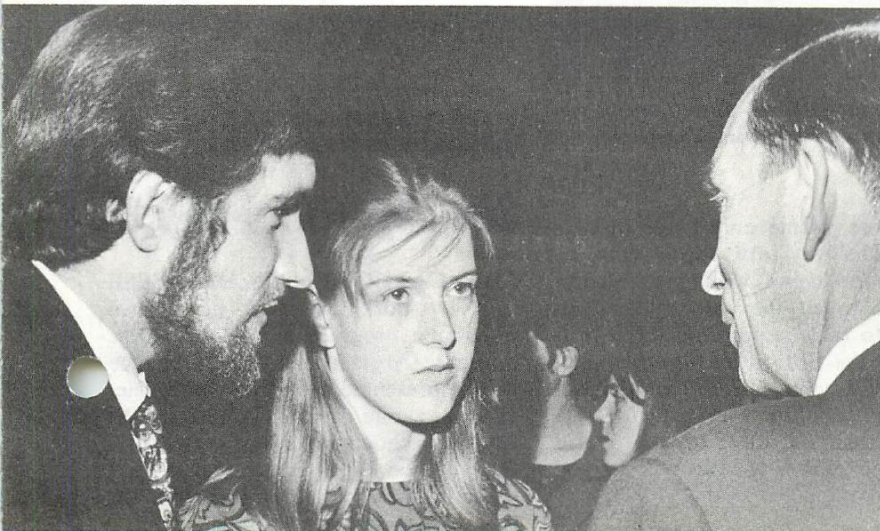


# MRA Information Service

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Thirty-five student body presidents of colleges and universities in the London area were amongst the 290 student leaders who saw 'Annie' on three evenings last week. At the receptions afterwards students expressed great interest in the programme offered by MRA and the Westminster Theatre Arts Centre. Howard Grace, one of the organizers, said, 'This is stage one in mobilizing thousands of students to take responsibility for their nations'. The student body president of one college said, 'I hope every single student in my college can see "Annie". It would completely change the atmosphere there'. Other student officials have asked for speakers and are organising parties to see 'Annie' and come to the nightly discussion sessions afterwards.

## Sheffield initiative in race relations

MISS MARJORIE SAUNDERS of the Sheffield Community Relations Committee said that immigrants should be called 'new citizens' of Britain. She was introducing the West Indian test cricketer Conrad Hunte and his MRA-trained force at a weekend multi-racial conference in Sheffield.

At the meetings industrial managers and businessmen met and talked with leaders of the overseas communities—

in some cases for the first time—and spoke appreciatively of the opportunity to do so.

The Chairman and Vice-Chairman of the Sheffield Community Relations Committee both attended the conference. The Chairman is Alderman Lewis, JP, a former Lord Mayor, and the Vice-Chairman is Vernon Thornes, Secretary of the Trades and Labour Council.

In the course of open discussion

Russell Carpenter, who had been a lecturer for a number of years in Nigeria, spoke of integration from the British point of view. The British needed to change in many ways, but found it hard to admit, he said. 'In fact, the British have much to learn and need to end the superiority of assuming they know best not only for themselves but often for everyone else too.'

On a basis of the frankness that  
*continued on page 2*

## Joint meeting to mend communications in industry

KEY PERSONNEL from both sides of the country's heavy industries are meeting at the end of the month to thrash out answers to problems in strike-ravaged Britain.

William Jaeger, well-known authority on trades unions affairs throughout the world, said the meeting would be a step in ending what *The Financial Times* (16 October) called the 'Luddism, violence and bloody-mindedness' of British industry. Jaeger ear-

lier was credited in the press with playing an important part in helping to resolve the violent, ten-month long strike at Roberts-Arundel in Stockport.

The meeting—a National Rally for Men of Industry—is scheduled to take place in the Westminster Theatre Arts Centre with sessions on Saturday, 28 October at 10.30 am and 6 pm and Sunday, 29 October at 11 am and 3 pm.

Tom Ham, member of the National

Executive of the National Stevedores' and Dockers' Union, and Jack Carroll, a militant from the Bristol docks, are among dockers who will attend the Rally. Ham, referring to the tragic state of communications in the docking industry, said, 'MRA provides the means of getting together.'

Men and managers are expected at the Rally from the maritime, railway, mining, shipbuilding, engineering and building industries.





Conrad Hunte, Vice-Captain of the West Indies Cricket XI; Sushil Anand, Bristol restaurateur; Miss Marjorie Saunders of the Sheffield Community Relations Committee; and A Rasoul, Sheffield Community Relations Officer

photo Beall

Continued from page 1

Conrad Hunte and his team represented, there was a way for the British to work together with other people.

Carpenter asked those present for forgiveness for his own reluctance to welcome people from overseas as permanent residents in Britain, and reluctance also to admit that even at home the British needed to learn from others how to do things better.

