

# LOUISIANA ARCHITECT

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OF  
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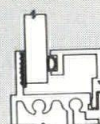


OFFICIAL PUBLICATION OF THE LOUISIANA ARCHITECTS ASSOCIATION

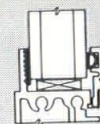




# AMBASSADOR **300** HORIZONTAL ROLLING WINDOW

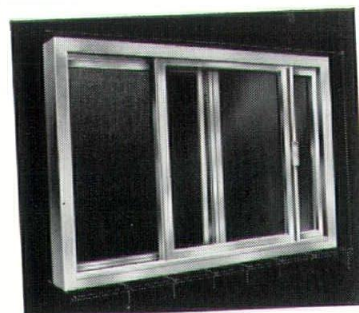


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The Ambassador 300 can be furnished factory glazed or field glazed. Designed for use with DSB, 3/16, 7/32, 1/4, 1/2 or 5/8" insulating glass. If field glazed, both the vents and fixed lites are glazed from the interior, eliminating costly staging. For detailed information, specifications or product presentation, write our Sales Engineering Division today.



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# NO. 4

## precast balconies

a.i.a. file: 4-a

Prepared as a service to architects by Portland Cement Association

Clip along dotted line

**Precasting simplifies design and construction of balconies.** Five towers, each with 24 floors of apartments, are included in the huge James Whitcomb Riley Center in Indianapolis, Indiana. Each apartment (studio, one- or two-bedroom) will have its own sun terrace.

The architectural firm, Perkins and Will, suggested precast concrete balconies as an alternate to cast-in-place balconies. The principal benefits they expect from precasting on this project are:

1. Rapid forming of the main structure.
2. Reduction of dead load by casting balconies in lightweight concrete. (Structural frame is conventional-weight concrete.)
3. Quality control in the casting yard assures durability for the exposed concrete balcony components.

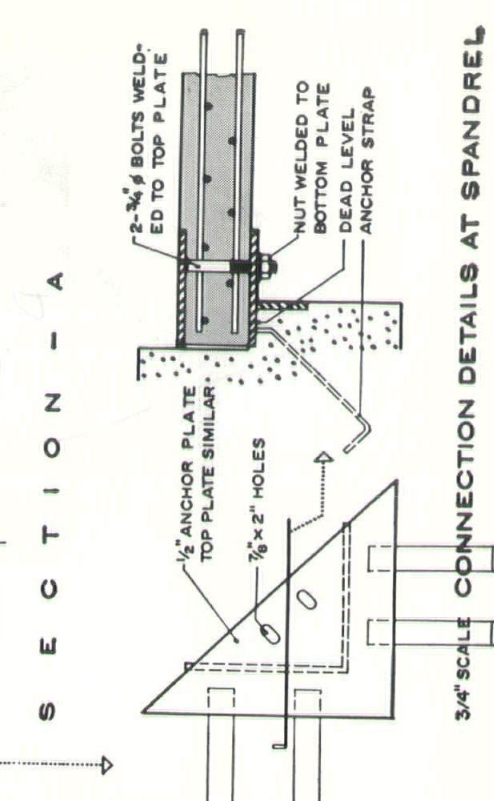
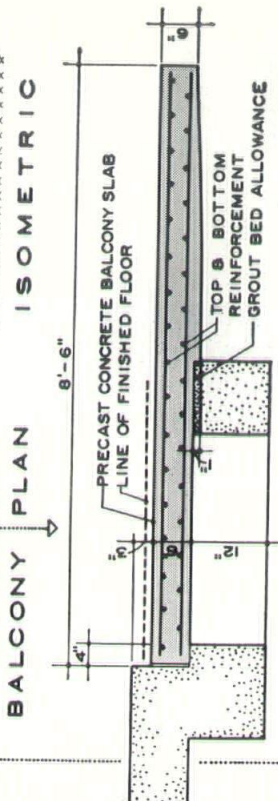
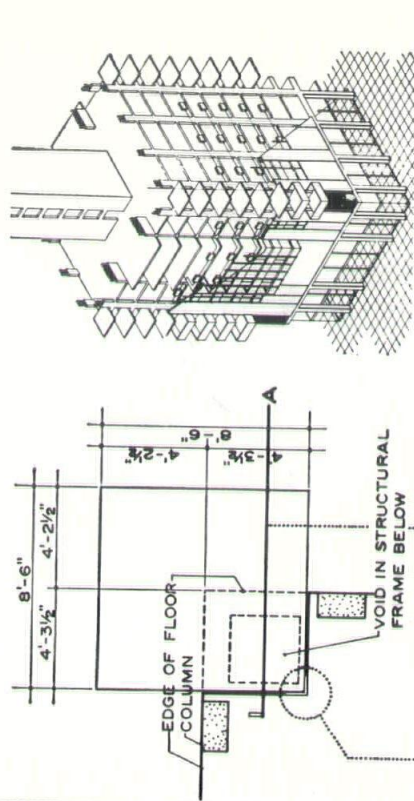
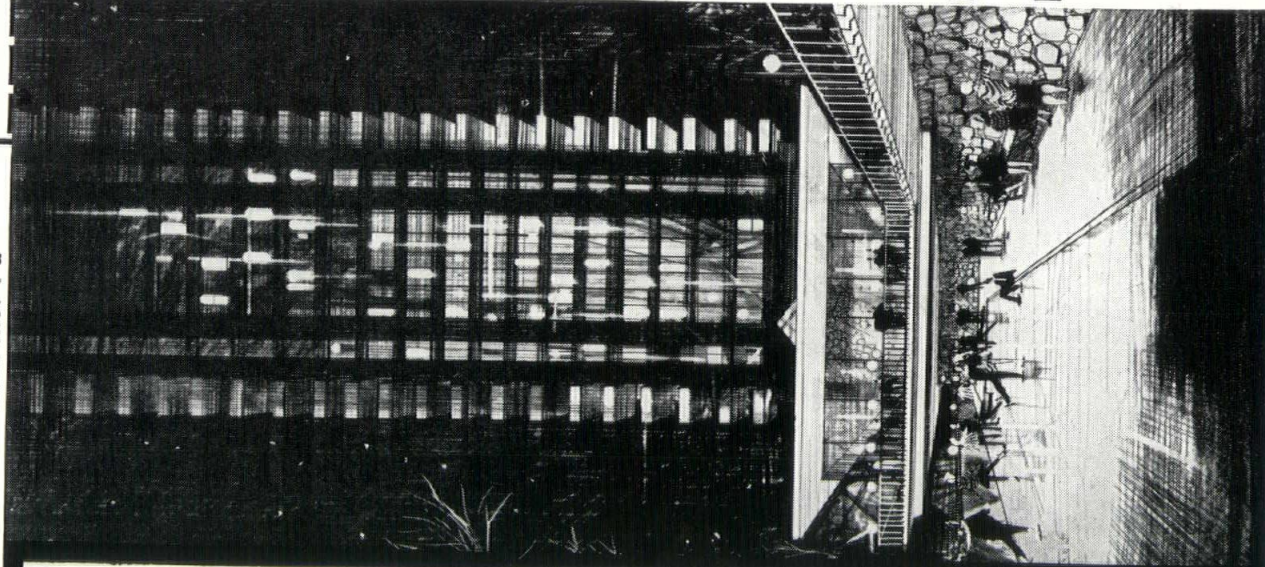
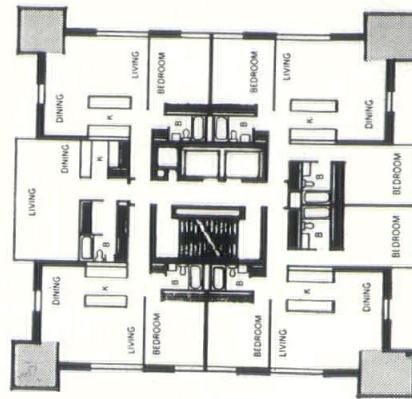
Installation and connection details are shown at right.

