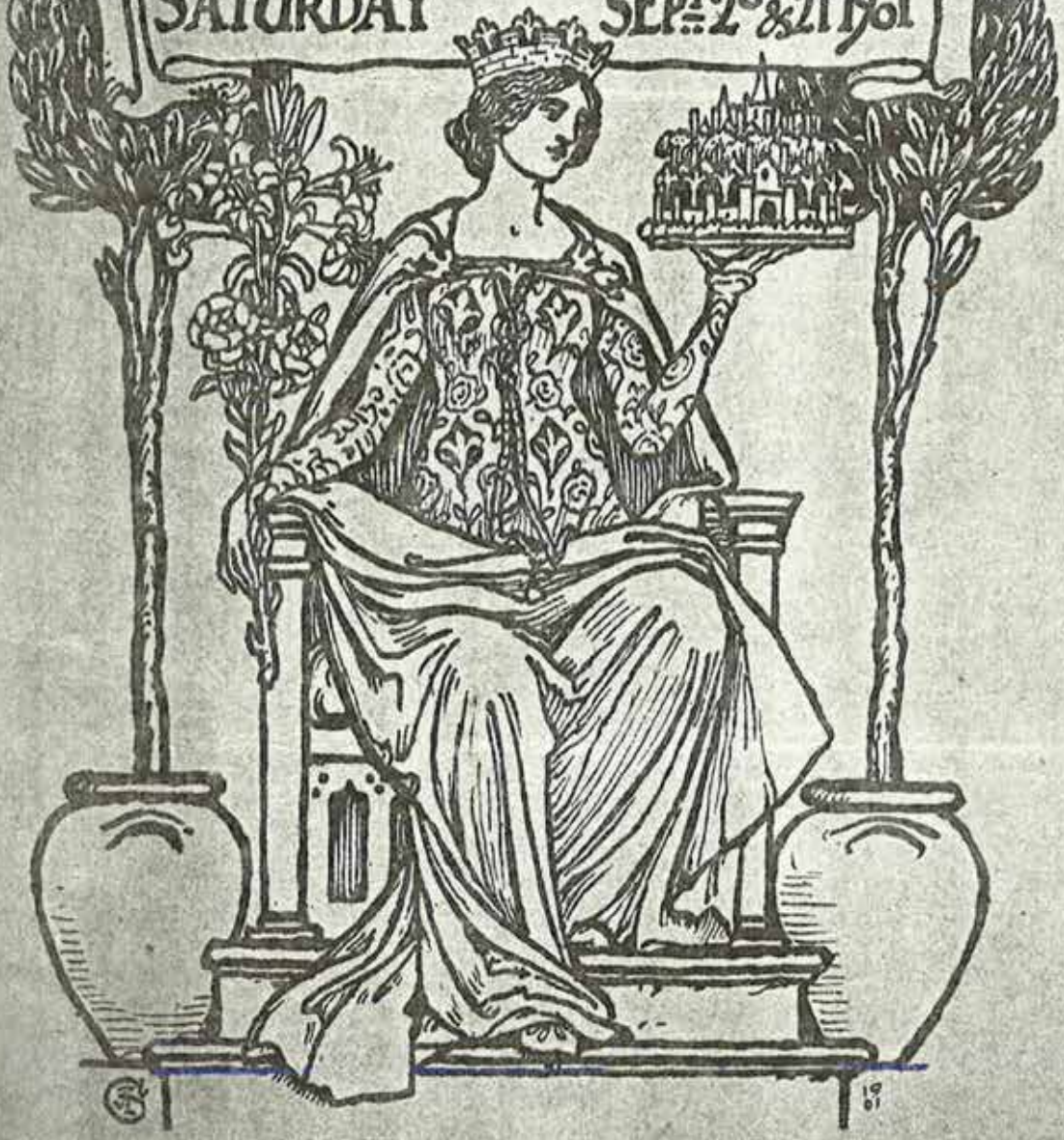
PROGRAMME OF THE GARDEN CITY ASSOCIATION CONFERENCE AT BIRMINGHAM & BOURNEVILLE ON FRIDAY & SATURDAY SEPT 20TH & 21ST 1901



"In warm moments make your resolution, and in cold moments make that resolution good."—*Professor Tyndall.*

"I decline to accept the conclusions of men who imagine that nothing has been or can be beyond what they have known and experienced."—*Lyman Abbott.*

"Our doubts are traitors, and make us lose the good we oft might win by fearing to attempt."—*Shakespeare.*

"Higher types of Society are made possible only by higher types of nature, and the implication is that the best industrial institutions are possible only with the best men."—*Herbert Spencer.*

INTRODUCTION.

THE experiment which Mr. George Cadbury has carried out at Bournville is often referred to as a step in Housing Reform, and as such it is of the highest importance. But those of us who are acquainted with the social life of our industrial classes, and of the extremely poor, not only in our large cities, but also in our villages and hamlets, and who have observed the strained relations which frequently exist between Capital and Labour, to the detriment of both, and to the serious loss of our country, must regard the statesmanlike enterprise of Mr. Cadbury as much more than a mere contribution to the solving of the problem of how to provide better and cheaper houses for the working classes. It is a great and earnest effort to solve on sound economic principles, and at the same time in a kindly spirit, the problem of the best relations between employer and employee; to bring into hearty co-operation the two great factors in production; to eliminate the spirit of rivalry between master and man, and thereby to encourage the growth of incentive in the latter, and the higher qualities of nature in both. It is the germ of a revolution in our social and industrial system, which, if the example be widely followed, or even permitted to expand, will have the effect of improving the physical and therefore the moral and intellectual condition of our people, and in securing the true welfare of our country. As such it deserves the most earnest consideration of all manufacturers, and of political and municipal statesmen. Recognition of this fact has induced the Garden City Association to hold a conference to consider how far the example of Messrs. Cadbury may be followed, to what extent public bodies can co-operate with such movements, and how the principles set forth in Mr. Howard's book "To-morrow" may be immediately carried out with the object of accelerating a combined and conscious effort.

How far the example may be followed rests largely with individual manufacturers. That the removal of works from large cities is attended with great practical difficulties no one will deny, but that it can only be carried out by philanthropic manufacturers who are prepared to lose money in doing so, is not true in fact. It has been proved that such a removal may be to the considerable financial advantage of the manufacturer. A certain amount of risk, some trouble, and considerable initial outlay, has to be faced in the case of individual removals, and this the ordinary manufacturer, with no thought for his workers, is not prepared to encounter. When he does, it is generally under compulsion; he acquires, perhaps, leasehold land, or only sufficient freehold, on which to build his factory; makes no provision for his workers unless compelled; and thinks that his responsibility begins and ends with paying his servants' wages. Such employers do not perceive that their short-sightedness is their own loss; and overcrowding for them has no terrors so long as certain immediate advantages are obtainable.

