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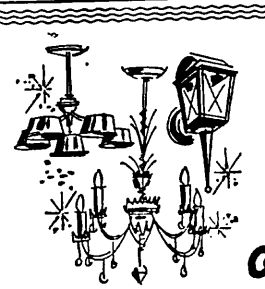
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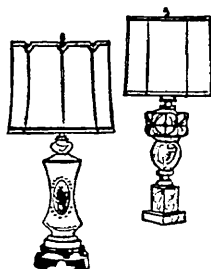
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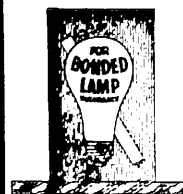
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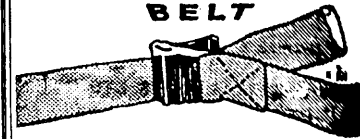
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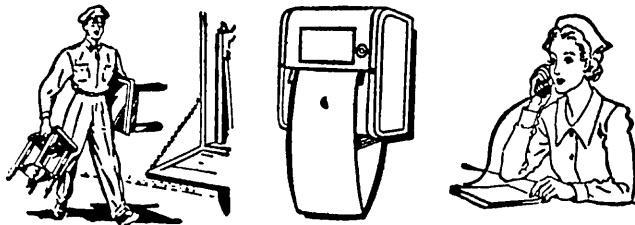


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**CUNNINGHAM C V AGENCIES**

14 10548 82 ave. 433-6155  
Cunningham C V Agencies  
14 10548 82 ave. 433-5055

**Delta Acceptance Corp Ltd**

10146 101 st. 424-1117  
Delta Acceptance Corp Ltd

**DIRECT MORTGAGE BROKERS LTD**

10816A 82 ave. 439-5991  
10026 105 st. 422-6808

**Edmonton Finance Co Ltd**

10013 101A ave. 424-7341

**HOUSEHOLD FINANCE CORP OF CANADA**

10131 101 st. 424-0431  
(See Advertisement This Classification)

**Household Finance Corp of Canada**

10056 101A ave. 424-7246  
Household Finance Corp of Canada

**Household Finance Corp of Canada**

8204 104 st. 439-2044  
Household Finance Corp of Canada

**Interprovincial Building Credits Ltd**

10172 102 st. 422-2151  
10006 107 st. 424-8272

**LAURENTIDE**

Specialists in providing  
money to individuals,  
business and industry. If  
additional funds now can  
further your plans for the  
future, we are ready, willing and able to be  
of service to you.



"FOR INFORMATION CALL"

**LAURENTIDE FINANCIAL CORP LTD**

11460 Jasper ave. 482-2311  
10762 82 ave. 439-6308

**MOLSTAD & CO LTD**

101 Insurance bldg. 422-7166

**NIAGARA FINANCE CO LTD**

10158 Jasper ave. 424-0356  
(See Advertisement This Classification)

**PACIFIC FINANCE CREDIT LTD**

10135 102 st. 424-0544  
(See Advertisement This Classification)

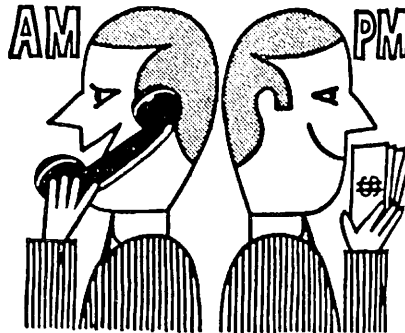
**Pacific Finance Credit Ltd**

10156 101 st. 422-1148  
Personal Loan & Finance Corp Ltd

10056 101A ave. 424-7770  
Personal Loan & Finance Corp Ltd

10056 101A ave. 424-8431  
Continued Next Listing Column

**SAME DAY MONEY!**



- Phone right now to arrange for money today.
- Use money for any good reason — to pay off all your bills, finance trips, meet emergency expenses.
- Service always quick, courteous.
- Loans up to \$3000 or more with up to 36 months to repay.

10135 102 St. .... 424-0544

10156 101 St. .... 422-1148

**PACIFIC pf FINANCE**

Where the service is so good, 4 out of 5 customers say, "A friend sent me."  
A MEMBER OF THE TRANSAMERICA FAMILY



**CASH**

LOANS \$50 to \$5000

for any worthwhile purpose

A.I.D. Insurance Coverage Available on Loans over \$1,500. Insure Against Accident, Illness, Death.

