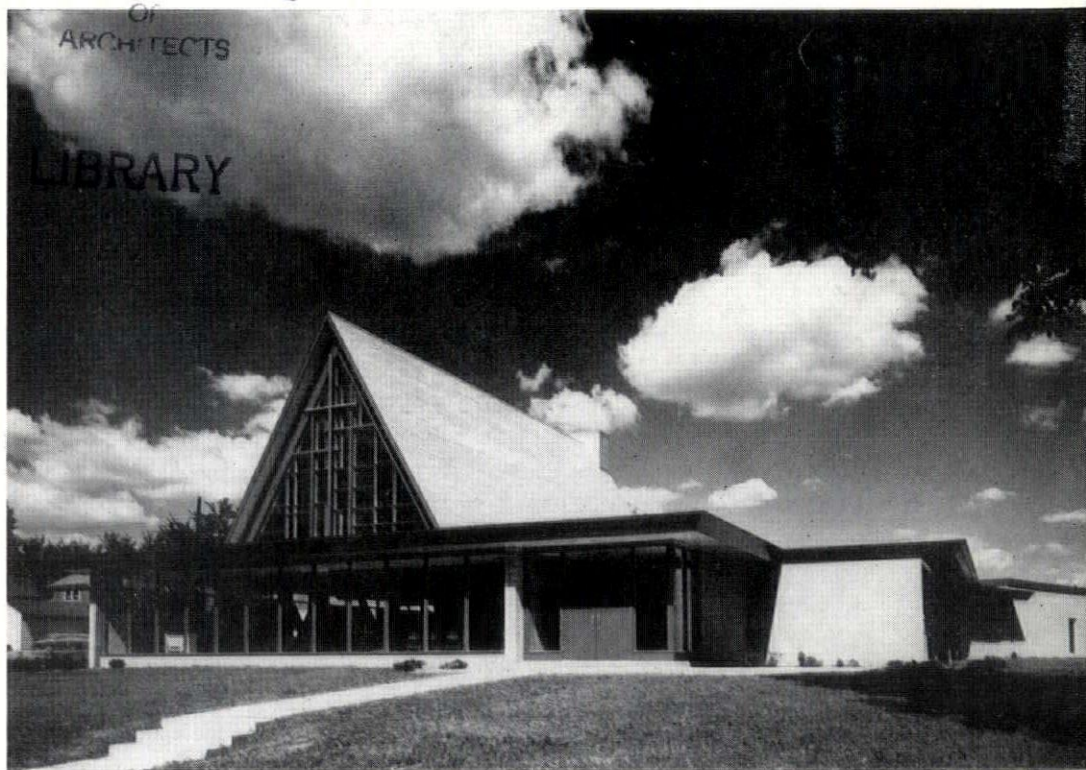


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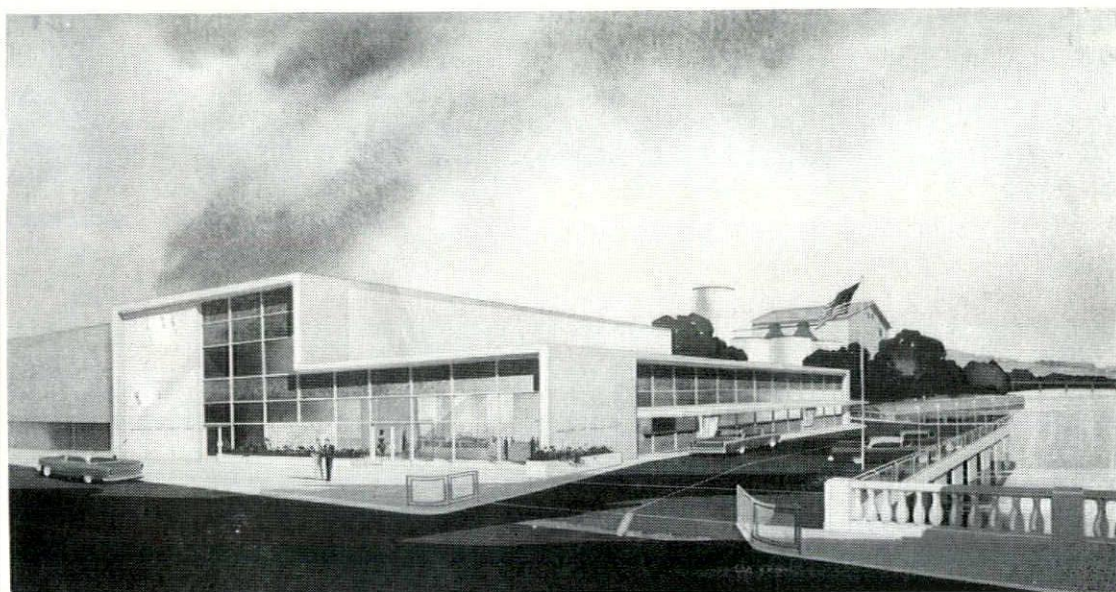
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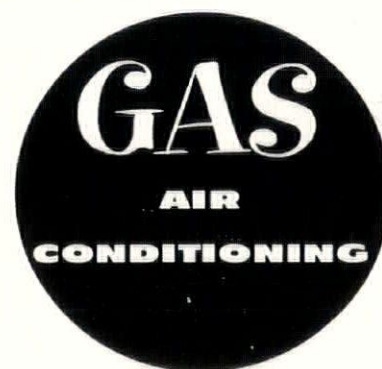


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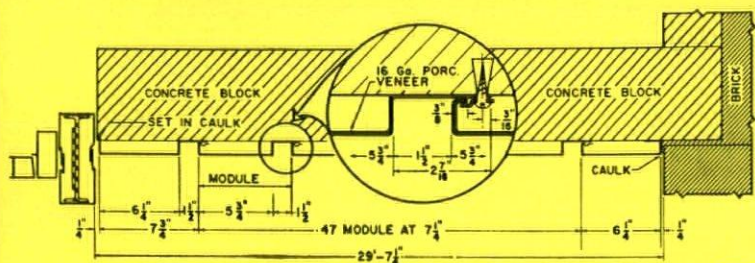
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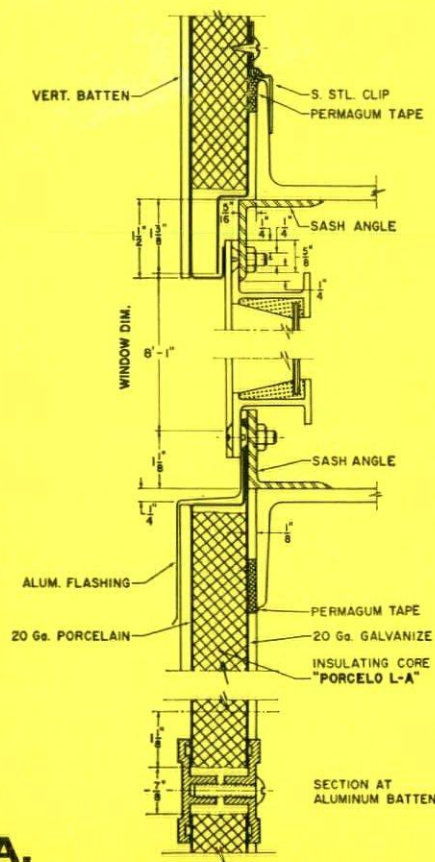
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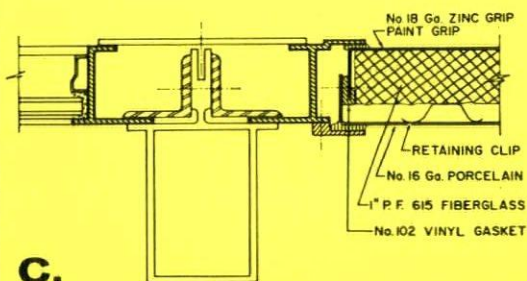
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A Wisconsin Member's Report Of The Cleveland Convention