So far as those manufacturers are concerned who are employed in preparing the raw produce of the land for consumption, it is surely unfortunate that they have not sufficient foresight and enterprise—apart from public spirit—to erect their works in rural districts. Why, for instance, should any densely populated neighbourhood be chosen for manufacturing jam? While the labourer in the country cannot get work on the land, while fruit growers are losing money because of heavy freight, commission, and overstocked markets, and while local authorities are at their wits' end to get accommodation for the people already employed in the city, it is unfortunate that large jam manufacturers are still building jam factories in the heart of our slums. Even when under such conditions, profit-sharing or co-partnership is adopted,—in order to encourage the workman to exert himself more and take greater interest in the business—thereby making profit-sharing a purely commercial transaction—there is no material advantage to the worker whose bonus is either swallowed up in high rent or in drink, to which he flies, because perhaps he has nothing better to amuse or employ him, or because he is without the purifying influence of home life.

Mr. Cadbury's solution for the depravity which arises from city life is "to get the people back to the land." He speaks with forty years of experience behind him, and after having on his own account succeeded in applying this solution to his own work-people. Many manufacturers recognise, as he has done, that there is a great responsibility attaching to their positions as employers of labour, and as citizens of this great country; that they ought to do all that in them lies for the comfort and well-being of the people in their employ; and that the physique of the British race is on the down grade, largely because of the neglect of these responsibilities in the past. But their continued efforts to alleviate the effects of a bad system,

and to improve the lot of their work-people in crowded districts, is met with such feeble success that they become doubtful as to the ability of the labourer to rise to the level of improved conditions. But if instead of trying to relieve the misery which results from overcrowding, if instead of merely giving a money bonus to their workers to be swallowed up in high ground rents, they would use their efforts to remove the cause of that misery, and to provide cheap and healthy homes for their workers, by taking the people back to the land, then they would become convinced that the weakest of human beings will respond to improvement when the proper methods are adopted to secure it.

But it is hoped that the Garden City Association Conference will do more than lead other manufacturers to realise that Bournville provides a solution to housing and industrial problems—and let me add incidentally to the problem of depopulation of rural districts—that it will also encourage local authorities and co-operative societies to consider how they also can assist in this great work. "Our main object is," Mr. Cadbury says, "to develop the physique of the nation; and supposing that land could be acquired cheaply enough, I should recommend action on similar lines to the London County Council and other great municipal bodies." Can this be done without alteration of existing laws? It is feared that public authorities are not in a position to follow Mr. Cadbury's advice, because their powers are, unfortunately, not so great as those of private individuals. That some alteration in the law is desirable no one will deny, but until this has been secured why should not every public spirited man and woman unite to carry out this great national reform? If municipalities find a difficulty in following the example of Bournville, the individuals who compose these bodies can help the Garden City Association to do it, by their work and influence.

The day is past when the "Garden City" idea may be regarded as "utopian," and Bournville proves that it is not only practical for one manufacturer to move, but that the results to the social well-being of the people are such as to justify immediate action on similar lines all over the country.

It is suspected by some that it may not be so easy for the Garden City Association to carry out its scheme of a "combined movement of manufacturers and co-operators," as it is for one great manufacturer to migrate on his own account. Yet, I believe it is generally held by many of our most distinguished members that many of the practical difficulties which confront individual manufacturers would not have to be faced by those who took part in a combined movement. When an isolated movement is contemplated, a great difficulty arises of acquiring cheap land in combination with railway and other facilities. By purchasing a large site the Garden City Association will overcome this difficulty. Another difficulty which individual manufacturers have to face is that considerable fluctuations take place in the amount of labour they require at different periods of the year; and some manufacturers require a larger percentage of male than female labour, and *vice versa*. It would obviously be difficult for such manufacturers to migrate alone, but to their advantage, and that of their workers, if a sufficiently varied class of manufacturers were induced to establish themselves in "Garden City," so as to provide certain and regular employment.

One great advantage of the creation of a Garden City on the principles advocated by the Association would be that there would arise an excellent opportunity for associating some of the minor industries with agriculture and gardening, a combination which many economists believe to be a solution of labour and agricultural problems.

Many other advantages, greater than these I have referred to, are bound to suggest themselves to all who are conversant with the evils connected with our social system. By creating Garden Cities we may not succeed in drawing many of the very poor away from large cities, but we may prevent many from joining the ranks of the downtrodden masses in future, and therefore avoid a danger to our national existence. We may not get many of the people who are once settled in the slums to go "back to the land," but we may do what is, after all, equally important, we may and can divert the incoming tide of population, and what reformers most deplore is the power of these tumours to attract and absorb the blood, and brain, and sinew, of our country districts. We can all help in counteracting this evil, and though, in the words of Goethe, "the little that is done seems nothing, when we look forward and see how much we have yet to do," yet, like Mr. Cadbury, we have the power to make a beginning and bequeath an example.

T. A.

BOURNVILLE.

Mr. George Cadbury's Gift to the Working People of England—Interviews with the Founder and the Lord Mayor of Birmingham.—The Possible Effects of the Scheme upon the Housing Question.

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THE principal feature of Mr. George Cadbury's great housing experiment is its extreme elasticity. It is conceivable that in the course of the next generation the scheme that was announced to the public at the beginning of the present week will have spread, not only to the northern borders of Worcestershire, but—at intervals—throughout the length and breadth of England. For under the deed of foundation the trustees to whom the property is committed are empowered to acquire land, and to erect and to adapt working-class dwellings, &c., *in any part of Great Britain.* The experiment, therefore, is not a Birmingham experiment pure and simple—it merely starts at Birmingham. It is a national experiment that marks a new departure in the housing question, and from this point of view is of the highest importance to public bodies that are concerned with the problem of how to provide cheap, convenient, and sanitary accommodation for the working classes. It may be that the scheme provides the key to the situation, and in that case Mr. Cadbury will go down to posterity as the foremost municipal statesman of the age. But in any event it deserves most earnest and serious consideration.

