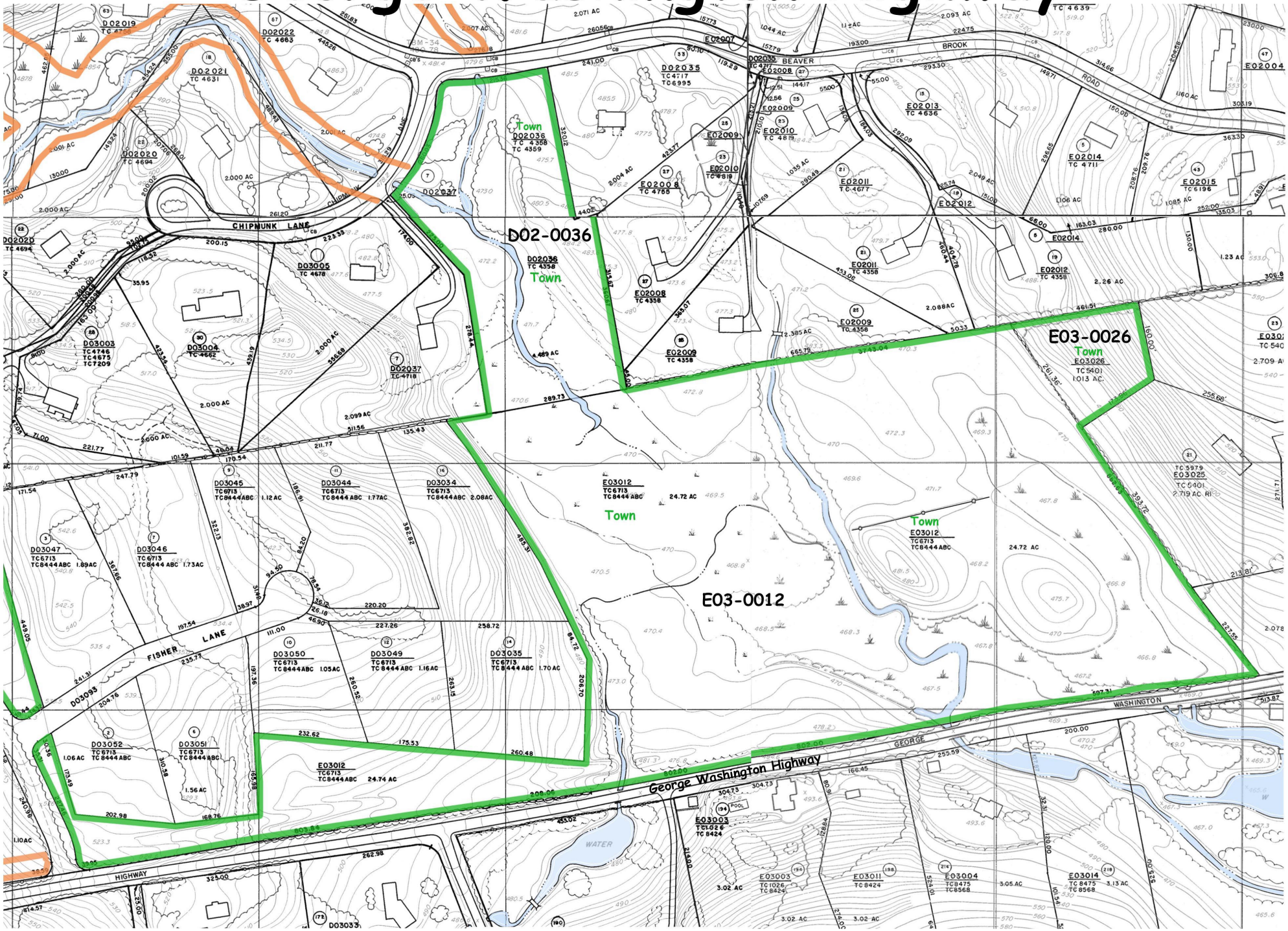George Washington Highway