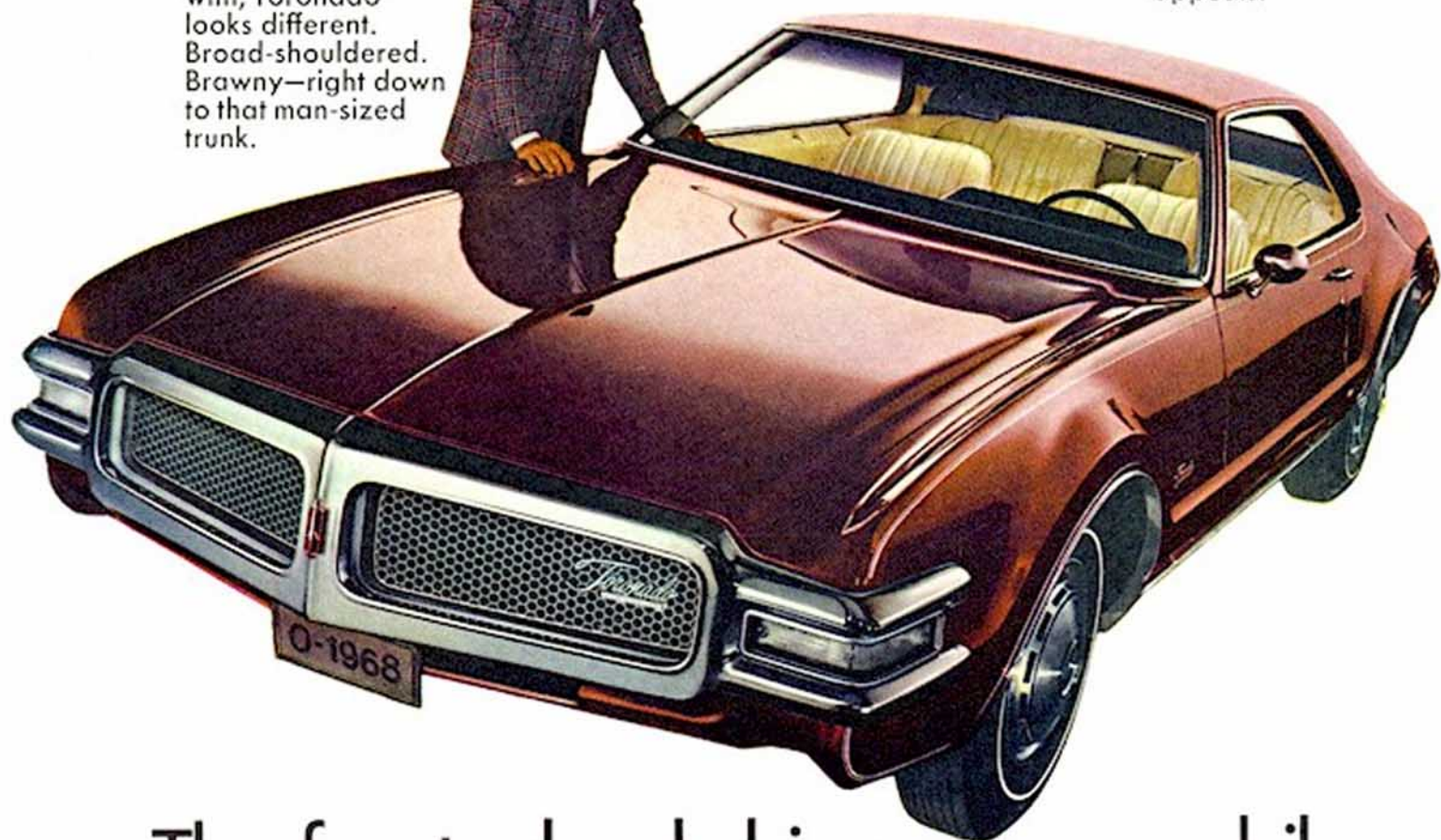


# Toronado. Built for leaders, not followers.

Men who follow the herd would probably feel out of character in a Toronado. And for good reason. It's not a follow-the-herd kind of car. To start with, Toronado looks different. Broad-shouldered. Brawny—right down to that man-sized trunk.

Toronado is also different in the way it rides and handles. Its **FRONT-WHEEL DRIVE** and torsion-bar suspension lay

down the law to the road—gently but firmly—even on ice, snow, mud or sand. In short, Toronado isn't likely to appeal to every Tom, Dick or Harry. Which is really one of its biggest appeals.



The front-wheel-drive youngmobile  
from Oldsmobile.



MARK OF EXCELLENCE