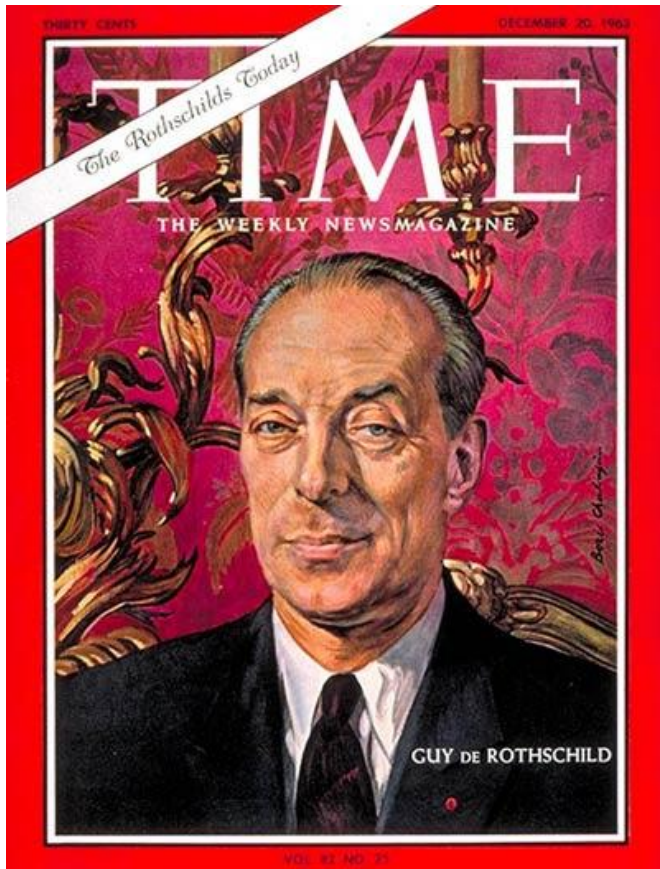


# New Elan in an Old Clan

From Time Magazine Archives -- Friday, Dec. 20, 1963



For seven generations, one European family has dominated an incredible part of all that money can buy. Its escutcheon—a profusion of noble coronets, intrepid lions and soaring eagles—is carved in stone amidst the proudest vineyards of Bordeaux. On the Continent's most prized race horses, its blue and yellow colors proclaim a devotion to the sport of kings that has produced profit as well as pleasure. From its London and Paris banks, the family's millions have been sent forth to back more than 100 business enterprises on six continents. Some of its stately dwellings are the kind of mansions that mere San Simeons hoped to imitate, and the family moves comfortably through international society and top-level business circles. This ancient and unusual banking dynasty shields itself from the curious eye of the public, but the map and history of Europe have been changed by its action and etched with its name: the House of Rothschild.

Rothschild gold has powered the ambitions of prime ministers, princes and popes. It has financed wars and reparations treaties, changed the course of politics and bailed out armies and nations. The Rothschilds strung railroads across the Continent, gained control of the Suez Canal for Britain, supported oilfields in the Caucasus and

the Sahara, carved diamond mines in the African veld. Seldom unimaginative in the use of their money, they paid for the expedition that exhumed the mummy of Egypt's long-lost King Tutankhamen, have supported countless hungering artists and endowed many hospitals. To be a Rothschild has usually meant the possession not only of money but of the ability to enjoy it fully; this has resulted in a family trait of diversity. From the fruitful Rothschild family tree, heavy with shrewd financiers, have come half a hundred outstanding legislators, scientists, sportsmen and war heroes—as well as a few playboys. But as many Rothschilds have lived out lives of luxurious ordinariness; the family shrewdness and sophistication has not been evenly distributed.

No modern family—neither the Krupps nor the Philipsons nor the Thyssens—has been so important for so long in European business. Newer dynasties such as the Rockefellers and the Fords have made more millions, but modern standards of wealth do not really measure the Rothschilds. The fortune of the family's financiers totals anywhere from \$500 million to \$1 billion, [*this is calculated in 1963 dollars, and is probably an extremely low estimate – ed.*] but ledgers cannot reflect the Rothschild lands, their possessions and influence accumulated over the generations, their *priceless* collections of art. Though the Rothschilds' fortune has been subdivided more than 100 times over the years, it still seems *inexhaustible*. The family stands as elegant proof that to be truly rich in Europe is to be richer than anywhere else.

*The Second Continuation.* The Rothschilds are a legend—and in recent times seemed destined to become a dead one. Hurt by high taxes and soft living, their between-wars generation failed to keep pace with modern banking methods, and the Rothschilds began to slip as effective powers in European banking. Today, the legend is very much alive—and being added to. Demonstrating the remarkable resiliency and power of survival that have enabled them to survive on their own family talent [*read deception, manipulation, scheming, infiltration, political bribery, usury, subterranean secret society directives – ed.*] for two centuries, the Rothschilds are striking out in many new directions behind a silver curtain of discretion.

To make their new thrust even more powerful, the family's two main branches—in Paris and London—are starting to fuse again in a series of ventures, after a separation of more than half a century. Together they have created firms to put up buildings on the Continent, to make industrial loans in the U.S. (*almost all of America's "robber barons" were financed by them*) and to tap the mineral wealth of an area in Canada bigger than England and Wales combined. The two also recently formed a joint company—appropriately called Second

Continuation Ltd.—to give the French house a stake in the British bank and enable them jointly to exploit new opportunities on the Continent if and when Britain joins the Common Market. The sums involved are large, but in the contemporary world of great industrial consortiums, Rothschild money is no longer indispensable and controlling; cabinets no longer fall at their whim. [*Not true, a smokescreen. Wealth like Rothschild prefers to operate in secret, behind closed doors. This article is a mainstream downplay of their true power over governments and corporations – ed.*]

The family's reunion is due partly to the disappearance of an older and stiffer generation, but largely to the smoothing influence of today's most influential member, France's Guy Edouard Alphonse Paul de Rothschild. It was Guy (hard g as in geese) who, taking over the family's French bank during the disorder of war and defeat, changed its character from stewardship of the family fortune to expansive modern banking. Where the bank's previous aim in this century had been to pursue safe obscurity, under Guy it entered the mainstream of modern business.



*Photo apparently 20+ years after Time article*

A slim, handsome man with heavily lidded blue eyes, Guy, at 54, is every inch a Rothschild. He personifies much of what the family name stands for: a flair for business, a love of sport, a taste for wine, art and conversation. Dressed in the British-style clothes that he prefers (he also speaks perfect English), Guy blends well against many backdrops: he is a friend and confidant of some of France's ranking politicians, raises championship horses, is a good skier and a devoted golfer.



With his handsome wife, (Helene Rothschild) he is ready to try the latest dances, from the twist to the hully gully. Most of all, he is dedicated to enlarging the fortunes of his bank, de Rothschild Frères (which is known to competitors as La Grande Dame des Banques Privées), and to forging the two family branches closer together. Says Guy: "Our relations are confident, cooperative and affectionate. There are going to be more things to do together."



At a party with an occult theme

*Editorial notes by revelationoutpost.com*