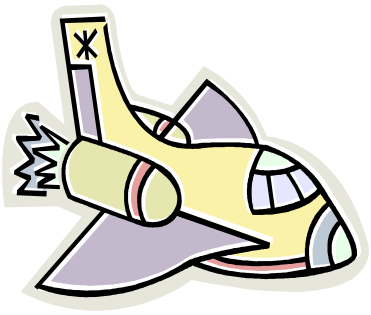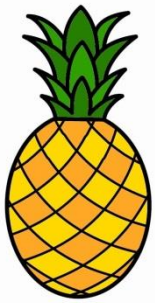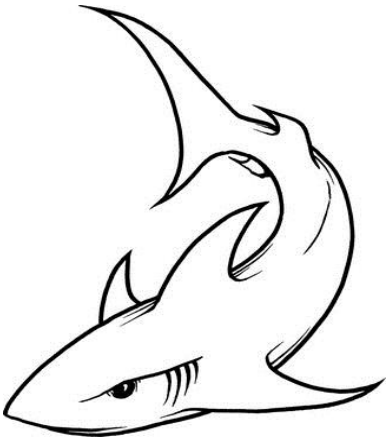НА СЛОВО, НА СЛОВО... А