By "JOE" LEDERER

Guessing what the public will like is one of the most difficult - and expensive -- parts of the television business. Each year scores of new talented people

r the big-time , and you're The for the big-time f 🖔 the judge The verdict is in on one bright new comic tulent . . George Gobel, the first big hit of the year He scored high on his early shows

... and rang up a big success in his appearance on the big twohour Edison tribute on all four GE Television prices are the

lowest in history. Now is the time to add that second set you've The original "Superman."

George Reeves, has settled his contract problems with the producers of the program . . . and he's now started work on the next batch of the thrillers He received a new super salary "Boy wonder" producer Sheldon Reynolds, who has made s small fortune filming "Sherlock Holmes and 'Foreign Intrigue' in Europe, has an American

project next on his list He

acquired the rights to the popu

lar stories by Leslie Charteris about "The Saint" These will he filmed in New York, using the great city as background. Washdays are so much easier with the completely Automatic GE Washer. Clothes are always in water never tumbled in and

The "off again, on again" Bob Hope command performance video show, to be filined England, is on again. Bea Lillie and Maurice Chevalier have already been signed to appear with Bob . and the showing here is scheduled for Dec 7th. Lederer, Inc., Your Favorite Appliance and Radio Store. Pioneers in Television Homeowned - Home-operated since 1933 at 1015 Broad St., Bridge port. Phone ED 6-1131 and at 2151 Black Rock Turnpike, Fairfield, "Dolan's Corner."

TURNING THE DIALS

BY FRED H. RUSSELL

Radio listening in 1954 amounts to 927 million family hours a week-and this is not a great deal less than the total volume of radio listening back in the spring of 1948. John Karol, vice-president in charge of network sales, CBS Radio, said during the past week. Mr. Karol, representing radio in a panel on the media during a session of the three-day annual meeting of the Association of National Advertisers at the Hotel Plaza in New York city, declared that the impact of television on radio distening has been greatly exaggerated.

'A detailed analysis of radio lis- 🌩 tening made last spring shows more pre s was unanimously enthusiastic than 46 million American families alout the qualities of the great spending an average of 20 hours a orchestra, which had made history week-in their homes alone-listening to their radio sets. These fig. Arturo Toscamini. for 17 years under the direction of ures give us the total of 927 million family hours of listening per week," he explained, "and out of home lis-

tening is additional."

"This means that radio, with its

tremendous existing amount of lis-

tening has little more to lose to

television." Mr. Karol said, express-

... the belief that "in a few years

term growth—not only because of

total listening will resume its long-

sets scattered all over the house."

The successful planist will be

heard every Sunday from 1:30 to

1:55 p.m., in addition to his requ-

lar Monday through Friday noon

to 12:30 p.m., concerts over the

are one of the most expensive

at 7 o'clock This orchestra, for-

founded by the musicians them-

given a concert without a con-

The exacting New York music

transcribed shows in radio.

Symphony Salute

ductor.

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smaller than many selling for twice its price! Zenith's latest

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Come in and see the "Royal-M"...wear and compare, on

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convenience. So comfortable you scarcely know you're

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teny battery!

wearing it!

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out-performs a Zeruth in any way, simply return the Zenith within 10

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Zenith introduces the

HEARING AID

in its history!

SMALLEST, LIGHTEST

Liberace on Sunday

The special recording made by the orchestra without a conductor will be played on the program. The record, which will not be offered There actually are more families listening to radio now than there for public sale, will be given as a souvenir to all those who contribwere in 1948 Mr. Karol said, adding ute \$10 or more to the fund for the that while this is partly due to new organization, which is inincreased population and growth, corporated as a tax-free foundation it also has occurred in the face of television's attaining two-thirds of under the name Symphony Foundation of America. its total foreseeable penetration. .

