

A Man Who Gained a Customer's Trust Even When in the Wrong

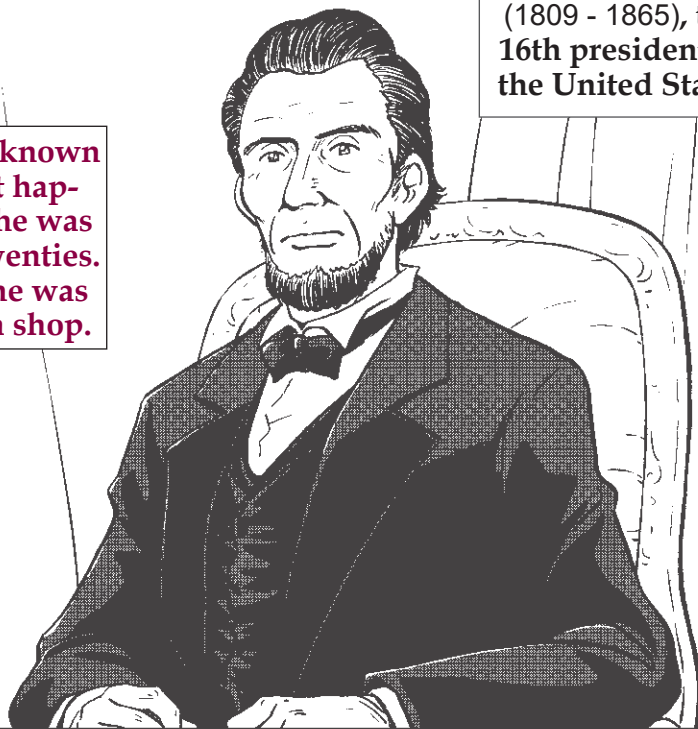
An episode on the life of Abraham Lincoln

1

Abraham Lincoln
(1809 - 1865), the
16th president of
the United States

2

This is a well-known
incident that hap-
pened when he was
in his early twenties.
At the time, he was
working for a shop.



3

Oh,
no!



5

I was just
checking the
proceeds
from today's
sale, but...

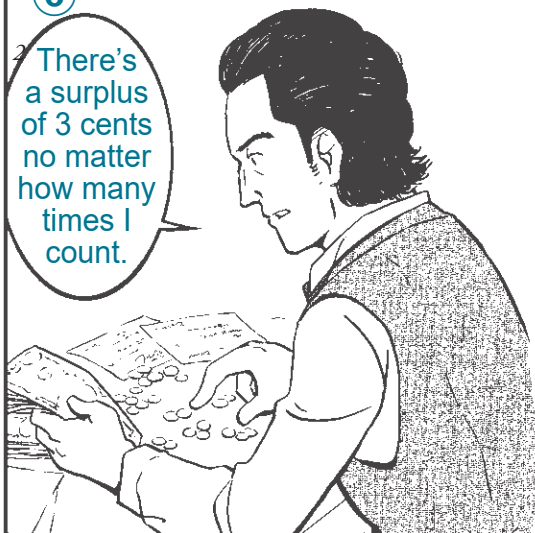


What
happened,
Abe?

4

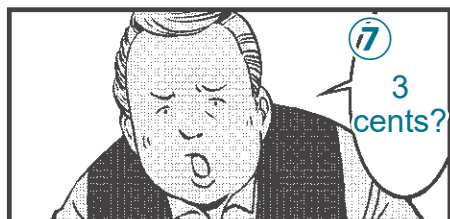
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There's a surplus of 3 cents no matter how many times I count.



7

3 cents?



8

Why does that matter?

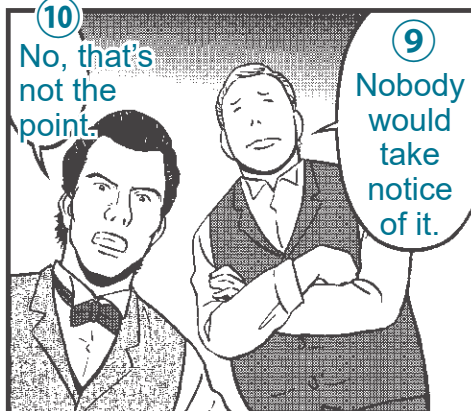


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No, that's not the point.

