THE ART OF SELLING

HOW BIG BROKERS WORK.

Lawrence B. Elliman Tells Realty School About Their Methods.

Lawrence B. Elliman, of the firm of Pease & Elliman, one of the leading brokerage houses of this city, delivered an address last night on how to sell real estate before the real estate school of the West Side Young Men's Christian Association, in 57th street, near Eighth avenue. He has been actively identified with the real estate market for over twelve years, and in that time many important changes have taken place in the character of the various zones of the city, especially in the central Fifth avenue shopping district, which in recent years has become one of the greatest retail shopping centres of the world. In the transformation affecting that particular part of the city Mr. Elliman has been especially prominent as a broker in many deals involving property valued at many millions.

He emphasized the fact that he hoped the day would soon come when it would be possible for brokers better to safeguard the interests of sellers, as it was from such persons that the brokers derived their principal income in the form of commissions, and not be the agents of buyers to the injury of sellers. He said that in order to obtain such a radical change in the methods of marketing real estate it would be absolutely necessary for some such large central body of brokers as the Real Estate Board of this city to take concerted action to bring about the desired adoption of newer methods in handling and disposing of real estate.

Under the present methods of finding buyers for real property a broker usually worked more in the interests of buyers. He said that owners were largely at fault for existing methods; instead of relying entirely on the ability of one brokerage house to find an acceptable buyer for the property, it was the custom of owners to place their property for sale with a large number of firms, or, in fact, with anybody who appeared to be willing to try to sell it. Therefore the broker also became the confidential agent of the prospective purchaser. He was practically the agent of two persons, and under such conditions it was impossible to protect all interests fully.

BIDDING FOR PROPERTY.

It was often necessary to offer an owner a much less price than the prospective buyer had announced he would be willing to pay, and gradually bring about the lowering of the asking price to a point at which the minds of both the prospective buyer and seller could meet and agree upon terms. Frequently, owing to the competition to effect a sale of property and the eagerness of buyers to purchase that at a much lower price than the owners asked, ridiculous offers were placed before owners for consideration, and such offers unquestionably have much weight in reducing the owners' asking price. If a prospective buyer cannot get a certain broker to submit a much lower sum for the property than the owner wants he knows that there are other brokers who would be only too willing to submit such an offer, and for that reason many leading firms were forced to place such offers before their clients.

Mr. Elliman further said:

"I advise all my hearers who are thinking of entering the real estate field as brokers to get connected with some large brokerage concern on a commission basis. If you accept a salary, no matter how energetically you work or how successful you are, the reward for your services is no greater than your salary, unless you consider as extra compensation the honor you get for performing creditable work. You are practically tied down for life under a salary, and you are really nothing more than a clerk in that office. If a person cannot earn a good livelihood from commissions from the sale of real estate, I urge him to leave the realty field and seek another sphere, where he will be able to earn larger sums.

"About eleven years ago there was no list of owners of property published, and the real estate brokerage houses of those days often experienced great difficulty in ascertaining the names and addresses of owners in various sections. Such lists are now printed, and those lists are fairly accurate and are a great help in bringing about the marketing of properties. The brokerage field is becoming one of specialties, and I advise any young man who is going into the realty business to specialize. A man who has been brought up in a certain section of the city has a better knowledge of the changes that have taken place there than a broker who is a resident of another section, but who decides to engage in business in that district."

AS TO A KNOWLEDGE OF VALUES.

"It is absolutely necessary for a broker to have a thorough knowledge of values, and a person who tries to have a perfect idea of all properties offered to him for sale is handicapped in seeking to become successful, because he aims to do too much. The man who knows everything about a few properties, or about a certain section, is likely to have a large measure of success.

"A broker should keep in touch with the various owners of the section in which he is active, and this can be done by writing to the owners and by calling on them. Owners like to receive visits from brokers. The brokerage business is not in the same class as the life insurance agent, and for that reason he is a welcome visitor to the realty owners. The owners like to talk with him because he can usually tell them about the various activities of the market, and in this way keep them posted as to the opportunities for disposing of their properties at the most favorable times.

