

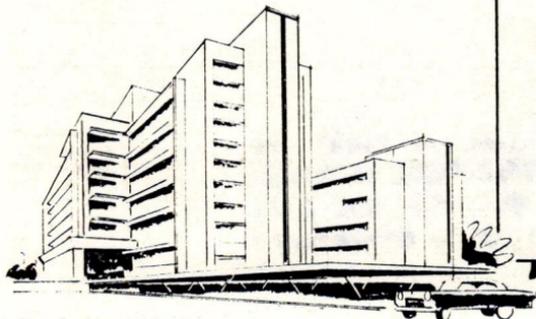
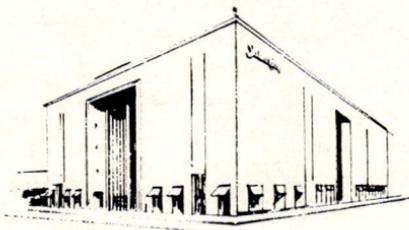
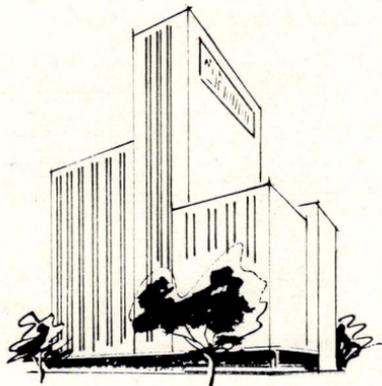
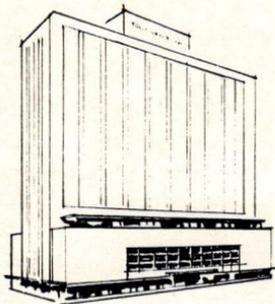
GEP

TEXAS ARCHITECT

OFFICIAL PUBLICATION OF THE TEXAS SOCIETY OF ARCHITECTS

STATE HEADQUARTERS FOR TSA
WHAT IS A CHURCH BUILDING?
PLANNING FOR TSA CONVENTION
CONSTRUCTION BOOM CONTINUES

**AUGUST
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INSIDE THE TEXAS ARCHITECT

| | |
|-----------------------------|----|
| State Headquarters For TSA | 3 |
| What Is A Church Building | 4 |
| Construction Boom Continues | 7 |
| New Products | 9 |
| Plans for TSA Convention | 12 |

THE TEXAS ARCHITECT

VOLUME 5 AUGUST, 1954 NUMBER 4

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CALENDAR OF EVENTS

November 3-5—15th annual convention, TSA at Fort Worth.

February 7-11—UHAS symposium at University of Houston.



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STATE HEADQUARTERS FOR TSA

With the opening of state headquarters in the Perry-Brooks Building in Austin on July 15, the Texas Society of Architects enters into another phase of increased service to the people of Texas and to the architectural profession.

After many months of preparation, John G. Flowers, Jr., executive director of TSA, is now established in the new offices in the state capital. He and Mrs. Flowers and their two young sons are preparing to build a new home in Austin, after six months at temporary TSA offices in Houston during which they maintained their home in suburban Bellaire.

This step is a vital one in developing the Texas Society of Architects as one of the outstanding professional groups in Texas and the U. S. The rapid growth of TSA, both in membership and in the scope of its activities in the public interest, has been extremely rapid since 1949, and particularly during the past two years. Now, with a permanent headquarters centrally located to serve the 12 TSA chapters, statewide expansion can continue on an even more solid basis.

Operating from the new headquarters, Mr. Flowers and the officials and staff of TSA plan to increase the scope of statewide programs by maintaining much closer contact with the Chapters. From Austin, it will be possible to reach any part of the state in a relatively short time, and to expand present relationships with state, county, and local officials; with other professional groups; and with the many segments of the public TSA works with.

From the new Austin headquarters, TSA will be able to increase its educational and public relations activities, which center upon making the functions of architecture better known, and of increasing service to, the general public. The state capital is also a logical center from which TSA may work with various state officials, bureaus, departments, and agencies.

