



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

## **Red Cross Rally**

Kansas City, Missouri, Continental Hotel June 19, 1940

How to get up steam.  
World War experience  
K.C.'s proud record in U.S. greatest K.C. Spirit.  
Red Cross appeal vs. other Campaigns.  
All have yearned to do something.  
Broad as Humanity itself.  
Our sacred tie today to tottering civilization.  
Not alone relief of Human suffering.  
Voice of America heard around the world.  
Warm land of America stretching across the seas.  
Your child – my child – you – I – all – old and young must respond.  
Two years ago.  
Willing lease our desks and tramp the streets again as we did so valiantly before.  
Our great chance to keep war from our own shores.  
If war comes you cannot hold back for some one else to fight. All must march today into a human fight to make America stand out for Peace and Freedom of living!  
Example to whole western Hemisphere.  
Rally call for unity at Home – Gird our loins for any sacrifice demanded!  
Bank together, a new fighting force in every city, town and county in our land!  
Show the world the U. S. can and will act now and always on the side of right, on the side of Humanity!  
Show our great resources and our manpower can rise as “minute men” in days of old.  
Lets do this job today!  
Let K. C. be the first to answer “over there”!  
Lets volunteer for life if necessary – lets follow through!

This means our whole time – night and day – until our goal is reached and K.C. answers “present” in the Crisis of today!

Don’t phone your prospects!

Don’t make excuses!

Go back again and again to call on those who were not in when you first called!

Take any assignment and fight until our job is done.

Satisfaction to serve as a soldier of Red Cross.

Small sacrifice.

Cars to call.

The J.C. Nichols Company Records (KC106) – Speech JCN064

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.