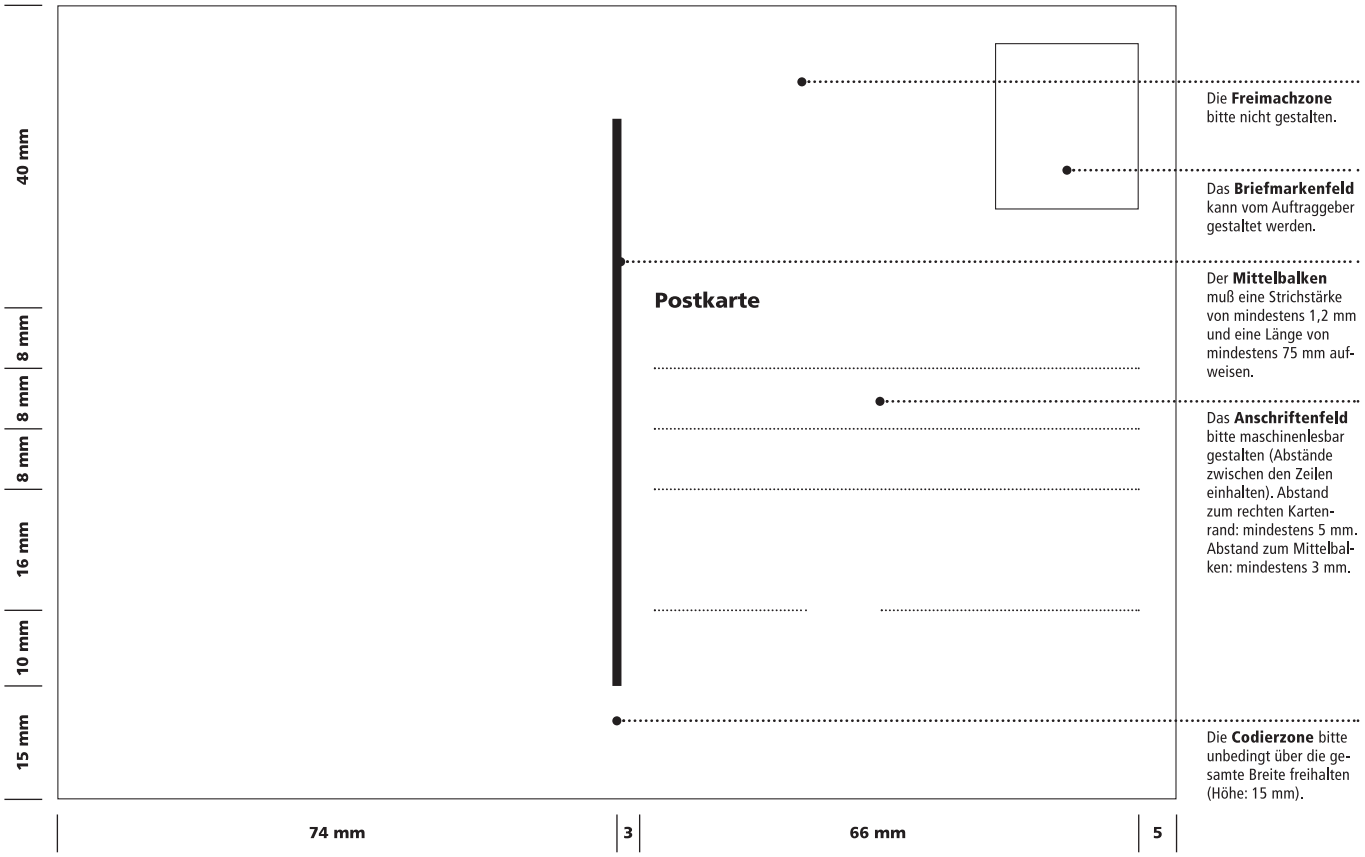Postkartenrückseite