XI

Danse Macabre: Extravagance Amid Poverty

I

"At a dinner eaten on horseback," says the historian Beard of the Gilded Age of the 1890's, "the favorite steed was fed flowers and champagne; to a small black and tan dog wearing a diamond collar worth $15,000 a lavish banquet was tendered; at one function, the cigarettes were wrapped in hundred-dollar bills; at another, fine black pearls were given to the diners in their oysters; at a third, an elaborate feast was served to boon companions in a mine from which came the fortune of the host. Then weary of such limited diversions, the plutocracy contrived more freakish occasions—with monkeys seated between the guests, human goldfish swimming about in pools, or chorus girls hopping out of pies.

In lavish expenditures as well as in exotic performance, pleasures were hungrily sought by the fretful rich delivered from the bondage of labor and responsibility. Diamonds were set in teeth; a private carriage and personal valet were provided for a pet monkey; dogs were tied with ribbons to the back seats of Victorias and driven out in the park for airings; a necklace costing $600,000 was purchased for a daughter of Croesus; $65,000 was spent for a dressing table, $75,000 for a pair of opera glasses. An entire theatrical company was taken from New York to Chicago to entertain the friends of a magnate and a complete orchestra engaged to serenade a new-born child. In a burst of sentimental benevolence a family of destitute Negroes in the South was suddenly dowered with riches, garbed in luxury, and placed in a gorgeous house."—The Rise of American Civilization

The plutocracy of the Mauve Decade was ascetic by comparison with the plutocracy of the present Black Decade. Point by point the most fantastic of the earlier extravagances, entailing the carefully studied waste of wealth produced by the people, are being duplicated or exceeded by the infinitely more monstrous extravagances of today.
But in the 1890's the wholesale dissipation of wealth took place in mansions of the newly rich strung along Fifth Avenue, in plain view of journalists from the Populistic and semiradical press, or in relatively free and open Newport. Today the plutocracy is more cloistered in country estates and luxurious hostelries, and the newspapers, all owned or controlled by the millionaires, are no longer interested in holding the private life of the rich up to public scrutiny. First-class reporters are seldom sent to Newport any more; only society editors and sports writers go there.

Where once one had merely to refer to Pulitzer's World to learn what the latest expensive inanity of the leisured class might be, today one has to search publications that circulate in a much more restricted area: House and Garden, Town and Country, House Beautiful, Spur, Vogue, Vanity Fair (recently merged with Vogue), Harper's Bazaar, The New Yorker, Fortune, The Connoisseur, American Kennel Gazette, Arts and Decoration, Horse and Horsemam, Yachting, Motor Boat, etc. Sources of contemporary material are also to be found in the sycophantic "society" pages of the metropolitan newspapers, which more or less unconsciously from time to time make significant sociological revelations about the misuse and abuse of wealth. Many of the readers of these publications are, of course, merely vicarious participants in wasteful spending.

Judged by the way they squander money on vapid personal amusement and bizarre decoration, the rich are a psychopathic class, waltzing obliviously toward a hidden precipice and, apparently, dragging the nation along. Whom the gods would destroy they seemingly first make rich. Yet the personal expenditures, great though they seem to the ordinary onlooker with the needs of society in mind, are small in relation to the unprecedentedly vast incomes that accrue to the families of the plutocracy. Less than twenty-five per cent of the income of multimillionaires, according to Robert R. Doane, is expended in personal channels; for try as a multimillionaire family may, it cannot spend its swollen income. To make appreciable inroads upon it there would have to be wholesale giving, and this is not de rigueur, as we have seen in the survey of the philanthropic field.

Before examining systematically the personal extravagances of the rich, an impressionistic survey will, perhaps, gradually prepare read-
ers' minds for more colossal examples of wilful waste and egocentric indulgence, and will at the same time show the purple 1890's to have been but the overture to what is now taking place. It would be well, however, if the reader reminded himself from time to time that the money represented by these personal outlays is social credit which might better be utilized in agricultural reconstruction and in the building of needed clinics, hospitals, schools, colleges, low-cost residential housing, laboratories, workers' clubs, parks, playgrounds, etc. It is, in short, money that might better be taken over by the government through taxation, with a view to relieving upward of two million Southern sharecroppers, ten million industrial unemployed, and five million submarginal farmers from chronic destitution.

To depict the extravagances of the rich families in their proper perspective let us briefly turn back to 1929—the last highly prosperous year of record in the United States. In fateful 1929 no more than 513 Americans had a total income of $1,212,099,000, while the gross price (not profit) received by more than two million farmers for all wheat and cotton produced in 1930 was only $1,191,000,000. The 513 plutocrats could, with their 1929 income, have purchased these two basic crops, and have had enough remaining to cover the expenses of living on an extravagant scale. In 1929 no more than 14,816 Americans had taxable incomes of $100,000 upward, aggregating $4,368,152,000—the cost of operating the national government, including the Army and the Navy, for the fiscal year. This volume of revenue, going to persons sufficient in number to populate only a very small town, was thirty-eight per cent of the $11,421,631,000 earned by 8,742,761 factory workers and, according to the census of manufactures for 1929, equaled the aggregate wages of 3,339,634 factory workers. The wages of 781,830 iron and steel workers for the year aggregated only $1,239,499,000; of 737,840 food manufacturing workers only $781,736,000; of 511,667 automobile workers only $828,420,000. In the same year 428,128 cotton-goods workers received $322,389,000, or $753 each, while the thirty-eight richest persons took $360,644,000, or an average of $9,490,600 each.

While the income of the rich was reduced by twenty-five to fifty per cent in the ensuing depression, the incomes of ten to twenty million working-class citizens disappeared entirely for varying pro-
tracted periods. And in the "recovery period" the nation has gradually moved back to an approximation of the 1929 period, although it possesses at this writing about ten million certified paupers in contrast with approximately two million in 1929.

To obviate the need of placing a reference note after every line relative to the source of information, only occasional allusion to sources will in this chapter be made. In general, the sources are the relevant public prints since the World War.

Beard tells of a "dinner eaten on horseback" in the Gilded Age. In September, 1931, Joseph E. Widener was given a "testimonial dinner" at the Biltmore Hotel, New York City, by some wealthy turfman friends. The ballroom was transformed into a replica of Belmont Park, a race track named after the Belmont family but the major owner of which is Widener; a part of the ballroom was given over to a detailed reconstruction of a corner of the park, complete to turf, a stretch of straightaway, white-painted railing, de luxe box stalls, gayly painted water buckets. As the guests sat dining in the boxes there performed before them prize mounts of the New York City Police Department, of blue-ribbon artillery and cavalry regiments, and of wealthy private owners. The palatial room resounded with the thud of hoofs, neighing of steeds, popping of champagne corks, and laughing chatter, while on the street corners outside the unemployed were selling apples.

Banquets for dogs are still given among the wealthy who make a hobby of keeping kennels, and a number of wealthy persons have established expensive canine cemeteries filled with elaborate tombstones and mausoleums. The Eleanor Speyer Hospital for dogs and cats in New York was erected by James Speyer, the banker.

As to fantastic—and expensive—parties, they are so numerous that they bewilder the inquirer. The Dorrance family (Campbell Soup) makes a regular practice of taking over the ballroom, the Clover Room, and the entire second and third floors of the Bellevue-Stratford Hotel, Philadelphia, for parties to which Wideners, Stotesburys, Dukes, Drexels, and Biddies are invited. Fortune, ecstatically describing one of these pretentious affairs, said, "There would be rare flowers and foliages, and hundreds of live macaws and toucans and cockatoos and parakeets and birds of paradise in cages, and showers
of rose petals falling pinkly on the dancers out of an electrically activated sky." Newspapers estimated the cost per function at from $75,000 to $150,000. But these were really rather small parties.

In December, 1930, Mr. and Mrs. Henry L. Doherty arranged a coming-out party for Helen Lee Eames Doherty, daughter of Mrs. Doherty by a former marriage. This debut took place at the Mayflower Hotel, Washington, and guests were brought from New York in a special chartered train paid for by Doherty. Several floors of the hotel, in addition to the public entertaining rooms, were rented by the Dohertys for their entourage of guests, servants, and entertainers. The newspapers estimated the cost of the function at no less than $250,000. Senator Norris, citing the prevalence of unemployment, said the next day in the Senate chamber, "I don't know how they had the heart to do it."

Doherty's Cities Service Company earned distinction during the boom period by unloading huge quantities of nonvoting stock at $40 to $50 a share in a nation-wide door-to-door selling campaign. The price range of this stock in 1937, after three years of rising prices, was $2.62½ to $5.37½ per share.

About the time of the quarter-million-dollar Doherty debut Mr. and Mrs. Franklyn L. Hutton gave a party for their daughter Barbara in the Crystal Room of the Ritz-Carlton Hotel, New York. The vast interior was stage-set by Joseph Urban, famed scenic designer, to represent a moonlit garden. There were, according to the public prints, two thousand cases of champagne for one thousand guests; the aggregate cost was given as $100,000.

At the close of 1936 Mrs. Evalyn Walsh McLean, the proud possessor of the $2,000,000 Hope diamond, heiress to a mining fortune, and married into a newspaper and Cincinnati public-utilities fortune, renewed her custom of staging a lavish New Year's Eve party in Washington. The newspapers set the cost of this function, tendered to her son, John R. McLean II, at $50,000, which seems rather low in view of the details. There were 325 guests at dinner and 650 at the ball which followed. As the house on the McLean estate, Friendship, was not large enough to accommodate the guests and their equerries and footmen, Mrs. McLean ordered constructed a special wing, which was torn down after the party was over. Two orchestras played for
the dancers; the cost of beverages alone was, according to the New York Herald Tribune, $9,000. The liquid refreshments comprised 480 quarts of champagne, 288 bottles of Scotch whiskey, 48 quarts of cocktails, 36 bottles of liqueurs, and 40 gallons of beer. The menu included several tons of tomato stuffed with crabmeat, cream-of-mushroom soup, breast of guinea hen, spinach, potatoes, ices, fruits, and coffee.

