

SO YOU WANT TO MARRY A ROCKEFELLER

by

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It's a popular fantasy, based on popular mythology. As pure ambition there is something quite laudable about wanting to marry a Rockefeller. It shows that you want to better yourself, to aspire to the ranks of the winners. After all, the Rockefellers are probably the richest family on earth, with an estimated wealth of about four billion dollars under their control, and all you have to do to be entitled to your fair share in petty cash is to be one of them. John D. Rockefeller, who started it all in the late 1800's by generating the greatest single fortune in history through the creation and expansion of the Standard Oil Company (better known these days as Exxon), did his many descendants a

tremendous service by making them all millionaires at birth. The result is that every direct descendant of John D. Rockefeller enters a world as beautiful and secure as the one he just came out of. It's as if a welcoming committee were on hand to tell him as he emerged all wet and slimy, "Congratulations, you have just been made a millionaire."

But the little infant, especially if it is a male, inherits more at birth than just a trust fund and a lifetime pass to the fabulous family estate at Pocantico Hills. He inherits, to some degree, the Rockefeller winner psychology, which, in its transfer from generation to generation along with mother's milk and grandpa's oil, may be an even greater prize. That psychology has been especially evident in the third generation Rockefellers -- the five sons of John D. Rockefeller Jr. Its transfer to the fourth generation, however, has not been as successful. The psychology itself has been weakened and diluted in transit, and the fourth generation has been given the freedom to do with it what they will. However, the money is still kept under tight supervision, and its transfer from one generation to the next is exercised with great care. They seem to know that they are not particularly brilliant, imaginative, or even interesting people, just lucky, and that without their inherited wealth they'd be just like everyone else.

Few people, however, see the Rockefellers beyond the money that surrounds them. The common fantasy about marrying one of them revolves around enjoying the material luxuries their way of life affords: triplex penthouses on Fifth Avenue, ranches on Venezuelan mountain tops, plantations on Caribbean islands, private planes, yachts. For most people that's quite enough. To clip coupons, see the

world in style, live in a New York town house or its equivalent elsewhere, and have filet mignon every night, if you can stand it. What more is there? That kind of thinking is very un-Rockefeller -- at least for the third generation. Peggy Lee's "Is that all there is?" is the antithesis of that generation's psychology. For them, there has never been enough, and that is why they have all continued, with variant degrees of success, to make more, and more, and more. Making money basically keeps them out of trouble.

Not many in the fourth generation, however, seem to have this disposition for making money. Most of them seem to be quite content with the amount they have already and have become interested in more cultural pursuits. Their wide range of interests brings them into contact with a wide range of people, which means that you might conceivably arrange to meet one.

At this point it might be useful to our purposes to note that the Rockefellers we read so much about, particularly those put under the limelight in Walter Cronkite's two-hour television special on December 28, 1973, are the descendants of John D. Rockefeller through his only son. But the oil billionaire also had three daughters, all of whom married and had children of their own. In fact, there are seven third-generation Rockefellers, five of them quite alive, who are cousins of the five famous brothers who were seen on television. It is no easy business tracking down their children, of which there appear to be about fifteen -- four of whom were brought into the clan via adoption. Apparently, the fourth generation through Rockefeller's daughters have been totally eclipsed by the publicity about the twenty-three fourth-generation descendants through his son. But an intelligent Rockefeller watcher can tell who's who after

Becoming familiar with the names associated with the various marriages.

Then there are also the descendants of William Rockefeller, John D's brother and partner in Standard Oil. They are not considered as rich as their distant cousins, although one really has no way of knowing for sure, and they certainly do not control anything as big and powerful as the Rockefeller Foundation, but many of them bear the Rockefeller name and have enough money to satisfy anyone. The trust funds created by the 100-million-dollar legacy left by William Rockefeller in 1920 were intended to perpetuate his property

among his children and their descendants. Also, it's vital to know that William's two sons, William Goodsell and Percy Avery, both married daughters of James Stillman, head of the National City Bank of New York, which for years has vied for first place with David Rockefeller's Chase Manhattan. When James Stillman died in 1918 he left an estate in trust for his descendants valued in a 1941 accounting at \$47-million. Thus, the present descendants of the

Rockefeller-Stillman alliance are all recipients of trust funds from both sides of the family. Senator Proxmire married one of these Rockefellers in 1946.

