

LIFE

BIGGEST CRUSADE'S BIG START:
BILLY GRAHAM IN NEW YORK
NORMAL VISION: 2% HAVE IT,
98% TRY WAYS TO GET IT

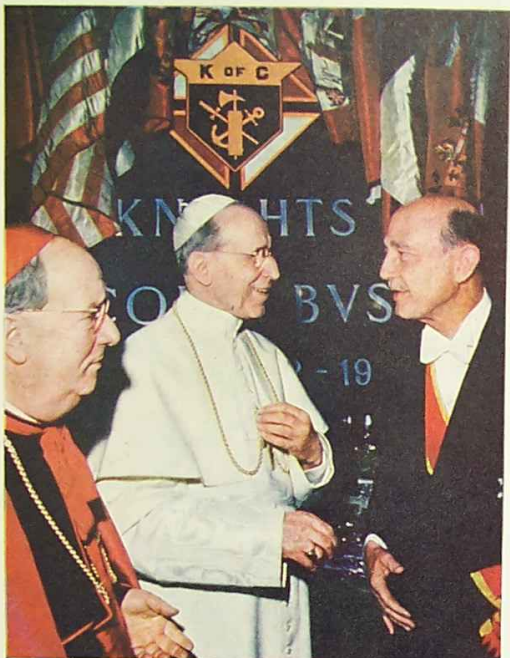


K. OF C. HONOR GUARD
AT ORDER'S BIRTHPLACE

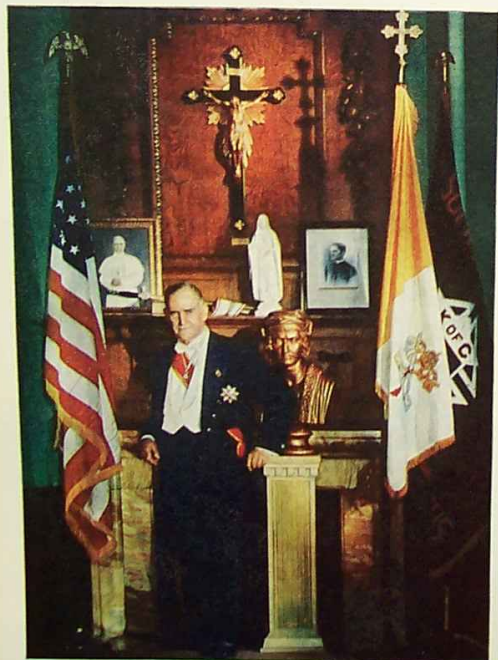
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MAY 27, 1957

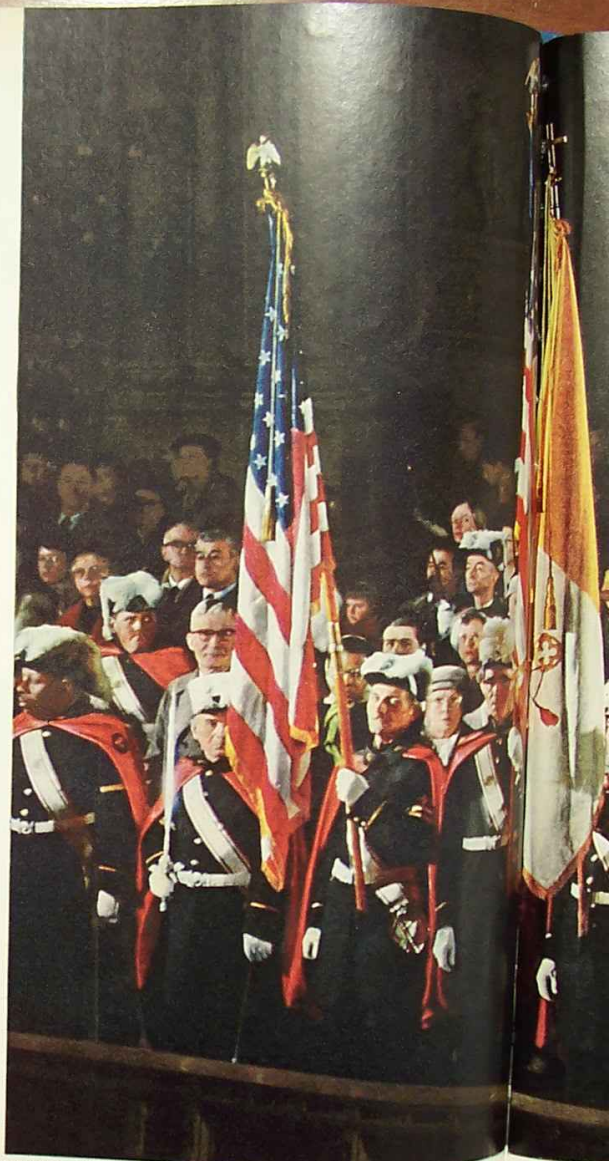
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GREETING TO KNIGHTS is given by Pius XII to K. of C. Rome representative Enrico Galeazzi on the 75th anniversary. At left is Cardinal Ottaviani.



SUPREME KNIGHT Luke E. Hart, order's head since 1953, stands by bust of Columbus in New Haven headquarters. At right are papal and K. of C. flags.



WEARING PLUMED HATS, MEN OF TOP-RANKING GROUP OF KNIGHTS.

KNIGHTS OF

A million-member fraternal order

The world's largest and strongest Roman Catholic fraternal organization, the Knights of Columbus, this spring celebrates the 75th anniversary of its founding. Seven men organized the K. of C. at New Haven, Conn. in 1882. Now its active membership numbers more than a million practicing Catholics, and the Vatican admiringly describes it as "the right lay arm of the Catholic Church in America."

In a church traditionally dominated by its priestly hierarchy, the Knights wield a powerful lay influence, typified by one of their slogans: "Serve your Faith, Flag, Family, Self." It was founded to give active Catholics a secret society they could join with the full endorsement of

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THE FOURTH DEGREE, STAND AT ATTENTION IN ST. PATRICK'S CATHEDRAL DURING ANNUAL MEMORIAL MASS ATTENDED BY THE NEW YORK CHAPTER

F COLUMBUS IN 75TH YEAR

is the busy, prosperous 'right arm of the Catholic Church in America'

their church, and it resembles other large fraternal orders which do not have strong religious ties. The Knights have elaborate initiation ceremonies for different degrees of membership, use special words and symbols, hold their ceremonies in secret and dress in various colorful uniforms. Like an ardent Mason, Moose or Elk, an enthusiastic Knight can easily find himself devoting a vast amount of time, energy and emotion to the work of his order. The Knights publish a monthly magazine, *Columbia*, with the biggest Catholic circulation in the world (over a million), run correspondence courses on Catholicism for non-Catholics, own a lot of valuable property including a big brass tube mill and the

land under Yankee Stadium, and are now celebrating their diamond anniversary by building a 316-foot campanile in Washington, D.C.