Mrs. McLean, presiding in the turmoil, wore the Hope diamond, the Star of the East (another large stone), and six diamond bracelets. She was closely guarded, as befitted a walking fortune, by fifteen private detectives and a company of Washington police, who kept vigilant eyes as well on the scintillating jewelry of the guests.

When Mrs. Marjorie Post Close Hutton married Joseph E. Davies, Washington corporation lawyer and later Ambassador to Russia, her huge apartment was bedecked "with 5,000 chrysanthemums that had been dyed blush pink at a cost of $2,000 to match the icing on the 300-pound wedding cake which the establishment's twenty-five servants, assisted by three caterers, served to fifty wedding guests." The flowers themselves cost $6,000. When the Hutton-Davies menage removed to Moscow it was reported that it ordered transported several carloads of specially prepared foods as well as furniture, ice-boxes, electric fans, and other equipment. Several hundred quarts of frozen cream were brought along, to the astonishment of Russians who pointed out that the country still had cows. During the summer of 1937 Mrs. Davies ordered two tons of frozen foods sent to Moscow for a cruise she and her husband were taking. Mrs. Davies happens to own the major interest in the General Foods Corporation, which specializes in frozen fresh products that are preserved indefinitely.

Mrs. Hutton-Davies likes to transport things long distances. She makes a practice, according to Helen Worden's Society Circus, of sending exotic plants from her Long Island hothouses down to her Florida estate. The plants, wrapped in cotton batting, are moved in heated railroad cars.

To celebrate her twenty-second birthday in Paris in November, 1934, the Princess Barbara Hutton Mdivani, now the Countess Haugwitz-Reventlow, gave a modest little party costing only $10,000. "We didn't think it fitting," her husband apologized, "to spend too much
in these times.” Among the guests journalists discerned two princes, one duchess, three barons, thirteen counts, one earl, and one hundred lesser personages.

The plutocracy has traveled a long way since Mrs. Potter Palmer of Chicago dazzled Carlton Terrace, London, in 1909 with a puny $10,000 party and a $100,000 season. The cost of a really fashionable party is now at least $100,000, and such affairs are the rule, not the exception. It is no longer, however, the item of cost but the occasion of the cost that attracts the attention of the newspapers. At Newport throughout the summer season, in Florida during the winter, the rich families by turns entertain extravagantly with garden parties, yachting parties, costume parties, and dances, the cost of which ranges from $50,000 to $100,000 each. During a recent study at Columbia University it was discovered that a doctor’s career at its outset might be capitalized for its bank-loan value at a little more than $100,000. The cost of the main party of the season given by one of the sixty wealthiest families would support an ordinary American family of five for a lifetime in relative luxury.

The ninety second richest families ape the personal expenditures of the sixty top-ranking families for the status and reflected glory conferred upon them; and the three hundred and fifty families of lesser wealth in turn ape their pecuniary superiors. The consequence is that there is an eternal round of lavish personal expenditure throughout the three strata of extreme wealth.

According to Beard, in the 1890’s “cigarettes were wrapped in hundred-dollar bills . . . fine black pearls were given to the diners in their oysters . . . a necklace costing $600,000 was purchased for a daughter. . . . An entire theatrical company was taken from New York to Chicago . . . a complete orchestra engaged to serenade a new-born child.”

As to the last, we may remark that the late Joseph Pulitzer habitually had the New York Symphony Orchestra transported to his Maine estate, there to soothe himself and his guests. Clarence Mackay, more recently, upon marrying Anna Case, opera singer, ordered the whole Philharmonic Symphony Orchestra brought out to his Long Island estate to accompany the ceremony. The largest contributors to the deficits of symphony orchestras and opera companies fre-
quently summon the magnificent artistic organizations to appear and
dazzle guests at private parties, a *quid pro quo* that is seldom re-
ferred to by the newspapers when they talk about "patrons" of the
arts.

As to cigarettes wrapped in $100 bills, we cannot discover a precise
contemporary counterpart, although at private functions the ciga-
rettes may now be wrapped in $1,000 bills or government bonds. But *Time* (June 6, 1932) informs us, upon the occasion of a suit won by
Tiffany and Company for $75,005 claimed on items charged to his
account in fourteen months, that John Barry Ryan, struggling along
on $29,000,000 left to him by Thomas Fortune Ryan, regularly
"showers his friends with presents—diamond roosters, coral monkeys,
ox-blood coral Buddhas, zodiac charms, brooches, bracelets, a hand-
bound copy of the encyclical on marriage of Pope Pius XI. . . .
Absent-minded, poetic, he forgets his bills (haberdashery accounts
totaling $3,160.75 were also judged against him last week)."

Christmas parties at the home of the late George F. Baker, Jr.,
regularly attended by two hundred to three hundred relatives and
friends, saw, according to Helen Worden's *Society Circus*, the pre-
sentation to each guest of expensive baubles like gold vanity cases, sil-
ver flasks, first editions of books, rare perfumes, and platinum jewelry.

As to the trivial item of a $600,000 necklace given to a daughter of
the Gilded Age, we may note that in the more recent Jazz Age Mrs.
Horace E. Dodge, widow of the automobile man and now Mrs. Hugh Dillman of Detroit, Palm Beach, and Grosse Point, bestowed
upon her daughter Delphine a pearl necklace valued at $800,000 and
once the property of haughty Catherine II of Russia. Delphine was
first married to James H. R. Cromwell, son of Mrs. E. T. Stotesbury,
who is now the husband of Doris Duke; after her divorce Delphine
married Raymond T. Baker, previously the husband of Margaret
Emerson (Bromo Seltzer), who in turn had been the wife at an
earlier date of Alfred Gwynne Vanderbilt.

On the subject of jewelry and gewgaws, it may be noted that
Jessie Woolworth Donahue owns the priceless Romanov crown
jewels and is credited with the possession of a $75,000 sable wrap.
According to *Fortune*, she lost $10,000 in eight months at Bradley's
gaming tables in Palm Beach, while her husband, according to the
same source, lost $900,000. Mrs. Donahue owns one of the largest emerald collections in the United States, although Mrs. E. T. Stotesbury is credited with owning the finest collection, valued at considerably more than $1,000,000. Other emerald collectors are Mrs. Forsyth Wickes, Mrs. Harrison Williams, wife of one of Bernard Baruch's "dollar-a-year" men who is now a big public-utility operator, Mrs. Felix Warburg, and Mrs. Marjorie Post Close Hutton Davies. Mrs. Williams owns a necklace and bracelet, worth many hundreds of thousands, composed of 129 square-cut sapphires, 144 square-cut emeralds, 762 small round diamonds, and 79 pearls. Their peers can be found only among the Romanov-Donahue jewels.

Whole new fields of extravagant expenditure have been opened up since the horse-and-buggy days of the 1890's. Bathrooms, swimming pools, and stamp collections take up a good deal of surplus money, while some tens of thousands of American citizens dine out of garbage cans. Fortune (January, 1931) summarizes the bathroom fad. The Ralph Pulitzer family of New York, among the ninety second richest clans, have their most prized bathroom embellished in a jungle motif, "walls decorated with monkeys swinging from palm trees, gaudy flamingos, and yawning crocodiles, all painted on gold canvas. . . . The tub is soft yellow, faced with black and gold marble." Continuing, "Mrs. William Stern's bath is found to be silver and green, the wall above the tub offering intimate glimpses into submarine life. . . . Just as impressive is Mrs. Seton Porter's [National Distillers' Products], with its black and white marble floor, jade ceiling, and mirror rising from the edge of the tub, framed in black glass." Stuart Chase, in The New Republic, May 25, 1927, refers to a jade-and-gold Park Avenue bathroom that cost $35,000 but he does not give the name of its owner.

The most recent champion in the bathroom sweepstakes, however, appears to be W. C. Grunow, radio manufacturer, who owns "a tub made from a single slab of Mexican onyx marble, costing $12,000 and equipped with fixtures of twenty-four carat gold plate." The gold plating, although a definite feature, has its duplicates in the fixtures of many other aristocratic bathrooms. In Mrs. Hugh Dillman's Palm Beach palazzo, for example, all the faucets except those in the kitchen and butler's pantry are of gold, says Fortune;
and gold is indeed so common that much of the hardware—door hinges, knobs, metal trimming in general—in the various châteaux of the wealthy is now made of it.

The bathroom in a wealthy American’s home is not, of course, synonymous with the bathroom of ordinary usage. It is usually a large vaulted chamber, with a sunken tub that may in some cases very easily be used as a swimming pool. Some of the bathrooms of the plutocracy are equipped with gymnastic paraphernalia; all have as standard equipment such things as quartz lamps, rubbing tables, unusual lighting arrangements, and strange decorations.

Nor is the American millionaire’s bathroom noteworthy for its rococo style alone. Its frequent incidence also deserves attention. Taking into consideration all the private residences and large apartments of the wealthiest families, it emerges as a fact that each family possesses at least one hundred bathrooms for the use of its own members, its guests, its servants, and its entertainers. This particular inquiry managed to isolate 723 bathrooms in the various Du Pont establishments, at which point, with much ground remaining to be covered, the quest was regretfully terminated. The Du Pont baths are plain and fancy, somber and gay, for chauffeurs and maids, for engineers and aviators, and for ladies and gentlemen.

Bathing is a frequent ceremony in upper-class life, and the member of the average wealthy family is apt to spend much time in the bath—telephoning, transacting business with secretaries and housekeepers, reading, listening to the radio or the phonograph, visiting with friends. The psychologist Freud has a theory that frequent washing of the hands marks a betrayal of a subconscious feeling of guilt. Frequent bathing, by the same token, must then mark a betrayal of an even deeper feeling of subconscious guilt.

