HOW THE ROTHSCHILD FORTUNE OF \$2,000,000,000 WAS MADE

PASSION for old coins and skill as a chess player formed the La basis for the most colossal fortune ever conceived in the brain of a romancer or recorded among the facts of history. So writes Ignatius Balla in "The Romance of the Rothschilds," a book which the great bankers whose name adorns its title-page are endeavoring to suppress in England and which shortly will be publighed in this country by G. P. Put-

How the Rothschilds amassed their fortune, how for a century they have wielded an irresistible power in the affairs of Europe and have more than once shaped the destiny of nations, has before now occupied the attention of historian and journalist. But the Rothschild secret has been hard to

Visitors to Frankfort are shown in the old Jewish quarter of the city the ancient house in which a certain Maier Amschel was born in the year 1743. There was nothing distinguished about the ancestors of this Amschel. At the age of 12 he lost his father, who had destined his son to be a rabbi, but who failed to leave sufficient money to defray the expenses incident to the acquisition of a theological education. Hence, Maier Amschel, disappointed of his wish to become a teacher in the synagogue, was thrown on his own resources, became a clerk in a banking house, and before his death this obscure "child of the Frankfort ghetto" had founded the house of Rothschild, whose fortune today is estimated at \$2,000,000,000. Says Ignatius Balla:

Neither Rockefeller, nor Carnegie, nor Astor, nor any other transatlantic prince of finance has a capital equal to that of the Rothschilds. It is estimated at more than £400,000,000, and it increases daily. It would be bound to increase even if they never engaged in another transaction, as, invested at an interest of not more than 4 per cent., their capital would yield more than £16,000,000 (about \$80,000,000) yearly, or more than

£45,000 (about \$225,000) a day. The mind almost reels in considering these colossal sums. Baron Albert of Vienna was guilty of no exaggeration when he said: "The house of the Rothschilds is so rich that it cannot do bad business." And this enormous fortune has been amassed by one family in the course of a single century.

How was it done? Is there a Rothschild formula for making money? Taking Ignatius Balla's book as a guide, one is inclined to believe that there is such a formula, and that it is more or less simple, although apparently ineffective as to results except when it is used by Maier Amschel and the five sons to whom he bequeathed it, and their descendants. In spite of the inevitable tendency to consider that these men must have been marvels of financial ability, adepts in the juggling of figures and the weaving of complex business schemes, they were really, according to Balla and others who have written on the same theme, nothing of the kind. It is the simplicity of their programme that seems to be accountable for its success. As their present

biographer says: The man who is unfamiliar with financial matters will be inclined to suppose that in their operations the Rothschilds spun a particularly complicated net of plans and needed very elaborate arrangements. He will imagine that this machinery, working in all directions and turning everything into money by means of its secret structure, could only be created by the intense speculative power of particularly gifted men like the Rothschild brothers. The facts are otherwise, however, and if we withdraw the veil from the action, not only of the Rothschilds, but the financial world generally, any one can understand how much speculation on 'Change has contributed to the accumulation of the enormous fortune of the house. An example will show this more clearly. The founders of the business negotiated with a certain State a loan of so many millions, consisting of shares of a hundred florins each. The shares were handed over to them at 96 florins, and they sold them at 130. This gave them a clear profit of 34 per cent. They had at their command many means of increasing the interest of the public in the new loan and confidence in themselves. Whenever they regarded a stock as good there was quite a struggle to secure it. Everybody wanted to invest in it so as to secure a better return on his capital. Other business men would have been satisfied with the above-mentioned profit which the Rothschilds secured at one stroke. They thought otherwise; they bought and sold the stocks over and over again, according as they rose or fell in value. In this way they drew enormous sums into their coffers.

