

Selling the President, 1920

*Albert D. Lasker, Advertising, and
the Election of Warren G. Harding*

John A. Morello

Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding

Mike Wallace



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Selling the President, 1920 John A. Morello, 2001-04-30 Modern advertising moved into the 20th century borne on many vehicles and distinguished by many techniques three of the most frequently used being reason why advertising celebrity endorsements and pre emptive claims Best known for his reason why advertising Albert Davis Lasker president of the Lord Thomas Agency of Chicago championed all three techniques helping Lucky Strike Cigarettes Van Camp s Pork Beans and Sunkist Oranges become business successes His least known but best work was in the political area where he helped the Republicans gain control of Congress in 1918 and with the election of Warren G Harding recapture the White House in 1920 This book covers events leading to Harding s nomination and election and the key role Lasker played in his election Bringing along the tricks he had used to sell soap beer cigarettes and canned food Lasker plunged into political advertising forever changing the way political candidates are publicized

The Man Who Sold America Jeffrey L. Cruikshank, Arthur W. Schultz, 2010-08-12 We live in an age of persuasion Leaders and institutions of every kind public and private large and small must compete in the marketplace of images and messages This has been true since the advent of mass media from broad circulation magazines and radio through the age of television and the internet Yet there have been very few true geniuses at the art of mass persuasion in the last century In public relations Edward Bernays comes to mind In advertising most Hall of Famers J Walter Thomson David Ogilvy Bill Bernbach Bruce Barton Ray Rubicam and others point to one individual as the father of modern advertising Albert D Lasker And yet Lasker unlike Bernays Thomson Ogilvy and the others remains an enigma Now Jeffrey Cruikshank and Arthur Schultz having uncovered a treasure trove of Lasker s papers have written a fascinating and revealing biography of one of the 20th century s most powerful intriguing and instructive figures It is no exaggeration to say that Lasker created modern advertising He was the first influential proponent of reason why advertising a consumer centered approach that skillfully melded form and content and a precursor to the unique selling proposition approach that today dominates the industry More than that he was a prominent political figure champion of civil rights man of extreme wealth and hobnobber with kings and maharajahs as well as with the likes of Albert Einstein and Eleanor Roosevelt He was also a deeply troubled man who suffered mental collapses throughout his adult life though was able fight through and continue his amazing creative and productive activities into later life This is the story of a man who shaped an industry and in many ways shaped a century

A Companion to Woodrow Wilson Ross A. Kennedy, 2013-01-22 A Companion to Woodrow Wilson presents a compilation of essays contributed by various scholars in the field that cover all aspects of the life and career of America s 28th president Represents the only current anthology of essays to introduce readers to the scholarship on all aspects of Wilson s life and career Offers a one stop destination for anyone interested in understanding how the scholarship on Wilson has evolved and where it stands now

The Republican Party Ronald Laone, Jay Laone, 2012-03-16 When Ronald Laones son was eleven he asked his father What does it mean to be a conservative

From that simple question came a journey of political enlightenment for father and son one that culminated in *The Republican Party* a history of the Republican Party leaders and beliefs Beginning with a comprehensive overview of the origins of the Republican Party Laone examines the various political battles of the nineteenth century and how they shaped the party's establishment in 1854 and its core ideologies He then profiles each Republican president from Abraham Lincoln to George W Bush offering a short biography and major highlights of each one's presidency Laone also reveals the major political firsts of the Republican Party including the first Black US senator the first Hispanic US congressman and the first female US congresswoman recording their significant contributions to the conservative movement A comprehensive bibliography offers titles for further reading Thoroughly researched and educational *The Republican Party* offers information for those seeking to understand the origins of conservative thinking values and beliefs within the American political system

The Advertising Age Encyclopedia of Advertising John McDonough, Karen Egolf, 2015-06-18 For a full list of entries and contributors a generous selection of sample entries and more visit the *The Advertising Age Encyclopedia of Advertising* website Featuring nearly 600 extensively illustrated entries *The Advertising Age Encyclopedia of Advertising* provides detailed historic surveys of the world's leading agencies and major advertisers as well as brand and market histories it also profiles the influential men and women in advertising overviews advertising in the major countries of the world covers important issues affecting the field and discusses the key aspects of methodology practice strategy and theory Also includes a color insert

