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[10/4/79]

THE WHITE HOUSE
WASHINGTON

To: Mr. Suddman

Pittron
a lextron company



WAYNE T. ALDERSON
VICE PRESIDENT-OPERATIONS

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Wayne T. Alderson
Vice President Operations

October 4, 1974

President Gerald R. Ford
The White House
Washington, D. C. 20500

Dear President Ford:

As I watched your televised appeal to the American people last Saturday to assist in solving the economic problems of the nation, I was drawn to my knees in a prayer to God to give me the guidance and wisdom needed to make a valuable contribution to your needs. With His strength leading me, I am answering your call for help and wish to address myself to one specific area of serious concern ... productivity.

700 citizens of the United States, all part of the Pittron Team, have also heard your request. These men, their families and an army of working people, just as concerned as you are about the affairs of state, have asked me to be their spokesman in relating a most unusual and unique story to you....."The Pittron Story."

We all have recognized the fact that leading economists, educators, labor and business executives and politicians have been unable to develop the proper answers to the productivity problem. Unfortunately, we have made the word "productivity" a dirty word. It has been proven that you cannot legislate productivity, you cannot buy productivity, you cannot use incentive gimmicks to increase productivity and, certainly, you cannot threaten the worker to increase productivity. We at Pittron feel the solutions lie in the hands of working Americans at the "grass roots" level and wish to cite a case that speaks with credibility.

Our company, Pittron, which is a large steel foundry located in Glassport, Pa., was beleaguered by strikes, dissent, hatred, racial unrest and disunity. The last strike, in October 1972, which lasted 84 days, threatened to close the plant once and for all. All hope had vanished until we called on a power greater than our own and began talking and listening to one another. When we did, our hearts were opened to the plight of the workers and to each other and new insights developed. When both management and labor began a dialogue centered around the "value of the person", many miracles and changes took place.

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Men developed new highs in self-esteem, lives changed dramatically, family relationships improved and new community involvements came about. Quality, pride in workmanship and productivity became the envy of the industry. Instead of closing, the plant and its people found peace and security through an expansion of product lines, stability through new customers, and better standards of living were assured for all.

Here at Pittron, we became truly involved. The major reason for the change was a simple one....an understanding of the "value of the person in industry".....a concern for each other.

We have enjoyed nearly two years of the same desired results which our fellow countrymen are now seeking: that of economic growth and security. The principles and teachings we have used are not new -- they are almost 2,000 years old. Our foundation of trust was built on faith, hope and love. We dealt with human problems and needs, not only industrial issues. The results -- improved human relations and increased productivity -- followed in natural order.

We strongly believe that this approach, which is working so successfully on a small scale here, can be implemented to work on a much broader base nationally. We have proven that the issues will be solved at the grass roots level only after the heart, attitude and will of each individual is dealt with.

Following are but a few comments made by labor and management personnel as they viewed the results of 18 months of mutual trust and understanding:

A great labor leader, Joseph Odorcich, Director of USWA District 15, who represents over 60,000 union members, stated: "I hear and am told of things that are happening at Pittron. I just wish it was happening in some of my other 158 plants. Hopefully this thing will spread. If it does spread, and it should, I think we will all be better for it." Mr. Odorcich was skeptical of the new approach to human relations and was inclined to view it with an air of suspicion, but after 18 months of trial, he said: "It is good to see a plan of this kind put to the test....to see workers treated as they should be. Nothing is more important than management and labor trusting each other."

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Samuel Piccolo, the sensitive President of USWA Local 1306, representing 700 members and their families, has shown agreement with the new policy of concern for the worker. "Faith and trust in their people and management's sincere concern for the worker's problems and a willingness to take action on their behalf, is what has happened and is continuing to happen at Pittron. This is what has made the difference. What we are doing here at Pittron will make America the No. 1 country in productivity in the world."

Shelby Rowe, Chairman, Civil Rights Committee, Local 1306, USW, has said: "Operation Turnaround" at Pittron has meant so much because of the leadership and the trust. It is so different now than it was before and I have been here 32 years and have never seen anything like it."

Jim Goebel, Foundry Manager, viewed the situation this way: "I have spent over 40 years of my life in the foundry business and I feel the relationship between the people at Pittron is a revelation. You must see it to believe it."

Based on the results accomplished by the initiation of faith and trust and understanding of the people at the grass roots level of industry, as proven at Pittron, we recommend the following:

That you, as leader of our nation, through the Economic Council, recommend the calling of a one hour moratorium throughout the industry. During this time management at all levels and labor would embark on a process of communication that would open new avenues of discussion and understanding. It would be the beginning of a new dialogue between the man in his workplace and his supervisor. The objective would be to come to grips with the real "value of the person in industry." The words spoken would be secondary to the fact that a fresh awareness of the worker's circumstance would become a reality.

It is our consensus that management is looking for an opportunity to break down some of the barriers that now exist between management and labor. The worker is anxious too, to be recognized and to be heard. Only with direction from the President of the United States, as well as his challenge and encouragement, can each proud factor meet with the other without embarrassment or compromise.

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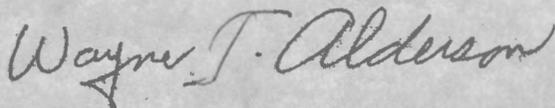
Together they will search for the answer to the problems which beset industry; together they will lead the United States out of the grim clutches of production stagnation; together they will create new enthusiasms and new attitudes. What better place to rekindle the "value of the person" than where the worker spends one-third of his life. Therefore, if we improve his value and start now to develop a framework of unity, by the time of our country's 200th Anniversary, we will also be able to celebrate the formation of a "New Nation Under God."

Let us end on this thought...."begin anew with new attitudes and you will create a new industrial society." Teamwork is the only answer to our national problems. Total commitment AT ALL LEVELS of our internal structure CAN AND WILL MAKE THE DIFFERENCE. Business leaders must address themselves to and come to grips with all problems surrounding the worker in industry. We must develop the ability to empathize with him and deal with his feelings as well as his words. Genuine concern and interest must be our by-words.

I urge you, Mr. President, to call the moratorium throughout the industry on a day in the not too distant future. Let the new beginning come from the grass roots level and spread through the nation with vitality and new hope. Let the "value of the person" make a fresh start and a new life possible in these United States by adopting the "Pittron Way."

The Pittron Team extends an invitation to you and the Economic Council to visit and see first hand the remarkable progress we have made.

Sincerely,



Wayne T. Alderson
Spokesman for the Pittron Team

THE WHITE HOUSE

WASHINGTON

October 11, 1974

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: L. WILLIAM SEIDMAN

FROM: JERRY H. JONES 

The attached was returned in the President's outbox and is forwarded for your handling.

Thank you.

cc: Don Rumsfeld