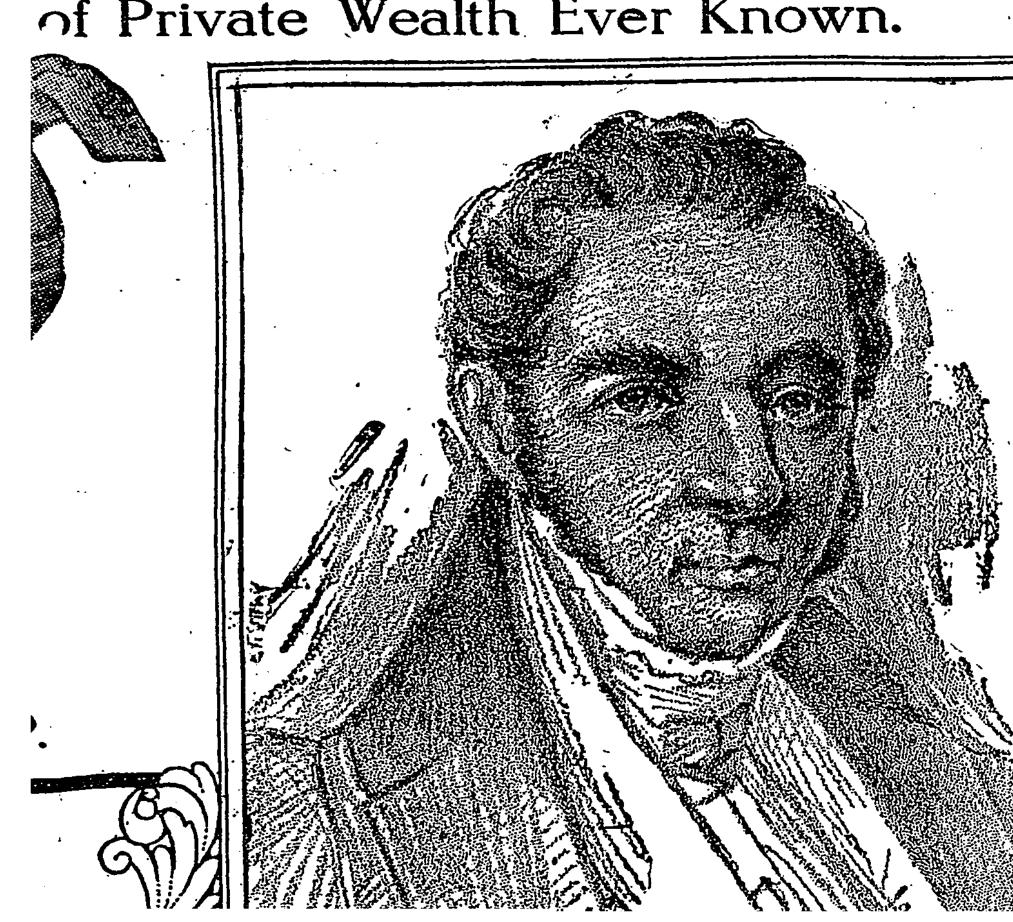
That is merely a specimen of a typical Rothschild operation. The fundamental secret of the success of the house seems to have been implanted in it by its Jounder, Maier Amschel, and to have ronsisted rather in the adhesion to a rertain line of conduct than to any complicated method or theory in finance. To pierce this secret, Balla quotes Friedrich von Gentz, diplomat and friend of Prince Metternich, as fol-

Any one who disregards chance gains and realizes that in all large operations success depends, not only on seizing and using the favorable moment, but still more on a strict adhesion to certain fundamental principles, will easily see that there were two maxims in particular of which this house never lost sight, and to which, apart from its shrewd conduct of business and taking advantage of favorable opportunities, it owes the greater part of its actual prosperity. The first of these principles was the determination of the five brothers to conduct the whole of their business in constant co-operation. That was the dying command of their father. If they have prospered, it is because they have been absolutely faithful to this rule. After the death of the father, every offer, no matter whence it came, was discussed by them collectively; every operation of the least importance was carried out according to an agreed plan, and by their joint exertions, and they all shared equally in the profit. No matter how great the distance was between their centres-Frankfort, Vienna, London, Paris, and Naples-it never interfered with their common understanding. In fact, it had the additional advantage that each of them could be perfectly acquainted with the situation in his own part of Europe and assist more effectively in carrying out the business undertaken

by the whole house. The other principle they kept in

mind was, not to strain after an ox-

In a Book Threatened with Suppression in London Are Described the Amazing Beginnings and Development of the Greatest Accumulation of Private Wealth Ever Known.





