

'LITTLE IS MUCH, WHEN GOD IS IN IT.'

How one small, rural church saturated their community with nearly half a million copies of the gospel.



By Dale and Sue Detro with George Collins

“Little Is Much, When God Is In It.”

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I would like to dedicate this book
to my four children:

Alice Jean, Darlena Dell, Dale E.
(Gene), Nathaniel (in heaven)

—Dale Detro

A PASTOR'S BURDEN

Whenever Pastor Jerry Campbell was out and about in Putnamville, Indiana, he carried with him the same burden that every good pastor does for his community: how can I reach more of these people with the gospel? One day he remembered something from a previous church. There he had gotten acquainted with gospel tracts. He discovered that, contrary to the prevailing opinion, tracts with engaging stories could deliver the gospel effectively.

He also learned that the tracts would do one of two things: plant a seed that would, sooner or later, win to Christ those who had “an ear to hear,” or be a witness against them at the Great White Throne judgment.

He knew that tracts were kind of like the parable of the sower. With some, the message would land on a stony heart; others would lose the message among the cares of this life; but some would fall on “good ground” causing a move toward the kingdom.

But, how to saturate the community? With only a small congregation there was no way to visit every home. His first plan was to install a rack of Chick tracts in the foyer of the church for members to use. He challenged the congregation for donations to the project. Members Dale and Sue Detro liked the idea and agreed to finance the rack and the tracts as a memorial in the name of Dale's mother who had recently been called home to heaven.

But Dale and Sue saw an additional potential. Dale was a retired computer technician, accustomed to thinking outside the box. To test his idea, he looked at the local Wal-Mart for some small card racks that would hold a few different Chick tracts.

They bought a few of the racks, stocked them with tracts and attached a FREE--TAKE ONE label on the front. Then they visited some local corner markets, service stations, restaurants, ice cream parlors, and fast food places. They explained that they would return every week and restock the rack if allowed to display one in the store. It turned out to be an easy sell.

Soon, Dale and Sue had a weekly route of a half dozen stores with racks to restock. Dale was delighted with this new challenge—and challenge it was! There were a lot more stores in the area and Dale had been surprised how easy it was to get permission to place the first racks.

But expanding the ministry began to create a financial strain. Pastor Campbell asked the church if they would be willing to designate the offering from the Wednesday night service to the growing tract outreach. They agreed and the offering began to grow as people caught the vision of the tract ministry. More racks were bought, more tracts ordered and more stores approached. Soon the route included a couple dozen stores. Chick Publications also located a source for a suitable, inexpensive rack and began making them available.

They knew their saturation plan was working when they would hand a tract to someone in town and they would say, “Oh! I’ve seen that one. Do you have a different one?”

UNFORESEEN BENEFIT

Initially, the church just wanted to get the gospel into the community, but one of the “unintended consequences” surprised Dale and the church leaders: a new interest in soul winning began to emerge in the congregation. Members, who had remained primarily spectators in the services, volunteered to assist in the tract rack routes and became bold personal evangelists.

One such couple was Rick and Brenda Clark. “After about three years in this ministry, we began to get complacent,” writes Detro. “The Lord, Who knows all things, knew we needed someone to come alongside us. He sent us a wonderful blessing in the friendship of Rick and Brenda Clark.”

Rick had been involved with gospel tract evangelism years before but had stopped passing them out because he realized the ones he was using were seldom read and often tossed in the trash. Rick and Brenda eventually moved to west-central Indiana where they joined Abundant Life Baptist Church. Rick says that after seeing how Biblically sound Chick tracts were and how their comic-book style quickly engaged the reader, he was eager to get back into the tract ministry. Rick and Brenda became a “wonderful blessing” as they partnered with Dale and Sue. Their ministry blossomed and now extends out into the

neighboring Clay County and the town of Brazil, an area that Rick and Brenda felt burdened to reach. They began placing racks in businesses in that area. Detro writes: “Not only have they provided extra support for placing additional racks, but also they have provided spiritual encouragement and support for both my wife and me.”

In addition to partnering in the tract ministry, Rick felt burdened by the Lord to create a website to help people see their need for salvation. The website attracts visitors with the idea of taking a test to see where you will spend eternity. It takes the person through a series of questions regarding the Ten Commandments, helping them to see their sinful condition by having broken God’s law. Salvation is then explained. The address for this website is www.eternaltest.com. “We appreciate Rick and Brenda and their sincere desire to see as many people as possible come to know the Lord as their Saviour,” says Detro.

