



Planning for Permanence: the Speeches of J.C. Nichols
[Western Historical Manuscript Collection-Kansas City](#)

Talk Before Our Laborers in Labor Crisis

Kansas City, Missouri June 9, 1937

Appreciate your being here
No one sympathizes
No notice – trespassers as in your home
Describe 6830 affair
Toots – old bastard
Ansel 3 feet
Woman brutal story – it might have been you
Ansel warrants – my life – all I have, but his wife and children might suffer
Brady affair
Eyes of ruffians – defiant, sullen, and brazen
Criminal faces
4 men in jail
Do you want men like these to dictate to you?
No police protection on Missouri side
Not cowardly to run
Ed and I made rounds
What right to order you to stop work? And, to order you not to come back?
What interest do they have in your wife and children?
Paid outsiders – full of whiskey
Like rats
Do any of you feel these toughs, ruffians, bruisers, thugs, yeggs, have any interest in you or your families? Are they your friends? Do you know them personally? Do you think they want to save your jobs for you? Or, for their own friends?
Wichita
Seniority
Realize why some signed – false – lies

Withdraw after signed
No need to pay dues in order to work for us
No prejudice against unions
You have right to stay on job
Believes 30 years history of our company for fair dealing assures consideration
for every man
Seven years loss
Winter and summer 1936
Raised wages before salaries
Desire make no more money
Pride in district and welfare of my men
My son Miller worked in sewer jobs – do not spoil him
My daughter, Eleanor
Every dollar in the world
Have worked as hard as you – bald and gray
Glory is yours as well as mine
No laborer ever turned away from my door, either office or home
No laborer in accident or sickness ever neglected
Christmas time joy
Proud to show district
Proud of the number of men who know my name
Proud of the loyalty of Taylor, Walker and our foremen
Proud of 35 years record with no labor disturbance.
Proud of the honesty and fine character of my men
Never have seen drunken man on the job
Only one or two cases of dishonesty or stealing in thousands of men
Building more houses than in all history
Buying power
Unrest has stopped buying
Building will stop if these racketeers and agitators succeed
Will never give up – 5 years
60 home builders
All material concerns

Here to fight to win
35 years of toil not to be taken away by racketeers
All the future of our men to be destroyed by gangsters
Our peaceful relations will continue
We will go on and work together
Read newspapers announce to return to work tomorrow in Kansas
Missouri as soon as police protection assured

Every ounce of blood and strength in making fight for you first, our company second, but a fight to work on our jobs as you demand the right to run your own affairs in your home.

Thank God, we are still living in a free country. Our honest toil is the birthright of every citizen. Let's all stand together; let's build a greater and more beautiful Kansas City, and let's work for more prosperity for every man who is loyal to the J. C. Nichols Companies.

The J.C. Nichols Company Records (KC106) – Speech JCN046

Arguably Jesse Clyde Nichols (1880-1950) was the single most influential individual to the development of metropolitan Kansas City. Moreover his work, ideas, and philosophy of city planning and development had far-reaching impact nationally – so much so that the Urban Land Institute has established the J.C. Nichols Prize for Visionary Urban Development to recognize a person or a person representing an institution whose career demonstrates a commitment to the highest standards of responsible development.

Nichols' objective was to “develop whole residential neighborhoods that would attract an element of people who desired a better way of life, a nicer place to live and would be willing to work in order to keep it better.” The Company under Nichols and his son, Miller Nichols (1911-), undertook such ventures as rental housing, industrial parks, hotels, and shopping centers. Perhaps the most widely recognized Nichols Company developments are the Country Club District and the Country Club Plaza Shopping Center, reportedly the first shopping area in the United States planned to serve those arriving by automobile rather than trolley car.

The J.C. Nichols Company Records (KC106) contains both personal and business files concerning J.C. Nichols' private and business life. Included are personal correspondence, family related material, and speeches and articles written by him. Business and financial files pertain to actions of the Company, including information about different developments and the securing of art objects; and printed materials produced by and about the Company.