### PORTLAND CEMENT ASSOCIATION

611 Gravier Street, New Orleans 12, Louisiana

*A national organization to improve and extend the uses of concrete*

*Architects: Perkins and Will, Chicago, Illinois*



3/4" SCALE CONNECTION DETAILS AT SPANDREL



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LEAVING THE ERROR ERA?

by myron tassin

Newton N. Minow's 'vast wasteland' would be less barren were there more television programs like CAMERA 9, an ambitious, weekly half-hour venture on Channel 9 in Baton Rouge. The show seeks to review varied factors which have contributed to or resulted from South Louisiana's unique culture.

One Sunday, less than a month ago, the subject under consideration was 'South Louisiana Architecture'—a review of circumstances and influences responsible for the distinct native breed of architecture which has propagated in the Southern part of the State.

The Baton Rouge AIA Chapter was saddled with the responsibility for planning and executing the program. Much time and effort went into its makings. To project an image deserving of the profession became the goal.

Compared to the usual public service servings, it was a 'heckuva' success—the station switchboard was swamped with calls at the conclusion of the program—a representative of the State Library called at the station on the very next morning to express interest in obtaining a copy of the film for the Louisiana Room—the Shreveport Chapter is working to arrange for a showing on a local station—Channel 9, WAFB-TV, is trying to reschedule another showing during the evening hours this month. A lot of coverage for a relatively small effort.

The New Orleans Chapter has had good response to a weekly spot on a regular program. The Shreveport Chapter receives excellent coverage for its well rounded program.

No doubt about it . . . the Chapters are becoming public relations (not merely publicity) conscious. Increased activity in the vital field of communications could do much to dispel the flagrant misconceptions, the notorious miscomprehensions about the profession. Inform! Inform! Inform! Herein is the real challenge.

