

# EXECUTIVE

FOR THE MEN OF DECISION

A HUGH C. MACLEAN PUBLICATION - - OCTOBER 1960



The lofty world  
of Cyrus Eaton

The role of  
the president

Tales your  
budget should  
tell you

Top executive  
secretary survey









# The lofty world of Cyrus Eaton

In the thinkers' atmosphere of Pugwash, Executive questions the Canadian-born industrialist on the role of the big businessman in international politics

by Tony McVeigh

When relating his conversations with Communists, Cleveland industrialist and financier Cyrus Eaton is given to saying: "I start right off by saying I'm a capitalist . . . I am dedicated to the capitalist system in theory and practice." It would be difficult to believe anyone could find reason to dispute his claim. If a model were needed to illustrate the fictional multi-millionaire tycoon, Cyrus Stephen Eaton would be a suitable subject. Spare, immensely rich and powerful, excellently groomed, cultured, disliked and feared and ridiculed, and admired and respected, he talks big on big issues to big people. In a world where personality seems to rate higher than character, where the adjective dynamic has been emasculated of its meaning because of indiscriminate use, where many are gladly immersing themselves in a glugging morass of corporate and public

*Cyrus Eaton poses with old friend Premier Nikita Khrushchev in front of the Troitskaia (Holy Trinity) tower of Kremlin during his 1958 Russian visit. Above is the troika which the Soviet Government gave Eaton in 1959*

images and togetherness, where public relations battalions stand at the alert to prevent "the goof"—often a forthright statement—Eaton is indeed as incongruous as a bikini in a boardroom.

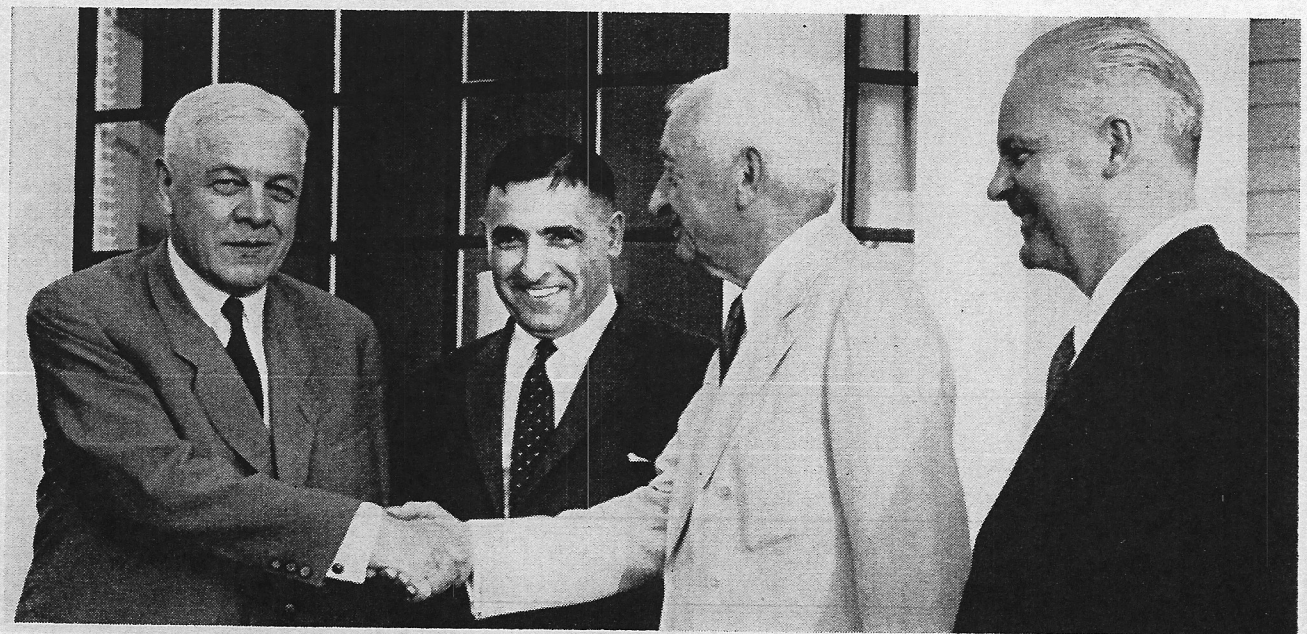
"Anything here, John?" Born in Pugwash, Nova Scotia, almost 77 years ago, Cyrus Eaton got his first business experience clerking in his father's country store. In June, 1901, he visited his uncle the Rev. Charles A. Eaton (who later was to become a New Jersey congressman and signer of the U.N. Charter) in Cleveland, arriving with \$20. He became a night clerk in a downtown hotel, a calling that horrified Mrs. John D. Rockefeller, a member of the pastor's congregation who met the youth at dinner at the Rockefellers' Forest Hills estate. "Isn't there something he can do around here, John?" The most powerful oil baron in the U.S. at the time—his Standard Oil company in the 1890's controlled three-fourths of that nation's oil industry—thought there was. Eaton became errand boy, social companion, a fourth hand at bridge and an audience to conversations concerning million dollar deals.

