

# Don't judge by externals

19th Sunday in Ordinary Time  
(Aug. 10): (R3) John 6:41-51; (R1) 1 Kings 19:4-8; (R2) Ephesians 4:30-5:2.

Back in the 1940s, a highly popular advertising jingle for Chiquita Bananas ended with the line: "Bananas like the climate of the very, very tropical equator, so you should never put bananas in the refrigerator. No. No." We are told that the only reason the word "refrigerator" was mentioned in the jingle was that it rhymed with "equator." The truth is bananas can be put into the refrigerator. However, that didn't matter in the '40s when refrigerators were tiny and the majority of women went grocery shopping almost daily.

However, what seemed to be the perfect ad campaign began costing the company sales in the '50s when the suburbs boomed, refrigerators doubled in size and shopping became a once-a-week event. Shoppers would buy a dozen apples or oranges but only three bananas because they "knew" that bananas should never go in the fridge. The company tried in vain for years to counter the jingle's message but finally gave up. Once people have a certain image in their mind they do not give it up very easily.

Comedian Jack Benny so carefully cultivated the image of being a tight-wad that everyone assumed it was real. Benny did nothing to discourage it, because it gave him a ready device for comedy.

One day he was having lunch with Edgar Bergen at the Brown Derby. Benny demanded the check. The waiter feigned surprise and said, "Mr. Benny, I'm surprised to hear you ask for the check."

"So am I," Benny said, "that's the last time I'll ever eat with a ventriloquist."

Once people think they have you figured out, it is difficult to change their perception. Jesus ran into this. He lived in a small town, in a small



Father **Albert Shamon**

## A word for Sunday

country. People knew his mother. They may have even known Jesus in his role as a carpenter. After all, he did not begin his ministry until he was 30. For most of his adult life, he labored as a carpenter. Can you imagine how people responded when suddenly he proclaimed himself to be the one prophesied by the prophets? When he said that he was the bread come down from heaven, we can understand how many people grumbled, "Isn't this Jesus, the son of Joseph?"

Be careful when you judge another person's potential. How mistaken so many were who laughed at Jesus. "Bread from heaven? We know where you came from. You're Mary and Joseph's son."

Also be careful when you place people in a box because they belong to a particular group. Long-hairs, short-hairs, gray-hairs, minorities, ethnics, yuppies. There are so many factors that determine a person's success in life: intelligence, talent, determination, desire. External characteristics are a tiny portion of the equation.

It makes no difference where we come from or how we look or talk or who our parents are. We are all children of God. We all have more potential than we can ever exhaust. And there is one who can help us so orient our lives that we can overcome every obstacle. Christ is bread for the world. When we feed on him

we find we are able to accomplish more than we ever dreamed possible.

Tracey Bailey, captain of the wrestling team, good student, got involved in the devastating vandalism attack on the local high school. The judge wanted to hold him up as an example to others and sentenced Tracey to a five-year term in prison. Fortunately, in prison, Tracey found God. When he was released, Tracey went to college and became a role model for other confused young people. In April 1993, the president at a White House ceremony awarded Tracey National Teacher of the Year honors.

Where are you going? And who is going with you? If it is Jesus who goes with you, then hold on for a great adventure.

Father Shamon is administrator of St. Isaac Jogues Chapel, Fleming.

## Daily Readings

Monday, August 11

Deuteronomy 10:12-22;  
Psalms 147:12-15, 19-20;  
Matthew 17:22-27

Tuesday, August 12

Deuteronomy 31:1-8 (Ps)  
Deuteronomy 32:3-4, 7-9, 12;  
Matthew 18:1-5, 10, 12-14

Wednesday, August 13

Deuteronomy 34:1-12;  
Psalms 66:1-3, 5, 8, 16-17;  
Matthew 18:15-20

Thursday, August 14

Joshua 3:7-10A, 11, 13-17;  
Psalms 114:1-6;  
Matthew 18:21-19:1

Friday, August 15

Revelation 11:19A, 12:1-6A,  
10AB; Psalms 45:10BC,  
11-12AB, 16; 1 Corinthians  
15:20-27; Luke 1:39-56

Saturday, August 16

Joshua 24:14-29; Psalms 16:1-2,  
5, 7-8, 11; Matthew 19:13-15



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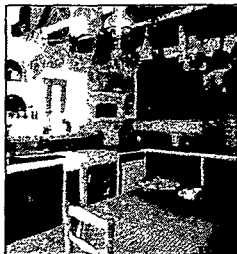
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## Kids' Chronicle

Answers from page 12: 1. d. 2. e. 3. b. 4. c. 5. g. 6. f. 7. n.