

(Special Correspondence of the Deseret News by Frank G. Carpenter.)

THE FIVE ROTHSCHILDS.

However this may be, old Mayer Am-

However this may be, old Mayer Am-sel did not let the money lie idle. He was a shrewd investor and he put it so that it bred faster than Australian rabbits. He already had an excellent knowledge of the leading financial in-stitutions of Europe. At the age of thirteen it is said he knew every busi-ness man in Frankfort and just what he was worth. Now he was older and had had much experience in banking. He invested the money so safely that he was able to return it intact when it was called for and this so pleased his imperial creditor that he became his banker thereafter. He made millions

Imperial creditor that he became his banker thereafter. He made millions and was able to start his five sons in an international banking business. The eldest, Anslem, was kept at Frankfort to succeed him. The second, Sciomon, went to Vienna and establish-ed a bank there which is still one of the strongest of the world. Nathan Mayer came to England and openeC a head; at Manchester which he after-

bank at Manchester, which he after-wards removed to London. The fourth son, Charles, founded a house at Na-ples and the fifth established one at

ples and the fifth established one at Paris. All of these banks worked to-gether. The children of the different sons intermarried and the fortune has as far as possible been kept intact. The descendants of each son have their own property, but as far as financial investments are concerned any one can

Today the English branch is perhaps

the most important, the Naples and the Frankfort houses having been discon-tinued. This was founded by Nathan Mayer Rothschild, who was a cloth

merchant in Frankfort a part of his life. Much of his cloth was brought from England, and the trade in certain patterns was controlled by one man

DAY.

rely upon the other to help him. THE ENGLISH ROTHSCHILDS.

(Copyright, 1903, by Frank G. Carpen- | contents were chiefly gold coin they were not injured thereby. ter.)

rankfort on the Main .--- The Rothschilds have closed their Frankfort bank and removed its business to Paris. The head of the Paris branch was here not long ago. He said he saw no reason for banking on sen-

timent, and that the Frankfort business could be done by the Rothschild agents in Berlin and by their houses at Paris and London. This means the breaking up of the establishment upon which the great Rothschild fortune was founded, a fortune which is supposed to amount to more than one billion dollars.

THE FIRST ROTHSCHILD BANK. I rode down this morning to the Jew quarter, where the original Rothschild began business along about the time of our war of independence. It is num-bered 148 Jew alley. It is a lean build-ing of four stories and an attic, pictur-esque to an extreme. Its windows are of small panes set in black sushes, and its four front doors are the same as when the leading bankers of the past came here to borrow money. It is came here to borrow money. It is situated in the Jewish quarter, and sur-rounded by buildings as old as itself. There are many old clothes men near-by, and Jewish children swarm the street. I am told that the house still belongs to the Rothschilds, and that it will stay in the family.

AMERICA AND THE ROTHSCHILDS FORTUNE.

It is not generally known that the United States had much to do with the Rothschild fortune. We have sold the family tens of millions of dollars' worth family tens of millions of dollars' worth of our bonds, and its different branches have enormous interests in industrial America. They took fifteen million dollars' worth of bonds when Cleveland was president, and I venture to say they still own some of our best rail-road stocks. They have interests in our copper mines and gold mines, and also in our leading industrials. Such investments have been made during recent years. The beginning was more than a century ago. When George

during recent years. The beginning was more than a century ago. When George III fought against us in the war of independence he employed about 17,000 Hessians, and for their services he paid one of the little German monarchs the enormous sum of twelve million dollars. This was William IV, Landgrave of Hesse, one of the thriftiest rulers of his time.

too made six minion donars in one day out of advance news of Napoleon's de-feat. He sat on his horse and watched the battle, and as soon as he saw that Napoleon was defeated he rode post haste for the English channel. He had relays of horses and galloped night and day. He paid \$400 to a boatman to car-w bin access to England and then he time. This money was still in hand when Napoleon began his victorious marches over Europe, and in order to prevent its capture and consequent loss William IV gave it over to the care of Mayer Amsel Rothschild. As the story goes, the money was brought in a carriage one night to his old house and handed over. The loan was kept secret, and it was seven years before it was re-

Stories of Great Bankers-Nathan Rothschild's Speculations-His Advice as to Fortune-Making -Government Loans Amounting to Billions-A Visit to a Great German Dye Factory, Which Builds Houses For Its Workingmen and Gives Them Free Soup.

