



Day of Hope in Philadelphia



You must not curse those who persecute you. Even Christians will hate you, and your society, your nation and the whole world will hate you. But remember, let them wait and they will know what it is that we are doing here, and we will bring them back at last. We must be sympathetic with them because they are ignorant of what we are doing. Those who have knowledge are more responsible for God's will than other people.

*Sun Myung Moon
August 25, 1974*



1 Left to right: Gregory Novalis, Bracefield, Col. Pak and Mr. Neil A. Salonen.
 2 Left to right: Grant Bracefield and Col. Bo Hi Pak.

A press conference was held September 27 to again refute charges of anti-semitism, to report the JDL's change of heart towards Our Master and the church, and to protest the unjust and vicious press coverage of the campaign.

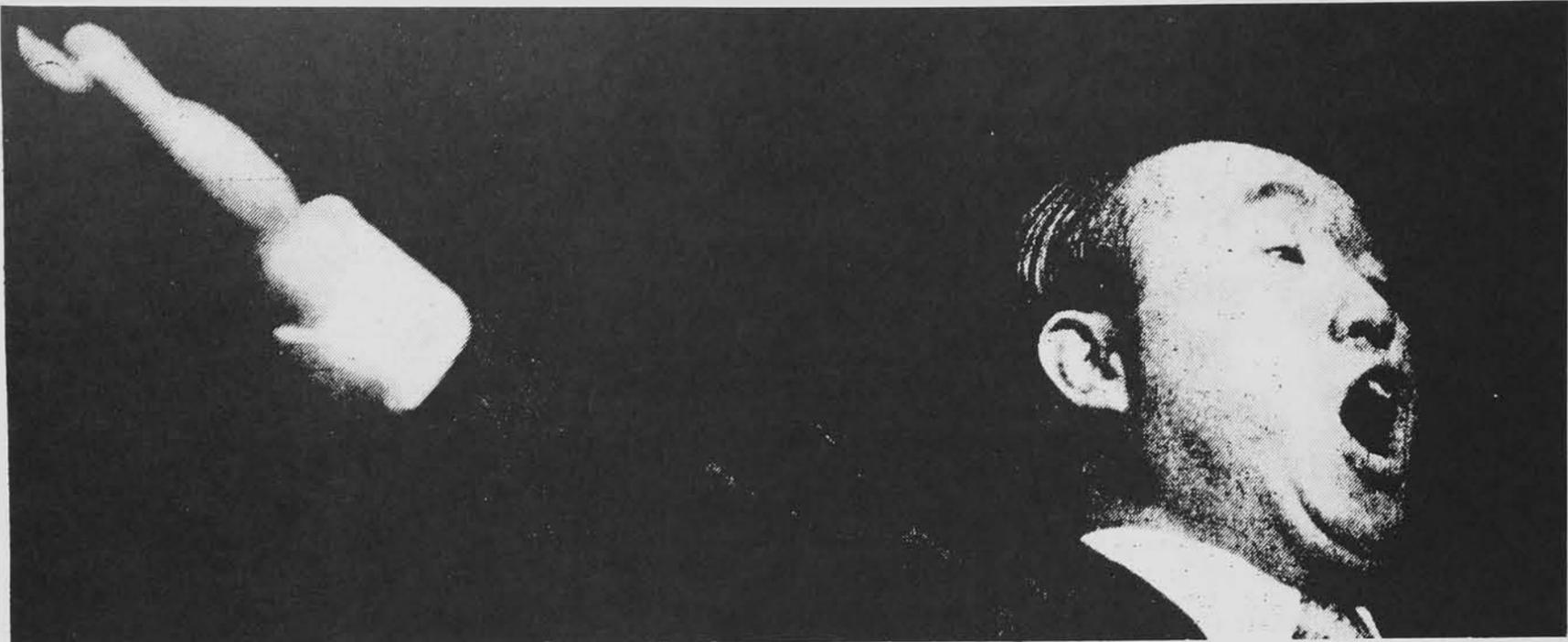


The Evening Bulletin

INDEPENDENT—LOCALLY OWNED

WITH SUNDAY MORNING EDITION

THURSDAY, SEPT. 26, 1974



UPI Photo

IN HIS SERMONS, the Rev. Sun Myung Moon speaks in a raspy shout and slashes the air with karate chops.

Remarkable Claims of Rev. Moon

By JACK BOOTH

FOR A MAN who studied to be an electrical engineer, the Rev. Sun Myung Moon makes some remarkable claims.

Not only has he been visited twice by Jesus, he says, but he also has had conversations with Moses, Noah and Abraham.

But the most extraordinary thing about the 54-year-old Korean evangelist is that many of his followers believe he is the Messiah returned.

"The Rev. Moon never claims to be the Messiah," said Henk Dyk, a 25-year-old Dutchman. "But if he would,

I think I would be ready to accept it, seeing what he has done for me."

Dyk, who left his art studies two years ago to join the Moon movement, does coordinating work on the sixth floor of the Philadelphia Athletic Club, where the Moon people eat dinner.

Like many of the "Moonies," he was drawn to the Moon philosophy during a period in which he was searching for spiritual answers.

"When my physical father died in June of 1972," he said, "I became much more serious and I discovered that

daily things did not have much meaning for me.

"I was very touched — almost shocked — by the truths that Rev. Moon brought. My relationship to him is very, very personal. I have never met him, but he knows me very, very well. It's amazing."

Skeptics claim that Rev. Moon is living lavishly while his disciples are putting in long workdays that often go from 8 A.M. to 10 P.M.

Neil A. Salonen, president of the Unification Church in America, responds angrily to charges.

The arrest in 1955, he

claims, was on a draft evasion charge which ended in an acquittal. And although sexual charges have been made, he added, they have been groundless.

"There were times," he said, "when our members would just be so joyful and feel such a Christian spirit that they would appear to be so close that members of their own families would perceive that closeness in an incorrect way, but a fundamental tenet of our church is chastity and the absolute sanctity of the marriage relationship. No sexual misconduct is tolerated."

What Posters?

City Hall isn't upset about the benign face of Rev. Sun Myung Moon smiling from posters around town. The sanitation police had no gripe about leaflet litter, and the Department of Licenses and Inspections expressed no intent to crack down on the posters. But in New York, the Rev. Moon faces thousands of dollars in fines for violating city littering laws.



