

probably true, and so I began my novena. That is why I have to be better for the first Friday in July. Daddy, will you begin your novena next time?"

The father answered huskily: "Yes, Margretta, I'll go with you, please God." True to his word, the father made his peace with God, and showed sincere and heartfelt appreciation for the marvelous favor which had been bestowed on him. It was incredible that Margretta still lived, and it would be miraculous if she were well enough to go to Church on the first Friday of July. The Master of life and death decreed that the little one's wish should not be frustrated, and at the early Mass in the little chapel at the hospital, the father and mother helped their daughter to the altar rail. There the reconciliation was made complete when the three received Communion for the first time in the lifetime of the little Adorer of the Sacred Heart.

A SALUTARY LESSON

By Rev. Father F. J. Berber, S. J.

Joseph Wagner was the proprietor of a wood-turning shop in a village called Ukopolis. He had learned the trade from his father and had the only son had inherited his business. He had married a good and faithful wife, who looked after the house and the little flock of chickens. Frankie, eleven years old, appeared to be very much interested in the work of his father and promised to be a great help to him, when once old enough. Everything in the family went along nicely; all were happy and contented, but occasionally a dreary cloud hovered over the Wagner family. One circumstance marred their happiness.

Whenever Mr. Wagner made a good deal in buying wood or in selling his products, he would invariably go to the cupboard to get the whisky bottle, and have not only one drink with his customer but several of them. The sad consequence would be that he would get nervous and ill-tempered and then there would be "music in the air." Mrs. Wagner, who on such occasions lost all control of her husband, would quietly retire into her chamber, kneel on the bare floor, and ask the Almighty for help and assistance in her need. All well-meant admonitions to stop the "treating" had remained fruitless, even when his good and venerable pastor had requested him to discontinue his old habit, and this was shown by a stubborn shake of the head.

It was autumn; the sun was shining mildly, cold nights came and the leaves were falling from the trees. One day as the last rays of the sun were appearing on the horizon, Mr. Wagner was seated in his room entertaining a lean man of his neighboring town, whose gloomy look and red face and nose which visibly bore the traits of the "Queen Anne Style," betrayed the friend of a "good" drop. This stranger had sold him late in the afternoon a load of wood. Mr. Wagner put down the specified sum contentedly. He had made a good deal, and in spirit he was figuring already how much profit it would bring him. "Now we must have a drink to top off our meal," he had said laughingly, motioning to Frankie, who was sitting near his mother, to come to him. "Come, sonny," he said, taking the whisky bottle from the shelf, "and go to 'John's Place' to have it filled and tell him that I'll be there tomorrow to pay for it."

Bashful and feeling mortified, his good wife interposed, saying that he might get himself into trouble by sending a minor to the saloon and besides, it had just started to rain heavily and as it was very dark the child might not even find his way. "Nonsense, Katherine, the policeman will not report me and it is not the first time that Frankie is making that trip. He'll find his way home all right," he replied angrily.

"I am afraid; it is so dark," Frankie hesitatingly muttered. "You are afraid!" The father jumped up, being angry that the wood-seller should witness such a scene. "Who there would harm you, you big boy? Here, take this bottle and hurry to have it filled. The longer you wait the darker and muddier it will get."

Mrs. Wagner sadly shook her head. She would rather have gone herself, but she knew it would be useless to say or do anything against the will of her headstrong husband. With a deep sigh she helped Frankie into his coat, pulled his stocking-cap over his ears and whispered: "Be not afraid, Frankie dear, your good Guardian Angel is at your side," and opened the door for him, whilst Mr. Wagner resumed entertaining his friend.

Frankie went reluctantly, and although it was not yet very late he met no one on the muddy street. In the day time it would have taken only a few minutes to tend to his errand, but being dark it took him much longer. The saloon called "John's Place" was at the end of the town, in front of which burned a grimy kerosene lamp. All neighboring houses were dark, the people being accustomed to retire early. Somewhat stooped and occasionally knocking against a stone, Frankie plodded along, the bottle under his arm. Wet and shivering he finally arrived at the saloon and had the bottle filled. The saloon-keeper was sitting near a warm stove and was scolding about the inclemency

of the weather since it kept his customers away. "The father would have done better had he come himself," he remarked, mixing some syrup with a little brandy and handing it to the boy saying: "Here, Frankie, drink this and then hurry quickly home."

