

Originally marketed as a disposable face towel, Kleenex tissues have come a long way since 1925. By the 1930s, the marketing shifted to being a disposable handkerchief. In the 1940s, the cartoon character “Little Lulu” was used to advertise Kleenex products ... and the rest is history.

Much to the dismay of the parent company, Kimberly Clark Worldwide, their trademark “Kleenex” is all but a generic term for any facial tissue in the US.

Today we hear in the first reading from Jeremiah - often known as the “weeping prophet,” known for his Lamentations in the Old Testament.

If there ever was a biblical prophet who needed a Kleenex ... or maybe Jeremiah could displace “Little Lulu” as spokesperson for the brand.

Yet despite Jeremiah’s sad demeanor, there are two messages of an upbeat nature in today’s reading.

In the first, the prophet says to God:

*When I found your words, I devoured them;  
they became my joy and the happiness of my heart*

And in the second, God tells the prophet:

*I am with you,  
to deliver and rescue you, says the LORD.  
I will free you from the hand of the wicked,  
and rescue you from the grasp of the violent.*

Tying this in with the Gospel, which is a repeat from last Sunday, I would propose the following premise:

Inasmuch as we make God’s word in Scripture, and our relationship with God in prayer a priority ... a *treasure* ... only then can we begin to see the effects of God in our lives ... the joy, the freedom, the deliverance from the things that drag us down.

As we approach this altar to receive the Body and Blood, Soul and Divinity of Jesus Christ - let us never forget the inestimable treasure contained in (1) the Sacraments - especially the Most Holy Sacrament of the Altar - the Eucharist, (2) the Word of God - in Scripture, (3) and in our own personal relationship with God in Jesus Christ.