

SMARAGD VARIETY CREEPING BENTGRASS

IT'S ONE OF THE TWO GREAT CREEPING BENTS



Until EMERALD appeared there was no serious challenger to Penncross. Now there's a choice. Now there are two great creeping bents. And EMERALD is one of them. A double handful of experienced turf managers have found it the equal of—some say better than Penncross.

Exceptionally uniform, EM-ERALD does not produce objectionable graininess or patchiness as the turf matures. It's slightly less vigorous than Penncross, but more vigorous than Seaside. Remarkably uniform in color, EMERALD has shown it is surprisingly easy to establish and maintain.

Now that there's a choice, you owe it to yourself to investigate EMERALD. The quality is there. And there's no doubt that the highly competitive price is something you'll also find very attractive.

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"Sure-Fill gave us 75 extra rounds per car."

That's what Mal Johnson had to say about our Sure-Fill™ SF-88 battery. He's the head pro at Shady Hollow C. C. in Massillon, Ohio, and has been using Sure-Fill batteries for three years.



Mal Johnson, Head pro, Shady Hollow Country Club

Exide Willard

Sure-Fill is the battery with the patented dial instead of the usual three vent caps. Turn the dial to "Fill," add water and all three cells fill up to their proper water level all at once. The result is longer battery life, which means lower battery cost-per-round.

Sure-Fill batteries are available in two models: the SF-88 for normal performance needs, and the premium SF-106 for more demanding runs.

Get more information on our Sure-Fill batteries. Fill out the coupon below and mail it in.

As Mal Johnson says, "They not only give longer life, they save time and require less terminal post cleaning. Sure-Fill is a good product."

ESB Brands, Inc. P.O. Box 6949, Cleveland, OH 44101 Please send information on Sure-Fill battery on the full line of Exide · Willard golf car batteries Please have a salesman call. NAME: TITLE: COMPANY: ADDRESS: PHONE: CITY: STATE

Circle 111 on free information card

ZIP

See us at the PGA Show, Booths 237-238-239

GOLF BUSINESS / JANUARY 23

PGA GUIDE TO EXHIBITORS

EXHIBITOR

ROOM/BOOTH (AREA)

Abeles of California
Adventures in Golf/Match Play of Pinehurst
Ajay Sports/Double Eagle Div
A. J. Golf Sales
All American Golf Sales
All Star Industries
All Star Pro Golf Co
Amsco/John Roberts
Armo Golf Co
Around-the-Green Enterprises
Avon-Illinois, Inc. 7117(2) Jerry Barber Golf Mfg., Inc. 7106(3)
Laura Baugh Hemisphere Lounge(7) Beauwood California, Inc
Belmont U.S.A., Inc
Berk-Ace Ltd
B. J. Designs
Bodin Knits
Browning
Buccaneer Manufacturing Co
Burton Manufacturing Co
Calree Co
Jack Carnahan, Inc
Chico's Tomahawk, Inc
Industries, Inc
Kristal Kraft, Inc
Cobra Golf, Inc
Concept Development Associates, Inc
Confidence Golf Co
Ray Cook Golf Putters, Inc
Country Pro
Otey Crisman Putter Co
Crystal Professional Sports
Izod J. G./Crystal
Sunflowers Hemisphere Lounge(7) Custom Crest/Power Track
Golf Co158-159(5)
Datono Products Div. /Dayton Stencil Co116-117(5)
Davis 500, Inc
Dexter Shoe Co
Difini Originals, Inc./Difini Knitwear Ltd
Display Creations
Dunlop Sports Co
Easajo Putter Co
Eastern Golf Co
Ebra Products 8101(2)
Edmont-Wilson
ESB Brands, Inc
Esquire
E-Z-Go Car/Textron, Inc
E. R. Fredericks Co
Frog Tog
Gean-Edwards, Inc
Golden International, Inc

