
RADIO SCHEDULE "THIS I BELIEVE" 13 weeks — Oct. 25, 1954 - Jan. 22, 1955 (SERIES 12)

"This I Believe" is now broadcast:

- locally on over 200 U. S. Stations averaging 10 times per week
- on 140 AFRS stations in Europe and the Pacific 6 times a week
- on Voice of America weekly

"This I Believe" is now published:

- once a week in 90 leading daily papers with a circulation over 9,500,000 per week

Regarding Books:

- British "This I Believe" (50% British guests) published November 27, 1953.
- Arabic "This I Believe" (50% Arabic guests) published October 6, 1953—30,000 first edition sold out in three days—a record in Cairo.
- U. S. "This I Believe"—well over 300,000 in sales. A new book with 100 new beliefs (including 20 Immortals) was published October 15, 1954.

Regarding Germany:

- "Kristall"—the leading magazine in mid-Europe—started a five year series in early '54.

Regarding U.S.I.A.:

- In '52 the State Department sent out TIB to 97 countries as a foreign newspaper feature. Its success was so big, they have just sent out a new TIB series.

This fall "This I Believe" will have the most interesting guests and scripts ever broadcast because until Christmas each broadcast is from the new "This I Believe" book, which contains the 80 best beliefs from the past two years.

Date	Script No.	Name	Identity
FIRST WEEK			
Oct. 25	1	Will Durant	Philosopher; Author, <i>Story of Civilization</i>
26	2	J. P. McEvoy	Roving Editor, <i>Reader's Digest</i>
27	3	Sir Charles G. Darwin	British Physicist
28	4	Harry T. Brundidge	Associate Editor, <i>American Mercury Magazine</i>
29	5	Harry S. Truman	Former President of the United States
30	66	Robbins Milbank	Writer; Consultant, <i>Committee for Free Asia</i>

SECOND WEEK

Nov. 1	6	Ralph J. Bunche	<i>U.N. Trusteeship Director; Nobel Peace Prize Winner</i>
2	7	Uta Hagen	<i>Actress</i>
3	8	Roy Harris	<i>Composer in Residence, Penn. College for Women</i>
4	9	Jake Zeitlin	<i>Author; Publisher; Rare Books Dealer</i>
5	10	Dr. Howard A. Rusk	<i>Physician; Associate Editor, New York Times</i>
6	67	Dame Laura Knight	<i>English Painter</i>

THIRD WEEK

Nov. 8	11	Chester Bowles	<i>Public Servant; Diplomat; Former Governor of Conn.</i>
9	12	Walter White	<i>Executive Secretary, N.A.A.C.P.</i>
10	13	Hector Bolitho	<i>British Historian; Author, A Century of British Monarchy</i>
11	14	Frances P. Bolton	<i>U.S. Representative from Ohio</i>
12	15	Norbert Wiener	<i>Scientist; Professor, M.I.T.; Author, Ex-Prodigy</i>
13	68	Charles E. Wyzanski	<i>U.S. District Judge for Massachusetts</i>

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FOURTH WEEK

Nov. 15	16	Leonard Bernstein	Composer; Conductor; Pianist
16	17	Donald Day	Editor; Author, <i>Big Country: Texas</i>
17	18	Martha Graham	Dancer
18	19	Arthur Deakin	British Trade Union Leader
19	20	Eddie Cantor	Comedian of Stage, Screen, Radio, TV
20	69	Joseph Wood Krutch	Drama Critic; Author, <i>The Measure of Man</i>

FIFTH WEEK

Nov. 22	21	William T. Maners	Convict; Former Lt. Commander, U.S.N.
23	22	Dag Hammarskjold	Secretary-General, United Nations
24	23	Ben Lucien Burman	Novelist; Author, <i>Blow for a Landing</i>
25	24	Mary Martin	Actress; Singer
26	25	John Gunther	Journalist; Author
27	70	George Antheil	Composer; Endocrinologist; Hollywood, California

