Mama, what's a first-run? Insatiable television has gob- 
pled up feature films so fast the end is seen by 1967, 
and from then on it'll be seconds, thirds, fourths, etc. 
See . . .

FIRST-RUNS TO BE EXTINCT? . . . 27

An advertiser's golden dream—to use an overnight 
rating service like Arbitron to get the same results 
furnished by the slower Nielsen—is being studied. But 
will it stand the cold daylight test? See . . .

ARBITRON, NIELSEN ALIKE? . . . 30

There are more ways than one to skin a cat. The FCC 
is going to implement its plans to trim some marginals 
from the list of am stations by questioning sales involving 
shaky finances. See . . .

FCC BIRTH CONTROL ASSIST? . . . 52

Some program producers have been in such a hurry to 
carve out a piece of the television programming pie that 
they have overlooked some obvious opportunities; but 
not David Wolper. See . . .

SAQA OF A DOCUMENTARY LOVER . . . 76

Are Hollywood talent agencies violating antitrust laws? 
A federal grand jury begins questioning witnesses in Los 
Angeles and there are indications the probe may last 
three to four months. See . . .

GRAND JURY HEARING . . . 58

A six-way sprint is in prospect for ch. 13 at Grand 
Rapids as the FCC calls scratch time in the contest for 
the drop-in. The commission refuses to add a trafficking 
issue. See . . .

SIX VIE FOR CH. 13 . . . 62

People listen if you talk to "one guy at a time." At 
least they've listened to one livewire agency which isn't 
quite two years old, but which will have $16 million 
billing in 1962. See . . .

PAPERT, KOENIG, LOIS . . . 39

For the second time, the FCC employs its new Sunday 
punch, with a $10,000 fine against Storz stations' KOMA 
Oklahoma City for breaking restrictions of power, antenna 
rules. See . . .

FCC TO FINE KOMA $10,000 . . . 60

Fast footwork by Messrs. Collins and Martin at Jack-
sonville averts proposal for NAB to ask the FCC to study 
the crowded radio band and radio's economics. See . . .

FINALE AT JACKSONVILLE . . . 44

The television picture in Western Europe is definitely 
going to include uhf; with this question resolved, the 
outlook for set sales is due to improve. See . . .

EUROPEAN TV SET MARKET . . . 81