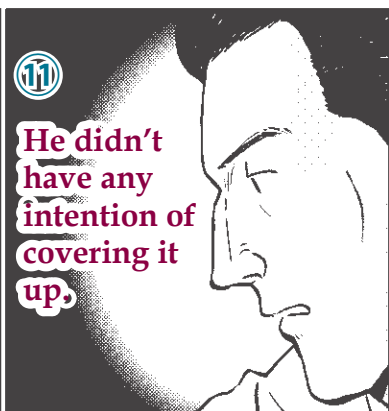
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Nobody would take notice of it.



11

He didn't have any intention of covering it up.

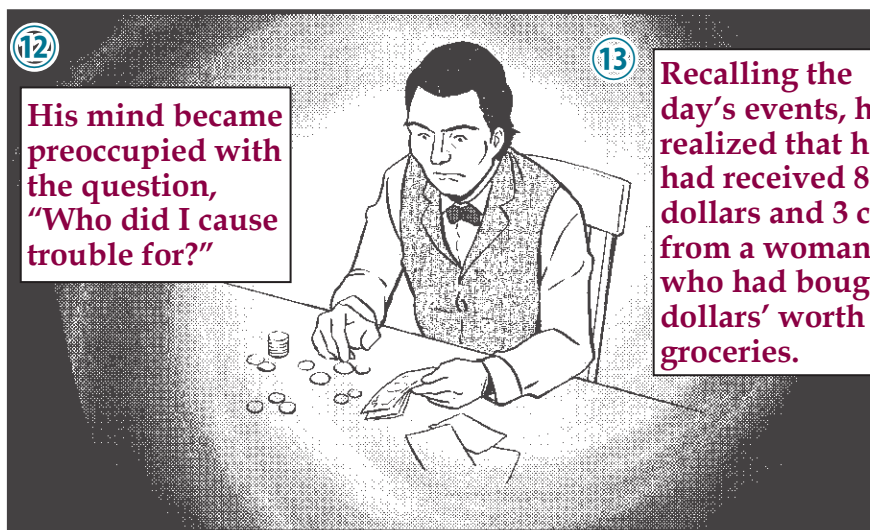


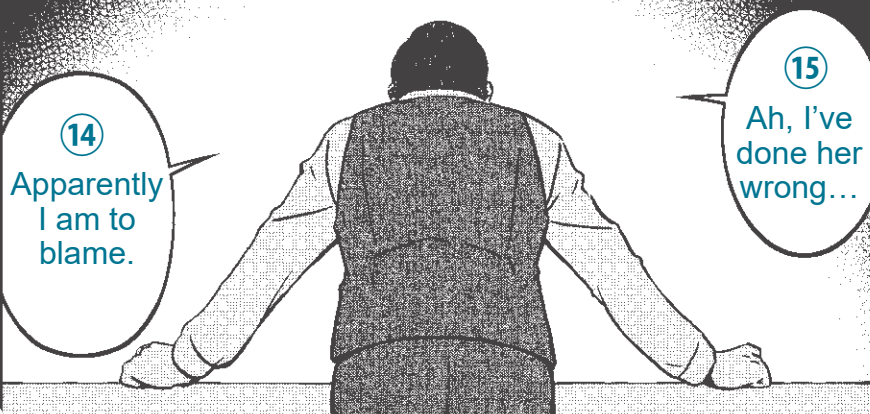
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His mind became preoccupied with the question, "Who did I cause trouble for?"

13

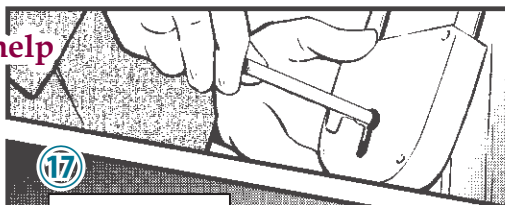
Recalling the day's events, he realized that he had received 8 dollars and 3 cents from a woman who had bought 8 dollars' worth of groceries.





