



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

Yankee Realtor in South America

Kansas City Real Estate Board July 6, 1938

The world's population is 2,088,000,000.

Asia 1 billion.

Europe one half billion.

North America 170 million.

Africa 142 million.

South America 89 million.

Oceania 60 millions.

90 to 95% of South America lies east of New York. The paunch, or belly of Brazil injects far into the Atlantic, only some 1,200 miles across to Africa which formerly was connected by land.

The southern tip of South America is the furthest south continental land.

South America has 13 nations.

Brazil is larger than the United States counting Texas twice.

Chile averages 100 miles in width and is as long as from New York to San Francisco.

Argentina would stretch from San Diego to Nome, Alaska.

The climate of South America goes all the way from the extreme hot, steaming tropical jungles along the Amazon, across arid deserts; everlasting snow in the high Andes along the west coast where there are 300 peaks higher than any in the United States (many of them 22 to 23,000 ft. high) – mountains which are younger than our own Rockies and on South 2 glaciers around the Straits of Magellan and Cape Horn.

Great areas of undeveloped land which need manpower and transportation and need industry.

Most of the countries claim no unemployment.

A low labor scale running as low as 25¢ per day for common labor in many countries.

The watershed of the Amazon River is the greatest in the world.

Riverboats ply this river for nearly 3,000 miles.

LaPlatte River 2nd in the world with navigation over 15,00 miles. This river is 28 miles wide at Buenos Aires, 170 miles from the sea.

The Orinoco River in Venezuela, has a very great watershed.

There are two east and west railroads in South America. One from Peru and Bolivia to Buenos Aires in Argentina, and one from Valparaiso and Santiago, Chile to Buenos Aires over 12,000 ft. pass.

There are no continuous north and south railroads.

There are very few east and west passes through the Andes for motorcar or pack train.

South America air-minded.

Regular German and Italian planes to Europe.

Pan-American – Panagra to the states.

Has the highest railroads in the world. Up to 14 and 15 thousand feet.

Bogotá capital of Columbia.

Quita capital of Ecuador.

La Paz capital of Bolivia – all some 10 to 12,000 ft. above the level of the sea.

Buenos Aires is the largest city south of the Equator. It grew in population from 84,000 in 1850 to 7th largest city in the world, today absolutely flat.

We spent five days to Panama and then down the west coast of South America, stopping at some nine ports; crossed through the Chilean lake district, 600 miles south of Santiago, further south of the equator than Kansas City is north, and came back the east coast to New York, traveling 17,000 miles; 36 days on the ocean counting many half or full days on shore. Travel expense in South America about 1/2 of United States.

Crossing the equator going down it was cool enough for us to wear topcoats on deck at night on account of the Humboldt current, from the Antarctic Ocean.

We visited Buena venture, Columbia, in a torrential rain. They have rainfall of 200 to 300 inches per year.

About four days later we were in Talira, Peru where the rainfall is zero – an absolute desert with great oil fields.

Guayaquil, Pacific port to Peru, is a magnificent city of some 125,000. Wonderful waterfront with beautiful avenues, etc.

Lima, Peru, 7 miles from Calloa the port, is a splendid city of almost quarter of a million.

Salaverry, Peru we landed in buckets and electric cranes.

Visited sugar plantations Chicli, 3,000 employees, sort of feudal set up.

Llama, fiesta, nature dances, etc.

Using irrigation ditches more than 400 years old.

Great art and archaeological collections, going back 4 to 6,000 years.

Incas ruled Peru from about 800 to 1500 when they were conquered by Spaniards. Believing them in their shining armour and with their white horses, messengers of the Gods, the Incas surrendered in great hordes.

Evidence of civilization goes back 30,000 years. The Cradle? A History may be in Peru.

Visited Chan Chan near Trujillo, Peru where they have great walls 10 to 20 ft. thick, built of adobe mud by people of unknown civilization, and greatly damaged by freak torrential rains which come to this desert coast about every 35 years when the Japanese and Humboldt currents go on a jag in the Pacific Ocean.

Don't forget the Spanish Conquistadors came to South America more than 100 years before our Pilgrim Fathers landed at Plymouth Rock.

Universities, churches, art galleries, libraries, and palaces were being built in Peru and elsewhere in South America while only Indian villages were known in North America.

The story of the conquest of South America by the Spanish is probably the greatest epic of bold adventure, of daring and bravery that has ever been recorded in the annals of world exploration. With no means of travel except sailing vessels and pack mules and pack horses they dared and faced unknown tribes, conquering and fighting their way through some of the highest mountains in the world, across waste deserts of more than a thousand miles; they penetrated jungles infested with every kind of wild animal reptile and insect, they battled disease and ferocious Indian tribes; and yet for more than 2 centuries South America was ruled from Peru. Even the port of Buenos Aires on the east coast – and every other Atlantic port was closed to every ship of the world including those of Spain for more than a 100 years. Goods from Europe to Buenos Aires were brought in sailboats across the Atlantic, through the Caribbean; packed across the Isthmus of Panama through intense jungles; again loaded into sailboats and carried down to Peru, and from there transported by packhorses three thousand miles or more back to the east coast of South America.