The AIA's Second Century

By Karel Yasko, AIA

THE OPENING of the second century of the American Institute of Architects in convention at Cleveland was marked by a spirited election for the Presidency which went to John Noble Richards, FAIA, of Toledo, Ohio, who had served as First Vice-President. He was succeeded by Philip Will, Jr. of Chicago, who narrowly edged out Albert Goleman of Houston, Texas. Henry Wright, FAIA, Los Angeles, won the contest for Second Vice-President, succeeding Will. Edward L. Wilson, FAIA,

Fort Worth, Texas, was re-elected Secretary and Raymond S. Kastendieck, Gary, Indiana, was re-named Treasurer, unopposed.

The presence of more than one candidate on the ballots for the various offices removed the cut and dry character of previous elections and may indicate a new spirit in the membership. There were even signs of efforts to win support for favorites among various partisan supporters.

Attendance at the meetings and seminars was high in spite of the lack of air conditioning at the Cleveland hotel which served as headquarters for the convention. About 2,500 architects and their wives braved the high humidity and torrid temperatures to take part in the week long program.

The debate on the extension of the East front of the United States Capitol did not reach the heat which was expected in view of the pressure which was being applied before the meeting. A dozen delegates presented carefully prepared statements for and against the resolution which "Re-affirms" the traditional position of opposition to the proposed extension. It was endorsed by the convention 225 to 49.

Vincent G. King, A.I.A., Philadelphia, was the keynote speaker, opening the convention which asked "Shall We Be Architects or Technicians?" describing a Technician as a man highly competent in a given field, applying himself to one aspect of a larger problem . . . without respect to its broadest dimensions. The Architect, he believes, has been thought of as something different, whereas he should be something more. He pleaded that Architects broaden their areas of activity with broad and specialized service to match the clients' broad requirements.

This research into the client was presented more thoroughly on a Research seminar by Herbert H. Swinburne, A.I.A., Philadelphia, who proposed a 3-year client research program. This program of research would embrace the services of the best psychologists, sociologists, anthropologists and economists who would study the client and how the

architects could serve him better. Such an understanding would stem the danger of the being overwhelmed by other groups who are slowly taking away from the Architect the leadership in planning and design.

Dr. Margaret Mead presented the anthropologist's point of view on national planning, particularly in the city and suburbia. She also stressed, through a report on a visit to New Guinea (where she first went in 1927) on the problems of fitting new standards and mores of society into an old one. Her definition of an architect would be, "one who is responsible for the relationship between a man-made environment and the values of his society for the fit, out of that will come beauty in the future that is comparable to the beauty that has come out of the most perfectly fitted societies of the past."

John Wellborn Root, FAIA, Chicago, received the highest honor the AIA can bestow, the AIA gold medal, which he accepted "with great pride and deep humility and not for myself alone . . . But for my associates and partner, John Auger Holabird." He urged organized competition, particularly that of the Soviet Union and stated that we must develop overseas construction. This could be done through a center in the U. S. in association with engineers and the construction industry where the methods of different countries would be studied by specially educated young men.

At the awards luncheon, R. A. Reynolds, Jr., presented the \$25,000 R. S. Reynolds Memorial Award to a team of seven Belgian architects for their design of the Aluminum Transportation Pavilion at the Brussels World's Fair. Four members of the team were on hand to receive the prize and the Aluminum sculpture done by Jose de Rivera. The Wisconsin Chapter, A.I.A., led by Joseph Flad, President, was represented by Arthur Reddemann, Julius Sandstedt, Abe Tannebaum, Theodore Eschweiler, Karel Yasko, Fritz von Grossmann and Edgar Berners, all of whom were on hand to vote for the 17 resolutions which came before the group.

COVER COMMENT

This month's cover shows the Bashford Methodist Church, of Madison. It was designed by the firm of Weiler and Strang and Associates, of that city, and is another in a series of fine church design which this magazine has been proud to present. For more of this work, see page 8.

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The AIA on Slum Clearance

A STATEMENT OF LEON CHATELAIN, JR.
TO THE HOUSE SUB-COMMITTEE ON
BANKING AND CURRENCY

MY NAME IS Leon Chatelain, Jr. I am the President of The American Institute of Architects, the national professional society representing the majority of practicing architects of the United States. Our organization comprises nearly 13,000 members assigned to chapters in every state and has, for more than a century now, actively concerned itself not only with improving our architectural standards but with improving the general environment in which we all live.

At its Centennial Convention in May, 1957, The American Institute of Architects passed the following resolution:

"RESOLUTION ON URBAN RENEWAL

"WHEREAS, The Urban Renewal Program has been enacted by the Congress as a national policy in the public interests; and

"WHEREAS, The American Institute of Architects made a signal contribution to the formulation of the original legislation through an A.I.A. Committee headed by Louis Justement, F.A.I.A.; and

"WHEREAS, Members of The American Institute of Architects are directly concerned with the clearance of slums, the redevelopment of cities, and the building of better American communities; therefore, be it

"RESOLVED, That the American Institute of Architects declares its full support of the national urban renewal program now in danger of being curtailed by reduced authorizations; and be it

"RESOLVED, That the American Institute of Architects endorses the further authorization of \$250 million for each of the next two years as recommended by The President of the United States in his budget message; and be it

"RESOLVED, That the Officers of The American Institute of Architects transmit to the appropriate committees in Congress copies of this Resolution."

A national A.I.A. Committee on Community Development last year promulgated a policy statement on Community Planning and Housing. That statement was approved by the Board of Directors of the A.I.A. at

its annual meeting in February, 1957 and appears in the current edition of Policy Statements of The American Institute of Architects as follows:

APPENDIX D

Community Planning and Housing

Community Planning. The architect has been associated with the design of cities throughout history.

The growth of communities in this era of rapid expansion, social advance, and technological progress presents particular challenges and now opportunities to the architect. The face of the country is undergoing drastic changes as a consequence of urban renewal, the mushroom development of new communities, and the building of roads under gigantic construction programs. All design professions and the entire building industry share a common responsibility in planning and building a better environment to human life.

Architects are called upon to offer services on projects of increasing magnitude and growing complexity. They are confronted with large and more involved tasks in their practices and a consequent demand for a broader range of services. Cooperation within the design profession by architects, planners, landscape architects, engineers and other specialists is required to offer the kind of broad professional services the magnitude and ramification the projects of this age demand.

The American Institute of Architects believes in such cooperation and encourages inter-professional discussions aimed at defining the role of the architect in community planning.