Baron Anselm Rothschild, Oldest Son of the Founder of the Rothschild Family and His Successor at Frankfort.

of the greatest capitalists of the day,

and he was not slow to discern the

genius in the same line of Maier

Amschel. As a result, he loaned money

to the latter, who became gradually the

inheritor, as it were, of his royal

It is due to this origin of the Roth-

schild banking transactions, undoubted-

'ly, that the founder of the house con-

ceived a dislike to making loans to pri-

vate individuals and confined his opera-

tions, as a rule, to lending money to

members of the aristocracy and to

national Governments. "If there is

question of a loan, let it be to a State,"

was the rule held by Amschel's five

sons. And the establishment of the lat-

ter in the five financial centres of

Europe was, of course, a direct carrying

out of their father's theory that the

most advantageous financial dealings

are those to be had with the ruling

class. Such dealings, he argued, would

be possible only with a thorough and

practical knowledge of the intricate

network of European politics. His five

sons, acting as a unit, became intimate-

ly versed in the affairs of the different

countries in which they were stationed,

and by comparing and checking one

another's experiences and information

were enabled to perpetuate a financial

the master-stroke of Maier Amschel

Rothschild. Had the latter been child-

less, or had his sons been less imbued

with the intense loyalty to one another

and to a common cause which was ear-

ly inculcated in them by their father,

the mighty Rothschild fortune would

have dissolved into a mirage, and, in-

cidentally, much of the history of the

last century in Europe would have to

be rewritten. But the first Rothschild

built on a family solidarity that was

unshakable, and hence his dreams of

wealth and power have been more than

Frankfort, Vienna, Naples, London,

and Paris were the five cities in which

the sons of Maier Amschel were origi-

nally stationed. To-day the Rothschild

house exists in three of these cities-

London, Paris, and Vienna-the branch-

es of the house in Naples and Frank-

fort having been abandoned for vari-

ous causes. It should be added, also,

that the "House of Rothschild" is far

richer and more prosperous to-day than

ever before in its remarkable history,

although, according to Mr. Balla, it is

not so powerful politically as it was

some decades ago—a change that is not

due to any weakening in the house

itself, but is rather a result of the

broadening out of conditions in the

financial world which was at one time

completely subject to the Rothschild

The London Rothschilds, naturally,

receive the bulk of Mr. Balla's attention

in the latter's review of the activities

of the five branches of the original

house. It is unquestionable also that

in London these mighty bankers of

modern times have achieved their

greatest and most sensational victo-

ries—a fact due partly to the larger

field offered by the Enropean metropo-

lis, and partly on account of the su-

perior sagacity, amounting to genius,

shown by the founder of the London

It was Nathan who figured in the

Rothschild speculation on the result of

the Battle of Waterloo, the story of

which, as related in "The Romance of

the Rothschilds," has aroused the anger

of the English branch of the family,

and which has been denounced as a

falsehood. Here is the story as it ap-

It is beyond question that Nathan

Rothschild rendered incalculable ser-

vice to England and Prussia during

the "Hundred Days." But these

"Hundred Days," in particular the

day of the downfall of Napoleon Re

house, Nathan Rothschild.

pears in Mr. Balla's book:

realized.

The planning of this campaign was

dynasty that has proved impregnable.

banker's type of business.

impose definite limits on all they undertook, and, as far as human foresight and prudence could achieve it, leave nothing to chance. This maxim -Servare modum finemque tenere ("Be moderate, and never lose sight of the goal")—is one of the chief secrets of their strength. It all comes back to that strange

Baron Nathan Rothschild, Founder

of the English House of Rothschild.

cessive profit in any operation, to

figure from the Frankfort ghetto of the eighteenth century, Maier Amschel, who was born in No. 69 Jew Streetthe house with the red shield painted over the doorway-who failed, through excessive poverty, to become the rabbi that he and his father, had set their hearts upon, and who started accordingly at the lowest rung of the business ladder, and who ultimately climbed to a pinnacle by means of this selfsame ladder quite beyond the dreams of any of his contemporaries-or of his successors, for that matter.