Spain had Peru well conquered. Lima was the city of kings; the seat of vice-roys and churches and government of all South America. It withstood all attempts of entry into the country through any other gateway until the Portuguese entered Brazil and along about 1800 the French, Dutch, and English began to get toeholds along the eastern shore.

Lake Titicaca, Bolivia, is the highest lake in the world, 12,500 ft. high.

Describe Igassu Falls, between Argentina and Brazil on Parana River, 300 ft, 42 1/2 miles. Cusco, Peru ancient Incan seat of government and worship where single blocks of stone weighing 170 tons or more were placed in position with precision unknown today. Transportation of these huge blocks of stone from the distant mountainsides remains an unsolved mystery.

Gold and silver abounded. Fable, at least, claims that Incan streets were paved with gold. We do know that for almost a century shiploads of gold and silver and other

precious metals enriched the treasury of the mother country, Spain, making her for generations the dominant power of the world.

Their wonderful ancient roads are a marvel to the engineers of our time, and in some places these old cobblestone pavements are still serving today.

But get a picture of the South American topography.

Two or three great coastal ranges along the entire western shore. By some freak of nature for 1,000 or 1,500 miles along southern Peru and northern Chile it is one of the driest coast belts in the world. Jungles occupy this coast belt further north in Columbia, and glaciers and jungles and lakes occupy it in southern Chile.

Along the eastern slope of the high Andean mountains of the north, torrential rains result in the upper watershed of the Amazon caused by the precipitation from the clouds from the Atlantic as they move over and strike the high ranges.

Further south in Bolivia and Argentina, conditions change on the East slope and there are immense areas of land covered with sagebrush similar to our own Arizona and New Mexico.

In the great Orinoco watershed in Venezuela and the British, Dutch and French Guianas in the north, jungles and low mountains abound.

The far-reaching Amazon valley, much of which has never been explored, has 50,000 known varieties of trees, and it is largely a flat country with certain drought areas along the eastern coast.

There are no high mountains in the whole eastern part of South America. There are a few ranges up 8 or 9,000 ft. in Brazil where gold and diamond fields are found.

Uruguay, that prosperous little buffer state between Brazil, Paraguay, and Argentina, with only 2,000,000 population is principally plain country given over to prosperous cattle raising and farming.

You can ride a thousand miles in Argentina on ground as level as the floor of this room – rich and fertile; producing wheat, cotton, corn, and cattle taking much of the export trade formerly coming to the United States.

On south to Cape Horn, forests and jungles again abound; high snow-capped mountains and glaciers occur over a large area, much of which is still unexplored; and much of which is given over to sheep raising; where oil fields are being discovered; where both the Argentine government and that of Chile is encouraging the location of foreign colonists.

You must get the picture of this almost impenetrable range of the Andes.

We came over a series of lakes and connecting roads in a pass 600 miles south of Santiago, which is the only pass for 1,000 miles in the wintertime. For some 3,000 miles there are only three passes in the wintertime, and only some five known passes in the summer time.

Get the picture of the growing of every crop that is known to temperate and tropic zones.

Get the picture of a country originally occupied by native Indians all the way from the headhunting Indians in the Amazons (Shrunked heads) to the unconquered Arucanians in Chile – one of the few Indian tribes in the world that has withstood the invasion of the white man.

While Spanish is generally spoken officially, and in the churches in South America, Portuguese is the language you hear in Brazil. Billions of Italians are to be found; immense numbers of Turks and Syrians; a good many Japanese; French, English, Danes, Germans and a few Americans.

Immigration, formerly encouraged, is now being checked.

Slavery was abolished in the last country in South America in 1888. Negroes from Africa were brought as slaves by the Portuguese to live in the tropics of Brazil, yet in the second country south, Argentina, you will seldom find a Negro. The same is true of much of Chile.

13 nations warring and fighting over boundary lines for generations, and still many boundary disputes to settle, yet they seem to have an intense spirit of rationalism, and a growing recognition of mutuality of interest with North America; the standing together of the western hemisphere against the encroachment of the totalitarian governments of Europe. American goods are preferred.

I was extremely proud to find Billy Brace's Gleaner combines being used in the pampas of Argentina.

The Singer Sewing Machine has been the vanguard of civilization in South America as throughout the world. They tell the story that wherever a Singer Sewing Machine appeared, a crop of babies soon followed.