Golf & Tennis Headwear Co
GOLF BUSINESS Magazine111(5)
The Golf Mart, Inc
Colf Chap Convice Co. 7150(1)
Golf Shop Service Co
Golfurs 7101(3)
Golf World
Gould, Inc., Automotive
Gould, Inc., Automotive Battery Div
Graftek/Div Exxon
Graftek/Div. Exxon Enterprises Inc
The Grandoe Corp
Great Lakes Golf Ball Co
Greenirons, Inc
Green-Joys by
Foot-Joy Hemisphere Lounge(7)
Greif and Co
Hadley Corp
Walter Hagen Golf Equipment (see Wilson)(5)
Hangar "Pro" Slacks 8129(2)
Haggar "Pro" Slacks
Harburt Corp. 7100(1)
Harburt Corp
AMF/Harley-Davidson Motor Co 150-154(5)
Harris International, Inc.
Stylo Matchmakers 7170(1)
Harvey Industries, Inc
Haymaker Sports Hemisphere Lounge(7)
Hillerich & Bradsby Co
Hill Star Corp
H. J. Sports Glove of America
Horpupa's Pro Colf
Sales, Inc
Mac Hunter Co
Mac Hunter Co
Hush Puppies Athleisure/Div.
of Wolverine World Wide Inc
Illi Sweathers
AMF Ben Hogan Co146-149, 162-165(5)
Imperial Caps, Inc
Imperial-Farwest Golf Co. 7106(3)
International Golf Promotions, Inc
Izod Ltd Hemisphere Lounge(7)
Jacca Shirts
Lynn James
Jayfro Corp
Johns-Manville Sales Corp.
(Club Car)
Johnston & Murphy
Golf Shoes
Frank Johnston Golf Co
Oscar Jones Custom Crest/
Power Track/Mac Hunter 153-159(5)
J. S. IStage(7)
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PCR Golf Ball Co., Inc.	7131(2)
Pedersen Golf Equipment Co. Div. of	
O. F. Mossberg & Sons, Inc. 323-324, 34	3-344(7)
Pegie by the Sea "Originals' 10"	7-108(5)
Toney Penna Co., Div. of A-T-O,	
Inc. (see Rawlings Golf)	0-217(6)
Fred Perry Sportswear, Div. of A-T-O,	
Inc. (see Rawlings Golf) 210	0-217(6)
PGA Golf Shoes by J & M20	0-205(6)
PGA/Victor Golf	
Equipment Group Yellowstone I	Room(5)
Pickering Active Sportswear	8-311(7)
The Pinseeker Corp.	
Point of View	
Poochee	Stage(7)
Preceptor Golf Ltd Professional Sales Associates	7130(2)
Pro Group, Inc	0-375(7)
Pro-Knit Co., a Div. of	0-375(7)
Patchell Interprises, Inc.	7126(2)
Pro-Shu Co10	
Pro-Sport Marketing Group	
Quantum Sportswear, Ltd14	1-143(5)
Rac/Me Golf Bag Storage	
Racks	.7150(1)
R.A.C.O. Manufacturing, Inc	8103(2)
Rainbow Sales	7177(1)
Ram Golf Corp11	9-122(5)
Rawlings Golf21	
Reliable of Milwaukee	227(6)
"Billie" Ross of The Palm Beaches11	4 445153
Paim Beaches	4-115(5)
Royal Golf Equipment (Uniroyal, Inc.)	2-365(7)
Royal Stuart	8105(2)
Ernie Sabayrac, Inc Hemisphere L	ounge(7)
Sahara Slacks	9-320(7)
Scarborough Group, Inc.	
Scepter Distributors/	5111(2)
Graphite Sales Co	8117(2)
Scott Manufacturing Co	. 7187(3)
Shakespeare Golf Div16	0-161(5)
Shamrock Golf Co	. 7168(1)
R. J. Shepherd Co.	
(Munsingwear)23	2-235(6)
Shotgun Putter	. 7101(3)
Mort Silver Associates, Inc./	
Silver Fox Sportsman	. /145(1)
Sit-N-Rest Golf/ Atlantic Products	A 005(0)
