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TANNER'S TRADE CIRCULAR

PRINTERS & STATIONERS



JUNE 1922

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Tanner's Trade Circular

THE RED-LETTER DAY FOR PRINTERS.



VERYONE associated with the printing trade is naturally delighted that the trade agitation against the excessive ponny postal rate for printed paper has been successful. At one time it was feared that the Post Office surplus might have been absorbed by other needy departments, but the Chancellor of the

Exchequer thought better of it, and has made concessions in the Budget which will undoubtedly give a fillip to the industry, and indirectly to other industries. The postage on Inland letters, not exceeding 1 oz. in weight, comes down to 14d., and postcards to Id. For inland printed papers, not weighing more than I oz., the rate is reduced to #d. This reduction is the one which is most appreciated, even though it is accompanied by some limitation of hours of posting. Telephone charges are also to be reduced. The cost to the Treasury of these various reductions in postal rates will be £5,650,000 this year, and, together with the cost of restoring Sunday collections, represents the surrender out of Post Office surplus on the commercial account basis of about £6,250,000 in 1922-23.

Mr. W. H. Burcman, writing on the possibilities of the halfpenny postal rate, in respect to the stimulus it will give to trade, says :- May I, through the courtesy of your columns, inform your readers of the possibilities of the above Postal Rate which came into force on Monday, May 29th. The Red-Letter Day of the year 1922 to Trade and Commerce. Those who look ahead, are making their arrangements in advance. Orders for millions of halfpenny stamps have already been placed with the Postmaster-General.

Orders for printing, in connection with huge Publicity Schemes, are in hand. Many were being got ready for "The Great Day," Monday, the 29th May, 1922. On that day there was let loose such an avalanche of Letters, Post Cards, and Publicity Literature, that it bid fair to overwhelm the Post Office Staff. It is anticipated that " The Day's " figures for the Nation's Correspondence will eclipse all records, and it will be interesting to speculate what was the number.

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Made throughout in our own Workshops at Salisbury Square

SUIT CASES for the holidays

Highest Class Hide & Workmanship, and lowest Manufacturers prices





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Amost :: useful :: hand-bag for all purposes

Best Grained Cowhide. All stres

Any class of Leather Goods Made to order. :: Prices on Application

R. T. TANNER @ CO. Ltd

SALISBURY SQUARE, LONDON E.C4

Page Eighty-Two

The Halfpenny Postal Rate on Printed Matter is the most important of all Postal Rates to the Printing Industry, to Industrial Firms, and to Employment.

It is not generally known the varied extent of the corres-

pondence which the Halfpenny Rate covers.

It will carry any of the following: -

8 page Catalogue (size 14 by 95 in.) 16 page Catalogue (size 10? by 81 in.)

16 page Catalogue (size 91 by 7 in.)

24 page Catalogue (size 8 by 55 in.)

32 page Catalogue (size 84 by 44.)

36 page Catalogue (size 7] by 41 in.)

The above Catalogues can be enclosed in envelopes or wrappers and can be printed on a highly-finished supercalendered paper fit to receive the best produced half-tone illustrations.

The little Halfpenny Rate enables Industrial Firms to send out Millions of Prospectuses, Balance Sheets, Circulars, Price Lists, Invoices, Statements, Order Forms, Market Report, Acknowledgment Forms (Imitation Typewriter Circulars, if handed to the Post Office in lots of not less than 20 copies).

It also allows of a Mailing Card, i.e., a Printed Matter Card, minimum size 34 by 54ins, up to a maximum size of 12 by 24 ins. This latter size forming a gigantic communica-

tion.

A Birthday or Picture Post Card, etc., containing five words of greeting, the date, name and address of sender also

addressee may be sent for one Halfpenny.

It is a very common practice amongst Industrial Firms to neglect to use the full weight to which the Postal charge entitles them. They would do well to remember that while it is a good thing to throw one's weight about it is not wise to throw one's postage weight away. Live firms will see that full Postal weight is secured by enclosing with all their communications "Snowball Advertising" such as "Publicity Envelope Enclosures" afford. Great output of Publicity Literature during the current Fiscal Year 1922-23 ending on March 31st, 1923, will help the Business of Industrial Firms, increase Postal Revenue, and enable the Postmaster-General to carry out his intention of making further Reductions in Postal Charges. Probably by making the

Letter Post 127 The Post Card Rate ... 1d.

and giving two ounces for \$d. (Printed Matter Rate).

