There are many simple ways in which an astute wife can give her mate a powerful push up the ladder to success.

Not long ago, an old friend dropped in to see us. He looked tired and unhappy.

"I don't know what to do," he told us. "For six months I've been working overtime trying to develop a new branch of our business. I get home late every night. Once this spadework is done, I can get back to normal hours. But Helen is so unhappy about not having me home for meals and our never going out together that it's getting me down.

"Establishing this new line is important to both of us, but I haven't been able to make her see it that way. I worry so much about her, I can hardly keep my mind on what I'm doing.

"Such periods of intensive labor at some out-of-the-ordinary task are no picnic for wives, however necessary or fascinating such work may be to their husbands. We wives have to stand by as bodyguards, nurses and morale-builders — gritting our teeth silently and wondering if we will ever lead normal lives again. We have none of the thrill of achievement that motivates our mates and makes them deaf, dumb and blind to everything but the job in hand.

In this situation, if you want to help your husband get ahead, plan some diversion for yourself to keep from brooding over how different things used to be. Learn to carry your own weight socially instead of depending on your husband's presence to make you a desirable guest. There are many situations where you won't fit in as an extra woman; avoid them. You will be welcome as Mrs. Dale Carnegie, "How to Help Your Husband Get Ahead," Coronet, January 1964, 65.

Try doing some of those things you never had time for before; visit some art galleries, go to a concert, do some work for your church or political party. Try a self-improvement course or some night-school classes. Such a program will do you good and keep your husband from worrying about your being lonely. Remind yourself that this is only a temporary situation. If you prove you can take it in stride, you can have a second honeymoon when the big push is over.

If you have a job or career of your own, would you be willing to give it up if it would advance your husband's interests? If not, you are more interested in promoting yourself than promoting your husband.

Helping a man attain success is a full-time career in itself. You can't hope to do it unless it is important enough to claim all your attention.

Beautiful, blonde Zetta Wells, wife of famed explorer Carveth Wells, had a fascinating career of her own when she met her husband-to-be. Zetta was a successful radio and lecture manager who looked after the business interests of many famous people. Carveth Wells came to her as a client, fell in love with her and married her — on Zetta's condition that she be allowed to keep her exciting job and her prized independence.

The marriage took place in March. In June, Carveth was leaving for a trip to Russia and Turkey to climb Mount Ararat. Zetta expected to stay home and work. But when the time came, she couldn't bring herself to remain behind. Just this once, she said. So off they sailed on an adventure that turned out to be a nightmare of hardship and frustration — although it brought forth Carveth's best-selling book, Kapoot.

Zetta's job, when she came back to it, looked pretty tame in comparison. So a year and a half later she was off with him to Mexico to climb Mount Popocatepetl. This, too, was a grueling physical ordeal. Zetta was cold, hungry, exhausted and scared silly most of the time. But she was thrilled, too.

The winds of that mountain peak blew away the last shreds of Zetta's die-hard independence. She realized that being Carveth Wells' wife was worth more to her than any amount of success she could win on her own.

When they returned from Mexico, Zetta closed her office. She was free to follow her husband to the ends of the earth — and that is exactly what she did.

I do not underrate the many wives and mothers who are forced by circumstances to work at jobs outside their homes. I believe that women should equip themselves to earn a living by their own efforts, since life is uncertain. But since we are discussing ways by which wives can help their husbands to succeed, we cannot ignore the fact that this is a big enough job in itself to demand single-mindedness and full-time effort of a wife.
Whatever a man's occupation, his chances of getting ahead are increased by his wife's ability to get along well with others and her skill in adapting to social demands. If this ability comes natural to her, so much the better. If not, she must acquire it.

Don't think that because your husband is now filling a somewhat lowly position, nothing is expected of you. The business, industrial and professional leaders of tomorrow are all unknown, obscure young men today. Nobody starts at the top. Are you prepared to do your husband credit 10, 20 or 30 years from today, when he is a leader?

Start today! If you have fears, prepare to shed them now. If you are awkward or tactless, learn to love, respect and enjoy other people. If you feel a lack of educational background, don't hide behind that threadbare excuse, "I never had a chance to go to college." Take courses in night school. If you can't afford that, run, don't walk, to your nearest public library.

Learning to make—and keep—friends and to get along with others is one basic way to prepare for the time when your husband achieves a position of importance. If he is clumsy in handling people, a tactful wife will help make up for his blunders; if he is diplomatic in his human relations, a wife must be, also—to keep him from looking ridiculous, if nothing else.

Wives have been trying to influence husbands by nagging since the days of the caveman. Such differing personalities as Napoleon III and Abraham Lincoln were afflicted with nagging spouses.

