

MRA

INFORMATION SERVICE

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The Crowning Experience :

In eight cities on four continents

IN THE LAST TEN DAYS *The Crowning Experience* has been showing commercially on four continents, in eight different cities. It has had six premières.

Ambassadors, senators, members of parliament, military heads, the diplomatic corps and thousands of ordinary men and women have seen it.

At the time of this writing it is being shown in Washington, Toronto, Copenhagen, Amsterdam, Helsinki, Capetown, Mandalay, in Norway, and Bristol.

All over the world people have gone away from the film feeling like the London insurance man who said, 'Moral Re-Armament has completely revolutionised my thinking.'

In South Africa

After showings of *The Crowning Experience* in Stellenbosch, South Africa, the Afrikaaner newspaper, *Die Eikestadnuus*, published a four-page supplement on Moral Re-Armament in which an African leader is quoted as saying, 'If South Africa takes MRA as the basis of its national policy, it can bring change to Africa and the world. The film, *The Crowning Experience*, is a weapon that can do that for South Africa.'

Everywhere *The Crowning Experience* has gone it has evinced a similar response—it has made Moral Re-Armament the talking point of millions.



Muriel Smith in 'The Crowning Experience'

The Crowning Experience

Goes round the world



WASHINGTON—The Capitol

Washington

15 MARCH—Senators, congressmen, ambassadors and diplomats from thirty-eight countries attended the Washington première of *The Crowning Experience* at the Loew's Capitol Theatre. 200,000 leaflets advertising the film went to the departments of the Navy, the Army, the Air Force, Labour, Agriculture and Commerce. A long-playing record, featuring songs and narration of the film was given for one hour on the radio.



TORONTO—Chief Walking Buffalo

Toronto

16 MARCH—1,600 people filled Toronto's Carlton Theatre for the Canadian première of the film. Television cameramen, photographers and newsmen from the metropolitan newspapers crowded the lobby as Hollywood stars, civic officials, parliamentarians and sportsmen arrived. Rajmohan Gandhi, grandson of Mahatma Gandhi, introduced the film and was televised at the peak hour by CBC eastern network. Radio and TV have carried interviews with film personalities to the nation.

One of the principal guests at the theatre was Chief Walking Buffalo of the Stoney Indians who celebrated his ninetieth birthday on 20 March. Honouring the 62,000 mile journey that the Chief made last year, the Minister of National Defence cabled: 'All Canada has viewed with pride the excellent job you recently performed as an unofficial ambassador for our country.'



AMSTERDAM—Major General Koning

Amsterdam

10 MARCH—The Dutch première of *The Crowning Experience* was given in two theatres simultaneously to 1,200 people, including 35 Consuls, 40 Mayors, 25 Senators and Members of Parliament, and half the Aldermen and City Councillors of Amsterdam. Stars of the film, Muriel Smith and Ann Buckles, were given a standing ovation at the close of the evening.

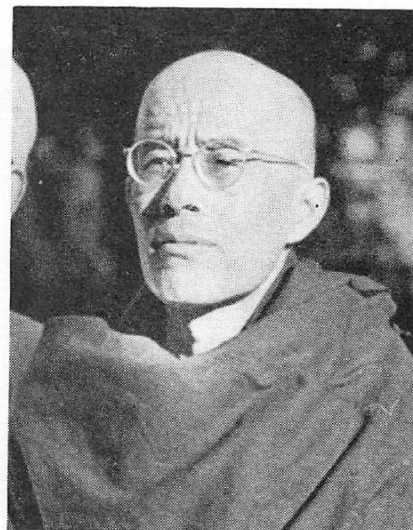
Major General Koning, former Inspector General of the Infantry, said: 'We are in a time of sharp ideological conflict. The battle-line is not at the Iron Curtain but in everyone's heart. MRA is fighting to cure the weak points in our characters.'

