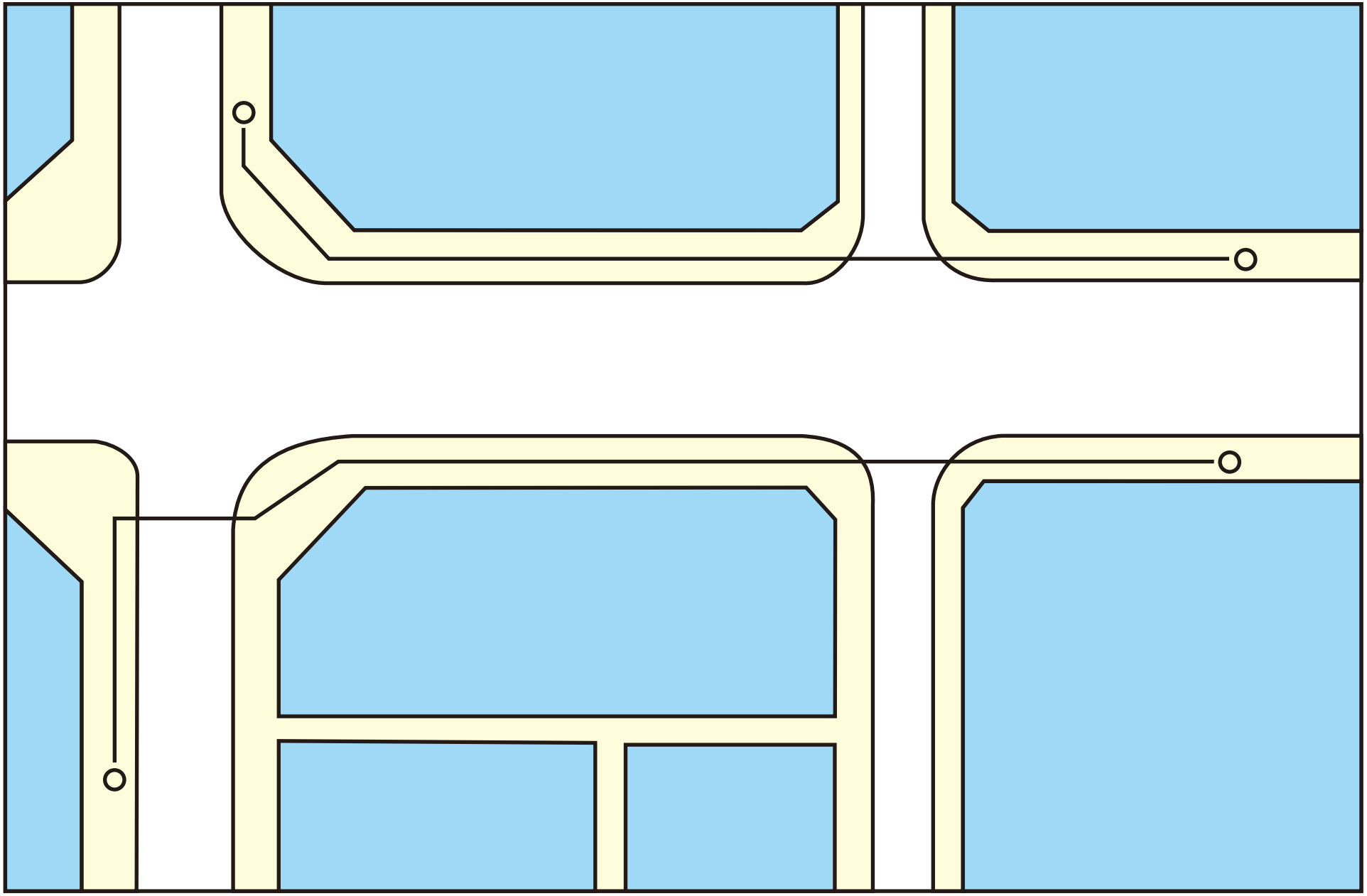本町