



The fun is in the going in this Biscayne 2-Door Sedan.

Chevy does beautifully by your budget! Take that Biscayne 2-Door up above. It's fresh and fashionable, a full-size family car with wide, soft-cushioned seats and wonderful visibility. With remarkable handling ease and road steadiness. A new kind of finish that'll go years without waxing. With all power teams available, too, including a new 6 that saves and saves on gas. Yet it's Chevy's lowest priced sedan! You can be sure there's a Chevy (a wagon, maybe?) to fit your family as well as your budget. Stop by your Chevrolet dealer's and see.



THE CAR THAT'S WANTED FOR ALL ITS WORTH • CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN



A new Chevrolet has a special way of leading your kind of life. Here—the Buickway 4-Door Sedan.

CHEVROLET

Maybe you can't please everybody, but this car comes mighty close

Isn't it nice that a car can be fine and beautiful and still practical and economical? It's never been managed quite the way Chevrolet manages it this year. Here's all the style, room, comfort and performance anyone could want—along with Chevrolet's own famous brand of economy, reliability and durability.

Your Chevrolet dealer will show you these and other things you'll be pleased with.

Slimline design—it's fresh, fine and fashionable.

Roomier Body by Fisher—sound, solid, stylish.

Sweeping new overhead curved windshield—and bigger windows—all of Safety Plate Glass.

Hi-Thrift 6—up to 10% more miles per gallon.

Vim-packed V8's—eight of them to choose from.

Full Coil suspension—further refined for a smoother, steadier ride on any kind of road.

Easy-Ratio steering—brings you reduced wheel-turning effort, new ease of handling.

Magic-Mirror finish—keeps its shine without waxing or polishing for up to three years.

New, bigger brakes—deeper drums, better cooled for safer stopping and up to 66% longer life.

Turboglide, Powerglide and Level Air suspension—head a full list of extra-cost options.

Chevrolet Division of General Motors, Detroit 2, Mich.



The car that's wanted for all its worth!



Impala Sport Sedan—wanted for all its worth!

More car than this is very hard to find at any price!

Frankly, if there's any more anyone could want in a car, we'd like to know what it is. Ride, room, really fresh style—this new Chevy's got 'em all. Plus such basic benefits as bigger, safer brakes, easier steering and that go-anywhere, do-anything economy and dependability you've come to take for granted in a Chevrolet.

Your Chevrolet dealer will be glad to show you these special Chevrolet advantages:

*Slimline design—style that's fresh, fine and fashionable.
Roomier Body by Fisher—new in everything but its famous soundness.
Magic-Mirror finish—shines without waxing for up to three years.
Sweeping windshield—and bigger windows—all of Safety Plate Glass.
New, bigger brakes with better cooling for safer stopping.
Hi-Thrift 6—up to 10% more miles per gallon at normal speeds.
Chevrolet Division of General Motors, Detroit 2, Michigan*



*The car that's
wanted for all its worth!*



Like all new Chevrolets, this Bel Air 4-Door Sedan offers bigger, safer brakes.

CHEVY'S got the ride and room to go anywhere! *This one's made for breaking new trails to fun, with a ride—a Full Coil suspension ride—that makes its foam cushioned seats feel like they're riding on a sunbeam. With handling that keeps you in fingertip contact with Chevrolet's exuberant performance. A spacious trunk that holds picnic gear aplenty. And fashionable Chevrolet style rides poised on a rugged Safety-Girder frame. Your Chevrolet dealer can show you how Chevy fits in with your sort of sport. See him soon!*



THE CAR THAT'S WANTED FOR ALL ITS WORTH • CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN



Versatile's the word for this Nomad 4-Door. Body by Fisher, of course.

Handiest helper a family ever had... '59 CHEVY! All five '59 Chevrolet wagons are as beautifully at ease with a delicate bit of greenery as they are with a rough-and-tumble cargo of kids. You can stow a whole half-ton of gear in Chevy's roomy back end—or use it as sleeping space on overnight excursions. And you can pick your power to fit your needs from thirty engine-and-transmission teams, including a lively 6 with wonderfully saving ways. Ask your Chevrolet dealer to show you the Chevy that's poised and priced to fit your own personal plan for happy living.