Rockefeller, on learning that the youngster planned to study theology, advised against it. "There's a tremen-





*Of stern, imperious mien, Cyrus Eaton is actually a warm, friendly man who is proud of the fact that he has not lost his temper for some decades. At left, he listens to a delegate at a recent Pugwash gathering. Above, he is with Alfred Krupp in a Montreal hotel during the German steel magnate's visit here in 1957. Below, Eaton is congratulated by Academician Dmitri Skobeltsyn who presented to him the Lenin Peace Prize at Pugwash last July. Others are Amazasp A. Aroutunian, Soviet envoy to Canada, and Mikhail A. Menshikov, right, who represents Soviet in U.S. Honor is one of Russia's highest*





**think you are a foolish, meddling old man. Others say that if you are not a Communist you are a handy man in left field.**

I know that many people lump Field Marshal Montgomery and me together as a couple of innocent old men who have lost their grip. I am not concerned with what other people think of me. I am dedicated to the capitalist system in theory and in practice but I am not so bigoted that I cannot see another system succeeding, at least for the time being.

#### **Has Pugwash been successful?**

Successful way beyond all my expectations. It is known the world over and by every head of state. I was warned that it would be impossible to get the Russians to agree on anything. At the 1957 conference which was attended by Russian, Chinese, Japanese and Western scientists (geneticists, physicists, chemists and physicians and other experts) everyone was in accord, demonstrating there could be a meeting of minds. The Pugwash achievements did a great deal towards inspiring scientists to see if they could get their politicians to cease their boasting and threatening with their terrible weapons. Conclusions adopted at Pugwash were later ratified by 250,000 Russian scientists. In Japan there was a similar response.

#### **What is its future?**

We have planned a Pugwash conference in Moscow. It was to have started September 10 but six American scientists asked that it be postponed till after the presidential election in November. The other countries agreed. This will be the greatest assembly of scientists in the world. [One who will not be there: Dr. Edward Teller, father of the H-Bomb. Teller, an advocate of bomb testing and, according to Eaton, an influential voice in Administration policies, is understandably no hero of Eaton's. Teller was invited to the 1957 conference but declined.] We will probably continue having conferences of the deans and presidents of universities. Hundreds would like to come but unfortunately we have accommodation for only 25.

#### **Will business at some future time join the minds at Pugwash?**

We could get business and labor leaders together. They have got to be good partners and there is common ground between them. We will get them together if we can persuade the statesmen of the world not to exterminate us beforehand.

*Seventy seven next December, Eaton is more active than many men half his age. He rides horses, makes canoeing excursions in Nova Scotia and is a ski-ing enthusiast. Picture, above, was taken on his 76th birthday at Manoir St. Castin, Lac Beauport, Que., which he annually visits with his family. Picture at right is of Thinkers' Lodge, Eaton's ancestral home at Pugwash. Industrialist's summer home is at Deep Cove, near Halifax. He visits Pugwash to attend some of the sessions of conferences. The lodge is used mainly for social occasions by delegates*

