

A Wagon and a Pony Named Paddy

A young boy by the name of James had a desire to be the most famous manufacturer and salesman of cheese in the world.

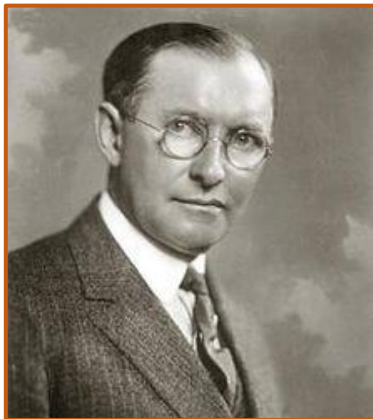
He planned on becoming rich and famous by making and selling cheese, and he began with a little buggy pulled by a pony named Paddy. After making his cheese, he would load his wagon, and he and Paddy would drive down the streets of Chicago to sell the cheese.

As the months passed, the young boy began to despair because he was not making any money, in spite of his long hours and hard work.

One day, he pulled his pony to a stop and began to talk to him. He said, "Paddy, there is something wrong. We are not doing it right. I am afraid we have things turned around and our priorities are not where they ought to be. Maybe we ought to serve God and place Him first in our lives."

The boy drove home and made a covenant that for the rest of his life he would serve God and then work as God directed.

Many years after this, the young boy, now a man, stood as Sunday School superintendent at North Shore Baptist Church in Chicago and said, "I would rather be a layman in the North Shore Baptist Church than to head the greatest corporation in America. My first job is serving Jesus."



As business improved in the next few years, James L. Kraft brought his brothers, Charles, Frederick, Norman and John Henry, into the business. By 1914, J.L. Kraft & Bros. Company, which later became Kraft Foods, opened its first cheese manufacturing plant in Stockton, Illinois. The company grew quickly, expanding into Canada in 1919. Kraft saw a large increase in business during World War I when the United States government provided cheese in tins to the Armed Forces.

Over the years, Kraft introduced many innovative products and used progressive marketing techniques to make his company one of North America's leading food producers.

So, every time you take a bite of Philadelphia Cream Cheese, sip a cup of Maxwell House, mix a quart of Kool-Aid, slice up a DiGiorno Pizza, cook a pot of macaroni and cheese, spread some Grey Poupon, stir a bowl of Cream of Wheat, slurp down some Jell-O, eat the cream out of the middle of an Oreo cookie, or serve some Stove Top, remember a boy, his pony named Paddy and the promise little James L. Kraft made to serve God and work as He directed.

(more)

Is there a corollary for us in Life Care and Century Park? We are called of God to serve others, and we succeed as we follow His direction.

King David wrote of God's promises: *I will instruct you and teach you in the way you should go; I will counsel you with my eye upon you* (Psalm 32:8 ESV).

– Beecher Hunter