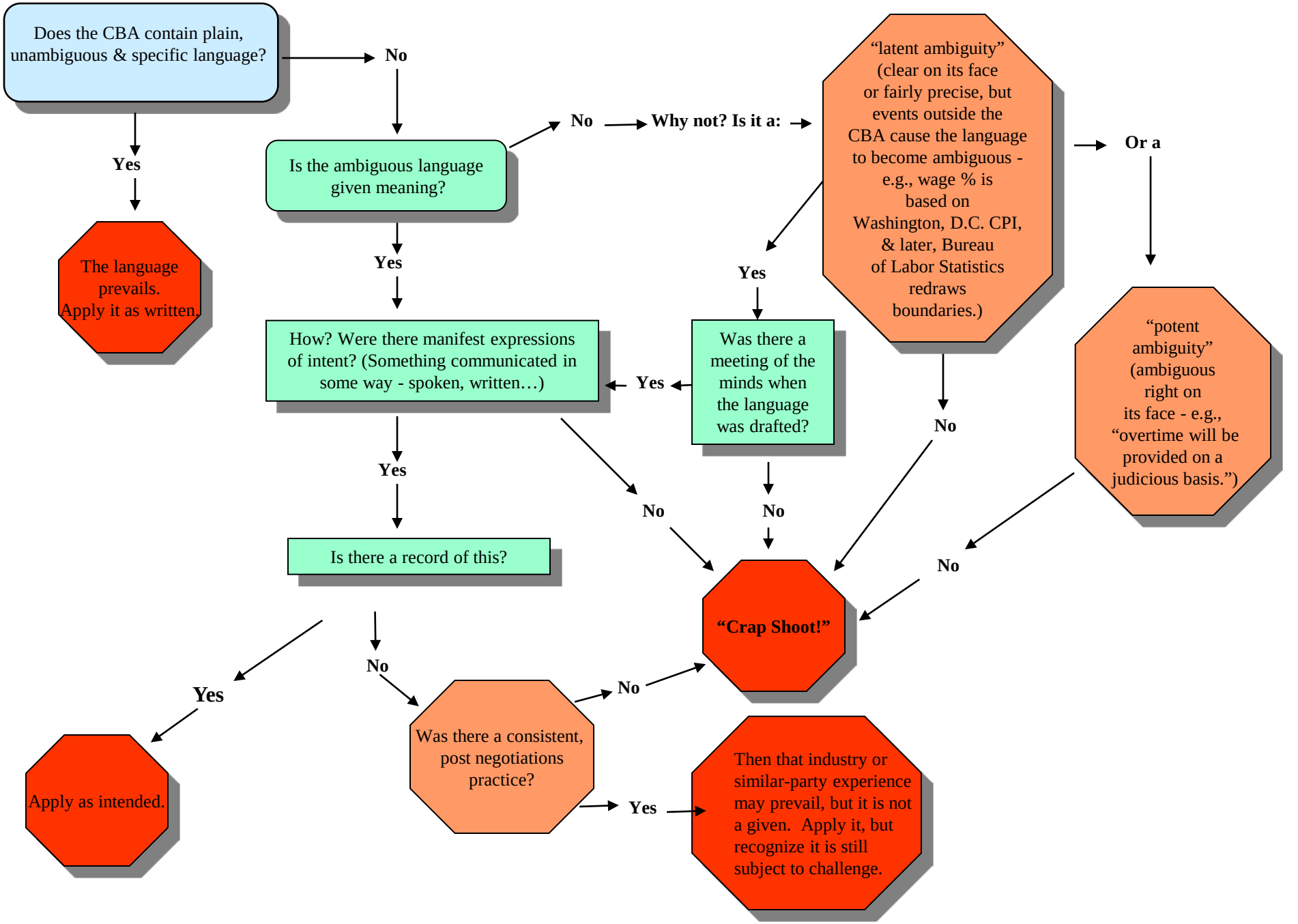Common Rules of Contract Construction