**ATLANTIC FINANCE CORPORATION**

10170 101 St. 424-0034

the ONE place to call for  
**money**  
the minute you want it



Call Beneficial. Get cash double-fast. Plus friendly, neighborly service! The folks at Beneficial like to say "Yes!"

**LOANS up to \$5000**

42 mo. contracts on loans over \$1500  
Your loan can be life-insured

**4 offices in Edmonton**

10445 Jasper Ave. 422-1195  
10049 Jasper Ave. 422-1181  
(Rm. 201 Northgate Bldg.)  
10444 82nd Ave. (2nd Floor) 433-5858  
14920 Stony Plain Rd. 484-3301  
(Rm. 201 Case Bldg.)

**BENEFICIAL FINANCE CO. OF CANADA**

**Loans—Continued**

Personal Loan & Finance Corp Ltd  
10056 101A ave. 422-8484

Progress Finance Co Ltd  
15740 Stony Plain rd. 489-0710

**PRUDENTIAL FINANCE CORP LTD**  
upst 10135 Jasper ave. 424-8168

Royal Bank of Canada 10195 102 st. 424-4121

**SEABOARD FINANCE CO**

Fast,  
Friendly,  
Service.  
\$50 - \$5,000  
Up to 5 years to repay.



"WHERE TO CALL"

**SEABOARD FINANCE CO OF CANADA LTD**  
11106 Jasper ave. 422-3491

8205 104 st. 433-3131  
151 st & Stony Plain rd. 489-7726

Signature Finance Ltd 10832 82 ave. 439-0864  
Standard Finance Ltd

106 10130 101 st. 429-1491  
**STERLING FINANCE CORP LTD**

106 10130 101 st. 429-1491  
Sterling Finance Corp Ltd 7919 104 st 433-0053

Sterling Finance Corp Ltd 7919 104 st 439-8444  
**TRANS-CANADA CREDIT CORP LTD**

10005 109 st. 422-4919  
**UNITED DOMINIONS CORP (CANADA) LTD**

101 10405 100 ave. 422-6152  
**UNITED FINANCE CO LTD**

10168 100A st. 424-0531  
United Finance Co Ltd 1 9430 118 ave 474-2438

Weber Bros Agencies Ltd  
10013 101A ave. 424-7341

Western Saving & Loan Assn  
10048 101 st. 422-3910

**Loans—Real Estate**

—SEE REAL ESTATE LOANS

**Locker Plants Frozen Food**

—SEE FREEZERS--FOOD LOCKER PLANTS

**Lockers Cold Storage**

—SEE FREEZERS--FOOD LOCKER PLANTS

**Lockers—Steel**

Pedlar People Ltd 9520 58 ave. 433-8369  
**WESTEEL PRODUCTS LTD**

7900 115 ave. 479-3241

**Locks**

**BEST UNIVERSAL LOCKS LTD**  
9007 146 st 488-4666

The **YELLOW PAGES** place your Sales Message beside every Telephone in Town.

Tired of walking all around looking for a certain item?

**LET YOUR FINGERS DO THE WALKING in the YELLOW PAGES**



**"REVOLOAN"**

YOUR OWN PERSONALIZED ALL-PURPOSE LOAN ACCOUNT

- Features—Only One Payment per Month  
—Only One Place to Pay  
—Terms Up to 5 Yrs.  
—Amounts \$50 to \$5000 or More  
—Credit Life Insurance

- Purposes—To Consolidate Debts  
—To Finance Purchases  
—To Pay Emergency Expenses  
—Any Worthwhile Purpose

**Sterling Finance CORP. LTD.**

429-1491 | 433-0053

106-10130 101 St. | 7919 104 St.

"PEOPLE HAVE ENJOYED DEALING AT STERLING SINCE 1927"

**need money ... ?**

TO BUY A CAR?  
TO CONSOLIDATE DEBTS?