Actually there are more of these Rockefellers in the New York Social Register than of the others. To avoid confusion I have found it useful to designate the descendants of John D. Rockefeller as the "A" Rockefellers and the descendants of his brother William as the "B" Rockefellers. Of the twenty-eight or so Rockefellers in the New York Social Register (1973), eleven of them are "A" Rockefellers and seventeen are "B" Rockefellers. So you see how careful you must be. You might spend months chasing a "B" Rockefeller thinking that he or she was an "A" Rockefeller. The difference might mean a million or

two -- in either direction. One quick way to identify a "B" Rockefeller is to ask him if he went to Yale. Just about every "B" Rockefeller male has gone there. In fact, one of them, William Rockefeller McAlbin, married president Angell's daughter in 1926 -- making their children, so to speak, half-Yale, half-Rockefeller. Or you might ask him if he lives in Greenwich, Connecticut. Most of the "B's" do. The "A's" are ensconced mainly in Manhattan.

Do the "A" Rockefellers ever get together with the "B" Rockefellers? Yes. A couple of years ago there was a big family reunion at Pocantico Hills at which everyone walked around with name tags so you could tell an "A" from a "B." There was also a huge family tree painted on a billboard to help everyone see his place in the genealogical scheme of things. I suppose there must have been some curiosity over which cousin was the richest, and whether he was an "A" or a "B."

In any event, don't sell any of the "B" Rockefellers short. When Geraldine Rockefeller Dodge, a daughter of William Rockefeller, died on August 13, 1973 at the age of 91, she left an estate valued at \$85-million without any living heirs. Her one son was killed in an auto accident in France in 1930 while on a holiday after graduating Princeton. As of this writing, a Geraldine R. Dodge Foundation is in the process of being created, to be devoted to a wide range of charitable and cultural causes. Some \$45-million of the assets are in stocks and tax-exempt bonds. Another \$30-million is in land. Undoubtedly, some of that wealth came from Mrs. Dodge's late husband, Marcellus Hartley Dodge, once chairman of the Remington Arms Company.

In addition, some of the third-generation "B" Rockefellers have married

*Transcribed from NY Times
Nov. 1974*

particularly well. For example, Godfrey S. Rockefeller, son of William Goodsell Rockefeller and Elsie Stillman, married Nancy Carnegie, ~~████████████████████~~ *April 16, 1905 NYF* granddaughter of Andrew Carnegie, thus bringing into one stream Rockefeller, Stillman, and Carnegie money. None of the fourth-generation members of this lucrative line are available for marriage. However, their fifth-generation crop is just about reaching prep school and college age. *June 25, 1905*

The "B" Rockefeller line, however, seems to have some inherent physical and psychological weaknesses. In 1920 [✓] William Rockefeller, at 81, caught a cold *Five months* and died shortly after of pneumonia. *1101 30, 1920* ~~Two years~~ later his son, William Goodsell, also caught cold while watching the Harvard-Yale game and died a week later of

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pneumonia at age 52. Percy Avery, William Rockefeller's second son, died after an ulcer operation in 1934 at age 56. The following year, the two brothers' wives (the Stillman sisters) died within six months of each other. Then, in 1938, Geraldine McAlpin Webster, one of William Rockefeller's granddaughters, died while giving birth to twin sons. The sons survived. But the real tragedy for the "B's" occurred in 1951 when Percy's daughter, Winifred Emery, killed her two small children and herself by locking them all in the three-car garage of their Connecticut estate and filling it with carbon monoxide.

Getting back to the "A's", naturally, ⁿone of the fourth-generation descendants of JDR through his daughters bear the name Rockefeller, except occasionally as a middle name. They have names like Oser, Prentice, Gilbert, Hubbard, and de Cuevas. And the fourth-generation girls through JDR Jr.'s famous sons have picked up, through marriage, such names as Spencer, Kaiser, Strawbridge, Pierson, Waletsky, and others equally nondescript. Keeping track of the fifth generation is going to be a real problem. But it will be worth the bother, for each direct descendant of John D. Rockefeller has inherited or will inherit some of that gigantic fortune, plus a good chunk gathered through one of the good marriages, plus a piece of whatever wealth their parents have managed to generate on their own.

