



# *It's The Real Thing*

*by Sandie Ford*

Think back to the early 70's when resonating from our TV's was the popular song "I'd Like To Teach the World to Sing" sung by a group of young people on a hillside looking like they had found the answer to life's mysteries. They were all in "perfect harmony" because of one thing, one "real" thing...Coca Cola. Didn't you know that Coke was the answer to all of the world's problems?

*"I'd like to buy the world a home, and furnish it with love. Grow apple trees and honey bees, and snow white turtle doves.*

*(Chorus) I'd like to teach the world to sing, in perfect harmony, I'd like to buy the world a Coke, And keep it company, It's the real thing. Coke is, what the world wants today..."*

*"I'd like to see the world for once, all standing hand in hand  
And hear them echo through the hills  
For peace throughout the land, It's the real thing, Coke is, what the world wants today..."*

Wow, wouldn't it be nice to think we could buy everyone a Coke, hold hands and there would be peace throughout the land! The idea for that advertisement came from Bill Backer who was the Creative Director of the Coke account for his advertising agency. He tells how he was flying to London and was diverted to Shannon, Ireland, temporarily due to heavy fog in London. The passengers were frustrated, angry and not happy with the accommodations they had been given for the overnight stay. This is what Backer had to say about the scene the next morning...

*"By the next day, Backer saw some of the most irate passengers in the airport cafe. Brought together by a common experience, many were now laughing and sharing stories over snacks and bottles of Coca-Cola. Bill Backer wrote of the scene:*

*"In that moment [I] saw a bottle of Coke in a whole new light... [I] began to see a bottle of Coca-Cola as more than a drink that refreshed a hundred million people a day in almost every corner of the globe. [I] began to see the familiar words, 'Let's have a Coke,' as more than an invitation to pause for refreshment. They were actually a subtle way of saying, 'Let's keep each other company for a little while.'" (Taken from: [thecoca-colacompany.com/heritage/cokelore\\_hilltop](http://thecoca-colacompany.com/heritage/cokelore_hilltop)) Copyright 2006-2009 The Coca-Cola Company*

We are constantly looking for “The Real Thing” everywhere but the right place. We read a variety of self help books on health, diet, finances, child rearing, marriage, etc. We go to seminars that are supposed to help us “get in touch with our inner being” and we look for ways to bring peace to our children, family, friends and nation. Bill Backer would like you to think the answer is in sharing a bottle of Coke. But what we need to refresh our thoughts, find answers to our questions, learn the “how to’s” in life is the Word of God. It is the Real Thing. Nothing needs to be added or taken away. It brings people together and allows them to process life with truth. So much time is wasted looking for the perfect formula or the perfect answer to our circumstances.

I will never forget the words of a godly lady I used to go and visit once a year for accountability. She always asked very pointed questions about my life, marriage, and children. I knew I would have to be honest with Miss Crystal when I went for my visit. The one thing that was always the same during those visits was her having me read a portion of scripture and talking about what it meant. She said to me “Sandie, I didn’t have all these books women have today to help them in any situation. All I had was the Bible. It helped me in marriage, parenting, and personal issues. It is the real thing and it is all you need.” In those moments I saw the Bible in a whole new light (like Bill Backer saw Coke that day in Shannon). The Bible is more than a book to read because I need to have a quiet time...it is THE place to go for answers to life’s questions. It is the real thing.

*“For the word of God is living and active. Sharper than any double-edged sword, it penetrates even to dividing soul and spirit, joints and marrow; it judges the thoughts and attitudes of the heart.” Hebrews 4:12*

*“All Scripture is God-breathed and is useful for teaching, rebuking, correcting and training in righteousness, so that the man of God may be thoroughly equipped for every good work.” 2 Timothy 3:16-17*

### **Reflect and Respond**

- 1) If you were to describe what the Bible means to you, what would you say? I don’t understand it so I avoid it as much as possible, it is a book that I like reading, or it is the guide I use for answers, comfort, training, knowledge and learning more about my Savior.
- 2) Spend this week asking the Lord to reveal His Word to you and for you to be open to receiving what He has to tell you. My challenge to you this week is for you to carry your Bible with you where you go. Bring it in the car, to a restaurant when you are waiting on someone, to the *bathroom* 😊. Pick a book to read through whenever you have the chance. Just read. See what the Lord has for you and the words he wants you to hear. Get familiar with your Bible. Ask questions and search for answers in it. Let it become part of what you do and who you are.



*Sandie Ford has been involved in Women in Ministry at Fellowship Bible Church since 1992. She was on staff for 6 years and is a Resource Consultant for the current staff. Her passion is Leadership Training, Individual Bible Study Training, and Training of Small Group Leaders. She also enjoys mentoring women. She lives with her husband Rollin and their three daughters Jessica, Paige and Audrey in Northwest Arkansas.*