

“The Selling Price of Truth”

Matthew 16: 21 – 28

The Bible shows us one of the most ridiculous bargains ever carried out. Esau sold his birthright to his brother for bread and soup. In the course of history people have looked for bargains and often did not stop to consider the final outcome. The Indian who sold a thousand acres of land for a string of beads made a better bargain than a man who wins the whole world at the cost of eternal truth and the loss of his soul. The scriptures tell us, “Buy truth and sell it not.” Buy it at any price and sell it at no price. “Sell it not.” However, there are some things that people do indeed sell truth for, very cheaply. Consider a few.

1. People sell truth for popularity and fashion. A father said to his son, “I want an explanation and I want the truth.” His son replied, “Make up your mind dad, you can’t have both.” That is something like the attitude of many people when they think is this religion going to be popular, if so grab on to it, but if not, stay away from it. The question is not, “is this truth”, but is it popular, is it fashionable? Many abandon truth because it is not popular with the world. Who could believe the virgin birth, the Deity of Christ, the blood of Christ cleansing away sin, and the second coming of Christ? There are those who cease praying and Bible study because it is not fashionable with their companions. They sell truth for popularity. I am reminded of an old story of a railway gate keeper who on a cold night required each passenger to show their ticket and he was rewarded with grumbling and protesting. One man in passing said, “You seem to be very unpopular tonight.” The gate keeper replied, “I only care to be popular with one man and that is the superintendent.” So it is with us, we need to desire to be popular with Jesus Christ rather than with the world. Blaise Pascal many years ago said, “Those are weaklings who know the truth and uphold it as long as it suits their purpose and then abandon it.”
2. People sell truth for business policy. When a man begins to veer from his understanding of honest and true dealings he is headed for trouble. I have a friend who years ago went to work for a man who asked him if he went to church. My friend said he went sometimes. The employer said, “It is good for business because he can usually find some good customers in church.” When religion is put on the market, where will it end? “Many a man goes all the way to perdition with the devil, when he only intended in starting, to go around the first corner.”
3. People sell truth because of ridicule. No one likes to be laughed at, but it may happen and many would sell out the well-tested, reliable, tried and proven truth when ridicule comes their way. They lose their courage. Some may be laughed out of their belief in God’s word. Some may be laughed out of reverence of the Lord’s Day. There are those who may be laughed out of purity and charity of conduct. And then others may be laughed out of their Christian profession and hope for eternity. It is better to be right than to be a king, don’t sell truth for ridicule.

Remember, there is only real freedom in truth, but bondage in error. In (John 8: 32) Jesus said, “Then you will know the truth, and the truth will set you free.” There is only

real safety in truth, to deny the truth leads away from God. In (2 Timothy 3) you can read of all kinds of things that people sell truth for. There is only real victory in loyalty to truth. Truth can't be bound, beheaded or crucified, and also a lie on a throne is still a lie and truth in a dungeon is still the truth. Buy truth at any price but sell it at no price. Never part with truth. Truth is the foundation of our hope. It will keep you through eternity.

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