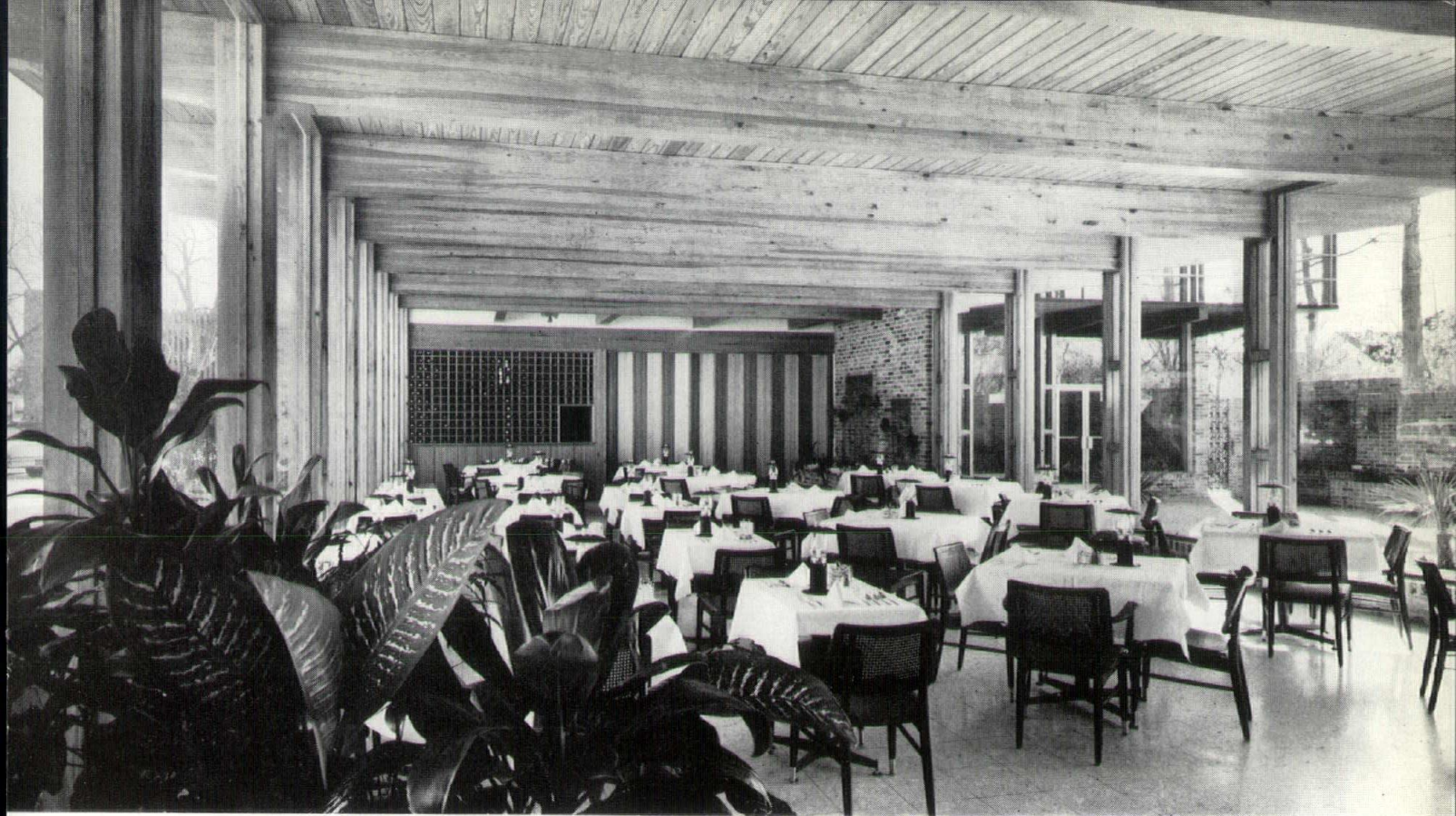
What a pleasant development if architects, who yesterday completely ignored mass media, would tomorrow cultivate a rich sod of information in the vast wasteland of misinformation. The talent is there!

COVER HINTS—Communications, Architects, Tobacco Store Indian.

IN THIS ISSUE

Leaving the Error Era	4
Medical Plaza	6
Galloping Poll	8
To Do or Not to Do	9
News, Notes, Quotes	17





*Camillo's Restaurant and Office Building. Paul J. Mouton, Architect*

## WOOD GIVES CAMILLO'S RESTAURANT AND OFFICE BUILDING BEAUTY AND WARMTH . . .

. . . plus economy and efficiency of construction!

66

**L**aminated wood members and wood decking in the new Camillo's Restaurant and Office Building in New Orleans formed an ideal combination for this building where a highly efficient structure was desired together with presenting a cordial dining atmosphere," said Paul J. Mouton, Architect. "The laminated beams and columns form a very functional rigid frame while presenting a simple, clean-cut structure of warmth and beauty.

"The economy of the structure is reflected in the use of solid wood decking which provides the finish ceiling in the restaurant and the walking surface for the offices above, eliminating the need for separate flooring on the second story and the need of hanging a ceiling below."