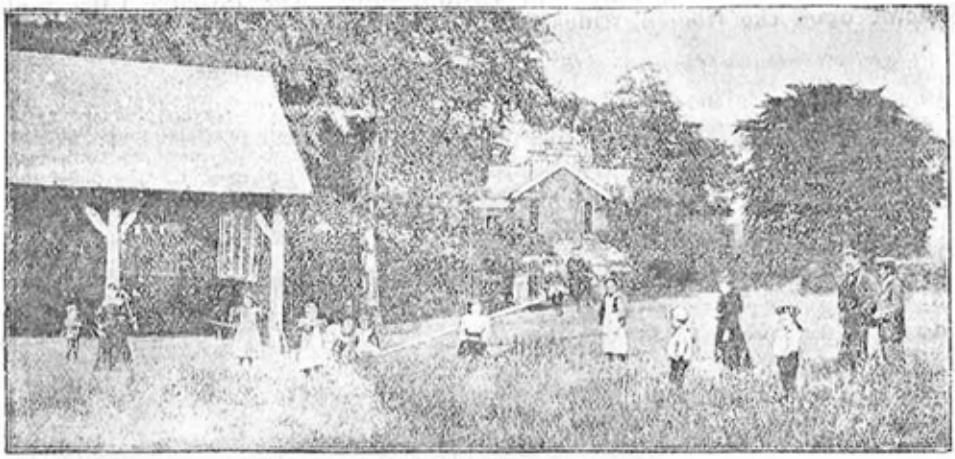
BOURNVILLE LANE, SHOWING HOUSES BUILT TWENTY YEARS AGO.

Let Mr. Cadbury himself explain, as he did to me during an interview at Bournville on Tuesday, how the scheme originated, and what is its object. "The public announcement of the experiment would not have been made just now," he said, "had it not been for the fact that the London County Council and other important municipal bodies are preparing great housing schemes, and that I feel so strongly that it would be a lamentable mistake to herd the working people together in localities other than those they now occupy, thereby creating more slums. Personally I should have liked to have kept the deed private, but I have worked for forty years among workmen, and know the great difficulty they experience in finding evening occupation after they have left the workshops in which they have been closely confined during the day. I know the Birmingham housing question by visiting the men in their houses in the city, and I have had the great privilege of reforming many hundreds of drunkards there. The question that came to me was, 'What have you to offer working men in the evening, except the public-house?' And this was the answer I arrived at: 'The most legitimate occupation is for them to come back to the land!'

"We found that about a sixth of an acre is as much as a man working in a factory can cultivate in his leisure time, and we are very anxious in our scheme to prevent men of small means getting into houses that are able to employ gardeners. Our main object is, of course, to develop the physique of the nation: and supposing that land could be acquired cheaply enough, I should recommend action on similar lines to the London County Council, and other great municipal bodies. When the accumulation of revenue from this estate is sufficient to buy another estate, we hope to proceed in a somewhat different way. Incidentally, I may mention that we strongly believe in Mond gas engines, the use of which would obviate the necessity for large chimneys, and would prevent smoke. Supposing that an estate of two or three hundred acres was purchased by the trustees, one fifteenth of the land—situate in the centre—would be set apart for twenty factories of various kinds, covering an acre each. Of the remaining and surrounding fourteen-fifteenths one tenth would be devoted to open spaces, and the rest to the erection of dwellings, to occupy about six to the acre. The result would a healthy working population living around their work. Our estate is not populated entirely by workmen from our own factories. A large number of men employed in Birmingham cycle in and out every day, and the results of their families living in the fresh air have been most advantageous. One of the most interesting features of my experience by the bye, has been the large numbers of women and children who have assisted their husbands and fathers in the gardening operations. The scheme here has been in operation about six years, and we have always had this result in view—as a matter of fact it has been the purpose of my life from the

* Copies can be had at 6, Salisbury Court, London, E.C.

first. I can see no other way of saving England, for if a man works in the factory by day and sits in the public-house by night what can you expect but a poor, emaciated creature without physical or moral strength? Some of the well-to-do people around here complain that we are spoiling the country—perhaps there are fifty of them altogether. We may have spoiled it for them, but we have been able to secure healthy accommodation for some seven or eight thousand. It is a case of the greatest good for the greatest number, which surely represents a condition of things that every patriot who wants to see England a great country must long for."



PLAYGROUND AT THE BENCHES.

Mr. Cadbury's housing scheme is obviously an exceptional scheme. We propose to show in detail what it is, and what are the results it is likely to achieve.

THE COLONY OF BOURNVILLE.

Messrs. Cadbury's famous chocolate works lie in the vale of the little town of Bournville, about four miles distant from Birmingham, and easily accessible from the city by an excellent service of trains. Upon the hills that rise at the back of the works is the model colony which is to be handed over to a Trust and developed as "the small

THE GIRLS' PAVILION.

contribution" of the firm towards the solution of a great problem. It is not the object of this article to describe in detail the many provisions that have been made by the firm for the comfort and happiness of the workpeople in their employ. If it were, much could be written of the excellently-arranged, well-lighted and well-ventilated workshops, the recreation grounds that are provided for the girls and the men, the swimming baths and all the other means of healthy recreation and amusement that have made the employees of Messrs. Cadbury among the happiest and most contented people in the world. I saw the great dining-room, in which many hundreds of young girls—all dressed in the cleanest of white gowns—were partaking of their mid-day meal, and irresistibly thought of their sisters in London, consuming their unwholesome food in the dark and dingy eating-houses that abound in the districts of industry. I

saw, too, the picturesque Almshouses, with their almost baronial halls and courtyard, where old people are ending their days in peace and quietude, and also the Convalescent Home, where stricken Salvation Army captains and officials are taken in and cared for, and poor little sick children from the smoke of the city are nursed until all are well again and fit—although, perhaps, not ready—to recommence the battle in the greater world.

And all around, following the natural undulations of the well-wooded ground, rose "streets" of houses that were as picturesque as their surroundings—regular here, irregular there, but never wearying the eye with one monotonous style of architecture. No three houses together were alike, and all were semi-detached. Some were built entirely of brick, but in others—and they formed the great majority—there were artful insertions of wood and plaster work, and oaken ogres grinned from underneath the bedroom windows. The butcher's shop was a veritable object lesson in artistic architecture; the post-office was a picture; and "Ye Olde Farm Inn," standing a little way back from the Green was the abode of contentment and peace, instead of boisterous roysterings and loud-voiced argument. Almost all the houses had little pieces of forecourt, and all possessed substantial gardens at the rear. For six shillings a week, including rates and taxes, the tenant can get a cottage containing three rooms upstairs and three down, with a patent bath thrown in, and for those whose incomes are greater there are houses with more rooms and larger which may be rented by those lucky enough to get hold of them—for nine shillings weekly, with rates and taxes extra. The houses are well lighted and well drained, the sewage system forming part of that of the Birmingham Corporation, from which the gas and water are also obtained. All these are the houses of the Trust.

