RETIRING SECRETARY MADE LIFE-MEMBER OF DIOCESAN W.A.

Miss Taylor Has Rendered Most Efficient Service.

ANNUAL SESSION ENDS

Bishop Tells of Great Work To Be Done in Mission Fields.

A pleasing incident in connection with the closing session yesterday afternoon of the 30th annual meeting of the Huron Diocesan Woman's Auxiliary branch was the presentation of a life membership to the retiring recording secretary, Miss F. Beatrice Taylor of this city. His Lordship Bishop Williams, in making the presentation on behalf of the diocesan branch, referred in terms of highest praise to the efficient service rendered by Miss Taylor during her term of office.

The closing address was given by the bishop, who asked the W. A. members to take the view that the annual meeting is the beginning of a new year, and not the end of an old. It is the starting point of a year of service. New pledges are assumed, new vision obtained.

Work in China.

Recalling the addresses given at the public missionary meeting of the previous evening by Canon Gould and Dr. Taylor, his lordship referred to the responsibility resting upon the W. A. workers as a result of the open door in China, the greater obligation that the Church of England in Canada must face in connection with mission work for the Indian races in Canada, when the Church Missionary Society of the old land withdraws in 1920.

The speaker urged upon the women to consider ways of increasing the revenue of the W. A. in order that an adequate share may be borne of the increased financial responsibility of the M. S. C. C. in 1920.

Orient Awakening.

Bishop Williams expressed his conviction that the awakening of national feeling in Japan and China and India of recent years has been largely due to Christian influence. The great religious awakenings that have taken place in these countries, in which the missionary efforts of the Canadian church abroad are concentrated should prove an encouragement to the W. A., evidencing, as they have done, the power of the gospel of Christ.

An illuminating Bible reading on the subject, "Women in relation to the Lord Jesus Christ, and the Lord Jesus Christ in relation to women, as revealed in the Gospel of St. John," was given by Principal C. C. Waller, during the quiet hour which preceded the closing address. Prayers were led by the president, Mrs. G. B. Sage, and Mrs. Barrett of Windsor.

Brief addresses were given by Miss Archer, returned missionary from Japan, and Miss Newnham.

NEW EXECUTIVE NAMED FOR McKIM AGENCY

Reorganization Made Necessary by the Death of President of Firm.

The new executive of A. McKim, Limited, advertising agency of Montreal, Toronto, Winnipeg and London, Eng., has been announced.

During the last few years, the late Mr. Anson McKim had gathered around him an executive staff capable of relieving him of all but a general oversight of the rapidly growing business of the advertising agency which he founded nearly 30 years ago, and which now comprises four offices in different cities and over 140 employees.

Since his death, these experienced men have been carrying on the work in the same efficient way that has characterized "McKim's" for so many years. The personnel of the executive as now organized is J. N. McKim, president and treasurer; Mrs. Anson McKim, vice-president; W. B. Somerset, general manager; H. E. Stephenson, secretary; C. T. Pearce, manager at Toronto; Thos. Bell, manager at Winnipeg; W. Keeble manager at London, Eng.

TWO CASES ENTERED FOR NEXT COUNTY COURT

Session Will Open Next Monday Before Judge Macbeth.

Two cases have been entered for trial at the next sittings of the county court before Judge Macbeth at the courthouse on April 2 next.

D. J. Matheson is suing George F. Welsh to recover $245.73 claimed by the plaintiff as the amount due him for goods sold and delivered, horse hire and rent of house under a contract entered by the two parties.

Elliott Traver has entered action against Mary O. Graham of Strathroy, to recover $177.97, being the amount of a bill of costs as services as solicitor claimed to have been rendered by the plaintiff to the defendant at the request of the latter.

DOUBLE TRAVELOGUE, TWO FINE FEATURES, AT LYRIC TONIGHT

"Ould Ireland" and "Bonnie Scotland" Both Popular.

CROWDS PACK THEATRE

Pictures the Finest of the Kind Ever Shown in London.

THE PROGRAM.

Tonight—"Old Ireland and Bonnie Scotland."
Tomorrow Afternoon—"Around the Mediterranean."
Tomorrow Night—"England."

The Roberson Travelogues will remain over for Monday, Tuesday and Wednesday of next week, the last chance for Londoners to take advantage of this extraordinary travel festival. The subjects of the final travelogues will be announced later.

