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They're Brainy, Gutsy, Lucky: The New Fabled Rich

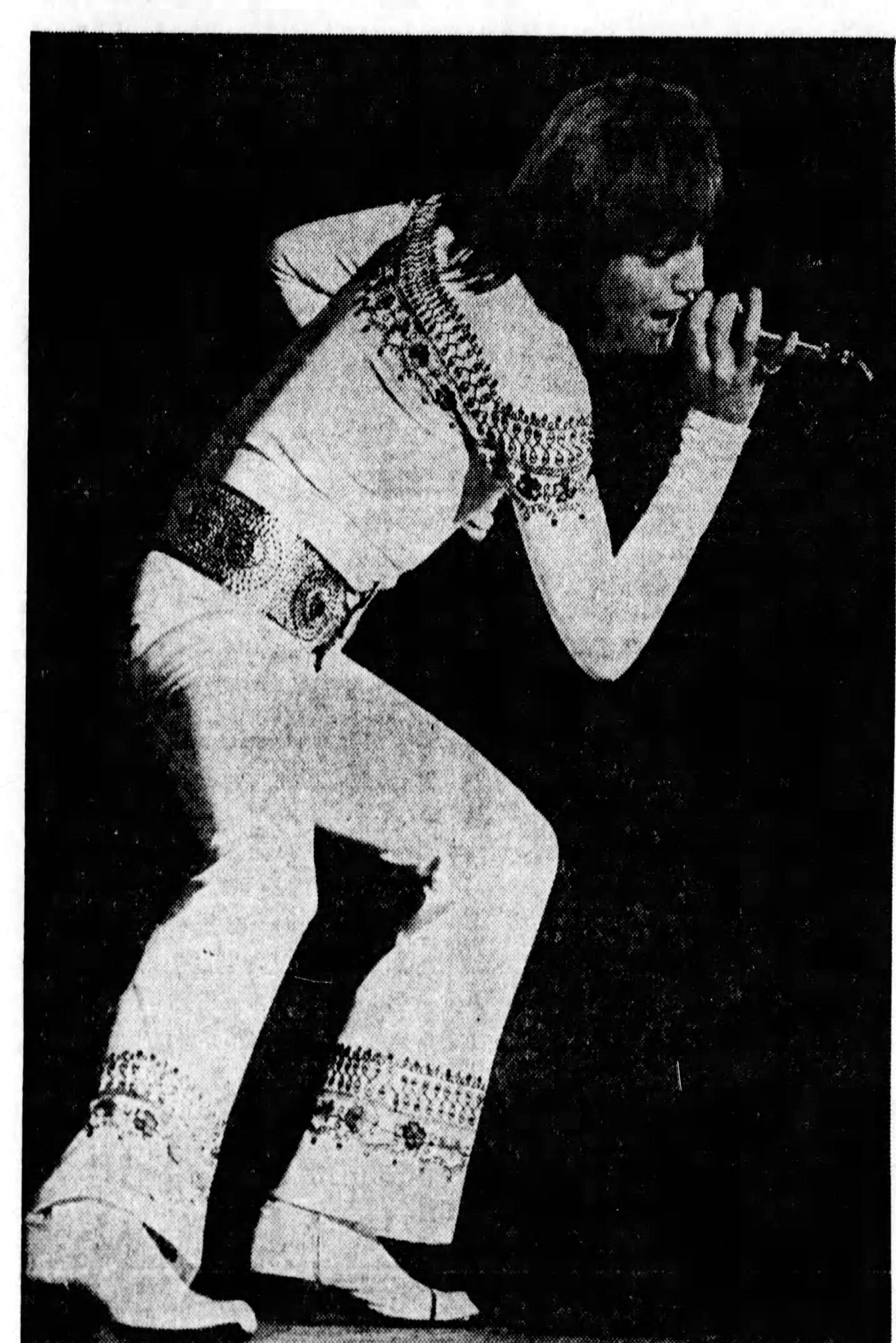
The Millionaire Explosion

Never before has it been easier to make a million in the United States.

This year there will be a record 10,000 new millionaires, bringing the total to 161,250.

Who are the achievers? Pulitzer Prize winner Fred Sparks, who has long written about the affluent, spent months to find how they made it.

