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# IOWA WHIPS CHICAGO FIVE, 39-29 




Tuesdar jantiary 8 "Play War" Atlantic Air Wing
Will Stage Mock Will Stage Mock
Fights Over South


Cliats
withyour ous man

## [GREATER HEAT VALUE

Some folks are probably not quite clear about
the greater heat value of Natural Gas as compar-
The fact is that a cubic foot of the new fuel
will cook about twice as much food as a cubic will cook about twice as much food as a cubic Or to put it another way, one cubic foot of
Natural Gas will heat as much water as about Natural Gas will heat as much water as about
two cubic feet of the old gas. The new gas will two cubic feet of the old gas. The new gas will
not cook the food in half the length of time but
it will go almost twice as far in any cooking or heating operation.
The reason for this is that a cubic foot of Na
tural Gas has a higher heat value-contains by actual test 1,040 British Thermal Units (commonly called BTU's) while a cubic foot of the
Now the BTU is the standard unit for mea-
suring heat in a fuel just as the ounce is a unit suring heat in a fuel just as the ounce is a unit
of weight, the inch is a unit of length, or the cent is a unit of money
Of course it would be inconvenient to use these small units for measuring larger amounts
and so we have our dollar in place of 100 cents, our pound or ton instead of so many ounces, and our foot or yard to represent an equivalent num-
ber of inches.
In the same way, for the sake of convenience in measuring heat, we have the therm, which
represents 100,000 BTU's. And so, when Natural Gas is served in lowa City, it will be sold by

- If this explanation of the greater heat value not entirely clear, stop in for a chat at your IOWR CTTI $=$ COMPAMY


## Get Premium Quality -- Ask For

## SIDWELL'S Hy-Score MILK

Sidwell's Milk is produced by carefully selected dairy herds that are subect to frequent, rigid inspection. But Sidwell's go even farther than that Farmer-producers who send us Milk that scores 90 or better (see score card below) receive a substantial cash bonus on each hundred pounds of milk, over and above the regular market price. Scorings are made twice and Cleanliness of Milk coming to our plant.

Sidwell's Score Card-Your Assurance of Quality


## Phone 2101 for Delivery Service

All Milk distributed by Sidwell's scores 90 or better. That's why we say Sidwell's is HY-SCORE MILK. Purchased by us at a premium,

Milk is one of your cheapest and most nutritious foods. Use plenty of every day. For greater Food value and better Health, you want Milk ern dairy, Sidwell's Milk is SAFE Milk for every member of your family.

Sidwell's 'of course' for Quality Dairy Products

 our plant.

Scientists Urge Gigantic Research Program



Rev., Mrs. Wie
Two Day Relig
Campus Organizations
Arrange Sessions Here Arrange Sessions
Saturday, Sunday

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CASINO
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## PASTMME




## Illinois Stages Closing Rally to Spring 37 to 36 Surprise on Boilermakers

## BITS ABOUT SPORTS

SPORTS
Che Raily Iowan
sports

## ANNOUNCE GOLDEN GLOVES FIGHTS

T

Buckeyes Shade Michigan in Overtime, 33 to 30
Cornell Wins
Loop Opener
LIG TEN STANDINGS
In
In
In
Wesleyan In
Close Victory
Over Penn

Dye Scores
2 Baskets In Extra Period Laybourne, Ohio State,
Leads offense Wiil 10 Leads Offense Will 10
Points 5,000 See Tilt

Ramblers Set
For Hard Tilt
Face Davenport Team
Here Tomorow Night; Reesreseswiow Pray

## Ranking Net

Stars Advance

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In Miami Tourne

De Paul Wins Pres., Mrs. Gilmore Entertain From Grinnell Gridders at Banquet Thursday Takes 47 to 19 Romp
fiter Leading 22 to 7

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& \text { or } \\
& \text { moion }
\end{aligned}
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## BADGER FIVE CHECKS N. U's. TITLE HOPES, 16 TO 9




Wickland High For 3 Games Bremers Grab 3-Game
Team Honors; Athens Win Single Honors

| , this morning and back | Cheers, Groans Greet Signing Of Harlow as Harvard Mentor |  |
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| in with the same score for a | Undergradua While Other |  |
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| $\begin{aligned} & \text { Iowa } 39 \text {; Chicago } 29 . \\ & \text { Ohio State } 33 \text {; Michige } \end{aligned}$ | cord at Penn State, Western Maryland, adde |  |
| Illinois 37; Purdue 36. Wisconsin 16; Northwestern |  | , that they aiso we |
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| Kansas 39; Misso Texas 24; Texas |  |  |
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## Use Iowan Want AdswSave Money

| Cleaning and Pressing |
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| Suits-Dresses |
| Topooats-Hats |
| any Two for |
| $\$ 1.00$ |
| LEVORA'S VARSITY |
| CLEANERS |
| Cash and Carry |
| One Way Delivery Service |
| 23 E. Wash. $\quad$ Dial 4153 |
| Repair Shop |

## Classified Advertising Rates

Automobile Big Shots "Whoop It Up" During Annual Show

Plan Funeral Rites for C.F. Gegenheimer




Bunker Names Chairmen To Head Community Chest Drive Division Heads Will Start Making Mans
For Campaign Soon mee owito and
 Name

| Plan Funeral Rites for C.F. Gegenheimer |
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|  |  |New OrleansPuzzled OverCourt Decree



## Mit grandchildren, Mrs. Squire was a member of the Pilgrim chapter of the or Duaghters of the American Revolution in Iowa



## Rehearing of Damage Suit Starts in Court

 Suit Starts in CourtRehearing of the automobile dam.
age action of V . R. Miller, adminis.
trator of the estate of Don L. King,
against Edwin
ajnit Driscoll began in

ain


## SPECIAI

Over one-half of our entire stock of women's better grade shoes now in two price groupsdozens of styles at below cost prices for quick clearance

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\begin{aligned}
& { }^{5} 2^{44} \mid \sqrt{3} 3^{43} \\
& \text { Dress Shoes - Street Shoes }
\end{aligned}
$$

Walk-Over Shoes $\underset{\substack{\text { Mains Sping } \\ \text { Arh shores }}}{ } \quad 10^{\%}$ orf



Rollins Hose
81.00 grade . . . . . . . . 79 c

79c grade . . . . . . . . . . 69c
MEN'S SHOES
Walk.Over Shoes


Walter Booth Oxfords $\$ 345$ and $\$ 45$ discount prices
House slipers - Spats - Shoe Trees

Florsheim's
Florsheim fine shoes for men go on sale just twice each year. Buy now at substan tial price reductions.

## All Regular Stock

${ }^{5} 7^{45}$
Some styles reduced to

