

The Catholic Church of the  
**Immaculate Conception**

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**NOVEMBER 13, 2016**

**Rev. Richard L. Perozich, Pastor**  
[parish@ic-sandiego.org](mailto:parish@ic-sandiego.org) 619-295-4141 x 11

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**Marsha Long, Music**  
[pictures@marshalong.com](mailto:pictures@marshalong.com)

**Parish Office Hours**  
Monday: Noon to 4:00 pm  
Tuesday-Friday: 9:00 am to 4:00 pm  
Saturday & Sunday: Closed

Mass Schedule

**Daily Mass:** Monday - Saturday at 8:00 am  
**First Friday Mass & Devotion:** 8:00 am

Sunday Masses

Saturday Vigil: 5:15 P.M.  
Sunday: 8:30 AM, 10:00AM, 11:30 AM, 5:15 P.M.

**Holy Day Masses:** 8 A.M., 7:00 P.M.

**Penance:** For daily Mass goes 7:30 AM. For Parish on Saturday: 4:30 to 5:00 P.M., and by appointment

**Baptisms & RCIA:** *By appointment only.* Please email Deacon Fitzmorris at [rfitzmor@sdcatholic.org](mailto:rfitzmor@sdcatholic.org).

**Weddings:** By appointment only. Arrangements must be made at least **one year** in advance. Please contact the office

**Funerals:** *For arrangements, please call the parish office.*



**History of Immaculate Conception Parish**

It was here in Old Town that Saint Junípero Serra celebrated his First Holy Mass in California on July 2, 1769, near the site of the present Immaculate Conception Church, and it was on the hill overlooking Old Town that he planted the cross which marked the site of the Mission and the Presidio.

In 1849, the first parish church was established in Old Town with the name of Immaculate Conception and was dedicated in 1858. It still stands and is known as the Old Adobe Chapel on Conde Street. The cornerstone to the present Immaculate Conception Church was laid in 1868 under the direction of Father Antonio Ubach. With the population swing toward the south, it was not until July 6, 1919, that the church was dedicated by Archbishop John J. Cantwell of Los Angeles.

## WE PRAY

### MASS INTENTIONS

14	8 AM	<i>Weekday</i> †Holly Hirsch	RP
15	8AM	<i>St. Albert the Great</i> †Lisa Bauer	RE
16	8 AM	<i>St. Margaret of Scotland; St. Gertrude</i> Mildred Fitzpatrick, SI	RP
17	8 AM	<i>St. Elizabeth of Hungary</i> Blanche Hunt, SI	RP
18	8 AM	<i>Dedication of the Basilicas of Ss. Peter &amp; Paul; St. Rose Philippine Duchesne</i> †Martin Morris	RP
19	8 AM	<i>Weekday; BVM</i> In thanksgiving to Sacred Heart & BVM	RP
20	5:15 PM	†Bruce Whatley	RP
	8:30 AM	†Richard & Kristan Wagner	RE
	10:00 AM	Georgiana Ottenheimer	RP
	11:30 AM	†William Kennedy	RP
	5:15 PM	Nick & Vicky Larsen, SI	RP

### APOSTLESHIP OF PRAYER

#### NOVEMBER: Intentions of the Holy Father

**Universal:** That we may be open to personal encounter and dialogue with all, even those whose conviction differ from our own.

**Evangelization:** That pastors of the Church, with profound love for their flocks, may accompany them and enliven their hope.

### PRAY: SEMINARIANS IN THEOLOGY

Ord	Derek Twilliger, Priestly Ordination June 24
Ord	David Exner, Priestly Ordination June 24
Ord	Corey Tufford, Priestly Ordination June 24
2nd	Manuel Del Rio, St. John's Seminary, Camarillo
3rd	Oscar Lopez, St. John's Seminary, Camarillo
4th	Nathan McWeeney, Mt. Angel Seminary, OR
2nd	Raymond Napuli, Mt. Angel Seminary, OR
2nd	Michael O'Connor, Mt. Angel Seminary, OR
3rd	Eric Tamayo, North American College, Rome
4th	Billy Zondler, Mt. Angel Seminary, OR

