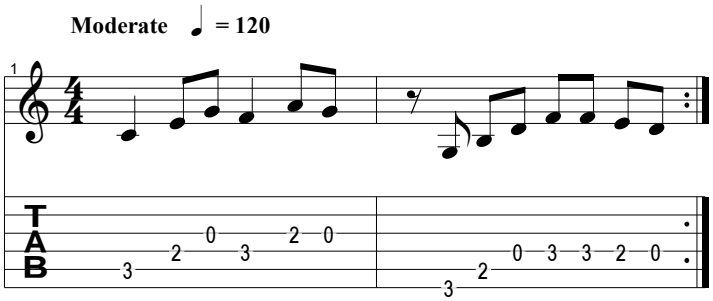La Bamba