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GEORGETOWN

1938

1937—another better year for dairying

Income of the Dominion's dairy farmers for 1937 is estimated at \$228,230,000. This is \$20,000,000 more than last year, and \$35,820,000 over 1935.

For everyone in the dairy industry—this year and every year—increased income very largely depends upon new and wider markets for milk and milk products.

The end of 1937 marks another milestone in Borden's unbroken record of 80 years of merchandising dairy products—research, advertising and selling all forms of milk.



THE GOSPEL OF MARK

A Preview
 International Uniform Sunday School Lesson, January 2, 1938

GOLDEN TEXT: "And whosoever would be first among you, shall be servant of all." Mark 10: 44.

LESSON PASSAGE: Mark 10: 35-45.
 There are strange ways of serving God:
 You sweep a room or turn a sod,
 And suddenly to your surprise,
 You hear the whirl of seraphim,
 And find you're under God's own eyes
 And building palaces for Him.
 Herman Hagedorn.

Mark and His Gospel
 Mark had a long preparation for writing the earliest and shortest of the four Gospels. Mark was present at the arrest of Jesus. His mother's house in Jerusalem was an early meeting place for the followers of Christ. A cousin of Barnabas, he accompanied Paul and Barnabas until at Paphlagonia he became afraid of crossing the Taurus mountains and returned home. On his next missionary journey Paul refused to take Mark and separated from Barnabas. Mark was given a second chance by Barnabas and made good. Later Paul forgave him and was glad to have him as a companion and helper. Mark became closely associated with Peter and listening to Peter's teaching he learned many of the facts of the life of Jesus. These he compiled into the brief book that bears his name. Except for thirty-two verses, the whole book of Mark is incorporated into the Gospels of Matthew and Luke. Tradition is that Mark has given us a vivid picture of Jesus at work and his book has been called "The Gospel of Service."

Personal Abilities, 35 - 37
 This scripture passage was selected for the first of the Quarter to set forth the teaching of Jesus. It gives the keynote for the whole Gospel of Mark. Mark's gospel has several incidents presenting Peter in a somewhat unfavorable light, but there the offenders were James and John, two of the intimate inner circle of three. While Jesus was thinking of what awaited him in Jerusalem they were thinking of self-advancement. Walking along with Jesus they were miles from him in their minds. James and John were thinking of being rulers in an earthly kingdom and requested that they might occupy the two chief seats, one on the right hand and the other on the left. How little they understood their Master and how they failed to see that his kingdom was to be in the minds of his followers and his throne to be in their hearts! Let us not be too scornful towards these two self-seeking disciples, as we too have been slow to realize that Christ rules first in the inner life and that our place is to serve and not to dominate, to be ministerial rather than magisterial.

"We Can," 38 - 40
 The command, "Know thyself," is wise and has been quoted universally, yet we never wholly succeed in knowing ourselves, let alone others. "At times we understand ourselves and at other times we overestimate ourselves. The mistake of James and John was in not appreciating the tragic fact—

ing through which Jesus was about to pass. When he asked them if they could be baptized with his baptism, in complete self-assurance they replied, "We can." Little did they foresee that within a few days they would desert their leader as cowards. Again, let us not be too harsh towards James and John. We too have promised to follow Christ and have been frightened at the very thought of unpopularity or persecution for his sake. We have been glad to have him as the teacher of beautiful thoughts on the hillside or lakeshore but we have not been enamoured of taking up our cross daily in service. Yet he can give us grace to crucify self, to die daily unto sin and to allow the will of God to rule in our lives. James and John learned the lesson later that



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they did not understand as yet.

Pagan or Christian, 41 - 44
 In half a dozen different countries in the world dictators are demonstrating the power of one-man rule. Whatever may be the political sequels of these dictatorships their spirit and methods are far from Christian. The pagan ideal is to rule; the Christian virtue is to serve. Christ has made his teaching clear and definite in these words: "Whosoever will be great among you, shall be your minister: And whosoever of you will be the chiefest, shall be servant of all." Time was when the soldier was the man most admired. In the progress of history ambition turned to commerce and the captain of industry was idealized rather than the captain of infantry. With the advance of science knowledge became power and men of great learning were given public acclaim. But knowledge alone has proved insufficient and the world is seeing how armaments, wealth and science can threaten the security and welfare of mankind. How far it all is from Christ's standard of greatness. Like James and John the modern world needs "to learn that true glory lies in the readiness to stoop down and serve with that efficiency which springs alone from complete self-devotion."

Servant of All, 45
 The sixteen chapters of Mark's Gospel may be read through in little more than one hour. It is worth while to read the whole book in one sitting just to note the number of people Jesus helped. It gives us an appreciation of the continuous kindness of Jesus to plain people. "Lack of fullness is greatness.... There is no other greatness worthy of the name. The greatest man in any group, in any community, in any nation, is the one who most worthily and acceptably serves the deeper interests and permanent well-being of his fellows. How would you define man at his best? Ideally he is a servant. At his best man serves. This is what the Perfect Man said: 'I am among you as One who serves.' This is what the Perfect Man did: 'He took upon himself the form of a servant,' and became obedient to the exacting demands of the most august form of service. Wherefore God has highly exalted him until his name is above every name. Humanity rose to its highest historic level in the person of Jesus of Nazareth. This is the quality of life which alone becomes redemptive, saving the world from its sins."

