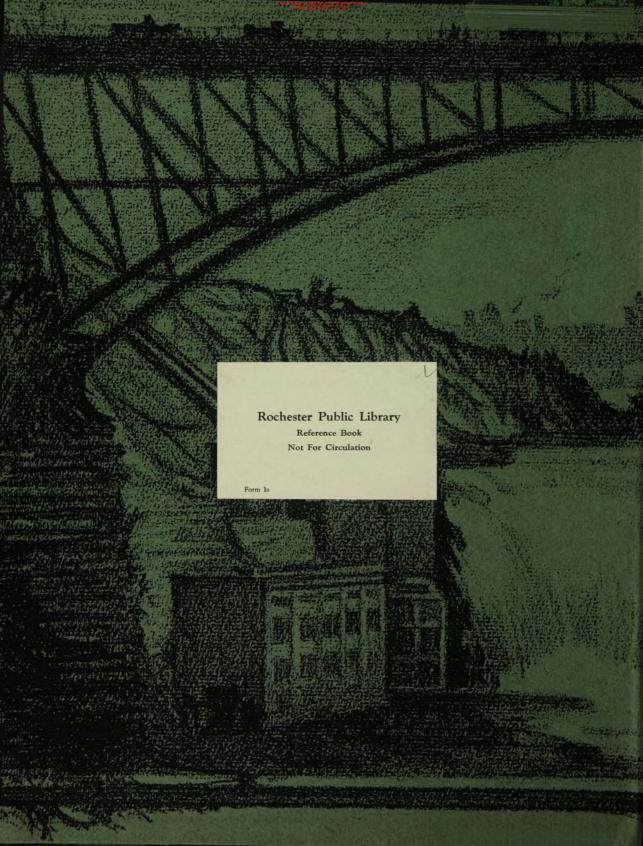
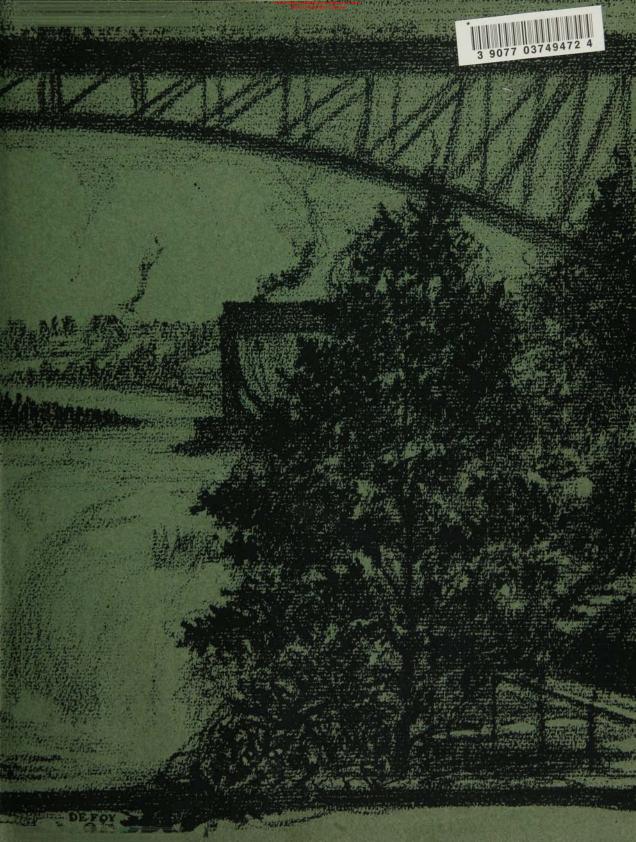


ROCHESTER, NEW YORK November 18th, 1919







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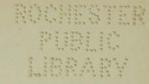
ROCHESTER CHAMBER of COMMERCE

Historic Monographs Collection

The Book of INDUSTRIAL ROCHESTER

Published for the Allied Trade Commissions of Great Britain, France, Italy and Belgium, on the occasion of their visit to Rochester, N. Y. November 18th, 1919, under the auspices of the ROCHESTER CHAMBER of COMMERCE

92974.789 9RU76206



The Spirit of Rochester

"To obtain recognition in these strenuous times one must carry his pedestal with him. The meek and lowly may inherit the earth—later."

