

SUNDAY SCHOOL LESSON

WANTED MORE CREAM SHIPPERS

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Golden Text: Take ye heed, watch and pray; for ye know not when the time is. Mark 13:33 The Temple in Jerusalem was a truly magnificent building and just as we might comment as we leave some great and ancient cathedral, one of the disciples said to Jesus, "Look Master, what wonderful stonework what a size these buildings are." Our Lord replied to this exclamation, "You see these great buildings? Not a single stone will be left standing on another; every one will be thrown down!" This response gave rise to the question of the astonished disciples which, in turn, led to this discourse of our Lord's on future events and His personal return. It is not easy to look around

this wonderful world and realize that man's most splendid achievements are destined to crumble to dust, but it is vital for us to be forewarned. There never was a time in history of the world comparable to today, when men ought to realize the nearness of the Lord's return and the cataclysm that awaits this sinful earth. Christ warns His hearers of false prophets, wars and rumors of war, continuing hostility to the Gospel and its messengers as it is preached throughout all nations, and a time of unparalleled testing at the time when Jerusalem was destroyed, from which by God's intervention at least some of the elect would escape. This of course all happened, in the terrible slaughter of Jerusalem in A.D. 70, and the defiling and destruction of the Temple. At that time a number of Christians, forwarned by the Scriptures, escaped to what is now Jordan. The siege of Jerusalem and the horrors associated with it were avoided by those who obeyed these solemn warnings of the Saviour, and fled the city. We do well to heed His warnings today. This lesson leads on from the solemn picture of judgment on Jerusalem to the even more solemn view of the personal return of our Lord Jesus Christ. It is an absorbing topic and relevant to each of us.

The Heart of the Lesson The lesson teaches us in the clearest possible way of the impermanence of everything outside the will of God. There seemed nothing so secure as Jerusalem with its Temple, the glorious exterior flashing in the sun, and its well-attended worship. Both decayed spiritually and then perished exactly as our Lord had foretold. These facts constitute a pattern for the fulfillment of the great prophecy concerning our Lord's personal return and consequent judgment on this fallen creation. We are thus solemnly taught the impending end of all things as we know them, and the necessity of being watchful for the Lord's return.

After marriage, men develop leg trouble from toeing the mark and footing the bills. We all need to be a little wary about the so-called bargains that tempt us. I firmly believe that dealing with our local merchants, who stand behind the goods they sell, and who are always so willing to service and adjust any purchase, is the best kind of "bargain" shopping we can do. I have found that when Stouffville business people have sales, they offer honest bargains to their customers and state quite frankly that prices are reduced because of wholesale clearance buys, or discounts to clear stock, etc. We know exactly where we stand when we make the purchase, and we know we can rely on our mutual good-will. I have another "beef" . . . the "suggested selling price" placed on many products by the manufacturer. This is to direct the merchant as to a fair mark-up in price, but leaves him free to use the article as a "leader". It also leaves the purchaser — that's you and me — in a position of having to shop around for the lowest price, or of buying and then discovering the same article for sale at a lower price in another store. This was a personal experience last Christmas when both my husband and I bought identical small appliances at two different stores here in Stouffville — with quite a difference in the prices. (He got the best bargain). I have recently learned that the merchants don't like this practice any more than their customers, and the Retail Merchants' Association are working to have prices established for all quality merchandise, and have already met with some success in certain brand lines. Happy will be the day when one buys a brand name vacuum cleaner for instance, knowing the same price applies in any store in the country.

By the way . .

Anne Ross.

Most of us believe that "we get what we pay for" but I am becoming more and more convinced that this assurance needs to be updated to something like "we get what we pay for when we are educated shoppers." As author of a column in daily newspapers here is a letter typical of many I receive: "Last winter I purchased an imitation Persian Lamb jacket. The fur falls out of it so badly it can't be worn as it gets all over everything. The company won't do anything about it as it wasn't guaranteed."

No matter how "inexpensive" this purchase was, the writer certainly didn't get what she paid for. While we may not be "taken-in" by imitation fur we most certainly are the victims of unscrupulous merchandising in many instances unless we take a little time to analyze our "bargain" buying. Most of us are susceptible to the lure of a bargain, and when we see large newspaper displays, advertising merchandise at almost give-away prices, many of us cannot resist the come-on. These are referred to by the trade, as "loss-leaders" and are presented solely for the purpose of getting customers into the store, who, when they arrive, discover the advertised merchandise all sold, because the stock was on sale only for a limited time, or for only a limited number of sales. In the field of household appliances, a little investigation reveals that most are not such great bargains at all — they are of inferior quality, or last year's models lacking some worthwhile improvements, or bankrupt stock bought up in quantity, on which there can be no guarantee, and no servicing available. They are sold to be taken away "as is", and too late we discover "as is" isn't as we want them. We don't get what we paid for — we get less.