Two of the Roberson Travelogues, "Ould Ireland" and Bonnie Scotland," will be presented at the Lyric Theatre tonight. The universal favor with which Londoners have met these unique entertainments, brought to this city and shown under the auspices of The Advertiser, presages a capacity gathering again tonight. Great crowds have been filing into the Lyric every night, and such extra attraction as the double travelogue billed for tonight should only add to the eagerness of the thinking public for these wonderful pictures.

A Wanton Act.

Starting with the travelogue on "Ould Ireland," the journey tonight will go back to freshen in the minds of Londoners the might and power of the great Lusitania, that late leviathan of the deep, whose sinking two years ago, when she carried no arms, no ammunition, no contraband—an act of utter defiance of the laws of humanity—has kept the eye of the world on the United States, and the careful attention of that nation on Germany ever since. After the views of this huge palace of the sea, and motion pictures depicting the ruthless methods employed by the Teutons in the destruction of the vessel, a landing will be made at Queenstown, and the tour of the Emerald Isle will be on in earnest.

Dublin, Belfast, Killarney, Limerick, Sligo, Cork, Donegal, the Giants' Causeway, the Wishing Well, the Sweet Vale of Avoca, Youghal, the Meeting Place of the Waters, and ever-loved Lakes of Killarney—all the interesting points in Ireland will be glimpsed. The Irish people will be shown in the true environment of the "ould sod."

"Bonnie Scotland."

After the Emerald Isle has been toured thoroughly, a quick change will be made over into "Bonnie Scotland," starting with a review in motion pictures of the famous 42nd (the Black Watch) Regiment of Highlanders. Then will follow visits to Edinburgh, Glasgow, the Firth o' Forth, Ayr, Abbotsford, Skye, Fingall's Cave, the Brig o' Doon and the Tam o' Shanter Country, Ben Nevis, the Trossachs, Loch Lomond and Loch Katrine, the Pass of Killiecrankie, the Field of Bannockburn, showing the marvelous beauty of the heather-covered highlands and bluebell-dotted lowlands in their true form and color. No more thorough and pleasing visit to the land o' Burns could be made than will be offered in this travelogue.

Interspersed with the wonderful dissolving colored views which put the Roberson Travelogues far above any other form of entertainment in educational value and community betterment, will be motion pictures of the natives in their characteristic dances and costumes, and many other peculiarities of Ireland and Scotland. Truly a rare treat is in store for Londoners tonight in this combination travelogue.

Around Mediterranean.

Tomorrow afternoon "Around the Mediterranean," the travelogue which attracted an overflow crowd last Saturday night, and another great attendance when repeated Wednesday night, will be shown again. This series has proven the most popular in the Roberson reportoire. Tomorrow night "England" will be shown again.

"Switzerland" was the subject presented last night. A large, appreciative audience enjoyed the wonderful mountain and glacier scenery in the "roof of Europe," and the motion pictures of skiing and mountain climbing.

If there can be such a thing, it might almost be said that there was a superabundance of beauty in the picture journey to Switzerland, for this is a series that makes even the man on the platform stand silent, awed by the univeral and ever-increasing grandeur of the landscape in this great country.

PHOTOPLAY NEWS

PATRICIA.

Three acts of vaudeville, headed by the famous McDonald trio, trick cyclists, and a high-class motion picture program, constitutes the bill for the last half of this week at the Patricia Theatre.

The McDonald trio, consisting of two young women and a man, present a series of novelty tricks on bicycles that entitle them to a headline place on any program.

Some of their stunts at balancing the wheels in all positions is marvelous.

Baxter and La Condor present a dancing, singing and comedy act.

The Harrison-West trio, also singers, dancers and comedy artists, entertain for some minutes.

The show opens with a real good comedy film.

The feature film, though, is that pretty screen story, "Little Shoes," from the book written by Eleanor M. Ingram. The film features Henry Walthall and Mary Charleson. The story is one of Rosalind, whose papa is very rich, who is about 10 years old when she first meets David Noel. He is a shivering little beggar boy, who is seeking the scant warmth emitted from a sidewalk grating beside her home. Rosalind, with childish sympathy, takes off her shoes and gives them to the little beggar.

In after years David in South Africa amasses a fortune. He returns to seek the girl of the little shoes, for throughout his life he has always kept her little shoes, and determined that some day he would make her his wife.