In addition to playing the recording, the broadcast also will include recordings of paits of the rehearsals which led to these remarkable conductorless performances

Youth Concerts

our population increase, but also The New York Philharmonic- News: Gypay Airs Gypsy Airs Polka Party News because we are in the midst of a Symphony Society's young people's great expansion in personalized lisconcerts, for children nine years of tening both in and out of homes age and older, will begin their 1954-By this I mean listening to the 55 season next Saturday at steadily increasing number of auto Carnegie Hall with WQXR again radios, to the new pocket portables. broadcasting the program from and to the million of inexpensive 11:05 a.m. to 12 noon The orchestra will be under the direction of Wilfred Pelletier and commentator this year will be James Fassett The opening concert will demon-Liberace is to get another pro-

gram on WMGM starting today. strate the particular instruments used by composers to illustrate various sounds in their works These, will be pointed out during the performances of excerpts from the overture to Rossini's "William Tell" and Beethoven's "Partorale" station. The Liberace programs symphony wherein a storm occurs, and in the Magic Fire Music of Wagner's "Die Walkuere" overture to Glinka's "Russlan and Ludmilla" will open the program NBC will salute the 'Symphony The soloist will be Robert Natkoff, of the Air" in a special one-hour 12-year-old violinist. broadcast over NBC radio tonight

merly the NBC Symphony, was A \$49,000 yacht, a full-length Labbrador mink coat at \$22 000 and an selves and has made recordings and expensive necklace are not the kinds of products one generally hears sold by a disc-jockey However, that is the kind of commercial listeners of radio station WNEW's "Make Believe Ballroom" will hear delivered by Jerry Marshall, starting Monday evening.

The station takes the view that at first sight, selling furs, yachts and jewels by a disc-jockey may seem ridiculous, but you don't have to sell a lot of those products to satisfy a sponsor. So the station

(Continued on Page Eight)

Radio Highlights

10:00-CHURCH OF AIR. Dr. LeRoy C. Brandt minister of the Delmar Reformed church in Delmar, N. Y.

CHURCH OF AIR (Part II) The Rev. Dr. Thornton A. Gustafson, president of the New York Conference of the Augustana Evangelical Luth-eran church WCBS

11.30-INVITATION TO LEARNING. Abraham Lincoln — The Fraine Years WCBS

12 30-CARAVAN OF STARS: Eddy Manson, harmonicust, Jack Russell, ten-er, Larry Best, comedian; Burton Bisters. rhythm singers WMGM 100-MAN 8 RIGHT TO KNOWLEDGE:

Human Organization-Physical Well-Being is topic WCRS YOUTH WANTS TO KNOW C D.

Jackson, U.S. delegate to UM General Assembly, is guest WRCA

1 30-FESTIVAL OF OPERA Don Giovanni by Mozart WOR

1 80-LIBERACE. Piano music WMGM

2 00-CATHOLIC HOUR: Dougherty speaks on Moses, Londer and Law-Giver WRCA

2 00—FOOTBALL: New York Giants vs Philadelphia Eagles WMOM 2 30—PHILHARMONIC-SYMPHONY Dimitri Mitropoulos, conductor Van Cli-burs piano soloist WCBS

4 06-ON SUNDAY AFTERNOON Music, vocale and records WCBS

\$ 00-INHERITANCE The story of Tom incoln and Wancy Hanks WECA 5 00-THE SHADOW. Bret Morrison in

The Corpse with the Lying Face, mystery drama WICC. WOR 5 80—GREATEST STORY He That Is mystery drama WICC, WOR
GREATEST STORY He That Is
Faithful, Biblical drama WNAB,
WABC
COUNTY FORUM Are We in Danger
of Loring Local Bus Service! is
toric WHLK

6 06-COUNTY FORUM. Are We in Danger 6 00-AMERICAN FORUM The 84th Con-

gress—Cooperation or Dissession will be discussed WECA 6 30—RALL OF FAME! Relow Mayes stars 850-RALL OF FAME | Relon Hayes stars | Silve |
RS Dr. Relecca Dorsey, pioneer we | Walter Winchell |
Bunday Music |
Bunday Mus

7 00—SYMPHONY OF AIR Salute to former NBC orchestra WECA
7 00—MASTERWORK HOUR Appalachian Byring by Copland WMYC Spring by Copland WNYC
7 86-AMOS 'N' ANDY Comedy WCBS