The name, Rothschild, is first applied to Maier Amschel, the founder of the house. Balla explains it as being a derivation from the red ("roth") shield which Amschel's father, Amschel Moses, the Jewish peddler, placed above the house in Frankfort where he finally settled after a wanderer's life of hardships and reverses. There was no number on the house in those days, nor did its owner boast of a surname. It was the red of the shield that gave to the house its distinguishing emblem, and thus the boy, or "schild," born under this emblem came to be known as Rothschild. And now, as to this first Rothschild's fortunate taste for numismatics and chess.

It seems that Amschel Moses, in the course of his varied life, was, among other things, a dealer in curiosities, old coins, &c. His experiences in these matters made him something of an adept in the history, markings, &c., of old coins and medals, and his knowledge was imparted to his son, whose natural taste for antiquarian studies, with this practical basis to work upon, soon led him to be, both in reputation and in fact, an accomplished numismatist. This at length brought him in contact with the Landgrave William IX. of Hanau, afterward Prince William I. of Hesse, a connection that really gave the first direct and enduring impetus to what has since become famous in the financial annals of the world as the House of Rothschild. Mr. Balla tells the story:

Maier Amschel Rothschild's reputation as a numismatist spread throughout the country and reached the ears of Baron Estorff, the confidential friend of the Landgrave of Hanau. He had known in Hanover of the extraordinary expertness of the young Jew, and he drew the attention of the Landgrave to Roth-

schild. The way in which Maier Amschel Rothschild reached the Landgrave and the first impression that he made on this very wealthy noble gave a decided turn to his fortunes. Gen. Baron Otto August Estorff, the intimate friend and adviser of the Landgrave, one day, during a dispute as to the origin of an old coin, mentioned the name of Rothschild, and said that it was extremely important to obtain his opinion on the matter. if not to do financial business with him. On this advice Maier Amschel was summoned to the Landgrave's palace, and found that noble deep in a game of chess when he arrived. Rothschild, who was expected, had been admitted to the room by the servants, and, standing behind the Landgrave's chair, quietly watched the game. The Landgrave happened to turn round and noticed the Jew waiting respectfully, and he asked:

"Do you play chess!" "Yes: and if your Highness will kindly make this move the game will be decided in your favor in three moves."

It was, as a matter of fact, a master-stroke that Rothschild recommended, and the Landgrave won the game. When it was over, he entered into conversation with the insignificant little Jew, and, when Rothschild had gone, he said to Baron Estorff: "General, that is certainly no fool you have brought to, me."

"I trust your Highness will be just as pleased with the other good qualities of Rothschild," said Baron Estorff. "I hope so, if he is as honest as he is clever," was the reply.

The Landgrave was a money lender on a large scale, and employed numerous agents to carry on his transactions. It was in this capacity that he first put young Rothschild directly to the testand, in view of subsequent history, it is needless to say that the latter more than fulfilled all the requirements indicated in the Landgrave's conversation with Baron Estorff. William IX. was famous throughout Europe as one



Lord Rothschild, Present Head of the English House of Rothschild.

mastery of Europe. In this terrible battle the fate of Napoleon's hundred-days' empire was sealed for ever. And before the defeated Emperor ordered the last desperate attack, in order, at whatever loss, to break the enemy's line and force it to retreat, by his guards, Nathan Rothschild turned his back on the field of battle; he had seen enough to convince him that Napoleon had fallen. The sight of the dead and the wounded horrified him no longer. Before his eyes was the battlefield of the Exchange, and he hastened into action.

His heart overflowing with joy, he least would have something.

