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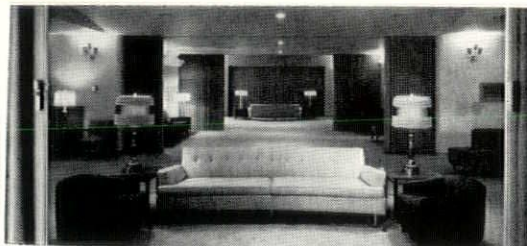
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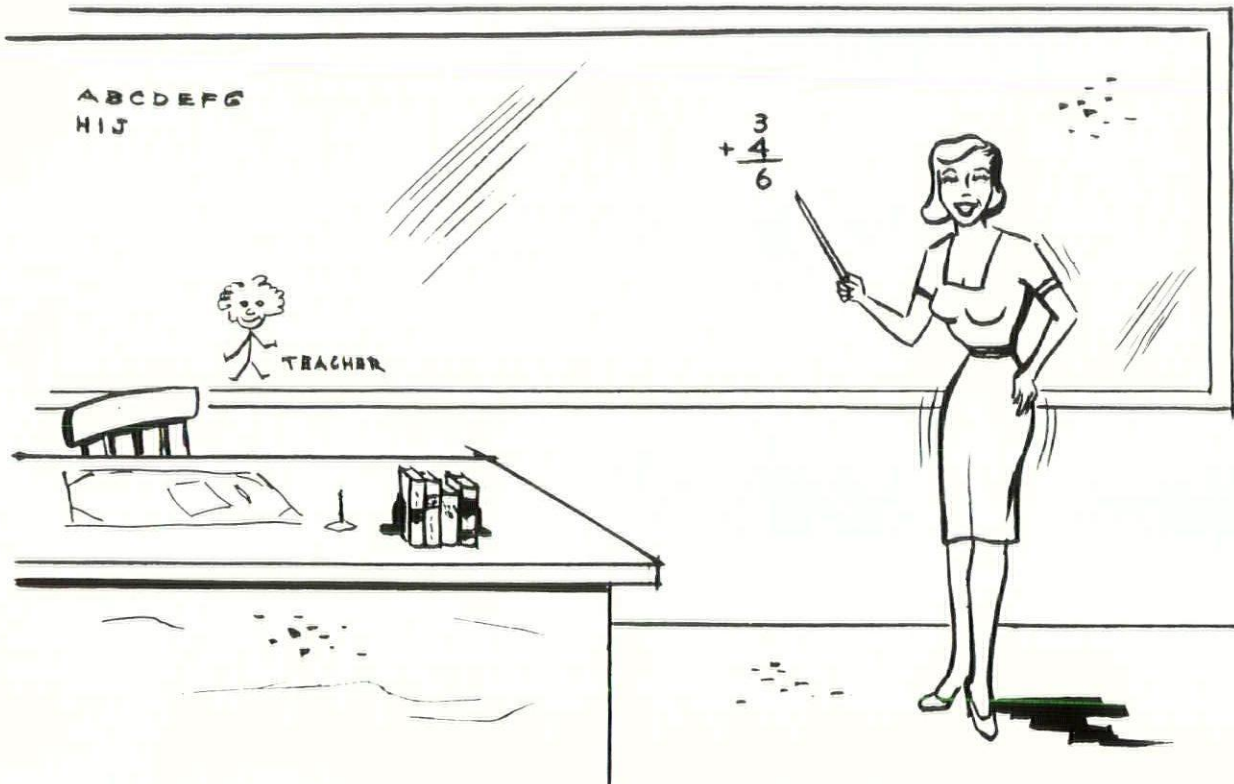
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Chapter Notes

● NEW OFFICERS of the Wisconsin Chapter, AIA, were elected at the Board Meeting March 4. Joseph H. Flad was re-elected president for 1959 and John Brust was again named vice-president, each to serve his second successive term. In an unprecedented action, the new Board of Directors chose Robert P. Potter to the secretary-treasurer post for a third term. In naming him, the Board expressed its appreciation for the outstanding job Potter had done during his two years tenure and stated it wished to accord him this honor.

Mark Purcell and Frank Shattuck were elected as Directors-at-Large for two-year terms. The Directors named to represent their divisions are Julius Sandstedt, Northeast; Nat Sample, Madison; and Frederick Schweitzer, Milwaukee. They, too, will serve for two years.

● KAREL YASKO, AIA, recently served on a visiting committee to the Department of Architecture of North Dakota Agricultural College in Fargo as part of the accreditation procedure of the National Architectural Accrediting Board. Other members of the committee included Perry B. Johanson, Seattle, Chairman; Hari Van Hoefen, St. Louis, President of NAAB, and Harold Spitznagel, Sioux Falls, South Dakota and North Central States Region Director, AIA.

The findings of the group, gathered in a three-day on-the-spot study of the facilities and curriculum, were submitted to the NAAB for review. The Board determines accreditation by weighing the architectural school program, as reported by the committee, against the professional standards required by the States for registration of graduates of the school.

● JOHN J. FLAD & ASSOCIATES have received a citation from the American Association of School Administrators for their Hoyt Park Elementary School entered in the 1959 School Building Architectural Exhibit

held at Atlantic City in February. The citation was one of 26 given to architectural firms throughout the country. Four hundred entries were exhibited at the Atlantic City conference.

● HARRY BOGNER, AIA, wishes to share with fellow architects, a recent letter from Can Altintas, Kavaklidere, Kibris Sok, No:19/I, Ankara, Turkey. Mr. Altintas wrote, "I have received your Companie's address from the AIA association. I am an architect myself and I have graduated from the Fine Arts Academy of Istanbul. And worked in Symrina (Turkey) in town planning office. Later on I designed the Istanbul Union Hospital with an architect friend of mine and also worked as a controle architect while construction. I took place in some competitions. I can send some documents about my works and send my recommendations in case you need to see them.

"America to day is the top nation in the modern architecture field. Your progress in this field fascinates every architect all around the World. And I am beeing one of them. I would like to immigrate to States and settle down there work in an architecture company. Now I am doing my military service which is left only four more months to complete it."

Bogner advised Altintas that his request would appear in the March WISCONSIN ARCHITECT. Although we wished to oblige both gentlemen, lack of space in the March issue required that we wait until April to publish this interchange.

(Continued on page 19)

IN MEMORIAM

The Wisconsin Chapter, AIA, pays tribute to the memory of Richard Philipp, FAIA, who died March 17, 1959. His nationally recognized architectural ability, his wise council and gentle manner will be sorely missed.

Confreres Confer on Art in Architecture

The 10th Annual Convention of the Wisconsin Chapter was an unquestioned success from almost every standpoint. Even Mother Nature co-operated.

From the opening greeting by President Joseph Flad Tuesday morning (Mar. 3) onward, the number of members in attendance and their enthusiasm steadily mounted to a climax—dynamic ex-Milwaukeean Charles Luckman's stimulating banquet speech.