THE POST OFFICE WITH VIEW OF THE LANE.

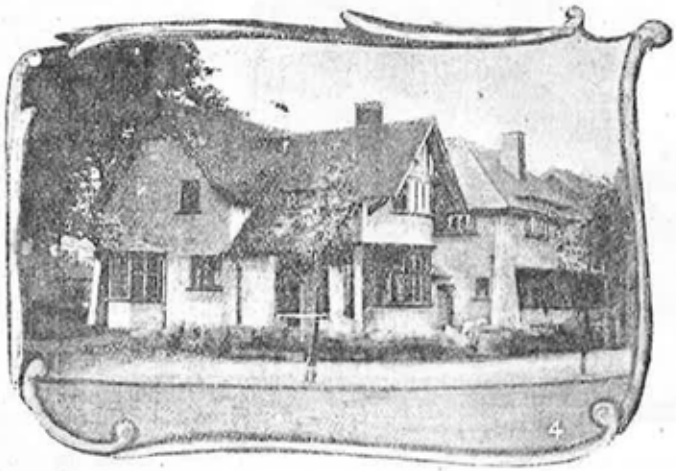
The whole estate at Bournville consists of about 416 acres, with 439 cottages erected upon it. Mr. George Cadbury has given to the Trust 330 acres, of which about one-third has been laid out. Upon this portion of the estate 370 cottages have been built. Of these 143 have been sold at cost price on leases for 999 years, 3 per cent. being charged to those who paid less than half of the cost, and 2½ per cent. to those who paid at least half the cost. The remaining 227 cottages and shops are let to weekly tenants, and the rents of these, ground rents, &c., are paid into the trust. There are about 200 allotments, which are in much demand from the inhabitants of Bournville and of the adjacent manufacturing villages. There are two gardening classes for about 30 youths, each of whom has a small plot to cultivate, and these classes are under the care of the Worcestershire County Council. The total rent roll, exclusive of repayment for cottages sold, is £5,246 a year, which, after current expenses are paid, is devoted to the development of the estate and the building of more cottages. The value of the gift is estimated at £170,000 to £180,000. It is Mr. Cadbury's conviction that recreation found in gardening, instead of costing money, will produce from one-eighth of an acre vegetables and fruit worth at least 2s. 6d. per week, thus yielding a good return to the cultivators, and encouraging a larger use of vegetable diet by their families. It is computed that land under pasture yields on the average less than £5 worth of food to the acre, whereas several experiments have proved that land under spade culture will produce ten times as much, or more than £50 worth of food to the acre. By thus converting

COTTAGES WITH GARDENS, LINDEN ROAD.

pasture land into land under spade culture, the wealth of the country will be increased, and England will be less dependent upon supplies of food from abroad.

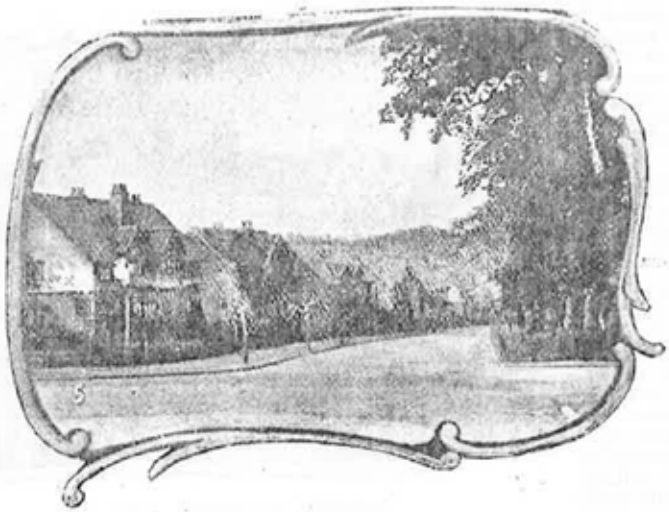
THE CONSTITUTION AND POWERS OF THE TRUST.

The legal document which founded the "Bournville Village Trust" bears the date of December 14th of last year, so that the scheme is already in operation. The Trust is at present in the hands of the Founder (Mr. Cadbury)



CORNER OF MARY VALE ROAD.

and several members of the Cadbury family, but it is provided that "so soon after the death of the Founder as the number of trustees is reduced to less than four," the constitution of the Board shall be four non-official and three official trustees. The non-official trustees will be the then existing trustees and others they may appoint to complete the quartette, and the official trustees will be appointed—one by the Society of Friends, one by the City Council of Birmingham, and one by the District Council of Kings Norton and Northfield. Women are not disqualified from



LINDEN ROAD.

becoming members of the Board of Trustees, providing that not more than three act in that capacity at the same time.

The powers of the Trust are ample. Trust property may be applied towards the erection and adaptation of buildings and the acquisition of land in any part of Great Britain, and arrangements may be come to with railway and other companies for providing cheap means of transit. It is the desire of the Founder that dwellings for working

people shall, so far as possible, occupy about one-fourth of the sites, the remaining portions to be used as gardens or open spaces. The rents are "if practicable" to be fixed on such a basis as to make them accessible to persons of the labouring and working classes, whom it is Mr. Cadbury's desire to attract from the crowded and insanitary tenements "which they now inhabit, without, however, placing them in the position of being recipients of a bounty." Any part of the Trust property may be used for shops, factories, &c. But the Founder suggests that no factory shall occupy more than one-fifteenth of the total area of the estate on which it may be built. The Trust may erect "common and other lodging houses," and, in fact, take steps "for any purpose tending, in the opinion of the trustees, to the convenience, health, comfort, moral welfare and improvement of the tenants and their families, such as means of transit, lighting, and water supply." Subscriptions and donations may be made to hospitals, dispensaries, and other charitable institutions, providing that the grants do not exceed one per cent. of the annual net rental income, and expenditure may be authorised with the object of acquiring reports and information in regard to undertakings and schemes in Great Britain or abroad which have for their object the amelioration and improvement of the condition of the working classes. Money may be borrowed "with or without mortgage or pledge of any part of the Trust property," and land may be given for the erection of places of worship, hospitals, dispensaries, and convalescent homes and schools. Buildings already erected may be given for like uses, and others may be built and and fitted up as libraries, technical institutes, schoolrooms, museums, reading rooms, gymnasia, clubs, laundries, baths, wash-houses, and recreation halls, and money may be given for such purposes as lectures on gardening and bee-keeping, &c., "tending, in the opinion of the Trustees, to the health, mental, moral, and physical welfare of the tenant and their families." Joint working with public and other bodies is provided for, and efforts may be also made to obtain Acts of Parliament and Royal and other charters which may further the objects of the Trust. The deed of foundation is especially precise upon the point that the institution is to be absolutely unsectarian and non-political in character. "The administration of the Trust," says the document, emphatically, "shall be wholly unsectarian and non-political, and there shall always be a rigid exclusion of all influences calculated or tending to impart to it a character sectarian as regards religion or belief, or exclusive as regards politics, and it will be a violation of the intention of the Founder if participation in its benefits should be excluded on the ground of religious belief or political bias."

