

R.J.S.

Promotional

interoffice communication

date	November 11, 1957
subject	Promotional Trip to Miami Nov. 11 and 12, 1957
to	
from	Ralph J. Stephenson (Miami)

Relative to promotional trip to Miami, on Monday, November 11th I contacted the following people with the following results:

Harry R. Playford, Chairman of the Board,
First National Bank of St. Petersburg

Not in. Veterans' Day. Holiday.

Howard Allender, Architect. St. Petersburg, Fla.

Questioned him about status of CBD work and Mullet Key. Nothing happening on either. Barbara Potter, of John Harvey's planning staff, left several months ago and John has not been able to complete his CBD study. This was to have supplemented our work and determine its validity. A young Pittsburg student named Reed has been on an educational leave and is assisting Harvey in the CBD work. Howard has little confidence that it will be significant and feels very little will be done on any planning until next Spring. There have been indications that the economic base study started earlier last year by Harvey's staff might be turned over to Milo Smith, a Tampa economist.

On Mullet Key, the County Commissioners have thrown up their hands in horror at the Griener estimate of fifteen million dollars for turning it into a recreational paradise. Right now it appears that everything is at a standstill.

Just before we hung up, Harry mentioned that he was in partnership under the name Allender, Bruce and Parrish.

Robert Morgan, President, Downtown Business Council, Miami-Dade County Chamber of Commerce.

Bob asked me to call him when I was in town again, but he wasn't in and I left word for him to get in touch with me.

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Hollywood, Inc.

Asked for William Horvitz, but since he was not in spoke to Stanley Beckerman. Mr. Beckerman said that they were involved in all kinds of tax problems with an inheritance that is mixed up in the land holdings they have. He said it would be at least six months before they would be prepared to make any kind of planning commitment and would get in touch with us.

Roy Penzell.

Had contacted us last month regarding speculative participation in a shopping center at 163rd Street. Today He said that he had turned the deal over to someone else, but would give us a call when he got something new going.

Mrs. Lillian Claughton.

Very busily engaged in charity work and also in heavy business matters. No chance for immediate go ahead on Burlingame Island. However, she still has us in mind and would like to keep posted on our planning activities. Said to call her for lunch next time I was in town.

Dr. Rheinhold Wolfe.

Talked a bit about projects on the fire. Said he was still suspicious that any leads he gave us would be turned over to Larry Smith. Promised Scout Honor we didn't work that way. He said he had a large shopping center client who asked him for architectural recommendation. Dr. Wolfe mentioned our firm and client told him we were too expensive. Tried to explain for the 80th time to Rheinhold that this was not true.

He asked several questions about square foot volumes and parking ratios, which I gave him general answers on. Told him to get in touch with us when he had something promising.

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Henry Freeman.

Henry came in about 10:15 A.M. and we chatted for about an hour and one-half. He is operating a 94 acre leafy plant and cut flower farm down near Homestead. He lost about 35 pounds and looks fit and fine.

We discussed Dadland. He said that Allen Morris was still very much in the driver's seat with complete control. He mentioned that project should go ahead soon and certainly we were not out of the picture. Apparently, however, Allen has been dicker-ing with Weed-Russell-Johnson who did the Northside Center at 27th Ave. and 79th St.

Talked about Mr. Davis and Henry said that he was going to work every day, but he was not certain what kind of health Mr. Davis was in.

Harold Toal came by about 11:45 A.M. and we drove to the First Research Corporation building. Phil Moore had already left for lunch; apparently becoming confused about his prior engagements. Met Charlie Bedell, an Associate in charge of marketing. Phyllis Kruetz talked to me for a little while about her recent trip North. She asked me to say hello to Mr. Gruen and thank him for his courtesy in talking to her. Wandered through First Research building and looked over facilities and plant-- quite impressive.

Drove downtown where Harold and I tried to visit Mort Saber, Executive Vice President of the Property Owners Development Association (PODA). Mr. Saber was not in, but Harold said we should try to get together with him before I leave. PODA is described in the attached folder. Harold said that it is composed of a group of investors who have heavy interests in substandard negro housing. They have fought urban renewal until it has become apparent that rehabilitation is inevitable. Now to join renewal efforts they have formed PODA to insure their voice being heard in proceedings. Since PODA will involve planning, architectural and engineering services in its activities, we should follow closely their workings. Mort Saber hopes to make it nationwide in a short period of time. Mr. Saber is former director of Home Finance Administration and hails from Washington, D.C. Harold says he is very capable, energetic and has a high sense of moral understanding. I will try to follow this up before leaving Miami and we should keep informed of their activities at all times.

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I had lunch with Harold and met Mrs. Claughton and talked to her for a few minutes--a very pleasant lady.

After lunch we went back to the First Research office and I met Phil Moore. We discussed his organization at length with him indicating that they would be very interested in associating with us on projects we might have, particularly in the Southeast. Obtained some descriptive material from him. Attached is a description of his firm.

Returned to office about 3:00 P.M. and continued phone conversations.

Robert Morgan.

Tied up in a meeting but will try to call back today or tomorrow.

Eliot Dunwody.

Very pleasant. Felt that I should talk to Allen Morris tomorrow before visiting with him. Didn't have much to say. Would like to be brought up to date on Dadeland.

interoffice communication

date November 12, 1957

subject Promotional Trip to Miami
Nov. 11 and 12, 1957

to

from Ralph J. Stephenson (Miami)

Relative to promotional trip to Miami, on Tuesday, November 12th my activities were as follows:

In the morning I drove to the Northside Shopping Center site at 27th Ave. and 79th Street. Construction had not yet started and the buildings on the site were still occupied.

Allen Morris.

Had an appointment with Allen at 10:00 A.M. He was in and saw me on time, asking Walt Htling and Bill Kilpatrick to sit in on the meeting. Allen said that after his serious illness last summer, he had slowed down considerably and was changing his whole way and philosophy of life. He looked good and seemed quite relaxed.

We discussed the Northside Center first and he explained that due to various things construction was not scheduled to start for 90 days. (One of those items of delay Allen said was working drawings ~~which~~ were not complete and construction money was not available until they were complete.) Later in the meeting Allen said that he was getting bids in today at 2:00 o'clock and planned to meet with Prudential at 2:30. Somehow or other, these statements seemed to contradict each other. I would suspect that leasing is going badly. There is no reason to believe this other than the general tenor of the conversation.

Everyone assured me continually that the concept of second level service was accepted well by the tenants, the leasing plan was in fine shape and that a select group of shopping center occupants had been prepared from which deviation occurred only in special cases.

Allen said that the center was being built on a time-material basis, with a ~~preset~~ price. To this was to be added an incentive clause predicated on the target opening date.

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Allen Morris (Continued)

The conversation swung around to Dadeland when I asked Allen how Mr. Davis was. Apparently Dadeland, Inc. has sewed up a deal with Federated (Burdine's) and assured Morey Briggs that the Center would be opened by November 1960. The deal is predicated upon a two department store design totaling between 350,000 and 500,000 square feet. This would include a Burdine store of between 100,000 and 150,000 square feet. Allen said they have no intention of beginning work on the Center until Northside is under construction. This, he mentioned, would place the starting date of Dadeland design at about April 1, 1958. Until that time Allen wants nothing done on the job at all from the standpoint of planning or leasing. He says that he is now devoting himself to one thing at a time, feeling that everything else should wait right now until Northside has been given his full attention.

Talking about the selection of architects, Allen said that he had freed himself of all obligations in the matter and wanted to start fresh when April rolled around.

The site has now been definitely established as being on the south side of the canal, the road system will not be altered except that Palmetto is slated to become a limited access expressway. However, there will be no bends in either Palmetto or North Kendall, nor will the canal be rerouted. This gives us an elongated site of 73 acres.

Bill Kilpatrick had had an illustrator sketch on a aerial photograph a center having two department stores connected by a long wall between. Everyone hastened to assure me that a great deal of thinking had gone into the layout as shown, but it certainly didn't represent any kind of a final concept.

Allen and his crew are hoping to apply many of the things they learn at Northside to Dadeland. It is encouraging to hear from them, however, that they realize the two sites and the trade area characteristics are totally different.

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Allen Morris (Continued)

I emphasized that we have a strong personal interest and feeling for the job and that we certainly want to make it known that we are anxious to continue our work.

Allen asked me how much of our original preliminary fees (totaling I believe about \$50,000) could be applied if we were selected to do the work on the new center. I said it would be very difficult to estimate this without sitting down and reviewing the whole project, but that since we originally had discussed applying the entire preliminary amount to our fee that something between one-third and one-half could now be expected to apply against the new center and its design. I am not at all certain of this figure but felt that it was politically expedient to furnish him some kind of an answer.

We next discussed the Northside Center in some detail and all three of the people personally escorted us to the model room. They are all pleased with the second level service. (Johnson of Reed & Johnson is the author of the idea.) I pointed out that I hoped it would be successful since we had tried to promote the idea as far back as four or five years ago to some of our clients. They, however, had been leery of the problems to be encountered and had abandoned it in view of more conventional concepts. Allen seems quite hep on the use of second floor space for storage. I think that if Northside proves reasonably successful, even during the leasing stage, that some of our earlier thinking on Dadeland can be reused.

Bill Kilpatrick furnished me with an upper and lower level plan of Northside Center. If we would like extra copies, I am sure they are available.

All in all, the meeting occupied about an hour and a half and to me indicates Allen still has an interest in either retaining us for the design of Dadeland or pumping us for as much information as possible. He promised to keep me posted and in mind.

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Promotional Tripto Miami
Nov. 11 and 12, 1957

Ralph J. Stephenson (Miami)

Interoffice communication

Mort Sabar.

Called his office at about 11:30 A.M. He had a luncheon appointment and said that he would like to meet with me later this afternoon if possible. I told him he could call and we would either get together or discuss urban renewal over the phone. He seemed very anxious to talk to me. I think we should follow this up with a phone call from time to time just to see what is happening.

Mel Irwin, Vice President, First National Bank, St. Pete

Talked to him when Harry Playford was not available. Mel said that the St. Pete CBD study is fairly dead because of several reasons. One of the major ones being a lack of educational follow-up following our presentation. This, of course, is to be expected due to the opposition of John Harvey and John Wallace. Apparently three or four of the merchants also resented having establishments like Doc Webbs, Maas and Sears shown on our maps while they were left off. Mel said that this was nothing serious, but it indicates how little the town actually is and how small the thinking can be. He said that ultimately the report would be dug out and would certainly prove to be a valuable guide, but right now it was not, in his opinion, the right time. He mentioned also, as had Harry Allender, that the Planning Department was in lots of trouble--particularly John Harvey.

Regarding the Bank, he said Harry Playford knew more about that than he did. However, they are going to follow the joint recommendation of Larry Smith and ours that they remain where they are. Harry is now negotiating for the Phiel Hotel next door and they will be starting something quite soon. Mel suggested that I call Harry tomorrow and talk to him about the work. Promised to do so.

interoffice communication

date	April 9, 1958
subject	Florida Promotional Trip
to	Karl Van Leuven
from	Ralph Stephenson

JK
Dear Karl:

With the recent limited success we had in shaking loose bits and dabs of work by the confrontation process, I would like to recommend consideration of a three or four day jaunt to Florida.

In looking over our contact list down there, it would seem that we should personally sound out our prospects periodically. It has been six months since I was there last and, perhaps, some of the work could be shaken loose. In addition, Dadeland should, by now, be a hot prospect and, who knows, we may embarrass Allen Morris into giving us the job.

Listed below are the prospects that could bear following up, with a brief description of each:

- 1) Airport - George McSherry has already given out the work for which we originally contacted him. However, there are more airport projects in prospect, and we should keep hammering at them.
- 2) Lincoln Road Association - Mr. Levinson has repeatedly emphasized he would like to talk to us personally about the Lincoln Road Promenade. After this totally unprofitable season, they may be more than ever ready to do something.
- 3) Dadeland - Allen said he was going to jump one way or the other April 1. Phone calls to him are extremely ineffective, but he seems always ready to sit down and pick your brains for two or three hours - it may be worth a try. In conjunction with this, I thought I would try to get in to see Eliot Dundwody, and maybe even old Arthur Vining himself.
- 4) Hollywood Inc. - This project was tied up last time I was there by tax problems and lack of a trade area. By now, however, they may be ready to do some preliminary planning.

