

## We Don't Just Carry Milk... As technology dictates, the menu broadens

**I**n many parts of the world the milkman still delivers milk to the doors of millions of homes. Many of us, as kids, might have worked a milk route; while others worked a paper route, etc. Thousands of operators visiting millions of homes—every day.

**The delivery of milk began as** a simple affair: the truck (often a small vehicle) would visit the dairy and take milk across the town. At first, milk was served by the ladel from churns; later it was placed in small, more manageable jars. Eventually the industry evolved to milk bottles; and now we are offered our milk in either waxed paper, or plastic, containers.

**Convenience and practicality** drive most of the techniques and machinery of modern industrialism. With that thought in mind, consider that the milkman (or woman) soon realized that the people on their routes were open to purchasing

from them things other than just milk. Soon the truck began carrying cheese, then eggs, yogurt, etc. Some meat products were added, along with a compartment to keep everything fresh. As he was able, he supplied the growing culinary needs of his customers—the whole industry being moved and enhanced by both need and demand. That's the way it goes.

**IBE has also been in the home** delivery business for many years. Our Community Mailing program for mailing books and booklets to homes in America operates continually. People like you contact our office on a regular basis and contract us to mail books of their choice to homes countrywide—not using the milkman, but the mail carrier.

**As the technology** has changed, we,

too, from time to time have added products suitable to today's public market. Recently we added the concept of offering DVDs to our Community Mailing sponsors; and they were readily received—by both senders and receivers. Just about everybody you know has a DVD player, and many people would rather watch something than read about it. Right now we have two excellent presentations available (listed below to the left).

**The way it works is really simple:** You decide where you would like to send DVDs; you then call Lary Petty at (205) 646-2941, tell him where you want to mail DVDs and



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how many you want to send. Lary will do the calculations, figure out what it will cost you, then call you back with a price for the job. We do all the work—it's that simple!

**You've given the milk, now** consider adding a little meat to your delivery; you may not be aware, but your neighbors are always looking for something fresh to eat. So scatter some Good Seed. There's a world to save out there.

*Your Mission World Family*

*My gift enclosed—Keep it up!*

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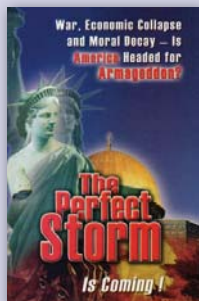
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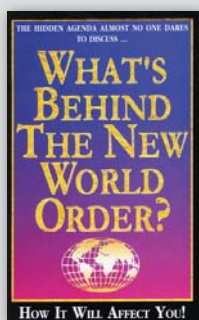


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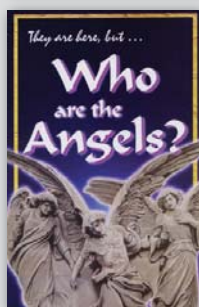
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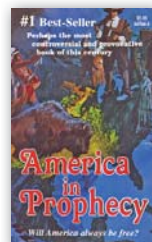
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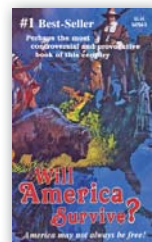


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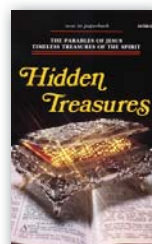
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