- Questions for Discussion**
1. How did Mark help Paul, Barnabas, Peter, Matthew and Luke.
 2. Do you think Peter bore any resentment against James and John?
 3. How could these two disciples think of crowns when their Master was foreseeing a cross?
 4. Have service clubs an adequate ideal of service?
 5. How did Christ serve his fellow men?

A Couple of Moments
 She—"I bobbed my hair to show my independence."
 He—"What did you bob your skirt for?"

"Oh, Mandy is too funny for anything," exclaimed the newly wed, returning from the kitchen to the dining room where hubby was waiting hungrily for his evening meal. "The cook is so funny. The cooking wine is all gone, and she's trying to knit herself a sweater out of spaghetti."

CANDY FOR THE CHILD

Doctor Mary Swartz Rose, who has a name as a food expert, says that sugar creates an appetite, not for other foods, but for itself. The average child has a "sweet tooth." He does not care for foods that are insipid, bitter or sour. Candy if made from pure sugar, has a place in the child's diet. It supplies energy for the body. Marathon runners are advised to such candy tablets when they are racing for the reason that the sugar helps to maintain energy. Sugar has no place in the building of the child's nutrition. For this season concentrated sweets, used to excess, are harmful. They impair the appetite for such necessary foods as meat, milk, eggs, cereals, vegetables and fruits. The only danger of eating candy in excess is the fact that it tends to replace essential articles in the diet.

The place for its use is in addition to the necessary foods. When candy is taken at the end of a meal as a form of dessert, it gives a sense of satisfaction. If taken before a meal it is liable to blunt the appetite and to interfere with the use of the protective foods just enumerated. The practice of all day use of "all day suckers," sometimes observed, needs only to be mentioned to be condemned. This practice interferes with the desire for bread, butter and milk. Some indication of the country's candy appetite is seen in the fact that the per capita consumption of sugar in America has gone up from 3 pounds in 1823 to approximately 100 pounds today. The two per cent. of our total intake of energy-yielding foods of 1823 has risen to about 21.6 per cent.

What about tooth decay from excessive use of sweets? The growth of the teeth is based on a proper supply of the foods that contain calcium, phosphorus and the vitamins. It is doubtful if the use of sugar has any direct effect in the decay of the teeth. Its ill effect, to repeat, is its tendency to displace the essential foods which go to build up the teeth. Parents should train the child that, while a certain amount of candy taken at mealtimes, or perhaps after vigorous outdoor play, is good for them, an excess will cause them harm. If this advice is impressed upon children when they are young, there will be less of the candy habit when they are older. The excesses in the use of candy are not confined to those of tender years.—By John W. S. McCullough, M.D., D.P.H.

The train with three drunks aboard slowed down for the stop at Wembley. Said the First—Is this Wembley Second—No, it's Thursday. Third—So'm I.

"Always laugh when you can; it is cheap medicine. Merriment is a philosophy not well understood. It is the sunny side of existence."—Lord Byron.

Sleeping Beauty Organist for Richard II



Virginia Oman, the "Sleeping Beauty" of 1931, who slept for six months and woke "feeling fine" with an ambition for a musical career. She plays on a Hammond Organ, the new instrument which uses no pipes or reeds, the incidental music during Maurice Evans' stage production of Richard II. This production is booked to play this season across the United States and Canada. Above are Maurice Evans, Producer, in the title role; and Ian Keith as Bolingbroke, as they appear on the Toronto stage, in late December, and early in the New Year at Winnipeg, Edmonton, Vancouver and Victoria. Inset is the Hammond Organ which is manufactured in Canada by Northern Electric Company, Montreal.



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Leag's Maltese Chocolates Lb. 25c	Pure Sunlight SOAP Cake 6c	Victory Sweet Mixed PICKLES 27-oz. Jar 23c
Golden Ribbon Sliced PEARS 2 15-oz. Tins 15c	Gold Laundry SOAP 3 bars 11c	Maple Leaf Mince-meat 2 Lbs. 23c
McLaren's Stuffed OLIVES 3-oz. Jar 10c	Kirk's Castile SOAP 3 1/2 Cans 14c	Singapore Sliced PINEAPPLE No. 9c
Heinz Tomato KETCHUP 1-gal. 19c	McLaren's JELLY POWDERS 2 Pkg. 9c	Our Good Cooking FIGS Pound 10c
Essifruit Shortening or DOMESTIC 2 1-lb. Pkg. 25c	OXO Cubes Tin 10c and 23c	Jell-O Ice Cream MIX Tin 10c
Pure Sunlight SOAP Cake 6c		Chocolate Driph MALTONE 1-lb. Tin 27c
Gold Laundry SOAP 3 bars 11c		Heinz Tomato SOUP 2 16-oz. Tins 23c
Kirk's Castile SOAP 3 1/2 Cans 14c		Cowan's COCOA 1-lb. Tin 25c

Drink **Libby's** gentle press Tomato Juice 3 10-oz. Tins 14c

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