

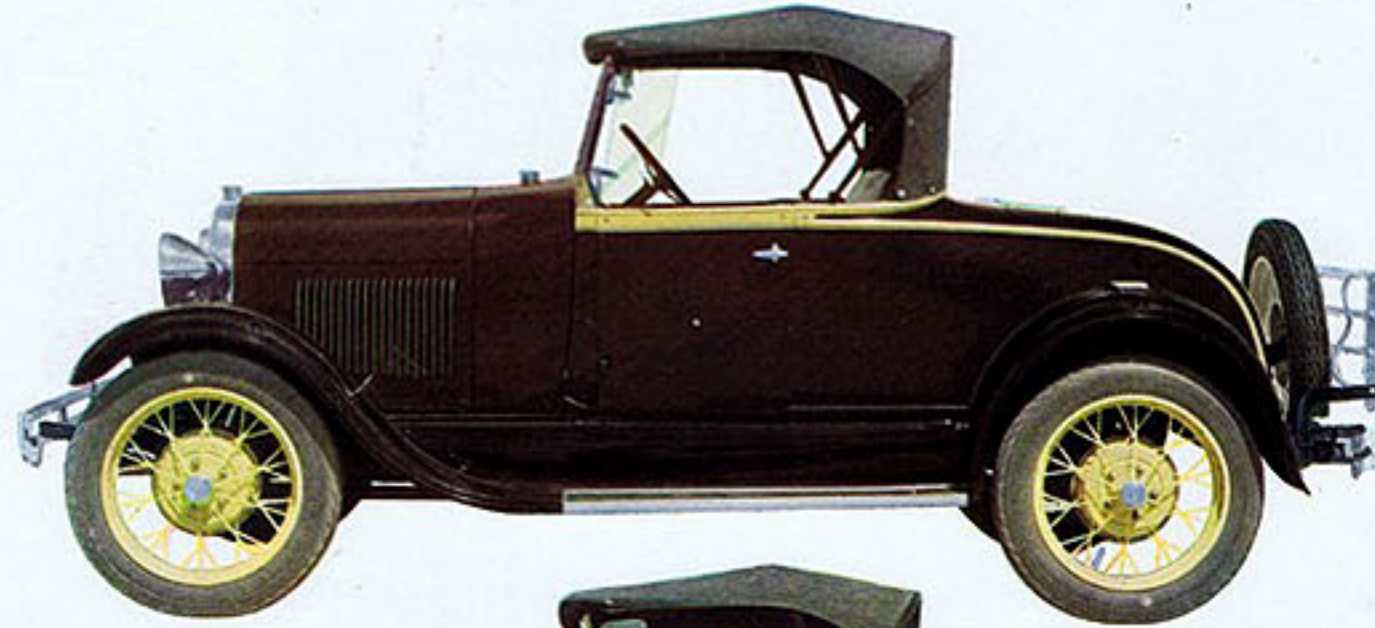
COLOUR HARMONY

AN ENTIRELY NEW NOTE IN FORD CARS

Dictated by

WELL KNOWN AUSTRALIAN ARTISTS

GEO. W. LAMBERT, A.R.A., SYDNEY URE SMITH AND MISS THEA PROCTOR
CO-OPERATED WITH THE FORD MOTOR COMPANY OF AUST. PTY. LTD. IN
PRODUCING A WONDERFUL RANGE OF COLOUR HARMONIES FOR FORD CARS,
WHICH ARE NOW AVAILABLE THROUGH FORD DEALERS EVERYWHERE



