Once again, O Lord of hosts, look down from heaven, and see; take care of this vine, and protect what your right hand has planted.

Psalm 80:15-16

HOLY NAME OF JESUS CATHOLIC CHURCH
San Francisco, California
Serving the Outer Sunset since 1925
Twenty-seventh Sunday in Ordinary Time

October 8, 2017

Have no anxiety at all, but in everything, by prayer and petition, with thanksgiving, make your requests known to God.

— Philippians 4:6

TODAY’S READINGS
First Reading — The vineyard of the Lord is the house of Israel (Isaiah 5:1-7).
Psalm — The vineyard of the Lord is the house of Israel (Psalm 80).
Second Reading — God’s peace will guard your hearts and minds (Philippians 4:6-9).
Gospel — The kingdom of God will be given to those who will produce its fruit (Matthew 21:33-43)

MASS INTENTIONS
WEEK of October 8, 2017

<table>
<thead>
<tr>
<th>Day</th>
<th>Mass</th>
<th>Name or Group</th>
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</thead>
<tbody>
<tr>
<td>Sun</td>
<td>7:30 AM</td>
<td>Mass for the People</td>
</tr>
<tr>
<td></td>
<td>9:30 AM</td>
<td>Rose Dietzen†</td>
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<tr>
<td></td>
<td>11:30 AM</td>
<td>Timothy Reilly †</td>
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<tr>
<td>Mon</td>
<td>7:30 AM</td>
<td>Eva Riley Heuer†</td>
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<tr>
<td></td>
<td>9:00 AM</td>
<td>Roger Pendenza Family</td>
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<td></td>
<td>9:00 AM</td>
<td>Living &amp; Deceased</td>
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<tr>
<td>Tue</td>
<td>7:30 AM</td>
<td>Erna &amp; Donald May†</td>
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<tr>
<td></td>
<td>9:00 AM</td>
<td>Karen Fitzgerald†</td>
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<tr>
<td>Wed</td>
<td>7:30 AM</td>
<td>Ilse &amp; Peter I. Zensius†</td>
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<tr>
<td></td>
<td>9:00 AM</td>
<td>Bill Kreps†</td>
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<tr>
<td>Thu</td>
<td>7:30 AM</td>
<td>Anne &amp; Jan Stromquist†</td>
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<tr>
<td></td>
<td>9:00 AM</td>
<td>William Kreps†</td>
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<tr>
<td>Fri</td>
<td>7:30 AM</td>
<td>Daniel Domingo†</td>
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<tr>
<td></td>
<td>9:00 AM</td>
<td>Philip Sr. &amp; Philip Jr. Sigmund†</td>
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<tr>
<td>Sat</td>
<td>7:30 AM</td>
<td>Denise Costello†</td>
</tr>
<tr>
<td></td>
<td>9:00 AM</td>
<td>Special Intentions of Madison Morales</td>
</tr>
<tr>
<td></td>
<td>5:00 PM</td>
<td>Judy Bradley†</td>
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</tbody>
</table>

SAINTS AND SPECIAL OBSERVANCES
Sunday: Twenty-seventh Sunday in Ordinary Time
Monday: St. Denis and Companions; St. John Leonard; Columbus Day; Canadian Thanksgiving Day
Wednesday: Saint John XXIII
Saturday: St. Callistus I; Blessed Virgin Mary

READ THE CATHOLIC BIBLE FOR ONE YEAR
OCTOBER

READINGS FOR THE WEEK
Monday: Jon 1:1 — 2:2, 11; Jon 2:3-5, 8; Lk 10:25-37
Tuesday: Jon 3:1-10; Ps 130:1b-4ab, 7-8; Lk 10:38-42
Wednesday: Jon 4:1-11; Ps 86:3-6, 9-10; Lk 11:1-4
Thursday: Mal 3:13-20b; Ps 1:1-4, 6; Lk 11:5-13
Friday: Jl 1:13-15; 2:1-2; Ps 9:2-3, 16, 8-9; Lk 11:15-26
Saturday: Jl 4:12-21; Ps 97:1-2, 5-6, 11-12; Lk 11:27-28
Sunday: Is 25:6-10a; Ps 23:1-6; Phil 4:12-14, 19-20; Mt 22:1-14 [1-10]