16

Out of remorse, he couldn't help moving to action.



17

He locked up his shop and rushed out.



18

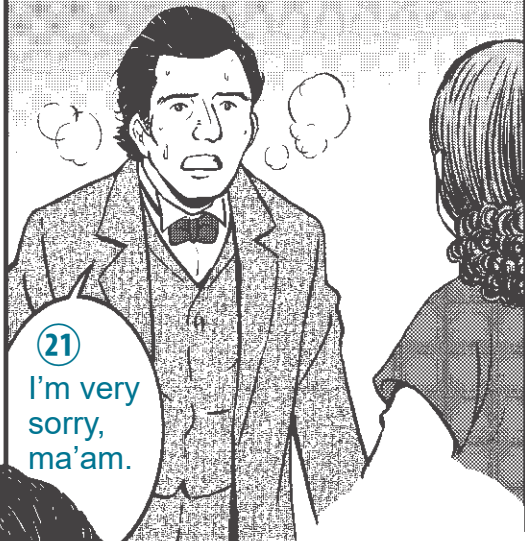
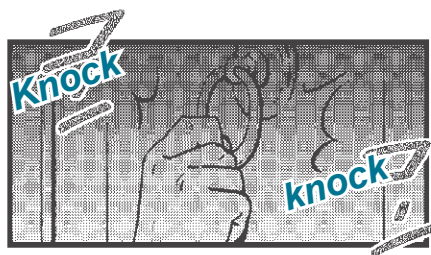
He knew the approximate location of the woman's house.



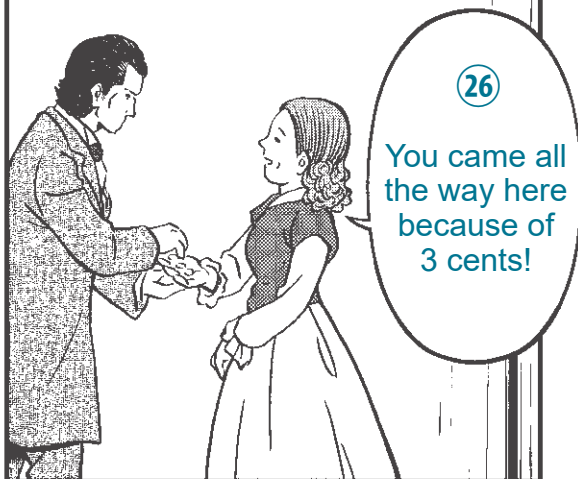
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After running for about an hour at night, finally he reached her place.



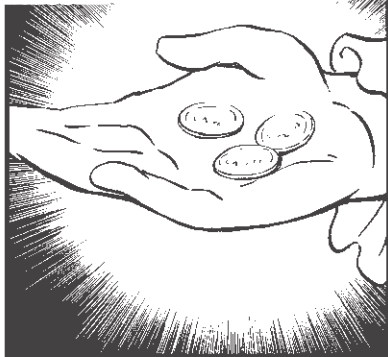


Without making any excuses,
he offered a profound apology.



27

She was struck by Lincoln's truthfulness.



28

I'm sure the time will surely come when your noble character would prove its merits.

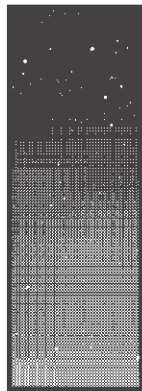
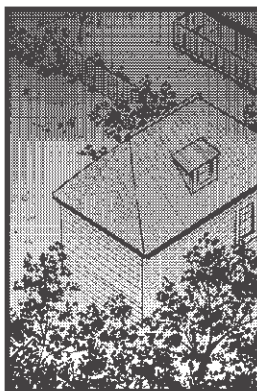
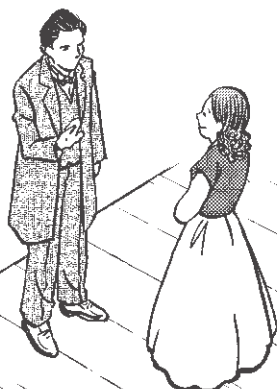


29

The 3 cents she held in her hand looked more valuable than a million gold coins.