When that time arrives the wishes of LORD BLYTH will have been carried out and the dreams of the immortal Sir ROWLAND HILL will have been realised, once more.

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Our Monthly Review

Tanner's Trade Circular

OUR TEXT PAGES.

HE text pages of this issue of our Trade Circular are printed on "Salisbury" Extra Thin Imitation Art Paper, 42lb. Double Demy. This is a special paper which we venture to predict will be in great demand, as it meets the requirements under the new Postal regulations, as explained in another portion of our impression. It has been made especially thin, so that it might be used for catalogues, to be posted under the new halfpenny

be used for catalogues, to be posted under the new halfpenny rate. We therefore anticipate a phenomenal demand for it, and have made arrangements accordingly. It is also stocked in 32lb. Double Crown, 64lb. Quad. Crown, 53lb. Double Royal, and 84lb. Quad. Demy, all 516 sheets to the ream.

WHITE PULP BOARDS.

For Menus, Election Cards, and a variety of other uses, we would draw our reader's attention to the No. 942 high finish white Pulp Boards. It will also interest him to know that the prices have been considerably reduced, and when we remember that under the new halfpenny postal rate mailing cards may be posted of a minimum size of $3\frac{1}{2} \times 5\frac{1}{2}$ ins., up to a maximum size of 12×24 ins., we anticipate that these boards will be in daily demand. They are supplied in two sizes, Royal (20 x 25) and Postal (22\frac{1}{2} \times 28\frac{1}{2}), and in five thicknesses, namely, 3, 4, 5, 6 and 7 sheet. We are also supplying cut cards in small, large and correspondence, prices of which will be found on page 86 of this issue.

SPECIAL LINES OF ENVELOPES.

We are at present offering two special lines of envelopes of which samples may be had on application. One is a thick cream laid (272 P.H.) 7½ size, offered at 6s. 9d. per 1,000 net, or in 50,000 lots at 6s. 6d., and 100,000 lots at 6s. 3d. per 1,000. The second is also cream laid (139) 7½ size, offered at 5s. 9d. per 1,000, or in 50,000 lots 5s. 6d. per 1,000, and in 100,000 lots 5s. 3d. per 1,000. These envelopes will be found particularly useful for all commercial purposes.

No. 942 WHITE PULP BOARDS

\$

4500

ROYAL (20×25)

3	Sheet,	per g	r. 7/3	For 10 gr. lo	ns 6/9 per gr.
4	**	.29	8/6		8/- **
5	**	21	10/9	3)	10/- "
6	29	83	12/9	59	12/
7	THE PARTY	**	15/-		14/3

POSTAL (22½×28%)

3	Sheet.	per gr. 9/6	For 10 gr.	lots 9/-	per gr
4		,, 11/-	The state of	10/6	100
5	21	, 13/9	37	13/-	37
6	**	,, 16/-	1501,900	15/3	
7	.,	,, 19/3	10	18/3	

CUT CARDS (per 1000)

3	Sheet.	Small 2/4	Large 3/3	Corres. 3/6
4 5	**	2/9	" 3/9 " 4/3	,, 4/- ,, 4/6
5	21	., 3/3	., 4/6	., 5/-
7	."	4/-	., 5/-	, 5/6

Subject to Market Fluctuations



R. T. TANNER & Co. Ltd

Dorset Street : Salisbury Square LONDON, E.C.4

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News in Brief

T

O quote the words of the Daily Telegraph, the matinee at Drury Lane, on May 16th, on behalf of the Newspaper Press Fund, may be described as a triumph of organisation, of generous endeavour, and of artistic achievement. The audience filled every nock and corner of the huge auditorium, while the King and

