

# Longren Management, Labor Switch Places For A Day

## 2 Employees Elected 'Men Of the Year'

Management and labor changed places in a unique and interesting experiment which took place recently at the plant of Longren Aircraft Co. After a plant-wide election, two Longren employees, Ernie Roach and Sam Riffe, found themselves with top-executive duties and responsibilities for one day after being elected "Man-of-the-Year, Day Shift" and "Man-of-the-Year, Swing Shift."

Marking the end of the "Man-of-the-Year" campaign, which had been creating high enthusiasm among Longren "associates" (employees) for the past six weeks, Managing Director Hampton Wentworth took Roach's job in the Benchings Department, while the Longren Aircraft industrial relations director switched duties with Riffe in Longren's Heavy Hand Forming Department.

The "Man-of-the-Year" award was based on Longren's popular and successful "Man-of-the-Month" plan, initiated a year ago. The plan provides personal recognition to outstanding workers, and has been enthusiastically participated in by Longren associates. Under the plan outstanding workers are nominated by associates at monthly departmental meetings, and these names are presented by supervisors at regular supervisors' meetings. Nomination speeches are made and the "Man-of-the-Month" is chosen by vote.

The "Man-of-the-Year" campaigns began in March. At the primary election in April twenty-four original "Man-of-the-Month" winners representing each shift for the past 12 months were in the running. The primary election eliminated all but two candidates from each shift. Then, early in May a general election was held which saw the victory of Day Shift's Ernie Roach and Swing Shift's Sam Riffe as "Men-of-the-Year." Rewards included the presentation of the Longren "Black Horse" Trophy to each man. In addition, management presented winners with a \$50 U. S. Government Bond. As extra prizes, winners were extended plant-wide privileges for the remainder of the year including free cokes and coffee, choice parking spaces and the right to be addressed as "sir."

Presentation of "Man-of-the-Year" trophies to winners was made by Managing Director Hampton Wentworth, whose achievements as Longren Aircraft's youthful managing director have attracted nationwide attention. Under his guidance Longren Aircraft Co. has achieved wide recognition for its progressive industrial relations programs like the famous Longren profit sharing system, with bonus distributions four times yearly. Wentworth's understanding of human relationships and his regard for Longren employees, has made spontaneous within the organization such ideas as the "Man-of-the-Month" selections and the campaign to elect "Man-of-the-Year." His ability coupled with a fresh

outlook on management-employee relations has resulted in rapid advancement for this young Dartmouth College graduate who rose from apprentice designer engineer at 45 cents an hour to his present position of managing director within eleven years.

Campaigning for "Men-of-the-Year" candidates was vigorous

in all plant departments. Management played a quiet role in the campaign, but gave encouragement and endorsement through the Industrial Relations Department. Campaign managers used every available minute during rest periods and free time to invent slogans, "candidate platforms" and to design posters in support of their can-

didates. Caucuses, lunchtime oratory, and live-wire vote-catching methods were features of the campaign. Enthusiasm at the plant ran high, and there was full attendance at the voting booths at both the primary and final elections to register votes for "favorite son" candidates.

Its progressive labor relations

policies has enabled Longren Aircraft to chalk up a series of new firsts in plant operations. A recent record is the 95.5 per cent increase in productivity, twenty to 30 times greater than the national average, and a reduction of 30 per cent in labor turnover.

Under the Longren profit-sharing plan which has won

praise throughout industry, 24 per cent of the firm's net profits are returned to the "associates" in the form of bonuses. Encouragement of associates to compete for bonus rewards is brought about by such graphic methods as the "Longren Race-track" on which horses representing actual production and target production race to a

monthly "finish." Longren workers strive to see that the actual production entry passes the post an easy winner each month. Since bonuses are geared to profits, the system promotes friendly competition between associates, and has resulted in consistent increases in productivity and efficiency of operation. Since the continuous la-

bor relations program, of which the successful "Man-of-the-Year" elections was a part, has already doubled production and substantially reduced labor turnover, Wentworth predicts that the unity of purpose that exists between Longren employees and management is certain to shape the firm's destiny to achieve even greater heights.

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**Iris KIDNEY BEANS** 16-oz. Can **15c**  
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## Torrance Given \$95,005 in State Gas Tax Revenue

\$95,005.82 in State gasoline tax revenue was apportioned to Torrance for the fiscal year ending June 30, 1958, the State Department of Public Works reported this week.

A record total of \$22,410,608.76 of the revenue was given to California's 312 cities for street work during the current fiscal year, compared to \$20,777,496.09 allotted last year.

The apportionment, equivalent to five-eighths of a cent per gallon out of the gasoline taxes paid by highway users, is made by the State Division of Highways on a population basis.

This money is distinct from the funds expended on State highways within cities and included in the State Highway Budget by the California Highway Commission. The five-eighths of a cent apportionment is for expenditure on city-administered streets off the state highway system.

State law requires cities to expend at least 60 per cent of this gas tax money for construction on streets included in the major street system as designated by the city council approved by the State Department of Public Works. Up to 40 per cent of it may be spent for maintenance of any city streets.