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To: Karl Van Leuven
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- 5) Roy Penzell - Has several projects, none of which we have been able to break in on. However, he is a friend of Gene Tannen's and thinks a lot of our office.
- 6) Mr. Desser - A big developer, associated with many L.A. interests. He has been toying for several years with Carol City, a large residential development just north of Miami.
- 7) David Shine - Perhaps a phone call here might at least turn up some additional prospects.
- 8) Bob Morgan - President of a large local loan association. He is very much in favor of a CBD plan for Miami. Perhaps I could arrange a talk on the Kalamazoo project for the local business interests.
- 9) Mort Saber - Head of a private association to assist local businessmen with urban renewal problems. Might be able to give us some leads.
- 10) Harold Toal - A good friend of mine, who was formerly city planner for Miami and is now chief analyst for First Research Corporation. He may have some leads that would be worthwhile following up. First Research is at present engaged in an economic study of Mullet Key. The planning of which, I understand, is still not complete.
- 11) A. T. Beckwith - Jack still has some interest in urban renewal and, of course, is an officer in Dadeland Shopping City, Inc.
- 12) Dr. Rheinhold Wolfe - The cautious professor is always good for possible potential jobs, even though he hasn't come through with anything yet.
- 13) Lillian Claughton - She is the girl who owns Burlingame Island, as well as a good chunk of Dupont Plaza. Perhaps, with the new highway plan on the way to implementation, she would consider seriously preliminary planning for the island.
- 14) Boca Raton Shopping Center - Lee Lehman of Miami Beach and Cleveland is thinking of building in the near future. This gentleman is an acquaintance of Eliot's family.

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- 15) David Blumberg of the Cutler Ridge Construction Company - Eliot met Mr. Blumberg recently in New York at the Shopping Center Convention. He is presently operating a center which is being built in stages. They have had considerable difficulty reaching a suitable plan, and need our help. In addition, there is a large fringe area which will be developed for recreational and other purposes.

Moving over to St. Pete, we can shake up the following:

- 16) Harry Playford - Here, perhaps, is the biggest single job, besides Dadeland, which we could exercise some personal contact on. Playford was instrumental in our CBD efforts and, with Kalamazoo under our belt, we should be able to stir up a bit of interest. Here, again, I might be able to make hay while the sun shines, and present the Kalamazoo plan to the local citizenry.
- 17) Howard Allender - Our architect friend who, on his last trip here, indicated a desire to assist us in getting some hotel and department store work in the area. He had promised to send us some names and data, but these have not yet arrived. Perhaps an on-the-site visit would be of some use.
- 18) Nelson Poynter - Publisher of the St. Petersburg Times, and the man we worked with on the CBD study. It would be a good idea to renew the acquaintanceship.

This probably would be a four day trip, and expenses might run about \$300. Could I have your reaction.

Ralph

RJS:gc

April 18, 1958

Florida Promotional Trip

Ralph J. Stephenson, Detroit

Clara Johnson, Miami

Dear Ralph:

Comments on your proposed Florida Promotional Trip as outlined to Karl are as follows:

- 1) Airport - I agree. Mr. McSherry is not so "unapproachable" as some others in top positions. Also, I feel his evaluations to be based on facts rather than prejudices...or political whim.
- 2) Lincoln Road Association - The attached letter on this matter seems rather final; but since writing that letter I've found out that this publicity is very premature and not the concept the Association has at all. This article came from a very eager-beaver reporter and none of the information was released by Mr. Levinson. Hank Meyer's office on Miami Beach is the Association's publicity and public relations firm. They did not release this material either. Even though the VG response to their original inquiry did not meet with their approval and seemed to create some misunderstanding, I feel that this has been smoothed over to a degree and that personal contact between you and Mr. Levinson might be beneficial.
- 3) Dadeland - The attached letter on Dadeland sums up pretty well the Allen Morris and Dadeland story, so far as I know it. The idea of seeing Mr. Davis again might be a good one. After all, he still seems to be very active in his Isle of Pines project. Of course, I don't know if Allen Morris has the inside track on all his activities or not.
- 4) Hollywood, Inc. - The interest and contact is already established. I would certainly keep in touch.
- 5) Ray Penzell - Since Mr. Penzell has actually offered us the opportunity to at least "get our feet wet" in his projects, a personal meeting might bring about a clearer concept of conditions under which VG could and would be willing to participate.
- 6) Mr. Desser - Carol City is moving forward and, according to latest information, is Mr. Desser's only project in the area at present. However, as Carol City demands become less pressing, Mr. Desser might be giving thought to something else. A personal meeting could certainly do no harm.

Florida Promotional Trip

Ralph J. Stephenson, Detroit

Clara Johnson, Miami

- 7) David Schine - I agree. However, what about the Hilton interests? They seem to be on a building spree.
- 8) Bob Morgan - He is busy, I know, but he is not returning telephone calls these days either. The Kalamazoo project might be a good thing to discuss at this time, since the Downtown Council has just elected seven new directors for the next three years.
- 9) Nort Saber - Mr. Saber is no longer connected with PODA. There was some sort of misunderstanding. He is still in town, however, and in his own words, "is something of a free-lancer." He is still doing the same type of thing advocated by the PODA organization and the location he is presently interested in is St. Pete. He is looking forward with interest to meeting and talking with you on your next trip.
- 10) Harold Teal - Harold said he would try to get a letter off to you soon, but he said I might relay to you that their report on Mullet Key indicated that the project was not economically feasible. Griener was thinking in terms of something like fourteen million dollars. First Research's report is in the hands of the County Commissioners now.
- 11) A.T. Beckwith - He too would be interested in the Kalamazoo project.
- 12) Dr. Rheinhold Wolfe - He merits keeping in touch with.
- 13) Lillian Claughton - Don't let your interest in this contact lag. She is newly elected treasurer of the Miami-Dade Chamber of Commerce and, as you know, is vitally interested in what happens to downtown Miami.
- 14) Boca Raton Shopping Center - If Mr. Lehman is in Miami Beach when you are here, then certainly try to see him.
- 15) David Blumberg, Cutler Ridge Construction Company - I don't know the story of this, but do know that Food Fair was thinking in terms of a shopping center there, but I believe leasing was not going very well and nothing was done along those lines, although Food Fair does have a large store at Cutler Ridge. Might bear looking into and further contact with the Food Fair people would at least let them know that we are still interested in their expansion plans.

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Florida Promotional Trip

Ralph J. Stephenson, Detroit

Clara Johnson, Miami

Moving over to St. Pete:

- | | | |
|------------------------------|---|---------------------------------------|
| 16) <u>Harry Playford</u> - |) | Next to Dadeland, as you stated, |
| |) | St. Pete seems our biggest potential. |
| 17) <u>Howard Allender</u> - |) | I would certainly try to keep any |
| |) | interest there from lagging. Mort |
| 18) <u>Nelson Poynter</u> * |) | Saber might possibly be of some help |
| |) | because of his work in St. Pete. |

Clara Johnson

CJ:hs
Encls.

Air Mail
Special Delivery

MICHEL GREN & ASSOCIATES, INC.
PROJECT

APR 21 1958
RECEIVED
REFER TO
COPY FOR

PROMOTIONAL TRIP

April 7 to April 19, 1958

GENERAL

The majority of people I talked with are not planning any expansion or building improvements until there is a business increase. Many of them have just completed their expansion or remodeling programs and others have work underway and are planning nothing further at this time.

With very few exceptions, I found the people I talked with extremely interested in our firm and they have promised to contact us on future work.

April 23, 1958

BALTIMORE, MARYLAND

April 9, 1958

HUTZLER'S - 212 N. Howard - SA. 7-1234

I met with Mr. R. Lampe, head of store planning. He knows our organization and expressed concern over working with us because of our Henschild-Kohn contact. At the present, they have one store under construction. Morris Ketchum is the architect for this store. Stewart's use Raymond Lewey. They have nothing immediate but he mentioned they were very open-minded. He had seen and liked Hudson Eastland and its schedule of completion.

HEBET COMPANY - Baltimore & Charles Streets - MU. 5-4444

Mr. Jeffrey Swabe, Vice President, was out of the city for two days. I talked with Mr. J. J. Miller, Executive Vice President, and he suggested I contact Mr. Robert Levi, President, in Washington. He said that the Baltimore plans were nearing completion. He had a meeting scheduled with Mr. Levi in the afternoon and said he would mention that I had called him.

JULIUS GUTMAN & CO. - 201 W. Lexington - MU. 5-6400

I called Mr. Westheimer, President, and he suggested I talk directly with Mr. A. Gutman, General Manager. Mr. Gutman

was still out to lunch at 3:20 and I left a message to return my calls twice. He is obviously not interested.

MAY COMPANY - Lexington & Howard Streets - MU. 5-5500

I met with Mr. Leonard J. Novogrod, General Manager and Vice President. He is acquainted with our organization through publications and The May Company University Heights. He expressed interest in the photographs I showed him. We discussed fees for interior work and the scope of services governing fees. He asked about our fees for (say doing one floor) depending on the floor and type of operation. I quoted 80 cents to \$1.00 per square foot of gross area. They have no immediate plans but I believe they are considering a shopping center location. I am hazy on this but I think it will be in the Fall at the earliest. He assured me we would be contacted and considered on any future plans.

SCHLEISNER COMPANY - 300 N. Howard - SA. 7-3000

I spent an hour or more with Mr. Samuel J. Schleisner and explained our organization in detail and showed him photographs of recent store interiors as well as architectural work. Schleisner's is a better ready-to-wear and women's accessory store, located on a main corner opposite Maxler's. Their only branch operation is the one referred to in his letter to Victor Gruen dated January 25, 1958. The problem they are faced with is

more than their store expansion. It involves parking in what appears to be a badly executed center. The center is called Pinecrest Center and is located on Reisterstown Road (Highway 140 and _____ Street). It is an "L" shaped center with Food Fair at one end and Schleisner's are located next to the Highway. The main parking is 80 cars. This limited parking, in addition to the Center's use, is used by a drug store across the highway and a bank across the other main street. He asked me how this could be controlled. The other parking area, 80 to 100 cars, is located behind Food Fair and is difficult to enter and exit (a fairly steep grade).

There are also problems of entering the center off of the main highway. Mr. Schleisner has an option on a piece of property 80 feet wide by the length of the Center property (north of his present store). In addition, he has a long term lease on the adjoining building that he is paying rent on at the present time. It seems their immediate need is to improve parking and service facilities. I explained our standard 2-1/2 contract for exploratory work of this nature and that we could then work on a fixed fee for preliminaries and working drawings for the balance of the program. He has arranged a meeting with the shopping center owners in two weeks and after that time we should contact him. I asked to see a site or plot plan of the Center which he asked his secretary to find. I overheard

that they had given it to Anos Parrish. He expressed great interest in our organization and he felt we could work very well together. I believe he would be a good client to work with.

EPSTEIN'S DEPARTMENT STORE - 1918 Eastern Avenue - BR. 6-6100

I talked with Mr. Samuel Epstein, President, and Mr. Ness. They have a building in the planning stage and a Mr. Dave Harrison is their architect. He said they are very satisfied with his work. He suggested I send him a letter upon my return to Detroit for their files and consideration for future work.

WASHINGTON, D. C.

April 10, 1958

THE BECHT COMPANY - 7th & F Streets, N.W. - WA, 8-5100

I called and talked with Mr. Harold Melnicove who heads their store expansion program. He knows Victor Gruen personally and is well acquainted and favorably impressed with our work. They are presently building a suburban unit and using Daniel Schwartzman as their architect. If there should be any further expansion, he assured me that we would be considered.

WOODWARD & LOEHROP - 11th & F Streets - DI, 7-5300

I talked by phone with Mr. Andrew Parker, President. He said they have leased space in Wheaton Center and have their own interior store planning staff. He had a busy schedule and I could not arrange an appointment.

LANEBURGH & BROTHERS - 8th & E Streets, N.W. VA, 8-9800

I called Mr. Ralph Goldsmith, President and General Manager. They have a store under construction. Meyer Katsman is their architect. This is the second store he has done for them and they are very satisfied with his work. There is nothing contemplated for the immediate future. He said he is well acquainted with our organization and will consider us for future work.

JULIUS GARFINKEL & COMPANY - 14th & F Streets - RA. 8-5100

I talked with the secretary of Mr. Richard Dunn, President,
and made an appointment for 5:00 p.m. This was from
Baltimore and the only appointment in Washington, D. C.
Instead of delaying the trip for a full day I called the
appointment off and will follow up with letter.

B. KANN SONS COMPANY

I was unable to reach Mr. Kann or Mr. Burgunder. Will
follow up with a letter.

RICHMOND, VIRGINIA - POPULATION 230,000

April 11, 1958

MILLER & RHODES - Broad & 6th Streets - HI. 8-3111

Mr. Edwin Hyde, President, said that they have completed their present expansion program. They have used both Amos Ferrish and Lowey in the past. He said they were not satisfied and are now using someone else but did not divulge the name. They are very satisfied with the present architect. We discussed Miller & Rhodes and their philosophy in building in Roanoke, Charlottesville, Lynchburg, etc. This discussion lead into CBD improvements. He is well acquainted with our organization and The Port Worth plan and is evidently quite active in the downtown civic group. He said he would be happy to give me some time but the Yankee's were playing an exhibition game with the local team and most of the people in Richmond will be at this game. He gave me the name of Henry Gerner, Executive Director of the Central Richmond Association, and suggested I meet with him. I called Mr. Gerner and talked with his secretary. He will not be back until after 5:00 p.m. (probably at the ball game). I suggest we send him a letter about Kalamazoo and other recent city plans and possibly arrange a meeting. The address is:

1620 Central National Bank
 Broad and Third
 Richmond, Virginia
 HI-3-0813

FREEMAN'S - 1008 W. Carey Street - EL. 5-7215

I tried three times to reach Mr. H. F. Freeman and was unsuccessful.

