

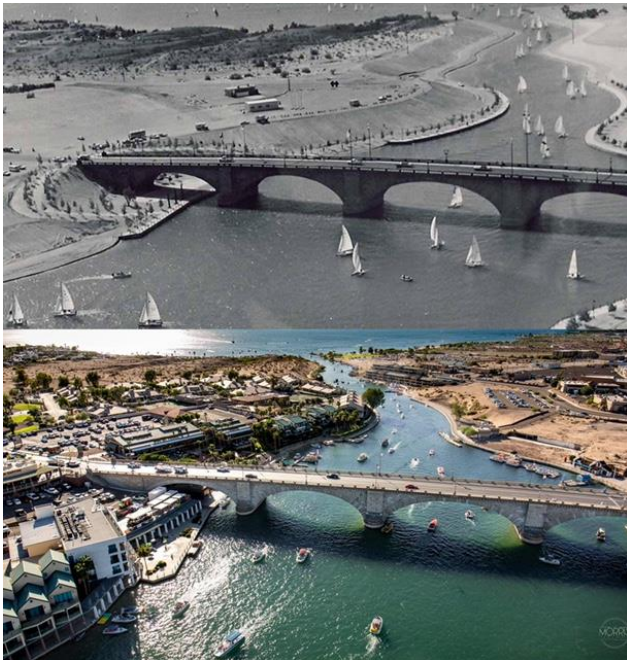
Two Bridges, One Poem – Osvaldo Tetaze-Maia

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Lake Havasu City – Arizona – USA



INTRODUCTION

The book is a work of fiction inspired by real events of the 20th century. Some characters, situations and other narrative details were adapted.

The book narrates the true episode of the sale of the London Bridge by the City of London, United Kingdom, and the epic history of its transport and installation in the city of Lake Havasu City, in the Arizona desert, in USA, in the 60's.

It also narrates some remarkable historical episodes of the Second World War that took place in the sites where the facts are developed, however, it was adapted with a fictional novel to give life to the other characters.

Robert McCulloch, Barbra McCulloch, Robert Plummer, Ivan Luckin, Gilbert Inglefield, Peter Studd are real characters, as well as the establishments and cities described in the episodes. Other characters are work of fiction created by the author.

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***My beloved wife Rose and my beloved
Daughter Camila - Saint Pancras Station
London, UK - 2015***

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Tower Bridge – London – UK



London Bridge – London – UK



Por: Osvaldo Tetaze-Maia

Two Bridges, One Poem

A real estate project and the craziest idea to sell it!

Two bridges and only one option.

Two lovers and only one option.

Anyway, no one could choose at all!



A Crazy Idea

On a certain morning, after almost four years of the beginning of the sales, Robert Plummer and his team of realtors had not sold even 10% of the properties, and Lake Havasu City project looked like a ghost town.

As he used to do every morning, Plummer went to his office and started reading the newspapers after the meeting with his agents about strategies to increase the sales, but on that day, something caught his attention in a newspaper of national circulation - and immediately he requested to his secretary to call Mr. McCulloch's office to see if he could attend him urgently.

After the meeting was confirmed by McCulloch's secretary, Plummer grabbed his car's key and the newspaper he was reading and left in a hurry without saying anything. Arriving at McCulloch's office, he entered directly into the McCulloch room greeting him and shaking his hand:

- "Good morning Mr. McCulloch"!

- "Good morning Mr. Plummer" - what brings you so early and so euphoric to my office? - The great businessman asked to the Real Estate Agent - who immediately responded:

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- Sir, I want to show you what could be the solution for the sales of our project to take off once and for all, I mean, your project Mr. McCulloch.

The way to refer to each other by surnames was the way they found to differentiate the person from each other since both had Robert as their first name.

And then, the Real Estate Agent, in the attempt to correct what he had said when referring to “our project”, said:

- Mr. McCulloch, I deeply believe that you should invest a little bit more in your project with a new concept of promotion that I’d like to present right now, and that’s the reason I’m here now.

McCulloch used to spend a few days a month in that small town in Arizona, because he had ventures in various parts of the country, and Plummer wouldn't lose this opportunity to talk to his Boss.

McCulloch was a wealthy and a successful businessman who had tripled his fortune in less than three decades sat down and asked his secretary to bring water and coffee, as he would listen what Plummer has to propose now.

