

"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, Story of Civilization
26	2	J. P. McEvoy	Roving Editor, Reader's Digest
27	3	Sir Charles G. Darwin	British Physicist
28	4	Harry T. Brundidge	Associate Editor, American Mercury Magazine
29	5	Harry S. Truman	Former President of the United States
30	66	Robbins Milbank	Writer; Consultant, Committee for Free Asia
SECOND WEEK			
Nov. 1	6	Ralph J. Bunche	U.N. Trusteeship Director; Nobel Peace Prize Winner
2	7	Uta Hagen	Actress
3	8	Roy Harris	Composer in Residence, Penn. College for Women
4	9	Jake Zeitlin	Author; Publisher; Rare Books Dealer
5	10	Dr. Howard A. Rusk	Physician; Associate Editor, New York Times
6	67	Dame Laura Knight	English Painter
THIRD WEEK			
Nov. 8	11	Chester Bowles	Public Servant; Diplomat; Former Governor of Conn.
9	12	Walter White	Executive Secretary, N.A.A.C.P.
10	13	Hector Bolitho	British Historian; Author, A Century of British Monarchy
11	14	Frances P. Bolton	U.S. Representative from Ohio
12	15	Norbert Wiener	Scientist; Professor, M.I.T.; Author, Ex-Prodigy
13	68	Charles E. Wyzanski	U.S. District Judge for Massachusetts

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

Date	Script No.	Name	Identity
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FOURTH WEEK

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

FIFTH WEEK

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

SIXTH WEEK

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

SEVENTH WEEK

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

EIGHTH WEEK

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

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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, Two Worlds for Memory
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; Dublin, N. H.
29	48	Thyra Samter Winslow	Novelist; Short-story Writer; New York
30	49	Reginald Orcutt	Vice Pres., Mergenthaler Linotype Co., Newport, R. I.
31	50	Sir Ernest MacMillan	Canadian Conductor; Concert Organist
Jan. 1	75	Everett H. Hopkins	Assoc. Dean of Faculties, Washington Univ., Mo.
ELEVENTH WEEK			
Jan. 3	51	James Lewis McVey	Insurance Broker, Philadelphia, Pa.
4	52	Ray Montgomery	Writer; Teacher, University of Baltimore
5	53	Otto Kruger	Actor
6	54	Alfred A. Benesch	Lawyer; Cleveland, Ohio
7	55	Rose H. Alschuler	Educator and Author; Chicago, Illinois
8	76	Walter Locke	Retired Editor, Dayton Daily News, Dayton, Ohio
TWELFTH WEEK			
Jan. 10	56	Ronald Kurtz	Electronics Technician, Third Class, U.S. Navy
11	57	Louis Miller	Director, Jewish Memorial Hospital, New York
12	58	Jonathan Daniels	Editor, The News and Observer, Raleigh, N. C.
13	59	Irene R. Adler	Senior, Cornell University
14	60	Roger S. Phillips	Magazine Publisher
15	77	Herbert M. Baus	Public Relations Counsellor; Author, Publicity in Action
THIRTEENTH WEEK			
Jan. 17	61	Irving Fineman	Poet; Novelist; Shaftsbury, Vt.
18	62	Edwin Earle	Insurance Agent; Art Teacher; Derby Line, Vt.
19	63	Arthur H. Motley	President and Publisher, Parade
20	64	Dr. Wilder Penfield	Director and Professor, Montreal Neurological Institute
21	65	Clair D. Wilson	Pres., Vernon Oil and Gas Co., Wichita, Kansas
22	78	Charles Kress	Capt., Maritime Service; Former Mayor, Binghamton, N. Y.