

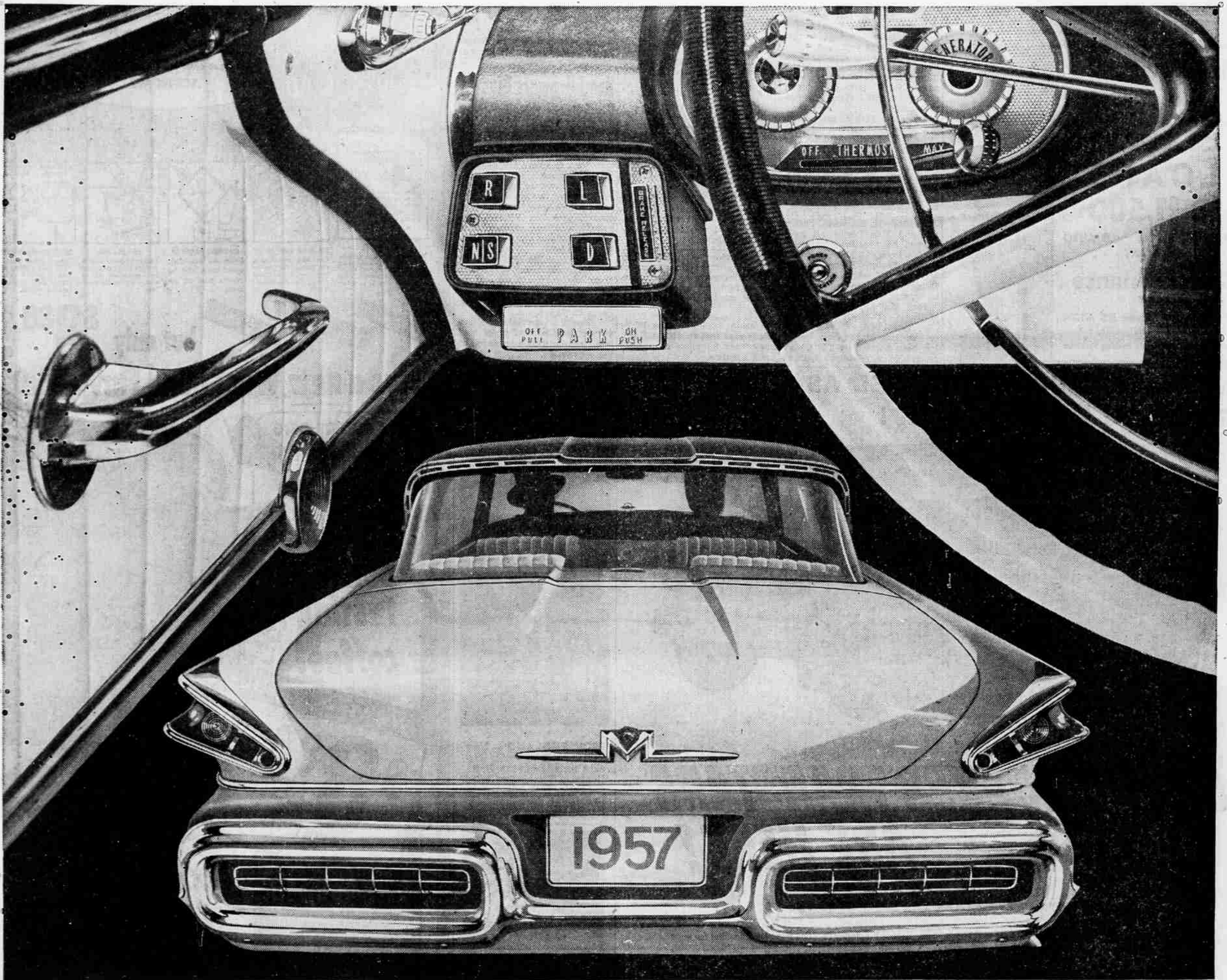
What's really new for '57?

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.

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