Perhaps more than anything, the new state headquarters offers a permanent operating base for TSA programs and activities which had increasingly needed a stable base. It was with this headquarters in mind that Mr. Flowers was named to the newly-created post of executive director last January.

It is fitting that TSA returns to Austin for this latest phase in its developing history as a well-known professional group, for it was at Austin in June, 1939, that the Society was formed by 85 charter members who have seen TSA increase its membership ten-fold in the intervening 15 years.

WHAT IS A CHURCH BUILDING?

By J. W. Caldwell, Architectural Consultant
Department of Direct Missions, Baptist Executive Board
Dallas, Texas

Last year the Southern Baptist Convention spent one hundred and twenty-nine millions of dollars for church buildings. Certainly Texas, as we lead the Southland in practically every other phase, also leads in this matter of church building. Millions of dollars, perhaps twenty million, this year will



J. W. Caldwell

be spent on church buildings in Texas alone by the Baptists. More than 19 million was spent in 1953 just by those churches cooperating with the Baptist General Convention of Texas.

May we ask ourselves: "Are these buildings the type of buildings that we need?" Let us think this matter through. What is a building? What should it be, to be the type of building that will mean we are getting all we can for our money? What type should it be to do all that it could do for our Lord?

A building as we look upon it, should make us want to serve and to worship our Lord, but not the building. We worship a living God—Our buildings are not objects of worship. Neither is a building just an object of beauty for us to point to with pride. This does not fill the proper function of a church building—though it should be an object of beauty and one that we could be proud of. It needs to be far more than this.

Memorials To Christ

Nor is a building a memorial or a monument—though it may be built by someone to commemorate the love they had for some individual. We build buildings as a memorial to our Lord Jesus Christ, to serve Him and to point to Him alone.

I think our Baptist people as a whole are not planning buildings for the building's sake, but we are planning buildings that can be of service, buildings that can do a certain job, buildings for a definite purpose. We are not thinking so much about the building itself as we are thinking about the task the Lord has given our churches to do.

Like a tool, a building can be a good one or a bad one. It can be suited to the task, help marvelously in doing the work at hand. It can also be so poorly planned that no matter what it looks like it can hinder the work we want done. A building to be conducive to acts of worship should be a building in which people can see the speaker, hear every word without straining, and can participate in the worship service without distraction and in comfort. **Buildings should be designed to help people worship and to find the Lord.**

Everyone Included In Planning

It is our desire and our aim and our task to give to each child, to its mother, to its father, to its older brothers and sisters, to its neighbors, yes to everyone within our reach the Gospel of Jesus Christ. A building can be planned to do this job, or it can be planned in such a way that this job is difficult to do. In our planning we want to include everyone.

If we are going to teach effectively we need to learn anew each day that people are taught best when they are taught in small groups. We should make our groups and our classes small enough so that people can have individual attention. To do this a building needs to be planned with enough classrooms, enough departments, enough space to put a large group of workers to work in teaching the Gospel of Christ.

Buildings are not only tools that aid us in worship and in Bible study, but buildings can be tools to aid us in developing a well-rounded Christian life. Our buildings can be tools to aid us in developing people as many hours of the week as possible.

Build For Additional Multitudes

After we have the Bible, the Holy Spirit, and our hearts touched with longing and compassion for the lost, we need some material things to aid us. We need enough space in our building to make it possible for us to enlarge our program. When we build let's not plan just for the people we now have. Let's build for that unreached multitude out there, just as many of them as we can! and then go out to bring them in to hear the Word of God. We must enlarge our organization so that we can go out and reach these additional multitudes.

The thing that is important in this world is the eternal soul of the individual. As we plan our buildings let us remember the most important thing: those people whom we wish to reach and for whom Christ died. Certainly this concept will lead us to plan larger and give accordingly. It will lead us to plan better than we have planned before. It will lead us to be dissatisfied with what we have done, for what we have done has not won as it should. It will lead us to be interested in doing something besides maintaining just the status quo.