30

She must have felt a brilliant future ahead of this fledgling clerk, who was just past 20 years old.

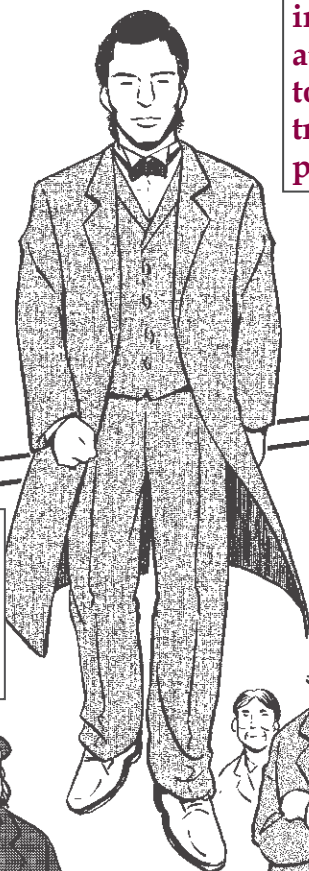


31

You should not cover up an error nor make excuses for it, but rather admit your error when you find one, and make an unreserved apology.

32

This is an important attitude so as to become a trustworthy person.



34

The townspeople began to have hope in Lincoln, who was always honest.

33

I hope a young man of such noble character as him will become a lawmaker...



35

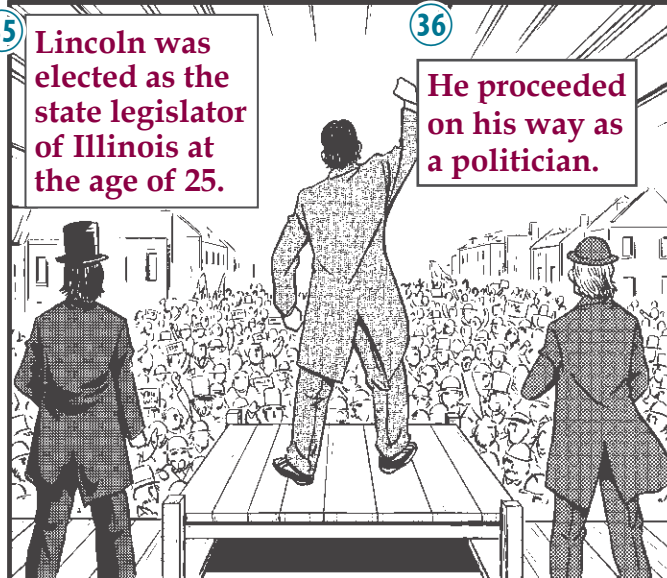
Lincoln was elected as the state legislator of Illinois at the age of 25.

36

He proceeded on his way as a politician.

