Chairman Eaton Named One of Greatest American Businessmen

Praised For His Drive, Individualism

CYRUS EATON, chairman of C&O's board and a director of B&O, has been rated among the 20 greatest living American businessmen.

The rating was made by business executives who attended executive development seminars at the Univsity of Michigan's Graduate School of Business Administration.

Mr. Eaton was named to the list along with Roger W. Blough of U.S. Steel, Frederic G. Donner of General Motors, auto maker Henry Ford II, oil billionaire J. Paul Getty, Crawford H. Greenewalt of duPont, publisher William R. Hearst Jr., hotelman Conrad Hilton, oil and tool magnate Howard Hughes, Lee A. Iacocca of Ford, Henry J. Kaiser of Kaiser Industries, Frederic R. Kappel of American Telephone, financier Joseph P. Kennedy, Defense Secretary Robert S. McNamara, Senator Charles H. Percy of Bell & Howell, Michigan's Governor George Romney, David Sarnoff of RCA, and Thomas J. Watson Jr. of IBM.

The survey was conducted by Professor David L. Lewis and research associate Robert G. Chalkey.

Professor Lewis described Mr. Eaton as "the Canadian-born industrialist who has tried to make peace between East and West." He said study participants praised the C&O chairman for his "drive," "individualism," and "refusal to be bound by constraints."

CYRUS EATON is shown with mail he received following a television appearance in which he stressed the need for international peace and increased trade among all nations.

Many of the business chiefs, according to Professor Lewis, voted for Mr. Eaton on the basis of his high ethical standards and his broad contributions to American business. A number of them called him "one of the most versatile businessmen in America."

In addition to his C&O/B&O offices, other positions Mr. Eaton holds or has held are: chairman of the board, Detroit Steel Corporation and Steep Rock Iron Mines, Ltd.; director, Cleveland-Cliffs Iron Company, Cleveland Electric Illuminating Company, Kansas City Power & Light Company, Sherwin-Williams Company, Republic Steel, Inland Steel, Youngstown Sheet & Tube, Cleveland Trust Company and National Acme Company.

The C&O chairman, who was born in Pugwash, Nova Scotia, organized in 1954, the Pugwash Thinkers Conference to promote international understanding and stimulate renewal of intellectual life. The conferences have brought together scientists, intellectuals, businessmen, and others in an effort to improve relations and trade between East and West. Mr. Eaton, a naturalized U.S. citizen, has conducted a broad speaking campaign in major centers of North America to urge rapprochement between East and West. He has been received by the heads of government in leading European countries, including the USSR.