

"The Million Dollar Mystery," by Harold MacGrath will be found on pages four and five.

The Chicago Sunday Tribune.

PART FIVE.

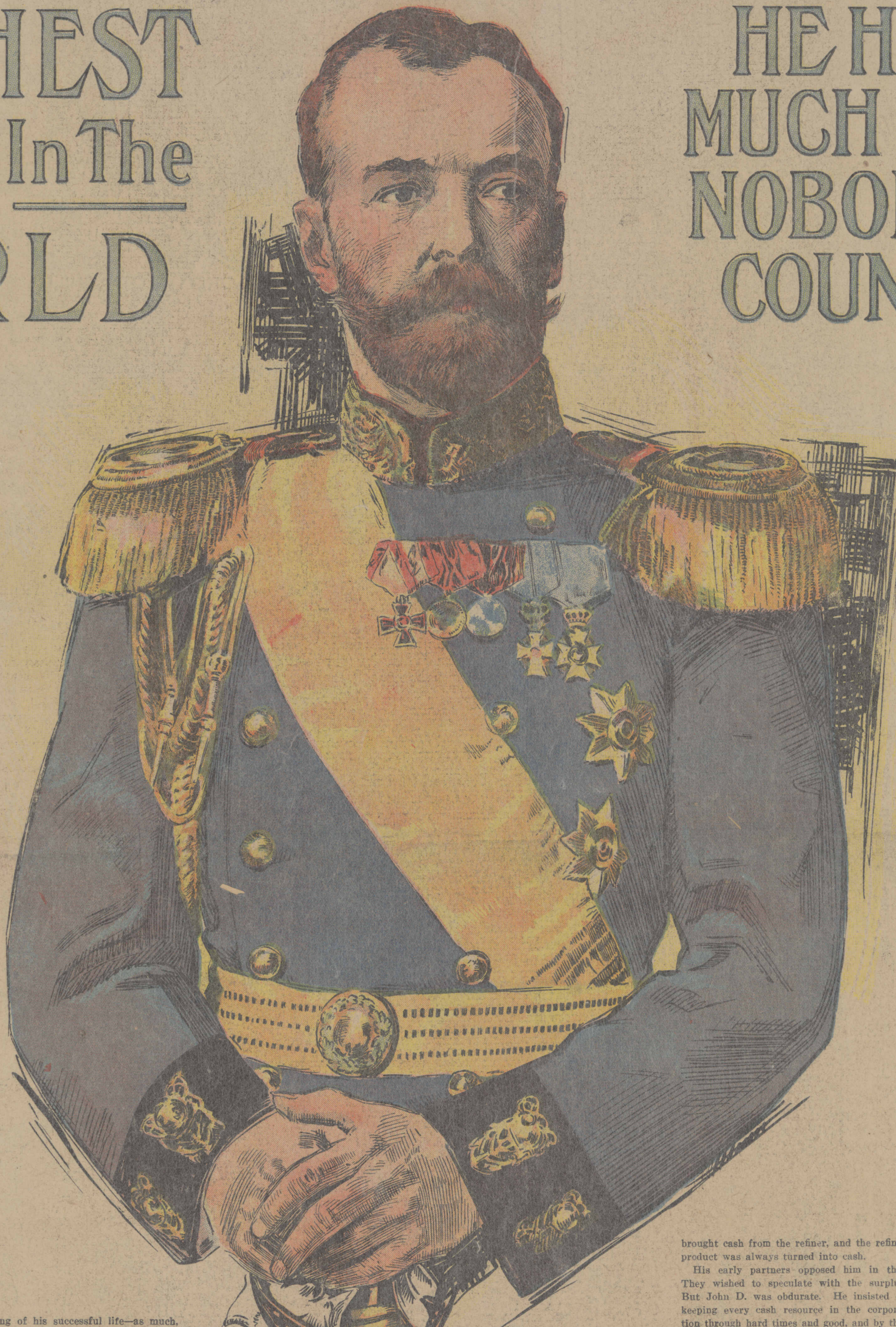
THE WORLD'S GREATEST NEWSPAPER

COLOR SECTION.