*This modern new building in New Orleans illustrates throughout how any commercial structure you plan, with wood can create a better place for business. Its wonderful workability — in beams, siding, paneling, or flooring — lets you achieve greater economy . . . but never at the expense of quality.*

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## MEDICAL PLAZA

CURTIS & DAVIS and  
Associated Architects  
and Engineers

### The Problem

To design a medical office building with ample parking in a congested hospital area in New Orleans. The owners and architect both desired a building in keeping with the feeling of the Garden District, one of the fine old residential areas of the city, but at the same time required office rental area of 50,000 square feet and parking for over 200 cars.

### The Site:

A lot measuring 250' x 302' with frontage on three streets. While the neighborhood is essentially residential, the site is located directly across from one of the city's large hospitals, making the site particularly desirable as the location of a medical office building. A serious shortage of off-street parking in the vicinity was a major reason for including a commercial parking garage in the project.

### The Solution:

The building is located on a square of property of great value. A group of large old brick buildings on the site was demolished to make way for the new building. It was the desire of the owners and the architect to design a completely modern building, but at the same time to preserve in the design the residential character of the Garden District. This factor eliminated the possibility of a multi-storied building. To maintain proper scale with neighboring buildings, the parking level is submerged half a story, or about five feet, into the ground. The entire site will be excavated and used for parking for over 200 cars. The office or plaza level is located above the parking level about five feet above the ground. This one-storied office level is projected about four feet from the parking level below to give the appearance of one large single-storied building, thus minimizing the appearance of the parking level below.



# Award of Merit



A • I • A

GULF STATES REGION  
1963 CONFERENCE

The plaza level can be reached from the sidewalk by wide, gently sloping steps, or by a pedestrian ramp. It can be reached from the parking level below by two conveniently located elevators, or by stairs.

A patient visiting a doctor in the Medical Plaza is able to park his car in the semi-basement, ride an elevator up one story, then walk a few steps to the doctor's office, all completely protected from the weather.

The entire plaza level has been designed as a series of office buildings grouped around beautifully landscaped patios, typical of New Orleans. Each suite will have a private entrance from one of these luxuriantly planted courtyards, all of which are connected to the sidewalks, elevators and stairs by covered walks.

To make a one-storied building on a valuable piece of property economically feasible, it was necessary to keep costs to a minimum, while still maintaining the Garden District charm. To accomplish this, a structural frame of precast concrete was used for both the parking and plaza levels in conjunction with poured-in-place concrete floor slab and retaining walls in the parking level. After a detailed investigation of building frame costs, this precast frame was found to be the most advantageous.

Exterior materials were chosen to blend with the neighboring residences. The two basic exterior wall materials are brick (which is being re-used from the demolished buildings on the site) and cypress shutters. While these materials are in complete harmony with other buildings in the surrounding area, they are used in unique panels to achieve a clean contemporary design.

Individual doctor's suites are custom designed by the architect from the entrance door to the most minute interior detail to achieve a uniformity of design throughout the entire project.





## GALLOPING POLL...

Do you read *Louisiana Architect* magazine? Yes, 20; No, none; Carefully, 16; Casually, 4.

Check your favorite articles; Projects, 12; Legal News, 11; Editorials, 11; Features, 12; News, Notes, Quotes, 6. (Some people checked more than one.

Do you read the advertisements? Yes, 18; No, 2. If your answer is yes, check your preference: Non-technical, 5; Technical, 10. No answer, 4; Both, 1.

Did you notice the full-color presentation of projects in the last three issues? Yes, 17; No, 3. If your answer is yes, do you think these should be continued even though the cost may be considerably higher than one- or two-color presentations? Yes, 13; No, 5. No answer, 2.

If I were editor, I would "turn it into a 'girly' magazine," was one of the farther-out comments contributed in response to the questionnaire inserted in the June issue of this publication. Basically, answers and remarks concerning the magazine were very constructive. As the above comment would indicate, some were light and humorous, but the survey was not intended to be a scientific Madison Avenue motivational research project anyway.

The first 20 returns seemed to be surprisingly representative of the total circulation. Ten of the cards came from LAA members; six from out-of-state architects, (*Louisiana Architect* is circulated throughout the Gulf States Region); two from manufacturers, and one each from an architectural student and a reporter (the daily newspapers across the state are included in the circulation).

The question—"If you were editor, what would you do to improve the publication?" brought these diverse comments. OPELOUSAS ARCHITECT: "More pictures of particular jobs under construction and architectural renderings."

SHREVEPORT ARCHITECT: "More large photos of Louisiana buildings—not necessarily brand new ones but interesting ones—show us student work—maybe a column or feature on students and their work as a regular feature—get away from shiny, slick paper—use more color." JACKSON, MISSISSIPPI ARCHITECT: "More about local buildings, showing

cost, area, materials." MATERIALS REPRESENTATIVE: "More of a build-up on Louisiana products—show the architects what Louisiana has to offer them and their clients." . . . A union of close thinking between practicing architects and students could be aided very well by LAA magazine," came from an LSU STUDENT. HOUSTON, TEXAS ARCHITECT: "More general information about Louisiana Architects and Louisiana Architects Association." MONROE REPORTER AND POLITICAL ANALYST: "Run a column with personals about members, projects, programs, upcoming events." MONTGOMERY ARCHITECT: "Have no more covers like the June issue. How silly can a professional journal get? I like your publication. Hope it continues to grow." SHREVEPORT ARCHITECT: "Include more good articles from other state and regional publications." Another SHREVEPORT ARCHITECT: "Give information on latest projects of architects, including photographs, plans and cost data. The article by Dee Glueck in this issue was very interesting. Would like to see more like this."