The Role of the Architect. The American Institute of Architects holds the position that architects are essential to the creation of improvement to the human environment within the cities, towns, and countryside. The American Institute of Architects maintains that its members have an obligation to bring appropriate architectural services and the benefit of their professional competences into the whole field of urban renewal, community and regional planning. The American Institute of Architects urges its mem-

bers and chapters to fill the foregoing responsibility, and through them and its national organization, to collaborate with governmental agencies, public groups, and the construction industry. In this endeavor it will be guided by the ideal of bettering social and economic conditions and will direct its aims toward improvements in the efficiency, livability, and appearance of communities, neighborhoods, and buildings.

Slum Clearance and Urban Renewal. The American Institute of Architects recognizes the Housing Act of 1954 and subsequent amendments the financial and legal mechanism need to aid slum clearance and urban renewal, and the opportunity for the replanning of cities. The American Institute of Architects looks to an effective partnership between private enterprise and local, regional, state, and national agencies in creating American cities which are more desirable both as

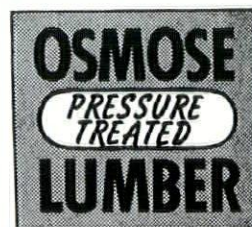
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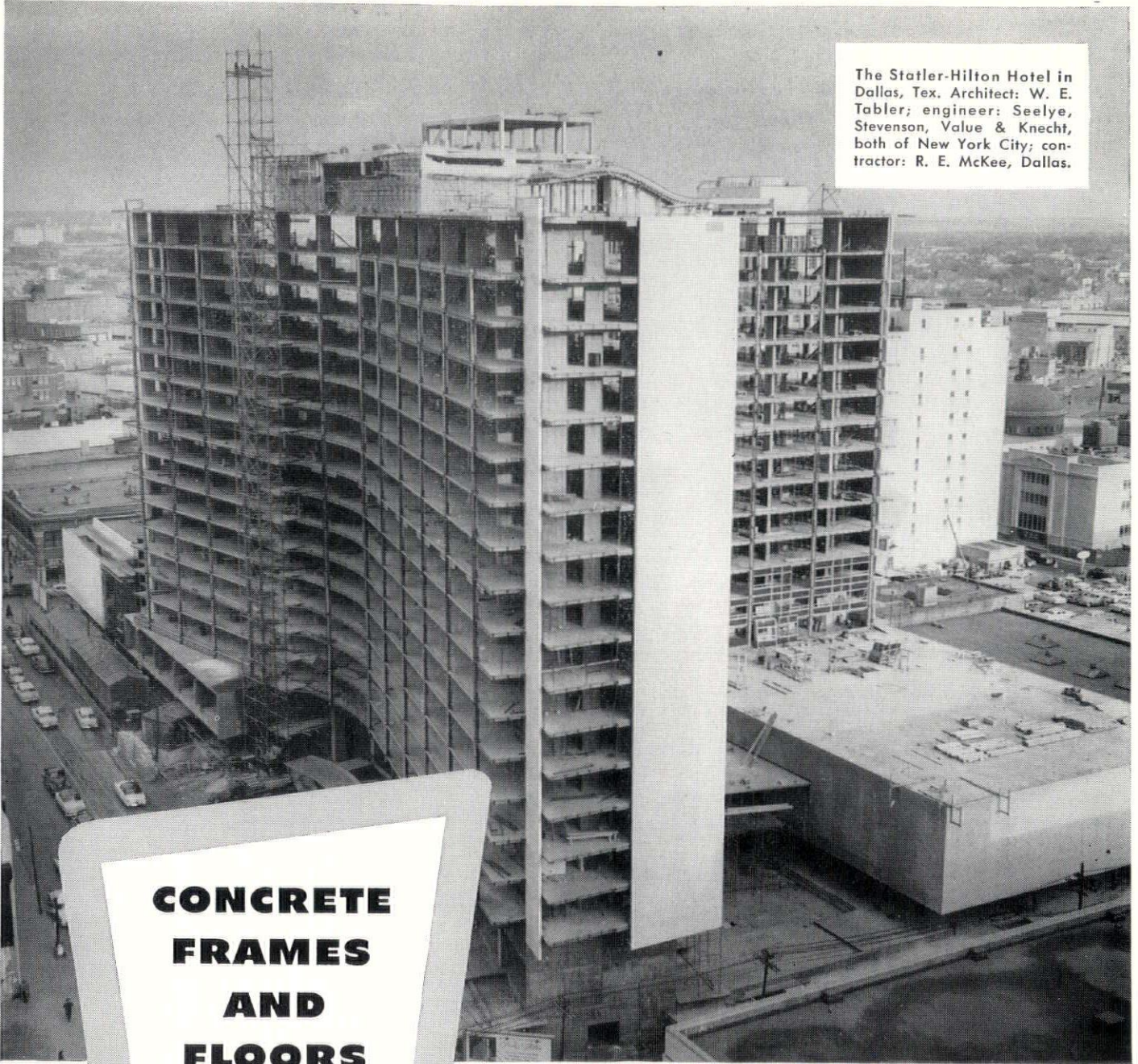
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Reinforced concrete frame and floor construction offers unusual opportunities to designers. In this hotel, for example, the floors were cantilevered out to both sides of each wing from two rows of interior supporting columns.

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The State Architect Discusses Specifications

*A Speech Delivered Recently
At Madison By Roger C.
Kirchhoff, State Architect*

WILL YOU NOT agree that it would be quite presumptuous on my part to appear here this evening and tell you as a group, the professionals in specification writing, how to do your job?

To be very honest with you, when I was invited to attend this meeting I was quite suspicious, because I could not turn down the invitation, yet I assumed this meeting was a clever procedure, possibly to get me here with little or no protection, inform me in considerable detail regarding how poorly our office specifications have been prepared in the past years, and in the presence of your entire group, obtain a commitment from me that our office would reform and you would pressure me into accepting your terms, better Specifications from this day on.

I feel the urge this evening to compliment the group of individuals who originally conceived the idea of Construction Specification Institute, since by their perseverance, they have come a long way in developing a very necessary improvement in the technique of preparing specifications for building construction.

Their ideas were obviously the result of a conviction that an improved procedure in specifications was essential.

Our newspapers mention so often

new materials and new techniques. Such innovations necessarily imply new thinking also for the intelligent use of new materials and techniques.

Every one in this room who is familiar with building construction recognizes the two most essential documents involved in the construction of any building as—

1. A set of drawings, and
2. a set of specifications.

If either of these two important documents is carelessly or improperly prepared, or if one of these documents is improperly coordinated with the other, we know the stage is set for varying degrees of trouble.

It would appear to me, therefore, that among the important duties which should be assumed by the specification writer are—

The careful coordination of plans and specifications, because without this neither plans nor specifications contain their intended value.

We hear now and then regarding a perfectly coordinated set of plans and specifications and no doubt they have been produced. It is still one of my ambitions to be identified with a building in which, during construction stage, no conflict of information in the two sets of documents arises.

The word procedure, we might

agree, underlies most of our effort and I assume there must be the element of procedure in specification preparation.

