

## *The New Era*

oversight, perchance, has caused the trouble. To locate the "nigger in the wood-stack" in one's methods means much. The only place lies in putting the plumb-line of the experience of others beside one's own.

Every new idea aids in the salesman's ultimate triumph—adds a sound piece of timber to the structure of his final success.

*Failure does not come through making mistakes, but in refusing to learn by mistakes how to avoid them.*

Experience is a good teacher, but it is a thing to be able to learn from the experience of others, for we cannot all have the same experiences or the same view of similar experiences. There are many pathways to success, but the road of the individual's experience is narrow and rugged.

The old-time "minstrel" travelling man is a thing of the past, and with him have gone the days of getting business by means of circus tricks, chicanery, and sleight-of-hand performances in tact. True knowledge properly applied is the power behind the throne winning the big business of to-day.

That vast army of business-getters known as travelling salesmen have attained a dignity fitted to promote the interests of their houses in the field, realizing that scientific methods have placed their vocation in the list of *professions*.