"A broker should under all circumstances inspect properties carefully which he offers for sale, and thus he will be able not only to talk intelligently about the market value of the land, but also of the worth of the building, and he will be able to tell prospective buyers how much or how little will be the cost of maintaining the building in good repair. Brokers can also learn much by these visits to owners. Oftentimes a broker will have an idea a certain site is suitable for a large apartment house or a hotel, and will learn from his conversation with owners that garages or other buildings surrounding the property are an annoyance to the residents of the section, and therefore what at first looked to be a suitable site for an apartment house or a hotel is not suited for such an improvement.

"If a broker has a bargain to offer it is best for him to see the adjoining property owner as quickly as possible. He always likes to know what propety next to or near his site is for sale, and he will usually buy what is offered if he is in the market to enlarge his holdings. The average prospective buyer usually gives a broker the impression that he is able to buy a more valuable site than he really wants. This is probably due to the fact that New York is living as high as it can afford to live and does not want that fact to be hidden."

HOUSES IN DEMAND.

Sales of Apartments Also a Feature of the Market.

Sales of dwelling and apartment houses were features yesterday of the trading in the real estate market. The two five story apartment houses, on a plot 71.4x120x68.11x100 feet, at the southeast corner of Broadway and 105th street were reported to have been sold to a client of Douglas Robinson, Charles S. Brown & Co.

Pease & Elliman have sold for Mary E. McLain No. 307 West 92d street, a five story American basement dwelling house, on lot 18x100.8 feet.

Max Marx has bought, through Wilcox & Shelton from Sarah A. Taylor, the three story high stoop dwelling house No. 345 West 122d street, on lot 15x100.11 feet.

J. C. Hough has sold for the estate of H. B. Kirk to the Palisads Realty Company the five story double flathouse known as the Bradford, at No. 841 West End avenue, northwest corner of 101st street, on plot 31.5x100 feet.

H. T. Pfeifer has sold for August Diener to Henrietta Pauls No. 1366 College avenue, a two-family house.

TO ALTER FLATHOUSES.

Plans Also Filed for Remodelling 34th Street Stores.

Plans have been filed for remodelling the two five story flathouses at the northwest corner of Third avenue and 43d street, adjoining St. Agnes's Roman Catholic Church, in 43d street, the improvements, including the enlargement of the light court, being made for Elizabeth Kennedy, as owner, to conform to the light and ventilation regulations of the Tenement House Department, at a cost of $7,000. Charles Popkin is the architect.

Plans have also been filed for remodelling and refitting the two and three story offices and stores at Nos. 626 and 628 West 34th street, owned by Rebecca Mills, the improvements being made at a cost of $11,000 for the Fleischmann Company, as lessee; for installing a moving picture hall in the five story dwelling at No. 2004 Second avenue for Anna Domino, as new owner, and for equipping the six story lofts and stores at No. 43 to 47 West 33d street with new elevator service for A. Friedlander & Company, as owner. A. M. Duncan, Young and Gronenberg are the respective architects.

Plans have also been filed with Buildings Superintendent Murphy for making over the four story stable at No. 229 West 58th street into manufacturing lofts and stores for the Republic Rubber Company, as new owner, from plans by E. Wilbur, architect.

The Manhattan plans for new buildings filed yesterday include a two story power house, with storage and stores, for the George F. Hinrichs Company, at the southeast corner of Twelth avenue and 131st street, to cost $60,000, and a three story stable for William J. Whittaker at No. 317 East 40th street, to cost $6,000.

REALTY NOTES.

Burrill Brothers have sold the three story and basement brick and stone private house No. 19 Polhemus Place, between Carroll street and Garfield Place, Brooklyn, for R. H. Hanson to J. K. Faulkner, who will occupy the house.

Whitehouse & Porter report the following leases: No. 10 East 75th street, a five story American basement dwelling, for Joseph Ulman to Albert B. Ashforth; No. 22 East 63d street, a five story American basement house, for August Vatable to Mrs. H. P. Dyer; No. 64 West 38th street, for Mrs. Leonard G. Quinlin to Mrs. Elizabeth D. Camp; No. 67 East 77th street, for Mrs. J. K. Benjamin to Dudley Davis; No. 12 West 45th street, for John G. Duffy to Mme. Walsh. They have also renewed the lease of a stable at No. 215 West 58th street for James Hazen Hyde to Alfred G. Vanderbilt.

