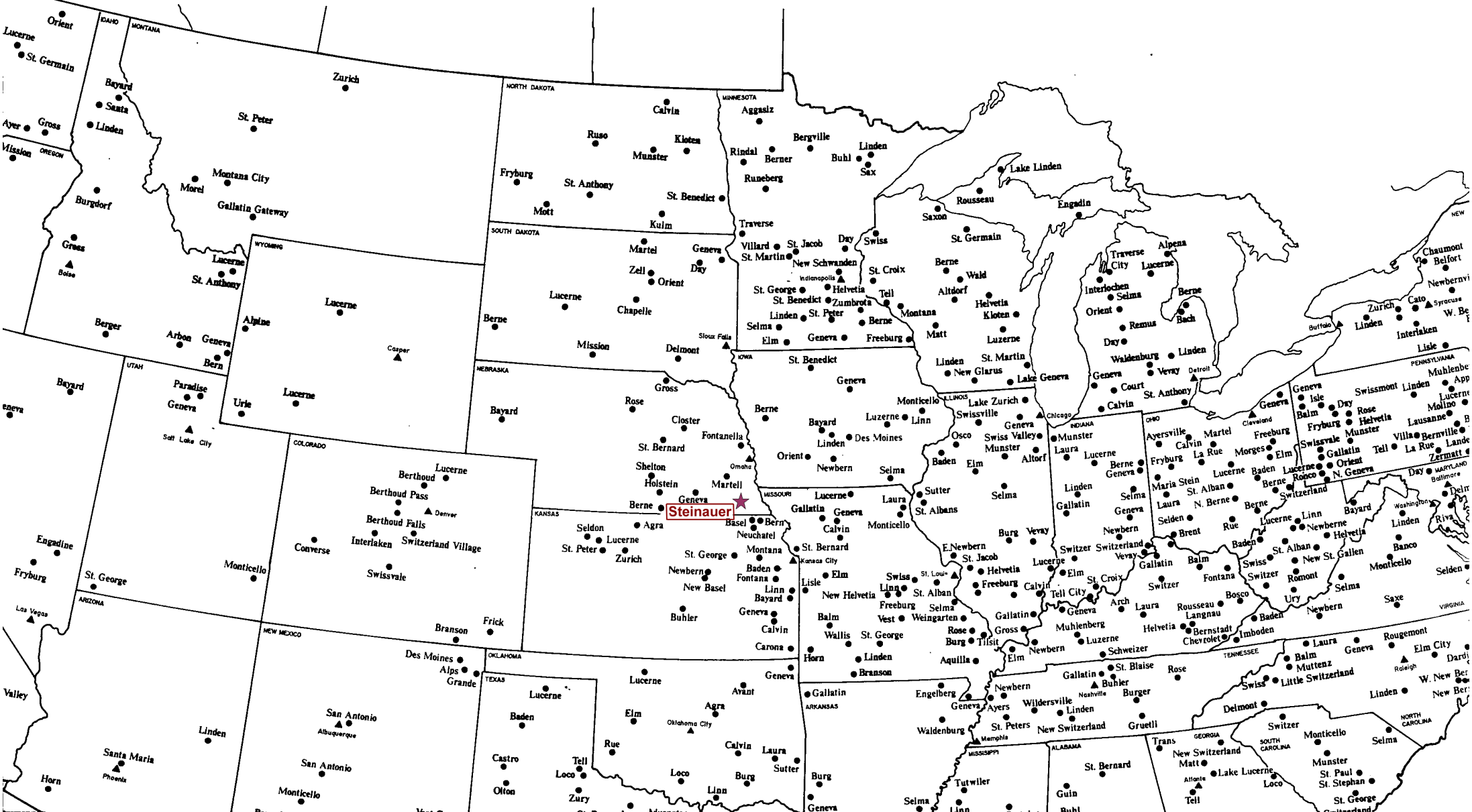Helvetica Americana