O SAID a commercial cynic recently. Rochester doesn't need a pedestal in order to obtain recognition. It is a city that in the eyes of the knowing part of the world is set on a hill. Neither does Rochester desire to inherit the earth. It wants the earth to inherit Rochester.

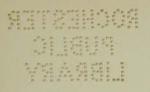
Rochester is a young city. It was only a hundred years ago that a handful of pioneers settled in this beautiful valley of the Genesee at the brink of a great waterfall, and set up the beginnings of what is now the City of Rochester, the twenty-fifth city of the United States in size. The story of Rochester's growth is not unlike the story of the growth of many other American cities. It is a story of enterprise and thrift coupled with an intense desire for advancement in education and the things which make life more worth while.

But Rochester is a little more than a typical American city. It is a typical American city—plus. And it is this "plus" which makes Rochester interesting. We feel confident—dear reader and Distinguished Visitor—that you will find it interesting if you catch the spirit of Rochester. The spirit of Rochester is the spirit which brings you from Great Britain, France, Italy and Belgium to our shores—it is the spirit of service. This spirit shows itself—

In the co-operation of our Community Life in peace and war.

In the excellence of the products of our factories.

In the enlightened efforts of employers and public officials to promote the happiness and wellbeing of the people. ral Library of Rochester and Monroe Count



The "plus" in our Community Life is a larger degree of co-operation than is found in most communities. Almost anything that it is difficult to do can be done in Rochester. The "get together" spirit is strong. It shows itself in our public organizations such as the Chamber of Commerce, whose work is more largely civic than commercial.

This is so because Rochester business men are wise enough to know that sound and wholesome civic conditions are the foundation upon which is built all permanent community progress. Rochester is showing this spirit of service through co-operation in raising a fund once a year to pay for the operation of all its philanthropies and war relief agencies. While the amount so raised is large—that is not so remarkable as that in 1918-1919 more than one hundred thousand persons subscribed to the fund.

The entire Community is marked by its willingness to work together for a common cause and the practical efficiency with which it accomplishes its purposes.

A manufactured thing bears a stamp of character just as plainly as a man does. Indeed a man stamps his character as well as his name on everything he makes. The spirit of a city, the spirit of its people expresses itself in the products of its factories. Cheap workmen make cheap wares. High grade workmen make high grade wares. High grade workmen will live only in a high grade community. Quality of life writes itself in quality of product. It is all interwoven—life at home, in the school, in the workshop is one. "Keep the Quality Up"—"Rochester Made Means Quality"—"Here Quality Dominates" are only expressions of the community's aspirations; its effort to express itself and to stamp itself as well as its name upon everything it makes and sends out in our own land or across the seas for the use and service of mankind.

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This has not all just happened by chance in Rochester. There have been great leaders, men who were not so much concerned with how much they made as how well they made it. It mattered not if it was a camera or a mouse trap, they would make it so well that "the world would make a beaten pathway to their door." With such leaders, with such a spirit Rochester grew into a great manufacturing city — not with any desire to inherit the earth, but to enjoy the fullness thereof—the fullness of satisfaction, the fullness of skill—the fullness of service.

The spirit of Rochester is the spirit of fair play. Industrial managers want their employees to be healthy and prosperous and happy. Beautiful factories, with every facility for promoting the health and happiness of the workers, abound in Rochester. They are more than factories—they have shrubs, vines and flowers to make working hours pleasant hours. High wages are paid and so high standards of living may be maintained by the employees. Bonuses, wage dividends and stock dividends have been given to employees to increase their prosperity and contentment. Homeowning has been given practical encouragement. Indeed, Rochester homes are largely owned by the people who live in them.

Employer and employee have kept pretty closely together in Rochester, and great things are being done to promote mutual confidence and to give all an increasing share in the fruits of their labor. Public officials, too, have been alert to promote the general health and happiness of the people. You need only to look at our parks, playgrounds and schools to know that Rochester is deeply concerned about other things than shops and factories. The health of young and old is guarded with every care.

Thus the spirit of Rochester abides in our work and play; in our schools and our homes. It is the spirit of service.

entral Library of Rochester and Monroe Coun

Americans love statistics. Facts and figures about Rochester are interesting to Rochesterians. We could easily burden you with the story of the numbers of pairs of shoes and suits of clothes and the miles of photographic film which we make, but we prefer to have you know something of the spirit of Rochester, to get a glimpse into her heart. It is a heart that beats in unison with yours, in unison with the great heart of the world that is being born again.

