

how to make a trail feel like a turnpike!

The answer to that is easier (and more delightful) than anything you can now imagine: Borrow a '59 Chevrolet with Full Coil suspension from your dealer, point it for a rough stretch of road you've driven many times in other cars—and get set for some real astonishment!

When you see king-size bumps and you feel nothing but ripples, when you sense a magical new smoothness of travel that blots out even those little subconscious vibrations—then you're going to realize that here is a new age of ultimate luxury for the low-priced car!

But, best of all, you're going to find that this

supreme softness is coupled with a new kind of steadiness. Chevrolet engineers have developed specialized control arms for the rear suspension system that let those deep coil springs use their full supple flex while the chassis rides true and trim around even the tightest turns.

Here is springing that really sets you free in a new way—that makes you eager to try scenic back roads and country byways you used to avoid. But words can't make you know its true delights. The best thing to do is to make a date with a '59 Chevrolet; let it prove that a whole new realm of pleasure awaits you!



CHEVROLET



Chevrolet's smooth-as-silk Impala Convertible comes in thirteen Magic-Mirror colors.

See your local authorized Chevrolet dealer.