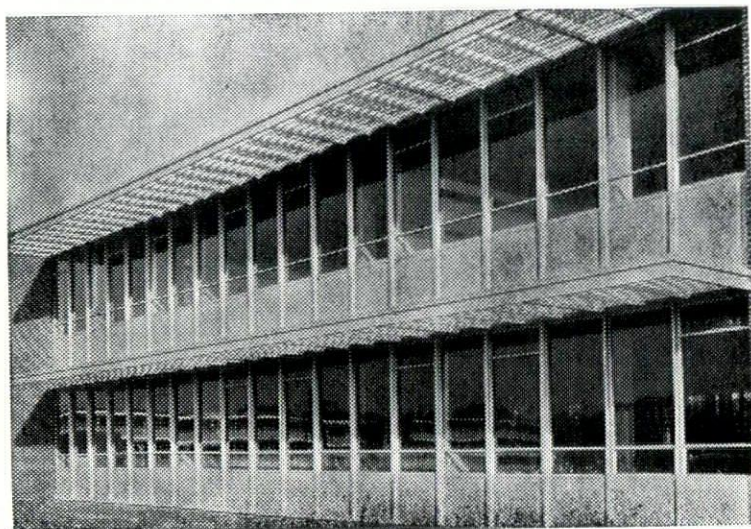
While there should not be, and never will be, uniform procedures, some pattern is essential, and deserves consideration.

It is my understanding that your meetings usually wind up in good natured, free for all discussions. Therefore, let us discuss the procedure of writing specifications and later I will suggest audience participation to correct me if I give you my improper concept of your operations.

Among the various procedures I have known about — We know in many instances drawings are completely finished, at which time there is a search for some one conveniently available who is ordered to write the specification. We need not elaborate on the handicap of this method, although it is still used widely.

Another prevalent procedure involves the search through files of old specifications for something reasonably adaptable, including the well intended corrections. Progress during recent years frequently makes a specification obsolete before construction has reached an advanced state. One might attempt sometime to determine the age of a specification.

(Continued on Page 12)



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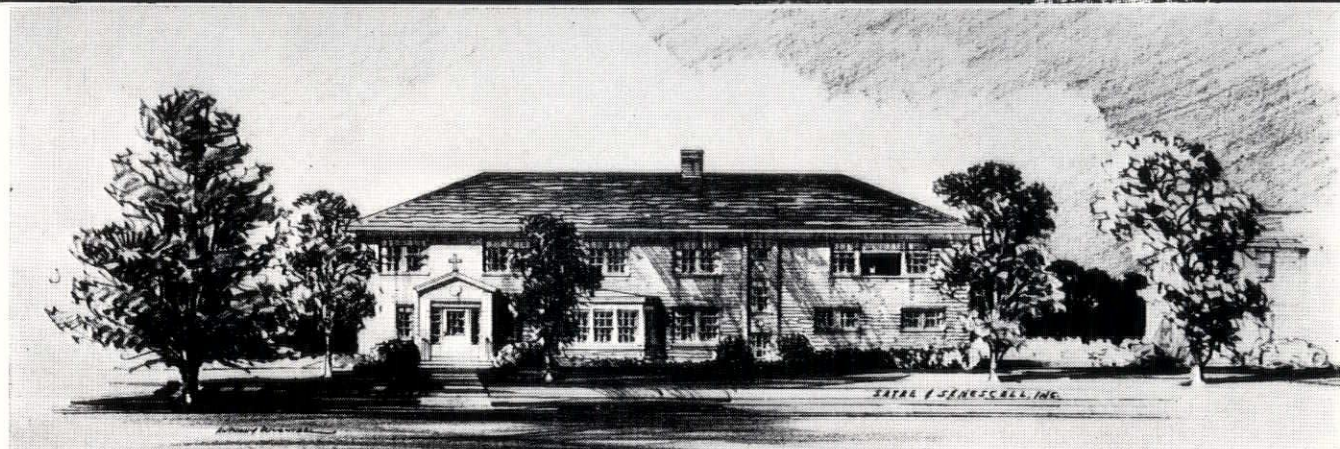
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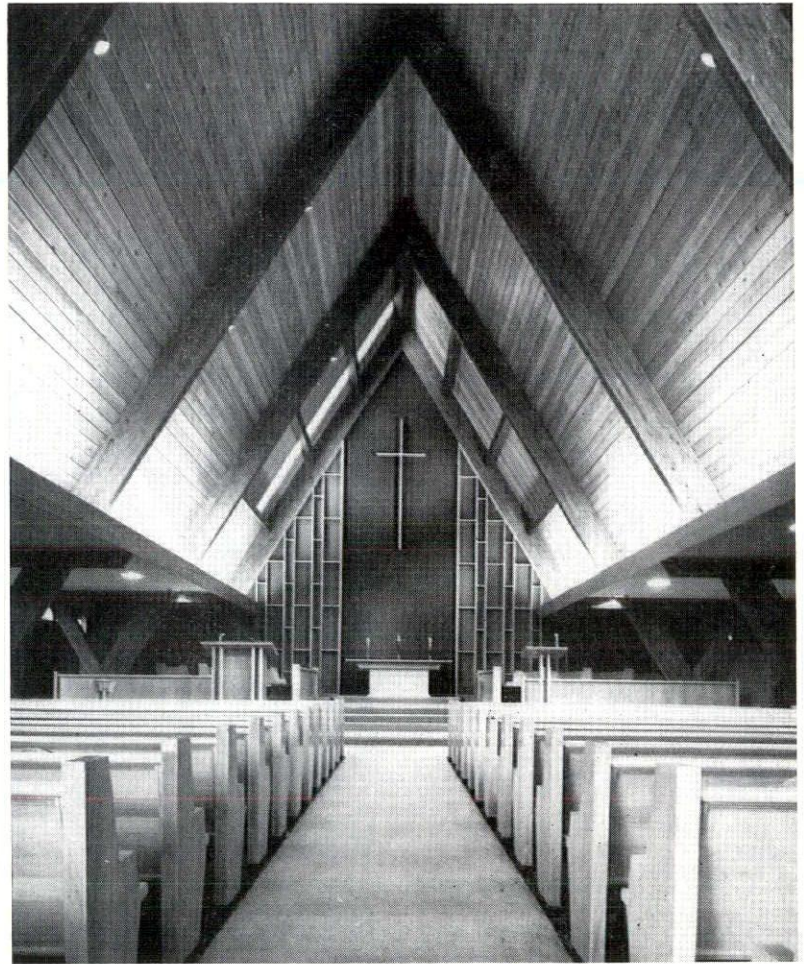
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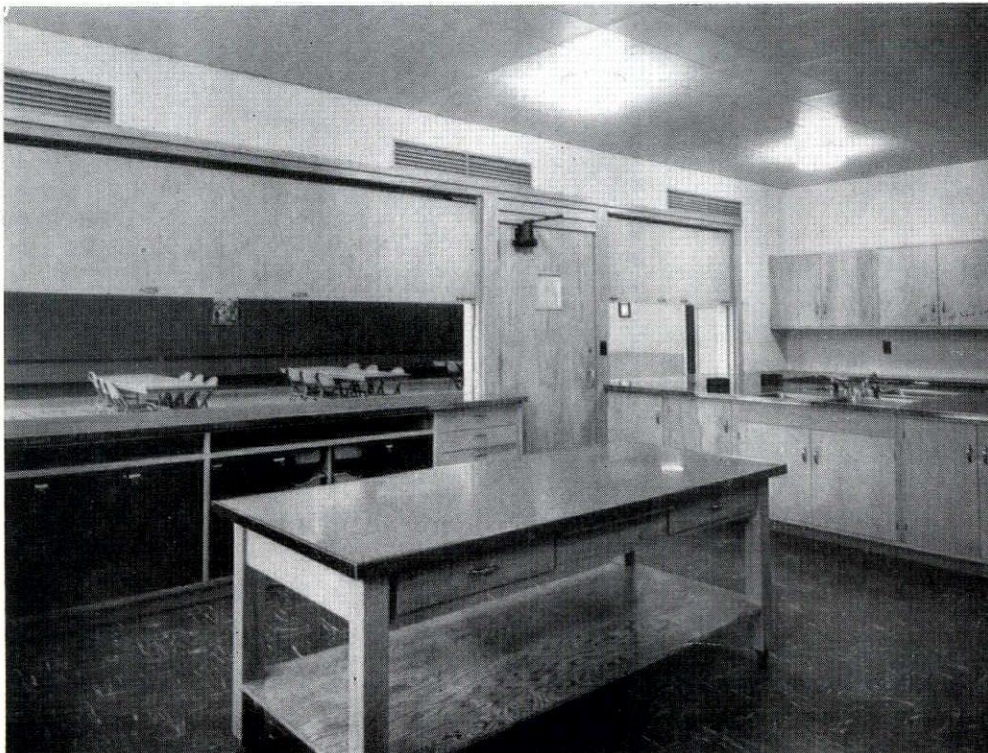
Milwaukee, Wis.

