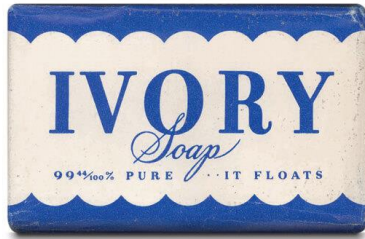




ALL SAINTS' CHURCH

THIS SUNDAY January 29 & BEYOND

I did some research to help with my reflection this week. Most of you will be very familiar with Ivory Soap. It's been around for a long time, and it's known for being pure. It's one of Proctor and Gamble's oldest and most successful products, first produced in 1879. P&G wanted to find a new way to market their soap, and they



turned to science. A laboratory found that Ivory Soap's ingredients are 99 and 44/100% pure. That means that it consisted of fatty acids and alkali with only the tiniest amounts of other ingredients. It was the purest of the pure.

The 99 44/100% pure became the basis for their ad campaign in the 1890's, helping Ivory "clean up" in soap sales. There was one other factor they could use for big sales: Ivory Soap floats! It was the first soap to float in the bathtub because of air bubbles trapped inside the product. It may have started as an accident, but suddenly there were calls all over the country for the soap that floats! Some ideas just take off.

I thought of this because of the Beatitudes, the foundation for the Sermon on the Mount in Matthew 5. I've reflected on these verses many times, there's so much there that it's hard to appreciate them in only one sermon. So, I focused on "Blessed are the pure in heart, for they will see God," (v. 8). Of the eight Beatitudes, this one has always meant the most to me.

There's something moving about reflecting on a pure heart. It's almost as if all the other Beatitudes emerge from the image of a heart that is clean and open to the presence and love of God. To be able to see God, to know Him and be in his favor is blessed indeed.

I've been lucky enough to know a few people that immediately radiate this presence and purity. Most have been lay people and members of my parish, and a couple have even been clergy! To be with them, to be open to their spirit, has enabled me to see God in a new way. There was something so clean and pure about them, it was transcendent.

They have helped me to want to be a better person. They've helped me understand the Beatitudes. I've wanted to be more humble, more merciful and peaceful. They've helped me when I've been called on to mourn with others, feel empathy and

generosity beyond my normal means. To care for those who feel persecuted in life, those who travel a hard road and feel the dust in their face daily. I hope I can open my heart to them, understand their path, and give of myself generously.

These things come from the pursuit of a pure heart. As Christians, we are all on the journey to the presence of God in our life. We all seek to grow closer to Him, and to know His blessing. Ivory Soap is 99 and 44/100% pure and it floats! We may not be there, but the love of God and the purity of the heart of Jesus Christ is there for us as an example and a call. We may not float, but we are raised up in Christ.

Father Steven L. Schuneman

Readings for this Sunday – Fourth Sunday after Epiphany

Micah 6:1-8 Psalm 37:1-6 1 Corinthians 1:18-31 Matthew 5:1-12

Calendar

SUNDAY: 8:00a Low Mass (Church)
9:30a Christian Formation (Fireside Room)
10:30a Solemn Mass (Church)
3:00p San Diego Coterie Concert (Church) See details next page.
—*The entrance to the church is on 6th Avenue*—

Note: Child care is provided at the 8:00a, 10:30a Mass, Coffee Hour & Fellowship follow the Mass in the Parish Hall.

MONDAY 7:00p (AA) Doctors' Group (Fireside Room)

TUESDAY: Noon Mass (St. Mary's Chapel)

FRIDAY: 9:00a Morning Prayer (St. Mary's Chapel)
9:30a Mass (St. Mary's Chapel)

AA Meetings

6:30p Rainbow Bridge (Fireside Room)
8:00p Ladies' Group (Fireside Room)
8:15p Men's Group (Parish Hall)

SATURDAY: 11:00a Rosary in St. Mary's Chapel
11:30a MASS in St. Mary's Chapel
Noon Potluck Luncheon in the Parish Hall



Sunday, January 29 at 3:00pm

The Greater San Diego Orchestra and Chorus, under the direction of Angela Yeung, will return to All Saints' on Sunday, January 29th at 3:00pm to perform selections from Mendelssohn's *Elijah* and Copland's *Old American Songs* with Irene Marie Patton, soprano and Frank Hallock, baritone. An afternoon of music to lift your spirits. For more information, email Dr. Yeung at ayeung@sandiego.edu or check their website: www.gsdmusicoterie.org.

Donation: \$10 general admission; \$5 for students. Proceeds will support the work of the Music Coterie and the outreach programs of All Saints'.