A NEW ORLEANS ARCHITECT said to improve the publication he would "suspend publication." He continued, "Most of the important communications to the profession within the state could be better handled by a newsletter type of bulletin. As far as the advertisements are concerned, the same stuff appears in the national publications. So why duplicate what

is done better on a national level? Everybody is house organ crazy." (Ed.: We have a newsletter. This house organ is vital to the LAA body in terms of monthly revenue.)

BATON ROUGE ARCHITECT: "I would attempt to raise the general level of the content of the publication, subordinate my fear of controversial statements, challenge the architects rather than reinforce their present feelings of professional and social lethargy, assume an editorial posture rather than a pose, publish more work by Louisiana practitioners, reduce gossip to zero, pose questions and ask for answers, charge a SMALL SUBSCRIPTION FEE, solicit articles both theoretical and those with practical application, consider the problems of architects as urban designers and planners, get some good libel insurance." (Ed.: We would need it.)

We mustn't forget these whipped cream toppings: "Keep up the good work." "Your technical articles usually are most interesting to those of us who are not architects. . . . don't know if you're interested in hearing from us 'material men,' but I find your publication most interesting." (Ed.: We are.) "I like the use of a few good articles and editorials which allow careful examination in a short time." "No criticism. Is outstanding job. If funds available, would enlarge and in so doing try to give more first-class photo feature coverage to architect's completed work plus pictorial news of work in preliminary state."

One man not included in the first 20 responses, A BIRMINGHAM ARCHITECT, wanted to be hired to design covers for a few months. (Mr. Shaeffer, who plans to get his architectural license some day, is not hired to do the covers. He donates his time. Other contributions will be considered.)

THANKS to all who took time out to answer the query. We assure you that your opinions will be given careful consideration. If you haven't responded yet, it's not too late.



# TO DO OR NOT TO DO ?

By Joseph H. Baynard, C.L.U.  
LAA Group Ins. Agent of Record

This is the question and one which you will have to decide after weighing the pros and cons and "the ifs, ands and buts" of the "Self-Employed Individual Tax Retirement Act of 1962" (HR-10).

In the November issue of *Louisiana Architect* Alvin Rubin advises that if you were to provide a retirement plan you can derive advantages from incorporating. You will find most authorities in agreement with this advice because of the advantages and disadvantages outlined in Mr. Rubin's article.

But suppose you don't want to incorporate, can you use HR-10? The answer is "yes," you can use it in several forms. Perhaps the simplest way is to provide benefits through life insurance policies.

You can employ life insurance policies in either of two ways:  
(1) A Fully Insured Plan under which all benefits are provided through life insurance policies, or

(2) A combination of a life insurance policy and a separate fund.

For example, let's suppose you are married, 45 years of age and have no associates or employees. Suppose also that you have a taxable income of \$32,000 a year. This means that you are in a 50% income tax bracket and that 10% of your earned income is exactly \$2,500.

## Under a Fully-Insured Plan

Your Annual Contribution would be.....	\$2,500
The deductible amount would be <sup>(1)</sup> .....	1,250
Your Tax savings would be .....	625
Your Annual Net contribution after taxes.....	1,875

Using your contributions to purchase an Income Endowment Policy would provide immediate death protection in the event of your early death of \$33,300.

## Result at Age 65

Total Net Contribution after Taxes.....	\$37,500
Guaranteed Cash Value .....	54,046
Accumulated Dividends <sup>(2)</sup> .....	13,022

Total Cash Option at Age 65.....	\$67,068
Monthly Income for Life—10 Years Certain.....	413
Or—Lump sum distributions with gain taxed at same rate as if spread over five previous years.	
Monthly Income for Life—10 Years Certain.....	413

A Combination Plan would result in approximately the same figures. However, the investment of a portion of the proceeds would be handled through a separate fund and actual results would depend on the investments chosen by the Trustee.

"But who nets \$25,000 of earned income without employees?" you ask. But nobody, so let's assume you have three employees—two males and one female—named Lou, age 35; Glen, age 30; and Mary, age 25; and their salaries are \$7,500, \$5,000, and \$3,240 respectively.

## HERE IS WHAT YOU CAN DO FOR YOURSELF AND YOUR LOYAL EMPLOYEES WITH A FULLY INSURED PLAN.

Participant	Age	Salary	Annual Contribution	Death Benefit	Cash at Retirement	Accumulated Dividends <sup>(2)</sup>	Total Cash	Monthly Pension
You	45	\$25,000	\$2,500	\$33,300	\$54,046	\$13,022	\$67,068	\$413
Lou	35	7,000	700	15,462	25,094	10,985	36,079	222
Glen	30	5,000	500	13,542	21,978	10,871	32,849	202
Mary	25	3,240	324	9,000	16,416	9,117	25,533	139
			<u>\$4,024</u>					

The more you make the better the results for you. If you net \$50,000 and your employees get the same as above, then the figures would look like this.

