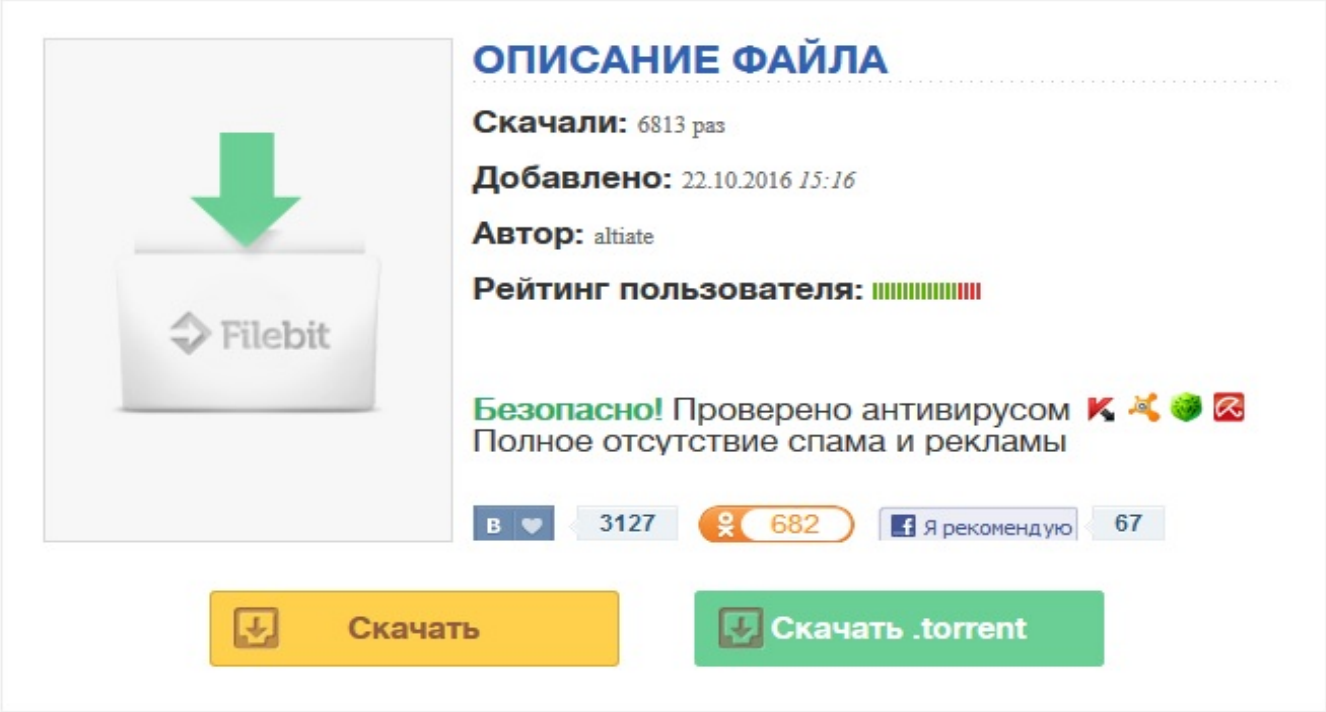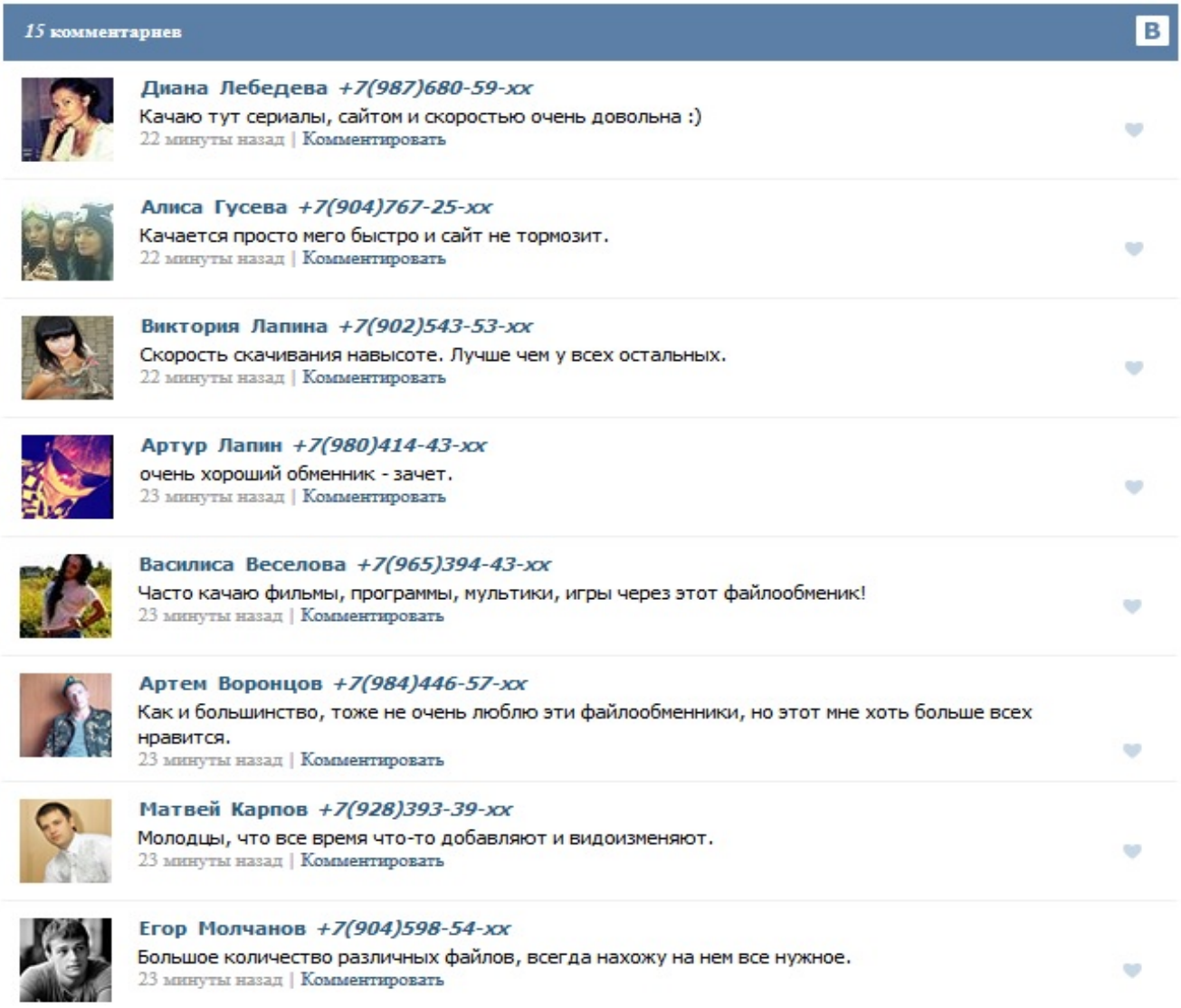бланктограмма