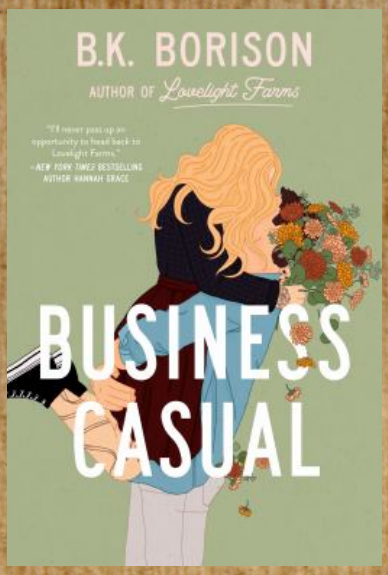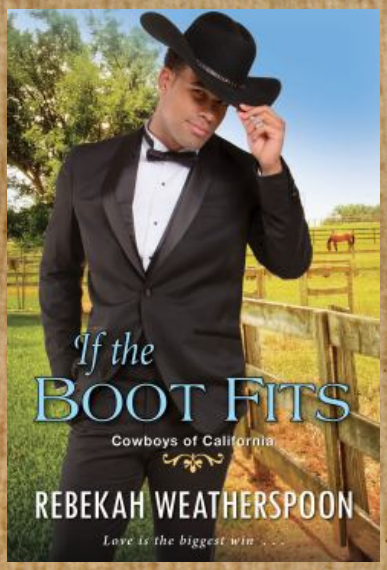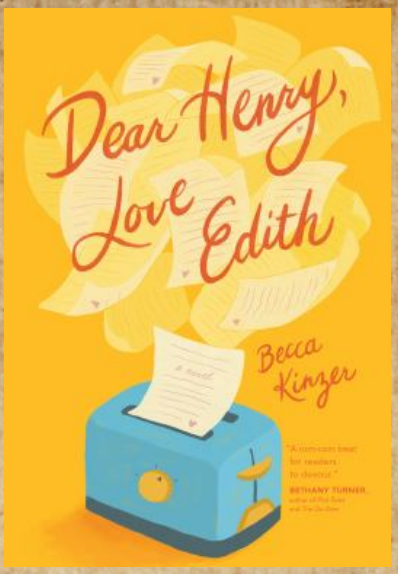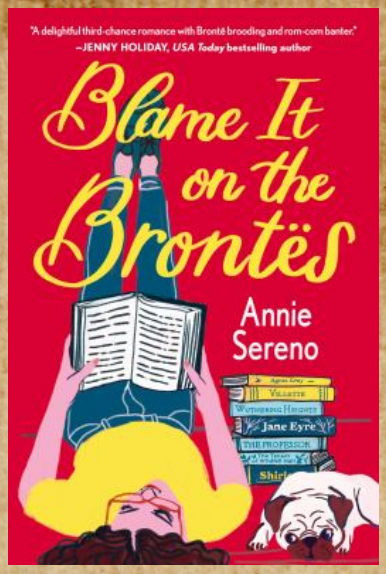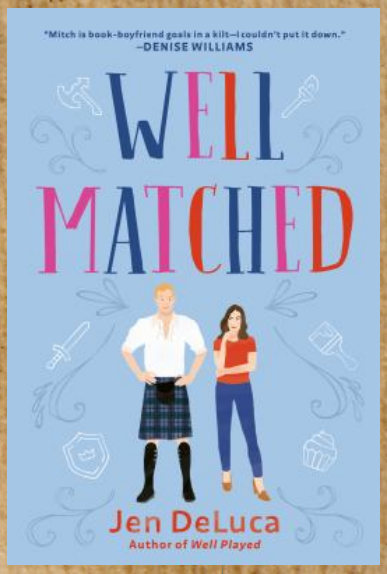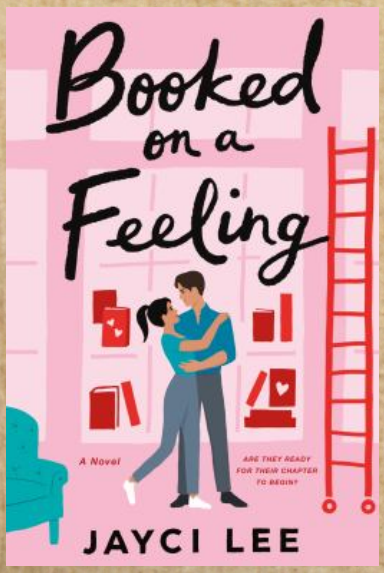LOVE in a small town