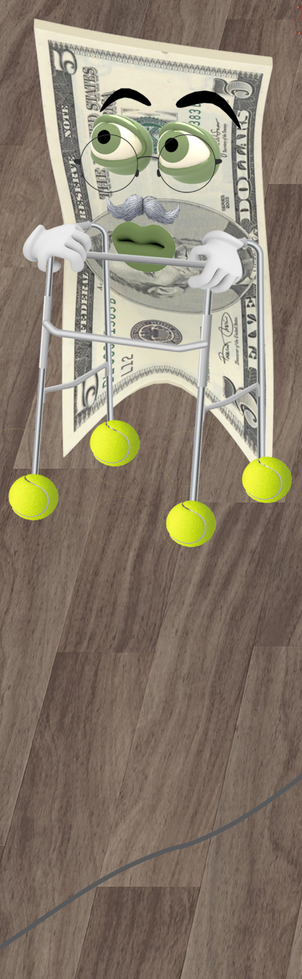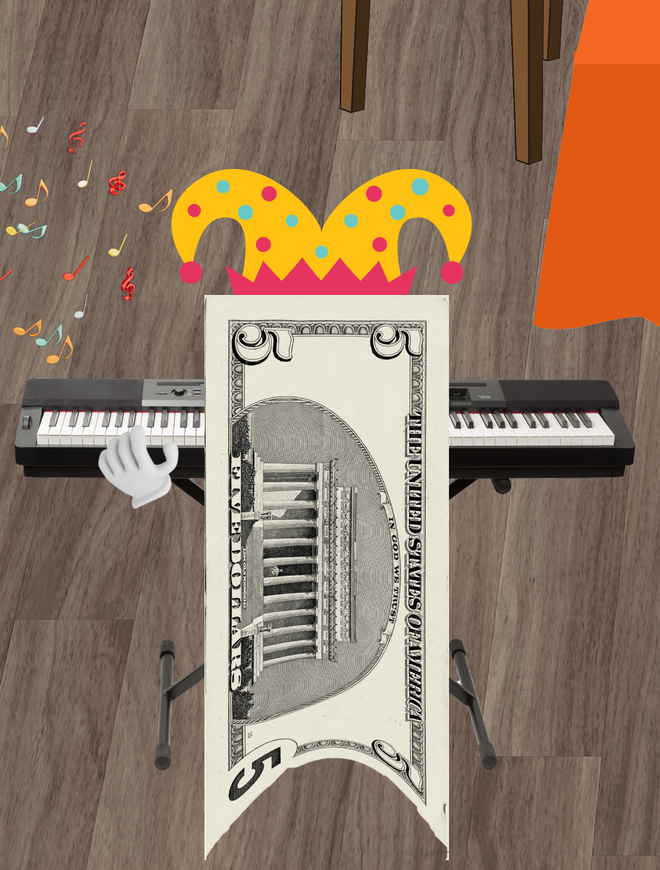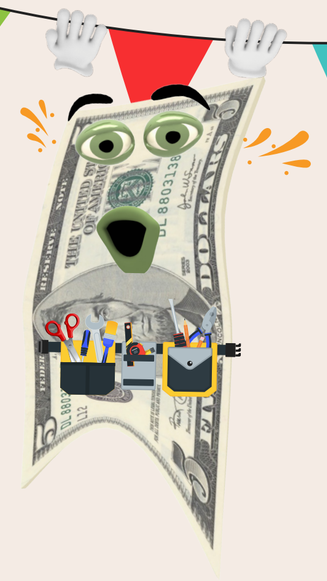משנכנס אדר מרבים בשמחה