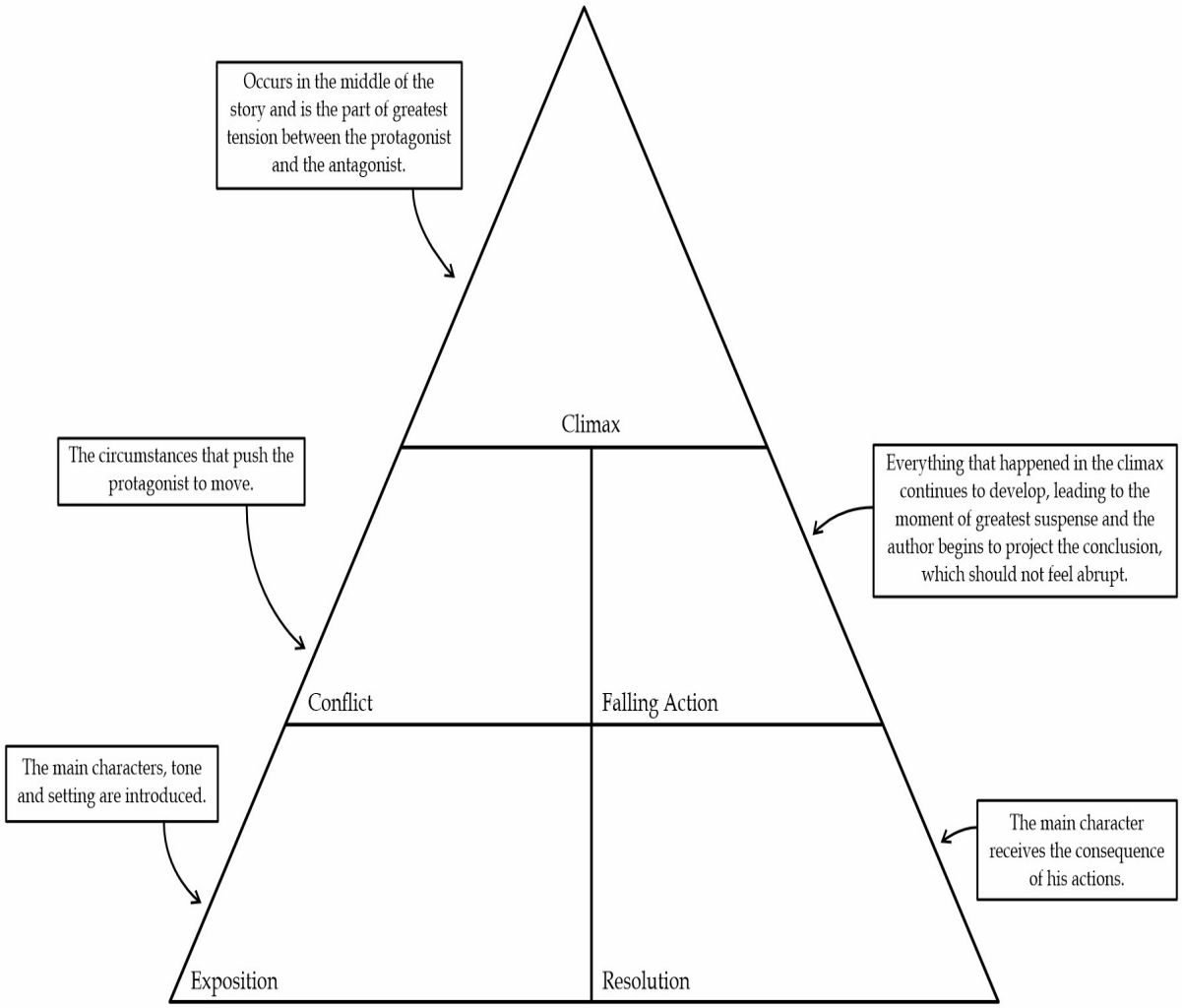FREYTAG'S PYRAMID