Encyclopedia of U.S. Campaigns, Elections, and Electoral Behavior Kenneth F. Warren, 2008-04-04 Overall a first rate resource and yes pleasantly readable School Library Journal *The Encyclopedia of U S Campaigns Elections and Electoral Behavior* covers virtually everything one would want to know about American political campaigns With more than 450 entries these two comprehensive volumes present a significant array of topics of campaigns elections and electoral behavior The encyclopedia's diverse content shows that although the subject matter of campaigns elections and electoral behavior is inherently related each topic has a distinct focus

Key Features Presents topics in a straightforward easy to understand manner intentionally avoiding unnecessary technical language Includes entries written by electoral behavior scholars from around the country Focuses on American campaigns elections and electoral behavior but also provides a culturally and politically diverse perspective of American democratic practices and institutions Offers a rich campaign history by looking at many colorful candidates corrupt yet intriguing political machines rapidly changing technologies campaign organizations and strategies Provides a description and scholarly analysis for all presidential elections including state and general elections Presents and simplifies complicated election laws that govern federal state and local elections Examines various efforts throughout the decades to reform elections especially from social upheaval and the resulting political realignments Includes extensive electoral research into the development of political opinions attitudes and ideologies in American voters

Key Themes Ballot Issue Campaigns Campaigns Elections and the Law Corruption in American Campaigns

and Elections Electoral Behavior of Various Groups Local Campaigns and Elections Media's Role in American Campaigns and Elections People Political Parties Interest Groups and American Campaigns and Elections Political Theory and Democratic Elections in America Polls Public Opinion and Campaigns and Elections Presidential Campaigns and Elections Reforming American Campaigns and Elections Running Political Campaigns Management Organization and Strategies Social and Psychological Dynamics of Electoral Behavior State and Congressional Campaigns and Elections History and State Profiles The Encyclopedia of U S Campaigns Elections and Electoral Behavior is an especially useful reference published to coincide with the 2008 presidential election This informative yet intriguing resource is a welcome addition to any academic or public library

The Big Vote Liette Gidlow, 2007-03-15 This cultural history of voter turnout campaigns in early 20th century America sheds light on the problems that persist in democratic participation today In the 1920s America experienced low voter turnout at a level not seen in nearly a century Reformers responded by launching massive campaigns to Get Out the Vote Yet while these campaigns advocated civic participation they also promoted an exclusionary message that transformed America's political culture By the late 1920s civic would be practically synonymous with middle class and white At the time weakened political parties ascendant consumer culture labor unrest Jim Crow widespread anti immigration sentiment and the new woman suffrage all raised serious questions about the meaning of good citizenship Through techniques ranging from civic education to modern advertising middle class and elite whites worked in the realm of culture to undo the equality that constitutional amendments had seemed to achieve Richly documented with primary sources from political parties and civic groups popular and ethnic periodicals and electoral returns *The Big Vote* examines the national Get Out the Vote campaigns as well as the internal dynamics of specific campaigns in New York City Grand Rapids Michigan and Birmingham Alabama

Dead Last Phillip G. Payne, 2009 CHOICE Outstanding Academic Title If George Washington and Abraham Lincoln are the saints in America's civil religion then the twenty ninth president Warren G Harding is our sinner Prior to the Nixon administration the Harding scandals were the most infamous of the twentieth century Harding is consistently judged a failure ranking dead last among his peers By examining the public memory of Harding Phillip G Payne offers the first significant reinterpretation of his presidency in a generation Rather than repeating the old stories Payne examines the contexts and continued meaning of the Harding scandals for various constituencies Payne explores such topics as Harding's importance as a midwestern small town booster his rumored black ancestry the role of various biographers in shaping his early image the tension between public memory and academic history and finally his status as an icon of presidential failure in contemporary political debates Harding was a popular president and was widely mourned when he died in office in 1923 but with his death began the construction of his public memory and his fall from political grace In *Dead Last* Payne explores how Harding's name became synonymous with corruption cronyism and incompetence and how it is used to this day as an example of what a president should not be

Presidential Campaigns, Slogans, Issues, and Platforms Robert North Roberts, Scott John

Hammond, Valerie A. Sulfaro, 2012-06-12 The book provides a comprehensive discussion of the major issues and events surrounding all American presidential elections from the earliest years of the Republic through the campaign of 2008

