Eighth Sunday after Pentecost August 3, 2025



Mount Calvary Ev. Lutheran Church San Antonio, Texas

LSB 790

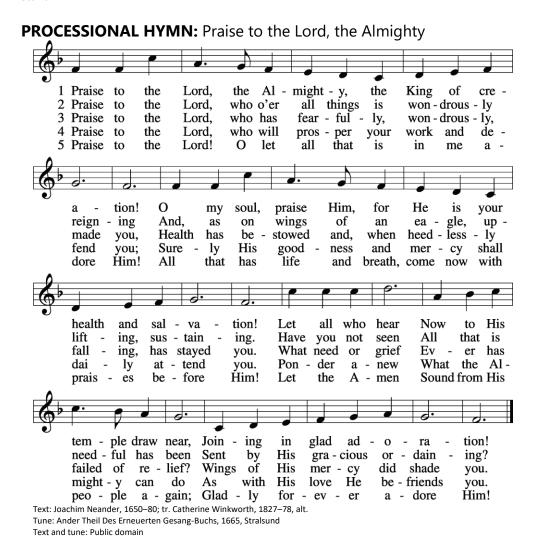
We realize that it is difficult for some to stand, or to kneel, for long periods of time. Please feel free to sit as necessary during the liturgy and the prayers. Sitting during the confession is also appropriate for those who cannot kneel.

DIVINE SERVICE

SETTING FOUR

PRELUDE

Stand



INVOCATION

The sign of the cross may be made by all in remembrance of their Baptism.

- ${f P}$ In the name of the Father and of the ${f +}$ Son and of the Holy Spirit.
- **G** Amen.
- P Our help is in the name of the Lord,
- **©** who made heaven and earth.
- P If You, O Lord, kept a record of sins, O Lord, who could stand?
- But with You there is forgiveness; therefore You are feared.

Matthew 28:19b; [18-20]

Psalm 124:8

Psalm 130:3-4

Since we are gathered to hear God's Word, call upon Him in prayer and praise, and receive the body and blood of our Lord Jesus Christ in the fellowship of this altar, let us first consider our unworthiness and confess before God and one another that we have sinned in thought, word, and deed, and that we cannot free ourselves from our sinful condition. Together as His people let us take refuge in the infinite mercy of God, our heavenly Father, seeking His grace for the sake of Christ, and saying: God, be merciful to me, a sinner.

[Luke 18:13]

Kneel/Stand Silence for Reflection

CONFESSION OF SINS

Almighty God, have mercy upon us, forgive us our sins, and lead us to everlasting life. Amen.

ABSOLUTION

Almighty God in His mercy has given His Son to die for you and for His sake forgives you all your sins. As a called and ordained servant of Christ, and by His authority, I therefore forgive you all your sins in the name of the Father and of the + Son and of the Holy Spirit.

G Amen. [John 20:19-23]

SERVICE OF THE WORD

pg. 204-207

Mark 10:47

KYRIE ~ Lord, Have Mercy

A In peace let us pray to the Lord.

C Lord, have mer-cy; Christ, have mer-cy; Lord, have mer-cy.

A For the peace from above and for our salvation let us pray to the Lord.



C Lord, have mer-cy; Christ, have mer-cy; Lord, have mer-cy.

A For the peace of the whole world, for the well-being of the Church of God, and for the unity of all let us pray to the Lord.



A For this holy house and for all who offer here their worship and praise let us pray to the Lord.



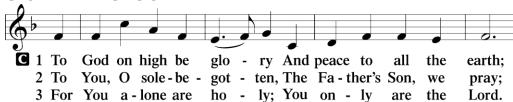
C Lord, have mer-cy; Christ, have mer-cy; Lord, have mer-cy.

A Help, save, comfort and defend us, gracious Lord.



C Lord, have mer-cy; Christ, have mer-cy; Lord, have mer-cy.

GLORIA IN EXCELSIS





Good-will from God in heav - en Pro-claimed at Je-sus' birth!

O Lamb of God, our Sav - ior, You take our sins a - way.

For - ev - er and for - ev - er, Be wor-shiped and a - dored;



We praise and bless You, Fa - ther; Your ho - ly name, we sing—Have mer - cy on us, Je - sus; Re - ceive our heart - felt cry, You with the Ho - ly Spir - it A - lone are Lord Most High,



Our thanks for Your great glo - ry, Lord God, our heav'n-ly King.