SAINTS AND SPECIAL OBSERVANCES
Sunday: Twenty-seventh Sunday in Ordinary Time
Monday: St. Denis and Companions; St. John Leonard; Columbus Day; Canadian Thanksgiving Day
Wednesday: Saint John XXIII
Saturday: St. Callistus I; Blessed Virgin Mary

We pray for the Sick …that they may experience God’s Love and Healing.

We pray for those who have Died…that they may be granted a home in heaven.

READINGS FOR THE WEEK

PARISH MISSION STATEMENT
Holy Name of Jesus Parish San Francisco

is a welcoming multicultural and liturgical community that celebrates our Christian Faith.
In the spirit of the “Joy of the Gospel” we work together promoting Catholic values and teachings. Our parish encourages a strong devotion to our Blessed Mother Mary, who gives us an example of faithful discipleship and a generous stewardship way of life.
an echo: We get back what we give.

That day taught the little girl a great lesson that our life is like an echo.

The little girl went to the hill and shouted; “I love you, I love you,” and an echo came back.

The mother understood and she asked her to come back there with her and shout again, “I love you, I love you.”

Because of fear of a scolding, she ran out of her house. She went up to the hill and shouted, “I hate you, I hate you.” This was the first time in her life she had heard an echo. She got frightened, went to her mother for protection and said there was a ghost in the valley who shouted “I hate you, I hate you.”

A little girl got angry with her mother and shouted at her, “I hate you, I hate you.” Her mother got angry, unplugged the TV and threw out all the beer.

Because of fear of a scolding, she ran out of her house. She went up to the hill and shouted, “I hate you, I hate you.”

A man and a woman were sitting in the living room discussing a “Living Will.”

“Just so you know I never want to live in a vegetative state, dependent on some machine and fluids from a bottle.” His wife got up, unplugged the TV and threw out all the beer.

A little girl got angry with her mother and shouted at her, I hate you, I hate you.”

Because of fear of a scolding, she ran out of her house. She went up to the hill and shouted, “I hate you, I hate you,” and an echo came back, “I hate you, I hate you.”

The little girl went to the hill and shouted; “I love you, I love you,” and the echo came back.

That day taught the little girl a great lesson that our life is like an echo: We get back what we give.

Benjamin Franklin said, “When you are good to others, you are best to yourself.”

Love life, share your life and be a life to others!
HOLY NAME LADIES AID COLLECTION
Next Sunday, members of the Holy Name Ladies Aid Society will be collecting for the needy in the Parish. Boxes will be by the exits.

ARCHDIOCESAN ANNUAL APPEAL
Thank you to all who have already sent in their generous donations to the 2017 Archdiocesan Annual Appeal. I humbly ask those of you who have yet to participate in the Annual Appeal to do so soon. You may want to consider a donation of $600 (or more) which qualifies you for the 1% Club. All 1% Club donors for the 2017 Annual Appeal will be treated to a catered Thank You Dinner (date to be announced). For about the cost of a specialty coffee per day, you could contribute $600 per year or more to the Archdiocesan Annual Appeal to aid the work of the Church and to minister to all those supported by these services and agencies.

Simply send in your donation check (made payable to AAA 2017), and mail or drop off to Holy Name of Jesus Parish, 1555 39th Ave., San Francisco, CA 94122. Credit card donations may also be made by logging onto sfarch.org - please designate Holy Name of Jesus as your Parish.

For more information regarding the Archdiocesan Annual Appeal, please contact the Archdiocesan Office of Development at (415) 614-5580 or our Parish office (415) 664-8590.

2017 ANNUAL APPEAL UPDATE:
As of 10/02/2017 we have received: $51,894.00
We still need: $10,990.00 to complete our goal of $62,884.00

SACRISTAN/SEXTON NEEDED
The parish of Holy Name of Jesus is calling for a new Sacristans/Sexton to cover the 1st and 5th weekends of the month (one sacristan for each weekend).