THALMIMER BROTHERS - 611 E. Broad - HL. 3-4211

I called Mr. Wm. S. Thalmimer, Jr. in the morning and was
told he was not expected before 2:30 p.m. His secretary
told me that he was in and out at this time and would
have been delighted to see me but had no time today. I
suggested the possibility of staying over for a Saturday
morning appointment but she did not know his appointment
schedule so I left word that I would write to him and
send photographs and try to arrange a future meeting.

ROANOKE, VIRGINIA - POPULATION 92,000

April 12, 1958

S. H. HEIRONIMUS COMPANY - 405 Jefferson - DI. 3-6941

Mr. Robert L. Lynn, President, informed me that the Federal Reserve business increase figure of plus 29% over 1956 figures are due to the new Miller & Rhodes downtown store and a large new suburban Sears store. Actually, their volume figures are lower than last year. They moved to their present location and remodeled two or three years ago. The interior looks like it might have been Ames Parrish. I explained our organization in detail including downtown improvements. He was extremely pleased with, and commented favorably on, the work that I showed him. He said with their recent capital expenditures and drop in volume over last year that they plan nothing in the immediate future, but said they would consider us if something should develop later on.

N. W. PUGH COMPANY - 15 Campbell Avenue - DI. 4-9211

Mr. N. W. Pugh, Jr., President and General Manager, had an extremely busy schedule and I was unable to see him. However, I talked to him by phone and acquainted him with our organization. His story was much the same as Mr. Lynn's regarding business and no immediate plans. He said he would keep us on file in case anything should develop in the future and would be happy to see me the next time I am in the area.

SMARTWEAR IRVING SAKS, INC. - 210 S. Jefferson Street - DL 3-4431

Mr. Saks expressed interest in our organization but has no immediate plans. However, in our discussion he mentioned that the building next to them had burned about two months ago and as a result of this fire their business was closed for four weeks. They had just completed redecoration and repair job. The burned building is owned by an estate and is located between Smartwear and a bank on a corner. I gathered that Mr. Saks had inquired regarding acquisition of this property and that the bank is also interested. He said if business should improve he would contact us. I believe we should follow up with additional brochure material. He had evidently read the PROGRESSIVE ARCHITECTURE article from cover to cover.

Smartwear is a four floor, ready-to-wear and accessories operation. They have a large glass wall front and the exterior and interior were done about 10 years ago.

ROANOKE GENERAL

Two large parking garages, private investments, have been constructed on opposite ends of the business district. In addition, there are several parking lots in the downtown area. Surprisingly enough, on both the Saturday morning and afternoon trips, I had no difficulty finding parking places within a block of the stores I was visiting.

CHARLESTON, WEST VIRGINIA - POPULATION 74,000

April 14, 1958

A. W. COX STORE - 222 Capitol Street - DI. 2-7137

I called and all executives were out of town until the next day. I talked with Mrs. Mattox, Mr. Cox's secretary, and left a message that I had called and would write Mr. A. A. Cox, President, upon my return to Detroit.

THE DIAMOND - 110 Capitol - DI. 6-0911

I talked with Mr. William M. McKim. He said they are using Lowey and are completely satisfied. He had no time to see me today. I told him about our firm and said that I would call him the next time I was in Charleston. Later, I stopped by to see this store. The ready-to-wear floor had just been completed. A salesman told me it had cost over \$200,000. I estimate the gross footage to be 16,000.

STONE & THOMAS - Lee & Dickson - DI. 6-0981

I met with Mr. H. B. Suter, Vice President and General Manager (pronounced Sooter) in the afternoon and we spent about an hour together. They have an extension program underway and the steel is erected for the additional two floors. They are using a local architectural firm for this addition which is approximately 16,000 sq. ft. per floor. The present basement and three floors are 70,000

to 80,000 sq. ft. of gross area. The building was constructed 10 years ago and I believe the same architectural concern did the working drawings and supervision that is working on the new addition with design and interiors by Ames Parrish. The store is well maintained but lighting, color and design is bad. I found Mr. Outer to be very affable and interested in our firm. In our conversation he mentioned that he had no idea that there were so many firms specializing in commercial work. He outlined their expansion program that involved the use of the future fifth floor for receiving and marking -- they are inadequate at the present time. The future fourth floor will be mainly furniture, with lamps, pictures, mirrors, etc. In his opinion, because of the lack of fixture work involved, he felt they would not need outside help immediately. I explained our complete services, i.e., from analysis and department relationship to final color, graphics treatment and furniture selection. Also, that we have complete engineering, architectural and city planning staffs.

During our conversation he mentioned that the owner is a close, personal friend of Mr. Pickering from Ames Parrish and he felt that certain errors had been made in the planning of their present facilities such as no structural provisions for carrying escalator beyond the second floor

and had dock facilities. The result of the meeting was that they will need some outside help within four to six months and we will be among those considered. When I explained in detail our analysis services, dollar volume, square footage, department relationship, etc., up to block plan stage, he said that he was shocked by Parrish's figure of \$10,000. for this part of the services. I made a fast calculation based on Kern's 325,000 sq. ft. store. With the complete building plans that would be available, I said a rough estimate for our fee would be more in the neighborhood of \$3,500. I said that we had noted that the Charleston area had a plus 5% increase over the previous year while the National Average was lower and to what did he attribute this. Their industry, chemicals, formerly coal, is not affected by the consumer's use of the goods such as automobiles, refrigerators, etc. He has noticed a caution in buying habits but attributes most of it to recession talk. I suggest we follow up with a letter after my return to Detroit and another follow up within two months.

COYLE & RICHARDSON

I had a few minutes to spare before my meeting with Mr. Gurner and noticed another large but old department store on the opposite corner. I walked through the first floor. This is evidently the old Kern operation of Detroit with no improvements or progressive management for years. When I discussed city planning and parking improvement with Mr.

Guter he mentioned that they have built a parking lot but he feels their neighbor is benefiting as much as they. He said at the present the parking seems adequate but will require additional parking in the future. Parking lots are privately owned with one municipal lot near the river, which is several blocks from the main district. Both Coyle's and Stone and Thomas are located about a block from the main business street. The Diamond Store and Cox's are located on the main business street.

CITY OF CHARLESTON

It seemed quite busy and growing. There are several large chemical concerns located here including Du Pont, a new fairly large Penny Store is being built across the street from The Diamond Store and Libby Owens Ford has a large plant here.

PARKERSBURG, WEST VIRGINIA - POPULATION 10,000

April 15, 1958

DILS BROTHERS & COMPANY INC. - 521 Market Street - GA. 2-1521

I called Mr. H. H. Dils, Jr., General Manager, who was out of town so I talked with Mr. Samuel Dils who informed me they had just completed a 22,000 sq. ft. expansion and remodeling of their store. The Architect was L. Sherborn. He knows of our firm but felt it would be a waste of time for both of us to have me come over to see him. He said it would be quite some time before any new work would be done. He said he would keep us on file and to give him a call the next time I was in Parkersburg.

BROIDA, STONE & THOMAS - 515 Market Street - GA. 2-3546

I called Mr. B. Paul Broida (pronounced like Rhoda) who was in Portsmouth for the day. I was transferred to Mr. Donald L. Jones, General Manager, and arranged for an appointment. Stone & Thomas has purchased this store but in the agreement, Mr. Broida remains in charge of certain stock, salary and other benefits that, as I understand it, diminishes his active duties after a period of years. The store is still called Broida, with Stone and Thomas in small print. Mr. Broida is a close personal friend of the head of Jacobson's in Birmingham and through this connection, used Mr. Schmidt, a Detroit architect, who in turn worked with Sabaroff on the

fixtures. Their recent remodeling is heavy and of bad design. The expansion is in a new building that is connected with the old space. Under the terms of their lease they must expand within seven years. In my opinion, Mr. Jones is not terribly happy with the remodeling. He mentioned that there was conflict and delay caused by disagreement among a planning consultant from Stone & Thomas, the building contractor and Mr. Schmidt during construction stage. Mr. Jones seemed genuinely interested in an organization like ours that has complete services. He assured me that for the future work, we would be contacted. This store is shown in the Michigan Society of Architects issue of April, 1957, I believe. We should contact this store as soon as there is a business increase.

PORTSMOUTH, OHIO - POPULATION 37,000

April 15, 1958

BRADSHAW DRY GOODS COMPANY - 409 CHILLICOTHE STREET - EL. 1-1161

I talked with Mr. R. B. Lechner. They have just completed remodeling and have nothing contemplated for a long time. He knows of our organization and invited me to come in and browse around.

MARTING BROTHERS - 515 CHILLICOTHE STREET - EL. 1-2111

Mr. H. Glenn Duis (pronounced De-iz) was gone for the afternoon. I spent quite a while with Mr. H. G. Marting who had not heard of us and had the impression that Grand Rapids Store Equipment Company had done the Hudson Northland Store. I explained our organization in detail and felt they (a Mr. Daniell, another executive, was present) were very impressed with our work. I was questioned whether we had any interests in fixture and contracting firms, and I explained to them the A.I.A. ethics and standards. The meeting ended in a very pleasant manner. I feel that in time, after business increases, something could develop. They said that Federal Reserve figures are not true and that their business is off. A Montgomery Ward store has been built across the street which accounts for a part of the increased figure. They feel this store is over planned for the community. The atomic energy plant that was recently constructed in this area employs approximately 1,700 people and could account for very little of the increased volume figure.

LEXINGTON, KENTUCKY - POPULATION 56,000

April 16, 1958

BEH SNYDER - 111 EAST MAIN STREET - 2-6231

I called Mr. Michalove, vice president and general manager, who informed us they are doing work at the present time. He said they are working with Ken Welch and are extremely satisfied. He was very courteous, and said this would complete their expansion program.

WOLF WILE COMPANY - 204 EAST MAIN STREET - 1-1215

Mr. Joseph Wile, president and general manager, said they are in the process of remodeling right now. They have retained Swanson Associates and are completely satisfied with their performance. He said they have no future plans but would consider us should anything develop.

FURCHELL COMPANY

Mr. George S. Wiedman was having a day off. I talked with Miss Marian Turner who said that Mr. Wiedman would be very interested in talking to me. She said she had heard Mr. Gruen speak in New York and found him a fascinating speaker. She said that Mr. Wiedman was extremely interested in city planning, and they had talked with someone on the city plan commission but there was no action taken. She gave me Mr. Wiedman's home phone number, but I was unable to reach anyone at his home. I asked

if they had any remodeling or expansion program in mind for the department store. She said they do not, but do have a great interest in city planning. I mentioned that the projected planning program for Kalamazoo had just been completed. We should contact Mr. Wiedman and, if he expresses the same interest that Miss Turner evidenced, perhaps, we should send someone from this office well acquainted with city planning to talk with him.

LOUISVILLE, KENTUCKY - POPULATION 375,000

April 17, 1958

BEI SNYDER

Mr. B. Shapiro, general manager, was out of the city and was not expected back until next week. The same was true of the second in command. I finally talked with Mr. Marsh, who is the controller. I explained our organization, and asked if they had any expansion plans contemplated. He was very vague about this, but I feel there might possibly be something, as he said Mr. Shapiro would be interested in talking with me. I left word that we would contact Mr. Snyder by phone or letter next week.

J. BACON & SONS - 4TH & MARKET STREETS - JU. 3-6561

I called Mr. H. S. Johnson, president and general manager, and he said they had completed their present expansion and remodeling program. They have three branch stores and worked with Nevin & Morgan on one, and Wagner & Petts on another. Both of these are local architectural concerns. I don't recall who did the remodeling for the downtown store. He was pleasant to talk with, knows our firm, and will contact us if anything should develop.

KAUFMAN STRAUSS - 427 FOURTH AVENUE - JU. 5-2271

Mr. Robert L. Shuss, president and general manager, said that he was leaving town within a few minutes, otherwise would have been very happy to have me stop in. Until there is a business increase, they are planning no remodeling or expansion to branch stores. He too knows our firm, and said we would be considered if anything should develop.

LERMAN BROTHERS - 522 WEST MAIN STREET - JU. 7-6528

From their telephone listing and advertising, this seems to be a wholesale merchandising operation. However, I called Mr. Nathan Lerman, who was not in his office at that time. I left word that I had called and was sorry that I did not have more time in Louisville.