THE CAR THAT'S WANTED FOR ALL ITS WORTH • CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN

*If you can drive this one and not want it,
you're a born pedestrian*

What would you want with more car than this — even if you could find it? Chevy's rare combination of ride, roominess and responsiveness is hard to come by even in the most extravagant cars. For that matter, so is its beauty. And with these things, Chevrolet brings you its own unique brand of economy, durability and reliability.

Your Chevrolet dealer will be happy to show you these special Chevrolet advantages:

Slimline design—style that's fresh, fine and fashionable.

Roomier Body by Fisher—new in everything but its famous soundness.

Magic-Mirror finish—shines without waxing for up to three years.

Sweeping windshield—and bigger windows—all of Safety Plate Glass.

New, bigger brakes with better cooling for safer stopping.

Hi-Thrift 6—up to 10% more miles per gallon and finer performance.

Chevrolet Division of General Motors, Detroit 2, Mich.



*The car that's
wanted for all its worth!*

Nomad 4-door 6-passenger station wagon—as beautiful as it is dutiful.



Like all '59 Chevies, this Impala Sport Coupe is new right down to its safer Tyrez cord tires.



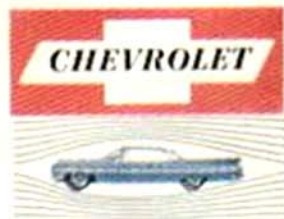
FRESH, FINE AND FASHIONABLE !

Chevy's Slimline design says new in a way all its own. And beneath the beauty there's new engineering that goes down deep. Here's all the car anyone could ask for!

From the clean thrust of its grille to the jaunty flare of its rear deck, this '59 Chevrolet is shaped to the new American taste. And you'll find its beauty has a practical slant too—with more seating room, new areas of visibility and a longer lasting Magic-Mirror acrylic finish.

Once you're on the road you'll discover dozens of deep-down engineering benefits—from easier steering to safer stopping. Your Chevrolet dealer's waiting now with the car that can give your pride a big lift at a low price. . . . Chevrolet Division of General Motors, Detroit 2, Mich.

'59 CHEVROLET



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



The Bel Air 2-Door Sedan—Fisher Body beauty and Safety Plate Gloss all around.



'59 Corvette with new polished performance.

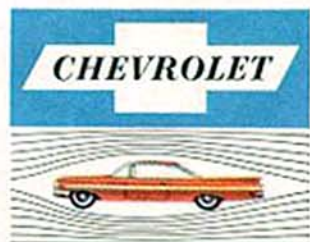
CHEVY'S GOT A CAR THAT LEADS YOUR KIND OF LIFE!

Chevy's come up with a combination for '59 that'll gladden anyone's heart. Fine, fresh styling that's as practical as it is handsome! Beneath that Slimline design are more good reasons for going Chevy than ever before.

The '59 Chevy's a natural for on-the-go people who want practicality in a car as well as fresh new style. It brings you a roomier Body by Fisher with vast new areas of visibility. A peppery new 6 that can knock as much as 10% off gas costs—or vim-packed V8's. Has a finish that keeps shining

without waxing. You can choose from 14 beautiful models, including five versatile wagons. There's also the '59 edition of America's only authentic sports car, the Corvette. At your Chevrolet dealer's! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

'59 CHEVROLET



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



New 9-passenger Kingswood with rear-facing third seat. Also, 2- and 4-door 6-passenger wagons.



Impala Sport Sedan—what other car says so happily, "Let's get going"?

*More car than this is very hard to find
at any price!*

It's true that some people still buy high-priced cars, but don't you wonder why? This new Chevy's got just about anything anyone could want—a cream-smooth ride, plenty of room to relax in, really fresh style. Plus those ever-present virtues—economy and dependability—that have practically become synonymous with the name Chevrolet!

Your dealer's waiting now to show you why these advantages are converting the owners of so many other makes—low priced and high priced as well—to the new Chevrolet!

BIGGER, SAFER BRAKES—built for up to two-thirds longer lining life, with more lining area than even many heavier, higher priced cars.