The subject of bathing among the rich would not be complete without some mention of swimming pools. The newspaper rotogravure sections frequently regale the public with photographs of the pools of Hollywood actors, but theirs are really modest affairs. William Randolph Hearst on his San Simeon estate has an outdoor pool of Carrara marble, connected with an indoor pool for use in inclement weather. Although all the standard equipped estates have their pools, perhaps the prize of them all is to be found on the estate.
of the late Henry H. Rogers at Southampton. This pool cost $250,000, and was designed in Pompeian style by Architect John Russell Pope. The interior housing arrangement is lined with colored mosaic; the lighting is indirect, and there is an outdoor counterpart. Walter Chrysler owns a "handpainted" swimming pool. The pool on the average estate is usually merely a regular part of other sports equipment. On the Long Island estate of Mrs. Dodge Sloane, for example, a separate glass building, which can be opened at will to the elements, contains an elaborate swimming pool, tennis court, and billiard and backgammon rooms. Helen Worden's *Society Circus* informs us that "the soil used for the court is tile pink, imported from France."

Upward of a thousand private pools are to be found on the estates of the wealthy.

All of the rich, to be sure, have their expensive little hobbies. The hobby of the recently deceased E. H. R. Green, son of Hetty Green, was the collecting of postage stamps. Green paid a Washington office boy $18,000 for a sheet of stamps merely because the illustration was printed wrong side up. Retaining the choicest specimens for himself, Green sold the balance; and the Scott Coin and Stamp Company is reported to obtain $3,300 upward from wealthy collectors for each of these stamps.

Complicated litigation is often an expensive pastime of the rich. The seven heirs of the late George Gould, for example, tied up the estate in a snarl of suits, the cost of which was estimated in 1924 by the lawyer for the estate at $2,500 an hour throughout the protracted period of the dispute.

II

It is in their palatial country estates that the rich families, niggardly in philanthropies, really extend themselves, for in these places they are sheltered from the prying eyes of the sweat-stained, fatigue-racked proletariat and the ever-trusting, infinitely gullible middle class.

It has become the recent fashion to point to the four estates and many apartments of William Randolph Hearst as representing the apogee of contemporary extravagance; but Hearst is merely "keeping up with the Joneses," and is doing it very noisily. We must disagree
with Dixon Wecter when he writes in *The Saga of American Society*: “The greatest attempt ever made to achieve lordly splendor in America is William Randolph Hearst’s 240,000 acre estate at San Simeon, California, with its estimated cost of $15,000,000 for furnishings and antiques alone. Its great dining-hall hung with Sienese banners and a magnificent Gothic chimney piece from the Château du Jour, its sixteenth-century refectory tables, Flemish tapestries, seventeenth-century Spanish candlesticks and old English silver, six Gobelin tapestries costing $575,000, a notable collection of armour, and Cardinal Richelieu’s own bed are witnesses to the spoliation of Europe.”

Mr. Wecter is impressed by the fact that Hearst once transported a castle from Spain to New York in packing cases, that he purchased St. Donat’s Castle in Wales, and that at San Simeon he owns a private railway spur and three cars and a dîner to transport his guests to the main *palazzo*. Overlooking an entire Bavarian village that Hearst has constructed at Wyntoon, California, Mr. Wecter also overlooks the fact that all this is merely the minimum standard equipment of the contemporary American multimillionaire.

Several decades ago George Vanderbilt’s Biltmore château in North Carolina cost $6,000,000, and to duplicate it today would probably cost three times as much. But neither Hearst nor this lone Vanderbilt fully indicates what has taken place in the accumulation by the rich of the appurtenances of mere living. It is only when the subject is approached on a family basis that one discerns the true picture.

The Du Pont clan, because of its many members, probably owns more personal possessions than any other American family of the plutocracy, although the Vanderbilt group runs it a close second and the Rockefellers probably come third. A careful survey indicates that the Du Ponts own more yachts, more pipe organs, more swimming pools, more ducal estates, and more bathrooms than any other family in the world today. They employ more servants than the royal family of Great Britain, not excluding the King’s Own Life Guards.

In a broad but very real sense the Du Ponts own the whole state of Delaware and part of adjoining Pennsylvania. Delaware itself is the private fief of the Du Ponts, who have constructed its schools and roads, collect its taxes—Pierre du Pont is the Delaware tax commis-
sionor for the fourth term at this writing—and, in general, supervise every detail of Delaware life.

Owing to the many elaborate Du Pont estates, Delaware and the immediately contiguous territory might aptly be termed the American "Château Country." Should other regions dispute Delaware's right to this designation, regions such as the North Shore of Long Island, and Newport, the Du Ponts have only to assert their unchallengeable right to be recognized as ruling over an entire province of châteaux.

Near the environs of Wilmington there are precisely two dozen Du Pont country estates, four of which are of the first magnitude. There is, for example, Winterthur, the ducal 150-room residence of the Henry F. du Ponts, boasting forty bedrooms, each with a radio installation, each replete with costly antiques; the cost of the building alone was $2,000,000, and including the grounds, trappings, furniture, and fixtures, the cost of the whole establishment easily touches $10,-000,000.

Then there is Longwood, residence of Pierre du Pont, surrounded by 1,000 carefully tended acres which include six acres of glassed-over tropical gardens; in these are orangeries and separate orchard houses for the growing throughout the year of peaches, nectarines, and exotic fruits. The house has nearly two hundred rooms, and more than one hundred servants, including the gardeners who are employed there. A feature of the establishment is an organ of ten thousand pipes to transport which required fourteen railroad freight cars. According to Fortune, the volume of this regal instrument is sufficient to fill three cathedrals. The building was especially constructed to contain the apparatus, whose attendant is Firmin Swinnen, former organist at the Antwerp Cathedral; underlying the organ are large 72-horsepower blowers that required installation of special power lines. The organ pipes give out into the indoor gardens, to which the public is admitted occasionally at a small charge which goes to local charities and helps reduce Du Pont taxes. The conception behind the arrangement is that one may wander with one's guests in tropical gardens, enjoying the perfumes of rare plants as one is beguiled by the music.

Another feature of Longwood, perhaps the chief residence of the
Armorers to the Republic, is an authentic Norman tower, in which is an old carillon that, when played, fills the countryside for many miles around with melody. Still another is an open-air theater, seating twelve hundred. To dwell here at greater length on the costly wonders of Longwood and on the details of its many great rooms is, of course, inadvisable. There are too many other Du Pont estates. The value of the entire Longwood plant, however, is at least $15,000,000.

There is a friendly competitive spirit among the Du Ponts in thinking up distinctive residential features. At Winterthur, as if to rival the organ and the carillon at Longwood, Henry F. du Pont, instead of installing a private pipe organ, gave one to a neighboring church and has its music brought to the château by a special loud-speaker system with outlets at the swimming pools, the tennis courts, and in various chambers. He also caused the construction outdoors of the world’s largest loud-speaker, whose outlet is ten by twelve feet, so that hunting songs and Christmas carols can be sent echoing over the countryside. In Delaware, as on the battlefield, one can readily see, there is no escaping the Du Ponts.

Notable points of interest at Henry I. du Pont’s princely Nemours are its entrance gates. One is from a palace of Catherine the Great and another from Wimbledon Manor; the estate also contains sunken gardens that are considered by connoisseurs among the foremost in the world even after taking into consideration those at Versailles and Schönbrunn. Nemours is justly celebrated for its magnificent stables and mounts.

To enumerate the wonders of the regal palaces of all the Du Ponts would, perhaps, be repetitious. Most of them have swimming pools, tennis courts, private telephone switchboards with from fifty to more than one hundred outlets, elaborate music rooms, libraries, salons, and guest chambers furnished with antiques, tapestries, paintings. Many of the rooms have been taken bodily out of famed European châteaux and palaces.

William du Pont has two imperial palaces near each other; one, Bellevue, is in Delaware, and the other is in Newtown Square over the state line in Pennsylvania. S. Hallock du Pont rules over Henry Clay, named after the parliamentary apologist for chattel slavery;
Bessie Gardner du Pont over Chevannes; Eugene du Pont over Owl's Nest; Francis L. du Pont over Louviers; Victor du Pont over Guyencourt; Irénée du Pont over Granogue when he is not absent at his vast Cuban plantation outside Havana; and Edmond du Pont over Centerville. There are other near-by Du Pont estates, smaller than these and not quite so lavish, but grandiose enough to make the casual wayfarer believe he has stumbled upon a motion-picture set; and these are owned by Eugene E. du Pont, Ernest du Pont, Mrs. William K. du Pont, A. Felix du Pont, and Mrs. Philip du Pont. There are, too, the estates of Du Pont women married to outsiders—Copelands, Lairds, Schutts, Meeds, Bayards, Carpenters, Sharps, Rusts, Greenewalts, and Mays.

Aside from these ducal palaces a good many of the Du Ponts maintain houses or apartments in New York, Philadelphia, Washington, London, and Paris. The clan also has its "poor" relations, some of whom hold executive positions in various Du Pont enterprises and live humbly in secluded $50,000 and $100,000 homes. A few are looked at askance by the main branch of the family, having married Irish barmaids or English nurses, and these glumly plow the Seven Seas in their steam yachts or clip gilt-edged coupons in St. Cloud.

All in all, the residential establishments of the Du Ponts, taking into consideration land, buildings, furnishings, and equipment, may be conservatively estimated as costing at least $150,000,000, or more than ten per cent of the total university and college endowment of the nation.