How much money does each one of them have? It would take a battery of Park Avenue lawyers and accountants to figure it out, but we can get something of an idea through some of the stories about wills and litigation over trust funds which have appeared in the press over the years. It is not easy piecing

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it all together, but neither is mining for gold. *July 20, 1930 NY Times*

We know, for example, that in 1917 JDR set aside in trust funds for his two living daughters, Alta and Edith, 12,000 shares each of Standard Oil of Indiana. During their lifetimes the girls were to live off the income of the trusts, while the principal was to be passed on to their children after death. We know that when Edith Rockefeller McCormick died in 1932, the trust was divided among her son and two daughters. When one of the daughters, Muriel McCormick Hubbard, died in 1959, the portion of the trust fund she had inherited from her mother was worth \$9-million. *NYT Nov 2, 1959* A legal fight over the nine million was initiated by the guardian of Mrs. Hubbard's four adopted children to prevent the trustees, headed by "philanthropist" John D. Rockefeller 3d, from giving away the entire nine million to Lincoln Center. *NYT May 12, 1965* In 1965 an agreement was reached. In the interim, the fund had grown in value to \$12.7-million. The final disposition was \$8.9-million to Lincoln Center and \$3.1 million to the four adopted children. So each adopted child was able to start life with a healthy trust fund valued at \$775,000 as of 1965, courtesy of John D. Rockefeller. Had they inherited the full trust fund they would have had over \$4-million a piece. Thus, a fourth-generation Rockefeller, depending on how many sisters and brothers there are to share the pie, is easily born a millionaire, thanks to the founder of Standard Oil.

Incidentally, in the period from 1917 to 1930 those 12,000 shares, which became 356,000 shares by stock splits and dividends paid in stock, yielded an income of more than \$6-million, or over \$450,000 a year for thirteen years. Thus, JDR's daughters had nothing to complain about, even though their descendants

are largely ignored when one speaks of the Rockefeller dynasty.

But if you are more attracted to the assertive side of the family, the ones identified in the public's mind as the Rockefellers, the ones with that special winner psychology as well as the biggest bulk of the fortune, the ones with the super-rich life style who control several powerful foundations and research institutes with tentacles reaching into every corner of American cultural life, you have to address yourself to the Rockefeller descendants through JDR Jr. John D. Rockefeller made it a deeply satisfying task to pass on to his only son all of the secrets of his success. And JDR Jr. endeavored to do the same with his five sons. It is sheer good fortune that JDR Jr. had five sons and one daughter, thus creating something of a dynasty. We are all familiar with the sons: John D. 3d (philanthropist and builder of Lincoln Center), Nelson (Governor of New York and builder of the Albany Mall), Laurance (conservationist and builder of exquisite island and mountain resorts), Winthrop (rancher and Governor of Arkansas, who died in February 1973), and David (president of the Chase Manhattan Bank and prime mover behind the World Trade Center). All five were listed by Fortune in 1957 as being worth between \$100-million and \$200-million each. When asked by Walter Cronkite to reveal how much he was worth today, David Rockefeller deferred. The matter was too personal, he said.

The five energetic boys and one girl have produced twenty-four fourth-generation Rockefellers, who call themselves "the cousins," who in turn have already produced at this writing some thirty-seven fifth-generation Rockefellers. (One member of the fourth generation -- Michael, son of Nelson -- was accidentally

killed in 1961.) The number of fifth-generation Rockefellers will increase substantially in the years ahead since the Rockefellers in general seem to like large families, their concern with the population explosion notwithstanding. They like large families probably because they can afford them. Besides, what's wrong with producing new baby millionaires? What greater gift can you give a new member of the human race than a healthy trust fund, good family connections, and an upbringing that tells you how to make the most of them? Imagine being born into a family with no money, no connections, and an education that tells you to drop dead or get lost. Such families do exist in large numbers. They need birth control.

So if you want to marry a Rockefeller, you ought not to think merely of your own benefit. Think of what it will do for your children. They will be born winners. The best example of such a winner is Winthrop Paul Rockefeller, son of Winthrop and Barbara (Bobo) Rockefeller. Bobo was an immigrant miner's daughter who won a beauty contest at the 1933 Chicago Century of Progress and played minor roles in a few western movies. Her first marriage to a New York socialite ended in divorce, but it brought her into the social circle of the rich. She met Winthrop at a dinner party, married him in 1948, and gave him his only child -- a son. She left him about a year later to live with her mother in Indiana, taking the child with her. When the marriage was dissolved in 1954, she won a \$5½-million divorce settlement: two million in cash plus \$3½-million in trust funds and allowances for the support of herself and the boy whose custody she was awarded.