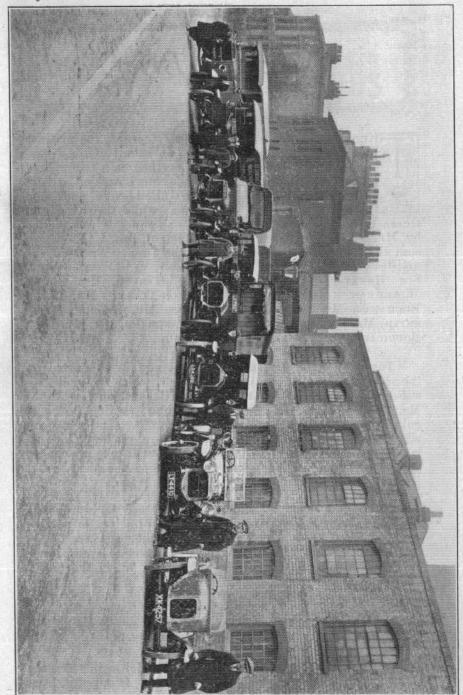
Queen occupied the Royal box. An apt prologue was recited by Mr. Matheson Lang, "The Street of Ink." No less a sum than £3,500 was obtained for the fund. Amongst the artistes present were: Mr. George Robey, Miss Ellen Terry, Sir Harry Lauder, Miss Teddie Gerard, Mr. Harry Welchman, Miss Phyllis Neilson-Terry, Mr. Jack Buchanan, Miss Madge Titheradge, Mr. George Grossmith, Mr. Nelson Keys, Miss Constance Collier, Mr. Dion Bouchault, and Miss Irene Vanbrugh.

Inspiring examples of British courage were enacted on the sinking of the P. and O. liner Egypt, which collided with a French tramp boat, off the coast of Ushant, on May 20th. Mr. Jenner, of Dover, the ship's printer, as the liner was going down, took off his lifebelt and put it round a woman who was without one, saying: Here you are, madam, this belt is yours; I don't know how to swim, but I will take my chance with the others. He is believed to have been drowned, and leaves a wife and young family.

The ballot taken by the L.S.C. on three levy proposals resulted as follows:—"Are you in favour of a levy to provide against a possible lock-out?"—for 8,146, against 1,955; majority in favour 6,191. "Are you in favour of a levy based on the poundage system, at the rate of 1s. 0d. in the pound or part of a pound above 10s. 0d. up to £6, with an increase to 2s. 0d. in the pound above £6?"—for 5,468, against 4,106; majority in favour, 1,362. "Are you in favour of a levy of 7s. 0d. per week for all members in full employment?"—for 3,246, against 5,764; majority against, 2,518.

Of late, there has been considerable criticism in reference to the printing office controlled by the State. It appears, from

For quick delivery note our Fleet of Motors



Page Eighty-eight

a recent report, that when tenders were invited for 36 groups of work for various Government Departments, to the value of £70,000, one only was secured by the State Printing Works, to the value of about £400.

Tanner's Trade Circular

Canada is now manufacturing blotting paper. Until quite recently all the blotting paper used in the Colony was imported, such imports amounting to half a million dollars per annum.

At the last dinner of the Federation of Master Process Engravers, the toast of "The Federation" was proposed by MR. FRANK COLEBROOK. In response, the Chairman said: "It has been like a breath of sea air. We need not go to a seaside place for our annual meeting while we have Colebrook to invigorate us."

Newcastle is after another new "stunt." Recently the City Council proposed to set up its own printing works, but we are pleased to see that the proposal was opposed by the Newcastle and District Master Printers' Association. Eventually the Deputy Lord Mayor proposed that the report be considered twelve months hence, which was carried by 38 votes to 19. This is not the first time we have had experience of an attempt by Newcastle to institute a "stunt," against the best interests of a large section of the townspeople.

Sensation after sensation was created in newspaperdom, last month, with the announcement, which first appeared in the Daily Mail, to the effect that LORD NORTHCLIFFE had decided to withdraw all his publications from membership of the Newspaper Proprietors' Association.

Printed books to the value of £636,305 were exported from this country during the first three months of the year. Last year, for the corresponding period, the value was £969,173, and for 1920, £722,729.

The Stationers' Company and Printing Industry Technical Board are arranging a series of craft lectures, to commence next October, on similar lines to those held by the Royal Society of Arts, but dealing only with craft subjects, including bibliography. The lectures will be free to all engaged in the crafts represented by the Worshipful Company of Stationers.

MR. JAMES MACLEHOSE, LL.D., President of the Federation of Master Printers and Allied Trades in Great Britain and Ireland, has been presented with his portrait in oils.