VILLAGE SHOPS, WITH HALF TIMBER WORK.

Special precautions are taken for the regulation of the drink traffic. Mr. Cadbury's original desire was to prohibit the sale of intoxicating liquor entirely, but as this course was represented to him as impracticable, he consented to its supply under certain restrictions. The clause relating to this subject provides that none of the buildings "shall be used for the manufacture, or sale, or co-operative distribution" of any intoxicating liquor, except by the unanimous consent of the trustees. The latter, too, may impose such restrictions as they think fit, always providing that the net profits are devoted to securing for the village community recreation and counter attractions to the liquor trade as ordinarily conducted." At the same time the trustees are to bear in mind the intention of the Founder that the sale, distribution, or consumption of intoxicating liquor shall be entirely suppressed if such suppression does not in the opinion of the trustees lead to greater evils."

Among municipalities the scheme has created intense interest, it being recognised generally that, as I stated at the commencement, a new departure has been taken in the treatment of the housing question.

The Corporation that is the most immediately affected by it is, of course, Birmingham, which is at the present moment actively engaged in the work of slum clearances. The Lord Mayor (Alderman S. Edwards) told me during a short interview I had with him on Tuesday that the City Council would take the earliest opportunity of placing on record their high appreciation of Mr. Cadbury's munificent gift. It gratified him beyond measure that the generous donor had in his constitution of the Trust recognised the importance of the civic idea in modern life. As to the scheme in general, it reminded him of the ideal city pictured in the eighth chapter of Zechariah, where it was written, "And the city shall be full of boys and girls playing in the streets thereof"—"playing, mark you," emphasised Alderman Edwards, "not selling papers and matches, and learning obscenity from their seniors." "The housing problem in Birmingham," he continued, "is a terrific problem. This scheme of Mr. Cadbury's deals with a section of it, and it is conceived on the loveliest lines. But you know as well as I know how difficult it is to touch the submerged—the very poorest. It is not a matter of intelligence; it is a matter of instinct. Some men have the right instincts; others have intelligence without instinct. I would rather have the rough, uneducated man with proper instincts to deal with than the cultered man who is wrong in his nature."

WHEN WORK IS O'ER.

What is the Garden City Association?

Garden City Association is the outcome of a book. In October, 1898, was published *To-morrow: A Peaceful Path to Real Reform*, a little volume in which the writer, Mr. Ebenezer Howard, advocated building in the heart of some agricultural district in England a town where the most approved modern methods of engineering and sanitary science should be adopted, and the utmost attention should be devoted to the securing of healthy and beautiful homes and conditions for all the people. The entire feasibility, on economic, commercial, and financial grounds, of such a project was shown; as well as the enormous advantages which it would enable the inhabitants of the proposed town to realise, and the impulse to the whole nation's social development likely to come from the knowledge and experience that would be acquired, and from the object lesson taught, in the working of such an enterprise.

There is no doubt that the success of one Garden City would lead to the building of many others, and by this means—

1. The migration from country districts into very large cities would be gradually checked, and finally reversed.

2. A vast area of new and profitable employment would be gradually opened up, affording a new outlet for talent, for industry and for capital, and tending to the gradual absorption of the unemployed.

3. The productive forces of the community and the "effective demand" for commodities would be enormously increased.

4. Social and economic reforms, now apparently impracticable, would be rendered feasible.

CONGESTED AREAS AND THE PROBLEM THEY SUGGEST.

There is a general consensus of opinion that the continual growth of our large cities and the decline of population in country districts is an unhealthy sign.

The problem to be solved may be stated thus:—How, in the midst of the fresh air and beauty of the country, to create opportunities of profitable industry, prospects of advancement, and pleasant forms of social life, more attractive than any to be found in our present towns and cities? How to stem the tide of migration from country to town, and even to turn it back, by means of more powerful magnets? How to combine with the advantages of country all the advantages of town? How, in fact, to marry town to country, that from the union may spring a new hope, a new life, a new civilisation?

A SEARCH FOR THE REMEDY.

The causes of aggregation in towns may be summed up as "attractions." Cities, in other words, are somehow magnets which draw the people towards them; while the country is also a magnet, but one of less power over the average member of the community. The only remedy—setting on one side, as contrary to English institutions, anything in the nature of enforced migration—must, therefore be through the discovery of a form of life possessing greater attractions than our present cities possess. This superior force is to be found in a combination of town and country life, possessing superior advantages over either city or country life, from the point of view of

(*a*) Health and Beauty.—Garden City must be a true city of homes, delightful to the mind and wholesome to the body.

(*b*) Justice.—Garden City must be an advance towards juster conditions, inclining the balance in favour of the weaker and more helpless members of society.

(*c*) Variety of Occupation.—Garden City must offer scope and a home for the greatest possible variety of workers and callings.

(*d*) Wealth.—Garden City must possess greater productive power, and raise "real wages" by increasing the purchasing power of the wage-earners.

(*e*) Recreation.—Garden City must offer better opportunities of social intercourse and amusement than can be enjoyed under present conditions.

(*f*) Light Rents and Rates.—Garden City must offer the lowest rents and rates consistent with a high municipal standard.

Such a combination, appealing to the natural desire felt by all to improve their surroundings, will, if it can be devised, be a magnet possessing the greatest possible attractive force.

Any proposal, therefore, to be effective, must offer a satisfactory answer to the question: How to construct such a magnet? The answer is to be found in the welding together of various proposals, most of which, regarded separately, are by no means new.