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F Photographed for the "News" by Frank G. Carpenter.

THE BOURSE, THE STOCK EXCHANGE OF FRANKFORT

patterns was controlled by one man who had crusty business methods, and who for some reason or other refused to deal with young Rothschild. The re-sult was that Rothschild went to Man-chester to buy goods. He at once saw the opportunities for money making there and stayed and opened a bank. The bank paid. He moved it to Lon-don and did better and at the end of five years was worth a million dollars. principles of business success. He be-lieved, like Andrew Carnegie, in put-ting your eggs into a single basket and watching the basket. At one of his din-ners a guest said to him that he hoped the Rothschild children would not be the rothschildren would not be the rothschild children would not be the rothschildren would noth SIX MILLION DOLLARS IN ONE watching the basket. At one of his din-ners a guest said to him that he hoped the Rothschild children would not be fond of money and business to the ex-He then went into speculation on a broad scale. He bought and sold stocks, and at the time of the battle of Water-loo made six million dollars in one day with success.

clusion of more important things. Said

Beecher's actions in making | minster or two every year to aid diges. |

my way best. "'(Signed)

Rothschild: "I want them to give mind and soul, heart and body, everything to business, and I think this is the only way in which they can be happy. I believe in stick-ing to one business. If you have a brewery, stick to it, and you will soon took the horses and galloped on to Lon-over. The loan was kept secret, and it was seven years before it was re-paid, with interest at the then low rate of 2 per cent per annum. It is said that Rothschild kept his it could be lowered and raised like a dumb waiter, but so that when dropped there was no sign of its absence. Ac-

HAVE LOANED BILLIONS.

The Rothschilds have lions in the shape of loans andled milor the great countries of the world. en government bonds by peddled them out by the have placed more than lars' worth of securities for

et. I never side ceptal. The United tRates is in the sounds the banking business, and she can easily send or bring money across the water. The Rothschilds are still pow-erful, but their power is on the wane.

FRANKFORT-ON-THE-MAIN.

Frankfort has long been noted as a financial center. It has more banks in proportion to its population than any y have tak-bushel and school for the bankers of the world. bleee. They billion dol-Great Brit-indeed, it is said that if you find a Ger-

agne and a Roman military station | out to the factory. It consists of about insteen centuries ago. In the middle

ninetcen centuries ago. In the middle ages it was a great fair town, and it was then that it probably fell into the banking habit which has paid so well. Our national capital is interested in its new union railroad station which is to cast millions. Frankfort is only a financhi capital, but it has already a railroad station which cost \$\$.500,000. It has a new postoffice, new theaters, a new stock exchange and a large num-ber of new hotels. Its finest streets, the Zell and the Käiser-strasse, compare favorably with those of Berlin and Co-logne, and it is noted for its parks and public gardens. public gardens,

THE AMERICAN INVASION.

On account of its waith and busi-ness connections F: Afort forms a good headquarters for the American in-vasion. Many kinds of our goods are sold. The Deering Harvester company as an office on Kalser-strasse, and the

McCormicka have also their agents here. American typewriters, sowing machines and desks are found in dif-ferent parts of the city, and there is one arge store which sells only American

During my stay I have called at the offices of the Leopold Cassella & Co, dye works, which are among the largest of the world, and had a chat with its manager. While there I was taken manager. While there I was taken through the counting room, containing bundreds of clerks. In each room were desks from Grand Bapids, and attached to each desk by a binged shelf so that it could be shoved aside when not wani-ed was a well-known American type-writer. The classification of the cor-respondence was in the file cases from Cincinnati, and the marager as he showed them to me said he could not see how they had ever been able to do business without the American file sysbusiness without the American file sys-tem. Said he:

"You Yankees are wonderful. You "You Yankees are wonderful. You systematize things so that one man can do the work of three. We formerly kept out letters in copy books and spent hours in looking up one series of corre-spondence. Now the original letters and the copies of our answers are filed up to there is no one of these same away together in one of these cases, and we can fine the whole thing at

HOW THE GERMANS MAKE DYES.

