

THE 10 BEST



IDEAS IN...

**CARS FROM
FORD DIVISION**

**SPORTS AND
SPORTS FASHIONS
FROM AMF AND
HARPER'S BAZAAR**

**FEATURING A
SPECIAL SECTION
ON ONE OF
AMERICA'S
NEWEST, MOST
EXCITING CARS.**

SEE PAGES 4 and 5

**SEE REVERSE SIDE
FOR A SPECIAL INVITATION
FROM YOUR
FORD DEALER**

presenting...

FORD DIVISION'S 10 BEST IDEAS IN CARS FOR 1978

When America needs a better idea,
Ford puts it on wheels.

FAIRMONT.

The Ford in your future.

FAIRMONT WAGON.

*Efficient use of space . . . the
mark of the Wagonmaster.*

PINTO.

*The best-selling American made
subcompact.*

MUSTANG II.

*Can take you away from an
ordinary day.*

LTD.

*It could be just the car your
family needs.*

LTD II.

The trim, sporty mid-size.

GRANADA.

*Compare it to cars costing
thousands more.*

THUNDERBIRD.

Why drive, when you can fly.

FIESTA.

*Europe's most successful new
car in history comes to America,
based on six month's sales
comparison of new nameplates.*

BRONCO.

*Compare it to any four-wheeler,
anywhere.*





plus...

THE FUN SPORTS OF AN ACTIVE AMERICA AND LEADING SPORTS FASHIONS

Everybody loves a winner. And you'll find this booklet full of winning ideas. New and exciting Better Ideas from Ford . . . New sports equipment and sports fashions from AMF.

Ford Division's 10 Best Ideas in personal transportation are represented by 10 new Ford products for 1978. Each distinctively different, yet all active in styling and attitude.

The 10 Best Ideas in sports equipment and sports fashions from AMF are also shown against a background of 10 popular sports activities.

Read and enjoy. If you see the new Ford in your future, drop into our dealership and we'll take you for a personal test drive. For information on where you can find the AMF sports products featured on the following pages, call toll free: 800-221-3333; in New York, call 800-522-4364.

FAIRMONT

golf

Certainly one of the 10 best ways to exercise and enjoy the great outdoors is golf. Golf—a blend of recreation and competition with an added touch of class from AMF Ben Hogan. In this year's AMF Ben Hogan equipment line, there are many new products and some standard products with significant refinements. AMF Ben Hogan is also a leading manufacturer of golf balls, accessories and apparel. Shown to the right is an example of stylish men's golf apparel, available from the AMF Ben Hogan Company.

Ford Fairmont. The Ford in your future.
(4-Door Sedan shown)



For 1978, Ford introduces Fairmont . . . a new car combining fuel efficiency, space efficiency, cost efficiency . . . built for today, but designed for years to come. Fairmont's lean, trim appearance belies its space-efficient interior which offers almost 90% of the interior room of cars like the Chevrolet Impala, based on EPA Interior Volume Formula. And the Fairmont Sedan's EPA mileage ratings are excellent . . . 33 mpg highway, 23 mpg city* with 2.3 litre engine and 4-speed manual transmission. Yet with all this, Fairmont's base sticker price will be competitive with many smaller cars. Test drive Fairmont soon. Find out for yourself.

Impressive is the word for Fairmont's interior style and roominess. You step through wide-opening doors into an interior that can carry 5 passengers. The optional front Flight Bench Seat is shown.

*EPA estimates. California ratings 30 mpg highway, 20 mpg city. Your actual mileage may vary, according to how and where you drive, your car's condition and optional equipment.

FAIRMONT

tennis WAGON



Tennis is one of the 10 most popular participant sports in America today. And, wherever you find tennis, you'll likely find players wielding a racket designed by AMF Head, like the Arthur Ashe Competition rackets. Flex. Balance. Feel. Rigidity. You'll find them all in the Competition rackets. The synthetic foam core of the Comp racket cushions and absorbs shock and vibration. The aluminum alloy skin adds strength. The open-throat design gives torsional rigidity. And in sport fashions, Head tennis wear like the His and Her attire shown, is the latest word in active elegance.