**SCOTIA PLAN**

OFFERS YOU TWO LOW-COST LOAN SERVICES

**SCOTIA PLAN LOANS & CHEQUE CREDIT**

Payable by Convenient Monthly Instalments

**The Bank of Nova Scotia**

(See Listing of Branches Under Banks)  
Jasper Ave. & 100A St. 424-0381

**Locksmiths**

Alberta Cycle & Motor Co Ltd  
9131 118 ave. 477-2334

**CHUCK'S LOCK & KEY SERVICE**  
RESIDENCE — BUSINESS & AUTO  
After 5:30 P.M. & Weekends  
8104 128A Ave. 476-3524

**JOEL'S LOCKSMITHS LTD**  
9658B Jasper ave. 424-1691

**JOEL'S LOCKSMITHS LTD**  
9658B Jasper ave. 424-2641  
Utility Repair 9638 Jasper ave. 422-0856  
Webb's Hardware Ltd 10708 Jasper ave. 422-2557

**WESTERN CYCLE & HARDWARE**  
Service to Locks in Businesses, Residences,  
& on Motor Vehicles  
10429 124 St. 488-4232  
After Hrs. Emergency Calls 454-5673

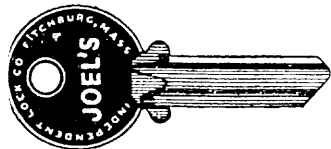
**JOEL'S  
LOCKSMITHS**

LTD.

9658B Jasper Ave.

PHONE

**424-1691**



LOCKS, KEYS, GUARANTEED WORK  
A COMPLETE STOCK OF DOOR  
CLOSER PARTS

Agents for:  
Monarch Marking System Ltd  
Schlage Lock Co.  
Telkey-Systems

Also Safe Sales & Repairs  
(See our advts. under  
Safes, Rubber Stamps)

"Radio Dispatched Trucks"

24-HR.

EMERGENCY SERVICE

PHONE

**424-1691**

**Logging Equipment**

**CROSE-PERRAULT CANADA LTD**  
4490 103 st. 434-1436  
Cummins Diesel Power Ltd  
14755 121A ave. 455-2151  
**FERGUSON SUPPLY ALBERTA LTD**  
6725 104 st. 434-6435

**GENERAL MOTORS DIESEL**

DEPENDABLE 2-CYCLE  
DIESEL ENGINES FROM  
20 TO 1650 H.P. FOR ALL  
POWER APPLICATIONS  
"Standardization Means  
Savings"



SERVICE - PARTS - SALES  
"FOR INFORMATION CALL"

**WATEROUS EQUIPMENT LTD**  
10025 51 ave. 434-6471

**GREENING INDUSTRIES LTD**  
CHOKERS - MAINLINES  
ESCO FITTINGS

14608 115 Ave. 454-6506

**OVERPASS EQUIPMENT LTD**  
PRENTICE HYDRAULIC LOADERS  
Allis-Chalmers Light Industrial Equip.  
16925 Stony Plain Rd. 484-1228  
9715 63 Ave. 439-7232

**PARDEE EQUIPMENT CO LTD**  
Agents for  
**JOHN DEERE INDUSTRIAL TRACTORS**  
4410 103 St. 434-1421

**WAJAX EQUIPMENT LTD**  
15802 111 ave. 489-5521  
Waterous Equipment Ltd 10025 51 ave. 434-6471

**WIRE ROPE INDUSTRIES OF CANADA LTD**  
BLUE STRAND WIRE ROPE  
AND FITTINGS  
5919 103A St. 434-7461

**Long Distance Hauling**

—SEE MOVERS; TRUCK HAULING  
CONTRACTORS also TRUCK LINES

**Loose Leaf Equipment & Supplies**

Apeco of Canada Ltd 10117 111 st. 488-1477  
**GENERAL BINDING CORP (CANADA) LTD**  
Edmonton Customers only  
Call Long Distance & Ask for  
(No Toll Charge) ZEnith 6080

**Lounges**

—SEE COCKTAIL LOUNGES

**Lubricants**

Moly Glide Lub Sales 6010 104 st. 434-5014

**Lubricating Compounds**

British American Oil Co Ltd  
Financial bldg. 424-0641  
Imperial Oil Ltd 11140 109 st. 474-6421  
Jet-Lube of Canada Ltd 9925 77 ave. 439-2138  
**PERCIVAL MACHINERY & SUPPLY LTD**

