

# Workers Mourn Sir Louis Baron:

## "He Knew Us All"

OFFICIALS and employees at Carreras, Ltd., were mourning to-day Sir Louis Bernhard Baron, their chairman and managing director, who died suddenly at his country home, Holmbury House, Holmbury St. Mary, Surrey, last night, in his 58th year.

Soon after the employees had started work to-day a meeting of directors was summoned to decide what steps should be taken as to the constitution of the board. It is expected that his nephew, Mr. Edward S. Baron, who is deputy-chairman, will succeed Sir Louis in the chairmanship.

Sir Louis had done all in his power to keep the "human touch" between employer and employee that his father—Mr. Bernhard Baron, who purchased Carreras in 1903 and died in 1929—had created.

An official of the firm told the "Evening Standard":

"He was the most kindly of men. Everybody regarded him as a friend. He knew everybody and was interested in us all.

"It was not long after his arrival in the morning usually that he would walk from department to department of the factory, having a kindly word for almost everybody.

"He was not the man to come to his office, stay for two hours in strict seclusion, and then leave. He took a personal interest in every small detail and in every employee. His manner on these tours was quiet but enormously encouraging.

### WELFARE INTEREST

"He would ask if the heating was quite satisfactory, or if we felt that the atmosphere might be becoming a little too warm. He wanted everyone to feel that in the working conditions provided by the company work was a pleasure. No dust was allowed to remain anywhere.

"He was especially interested in the working of the welfare section which looks after the interests of the workers. He often asked how various employees were progressing in the convalescent home opposite Queen's Park, Brighton, which his father provided for those who had become

(Continued on PAGE FOUR)

## Sir Louis Baron

(Continued from PAGE ONE)

'run down,' or who were recovering from an illness.

"If any employee was troubled over some matter he found that Sir Louis was most approachable."

An elderly employee told the "Evening Standard":

"All I can say is that Sir Louis carried out fully the promise he made to us all at the first company meeting after his father died. He said that he was aware of the firm's reputation for liberal and considerate treatment of its workpeople and that he would continue the policy in the belief that the employees were worthy of such treatment and gave of their best in return.

"He has always been a friend to me. I can hardly believe he has gone."

Sir Louis attended the opening by Princess Helena Victoria of the Bernhard Baron Y.M.C.A. Memorial Hall at Hove on Saturday and at Sir Louis's invitation the Princess unveiled the memorial bust of the late Mr. Bernhard Baron in the entrance lounge.

Several friends visited Sir Louis and Lady Baron at Holmbury House on Sunday. He then appeared in excellent health and spirits.

Shortly before 7 p.m. he went up to his dressing-room to dress for dinner and suddenly collapsed. A doctor was summoned, but Sir Louis died almost immediately.

Death is believed to have been due to a heart attack.

### BENEFICENCE

Sir Louis, who was created a baronet in January 1930 for public and philanthropic services, continued the policy of beneficence initiated by his father, who left £1,000,000 for charitable purposes.

Sir Louis had been associated with his late father's business since he was a young man. He was first associated with Baron Cigarette Machinery Co., Ltd., who were the pioneers of cigarette-making by machinery in this country, and for the past 26 years with Messrs. Carreras, Ltd.

In 1913 he married Miss Elise Richter, daughter of Mr. Bruno Richter, of New York. There are no children.

Sir Louis was always at his office at a quarter to nine in the morning, and he rarely left it earlier than six in the evening.

He spent nearly all his spare time at Holmbury, of which he was very fond.

Among Sir Louis's many benefactions were a generous gift towards the provision of materials for playing fields in the Rhondda Valley and a benefaction of £20,000 for the Bernhard Baron Memorial Hospital at Papworth.

### TOBACCO SHARES MARKED DOWN

Following the sudden death of Sir Louis Baron, the shares of the Carreras Company were marked down to-day on the Stock Exchange.

The "A" shares fell from 8½ to 7 27-32, "B" shares fell from 20s. 6d. to 19s. 9d.

It is not considered that the prospects of the company are adversely affected by the sudden death of the chairman, but the removal of a competent leader is bound to have a sentimental if only temporary effect on the value of the company's shares.

As prices had been rising for some days previously, the death of the chairman would no doubt cause some cautious holders to realise.

For the first time we are tackling the question of higher speeds. New Havilland types like the four-engined and the DH 89 Dragon, with 2 x H.P. 6 cylinder Gipsy engines will be to cruise between 140 and 150 miles hour with seats for 6 or 8 passengers. we are still a long way behind American practice.

America the use of larger aerodromes enabled faster landing.