Ford Fairmont 4-door Wagon. (Fairmont Squire shown)



In some ways the new 4-door wagon is the most innovative Fairmont of all. It has all the Fairmont featured attributes—solid comfort, luxurious style—plus a kind of space efficiency that comes from Ford Better Ideas. Like the sedans, the Fairmont wagon seats five adults, and with the rear seat folded, there's 79½ cubic feet of cargo space, over 6 feet long and a yard wide—85% of the capacity of GM's biggest wagons. The rear liftgate opens easily with the assistance of gas struts, and loading height is comfortably low. Ford Fairmont Wagon, with an efficient use of space that's the mark of the Wagonmaster.

Welcome to our Wagon. Fairmont's space efficient interior shows that Wagonmaster styling is handsome as well as practical and durable. The appeal of this optional front vinyl Flight Bench Seat is pure Fairmont all the way.



MUSTANG II

sailing

More and more people are learning that special feeling of being one with boat, wind and waves. It seems to come easier in a Sunfish® sailboat by the AMF Alcort Division. Gleaming all-fiberglass hull construction makes upkeep easy, keeps resale value high. A sturdy patented kickup rudder works from the cockpit. Sunfish is the sailboat designed with simplicity in mind. Find a quiet cove and catch some sun in a Sunfish . . . and in attractive swimwear by AMF Head Sports Wear.

Ford Mustang II . . . can take you away from the ordinary day. (Cobra II shown)



Lose yourself in the sporty spirit of the '78 Mustang II. Drive the new Cobra II. Or, maybe you'd like the elegant Ghia (shown below), or the 3-door Hatchback. However you go, you'll enjoy the performance of Mustang II's 2.3 litre 2V overhead cam engine. Or, you can choose the optional 2.8 litre 2V V6, or 5.0 litre (302 CID) 2V V-8. Mustang II's 4-speed manual transmission with floor-mounted shift, rack-and-pinion steering and the optional "T-Roof" Convertible can make driving all the more fun. Mustang II for 1978 has it all.

If sportiness and comfort are what you're "into" in a car, then get into Mustang II. There's plenty of room. Enough to seat four. And there are specially contoured, individually adjustable low-back bucket seats available. The Mustang II Ghia is shown to the left.



PINTO

bicycling

More than 70 million cyclists can't be wrong. What better way to stay in shape than to combine your exercise with a tour of the countryside. Freewheeling together on 10-speed lightweight bicycles by AMF Roadmaster® can be the answer. Expand your horizons on bicycles, while riding in comfort and style in the "Sportabouts" by AMF Head Sports Wear. Easy-going acrylics, cool and absorbent cotton terry, and the best of both fabrics bring out the best in each other.

Ford Pinto. The best-selling American made subcompact. (Pinto 3-Door Runabout shown)



Over the last 5 years, there have been more Pintos sold in America than any other domestic small car with less than a 100-inch wheelbase. And there are good reasons for Pinto's success. It continues to offer such standard features as a 2.3 litre overhead cam engine and 4-speed manual transmission. And for 1978 Pinto is an even better value with more standard equipment than ever before including some functional and appearance items that were previously optional. Choose from 2-door sedans, 3-door Runabouts and three versions of America's favorite subcompact wagon including the innovative Cruising Wagon.

Pinto interiors are designed to help you and your passengers travel in comfort and style. Optional bucket seats up front, shown right, and bucket-style rear seats are contoured for comfort and good support, and the full carpeting contributes to extra noise insulation.



