

Low energy switching problem? Leave it to our "GOLDIE"...



"Goldie"—the new Cherry gold crosspoint contact switches solve practically every low energy switching problem. They do it with a contact design innovation that helps prevent the two main causes of contact failure:

1. Formation of insulating chemical films on contacts
2. Mechanical interference of foreign particles on contacts.

Our new "Goldie" switches combine a solid layer of gold alloy (69% gold, 25% silver, 6% platinum) contact material

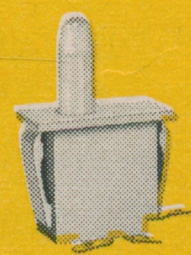
with a crossed knife-edge configuration. These provide interfaces inert to chemical action and virtually eliminate contact closure interference from foreign particles. Low contact resistance is maintained throughout the switch lifetime, which is measured in millions of operations. Initial insertion resistance is below 50 milliohms.

Take a closer look at our problem-solving "Goldie" switches. Send for the sample of your choice today.

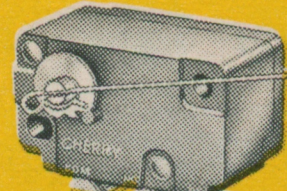


Hewlett-Packard Desk Top Calculator uses 63 Cherry "Goldies"

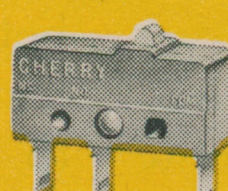
FREE SAMPLE SWITCH



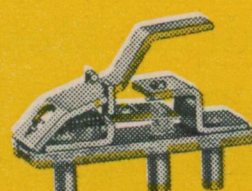
E69 Push Button
Circle Reader
Service No. 000



E53 Low Torque
Circle Reader
Service No. 000



E63 Subminiature
Circle Reader
Service No. 000



S31 Open Miniature
Circle Reader
Service No. 000



E21 Miniature
Circle Reader
Service No. 000

CHERRY Makers of patented Leverwheel/Thumbwheel, Matrix Selector and Snap-Action Switches.

CHERRY

CHERRY ELECTRICAL PRODUCTS CORP. • 3608 Sunset Avenue, Waukegan, Illinois 60085