

consciousness: "I *must* be about My Father's business." That feeling burned in His soul with hot intensity until the heavens received Him. Every day of His life gave evidence of His overmastering conviction that He *must* work the works of Him that sent Him.

The Father's business, as interpreted by the Son, is the most Beneficent Business in the world. It was initiated at the dictates of pure love and grace. It is free from taint of selfishness. It involves no wreckage. It aims at nothing less than the perfecting of humanity through restoration to God's fellowship and favour. The first prospectus of the business, as issued by the Son, in the synagogue at Nazareth, proclaims its beneficent intent: "To preach good tidings to the poor; to heal the broken-hearted; to preach deliverance to the captives, and recovering of sight to the blind; to set at liberty them that are bruised; to proclaim the acceptable year of the Lord."

It is the most Profitable Business in the world. It is profitable for the life that now is, and for that which is to come. It yields a hundredfold in dividends to all its shareholders, now in this time, and in the world to come eternal life.