Mandalay

8 MARCH—800 saffron-robed abbots and monks, chosen representatives of the 80,000-strong Presiding Abbots' Association, saw the film here. Sayadaw U Narada, Secretary of the Association, introduced the film and supervised the distribution of 30,000 copies of the MRA manifesto, *Ideology and Co-existence*, and MRA pictorials for the abbots and monks to carry back to their districts.

Norway

9 MARCH—*The Crowning Experience* had its Norwegian première in Kristiansand's biggest cinema, the Aladdin. Muriel Smith and Ann Buckles were on hand at a reception following the film at the festival hall to which a great many of the town council members came.



MANDALAY—Sayadaw U Narada

Capetown

12 MARCH—In the last four days 5,000 coloured people attended the commercial showings of *The Crowning Experience* in the Kismet Cinema, Athlone. The Manager of the cinema, said: 'This is one of the most outstanding pictures ever to be shown to a non-European audience.'



CAPETOWN

Bristol

13 MARCH—More than 1,200 people crowded Bristol's largest cinema for the West of England première of the film. Three hundred stayed behind afterwards at a reception, talking for nearly two hours.

Copenhagen

17 MARCH—SOLD OUT signs were up early in the morning before the first-night performance of the film in Copenhagen's top cinema, Dagmar. The audience included the Minister of Justice, the former Minister of Justice, the former Foreign Minister, members of parliament, the Commander-in-Chief of the Air Force, ambassadors and diplomatic representatives from the U.A.R., Indonesia, Turkey, Iran, Japan, the U.S.A., Colombia, Holland and Italy.

The following Sunday Dr. Paul Brodersen, Dean of Copenhagen, made *The Crowning Experience* the subject of his sermon in the Cathedral. He said: 'It portrays in a simple and captivating way the new life that comes through God's spirit working in individuals and between nations. It is a message that will wake us up and engage us in the great battle of ideologies in the world today. I want to say to you with all the urgency at my command, "Go and see that film."' '



COPENHAGEN—Dean Brodersen

'The Crowning Experience' in London



STARS OF THE FILM, Muriel Smith and Ann Buckles, made personal appearances at fifty-five performances of 'The Crowning Experience'

1,581 PEOPLE filled the Warner Theatre at the final performance



A gathering

THERE WERE 'HOUSE FULL' signs out again at the final showing of *The Crowning Experience* on 15 March as 1,581 people filled the Warner Theatre, Leicester Square.

Over the three weeks run the crowds grew and grew.

On the last Monday of the run, the commissioner said, 'These are the largest Monday night crowds in a twelve-month.'

£19,000 worth of tickets have been sold. The stars of the film, Muriel Smith and Ann Buckles, who last week flew to Denmark and Norway for the premières there, have made 55 personal appearances to the British public after performances of *The Crowning Experience*.



crescendo

Among the distinguished guests in the last showings were: delegates to the Commonwealth Prime Ministers' Conference; the Nigerian Minister of Defence; the Ambassadors of Germany and Liberia; the Brazilian Air Attachè; members of the Brentford, Fulham, West Ham United, Charlton Athletic and Crystal Palace soccer teams; and leaders of London's West Indian Community.

At the end of the last show, over a hundred people met at a reception, such as were held every night of the run. They stayed, talking about the implications of MRA in their own lives and the life of the nation.

As the final curtain came down and the lights dimmed out in the lobby, one of the Warner staff said, 'Come back soon. This has been the best run ever.'

One of his colleagues added, 'If it means making another film, make it. But come back soon.'



'GET YOUR COPY HERE!'

7,501 books on the film were sold in the theatre lobby



'I TOLD YOU we should have come earlier'





LAGOS

'Men of Brazil' showing commercially

IN THE HARBOUR . . .

The President of the Marine Floating Staffs' Union, Mr. Okinedo, tells a tug crew about the film. 'We trade union leaders embrace Moral Re-Armament,' he says, 'because it gives us a passion to pursue our goals without bitterness and it gives management a new understanding. Thus it enables us to find just solutions'

IN THE DOCKYARD . . .

