

THE JOHN D. ROCKEFELLER OF PRIVATE LIFE

SEVERAL years ago it was understood that Mr. Rockefeller had had enough of it; that the infirmities of age had made him willing, even anxious, to shift the executive responsibility of the great concern which he had fashioned to younger shoulders. He did not deny that he had gone into at least partial retirement, and for several years he failed to visit the Standard Oil's headquarters at 26 Broadway, New York. Not long ago he testified in Chicago that he was not active in the trust's affairs; that others were responsible for the present policy of the concern.

He is a man of surprises. Now it is announced that he has emerged from his retirement and is once more the active, dominant head of Standard Oil. Coming so immediately after he had taken the public into his confidence by telling the story of his life in a popular magazine, Mr. Rockefeller's return to the scene of his former activity is the occasion of much speculation as to the future policy of the great corporation.

Perhaps no man now living has been the inspiration and the theme of so much journalistic effort as John D. Rockefeller. Certainly no private citizen of this or any other country has ever been treated with such an individual monopoly of universal interest. The publicity which in his earlier life he made little effort to cultivate has expanded with his ever accumulating financial power, and it has long passed the point at which he might have controlled it. Beyond a clever aptitude for keeping his own counsel, he has shown no special taste for mystery concerning his own personal doings.

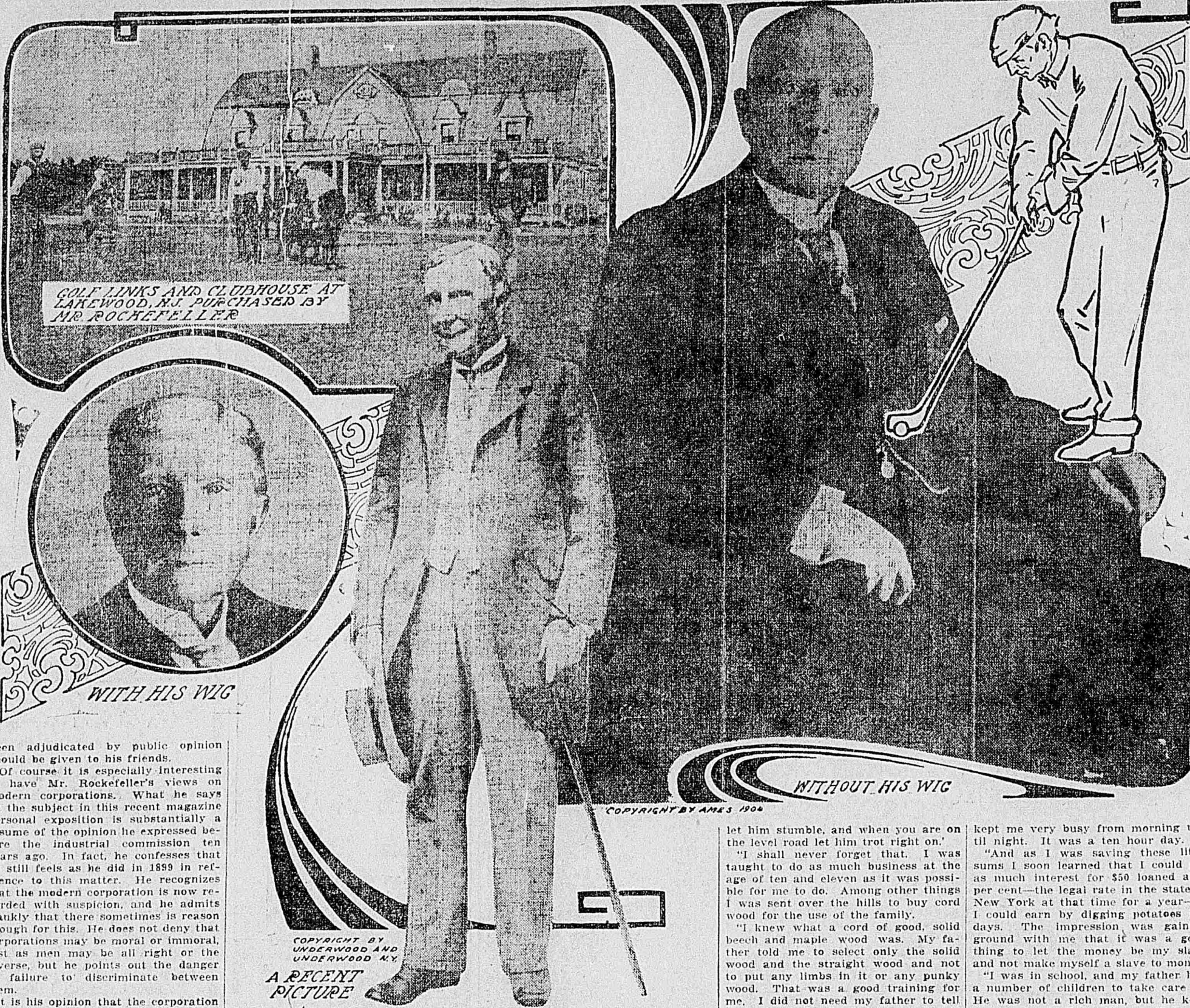
His has not been the exclusiveness of a grand lama. That he has not admitted the public to everything within his workshop is, after all, only in harmony with the established custom. If there were no business secrets there would be very little business.

