

Business is supplying human wants. It is carrying things from where they are plentiful to where they are needed. Business is human service, and the good businessman today is essentially a public servant.

John Wesley always carried in his saddle-bags packages of flower-seeds. He would distribute these seeds judiciously among his friends along the route he traveled. He would explain how to plant the seeds, and how to care for the flowers, and then he would tell his friends that he would be back that way in a year and see how these flowers flourished. In this particular thing of distributing flower seeds, John Wesley worked a big evolution and revolution. Perhaps his flower-seeds did England as much good as his preaching, but this is not for us to say. ¶ But in any event, John Wesley fully believed that there was no dividing-line between beauty and goodness. We used to regard the businessman as one who took advantage of the needs of the people. But this idea is obsolete. The businessman today is the friend of his customer. "Truth," says Doctor Charles W. Eliot, "is the new virtue." Businessmen tell the truth, for the best possible reason, and that is because it pays. The word "commercialism" is no longer used as an epithet. The business of distributing flower seeds is not left now to the philanthropist, the preacher and the reformer; it is on a business basis.