H. B. SELMAN & COMPANY - 4TH & WALNUT STREETS - JU. 5-5211

I noticed this store, which is a better ready-to-wear operation, and fairly large, is located across the street from Stewart's and would be comparable to B. Siegel's or Himmelhoch's. I called Mr. Gene Thal, the president, but he was out of town until next week. I then talked to Mr. Radow who said he would be happy to talk with me although they had no immediate plans. I spent a pleasant half hour with Mr. Radow. He was very favorably impressed with the photographs and brochures that I showed him. He said a movie on modern architecture and city planning was being shown in Louisville the following week. Among the architects

listed was Victor Gruen. I left a PROGRESSIVE ARCHITECTURE article with him, and he assured me we would be considered and contacted if there should be any future expansion.

STEWART BNY GOODS COMPANY - 4TH & WALNUT STREETS - JU. 4-1261

I called Mr. L. P. Seiler, president, on arrival in Louisville late Wednesday afternoon. He said he would be happy to see me any time on Thursday. However, on Thursday, Mr. J. Ray Greenhill, president of the Baltimore Stewart's operation arrived and they had conferences most of the day. Miss Chadwick, secretary to Mr. Seiler, was extremely helpful, and tried to get an appointment for me with Mr. Sigard, the superintendent, who was in a meeting with the contractors for the balance of the afternoon. While talking with Miss Chadwick, the Vice President and Merchandising Manager stopped by. He found the photographs extremely interesting, and he said he was sure Mr. Seiler would be interested. About this time, Mr. Seiler and Mr. Greenhill returned to the store. I talked with both of these men. In Louisville, they are building a 50 per cent expansion to their present facilities. At the present time, Abbot & Mark are doing the building, Lowey has three or four floors, and the rest of the floors are being done by associated store planning consultants out of Baltimore.

Mr. Seiler is quite well acquainted with our organization, and said he had been to our New York office in the past, shopping

around. Mr. Gruen was in Europe at this time. They seemed quite impressed with the photographs and brochures and commented most favorably on the Hudson Interiors.

While Mr. Seiler was talking on the phone, Mr. Greenhill mentioned to me that he had talked with Mr. Seiler regarding possible branch store operations in the Louisville area after the completion of the present remodeling. I gathered Mr. Seiler does not feel this is necessary until the downtown expansion is completed, or there is a change in the recession picture. In my conversation with Miss Chadwick, she mentioned a possibility of Stewart's of Baltimore building another branch. Mr. Seiler said that, although their present plans called for no immediate action, we would definitely be considered on future work.

LOUISVILLE GENERAL

This is a very busy community with excellent civic spirit. They are badly in need of additional parking. Stewart's have built a multi-level garage, with escalator service, to the store.

INDIANAPOLIS, INDIANA

April 18, 1958

I checked the L.S. Ayres installation which is progressing very well and is on schedule. The third floor wall lines were being installed. The second level fixture installation will start this week. They are completing the ceiling on the first level and also the lighting. Fixture installation should be able to start within two weeks. I also checked the G. O. Murphy store. The store front metal and escalator are being installed.

FORTE WAYNE, INDIANA - POPULATION 134,000

April 19, 1956

THE FRANK DEY GOODS COMPANY - 1017 SOUTH CALHOUS STREET - AN. 9-221

I called Mr. Eugene Frank, president, who was very courteous, and said they had just completed a remodeling program with Alvin White of Minneapolis as their architect. They have no plans for the immediate future, but would be happy to contact us if anything should develop.

THE EARL GROTH COMPANY - 912 SOUTH CALHOUS STREET - AN. 1-111

I called Mr. E. Groth, Jr., president and general manager, and was informed that he was no longer with the organization. I talked with Mr. Walsh who said that he had just joined this organization, and that they are definitely interested in a remodeling but not for about six months. He is extremely busy with his new duties at the present time, and wants an opportunity to better acquaint himself with the operation. I said that we would be in touch with him within three or four months. He again expressed interest in talking with us at that time.

Dick Beaudet

interoffice communication

<i>date</i>	May 5, 1958
<i>subject</i>	Promotional Trip (Miami)
<i>to</i>	Ralph J. Stephenson, Detroit
<i>from</i>	Clara Johnson, Miami

Dear Ralph:

I have Grayce Craig's letter relative to your Miami trip and just want you to know that the wheels are turning to fill your time here as full as possible.

While you are here, the regional conference of NAHRO (National Association Housing Redevelopment Officials) will be held at the Deauville Hotel on Miami Beach. Harold Toal feels that you might be interested in meeting some of the "big boys" and attending some of the sessions. Harold will be spending some time over there and so will Mort Saber. I've arranged a luncheon meeting for you with Mort at the Deauville for Tuesday noon; followed by an appointment with Mr. Levinson of the Lincoln Road Association.

Your appointment with Allen Morris is for 9:30 A.M., Monday, May 12th, with a 2:00 P.M. appointment with Mr. Beckwith.

I felt that the Columbus Hotel would be more convenient for you this trip, so made your reservations there.

On Monday I must confirm a tentative appointment with Mr. Davis for Wednesday morning.

Monday I will also follow up tentative appointments with Dave Hendrick (new City National Bank Building in Coral Gables) and Mr. David Blumberg, Cutler Ridge Construction Company. Both men anticipate being out of town, but if they are here appointments are firm. Please bring all pertinent bank material because I think consideration of the architect is in committee and under-way

You'll hear from me again before the end of the week as to other contacts and appointments.

Best regards,

Clara
Clara

CJ:hs
Air Mail
Special Delivery

May 9, 1958

MATERIAL TAKEN BY RALPH STEPHENSON ON FLORIDA TRIP

Architectural Forum Reprints

Three Successful Shopping Centers (4)
Two "Pocket" Shopping Centers (3)
Texas-Scale Plans for Rebuilding Fort Worth and
Industrial Buildings - St. Louis Terminal - A new kind of big room (2)
Northland Shopping Center (2)
Two-Level Southdale Shopping Center (2)

Progressive Architecture Reprints

Shopping Centers (3)
Planning for Air Travel (3)
Sun-Shaded Tishman Tower (2)
Dayton's Department Store (2)

Business Week Reprints

Master Plan for Revitalizing Fort Worth's Central Core (2)

Brochures

Kalamazoo (4)
Palos Verdes Research Park (1)
Banks (1)
A Greater Fort Worth Tomorrow (1)
Selected Speeches & Articles which set forth the planning
philosophy of the Victor Gruen Organization (1)
Descriptive Material on Bank Projects (1)
Report & Schematic Plans for Los Angeles County Parking Garage (1)

Reports

Exploratory Study of Service Facilities to New Bank & Office
Building for First National Bank of Milwaukee (1)

Maps

General Plan Guarenas Country Club (1)

interoffice communication

<i>date</i>	May 15, 1958
<i>subject</i>	Florida Promotional Trip
<i>to</i>	Ralph J. Stephenson (Detroit)
<i>from</i>	Clara Johnson (Miami)

Dear Ralph:

Here is the resume of your activities during your recent promotional trip here. If nothing else, you were surely kept busy.

Please tell Grayce that a complete mailing list for all parties concerned will be forwarded just as soon as I'm able to get some verifications completed; in ample time for you to get letters off to those whom you feel warrant it.

Incidentally, I will be writing the usual routine thank you type of letters for everyone's courtesy to us during your visit here.

Please tell Grayce to send me a liberal supply of this kind of stationery.

Just want to say again, Ralph, how nice it was to see you and to say what a good feeling it is to feel "up to your neck" in Victor Gruen activity instead of the last dangling outpost.

Best regards,

Victor Gruen & Associates Inc.
Clara
 Clara

CJ:hs
Enc.
Air Mail
Special Delivery

RECEIVED
 MAY 15 1958
 REFER TO
 COPY FOR

interoffice communication

<i>date</i>	May 15, 1958
<i>subject</i>	Florida Promotional Trip
<i>to</i>	File
<i>from</i>	Ralph J. Stephenson (Miami)

NOTES ON FLORIDA PROMOTIONAL TRIP

Arrived in Miami Sunday evening, May 12th and spent sometime with Harris and Clara lining up schedule for the week.

MONDAY, MAY 12, 1958

DADELAND - Met with Allen Morris and Bill Kilpatrick at their new offices in the DuPont Building. We talked about Northside Center for awhile and Allen informed me that construction was not underway as yet and they planned now to break ground sometime this fall. Bill Kilpatrick, at a later meeting, said 55 to 60% of the Center was leased already, but that to get their loan it was necessary to have 90% of the leasing completed before beginning construction.

Sears is the major department store. Grand Union is the food market. They are negotiating with Penny's or Grant's for the junior department store. From the tone of conversation with Allen and Bill I would judge they are having some trouble, particularly in negotiating the junior department store lease.

The conversation finally got around to Dadeland and Allen said he had a bit of bad news--that after extensive conferences with Mr. Davis, Allen's own staff and Federated, it had been decided a local architect could better fit the needs of Dadeland Shopping City, Inc. Therefore, all agreed to retain Weed-Johnson Associates as the architect. Allen apologized profusely and said that despite all his urging and efforts on our behalf the majority felt it would be much better to use Weed-Johnson who had also done the Northside Center.

We talked a bit more and I showed Allen Wildwood (in which he was very much interested) and the Los Angeles Parking Deck. Before leaving I expressed our great desire to work on other projects in Florida and told Allen he should feel free to call upon us at any time. The door was left open on our conversation by me to association with local architects if it proved desirable. We parted good friends and said "Aloha" as Dadeland slowly sunk into the quagmire of South Miami.

interoffice communication

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<i>to</i>	File	
<i>from</i>	Ralph J. Stephenson (Miami)	

ELIOT DUNWODY, JR. - Next stop on the tour was Eliot Dunwody, Mr. Davis' tax attorney. Eliot had found out that we were not to be the architect on Dadeland, but apparently Mr. Davis' organization is rather remote from the entire picture now and consequently know little about it. Allen Morris has promised Mr. Davis that Mr. Davis would have to spend no more money of his own on either Northside or Dadeland. Eliot, all in all, was very noncommittal but quite friendly. His general feeling about the whole mess was that Henry Freeman went far beyond his responsibility and duties, thus arousing the ire of Mr. Davis for not attending to business and properly running the nurseries. Of course, there are varying opinions on this subject, but apparently Mr. Davis' organization feels Henry should have concentrated on growing flowers instead of planning shopping centers.

Eliot plays golf with Allen Brown very often and I told him to give my regards to Allen and to assure him that there were no hard feelings because of the conflict of interests we had encountered during the planning of Dadeland.

A.T. BECKWITH - This appointment was made with the idea of filling Beck in on our Urban Renewal Department, to bring him up-to-date on Kalamazoo and getting a bit more rundown on what Keyes Realty was doing with the Dadeland Project. Beck is still deeply involved in trying to gather support for more public facilities to be located downtown, such as the Federal Building. Beck feels if the Federal Building moves out to the Country Club site that two or three people are interested in developing a large parking deck on the site of the postoffice.

In respect to urban renewal, Beck can not do anything because of the lack of enabling legislation in the state. However, Keyes Realty is extremely interested in the possibilities inherent in urban renewal and urban redevelopment and Beck recommended that we keep him closely posted on our activities in this field. His feeling was that enabling legislation is some two or three years off, but that the ground work could be laid at present for participation in renewal projects when they are possible. We should make him aware of all Mr. Rosen's activities.

interoffice communication

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<i>from</i>	Ralph J. Stephenson, Miami	

A.T. BECKWITH - Continued:

So far as central business district work is concerned, Bob Morgan is now in charge of the Downtown Council and will be the man instrumental in pushing any further studies. Bob Morgan was not available, so I asked Beck if he would pass on some information about Kalamazoo and give him a look at the Kalamazoo Brochure.

VISIT TO SOUTH MIAMI - Clara and I next drove past the Dadeland site (still there) and on down to the Cutler Ridge Shopping Center.

CUTLER RIDGE SHOPPING CENTER - This center is owned by the Cutler Ridge Corp., headed by David Blumberg whom Elipt Robinson met in New York at a Shopping Center Conference. Mr. Blumberg was not available for a meeting (out of town), but his assistant indicated that he was very interested in getting some competent advice relative to the possible replanning of Cutler Ridge Center.

The Center is a mess! I took several photographs and talked to one or two of the merchants. Apparently it draws heavily from the residential population of SAC forces at Homestead Air Force Base. There are other housing settlements around whose occupants presumably work in Miami, South Miami and Homestead. Food Fair has erected a brand new market due south of the Shopping Center and presumably on Mr. Blumberg's holdings (but I am not sure of this). Since we now have photographs of the site and Mr. Blumberg is aware of the fact that we were down here looking at it, the next step would be to drop him a letter indicating how we can assist him and help in some planning.

HENRY FREEMAN - From Cutler Ridge we drove over to Henry Freeman's house. I had a long talk with Henry who was quite thirsty for news of the outside world. Apparently he keeps closely in touch, however, with real estate dealings in the South Miami area. He has seen Mr. Davis from time to time and talks to Allen Brown occasionally. In discussing the Northside Center, Henry said that undoubtedly A.M. would end up in serious leasing trouble and the project may turn into somewhat of a fiasco.

interoffice communication

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to	File	
from	Ralph J. Stephenson (Miami)	

HENRY FREEMAN - Continued:

Surprisingly enough, Henry feels there is still a chance that we will be re-involved in Dadeland. He said he planned to get in touch with Mr. Davis and remind him of some of the problems which Mr. Davis had been warned about. I hold very little stock in the thought that we will be re-involved in Dadeland, but Henry has been right more than a few times on facts concerning this project. We left Henry's about a quarter after five and I returned to the hotel.

