

"This I Believe"

Presenting the Personal Philosophies of Thoughtful Men and Women in All Walks of Life

EDITORIAL BOARD
EDWARD R. MURROW
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LINCOLN-LIBERTY BUILDING
PHILADELPHIA 7, PENNA.

October 8, 1954

Dr. Wilder Penfield
4302 Montrose Avenue
Montreal, Canada

Dear Dr. Penfield:

Under separate cover, we are sending you the recording of your broadcast, and seven others, exactly as it has been sent to the 193 stations in the United States and the 140 stations abroad. ✓ need,

We are delighted to tell you that your belief has been included in our newspaper schedule which is enclosed. What beliefs are run is, however, entirely up to each individual editor.

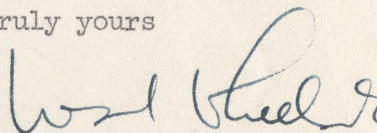
We are also enclosing our new programming schedule for the broadcasting of "This I Believe" including yours.

As you may know, most stations run TIB two or three times each day - some stations five days a week and about half of the stations six days a week. Your broadcast will be heard at each time - at two week intervals. The attached schedule gives you first broadcast only.

We have had great interest in the new "This I Believe" book due on sale October 15th - and we would greatly appreciate everything you can personally do to help it get well launched. The content is greatly improved over the '52 book - which sold over 300,000 - indicating great interest and great help.

Thanking you again for your contribution, I am

Very truly yours



Ward Wheelock:P

"This I Believe"
... a daily radio series
... a weekly newspaper feature
with guests and
Edward R. Murrow