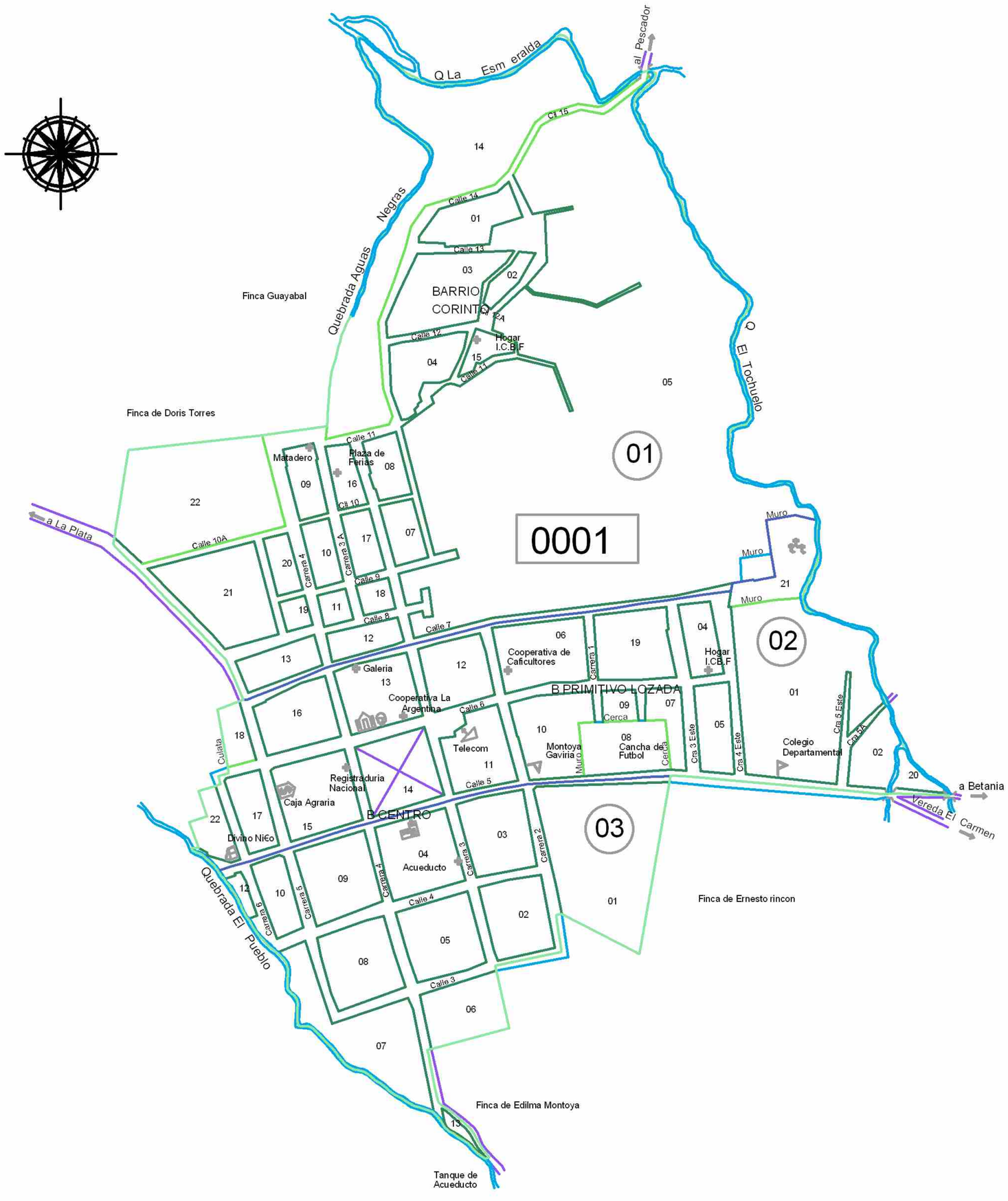LA ARGENTINA