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### What's On Today?

There are four grocery stores where I live: one belongs to a North American chain of stores, one to a prominent Western Canada group of companies, one to a smaller but growing Vancouver Island-based company and the other, one of the earliest independently-owned stores. Each of them offers good product, good service and unique differences.

For example, you can't beat the marinated steak sold at the store with its original wood floors still intact. Staff at the in-store butcher shop are both ready and qualified to give great cooking advice (I hear that both those guys are chefs).

The store linked to the international chain boasts a pharmacy. I'd say it's rather handy to do the shopping while pharmacists dole out your prescription drugs. Talk about one-stop shopping.

It's the bulk shopping section that usually takes me to the British Columbia based outlet. As just one of a number of stores owned by the Western Canada parent group, it's changed names in the past several years – and changed a lot of other things in the process. That's the place I go to purchase the various seeds, nuts and grains that I use in baking bread and other goodies.

It's what is going on in the fourth store, however, that most intrigues me. In fact, this growing chain has marketing down to a science. For starters, there's a daily special advertised on a large digital board in front of the store. It's become customary for drivers to slow down or speed up, as necessary, to find out "what's on for today". Then, as if that wasn't enough, they've introduced an additional "from 4pm-6pm only" special. Sure works for me.

Advertising sells groceries; gracious living exalts Jesus Christ.

"...let your light shine before others, that they may see your good deeds and glorify your Father in heaven."