Slazengers Inc.	
David Smith Co.	7128(2)
Softouch Co.	
Solana, Inc.	
Sounder Sports	
E. J. Smith & Sons Co.	. / 104(0)
(Munsingwear)23	32-235(6)
Softees	
Southern Umbrella Co	
Sox Mate of California	. 8104(2)
Spalding, Div. of Questor	50-361(7)
Square Two Golf Corp	118(5)
Stag Golf Products	. 7182(3)
Taylor Specialties, Inc	. 8122(2)
Tentation, Ltd. (Marcia David	
and Michael Bennett)	. 7183(3)
Tex-Ace Corp. (see Rawlings	0.017(0)
Golf)2	10-217(6)
Stan Thompson Golf Club Co.	
Bob Sterling Golf Co., Ltd.	
Stock Industries, Inc. Tacki Mac Grips, Inc.	8126(2)
Thompson	Stage(7)
Bob Toski Corp.	. 7156(1)
Touch Corp.	
Town Talk Inc.	
Tretorn, Inc.	
Triumph Golf Co	
True Distance Inc	. 8111(2)
True Temper Corp	174(5)
Tuit Sales Co	. 7175(1)
Union/USA	
Unique Golf Products, Inc.	. 8118(2)
United States Golf Association	
Up-Shot Putter Co.	
U.S. Precision, Inc.	. /110(2)
Vagabond International Valley Forge Glove Co	7170(1)
	. 7170(1)
Van-L Ltd	. 7111(3)
Van-L, Ltd.	. 7111(3)
Van-L, Ltd.	. 7111(3) . 7127(2)
Van-L, Ltd. Vested Gentry, Inc./The Vested Gentress	. 7111(3) . 7127(2) . 8119(2)
Van-L, Ltd. Vested Gentry, Inc./The Vested Gentress Charles Weber Printing	7111(3) 7127(2) 8119(2) 7119(2)
Van-L, Ltd. Vested Gentry, Inc./The Vested Gentress. Charles Weber Printing. Tom Weiskopf	7111(3) 7127(2) 8119(2) 7119(2)
Van-L, Ltd. Vested Gentry, Inc./The Vested Gentress Charles Weber Printing Tom Weiskopf Wilson Sporting Goods Co. Walter Hagen Golf Co.	. 7111(3) . 7127(2) . 8119(2) . 7119(2) 00-205(6)
Van-L, Ltd. Vested Gentry, Inc./The Vested Gentress Charles Weber Printing Tom Weiskopf Wilson Sporting Goods Co. Walter Hagen Golf Co. Great Smokies & Everglades	. 7111(3) . 7127(2) . 8119(2) . 7119(2) 00-205(6) Rooms(5)
Van-L, Ltd. Vested Gentry, Inc./The Vested Gentress. Charles Weber Printing. Tom Weiskopf	. 7111(3) . 7127(2) 8119(2) 7119(2) 00-205(6) Rooms(5) 7128(2)
Van-L, Ltd. Vested Gentry, Inc./The Vested Gentress. Charles Weber Printing. Tom Weiskopf. Wilson Sporting Goods Co. Walter Hagen Golf Co. 	7111(3) 7127(2) 8119(2) 7119(2) 00-205(6) Rooms(5) 7128(2) 7155(1)
Van-L, Ltd. Vested Gentry, Inc./The Vested Gentress Charles Weber Printing. Tom Weiskopf	7111(3) 7127(2) 8119(2) 7119(2) 00-205(6) Rooms(5) 7128(2) 7155(1) 06-209(6)
Van-L, Ltd. Vested Gentry, Inc./The Vested Gentress Charles Weber Printing Tom Weiskopf. Wilson Sporting Goods Co. Walter Hagen Golf Co. Great Smokies & Everglades Windless, Inc. Win Mark, Inc. Wittek Golf Supply Co. Wood-Arts Golf Equipment. Inc.	7111(3) 7127(2) 8119(2) 7119(2) 00-205(6) Rooms(5) 7128(2) 7155(1) 06-209(6) 7178(3)
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GCSAA Conference: Remember the Alamo!