The boy took the drink and soon felt an agreeable warmth creeping over him, and started for home. Out-of-doors darkness was reigning supreme. Going to the saloon, Frankie saw the little light which was guiding him as a star, but now the child was wandering without it whilst the rain was pouring down; he felt more timid now than ever and started to weep. Of a sudden a bright idea flashed through his mind. Many times he had heard his father say that a drink of whisky gave a man new strength and courage, and if father said so, it must be true. In order to expel his fear and to get home quickly, Frankie opened with trembling hand the bottle and drank until he began to cough, then he corked the bottle and staggered along until knocking against a stone, he fell.

In the Wagner home the conversation finally came to an end. Several times Mrs. Wagner had opened the door, but looking about saw no one. Now she could stand it no longer, and being frightened, "The child must have met with an accident," she said, and lighting her lantern and putting on a heavy beaver shawl, "I'll go and look for him, for he is almost gone an hour." "My God!" Mr. Wagner exclaimed, and then getting pale, jumped up, for his conscience had been awakened, and ran after his wife, who was already some little distance ahead, caught up with her and then walked feeling and seeking along the road, since the wind had already blown out the lantern. Mrs. Wagner was weeping and sobbing while her tormented husband was lamenting. "Frankie, my boy, my dearest boy, Frankie, where are you?" But there was no answer.

Of a sudden Mr. Wagner stumbled over something. To stoop down and raise the motionless body before him was the work of an instant for the father, who was struck with fear and trembling. "I have him, Katherine. I have him," he cried aloud, being free from his anguish, and finding the bottle beside the death-like figure of his child, picked it up and fired it into the distance. Then he pressed the child to his bosom without noticing the warm drops of blood trickling over his head. Mr. Wagner reached home in haste, his wife following. When they came into the lighted room Mrs. Wagner almost fainted when she saw the blood oozing from a wound on the child's forehead.

"My God! my child is dying and I am the cause of it," the father said despairingly. "Katherine, get a bandage and stop the blood and I'll go for the doctor."

An hour later a doctor was standing at the bedside of the child, who was yet unconscious. He examined him and dressed the wound. When he had finished he said with indignation: "Who gave whisky to that boy?"

Mr. Wagner told him the whole story and finally concluded that, no doubt, the boy must have helped himself to it. The doctor silently listened. "Be careful in the future; what sad consequences are the effects of whisky! Let it be a lesson to you! As for the wound, it is not as serious as it may appear. When he awakens from his intoxication give him plenty of water to drink."

Mr. Wagner now hung his head, feeling very much ashamed. After a few weeks Frankie was again running around, to the joy of his parents, but a whisky bottle was never again found in the Wagner home, and if sometimes the evil spirit would awake in him, he would think of the scar on the forehead of his dear Frankie, and the admonitions of his beloved Katherine would give him new strength and courage to resist the evil temptation.

ADVERTISING AND ITS RESULTS

Thomas F. Coakley, D. D. in America

For two months two Pittsburgh Catholic business men, whose identity is still a closely guarded secret, have been paying for advertising space in the Pittsburgh daily newspapers for the purpose of calling attention to the doctrines of the Catholic Church. As a result of this pioneer work in Pittsburgh, other men in widely scattered parts of the country, as far west as the Pacific coast, have done the same thing, using the material of the advertisements in the Pittsburgh dailies. These paid insertions have now ceased, temporarily, and it may not be without interest to calculate the advantages or disadvantages resulting from this first attempt of laymen to advertise the Catholic Church in a commercial way.

First of all, it should be remembered that Pittsburgh is the Presbyterian capital of the nation; Pittsburgh has almost as many and as militant Orangemen as Ulster itself. The North of Ireland men were early on the ground, they grew up with the city, they are the so-called first families, they have all the money, they own all the newspapers, and in general they think they control, and they actually do control, the city in its intellectual, social, commercial and

financial aspects. The appearance of the Catholic advertisements, therefore, sponsored and paid for by two Catholic laymen, at a cost of \$50.00 a day, created no small sensation among these self-sufficient people, whose prestige was thus challenged in gentlemanly fashion, in their own very newspapers. Hitherto their attitude towards the Church was that of a superior to an inferior, one of toleration and aloofness. But overnight the situation seemed to change, and an aggressive policy was inaugurated by those who for generations were considered inarticulate. Within a few weeks the newspaper managers began to serve notice on the two Catholic business men that their advertisements were no longer welcome, and the further use of the papers was denied. Paper after paper did this, until there remained only the Post, the Dispatch and the Leader. Of these, the Leader alone seemed anxious to publish the advertisements indefinitely.

