In an economic system for which an accumulation of capital is essential to its existence there must be an ever expanding production of commodities in order to create ever greater profits.

ADVERTISING PRESENTS MODELS OF IDEALIZED EXISTENCE, FORCING THE VIEWER TO REFLECT UPON THEIR ALIENATED EXISTENCE WITHIN SOCIETY, INTENSIFYING THE DESIRE TO TRANSFORM ONE'S EXISTENCE THROUGH CONSUMPTION.

For this system of mass production to survive there must be a corresponding expansion of the distribution and consumption of the commodities of this production — a buying public must be created.