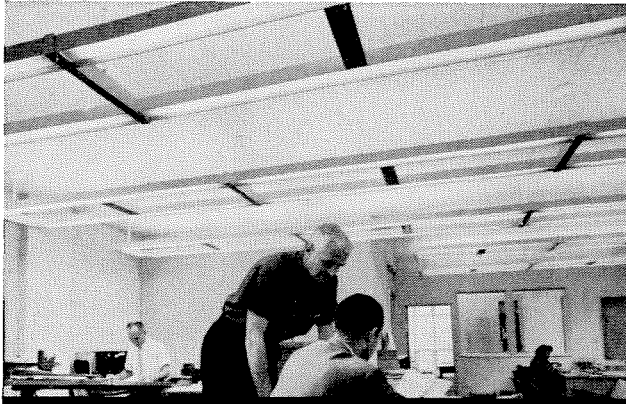
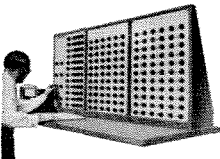


Virtue Bros. Mfg. Co., world's largest manufacturer of metal dining furniture, chooses Smoot-Holman lighting fixtures for true scientific lighting!



scientifically designed **SMOOT-HOLMAN** lighting brings you
"TOMORROW'S LIGHTING TODAY"



Smoot-Holman's analogue computer. Used to achieve superior lighting design and performance!

Send for free literature on scientifically designed lighting fixtures.

Robert Kjer Jakobsen, Chief Designer, Virtue Bros. Mfg. Co., says: "We're using Smoot-Holman Perfect Vision Luminaires in many areas in our office and plant.

"In making our decision, first importance was a good lighting job... which the Perfect Vision Luminaires give. We have to consider not only initial cost but maintenance as well. We have found that the Smoot-Holman Perfect Vision Fixture meets all our requirements perfectly."

SMOOT-HOLMAN COMPANY
 Inglewood, California

Alumni News

Golden Beavers

The Alumni Committee of the Caltech Development program has organized a Golden Beavers Club, whose members will include the top ten percent of alumni contributors. Membership will be reviewed each month, and the list will be updated so that only top contributors belong. A man who receives three consecutive memberships remains in the club for life. Announcement of the first membership list will be made this month.

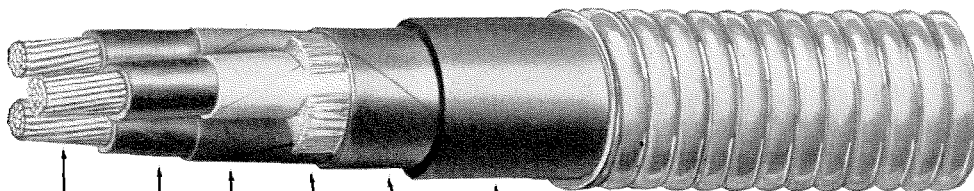
Save the date of April 11 for the

Annual Alumni Seminar

It will be stupendous this year!

And don't forget the Alumni Dinner Dance
 on March 7!

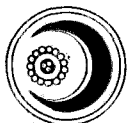
CRESCENT ARMORED CABLE



ANNEALED COPPER CONDUCTOR VC COLORED TAPES JUTE FILLERS TAPE SYNTHOL IMPERVIOUS SHEATH INTERLOCKING ARMOR

Three Conductor Varnished Cambric Insulated — 5000 Volts

This construction of Power Cable provides speed and economy of installation indoors as well as outdoors as it can be attached to building surfaces or run in trays or racks, or hung from steel supporting cables between buildings.



CRESCENT INSULATED WIRE & CABLE CO.
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