

in the business, the best selling organization on earth and unlimited financial strength. When you've got all the assistance you need from Hetty Green's favorite son, Colonel Long Green, it helps out. Henry Ford has that and the gray matter to use it in the right direction.

"As a result he's gone on and on until now he's the only man alive that can sell you a five-passenger, four-cylinder touring car equipped throughout, with no extras, for \$850 in Canada, and still make a decent profit for himself. Nobody else can touch that. Nobody else is even trying to. Ford got there first. He's the Christofo Columbo of the auto trade.

