This proverb speaks of the importance of truth, and one’s personal responsibility regarding not only “truth” but “wisdom” “instruction” and “understanding.” There is a very definite connection between these four objects. “Truth” is first mentioned because it is the foundation and cornerstone! “Truth” is “correctness, it is that which is right.” “Wisdom” is “the application and living of the truth.” “Instruction” is a pre-requisite to truth, “the means by which truth is passed on” and it is also a result of truth, providing “direction and guidance.” “Understanding” is “the comprehending, the grasping, and the taking in of the truth.” “Truth” must be comprehended, and grasped, and such will give direction and guidance, and when the direction and guidance of “truth” is followed and obeyed, that is “wisdom.”

In this proverb there are two principles, or a two-fold responsibility concerning these four objects. There is a command to do something—“buy” and there is a prohibition—“sell it not.”

I. THE COMMAND TO DO SOMETHING

“Buy the truth”

1. The Object Associated With The Command:

“the truth” These words tell us that THERE IS SUCH A THING AS TRUTH! The words “the truth” speak of THE REALITY OF THE TRUTH AND THE EXISTENCE! The fact that there is truth, and that truth does exist is a declaration that:

(a). All Things Are Not Equal Or Valid—“Truth” is “correctness in opposition to error and falsehood.” John spoke of the “spirit of truth and the spirit of error” [I John 4:6]. There is “truth” and there is “error” that is, THINGS ARE EITHER TRUE OR THEY ARE NOT!

(b). There Is A Standard To Determine What Is True—A “standard” is “a guideline, a measure, or a means of determining” What is being measured or determined can only be as good as the standard of measurement and determination being used. IT IS IMPORTANT THAT THERE BE AN ABSOLUTE STANDARD! If there is no absolute standard, then one cannot dogmatically say that anything is right or wrong! If there be no absolute standard, then all we have are conflicting opinions, and all beliefs have validity and are to be respected. THIS IS WHY A HUMANISTIC SOCIETY IS BENT ON ELIMINATING AN ABSOLUTE STANDARD!

• The absolute standard for determining truth is God—He is a “God of truth” [Psalm 31:5]. Jesus Christ is truth [John 1:14; 14:6; 18:37]. The Holy Spirit is truth. He is called “the Spirit of truth” [John 16:13].

• The absolute standard for determining truth is the Word of God—It is referred to as “the scripture of truth” [Daniel 10:21], and Jesus said in John 17:17 “Thy word is truth” The Psalmist declared the truthfulness of God’s Word [Psalm 19:7-9], and Isaiah declared God’s Word as a standard of truth [Isaiah 8:20]. God’s law is truth—“Thy law is truth” [Psalm
God’s commandments are truth—“all thy commandments are truth” [Psalm 119:151].

The standard for “truth” is not the opinion, the reasonings, the traditions, or philosophies of man. THE STANDARD FOR TRUTH IS GOD AND THE WORD OF GOD! “Truth” is not determined by institutions of learning, or by politicians, or by preachers, and religious institutions, or by Hollywood or the entertainment industry! TRUTH IS DETERMINED BY GOD AND THE WORD OF GOD! Peter spoke of “the way of truth” [II Peter 2:2], which is “that which is in accord with the standard of determining truth.” WHATEVER IS CONTRARY TO THE STANDARD IS NOT TRUTH, AND IF IT IS NOT TRUTH THEN IT IS ERROR!

(c). Truth Is Absolute, And Perpetual—“Truth” is fact! “Truth” is as fixed, as immoveable, as unchangeable, as certain, and as constant as God and His Word! Man’s acceptance or rejection of “truth” is not what determines truth’s validity [II Timothy 2:9, 15]. TRUTH CANNOT CEASE OR BECOME OBSOLETE! As such, “truth” is universal, it is the same in every place, in every time, and in every circumstance, and for all people!

2. A Needful Act Performed:
“Buy the truth” The word “buy” means “to obtain in exchange for payment” This does not mean that God and His Word are for sale, but it does mean that TRUTH COSTS! The phrase “buy the truth” means that TRUTH NOT ONLY EXISTS BUT THAT IT CAN BE OBTAINED! The phrase “Buy the truth” means that TRUTH IS NOT SOMETHING TO BE AFRAID OF, BUT SOMETHING THAT SHOULD BE SOUGHT! To “buy the truth” is more than hearing about the truth, it is more than commending the truth, and it is more than knowing about the truth, IT IS COMING INTO POSSESSION OF THE TRUTH! To “buy the truth” means that it becomes a part of our life! To “buy the truth” is to believe, to know, and to practice “the truth”

(a). Something Must Be Done With The Truth—“Buy the truth” The Bible speaks of those “which believe and know the truth” [I Timothy 4:5]. It also speaks of those who are “ever learning and never able to come to the knowledge of the truth” [II Timothy 3:7]. It speaks of those who are destitute (lacking and deficient) of the truth” [I Timothy 6:5], and those who resist (withstand and fight against) the truth” [II Timothy 3:8], and those who “turn their ears away from the truth” [II Timothy 4:4]. TRUTH DOES EXIST AND SOMETHING MUST BE DONE WITH IT!

(b). The Requirements Of Buying The Truth—
• Before one will buy something, they must realize its existence.
• When one buys something, there is a felt want or need of the object being bought.
• When one buys something there is a value placed upon what is being bought. One sees some excellency, some usefulness, or some importance in what is being bought.
• When one buys something, they must go to where they can find what they desire to buy. To “buy the truth” one must go where the “truth” can be found. The Word of God, and the Lord’s church which is described as “the pillar and ground of truth” [I Timothy 3:15].

• When one buys something, they are willing to pay what is required. In buying the “truth” one must be willing to submit to the truth. BE TEACHABLE! One must be attentive-One must have the attitude and spirit of humbleness as Samuel—“speak LORD; for thy servant heareth” [I Samuel 3:9].

II. THE PROHIBITION
“sell it not”

1. There Are No Conditions Or Circumstances Mentioned Regarding The Prohibition:
It is simply, and plainly stated “sell it not” When something is sold it is parted with, it is surrendered, and let go of. UNDER NO CIRCUMSTANCES IS THE TRUTH TO BE SURRENDERED! When something is sold, there is a willingness on the part of the seller to part with the object being sold. UNDER NO CIRCUMSTANCES IS ONE TO BE WILLING AND OPEN TO SELLING THE TRUTH! When something is sold there is an exchange, something is preferred to what is being sold, something is considered to be more valuable, more useful, more beneficial to what is being sold [Hebrews 12:16]. ONE MUST NOT BE OPEN TO AN EXCHANGE FOR THE TRUTH!

2. The Meaning Of The Prohibition:
“Buy the truth and sell it not” Once an individual has come into possession of “the truth” they are under no circumstances to part with it, or even be open to relinquishing it. To “sell it not” means to be steadfast and unmovable in the truth, not being “tossed to and fro with every wind of doctrine” [Ephesians 4:14]. To “sell it not” means to continue in the truth [Colossians 1:23], and to hold it [Revelation 2:25]. To “sell it not” means to contend for the truth [Jude 3].

“Buy the truth” NO PRICE IS TOO HIGH, “and sell it not” IT WILL ALWAYS BE A BAD DEAL! The “truth” can only be sold at a loss! It is the responsibility of those who have the “truth” to advance it, and not suppress it [II Corinthians 13:8]. The terms have been set—“buy the truth, and sell it not”