



Luke 12



“The conscious and intelligent manipulation of organized habits and opinions of the masses is an important element in democratic society. Those who manipulate this unseen mechanism of society constitute...”



“...an invisible government which is the true ruling power of our country. We are governed, our minds are molded, our tastes formed, our ideas suggested, largely by men we have never heard of.”

Edward Bernays



“We must shift America from a needs, to a desires culture. People must be trained to desire, to want new things even before the old had been entirely consumed. We must shape a new...”



mentality in America. Man's desires
must overshadow his needs.”

Paul Mazer



‘Our enormously productive economy demands that we make consumption our way of life, that we convert the buying and use of goods into rituals, that we seek our spiritual satisfaction, our ego satisfaction, in consumption....’



We need things consumed, burned up, replaced and discarded at an ever-accelerating rate. We need to have people eat, drink, dress, ride, live with ever more complicated and therefore constantly expensive consumption.”

Victor Lebow



Now when Jesus saw a crowd around him, he gave orders to go over to the other side. And a scribe came up and said to him, “Teacher, I will follow you wherever you go.” And Jesus said to him, “Foxes have holes, and birds of the

Matthew 8:18-20



air have nests, but the Son of Man has
nowhere to lay his head.”

Matthew 8:18-20



**Jesus owned everything
necessary for a perfect life with
God**



Luke 12



Someone in the crowd said to him,
“Teacher, tell my brother to divide the
inheritance with me.” But he said to
him, “Man, who made me a judge or
arbitrator over you?” And he said to

Luke 12:13-21



them, “Take care, and be on your guard against all covetousness, for one’s life does not consist in the abundance of his possessions.”

Luke 12:13-21



And he told them a parable, saying,
“The land of a rich man produced
plentifully, and he thought to himself,
‘What shall I do, for I have nowhere to
store my crops?’ And he said, ‘I will do
this: I will tear down my barns and build

Luke 12:13-21



larger ones, and there I will store all my grain and my goods. And I will say to my soul, “Soul, you have ample goods laid up for many years; relax, eat, drink, be merry.” ’ But God said to him, ‘Fool! This night your soul is required of you,

Luke 12:13-21



and the things you have prepared,
whose will they be?’ So is the one who
lays up treasure for himself and is not
rich toward God.”

Luke 12:13-21



Simplicity



**Simplicity is the invitation to
prioritize a life filled with God
rather than a life filled with
stuff**



God said to him, ‘Fool! This night your soul is required of you, and the things you have prepared, whose will they be?’ So is the one who lays up treasure for himself and is not rich toward God.”

Luke 12:18-21



And he said, 'I will do this: I will tear down my barns and build larger ones, and there I will store all my grain and my goods. And I will say to my soul, "Soul, you have ample goods laid up for many years; relax, eat, drink, be merry." ' But

Luke 12:18-21



Truths of the Simple Life



Truths of the Simple Life

1. The Simple Life is the Wise Life.



And he said to his disciples, “Therefore I tell you, do not be anxious about your life, what you will eat, nor about your body, what you will put on. For life is more than food, and the body more than clothing.

Luke 12:22-31



Consider the ravens: they neither sow nor reap, they have neither storehouse nor barn, and yet God feeds them. Of how much more value are you than the birds! And which of you by being anxious can add a single hour to his

Luke 12:22-31



span of life? If then you are not able to do as small a thing as that, why are you anxious about the rest? Consider the lilies, how they grow: they neither toil nor spin, yet I tell you, even Solomon in all his glory was not arrayed like one of these. But if God

Luke 12:22-31



so clothes the grass, which is alive in the field today, and tomorrow is thrown into the oven, how much more will he clothe you, O you of little faith! And do not seek what you are to eat and what you are to drink, nor be worried.

Luke 12:22-31



For all the nations of the world seek after these things, and your Father knows that you need them. Instead, seek his kingdom, and these things will be added to you.

Luke 12:22-31



Truths of the Simple Life

1. The Simple Life is the Wise Life.
2. The Simple Life is the Trusting Life.



**What do we really believe
about God?**



“There are two ways to get enough.
One is to accumulate more and more.
The other is to desire less.”

G.K. Chesterton



Sell your possessions, and give to the needy. Provide yourselves with moneybags that do not grow old, with a treasure in the heavens that does not fail, where no thief approaches and no moth destroys.

Luke 12:33



Truths of the Simple Life

1. The Simple Life is the Wise Life.
2. The Simple Life is the Trusting Life.
3. The Simple Life is the Good Life.

