

ATLANTIC PHONE SERVICE TO AN AFRICAN CENTER

WASHINGTON, D. C. Feb. 9.—The American business man now can call up a Moroccan bazaar merchant on the telephone. Telephone service has been installed between New York and Ceuta, Spanish Morocco. Ceuta is the first city in Africa to have transatlantic service.

Military and Penal Station
Modern Ceuta is a military and penal station for Spain, says a bulletin from the Washington, D. C. headquarters of the National Geographic Society. "The architecture and atmosphere of the town are predominately Spanish. For several hundred years the mosque has been used as a cathedral. The cathedral and the governor's palace are the only buildings of architectural interest, medieval fortifications, with their ancient moat and drawbridges, have been partly modernized.

"The town is peopled mostly by the Spanish garrison and the civilian convicts. There are a number of Moors resident there, and colonies of Jews and negroes."
Lying behind the southern "Pillar of Hercules," Ceuta has the same natural strategic position as has Gibraltar, opposite the Strait. Neighboring Spanish towns and Gibraltar are kept in regular communication with Ceuta by steamers and "faluchos," small row-boats equipped with one lateen sail.

"Originally a Carthaginian colony, various sieges brought Ceuta under the control of the Romans, Vandals, Goths, Arabs, Iberians, Portuguese and Spaniards. For a short time during the last century Ceuta was even occupied by British troops but it was restored to Spain by Britain at the close of the Napoleonic wars.

Once Had Commercial Importance
Ceuta reached her pinnacle of commercial greatness in the Middle Ages when her Moroccan brassware found a lively market in Europe. The Italians prized it as highly as silver. Caravan trade in ivory, gold and slaves brought prosperity from the south. Ceuta at this period, claims to have been the first place in the west to establish a paper manufactory. During the period of its industrial success, this African port was the commercial ally of Genoa. The Genoese repaid a monopoly on Ceuta's exports by maintaining galleys in her port to protect her from the danger of invasion by Spanish pirates.

"In 1514 Ceuta was captured by Don Juan I. of Portugal. The city became subject to Spain in 1580 when that country subjugated Portugal. Several unsuccessful attempts have been made by the Moors to besiege it since that time."

BRAZIL LADIES ADOPT FASHIONS OF NEW WORLD

RIO DE JANEIRO (AP)—Women in the commercial cities of Brazil have escaped completely from their cloistered past. There are no more barred windows in Brazil suggestive of Portugal or Spain and no swains chant their love songs from the street.

Brazil is the New World. Its women do not wear black gowns and black veils, and there are no women with lace shawls over their heads. The ancestors of Brazilian women from the Mediterranean countries and central Europe may have clung to European customs when they first came to South America. But, this generation has shaken off all old world trammels and seized the freedom of a new era.

Bobbed hair, short skirts, snake-skin slippers and small felt hats—in spite of the brilliant sun—are worn everywhere. Smart girls drive their own sport cars. Women ride cross saddle on the bridge paths along the beautiful beaches. There is mixed bathing everywhere along the Rio's miles of ocean front, and the costumes are just the same as one sees at the Lido or Atlantic City.

Women may go through the streets of Brazilian cities unaccompanied day or night without being stared at by men after the fashion of Madrid and many other cities in Southern Europe.

In shops and offices there are women employees everywhere. They are in the banks, export houses and travel agencies.

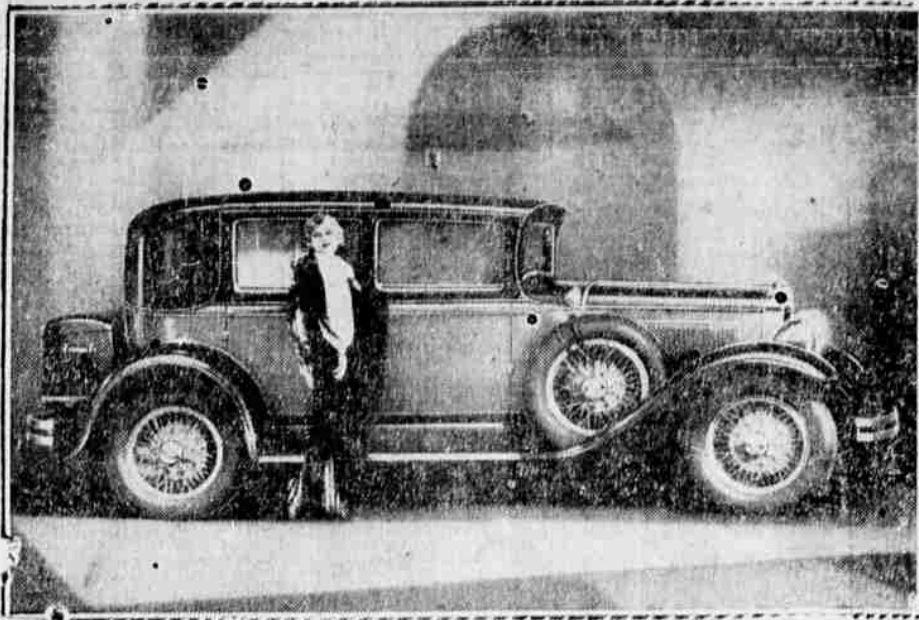
Brazilian women clearly do not live in the past. They are banting and dieting just as women are in the United States, and their makeup suggests a 14th Avenue beauty parlor.

