



# Rockefeller (Winthrop) papers

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English

Describing Archives: A Content Standard

Rockefeller Archive Center

15 Dayton Avenue

Sleepy Hollow 10591

[archive@rockarch.org](mailto:archive@rockarch.org)

URL: <http://www.rockarch.org>

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## Summary Information

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<b>Repository:</b>	Rockefeller Archive Center
<b>Creator - aut:</b>	Rockefeller, Winthrop
<b>Title:</b>	Office of the Messrs. Rockefeller records, Winthrop Rockefeller
<b>ID:</b>	FA403
<b>Date [inclusive]:</b>	1912-1976
<b>Physical Description:</b>	4 Cubic Feet 12 boxes
<b>Language of the Material:</b>	English

### Preferred Citation

Information regarding the Rockefeller Archive Center's preferred elements and forms of citation can be found at <http://www.rockarch.org/research/citations.php>

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## Biographical / Historical

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Winthrop Rockefeller, born May 1, 1912, was the fourth son of Abby Aldrich Rockefeller and John D. Rockefeller, Jr. After attending the Lincoln School in New York City and the Loomis School in Connecticut, Winthrop enrolled at Yale University for a short period of time. After leaving Yale, Winthrop worked as a roughneck in the oilfields in Texas.

After serving in the Army during World War II, Winthrop eventually moved to Arkansas in 1953. Purchasing a 927-acre tract of land on Petit Jean Mountain, he built Winrock Farms, which would become famous for breeding Santa Gertrudis cattle.

In 1948, Winthrop Rockefeller married Barbara "Bobo" Sears, amidst a flurry of publicity. They had one son, Winthrop Paul Rockefeller, and divorced in 1954. In 1956, Winthrop remarried Jeanette Edris, who had two children from a previous marriage. The couple divorced in 1971.

In 1955, Winthrop accepted a position as Chairman of the Arkansas Industrial Development Commission, serving for eight years.

Although his bid for governor of Arkansas was unsuccessful in 1964, Winthrop ran again in 1966 and won, making him the first Republican governor in Arkansas in 94 years. He was re-elected in 1968, and served until January 1971 as governor.

Winthrop Rockefeller died of cancer on February 22, 1973 at the age of 60.

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## Arrangement

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The collection is arranged into four groups, primarily based on subject matter:

Family and Personal

Winrock Farms

Speeches, Publications, and Publicity Materials

Audiovisual Materials

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## Arrangement

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This collection is arranged into four series:

1. Family and Personal

2. Winrock Farms

3. Speeches, Publications, and Publicity Materials

4. Audiovisual materials

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## File Plan

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Former classification: III 2 AD -- Rockefeller Family Archives, Record Group 2 (Office of the Messrs. Rockefeller), Series AD (Winthrop Rockefeller)

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## Administrative Information

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### Publication Statement

Rockefeller Archive Center

15 Dayton Avenue

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[archive@rockarch.org](mailto:archive@rockarch.org)

URL: <http://www.rockarch.org>

### Processing Information

This collection was processed by Bethany J. Antos. Processing began in August of 2012 and was completed in September of 2012.

### Conditions Governing Access

Open for research with select materials restricted as noted. Brittle or damaged items are available at the discretion of RAC. Material in the Rockefeller family collections that provides the names, correspondence, or activities of living members of the Rockefeller family, and/or documents the net wealth of any Rockefeller family members, is restricted. Researchers interested in accessing digital media (floppy disks, CDs, DVDs, etc.) or audiovisual material (audio cassettes, VHS, etc.) in this collection must use an access surrogate. The original items may not be accessed because of preservation concerns. To request an access surrogate be made, or if you are unsure if there is an access surrogate, please contact an archivist.

### Conditions Governing Use

Rockefeller Archive Center holds title, copyright and literary rights in the collection, in so far as it holds them, and has authority to grant permission to cite and publish archival material from the collection.

Reproduction/duplication of archival items is routinely provided in accordance with “fair use”. If the RAC does not hold copyright for an archival collection, or items within a collection, it is the users’ responsibility to contact the copyright holder, or make a fair effort to do so, prior to publication.

## Processing Information

This collection was processed by Bethany J. Antos. Processing began in August of 2012 and was completed in September of 2012.