Nathan gladly paid the required sum, and, when he at length set foot on English soil, made a further generous payment to the brave skipper. He was half dead when he reached the English coast, but he could not rest a moment, and hurried on from Dover to London by express post. The next morning he was in his usual place at the Exchange, leaning against a column. His face was extraordinarily pale; he was completely exhausted, and stood with weary eyes and failing knees. He looked like a man broken in body and soul, as if he had aged ten years in a

The hall of the Exchange was seething with excitement, like a hive of bees. The stockbrokers, usually so cold-blooded, walked about restlessly, speaking little to each other, every man shuddering in body and soul as if in presence of some dread unknown. Dismal news passed from mouth to mouth. In a low tone they discussed the defeat of Blücher, and it was whispered that Napoleon's heavy guard had besten Wellington's

single night.

army. Rumors that they had no means of checking sufficed at such a time to make them lose their heads altogether, and the state of things was made worse by the lamentable spectacle that Nathan Rothschild presented. He leaned against his column like a man who was condemned to death and seemed hardly able to stand on his feet; the placid, coldblooded Caesar, who had never before lost his balance in the most furious storms of the financial world. What they had regarded as idle rumor seemed now to take the shape of undeniable truth, for the countenance of Nathan Rothschild told more than the vague whispers of the crowd. A fear, amounting to panic, broke on the entire Exchange like a flash of lightning; the passionate and irreconcilable enemy of England was once more free, and no one could now restrain him if he chose to fall on

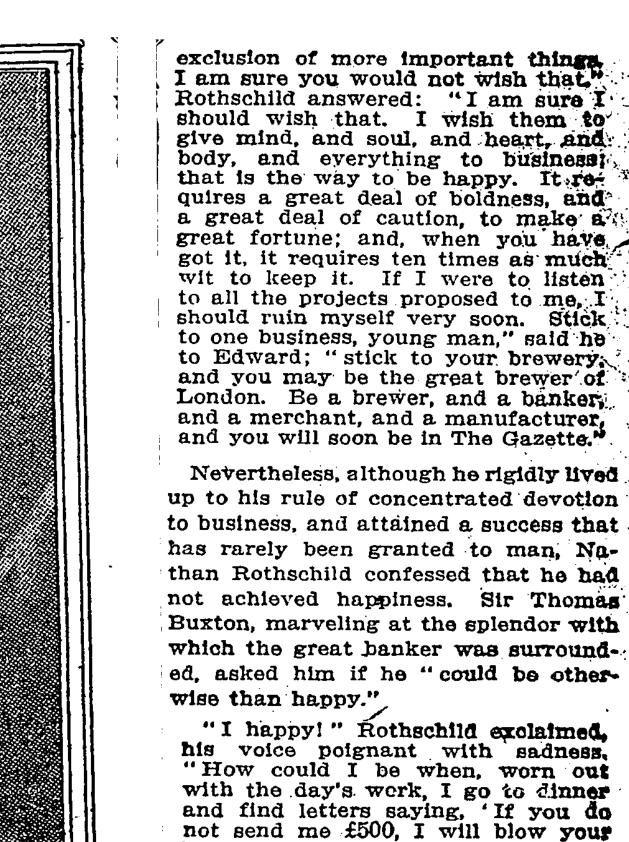
Europe again as the scourge of God The fear fell on the city like a devastating cyclone. The news increased in volume and terror, and filled men with alarm. A wild panic ensued. The rate of exchange fell from minute to minute until it reached its lowest point, and, when it was seen that both Rothschild and his agents offered securities for sale in large quantities, even flung them on the market, nothing could arrest the disaster. It was as if a mania had seized the crowd; in a few minutes the strongest banks began to waver. and the value of the most solid securities sank alarmingly; as if they were the images of false gods which the disillusioned faithful, thirsting for vengeance, cast from their pedestals and trod under foot.

Meantime the deathly-pale man at the column laughed in his sleeve. While sympathetic souls expressed their concern for Nathan Rothschild whose great firm, it was thought, must now sink into the dust, destroyed by its colossal losses, he was quietly buying up all the securities

offered by means of secret agents whom no one knew. The next day came the news that Blücher had won at Ligny and Wellington at Waterloo. Rothschild himself told it, with radiant countenance, at the opening of the Exchange, the rate advanced rapidly and reached an unprecedented height. In a single day he had gained nearly a million sterling. It was these events which gave rise to the saying: "The allies won the battle of Waterloo, but it was really Rothschild who won." The great storm in the financial world had subsided, and Rothschild emerged from the catastrophe more powerful than ever. If the whole story is true, it is doubtful if so romantic and stirring an adventure could be repeated in the modern financial world, with all its means of communication; in any case, it would need a Nathan Rothschild.