After relentless searching, he finds her. Rosalind's erstwhile rich papa has now lost his fortune, and the girl, now a beautiful young woman, is near poverty.

Thus with his love, as well as his fortune, David repays the debt of the little shoes.

REMANDED TO JAIL

Michael Hogan Will Be Tried on Forgery Charge in June.

Michael Hogan of Biddulph Township charged with forgery, appeared before Judge Macbeth Thursday and charged his election made a week ago to trial by jury.

Hogan was remanded to jail until the general sessions of the peace, to be held in June next. Efforts will be made by his friends to obtain bail in order to secure his release.

The information was laid by Thomas Hodgins of Lucan and Dr. Hodgins of this city.

After being committed to jail he laid information against Thomas and Dr. Hodgins, charging each with compounding a felony. They will be tried later on this charge.

VOICE OF THE PEOPLE

THE DECLINE OF THE RURAL CHURCH.

Editor of The Advertiser:

To all who have at heart the moral and spiritual well-being of the community, the small congregations and low spirituality of the average country church must be a matter of grave concern. True, there are many churches where the finances are in good condition and where a fair attendance is recorded, but when it comes to living the Christ-like life and performing the Christ-like deeds, we cannot help but think that most rural churches are far below the true standard. We are not among those who think that the former times were better than these. In spite of war and rumors of war, we live in better times that did our fathers and grandfathers; yet, as far as many churches are concerned, we know that twenty, thirty or forty years ago there was a flourishing cause where today the attendance has dwindled almost to the vanishing point, with the spiritual life stagnant or dead altogether. The rural church should be, I think, a centre where the spiritual as well as the intellectual and social life of the community should be developed. If it has ceased to be that and has reached the state already described, we should, I think, seek to discover the causes and find a remedy, if possible, for this condition of spiritual decline and decay.

It is a true saying that the good is often the enemy of the best, and while it is good to be loyal to Britain's cause in the present great struggle, we fear many of our churches have failed to develop the best while taking such a deep interest in patriotic work, which after all, we believe, is not of the highest type. Patriotic meetings are more common in many of our rural churches than revival services, while honor rolls are more in evidence than penitent forms or mourners' benches. We would like to see the last words of that noble English nurse, Edith Cavell, blazoned on the walls of our rural churches: "There is something greater than patriotism; it is forgiveness." How often the work is hampered by petty jealousies, prejudice and false pride, when a kindly or forgiving word would bring harmony and peace.

The ministers, let me say, are not all blameless when it comes to placing the cause for the spiritual decline in many of our rural churches. Superintendents of circuits neglect to visit weak and run-down appointments and confine all their efforts to the strong and flourishing ones. Churches that can raise only a few hundred dollars yearly must be content with young, inexperienced preachers or men of only medium ability. Ministers often pray as though all their congregation were Christians when, perhaps, there are not half a dozen genuine Christians in the church. In our schools the children are tested to see what they know and how they stand in their studies. In our churches there is very often no test at all. Because they attend and give, members are considered in good standing, when, perhaps, because of their unchristian conduct they should have been dropped long ago, or, at least, called on to make confession or restitution for wrongs committed. Then there are ministers who do not visit their people enough and neglect that personal touch without which their work must, in a sense, be a failure. Some there are who by their constant appeals for money discourage and embitter those who do attend the services and cause outsiders to think that is all they preach for. Methods of raising money, both by the preacher and congregation, are often open to question and criticism and have the effect of causing many to lose respect for the church and its work.

But perhaps, after all, the greatest cause for the decline of the rural church is to be found in the members of that church and those of the immediate community. The vast majority of the ministers of all our denominations are faithful men, and if members and people lived up to their precept and example both in public and private the religious state of the community would be far higher than it is today. Members and adherents do not encourage their pastors as they should by regular attendance. Instead of going to the services in a spirit of prayer and helpfulness, they are too often possessed by one of unkindly criticism and fault-finding. Members of the church too often leave all the work of speaking to outsiders about personal salvation, and church attendance to the minister, when it is just as much their work as his. Then there is not enough of the missionary spirit in the average rural church member. He may give a few dollars yearly to the cause of missions, but he neither prays nor works for the great task that Christ commanded his followers to perform. A missionary review dealing with the work of world-wide missions, and coming into the home monthly or quarterly, as the case might be, has a great influence in deepening the interest in this great work, yet probably not one church member in twenty takes such a paper. It is a rarity, indeed, to find a religious paper of any kind in the homes of rural church members, yet without a good religious paper how "cribbed and confined" must be the religious outlook and activity. Just as the farmer needs a good farm paper to make him successful and progressive in his calling, and widen his outlook, so the member of the rural church needs a paper dealing with the work of the church in general, to make him spiritually progressive and enlarge his vision. The man or woman who takes a deep interest in world-wide Christian work is generally the one who takes the greatest interest in work at home. The man or woman who takes little or no interest in world-wide mission work will generally be found indifferent to the cause at home. In this respect the pew is far behind the pulpit.

