

I mentioned a few weeks ago how that the advertising rate during the Superbowl was \$20,000 per second. The advertising business is really interesting to think about; all kinds of money is being directed just to convince you that you really want a product. Wouldn't it be great if you had a product that was so fantastic that you did not really have to worry about thinking up some wonderful advertising campaign; that all you had to do was simply place the product before people and they would mob you to get it. Something that had universal appeal! Something that everyone in the world would want, without exception. Well, I have discovered just such a thing, and I have it here in this attractive bag! If I were to bring it out, I would be run over by those fighting to get it. And I would love for everyone to have one, but there is only one of them, and of course I want it.

I am sure most of you realize that it is only a bunch of baloney. There is no product with universal appeal for us to spend our money on. But I know of something that should have universal appeal to us, and that is Christ. The reason that no physical product has universal appeal is because we all have different wants, different desires. I believe that God created each member of the human race with identical needs, but he also gave them a free will which means that he allows us to have different wants. I believe it was Augustine who said that God created us with a God-shaped void within us, and we could never be completely happy until we had put God in that space. But why do we not recognize it? It is because we are so confused. We confuse our wants with our needs and fail to see what it is that is really important for us to have. The major problem in our lives is to discriminate between the two. Christ is the universal answer to our every need; all we need is him, and he comes absolutely free, if we will just accept him. If you recognize your need for him tonight, won't you come...

© Copyright 1986, Heard Lowry