The candidate will be briefed on the responsibilities of a sacristan. After a screening with our Pastoral Vicar, Fr. Simon Jin, the candidate who wishes to serve in this ministry will be referred to the Pastor, Rev. Fr. Arnold Zamora, for further orientation.

If you have a deep desire to serve God’s church, please contact Lead Sacristan, Ramsey Ramos at (415) 205-4609 or the Pastoral Center at (415) 664-8590. The candidate will be briefed on the responsibilities of a sacristan.

The only requirements for those who wish to serve as sacristan are reliability, dependability, punctuality and honesty, and a deep desire to serve God’s church. Candidates must also be able to lift and carry 15 lbs. and climb up and down the stairs. The sacristans communicate through email frequently on issues and concerns. Also, a meeting might occasionally be called to discuss specific concerns and preparations for special events in the church.

Come join a time-honored ministry in the Catholic Church! Thanks for your stewardship!

WEEKLY COLLECTION SUMMARY

<table>
<thead>
<tr>
<th></th>
<th>10/01/2017</th>
<th>10/02/2016</th>
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</thead>
<tbody>
<tr>
<td>No. of Envelopes</td>
<td>155</td>
<td>161</td>
</tr>
<tr>
<td>Sunday Collection total</td>
<td>$6,056.75</td>
<td>$6,059.95</td>
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<tr>
<td>YTD Ordinary Income</td>
<td>$220,195.43</td>
<td>$229,017.13</td>
</tr>
<tr>
<td>Surplus/(Deficit)</td>
<td>($8,821.70)</td>
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HOLY NAME WEEKLY CALENDAR  Week of Oct 8, 2017

Sunday, October 8, 2017
10 AM Choir Practice  Flanagan Center
10:30 AM Religious Education  Pastoral Center
12:30 PM Friends of BVM  St. F. Garden & Flanagan Center

Monday, October 9, 2017 (Columbus Day)
10 AM Monday Exercise Group  Flanagan Center
1 PM Sewing Group  Pastoral Center
2 PM Knitting & Crochet Group  Pastoral Center
7:30 AM SVDP Meeting  Pastoral Center

Tuesday, October 10, 2017
9:30 AM C/E Class  Pastoral Center
10 AM Lectio Divina  Pastoral Center
7:30 PM Legion of Mary  Pastoral Center

Wednesday, October 11, 2017
6 PM HN Choir  Pastoral Center
7 PM RCIA  Pastoral Center
7:30 PM Chinese Bible Study  Flanagan Center

Thursday, October 12, 2017
11 AM Memorial Mass  Church
11 AM Senior Club  Flanagan Center
12:30 PM Memorial Mass  Church
4 PM Taekwondo  Flanagan Center
7 PM RCIA  Pastoral Center
7 PM Catholicism Fall Study  Pastoral Center

Saturday, October 14, 2017
11:30 AM Reception  Flanagan Center
1 PM Chinese RCIA  Green Room
2:30 PM Chinese Social  Flanagan Center
3 PM Chinese Mass  Church
5 PM Youth Ministry with Mass  Flanagan Center

DON’T FORGET 10/29/2017 at 10:29 AM
COMMITMENT WEEKEND
Stewardship Way of Life in action

The 9:30 & 11:30 AM Masses will be merged together and the Mass will be at 10:30 AM ONLY ON THIS SUNDAY. The 3 PM Chinese, 5 PM Vigil on Saturday and 7:30 AM Sunday Mass will remain as is.

On Commitment Sunday steward your gifts! In doing so, you will be glorifying the Lord with your entire life!
TWENTY-SEVENTH SUNDAY IN ORDINARY TIME
October 8, 2017

Canadian theologian Bernard Lonergan had a major impact on philosophy and theology last century. Sometimes his language was so complex we had to buy a companion book to help us read the original work! Surprisingly, however, his most important insights were very simple and expressed in very simple language. One of them was that we regularly have “ah-ha” moments, where we get an insight into God, the world or ourselves. These moments make sense of things we have previously only seen as problems.