Parisian imitation diamonds are just as numerous in Sao Paulo and Rio de Janeiro as they are in Manhattan. The young men of Santos take their sweethearts to the movies without any chaperones. Most of the films are Hollywood productions.

Beggars are not encountered. Loafers are scarce. Men and women alike have caught the spirit of modern trade which has invaded Brazil. Everyone steps with a livelier pace than is general in many parts of Latin America. One must step lively in Rio de Janeiro to keep out of the way of motor-cars and motorbuses.

Rogue River Valley—The Scenic Paradise of the World.

STUDEBAKER OFFERS NEW COMMANDER



THIS NEW COMMANDER BROUGHAM BY STUDEBAKER is a worthy heir to the stamina and speed of gallant predecessor—The Commander, which traveled 25,000 miles in 22,968 consecutive minutes. It is claimed nothing else, except the Studebaker President Eight, has ever traveled so far so fast. The beauty and completeness of The Commander Brougham are in keeping with its brilliant performance. Its refinements include folding center arm rest in rear seat, non-shatterable windshield and adjustable front seat. The new Commander is available with either a straight eight or six cylinder motor. Price of Commander Six Brougham, \$1525; Commander Eight, \$1675. Prices are at factory and include six wire wheels and a trunk. Bumpers and spare tires are extra.

When Paraguay Faced Extermination

When recently two small South American republics reached for the sword and thus brought their names into headlines, citizens of the United States were taken back to geography lessons which taught them that the little countries were bounded by Brazil, the Argentine, Chile and Peru.

A smile was evoked when it was recalled that the standing army of Paraguay, the smaller of the two countries, is somewhat less in number than the national guard of one of these United States, says a writer in the Baltimore Sun. But Paraguay has seen the day when she fought for five long years the combined forces of the great Brazilian empire, the big Argentine republic and another small country, Uruguay, then known as the Banda Oriental.

This long conflict explains the meager population of the country, for the Paraguayans fought to the last ditch to satisfy the caprices of a tyrant with an army made up of boys and men from 8 to 80 years of age, and even of women. The consequence was that when hostilities ceased in the country, which held a population of 1,300,000, there remained only 221,000. Of this remnant there were 24,000 men, 106,000 women above 15 years of age and 90,000 children.

Some years before hostilities began the seed of war was sown in the ambitious brain of Francisco Solano Lopez, son of the president of Paraguay of that day. Accustomed to the obsequies of all his countrymen, he had gone to Europe proudly in the belief that his little fatherland was the pivot of civilization.

Didn't Know Paraguay
But he found that the majority of people did not know such a

country as Paraguay existed, and that, far from being received in grand fashion by the foreign nobility, he could make no impression even on the middle classes. Then, and there he determined that some day, under his leadership, Paraguay should rise to the world as a military power and create for him some of the respect that he found so sadly lacking at that time.

To this end he returned home and persuaded his father to appoint him vice-president of the republic, which was permissible under the constitution, and upon the pretext of Paraguay's natural dangers from enemies on all sides he increased and equipped a larger standing army, built fortifications and purchased a small war fleet for operations on the Paraguay river. Under the constant drilling and the rigorous discipline of the younger Lopez the army became an efficient little machine and proved a strong nucleus when the war began. Home industries were prepared for the manufacture of all kinds of war material against future conflict and ordnance was imported in quantity.

When the peaceful Don Carlos Lopez died in September of 1862 Francisco executed a neat movement for his chair. As head of the military and vice-president of the republic he proceeded to remove and imprison officials whom he felt to be antagonistic to himself or to the military movement.