A record attendance of 166 chapter members, plus 68 wives, 139 exhibitors and 103 guests was chalked up by the end of the two day event.

Edmund Lewandowski, director of the Layton School of Art, set the tone for the outside speakers on Tuesday afternoon with his illustrated lecture on "Mosaics and Architecture."

The colored slides which he showed traced the history of mosaics in buildings from early Christian days to the present.

"Speaking as an artist," he said, "I am glad to see a flirtation between modern architecture and modern art."

But, he continued, "as with any new and progressive endeavor, there should be thoughtful consideration and caution."

He said he felt that an architect who decided to use art in connection with a building probably was motivated by two considerations: 1—Esthetic, in which art is asked to serve, enhance, embellish, and, 2—expressive, in which the artist is called upon to communicate.

The latter function is clearly seen in mosaics at the University of Mexico, he noted. A large number of the slides which he showed were taken at the university.

Lewandowski said the artist and the architect have much in common, and criticized the latter for not taking greater advantage of this fact.

Inertia, ignorance, prejudice and lack of imagination on the part of the architect, "with a few exceptions, are too often the rule," he declared. He said he felt the architect "too often takes the easy solution or the solution of the moment."

Tuesday evening, weighty matters of collaboration were set aside for togetherness of another sort at the "Show Boat" party at the Tuckaway country club.

The convention returned to the theme, "Art in Architecture," as a panel of three speakers took the stage Wednesday morning.

The functioning of art is being overemphasized today, Sister Thomasita of Cardinal Stritch college declared. Actually, she said, it should be used simply because it is beautiful.

It is a part of man's very essence that he be a creator of some sort, she continued. She urged her listeners to become attuned to nature to develop their artistic abilities.

Guido Brink, an instructor at Layton, second member of the panel, questioned whether there actually was any sort of interchange going on between the artist and architect today. He said he felt that both were to blame for this and urged that the talks at the convention not be treated just

as interesting personal expressions but instead as the first step toward real collaboration. He suggested the formation of a group to work actively in this direction after the convention.

The third panel member, Jack Syvertsen of Forrest-Syvertsen, said he felt that too often the artist or architect set himself up as an expert and tended to discredit the client as an individual who should be allowed to express himself.

William Tabler, New York hotel architect, at the Wednesday luncheon told of some of the building code situations he had met in his work. He called for united action by the Institute to bring more sense into building codes and to end restrictive union practices.

An "amazing" audience of an estimated 225 persons swarmed into the Schroeder to hear sculptor Harry Bertoia talk Wednesday afternoon. And a sizable number, it was evident, would have pursued the subject of sculpture and architecture even longer had the schedule permitted. Bertoia was immediately surrounded by a circle of questioners when the session ended.

He depended almost entirely on a series of slides to make his points. The slides were in two main categories: 1—graphic presentations, "a very important phase of the work"; and, 2—three dimensional studies in form, with a few in color, also.

Bertoia said he felt "the architect (who brings an artist into a project) is a real courageous fellow." The architect paves the way, fights the battle and then calls in whomever he wants and explains the problem, he said.

Bertoia also noted that he continually was faced with a problem of success: Many others want to have the same thing done for them.

"If something succeeds, wonderful," he remarked, "but let's do it differently the next time."

Then came Luckman.

He urged the development of practical programs to rebuild America's cities, rather than idealistic plans which would be filed away because they were unrealistic.

He also called for action in the field of regional planning and more provision for the public to use such natural benefits as the beaches along Lake Michigan.

"If the architect won't accept the role of leadership," he warned, "someone else will, and we will have no right to be jealous of him when this happens."

Touching briefly on architects' fees, Luckman said he believed members of the profession should use either lump sum or fixed fee plus cost contracts instead of tying the fee to the cost of the building. He said architects also should pay more attention to cost estimates if they wished the good will of clients.

He spoke forcefully of the necessity of the architect becoming part of a team effort to meet the great challenges facing America today.

"What remains in a free world leans upon our

strength . . . if we fail to maintain our own system, then our mantle of leadership will become a shroud for the hopes of men everywhere," he declared.

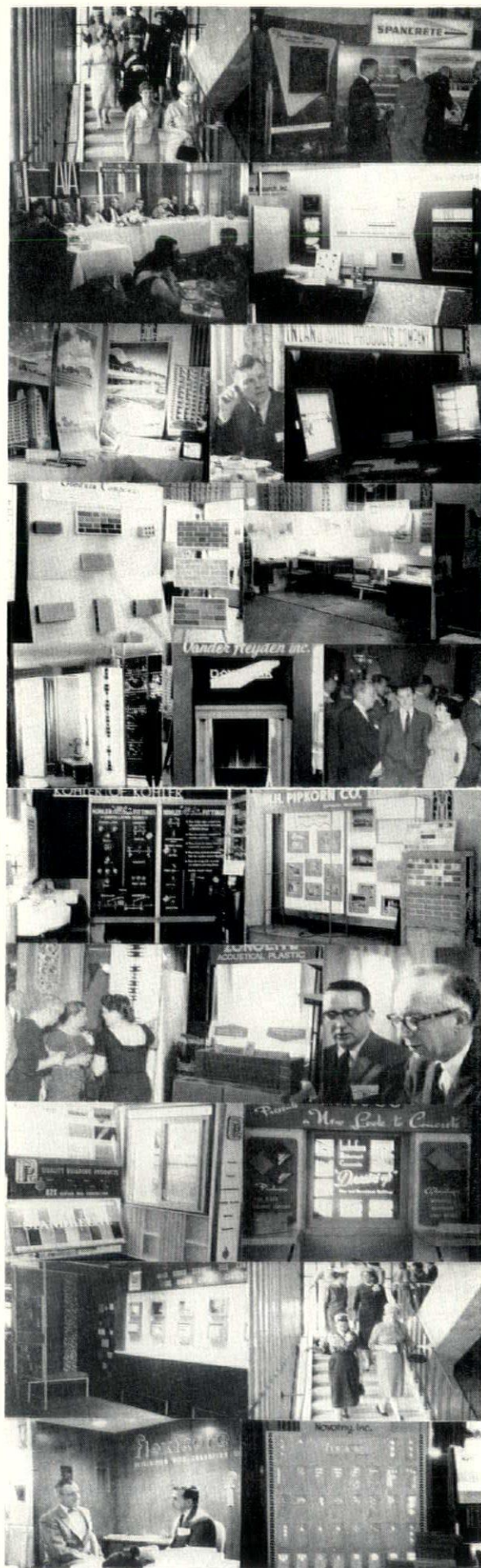
Two highlights of the convention were the display of entries and winners in the Honor Awards competition and a small but highly intriguing exhibit of local art work. The latter, without doubt, did much to set the theme of the convention well in advance of the seminars.

