

MRA

INFORMATION SERVICE

London Première

THE CROWNING EXPERIENCE

WARNER THEATRE, LEICESTER SQUARE

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THE SPIRIT BRITAIN NEEDS

ON 23 February *The Crowning Experience* opens a three-week run at the Warner Theatre in Leicester Square. It is the master-stroke of a campaign to give Britain new life at this crucial hour. Full pages in the national Press have produced a wide response and the battle-line has been clearly drawn. These next months will decide which way Britain is going to go.

The spirit of *The Crowning Experience* is the spirit Britain needs to match the challenge of our times. It carries the heart of the answer to the heart of every man. At a time of world crisis and international tension it is showing on four continents to packed and enthusiastic audiences.

At this time of the highest challenge and deadliest danger humanity has ever faced, Britain has a part to play which she alone can play in human affairs. Britain is a great country, sometimes up, sometimes down in her fortunes. But never so far at a time of crisis has her character and courage failed. It remains to be seen whether history will record that, at this hour of crisis, the character and courage of our country matches the hour.

An admiral, who holds a high position of responsibility in our affairs, said recently 'We in Britain are busy preparing for a war which may never be fought, but refusing to fight the war in which we are already engaged and which threatens the future of our nation.' *The Crowning Experience* is a potent weapon in this war of ideas, and it is superb entertainment as well. Last week in Birmingham it drew record

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They came in thousands

'THEY CAME IN THOUSANDS' was the headline verdict of last week's *Sunday Mercury* on the impact of the film *The Crowning Experience* in Birmingham. Well over fourteen thousand people paid hard cash to see it in a week. 'We have had bigger crowds than any for the last eight years,' said the manager of the Futurist Cinema. It was a triumph for a movie which speaks straight to the urgent need of a nation.

The Crowning Experience came to a city where moral defeat and Com-

munist have produced terrible ravages. 'You should go to Prague and Moscow to see real progress,' said one of the leading Congregational Ministers when invited to the film. Three of the top management of one of the city's leading firms take their orders from the Communist Party—so said the man who at one time used to give those orders. After dark Birmingham is a nightmare. Underlying everything is the bitterness of thousands of car workers on short-time, and deep



The Lady Mayoress of Birmingham, Mrs. Garnet B. Boughton, receives a bouquet from Dr. M. Smuts (in Voortrekker costume), niece of the late Field Marshal Smuts, at the Midland première of 'The Crowning Experience.' With them are Mrs. Marion Clayton Anderson, director of the film, and Lady Fiona Graham.

division across the colour barrier. There are fifty thousand on the housing list.

This is the situation with which the film had to deal, no worse perhaps than the situation in many another city in Britain. It is the reality of life. Yet a final reception for the stars of the film was crowded to the doors—mayors from the surrounding boroughs, sportsmen like Mr. Joe Mercer, legendary star of Arsenal and England, trade union leaders of hundreds of thousands of men, and the ordinary folk of the city—telephonists, waiters and porters. Everybody was hit.

Mr. Joe Mercer, manager of Aston Villa, summed up the week: 'What I have seen in Moral Re-Armament is the answer. The basic thing is that there has got to be a choice. There is no middle way. It has got to be one thing or the other, Moral Re-Armament or Communism. In football it is not a complicated thing. When things go wrong it is some little thing we have omitted to do. If we put those things right, the others will follow.'

'Packed house'

The première, six days before, was sold out. 'Packed house' said the *Birmingham Mail* and added 'The front rows of the circle looked like an augmented City Council.' The foyer was crowded with local dignitaries. The Lady Mayoress arrived and then the Deputy Lord Mayors of Birmingham and Coventry, followed by the Mayors of Warwick, Smethwick and Solihull. The Bishop of Birmingham came, the American and Italian Consuls, top executives from Rovers and Standard Motors. Soccer stars from all the leading clubs of the city were there. The thronging crowd was filmed by ATV camera.

Marion Anderson, producer of the film, received a tremendous ovation when she said, 'It is time something new came out of Hollywood. It is no longer worthwhile to turn out films glorifying sex and violence which merely multiply the problem. Here is a film that gives an answer

to division and compromise, decadence and Communism.'

