

# MRA

## INFORMATION SERVICE

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*Eighty-four university and school teachers issued a full-page statement in 'The Times Educational Supplement' on 23 February:*

*WE MUST RE-EDUCATE HUMANITY IN TIME*

*A copy is enclosed with this Information Service.  
Further copies from 4 Hays Mews, London, W.1.*

## London première of **THE CROWNING EXPERIENCE**



**H**OUSE FULL notices were up on every doorway of the Warner Theatre before curtain-time at the London première of *The Crowning Experience*.

The glittering first-night audience overflowed into Leicester Square—scores who could not buy tickets thronged the box office for later performances.

Floodlights illuminated a fifteen-foot picture of Muriel Smith above the entrance. A line of Embassy cars drew up. Spectators lined the pavement and cameras flashed as the personalities arrived.

Ambassadors and heads of missions from Laos, Haiti, Jordan, Viet Nam, Brazil and Columbia, diplomatic representatives from 17 countries, stars of stage and screen, mayors and civic leaders, church dignitaries and sportsmen stepped out. Among those moving through the lobby were Virginia McKenna and Bill Travers, Members of both Houses of Parliament, and senior service officers.

### **From four continents**

Before the curtain rose, messages were read from the West Indies Test team in Australia; from twelve leaders of the South Indian state of Kerala; from stars of Hollywood;

*Continued on page 698*

# For God's Sake Wake Up!

42 National and Provincial newspapers (circ. 5,465,099)  
have so far carried full pages to wake up Britain



## LIST OF NEWSPAPERS

<i>The Times</i>	<i>Surrey Herald</i>
<i>The Daily Herald</i>	<i>Farnham Herald</i>
<i>The Guardian</i>	<i>Guildford and Godalming Times</i>
<i>The Observer</i>	<i>Woking News</i>
<i>The Scotsman</i>	<i>Eastbourne Gazette</i>
<i>The Glasgow Herald</i>	<i>Bexhill Observer</i>
<i>The Birmingham Post</i>	<i>Herts Advertiser</i>
<i>The Birmingham Mail</i>	<i>Boreham Wood Post</i>
<i>The Sunday Mercury</i>	<i>Leytonstone Express</i>
<i>Western Mail</i>	<i>Ilford Recorder</i>
<i>South Wales Echo</i>	<i>East London Advertiser</i>
<i>Bath and Wilts Chronicle</i>	<i>Stratford Express</i>
<i>Coventry Evening Telegraph</i>	<i>Marylebone Mercury</i>
<i>Bristol Evening Post</i>	<i>Middlesex Chronicle</i>
<i>Belfast Telegraph</i>	<i>West Herts Post</i>
<i>Times Educational Supplement</i>	<i>Watford Observer</i>
<i>Nursing Times</i>	<i>Crawley Observer</i>
<i>Nursing Mirror</i>	<i>Suffolk Free Press</i>
<i>Kent Messenger</i>	<i>Bury Free Press</i>
<i>Kentish Times</i>	<i>Newmarket Journal</i>
<i>Surrey Advertiser</i>	<i>Isle of Wight County Press</i>

UNDER THIS HEADLINE 42 newspapers have so far carried full pages in the national and provincial press of Britain.

A readership of over 17 million has been given the opportunity to participate in a campaign to upturn and revolutionise the thinking and living of the nation. The response, particularly to the call by national personalities in the pages for the British people to see *The Crowning Experience*, has been immediate.

The British left-wing press, following the lead of *Pravda* in Moscow, reacted instantly. *Pravda* wrote that these full pages were invoking the free world to make Moral Re-Armament its national policy, because 'that is the only way to victory in the ideological struggle with Communism.'

Meanwhile, from every corner of the country letters have poured in accepting the challenge to rebuild the greatness of the nation and to find again the values and standards that once made Britain an effective power in world affairs. A law student offered 'any practical assistance I can give.' Another man wrote, 'I am twenty years of age and deeply concerned in the future of the world. My interest was aroused by the full page,' and a Lieutenant-Colonel said in a letter that 'such a campaign may save humanity.' There have been editorials and letters in many papers, which are now asking for weekly news and information to carry in their columns.

Throughout the continent, as well as in America and Canada, there has been a similar response. The leading newspapers have published the pages, many of them editorially, proclaiming the ideology of MRA to their readers. As in Britain, both avowed and undercover Communist writers attack the page, while some instruct their readers to study it!