American automobiles, American typewriters and adding machines; much American railroad and mining equipment is to be found everywhere. Mike Healeys John Deere products everywhere as also W.L. Simms International Harvester goods, also Standard Oil products of L.L. Marcell and Jay Wilson. And yet today, Germany and Italy particularly are going after this trade most vigorously. German compensation marks give her importers 20 to 25% advantage of the United States.

Germany and Italy have invited commissions from South America to Europe, wined and dined them lavishly; decorated them with high honors, and I am told resorted to many methods of getting business which our Government would not countenance.

Wherever I went I found the members of our American legations, our ambassadors, our consuls, our commercial attaches, our naval and military attaches, all men of high quality and doing an excellent job.

I also want to compliment the splendid character of American business men, though comparatively few in number, who are fighting for our share of the South American business to take care of the surplus products of our industry, and endeavoring to do their part in solving the problem of unemployment in our own country. Though I was sorry that many were delivering from foreign countries where they have a lower cost of production.

Every country in South America has its trouble. Sugar droughts in Peru; failure of nitrate industry in Chile. Lack of markets for beef in Argentina. Over-production of coffee in Brazil.

I forgot to mention that South America is a continent of contrasts. Oxen carts alongside electric railroads, and big tractors. They are even considering a rail plane to be driven by propellers on a suspended rail in Brazil with a speed of 200 miles per hour.

Great mass of population in bare feet, or wooden soles strapped on their feet, alongside the display of beautiful Paris gowns in the shops.

Up-to-date use of finger print system in Brazil for identification of everyone.

A 93-mile highway in Uruguay without a grade crossing.

The largest copper mine in the world in Chile.

Coal mines for miles under the ocean in Chile, and yet you will see them driving goats from door to door to sell milk, or herding ducks from house to house for sale.

You will find the large two-wheeled vegetable carts drawn by donkeys.

You will find men, women, and children carrying immense loads of freight on their heads.

You will see a man on a gaily-decorated horse delivering milk from door to door.

You will find elevators so small that hardly two people can crowd into them, and yet you will find the highest air-cooled apartment building in the world erected with no steel frame – only re-enforced concrete 32 stories high in Buenos Aires

You will find a subway in Buenos Aires surpassing in cleanliness and efficiency that in New York.

Then a few miles away you will find families who have never ridden on a train.

You will find the most beautiful parks, plazas, and squares that I have ever seen with exquisite fountains and pools, and splendidly landscaped, and yet you will find nearby a street so narrow that it is closed to vehicular travel.

In Sao Paulo you will find a city of 1,200,000 people that has quadrupled its population in 40 years.

They paint a line down the center of the street and make pedestrians keep on their right side.

Business buildings, perhaps too ornate and over adorned according to our ideas, and residences containing paintings of the old masters and sculpture exquisite in design.

You will find great masses of people living on maté and beef at a cost of a few cents per day, and yet you will sit down in a restaurant with meals to satisfy the taste of the most meticulous epicurean. In Buenos Aires I was served some of the finest meat I have ever eaten with the hide and the hair still attached to the beef! Mr. W.A. Cochel and Sni-a-bar Farms known all over Argentine.

Along the Amazon you will find girls marrying and bearing children at the age of 12 and 13 years, yet in Buenos Aires you will find that the daughter is never permitted to go any place – even with her fiancé – without a chaperon.

In Argentina you will find residential palaces built 50 to 75 years ago by the large cattle and estancia owners of that country that surpass anything I have ever seen in this country, Europe or Africa – yet a few miles away you will find habitations which we would consider unfit for human beings.

You will find interiors of some of these fine Argentina homes to which we were most graciously invited, whose decorations would grace any art gallery in the world.

You can stand upon one high point and view arid deserts; fertile irrigated lands; active volcanoes; glaciers, jungles, and snow-covered mountains all at the same time. Colorful trees bloom even as our shrubs.

Down the west coast you find ranches, or haciendas. In Argentina they are estancias, and in Brazil, Uruguay and Paraguay, camps.

We visited estancias in Argentina where the home itself would cost at least \$200,000 in North America. It had its beautiful little chapel building; its tennis courts; its swimming pool; and its miles of drives. Its great barns with some of the finest Hereford and shorthorn cattle and rambouillet sheep to be found in the world.

50 or 75,000 cattle on one *estancia* is not uncommon.

Importing bulls at the cost of \$10,000 each is an ordinary transaction. Kansas City is known as the Hereford Capital of North America.

You can buy the finest Panama hats in the world in Ecuador. Specimens so fine that they can be drawn through a finger ring, and some of them retailing as high as \$1500 each in New York.

You will find the finest weaving of Vicuna rugs.