The Knights are an actively functioning order in all 48 states and all 10 provinces of Canada, as well as in Alaska, Cuba, Mexico, Puerto Rico, the Panama Canal Zone and the Philippines. They chose the first word of their title to emphasize their knightly ideals of service "to Church, Country and fellow man" and honor Christopher Columbus as "the Catholic Discoverer of America." LTT recently received permission from the order's Supreme Board of Directors to photograph many ceremonies which have never before been seen by nonmembers.

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FOR EVERY AGE, A SOLEMN PAGEANTRY

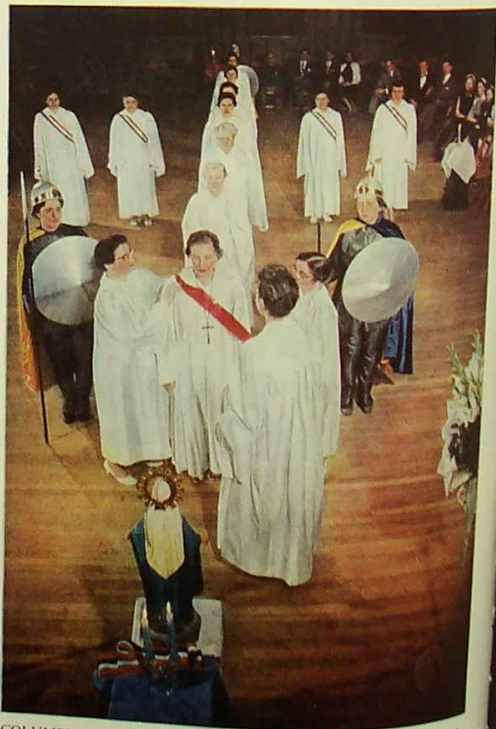


COLUMBIAN SQUIRES in New Haven initiate members. Seated youths already belong. Robed

officers explain the importance of their Catholic heritage to the new candidates (in white shirts).

As a big, active fraternal order, the Knights have a lot of related organizations. Mostly they are for the relatives of Knights, but any practicing Catholic can join. The Columbiennes are set up for adult women, the Columbian Squires for boys of high school age, the Squirettes for teen-age girls. There are outfits that go in for everything from high jinks, like the marching Zouaves (below, left), to history, like the Order of the Alhambra, which wears Moorish-type costumes and has sprinkled statues and markers over the U.S. and Canada.

The Squires hold "vocational evenings" in which they discuss various lines of work they might enter. They collect for repair broken rosaries to use in the mission field. They get together with the Squirettes to hold dances. The ladies' auxiliaries also go in for a wide range of activities, from Communion breakfasts to blood donations to discussions on teen-age dating. The ceremonies of all these branches have the rich color and vivid pageantry long associated with Roman Catholicism, and they possess a natural attraction for everyone over 13 in any Catholic family. Membership in the related organizations is now more than 100,000 and growing fast. That of the Squires alone has tripled in the past three years.



COLUMBIETTES of New York show installation of state officers in Brooklyn council hall. Guarded by warriors, the new secretary gets sash of officers.

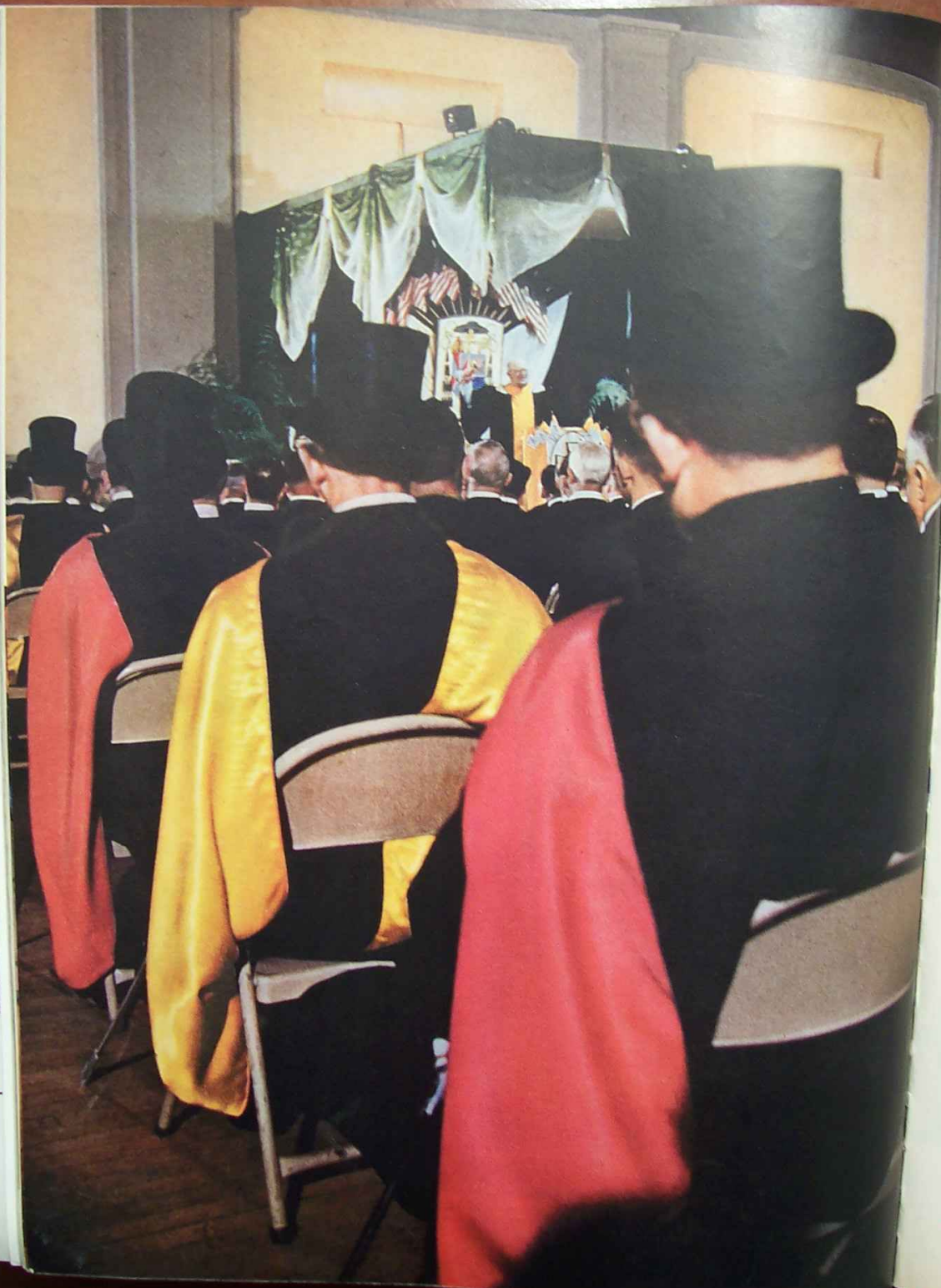
ZOUAVE DRILL TEAM of Third Degree Knights march in high step at Cathedral School in St. Louis. Gold sashes on uniforms represent papal colors.



