



JOHN D. ROCKEFELLER—
BARONESS
BERTHA VON
BOHLEN-
NEE KRUPP.

Maxims That Brought Success to the World's Richest Men.

THE ROTHSCHILDS—Be loyal to the faith of Mos s, remain united in the family, and mind your mother.

THE GUGGENHEIMS—Understand the situation thoroughly, and be square, even if you lose thereby.

WEYERHAEUSER—Thrift, observation, and unostentation.

ROCKEFELLER—Take out what you need to live on; leave the rest in the business. Let your wife wear her last year's bonnet.

KRUPP—No good steel without good iron.

YASUDA—Abstain from drink, leave out the geisha girls, and remember always to be thrifty.

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Independence party, in the Hungarian parliament, and, curiously enough, he has given the police of this country some trouble by being the direct cause of several minor disturbances in the Hungarian settlements. Some of Carolyi's countrymen agree with him and some do not, and when they meet it frequently takes several police and a couple of ambulances to clean up the muss.

"Rothschilids of the East."

In India and Persia Sassoon is still a name with which to conjure financial images. "The Rothschilds of the east" they have been called, oriental caliphs of credit and cash. The Sassoon fortune, however, which at one time was estimated to represent half a billion dollars, has been split up of recent years, especially at the death of Sir Edward Sassoon, who was a direct descendant of the famous Bagdad trader. His daughter Sibil, whose mother was a Rothschild, inherited a large part of it and later married the Earl of Rocksavage. The fortune, therefore, while still enormous, is now in many hands and no longer to be placed to the credit of any one man.

In listing the richest men in the world as they will be named in the future we naturally return to our own country and our own pet plutocrats. John Pierpont Morgan Jr. for instance, though he inherited only a part of the Morgan money, is distinctly a progressive, and there is no telling how many times he will turn his millions over.

'Tis said the first John Pierpont Morgan had one ambition: Not to be the richest but to be the most powerful man in the world. Dying, he left a property estimated at \$100,000,000, though the world thought of him as a billionaire. Young John Pierpont Morgan has begun his career by moving into the new banking house erected on the site of the old building, and what his new methods will bring his father's old firm remains to be seen. He bears a name that is still a power in London, Paris, and Berlin, and if he has an ambition to live up to it his possibilities are enormous.

Then there is young Vincent Astor, already turning the Astor millions to account in sane and conservative real estate speculation. And young John Nicholas Brown, who, though he is only 14 years old, starts life with a bank account of \$12,000,000. Already they call him "the richest boy in the world."

Two Powerful Semitic Families.

Which brings us abruptly to a consideration of the family of great wealth as opposed to the individual.

Wouldn't there be an intensely interesting and dramatic scene on the big financial stage of this little world if the boys who descended from that wise old Hebrew called Rothschild (because he was born in a house with a red shield on its front) and those who descended from another just such Hebrew called Guggenheim should meet on a financial field of battle?

And wouldn't the financial and commercial world shake on its foundations?

Suppose, for instance, the new California oil fields should draw all the boys together, fighting for supremacy there, say, over John D. Rockefeller and his Standard Oilers?

Then suppose that instead of fighting they should join forces. Two great semitic families, royal in their tendencies in that they have intermarried until there is little or no foreign blood in their veins; educated for centuries in the school of money scheming, commercialism, and banking! Suppose, too, that some of the Guggenheim Rebecas should marry some of the Rothschild Anshels, or



BARON HENRI
DE ROTHSCHILD



J.P.
MORGAN
JR.



LORD ROTHSCHILD



SIMON
GUGGENHEIM



VINCENT ASTOR

Sovereigns of the World's Money Bags



BARON HENRI
DE ROTHSCHILD



BARONESS HENRI
DE ROTHSCHILD AND CHILDREN



WILLIAM GUGGENHEIM



W.A. CLARK

of the new world; a banking business which makes a specialty of saving royal financial lives by pouring gold into state treasuries, wedded to the enormous wealth of the men who control the mining and smelting business that produces the gold itself!

Who knows?

It is said the Rothschilds last June engaged in the oil trade in an endeavor to break the monopoly of the Standard Oil company on the Pacific coast, backing the Waters-Pierce organization. And the Guggenheim interests have long since swarmed all about the Pacific coast, from Alaska to the extreme south.

What tremendous power! The promises of the Lord to Abraham come true. "For I have given you the land to possess it. And ye shall divide the land by lot for an inheritance among your families."