Where You in pow'r are seat-ed At God's right hand on high—
In God the Fa-ther's glo - ry. "A - men!" our glad re - ply.

Text: Stephen P. Starke

SALUTATION AND COLLECT OF THE DAY

P The Lord be with you.

2 Timothy 4:22

And also with you.

P Let us pray.

O Lord, grant us wisdom to recognize the treasures You have stored up for us in heaven, that we may never despair but always rejoice and be thankful for the riches of Your grace; through Jesus Christ, Your Son, our Lord, who lives and reigns with You and the Holy Spirit, one God, now and forever.

Amen.



Sit

Vanity of vanities, says the Preacher, vanity of vanities! All is vanity. . . .

I the Preacher have been king over Israel in Jerusalem. ¹³And I applied my heart to seek and to search out by wisdom all that is done under heaven. It is an unhappy business that God has given to the children of man to be busy with. ¹⁴I have seen everything that is done under the sun, and behold, all is vanity and a striving after wind. . . . ¹⁸I hated all my toil in which I toil under the sun, seeing that I must leave it to the man who will come after me, ¹⁹ and who knows whether he will be wise or a fool? Yet he will be master of all for which I toiled and used my wisdom under the sun. This also is vanity. ²⁰So I turned about and gave my heart up to despair over all the toil of my labors under the sun, ²¹because sometimes a person who has toiled with wisdom and knowledge and skill must leave everything to be enjoyed by someone who did not toil for it. This also is vanity and a great evil. ²²What has a man from all the toil and striving of heart with which he toils beneath the sun? ²³For all his days are full of sorrow, and his work is a vexation. Even in the night his heart does not rest. This also is vanity. ²⁴There is nothing better for a person than that he should eat and drink and find enjoyment in his toil. This also, I saw, is from the hand of God, ²⁵ for apart from him who can eat or who can have enjoyment? ²⁶ For to the one who pleases him God has given wisdom and knowledge and joy, but to the sinner he has given the business of gathering and collecting, only to give to one who pleases God. This also is vanity and a striving after wind.

P This is the Word of the Lord.

Thanks be to God.

EPISTLE Colossians 3:1-11

If then you have been raised with Christ, seek the things that are above, where Christ is, seated at the right hand of God. ²Set your minds on things that are above, not on things that are on earth. ³For you have died, and your life is hidden with Christ in God. ⁴When Christ who is your life appears, then you also will appear with him in glory.

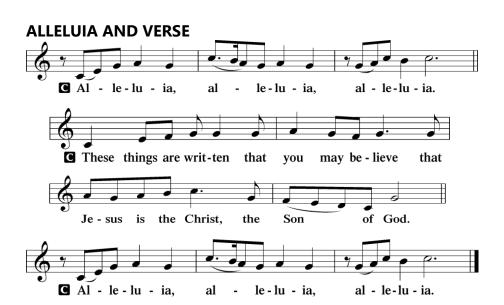
⁵Put to death therefore what is earthly in you: sexual immorality, impurity, passion, evil desire, and covetousness, which is idolatry. ⁶On account of these the wrath of God is coming. ⁷In these you too once walked, when you were living in them. ⁸But now you must put them all away: anger, wrath, malice, slander, and obscene talk from your mouth. ⁹Do not lie to one another, seeing that you have put off the old self with its practices ¹⁰and have put on the new self, which is being renewed in knowledge after the image of its creator. ¹¹Here there is not Greek and Jew, circumcised and uncircumcised, barbarian, Scythian, slave, free; but Christ is all, and in all.

P This is the Word of the Lord.

Thanks be to God.

Stand





HOLY GOSPEL Luke 12:13-21

John 20:31

P The Holy Gospel according to St. Luke, the twelfth chapter.

Glory to You, O Lord.

Someone in the crowd said to [Jesus], "Teacher, tell my brother to divide the inheritance with me." ¹⁴But he said to him, "Man, who made me a judge or arbitrator over you?" ¹⁵And he said to them, "Take care, and be on your guard against all covetousness, for one's life does not consist in the abundance of his possessions." ¹⁶And he told them a parable, saying, "The land of a rich man produced plentifully, ¹⁷and he thought to himself, 'What shall I do, for I have nowhere to store my crops?' ¹⁸And he said, 'I will do this: I will tear down my barns and build larger ones, and there I will store all my grain and my goods. ¹⁹And I will say to my soul, Soul, you have ample goods laid up for many years; relax, eat, drink, be merry.' ²⁰But God said to him, 'Fool! This night your soul is required of you, and the things you have prepared, whose will they be?' ²¹So is the one who lays up treasure for himself and is not rich toward God."

