

3900 Terminal Tower, TOWER 1-2200

Cyrus Eaton speech to Cleveland Advertising Club,
Hotel Carter, Noon, Wednesday, October 15, 1958.

Advance quotations for afternoon newspapers,
not to be used before 12:15 p.m., October 15.

Cyrus Eaton, industrialist, today told a sell-out audience of Cleveland business, civic and other leaders at a special meeting arranged by the Cleveland Advertising Club that, "There are three roads of destiny for the United States today." These roads, Mr. Eaton said, are all-out nuclear war which would mean annihilation, a continuation of the cold war with its weakening tax burdens, or an agreement and accommodation with the Communist world with resulting peace.

Mr. Eaton described his intensive study of the Soviet Union, including an hour-and-a-half meeting with Premier Krushchev, his talks with leaders in London, Paris, Vienna and Copenhagen, and his attendance at an international meeting of scientists in Austria, all during his six-week trip. The scientists were attending the Third Pugwash Conference of Nuclear Scientists sponsored by Mr. Eaton and the Austrian Government.

Before Mr. Eaton's talk, photographs were shown on a screen of his visits in the Soviet Union to factories, farms, libraries, schools, railroad installations and scientific institutions, and meetings with people in all walks of life. Commentary on the slides was given by Howard Skidmore, assistant to Mr. Eaton, who accompanied him on his trip and who took the pictures.

In his talk, Mr. Eaton said:

"There are three roads of destiny for the United States today.

"The first is all-out nuclear war with the Communist world. In the unanimous opinion of 80 scientists from 22 countries, including eminent men from leading educational and scientific institutions in the United States, such a war would mean destruction of all our great cities and annihilation of 90 per cent of our people. It would mean destruction of everything which has been created by the industrial, intellectual and spiritual leaders of our country.

"The scientists were unanimous that there is no defense whatever against the hydrogen and atom bombs. Therefore, any talk of civil defense may only mislead the people into believing there is some escape from the total destruction of nuclear warfare.

"The greatest danger we face is that the people of the Soviet Union and China, numbering almost a billion, will be led to believe that the West is determined on their destruction and that they must fight in self-defense.

"The odds are in favor of this road of destiny.

"The second possible road is a continuation of the cold war. In 1958 we are spending \$50 billion in so-called military defense. With the enormous strides of science, if the cold war continues, these expenditures would have to be increased every year.

"In addition to these expenditures, we are pouring out astronomical sums on lame duck nations in every part of the world. To take just one example, the shadowy existence on Formosa of the Chiang Kai-shek regime is being carried on by enormous expenditure by the American taxpayer.

"Our Secretary of State is attached like a Siamese twin to Chiang Kai-shek. An editor in Great Britain, who had just returned from Formosa, told me that among the eight million Chinese people there the most unpopular nation is the United States.

"If these reckless expenditures continue, especially in pouring out money on unstable nations all over the world, the crushing burden of taxation will bust us. That will be the end of private investment and free enterprise.

"There is a third road of destiny and that is to reach an agreement and accommodation with the Soviet Union and the Peoples Republic of China.

"I am convinced that the people of the Soviet Union want peace and that their government would like to terminate the cold war and turn their resources to raising the standard of living, improving the educational system and their agricultural potentialities.

"For centuries the people of China have been the most peace-loving inhabitants of the world. We can deal with them if we try.

"The fact that in three of our Pugwash meetings of world scientists we have been able to achieve complete agreement and a pledge from everyone to do his best to promote understanding and good will among nations encourages me greatly. The scientist in Russia is the most influential man in the nation.

"Some of our business friends fear the economic supremacy of the East. They feel that we must not admit any virtue in the peoples and institutions of those countries lest we may encourage their competition in world markets. The way to make our side prevail is to demonstrate to the world that our system works better than any other, and that our concepts of conduct are good ones to live by.

"If we rely on atomic bombs as our ultimate weapons we will shut the gates of mercy on mankind and bring to ourselves irretrievable ruin."

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