

Contrastingly, Scripture has given us examples of people who were foolish in the selling business

- Esau sold his birthright (Hebrews 12:16).
- Jacob's sons sold Joseph (Genesis 37:28).
- The merchandisers sold doves in the temple (John 2:16).

One said that when, “‘purchasing’ the truth, we need to do so as a permanent investment.”[8] Far too often, many have bought the truth, only to throw it away the next day. We do not want to be like the child who saved up his money for the brand-new toy, only to throw it away a day later! The truth is perfectly precious (Psalm 19:7; Proverbs 8:11), so let us not throw it away by:

*Substituting it for something else.* No person would sell a million-dollar prize for something worth pennies. Many turn truth into error (2 Timothy 4:4; Titus 1:14), only to find their “prize” is worth nothing. We cannot give up something that saves (James 1:18-21), for something that condemns (Galatians 1:8-9). It is pointless to succumb to something temporal and sacrifice the eternal (1 Peter 1:25; 1 John 2:17). Many substitute the truth with error because of

- Fear.
- The new.
- Power.
- Money.
- Personal sin.
- Family members.
- Worldly status.



Why would we substitute something so great for something so little?

*Refusing to defend it.* Christians are in the sales' business and are “selling the truth.” They are not attempting to throw it away, but to give it to others to grasp also. Christians are the truth's attorneys. Paul said he was appointed to defend the precious Gospel (Philippians 1:17) and Jude urged the brethren to earnestly contend for the faith (Jude 3). We can defend the truth by preparing our hearts (Ezra 7:10; Psalm 119:11; 1 Peter 3:15), publicly proclaiming it (Matthew 28:19-20; Mark 16:15; 2 Timothy 4:2), and persistently attempting to prove it to others (1 Thessalonians 5:21). The truth is a precious ruby, so why would we want to

sell it for something meaningless?

Truth is precious and we should seek to obtain it with all our might. Only a fool would deny such a gift (Proverbs 1:7). We have a responsibility to recognize the truth of the Word, do everything we can to grasp onto it, and never let it go. So, will you “Buy the truth and sell *it* not” (Proverbs 23:23)?

#### Endnotes

- 1Sermon illustrations.com
- 2[https://www.bellviewcoc.com/sermons-PDF/buy\\_the\\_truth\\_and\\_sell\\_it\\_not.pdf](https://www.bellviewcoc.com/sermons-PDF/buy_the_truth_and_sell_it_not.pdf)
- 3[https://winterparkcocnc.com/attachments/File/sermons/2017/buy\\_thetruth.pdf](https://winterparkcocnc.com/attachments/File/sermons/2017/buy_thetruth.pdf)
- 4Strong's Concordance, eSWORD.
- 5Nicholas Cage played Benjamin Franklin Gates in the movie National Treasure
- 6Bob Winton, [gbntv.org/wp-content/uploads/2022/09/Textual/17-Winton-Matthew.pdf](http://gbntv.org/wp-content/uploads/2022/09/Textual/17-Winton-Matthew.pdf)
- 7Ibid.
- 8Robert Stapleton

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**Buy the  
truth**

**and sell  
it not**

**Noah Olson**

The modern world has seen a decline in its search, adherence, and acceptance of truth. There is no truth in the land anymore (Hosea 4:1) and people are made enemies because they stand for the truth (Galatians 4:16). Many hate truth because they love fables (2 Timothy 4:4). Augustine had it right when he said, “When regard for truth has been broken down or even slightly weakened, all things will remain doubtful.” Instead of advocating for objectivism, many search for subjectivism, and would rather uplift ungodliness than condemn it (Isaiah 5:20). Postmodernism populates many but such a sinful mindset harms society. If such an ideology were true, murder, rape, and terrorism could not actually be said to be wrong. Hitler’s forces, Mussolini’s directives, and the 9/11 attacks, were just choices instead of tragedies if Postmodernism is true. While subjective truth seems to be the common standard in today’s world, the Bible teaches objectivity. There is such a thing as absolute truth, despite what professors, politicians, and the public say. Truth is a treasure more valuable than an earthly possession (Proverbs 8:11), so we would make a great search for it. The Proverbs’ writer offers a simple imperative that we all should take seriously: “Buy the truth, and sell it not” (Proverbs 23:23).