At the Annual Meeting of the Chapter held during the convention, the amendment of three by-laws, committee reports, and the approval of an assessment constituted the major items of business. Thirty-six members attended the opening session of the convention and quickly voted to amend the by-laws regarding qualifications for Associate and Junior Associate membership as recommended by the Chapter Affairs Committee. They also approved a clarification of Article 7, Section 6(a), to correct an omission of a sentence.

Reports were heard from five committee chairmen, outlining the progress of their committees during 1959. Herbert Grassold announced the recommendations of the Public Relations committee of which he was chairman and following discussion, the membership unanimously voted to authorize the public relations committee to pursue a program not to exceed the funds available through a special assessment from each firm not to exceed \$10 per production employee and such voluntary contributions as are received.

The Distaff Side added a festive note so often absent in previous architect conventions in Wisconsin. The first morning of the convention found a large number of the ladies at the Reception desk waiting for the promised trip to Mayfair Shopping Center. The delighted hostesses, members of the recently formed Women's Architectural League of the Milwaukee Division, escorted fifty ladies to lunch at Marshall Field and Company. The Milwaukee Gas Light Company offices in Mayfair provided their lovely guest room for a meeting place and the Mayfair Corporation Public Relations Department presented the ladies with VIP ribbons before conducting a tour through the shopping center complete with views of the electronic control area and boiler rooms. Expectant grandmother Mrs. Roland Kurtz left the shopping center early only to appear at the Annual Banquet the following night, still expectant, with her daughter-in-law, Mrs. Kenneth Kurtz, in careful proximity. Dede Meyer rushed back from Florida without complaint to join the WAL hostesses and was heard to make only one plaintive suggestion that future winter conventions of the Wisconsin architects be held in Florida. (Editor's note: Apologies to the Wisconsin Chamber of Commerce.) Mrs. Sheldon Segel enjoyed opening her Marshall Field and Company charge account—opened as a result of a prior agreement with Mr. Sheldon Segel that she not buy anything!

Even after a hilarious evening at the Show-Boat party at the Tuckaway Country Club, the ladies appeared for the Sister Thomasita panel discussion Wednesday morning. At the Memorial Center,



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headly from her previous experience with mass boiler rooms, Ruth Grellinger asked Jack Russell if his tour included those nether regions. She was assured that "if you've seen one boiler room you've seen them all." Frannie Lee gave an instructive tour of the excellent show in the Art Center and the ladies welcomed the soft chairs in the Members Room at the Art Center where they had tea and pettifores provided by the Wisconsin Architect.

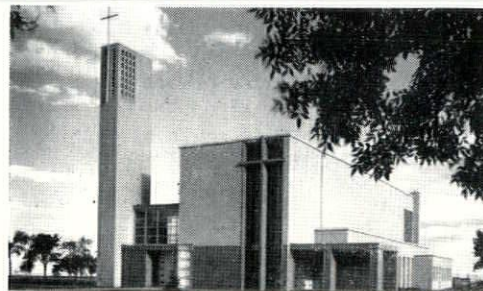
Still navigating, they were back in force for the cocktail party and the Annual Banquet. Julie Sandstedt's amazed comment at dinner makes a fairly accurate summary of the activities: "And to think ten years ago I was the only woman at the convention and I had to sit in the hall and wait for the men to come out of the meetings!"

At the Annual Banquet new North Central States Regional Director Harold J. Spitznagel commented upon his table companion Karel Yasko, comparing the latter's resonant and high decibel voice and smoking habits to a four alarm fire in a sewage disposal plant. Main speaker Charles Luckman defended Karel vigorously (protesting too much?).

Pursuing its policy of presenting the facts, the WISCONSIN ARCHITECT wishes to report the results of its investigation of these accusations. First regarding the smoking habits: The tobacco in question is a secret mixture which informants reveal is composed of dried shredded Kentucky corn and sassafrass burley number 5; The receptacle, an authentic well marinated plioestecene artifact which is reputedly being sought by a current TV commercial series whose key line reads "They Said It

(Continued on page 12)

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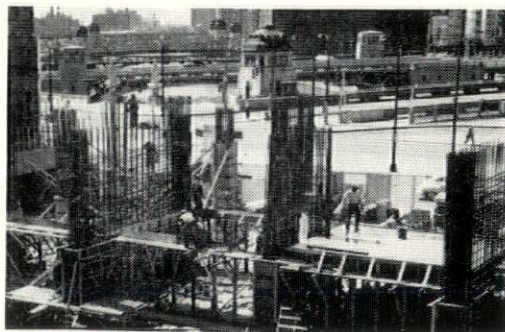
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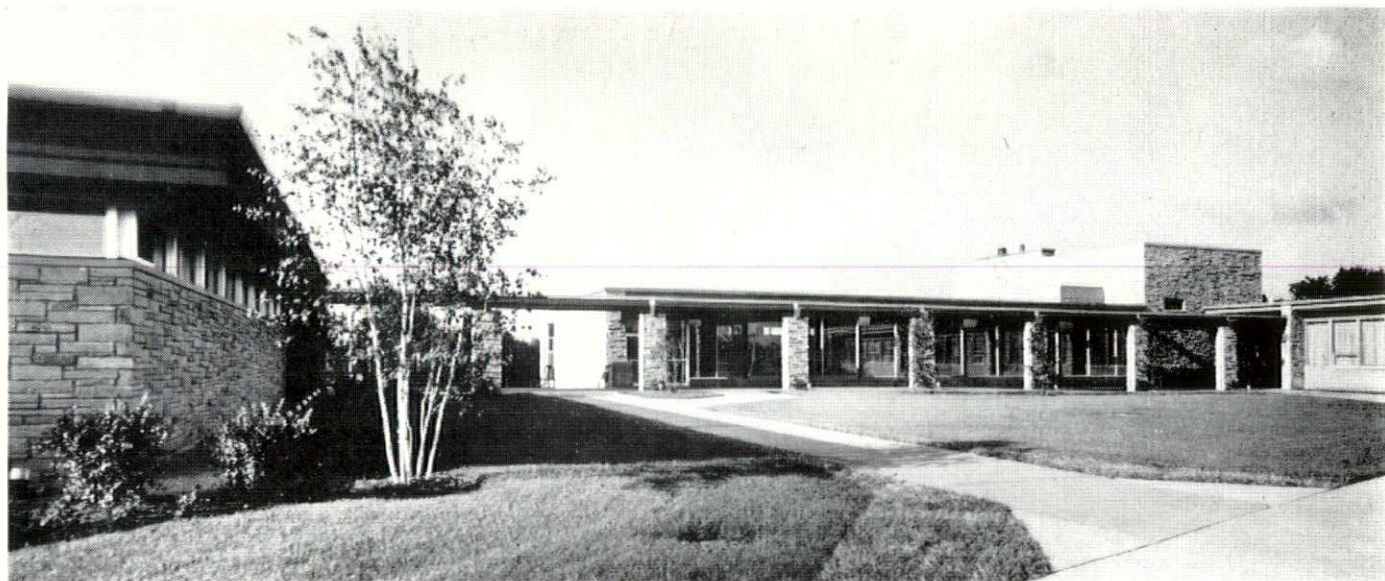


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(Continued from page 6)

Couldn't Be Done." One additional fact comes to light—that the tobacco is stored in a hummingbird's-nest-shaped rubber pouch cunningly fabricated of perfectly matched Wausau innertubes.