SQUIRETTES, officers of a group in Silver Spring, Md., gather round statue of Virgin Mary in ceremonial. They are (left to right) President Susan Ingram,

Treasurer Nancy Troy, Secretary Sharon Byers, Vice President Kathleen Kinsella. The array of candles stands for love of God, service to God and purity.

CONTINUED



← AT THE
of the

CEREMONIAL POMP FOR FOURTH DEGREE

To recognize its most worthy members, the Knights of Columbus instituted a topmost honorary rank called the Fourth Degree. A new member of the K. of C., starting as a First Degree Knight, rises quickly through the First and Second Degrees to the Third Degree. If he serves in this degree faithfully for two years, he becomes eligible for the Fourth Degree. More than a fifth of all Knights belong to the Fourth Degree.

The Fourth Degree initiation ceremony of the K. of C. is shown here for the first time in photographs taken at Milwaukee. Three successive "stations" explain the theme of the degree: "Patriotism hand in hand with religion." Candidates are instructed in their responsibility to Catholicism, the U.S. Constitution and the ideals of Christopher Columbus. At the fourth station, initiates are girded in the colorful gear which contributes most of the pageantry of the Knights (*next page*).

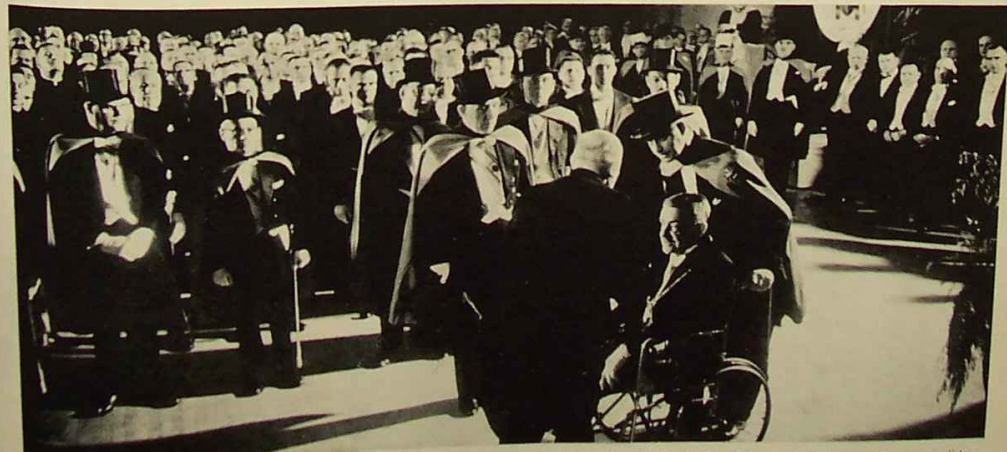


CEREMONIAL SWORDS, mark of new rank, are picked up by Fourth Degree candidates in

Milwaukee initiation. Swords are used in salutes in degree's participation in Church ceremonies.



GIRDING CANDIDATES, men of Milwaukee color guard adjust initiates' baldrics and swords.



AT FIRST STATION, members in capes, formal dress, top hats hear Defender of the Faith instruct candidates on Fourth Degree's obligation to Catholicism.

KNIGHTING CEREMONY for 210 candidates is done for one candidate, Harlan Kelley, who though a blind amputee, practices law in Baraboo, Wis.

SPLENDID SHOW IN SOUTH

At big K. of C. occasions, the Fourth Degree Knights turn out to perform their main function—embellishing celebrations both of the order and of the Church with the many colors of their capes (see cover), the bobbing patterns of ostrich-plumed hats and the military flourish of their sword drills. They did this recently for the annual Mass and pilgrimage in

New Orleans, honoring the order's founder.

In the traditionally anti-Catholic South, the K. of C. has a special attraction. Membership gives southern Knights a buffer against anti-Catholic discrimination and, through membership in an organization with national prestige, helps them exert an influence in their districts out of proportion to their numbers.



IN PILGRIMAGE, Fourth Degree Knights of New Orleans pray at Mother Cabrini's convent.



PRESENTING SWORDS, Fourth Degree lines up before cathedral while the state officers file in.

DURING MASS for a K. of C. founder, Father McGivney, color guard salutes as host is elevated.

CONTINUED

Where there's a grill there's a way!



MIX A.1. SAUCE with lightly salted ground beef before you grill the patties . . . using about 2 tbsps. of A.1. Sauce for every pound of meat. Pour on more A.1. as you serve 'em. *These are hamburgers supreme!*



SPOON A.1. SAUCE evenly over a steak half an hour before cooking . . . about $\frac{1}{4}$ cupful of A.1. Sauce for a 2 $\frac{1}{2}$ lb. steak. Grill as usual, season sparingly so the herb-and-spice flavor of A.1. Sauce comes through.