A CHURCH

These pictures show the Bashford Methodist Church, of Madison, the work of the firm of Weiler and Strang, of that city. The definite lines of the design present a most effective interior. The building was planned for a variety of other uses connected with congregation affairs. The exterior, with wide use of glass and brick, adds a continuing contemporary touch to the work.



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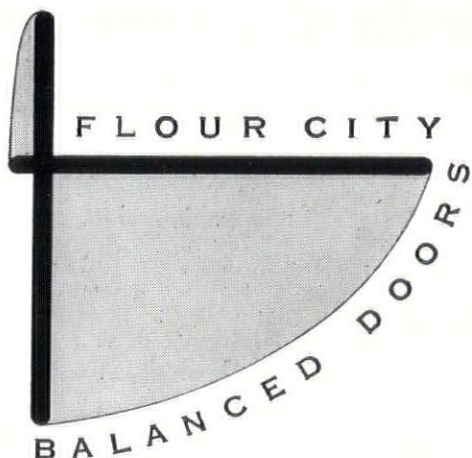
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The architectural office of Fritz von Grossmann, A.I.A., Milwaukee, has been named one of eleven winners in the Lennox Woman's Touch Award nation-wide competition. He is shown here (left) as he accepted the award last month in Milwaukee from H. R. Nielsen, territory manager of the firm. Watching is Wisconsin Chapter Secy., Robert Potter.

Cleveland Capers

NOTES FROM THE CONVENTION

Three members of the Wisconsin delegation also attended meetings of their national committees. Julius Sandstedt took part in a seminar with his Chapter Affairs committee. Arthur Reddemann attended an organization of the Public Relations committee to which he has been newly appointed. Karel Yasko attended a three-day session preceding the convention of the Committee on Education and during the convention an organization meeting of the Committee on Research. The sub-committee on Color Research, which he heads, has now been moved into full committee status.

* * *

Edward Berners, FAIA, presided over the annual convention of the National Council of Registration Boards which was held concurrently with the AIA. Joe Smay, of Oklahoma, was elected President to succeed Berners.

* * *

The evening of gaiety which characterizes every convention was a Tent Theatre presentation, in the round, of "Annie Get Your Gun," which was followed by a snacksupper in a large tent on the grounds.

* * *

The visit to Nela Park on Monday afternoon with a dinner served by G.E. on their grounds, was a high light. The presentations of the advances in lighting were pithy and stimulating. A return visit for a more detailed study would be in order, it was agreed, because of the awareness of the lighting in architecture today.

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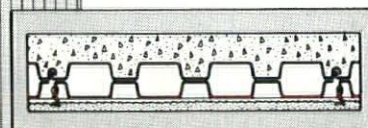


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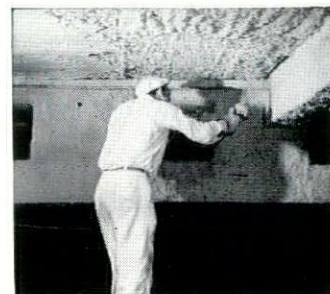
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OF THE JULY BOARD MEETING

Eleven new associate and Junior associate members were accepted by the Board of Directors at its July 18 meeting at the Astor hotel, Milwaukee. In addition, it was recommended to the Institute that two men be approved for Corporate membership in the A.I.A.: Benjamin N. Seaborne, Appleton, and Arthur E. Waterman, Fort Atkinson. Action on one application for corporate membership was postponed until the August meeting.

Board members present were J. Flad, R. Potter, M. L. Allen, R. Hackner, J. Brust, F. von Grossmann, J. Jacoby, A. Reddemann, M. Purcell and K. Yasko. Proxies were accepted for F. Shattuck and W. Lee.

In other actions, the Board:

Received the report of a Public Relations firm. The members were to review it, submit their comments to the public relations committee chairman Herb Grassold, and hear the committee's recommendation at the August Board meeting.

Authorized the rental of a booth at the Wisconsin Association of School Board 1959 convention which will be erected and manned by the Public Relations committee.

Approved and recommended to the State of Wisconsin a 9 foot minimum ceiling in classrooms. This was done at the request of the State of Wisconsin Department of Education.

Authorized the Milwaukee Division Committee on Permanent A.I.A. Headquarters to poll the membership regarding A.I.A. Wisconsin Chapter members' opinions on the project.

Authorized the executive secretary to poll the membership to ascertain those A.I.A. members interested in residential commissions and to compile a list of such names which will be available upon request.

Voted the sending of a letter to former Regional Director Bryant

Hadley, thanking him for his service to the Wisconsin Chapter for the past three years.

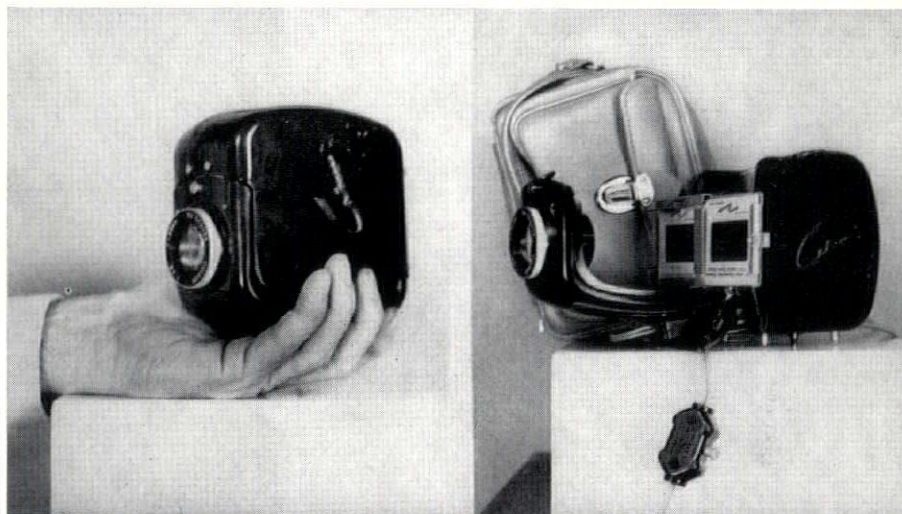
Approved a \$50 expenditure for the Education Committee's publication of the Architectural School survey report.