It was through this man that I was able to go through one of the great dye factories of Germany. Leopold Cassells & Co. have a big dye establishmen within a few miles of Frankfort. Thei factories cover many acres and they employ in the neighborhood of 2,000 hands. The firm is well known in the United States. It has a house in New York, another in Lyons, one in Russia

ind a fourth at Bombay. and a fourth at Bombay. Until within a few years ago the chief dyes of the world came from Eng-land. Then the Germans learned the secret of their manufacture and im-proved upon it. They sent out ravel-ers all over the world, and adapted their goods to the needs of different lo-calities. They new uprecideally mononcalities. They now practically monop-olize the trade, and you find German dyes everywhere, in Asia, South Amer-ica, North America and Australia. The Chinese will take none but German col-ors, at least I was told so during my last visit to that country, and it is

20 acres of enormous buildings, with high smokestacks above them. Everything s dirty and smoky, and I might also say smelly, for as you approach the es-tablishment the air is laden with odors. The streets between the buildings are filled with tubs and hogsheads of curl-ous compounds, and everywhere you RD

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look you see some new process going on with sooty-faced, or rather dye-faced, men watching it. Here the men are lifting great barrels of liquid and pour-ing it into vats half filled with other liquid, which is being so stirred by ma-chinery that it see thes and bubbles like inquid, which is being so stirred by ma-chinery that it seethes and bubbles like a witch's caldron. As the new stuff flows in the color changes. It becomes a light yellow, a brilliant scarlet, or perhaps an ultra-marine blue. The menknow just how much is needed, and also that if there is too much or too little the whole caldron of dye may be

THE CHEMICAL LABORATORIES.

As I went through these works I learned that dyemaking is an exact science. Everything is the outcome of experiments, and the work is based on chemical assays and chemical combin-ations. There are about 80 chemists emplayed in the laboratories. They test the materials used, and experiment on new combinations. When a man dis-covers anything it is at once reported to the discovers anything it is at once reported to the firm and patented, and according to the contract all such discoveries be-long to the firm. Consul General Guenthen tells me that new patents are ap-plied for almost every week, and I understand that these people have a mon-opoly of some branches of the business, These chemists go to all parts of the world to study the dyes used there, They analyze the native dyes and imi-tate them.

Not only the Cassella firm, but all German firms are very particular as to their contracts with employes. The laws here are largely in favor of the employer, and a clerk has little opportunity to go into an establishment to learn the business and start an opposition business of his own. Every con-tract provides that the employe shall not here himself to firms engaged in the same business for a certain num-ber of years after he has left, and that he shall not establish a competitive ranch

Such contracts are made with most employes and business secrets are care. fully protected.

HOUSES FOR WORKINGMEN.

In this factory I found the same de-sire to better the condition of the workingmen that exists at the Krupp works and at the other German estab-lishments I have visited. The Cassel-las have built houses for the best of their workingmen. They have factory kitchens at which meals are furnished at just about cost and they have show. at just about cost, and they have show-er baths, where their men can have a hot or cold douche when the day's work is over.