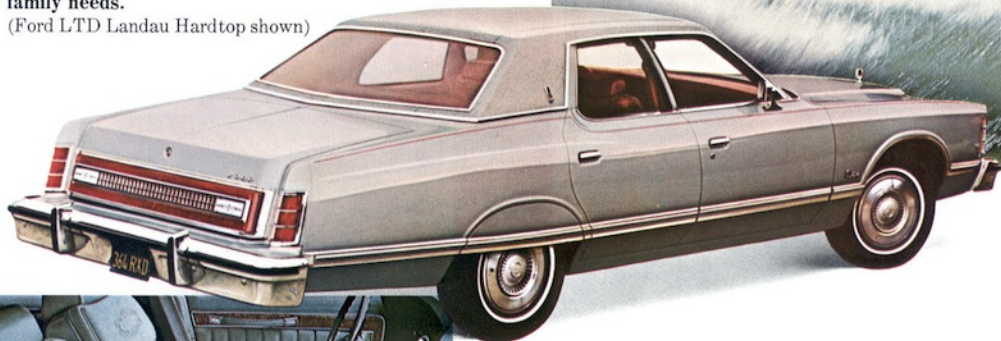
LTD

boating

Man is a terrestrial creature by nature, and a sea-going creature by choice. The AMF Crestliner Crusader 775 lets you escape to the thrills and excitement of mastering the waves, out where only the white wake marks your passage. And you move in style with fully padded sunlounge seats. Safety glass walk-thru windshield. Bow rail, padded shipsides with ski racks. And a plush pile carpeted floor. Whether it's for a day of water skiing, or just a ride out to where the sun tans best, AMF Crestliner has a sportboat to take you there and back in style and comfort.

Ford LTD. It could be just the car your family needs.

(Ford LTD Landau Hardtop shown)



This is the standard-size Ford—LTD, with all that this famous name has come to mean in 6-passenger roominess and comfort and in quality workmanship. Experience the riding quality of LTD with its wide stance—and luxurious stretch-out space. There's more hip and shoulder room and a roomier trunk than in Chevrolet Impala and Chevrolet Caprice Classic. And for those who do heavy towing, here's good news: Ford LTD with the optional towing package has a rated towing capacity of 7,000 pounds—1,000 pounds more than Chevrolet. Consider a Ford LTD. You can put more into it, and get more out of it.

Come into Ford's famous Front Room. Wide-opening doors welcome you inside to luxurious comfort. Roominess and comfort for six adults surround you. Cut-pile carpeting stretches from wall to wall. Seat fabrics are rich, durable and soil-resistant. The optional front Split Bench Seat, shown, has dual folding armrests. The LTD Country Squire is shown left.

LTD II

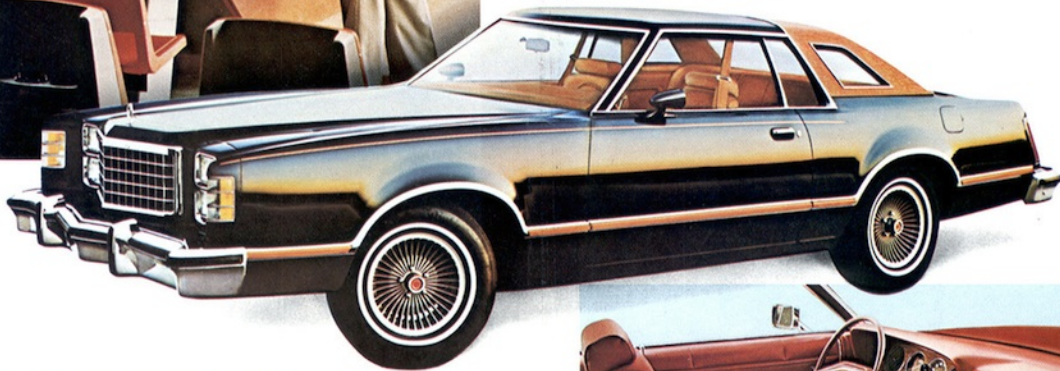
bowling



The millions of fans who bowl regularly attest to the tremendous popularity of this great indoor sport. And you'll know you've put it all together when that ball leaves your hand just right, hooks in and explodes into the pins. Rare is the bowler who does not find himself elated at the sound of a perfect strike. AMF bowling balls, such as the hard rubber Classic Pro Roll, are designed and formulated to help you bowl your best, and the new MagicScore automatic scoring units let you keep your full attention on the game.

Ford LTD II. The trimmer, sportier, mid-size LTD at a trimmer price.

