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woman in Laingsburg, Michigan had a unique start to the year 1993. She heard "angry, accented voices" coming from her living room. Fearing her husband was being held hostage by terrorists, she hid in a bathroom closet and whispered to the police on her cellular phone. Sheriff's deputies and a state trooper surrounded the house as the woman stayed on the phone. They entered the house with guns drawn, only to find a man sitting on the couch watching TV — alone!

Police graciously did not release the woman's name. She was partially right, though. The television had been holding her husband hostage.

The prophet Elijah was under a different kind of hostage situation. He had been captured by hopelessness. An angry queen

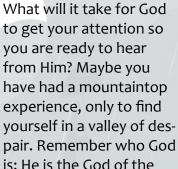
wanted his head — and it wasn't so he could be fitted for a new hat. After a mountaintop experience where he saw the nation of Israel return to God, now he was running for his life.

Elijah's hopelessness caused poor reasoning and wrong thinking. He assumed he was the only prophet left that was standing for God, when there were 7,000 others serving with him. Hopelessness also led him to forget who he was in his relationship to God. He had lost sight of the nature of God. With distorted vision, he responded in despondency and despair, saying he was no better than the prophets who had come before him.

At the heart of his complaint was a complaint about God himself. He felt the Lord had not treated him well by allowing him to experience this hardship. Despair had made him self-centered. Elijah had hit rock bottom.

With His servant distracted from the very purpose for his existence, God needed to get Elijah's attention. First there was a great wind. Then came an earthquake. After the earthquake was a fire. After that, Elijah heard a still, small voice. God was speak-

ing, and now Elijah was ready to listen.



universe and is in complete control of your situation. He knows what you're going through. He cares how you feel. He loves you — and to prove how much, He sent His only Son, Jesus, to die on a cross to pay for your sins. Trust in Him. He will lead you through the valley, giving you hope and peace.

I know, because I've been there myself.

Hopeful in Him,

- Dr. L.W. Edwards



# DETRACTING FROM FINANCIAL DI\$TRACTION\$

Back in 1983, Quaker's CEO, William D. Smithburg, bought Gatorade and turned it into a money-maker. Thinking he could do the same with Snapple, a natural soft drink manufacturer, he purchased the company in 1994 for \$1.7 billion. At the time of the purchase, some Wall Street analysts thought he had paid \$1 billion more than Snapple was worth.

In a dramatic turn of events, sales in the soft drink market fizzled after the acquisition, and rivals Coca-Cola Co. and PepsiCo Inc. introduced new products of their own. After reporting first-quarter losses in 1997, Quaker Oats sold Snapple for only \$300 million – a loss of \$1.4 billion – just 27 months after its purchase.

The investment didn't produce the returns Quaker Oats had expected. Consequently, in April 1997 Smithburg, who had promoted the Snapple purchase, resigned.

Distracted from reality by the potential for profit, Quaker's top executives made a deal they soon regretted. Financial distractions can blind us in the same way if we're not careful. The lure of making more money at all costs or buying things we don't need simply because they are for sale or discounted on clearance can lead us into similar problems.

In 1 Corinthians 10:23, the Apostle Paul said, All things are lawful for me, but all things are not expedient: all things are lawful for me, but all things edify not. To put this in financial terms, every good deal isn't necessarily a wise investment. Here's one example: A higher-paying job or promotion may allow us to bring more money home each month, but is it worth losing time with our families or giving up our weekends? It's a tough call, but an important one. If we make the wrong decision, then we will have to live with the consequences. How do we make the right decision and avoid the distracting influence of wealth?

#### Many Things Are Good, but Not All Are Best

There are many things for which we can spend our money. As I write this article, I can think of several non-profit organizations which frequently request donations. Supporting wounded veterans, the homeless, local hospitals, displaced senior citizens, and Christian ministries is certainly a good thing. Saving money by taking advantage of daily specials at resale shops, 2-for-1 deals at fast food chains, cashback bonuses on new credit cards, and 0% auto financing offers is also good. Few things compare to the satisfaction of knowing we got a great deal. (That's why we sometimes drive several miles out

of our way to buy gas at a station which has the lowest price.)

The problem with money is, it isn't unlimited. With so many people standing in line to take it, how do we know to whom we should say yes, and to whom we should say no? How do we know our next contribution will not be as disastrous as the Quaker-Snapple acquisition? What is best?

#### **Distinguish Good from Best**

Here's a good way to divide good from best financially: That which is good offers immediate benefit; that which is best promises eternal rewards. This measuring system makes it easier to categorize expenses such as daily specials on non-essentials as good. Some charitable giving and investments can even be lumped in this category. . . . Full Article.



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