Here would be, with the Rothschilds and Guggenheims in combination, a fortune estimated at more than \$2,000,000,000 in Europe and increasing at the rate of about \$225,000 a day at 4 per cent—added to that powerful combination that rules the smelting business

the house with the device of a red shield upon it. A century of spectacular years which has brought about a yearly income of \$80,000,000 to them—more than the whole capital amassed by the original Vanderbilt.

The system carried on during these years has been marvelously perfect. When the elder Rothschild died he had established his sons in the five centers of the financial world. Anselm in Frankfurt, James in Paris, Solomon in Vienna, Carl in Naples, and Nathan in London. When the elder Guggenheim died he had established his sons in the financial centers of the new world—Wall street, New Jersey, Colorado, Alaska, and Mexico.

"Why get one profit when you can get three?" seemed to be the slogan of both families.

The Rothschilds, in their early days, bought raw material, spun it, dyed it, and manufactured it, trebling the investment.

The Guggenheims got a mine accidentally, on a debt, looked it over, asked a million questions about it, and decided that if they owned the hole in the ground they should also own the smelter to get the second profit out of the gold and establish exploration companies to go farther and discover other holes.

Politically the Guggenheims have been represented in the United States senate by Simon, who retired last October; the Rothschilds by Lord R. (Nathaniel), the first avowed Jew to enter the house of lords.

Of course the younger western family has neither the capital nor prestige of the older one. The Rothschild wealth has been estimated at \$2,000,000,000, while the Guggenheims have so far rounded up no more than \$300,000,000 or \$400,000,000. Still a dazzling spectacle surely would be presented were the allied branches of the two houses to present a gigantic family trust safely entrenched behind the colossal wealth that spells unlimited power.

But of rich men there is no end. They who started with nothing and have accumulated millions are almost as numerous as the members of the I. W. W., who hate them. In writing of rich men, however, I find that as soon as you discover one who is worth less than \$50,000,000 you promptly lose interest in him. In our millionaire set he is only a piker. Yet there is romance of a fascinating sort in the story of every one of them, particularly of those who, like Astor, Guggenheim, Weyerhaeuser, and several others, came up the channel of New York harbor in the boats that brought them to this country and gazed upon the twinkling lights of the city with awe and fear, mixed with the ambition instilled by an introduction to a new country and new opportunities.

Why Coffee Is High.

There are also a number of "shoestring millionaires" of picturesque careers. One a man of whom you probably have heard but little, named Herman Sielcken. As a boy Herman started working in Costa Rica, but he was very young when he came to America by way of California. His first job in New York was in the crockery and glassware business. Afterward he became a coffee buyer for W. H. Crossman & Co., and because he had learned to talk Spanish in Costa Rica he soon became of much value to the firm, particularly in handling the Brazil importations. This is what gave him his first firm foothold on the ladder. Learning that Brazil was in a bad way, and having figured out a valorization plan by which the government could buy all the coffee produced in Brazil and thus regulate its production, he submitted his scheme to the authorities, putting himself, of course, in on the deal. He saved the country, and you and I and all the other millions of coffee drinkers have been paying our bit of the debt ever since. Meanwhile the Sielcken fortune has grown huge. At Mariabolden, where he lives, he has rose and orchid gardens famous the world over.

Another immensely rich man is Patrick Cudahy, who was wise enough to take his father's advice and "stick to pigs." As a result there are slaughtered in one Cudahy plant alone 1,000,000 hogs a year, and the business amounts to \$15,000,000.

Another spectacular fortune is that built up by Julius Webber, who started as an egg boy in the Astor house, and now has a national bank accumulation acquired in the delicatessen importing business.

The Woolworth fortune, though most of it has been put back into the business, if reduced to its foundation of dimes and nickels would probably reach a height sufficient to cover the 750 foot tower of the Woolworth building itself.

But there is no space for a full list of them. And, as said, any millionaire with less than \$50,000,000 is really out of our class.

The romantic lives of the Rothschilds and the Guggenheims, the two richest families in the world, are strangely similar. In each instance the first representative of the family to start the fortune called together his sons. Five there were of the Rothschilds, seven of the Guggenheims. In each case the fable spun by Aesop concerning the bundle of sticks which cannot be broken if held together, but so easily destroyed each by itself, was told in the fashion of the man who told it.

Both urged loyalty to the faith of Moses and commanded their boys to obey their mother in all things and remain united in the family by intermarriage—"and you will be rich among the richest—the world will belong to you." There have been no defections from the house of Rothschild; but one from the house of Guggenheim. And large portions of the world do belong to them.

First in Prestige and Power.

No other families on earth approach these two in prestige or power. Yet it is just a little over a hundred years ago that Mayer Anselm Rothschild lay dying in the garbled house in the ghetto of Frankfurt-on-Main—