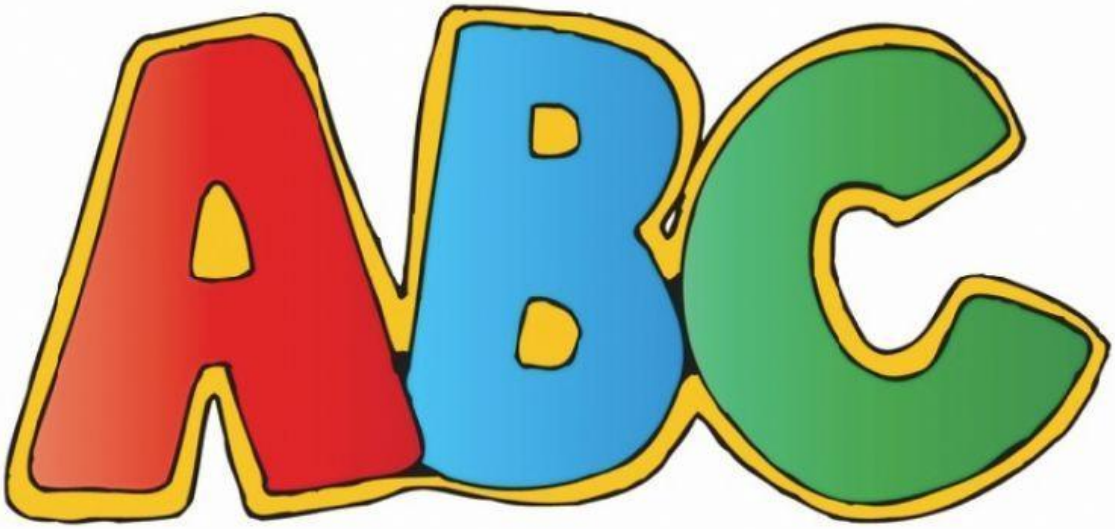THE ALPHABET