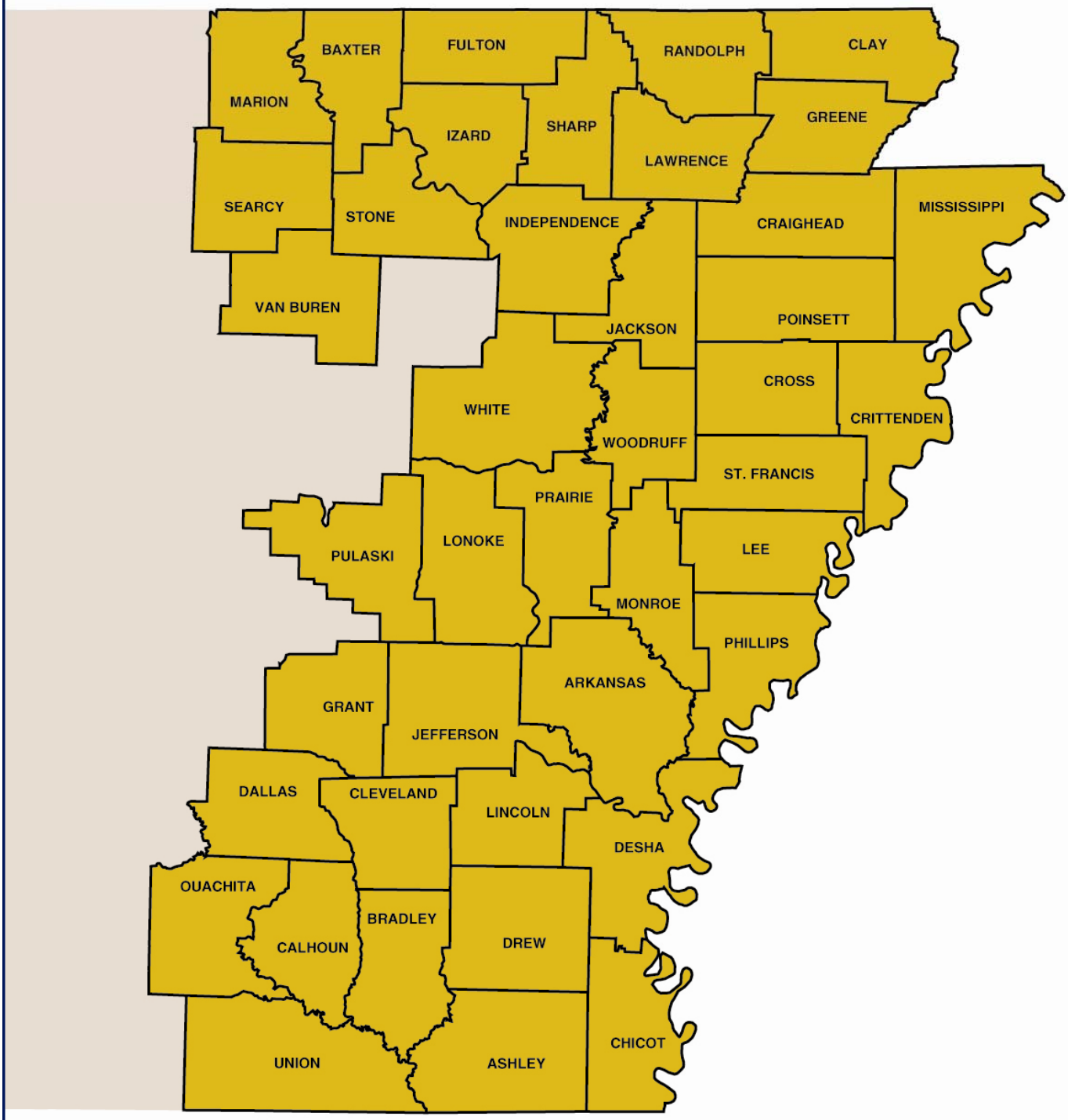Arkansas Service Area