Compliment Mr. Arthur Hoadley.

Compliment fine spirit Alec Wilson; Ms. S.G. Sands on 25 years of service; Mr. Jim O’Donnell; Bob Pierce; Fred Bellemere.

I know your leader, many of your managers and clerks.

No need of a foolish sit-down-strike.

Women – silent salesmen.

Large company generally more fair to employees than small one.

Better able to carry over depression periods.

More thoughtful working conditions.

Greater opportunity for advancement. Every store clerk may be president. George Sands started as office boy in Jersey City.

Don’t forget officials of nearly all large companies started at the bottom and worked hard all the way. Hoadley, warehouse.

Thrilling to be dealing with merchandise rapidly changing, with fresh wares daily, as compared with store which may have immense accumulation of shopworn merchandise.

Then, too, great to be living and working in Kansas City.

Most American born.

Have always been intensely western.

Two boys.

90% industrial and financial leaders in entire country born and reared in the west.

Kansas City agricultural area hundreds of miles on all sides. No barren mountains or forbidding deserts to cut off our trade area.

Breadbasket.

Kansas City held up remarkably well since 1929.

Good crops and good prices same year.

Export market – Mexican and South American.
Rotation crops for prevention of soil erosion.

Waterways
Population always follows watercourses.

Mid-Continent oil fields.

Kansas oil – great uplift two and one third times last year.

Pipe lines and refineries.

Kansas City truly becoming crossroads, oil gas, gasoline, pipe lines, railroads, airways, transcontinental highways and bus lines.

Every man interested in the growth of his town.

Our abundant natural resources.

Synthetic chemistry.
Use of farm products, and also waste products.

Alcohol from corn – Atchison

Pottery and china from our clay banks

Raw walnut, oak, and gum

Willows

Ornamental iron

Lead and zinc

Raw wool

Cotton

Waste paper

Peanut hulls in southern Missouri

Rubber from goldenrod.

Smokeless powder from weeds

There is miraculous method of rearranging atoms. This juggling of atoms spells growth for Kansas City.

Soybeans.

Hand on the plow grasps the hand on the loom.

Building board and airplane wings from cornstalks and straw. Don’t you see how the furrow on the farm can lead to the smokestack in the city?

Sugar from western Kansas beets.

Need cereal plants.

Paper plant at Lawrence – cornstalks
Bottle caps from the old despised corncobs.
300 objects from coal – many objects on the shelves of your stores.
Casein in paint.
200 products from buttermilk.
Even silk like materials for clothing, carpets and draperies; and toothbrushes.
The old family cow may sometime feed and clothe us at the same time.
300 products from gas.
Clothing from glass
Also houses.
Gypsum fields
Kansas City not a one-industry town. Hundreds of growing small industries –
some will be great.
The eyes of the industrial world are on us in the shift of industrial centers.
Show assured industrial growth.
What of our other advantages as a city.
Art gallery
Municipal auditorium
City Hall
Courthouse
Philharmonic orchestra
Swope park – zoo
Parks, boulevards; public and private swimming pools; bathing beaches; great
traffic arteries being built for reducing cost in every movement of commerce in our town.
Residential areas; 300 churches; 152 schools; 15 hospitals with 2,117-bed
capacity, and our fine municipal health service.
Rapidly reducing death rates, 14.4 in 1928 to 11.9 in 1935.
University of Kansas City; conservatory of Music; Public libraries with 15
branches; Western basketball center of the United States.
Art Institute.
Our great livestock show. Finest of livestock show buildings.
Large lakes and picnic grounds nearby.
Beautiful wooded hills of surrounding counties.
Easy to reach country on Sunday trips.
68 motion picture shows.
Great Baseball Park; fine new municipal stadium to come.
35 insurance companies have their home offices in Kansas City.
A&P, 1000 employees.
1,728,000 within 100-mile radius
19th in size
8th in bank clearings
12th in postal receipts
11th in manufactured products
1st and 2nd in livestock and grain
3rd in Pullman tickets

Fine People to live among. Here the culture and refinement of the old south and the puritan blood of the north met and mixed their strains in our pioneer days.

Kansas City is a hospitable city. Its people are friendly. Our visitors from afar are always welcomed with a glad hand. Western in driving energy and progressive spirit; southern on the warmth of their hearts; northern in their pluck and bravery. Our section was pioneered and founded by men and women devoted to an ideal to keep the nation free of slavery. Here they planted America’s best traditions and most enduring civilization.

Cities are handmade – their beauty or ugliness is our responsibility. We can so build our town to make our visitors linger long, or even come back here to live.

We can so build our town that no Kansas Citian can bring himself to move to another to live.

In doing your part in building A&P you are contributing your share. Few men meet more people daily than A&P employees – your smile and pleasant good morning can go a long way toward building our reputation as a friendly town.

Your loyal, devoted service builds growth and more opportunity for each one of you. Kansas City is proud of A&P and that means Kansas City is proud of you.

You, as a salesman in an A&P store are on the firing line – this is your “Challenge Week.” Do you answer the cry to battle? You can give your company a heart and a soul – on you rests the onward march of progress of your company.

You don’t have to go back to covered wagon days to find new horizons, they are now before you, every morning is the dawn of a new horizon.

You are the cheerleaders in the race of A&P for leadership in the grocery field – clean, orderly arrangement of your merchandise in your smallest and most isolated store, is a part of Kansas City’s front door

Every customer to your store should be a welcome guest of A&P, every customer who leaves your store happy and pleased will certainly come again, and again.
Our depression detour is ended – time marches on – the streamline age is here –
the tide is on – turn on the lights – step lively – start quickly – better times are ahead for
all of us if employees and employers work, think and plan together.

Mr. Hoadley, I am sure this splendid, middle western division of men and women
of A&P will rank high in the progress of your thousands of stores and mark up records
that will lick all the other divisions in America in 1937, and all the splendid years to
come in Kansas City – America’s heart, and the finest city in our land.

The J.C. Nichols Company Records (KC106) – Speech JCN045

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.