The audience gasped as twenty-one shop stewards and trade union organisers representing many thousands of workers in the Midlands and North of England stood together to introduce the film. Mr. Bert Allen, Birmingham District President of the A.E.U., said, 'I found that MRA, when it is applied, answers the problems facing us in industry today. As a trade unionist, if you don't stand for something you will fall for anything. The choice for Britain today is MRA or Communism.'

Mr. Joe Hancock, who was for thirty years a Communist, said, 'This film shows the battle for the hearts and minds of men. *The Crowning Experience* provides the incentive that industry needs, the unity that Labour lacks, the idea that Britain longs for.'

During the week the stars of the film, Muriel Smith and Ann Buckles, flew into the city.

One hundred representatives of the civic, sporting, business and professional life of the city attended a lunch in the Imperial Hotel in their honour, among them a former Lord Mayor, Alderman Bowen, Joe Mercer, and Mr. M. J. K. Smith, the England cricketer and Warwickshire captain.

Mr. Esmond Goodman, chairman of the Birmingham company of George Goodman Ltd., described the occasion as a historic moment for Birmingham and Britain. He said, '*The Crowning Experience* is bringing an ideology to this city, the heart of Britain's industry, and to the whole country. Britain needs an ideology and her rightful ideology is Moral Re-Armament. I am grateful to Dr. Buchman for the way he has fought for this nation to reach its destiny. It is up to us to see that this idea goes to all sections of life, the motor industry, education, the press and sport.'

After the last crowded performance was over, leaders from many sections of the local and national life spoke their convictions. Mr. D. E.

Cornforth, the manager of the Futurist said: 'In the film industry we are called on to show good films and bad—in the sense of entertainment and in giving something constructive in the life of the nation. Most of the films we show do not do this. *The Crowning Experience* does. I sincerely hope that it is the start of a run of films that will not only entertain but, what is more important, bring the ideology of MRA to the people of our city.'

Mr. Leslie Payne, an organiser for the Transport and General Workers' Union, said, 'The response of industry and commerce to this film has been terrific. It could have run for another week to packed houses.'

The Mayor of Solihull said, 'Moral Re-Armament is the answer to Communism. It must be applied not only internationally but in industry, in the city and home life. It is no good saying America should do it or England. It is for everybody. I have come to represent my borough and whether people agree or disagree, I am saying good luck to you all.'

New vitality to Church

Dr. E. Benson Perkins, Secretary of the World Methodist Council, said that Moral Re-Armament would halt immorality and decadence and answer political subversion in the nation. 'MRA is bringing new life and vitality to the Christian faith and belief of those of us in the Church and making our lives effective. With the absolute standards of moral living, Christians can be effective and begin to affect the world around us. The thing I covet is that the emphasis MRA is making should be accepted, understood and practised throughout the Christian Church. We must accept this challenge and recognise that too often we have forgotten that lives can be changed. We have retreated from the absolutes. The commands of our Lord are complete and supreme. I am glad to have a place in the Church but also to have a place in Moral Re-Armament.'

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They say in Hollywood

'MRA FILM SHOULD BE CITED'

The Academy of Motion Picture Arts and Sciences on 24 January screened The Crowning Experience for an Oscar nomination. The following day Hazel Flynn, the Hollywood columnist, wrote in the Beverly Hills Citizen under this headline:

IN arranging for special awards this year it is to be hoped that the Academy of Motion Picture Arts and Sciences will not forget *The Crowning Experience* which has been entered.

The Crowning Experience explodes a bombshell bigger and louder than most huge multi-million dollar spectacles that characterised 1960. It exposes Communism, especially Red activities in lassoing students, particularly Negroes, before they are out of college, seeking to indoctrinate them.

It also plugs for a more moral America, for reform among all men as the only weapon which will really be effective against Marxist materialism. It urges everyone to put on the armour of God and fight for decency and brotherhood.

Many movies with Communist affiliations or sympathies have reached the theatres of the U.S. this year, some of them, alas, made right here in the U.S. A few of these, as well as those who made them, are up for nomination, if not final awards.

It seems to me that under the circumstances it is up to the Academy Board to see to it that *The Crowning Experience*, a film weapon in the fight against Communism, is recognised in some way, possibly with a special citation. For the screen is now a major battlefield in the struggle for men's minds round the world.

Rickard Tegstrom, who did fine photography, is another who is worthy of honours. Long a Disney photographer, he also photographed *Freedom*, another and even more powerful MRA film, which has in recent months been of great service in the Congo.