### PRAY FOR OUR PRIESTS

14	Rev. Jon Kirby, SVD
15	Rev. Msgr. Raymond Kirk
16	Rev. Dennis Krouse
17	Rev. Msgr. Donald Kulleck
18	Rev. Charles LaCombe
19	Rev. Doan Lai
20	Rev. Khuyen Lai

### PRAY THE SCRIPTURES

Monday:	Rv 1:1-4; 2:1-5; Ps 1:1-6; Lk 18:35-43
Tuesday:	Rv 3:1-22; Ps 15:2-5; Lk 19:1-10
Wednesday:	Rv 4:1-11; Ps 150:1b-6; Lk 19:11-28
Thursday:	Rv 5:1-10; Ps 149:1b-9b; Lk 19:41-44
Friday:	Rv 10:8-11; Ps 119:14, 24, 72, 103, 111, 131; Lk 19:45-48
Saturday:	Rv 11:4-12; Ps 144:1b, 2, 9-10; Lk 20:27-40
Sunday:	2 Sm 5:1-3; Ps 122:1-5; Col 1:12-20; Lk 23:35-43

### PRAY FOR HEALING

*Jesus we ask you to bring your peace and healing touch to those who are ill afraid or worried. Amen*

Patricia Kennedy	Esther Salazar
Dorothy Kleint	Joane Anderson
Dena Mendoza	Yolanda Garcia
Jean Miller	Olivia Ingram
Patricia O'Grady	Grace Mulvanity
Mary Jane Tiernan	Angelica Ortega
Marguerite Vorst	Barbara Driscoll
Martha Zamudio	Lucille Miller
Tony Jenkins	Reginald Custodio
Peter Nalwalker	Victoria Cardenas
Frances Garcia	John Hobbs
Socorro Pacheco	Robert Rolli
Amparo Valenzuela	Eleanor Anderson
Phyllis Altomare	Marie Whitman
Alicia Ambrose	Deirdre Rigney
Cosmo & Joan Busalacchi	Marie Wagner
Maria Casanova	Joanne Daleo
Steve Stone	Dominic Castagnola
Mark Brandon	Gerry Lyons
Jeanne Pontius	Earl Jenkins

### PRAY FOR OUR DEPLOYED MILITARY

*Jesus protect all who serve our country.*

Sgt. Ahmed John Alexander	Sgt. Adriana Matizel
Natalie Augustine	Wendell Miculob
Major Jerry Bloomquist	LTJG Joe F. Moralez, USN
Col. Mike Bodkin	LCPL Matthew A. Pena
Danny Carpenter, USMC	Sgt. Richard Pierce
LTJG Joseph Colangelo, USN	Sgt. William Paul Powers and Cinco
Cpl. Samuel James Comer	CPL Wilson Santiago
Daniel Dinglebeck, USN	Alfred Tello
PFC David Eley, USMC	Ricky Thibeault
Micah Emery	Tony Tulloss
Sgt. Christopher Escalona	PFC Travis Vliet; & 3rd
1Lt. Cortez Fabia	Marine Aircraft Wing.
Juan Carlos Galazza	SCPO Desiree S. Hayes, USN
SSGT. Vincent Charles	Gil Perez, US Navy
Lucario	Scott Walker, US Navy
Robert Clinton Long, MC2	

### † PRAY FOR OUR DECEASED †

*Eternal rest grant unto them O Lord and let perpetual light shine upon them. May they rest in peace Amen.*

Alexander Toczko	Arthur Wilbur Martinez
Jeannette Toczko	Jesse Benitez
José Teofilo Solorio	Margaret Kelly
Ray & Betty Jackson	Martha Jane Hotchkiss
Denise Cooney	Janet Meyers
Joanne Mangiameli	Hector Morales
Edna Moore	Carol Raiter
Paul Ramirez	Albina Farrie
Maude Laracy	Stephanie Anzelone
Helen Peña	Fred Levine
Lydia Castillo Herrera	Eleanor Maycan
Bertha Lockwood	Ronald Monreal
Salvador Rivera	Mary Louise Fillet
John Cervantes	Inez Cerda Bull
Daniel Don	Bernice Lyons
Florence Messina	Elias Barajas

## THE CONSUMER-DRIVEN CHURCH REGIS NICOLL

A recent survey (August 2016) by the Pew Research Center reveals that American churches have produced a generation of spiritual consumers who want little more from their religious community than a good pulpiteer, a satisfying worship service, and a congregation filled with nice, friendly members.