**KEYSTONE DISTRIBUTORS**

10351 60 Ave. 434-7188, 434-7077

**Lubricating Equipment**

**ALBERTA VALVE SPECIALTIES LTD**  
C. A. Norgren - Micro Fog Bearing Lubrication  
And Air Operating Equipment  
8407 103 St. 433-3104

**Luggage—Retail**

Chapman Bros Ltd 10421 Whyte ave. 433-1114  
Eaton's of Canada 10220 101 st. 424-0181

**Luggage—Wholesale**

**GAULTS ALBERTA LTD**  
10343 107 st. 422-3421  
Marshall Wells of Canada Ltd  
103 st & 104 ave. 424-7361  
McBrine L Co Ltd 10145 104 st. 422-6788

**Lumber—Hardwood**

**FYFE SMITH HARDWOOD DIVISION OF**  
Whise. Dist.: J FYFE SMITH CO LTD  
Weldwood Plywood & Veneer  
Hardwood Lumber - Hardwood Flooring  
Fir Plywood & Mouldings - Formica  
Fir & Mahogany Doors - Abitibi Hardboard  
11203 120 St. 454-4535  
After Hours 488-5356

**Lumber—Retail**

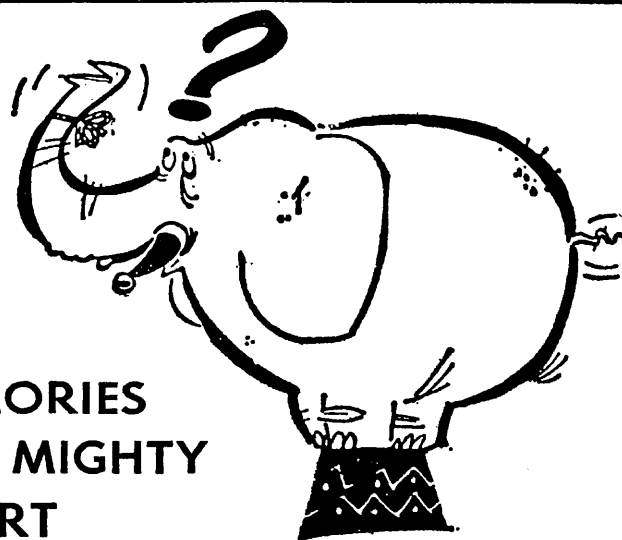
**ABBY MILLWORK & SUPPLIES CO LTD**  
CABINET MAKERS  
HARDWARE,  
PAINT SUPPLIES  
FORMICA - MOULDING  
Complete Lumber & Building Material  
9435 63 Ave. 439-1695  
Acme Discount Centre 8006 114 ave. 479-2645

*Listings of This Classification*

**LUMBER—RETAIL**

*Continued Next Listing Page*

PEOPLE ARE ON THE MOVE.  
MR. BUSINESS MAN . . . all  
through the Yellow Pages.  
They'll find the heading they  
want, but . . . will your firm  
name be there to invite them  
to do business with you? It  
will if your advertising pro-  
gram in these YELLOW PAGES  
is all inclusive.



**MEMORIES  
ARE MIGHTY  
SHORT**

**When a name RECOMMENDED  
has been FORGOTTEN . . .**



You remember the recommendation  
but don't remember the name. If  
you'll look in the YELLOW PAGES  
you'll probably recognize the name  
when you see it — and when you  
call the firm, tell them you found  
their name in the YELLOW PAGES.

**WESTERN LOCK & KEY**

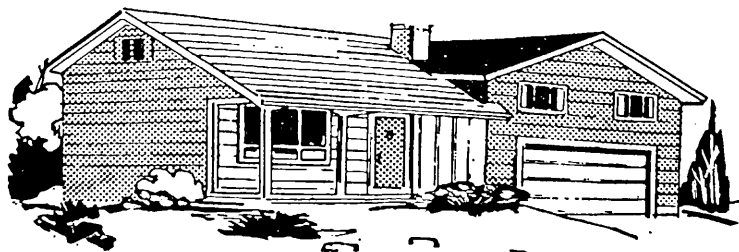


**422-8708**

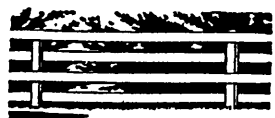
**422-2926**

"FOR THE FINEST MATERIAL BUY IMPERIAL"

