

BRITAIN CAN BE PROSPEROUS.

MR. E. S. BARON AND WAY TO SPEED UP TRADE REVIVAL.

By A SPECIAL CORRESPONDENT.

"THANK God I live in England!"

That was the expression used by Mr. Edward S. Baron, deputy-chairman of Carreras, Ltd., the £2,000,000 British tobacco company, when asked for his impressions of the United States, whence he has just returned.

Mr. Baron is one of the young leaders of British industry—he is not yet 40—who believe that the future of Great Britain can and will be as glorious and prosperous as her past—if problems are tackled in the right way. He and those who think with him are not content to live in the reflected glory of their forebears' achievements—they want to emulate and if possible excel them.



MR. E. S. BARON.

Yesterday Mr. Baron told me why he glories in being an Englishman.

"You must not think," he said, "that I do not admire America. I do. Who could help doing so? They have what they call 'pep' and go. But that does not blind me to the fact that my own country and my own countrymen are as capable of as great and even greater things than have been accomplished in the United States."

SEND 10,000 MEN TO U.S.

"It seems to me that during recent years young America has made money too easily. Prosperity has been thrown at them. The young men have been reaping the benefits of their fathers' industry and enterprise; their accomplishments have not been founded on personal knowledge and experience.

"The result is that the recent crash

has hit them very badly; rattled them a bit. They will, of course, recover, but they are not in shape to face and overcome shocks like this old country of ours.

"To my mind it would be an ideal thing if, say, 10,000 of our young men between the ages of 30 and 40 could go over to the United States to study and assimilate American methods. The early training of our young men, that something based on British stolidity and tradition which, to quote Kipling, has taught them to

Meet with Triumph and Disaster,
And treat those two impostors just the same.

is just what, as I see it, is required to be combined with American 'kick' to make the ideal business man.

BRITAIN NEED NOT FEAR.

"While our men are in the United States let us have 10,000 of their young men over here, and I venture to think that the outcome will be such an improvement in industry on both sides of the Atlantic that neither America nor Great Britain need have any fear for the future.

"But anyhow I have perfect faith in Great Britain. The last ten years have been anything but good years for the nation, and yet we are standing foursquare to face our competitors in all parts of the world. We are tried but not defeated by industrial depression. Could we but have a Government the members of which were drawn from the best business brains of the country, irrespective of politics, our recovery, sure though it is, would be infinitely more rapid.

"The Government that industry wants is one which will insist upon national economy, reduce the income tax, and have a better understanding of the needs of our vital industries—and then who dare think that Great Britain will not excel even her own great past?"