ENVELOPES

No. 285 MANILLA QUALITY

BAG SHAPE NARROW 题龄

Dimensions	Per 1 000
58 × 31 6 × 4 61 × 41	- 5/3 - 6/3 - 7/-
61 × 41	0/3
64×5	7/9
64×5 74×44	- 7/9 - 7/6
74×5	26.10
71×5 8×5 81×5+ 80×54	9/9
80×54	- 10/-
	11/3
10 × 61	147
10 × 7	- 14/-
9 × 6 10 × 6 10 × 7 10 × 8 10 × 9	- 7/9 - 7/6 - 8/6 - 9/3 - 9/9 - 10/- - 14/- - 14/- - 15/3 - 17/3
101×6	12/3
101×71	- 14/-
101×8	- 12)- - 14)- - 15/9 - 17/3
101×83 100×71	17/3
101×8	- 17/3
11 ×8	- 17/3
11 × 9	- 20/-
12 × 10	- 21/3
10[×8] 11 ×8 11 ×9 12 ×9 12 ×10 13 ×11 14 ×9	- 9/3 - 9/9 • 10/- • 11/3 • 13/- • 14/- • 15/3 • 17/3 • 17/3 • 17/3 • 17/3 • 17/3 • 20/- • 21/- • 21/- • 25/6 • 27/6
14 × 9 14 × 10	25/-
14 × 10	- 21/0

Dimensions	Per 1,000	
9 ×4	-	7/6
91×41		8/5
101×41	*	9/3
10g×4g	+	9/9
11 ×5		10/6
1114×6		14/2
111/×5	+	11/3
12 × 5	10	1.1/10
14 × 5	0.	14/-

ENVELOPE SHAPE

Dimensions Per 1,000 6's (52 × 3½) - 4/3 7½'s (5½ × 3½) - 4/6 8's (5½ × 3½) - 4/9 8½ (5½ × 3½) - 4/9 La Ct. (5½ × 4½) 4/9 Md. Ct. (5½ × 4½) 5/6 6½ × 5 - - 6/-6½ × 4½ - 5/10

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Telephone: 7054 City (3 lines) "Telegrams: Tanner, Fleet, London"

painted by Sir James Guthrie, in recognition of the services he has rendered to the Scottish Alliance, and to the printing industry throughout the Kingdom.

Colonel Truscorr, president of the London Master Printers' Association, recently said that there was no question whatever that a large section of the men realised that in order to get back to good trading conditions it was necessary that wages should come down.

An agreement has been entered into by the *Illustrated London News and Sketch*, *Ltd.*, and the *Sphere* and *Tatler*, *Ltd.*, with the object of the two companies co-operating in the production and sale of their respective publications. The arrangement also provides for the pooling of the two Companies' profits.

A circular has been issued by the directors to the shareholders of the Amalgamated Press, says the Sales and Wants Advertiser, to say that a scheme of reorganisation will be formulated which will affect both the preference and ordinary shareholders. It is believed that the rate of interest on the 5 per cent, cumulative preference shares will be raised, and colour is lent to that view by the rise in the price of these shares, which are now quoted at 19s. 6d., compared with 13s. 6d. at one time last year. There have been active dealings lately in the ordinary £1 shares, which have changed hands at over £7. For years past dividends of 40 per cent. per annum, free of tax, have been paid on these shares, and substantial reserves have been accumulated, while properties have been written down to such an extent as to create large inner reserves. Goodwill and copyright items have been entirely eliminated from the balance sheet. It is believed that the directors contemplate a distribution of some of these surplus assets, and details of their scheme will therefore be awaited with considerable interest. The last occasion when a bonus was distributed was in 1913, when 30 per cent, was paid in ordinary shares.

We hope our readers have not overlooked the remarks on page 94 of this issue relative to die-stamping, gilding and rotary cutting. These departments are at the present time busier than they have been for some time past, and our work is giving the utmost satisfaction. We are at all times pleased to answer any enquiries, and to submit estimate for any special work required.

This month the annual conference of the Federation of

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431. 8vo. Up 433. 6mo. Br	o. Special Billh		18 lbs
229, 8vo. Up " 6mo. Bi		@ 3/6 @ 4/9	21 lbs
QUAL	Stocked in	REAM WOV	E,
8 vo. U 6mo. Br 4to.			23 lbs
1d. pe 2d. ,	er 1,000 less fo	or 10,000 lots 20,000 "	
2d. ,	, """ R & Co. Ltd. De	20,000 "	

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WE DO THE JOB COMPLETE, making the Designs, Drawing on Stone or Plate and Printing, delivering the work ready for your customer. We will be pleased to assist you with any part of it,

By arrangement, we will submit competitive designs at our own expense.

