

Texas Instruments SR-50 scientific calculator. A technological milestone.

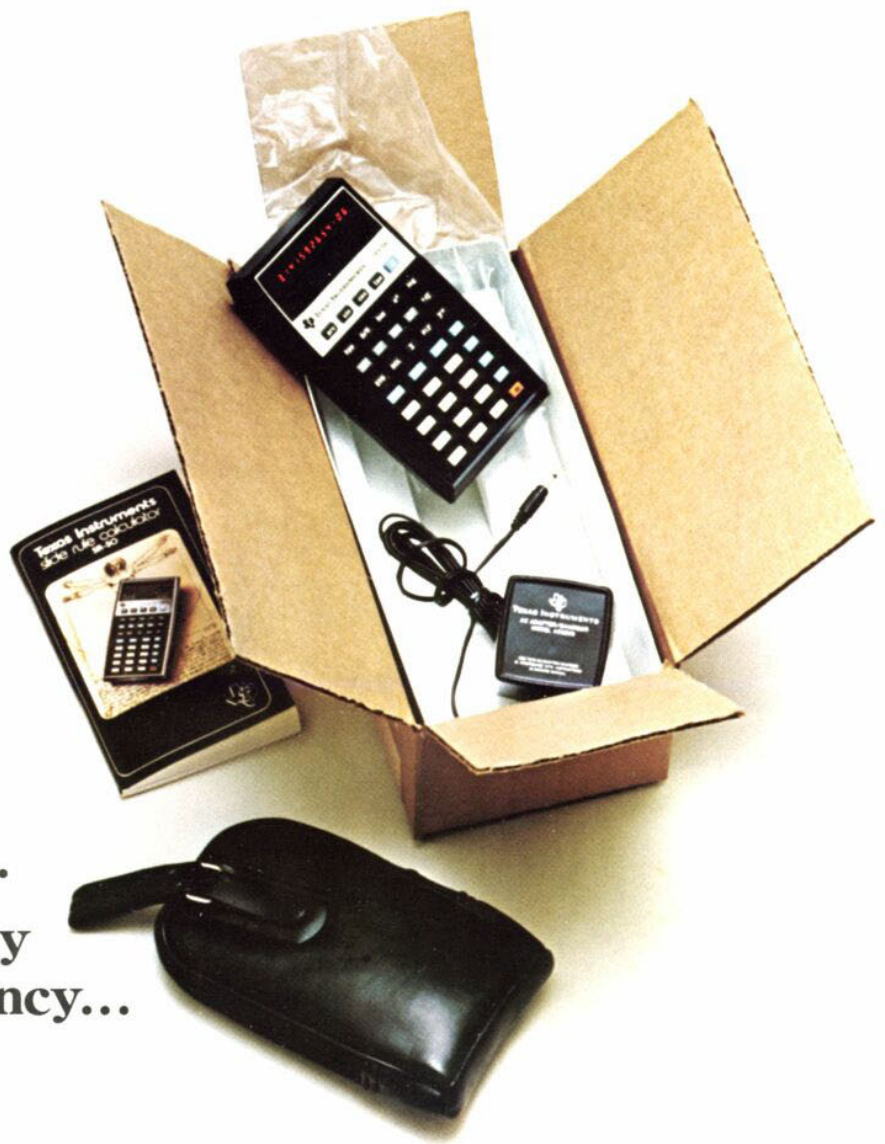
In sheer math power.
And in price
\$149.⁹⁵

From the moment
you open this box
you'll begin to work
with mathematics
as never before.

Now, right at your
fingertips, you have
an unmatched
combination.

In performance
and value.

Accuracy
and efficiency...



Compare the SR-50. Feature for feature. Function for function. Dollar for dollar.

Algebraic keyboard. Accuracy to 13 significant digits. Display rounded to 10 digits. Single function keys for finding powers, roots, factorials, logarithmic, trigonometric, and hyperbolic functions. For sum and store. For converting answers to scientific notation. Unmatched capability and performance for just \$149.95.

Lots of choices, few standouts.

