


Who says dream cars never come true?

## Dynamite from Detroit

## Coming! America's first production dream car_

 it will influence the shape of cars for years to come.The old Detroit rule was to introduce new featuree gradually, to make little changes each year. Sometimes new grille, an engine improvement, or new colom and trim.
We broke that rule. In fact, we broke all the rules. This is dynamite!
For you are not the only one who has dreamed of a totally modern car, a car that has everything you find at automobile shows, in illustrations, and in custombuilt experimental cars.
Detroit has had that dream, too. And that's why the Detr Merery is the car that hes hand the 1957 Mercury is the car that has honestly excited the most car-jaded, the most sophisticated of Detroit's momoivo experts.
When you see the new 1957 Mercury, you'll see America's first full-production dream car-a car that
vill influence the shape of cars for years to come You'll see a dream car you can own and drivecar that has far more than startling years-ahead beauty THE BIG $\mathbf{M}$ for ' 57 boasts dream-car features never before found outside a designer's dreambook: a Key board Control that makes ordinary push-button driving old-fashioned; an exclusive Floating Ride with revolutionary new cushioning action you have to foel to believe. There are Mercury "firsts" everywhere yo look. A Power-Booster Engine Fan in the Montclair series that saves horsepower other cars waste. And many more Mercury exclusives.
You'll see THE BIG M-the new Mercury for 1957 -soon. You'll see it. You'll drive it. The first dream car that can be yours. The dynamise is on its way
from Detroit to your dealer's-nowl from Detroit to your dealer's-nowd

## STRAIGHT OUT OF TOMORROW

THE BIG M for' 57 with DREAM-CAR DESIGN
See it at your MERCURY dealer's on November 12th
TONY ASIMUS
U.S. Highways 20-281 - O'Neill, Nebr