PHILADELPHIA DAILY
NEWS

**If You Haven't Noticed,
The Rev. Moon Is Coming**

WEDNESDAY, SEPTEMBER 25, 1974
Our 150th Issue in Our 50th Year

By JOHN O'CONNOR

After an hour's sleep in the last 24, Grant Bracefield, advance man for the Rev. Sun Myung Moon — Korean evangelist who will address a free admission rally in the Academy of Music Sept. 27 — was still bouncy, enthusiastic and courteous.

He had just seen 40 of his young colleagues off to New

York and the free Madison Square Garden rally scheduled there last night.

"We expect trouble from the Communists," Bracefield said. "We had protests from them Tuesday night at the New York banquet, and they'll probably give us trouble here. After all, we are on an ideological collision course with Communism. A

great conflict is coming.

MR. MOON, according to his followers, had a vision of Jesus who appeared to him while he was in prayer on Easter morning 1936. He turned to a life of ministry, preached barefooted in mud-floor tents among Korea's poor, was jailed and tortured by North Korean Communist police during that country's

civil war, and founded the Unification Church in 1954.

Mr. Moon, according to the New York Times, lives much of the year on a 22-acre tax-exempt church estate overlooking the Hudson River at Tarrytown, N. Y. and owns parts of many South Korean businesses, including a gun factory.

The Evening Bulletin

INDEPENDENT-LOCALLY OWNED

WITH SUNDAY MORNING EDITION

THURSDAY, SEPT. 26, 1974

Rev. Moon Comes to Town

IN A MEDIA BLITZ that is usually reserved for boxing matches in Zaire and canyon jumps in Idaho, some 400 young people have swept into Philadelphia to promote a Korean evangelist named the Rev. Sun Myung Moon. Proclaiming Mr. Moon as "God's prophet," the "Moonies" have inundated the city with more than 5,000 posters, 20,000 leaflets and \$40,000 worth of advertising.

In the process, they have antagonized the city administration, the Jewish Defense League and at least one church group.

Leary of being involved in a battle between the JDL and the Moon people, the city has backed out of plans to give the 54-year-old Mr. Moon an "official welcome" at a banquet tonight.

"To be quite frank," said Daniel J. McKenna, deputy city representative, "we're also not terribly happy about the amount of posters which have been plastered all over the city. It certainly doesn't lend itself esthetically to the beauty of the city."

The JDL, upset about what it believes are anti-Semitic inferences in Mr. Moon's speeches, is planning to stage a protest in the middle of a speech Mr. Moon is scheduled to give at 7 P.M. tomorrow at the Academy of Music.

Paint and Paste

Since Sunday, the JDL has used up almost 20 gallons of paint in an effort to blot out thousands of Moon posters covering boarded-up storefronts and construction fences.

But as fast as the JDL has covered the posters with blue, white, gray and "spring lilac" paint, the Moonies have put new posters up.

The protest here comes in the wake of a torrent of unfavorable publicity which Mr. Moon encountered when he opened an eight-city tour with a speech Sept. 18 in New York City's Madison Square Garden.

The speech drew a standing-room-only audience of 20,000 and police said 10,000 more were turned away. By the end of the fiery 2½-hour sermon, however, half the audience had drifted away.

Outside, 50 demonstrators from the Youth Against War and Fascism chanted "Moon and Hitler are on the Side of Fascism and Genocide." Orange banners read, "U.S.-U.N. Troops out of South Korea" and "No Fascist Puppet."

The criticism that Rev. Moon is too close to the South Korean dictator, Park Chung Hee, is just one of the many charges that have been leveled against the mysterious evangelist.

Wealth Questioned

Critics question the apparent wealth of his Unification Church, and parents charge that the highly-regimented group overworks its young members and doesn't allow them to think for themselves.

Rev. Moon, who claims that Jesus visited him when he was 16 years old and instructed him to restore God's "perfect kingdom on earth," first gained wide notoriety in America when he led a rally for then President Nixon on the steps of the Capitol in July.

Rev. Moon took out 12 full-page newspaper ads which said:

"God inspires a man and then confirms him as President through the will of the people . . . At this time in history God has chosen Richard Nixon to be President of the United States."

Rev. Moon also said in the ad that God appeared again to him on Jan. 1, 1972, and told him to come to America and instruct the people to prepare for the Second Coming of Christ.

In his Madison Square Garden speech, which he had reprinted in a condensed form in The New York Times in a two-page ad that cost \$13,100, Rev. Moon explained his theology.

His Theology

God, he said, intended Adam and Eve to marry and have perfect children, thus bringing about a "Kingdom of Heaven on earth."

Adam and Eve united as a couple unlawfully without God's permission, however, and thus all their offspring were children in sin, he said.

Jesus was sent to find a perfect mate and have perfect children, Mr. Moon said, but man failed to recognize him as the Messiah and instead put him to death.

Although Rev. Moon maintained that he was "not against the Jewish people of Israel nation," he said that the Jews were responsible for the crucifixion of Christ.

"If they had only known who he was, they



Bulletin Staff Photo by Don Pasquarella

ALTHOUGH the Jewish Defense League had used blue paint to cover up posters on this construction fence at

37th and Ludlow sts., the Moon people soon put up hundreds of new ones.

would not have crucified the Lord of glory," he said. "It was a mistake. It was ignorance and blindness that killed Jesus Christ.

That last statement has drawn intense criticism from Christian groups.

"To say that crucifixion was a mistake or some sort of error is clearly contrary to the Scripture," said the Rev.

Mr. Clapier. "All the prophecies of the Old Testament say Christ will come and die for the sins of the world."

Samuel L. Gaber, regional director of the Anti-Defamation League of B'nai B'rith noted that many church groups, including the Roman Catholic Church, have issued statements within the last 25 years which stress that all

people not just Jews — are responsible for Christ's death.

Anti-Semitism Concern

"A statement such as was attributed to Rev. Moon," Gaber said, "only reinforces the continuance of anti-Semitism."

Bonnie Pechter, executive director of the JDL, also said

the statement could incite anti-Jewish feelings.

"We feel," she said, "that people like this are a threat, just like the Nazis were a threat."