The Gross & Gross Company has sold for the Cities Motor Service Company to a client the lease of the premises No. 735 and 737 Seventh avenue.

Pease & Elliman have rented the following houses: No. 64 Park avenue, for Samuel T. Peters; No. 777 Madison avenue, for Ashbel P. Fitch; No. 29 West 50th street, for Mrs. Adrienne Pitzipio; No. 118 East 54th street, for John D. Wing; No. 117 East 81st street, for Lloyd Aspinwall; No. 439 Madison avenue, for Edmund C. Converse; No. 30 East 60th street, for Mrs. Edward Leverich; No. 65 East 52d street, for Mrs. Mary S. Perkins; No. 112 East 30th street, for Mrs. George O. Gordon, and No. 66 East 50th street, for Mrs. George L. Nichols.

TRANSFERS TITLE TO HOTEL YORK.

The Etagloc Holding Company transferred title yesterday to the Hotel York, at the northwest corner of 36th street and Seventh avenue, to the Stanworth Company. The expressed consideration was nominal.

Samuel W. Peck took title to No. 6 West 29th street, 25x98.9 feet.

IN THE AUCTION ROOMS.

L. Stanley Isaacs Buys Upper Fifth Avenue Plot for $275,500.

L. Stanley Isaacs bought yesterday at a voluntary sale held at the Real Estate Exchange salesrooms, Nos. 14 and 16 Vesey street, a vacant plot, 100.9x175 feet, at the northeast corner of 98th street and Fifth avenue, for $275,500. The property was owned by the Jeremiah C. Lyons Building and Operating Company. The Hermitage Hotel, on Seventh avenue, just south of 42d street, was sold in foreclosure proceedings to Charles A. Kehoe, representing a party in interest, for $504,740.

The other auction offerings resulted as follows:

By Joseph P Day: 110 177th st, s s, 95 ft e of Morris ave, 45x123; 2 sty cottage and barn; executors' sale; also 112 177th st, s s, 140 ft e of Morris ave, 21x125; vacant; exrs' sale; estate of Maria L A Peyrot, deceased; knocked down to M C McCaffrey for $16,100; 53 36th st, n s, 235 ft e of 6th ave, 20x98.9; 4 sty and basement bldg; exrs' sale; estate of Mary L Murphy, deceased; to P E Goodfleisch for $86,500; 55 36th st, n s, 215 ft e of 6th ave, 20x98.9; 4 sty dwlg; vol sale; to A S Ridley for a client for $80,000; 325 58th st, n s, 256 ft e of 2d ave, 23.6x100.5; 5 sty flat; admx sale; estate of Ann Phillips, deceased; to T L A Britt for a party in interest for $19,000; 92 and 94 Brooklyn ave, w s, 60.5 ft n of Dean st, Brooklyn, 40x100; two 4 sty single flats; vol sale; bid in at $22,500; 550 Lenox ave, s e cor 138th st, 99.11x100, 7 sty Victoria apt house; Lafayette Trust Co agt Silberberg & S et al; A R Latson, atty; J C Thompson, ref; amt due, $32,217.32; taxes, etc, $4,196.58; sub to two prior mtges of $219,000; adjourned to December 15; 114 79th st, s s, 100 ft w of Columbus ave, 25x102.2x25x102, leasehold; 4 sty dwlg; M Schnaier & Co agt N H Rice et al; M Mayer, atty; F Hendrick, ref; amt due, $1,829.12; to T McArdle for $75; 15 Cherry st, s s, 149.7 ft e of Dover st, 25x65.6x24x73, 4 sty ten; K R Pyne agt J J Fitzgerald et al; F X Donoghue, atty; C L Hoffman, ref; partition; to W H Whiting for $11,500; 2331 Arthur ave, w s, 244 ft n of Kingsbridge rd, 25x118, 4 sty ten and store; J E Butterworth et al agt Francesco De Voto et al; W D Cameron, atty; L W Eisenberg, ref; amt due, $7,373.97; taxes, etc, $279.31; sub to a first mtge of $8,000; to Felice Sergio for $16,300; 2539 Belmont ave, w s, 270.6 ft n of Pelham ave, 25x87.6, 3 sty tenmt; Thomas Foy agt Margaret Lyons et al; Grant Squires, atty; W S Burt, ref; amt due, $6,308.25; adjourned to December 15; 226 97th st, s s, 385 ft e of 3d ave, 25x100.11, 4 sty tenmt and store; Moses Mendelsohn et al agt Lulu Banford et al; J L Bernstein, atty; M R Ryttenberg, ref; amt due, $11,391.75; taxes, etc, $526.61; to the Assured Real Estate Co for $125,350; Southern Boulevard, e s, 175 ft n of Barretto st, 70x100, vacant; Lawyers' Title Ins & Tr Co agt Abraham Greenberg et al; Abraham Greenberg, atty; P S Dean, atty; E A Watson, ref; amt due, $11,835.29; taxes, etc, $2,000; adjourned to December 22; Southern Boulevard, e s, 250 ft n of Barretto st, 75x100, vacant; same agt same; action 4; same atty; same ref, amt due, $11,835.29; taxes, etc, $2,000; adjourned to December 22; 2325 Bassford ave, w s, about 108 ft n of 184th st, 19.10x46x19.10x45.10, 2 sty dwlg; E B Hendrickson agt Mosholu Realty Co et al; Moss, L M & W, attys; C L Hoffman, ref; amt due, $2,789.64; taxes, etc, $1,600; to James B Kilsheimer for $4,610.