EVENING WITH HAROLD AND JANET TOAL - That evening we spent some time discussing prospects and Harold mentioned Food Fair was constructing many new markets and shopping centers. One of these is scheduled for Marathon Key. Harold recommended that I get in touch with David Share. I called Mr. Share Tuesday and he referred me to Mr. Maloff, Southern Division Manager of Food Fair. We should write Mr. Maloff a follow-up letter outlining services we offer.

Harold also described in detail the work that First Research was doing in Memphis. Their urban renewal program is going ahead quite soon and Mr. Eimre, Director of Urban Renewal in Memphis, should be contacted to see if we can assist them in their program.

We discussed a little about Mullet Key since First Research had done an Economic Study attempting to prove out Griener's design financially. It seems that this report showed Griener's design was financially infeasible and therefore the program seems temporarily stymied.

TUESDAY, MAY 13, 1958

NAHRO -

I attended one session of the Urban Renewal Southeastern Conference, NAHRO, at the Deauville Hotel. Mr. Fitzpatrick (see program for more exact designation of speaker and title) reviewed the aids to renewal and rehabilitation and the aids to displaced families. He said that pending legislation before Congress includes an administration bill to progressively reduce participation proportion from 2/3-1/3 to 1/2-1/2 over a period of six years on urban renewal projects.

interoffice communication

Caruthers
Theresa - dynamic
upset
 11:30 AM.

date	May 15, 1958	Page 5
subject	Florida Promotional Trip	
to	File	
from	Ralph J. Stephenson (Miami)	

NAHRO - Continued:

Senator Sparkman has proposed a ten-year extension at the same terms now existing. Senator Clark has introduced two sections, one of which will allow urban renewal money to be reserved for expenditure at a later date. Planning can then be accomplished several years in advance of the actual construction of the project. His other plan would allow 15% of grant funds to be used for redevelopment of blighted nonresidential areas to nonresidential uses. This, of course, opens the way for use of Federal funds to assist in the rehabilitation of blighted industrial and commercial areas. We should have Mr. Rosen follow this through carefully also since such a provision would be of assistance in our central business district work.

Another speaker; Mr. Slater, Vice President of Webb and Knapp, told what they as private developers of renewal projects look for in urban renewal sites. Two of these items were: (1) Large areas which would allow totally new environment to be created and (2) Good peripheral conditions which define the area closely providing a natural barrier to encroachment of undesirable uses. He pointed out that areas surrounded by expressways, rivers, etc. fell into such a category.

MORT SABER - Had lunch with Harold Toal, Mort Saber and Clara Johnson. Mort is very interested in working in St. Pete and asked if I knew much about the area. Apparently he has been considered for urban renewal work there by Mr. J. Ballard. The Property Owners Development Association (PODA) that Mort was involved in in Miami has fallen through. He is now scrounging around for a new position.

LINCOLN ROAD ASSOCIATION - After lunch Clara and I visited Ritter Levinson of the Lincoln Road Association. Morris Lapidus was retained to do the promenade, ~~and~~ the presentation is scheduled for May 24th. We spent a lot of time with Mr. Levinson while he reviewed carefully the entire progress of the job. After we had submitted our proposal of \$26,000, he went to Harlan Bartholomew for a proposal. Theirs, although not as high as ours, was still out of reach. They next turned to First Research Corporation for the survey portion, with the idea they could do the architectural work themselves,

interoffice communication

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<i>to</i>	File	
<i>from</i>	Ralph J. Stephenson (Miami)	

LINCOLN ROAD ASSOCIATION - Continued:

but First Research's price was also too high. At this point Mr. Lapidus rode up on his white charger and out of the goodness of his heart said he would do the promenade for his payroll costs only. This being too good a bargain for Lincoln Road people to turn down they accepted Mr. Lapidus' generous contribution. The excuse Mr. Lapidus gave for such an action was that he is now typed as a hotel architect and is extremely anxious to become known for something else. The final presentation will consist of three large re-touched photographs, three sheets of working drawings, six sheets of exhibits and two models, one fourteen feet long and the other eight feet long. Mr. Levinson assured me this work was done for well under \$5,000. We discussed a bit longer, but it was obviously useless to pursue the project in any more detail. Mr. Levinson said he would keep Mrs. Johnson posted on all the developments and if he felt we could be of assistance would certainly contact us.

ROY PENZELL - We next visited Mr. Penzell's office, but he had apparently forgotten the appointment made with us. I left some promotional material with his secretary and asked that he call Clara whenever he had a chance to arrange a meeting, if possible on Wednesday.

O.W. CAMPBELL, DADE COUNTY MANAGER - We next visited O.W. Campbell, Dade County Manager. He talked to us about half an hour with the discussion centering around the effectiveness of Dade County's new Home Rule and County Government Plan. We left our cards and told Mr. Campbell that anytime we could be of assistance to be sure and get in touch with us.

WEDNESDAY, MAY 14, 1958

HOLLYWOOD, INC. - I drove to Hollywood and before my meeting with Mr. Horvitz toured the site area to see what changes had been accomplished since the last trip. Food Fair has put up two markets on Hollywood Blvd. about an equal distance on each side of the site location. Some additional residence development has occurred, but the trade area looks pretty skimpy. At 10:45 A.M.

interoffice communication

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HOLLYWOOD, INC. - Continued:

I met with Mr. Horvitz and we talked to each other in general terms for awhile; after which I described my trip to the site and recommended that he give serious consideration to getting his development underway before the entire trade area was preempted by Food Fair and its satellite businesses. Mr. Horvitz intends to construct 9,000 housing units sometime within the next two years. Planning is now underway for these and his original thought was that shopping center facilities would be planned once the housing units are in work. I pointed out that now is the time when he should invest in some competent economic and planning advice. I recommended he have Larry do a study which would indicate how the project site could be best developed from an economic standpoint and, based upon what housing units are being considered for construction, set up recommendations for shopping center size. This means that we also will be, or should be, involved very shortly to prepare preliminary physical plans based upon Larry's recommendations.

I explained to Mr. Horvitz that he could probably obtain some exploratory material for between \$3,000 and \$3,500. As is usual, the problem of communication and the cost of trips seemed to bother him, so I said we would make sure that any price we quote for exploratory study will include reimbursables. On this project we should concentrate on how we could provide Hollywood, Inc. with the amount of material that could be given for \$3,000 or \$3,500. The Singer Job for \$5,000 is a good example of what can be accomplished within their price range.

Subsequent conversation with Mr. Horvitz was concerned primarily with assuring him the job would get the personal attention of department heads, officers and partners in the firm. I further told him we would be very willing to work with local association if he felt it desirable. (I have gained the distinct impression on this trip that we should make strong efforts in the Florida area to emphasize our willingness to work with local associations. Most prospective clients are very anxious to make use of our planning and other creative talents. However, they all have local commitments and friends which must be considered when they are ready to proceed with work.) He asked me to check into the

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HOLLYWOOD, INC. - Continued:

reputation of Charles Giller, brother of Norman Giller, and determine whether we would be willing and satisfied to work in an association capacity with him. So far as the division of labor between our firm and the associate is concerned, I told Mr. Horvitz that we would insist on controlling design and planning and would find it desirable to do the majority of the working drawings because of the production operations involved upon which we make our fee. We would expect the brunt of the supervisory portion of the work to be handled by the associate.

CHARLES H. WEBER - Clara and I met with Mr. Weber and an associate from his real estate firm in the Clipper Room of the Miami International Airport terminal building. Mr. Weber is primarily a real estate man who visualizes (very honestly) the function of the architect and planning engineer as someone who will assist him in promoting large real estate deals. He mentioned quite early in our conversation that an essential element of any work we might do with him would be willingness to accept part of the risk involved in preliminary sketch preparation. I made no comment on this, feeling it better to handle any such situation as it occurred.

There was nothing mentioned in the way of specifics that came out of our conversation. His destination at the time was East Havana where a large area is just waiting to be developed. He compared the area to the situation that would exist if Highland Park, Michigan were a totally unoccupied block of land in the present stage of Detroit's development. If this land then became available for development the problem would be similar to that faced in East Havana at the present time.

Mr. Weber is a very imaginative person and it would be very easy working with him on a creative basis. He is aware of Mr. Davis' activities and I outlined to him how we had become involved with Arthur Vining.

interoffice communication

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CHARLES H. WEBER - Continued:

Nothing specific came out of our conversation except that he took several reprints, particularly on overall planning considerations, and he promised to keep in touch with us if anything developed. His plans call for him to be in Detroit on June 6 and he may give us a call at that time.

Because of the interest of some of his clients in development of a country club area, I mentioned the fact we had done a similar development in Caracas. He expressed interest and I said we would send him a map of the development. (Send two copies to Clara also.)

We spent about an hour with Mr. Weber and although nothing will come of this contact for sometime, it should be periodically renewed because of the potential contacts in Latin America it might afford.

FLORIDA

~~Mr. Allen Morris
Allen Morris & Company
13th Floor Dupont Building
Miami 32, Florida~~

(appointment 9:30 Monday, May 12)

Mr. Ritter Levinson, Executive Director
Lincoln Road Association, Inc.
940 Lincoln Road
Miami Beach, Florida

Mr. David Blumberg, President
Cutler Ridge Construction Corporation
South Florida Public Service Company
1491 Northwest 20th Street
Miami, Florida

(May be out of town, but if in town appointment is firm.)

Dave Hendrick
City National Bank Building (new)
Coral Gables, Florida

(May be out of town but, if in town, appointment is firm)

^{A.T.}
~~Mr. Jack~~ Beckwith
The Keyes Company
234 Biscayne Boulevard
Miami 32, Florida

(2:00 appointment Monday, May 12)

Harold Toal
City Planning and Zoning Department
City of Miami (Dinner Key)
Miami, Florida

Miss Frances Dickey
269 Northeast 20th Street
Miami 37, Florida

(Call her re an appointment with V.G. in Chicago or N.Y.)

Mr. W.G. Cummings
Raymond Concrete Company (Miami representative)
2505 Ponce de Leon Boulevard
Miami 34, Florida
Highland 4-9419
(Cummings's general superintendent is Mr. C.J. Van Horn)

Charles H. Weber
Real Estate Broker
Weber Realty
3347 Oakland Park Bridge Blvd.
Fort Lauderdale, Florida

(see attached memo from Eliot)

Call and make appointment

~~Howard F. Allender
651 Fortieth Avenue South
St. Petersburg, Florida~~

✓ *

Mr. Harry Playford
First National Bank
St. Petersburg, Florida

(told him you would see him on Thursday)

Mr. Nelson Poynter
St. Petersburg Times
440 First Avenue, South
St. Petersburg, Florida

Howard F. Allender
651 Fortieth Avenue South
St. Petersburg, Florida

Mr. Doug Doubleday
St. Petersburg Times
St. Petersburg, Florida

Mr. Mel Irwin
Vice President
First National Bank of St. Petersburg
St. Petersburg, Florida

Mr. John Harvey
Director of Planning
City of St. Petersburg
St. Petersburg, Florida

Mr. George W. Jenkins, President
Publix Super Markets, Inc.
Lakeland, Florida

(call from Miami re appointment
on May 15)

*Frank W. Crisp
Crisp Realty Co.
St. Petersburg, Fla.*

MIAMI

~~Mrs. Lillian Claughton
Urmey Hotel Building
Miami 32, Florida~~

(Will be out of town)

~~Mr. Arthur Vining Davis
1610 Alfred I. Dupont Building
Miami 32, Florida~~

Clara has reserved a room at the Columbia hotel.

interoffice communication

<i>date</i>	May 23, 1958
<i>subject</i>	Florida and East Coast Trip
<i>to</i>	Victor Gruen
<i>from</i>	Ralph Stephenson

Dear Victor:

Below I have summarized the activities of last week's trip to Florida and the East Coast:

Monday, May 12, 1958

Dadeland: Met with Allen Morris and Bill Kilpatrick, his shopping center expert, at their new office in the DuPont Building. (As you may know, Allen has now gone into business for himself and is no longer associated in any way, shape, or form with Keyes Realty.)

We talked a bit about their Northside Center at Seventy-ninth Street and Twenty-seventh Avenue. This center is designed around a Sears Store. About 55 per cent of the space has been committed, and they figure they will break ground about September. The start of construction has been delayed several times - I suspect due to difficulty in negotiating the Junior Department store lease and the smaller store leases. Grand Union is the food market by the way.