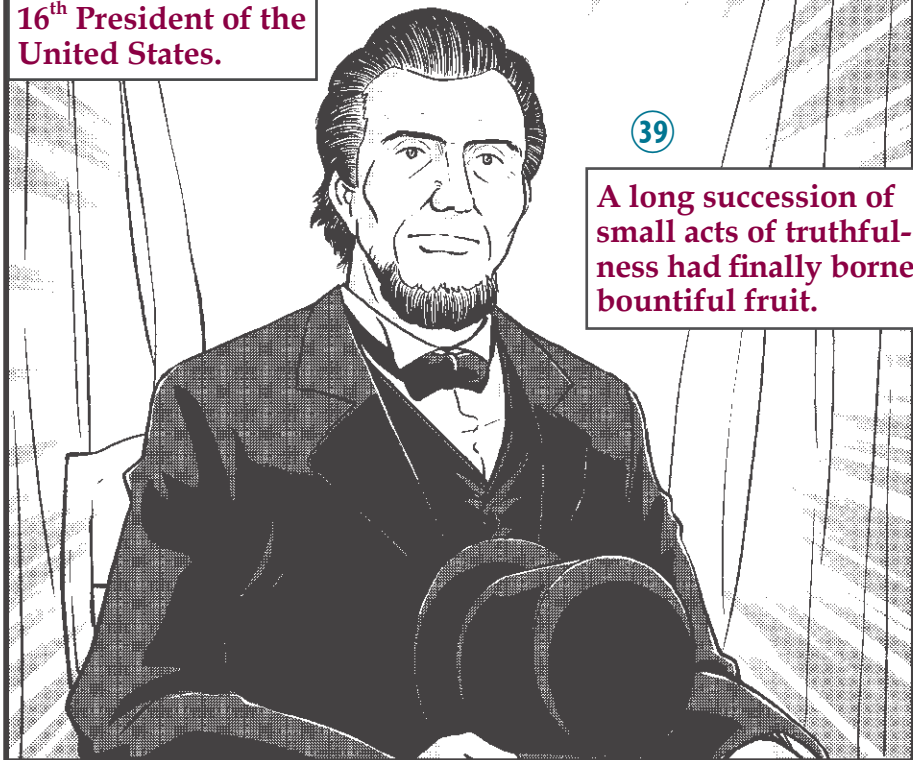
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And 30 years after he made a journey to the customer's house that night...



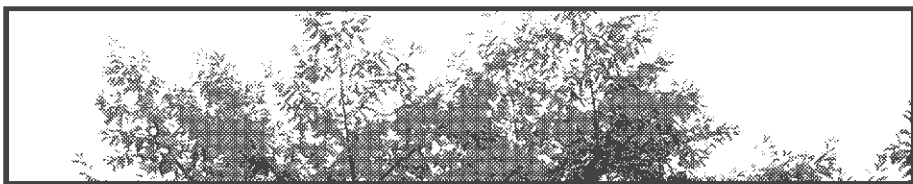
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He was elected the 16th President of the United States.



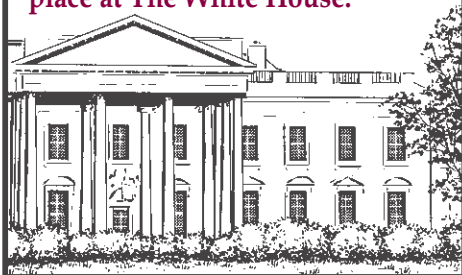
39

A long succession of small acts of truthfulness had finally borne bountiful fruit.



40

Here is another interesting episode that reminds people of Lincoln's honesty. This one took place at The White House.



41

One morning his secretary visited him with urgent business.



43

He spotted a man who was strenuously polishing shoes in one corner of the hallway.

42

Oh?

45

Of all people, it was Lincoln himself!

44

Mr. President!