Now as to the volume of sound: our investigation showed this portion of Mr. Spitznagel's accusation to be **TOTALLY** WITHOUT basis in fact.

Exhibitors in Action . . . Carl Roesser trying to cover the gold nude provided by the Schroeder air duct with one of the handsome Portland Cement blow-ups . . . Joe Novotny gallantly carrying equipment for a lady photographer . . . Chuck Downs providing a running commentary in the wake of same photographer . . . the boys in the back room, the Radford Company and Superior Electric worrying for fear they'd not be found but with true sales enterprise solving the problem with lights and signs—maybe even mirrors! . . . Ruth and Lou Forrer on the trail in the Case of the Missing Elegant Ash Tray and Desk Pad from their elegant booth . . . Tom Cantwell manning the Mosaic Tile booth for what may be his last time here because of his recent promotion . . . Boyd Nelson adjusting with aplomb to his last minute display substituted when the Inland exhibit failed to arrive from Kansas City . . . Rollie Child generously providing overnight storage space for Wisconsin Architect supplies . . . Ver Halen's Orley Brown

good-naturedly rueful because booth reservations were snapped up so rapidly . . . The Flexicore representatives providing the traditional charm, but we regret missing George Harker's special brand of same . . . Rollie Thompson in the reception area demonstrating he's a Brick (Inc.) as predicted . . . Bud Steinman, an old hand with a new glove, arriving brisk and dapper for the Spancrete booth . . . Pipkorn's Art Meyer fending off bulb-snatchers and providing a colorful display—night and day . . . Gerald Ryan on hand in his photogenic Kohler booth with its many contrasts . . . Gagnon Clay Products providing the Wisconsin Architect editor with a ball point pen (badly needed) and a rain hat (fortunately not needed during the convention) . . . no viewers falling in the optical illusion cleverly created with mirrors in the unusual Vander Heyden booth . . . Bernard Olson for Mason City accepting kudos for the colorful four page center spread in the February Wisconsin Architect . . . the Western Mineral Products salesman rescuing the undrinkable glass of display water from thirsty customers . . . The Milsco boys, new exhibitors, but no novices, making new friends . . . The Steinman Lumber exhibit tempting the builders of half-finished displays . . . architects' wives adjusting their hats in the shiny glass in the Pittsburgh booth . . . All in all, more booths, more attractive displays than ever before . . . The booths, an essential adjunct to any architects' convention, but the salesmen and their usual good humor—absolutely indispensable!



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Milwaukee Journal photo.

President's Report

Wisconsin Chapter, AIA, President Joseph H. Flad made the following report to the Annual Meeting of Wisconsin architects March 3.

In reviewing the past year's activities, there is no doubt that the pace of activities has increased. Membership, through a drive conducted by Nat Sample and his membership committee, rose to an all-time high and had a net increase of 10% over 1957. This does not include transfers to other chapters, resignations or terminations for non-payment of dues. We now have 188 corporate members and a grand membership total of 379. By comparison, in 1955, just four years ago, our corporate membership numbered 143, and total membership was 295. This is an increase of 28% in four years. We hope the next four years will be as fruitful.

But membership figures alone do not reflect the increased vivacity of chapter activities.

The Board of Directors had 90% attendance at its monthly meetings which have grown to all-day sessions. Three members had perfect attendance at the twelve meetings the past year. Four members missed only one meeting. Board members have given unselfishly of their time and should be commended for their constancy. During the past year 276 items of business have been considered. While some were readily disposed of, many involved several hours' consideration.

Demands on the chapter office, too, have increased. During the past three months alone, on a supposedly part-time basis, the office has received and placed 627 phone calls,

received 66 visitors, and dispensed 4,063 pieces of mail. The postage item in the 1959 budget is \$475; this does not include the cost of mailing the WISCONSIN ARCHITECT.

The Chapter office is settled at its new Capitol Drive address. The building is designed by Abe Tannenbaum, one of our members. Although the quarters are not large enough for the Board meetings, they are available for committee meetings. The office and building are a credit as an AIA headquarters and visitors have no difficulty locating the office as they did in former sites.

Public relations expenditures tripled over those of 1957. Included in this category were sponsorship of a Wisconsin Chapter booth at the School Administrators Conference in January, advertisements in the Building & Construction Trades yearbook and the Wisconsin Catholic Teachers convention program, slides and AIA documents for the AGC convention, Honor Award expenses, and printed material for further establishment of an architectural school in Wisconsin. Also included was an expenditure for a chapter public relations survey. A further discussion of this will follow in a committee report. Included in the 1959 budget is the backdrop which you see here. It is extremely functional and will be available for meetings and exhibits throughout the state.

Under the public relations efforts must be mentioned two self-sustaining enterprises established by the chapter—the use of the gummed labels to identify all photographs and renderings submitted to newspapers,