## Immediate Source of Acquisition

This material was collected by Rockefeller Family and Associates (Room 5600). The materials were ultimately transferred to the Rockefeller Archive Center by Room 5600.

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## Related Materials

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### Related Materials

For materials that complement or enhance an understanding of Winthrop Rockefeller's life and work, researchers may wish to consult the following collections at the Rockefeller Archive Center:

- Winthrop Rockefeller Collection
- William E. Davis Photographs (P/1068)

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## Controlled Access Headings

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- Arkansas
- Rockefeller, Winthrop

## Collection Inventory

### Winthrop Rockefeller Papers, 1912-1976

Title/Description	Instances	
<b>Family and Personal, 1912-1976</b>		
<b>Arrangement</b>		
Family and Personal is arranged roughly alphabetically, and includes materials related to Winthrop's personal life, including correspondence and clippings maintained by the Rockefeller Family Office.		
Title/Description	Instances	
Army Letters, 1944	box 1	folder 1
Anne Bartley, 1956-1959	box 1	folder 2
<u>Conditions Governing Access:</u> <b>Conditions Governing Access</b>		
Folder restricted - contains closed materials.		
Bruce Bartley, 1956-1960	box 1	folder 3
<u>Conditions Governing Access:</u> <b>Conditions Governing Access</b>		
Folder restricted - contains closed materials.		
College, 1931-1933	box 1	folder 4
Correspondence, Abby Aldrich Rockefeller to Winthrop Rockefeller, 1921-1946	box 1	folder 5
Correspondence, John D. Rockefeller, Jr. to Winthrop Rockefeller, 1930-1940	box 1	folder 6
Correspondence, John D. Rockefeller, Jr. to Winthrop Rockefeller, 1941-1945	box 1	folder 7
Correspondence, John D. Rockefeller, Jr. to Winthrop Rockefeller, 1946-1959	box 1	folder 8
Correspondence, Retyped, 1923-1948	box 1	folder 9
Correspondence, Winthrop and Bobo Rockefeller Divorce, 1954-1959	box 1	folder 10
<u>Conditions Governing Access:</u>		

**Conditions Governing Access**

Folder restricted - contains closed materials.

Correspondence, Winthrop Rockefeller to Abby and John D. Rockefeller, Jr., 1933-1945	box 1	folder 11
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Estate of Winthrop Rockefeller, 1973	box 2	folder 12
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Conditions Governing Access:

**Conditions Governing Access**

Folder restricted - contains closed materials.

Estate of Winthrop Rockefeller (Jewelry, Chinese Porcelain, Furniture Storage, Rugs, Antique Automobiles, Paintings and Drawings, Paintings, Prints), 1973	box 2	folder 13
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Conditions Governing Access:

**Conditions Governing Access**

Folder restricted - contains closed materials.

Estate of Winthrop Rockefeller (Office Furniture - Tower Building - Little Rock, Arkansas, 467 Via Lola, Palm Springs, California, Cal-Ceram, Inc.), 1973	box 2	folder 14
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Conditions Governing Access:

**Conditions Governing Access**

Folder restricted - contains closed materials.

General Correspondence, 1966-1976	box 2	folder 15
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Hawks Apartment, 1969-1975	box 2	folder 16
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Conditions Governing Access:

**Conditions Governing Access**

Folder restricted - contains closed materials.

Income Tax, 1937-1943	box 2	folder 17
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Conditions Governing Access:

**Conditions Governing Access**

Folder restricted - contains closed materials.

Anne Bartley Papa Trust, 1967-1973	box 2	folder 18
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Conditions Governing Access:

**Conditions Governing Access**

Folder restricted - contains closed materials.

Perotti, 1959-1963	box 2	folder 19
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Conditions Governing Access:



**Conditions Governing Access**

Folder restricted - contains closed materials.

Winthrop Rockefeller Archives, 1963-1970	box 3	folder 20
Winthrop Rockefeller, Army Service, 1941-1948	box 3	folder 21
Winthrop Rockefeller, Army Service, Letters re: Injury, 1945	box 3	folder 22
Winthrop Rockefeller, Death, 1973	box 3	folder 23
Winthrop Rockefeller, Death, 1973	box 3	folder 24
Winthrop Rockefeller, Death, 1973	box 4	folder 25
Winthrop Rockefeller, Death, 1973	box 4	folder 25A

Conditions Governing Access:

**Conditions Governing Access**

Folder restricted - contains closed materials.

