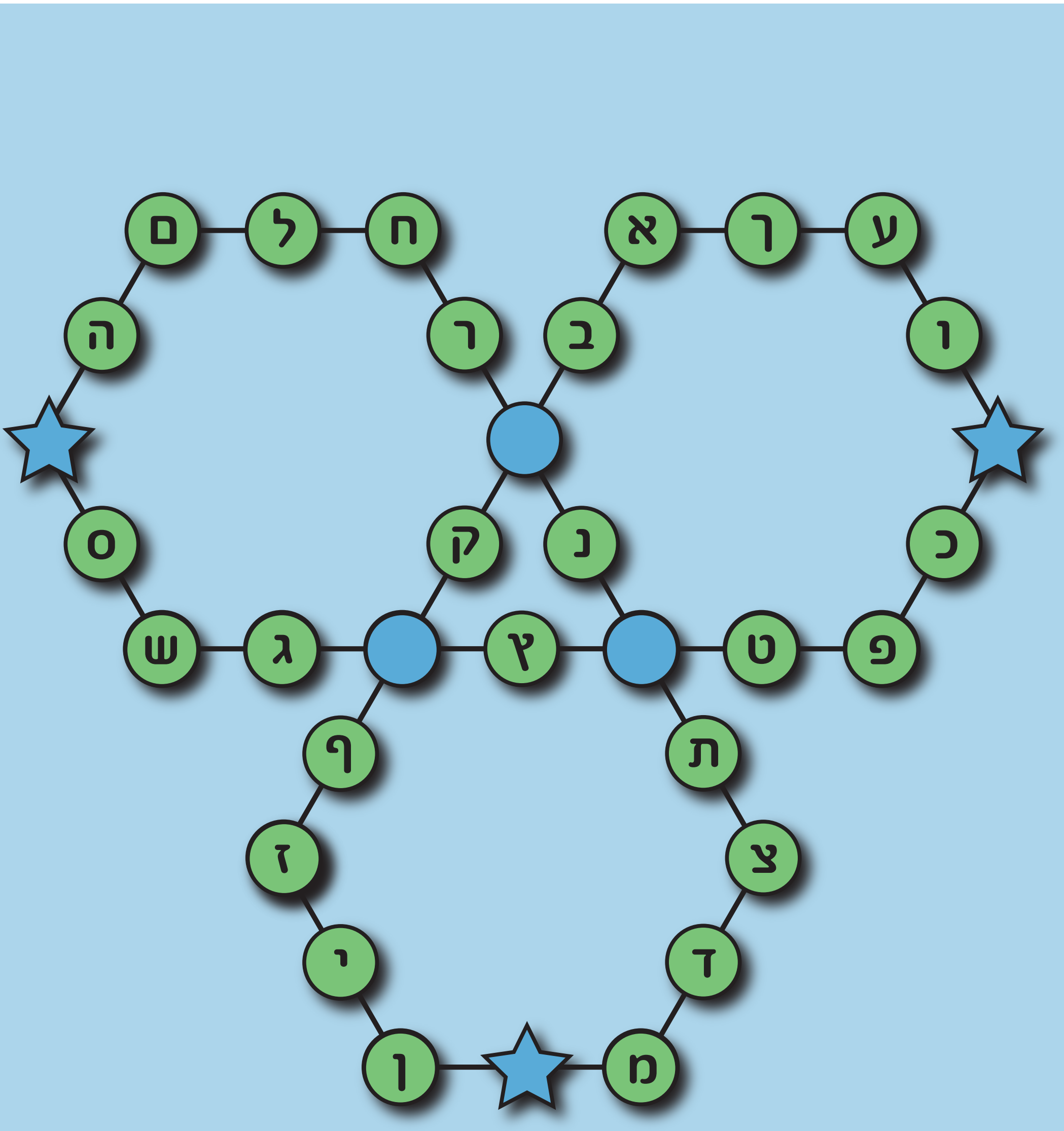מאותיות למילים