Philadelphia is the second stop on Mr. Moon's eight-city tour. In two previous tours during the past three years, he visited 32 cities and 21 cities.

The Philadelphia Inquirer

Oldest Daily Newspaper in the United States—Founded 1771

THURS. SEPT. 26, 1974



Philadelphia Inquirer / ALEXANDER DEANS

Followers of the Rev. Sun Myung Moon distribute literature on Chestnut st.

Is Rev. Moon's 'Media Blitz' a Case of Overkill?

By KATHY BEGLEY
Inquirer Staff Writer

Rev. Sun Myung Moon's international media coordinator reached into one of the cardboard boxes stacked on the red shag carpet, opened a bulging press kit and pulled out a list of the newspapers and television shows that had carried favorable stories on the controversial Korean minister.

"We think a good public relations campaign gives as many people as possible the opportunity to hear Mr. Moon's message," said Grant Bracefield, 25, the New Zealander who is directing publicity efforts for Mr. Moon's current nationwide tour.

"We've worked very hard to make people aware and sensitive to our faith and teachings."

To say the least.

Mr. Moon's scheduled arrival today in Philadelphia — heralded as the Second Coming — has been preceded by a slick, multimillion-dollar, nationwide publicity blitz so successful that the 54-year-old preacher's round face is nearly as familiar to Americans as Billy Graham's.

But there is growing evidence that the very success of Mr. Moon's self promotion as someone "very close" to the Messiah may have reached the overkill stage:

He already seems to be suffering from overexposure with only the first week of his three-month U. S. tour completed.

Here, as in the other eight cities on the official itinerary, close to 500 Moon-people have plastered posters depicting their leader on such unlikely spots as Frankie's Barber Shop on S. 13th st. and the old Broadvine Bar.

In addition, aides to the flamboyant minister, who seems to be Korea's answer to Rev. Ike and the Guru Maharaj Ji, have promoted his "divine principles" on several local TV shows and in full-page newspaper ads.

As a result, some cynics believe that enthusiasm for Mr. Moon's fund-raising rallies for the Unification Church may already have peaked, with only one city, New York, under his money-belt.

"I wouldn't have anything to do with that group," said Bill Spera, an executive at Universal Building Management Services, who received an invitation to a special VIP banquet at 7:30 tonight at the Benjamin Franklin Hotel. "It's just one group after another asking for money."

Such sentiments were first expressed last week at Mr.

Moon's debut rally at Madison Square Garden — where 380,000 persons who had received free tickets tried to jam into the 20,000 seats available.

"We always found in the past that we had to give away 10 times as many tickets to get a good turnout," Bracefield explained. "But a lot of people came to that because of curiosity, not a desire to hear Mr. Moon's religious teaching."

Partly because of near rioting that occurred during the rally, U. S. Immigration officials agreed that Mr. Moon's 600 foreign-born followers were a "public nuisance" and ordered some of them deported. The order is being appealed.

Moon People

While lawyers worked on the case, about 450 Unification Church members arrived in Philadelphia early this week to work in the main Philadelphia office, over a leather shop on S. 13th st.

The office is a masterpiece of public relations, with numerous telephone lines, refreshments for reporters, reams of literature and, last but not least, pleasant, shiny-faced Moon people such as Bracefield, whose neat, short-cropped hair, and

conservative sport jacket give him the look of a Princeton man, circa 1955.

"We do like to maintain a nice external appearance," Bracefield said. "We believe it helps to make people like us and solves a lot of problems."

Daily Allowance

• The Academy, which rented the Moon people the 2,929-seat building for \$1,450, threatened to cancel its agreement after the management learned that followers were repeating their New York policy of distributing unlimited free tickets. The distribution was stopped — but not until more than 10,000 tickets had been given away.

• Numerous city business and civic leaders who received embossed invitations to the free prime-rib dinner at the Ben Franklin cancelled plans to attend when the city decided not to grant the Korean minister an official welcome.

• At least one center city shopper, irritated by followers' persistent efforts to distribute literature, filed a complaint with the police.

• Several local and out-of-town newspapers printed stories on the large financial holdings of the tax-exempt church, including land holdings in New York state worth more than \$3 million.

Still sitting in the office filled with newspaper clippings, Bracefield acknowledged that the Moon followers had had some difficulties but attributed it all to "the misunderstanding of the press."

"The concern about money is from society's standpoint," said Bracefield, who said he gets a daily pocket-money allowance ranging from \$1 to \$5 earned through peanut and candy sales plus all-expense-paid food and lodging. "We're interested in spiritual aspects of Mr. Moon's teachings."

These teachings seem to spotlight Mr. Moon, who claims to have spoken with Jesus Christ in 1936 and now says he is "in the forerunner position" to a new Messiah who will proclaim himself during Mr. Moon's lifetime.

Does "forerunner position" mean that Mr. Moon is the Messiah's best friend? "I guess that's one way of putting it," Bracefield said with a smile.

Is there any chance then that Mr. Moon, who has hinted broadly that he may be both the prophet and messiah, might introduce the messiah tonight as a surprise after-dinner speaker?

"All I can do is repeat that the Messiah will definitely be proclaimed in Mr. Moon's lifetime," Bracefield said.

The Philadelphia Tribune

• THE CONSTRUCTIVE NEWSPAPER •

PHILA., PA., SAT., SEPT. 28, 1974

Blacks Not Flocking to Rev. Moon, Say Two of Four Philly Converts

By MAURICE F. WHITE
Religious News Editor

Blacks in Philadelphia seemingly are not flocking to the world's self-proclaimed savior from Korea, Rev. Sun Myung Moon, according to two of his Black converts.

Mark Washington and Talmadge Lambert, both 24, said that only four Blacks in Philadelphia have joined the Unification Church which was founded by Rev. Moon in Seoul, South Korea in 1954. However, the two claim that more than 700 young Blacks in Washington, D.C., are members of the D.C. Striders which is supported by Rev. Moon.

The problem in Philadelphia is that "people will not listen," according to Lambert who resides in West Philadelphia and is a civil engineering dropout from Drexel Uni-

versity.

He did admit that due to the location of their "church" in the 5200 block of Overbrook, they have not been working closely with Blacks. A new office has been recently opened at 124 S. 13th St., which they say will provide more opportunity to meet and try to convert more Blacks to the Unification Church.