Winthrop Rockefeller, Death, Press Release and Memorial Service Program, 1973	box 4	folder 26
Winthrop Rockefeller, Financial Statements, 1912-1939	box 4	folder 27

Conditions Governing Access:

**Conditions Governing Access**

Folder restricted - contains closed materials.

Winthrop Rockefeller, Finances, 1930-1943	box 4	folder 28
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Conditions Governing Access:

**Conditions Governing Access**

Folder restricted - contains closed materials.

Winthrop Rockefeller, Finances, 1591 Club, Inc., 1956-1958	box 4	folder 29
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Conditions Governing Access:

**Conditions Governing Access**

Folder restricted - contains closed materials.

Winthrop Rockefeller, Finances, Allowance, 1920-1934	box 4	folder 30
Winthrop Rockefeller, Finances, Sign of the Fiddle Inn, Inc., 1951-1962	box 4	folder 31

Conditions Governing Access:

**Conditions Governing Access**

Folder restricted - contains closed materials.

Winthrop Rockefeller, Finances, Mr. R., Jr. Chase Bank and Morgan Loans, 1954-1955	box 4	folder 32
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Conditions Governing Access:**Conditions Governing Access**

Folder restricted - contains closed materials.

Winthrop Rockefeller, General, 1912-1968	box 4	folder 33
Winthrop Rockefeller, General, 1912-1968	box 4	folder 33A

Conditions Governing Access:**Conditions Governing Access**

Folder restricted - contains closed materials.

Winthrop Rockefeller, General, 1939-1944	box 4	folder 34
Winthrop Rockefeller, General, 1944-1961	box 5	folder 35
Winthrop Rockefeller, Gifts, 1912-1949	box 5	folder 36
Winthrop Rockefeller, Miscellaneous Correspondence, 1953-1960	box 5	folder 37
Winthrop Rockefeller, Miscellaneous Correspondence, 1961-1963	box 5	folder 38
Winthrop Rockefeller, Miscellaneous Correspondence, 1964-1965	box 5	folder 39
Winthrop Rockefeller, Separation and Divorce, 1951-1953	box 5	folder 40
Winthrop Rockefeller, Trips, 1937	box 5	folder 41
Mrs. Winthrop Rockefeller (Bobo), Publicity, 1948-1958	box 5	folder 42
Mrs. Winthrop Rockefeller (2nd) (Jeanette), 1959-1960	box 5	folder 43
Mrs. Winthrop Rockefeller (2nd) (Jeanette), Gifts, 1958-1959	box 5	folder 44
Winthrop Paul Rockefeller, 1948-1971	box 5	folder 45
Separation Agreement and Property Settlement, Winthrop and Bobo Rockefeller, 1954	box 6	folder 46

Conditions Governing Access:**Conditions Governing Access**

Folder restricted - contains closed materials.

Stork Restaurant, Inc. (Billingsley), 1964-1967	box 6	folder 47
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Conditions Governing Access:**Conditions Governing Access**

Folder restricted - contains closed materials.

Trusts, McLeod Trusts Checkbook, 1967-1973	box 6	folder 48
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Conditions Governing Access:

## Conditions Governing Access

Folder restricted - contains closed materials.

### Winrock Farms, 1954-1973

#### Arrangement

Winrock Farms is arranged alphabetically and contains items related to the Farm, mostly publicity material on the annual cattle production sales at Winrock Farms.

Title/Description	Instances	
Jane Bartlett, 1973	box 6	folder 49
Cattle Sale Materials, 1972-1973	box 6	folder 50
Fine Arts Inventory, Winrock Farms, 1972	box 6	folder 51
Memo re: Winrock Farms, August 21, 1972	box 6	folder 52
"MURROCK New Community Project Pre-Application", 1972	box 6	folder 53
Souvenir Folder, 7th Annual Production Sale, 1964	box 6	folder 54
Souvenir Folder, 9th Annual Production Sale, 1966	box 6	folder 55
Souvenir Folder, 10th Annual Production Sale, 1967	box 7	folder 56
Souvenir Folder, 11th Annual Production Sale, 1968	box 7	folder 57
Souvenir Folder, 12th Annual Production Sale, 1969	box 7	folder 58
Souvenir Folder, 13th Annual Production Sale, 1970	box 7	folder 59
Winthrop Rockefeller Archives: Reports, 1969-1973	box 7	folder 60
Winrock, Archival Materials, 1962-1963	box 7	folder 61
Winrock Farms, General, 1954-1963	box 7	folder 62
Winrock Farms, Winthrop Rockefeller Archives, 1971-1976	box 7	folder 63