7 36—AMOS 'N' ANDY Comedy WCBS
8 60—OUR MISS SECOES Eve Arden in
situation cornedy WCSS
8 60—DR SIX GUS Western advanture
drama WRCA
With Ruth SteinNews RTARS WICC S-65-67MPHONT RALL. Plane Concerte

No 3 by Boothoven WOXR and Charles Farrell in situation comedy WCBS -BARRIE CRAIG. Complaint from &

Corpes, mystery drama WECA 9-60-THE ABBOTTS. Situation comedy 9 00-EDGAR BERGEN SHOW. That to

9-66-OPERA HOUSE. Their by Masowast

9 30 EAST MONEY Creeked Dies game is expected WECA 10 SO-FACE THE NATION Someter-elect

10 20—MEET THE PRESS. Smater Samuel

SUNDAY'S RADIO PROGRAM

DIAL SETTINGS WNAS-1460 WINS-1010 WICC-600 WRCA-660 WTIC-1000

1:3

Heart: Comfort Church of Air Books: Eghert Travel Ernest Marines in Rev'w Poiks Time Carrien Gare: news

Bille Hour News, Starter Musiciand Children's Bible

Polks Time Badie Bible I adio Popit Christian Science Venance of Israel Bantist Church Church of Afr Bible Class

Bible Cises
Music in the Air
Crouner Pine
Polish Bour

SAM.

Stile Class
Rews: Chappal
News Books
Wings of Healing
Sibile Class
Rews Polks time
News Quartet
Hit Tunes
Living Sirile
News Amanage

Children a Bible

10:00

Church of Air Bible Clam Music in t e Air

News: Concert Masterwork Bo

11:00

Mr & Mrs. Oper

News Polks Time Radio Bilde

Gundens Playb'es | Organ; News

WOR-710 WASC-770 WNYC--830 WC88-800 WMGM--1050

TA.M. WICC WECA WOR WARC WLAD WCFS WHOM WHEW letenon Music Melodies Munic Polkan News Polkar News Parson WHILE | Marter Hour

19:30

Honor Living
Radio Chagei
Voice of Prophot
Islanton Cheese
P Brigge News
Music in Agr
Poixs Titte
Bible Class Master Hour

10:46

WNEW-1130

WNLK-1350

WSTC-1400

WQXR-1500

WAVZ-1250

Polka Hure
Voice of Propher
thildren a Hone
Here's to Veta
Averso Col Chole
Baptist Church of Air
Serenade News
Vusic in the Air
tronger Time
Polish Hour
Book Concert
Mr & Mrs. Omer Unideen a Horr World Traveler Negro Col Unit Battist Church thurch of A'r Morn Serenade News' Mash. Crooner Hime Polish Hour WLAD WCBS WMGM WNEW WMCA WNLE Book Concert Mr & Mrs Opera Mr & Mrs. Open 11:30

Polka Muse Baltimore Gospel Children's Honr Financial World World Iouserse Church Service Sait Lake Choir Back to God Up and Coming Tomorrow's Rec'ds Ethical Culture Bir & Mrs Opern News Polka Time John A Gambling News Come W kly Man Come W kly Man Come Church Broadcast Invitate n to I office Church Broadcast Invitate n to I office Church Broadcast Invitate n to L'in Calvary Baptist News Siratra Tomorrow & Ro. 'da Ethical Culture Libital Culture Campus Press WECA WCB8 WMGM

News trepsy A'rs Gypay tirs Polita Party
Eteroal Light
Radio Canaries
Hierid it truth
Virginia Wren
Jeo Hermon
Caravan of Stars
Bilt Williams
Music Makers
tratism Hoir
Musical Varieties
To be announced Eternal Light Eternal Light
Sews
Hers'd of Tenth
Virginia Wren
World Report
Caravan of Stars
News Williams
Music Makers
Italian their
Missical Varieties
To be announced 1:45