No Empty Buildings

This new concept will do another thing for us. It will lead us to determine what our program is before we draw any plans for a building. It will not lead us to build a building and then try to fit our people into the building as some have done.

You may ask: What will this do to my church? What will this do to my congregation? It will lead us to remember the youngest as well as the oldest, and everyone in between. It will do another thing—it will guarantee that "My house shall be filled." I know of church buildings in our land that are beautiful but almost empty. However, we have no empty buildings where we find the three essentials for building a great church: First, the preaching of the plain Gospel by a man whose heart is on fire. Second, a real program of visitation, enlistment, and teaching; and third, a building built to carry out this program. The people are here if we plan for them, if we plan earnestly, devotedly, prayerfully for them and build for them.

TSA State Headquarters Now Open At Austin In Perry-Brooks Building

TSA has opened a state headquarters office in the Perry-Brooks Building, Austin, under the direction of John G. Flowers, Jr. Mr. Flowers, executive director of TSA, has been maintaining temporary offices at 1200 Bissonnet in Houston.

Please make it a point to drop by the new office on your next trip to Austin. All mail formerly addressed to Mr. Flowers at 1200 Bissonnet in Houston should now be sent direct to him at the Perry-Brooks Building, Austin.

UH Symposium Slated Next February 7-11

Internationally-known architects are included in the group of practitioners who will be presented in a five-day symposium next February 7-11 at the University of Houston.

Sponsored by the University of Houston Architectural Society, student chapter of TSA-AIA, the winter program will be built around a series of afternoon seminars, evening lectures, and informal receptions. Present plans are to hold the symposium sessions in the lounge of Oberholzer Hall, at the University of Houston, where the audience may surround the participants in arena theatre style during the discussions.

List of Participants

Participants will be chosen, according to Howard Barnstone, TSA-AIA, of Houston, from among the following arch-

itects: Pietro Belluschi, Marcel Breuer, Corbusier, Bruce Goff, Walter Gropius, Finn Juhl, Ludwig Mies van der Rohe, Lewis Mumford, George Nelson, Enrico Peressutti, Alfred Roth, Paul Rudolph, and Hugh Stubbins, Jr.

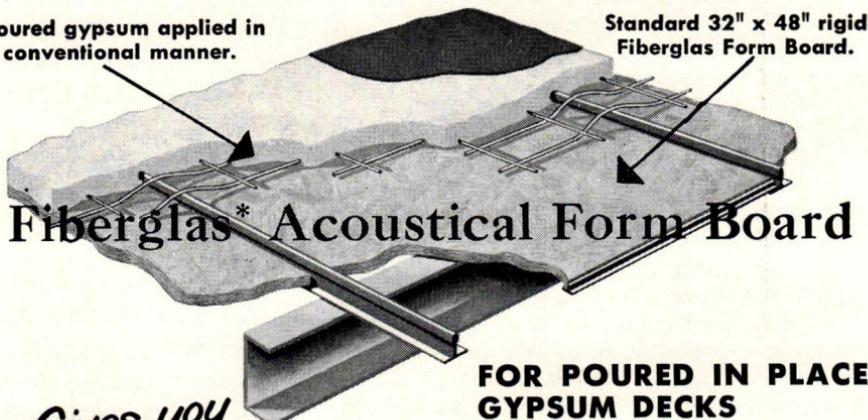
It is planned to have Douglas Haskell, editor and chairman of ARCHITECTURAL FORUM, as moderator, with Philip Johnson of New Canaan, Conn. as alternate moderator during the symposium.

Advance season tickets to the symposium are now being sold by the University of Houston Architectural Society, at \$10 per person.

Inquiries concerning tickets should be addressed to the University of Houston Architectural Society, University of Houston, Houston 4, Texas.

