

London Terrace News

APR 2 '35



MARCH

1935

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THE newly-organized "Theatre-of-the-Week Club" is proving to be one of the most popular services at London Terrace.

The tickets for any Broadway show are delivered directly to your apartment door at a cost little more than carfare and eliminating the discomfort of standing in line at the box office. Regardless of the popularity of the show in question, seats can be obtained upon remarkably short notice. However, it is better to send requests a few days in advance, thus allowing for greater price choice. Many of the best attractions are being offered at reduced club prices, much less than box office prices, and on these tickets there is no service charge. The Club urges tenants to take advantage of these special offers while they are available. Bulletins listing the various offerings will be distributed at regular intervals. Almost every theatre on Broadway is lighted now and most of them are housing hits. "Fly Away Home" and "Post Road," which were both seen by the writer recently, are recommended most enthusiastically. "Petrified Forest," "Escape Me Never," "Personal Appearance" and "The Children's Hour" are favorites with London Terracers, just as they are best sellers elsewhere.

Either write or call the Cashier's Desk and give your order for the shows you want to see. State the location, date and prices, as given on the bulletin, plus your name and apartment, and tickets will be delivered at your convenience.

As is always the case "where there is a demand, there will be the supply." It depends entirely upon the continued interest and response of residents of London Terrace whether this convenient service will be continued.

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RENTING AND MANAGING AGENTS

The NEWS of

London Terrace

MARCH, 1935

VOLUME II

NUMBER 3

Point of Interest

Evidence of vacation-consciousness, as demonstrated by a recent sales survey conducted by your personal snooper at the Whalen Drug Store: The biggest selling special item for the month has been pine-scented bath essence.

Further evidence of the inevitability of warm weather: Electric heater sales are on the decline and electric fans will be stocked in another two months. Ship ahoy, on the marine roof!

Roses Are Red

Just in case you didn't know, potted plants are the real thing. Your excursionist ferreted out the Florist Shop manager the other day and learned from him the heartening intelligence that the potted plant biz is on the lift. They'll sell well until Mother's Day (which is May 12 this year), and then the cut flower feature of the business will climb in the driver's seat—fine varieties of flowers as mixed as the metaphor.

At this time of year, daffodils are leading the league, with iris



and snapdragons coming in second. In the potted plant group, azaleas, potted tulips, primrose and cinararia (you'll have to take the manager's word on the spelling) are favorites.

The gardenia, which used to be the fashionable posy for tuxedo lapels, has been appropriated by the women, who wear them evenings more than any other flower. The men wear carnations these days, red ones with the old dash of color. The Shop occasionally gets calls for one flower or two, which means that somebody is stepping out.

The Shop realizes ninety per cent of its business from Terrace residents, and business is good, you'll be glad to hear. A large proportion of the patrons are steady, and the manager knows what they want without their telling him. He has a battery of orders for every week-end, and he just delivers what he thinks would suit the people best, and that's all there is to it. Others, a little less regular, call up and say, "Send me something nice for three dollars," and that's all there is to that.

A good many people think the Shop is closed Sundays, and this is irksome to the manager, who opens up at eight in the morning and closes at nine at night on Sunday. He thought you'd like to know, and we told him we were sure you would.

Egocentricity

The reporter in charge of essential statistics has probed sufficiently into the private lives of London Terrace residents to come back with some heartening information about the "News."

Forty-five per cent of the residents of London Terrace, you will be as astonished as we to learn,

mail out the "News" to families and friends shortly after its receipt. We didn't believe that ourselves at first, but we checked into it, and found that the magazine, folded sideways, fits nicely into a large envelope. That makes mailing it easy. Further, the magazine goes to all of the 48 states, and to 20 foreign countries.

Eighty per cent of Terrace residents, by the way, are from places other than New York. They're the people who mail the magazine home and we think, impersonally of course, that it's a nice thing



to do. And, by the way, there are always extra copies for mailing away. Just give the address to the Rental Office and they'll do the rest.

Bill of Health

The Renting Office recently received the following reference regarding a prospective tenant: "Mr. Blank is a notoriously bad golfer, plays tennis like a twelve-year-old, and to our knowledge owns no race horses.

"Notwithstanding, during the years that he has been associated with us, he has paid his bills and conducted himself very much as a Southern gentleman—which he is.