Another couple, Roberta and Gordon Downey came to Abundant Life Baptist Church as a result of a couple of tracts found in a local Subway restaurant. Roberta tells the story, “Our grandson, Brody, found a couple of Chick tracts at the Greencastle Subway. When he read them, he said, ‘Grandma, these are really good. Can I give them to my dad?’ My answer was, ‘Of course!’ It was because of those tracts that Brody’s dad and I came to Abundant Life Baptist Church.” They now help put tract racks out in the neighboring Crawfordsville area, and Gordon is now church song leader.

Bob Arrington is another church member who has partnered in the tract ministry. His burden is for the neighboring Hendricks County. He is a member of the church because of the tracts. He considered himself an atheist but began to question his beliefs and came with his daughter to the church. He remembers, “After a couple of weeks, one of the regular, front-row attendees would put one or two Chick tracts into my hands, always asking the following week if I had questions. Then he would give me some new tracts to look over. One of my favorite tracts is ‘Bad Bob.’ The title character did not really reflect my life other than my unbelief. Eventually, on June 15, 2010, I was born again! That gentleman, whom I mentioned earlier, always sitting in the front and putting tracts in my hand, was Dale Detro. I came to learn of the ministry that he and his wife Sue began in memory of Dale’s mother. I am now a part of that ministry. One way that I will work for the Lord is by expanding the ministry to additional communities not yet reached. Mostly, I want to give Dale and Sue assurance that there is another Abundant Life family member ready to carry the gospel forward when they are ready to scale down their physical activities.”

Besides those who service the racks, other church members have started using tracts in their personal witnessing. “The tracts have had several effects,” says Dale, “For the unbelievers, they are challenged with the claims of the gospel and many have responded. For the believers, the tracts have become a teaching tool, confirming their understanding of the

gospel and providing an outlet for their desire to be used by the Lord. All involved have grown in boldness in reaching out to other people.”

“I had a very special blessing lately when my great grandson, Kayden, who is twelve years old, got saved,” says Dale. “I did not know Kayden very well at the time. His grandparents have guardianship of him and had been looking for a church with children. One Sunday, they visited Abundant Life Baptist Church. Kayden picked up some of the Chick tracts and was reading them. Pastor Campbell asked Kayden if he knew who started the tract ministry. Kayden replied that he did not. Pastor Campbell pointed to me, and Kayden looked at me and said, ‘That’s my Great Grandpa Detrol!’ Kayden carries a back pack of tracts with him and passes them out wherever he goes. I like to say that he is a chip off the old block! Until we became better acquainted, we did not know that each other was handing out tracts. Through the tract ministry we have become good friends with his grandparents, Steve and Brenda Moore, where we hardly knew them before.”

These are just examples of the many benefits the tract ministry has had to the Indiana communities, to the members of Abundant Life Baptist Church, to Dale and Sue Detrol and to the Kingdom of God. Dale and other members of his team can relate many other stories to illustrate the impact of the tract ministry. Dale, himself, admits that, “The tract ministry is what got me to witnessing to everyone.”

Dale describes a visit to a large local restaurant that had accepted two racks. They were positioned in the area where customers waited for a table. As Dale and Sue were seated, they saw that several patrons were intently reading copies of the tracts while eating their meals. Dale and Sue silently thanked the Lord that they had a part in sowing that seed.

Occasionally, strangers would approach Dale and ask for more copies of the tracts so they could personally pass them on. Some have even asked where they could order a supply. Dale and Sue, like others on the team, have become much bolder in personally using the tracts. She often parks a few tracts on bubblegum or candy machines. Usually the tracts are missing but sometimes a few pennies or other coins are left there by children who had taken the tracts.

When a lady came to the church asking for help to put gas in her car, the church helped her and Dale gave her his phone number and told her to call if there was anything else she needed. She did call and Dale led her to the Lord using the tract, *The Choice*.

