



JOHN D. ROCKEFELLER (left), shown here at the age of 97 with rubber manufacturer Harvey Firestone, makes a last appearance before his death in 1937. He left school at 16 to work as a \$3-a-week clerk in Cleveland. (CP Photo)

Modern Day Rockefellers Had Beginning 100 Years Ago

By CARMAN CUMMING
NEW YORK (CP) — All through their lives the Rockefellers exist under the shadow of a dollar sign. Every time they write their name they put down a word synonymous with wealth.

How has it affected them? One young Rockefeller went to work as a laborer in the Oklahoma oil fields. Another lost his life in New Guinea swamps on an anthropological trip. A third tackled prison reform during the 1930s, visiting jails and night courts.

Several of them also have had experience in divorce courts.

For two, Nelson and Winthrop, grandsons of the original John D., the path has led into the tricky ground of politics.

Nelson aimed for the top, making an unsuccessful attempt for the Republican presidential nomination this year after serving six years as governor of New York state.

Younger brother Winthrop is the one who worked in the oil fields after quitting Yale — is trying for the governorship of Arkansas as Republican candidate in a challenging Democratic Governor Orval Faubus.

They are sometimes on the social or business pages but only rarely on the news page.

The roots of the dynasty in America go back to 1720, when Johann Peter Rockefeller emigrated from the German Rhineland. But the modern-day Rockefeller family really began 100 years ago when his great-grandson, John Davison married Laura Speelman.

John D., son of a family black sheep, showed little brilliance in school and quit at the age of 16 to work as a \$3-a-week clerk in Cleveland.

Four years later he formed a farm produce business with a partner. He was already a prosperous businessman when oil discoveries in Pennsylvania captured his attention.

The rest — how he parlayed an investment of less than \$75,000

into the mammoth Standard Oil monopoly — is history.

The extent of the fortune has never been precisely measured but at one point his income was said to be about \$50,000,000 a year. There have been estimates that the whole family has given away something in the neighborhood of \$2,500,000,000. A family spokesman says the estimate is probably reasonable.

BAD TO GOOD
John D. himself gave away more than \$50,000,000 before he died in Florida in 1872 at the age of 97. By that time he had also erased much of the image of a ruthless "robber baron" that built up along with his bank account.

By that time also his son, John D. Jr., had taken over the full-time job of giving away what the old man had amassed.

Shy and retiring, John D. Jr. was born in Cleveland but moved with the family to New York at the age of 10. There he was brought up in a massive \$200,000 house where no one smoked, danced or played cards and where the children were "fined" if they were late for family prayers or failed to account for their allowances.

The young John D. lived most of his life under his father's shadow. He was 63 when the old man died and he himself died until 1960, when he died without ever having broken a childhood pledge never to smoke, drink or swear.

He was survived by a daughter, named Abby after her mother, and five sons: John D. III, Nelson, Laurance, Winthrop and David.

It was John D. III, now 58, who militantly shocked his contemporaries of the 30s when he studied prisons at case orange and even donned old clothes to visit relief shelters. He also served as a League of Nations delegate before immigrating himself in the various boards, foundations and funds that make up the Rockefeller charitable complex.

His son, John D. IV, has continued in the serious tradition,

studying in Japan to become an expert on Asia before joining the state department.

Nelson, 55, also served in Washington as an assistant secretary of state before going into New York politics.

Laurance, 54 and an aviation enthusiast, has sometimes been called the quiet plugger of the family. He is president of Rockefeller Brothers Inc., which the five sons founded in 1946 to coordinate their philanthropies. Laurance is also known as a conservationist.

Winthrop, a husky 33-year-old rancher, carried the title of playboy and adventurer of the clan in his younger years. He joined the army as a private before Pearl Harbor and rose to lieutenant — colonel in Far East fighting.

After the war Winthrop became involved in a sensational marriage with Barbara (Bobo) Paulkine Sears, divorced daughter of an immigrant Lithuanian coal miner. The marriage broke up within a year and the subsequent divorce cost Winthrop \$5,000,000 in alimony. He later remarried with heir-

ess Jeannette Edris and settled down to raising cattle and making political hay on a giant spread in Arkansas.

David, 49, a brilliant and bookish economics Ph.D., also joined the army as a private and moved up to captain in the African and French campaigns. After the war he joined uncle Winthrop Aldrich's Chase Manhattan Bank and has since become president. Recently he spent more than two hours discussing international affairs with Premier Khrushchev at the Kremlin.

Their sister Abby is married to banker Jean Mulze and lives quietly in New York. She was divorced from her first husband in 1943 and her second died in 1955.

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6. Use good judgment when picking up children in school areas
7. Exercise extreme care on stormy and bad days.

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3. Stay from BETWEEN parked cars
4. Watch for TURNING cars
5. Walk on left facing traffic
6. Be extra alert on stormy days
7. Play away from traffic
8. Wear white at night
9. Obey the traffic signs

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