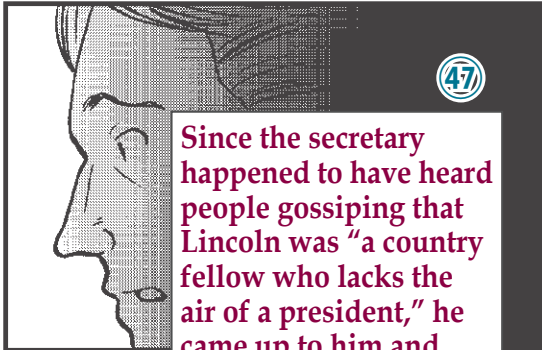
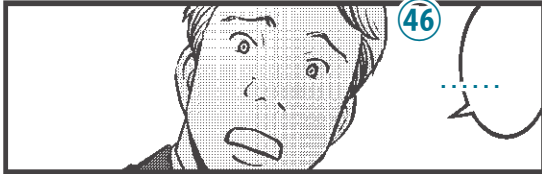
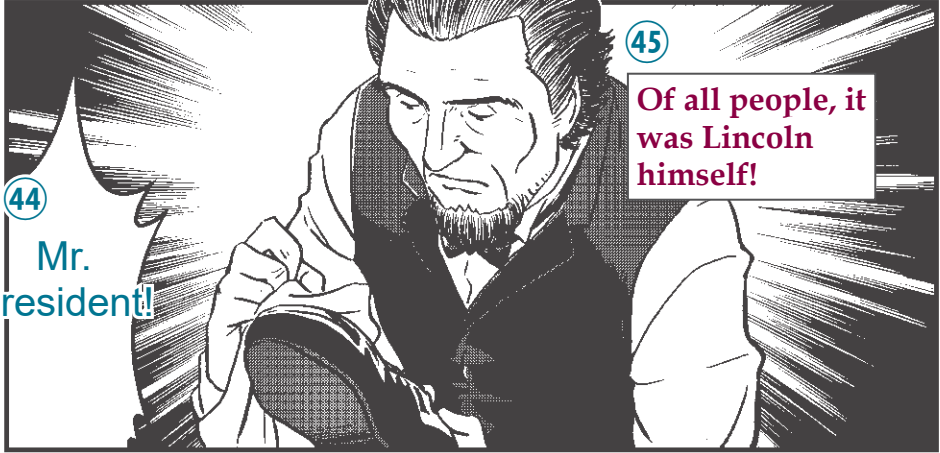
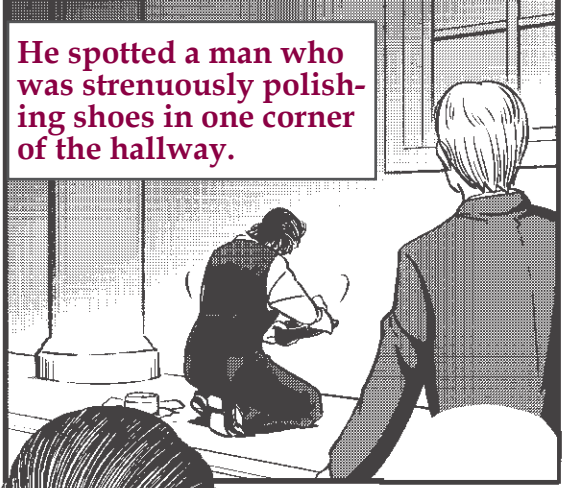
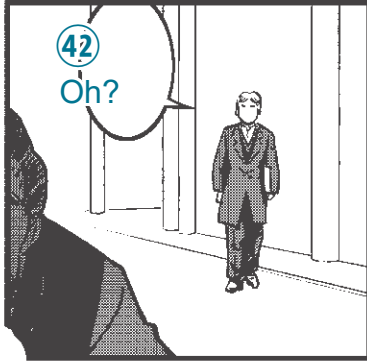
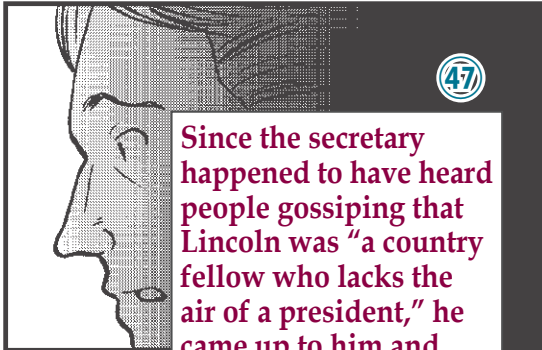
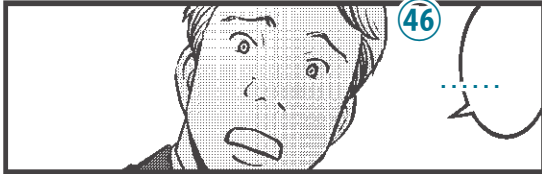
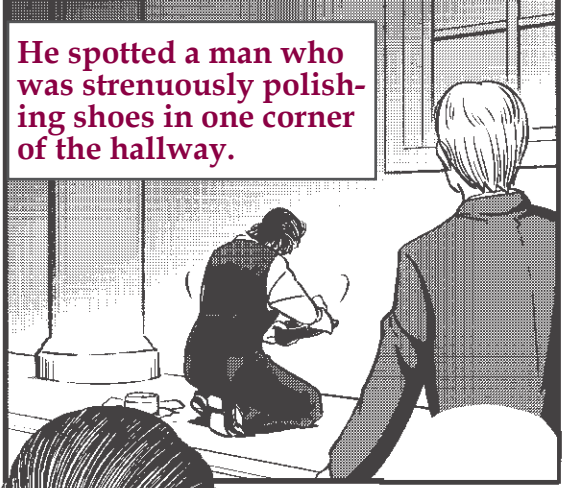
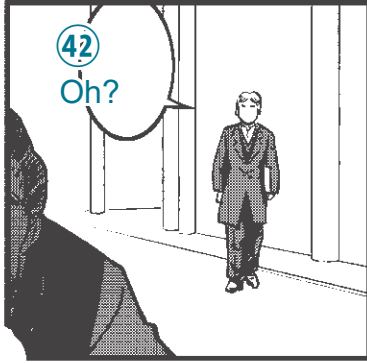
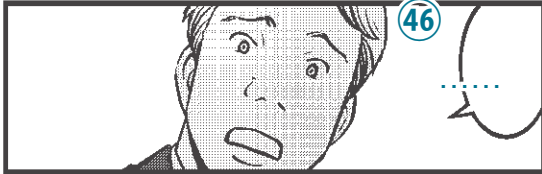
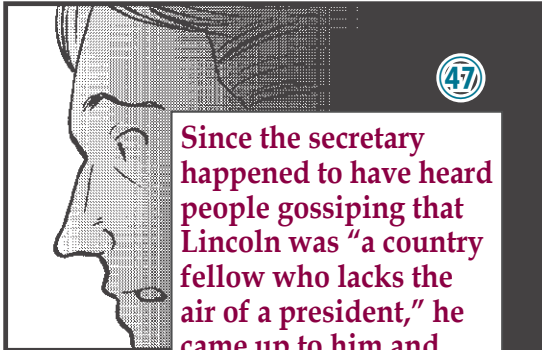
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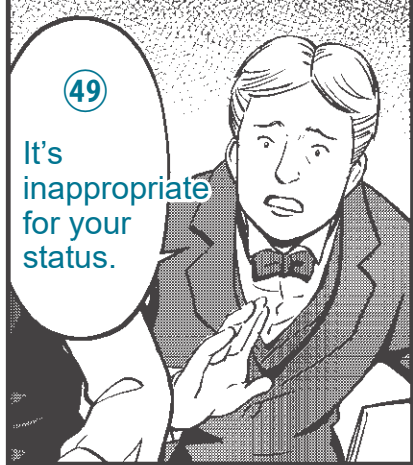
48