THE PROBLEM SOLVED.

1. The first of these proposals is one set forth by Professor Marshall in the *Contemporary Review*, February, 1884. Professor Marshall there pointed out that 150,000 people engaged in the clothes-making trades in London were working against economic principles—that they should not be working where rent is so high—and his contention has since been proved by the voluntary migration into the country, for business reasons, of many employers—as the Linotype Company; the Xylonite Company; Messrs. Lever Brothers, and Burroughs and Welcome.

Professor Marshall proposed that the workmen should be induced, through the efforts of a committee, aided by their employers, to migrate and form colonies in the country. This proposal can be made immediately practicable by combining with it other proposals, several of which have received the endorsement of leading economists and philosophers.

2. The first proposal which the author of *To-morrow* adds to that of Professor Marshall is this: As the migration of a large number of people to a given area in the country will be attended inevitably with a rise in the value of that area—for their coming will turn it from country land into town land—provision shall be made for securing the increased value to the people whose advent has caused it. It is proposed that before such people are asked to migrate the land which they are to occupy shall be purchased, and vested in the names of trustees, who shall hold the same in trust for the new "municipality" to be formed so that the increased value of the land may become the property of the migrating people. The greater part of the purchase money might be raised on debentures bearing a low rate of interest, for which the land, even at its unimproved value would be security.

Professor Marshall admits in the article referred to that, although all would benefit by the change which he advocated, the landlords and the railways connected with the estate would benefit most. In other words, a proposal to benefit the more helpless classes would, in effect, as the professor's proposal stood, chiefly benefit classes which are best able to help themselves. It is surely obvious that the suggested additions to Professor Marshall's proposals, would, if adopted, add greatly to their magnetic force, securing, as they would, for these people most of the benefits due to their migration—because they could thus become their own landlords by the simple process of paying a very moderate rent.

3. It will then become very easy to introduce within the area of the new "municipality" a method of rating advocated by Thomas Spence in 1775. Under this system the "municipality" would be the sole ground-landlord, and ground-rents would be paid to the "municipality" and expended in payment of

(*a*) Interest on the purchase-money;

(*b*) Sinking Fund;

(*c*) In the carrying out of objects the cost of which is elsewhere defrayed out of local taxation; and

(*d*) In meeting rates imposed by local authorities within whose area the estate might lie.

4. A further proposal which in *To-morrow* is combined with the preceding proposals, is that of E. Gibbon Wakefield, set forth fully in his work, *A View of the Art of Colonisation*, and which is referred to by John Stuart Mill in these terms: "Wakefield's theory of colonisation has excited much attention, and is doubtless destined to excite much more . . His system consists of arrangements for securing that each colony shall have from the first a town population bearing due proportion to the agricultural, and that the cultivators of the soil shall not be so widely scattered as to be deprived by distance of the benefit of that town population as a market for their produce."

5. A further proposal which the communal ownership of land makes possible and natural is this: *The whole area will be laid out according to some well-devised plan.* The advantage of a plan carefully considered before building operations are commenced, is that ample provision for parks, schools, roads, factories and homes may be made at the outset, and thus considerable economies may be secured, and suitable sites obtained at a minimum cost. The town being thus planned on scientific principles would, other things being equal, possess a greater measure of productive power than a town built up in a chaotic and unsystematic fashion.

The combination of town and country life on a new site affords a unique opportunity for introducing the best systems of education, housing, water supply, drainage, irrigation, allotments, small holdings, etc., etc.

A CONTRAST BETWEEN THE NEW SYSTEM AND THE OLD.

The following figures will repay careful attention: "Supposed population, 32,000; cost of 6,000 acres at £40 an acre, £240,000; interest at 4 per cent, £9,600. A contribution of 6s. per head per annum would meet this last sum. When fully formed the community might on this basis (and the land will probably not cost so much), for an annual levy of 6s. per head per annum, secure

(1) Building site of not less than 20ft. by 100ft. for each five persons, with a considerably higher average;

(2) Road space of the amplest kind, with broad avenues and a central park.

(3) Ample sites for library, schools, churches, swimming baths, etc.;

(4) Sites for town hall and other municipal buildings;

(5) Land required for railways;

(6) Ample space for warehouses, factories, etc., all of which would be situated on railway, and would thus economise greatly in cartage, etc.;

(7) 5,000 acres of agricultural land.

Contrast this with cost in London. The London County Council are spending £300,000 in providing sites for "model dwellings" for persons to be displaced by the Strand improvements, or at the rate of £550 per average family—not for a home, but for bare space in which to breathe, to sleep, to exist. In Garden City 32,000 persons would for a less sum secure space on which to erect, not barrack dwellings, but real homes, with gardens attached, besides space to work in, space to play in, with bright vistas of stream and meadow and wood.

CONFERENCE.

Chairmen:

THE RIGHT HONOURABLE EARL GREY,

AND

Mr. RALPH NEVILLE, K.C.

