

from the desk of
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The Master's Voice

One of the best-known logos belonged to the RCA company. It was based on the painting called, "His Master's Voice." The painting showed a dog, part bull terrier and part fox terrier sitting in front of an old-fashioned phonograph. The dog is looking into the "horn" speaker with a puzzled expression, trying to locate the source of his master's voice. RCA adopted this as their logo to help market their electronic products. This logo remains one of the world's most widely recognized and best loved logos of all time. In John 10:27, Jesus uses the illustration of sheep to show His relationship with his disciples. Jesus said, "*My sheep listen to my voice; I know them, and they follow me.*" Jesus is our Great Shepherd and devoted disciples follow His voice when He calls. Disciples know the voice of the Shepherd and will not follow a strange voice they don't recognize.

In this world today, we have many voices vying for our attention. At times, it is difficult to separate the voice of Jesus and those who would deceive faithful Christians. Satan can disguise himself as an angel of light (2 Cor. 11:14) and his voice can cause one to drift away from Jesus. Christians grounded and rooted in the Word of God will not be fooled with this voice of deception that the devil will use.

We do have an example of a church that listened to the voice of deception. Galatians 1:6-10, records that these Christians were departing quickly from the voice of the true gospel to a false gospel. Paul declared they were following a false gospel. To make his point, he said that even if an angel from heaven was to preach a different gospel to them, that angel was to be eternally condemned!

We can avoid this fate by hearing the voice of our master as he speaks to us through His inspired word. "*So faith comes by hearing and hearing by the word of God*" (Rom. 10:17). We must look in the Bible and not some phonograph speaker to learn about the true gospel!

Blessings,
Danny