











WEEKLY CHRONICLE CLASSIFIED Advertisements

Rates—2 cents per word, first insertion, and 1 cent per word per each subsequent and consecutive insertion.

9—HOUSES FOR RENT

FOR RENT—5 room house, 502 South Seaman. See Mrs. W. S. Barber at 105 East Valley St.

FOR RENT—Apartment, completely furnished. All new and modern. With garage, well located. Call 90.

12—WANTED TO BUY

WANTED—To buy used lumber and other building materials, including hot water heater, gas, water, light and bath fixtures. F. A. Jones, at Chronicle office.

13—FOR SALE—Miscellaneous

FOR SALE—Modern 8-room residence on South Dixie; 2 cisterns, double garage; priced right. See owner, R. L. Murphy, Route 3, Cisco.

Newspapers Are Best Mediums For the Retail Stores

NEW YORK.—The newspaper of today is the best friend the retail store advertising business has, and always has been the best advertising medium such stores can possibly employ, writes Kenneth

Collins, executive vice president and publicity director of R. H. Macy & Co., in his book called The Road to Good Advertising. The book is published today by Greenberg.

"I am constantly being attacked by direct-mail advertisers and others for this point of view," Collins says. "If I am wrong then nearly every store in America is wrong. With hardly an exception they all spend by far the greatest portion of their advertising money in the newspaper. And a quarter of a million merchants in the United States can't all be wrong."

Collins declares that advertisers have "manhandled newspaper advertising." Advertising is frequently placed in the wrong newspaper, he points out and advertisers have an insane desire to "follow the leader."

Discussing the status of advertising under the depression, Collins criticizes merchants for not strengthening their campaigns.

The BIG TIMER BEN LYON CONSTANCE CUMMINGS THELMA TODD Novelization by arrangement with COLUMBIA PICTURES

Cooky Bradford was a counterman in a lunch wagon in Worcester, Mass. He felt that if given an opportunity he would be the world's champion prize fighter. No one else, however, could picture him as anything but a counterman, except Honey Baldwin, daughter of a fight promoter.

Honey took Cooky out into the gym and commenced to train him for the fight. "That's fine. So far you're doing great. Now remember what I told you about tonight. Don't try to murder him right off the bat."



Cooky Bradford was a counterman in a lunch wagon. (Posed by Ben Lyon.)

"I can get you fights," Honey quietly replied. "I know all the promoters in town. I'm sure they'll do business with me. You just stand there, and the idea is for you to keep rolling with the punches. Now are you ready? Okay—let's go."

"You see I found out that pop owed a lot of money and I just want to run the gym until I can pay his debts," she said. Her voice broke a bit, but she soon recovered herself as she continued. "I know it isn't the kind of business a girl usually goes into, but it's the only thing I know. So if it's okay with you boys, I'll be your manager from now on."

"Well, what do you say?" she asked pleadingly. "It's up to you Champ. The Champ was gruff. 'I don't want a dame handling me.'"



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Sam Houston Has 100 Descendants

DALLAS.—General Sam Houston, hero of the battle of San Jacinto and the father of Texas liberty has approximately 100 descendants now living, according to family records being compiled here by a grandson, Temple Houston Morrow.

All except one of General Houston's eight children married and were the parents of children. The exception was the late William Rogers Houston. He died unmarried. Two of the general's children are still alive as Texas prepares to celebrate the centennial of the independence won largely through the efforts of their father.

The son is the fifth child. He is custodian of the San Jacinto battlefield where his father defeated and captured General Santa Anna, the Mexican dictator. The son has three daughters, Ariadne and Margarite Houston, La Porte, and Mrs. Josephine Paulus, Pearsall.

Mrs. Bringham is the sixth child and youngest daughter of General Houston. She has a daughter, Mrs. Nettie Houston Bush of San Antonio. Mrs. Bringham and Temple Houston Morrow, now compiling the family records, supplied much of the information used by Marquis James in writing "The Raven," Pulitzer prize biography of General Houston. They have many letters and relics of the general.

The late Sam Houston Jr., who was a Confederate soldier was wounded and captured in the Civil war, is survived by two children, Mrs. Margaret Bell Probert, New York, and Harry Houston, Dallas. Mrs. Probert is a novelist, signing "Hurdy Gurdy" and other works with her maiden name. Her newspaper serials have been printed in many Texas newspapers.

Four children survive the late Temple Houston, eighth child of the general. They are Temple Houston Jr., Enid, Okla.; Sam Houston III, Claremore, Okla.; Richard Houston, Woodward, Okla., and Mrs. W. C. Henderson, Tulsa, Okla.

The grandchildren enumerated are the parents of 34 children who in turn are parents of at least 35 more children. The latter are great grandchildren and great great grandchildren of the hero of San Jacinto, the anniversary of which is observed every April 21 in Texas.

and much interest was manifested. Rev. O. B. Darby delivered an impressive message Sunday night on "Excuses." Monday night his message was on "One Thing Thou Lackest," while Tuesday night he spoke on "Decision."

THE NEW CONNELLEE THEATRE EASTLAND'S AMUSEMENT CENTER SATURDAY ONLY

TOM MIX TALKS for the first time on any screen, in the smashing picture made from a famous novel!

Advertisement for Tom Mix in 'Destry Rides Again' featuring a photo of Tom Mix and the movie poster.

SUNDAY AND MONDAY

COHENS AND KELLYS IN HOLLYWOOD

Advertisement for George Sidney and Charlie Murray in 'Cohens and Kellys in Hollywood' featuring a photo of the duo.

FRIDAY (TODAY) Last Chance to See "CLANCY IN WALL STREET" SATURDAY, APRIL 30 "DESTRY RIDES AGAIN" Featuring Tom Mix SUNDAY—Monday, May 1-2 "COHENS AND KELLYS IN HOLLYWOOD" with George Sidney and Charlie Murray. This picture opens Saturday night at 11 o'clock with a preview. Tuesday—Wednesday, May 3-4 "MOTHER AND SON" Thursday—Friday, May 5-6 "THE STOWAWAY"

Advertisement for 'A Murdering Monster at Large' featuring Jack Holt and 'Behind the Mask' with Boris Karloff and Constance Cummings.

LYRIC SUNDAY MONDAY

THEY CAME TO LOOT... THEY STAYED TO LOVE!

Like wolves they swooped down upon the village, to pillage, rob and destroy! Sneering at decency, scoffing at law... until they met, face to face, a mighty force their twisted minds could not understand!

Advertisement for 'The Miracle Man' starring Sylvia Sydney, Chester Morris, Irving Pichel, John Wray, Hobart Bosworth, and Robert Coogan.

BAPTIST CHURCH NEWS

The revival services are continuing through this week with good crowds and a fine spirit of enthusiasm. The big auditorium was crowded at both services Sunday.

For ACHES and PAINS BALLARD'S SNOW LINIMENT Penetrates! Soothes!

Be Particular About Your Face Powder

You should be particular about your face powder. A heavy coating, a "powdery" appearance is objectionable. Your powder should be of sufficient fineness to impart a velvety film that the skin will retain and just light enough to dust on evenly and smoothly.

TO BE CONTINUED Mr. and Mrs. Reggie Henderson of Cisco were guests of Mr. and Mrs. James Harkrider, Sunday. W. E. Todd of Rising Star was in Eastland Tuesday. Mr. and Mrs. Noble Harkrider were Eastland visitors the first of the week. Mr. and Mrs. W. T. Routh and little daughter of Stephenville, visited friends here Saturday.