And yet as a whole South America has never developed handcraft such as is found in Mexico and northern Africa. It has been a land of the soil and the cowboy. Today industry is dawning.

In Santiago, Chile I was taken to what was said to be the finest and most modern tactile mill in the world.

Shoe factories; furniture factories; pharmaceutical factories, etc., are being promoted everywhere.

In Buenventura you will find naked children on the streets.

In southern Chile you will find peons working with nothing on but a loin belt; yet the Union Club in Santiago is one of the most beautiful and aristocratic institutions I have ever visited.

The cemeteries are beyond description. Elaborate vaults and mausoleums closely built above the ground and extending in landscaped corridors in all directions.

A funeral is a real blowout in South America.

Space is rented and when a family ceases to pay, the remains are ousted.

I will venture to say that the population in the “cities of the dead” per acre surpasses any other cemetery in the entire world.

There are many cities in South America larger than Kansas City. And yet many of you, I feel sure have never heard of some of them.

Buenos Aires has nearly 4,000,000 – flat.

Rio 2,000,000 – mountainous.

Sao Paulo 1,200,000 – quite rolling.

Santiago 800,000 – 2 hills.

Rosario, Argentina 500,000 – flat.

Pernambuco, Brazil 425,000 – flat.

Bahia, Brazil 400,000.

Valparaiso 300,000 – 17 hills.

Port Alegre, Brazil 300,000 – flat.

Every one of these cities is growing to beat the band. Building everywhere – apartments, homes, factories, and office buildings.

They are generally of rectangular street plan as laid down by Spain centuries ago. Never an alley in either residential or business areas.

Even if a lot is vacant you are generally confronted with a wall on the street line.

Shop display windows are closed with iron shutters at night and during the siesta hours from 12 to 3 every day.

In small towns the hardware store dominates the business district.

Frequently nicely trimmed hedges 25 to 30 feet high are found between the homes.

The formal planting in the parks surpasses anything I have ever seen.

Most cities are built around civic centers with public buildings well grouped about and facing the square.

Streets are generally clean.

Streetlights are frequently hung in the center of the street and very ornate.

Shops are generally small, with very high ceilings and merchandise arranged clear to the ceiling and ladders used to reach the upper shelves.

Related shops are placed together. I counted 7 shoe stores in one block in Buenos Aires.

Ceilings in the homes also are very high. Often as much as 20 ft.

Said to be cooler.

Sidewalks in Rio de Janeiro are built of small stone cubes in elaborate decorated designs.

Numerous large and hideous advertising signs confront you everywhere – often stretching across the street.

Merchandise is displayed freely on the streets, even dry goods.

In Brazil, is the ever-present coffee drinking shop, and some Brazilians drink as much as 20 to 40 cups of coffee per day. It sells for 1 penny per cup.

In fact, when you go into a place of business in Brazil the first courtesy they offer you is to bring you a small cup of coffee.

In most South American cities businessmen go home to lunch.

In re-erection of buildings brick is re-ground and made into brick again.

There are very drastic regulations as to the use of inflammable materials.

Every city has a city plan and a large staff of capable engineers studying the further growth of the city at all times.

Every city has a beautiful large racetrack surpassing anything I have ever seen anywhere, owned by a private jockey club which generally also has a lovely downtown clubhouse. Their tracks are turf and betting runs riot.

Casinos with roulette and other gambling games which pay generous taxes to the Government are found in every South American city.

All countries permit lotteries.

Even the number on a Government bond may win a prize which helps keep up the market for their bonds.

New coffee towns are springing up in Brazil, and after just a few years the town has grown to 5 to 10,000 population where only a few years ago the land was unoccupied.

Montevideo, Uruguay has grown from 70,000 to 700,000 population in 70 years.

In Santiago and Buenos Aires you will find cafes equal to anything you will find in Paris.

In every city I saw some of the widest avenues I have ever seen. Some of them containing five parallel drives beautifully planted, and careful control of traffic.

In Santiago and Buenos Aires you will find immense parking space underground under the squares, or parks.

300 to 500 ft. in width is not abnormal for some of the main avenues.

You will find parked river fronts developed in Buenos Aires equal to that in Chicago along the Lake.

You will find hundreds of parks and plazas in Buenos Aires and in nearly all of them there are beautiful statues, fountains or pools.

Buenos Aires is building a circumferential boulevard 300 ft. wide all around its boundary line.

Buenos Aires is flat.

Santiago has 2 high hills rising out of its plain.

Valparaiso is built on 17 hills with cog roads up each hill. (Hillside development) 5 stories one side – 1 story other side.

Rio is built on a series of beautiful bays with high mountains all through the city and the city spreading out like the fingers of your hand between these mountains. No city in the world has more beautiful natural advantages. Whole mountains have been torn down to create additional plain areas.