Pastor Campbell models tract passing for the congregation. He remembers wandering through some shops with his wife while on vacation in a neighboring town. They were leaving tracts wherever they could. In one shop, he asked if he could leave some tracts on the counter. The woman behind the counter readily agreed and asked for the address of the church so she could get more if those ran out. Since then she has called

several times and asked for a thousand tracts at a time. She always sends enough money to cover the cost.

Dale tells of another lady in the church, Mary Todd, who works near the Covenant Mission in Terre Haute, Indiana. Mary contacted the mission and told them the church would be glad to supply a tract rack and Chick tracts to fill it. When the rack starts to run low, the mission contacts Mary, and she refills the tracts. “It’s a wonderful thing when both the physical and spiritual needs are supplied by the same place,” Mary says. “At Christmas time this year, they contacted us and asked for more tracts because they were including a Chick tract with every toy they gave out to children. What a wonderful idea and blessing!”

THE EXCITEMENT SPREADS

Soul winners from neighboring towns also caught the vision and began setting up rack routes in their communities. In a chance meeting with a pastor in a local Hispanic ministry, Dale supplied him with a box of Spanish language Chick tracts. Later, the pastor reported that he had used the tracts locally and in Mexico and had led about 150 people to the Lord.

As tract orders to Chick Publications mounted to hundreds of thousands, Dale’s project came to the attention of the editor of the Chick newsletter, *Battle Cry*. After a couple of articles about the project, Dale began to receive calls from across the country from other churches and individuals who could see the promise in the plan. One man even called from Poland.

In Little Rock, Arkansas, a man called for information and later reported that he and a team in the church were servicing thirty racks in his community. A college student in Jacksonville, Florida, called saying that she was up to 10 racks and hoping for more.

OTHER IDEAS

Once the other church members caught the vision that the tracts were effective, the ministry began to expand. Someone suggested sending tracts to all the addresses in the local phone book. Money was donated, tracts were ordered, and workers assembled to stuff envelopes. When their county phone book was done, they made plans to tackle neighboring areas.

The Holy Spirit's involvement was constantly evident. Dale relates this story: "During the time when we were in the process of sending tracts out through the mail, a man came to our door one day and asked us if we knew a woman by a certain name. We didn't know her, and the man explained that this woman had received two tracts from us. The two she received were *Party Girl* and *Tiny Shoes*. He laughed and said those two tracts fit her to a tee, and they were just sure that we must have known her personally."

Another result of mailing the tracts was an official looking letter from an attorney. Dale wondered if it was some official business. It was—Kingdom business! The letter explained that the writer was beginning to think someone was trying to get a message to him. The gospel tract that came in the mail marked

the third time in three months that he had been told that he was going to hell. From the phone number on the letterhead, Dale called him and before the conversation was over the angels were rejoicing over one more soul entering the kingdom.

One church member, Mary Tesmer, got a vision to saturate the local prison. She called the chaplain and sent some sample tracts. She got back a letter of approval and a box of tracts was taken where they were eagerly received by the inmates.

Since it was a prison where many inmates were transitioned to other facilities, she has been able to seed the gospel to a steady stream of inmates. Mary has contacted other prisons in the area and obtained permission to take tracts there, also. Eventually four facilities accepted the racks and thousands of tracts have gone out there. Chaplains have called, excited to see how the tracts were devoured and discussions started whenever new titles arrived. Prisoners are allowed to keep only a few personal items and the tracts became very special possessions. Mary was asked to speak about her prison tract ministry and vision to other churches and pastor's conferences.

When the church fully caught the vision of the tract ministry, they realized that missionaries could also benefit from the tracts in the language of their field. One of the tract team members, Pam Todd, who had been helping with the saturation mailings, realized she could add the tracts to a missionary project she was already involved in. She had been working with a local missions organization, Seedline International,

sending care packages to children in Haiti. Each Christmas, Pam helped prepare and deliver 10,000 bags of food and gifts. She talks of what a blessing it is to see the children when they receive their bags and begin reading the tract that is in their language. The tracts won't be read by the children only, but will also be read by the parents and probably many other people as well. Pam says, "Our prayer is that many of the Haitian people will be saved through reading the tracts. The Christmas bags without a tract would only be fun temporarily, but because the Word of God is in each bag, it can make a difference in their eternal life."

Eventually tens of thousands of foreign language tracts were shipped to overseas missionaries in the Philippines, Haiti, Brazil (Amazon River area), Mexico, and Israel.