We also undertake every kind of COLOR PRINTING, as SHOWCARDS, LABELS, WRAPPERS, COLORED SUPPLEMENTS, MAGAZINE INSETS, CHILDREN'S PICTURE BOOKS, PICTURE POST CARDS, VIEW BOOKS, etc.

We are also publishers of CHROMO ALMANACS, CARD CALENDARS, DAILY, WEEKLY and MONTHLY DATE BLOCKS, DECORATIVE and ADVERTISING :: TRANSPARENCIES, SPORTS CLUB FIXTURE SHEETS, :: PICTURES FOR BOX TOPS, TRADE MARK and DECORATIVE TRANSFERS FOR ENGINEERS AND DECORATORS. Etc.

INFORMATION, SAMPLES AND PRICES ON APPLICATION.

C THE TRADE 3. COLOR PRINTERS, J

Telephone: 24396.

Wires: "Almanae," Leeds

Master Printers is to be held in Glasgow. There will be a very full programme, including a number of business sessions. Amongst others, Mr. W. Howard Hazell will speak on "The Past, Present and Future of the Costing Movement "; Mr. G. EATON HART will give his experiences of the U.S.A.; and Mr. A. Williamson, the Secretary of the Costing Committee, will speak on "Costing as an Aid to Efficiency." Any printer, who can spare the time, would be well advised to attend this conference, as he is sure to hear something of interest to him in his business.

MR. T. P. O'CONNOR, M.P., is to be presented with the freedom of the city of Athens, " As a sign of gratitude for his efforts in Parliament for the protection of the life of Christians and of Greek rights in Anatolia."

The will of Mr. A. Nichol, of Portobello, Edinburgh, retired paper maker, shows an estate of £24,183; that of Mr. G. MAURICE CURTICE, of Romeike & Curtice, Ltd., at £2,129; that of Mr. A. Walters, printer and stationer, of Wallasey, at £6,725; that of Mn. W. G. Evans, master printer, Carnarvon, at £3,450 net; and that of Mr. George Davidson, Director of the Aberdeen and North of Scotland Newspaper and Printing Co., Ltd., shows personal estate, in the United Kingdom, at £144,325.

JUDGE CRAWFORD recently stated that " Newspapers are our greatest asset for obtaining employment. They are a far better means than the Labour Exchanges."

The Directors of Messes. E. Hulton & Co., Lad., have appointed a representative of the mechanical staff to a seat on the Board. The election was by ballot of the workers, the machine-room representative finally heading the list. Election addresses were given and much canvassing was done.

The Italian Book Fair is now being held in Florence, and will remain open until the end of next month. Full particulars of the Fair may be had from the Italian State Railways, 12. Waterloo Place, S.W. 1.

The team of the Honourable Artillery Company won the Daily Telegraph Cup, at the London District Rifle Meeting, on May 28th. It will interest our readers to hear that Crr. J. EAMES, of our sales department, was in the winning team, and received a silver medal.

Die-Stamping.

WE HAVE THE MOST MODERN
MACHINERY FOR PLAIN,
COLOUR OR GOLD RELIEF
STAMPING. ESTIMATES FOR ALL
CLASSES of WORK ON APPLICATION

Gilding.

IT CANNOT BE DENIED THAT :: PRINTERS are AGAIN BEING ASKED FOR GILT EDGE CARDS. :: THE CARD ENCLOSED WITH THIS ISSUE SHOWS FOUR STYLES OF EDGE AND MAY BE OF SERVICE TO YOU. PROMPT ATTENTION GIVEN TO ALL ENQUIRIES.

Rotary Cutting.

WE WOULD RESPECTFULLY REMIND OUR READERS, IN MAKING UP FORME OR STONE, THAT WHEN PRINTED CARDS ARE WANTED TO BE ROTARY CUT, MAKE OUT AND OUT TO SIZE REQUIRED WITH TRIM ON all FOUR EDGES. SINGLE KNIFE ROTARY CUTTING is not SUCCESSFUL

R. T. Tanner & Co. Ltd

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Points for Printers when selecting Apprentices.