A year later Bobo bought a five-story town house in Manhattan on East

Sixty-seventh street, with a two-story drawing room, squash court, three terraces, and an elevator. (Before she married Winthrop she had lived in a Third Avenue walk-up near Fifty-fifth street.) Meanwhile, Winthrop senior had moved to Arkansas where he built his magnificent cattle ranch, Winrock Farm, and eventually became governor. Winthrop junior was brought up and educated as befits a Rockefeller, and at age twenty-two was wed in aristocratic splendor to Miss Deborah Cluett Sage, daughter of Louis Davidson Sage of New Canaan, Connecticut, *NYT March 23, 1971* and Mrs. Nicholas Chryssicopoulos of London and Athens. The fashionable wedding was held at Colonial Williamsburg, which the bridegroom's grandfather had *NYT Mar 23, 1971* restored at a cost of \$80-million and of which his father was then chairman of the board.

NYT Feb 24, 1973
In February 1973 Winthrop senior died of cancer, his son at his side. As an only child, Winthrop Paul has inherited the bulk of his father's fortune, making him one of the richest of the "cousins." Thus, out of a dubious marital relationship which lasted all of eighteen months, an unexpected multi-millionaire was born. So you see how well it has all turned out, not merely for Winthrop Paul, God bless him, but for his father and mother as well.

But Bobo's marriage to Winthrop was the exception to the rule. Most Rockefellers marry other heirs and heiresses. Sometimes if there is not much money in the match, there is a lot of old American pedigree, and pedigree can be an asset in forging good future connections. This is not to say that the Rockefellers are undemocratic in their choice of mates. It's just that they don't make it a point to look for poor people to marry. Who does? Besides, if you are a born winner, your instinct is to keep winning. So John D. 3d married

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the Northern Pacific Railroad*

Blanchette Ferry Hooker, a Hooker Chemical and Ferry Seed heiress; Nelson married Mary Todhunter Clark, a Philadelphia Main Liner; Laurance married Mary French, whose grandfather, Frederick Billings, had been president of the Northern Pacific Railroad; and David married Margaret McGrath, whose father was a partner in the Wall Street law firm of Cadwalader, Wickersham & Taft.

Most of the fourth-generation "cousins" -- of which there are nine males and fourteen females -- have already married. As of this writing, some nine have yet to marry. But by the time this is in print, two of these may have already married. Some have even been divorced and remarried. Which means that one Rockefeller may be eligible several times. Are they accessible? No more, no less than anyone else in that strata of society. The family has always tended to guard their privacy, and unlike the Kennedys, they are decidedly publicity shy and discourage the press from poking into their lives. This is particularly understandable in this day and age of hijackers, kidnapers, terrorists, and other assorted lunatics. Their best protection, therefore, is anonymity. So it will not be easy to know where they are, when they are there, and how to meet them -- after which, if you are successful, you may get one of them to fall in love with you.

Here is a list of the fourth-generation eligibles, not including Nelson's two small sons by his second wife, Hanpy:

	Age	Status	Parent
Sandra Rockefeller	38	single	JDR 3d
Steven C. Rockefeller	37	divorced	Nelson
Hope R. Spencer	36	divorced	JDR 3d
Abby Rockefeller	30	single	David
Laurance Rockefeller	29	single	Laurance
Margaret Rockefeller*	26	single	David
Alida Rockefeller	24	single	JDR 3d
Richard Rockefeller*	24	single	David
Eileen Rockefeller	21	single	David

* reported engaged to be married

As you will notice, there are six women and three men on the list. Would you believe that the three daughters of John D. Rockefeller 3d and three daughters of David Rockefeller, two of the world's richest men, are unmarried? Why? Women, as all men know, are mysterious creatures. Rich women are the most mysterious creatures of all. They will assume that you want to marry them for their money. Can they be convinced otherwise? Only if you've got more money than they have.

Nevertheless, some Rockefeller women have made some interesting matches. Back in the 1920's, Edith Rockefeller McCormick's 16-year-old daughter, Mathilde, fell in love with her 43-year-old Swiss riding master and married him without her mother's consent when she turned 18. Shades of D. H. Lawrence. Edith, herself, was quite a woman. In 1895 she married Harold McCormick, son of Cyrus McCormick, inventor of the reaper and founder of International Harvester. The two had a stormy marriage but managed to dominate Chicago social life as well as promote grand opera. It is said that Citizen Kane was in part modelled after Harold McCormick.

