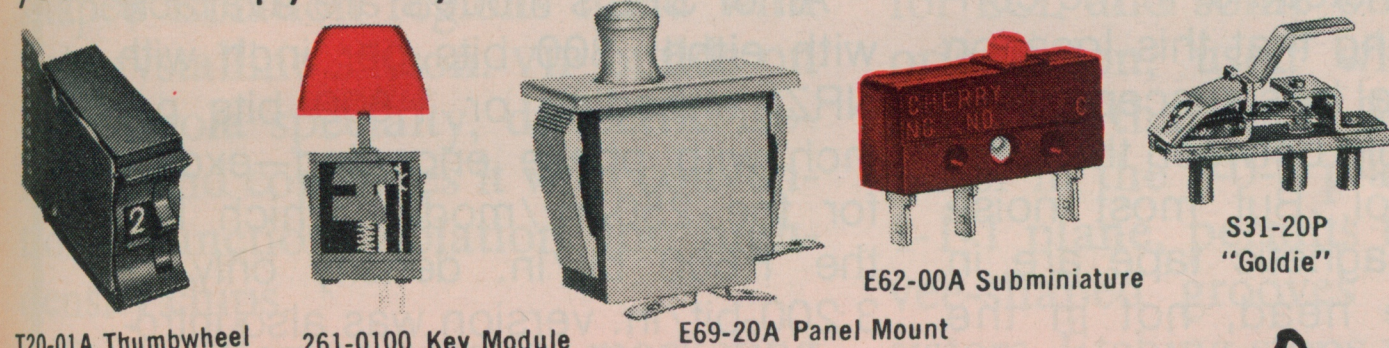


How many Cherry Switches can you find in these products?

HINT: Think big. Think of 97,650 switch configurations that let products like those above use mostly stock switches like those below. Think of Cherry's modern new facilities . . . with staffs of electrical, mechanical, tooling, industrial and manufacturing engineers guiding every phase of design and production. Think of 160 million switches produced during 19 solid growth years. And 104,000 more new switches passing through Quality Control every day, keeping our volume high . . . and our prices low.

How many Cherry switches can you put in your products? Find out: Check Cherry's latest big catalog. Send for your free copy today.

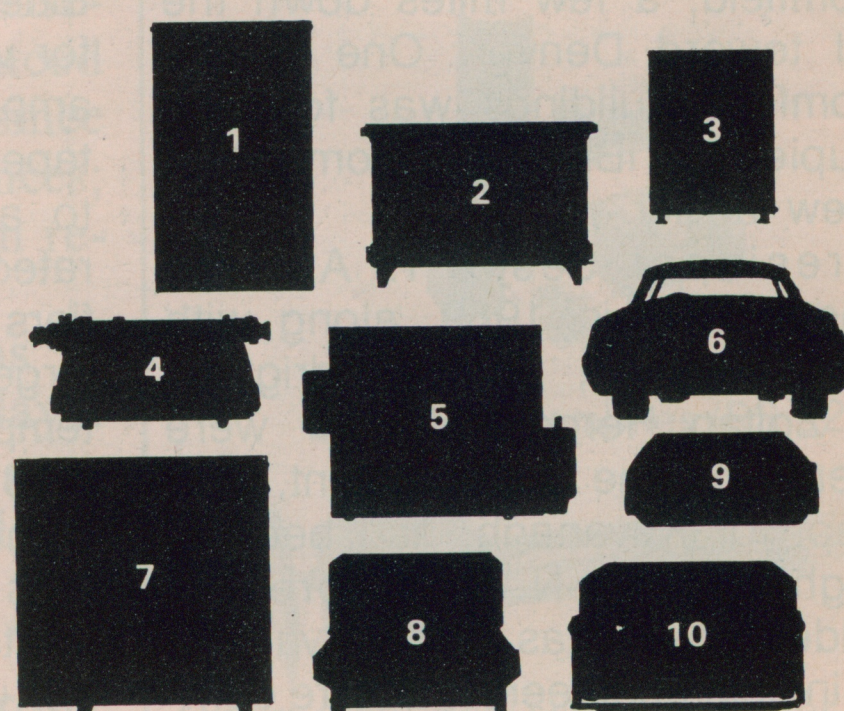


CHERRY

CHERRY ELECTRICAL PRODUCTS CORP.

3608 Sunset Avenue, Waukegan, Illinois 60085

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



1. Vending machine, up to 10 Cherry switches.
2. A TV tunes with 2 Cherry switches.
3. Washer-dryer combination, at least 3, up to 7.
4. Electric typewriter, 1 or 2 Cherry switches.
5. Photocopy machine, a surprising 55!
6. An auto, 1 to 6 Cherry switches.
7. A computer has 2 Cherry switches.
8. Electronic video recorder, 5 Cherry switches.
9. Electronic calculator—63 Cherry "Goldies."
10. Digital data generator, 4 Cherry thumbwheels.

IT ADDS UP TO AT LEAST 146 CHERRY SWITCHES!