I was at the factory at noon, when the soup was served. It was taken from caldrons, each holding hundreds of gallons, being ladied into bowls and buck-ets. I asked as to the prices, and was told that a man could have a bowl of soup with meat and vegetables once a

er men who ment bonds, and there is plenty of out-et. I never side capital. The United (Sates is in dec sounds) the banking business, and she can eas-

there was no sign of its absence. Ac-cording to one report, when the safe was dropped to its lowest point it was hidden in a well of water, and as the

HOW TO GET RICH. This Nathan Rothschild had several
Again he said: "I make it a principle of ways that were not known a half century ago. Her savings bank systems wallow up vast amounts of govern- important point at the time of Charle- Bassler, one of the Cassella employes.

Europe can now raise money in a score

much the same with the East Indians and other peoples of the orient. day at the rate of 25 cents per week. The wages here received for common A GREAT DYE FACTORY.

workmen range from \$2.50 to \$5 per week. There is plenty of labor and the

factory is not troubled with strikes. FRANK G. CARPENTER.



last Saturday, to the Every Month Publishing company for \$6,000 cash, exclusive of outstanding accounts. Creditors will receive about 25 cents on the dollar and the scholarships will be continued

by the purchasers. So passes to the journalistic boneyard the paper that made millions for its founder and which became a wreck with his death. A poor irish boy with only \$5 in his pocket, Robert Bonner, landed in New York and commenced his newspaper career on the Hartford Courant at Hartford, Conn., from whence he drift-

career on the Hardord Counant at Hartford, Conn., from whence he drift-ed to New York. In an interview with Frank G. Carpenter some six years ago he told the story of how he came to start the Ledger. "The New York Ledger." said Mr. Bonner, "was in 1850 a little financial sheet known as the Merchants' Ledger. At this time I was working in the printing office. We had an advertising solicitor who liked the way in wh ch I displayed his advertisements. He left the paper a little later on and because connected with the Merchants' Ledger. He told the proprietor ne could get a great many more advertisements if fi connected with the Merchants Leager. He told the proprietor ne could get a great many more advertisements if I were to set them up, and it was in this way that I got an offer of a better salway that I got an offer of a better sal-ary from the Merchants' Ledger. I took it. It was a small sheet, devoted to mercantile affairs, and it had less than 3,000 circulation. Soon after I became employed upon it the proprietor wanted to sell, and I bought him out. I ran the paner for a short films as a mercanthe paper for a short time as a mercan paper, and gradually turned it into a family

'One-day I decided that if it had the best reading matter a paper of that class could have it would get a very large circulation, and I concluded to get it. I began at once to get the best of contributors, and among others, se-cured Miss Fanny Fern. Miss Fanny Fern was the most popular woman writer of that time; but she had never written for the newspapers. A book of hers had just had a circulation of something like 5,000 copies, and I think she rather looked down upon newspaper work. I first offered her \$25 a column for a story. She refused it. I wrote her again and made the offer \$50 a column. This she also declined, when the return mail brought her another offer from me of \$75 a column. Upon this she said to a friend: 'I like the spirit of that man Bonner, and I wish you would go down and see him.' Her friend came, and we eventually

"I then proposed to give her \$100 a column, but said I did not want the story to run over 10 columns. She re-plied that she would write the story for \$1,000 provided I would take it whether t ran pine columns or ti columns as it ran nine columns or 11 columns, as she could not tell just how much it would run out. I agreed to this, and the story was published. The circum-stances of the engagement were told, and nearly every newspaper in the country published my extravagance in paying \$100 a column for a story. I got \$50,000 worth of advertising out of the arrangement, and the people began to

TE Ledger Monthly was sold, | ask for the Ledger. Before this I had | Mr. had trouble in getting the news stands to take the Ledger. After this they money in that way. I wrote an edi-toral on the subject, which was rather were glad to get it." Speaking of the Rev. Henry Ward facetious, and sent the proof of it to Mr. Beecher, suggesting that if he thought well of it that he might give Beecher's connection with the paper, Mr. Bonner said that he became acquainted with him through a poem of

the case with the articles of Harriett Beecher Stowe. It was during the years just preceding the war. We had

then a large criculation in the south, and the name of Mr. Beecher as one of

the contributors would have lost us thousands of subscribers."