Edith, daughter of the world's richest man and the richest woman in Chicago, had what has been described as an "imperial complex." She filled her Lake Shore mansion with objects from royal households, including Napoleon's complete dinner service. In 1918 she went to Switzerland to undergo Jungian analysis and met a young man with whom she formed a life-long "platonic" relationship. Her husband divorced her in 1921 and married a Polish opera singer. Her son Fowler, at age 32, married his best friend's 53-year-old divorced mother, the former wife of James Stillman, brother of the two Stillman sisters who had married into the

"B" Rockefellers.

Edith's second daughter, Muriel, dabbled in the theatre, then in 1931, at age 28, married Elisha Dyer Hubbard, a 53-year-old gentleman farmer from Connecticut. When informed of the engagement a day before the marriage, Muriel's brother Fowler told reporters, "This is news. I never heard of Hubbard." *Sept 14, 1931*
The marriage lasted five years until Hubbard's death in 1936. They had no children, so in 1939 Muriel adopted two. During the war she joined the WACS and became a sergeant. Meanwhile, her brother Fowler went to court to get the adopted children away from her on the grounds that Muriel was unfit to be a mother. The children described to reporters how their adopted mother had thrashed them with a switch on bare skin. The court ruled against Muriel and she lost the children. A few years later, however, she adopted four more. *1947 Dec 23, 1947*
She died in 1959, leaving her fortune to them.

Rockefeller's oldest daughter Bessie married Professor Charles Augustus Strong, son of a Baptist clergyman, in 1889. *NY Times Nov 15, 1906* She died in Cannes, France, in 1906 at the age of 40, half mad. The one child of the marriage, Margaret, became estranged from her philosopher-writer father who spent the rest of his life in his villa in Fiesole, Italy. *NY Times 1927* In 1927 Margaret married the Marquis de Cuevas whose title the New York Times snidely reported was not listed in the Almanach de Gotha. But it was to Margaret de Cuevas and her two children that John D. Rockefeller bequeathed his residual estate when he died in 1937 at age 97. It wasn't much, considering; only \$25-million. Explaining the bequest, Rockefeller wrote:

"I am setting up this trust for my granddaughter Margaret and her descendants

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to the exclusion of my other grandchildren and their descendants because, when the time came that I felt it wise to place upon my children the responsibility of owning and administering substantial sums and for that purpose made large gifts to and for them, my oldest daughter, Bessie, the mother of my granddaughter Margaret, was not living."

Of all the Rockefeller marriages, the de Cuevas marriage is the one most shrouded in mystery. When Margaret's father was asked to confirm a report that his daughter had been married secretly to George de Cuevas, he said, "I'm not in close touch with her. She is able to take care of herself." The Times (June 6, 1937) further noted: "When Miss Strong was married to George De Cuevas, it was reported that he had been an associate in a business venture with Prince Youssoupoff, one of a group of Russian noblemen who killed the monk, Rasputin." De Cuevas died in 1961 but no notice of his death or obituary appeared in the Times.

JDR's third daughter, Alta, married a Chicago lawyer by the name of E. Parmalee Prentice who later also made a name for himself breeding milk herds on the couple's fabulous 1,200-acre farm in the Berkshires. When Mrs. Prentice died in 1962 at age 91 (her husband had died in 1955 at age 92!) the principal of her trust fund was divided among their three children. One of them, J. Rockefeller Prentice, had achieved notoriety in 1925 while working his way through Yale as a switchboard operator. He finally became a Chicago lawyer like his father and in 1941 married his office receptionist. In 1968, his daughter Abra, a working reporter with the Chicago Sun-Times, married Jon Stephen Anderson, a fellow reporter. So you never know where you're going to find a Rockefeller. At the next desk, perhaps.

Of Rockefeller's three daughters, Alta seems to have been the most sensible and serene. And she seems to have passed on these traits to her own daughter, Mary, who married Benjamin DeRacey Gilbert in the late 1930s. In a fascinating phone conversation I had with Mrs. Gilbert, whose voice radiated a remarkable serenity and wisdom, I learned that she has instilled in her own six children a deep respect for work and a sense of self-reliance. Her two daughters are involved in the arts and her sons are in construction and toy manufacturing. On the matter of marriage she has advised them, in a kind of indirect philosophical way, to marry people they love. Certainly not to marry for the wrong reasons: money or advancement. What about people who may want to marry them for their money, I asked. "They're very intuitive about that," she replied. "This sort of thing tends to reveal itself, don't you think?"

