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...

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.

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

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 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^y before the function is processed. Operands in times (x) and divide (÷) 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 ±9.999999999 x 10^99 and when number entered or calculation is closer to zero than ±1 x 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:**

\[
2 \left[ \times \right] 3 \left[ + \right] 4 \left[ \times \right] 5 \left[ = \right] 26
\]

**Reverse Polish Entry Method:**

\[
2 \left[ \uparrow \right] 3 \left[ \times \right] 4 \left[ \uparrow \right] 5 \left[ \times \right] + 26
\]
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.

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 844M, 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.*

*States requiring submission of taxes: AZ, CA, CO, FL, IL, IN, KY, MA, MI, MN, NJ, NM, NV, 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.

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