Researching the habits of U.S. Christians, Pew found that nearly one-half have changed their church membership at some time as adults. Of those, only about one-third changed because of relocation—the rest did so for things like “social reasons,” “practical reasons,” and “problems with old church.”

Pew also found that the top four factors Christians consider in shopping for a church are: quality of sermons (83 percent), feeling welcomed by leaders (79 percent), style of services (74 percent), and location (70 percent). The remaining factors are: education for kids (56 percent), having friends/family in congregation (48 percent), availability of volunteer opportunities (42 percent), and “other factors” (29 percent).

### A Troubling Omission

I suspect many—if not, most—churches will respond to the survey in one of two ways: churches providing the things that shoppers are seeking will be pleased that their thumb is on the spiritual pulse of the culture; those that aren’t will be anxious to catch up to the demands of the market.

However, for discerning churches, the findings will be a wake up call. For absent is anything suggesting the desire for personal spiritual growth in a gospel-centered, mission-driven, discipleship-oriented church. The possible exceptions are “volunteer opportunities” and the “quality of sermons.” However, the former is available in any number of civic organizations and the latter can mean vastly different things to different people.

I was once contacted by a pastoral search committee about a former pastor who listed me as a reference. The first criterion on the list was, “Are his sermons uplifting?” To which, I replied, “Uplifting is not the word that comes to mind. Rather, biblically sound, spiritually challenging, and sometimes downright uncomfortable are how I remember them, much like the letters of Paul.”

At best, the question betrays the notion that an essential, if not *the* essential, need of members is a pastor who can deliver a soul-soothing message week after week. At worst, it is

indicative of a market-savvy church, responding to the desires of the consumer.

### A Perfectly Designed Result

This is not to suggest that such things are unimportant in the hunt for a church. But it’s a bit like job hunting and elevating the rhetoric of the CEO, affability of the managers, *feng shui* of the office, and commute time to work over a company’s vision, mission, strategic goals, business model, employee development program, and industry track record.

Nor do I want to imply that their felt importance is primarily the fault of church members, but of the Church itself.

A common adage in the marketplace is, “your system is perfectly designed to produce the results you are getting.”

Take the Hostess Cupcake Company, for example. If every tenth Hostess Twinkie comes off the line without cream filling, then the production process of the Hostess Company is perfectly designed to get that result. To get a different result—every cake produced *with* cream filling—the company must change the process.

Likewise, Christians, whose desires for church have little to no bearing on the objectives of discipleship found in Sacred Scripture, are products of a church’s spiritual formation process. To get a different result—Christians whose priorities are spiritual development and discipleship—a church will have to change its process.

Sadly, although every church has such a process, few have one that is defined, designed, and integrated into the life of the church to produce that result. More typical—especially in non-liturgical or “low-church” Protestantism—is a commitment to quality preaching, soul-stirring worship, and a welcoming environment spiced with programs and events in the belief that this is what the church does. The consequence being that instead of developing disciples who are being formed in the image of Christ, churches are developing consumers conditioned to judge a church by those marketplace standards.

Maybe the Christian Church should be more like Hostess.

### A Lesson from Hostess

The production of a delicious, satisfying, and economical snack cake starts with detailed specifications of taste, color, texture, consistency, and cost. Ingredients are chosen to achieve those qualities, suppliers are contracted that can reliably provide them, and a manufacturing process is designed to transform them into the famous Twinkie.

*cont’d page 7*

**AROUND THE PARISH**

**13 NOV ... PANCAKE BREAKFAST**  
 Bring family and friends to Serra Hall to enjoy a delicious pancake breakfast. Only \$5 per person, includes coffee.


**16 NOV ... OPEN HOUSE**  
**St. Charles Borromeo Academy (SCBA)**  
 Open House is Wednesday Nov. 16, 5:30 to 7pm. Take an early sneak peak and join us for light refreshments and student led tours. RSVP online today.  
 Visit us: [SaintCharlesAcademy.com](http://SaintCharlesAcademy.com), learn more at [vimeo.com/SCBASanDiego](http://vimeo.com/SCBASanDiego) or call (619) 223-8271.