(Ford LTD II Brougham is shown)



Introduced last year, LTD II is already a resounding success. Perhaps it's because LTD II is such a unique combination of features. A mid-size that combines the quality of LTD with the sporty spirit and flair of Mustang II. Or, perhaps it's LTD II's wide selection of models. Most likely LTD II's great success is a result of a combination of these reasons. Plus one very important one: its price.

The inside story on LTD II is quite interesting and certain to excite you. Luxury and comfort that you would expect in the much higher priced cars. An abundance of room to accommodate six passengers. The optional front Split Bench Seat shown here, and other LTD II interior offerings are worth looking into.



GRANADA

skiing

Once a skier; always a skier. It's a going, growing sport that's great fun for every proficiency level. And, there's no mistaking the magic and freedom of the skier's world. Especially the freedom of movement skiers find in AMF Head Sport Wear's brightly colored designs for pure comfort and pure function. AMF Head caters to all skiers. The Head Fox is a light agile ski ideally suited to the intermediate recreational skier. And, there's no better way to express the spirit of it all than on the Head Yahoo 2, the ski for the freestyler.

Ford Granada. Compare it to cars costing thousands more.
(Granada ESS shown)



Ever since Granada's classic design made its debut, it has been a top seller in its class. And for 1978, Granada continues to offer styling comparable to cars costing much more. The classic styling is enhanced by the new redesigned grille, rectangular headlamps, one-piece wrap-around taillamps, and twin opera windows (2-door). This year Granada is yours in 2- and 4-door sedans in standard Granada trim, or in the luxurious Ghia fashion, or in the new and distinctive ESS mode shown here with European-style blackout grille and exterior trim, plus many other great features. The 1978 Granada. A new look for a classic beauty.

Granada interiors treat you to function and fashion that rival those found in some European touring sedans costing thousands more. Granada interiors with contoured seats designed for five-passenger comfort. The optional front Flight Bench Seat shown is fitted with plush ribbed velour inserts and vinyl bolsters. The 2-door Granada ESS is shown to the left.

THUNDERBIRD

yacht fishing



Heading out for the gulf stream fills you with that quiet excitement of anticipation—especially on board the Hatteras 53 Convertible. She's one of the world's great fishing machines and also a great cruising boat. Ideal for fishing, swimming, entertaining, sleeping, and . . . enjoying. Look for the Hatteras performance and reliability plus roominess in cockpit and flying bridge. Two staterooms? Three? You have your choice in the 53 Convertible—another of the great sea boats from AMF Hatteras.

Thunderbird. Why drive when you can fly?



Enter Thunderbird '78. Classic in line, as always. With luxury, quality and fine engineering characteristics. And the fact that its down-to-earth price makes Thunderbird easier to own is almost unbelievable. Thunderbird trimness, a refined suspension and wide stance give it a remarkable agility. Which in turn helps make parking and traffic manageable.

More than ever you can personalize your Thunderbird to your life style and your individual sense of good taste. Its wide choice of interiors range from luxurious crushed velour upholsteries to rich, distinctive seating of Ultra-soft leather and vinyl. Thunderbird. A great automobile to begin with. Even greater for 1978.

The optional crushed Velour front Split Bench Seats, with fold-down center armrests and manual passenger recliner shown, only hint at the kind of thoughtfulness that awaits you in Thunderbird. It is only one example of the distinctive interiors available in this fine automobile.

