

railroad to lure settlers to the area. He has already spent \$200 million towards his \$2.5 billion dream.

Born in the southern Brazilian state of São Paulo, de Moraes started a trucking company—three creaky 1920s Model T Fords—as a teenager. “My father and mother were listed as owners because I was under age,” he laughs. “When I got to be 18, I fired them.”

In 1957 he founded a construction firm, Constrans. It grew fat on Brazil’s huge public works contracts in the 1960s and 1970s. He stumbled into soybeans in the 1970s, when Brazil’s military rulers were eager to subsidize Brazilian farmers looking to cash in on a worldwide soybean shortage. De Moraes thought Constrans would only build dikes and roads. But he became a farmer himself, on a grand scale.

Worth an estimated \$1.2 billion, de Moraes is 63, divorced and makes the gossip columns by dating a former Miss Brazil.

He has a son, Marcos, 28, and a daughter, Ana Claudia, 26.

## COLOMBIA

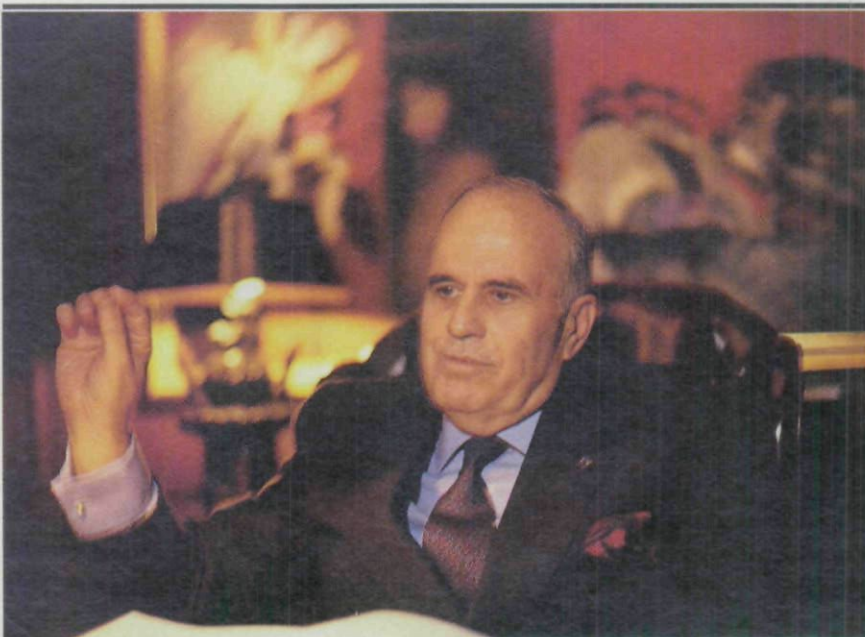
By Joel Millman and Lisa Bransten

### Luis Carlos Sarmiento Angulo

Sarmiento, 59, has been building apartments since graduating college in the early 1950s. To date, his construction company, Organización Luis Carlos Sarmiento Angulo, has built some 26,000 units in Bogotá; one in 50 *Bogotanos* live in Sarmiento-built housing. He also builds in Puerto Rico, developing more than 500 apartment units outside San Juan.

Along the way he developed a property and casualty insurance company, a savings and mortgage bank and a finance company, all of which he is consolidating under Administraciones Bancarias. He finally took control of Banco de Bogotá in 1988, after a lengthy battle with shareholders.

Today Sarmiento’s 70% stake in \$1.66 billion (assets) Banco de Bogotá and big position in a smaller bank, Banco del Occidente, are worth just under \$1 billion. His construction interests and stake in a new cellular phone system push Luis Carlos Sarmiento’s fortune to an estimated \$1.3 billion.



Colombian sugar king Carlos Ardila Lülle

**Pepsi put him on the map. High-margin fruit drinks put him in Forbes.**

### Carlos Ardila Lülle

Stooped because of a crippling back injury, 64-year-old Carlos Ardila Lülle is Colombia’s self-made soft drink king. After working his way through engineering college in Medellín, he landed his first job in 1950 with a local soft drink bottler, married the owner’s daughter and put in 15-hour days fighting for shelf space against Coca-Cola and Pepsi—until he picked up the Pepsi bottling franchise in the late 1950s.

Ardila makes his own bottles and caps, produces compressed carbon dioxide, and refines sugar. “I am the sugar industry here,” boasts Ardila from behind the great desk in his Bogotá mansion. Organización Ardila Lülle’s consolidated sales hit \$1.4 billion. Ardila’s net worth is just over \$1 billion.

Recent developments: Ardila is building one of Colombia’s two cellular telephone systems. And he is getting into the beer business, in direct competition against his old rival Julio Mario Santo Domingo, Colombia’s richest businessman and an owner of the Bavaria S.A. beer empire (*see below*). Ardila thinks he can carve out 20% of Bavaria’s Bogotá sales in his first year. The action on Colombia’s bolsa, where Bavaria’s stock has been dropping in recent weeks, seems to

agree with Ardila. Vows Santo Domingo: “We’ll give him [Ardila] a good fight.”

## ARGENTINA

By Nina Munk

### Bemberg family

In the early 1950s, after a bitter feud, Juan Perón seized a distillery, breweries, rich *pampa* farmland, textile mills, the Buenos Aires subway system and other assets accumulated by Otto Bemberg, a German emigrant who landed in Argentina in the 1850s (*FORBES*, May 9).

