

CHAPTER IV

NEW TOWN INDUSTRY

"Men will gladly labour if they feel that their labour conspires with that of all other workers for the general good."—"Æ."

It is not the planning and building of houses that will make a really New Town, but the right ordering of the occupations and relationships of its inhabitants. Our interests, our incomes, our habits, the scope of our lives, depend very largely on the nature of our daily work. It is of fundamental importance, therefore, that "New Town Industry" should be launched on lines as right in principle and method as our foresight can make them. We believe that, given the right spirit, it is possible by a new enterprise of this sort, in industry as in other matters, so to prepare the ground that rapid growth in the right direction may be expected.

The present industrial system and its Results. The confusion and cruelty of our present industrial system is due at bottom to the fact that it has exalted the acquisitive and competitive motives in life, and given a low place to service and creativeness. The daily work of men is generally determined for them, not because of its usefulness or the joy that is in it, but because other men exploit their labour to make a profit, and society has provided no alternative means of life. Profit-making has become an object of worship, and the cult has spread naturally from the world of industry to those of education, literature and art.

And what have been the results? Ugliness, insincerity in work, degradation of the human form and of