Gentlemen of Britain, and France, and Italy, and Belgium: Rochester salutes you and extends to you her most distinguished consideration. She welcomes you with

The Spirit of Rochester

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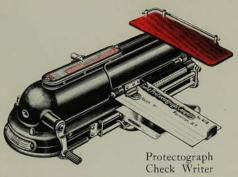
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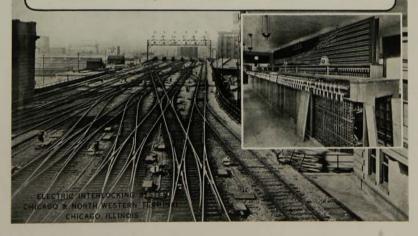
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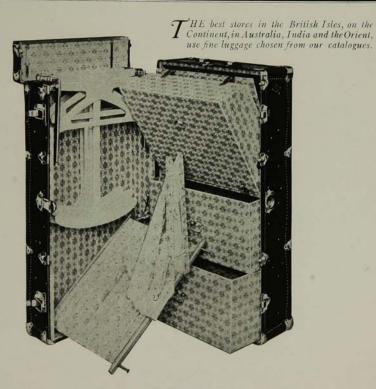
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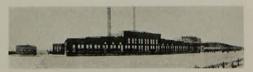
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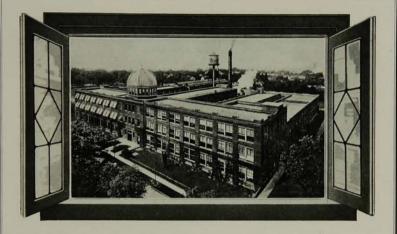
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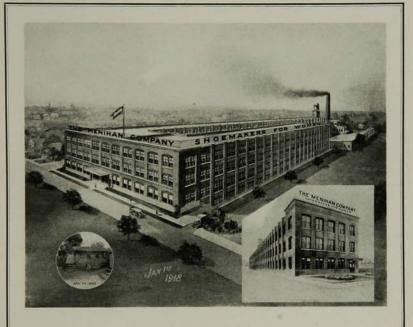
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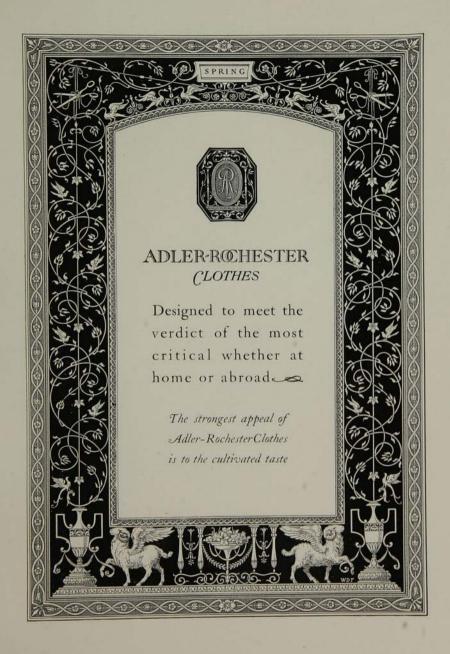
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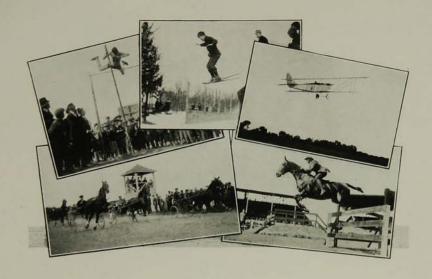
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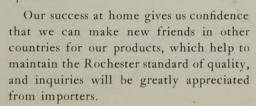


MANUFACTURERS of all the different types of photographic lenses and lenses for other purposes, cameras, photographic apparatus and prism binoculars,



Projection Lenses

for motion picture machines and stereopticans.









GUNDLACH-MANHATTAN OPTICAL CO.

