

We appeal to men of technical and business experience to come and apply their powers and knowledge in order to ensure that New Town and its industry shall be scientifically and economically organised and managed. Many of the best equipped men of to-day are serving city or state for a fixed salary and finding satisfaction in the sense of their social usefulness. Many others, in their own businesses, work with little thought for personal reward. It is not true that the incentive of great personal profit is necessary for the production of the best work in these matters. There should be little difficulty in equipping New Town on this side.

We appeal to keen Trade Unionists and to "Labour" enthusiasts to come and join us, with all their democratic experience and special knowledge of the problems of combination and of production. We feel at present that the promoters of New Town are too much drawn from the "middle class." More of those who represent directly the class of manual workers are needed in our councils, so that mutual confidence may be established and one-sided views avoided. Many of the features of New Town are designed to abolish that separation of classes and of interests which is so horribly interwoven into our social system to-day.

We appeal to those who wish to see daily labour redeemed, no longer to be, as so often now, an uninteresting round of toil, resentfully endured, but becoming a means of communion with Mother Earth, of creative expression for the human spirit, and of fellowship in service.

We appeal to all who believe in the necessity for a new emphasis on full and free association in labour and in life; in particular, to those who have worked for the existing co-operative movements. Surely they at least may hope to see some of their dreams coming true in such a New Town as we invite them to build with us.