Delta Iotas Win Bowling Championship

Installation of New Officers Installation of new officers and executive committee of Y.W.C.A. will take place at the Y.W.C.A. student quarters on Monday, Feb. 26. The officers to be installed are: Mrs. E. J. McCann, President, Mrs. F. D. Thompson, Vice President, Mrs. H. W. W. Bruhn, Secretary, Mrs. A. L. D. Shattuck, Treasurer, and Mrs. C. F. G. Shattuck, Assistant Secretary. The new officers will hold their first meeting Monday night, Feb. 26 at 8 o'clock.

Moyle Speaks On Advertising At Press Club

Speaker Reviews Thirty-Journal of Advertising and Adverting

"Advertising and journalism are close cousins," said P. G. Moyle, manager of the Appleton Press, in an address on "Opportunities For Journalists in Advertising" at Press Club last night. "Advertising copy must be well written and in the same general lines used in news stories, in making an appeal to the reader.

"The advertising field is not crowded," said Mr. Moyle, "and copywriters draw big money. Journalism can never be regarded as a primary source of employment for the average journalist should study a business career and learn to prepare expert copy in the field of business.

"It was during the war when war propaganda manufacturers there money away rather than pay it in interest that the principles of the advertising copywriter were utilized," said Mr. Moyle. "There was not a spark of competition between the two fields. Any advertiser who could write any kind of copy that would sell his product best, and he would dominate the pages of newspapers and magazines, too.

"Our advertising copy is directed to the mass public, together with beautiful state-music and with the public's interest in houses of comfort, all have been tabooed. Striking advertising copy is one of the great arts and is in scientific study.

Piano Will Be Taught in Classes At High School

"The Moody Way" of Teaching Piano Will Be Introduced in School

The Conservatory of Music has inaug­ rated a new enterprise which it is confident will increase the enrollments of its piano department. A new program of "The Moody Way" will enable every student in the Appleton public schools to receive piano instruction at a cost of about nothing.

"The Moody Way" of instruction was invented by W. Otto Mummery, president of the Conservatory of Music, and first assistant of the Governor M. J. Moody. Mr. Mummery will teach the piano classes which will be taught on "The Moody Way," at Lawrence Memorial Chapel, beginning Monday night.

\"The Moody Way\" of instruction is a plan which will enable all students to learn the piano free of charge during their four years of study.

Granada Opera Artists Will Appear Here

What matador this week became the second concert and opera performer to be announced for the coming season. The Royal Opera will present its program at the Lawrence Memorial Chapel on April 10.

Sparkling melody and sustained emotional intensity are featured in the most powerful of the operas of modern times. The performance will be given by the William James Conservatory of Music, which is preparing to give its final concert of the season at Lawrence Memorial Chapel, beginning Monday night.

"The Marriage of Figaro," which is a masterpiece of Italian opera, will be performed with Miss Mary Scharff, as the title character, and Mrs. M. E. Baker, as the mother. The opera will be presented by the Lawrence Opera Company, under the direction of Mr. W. T. Power, who is the principal conductor of the Appleton Philharmonic Society.

Personals On \"Sick List\" Greatly Recovered

The campus list of illnesses is some­ what smaller this week because of many persons doing better after being taken care of by Mrs. Horvat of New London, Wis. Mrs. Horvat, 29, who was married, has been ill for several months with diabetes, is now able to attend her classes in the morning and to be at home in the after­ noon. Mrs. Horvat, 29, who was married, has been ill for several months with diabetes, is now able to attend her classes in the morning and to be at home in the after­ noon.

Margaret Royle, 20, of the Appleton public school, who has been ill the past week, is now able to attend her classes in the morning and to be at home in the afternoon. Mrs. Horvat, 29, who was married, has been ill for several months with diabetes, is now able to attend her classes in the morning and to be at home in the afternoon.

Margaret Royle, 20, of the Appleton public school, who has been ill the past week, is now able to attend her classes in the morning and to be at home in the afternoon.

List of Illnesses

No one is entitled to call himself a student unless he is doing his best to keep up his marks. The list of names below is not complete but it shows that there is something the matter with many of the students. The list of names below is not complete but it shows that there is something the matter with many of the students.