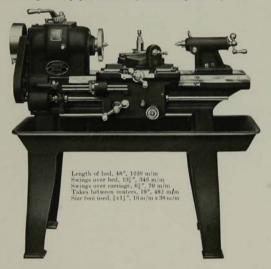
ROCHESTER, NEW YORK

Established 1884

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Adams "Short-Cut" Lathe

For quantity production of short duplicate parts



THE illustration shows one of Rochester's latest machine tool products. It is a powerful lathe designed for rapidly turning large or small quantities of duplicate parts on a manufacturing basis.

Lathe has enormous power, is extremely simple and has all the features of a standard engine lathe. It is provided with a six speed geared head with all gears running in a bath of oil. Bronze bearings are provided for all shafts.

Oil pan is part of the standard equipment. It is so arranged that tank and pipe connections can be added at any time later, all bolt holes being drilled and tapped for that purpose.

Regular equipment consists of oil pan, face plate, compound rest, set of centers, tool post complete, automatic stop for apron and necessary wrenches.

> O. R. ADAMS MFG. CO., INC. ROCHESTER, N. Y., U. S. A.



A field of Asters on one of the famous Vick Seed Farms near Rochester

JAMES VICK'S SONS

America's oldest catalogue seed concern

IMPORTERS EXPORTERS

THE first to introduce many European seeds to America, including Sweet Peas. Largest growers of Asters in America, and introducers of more well-known varieties than all other American seedsmen combined.

Our extensive farms devoted to the production of vegetable, field and flower seeds, plants, bulbs, etc., are among the show places of Western New York. Over 7,500 have been our guests on a single day to view the beautiful display of flowers. For more than 70 years this concern has been largely instrumental in securing and maintaining for our fair city the well-recognized and far famed title—

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"The Flower City"

The city where quality is supreme



IN May, 1874, Mr. Sargent attached the first time lock ever used in the world to a vault door of the First National Bank of Morrison, Ills.

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The S. & G. key locks of the secure lever type are unsurpassed for security and smooth working qualities.

For over half a century, it has been our constant aim to produce nothing but the highest types of security.



SARGENT & GREENLEAF, INC. ROCHESTER, NEW YORK, U. S. A.



Established 1865



Manufacturing and Administration Building of Bastian Bros Co.

Where 700 people make Advertising Novelties

THE general and executive offices are on the second floor. Ample natural light from four sides and overhead. All manufacturing operations on the ground floor. Size of building, 180 x 480 feet.

Equipped with latest devices for manufacturing and for employees' comfort—including temperature and humidity controlling system, hospital facilities, lunch and rest rooms.

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Grown from one employee to 700-and still growing.

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BASTIAN BROS. CO. ROCHESTER, N. Y.

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Ignition Unit Interchangeable with Magneto



Electric Generator for charging the battery and supplying the lights

NORTH EAST Electrical Equipment for Automotive Vehicles is the adopted standard on such prominent American and European makes of Automobiles, Motor Trucks and Tractors as Dodge Brothers, Reo, Berliet, Renault, White, Gramm-Bernstein, International and Holt Caterpillar.



Combination Unit Electric Starter-Generator for performing both starting and generating functions



Electric Starting Motor for cranking the engine



The home of Red Cross Stoves, Ranges and Furnaces, at Rochester, N.Y.

Red Cross

HE quality of the RED CROSS line of Stoves, Ranges and Furnaces is the result of over half a century's experience in producing high grade cooking and heating necessities. Incorporated in 1867 the enviable reputation obtained for Red Cross products has been justly merited by the constant endeavor to produce the best possible.

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A plant ranking as one of the largest in the United States devoted to Stove and Furnace manufacture, and embracing a total of upwards of 500,000 feet floor space, with modern equipment to facilitate their manufacture, stands back of this celebrated line of Stoves and Furnaces.





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Manufacturers of Red Cross Stoves and Ranges. Bermuda, Ajax, Empire and Empire Pipeless Furnaces

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Correspondence invited in any language

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Specially made bottoms to stand the wear and tear of each requirement.

Years of experience have shown us the right way to make our product.

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Products made on

Knowlton Paper Package Machinery

EQUIPMENT for the manufacture of all sizes and kinds of Paper Boxes, Paper Tubes, Corrugated Board, Corrugated Shipping Cases and Fibre Containers.

Everything for cutting, gumming, treating and forming Paper and Board.