thousands of subscribers." "Was not \$30,000 a great deal to pay for a novel?" "Yes." replied Mr. Bonner, "It was. But I think the venture was a good husiness investment. The way I came to pay just this amount was rather curlous. I had made an arrangement with Edward Evereti to write a series of articles for the Ledger. Mr. Everett was at that time the leading statesman of the country along certain lines. He was anxious that Mt. Vernon should be bought and preserved, and he was giv-ing lectures over the country for the

bought and preserved, and he was giv-ing lectures over the country for the purpose of raising money for what was called the 'Mt. Vernon fund.' I propos-ed to him that I would give \$10,000 to the fund if he would write a series of articles for the Ledger. He accepted it. His articles were widely read, and the Ledger again was the most talked of maper in the country. I afterward paid him \$14,000 additional for other articles. This was some time before I asked Mr. Beecher to write a novel. When I did

Beecher to write a novel. When I did write I first offered to pay him \$24.-000 for the story, or as much as I had paid Mr. Everett for his writings. Later on I increased the amount to \$30,000.

"Here is what he answered in reply to my first proposition:

"'Plymouth Rock at a Council. "'Dear Mr. Bonner: "'I am almost dumb after reading your proposition and must clear my head before I say a word. "''(Sirmed)

'HENRY WARD BEECHER.'

" '(Signed)

me a recommendation whereby I could get a place on the London Punch. Within an hour after my boy had left one of his lady friends. "He sent me the manuscript, stating the office he came back with the followthat if I used it a check would be very acceptable to the lady. I wrote back at once that I had plenty of poetry, but that I wanted himself. I told him that ing note: that I wanted himself. I told him that if he would give me from a half to three-quarters of a column a week that I would pay him \$2,000 a year. I sent a check for \$2,000 with the letter as the advance salary for the first year. He accepted it, and from that time until his death he wrote for the Ledger. He more adjusted object. Monore that

" "To the London Punch: " 'Robert Bonner desires an engage-"My Dear Mr. Bonner: "'I think you like to gobble up a ment on your paper. It gives me pleas-

PRESIDENT ROOSEVELT'S WILD RIDE.

he had written this recommendation:

tion, just as hens swallow gravel stones. You have swallowed me in one way, and Mr. Seeley in another, I like 'HENRY WARD BEECHER.' "Then on the other side of the sheet

ure to testify to his good character. No ! other one man has made me laugh so much. Just to look at him would make one feel good natured, and therefore I suggest that his picture be published. Should he begin contributing to the Punch he would in less than two years wn and edit it, but otherwise he may be trusted

'(Signed) "HENRY WARD BEECHER.'

the two hours was taken up in the boy's going from my office to Mr. Beecher's house and back, and Mr. would not use any, and repeated one Beecher must have dashed the letter off within five minutes. He was very quick, and was always full of ideas." "What kind of a man was Edward Everett?" I asked.

"He was a much misunderstood man." replied Mr. Bonner. "You re-member what Wendell Phillips once said of him. It was when Mr. Everett was in the senate. Said Mr. Phillips: 'I am speaking of the senator from Massachusetts, not that polished icle, Edward Everrett, but that poinshed icle, Edward Everrett, but that hu-man gentleman, Charles Sumner," When Everett was our minister to England, Queen Victoria is said to have remarked that he was the only Ameri-can gentleman she had ever met. Mr. Everett was more than a pollshed iclede Everett was more than a polished leicle, He was not a mere inteleletuality, but he was a man of great soul. His let-ters to me were full of feeling. He seldom slighted anyone. He was a high-minded conscientious, patriotic, Christian gentleman."