### Speeches, Publications, and Publicity Materials, 1937-1973

#### Arrangement

Speeches, Publications, and Publicity Materials is arranged alphabetically, and made up of several boxes of speeches made by Winthrop from 1937 through 1967, as well as publications by or about Winthrop Rockefeller. The majority of these materials were generated during Winthrop's campaigns for Arkansas governor or during his governorships.

Title/Description	Instances	
1964 Governor Campaign, 1964	box 7	folder 64
1966 Campaign for Governor, 1966	box 8	folder 65
1968 and 1970 Campaign Contributions	box 8	folder 66

Conditions Governing Access:

## Conditions Governing Access

Folder restricted - contains closed materials.

"A Farewell Address" by Governor Winthrop Rockefeller, 1971	box 8	folder 67
"An Era of Excellence: 1953-1973" Program	box 8	folder 68
Campaign for Governor, 1964 (Contributions)	box 8	folder 69
Draft of Doubleday Book by Winthrop Rockefeller, 1969-1973	box 8	folder 70
"Executive Clemency and the Death Penalty," "The Catholic University Law Review", 1972	box 8	folder 71
"Here I Stand...on Civil Rights / Education / Labor / Welfare"	box 8	folder 72
"Inaugural Address", 1969	box 8	folder 73
Inauguration Day Program, 1967	box 8	folder 74
Instruction Notebook for "The Rockefeller Years"	box 8	folder 75
"Our Freedom Is Not Free", 1972	box 8	folder 76
"Pre-Inaugural Service of Dedication", 1967	box 8	folder 77
Requests for Information, 1964-1972	box 9	folder 78
Winthrop Rockefeller Appreciation Dinner, 1971	box 9	folder 79
Winthrop Rockefeller, Campaign Photographs	box 9	folder 80
Winthrop Rockefeller, Gubernatorial, General, 1964-1972	box 9	folder 81
Winthrop Rockefeller, Portrait Photographs	box 9	folder 82
Speech Correspondence, 1952-1967	box 9	folder 83
Speeches, 1937-1949	box 9	folder 84
Speeches, 1950-1954	box 9	folder 85
Speeches, 1955-1959	box 10	folder 86
Speeches, 1960-1964	box 10	folder 87
Speeches, 1965	box 10	folder 88
Speeches, 1966	box 11	folder 89
Speeches, 1967	box 11	folder 90
"This I Believe"	box 11	folder 91
"Win Rockefeller Family Album"	box 11	folder 92
"The Win Rockefeller Story"	box 11	folder 93
Oversized Campaign Materials	box 12	folder 94

## Audiovisual materials

## Arrangement

Alphabetical

### Conditions Governing Access:

### Conditions Governing Access

When requesting to view films -- please refer to the Title and the AV Number (example: AV 1902).

If the item does not have a designated AV number, please refer to the Title and the Film Number (which consists of a combination of Roman numerals and alphanumerics - example: III 14.1-6).

Title/Description	Instances	
Housing in the Middle East, 1960	reel AV 1391	
<u>Conditions Governing Access note:</u>	box 1	dvd AV 1391
<b>Conditions Governing Access note</b>		
All inquires to view films require advanced notice of at least 24 hours, and may necessitate notice of up to one week. Individual items, including those not available in modern formats, may be restricted from scholarly access at the discretion of RAC.		
<b>Scope and Contents note</b>		
Tour of model homes with WR in unidentified nation.		
<b>File Plan</b>		
III 14.7-8		
<hr/>		
The Infantryman: Our Country, 1972 November 11	reel AV 1729	
<u>Conditions Governing Access note:</u>		
<b>Conditions Governing Access note</b>		
All inquires to view films require advanced notice of at least 24 hours, and may necessitate notice of up to one week. Individual items, including those not available in modern formats, may be restricted from scholarly access at the discretion of RAC.		
<b>Scope and Contents note</b>		
groundbreaking ceremony for National Infantry Museum at Ft. Benning, Georgia (WR was chairman of national fundraising campaign for museum), introduction to history of US infantry.		
<b>File Plan</b>		
III 14.7-7		
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On the People's Business, 1968	reel AV 1727	