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The manufacture of this high grade clothing is conducted under the most ideal conditions, employing only the very best quality workmanship.

Levy Bros. Clothing @ Rochester, N.Y.

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EXCLUSIVE manufacturers of McKay sewed women's shoes.

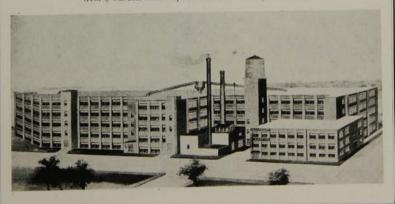
Daily output of five thousand to six thousand pairs.

Large export department maintained. Special attention given to foreign orders.

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Home of Sherwood Shoes. Specialists in Ladies' McKay Sewed Shoes



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Syrups and Crushed Fruits for Soda Fountain Use

THE Serving of ice cream, ice cream sodas, fancy drinks and desserts at the Soda Fountain is a distinctive American custom.

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"Maid of Honor" Syrups and Crushed Fruits, made in Rochester, New York, are distinguished for their purity, their unusual quality and flavor. "Maid of Honor" products are served at the best fountains everywhere.



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Parry Portable Misanne Gluer
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Gasoline and Electric Motors for those who know and want the best



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LIGHTNING LETTER OPENER

Motor Driven (Model A-5)

Opens five hundred letters per minute. Automatic feed. Easy to operate. Very simple in construction.



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This model will open about two hundred letters per minute. Equipped with an automatic feed.

MAILING EQUIPMENT

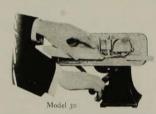
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Hand Driven (Model 30)

Capacity about seventy-five letters per minute. Has an automatic feed attachment.



Model K



LIGHTNING LETTER SEALER

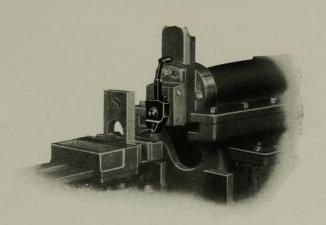
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Manufactured in Rochester by

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The attachment is simple in construction, made of highgrade steel, heat treated, hardened, and fully guaranteed.

The attachment is provided with an adjustable friction arm which rides on the head slide and prevents vibration of tool when in operation, at any speed. When Bruno Attachment is applied it becomes part of the shaper, and practically makes a horizontal slotter out of the shaper; in fact, no shaper is complete without a Bruno Attachment.

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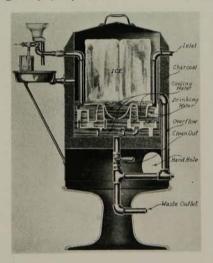
In use in Hotels, Restaurants, Factory Lunch Rooms, Schools, Hospitals, Sanitariums, and all kinds of places where a number of people are served, throughout the United States of America.

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The most improved and practical system of cooling drinking water for

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No. 1000 No. 1138 Desk Telephone Microphone





No. 890 Mine-A-Phone



No. 105 Switchboard

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A 10,000 Line Stromberg-Carlson Multiple Switchboard

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SURGICAL Instruments, Dressings, Utensils—everything in fact used in connection with surgical operations in the modern hospital that must be sterilized may be sterilized in Castle Sterilizers. And there are suitable Castle Sterilizers for the office work of physicians and dentists, designed not only from the standpoint of utility, but they are attractive in appearance as well.

The illustration below shows a complete sterilizing unit for a hospital operating room. The sterilizers are compactly mounted on one stand to simplify their operation and to economize floor space.

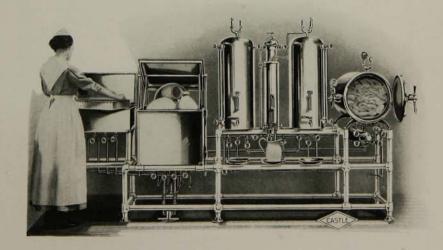
In requesting literature, state the purpose for which the sterilizers are to be used. We will be glad to have you visit our factory at 1155 University Avenue.

