

there is more recognition by industry of wives in management clinics and a closer relationship of business to home.

On this stage "Mrs. Management" plays her role. To her comes the challenge to mesh her exciting, challenging but difficult part with that of her executive husband with his pressures and demands to achieve a harmonious life together.

These divergent demands and needs of the modern manager and modern woman are brought together inside the wedding band. The strength of this band versus the strength of the external forces such as home, business and community determines the effectiveness of "Mr. and Mrs. Management."

In recent years there have been studies and surveys made on how the executive wife feels about these conflicting demands. Such management consultants as John A. Patton Management Engineers and George Fry and Associates have conducted opinion polls among many wives of top management men.

Findings of the Patton Study of over 4000 women show they approve of the company's interviewing the wife in possible selecting of their husband as an executive and are more concerned with high prestige than high salary. The study made by the Forsters indicate more women would not want to be interviewed with 56% saying no and 44% saying yes.

Women feel that ability is the most important factor in success, and oppor-

tunity for advancement is the most important factor in evaluating a job. Women do not want their husband to travel, but are generally willing to move anywhere as long as their family will be together.

Assuming she is a good mother and home manager, studies show Mrs. Management must be informed in the modern business world, a sounding board—to listen without interference, a reflector with understanding and empathy, adaptable, endowed with social poise, be good by *not* doing and be an individual in teamwork.

The conclusion of a George Fry management clinic was, "Fundamentally the most successful business wife appreciates and maintains a home and family in which her husband is permanent chairman of the board."

Mr. Forster concluded, "The Management marriage can be a complementary companionship or a competition of careers. The home needs and business demands severely compete and challenge the solidarity of a happy, full life. What can be a challenge with opportunities for enriched living for one couple can become a damaging threat to another. Out of the awareness of each other's problems and needs comes the mutual respect necessary for a successful marriage. Today business is making large investments in Management Development—there must be a comparable investment from the management marriage."

**BE SURE TO PLAN EARLY FOR
NEXT YEAR'S 17TH ANNUAL ASTD CONFERENCE
IN PHILADELPHIA**

GENERAL ASSEMBLY—9:00 A.M. THURSDAY, MAY 5

CORALLING A HEADSTRONG ECONOMY

Chairman: DONALD S. PAGE, Training Director, Emerson Electric Manufacturing Company, St. Louis, Missouri

Introduction: CLIFFORD A. DAVIDSON, Training Supervisor, Shell Oil Company, Wood River, Illinois

Speaker: DR. ROSS M. TRUMP, Dean, School of Business, Washington University, St. Louis, Missouri

I want to talk with you this morning about change—and the lack of it. You know so many changes occur so slowly that we are not really aware of what has happened until a major change has taken place and it is often too late to do anything about it.

Our talk this morning on “Corralling a Headstrong Economy” must first start with something of the dimension of the problem. When we speak of “corralling” we might say “controlling” because that is its implication. When we make that implication, there are two or three things which follow immediately. We are talking today of an economy for which the government has accepted responsibility. One of the responsibilities is obviously the responsibility for full employment. This affects your company and you can be quite certain whenever there is any indication that we will have less than full economy, some corrective government action will be undertaken.

One of the major factors in insuring full employment is the roll of credit. You are aware, of course, when the prime rate changes. But you may never have given much thought to the fact that the Federal Reserve Board has the responsibility for manipulating the interest rate—up or down. Also, for changing the reserve requirements for banks in such a fashion that full employment

will be encouraged but that run-away inflation will be contained.

I want to broaden this responsibility a little bit right away. This is not a responsibility for just our economy because we are looked to by the entire western world and a good bit of the uncommitted world for a role of leadership. Take, for example, the countries of Africa. Those that are already independent, still cry “Nationalism” and make statements of what their country needs and why they need the help of the western world. The countries that are not independent claim hatred for colonialism and recite threats of what they are going to do if their independence is not granted rather soon.

You might say at first glance, “Interesting, but what does it have to do with me?” Two things. If you have had any connection with the iron or steel business, you know that the Mesabi Range in Minnesota, which for many years produced our iron ore, is just about gone. We increasingly bring iron ore from South America and from Africa. We are running out of many, many things which Africa has in abundance—that’s one reason. The other reason may be even more immediate and even more pressing. In every single country still uncommitted in Africa, we will engage in a race with the Soviet Union to see