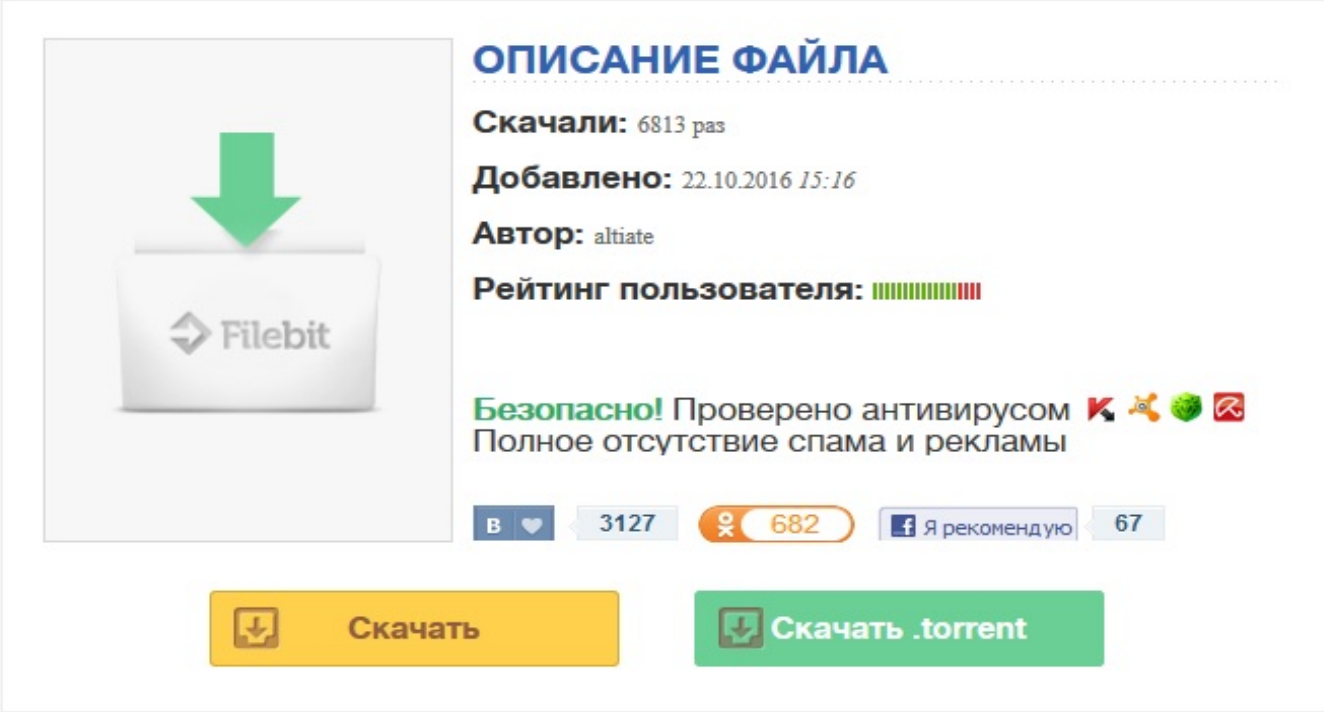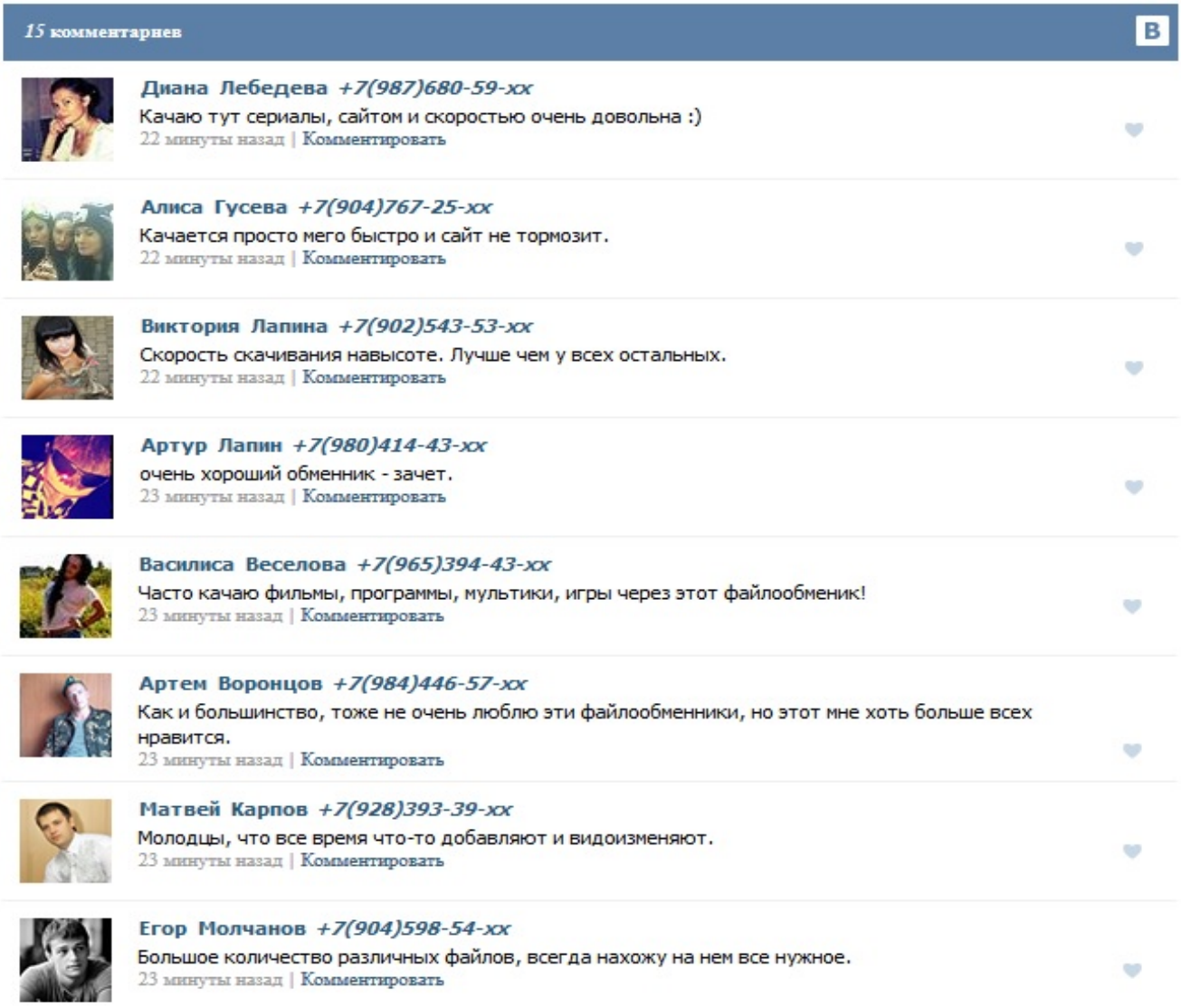пиво реклама банка обои