On the other hand, the newspaper managers, owners and editors had their own troubles. They began to be bombarded day after day by preachers, ministerial unions, and male and female Bible-class superintendents either to suppress the Catholic advertisements, or else to admit to their columns a vilification of the Catholic Church. To the credit of the newspapers be it said that they declined to become a party to any such tactics. They said they would not accept any material unless it were educational, constructive, explanatory and not abusive.

At length, after about six weeks of this vain attempt to break up the Catholic advertisements, several Protestant laymen secured a Protestant minister to prepare some Protestant advertisements, which appeared for about two weeks in one Pittsburgh paper, the Dispatch. In the meantime, preachers all over the city began to be disturbed by the Catholic advertisements, and they sent notices to every newspaper, advertising their Sunday sermons on "Why I Am a Protestant," and purporting to answer questions based upon the Catholic advertisements. Yet again a significant fact occurred; not a word of these things appeared in the Monday morning papers derogatory to the Catholic Church.

Within a month after the Catholic advertisements started, it is safe to say the entire population of the city, Protestant and Catholic, was on the alert to see the respective advertisements, Protestant and Catholic. They were the topic of conversation on street cars and railroad trains, in clubs and restaurants, in business offices and homes, in schools and synagogues. During all this religious interest, the claims of the Catholic Church to recognition with the Disarmament Conference as the most interesting news item of the day. The Catholic advertisements pursued the even tenor of their way, one doctrine each day, utterly ignoring the Protestant advertisements.

In the meantime a number of Catholic laymen began to bombard the writer of the Protestant advertisements, pointing out their inconsistency, showing their misquotation of the Protestant Bible and, what is more strange, their statement of Catholic Faith, though the Protestants were apparently unaware that they were stating Catholic doctrine. As a result of all this, in about two weeks a notice appeared one morning at the foot of one of the Protestant advertisements stating that they were to cease immediately, no reason being given.

Thereupon the two Catholic business men inserted a note that they, too, would, for the present at least, cease their advertisements, and they did so on December 8, with a beautiful prayer to the Blessed Virgin on her feast day.

Now for the general result. It seems unquestionable that, as far as Catholics are concerned, they have had no small amount of backbone put into them by the insertion of the advertisements. Some conversions have already taken place, one entire family of six, all known to the present writer, have been led into the Church. As for non-Catholics: the courage of Catholic business men who dared lift their heads in this community, so long the great central stronghold of Protestantism; their statement that Catholics are one-third of the community, their quiet assumption of being a group that deserves and demands just recognition, their appeal to human reason, their ability to stand up before the world and proclaim and defend their Faith; their statement that the leaders in every department of human activity have almost invariably been Catholics, have caused the city at large to regard in a new light the ancient Holy Catholic Apostolic and Roman Church.

Not all Pittsburgh Catholics were in favor of these advertisements. Some same and saintly among the Faithful, the clergy included, bitterly opposed them and tried to stop them. But it was noted that none the less they clipped them carefully every day and preserved them, while the Sisters in the parish schools did the same for the children in the classrooms.

The doleful thing in all of this is that we Catholics are at the mercy of our enemies when it comes to getting the ear of the public through the established news agencies. We are twenty millions without a voice.

ADVENT PASTORALS

The Advent pastorals of the Archbishops and Bishops of England are devoted to refuting the errors regarding the Divinity of Christ that have been current in that country in circles outside the Catholic Church. The Archbishop of Birmingham thus states the case. "Certain wrong-headed men," he declares, "have been recently giving impetus to a very ancient heresy that once tried to rob our Divine Saviour of His glory and to deny Him that Divine worship which rightfully belongs to Him. These men allow, and are ready to confess, that Our Lord was indeed the most perfect of the sons of men, and that He was unique not only in the nobility of His moral character, but also in the display of some transcendental relationship to society and holiness between Himself and God. They will even go so far as to call Him a divine man. But the thing that really matters they deny Him. They try to reduce Him to their own standard of thought, and refuse to acknowledge Him as their God."

