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CANADA

THE TOILET PREPARATIONS INDUSTRY 1952

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NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: **Volume I** - The Primary Industries, including mining, forestry and fisheries; **Volume II** - Manufacturing; **Volume III** - Merchandising and Services. The volumes are made up of parts, and the parts in turn are subdivided according to the industries which they comprise.

Volume II consists of the following parts, the first two of which deal with manufacturing as a whole and the balance with the major manufacturing groups.

- I - General Review of the Manufacturing Industries, \$1.50
- II - The Manufacturing Industries, by Provinces
 - Section 1. Principal Statistics of Major Industrial Groups and Leading Industries, 50¢
 - Section 2. Principal Statistics of Individual Industries, 75¢
 - Section 3. Principal Statistics by Regional Distribution, 75¢
- III - Foods and Beverages
- IV - Tobacco and Tobacco Products
- V - Rubber Products
- VI - Leather Products
- VII - Textiles
- VIII - Wood and Paper Products
- IX - Printing Trades
- X - Iron and Steel Products
- XI - Transportation Equipment
- XII - Non-ferrous Metal Products
- XIII - Electrical Apparatus and Supplies
- XIV - Non-metallic Mineral Products
- XV - Products of Petroleum and Coal
- XVI - Chemicals and Allied Products
- XVII - Miscellaneous Manufactures

The present report belongs in Part XVI, Chemicals and Allied Products. It is punched to permit of filing in a ring binder along with others of the group. The reports in this group are:

- A - General Review, 25¢
- B - The Acids, Alkalies and Salts Industry, 25¢
- C - The Fertilizers Industry, 25¢
- D - The Fertilizer Trade in Canada, 25¢
- E - The Medicinal and Pharmaceutical Preparations Industry, 25¢
- F - The Paints, Varnishes and Lacquers Industry, 25¢
- G - The Primary Plastics Industry, 25¢
- H - The Soaps, Washing Compounds and Cleaning Preparations Industry, 25¢
- I - The Toilet Preparations Industry, 25¢
- J - The Vegetable Oils Industry, 25¢
- K - The Inks Industry, 25¢
- L - The Adhesives Industry, 25¢
- M - The Polishes and Dressings Industry, 25¢
- N - The Compressed Gases Industry, 25¢
- O - The Coal Tar Distillation Industry, 25¢
- P - The Miscellaneous Chemical Products Industry, 25¢

THE TOILET PREPARATIONS INDUSTRY

1952

Factory shipments from the Toilet Preparations Industry were valued at \$27,059,783 in 1952 compared with \$22,535,080 in 1951 and \$20,950,830 in 1950.

In the annual census of manufacturing establishments in Canada the operating firms are arranged in a number of industrial groups to which the various factories are classified in accordance with the nature of their main products. Under this arrangement, the Toilet Preparations Industry includes all establishments which are occupied chiefly in making perfumes, toilet waters, face creams, tooth pastes, etc., but in 1952 this industry actually accounted for only about 64 per cent of the Canadian output of toilet preparations as a number of concerns in other industries made this class of goods as a minor or secondary part of their business. In Tables 1 to 4

and 8 and 9 of this report the data are for the Toilet Preparations Industry as defined for Census purposes but Tables 5 and 6 have been added to show the total output of toilet preparations regardless of the industry in which produced.

In 1952 there were 101 establishments in this industry, 60 being located in Ontario, 33 in Quebec, 4 in British Columbia, 3 in Manitoba and 1 in Saskatchewan. Output from these concerns totalled \$27,059,783, including \$23,819,339 for toilet preparations and \$3,240,444 for other products. Employees numbered 1,870 and salaries and wages amounted to \$4,244,777.

Factory shipments of toilet preparations from all industries were valued at \$37,281,000 at factory prices in 1952. In 1951 the comparable value was \$30,873,000, and in 1950 it was \$29,147,000.

Note: Data presented in this bulletin for 1952 under the heading of "Production" actually represent "Factory Shipments" and therefore, are not exactly comparable with previous years.