The Vice-President of the Maritime Federation, Mr. Ebo, distributes handbills to a fork-lift operator. Trade union leaders of the docks and railways have distributed 25,000 of these handbills to the workers



DURING A BREAK . . .

Workers crowd around a poster of 'Men of Brazil'



AT THE PREMIÈRE...

Hon. D. C. Ugwu, Parliamentary Secretary of the Federal Ministry of Education, introduces 'Men of Brazil' at the opening of its one month run in Lagos



'The Peace Corps has its dangers'

An article by American columnist George E. Sokolsky, in
THE NEW YORK JOURNAL AMERICAN, Monday, 13 March, 1961

IT IS DIFFICULT to grasp exactly what the Peace Corps is meant to be and do.

... Before the United States goes further in this adventure, more needs to be known about it. During the Roosevelt regime, young men and women, some of them competent, others Communists or homosexuals, were sent to many parts of the world where great damage was done to the reputation of the United States. This produced the McCarthy investigations to which so many now object.

Of course, there are MRA teams wandering the face of the earth and doing magnificent work in some places. MRA stands for Moral Re-Armament, a movement that started years ago at Princeton and spread itself all over and particularly in Africa in recent times. One meets very stimulating young men and women in MRA. I recently had lunch with Gandhi's grandson, who is part of MRA, and he really made

me realise what sincere, idealistic, rationally organized young people can do who set out to do it. MRA folks do not draw salaries. They either support themselves or find their way somehow.

I have known this group for at least 20 years and have followed their work rather closely and there has never been a scandal among them. There also is no external discipline. A person either has it in him—or her—to go the whole way for service or quits, but nobody can live MRA half-heartedly. It just does not happen.

From this international experience, it is possible to believe that good-will teams can perform useful services. The MRA groups are voluntary and international in character. The strength of MRA is ideological. Those who have joined it, of various religious faiths, believe that they can help the world through the guidance of God.

There is no cant, no bigotry, or hypocrisy in this movement. It is what it is and that is all. Its members are impervious to ridicule or criticism and go their way fighting the awfulness of Marxism wherever it rears its head.

I have brought in the story of MRA because it has more than a quarter of a century of history behind it, with varying experiences which cannot be ignored, because they have in many places been effective. Up to this writing the Peace Corps has not declared an ideological position. It seems to be an activist effort, but experience has shown that action without an idea, without motive, without an inspiration usually becomes futile.

'THE TIGER' IN WASHINGTON

ON 17 MARCH, 1961, student leaders of the anti-American riots in Tokyo last June were given the keys of Washington D.C. by Commissioner Robert E. McLaughlin.

The students, members of the cast of *The Tiger*, apologized to the American people for the violence they had helped to cause.

'It's a miracle that students whose rioting rocked the unity of the free world are now receiving the keys to the capital city of America,' said Koichi Morita, Chairman of the 120,000-strong Japanese Student Conference. 'If America gives the ideology of Moral Re-Armament to Asia and Africa, we will stand by her until we win over Peking and Moscow.'

The cast of the play were earlier received by the United States Attorney General, Robert Kennedy, brother of the President. He told them 'The need is that more people do what you're doing—taking on unselfishly responsibility for their nation.'

Lady Dollan speaks out

LADY DOLLAN of Glasgow, whose husband was for thirty-four years the Assistant-Editor and Editor of the *Daily Herald* in Scotland, drew attention to an editorial comment in the 7 March issue of that paper. It referred to a full-page signed by herself and thirty-seven trade-union and labour figures of Britain and Europe.

'The Editor of the *Daily Herald* speaks of the people who signed that statement as "political innocents,"' said Lady Dollan. 'I may be forgiven if I thought of my own part for over forty years in the political arena. I served for years on the local Council, stood for Parliament, took part in two Royal Commissions and was a Member of the Labour Party Executive for twelve years. The people writing the *Daily Herald* editorial could not be unaware of the contribution the other signatories to

the statement have made to the Labour movement across the world.'