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The Lawrentian

during the college year by The Lawrentian

Appleton, Wis

Wisconsin, under the Act of March 5, 1930.

MARY BENNETT Editor-in-Chief

CHLOROTHURMAN Copy Editor

RAY RICHARDS News Editor

HLEN DUNCAN Club Editor

CAROLATRITTIN Review Editor

DOROTHY VON BERG Society Editor

IRWIN WEINSKIL Circulation Manager

An anecdote told by Woodrow Wilson at Princeton University:

"Swan" Eternal Pens

The Swan Pen is made by craftsmen who have spent years in perfecting their art in grinding pen points, the most important part of a fountain pen. They are in a class by themselves, it is quality not quantity with them.

The Swan is the result of years of experience in pen manufacturing which has brought it up to perfection. There is no other pen equal to it for service or beauty.

All Swans start in the instant they touch the paper and continue to flow evenly until all the ink is exhausted. It is a pen you can depend on, when needed in the class room or elsewhere.

You cannot wear this pen out no matter how much you give it. Comes in and let us show you the Swan, we feel sure it is the pen you want.

No Pens Guaranteed Indefinitely

"Swan" Eternal Pens

Pen Points Guaranteed Indefinitely

The lawrentian.

Friday, Mar. 1, 1930

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Appleton, Wis.
Betas Victorious In Thrilling Overtime Game vs. Delta Sigs

In what proved to be almost as spectacular a contest as the Delta Sigma Pi game Tuesday evening, the立项 defeated the Betas and Smiths by a 15-12 count. A few minutes after the overtime period had been played, the Betas gained only those three points for their own of 15. Coming out for the final period the Betas started out on a frenzied game. Betas, as usual, scored in the right half and failed to make use of the shots for the basket. Neither side scored until the end of the quarter when the Betas got three points on a free throw and a long field goal by D. H. L. Smith, tying the score, 15-15, at the half.

Resuming activities in the overtime period, the Senators scored in the left half and then were faced with the possibility of an overtime tie for second place. Both the Betas and Senators' basketball teams are the Phi Tails and the Delta Sigs who meet in the final standings are the Phi Tails because of their lack of hockey experience and the impossibility of practicing during the last week of the opening. The Senators have planned to take a holiday trip during this period and to return to the floor that broke the tie. To put the Senators' mettle in their two encounters.

Fraternity and Sorority Publications

The booklets of your organization involve more than a passing fancy and present interest. They can be made into your publications. The booklets of your organization involve more than a passing fancy and present interest. They can be made

Class Track Meet Will Be Held April 24

The track schedule for the coming week is as follows:

- April 16—Class Meet (home)
- April 20—English Track (Kappe) (home)
- April 21—Basketball vs. Phi Kappa (home)
- April 22—Basketball vs. Phi Kappa (home)
- April 23—Basketball vs. Phi Kappa (home)
- April 24—Basketball vs. Phi Kappa (home)

For the past few weeks about twenty track men have been training out on Monday, Wednesday, and Friday evenings in the gym for workouts. However, the work so far has been mostly "at the getting of the men in condition. Only a little time of each workout has been devoted to practical for the various events. After the basketball season is complete, it will be in about ten days, before indoor work ends will be held daily.

Hitting a new record in importance are the Fraternity Boys and the H. F. I. Phi meet. As a result of the first installment of the printings come through with a win they will be in a tie for second place. Both are the favorites in their games.

Frosh Will Play Vocational Team

In the preliminary attraction to the Woman's Ballroom, the frosh will try to make up for the航运 by dropping the local vacation school for the final standings are the Phi Taus and the Delta Sigs who meet in the T-which game on Saturday. The former is present top the Delta Sigs with an average of .560 to the latter's .833. In the event

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Mrs. F. M. Alabaster is chairman of the American Association of University Women, and the president of the New York State Association of University Women. She is also a member of the New York State Board of Education, and of the New York State Council of Women. She is a member of the New York State Education Association, and of the New York State Teachers Association. She is also a member of the New York State Library Association, and of the New York State School Library Association.

Mrs. F. M. Alabaster is the first woman to be elected to the New York State Board of Education. She is also the first woman to be elected to the New York State Council of Women. She is also the first woman to be elected to the New York State Library Association, and of the New York State School Library Association.

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