SUPPORTED BY

Rev. Dr. Thomas Allen; Rev. Simmonds Attlee; Mr. Percy Baines; Mr. R. A. Barrett; Mr. J. A. Bell, M.P.; Sir M. M. Bhownaggree, K.C.I.E., M.P.; Councillor W. J. Bigwood (Camberwell); Councillor C. H. Bishop; Mr. Gerald M. Bishop; Mrs. Bramwell Booth; Mr. Bramwell Booth; Councillor Bowden, Mayor of Burslem; Mr. Arthur Blott; Mr. James Branch, J.P., L.C.C.; Rev. J. L. Brooks; Councillor Bye (Shoreditch); Mrs. George Cadbury; Mr. George Cadbury, J.P.; Mr. W. T. Charleton; Councillor J. G. Clark (Shoreditch); Mr. Walter Crane; Mr. George Crosoer; Alderman Wm. Davis, Mayor of Leamington; The Rt. Hon. Samuel Edwards, Lord Mayor of Birmingham; Councillor E. Edwards; Councillor R. R. Fairbairn (Worcester); Councillor Rev. W. Falkner (Camberwell); Sir Walter Foster, M.P.; Mr. F. W. Flear; Councillor W. A. Frost (Shoreditch); Mrs. Corrie Grant; Mr. Corrie Grant, M.P.; Mr. J. C. Gray; Mr. Edward Grubb, M.A.; Dr. Winslow Hall; Mr. Cecil Harmsworth; The Hon. Claude G. Hay, M.P.; Councillor A. Hawkyard (Leeds); Councillor G. A. Hardy (Camberwell); Mr. George Jacob Holyoake; Mr. Henry Holiday; Mrs. Ebenezer Howard; Mr. Ebenezer Howard; Councillor G. W. Howlett (Shoreditch); Mr. T. H. W. Idris, J.P.; Mr. H. Clapham Lander, A.R.I.B.A.; Councillor E. E. Lawson (Leeds); Mr. A. L. Leon, L.C.C.; Alderman Lupton (Leeds); Mrs. Macnamara; Rev. E. F. M. McCarthy, M.A.; Mrs. Magrath; Lady I. Margesson; Mr. Richard B. Martin, M.P.; Mr. Alderman R. F. Martineau; Rev. F. B Meyer, B.A.; Alderman J. M. Molesworth; Miss Neville; Mrs. Overy; Councillor Owen; Mr. Alex. W. Payne, F.C.A.; Mr. Alderman Lawley Parker; Councillor Rigby-Pratt (Finsbury); Mr. T. P. Ritzema, J.P.; Dr. H. M. Robinson (Shoreditch); Mrs. Edward Rose; Mr. Edward Rose; Mr. B. Leebohm Rowntree; The Hon. Rollo Russell; Mr. Sydney Schiff; Mr. G. Bernard Shaw; Mr. Alderman Smallwood, J.P. (Stratford-on-Avon); Alderman Dr. Smith (St. Pancras); Councillor G. A. Smith (St. Pancras); Councillor J. Smith (Shoreditch); Rev. H. Bodell Smith; Mr. Albert Spicer, J.P.; Councillor W. Steel (Shoreditch); Miss Julie Sutter; Mr. A. C. Swinton; Rev. Arnold D. Taylor; Mr. Alderman Thompson; Councillor J. J. Tyler (Worcester); Mr. T. Elliott Viney; Mr. Matthew Wallace, J.P., C.C., Mayor of Camberwell; Mr. P. B. Walmsley; Mr. G. P. Watkins; Mr. Herbert Warren, B.A.; Mr. A. T. Williams, L.C.C.; Mr. Aneurin Williams; Mr. A. W. Wills; Mr. John W. Wilson, M.P.; Mr. Raymond Unwin, M.S.A.; and others;

AND DELEGATES FROM

Town, County, London Borough, and Urban District Councils, Religious Denominations, Trades Unions, Trades Councils, Co-operative Unions, Co-operative Societies, Friendly Societies, and many other organisations

Programme of Conference

AT

BIRMINGHAM, on FRIDAY, SEPTEMBER 20th, and at BOURNVILLE, on SATURDAY, SEPTEMBER 21st.

(BY THE KIND INVITATION OF MR. GEORGE CADBURY.)

To consider the experiment of Messrs. Cadbury in removing their works from Birmingham to Bournville; the difficulties and advantages which attend the removal of works from large cities to new districts; how local authorities and other organisations can co-operate with such movements; and the desirability and practicability of a combined movement of manufacturers and co-operators to new areas, so that new towns may be established on land to be purchased for the community.

FRIDAY, SEPTEMBER 20th.

7.30 p.m.—CONFERENCE AT Y.M.C.A. HALL, BIRMINGHAM (close to New Street Station).
Chairman, Mr. RALPH NEVILLE, K.C.

AGENDA.

I. Welcome of delegates to Birmingham by the Right Honourable Samuel Edwards, Lord Mayor.

II. The Chairman will explain the objects of the Conference.

III. Discussion :—

(A) Advantages which attend removal of works from large cities to new districts; how difficulties may be overcome, and the evils of overcrowding in large cities and depopulation of rural districts checked.

(B) How local authorities and building and co-operative societies can best assist in such movements.

IV. Resolution :—

"That the Conference recognises the great evils which arise from bad housing conditions; urges local authorities to put in force the Housing of the Working Classes Acts of 1890 and 1900, and borrow money for the purpose of acquiring land and erecting cheap and good houses for the people: and draws the attention of such authorities, and of building and co-operative societies, to the opportunity which presents itself to them to carry out housing schemes for the benefit of the workers when factories are about to be established in new districts."

V. Discussion upon the Garden City project, the chief features of which are :—

(A) A concerted movement on the part of manufacturers, co-operators and others to new areas.

(B) The increased value of the land to be vested in the community.

(C) The areas to be carefully planned in accordance with the best known principles.

(D) Plenty of open space to be set apart for all time, so that overcrowding may be avoided in the future.

VI. Resolution :—

"That the housing problem can be solved and the congestion in crowded centres relieved by a concerted movement of manufacturers, co-operators, and others to new areas, arrangements being made for securing to the people the whole of the increased value which their presence will give to the sites, and the areas being carefully planned so as to make adequate provision for the individual and social needs of the people, especially with a view to securing for all time the combined advantages of town and country life."

SATURDAY, SEPTEMBER 21st.

9.40 a.m.—Leave Birmingham.

9.57 a.m.—Arrive at Bournville Station. Visit to Village and places of interest, conducted by Mr. GEORGE CADBURY.

12.30 p.m.—Luncheon.

1.30 p.m.—Conference. The Right Hon. EARL GREY, Chairman.

AGENDA.

I. Chairman's Address.

II. Discussion of the following subjects :—

(1) " Co-operation in Garden Cities.'

Paper by Mr. RALPH NEVILLE, K.C., Chairman of the Council of the Garden City Association.

(2) " Manufactures and Labour in Garden Cities."

Paper by Mr. EBENEZER HOWARD, Author of " To-morrow."

(3) " Public Health in Garden Cities.'

Paper by Dr. WINSLOW HALL, M.R.C.S.

(4) " Housing in Garden Cities."

Papers by Mr. H. CLAPHAM LANDER, A.R I.B.A., and Mr. RAYMOND UNWIN, M.S.A.

These papers will be printed and distributed among delegates and members previous to the Conference, and the discussion upon each of the first three will be confined to 30 minutes, after which the writer of the paper will be allowed 10 minutes to reply. The discussion on subject IV. may also be confined to 30 minutes, but each writer will be allowed to make a reply.

III. Resolution :—

" That those present at this Conference, convened by the Garden City Association, desire to express " their hearty thanks to Mr. George Cadbury for the kind hospitality he has afforded them, their deep " sense of the value of Bournville as a step in Housing Reform, and their earnest resolve to do what " lies in their power to follow so splendid an example."

RULES OF PROCEDURE FOR THE CONFERENCE.

