

*This new Impala Sport Coupe, like all '59 Chevis, has  
Slimline design with Body by Fisher.*



**NEW FORM  
NEW GRACE  
NEW FEEL  
NEW SPACE**

*Any way you look at it, you can see  
that the new '59 Chevrolet is shaped  
to the new American taste. It's fresh,  
fine and fashionable with new engi-  
neering that goes down deep!*

One look shows you Chevrolet's all new all over again. And the longer you look, the more you find to like. For example, you see a new and roomier Body by Fisher that makes for more comfortable seating and surrounds you with vastly increased areas of visibility. You also see a remarkable new finish . . . Magic-Mirror acrylic lacquer . . . that keeps its brilliance for years! And there's new feel, new efficiency beneath the

beauty. Bigger brakes. Smoother-than-ever sus-  
pensions. A new Hi-Thrift 6 that delivers up to  
10% greater gas economy—plus more usable  
horsepower at the speeds you drive most.  
Chevy's new right down to its easier riding,  
easier rolling Tyrex cord tires. Stop by your  
Chevrolet dealer's soon and see *your* kind of car.

**1959 CHEVY**



*what America wants, America gets in a Chevy!*



*The beautifully practical Bel Air 4-Door Sedan. Chev-  
rolet's Body by Fisher is new and roomier for '59.*

*see your local authorized Chevrolet dealer*