

Brand Spanking New!

This is a common saying people use for new things they buy. "It's Brand spanking new!" I didn't buy used, remanufactured, renovated, or pre owned. Although the word 'brand' has a specific meaning, the definition in this expression is not the same. We say this about any new thing - even if the brand is not the best.

I. Brand

A. Refer to Costco Ad 'Brands'

- Why is it important? Importance of quality: Label on mattress & most furniture, by law it states 'made with new material' - a health restriction but not quality control.
- This is a health thing to show we need quality control. But as consumers, we want the best (for as little as possible) & brand names help us.
- Not refurbished, not after market, but original, right from the manufacturer. I replaced the parts with Brand name only & new.

B. Brand usually means they did the 1st of its kind, original, or longest on the market.

- People associate a 'brand name' with reliability, long lasting, quality, & an acceptable higher price. They trust to buy again.
- A brand name is clearly recognized easily. Kleenex is the brand name, but now many companies make it & it is called 'tissue' for them.
- This applies in the spiritual as well. Truth is recognized easily, truth can be trusted - it never changes; it is the first & one of a kind; truth is reliable & 100% quality.

God is the 1st; He is highest of quality & reliability; the best, most trusted, longest lasting; He will never let you down.

II. Spanking

A. Brand 'Spanking' new comes from the time of a baby birth.

- A baby at that time is new to the world & we are so unique, we are our own brand. (Amniotic fluid, a liquid that contains proteins, carbohydrates, lipids and phospholipids, urea and electrolytes, all of which aid in the growth of the fetus).
- Amniotic fluid is continually being swallowed and "inhaled" and replaced through being "exhaled", as well as being urinated by the fetus. It is essential that the amniotic fluid be breathed into the lungs by the fetus in order for the lungs to develop normally.
- Swallowed amniotic fluid contributes to the formation of meconium (stool - sterile).
- When a baby is born, it was a common thing for doctors, if the baby was unresponsive, threatened by water in the lungs, not making any sounds or breathing good enough, to lift the baby up by the ankles (upside down) & spank the bottom to cause it to cry – forcing more lung pressure to blow out any water.

B. Spanking is associated with pain, correction administered, meaning the purpose is to bring improvement, help change a condition to be better.

- Romans 5:3; James 1:2
- Carnal people see spanking as a negative – wise & spiritual people know it is valuable. Abusive people just want to be bullies. God knows the world is bad enough that He does not bully people.

III. New

A. Ecclesiastes 1:9 God was not speaking about physical objects, inventions, etc. Vs. 8 He is talking about our inner man; the things we try to satisfy with the things we see.

- So we may have computers & TV today & they are new but the purpose of them (communications, entertainment) are not new.
- 1 Corinthians 2:13 God wants us to compare spiritual things with spiritual.
- Your pastor is here 'mainly' for helping you with spiritual matters – don't compare me to organization builders, administrators, etc.

IV. Renewed

A. To return to a 'new' condition

- Something older, used, signs of wear or damage, 'renewed' - like it was brand spanking new.
- Impossible in the world to become BSN (Brand Spanking New) since aging, dirt, etc. wears things down. Repair a damaged car BSN.
- Exercise, lose weight & become BSN.

- In God, in the Spiritual, it is possible & necessary to become Brand Spanking New over & over because we have an eternal soul!

Psalms 103:5 Who satisfieth thy mouth with good things; so that thy youth is renewed like the eagle's.

- Ephesians 4:23; Colossians 3:10
- 2 Corinthians 4:7-end Physical perishes to allow the spiritual to be in charge.
- Troubles & trials lead us to renewal!
- This is not an overhaul or renovation.
- With God - He wants us to begin life all over again when we pray through.

V. Conclusion

If we have thoughts that cause questions about 'past things', thoughts that bring us 'down', we must be renewed so we can handle them in a right way.

God wants us to ask questions about God, the church, the future, with a cheerful, positive, attitude because we trust He will answer.

Problems are not here to bring us 'down', but they are here to teach us control to activate faith.