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There's a little tiger in every Cherry switch



...but we're pussycats to do business with

Our products are tough, but our people aren't... and that's the beauty of dealing with Cherry.

You see, we can control the quality of our switches because we fabricate most of our own parts (moldings, stampings, springs, printed circuits, etc.) And we can keep the price down because we're loaded with automatic equipment to handle high volume.

But the real difference is in the *people* you work with at Cherry...from your first contact with a technically trained sales representative...through careful analysis and recommendations by engineers

who are really concerned about *your* problem... to production scheduling and customer service men who follow-up and expedite to make sure we keep our delivery promise to you.

Of course we're proud of our modern facilities and equipment...but what we're proudest of is our reputation for customer service. Try some.



Test a free sample "tiger" from the pussycats at Cherry. Ask for our latest catalog which contains complete information on all our switches and keyboards, and we'll include a free sample switch. Just TWX 910-235-1572...or PHONE 312-689-7700.

or circle the reader service number below.



CHERRY ELECTRICAL PRODUCTS CORP. • 3609 Sunset Avenue, Waukegan, Illinois 60085
SWITCHES and KEYBOARDS — Available locally from authorized distributors.

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