- **P** This is the Gospel of the Lord.
- Praise to You, O Christ.
- I believe in God, the Father Almighty, maker of heaven and earth. And in Jesus Christ, His only Son, our Lord, who was conceived by the Holy Spirit, born of the virgin Mary, suffered under Pontius Pilate, was crucified, died, and was buried.

He descended into hell.

The third day He rose again from the dead.

He ascended into heaven and sits at the right hand of God the Father Almighty. From thence He will come to judge the living and the dead.

I believe in the Holy Spirit, the holy Christian Church, the communion of saints, the forgiveness of sins, the resurrection of the body, and the life + everlasting. Amen.



SERMON: How Money Makes Us Foolish Luke 12:13-21

Stand

P The peace of God, which passes all understanding, keep your hearts and minds in Christ Jesus.

C Amen.

OFFERTORY: Take My Life and Let It Be

LSB 783

Rev. Mike Middaugh

Take my life and let it be Consecrated, Lord, to Thee; Take my moments and my days, Let them flow in ceaseless praise.

Take my silver and my gold, Not a mite would I withhold; Take my intellect and use Ev'ry pow'r as Thou shalt choose.

Take my love, my Lord, I pour At Thy feet its treasure store; Take myself, and I will be Ever, only, all for Thee.

Text: Frances R. Havergal, 1836–79
Text: Public domain

GATHERING OF TITHES AND OFFERINGS

Our offering is our way of saying, "Thank you" to God for all His gifts to us and to support His work here at Mt. Calvary and around the world. To all our quests this morning, we are happy to have you with us, but you are under no obligation to give an offering. But we would request your prayers for our ministry. We would ask all present to please complete an attendance card found in the pew and place it in the offering plate in order that we have a record of your worshipping with us. If you have a prayer request, please put it on a "Prayer Request Card" and the ushers will bring it forward with the offering.

VOLUNTARY

PRAYER OF THE CHURCH

SERVICE OF THE SACRAMENT

PREFACE

P The Lord be with you.

2 Timothy 4:22

- **C** And also with you.
- **P** Lift up your hearts.
- **W**e lift them to the Lord.

[Colossians 3:1]

- **P** Let us give thanks to the Lord our God.
- It is right to give Him thanks and praise.

[Psalm 136]

P It is truly good, right, and salutary that we should at all times and in all places give thanks to You, O Lord, holy Father, almighty and everlasting God, for the countless blessings You so freely bestow on us and all creation. Above all, we give thanks for Your boundless love shown to us when You sent Your only-begotten Son, Jesus Christ, into our flesh and laid on Him our sin, giving Him into death that we might not die eternally. Because He is now risen from the dead and lives and reigns to all eternity, all who believe in Him will overcome sin and death and will rise again to new life. Therefore with angels and archangels and with all the company of heaven we laud and magnify Your glorious name, evermore praising You and saying:

SANCTUS ~ Holy, Holy, Holy

Isaiah 6:3: Matthew 21:9





Heav'n and earth with full ac-claim shout the glo-ry of Your name.



san-na in the high-est, sing ho-san-na to the Lord;



PRAYER OF THANKSGIVING

P Blessed are You, O Lord our God, king of all creation, for You have had mercy on us and given Your only-begotten Son that whoever believes in Him should not perish but have eternal life.

In Your righteous judgment You condemned the sin of Adam and Eve, who ate the forbidden fruit, and You justly barred them and all their children from the tree of life. Yet, in Your great mercy, You promised salvation by a second Adam, Your Son, Jesus Christ, our Lord, and made His cross a lifegiving tree for all who trust in Him.

We give You thanks for the redemption You have prepared for us through Jesus Christ. Grant us Your Holy Spirit that we may faithfully eat and drink of the fruits of His cross and receive the blessings of forgiveness, life, and salvation that come to us in His body and blood.

