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THE ROUSE COMPANY | INTRA-OFFICE MEMORANDUM

August 22, 1967

TO: Developers and their Sales Associates at Columbia
FROM: James W. Rouse

RE: Equality of Opportunity in Housing Policy

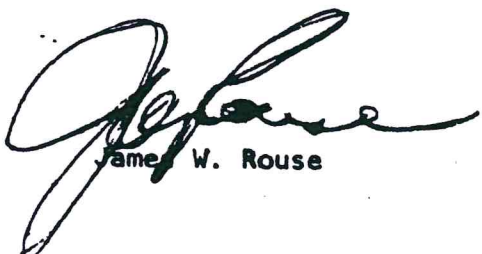
It is important for all of us who are selling houses or lots or renting apartments in Columbia to understand that Columbia is a truly open city.

Simply stated, we are "color-blind." This means that every person or family coming to Columbia to seek a lot, an apartment, a house; to start a business; to play golf, tennis, ride horseback, sail, swim, or use any other facility open to the public will be treated alike regardless of whether the color of his skin is white, black, brown, or yellow. All people will be shown the courtesy and attention by sales personnel that is appropriate to their interest regardless of color. They will be free to select any lot, house, or apartment without restriction, persuasion, or influence because of their race.

No agreements or understanding will be extended to any person or family that he will be "protected" against having a neighbor of a race different from his own.

We really mean that Columbia is an open city. We are convinced that if this is clear to everyone--if all doors are really open--if there is no place for anyone to hide, then no one need be afraid; need seek protection; need knock down any closed doors. It is our hope that Columbia's policy as to race may be so clear and vivid from the beginning that it will be unmistakable to everyone.

If you have any questions about any of this, give me a call in order that we can talk it over. We ask that you make it a fixed policy in your company for a copy of this memorandum to be provided every person who deals with the public in any way in order that there can be no room for misunderstanding among us.


James W. Rouse

JWR/ehk