Considered four cases of alleged unethical conduct.

NEW HONOR AWARD COMPETITION NEARS

The Awards and Exhibitions Committee has announced the Biennial Honor Awards Competition will be held in 1959. Tom Eschweiler, committee chairman, reminds members that this is an excellent time of the year to take photographs for the competition — "while the leaves are still on the trees". The complete program for the event will be mailed to Wisconsin Chapter members in October. Awards will be made at the 1959 convention in March.

Can You Use This?



Here is a projector which architects might use in making presentations to various audiences. It is a small device, easily handled and carried, which projects 35 mm color slides and plugs into any outlet. The color lens is 1:2.8 F-80 mm, focusing. Projection lamp is 100 watt. Wisconsin Architect research shows a screen is not necessary, since the picture may be projected on any light colored wall, ceiling, or piece of paper. For information, write The Wisconsin Architect or The Dark-room, 722 N. Milwaukee Street, Milwaukee.

Madison Division Is Winner of Membership Competition

The Madison Division is the winner in the membership drive which closed recently. Presentation of the award—a membership badge case—will be made by president Joseph Flad at the next Madison division meeting. The winning group has a total of 3 corporate, one associate and seven junior associate new members. It increased its membership by 13.5%, figured on a point basis of three points for corporate members, 2 for associates and 1 for each junior associate member. Run-

ner-up was the Northeast division with a 6.2% point increase. The Milwaukee division shows a 4.3% point increase. Robert Torkelson is chairman of the Madison division membership committee.

While the membership contest is over, the committee will continue its endeavor to interest architects and draftsmen in the benefits of Wisconsin Chapter, A.I.A., membership according to Nat Sample, state membership committee chairman.

Kirchoff . . .

From Page 6

tion to permit its practical reuse.

I wonder whether you are informed as to a trend growing in use in some of the large Public Works Agencies. I am familiar with the procedure in New York State which is the reverse of our usual method. Their specification is a standard bound volume, which contains a section relating to each and every item which might be in any building. There will be a complete section on Ceramic Tile, although the building contains no ceramic tile.

If the draftsman becomes involved in the metal fascia for a flat roof overhang, or the hanging gutter of a pitched roof, the draftsman consults his standard specification on volume, and prepares his detail to conform to the standard book.

You might care to discuss this procedure later this evening, and I anticipate what you will say. The argument in defiance of a standard specification book is primarily that if in large operating public bureau offices, each building required a specific specification, the time lag in getting buildings out for bids is excessively long. They tell me they simply cannot take time to prepare a personal specification for each building.

Will this idea provoke discussion this evening?

Is there an alternate course between these two extremes? Can we have well established standard construction procedures to which there might be added as supplemental information for desired changes to standards when necessary?

We must all recognize the time lapse in producing drawings and specifications, and the characteristic impatience of Owner interests, who cannot understand the delays incident to preparing thorough specifications.

The most stimulating talk I have listened to in a long time was a week or so ago on the occasion of the Dedication of the Wisconsin Center Building in Madison. The items of the talk, by a Vice President of General Dynamics related to his illustrations that 20 or 30 years ago each outstanding new idea from its inception to its perfected condition involved about the life span of one generation. His comment was to the effect that the age in which we are living demands that we per-

fect our newest concepts into a high stage of usefulness in less than a year.

Can we benefit from this idea and possibly recognize that it is requiring too long a period of time to produce our work?

Industrial America does not have the patience to see us through our long delayed procedure.

Therefore, another item which might result in discussion this evening. What can we do to speed up our work without loss of quality in results?

This implication in this procedure is that time of writing a specification is too long. This is something for you to ponder over.

In case you are interested, I might offer my own idea as to the ideal procedure of participation by the Specification Writer:

1. An early meeting, at about stage when preliminary sketches are approved with Owner interests to establish the quality standards intended.
2. At such meeting there should probably be a presentation of a preliminary room finished schedule, and its approval.
3. It would appear ideal for the specification writer to have an early understanding of the structural system and room finish schedule.
4. Also, in my opinion, the specification writer should participate with draftsmen occasion-

ally while drawings are in preparation, particularly while scale details are in preparation.

If the specification writer is truly competent in his field, it has been my feeling that he should, and can be, the most qualified advisor in the preparation of detail drawings.

Can we engage tonight in a discussion on—we might call it the role of specification writer in an office.

The element that frightens me, as I look ahead, is the increasing amount of knowledge which becomes essential in the preparation of drawings and specifications for the modern building.

There does not appear to be sufficient time to search and research adequately and still perform one's required routine duties.

A specification writer probably should be the master research artist in an organization.

Can he become engaged in such search and research, and still find time to do this routine work?

How will disagreements be handled or is our office the only area in which differences of opinion develop?

Do we have factual sources of information readily available to which we can turn to obtain reliable information when needed?

We might all agree that we certainly must not subscribe to all the printed literature which comes to us, because there are conflicts in what we read.

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Architects Criticize Public Housing

"**P**OVERTY is being memorialized in multi-million-dollar solutions where there is no reaching for warmth, compassion, joy, or love of fellow man except by an occasional, self-conscious piece of 'decorative art,'" replied architect Richard M. Bennett when asked about public housing by the editors of *Architectural Record*.

Aware that disenchantment with public housing was already widespread, the editors of *Architectural Record* polled architects on public housing after Pulitzer-prize-winner Harrison E. Salisbury referred to city "housing jungles" as "prime breeding places" of social ills and juvenile delinquency in a series of articles in *The New York Times*.

Copies of the Salisbury articles were sent to a selected list of architects who were asked "What's wrong with public housing?" They were also asked to consider the questions "How does delinquency relate to housing design?" and "How can public housing be improved?"

The current issue of *Architectural Record*, the professional magazine for architects and engineers, published by F. W. Dodge Corporation, presents a round-up of the replies in an article entitled, "What Architects Think About Public Housing."

Generally architects say that public housing should be planned as part of a community or neighborhood and not just as shelter, of a type which architect Cyrus F. Silling calls "apartment-filling-cases for human beings." The architects feel that current public housing does not include adequate facilities for the social, recreational, religious, commercial and health needs of the residents.

