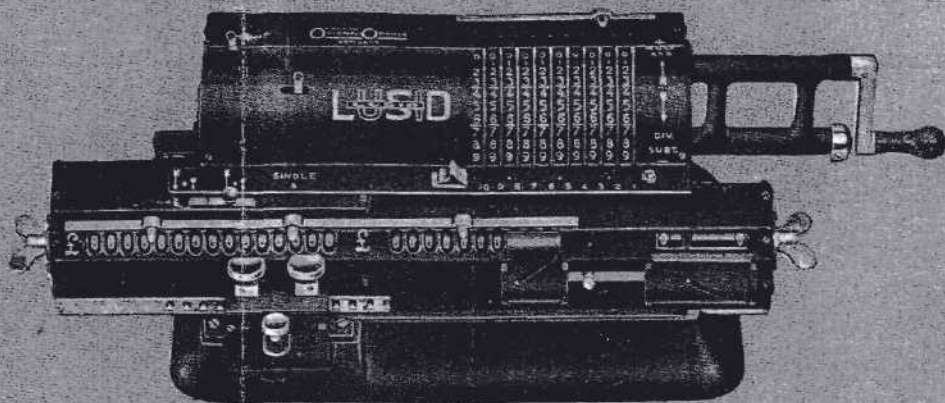


The

LUSID

Calculating Machine



In multiplication work such as Extending Quantities at Prices etc. the LUSID machine gives the Product to the nearest farthing.

Example: $3123 \times 1\frac{3}{4} = \text{£ } 256.19.11\frac{1}{4}$.

In division work such as occurs in Costing etc. the LUSID machine gives the result to one millionth of a penny.

Example: 3259 Units cost $\text{£ } 224.12.6$
Cost per unit $1\frac{1}{4}.541884$

The above examples indicate the precision and accuracy of the machine.

Features

The LUSID Calculating machine embodies all the really worth while features of other first class machines, in addition to its own unique and fully patented improvements.



1. It has 3 separate factor registers giving a visible check and proof of accurate operation.
2. It has a multiplier and quotient register of 12 figs with a tens-transmission mechanism. This enables short cuts to be made without risk of confusion or error.
3. It has a device which instantly and automatically locks the setting levers while a calculation is being made, thereby preventing the original figures from being accidentally displaced or altered.
4. It has a setting board of 10 columns and it is equal in figure range or capacity to all practicable requirements.
5. It is small and light enough to be seriously called portable and its general features are such as to recommend it to all.
6. It is constructed on a well known and well tried basic principle and its method of operation is easily and quickly grasped with, or without, previous experience of calculating machines.

Over 40 years ago

Mr. W. T. Odhner, an eminent Engineer, invented the calculating machine which still bears his name. There have been many machines built on the «Odhner» system, but the Odhner machines are still pre-eminent. The latest Odhner product (the LUSID) offers unique advantages to the British User of calculating machines. It is operated in exactly the same way as ordinary machines and it can be used with absolute security by any one of average intelligence. In extending quantities at prices and other work where the results represent £. s. d. it is not easy for everyone to quickly and accurately convert a string of decimals into their equivalent shillings and pence at sight. Furthermore, the chance of error is always present, whereas with the new LUSID machine the answers are given in £. s. d.

We will be glad to show you this machine by appointment, free of obligation, and to have it put to practical test on your own work. We invite any enquiries regarding points which may be of special interest to you.



That they have come to stay is true of Calculating machines in general, and of the LUSID machine in particular. See it and compare.

What it does

The capacity of the LUSID machine to handle different classes of calculations is such as to make it impossible to detail them in a limited space. The following headings will give some indication as to its capabilities.

Invoice Extending and Checking
Discounting
Foreign Exchanges
Percentages
Apportionments
Averages
Costing
Statistical work

In fact, practically anything involving multiplication and division of figures.

It will be obvious that since the machine can perform the above calculations it can do a great deal more and we invite you to let us demonstrate the machine on your own work.



A Demonstration will cost you nothing, nor commit you to anything. It is entirely free of obligation.



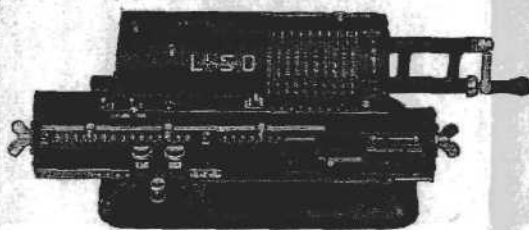
The LUSID machine
is unique

ODHVER

The

LUSID

Calculating machine



LONDON OFFICES:

GILBERT WOODD

75 b, Queen Victoria St. LONDON E. C. 4.

Telephone: CITY 2295



RYSTEDTS, GIB

A matter of

£. s. d.

At last

it is possible to offer a Calculating machine especially adapted to British requirements. Universal, or Decimal machines, are largely used in Great Britain because there has been no alternative. Our monetary system however has handicapped their adoption to an extent comparable to that of Continental, or Metric countries.

The

LUSID

Calculating Machine

accomplishes something for which there has always been a demand and that is a machine which will give the answers to monetary calculations in British denominations i. e. £. s. d.

The LUSID machine is the product of a Firm who have specialised in the manufacture of calculating machines for over 40 years and whose decimal machines are well-known all over the world. The machine is built on standard principles of construction. Nothing similar has been previously done to produce a machine specially adapted to British Business requirements.

Manufacturers:

Odhner Calculating M/c Co. Ltd.
Gothenburg, Sweden