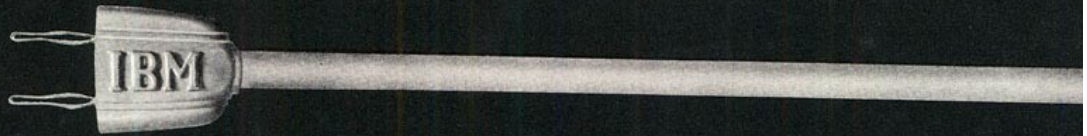


IBM ELECTRIC TYPEWRITERS



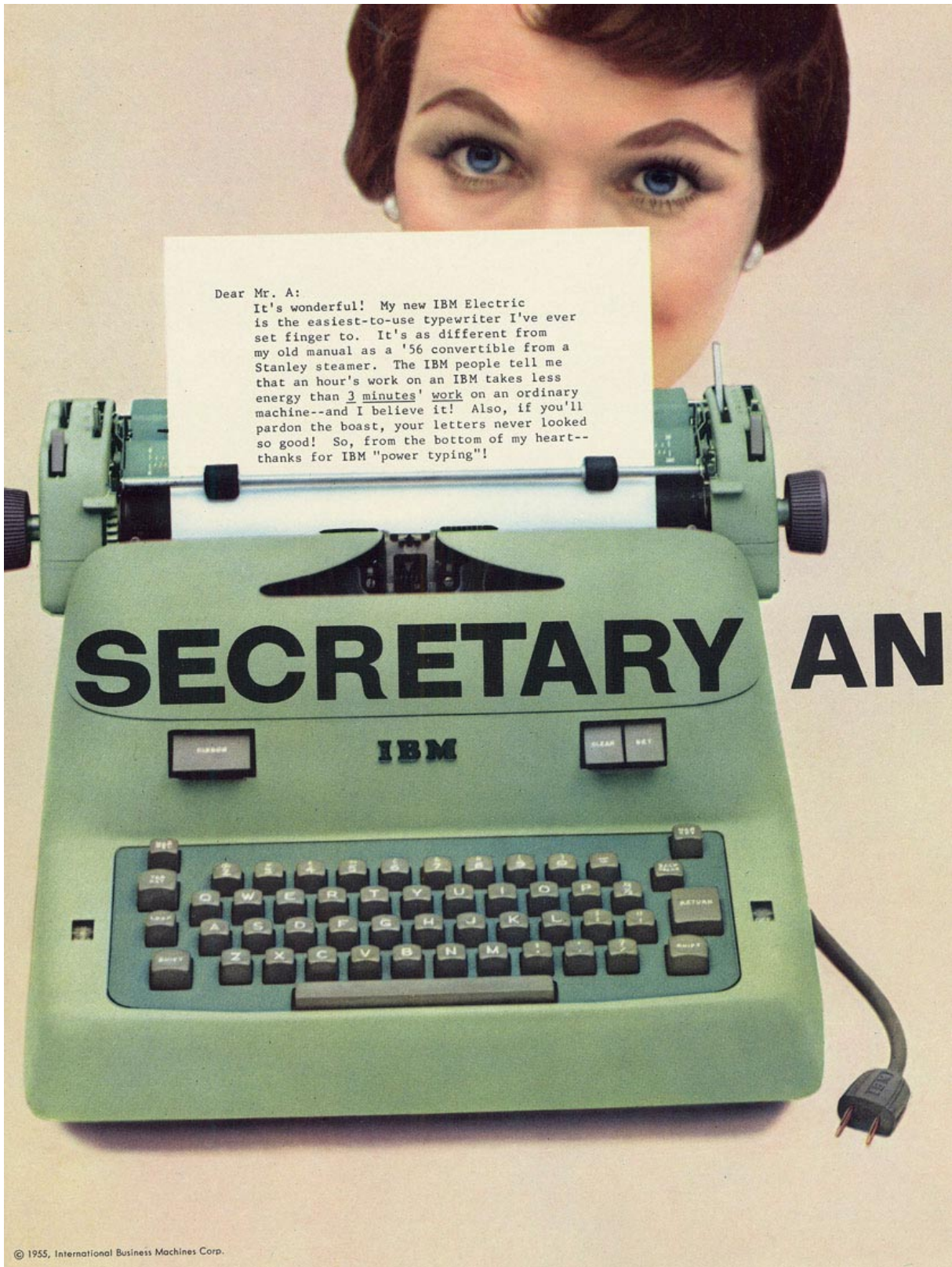
OUTSELL ALL OTHER



ELECTRICS COMBINED



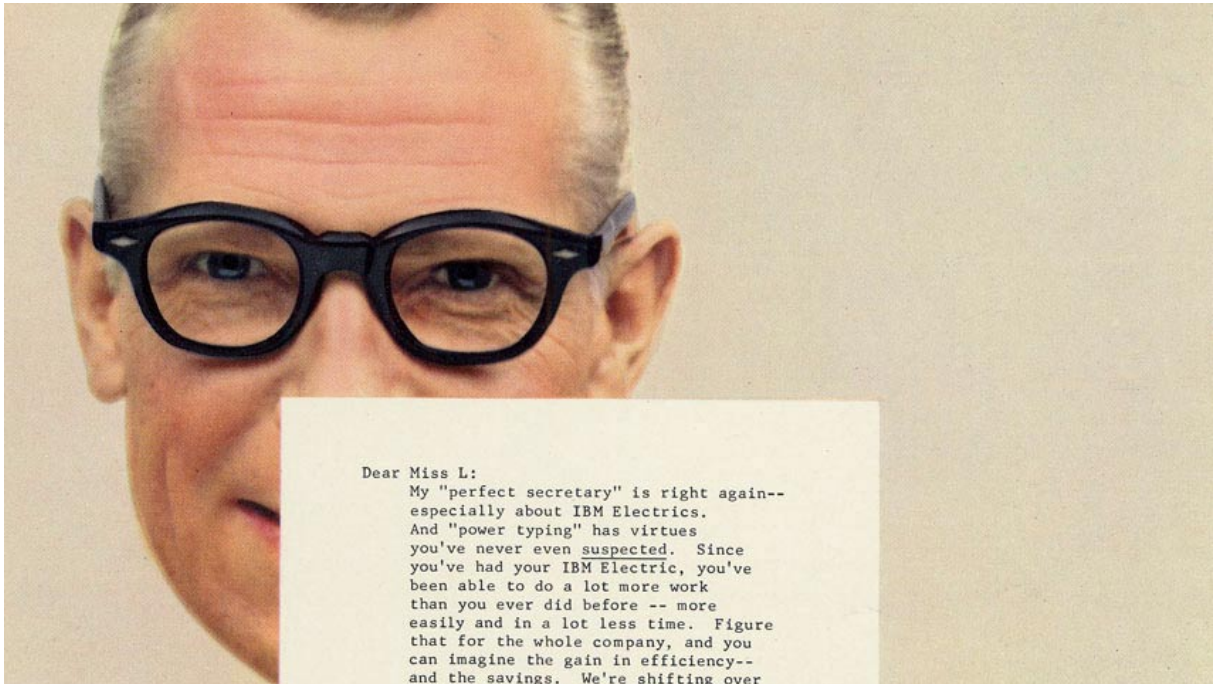
BECAUSE



Dear Mr. A:
It's wonderful! My new IBM Electric is the easiest-to-use typewriter I've ever set finger to. It's as different from my old manual as a '56 convertible from a Stanley steamer. The IBM people tell me that an hour's work on an IBM takes less energy than 3 minutes' work on an ordinary machine--and I believe it! Also, if you'll pardon the boast, your letters never looked so good! So, from the bottom of my heart--thanks for IBM "power typing"!