Conversation finally got around to Dadeland, and Allen, with a very forlorn look said that, after extensive conferences with Mr. Davis, Mr. Davis' office, his own staff, and Federated, it had been decided that a local architect could better fit the needs of Dadeland Shopping Center, Inc.. Therefore, since Weed-Johnson had worked on Northside, it was agreed to retain them for Dadeland, and contract negotiations were under way with them. Allen apologized profusely and said that despite all his urging and efforts on our behalf, the majority felt it would be much better to use the local firm.

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I made strong efforts to see Mr. Davis while in Miami and, although he is available, his plans that week kept him in Boca Raton most of the time; and, while he was in Miami, he had a doctor's appointment. Apparently, he is once again active in business and in reasonably good health.

After leaving Allen's office, I visited Eliot Dunwoody, Mr. Davis' tax attorney. Eliot said that generally Mr. Davis' organization is rather remote from the entire shopping center picture now, and Allen Morris has apparently promised that Mr. Davis will have to spend no more money of his own on Northside or Dadeland.

A. T.
Beckwith:

In the afternoon I met with Mr. Beckwith to fill him in on our Urban Renewal Department, to bring him up-to-date on Kalamazoo and to find out whether Keyes Realty was still involved in Dadeland. Beck is still trying to gain support for additional public facilities to be built downtown. He mentioned the possibility of developing a large parking deck on the site of the port office if the Federal Building moves to the country club site.

In respect to urban renewal, Beck, of course, can do nothing at present. However, he indicated that the Keyes Realty Company is extremely interested in the possibilities inherent in urban renewal, and recommended that we keep him closely posted on our activities in this field. He agreed that, although enabling legislation is two or three years away, ground work could be laid at present for participation in such projects when they become possible.

The central business district project is still floundering badly, and with the new DuPont Tarleton Hotel and a new bank building on DuPont Plaza, the entire situation grows worse and worse each year. Bob Morgan, now chairman of the Downtown Council, was tied up in C.P.A. examinations and not available. Therefore, I asked Beck to pass on the Kalamazoo brochure to Bob and solicit his comments.

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Lillian
 Claughton:

I had hoped to see Mrs. Claughton, who is a very wealthy landholder of downtown Miami property. She has always been extremely interested in our organization, and is now an officer in the Chamber of Commerce (the first woman officer in its history). However, she was out of town all week, and, therefore, we were unable to get together.

Visit to
 South Miami:

From Beck's office, we drove down to South Miami, where I inspected a small shopping center on Dixie Highway near the Homestead Airforce Base. The Center is owned by Cutler Ridge Corporation, headed by David Blumberg, whom Eliot Robinson met in New York at the Shopping Center Conference.

Mr. Blumberg owns a large tract of undeveloped land around the shopping center, and expressed interest to Eliot in replanning the existing center and planning the use of the vacant land. Although Mr. Blumberg was not in town, I took several pictures of the site, and plan to write him to see what assistance can be furnished by us.

Henry
 Freeman:

From Cutler Ridge, I drove to Henry Freeman's house where I spent about an hour discussing Dadeland, Northside, and Mr. Davis. Henry, apparently, still sees Mr. Davis from time to time, and although he is completely out of the Davis organization, he still knows what is going on within it. He said it would be interesting to us if we would keep posted on the Davis-Morris relationship in the coming months, (particularly if Northside is delayed any more).

Harold and
 Janet Toal:

I spent the evening with Harold Toal and his wife. Harold is the Urban Renewal and City Planning Director of First Research Corporation. I made his acquaintance when he was City Planner for Miami, and we became very good friends.

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At present, First Research is expanding their urban renewal activities, and recently completed a marketability study in Nashville. This study was made for Gerald Gimre, Director of Housing Authority, apparently, one of the better housing administrators in the country. The renewal area is about 2,200 acres, and I recommend that we keep closely posted on what they are doing so far as planning of new units.

Harold also mentioned that Nashville is urgently in need of a downtown study, and suggested we might contact Irving Hand, Director of Planning. I shall do this in the very near future.

Another project Harold mentioned during the evening was a new shopping center being constructed by Food Fair at Marathon Key. The gentleman in charge of this development is Mr. Maloff, Southern Division Manager of Food Fair. I later tried to get in touch with Mr. Maloff but he was out of town. (The Food Fair operation is one which, I understand, we have periodically tried to become involved in. When I was in Florida on Dadeland, I made several contacts with individuals, both in Florida and New York, but was told their architectural work was already contracted for. However, with the very rapid expansion of Grand Union, which is putting up some 100 units in the next year or two, Food Fair will undoubtedly continue its aggressive construction policies. I would like to recommend that our New York office reattempt to involve us in the Food Fair account as well as approach Grand Union. I have heard that our lack of success in impressing large food chains like Food Fair is due to what we all consider an undeserved reputation for expensive construction. Any approach we make to these people should emphasize our most economical jobs.)

We also discussed the Mullet Key job for awhile since First Research had prepared an economic study to see if the island would prove out as a recreational facility financially. It seems that First Research's report showed the final design would not pay its own way, and at present the program is temporarily on the shelf.

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Tuesday, May 13, 1958:

NAHRO:

I attended one session of the Urban Renewal Southeastern Conference, National Association of Housing Redevelopment Officials, at the Deauville Hotel. There were several interesting speakers discussing the urban renewal program, with particular emphasis on its impact in the South. The major problem in this area, as well as other sections of the country, is how to provide for the dislocated persons. Public housing, of course, requires integrated neighborhoods, and offers a financially possible solution to those people dislocated from blighted areas. However, such integrated public housing areas are strongly opposed as you well know.

A very interesting discussion occurred in respect to proposed revisions to urban renewal legislation. Two of the revisions mentioned are sponsored by Senator Clark; one will allow urban renewal money to be reserved for expenditure at a later date. Planning can then be accomplished several years in advance of the actual construction when the funds are utilized. The other revision would allow 15 per cent of the grant funds to be used for redevelopment of blighted nonresidential areas to nonresidential uses. This will open the way for use of Federal funds to assist in the rehabilitation of blighted industrial and commercial areas.

Lincoln Road Association:

After lunch, Clara and I visited Ritter Levinson of the Lincoln Road Association. He said that Morris Lapidus was finally retained to do the promenade, and that the presentation is scheduled for May 24. We spent quite a bit of time with Mr. Levinson, while he reviewed the entire history of the job. After we had submitted the proposal for the work, he went to Harlan Bartholomew for another proposal since ours was, in his opinion, too high (I had estimated \$26,000 as a bare minimum). Bartholomew's, although not as high as ours, Levinson said, was still out of reach. They next turned to First Research Corporation for an estimate on the survey portion, with the idea that the Association would do the

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architectural work itself; but First Research's price was also too high. At this point Mr. Lapidus offered, out of the goodness of his heart, to design the promenade for his payroll costs only. This being too good a bargain for the Lincoln Road people to turn down, they accepted Mr. Lapidus' generous offer. The excuse, by the way, that Mr. Lapidus gave for such a noble action was that he is now typed as a hotel architect and that he is extremely anxious to become known for something else.

Apparently, his final presentation will consist of three large mounted, retouched photographs, three sheets of working drawings, six sheets of substantiating exhibits, and two models, one 14 feet long and the other 8 feet long. Mr. Levinson assured me that this work by Mr. Lapidus was being done for well under \$5,000. We discussed the project a bit longer, but it was obviously useless to review the project in any more detail. Mr. Levinson said he would keep Mrs. Johnson posted on all developments and, if he felt we could be of assistance, would contact us.

Roy Penzell: We had an appointment with Mr. Penzell, who is I believe, a good friend of Gene Tannen's and who is developing some large hotel and motel projects in the Miami area. Mr. Penzell had been called out of the office and inadvertently missed the appointment. However, I left a great deal of promotion material for him, and will write him a letter.

O. W. Campbell: We next visited Mr. O. W. Campbell, Dade County Manager. This was primarily a visit to acquaint Mr. Campbell with the fact that our organization was in existence. Clara will keep in touch with him.

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Wednesday, May 14, 1958:

Hollywood,
Inc.:

In the morning I drove to Hollywood to meet Mr. Horvitz. We had been in touch with Mr. Horvitz and his organization, Hollywood, Inc., from time to time regarding the construction of a shopping center on 30 acres they have reserved for commercial use in the midst of one of his housing developments in Hollywood, Florida. Apparently, his firm is now proceeding with plans to construct several hundred new housing units in the trade area of a shopping center site and, since their plans are firm, I recommended that he give serious consideration to beginning his shopping center studies, pointing out that now is the time when he should invest in some competent economic and planning advise. He said he was going to get in touch with Larry Smith and would make a decision in the matter some time soon. (Meanwhile, when I was in Washington last week, I asked Hal Imus of Larry Smith's office, who is handling the Hollywood account, to get in touch with Mr. Horvitz as quickly as possible.) I think this job could proceed some time in the not too very distant future, and will follow it up closely.

Charles H.
Weber:

In the afternoon, I met with Mr. Weber, a real estate man from Fort Lauderdale, who is doing a great deal of developmental work in East Havana. Mr. Weber is primarily a speculative investor and is interested mainly in what an architect can furnish in the way of speculative services for prospective clients. Naturally, I gave no encouragement to this type of thing, and made no commitments about what we could or could not do. However, Mr. Weber is apparently dealing in large chunks of very choice land in East Havana and, being a very imaginative person, who is impressed with creative architectural ideas, might be able to bring us in contact with people interested in retaining us.

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One specific project he mentioned was that of one of his clients in the development of a country club area. I promised to send him a map of the Caracas project.

Thursday, May 15, 1958

St.

Petersburg: I flew to St. Pete in the morning and spent most of the day renewing contacts with respect to the St. Pete CBD Study and other miscellaneous projects. There is under way at present in St. Petersburg a move to construct several high-grade downtown totally air conditioned hotels. Since we are now working for the Hotel Corporation of America, I think we should check out with them the possibility of investing in some facilities in this area.

In the afternoon, I drove to Lakeland (52 miles to the west) where I had an appointment with Mr. George W. Jenkins, President of Publix Markets. This is a large food chain that is now designing and constructing its own convenience shopping centers. Mr. Jenkins had been called out of his office temporarily and, not being able to wait for him, I spoke to his secretary and the chain's architect, a young man named Charles Johnson.

Mr. Johnson has been trying to sell Publix on the concept of mall type centers and has been reasonably unsuccessful. He was very pleased that I had dropped in, and I left him several reprints on smaller type centers. Although Publix does most of their architectural work and are at present designing their own centers, I am sure we could do a better job for them. This lead, by the way, was developed from the contact we have had with Mr. Crisp in St. Petersburg.

That afternoon I drove back to St. Pete and talked briefly to Nelson Poynter, Publisher of the St. Petersburg Times, and had dinner with Doug Doubleday, Real Estate Editor of the St. Petersburg Times. Doug is very influential as a spokesman for good planning in the St. Petersburg area.

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Friday, May 16, 1958

Richmond,
Virginia:

I arrived in Washington, D. C. about 4 a.m., and drove to Richmond (100 miles south) where I had a 9:30 appointment with Mr. William B. Thalhimer of Thalhimer's Department Store. Mr. Charles Thalhimer also wanted to meet with me so I spent a very pleasant hour and one-half with both of them. William is the President and Charles is the Vice President. We talked for awhile about central business district possibilities. Charles, of course, is very interested in CBD work, and was quite impressed with your statements and presentation in Winston Salem. As I related to Hortense later in the day, he felt we should follow up the Winston Salem program very quickly and completely.

Relative to their own store problems, they are jointly sponsoring, with Miller Rhodes, an economic study by Larry Smith. Miller Rhodes is a competing department store located across the street from them in downtown Richmond. This study has been going on for some time, is near completion, and will be presented for consideration within a couple of weeks. I was asked, particularly by William, how we felt about decentralization in a community the size of Richmond. Apparently, Thalhimer's feel there is merit in decentralization, but are concerned about several items, including:

- 1) Their very friendly competitive position with Miller Rhodes and the strong felt necessity of occupying a center jointly; The relationship with Miller Rhodes and Thalhimer's is somewhat similar on a smaller scale to that existing with Eaton's and Simpson's in Toronto. The Thalhimer - Miller Rhode's relationship is even closer, and the stores have many times combined forces in business ventures.
- 2) The ability of what appears to be a slowly growing and somewhat restricted trade area to support a full line department store in a suburban shopping center; Thalhimer's and

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Miller Rhode's, combined, occupy about one million square feet of downtown space and do a volume of nearly \$120,000. This strong downtown position makes Thalheimer's (particularly Charles) feel anything less than a full-line store would merely weaken both the prestige and economics of the downtown store position.

- 3) The space needed to house a full-line store; Charles apparently feels 150,000 is the absolute minimum. They have been given estimates by other people, ranging downwards to 60,000 feet. I pointed out that our experience shows that most of these so-called full-line stores operating in 60 or 70 thousand feet are, in reality, only departments of the parent store and as such do not command the drawing power within the trade area that a true full-line store should command. Both Charles and William are very up-to-date on all of this kind of material since they have given it a great deal of study and, as an A.M.C. store, has watched Hudson's and other decentralization programs over the past few years.