As you go into Rio you pass alongside Sugar Loaf rising sheer 1,200 ft. above the ocean. You enter a bay 30 miles deep with more than 300 islands. You are confronted with one of the most beautiful sites for a city you have ever seen. Mountains, jungle, shorelines developed with parks, islands buildings with soft toned roof colors stretching as far as the eye can reach.

On the Plaza in these various cities you will find girls and young men promenading at evening time. Hundreds of them – the girls going in one direction and the men in the opposite. They continue this for hours – flirtations rife, but nothing unseemly. When a train comes into a station you see the same thing on the station platform. Natives sticking their heads out of the car windows do not hesitate to make frank comments upon the shapeliness of the girls' legs or figures.

Many of the business streets have three rows of trees – one on either side and one down the center forming isles of safety.

Every city has done some very courageous street widening.

Many of the streets are named after important historical dates such as the “Ninth of July”, which is a most important Plaza in Buenos Aires or the 25th of November, or maybe the fifth of Sept. or some other date.

You seldom see any loose paper in the streets or parks.

The Electric light fixtures in the shops, hotels, and homes are the poorest I have ever seen.

You will find cafes in most cities, particularly in Rio, with tables and chairs on the sidewalks where no one seems to be in a hurry.

All cities have splendid art galleries, operas, and libraries.

(Use of diagonal streets in Buenos Aires.)

(In many cities soldiers serve as police. (neat)

They have beautiful golf courses, and tennis clubs. You will find no baseball and no handball. Lots of horse back riding.

In many cities you will find stores and other business structures among the finest of residential developments and frequently the first floors are given over to garages and

servants quarters with outside stairs leading to the 2nd floor which is the first floor of the family living rooms. Garbage disposal and delivery, of course, must be taken care of in the front of the houses. They are just beginning to think of zoning in the South America cities.

The maximum income tax and corporation tax in Brazil is 6%, and this is fairly comparative in other countries. The income tax, gift tax and inheritance tax, as well as other taxes on business, are less than in our country.

Every city is confronted with traffic congestion, but the city planning commissions are making heroic efforts to relieve the situation.

Bypassing of traffic in South America is well known.

Drugstores handle only drugs.

There are few 5 & 10¢ stores, and chain stores are comparatively new.

They are well aware of the value of river travel. Their inland empires have been developed with riverboats.

The docks in Buenos Aires are 10 miles long.

Every city has enormous well-attended, well-equipped livestock shows in Argentine and other agricultural counties.

We found churches built entirely of tin along the west coast where there is constant fear of earthquakes.

They use corrugated iron roofs there even on some of the finer residences. Of course, they are hot, and usually are left unpainted.

Many homes on the west coast are built on stilts in the heavy rainfall districts to avoid moisture and in the hot districts to give ventilation.

We saw stairways open to the sky on apartment buildings as high as 5 or 6 stories.

Many homes have no windows whatever on the sides. The fear of night air has a strong hold on the South Americans.

Modernistic architectures is making great headway in South America and very good.

Apartment buildings and residences abound with balconies, beautifully carved wood, ironwork, or concrete.

They know the use of reinforced concrete better than we do.

Columns and beams in their buildings are often half the size of ours.

Use of brilliant tile on inside and outside.

Painted scenes on buildings.

Avoidance of fireplaces on the west coast account of fear of earthquakes.

Most South American Homes use patios or garden side of home more than we do.

I never have seen more beautifully decorated doorways than you will find in some of the older buildings.

In Santiago and Rio the flowers bloom the year around.

In Brazil it is a constant fight to keep the jungle from taking your farm or garden.

From some high point in Brazil you can look down upon a jungle with myriad of trees covered with beautiful blossoms.

Poinsettias grow as high as 25 ft.

We were fortunate enough to see the coffee bushes in bloom. They grow 14 to 18 ft. high and require a rainfall of 75 to 100 inches.

The floors in many of the homes are beautifully designed parquet. Wooden patterns.

The balustrades and stairways are frequently excellently done.

The railroads are fined if late.

They collect the tickets at the end of the journey. (Story about Miller).

I forgot to say that most homes are cut up into a great number of very small rooms – generally with good closet space. The kitchens are larger than ours. Many servants \$5 to \$10 per month.

(There are generally four fixtures instead of three in the bathrooms.)

You find iron bars on many windows reminiscent of days when they were used for protection.

Architecture gone haywire. Nightmare and jitters.

Drove miles to get good photograph.

Most apartment buildings have considerable inside garage space.

Most apartment buildings have iron shutters on the windows in Brazil and Argentina.

Government housing, where attempted has generally proved a flop.

