

The first day A. T. Stewart opened his store in New York city, a plain woman came in to purchase a piece of calico. She asked the usual questions: "Are these goods reliable?" "Are the colors fast?" "Will they wash?" The salesman, an experienced clerk, in a skillful handling of misleading phraseology, informed the woman that the goods were "right" and would prove satisfactory in every respect and particular. She purchased a sufficient number of yards to make a dress and passed out. When she was gone Mr. Stewart, who had overheard the conversation, said to his wily salesman: "What did you mean by deceiving the woman in that fashion? You know the goods will not wash—we have lost a customer, for she will soon discover that she has been deceived and never return to our store." The clerk laughed in the face of his employer. Said he, "Mr. Stewart, it is easy to see that fate never intended you for the dry goods business. You have no conception of modern methods. You can't succeed. You won't last!" But he lasted. He lasted until he became the proprietor of the greatest retail commercial concern in America. He lasted until the president of the United States invited him into his cabinet. He lasted until he became one of the first brood of American millionaires. He lasted until the name of A. T. Stewart became synonymous for sterling worth and business success.

There are certain business methods which break the heart as well as ruin character. When a business man makes half promises and then fails to keep them he is engaged in a brand of commercial trickery which is low but not shrewd. One business man said to another—and winked as he said it—"When I tell a man concerning a request which he has made that 'I will think about it,' that means 'I will not do it.'" And so it happens that the faithful clerk who has asked for an increase in his compensation—waits, and waits, and waits, for the answer which never comes.

There are certain lines of business which are absolutely without God. So low in design and mean in method that on the sober, second thought we hesitate to apply the term "business" to them. Business means a fair exchange with a prospect of profit. Charles G. Finney met a man, who, for some mysterious reason, seemed to lack peace of mind and the comfort of a quiet conscience. Finney asked him if he would be willing to join in prayer and the inquirer immediately consented. "Now," said the great evangelist, "I will offer the prayer and you follow me and repeat the words," and Finney prayed thus: "O