The Vanderbilt family exhibits a similar inclination toward conspicuous residential display, although its palaces are somewhat more scattered. And when we come to the Vanderbilt and other families a difficulty interposes; intermarriage has made it problematical which family may be said to own an estate. Biltmore, a towering pile of French architecture in North Carolina, is, perhaps, the Vanderbilt family prize. It is large enough to take into its folds all the Hearst châteaux in California, with sufficient room left over in which to have a hunt ball. At Newport alone there are the palatial villas of the late Dowager Mrs. Cornelius Vanderbilt, Brigadier General Cornelius Vanderbilt, William H. Vanderbilt, and Mrs. Henry D. Phelps, the Dowager's grandniece. Until the Dowager built The Breakers, the
$9,000,000 Marble House of her sister-in-law, Mrs. W. K. Vanderbilt, was a show place of the clan at Newport. Cornelius Vanderbilt Whitney, scion of the railroad and the oil family, owns a whole town, Obregon City, in Mexico, which he operates as his private estate; a large New York apartment; a horse farm in Kentucky; an elaborate hunting lodge in Canada and another in the Adirondacks; the Wheatley Hills mansion of his father, Harry Payne Whitney; a château in Newport; a town house in New York City—and he shares the marble palazzo of his grandmother, Mrs. Cornelius Vanderbilt, at 1 East Sixty-seventh Street, New York City. All this is pretty much for a single Vanderbilt; but taking all the Vanderbilts into consideration one can isolate nearly thirty separate residences of the family, most of them very ornate.

Mrs. Gertrude Vanderbilt Whitney has a six-hundred-acre estate at Old Westbury, Long Island, and magnificent houses in New York and at Newport. Mrs. Payne Whitney has an eighty-five-hundred-acre estate, possessing one of the finest stables in the country, near Thomasville, Georgia.

The probable aggregate cost of all the Vanderbilt dwelling places is not less than $125,000,000, with the cost of three alone exceeding $25,000,000; all, of course, boast such appurtenances as pipe organs, numerous bathrooms, swimming pools, private motion-picture theaters, antique furniture, tapestries and paintings, private telephone switchboards, gymasia, ballrooms, trophy rooms, sitting rooms, salons, cardrooms, etc.

In surveying the residential seats of the Rockefeller family it is also difficult to know to which family one should assign each mansion and estate, as the Rockefellers are intermarried, as we have seen, with Stillmans, Carnegies, McCormicks, Aldriches, Davisons, Dodges, etc. We will, however, concentrate on the two main Rockefeller lines of descent, observing first, however, that the Rockefeller publicity men, geniuses of a sort, have admirably succeeded in suggesting that this imperial family lives rather ascetically; seldom are descriptions of the Rockefeller residential interiors permitted to leak out, so that one must reconstruct them mentally from fragmentary suggestions just as a paleontologist reconstructs the framework of a dinosaur from a few scraps of bone.
There is, first, the great family duchy of thirty-five hundred acres at Pocantico Hills, Tarrytown, New York. On this estate stand five separate family mansions, for as each child marries a house is constructed for separate occupancy. Like the Standard Oil Company, the estate has been assembled with guile and force against the will of neighbors. In Cleveland the Rockefellers had a town house on Euclid Avenue and a regal estate in Forest Hill, now turned into an expensive suburban real-estate development; but in the 1890's the family moved to Pocantico Hills. This estate at the turn of the century comprised only about sixteen-hundred acres, which have since been added to by purchase and by persuasion. The first brush the elder Rockefeller had with the local authorities, who are now the family's most ardent servitors, was occasioned by his desire to have Tarrytown construct a road around Croton reservoir, the property of New York City. Rockefeller offered to pay for the road, which would connect his place with his brother William's; but local officials pointed out that to build the road one would have to condemn a number of private homes whose owners had, cannily (they thought), raised prices when they visualized Rockefeller as a potential purchaser. Rockefeller apologists have pointed with indignation to the attempt of the local burghers to make the oil baron pay fancy prices, and have applauded Rockefeller's refusal to do so, even though it was by unfairly, dishonestly, and illegally contriving to raise and fix oil prices that he made his fortune. Rockefeller, however, was determined to have his road, and his workmen proceeded in defiance of the law until they encroached on the private property of John Weber, the village president. When the chief of police mysteriously refused a request to protect the property Weber and his sons, acting on their constitutional rights, attempted to stop the Rockefeller men. At a signal, the latter were reinforced by a near-by gang of Rockefeller roughnecks, armed with picks and shovels, who pummeled and drove the village president away.

In 1929 Rockefeller, Jr., paid the town of Eastview $700,000 for the privilege of ousting forty-six families so that the main line of the Putnam division of the New York Central Railroad might run along what was Eastview's main street instead of through the gradually swelling Pocantico Hills estate. Preserved against encroachment,
however, was the summer home of James Butler, chain-store operator.

The assessed valuation of the Rockefeller demesne in 1928 was $5,588,050, calling for a tax of $137,000, but by dint of litigation and argument the assessment has since been scaled down by about $2,000,000. Either valuation seems rather modest in view of all the improvements that have been installed. Trees, shrubs, and plants have been brought from all quarters of the globe. The grounds are traversed by roads and bridle paths over which private police course in radio cars. John T. Flynn describes a three-story stable on the estate, containing elevators, grooms’ quarters, and room for twenty-two blooded horses.

According to The New York Times (May 24, 1937), the elder Rockefeller’s fifty-room mansion at Pocantico, surrounded by carefully nurtured gardens, alone cost $2,000,000 to build and $500,000 a year to maintain, while the estate itself requires the services of three hundred and fifty employees and thirty teams of horses the year round, making a monthly pay roll of $18,000. Included in the standard equipment of the house are private elevators and air-conditioning units to preserve even temperature throughout the seasons; and all of Rockefeller’s mansions, according to the Times, “contained elaborate medical equipment for checking his condition. There were machines for taking his basal metabolism, fluoroscopes—the equipment of a small hospital. He always had on hand, for special circumstances, small tanks of oxygen and he carried them with him when he traveled.”

Thanks to all this equipment Rockefeller outlived twenty personal physicians, according to the New York Post (May 24, 1937); for Rockefeller realized that money was often equivalent to life, lack of it to virtual death, and that the struggle over money in the world was really a struggle over life and death. Money, Rockefeller also unquestionably realized, has the power to expand the effectiveness of a single life span so that it is equivalent to many ordinary ones. Everything else being equal, a man with $1,000,000 lives many times longer in an effective sense than a man with no money, for the former is able, with the help of servitors and technicians, to accomplish in minutes and hours what it takes the penniless man weeks, months, and, perhaps, years to achieve.
The New York Herald Tribune (May 24, 1937) in part described the Rockefeller estate as follows:

From the village of East View the estate extends northward three miles over soft, pleasant countryside to the boundaries of Ossining, where it joins the estate of the elder James Stillman, former president of the National City Bank. It averages two miles in width. . . . At the southern tip of Pocantico on a high knoll two miles from the Hudson stands the massive Georgian house of Mr. Rockefeller. It lies in the center of the estate’s only enclosure area, 350 acres surrounded by a high fence with two gates. . . . Thirty watchmen—twenty in the winter when the families are living in town—patrol the enclosure in eight-hour shifts to keep out unwelcome visitors. . . . Within the enclosure live five Rockefeller families. A sixth, that of Mrs. David W. Milton, the former Abby Rockefeller, only daughter of Mr. and Mrs. Rockefeller, Jr., live in their home a half mile away to the northeast. . . . The [central] house has fifty rooms, most of them very large, beginning with two anterooms, an enormous central hall, a living room and a dining room on the first floor. All are furnished with furniture of the Georgian period. Two floors of expansive bedroom suites above are topped by quarters for the fifteen servants required to run the house. Floodlights on the roof can light the entire area surrounding Kijkuit whenever the two watchmen stationed there see fit to use them. More as a part of the house than a separate adjunct is its rather formal combination rose and Japanese garden with statuary (mostly copies) by George Gray Barnard. . . .

The house occupied by Mr. and Mrs. John D. Rockefeller, Jr., is a rambling country residence, roomy and plain. Wings have been added to it casually from time to time until it has lost all function as an architectural medium. Along the coach road that rims the southern edge of Pocantico rest the homes of three of their sons, Nelson, Laurance and John D. Rockefeller, 3rd. Nelson converted a 200-year-old Dutch farmhouse into a comfortable home where he is forever erecting his own stone walls and rearranging his rock garden. John also reconverted a local farmhouse and Laurance put up a prefabricated Georgian house put out by a steel company in 1937.

On a flat knoll to the west of the five family homes is the playhouse, built in 1926 for Mr. Rockefeller’s grandchildren and great-grandchildren. It is a faithful copy of a large, rambling Normandy farmhouse with its ascendant tower. It was designed by Duncan Candler, architect, of New York City, and cost $250,000 [The New York World (September 19, 1926), said the cost of this house was $500,000]. The ground-level floor houses a Grecian swimming pool opening on
to two tennis courts, locker rooms and showers. Close by is the nine-hole golf course where Mr. Rockefeller played. . . . On the oak-panelled first floor are a bowling alley, a squash court, a large living room, card room and kitchen for light suppers. In the tower is a billiard room. . . .

Both superintendents live in houses just inside the Pocantico Hills gate. A new building outside the gate houses offices, shops, a garage and sheds for supplies. Under the impetus of Mr. Rockefeller, Jr., there is no end to new construction projects. More than fifty miles of roads, and the bridle paths, with over and under passes to avoid highways, have been completed to date. . . . The Rockefeller farm, two miles north of the village, is home for a herd of thirty-five blooded dairy cattle. . . .

In New York City are the two principal Rockefeller town houses, at 4 and 10 West Fifty-fourth Street. Both mansions are now being given up, however, as Rockefeller, Jr., is taking a large Park Avenue apartment. The married children have separate apartments or houses in town.