In Chile the government has the right to condemn large farm holdings, paying the owner the amount agreed upon by court, cutting the land up and developing it in a very simple economical manner with forty year payment plan and low rate of interest to colonists.

Real Estate interest rates in Buenos Aires about 5%. In Rio about 8% to 10%.

In Chile the leading bank is using its long time deposits and the security funds it holds to build homes and apartments.

Chile exempts taxes on new improvements for 10 years, presenting a problem, competition with old buildings now very bad.

Newer subdivisions have curved streets; playgrounds; and parks.

Many streetcars have first and second-class space.

In Rio people crawl on streetcars and trains like swarms of flies – on the roof, the steps, the windows, and anywhere they can find a place to hang on. A death or two a day by accident does not seem serious.

The price of land in certain areas in Rio has increased 500% in 10 years. The same is true in Sao Paulo.

Immense fortunes have been made in Real Estate in South American Cities.

Rents for homes or apartments seem to average about half of that in the United States.

Building labor costs run from 25 to 75% per day for common labor to \$1.00 to \$2.00 per day for skilled labor.

Strikes are illegal in Brazil. We encountered only one strike in our 13 weeks trip.

There are many customs among the people which you may find interesting.

In Argentina the school children all dress in the same design of white clothes. In Brazil it was red or blue.

A Brazilian in talking to you with his active gestures reminds you of Byron Shutz. He may even kiss you, pat you on back.

Frequently women going to funerals dress all in white, and men wear black straw hats for mourning.

Women generally use pretty bright colors for dress.

People seem to love and appreciate flowers throughout South America.

It was interesting to see how many homes had birdcages.

In Chile they have women conductors on the cars.

In Brazil you will find many Negroes intermarried with white.

Elections are generally held on Sunday, and people who fail to vote are fined.

As a rule they have larger families in South America.

Soccer, their football, is a great game, and the spectators often fight one another in their enthusiasm. It's not uncommon for someone in the grandstand to be killed at such a game.

There are no bullfights in South America.

There are beautiful orchid farms.

Also describe snake farms.

All through Chile and Argentina we slept on the hardest pillows I have ever known.

Down in the Chilean lake district they advertise "Central Heating" which means one small wood stove in the center of the central room.

Use of braziers. (Mrs. Nichols fainting)

Primary education is compulsory in most South American countries.

Trade and industrial schools are numerous.

The cowboy is still the romantic figure on the South American frontier – known as the gaucho.

The door of the hacienda, estancia, or camp is always open free to visitors. A new horse is given without charge.

South Americans are friendly and thoughtful and courteous. Spend much time in greeting and in parting shake your hand and pat you on the back – perhaps crack you on either cheek with a kiss.

In many countries almost a feudal system exists. The large ranch house set in its grove of trees, with its workmen's quarters, paid in kind; its miles of poplar trees marking its boundary lines; and in many instances almost a little government of its own.

Many of the wealthy families of Chile and Argentina, or Brazil maintain beautiful homes in Paris or other world capitals.

American films are shown in the picture houses, and often the shows run until one or two o'clock A. M.

They have good orchestras in the nightclubs, and the floorshow talent is excellent. (from North America)

The dinner hour in Chile is usually about 10 o'clock at night.

In Chile you can get good wines for 25¢ per quart – cheaper than bottled water. Scotch 8.00, Brazil 2.00.

We drank native water everywhere.

I forgot to mention that if you have foreign matches or a lighter in your possession in Peru you are subject to arrest. You can only use Peruvian matches which are a government monopoly.

I forgot to mention that many of their great highways were built with wheelbarrows and hand shovels.

I forgot to tell you about the non-use of our letter of credit.

I did not mention to you that if a woman who is working for you in Brazil is going to have a baby she gets three months free pay.

As you go down the west coast order a Pisco cocktail. The name is good and so is the cocktail.

Don't wait for the train whistle before you board your train because there is no time after the whistle blows.

Pieces of furniture in most homes was very similar to ours.

The dress of the man and women, with the exception of peons and Indians is very similar to ours.

I was told that many prominent men kept mistresses without their wives raising any particular hell about it.

I probably wouldn't recognize one, but so far as I knew I saw practically no women streetwalkers throughout all of South America.

In Buenos Aires and Rio they had well-regulated red light districts and believe me as we rode through this district we noticed the girls were very sparsely clad and apparently very anxious to serve.

The habit of marriages being arranged by parents is largely disappearing.

Girls and women wear their hair cut about the same as they do in this country, and beauty shops seem to do a thriving business.

I never saw so many barbershops in my life.