By Bryan L Kennelly: 63 Washington Square South, s s, 25 ft w of W Broadway, 25x55.3, 3 sty loft and store bldg; I T Nelson, admrx, agt J B Ireland et al; C F Tuttle, atty; P Zucker, ref; amt due, $15,373.92; taxes, etc, $1,288.43; to M M Marks for $18,500; 701 Prospect ave, w s, 26.7 ft s of Dawson st, 21x95x21x94.10, 4 sty tenmt; Italian Savings Bank agt E V Bonagur et al; R W Bernard, atty; R H Clarke, ref; amt due, $16,120.90; taxes, etc, $85.54; to the plaintiff for $16,000; Willow ave, n e cor of 137th st, 100x125, vacant; Lotus Realty Co agt J B Reeve et al; V M Stilwell, atty; I Henderson, ref; amt due, $23,542; taxes, etc, $258.25; to the plaintiff for $15,000; 2836 2d ave, e s, 20.11 ft s of 120th st, 20x80, 4 sty tenmt and store; Emigrant Industrial Sav Bank agt J Kindergan et al; R & E J O'Gorman, attys; I Henderson, ref; amt due, $7,407; taxes, etc, $841.53; to Williams, Grodginsky & Haft for $10,750.

By Hugh D Smyth: Undercliff ave, w s, 597.8 ft n of 176th st, 50x100; Regent Realty Co agt H Kuntz et al; Lachman & Gittes, L E Ginn, ref; amt due, $4,107.50; taxes, etc, $249.77; to the plaintiff for $3,000.

The auction offerings to-day will be as follows:

By Joseph P Day: 740 6th st, s s, 221 ft w of Avenue D, 22x97, 3 sty tenmt; Tillie Moskowitz agt Joseph Klein et al; Herman Gottlieb, atty; E J Dunphy, ref; amt due, $5,799.12; taxes, etc, $768; sub to a mtge of $8,000; 529 and 531 158th st, n s, 375 ft w of Amsterdam ave, 50x99.11; vacant; Mutual Life Ins Co agt Isaac Helfer et al; James McKeen, atty; F P James, ref; amt due, $15,078.16; taxes, etc, $322.80; 1020 and 1022 2d ave, n e cor 99th st, 40.11x106, 6 sty tenmt and store; W H Schmoll et al; exrs, etc, agt J J Schwartz et al; Wilson, B & W, attys; E D Dowling, ref; amt due, $27,438.32; taxes, etc, $1,328.79; sub to a mtge of $46,000.

By D P Ingraham & Co: 213 73d st, n s, 490 ft w of 2d ave, 25x102.2; 3 sty tenmt; Moritz Jurkovitz agt Marcus Lichtman et al; S G Geller, atty; Phoenix Ingraham, ref; amt due, $5,597.91; taxes, etc, $900; sub to two mtges aggregating $17,000.

By Hugh D Smyth: 147 4th st, n s, 162.11 ft e of 1st ave, 25x96.2, leasehold, 3 sty tenmt and store; Charles Utz agt Samuel Augenblick et al; Charles Schwick, atty; W H Law, ref; amt due, $3,471.89; taxes, etc, $747.32.

