destroyed for lack of knowledge . And now if we stop right there, My people are destroyed for lack of knowledge . You say, Well, they ware can't help it, they just don't know, do they? Well, that's often true. You know, I think I hear of many, many people who have not heard the message, who have not had the opportunity to understand and to realize and I think how wonderful it is that we should be gathered together here to consider means of getting the message out , letting people know , letting people have the knowledge in order that the people in the far reaches of the earth should learn about Jesus Christ, should learn about the Word of God -- that they should have the opportunity of knowing. Yes, those who have not had the opportunity, God will deal with a mercy that He will not k show kk to those who have ref rejected their opportunities. And it is God's will that we do everything that we can to get the message of salvation to His people, to all people, near and far. But that is not the main thought of this verse, My people are destroyed for lack of knowledge because thou hast rejected knowledge I will also reject thee. The one who really wants to know, God will bring the truth to him. The one who really wants to know how his life can be worthwhile , God will bring the truth to him some way, but most people are not looking for the truth. They are looking for means of pel pleasing themselves, for means of enjoying like life, for means of getting things that seem to appeal to them, and God wants us to go k not to just the people that want the knowledge , but to the people whose back is turned . Paul had a great vision. He saw a man in Macedonia say Come over and help us. And Paul said We must go over into Europe. We must help those people. This man from Maed Macedonia said, Come over and help us. And that was a true vision because the people of Europe needed the message of salvation. Just as the people of China, the people of Japan, the people of Brazil and the people of Africa, they need the message of salvation. Did you ever notice that when Paul got over there to Philippi, did this man come running out and saying Oh, Paul, I'm so