



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

Plaza Association Honoring JC Nichols Company
1937

Tribute to Association
Tribute to Merchants
Camp lighted show
Windows
Window displays
Seasonal displays
Fifth Ave. shops
Cleanliness & rears
Friendliness to customers
Inter company offices
Referring business
Car parking
Absence of signs
Your welcome to new tenants
Improvements in sales methods
Letters to new residents
Advertising in newspapers up to date things

Unusual Shops
Canary
Curtain Mart
Camera
Sports Shop

Interesting features in shops
No auctions

No incongruous shops
Turned down 2 yesterday
Compliment apartment managers and owners
Russell Luger [?]
Keep Kansas Citians here to buy – not New York and Chicago
Cater to out of town trade – build new business for Kansas City
Proud me home
No sign vs. downtown
Make Plaza a town builders and whole city will benefit
Help Bruce Forrester
Compliment Luger [?] & Langan [?] etc.
W.T. Kemper
Utilities
Make our beauty
Cleanliness – ornamental features, attractive, interesting shops, our orderliness
attracts every visitor to our city
2nd generation
Stability
50 highway
Front yard of U.S.

History

100 houses
Old street plan
Sewers rebuilt
Frame groc.
20 ft. swamp
Stone quarry
Iron bridge
Brick yard
Negro shacks
Greenhouse
Lumber Yard

Belgian Hare

No paving on any streets except Wornall

CC Carline – a steam RR

Public Dump

Dozen small houses

St. Luke's to Park Lane

Mastodon Tooth

Gravel bed

Mastodon tooth

Future

Plaza 1/3 developed

Alameda & Wornall future geographical center

Over mile of apartments

Land –

46% in streets

Additional parking station

More towers – highest Wornall & Parkway

Chimes

More color through tiles (highlighting, etc.)

Plaques

Murals

Vases

Flower boxes

Fountain at theatre and other places

Widen Ward Parkway

Westside Trafficway

Unity International Cathedral

Compliment Skelly

Other office organization

Refused space from organization downtown

C.C.D. 25 to 50,000

Apartments 10 to 50,000

90% of new homes south of 47th
Plaza its gateway
Highway connects to towns – southwest
South & southeast
Growth of merchants – 10 last year, 8 this year
2nd theatre
Fiesta
Let us have high ambitions
Make big plan
Make some progress each year
Nearly all merchants
Let's all vie [?] with one another to make our place the best in everyway
Let us co-op in every civic and public cause of our town
Let our battle cry be Forward & Forward, on & on
More profit in our business but always with better service to our customers and
never allow jealousy of any fellow merchant or any section of the city to darken our
glasses
The 1929 detour is ended – the tide is rolling in – time marches on
The streamline age is here
People are buying
The upturn is AC circulation
You are the army at the front
Let us get a new spirit – more courage
More boosting for all Kansas City – and always, always build for tomorrow
Let us have no hitchhikers in Country Club Plaza
Start quickly step lively and let's make Country Club Plaza the American
triumphal achievement as its most efficient & glorious modern business center

The J.C. Nichols Company Records (KC106) – Speech JCN084

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.