Please don't do such a thing.

47

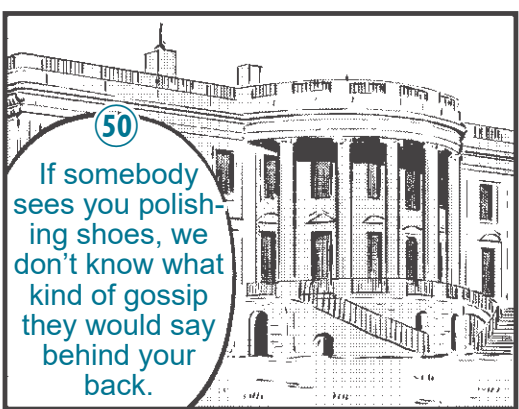
Since the secretary happened to have heard people gossiping that Lincoln was "a country fellow who lacks the air of a president," he came up to him and whispered:





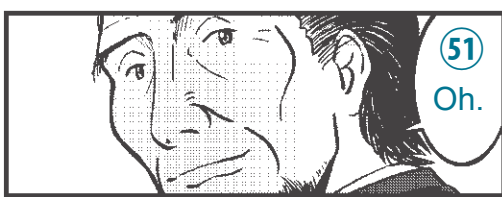
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It's inappropriate for your status.



50

If somebody sees you polishing shoes, we don't know what kind of gossip they would say behind your back.



51

Oh.



53

Aren't those who call people names more shameful?



52

Is polishing shoes such a shameful act?



54

Shoeshiners are working for the general good just as a president is.

55

I don't think there are any low-level jobs in the world.