Nor is it true that Mr. Rockefeller's shorn of his power as head of the most absorbing monopoly ever known to mankind would be uninteresting. Were he not what he is he must be something equally conspicuous. The secret of his mastery of conditions may never be made known—it is not at all probable that he could reveal it even if he would—but it does not seem likely that he drifted into some other avocation that he would have encountered shipwreck. Had he become a manufacturer of toy balloons, for instance, what a business it must have been by this time!

A Naive Apologist.

Mr. Rockefeller's apology for appearing as a magazine is as naive as it is clever. Sometimes when it is too rainy to play golf, he explains, he is tempted to become a garrulous old man and tell some stories of men and things which have happened in an active life. He realizes at the outset that when one begins to speak of himself in public it is but natural for those who do not know him, and perhaps for some of those who do, to charge him with egotism. On the other hand, it is quite as certain that if one is silent that everything is construed into an inference of wrongdoing, and the fact that one does not speak is taken as evidence that no valid defense can be made.

All this is quite the way of the world, and no one knows it better than Mr. Rockefeller. He admits that he has not been in the habit of pressing the details of his business affairs into public notice, but he is convinced that the time has come when his interpretation of certain things which have already



been adjudicated by public opinion should be given to his friends.

Of course it is especially interesting to have Mr. Rockefeller's views on modern corporations. What he says on the subject in this recent magazine personal exposition is substantially a resume of the opinion he expressed before the industrial commission ten years ago. In fact, he confesses that he still feels as he did in 1899 in reference to this matter. He recognizes that the modern corporation is now regarded with suspicion, and he admits frankly that there sometimes is reason enough for this. He does not deny that corporations may be moral or immoral, just as men may be all right or the reverse, but he points out the danger of failure to discriminate between them.

It is his opinion that the corporation is here to stay, and he believes that industrial combination is a necessity. He thinks that if the Americans are to enjoy the privilege of extending their business in all the states of the Union and into foreign countries as well, corporations are a necessary part of the machinery. That these industrial organizations should be regulated by proper legislation was Mr. Rockefeller's advice to the commission in 1899, and he still adheres to that opinion. He even repeats his suggestion of ten years ago as to what that legislation should be. First let there be federal legislation, he advises, under

which corporations may be created and regulated, and to this he adds the proviso, "if that be possible." If impracticable, let the states legislate as uniformly as possible encouraging combinations of persons and capital for the purpose of carrying on industries, but making it impossible to perpetrate fraud against the public.

In the First Person.