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REPORT ON TWA:

For the past two months, we have been attempting to run an overall report on TAW activities in the Newsletter, because we feel that it is of interest to every Chapter and to every member. But because of important last-minute news, we have been until now finding enough room for the report. It follows:

TO: Donald S. Nelson, state chairman for Texas Architects' Week, 1954

FROM: Patrick J. Micholson

SUBJECT: Overall report on Texas Architects' Week, 1954

Although there were delays in organizing the statewide observance of TAW, particularly in some Chapters which either failed to appoint a TAW chairman or to begin upon a definite program at the appointed time, the results were generally the best by far in the three years that the event has been staged.

I attribute success to these factors: (1) normal growth and development of interest; (2) tie-in with the centennial of Texas public schools; (3) energetic action by several Chapters which had well-organized TAW and/or public relations committees and; (4) trips to various Chapters by President Edwin W. Carroll, Louis F. Southerland, John Flowers, Albert S. Goleman, Harold Calhoun, Donald S. Nelson and myself, during which TAW activity was stimulated.

Following is a summary of some of the principal TAW activities by Chapters, as reported:

BRAZOS: Proclamations by Mayor G. E. Adams of Bryan and Mayor Ernest Langford of College Station. Pictorial exhibit contrasting schools of 1880 and 1953.

CENTRAL TEXAS: No information received to date.

COASTAL BEND: No information received to date.

DALLAS CHAPTER: An elaborate program built around the selection of a veteran Dallas school teacher to be honored by the Chapter had to be withdrawn because of certain policy objections. The observance was then concentrated in a television program.

EL PASO: The El Paso program featured a banquet at the Hilton Hotel honoring school administrators from the area. Principal speaker was A. H. Hughey, retired former superintendent of the El Paso public school system. The film "Schools For Learning", made at Texas A & M, was shown. Later, this film was shown on a television program which included a question and answer panel composed of Edwin W. Carroll, TSA president; and Dr. Mortimer Brown, El Paso superintendent of schools. A special article on the pioneer architectural firm of Trost & Trost was run in the El Paso newspapers, to emphasize the important role that the role this firm and architecture in general has played in the development of El Paso and surrounding area. Three separate exhibits were held: a showing of the work of Chapter members, "Texas Architecture--1953", and the Featherlite Student Exhibition; the first two at the Hilton Hotel and the latter at Texas Western College. The local public relations firm of Mott & Reid was retained to publicize Texas Architects' Week activities.

FORT WORTH: At a craftsmanship award dinner, a painter, James Davidson, was honored. J. P. Moore, superintendent of Fort Worth public schools spoke on the significance of architecture, public education, craftsmanship, and their interrelationships. The dinner was well publicized.

HOUSTON: Proclamation by Mayor Roy Hofheinz. Downtown exhibits. Special television program presented in con-

junction with Houston Independent School District, and emphasizing the important role of the architect in schools, TSA and AIA, and the long preparation necessary for the practice of architecture. Special school exhibit at Contemporary Arts Association Museum. Tour of modern homes. An exhibition at the Prudential Building showing step by step the detailed work of the architect on a school job, the dilemma Houston is in because of its extremely rapid growth and constantly increasing school population, school models, and similar material. During the exhibition, a panel composed of architects and school administrators discussed this so-called "Growth Riddle". A 17-minute sound film was made of the panel. This has been shown over the University of Houston television station, and is now available to the other Chapters. Selection and honoring of an outstanding school architect by the Chapter. A dinner at which Bert E. Harlow, a stone mason, was honored as an outstanding craftsman. The state commissioner of education, Dr. J. W. Edgar, was the principal speaker. Additional radio and television coverage.

The Houston program resulted in more than 20 separate newspaper articles, nine pictures, some of them as large as five columns, and an excellent editorial in the Houston CHRONICLE. This was the most productive of all the 1954 TAW programs in terms of public notice. A newly-formed Ladies' Auxiliary was very active and very helpful, and secured a considerable amount of publicity themselves.