JULY 19, 1914

The RICHEST MAN In The WORLD

HE HAS SO MUCH MONEY NOBODY CAN COUNT IT!



NICHOLAS · II
CZAR OF RUSSIA

The Richest Men in the World.

Czar of Russia.....	\$1?? ??? ???
<small>(Write in your own figures. It is unestimated and unlimited.)</small>	
William A. Clark of Montana.....	500,000,000
<small>(Half of it still in the ground, but all blocked out.)</small>	
John D. Rockefeller of New York.....	250,000,000
Frau von Bohlen-Hallac (Bertha Krupp), Germany.....	60,000,000
Count Mihaly von Carolyi of Hungary.....	50,000,000
Zenjiro Yasuda of Japan.....	50,000,000

The Richest Families in the World.

House of Rothschild.....	\$2,000,000,000
House of Guggenheim.....	400,000,000

Note.—Mr. Mantle makes the startling statement that John D. Rockefeller is worth \$250,000,000. This may or may not be correct. The Rockefeller fortune is usually estimated at from two to five times that amount.

By BURNS MANTLE.

WHEN John Pierpont Morgan died that section of the world's press which glories in its misinformation announced with the customary flaring headlines that the richest man in the world had passed on.

When Frederick Weyerhaeuser, the "lumber king," gave up his fight with pneumonia in Pasadena, Cal., the same newspapers repeated practically the same ominous but triumphant statement. Again the richest man in the world was dead.

If you search the files of some years back you will find the same set phrase used to record the passing of Jay Gould, and the first John Jacob Astor, Cornelius Vanderbilt, and Russell Sage. In fact, every man who becomes conspicuous as a man of great wealth is usually spoken of as being the richest man in the world at the time of his death. It is a high sounding phrase, and breeds an immediate interest.

Yet Morgan was not the richest man in the world. Nor was Weyerhaeuser. Neither is John D. Rockefeller, nor any one of the Rothschilds or Guggenheims, nor Senator Clark of Montana.

Well, speaking broadly and by the book, he lives in Russia, being the well known czar of that famous country.

As the "Little Father" of 129,000,000 people, Nicholas II. can write his check for an unheard of sum of money, and though he might have some little difficulty in having it O. K.'d by the council of the empire, it would be a perfectly good check for all that, backed by the greatest, most extensive, most wonderful list of securities held by any one family or any one individual in the whole world.

This list includes 34 per cent of all the land in Russia, valued at so prodigious a figure as to be beyond the computing even of financiers. Iron mines, platinum mines, copper and gold mines are scattered over it. Vast acres of timber come within its boundaries, and thousands of acres of tillable farm land. Add to this domain all the state buildings, all the state jewels, all the state treasury funds, for everything of value that belongs to Russia belongs technically to the czar himself. It can neither be sold or traded without his signature and consent. And while the valuation is mythical, no account having ever been taken of it in any budget, no person or power has ever come in contact in any way with the life of the czar without feeling the overpowering influence of his great wealth.

Nicholas II., therefore, sad and unhappy, fearful from day to day that intrigue or conspiracy may at any moment end his life, filled with anxiety over the heart breaking sight of an invalid and crippled son, is the richest man in the world. And yet how many men, think you—men whose reasoning faculties remain unimpaired, at least—would change places with him?

Lumber King Owned an Empire.

Of the others—Rockefeller, Clark, Morgan, etc.—to whom shall we give the palm? Frederick Weyerhaeuser was a very rich man. Those who claim to be conservative place the fortune he left at \$300,000,000. In tabulated cash and securities it may fall short of this sum, but it could as readily be expanded another million or so by any one with any sort of imagination. "Thrift, observation, unostentation" were this man's favorite words of counsel, and, combining them as a maxim, they had much to do with

the shaping of his successful life—as much, at least, as maxims ever have to do with the shaping of a career that largely shapes itself.