TABLE 1. Principal Statistics of the Toilet Preparations Industry, 1948-1952

Year	Number of plants	Number of employees	Salaries and wages	Cost of fuel and electricity at works	Cost of materials at works	Gross selling value of products at works
			\$	\$	\$	\$
1948	90	1,658	2,749,569	70,163	6,538,843	17,044,566
1949	94	1,720	3,008,556	74,090	7,088,024	19,047,435
1950	98	1,862	3,423,935	90,071	7,679,500	20,950,830
1951	97	1,800	3,775,166	100,113	8,223,549	22,535,080
1952	101	1,870	4,244,777	115,434	9,720,012	27,059,783 ¹
Per cent change, 1952 from 1951	—	+ 3.9	+ 12.4	+ 15.3	+ 18.2	+ 20.1

1. The 1952 total represents the value of factory shipments. The inventory value of finished products at plant at end of 1951 amounted to \$1,475,000 and at the end of 1952 to \$1,578,000.

Note. Profits or losses cannot be calculated from the above figures as data are not available for general expense items, such as interest, rent, depreciation, taxes, insurance, advertising, etc.

TABLE 2. Principal Statistics of the Toilet Preparations Industry, by Provinces, 1951 and 1952

Province	Number of plants	Number of employees	Salaries and wages	Cost of fuel and electricity at works	Cost of materials at works	Gross selling value of products at works
			\$	\$	\$	\$
1951						
Quebec	33	669	1,424,062	41,675	2,984,151	7,487,095
Ontario	55	1,096	2,306,967	55,875	5,177,589	14,898,003
Manitoba	3	23	33,577	853	47,255	108,685
Saskatchewan	1	12	10,560	1,710	14,554	41,297
British Columbia	5					
Canada	97	1,800	3,775,166	100,113	8,223,549	22,535,080
1952						
Quebec	33	613	1,480,340	45,014	3,364,010	9,460,985
Ontario	60	1,231	2,722,176	68,199	6,257,027	17,404,755
Manitoba	3	17	33,486	641	87,645	155,819
Saskatchewan	1	9	8,775	1,580	11,330	38,224
British Columbia	4					
Canada	101	1,870	4,244,777	115,434	9,720,012	27,059,783

TABLE 3. Products Made in the Toilet Preparations Industry, 1951 and 1952

Note. Data given in this table are for the Toilet Preparations Industry only and represent only the production of the firms which made toilet preparations as their chief products. The figures for the individual items do not represent the total output for Canada as these articles were produced also as minor products by concerns which have been classified to other industrial groups. (See Tables 5 and 6).

Product	Selling value at works ¹	
	1951	1952
	\$	\$
Toilet preparations:		
Alcoholic — not less than 5 per cent alcohol:		
Perfumes	905,489	811,112
Toilet waters, colognes and lotions	3,269,899	3,491,816
Bay rum, hair tonics, alcoholic liquid brilliantines, alcoholic wave-sets, etc.:		
Sold to the barber trade	106,373	101,310
All other	486,997	390,293
Non-alcoholic:		
Creams of all kinds (almond cream, cold cream, etc.):		
Solid type	1,813,326	2,056,719
Liquid type	499,815	782,131
Brilliantine, solid	57,305	65,559
Face powders	1,252,468	1,175,120
Talcum powders	736,610	640,402
Sachet powders	137,473	147,556
Lipstick and refills	972,017	1,282,570
Rouge and refills	193,765	159,141
Compacts (powders and rouges)	54,260	81,999
Shampoos:		
Liquid (and cream)	798,613	1,294,033
Powders	84,047	59,004
Bath salts and bath oils	320,480	305,950
Deodorants (personal)	821,558	1,028,726
Depilatories	20,905	25,391
Toilet waters and lotions, non-alcoholic	103,921	132,589
Hair tonics, non-alcoholic liquid brilliantines, and non-alcoholic wave-sets, etc.:		
Sold to the barber trade	681,049	980,747
All other	583,045	1,031,324
Manicure preparations	617,469	620,690
Dentifrices:		
Pastes	458,825	488,809
Powders	44,645	34,636
Liquid	7,036	12,957
All other toilet preparations not enumerated above	4,240,301	6,618,755
All other products ²	3,267,389	3,240,444
Total	22,535,080	27,059,783

1. Does not include sales tax or other excise duties.

2. Includes medicinal preparations, disinfectants, antiseptic mouthwash, toilet and shaving soaps, insecticides and similar products which were made as minor products by the concerns in this industry.