The editor of the Berne government paper *Der Bund* describes it as 'this ideologically clarifying and very important page.' The chief editor of the Catholic organ *Vaterland* writes, 'This is a call for Moral Re-Armament—a call for an ideology with which to face the ideology of Communism. . . . We would like especially to bring it to the attention of our readers.' *Vaterland* also featured the page published in *The Times* of London by British sportsmen.

## Stars of 'The Crowning Experience'

# MURIEL SMITH • ANN BUCKLES

MURIEL SMITH is recognized as one of the great artists of our generation.

ANN BUCKLES is known and acclaimed as a brilliant rising actress of the American theatre and television.

But far more than that, both are looked to by millions across the world in gratitude for their pioneering statesmanship in the last four years.

Straight from five years at Drury Lane and two seasons in the title role of *Carmen* at Covent Garden came Muriel Smith in 1957 to do *The Crowning Experience*. 'With all my heart,' she said, 'I believe that Moral Re-Armament is the ideology we desperately need in America. We are fifteen minutes into the hour God has given us to fight so that democracy enlists the total resources of everyone to remake the world.'

In the last year alone, Muriel Smith has travelled to Japan, India, Cyprus, Italy, Switzerland, Holland and Britain, singing, acting, and speaking to millions. Ann Buckles, with Miss Smith, has starred in ideological plays such as *The Hurricane*, *The Ladder* and *The Choice*. Last December, in Sesto San Giovanni, often called 'the little Stalingrad of Italy,' they drew thousands through theatre doors to see plays and films giving the answer to selfishness and hate. They have inspired audiences everywhere with the vision of what the world can be when men lay down their greeds and hatreds, and unite on the basis of God's guidance.

### Cardiff première

Last week they were in Cardiff for the Welsh première of *The*



Muriel Smith and Ann Buckles in South Wales last week.

*Crowning Experience*. Typical of reports on their work in the Welsh mining valleys was an article in *The Pontypridd Observer*. 'The tough realistic miners took both Miss Muriel Smith and Miss Ann Buckles into their hearts,' the article ran. 'Here was Moral Re-Armament working, the fabulous glitter of film worlds like *South Pacific* meeting the inky blackness of the Welsh coal face and the people of both worlds . . . benefitting from the experience.'

'Many fires have been lit up and down these valleys through the film,' said the daughter of a miner. 'We have got to see that these fires spread to every valley.'

Councillor Emrys Peck, the Vice-Chairman of the Pontypridd Council, said, 'Already through this film Moral Re-Armament has become a household word in the valleys.' Turning to Miss Smith and

Miss Buckles, he continued, 'The people of the valleys are indebted to you.'

Perhaps no greater compliment was paid to them than by Mr. W. G. Robinson, the former Lord Mayor of Cardiff. 'You in Moral Re-Armament do not underestimate what you are up against,' he said. 'To the Communists their ideology means everything. The only answer to that is the answer you are giving. As far as I know, no one else has got it. Everybody is too damned complacent. Communism is going to win unless something is done about it and you are doing it.'

Ann Buckles remarked last year, 'I want to see God's will and not godless materialism rule the world. That is why Muriel Smith and I have invested our personal careers to give our full time without salary to bring this uniting ideology to the world.'



Roger Holyoake, son of the Prime Minister of New Zealand, speaking before 'The Crowning Experience' declared: 'This film is just what my country needs'

## LONDON PREMIÈRE

**Continued from front page**

from black and white leaders in South Africa where the film has just had its national première; and from the Central African Federation.

Muriel Smith and Ann Buckles, the stars of the film, were applauded thunderously at the end. 'It is not often that an actress or a singer,' said Miss Smith, 'has the opportunity to create something that can be a great uniting and cleansing experience for all nations. We have massive evidence from every part of the world that this film is doing that. Art for art's sake is out of date. Art on the basis of a moral ideology can bring sanity to the world. I am proud to be using my talents and career to bring this answer not only to my own country but to help other nations find their true destiny.' Great Britain with the ideology of Moral Re-Armament will fulfil her destiny as a leader among nations.'

After singing a Negro spiritual, people rose to their feet and cheered. Three hundred and twenty stayed for an hour afterwards at a reception held in her honour.



Film stars Bill Travers and Virginia McKenna at 'The Crowning Experience'

## MESSAGES

I SAW in this film a practical and definite idea which is mankind's example of God's unity, peace and love among all men.

CONRAD HUNTE *Opening batsman of the West Indies Test Team.*

Moral Re-Armament provides the needed fire to clean our lives and our nations. We look to Britain to give a lead in this message reaching the millions of the world. Already in Kerala we have seen this force resurrect democratic ideals and play a significant part in creating the conditions for united action above party, class and creed.