Having told you more about Rockefeller's daughters than you ever dreamed of knowing, it is perhaps well to note that the Rockefellers are very much a patriarchy, with male chauvinism given a somewhat royal coloring. Take John D. 4th, for example, who married Senator Percy's daughter in 1967. He has been singled out of the twenty-three fourth-generation cousins for special "crown prince" treatment, strictly on the basis of traditional patriarchal succession. He is the oldest son of JDR Jr.'s oldest son. But actually, he is younger than Nelson's two sons, Rodman and Steven, and all have exactly the same amount of Rockefeller blood in them. But John D. 4th has been programmed from birth to understand that the name he bears carries with it certain social and family significance.

"As a boy," he says, "I was told that I should make up my own mind whether I wanted to carry on the full name, which I think stands for public service, a sense of responsibility, and a high standard of demand on oneself. When I was 21, I wrote a letter to my father saying I wanted the name and responsibility."

It is probably this sort of thing which led Abby Rockefeller, 31-year-old daughter of David, to become a fiery Women's Libber. So you might as well strike her off your list of eligibles. She has been quoted as saying that "love between a man and woman is debilitating and counterrevolutionary." *Esquire Jan 1971*

What's it like to be a Rockefeller? Laurance's daughter Lucy told a reporter in 1969, *32-yr 24-hr Mar 21/1969* "I think my first awareness of being a Rockefeller is associated with going to school in our Cadillac. I used to slide down onto the floor when we got near Brearley and stay hidden until the chauffeur gave me the signal,

and then I got out. I was very self-conscious about being a Rockefeller."

Hope Aldrich Rockefeller Spencer, Jay's younger sister, expressed the same feelings in another way:

"In many ways, in growing up as a Rockefeller, I lived with a tag, just as a Jew or a Negro. I sensed what it was like to be discriminated against and have people ignore or accept you as part of a class or group rather than as an individual. I'm not suggesting by any means that I was discriminated against in the same way, but I think this is why I have an empathy for certain kinds of people. I felt often that when people heard the name Rockefeller, they never saw the person named Hope."

We empathize with her. We all want to be loved and accepted for the person we are or believe ourselves to be. Obviously, Rockefellers have crises of identity, too. One unmarried female cousin has gone so far as to change her name to escape being a Rockefeller. Lucy never studied American history because she didn't want to sit in a class and risk hearing her great-grandfather described as a robber baron. In describing her cousins, Hope went on to say:

"Our generation has all the elements of the new American melting pot. There is diversity and independence. And there is this very strong sense of social equality. We're walking on the sidewalks -- not riding in Rolls Royces. We're not going to skip any long roads because we have money."

David Rockefeller's son David Jr., who is now an arts administrator with the Boston Symphony Orchestra, described the cousin's situation from the male point of view:

"In my generation the girls mostly want to lead private lives and we boys

haven't yet been overcome by a feeling that we should give our lives to the family. The family as a family is a good thing, but the family as a business is inclined to be puzzling. Basically, it's a very curious operation. My father has never put any pressure on me to get involved in the family affairs, though he has hinted that there would be plenty to keep me busy if I felt inclined. The one thing he has stressed is that whatever anybody does, he'll enjoy it if he does it hard enough. Hard work, my father believes, is the essential."

Actually, being rich, for most of the cousins, simply means having the additional burden of doing something with all the money they've got. Nelson's oldest son Rodman, who is president of the family's diversified investment company, International Basic Economic Corporation (IBEC), put it this way:

"After the first million, you learn you have all this money, and you buy what you need, and then you know that you have to do something with it."

That first million -- more easily said than acquired in this day and age of high income taxes.

One gets the impression that some Rockefellers consider it a moral duty to take the fun out of being rich, to look at wealth as a kind of social responsibility. Thus, the fourth generation is being carefully steered in the direction of philanthropy by a new Rockefeller Family Fund started in 1968 for the benefit of the younger members of the family. The first year's program started with a modest \$350,000 awarded to projects of interest to the cousins. Members of the fourth generation, or their spouses, were given five places on the board of trustees.

The object, obviously, is to manage a smooth transfer of power and financial

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responsibility to the fourth-generation heirs, so that they don't blow everything their elders created. Also, it sustains within the family a sense of togetherness and concerted purpose.

The entry of new blood by marriage into the family is a natural process, and anyone who can add to the shine, sparkle, and future upmanship of the Rockefellers is welcome. What's it like to fall in love with and marry a Rockefeller? The public record provides a few clues. Actually, the only fourth-generation Rockefeller romance which received extensive press coverage was the one between Nelson's second son, Steven, and the family's ex-maid, Anne Marie Rasmussen.

