

The Downward Slide of Our Culture is Documented by a Change in Advertising
by Chaplain Frank Wm Nagy

Selfishness is now approved in our culture. Some forty-five years ago a commercial touted *Three Musketeers* brand candy: "So big, you could *share* it with two of your friends." In the late 1990's ads for *Twix* exclaimed, "Two for me, *none* for you!" Not to be out-done by Mars, now Hershey's has its own selfish ad running in 2009. Reese's Peanut Butter Cups also regularly comes two to a package. Their ad reveals a pair of their chocolate confection out of their wrapper. A message forms over them: "Sharing is a nice gesture." These words dissolve, replaced with another phrase: "Stupid, but nice. Reese's -- perfect." And so, the buying public is again treated to the idea that in this day and age selfishness is to be preferred over sharing.