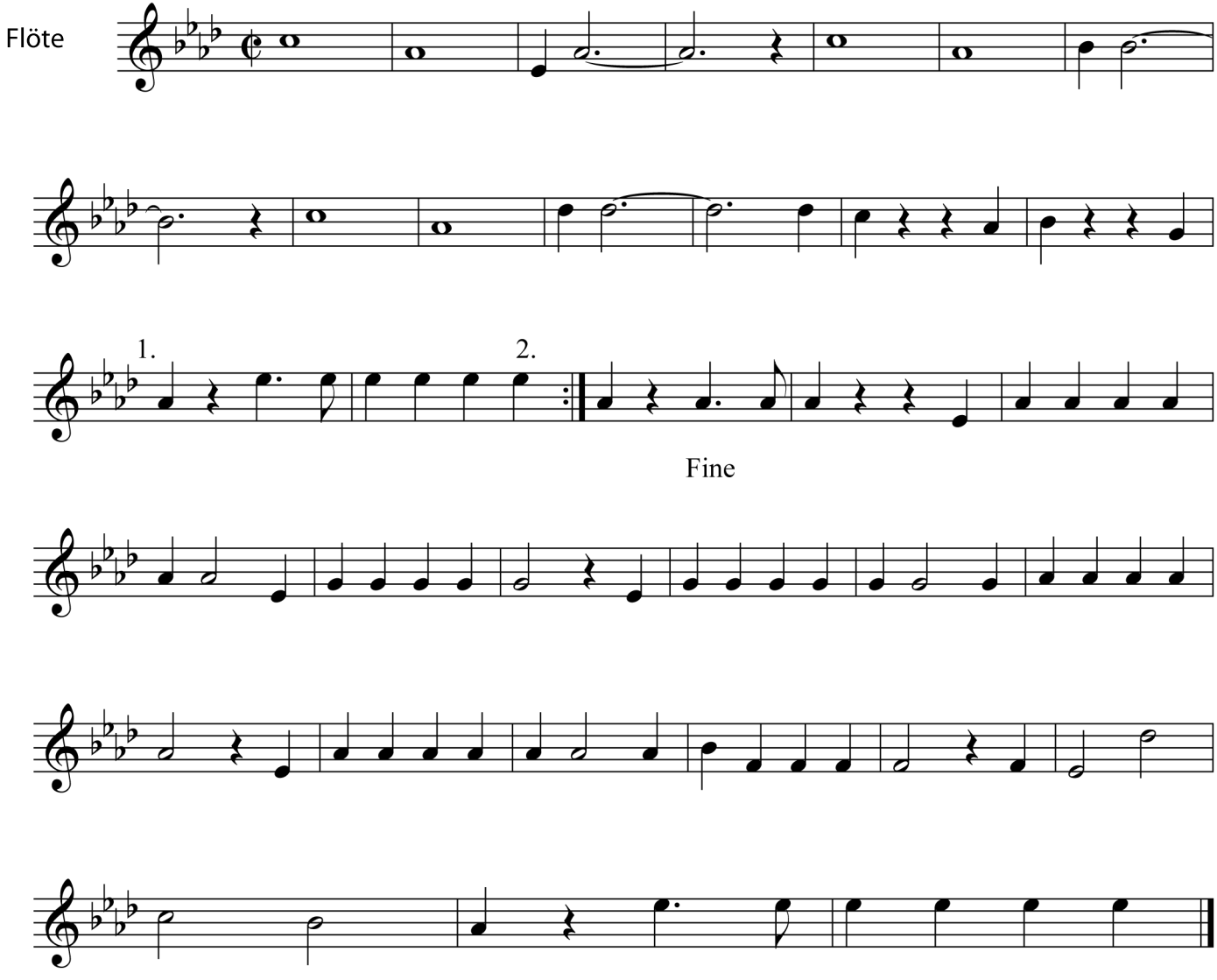Rucki Zucki