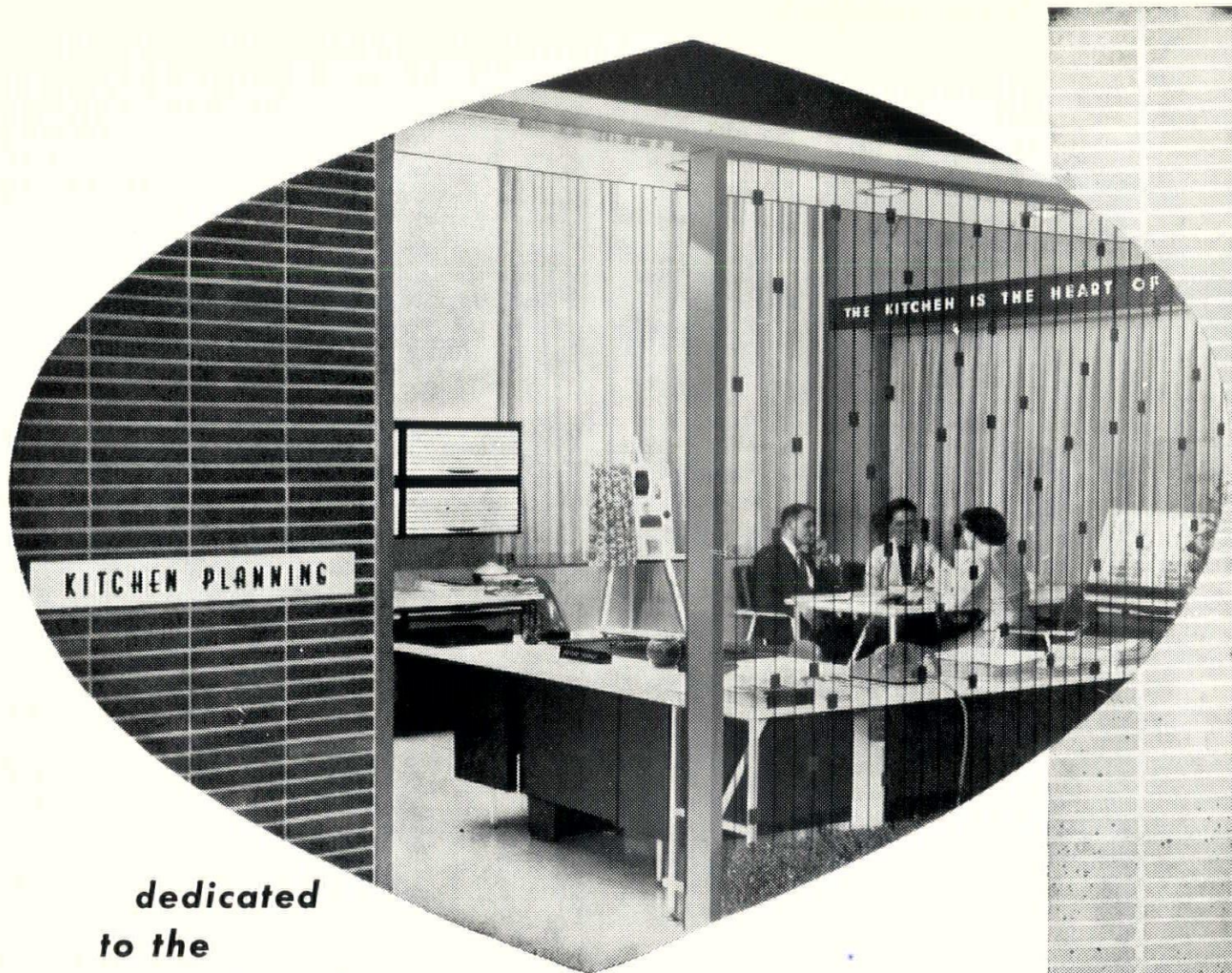
and the rubber stamps to be used in stamping plans for the Industrial Commission. Any member who is not making use of these tools, should order them; the cost is negligible and the rewards immense.

The Architect-In-Training program initiated by the Institute this past year, has been effected by the Education committee of our chapter. Five young men have used the counseling service.

At the invitation of our Board, the 1959 Regional Conference will be held in Milwaukee in September with Karel Yasko as chairman. It will present the chapter with opportunity for additional income and assist publicizing the architect within the state.

A large step in the right public relations direction was taken when the Board approved distributing to those requesting them, lists of AIA members who are willing to do residential work. Now the Chapter office need not incur the irritation of persons, who, after being referred to "any AIA member" find that the majority of offices will not accept residential commissions. Following the success of this list, a second for remodeling work, was created. You might like to know that the chapter office receives at least one inquiry a week asking for architects who have done schools, churches, clinics, or some other specific type of construction. In these cases, a list of all corporate members is sent to the inquirer with a copy of the fee booklet, "Why, Where, When, How You Retain an Architect."

(Continued on page 16)



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(President . . . from page 14)

Through the efforts of Roger Kirchoff, arrangements have been made for the Chapter to present Registration certificates to men who are newly-registered. Ordinarily this will be done at meetings in the respective divisions in which the men reside. This is an enormously important accomplishment. As an introduction to this procedure, the first thirty-four men to receive these awards will have them presented at the noon luncheon tomorrow.

Gerrit DeGelleke, upon his retirement after many years on the Registration Board, was honored at the September Board of Directors luncheon meeting. Accompanying newspaper stories resulted. Edmund Lewandowski has been nominated by the chapter for the AIA Fine Arts Medal and the name of one member of our chapter has been submitted for Fellowship nomination.

The Chapter cooperated for the first time with the Wisconsin Council of Churches in sponsoring a day-long conference on church architecture. Six members participated in seminars and the AIA film, "A Place to Worship" was shown. Arrangements for the inclusion of the Wisconsin chapter in this conference were made by Art Waterman, who was then a member of only a few weeks.

Also, for the first time, an architectural exhibit of esquisses was shown at the Wisconsin Arts Foundation annual meeting in Milwaukee.

Seven alleged charges of unethical conduct were investigated by the Board. One resulted in the termination of membership of a corporate member for unethical conduct. Three corporate memberships were denied after thorough investigation.

While other committee reports will be given by the chairman of the respective committees, particular mention, I feel, should be made of the untiring efforts of the Education and Legislative committees. These and other committees whose reports have been mailed to you or have been or will be published in the WISCONSIN ARCHITECT have given literally hundreds of hours in pursuit of their respective objectives, in behalf not only of our Chapter, but for the entire architectural profession. As you can see from this retrospect, the progress accomplished this past year has been made up of individuals, constituting a whole. And that is why we ask that if you

have not already indicated your willingness to serve on a state committee, you leave your name at the registration desk and specify the particular committee in which you are most interested. We need every man and his talents; much work must be done to increase the professional standing of the architects. Each committee will accomplish a little toward this goal.

Planned for 1959 are a number of projects: a revision and the physical improvement of the fee booklet; (this will make it more valuable than ever and should encourage wider use of it by all members); updating of the WISCONSIN ARCHITECT, an endeavor which began two months ago; a six-week architectural show co-sponsored by the Milwaukee Division Exhibition committee and the Milwaukee Art Center at the War Memorial Center and its possible tour of the state.

Before closing my report, I should like to suggest a few additional objectives for next year: 1. Retention of the same nucleus of members on the committees which have projects "in the works." This would include the Legislative, Membership, Education and Home Building Industry committees. 2. Continuation of the efforts of the membership committee to increase all phases of Chapter membership, and particularly, to interest those registered men who have not yet affiliated with the Chapter to do so.

I have enjoyed working with a most cooperative Board of Directors. I would like to thank them publicly for their time, efforts and interest "beyond the call of duty."

Yasko to Attend Teaching Seminar

The fourth annual seminar on the Teaching of Architecture will be held this year at Grindstone Lake, near Hayward, Wisconsin, from June 7 to 19. Previous seminars have been held in Cambridge, Massachusetts, in 1956, as a joint MIT-

Harvard program; the second at Aspen in 1957; and last year in Nantucket.



The seminars are a direct fulfillment of Recommendation 17 in "The Architect at Mid-Century", the now famous AIA survey published in 1950. Karel Yasko, AIA, Wausau, who is a member of the Facility and Arrangements sub-committee of R-17, will attend the seminar.