We have heard across the seas the echoes of the professions of men who claim to be preachers of the Gospel and ministers of the Lord, whose divinity they deny. Such utterances are the inevitable result of membership in a religious body which has no authoritative teacher who gives its faith, and which unjustly gives to each member lay or clerical, the right to hold and to teach doctrines which appeal most to his own fancies.

They are harmful at any time, for they will undoubtedly be received and accepted by many in their own communion who are weak in faith, but they are especially malignant at this time when the world is groping in the darkness for the glimmer of light that will lead it from the gloom of materialism and unbelief into the sunlight of God's truth.

Without the firm conviction of Christ's Divinity all attempts to spread real Christianity into society are foredoomed to failure. Christianity rests on this foundation—the Divinity of Christ. Without it, the Blessed Virgin, the sublime doctrine and moral of the Christian religion all may be relegated to the realm of myth and fable. If Christ is God, His religion is the true religion, and all men must accept it.

That Christ is God we firmly believe on indisputable evidence. His miracles proved that He had the seal of God upon His statements. When He said therefore, as He did on many occasions, that He was the Son of God, and confirmed His statement with a miracle, there is no longer room for doubt that He was what He claimed to be, the Son of God, equal to the Father in all things. His birth, death and resurrection, which has been established on historical grounds, which no historian can gainsay, prove again the truth of His statements by their stupendous miracles. The miraculous growth and diffusion of His Church, and the indestructibility of the Church which He founded, stronger today after nineteen centuries than when it awakened the Greek and Roman world to a new vision attests the Divinity of its Founder.

Read the Gospels! Turn to them wherever you may chance to open the pages, and you will find the Divine Majesty of Our Lord shining through all the condescension and humiliation of His human nature. He became man for our redemption, and to reveal to us more clearly than words ever could, what God is to us. He did all this to win our love and obedience, and that men should not dishonor Him by denying His perfect Godhead and Infinite Majesty.

Yet this is what some are doing. They dwarf the Person of the Son of God by applying to His Divine nature sayings that belong only to that human nature in which He deigned to appear among men. It is a book for us who know Him," concludes the Archbishop of Birmingham, "who profess to be His devoted followers, to repair the insults offered to Him, insults that have found their occasion in the very greatness of His love. It is this that makes such insults unspeakably bitter to a Catholic heart. How can we help being on fire with zeal for the honor of our beloved Saviour? Blessed be Jesus Christ, true God and true man! Blessed be the great Mother of God, Mary, most holy! May this double prayer be in our heart and on our lips, now and always, but above all when we kneel before the crib at Christmas."

NEW LAMP BURNS 94% AIR Beats Electric or Gas

A new oil lamp that gives an amazingly bright soft white light, even better than gas or electricity, has been tested by the U. S. Government and 35 leading universities and found to be superior to 10 ordinary oil lamps. It burns without odor, smoke or noise—no pump-up or up, is simple, clean, safe Burns 94% air and 6% common kerosene (Cora-oil).

The inventor, T. T. Johnson, 246 Craig St. W. Montreal, is offering to send a lamp on 10 days' FREE trial, or even to give one FREE to the first user in each locality who will help him introduce it. Write him to-day for full particulars. Also ask him to explain how you can get the agency, and without experience or money make \$250 to \$500 per month.

Moffat's Combination Here is the last word in combination—coal and electric—ranges. We build nothing else but ranges and water heaters and our lines are the models from which others try to build. Write for booklet to Moffats, Limited, Weston, Ontario.

Moffats ELECTRIC RANGES All Free! BIG 70-PIECE SCHOOL OUTFIT And GRAND CAMERA

BOYS! GIRLS! Count the outfit over—over 70 useful pieces, including a fine pencil, a dandy imported fountain pen, a safety pocket clip for your pencil, a big 50-page memo pad, a metal pencil sharpener with rubber, a set of five crayons, 1 dozen elastic bands, ink tablets to make five bottles of ink, a 12-inch ruler, a flat pencil, a bottle of levelling ink, a fine imported steel knife, the most up-to-date book strap ever invented, and, best of all, every boy and girl earning the outfit can get the handsome genuine film camera free!

WHAT DID BETTY BUY? Goo! gracious! this letter can't be for me? Oh yes it is!