Today, scientific calculators are available in a wide range of prices and capabilities. New models, new brands, new manufacturers have recently entered the market. But, when you want the best in a full-function slide-rule calculator, the choices narrow down fast.

Still, only two names and three models stand out. The SR-50 outperforms the HP-35 and costs less—about \$75 less at the time of this writing. The HP-45, on the other hand, offers some features not found on the SR-50, but cost \$175 more.

It boils down to basic value analysis. And, in that light, the SR-50 is unmatched.

FUNCTIONS	SR-50	HP-35	HP-45
LOG, LN	yes	yes	yes
TRIG (ARC, SIN, COS, TAN)	yes	yes	yes
HYPERBOLIC (ARC, SIN, COS, TAN)	yes	no	no
DEG ↔ RAD CONVERSION	yes	no	no
DEG/RAD MODE SELECTION	yes	no	yes
DEG ANGLES ↔ DEG/MIN/SEC	no	no	yes
POLAR COORD ↔ RECT COORD	no	no	yes
Y^x, e^x	yes	yes	yes
X^2	yes	no	yes
\sqrt{X}	yes	yes	yes
$\sqrt[y]{x}$	yes	no	no
1/X	yes	yes	yes
X!	yes	no	yes
EXCHANGE X WITH Y	yes	yes	yes
METRIC CONVERSION CONSTANTS	no	no	yes
%, AND $\Delta\%$	no	no	yes
MEAN AND STANDARD DEVIATION	no	no	yes
STORE, RECALL	yes	yes	yes
Σ TO MEMORY	yes	no	yes
FEATURES			
ROUNDING TO TEN DIGITS	yes	no	no
ALGEBRAIC NOTATION (SUM OF PRODUCTS)	yes	no	no
DEG/RAD SWITCH	yes	no	yes
MEMORY (OTHER THAN STACK)	1	1	9
FIXED DECIMAL OPTION	no	no	yes
KEYS	40	35	35
SECOND FUNCTION KEY	no	no	yes

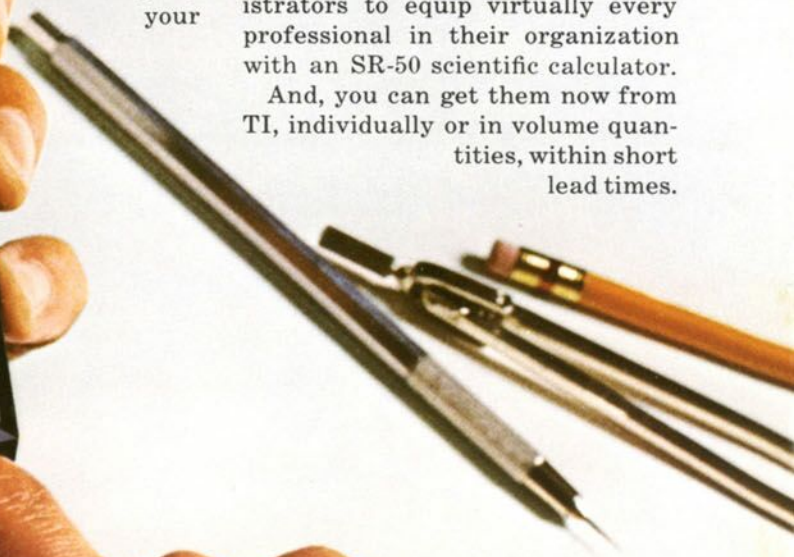
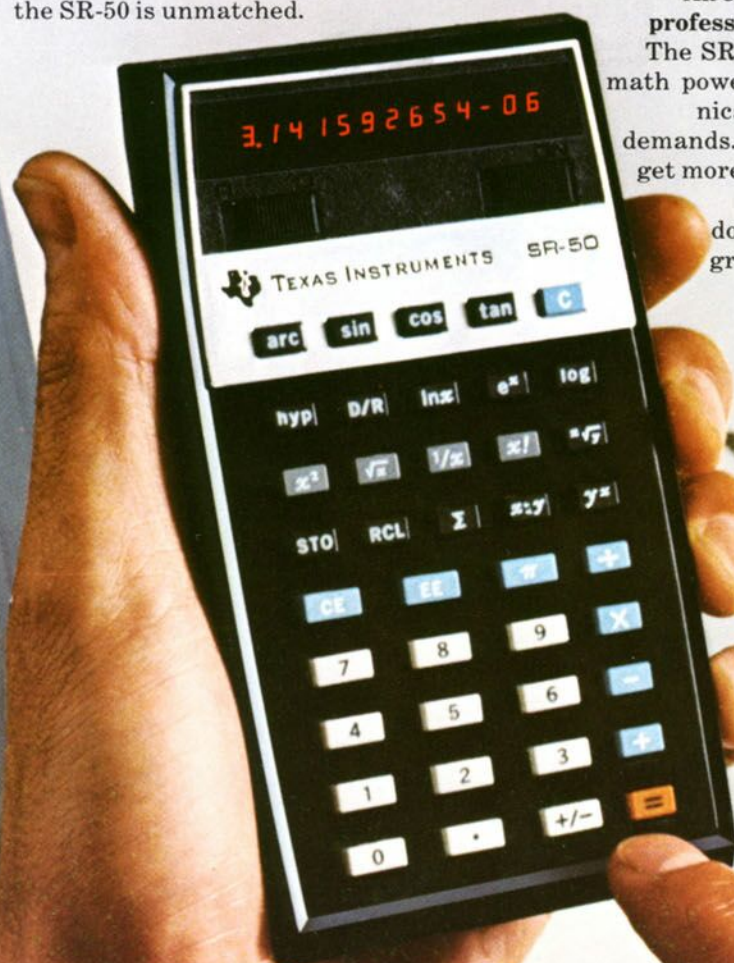
An extension of your professional capability. The SR-50 delivers the math power today's technical environment demands. It can help you get more complex mathematical work done faster. With greater accuracy.