William asked me if I felt we would be willing to assist them in the evaluation of any recommendations they might receive from Larry Smith's office. I told him that this would depend upon many things, but that certainly we have been in the past, and will be in the future, called upon to critique other experts' work, particularly in those areas in which we are also qualified. I pointed out that we would probably be quite capable of evaluating Larry's report and their feelings in respect to the physical planning, the site location, and the general trade area characteristics, if they so desired. However I pointed out to them that it would be better if we would talk more about this when they have all of the decentralization facts at hand upon which they would like further advice.

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Before the conclusion of the conference, William T. made arrangements for me to meet with Mr. Hyde of Miller Rhodes. I spent a very pleasant half hour with Mr. Hyde, and we discussed substantially the same problems as had been reviewed with the Thalheimer's.

I met Mr. Conner, Executive Director of the Central Richmond Association, for lunch, and subsequent activities are well reviewed in the attached newsletter.

The meeting with Mr. Will, Vice Chairman of the Board of the local utility company, had been set up earlier by William T. Mr. Will, apparently, had been instrumental in getting the entire Fort Worth presentation made to about 150 very prominent businessmen a couple of months earlier. The presentation was made by Mr. Thomas' staff members who brought the slides and panels all the way from Fort Worth.

I left Richmond about 4:30 and drove back to Washington that evening.

Saturday, May 17, 1958

Washington,
D. C.:

In the morning I met with George Perazich and Mary Goldwater of Galaxy. Mr. Straus was unable to be there Saturday morning, but his secretary assured me that Mr. Perazich and Miss Goldwater were active on our account.

We talked in very general terms, reviewing the agencies with which Galaxy is most concerned in attempting to get us introduced. I suggested that Mr. Perazich incorporate any points he had in question regarding our firm, its policies, or activities in the rather comprehensive report he is now preparing for us. This way, we will then have established a common basis of operation.

I found Mr. Perazich and Miss Goldwater extremely pleasant, very interested in our firm, and possessed of extensive knowledge about official Washington and its activities.

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Two points of emphasis which Mr. Perazich made were:

- 1) That Galaxy can give us no political support. They can furnish us politically helpful information but they must remain extremely neutral in their own activities.
- 2) That we should make certain our material presented in applications and brochures does not overwhelm the government people with whom we may come in contact. He pointed out that many of the people who make decisions in the selection of architects, engineers, and planners are civil servants who, not necessarily by their own choice, have been channeled into a somewhat unimaginative and routine rut by their years of activity with the government people. Thus, first impressions, particularly where stylized or abstract architecture are emphasized, may cause undesirable first impressions.

Larry
Smith:

I had lunch with several members of Larry Smith's staff who were in Washington for an organizational meeting. I also spent a few minutes with Larry himself. The conversation was general, but we found about two and one-half hours of discussable topics before I left for the airport.

Best regards,

Ralph

RJS:ed

Dictated but not read.

pe - KVF
D.B.
E.R.

PROMOTIONAL TRIP

June 17, to July 2, 1958

GENERAL

There was a noticeable absence of the recession talk that was prevalent on my trip last April.

Immediate prospects for store remodelings are:

Myers Brothers - Springfield, Illinois
Grosby Brothers - Topeka, Kansas
M.L. Parker Co. - Davenport, Iowa

Prospects that are very good though not immediate for remodeling or branches, are:

Robertson's - South Bend, Indiana
Brandeis - Omaha, Nebraska
Younker's - Des Moines, Iowa
Killian's - Cedar Rapids, Iowa

Cities that were most interested in G.B.D. studies are:

South Bend, Indiana
Joliet, Illinois
Springfield, Illinois
Topeka, Kansas
Cedar Rapids, Iowa
Davenport, Iowa

SOUTH BEND, INDIANA
Population 180,000

June 17, 1958

ROBERTSON BROTHERS DEPT. STORE 211 So. Michigan St. Central 3-4111

Mr. Philip Weiber, President, is extremely active, and interested in central business studies. He said their Chamber of Commerce plans on one of our people to address their group this summer. I left a Kalamazoo brochure with him. He said that they have started negotiations for acquisition of the property that adjoins their present store. This would give them approximately 60,000 sq. ft. of additional space.

They are working with the City regarding the closing of an alley between their existing facilities, 100,000 sq. ft., and the new property they hope to acquire. He asked that the above information be kept confidential until the property negotiations are completed.

They have had a Chicago architectural concern (I believe the name is Epstein), the same architect that did the Wolf & Dessauer buildings in Fort Wayne, prepare drawings of the buildings for cost estimating purposes. They wanted these costs before proceeding with any further planning. Mr. Weiber assured me we would be contacted for at least the interior work for this project but feels that by the time the property negotiations are completed it will be a year and a half to two years away. I quoted an estimated figure of 70 cents to 80 cents per square foot of gross area for interior fees but explained that our proposal would be carefully worked out regarding man hours, overhead and profit.

GEORGE WYMAN & COMPANY 101 North Michigan St. Central 4-2871

I called Mrs. Elsie Eldredge, President, who was away on vacation. I arranged a meeting with Mr. LaFeer, Vice President. They are planning a renovation but not until the details are worked out between the Wyman estate and a bank who own some of the buildings. The two properties are connected, and consist of a series of small buildings with openings through the walls to form the department store. Mr. LaFeer said that in the past they had done some work with a Chicago firm (former Swanson people). The work was carried as far as the block plan stage.

He was impressed with our work and complete services and said he would contact us when the estate and bank negotiations are complete. The Wymans' are with the same buying syndicate as T. A. Chapmans. Mr. LaFeer is active on the central business development committee, serving as finance officer.

GRAND LEADER DRY GOODS COMPANY 225 So. Michigan St. Central 1-1161

I talked with Mr. O. Fowler, General Manager, who was very congenial but informed me they had their own planning department and construction division in their New York office.

JOLIET, ILLINOIS
Population 53,000

June 16, 1958

THE BOSTON STORE 21 East Jefferson 6-6171

Mr. A. J. Palman, President, said that they are working with Harold Schofer, and are extremely satisfied. In our discussions, I mentioned central business studies and he gave me the name of a Mr. Keck, who I believe heads their chamber of commerce. He also mentioned that a construction firm was working on a shopping center without the benefit of an architect's services, which I gathered Mr. Palman feels they need. The name of their construction company is Shepherd Construction, 1015 Plainfield Road, 6-6054. Mr. Keck, Civic and Commerce Association, 920 State. We should contact both Mr. Keck and the Shepherd Construction Company.

JOLIET, ILLINOIS

BLOOMINGTON, ILLINOIS
Population 38,000

June 19, 1958

LIVINGSTON'S 110 West Washington 5-2001

I met with Mr. H. A. Henry, General Manager, and although they have no immediate plans, expressed interest in our work and said they would contact us should anything develop.

G. W. KLEMM, INC. 105 West Jefferson 4-1011

I talked by phone to Mr. G. W. Klemm. He said they have nothing contemplated for quite some time. He was extremely courteous but felt it would be a waste of time to see me at this time.

M. H. ROLAND 111 West Jefferson 7-6242

I met with Mrs. Margaret Wakeley, President, who is the widow of the former owner. It is a fairly small operation, consisting mainly of women's and children's departments with a few hard line items. Mrs. Wakeley seemed rather undecided whether to do anything to improve the property, as the present owners (this is partially cooperative, with a few old time employees) are getting older. Yet she feels in time something should be done and will contact us if this decision is made. I suggest we send a follow-up letter and brochure sometime this fall.

BLOOMINGTON, ILLINOIS

SPRINGFIELD, ILLINOIS
Population 85,000

June 20, 1958

JOHN BREESMER COMPANY 612 East Adams Street 2-1521

I called Mr. J. A. Farr, General Manager, who said they had nothing planned for quite some time but has our letter and will keep it on file should anything develop.

H. F. HERNDEN & COMPANY 121 South 5th Street 4-4824

I called and talked to Mr. O. L. Hernden who had a board meeting scheduled and said they had nothing immediately but to keep in touch and in the future contact Tom Hernden, Jr. I suggest we follow-up this fall with a letter and brochure material.

MEYERS BROTHERS (Five branch stores) 121 So. 5th Street 1-3661

I met with Mr. Allen J. Meyers who said they are planning on the remodeling of their first floor and basement as an immediate program. We discussed our organization at some length and he suggested we contact him sometime after July 10. They have a board of directors meeting scheduled about that time to discuss the remodeling program. The store is a basement, partial mezzanine and four floors. The second and third floors have been remodeled within the last four years. Each floor is approximately 13,000 sq. ft. The basement is a budget store operation. The first floor consists of accessories, men's furnishings and sports apparel, plus an annex building of toys, greeting cards, etc. Mezzanine--gifts, books, and very small housewares selection in adjoining buildings. Second floor--men's and boy's clothing and sporting goods. Third floor--

SPRINGFIELD, ILLINOIS

women's ready to wear and lingerie. Fourth floor--children's and girl's. They have five branch stores in surrounding communities. They are active in civic affairs and evidenced interest in central business studies. He had heard that L.S. Ayres are planning on buying a local store and moving into this area. He knows the Frange store and was favorably impressed with the Green Bay first floor remodeling. He said he would want a fixed fee and not a cost plus working arrangement.

SPRINGFIELD, ILLINOIS

ST. LOUIS, MISSOURI
Population 900,000

June 20, 21, 1958

BOYD RICHARDSON COMPANY Olive and 6th Streets Main 1-8000

Mr. I. P. Boyd, Jr., President, was out of the city. I met with Mr. C. H. Wheeler, Vice President, and reviewed our work with him. The store is a ready to wear operation of men's and children's departments and a few gift items. They have a branch in the Clayton area operating in three separate buildings. They first built a ready to wear portion, then added a children's store and most recently a men's store. They have a new branch under construction in Crestwood Center. This is a center that is in its second stage of expansion and originally consisted of a Sears store and tenants selling popular priced merchandise. Scruggs are also going into this center. Mr. Wheeler said they have no further expansion plans at this time. In the past they have always used local architectural concerns. However, he said they would keep us in mind should there be future developments.

SCRUGGS VANDENOORT BARNEY, INC. Fourth and Olive Streets Ch. 1-7500

Our listing of Mr. W. Reader as general manager is incorrect and should have been Mr. Rogers, Vice President. Mr. Rogers was out of the city. They have no expansion or remodeling plans in mind. They were extremely nice to talk with. I suggest a follow-up within six months or so.

STILL, BARR AND FULLER CO. Washington Ave. & 6th Streets Central 1-6500

I called late Friday afternoon for a Saturday appointment with Mr.

ST. LOUIS, MISSOURI

Basf. He had left for the day and Saturday was his day off. His secretary said they had received our letter and Mr. Basf would have been happy to see me. I next tried Mr. Joseph Brumm, Secretary Treasurer, who was also having a day off. I then talked with Mr. Frank Woolf, who was very pleasant but said they have completed their present planning with the Center John Graham is doing for them. He told me that Graham's office is also doing the interior for this store. They are very well acquainted with our work and I asked that we be considered if anything should develop in the future.

ST. LOUIS, MISSOURI

COLUMBIA, MISSOURI
Population 33,000

June 23, 1950

A. F. HEATH DRY GOODS COMPANY 614 Broadway GI 3-3315

Mr. S. B. Heste, President, was not expected back for three days. I called Mr. Mitchell who said they had nothing planned for two or more years.

PARKS DEPARTMENT STORE 116 East Broadway GI 3-6795

I saw Mr. Dean Parks, President, who was rather unfriendly and didn't want to bother talking or looking at photographs. He did mention they had nothing planned for a long time.

COLUMBIA, MISSOURI

KANSAS CITY, MISSOURI
Population 400,000

JUNE 21, 22, 1958

EMERY, BIRD, TRAXER & CO. Eleventh and Grand Streets NA 11500

I met with Mr. Herbert Wilson, President, who evidenced more interest in downtown redevelopment than in the remodeling of their store. He headed the central business group last year and met Edgardo Centini when he was in Kansas City to talk to their civic group. This store has a tie-in with Scruggs, and one other. They have their own planning staff. From what I saw, I gathered their staff is rather small and inexperienced. He said with downtown improvements they would be forced to do something in two years or so and to keep in touch with them. He mentioned the name of Pick Candice, headed by Mr. Montgomery and Mr. Charles Pick, who operate a chain of restaurants in department stores and hire different architects. Emery's have one branch in Plaza Center.

THE JONES STORE Main and 12th Street Grand 1-5050

I called Mr. M. K. Reidy, President, who said that we were about two years to late in contacting them. They are just completing a very large expansion and remodeling program in their downtown store and have a 90,000 sq. ft. branch store in Prairie Center under construction. Amos Parvish is doing their interiors and Fullerton, the buildings. They have nothing further planned for the immediate future. I suggest we follow-up in about a year's time and I will write a letter immediately to be sure we are kept on file, as this seems to be a very growing concern.

