

RELIGION HAS A STRIKING PARALLEL

Have you ever been walking through the grocery store and noticed how much shelf space was taken up by cereal? We like the conveniences of starting the day by eating an instant meal you can just pour out of a cardboard box.

Health watchdog groups have long bemoaned the little nutritional value some cereals, which are mostly sugar and fluff (air), especially targeted to kids. Yet it is big business. Note the clever market appeal: (1) bright packaged product, (2) promoted with exciting action appeal, (3) sugarcoat the content, and (4) offer a free prize.

Religion has a striking parallel.

By now you must think that I have lost my mind. Well I haven't. But I want you to think about the numerous churches that line the streets like cereal boxes line the grocery store shelves. How do they persuade people to choose one denomination over another? How do they survive in the religious market place? The wisdom of men says that a denomination should, (1) brightly package the product they offer, (2) promote it with exciting action appeal, (3) sugarcoat the contents, and (4) offer free prizes like food and entertainment, bingo, car washes, rummage sales, etc. This may appeal to a carnal mindset. It may draw secular crowds. Yet, just as the little nutritional value of many cereals is printed in fine print on the box's side, so this kind of religion is nutritionally worthless in converting and saving the soul of man.

Jesus told the clamoring, carnally minded crowds to seek Him for the right reasons. *"Jesus answered them and said, 'Truly, truly I say to you, you must seek Me, not because you saw signs, but because you ate of the loaves and were filled. Do not work for the food which perishes, but for the food which endures to eternal life, which the Son of Man will give unto you, for on Him the Father, God has seal'"* (John 6:26-27). The religion of Christ is not a shallow diversion, or religious snack. Junk food religion may make hype and pizzazz, but it does not touch and transform the inner man. The life-changing power of the gospel of Christ is for the serious and earnest, who realize they need to feed their soul with solid spiritual food.

Shepherd's Corner, North Cobb c/C

PS By Bill Richardson. This article has much fruit bearing if affected in the heart-acts of the true Christian. You can now say, "AMEN".