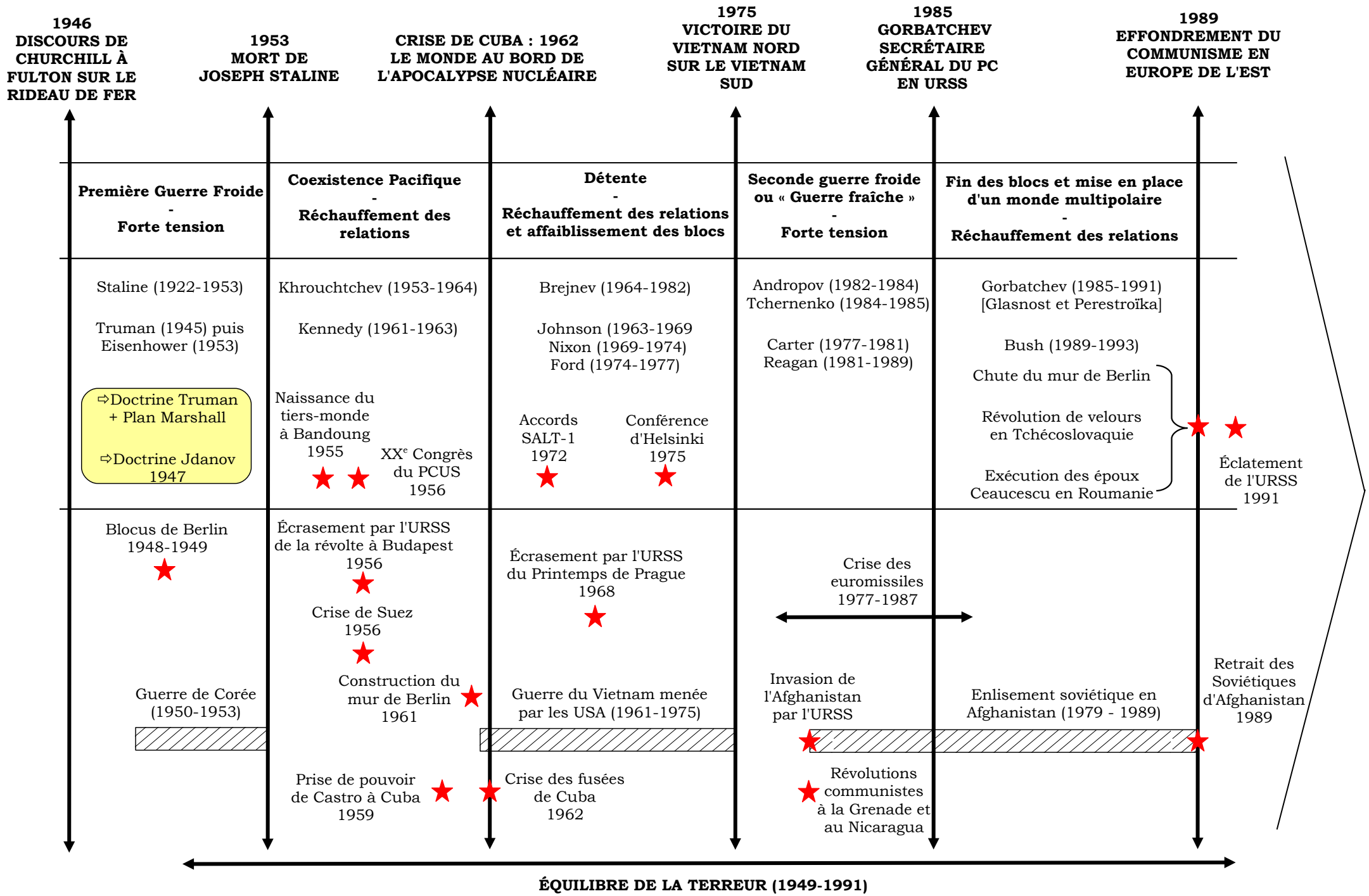LA GUERRE FROIDE