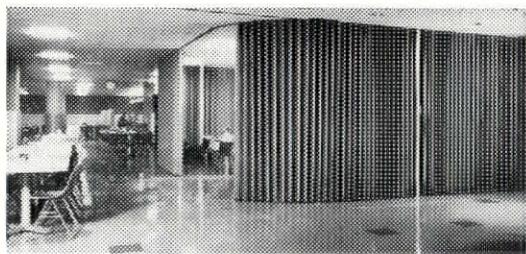
Architect George Fred Keck lashes out at restrictive legislation: "In most public housing planning is bad; no new ideas in the use of space or materials or structure appear. The endless regulations and specifications hamstring architects who might want to design something fresh and inspiring . . . Until the generally negative political attitude

toward public housing (from Washington on down the line) is replaced by a forward-looking one, together with the determination to do a fine and creditable job for human beings, there will be no good public housing."

According to architect William Stephen Allen "Present public housing standards and concepts are woefully low. In the 30's 'public housers' . . . concentrated on the most minimal housing and failed to provide the social necessities for a complete neighborhood. This grave mission has contributed to the problem Salisbury writes about."

A different view is presented by architect C. M. Deasy, who replied "The problem is social—not architectural—and its solution must be sought in these terms. Much as we would like to feel that given a free hand, we could create an environment substantially improving group morale, I doubt that even the most inspired architecture could solve this complex problem."

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Don't Alter Capitol, Richards Urges

John Noble Richards, newly-elected President of The American Institute of Architects, urged Congress to "heed the will of the American people and the advice of the nation's architects" and enact legislation promptly to block alteration of the U. S. Capitol building until expansion needs can be studied.

The statement of the prominent Toledo, Ohio, architect followed on the heels of the A.I.A. national convention last month in Cleveland, where delegates from chapters and state groups all over the nation voted overwhelmingly to continue opposition to the proposed extension of the Capitol's East Front. The vote was cast after a showing of plans and drawings of the extension project by several architects engaged to carry it out.

Richards also called upon members of the architectural profession throughout the country to oppose legislation which would alter the capitol building.

Chatelain Statement . . .

From Page 4

centers of production and places for living, and which make adequate use of the resources in men, materials, technology, and creative ability.

The American Institute of Architects feels that a regard for social and cultural values, obtainable through urban renewal, is at least equal to or even greater than a high return on the land cleared and is definitely a matter of sound public interest.

Advance Planning. The American Institute of Architects favors programs for the advance planning of public works which are a definite part of community or regional plans. The Institute believes that architectural services for advance planning should be rendered by private architects and should be compensated for. The Institute would, therefore, support the theory of loans to communities and political subdivisions to enable those agencies to acquire comprehensive planning services prior to the voter's decision on the bond issues.

Housing and Home Building. The American Institute of Architects recognizes its obligation to concern itself with all aspects and issues of housing and home building. It will develop its policies as the issues arise and hold itself ready to support in Congress housing legislation which is consistent with its policies or oppose measures which are contrary to its aims. The American Institute of Architects is opposed to any temporary housing except as may be constructed as defense housing under the greatest emergencies to overcome otherwise insoluble housing problems.

GOLF OUTING

The annual AIA-Producers Council Golf Outing will be held at Merrill Hills Country Club on Tuesday, August 26, Arthur C. Meyer, program chairman, has announced.

Golf will start at noon, with greens fees being paid by Producers Council members. AIA members will also be guests at a cocktail party and a "bountiful" buffet dinner.

