

And Jesus answered them, saying,
The hour is come, that the Son of man should be
glorified. Verily, verily, I say unto you, Except a corn
of wheat fall into the ground and die, it abideth alone:
but if it die, it bringeth forth much fruit. He that loveth
his life shall lose it; and he that hateth his life in
this world shall keep it unto life eternal.

- JOHN 12:23-25, KJV

