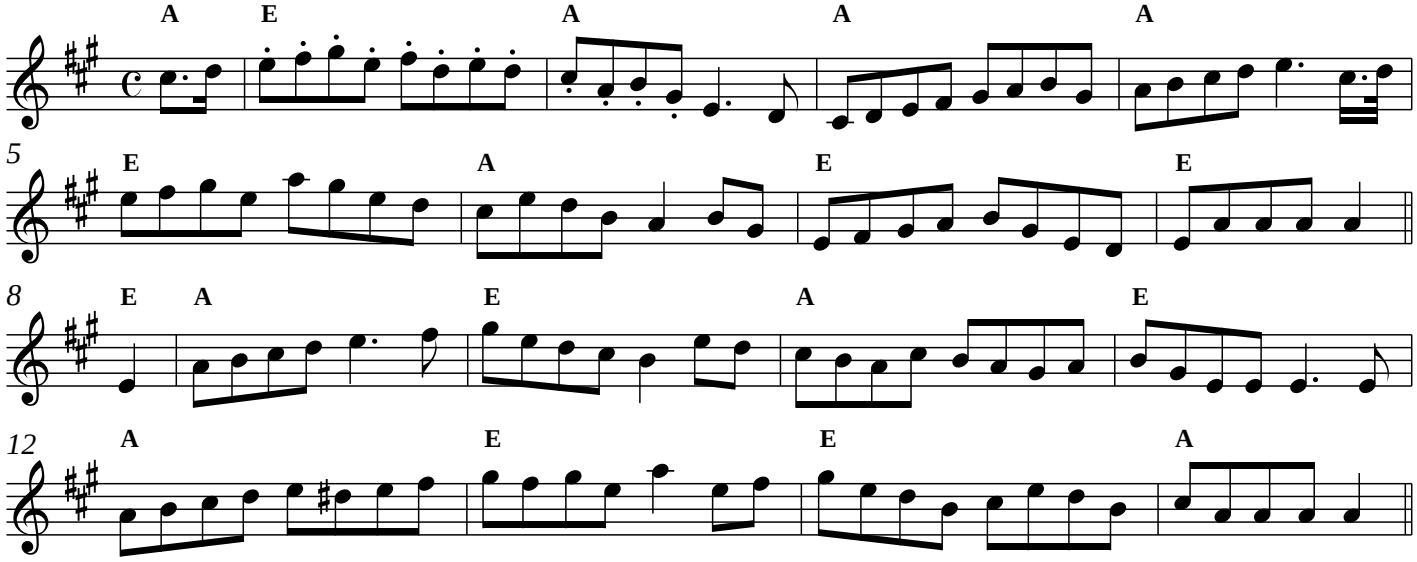It Would Not Do At All