Women are still trying to make nagging pay off. To date, it hasn't worked—except in reverse. Dr. Lewis M. Terman, psychologist, made a detailed study of more than 792 marriages. Results showed that husbands ranked nagging as the worst fault a wife could have.

An old friend of our family told us that his career was almost wrecked by a wife who belittled every job he ever had. He started out as a salesman. He liked his product and was enthusiastic about selling it. But when he came home at night, his wife would greet him saying: "Well, how's the Boy Genius? Did you bring home any commissions or just a lecture from the sales manager? I suppose you know the rent is due next week?"

This went on for years. In spite of it, the man did forge ahead by sheer ability. Today he is an executive vice-president in a nationally known concern. His wife? Oh, he divorced her and married a younger woman who gives him all the affectionate support denied him by his first wife.

Complaining, whining, comparing, sneering, harping—the nagger may specialize in one or be a general practitioner of all these forms of mental cruelty. The bride of 20, who confines herself to a few diggs about when are they going to be able to have a new house like the Martins', is, at 40, a chronic, unhappy complainer who is never satisfied with anything. Nagging is a devastating emotional disease. If you are in doubt about having it, ask your husband. If he should tell you that you are a nag, don't react by violent denial—that only proves he is right. Instead, take steps to correct the situation. Here are six suggestions that may help to cure it.

1. Enlist the cooperation of your husband and family. Ask them to fine you 25 cents every time you show irritation, give a harsh command or harp on a sore point.
2. Train yourself to say a thing once only—then forget it. If you have to remind your husband peevishly six times that he promised to mow the lawn, he probably isn't going to do it anyway, and nagging only makes him baleful.
3. Try to get results by softer methods, like "If you will mow the lawn, honey, I'll bake your favorite pie for supper."
4. Cultivate a sense of humor. It will give you a better sense of proportion.
5. Talk over major grievances calmly. Try writing down the items that irritate you on slips of paper as they occur. Say nothing at the time. Later, when you and your husband are both calm and serene, take out the slips and look them over. You will be ashamed to mention the trivial and unimportant grievances and will throw them away; but discuss the major causes for irritation reasonably and unemotionally.

Recently, at a banquet, I was seated next to the manager of industrial relations of one of the oldest companies in the U.S. I asked him for his ideas on how wives can help their husbands get ahead.

"I believe," said this executive, "that the two biggest things a wife can do to help advance her husband's career are (1) love him and (2) let him alone. A loving wife will see that her husband has a comfortable, happy home life. And if she is smart enough to let him attend to his business without interference, there is no reason why he can't advance as far as his ability and training will take him.

"A wife can literally meddle her husband right off the payroll," he told me, "by advising, by interfering, by influencing him against people he works with, by complaining about his pay, his hours and his duties."

Many brides have rosy dreams of subtly maneuvering their dreamboys right up into Executive Row. In case you are one of the girls who
believe in wielding behind-the-scenes power, I'll make it easier for you.
Here's a list of ten techniques by which you can hamstring your husband
and drag him down the ladder, instead of helping him up.

1. Be nasty to his secretary, especially if she's young and pretty.
Never pass up a chance to put her in her place. Losing a good
secretary can be a major disaster to an ambitious man.
2. Phone your husband several times a day. Tell him your domes-
tic troubles, ask him whom he's lunching with, and don't for-
get to give him a list of groceries to pick up on his way home.
Never fail to meet him at the office on payday. His co-workers
will soon find out who is boss at your house. And his powers of
concentration on his work will vanish.
3. Start a feud with the wife of one of his associates. Soon the whole
office will be divided into factions — and it won't be long now!
4. Tell him how overworked and underpaid he is and how nobody
appreciates him in that office. Sooner or later, he may begin to
believe you and his work will show it.
5. Make a habit of telling him how he could do his job better and
curry favor with his superiors. After all, he only works at the
office — you're the master planner.
6. Give him an air of success by throwing expensive parties and
living beyond his income. You'll fool nobody, but you'll have lots
of fun — while it lasts.
7. Organize your own home spy service by cross-examining him
constantly about his relations with female clients, office help
and wives of associates. The fact that women are in business to
stay and a man can only escape dealing with them by setting
up shop in the Men's Room means nothing to you. You know
they're all scheming hussies.
8. Use your sex appeal every time you get a chance to make eyes
at his boss. If the boss doesn't give him the axe after this, the
boss's wife will see that he gets a new boss.
9. Drink too much at office parties and conventions. You'll be the
life of the party — and provide, at his expense, endless gag
material for the folks he works with.
10. Cry, complain and nag every time he has to work overtime or
go on a business trip. Make him realize that you come first.