McCulloch, who had already invested a huge amount of money in the construction of new city in the middle of the

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Arizona Desert, in the beginning of the 60's, without obtaining the least result in more than three years after launching the sales, though that wouldn't cost him nothing to listen to his Real Estate Agent one more time.

- Sit down, be comfortable and tell me, Plummer, what is your new idea to increase our sales, asked McCulloch, with an expression of distrust, and told to the agent:

- We are almost in 1968 Mr. Plummer, and you and your team has just sold about 10% of the properties in almost four years, so tell me what you have in mind now, while savoring his coffee.

- Well Mr. McCulloch, the Agent began radiant: I read in the newspaper today about an Auction that we should participate, I mean, you should participate and try to acquire it, because if you buy it and bring it here to install in the middle of the property, your project will be on the media and would become more attractive and could attract the attention from all over the world!

- But what Auction, what should I buy Plummer? - screamed McCulloch!

And then Plummer opens the newspaper on top of McCulloch's desk and shows him the announcement in the front page:

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THE LONDON CITY COUNCIL IN UK WILL SELL THE LONDON BRIDGE FOR THE BEST PRICE, AND WHOEVER BUY IT, CAN DISMANTLE IT AND BRING IT ANYWHERE!

And Plummer continues:

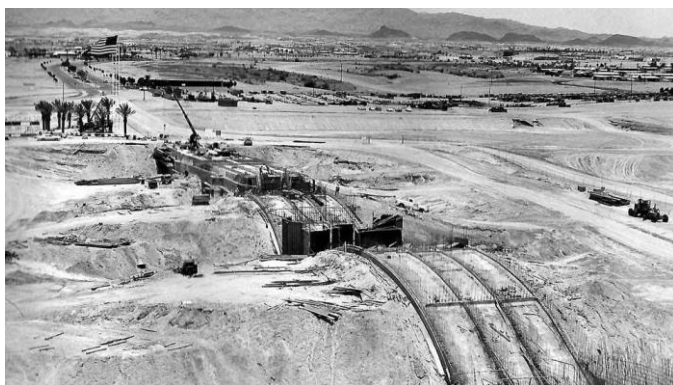
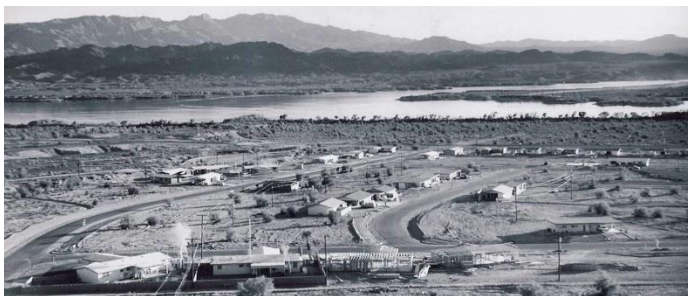
- Mr. McCulloch, a monument like that Bridge in Arizona would be the biggest attraction in this side of the world, finalized Plummer!

Plummer's euphoria and emphasis were so great in talking about his idea, that McCulloch sat in complete silence for almost half a minute, and finally got up and said:

- That's the craziest idea I ever heard Plummer!



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The Arizona Desert

The capacity of overcoming and of the persistence of the human being sometimes takes surrealist contours due to the result that is reached, and nothing more appropriate to exemplify this concept, than the history behind the sale of the London Bridge by the London City Council in the decade of 1960.

In the distant desert of Arizona in the United States, in the 1960's, began our story of a man who despite his exploits in the escalation of the new industrial revolution of the early twentieth century, will always be remembered as the man who acquired the greatest piece of antiquity in history, a real Bridge!

Robert Paxton McCulloch was born on May 11, 1911, son of Richard McCulloch and Mary Grace Beggs. His grandfather, John Beggs, made his fortune installing Thomas Edson power plants in various locations around the world, in addition to manufacturing electric trolleys. Robert McCulloch and his two brothers inherited Grandfather's fortune in 1925.

McCulloch received his engineering degree and his first company was Engineering Company in Milwaukee, Wisconsin, his native land. There, he also built car

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engines and with 30 years old, McCulloch sold the company and started the McCulloch Aviation.

In 1946, at the age of 35, he was looking for other business to install a new factory, and as his brothers had partnered with Ralph Evinrude in the manufacture of small gasoline engines for boats, and then McCulloch discovered a new market, the portable saws that came to revolutionize that market, where anyone could use it to cut trees or ice in frozen lakes and rivers.