The full-page referred to in the *Daily Herald*, had been paid for by the sacrifice of more than 500 people of Britain. It called for Moral Re-Armament as 'the incentive industry needs, the unity labour lacks, and the idea the country will follow,' stating that 'we have been concerned with political and economic arguments, but unless we also change the hearts and minds of men, we will fail in our objective.'

Lady Dollan said, 'This acute battle we are in is becoming more and more evident. God's enemies begin to realise we have the answer. The film *The Crowning Experience* has drawn a battle-line through the country in the Church, the Press, and in education. It gives the answer because the people live the thing they talk about.'

IN THE VILLAGES OF INDIA . . .

'INDIA,' Gandhi said, 'lives in her villages.'

Amidst the paddy fields and palm trees of the south lies one of these villages—Kallara—once a stronghold of Communism in Kerala. Last week on the doorstep of every hut in the village lay an invitation. It read: 'Dear countrymen, we rejoice to say that the undersigned 105 of us have decided jointly to invite MRA's famous African technicolor film *Freedom* to our village. We believe that this film will give a new light to our village.'

It was signed by doctors, teachers, students, farmers, the tailor, the newsagent—men from every community and political party, including two members of the Communist party.

By 7 p.m., as darkness fell on the open-air amphitheatre, every inch of space was full with 2,000 people sitting on the ground or standing around the sides.

'Communism is a menace to the world, but anti-Communism is useless,' said Kallara Sukumaran, introducing the film. Sukumaran was known to everyone in the village. For thirteen years he had worked with the Communists, giving all his money and property to the party. 'I found MRA was not anti-Communist but a superior ideology. I was challenged to base my life on absolute moral standards.'

To an audience that included many of his former comrades and all his family he continued: 'You in this village know what a dirty life I have lived in the past. I was a disgrace to my family and my village. I was divided from my brothers and led an irresponsible life. I want to apologise to you all and now work with you to bring this new revolution to the whole of our country.'

After the film one villager said: 'Other occasions where there has been a drama or film in the village have usually ended in a riot with

knifings and beatings-up. This evening has ended with everyone eagerly and peacefully talking over how they can apply these new ideas.'



80% of India lives in her villages

Communists warned of MRA

The General Secretary of the Indian Communist Party Mr. Namboodiripad, warned the National Council of the Party in January that the real hazard the party is facing today in Kerala is not 'any expedient alliances against the leftists' but 'the people of the Moral Re-Armament movement who are running the show in Kerala.'

'Of 612 members within the area covered by the Communist controlled Panchayat (village committee),' wrote *Kerala Janatha*, reporting from Kallara, 'there are now only 74 on the rolls. In a statement issued by the former Secretary of the Kallara branch he described the Party as "struggling for breath." He also admitted having reported to the Party earlier that MRA activities had shattered the Communist party's centres of exploitation. Former secretary Sadanandan's view is that the party is afraid of MRA, which as an international movement unites on a moral basis the democratic forces.'

. . . AND AFRICA

FIVE THOUSAND people crowded a market place at Lari in Kenya on 16 March. It was here that a massacre took place during the Mau Mau uprising eight years ago. Today the people were gathered to see *Freedom* at the invitation of the local chief.

In the audience were relatives of those who were killed in the 1953 massacre, including the brother of the man who was chief at that time, the only survivor of the family.

Nahashon Ngare, formerly secretary of a Mau Mau district council, who was detained for five years during the emergency, introduced the film. 'Kenya needs unity more than ever before,' he said. 'Without it freedom and independence will end in chaos.'

Chief Joseph Hananyu, seeing the film for the fifth time, said: 'This has taken us beyond ourselves, across the line to the point where we can at last find unity.' Pointing to the animated groups discussing the film in the hotels around the market afterwards, he said: 'They are saying, "Those we fought against in our own tribe during the emergency were wrong, but after seeing this film we see we were wrong too."'

The 40,000 circulation Kenya weekly, *Taifa*, headlined its report: 'Happy Faces seen at Lari' and described *Freedom* as a film which 'shows how politicians can find unity with those from whom they are divided and how to begin living as friends in peace.'