The Executive desire that discussion at the Conference shall be as free and open as possible ; but in order to keep the proceedings within practical limits, the following rules have been adopted :—

(1) The time allowed for each mover of a resolution is **fifteen minutes**, and for each subsequent speaker, **five minutes**. This time may be extended, in any case, by leave of the meeting.

(2) All delegates desiring to speak must send up their names in writing to the Chairman on forms, which will be supplied.

(3) Any amendment must be handed to the Secretary, if possible, before the opening of the Conference.

(4) A motion " That the question be now put " may be moved without a speech, and if supported by ten delegates rising in their places, shall be at once voted upon without debate. If this " closure " is carried by a majority, the resolution, or portion of a resolution or amendment then under discussion shall be voted upon forthwith.

Some Expressions of Opinion.

"As you know I am greatly interested in the aims of your Association. The arrangements for the Conference appear to be excellent, and the resolutions to be submitted enlightened and comprehensive. I wish there were more large employers like Mr. Cadbury who, not content with the mere accumulation of wealth, are prepared to set noble examples in applying portions of it towards housing their workpeople under proper conditions favourable alike to health, social amenity, and mental and moral amelioration."—*Sir John Lang, M.P.*

"I am afraid I shall not be able to attend but I shall watch your proceedings with the deepest interest and trust that some practical result may be the outcome of your deliberations."—*Earl of Meath.*

"I have no doubt that the meeting will have an excellent and practical effect."—*The Right Honourable Herbert Gladstone, M.P.*

"I heartily wish success to the discussions, and hope that some practical plan may emerge."—*The Right Hon. James Bryce, M.P.*

"There can be no doubt that the Garden City Association is engaged in a most valuable work, and being, if I understand the situation correctly, a non-party Association, it should be enabled to secure some efficient and far-reaching reforms in connection with the housing, not only of the working classes, but of that vast army of low-paid clerks, whose lot is not a bed of roses. None who are not intimately acquainted with the Housing Question throughout the United Kingdom realise how urgent the subject is, and the extent to which it involves not only the health and vigour of the nation, but how grievously it must affect the industrial capacity of our country if things are allowed to go on as now even for a few years. If one considers how far the word Housing also contains the love of and access to nature and of those pursuits—such as gardening or the study and appreciation of animals—one is appalled at the thought of the vast number of men, women and children who are divorced from contact with the softening and purifying influences of nature and country life, a divorce which has always been simultaneous with the decay of nations. You may be certain, therefore, that if I can humbly aid the general objects of your Association I shall do so with pleasure."—*The Hon. Claude G. Hay, M.P.*

"The objects your Executive is working for are of the greatest importance to the welfare of the working classes and of the whole community."—*Lord Reay.*

"I think your scheme is a very good one where it can be successfully carried out, the principal objects being to connect country life with industrial, and to preserve to the community the unearned increment which industries give to the value of the land."—*R. Hunter Craig, M.P.*

"The objects you have in view command my entire sympathy, and I wish you every success, and trust you may arrive at a satisfactory solution of the Housing Problem."—*David S. Waterlow, Chairman Housing Committee, L.C.C.*

"The Housing Question lies at the root of the physical and ethical future of our people—unless we solve it satisfactorily we must deteriorate morally and physically."—*Reverend Canon Moore Ede.*

"I hope you will have a successful meeting and enable people to realise from the inspection of Mr. Cadbury's remarkable work that the idea of a Garden City is by no means utopian."—*W. H. Dickinson (late Chairman L.C.C.).*

"It is not every firm of manufacturers who are able to offer to those whom they employ the same advantages for recreation and culture, which the benevolence, sense of duty and public spirit of the proprietors of Bournville works have so generously provided."—*The Right Hon. J. Powell Williams, M.P.*

"Mr. Balfour desires to express his agreement with those who think that much is gained by the migration of industries from overcrowded centres to rural, or comparatively rural, districts."—*The Right Hon. A. J. Balfour.*

"I regret very much I am unable to attend what I am sure will be a most interesting and instructive meeting—may it be the means of adding strength to your movement for the better housing of the people, and the re-establishment of real home life amongst the families of the wage-earning classes, which has been so shattered and broken up by the cruel rent-screwing system prevailing in our large industrial towns."—*Sir Robert Head, Bart.*

GARDEN CITY ASSOCIATION.

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WM. WOODWARD, A.R.I.B.A.
T. E. YOUNG, B.A., F.R.A.S. (Past President of the Institute of Actuaries).

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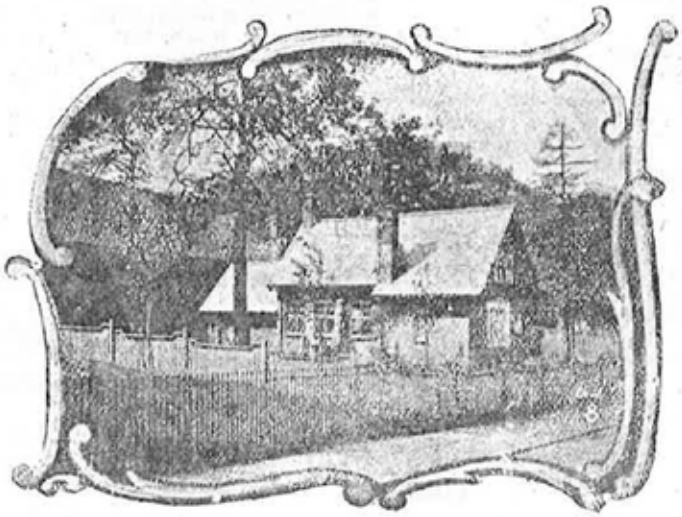
Alderman W. THOMPSON.
HERBERT WARREN, B.A

(The full Council will consist of 24 Members.)

Secretary: THOMAS ADAMS, 77, CHANCERY LANE, LONDON, W.C.



FOURNVILLE ESTATE OFFICE.

We often excuse our own want of philanthropy by giving the name of fanaticism to the more ardent zeal of others.—*H. W. Longfellow.*

To shape the whole future is not our problem, but only to shape faithfully a small part of it according to rules already known. It is, perhaps, possible for all who will, with due earnestness, inquire, to ascertain what he, for his own part, ought to do; this let him, with a true heart do, and continue doing.—*Carlyle.*

There are a thousand hacking at the branches of evil to one who is striking at the root.—*Thoreau.*

STRIDE TREGLOWN
BOURNVILLE ARCHITECTS