Presidential Campaigns Slogans Issues and Platforms The Complete Encyclopedia is an easy to use reference work designed to encourage students and anyone interested in democratic politics to undertake a greater understanding of this complex aspect of American political life The three volume work covers each presidential campaign in depth examining a large number of related issues ranging from the use of social media in modern presidential campaigns to negative campaign ads and key slogans used in every presidential campaign Volume One contains entries offering specific and focused information on issues trends factors slogans strategies and other more detailed elements of presidential campaigning from the first stirrings of the American democratic process to the first decade of the 21st century Volumes Two and Three provide chronological accounts of every presidential campaign since the ratification of the Constitution through the campaign of 2008 with Volume Two covering the campaign of 1788 89 to the campaign of 1908 and Volume Three covering the campaign of 1912 to the campaign of 2008

The Woman's Hour Elaine Weiss, 2019-03-05 Both a page turning drama and an inspiration for every reader Hillary Rodham Clinton The nail biting climax of one of the greatest political battles in American history the ratification of the constitutional amendment that granted women the right to vote Nashville August 1920 Thirty five states have approved the Nineteenth Amendment granting women the right to vote one last state Tennessee is needed for women s voting rights to be the law of the land The suffragists face vicious opposition from politicians clergy corporations and racists who don t want black women voting And then there are the Antis women who oppose their own enfranchisement fearing suffrage will bring about the nation s moral collapse And in one hot summer they all converge for a confrontation replete with booze and blackmail betrayal and courage Following a handful of remarkable women who led their respective forces into battle The Woman s Hour is the gripping story of how America s women won their own freedom and the opening campaign in the great twentieth century battles for civil rights

The Democratic Experiment Meg Jacobs, William J. Novak, Julian E. Zelizer, 2009-01-10 In a series of fascinating essays that explore topics in American politics from the nation s founding to the present day The Democratic Experiment opens up exciting new avenues for historical research while offering bold claims about the tensions that have animated American public life Revealing the fierce struggles that have taken place over the role of the federal government and the character of representative democracy the authors trace the contested and dynamic evolution of the national polity The contributors who represent the leading new voices in the revitalized field of American political history offer original interpretations of the nation s political past by blending methodological insights from the new institutionalism in the social sciences and studies of political culture They tackle topics as wide ranging as the role of personal character of political elites in the Early Republic to the importance of courts in building a modern regulatory state to the centrality of local political institutions in the late twentieth century Placing these essays side by side encourages the

asking of new questions about the forces that have shaped American politics over time An unparalleled example of the new political history in action this book will be vastly influential in the field In addition to the editors the contributors are Brian Balogh Sven Beckert Rebecca Edwards Joanne B Freeman Richard R John Ira Katznelson James T Kloppenberg Matthew D Lassiter Thomas J Sugrue Michael Vorenberg and Michael Willrich

A Man and His Ship Steven Ujifusa,2012-07-10 In the tradition of David McCullough's grand histories the sweeping story of one man's quest to build the fastest finest ocean liner in history set against the politics culture and enterprise of twentieth century America The story of a great American builder At the peak of his power in the 1940s and 1950s William Francis Gibbs was considered America's best naval architect His quest to build the finest fastest most beautiful ocean liner of his time the S S United States was a topic of national fascination When completed in 1952 the ship was hailed as a technological masterpiece at a time when made in America meant the best Gibbs was an American original on par with John Roebling of the Brooklyn Bridge and Frank Lloyd Wright of Fallingwater Forced to drop out of Harvard following his family's sudden financial ruin he overcame debilitating shyness and lack of formal training to become the visionary creator of some of the finest ships in history He spent forty years dreaming of the ship that became the S S United States William Francis Gibbs was driven relentless and committed to excellence He loved his ship the idea of it and the realization of it and he devoted himself to making it the epitome of luxury travel during the triumphant post World War II era Biographer Steven Ujifusa brilliantly describes the way Gibbs worked and how his vision transformed an industry A Man and His Ship is a tale of ingenuity and enterprise a truly remarkable journey on land and sea

Sold American Charles F. McGovern,2009-01-06 At the turn of the twentieth century an emerging consumer culture in the United States promoted constant spending to meet material needs and develop social identity and self cultivation In Sold American Charles F McGovern examines the key players active in shaping this cultural evolution advertisers and consumer advocates McGovern argues that even though these two professional groups invented radically different models for proper spending both groups propagated mass consumption as a specifically American social practice and an important element of nationality and citizenship Advertisers McGovern shows used nationalist ideals icons and political language to define consumption as the foundation of the pursuit of happiness Consumer advocates on the other hand viewed the market with a republican inspired skepticism and fought commercial incursions on consumer independence The result says McGovern was a redefinition of the citizen as consumer The articulation of an American Way of Life in the Depression and World War II ratified consumer abundance as the basis of a distinct American culture and history

