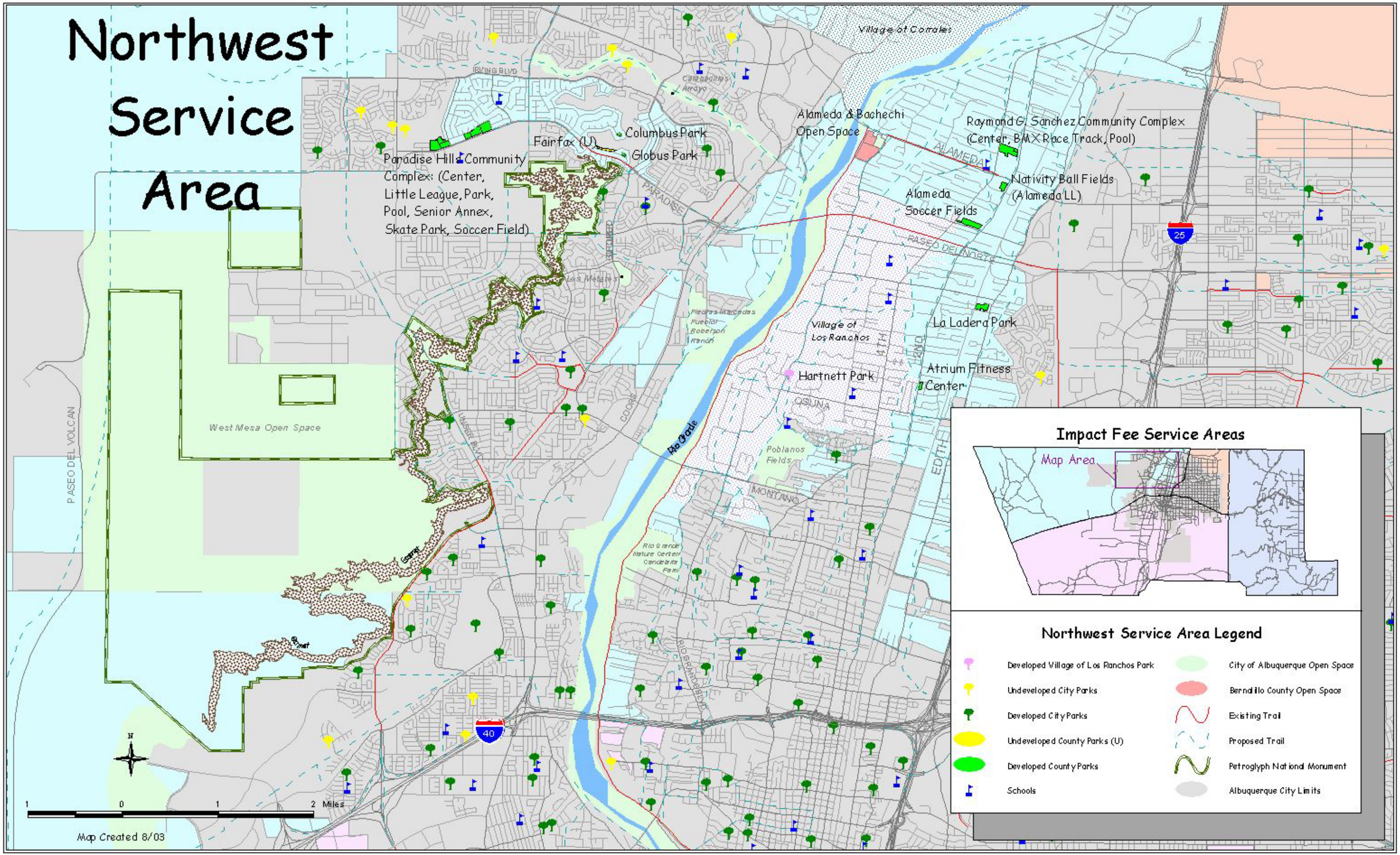Northwest Service Area