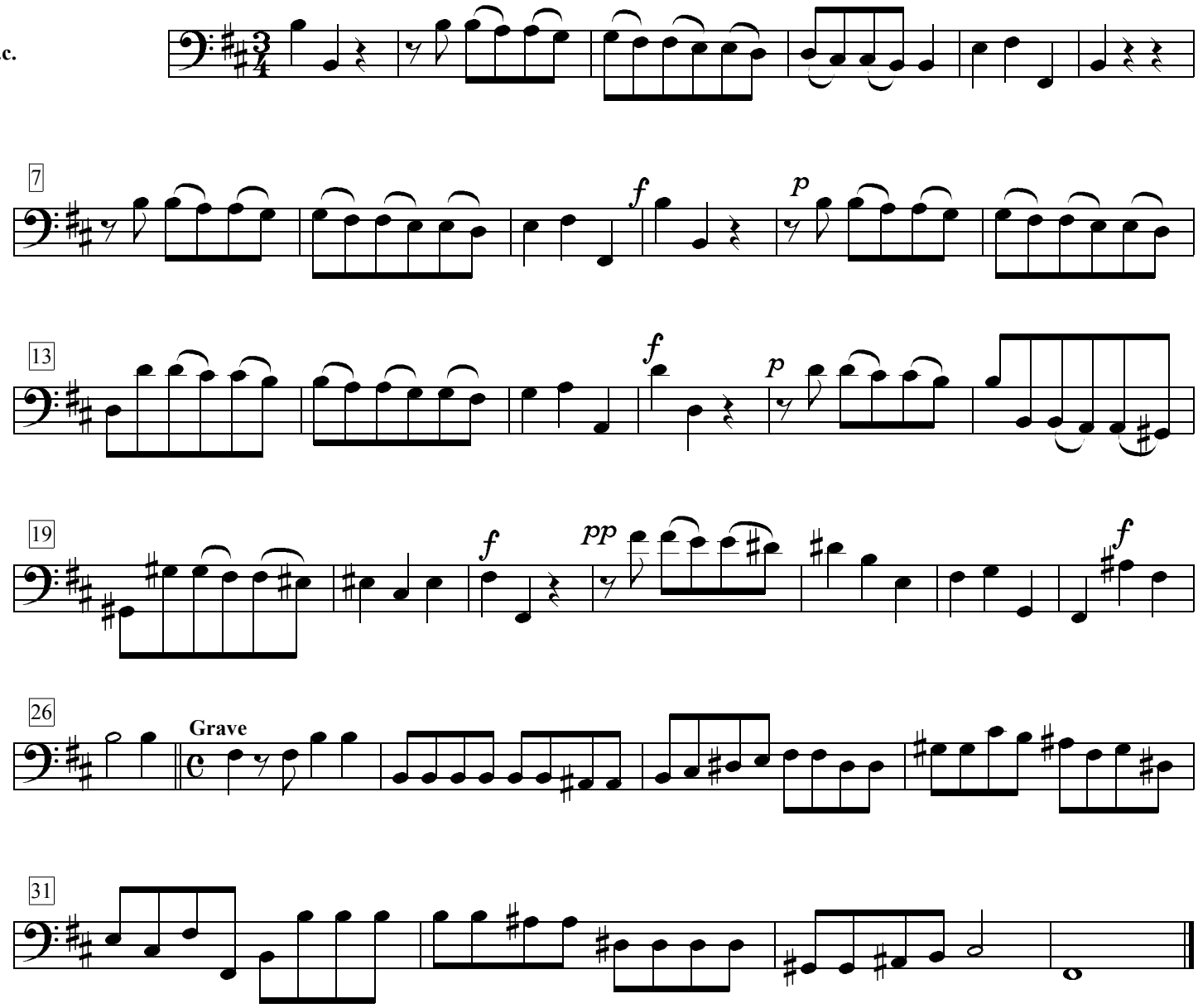4. The glorious company