

# Illustrated Bible Life

## Brand Loyalty

**H**ave you ever seen a question of the day? Some coffee shops have a tablet by the pick-up counter with a simple question and room for patrons to write their answers. We have something similar at work. Each week, a new question is posted on a white board in our breakroom. Monday morning, it's one of the first things I check out: What's the new question of the week?

Recently, we were asked to provide the brands we are most loyal to. Favorite electronics companies and food items quickly made the list. One sports fan named our local teams. And one person even cited she was loyal to whichever brand cost the least.

I considered what I would write. Should I put down the car I drive? As of this writing, it has 275,000+ miles on it and drives like a dream. The automatic locks no longer function and one of the door handles won't lie flat anymore, but who cares about cosmetics? I'd buy another in a heartbeat—if they still made them.

Or what about my latest camera? I like it a lot. I used to feel that way about my first camera, a company I kept going back to until they went out of business, a casualty to the changing markets. My fitness watch is made by a local company I feel strongly about supporting. Yet recently, I've had issues with the screen sensitivity—and it's only eight months old.

I would have said I'm intensely loyal to the dentist I've gone to for the past 25 years, and I was, but an unexpected health problem forced an early retirement for him and I'm now on the lookout for a new one. And the post office where I got a box when I first arrived in Kansas City almost 30 years ago suddenly shuttered its doors. It had been in that location for more than a hundred years, but some sort of health issue caused the government to crack down.

So what brands am I loyal to? So many, but they are changing all the time. I would be more loyal if the world would stop changing. If you've stayed with me this long, you probably know what I'm going to say next. That's the way the world is, but some things don't change.

That's why we keep going back to our Bibles and studying the same books again and again. God doesn't change, and what He wants for our lives is one of the few constants we have in life. So what are you loyal to?