For years, Dale and Sue had sponsored an orphan girl in India. They knew that she was able to go to school because of their help and that she was studying English. So, they sent her an assortment of Chick tracts in English and learned later that they were instrumental in helping her decide to follow Christ.

Dale relates how others are using the tracts: Duane Campbell is an elder in our church, and he sets an example for us all when it comes to using the tracts. He faithfully passes out tracts anytime he goes on any kind of trip. Another way in which Duane uses the tracts is to mail them out to people of influence. For example, he mails tracts to our various politicians who represent us. To Duane, the tract ministry is an indispensable part of the overall ministry of our

church. As he says, “There is no substitute. Our tract ministry reaches people I will never see.”

Another place where we kept tracts stocked was at a ministry run by a very dear friend. He ran a mission where he fed over 500 families in a very economically depressed area. Not only were the people fed physically, but they were also fed spiritually.

Then there is the story of Lora Elwell, a very precious mother in our church. Lora had an Uncle Jim who was dying of cancer. People had tried to talk to him about salvation, but he wanted nothing to do with it. Lora was his favorite niece, and she was very burdened for him. Pastor Campbell recommended the tract, *This Was Your Life*, but when Lora arrived in Michigan to visit her uncle, she realized she had left the tract behind in Indiana.

Her son found a tract on the dashboard in her car. That tract was, *Fatal Decision*. It was about a stubborn man who was dying. Lora thanks God for arranging those circumstances to provide the perfect tract for her uncle. Lora went in and prayed with him and then gave him the tract. As she was leaving, he was reading it. Later that day, someone again asked him if he would like to accept Christ as his Saviour, and he replied, “Yes, my niece wants to see me in heaven.” He accepted Christ just a few days before he died. At the funeral, Lora’s son took tracts to leave out for people, and they were all quickly taken. While at the graveside, Lora met a man who was a friend of her uncle. He found out she was the one who had given her uncle

the tract. He told her that when he had visited her uncle, he had told him that he needed to accept Christ and passed the tract on to him. He saw his need, and he also accepted Christ. Before the casket was closed, this man had laid the tract in the casket. What a beautiful story of how lives have been changed through the tract ministry!

MORE TESTIMONIES

Pastor Jerry Campbell: “All I can say is ‘Little is much when God is in it!’”

Rick Clark: As a deacon at Abundant Life Baptist Church in Putnamville Indiana, I’ve been extremely blessed to be involved with Abundant Life’s Chick tract ministry. Chick tracts are by far the most effective tracts I’ve ever seen to reach the lost with the gospel. Praise God! My wife and I have seen four of our grandchildren saved because of Chick tracts! Little is much if God is in it. Our church has now given out over 500,000 Chick tracts in approximately 6 years, funded from our Wednesday night offerings averaging 20 people.

Bob Arrington: Every Christian should be a minister for Jesus Christ by spreading the words of faith and good doctrine (1 Timothy 4:6). There’s no easier way to do that than with Chick Tracts. This small, rural Indiana ministry, working with the offerings of Wednesday night services, has distributed one-half million tracts! You are assured of sound words of faith and good doctrine using Chick Tracts. Every Christian house of worship should have a tract ministry.

Sue Detro: When we go to the Chinese restaurant in our town I get a blessing out of the children of the lady who owns and runs the restaurant coming up to me and asking me for more tracts. I leave tracts all the time in the restaurant and the Chinese lady really likes me and gives me a hug when I come in.

Jodi Baugh: Dale and Sue are very dear friends. Whenever we are out with Dale and Sue, my kids will find the tracts that they have left at various places. They grab the ones that they have not yet read and then read through them. They pass them back and forth, making sure that each of them has read each tract. Once they are finished, they like to put them back where they found them so they can be found by others. I feel Dale and Sue have set an excellent example of faithfulness in ministry and of a passion for reaching lost people for the Lord. It is a privilege for my children and me to know them.

Pam Todd: Dale and Sue Detro are very special people in our lives. We have been able to see how the Lord has worked in the tract ministry. It was just getting started when we first attended the church, so we have been blessed to see it grow to where it is today. For shy or quiet people, a Chick tract is a great way to share the Word of God.