The story certainly does not show the founder of the London house of Rothschild in a very enviable light. Neither does it tally altogether with the impression of Nathan's personality conveyed in other passages of Mr. Balla's "Romance." Thus, the latter emphasizes Nathan Rothschild's unwavering fidelity to the system upon which he conducted his business, while of his "humanity" the reader is told various instances, that certainly redound to the great banker's credit, and his beneficent attitude to "smaller business" is thus specifically noted:

In describing the character we should notice the confidence with which he handled securities which other bankers had rejected. Many a merchant in such cases was assisted



The Rothschild House in Swithin's

Lane, London.

(Mustrations from "The Romance of the Roth-schilds," by courtesy of G. P. Putnam's Sons.)

by him, and he never suffered any

material loss in this way; which

shows at once the justice of his prin-

ciple and the unwillingness of men

to abuse his confidence. He had no

intention of giving alms, but knew

that money and credit can restore

the small trader to his position, and

he was pleased to give the opportuni-

ity to small traders. There was a

strong dose of humanity in his busi-

It is a tribute, also, to the good that

has been done by the London Roth-

schilds that "no State with which Na-

than did business ever failed." If a

State to which Nathan had loaned

money was behindhand in the pay-

men of interest to its creditors, it

was Nathan who advanced the requisite

funds from his own pocket. This was,

of course, an outward act of liberal-

ity; but it had, also, a tinge of shrewd

"business" in it. according to Balla,

who notes that "as this enabled States

to pay punctually always, men began

to credit Nathan Rothschild with a

wonderful foresight and to entertain

that unreserved confidence which gave

a stamp of infallibility to all his under-

We are told, moreover, that in the

extent of his financial transactions,

and in the frequency and success of his

dealings with foreign nations, Roth-

schild changed London from being

"merely the largest money centre in

Europe" into the "emporium of the

markets of the world." in which it has

played the role that Amsterdam had

filled in the eighteenth century. As a

banker, also, Nathan Rothschild is

awarded the distinction of being the

'first to negotiate loans in the mod-

He extended his transactions to all

branches of stockbroking, buying or

selling, according to circumstances.

Where he found State securities

which no one had hitherto dreamed

of buying he bought them, as he

knew from experience that he could

dispose of them at a profit when once

not only advanced money to States,

they had passed into his hands. He

but induced them to exchange one

sort of stock for another, the per-

centage of which was less burden-

some to them. Here again he was

the first to frame large plans of re-

He did not, of course, succeed

equally in all his loans to States,

sometimes he sustained losses which

would have ruined other banking

firms. These unpleasant experiences,

however, only made him more pru-

dent, and he often rejected an offer

without a word of explanation when

he thought it was not sound enough.

He refused, for instance, every invi-

tation from Spain or from the Amer-

ican republics which had formerly

The family devotion to business

above all else was especially marked in

the founder of the English house. Once

a friend asked him jocularly how much

time he had for music, to which he re-

plied, jingling the money in his pocket:

"That is the musical instrument on

At one of his dinners a guest asked

"I hope your children are not too

fond of money and business, to the

been under Spanish rule.

which I play best."

ern form." As Mr. Balla says:

ness ideas.

takings."

duction.

"I happy!" Rothschild exclaimed. his voice poignant with sadness. "How could I be when, worn out with the day's werk, I go to dinner and find letters saying, 'If you do not send me £500, I will blow your brains out.' I get letters like that every hour."

A similar confession is quoted from Nathan Rothschild's elder brother Baron Anselm Maier Rothschild, whom the founder of the family left at the head of the Frankfort house. A friend a young Parisian, once said to Baron Anselm:

"Ah, if one only had the good fortune to change places with you. Herr Baron." A shadow came over the face of Anselm Rothschild, and he replied,

gravely and thoughtfully: "My dear friend, no one would be more willing to effect the exchange than I, if it were possible. Listen to me. You admire my horses. It is certainly a great pleasure to me to ride, but my physicians have long forbidden me to do so; my stomach and digestive organs will not permit it. As to the pleasures of the table. I generally pay for them with very painful consequences when at any time I have yielded to my inclinations. I am completely insensitive to the smell of flowers, and so am deprived myself of the great pleasure which my conservatories give to other people. My business activity prevents me from appreciating properly the pictures and statues that adorn my house. The one creature that I every really loved I have never been able to call mine. In a word, all that I get out of wealth is—the duty of preserving and increasing it. Now, tell me, are you still anxious to change places with me?"