Washington, who lives in North Philadelphia and is a graduate of Haverford College on the Mainline, said Rev. Moon's goal is to unify the world into "a kind, loving, world family."

The two said that with having to work up to 14 hours a day "setting an example of service," "selling peanuts and candy bars," "talking to people" in preparation for the Friday (September 27) rally for Rev. Moon at the Acad-

emy of Music, there has been little time for their customary worship services.

According to the two, who say their only source of income is from Rev. Moon, the Unification Church, the slick publicity materials, the posters that have been polluting the walls of the city, the rental of the Academy, the free banquet Thursday night at the Benjamin Franklin Hotel and the support of hundreds of imported workers, are all financed by the sale of peanuts and candy bars by youthful workers on street corners.

The two were accompanied to the interview in the Tribune offices by Grant Bracefield, a white New Zealander, who is a media representative for Rev. Moon. Bracefield kept a tape recorder going throughout the interview.



TWO OF THE FOUR Black followers of Rev. Sun Myung Moon in Philadelphia are Talmadge Lambert, left, and Mark Washington, both 24. Lambert lives in West Philadelphia and is a civil engineering dropout from Drexel University, and Washington lives in North Philadelphia and is a graduate of Haverford College on the Mainline.



PHILADELPHIA DAILY
NEWS

THURSDAY, SEPTEMBER 19, 1974

Monday, Sept. 23, 1974

20,000 Hear Moon Sermon

NEW YORK (UPI) — The Rev. Sun Myung Moon last night climaxed a \$300,000 publicity campaign with a fiery 2½-hour sermon in Madison Square Garden in which he exhorted his followers to prepare for the second coming of the Messiah.

The garden was packed with some 20,000 persons when Mr. Moon began his sermon at 7:45 P.M. But by 10:20 P.M., when Mr. Moon concluded, more than half of those had gone home.

CONTINUALLY shouting, waving his arms and at

times grabbing his translator for emphasis, Mr. Moon spent much of the sermon telling his audience that the Jews bore a responsibility for the crucifixion of Christ.

Mr. Moon was introduced by Neil Salonen, president of the Unification Church of America, the U. S. branch of Mr. Moon's church, who said he brought greetings from Rep. Charles Sandman (R., N. J.).

Mr. Moon's followers were strong supporters of former President Richard M. Nixon and conducted a pray-in on Capitol Hill during the impeachment hearings.



Evangelist Moon evangelizing from downtown posters

Correction

Because of an editing error in Thursday's Daily News, the Rev. Sun Myung Moon, the evangelist who will speak at the Academy of Music Friday, was quoted out of context.

The Rev. Moon was quoted as telling a New York audience that Jews bore a responsibility for the crucifixion of Christ. Edited out—in error—were his remarks that followed, including the evangelist's statement that he was "not against the Jewish people or the Israel nation" and that he loved and respected Jews. "Jesus became the victim of his own people," the Rev. Moon said. "They (Jews) did not know who Jesus was."

FRIDAY, SEPTEMBER 27, 1974

Rev. Moon's Man Tackles Rumors

By PETE DEXTER

A long time ago, before there was such a thing as the Unification Church, before he got rich or famous or made his first air rifle, even before the first picture of him went up on Market st., the Rev. Sun Myung Moon, then a boy of 16, was sitting on a mountain somewhere in Korea when he saw a strange thing.

He saw a vision of Jesus Christ.

Now the reverend, according to his followers, had been an intelligent and righteous child who had already studied many of the world's religions. In fact, he was not just sitting on the mountain; he was praying on it. So when the vision came to him, young Sun Myung Moon was understandably impressed.

The vision told the boy that he had a special mission — to prepare the world for the second coming of Christ. And last night, 38 years later, the Rev. Moon was still at it.

HE WAS standing center stage in the Crystal Ballroom of Benjamin Franklin Hotel, alone but for his interpreter, telling 600 or 700 people about the way God has things lined up.

The 600 or 700 people were mostly members of the Unification Church, which the Rev. Moon founded in 1954. Members of the Unification Church do not drink liquor, smoke cigars or dope, or use profanity. They do not indulge in sex unless they are married.

The men all had ties and short hair and straight teeth. The women all wore long dresses. There was not a leg in sight. There are almost



The Rev. Moon (left) waits for his interpreter to finish during evangelist's address at the Benjamin Franklin Hotel

three million of these people in the world, they claim.

One of the three million is Grant Bracefield, a 25-year-old New Zealander who works as "media coordinator" for the eight-city tour, and sometimes stays up all

night praying for things to go right the next day. Lately it hasn't done much good.

THE TROUBLE in Philadelphia began shortly after the Rev. Moon's people began putting his face all over the city, advertising his

rally tonight at the Academy of Music. The Jewish Defense League read a speech he made in New York and decided he was anti-Semitic. So they painted over the faces until they ran out of paint.

Then stories began appearing in newspapers that, Bracefield says, were distorted and inaccurate. They said the Rev. Moon was a millionaire. They said the Rev. Moon is right-wing.

Three of these things keep Bracefield worried.

"He was not in munitions," Bracefield said. "He owned a factory that, among other items, manufactured a new kind of air rifle. He was arrested, but it was for speaking out against a Communist government.

He is not a millionaire, and all the money he has is used to bring more people into the church."

FOR BEING right-wing, Bracefield makes no apology.

"God Himself must be extremely right-wing," he said.

And yesterday the City of Philadelphia decided it would not officially welcome the Rev. Moon as it had planned to do.