LOWER RIO GRANDE VALLEY: A teacher, a college professor, a school board member, and a superintendent of schools appeared with Warren Suter on a discussion program over KGBT-TV (Harlingen) which was so successful that it was allowed to run 10 minutes past the 15 minutes originally allotted. At Brownsville, Alexander Woolridge used the unusual device of exhibiting photographs of Thomas Jefferson's architectural work, unidentified, in downtown exhibits. After a
(cont'd page 3)

CONVENTION PLANS MOVING AHEAD RAPIDLY:

Much of the July 9 board of directors meeting at Fort Worth was taken up with discussions of the November 3-5 convention, of which John W. Flowers is state chairman and Preston M. Geren, Jr. convention chairman.

There is every indication of a record-breaking meeting in every sense of the word: attendance, program, exhibits, and statewide interest.

Members should note that all but a limited amount of exhibit space, which is being handled this year by TSA under the direction of John Flowers, is already gone. You are urged to put any prospective exhibitors in touch with Mr. Flowers immediately at 301 Perry-Brooks Building, Austin.

OTHER BOARD ACTION:

Among other principal business at the Fort Worth meeting was a report of the AIA convention delegates and a special report by John Flowers, who combined attendance at the Boston convention with a 6000-mile trip across the U. S. to stimulate national advertising for the TEXAS ARCHITECT. Among committee reports were those by Murrell Bennett, architectural practice; Stayton Nunn, school buildings; Preston Geren, Texas Construction Council; Harry Payne, insurance; Louis Southerland, legislative; Harold Calhoun, public relations; John Floore, convention; Donald S. Nelson, Texas Architects' Week; and Herbert Tatum, by-laws.

A very important development, being investigated by Mr. Southerland in connection with Carl Hardin, Jr., legal counsel, concerns changes in the registration act. TSA policy will be to seek strengthening of the act for the

good of the general public and the profession. A more detailed report on this will be made at the Fort Worth convention.

New business included a discussion of "Texas Architecture '54" at the State Fair, and the degree of TSA participation.

Among those in attendance in addition to TSA-AIA and TSA committee chairmen, were convention committee members from the Fort Worth Chapter, headed by Mr. Floore and Preston Geren, Jr., President Edwin W. Carroll, first vice-president Grayson Gill; second vice-president R. Max Brooks; John Flowers, and directors including Bob Woltz, Arthur Fehr, Edward L. Wilson, Macon Carder, Ernest Langford, Arch Swank, Jr., and David S. Castle.

COMMUNITY ACTIVITY SURVEY

The public relations committee has approved a community relations survey, to be kept confidential within TSA, which should determine the degree to which individual members and Chapters are participating in community affairs. Present plans are to distribute the survey, in the form of explanatory material and a questionnaire, through the Chapter public relations chairmen, about August 15. Questionnaires are to be returned to Pat. Nicholson, public relations counsel P. O. Box 20014, Houston 23, for tabulation.

115 DEGREES AT 9:30 A. M.:

John Flowers swears this one is true: Traveling in the Southeast, he got up quite early in Alabama and drove 75 miles to an appointment with a prospective TA advertiser. It had been stifling-hot all night, and the morning seemed unusually sultry, but he wasn't expecting what he found at a filling station where he stopped to check directions. In a window was a clock, showing 9:30 a.m., and a thermometer, showing 115 degrees. John has a picture to prove
(cont'd Page 8)

week, the exhibits were identified as being by our third president.

PANHANDLE: In Amarillo, proclamation by Mayor S. T. Curtis with newspaper photograph. Exhibits in downtown windows of current school work. A panel discussion of KFDA-TV (Amarillo) featuring the current school expansion program. The president of the Amarillo Board of Education and two architects participated. Other television coverage.

In Lubbock, a downtown exhibit of current school work, and a special Chapter meeting attended by educators and school board members from Amarillo and Lubbock. After the meeting a discussion was held on the problems of school expansion and the possibility of effecting economy through design.