TALKAD SUBRAMONIA AYYAR *Former Advocate General of Travancore-Cochin, Senior Advocate of the Supreme Court of Kerala.*

K. M. CHERIAN *Chairman of the Press Trust of India and Editor-in-chief of Malayalam Manorama, largest Kerala newspaper.*

K. P. M. SHERRIFF *Member of the All-India Congress Committee.*

BAFAKI THUNGAL *President of the Muslim League.*

P. J. ANTONY *Joint Secretary of Kerala State Transport Workers' Union.*

S. VADARAJAN NAIR *General Secretary of Kerala State Transport Workers' Union.*

P. KRISHNAN *Vice President of Kerala State Transport Workers' Union.*

R. NARAYANAN *Executive member of Kerala State Transport Workers' Union.*

G. S. KARTHA *Assistant editor, Trivandrum's largest newspaper.*

DR. GEORGE THOMAS *Editor of Kerala Dhweni.*

M. SREENIVASAN *Principal, Srinarayana College.*

K. T. HARINDRANATH *Municipal Chairman of Tellicherry.*

GOVERNMENTS as convinced of Moral Re-Armament as Moscow is of Communism will lead the world into a new era,

JASPER SAVANHU *M.P., Parliamentary Secretary for Race Affairs in the Central African Federation.*

CHIEF SAMURIWO *M.P., Chairman, Southern Rhodesia Assembly of Chiefs.*

C. J. MATINGA *M.P., Nyasaland.*

J. J. SIMUKONDA *M.P., Northern Rhodesia.*

CHIEF KAISA

CHIEF SIGOLA

FORMER CHIEF JOHN MANGWENDE



Muriel Smith and Ann Buckles with one of the West Indian children who served sweet potato pie to the 320 guests at the reception after the première. 'Sweet Potato Pie' is one of the song hits of the film.

THE CROWNING EXPERIENCE is the kind of film Hollywood is meant to give to the world. With the ideology of Moral Re-Armament, Britain and America can stand together to answer Communism across the world.

JOEL MCCREA

GINGER ROGERS

GENE RAYMOND

KING VIDOR

FRANCES DEE

JEANETTE MACDONALD

LLOYD NOLAN

CHARLES COBURN

LEO CARRILLO

MR. & MRS. JAMES HARDIMAN

MR. & MRS. SHEB WOOLEY

MISS BEULAH BONDI

MISS SPRING BYINGTON

FRANCES DEE

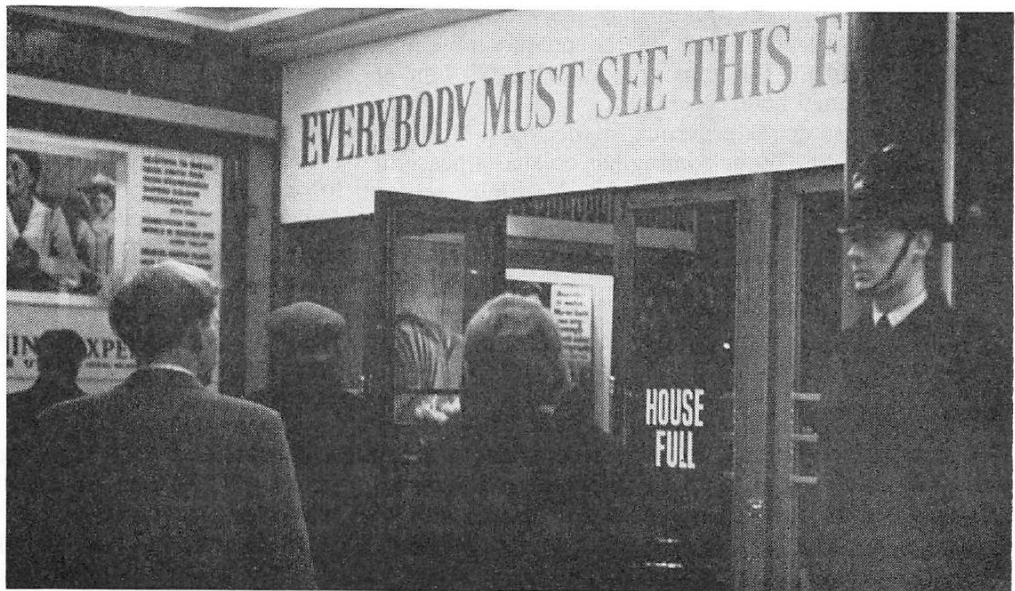
MR. & MRS. MONTE BLUE

MR. & MRS. HAROLD SCHUSTER

MR. & MRS. PAUL DUNLAP

MR. & MRS. DENNIS MORGAN

MR. & MRS. LAURITZ MELCHIOR



'House Full' signs in front of the doors before the start of the première.