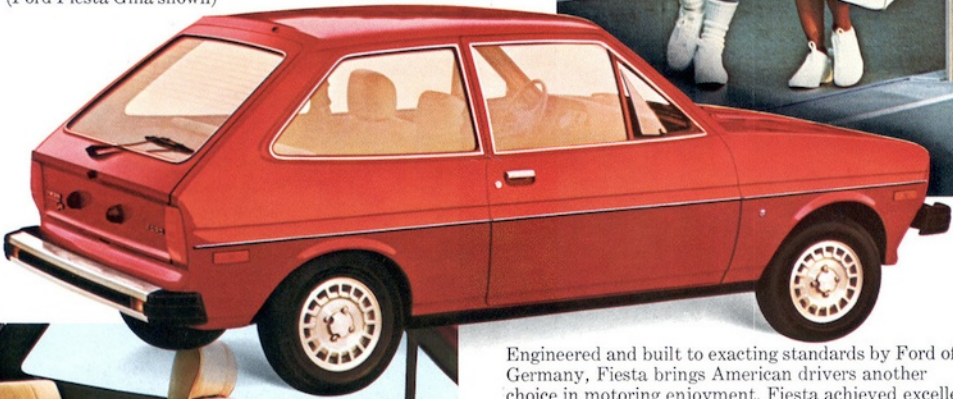


FIESTA

racquetball

Racquetball means fast-paced action for people who want just that little bit more out of a sport. AMF asks just a little bit more of racquetballs. AMF tested the Voit Rollout® racquetball and the leading competitor's ball against a concrete wall at 90 mph. Five hundred times. The results show that Rollout had less breakage and consistently stayed more round. And in a game like racquetball—consistency counts. The same quality goes into AMF Voit racquets. Go with the winner—AMF Voit.

Ford Fiesta. The most successful new car in European history comes to America.**
(Ford Fiesta Ghia shown)



Engineered and built to exacting standards by Ford of Germany, Fiesta brings American drivers another choice in motoring enjoyment. Fiesta achieved excellent EPA fuel economy ratings of 46 mpg highway, 34 mpg city.* Front wheel drive and transverse-mounted 1.6 litre OHV engine put more weight over the driving wheels to help improve traction. Its driveability is enhanced by rack-and-pinion steering for more precise control and a MacPherson-strut front suspension system for improved directional stability. Fiesta also offers Michelin steel-belted radial tires, front disc brakes, carpeting and a fold-down rear seat. The Ford Fiesta 3-door Hatchback. A beautiful value.

For import buyers who prefer an extra measure of luxury, the richly appointed Fiesta with Ghia Group Option includes such items as fully reclining front bucket seats with Velour cloth upholstery, shown. It provides a level of luxury not normally found in small cars. Large armrests and door storage pockets add to your driving convenience.

*EPA Estimates. California ratings: 43 mpg highway, 30 mpg city. Your actual mileage may vary, according to how and where you drive, your car's condition and optional equipment. **Based on a comparison of six month's sales of new nameplates.

BRONCO

motorcycling

The spirit of adventure is seldom as exhilarating as when you leave the pavement behind you and forge through untamed terrain. The AMF Harley-Davidson SS 250 on-off road bike lets you respond to the call of the hills. AMF Harley-Davidson has a rich history of tradition in American motorcycling. Now, their lightweight models give you the chance to have your very first be a Harley-Davidson bike. And, until you've been on a Harley-Davidson, you haven't been on a motorcycle.

Ford Bronco. Compare it to any 4-wheeler, anywhere.



Ford's all-new Bronco puts it all together and invites you to compare its toughness and compare its comfort to any 4-wheeler. Bronco's strength is enhanced by its rugged steel-ladder frame with extra thick frame-rails for 4-wheel toughness. The optional Quad-front shocks combined with Bronco's excellent ground clearance and standard front stabilizer bar can help you handle just about any terrain. Full-time or part-time 4WD with front-locking hubs are available with the optional automatic transmission. All this plus an unprecedented list of comfort and convenience options. Bronco. Compare it to any 4-wheeler, anywhere.

Bronco's comfort is enhanced by deep-foam, side-support bucket seats which help cradle occupants against side-sway. The optional cloth-and-vinyl trim is shown. Bronco also features standard front coil springs and long, wide rear springs to cushion your ride.



VISIT OUR DEALERSHIP NOW! WINNER IN THE FORD 10 BEST

No purchase necessary. Fill out the entry form attached to the back
5 Ford Fairmont Squire Station Wagons plus \$100,000 of



FIRST PRIZES . . . 5 AMF CRESTLINER BOATS.

From AMF Crestliner, the 15' Crusader 550 sportboat, featuring fully padded sunlounge seats and plush pile carpeting, padded shipside with ski racks, running lights, sun top with boot, bow rail and lockable glove compartment.