SAN ANTONIO: Endowment of an architectural section in the city library. Special section in the San Antonio EXPRESS. A formal awards dinner at which a craftsman award was presented to the Southwest Research Institute and to Hardy Black; an award as outstanding civic group through whose efforts the architectural profession has been advanced, to the San Antonio Conservation Society; and an award for past architectural achievement, to Atlee B. Ayres. The dinner was attended by prominent city, county, and state officials. The inauguration of a planning and research program for the development of the city. Showing of the film "Thomas Jefferson The Architect" over television.

The San Antonio program resulted in quite considerable amount of publicity, including what is probably the finest editorial on the profession ever to appear in a newspaper (see editorial in May, 1954 TEXAS ARCHITECT for excerpts from this).

(turn page)

SOUTHEAST TEXAS: A formal dinner which had A. D. Moore, Beaumont member of the Texas board of education, as speaker. Mr. Moore pointed out that architects are often instrumental in enabling local school districts to obtain the funds they need for school expansion, by pointing out the need for additional classrooms. He also praised the profession for its contributions to education and for cooperation with school administrators.

WEST TEXAS: In San Angelo, signing of proclamation by mayor. Exhibition of a replica of Monticello designed by Royal Dana. Special luncheon meeting emphasizing school architecture. A considerable amount of newspaper and radio publicity was obtained.

STATEWIDE BASIS:

On a statewide basis, the TSA public relations committee, through chairman Harold Calhoun, distributed 100,000 TAW stamps, 500 bus cards which could also be used in window exhibits and for similar uses, and 2000 small tent cards. These were made up from a design by Robert W. Maurice of the Houston Chapter, and proved to be most effective.

The TAW program continues to attract national attention, and we have at present urgent requests for an overall report and/or separate articles on it for the F. W. Dodge Corporation, Walter Megronigle of Ketchum, Inc., the Public Relations Journal, and several architectural publications.

RECOMMENDATIONS:

At this time, I would make two major recommendations for 1955: (1) set up a system whereby the incoming TAW chairmen in the Chapters are appointed and actually meet with the state chairman, at the 1954 convention (2) work earlier and harder.

(turn page)

SUMMARY:

In summary, TAW is now a well-established medium for bringing ethical attention to the profession. With planning and work, it can bring increasing dividends to TSA and to every member of the Society.

Patrick J. Nicholson
Public Relations consultant to TSA

(Cont'd from Page 5)

it, made on the spot. He didn't go back to see what the thermometer reached later in the day, either.

NEW STATE OFFICE

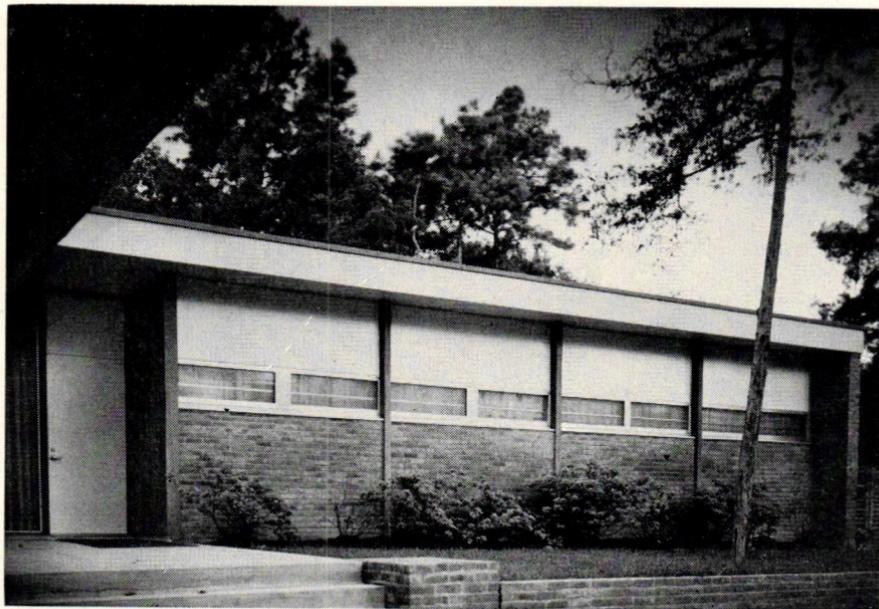
TSA takes a real step forward with the opening of permanent state headquarters offices at 801 Perry-Brooks Building, Austin, as is noted in the editorial in this issue of the TA. Come by and get acquainted with the new location.