In 1950 McCulloch started the McCulloch Oil Corporation to explore oil and gas, land development and thermal energy. Despite Evinrude's leadership in the boat engine market, McCulloch still wanted to grab a part of that business, which took him to the place where did this feat begin and put his name in the history.

The decade of the 60s just began, and the state of Arizona wanted to expand its vast territory with new enterprises and new cities, and at that time the American government, with the purpose of getting rid of unoccupied land that belonged to the Federal Government, was donating large areas to those who developed the region with industries and cities.

The federal government also wanted to promote the development of the states, and donated to the state of

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Arizona the area where Lake Havasu exists today, a lake that was formed by the waters of the Parker Dam, in a totally inhospitable piece of desert where it had only one abandoned Airfield runaway track of the American Air Force.

Then, the State's government had the obligation to promote the development of the donated areas by the Federal Government, and thus Arizona's government trying to develop that piece of land in the middle of the desert, promised to donate that area to anyone who proposed to implement housing and tourism projects in the region.

So, the entrepreneurial vision of McCulloch came on the scene, because he wanted to bring a unit of his saw factory and with those land, he could develop a project to create a city and sell properties to develop the local, and then he negotiated with the state of Arizona where he received the land through donation, with the obligation to develop and promote any real estate project, according to local laws.

McCulloch then developed a housing project for a whole city, where he would take advantage of the two sides of a peninsula with a lake that was formed by the Parker Dam hydroelectric plant, also thinking about another venture

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linked to the manufacture of boat engines, and then our story begins.

The project of the future city of Lake Havasu city was widely disseminated throughout Arizona, and McCulloch hired as its Real Estate Agent the young Robert Plummer who commanded a sales team, and the sales began with a massive campaign in television, newspapers, magazines, and what else could be displayed that time.



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The London Bridge

A few weeks before Plumer explained his idea to McCulloch, on the other side of the Atlantic in the booming London of the 60's, Sir Gilbert Inglefield, Architect and Mayor of London between 1967 and 1968, had a project to demolish the London Bridge to build a new one, since the existent was built between 1825 and 1831 and could no longer support the volume of vehicle traffic after more than 130 years of use, and the Bridge was already showing signs of fatigue.

That was a project that the city of London was planning since the end of the WWII, because that was one of the city's bridges that suffered major damages with the great German bombing in the city during the war years, and every year its structure was sinking a little deeper into the Thames.

Ivan Luckin, a member of the London City Council, had to be called to the Mayor's Cabinet, a large 19th-century Victorian-style drawing room in the center of the city, which warmly welcomed him to an emergency meeting, even though the mayor Inglefield didn't like to call Mr. Luckin.

The Council Member had a reputation throughout London as a gallant and arrogant man, and despite his

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short height of 1.68 meters, was a mixture of film actor and City Councilor looking for his space in the big screen world, but he had had only a few appearances in small budget movies.

The mayor knew from his own experience that it wouldn't be easy to get some approval from the London City Council for new projects, so, that meeting was necessary since Ivan Luckin was the President of the City Council and would be an important part of Sir Inglefield's objective.

Inglefield, in turn, was not easy to deal with too, due to his reputation as an architect of the future and also because he had already taken a major setback from the London City Council, as soon he assumed the Office in early 1967 when he sent a project for approval which was intended to be the newest tourist attraction in London.

After he assumed the position of mayor, he sent a project to build a Big Wheel of 100 meters high with 30 cabins with capacity for twenty people each, with the name of London View on the banks of the river Thames, in front of the Houses of Parliament and the Big Ben.

The project was rejected energetically by the unanimity of the Councilors, who sent a laconic letter decreeing

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that this was the craziest idea that the City Council had already received to analyze in centuries, and the Council wouldn't even to put for discussion such project as it has nothing to do with the architecture of the city of London.

Luckin, the President of the City Council, on the other hand, in 1962 had remained among the three finalists to act as a protagonist in a film about a secret agent of the British crown, a novel written by Ian Fleming, a former British secret agent in the postwar period who had entered the literary arts without any success, and Luckin bet all his chips that would be chosen for the main role, even he hated the name of the character, 'Agent 007, as he always used to say when he was talking about this story.

According to Luckin, the Movie Director chose Sean Connery, a mediocre actor, who was only a tall man with 1.92 meters, with no artistic talent whatsoever, but ended up winning the role of James Bond, the Secret Agent 007 in the first movie named "The Satanic Dr. No", acting with the dazzling Swiss actress Ursula Andress, who was already the sex symbol of her generation.