TENDERIZE—SPARK UP FLAVOR by soaking about 2 lbs. of lamb cut in cubes for 2 hours or more in this mixture: $\frac{1}{4}$ cup each of A.1. Sauce, vinegar and salad oil, 2 tbsps. salt, $\frac{1}{2}$ tsp. pepper, $\frac{1}{2}$ cup sliced onions. Thread meat, mushrooms, tomatoes, green peppers and small onions alternately on skewers. Grill about 15 mins. Serves 4.



BARBECUE chicken with a zippy sauce made by combining $\frac{1}{4}$ cup A.1. Sauce, 8-oz. can tomato sauce, 2 tbsps. brown sugar, 2 tbsps. salad oil. Bring mixture to a boil, brush sauce liberally on halved broilers. Place on grill cut side down. Grill until tender and brown, turning often and basting with remaining sauce.

*Cooking's fun
with A.1.*

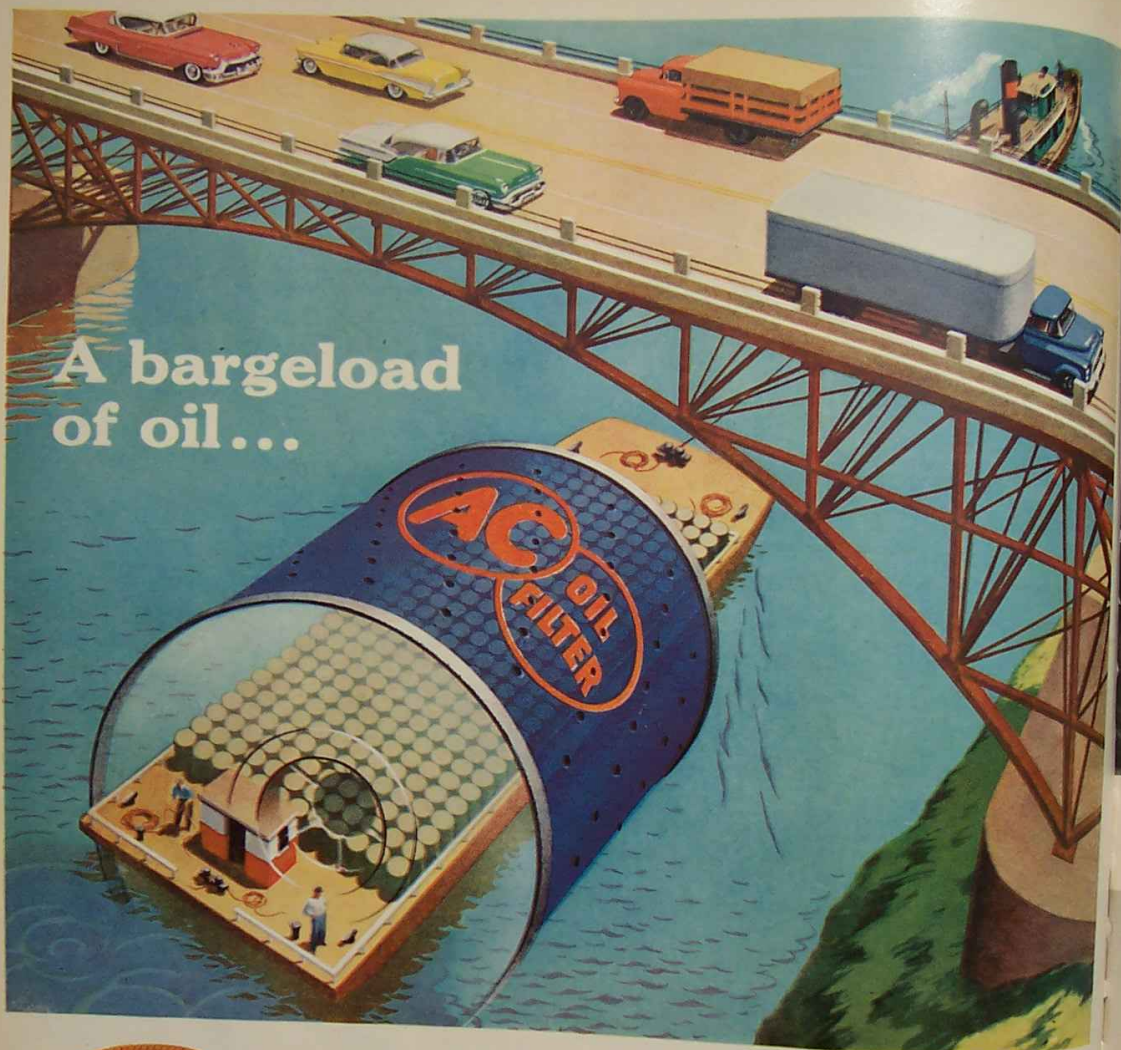
THE A.1. SAUCE COMPANY (DIVISION OF HEUBLEIN), HARTFORD, CONN.

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A bargeload
of oil...

...flows through your **AC**
Oil Filter every 5,000 miles!

In just 30 seconds while your car's engine is running, all of the oil in the crankcase is pumped through a full-flow oil filter. That's a tremendous total of 36,000 gallons every 5,000 miles. That's why you need a new AC Oil Filter every 5,000 miles to protect your car's engine from damaging dirt, grit, carbon and bits of metal. Any of these can ruin an engine in a matter of a few miles! But an AC Oil Filter removes all traces of foreign matter, as small as 1/100,000 of an inch, without removing the valuable detergents found in most modern motor oils. So, play it safe... change your oil filter every 5,000 miles, and insist on a new AC Oil Filter. Your nearby AC dealer has them.

PROTECTION
MATES
for 6's
and 8's

Watch
WIDE WIDE WORLD
NBC-TV



Change your **OIL FILTER**
every 5000 miles

THEIR MANY ENTERPRISES



SUPREME OFFICERS, who direct the enterprises of the K. of C., pose before flags of countries where the order has members. Seated, left to right, are William Mulligan, Deputy Supreme Knight; Luke Hart, Supreme Knight. Standing: Francis

Heazel, Supreme Treasurer; Harold Lamboley, Supreme Advocate; Msgr. Leo Finn, Supreme Chaplain; Dr. Gerald Lunz, Supreme Physician; Francis Fauteux, Supreme Board of Directors' Representative; Joseph Lamb, Supreme Secretary.



VATICAN LIBRARY was reproduced on microfilm through \$340,500 given by K. of C. Studying page are Charles Ermatinger (left), librarian, Father Reinert, president of St. Louis University.