KANSAS CITY, MISSOURI

MAHY'S KANSAS CITY 1016 Main Street BA. 1-3737

I met with Mr. Levi (pronounced Louis) and Mr. Cole. They expressed interest in our recent work and took me on tour of the store to show me what they had done to achieve more of an open layout. They have headed the Kansas City store since 1950. I found them both to be extremely pleasant and interesting to talk with. They have a new branch store under construction at 63rd and Troost. Mr. Fisher is the building architect and a Paul Behler(?) of New York is doing their interior work. They plan on repeating plans from their recent 67,000 sq. ft. branch at Mission Road in the new center. They said we would be considered on any future work. Mr. Cole is going to stop by to see Glendale Center and L.S. Ayres on a trip East this fall.

ZIGER OF KANSAS CITY Main and 11th Streets BA. 1-2600

I called Mr. Irving Wiggs, President, who knows our organization, but said that 95% of all their planning is done by their New York planning staff.

MOSEY BROTHERS, INC. 1022 Walnut Street BA. 1-7500

I called Mr. Victor Newman, president, who said that they were very well acquainted with our organization and suggested I talk with Mr. Leighton who is more active in the planning and store expansion activities. I met with Mr. Leighton who was very gracious and said they knew of our firm through Mr. Wallace, who apparently heads the store, and who is a personal acquaintance of Mr. Gruen. Mr. Wallace was active with Hastings in San Francisco, which was designed 14 or 15 years ago. Their interior work is done by a Mr. Silver. They are presently building a branch store in the Plaza with Kivett & Meyers

doing the building and a part of the interiors, in collaboration with Mr. Silver. Mr. Leighton is very impressed with our firm and said to keep in touch, although there was nothing immediate. He felt we were about two years late for contacts in the Kansas City area.

KANSAS CITY, MISSOURI

TOPEKA, KANSAS
Population 80,000

June 25, 1958

CROSBY BROTHERS, INC. 717 Kansas Avenue Central 5-2111

Mr. G. B. Crosby, Jr., President said they planned on doing something fairly soon. They held a meeting on the previous day to discuss alternate planning procedures. The buildings are very old. The main building was built about 1890, cast iron columns and ornate facade. Some of the cornice work looks like it might fall at any time. They have had a local architect and engineer check the structure for new facing. The engineer's report said the existing structure will not support a new facade. A sketch perspective had been prepared to show the new store fronts. I discussed at some length, the advantages of a new building versus old buildings of this kind, with different floor levels, also operation, cost, etc. This was discussed with both Mr. Crosby and Mr. Eaton, who seems to be second in command. They would prefer to have a complete new plant but this is not feasible because of expenditures at this time. The problem is very similar to the Frange Appleton project. They also bridge an alley-way to connect the two main buildings. They have a total gross footage of approximately 130,000 square feet, with a 20,000 sq. ft. warehouse, quite a distance away. Mr. Eaton said their present space is very adequate for quite some time. The third floor is not used for selling. Kansas Avenue frontage is 100 feet. They lease the upper two floors only of the adjoining space. An out of town owner will do nothing to improve this leased property. Mr. Crosby heard Mr. Gruen speak in New York two or three weeks ago and evidenced interest in downtown redevelopment. I showed him the Kalamazoo brochure as the cities

TOPEKA, KANSAS

are similar in size, and I told him I would send him a copy upon my return to Detroit. He gave me the name of a Mr. William Wright of the Chamber of Commerce and suggested we get in touch with him. I said that we would send a proposal for our services, including recommended procedure and our approach to their problem, based upon an ultimate scheme.

FELLETIER STORES 901 Kansas Avenue GE. 4-0401

I called Mr. J. O. Walker, President, who was very congenial but said it was his busiest day of the year--his brother was away, the air conditioning had failed and they were having employee problems. They have nothing planned for at least a year or two. He knows of our firm and asked that we contact him in about a year.

OMAHA, NEBRASKA
Population 260,000

JUNE 26, 1958

J. L. BRANDEIS & SONS 16th and Douglas St. AT. 8666

Mr. Brandeis (pronounced Brandies) left work with his secretary to have no contact Mr. E. F. Pettis. I met with Mr. Pettis, who was extremely interested in the material I showed him and is well acquainted with our organization. He said they have a 40 acre site at 72nd and Dodge Streets, but because of Omaha's unique growth pattern (no surrounding communities, similar to Detroit, without Pontiac, Mt. Clemens, Dearborn, etc.), and the results of an economic survey Larry Smith made for them, they plan on doing nothing until the new housing development in this area reaches a point which will justify their building. Mr. Pettis said he thinks this will be four or five years. I suggest we follow-up on this at least once a year. Alvin Weidt of Minneapolis has worked with them in the past on their downtown remodeling. They have also used a local architect. The store is quite large, and is in need of remodeling in many areas. When I inquired about this, he said they planned no immediate work but would certainly consider us on any future planning.

THOMAS KILPATRICK COMPANY 1505 Douglas St. AT. 7331

I met with Mr. Daniel Campbell, President, and General Manager. He said they have no immediate plans. One of the stock holders has either died or sold his interests and they can do very little until the estate matters are settled. We should follow-up by a letter or personal contact in six months to a year. This store is badly in need of a complete interior job. Both Mr. Campbell and Mr. Pettis

OMAHA, NEBRASKA

of Brandeis were quite disappointed in the outcome of a local election last week, which went 100% against the bond issues for the central business development. They feel it will now take a great deal of effort and work to renew interest in the central business district studies.

PHILIPS DEPARTMENT STORE 4915 South 24th St. Orchard 2600

I called Mr. Henry Greenberg, General Manager, who was on vacation , and then arranged an appointment with his brother Mr. Sam Greenberg. This store is located in South Omaha, and is run on the principle of Sam's Cut Rate in Detroit. Mr. Greenberg was very impressed with our work. The growth has been one of knocking out walls between adjoining buildings to make more space. The store is terrible from an appearance standpoint, but they were doing an excellent business. He said it was conceivable that in time they may build branch stores.

DES MOINES, IOWA
Population 180,000

June 27, 1958

YOUNKER BROTHERS 701 Walnut Street Ch. 4-1112

This is quite a large store, with 10 branch stores which cover most of the State. Mr. Mervy Sostrin, President, said he knows our firm very well and is impressed with our work. In addition to the 10 smaller city stores which range from 16,000 sq. ft. and up, construction is just starting for their first branch in the Des Moines area. The developer is Greenbaum of Chicago, and both Younker's and Sears are going into this Center. Younker's are building a 100,000 sq. ft. branch. I believe Harold Shaefer has done the interior planning work with Younker's store architect. They had worked with Morris Ketchum for plans for a 325,000 sq. ft. Denver store that was later sold to the May Company. I was questioned regarding fees and said they would run in the neighborhood of 70 cents to 80 cents per sq. ft. of gross area. In his opinion, they had paid too much in the past and could not budget for high fees. The 70 cents to 80 cents per sq. ft. figure seemed to be more in line with their estimates for interior services. They have several land parcels, although they plan nothing beyond the Des Moines branch, and a similar center in Cedar Rapids. I feel because of the time he spent with me, and the interest expressed, that within a year or so, we should make another personal contact, and follow-up with brochure material from time to time. He said they used their own staff on the downtown work. The buildings and interior layout, especially the first floor, reminded me very much of the L. S. Ayres downtown store. Receiving and marking of all stores is done in the Des Moines store then shipped to the branches by their own trucks.

DES MOINES, IOWA

DAVIDSON COMPANY 622 Walnut St. CH. 3-1131

Mr. Louis Davidson referred me to Mr. Grinspon, who is more active in planning. This is an eight floor operation that started out as a furniture store and kept adding departments. Most of the first floor is still furniture with a jewelry department in one corner. They lease their women's ready to wear operation. Mr. Grinspon said that they planned nothing until their lease situation was settled. Younker's own their building. They do not plan on going into the Center that Younker's are going into because the rentals are too high. Both Younker's and Davidson's are interested in central business district studies. They have a very bad parking problem. The city has built two multi-level parking garages which are leased to private operators. They are located just far enough away from these stores to be of much advantage to the merchants. The city has hired a former employee of Detroit's planning department to head the Des Moines planning department. I suggest a follow-up in six months or so, including some furniture store reprints.

DES MOINES, IOWA

GEDAR RAPIDS, IOWA
Population 74,000

June 28, 1958

ARMSTRONG'S Second Ave. and Second Street. EM. 1-0201

I realized, as soon as I checked my listing, that Armstrong's have had a building program underway for some time; I recalled reading about it in the Women's Wear Daily. I made a courtesy phone call to Mr. R. C. Armstrong, President, who said their building program had been underway for two years. They are building a new store about two blocks away from their present building and will vacate the old building. Alvin Weidt and Associates have done the planning for the new store. He said they have nothing further contemplated but knows of our organization and will keep us on file.

CRAMER'S 208 Second Ave., South East EM. 1-0221

I called Mr. M. P. Cramer but he was out so I talked to Mr. R. E. Miller, General Manager. He said they were remodeling their upper floors. At the present time they had nothing further in mind. He said they will keep our letter on file should they need architectural services in the future.

MARTIN DRY GOODS COMPANY 221 Second Ave. EM. 5-0517

Mr. J. F. Carey, President, was quite abrupt and said they were just not interested. After I talked with him further, he informed me they had just completed a rather extensive interior remodeling and new store front.

KILLIAN'S 201 Third Ave. South East. EM. 5-1411

This store is approximately 100,000 sq. ft. and located across the

GEDAR RAPIDS, IOWA

street and at the opposite end of the block from the new Armstrong building. It is a family-owned enterprise. I spent about two hours with Mr. Herbert L. Killian, president, and general manager. They have an economic survey underway. I believe the survey is being taken by a former associate of Amos Parrish. When the survey is completed, they plan on either a remodeling of the downtown store and/or a branch operation. About three years ago they remodeled their first floor. Amos Parrish was the architect. The upper floors are in need of remodeling. New show windows, entrances and a refacing of the first floor exterior were done at the same time the interior was remodeled. Mr. Killian expressed a great interest in central business studies. He had received a copy of the Fort Worth project from one of the associate editors of Life Magazine. I reviewed the Kalamazoo project with him and said I would send him this brochure. Kalamazoo and Cedar Rapids are comparable in size. He suggested we contact a Mr. Phil Baker, who is active in the Chamber of Commerce, and could be instrumental in retaining our firm for this type of study. He also gave me the name of Robert Johnson, Public Safety Commissioner. He prefers his name not be used as the contact at this time. A city plan study was made by Mr. Bartholomeow in the past, but from what he said, they were not too satisfied. Another contact he suggested we make is Consolidated Foods (Figgly Wiggly) who are considering shopping centers in this area. The men are Mr. Rockford and Mr. Gillete. We should keep a close contact with Mr. Killian. I believe as soon as the survey is completed, he will start planning an expansion or remodeling program. I will send him a letter and include the Kalamazoo and new office brochures this week.

CEDAR RAPIDS, IOWA

DAVENPORT, IOWA
Population 76,000

June 30, July 1, 1958

M. L. PARKER CO. 104 West Second St. 33621

I met with Mr. S. L. Simmons, President, and Mr. J. E. Aporyak, General Manager. They are interested in retaining us for the remodeling of their first floor. Parker's is a complete department store with basement, seven floors and partial first floor mezzanine. They are located on a corner with frontage of 140 feet by 110 feet. They have up to date plans for all floors. The first floor has an 18 foot ceiling with partial mezzanine. They have recently remodeled the two main entrances. Lighting is incandescent but very low density. The floor has all the typical first floor departments, including men's furnishings, notions, as well as lingerie. We discussed the possibility of locating the lingerie department on another floor. The mezzanine consists of men's clothing on one side and cotton dresses on the other. We should submit them a proposal for our services for the first floor remodeling. They would also like an estimate of total costs, fixtures, lighting, etc., before proceeding with the planning.

PETERSON, HARNED, VON MAUR 131 West Second 21711

Mr. Cable Von Maur was out of the city. I talked with his brother, Mr. James Von Maur, who said they have just completed a remodeling with Harold Shaefer as their architect. They plan nothing in the immediate future but will keep us on file.

DAVENPORT, IOWA

ROCK ISLAND, ILLINOIS
Population 52,000

MC CABE DRY GOODS COMPANY 1713 Third Ave. Enterprise 1100

I called Mr. E. A. Tintera, President, who said they have just completed an extensive remodeling. I asked that we be considered for any future work.

ROCK ISLAND, ILLINOIS

MOLINE, ILLINOIS
Population 40,000

THE NEW YORK STORE 1517 Fifth Ave. 43541
(Brady Wastenberg Co.)

Mr. A. Estess, President, said they were now going to take a breather,
as they have just completed their remodeling program.

DICK BEAUDET

MOLINE, ILLINOIS