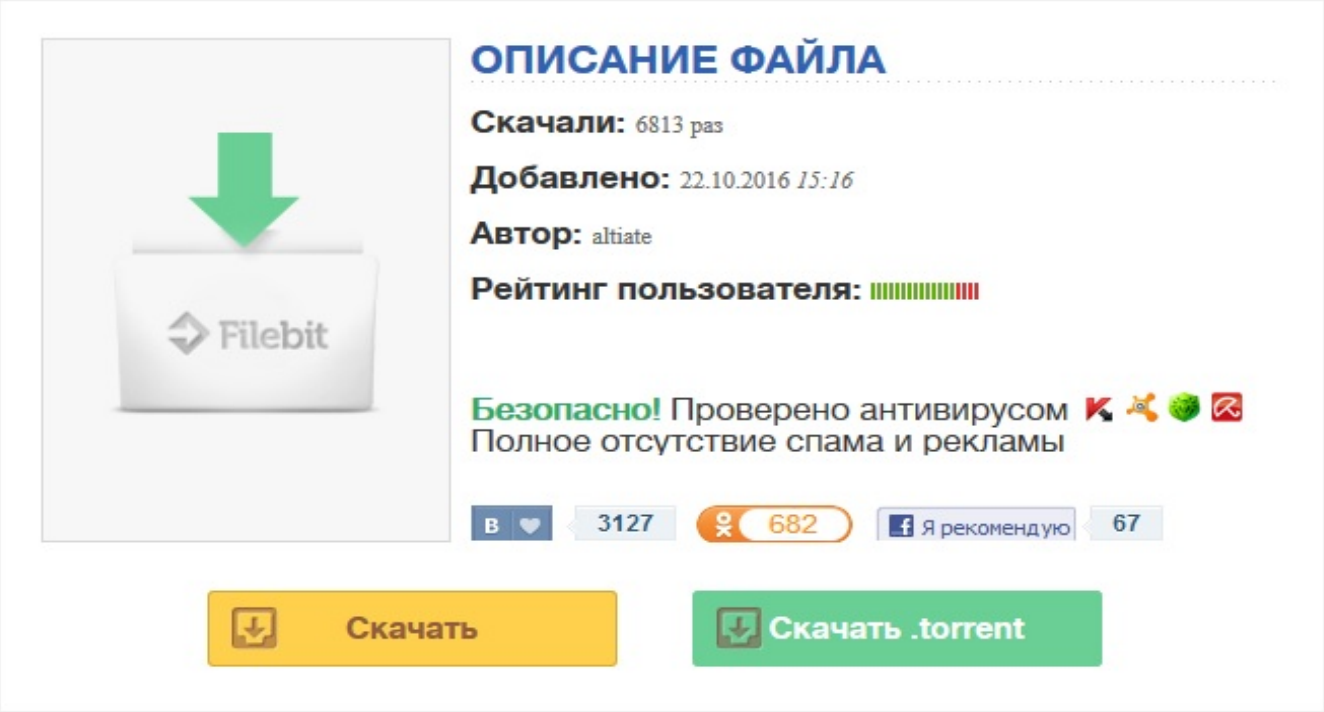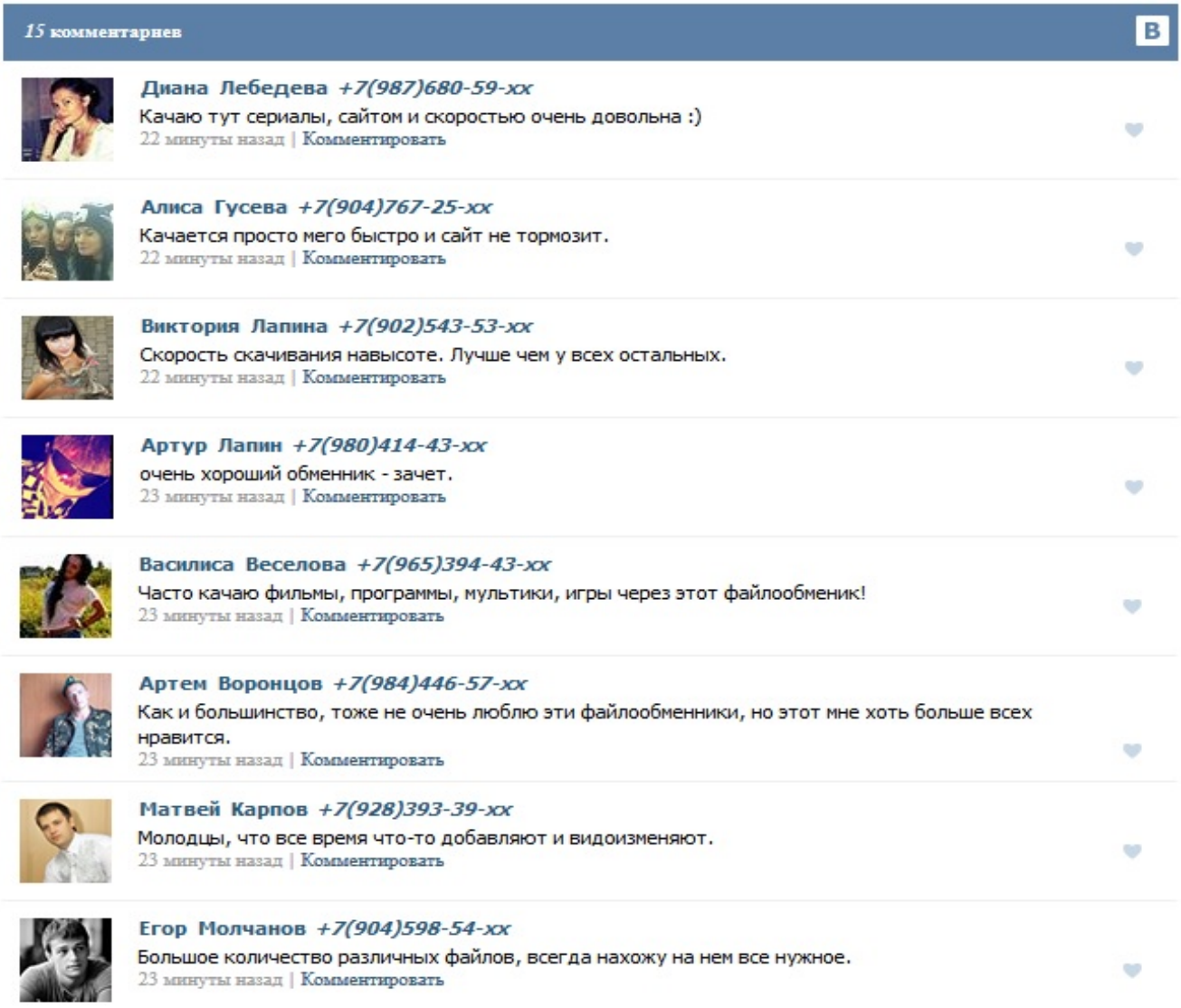бланк для писем общий бланк