

Beloit, Kansas,

February 1, 1944.

Fellow Rotarian: *President Fogg.*

I am sure that you as a Rotarian will be very much interested in the inclosed reprint from "Editor and Publisher" on how the Press can aid Management-Labor teamwork.

All of <sup>us</sup> know that one of the bottlenecks of our War effort has been Labor-Management difficulties on the production line. What is needed is an unselfish philosophy of team work that will work together until the war is won and then on into the Peace period in planning an adequate "Work Pile" of employment for returning soldiers. If selfish subversive forces gain control of labor, resentment of the returning soldiers may flare into open strife.

The force of Moral ReArmament is seeking to build that needed spirit of unselfish team work in the nation. Senator George Wharton Pepper says of the work of MRA: "The most pressing problem in every industrial plant is how to convert the half-heartedness which ends in defeat into the enthusiasm which carries on to Victory.

Every normal human being, whether worker or manager has in him the spark that can be fanned into a flaming determination to win the war; but how shall the fanning be done? Rough talk by one set of men to another merely blows out the spark. Soft talk by mealy-mouthed managers is apt to leave strong men cold. Why not stop both kinds of talk and substitute an approach to every man's better self, whether he be manager or worker, by forcing upon his attention a striking picture of the actual consequences of the half-heartedness of the weak and the enthusiasm of the strong? Why not in this way suggest to every man that it is up to him to fan his own spark.

Birchard Taylor, Vice-president of Cramp Ship yards upon the authority of practical experience, says that this approach is the right way to create in each man a permanent inner incentive. He also testifies, on the basis of experience, that the men and women of Moral Re-Armament are the people who have developed this essential art. They know how to kindle the flame. Their industrial program makes cold hearts warm and weak wills strong.."

After reading the inclosed leaflet, will you please hand it over to your Club's "Press" representative.

Sincerely,

*"Lewis"*

Rotarian, C. Lewis Irwin.