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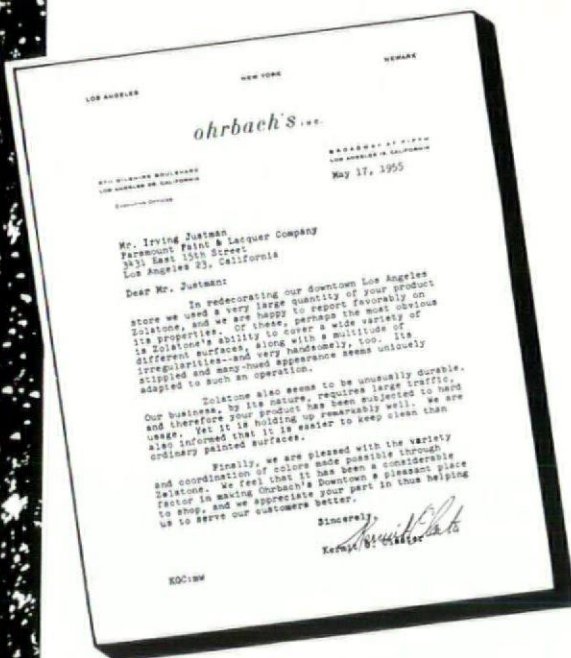
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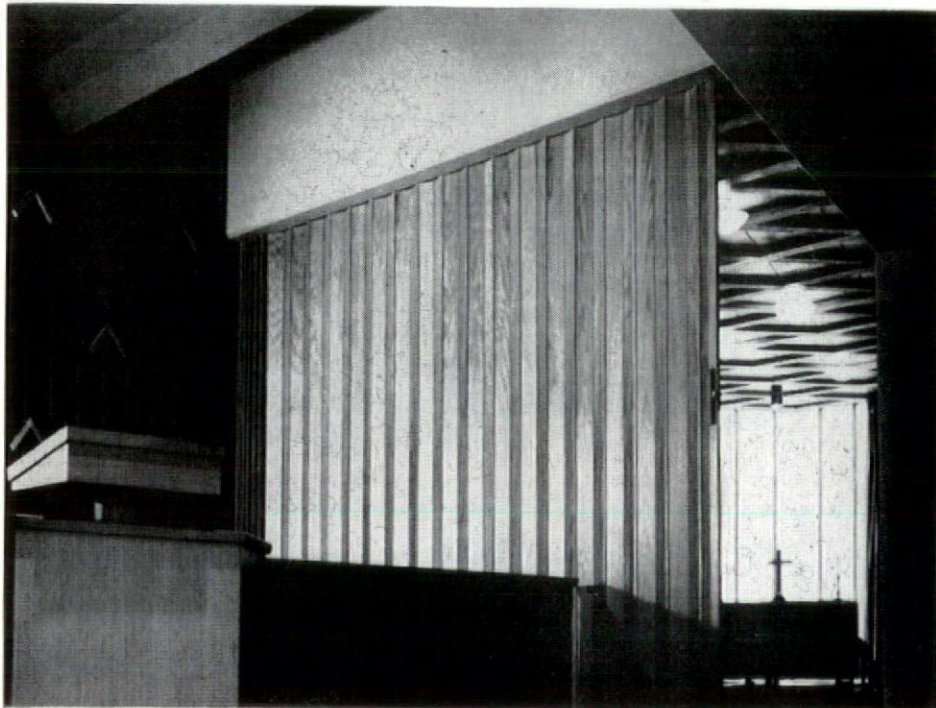
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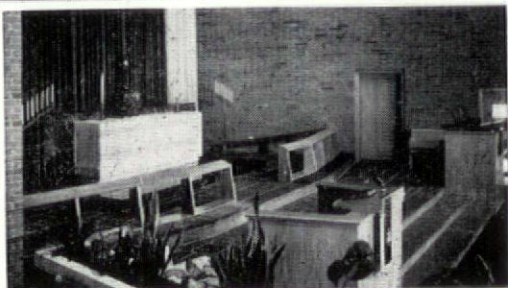
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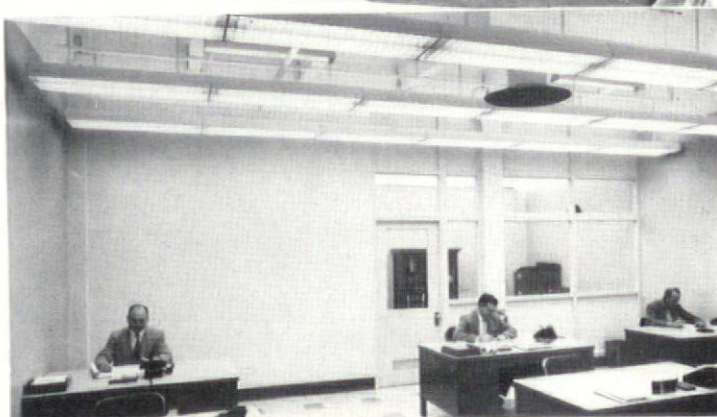
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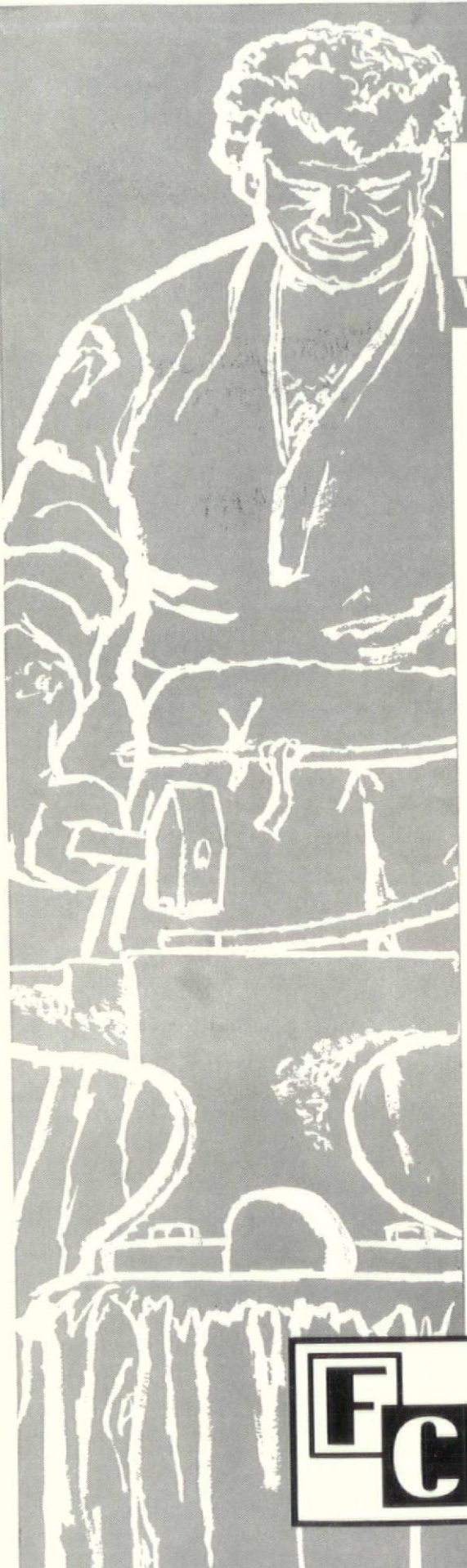
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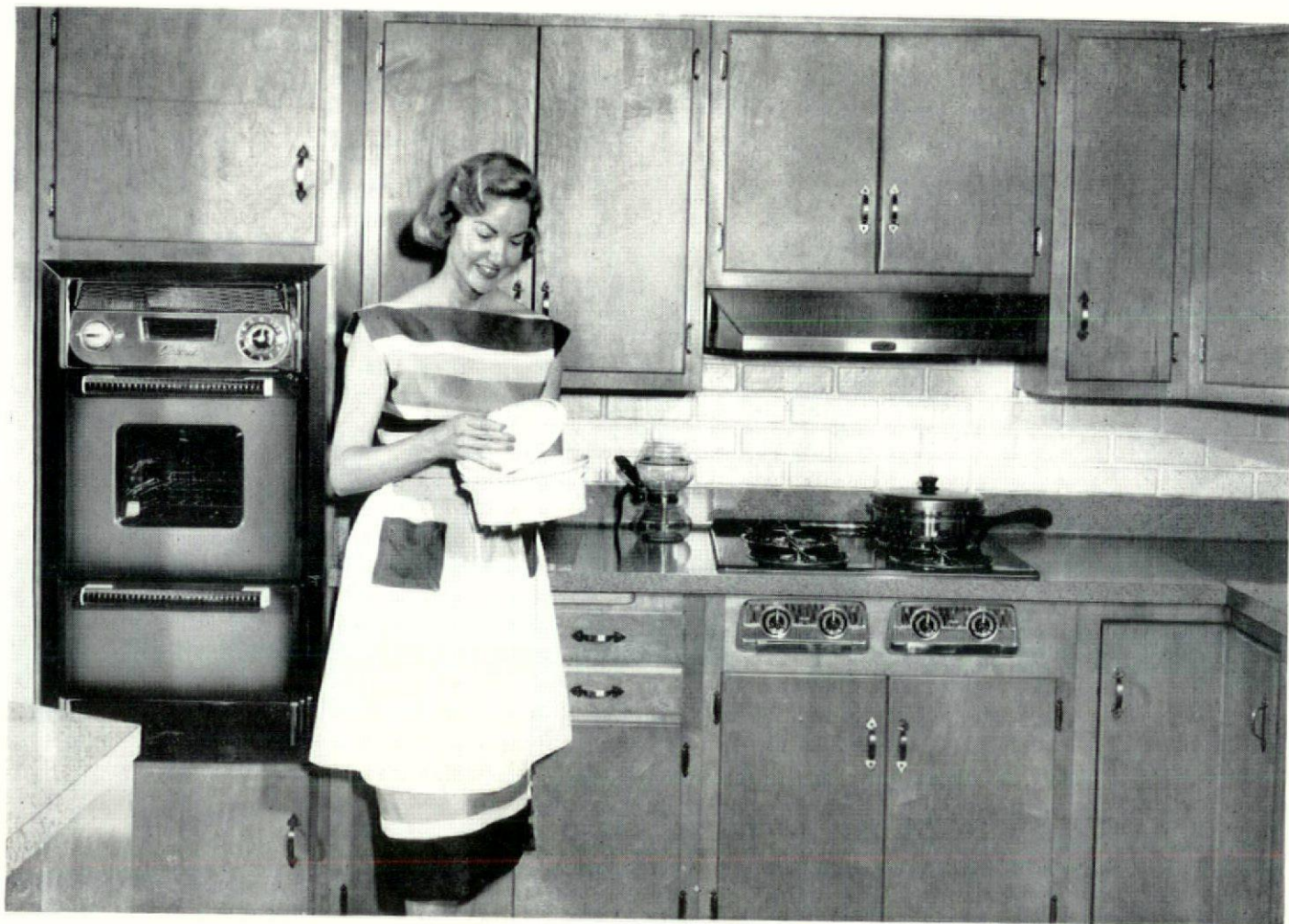
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