

WE'RE  
COMING  
INTO OUR  
10th  
YEAR  
WITH MORE  
CHANGES  
THAN EVER  
BEFORE  
FEATURING  
MANY  
ALL NEW  
MODELS TO  
CHOOSE  
FROM



Fairmont

FORD  
FIESTA

Mustang

Pinto



Granada



LTD

Diamond Jubilee Edition

Thunderbird

FORD TRUCKS THE TOUGH ONES

# The 1978 FORDS are HERE

When Midland needs a better idea, Courtesy puts it on wheels.



## INTRODUCING FAIRMONT

Here's what the drivers say:

- "...a whole new kind of Ford"
- "...the most efficient Ford family sedan ever..."
- "...the sprightliest Ford we have tested in years"
- "...fuel economy is already knocking on 1985's door"
- "...a very special Ford"

AS LOW AS \$4,371.00



## FORD GRANADA

Granada's classic design offers beauty and purpose. The beauty is readily apparent. There's interior room for five adults. The functional rear end design provides for a vacation-size trunk, large enough to hold eight assorted pieces of luggage.

## BRONCO

The Ford Tough Truck that's a favourite for personal use and hard working practicality. Major design improvements add to loading capacity and greatly increased passenger comfort.

## FAIRMONT WAGONMASTER

This model adds the most wanted new size in complete family transportation! Not too big-they're easy to handle, and deliver fine fuel economy; not too small-there's nearly 80 cu.ft. of cargo space plus comfortable seating for five.



## INTRODUCING FIESTA

Europe's most successful new car in history comes to North America. Imported from Germany, by Ford of Canada...Fiesta has outsold every new car nameplate ever introduced in Europe (based on a comparison of sales during the first six months)...including even the most popular cars from Fiat, Renault and Volkswagen.

Fiesta, called the Controlled Action Car because of its exciting performance and handling.

as low as \$4,065.00

1978... truly the year to go Courtesy

### HERE'S WHY

- Ford is the only Canadian manufacturer to guarantee against RUST for THREE YEARS with unlimited mileage

### FREE LUBRICATION

- for as long as you own
- your new Ford

- We can give you delivery RIGHT NOW because we have more new models IN STOCK than ever before

- Whether your **BUYING** or **LEASING**, we know you'll like Ford's repayment program

- You'll also like our **SERVICE**

*Courtesy*  
MIDLAND

745 King St., Midland

526-3777

PARTS & SERVICE DEPT.

526-7731

Plus de facilité en français  
Vendeuse bilingue à votre service.