

Index to Television Digest, 1956: Volume 12

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Supplements and Special Reports Published During 1956

References are to issues of *Television Digest* with articles pertaining to documents

Directories
 Semi-Annual TV Factbooks (Spring-Summer and Fall-Winter) with weekly Addenda reporting current FCC grants, applications, new stations on air, etc.
 Annual AM-FM Directory of Jan. 1; with weekly Addenda reporting current FCC decisions, applications, etc. Listings of all AM-FM stations by states and frequencies, all applications by states and frequencies, call letter lists, etc. (Includes other North American stations.)

Special Supplements and Reports
 TV Stations in Foreign Countries. Directory of stations operating or planned, based on information from U.S. and foreign govt. agencies, Radio-Electronics-TV Manufacturers Assn., individual equipment manufacturers and other trade sources. Includes name of operator, frequency, power, date operation began or is due to begin, estimated number of receivers in use, summary of various technical standards, etc. (Vol. 12:1).
 Financial Data on Major TV-Electronics Companies. Statistical summaries of reports of leading public-owned companies. Prepared by Edgar N. Greenbaum Jr., financial consultant in electronics. Two separate compilations—as of Jan. 14 and July 7, 1956. (Vol. 12:2 and 12:27).
 Spot TV Advertising on U. S. Stations. National and regional gross expenditures, before discount, for fourth quarter 1955, prepared by TV Bureau of Advertising. Includes top 200 advertisers by

rank, next 300 alphabetically and by range of expenditures, plus estimated expenditures by product classification. (Vol. 12:15).
 TV Households by Regions, States & Counties. Two separate compilations by Advertising Research Foundation Inc., derived from Bureau of Census Data, Nielsen coverage reports and other industry sources. Underwritten by ABC, CBS, NBC, NARTB and TvB. First covers estimates as of June 1955 (Vol. 12:17), second as of March 1956 (Vol. 12:39).
 "An Eighth Wonder of the World." Full text of address by NBC pres. Robert W. Sarnoff, during 30th anniversary convention of NBC at Americana Hotel, Miami Beach, Fla., Dec. 13, 1956. Stresses impact of public opinion and other major aspects of network operations. (Vol. 12:50).

Bound Copies Available
 Complete sets of the 1956 *Television Digest* Newsletters, along with the two 1956 TV Factbooks, Addenda and all Supplements, can be permanently bound between embossed hard covers and be made available on order at \$25 per volume.

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