Probably the biggest news about the 1978 annual convention of the Golf Course Superintendents Association of America is that it will be even bigger than previous meetings. Three months before the opening of 49th International Turfgrass Conference and Show in the San Antonio (Tex.) Convention Center, the exhibit space was totally sold out — actually, had been expanded to accommodate additional requests from potential exhibitors of turfgrass equipment and supplies.

Almost 200 exhibitors will fill the exhibit hall, which will be open February 14-16. Hours will be from 9 a.m. to 5 p.m. on Tuesday and Wednesday and 9 a.m. to 4 p.m. on Thursday. The exhibits will be open to superintendents only, per GCSAA tradition, on Tuesday. Wednesday and Thursday will also be open to others in the turfgrass industry — parks personnel, school grounds maintenance people, landscapers, and so on — as the association seeks to attract additional show attendance from those groups. Again following tradition, the exhibit hall will be open on Monday, February 13, for dealers and distributors to view the manufacturers' lines in the afternoon.

More than 30 manufacturers will be exhibiting at the GCSAA show for the first time. Jim Brooks, director of industrial relations for the association, attributes the manufacturers' increased interest in the show to "the location, a slight economic upturn in the turf industry, and also the more aggressive posture we are taking. For the first time, we have actively identified, contacted, and followed up on new companies, rather than maintained the low profile we had in the past."

The association has actively sought attendees from areas other than the golf business by making 5,000 guest vouchers available to exhibitors so they may invite additional people.

Programs & seminars

In conjunction with the exhibits of equipment and supplies, the GCSAA will conduct 87 hours of educational sessions for golf superintendents.

The program will open Monday morning at 9:30 with keynote speaker Earl L. Butz, former secretary of agriculture; his topic will be "I Don't Want to Live in a No-Growth Society." More specific sessions will be held Monday and Tuesday afternoons, Wednesday morning, all day Thursday, and Friday morning. The 38 speakers include many noted turfgrass experts, USGA Executive Director P. J. Boatwright, American Society of Golf Course Architects' President William W. Amick, and three members of the GOLF BUSINESS Advisory Board: superintendents Tom J. Rogers and David C. Harmon as well as golf professional and PGA of America Treasurer Joe Black.

The annual GCSAA business meeting and election will convene Wednesday afternoon at 2 o'clock. George W. Cleaver, CGCS, is the candidate for president of the association. Now serving as vice president, he has been a member of the executive committee for 5 years and is superintendent of Chestnut Ridge Country Club, Lutherville, Md. Nominated as candidates for vice president are Melvin B. Lucas Jr., CGCS, and Charles H. Tadge, CGCS, both current directors. Lucas is superintendent of The Garden City (N.Y.) Golf Club; Tadge, of Mayvield Country Club, South Euclid, Ohio, In addition, two of these five nominated candidates will be elected to 3-year terms as director:

Daniel L. Hall Jr., director of golf maintenance, Countryside Country Club, Clearwater, Fla.; David C. Holler, CGCS, superintendent, Gulph Mills Golf Club, King of Prussia, Pa., currently a director; Robert W. Osterman, CGCS, superintendent, The Golf Club at Aspetuck, Easton, Conn.; C. H. "Clem" Wolfrom Jr., superintendent, Detroit (Mich.) Golf Club; and James A. Wyllie, CGCS, Lambton Golf Country Club, Ltd., Toronto, Ontario.

On Saturday and Sunday, February 11 and 12, preceding the conference, four seminars will be offered simultaneously. Topics to be covered are principles of landscape design; chemical usage; leadership, motivation, and employee relations; and fertilizer usage.

Eligible superintendents can take a

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Please send me information on t	these National Golf Foundation ac	ivities:	
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your greens, tees and fairways against compacted soil, erosion, puddling and reduce the danger of disease.

prepare your turf early

Dolge

OTTO

ORGANIC SOIL CONDITION

WHAT IS <u>PENETRATE</u> AND WHAT DOES IT DO?

PENETRATE causes aggregation of soil particles, thereby creating additional soil pore space. Its action is similar to that of Gypsum, except that much less time is required for correction of compacted soil conditions. The before and after photographs above clearly show the results.

WHERE AND WHY IS PENETRATE USED?

PENETRATE can be safely used on all turf grasses and ornamental plantings to relieve soil compaction, incidence of both wet and dry wilt, and improve root growth. Extremes of soil pH will not affect long-range effectiveness. Less watering and hand-syringing will be required when the recommended program is followed.

HOW AND WHEN IS <u>PENETRATE</u> USED? PENETRATE enters into true solution





with water and can be easily and accurately applied with standard spray equipment. A total of 32 to 40 oz. per 1,000 sq. ft. the first year and 16 oz. per 1,000 sq. ft. each year thereafter is recommended for best results. Water in thoroughly if high temperatures (85° or more) are expected after application.

