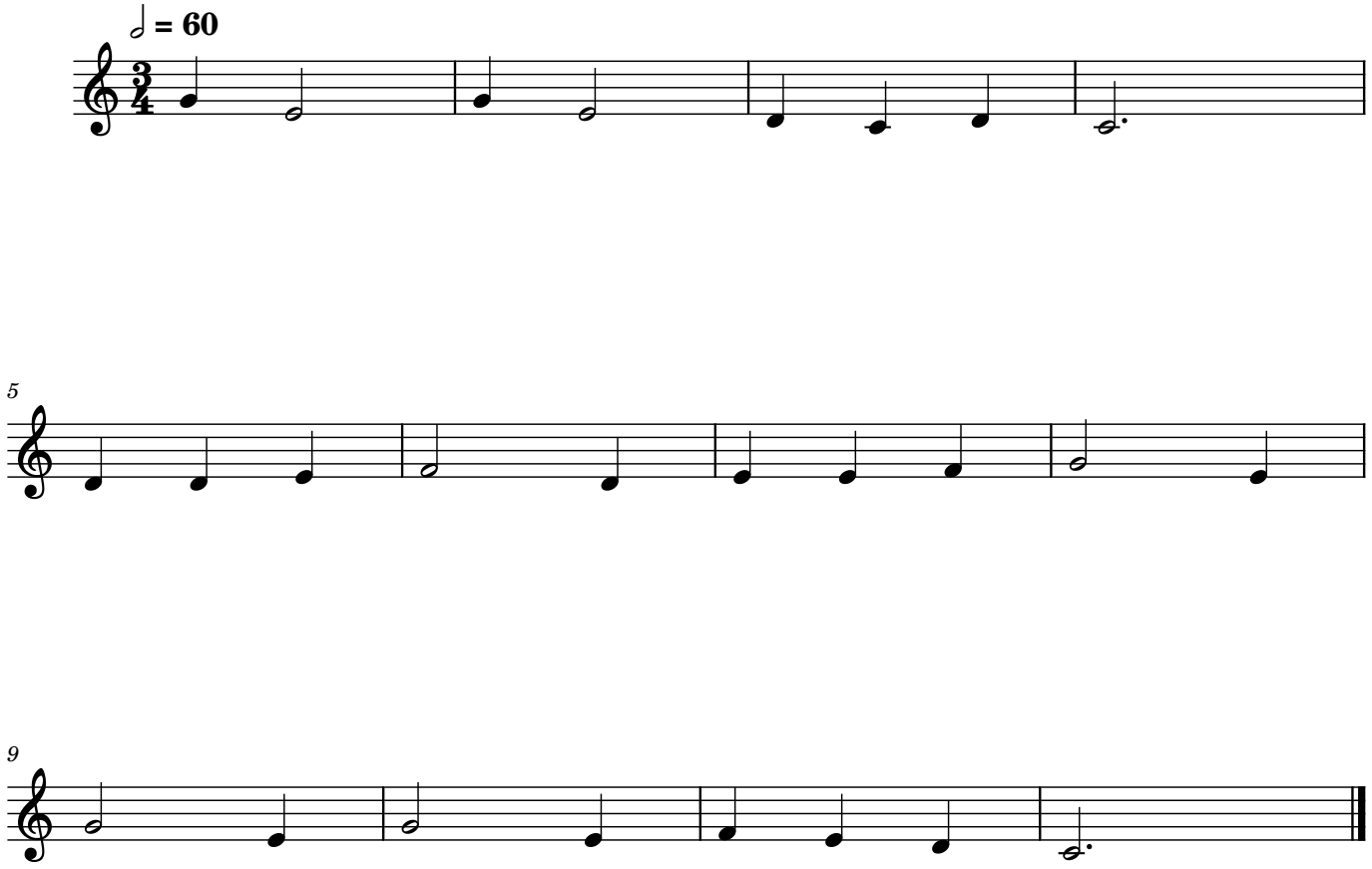かっこう