The musical score of *The Crowning Experience* is also unusual, incorporating some real American folk music, and containing at least one hit, 'Sweet Potato Pie.'

THEY CAME IN THOUSANDS—continued

Dr. A. G. Thompson, President of the Standing Conference of West Indian Associations in the Midlands, described Moral Re-Armament as a force 'with a world-wide picture so vast and so potential I believe you can change the world. You tackle the heart of the problem. This film has been a marvellously good beginning. You must seek out everyone and with this idea go to the whole world.'

If this honour is conferred, the world will hear about it and it will be counter-propaganda against the Soviet's many Award claims.

Besides, the so-called 'little picture,' as versus the multi-million dollar behemoth, deserves encouragement. Such encouragement could start a new wave of U.S. production which would result in a fine future product—the type of product which would raise the entire moral standard of the screen and gain approval, not opposition, of church groups and other elements so appalled by recent trends.

The Hollywood Reporter of 2 February contains the following editorial by the Editor, Don Gillette.

HOLLYWOOD FILMS constantly are being criticised for not presenting the kind of picture of American life that will create a favourable impression of our country among nations overseas. To a great extent the criticism is justified. But not much ever will be done about it by studios that are necessarily in business to make pictures for the box office—because the industry must pay its way in order to stay alive.

So the making of films with special messages and ideologies has to be done by special dedicated groups, with a special kind of courage, and at the top of that list is Moral Re-Armament, which recently produced the much-acclaimed *The Crowning Experience*.

This picture is doing for Hollywood abroad a 'public relations' job that the film capital—or the American Government—ought to be doing. The picture has the advantage of being a fine entertainment, with a straightforward dramatic story understandable to all races, and it shows America in a light that cannot help but win friends in foreign countries faced with the menace of a Communist Government that does not spare expense to finance films through which to spread its propaganda.

Even here at home, where materialism is getting out of hand these days, a picture like *The Crowning Experience* can do a great deal of good.

Quite a number of Hollywood personalities have both applauded this film and endorsed the Moral Re-Armament objectives. Joel McCrea says it 'is the kind of picture the world is waiting to see. It portrays the true America to which the whole world will respond.' Other prominent members of the industry have lauded the film in the same high terms, and it received a fine audience response in its New York and its Hollywood presentation for the Oscar votes as a special award possibility.

'HEARD AROUND THE WORLD'

'THE CROWNING EXPERIENCE' PREMIÈRES ON THREE CONTINENTS

CAPE TOWN

WITH THE EYES of Africa on Cape Town where parliament is now debating the Republic Constitution Bill, the South African première of *The Crowning Experience* was launched by Empire Films to a capacity house in the Odeon Cinema, Capetown, on 7 February. The Mayor and Mayoress and Moderator of the Dutch Reformed Church in Cape Province were amongst the distinguished audience representing political life, the diplomatic corps and police force. A party of professors and lecturers came from Stellenbosch University. Full pages in the Afrikaans and English press announced *The Crowning Experience* and gave an evaluation of the effectiveness and penetration of Moral Re-Armament around the world.

The true destiny of Africa was proclaimed to the audience in a message received from Rajmohan Ghandi, 'In launching *The Crowning Experience* you are setting the pace for Asia and Africa. A despairing world awaits the answer your great nation can provide.' Zenon Rossides, Cyprus Ambassador to Washington and the UN cabled, 'The superior ideology of Moral Re-Armament will bring understanding and peace to South Africa.' From Hollywood Mr. and Mrs. Joel McCrea sent a message 'United in the spirit of this great film Africa and the Americas can lead the world into a new age. Our strong belief is that Frank Buchman's vision over the years of South Africa becoming a sounding board of the answer for nations can and will be realised.' A message from Europe where the cast of the Asian ideological play *The Tiger* is currently playing in Paris read, 'This film is showing us in Asia not only how to preserve our freedom but how to give a superior ideology to the millions of Red China.' Other messages came from the Ruhr mine-workers, the President of the 600 strong Swiss Cinema Owners Association and from Senator de Loor of Holland.