It can save you valuable time and magnify your

talents. An SR-50 lets you use your technical imagination with more freedom. You have time to explore more options—use “brute force” approaches such as successive approximations, educated guesswork, trial and error.

And, at \$149.95, an SR-50 is within practically anyone's budget. Whether you are at the top of your profession or a beginning student. In fact, at this price, it becomes a practical consideration for productivity-minded managers and administrators to equip virtually every professional in their organization with an SR-50 scientific calculator.

And, you can get them now from TI, individually or in volume quantities, within short lead times.



Keys that solve complex mathematical calculations as easily as simple arithmetic.



On/Off—Slide to the right applies power, slide to the left removes power. Power-on indicated by a number in the display.



DEG/RAD Switch. Interprets displayed angle in degrees or in radians.



ARC. When pressed as prefix to sin, cos, or tan key, tells calculator to determine the inverse trig function.



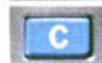
Sine. Determines the sine of the displayed angle.



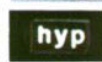
Cosine. Determines the cosine of the displayed angle.



Tangent. Determines the tangent of the displayed angle.



Clear. Clears the calculator. The memory is not affected.



Hyperbolic Function Key. Instructs the calculator to determine the hyperbolic function of the displayed value when pressed as a prefix to the sin, cos, or tan key.



Angle Change Key. If the DEG/RAD switch is set for degrees, pressing the D/R key instructs the calculator to convert the displayed angle from radians to degrees. If the switch is set for radians, pressing this key instructs the calculator to convert the displayed angle from degrees to radians.



Natural Logarithm. Determines logarithm to the base e of the displayed number.



e to the x Power. Raises e to the power of the displayed number.



Common Logarithm. Finds the logarithm to base 10 of the displayed number.



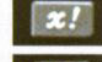
Square. Squares the number displayed.



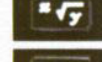
Square Root. Finds the square root of the number displayed.



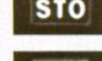
Reciprocal. Finds the reciprocal of the number displayed.



Factorial. Finds the factorial of the number displayed.



The xth Root of y. Finds the xth root of a y number.



Store. Stores the displayed quantity in the memory.



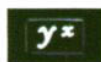
Recall. Retrieves stored data from the memory.



Sum and Store. Adds the displayed number algebraically to the number in the memory.