Another cause for decline in the rural church has been the failure up to the present to bring about organic union between the various denominations, so closely related in faith and doctrine, and the consequent crowding, overlapping and struggle for existence. Only today, in conversation with a member of the Baptist church, he deplored the state of affairs in a near-by village, where he said one live church could better do the work that three were endeavoring to do, and expressed the hope that his own church would modify the rules so that they, too, might unite with the other branches of the Christian church. Ministers would work and preach better if their membership was stronger and larger. It dampens the spirit and checks the flow of soul of the average minister to preach to empty pews and a handful of people. The larger and stronger the congregation, the more interest and enthusiasm on the part of that congregation. The financial strain and struggle that unfortunately prevails in so many rural churches today, with its consequent sapping of the spiritual life, is due to sectarianism that still keeps the professed followers of Christ too often in rival and hostile camps, and diverts their energies from the great work in which they should all engage.

Another cause for decline is to be found in the passing of the family pew. How seldom one sees the whole family together in church. The children come to Sunday school, but the parents, though often professing Christians, seldom, if ever, put in an appearance. They have a false impression that the Sunday school exists solely for the children's benefit, when they themselves might be greatly profited and would make easier the work of superintendent and teacher would they but attend. Longfellow, in "The Village Blacksmith," speaks of the smithy "who goes on Sunday to his church and sits among his boys." The father who sits with his boys now in church is the exception and not the rule. How few boys and girls we see at our regular preaching services of the church. Perhaps it was because there were not so many Sunday schools organized in the early days, and as a result greater interest attached to the one service of the day, but we have in our mind's-eye the picture of the whole family coming on the buckboard over the corduroy road to church, and of congregations where every inclosed pew had its quota of children; but such is not the case now. We know of cases where young people come regularly but the father and mother never darken the church doors. There are other homes, professedly Christian, where, after all, there is no Christian influence at work, no grace before meals, no family prayer or Bible reading. The parents are altogether engrossed in business and pleasure. It is not to be wondered at that children from such homes do not remain in the church, but drift away on the tide of worldliness. It is surely because of a lack of common interest and allegiance to the work of the church and Sunday school on the part of parents and children that the spiritual life in many rural communities is declining instead of progressing.

The interests and pleasures of rural life are more diversified than in earlier days, and as a result perhaps the work of the church does not take as large a place in the lives of many people as it once did. The church and its services even in country communities is crowded out, especially in these war times, by other attractions and interests. Deaths and changes have had their effect as well, but yet we think the causes mentioned in the preceding paragraphs have contributed very largely to the spiritual decline all too common in many of our rural churches.

What is the remedy for this state of affairs? I am old-fashioned enough to believe that it is to be found in a revival of religion that shall unite every member of the community in a bond of goodwill and brotherhood, and shall cause them "to love the Lord their God with all their heart, soul, mind and strength, and their neighbors as themselves." MORLEY L. SWART.

Nilestown, Middlesex County.

A Hell of Fire for the Body and Soul.

To the Editor of The Advertiser:

In a letter which appeared in The Advertiser some time ago there was an appeal to ministers to lay aside the doctrine of a hell of fire and brimstone and to consign it to the scrap heap.

A reply that I sent in having been mislaid, I write again.

This is a subject which I have given a good deal of attention to for a number of years, and I have come right back to the old-fashioned doctrine of a literal hell of material fire for body and soul. I have come back to it, in part, from a steady and unflinching consideration of the bodily sufferings of a proportion of mankind in this world.

In martyrdoms, in accidents, in wars, etc. millions of human being have suffered bodily burnings while others have suffered through diseases centuries as much as severe. The most godly and the most tender as well as wicked and strong have so suffered. No one who reads this letter can say with absolute assurance that he or she will not leave this world in the midst of fire, a house fire, a hotel fire, a hall or church fire, a train fire, a boat fire, a forest fire, or some other fire.

