



His Ambassadors

His Ambassadors will be in Markham on Sunday at St. Andrew's United Church, 32 Main St. N. in Markham. The group, which mixes sacred hymns and contemporary Christian Music, will start perform-

ing at 6:30 p.m. The concert will be part of the Unionville Alliance Church service being held at St. Andrew's due to construction of a new church for the congregation in Unionville.

As I See It

Zing loses its Zap

By DAVE PETRESCUE

This article is about the Coca-Cola Classic scenario.

The Coke Company has swallowed its pride (because the people wouldn't swallow its change) and have re-introduced "the real thing" as "Classic". One has to wonder how long the new Coke will be around and what happens now to the wise guy who had the bright idea of change in the first place.

We may criticize and laugh about this classic marketing foible but its sobering to realize how often we have participated in similar endeavors. Here's the scenario:

Something like Coke (we'll call it "Zing") with a special recipe for success is continually challenged, ridiculed and put down by an opponent (we'll call it "Zap") and incurs what seems to be fatal wounds in the process.

Zap's proud assertion that it is more contemporary is too much for Zing which is now considered out of date. As Zing licks its wounds it seems to forget the long history of tested success it has had; gets scared of its potential demise and changes the very thing that has made it great.

Zing's real death then takes place not because of the challenge but because of the change. The only wise thing to do is to admit error and return to the secret recipe.

Now I'm not against change — not in the least — but there are certain "secret recipes" for success that, if tampered with, will always end up impoverishing, not improving the product.

If you think through the scenario again you will realize that our western society has followed exactly the same dubious pattern in the way we have attempted to remodel marriage, the family, moral standards, ethics and values.

From every sector of society we are fed a constant diet of criticism, attack and put down on the traditional Judeo-Christian principles of life. These principles are dismissed as being out of date and not for the now generation. We are told that we must adjust our way of thinking or severely retard our quality of life.

It seems to go without notice, however, that the very foundations of freedom, success and quality of life in the Western world have their footings in the Scriptures.

Now I admit that all this zapping has taken the zing out of many marriages and families and caused the Biblical values and standards to seem strange and unreasonable to our reconditioned minds.

History will teach us, however, (if we will learn from it) that the demise of the family

Militia unit at museum

The Upper Canada Rifles and the Incorporated Militia of Upper Canada will be featured at Pickering Museum Village's History In Action weekend, Sept. 14 and 15.

The event will include demonstrations of old steam and gas engines, a grain thresher, forging, wood splitting, and pioneer crafts. It begins both days at 10 a.m. and continues until 5 p.m.

There will also be displays of early farm implements, pioneer clothing, 19th century homes and barns, plus pony rides, a corn roast, children's games.

The Greenwood museum is located three kilometres east of Brock Rd. on Hwy. 7.

and society takes place not because of the challenge but because of the change.

So many people today, religious and non-religious alike are inwardly frustrated by the increasing chaos, corruption and societal disintegration all around us. Most feel hopeless and helpless in their concern.

I have an idea. Let's learn a lesson from Coke and re-introduce our classic secret recipe.

EDITOR'S NOTE: Dave Petrescue is senior pastor at Unionville Alliance Church.

MARKHAM AQUATIC CLUB REGISTRATION

M.A.C. registration for boys and girls interested in competitive swimming through a program of hard work discipline and competition, will be held on Sept. 11 & 12 between 6:30 p.m. - 8:00 p.m. at:

Centennial Pool
8172 McCowan Road
(north of Hwy. #7)

and
Thornlea Pool
8075 Bayview Ave.

(south of Hwy. #7,
behind Thornlea Secondary School)

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**FOR MORE INFORMATION CALL
THE M.A.C. OFFICE 475-8161
or Jim Jones 477-4640**

UNIONVILLE RATEPAYERS ASSOCIATION ANNUAL GENERAL MEETING

Thursday September 12, 1985
7:30 p.m.

**CROSBY MEMORIAL ARENA
TOPICS INCLUDE:**

Election of 1986 Executive
PRESENTATION:
From The York Regional Police
on Home Security
Also A Speaker From Markham
Hydro
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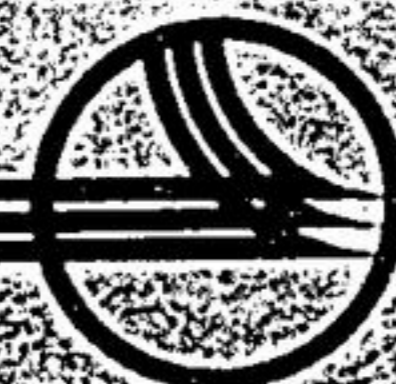
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