



Sin can only get a foot in the door if we open the door in the first place!

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his sister-in-law insisted. When McVicker asked what he *should* call it, she said, “It’s dough you play with, so how about Play-Dough?”

Two years later, before his twenty-seventh birthday, Joe McVicker was a millionaire. Since the introduction of Play-Doh, more than 900 million pounds of the stuff has been sold. That’s two billion cans. Though the Play-Doh recipe is a carefully guarded secret, it’s known to contain flour, water, salt and some kind of petroleum distillate. Whatever it is, it works.

For all of us, this story holds a powerful challenge. If there’s something in your life that seems to have run its course, learn to see it from a new perspective, whether it’s a job, a relationship, or even your faith. So often, things appear done and outdated when the real problem is we’ve let complacency blind us to the possibilities.

Whenever we see only what something is, instead of what it can become, we stop expecting, we stop trying, and we stop growing. That loss of hope and vision means nothing will ever change, because we won’t let it.

What we need instead is a fresh outlook, one infused with faith and confidence in a Father who wants what’s best for us. “*With God, all things are possible,*” said Jesus (Matt. 19:26). There are no exceptions, despite the excuses we make to convince ourselves there’s nothing he can do in *our* situation. That’s just fear, laziness or despair talking and it’s offensive to a God who has power over life and death and everything in between.

But he knows how weak we are. So sometimes when things look the worst, he provides the wise counsel of someone with spiritual maturity who can help see a bold new perspective. Someone who can encourage us and hold us accountable. That’s one more reason why he calls us into loving, accepting community with other believers.

Though God doesn’t promise us a fairy tale ending, he does give us everything we need to find a renewed sense of place and purpose. And when we yield to his will, he “*is able — through his mighty power at work within us — to accomplish infinitely more than we might ask or think.*” (Eph. 3:20)

If we really believe that, we’ll put ourselves in God’s hands with a keen sense of faith and possibility, and let that shape our very lives.

Rick Gamble



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Moulding a New Reality

Joe McVicker didn’t know it, but he had a fortune on his hands — literally. Playing with a soft, pliable substance nobody wanted anymore, he must’ve thought financial ruin was right around the corner. Then came a phone call from his sister in New Jersey.

Years earlier, in the 1930s, Joe’s father had started the Kutol Products soap company in Cincinnati, Ohio. One of its best sellers was a doughy wallpaper cleaner used to remove soot left by coal-burning stoves. Customers simply formed a ball of Kutol and rolled it over the dirt on the walls. But after World War Two, most homes had easy-to-wash vinyl wallpaper and sales of the soot remover plummeted.

Worse, Joe McVicker had taken over Kutol when his dad died in a plane crash, then he was diagnosed with a blood cancer called Hodgkin’s disease. The last straw was a warehouse full of product he couldn’t sell — until that phone call.

It was December 1954 and Kay Zufall was calling to tell him the modelling clay used by the kids in her nursery school to sculpt Christmas ornaments was too hard for them. So, she’d bought a tub of Kutol Wallpaper Cleaner and it had worked perfectly, especially because it was softer, non-toxic, and it didn’t stain.

Encouraged, McVicker shipped boxes of his cleaning compound to local schools. Teachers and their kids were ecstatic about the stuff. When the product was showcased at a national education convention, department stores started taking a serious interest, right about the same time radiation treatments sent McVicker’s cancer into remission.

With a new sense of purpose, he removed the detergent from his off-white compound, added colouring and an almond scent, and was set to market Kutol’s Rainbow Modelling Compound. “Don’t call it that!”