Hear us as we pray in His name and as He has taught us:

LORD'S PRAYER Matthew 6:9-13

Our Father who art in heaven,
hallowed be Thy name,
Thy kingdom come,
Thy will be done on earth
as it is in heaven;
give us this day our daily bread;
and forgive us our trespasses
as we forgive those
who trespass against us;
and lead us not into temptation,
but deliver us from evil.
For Thine is the kingdom
and the power and the glory
forever and ever. Amen.

THE WORDS OF OUR LORD

Matthew 26:26-28; Mark 14:22-24; Luke 22:19-20; 1 Corinthians 11:23-25

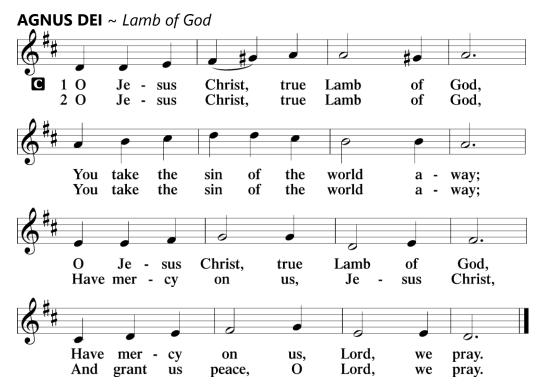
P Our Lord Jesus Christ, on the night when He was betrayed, took bread, and when He had given thanks, He broke it and gave it to the disciples and said: "Take, eat; this is My → body, which is given for you. This do in remembrance of Me."

In the same way also He took the cup after supper, and when He had given thanks, He gave it to them, saying: "Drink of it, all of you; this cup is the new testament in My + blood, which is shed for you for the forgiveness of sins. This do, as often as you drink it, in remembrance of Me."

PAX DOMINI ~ The Peace of the Lord

John 20:19

- P The peace of the Lord be with you always.
- **G** Amen.



Sit

DISTRIBUTION

The pastor and those who assist him receive the body and blood of Christ first and then distribute them to those who come to receive, saying:

Take, eat; this is the true body of our Lord and Savior Jesus Christ, given into death for your sins.

Amen.

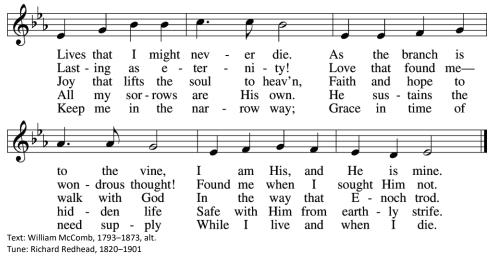
Take, drink; this is the true blood of our Lord and Savior Jesus Christ, shed for the forgiveness of your sins.

Amen.

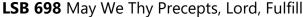
DISTRIBUTION HYMNS







Text and tune: Public domain





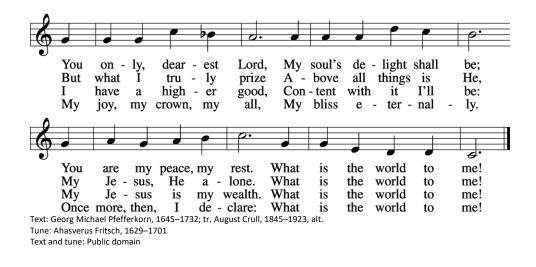
Text: Edward Osler, 1798-1863, alt.

Tune: Lowell Mason, 1792-1872

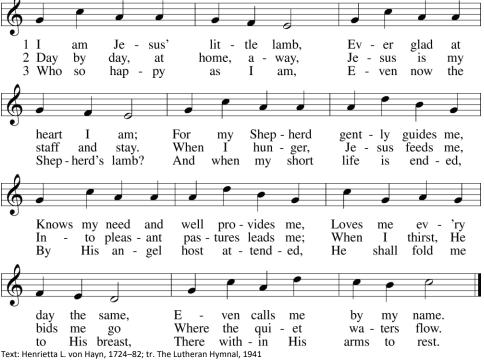
Text and tune: Public domain

LSB 730 What is the World to Me





LSB 740 I Am Jesus' Little Lamb



Tune: Choral-Buch . . . Brüder-Gemeinen, 1784, Leipzig

Text and tune: Public domain

Stand

THE DISMISSAL

- The body and blood of our Lord Jesus Christ strengthen and preserve you in body and soul to life everlasting. Depart
 → in peace.
- C Amen.

NUNC DIMITTIS

LSB 211



POST-COMMUNION COLLECT

P Let us pray.

