



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

**Prudential Insurance Agents**

Kansas City, Missouri January 20, 1937

We are in the same boat  
Our company houses  
Largely rented  
Big increase in sales price – 50 new houses  
Rising rents  
Effect of reproducing costs  
Better sale of trade-in house  
People buying vacant land  
The tide is with us  
IRWIN STATISTICS  
After all it is our job to sell property  
What are we doing to improve methods?  
JCN salesmen's room  
JCN 2 day conference, assigning salesmen subjects  
Sales meeting mortar  
Small town, one-man office, or leading real estate firm – business depends upon  
our individual creative and intelligent planning.  
Don't forget morale and enthusiasm of salesmen  
They buffet the storm  
Go home disappointed  
You go home, determined to assist, boost, and stand by the salesmen through  
thick and thin.  
You the cheerleader of your organization  
“Good morning”  
Effect of implied criticism  
Send wife flowers

Salesmen creatures of opportunity  
Prospects everywhere – handles  
Motto in our purchasing office  
Mechanical routine – not too rigid  
Salesmen must be able to adapt self to joys and sorrows of his client in summer, winter, in war or peace, in prosperity or depression.  
Most important deal of the year fails, effect on next answering the phone.  
Our temperamental salesmen constitute our army; our success or failure depends upon the battle they make to succeed.  
Believe in eliminating all fear in mind of prospect.  
Believe in group meeting  
Tom Grant story  
We handle product of universal use. No man woman or child can live without some relation to real estate.  
Today's opportunity to offer greatest investment.  
Let us know our product.  
Let us do our task  
Let us move forward, and on AND ON  
You are a salesman. Every man you have with you is a salesman.  
If it had not been for the salesmen of Detroit and Akron we would still be bumping over cobblestones and toiling through mud on iron rimmed wheels.  
QUOTE TULSA SPEECH  
Advantages of being with Prudential  
Builders come and go.  
List of failures in our office  
Prudential bases forecasts on nationwide study  
I am willing to follow their leadership  
The 1929 detour is ended  
The lows in the real estate cycle are behind us. The highs are before us.  
Millions will be our clients. The tide is on.  
America with 7% of world's population, with greater purchasing power than all Europe, is our country.  
Most of your territory suffered severe drought.  
Our industrial future

Outlook today is good

Let's all go home to our individual territories with one determination, that we will put more honest, intelligent fight into the battle to sell real estate than ever before; that we will have absolute confidence in the value of our merchandise!

Let's hold our heads high and shout our wares from the housetops!

Let's believe in the great, effective leadership of an insurance company surpassed by none!

Let's cooperate in every detail!

Let's think by night and work by day!

Let's not forget that great cardinal, driving remark of Napoleon's, "Circumstances, I make them, opportunities I create them!"

The J.C. Nichols Company Records (KC106) – Speech JCN042

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.