Conrad Hunte stressed that when there were difficulties, as there some-

times were, blame only made matters worse. The way forward, he said, lay in someone being willing to change first. He urged the 'new citizens' of Britain to take responsibility for Britain with the British, and do their best whatever anyone else did or did not do. This was the way to pattern a society that the rest of the world could see and say, 'We will imitate you.'

The *Yorkshire Post* carried a three-



Miss Margaret Burton (centre) with Miss Phyllis Konstam, distinguished actress, and Sir Dermot Milman, Chairman of the International Fair Committee

photo Strong

## 'LOOK HERE, HAROLD' says West End actress

MARGARET BURTON, Bradford-born, star of the musical *Annie*, called on the Prime Minister—'Yorkshire to Yorkshire'—to devote more money to the commercial theatre.

She said, in a report published in *The Birmingham Post* (October 18), 'I'd like to say, "Listen here, Harold, you and Miss Jennie Lee have been doing a lot of talking about your Government's encouragement of the arts.

"You spend £3m a year of Government money on live entertainment in the arts. Most of that, we know, goes on Covent Garden, which is something few people would begrudge.

"But isn't it time you stopped spending all your money on minority theatre and started giving some help to the theatres your electors visit?"

Miss Burton was opening the 1967

column report of Hunte's speech headlined 'Immigrants Help Britain'.

The MRA team that went with Conrad Hunte consisted of leading men from overseas communities in different parts of Britain. Among them were Lloyd Grant, General Secretary of the West Indian National Association from Coventry, S Anand from Bristol, S Kistasamy from London, and F Khalid from Preston.

## 1,000,000 students to see 'Up with People'

THE CATHOLIC ARCHDIOCESE of New York last week filmed two video-tape programmes of the MRA musical *Up With People*. The tape will be presented on closed-circuit television to one million youth in the Catholic schools system of New York. One of the tapes is scheduled as a special Christmas broadcast for the last day of school before the Christmas holidays.

The *Tehachapi News* of Tehachapi, California, reported one remarkable result of last year's visit of *Up With People* to California. After a performance in the town of Bakersfield, a group of young people formed their own sing-out group which gave its first performance in the California Correctional Institution, Tehachapi. The newspaper said that convicts were so inspired by the actions of the young people that they decided to start a similar show of their own. 'It has given us a purpose, something to tie into,' said one of the convicts. The office of the Director of Prisons called the influence of the show, 'the finest rehabilitation programme we have ever had,' and has arranged for the convict group to take their presentation to other prisons.

International Fair in the Kensington Town Hall which in two days raised £4,000 towards the Westminster Theatre Arts Centre. She described this arts centre as 'the finest in Europe today, a place in which the very best of art, commerce and humanity is united together under one roof.'

Stalls selling gifts specially sent from 16 nations attracted thousands of bargain-hunters.



# INDIA



# ARISE



## MAGAZINE CATCHES IMAGINATIONS

ORDERS FROM 5 EUROPEAN countries came in for the Indian publication *India Arise* before printing in London of the British edition had started. Now the magazine is being read from Norway to New Zealand.

Five thousand miles from London in a printing works in Bombay, the Indian edition is coming off the press. There are plans to translate it into other Indian languages.

A consignment was quickly sent to Hong Kong to arrive in time for a conference, while 1,000 were sent to the MRA centre at Caux, Switzerland.

At a reception for London's student leadership an Indian college president took a pile of the magazines. In a few minutes he returned with 30s and no remaining copies. One Yorkshire woman was eager to buy more for her friends. 'I have sold fifty', she explained. 'I sell one a day. If I don't sell one on one day I sell two the next'.

In the City of London a group of businessmen have been meeting once

a week to plan the best use of *India Arise* in the business world.

Other countries which have placed orders include Sweden, Denmark, Holland, Germany, France, Morocco, Australia, Kenya, Nigeria, Ceylon, Brazil and Malaysia.

The magazine's themes are—how to change human nature, the destiny of 500 million Indians and the secret of God's guidance. 'Our aim is to sell 15,000 by the end of October,' says Michael Smith of the magazine's sales team. 'It should go to every MP, every teacher and every churchman, as well as the immigrant communities throughout Britain.'

## Maori Queen meets 'Wake up Matilda'

TWO THOUSAND FIVE HUNDRED Maoris, representing all the tribes in New Zealand gave a traditional welcome, in the presence of their Queen, to the eight-nation cast of the Moral Re-Armament musical, *Wake up Matilda* at present touring New Zealand.

The occasion was during a ceremony honouring Queen Te Ata-i-Rangi Kaahu and her family. It took place in the royal courtyard, the Marae, and was the largest gathering of tribes there in thirty-three years.

The Queen is the first of the Maori royal house to have the support of all the tribes and her Marae is becoming the spiritual and cultural home also for the whole Polynesian population of the vast Pacific area. The Tongan royal house was represented at her

coronation last year. A multi-racial MRA force was also invited to attend the coronation and to sing at the ceremonies.

