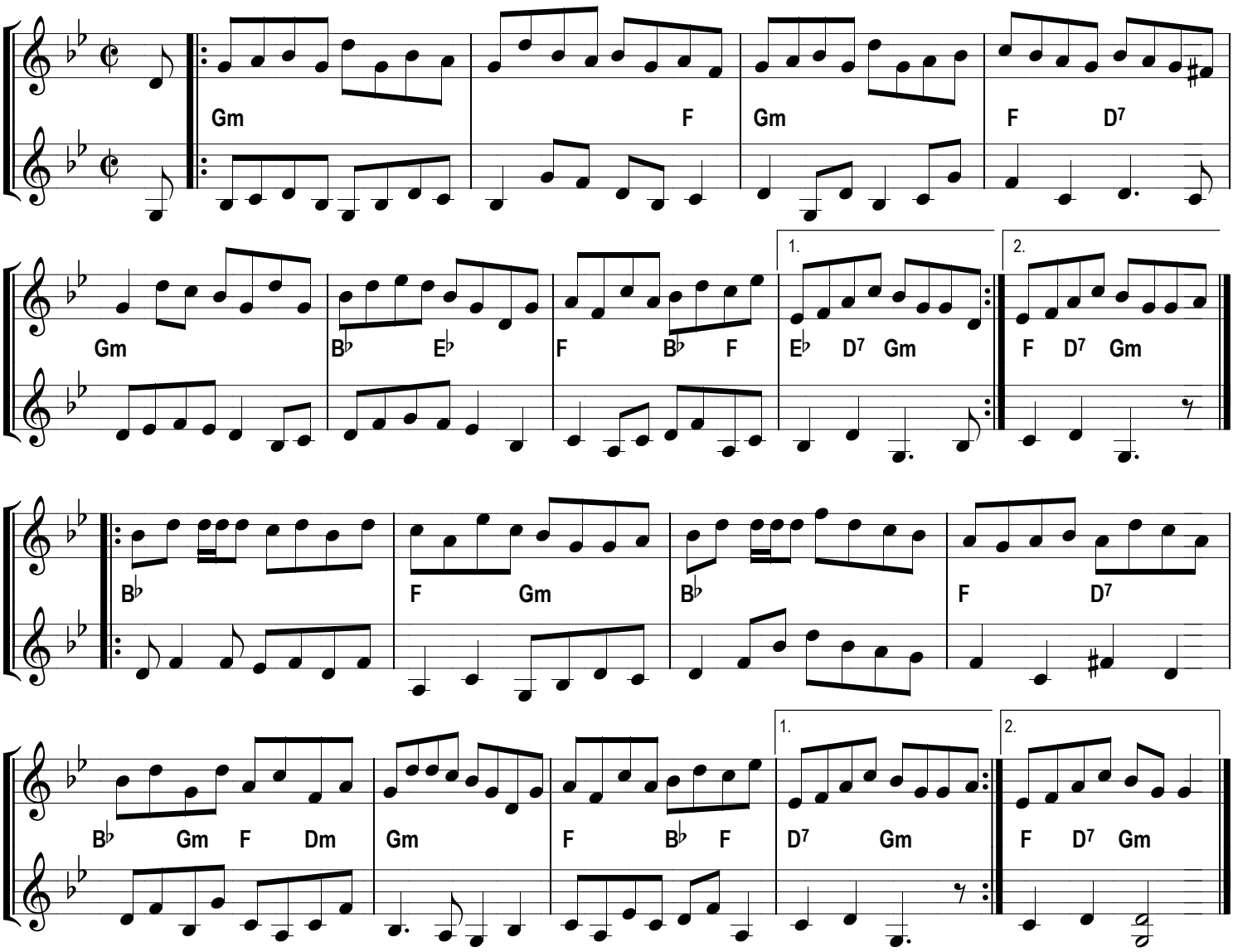The red herring