
Foreword

TK 654
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254
1964

TWENTY-SEVEN YEARS is a long time in broadcasting—and, after 27 years, it would seem impossible to find some new thought to key this foreword to the YEARBOOK OF RADIO AND TELEVISION. Yet, the executive who directs the destiny of one of the leading broadcasting companies supplied one in discussing the industry's standard reference volume: "I like to call it my million-dollar treasury of facts," he observed, adding: "I may be a little low in the evaluation by a million or two."

HE EXPLAINED that if the YEARBOOK were nonexistent, the industry would find it necessary to create it. The cost of research and compilation spanning 27 years would soar into seven figures.

THIS MUCH we who work on the YEARBOOK—day in, day out—do know: It is in many respects the distillation of more than two decades of earlier endeavor, not to mention publishing experience.

THUS, there is no substitute and there never can be one.

TO ALL those whose unstinting efforts are represented in this 27th edition go our deep appreciation and thanks for a job well done.

CHAS. A. ALICOATE
Editor-in-Chief

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1964

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