

Colour Harmony

AN ENTIRELY NEW NOTE IN FORD CARS
DICTATED BY CELEBRATED AUSTRALIAN ARTISTS

TO-DAY, the whole world of industry is being revolutionised by demands for brighter colours. The spearhead of this movement is the artist, for one of the primary qualities of a fine artist is his ability to perceive, select, and combine colour so that the utmost stimulus may be derived from it. For this reason we see the world's greatest industries seeking the co-operation of celebrated artists.

The Ford Motor Company of Australia Pty. Ltd., in order to determine colour harmonies suitable for the New Ford car under Australian conditions, has sought the advice of the celebrated Australian artists, George W. Lambert, A.R.A., Sydney Ure Smith, and Miss Thea Proctor.

The buyer of a Ford car may now choose from a wide range of colour combinations actually dictated by this committee of artists —colours which are harmonious and beautiful. Whatever the colour combination chosen, the buyer enjoys the satisfaction that it possesses true colour harmony.

The New Ford Colour Harmonies are now on display at our showrooms. We invite your inspection. To those unable to call, we are distributing free, a magnificent folder in full colours, illustrating a wide range of these artists selections. Write or telephone for your copy today.

Wood Motor Sales

Gawler District Dealers.