Conducted by a joint committee headed by Harold Bush-Brown, Dean Emeritus of Georgia Tech, the seminars draw teachers and prospective teachers of architecture from schools throughout the U. S. and Canada. Panels of distinguished teachers and architects contribute their services, while financial support comes from the AIA Scholarship Fund, architectural foundations and private architects.

Enrollment in the two week conference is largely through partial scholarships granted by the committee. Other enrollees are accepted on recommendation of the Committee after proposal by the dean of an architectural school. Approximately 40 participants are accepted.

Since these seminars are considered excellent training grounds, a weather eye is alerted for prospective teachers among younger members of the profession. Members of the Wisconsin Chapter are requested to submit the names of such young men for the committee's consideration. They should be directed to the Chapter Education Committee through the office of the Chapter's Executive Secretary.

Karel Yasko, also was a member of the A.I.A. Committee on Research which conducted a three day conference on Architectural Research at the University of Michigan, Ann Arbor, for the AIA with a grant from the National Science Foundation. The meeting brought together forty scientists and architects "to determine the relationships of the physical, biological and social sciences in the problems of optimum created environment for human activities."

Original papers were presented to the conference by Dr. Albert H. Hastorf, Dept. of Psychology, Dartmouth College; Prof. Myle J. Holley, Dept. of Civil Engineering, MIT; Dr. Donal L. Foley, Dept. of City Plan-
(Continued on page 17)

(Continued from page 16)

ning, U. of California; Herbert H. Swinburne, AIA, Philadelphia; Dr. M. Allen Pond, U. S. Dept. of Health, Education and Welfare, and Prof. Burnham Kelly, Dept. of City Planning, MIT.

Yasko, who heads a sub-committee on color research, served as secretary to a discussion group which presented a paper on "Environmental Health, Structures and Psychology."

The architect and his position in society, his needs and desires received close scrutiny from the scientists.

Findings and recommendations of the conference will be published in the "AIA Journal" at a later date.

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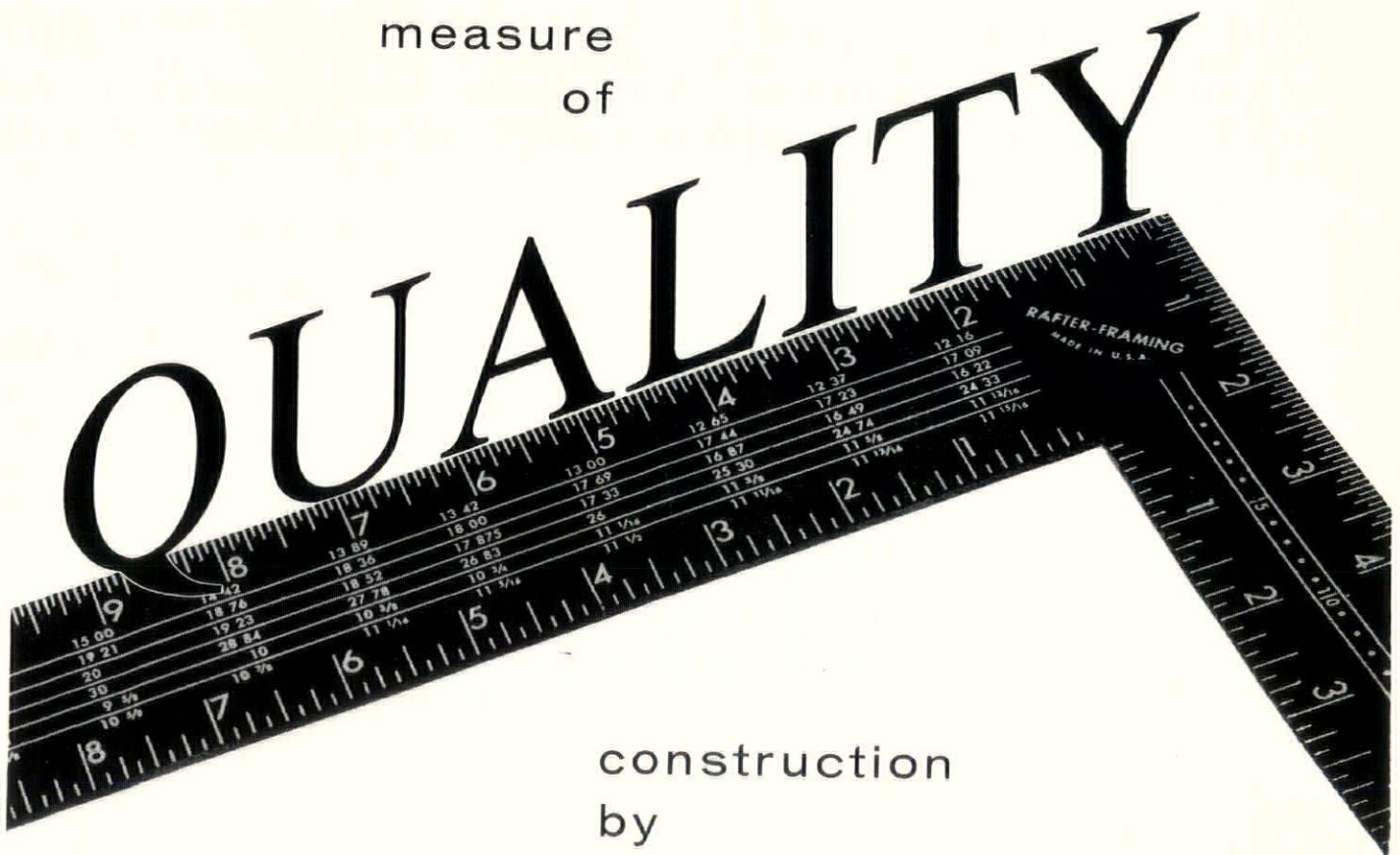
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(Chapter notes . . . from page 3)

● BLUE CROSS AND BLUE SHIELD coverage for those members enrolled under the Wisconsin Chapter AIA's group plan has been renewed at the same rate through December 1, 1959.

● MAY 16, 1959, is a date to mark on your calendar. The Women's Architectural League of the Milwaukee Division is making elaborate plans for a "Night in Ancient Rome" dinner party at the Pfister Hotel, according to Thallis Drake, "God of the Goods." All architects and their wives are urged to watch for further news.

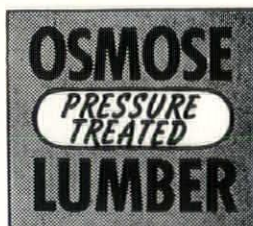
● EDGAR H. BERNERS, AIA, member of the Board of Directors of the National Council of Architectural Registration Boards, reported that James Henry Sadler of Charleston, West Virginia, has been appointed Executive Director of the N.C.A.R.B. The office of the N.C.A.R.B. will remain in Oklahoma City.