Matthew’s Gospel is filled with “ah-ha” moments. Written for a generally Jewish audience it reflects on Jesus in light of the history of Israel, the Hebrew Scriptures and the expectations of the Messiah. Jesus was for Matthew’s community, and is for us, the “ah-ha” in world history. By Matthew reflecting on his life, death, and resurrection, things he had previously only wondered about now made sense.

The phrase “the stone rejected by the builders” originally referred to Israel. In Psalm 118 and, more generally, in the Book of Psalms, the trials and defeats of Israel are seen to be tests of strength, love, and endurance. Despite everything Israel has gone through, the people continue to sing of God’s fidelity to them and what marvels God has done before their eyes, making them into a more faith-filled people.

Matthew, however, reflects on what happened to Jesus at the hands of the Chief Priests, Scribes and Romans. In a great “ah-ha” moment he sees that it is Jesus, not Israel, who is the stone rejected by the builders which has now become the key building block of a new edifice.

Doing exactly the same as Matthew does with this passage, we can apply it to our own lives as well. There are often facets of our personality or character of which we are ashamed or about which we despair. From gossip to greed, past hurts to anger, sexuality to broken relationships, we can often get discouraged at how un-together our Christian life is.

Even though we have worked hard to overcome our worst traits, we often think nothing good will ever come of them. In such a context we need to hear today’s Gospel, “The stone which the builders rejected has become the cornerstone. This is the work of the Lord, a marvel in our eyes.”

The parts of our character we most despise could be the most marvelous moments of amazing grace. Nothing is irredeemable to God; nothing has gone too far or become too entrenched. In the Christian life there is no room for shame, only for repentance and starting over. Looking at things we have thought of as only being problems provides us with the greatest potential for “ah-ha” moments, where the healing and love of Christ enables us to turn our lives around, to demolish all the negative and defeatist self-talk in which we can indulge and rebuild ourselves with Christ, the master builder.

Once we get into the habit of doing this, it’s amazing how many “ah-ha” moments we have as our history ceases to be a problem to be overcome but turns into a challenge to be harnessed for the building up of the Kingdom of God on earth.

© Richard Leonard SJ.

FiAm Club Thunder Valley Casino Trip
Monday October 30, 2017
9:00AM Sharp Departure
$35.00 per Person
$15.00 Machine Play
$12.00 Food Coupon

Payment Guarantees Seat
For Reservations please call:
Sylvia King..........415-335-3760
Benny Capuyan......415-863-6576

Fright Festival
October 21st 10am -5pm
Monster Mash Dance and Bingo to follow 6-8pm
Carnival Games, Haunted House, Jumpy House,
Exciting Obstacle Course, Costume Contest, Bingo Area, Raffle, Food, Drinks and Fun!

1560 40th Ave. San Francisco

2018 MASS BOOK
The 2018 Mass Intentions book is now ready. Please mail your requests with (1) the Name of the person you wish to have the Mass said for, (2) please indicate if the person is (L) Living or (D) Deceased, (3) your name, address and phone number (4) enclose a check payment. The cost is $10 for each Mass offering and send to 2018 Mass Requests Holy Name of Jesus Church 1555 39th Ave. San Francisco, CA 94122.

ARE YOU A NEW PARISHIONER? Or just never registered?
You may register online at http://holynamesf.org/parishregistration/
You may also call (415) 664-8590 or drop by the Parish office (1555 39th Ave./Lawton St.) 9 AM-4 AM, Monday-Friday.
ADS
Holy Name Parish

Business Office:
1555 39th Ave. San Francisco, CA 94122
Phone: (415) 664-8590  Fax: (415) 759-4293
www.holynamesf.org  E-MAIL: hnparishsecretary@gmail.com
Rev. Arnold E. Zamora, Pastor
Rev. Xishou “Simon” Jin, Parochial Vicar
Most Rev. Ignatius C. Wang, Auxiliary
Bishop Emeritus of San Francisco, In Residence
Sr. Cristina Ovejera, FdCC, Pastoral Associate
Jackie C. Alcaraz, Parish Manager
Director/Holy Name Conservatory of Music
Colleen A. Durkin, Parish Secretary
Holy Name School Alumni Coordinator
Carol Elliott Maloof RN, Parish Nurse