Dear Mr. Simpson You know Clara Green, don't you? WELL SHE WANTED TO BE A NURSE. What do you think of that? OF COURSE SHE WAS SIMPLY TRYING TO APE A SISTER OF MINE. However she left for Toronto taking her maid Topsy to carry her luggage. When they got to the station the train was pulling out. THEY RAN SO FAST TOSPY RUPTURED A BLOOD VESSEL IN HER LEG. How ever Clara got on the train alright. Then what did she do? SHE TIM-BLED AND FELL PELL-MEL ON HER GAGGAGE. Isn't that funny? I BET SHE WANTED TO BAN A NASTY ENGINEER FOR JERKING THE TRAIN SO. She soon got herself in order and reached her seat safely. SHE TOOK OUT A BOOK BY CHARLES LAMB READ A PAGE AND FELL ASLEEP. On arriving in Toronto she woke with a start, and hurried off. Her baggage was heavy and

COPIED BY BETTY'S LETTER looked a burden. A NICE CHAP PLEADED TO HELP HER. She refused to let him as he was a stranger. But after waiting two hours she was tired. THEN SHE THOUGHT HERSELF A SIMPLE MONSTER FOR REFUSING HIS HELP. She finally reached the Training School and registered. But she didn't like it a bit. She felt very blue. IN FACT AT HER DINNER SHE ATE A VERY LITTLE. She fought with her room mate. IN A FIT OF JEALOUSY OR ANGER SHE LEFT. However before going home she bought a new dress at Smith's store. When she tried it on it didn't fit. SO SHE TOOK IT TO SMITH'S ALTERATION ROOM FOR CHANGES. Even then it didn't fit, and she wouldn't keep it. SO APPLYING FOR REUNION SHE GOT HER MONEY BACK. Then she took the next train for home. Isn't that an interesting story? Betty Beauty.

PUZZLE FIND ABOVE THE NAMES OF 12 ARTICLES "SOLD IN A GROCERY STORE" John Simpson was amazed when he read the above letter, which Betty Beauty had handed him. "Our order is in that letter," said Betty. "I've hidden the names of each article I've come to buy in each of the underlined sentences. Puzzle it out and I'll tell you the quantities. Well," said Mr. Simpson, "I can't find the name of a single article in my store, that is mentioned in your note. 'Of course you can't find Betty. But here's the clue: each underlined sentence I've hidden one name. It is only the name of a grocery item, and each article is mentioned in this sentence. The letters aren't jumbled and all you have to do is to find the right letter to start on. For instance, if you start on the letter 'B' in the fifth word of the first under-

THE PRIZES 1st Prize—Ford Sedan, Value \$990.00 2nd Prize—Ford Touring, Value \$665.00 3rd Prize—\$200.00 14th Prize—\$5.00 4th Prize—\$100.00 15th Prize—\$4.00 5th Prize—\$50.00 16th Prize—\$4.00 6th Prize—\$25.00 17th Prize—\$4.00 7th Prize—\$15.00 18th Prize—\$3.00 8th Prize—\$10.00 19th Prize—\$3.00 9th Prize—\$8.00 20th Prize—\$2.00 10th Prize—\$7.00 21st Prize—\$2.00 11th Prize—\$5.50 22nd Prize—\$2.00 12th Prize—\$5.00 23rd Prize—\$2.00 13th Prize—\$5.00 24th Prize—\$2.00 25th Prize—\$2.00 And 50 extra cash prizes of \$1.00 each.

1st Prize FORD SEDAN Value \$990.00 best known publishing houses in Canada. It is awarded with absolute fairness and squareness. Three independent judges, having no connection of any kind with this firm, will judge the answers at the close of the Contest, and award the prizes. Contestants must agree to abide by their decisions. In sending your solution use one side of the paper only, excepting 1 which is given, and 20 points will be given for general neatness, punctuation and spelling. 10 points for handwriting and 100 points for fulfilling a special condition of the Contest. This condition is only that you assist in this advertising campaign by showing a copy of Everywoman's World, Canada's greatest Magazine (which will send you post paid) to just four friends or neighbors, who will appreciate this really worthwhile Canadian publication and want it to come to their attention. You will easily fulfill this simple condition in a few minutes of your spare time. The Contest will close at 5 p.m. June 30th, 1927, immediately after which the judges will start to judge the answers and award the prizes. DON'T DELAY—Send your answer today. This announcement may not appear in this paper again. Address: C. J. Bennett Publishing Company, Ltd., C. J. Bennett Publishing Department, 606 Toronto, Ont.