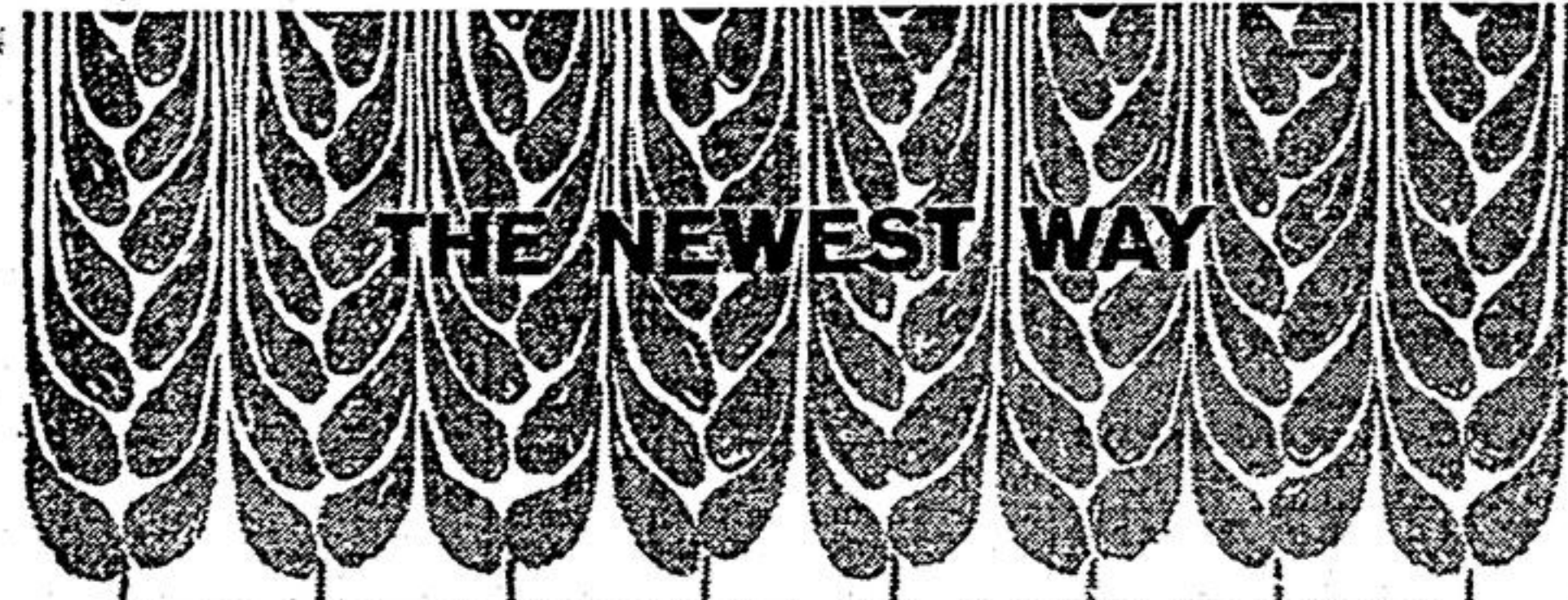
We have all at one time or another bought a dress, or blouse or clothes for the children at a "real bargain price", only to discover after a few wearings, or a single washing, that we'd bought a "dud" . . . the garment was wastefully a mass of wrinkles, or its pretty color turned drab and dingy, or it shrank. There's just one way to make sure of getting quality fabrics and clothing and that is to look for labels and hang tags — and read what they say. A reliable manufacturer will stand behind his name, for a satisfied customer is his best advertisement.

So much of the money that homemakers spend, goes into food, but many women are not getting their money's worth. It pays to spend a little time studying various brands, and the contents of the can or package, for there we find all sorts of revealing information and "helpful hints". In the first place, all labels must tell the weight of the product, so by comparing, we can tell which item is the best buy. A package that seems to be a bargain may actually contain less than another, and thus, be more expensive. In addition to stating the amount of the contents, every food package must carry an ingredient line and by reading these we can learn if a product is artificially flavored, or adulterated in any way, and also learn the grade of the food. In canned fruits and vegetables for instance, the grades are "Canada Fancy" which is top grade; then "Canada Choice" and the least perfect in size and quality "Canada Standard".

The sequence of the ingredients is very important to notice too, because our laws require that ingredients be listed in order of amounts, from the greatest to the smallest. A can of Chicken and Turkey stew is a good example, for the list of ingredients reads — "gravity . . . vegetables . . . chicken and turkey", which indicates there is more gravy and less meat than vegetables. Remember we used to say "pork and beans" until the law required the canners to change the name to "beans with pork"? Now we know we are getting a can of beans — with a little pork added.

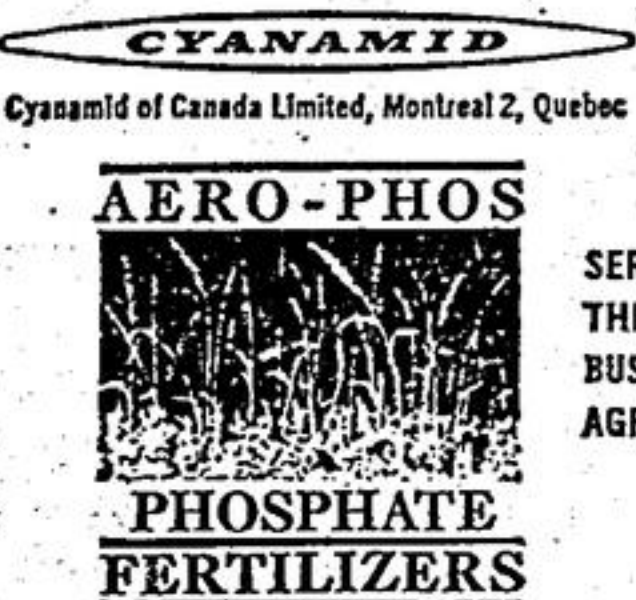
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"Bargains" I like . . . cheap come-ons are for those who have money to throw away.



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