David, Terri, Anna, and Ellen Harris (friends from ALBC): “We have had the privilege of knowing Dale and Sue for approximately twenty years. Dale wants everyone to know, ‘Jesus loves you!’ The tract ministry has helped them to do that

very thing in a great and mighty way. Their trust in the Lord and willingness to serve, keep the Chick tracts going out into a world that needs to know Jesus Christ as Lord and Saviour.

Sharon and Rex Dunn: “We have been writing to our nephew who has been in prison for a year now. We finally thought to include a tract from the display in our church with our letters. Our nephew was appreciative of the tracts and after reading them, he would set them out in the ‘commons’ area. He said we had our own little tract ministry going. I was pleased that not only did he read them but other prisoners were exposed to God’s Word as well. Our nephew was saved many years ago, but these tracts encouraged him and gave him a way to introduce God’s ways without actually talking to anyone there. He has to be careful of what he says and to whom. After a few weeks, I was told by the facility not to send the tracts anymore. We are thankful that the tract ministry of Abundant Life Baptist Church sends tracts to at least four prisons. God loves these prisoners even though they made wrong decisions at one time in their life which put them in prison. They are lonely and need the assurance that they always have a friend in Jesus.”

Note: Rex and Sharon were very helpful in stamping thousands of the tracts that were placed in the racks.

COMMENTS FROM THE BUSINESSES

Jackson's Family Restaurant (Greencastle, IN): Tracts being available in restaurants and in public places gives exposure to some people who do not have contact to religious reading material. Especially, the children seem to enjoy them.

Papaw's Café (Ladoga, IN): Papaw's Café would like to thank Dale and Sue Detro for the free cartoons they provide to the customers. The children love them. What a great way to minister!

Country Folks Dairy Bar: I've enjoyed watching people pick up the little tract books at the Country Dairy Bar. Even small children love them. I'm sure they make a good impression on all who read them. I pray they will touch somebody's heart and will help lead them to the Lord.

Bon Ton Diner (Bainbridge, IN): Mr. Detro, thank you for putting the Chick Publications in my restaurant. Many people are picking them up and taking them home with them as I find none left in the building. They are light that will dispel the darkness of this life and lead people in the true direction. If only one person believes, the angels of heaven will rejoice. These booklets cause the Word of God to multiply.

Putnam Inn Restaurant (Greencastle, IN): Just wanted to let you know how much our young customers enjoy your pamphlets. Putnam Inn was one of the first locations the Detros set up in Greencastle. Several of our ‘regular’ youngsters make a bee-line for the rack to get the latest before they even eat their meal. I see them reading and looking at them like they were comic books from my era. I’m sure the kids are getting spiritual reinforcement from this.

CONCLUSION

Dale says that it has changed his perspective: “Before the tract ministry, I kept praying that the Lord would come quickly. Now, I see that Jesus has many more He wants into the kingdom, so I am not in a hurry for His return. I want to reach as many more as possible. Eternity is a long time; no end to it.”

With the increasing crises in the world, Dale finds that the tracts are much easier to give out and the tracts seem to fly off the racks. Some are empty before the regular weekly restocking and they have to go back more often.

Dale believes that this ministry has saturated the county in which they live, and are now reaching out to at least five neighboring counties. “Only heaven will tell how many souls have been saved or how many people have been touched by this wonderful ministry the Lord has given,” says Dale.

SPECIAL TIPS

The first key to a successful gospel saturation ministry is a church that is willing to give it full support. That includes making a place in the church budget.

The second essential is someone with a heart for the ministry to head up the organization and follow up on all the details to keep it on target.

Get help. The more people you can involve from the church, the more the vision will spread.

If the area covered is spread out to several towns or counties, try to get people who live in the local areas to keep the racks filled so they will not need to drive too far.

Use a clear rack like the one Chick Publications provides specifically for this purpose and holds eight different tracts. It can sit on a shelf or be hung on a wall. “Whenever I approach a new business about displaying a tract rack, I always show them one of the Chick tract racks with the colorful tracts in it,” says Dale. “The business owners nearly always like the looks of it.”

Always treat the business owners and employees with courtesy, remembering that their shelf space is valuable. If they seem reluctant, leave them a few tracts to read and come back another time.

