

LOOKING TO SUNDAY®

Sunday, July 13, 2014

This email, entitled Looking to Sunday®, focuses on the Gospel Reading for the coming Sunday. It prepares readers to hear God's Word at Mass and it offers a point of reflection to consider in the days leading to Sunday. Looking to Sunday is written by Father Tom Iwanowski.

CAR ADS

Ads for cars are everywhere. We come across them on the pages of newspapers, magazines, and other periodicals. We hear them on the radio. We notice them on billboards as we drive our highways. We see them on pop-ups as we surf the internet. And most of all, we see them on our television screens, especially when watching sporting events and the evening news.

Automobile companies spend billions and billions of dollars advertising their products so that their ads appear each and every day throughout the year. They do so because they realize that most people pay attention to their advertisements only when they are in the market for a new car, and that moment cannot be predicted.

For example, most readers discard the automotive section of a newspaper without even opening it unless they are considering buying or leasing a new vehicle. Those who are selling cars need to have their ads in the paper each day, so that the day a person decides to check the automotive section, the seller's advertisement is there to catch the attention of that potential customer.

If we look at this Sunday's Gospel (Matthew 13:1-23) we see a similar philosophy at work. Jesus tells a parable about a sower who scatters seeds indiscriminately. Some seed falls on the path, some on rocky soil, some among thorn bushes, and some fall on rich soil and produce a rich harvest.

We might say that seed, which represents the word of God, bears fruit in some people, but it fails to bear fruit in most cases.

That parable teaches us that like the sower, the Church is called to proclaim the Good News of Jesus Christ day in and day out in every circumstance that presents itself, for people who reject the message of the Gospel on one occasion might be willing to hear it on another. They can go from being rocky soil to rich soil. People are not locked into only being one way. People change.

So like car companies who recognize that they need to advertise their product each and every day, so we as Christians, who have something far more valuable than any material product, need to keep sowing our message each and every day. The person who is closed to hearing our words of faith one day, may be willing to listen another day.

Whether a person listens or not depends upon the movement of God in a person's life. Our job as a Church and as individual Christians is simply to keep on sowing the word.

We need to keep on sharing the Good News of Jesus Christ for we never know the day when people will be ready to listen, ready to let the word of God take root in them and yield a rich harvest. As Jesus would tell us, "Keep on sowing!"

© 2014 Rev. Thomas B. Iwanowski