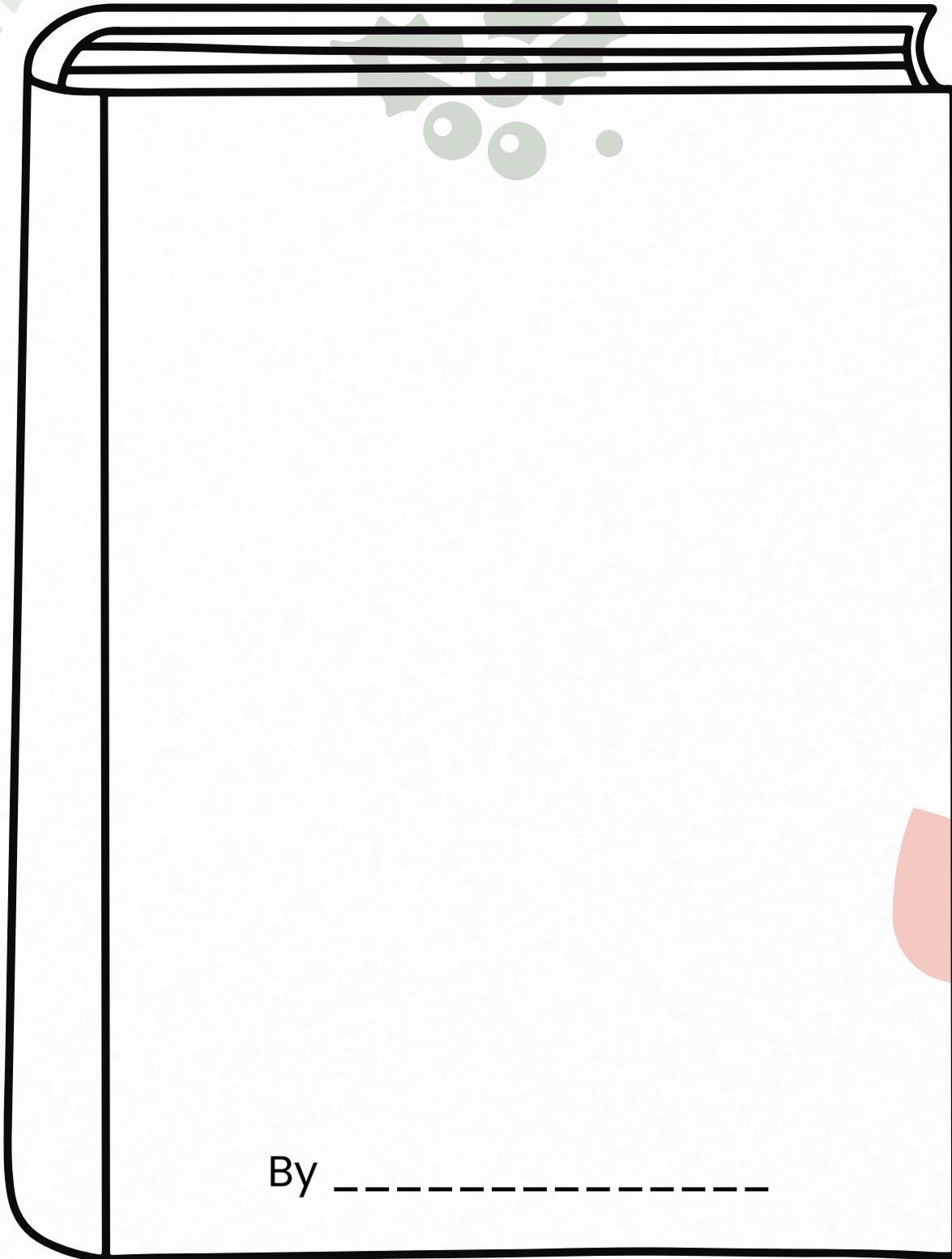By _____