WILL SPEAK AT BROOKLYN SCHOOL.

S. D. Van Wagner, of the Lawyers' Title Insurance Company, is to address the real estate class conducted by the Bedford branch of the Young Men's Christian Association, Brooklyn, tomorrow night, on "Water Fronts and Real Estate."

Mr. Van Wagner is a specialist in this department of real estate. His lecture will be illustrated with stereopticon views showing recent waterfront developments and possibilities and problems in connection therewith.

LEASES FIFTH AVENUE STORE.

Albert B. Ashforth has leased No. 19 West 45th street for John I. Downey to Herman Rosenberg; store at No. 497 Fifth avenue for the Columbia Bank to Edward M. Maguire; store at No. 7 East 33d street for Joseph C. Lelkens to G. N. Hallam.

TWO LONG ISLAND DEALS.

L'Ecluse, Washburn & Co. have sold to an investor a sixteen-family modern apartment house on a plot 37½ feet on Nott avenue, Long Island City, for $30,000. Each apartment contains five rooms and bath, and was constructed last year by the Everett Realty and Construction Company. This apartment house will show the investor an income of 8 per cent net on investment.

Folsom Brothers have sold for William Ordeman the lease of the Central Avenue Amusement Park and Hotel at Corona, Long Island, to Louis Schutt.

TRADING IN BRONX PARCELS.

George J. McCaffrey has sold for Samuel Geller house with store and two-family house at the southeast corner of Westchester avenue and 171st street, on a plot 25x117 feet.

S. Cowen has sold the southwest corner of Garrison avenue and Faile street, a plot 56x144 feet, to the Seneca Realty Company; also sold for A. Lowy the southeast corner of Garrison avenue and Irvine street, a plot 56x110 feet; also sold for the Irvine Realty Company No. 886 Irvine street, a two-family brick dwelling, on a lot 25x100 feet.

BROOKLYN MAN GETS DECREE.

William C. Roberts, President of the Bates Machine Company, Wins Divorce.

Justice Arthur S. Tompkins, in the Supreme Court at White Plains, yesterday granted an interlocutory decree of divorce to William C. Roberts, a manufacturer of Brooklyn, from his wife, Mrs. Agnes McFaul Roberts. The corespondent is mentioned only as "Count Schmidt," but is said to be well known in this city.

Mr. Roberts is the president of the Bates Machine Company, at No. 636 Jamaica avenue, Brooklyn. One of the principal witnesses in his behalf was George S. Hice, treasurer of the corporation.

Mr. and Mrs. Roberts were married on March 8, 1897, at Normandy, a suburb of St. Louis, and their one son, William C. Roberts, jr., is turned over to the custody of the father by the decision of Justice Tompkins.

COACH DRIVERS' STRIKE POSSIBLE.

Send Their Demands to the Livery Stable Keepers' Association.

A strike ultimatum, containing the demands of the Liberty Dawn Association of Coach Drivers, was sent yesterday to the officers of the Livery Stable Keepers' Association. It informed them of the strike vote taken on the demands for a union agreement, to include the chauffeurs as well as the coach drivers. Another conference was asked for to avert a strike, if possible, and give the employers a chance to change their decision.

James Naughton, chairman of the executive committee of the Livery Stable Keepers' Association, said last evening that, while no communication had been received from the union, he did not believe there would be any objection to another conference.

SAN FRANCISCO MINING STOCKS.

San Francisco, Dec. 8.—The official closing quotations for mining stocks to-day were as follows:

Alpha Con	.03	Kentucky Con	.01
Andes	.06	L Wash Con	.05
Belcher	.30	Mexican	.81
Best & Belcher	.42	Occidental Con	.19
Bullion	.15	Ophir	1.62
Caledonia	.13	Overman	.14
Challenge Con	.03	Potosi	.11
Chollar	.16	Savage	.20
Confidence	.75	Sag Belcher	.04
Con Cal & Va	.01	Sierra Nevada	.20
Con Imperial	.35	Union Con	.16
Crown Point	.08	Utah Con	.02
Gould & Curry	.31	Yellow Jacket	.45
Hale & Norcross			

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MORECAMBE BAY..... MIDLAND HOTEL
DERBY..... MIDLAND HOTEL
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Tariffs of the Hotels and full particulars as to routes may be had at the European Offices of "The Tribune," at "Danes Inn House," 265 Strand (overlooking Aldwych and Kingsway), London.

