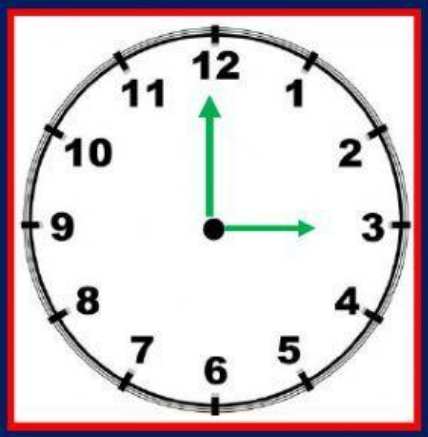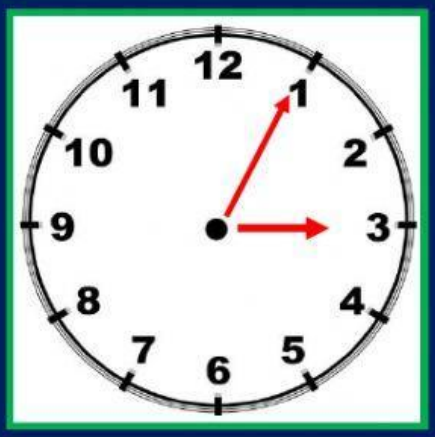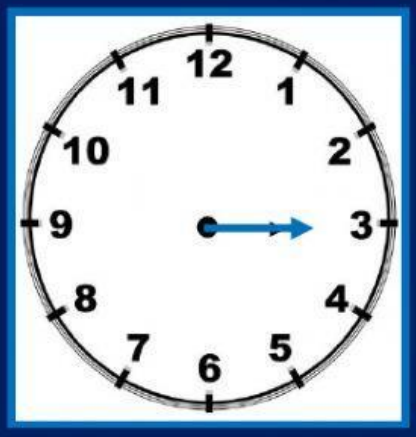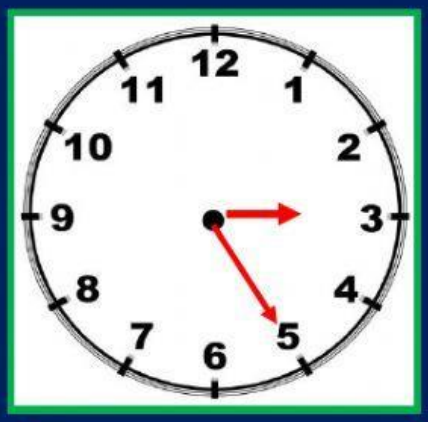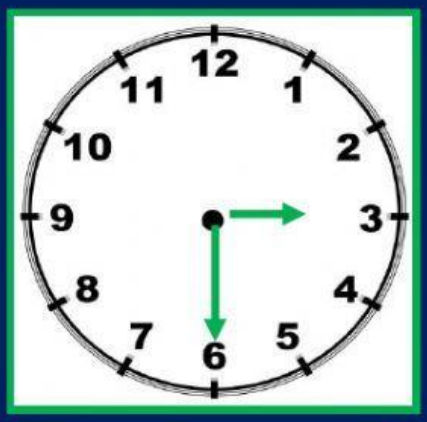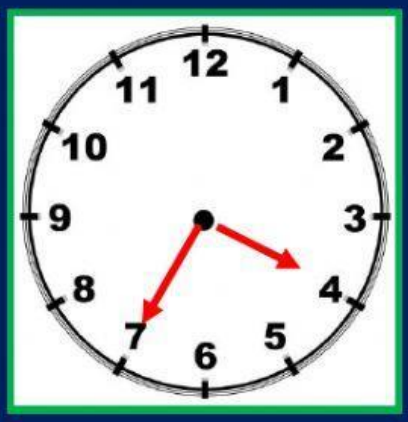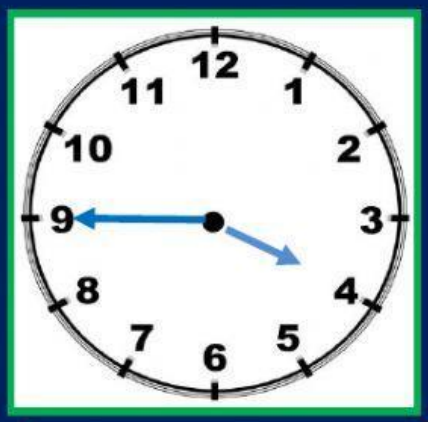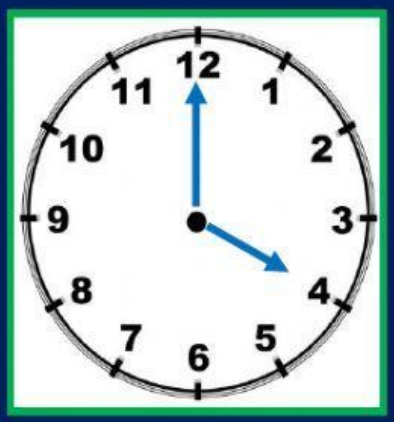WHAT TIME IS IT, PLEASE?