

M/HC Consult

Please note and return:

② NPH DA

- ⑤ Mr. Carey CS
- ③ Mr. Keidel K
- ④ Mr. Naylor [Signature]
- ① Mr. W. Rouse [Signature]
- ⑥ Mr. Brady [Signature]

January 11, 1965

JWR

Mr. Donald N. Michael
Institute for Policy Studies
1900 Florida Avenue, N. W.
Washington, D. C. 20009

Dear Don:

I have read your letter to House & Home as well as Bob Siegel's reply. We are all sincerely sorry that this otherwise good report failed to properly identify your relationship to the work group. We are all fully aware of the great contribution you made in your chairmanship of the work group operation and consistently give identity to your role when we are discussing the work group with others.

We are finding it extremely difficult to have writers and reporters give proper credit to the many people who have played such indispensable roles in the development of the Columbia plan. The strong desire for oversimplification and overpersonalization results in outrageous exaggeration of my role and fails to express the major roles Bill Finley, Mort Hoppenfeld, the work group under your chairmanship and the individual parts played by so many people in and out of the Company in the planning process. As a matter of fact, the big story about the Columbia plan is that so many people from such a variety of specialized backgrounds and capacities contributed so much - and that their contribution had the opportunity to find expression in the ultimate plan.

Best of luck in the new year.

Sincerely,

James W. Rouse

JWR:ag

bcc: Mr. William E. Finley
Mr. W. Scott Ditch, III

JAN 26 1965