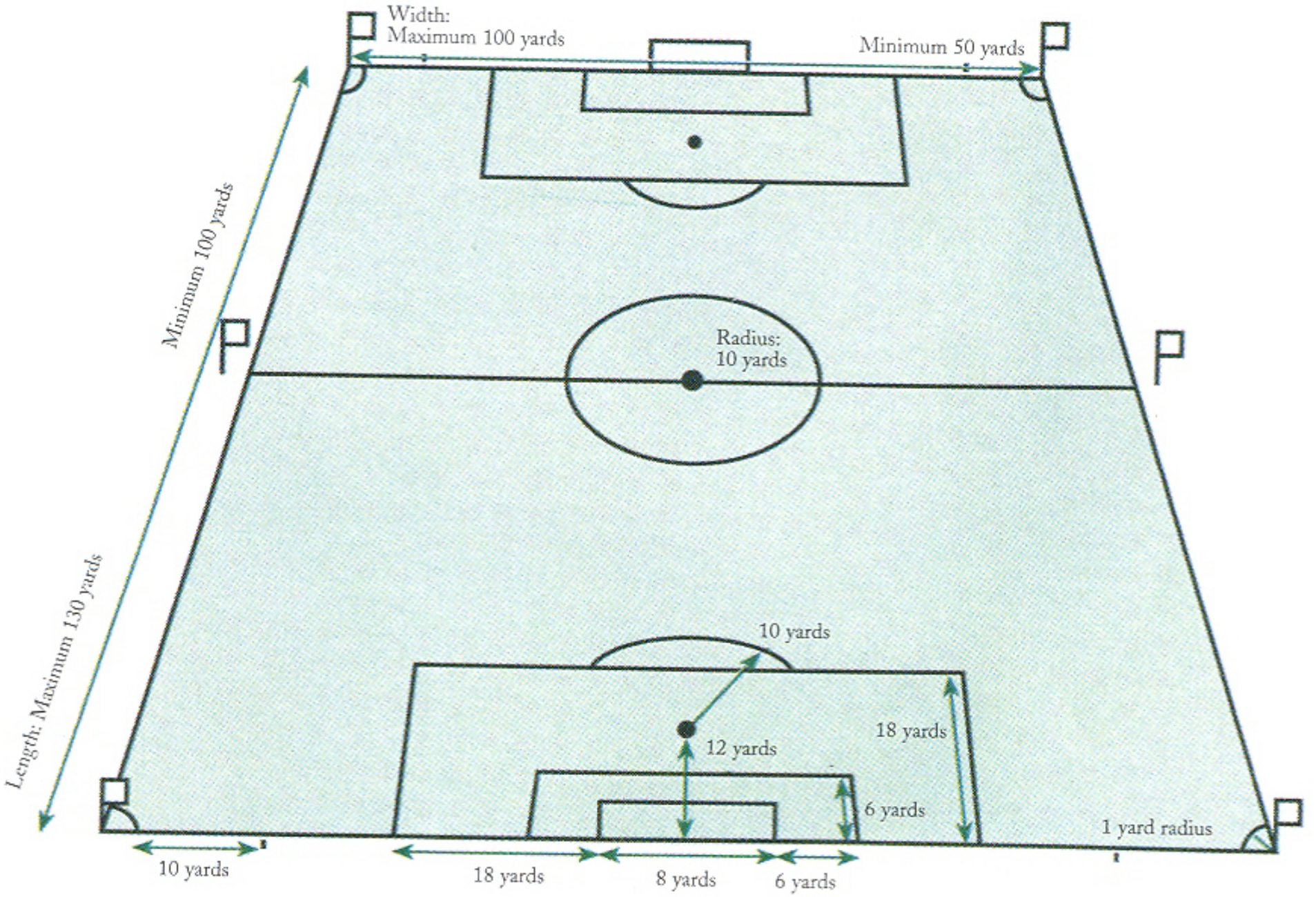Imperial Measurements