When arriving at the City Council building, Luckin was immediately taken to the mayor's office that was already waiting for him, and then Plummer was welcomed by his secretary Miss Agatha:

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- Please Mr. Luckin, accept a cup of Lady Gray and try this wonderful tea, told him Miss Agatha, the Mayor's secretary, a tall blond with blue eyes with a curvilinear body that reminds the big statue of brass of a couple kissing in a farewell at the lobby of Saint Pancras Station. No wonder that Miss Agatha was a former girlfriend of one of the famous Beatles at the beginning of his career.

- Thank you, Miss Agatha, replied Mr. Luckin, looking at the secretary's desk at the other end of the office, without hiding his curiosity because there was on the wall a large poster in a frame with the picture of the four boys from Liverpool, the same photo that was glued on his Remington typewriter.

After tasting the tea with some shortbread, the famous English biscuit indispensable in any round of tea, Luckin asks to the mayor:

- Well, Mr. Inglefield, what do you need from me?

- Mr. Luckin, we need to build a new Bridge to replace the London Bridge, because the current Bridge is already in use for more than 130 years and it shows signs of fatigue, so, we have to prepare that high-flow road for the new millennium, and the mayor continued:

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- We intend to build a new Bridge more solid and wider, but we want the approval from the London City Council, because we intend to, in some way, to sell the old Bridge, because we will need money to construct the new one.

A little surprised with the mayor's plan, but without losing his British phlegm and also without showing any astonishment to the request of Sir Inglefield, Luckin remade himself, took one last sip of his Lady Gray Tea, cleared his throat and commented:

Dear Mr. Inglefield, I know it's not my concern, but is not too early to build a new and wider bridge to start having full use only four decades later?

The mayor quickly gets up and searches on the shelf behind his desk for a book entitled *The Global Village*, and opening the first pages began to show to Luckin the forecasts for the next decades, written by the Canadian author Marshall McLuhan, and began to comment on the book:

- Mr. Luckin, can you imagine that in less than 40 years, before the end of this century, we will be able to speak with a person and at the same time see his face in a telephone device that we will be able to carry in our hands?

And the mayor continues:

- Besides, Mr. Luckin, we will have portable computers where you can read any magazine, newspaper or even watch movies from anywhere in the world, and the mayor continued:

- The times are others, Mr. Luckin, we cannot think of buildings and other necessary constructions that take decades or even a century to be built, today we have to think about future generations before it is too late and the cities become uninhabitable with the increase of vehicles and its pollution.

On the other side of the cabinet, from her desk, Miss Agatha listened attentively to the mayor's explanations, hopefully, more incredulous than Luckin, but she did not said a single word, she only looked at the Counselor.

That may have sounded like a science fiction movie for Luckin, but the mayor, a well-known architect knew what he was saying, and Luckin then completed:

- Ok, Mr. Inglefield, I will bring your plan to the City Council and we will surely find a practical, economical and lucrative way for the sale of the London Bridge!

Thank you, Mr. Luckin, I hope that the City Council this time makes the right decision and finds a practical,

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economical and lucrative suggestion, and quickly too, complemented the mayor with clear demonstration that he still had something stuck in his throat for months!

And then he walks to Luckin's direction extending his hand to say goodbye, who stand up and gave him a firm handshake.

Luckin waited for Miss Agatha to open the door and said goodbye with a slight smile, and without missing the opportunity to comment about the Beatles' picture on the wall, Luckin said:

- Very good musical taste Miss Agatha, beautiful picture of the Beatles behind your desk. We could hear them anytime in an excellent Pub that I know and that was one of John Lennon's favorite places before their success, but now the owner tells me that it's been a while since he shows up, but they always play their songs! And the secretary answered:

- Actually Mr. Luckin, the only song of them that I like is their first success here in the United Kingdom, named 'Love me do', before their thunderous world success, but now I didn't care anymore for their songs, told the beautiful secretary, who couldn't hide in her bright blue eyes an expression of sadness, leaving Mr. Luckin even more intrigued.

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And while Mr. Luckin was going down at the stairs, Miss Agatha who was at the cabinet's door, called him and said:

- Mr. Plummer, anyway I would love to have some drink at this Pub, so, we can program to go there any time, just call me back, ok.

Luckin confirms with his finger in a positive sign and goes down the stairs smiling and leaves the building and goes to his office.



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