You	45	50,000	2,500	33,300	54,046	13,022	67,068	413
Lou	35	7,000	350	7,731	12,547	5,492	18,039	111
Glen	30	5,000	250	6,771	10,989	5,435	16,424	101
Mary	25	3,240	162	4,500	8,208	4,558	12,766	69
			<u>\$3,262</u>					

"But," you may object, "in the first illustration I have to shell out \$4,024 annually and end up putting aside for myself only \$2,500. If I had just kept the \$4,024 I would have \$2,012 after taxes and wouldn't have to wait until retirement to use it." So—why do it? There are several answers: to assure employee loyalty, to provide benefits for your employees at retirement, to enhance employee morale—and all at a net cost to you of only \$137. Here's how:

Your Deposit .....	\$4,024
Tax Savings @ 50% .....	
On \$1,504 .....	762
	<u>1,387</u>
For You .....	2,500
	<u>3,887</u>

Cost to furnish Employee Benefits..... \$137

(1)The cost of insurance is not deductible and will reduce the tax deduction. This means that the cost of "pure" insurance protection can not be deducted but the remainder of the policy cost is deductible.

(2)Dividends are neither guaranteed nor estimated, but are based on the 1963 scale and dividend accumulation rate of 4%.



(Continued from Page 9)

And if your income increases, there are tax benefits too. Thus, in the second illustration you would end up with only \$1,337 if you kept the \$3,262, taxed at 59%. However, if you enter into the plan you would have provided benefits for your faithful employees which you could not otherwise provide and at the same time you would get the major part of the benefits when you reach age 65.

Figure it out for yourself!

## TAX SAVINGS\*

Your Net Income	Maximum Contribution	Maximum Deduction	Single Person	With Wife Only	Wife and 2 Children
\$25,000	\$2,500	\$1,250	\$700	\$475	\$429
35,000	2,500	1,250	775	587	581
45,000	2,500	1,250	862	662	622

\*Assuming itemized deductions equal to 10% of your net business income.

Be sure to read the latest issue  
of the A I A Journal for  
Alvin Rubin's "T & E In '63".

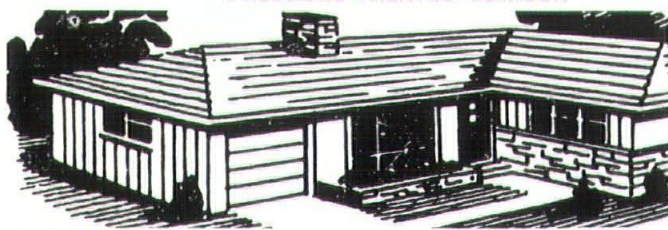
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### Net Gain or Net Cost (After Tax Savings) of Contribution for Employees on \$25,000 of Net Earned Income

## Married Employer

Total Payroll (Those Covered)	Employer's Contribution	Single Employer	With Wife Only	Wife and 2 Children
\$3,000	\$300	\$568	\$279	\$231
5,000	500	480	147	99
7,000	700	390	15	33
9,000	900	296	117	165
11,000	1,100	202	249	297
13,000	1,300	108	381	429
15,000	1,500	14	513	561

If your Net Earned Income is \$50,000 then the tax picture is more favorable to your contribution for your employees. Sample below:

5,000	500	719	480	480
10,000	1,000	564	260	260
15,000	1,500	409	40	35

The disadvantages of HR-10 have already been brought out in Alvin Rubin's article and include:

**Cost:** All regular employees with three or more years of employment must be covered. This is stricter than for traditional pension plans.

**Red Tape:** The plan must be in writing, must be approved by the Treasury Department, may require a custodian or trustee and the payment of fees.

**Savings:** To the employer may be negligible, since the proprietor's contribution is only 50% deductible and that 50% is fully taxable to the proprietor when received. This means that if his present tax bracket is close to his future tax bracket, there may be no real savings.

A plan may convert a capital gain into ordinary income. The law may be liberalized. A plan established in 1963 may not be able even a year later to adopt a new plan or amend the old to take advantage of more liberal provisions.

The statute of limitations never runs on an excess contribution. But it is the **only** plan we have for self-employed individuals and it must be the **plan** with which we must work. A general derogatory tone toward the act will not allow the people—who have not been able to do it before—to establish trusts for their retirement years with the same or similar tax benefits as other individuals.

The act **does** have some advantages for self-employed persons even in its present form. Contributions compounding **tax-free** can produce a larger sum upon retirement than the individual could accumulate **after** taxes. Family members in the business can increase the plan contributions which are 100% deductible. Lump sum payments to the employee are entitled to capital gains treatment (but not those to the employer.) Property other than cash can be used to fund the plan—such as stocks, bonds, real estate and other such assets—and appreciated property may transfer a capital gain liability to the trust which has no tax to pay.