# 2,000 miles through Katanga

**Rain forests, dirt tracks, rebel country ...  
bringing FREEDOM to 94,000 people**

**W**HILE KNIFE-FIGHTS were breaking out in the United Nations over the death of Lumumba and communism was moving into high gear to end all semblance of law and order throughout the Congo, the Katanga government launched a massive move to answer the situation.

An international Moral Re-Armament force was requested to move throughout the state, from town to town—as the spearhead of the government's offensive to make Katanga the launching-pad for an answer to communism in Africa.

## **Incessant tropical rains**

The journey was carried out through almost incessant tropical rains, over mud-bogged bush tracks, with some of the force sleeping in cars where lack of beds necessitated it. In Musumba the Mwami Mwata-Yamvo, Grand Chief of the Lunda and greatest traditional ruler in Katanga, received them with a feast in their honour—the King's drummers sounding a beat heard for ten miles around, summoned elders and people to the palace to meet the visitors.

Thousands gathered in the neighbouring town of Kapanga to see the all-African film *Freedom*. In Sandoa the territorial administrator and Grand Chief Samutoma of the Tshokwe tribe categorically refused to allow the force to leave on schedule.

The territorial administrator said, 'When some people come to us they fire off guns and make a lot of noise but they leave nothing behind. You come quietly but you are in touch with our people all day long. You help them put right the things that are wrong in their lives and you lift the hearts of the people. We will telegraph President Tshombe tomorrow to tell him of what has happened here.'

Later he presented a generous financial gift from all the people, saying, 'Your coming has created a peaceful revolution in the heart of the people. You must return and stay a long time. All our problems will be resolved in the perspective you have given us which takes us beyond our self-interest.'

The technical adviser said, 'You have planted a seed. We will see that it grows and you will return to help us harvest it.'

## **Kamina military base**

When the international force arrived at the military base of Kamina the district commissioner, a Katangese who administers a territory of approximately 40,000 square miles, drew up a plan with them to solve the divisions which endanger the security of the country.

From Kamina the district commissioner led the MRA team to Kaniama, an administrative centre 150 miles to the north on the Kasai border. Bitter differences had erupted there between certain African and European officials. Following showings of *Freedom* the commissioner convened the local dissenting groups and leading citizens to listen to members of the force.

Black and white spokesmen from Africa explained to the gathering how communism was using the bitterness of the African and the arrogance of the European to take over the continent. They stunned the audience with practical accounts of how the answer was found to deep-seated divisions which had existed between them. The thoughtful silence which followed was finally broken when the administrator of Kaniama rose and said: 'MRA has come at the right time, when we needed to be re-armed the most.'

The inspector of schools issued instructions for all the schools to devote the next two weeks to training in MRA as the ideology to answer communism.

## **At the Catholic Mission**

Likewise in Kamina the Father Superior of the Catholic mission gathered his teaching staff for two hours to hear about MRA. After Mr. Moerane, who was the leader of 10,000 teachers in South Africa, told them how he had found the answer to divided families, liquor, bitterness and ideological subversion, the Father Superior said, 'That's what all our teachers need to hear.' The next day he arranged for Mr. Moerane to address all 60 of his teachers. Thanking him after a two-hour session, the Father Superior strongly urged the teachers to take up the battle of Moral Re-Armament.

In his own village outside Kamina, Grand Chief of the Balubas of Katanga and Minister of State in President Tshombe's cabinet, warmly welcomed the force. He attended two showings of *The Crowning Experience* and held a mass outdoor performance of *Freedom* for his people.

Last week, in the small hours of the morning, the force returned to Elisabethville from their twenty-one day, 2,000 mile journey. With the main road from Kamina to Elisabethville passing through country where the communist-supported rebel bands are still operating, they took a subsidiary road skirting the rebel territory. They arrived with clothes dirt-caked from pushing their vehicles out of the cavernous mud-holes along the way.

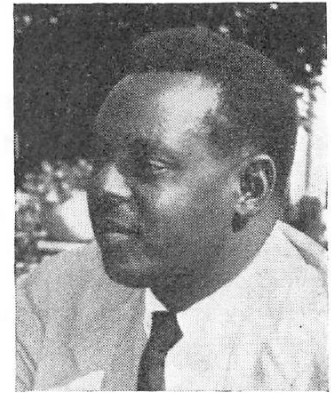
During their journey through the state 94,000 people of Katanga had attended the MRA presentations.