Weyerhaeuser did not come to America until he was 18 years old, and his first stop after he got here was in Erie county, Pa. He had no time to think of maxims there. He was too busy earning his board and \$4 a month in real money. When he moved out into the country and became a farmer at \$13 a month he may have gotten as far as a belief in "thrift," and the fact that he soon afterward left Pennsylvania for Illinois and became a fireman in a sawmill in Cool valley indicates that he had added "observation" to his expanding vocabulary as well as his rule of life.

His homely German belief in "unostentation" came later, after he had formed the Weyerhaeuser lumber syndicate. It was the keenness of his observation that led him to see the profits the middlemen were taking out of the lumber business, and it was his determination to cut out the middlemen and to concentrate the lumber trade so that from the time the timber left the virgin forest until it was delivered to the artisans, to be made into various articles of domestic use, the profits would come directly to the Weyerhaeuser concern.

How much timber land he finally did own he never would say, and even his intimates could do no more than guess. It has been conservatively estimated that at one time he owned all that part of the states of Washington, Oregon, Wisconsin, and Minnesota not reserved by your Uncle Samuel. He held 50,000 square miles, or 32,000,000 acres, in

Washington alone, and when he began to work south through California his operations were so bold that his competitors gasped until they nearly choked.

Frederick Weyerhaeuser, with his \$300,000,000, was not hedged in by official checkers, as is the Czar of Russia, but the soundness of his German training acted as quite as potent an influence in his handling of his fortune. His life was marked by such simplicity that he seldom figured in press stories of any character. He started his boys in the lumber business, but each of them in a small way, with instructions to work out his own commercial destiny, and his daughters he insisted should learn to keep house in the good old German way. "Thrift, observation, unostentation." It was a maxim that served Frederick Weyerhaeuser well.

John D. Preferred the Cash.

"The richest man in the world." How many hundreds of times that honor has been thrust upon John D. Rockefeller

even I am loath to estimate, and I am a fairly good estimator, too. Pictures of this most interesting of the multimillionaires playing golf have been captioned with the money title. Pictures of him in his office, or on the street, or on a train, or in a hotel lobby, or going to church are usually made more interesting by some reference to facts indicating that, although he may look human and act human, he really is very, very rich, and therefore different.

Yet just how much his wealth amounts to in dollars and cents no man can say. Probably for him \$10,000,000 a year, or \$19 a minute, is a conservative little allowance, and his financial brothers would unhesitatingly put his individual holdings at \$250,000,000, even after taking out his most recent bequest of \$750,000 to Wellesley college.

We speak now of Mr. Rockefeller's individual fortune and not of the billion dollar Standard Oil corporation, of which he was the creator and of which he continues to be the dominant spirit. As an accumulator of wealth John D. differed from many of his contemporaries. Cash, they tell me, meant more to him than the best securities. He liked to see it. He liked to know it was where he could put his long, thin hands on it. He made oil refining a cash business. The crude oil he sold

brought cash from the refiner, and the refined product was always turned into cash.

His early partners opposed him in this. They wished to speculate with the surplus. But John D. was obdurate. He insisted on keeping every cash resource in the corporation through hard times and good, and by this policy he rapidly constructed the most gigantic accumulation of cash this country has known. Which in turn gave him a tremendous power over his rivals.

"Take out what you need to live on and leave the rest in the business. Let your wife wear last year's bonnet."

That was his plain, old fashioned New England policy. And any man who will stick close to it, whether his business be selling cigars or gold mines, will be forced to realize its advantages by the growth of his balance in the bank—though his wife may hate him.

No one of "the richest men in the world" is better known to the public at large than this early giant of the oil fields. We, the public, have been given inside information as to his indigestion, his baldness, his toupee, his philanthropies, his interest in Chicago university, the work of his Rockefeller foundation, and all the rest that he has done or contemplates doing.

We even have been told how he eats, sleeps, drinks, drives, walks; how he buys sheep to save the cost of lawn mowers, and how he sends wagon loads of daisies to the Tarrytown church near his home. But we don't know just how much he is worth or what he'll do with it when he's through.

Clark High in the List.