Nothing that has ever been said or written about the personality of Mr. Rockefeller is as interesting or as instructive as that which has come un-

modified from his own lips and his own pen. Nothing that he has ever said or written is more characteristic of him or more enlightening as to his methods of taking the public into his confidence than the following little personal discourse delivered at the Euclid Avenue Baptist church, Cleveland, O., in the summer of 1905:

"I was taught at the age of eight to drive a horse and to drive him just as carefully as a man could drive him. I remember very well the instruction of my father: 'My son, hold him very carefully going down the hill. Do not

let him stumble, and when you are on the level road let him trot right on.'

"I shall never forget that. I was taught to do as much business at the age of ten and eleven as it was possible for me to do. Among other things I was sent over the hills to buy cord wood for the use of the family.

"I knew what a cord of good, solid beech and maple wood was. My father told me to select only the solid wood and the straight wood and not to put any limbs in it or any punky wood. That was a good training for me. I did not need my father to tell me or anybody else how many feet it took to make a cord of wood. I did not require the presence of anybody to enable me to secure from the man who sold that wood good measure.

"I was taught that it was the thing to do to keep the money and take care of it.

"Among the early experiences that were helpful to me that I recollect with pleasure was one in working a few days for a neighbor in digging potatoes—a very enterprising, thrifty farmer, who could dig a great many potatoes. I was a boy of perhaps thirteen or fourteen years of age, and it

kept me very busy from morning until night. It was a ten hour day.

"And as I was saving these little sums I soon learned that I could get as much interest for \$50 loaned at 7 per cent—the legal rate in the state of New York at that time for a year—as I could earn by digging potatoes ten days. The impression was gaining ground with me that it was a good thing to let the money be my slave and not make myself a slave to money.

"I was in school, and my father had a number of children to take care of. He was not a rich man, but he kept me in school all the time until I was sixteen years of age. I had expected to go through college and enjoy the advantage that many of you gentlemen have enjoyed, and I congratulate you, but I cannot say that I regret that circumstances seemed to require me to begin to take care of myself.

"I left school at sixteen and entered a commercial school, where I remained for two or three months, and then, in the year 1855, I began to look for something to do, and all those years from 1855 to 1890 were very trying to those in business. After many days and weeks of earnest endeavor I succeeded

in getting a promise one morning that if I would come back in the afternoon they would see if they would give me a situation.

"I was there in the afternoon early. I happened to meet an old gentleman last summer, and he said to me: 'I was there, too, when you came on the sidewalk that day—the 26th of September, in 1855. I was there, and I knew you, and I knew that firm—a forwarding and commission firm—wanted a young man in the office. I spoke to the gentleman.'

"This is a circumstance I had never known before. I was very grateful to get that position. I was very grateful that I could keep it, and I did keep it until two years from the following April, when I engaged in business on my own account—then a boy of less than nineteen years of age. I could not have done for myself better than I did for my employer. How I wish all young men could know that the way to hold a position is to do just that thing.

Salary Not Important.

"As to the salary that I was to receive, I knew nothing about that until the 1st of January. I cared very little about that. I wanted the position. I found myself so much interested in the work. I enjoyed my work.

"I remember one of the things my employers did for me. They gave me a book, 'The Life of Andrew Lawrence,' and that made a great impression upon me. Many of you have read that book—the successful Boston merchant who was such a useful man, who made such good use of his money.