TABLE 4. Materials Used in the Toilet Preparations Industry, 1951 and 1952

Material	1951		1952	
	Quantity	Cost at works ¹	Quantity	Cost at works ¹
		\$		\$
Chalk, precipitated	pounds 139,228	6,956	134,462	6,485
Chalk, ground	" 7,245	463	5,833	383
Cocoonut oil	" 715,550	137,815	761,799	104,208
Essential oils and perfumes.....	—	989,902	—	1,065,501
Ethyl alcohol	Imp. gal. 178,594	230,240	151,343	218,074
Kaolin or china clay	pounds 95,409	3,069	102,738	3,087
Glycerine.....	" 216,640	114,504	171,920	81,826
Isopropyl alcohol.....	" 23,450	2,821	32,022	3,953
Lanolin	" 45,719	16,652	36,131	13,960
Mineral oil, white.....	" 950,201	86,061	1,077,817	99,156
Petroleum jelly.....	" 112,665	14,025	128,056	16,329
Sodium hydroxide (caustic soda)	" 417,675	19,724	481,771	20,904
Sodium carbonate (soda ash)	" 25,325	1,850	30,654	1,951
Stearic acid.....	" 153,679	36,311	207,852	35,795
Talc, ground.....	" 954,305	42,425	1,000,803	44,935
Wax:				
Beeswax	pounds 48,997	40,634	56,328	46,931
Other wax	" 73,322	21,077	159,529	62,546
Zinc oxide.....	" 47,124	10,975	46,937	11,540
Zinc stearate	" 18,341	12,525	16,952	8,798
Powders, rouges, and other preparations for packaging only	—	147,725	—	71,382
All other materials and process supplies	—	1,351,318	—	1,800,206
Jars, cans, boxes, labels and packing materials	—	4,936,477	—	6,002,062
Total.....	—	8,223,549	—	9,720,012

1. Includes freight, duty, taxes, etc.

TABLE 5. Total Production of Toilet Preparations, From All Industries, 1951 and 1952

Product	Selling value at works	
	1951	1952
	\$	\$
Alcoholic—not less than 5 per cent alcohol:		
Perfumes	1,014,852	920,487
Toilet waters, colognes and lotions	3,991,034	4,222,455
Bay rum, hair tonics, alcoholic liquid brilliantines, alcoholic wavesets, etc.:		
Sold to the barber and beauty parlour trades	128,634	122,873
All other	597,540	504,053
Non-alcoholic:		
Creams of all kinds (almond cream, cold cream, etc.):		
Solid type	2,379,249	2,579,520
Liquid type	601,509	922,557
Brilliantine, solid	69,655	71,349
Face powders	1,369,604	1,297,168
Talcum powders	1,509,667	1,497,153
Sachet powders.....	145,903	153,730
Lipstick and refills	1,090,984	1,392,814
Rouge and refills	216,649	177,557
Compacts (powders and rouges)	59,314	82,680

TABLE 5. Total Production of Toilet Preparations, From All Industries, 1951 and 1952 - Concluded

Product	Selling value at works	
	1951	1952
	\$	\$
Non-alcoholic - concluded:		
Shampoos:		
Liquid (and cream).....	2,427,151	3,368,942
Powders.....	121,666	113,712
Bath salts and bath oils.....	376,064	397,121
Deodorants (personal).....	1,334,430	1,700,073
Depilatories.....	32,263	38,606
Toilet waters and lotions, non-alcoholic.....	161,270	191,920
Hair tonics, non-alcoholic liquid brilliantines, and non-alcoholic wave-sets, etc..		
Sold to the barber and beauty parlour trades.....	1,240,458	1,228,472
All other.....	981,197	1,421,414
Manicure preparations.....	620,734	624,867
Home permanent wave kits, including refills and accessories.....	1,994,942	3,418,145
Dentrifices:		
Pastes:		
Ammoniated.....	524,071	380,704
Other.....	4,376,292	5,749,777
Powders:		
Ammoniated.....	184,177	137,220
Other.....	476,933	473,701
Liquid.....	9,744	15,553
All other toilet preparations.....	2,837,116	4,075,974
Total.....	30,873,102	37,280,597

