



RESTS IN HOSPITAL—Mrs. Sherri Finkbine of Phoenix, Ariz., listens to a radio broadcast on earphones in her hospital bed at a clinic in Stockholm, Sweden. Mrs. Finkbine, who took the drug thalidomide

early in her pregnancy, underwent an abortion Aug. 18 because she feared her baby would be deformed. The photo was taken by her husband. (UPI)

Poor Management Seen In Today's Great Corporations

By FREDERICK H. TREESH
United Press International

New York — (UPI) — The trend in American business this decade undoubtedly will be the breakup of the biggest corporations, according to Jackson Martindell, advisor to corporate management. That appraisal is based on Martindell's belief that most of the biggest companies are too large to be managed effectively.

"Big business, big unions and big government are ruining this country," said Martindell, chairman of the board of the American Institute of Management.

"Bigness results in inefficiency and corruption, like in some of our city administrations. Size is destroying some of our cities."

Breakup of Interest

Martindell said he believes a breakup of some of America's biggest businesses would be in the best interest of man-

agement, employees, stockholders and the public.

When does a corporation become too big?

"Certainly it is too big when it has too many employees, too many products, seeks too much political power and is dishonestly run," Martindell said.

"When you have a company that produces 200,000 different items, you've got a situation where the president couldn't possibly know what all he produces. If he doesn't know that, what could he know?"

Martindell said that as a rule of thumb no corporation should be more than a \$500 million operation. That, he said, is the level when a com-

pany starts to fall apart.

What has been the result of too much bigness?

"Businesses become poorer managed every day," said Martindell, whose management institute has analyzed management techniques and trends for 14 years. "The men running industry today are old, tired, rich and lazy."

Study Management

Martindell said the American Institute of Management undertook in 1948 to study 30,000 businesses to find out which were excellently managed. He said it found a great deal of interest in management, a great awareness of the need for effective management and a large supply

of real ability among managers.

"But," he said, "all three have diminished in the last 14 years."

"People are not becoming more stupid, nor are they becoming less well-trained. They have become less honest, less aggressive, less industrious and less willing to assume leadership."

As a result, Martindell said, companies which 14 years ago had anywhere from three to 10 men who could assume to leadership now are lucky to have one.

He enumerated bigness, a growing gap in liaison and understanding between top management and lower-level employees and a lack of adversity as the biggest cause

of declining management capabilities.

Martindell said inflation, which permeates an outward appearance of prosperity,

glosses over the normal character-building adversity in business. He classifies such adversity as "business belly aches."

"In the last 30 years, few businessmen have had anything to make men out of them," Martindell said. "They have no chance to get the kind of experience which is character-building."

"Adversity makes men out of boys."

Suit Dismissed in 'The Lovers' Case

Portland — (UPI) — The case against a Portland theater manager for showing the controversial French film "The Lovers" officially was dropped Wednesday.

Circuit Judge Dean F. Bryson ordered the case dismissed and awarded \$365 in court costs to Paramount Theater manager Merle Mesher.

The Multnomah county district attorney's office last Oct. 6 stopped the showing of the film at the Paramount under Oregon's new obscenity law. But the State Supreme Court ruled last July 18 that the law does not apply to movies.

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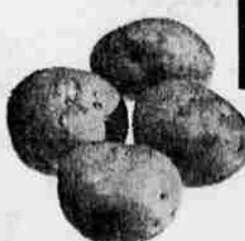
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