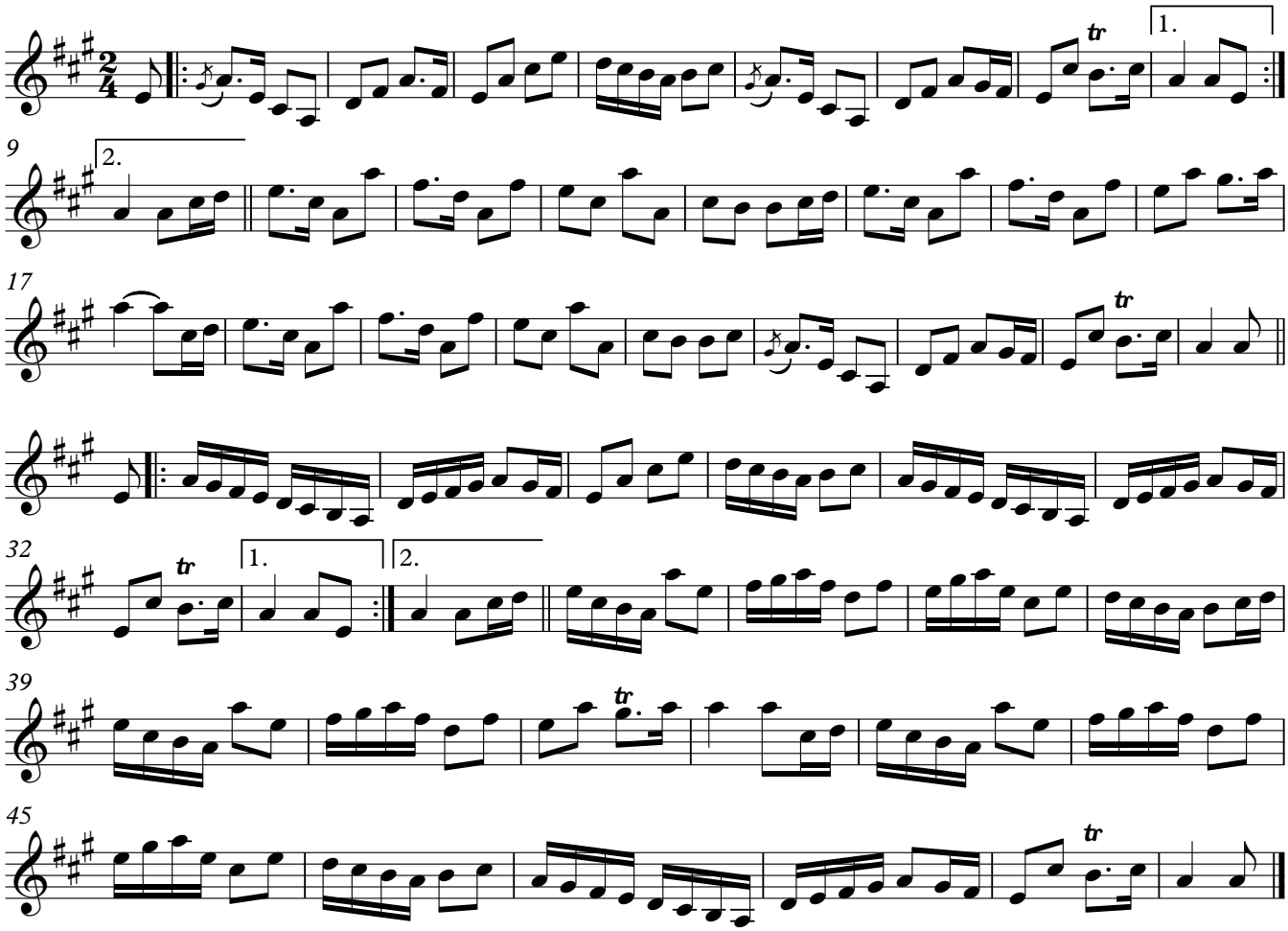Ailsa March