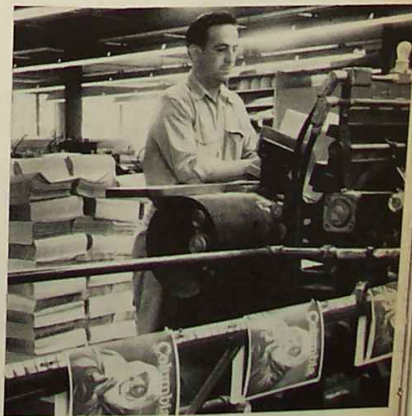


INFORMATION BUREAU runs \$700,000 advertising campaign giving information and inviting questions on Catholicism. Here priests decide on answers to some of the 400,000 yearly letters.



HUGE INVESTMENT is land on which the Yankee Stadium is built. Supreme Knight Luke Hart

(above) made \$2.5 million purchase from Arnold Johnson Co., rented it back at \$182,500 a year.



MONTHLY MAGAZINE, *Columbia*, put out by the Knights of Columbus, is stitched in the order's own million-dollar New Haven, Conn. printing plant. All K. of C. members receive subscriptions.

**Leave Your Worries Behind . . .
 . . . Not Your Security!**



Get more bounce—more joy out of that long-awaited vacation! Leave with the knowledge that your home and all that you own are carefully and strongly protected.

Make certain a happy trip and homecoming won't be marred by the appalling loss that fire, burglary, windstorm, vandalism or other misfortune can inflict.

Now, before you leave, consult your nearby independent America Fore insurance agent or broker. Rely upon his professional counsel and experience to tell you where your security may be jeopardized. For his name, call Western Union by number—ask for Operator 25.



- ★ The Continental Insurance Company
- ★ Fidelity-Phenix Fire Insurance Company
- ★ Niagara Fire Insurance Company
- ★ The Fidelity and Casualty Company of New York

Send for our "TRIP TIPS" booklet!

It gives useful hints on how to prepare and be safe on your journey.

Department L — AMERICA FORE INSURANCE GROUP
 80 Maiden Lane, New York 38, New York

Gentlemen: For peace of mind while on my trip please send me, without obligation, a copy of "Trip Tips."

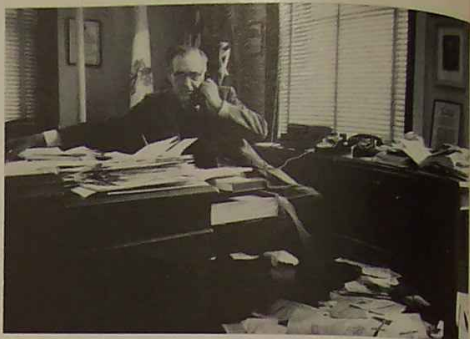
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KNIGHTS OF COLUMBUS CONTINUED

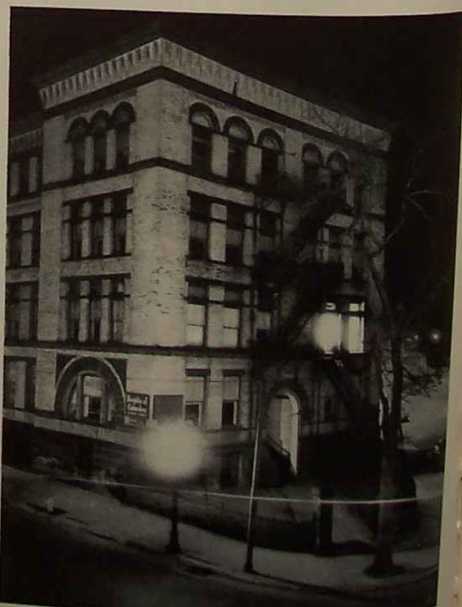


IN LITTERED OFFICE Luke Hart hears on telephone news that Detroit, Mich. had just pledged 1,264 new Knights, an all-time record for one day.

THE BOSS KNIGHT

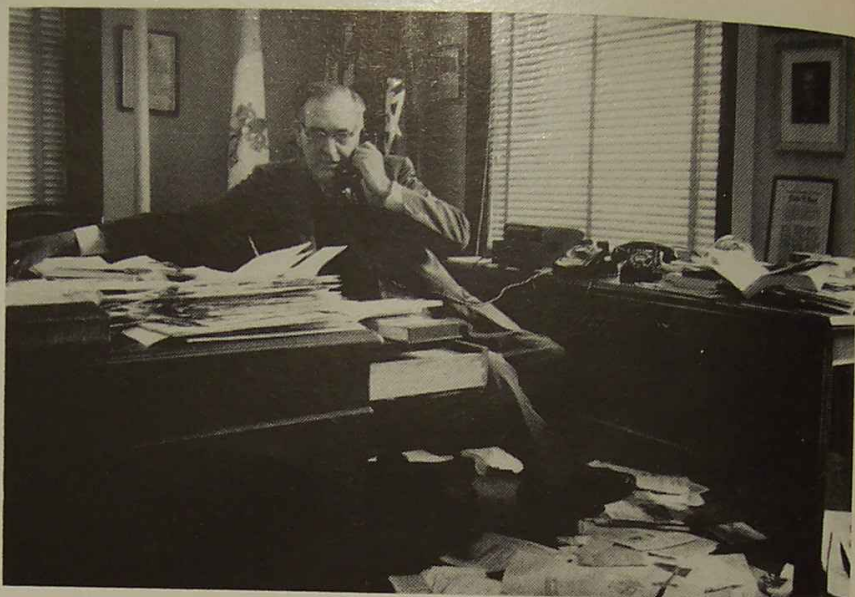
The national headquarters of the Knights of Columbus stand right next to the railroad yard in New Haven, Conn. It is the home of the order's benign ruler, Supreme Knight Luke E. Hart, and office of its \$700 million insurance business. Low-cost life insurance is the core of the Knights of Columbus, the main reason a third of its members joined and a strong inducement to stay in the order.

At 76, Luke Hart works a 15-hour day managing the Knights' billion-dollar financial empire, fulfilling his fraternal duties as Supreme Knight, fending off businessmen trying to exploit the order's vast ready-made market, and pushing his own pet causes. Due in great part to Hart's efforts, the Knights have spent over \$1 million on playgrounds in Rome for slum children and "under God" was added to the salute to the flag. Last winter he mobilized the full influence of the K. of C. to keep Tito from being invited to the U.S., warning President Eisenhower that this would "offend 30 million Catholics."