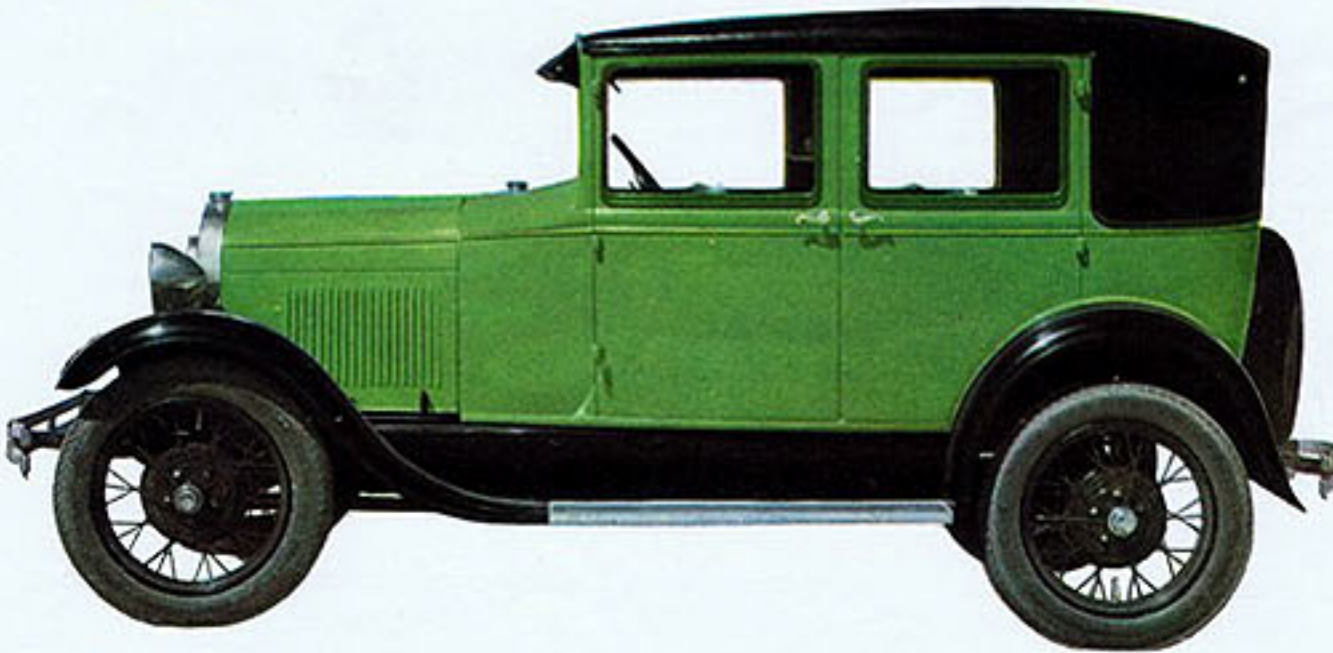
SPORTS ROADSTER
*with body in Tannara and
mouldings and centre of
rear deck in Virginia
Cream. Fenders are Black;
wheels Virginia Cream.
This colour combination
is available also on Sport
Phetons.*



FORD MOTOR COMPANY
OF AUSTRALIA PTY. LTD.



SPORTS ROADSTER
*with body in Prairie Vale
Green with Liberty Blue
mouldings, having double
stripes of Orinoca Ver-
million. Fenders are Black
and wheels Orinoca Ver-
million.*



FORDOR SEDAN
*with body in Mist Grey,
and with mouldings in
Ivanhoe Green, lined with
Virginia Cream. Fenders
and wheels are Black.
This colour combination is
available also on Tudor
Sedans.*

TO-DAY, the whole world of industry is being revolutionised by demands for simplicity and more attractive form in all classes of products, but more particularly for brighter colours.

Until now, the director of industry, accustomed to solving every manufacturing problem in his own way, has also assumed responsibility for choosing the colours for his products. But colour selection cannot be determined by a layman, and thus, in the endeavour to produce articles in colour, which reflect the modern idea, most industries have failed.

In order to solve this most difficult problem and in order to keep colour within the bounds of reason, beauty and good taste, the Ford Motor Company of Australia Pty. Ltd.

sought the advice and help of the celebrated Australian artists, George W. Lambert, A.R.A., Sydney Ure Smith and Miss Thea Proctor, in order to determine colour harmonies suitable for the Ford car under Australian conditions. Thanks to the work of these distinguished artists, the buyer of a Ford car may now choose from a wide range of colour combinations which are harmonious and beautiful, whether for a dashing sports roadster, or the more conservative sedan.

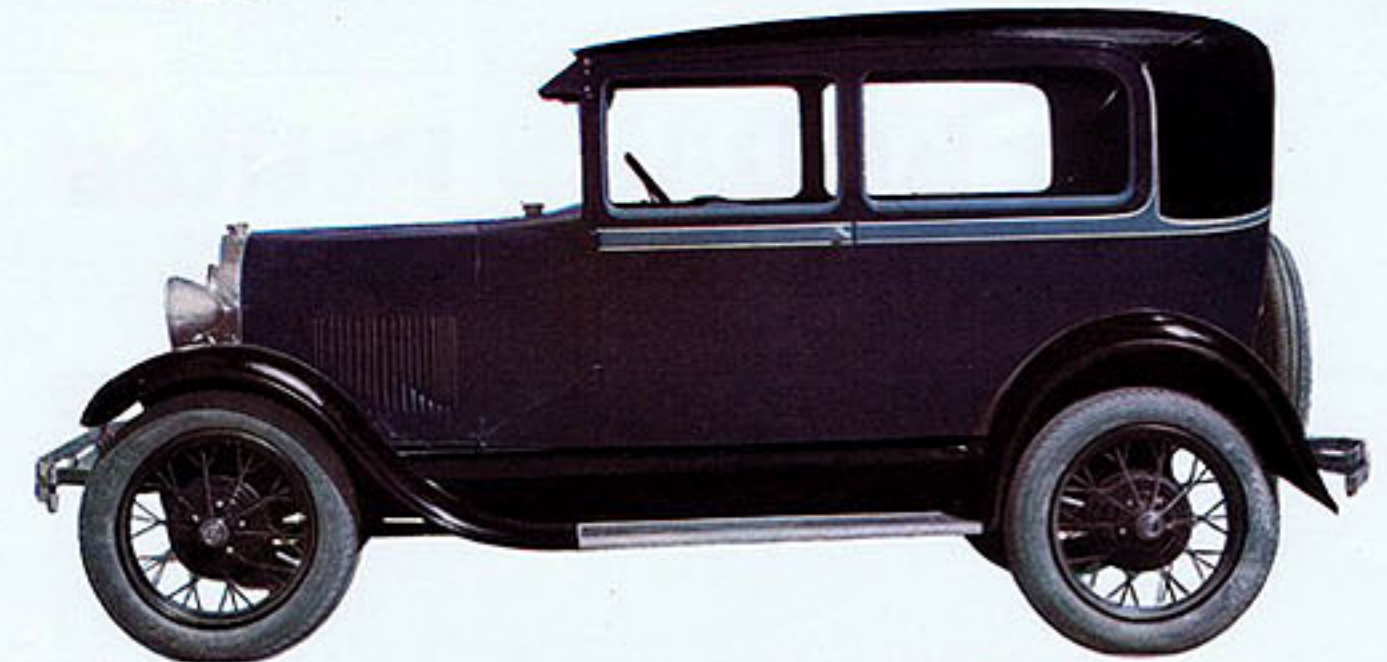
A magnificent folder in colours, illustrating the New Ford Cars in colour harmonies selected by G. W. Lambert, A.R.A., Sydney Ure Smith and Miss Thea Proctor, can be obtained from your nearest Ford Dealer or direct (Post Free) from the branches of the Ford Motor Company of Australia Pty. Ltd. at Geelong, Sydney, Brisbane, Adelaide and Perth.