We give thanks to You, almighty God, that You have refreshed us through this salutary gift, and we implore You that of Your mercy You would strengthen us through the same in faith toward You and in fervent love toward one another; through Jesus Christ, Your Son, our Lord, who lives and reigns with You and the Holy Spirit, one God, now and forever.

Amen.

BENEDICAMUS and BENEDICTION

P Let us bless the Lord.

[Psalm 103:1]

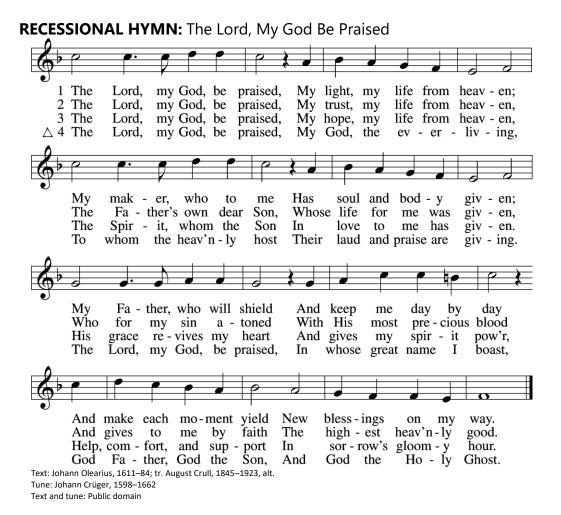
Thanks be to God.

The Lord bless you and keep you.
The Lord make His face shine on you and be gracious to you.
The Lord look upon you with favor and

→ give you peace.

Numbers 6:24-26

C Amen.



FAREWELL AND GODSPEED TO JOHN AND BONNIE HAUMANN

POSTLUDE

LSB (Lutheran Service Book 2006)

OAR (On And All Rejoice 2021) Hymnal Supplement to LSB

SERVICE PARTICIPANTS

Preacher: Rev. Mike Middaugh Liturgist: Rev. Jack Goldberger Organist: Ms. Erin McAdams

Elders: Dave Thompson Jim Koenig Trey Roberts

Ushers: Steve Melancon Martin Aguilar

Daniel Ochoa Wally Mencke

Greeters: Diedra Thompson Carol Wilson

HOLY COMMUNION

- If you are a member of the Lutheran Church Missouri Synod and desire to take communion, please indicate on the Attendance Card found in the pew and place in the offering plate. Because participation in the Lord's Supper is a public declaration of the Christian Faith which is confessed at this altar (Acts 2:42; 1 John 1:3; 1 Tim. 1:3; 4:16; 6:3-10; 2 Tim. 1:13; Rom. 16:17) those who are not yet instructed, in doubt, or who hold a confession differing from that of the Lutheran Church Missouri Synod, are asked to respectfully refrain from participation today and speak with a pastor after the Divine Service. If you are not communing but wish to receive a blessing, please cross your arms over your chest once you are kneeled at the communion rail.
- Both the common cup and individual cups are offered at each table simultaneously. If you desire the common cup, please hold your hands open and the pastor will provide it to you, while the elders serve the individual cups. It is proper to take hold of the cup when receiving the common cup. This helps prevent spilling and greatly assist the pastor.

ALCOHOL-REMOVED WINE/GLUTEN-FREE WAFERS AVAILABLE

- For those who are allergic, or for health reasons, and unable to drink regular wine, alcohol-removed wine is available for Holy Communion. The alcohol-removed wine is white in color and in the individual cups in the center of each tray.
- Gluten-free wafers are also available. Please notify one of the pastors before the service that you would prefer the gluten-free option. The reception of this wine and the gluten-free wafers in no way affects the theological meaning or benefits of this Sacrament.

CHILDREN & WORSHIP We love children and are happy they are here with us! Just as a child learns to speak by imitating the voice of mom or dad, so too a child learns to worship by participating in the service at an early age. If you have questions about how to incorporate your child into the worship life of the congregation in an age-appropriate way, please see one of the pastors. **Assistance for children with special needs during worship and Sunday school is also available – see an usher for details. A nursery** is also available. Parents can use it when quieting a child or changing a diaper. The service can be heard in the nursery. **Activity items** are available for your child(ren) in the narthex. Please make sure all items are returned at the end of the service.

