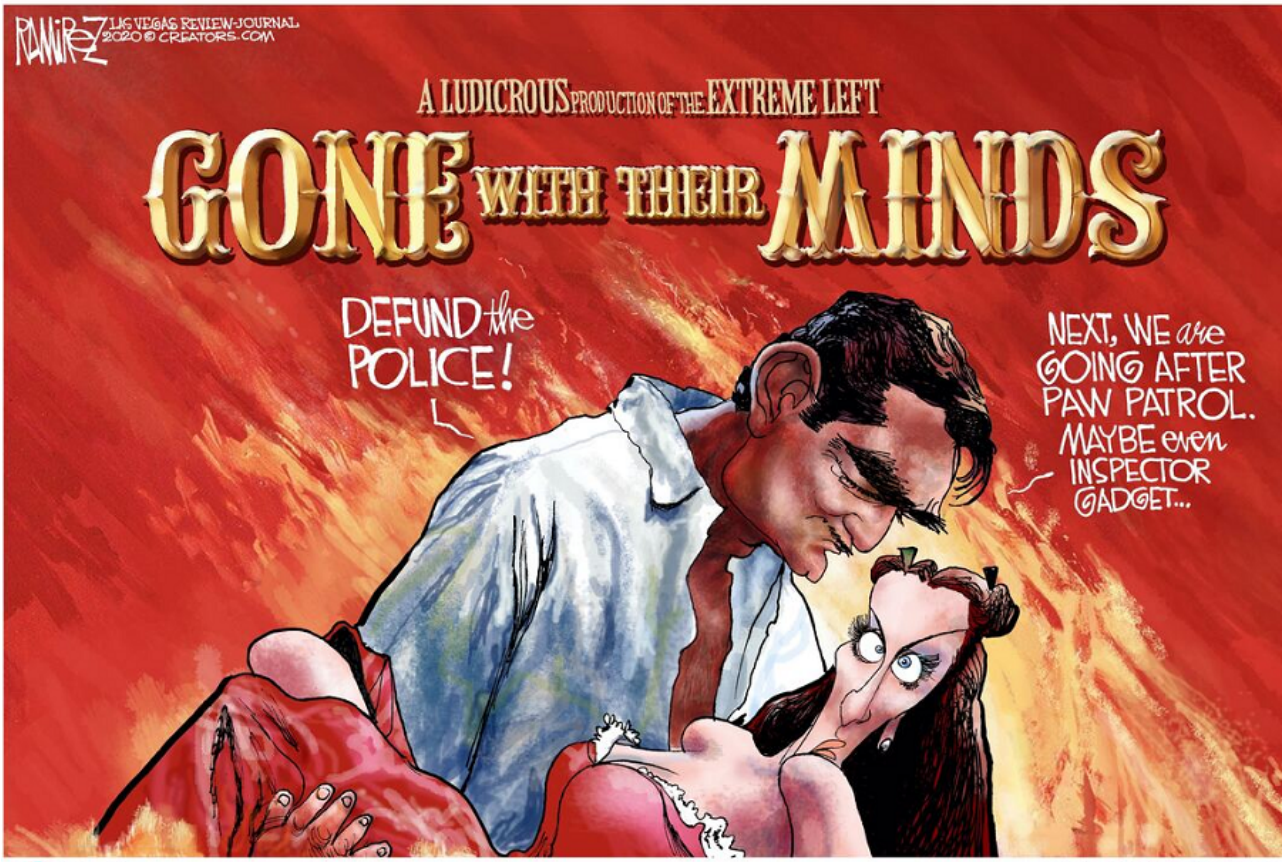YES, THEY REALLY ARE… GONE WITH THEIR MINDS