Follow these ten rules, if you want to do a first-class job of fooling up
your husband's opportunities for promotion. Chances are, he'll lose his
job and you'll lose your husband.
I asked Kathryn Murray: “Working as closely with your husband as you do, how do you keep from getting in a rut? Don’t you find it hard to separate your business life from your life as husband and wife?”

“Not at all,” said Mrs. Murray. “It’s merely a matter of my making a little extra effort. I try to dress attractively at home for one thing—and I would rather have ten men see me without powder on my nose than for my husband to.

“But, more important, we share similar interests. We both like swimming and tennis. Whenever we can, we take vacations together and enjoy these sports. Last week we had a quick trip to Bermuda. Sharing our fun brings us together on a different basis and adds variety and zest to our life.”

How many of us will put on hipboots and dungarees, get wet, dirty and cold, and bait our own hooks just to be companionable with our husbands? A highly eligible bachelor confessed to me that he would marry like a shot if he could find a woman who would give him companionship and, at the same time, have respect for the fundamental male urge to be left alone when he feels like it.

Housewives spend so much time alone they often fail to understand that a man’s being “left alone” does not imply real loneliness—it just means being set free from all female demands and constraint. Some husbands achieve this illusion by taking a night off to bowl or play pinochle with the boys. Others shut themselves up in the garage and overhaul the car—or read a detective story. Whatever specific use a man makes of these happy moments of aloneness, it’s smart for a wife to see that he gets them.

No doubt about it, husbands need to slip the leash occasionally. If we can aid them to follow up some absorbing, sparetine hobby—and also give them a reasonable measure of utter freedom—then we are doing a lot to make them happy.

Another way to be a good companion is for a wife to have some separate, outside interests of her own. Just as a man goes back to his job strengthened and renewed by a few minutes or hours spent at an interesting hobby, so does a wife approach her duties in a better frame of mind when she has some outside activity. It’s the change of activity that refreshes.

Sparetime activities which bring wives into contact with others are most beneficial. A course in consumer education or millinery, a music-appreciation class, a few hours a week working with some charitable or civic organization—projects like these give a woman a fresh viewpoint and make her more of an individual.

Look inside yourself—think of what you have always enjoyed or wanted to do. It needn’t cost money. Look over your community—you will be amazed to discover how much worthwhile (and inexpensive)
activity is offered by even the smallest towns. If you can’t find what you want, get busy and organize a group of other people who want the same thing.

What kind of an atmosphere does your husband come home to after a busy day? And what kind of a home springboards him to work and renewed effort every morning? The answers to these questions may have more to do with his success—or lack of it—than you think.

To enable a man to work at top efficiency, his home must provide him with certain basic elements:

1. **Relaxation.** No matter how much a man likes his job, a certain amount of tension is built up in his working hours. If this tension is broken when he goes home, a man can re-charge his mental, physical and emotional batteries.

   Every woman wants to be a good housekeeper, but sometimes a man finds no relaxation at home because his wife is too good a housekeeper. All of us wives have an occasional impulse to use a blunt instrument on our mates when they strew Sunday papers, cigar stubs, empty glasses and assorted items over the carefully arranged, inviting house we have worked so hard to get that way. But before sounding off about what an inconsiderate bum he is, let’s remember that home is the only place where he can relax and be his sloopy, lovable self.

2. **Comfort.** Since decorating and furnishing the home is largely done by the wife, she must remember that comfort is a man’s major requirement. Spindly tables and chairs and clutters of knickknacks may charm the feminine eye, but they spell nuisance to a tired male.

3. **Order and Cleanliness.** Meals that are rarely on time—litter in the bathroom—unmade beds; these and other signs of unfinished business in the housekeeping department can drive a man to poolrooms, saloons and blondes. For men, funny critters, can’t seem to endure anybody’s messiness but their own.

   The impression other people have of your husband is quite frequently a reflection of your own attitude towards him.

   Not long ago, I called up a local appliance dealer to inquire about an electric cooling system. The dealer’s wife took my call and gave me the information I wanted. Then she said: “Of course, Mrs. Carnegie, my husband is the real expert on cooling systems and if you will let me make an appointment for him to look at your house, he can then recommend exactly the type of fan you need. I can only guess, but he knows.”

   When the man came to check over my house, I was already prejudiced in his favor by his wife’s confidence—all he had to do was follow through and make the sale.

   People tend to live up to the character we give them. Tell a child he is awkward and he will be clumsier than ever. Praise him for politeness and his manners will improve. Treat a man as if he were successful and, unconsciously, he will begin to display the qualities that make for success.

   Wives of professional men seem especially adept at creating favorable impressions of their husbands’ ability. “I wish we could go to the party,” they tell you sadly. “But Bill is snowed under right now preparing his brief for that big Jones Company lawsuit.”