The elder Rockefeller shifted southward with the seasons. His first stop would be at Lakewood, New Jersey, where Golf House dominates a regal estate that includes a private golf links, dairy farm, etc. Winter would find him at The Casements, his ornate Ormond Beach, Florida, estate. Although Pocantico Hills was as far north as the elder Rockefeller ever got in his later years, his son for many years has taken his family to a private summer estate at Seal Harbor, Maine. This residence enables him to contribute to the Maine Republican State Committee as well as to the New York Republican State Committee. On the basis of residential addresses the Rockefellers may contribute to state political campaigns in six states.

The late Edith Rockefeller McCormick, daughter of John D. Rockefeller, had two ornate places in and near Chicago. At 1000 Lake Shore Drive stood her great town house, a bridal gift from her father. At Lake Forest, Illinois, was the Villa Turicum, built of Italian marble at a cost of $2,500,000, and filled with costly rugs, marbles, and objects of art. Mrs. McCormick never entered the place after 1913. Then there is the Mount Hope estate of Mrs. E. Parmalee Prentice, the former Alta Rockefeller, at Williamstown, Massachusetts. This country seat comprises fifteen hundred acres and had an
assessed valuation of $715,000 in 1931. The Prentices have, too, town
houses, and their children, as they come to maturity, are setting up
households of their own.

The Cuevas family was left Golf House and the Lakewood, New
Jersey, estate by the elder Rockefeller's will, and this may now be
regarded as their center of activity when they are neither in town nor
in Europe.

There remains the William Rockefeller line of more than one
hundred persons. William had six children, two of whom were
daughters. One daughter—Mrs. Marcellus Hartley Dodge, wife of
the board chairman of the Remington Arms Company—has her
country estate, Geralda Farm, at Madison, New Jersey, and it is the
annual scene of a much-heralded dog show, for Mrs. Dodge is one of
the foremost dog breeders in the world. William G. and Percy A.,
the only two of William's sons to reach maturity, had their separate
estates and town houses. Mrs. David Hunter McAlpin, who is Wil-
liam's daughter Emma, also has her separate residences.

As we have seen, the will of William Rockefeller provided that at
least fifty great-grandchildren will be millionaires in their own right
by 1950, so by that date there will have been a vast increase in the
number of separate Rockefeller menages. All in all, it can be estimated
that existing Rockefeller establishments, including the thirty-two-
thousand-acre Adirondack estate of William which was offered at a
sacrifice price of $1,000,000, have a total valuation, including furnish-
ings and equipment, of $50,000,000 to $75,000,000.

Like the Rockefellers, the Pratts have the country seats of their
clan all bunched together, at Glen Cove, Long Island. The Bedfords
concentrate on Connecticut and adjacent New York State. On the
one-thousand-acre Pratt estate, the assessed value of which is $5,865,-
130, there reside in neighboring residences one hundred and thirty
members of the family when they are not dispersed among their town
houses and apartments. The Pratts were the first to install private
police patrol cars, radio-equipped, to guard the children and grand-
children from kidnapers who might invade the winding roads and
woodlands.

The country estates exhibit various special features. Some are
grouped by families; some represent self-incorporated villages estab-
lished to reduce taxes for a number of families; and others are merely units in an international chain of residences.

The Morgan family, with town houses and apartments in New York City, also owns East and West Island, off the North Shore of Long Island near Glen Cove. Junius Morgan shares West Island with Mrs. William Harkness, whose country seat occupies one side. This island is joined by a private bridge to East Island, where J. P. Morgan’s American country estate stands, surrounded by elaborate gardens. After prolonged litigation Morgan got $1,000,000 pared off the island’s tax assessment of $2,256,000; his son failed in an attempt to have his assessment of $625,000 reduced.

The Morgan town house in New York adjoins the Morgan Library, valued at $7,000,000 and provided with an endowment of $1,500,000, which makes it, theoretically, a philanthropy. It is filled with ancient Bibles, Assyrian and Babylonian seals, Egyptian and Greek papyri, Coptic texts, illuminated manuscripts, Blake drawings, and manuscripts by Shelley, Swift, Scott, Napoleon, and others. The title to this property is vested in Mr. Morgan, which makes it a part of his household.

In London the banker owns a great four-story mansion at 12 Grosvenor Square, Mayfair, which is occupied as often as is the Madison Avenue house. He owns the whole of the village of Aldenham, Hertfordshire, where his great Wall Hall castle and estate stands. Only the village church is not owned by Morgan. All the villagers are his employees. In Scotland he has Gannochy, a stone hunting lodge of thirty rooms, serviced in the hunting season by forty servants.

A fair valuation on the residences of the various members of the Morgan family, including the library in New York, would seem to be at least $30,000,000.

To reduce taxes a number of wealthy families, owners of estates covering three square miles whose assessed valuation is $7,000,000, have formed the village of Lattingtown, Long Island. The incorporators included J. P. Morgan, the late George F. Baker, Harvey D. Gibson, S. Parker Gilbert, Clarence H. Mackay (whose place is said to have cost $6,000,000 to build), J. E. Aldred, and William D. Guthrie. With a separate village these men can now impose their own local taxes.
Vincent Astor owns an estate at Rhinebeck, New York, adjoining Franklin D. Roosevelt's Krum Elbow, one at Newport, and one in Bermuda. Frederick H. Prince has an establishment at Pau, France. Mrs. Moses Taylor has her home estate in Marrakech, Morocco, but also has a Newport house (said to require more than one hundred servants) and an estate in France. Most of her time, however, is spent on her yacht or in New York apartments.

The gardens on some of the estates cost a king's ransom. Pierre du Pont, according to Fortune (August, 1933) spent $25,000 to have a single bush brought to Longwood. The same issue of the magazine relates that the late Rodman Wanamaker spent $1,000,000 to have his estate decorated with especially fine specimens of small-leafed box. The house and twelve gardens covering one hundred and fifty acres of the Oyster Bay estate of Charles E. F. McCann (Woolworth) cost $3,500,000, says Fortune. According to C. W. Barron, Samuel Untermyer, the lawyer, has 167 men constantly tending the vast gardens on his Yonkers estate; the same authority relates that the late James B. Duke employed forty men simply to tend the lawns on his New Jersey place, where the fountains ran with filtered water. Duke had four houses which he left to his family: the principal residence at Somerville, New Jersey, another in the south, one in Newport, and a fourth on Fifth Avenue. Doris Duke Cromwell is now mistress of the Somerville place.

The sixty-acre estate of Henry H. Rogers at Southampton was improved with two palazzi at a cost of $2,800,000. The Deepdene estate of C. Ledyard Blair on Bermuda cost $550,000. Samuel Insull poured $9,000,000 into his forty-two-hundred-acre Hawthorne Farm near Chicago which was put on forced sale for $780,000; features of the establishment were gold-plated bathroom fixtures and rooms imported from European castles. The late Alexander Smith Cochran spent more than $1,000,000 on his eight-thousand-acre Rocky Mountain estate outside the Garden of the Gods. The late Edmund C. Converse, Morgan factotum in charge of the Bankers Trust Company, put $3,000,000 into his Greenwich, Connecticut, estate.

Henry Carnegie Phipps owns an Italian palace on Long Island's north shore, valued at more than $1,000,000. The biggest estate on Long Island, however, belongs to Marshall Field, whose former wife
EXTRAVAGANCE AMID POVERTY

owns a two-thousand-acre place at Huntington, Long Island, with six acres of landscaped garden valued alone at $400,000. The main Marshall Field estate at Lloyd’s Neck, Long Island, is said to be worth $15,000,000. It comprises landscaped gardens, special airplane and boat landings, the best pheasant-shooting grounds in the country with specially bred birds, indoor and outdoor tennis courts, private guest apartments in the house, a large garage, and all the other embellishments a modern Croesus can command.

Some of the biggest gardens in the country, valued at from $500,000 to $1,000,000, are owned by Arthur Curtiss James, Clarence Lewis, Horatio Gates Lloyd (Morgan partner), Cyrus McCormick, Charles Schweppe, William G. Mather, and William West Frazier.

Owners of large Newport places, other than those already mentioned, are Mrs. Hamilton McK. Twombly, Mrs. Harry Payne Whitney (also several town houses and other country residences), Perry Belmont, Arthur Curtiss James, Herman Oelrichs, Mrs. Oliver Harriman, Frederic Rhinelander, the Berwind family, Mrs. Henry Clews, Robert Walter Goelet, Mrs. William Goadby Loew (daughter of the senior George F. Baker), Anthony Biddle, and Mrs. Edward V. Hartford (Great Atlantic and Pacific Tea Stores). The Newport colony numbers no more than three hundred persons, and all the Newport houses are enormous show places.

Mr. and Mrs. E. T. Stotesbury live in retirement at Whitemarsh Hall, their Philadelphia estate, which has gardens arranged in replica of the gardens at Versailles. The house contains 145 rooms, forty-five baths, fourteen elevators, thirty-five house servants, and sixty-five outside employees. The Stotesburys inhabit Wingwood House, Bar Harbor, in the summer; El Mirasol, Palm Beach, in the winter.

The Nicholas F. Brady house, Inisfada, on Long Island, contains eighty-seven rooms, according to The New Yorker (May 1, 1937). Its cost was $3,000,000, and it contains a great hall eighty feet long and fifty feet high, an Aeolian organ, a dining room in which fifteen hundred guests have been served at once, chambers for forty-five overnight guests with a prie-dieu, crucifix, and holy-water font in each room, a private chapel where masses may be said by special dispensation of the Pope (for Brady was a papal duke), and a house telephone
switchboard with eighty-seven extensions. The Brady bedchamber
holds an eight-foot-square Spanish Renaissance canopied bed. The
vast kitchen contains thirty feet of stoves and a special butcher room
that will accommodate entire beeves, boars, stags, and a wide variety
of game. A wine cellar “stretches endlessly” under the lawn. A
separate ice plant supplies refrigeration. Only twenty-five servants
were required to operate this place, which was recently given to a
Catholic order.

