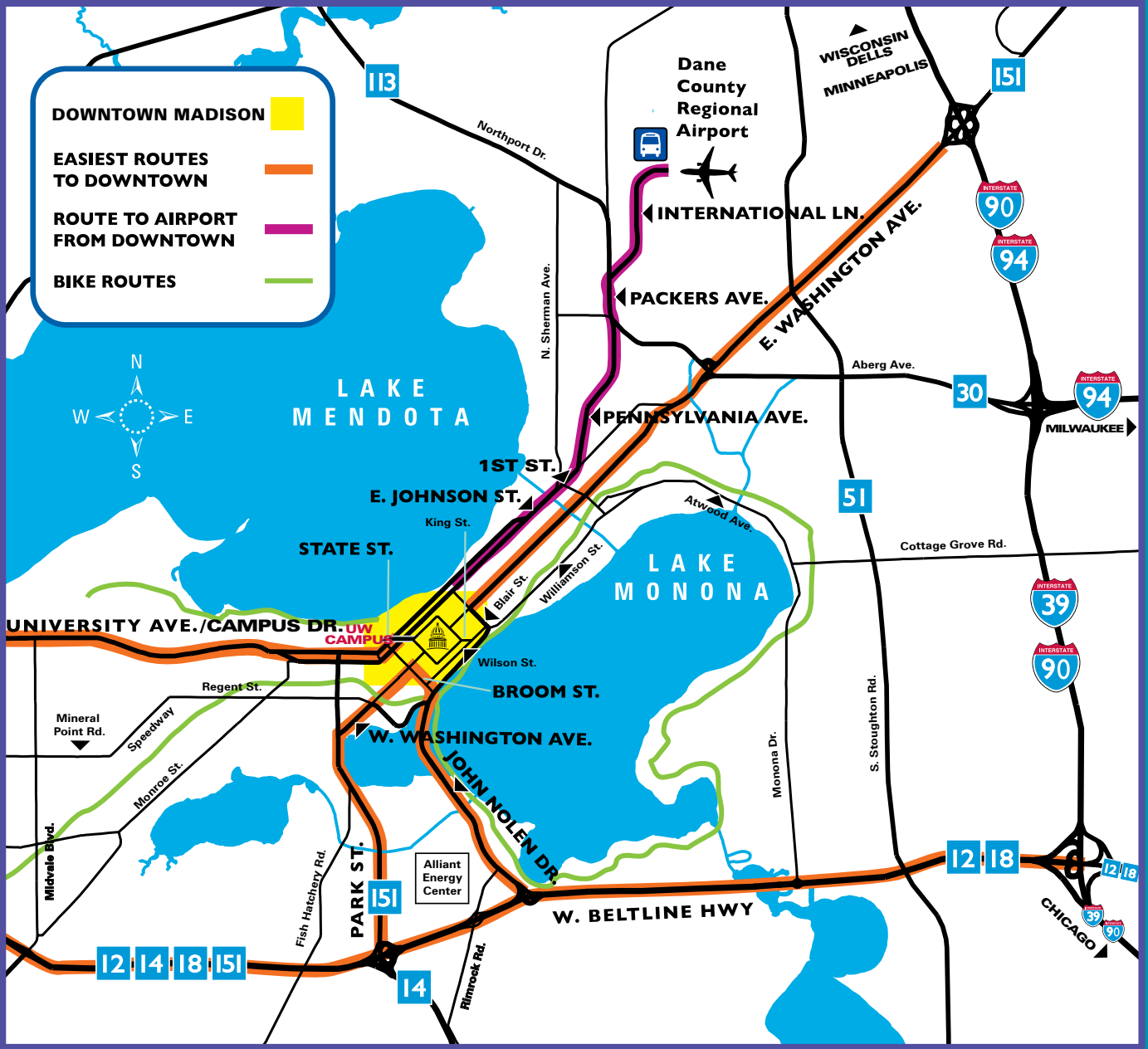THE MADISON AREA