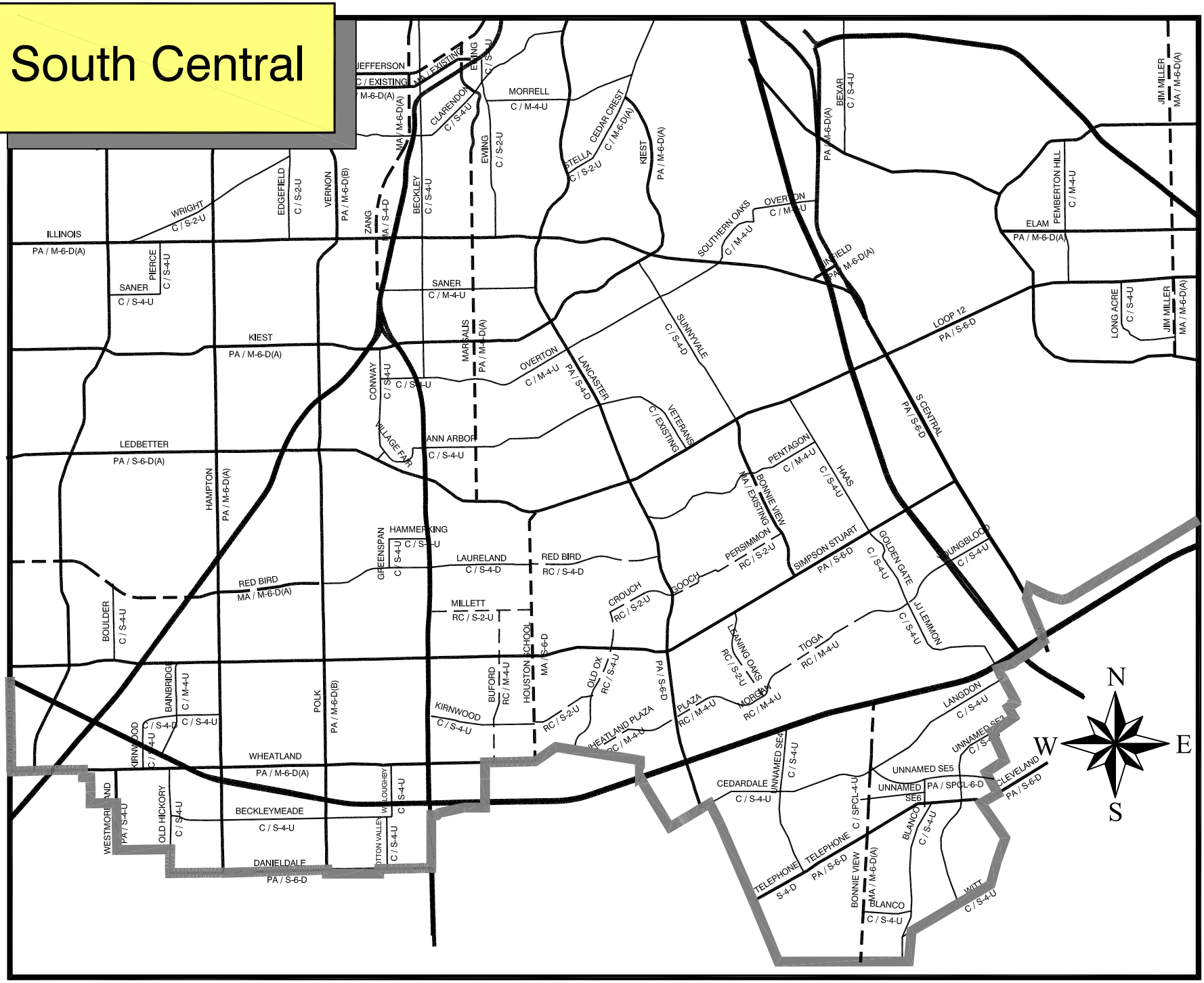South Central