TABLE 6. Total Production of Toilet Preparations, From All Industries, 1943-1952

Year	Toilet preparations industry	Medicinal and pharmaceutical preparations industry	Soaps and washing compounds industry	Other industries	Total for all industries
	\$	\$	\$	\$	\$
1943.....	12,992,000	3,768,000	1,848,000	21,000	18,629,000
1944.....	14,634,000	3,645,000	1,805,000	11,000	20,095,000
1945.....	15,205,000	4,599,000	2,208,000	25,000	22,037,000
1946.....	16,780,000	3,733,000	3,805,000	440,000	24,758,000
1947.....	13,916,000	4,000,000	4,200,000	365,000	22,481,000
1948.....	13,677,000	3,154,000	3,805,000	336,000	20,972,000
1949.....	16,186,000	3,580,000	5,523,000	1,813,000	27,102,000
1950.....	18,418,000	4,212,000	5,810,000	707,000	29,147,000
1951.....	19,268,000	4,249,000	6,824,000	532,000	30,873,000
1952.....	23,819,000	3,821,000	8,939,000	702,000	37,281,000

Note. Figures in Tables 5 and 6 represent the total Canadian production of toilet preparations, regardless of the industries in which produced.

TABLE 7. Imports and Exports of Perfumery, Cosmetics and Toilet Preparations, 1951 and 1952

	1951		1952	
	Quantity	Value	Quantity	Value
		\$		\$
(a) IMPORTS				
Alcoholic perfumes and perfumed spirits, bay rum, cologne and lavender waters, lotions, hair, tooth and skin washes, and other toilet preparations, in bottles or flasks containing not more than 4 ounces each	—	195,962	—	298,685
Alcoholic perfumes and perfumed spirits, bay rum, cologne and lavender waters, lotions, hair, tooth and skin washes, and other toilet preparations, in bottles, flasks or other packages containing more than 4 ounces each Imp. gal.	945	40,564	2,181	49,310
Perfumery, including toilet preparations, non-alcoholic, n.o.p., used for the hair, mouth or skin	—	410,093	—	556,191
Total imports	—	646,619	—	904,186
(b) EXPORTS				
Creams, lotions and other cosmetics.....	—	38,837	—	27,957
Dentifrices	—	2,249	—	12,370
Shaving creams, cakes, powders and sticks	—	1,879	—	1,457
Perfumery and toilet preparations, n.o.p.....	—	72,231	—	81,484
Total exports	—	115,196	—	123,268

Note: "n.o.p." means "not otherwise provided for" in the statistical classification.

TABLE 8. Employees and Their Earnings in the Toilet Preparations Industry, by Provinces, 1951 and 1952

Province	Number of employees					Earnings		
	Supervisory and office		Production workers		Total	Supervisory and office	Production workers	Total
	Male	Female	Male	Female				
						\$	\$	\$
1951								
Quebec	127	93	163	286	669	747,676	676,386	1,424,062
Ontario	150	230	254	462	1,096	1,100,854	1,206,113	2,306,967
Manitoba	6	5	3	9	23	19,133	14,444	33,577
Other provinces	5	2	4	1	12	4,200	6,360	10,560
Canada	288	330	424	758	1,800	1,871,863	1,903,303	3,775,166
1952								
Quebec	112	103	142	256	613	773,497	706,843	1,480,340
Ontario	150	259	291	531	1,231	1,317,613	1,404,563	2,722,176
Manitoba	3	6	2	6	17	19,774	13,712	33,486
Other provinces	3	2	3	1	9	3,565	5,210	8,775
Canada	268	370	438	794	1,870	2,114,449	2,130,328	4,244,777

TABLE 9. Capital and Repair Expenditures in the Toilet Preparations Industry, 1948-1952

Year	Capital expenditures		Sub-total	Repair and maintenance expenditures		Sub-total	Total capital and repair expenditures
	Construction	Machinery and equipment		Construction	Machinery and equipment		
(Thousands of dollars)							
1948.....	80	58	138	90	143	233	371
1949.....	94	223	317	58	100	158	475
1950.....	284	432	716	42	83	125	841
1951.....	39	425	464	41	75	116	580
1952 ¹	284	298	572	40	98	123	700

1. Preliminary.

Directory of Firms in the Toilet Preparations Industry, 1952

Note. These firms made toilet preparations as chief products. Concerns which made toilet preparations as secondary or minor products are not listed here as they are classified to other industries.