Building a Business of Politics Adam D. Sheingate,2016 Today politics is big business Most of the 6 billion spent during the 2012 campaign went to highly paid political consultants In Building a Business of Politics a lively history of political consulting Adam Sheingate examines the origins of the industry and its consequences for American democracy

Herbert Hoover and the Commodification of Middle-Class America Edward Gale Agran,2016-08-15 Herbert Hoover rose

from a rudimentary background to establish himself as a self made millionaire and leading progressive reformer Until the disaster that hit the nation in 1929 Hoover was known globally as the Great Humanitarian who had saved the lives of scores of millions of Europeans and Asians during and following WWI As Secretary of Commerce through the twenties the Great Engineer constructed tooled and fine tuned the most powerful economy in the world Hoover was celebrated as a representative product of America s rise to global domination and a formidable voice for progressivism who could finish the job in the White House The Depression was Hoover s undoing but historians recognize they must take account of his considerable contributions to the creation of twentieth century America As we learn more of that America Hoover makes more sense With due consideration of Hoover s accomplishments one can further understand the construction of the American industrial and corporate economy progressivism and the New Deal and political posturing throughout the century Equally significant one can comprehend twentieth century cash box culture and Hoover s formidable contributions as a public servant to the commodification of American life He endeavored to establish that all could fulfill a secure middle class life in essence achieve the American Dream This concept in part was created by Hoover who also was considered one of the nation s public relations geniuses The political establishment continues to build upon the social and cultural foundation he laid That foundation while under stress remains fundamentally sound as the nation enters the twenty first century The criticisms rained down upon American materialism echo dangers Hoover warned against He subscribed to the maxim that a genuinely good society is not one premised upon material values it is established upon a widely distributed sense of well being grounded in service and compassion Hoover never lost sight of the imperative of selflessness for the good of others the nation and oneself within an individualistically driven society rich in comforts and security He sedulously worked to create a middle class identity which spoke to material well being and fundamental decency A true believer Herbert Clark Hoover energetically embraced the American Promise

Drawdown Jason W. Warren, 2016-10-18 While traditionally Americans view expensive military structure as a poor investment and a threat to liberty they also require the employment of armed forces as a guarantee of that very freedom Beginning with the wars of the English colonies Americans typically increased their military capabilities at the beginning of conflicts only to decrease them at the apparent conclusion of hostilities In this book a stellar team of military historians argue that the United States sometimes managed effective drawdowns sowing the seeds of future victory Yet at other times the drawing down of military capabilities undermined our readiness and flexibility leading to more costly wars and perhaps defeat The political choice to reduce military capabilities is influenced by Anglo American pecuniary decisions and traditional fears of government oppression and it has been haphazard throughout American history These two factors form the basic American liberty dilemma the vexed relationship between the nation and its military apparatuses from the founding of the first colonies through to present times With the termination of large scale operations in Iraq and the winnowing of forces in Afghanistan the United states military once again faces a significant drawdown in

standing force structure and capabilities The political and military debate around how best to affect this force reduction lacks a proper historical perspective This volume aspires to inform this dialogue Not a traditional military history Drawdown analyzes cultural attitudes political decisions and institutions surrounding the maintenance of armed forces Back cover

