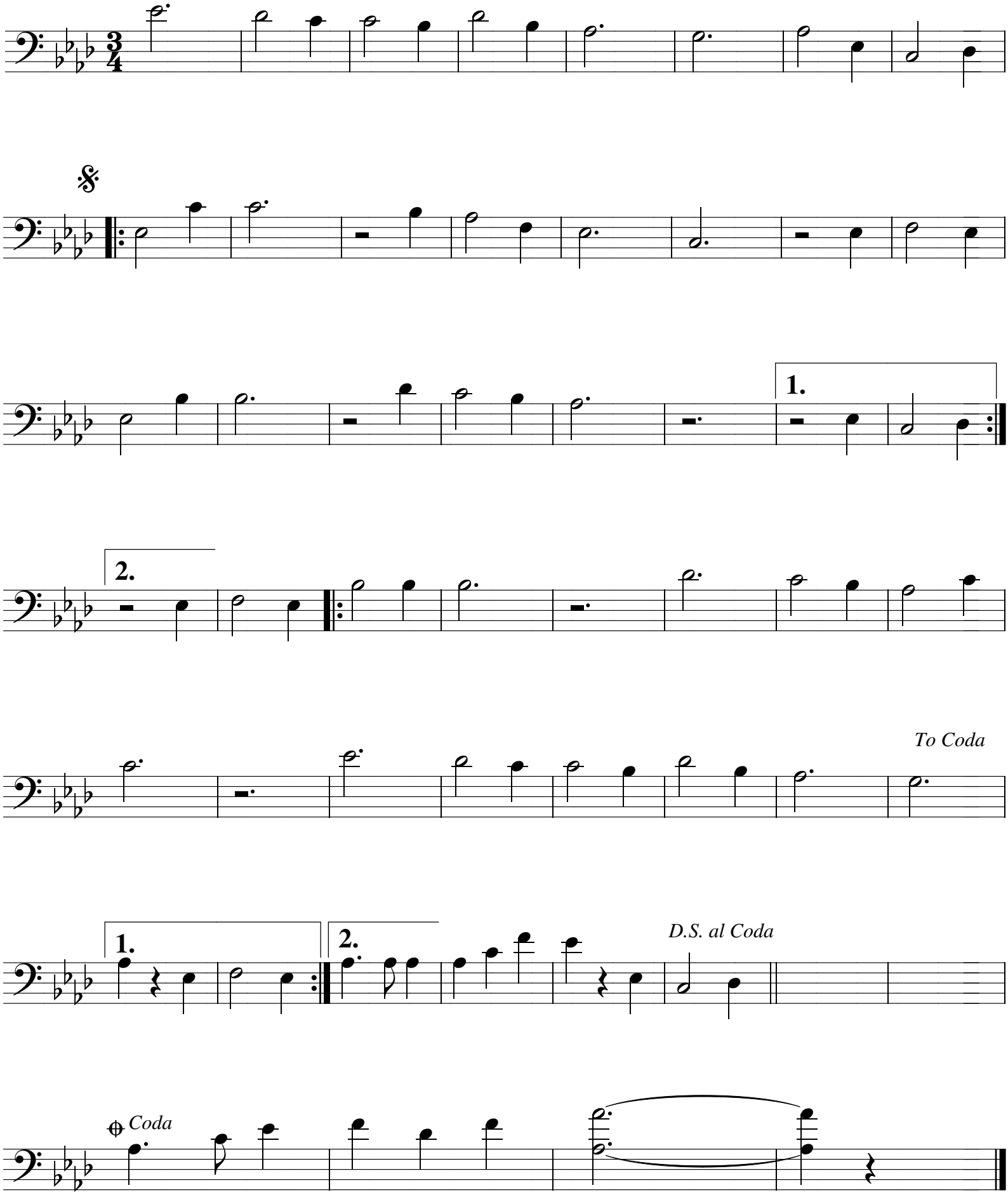Sjoen is 't leve