   In a few offhand words, these girls create a mental image of their boys as up-and-coming lads who have to fight off clients (or patients) with a bat in order to find time to breathe.

   No modest man likes to blow his own horn—but it does no harm for his wife to give it a few toots, provided she keeps within the bounds of good taste.

   On the other hand, a man can be too modest for his own good. If your husband is one of those who habitually make light of their own accomplishments, there is danger that others may eventually take him seriously and decide that he really isn’t such a ball of fire after all.

   Most men eat more and need less food as they grow older, because they are less physically active. It’s our business to establish good eating habits early in the game, if we want to keep our husbands’ weight down and their spirits up.

   See that the meals your husband eats at home are free of haste and tension. The morning breakfast dash is sadly familiar in too many homes. Get up earlier, if necessary, to see that your husband eats, at least, a leisurely, nourishing breakfast.

   Here are some rules to follow if you want your husband to live longer and feel better:

   1. Watch his weight as carefully as you do your own. Write any insurance company and ask for a weight-longevity chart. Check your husband’s weight against this chart and see if he is as much as ten per cent overweight. If he is, ask your family doctor to prescribe a diet.

   2. Insist on annual medical, dental and optical checkups. Many deaths from heart disease, cancer, tuberculosis and diabetes could be prevented if they were discovered in the early stages.

   Overambition may make him successful, but he isn’t apt to live long enough to enjoy it. Develop courage to influence him to turn down promotion when it means too much added strain and overwork.
3. The secret of resisting fatigue is to rest before you get tired. Short periods of relaxation work wonders. If your husband comes home for lunch, get him to lie down for 10 or 15 minutes before he returns to work. Encourage him to take short naps before dinner. It may add years to his life.

4. Keep his home life happy. An unhappy, worried or angry man is "accident prone"—so keyed up inside that his reflexes don't work properly. He is likely to wreck his car on the highway, or get fouled up in the machinery if he does mechanical work.

He is also more likely to eat or drink too much. Dr. Harry Gold, of Cornell University, says that "people often take to eating when they are unhappy, or to gain release from depression or tension."

A big part of everybody's success in life is being healthy enough to enjoy it. And whether we wives like it or not, we must accept responsibility for our husbands' health too. "My Life Is in Your Hands" could very well be any married man's theme song.

24

Paul H. Landis

"What Is 'Normal' Married Love?"
Coronet, October 1957

By trying to adhere to almost impossible standards, many couples cause themselves great unhappiness.

The neat and attractive young woman was ill at ease as she sat down before the marriage counselor's desk. "I don't know what's wrong," she said desperately. "I should have a perfect marriage. I have everything I want. My husband and I love each other and we have two wonderful children. Yet I feel I am missing out on the most important thing of all."

As the discussion continued, it became apparent to the counselor that Janet really did love her husband deeply, was content in her day-to-day life and could truthfully say that in general she had a happy marriage. Yet it was just as obvious that there was an undertone of anxiety and discontent within her that was threatening to destroy what she had built and wipe out the compatibility and love she shared with her husband.

Finally Janet admitted the reason for her unrest and concern. She had read much of the mood of material now available on sex problems; and had continually encountered the so-called "normal" standard, otherwise described as "sexual perfection," "sexual harmony," or the "perfect sex life." Comparing her own experiences to those described, she could only conclude that she and her husband were not achieving the modern sexual goal. As a result she felt inadequate when it came to pleasing her husband and at the same time felt cheated and irritated with what she suspected was his inaptness.

Janet's problem is not an unusual one. In fact, her worries are typical of thousands of today's married couples. Failing to live up to the "norm" they hear so much about, they conclude there is something wrong. The result is agonizing conflict and, often, a broken marriage. The great tragedy is that many of the marriages that fail as the result of sexual difficulties would have a good chance of being saved if the couples understood more about the so-called sexual "norm" and "standard."

To begin with it is necessary to know what is meant by the term "norm." A norm is based on the average of what people in general are and what they do. It is not, contrary to popular opinion, "a standard to be used to judge the nature and actions of individuals," or, in this case, of individual married couples.

Much of the confusion about a standard of sex performance has grown out of the great change of attitude toward the wife's role. In the course of two or three generations we have shifted to a position directly opposite that held by earlier generations. Sex pleasure was a sin then, even in marriage. The catering of the wife to the "animal" nature of her husband was a necessity, a duty performed in exchange for the security of her home and children.

Previously, too, the main purpose of intercourse from the woman's point of view was to have children. Now sexual experience is also regarded as an expression of mutual love and unity. Women are expected to participate in the pleasure and are allowed to show desire and active response without a feeling of guilt and without exposing themselves to censure.