

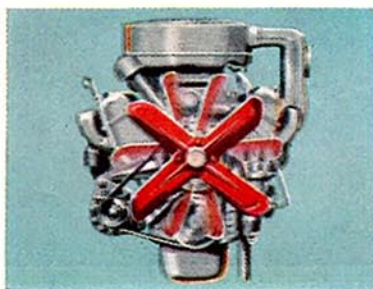


**EXCLUSIVE FLOATING RIDE** absorbs bumps, vibrations and road noises as never before. Shown above, the Monterey Phaeton Sedan.

## Mercury presents 4 remarkable exclusives —in ride, comfort, power, and control



**EXCLUSIVE SEAT-O-MATIC DIAL**—Just set the dial. The power seat "remembers" your favorite driving position, moves to it automatically.



**EXCLUSIVE POWER-BOOSTER FAN** in Montclair series saves horsepower other cars waste, saves gas, gives quieter ride.



**EXCLUSIVE KEYBOARD CONTROL**—Starts engine; controls low, drive, reverse, park, neutral; and releases parking brake.

Mercury is the only car at any price that offers you *all* of these features. And it is the only car you can buy with the beauty and distinction of Dream-Car Design. Remember, too, this year THE BIG M is even bigger—4 ways outside,

8 ways inside—with move-around comfort for a big family. Up to 335 hp is available with the M-335 V-8 engine. It all adds up to the biggest size and value increase in the industry. See for yourself at your Mercury dealer's now.

# THE BIG MERCURY for '57 with DREAM-CAR DESIGN

MERCURY DIVISION • FORD MOTOR COMPANY

**Prepare to lose your heart—but not your fortune**—Never before has so much bigness and luxury cost so little. For Mercury is now in a new size class, but still in the same price class. The widest, roomiest car in its field. The only car with Dream-Car Design and Floating Ride —yet only pin-money more than the low-price 3.



**THE BIG THINGS YOU WANT COST LESS IN A MERCURY** — You actually have to pay over a thousand dollars more in other cars to match the Monterey's width and hip room—over a hundred dollars more to match its standard horsepower and brake size. Shown, the Montclair Phaeton.

**THE BIG MERCURY** for '57 *with DREAM-CAR DESIGN*

MERCURY DIVISION • FORD MOTOR COMPANY