PALM SPRINGS

JOEL MCCREA and his actress wife Francis Dee, and Eve Arden of television fame led a host of celebrities attending the Palm Springs première on 3 February at the Plaza Theatre of *The Crowning Experience*. The first night audience heard Rajmohan Gandhi, grandson of Mahatma Gandhi, describe this film as 'America's answer to Khrushchev's bid for world takeover.' Gandhi told the audience which included Frank Bogert, the Mayor of Palm Springs, 'Palm Springs is a wonderful place which appears to provide all the comforts a man could want, but we've got to face facts. These are dark and dangerous days and the hour is late.

'We in Asia and Africa are grateful for the economic and military aid America gives us, and we need it, but what we are really grateful for is the life of Frank Buchman, the initiator of MRA, and the force he has built up which is answering Communism and every form of materialism. When America does that the world will respond and millions will marvel at the speed with which the advance of Communism is rolled back.'

At a luncheon given by Mrs. Pearl MacManus at Palm Springs Tennis Club, Joel McCrea said to the distinguished guests, '*The Crowning Experience* is a masterful, outstanding picture. Moral Re-Armament is fighting the right way and we should do it too if we are to save the world. Too many people are lying around in the sun. We cannot afford to be indolent at this time.'

Francis Dee McCrea said, 'Only an ideology can answer another ideology. Millions of Americans make the advance of Communism inevitable by the way they live. They were in a war, antideological war, and MRA was the only answer to Communism.'

Palm Springs Desert Sun on 6 February carried a front page article announcing the extension of *The Crowning Experience* for three more days.

Hildie Crawford, leading columnist of this resort area in her column 'Around Town' described the première of *The Crowning Experience* and lunch given by Mrs. Pearl McManus, 'Mrs. Palm Springs.'

She said, 'The picture which had the full première treatment of red carpet and searchlights is magnificently photographed and tells a story so gripping that it quietened the audience to a listening state all the time it was running. It brought tears and inspiration. Muriel Smith has a great voice and personality

'This is a picture that should be "heard around the world" and I kept wishing it could be shown at High school. This is a joyous kind of every man's Christianity that could transform the world and give it a future.'

RANGOON

AMID THE myriad lights of the annual festival of the famed World Peace Pagoda *The Crowning Experience* had its Burmese première on 2 February. The Peace Pagoda was the creation of Prime Minister U Nu. The festival honouring the Pagoda is the great event of the year, drawing scores of thousands of worshippers, and was this year opened by the Premier. Mrs. Nu was responsible for feeding thousands nightly.

As vast crowds thronged near the sacred Bo Tree, the Burmese announcer called them to see 'this MRA film on the life of the celebrated American negro educator.' Seated on the ground in thousands before and behind the screen the open-air audience included hundreds of young and senior saffron-robed monks, many from the nearby Sangha University. Fathers, mothers and children listened with rapt attention, many standing throughout the show and leaving other festival attractions to see the film.

Arrangements had been made under the instruction of the Prime Minister, whose Ministry provided the equipment, staff and an expert Burmese commentator.

'THE TIGER' IN PARIS

AMAZEMENT and enthusiastic applause overwhelmed the glittering first-night audience at the Renaissance Theatre for the Paris première of the Japanese play, *The Tiger*, on 27 January.

Ambassadors, Senators, Deputies, senior officers, including seven generals and three admirals, business heads, national trade union leaders, the press—a cross section of the nation's life—heard the Vice-President of the NATO Parliamentary Assembly launch this ideological offensive for Moral Re-Armament.

General Bethouart, who represents the interests of Frenchmen overseas in the French Senate, spoke at the première. 'This is more than a play,' he said. 'It is the message of a free country exposed to the same dangers as the whole free world.' The General said that although France had no Communist neighbour as did Japan, her situation was just as dangerous. 'This play will have a success,' he declared. 'It must.'

Sponsored by Gaston Monnerville, President of the French Senate;

Robert Schuman, the former Prime Minister; General Bethouart, Senator and Vice-Chairman of the NATO Parliamentary Assembly; Gabriel Marcel, the great Catholic philosopher, the Japanese play, *The Tiger*, is playing to packed houses night after night.

Written and performed by students of the Zengakuren organisation, it is part of a continuing ideological offensive of Moral Re-Armament. Full pages in *Le Monde* and *Figaro* announcing this world offensive and the showings of *The Tiger* had already drawn a front page attack in the Communist daily, *Humanite*.