Then began a reign of terror that ended only with the death of the despot in battle in 1869. Preparations went on for a war. With Lopez did not know, but opportunity came soon enough through a series of circumstances which at the outset did not concern Para-

guay at all, but only the three lands to the east, the Banda Oriental, Brazil and Argentina. The last two countries had looked with avaricious eyes upon the thriving little country between them. Brazil was the final aggressor against the Uruguayans and the pretext was that Berro's men had ill-treated some Brazilian subjects in the northern territory of the little country.

Lopez had not looked with much interest on the movements, for at the time he was obsessed with the thought of making Paraguay an empire with himself at the head. He made overtures to Don Pedro II, emperor of Brazil, to support him in his movement toward a monarchy, but the Brazilian was noncommittal. Lopez also had matrimonial designs upon one of the Brazilian emperor's daughters.

Plunges into War
When word came that Don Pedro had contracted alliances for his daughters with European princes, Lopez was furious and turned toward a potential monarch to a defender of republican principles. A protest was filed with Brazil against its entrance into the Banda Oriental, and shortly afterward, without even declaring war or dismissing the Brazilian minister, Lopez sought to rush troops to Uruguay to attack Brazil from the south, but to reach it quickly found it necessary to traverse the Mission, Argentine territory. Paraguay was refused by President Mitre, but the Paraguayan army pressed on into this neck of Argentina. Meanwhile the government at Montevideo had fallen and the revolutionary leader, Flores, had established a provisional government friendly to the Brazilian emperor.

Thus, in rushing aid to the Uruguayan front Lopez showed his contempt of the Argentine by en-

tering its territory and at the same time found himself faced with the hostility of the very country he had feigned to protect.

With war under way Lopez no longer cloaked his brutality. Those who displeased him or failed in a mission were handed over to the torturers and finally to the firing squad.

Fearing the wrath of the martial president, every man of Paraguay between 18 and 60 years of age had enlisted. Terrible losses were suffered in the first year of the war—at Hirschfeld, in the Corrientes campaign, in the Rio Grande campaign, at San Borja, and along the southern Paraguayan frontier. Lopez men had won many engagements, but numbers had decided against them at nearly every point, until they had been forced back into their own territory.

Lopez felt the need of replacements, but every able-bodied man of military age in the country was in the service. However, the dictator was not to be denied. Accordingly, conscription began which included every male person between the ages of 8 and 80.

Slaughtered Urlihs
Furthermore, Lopez early in 1864 pressed into service all of the better class of citizens of Assuncion—merchants and professional men who held valuable property—and sent them into battle during a movement along the entire southern front. These Urlihs were placed en masse in an open space, where they could not take shelter and, under concentrated artillery and infantry fire, they were practically annihilated. A few were captured by the enemy and were denounced by Lopez as deserters, so that their property, together with that of the dead men of the "disgraced battalion," was confiscated.

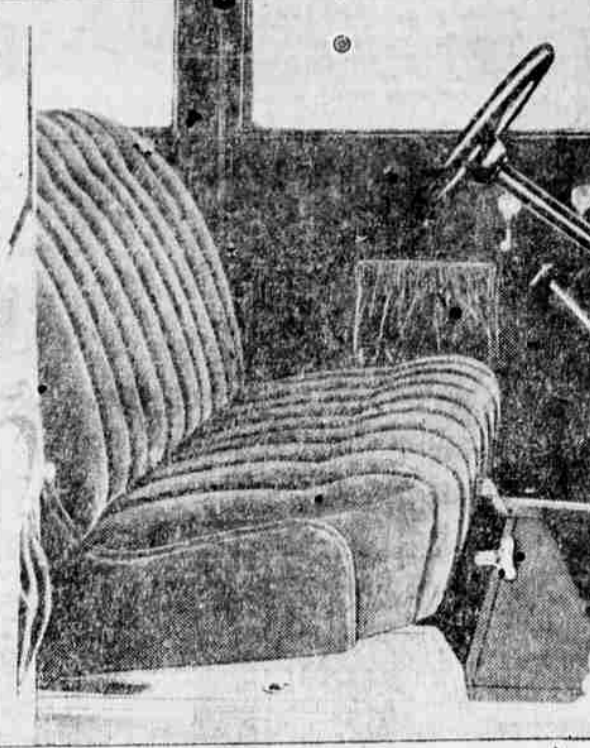
Finally, there came the call for women volunteers. It amounted to conscription, for the haggards found themselves under suspicion of "arave plots." However, few of the women were sent into battle; they were used as beasts of burden for transporting ammunition, for work in the trenches under fire, for doing a thousand services as laborers and for doing the farm work necessary to supply the combatants with provisions.