Italian Melodies Sunday Serenado Youth Wants Hawaii Chils Dr. Win W. Ayer Music Bill Williams Man's Right Conservation Conservation of the Sunday Sunday Right Man's Right Menos Right Man's Right Menos Right Men WNAB WICC WRCA Italian Melodies Lutheran Hone Italian Meindies Latheran Bour intiol of the control Anthology Opera Festival Pilgrimage
Comedy Time
Money Record
Let's Find Out
Liberace News
Hit Tunes
Chorus Voices
Italian Hour
Weather: News Dr. Wm. W. Ager News Music Bill Williams Man's Right Caravan of Stars News Hit Tunes News Old Vieuna Musical Caravan Hit Tunes Old Vienna Liberace
Hit Tunes
Chorus Voices
Italian Hour
British Weekly Italian Hour New Recordings Italian Hour New Recordings 2:00 2:15 2:30 2:45 Spatian voice
House of Music
Citizen Searchlite
Opera Featival
Wings of Hesing
Masterworks
NY Symphony
Football
Mings Heft
Sweet Lave Songs
The Gultarist
Honograph House Spanish Voice
House of Music
Litzen Searchlite
Opera Festival
Wings of Healing
Mings of Healing
N Y Symphony
Football

WOR WABC WLAD WCBS WMGM WNEW WMCA WQXR WNIE WNIC

Sonnish Voice
House of Music
catholic Heur
Opera Fectival
D= O Roberts
Symphonette
Football
Music Hall
Sweet Lova Sone News Spanish House of Music Lathelic Hour Opera Festival Dr () Roberts News Mintray News Love Sons News Concert News Music Museum Concert Sweet Love Songe Hungarian Hour Museum Concert 3:00 3:15 News: Church House of Mosic

United Church
House of Music
Weekend
Opera Festival
James McCintay
Mattermorks
N. J. Pymphony
Football
United Staff Football
Vinsie Haff
Sweet and Solid
Symphony
Rungarian Hour
Spanish Play Ban News Sweet-Solid News: Symphony Hungarian Hour Spanish Play

4:15

4:00

7:00

Silly Graham
Stonebenge
N I Symphony
Footbali
News Munio
Sweet and fiolid
Symphony
Hungarian Hour
Spanish Play Silv Gratam
Granes Symphony
Football
Music Hall
Sweet and Solid
Graphony
Fungarian Hour
Spanish Play 4:20 4:45 Old Fush Pevival Old Fush Recta House of Music House of Music Week End Week End

Frothail
News Music Hall
Need Love Songs
The Gulfarist

Concert Muséum Concert

Billy Graham House of Music Week-End

pera Festival

Hungarian Hot

Billy Graham House of Music Week End Opera Festival Billy Graham Stonehence

6:45

Winzs of Bealing

Sports
One in Million
Sports
Pr Jazzers
Hall of Fame
Sunset Connelly
Magic in Music
Ave Maria Houe
Conney Same

7:45

Old Fast: Revival [Old Fast Reviva]
House of Music House of Music Weekend Weekend
Symphony Or,
News, Cimes
News, Sunday Aft
Sunday Afternoon
Sunday Afternoon Week End
Hawaii Calla
Proudiv We Hail
Sundav Afternoon
Sunset Yewa
Art Ford
Cathelic Boor
Jukelox Jamboree Hawaii Calls Proudly We Hail Sunday Afternoon Football
Art Ford
News. 1350 Club
News Jukebox
Symphony
Spanish Play WNGM WNEW WNLE Football News, Ford 1350 Club Sunset Hour Art Ford 1350 Club Jukehox Jamboree Symphony Chamber Music Symphony Chamber Music

WNAB

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MWE The Shadow
Inheritance
ine Shadow
March: News
Runday Afternoon
Tops in Pops
Most in Music
Bing Crosby
Concert Hall
Rosary Hour
Randolph Concert Randolph Concert

8:00 6:30 Monday Beadine Buildeg Dramm'nd American Forum Nick Carter Jonday Headlines Wings of Healing Bob Considine One in Million the the Line Pr Jacgers Hall of Fame Gene Autry
Supert Hour
Maric in Music
News Music
tount? Forum
News Concert
Folk Congs Gene Autry
Sunset Hour
Magic in Music
Music
County Forum
Concert Weather
Folk Songs Sunset Hour Magic in Music Ave Maria Hope

