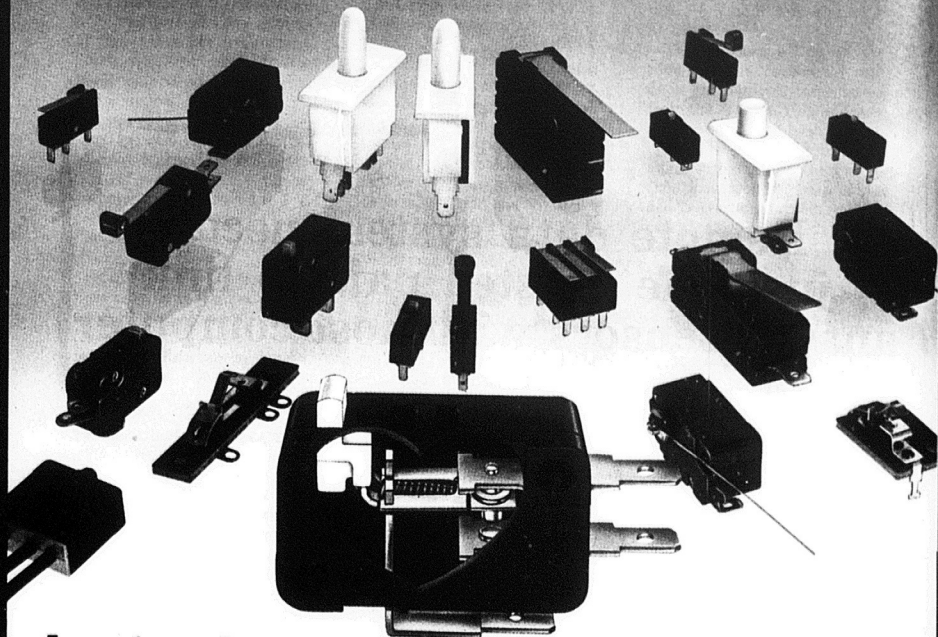


Behind all these pretty faces...



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. Dratt!)

This stainless steel coil spring mechanism not only insures long life, it provides large overtravel to make our switches quicker, easier to design-in and to install. Which is why more than 300 million of them have been designed-

in and installed. So far.

Cherry snap-action switches are available in gold crosspoint design for low energy switching. In general purpose, miniature and subminiature designs. In low torque. Light force. Open or enclosed. Panel mount pushbutton. And more.

For free catalog of all the Cherry switches, just pick up the phone and give us a call. Our direct line number is 312/689-7700.

CHERRY



SWITCHES and KEYBOARDS — Available locally from authorized distributors.

CIRCLE NUMBER 29

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CHERRY ELECTRICAL PRODUCTS CORP.
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