"If Mr. Blank's success in our organization can be taken as an

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indication of his qualifications as a tenant—we would suggest an apartment for him with a fine Southern exposure.”

Helpmate

A couple recently moved to London Terrace happened to be waiting in their apartment moving day for the arrival of the rest of their furniture. Seated informally on a packing box, the young husband idled away the time with a crossword puzzle.

“What’s a seven-letter word meaning grotesque or unusual?” he asked his wife.

One of the decorators, who had dropped in to see that all the finishing touches were on the woodwork, glanced up from his inspection.

“Bizarre,” he said.

Our informant solemnly agreed that it was nothing but.

Relaxation

A number of London Terrace residents are meeting each Sunday evening at eight o'clock at the Church of the Holy Apostles, at Twenty-eighth Street and Ninth Avenue, for a regular concert of unusual charm and simplicity. The programs are devoted to vocal and instrumental offerings and a feature of each program is a brief inspirational address.

This neighborly church has asked us to make public its wish that all London Terrace residents interested in a pleasant hour on Sunday evenings join with their friends who regularly attend, at succeeding meetings.

Crescendo

Station WOR of the Bamberger Broadcasting Corporation recently stepped up its station to a 50,000-watter, which materially increases the volume of its broadcasts. The Radio Shop has been deluged with protests that WOR is now drowning out everything else.

The Shop management has asked us to apprise residents of the fact that it is making hurried plans to install a “wave-trap,”

which will reduce the volume from WOR. Radio owners are urged to be patient for a short while longer, with the assurance that the fault will be remedied in record time.

Estimate

The postal Telegraph office, in the 23rd Street building near Ninth Avenue, reports that evidently a great number of tenants are not aware that the office can be called on the house 'phone. An appalling percentage of calls comes in over the outside wire. Loss per customer per call: one nickel, the twentieth part of a dollah.

One of the more statistical of the force pointed out that if all the nickels thus spent in one year laid end to end, they would reach from here to Tenth Avenue.

We figured we had him there, so we took out our pencil, borrowed a nickel and a ruler and went to work, estimating a little short of fourteen nickels to the foot. Fact is he's almost correct. It runs about \$1.15 short.

Flabbergaster

The alacrity with which calls are now handled over the house 'phone came as something of a surprise not long ago to a male tenant.

He lifted up the receiver, and the dulcet voice of the operator flashed back at him quicker than he could say Jack Robinson which, according to our solemn informant, he tried to do.

“Order, please?” she purred at him.

“Great Scott, woman,” he cried, “I haven't had time to think what I want. Your service is too swift for me.”

“The Food Store, Swimming Pool, Package Room, Valet Service, Uniformed Service . . .” went on the operator.

“Package Room, that's it,” shouted the tenant, and, being switched quickly to it, began to breathe a little more easily.

TERRACE SWIMFEST A SUCCESS

THE swimming meet staged by the Terrace Club in the London Terrace pool late last month was the most successful of any of these events which the Club has held. A record crowd of more than 350 turned out to witness the affair, which was memorable chiefly for the fact that Wallace Spence broke the existing record in the 150-yard medley. Spence wrested the honors from his brother, Walter, and clocked off the race against time in 1:38.6, which is getting down to split hairs. Since it's all in the family, everyone is happy and the Spence is broken. (Show that man the door, James.)

The water carnival was likewise marked by the victories of William Giesen who, like Spence, represents the New York Athletic Club, and of Miss Jean McCullough, unattached. Giesen won the 100-yard free-style junior title, nosing out George Brandt of the Dragon Club. Miss McCullough won the 100-yard backstroke. Other events on the card called forth some spirited competition.

The novelty feature of the affair was the swim staged by the members of the Catfish Club, consisting of youngsters who live in London Terrace. Bobby Reilly took first place in the 50-yard swim, followed by Junior Jarrett and Kenneth Winters. In the Terrace Club junior race, also 50 yards, Helen Walsh placed first, followed by Betty Clark and Kathleen White.

One of the entries in the youngsters' fifty-yarder was Victor Davis, a courageous kid who has only recently learned to swim and whose endurance is limited, in these early stages, to about 25 yards. He overcame all objections to his entering, however, but at the end of about twenty yards his bugaboo began to get the better of him, and at the end of 25, willing hands lifted him, completely tuckered out, from the pool.

