

*The Editorial Board of
"This I Believe"*

Edward R. Murrow

Ward Wheelock

Raymond Swing

extends an invitation to

Dr. Wilder Penfield

to appear as guest on

*Edward R. Murrow's
"This I Believe" Program*

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SPECIAL INVITATION

For the selected outstanding men and women of each country for the International radio program, newspapers and books.

This invitation to be a guest on "This I Believe" is the result of careful checking with outstanding Americans, and with your countrymen, by the Editorial Board who have chosen you as a leading world figure—one well qualified to represent your country in the presentation of basic personal beliefs. There will be guests from every country.

The qualifications of a guest are not only personal importance or prominence, however, but right living and thinking. After four months of study and deliberation, we have selected but a few persons from each country. You are one of these.

Each guest will reach conservatively 100,000,000 people throughout the world. Thus the potential for good is very great.

Here is the invitation given to every guest:

"**T**HIS INVITES YOU to make a very great contribution: nothing less than a statement of your personal beliefs, of the values which rule your thought and action—all in 3½ minutes, as you yourself speak, about 600 words.

We know this is a hard task. What we want is so intimate that no one can write it for you. You must write it yourself, in the language most natural to you. One faces an intensely personal moment when he draws up his will disposing of his belongings. Even more personal is the testament of his faith. It is this we ask you to write in your own words and then record in your own voice. You may even find that it takes a request like this to reveal some of your own beliefs to yourself. If you set them down they may become of untold meaning to others as well.

We would like you to tell not only *what* you believe, but *how* you reached your beliefs, and if they have grown, what made them grow. This necessarily must be highly personal. That is what we anticipate and want.

It may help you in formulating your credo if we tell you also what we do not want. We do not want a sermon, religious or lay; we do not want editorializing or sectarianism or "uplift" or "finger pointing" or the riding of hobbies. We do not

even want your views on the American way of life, or democracy, or free enterprise. These are important but for another occasion. We want to know what you live *by*. And we want it in terms of "I," not the editorial "We."

Although this program is designed to express beliefs, it is *not* a religious program and is not concerned with any religious form whatever. Most of our guests express belief in a Supreme Being, and set forth the importance to them of that belief. However, that is your decision, since it is your belief we solicit.

But we do ask you to confine yourself to affirmatives: This means refraining from saying what you do not believe. Your beliefs may well have grown in clarity to you by a process of elimination and rejection, but for our part, we must avoid negative statements lest we become a medium for the criticism of beliefs, which is the very opposite of our purpose.

We are sure the statement we ask from you can have wide and lasting influence. Never has the need for personal philosophies of this kind been so urgent. Your belief, simply and sincerely spoken, is sure to stimulate and help those who hear it. We are confident it will enrich them. May we have your contribution?"

YOU have been invited to be a guest on "This I Believe" because you have been recommended to the Editorial Board as a decent living, decent thinking person whose practical rules for running your life, whose relative value of things would be helpful to others in the individual and continuous problem of arriving at what they really basically believe.

This program was conceived by hard-headed, hard-working business people. It seemed worthwhile. It sounded like a practical answer to a great need of today. Its amazing success has proven that this is so. Here is the record:

Radio—Broadcast 2400 times a week over 200 U.S. radio stations covering the country with 39,000,000 listeners per week.

... On 140 Armed Forces Radio Stations 6 days a week wherever our troops are abroad.

... Over Voice of America in six languages.

Newspapers—A daily newspaper syndicated feature in 90 of the largest daily newspapers covering practically every large city with 9,500,000 circulation per week.

... The State Department sent 39 "This I Believe" articles as a series to newspapers throughout the world through USIS offices. It was broadly used and has had continuing interest. A second series was scheduled for February 1954.

Books—United States—Simon & Schuster published "This I Believe." It sold well over 300,000 copies in nine months—the largest selling non-fiction book in the United States—excepting only the Bible. A new book will be published in October 1954.

Great Britain—Hamish Hamilton Ltd. published in October 1953 a book for sale throughout the Empire with 50 British and 50 American guests.

Egypt—"This I Believe" was published in Arabic in September 1953. First edition 25,000. It will be in a "Book-of-the-Month" type series with half Arabic guests.

Thirteen other countries asked for reprint rights which were not accorded for policy reasons—though an international edition is being worked out for early '55.

Braille—The Library of Congress paid to have "This I Believe" translated into Braille and distributed to major libraries for the Blind.

Magazines—In Germany, "Kristall" is running "This I Believe" every issue for the next five years. In America, it is run often in dozens of magazines.

Records—Columbia Records put out a long playing Album of two records in October 1953 with 10 Living Americans and 10 Immortals—the beliefs of the selected ten guests from all history, written by their best biographers and read

by their best portrayers. A British Album is now scheduled.

Schools—Over 150 schools have voluntarily used TIB in senior high school classes. Major educational organizations and others wish this to be developed into a planned specific course. This should be done and will be when money and time are available.

"This I Believe" is nothing without honest beliefs. Literary merit is not the criterion—the basic beliefs and values are what are important. And these are hard to arrive at—and to express.

Every one has a reticence in revealing his inner basic thoughts. But because of the great audience, because TIB is non-profit and there is not a touch of commercialism in it, because every one connected with it is working because we first thought and now know that it is worthwhile (no newspaper or radio station pays for TIB, it cannot be sponsored, the money is contributed anonymously, and Mr. Murrow and others donate their services) we hope that you will consider this a "draft" of your contribution.

It will be a big contribution. It is hard to write. And it is no good if it is an "essay," or what you think you should believe, or written to sell a viewpoint. Its only value is its honestly arrived at basic beliefs—the rules you run your life by—what is relatively important to you.

If you will contribute—here is what is involved:

1. *Return the acceptance (fill out biography).*
2. *Write your script and send it with an English translation satisfactory to you to "This I Believe," Lincoln-Liberty Building, Philadelphia 7, Pa. U.S.A.*
3. *We will return the script to you, advising you of arrangements for you to make a recording of the script in your city at your convenience on tape or record. If you know where you can record, we will be glad to have you do so and have the bill and tape (or record) mailed to us.*
4. *You record on tape (or record) in your city in your native language. And, if possible, also in English. The native language recording will be used around the world. The English recording will be used in all English-speaking countries. If not available, we will start with your recording and fade it down, having Raymond Swing read the English translation. Mr. Murrow will introduce the English broadcast. A native of your country will make the introduction for the broadcast in your own language.*

We make a master record and send transcriptions to all our stations throughout the world. One will be sent you for your home use.