Name of firm	Location of plant
Quebec:	
Avon Products of Canada Limited.....	225 Liege St., Montreal
Beauty Manufacturing Reg'd.....	4272 Rivard St., Montreal
Bernal Chemical Products Co.....	4691 Papineau St., Montreal
Bristol-Myers Company of Canada Ltd.....	3035 St. Antoine St., Montreal
Charles of the Ritz (Canada) Ltd.....	973 St. Antoine St., Montreal
Chatelaine Co. Ltd.....	2024 McGill College Ave., Montreal
Chemaco Limited.....	4328 St. Lawrence Blvd., Montreal
Claïrol Inc. of Canada.....	Room 501, 300 St. Sacrement St., Montreal
Consolidated Toiletries (Canada).....	6 O'Brien Blvd., Ville St. Laurent
Coty (Canada) Limited.....	7335 St. Lawrence Blvd., Montreal
Familex Products Company, The.....	1600 Delorimier St., Montreal
Fifth Ave. Chemical Waving Pad Co.....	1349 Beaudoin St., Montreal
Gaylord-Shelton of Canada Ltd.....	2035 Ste Anne St., St. Hyacinthe
Gillette Safety Razor Co. of Canada Ltd.....	1085 St. Alexander St., Montreal
Guay Beauty Mfg. Co.....	8671 St. Lawrence Blvd., Montreal
Karnak Products Company.....	320 Notre Dame E., Montreal
Laboratoire Bellefontaine.....	1670 St. Denis St., Montreal
Laboratoire Du-Var Inc.....	752 Rachel St. E., Montreal
Lady Hamilton Beauty Preparations Co. Ltd.....	4414 Kensington Ave., Montreal
Les Produits Florence Inc.....	5016 Papineau St., Montreal
Ligot, Claude, Limitée.....	1010 Place Mont Royal, Montreal
Lyman Agencies Ltd.....	425 River St., Verdun
Lymans Limited.....	286 St. Paul St. W., Montreal
National Mineral Co. of Canada Ltd.....	850 Lafleur Blvd., Ville La Salle
Northam Warren Limited.....	30 Bois Franc Road, Montreal
Palmer's Limited.....	730 Wellington St., Montreal
Parfumerie de Paris (Limitée).....	2190 Préfontaine, Montreal
Parfumerie L.T. Piver Ltée.....	1030 St. Alexander St., Montreal
Rolex Cleaner Co.....	6693 Des Ecores, Montreal
Savoy Drug Ltd.....	2946 Rouen, Montreal
Sleepex Reg'd.....	3774 St. Denis St., Montreal
Vivax Limited.....	8005 St. Andre, Montreal
Zonite Products Corporation Ltd.....	Ste. Thérèse de Blainville
Ontario:	
Allied Toiletries Ltd.....	727 King St. E., Toronto
Arden, Elizabeth, of Canada, Ltd.....	207 Queen's Quay, Toronto
Bonat, Samuel, & Bros. Inc.....	686 Richmond St. W., Toronto
Bubble Bath Laboratories, Ltd.....	Alder St. W., Dunnville
Campana Corp. Ltd.....	36 Caledonia Rd., Toronto
Canadian Beauty Aids Co. Ltd.....	528 Bathurst St., Toronto
Canadian Booster Company Ltd., The.....	1604 Tecumseh Rd. W., Windsor
Clifton Limited.....	146-8 Brock Ave., Toronto
Copeland Laboratories.....	774 College St. W., Toronto