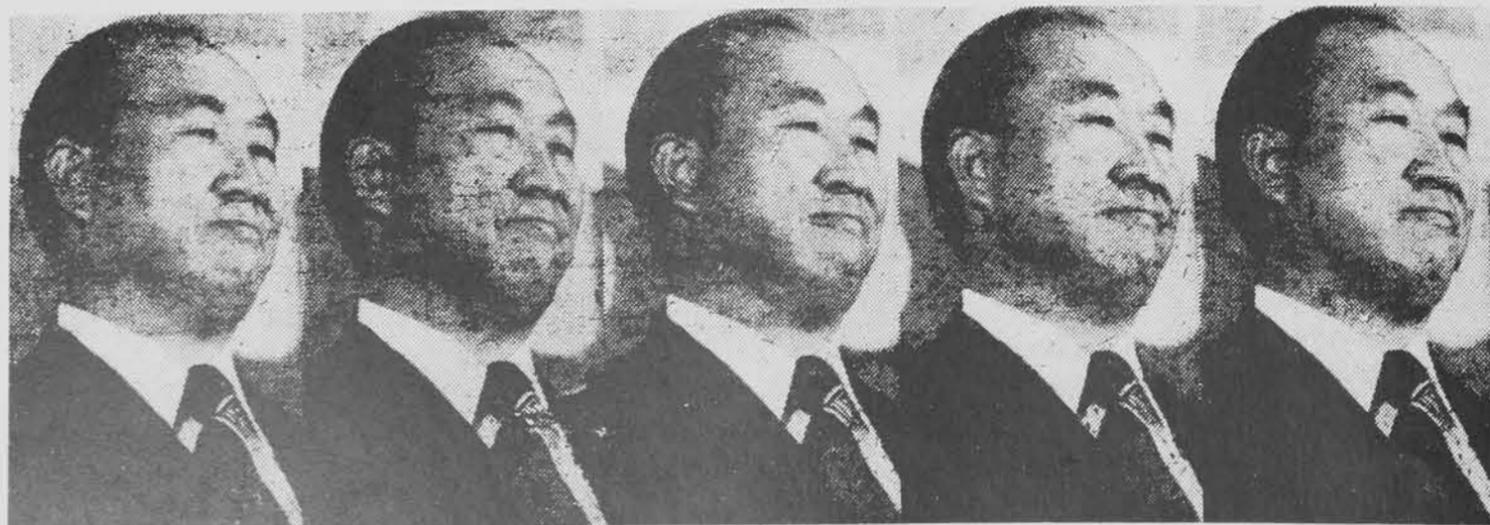
"It is unfair and disrespectful," Bracefield said. "What has he done to deserve that?"

Even when he feels that the Rev. Moon has been wronged, Bracefield is polite and smiling. Except for a few serious followers, everybody in the group smiles most of the time. There are blacks and whites and Orientals in about equal numbers and at any given time 80 percent of them will be smiling.

Among the smiling was Steve Dain, who joined the church three months ago. He had ridden his bicycle from New York City to New Orleans looking for something real, and was approached by a 30-year-old man in the public library there. The man was persuasive, Dain was saddle-sore. Now Dain travels with the group, and last night had a sore throat from selling peanuts on a street-corner.

EXACTLY HOW Dain and the 400 or so other church members who travel with the reverend are financed is unclear. "I get a place to sleep and three meals a day," he said, "and when I need clothes I can get money."

"We live quite economically," said Bracefield.



The Philadelphia Inquirer

Oldest Daily Newspaper in the United States—Founded 1771

Saturday, September 28, 1974

2,500 Hear Moon

By ROBERT W. FOWLER
and RICHARD V. SABATINI
Inquirer Staff Writers

Korean Evangelist Rev. Sun Myung Moon brought his controversial brand of Christianity to the Academy of Music Friday night.

Mr. Moon spoke before a crowd of 2,500 that dwindled to less than half that number by the time the 54-year-old preacher, who calls himself a "middle-man" with the Lord, finished his 2½-hour oration.

He told the audience that he had been hand-picked by the Lord to "prepare the world for the second coming of the Messiah."

Mr. Moon, through an interpreter, retired Korean Army Col. Bo Hi Pak, told of communicating often with the Lord.

The short heavy-set evangelist spoke fervently and often wandered from the podium while speaking in a shrill voice.

There were no outbursts and only occasional soft applause.

Mr. Moon's followers say he began his career selling paintings to American soldiers during the Korean war. He is now said to be a millionaire, dealing in titanium, marble vases and ginseng tea.

According to Mr. Moon, he was jailed and tortured by the North Korean commun-



Rev. Sun Myung Moon (left) speaks through interpreter, Col. Bo Hi Pak

ists because of his religious beliefs.

At any rate, anticommunism is a major doctrine of the Unification Church, which Mr. Moon founded in 1954 in Seoul. He is now touring the United States.

His most ardent support came from 100 of his own associates who sat in the front rows of the academy.

More than 150 protesters from area Jewish organizations and churches paraded outside the academy throughout the performance.

Mr. Moon told of conversing not only with God but with Noah, Abraham and other Biblical figures.

The Bible is written in code," Mr. Moon said. But because of his frequent visits to the spiritual world, he says, he can give the Bible new interpretation.

Rev. Moon said Satan had controlled the world ever since Adam and Eve committed the original sin in the Garden of Eden.

The second coming of the Messiah is at hand, Mr. Moon said, but he cautioned people not to "have an arrogant heart" and risk overlooking the return of the saviour.

Mr. Moon said it is important for "both Jews, Christians and non-Christians" to acknowledge the Messiah when he next visits the earth.



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Rev. Sun Myung Moon

General Admission Sept. 27, 1974 7 pm

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Broad and Locust Streets



SATURDAY, SEPT. 28, 1974

Moon Asks Fight Against Satan

The pretzel vendor across from the Academy of Music in Philadelphia ran a nervous hand through his thinning hair and a grim look appeared on his face.

"I got these pretzels especially for tonight," he said. "But I only sold one so far. There just ain't that many people here."

The vendor was standing on the northwest corner of Broad and Locust Sts. watching those who had come to hear the Rev. Sun Myung Moon of Korea preach his gospel.

Last week Mr. Moon drew more than 20,000 to Madison Square Garden in New York City to hear his sermon, but about one-tenth of that number came to last night's event. There was no admission charge.

2-hour Speech

Those who did heard a two-hour lecture in Korean on the virtues of all people living together, particularly under the banner of Mr. Moon's Unification Church. They were also entertained by the Korean Folk Ballet and given the opportunity to purchase hardbound copies of "Divine Principle," Mr. Moon's definitive book of doctrine, for \$10.

"Today's children are the result of a sinful world," Mr. Moon said through his interpreter, Col. Bo Hi Pak. "Ever since the fall of man, Satan has been the master of mankind."

2,000 Attend

Fighting Satan, according to Mr. Moon, means transcending each individual religion because divisiveness only increases Satan's strength.