The founder of the London House of Rothschild left four sons-Maier, Nathaniel, Antony, and Lionel. Of these the latter showed the greatest fondness and proficiency in the business of his father, and it was to him that the burden of money-making was left to carry on. For nearly half a century he remained at the head of the English house, and was succeeded by his son, the present Lord Rothschild, in 1879. Of the latter Mr. Balla writes:

Nathan, the second of that name, was even more fortunate than his father in regard to titles; he is an hereditary baronet and a peer since 1885. Just as his father, Lionel, was the first Jewish Member of the British Parliament, Nathan was the first Jew to enter the House of Lords, and he has much the same character for business as his grandfather. He gives the closest attention to it; the whole city looks to him for hints, and he manages his agents with the same ability as his great predecessor, who laid the foundation for the house. A number of agents come to his desk early in the morning to receive his instructions, and it is said that no one goes near him of whom he has not asked a question or to whom he has not some instruction to give. However important the business may be, he never gives any one more time than is necessary. Swithin's Lane is not a place for long conversations, as a rule. Nathan had disliked such things, and his example is followed by his grandson and by Lord Rothschild's brothers, Leopold and Alfred, who share the work with him in order that the vast machinery may not be a moment idle. In the middle of the lofty room in which the brothers Rothschild work together there are two desks, with a third at one side. At the central desk sits an elderly gentleman with piercing eve and short, white beard; that is Lord Rothschild. Opposite him is his vounger brother Leopold, who is nearly 68 years old, and just as active as his seventy-two-year-old brother. At the side desk sits Alfred, who is interested in science and art as well as in commercial mate

Here, in Swithin's Lane, is still the cradle of State loans. The financial position of many a State still depends on the London house of the Rothschilds. Here the great came paigns are worked out, and from this lofty chamber are directed operations which are felt all over the globe. On the wall of the modest gabled house in a narrow street, which repa resents the residence of the Rothe schilds, one may still see the old sign of the firm, which the founder of the London branch had nailed there-

"N. M. ROTHSCHILD & SONS." It is as if the Frankfort ancestor still kept watch to see that his three descendants at the three desks in the lofty room did their duty in turn.

Waterloo, brought the sons of the Frankfort ghetto a colossal profit, whereas a few weeks earlier they were faced with the prospect of enormous losses. Bonaparte's unexpected return from Elba had entirely upset Nathan Rothschild's financial plans, and at one moment it seemed as if his house, which many even then regarded as indestructible, would hardly be able to survive this sudden turn in the politics of Europe. His whole fortune was at stake. He is said to have hastened anxiously to the Continent, to join the English army and follow in its footsteps. When at last it prepared for a decisive battle at the southern boundary of the forest of Soigne, Nathan Rothschild, who had hitherto shrunk from the sight of blood, could no longer control his impatience. He would not remain in the rear of the troops, but hurried feverishly to the field and followed with his own eyes from some higher ground, with anxious heart and beating temples, his nerves strained almost to the pitch of insanity, the great struggle for the

galloped wildly to Brussels, where, without losing an instant, he hired a carriage at an exorbitant charge and raced to Ostend as fast as the horses could go, in order to sail at once for England. He reached Ostend safely. but it then seemed as if all his exertions were thrown away; a fearful storm raged over the sea, and there was not a sailor to be found who would risk his life in such weather. Rothschild, who lived in perpetual fear of attempts on his life, did not shrink before this danger. He was certainly no hero, but at the present moment he feared nothing. He offered 500, 800, and at last 1,000 francs to any man who would take him through the storm to England. No one would do it. He was about to abandon the enterprise when a courageous sailor came forward and said that he would take the London Croesus across if he paid 2,000 francs in cash to his wife beforehand. If they both went down, the widow at