

Respond To Voice Of Heart

1967

Mr. Frits Philips, head of the giant electronics concern visited South Africa with his wife and four of their children for the marriage of their son Anton to Miss Charlotte Daneel, daughter of the former Springbok rugby player, Rev. George Daneel and Mrs. Daneel. The other members of the family were Mr. Warner Philips, Mrs. Peter Hintzen who as Miss Digna Philips spent five months in South Africa, and Mrs. Paul Campbell whose husband was personal physician to Dr. Frank Buchman.

The Philips family have pioneered in the work of Moral Re-Armament since 1935. Three of the children give their full time to the work. In Cape Town Mr. Philips called on the Prime Minister and various members of the Cabinet. Mrs. Philips spoke at a luncheon given in her honour at Kelvin Grove, Rondebosch. In Johannesburg Mr. Philips addressed a gathering of about 60 South African industrial leaders at a dinner given in his honour by Mr. and Mrs. Bremer Hofmeyr, Mr. Philips said: "The thing I have learnt is that people respond more to the voice of the heart than the voice of the head. The most important thing is that our motives are right and that we are honest about them.

"At one time we had a system where one man performed a few simple operations on a part for 10 seconds. It was technically efficient but boring. Now we have a man build a much larger part of the product, even perform a complicated operation, for this is a challenge to him and helps his interest."

His company also abolished piece-rate work. Workers were told that everyone would be paid the same but each was expected to give his best. Pay was not reduced if a man failed to reach the norm set for his type of work.

"To our astonishment we got a greater output," Mr. Philips said. "People felt a sense of pride in being trusted to do their best and they made an all-out effort to reach that goal."

Human beings liked to be needed. When they felt they were needed they were hardly ever absent through illness.

Asked about his visit to the Prime Minister, Mr. Vorster, Mr. Philips said: "I felt that here was a man who was sincerely doing his best to plan for every individual in South Africa."

Mr. L. Lulofs, National President, Federated Chamber of Industries, Mr. Frits Philips, Mr. Bremer Hofmeyr, Mr. R. S. Cooke, President of the Chamber of Mines, at a dinner in the home of Mr. and Mrs. Bremer Hofmeyr, given to welcome Mr. Philips to South Africa.