He tells of The Millionaire Explosion in this series starting today.



MILLION-DOLLAR BOTTOM—David Cassidy, all 130 pounds of him, flies onstage in glittering skin-tight costume. He grabs the mike and starts singing with his back to the audience while wildly wiggling his thin behind. That's the scene in London when the teenyboppers went bananas.

By FRED SPARKS

NEW YORK — In the past 24 hours 27 more Americans have become millionaires!

If you still doubt that America is the land of opportunity remember - 16 of that 27 made it on their own; only 11 inherited their million.

Researching our new self-made millionaires I have found:

Women's Lib is helping Gloria Steinem make \$1 million.

More school dropouts than college grads make fortunes.

Writer John Michener is so rich he gave \$1 million to charity.

Electronics genius H. Ross Perot - who recently tossed a \$250,000 party for returned POWs — started out delivering newspapers on horseback.

Rock star David Cassidy's gyrating derriere helped him make his million.

10,000 This Year

I obtained the dollar-laden statistics from bankers and by studying figures prepared by the IRS, the Census Bureau, the Federal Reserve Board and the Departments of Commerce and Treas-

The projection is for 10,000 new millionaires this year, 60 per cent selfmade; the estimated June 1 total was

You too can be a millionaire! All you need are brains, guts, a new idea, a good tax lawyer — and a little bit of luck . . . like Mark Vittert.

When Vittert was a De Pauw (Indiana) undergraduate, he discovered that American business had little understanding of how to reach the huge campus market. "I'll bridge the generation gap!" cried Vittert.

On leaving the university he got Sun Oil, Gulf, Standard of New Jersey and TWA to let him push their credit cards with undergraduates.

In a few months Vittert had 700 campus representatives and the credit cards moved like chocolate sundaes at a Scout jamboree.

That's the way it went . . . and not too long ago Vittert sold his company, Indianapolis-based College Marketing and Research, to Hugh Hefner's Playboy Enterprises for \$1,500,000.

It left Vittert with \$1,200,000. He was

Profits From Pleasure

Today's millionaires are unlike the nation's original tycoons who made their fortunes in heavy industries - men like DuPont, Rockefeller, Harriman and Carnegie. Today's crop made it in light industries, electronics, computers, booze, vacations, sports, entertainment.

Henry Kissinger's younger brother, Walter, became a multi-millionaire in electronics, starting from scratch. Recently Walter Kissinger quipped: "Henry has the history books. I have the bank books."

Johnny Carson, David Frost, Merv Griffin and Mike Douglas talked their way into riches. Carson averages \$5-aword when he's on the air.

Asked recently why he doesn't retire, Bob Hope said: "I've got a government to support."

John Connally, former Texas Democrat and former governor, was so poor a tenant farmer's son — that he walked through muddy fields in bare feet to school.

Now Connally, a super-lawyer with clients from San Antonio to Saudi Arabia, can write a personal check for \$1 million and still have enough left over for a light lunch.

One morning, not too long ago, golfer Arnold Palmer was having breakfast with a friend. His companion asked: "How do you feel, Arnie?"

"Like \$1 million!"

"Only \$1 million! I'll call the doctor." Palmer, worth about \$20 million, is the world's richest athlete.

There are some 50 millionaire professional athletes, men like basketball star Wilt Chamberlain, who made his first million investing chunks of his \$200,000 salary into apartment houses and night-

Chamberlain, unlike most millionaires, carries eye-boggling amounts of

Seven-foot Wilt once told a friend who

cash.



Wilt Chamberlain relaxes on \$1 million California estate.

warned him he was likely to be hit over the head for the \$40,000 he was carrying in his pocket: "Anyone going to hit me on the head will have to carry a ladder. If I see anyone following me with a ladder I'll holler for the cops."

Most of the millionaire jocks don't join in the traditionally raunchy talk in the dressing room. They have more interesting chit-chat.

Hockey player Bobby Hull, who got \$1 million in cash for signing with the Chicago Black Hawks, talks about taxfree municipals. Veteran jockey Willie Shoemaker, who's earned 10 per cent of the \$40 million he's won in purses, talks about his Texas oil wells and his Arizona

But of course not every athlete invests wisely. Broadway Joe Namath has already managed to lose \$1 million in franchised food and a temporary help agency. But he still has his fine job, his Manhattan duplex, his \$500 Rome-made suits — and his ego.

