ANITA 1011

ANITA — British made, the world’s finest electronic desk calculator, successfully marketed since 1961, is now presented as an entirely new concept — ANITA 1011. Seven years marketing experience have shown that every office in every business shares a common desire. ANITA 1011 fulfills that desire. ANITA 1011 provides the means of handling everyday business arithmetic at maximum speed, in the simplest possible way. Special features include:

  RENTAL TERMS AVAILABLE.
* Easy portability. Weight 14½ lb.
* Small size. Width: 10⅜” Depth: 13⅛”.
* Superb styling.
* Reflection free display.
* ANITA 1011 has only five main controls.

<table>
<thead>
<tr>
<th>ENTER 1ST NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>− =</td>
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<tr>
<td>+ =</td>
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* Special features controls are

  | for clearing Store and adding displayed amount to Store. |
  | for use in conjunction with main controls to add to, subtract from, multiply or divide by Store. |
  | 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. ES represents the “Enter Store” Control. S represents the “Store” Control).

```
Operating Sequence
A + B - C      A E B + =  C - =
A x B x C      A E B x = C x =
A x B          A E B x =
C x D          ES C E D x = S + =
-Ε%            E % x = S =

( S control and + = or - = can be used simultaneously).

A^3            A E x = x =
```

* 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

* 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 1011 DEMONSTRATED ON YOUR WORK, TELEPHONE THE NEAREST SALES AND SERVICE LOCATION LISTED BELOW:
for rounding results correctly to two decimal places.

* Automatic decimal pointing.

ON YOUR WORK, TELEPHONE THE NEAREST SALES AND SERVICE LOCATION LISTED BELOW:

Sumlock Comptometer Ltd
39 ST. JAMES'S STREET, LONDON, S.W.1.
Telephone: 01-493 1331 & 1532