SECOND PRIZES . . . 10 PAIRS OF AMF HARLEY-DAVIDSON MOTORCYCLES. His & Her's lightweight motorcycles, the SS 175 from AMF Harley-Davidson, that features two-stroke, aluminum 175 cc engine with chrome bore, the quick change rear hub, and tachometer with resettable 2-way odometer.

THIRD PRIZES . . . 15 AMF ALCORT SUNFISH SAILBOATS. The Sunfish® sailboat by AMF Alcort, world's most popular fiberglass sailboat featuring all new "Gulf Stream" colors as shown.



YOU COULD BE A BIG PRIZE DRAWING.

cover of this booklet and bring it into our dealership for validation. AMF sports equipment will be awarded. Come in today!

5 GRAND PRIZES—A 1978 FORD FAIRMONT SQUIRE WAGON WITH COMPLETE SETS OF HIS & HER AMF SPORTS EQUIPMENT.

The Grand Prize wagon is a Fairmont 4-door wagon with Country Squire Option that includes wood-grain vinyl bodyside panels and exterior moldings. It's also equipped with a 3.3 litre 6-cylinder engine, Cruise-O-Matic automatic transmission, power steering, AM radio, white sidewall radial-ply tires and wire wheel covers, dual bright mirrors, Interior Decor Group, tinted glass and deluxe bumper group. Features which are standard on every Fairmont include front disc brakes with lining wear indicators, full coil front suspension, rack-and-pinion steering, and Ram-air forced ventilation.

AND A set of four AMF Ben Hogan Director® woods (numbers 1, 3, 4 and 5) and nine irons for him. And for her, a set of four Companion woods (numbers 1, 3, 4 and 5) and a set of nine Ben Hogan Ladies' Director® irons. For both, attractive Ben Hogan golf bags as shown, as well as accessories including color coordinated headcovers, golf umbrellas and Ben Hogan Leader® golf balls.

AND His & Her's skis—winner's choice of the "Snowbird", "Aspen", "Wildfire" or "Targa" (shown)—recreational compact skis by AMF Head.

AND His & Her's ski wear—winner's selection of an attractive, nylon, down-fill ski suit as shown from AMF Head Sports Wear.

AND His & Her's Arthur Ashe Competition 2 tennis rackets by AMF Head, strung with professional nylon. And attractive headcovers.

AND To wear on the courts, tennis wear by AMF Head. For him, cotton and polyester-woven shirt and shorts as shown, and as shown for the lady, a belted tennis dress of 100% cotton. For both, Head® canvas tennis shoes, and AMF Head Tennis Totes with room for two racquets.

AND His and Her's AMF Classic® bowling balls—the ball with the three white spots that can really help you improve your game. AMF bowling shoes for both, and the "Concord" bowling bags, as shown, from AMF Bowling Products.

FOURTH PRIZES . . . 20 PAIRS OF AMF ROADMASTER 10-SPEED BICYCLES. For him, the Roadmaster® man's 27" deluxe 10-speed racer, and for the lady, the Roadmaster® 27" 10-speed touring bike from AMF Wheel Goods.

FIFTH PRIZES . . . 35 PAIRS OF AMF HEAD ARTHUR ASHE COMPETITION 2 TENNIS RACKETS. His & Her's AMF Head Arthur Ashe Competition 2 tennis rackets, strung with professional nylon, and attractive headcovers.

SIXTH PRIZES . . . 150 AMF VOIT RACQUETBALL SETS Racquetball equipment from AMF Voit, as shown: Rollout® racquetballs "Blackjack" aluminum racquet "Newport" racquetball bag.



You could win. But hurry! Bring your entry form to our dealership no later than November 30, 1977.

THE 10 BEST

FORD DIVISION and AMF reserve the right to discontinue or change specifications or designs at any time, without incurring any obligations. Some features shown or described previously are optional equipment items which are available at extra charge. Some options are required in combination with other options.

YOU COULD
WIN

THERE'S MORE THAN
\$100,000

WORTH OF PRIZES!
(See inside for details)