SECRETARY AN

IBM



Dear Miss L:
My "perfect secretary" is right again-- especially about IBM Electrics. And "power typing" has virtues you've never even suspected. Since you've had your IBM Electric, you've been able to do a lot more work than you ever did before -- more easily and in a lot less time. Figure that for the whole company, and you can imagine the gain in efficiency-- and the savings. We're shifting over 100% to IBM Electric Typewriters just as fast as we can!

D BOSS AGREE!



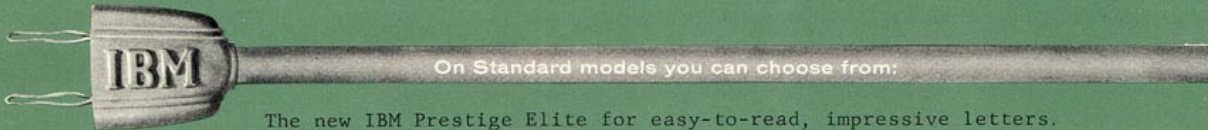
**Only IBM makes a complete line
of electric typewriters**

Here is the superb IBM EXECUTIVE Electric. The EXECUTIVE is the only typewriter that produces letters that look as if they were printed. They make striking "first impressions" . . . they build prestige . . . they open doors.

In all, IBM makes 32 models including this EXECUTIVE and the STANDARD (shown on opposite page) . . . in a wide range of type faces and 7 handsome colors. For more information or a demonstration, call your nearest IBM office or write International Business Machines, 590 Madison Avenue, New York 22, N. Y.

IT'S AGREED, TOO...

IBM TYPE STYLES TURN OUT THE MOST DISTINCTIVE LETTERS



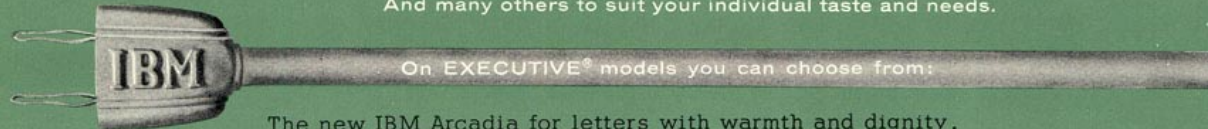
On Standard models you can choose from:

The new IBM Prestige Elite for easy-to-read, impressive letters.

IBM Elite, the most popular type face through the years.

IBM Bookface Academic for direct, convincing appeal.

And many others to suit your individual taste and needs.



On EXECUTIVE® models you can choose from:

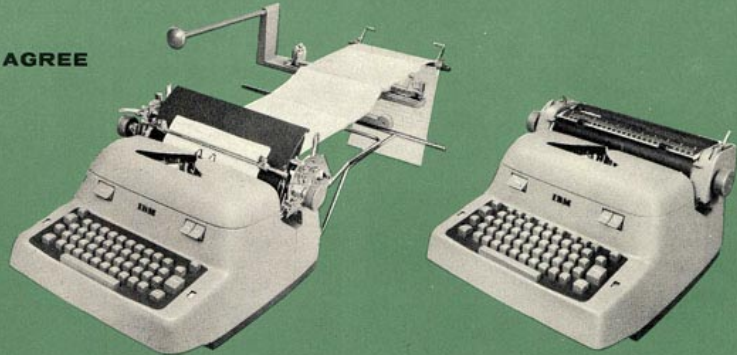
The new IBM Arcadia for letters with warmth and dignity.

IBM Modern for correspondence with a brisk, different look.

IBM Bold Face for a strong, straightforward appearance.

And many others designed to get your message across.

AND YOU'LL AGREE



That formwriting is easiest with the IBM Formwriter on the job. You can cut costs by saving time, forms costs and carbon paper. What's more, with IBM electric "power typing," there'll be no more errors due to fatigue.

That IBM's 9 Decimal Tabulation keys make statistical typing as easy and quick as straight typing. You'll save thousands of extra motions, save time and cut typing costs on this marvelous dual-purpose machine.

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