

travel, irregular hours, and other inconveniences which are part of selling, a family that will help the salesman over those inevitable rough spots."

Executives today realize that what happens on weekends and between 6 P.M. and 9 A.M. directly affects a person's performance from 9 A.M. to 6 P.M. The person with a constructive off-the-job life nearly always is more successful than the person who lives in a dull, dreary home situation.

Let's look in on the traditional way two co-workers, John and Milton, spend their weekends. Let's look, too, at the ultimate results.

John's psychological diet on weekends is something like this: Usually, one evening is spent with some carefully selected, interesting friends. Another evening is generally spent out: perhaps at a movie, a civic or community project, or some friends' house. John devotes Saturday morning to Boy Scout work. Saturday afternoon he does errands and chores around the house. Often he works on some special project. Currently it's building a patio in the backyard. On Sundays John and his family do something special. One Sunday recently they climbed a mountain; another Sunday they visited a museum. Occasionally they drive into the nearby countryside, for John wants to buy some country property in the not-too-distant future.

Sunday evening is spent quietly. John usually reads a book and catches up on the news.

Wrapped up, John's weekends are planned. His many refreshing activities keep boredom locked out. John gets plenty of psychological sunshine.

Milton's psychological diet is much less well balanced than John's. His weekends are unplanned. Milton is usually pretty