"The richest man in the world." Sometimes, when none of the others is figuring in the news of the day, we attach the title to former Senator William A. Clark of Montana. And if we were to reckon in futures, if we were to take account of the wealth a man

has in sight, then we should place Senator Clark high up in the list—possibly just under the czar of Russia himself—because there is now blocked out in the United Verde Copper mines, of which he is the owner, \$500,000,000 worth of ore. Think of that as a tidy lifetime allowance! Evidently the senator himself is more or less ashamed of it. He has purposely limited the output of this mine to \$1,000,000 a month. Which, all things considered, is quite enough of an income for a modest westerner to live on comfortably, even in a Fifth avenue palace in New York.

"The richest man in the world," so far as Germany is concerned, is a woman—Frau von Bohlen-Hallac, variously called "the queen of Essen," "Our Lady of the Cannon," and other romantic titles, but known to you and me and to the world at large as Bertha Krupp, granddaughter of Frederick Albert Krupp, who years ago owned an insignificant little forge in Essen, and daughter of Alfred Krupp, who inherited the forge and who, in 1848, melted the family plate to pay his workmen.

When Bertha Krupp was 18 years old she inherited the greatest gun foundry in the world and a fortune estimated at \$60,000,000. Which is the second time that the Krupp business has been in the hands of a woman. It came first to Bertha's grandmother when the first Alfred died and when Bertha's father was only 14 years old.

There is something wholesomely simple in the career of this millionairess. As a little girl she played with all the other little girls in her block on the front doorsteps of Essen. Now, although she is called the city's queen and there are 150,000 people in Essen, most of whom are dependent upon the business she controls for their living, she is still a woman of simple tastes and simple ways.

The only discordant note in her life was struck last year when it was charged in the German reichstag that some wily member of the Krupp firm had been supplying French newspapers with material for war scare articles to induce the German government to buy more armament, but we refuse to believe Frau Bertha had anything to do with it.

The Krupp field gun is the basis for mobile artillery in Germany, Austria-Hungary, Italy, Russia, and Turkey. In the late Japanese war with Russia Krupp gun answered Krupp gun from Port Arthur and the siege batteries of Nippon.

They called Alfred Krupp the "German Morgan," but it is to be hoped that no one will ever refer to Bertha Krupp as the "German Hetty Green." She is credited in the income tax reports of Germany with having an income of approximately \$5,000,000 a year, and one of the fine things that should not be overlooked in any reference to the family is that at a certain anniversary celebration the Krupps distributed \$3,500,000 to their workmen as a tribute of the firm's respect for and appreciation of the men who had helped the business grow.

Jap Has Fifty Millions.

"The richest man in the world" in Japan is Zenjiro Yasuda. Yasuda, it is said, can raise upon a day's notice, and with less noise than that made by his sandaled feet, \$50,000,000—which, we should estimate offhand, would be a couple of cartloads of yens. You will find it extremely difficult to convince a Japanese that there is any more money than that in the world.

Yasuda was a gardener's boy until he grew ambitious. Then he hustled a position at 1 cent a day copying books. It is told of him that he stuck to this job not because of the salary but because the copying he was doing was giving him a free education, so that when he pushed on, after seven years of it, he was equipped for the fight. For another seven years he was an apprentice in a toy shop, again working hard and saving his yen. Then he went into the grocery business for himself. From the results we surmise that he carried a delicatessen side line, for with his profits he not only became a money lender and a banker in a small way but is now making the financial and commercial history of Japan.

Consider the practical nature of Yasuda's advice to young Japanese gentlemen starting out in life: "To abstain from drinking, to leave out geisha girls, and to remember always to be thrifty."

If you were to step into a hotel lobby in Budapest and ask the clerk whom he considered "the richest man in the world" he would probably tell you, with a patronizing smile for your ignorance, that his name is Count Mihaly von Carolyi. Though Carolyi is not a marvel as a money getter, he also has accumulated a neat bundle of \$50,000,000. And it has not made him either arrogant or proud. He is a leader of the opposition, or

(Continued on following page.)