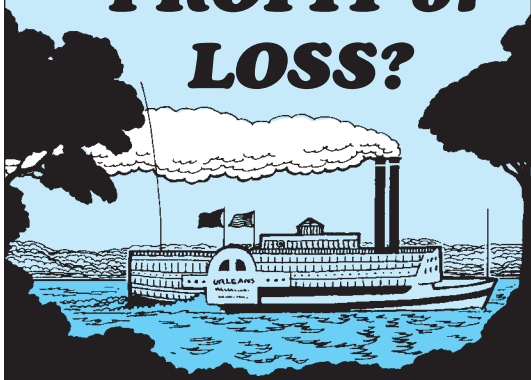


PROFIT or LOSS?



A crowded river boat was traveling down the Mississippi River. Many on board were miners returning from the northwest gold fields. Suddenly the boat struck something and began to sink. The passengers grabbed the life preservers and filled the life boats. Some jumped overboard to swim to safety.

One man who jumped sank like a stone as soon as he hit the water. When his body was recovered, they found his pockets stuffed with the gold the miners had left behind. For a few minutes he had all the wealth he could grab, but it cost him his life. Was it worth it?

Are you trying to stuff your life with riches or pleasure which will eventually destroy you? What a poor choice! Jesus said, "What will it profit a man if he gains the whole world, and loses his own soul? Or what will a man give in exchange for his soul?" (Mark 8:36,37).

The bad news is that we have all made that wrong choice. All of us have sinned against God and deserve to die (Romans 3:23). The good news is that "Christ Jesus came into the world to save sinners" (1 Timothy 1:15). "The wages of sin is death, but the gift of God is eternal life in Christ Jesus our Lord" (Romans 6:23).

Don't let anything keep you from choosing eternal life. Trust Jesus Christ as your Savior and Lord today!

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