

Carterton



Bust of William Carter
situated in the Town Hall(??)

Founder of Carterton

Born in 1852, William Carter left school at an early age and quickly became a proficient builder. He moved to America and on to Argentina before returning to England in 1876 and married in the following year.



On his return to England, William Carter bought a pottery in Dorset. He built this business up and installed a Manager before returning to London in search of a new business venture. He decided to go into land development and formed

William Carter Estates. He was joined in this enterprise by his two sons, Emerson and Charles.

The Company specialised in buying estates which were divided up and sold as one acre plots. Many of the purchasers were ex-service men or people returning from working abroad. On 24 May 1900, William Carter purchased the whole of Rock Farm from Mr William Arkell for £8,880 representing £12 an acre. The land was divided into 341 plots and sold at £20 an acre. Later on it was possible to buy a plot with a small house for £100.



The Carter family

William Carter was a friend of General Booth, of the Salvation Army and the two men shared a belief that it was morally right for every man to own at least an acre of ground. This was the amount of land that was needed to allow a man to sustain his family.



William Carter died in 1921 by which time Carterton was a thriving settlement with a number of market gardeners and nurserymen producing the famous Carterton tomatoes.

