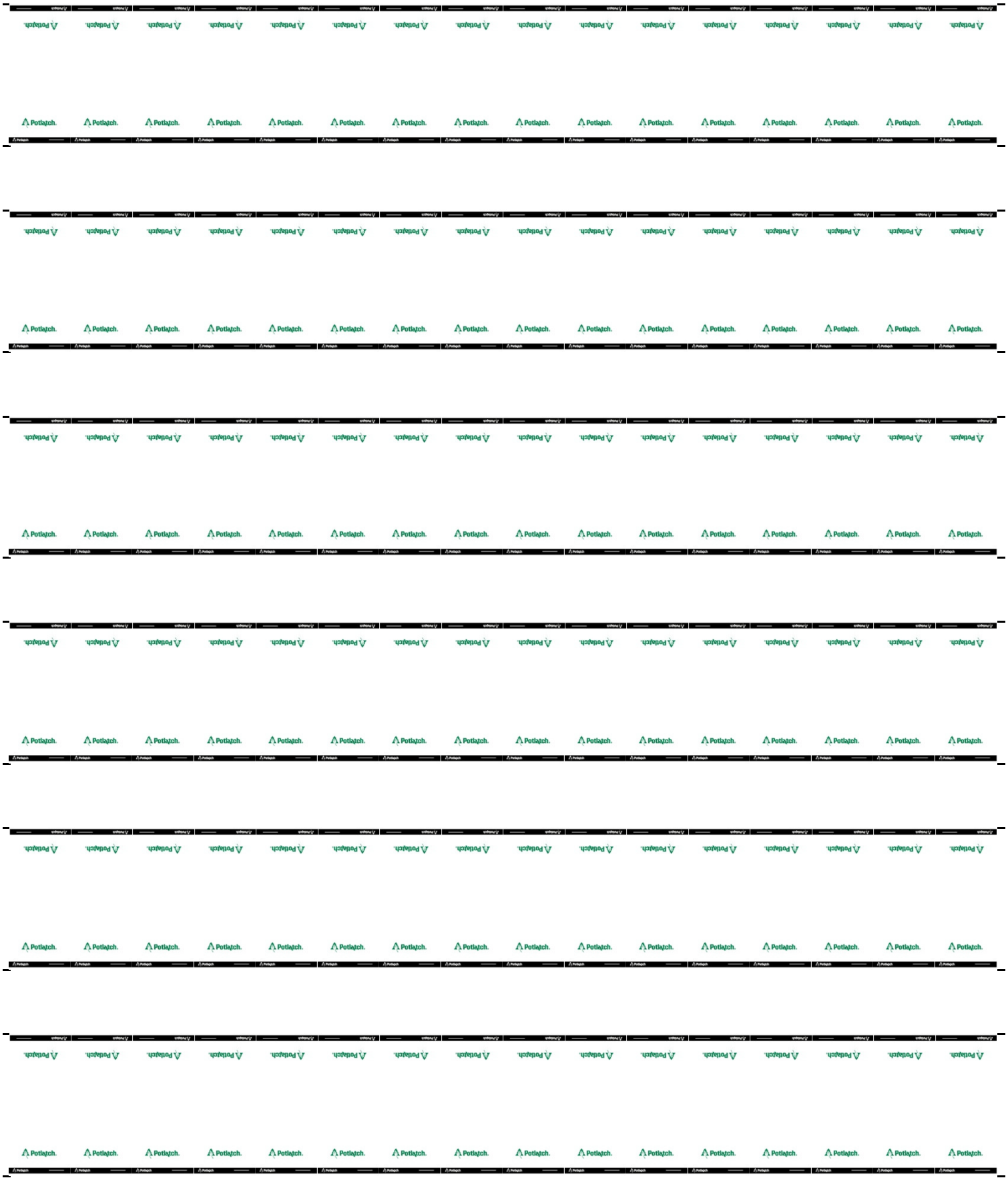Potlatch