SPECIAL THANKS

My sweet wife, Sue, has been the one throughout this ministry who has done so much of the behind-the-scenes work. At the time of this writing, we have sent out in one way or another over 500,000 Chick tracts, and Sue has patiently stamped the church logo on most of the tracts distributed in our area. Much of this work would not have been done if it weren't for my wife.

Sue and I have a dear friend named Jodi Baugh, who has been a very special blessing to us as well as the ministry. We consider her to be part of our family. She was a big help to us in organizing and typing the material for this book, sometimes driving Sue to service the tract racks, and many personal things as well. We thank God for friends like her.

I would like to extend a special thank-you to all the local businesses which have allowed us to put the tract racks in their facilities. There are about 60 of them now in our area, and who knows how many there are in other areas of the country and world.

I would also like to thank our pastor, Jerry Campbell, and all the members, friends, and loved ones of Abundant Life Baptist Church for their prayers, financial and moral support. Probably 90% of our financial support comes from the Wednesday night offering at our church. Without our church family, this ministry would not be possible.

This book would not be possible if it were not for Jack Chick, founder of Chick Publications and all the staff, including Editor George Collins, Karen Rockney in customer service, and everyone else at Chick Publications who has had a part in this project. George Collins says that Chick Publications is just the “ammo factory,” that we are the front line soldiers. If that is so, then I say: “Praise the Lord and pass the ammunition.”

Above all, thanks be to the Great I Am, God the Father, God the Son, and God the Holy Spirit, the Great Three-in-One! Without Him, nothing would exist! May He get all the glory.

My favorite Bible verse is I Corinthians 2:2: “For I determined not to know anything among you save Jesus Christ, and Him crucified.” My wife, Sue’s, favorite verse is Isaiah 26:3, “Thou wilt keep him in perfect peace whose mind is stayed on Thee because he trusteth in Thee.” My mother’s favorite verse was Psalm 34:8, ‘O taste and see that the Lord is good; blessed is the man that trusteth in Him.’”

“FOR THE WAGES OF SIN IS DEATH; BUT THE GIFT OF GOD IS ETERNAL LIFE THROUGH JESUS CHRIST OUR LORD.” ROMANS 6:23 (KJV)

THE BIBLE SAYS THERE'S ONLY ONE WAY TO HEAVEN!

JESUS SAID, “I AM THE WAY, THE TRUTH, AND THE LIFE: NO MAN COMETH UNTO THE FATHER, BUT BY ME.” JOHN 14:6

**NOBODY ELSE CAN SAVE YOU.
TRUST JESUS TODAY!**

“THAT IF THOU SHALT CONFESS WITH THY MOUTH THE LORD JESUS, AND SHALT BELIEVE IN THINE HEART THAT GOD HATH RAISED HIM FROM THE DEAD, THOU SHALT BE SAVED.” ROMANS. 10:9

1. Admit you are a sinner.
See Romans 3:10
2. Be willing to turn from sin (repent).
See Acts 17:30
3. Believe that Jesus Christ died for you, was buried and rose from the dead. See Romans. 10:9-10
4. Through prayer, invite Jesus into your life to become your personal Saviour. See Romans. 10:13

WHAT TO PRAY

Dear God, I am a sinner and need forgiveness. I believe that Jesus Christ shed His **precious blood** and died for my sin. I am willing to turn from sin. I now invite Christ to come into my heart and life as my personal Saviour.

If you trusted Jesus as your Saviour, you have just begun a wonderful new life with Him. Now:

1. Read your Bible (KJV) every day to get to know Jesus Christ better.
2. Talk to God in prayer every day.
3. Be baptized, worship, fellowship, and serve with other Christians in a church where Christ is preached and the Bible is the final authority.
4. Tell others about Jesus Christ.

Here's help to grow as a new Christian!
Read **The Next Step**, available at Christian bookstores or from Chick Publications.



If you have ever been burdened

for your community and wondered how to make sure that as many as possible heard the gospel, Dale Detro and the folks at Abundant Life Baptist Church in Putnamville, Indiana, can show you how.

Six years and a half million Chick tracts later,

they are rarely able to hand a tract to anyone in the community who has *not* seen at least one title.

Their method is simple to do,

but it takes a high commitment by the congregation. Besides saturating their community with the gospel, many members in the church renewed their zeal to personally obey the great commission.

“...Go ye into all the world, and preach the gospel to every creature.” Mark 16:15

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