AS the "selection" aspect in the choice of apprentices for your respective departments hitherto received the attention that its importance demands?

Do you realise that a wise selection will prove an asset to your business, while a false one will inevitably

produce a loss?

Has it occurred to you that a lad must be temperamentally as well as educationally fitted for the craft which has educated the world?

That the craft as a whole (and yourself as a unit) must endeavour to attract lads of a higher standard than has hitherto prevailed; and, that the question of "betterment" (which includes output, quality, and status of the craft) will be helped forward if you take the initiative in this matter?

Do you realise that to select a low-chested, dwarfed and anomic lad as an apprentice for the composing room is detrimental to your own interests, and may prove fatal to the lad himself?

That the lad of your choice should preferably be of a quiet, contemplative disposition; a good reader, an accurate speller; possess a fair knowledge of English, compound proportion arithmetic, freehand drawing, and, above all, enjoy good health and vision, and be of strong moral character (the more conscientious the better for yourself)?

That the main business of a compositor's calling being "Thought Expression," alert, active minds are indispensable and essential?

Do you recognise that the necessity for a probationary period is as urgent in the machine room as in the composing department?

That though the standard of education be not necessarily so high as in the composing room, the lad of your choice must possess a distinct leaning towards, if not an actual love for, the mechanical?

That a knowledge of freehand drawing and higher arithmetic will prove of distinct service to him as he advances into the higher realms of his craft?

That a large saving will be effected if a lad is early trained in the correct methods of locking up formes, use of general appliances for same, and value of material used?

That a lack of thought or knowledge of aforementioned is largely responsible for the damage and depletion of much valuable material when formes are returned to composing room?

By G. A. SAYERS (St. Bride Printing School).

Miscellaneous Advertisements

Including Situations Vacant and Wanted; Businesses and Goods for Sale and Wanted to Purchase; Partnerships; Premises to Let and Wanted, etc.

Announcements from our austomers to oppose in these common are inverted free of charge, but they must be reserved by the 15th of the month, to appear in the following mouth's same. Reflies may be addressed to R. T. TANNER & Co., LTD., when they will be forwarded to Advertises.

Working Overseer (Machine) desires engagement switch to clealing clows of old satabilitied printing from Hart marge of newspapers, commercial and half-tone work. Good references—J. H. M., 86 Dongola Road, Tottenham, N.15

Production Man and Buyer, now engaged as Printer's Works Manager to years) with han recent of achievement, recognised authority on Printing and allied sobjects, seeks to connect with organization where broad knowledge of Printing, Engraving, Commercial Ars, and ability to buy advantageorosty—with creative ability, inhibitive and marriagements ability, inhibitive and marriagements are the broader of the Parker & Co. Livo 36. P.M. cork T. Tanser & Co. Livo

BOOKEEFPER thoroughly experienced Train. L.A.A. Certificately, capable of working to final figures, and take control staff—Ba-Service—G = 0.0 K. T. Tanage & Co., 1:15.

Experienced Machine Minder desired change, can take charge. Half-tone and three-colour work and guite conversary with the rotatine of a General Jobbing Offine. Good References.—XYZ. 188 High Street Walthamstow E-19.

VOUNG MAN. 29. Es-Set, tenks sit as Printer's Waredonsman or Facker, ntn 2 years experience — Wiccox, 15 Dragon Road, Camberwell, 5 E-18

RONEGCOPIERINe hand Funch, semmed, frat fate condition, indirect warpress, ff 18.—Address "W" go R. Tassian & Co., Lve.

COMPOSITORS. Use the new Double-Sided Side, as an adjunction Your atthe 26 post free. Fill any stick Results will please you. Apply "Lavention." 225. Clifton Boad, Ringly.

MARRIED MAN wants situation. IS years as Export Packet and Ware-bouseman in the Paper and Studentry Trade, is mouths as furniture. Facket, and it mouths as furniture. Packet, Good references: A. J. Grashewass, S. Featherstone Buildings, Holborn, W.C.

We are pleased to insert ANNOUNCE MENTS in this colourn for our readers free of charge.

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Double Large Post - 30 lbs.

Double Cap - 26 and 30 lbs.

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