

INTRODUCTION

The three temptations that Jesus experienced at the very beginning of his ministry bring before us the three most powerful appeals that can be made to a human being. Let us study them in order:

1. THE APPEAL TO APPETITE. Matt. 4:1-4:

1. Not merely the desire for food, but other things are involved as well.
 1. Not likely that hunger alone was the motivating power that drove grandma Eve to take a little bite of the forbidden fruit.
 2. We are full of desires, appetites, hungers which are innocent within themselves. BUT: We fall into error when we are tempted to gratify in contradiction to God's will concerning a given matter.

2. AN APPEAL TO PRIDE: Matthew 4:5-7.

1. This is not only the excess of self-esteem, it is the desire in addition that our fellows shall take us at our own evaluation...and our determination to force them to do so, if possible.
2. It is an effort on our part to flaunt our riches, our power in the face of humanity in such way as to force them to acknowledge our superiority.
3. IN THE CASE WITH JESUS: It was the temptation to win men to his side by some spectacular display of some sort. "SHOW US A SIGN."

3. AN APPEAL TO AMBITION: Matthew 4:8-11.

1. There are praise worthy ambitions such as:
 - (1) The desire (ambition) to acquire right learning.
 - (2) The ambition to be rich in good works. However, it is not of these that we first think when we speak of ambitious men. THERE HAVE BEEN MEN:
 1. Whose ambition was so great that they tried to dominate the church. 3 John 9, 10
 2. There have been men who would over-top the world and bring it under their power. Their (ambition) desire consumed all righteous principles.

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