

The Nation's Rule of 64

**Former Ambassador Gerard
Issues American List of 64
Rulers Yet in London Con-
tradicts by Naming Only 40**

PRESIDENT HOOVER, Col. Lindbergh and several other outstanding figures whose words are regarded as authority in affairs of the nation and its times are omitted from the 64 persons named by former Ambassador James W. Gerard as the "men who rule the United States."

Mr. Gerard, who happens to be a Democrat, purposely omitted office holders as such, explaining that the men named are too busy to hold public office yet rule by virtue of wealth and business position. Also, he omitted all clergymen.

About the same time that Gerard's selections were being made public there was published in London one of his two-pence pamphlets for free trade for the British empire (as advocated by Viscount Rothermere and Lord Beaverbrook) which singularly enough commented:

Give the 40 men who rule the United States 10 years for the development of this industrial empire and no country on earth could approach it in per capita wealth.

Raising the question then, who are the 24 non-essentials on the American list?

The last five listed were added after the former ambassador's original list had been hotly debated.

"Ridiculous," chided Senator Caraway (Dem.) of Arkansas, adding: "There is not a man on the list powerful to name a member of Congress. Why Atterbury and Mellon combined couldn't even name a governor of Pennsylvania this year!" Caraway drew up his own list headed by President Hoover and including Chief Justice Hughes, President Green of the Federation of Labor, Senator Borah, Speaker Longworth and Dr. Nicholas Murray Butler. "Any president of the United States, whether a Democrat or a Republican, is the most powerful man in the world," explained Caraway.

"The Gerard list does represent American leadership because this is a business civilization," commented Professor Andrew G. Truxal of Dartmouth. The New York Daily News notes three glaring omissions—Bishop Cannon, "Scarface Al" Capone and Dr. Clarence True Wilson. Senator Copeland (Dem.) of New York questions if the men named by Gerard could rule without the aid of educators, clergymen and scientists. "The power to rule this country," argued Senator Copeland, "is in the ballot and the country is ruled by the millions who use and wield that ballot."

Arthur Brisbane observes that Gerard's group "don't seem to be doing very much running the nation just at present—they are letting the good old U. S. A. coast down hill." As the Washington News sees it, the Gerard list is all right if it isn't taken too seriously." Incidentally, 14 of the men named by Gerard do not appear in the new "Who's Who."



—Brooklyn Eagle

"Look What a Big Boy Am I"

The women—bless them!—were equally indignant that Gerard did not name one of their sex on his list of American "rulers."

"I'm afraid Mr. Gerard's long residence in Europe has given him an un-American viewpoint regarding women's contribution to the life of the United States," the Associated Press quotes Mrs. John F. Sippel, president of the General Federation of Women's Clubs, as saying. Mrs. Sippel personally would nominate Carrie Chapman Catt and Alice Ames Winter. Mrs. Roscoe Anderson, acting president of the League of Women Voters, suggests Mrs. Casper Whitney while Miss Maude Younger, legislative chairman of the National Woman's Party, prefers Alice Paul. "Helen Gould's name should be on the list," insists Mrs. Lowell Fletcher Hobart, president of the D. A. R., adding, "if he's lumping families, why not mention Anne Morgan?"

At present the naming of the 12 "greatest" women in America hinges on a \$5,000 prize contest being conducted by Good Housekeeping magazine. But the joke of it is that even in that case the selecting board is all-male, being composed of Otto H. Kahn, Dr. Henry Van Dyke, Newton D. Baker, Booth Tarkington and Bruce Barton.

Proving again that women still do not enjoy equality in this "greatest" racket.

GERARD'S LIST

JOHN D. ROCKEFELLER JR.
ANDREW W. MELLON
J. P. MORGAN
GEORGE F. BAKER
JOHN D. RYAN
WALTER C. TEAGLE
HENRY FORD

GERARD'S LIST*(continued)*

FREDERICK E. WEYERHAEUSER
 MYRON C. TAYLOR
 JAMES A. FARRELL
 CHARLES M. SCHWAB
 EUGENE G. GRACE
 H. M. WARNER
 ADOLPH ZUKOR
 WILLIAM H. CROCKER
 O. P. and M. J. VAN SWERINGEN
 W. W. ATTERBURY
 ARTHUR CURTISS JAMES
 CHARLES HAYDEN
 DANIEL C. JACKLING
 ARTHUR V. DAVIS
 P. G. GOSSLER
 R. C. HOLMES
 JOHN J. RASKOB
 P. S. DU PONT
 IRENEE DU PONT
 LAMONT DU PONT
 H. F. DU PONT
 EUGENE DU PONT
 A. FELIX DU PONT
 EUGENE E. DU PONT
 EDWARD J. BERWIND
 DANIEL WILLARD
 SOSTHENES BEHN
 WALTER S. GIFFORD
 OWEN D. YOUNG
 GERARD SWOPE
 THOMAS W. LAMONT
 ALBERT CHASE WIGGINS
 CHARLES E. MITCHELL
 SAMUEL INSULL
 FRED J. FISHER
 CHARLES T. FISHER
 LAURENCE P. FISHER
 WILLIAM A. FISHER
 EDWARD F. FISHER
 ALBERT J. FISHER
 HOWARD FISHER
 DANIEL GUGGENHEIM
 WILLIAM LOEB
 G. W. HILL
 ADOLPH S. OCHS
 WILLIAM RANDOLPH HEARST
 ROBERT R. McCORMICK
 JOSEPH MEDILL PATTERSON
 JULIUS ROSENWALD
 CYRUS H. K. CURTIS
 ROY W. HOWARD
 SIDNEY Z. MITCHELL
 WALTER E. FREW
 AMADEO P. GIANNINI
 WILLIAM GREEN
 MATTHEW WOLL

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