

DOLL UP CARS FOR COMPANY

Campaign Started to Make California Autos More Presentable

Thousands of eastern visitors will be in California to attend the many conventions that are to be held on the Coast during the summer, and throughout the State a movement has started to make California's motor cars more presentable.

San Francisco has started a vigorous campaign for the purpose of having motor cars painted and tops put in shape so that the city will present its very best appearance from every standpoint when the easterners begin to flock to California in June. Los Angeles has always been proud of its cars and local cars will be seen at their best.

In preparation for the spring rush which has already started, Manager Harley Earl of the Don Lee Coach and Body Works, has increased his force in the paint and top departments and is now in a position to handle 50 per cent additional business.

This concern is making a specialty this spring of the newest pastel shades for motor-car painting and has turned out some very attractive work. Unusual work is also being done in the dolling-up of new stock models, which present the appearance of custom-built cars after a short time in the Don Lee shops. Molding lines are added to the body, nickel radiator shells fitted, extra tires are placed on the sides of the car instead of the rear, trunk racks are built on the rear and in many ways the appearance of the car greatly enhanced.