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September 20, 1965

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Mr. August Heckscher, Director
The Twentieth Century Fund
41 East 70th Street
New York, New York 10021

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Dear Mr. Heckscher:

Is it possible that on your visit here to Baltimore on Wednesday, September 29, you might be able to spend some time with us sharing ideas on the development of our new city of Columbia?

Dr. Turner has been kind enough to extend to me the invitation to meet you at dinner Wednesday evening. Unfortunately, I must miss this and your talk because I will be giving a talk myself in Chicago that day. However, I will return late Wednesday evening and would be deeply grateful for the opportunity to meet with you on Thursday morning, September 30, to show you what we are attempting. I have read your magnificent paper, "The Individual and The Mass" and have been strengthened by it as we have pressed through the planning task of the past two years.

We are building a new city in Columbia. It is not simply a better suburb or a large development. It will be a city of 125,000 people by 1980 with all of the pieces of the city present: industry, stores, houses, apartments, schools, churches, hospitals, etc., but our abiding purpose throughout the planning process has been to produce an environment that would dignify the human individual and nourish the growth of personality, character, and capacity. To this end we have involved ourselves deeply in the institutions and process by which man lives in order that this knowledge might influence the plan and stimulate us to provide leadership in unfolding within Columbia the right kind of institutional support for those who live there.

Mr. August Heckacher, Director

September 20, 1965

We will soon bring into being the Columbia Center as a non-profit institution with the continuing responsibility for learning the needs and yearnings of people and generating appropriate responses among the institutions of the city. It is in the work of the Columbia Center that we would particularly seek to share ideas with you.

You will find enclosed some material on our efforts which may give you some useful background.

Best regards.

Sincerely,

James W. Rouse

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