K. OF C. HEADQUARTERS are former New Haven Railroad offices. Work often keeps Hart's office light on until midnight. He lives on top floor.

KNIGHTS OF COLUMBUS CONTINUED



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Let a chef from Milan help you with dinner tonight



At a colorful cafe on the outskirts of Rome—or right at home—you can order up spaghetti made by a true Italian chef. At home—let Chef Boy-Ar-Dee do the cooking.



Complete in one box with Meat or Mushroom Sauce



Imagine serving a meal that would do credit to the finest Italian restaurant—and scarcely lifting a finger to do it!

The secret: open a box of Chef Boy-Ar-Dee Spaghetti Dinner. Chef brings you all the makings for the true Italian dish . . . tells you how to combine them as he learned to do it in Milan, where he was born.

You get a box of thin Italian-style spaghetti . . . plus a big can of Chef's incomparable sauce (with meat or mushrooms), nicely spiced with Italian herbs . . . plus a can of nippy grated cheese for the crowning touch.

When Chef is in the kitchen, your meal is ready in just 12 minutes—a favorite all around the table!

Chef Boy-Ar-Dee Spaghetti Dinner serves 3—for about 15¢ a plateful.

Tonight, let Chef do the honors!

real Italian-style
CHEF BOY-AR-DEE®
 Spaghetti Dinner

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A new idea in smoking...

Salem refreshes your taste



Think of Spring and its clean, green freshness because that's the *Springtime* freshness you get in every puff of a menthol-fresh SALEM cigarette! Through SALEM'S pure, white filter flows the freshest taste in cigarettes. You smoke refreshed because SALEM refreshes your taste. Try SALEM—you'll love 'em.

Smoke **Salem** . . . smoke refreshed!

- menthol fresh
- rich tobacco taste
- most modern filter

Created by R. J. Reynolds Tobacco Company

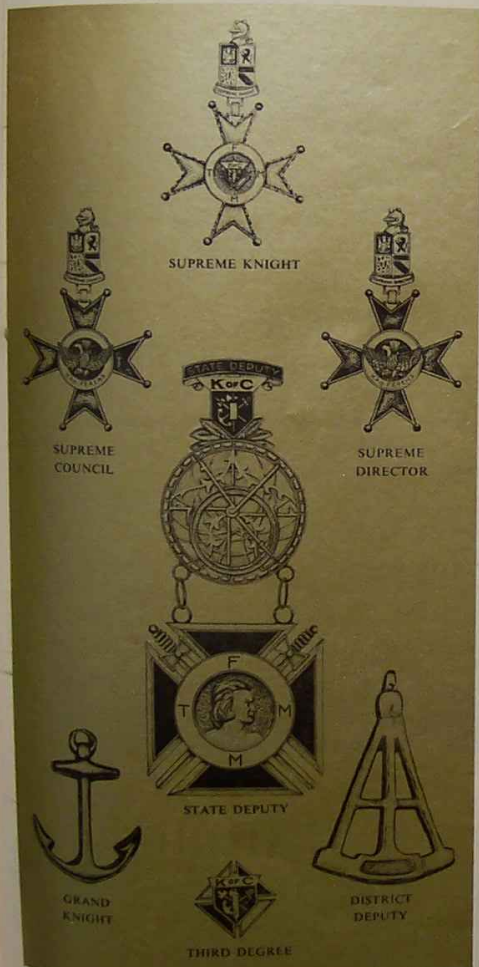
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FOUNDER, RANKS

The Knights of Columbus was the idea of a 29-year-old priest named Michael McGivney (right) of St. Mary's Church, New Haven. In 1882 he presented his idea to a group of lay Catholic friends and they wrote the charter, listing insurance, fellowship, religion, charity, education and patriotism as the brotherhood's works. Father McGivney died only eight years later, but within 20 years the K. of C. was established on a national basis.



FR. MCGIVNEY



A candidate for the Knights of Columbus, coming in as a First Degree Knight, usually takes the Third Degree in a few weeks. Third Degree members are the ones who run the order. The Fourth Degree is entirely honorary. The ranks of the K. of C. are shown above in jewels worn by different levels of Knights. Every Knight belongs to a local group called a council, headed by an elected Grand Knight. A council sends two representatives to the State Council, which has two functions: first to elect a State Deputy who, with District Deputies, oversees local councils; and second to elect the 375-man national Supreme Council. The Supreme Council elects the 21 Supreme Directors who appoint the Supreme Officers (p. 63) and the Supreme Knight, who form the day-to-day government of the K. of C.



Miss the children?

Don't wonder. Don't worry. Call today and be sure.

If your children live in another city and you wonder how they are... if there's a question on your mind or something you'd like to talk over... don't wonder, don't worry. Call today and be sure.

It's quick and easy to do. And you can talk as long as you like. The cost is low.

Why not call right now?

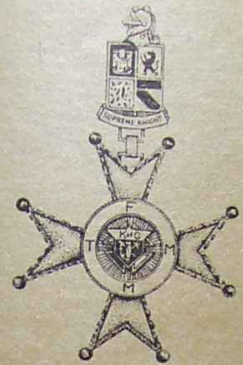
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Portland, Ore. to Seattle	50¢	15¢
Milwaukee to Minneapolis	75¢	20¢
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Chicago to Washington, D.C.	110¢	30¢

These rates apply every night after 6 and all day Sunday. Add the 10% federal excise tax. Call by Number. It's Twice as Fast.



SUPREME KNIGHT



SUPREME COUNCIL



SUPREME DIRECTOR



STATE DEPUTY



STATE DEPUTY



GRAND KNIGHT



DISTRICT DEPUTY



THIRD DEGREE

Reynolds Tobacco Company

Miss

Don't wonder. D

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Disneyland and the magic of happiness

Can you put yourself in this picture? Your whole family at Disneyland! They call it "the happiest place on earth." And with reason—for something wonderful happens here. Everybody feels it—some magic in the place simply whisks away all cares.

That's why we've named this "Main Street, U.S.A." building *Carefree Corner*. It's the official Information Center, run by Insurance Company of North America Companies and their independent agents. Here's where you get all the answers on what to see, where to stay, how to get around. The Guest Register is here—and friendly people whose only job

is to help you enjoy Disneyland and its happiness.