WILMOT CASTLE COMPANY

Manufacturers of Sterilizers and Bacteriological Apparatus

University Avenue

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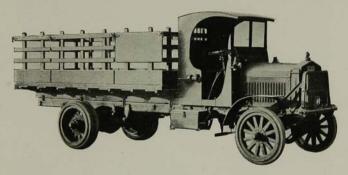


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EAGLE BRAND RIBBONS do not fill the type NION SKIN finish Carbon and Eagle brand Ribbons, being the pioneer brands, have been in constant use for more than twenty-five years.

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THE HIGH SPEED HAMMER

heads rivets cold-flush or countersunk-at the rate of:

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Height over all 24"	Spindle Feed. 2 1/4"
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Woodcock quality is so pronounced that once Woodcock Products are used, nothing else will satisfy—substitution is for-ever barred.

Selected wheat scientifically "cured" by the exclusive Woodcock process gives to Woodcock Products a flavor and deliciousness never yet approached in other brands.

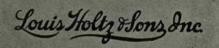
Made by Americans in a strictly sanitary food factory from the choicest part of the richest wheat grown, Woodcock Products are unquestionably the choice of those who appreciate the best.

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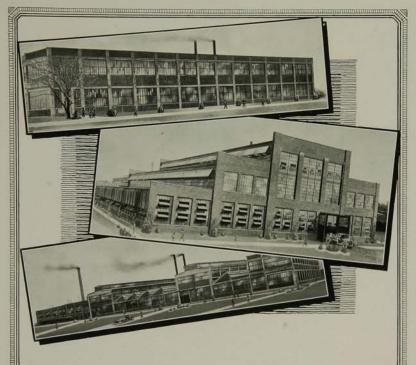


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Unit Equipment



The Plant and the Product

Heavy Machine Tools

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(The Original "Sunpru" Colors)

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Pittsburgh Warehouse

Paper of All Kinds

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Handy as a bicycle; efficient as a motorcycle.

Weighs 70 pounds.

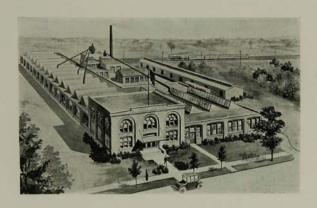
Speed, 3 to 30 miles per hour, 80 to 100 miles per gallon, gasoline.

The lowest price power twowheeler on the American market.

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ROCHESTER, NEW YORK
Manufacturers of Fine Lasts

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CARRIES a one-ton load at full speed behind any passenger automobile or truck. Attached and detached without tools.

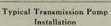
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Manufactured by the
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Air Compressors

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Public and Private Garages—Engine Driven Pumps For Passenger Cars and Trucks Hand Pumps and Grease Guns



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Manufacturers of

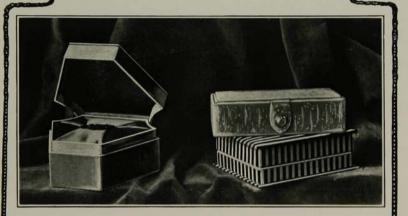
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EVERY detail in the process of turning out paper boxes, from the simplest to the most complicated design, completed in our own factory.





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HUBBARD, ELDREDGE & MILLER

ROCHESTER, NEW YORK, U.S.A.

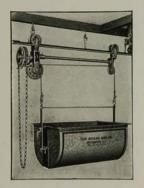
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The Home of Art in Buttons

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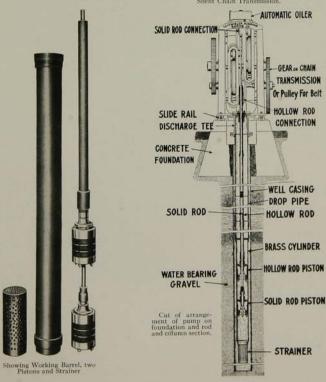
LUITWIELER PUMPING ENGINE CO.

ROCHESTER, N.Y., U.S.A.

"We speak with authority"

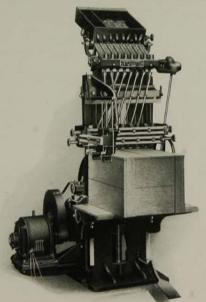


Luitwieler Electric Pump, Deep Well Type, with Extended Base and Gear or Silent Chain Transmission.



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THE MORGAN MACHINE COMPANY, Rochester, N. Y., U.S.A., extends greetings to the Allied Trade Commission. The Morgan Machines for nailing wooden boxes were used by all the Allied Nations for making boxes for war materials. They will prove of great value in assisting in the rehabilitation of the trades of the Allied Nations throughout the world.