The custom of women being employed in offices and shops is rapidly growing, but in most countries in the case of a divorce the law always favors the man. The old world custom of Europe and Asia still places the wife or woman at a disadvantage throughout South America. In the case of a divorce if the child is a daughter the mother experiences little difficulty getting the custody of her, but if it is a son the father will raise all hell to get the guardianship. And, even if the woman does succeed in getting her son she generally does so without any support for either the child or herself from her husband.

About the only offensive thing we encountered in all of South America was the unsanitary and unclean condition of the public toilets.

Describe filling stations in Santiago.

Walter McLucas called me by long distance telephone before I went away to advise me against the hardships of a South American trip. Never at any time in my whole 13 weeks travel did we experience one single unpleasant event.

South America is a great place for holidays, and they certainly have a lot of them. The South American people seem to take more time to play than we do here in the north.

The story of South Americans celebrating Xmas in the middle of summer was a rather pathetic one.

There were some of the best-lighted streets I have ever seen all over this country. British controls most of the street car; railroads; telephone systems, and a large part of the electric light power. United States also.

Most places in South America there are large amounts of menial and domestic services available for people of means. The man who carries his own bag at the station, or does work in his yard, or the woman who does work in her own home is likely to gain the disrespect of his neighbors and servants.

Three or four servants in a family of comparatively modest means is not unusual, and 10 or 12 servants in the well-to-do families. \$7.50 per month is good pay for a servant in Brazil or Argentina.

Describe Brazilian money. mill-reis.

Fluctuation of exchange and bootleg money.

We saw no office building in South America more than 15 stories high. Rio limits them to about 12 floors.

Offices are well equipped with most modern type of office machines.

There was little insulation in buildings in South America.

Farmland was very low in price in undeveloped areas around \$1.00 per acre.

It is very difficult to send money out of the country with a high penalty.
(McConnell)

Travel costs half as much as in United States.

Our summer time is the best time to go to South America.

Food generally is meat with 5 or 6 courses. Very highly seasoned. No loaf bread on whole trip.

Champagne with Vargas.

Real Estate offices use elaborate plats, excellent pamphlets. Apparently aggressive and going after the business.

I sent Miller to inquire for a plat at one office and before he left they had invited him to become the vice president of the building of a new city some 100 miles inland in the coffee country beyond Sao Paulo.

In most South American cities real estate buyers seem to come to your office or to your subdivision to buy your property. The real estate salesman's life seems to be a rather sweet one through South America.

Real Estate firms use a great deal of newspaper advertising. The newspapers devote immense amount of space to telling about real estate activity, they seem to be proud of every real estate activity in their city.

Realtors apparently stand in good repute in South America.

Seeing one's friends off on the boat in South America is quite a gala occasion. There was a gathering of some 60 people bearing gifts and good wishes to see us off when we left Rio, and the sailing of the boat being delayed I had to spend 35¢ per Scotch highball for some 250 drinks before the dammed boat left.

Every house in every city seemed to have radio wires above the roof. They are radio-minded in South America.

American cigarettes cost 35¢ per package and in some countries gasoline was high as 35 to 40¢ per gallon.

Yes, it is a continent of great potentialities. In Brazil with its 45,000,000 people, it is estimated can support 900,000,000; Argentina with its 13,000,000 can take care of 40 to 50,000,00; Chile with its 4 1/2 million could have many times that number and so on through the whole continent.

You can ride 1000 miles on a train in Argentine through sagebrush country similar to Arizona, and at the end come out in the most beautiful lake and mountain scenery you have ever seen. We spent three most enjoyable weeks in the Chilean lake district.

Describe fishing down stream.

Living at \$1.00 per day at Pucon.

Describe mountain, lake, and glacier scenery.

Theodore Roosevelt.

Describe crossings, the pampas.

Great lumber industry on southern Chile.

Railroad service below American standard – makeup of berths. Ride in dining car; rapid table-d’hote service.

Describe work of Rockefeller Foundation in Rio.

Easier living.

Bathing beaches in Rio.

South America has land frontiers to pull in out of the depression, yet turning to industry. The United States must rely on industry.

Describe revolution in Rio.

More conservative approach to social legislation. Admit handicaps.

Yes, it is a stupendous continent of possibilities. Great deserts; plains; tropical jungles; glaciers; mountain peaks; pampas – a land of contrasts with some of the most backward conditions in the world, and some of the most advanced achievements. There are many things that would make the United States sit up and take notice. The horse and the saddle and the gun are still carrying civilization onward in many South American countries.

Cities that would be the envy of any country in the world are being built. Industry is something at which to marvel. The up-breeding of livestock is most scientific.

I have been in Europe three times; motored 2,000 miles across the north African territory; have visited every state in the Union; every Province in Canada; have been to Mexico twice; to Bermuda, but I believe I found South America the most interesting of all my trips.

