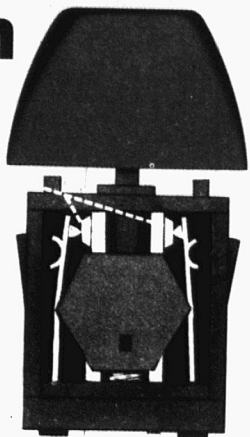




The keyboard switch with a heart of gold



...keeps your product WORKING year after year...after year.

In your keyboard or ours, Cherry key switches just don't fail. The knife-edge contact area is so small (9 millionths of a square inch) the contact pressure so great (about 5,000 psi) the gold alloy so pure and film-free that you are assured of positive contact every time. For 50 million operations and beyond (Which is probably beyond the life expectancy of your product!)

Cherry "heart of gold" keyboard switches are available individually or with two-shot molded keycaps. Hopefully, you want keycaps. Because, *we have keycaps*... in more legends, sizes, type faces than you're likely to find anywhere else. Sculptured keycaps? We've got 'em. Gloss or matte finish? We've got *both*. Colors? Lighted? Specials? Sure! Some "off the shelf"... all at prices that make it obvious why the Cherry way is the *economical* way to put a heart of gold in any keyboard.



For free test sample switch
and catalog, just
TWX 910-235-1572
or PHONE 312-689-7700

CHERRY

CHERRY ELECTRICAL PRODUCTS CORP., 3609 Sunset Avenue, Waukegan, IL 60085
CIRCLE NUMBER 29

Cherry switches now
available locally from distributors.