Welcoming the Japanese and representatives of other Asian nations, Gabriel Marcel, member of the Institut Francais, declared, 'This is a most welcome opportunity for the people of France to be better acquainted with Moral Re-Armament and to understand its real bearing and strength. Your efforts will be most fruitful.'

Paris gave an official reception on 4 February for the MRA force in the City Hall. Welcoming the representatives of 18 nations, the

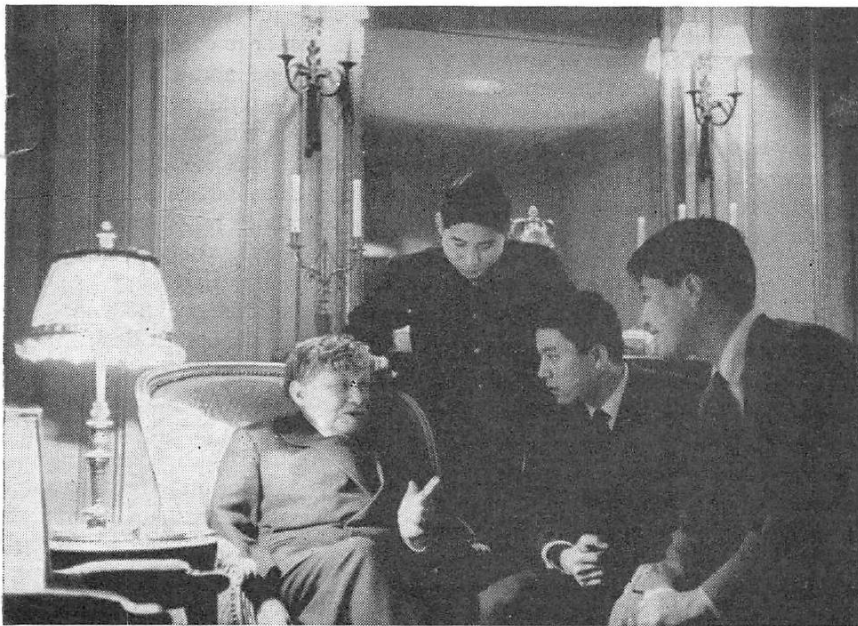
Vice-President of the Municipal Council, M. Faber said: 'I am with you with all my heart. Moral Re-Armament is preventing fratricidal strife and can assure peace in the world.'

'Five thousand students demonstrated yesterday in Paris' was the red-pencilled headline in the newspaper on the President's desk as M. Faber spoke to the students from the Zengakuren. He said: 'These young men have showed us what must be done if we are to escape from the clutches of those totalitarian states which preach the freedom of nations but which only know how to exploit them. May your action continue to spread throughout the world.'

France's two largest dailies are among the papers carrying the news of this Japanese initiative to the nation. *France-Soir*, the only paper with more than a million circulation, had two-thirds of a column, and *Figaro*, the largest morning paper, a three-column back page photograph and headline, 'From the street to the stage.'

The main front page article in *La France Agricole*, largest agricultural paper, is headlined 'Not left, not right but straight.' Written by the paper's director, Philippe Schweisguth, it says that the current agricultural crisis in Russia 'is evidence that the Communist system, like the Capitalist, has run into an obstacle it has not yet succeeded in overcoming: rebellious human nature.' An idea bigger and more satisfying than Communism is needed, he goes on. 'It is called Moral Re-Armament. It is based on the experience that the motives and character of man can be changed as he accepts to submit no longer to his desires but to the will of God.'

'The eternal reality is man's change of heart. That is the answer. It is within the reach of everyone, for everyone can begin with himself.'



Gabriel Marcel, the great French philosopher and member of the Institut Francais, talks with Japanese students from the militant Zengakuren in Paris.

NEWS IN BRIEF

KERALA

THE INDIAN weekly news magazine, *Current*, published this report by their Bombay correspondent on 4 January:

'The National Council of the Communist Party of India concluded its five-day session here last week. Top-ranking leaders from most of the states participated in the session. . . .

'The assembled members heard from Mr. Namboodiripad* the trend of political events in Kerala. He is said to have pointed out that the real opposition to the party lay not in any expedient alliances against the leftists but in the people of the Moral Re-Armament movement who were "running the show in Kerala."