What's the formula for making \$1 million? If anyone has the right to suggest one, it's J. Paul Getty, perhaps the world's richest man.

"Almost without exception," says Getty, "the best way to make a great deal of money is in one's own business."

The exceptions are few and here's why: One year, when Royal Little was

the \$200,000-a-year chairman of Textron, he made this breakdown of what happened to his wages:

| Uncle Sam\$116,00 |
|------------------------------------|
| Wife's household allowance24,00 |
| Home improvement |
| Support mother |
| Charities |
| Left for self |
| Getty has more advice: "Find a nee |
| and fill it." |

Freezing Hot Item

For instance, when housewives rebelled against too many hours over a hot stove, fast operators prepared and packaged almost everything except fried eggs, and they're working on that.

William Mullis of Georgia made his million freezing shrimp, Jano Paulucci of Minnesota by freezing, of all things, chop suey, and Harry E. Umphrey of Maine by plastic wrapping French fried

Franchised M c D o n a l d outlets are turning out millionaires like so many quarter-pound superburgers.

Besides the originator, Colonel Harland Sanders himself, 30 employes of Kentucky Fried Chicken have made \$1 million — including the bearded colonel's loyal secretary — through generous stock options.

The housing shortage has also been a bonanza for the agile. James W. Walter,

a Tampa truck driver, became intrigued with a "shell house" - complete on the outside but empty on the inside—to sell for as low as \$1,000 to the do-it-yourself generation.

He borrowed a grubstake, and ... when Walter went public he was worth \$7.15 million in his company's stocks, \$850,000 in real estate and \$650,000 in other securities.

"Making \$1 million is hard work," says Walter, "but so is driving a truck."

Almost all the new millionaires I've examined are gamblers. MIT's Nobel Prize-winning economist Paul Samuelson says the average life expectancy of a new American business is six years!

18 Years: \$8 Million

Warren Avis created Avis Rent-A-Car with \$10,000 in borrowed money. He sold it eight years later for \$8 million!

Francis L. Cappaert borrowed \$2,000 and, plus his \$7,000 savings, built his first mobile home in a Vicksburg barn. Today Cappaert is in oil, trucking, airlines and land, and he has 25,000 Black Angus cattle. He's worth over \$100 million.

He told a visitor: "Look, this morning I've already made \$5 million or \$6 million, and it's not even 10 o'clock. Right now I'm hanging around my office to close two or three more deals. A good day's work, right?"

The humorists are not overlooked in this millionaire explosion. Guess what Peanuts grosses a year? More than \$20

His creator, cartoonist Charles Schulz, says; "I no longer need a security blanket."

Forbes, the business magazine, says: "The fastest way to make \$1 million these days is to become a rock 'n' roll star . . . there are 59 rock millionaires."

Last year 27-year-old Don McLean netted \$1.5 million for writing and sing-

Neil Young, 24, cleared around \$3 million for himself during a 90-day tour this spring. Young's wardrobe bills are infinitesimal; he always wears battered

One afternoon last month Young's road manager, just to be on the safe side, sprayed the denims with insecticide.

The Partridge Family's David Cassidy, 22, is, financially speaking, a conglomerate, selling, besides himself and records, "love kits" - with Cassidy's picture and life story - T-shirts and bubble gum.

Backward Act

Cassidy knew Elvis made millions rotating his hips; Mick Jagger made millions flailing his arms and strutting like a rooster. Cassidy decided to get to the top through his bottom.

Picture the scene that exploded one night this spring in London's largest

David Cassidy, 5-foot-8, 130 pounds, flies onstage wearing a glittering skintight white costume. He grabs the mike and starts singing with his back to the audience while wildly wiggling his thin

The teenyboppers react as if dunked in LSD ... some scream ... some cry ... some throw themselves to the floor . . thousands wiggle their behinds.

Multimillionaire oilman H. L. Hunt once said: "Everything I do I do for a Why can't multimillionaire David

Cassidy?

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TOMORROW: Attention, Women's Lib! In the Millionaire Sweepstakes there are NO equal rights.