Preaching has been called the imparting of truth through personality. It is therefore a great business and demands the finest qualities of head and heart, real powers of expression, and a living acquaintance with the moral and spiritual needs of men. It involves teaching, no doubt, but it is far more than teaching. When we teach we simply impart information, but when we preach we are out to get a verdict, to persuade men and bring them to the point of assent and decision. We inevitably raise the question, “What, then, are you going to do about it?” And until that question is answered preaching cannot have its perfect work.