"Was he a good writer?" I asked. "Yes." replied Mr. Bonner. "He was the first choiar of the land, and still the heat choiar of the land, and still he was very careful of his work. He made no mistakes in punctuation, and some of his articles he wrote and re-wrote before he sent them to me. He was glad to get suggestions, and some-times asked my advice as to the publi-cation of certain paragraphs." cation of certain paragraphs."

vertising matters, and I asked Mr. Bouner to tell me the secret of his success in advertising. He replied:

not studying the advantages of differ-ent advertising features. When I was a boy the New York Herald was very much cliticised by the other newspap-era of the country. I saw that the more the Herald was talked about the more the Herald was talked about the more the people bought it, and when I took the Ledger I saw that I must get the paper talked about. I must not only have a good paper, but the people must know it. I would not norrow, but I spent all my surplus in advertising One time I spent \$2,000 for a single ad-vertisement in the New York Herald: at another I offered the New York Tribune \$3,000 for one insertion in the daily, weekly and tri-weekly. I paid during one week \$27,000 for advertising, and in one year \$150,000.

I was going crazy. At one time I paid \$25,000 to the papers for publishing instalments of a certain story which end-ed with the words, "Continued next week in the New York Ledger." I did this once in the Herald, publishing two instalments. So that the readers thought they were going to get the whole story in the Herald, and then at the close of the second instained and then at the close of the second instained stat-ed that they must look for its continua-tion in the Ledger. All of this rapidly increased my circulation. "One of the secrets of good advertis-

ing is to have your advertisements un-like those of any other man. If all advertisements in a paper are displayed, this is equal to no display. My adverthe papers who were adverse to a display objected to them. Once the set-Montreal Star.

sentence announcing a new story over and over again to the extent of several

"The letters were continued out to the edge of the column line without re-gard to the finishing of the words, and the next day I had several columns of solid type in the Herald. The adver-tisement was about the most striking the Herald had ever had, and after that Mr. Bennett told me that I could do as I pleased. At one time the Tribune refused to give me a page in the weekly. Mr. Bennett heard of this, and sent word that the Heraka would always give me all the space I wanted. I replied that I would take the whole paper on the next Sunday. Mr. Bennett said all right. And he pablished an ad-ditional sheet, giving me a page opposite each page of reading matter. I could give you 50 other instances of ad-vertisements which attracted attention, but this is enough. One of the great secrets of success, I believe, is to first have a good thing, and then to adver-tise it so that the people cannot help knowing that you have it."-The Journalist

JUSTICE IN OLD MEXICO.

El Paso, Tex .- An American tells this story of a Mexican justice: "One morning the body of a cowboy was found in a border town. It was supposed he had crossed the Rio Grande to attend a dance and flirted with some senorita, and was shot by a Mexican. At least,' that was the theory, because a bag of money, amounting to \$200, all in gold, was found on the body, proving that the murder had not been done for rob-bery. Besides the coin, a costly sixshooter, silver mounted and ivory han-dled, was strapped around the deceased. The finding of the gun was the occa-sion of a trial before the local alcalde, or justice of the peace. It was against the law to carry weapons, and the dead man was fined \$200, just the sum they found on him, for violating the Mexican statute."

WOMEN MAY VOTE IN AUSTRALIA

Women are going to get their chance now in Australia. By a law of the commonwealth an adult woman has the same right to vote as an adult man. The male voters in the entire commonwealth out-number the female by nearly 120,000 (973,399 to 854,000), but in the colony of Victoria, as well as in the cities of Sydney and Melbourne, the women have a very decided majority. If there is anything in female suffrage we would see it now. Moral reforms should would see it now, about renorms should not go begging for support. If Aus-tralia does not become as dry and thirsty a land from the beer and whisky drinker's point of view as it lately was from the cattle raiser's it will have to be because the ladies themselves are seriously divided on the question. It is anticipated that they will go in strong-

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President Roosevelt will go down to history a rough rider's doings the gillant stoed comes in for the president, the most picturesque part of the trip the president, the most picturesque part of the trip cowboys, when he reaches Wyoming.

"That letter gives you some idea of how quick Beecher was. The most of

The conversation here drifted to ad-

"I can hardly remember when I was



"These sums in those days were as big as ten times the same amounts now, and many of my friends thought