When Perón was deposed in 1955, the Bembergs returned and rebuilt. Today the family’s flagship brewery, Quilmes, is the largest in Argentina. Outside Argentina the Bembergs have a holding company, Entreprises Quilmes, in Paris. Their New York investment arm, Three Cities Research (TCR), owns Houston retailer Garden Ridge Pottery and a 34% stake in Norcross, Ga.’s MLX Corp., a maker of materials used in aircraft parts.

With the death in January of Otto Bemberg’s grandson, Eduardo Bemberg, a new generation is being groomed to expand an empire worth an estimated \$1.2 billion. Family surnames include de Ganay and de Montalembert, as well as Bemberg.



# AN THE

## TOTAL ANNUAL RETURN FOR THE PERIOD ENDING 3/31/94 & MORNINGSTAR RATINGS

Berger 100 Fund	Berger 101 Fund
1 Year 15.6%*	1 Year 11.4%*
3 Years 21.9% ★★★★†	3 Years 18.7% ★★★★†
5 Years 24.6% ★★★★★	5 Years 16.3% ★★★★★
10 Years 18.8% ★★★★★	10 Years 13.2% ★★★
15 Years 16.7%	15 Years 13.6%
19.5 Years** 15.6%	19.5 Years** 13.9%

\*Source: Lipper Analytical Services, Inc. †Morningstar proprietary ratings reflect historical risk-adjusted performance as of 5/31/94. The ratings are subject to change every month. Morningstar ratings are calculated from the funds' three-, five- and ten-year average annual returns in excess of 90-day Treasury bill returns with appropriate fee adjustments and a risk factor that reflects fund performance below 90-day T-bill returns. 1,192 equity funds were rated: 10% of the funds in an investment category receive five stars, 22.5% receive four stars and 35% earn three stars. \*\*Berger Associates assumed management of the Funds 9/30/74.

*Bill Berger*

President

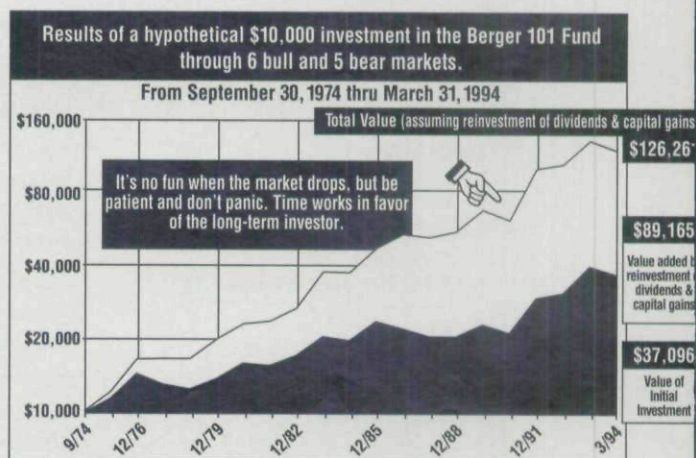
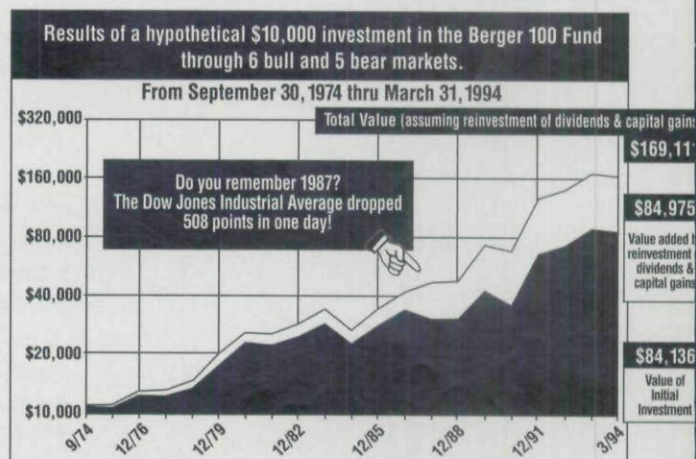


# EXPERIENCED VIEW ON CURRENT MARKET VOLATILITY.

In over 40 years of managing other people's money, I've seen my share of bull and bear markets. And I've learned that a volatile market can offer opportunities for the wise investor.

I believe one way to take advantage of these opportunities is to invest in a mutual fund that owns shares of profitable, successful companies because they are most likely to become profitable, successful investments. The Berger Funds have adhered to this common-sense philosophy for over 19 years. The charts to the right show just how well it has served our investors. And while past performance does not assure future results, we believe it is a good indicator.

Both the Berger 100 Fund (a growth fund) and the Berger 101 Fund (a growth and income fund) have earned high ratings from Morningstar.<sup>†</sup> The Berger 100 Fund has earned five stars overall and the Berger 101 Fund has earned four stars overall. Both can help investors work toward their long-term goals – even in a changing market. So consider the Berger Funds today. Because in my experience, your biggest risk is not investing for your future at all.



Please call (800) 333-1001 for a prospectus containing more complete information including management fees, charges and expenses. Read it carefully before investing.



Together we can move mountains.<sup>SM</sup>

The figures in the above charts represent past performance and do not guarantee future results. These performance figures include changes in share price and reinvestment of dividends and capital gains, which will fluctuate so that shares, when redeemed, may be worth more or less than their original cost. The figures include the deduction of 12b fees beginning in June 1990.

© 1994 Berger Associates, Inc.

FOR 718

Copyright of Forbes is the property of Forbes Inc. and its content may not be copied or emailed to multiple sites or posted to a listserv without the copyright holder's express written permission. However, users may print, download, or email articles for individual use.