

**Gone are the days when a syndication sales manager could—without much more than a little rhetorical exaggeration—boast that he ruled a sales staff of 100 men.**

While there are still large active staffs in the business, the small staff of around half-a-dozen has become common, and staffs of a dozen or two are the rule at other syndication shops.

The "special staffs" for first-runs, re-runs, regional deals, specialized product, etc., that mushroomed a few seasons back have now tended to disappear. Despite notable exceptions, **today's salesman does more of an all-around job than ever before, and sales machinery and costs have been greatly simplified.**

Screen Gems has picked up several department heads from the now defunct MGM commercials unit in Hollywood.

They are **Elliot W. M. Bennett** in sales and promotion and **Robert C. Bennett** in the creative section.

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It was accused of operating with daytime antenna array before the permitted 4 a.m. hour and for exceeding maximum permitted field strength. This happened with KOMA, Oklahoma City. Storz can appeal to the FCC, and, if unsuccessful, can appeal to the Courts, and in this type of case for a trial "de nova."

In the earlier case of KDWB, Minneapolis, Crowell-Collier prevailed on the FCC to reduce the \$10,000 fine to \$2,500.

**This will be another busy week for broadcasting in Washington.**

**Today (Monday, 4 December)** the Commission sits en banc to hear arguments for and against banning network option time.

**Wednesday** is the deadline for replies by CBS TV and its affiliates to the FCC's attack on the network's proposed "incentive compensation plan."

On **Wednesday and Thursday** the Alford (D., Ark.) House Small Business subcommittee holds hearings on whether **tv networks discriminate against small business by taking up local station prime time for large national advertisers.**

**In a speech prepared for delivery to the Television and Radio Advertising Club of Philadelphia, FTC food and drug ad monitor chief Charles A. Sweeny seemed to contradict himself.**

He said the FTC scans other media just as thoroughly, but in the next breath added:

"... the inherently intrusive nature of a television commercial, whereby a selling message is delivered to such a large, essentially captive, audience, with its dual impact on eye and ear, **places it in a category apart from other advertising . . .**"

For those who hoped for a flagging attention to tv at the FTC, Sweeny had no words of encouragement. Quite the opposite. He outlined the steps taken thus far by the FTC, spoke of the **need for industry cooperation with the commission**, and promised that the heat would continue to be applied.

**The FCC took cognizance of another type of advertising, that by race track tout sheets.**

It warned stations that if they broadcast race information too promptly or too thoroughly they will be considered to be aiding illegal gambling.

**Their licenses, they were warned, will be in danger at the next renewal time.**