Conditions Governing Access note:

**Conditions Governing Access note**

All inquires to view films require advanced notice of at least 24 hours, and may necessitate notice of up to one week. Individual items, including those not available in modern formats, may be restricted from scholarly access at the discretion of RAC.

**Scope and Contents note**

film produced for Winthrop Rockefeller gubernatorial campaign in Arkansas.

**File Plan**

III 14.7-6

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A Time for Man, 1966

reel AV 1672

Conditions Governing Access note:

**Conditions Governing Access note**

All inquires to view films require advanced notice of at least 24 hours, and may necessitate notice of up to one week. Individual items, including those not available in modern formats, may be restricted from scholarly access at the discretion of RAC.

**Scope and Contents note**

film produced for Winthrop Rockefeller gubernatorial campaign in Arkansas.

**File Plan**

14.1 Ff 76

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To Do Justly, 1968

reel AV 1737

Conditions Governing Use:

**Conditions Governing Use**

Permission is required in order to publish or otherwise use photographs and other visual materials of living members of the Rockefeller family. See RAC Head of Reference for details. RAC users must abide by all applicable provisions of United States copyright law.

Conditions Governing Access note:

**Conditions Governing Access note**

All inquires to view films require advanced notice of at least 24 hours, and may necessitate notice of up to one week. Individual items, including those not available in

modern formats, may be restricted from scholarly access  
at the discretion of RAC.

## Scope and Contents note

Winthrop Rockefeller campaign film (1968) with Bob  
Hope, Jeannette Rockefeller, and JDR IV.

## File Plan

III 14.7-4

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Winrock Farm: A Progress Report, 1957

reel AV 1730

Conditions Governing Access note:

### Conditions Governing Access note

All inquiries to view films require advanced notice of at least 24 hours, and may necessitate notice of up to one week. Individual items, including those not available in modern formats, may be restricted from scholarly access at the discretion of RAC.

## Scope and Contents note

Overview of Arkansas cattle breeding programs and construction of Winrock Farm, written and narrated by Walter McGraw.

## File Plan

III 14.7-1

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Winrock: An Interim Report, 1957

reel AV 1731

Conditions Governing Access note:

### Conditions Governing Access note

All inquiries to view films require advanced notice of at least 24 hours, and may necessitate notice of up to one week. Individual items, including those not available in modern formats, may be restricted from scholarly access at the discretion of RAC.

## Scope and Contents note

Arkansas: building and development of Winrock Farms; Santa Gertrudis cattle breeding program; obtaining water supply for farm; WR's daily schedule; building local school and clinic; Petitjean Airport; WR's personal reflections on the Arkansas Industrial Development Commission; film written and narrated by Walter McGraw

## File Plan

III 14.7-2

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Winthrop Rockefeller Memorial Service, 1973 March 4

reel AV 1736

Conditions Governing Access note:

### Conditions Governing Access note

All inquires to view films require advanced notice of at least 24 hours, and may necessitate notice of up to one week. Individual items, including those not available in modern formats, may be restricted from scholarly access at the discretion of RAC.

### Scope and Contents note

footage of ceremony at Winrock Farms, AK: Monsignor O'Connor gives eulogy, Dr. Daniel Grant speaks about JDR, NAR speaks about WR

## File Plan

III 14.7-9

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Self-Portrait: Winthrop Rockefeller, 1963

reel AV 1728

Conditions Governing Access note:

### Conditions Governing Access note

All inquires to view films require advanced notice of at least 24 hours, and may necessitate notice of up to one week. Individual items, including those not available in modern formats, may be restricted from scholarly access at the discretion of RAC.

### Scope and Contents note

Interview by Harry Reasoner for CBS about WR work at Winrock Farm and his life in Arkansas (includes original commercials).

## File Plan

III 14.7-3

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