WELCOME TO WORSHIP During this hour, God comes to us in His Word and Sacrament, and we respond in prayer and praise! Here are a few practical tips for minimizing distractions and maximizing participation:

- **IN ORDER THAT WE HAVE** a record of your worshipping with us, we would ask all present to **please complete an attendance card** found in the pew and place in the offering plate.
- We ask that you turn off or put away your phones and electronic devices so that you can participate fully in what God is doing during this special time dedicated to Him.
- While it is sometimes necessary to quiet an infant or toddler with a small snack or a bottle, we ask that no other foods or beverages be brought into the sanctuary.
- The ministerial staff is always available to you should you have spiritual care needs. Please contact the front office to arrange for pastoral care.

MIDWEEK STUDIES

Tuesday Morning Class | Tues | 10:00-11:30am Class resumes Tuesday, September 9th.

Men's Study | 1st & 3rd Wed | 6:00pm {Church gym} All men are invited! Contact Matt Wegner.

Men's Study | 1st & 3rd Sat | 8:00-9:30am {Parish Hall} The study of Acts. Led by Daniel Ochoa.

Women's Study | 3rd Mon | 7:30-8:30pm {Meets at members' homes} Contact Shirley Wille.

Women's Study | 2nd & 4th Mon | 6:00-7:30pm {Library} Our topic is *Cultivating Contentment*.

OTHER ANNOUNCEMENTS

WORSHIP SERVICES continue to be live streamed and archived on our website. Bible class/Sunday school for all ages is at 8:45am with our Divine Service at 10:00am.

FLOWERS ARE GIVEN TODAY to the glory of God and in thanksgiving for His many blessings by Bonnie and John Haumann while members at Mt. Calvary; and by Carolyn & Jeff Royce in honor of their 42nd Wedding Anniversary on July 30th.

PRAYERS – Alex Hansmann at Methodist Metro, Jan Miyauchi undergoing treatment, Russell Maxwell as he settles in his new home in St. Louis, Natalie Russell, Patsy Bond, Ann McNeel, Jeff Harwood, Barbara Krywoszej, Sandy Krywoszej, Darrell Donnell, Heidi Farmer, Eulalia Aguilar, Joshua Gabel, Debbie Kuehling, Dave Weller, Hayley Trujillo, our home-bound members: Raymond & Sue Robel, Janet Schneider, Joyce Warren, Jim Wegge, Art Wendt, Ann Werling.

PASTORAL CARE, VISITATION, & PRAYERS – If it is your desire to share a health condition, hospitalization, or procedure for which you would like a pastoral visit, it is important for us to know as much information ahead of time as possible. Please contact the church office with all the pertinent information. If you are hospitalized or in rehab, it helps us a great deal to keep us updated as to where you are as well as the room number if possible. If you wish for you or your loved one to be included in the Prayers of the Church on Sunday morning, please contact the church office as soon as you can.

LORD'S SUPPER – If you are physically unable to get to church and would like to receive the Lord's Supper in your home, please contact the church office so that we can schedule a date and time with one of the pastors.



YOU CAN HELP FUND THE PURCHASE OF SANDWICH SUPPLIES BY MAKING A CONTRIBUTION IN THE BREAD BOX LOCATED ON THE TABLE IN THE NARTHEX.



SANDWICHES FOR CAM – JOIN US! We have been preparing **300 sandwiches** two times per month for Christian Assistance Ministries. (CAM). CAM currently distributes 300 sandwiches **per day** to those in need in our community. Please consider volunteering an hour of your time to help with the sandwich making. Interested? **THE NEXT SANDWICH MAKING DAY WILL BE TUESDAY, AUGUST 12**TH **AT 10:00AM.**

THE YOUTH ARE DOING A BACK-TO-SCHOOL SHOE DRIVE for the month of July and we are asking the congregation to join us in collecting new and gently used kids tennis shoes for Zapatos, Inc of San Antonio. Zapatos, Inc distributes tennis shoes to the children in our local area who need Zapatos most and we thought this would be a great drive to do right before kids head back to school. There will be a box in the gym for collection. You can also provide monetary donations on their website www.zapatosinc.org. Let them know you are with Mount Calvary and they will let us know our total impact at the end of our drive.

NO BRAILLE during the month of August.

NO QUILTING during the month of August.

