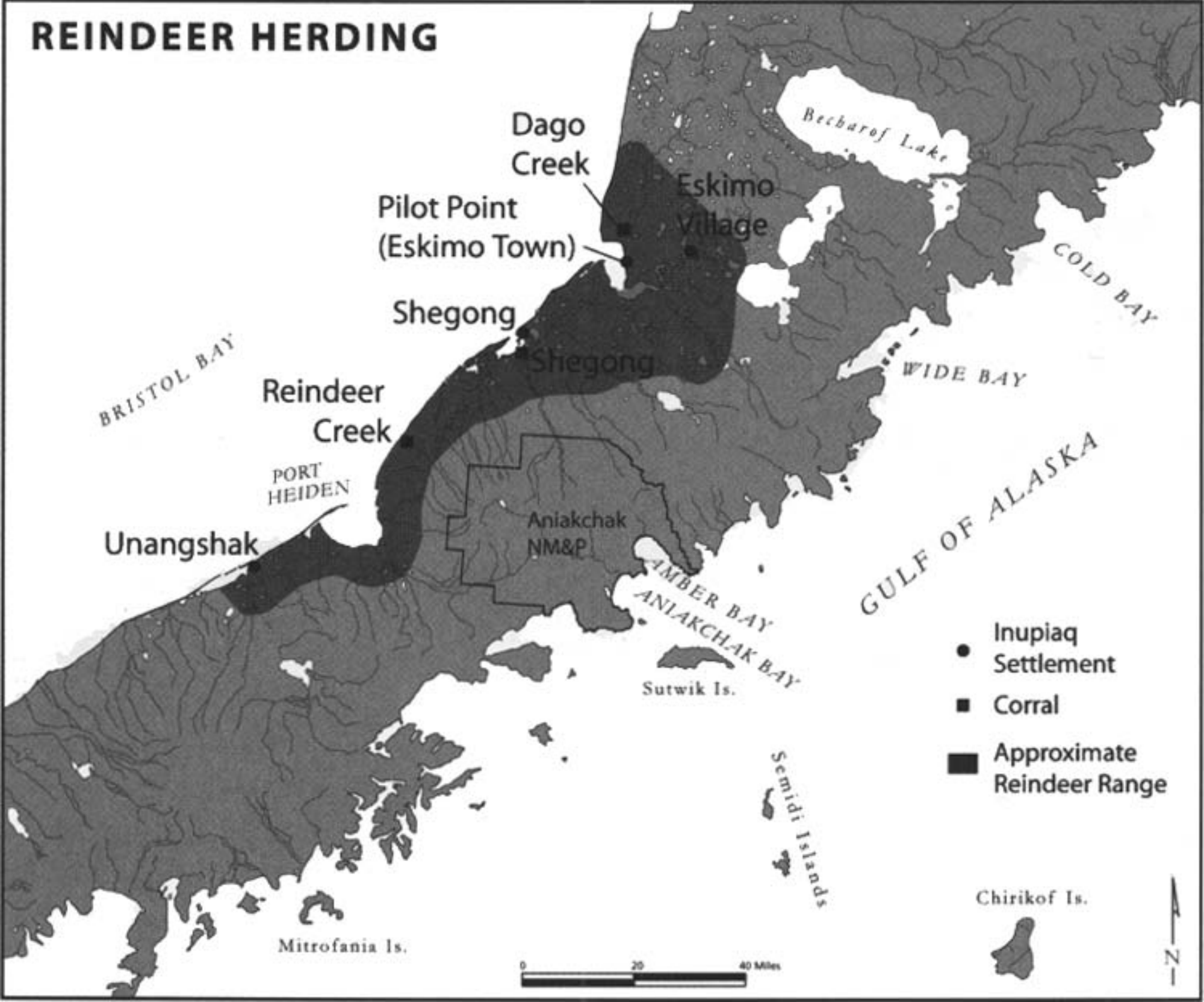REINDEER HERDING