As early as 1867 it became apparent that the Paraguayans could not hope to win the war. It was to the United States minister that the tyrant finally confided his plans—he would fight to the last ditch; he would fight until his whole people were destroyed and he would fall with the last guard. He came very close to his aim.

Already no one considered himself safe. To satisfy any end, Lopez would turn men and women over to the official torturers until the desired statement should come. His cabinet was changing constantly as one after another were done to death. And all during these horrors at Assuncion, the capital, the Paraguayan forces were fighting with a desperation born of fear.

The Humaita Incident
An instance of the terrible con-

New Essex The Challenger Adjustable Seat



With a control handle that can be operated while the car is occupied front seat can be adjusted to the comfort of driver and passengers in the 1929 Essex The Challenger.

sequence of failure was the episode at Humaita, to which three Brazilian ironclads forced their way. Lopez planned a surprise attack on the ships which, due to its efficiency, almost succeeded. He ordered a canoe attack by some 400 picked men. At a late hour when all should be quiet aboard the vessels, the canoes were to approach simultaneously and at a signal board, and take them.

Accordingly, the men armed with cutlasses, carried out the orders, but one boarding party was a little early and the others were not ready. The one group gained the decks and began cutting down the assailed Brazilians. They would have succeeded but for the fact the hatches could be bolted down from within. Though in virtual possession the Paraguayans could not bring the ship under full control.

Meanwhile, the other parties were attempting to board the others but the sentries had been awakened and the canoes were repulsed with terrible losses. The remnant made for the other ship hoping to completely capture it.

But with the entire hostile force on the exposed deck, the two other ships raked their sister with one annihilating the enemy which had

already run up the Paraguayan colors. The invaders worked on the hatches until there remained less than twenty who had not been mowed down. These went over the side and escaped in the dark.

Fewer than twenty out of 400 returned to report to their marshal, but it would have been better for them had they died on the deck; for they were put to torture as traitors who had betrayed their cause.

In January, 1869, the fleet forced its way almost to Assuncion and the city was deserted by all except the United States minister and his official family, but the last fort of the Paraguayan forces opened fire and after two or three wild shots from the ramparts the ships retired, when they might have silenced the one effective gun of the fort in a few minutes.

With his army reduced to a mere band, Lopez, late in 1869, again fled when Assuncion fell. He fortified himself at the pass of Ascurra, all the while trying to obtain the support of foreign powers whose representatives he had wronged so cruelly.

It was a hopeless stand, and seeing that the end was near, many followers deserted. At length the mad president himself was killed in a hand-to-hand encounter, and

BIG INCREASE IN GENL. MOTORS SALES FOR LAST YEAR

It is recorded his death brought from his followers a shout of joy.

During the month of December General Motors dealers delivered consumers 22,442 cars according to an announcement by David Sloan, Jr., president. This compares with 53,767 for the corresponding month last year. Sales by General Motors manufacturing divisions to dealers totaled 22,442 cars as compared with 46,921 for December, 1927.

The decrease in dealer sales to consumers was due entirely to the fact that the field was practically barren of cars. As a matter of fact, sales to consumers exceeded sales to dealers for the fourth quarter of 1928 by 41,627 cars, resulting in a reduction of factory stocks by this amount. This condition was made necessary by the change in models of several of the corporation's quantity producers including the Chevrolet, Pontiac and Olds divisions. Sales by General Motors car divisions to dealers were likewise influenced by the beginning of production of the new models. It is expected that January will establish a more normal trend.

In view of the fact that the report for December closed the year 1928, it is interesting to point out that for that year sales to consumers exceeded the previous year 1927 by 278,596 cars, or 19.5 per cent. General Motors divisions sales to dealers in 1928 exceeded 1927 by 248,053 cars, or 15.5 per cent.

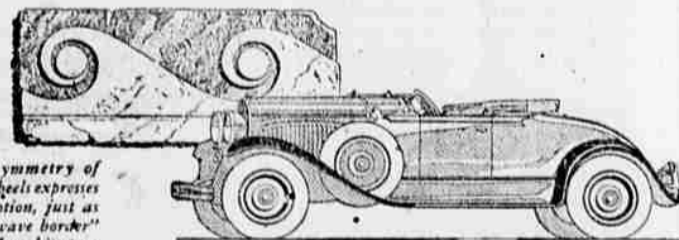
These figures include passenger cars and trucks sold in the United States, Dominion of Canada, and overseas by the Chevrolet, Pontiac, Oldsmobile, Oakland, Buick, LaSalle and Cadillac manufacturing divisions of General Motors.