● ARTHUR O. REDDEMANN, AIA, has been appointed to the Milwaukee Code Commission for a second term of five years.

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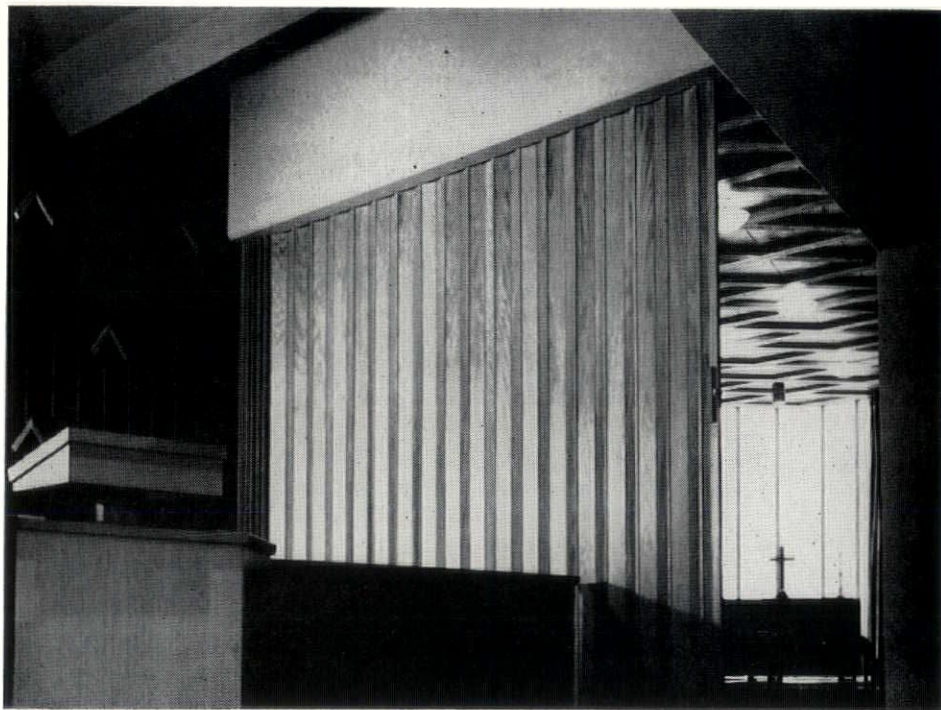
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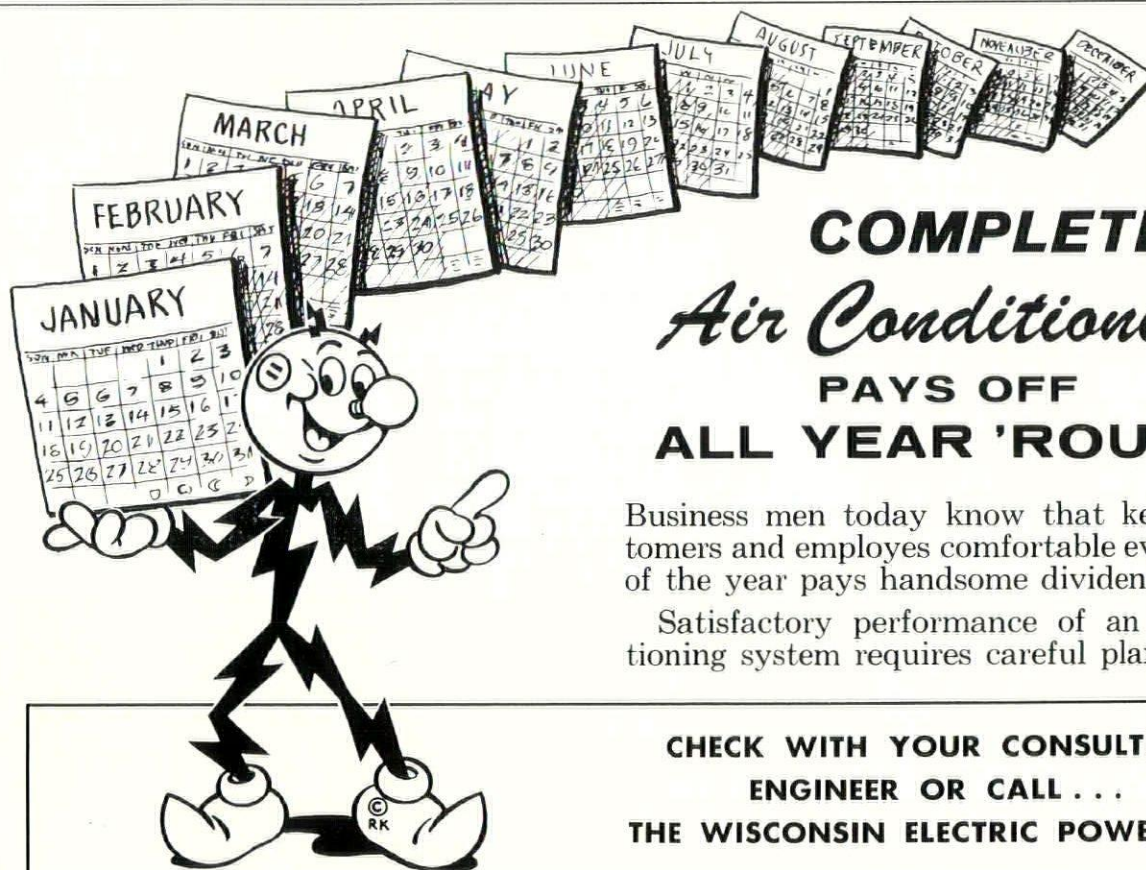
