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Cyrus Eaton Sees Great Challenge to Mankind

By Cyrus Eaton

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In all his million years on earth, man has never faced graver challenges or greater opportunities than those of the exciting times in which we live.

Mankind's progress in mastering his environment has been a slow and uncertain struggle over the eons.

In some ages he has moved so slowly as to seem to be little more than marking time.

In others, the swiftness of his forward pace has almost outrun his capacity to assimilate the vast changes that have resulted.

WE ARE LIVING in one of the fastest moving periods of all history. Fission, fusion, and sputnik are bound to revolutionize the ways of life of both the West and the East, for good or for bad, according to our ability to live up to their tremendous constructive possibilities.

Our first and most acute problem is to learn to live with one another, in a climate of honorable peace.

The scientific miracles that can enrich our lives if we apply them wisely, can as easily destroy us if we persist along the path of suicide down which some of our short sighted statesmen would righteously lead us.

BOTH THE UNITED STATES and the U. S. S. R. are favored with vast geographical areas, boundless natural resources, and able and industrious populations.

Granted that our two nations differ profoundly in economic, political, and religious theories, surely we can still arrive by compromise at a reasonable "modus vivendi" rather than risk the annihilation of the whole family of mankind in a futile nuclear conflict.

THIS IS THE CRUCIAL QUESTION that deserves to command our best think-



CYRUS EATON

"We face challenge"

ing as this new year of decision begins.

The businessman, with every other element of society, owes it to himself, his family and future generations to exercise to the utmost his intelligence, his energy, his will power, and his self-control in helping to find the final answer.

Mr. Eaton is also chairman of the board of Steep Rock Iron Mines Ltd. and West Kentucky Coal Co.; president and chairman of Portsmouth Steel Corp., and a director of the Cleveland-Cliffs Iron Co., Cleveland Electric Illuminating Co., The Sherwin-Williams Co., and Kansas City Power and Light Co. He also owns and operates Acadia Farms at Northfield, O., and Deep Cove Farms at Upper Blandford, Nova Scotia, two of North America's leading Shorthorn cattle establishments.