New Inventions

For applying lacquers, paints, insecticides and other liquids, an electric spray gun is operated with current from the house-lighting circuit. The compressor unit is said to develop an even pressure at all times, an essential on many jobs, and it may be carried on the shoulder with a strap or placed on the floor or bench.

Eight messages are dispatched simultaneously over the latest lantite cable from Holy Robert, Newfoundland, to the Azores. Four are sent in each direction at one time. What happens is that the time on the wire is divided equally between four different sending machines.

For the first time . . .
CLASSIC ART deliberately utilized in motor car design



NOTE how the dynamic symmetry of Chrysler fender contours and wheels expresses the very essence of life and motion, just as do their counterparts in the "wave border" of the classic masterpieces of architecture and design.

THAT Chrysler motor cars are so different in appearance from all other motor cars is not to be wondered at in view of the unique plan by which their remarkable beauty has been attained.

Chrysler engineers recognized, as no others had recognized, that true beauty in automobile design must come, not from a chance inspiration of individual designers, but from a conscious and deliberate plan.

Guided by glorious precedents in art, architecture and design, they applied the authentic forms of beauty which have come down the centuries unchallenged and unsurpassed and translated them into terms of motor car utility and beauty.

It is because Chrysler style and beauty have this secure artistic foundation that they have won the admiration and enthusiasm of thousands upon thousands the country over.

New Chrysler "65"—Six body styles priced from \$800 to \$1245—New Chrysler "75"—Nine body styles priced from \$1335 to \$2345—New Chrysler Imperial—Five custom body styles priced from \$2675 to \$3475. All prices f. o. b. factory.

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ESSEX THE CHALLENGER

Twice now . . . in 30 days . . . production has had to be increased

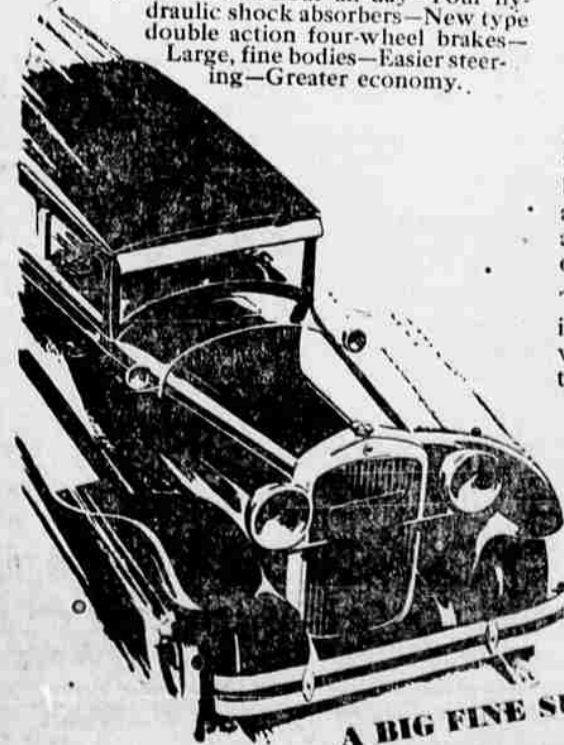
76 Advanced Features
Include: Power increased 24%—Above 70 miles an hour top speed—60 miles an hour all day—Four hydraulic shock absorbers—New type double action four-wheel brakes—Large, fine bodies—Easier steering—Greater economy.

How quickly motordom recognizes outstanding value! In the case of Essex the Challenger its acceptance is the talk everywhere.

In its tens of thousands of demonstrations there is conclusive proof that it truly is a challenger that wins. Twice now—in 30 days—production has had to be increased.

Every day in more than five thousand Essex sales-rooms motorists are appraising its looks. On the road they are revealing it in getaway and hill climbing. Its better than 70 miles an hour is proved over and over again by thousands of cars. And that such performance will endure is proved by any number of demonstrations of 60 miles an hour all day long.

These are but a few of the 76 advantages you will find in Essex the Challenger. Go inspect the others and do what a million Super-Six owners have been invited to do. Pit it against anything motordom has to offer.



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