Most of the persons who own residences at Newport also have
establishments in Florida, but these latter will not be enumerated.
Before abandoning the estates, however, it may be interesting to
observe that others beside the Morgans own islands over which they
rule like Neptunes. Naushon Island, near Martha’s Vineyard, is
owned by the Forbes family of Boston, whose six power boats and
two cruising schooners connect them with their mainland homes. A
dozen branches of the family have summer homes on this island. The
clan includes W. Cameron Forbes, former Governor General of the
Philippines, head of J. M. Forbes and Company, and director of
American Telephone and Telegraph Company; Allan Forbes, presi-
dent of the State Street Trust Company, Boston; J. Grant Forbes,
investment banker; Edward Waldo Forbes, director of the Fogg
Art Museum at Harvard; and Dr. Alexander Forbes, member of the
faculty of Harvard Medical School.

Harvard University owns Bumkin Island, off the Massachusetts
cost, and has leased it for ninety-nine years to Albert C. Burrage,
copper magnate and associate of H. H. Rogers in the Amalgamated
Copper coup. Once the president of the American Orchid Society
and the present owner of the 260-foot yacht Aztec, Burrage organized
the Chile Copper Company in 1913. It was sold to Anaconda in
1923.

Sapelo Island, off the Georgia Coast, is owned by Howard E. Cof-
fin, Detroit automobile magnate (Hudson Motors). A famed hunt-
ing ground, it boasts a large Spanish-mission residence and a blue-
tiled, glass-domed swimming pool. Both Presidents Coolidge and
Hoover were visitors to Sapelo, and Coffin had easy access to them
at the White House.

The neighboring St. Catherine’s Island is largely owned by C. M.
Keys, aviation executive, although Coffin and J. C. Wilson, aviation
man, also have an interest in it. Karl Adams, son of Melvin O. Adams,
one time owner of the Boston, Revere Beach, and Lynn Railroad,
owns Brewster Island, near Boston. Independent of the United States,
it was seized by the government during the World War; later it was
returned to Adams.

Perhaps the most ambitious island purchase was made by the late
William Wrigley, Jr., Chicago chewing-gum man and sportsman,
who bought Santa Catalina Island, off the California coast, for
$2,000,000. Wrigley put an additional $2,000,000 into constructing a
large hotel, a golf course, tennis courts, a theater and dance pavilion,
and an airplane landing field. He invested $1,000,000 in a steamer
to connect Santa Catalina with the mainland.

Two hundred of the wealthiest families joined before the war
in founding the Jekyll Island Club, on Jekyll Island, off the Georgia
cost. Among the founders were Morgans, Drexels, Bakers, Goulds,
Rockefellers, Carnegies, and Du Ponts. The natural yacht basin and
sweeping beaches make it an attractive spot in which to rest after
grappling with the problem of squeezing more money from the
world markets. Not given to associating much with his pecuniary
peers, Henry Ford has spent a good deal of time there.

III

While the foregoing sheds some light on how the rich manage to
dissipate a part of their income in personal indulgence, only a fraction
of the story is told. In conclusion the exposition will center briefly
upon expenditures for yachts, pipe organs, horses, private railways,
private railroad cars, airplanes, and a few unique extravagances.

Yachts

After the country estate and garden, the yacht seems to be the most
compelling item of expense in the multimillionaire’s domestic budget.
More than thirty yachts are owned by the Du Pont family, which
seems to be the greatest collective private yacht owner in the world.
According to Lloyd’s Register of American Yachts (1935), Irénéé du
Pont owns the Icacos (60’ 10”); Lammot du Pont owns the Nemea
(76’); Pierre S. du Pont III owns the Barlovento (50’); the estate of
Alfred I. du Pont owns the Gadfly (101' 6") , the Mummy (44'), and the Nenemoosha (125' 5’); A. Felix du Pont owns the Orthia (73' 2’); E. F. du Pont owns the Bob-Kat (24' 10’); E. Paul du Pont owns the Theano (58' 6’); Ernest du Pont owns the Edris (74’) and the Ponjola (38' 8’); Eugene E. du Pont owns High Tide (50’); F. V. du Pont owns Tech Jr. (84' 2’); Henry Belin du Pont owns Nor’ Easter (54’); Henry F. du Pont owns the Sea Urchin (35’); R. R. M. Carpenter, married into the Du Pont family, owns the Galaxy (121’ 8”) and the Harmony (95’); W. C. Carpenter, Jr., owns the Grey Gull (65’ 4”); and Donaldson Brown, vice-president of General Motors Corporation and a Du Pont son-in-law, owns the Oceania (149’ 2”).

The Forbes family of Boston is credited by Lloyd’s with the ownership of thirteen yachts, of relatively moderate sizes. George W. C. Drexel of Philadelphia owns five yachts: the Ace (48’), the Akbar (56’ 8”), the Alcedo (175’), the Atrypa (62’ 6”) and the Aztex (40’). The Vanderbilt family owns ten yachts, not including the America Cup defenders. Brigadier General Cornelius Vanderbilt owns the Winchester (225’); F. W. Vanderbilt owns the Leander and the Vedette (82’ and 148’); Harold S. Vanderbilt owns the Prestige (54’), the Vagrant (80’), and the Vara (149’); Harold S. Vanderbilt and Associates own the Rainbow and the Ranger, international cup contenders; William H. Vanderbilt owns the Arrow (73’); William K. Vanderbilt owns the Alva (259’ 2’”) and the Ara (213’). The Whitney (Standard Oil) family has three yachts: the Adventure (57’ 6”), the Aphrodite (72’), and the Captiva (101’ 9”). Frederick H. Prince owns three yachts, the Aide de Camp (102’), the Lone Star (161’ 9”), and the Weetamoe (83’). The Pratt family has four yachts; the Reynolds and Rogers families have two yachts each; Winthrop W. Aldrich has four, including the 102-foot Wayfarer; the George F. Baker family has three, including the Viking (217’ 6”), thirteen-hundred-ton vessel on which the younger Baker died in the Pacific; the Baruch and Bedford families have four each; the Blumenthals own three; Barron Collier, advertising promoter, owns seven, including the 147-foot Florida; the De Forests have four; the Donahues have two; the Fisher family has five, including the 196-foot Nakhoda and the 105-foot Margaret F. III; Edsel B. Ford has two, including the 114-foot
Onika; the Guggenheims have three, including the 204-foot Trillora and the 195-foot Leonie; the Harknesses have three, including the 179-foot Cythera; the Huttons have three, including the 254-foot Hussar; the Jennings family has five; A. Atwater Kent also has five, including the 169-foot Whileaway; the Lippincotts, Philadelphia publishers, have six; the Charles E. F. McCanns (Woolworth) have three, including the 206-foot Chalena; the Mellons have two, including the 187-foot Vagabondia; the Metcalfs have four, including the 134-foot Felicia and the 109-foot Sachem; the Reynolds have two, including the 113-foot Zapala; and great cruisers that are really small transatlantic liners, luxuriously equipped, are owned by others.

Some of the biggest yachts, their owners, and their estimated costs exclusive of the luxurious furnishings and fittings, are as follows:

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<th>Owner</th>
<th>Name</th>
<th>Length in feet</th>
<th>Original cost</th>
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</thead>
<tbody>
<tr>
<td>Mrs. Richard M. Cadwalader</td>
<td>Savarona</td>
<td>408</td>
<td>$2,500,000</td>
</tr>
<tr>
<td>J. P. Morgan</td>
<td>Corsair</td>
<td>344</td>
<td>2,000,000</td>
</tr>
<tr>
<td>George F. Baker</td>
<td>Viking</td>
<td>272</td>
<td>1,225,000</td>
</tr>
<tr>
<td>Mrs. Anna Dodge Dillman</td>
<td>Delphine</td>
<td>258</td>
<td>2,000,000</td>
</tr>
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</table>

Displacement of these four ships is 1,200 to 4,700 gross tons

<table>
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<tr>
<th>Owner</th>
<th>Name</th>
<th>Length in feet</th>
<th>Original cost</th>
</tr>
</thead>
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<tr>
<td>Julius Forstmann</td>
<td>Orion</td>
<td>333</td>
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<tr>
<td>Mrs. William Boyce Thompson</td>
<td>Alder</td>
<td>294</td>
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<td>Eldridge R. Johnson</td>
<td>Caroline</td>
<td>279</td>
<td>1,000,000</td>
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<tr>
<td>William K. Vanderbilt</td>
<td>Alva</td>
<td>264</td>
<td>1,250,000</td>
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<tr>
<td>Vincent Astor</td>
<td>Nourmahal</td>
<td>264</td>
<td>1,250,000</td>
</tr>
<tr>
<td>Bertha M. Fisher</td>
<td>Nakhoda</td>
<td>235</td>
<td>1,250,000</td>
</tr>
<tr>
<td>Walter O. Briggs</td>
<td>Cambriona</td>
<td>235</td>
<td>1,250,000</td>
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<tr>
<td>Alfred P. Sloan, Jr.</td>
<td>Rene</td>
<td>235</td>
<td>1,250,000</td>
</tr>
<tr>
<td>Mrs. Mary L. C. Bok</td>
<td>Lyndonia</td>
<td>230</td>
<td>450,000</td>
</tr>
<tr>
<td>Julius Fleischmann</td>
<td>Camargo</td>
<td>225</td>
<td>850,000</td>
</tr>
<tr>
<td>Frederick H. Prince</td>
<td>Lone Star</td>
<td>172</td>
<td>575,000</td>
</tr>
<tr>
<td>David C. Whitney</td>
<td>Sumar</td>
<td>160</td>
<td>550,000</td>
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To operate the *Corsair* for a year is said to cost $250,000 to $500,000, one trip to England costing $50,000. Although the *Corsair* cost $2,000,000, it probably represents an investment of double that amount owing to the expense of periodic reconditioning. The cost of operating the *Alder* is reported to be $175,000 a year. Once included in its equipment was a $25,000 pipe organ, installed by the former owner, Mrs. Cadwalader of Philadelphia; it is still fitted with antique rugs and tapestries, gold-plated bathroom fixtures. The interior fittings of all the big yachts, truth to tell, often cost as much as the ships themselves.