SIXTH WEEK

Nov. 29	26	James A. Michener	Author, <i>Tales of the South Pacific</i>
30	27	Clarence B. Randall	Industrialist; Chm., Comm. on For. Ec. Pol.
Dec. 1	28	Agnes E. Meyer	Journalist; Author, <i>Out of These Roots</i>
2	29	Bernhard Berenson	Scholar and Critic of Fine Arts
3	30	Hubert T. Delany	Judge, Domestic Relations Court, New York City
4	71	Vincent Sheean	Journalist; Author

SEVENTH WEEK

Dec. 6	31	Carl Sandburg	Poet
7	32	Margaret Sanger	Honorary Chairman, Planned Parenthood Federation
8	33	Victor Andrade	Bolivian Ambassador to the United States
9	34	Agnes Moorehead	Actress
10	35	Paul H. Douglas	U. S. Senator from Illinois
11	72	Conyers Read	Historian; Biographer; Retired Prof., Univ. of Penn.

EIGHTH WEEK

Dec. 13	36	Arnold J. Toynbee	British Historian
14	37	Adlai E. Stevenson	1952 Democratic Candidate for President
15	38	Arthur J. Connell	National Commander, American Legion
16	39	Archibald T. Davison	Professor of Music, Harvard University
17	40	Philip D. Reed	Chairman of Board, General Electric Co.
18	73	Florence E. Allen	Judge, U.S. Sixth Circuit Court

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NINTH WEEK

Dec. 20	41	William S. Carlson	President, State University of New York
21	42	Raymond Swing	Journalist; International News Commentator
22	43	Alfred Noyes	English Poet; Author, <i>Two Worlds for Memory</i>
23	44	Henry Cowell	Composer
24	45	Margaret Chase Smith	U.S. Senator from Maine
25	74	Oscar Hammerstein, II	Librettist, "Oklahoma," "South Pacific," "The King and I"

TENTH WEEK

Dec. 27	46	Frank Lloyd	Motion Picture Director, Hollywood, California
28	47	Robb Sagendorph	Publisher, Old Farmer's Almanac; <i>Dublin, N. H.</i>
29	48	Thyra Samter Winslow	Novelist; Short-story Writer; <i>New York</i>
30	49	Reginald Orcutt	Vice Pres., <i>Mergenthaler Linotype Co.</i> , Newport, R. I.
31	50	Sir Ernest MacMillan	Canadian Conductor; Concert Organist
Jan. 1	75	Everett H. Hopkins	Assoc. Dean of Faculties, <i>Washington Univ., Mo.</i>

ELEVENTH WEEK

Jan. 3	51	James Lewis McVey	Insurance Broker, <i>Philadelphia, Pa.</i>
4	52	Ray Montgomery	Writer; Teacher, <i>University of Baltimore</i>
5	53	Otto Kruger	Actor
6	54	Alfred A. Benesch	Lawyer, <i>Cleveland, Ohio</i>
7	55	Rose H. Alschuler	Educator and Author, <i>Chicago, Illinois</i>
8	76	Walter Locke	Retired Editor, <i>Dayton Daily News, Dayton, Ohio</i>

TWELFTH WEEK

Jan. 10	56	Ronald Kurtz	Electronics Technician, <i>Third Class, U.S. Navy</i>
11	57	Louis Miller	Director, <i>Jewish Memorial Hospital, New York</i>
12	58	Jonathan Daniels	Editor, <i>The News and Observer, Raleigh, N. C.</i>
13	59	Irene R. Adler	Senior, <i>Cornell University</i>
14	60	Roger S. Phillips	Magazine Publisher
15	77	Herbert M. Baus	Public Relations Counsellor; Author, <i>Publicity in Action</i>

THIRTEENTH WEEK

Jan. 17	61	Irving Fineman	Poet; Novelist; <i>Shaftsbury, Vt.</i>
18	62	Edwin Earle	Insurance Agent; Art Teacher; <i>Derby Line, Vt.</i>
19	63	Arthur H. Motley	President and Publisher, <i>Parade</i>
20	64	Dr. Wilder Penfield	Director and Professor, <i>Montreal Neurological Institute</i>
21	65	Clair D. Wilson	Pres., <i>Vernon Oil and Gas Co., Wichita, Kansas</i>
22	78	Charles Kress	Capt., <i>Maritime Service; Former Mayor, Binghamton, N. Y.</i>