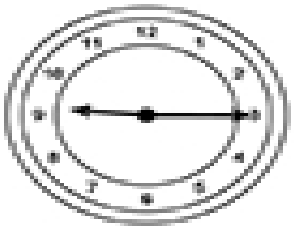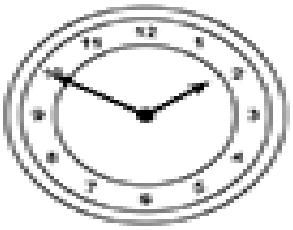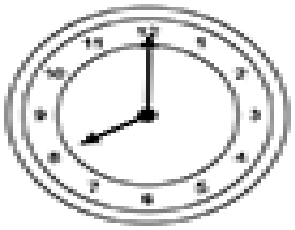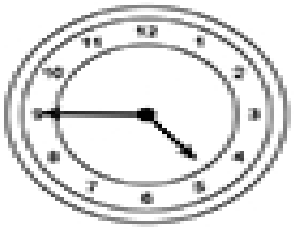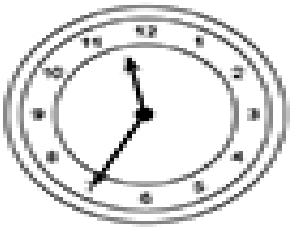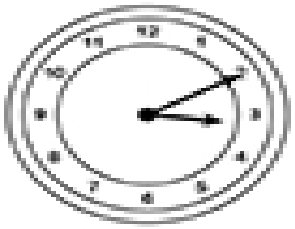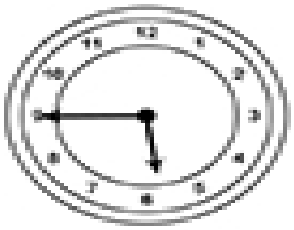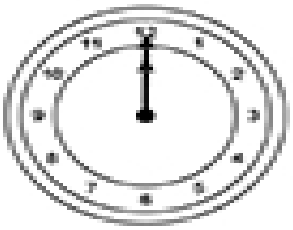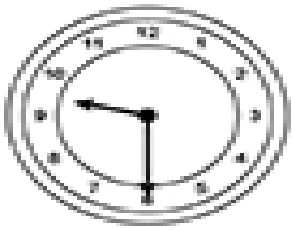Time to tell time