Vanderbilt’s *Alva* is equipped with an airplane cradle on the after-deck and the $75,000 plane carried is half the size of the *China Clipper*. The ship’s equipment also includes motorboats and express cruisers which can be rapidly launched.


Although many yachts are owned at one time by a rich family, in serial order the families acquire and dispose of whole fleets of vessels, much as the man of ordinary means buys and discards shoes. The Vanderbilts in their time have worn out more than fifty yachts of various sizes, mostly large. According to *Fortune*, one builder has delivered fourteen vessels to the Fisher brothers, seven to John N. Willys, seven to Walter P. Chrysler, and twenty-four to General Motors officials.

Richard J. Reynolds, Jr., who inherited $20,000,000 from his father and $100,000 a year from a trust fund, was attracted to yachting by a stipulation in the will that for every dollar he earned two more should be paid him by the estate. Young Reynolds bought a Norwegian freighter, christened her the *Harpoon*, and set her to work as a tramp steamer. The Hartford family (Great Atlantic and Pacific Tea Stores) acquired the four-masted schooner *Joseph Conrad* from Allen
Villiers, the author, and use it as a yacht. James A. Farrell, Brady son-in-law and former president of the United States Steel Corporation, owns the Tusitala, largest windjammer extant, which alternates as a yacht and a cargo vessel.

Pipe Organs

Although the wealthy families are not perceptibly musical they plunge heavily on expensive pipe organs, which are an honorific badge of the ability to dissipate funds and at the same time serve to impress country cousins, servants, and business acquaintances. The pipe organ, it may be observed, is virtually an obsolete instrument, and survives largely because of its medieval religious associations. In flexibility of range it has been superseded by the piano; in sonority and volume it has been superseded by the modern symphony orchestra, the faithful recordings of which may be played by anyone on the phonograph. But both recorded symphonies and pianos are within the reach of the lower classes; they do not confer honorific pecuniary distinction upon their owners.

While it would be about as expensive to maintain a private string quartet as a pipe organ, few of the wealthy families have seen fit to do so; for there is not much to display in four musicians holding fiddles of various sizes. The late E. J. de Coppet, Swiss-American broker, subsidized for many years the famed Flonzaley Quartet, named after his Swiss residence, and enjoyed its music in private when the organization was not on tour. John W. Garrett, of Baltimore, former Ambassador to Italy, in part financed the Stradivarius Quartet, which played for him in his Baltimore home and at the Embassy in Rome. Elizabeth Sprague Coolidge has done much for chamber music. The late Paul M. Warburg played the violin and hobnobbed a good deal with string-quartet players, and one of his nephews is a prominent cellist. But such evidences of a truly refined musical taste among members of our wealthiest families are seldom encountered.

The most expensive privately owned pipe organ in America is Pierre du Pont’s Longwood instrument, which cost $250,000. The organ in Charles M. Schwab’s Riverside Drive New York château would cost $200,000 to duplicate today. Pipe-organ installations have been
made by Aeolian or Wurlitzer for Felix M. Warburg, William K. Vanderbilt, John D. Rockefeller, Sr., John D. Rockefeller, Jr., Mrs. H. McK. Twombly (who is a Vanderbilt), Andrew W. Mellon, and Edsel Ford. The Skinner Organ Company has made installations for Arthur Curtiss James, Dudley S. Blossom, and Robert Law. Estey pipe organs have been installed for Henry Ford, Harry F. Sinclair, and for Mrs. Cadwalader on her yacht. These, of course, are only a few of the rich individuals who can astound dinner guests with a salvo of Bach fugues.

Private Railway Cars and Railroads

The private railroad car, once an indispensable adjunct to ostentatious display, is gradually giving way to the private airplane cruiser, but among the magnates of modern democracy who still own their own railroad cars are Albert Burrage, the estate of Nicholas F. Brady, Charles Clark, Herbert Coppell, Richard Crane, Jr., J. P. Donahue, Max C. Fleischmann, Henry Ford, the estate of E. Palmer Gavit, Eugene G. Grace, Edward Harkness, William Randolph Hearst, E. F. Hutton, Edward B. McLean, John Raskob, Jacob Replogle, John Ringling, Walter J. Salmon, Mrs. Elmer Schlesinger, Charles M. Schwab, Harry F. Sinclair, Paul Block, John A. Victor (factoring), Harry Payne Whitney estate, Mrs. Payne Whitney, Joseph E. Widener, and John D. Rockefeller. Some corporations maintain private railroad cars so that officials and their guests may travel about in privacy, and among them are the Anaconda Copper Mining Company and the General Motors Corporation.

The cost of each car, depending upon interior furnishings, ranges from $85,000 to $125,000; the annual maintenance runs from $35,000 to $50,000. Wealthy travelers who do not own a private railway coach find it less troublesome to rent one from the Pullman Company at $75 per day plus twenty-five regular fares for the distance traveled and ten per cent of the prescribed surcharges.

Much has been made of the fact that a railroad spur penetrates the Hearst San Simeon ranch; it is not generally known that many of the big estates, including the Rockefellers', have these railroad sidings. Vincent Astor, indeed, has an entire miniature steam railroad, with five locomotives, on his place at Rhinebeck, New York. Henry Hunt-
ington also has a steam railway for travel about his New York estate. Boies Penrose, nephew of the late politician, has a mile-long railway on his estate outside Philadelphia. There are hundreds of these expensive little passenger-carrying railroads, some electrified, on estates throughout the country.

**Horses**

Horses absorb a good deal of a millionaire's money, although the racing stables, representing investments of $1,000,000 to $5,000,000, are often a source of profit. The horses of Harry Payne Whitney in the 1926 season, for example, won $407,139 in prizes. Gallant Fox, owned by Joseph E. Widener, alone won $308,275 in 1930. Most of the publicized racers are, of course, owned by the wealthiest families, who take naturally to the "Sport of Kings."

Belmont Park and $1,750,000 Hialeah Park, the latter in Miami, are largely owned by Widener, and many other rich turfmen are also coming to look upon the sport, tied up as it is with betting, news syndicates, and communications systems, as a source of revenue. The Du Ponts, for example, just recently built a public racing track in Delaware. All the big tracks are owned by syndicates of the plutocracy.

The big stables, too, are owned by the richest families. Mrs. Henry Carnegie Phipps owns the Wheatley Stable with her brother, Ogden L. Mills. Mrs. Graham Fair Vanderbilt owns the Fair Stables. The Whitney stables at Brookdale Farm, which cost about $2,000,000, are perhaps the most famous; sometimes there are Whitney horses racing at as many as sixteen different tracks. The stables of Isabel Dodge Sloan (automobiles) are valued at $1,000,000 and her horse, Cavalcade, was the outstanding performer of the 1934 season. Mrs. Edward V. Hartford (chain groceries) specializes in steeple-chasers, of which she possesses perhaps the finest string in the country. An indication of the cost of operating the big stables may be gleaned from the annual cost of the Whitney stable, which is said to run up to $100,000, excluding transportation charges for the horses.

Among the fifty members of the exclusive Jockey Club, which rules American racing, are Perry Belmont, Raymond Belmont, Marshall Field, Robert L. Gerry, W. A. Harriman, Pierre Lorillard,

Polo, upon which is expended an estimated $5,000,000 annually, is dominated completely by about forty players from seventeen of the richest families, although about 5,000 persons are currently believed to play the game in some form. Each serious polo player requires a whole string of tough ponies, for the game is exceedingly wearing on the mounts. Quite fittingly, the game was introduced in the United States by the late Harry Payne Whitney.

Leading polo players of America are Devereaux Milburn, son of a corporation lawyer, polo protégé of the late Harry Payne Whitney, and husband of Nancy Steele, who is a daughter of Morgan-partner Charles Steele; Francis Skiddy von Stade, husband of Kathryn N. Steele, another of Charles Steele's daughters; Louis E. Stoddard, son of a banker and married first to the daughter of a wealthy Pittsburgh distiller and then to the daughter of an early associate of the elder Rockefeller; Robert E. Strawbridge, Jr., of the Philadelphia department-store family, who married a granddaughter of the late George F. Baker I; D. Stewart Iglehart, president of W. R. Grace and Company (Latin American shipping) and his sons; Thomas Hitchcock, Jr., grandson of William W. Corcoran, Washington banker, and associated in Wall Street with Lehman Brothers; Cornelius Vanderbilt Whitney and John Hay Whitney; James Watson Webb, grandson of Cornelius Vanderbilt I and husband of Electra Havemeyer; William A. Harriman, son of E. H. Harriman and brother of Mrs. Robert L. Gerry; Winston and Raymond Guest, grandchildren of Henry Phipps—Winston is married to Helena McCann (Woolworth); three sons of John S. Phipps; three Bostwicks, descended from Jabez Bostwick, early associate of the elder Rockefeller (Dunbar Bostwick married Electra Webb, daughter of James Watson Webb and Electra Havemeyer); James P. Mills, great-grandson of Anthony J. Drexel
and husband of a granddaughter of Francis G. du Pont; and Stephen Sanford.

