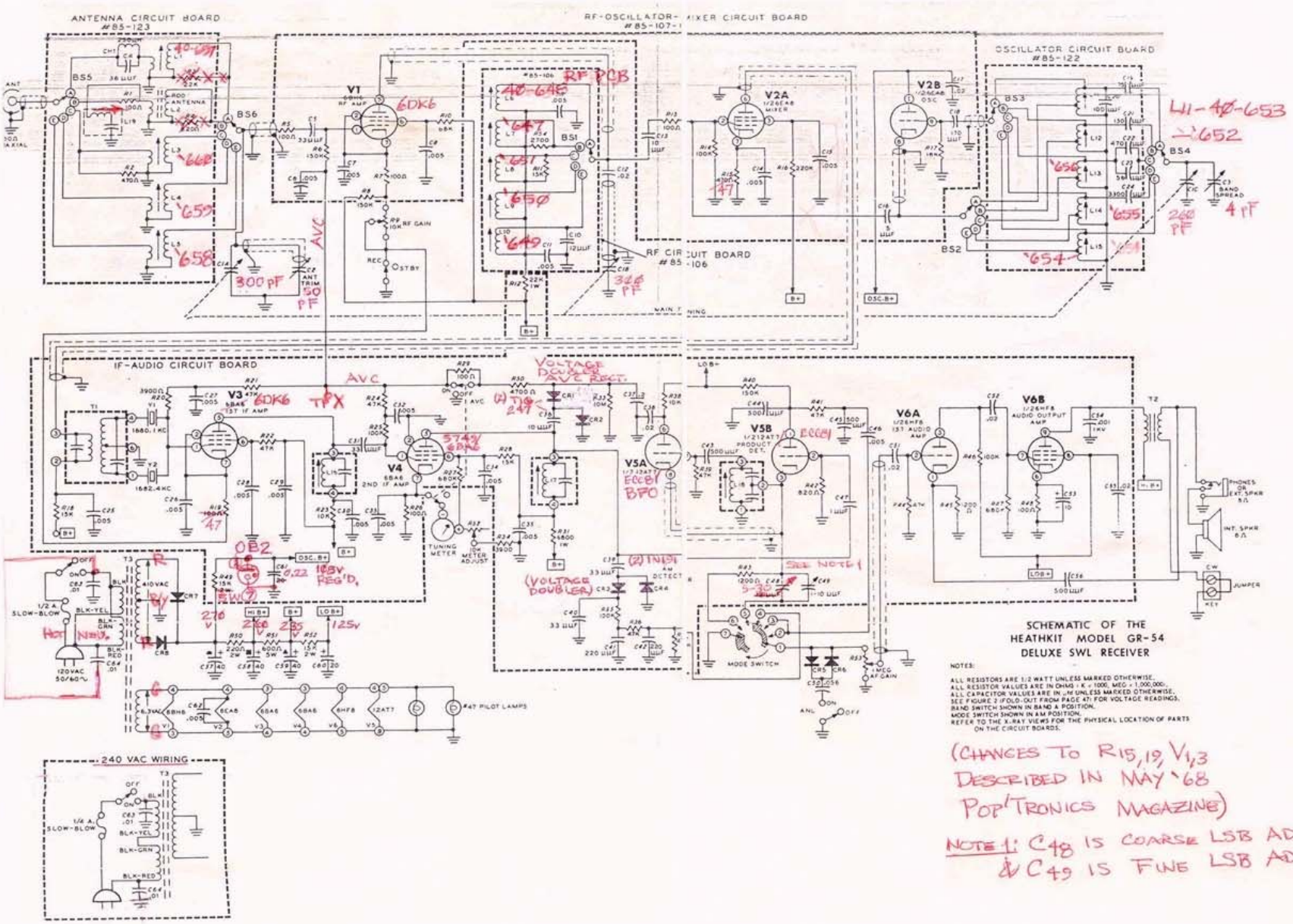By Dave Childs