For more information or PENETRATE call or write:



THE C.B. DOLGE CO. 11 Ferry Lane West, Westport, CT 06880 (203) 227-9591 Southern Subsidiary

GOLTRA, INC. Drawer "D" Salem Station, Winston-Salem, NC 27108 (919) 724-7419

when it comes to solving tough turf problems we have the answers

certification examination on Sunday the 12th.

Golf course tour

One municipal, one military, and two private golf courses can be visited on a 4-hour tour to be held Friday morning, February 17. Host superintendents will point out striking aspects of each course, explaining what programs

CCCAA	
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GUIDE TO	
EXHIBITORS	
EXHIBITOR	воотн
Advanced Drainage Systems, Inc Advanced Engine Products, Inc Ag Industries Mfg. Allis-Chalmers Mfg. Co. Alpine Mfgt. American Pelletizing Corp. American Pelletizing Corp. American Power Products, Ltd. American Society of Golf Course Arch American Society of Golf Course Arch Arnetek, Inc. The Andersons—Lawn Fertilizer Sect Applied Biochemists, Inc. Aquashade, Inc. Aquatrols Corp. of America Atwater Strong Division Bogue Electric Mfg. Co. Briggs & Stratton Corp. The Broyhill Co. Bunton Co801, 802, 901, E. F. Burlingham & Sons Canadian Industries Ltd	
Carroll Childers Co. Central Texas GCSA M Certified Laboratories M The Champion Co. Champion Sprinkler Ciba-Geigy Corp. W. A. Cleary Corp. Clover Mfg. Co. Colby Pioneer Peat Co. Coursigns, Inc. The Cyclone Seeder Co. Davis 500, Inc. Davis 500, Inc. Dedoes Industries, Inc. Dewey-Carter Co.—Division of Letter.	
Diamond Shamrock Corp.—Ag-Cher Division	109, 110 1910 309, 310 2006 212, 213 8, 1009, 1010 Island E sland G 415 831, 832, 833 506 Island L 1226 2407 1302 2407 302, 204 p ain Concourse
Jack Gielow Co. Georgia GCSA Ma	ain Concourse

they have implemented and what their future plans entail. The facilities are Fort Sam Houston Golf Course, Oak Hills Country Club, San Antonio Country Club, and Willow Springs Golf Course.

Annual banquet

The formal conference will climax Thursday evening with the annual

Giant-Vac Manufacturers, Inc Island D
GOLF BUSINESS Magazine
Golf Course Builders of America 2414
Golfers Haven, Inc 1430
Grass Wand, Inc1431, 1432
Griswold Controls
Gravely
Hahn, Inc Island I AMF/Harley-Davidson Motor Co., Inc Island V
AMF/Harley-Davidson Motor Co., Inc Island V
Hanson Equipment Co 1435, 1436, 1437
Harvest Publishing Co
Hercules, Inc
HMC 1210 1211
HMC
Howard Rotavator Co2430
H. D. Hudson Mfg. Co 2213
I. B. D. Mfg. Co 1902
International Harvester Island F
International Seeds, Inc
International Spike, Inc
The Irrigation Association 1417
Jacobsen Mfg. Co Island J
Johns-Manville Island K
Kato Equipment Co
Kembro, Inc
Kioritz Corp. of America
Kohler Co
Kubota Tractor Corp Island Y
Kut Kwick Corp 1428
Lakeshore Equipment & Supply Co 2505, 2506
Lawnmower Parts Mfg. Co., Inc
Lebanon Chemical Corp
Leeco Mfg., Inc
Lely Southwest, Inc
Lindia Mfa. Corp. 531, 532, 533, 601, 602, 603
Little Giant Industries, Inc 1433
Locke Power Mowers Division of the Locke
Group, Inc 2501, 2502, 2503
Loft Seed, Inc 2223
Mallinckrodt, Inc
Manhattan Ryegrass Growers Association
Martin Flag Co
Master Min Co 1419
Master Mfg. Co
Micro-Gen Equipment Corp 2108
Micron West
Mid-Continent Engineering Corp 2436, 2437,
2438, 2439
Milorganite Division Milwaukee Sewerage
District
Moody Sprinkler Co., Inc 225, 226, 306, 307
Moridge Mfg., Inc
Mott Corp 423, 424, 425
F. E. Myers Co. 2425, 2426, 2427
National Chemsearch101
National Golf Foundation 1418
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banquet and show at 7:30 p.m. in the South Banquet Hall of the Convention Center. The introduction of head table dignitaries will be followed by the banquet, entertainment by singer Kelly Garrett and a comedian, and an evening of dancing to an orchestra. Tickets at \$15 per person may be purchased from GCSAA in advance or at the conference until noon Wednesday.

