

# Excessive Buying Afflicts America

By JAMIE BUCKINGHAM

Historian Arnold J. Toynbee states that Madison Avenue represents a greater threat to western civilization than communism. The noted historian charges that Madison Avenue methods of advertising are leading Americans to buy things they do not need or want.

Besides the fallacy of going so deep into debt that it will take the next generation to bail us out, we're satisfying ourselves with our selfish creature comforts while neglecting the real needs of the world.

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## PERSPECTIVE

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Toynbee points out that the revolution presently sweeping the world is an uprising against social and economic injustice. He predicts "America must change her outlook on economics or be bypassed by destiny."

Americans have enjoyed su much luxury during the last 20 years we have fallen in love with it. We find ourselves unhappy unless we can find something new to buy. We spend for the sake of spending.

**BUT THERE'S** something wrong with an economy that will allow 90 pct of the people that live within its confines to be so deep in debt it will take a couple of lifetimes to pay out.

Our economic society fosters dishonesty, greed and immorality. Every credit business in town quickly says their major problem is not sales, but collections. It has reached the point that a business firm now has to employ two men where they could formerly get by with one. The reason? The second man is needed to collect (or repossess) what the first man has sold.

Jesus made it extremely (and painfully) clear that every person who has this world's goods is held accountable for the physical welfare of others. One of the really frightening things about Eternity is that someday we are going to have to give God a financial statement of how we spent our money here on earth.

The number one health problem in America today stems from overeating. God deliver us from the curse of a big bank account and a full stomach.