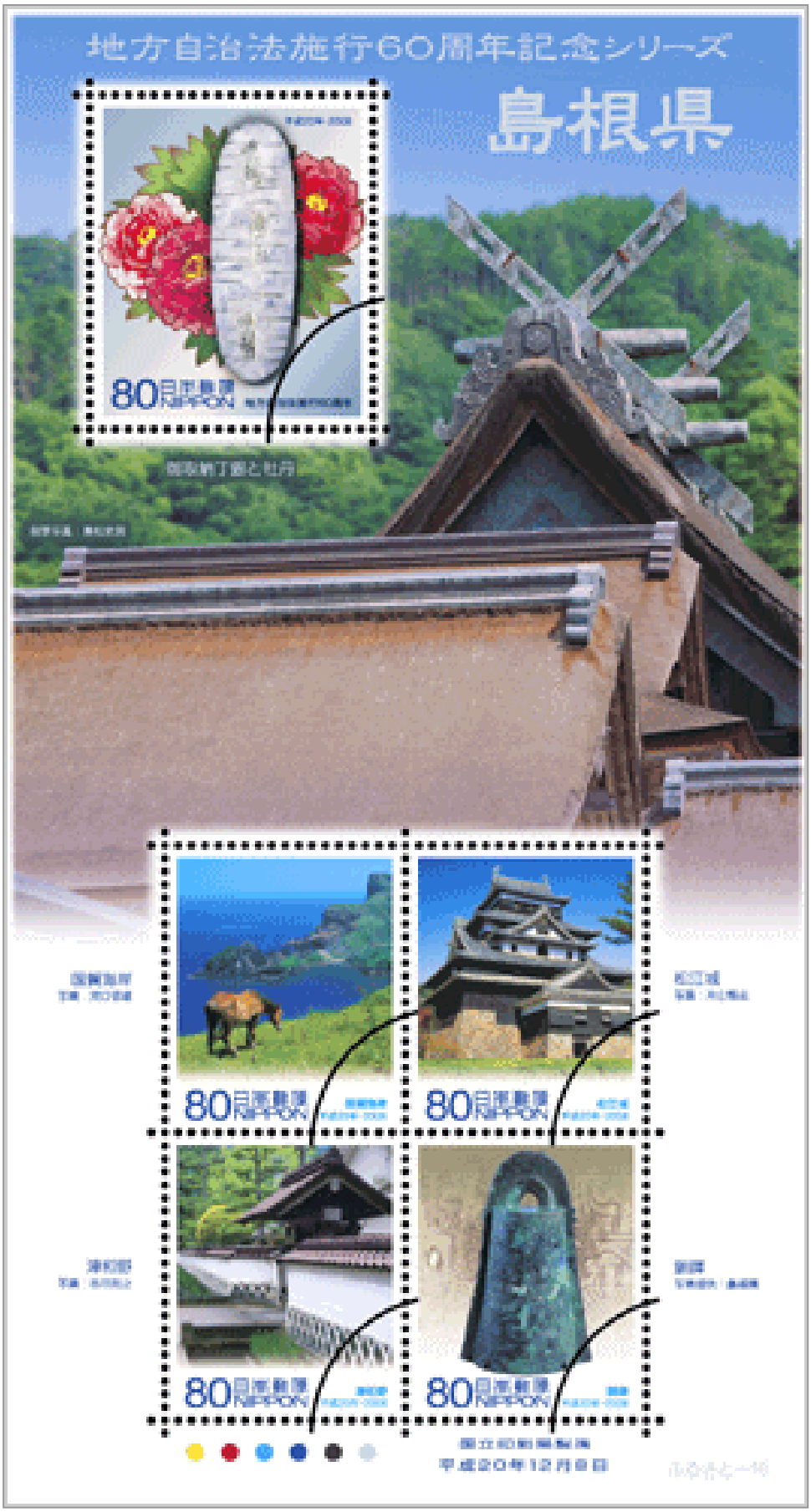切手のデザイン