The message reached little more than 2,000 people



Rev. Sun Myung Moon speaks in Korean from the Academy stage

"Today's children are the result of a sinful world . . ."

last night, despite the heavy poster and media blitz of the last few weeks.

Many in the audience were already followers of Mr. Moon. They wore buttons with his photo on them and applauded each time his speech became dramatic.

Leave Early

The applause came often, for Mr. Moon speaks with exaggerated, jagged motions. He would be considered a fiery evangelist if people could understand Korean.

Many persons left before Mr. Moon finished speaking. But his youthful followers were unperturbed.

"Yes, it's difficult in there," said Ann-Marie Manke, 23, a native of Germany, in the lobby while Mr. Moon spoke. "But there is so much depth to what he is

saying."

Much of the speech was devoted to praising Judaism. Mr. Moon had been under attack by some Jewish groups because of allegedly anti-semitic remarks he made in his New York City speech last week.

"America must not abandon Israel," Mr. Moon shouted. He said Israel represented Judaism while the United States represents Christianity and "the two must be united into one."

Outside the academy, various groups ranging from radical to religious, came to protest Mr. Moon's teachings.

"We feel Rev. Moon is a Fascist," said a black woman who identified herself as B. Shabazz, 24, of Youth Against War and Fascism. "He supported Nixon and supports a Fascist regime in

South Korea."

About 10 members of a group called the Messianic Jewish Community of Philadelphia carried placards denouncing Mr. Moon for antisemitism. Two young people hawked a socialist newspaper.

There were some elderly people and a sprinkling of black families inside the academy. The squeal of babies punctuated much of Mr. Moon's speech.

One of those who stayed through the entire evening was Rudolf Pillwein, 61, of Broomall, a member of the modern languages department of St. Joseph's College.

"It's marvelous what he's able to give these young people," said Pillwein as he left the academy. "I'm most impressed by the radiance of joy I saw in the faces of these young people."

SAT. SEPT. 28, 1974

Rev. Moon, I Don't Understand

Sun Myung Moon is a controversial man. The 54-year-old Korean evangelist, who claims to have seen a vision of Christ when he was 16, now is said to be a millionaire. He is the founder of the Unification Church and his posters have been plastered throughout midtown and North Philadelphia in advance of his appearance here at the Academy of Music last night. Some 2,500 heard Rev. Moon, who preaches in Korean, at the start of his 2½-hour sermon. People Paper reporter Pete Dexter gives his impressions of the man and the scene.

By PETE DEXTER

Ok. Most everybody has taken his shot at the Rev. Sun Myung Moon and at the four, five, or six hundred people who've been in town putting his face almost everywhere you look.

I took my shot.

There are things about the Rev. Moon I do not understand.

I do not understand why all his followers — white, black, Oriental — look the same.

I do not understand how this whole thing gets paid for.

I DO NOT UNDERSTAND the Rev. Moon himself — and I barely understand his interpreter.

Not understanding all of this, I went to the Academy of Music last night to see Rev. Moon's Christian rally, the end product of seeing the reverend's face or his people on nearly every corner for the last two weeks.

Outside the Academy about 100 people were protesting. Signs, conversations, pamphlets—lots of

pamphlets. Green pamphlets, white pamphlets, yellow pamphlets, blue pamphlets.

THE PAMPHLETS said Rev. Moon was in direct conflict with the Bible. The pamphlets said Rev. Moon was trying to fool people. The pamphlets said Rev. Moon was trying to say he was Christ. The pamphlets said he was dangerous.

Only one of the people handing out the pamphlets had been inside to see Rev. Moon. Only two said they'd read any of his books. The arguments outside were "The Rev. Moon said this . . . the Bible said this . . ."

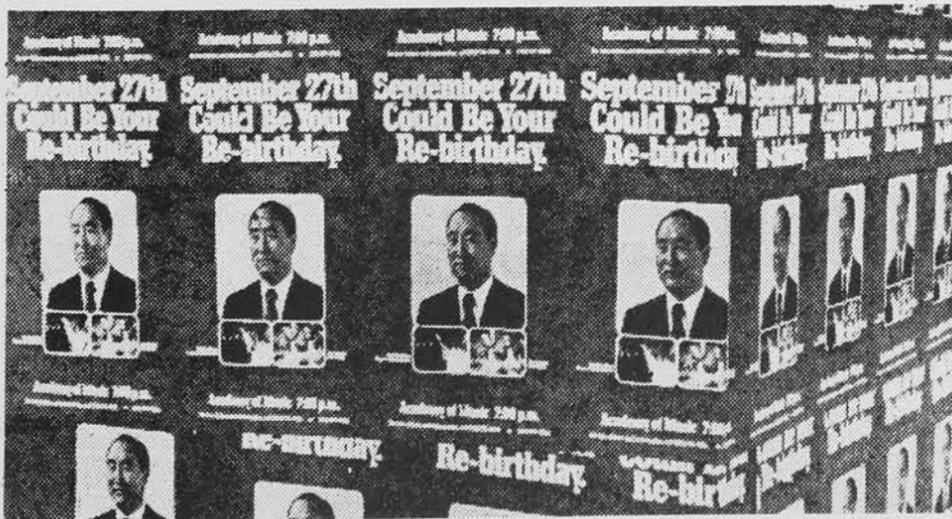
The Rev. Moon's people, even if they all do look the same way, were polite and courteous. They listened when you talked. They seemed happy. And you began to wonder why the protesters were there.

They could have been in North Philadelphia. They could have been in West Philadelphia. There are all kinds of places in this city where people need help. The argument outside the Academy was over details, not lies.

