




WE'LL SELL YOU A KEYBOARD SWITCH FOR 30¢

...and give you A PENNY CHANGE

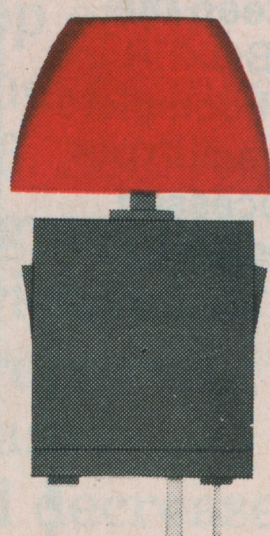


How to save silver when buying gold: Spec Cherry Gold "Crosspoint" Contact keyboard switches. With a momentary Form A (SPST/NO) price tag of just 29¢ in 250,000 quantity . . . lower prices in higher quantities.

What do you get besides low price? Unique, proven Cherry Gold "Crosspoint" contact configuration that enhances reliability. Tested beyond 50,000,000 operations. (Test Report No. TK 10071 available on request.) You get Cherry's low profile Keyboard switch featuring rugged construction, 2½ ounce operating force and stable contact resistance (typically 25 milliohms over life). Made by the people who pioneered the Gold "Crosspoint" Contact in snap-action switches.

The result? Cherry keyboard switches are your ideal choice for computer terminals, electronic calculators and credit card validators.

TEST A FREE SAMPLE. Choose the 29¢ Form A switch . . . or any of Cherry's complete line of keyboard switch modules. Just TWX 910-235-1572 . . . or PHONE 312/689-7704 and ask Frank to give you facts on Keyboard Switches . . . or circle appropriate reader service number.



ACTUAL SIZE

**FORM A, MOMENTARY
(SPST/NO)**
Circle No. 201 for Free Sample

ALTERNATE ACTION (SPST)
Circle No. 202 for Free Sample

**DUAL FORM A, MOMENTARY
(DPST/NO)**
Circle No. 203 for Free Sample

CHERRY



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



Cherry affiliates worldwide • Hirose Cherry Precision Co., Ltd., Tokyo • G. W. Engineering Pty. Ltd., Sydney
Cherry Electrical Products (U.K.) Ltd., St. Albans, Herts • Chéry Mikroschalter GmbH, Bayreuth, Germany