THE VERTICAL ORGANIZATION OF COMMITTEES

The new committee structure of the Institute is in its second and probably most critical year. Whether use will be made of the vast potential for bringing the needs and ideas from the chapters through the region to the national body, or whether it will be passed by is the question.

There is danger that the membership will not utilize this opportunity to make itself heard. If it doesn't the idea fails.

Chapter committees should forward their ideas on every phase of their work through the regional committee and on to the National body. The vertical organization should not be permitted to become a whipping boy that will excuse the national body from sampling local opinion before taking action.



Residence of Mr. and Mrs. M. G. Rosenthal

The design of the residence of Mr. and Mrs. M. G. Rosenthal, in Houston, won an Award of Merit for the Houston architectural firm of Bolton & Barnstone, TSA-AIA, in "Texas Architecture—1953", a statewide competition sponsored by TSA and the Dallas Chapter in cooperation with the Dallas Museum of Fine Arts.

CONSTRUCTION BOOM CONTINUES

The surprising 1954 construction boom continues across the nation, and has apparently played a major part in sparking business recovery and allaying fears of a widespread recession.

It is now estimated that new construction will probably reach \$26.4 billions in 1954, a figure some three billions greater than 1952. Of this total, there will probably be about 1.1 million non-farm houses built, and perhaps even closer to the all-time peak of 1.4 million in 1950 home starts.

Commercial building continues at a very high rate because of the continued high level of investment in new facilities. Office buildings are being built throughout Texas, particularly in the large cities

of Houston and Dallas, at a rate considerably above the national average in this category. Schools, churches, hospitals, and other public buildings are also going up rapidly, as the nation tries to catch up with a population that is increasing as much as 50,000 per week across the nation, and Texas cities set new records for building permits.

The reason for the boom, economists believe, is in (1) constantly expanding population (2) a rising gross national product which may top 358 billions this year, about 10 billion over 1952 and (3) personal income, now estimated to be headed for 284 billion, or 13 billion more than two years ago.



The design for the First Unitarian Church in Houston won an award of Merit for Houston architect Thomas Greacen, II, TSA-AIA, in "Texas Architecture—1953", a statewide competition sponsored by TSA and the Dallas Chapter in cooperation with the Dallas Museum of Fine Arts.

IT'S HERE TODAY AND HERE TOMORROW

THAT'S WHY

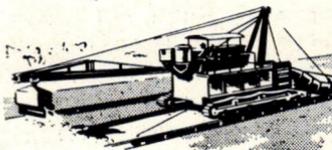
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NEW ORLEANS

New Products

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Veni-Flex, a new woven wood slat folding door, is being manufactured by the Consolidated Venetian Blind Company, 2401 Nicholson Street, Houston 8. Veni-Flex may be used for between-room doors, closet closures, office or room dividers, folding partitions, or similar uses.

The Synkoloid Company, 1745 Record Crossing Road, Dallas 19, is now making Prime 'N Fill, a new product which primes, fills, and surfaces building blocks in one operation. Applied to a dry wall, it is ready for painting eight hours after application.

The Iron Fireman Manufacturing Company, Cleveland 11, Ohio, is now distributing nationally its new SelecTemp

heating system, which provides a thermostat in each room and continuous circulation of filtered warm air. The three different units provided are 6,000, 12,000 and 18,000 BTU per hour capacity.

