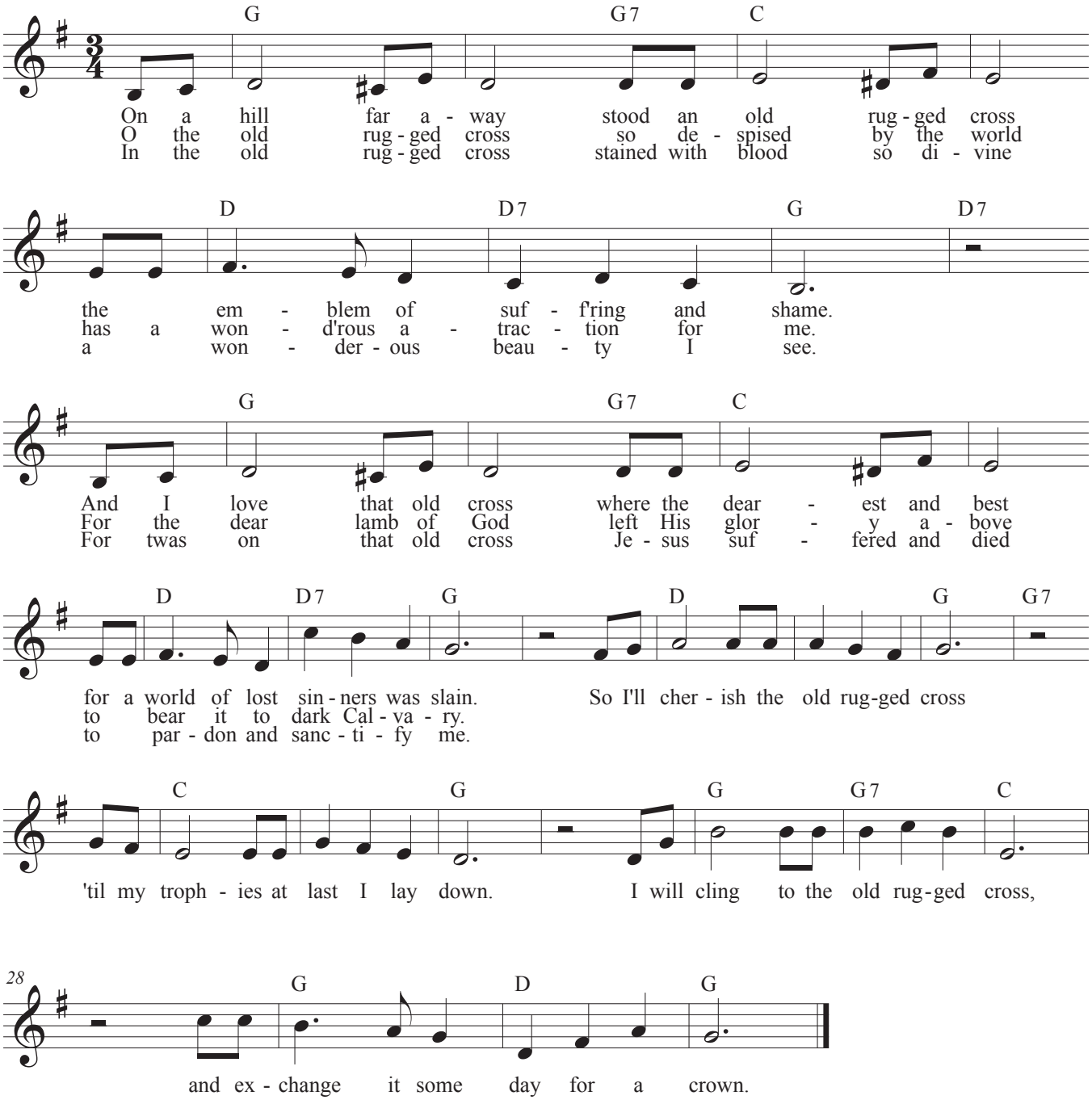The Old Rugged Cross