**20 NOV ... NATIONAL NEEDS COLLECTION**  
 Sponsored by the U.S. Conference of Catholic Bishops to support The Catholic University of America, Catholic Communication Campaign, and Catholic Home Missions.  
 Special envelopes will be provided next weekend.

**02 DEC ... Day of Recollection**  
 Spiritual Preparation for Christmas Season  
 8am to 2pm...Day begins with Mass followed by Benediction and Recitation of the Rosary. (Confessions prior to Mass.)  
 Presentations by Fr Richard Perozich on prayer, forming a good conscience and current issues in the Catholic Church.  
 Continental breakfast and lunch.  
Registration required. For more info, contact Sue Sullivan at (619) 886-1057 or the parish office.

**09 DEC ... Christmas Concert and Dinner**  
 Concert in the church begins at 6:00 p.m. Music to be provided by Immaculate Conception Choir and the Trinitarian sisters.  
 Dinner in Serra Hall begins at 7:00 p.m.  
 Tickets go on sale November 13 ... \$30 per person.  
 Enjoy a prime rib dinner and great fellowship. No-host cocktails.



 **2016 Baptism Schedule**  
 No baptisms in December.  
 2017 schedule will be published in December.

**11 DEC ... AWESOME FABRICS ARTS PRE-CHRISTMAS SALE**  
 Unique gift items for home and for the holidays. Great hostess gifts! All made by talented members of the Awesome Fabric Arts Group of Immaculate Conception.  
 Enjoy breakfast in Serra Hall and do a little shopping.  
 Sale is from 9:00 a.m. to 12 noon.

**Credit Cards Welcome!**  
 Immaculate Conception now accepts credit cards for tile donations, weddings, baptisms, Mass intentions, etc.  
 Please visit the parish office during regular business hours.

**Immaculate Conception FOOD FOR FAMILIES PROGRAM**  
 Angels are needed to help families for Thanksgiving and Christmas through Catholic Charities.  
 Drop off the following *non-perishable* in Serra Hall after morning Masses on November 13th before 12 noon for delivery November 14th.

- Canned Vegetables
- Canned Cranberry Jelly or Sauce
- Canned Sweet Potatoes
- Boxed Stuffing
- Boxed Mashed Potatoes
- Canned Gravy
- Marshmallows
- Box of Brown Sugar
- Boxed Pie Crust
- Pumpkin Pie Filling

The Quarters & Cans Committee will provide grocery gift cards towards the purchase of a turkey.  
*God Bless. Quarters & Cans Committee*



**Remember to Support Our Bulletin and Website Advertisers**

**AROUND THE PARISH**

**Gifts of Treasure**

With gratitude for the gifts we have received, parishioners and visitors made a joyful return to the Lord.

**Nov. 6, 2016**

**Total Collection: \$6,157.70**  
**Envelopes: \$4,261.00 Plate: \$1,896.70**  
**Total contributing households: 100**

5:15 Sat	\$1170.05
8:30 Sun	\$1403.00
10:00 Sun	\$1613.30
11:30 Sun	\$ 642.58
5:15 Sun	\$ 669.27
Mailed	\$ 659.50

**EXPENSES**

October 31- November 4, 2016

Copier Lease	\$291.81
Diocesan Tax	\$2395.25
Health Insurance	\$1530.58
Ministry Supplies	\$126.75
Music	\$625.00
Office Equipment	\$171.73
Office/HallSupplies	\$421.76
Workers Comp	\$88.57

**Total: \$ 5,651.45**

**Courtyard Bricks ...**

Bricks in honor or in memory of loved ones are available for purchase in the Gift Shop or visit the parish website. (See bulletin.)

**WELCOME TO IMMACULATE CONCEPTION!**

To register at the parish, please fill out the form below and drop it in the basket or call the office at 295-4141.

