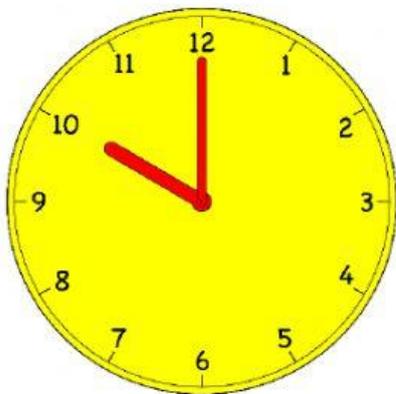It's half past three.

It's ten o'clock.