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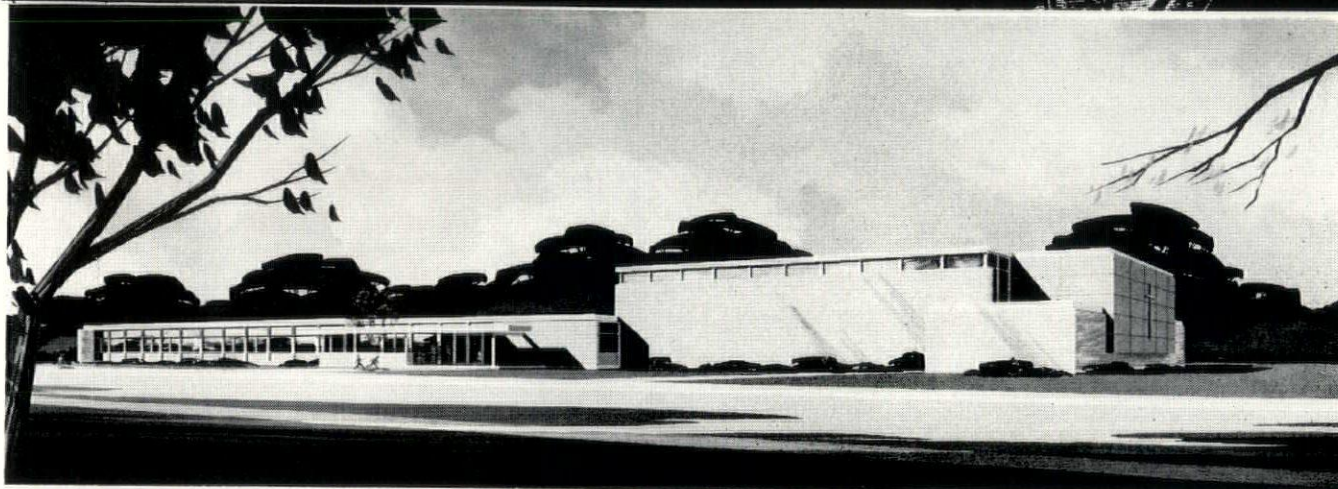
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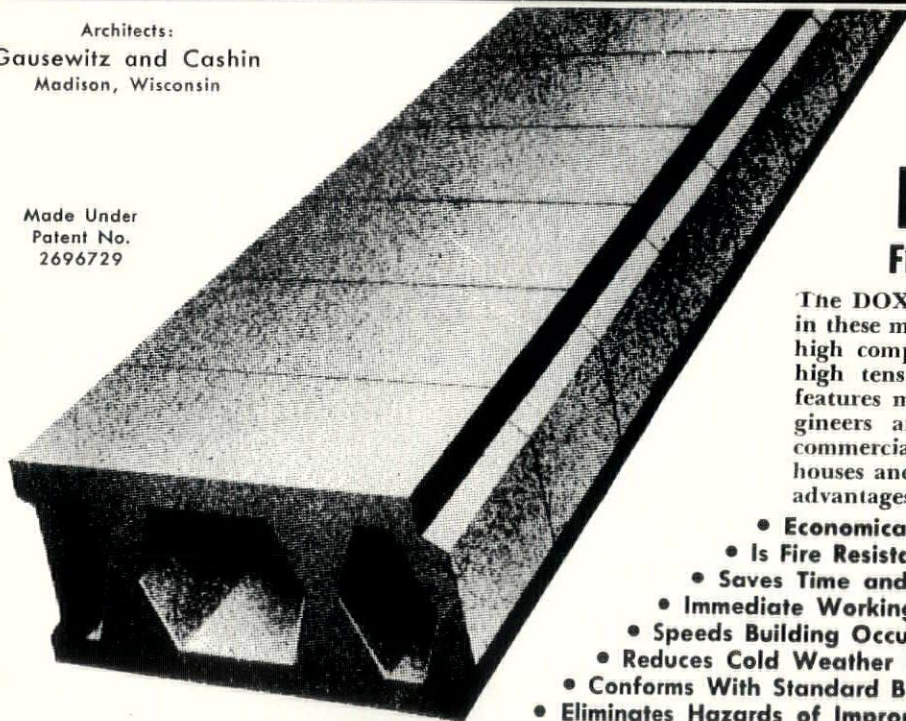
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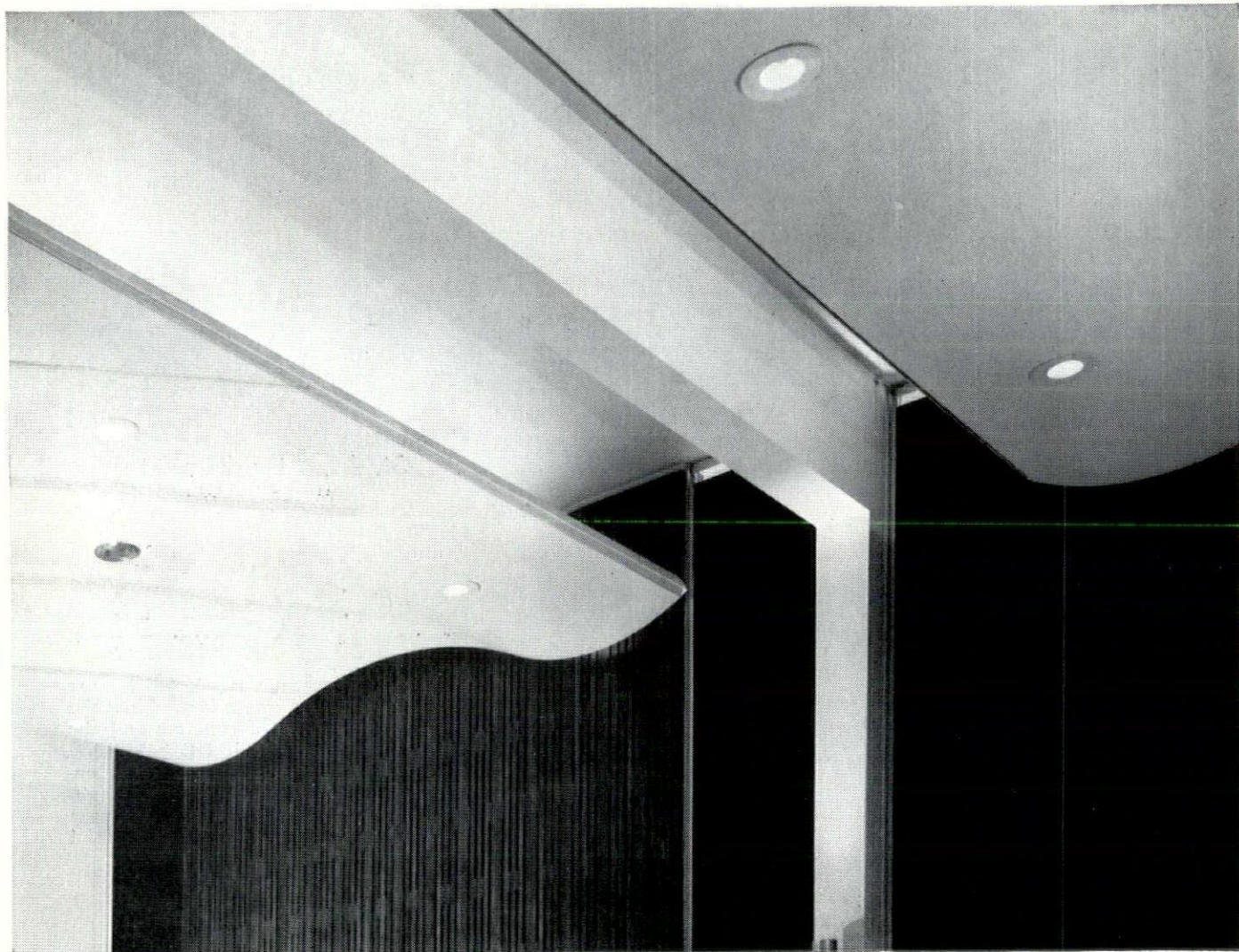
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