For many years the Morgan Machine Company has been represented in Great Britain and Colonies by W. & C. Pantin, 147 Upper Thames Street, London, England; in France by H. Brenneisen & Cie, 5 Bd. Jules Ferry, Paris.

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THE ROCHESTER FOLDING BOX COMPANY

LITHOGRAPHERS, ROCHESTER, NEW YORK, U. S. A.





Shinola

SHINOLA is a wax and oil shoe polish, distinguished by its properties of applying easily and quickly to leather, its giving a very high polish with a few strokes of the polisher, and the fact that it forms a preservative coating on the surface of the leather tending to keep it soft and pliable and keep out moisture. Shinola is made in black, tan, ox blood and brown colors and is packed in air tight metal containers with a patented key for conveniently lifting the lid when it is desired to use the polish.

White Shinola is a different product intended for whitening and cleaning white shoes, whether of leather or fabric. It is adapted to all white leathers, except those highly glazed, and possesses the merit of having a very dense

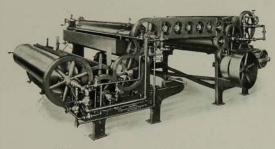
white body and can be easily and quickly applied.

The Shinola Company was founded in 1877 and its products have attained practically universal distribution in every state and territory in the Union, from the largest cities down to the smallest village stores.

Shinola has proven itself adapted to foreign markets, even though the development of foreign trade for Shinola has been undertaken only comparatively recently. Shinola is now distributed quite generally in Mexico, Central and South America and the West Indies, in South Africa, the Dutch East Indies, the Philippines, somewhat in Japan, China and Siberia.

In Europe, Shinola is distributed in the following countries named in the order of their consumption: Belgium, Holland, Norway, Denmark, Spain, Italy, France, Servia, Portugal, Bulgaria, Russia and Great Britain. It will thus be seen that there is large, excellent territory open to merchants who can handle this product, and it is the desire of the Shinola Company to open negotiations with reliable concerns in position to take advantage of the opportunity that this specialty offers for a very considerable volume of business at very satisfactory profits.

SHINOLA COMPANY ROCHESTER, N.Y., U.S.A.

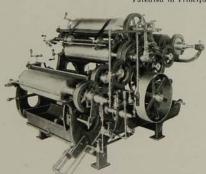


Type 40-G-16-72-inch Wax or Paraffine Paper Coat-ing, Oiling and Saturating Machine.

For manfacturing all kinds of sanitary, water and grease proof paper used for wrapping bread, butter, lard, meats, candies, tobacco and many other products; also silverware, tools, instruments, etc., to protect same from exposure or tarnishing. For making inexpensive containers for holding liquids, cartons, drinking cups, lining shipping cases, etc. Capacity 350 to 500 lineal feet per min-ute. Floor space, 14x9 ft.

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Patented in Principal Countries



Type 30-D-28-inch Carbon Paper Coating Machine

This machine manufactures the finest and best qualities of Carbon Paper for typewriters and for pen and pencil use; also sales and check books. Manufactures both soft multicopy and hard high gloss finish.

Capacity: 250 to 300 lineal feet per minute. Floor space: 7 feet by 9 feet.

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FRANCE AND BELGIUM: Mr. Charles Pfeiffer, 48 Rue de Provence, Paris, France. ITALY: Mr. Enrico Toniolo, Via Principe Um-

berto, 24, Milano, Italy.

NORWAY AND SWEDEN: Mr. Agner Haeger, Drottninggatan, 21, Stockholm, Sweden.

MAYER COATING MACHINES CO.

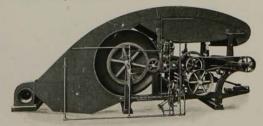
ROCHESTER, N. Y., U. S. A.

Type 60-L-50-inch Gumming and Gluing Machine

This machine will manufacture perfectly smooth coated, non-curling gummed or glued paper or fabric for cutting into narrow tapes for sealing packages, paper boxes and cartons; also labels, stamps and shipping

tags, etc Capacity: 100 to 200 lineal

feet per minute. Floor space: 19 ft. by 8 ft.



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