HOLY NAME SCHOOL: (415) 731-4077
Website: www.holynamesf.com
Natalie Cirigliano Brosnan, Principal
1560 40th Ave. San Francisco, CA 94122
HOLY NAME PRESCHOOL: (415) 664-4753
Alice Ho Seher, Preschool Director
Website: www.holynamesf.com & click on Preschool

Holy Name CONSERVATORY OF MUSIC
Private lessons are offered in piano, voice, guitar, violin and viola. To register or more information please contact Jackie at (415) 664-8590.

RECTORY: 3240 Lawton St. San Francisco, CA 94122 (415) 759-4295  Priest on Duty: (415)806-3315
FLANAGAN CENTER: (415) 564-2632
PARISH NURSE PROGRAM: Carol, R.N. (415) 664-8590 ext. 109

SCHEDULE OF MASSES
Sunday: 7:30 AM, 9:30 AM (Family Mass), 11:30 AM, Saturday
7:30 AM, 9:00 AM, 3:00 PM (Chinese), 5:00 PM (Vigil)
Weekdays 7:30 AM, 9:00 AM
Holy Days 7:30 AM, 9:00AM, and 7:00 PM
Confessions: 15 minutes before 9:30 and 11:30 AM Masses on Sunday & 4:30 - 5:00 PM Saturday or by appointment
Adoration of the Blessed Sacrament Every Wednesday—9:30 AM—12 Noon
Sacred Heart of Jesus Devotions:
Friday after 9:00 AM Mass
Perpetual Help Devotions:
Saturday after 9:00 AM Mass
First Saturday Devotion to the Blessed Virgin Mary begins at 8:30 AM with the Rosary, then Mass & Benediction
Baptisms by appointment
Baptismal Preparation—Every 1st Saturday of the month in the Pastoral Center - 2 PM—You need to register for the class ahead of time.
Baptism Ministry (Sewing Group): Every Monday 1-3 PM in the Pastoral Center Event Room
Marriages:
Contact Pastoral Center 6 months in advance.
Sundays 12:30-2:30 PM, Flanagan Center
R.C.I.A. (Chinese):
Every Saturday—Green Room—1:30 PM
Lectio Divina: Tuesday 10—11 AM (Pastoral Center)
Bible Study Group (Chinese):
Every Wednesday—7:30 PM — Flanagan Center
Parish Pastoral Council: contact Fr. Arnold Zamora
St. Vincent de Paul Society meeting— every Monday at 7:30 PM (Pastoral Center)
Holy Name Ladies Aid: every 1st Wednesday of the Month at 11:45 AM (Pastoral Center)
Senior Club: every Thursday at 10:30 AM (Flanagan Ctr.)
FIL-AM Club: Every 3rd Friday of the month, 7pm in the Flanagan Center.
HOLY NAME Choir Practice: every WEDNESDAY at 6:00 PM in the Pastoral Center
The Gabriel Project: Contact Rose Tang (415)793-0967
Youth Ministry: One designated Saturday a month 5 PM—7:30 PM including Mass. Contact person: Sr. Cristina & Team (415)664-8590
Blood Pressure Screening: every 2nd Wednesday from after the 7:30 AM Mass until 11 AM (Pastoral Center)
Except July & August
Hospitality: Every Wednesday after the 7:30 AM and 9 AM Masses in the Pastoral Center except July & August

Stewardship
IS NOT A PROGRAM
NOT A FUNDRAISING CAMPAIGN
NOT AN EMPTY BUZZWORD BUT A Way of Life
“LIFE IS NOT GIVEN TO US TO BE JEALOUSLY GUARDED FOR OURSELVES BUT IS GIVEN TO US SO THAT WE MAY GIVE IT IN TURN”—Pope Francis