**IMPERIAL  
LUMBER  
& HARDWARE**



**LARGEST STOCK OF LUMBER  
HARDWARE & BUILDERS SUPPLIES**



- Pre-Fab Homes
- Garages
- Fences
- Paint
- Hardware
- Cottages

ASK ABOUT OUR  
HOME IMPROVE-  
MENT PLAN WITH  
NO DOWN PAYMENT

FREE INTEREST AND CHARGES  
FIRST PAYMENT — SIX MONTHS  
DISABILITY INSURED — LIFE — SICKNESS — ACCIDENT

**SHOP FROM 3 LOCATIONS**

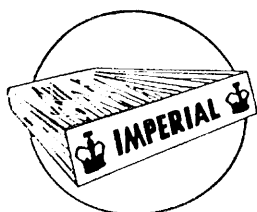
- 15420 STONY PLAIN ROAD

**Ph. 489-1901**

Jasper Place Store Open till 9 P. M.

- 12425 FORT ROAD  
474-6471

- ST. ALBERT  
599-6189



HEAD OFFICE  
BOX 366, EDMONTON  
PHONE 424-3131

**LUMBER**

*Everything for the Job*



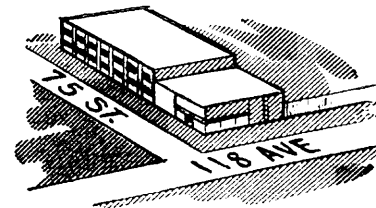
*"For the Professional and  
Do-It-Yourselfer"*

- LUMBER
- ROOFING
- PLYWOOD
- ARBORITE
- PAINT
- ASBESTOS
- MOULDINGS
- HARDWARE

FOR TOP QUALITY MATERIALS  
PLUS HAYWARD'S RELIABILITY

11805-75 St.

Ph. 477-3541



**HAYWARD'S  
LUMBER CO. LTD.**



PAINT — LUMBER — HARDWARE

# STRATHCONA BUILDING SUPPLIES LTD.

**SERVICING:**  
**CONTRACTORS**  
**CITY FOLK**  
**COUNTRY FOLK**

**SPECIALISTS IN**

- Garages
- Fences
- Rumpus Rooms

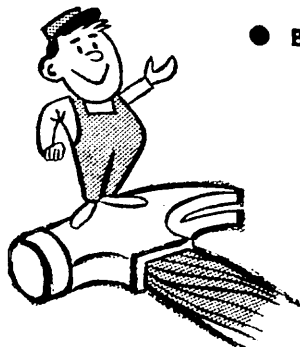
HAVE A  
FREE  
COFFEE

AND RELAX IN  
Our Famous  
"STRATHCONA ROOM"  
Come See How It's Done

Our Farm Friends Are Usually Particular Buyers

We think we have the answer to your Farm needs . . .

- ECONOMICAL PLYWOODS
- STEEL GRANARIES
- SNOW FENCING
- BARNs, ETC.



Give Us a Call

**PH. 469-2384**

101 AVE. HWY. 16 EAST

90 AVE.

50 ST.

↑ N

STRATHCONA

82 AVE.

HWY.

14 EAST

**STRATHCONA BUILDING SUPPLIES LTD.**

50 St. - 83 Ave.

**Lumber—Retail—Continued**

- Allen McBain Lumber Co Ltd  
93 st & Jasper ave. 422-5236
- Allen McBain Lumber Co Ltd  
93 st & Jasper ave 422-5323
- Allen McBain Lumber Co Ltd  
93 st & Jasper ave 422-0357
- B C Lumber & Supplies (Alberta) Ltd  
12518 97 st 479-8885
- BEAVER LUMBER (KINGSWAY) LTD  
Kingsway ave & 101 st. 422-8125
- Belley Building Supplies & Hardware  
23 St Anne st St Alb. 599-6582
- BUILDERS SUPPLIES LTD  
10771 101 st. 424-1167
- Bulldog Building Supplies Co Ltd  
11301 149 st. 455-1766
- Bulldog Building Supplies Co Ltd  
11301 149 st. 455-4868
- Bulldog Building Supplies Co Ltd  
11301 149 st. 455-4876
- Burton's Lumber Ltd  
16820 Stony Plain rd. 489-1061
- Calder Lumber & Hardware (New)  
12007 129 ave. 455-6688
- Calder Lumber & Hardware (New)  
12007 129 ave 454-7190

Advertise to people who are ready to buy. The YELLOW PAGES are within easy reach of prospects 24 hours a day, every day, in homes, offices, stores and factories. They reach newcomers in town — remind old customers, too. Put this famous buying guide to work for you. It's economical and it gets results.

