

Those Fabulous Rockefeller Brothers

Obviously these five chips off the old block are neither milksops nor prigs. With their disparate temperaments, outsiders often wonder how they manage to harmonize on their manifold joint enterprises. There is competition, the brothers admit, but they say it takes the form of an "unconscious stimulus." Binding them together is a strong feeling of family unity, a powerful sense of purpose, and always the underlying conviction that wealth brings responsibility.

"EACH OF US puts something in," they explain. "At the same time, we multiply our individual effort by five. That way, you can paddle your own canoe while working together. The basic idea is to stick together as a unit, despite our disagreements."

They've built their reputations not only through common endeavors but also through individual enterprises. For each has carved out for himself special fields of worthy projects, giving freely of his time as well as his money.

Consider, for instance, the grandiose \$75 million Lincoln Center for the Performing Arts, soon to rise in mid-Manhattan with a new Metropolitan Opera home, a concert hall, drama and dance theaters, and the Juilliard School of Music. Because of his great skill as conciliator and negotiator, the almost ascetic John D., 3rd,

was chosen to be president of the tremendous undertaking.

"To me it was a very challenging opportunity," he says. "With the new leisure in this country, people have been looking increasingly to the arts as a means of attaining satisfaction. The center should go as far as possible in making the theater, opera, and ballet broadly available. In the past, for example, the Metropolitan Opera has been for the few; one wants to think of the center as for the many. All this can contribute to the health and happiness of people because art is one of the basic things they are striving for."

In other divergent areas, John has special interests. The chief philanthropist among the brothers, he serves as chairman of the half-billion-dollar Rockefeller Foundation for the advancement of scientific, medical, and social conditions all over the world. Believing that the future of America and Asia are inextricably bound together, he works diligently to better relations between them, helped to create the Japan Society and the Asia Society. Among other varied activities, he established the Rockefeller Public Service Awards to give recognition to Federal employees who perform an outstanding public service.

A markedly different field, conservation of natural resources, appeals to Laurance. He is president of Jackson Hole Preserve, a nonprofit or-

ganization to aid in conserving areas of natural picturesque scenery and opening them to the public. His latest pet project is the Island of St. John in the Virgin Islands. After he fell in love with this bit of paradise, Laurance decided the entire nation should share in its delights and he got the Rockefeller Brothers Fund to donate \$1 million toward its development. Two years ago, most of the island was turned over to the Government as a national park and wildlife refuge.

Laurance spends the other half of his time in such spheres as cancer research and on such adventurous investments as nuclear development, space equipment, jets, and electronics. Of Laurance, an associate once observed that "he is amused by many things and not the least of them is being a Rockefeller."

STRANGELY, David—the philosophic scion—is the only brother who has pursued a nine-to-five career in finance. But he leavens his job as board vice-chairman of the Chase Manhattan Bank (second largest in the U.S.) with efforts in behalf of the United Nations and urban redevelopment. When he took over as chairman of the Rockefeller Institute for Medical Research, he revitalized it, opening new horizons.

Closest to being a Rockefeller maverick is Winthrop, the only brother to do hard, physi-

cal work with his hands. He quit Yale after a year to work as a roughneck with a "cellar gang" in a Texas oil field. During the war, he enlisted as a private, saw plenty of combat in the Pacific, was ambushed, badly burned by a kamikaze, suffered a siege of jaundice, and finished up in Okinawa as a lieutenant colonel. His unfortunate marriage to "Bobo"



Nelson Rockefeller, mentioned prominently as a gubernatorial candidate, is most ambitious and versatile of the famed clan.



An Ike-backer, Nelson was named special presidential assistant in 1954, but he also held posts under Truman, Roosevelt.



Laurance Rockefeller, specialist in conservation, promoted development of St. John's Island.

Sears resulted in a rare type of philanthropy for the Rockefellers, a \$6 million divorce settlement. Today in Arkansas, Winthrop operates the famous 3,000-acre "Winrock" as a practical model farm. His proved farming methods, resulting from modern scientific study, are being duplicated or adapted by smaller farmers to restore depleted land.

Even from Arkansas, Winthrop conforms to the Rockefeller mold, performing as chairman of Colonial Williamsburg and as a leading figure with the National Urban League, which deals with social and economic problems of Negroes.

"Winthrop's community has been the common man," says Laurance.

Most versatile member of the team is Nelson, currently being boomed for governor of New York on the Republican ticket this Fall. An almost fanatical nonstop worker with enormous moral earnestness, he'll tackle any worthwhile assignment anywhere, anytime.

At Dartmouth, where he taught a girls' Sunday School class, Nelson plugged his way into Phi Beta Kappa. Starting as a bank clerk, he turned to real estate to help rent Rockefeller Center and now is board chairman of that vast venture. Nelson's intimate knowledge of Latin America led President Roosevelt in 1940 to appoint him Coordinator of Inter-American Affairs. In that post, his greatest triumph was the heroic task of compiling an 1,800-name blacklist of South American business firms with Axis sympathies. Ten years later, President Truman picked Nelson to head the Internal Development Advisory Board, charged with recommending general policy toward underdeveloped areas.

President Eisenhower in 1952 also called on Nelson to help streamline the executive branch of the Government. Out of the sprawling mass of independent agencies and appendages, he was instrumental in organizing the new Department of Health, Education, and Welfare. During the Salk polio vaccine snafu, it was Nelson who was hastily summoned to straighten out the mess. In 1954, for a year he was special assistant to the President for foreign affairs.

Outside of his pinch-hitting Government jobs, the prodigiously busy Nelson has somehow found time to be chairman

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