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY/ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

*Serra Gifts...*

**Street Level of  
Fr. Serra Hall  
619-297-3426**



Open 7 days a week  
 Monday - Friday 9:30 -4:00  
 Saturday 10:00 to 4:00  
 Sunday 9:30 to 3:00

Items now available for upcoming holiday season:

- Armed Forces Prayer Book*
- Marian Devotions*
- Nativity Sets*
- Hostess gifts*
- Jewelry*

**See our online catalog at:**  
<http://www.ic-sandiego.org/gift-shop>

**AMORIS LAETITIA**  
**ON LOVE IN THE FAMILY**  
*OF THE HOLY FATHER FRANCIS*

52. No one can think that the weakening of the family as that natural society founded on marriage will prove beneficial to society as a whole. The contrary is true: it poses a threat to the mature growth of individuals, the cultivation of community values and the moral progress of cities and countries. There is a failure to realize that only the exclusive and indissoluble union between a man and a woman has a plenary role to play in society as a stable commitment that bears fruit in new life. We need to acknowledge the great variety of family situations that can offer a certain stability, but de facto or same-sex unions, for example, may not simply be equated with marriage. No union that is temporary or closed to the transmission of life can ensure the future of society. But nowadays who is making an effort to strengthen marriages, to help married couples overcome their problems, to assist them in the work of raising children and, in general, to encourage the stability of the marriage bond?

**PARISH & COMMUNITY**

**Parish Calendar**

**NOVEMBER**

13	Parish Breakfast Family Catechesis	8:30 AM 9:45 AM
16	Choir Practice	6:00 PM
19	Quilting Group	9:30 AM
20	National Needs Special Collection	
22	Choir Practice (Note change of day)	6:00 PM
24-25	Thanksgiving Holiday Parish Office and Serra Gifts Closed	
26	Quilting Group	No meeting today
27	Building Fund Collection Family Catechesis	9:45 AM
30	Choir Practice	6:00 PM

**DECEMBER**

2	Advent Day of Recollection (Mass at 8:00 AM)	9:00 AM
3	Quilting Group	9:30 AM
5	IC Seniors Luncheon with Christmas Program	11:00 AM

**LECTORS**

The 2017 Workbook for Lectors is available in the sacristy for lectors to pick up.

**NEED BAPTISM, CONFIRMATION, COMMUNION?**

Family Catechesis for parents with their children 6 years and older and for adults who need sacraments continues on Nov. 13 in the parish hall at 9:45 am sharp, right after the 8:30 Mass. Call Fr. Perozich to register: 295-4141 x 11 or email [pastor@ic-sandiego.org](mailto:pastor@ic-sandiego.org).

Man is social and rational, so he won't accept the disappearance of standards that connect him to his fellows and order his thoughts and actions. He is also weak and self-centered, so he looks for something purely human that can spare him the trouble and risk of giving himself over to God, the only solid way to go forward and get out of the situation he's fallen into.

— James Kalb

**FROM FAMILIARIS CONSORTIO**  
- Pope John Paul II 1981

*ON THE ROLE OF THE CHRISTIAN FAMILY  
IN THE MODERN WORLD 1981*

**THE PLAN OF GOD FOR MARRIAGE  
AND THE FAMILY**

*Man, the Image of the God Who Is Love*

14. According to the plan of God, marriage is the foundation of the wider community of the family, since the very institution of marriage and conjugal love are ordained to the procreation and education of children, in whom they find their crowning.

In its most profound reality, love is essentially a gift; and conjugal love, while leading the spouses to the reciprocal "knowledge" which makes them "one flesh," does not end with the couple, because it makes them capable of the greatest possible gift, the gift by which they become cooperators with God for giving life to a new human person. Thus the couple, while giving themselves to one another, give not just themselves but also the reality of children, who are a living reflection of their love, a permanent sign of conjugal unity and a living and inseparable synthesis of their being a father and a mother.

When they become parents, spouses receive from God the gift of a new responsibility. Their parental love is called to become for the children the visible sign of the very love of God, "from whom every family in heaven and on earth is named."

It must not be forgotten however that, even when procreation is not possible, conjugal life does not for this reason lose its value. Physical sterility in fact can be for spouses the occasion for other important services to the life of the human person, for example, adoption, various forms of educational work, and assistance to other families and to poor or handicapped children.

**MARTYRDOM FOR THE FAITH IN  
OUR TIMES**

*His Eminence Raymond Leo Cardinal Burke*

To remedy the situation of a totally secularized culture, the saintly Pontiff observed, "a mending of the Christian fabric of society is urgently needed in all parts of the world." He hastened to add that, if the remedy is to be effected, the Church herself must be evangelized anew. Fundamental to understanding the radical secularization of our culture is to understand also how much this secularization has entered into the life of the Church Herself. Pope John Paul II declared:

*But for this [the mending of the Christian fabric of society] to come about what is needed is to first remake the Christian fabric of the ecclesial community itself present in these countries and nations.*

*cont'd from p. 3*

The process not only involves mixing, baking, filling, and packaging, but quality control—monitoring the properties of the product and modifying the process by changing the ingredients, suppliers, and/or the manufacturing method as necessary.

