ANITA 1010

ANITA – British made, the world's finest electronic desk calculator, successfully marketed since 1961, is now presented as an entirely new concept — ANITA 1010. Seven years marketing experience have shown that every office in every business shares a common desire. ANITA 1010 fulfills that desire. ANITA 1010 provides the means of handling everyday business arithmetic at maximum speed, in the simplest possible way. Special features include:

* Low cost. Purchase Price: £320
  RENTAL TERMS AVAILABLE.
* Easy portability. Weight 13¼ lb.
* Small size. Width: 10½" Depth: 13⅞" 
* Superb styling.
* Reflection free display.
* ANITA 1010 has only five main controls.

ENTER

IST NUMBER

[Diagram: ENTER 1ST NUMBER]

* Special features controls are
  C for correction of wrongly indexed amount and for constant factor use.
  % for automatic decimal pointing in percentage calculations.
 天使 for rounding results correctly to two decimal places.

* Consider the following examples:
  (E represents the "Enter 1st Number" control).

Operating Sequence

\[
\begin{align*}
A \times B & \quad \text{A} \left[ \begin{array}{c} E \end{array} \right] \quad B \times = \\
A \times B \times C & \quad \text{A} \left[ \begin{array}{c} E \end{array} \right] \quad B \times = \quad C \times = \\
A \div B \quad C \div D & \quad \text{A} \left[ \begin{array}{c} E \end{array} \right] \quad B \div = \quad C \div = \quad D \div = \\
\text{What } \% \text{ is } A \div B & \quad \text{A} \left[ \begin{array}{c} E \end{array} \right] \quad B \% \div = \\
A + B - C + D & \quad \text{A} \left[ \begin{array}{c} E \end{array} \right] \quad B += \quad C -= \quad D +=
\end{align*}
\]

* The examples illustrated show how operator actions are reduced to the absolute minimum thus increasing work output.
* Automatic clearance in all operations.
* Re-entry of intermediate results is eliminated.
* Automatic decimal pointing.

* Index capacity 10 digits
* Product capacity 10 digits
* Quotient capacity 10 digits
* Left to Right internal calculating method gives large "Real" capacity.
* Special rounding features for correctly rounding results to two decimal places (as in new currency calculations).
* Sign (−) indication of negative amount.
* Full constant factor facilities.
* New integrated circuit techniques (MOST) ensure working reliability and instantaneous results.
* Extensive list of ideal applications.

TO SEE ANITA 1010 DEMONSTRATED ON YOUR WORK, TELEPHONE THE NEAREST SALES AND SERVICE LOCATION LISTED BELOW: