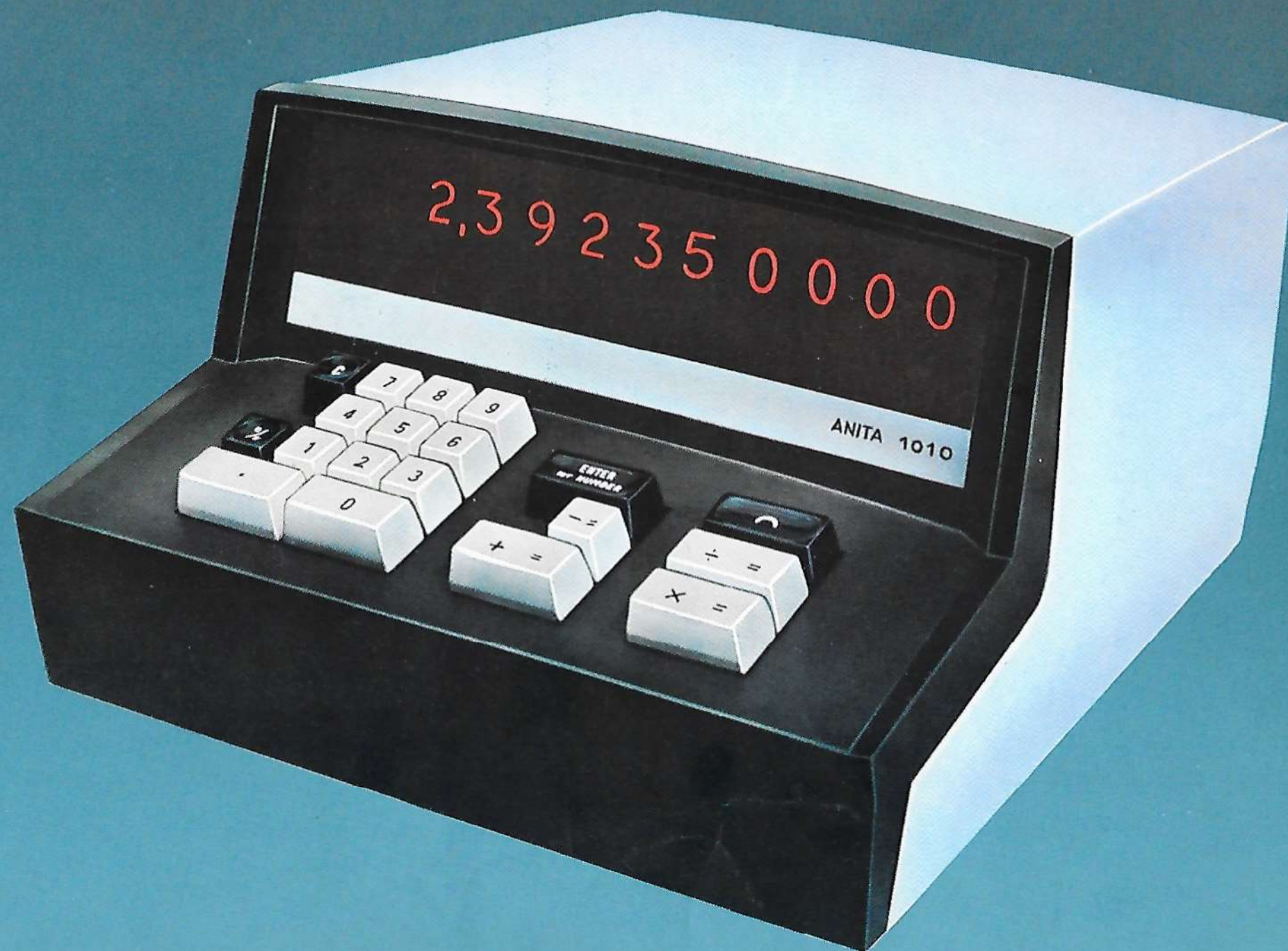




ANITA 1010

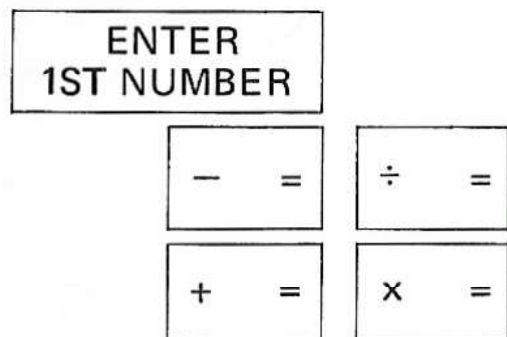


# ANITA 1010

01 493 1331  
 Mr C. Kirby  
 Adv.

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 fulfils 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 <sup>260 NETT</sup>  
 RENTAL TERMS AVAILABLE.
- \* Easy portability. Weight 13¼ lb.
- \* Small size. Width: 10<sup>5</sup>/<sub>8</sub>" Depth: 13<sup>3</sup>/<sub>8</sub>"
- \* Superb styling.
- \* Reflection free display.
- \* ANITA 1010 has only five main controls.



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

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

	Operating Sequence
A x B	A <input type="text" value="E"/> B <input "="" type="text" value="x="/>
A x B x C	A <input type="text" value="E"/> B <input "="" type="text" value="x="/> C <input "="" type="text" value="x="/>
$\frac{A \times B}{C \times D}$	A <input type="text" value="E"/> B <input "="" type="text" value="x="/> C <input "="" type="text" value="÷="/> D <input "="" type="text" value="÷="/>
What % is A of B	A <input type="text" value="E"/> B <input type="text" value="%"/> <input "="" type="text" value="÷="/>
A + B - C + D	A <input type="text" value="E"/> B <input "="" type="text" value="+="/> C <input "="" type="text" value="-="/> D <input "="" type="text" value="+="/>

- \* 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:



for rounding results correctly  
to two decimal places.

\* Automatic decimal pointing.

NEAREST SALES AND SERVICE LOCATIONS LISTED BELOW:

# Sumlock Comptometer Ltd

39 ST. JAMES'S STREET, LONDON, S.W.1

Telephone: 01-493 1331 & 1532

*Oxford 38211  
Bell Punch*

## *Offices for Sales, Service & Training*

ABERDEEN 26553. BELFAST 28023. BIRMINGHAM 021-643 6351. BRISTOL 26683.  
CARDIFF 27148/26957. CARLISLE 24799. CORK 23261. CROYDON 01-686 6411. DUBLIN 773531.  
DUNDEE 22769. EALING 01-998 1771. EDINBURGH 031-556 2071. FINCHLEY 01-445 6321.  
GLASGOW 041-248 7261. HULL CENTRAL 36246. ILFORD 01-554 8243. KENILWORTH 57441. LEEDS 34491.  
LEICESTER 29426. LIVERPOOL 051-709 9901. LONDON, E.C.1. 01-253 2444. MANCHESTER 061-832 3887.  
MIDDLESBROUGH 2471. NEWCASTLE-UPON-TYNE 29506. NORWICH ON03-26250/26259. NOTTINGHAM 55777.  
PLYMOUTH 60000/62616. PRESTON 51686. SHEFFIELD 77286. SOUTHAMPTON 21614. STOKE 47812.  
SWANSEA 55258. WOLVERHAMPTON 24224.

Made and printed in England.