The fullest integration of the 200,000 Maoris, who form seven per cent of New Zealand's total population, into every section of the nation's life has long been supported by the Maori royal house. In an age where racial tensions are deliberately cultivated, the Maori people have consistently attempted to resolve these divisions. Over the past 15 years they have sent some of their leaders and their youth to the Pacific nations, North and South America, Asia, Africa and Europe to participate in the programme of MRA. Last week, speaking to the Queen and her people, Gadosisi Siliki from Papua told how Moral Re-Armament had shown an answer to racial bitterness in his country and said, 'Papuans, Maoris and white people can work together under God to unite all nations.'

Following a performance of *Wake up Matilda* in the modern Founders' Theatre, the *Waikato Times* commented, 'The audience sat up, woke up and took notice. Certainly a few Kiwis (New Zealanders) left the theatre with a lot more to think about.'

## MRA now regularly on Dutch Radio

HOLLAND'S STATE-OWNED radio system last week broadcast the first of a monthly series of MRA programmes. The Ministry of Culture has granted MRA ten minutes every four weeks on the radio, and ten minutes three times a year on TV.

## WILL THE COMMONWEALTH LAST?

### DOES IT HAVE ANY USEFUL FUNCTION?

### If we get nothing out of it, then why should we bother?

THESE ARE QUESTIONS discussed in a new pamphlet published this week called 'Britain, India and the Commonwealth'. In 16 pages it contains the experiences and opinions of two men from contrasting backgrounds, R M Lala, editor of an In-

dian political newsweekly, and Hugh Elliott, a former British administrator in tropical Africa.

The pamphlet is available from 4 Hays Mews, London, at 1s 6d or a bulk rate of 50s for 50.



# No future in dishonesty

**High quality flats up to 20% cheaper than other firms'; land sold at a third of the current price; an employees' benefit fund of greater capital value than the business itself; a works council making policy and with access to the company's books—these are the achievements of a large construction firm in central Switzerland. Gottfried Anliker, general manager and a director of Anlikers, Luzern, says that this was accomplished because of a revolution in the motive of management and a strict application of absolute honesty:**

EMPLOYERS have time and again said to me, 'It's easy enough for you to be honest. You're sitting pretty, financially. When I get that far, I can risk being honest too.'

Evidently these people do not know that there is something like a law of nature in economics as in the physical world. The only man who can run a business successfully in the long run is the man who produces products or services of top quality at a competitive price where there is a real need.

Employers who are themselves not honest usually have dishonest colleagues. A few years ago our firm carried out a building job in working association with another building firm. We had great differences of opinion with this firm because we refused to charge for more man-hours than were worked. At the same time we had to fire two-thirds of the other firm's workers for insufficient productivity.

## Stupid and immature

That experience showed me that a dishonest employer with dishonest colleagues has, owing to insufficient productivity, to be dishonest if he is to make any money. An employer like that is either stupid or immature.

Dishonesty in business is also a typical sign of a lack of efficiency. An intelligent employer tries to manufacture good products in the most efficient way at the most competitive price. He makes money by first-class achievements. He does not need to cheat. Dishonesty merely prevents the capable man using his intelligence properly, to make an outstanding product more economically.

Dishonesty means you have to use a lot of energy to avoid being found out. I used to decide in earlier years how much we would pay in taxes. But every year I had to spend two months faking the balance sheet and hiding

the true income from the tax people.

Today we pay many times more in taxes. But I only need to spend half a day discussing the balance sheet, and in the two months I save I can earn most of what I pay in taxes.

In addition I no longer lose any sleep about my tax declaration. Everything is a lot simpler when you have nothing to hide. We also have a set of account books which are in order and which we can use as a basis for planning.

Honesty has released unsuspected forces which were previously blocked by a bad conscience. I became free to see what I was meant to do as an employer.

All of us learned to build faster, better and cheaper. Since then many more people have placed orders with our firm than formerly.

I have learned that absolute moral standards in business are the surest way to lasting success. Dishonest employers can never really satisfy their customers and as a result they do not profit by the spontaneous recommendation of contented customers.

Dishonest businessmen need to use much more energy and persuasive power to get orders, whereas honest and capable men have a far better chance.

Corruption and dishonesty in business are today no longer a private matter when we consider the developing countries which urgently need economic help.

An African said to me recently that as long as there was so much corruption in his country it could never develop properly. All material help, he said, was ineffective because large part of it found its way into the pockets of corrupt people. The only thing that could help, he said, was a mental and moral re-armament.



Gottfried Anliker talks with foreman  
*photo: Annoni*

We employers must not only satisfy the material needs of men, but take on the training of men in character on the largest possible scale.

Industry will only benefit mankind properly when we succeed in revolutionising the character of management. Then we will help produce an élite of responsible men of character in the developing nations.

That is why I am striving to permeate the whole of industry and business with MRA's ideas and principles. With this in view I am going in the next months on a visit to India.