## MOMBASA

TWO MILLION AFRICANS in Kenya are voting this week. They will elect the first African majority in the country's history.

Over 30,000 people, among them key national figures, have seen the all-African film, *Freedom*, this past month. Stanley Kinga, who was a Provincial Chairman of the Kenya African Union, said last week: '*Freedom* is shifting the thinking of the leadership and creating in the masses the right pre-conditions for the elections and the next phase in responsible government.'

Last week this film was shown simultaneously in the Coast, Nyanza and Central provinces. 3,000 dockers and their families packed the Tononoka Hall for a showing of the film at the invitation of Dennis Akuma, Secretary of the Kenya Dockers' Union. Speaking amid cheers at the end, he said: 'This is the freedom we all want.'



KINGA

## CAPE TOWN

THE CROWNING EXPERIENCE, following a triumphant opening week, has been held over in the Odeon Cinema in Cape Town for a further run. Crowds last week-end were the largest since September.

The Rotary President invited P. Q. Vundla, spokesman for the 600,000 Africans in Johannesburg, to address the Seaport Club. Former Chief Justice and Cabinet Minister, H. A. Fagan, was the guest of honour at the luncheon when Vundla challenged South Africa 'to take leadership in pioneering the statesmanship of the humble heart.'

Vundla has also been invited to speak on the National Commercial Radio.



VUNDLA

## DAHOMEY

HIS EXCELLENCY Louis Ignacio-Pinto, Dahomey Ambassador to the United States and U.N., said on 11 February that MRA was playing a decisive role in Africa. 'Based on absolute moral standards, it satisfies the aspirations of the African personality and provides a platform on which the continent can unite.'

## LUCERNE

THE SWISS PREMIÈRE of *The Crowning Experience* was held before the leaders of Eastern Switzerland in Lucerne on 21 February. The demand for seats was so great that the cinema could not hold the crowds. A second cinema cleared its programme at short notice to show the film. That, too was packed to the doors by a distinguished audience from all over the country.

*Vaterland*, the leading Catholic daily of the Canton, wrote: '*The Crowning Experience* is an extraordinary work, extraordinary in its personally moving challenge to every viewer. The film is equally extraordinary in its amazing colour photography and especially in the artistic and powerful acting of the leading star Muriel Smith, whose musical and stage talents come in this film to their finest expression.'

*Luzerner Neuste Nachrichten*, the largest paper of the city, wrote: 'Like a hurricane the force of Moral Re-Armament has hit Lucerne these days, to shake all of us out of our dangerous love of comfort. It is five minutes to twelve—only the ideology of Moral Re-Armament can save the world from the threat of Communism.'



PINTO

# 'The Tiger' comes to New York

## American Première

**3,000 on their feet cheering . . .**

CARNEGIE HALL, with its four tiers of balconies reaching up into the darkness, was packed. The audience of 3,000 rose to their feet, applauding thunderously as the curtain closed on the American première of *The Tiger*.

On the stage stood Japanese Zengakuren students who eight months ago were among the Tokyo rioters who prevented President Eisenhower's visit. Time and again they bowed, very low, in the Japanese fashion. As the applause died, one of them—the champion debater of Tokyo University—stepped forward. 'I want to apologise to the American nation for the demonstrations we led last June,' he said.

'I was one of the student crowd who surrounded Mr. Hagerty,' said another, the leader of 120,000 Japanese students. 'I stood right at the door of his car. In this ideological battle the true choice is between Moral Re-Armament or Communism.'

The leader of the anti-American riots on Okinawa stepped forward. 'If America decides to give Moral Re-Armament to the whole world, the youth of Japan are ready to stand up and fight with you.'

### Block-long queues

The next night crowds gathered an hour before curtain at Carnegie Hall. Forty city policemen and five mounted police directed the crowds, which stretched four deep a block long. One hundred were standing at the back of the third balcony through the performance.

The cast were interviewed on one of America's most famous coast-to-coast television shows. The leading newspapers of New York, including *The New York Times*, *The Journal American* and the *World Telegram*, carried news of their arrival and triumphant opening night. On hand at the airport to meet them was the press corps and a mobile radio unit. Millions of Americans saw them on other television interviews during the week.

'Our greatest wish,' said Katakura, revolutionary student leader of the Zengakuren, 'is to meet former President Eisenhower and to give our apologies and new way of thinking to him in person.'



The cast of the Japanese play, 'The Tiger', arrive at New York's international airport



In the terminal they are interviewed by the airport press corps



Mr. James O'Brien, Deputy Commissioner, welcomes the Japanese students on behalf of Mayor Wagner and for the City of New York