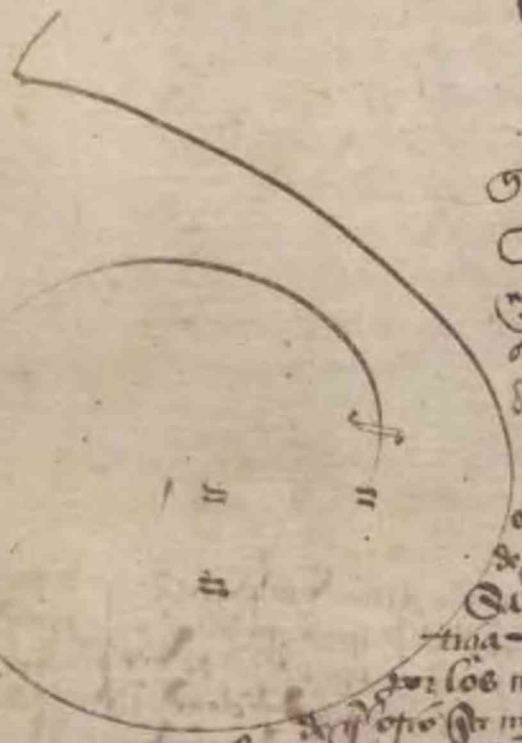mercado franco/