7:15

WHAR Ukrainian Hour Concert Hall Symphous of Air Financial World George Abstro Amos n Ardf Words News Recording Session Broadway Angle News: Ukrainians ton ert Hall Aumphony of Air News Ukrainiane Periscope Chrainian Hour WICC WRCA WOR WABC WCBS Roserv Symphony of Air Rod and Gun George Sokolsky Jack Benny Words and Music Magic in Music ymphony of Air Rod and Gun News Q Howe Jack Benny Words and Music News Ansbro
Amos 'n Andr
Words & Music
News Music
News Music
Sound Adventures
Unsterwork Hour Recording Scanlon Broadway Music Sound Adventures Santerwork Hom Broadway Music Sound Adventures Masterwark Pour 3:00 8:30 8:45 WICC WECA

7:30

Jimmy Krison Sunday Music Doctor Sixrun Lutheran Hour Jimmy Nelson Miss Brooks Hapted tharch Art Ford Spotlight Varieties Symphony Hall Masterwork Hour Jimmy Nelson
Sunday Musio
Rarrie Crais
Voice of Prophecy
Jimny Nelson
I tile Marge
Maniorani News
Ait Ford
Spotlice Varietes
Symphony Hall
To be announced Jimmy Nelson News Messic Rarrie Craia Voice of Prophecy Jimmy Nelson Little Margie Raptist (hurch News Art Ford Spettise Varieties Symphony Hall To be announced Art Ford News Varieties Symphony Hall Masterwork Hone To be aunounced 9:00 9:30 9:15 9:45 Heraid of Iruth Sunday Maric Facy Money Eernia at Truth Funday Mineto Fasy Money

Taylor Grant
Annday Shanc
The Abbetts
Industry Heartbeat
Edwar Rerges
Taylor Grant
Recorded Music
Al Collins
Pashirus in Melody
Onera House
To be announced WICE WRCA WOR WCBS WABC WMGM WNEW WMCA WQXR WHIC Edgan Bergen
Frolica Neng
Yent News
Al Collins
Merie Pitt Or
Opera House
Announced News 10.45 10:30 10-15 Revival Time
Nunday Music
Meet the Press
Back to God
Revival Time
Face the Aston
Phythm of Music
News I Starr
Let's Cancer
Concert Bail
Opera House Resident Time

ands Muste

Ands Muste

Heet the Press

Heet to God

Revivel Time

Face the Astlon

Rhythm of Music

Loiny Starr

Let e Paness

I'V Today

Oners Homes Einer Davis
Community Chest
Gilderniere
Hour of Decision
Einer Davis
Jackson
Rhythm of Music
Lonny Starr
Letta Dan a News Jackson Rhythm of Mt of Music

Opera House Opera House 11:00 11:30 11:45 Music Beyond Stars Prospective Weath E Warran Billy Gram UN Report Newsroel Theater Weather Chest News, Dance Recent Releases VICCA VICCA Stare, News Mosic Prospective Earl Warren Billy Grabsm Art Warner Or Newsreel Theater Music III Midnite Let's Dance: News

Music til Midnit Let's Dance: Ket Recent Releases Mid, 12:16 12:30 WICCA WARD WARD WARD WARD WHOM WHEN WHEA WALL Music Recorded Music Recorded Music Club 770 Heary Jerome Or. Happiness Exchire News, Milliman

1 A.M. Music Preyet: Sign Off Recorded Music Club 770
Henry Jeroue Of Happiness Exchy Hithman outil Sterry Grap West Music Telecast William

It is a very fashionable wardrobe that Jerry Roxhorn, costume supervisor and designer, has assembled for Margaret Sullivan, Nina Foch and Muriel Kirkland, when they appear in the compatible color telecast of "State of the Nation" on 'Producers Showcase' Monday night from 8 to 9:30 o'clock over Channels 4 and 8. Miss Sullavan portrays the wife of a man being groomed as a likely presidential candidate Goseph Cotten) and as such, must be accourred elegantly, expensively, but in the simple good taste that would be the hallmark of her personality.

