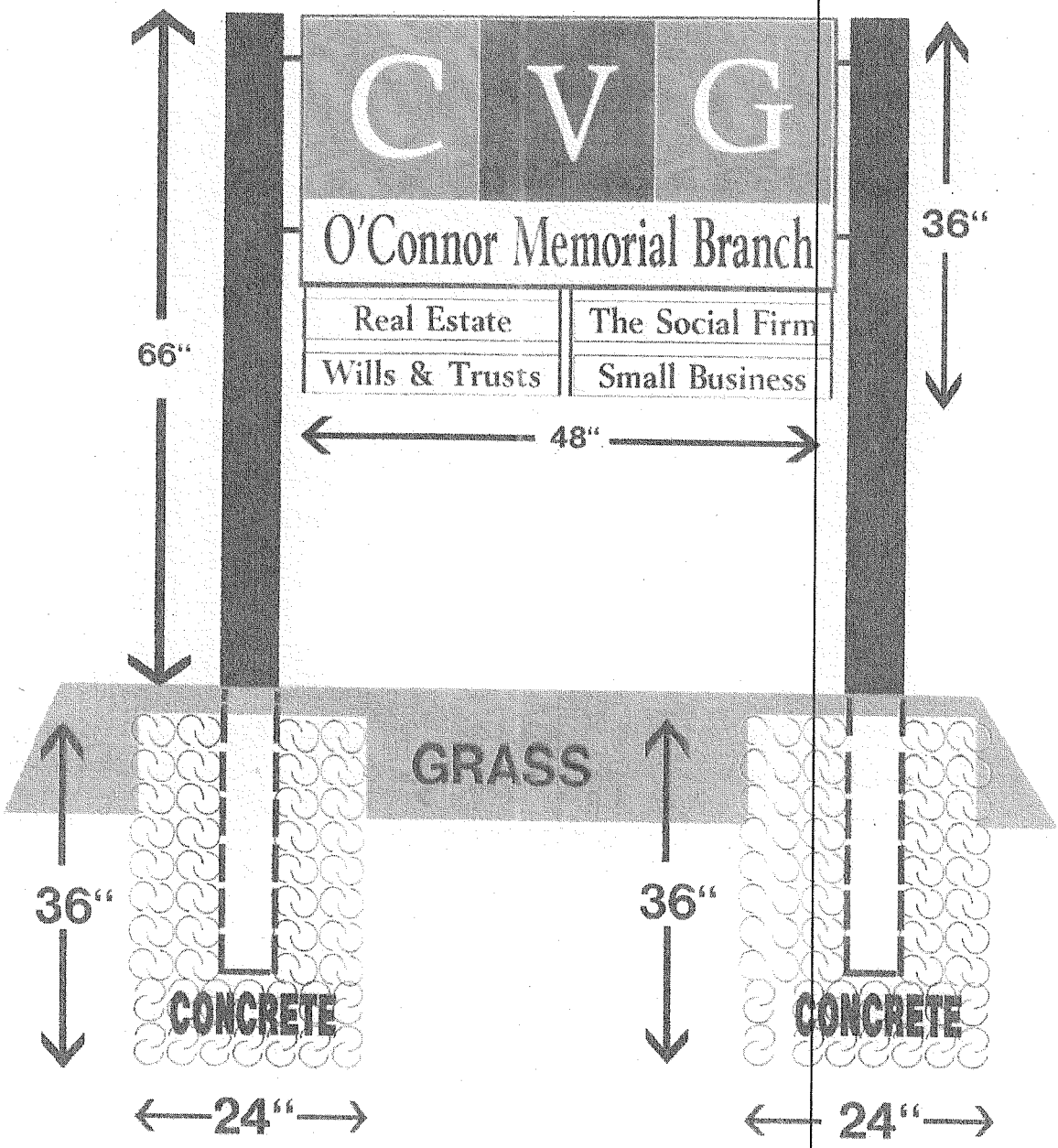WESTERN AVE. SIGN