

CHERRY'S JUBILEE



We're having our 25th birthday party
...and YOU get the gift.*

Back in the beginning we had one product . . . one customer. Today, at age 25, we have a customer list of more than 5,000 . . . and a product line that's the pick of the component crop, worldwide: Snap action switches . . . automotive electronic devices . . . keyboards . . . rotary and thumbwheel switches with coded electrical output.

With the acquisition of Micro Components Corp.,† we've added semiconductor capability: Custom designed bipolar linear and digital integrated circuits, optical sensors and a line of off-the-shelf standard chips, diodes and integrated flip chips.

†Now Cherry Semiconductor Corp.

All from Cherry. All backed by know-how built on the production of over 300 million components . . . and Research and Development on dot matrix, solid state switching, data entry and display devices.

***For a free gift jar of Cherry jam . . . plus our catalog and a brochure of our new semiconductor capabilities, just circle the reader service number below.**



CHERRY



SWITCHES and KEYBOARDS — Available locally from authorized distributors.

CHERRY ELECTRICAL PRODUCTS CORP.
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CIRCLE NUMBER 29