Directory of Firms in the Toilet Preparations Industry, 1952 - Concluded

Name of firm	Location of plant
Ontario - Concluded:	
Dearborn Supply Company.....	3174 Sandwich St., Windsor
Don Juan (Canada) Limited.....	26 Ripley Ave., Toronto
Faberge Perfumes (Canada) Ltd.....	30 Queen Elizabeth Blvd., Toronto
Fielding, W., Cosmetics.....	2289 A Yonge St., Toronto
Fuller Brush Company Limited.....	70 Sanford Ave. N., Hamilton
Genasco Co.....	1218 Moy Ave., Windsor
Gordon Gordon Ltd.....	489 King St. W., Toronto
Grove Pharmacal Limited.....	579 Richmond St. West, Toronto
H.Q.Z. Beauty Laboratories.....	150 Duchess St., Toronto
Harper Method (Canada) Limited.....	1587 Ellen Ave., Niagara Falls
Helfrich Laboratories of Canada, Ltd.....	690 King St. W., Toronto
Hempicid Co.....	255 Walker Rd., Windsor
Hudnut, Richard, Ltd.....	727 King St. W., Toronto
Huston, John A., Co. Ltd.....	36 Caledonia Rd., Toronto
International Products Co.....	267 Brock St., Toronto
Jergens, Andrew, Company, Limited.....	1 Herriott St., Perth
Jones Industries Limited.....	Head St., Dundas
Jones L.A., & Co.....	Shepherd Rd., Oakville
Kolmar-Wilckens Limited.....	Oakville
Lady Esther Limited.....	1500 O'Connor Drive, East York
Lady Hamilton Products.....	182 Rebecca St., Hamilton
Lehn & Fink (Canada) Ltd.....	37 Hanna Ave., Toronto
Lentheric of Canada Ltd.....	36 Caledonia Rd., Toronto
Locks Laboratories (Canada) Ltd.....	44 King St. W., Toronto
Magic Glow Beauty Products Co.....	St. Thomas
Maison Blanche Toilet Co.....	20 Lewis St., Fort Erie North
Martin, E. & A., Research Ltd.....	20 Ripley Ave., Toronto
Mennen Co. Ltd.....	2299 Dundas St. W., Toronto
Mondo Trading Co.....	579 Richmond St. W., Toronto
Mountain Rose (Canada) Limited.....	350 Talbot St., London
Mutual Sales Company Limited.....	1209 King St. W., Toronto
Nestle-Le-Mur Co. (Canada) Ltd., The.....	680 King St. W., Toronto
Ogilvie Sisters Laboratories Inc.....	1209 King St. W., Toronto
Olive'on Limited.....	1245 Queen St. West, Toronto
Parfums Ciro (Canada) Ltd.....	727 King St. E., Toronto
Pond's Extract Company of Canada Limited.....	791 St. Clair Ave. W., Toronto
Prince Matchabelli Inc.....	Dundas
Princess Cosmetics Limited.....	61 College St., Toronto
Radox (Division John A. Huston Co. Ltd.).....	36 Caledonia Rd., Toronto
Rayette Limited.....	2299 Dundas St. West, Toronto
Rilling Wahl Co.....	720 Bathurst St., Toronto
Ripley Mfg. Co.....	22 Ripley Ave., Toronto
Roux Laboratories Canada Ltd.....	63 Shepherd Rd., Oakville
Rubinstein, Helena, Ltd.....	126 Bloor St. W., Toronto
Scarff, F.W., Company.....	Picton
Seely Products Limited.....	673 Caron Ave., Windsor
Thayer Perfumer Limited.....	Box 99, Station "H", Toronto
Thomas Supply & Equipment Co. Ltd.....	310 Slater St., Ottawa
303 Chemical Co. Ltd.....	183 Bathurst St., Toronto
Truso Beauty Products Ltd.....	51 Front St. E., Toronto
Vita-Cult Co.....	408 Summerhill Ave., Toronto
Wildroot Limited.....	94 Jarvis St., Fort Erie North
Wilson Trading Co. Ltd.....	456 King St. E., Hamilton
Yardley of London (Canada) Limited.....	Harbour & York Sts., Toronto
Manitoba:	
Dominion Chemical Laboratories.....	44 Austin St., Winnipeg
Kahane of Canada Ltd.....	143 Smith St., Winnipeg
Sanders Supply Co.....	304 Main St., Winnipeg
Saskatchewan:	
Gould, S.E., & Company.....	236 - 3rd Ave. S., Saskatoon
British Columbia:	
Cosmetic Service Co. Ltd.....	1043 West Broadway, Vancouver
Lina Cavellero Ltd.....	611 Howe St., Vancouver
Premier Toilet Goods Company.....	64 West Hastings St., Vancouver
Products & Plastics Ltd.....	118 E. Esplanade, North Vancouver

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