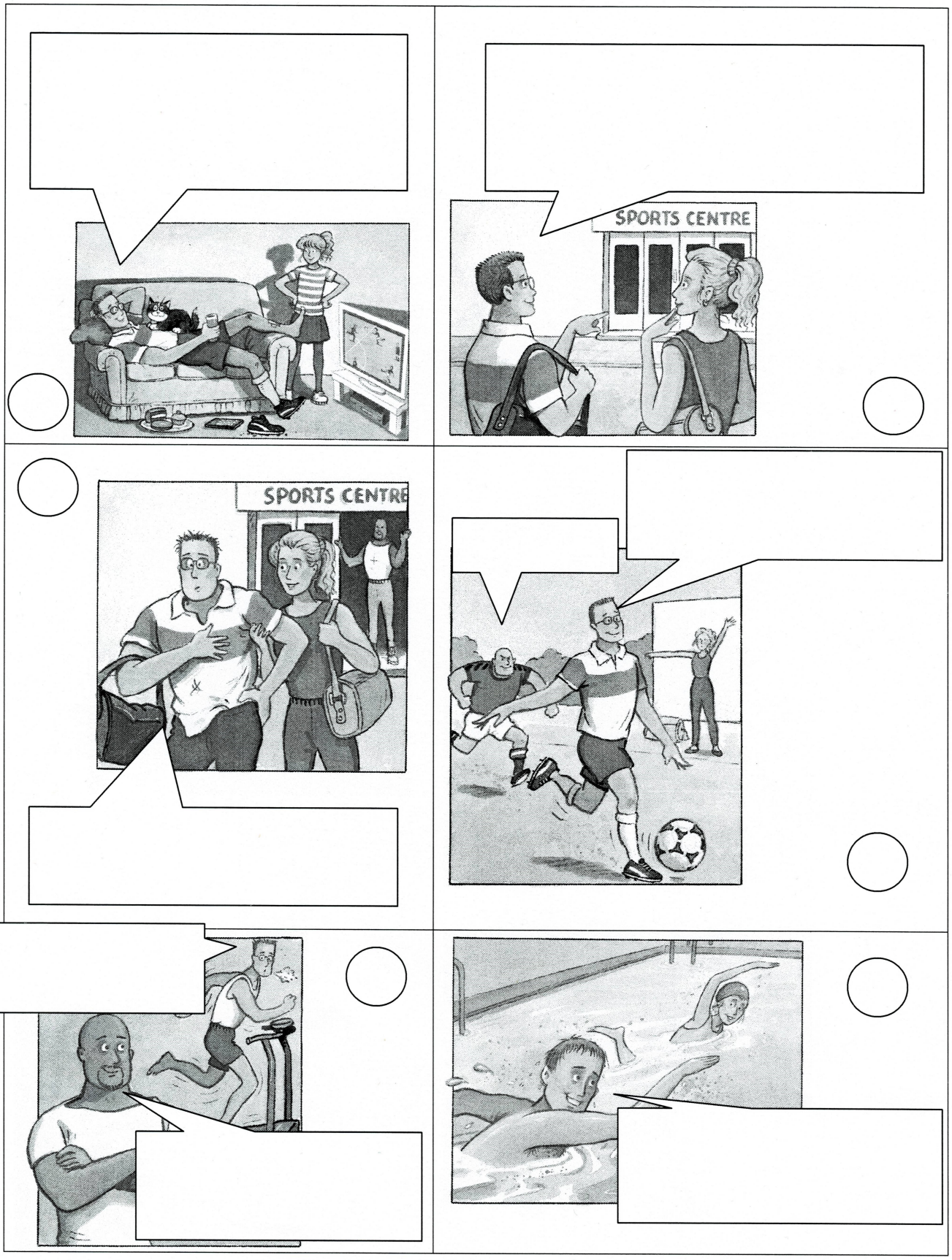Make the story.