Just as Disneyland stands for happiness, insurance stands for security and freedom from care. Your INA agent can demonstrate how INA's Homeowners or Tenants Policies give you complete protection. For true security and happiness, remember today's values are up, so insure fully through an INA agent.

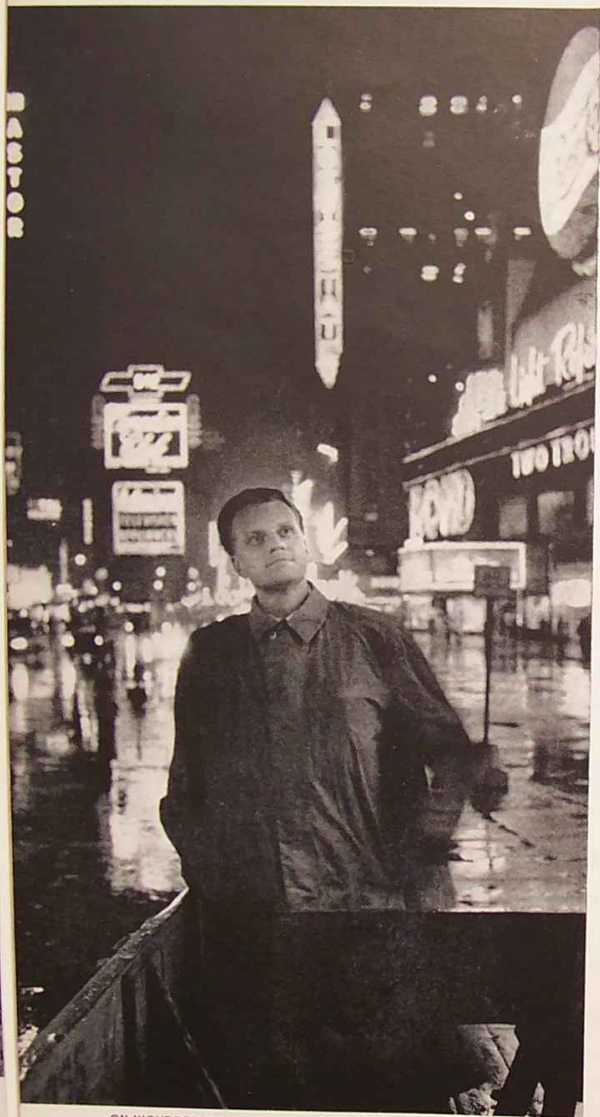
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INSURANCE BY NORTH AMERICA

ALL KINDS OF INSURANCE FOR THE INDIVIDUAL AND BUSINESS





ON NIGHT BEFORE CRUSADE, BILLY GRAHAM WALKS ALONE IN TIMES SQUARE



FACING A SEA OF INTENSE FACES, GRAHAM RAISES ARMS BEFORE OPENING

A MIGHTY CITY HEARS BILLY'S MIGHTY CALL

One night the preacher stood alone as the evening rain glistened in the gaudy heart of the city he had come to save. The next evening, in New York's Madison Square Garden, Billy Graham launched his most ambitious crusade, exhorting his hearers to renounce sinful ways and rediscover Christ. "We need a spiritual revolution in America," he cried, "and the place where it could begin is New York City."

For 10 years Graham had conducted his crusades from one end of the world to the other.

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NIGHT AUDIENCE OF 18,500 IN MADISON SQUARE GARDEN. HE WAS THERE, HE SAID, TO WIN MEN AND WOMEN TO "A SAVING KNOWLEDGE OF JESUS CHRIST"

He had held Glasgow for six weeks, London for 12 and made himself the world's best known—and most effective—evangelist. But he felt New York was his greatest challenge yet. He hoped to fill the Garden each night for nearly seven weeks, and maybe more, something no man, no event, had ever done before.

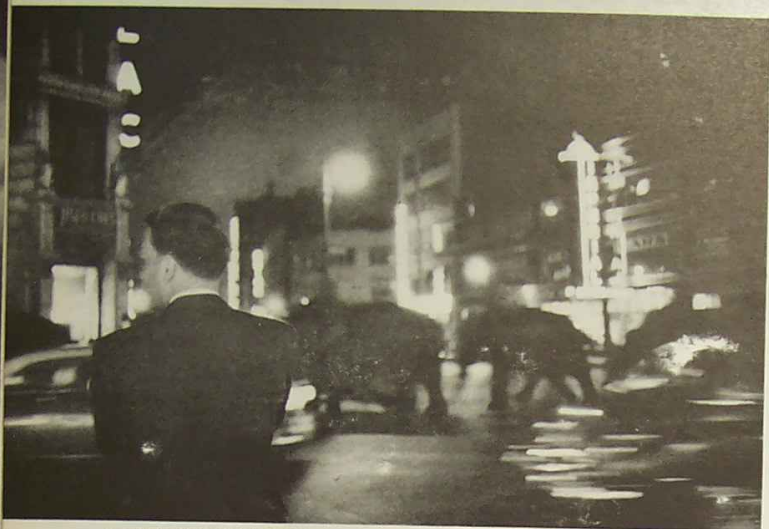
Behind the New York crusade lay months of careful preparation (next two pages). It would cost about \$1.3 million. Billy was aiming not only at the city's eight million but at another

six million people in the suburbs. Over 1,500 churches were encouraging their members to hear him. Radio and television programs would reach many others outside the Garden and the churches. The Garden itself, Billy said, was now "a great cathedral."

And the lean, blond, handsome figure with the earnest, resonant voice did indeed draw the multitudes to the Garden's steep balconies. His message was simple and traditional; repent and be saved. Each service ended with

Graham gently inviting his hearers to accept Christ. On the first night 704 did, and Billy called it the best beginning he had ever had.

There were some religious dissenters. Roman Catholics were admonished not to attend Graham's meetings, and even some Protestant groups declined to support him. There were a few empty seats, but Billy was still confident. "It takes us about a week or two weeks to get moving," he said the first night, "but it will soon be like a mighty river through the city."



NEW AND OLD TENANTS of the Garden pass in the night as Graham, whose crusade began three

days later, watches elephants from circus, which just closed, plod along 57th Street to catch a train.



