

SKINNY?



Amazing New Easy Way PUTS ON POUNDS Inches, Firm Solid Flesh

Women, men and children who are skinny, thin and underweight because of poor appetite or poor eating habits should try WATE-ON. There's no overeating. Yet cheeks fill out, neck and bust-line gain... arms, legs, thighs, ankles, skinny underweight figures fill out all over the body. Take WATE-ON and in normal health you, too, may quickly gain 5-10-20 pounds and more so fast it's amazing. WATE-ON is concentrated with calories and is easily used by the system in building wonderful body weight. WATE-ON is fortified with essential vitamins and minerals and other body nutrients.

Besides putting on weight, WATE-ON makes for better digestion of fats, improves the appetite, gives quick energy, guards against fatigue, sleepless nights, poor endurance and the low resistance which often accompanies underweight. If underweight is due to disease take WATE-ON under direction of your doctor. So don't be skinny... get WATE-ON Homogenized Liquid Emulsion or WATE-ON Condensed FOOD TABLETS today. Put on weight fast this easy healthy way or money back. Ask for WATE-ON. \$3 and \$5.50 sizes at druggists.

WATE-ON REDUCING?

If you're in your 40's and feeling the worries and tensions of present-day living, don't add irregularity to your woes. If you're reducing, be sure your diet provides enough bulk, lack of which is a common cause of irregularity.

A daily half-cup of Kellogg's All-Bran with milk provides this vital bulk... permits dieting without danger of irregularity from this cause. And All-Bran—so good-tasting and nutritious—does it the *natural* way. No habit-forming laxative drugs!

For that wonderful regular feeling, try Kellogg's All-Bran for just 10 days.

Kellogg's ALL-BRAN



Itch..Itch ...I Was Nearly Crazy

Very first use of soothing, cooling liquid D. D. D. Prescription positively relieves raw red itch—caused by eczema, rashes, scalp irritation, chafing—other itch troubles. Greaseless, stainless. 45¢ trial bottle must satisfy or money back. Don't suffer. Ask your druggist for D. D. D. PRESCRIPTION.

Rockefeller Brothers



(Continued)

of the Museum of Modern Art, to create the Government Affairs Foundation, the new Museum of Primitive Art, and several international organizations dealing with education, finance, and research.

Today, New Yorkers are not surprised that this Rockefeller is the leading contender, as polls indicate, in the race for governor. Nelson is a "modern Republican" by conviction as well as by birthright. Politics, he feels, is a public duty.

Nelson epitomizes the family tradition of giving for social well-being. Of all his multifarious activities, closest to his heart is the \$60 million Rockefeller Brothers Fund (the 10th largest in the nation). This is the vehicle, set up in 1940, through which the brothers (as well as their sister, Mrs. Abby Rockefeller Mauze) jointly channel their donations to community funds, religious groups, research organizations, the Special Studies project, and the like. It was largely the signal services of the "RBF" which led the head of the New York State C.I.O. some years ago to acclaim the brothers as models of what a rich man's sons should be.

To pool their thinking as well as their wealth, the brothers meet formally at least once a month in their 40-room headquarters at Rockefeller Center, Winthrop flying up from Arkansas. Almost any time of the day, however, Laurance may walk a few steps from his office into Nelson's, or down the hall to John's or David's office. Week ends, they'll often huddle at one of the brother's homes; Sundays, they'll lunch with their father, at 84 still somewhat active in his affairs. All but Winthrop live at the 3,000-acre Pocantico ancestral estate, 30 miles from New York. Their talks about new proposals may revolve around everything from civic affairs to modern art. The world is their stage.

WHAT'S BEHIND this rare quality of the Rockefeller brothers—the puritanical rejection of the customary rights of princely scions either to squander or multiply a fortune? They'll tell you it all goes back to the deeply rooted family relationship they enjoy.

"Father never lectured us or gave us advice, he just set an example," Nelson told me. "That's the strongest influence in any family. Mother stood for one thing: family unity. She believed a family should work together. When we were kids, she was always there in the library when we came home from school. We'd maybe have tea, read, play games. A home to us isn't just a physical thing—it's a spiritual relationship."

As boys who came into the world rich as Croesus, they were all sent to the progressive Lincoln School, which took youngsters from all economic levels. Before breakfast, they began their day with prayers and Bible readings, then prayed again at bedtime. Each boy's allowance was 30 cents. They earned extra money shining their own shoes, trapping mice, capturing rose bugs, and raising vegetables. They had to keep accounts, and 10 percent had to be saved, another 10 percent given away to charity.

"In essence, that precept of saving and giving," Nelson recalls, "embodies a very fundamental philosophy of life."

The young Rockefellers grew to manhood in an era when mere possession of wealth was cause for suspicion and censure. When they were launching their careers, they added up their assets and came to this conclusion: their really important possessions were the Rockefeller tradition, their business connections, their talents, and their money—in that order.

"Our big asset," Laurance points out, "is our name. It opens doors and, as our money is dispersed, it is of far greater value than anything else as long as it remains a good name. Seeing that it does is our first consideration."

Money, to the brothers, is a tool. As Nelson puts it, "Money can be used either constructively to accomplish many things or as a sharp destructive tool."

The Rockefeller tradition goes back a long way to the day when Frederick T. Gates, a Baptist minister, said to his friend, John D., Sr.: "Your fortune is rolling up like an avalanche. You must distribute it faster than it grows. If you do not, it will inevitably crush you and your children and your children's children."

Thus, in the last century, John D. and his son made available a staggering \$2½ billion through their benefactions to promote the welfare of mankind. John D., Jr. ("Mr. Junior") and his wife, a warm, cheerful, sociable woman, made parenthood a full-time responsibility, teaching their children that the family's towering fortune was not theirs to squander but to use in the public interest. Day by day, the children learned the lesson of careful handling and distribution of money.

The Rockefeller code has been actually improved upon by the five grandsons. "Grandfather's idea was to save souls," they explain. "Father wanted to keep people healthy as well as to save souls. Our generation agrees with both ideas, but we also feel that people must have security."

"Mr. Junior" needn't have worried about the warning a friend gave him some years ago: "Anybody with your money and five sons has a right to expect at least four black sheep in the family." The boys have even taught their father new ways of giving. At the time the United Nations was desperately seeking a permanent home in New York, they persuaded John D., Jr., to offer his beloved family estate in Pocantico. When the offer was rejected because the location was too far from Manhattan, the brothers found a suitable plot of land on the East River and convinced their father to buy it for \$8½ million, then present it to the U. N.

It is natural for the brothers, and their sister, to hand down the Rockefeller precepts to the fourth generation. Their own youngsters today continue the habit of before-breakfast prayers. Of their 22 children, six who are over 21 have already started to work together for common objectives.

Though the five brothers are jointly worth probably half a billion dollars, talk about money makes them uncomfortable. Years ago, when Winthrop was toiling in an oil field, a co-worker asked: "Rocky, how much money do your folks have?"

"I honestly can't answer that," Winthrop said. "I've always had a roof over my head. I've always had food and clothes and, as far as I know, the family isn't running out of cash. I just never asked that question myself."

But on the question of giving, Winthrop—like all his brothers—is more articulate.

"Welfare," he says, "is everybody's job. It's not enough to contribute money. People must make the gift of themselves, of their own time, their creative talent and spiritual strength."

Clearly, these fabulous Rockefeller brothers are that rare phenomena: third-generation millionaires who recognize that great personal power should neither be abandoned nor abused. They believe that their fortune—an accident, not a God-given right—is a trust to be used as much for the public benefit as for their own.