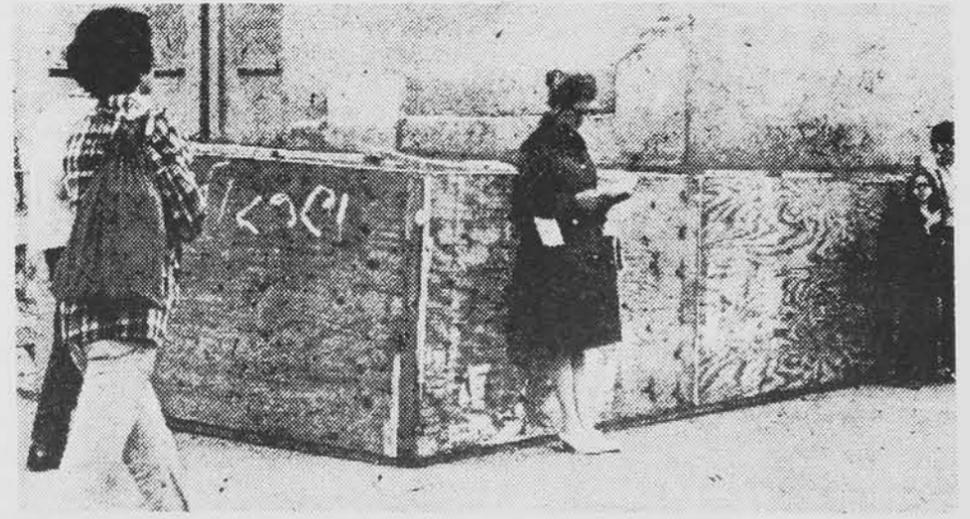
I DO NOT KNOW if Rev. Moon is in conflict with the Bible. I do not know if he is dangerous. I do not know if he is trying to fool people. And I still do not understand why Rev. Moon's people all look alike. I do not understand how they are supported. And I still do not understand the reverend when he talks.

But I do understand the difference between people who will listen and people who won't. The people who won't listen were outside the Academy last night. And the people who would listen were inside, putting on a show.

Tuesday, October 1, 1974



Photography by Joseph McGuinn



Moon-postered corner of Broad and Vine sts. last week (left) and as it looked yesterday

Moon Plastered? Not Any More

The Rev. Sun Myung Moon is gone . . . and so are those 5,000 posters plastered all over town proclaiming his coming.

"We didn't want to be litterbugs," says Marilynne Brooks, a member of Mr. Moon's Unification Church.

"I think we got all of them. We don't want to pollute the atmosphere because we love the Creation."

Miss Brooks says nearly 400 volunteers worked through the night — from Friday evening until Saturday morning — taking down the red, white and blue

posters advertising the Korean evangelist's "rebirth" rally last Friday at the Academy of Music. The posters covered virtually every square inch of wooden fencing in center city and North Philadelphia.

Mr. Moon, 54, is a right-wing Christian evangelist who professes to have met the Messiah in the mountains of Korea when he was 16.

About 2,500 people attended Mr. Moon's free rally Friday night, the second stop on his eight-city, 40-day tour of the U. S.

His next stop is Washington, D. C.

The Evening Bulletin

INDEPENDENT—LOCALLY OWNED WITH SUNDAY MORNING EDITION

FRIDAY, OCTOBER 4, 1974

Missionary's right to preach defended The Korean Billy Graham?

What a shameful blot on the record of a city that is supposed to stand for religious liberty! I mean the protest picketing last Friday night of the talk by the Rev. Sun Myung Moon at Philadelphia's Academy of Music.

I care not what sect, denomination or anything else the Rev. Moon represents. He has just as much right to preach what he considers the word of God as does any minister, pastor or priest. And those who attempt to blot out his words, to disrupt his meetings are actually Godless beings interfering with the message of salvation.

Again I say, I did not listen to the Rev. Moon since I attend my own services. But I think those who marched outside shouting into loud



Rev. Moon



His critics

speakers were doing the work of Satan and deserve to be so considered. If these people do not like what the Rev. Moon had to say they had only to ignore the meeting. Better still, they could have hired a hall of their own and held their own service. But no, these demonic demonstrators are far too cheap to spend money. They apparently feel they have some kind of a copyright on the word of God and are afraid of anyone else cutting into their territory. More than this, these very limited individuals know they can snare attention only when they sneak into the lime-light created for someone else.

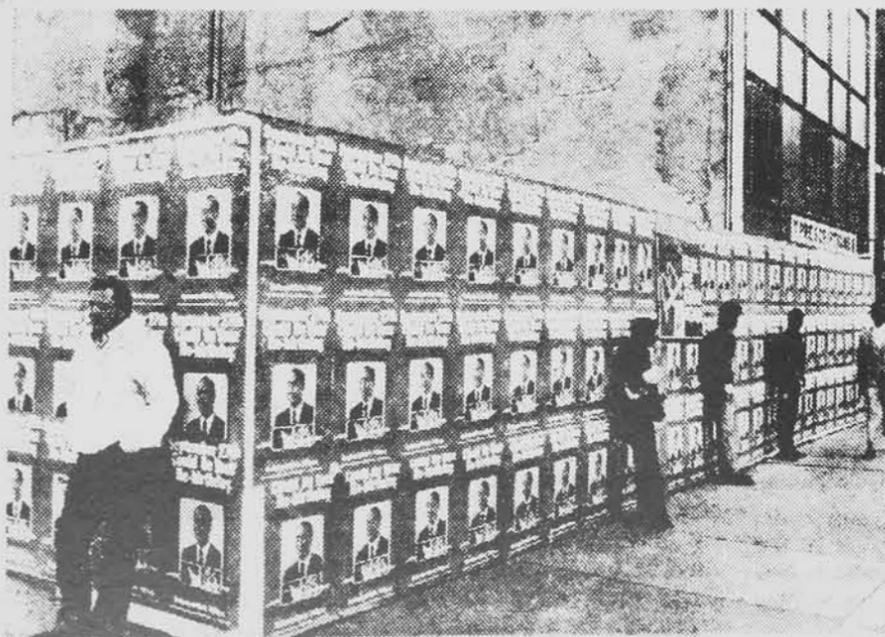
Philadelphia, birthplace of liberty and religious freedom, had much to be ashamed of that night.

