

November 16, 2021

Rural King

Everyone has favorite stores in the area where they live, and in Wentzville, our favorite is Rural King. This is a fairly large general store that bills itself as “America’s Farm and Home Center.” They have everything! Liz especially likes it! She enjoys walking around looking at all the stuff. (They even have a large selection of baby chicks if you are interested in a back yard chicken coop.) They also have free popcorn for you to eat as you browse.

A couple of weeks ago I handed Liz Rural King’s weekly advertising circular which came with the Saturday paper. She started looking at it and then says to me, “What is Philippians 4:6?” I’m thinking, “Where is she getting that?” She says, “Philippians 4:6! It’s printed here in the Rural King Ad.” So I look, and, sure enough, there it was right up at the top of the ad next to the date and volume number, Philippians 4:6. You don’t often, if ever, see biblical notation in an advertisement. Now my interest is piqued! I look it up and read: “Do not worry about anything, but in everything by prayer and supplication with thanksgiving let your requests be made known to God.” Paul’s letter to the Philippians, chapter four, verse six. Good advice to us in stressful times!

I’m impressed by this simple but effective device used by someone to communicate the Word of God. I wonder how many people see this and look up the verse? Ten, twenty, fifty? If only one person does and takes it to heart, it is worth the effort! Again, I’m impressed! I like Rural King even more now. I am awaiting the next ad.

I was in the store a few days ago and showed an employee the ad and asked her about it. She looked at it and said, “I never noticed that! We’re so busy here, we never read the ads.” I guess there’s also a message in her response.

Paul’s advice is still good! “Do not worry about anything, but in everything by prayer and supplication with thanksgiving let your requests be made known to God.” Why does that verse seem to have been written just for me? I wonder? Amen

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