SHARED SPACE – We are asking all individuals/groups to remember to clean up after themselves. Much of our space is shared with others and it is not fair for others to clean and put up after someone else. If you spill something, clean it up. If you use any dishes in either kitchen, **please wash, dry, and put them back where they belong**. If you use the refrigerators, please note that items left in there for an extended period will be thrown away in their containers. Thank you for your help!

CONCORDIA PUBLISHING HOUSE is having a Bible sale! The 2025 Bible Sale is going on now, and you can take 25% off with code BIBLES25. That's 25% off a new children's Bible, a devotional Bible, or even a genuine leather study Bible. Go to www.CPH.org to order.

BIBLES NEEDED! CHRISTIAN ASSISTANCE MINISTRY is in need of bibles. If you have any bibles at home that you no longer need, please consider donating them to CAM. Remove any personal information from them before donating. A bin for CAM is available in the Parish Hall foyer.

CHRISTIAN ASSISTANCE MINISTRY (CAM) in desperate need of 1 lb bags of rice. Your donations are greatly appreciated!

ANIMAL DEFENSE LEAGUE URGENT NEEDS: Canned Dog Food, Canned Cat Food, Blankets, Dog Treats, XL KONG Toys, Bottles, KMR (1st step), Puppy Esbilac, Puppy pads, Miracle nipples, Food scales, Heating pads, and Warming discs. All food items should be unopened. Please separate newspapers and empty medicine bottles into bags.

THE LUTHERAN HOUR – August 10th, "Writing Him Off" Speaker Emeritus of The Lutheran Hour: Rev. Dr. Ken Klaus. After Jesus claimed the Old Testament was written about Him, the people of His hometown wrote Him off. (Luke 4:21-32) Times/Stations: 6:00am on WOAI 1200; 9:00am on KAWZ 88.7 FM; or 8:00am on KWED 1580 AM (Seguin).

READ, LISTEN, WATCH – 1517.org is a nonprofit organization that exists to declare and defend the Good News that you are forgiven and free on account of Christ alone. 1517 features hundreds of podcasts, articles, and videos all with the purpose of preaching and teaching Reformation Theology and Christ for You. 1517 is a completely free resource thanks to partnership and support from dozens of LCMS churches here in Texas, and around the country. If you have not already, go to 1517.org to access their large library of online resources.

A LIFE QUOTE FOR SUNDAY, August 3rd: "God isn't a page in your book, you're part of His. And He's delighted to have you in the family." *Rev. Dr. Michael Zeigler, The Lutheran Hour – A Life Quote from Lutherans For Life* • *lutheransforlife.org*

ATTENDANCE LAST WEEK	Sunday – 127	Adult Class – 47	PreK-HS - 20

Giving:	<u>Jan</u> \$ 51,229	Feb \$87,3	93	March \$51,045	<u>April</u> \$68,964	YTD \$258,631
Expenses:	\$ 63,634	\$81,1	21	\$57,366	\$116,499	\$318,620
Giving:	May - \$34,7	40	June	- \$54,921		
2025 Budget: Yearly: \$936,894			Monthly: \$78,075		Weekly: \$18,018	



AHG is a Christian scouting organization committed to building women of integrity through service to God, family, community, and country.

CALENDAR FOR THE WEEK OF AUGUST 3, 2025

Today	8:30am	Fellowship/Coffee
	8:45am	Sunday school/Adult Bible class
	10:00am	Divine Service w/ Holy Communion
Monday	5:30pm	Board of Education
Wednesday		NO QUILTING
	6:00pm	Men's Bible Study
Friday	7:00pm	AA – Shook Big Book Group (Parish Hall)
Next Sunday	8:30am	Fellowship/Coffee
	8:45am	Sunday school/Adult Bible class
	10:00am	Divine Service w/ Holy Communion

BIRTHDAYS THIS WEEK

August

- 3 Richard Miyauchi Jodi Sacks
- 4 Linda Aguilar

Steve Melancon

Brian Wille

- 5 Joe Morrison
- 6 Jeff Timmons
- 7 Steve Casas



MOUNT CALVARY STAFF

Craig Meissler, Pastor Mike Middaugh, Pastor David Thompson, Sexton Susan Melancon, Office Manager Sheryl Jones, Bookkeeper

Janice Moore, Office Assistant Church Office: 210-824-8748

WEB PAGE ADDRESS: www.mtcsa.org CHURCH E-MAIL: mtcsa.org

Office Hours: Monday-Thursday 8:00am-4:00pm; Friday 8:00am-12:00pm