A wide-eyed gallery of our London Terrace residents gathers for the record-breaking exhibition sponsored by the Terrace Club

At that he's the hero of the Catfish Club, no small honor you may be sure, and the day isn't far away when Vic will clamp on to genuine laurels.

These Metropolitan A. A. U. swimfests are rapidly projecting the Terrace Club into prominence. Founded only a few months ago, it has climbed into first place among sponsoring clubs of swimming events. Brooks Harrell, in charge of the pool, reports a keener interest than ever in this Terrace activity and members of the Club are certain that the future is rosy indeed.

Right now the Club is planning for further meets, the first of which will be the senior low board metropolitan diving championship, due to be held about the end of the first week in April. It will follow the national championships at the New York Athletic Club.

Since the last issue we have had a great deal of activity in the pool with the attendance increasing daily. The Terrace club has done remarkable work in developing championship swimmers and in rounding into shape a Water Polo Team to compete with the best in the city. Under their auspices—the most successful meet the Pool has ever had was held February 27th.

This was for some of the Metropolitan Championships—Sanctioned by the A.A.U., the attendance including those competing was about 350—all of whom engaged in it thoroughly. Below we

(Continued on page 10)

JAY ROSTRUM IN A JACKKNIFE
(Courtesy N. Y. American)



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MANAGEMENT

The Human Side of OUR News

THE popular and well-known Alexander Woollcott, famous for his unique radio broadcasts, presented an idea during his recent Sunday night hour which aroused the interest of all who listened to him and one London Terrace tenant in particular. Mr. Woollcott devotes time regularly to telling interesting facts concerning "The Seeing Eye," that most worthy project to provide Belgian Police dogs, trained to "see" for those unfortunates who have been deprived of their eyesight. He now tells of another plan to assist those who are not blind, but who have bad eyes and are financially unable to have their eyes tested and then purchase the necessary lenses.

According to Mr. Woollcott, a most unusual hobby has been adopted by a Mrs. Arthur Terry of Short Hills, New Jersey. She is gathering discarded eyeglasses, frames, lenses, or both, and these are forwarded to a Jersey clinic, tested and filed, to be used by those unable to afford these necessities.

Mrs. W. B. Merriam in apartment 11D, the 415 building, has offered to cooperate by taking charge of any contributions and will forward them to Mrs. Terry. Almost everyone has useless glasses, either "outgrown," or belonging to someone who no longer needs them and until now did not know what to do with them. Because of the marked interest in charities shown by London Terracers, such as the Chrystie Street House and Christmas parties, this unusual idea for assisting a worthy cause is presented in the hope

that some will desire to further this remarkable plan. Just call Mrs. Merriam on the House telephone and she will arrange to pick up whatever you have found in the way of discarded glasses.

THE Chelsea Unit of the Play Street Project, located nearby, under the supervision of the Bureau of Crime Prevention, has asked us to make it known that the children under their care are greatly in need of clothing.

The Bureau of Crime Prevention always proves of great assistance at our annual Christmas parties by gathering together the less fortunate children of Chelsea and they carry on their charitable work every day.

It is the intention of the management of London Terrace to endeavor to do much the same thing in continuing the Yuletide spirit of giving throughout the year, rather than limit it to one day. For this reason we are devoting space in the NEWS and as much time as possible to worthy neighborhood charities. The interest and help of London Terrace tenants is necessary in order to accomplish the desired results. Any articles of clothing for children up to sixteen years of age that you wish to pass on, may be left at Uniformed Service and they will be forwarded to the proper persons.

A MOST successful Bridge party and Food Sale for the benefit of Chrystie Street House was held in the Penthouse Club
(Continued on page 12)

CHelsea 3-6804

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LADY-AT-LEISURE

AS promised by our Editor last month, I shall devote some of my spare time to "Shop Snooping" and report accordingly.

First on my list is a very clever gadget for the kitchen which, in my opinion, deserves honorable mention. It is an inverted bottle of a popular hand lotion, with fixture to go with it, a liquid soap container, and fits perfectly on the small cupboard over the sink. This convenient necessity for the beautifying of milady's

sill, you will hie yourself down to Mr. Martin's Book Store, and take your neighbor above with you, and stock up.

And now just one more word about the latest thing in book shelves in London Terrace.

In several cases a door of a closet no longer remains just a door but contains a half dozen shelves for books as well, merely by "indenting" the back part of the middle panel of any closet door. Another arrangement,

me to be an ideal covering for almost any foyer.