'Mr. Namboodiripad is also said to have expressed concern at the growing infiltration of MRA in the administrative service.'

*Mr. Namboodiripad was the Communist Chief Minister of Kerala and is now General Secretary of the Indian Communist Party.

TRIVANDRUM

A THOUSAND students crowded the Central Cinema in Trivandrum on 5 February to see the Rio Dockers' film, *Men of Brazil*, at the invitation of five University College students. One of them, S. K. Ramachandran Nair, welcoming the audience, said: 'This film presents us with an entirely new way of doing things. Student strikes are becoming common. This film shows strikes can be settled and problems solved when men decide to change on the four absolute standards of honesty, purity, unselfishness and love. If the student world accepts this idea it will be a tremendous force to save the nation.'

All editions of the *Sunday Standard* on 5 February carried a full account of the recent MRA Asembly in Bangalore with a 3-column headline 'MRA may show the way to national unity.' This paper has five editions published simultaneously in different parts of India with the largest circulation on the sub-continent. In its editorial introduction

the paper says: 'In the face of aggression from without India is heading for a state of division and weakness such as existed before the advent of British rule in this country, commented Dr. Radhakrishnan recently. In the article below the author describes how the adoption of the four absolute moral standards advocated by MRA and speaking fearlessly on the basic issues of the day can unite the people of India and repel the infiltration into the country of a foreign ideology. India need not choose between America and Russia, he says. MRA shows the third way to sanity and peace.'

ELIZABETHVILLE

OVER 17,000 people have seen the all-African colour film *Freedom* during the past few days in Elizabethville. An international force of Moral Re-Armament are in Katanga at the invitation of President Tshombe, and are official Government guests. Mr. Salamenge, Minister of Information, introducing *Freedom* one of many times, said, 'Here is the answer to all our troubles. This is the first time we have had functions like this since the July events. It is a God-send that we can have *Freedom* going through this country now.'

A force including black and white nationalists from Kenya and South Africa, and the Colwell Brothers from Hollywood with the films *Freedom* and *The Crowning Experience* is now on a 1,700 mile tour of the ten major cities of the western half of Katanga. This action was initiated and planned by Mr. Salamenge to make Katanga the launching point for the answer to Communism for the Continent.

LEOPOLDVILLE

AT THE request of the Commanding Officer of the Second Company of the Prevote Militaire, *Freedom* was shown. Speaking at the end of the performance, the Commanding Officer addressed his troops, known to be the most disciplined of the Congolese army. He said, 'If we all listen to God like the people in the film, we will find the answer to the problems of our country. MRA reflects the light of God in the hearts of men.'

VICTORIA

'IDEOLOGY AND CO-EXISTENCE' reached 742,285 homes in Victoria, Australia last month. Presenting the first copy to the Lord Mayor of Melbourne, Councillor Bernard Evans, waterside-worker Jim Beggs said: 'As a watersider, this book makes common sense. I have collected sufficient money to give this book to every waterside-worker in Australia.'

Thirty-eight provincial and suburban newspapers announced the distribution in full pages, all given free of charge as a national service. Five Melbourne and fourteen provincial radio stations covering the entire State are featuring the distribution in radio programmes.

The *Wimmera Mail Times* carried an editorial describing MRA as 'an inspiration to arm men and women with the greatest weapon ever known. This weapon's efficacy has never been disproved. It's just that the world has failed in its application. Unless we are prepared to try it now in this ideological but very real third world war we must succumb to the cruel forces of atheism.'

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crowds. As the *Hollywood Reporter* says: 'It is a box office bonanza.'

Last week-end over 700 people from every corner of the country gathered in the Westminster Theatre, in London, to plan how with this film and through the pages of the press to saturate the nation with an answer to confusion and decadence, division and Communism.

On every continent the leaders of nations are turning to Moral Re-Armament as the next step for Communist and non-Communist alike. In this issue reports from Rangoon, Cape Town, Palm Springs indicate the power of *The Crowning Experience* to inspire a new level of thinking and living.

This is the moment for Britain to rise again and give the leadership the world expects of her. We call ourselves a Christian country. If there is truth in the message of Christ, it must mean a new purity in our home life, a new honesty in our business life, a new unselfishness in our national politics and a new and responsible love for humanity which enables Britain once more to take on her destiny as a great nation in the affairs of the world.