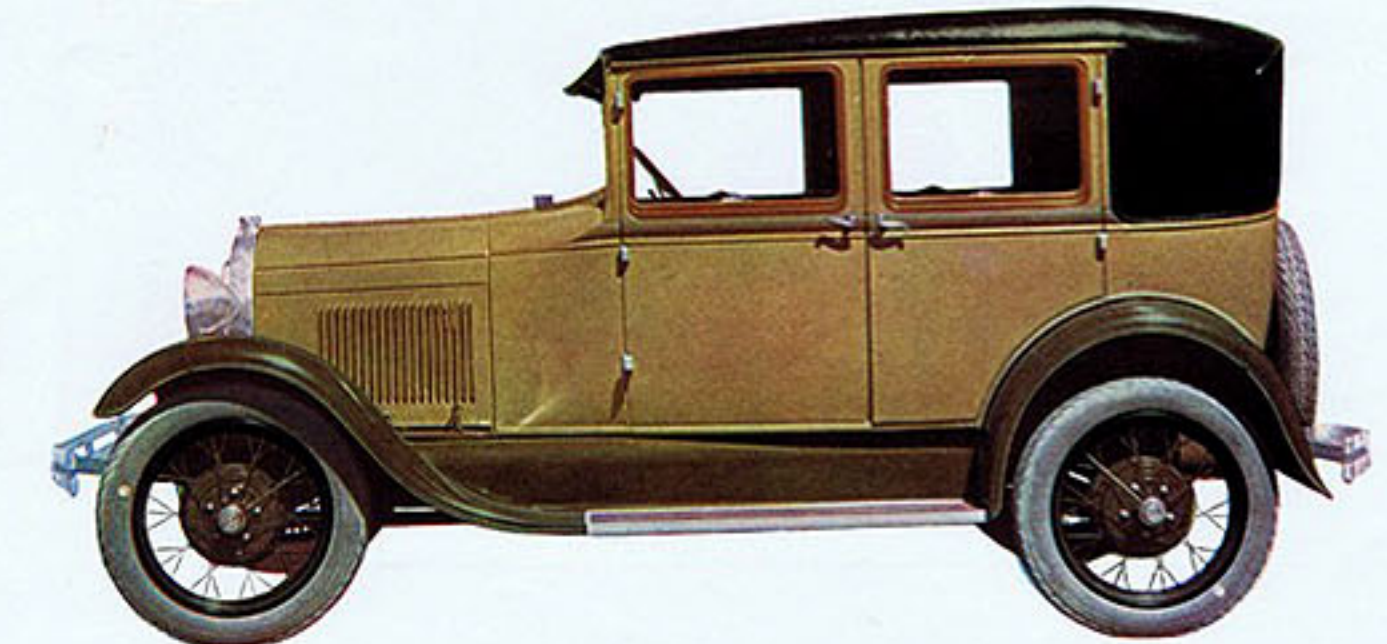
SPORTS ROADSTER
*with body of Corinthian
Purple and mouldings in
Virginia Cream, striped
with Corinthian Purple.
Fenders are Black; louvres
have a stripe of Virginia
Cream. The wheels are
Virginia Cream.*



FORD MOTOR COMPANY
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TUDOR SEDAN
*with body in Dark Niagara
Blue and with Grey mould-
ings, lined with Virginia
Cream. Fenders and wheels
are Black. This colour
combination is available on
Standard Phetons and
Standard Roadsters.*



FORDOR SEDAN
*with body in Argonaut
Brown with Fallow Field
Brown mouldings, lined
with Virginia Cream. Fen-
ders are of Fallow Field
Brown and wheels Black.*