If you are interested in making your slightly limp day bed or studio couch into a grand looking piece of furniture, consult the carpenter shop and get their ideas. One very practical but smart design is a frame work, which can be painted or finished in any kind of wood to match your furniture, with the ends providing space for bric-a-brac or books (more books!) and the part between the mattress and floor utilized as a huge drawer for the storage of bedding or anything else that you might want to tuck away. Springs, that sometimes look so hopelessly defeated, can be tied up and set into the described frame work, thus taking a new lease on life and becoming useful and respectable members of your furniture family.

And so, as we Londoners say, "Cheerio, and all that sort of thing," until we meet again in an April shower.

Nutrition

The right foods, when and what to eat and inexpensive and interesting combinations, will be discussed with London Terrace tenants at a lecture to be given by Miss Clyde B. Schuman of Teachers College, Columbia University, Thursday, March 28, in the Penthouse Club at 8:30 P. M.

The importance of proper food to combat disease, the wise choice of food for children, and various other instruction in nutrition, promise to make this meeting an interesting one.

It is Miss Schuman's plan to give a series of talks if sufficient interest is shown. Admission will be twenty-five cents.



hands (and her dish-washing husband's, too) can be obtained at our Drug Store.

Next in line is the oil-treated tissues, similar in appearance to cleansing tissues used for the removal of cold cream, which are just elegant for the disposal of dust, especially that last minute wipe before the company arrives. No more messy oil-soaked cloths to smell up the broom closet and no more dust-coated rugs waving in the breezes out of the window above. If you have had a coating of soiled lint on your lemon pie, set to cool on the kitchen window

which eliminates the double in-a-door-bed doors, replaced by book shelves, gives the room an attractive, different appearance. However, few people would find it practical not to make use of the convenient out of the way arrangement of disappearing beds.

I was quite impressed with the "tile" floor which greeted my eye in the foyer of an "A" apartment recently. Of course, it wasn't tile but merely a very nice piece of in-laid linoleum, mostly terra cotta in color, with figures of fish and what-nots in harmonious shades forming a design. This seemed to

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TERRACE SWIMFEST

(Continued from page 7)

give you the list of events with the winners:

CHAMPIONSHIP SWIMMING MEET
(Sanctioned by the Metropolitan Ass'n of the A. A. U.)

TERRACE CLUB, LONDON
TERRACE POOL

Held Wednesday, February 27, 1935, at 8 o'clock.

First Event—Diving Exhibition by Stanley Dudeck, Dragon Club Met. Jr. Champion, and Neil Ferguson, Dragon Club Met. Champion, Indoor.

Second Event—100 Yds. Freestyle Jr. Met. Championship—Men. Won by Gieson, N.Y.A.C. Second—Fred Brandt, Dragon Club. Third—H. Williams, Unattached.

Third Event—200 Yds. Breaststroke—Men. Won by Spence, N.Y.A.C. Second—Lockman, Terrace Club. Third—Calahan, West Side "Y."

Fourth Event—100 Yds. Freestyle Handicap—Women. Won by Margaret Burn, W.S.A. Second—Estelle Swartz, Park S. A. Third—Viola Lewis, Dragon.

Fifth Event—100 Yds. Backstroke Jr. Met Championship—Women. Won by Jean McClough, unattached swimming for Terrace Club. Second—Anna Merrich, W.S.A. Third—Johanna Mapek, W.S.A.

Sixth Event—50 Yds. Freestyle for members of the Catfish Club—Boys. Won by Reilly. Second—Jarrett. Third—Winters.

50 Yds. Freestyle for members of the Catfish Club—Girls. Won by Walsh. Second—Clark. Third—White.

Seventh Event—Mr. Peter Fick of the New York Athletic Club, recent sprint sensation, covered our 50 Yd. course in the excellent time of 23.08.

Eighth Event—Medley Relay. Columbia versus Manhattan. Won by Columbia. Time—3:23.02.

Ninth Event—Mr. Wallace Spence established a new Ameri-

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can record for the 150 Yd. Medley. His time was 1:38.02.

Tenth Event—Water Polo. 23rd St. Y.M.C.A. versus Bedford Y.M.C.A. Won by Bedford Y.M.C.A.

Saturday afternoon, March 2, the largest meet in the East for girls was held in the pool. Competing were the New York University Savage School and Penn Hall University of Chambersburg, Penn. This last named team ran away with the majority of the honors.