It all started in 1956 when Anne Marie, a 17-year-old daughter of a retired Norwegian grocer and ex-seaman, decided to come to the United States to learn English. Sponsored by her uncle, a New York mounted cop, Anne Marie came to New York where she soon got a job as a maid in the 27-room triplex penthouse apartment of the Rockefellers at 810 Fifth Avenue. Steven, only twenty at the time, took a liking to the blue-eyed, flaxen-haired Anne Marie and dated her. He couldn't have seen very much of her, because he was attending Princeton at the time. Nevertheless, he fell in love.

Anne Marie stayed with the Rockefellers for about a year. When her English was good enough she got a sales job at Bloomingdale's and later a clerical job with an insurance company. In April 1959 she returned to her home in Soegne, a tiny fishing village on the southern coast of Norway. Meanwhile, Steven had graduated Princeton and in July 1959, he bought a ring and took off for Norway to ask Anne Marie to marry him. After asking her parents for their approval and a bit of solemn, but not too solemn, Nordic soul-searching, Anne Marie agreed.

"My mother said," she told the press, "that 'if it really is love between you and Steven, and if you think marriage to him will bring you happiness, we will not dream of standing in your way.'"

Steven's father, who was then seeking the 1960 Republican Presidential nomination, was at a Governors Conference in Puerto Rico when the announcement of the engagement was made. According to the Times, he

. . . waxed eloquent about the Norwegian girl. He told friends how she had attended night school steadily while she moved up the economic ladder. She started as a maid and wound up with a responsible job with an insurance company.

"Why," he exclaimed, "that girl was earning \$7,000 a year when she was only 20!"

"Good heavens, Governor," a bystander interjected, "you don't think Steve is marrying her for her money do you?" The Governor grinned.

He also took a ribbing because Vice President Richard M. Nixon . . . had pretty well overshadowed news coverage of the Governors' meeting by extending his tour of the Soviet Union to include Poland.

"Thank God for Steve," said the Governor, implying that his son's romance would get the family name on Page One.

The marriage was set for late August, and the world press published daily reports about the preparations. Meanwhile, the local townfolk in Soegne were getting a close look at a real live Rockefeller heir.

"You certainly wouldn't think he was a millionaire when you look at his

clothes," said one girl to a reporter. "His shoes especially. They are awful -- old, dirty tennis shoes." As if the rich weren't entitled to comfortable shoes.

The marriage finally took place on August 22nd, with Nelson and his family flying to Norway for the church ceremony. It was given front-page coverage the world over.

After a honeymoon on the family yacht, the Norwegian Cinderella settled down to the business of creating a Rockefeller family, while Steven enrolled in the Union Theological Seminary to pursue studies in theology.

In May 1960, Steven's grandfather, JDR Jr., died at age 86, leaving a residual estate of \$160-million. Long before his death the bulk of his fortune had been put into trust funds for his six children and twenty-two grandchildren. So there's plenty for the fourth and fifth generations to look forward to.

Two months later, in July 1960, Anne Marie gave birth to her first little Rockefeller millionaire, Steven Jr. Then in November 1961 came the bombshell. Her in-laws had decided to split up after thirty-one years of marriage. In addition to that news came the tragic news several days later of Michael Rockefeller's death in New Guinea while on an anthropological expedition. Michael, 23, was the Governor's youngest son.

In March 1962, Steven's mother got her Reno divorce, thus ending one celebrated Rockefeller marriage. Later that year, Steven's sister Ann and her militant minister husband, Robert Pierson, who had been arrested in a Mississippi sit-in, were dropped from the Social Register. But who cared?

In May 1963, Anne Marie's father-in-law married the former Mrs. Margaretta Fidler Murphy, better known as Happy. Mrs. Murphy, 37, was another Philadelphia

Main Liner. In 1948 she had married Dr. James Slater Murphy whose family had
 been associated with the Rockefeller Institute for forty years. The Murphys
 were often invited to Rockefeller parties in Pocantico Hills. They even had a
 home nearby. In 1958 Happy went to work as a volunteer for Nelson during his
 election campaign. In 1959 she became a paid member of his staff. Somewhere
 along the way it happened. In April 1963 Happy got an Idaho divorce in which
 she agreed to give her husband custody of their four children. It was a painful
 choice for a mother to make, but it was the only way Dr. Murphy would free her
 to marry the Governor. Later attempts by Happy to regain custody of the youngest
 child failed. But better visitation rights were agreed on.

