**Good. Different** dkm August 2021.  
The TV advertisement for Aldi stores caught my attention recently. I have not seen it of late so they may have taken it down- or maybe I have changed channels. Their slogan was, ‘Aldi. Good. Different’. In what way their store, or their product, is good or different they did not say. They leave it to your imagination.

‘Good’ is a very common word and can be used in various ways. I don’t think Aldi was using it in a moral sense, but this is the way it is often used. This word is found over one thousand times in the Bible, usually in the context of good and evil, or good works, i.e. in a moral sense. But it is also used in the sense that Aldi is probably using it, and the Bible also uses it at times, as in ‘a good land’ or ‘good fruit’ (Mat 7:18).

When we refer to someone as a good person, what exactly do we mean? Are we saying that person does good works or that they are inherently good? When the rich young ruler called Jesus, ‘Good Teacher’, he thought he was showing respect to Jesus, but Jesus made him stop and think about what he said. ‘Why do you call me good?’ he asked. Jesus then said, ‘No one is good but One, that is God’ (Luke 18:19). The word ‘good’ obviously meant more to Jesus than it did to the young man, who simply thought that Jesus was not bad so must be good. I am sure you consider yourself a good person- most people do! But Jesus said no one is good except God. What does this mean- apart from the fact that you are not good!

Many times in the Bible we read that, ‘God is good’ (Ps 25:8, 34:8, 100:5, 106:1). In Psalm 119:68 we find a distinction, saying of God, ‘You are good, and do good’. Doing good is one thing, being good is another? This seems to what Jesus is telling this young man. He had called Jesus, ‘Good Teacher’; Jesus did not tell him to stop doing this but reminded him that only God is good- so Jesus must be God, God the Son.

So next time you think you are good, remember this; and remember the words, ‘There is no one who does good, no not one’ (Ps 14:3, Rom 3:11). The apostle Paul goes on to write, ‘For all have sinned and fall short of the glory of God’ (Rom 3:23). We hear the word ‘good’ all the time, but rarely hear the word ‘sin’ these days. Is it that no one sins these days and that everyone is good? This is what humanists and evolutionists tell us but is not what the Bible says, and certainly not what we see- even in our own lives.

Aldi also uses the word ‘different’ - ‘Good. Different’. They do not tell us in what way they are different- they leave this to your imagination. Maybe they are saying it is good to be different? Well, let me put words from the Bible into your imagination. The people said of Jesus, ‘No man ever spoke like this Man’ (John 7:46). Jesus was different to every other person they had heard speak, and indeed seen in life. The religious leaders tried again and again to trick Jesus in his words. We see journalists trying this with political leaders all the time, but no one ever tricked Jesus in what he said, not even the devil! Yes, Jesus was made like us in every way, but without sin (Heb 2:17, 4:15). No man ever spoke like Jesus. No man ever lived like Jesus. No man ever died like Jesus.

Do you think I am reading too much into a simple advertisement on TV? Maybe, but please remember what Jesus said to the young man, and remember what the people said about the way Jesus spoke. What I want is that you think about this advertisement if you see it again. I don’t know what Aldi’s want you to think, but why not change the words to, ‘Jesus. Good. Different’.