

**Politicians Buy \$2 Million in Radio-TV Time**

By JAMES R. SIBBISON  
 WASHINGTON, Sept. 11 (U-P)—Republicans and Democrats will spend more than two million dollars on national radio-TV campaign appeals during this fall, network officials said today.  
 One of them estimated the overall spending, including radio and television campaigning in local contests, will probably top the six million dollars shown by one survey to have been spent in the 1932 presidential election year.  
 This executive, Joseph A. McDonald, treasurer of the National Broadcasting Co., said TV campaign bills will jump one third over 1932.  
 These forecasts were made by officials of the three major networks—NBC, Columbia Broadcasting System and American Broadcasting Co.—before the Senate Privileges and Elections subcommittee.  
 Over \$2 Million  
 A compilation of their figures showed that the major parties already have booked more than two million dollars in network time—the big bulk of it on television.  
 The bookings showed that the Democrats and Republicans are divided about equally on this spending—a little more than a million dollars each.  
 Undoubtedly, the network officials said this national TV radio spending will be stepped up as the battle for control of the White House gets hotter.  
 Harold E. Fellows, president of the National Assn. of Radio and Television Broadcasters, gave the six million dollar figure for radio-TV spending in 1936.  
 McDonald said he didn't agree with that figure for 1932 but predicted this year's total will exceed that amount.  
 Testimony Given  
 Radio-television network spending by the two parties this fall developed in testimony by McDonald, Richard S. Salant, vice president of CBS, and Ernest Lee Jabucke Jr., vice president of ABC.  
 The figures they gave were:  
 Republican National Committee—\$150,000 (ABC), \$175,000 (CBS), \$175,000 (NBC); Democratic National Committee—\$200,000 (ABC), \$400,385.10 (CBS), and \$410,000 (NBC).  
 Both Democrats and Republicans, the executives testified, will do their TV campaigning over five minute periods "carved out" of regular 30-minute programs and carrying "bargain" rates, or in 30 minute programs of their own.  
 In the latter case, the executives said, some regular national TV shows will have to make way for politicians.  
 Ads Identified  
 Subcommittee Chairman Gore (D-Tenn.) wanted to know the identity of the individuals who are contracting for the TV-radio time during the campaign.  
 Speaking for NBC, McDonald said Paul Butler, chairman of the Democratic National Committee, was acting for his party.  
 For the Republicans, McDonald said, the negotiator was the advertising firm of Batten, Barton, Durstine and Osborne. McDonald added that the advertising firm of Norman Craig & Kummel also had been concerned with the Democratic TV contracts.  
 Both Represented  
 Asked by Gore why he made a point of mentioning this, McDonald replied: "I merely wanted to emphasize that the Democratic National Committee, like the Republican National Committee, was represented by an advertising agency."  
 Some Democrats have taunted Republicans for using what they call "Madison Avenue" advertising techniques in their campaign.  
 In addition to his questions on campaign spending, Gore also asked what the television networks are doing to assure "impartial" treatment of news by commentators.  
 "I heard a so-called commentator give an obviously slanted commentary last night," said Gore. "And it was not identified as time which had been purchased by a political committee."  
 He told the network executives his committee plans to give some "assistance" to them on that point, and they said they would be glad to have it.

**Grace, Prince In U.S., Weigh Name for Tot**  
 NEW YORK, Sept. 11 (U-P)—Princess Grace of Monaco and her husband came back to the United States today with the problem of most parents-to-be: what to name their baby?  
 "We have decided on about three names," the former Grace Kelly of Hollywood and Philadelphia told newsmen aboard the liner aboard the liner United States. She added, however, that the problem is far from settled.  
 "We change them so often," she explained, she reportedly expects the baby in February.  
 Questioned by newsmen, both she and Prince Rainier said the problem of the child's name was about the only domestic argument they had had since their wedding last April.  
 Looking slightly pale, the former film star reiterated that her movie career is "definitely over." The royal couple plan to stay in the United States until early November. They will spend some time in New York City, Philadelphia and Ocean City, N.J., where the princess' family has a summer

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 ★ Buoyant—Comfortable—Mothproof—Mildew-proof  
 ★ Pairs Up for Double Bed  
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 GLISTEN TOOTH PASTE  
 REG. 49c Economy Size Tube **25**

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 ASPIRIN TABLETS 100—5-Grain  
 REG. 19c 2 for **25**

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 NOTEBOOK PAPER FILLER  
 Reg. 10c 3 for **25**

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 10c JUMBO KING ALFRED DAFFODIL BULBS  
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