Properly used, HR-10 may provide a measure of tax relief that has not heretofore been available to the self-employed. However, there is no urgency, since contributions made will have the same tax effect regardless of when in 1963 they are made.

HR-10 is far from what has been sought for about ten years, but it is here and the most should be made of it—carefully and cautiously, in the best interests of those who want it.





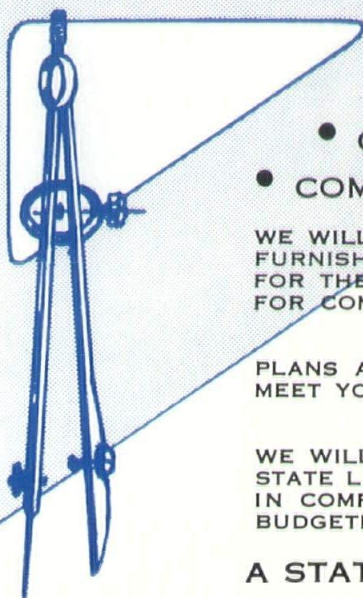
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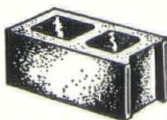
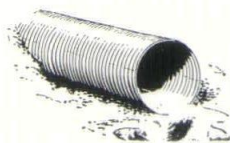
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Plan today to spend a few minutes soon at your Acme Brick sales office and examine King Size Brick. It will certainly give you something to think about.





# NEWS, NOTES, QUOTES . . .

## Unconventional Convention

The program for the Gulf States Regional Conference, to be held on Dauphin Island on October 16, 17, 18, is shaping up beautifully. Here's how it looks:

### WORK

#### WEDNESDAY'S PROGRAM

Mainly registration. As soon as you complete this exhausting duty, you can relax with clear conscience. You may avoid this chore by signing via United States mail.

### PLAY

Cocktails and buffet at Isle Daupine Club at six p.m.

THREE COCKTAIL BARS—  
THREE OYSTER BARS

An oyster note: no engineer extant has designed a pump as efficient as a Portersville oyster. Nor as tasty.

#### THURSDAY'S PROGRAM

Comprehensive Services Seminar at the Tent, 10 a.m. to noon, 2 to 4 p.m. The concept: how it jibes with professional practice and professional ethics.

Cocktails in homes on Island. Supper, with steaks at the Tent, at 8 p.m.

LADIES LATE BREAKFAST:  
11 a.m. at Isle Daupine Club\*

#### FRIDAY'S PROGRAM

Urban Design Seminar with AIA's UD Committee as Panel. Program: 10 a.m. to noon; Discussion: 2 p.m. to 4 p.m. at the Tent. Homework: AIA Journal brown paper series. Students will find the Friday program particularly interesting, offering them a chance to talk to some real-life urban designers. For student housing, write 13th Annual Conference, Howell Cobb, 253 St. Anthony Street, Mobile 2, Ala.

Seafood Dinner and Drinks on the Parade Ground at Fort Gaines at sunset\*. Come early to see the Fort's Museum and brick work. Honor awards and dancing.

LADIES LUNCH:

Grand Hotel at  
Point Clear, via boat.

Luncheon Meeting of Executive Committee, GSRC, at Isle Daupine Club, at noon.

## SOME OF THE MEN YOU'LL SEE AND HEAR

. . . a cocktail party speaker is Dr. John H. Wildman, author of "Architectural Peeves of an Ignorant Man" (Journal, March issue).

### Cast for Comprehensive Services

Presenting the concept—Clinton Gamble, FAIA, Secretary of AIA  
Comprehensive Architect—Donald H. Lutes  
Client—N. M. Martin, of IBM

### Urban Design Committee

• Charles A. Blessing, FAIA Chairman, Director of Planning, Detroit  
• Harry M. Weese, FAIA, Chicago • Donald H. Lutes, Springfield, Oregon  
• Robert L. Geddes, Philadelphia • Arch R. Winter, Mobile  
CORRESPONDING MEMBERS • Edmund N. Bacon, Philadelphia  
• Kenneth W. Brooks, Spokane • Carl Feiss, FAIA, Washington • Albert Mayer, FAIA, New York • Daniel D. Perry, Port Jefferson, N. Y.  
• Dewey A. Somdal, FAIA, Shreveport • Archibald C. Rogers, Baltimore  
• Nicholas Satterlee, Washington

## APPLAUSE!

From several sources have come favorable comments about Red Evans' speech on Uglification and Beautification which was reproduced recently in Louisiana Architect. The most recent applause came from *Arizona Architect* this month when the magazine reproduced the article verbatim.

## Obituaries

ALEXANDER WILSON NORMAN, 69, after a brief illness. A native of New Orleans, he designed many structures in the past 30 years, including the chancery and administration building of the New Orleans Catholic Archdiocese, the Commerce Building, Holy Name of Mary Catholic Church and School in Algiers, the Provincial House and Novitiate for the Marianites of Holy Cross and the Laboratory School (University High) at LSU in Baton Rouge. He was a member of the firm of Nolan, Norman and Nolan.