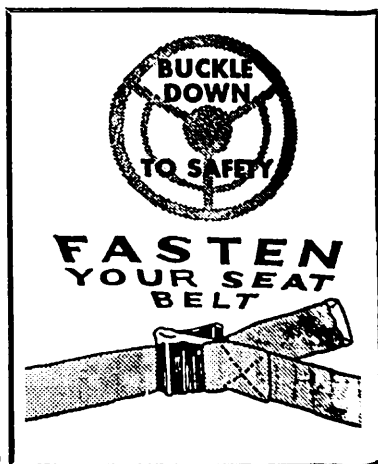
**Lumber—Retail—Continued**

- CAPITAL BUILDING SUPPLIES  
9120 125 ave. 477-7973
- City Lumber Co Ltd  
170 st & Stony Plain rd. 489-2353
- CLARK W H LUMBER CO LTD  
10330 109 st. 422-4165
- CROWN LUMBER CO LTD  
COMPLETE LINE OF LUMBER AND  
BUILDING SUPPLIES  
7215 76 Ave. 466-1121  
After Hrs. res. 489-1634

Listings of This Classification

LUMBER—RETAIL

Continued on Next Page



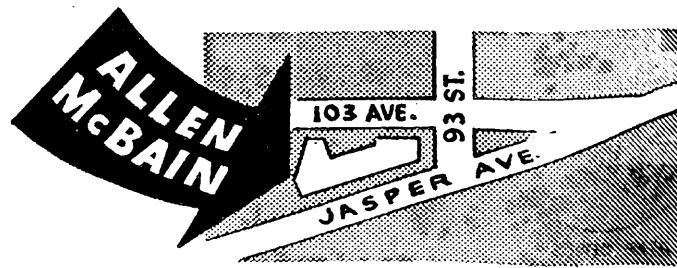
# ALLEN McBAIN LUMBER CO. LTD.

LUMBER &  
BUILDING  
SUPPLIES

WHOLESALE  
and  
RETAIL

Ph. 422-5323 • 422-5236  
422-0357

9304 Jasper Ave.



"Where Satisfied Customers Bring their Friends"

**Lumber—Retail—Cont'd**

Delton Home Improvement Centre & Oriental Imports Ltd 13016 82 st. 477-6422  
 Direct Lumber Co Ltd 10340 96 st. 424-1414  
 Direct Lumber Co Ltd  
 170 st & Hwy 16. 489-1961  
 Empire Mill Work & Supply Co Ltd  
 10549 108 st. 424-2841  
 Gabriel John Lumber Co Ltd  
 5310 118 ave. 477-3672  
 Gateway Building Supplies Ltd  
 10511 121 st. 488-8176  
 Gendall Building Supplies Ltd  
 7508 101 ave. 466-2136  
 Gendall Building Supplies Ltd  
 Meadowlark pk Shopping centre. 484-2809

*Listings of This Classification*

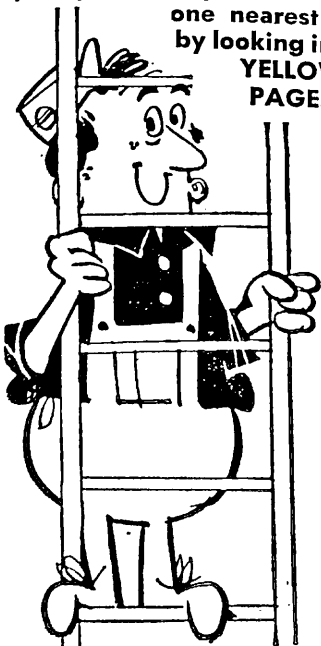
**LUMBER—RETAIL**

*Continued Next Listing Page*

Would you like your share of business from customers in your neighborhood? Then why not advertise in the CLASSIFIED TELEPHONE DIRECTORY? You can call the business office of the Telephone System and ask for a Directory Advertising Representative. He can help you plan an effective advertising campaign.

