**Pastor’s Column Pastor Jacob Sherry 2/5/2018**

The historic words of Martin Luther King Jr. rang out in a speech delivered on February 4th. Inspirational words rang throughout people’s television sets here was a man leading a historic movement. Inspirational scenes were shown interspliced with Dodge Ram trucks. At the end the words, “Built To Serve” and of course the Ram logo. It was almost as if you could say “The Words of Martin Luther King Jr.” brought to you by Dodge Ram. Later in the night we saw the amazing efforts of Budweiser who sent water to areas that desperately needed it in the past year, like Houston, areas of Florida, and Puerto Rico. Of course paying unbelievable amounts of money to tell you that they did this was Budweiser.

Does the fact that it was an advertisement take away from the reality that Dr. Martin Luther King Jr. said these words for all to hear? Not at all. Does the fact that Budweiser decided to air an ad talking about their efforts to help those who need it take away from the fact that they did those things? No. But to me it just showed how amazing the gift of salvation that Jesus Christ gives truly is.

At St. John Lutheran Church Sunday mornings you hear the words of Jesus from the Gospels. This past Sunday you heard about the amazing way he healed and taught in Capernaum. At the end of the message you don’t then get an advertisement plug, that this message about Jesus is brought to you by St. John Lutheran Church incorporated. We aren’t selling you anything at St. John, there is no catch, or hidden message. There is only the authoritative word of God which says, “You are saved, you are forgiven, you are loved, and you are the Lord’s.” You see with certainty that Jesus loves you because he died for you, he rose for you and he lives for you. This isn’t an advertisement, this isn’t a gimmick, it’s simply the truth.

So the next time you see an advertisement pay attention to why they are telling you something or showing you something. And then think about how the gift of salvation is free.