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With Our Advertisers

Barry F. Fehlman, Jr. heads the new field engineering office for the Clay Products Association of the Southwest, in Fort Worth. The office is at 3400 Kingsbury Avenue, and will serve the Fort Worth and West Texas areas.

The Daron Corporation, 1622 Austin, Houston, has been appointed state distributors for Gelvatex, a vinyl emulsion paint.

Claude M. Cockrell has been appointed general manager of the Tyler Specialty Company, Tyler, a subsidiary of the Tyler Pipe & Foundry Company.

M. H. Waterman has been named to the new position of sales manager for W. L. Macatee & Sons, Houston building materials firm.

Ralph B. Cushman, Jr., of Houston, formerly general manager for Concho Concrete Corporation, San Angelo, is now Gulf Coast area representative for the Featherlite Corporation.

National Firms Lauded For Products Literature At Boston AIA Convention

Pittsburgh Plate Glass Company, Armstrong Cork Company, and the National Concrete Masonry Association were awarded certificates of exceptional merit in the 1954 building products literature competition sponsored jointly by the American Institute of Architects and the Producers' Council. The awards were presented at the Boston AIA convention.

Certificates of merit in the same competition went to Owens-Corning Fiberglass and to the Truscon Steel Division of Republic Steel Corporation, makers of Truscon metal windows and doors.

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Planning Well Ahead For November 3-5 Fort Worth Convention

Planning for the 15th annual TSA convention at the Texas Hotel in Fort Worth is well along following a board of directors meeting in Fort Worth at which arrangements for the convention occupied a major part of the agenda. The convention opens November 3 and runs through November 5.

Heavy advance demand for exhibition space for the convention, expected to attract a record registration, indicates the statewide interest in the event. Exhibitors are urged to contact John G. Flowers, Jr., TSA executive director, at 801 Perry-Brooks Building, Austin, for reservations. Well-located space is still available but only about 25% of the total area remained unreserved on August 1.

Arrangements are in charge of John Floore, TSA-AIA, and Preston Geren, Jr., TSA-AIA, both of Fort Worth.

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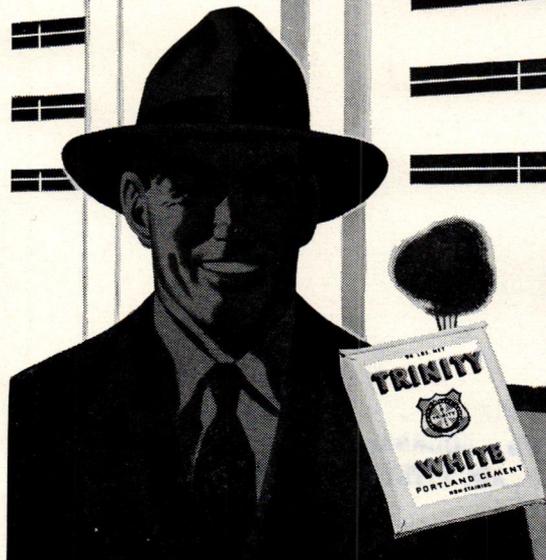
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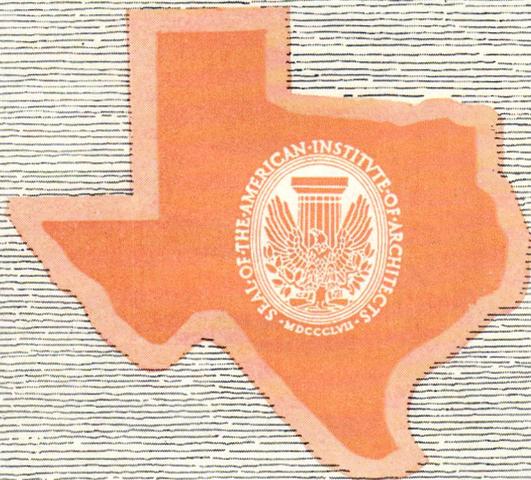
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