### **Truth (John 8:32).**

The first word we examine is “truth.” Henry David Thoreau said, “Rather **than love, than** money, than fame, **give me truth.**” There are many things perceived to be truth but were later found to be false. Some thought the earth was flat, but this was disproven. We often think our blood is blue, but it actually is always red. The five second rule is practiced by some; however, only after milliseconds does bacteria get on food. Some things may SEEM right (Proverbs 16:25), but they may not BE right. From Jesus’ statement in John 8:32, what does BIBLICAL TRUTH show?

*It shows an objective standard.* Jesus says that one could know THE TRUTH. Truth is singular and the common adage “my truth, your truth” is a lie. There cannot be multiple truths, and two opposing viewpoints cannot both be accurate (cf. John 14:6). Pilate asked “what is truth” (John 18:36), not “what is your truth?” Truth comes from the Word of God (John

17:17), not from what we think or feel.

*It shows sureness.* We cannot trust everything, but we can trust the truth. Jesus says we can KNOW the truth. While many modern “truths” are not founded in evidence, God’s truth is. God’s word can be proven (Proverbs 30:5, specifically note the ESV: “proves true.”). We can be fully assured about the truth, for when God says something, we can trust it. God has not left His truth up to guess work or wishful thinking. It is reliable because its Author cannot be unfaithful (Titus 1:2).

*It shows summation.* Jesus does not say you shall know part of the truth or most of it. His statement implies one can have absolute knowledge of every single part of the truth. On the contrary, Satan likes “half-truths” or lies (John 8:44). “Once the Devil was walking along with one of his cohorts. They saw a man ahead of them pick up something shiny. ‘What did he find?’ asked the cohort. ‘A piece of the truth,’ the Devil replied. ‘Doesn't it bother you that he found a piece of the truth?’ asked the cohort. ‘No,’ said the Devil, ‘I will see to it that he makes a religion out of it.’”[1] Part of the truth is not enough. We want to be saturated with every single part. It was the Devil whose error was composed of some truth (Genesis 3:4)[2] and because of that, Eve bought a lie.[3] We do not want to just pick parts of the truth (James 2:10), we want every part of it. How can it make us free if we only use some of it?

The truth is precious, the truth is perfect, the truth is perceivable. Let us recognize its beauty.

### **Buy (Matthew 13:44-46).**

Solomon’s second word is “buy.” Many people spend an enormous amount on many things. Not only do they spend money, but they will go to great lengths to purchase the desired items (Proverbs 23:4-5). While we ought to labor, we want to labor for the good things (John 6:27). The word “buy” means to purchase or attain.[4] Of course, we cannot buy the truth with physical monies or checks, but we can labor hard to obtain it. Jesus’ parable shows that we should:

*Recognize truth’s value* (Proverbs 3:13-15; Psalm 19:10). The truth is more valuable than any item on

earth that we could obtain (Psalm 119:72, 127, 162). Jesus’ parable shows two men who found a treasure: something of great value. The truth is so precious because it completes us (2 Timothy 3:16-17), frees us (John 8:32), purifies the soul (Ephesians 5:26; 1 Peter 1:22), and makes us happy (Proverbs 3:13, 18). The greatest gift that God has given us is the truth, don’t let it go!

*Be treasure hunters* (Matthew 7:7-8). Treasure hunters seek for desired gold, historical artifacts, or amazing wonders. The man in the second parable went “seeking.” If we treat the truth as something precious, then we will put our whole effort into receiving it (Proverbs 2:1-5). We cannot stop because of weakness or failure. We need to be a proverbial Nicholas Cage[5] by being diligent seekers (John 5:39; Acts 17:11; 2 Timothy 2:15). Eventually, seekers find (Proverbs 8:17).

*Quickly buy it.* We should waste no time in our grabbing ahold of the truth. These men did not stop to admire the gift or delay the purchase thereof.[6] We have no time to waste!

*Sacrifice for it* (Proverbs 4:7). These men in Jesus’ parable sold all they had to buy their desired treasure. They did not attempt to get the price lower or neglect the purchase of it because they thought it was too expensive.[7] How much is the truth worth to us compared to other things we have?

- Time?
- Money?
- Family?
- Job?



What will we sacrifice for the truth?

What we “buy” will show our focus (Matthew 6:21). While men labor to get rich, we should labor to buy the truth!

### **Sell it Not.**

The last section of this phrase is “sell it not.” There are many things too valuable to sell. Sports collectors would likely never give away a signed football card worth thousands. Lego collectors would find it hard to give away a certain set that cost a fortune. History buffs know that if they ever came across an ancient artifact, it would go in their “secret” vault forever.