Exchange. Tells calculator to exchange the x and y quantities in y^x or ${}^x\sqrt{y}$ before the function is processed. Operands in times (x) and divide (\div) can also be changed with this key.



y to the x Power. Raises a number to a power.



Clear Entry. Clears last keyboard entry.



Enter Exponent. Enters the subsequent number as exponent of 10.



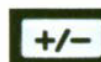
PI. Enters pi to 13 significant digits. Display indicates value rounded off to 10 significant digits.



Digit Keys. Enter numbers 0 through 9 to a limit of a 10-digit mantissa and a 2-digit exponent.



Decimal Point. Decimal is assumed to be to the right of any number entered unless it's positioned in another sequence with this key.



Change Sign. Changes the sign of either the mantissa or exponent.



Display. Power-on and numerical information. Provides indication of a negative number, decimal point, overflow, underflow and error.

Overflow & Underflow Indications. Display flashes when number entered or calculation result is entered or calculation is larger than $\pm 9.99999999 \times 10^{99}$ and when number entered or calculation is closer to zero than $\pm 1. \times 10^{-99}$.

Fast Rechargeable Battery Pack. Provides 4 to 6 hours' operation without recharging. Recharging for about 3 hours restores full charge.

Fast and easy. No calculator in its class is so easy to master.

The SR-50 lets you key the problem just as you would state it. A unique register system provides a sum of products capability directly at the keyboard. This ability to store the first product while the second is being calculated is in addition to the memory accessed by the memory keys. The efficiencies are suggested by this simple problem:

$$(2 \times 3) + (4 \times 5) = 26$$

TI's Algebraic Entry Method:

$$2 \times 3 + 4 \times 5 = 26$$

Reverse Polish Entry Method:

$$2 \uparrow 3 \times 4 \uparrow 5 \times + 26$$

The reason the SR-50 has so much math power at the price lies beneath the keyboard.

A full-function scientific calculator is a state-of-the-art product reflecting state-of-the-art technologies. It's logical, then, to look first to the manufacturer known worldwide for both—Texas Instruments.

TI has long been a leader in solid-state technology and has pioneered a series of landmark developments relating directly to calculators: The original integrated circuit. Key patents in

basic MOS/LSI technology. The “calculator-on-a-chip” integrated circuit which became the heart of miniature calculators. And the basic patent on the miniature calculator itself.

TI is steeped in calculator technologies from start to finish, making all critical parts and controlling quality every step of the way. And that's the key to the exceptional quality and value of the SR-50.

15-day no-risk evaluation

What's more, we'll let you experiment with your SR-50 for 15 days at no risk. Then if you change your mind, we'll refund your money without question.

Don't put off getting your SR-50 any longer. The SR-50 has the math power today's work world requires. In the office or in the classroom. In the lab or on the drawing board.

Evaluate an SR-50 for 15 days at no risk.

Mail this coupon today. Try the SR-50 for 15 days at no risk. Send this order form and enclose a check, money order, or company purchase order of \$149.95 for each SR-50. Use the SR-50 for 15 days. Then, if you decide it's not the best value you've seen, just return it in the original carton with all accessories for a full refund.

TO: Texas Instruments Incorporated
P.O. Box 3640, M/S 84M, Dallas, Texas 75221

Dear Sir:

I enclose a () check () money order () company purchase order for \$_____ for the purchase of _____ SR-50(s). I understand that I'll get my money back if anytime during the 15-day trial I'm not completely satisfied.

Name _____

Address _____

City/State/Zip _____

Company _____

Please add state and local taxes where applicable.*

SEMI

*States requiring submission of taxes: AZ, CA, CO, FL, IL, IN, KY, MA, MI, MN, NJ, NM, NY, PA, TN, TX, UT, VA, WA.



The SR-50 includes AC adapter/charger which operates on either 115V/60 Hz or 230V/50 Hz; cushioned vinyl carrying case; and user's manual/application guide.

Full year warranty.

Texas Instruments warrants each scientific calculator for a period of one year against defective parts and workmanship. If you ever do need service, you can get it through TI's Customer Service Center.

TEXAS INSTRUMENTS
INCORPORATED