MORE MILES PER GALLON—a pair of Chevy sixes with Powerglide came in one-two in their class in the Mobilgas Economy Run, ahead of any other full-size car.

ROOMIER BODY BY FISHER—Chevy's seating space is up to 5.9 inches wider than that of the other leading low-priced cars.

UNMISTAKABLY MODERN STYLE—only really fresh lines in the low-price field.

MOST ADVANCED ENGINES—Chevy alone in its field gives you the oil-hushed smoothness of hydraulic valve lifters on all standard engines. Every engine also has an automatic choke.

FULL COIL SUSPENSION—no other leading low-priced car coddles you with coil springs at all four wheels.

HIGHER TRADE-IN—consistently the highest of any low-priced car. Last year (based on official Guide Book figures of the National Automobile Dealers Association) Chevy averaged up to \$128 more on used car lots than comparable models of the "other two." *Chevrolet Division of General Motors, Detroit 2, Michigan.*



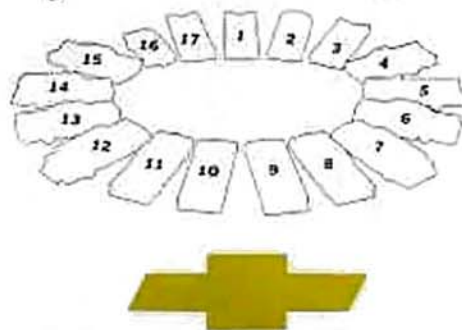
Unmistakably modern in every lovely line!



CHEVROLET—What could beat one of these beauties

(unless it's two of 'em!)

Fresh-minted models for every taste. All with a remarkable new ride, new room, new safety, new handling ease—and Chevy's own special brand of economy and reliability. What more could you want?



1—BISCAYNE UTILITY SEDAN. Chevy's low prices start right here—a handy, handsome 2-door with 31 cu. ft. of cargo space behind front seat.

2—BROOKWOOD 2-DOOR. Chevrolet's lowest priced wagon, is as dutiful as it is beautiful. Seats 6, holds up to 92 cu. ft. of cargo.

3—IMPALA 4-DOOR, most elegant family sedan in the line, makes you wonder why anyone would want a car that costs more.

4—EL CAMINO combines stunning passenger car styling with the load space of a pickup. Good looks never carried so much weight!

5—IMPALA CONVERTIBLE. Chevy's got a special formula for carefree top-down fun.

6—BISCAYNE 2-DOOR. This beauty's the lowest priced 6-passenger Chevy you can buy!

7—NOMAD 4-DOOR, 6-passenger station wagon—finest of Chevrolet's 5 wonderful wagons.

8—BEL AIR 4-DOOR. As luxurious as it looks, yet priced just above Chevy's thriftest sedans.

9—BROOKWOOD 4-DOOR. Chevy's lowest priced 4-door wagon seats 6, holds 92 cu. ft. of cargo with rear seat down.

10—BEL AIR 2-DOOR, distinctively styled inside and out, carries a price tag just a notch above Chevy's thriftest 2-door sedan.

11—IMPALA SPORT SEDAN. Here's a 4-door hardtop with the kind of looks and luxury you'd expect only on the most expensive makes.

12—KINGSWOOD 4-DOOR, 9-passenger station wagon, offers rear-facing third seat and power-operated rear window at no extra cost.

13—IMPALA SPORT COUPE. It's one of Chevy's full series of elegant Impalas for '59. And you won't find a handier hardtop anywhere!

14—PARKWOOD 4-DOOR, 6-passenger station wagon, distinctively trimmed inside and out, priced a shade above the thrifty Brookwoods.

15—BEL AIR SPORT SEDAN. It's Chevy's lowest priced hardtop—and it makes beautiful sense!

16—CORVETTE. Take the wheel of America's only authentic sports car and treat yourself to the snappiest, happiest driving you've known.

17—BISCAYNE 4-DOOR, thriftest 4-door sedan in the line, is another big reason Chevy's the car that's wanted for all its worth!

Chevrolet Division of General Motors
Detroit 2, Michigan