

Wives Aid Mates In Sales Job

SEATTLE, Nov. .—(INS)—
There's usually a woman behind each successful man, and that includes traveling salesmen.

A luggage concern has made it a practice to invite wives to a week of sales meetings each year so that the little woman knows and can help in hubby's business problems.

The women are asked to select names, colors and help decide on new items for the line.

Each salesman's territory is so arranged so that he is never on the road more than one weekend, and in most cases is home every weekend. Wives are instructed how to answer business calls and letters, as well as to keep records while their husbands are away.

Wives can be an added help by checking on competition lines sold in their home towns and surrounding areas.