Miss Foch, as the 'other woman," has her clothes reflect the high erts MacDonald Lynn Gibbs and fashion inclinations of a "femma fatale" accustomed to privilege, as well as the public eye. In the part of a nationally prominent woman's leader, Miss Kirkland must also 'dress the part'

Miss Sullivan will wear six sep arate costumes in the course of the plays three acts. In Act I, she will have a ranch mink coat over a grayed apricot wool dress In a later bedroom scane, a negligee and nightgown will be made of a combination of aqua green chiffon over peach. The star's change will have to be accomplished in a matter of not devised any trick of "breakaway" costume for her. In Act III, Miss Sullivan's light

grey chiffon hostess gown will be trimmed with a chinchilla collar, cal comedy, 9 pm Subsequently, she will be seen in a black dinner dress of velvet trim- Television Debut med with grosgrain, and a black wears a lotus pink silk crepe evening gown

seen in the first part of the first act. Her gown will be made of grav blue grosgrain and satin, and later a new green shade as yet unnamed in the world of fashion Act II will see her in a dove-grev wool dress trimmed in canary vellow. Act III has her wearing a copper brown satin evening gown, with mink wrap. Miss Kirkland's costume will be

very simple tailored dinner dress of green watered silk, over which she will have a silver-blue mink fur stole

One of the problems of designing for color video presently, said Boxhorn, is that "you have to work a color show backwards,' The designer has to remember that the program will also be seen on millions of viewers' screens in black and white and that the colors used must be 'televisable' clearly in both system. "One must know how the colors

selected will stand-up in the so-called 'gray scale' of black and white. For example, a red dress set against a medium blue background may look fine in color, but may easily fade into the background in mono-

MacRae Is Host

Gordon MacRae of the movies makes his first appearance as singing host of the "Comedy Hour" tonight over Channel 4 at 8 o'clock, heading a star-bright variety show Guests of MacRae will be Dorothy Kirsten Metropolitan Opera soprano, Will Mastin Trio, with Sammy Davis, Jr.; Larry Storch and Gene Sheldon comedians, and the Norman Luboff Choir.

MacRae's musical director will be music for "The Railroad Hour" which starred the popular baritone for six years on NBC radio

On his premiere show, MacRae will be master of ceremonies. He will sing, dance and appear in sketchs One of his songs will be his latest hit record "Cara Mia"

Control of Time

In our modern civilization, time is of far greater importance than it was even a hunderd years agothe face and hands of a clock regulate many human activities. The importance of time to scientists will be explained on "John Hopkins Science review today at 1 p.m. over Channel 5 The telecast will illustrate the fact that scientists have learned to control time scientific-

Gotham Fixture

Paul Dixon, star of televisions oldest and pioneering disc jockey show will originate permanently from New York City, beginning tomorrow

Cincinati's most popular daytime show since the early days of tele-vision and a WABD feature for the past two years 'The Paul Dixon Show" will continue to be seen Monday through Fridays, 3 to 4 pm over Channel 5

In its new home, the Du Mont Tele-Center studios in New York the show will continue to present ar hour of music humor and the pantomire productions with which the program has made television history With his new troups -Rob-

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MEADE-SEMON 250 MIDDLE STREET

Bob Dean-Dixon will engage in the pantomining of his recordings, with hip sychronizations

Color Telecasts Progams in color will be telecast this week as follows

Today - Channel 5, Sunday Supplement, films 6 pm. Channel 2, "You Are There," 6 30 pm

Monday - Channel 4. quarter-

hour segement of "Home," 11 a m. Channel 2. "Search for Tomorrow dramatic series, 12.30 p.m. Thursday -- Channel 2, "Shower seconds despite which Boxhorn has of Stars, musical revue, 8 30 pm Channel 4 Ford Theater, dramatic

show, 9 \$0 pm. Saturday -- Channel 4 "Specta-cular "Best Foot Forward," musi-

The television debut of Franca velvet wrap In the final act. she Duval, leading soprano of La Scala. Milan, and the San Francisco Opera company, will occur in a production Miss Foch is the only woman of Puccini's romantic 'La Boheme'

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(Continued on Page Eight)

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Rog. \$4.79 Lional No. 6656 5908 STOCK CAR Rog. \$24 95 No. \$3117 AMERICAN FLYER SET

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