Onex Industries, Ltd. 921, 922 Oregon Fescue Commission 2221 Oregon Ryegrass-Highland Bentgrass 2413 Par Aide Products Co. 930, 931, 932 P. B. I. Gordon Corp. 1001, 1103 Peerless Equipment Corp. 615 Pen-Gro Sales Co. 2018, 2102 Penncross Bentgrass Growers Association 507 Plant Marvel Distributing Co. 617 Promark Products Corp. of Ohio, Inc. 1434 Pumping Systems, Inc. Island O Rain-O-Mat Sprinklers, Inc. 1122 Ransomes, Sims & Jefferies, Ltd. Island P Rachet Pruners, Ltd. 1907 Rhodia, Inc. 214, 215 Rivlex Industries, Inc. 1119, 1216 Rodale Resources Division Rodale Press, Inc. Press, Inc. 1131, 1132, 1133 Royal Coach Sprinklers, Inc. 818, 819 Royer Foundry and Machine Co. 927, 928, 1012, 1013 Ryan Turf Equipment & Cushman Motors 1012, 1013 Ryan Turf Equipment & Souts Con Island M Safe-T-Lawn, Inc. 1203, 1204 O. M. Scott & Sons Co. Island A
Tuco, Division of the Upjohn Co
Turf-Seed, Inc.2005Turf-Vac Corp.201, 202United States Gypsum Co.416U.S. Golf Association Green Section2415USS Agri-Chemicals1124, 1125Vaughan-Jacklin Corp.2340Velsicol Chemical Corp.122, 123Vermeer Mfg. Co.2001, 2002Warren's Turf Nursery, Inc.825Weather-matic Division/Telsco IndustriesIsland HWest Point Industries, Inc.2119, 2113Western Wood Structures, Inc.2019, 2113Whitney Associates, Inc.2019, 2101Whitney Dickinson Seed, Inc.2019, 2101Wisconsin Marine, Inc.Island OYazoo Manufacturing Co.509, 510, 511Yeats Appliance Dolly Sales Co.1317Yellow Jacket Distributing Co.104

Which aeration hole is better for your greens?

The answer, if you haven't already guessed, is the Greensaire II hole. And for good reasons.

One, it's deeper. The primary objective of aeration is to help air, water and fertilizer penetrate the soil. The Greensaire II removes cores up to 3'' deep, allowing these vital nutrients to reach the root zone where they're needed.

The fact that there are 36 of these deep holes per square foot means that you also remove more soil. This not only relieves the toughest compaction problems, but it also allows you to replace more of the old, depleted soil.

The Greensaire II hole is precise. It won't affect the roll of a golf ball, so your green is back in play sooner. You can aerate most greens in 45 minutes or less.

And when you use the Greensaire II, you can also use the unique Ryan Core Processor attachment. It catches the



cores, separates good soil from debris, puts the good soil back on top, and bags the debris. You aerate, top dress and collect thatch in one operation.

If you want these same fine aerating qualities, but on a smaller scale, choose the Greensaire 16. It aerates a 16"

> swath instead of a 24", uses the same selection of tines



and has a convenient windrow attachment that makes core removal easy.

Of course, like all Ryan equipment, these machines are built to last. So when you aerate, don't just scratch the surface. Get the deep penetration you need with the Greensaire II, Greensaire 16 and Core Processor.

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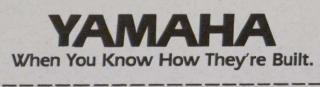
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