**A HANDY MAN FOR ANY JOB**

and perhaps you want him quickly. It's easy to find the one nearest you by looking in the **YELLOW PAGES**



And when you call him be sure and say "I found you in the YELLOW PAGES!"

**B.C. LUMBER & SUPPLIES (ALBERTA LTD.)**

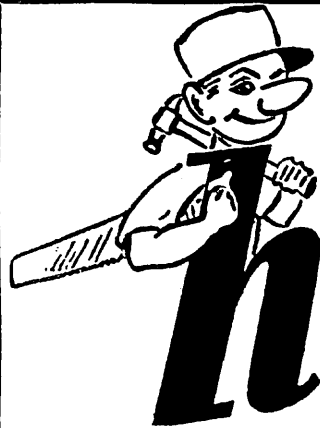
**LUMBER & FINISHING MATERIALS  
 INSULATION — PAINTS — HARDWARE  
 PLASTERING & STUCCO SUPPLIES  
 RUMPUS ROOMS - GARAGES - FENCES**



12518 97 St.

**WHERE  
 PRICES  
 ARE RIGHT**

**Ph. 479-8885  
 479-3352**



"HANDY ANDY" HAS  
**Lumber**  
 AND  
**Building Supplies**

FOR  
 ALL YOUR NEEDS

PHONE

**474-0401**

**A Complete Line of Building Materials**

- PAINT
- LUMBER
- HARDWARE
- INSULATION



10415 127 Ave.

474-0401



- FOR
- RUMPUS ROOMS
- DENS
- PLAY ROOMS
- FENCES
- GARAGES
- PATIOS
- CUSTOM CABINETS

Phone

**455-1766  
 455-4868  
 455-4876**

**FREE ESTIMATES  
 WITHOUT OBLIGATION**

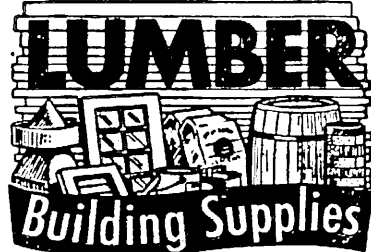
**BULLDOG  
 BUILDING SUPPLIES  
 CO. LTD.**



11301 149 St.

# J. C. McLEOD BUILDING SUPPLIES (1963) LTD.

Serving Edmontonians for 20 Years  
the name you can trust for . . .



Everything for the  
Do-It-Yourselfer

Plastic Overlays  
Plywoods, Fibreglas,  
Etc.



Before You Buy . . . Check Our  
Prices!!!

Budget Terms Available

**476-1197 or 476-1577**

12801 66 St.

*"Your Assurance of Quality and Good Value"*



**mohawk**  
LUMBER & SUPPLIES LTD.

- Builders' Hardware
- Decorative Plywoods
- Plaster
- Garages
- Bapco Paints
- Cement
- Custom Cabinets—Built-ins
- Renovating
- Lime

. . . Your Exclusive Distributor For



**SELF-ASSEMBLE**  
P R O D U C T S

- Homes
- Lake Cottages
- Rumpus Rooms
- Custom Pre-Fab
- Farm Buildings
- Fences

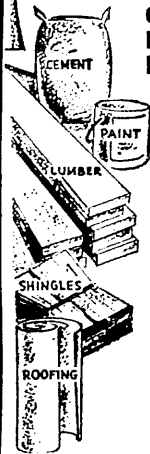
**477-6523 • 479-0122 • 477-1722**

12002 75 STREET

EDMONTON, ALBERTA

# BUILDING MATERIALS

For NEW  
CONSTRUCTION,  
REPAIRS AND  
MAINTENANCE



**EVERYTHING  
FOR THE  
BUILDER**

- HIGH QUALITY
- LOW, LOW COST
- DELIVERY SERVICE

IF YOU WANT THE BEST!!  
THEN CALL MID-WEST!!

**MID-WEST LUMBER**

CO. LTD.

**433-6393**

**439-7032**

10110 51 Ave.

