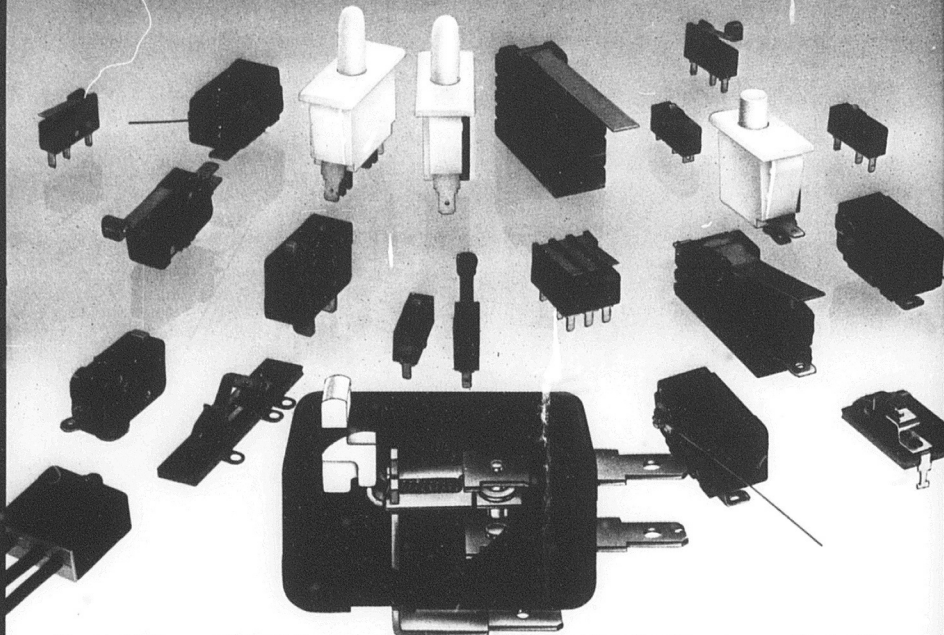


Behind all these pretty faces...



beats a heart of coiled stainless steel.

No Cherry snap-action switch has ever died of a broken heart. Because there's a coil spring at the heart of every Cherry switch that expands and contracts again and again and never gets tired. Or breaks. Compare *that* to the stamped spring many switch builders use. The kind of spring that gets tired . . . and breaks. (Snap. Drat!)

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