

CHAT WITH SENATOR COUZENS.
HONOR OF MILLIONS TO THE PEOPLE.
ON WHAT CAN BE DONE NOW
IV—HOW COUZENS GOT HIS START

(This is the fourth of a series of articles on Senator James Couzens of Michigan.)

By **LESLIE EICHEL**
 Central Press Writer

James Couzens, now militant United States Senator from Michigan, got his start to wealth and fame when nature endowed him generously with a seemingly inexhaustible supply of energy, and with brains to harness it. Senator Couzens will tell one frankly also that luck had considerable to do with his success, but there is

much in his life to support the conclusion that most often those who get the "breaks" are those who make the "breaks."

Soap maker, train butcher, car checker in a railroad yard, book keeper and general manager of a coal company, associate of Henry Ford in the days prior to the organization of the Ford Motor Company, vice president and general manager of the Ford Motor Company, commissioner of police in Detroit, mayor of Detroit, United States senator, are the steps up which Couzens pushed himself. As senator he is about



COUZENS HELD ON TO his Ford Motor company investment after many of the other early supporters had sold out for what they considered a large profit. Ford purchased Couzens' stock for approximately \$20,000,000.

at the end of his political career, having been born in Canada, he cannot be President and perhaps, as he adds, it is fortunate that he is deprived of having that ambition.

Came When 18

Born in Chatham, Ontario, Aug. 26, 1872 (and therefore now 59), the son of James J. Couzens, a soap manufacturer, the senator did not come to the United States for residence until he was 18. He had worked as a news agent on the old Erie and Huron railroad. He had served time with his father in their small

Settle 50 Cents On The Dollar

"The states and the political subdivisions of the citizens are so overwhelmingly in debt that it does not seem unreasonable to expect that at a time in the not distant future these debts will have to be settled 50 cents on the dollar. It has been suggested to me by one able businessman that we ought to be glad to liquidate for 25 cents on the dollar. I suspect many creditors would be glad to close their accounts for 50 cents."—Senator Couzens, in an interview. (Senator Couzens, himself, is reported to be a large owner of public bonds.)

soap factory. But his active industrial life really began at 18, when Couzens went to Detroit to become a car checker for the Michigan Central railroad.

"Rich men," the Senator mentioned, "used to send their sons to be trained in railroading, sometimes. Not many remained when I told them the hours. Yet those that remained obtained a fine education that they could get in college because they met life—and that is one of the best forms of education."

Couzens was a good car checker, in fact, the records show he was a fine car checker, who worked incessantly and to some extent, apparently for the sheer joy of fighting the job before him. He was so good as a car checker that when a vacancy came on the freight desk in the same organization, Couzens got the promotion. He was so good on that desk that when Alex V. Malcomson, wealthy coal dealer, desired someone to look after his shipments of coal and to see that he would avoid demurrage charges and other difficulties, Couzens got the job.

Dramatic Relationship

A movie scenario might be built around the relationship of Couzens and Malcomson.

Couzens, determined, even bull-headed, obstinate, perhaps a bit cocky, energetic, ambitious, loyal, but not observant, at a moment Malcomson, canny, shrewd, a bit obstinate himself, but on the whole a fine character. The two made a team which was destined to go far.

Couzens was good at the job, good enough to talk up to Malcomson and make his demands and enforce them. He was good enough to throw his keys at Malcomson's head one day when Malcomson questioned a statement of fact. So good was he that Malcomson went after him to regain his keys.

Then, when Malcomson began to finance a young engineer, Henry Ford, who was wrecking about a proposal to Malcomson, building a motor car and who had failed twice in those ventures, Malcomson turned to Couzens for advice and direction. When John Dodge, who was building some engines for Malcomson and Ford, made a proposal to Malcomson, Couzens was good enough to blurt out that "we won't take that" and when Dodge asked what he had to say about it, Malcomson was quick to tell Dodge that what Couzens said went.

Watches Malcomson's Interest

Couzens went out with Ford to watch Malcomson's interest, because Malcomson was the financial angel of the company at that time. At the outset, Couzens protested any program which would take money out of the sound and

WE HEARD IT SAID BY—

Charles E. Lewis, village commissioner: "It's a near enough to the first of the year to remind dog-owners in Birmingham again that the village is now licensing dogs, and that county licenses should no longer be secured."

turn for her loan, one share of stock. From it she collected \$95,000 in dividends and sold the share for \$200,000.

Couzens held on to his Ford

Motor investment after many of the other early supporters had sold out for what they considered a huge profit. As a result, Senator Couzens can write his check for millions, while the others write in tens of thousands.

When A. Y. Malcomson disposed of stock, for which he paid \$7,000, for \$175,000, his friends praised him as a shrewd businessman. Couzens was urged to accept the same opportunity "to get out of the company while there was a chance."

(The final article follows in an early issue.)

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Positive Proof of FORD ECONOMY

City of Detroit purchases 137 new Ford cars
 Hundreds now in use prove low cost of operation

THESE 137 new Ford cars represent one of the largest deliveries ever made to a municipality at one time.

21 radio-equipped Ford scout cars were traded in on this purchase. They had been operated day and night for two years in heavy traffic and all kinds of weather.

Their individual records ranged from 78,434 miles to 143,723 miles with a grand total of 2,283,097 miles. The operating cost of the 21 cars was 2.284 cents a mile—less than 2 1/3 cents. This cost included all fuel, oil, tires, repairs and every other item except depreciation and insurance.

Of 577 Ford cars in Detroit City service, the 300 in the Police Department traveled a total of 6,591,937 miles during the past fiscal year, at an average cost of 2.9 cents a mile.

Many claims have been made on operating costs, but here in the carefully kept motor car records of the City of Detroit is positive proof of Ford economy.

In the paragraphs above, it is seen that 21 Ford scout cars averaged less than 2 1/3

cents a mile and 300 Ford cars in all branches of Detroit police work averaged 2.9 cents a mile!

Day and night, twenty-four hours a day, these Ford cars are in operation. Few branches of transportation demand such grueling service. The records show that low fuel and oil consumption is but one of the Ford's many economies. Ford materials, simplicity of design and accuracy in manufacturing provide unusual strength, stamina and freedom from replacements and repairs.

The individual car buyer as well as the purchasing department of a city or a business cannot afford to ignore the proved economy of the Ford car.

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