

PUEBLO DAYS PICTURED

An interesting and authentic account of life and customs in pastoral Spanish California is found in the reminiscences of Jose Arnaz, published for the first time in the September issue of *Touring Topics*, official publication of the Automobile Club of Southern California, under the title, "Memoirs of a Merchant." Arnaz was a prominent trader of the period and later resided in Ventura. This valuable piece of Californiana was obtained by H. H. Bancroft, in 1867 and now reposes in the Bancroft Library at Berkeley. The translation from the Spanish is the work of Nellie Van de Grift Sanchez.

Los Angeles in 1840, according to Arnaz, had a population of between 500 and 800 inhabitants, nearly all of whom were native Californians. The principal occupation was cattle raising and one Don Antonio Maria Lugo was the wealthiest ranchero in all California, owning 20,000 head of cattle, declares the early trader.

Arnaz was a supercargo, before he opened a store at Ventura, and was employed on ships trading between the West Coast of Mexico and California. The ships carried all manner of manufactured articles for the rancheros, such as serapes, fancy suits, embroidered with gold and silver thread, with copper and silver buttons and with silver and gold braid on the breeches; shoes of satin, deerskin and cotton; beaver hats, rebozos, cow-hide boots and riding saddles, the author maintains.

These cargoes were landed, in part, at different places along the California coast and taken in rude carts from mission to mission and rancho to rancho by the supercargoes, who bartered and exchanged the manufactured articles for the produce of the ranchos which was chiefly tallow and hides, business being carried on entirely on credit, owing to the lack of money.

The story tells of the chief diversions of the Californians which were fiestas or balls, and bull fights, many of the latter being between bears

and bulls, the bear usually killing the bull. A description of the two social classes in Los Angeles at the time is given; also the story tells of the hospitality of Don Abel Stearns, nick-named "Horse-face," of the famous grape vineyards of San Gabriel, the customs of the country, family life, education and dress. The author also vividly describes the gay fiestas of California when Los Angeles was yet a tiny pueblo.

OWNERS COMMENT ON ROOM IN MACHINE

The unusual degree of roominess and comfort in the new Chrysler-Plymouth is a subject of much favorable comment among its owners.

This roominess and riding ease in the Plymouth are the direct results of the Chrysler principle of standardized quality, says Frank B. Hughes, sales manager of the Greer-Robbins Company, Chrysler-Plymouth distributor here. "Standardized quality is the famous Chrysler principle by which the identical practices and processes employed in building its higher-priced cars are utilized to enforce the same exactness and precision in designing and manufacturing every part of the low-priced Plymouth.

"Commensurate to his pocket-book, the buyer of a low-priced car wants and has the right to expect just as much as the manufacturer can possibly give him in size, comfort, distinctiveness, performance, style and luxuriousness, as the man who can afford to pay more. Somehow, everyone seems to have overlooked that until now, when it is brought out forcibly in the new Plymouth."

PERFORMANCE BETTER

The improved manifold, new carburetor and new gear ratio of 4.3 to 1 have increased the performance of the Pontiac six to a superlative degree, according to Reeve Gartzmann, Inc., Oakland-Pontiac distributors.