These people like North America. They realize all the interests of the western hemisphere are mutual. In any great European, or old world conflict, we can be a united people.

Here in the southern half of our part of the world you find the same universal love of children; the love for flowers; for dogs and for people. The same struggle to own land. The same deep interest in Industry, the same interest in the building of cities and development of our country. The same importance of water transportation. The following of civilization along the early trails by our forefathers; the same romantic

stories of the cowboy, the huntsman, and the frontier. The stories of their early days on the prairie or in the mountains ring with the same sacrifice and bravery, as do the stories of the development of our own North America.

The need of railroads and transportation has been the same as in our own land. We have the same desire for a stable and dependable government; the same aspirations for churches schools and institutions of culture and education; the same sweetness and sacredness of family relations, and whatever the nationality, the same universal pride in one's own home town or city.

There is the same fear on the part of businessman of the unrest throughout the world; the same growing consciousness that everyone of us must do our own part to save democracy throughout the world. And, after talking to foreign representatives of our American government, and South American government officials, including the presidents of some of the countries; the foreign business men; the farmers; to our guides in the mountains and on the lakes; to laborers in the fields and I came back to our own wonderful country with a greater conviction than ever that personal initiative and thrift; the stability and protection of property rights; the solidarity of farm and urban property values; the preservation of law and order in every community; the consecration of ourselves to a deep interest in all government affairs; are absolutely essential in this trying time of world unrest if the great United States of America and the western hemisphere are to be able to preserve the liberty of humankind, the freedom of speech and the right to rear your family in the proper way is to be preserved in this 20th century.

People want peace; people want freedom from the leadership of demagogues; freedom from the selfish ambition of tyrannical leaders; freedom from the attacks upon the very right to own real estate; to own land; to own homes and property in this great United States of ours and the entire western hemisphere. With all these things our country must withstand the upheavals of Europe and of Asia, and after the great sacrifice of our Pilgrim Fathers – of your father and mine who pioneered this Middle West– we must make our country safe for peaceful living.

Our country is approaching a new frontier in the form of synthetic chemistry which is opening up limitless possibilities for better living, and new opportunities such as we have never before known – opportunities to build a greater civilization and bring more marvels and wonders to the world. But let us face our problems.

One thing that impressed me in South America was the governmental cooperation with any new industry – emphasize –businessmen seem to have little fear of the future, and they seem to stand high all over South America, and to have full and complete encouragement of both federal and local governments. Nearly every nation or local official to whom I talked seemed proud of every business activity in his community, and they were particularly outspoken in telling me about and praising the real estate developments of their own communities, including subdivisions, building of homes, office buildings or apartments.

There seemed to be very little discussion of the need of the government entering the housing industry, and the progressive realtors seemed to be regarded as ace high and asset to their community.

Still in every country the realtors have their problems.

The same obsolescence in buildings; the same fear of vacancy; the same fear of shifting of population and yet after all of my 17,000 miles of travel I came back to find Kansas City, Missouri and Kansas beautifully green and luxuriant – more so than I have seen it for many years, and taking everything into consideration I am mighty glad to be a part of the city that is located in the finest agricultural area in the world; comprising a citizenship second to none; a city where some of these days industry, as a result of disintegration in the east will begin to flourish along side our fertile fields and Kansas City will go forward to its ultimate destiny of becoming the greatest inland city in all of North America.

It is interesting for me to read of our present great wheat crop being moved by barges out to sea. I predict in years to come that improvement on the Missouri River will make it a connecting link with the great and growing countries of South America – an invaluable outlet for our country.

You and I have come through some pretty hard times together. Kansas City is experiencing less growth than it should have, but after all cities are handmade – opportunity is man-created. We must all work together for the building of a greater city around the confluence of the Kaw and the Missouri Rivers – we must build our city industrially – we must make our city a Mecca for families of wealth from our surrounding states. Synthetic chemistry – as I have said to you before, opens new avenues of opportunity for every farm in our tributary trade territory. The oil development of Kansas creates new foundation for our growth. It is our job.

As I have said to you before, the hand on the plow grasps the hand on the loom, and every furrow on the farm should lead to the smokestack in the city. Great possibilities are ours.

Let's unite and look forward to the up building of a great city, which though somewhat retarded in growth in recent years, I still have an abiding faith has a great future as the financial agricultural, industrial capital of the Middle West. In a great inland empire – a city of culture, refinement and education; a city where industry will ultimately thrive and build a great population of happy and contented citizens.

In all of these hints the realtors of greater Kansas City, under the leadership of our great Real Estate Board must accept their responsibility to direct the destiny of the city and build here a community where we are proud to invite families from many states to come and live and rear their children in the finest surroundings to be found in any American city.

The J.C. Nichols Company Records (KC106) – Speech JCN050

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.