PHONE

**424-5111**

**Muttarts**

FOR THE EXTRA SERVICE

IN BUILDING SUPPLIES AND

HOME IMPROVEMENT NEEDS

10950 84 STREET



**Lumber—Retail—Continued**

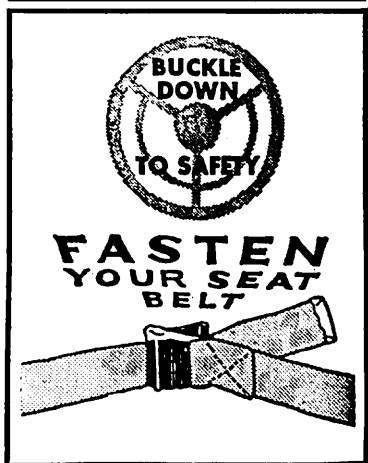
**GLENORA LUMBER & BUILDING SUPPLIES**  
 LTD 14555 116 ave. 454-1076  
**HANCOCK LUMBER LTD**  
 10415 127 ave. 474-0401  
**HAYWARD'S LUMBER CO LTD**  
 11805 75 st. 477-3541  
**Imperial Lumber Co Ltd**  
 15420 Stony Plain rd. 489-1901  
**Imperial Lumber Co Ltd** 12425 Fort rd 474-6471  
**Imperial Lumber Co Ltd**  
 8 Piron st St Alb. 599-6189  
**Imperial Lumber Homes Ltd**  
 10018 105 st. 424-3131  
**Kleibauch Joe** 9728 63 ave. 439-3783  
**Koleba Lumber Co Ltd**  
 bet Hwy 16 & Hwy 16A East. 699-5311  
**McFarland Lumber Ltd** 10007 123 st. 488-7495  
**McLean Lumber & Building Supplies**  
 RR2 Ardrossan. 699-3429  
**McLeod J C Building Supplies (1963) Ltd**  
 12801 66 st. 476-1577  
**McLEOD MERCANTILE LTD**  
 Spruce Grove. 489-2110  
**Mid-West Lumber Co Ltd** 10110 51 ave. 439-7032  
**MOHAWK LUMBER & SUPPLIES LTD**  
 12002 75 st. 479-0122  
**Mohawk Lumber & Supplies Ltd**  
 12002 75 st. 477-6523  
**Mohawk Lumber & Supplies Ltd**  
 12002 75 st. 477-1722

**Lumber—Retail—Continued**

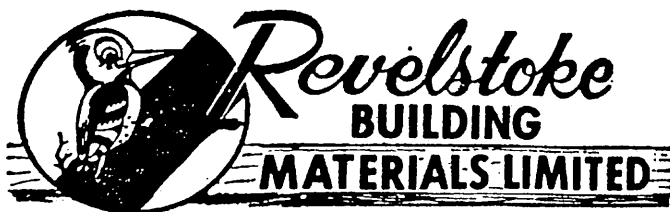
**Muttart Builders' Supplies (Edmonton)**  
 10930 84 st. 424-5111  
**NAMAO BUILDING SUPPLIES**  
 97 st & 143 ave. 474-7423  
**NAULT SAWMILL & LUMBER CO LTD**  
 52 ave & 91 st. 433-6329  
**Nelson Lumber Co Ltd**  
 12727 St Albert tr. 455-9126  
**Nelson Lumber Co Ltd** 118 ave & 170 st. 489-6966  
**New Calder Lumber & Hardware**  
 12007 129 ave. 454-7190  
**New Calder Lumber & Hardware**  
 12007 129 ave. 455-6688

*Listings of This Classification*

**LUMBER—RETAIL**  
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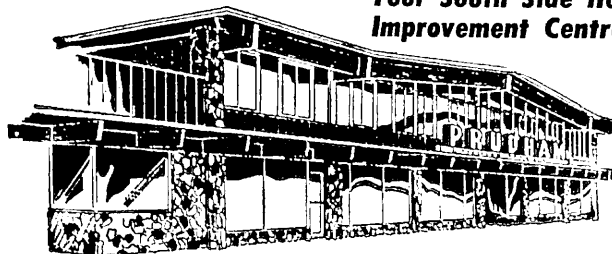
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