In 1963 Anne Marie gave birth to her second little millionaire, this time
 a girl who was given the lovely name Ingrid. In May 1964 Happy gave birth to
 Nelson Jr. That made about ten of Nelson Junior's nieces and nephews older
 than their uncle. In that same year Anne Marie gave birth to her third little
 millionaire, Jennifer, and Steven entered Columbia University to get his doctorate
 in theology.

Then, in 1966, came another blow to the institution of marriage. Steven's
 sister, Ann, left her minister husband and got a divorce in Mexico. Meanwhile,
 in 1967, Happy presented the Governor with another little boy, Mark Fitler.
 Then, during the following year, King Olav of Norway visited New York and Anne
 Marie helped her father-in-law entertain her former sovereign in the Fifth Avenue
 apartment. They might have joked at dinner about how Anne Marie had once been
 a maid there. Now she had three little Rockefeller millionaires of her own.

It was in that same year that Anne Marie also decided to become active in

helping the Governor win the Republican nomination for the Presidency. She organized a Scandanavian-American Committee for Rockefeller, "because," she explained to reporters, "I realized that there are twelve million people of Scandanavian descent in this country and not very much was being done with them."

To get the Committee off to a good start, she and Steven hosted a Norwegian Independence Day celebration at Pocantico Hills in June, to which were invited about 400 Scandanavian Americans. During the rest of the summer, Anne Marie traveled across the country organizing fellow Scandanavians in support of her father-in-law. During a stop in Madison, Wisconsin, she met an official of the local Rockefeller committee, a businessman of Norwegian extraction who manufactured ice vending machines and walk-in coolers. Whether it started merely as a strong yearning for something Norwegian (other than sardines), or whether it was love at first sight, we have no way of knowing. But seventeen months later, Anne Marie's separation from Steven was officially announced, and in June 1970 she got her own Mexican divorce which awarded her custody of the children. ^{June 30, 1970, NYT} The following June she married her compatriot from Wisconsin, who ^{Sept 7, 1971, NYT} had also gotten a divorce.) Thus ended Cinderella's story, not with a bang but with a sort of Sears Roebuck whimper.

Meanwhile, the saga of the world's richest family continues, for better or for worse. However, if, by this time, you are still interested in marrying a Rockefeller, we suggest that you study the Social Register carefully (available in any large reference collection), get to know who's who, and try politics as your way into the fold. Who knows how many eager, democratic (small "d") fourth and fifth generation eligibles will be running around committee head-

quarters helping to get their Uncle Nelson into the White House in 1976. Be imaginative, work hard, and do something for them, and you may make the connection that counts. Who knows, perhaps someday you too may be able to walk around Pocantico Hills with a name tag and gaze up at your own special place on the billboard.

Fourth Generation "A" Rockefeller Descendants
Showing Which Child of JDR They are
Descended From

Abra Prentice Anderson	}	Alta Rockefeller Prentice
Jeffrey Rockefeller Prentice		
Peter S. Prentice		
Michael S. Prentice		
Mrs. Franz ten Bos		
Mrs. Guillermo Palmer		
Alta Mary Gilbert		
Sue S. Gilbert		
Daniel Gilbert		
John Humphrey Gilbert		
Parmalee (Lee) Prentice Gilbert		
Benjamin DeRacey Gilbert		
John de Cuevas	}	Bessie R. Strong
Elizabeth de Cuevas		
Anita Oser Pauling	}	Edith Rockefeller McCormick
Peter Max Oser		
Elisha Dyer Hubbard Jr.		
Anna Jones Dyer Hubbard		
Harold Fowler McCormick Hubbard		
John Rockefeller McCormick Hubbard		
Abby R. Milton O'Neill	}	John D. Rockefeller Jr.
Marilyn Milton Simpson		
Rodman Rockefeller		
Ann Coste		
Sandra Rockefeller		
Laura Rockefeller Case		
Steven C. Rockefeller		
John D. Rockefeller 4th		
Marion Weber		
Mary C. Strawbridge		
Hope Rockefeller Spencer		
Dr. Lucy Waletzky		
David Rockefeller Jr.		
Abby Rockefeller		
Laurance Rockefeller		
Neva Kaiser		
Margaret Rockefeller		
Winthrop Paul Rockefeller		
Alida Rockefeller		
Richard Rockefeller		
Eileen Rockefeller		
Nelson Rockefeller Jr.		
Mark F. Rockefeller		