To die by fire is awful, but not so awful but that many for the sake of loved ones would be burned themselves if sure of rescuing them. To die by fire is awful, but not so unendurable but that martyrs have so died singing hymns. To die by fire is awful, but if all manner of men and women and children in the world have so died, why is it too awful a death even in this world for all men? The point that I wish to make is this: Men, women and children, whether godly or ungodly, have and do and may suffer bodily agonies, sometimes extreme and prolonged, in this world where the goodness of God is over all his creatures, though where, to some extent, we behold the severity as well as the goodness of God. Why should bodily agonies, whether by fire, or disease, or torture, or exposure, be not too awful for the most godly to suffer in this world, and yet the same things be too awful for the wicked to suffer in the world to come? Again, in this world, men suffer in some cases and at times both anguish of soul and bodily agonies. Will hell be a place of relief from bodily sufferings, and the sufferings there be only of one kind—the sufferings of the soul? Will those wicked who have suffered tortures through diseases brought upon them by their sins and excesses here, in the hereafter—after the judgment—be able to congratulate themselves that thy have escaped the miseries they endured upon earth on being turned into hell?

The whole doctrine of a hell merely of mental regrets is to me unreasonable and absurd in view of the facts of this life and of this world. Twofold agonies for this world, but one kind only for hell! Rubbish! A God of Judgment who will permit those who love him on earth to be covered with pitch and burned, but is too tender in the day of his wrath to let the wicked burn! Dear reader, let me plead with you—don't you risk it.

A friend of mine was asked, "Do you believe in hell?" "Yes," he said, "hell here and hell hereafter." True, to some at times it is hell here; to all the wicked it will be hell hereafter. Why the resurrection of the bodies of those that have done evil (John v., 29), if not for suffering for the sins they have committed? Why are the people of Sodom and Gomorrah, who were burned with fire and brimstone "set forth as an example (Jude vii.), if to be cast into a lake of fire and brimstone is too awful for the wicked to endure? Why is the punishment of the wicked described in the New Testament so persistently as fire?

Terrible as it is, I cannot believe less than that the ungodly are finally cast into a lake of veritable brimstone and fire.

God offers in Christ a way of escape to all who will turn from sin to him and warns men to flee from the wrath to come. God offers pardon, acceptance, a new heart, his spirit, eternal life and the blessings of heaven to all who will return by Christ to him. This salvation is free, full, everlasting, purchased by the blood of Christ his Son. If we despise that salvation, or if we neglect that salvation, the Word of God asks us, "How shall we escape?" And neither man, nor angel, nor God himself can tell us, since Jesus says, "I am the Way, the Truth, the Life. No man cometh unto the Father but by me."

Now, Mr. Editor, the old doctrine of an eternal hell of fire for body and soul, as stated in the Bible and in this letter will be news to many today. Heterodox views on this subject get into the press very readily. Please grant the defence and promulgation of the old orthodox beliefs at least equal opportunity, which if you do you will have one very grateful correspondent. The awful scriptural doctrine will not be silenced, nor "consigned to the scrap head" so long as your humble servant has a tongue or a pen, and a way opened to wield the old "sword of the spirit" against present day denials of that which God has had written in warning and in love to our souls. Yours truly,

A. H. RHODES.

Point Edward, Ont.

WOMEN CONDUCTORS IN MOOSE JAW.

MOOSE JAW, March 29.—Four Moose Jaw street cars were run with women conductors today. It is believed this is the first time women ever have served as conductors in Canada. They wear uniforms with military caps, short skirts and leggings.

Rugs and Draperies

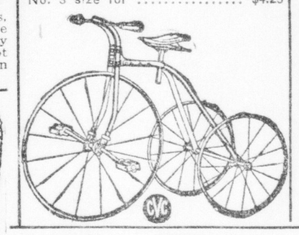
Londoners never had such an opportunity to get their choice of such a vast assortment of Curtains and Drapery materials of the better grade.
Our lower price means a saving to you.

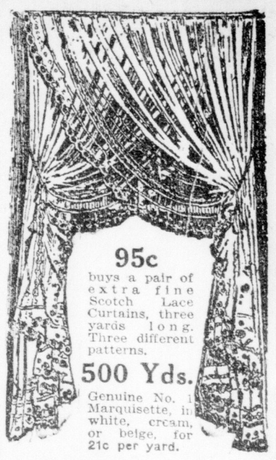
Seven sample Rugs, Alberta and Salisbury quality, 3 yards by 4 yards. On sale for .... $36.00 each

Axminster, Wilton, Brussels, Tapestry and Union, in all the new, up-to-date designs. Every size now in stock. You cannot afford to miss our low prices on Rugs, Carpets and Runners.

