Salesmanship

to the Associate Division Real Estate Board
Kansas City, Missouri  January 21, 1939

St. Louis Convention
Kindergarten
Associate Division, great asset to Board
Youngest when born – spirit of youth
Power of 150 men
Never regret time given Board
Associates today – actives tomorrow
Self improvement program
Help sell Kansas City to each other
More active contact with Board, know leaders
All started as salesmen
Fair competition
Better to work with organization – few one man organizations
Kansas City O K
Akron story
You men responsible for Kansas City carrying on
Working in near era, such as –
Air cooling
Roof garages
Lawn landing fields
Trailer residences
Factories for raw products through chemistry
Mental suggestions in sales
Psychology of color
Concentrated food, eliminating kitchens
Glass houses
Radio beams for opening doors
Invisible window glass
Health glass
Acoustical wall coverings
Sound proof structures
Invisible screens
Phosphorescent
Growing flowers without sunlight
Glass roofs for sun bath
Reflection of stars above
Transmission of voice and vision from room to room
Convertible rooms
Revolving partitions
Collapsible, extensible furniture
Washable houses
Prefabricated houses
Moving people in pneumatic tubes from office to home
Work 2 to 3 hours per day
Live in Kansas City and run business in New York
Go to Europe for weekends
All no more fantastic than change and inventions in life of Kelly Brent
After all, salesmanship fundamental
You buffet the storm
You answer the bugle call and drumbeat
In a great calling
Challenges souls of men
Let us set up difficult goals
Perhaps few of you know burdens of company head
Sales suggestions
Conditions now changed
Tom Grant story
1929 detour

_Planning for Permanence: the Speeches of J.C. Nichols_
Your opportunity here as good as Detroit or Los Angeles
After all old Kansas City is what we make it
I have seen it double in my business life here
What will you see?
What part will you play?
Confidence men in the room will direct its growth, etc.

The J.C. Nichols Company Records (KC106) – Speech JCN043

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.