

# Daily View

*"But exhort one another every day, as long as it is called 'today'" Hebrews 3:13*

June 22, 2020



Summer's great, but I always look forward to the change that happens when fall comes.

## Have You Changed?

*"You will be the same person in five years as you are today except for the people you meet and the books you read." Charlie Tremendous Jones*

I heard the statement above at one of the many marketing conferences I attended when I was in sales for 12 years. The saying is true, if my experience means anything.

I have been influenced by people from all walks of life and books have always been a huge part of my life.

When I was a very young man, I was highly influenced by stories my mother read to me. I especially loved stories and poems from the ChildCraft series of books (© 1937), a fresh copy of which Etta Bicknell graciously found and gave to me.

There were certain stories that I begged mom to read over and over ("Pirate Don Durk of Dowdee" or "Grandpa Dropped His Glasses Once" ...*in a pot of purple dye*...).

Books can make a huge difference if you are the least bit curious. In 1963, when a sophomore in high school, I read "Confessions of An Advertising Man" by David Ogilvy and I decided — almost immediately — that I was going to be an advertising copywriter. Ogilvy's book became an international bestseller, translated into 14 languages, so there was something to it. I still — 57 years later — think about some of the principles he spoke about in the book. One of them still resonates: **no jingles!!** (Sorry, Mr. "My Pillow" man). Also, I remember his description of a magazine ad he created for Rolls Royce. Under the picture of the Rolls, it said, "At 60 miles per hour, the loudest noise you'll hear is the electric clock." I thought

that was brilliant — and for several years I dreamt of owning a Rolls Royce.

I'm not sure about the 5 years figure, but there is no doubt that reading books and meeting people have changed me. Of course, I sincerely hope, the Bible has changed me more than any other book or person other than Jesus could. The Bible builds faith

When people become weak in their faith, you can usually trace it back to two things: (1) dust on the Bible (Romans 10:17) and (2) a failure to interact with people of "like precious faith" (II Peter 1:1). If we are doing both of those things on a regular basis, chances are that the changes we undergo in the "five years" will be changes that make us more Christ-like. And that's what we want, right? We should. Paul said, "...my little children, for whom I am again in the anguish of childbirth until Christ is formed in you!" How does that happen, except by serious Bible reading and study.

If you need it, to stay motivated to read the Bible, I would suggest you team up with someone and then hold each other accountable. This is something that families should do and maybe some of the older kids could team up with the younger kids to help them stay at it. What kind of magical changes would occur if we all did that?