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TRUST AND SURETY COMPANIES.

(Reported by Clinton Gilbert, No. 2 Wall st.)

	Bid.	Asked.		Bid.	Asked.
Alliance Realty	112½	117½	Lawyers' Mtge.	225	230
Am Surety	200	210	Law T I & Tr.	230	—
Astor	300	315	Lincoln	165	175
Bankers'	440	460	Long Isl L & T	290	—
Bond & Mtg G	350	—	Mount Vernon	225	—
Bowling Green	325	340	Manhattan	350	400
Broadway	130	135	Mercantile	725	—
Brooklyn	400	410	Metropolitan	300	—
Carnegie	165	175	Mortgage Bond.	97½	102½
Cas Co of Am.	120	130	Morton	425	—
Central	1,750	—	Mutual	105	—
Century Realty	185	195	Mutual Alliance	—	145
City Investing.	55	—	Nassau	165	180
Citizens'	125	—	Nat Surety	135	—
Columbia	227½	—	N Y I L In & Tr.	1,100	1,125
Commonwealth.	—	85	N Y Mtge & S.	138	143
Commercial	145	155	N Y Trust	375	—
Empire Trust.	240	—	People's	280	—
Equitable	390	400	Queens County	130	140
Farm L & Tr.	1,200	1,225	Realty Ass	135	140
Fifth Av Tr.	—	425	Standard Trust.	325	—
Flatbush	245	255	Title Gr & Tr.	415	420
Franklin	—	205	T I Co of N Y.	110	115
Fulton	275	—	Tr Co of Am.	295	305
Fidelity	195	205	Union	1,025	1,075
Guaranty Tr.	490	—	United States	1,125	1,175
Guardian	175	185	U S Casualty	—	200
Hamilton	260	275	U S M & T.	360	375
Home Trust.	102	—	U S T G & I.	50	60
Hudson Realty	100	110	Van Norden	250	260
Hudson Trust.	130	—	Washington	400	—
Inter Bkg Corp	90	95	Westchester	140	150
Kings County.	450	—	W & B T & M.	160	—
Knickerbocker.	300	325	Windsor	140	—
*Knickerbocker	75	80			

*Certificates A.

THE BRONX BUILDING PLANS.

St Raymond's ave, n w corner St Peter's ave; for a one story frame garage, 12x16; N Muller, owner; B Elling, architect; cost..... $500
Fox st, w s, 100 ft n of Longwood ave; for ten four story brick tenements, 33.4x67 each; Foxvale Realty Company, owners; Daube & Kreymborg, architects; total cost..... 150,000
Leland ave, w s, 100 ft s of Wood ave; for two two story frame dwellings, 21x51.6 each; Coggswell Taylor Improvement Company, owners; J J Vreeland, architects; total cost..... 9,000
Hughes ave, e s, 186.8¾ ft n of 179th st; for two four story brick tenements, 50.2x49 each; Martin Tully, owner; Harry T Howell, architect; total cost..... 60,000
Westchester ave, s e corner Therlot ave; for a two story frame store and dwelling, 27x54; C Miller, owner; Henry A Stadler, jr, architect; cost..... 7,500
Bryant ave, s e corner Jennings st; for six three story brick dwellings, 20x55 each; Elviel Realty Company, owners; Louis La Velle, architect; total cost..... 55,000
Westchester ave, s s, 14.9 ft w of Brook ave; for one story brick stores, 57.6x38; Fred Williams, owner; Giesen & Williams, architects; cost..... 3,000

BUILDING LOAN CONTRACTS.

Rosedale ave, e s, 150 ft n of Merrill st, 25x100; Richard W Horner loans Clara C Nilson..... $3,600
St Lawrence ave, e s, 256 ft s of Gleason ave, 25x100; same loans Edward H Norton..... 3,600
Valentine ave, e s, 155.9 ft n of 194th st, 25x99.1x25x90.3; Central Mortgage Company loans Valentine Construction Company..... 6,000

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