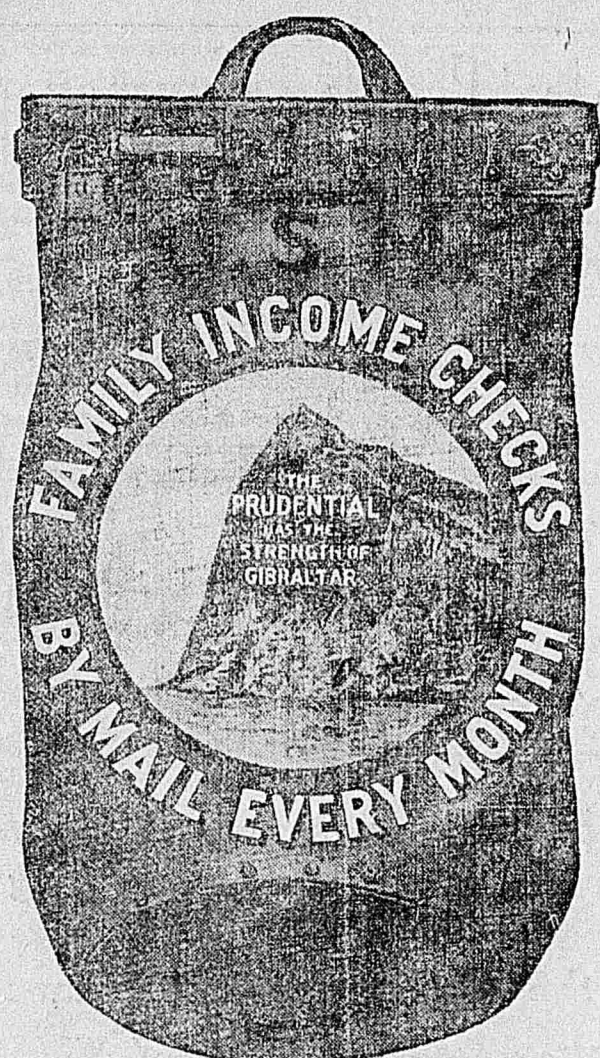
"At the end of the second year of my service with this company I desired a salary of \$800, and the man who had filled the position had received \$2,000. My employer was willing to give me from the 1st of January of that year \$700.

"The matter of the difference was a question which was under consideration, and meanwhile an opportunity offered to engage in business with a young man who was ten years older than myself. I had saved a little money, and, accordingly, on April 1, with some \$500 or \$600 that I had saved up and a few thousands which my father loaned me at 10 per cent until I should become of age, I contributed my part of the capital, which was \$4,000.

"We were prosperous from the beginning. We did a business of \$500,000 produce commission the first year. Our profits were not very large—I think \$4,000—but I think it was better for me than the \$800 which I had asked." STUART A. JESSUP.

ORIGIN OF LIFE THEORY.

The latest developments of gastro physics and philosophy have taken a rather surprising turn. It is now held that life is and ever has been co-existent with time and space; that as we cannot admit that there ever was a beginning of time or of space and that both of these are of infinite extension, so life never began, but always has been. The only effort at demonstrating the physical possibility of this has been made by Dr. Arrhenius of Sweden, who thinks that his theory of radiation pressure is sufficient to account for the distribution of life throughout the whole of the universe as we now conceive it. That is to say, he finds that radiation pressure from our sun and from all of the stars which shine at night in the sky has been sufficient to propel minute bits of cosmic dust to the confines of the material world and that these can easily have been and are sufficiently large to carry the "spores" of life to infinity and wherever they light to start a new creation of life which by evolution may reach the highest development.



Leave Your Wife a Regular Income THROUGH THE New Monthly Income Policy

This is the Policy your wife would like, because it gives her a sure monthly income such as she is accustomed to. THE COST IS LOW. The income can be for such an amount as you now arrange.

Paid Policyholders over 150 Million Dollars

THE PRUDENTIAL INSURANCE COMPANY OF AMERICA

Incorporated as a Stock Company by the State of New Jersey.

JOHN F. DRYDEN, President

HOME OFFICE, NEWARK, NEW JERSEY.

Agents Wanted. Good Income. Promotion.

The Prudential also issues Industrial policies. Ages 1 to 70.

Both sexes. Amounts, \$15 to \$500.

Premiums payable weekly on Industrial Policies.

The monthly income cannot be encumbered or depreciated.

The principal cannot be lost. All worry about safe investment is eliminated. The checks come every month.

J. M. JOHNSON, Superintendent, Dooley Block.

BRANCH OFFICES IN SALT LAKE CITY: HYRUM BAIRD, Manager (Ordinary Dept.) Tribune Building.

Manager (Ordinary Dept.) Tribune Building.