ROBERT STEVEN BARNARD, graduate of Georgia Tech, employed by the architectural firm of Burk & Lamantia. Son of C. C. Barnard, a member of the Baton Rouge Engineering firm of Barnard and Burk. Barnard was drowned in Panama City on June 17. He had just passed his State architectural exam.

## Building Industry Consulting

NEW YORK, June 17. Wm. Dudley Hunt, Jr., AIA Architect has opened an office to perform consulting work for architects, engineers, manufacturers and their agencies, associations and others connected with the building industry, in such areas as design, construction, research and development, marketing, and publishing. Since 1951, Mr. Hunt has been engaged in his own practice of architecture and in consulting work for a number of building industries and publishing firms. From 1958 through June of this year, he served as Senior Editor of *Architectural Record* magazine.



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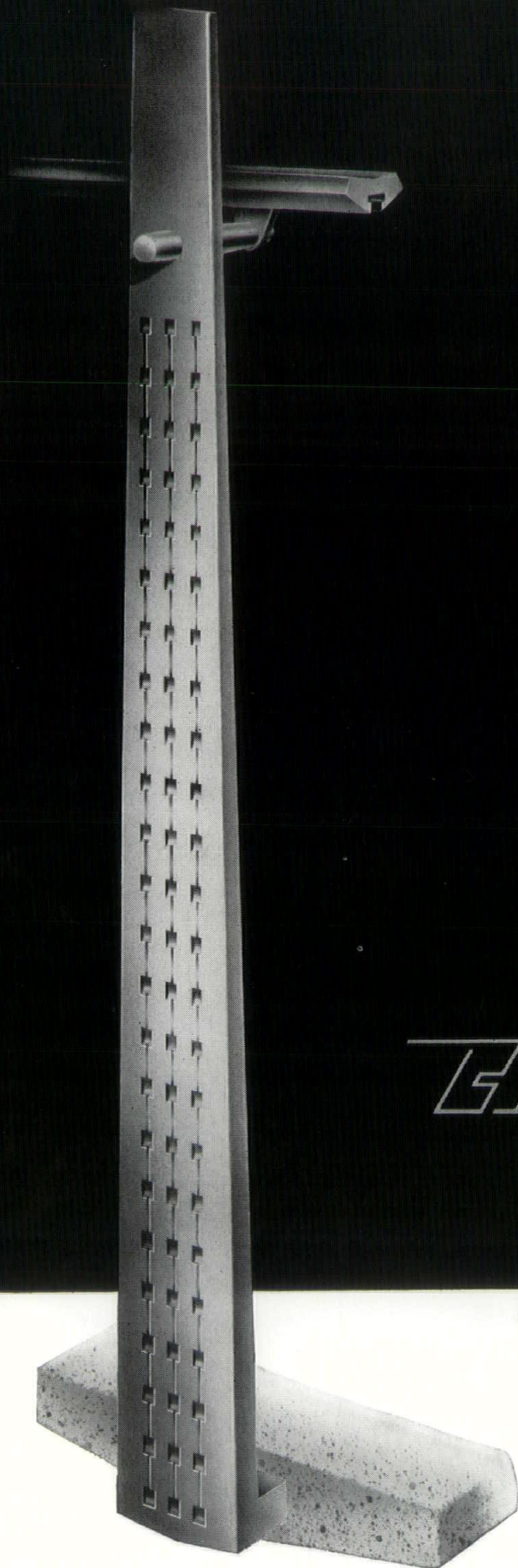
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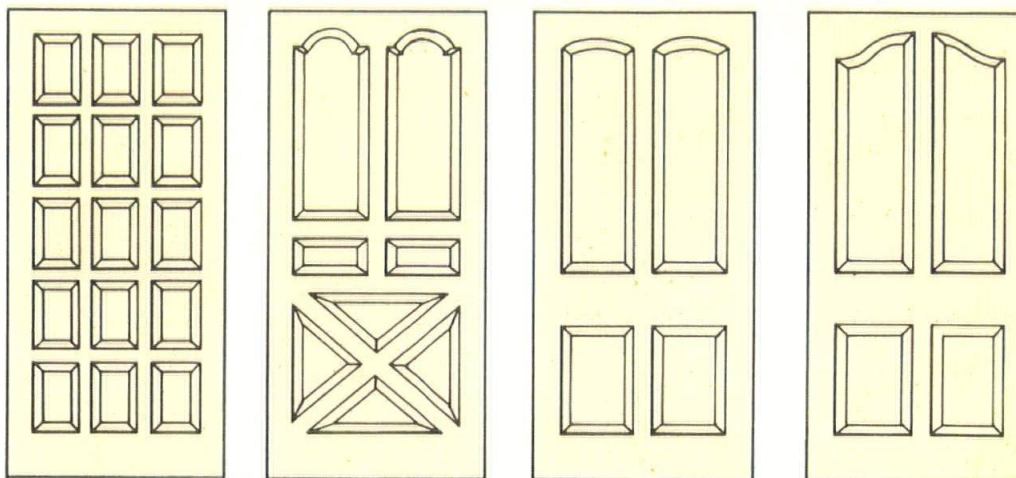


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