



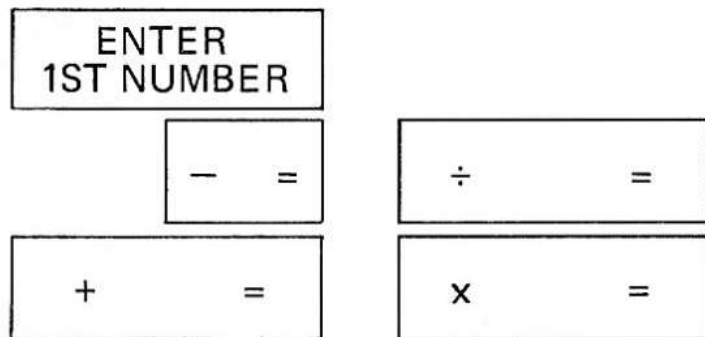
ANITA 1011



# 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 fulfils that desire. ANITA 1011 provides the means of handling everyday business arithmetic at maximum speed, in the simplest possible way. Special features include:

- \* Low cost. Purchase Price: £380. RENTAL TERMS AVAILABLE.
- \* Easy portability. Weight 14½ 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 1011 has only five main controls.



- \* Special features controls are
  - ENT S** for clearing Store and adding displayed amount to Store.
  - S T O R E** for use in conjunction with main controls to add to, subtract from, multiply or divide by Store.
  - 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. ES represents the "Enter Store" Control. S represents the "Store" Control).

### Operating Sequence

A + B - C	A <b>E</b> B <b>+=</b> C <b>-=</b>
A x B x C	A <b>E</b> B <b>x=</b> C <b>x=</b>
A x B	A <b>E</b> B <b>x=</b>
C x D	<b>ES</b> C <b>E</b> D <b>x=</b> <b>S</b> <b>+=</b>
-E%	E <b>%</b> <b>x=</b> <b>S</b> <b>-=</b>
	( <b>S</b> control and <b>+=</b> or <b>-=</b> can be used simultaneously).
A <sup>3</sup>	A <b>E</b> <b>x=</b> <b>x=</b>

- \* 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.

ated.

\* Automatic decimal pointing.

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

## Sumlock Comptometer Ltd

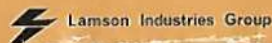
39 ST. JAMES'S STREET, LONDON, S.W.1.

Telephone: 01-493 1331 & 1532

### *Offices for Sales, Service & Training*

ABERDEEN 26553. BELFAST 28023. BIRMINGHAM 021-643 6351. BRADFORD 27798. 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 ONO3-26250/26259. NOTTINGHAM 55777. PLYMOUTH 60000/62616. PRESTON 51686. SHEFFIELD 77286. SOUTHAMPTON 21614. STOKE 47812. SWANSEA 55258. WOLVERHAMPTON 24224.

Made and printed in England. 20M/769/E.F.



Lamson Industries Group