

We appeal to those who are anxious about the future of the English country-side. Not only do we need the help of skilled agriculturists to make New Town farming a success, but we wish to see also the life of the town overflowing through a wide district, invigorating and re-creating the surrounding villages.

We appeal to those who are concerned about our present educational system and methods; to those who are eager to see a new race growing up in our country, healthy in mind as in body, and eagerly pursuing the perfections. In New Town, we seek to use the experience of many minds and many ages in order to provide the right conditions for such a growth.

We appeal to men and women who, because of the war, have lost their old positions, or wish to make a change into some work of more direct service to their nation. We appeal, for example, to all who wish to give their main energies to social service or philanthropic work. Let them consider whether they cannot help their fellows more effectively by building up new conditions in a new place, rather than struggling to mitigate the ever-accumulating troubles in some old, unhealthy slum; and whether at the same time their own lives cannot be made more genuine and complete by taking some share in the productive work of the world.

We appeal to those who cannot give personal service but who can give money. Large sums are needed at once; to cover all the ground we have surveyed in this book, any amount up to a million pounds of capital could be well used. The social conscience is rapidly becoming more and more sensitive on the subject of the getting, investment and spending of all incomes above what are required for personal or family needs. The general opinion is becoming inclined to suspect the legitimacy of all large incomes, and more men than ever before are uncomfortable on the subject and anxious to make right use of their