

Got Word?

When I was growing up in the 50s and 60s it became a high priority to get enough milk into the young people of America. The importance of calcium for bone development was increasingly recognized and milk became the conduit through which this mineral element was distributed.

I loved milk a lot and my mother bought special non-fat milk just for me because I was a little chubby back then. I thought the blue water was a little strange but I drank it anyway because I wanted to please my mom.

Two rather quirky milk-related products that came out back then were concentrated milk and flavored straws. I don't know how they did it, but to save room in the frig, you could buy this black carton of concentrated milk which you would then add three parts water. I think it was called three-in-one milk.

The other product was flavored straws. Millions of moms packed these strawberry or chocolate flavored straws in their kid's lunches. As the milk would go through the straw it would pickup the flavor. The straws were not very efficient and sometimes you would get a lot of flavor and sometimes none.

I really wish that as much time and effort were put into making products which delivered the Word of God into our lives. Just as we need our daily calcium, we need that daily Word.

Three-in-one milk, flavored straws were designed to get milk into life. I would like to challenge each of us today to do whatever it takes to get the precious life nourishing, life changing word into your life and the lives of others today.