MOMENT OF MEDITATION in Madison Square Garden Club gives Graham a last session with Bible

TWO YEARS OF HARD PLANNING —AND A SMOOTH-WORKING TEAM

Billy Graham's arrival was preceded by two years of meticulous planning, starting when the Protestant Council of New York City in 1955 asked him to crusade in the city. Early work was done by New York followers, including leading businessmen who joined a committee (*top, right*) to raise funds—the nightly offerings would not begin to cover all costs. A permanent organization, the Billy Graham Evangelistic Association of



INSPIRING THE CHOIR, Cliff Barrows, Billy's musical director, leads 1,500-voice group through a last-minute rehearsal before the second-night meeting.

FLANKED BY ASSOCIATE EVANGELISTS, OTHER TEAM MEMBERS AND CRUSADE





... Square
... with Bible

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OFFICIALS, BILLY (IN CENTER, ARMS CROSSED) JOINS IN SINGING OF HYMN



... before going into the arena to preach. Big picture on wall is a boxing print aptly titled *The Challenger*.

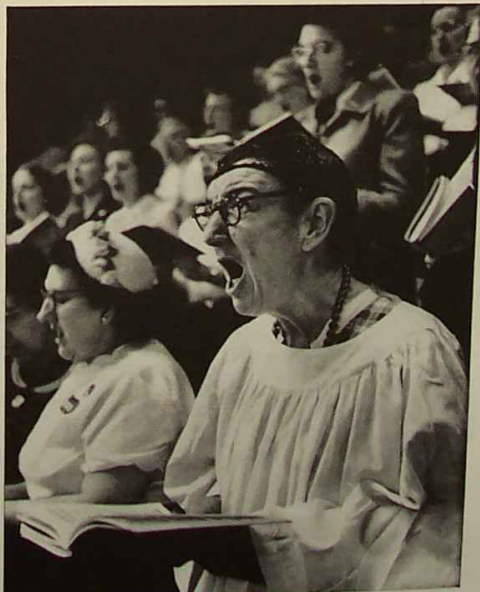
GRAHAM'S BACKERS, from New York crusade's executive committee, meet with him (center). At

Billy's left is Committee Chairman Roger Hull, executive vice president of Mutual Life of New York.

Minneapolis, which pays his \$15,000 salary, dispatched an advance team.

These men lined up support from churches in and around New York, scheduling bus loads for every night of the crusade. They recruited volunteers: 1,500 ushers, 3,000 singers for two choirs, 4,000 counselors. Ten weeks ago the counselors began receiving instructions on how to handle the seekers, as Billy calls those who come to his rostrum to

"make a decision for Christ." The other key members of Billy's team were Musical Director Cliff Barrows (below, left), associate evangelists—and press agents, whose build-up included 580 billboards, half a million leaflets, newspaper advertisements and radio-TV commercials. But more important to the crusade than all the publicity and the organization, Billy felt, were the people all over the world who were praying for his success.



EARNEST CHORISTER, Soprano Minnie Ritso of North Bergen, N.J., helps swell a mighty anthem. Singers, recruited from local churches, serve without pay.



"I BELIEVE THAT THERE IS A VAST HUNGER IN AMERICA TODAY TO KNOW WHAT THIS BOOK HAS TO SAY"



"WE'RE OUT OF BALANCE; WE HAVE LOST GOD...."

A FIERY SERMON, A QUIET PLEA, THEN A FILLING OF THE AISLES

"I have come only as a messenger," said Billy Graham. "An old message, the message of the word of God." Waving his Bible, lunging to right and left, gesturing with clenched hands, he talked of sin and salvation: "We have chosen to break God's laws deliberately . . . and that sin we are all guilty of . . . has separated us from God, and man cannot live correctly and happily and peacefully apart from God. . . . Your soul is screaming

THE HEARERS MAKE THEIR DECISIONS—SLOWLY AND SINGLY AT FIRST. IN THIRD PICTURE FROM LEFT A COUNSELOR HAS STEPPED FORWARD TO ESCORT A YOUTH



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for God. . . . You throw in another aspirin and say, "Be quiet, soul."
"If I said you could give \$1,000 and get into heaven, you would try to raise it . . . but you only have to make your decision for Christ. You only have to come forward and pledge your life to God."
Then came his quiet plea. "I am going to ask every one of you to get up out of your seat, over here, in the balconies, everywhere. . . . I want

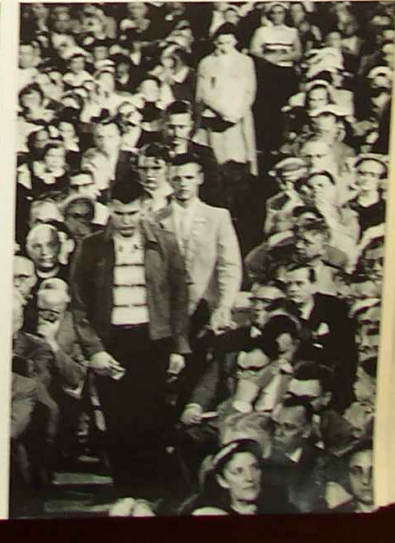


"THROUGH THE MAGNIFYING GLASS OF HIS HOPES GOD POWERS THE HEART"

you to come as evidence of the fact that you are presenting your life and heart to Christ. . . . There may never be another moment quite like this for you. Come. We are going to wait." Of the 2,800 who came in the first four nights, a majority, the Graham staff admitted, were church members reaffirming their faith. But 40% were new decisions. As it always does, the Graham team referred them all to local churches of their choice.

...RT A YOUTH

TO ROSTRUM, THEN THE STREAM GAINS MOMENTUM, THE AISLES BECOME MORE AND MORE CROWDED WITH MEN AND WOMEN ACCEPTING GRAHAM'S CHALLENGE



A SHOW OF DECISIONS FOR CHRIST—'I KNOW THE LORD IN MY HEART'



THE "SEEKERS" GATHER before the rostrum. The vanguard of the 704 who made decisions for Christ on the opening night of the crusade stand at the front

of the Garden waiting for the others to come forward. As they waited, the chorus sang *Just As I Am*: "Thou bidd'st me come to Thee, O Lamb of God, I come."



PARADING TO PRAYER, seekers walk to a counseling room where they will read the Bible and meditate before filling out cards to be sent to their churches.

SHARING A PRAYER with Mrs. Vivie Colaiuti, a counselor, Mrs. Evelyn [name obscured] (left) of Brooklyn, wife of Army sergeant, says, "I know the Lord in my heart."