The product of the Church is disciples—people who, in thought, word, and deed, are growing in Christlikeness. It is the result of an inside-out process that begins in the *head*, transforming people's thoughts in how they view themselves and the world; proceeds to the *heart*, transforming their character as manifested in "fruits of the Spirit"; and flows out to the *hands*, transforming their activities into "fruits of the Kingdom."

The key "ingredient" is the Word revealed in Scripture through the Holy Spirit; it is imparted by the "suppliers" of pastors, teachers, mentors, and fellow Christians; and it is "mixed in" through the integration of catechesis, worship, fellowship, mentoring, accountability, service, and the sacraments.

And like in the production of the Twinkie, the process of spiritual formation should include a method of quality control. Considering that Jesus regarded "fruits" as the touchstone of Christian character, let's see how those might apply.

#### **Fruits of the Spirit**

The "Fruits of the Spirit" identified by Paul—love, joy, peace, patience, kindness, goodness, faithfulness, gentleness, and self-control—are the biblical measures of character. To test those fruits, churches might ask members how they have developed since they have been Christians. For example:

Is your attitude toward your neighbors *and* enemies more loving?

Do you find it easier to experience joy and peace when things aren't going your way?

Do you have more patience with frustrating people and circumstances?

Are you better at responding kindly to unkind people and returning good for evil?

Have you become more faithful to the things you know as true?

Are you better able to say no to harmful thoughts, desires, and temptations?

Ideally, small group leaders would collect these data and return them to church staff for compilation. For congregations without comprehensive small groups, a one-page survey could be developed for members to complete anonymously and turn into the church office. The results would be used to identify "areas of improvement" in the discipleship process.

#### **Fruits of the Kingdom**

Fruits of the kingdom are about multiplication—leading individuals into a life-long relationship with Jesus Christ and redeeming nations through the

social, political, and cultural institutions that make them.

Admittedly, any numerical measure of those fruits can be difficult, if not impossible, to determine. Thus, common yardsticks such as souls "won," baptisms, membership roles, ministry involvement, and churches planted will be defective, if not deceptive indicators of kingdom fruit. That's why, in the divine calculus of Heaven it is not material success that matters, only faithfulness.

Faithfulness is the alignment of our head, heart, and hands with the will of God. To sample that fruit members might ask themselves,

Do I regularly seek God's will through prayer, study, and contemplative thought, and do I follow it?

Are my beliefs, attitudes, and behaviors aligned with orthodox Christian teaching?

Do I know my spiritual gifts and am I using them?

Does my faith inform the way I live at home, work, school, the ball field, the mall, etc.?

Do I have a heart for the unchurched, de-churched, and re-churched? Am I intentional in forging relationships with them?

Do I strive to understand others so that I can engage them meaningfully and winsomely?

Am I ready to counter falsehood with truth and grace?

Do I promote the sanctity of life, religious freedom, and sexual purity in natural marriage through my profession and practice?

Do I take seriously my duty to the poor, imprisoned, orphaned, and widowed?

Do I approach creation as a resource to use, enrich, and replenish?

By rating themselves on each of these on a scale from one to ten, members can gain a sense of how they are developing in "fruits of the kingdom" and identify areas for needed improvement.

#### **A Matter of Faith**

Turning a consumer-drive church into a disciple-making church will involve the "costs" of development, promotion, implementation, and even the loss of members who feel it is more than they "signed up" for. For churches heavily invested in facilities, programs, and salaried staff, those are valid concerns.

But if Jesus's promise is true about putting first the kingdom, we can trust that our short-term investment will generate long-term dividends. That's because disciples are people transitioning from ministry consumers to ministry providers, freeing up clergy to devote their energies to the spiritual vision and direction of the church.

In the end, it is a matter of faith. Churches can put their faith in the status quo, doing what they've always done and getting what they've always gotten—spiritual consumers in churches dying by attrition; or they can put their faith in God, trusting that the branches that wither away or are cut off, will be replaced ten, twenty, a hundred fold.