Greater Gotham Mike Wallace, 2017-09-04 In this utterly immersive volume Mike Wallace captures the swings of prosperity and downturn from the 1898 skyscraper driven boom to the Bankers Panic of 1907 the labor upheaval and violent repression during and after the First World War Here is New York on a whole new scale moving from national to global prominence an urban dynamo driven by restless ambition boundless energy immigrant dreams and Wall Street greed Within the first two decades of the twentieth century a newly consolidated New York grew exponentially The city exploded into the air with skyscrapers jostling for prominence and dove deep into the bedrock where massive underground networks of subways water pipes and electrical conduits sprawled beneath the city to serve a surging population of New Yorkers from all walks of life New York was transformed in these two decades as the world's second largest city and now its financial capital thriving and sustained by the city's seemingly unlimited potential Wallace's new book matches its predecessor in pure page turning appeal and takes America's greatest city to new heights *A Companion to Warren G. Harding, Calvin Coolidge, and Herbert Hoover* Katherine A.S. Sibley, 2014-07-22 With the analysis of the best scholars on this era 29 essays demonstrate how academics then and now have addressed the political economic diplomatic cultural ethnic and social history of the presidents of the Republican Era of 1921 1933 Harding Coolidge and Hoover This is the first historiographical treatment of a long neglected period ranging from early treatments to the most recent scholarship Features review essays on the era including the legacy of progressivism in an age of normalcy the history of American foreign relations after World War I and race relations in the 1920s as well as coverage of the three presidential elections and a thorough treatment of the causes and consequences of the Great Depression An introduction by the editor provides an overview of the issues background and historical problems of the time and the personalities at play **Frackopoly** Wenonah Hauter, 2014-10-14 The definitive story on how big oil and gas corporations captured our political system and the growing grassroots movement to retake our democracy Mark Ruffalo Over the past decade a new and controversial energy extraction method known as hydraulic fracturing commonly referred to as fracking has rocketed to the forefront of US energy production With fracking millions of gallons of water dangerous chemicals and sand are injected under high pressure deep into the earth fracturing hard rock to release oil and gas Wenonah Hauter one of the nation's leading public interest advocates argues that the rush to fracking is dangerous to the environment and treacherous to human health Frackopoly describes how the fracking industry began the technologies that make it possible and the destruction and poisoning of clean water sources with the release of harmful radiation from deep inside shale deposits creating what the author calls sacrifice zones across the American landscape The book also examines the powerful interests that have supported fracking including leading environmental

groups and offers a thorough debunking of its supposed economic benefits With a wealth of new data Frackopoly is an essential and riveting read for anyone interested in protecting the environment and ensuring a healthy and sustainable future for all Americans A passionate history and critique of the energy industry from Standard Oil to Enron A journalistic expos of fracking outrages in which aggressive entrepreneurs in pursuit of profits wreak havoc on the land and poison the water Kirkus Reviews A truly powerful manifesto about one of the greatest environmental fights on our planet today from one of its greatest champions Bill McKibben environmentalist and author of Oil and Honey **Fit for the Presidency?** Seymour Morris, 2017 Every four years Americans embark on the ultimate carnival the Super Bowl of democracy a presidential election campaign filled with endless speeches debates handshakes and passion But what about the candidates themselves In Fit for the Presidency Seymour Morris Jr applies an executive recruiter's approach to fifteen presidential prospects from 1789 to 1980 analyzing their resumes and references to determine their fitness for the job Were they qualified How real were their actual accomplishments Could they be trusted or were their campaign promises unrealistic The result is a fresh and original look at a host of contenders from George Washington to William McAdoo from DeWitt Clinton to Ronald Reagan Gone is the fluff of presidential campaigns replaced by broad perspective and new insights on candidates seeking the nation's highest office

Adopting the Track of Expression: An Psychological Symphony within **Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding**

In a world used by displays and the ceaseless chatter of immediate connection, the melodic elegance and psychological symphony created by the published term frequently fade in to the backdrop, eclipsed by the constant sound and distractions that permeate our lives. But, nestled within the pages of **Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding** an enchanting literary value full of organic thoughts, lies an immersive symphony waiting to be embraced. Crafted by a masterful composer of language, that captivating masterpiece conducts visitors on an emotional trip, skillfully unraveling the concealed melodies and profound affect resonating within each carefully constructed phrase. Within the depths with this emotional examination, we will explore the book is central harmonies, analyze its enthralling publishing style, and surrender ourselves to the profound resonance that echoes in the depths of readers souls.

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Table of Contents Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding

1. Understanding the eBook Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding
 - The Rise of Digital Reading Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding
 - Advantages of eBooks Over Traditional Books
2. Identifying Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G

Harding

- User-Friendly Interface

4. Exploring eBook Recommendations from Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding

- Personalized Recommendations
- Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding User Reviews and Ratings
- Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding and Bestseller Lists

5. Accessing Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding Free and Paid eBooks

- Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding Public Domain eBooks
- Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding eBook Subscription Services
- Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding Budget-Friendly Options

6. Navigating Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding eBook Formats

- ePub, PDF, MOBI, and More
- Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding Compatibility with Devices
- Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding Enhanced eBook Features

7. Enhancing Your Reading Experience

- Adjustable Fonts and Text Sizes of Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding
- Highlighting and Note-Taking Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding
- Interactive Elements Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G

Harding

8. Staying Engaged with Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding
9. Balancing eBooks and Physical Books Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding
 - Setting Reading Goals Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding
 - Fact-Checking eBook Content of Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

- Interactive and Gamified eBooks

Selling The President 1920 Albert D Lasker Advertising And The Election Of Warren G Harding Introduction

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