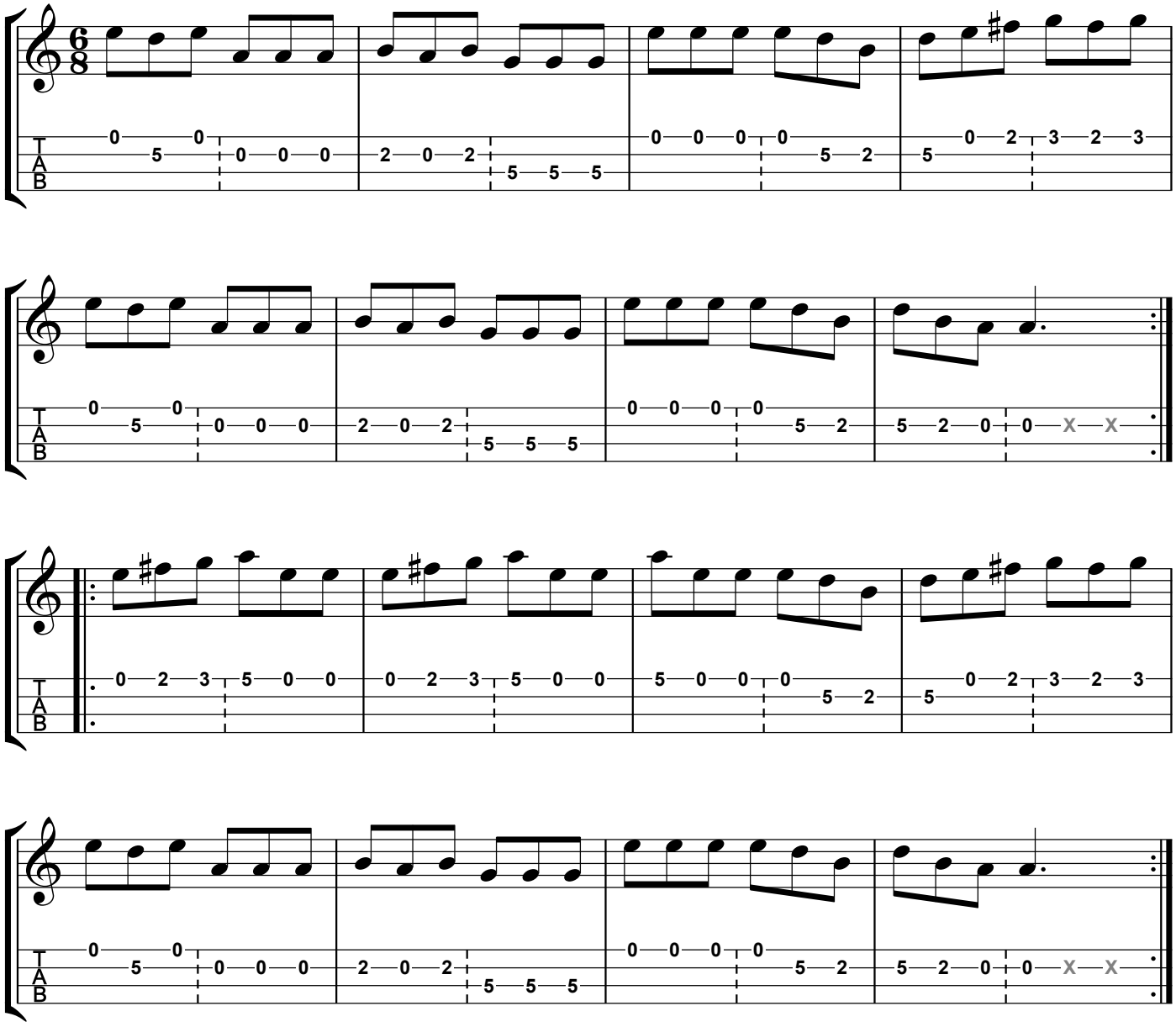THE PRICE OF A PIG