HOW TO INFLUENCE WORKERS' POLITICAL VIEWS

Tempted to try to influence your employees' political views? If so avoid the mistakes labor has made, advises Elias Buchwald, president, Burson-Marsteller New-York. Labor, he says, has tried to serve as both political agent and bargaining agent—and has lost much of its influence because leaders have spoken too loudly, too often, and on too many matters. For maximum political impact on employees, Mr. Buchwald suggests these steps: 1. Make clear distinctions between matters of general importance and those of specific concern to the company and its employees. 2. On general issues, clearly state the company's position and the reasoning behind it—but don't try to directly influence votes. 3. Limit your efforts to matters that are of your company's legitimate corporate concern.

PORTABLE CONVEYOR VERSUS HANDLING COSTS

If you're in a situation where material handling costs are slicing up your profits, and installation of a permanent conveying system isn't feasible, see if your production setup permits use of a portable belt unit. This was just what a ceramics company that was plagued by breakage, delays, and overtime needed, reports Prentice-Hall Inc.'s **Executive Report.** Addition of such a low-cost system reduced handling costs 25 to 50%—and where a dozen employees once handled unloading, checking, and storing, two now do the job.

ENTHUSIASM IS VITAL TO SUCCESS

You won't be able to sparkle as a manager unless your subordinates perform with enthusiasm. The attitude is contagious—but it must emanate from you. Start by banishing negative thinking and building confidence in what you are doing, your people, and the future. This will create an atmosphere in which you will find it easy to appreciate and give praise, say motivation experts—and enthusiasm will blossom as a result.

TIE SAFETY PUSH TO FIRE PREVENTION?

If you are planning a plant safety push this fall, you may want to tie in with Fire Prevention Week, Oct. 8-14. The National Fire Protection Assn., 60 Batterymarch St., Boston, Mass. 02110, is offering new educational and display materials that range from posters to paper napkins and pay envelope stuffers. You can obtain a sample packet, along with price list and order form, from the group's Public Information Services Dept.

LIGHT LUNCH WINS HEAVY APPLAUSE

Most managers attend several luncheon meetings each week. The usual menu: roast beef or chicken. Add these meals to the usual heavy dinner at home, and you've got a good idea why executives often have a hard time keeping their weight down. Here's a suggestion for your next meeting: try serving a cold salad plate or a buffet. It'll cost less and take less time. You'll be surprised how many people will prefer it.