The show-horse field, representing an investment of about $50,000-000, is also dominated by the wealthiest families through the Association of American Horse Shows, two of whose directors are H. E. Manville and William du Pont, Jr., and some of whose past directors have been Oliver Harriman, Pierre Lorillard, Jr., and William H. Vanderbilt.

Automobiles

Since instalment buying and second-hand marts have enabled even relatively poor people to own some sort of motor-car, the rich families can achieve the distinction of honorific display in this field only by sheer quantity. The richest families, therefore, own from 25 to 50 automobiles, with some families in possession of several hundred. The automobile license records in the Atlantic seaboard states suggest, for example, that the Du Pont family alone owns more than 500 private passenger automobiles. The Vanderbilt family also seems to have more than 500.

Helen Worden in her impressionistic Society Circus says that William Leeds has had as many as one hundred Lincolns in his garage at Oyster Bay, that Lorraine Manville owns a "fleet" of cars, and that the Edward T. Stotesbury garage at Palm Beach holds forty cars. She is authority as well for the statement that Pierre du Pont keeps cars in New York and Paris, and chauffeurs, too, merely for the use of his friends.

In 1934 Doris Duke owned nine cars, one of them a $14,000 Dusenberg, according to Time (September 17, 1934). The $18,000,000 estate of Mrs. Elizabeth Mills Reid, widow of Whitelaw Reid, in 1934 included sixteen private automobiles as well as a $300,000 pearl necklace. Time (September 9, 1929) reports that E. H. R. Green, recently deceased son of Hetty Green, owned twenty-five automobiles. An invalid, he used only an old electric car on the grounds of his estate until he procured a specially built machine from the General Electric Company. This car had no clutch or gear-shift, only a brake and an accelerator. Pleased with this conveyance, he ordered a limousine like it.
The cost of these special cars was not indicated, but Walter P. Chrysler in 1934 presented his son with a $20,000 custom-built automobile that boasted such features as a built-in cocktail bar, a special rack for holding glasses, and silverware for use at emergency picnics. A $3,000 leopard-skin robe—its cost exceeding the price of the average car—was thrown in for good measure.

Cornelius Vanderbilt, Jr., spent part of the season 1936–37 touring Europe in an expensive custom-built trailer that contained a cocktail bar, electric kitchen, and various other engaging features. The trailer was the scene of many a gay party in the courtyards of castles en route, and in England especially it served to introduce a fresh note into upper-class life.

The multimillionaire's estate is not, of course, complete without station wagons, agricultural trucks, trailers, motorcycles, and various other utilitarian vehicles in addition to the fleet of limousines, sedans, roadsters, broughams, cabriolets, and touring cars. If the estate adjoins a body of water, the boat-house, in addition to canoes, dories, and rafts, will contain from five to ten launches and speed-boats, in which to convey parties to the distant anchored steam yacht or auxiliary sailing schooner.

**Airplanes**

The rich have discovered a new pastime and a fruitful avenue of expenditure in air transport. They are beginning to acquire air yachts, and some wealthy air enthusiasts have even equipped their ocean-going yachts with auxiliary planes. The largest estates, too, now have their private airplane landing fields, while at Port Washington, Long Island, there are already two big millionaires' hangars. At Hicksville, Long Island, the Aviation Country Club has been opened with 200 wealthy members whose names appear in the *Social Register*. *Fortune* (August, 1937) relates that Robert R. McCormick, E. R. Harriman, and Marshall Field have purchased $47,000 twin-engine Grumman amphibian air yachts which seat six, attain a speed of 170 miles per hour, and have a cruising range of 1,000 miles. New York City, using Works Progress Administration funds, has built seaplane ramps at the foot of Wall Street and of Thirty-first Street for millionaire commuters from Long Island estates; Henry P. Davison,
EXTRAVAGANCE AMID POVERTY

Jr., of J. P. Morgan and Company, daily flies to town in a Stinson. Other regular commuters in their private airplanes are Marshall Field, Franz Schneider, Jr., and Arthur M. Anderson, Morgan partner.

Children

In upper-class circles minors may prove as expensive as divorced mates, who often take a goodly fraction of the absentee revenues. Little Gloria Morgan Vanderbilt, who was worth $3,667,814.79 in her own right as of December 27, 1935, incurred rather strange living expenses while her custody was disputed by her mother and her aunt. Pending settlement of the case, the mother was allowed $34,500 for the child’s household expenses and $9,000 for her own personal needs. Among Gloria’s childish expenses for 1935 were $175.79 for soda water and ginger ale; $125 for the medical treatment of a cat from November, 1935, to January, 1936; $30.75 for the rental of a motion picture projector so that she would not run the risk of catching cold in a theater; $415 for toys; $153 for a single dress; $1,000 for a month’s rent of a summer house; $125 for a French tutor for a month (the equivalent of the ailing cat’s medical care); $30 for one hat; $1,391 for dental and medical care from March to November, 1935; $1,995 for detectives’ hire; $11,515.39 for servants’ hire; and $12,000 for legal expenses. Lucy Cotton Thomas, nine-year-old heiress, was allowed the following expenses pending settlement of her estate: $1,500 per month for a non-housekeeping apartment; $70 a week for groceries; $150 a month piano rental; $71 a month for toys; $24 a month for massage; $55 a month for drugs; $37 a month for telephone calls; and $350 a month for a chauffeur and a maid.

The average cost of a delivery at Doctors’ Hospital, where most of the rich babies are born, is $10,000, according to Helen Worden. The price may run higher if the mother is ensconced in one of the suites on the tenth floor and has it decorated by her personal household decorator, but the mother will always have the satisfaction of knowing that J. P. Morgan was chairman of the board of directors during the trying period, and the cost may therefore be well worthwhile.
**Clothes**

Wealthy women notoriously spend a king’s ransom on their clothing, but it is not, perhaps, generally known that rich men often spend more on their clothes in a year than a professor earns. The men, to be sure, still do not begin to compete with the women. *Fortune* (November, 1932) tells us that Clarence Mackay spends $7,000 a year on his wardrobe, and that in 1929 men like Herbert Bayard Swope, H. F. du Pont, and Frederick Rentschler paid $225 per custom-tailored suit at Twyffort’s. Shoes cost the wealthy man up to $50, and he may own several dozen pairs. Schedules of estates reveal that wealthy men often leave several hundred suits of clothes, several hundred shirts, dozens of pairs of shoes, etc.

Stuart Chase, in *The New Republic*, May 25, 1927, cites an analysis of the composite Park Avenue budget for 1927 which was made by the Park Avenue Association. Placing its figures arbitrarily at 25 per cent below actual findings in order to be safely conservative, the Park Avenue Association said that 4,000 families residing on Park Avenue had an annual composite budget of $280,000,000. Of this sum 4,000 women and their daughters spend $85,000,000 annually on their clothes, or $21,000 for each mother and one daughter, while the fathers and sons spend $19,000,000 or $4,500 per year on clothes. Apartment rentals average $1,500 per room annually, with $11,500 paid for a ten-room apartment and $23,000 for a twenty-room establishment. Decorations alone cost $100,000 on the average for each apartment, and the average rental of each apartment was $15,000. Food for the 4,000 and their servants cost $32,000,000, or $8,000 per family; jewelry cost $20,000,000, or $5,000 per family; automobiles cost $16,000,000, or $4,000 per family; travel cost $15,000,000; beauty shop expenditures, $8,000,000; yachts, $7,000,000; amusements, $5,000,000; flowers, candy, and small gifts, $10,000,000; and charity, $5,000,000. *The World*, commenting on these data, estimated that liquor expenditures were $15,000,000, or $4,000 per family annually. As the foregoing figures applied to a period before the peak of the “prosperity” boom devastated the land, they may be assumed to apply approximately to 1937 as well.

All these wasteful expenditures of the rich, only a few of which
have been briefly enumerated, are extenuated by hired apologists on the ground that they give many people work—in the luxury trades, in domestic service, in the garages, stables, and gardens, and on board the yachts. It is not realized, it seems, that if the money wasted by the rich in personal indulgence were taken in taxes and put into the building of needed hospitals, schools, playgrounds, clinics, low-rent apartment buildings, farm homes, sanatoria, rest homes, and recreation clubs for the mass of Americans, the persons now given employment by the wealthy would obtain work of a more constructive character in these other fields.

But so firmly convinced are some of the rich that their expenditures are a boon to mankind—because collectively they keep 400,000 to 700,000 persons directly or indirectly employed—that a wealthy man like E. F. Hutton during the depth of the depression in 1931 urged wealthy yachtsmen, in the cause of unemployment relief, to keep their yachts in commission instead of hiding them in drydocks out of fear of provoking the poor. Mr. Hutton pointed out that it costs $100,000 to keep the average two-hundred-footer in commission for five months, and he seemed to feel that if all the big boat-owners would follow his suggestion the nation might yacht its way out of the depression.

Marine observers, however, were quick to charge that Mr. Hutton and his friends invariably had their ships built in Germany, effecting a saving of $500,000 per vessel through the wage-differential of 48 cents an hour, and so were depriving American shipyard workers of employment. It was estimated that the philanthropic-minded Mr. Hutton had to pay an import duty of $375,000 on his Hussar II, and this sum alone would have provided wages for many workers.

Man has such a capacity for rationalization that when he finds himself affluent and able to spend as he pleases he is quick to justify his most indefensible expenditures on the ground that they give some people employment. There is probably no rich person who upon quaffing a glass of champagne does not experience a happy glow of pleasure at the thought of all the vintners, bottlers, freighters, and servants to whom his simple act has given livelihood. But the same sort of reasoning could be employed by the burglar who, to prove that his occupation was economically constructive, could cite the
great number of police, judges, bailiffs, wardens, prison builders, criminologists and detective story writers to whom his activities gave remunerative employment.