J. Owens

The Philadelphia Inquirer

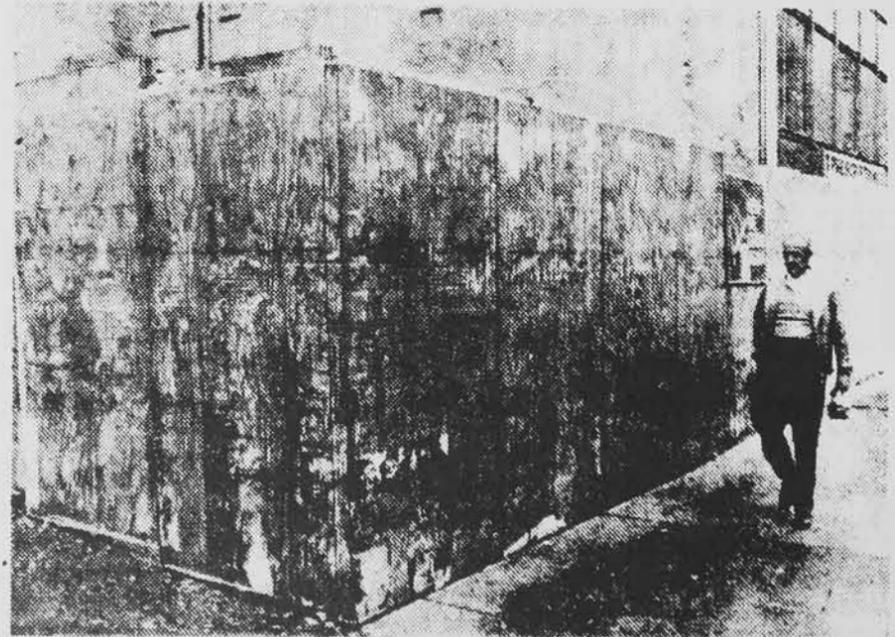
Oldest Daily Newspaper in the United States—Founded 1771

Monday, September 30, 1974



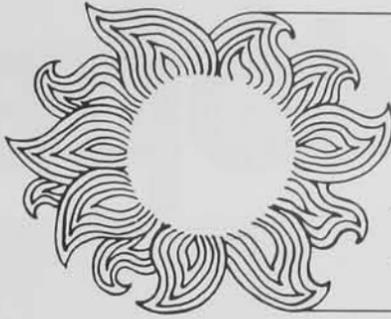
THE BOARD FENCE WAS BARE at the southeast corner of Broad and Vine sts. after the departure of the Rev. Sun

Myung Moon, the Korean evangelist. Before his arrival, the fence was plastered with his posters announcing that Sept.



Philadelphia Inquirer / CHARLES W. JAMES

27, the day of his appearance at the Academy of Music, "could be your re-birthday."



8 CITY TOUR: Philadelphia Hard-fought campaign brings 790 to banquet 2,700 to speech

In spite of vicious and persistent attacks by city media and accusations of anti-Semitism from the Jewish Defense League, whose president later apologized for the mistake and proposed that our two groups work together to defeat the Communists, Philadelphia's Day of Hope was a huge success. "Master was very, very happy with Philadelphia," said Pennsylvania SR Gregory Novalis.

More than 790 persons attended the banquet, held at the Crystal Ballroom of the Benjamin Franklin Hotel, and Master was presented with proclamations of honorary citizenship from three nearby cities. Five mayors actually attended the banquet. More than 2,700 persons heard Master speak the following evening at the Academy of Music, where closed circuit TV screens were set up to permit people in the lobby to see and hear the events taking place inside the hall.

The victory was hard won, however. Novalis said the trouble began when the Jewish Defense League, a militant group prone to go beyond civil disobedience in expressing its stands and not representative of the Jewish community as a whole, became incensed at the Unification Church after reading a Philadelphia *Daily News* story about Madison Square Garden in which it was stated that Rev. Moon had devoted the major portion of his Madison Square Garden speech to denouncing the Jews for crucifying Jesus. "The text of the speech as published in the *New York Times* was not enough to pacify them," Novalis said, "and they issued statements to the press that Master was a dangerous enemy to the Jews, similar to Hitler." The JDL began painting over our posters, every night with a different color. "Of course right away

we covered up the painted posters with new ones," Novalis said.

The poster warfare attracted considerable interest from the media, who gave it wide coverage in stories with headlines like "JDL eclipses Rev. Moon's face." The press continued to play up the charge of anti-Semitism, despite a press conference held at the Philadelphia Center to set the record straight. Mr. Salonen challenged reporters to check with the Anti-Defamation League, another Jewish defense group with which FLF has worked very closely for many years in Washington, to find out the absolute untruth of the accusation.

But instead the reporters continued and broadened their attack upon the church and Master, repeating old and unproven charges and basing articles supposedly about our group on accusations made by one opposing clergyman, one disgruntled parent, and one former member who was kicked off two IOWC teams and finally had to be asked to move out of the Philadelphia Center. In another article the press quoted a man who hadn't actually been invited to the banquet as saying he had no idea why he was invited and he certainly didn't plan to go to any fund-raising bash. When Novalis contacted the man, the man said he had told the press that he had no statement to make, saying "I don't like to talk to the press; they always distort what you say." The man added that his boss, the person who actually received the invitation in question, understood that the banquet was not a money-making affair and planned to attend, that he thought our group was very interesting.

Complicating the complex running of the campaign were several mysteriously-caused events: the phone company cut off service for the phone

number listed on the poster, after receiving an order to cancel the number, and gas service to the Philadelphia Center was cut off after the gas company received a phone call alerting them to a bogus gas leak in the building. In addition, an unordered termite exterminator arrived at the Center all equipped to fumigate, and phone wires to two church lines were cut, one of which is still out of order because the phone company has been unable to locate the place of the break.

All the media-fanned controversy resulted in a military ruling of our church as a "controversial group" two days before the banquet, eliminating some 80 military acceptances from the guest list. On September 25th, the day before the banquet, the Philadelphia *Inquirer* ran a story that the official city welcome scheduled to be presented to Master at the banquet was cancelled because Rev. Moon was no longer acceptable to the public, citing as proof of "unacceptability" JDL's claims, a statement by one Christian minister that he would demonstrate outside the banquet and speech, and an objection to Rev. Moon's posters being displayed all over the city.

Novalis attributed the extreme viciousness of the press' attack to a basic anti-religious attitude on the part of city reporters which can't be expressed towards the Pope or established church leaders so it is vented full force on smaller groups such as ours. "They seem to think religious leaders have corrupt morals and are just in it for the money," he added. He said that while there are some fair Philadelphia reporters who were still negative towards us, others had proved that they were not interested in truth but only in grinding out a lurid story, using lies if necessary.