THIS GREAT CONTEST IS ABSOLUTELY FREE OF EXPENSE There is nothing to pay—nothing to buy! This wonderful Contest is nothing more than a great advertising and introduction campaign, and is absolutely free of expense. You may enter and win the best of the prizes without spending a single cent of your money. You do not have to buy anything or subscribe to anything, in order to compete. We adhere to the policy of the Continental Publishing Co., Limited, one of the strongest and

DIAMONDS—CASH OR CREDIT Be sure and see our stock of Diamonds. We guarantee to save you money. JACOBS BROS. 15 Toronto Arcade PILES Do not suffer another day with itching, bleeding or protruding Piles. A surgical operation required. Dr. Charles's Ointment will relieve you at once and afford lasting benefit. 60c. a box, all dealers, or Edman, Bates & Co., Limited, Toronto. Sample box free if you mention this paper and enclose 2c. stamp for postage. Newfoundland Representative: Gerald S. Doyle, St. John's. F. E. LUKE OPTOMETRIST AND OPTICIAN 167 YONGE ST., TORONTO (Upstairs Opp. Simpson's) Eyes Examined and Glass Eyes Fitted LONDON OPTICAL CO. Have Your Eyes Examined Dominion Building Richmond St. Phone 6180 Catholic Mutual Benefit Association of Canada An exclusively Catholic and Canadian Fraternal Insurance Company FOR MEN AND WOMEN Incorporated by Act of the Dominion Parliament. "Adequate Rates. Whole Life and 20 and 30 Years Assessment Policies." Over \$8,000,000 Paid To Families of Deceased Members For further information address J. E. H. HOWISON GRAND SECRETARY 59 St. Denis St., Montreal, P. Q. Cuticura Will Help You Look Your Best Make the Cuticura Trio your everyday toilet preparations and watch your skin, hair and hands improve. The Soap to cleanse and purify, the Ointment to soothe and heal, and the Talcum to powder and perfume. Soap 25c. Ointment 25c and 50c. Talcum 25c. Sold throughout the Dominion. Canadian Depot: Lyons, Limited, 344 St. Paul St., W. Montreal. Cuticura Soap shaves without stung. BERMUDA "Nature's Fairyland" WINTER GOLF Down in Bermuda now you can enjoy the royal and ancient game under the most ideal climatic conditions. Spend your Winter in Bermuda. Ask your local Steamship Agents rates and sailings of winter. A. F. WEBSTER & SONS 55 Yonge Street, Toronto Free Illustrated Official Tourist Guide on request Write the Secretary, Bermuda Trade Development Board, Hamilton, Bermuda for any more ideal information required. FREE Lovely Locket and Chain Fine Ring and Magnificent Wrist Watch GIRLS: These fine articles of jewelry are for you and your friends. The lovely locket is a warranted gold filled, richly engraved, has space inside for two photos and is on a fine chain with safety clasp. The gold chain ring is set with three sparkling brilliant, white diamonds in a little beauty and a reliable timepiece with gold filled expansion bracelet that fits any wrist. All these wonderful gifts are given for introducing our new "Dew-Kiss" perfume. Send no money—just your name and address will bring 30 attractive packages of perfume to be sold at our special introductory price of 10c each. It is so sweet and beautiful everybody will be a customer. These lovely locket, ring and wrist watch are given to you when you introduce our new "Dew-Kiss" perfume. Send no money—just your name and address will bring 30 attractive packages of perfume to be sold at our special introductory price of 10c each. It is so sweet and beautiful everybody will be a customer. These lovely locket, ring and wrist watch are given to you when you introduce our new "Dew-Kiss" perfume. Send no money—just your name and address will bring 30 attractive packages of perfume to be sold at our special introductory price of 10c each. It is so sweet and beautiful everybody will be a customer. These lovely locket, ring and wrist watch are given to you when you introduce our new "Dew-Kiss" perfume. Send no money—just your name and address will bring 30 attractive packages of perfume to be sold at our special introductory price of 10c each. It is so sweet and beautiful everybody will be a customer. 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