Rubber Tired Bicycle

Exactly as illustrated.
No. 1 size for $3.35
No. 2 size for $3.75
No. 3 size for $4.25

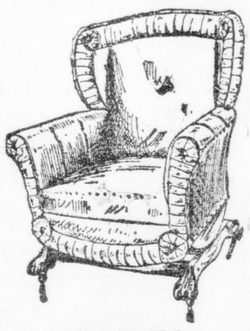




95c buys a pair of extra fine Scotch Lace Curtains, three yards long. Three different patterns.

500 Yds. Genuine No. 1 Marquisette, in white, cream, or beige, for 21c per yard.

1,000 Window Blinds 39c each



$13.50

Buys this massive English Easy Rocker, covered in best Boston brown leatherette. Regular price $20.00. Only six to be sold.

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WHERE YOU SAVE MONEY

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Your Spring Outfit
IS HERE

BE IT SUIT, COAT, HAT, WAIST OR DRESS.

The new spring season finds our store in thorough readiness with a bountiful selection of Women's Frocks, Suits and Coats. It is a display which women who are happily engaged in the assembling of their spring wardrobes will delight in viewing.

All the newest creations which are worthy of taking a place in our stocks are here. In suits there are scores of new fabric and style innovations, including navy, black, brown, green, grey, gold and mustard.

WAISTS

A dandy display of Waists just in. All the newest shades in silks and georgette crepes. Prices from..... $2.75 to $10.00

SILK SWEATERS

JUST IN FROM NEW YORK, a beautiful array of Silk Sweaters. We advise an early selection of these.

NEW SPRING MILLINERY

Spring hats for women and misses have arrived and our displays are in complete readiness for inspection.

London Ready-to-Wear

256 DUNDAS STREET. PHONE 3922.

An Impressive Showing of

Women's New Spring Suits and Coats . .

DIRECT FROM NEW YORK.

Presenting distinctive and exclusive models in a collection greatly interesting from the style viewpoint as well as from the quality and exceptional values.

Women's Spring Suits
at $15.00, $18.50, $23.50, $29.50 to $50.00

A perfectly wonderful collection of suits at the above prices. It would almost be an impossibility to find its equal in the city. Suits in all the charming colors of Forest Green, Apple Green, Gold, Old Rose, Grey, Brown, Amber, Purple, Copenhagen Blue, as well as all the shades in Navy and Black, developed in all wool Velours, Gabardines, Poiret Twill, Men's Wear Serges, Taffetas, Jersey Silks and Shepherd Checks. Many are elaborately embroidered in silks; others are plainly tailored.

New Spring Coats
at $10.00, $15.00, $20.00 to $35.00

Tailored with that delightful youthful swing, in the smartest colors, and lined with the newest fancy and plain silks, full flare models, belted models, with clever pocket effects, pointed cuffs and deep shoulder collars.

In Our Millinery Section

You will find many new trimmed and untrimmed hats very reasonably priced.

Artistic Ladies' Wear Company
211 Dundas Street

TRAFFORD'S

Baby Carriages, Sulkies, Go-Carts

SEND FOR CATALOGUE.

This Week We Have Added Some New Stock

which is bright and attractive in new designs and finishes. The early shoppers are having first choice.

We recommend the line to your early and prompt consideration.

Our stock is one of the largest in Western Ontario.

Our values are the best in the market.

Good goods, moderately priced, tersely expresses the whole line.

Linoleums and Oilcloths

We have a large stock for housecleaning time.

A couple of lines of Linoleums at

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Dressers, 6 Only

Royal Oak Dressers, with 3 drawers and beveled plate glass mirrors. We are offering these at manufacturers' prices. To clear at

$8.50

Jobbers' Clear-Out Samples Toilet Sets

(9 PIECES).

Regular $7.50, to clear at

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Reupholstering a Specialty.

We are Agents for Ostermoor Mattresses, Bissell Carpet Sweepers, Hoosier Kitchen Cabinets, Mandel Phonographs, Crex Rugs and Congoleums.

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