

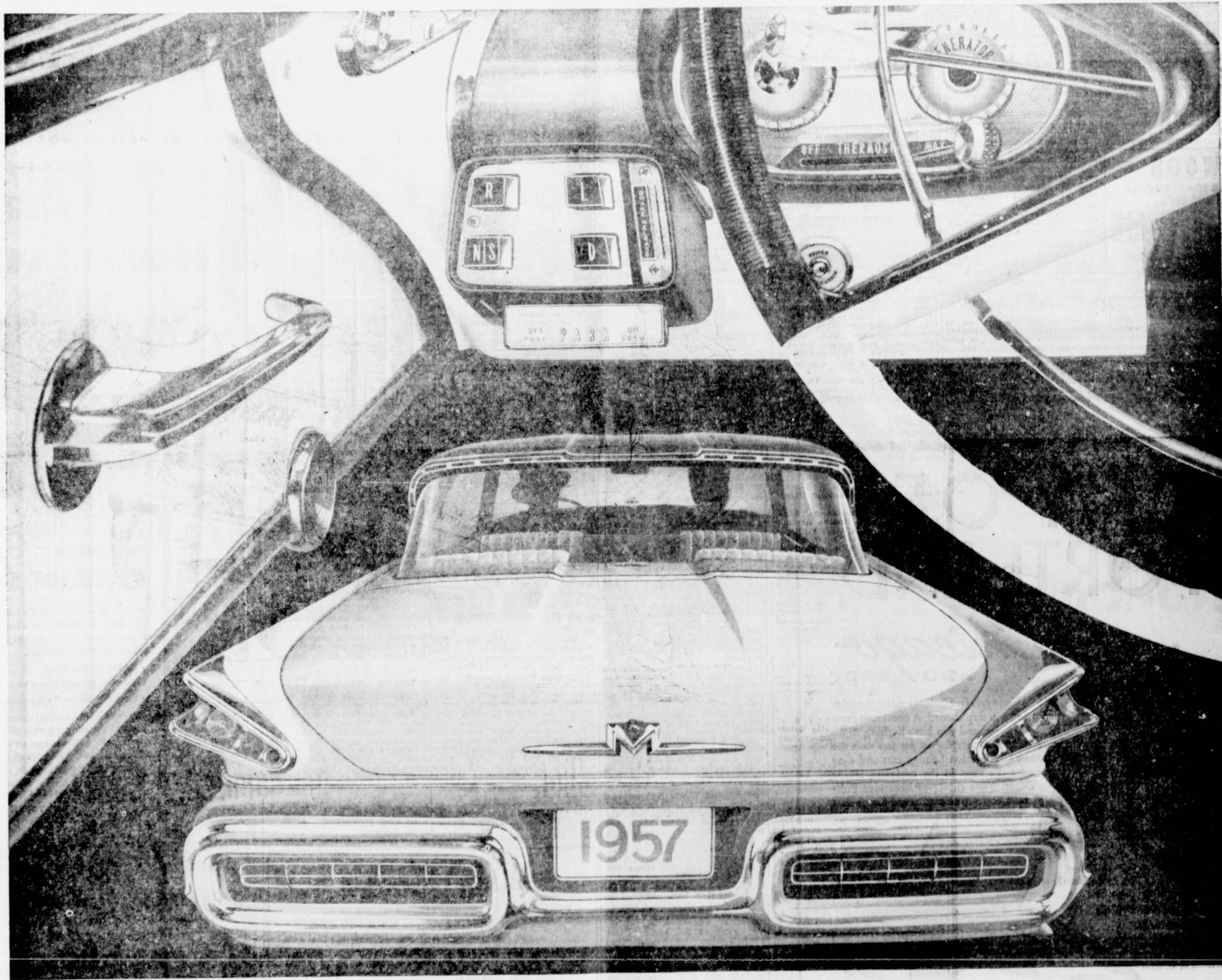
What's really new for '57?

Mercury '57 is what's really new—an automotive concept so totally different it's certain to influence the design of cars for years to come.

From the futuramic tilt of its V-angle tail-lights—to the classic simplicity of its Jet-Flo bumpers—Mercury '57 is the most advanced new car you can buy at any price.

You'll discover the ease of Keyboard Control—a Mercury exclusive that does just about everything for you but steer. You'll relax on Mercury's unique new power seat that actually "remembers" your favorite driving position. In fact, Mercury '57 has so much new, you must see it in person to see it all.

Don't wait. See Mercury '57 for yourself—at our showroom today.



Straight out of tomorrow
with Dream Car Design

MERCURY/57

Peterson-Dull Lincoln-Mercury

1024 E. Main

Ph. 613