The Terrace Club personnel has been particularly gratified by the fine interest displayed by Terrace residents themselves, who, after all, constitute the background of the pool activities. With warmer weather coming on, it is felt that other residents will avail themselves of the opportunities for exercise and relaxation which the pool offers, and that many will appreciate more fully the privileges of membership in the Club.

The women residents have shown a tremendous interest in recent months, and many fine swimmers have been discovered. One of the most noteworthy is Miss June Booth, who has been consistently active in pool events and who has fared very well every time she has entered.

The Catfish Club membership is being stimulated by the display the youngsters put on late last month, and there is an increasing evidence that the membership in this lively little group will grow by leaps and bounds. Not only does it afford excellent training for children, but it provides them with the kind of good time available to a very few.

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No Rattles

"DO you know why I moved into the Terrace?" my neighbor Jenner asked.

He stood in the center of my living-room rug and jumped violently up and down, landing heavily on his heels each time. I didn't know whether I should be alarmed for him or for myself.

"What do you hear?" he demanded, continuing to leap vigorously.

"I—I hear they're doing wonders with psychiatry," I assured him timidly. "Even manic-depressive cases are being helped by—"

"No, no. What do you hear when I jump?" His heels landed even more viciously.

"I can't hear a thing," I confessed, "except your jumping."

"That's it! That's just it!" he beamed. "I spent last year in an apartment in a charming old building on Riverside Drive. Wonderful view of the river. And every time a gale blew across from New Jersey, our beds bounced."

"Bounced?"

"Positively bounced. When the wind went 'whoop,' it was all right; but when it went 'whuff' the beds bounced. Just like an earthquake."

"Wasn't it alarming?" I asked.

"Wasn't it? I nearly had a nervous breakdown when it kept on. I thought the building certainly must be wobbling. It was brick-and-frame; built in 1912. No steel framing in that baby. It occurred to me that if the building was really swaying, the heavy iron lamp that hung by a chain in the entry hall of our apartment would surely be set swinging. I went out to look at it. It did seem to be swinging slightly! Then I realized that you can't stand perfectly still yourself without swaying, so that anything you're staring at seems to be moving a little. I got into a corner and held the back of my head tight in the angle of the wall while I closed one eye and lined the lamp up against a piece of molding opposite. Just

as I'd decided that maybe it wasn't swinging, my wife found me and thought I'd gone mad.

"At that moment a jazz player in the next apartment began to flail the piano and stamp on its loud pedal. Our lamps and windows all rattled. That gave me the key. The floors were flimsy! I went into the bedroom. I opened the windows. I closed them again. When they were open and the wind went 'whuff,' the pressure of the air piling into the room made that flimsy floor spring up and down and bounce the beds. Fact! I tested it thoroughly."

"Remarkable," I said.

"So now that I've moved down here," my neighbor Jenner told me jovially, "I get genuine enjoyment (jump) out of (jump) leaping up and (jump) down and hearing (jump) nothing at all (jump) rattle. It's fun!"

"It must be," I said.

—JEROME BARRY.

(Mr. Barry, a London Terrace resident, is well known to the literary world. He has contributed frequently to the *Saturday Evening Post*, *Collier's*, *The New Yorker*, *Liberty* and others.—Ed.)

THE HUMAN SIDE

(Continued from page 8)

Saturday, March 2. The proceeds, together with contributions from tenants, were formally presented at a Committee Meeting Tuesday, March 5.

Numerous residents of London Terrace have availed themselves of the opportunity to inspect this interesting house across the street at 456 West 23rd Street and see for themselves how well the money is spent to help these homeless boys find their place in the world.

If further information is desired, that member of the Committee in your building, or anyone at the House itself, will gladly answer any questions.

LONDON TERRACE NEWS

JERRY

ON-THE-ELEVATOR

Comment

Jerry reports that the son of one of the Terrace personnel has been having some trouble with his arithmetic. Straight - from - the - shoulder talking, bribery and more tangible evidence of parental displeasure have elicited from the child only the intelligence that arithmetic is something of a trial to him.

The other evening the father lifted his son upon his knee, and said, kindly: "Come on now, Johnny. Think this over carefully. If I take 23 from 96, what's the difference?"

"That's what I say," said Johnny, with some warmth. "Who cares?"

