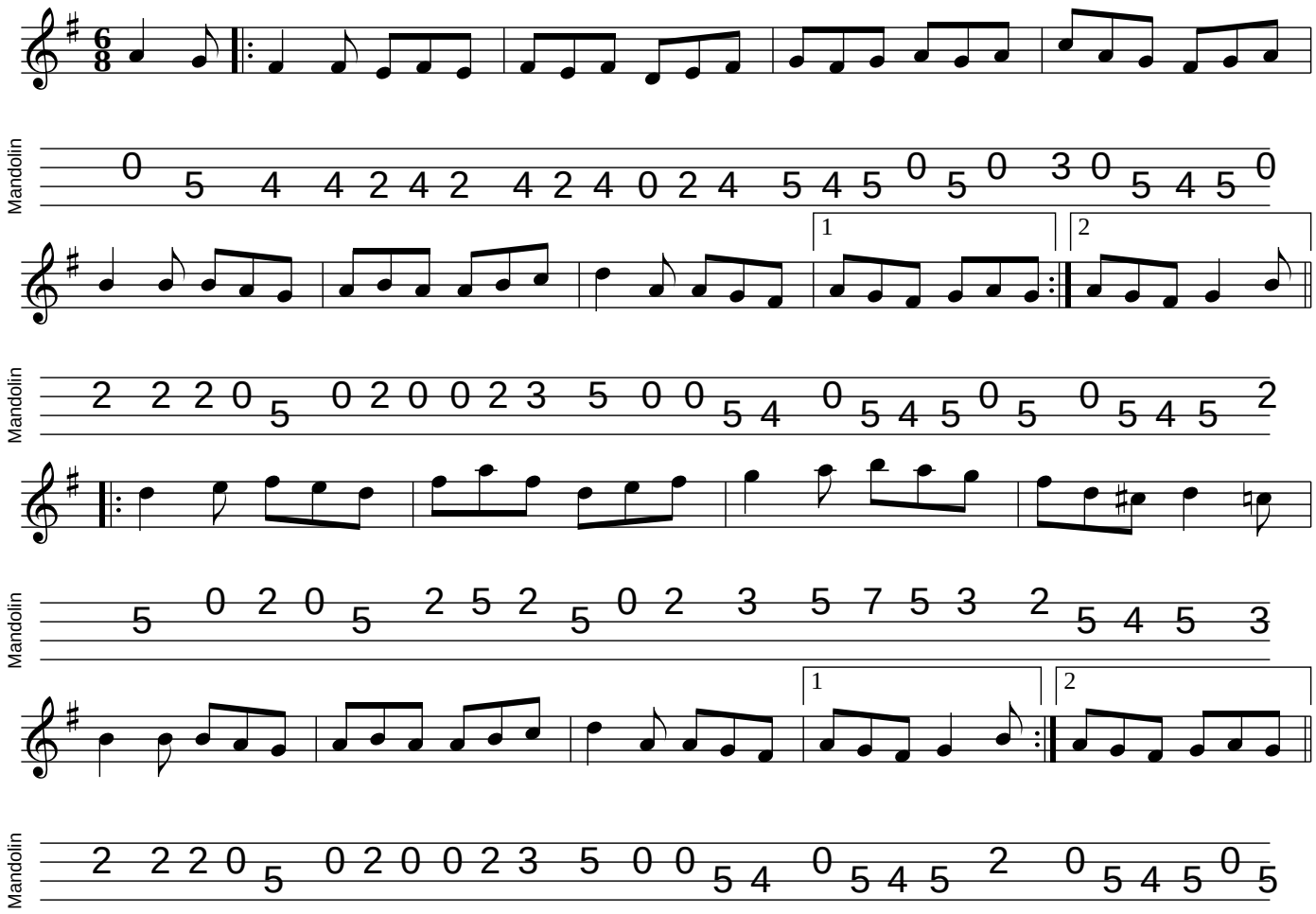The Sporting Pitchfork