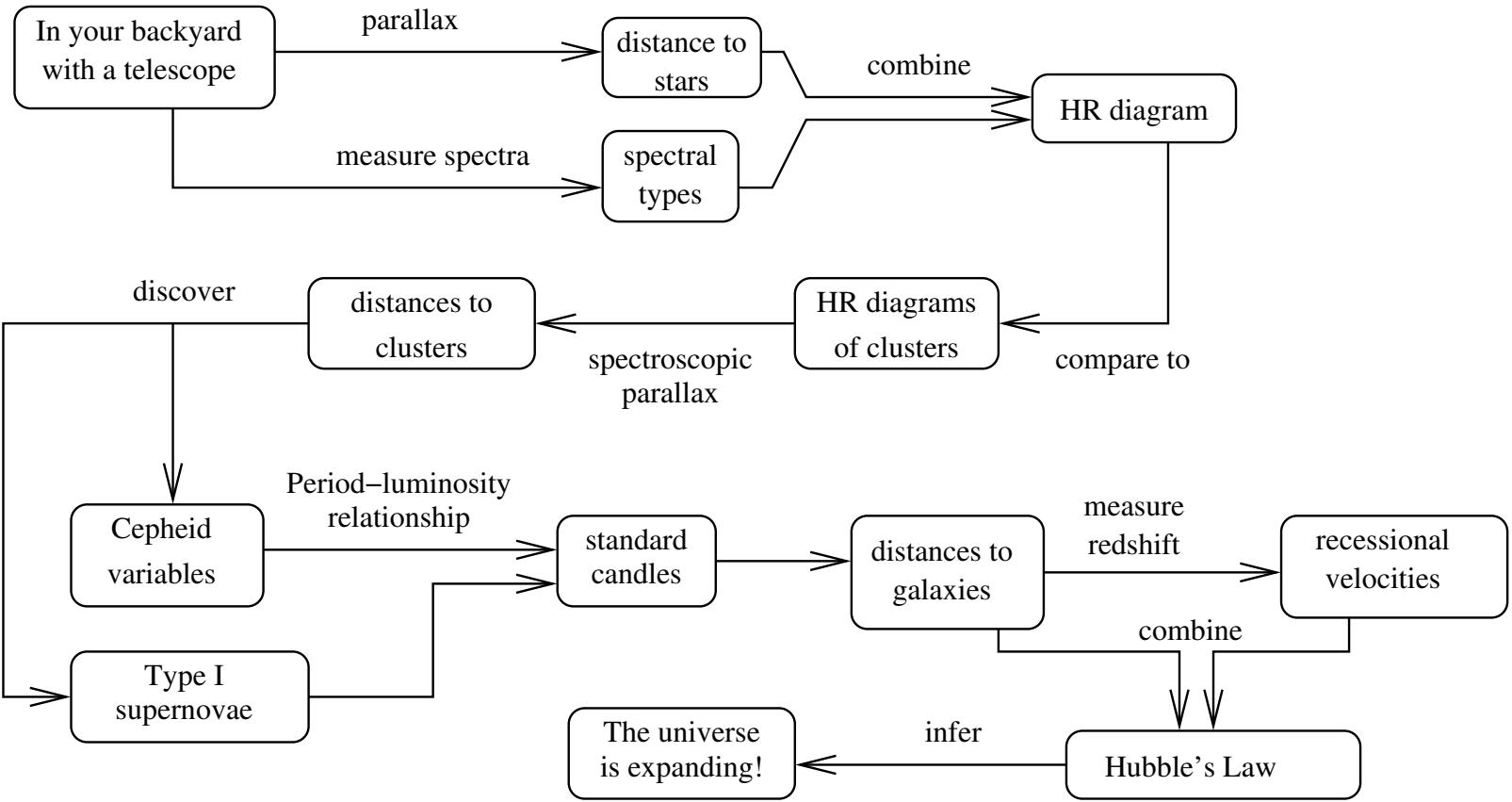How do we know the universe is expanding??