Off Hours

When the elevator boys are on relief duty, they gather in the large room set aside for them off the Tunnel. Here they talk, read, listen to the radio and otherwise absorb the leisure to which this period entitles them.

Jerry, acting as a special news emissary the other day, returned with the following answers to the following questions: What have been the chief topics of conversation this past month: (1) the Hauptmann trial, (2) Babe Ruth's transfer to the Braves, and (3) how far down can a diver go before the pressure breaks his ear drums? Note—We don't know either.

The most popular magazine (no, you won't guess it, either) is *Esquire*, then *Adventure*, then *The New Yorker*.

Most popular tune: *The Isle of Capri*.

Poesy

Jerry filched from one of his confreres a poem which shows the result of brooding over Spring and the writer's concern for the hepatica which, Jerry assures us, is a flower. "I don't know what the poem means," he said, "but here

?

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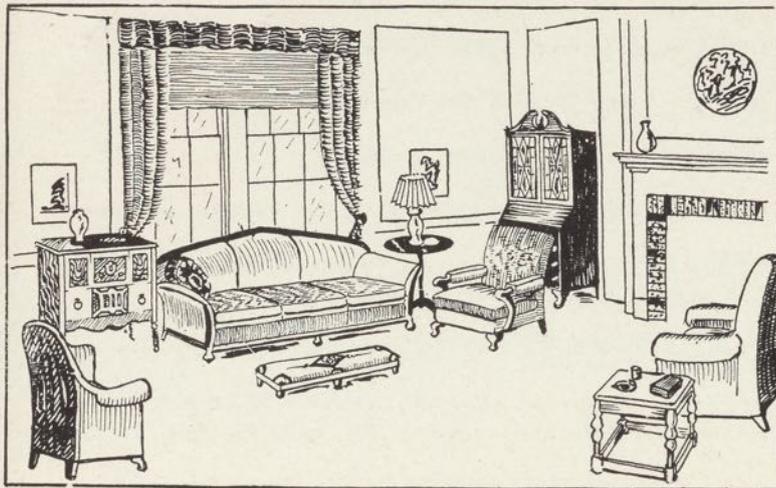
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it is." Neither do we, and here it is:

Aggressive bud, await your fate,

For need you be reminded,

Habitually Spring is late

And Winter's ev'ry sign did

Assure us of a lengthy stay;

There's more of it to come now,

So don't you think you'd best delay,

Or are you simply dumb now?

Addendum

The poetry bug, according to Jerry, hasn't confined itself to just one of the elevator crew. Not long ago Jerry found another, writing quite a tome on approaching Spring in its application to London Terrace. It seems he wanted to put across a few lines about the view from the roof.

"I guess I'll have to give it up," finally confessed the writer. "I can't think of anything to rhyme with gargerles."

Far above him, the gargoyles maintained a stony silence.

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SAYS YOU!

Dear Editor:

The magazine, I think, is showing a decided improvement. It has more sparkle and life to it.
J. B.

Dear Mr. Editor:

With Spring coming on, life adopts a fuller, sweeter note, and I am so delighted with Spring in our lovely community that I yearn to tell everybody about it. . . .

CONSTANT READER

(Our advertising manager will be up Thursday with a contract.—Ed.)

Dear Sir:

I am bringing your attention to Miss Constantine's exercise room: a friend of mine, after seeing three doctors without benefit, lost eight pounds at Miss Constantine's and never felt better in her life.

MAUDE K.

(To Reader Maude K. all thanks for a newsworthy report.—Ed.)

Dear Mr. Editor:

You referred to Miss Joslin's London Terrace School as being in the 410 Building. As all parent-patrons of this enterprise well know, the School is in the 405 Building. . . .

MOTHER OF TWO

(To our Northeast Side of Twenty-third Street Department, a thoroughgoing rebuke for being unable to count above four.—Ed.)

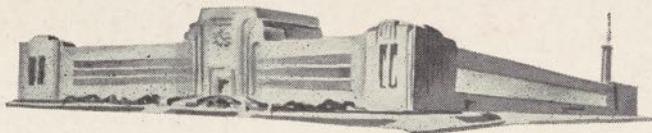
Dear Sir:

I enclose a poem written by my son, aged nine, which I think deserves space in your newsy little periodical. . . .

M. K. N.

(Space limitations forbid the publication of this worthwhile contribution. But the "News" invites short, chatty contributions of all sorts from Terrace residents.—Ed.)

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