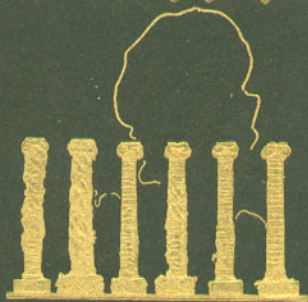


The
Memorial
Union
and Stadium



The University
of Missouri

In Grateful Memory
of
The Heroic Company of
Missouri Alumni and Former Students
and Their Companions From the State of Missouri

Who, during the Great War, just past, paid the full measure of devotion that we, who survive them, might have life and have it more abundantly.

They saved for us the priceless heritage of our institutions of individual liberty and national freedom. These were worth saving; they could be saved only by untold sacrifice—the price has been paid.

Let us then with grateful homage deny ourselves—even to some degree of sacrifice—that we may rear to them monuments fitting as recognitions of their glory and as visible evidences of the wealth of our affection. Let them be such structures as the Memorial Union, with its magnificent Tower, and a Stadium—memorials that shall keep alive in the living the memory of the heroic dead.

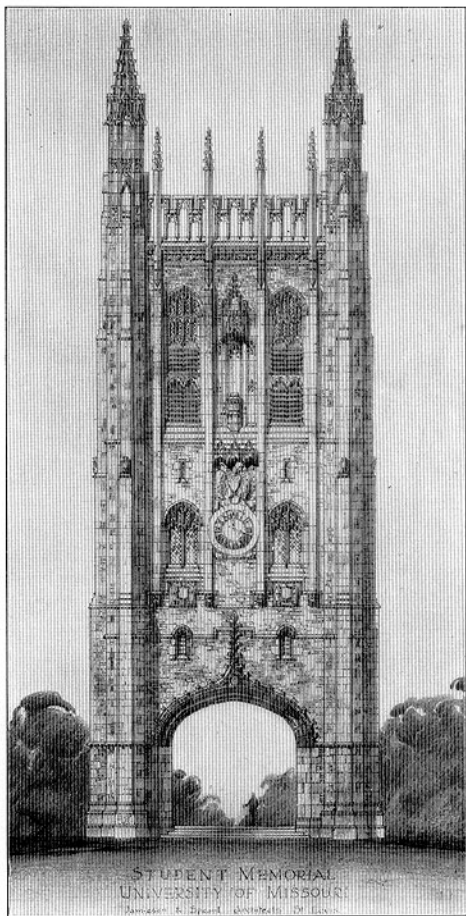
Only thus can we manfully share the heritage they have bequeathed to us.

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OCTOBER 10, 1923



THE TOWER

A HOME FOR MISSOURI SPIRIT

EVERY alumnus and every former student is familiar with the Missouri Spirit which permeates all the activities of campus life. It is symbolized by the six fine columns on the campus, each representing one of its phases. The Missouri Spirit is:

- The Spirit of T-riumph
- The Spirit of I-dealism
- The Spirit of G-ratitude
- The Spirit of E-nthusiasm
- The Spirit of R-eliance
- The Spirit of S-ervice

The Missouri Memorial Union and Stadium will be a permanent home for Missouri Spirit. Both will witness many a Triumph won by that spirit which knows no failure since the spirit of Reliance can, because it thinks it can. The Union and the Stadium as a gift to Alma Mater from students and alumni will be an expression of their Gratitude to her and of their Enthusiasm for every movement for her advancement; and as memorials to the boys who died in the World War, they will serve to keep alive the Idealism that animated those whose memory it perpetuates and will be a permanent expression of our appreciation of their fine Service to State, Nation, and Mankind.

WHAT THE MEMORIAL UNION MEANS TO ALUMNI, FORMER STUDENTS AND STUDENTS

THE Memorial Union building of the University of Missouri must mean at least three important things to every loyal alumnus, former student and student.

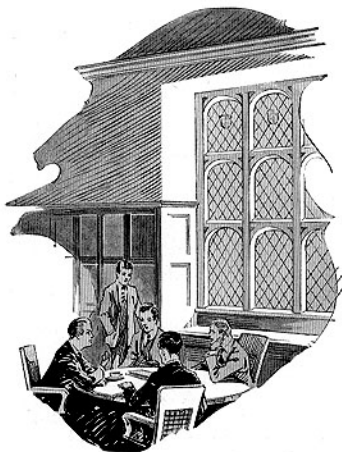
It means, in the first place, a grateful recognition of the sacred debt we owe to the brave sons of Old Missouri, who gave their lives for the cause of liberty and democracy in the Great War. The building is above all else a memorial building.

It means, in the second place, a home in the heart of the University life for every alumnus and former student returning to the University at any time he or she may come to Columbia. They will find in the Union, as it expands, everything he or she needs in the way of accommodations—lodging, cafeteria, reading room, lounging room, amusement room—all in the very center of student activities and University interests, with the great Tiger spirit all about him. The Memorial Union thus makes its appeal even to selfish, personal interest.

In the third place, the Memorial Union building makes its appeal to all that is loyal and true in University of Missouri men and women everywhere. It means everything to the only kind of alumnus or former student that is worth while—the one whose soul is filled with satisfaction and joy whenever the University is benefited. The Union is destined to be the center of the University life, with all the best activities of the University world centered there; and the University life, must in the future, be far more vibrant and energetic and wholesome than has ever been the case. With such a great central swarming place as the Union, the strongest and most democratic and best Tiger spirit will be created—for all students will be members and all loyal alumni and former students should be members—with the common purpose of building the greater University of Missouri.

THE MEMORIAL UNION BUILDING

THE tentative plans that have been adopted provide for a building consisting of three parts forming a structure 330 feet in length. At the center stands the Memorial Tower. This will be the dominating feature of the building and will be 142 feet in height. The wings of the building will provide assembly, rest, and recreation rooms on one side for men and on the other side for women and will be ample for the whole student body for many years to come.

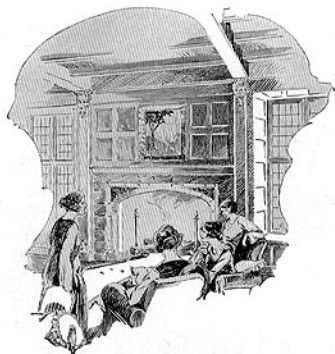


The base of the Tower is pierced by Gothic archways and a vaulted passageway 32 feet wide. On one side of this passage is the entrance to the Men's Union and on the opposite side the entrance to the Women's Union. The passage through the archway to the east leads to a broad terrace and to the East Campus. It is planned to make the Tower and the connecting wings the finest example of English Tudor architecture on the campus. The material to be used is local stone, as in the other buildings on the new campus.

A Campaign of Opportunity, Not Importunity

The vaulted passageway in the base of the Tower is entered by archways 21 feet wide and 22 feet high. On the side walls of the passageway will be set stone panels, upon which will be cut the names of Missouri's sons, whose memory the Memorial Union building perpetuates.

From the southeast corner of the passageway, a stairway leads to the great Memorial or Trophy room. This room with its high vaulted ceiling is the chief interior feature of the Tower, and will furnish a suitable place for displaying the trophies or prizes won by students and also for commemorating the achievements of alumni and former students in any field of human activity. Above the Trophy room is a chamber for a set of chimes.



On the first floor of the Men's Union, in addition to the small reception rooms, is the great hall or lounge with a gallery on the east and north. This room is 88 by 48 feet. There is a similar room on the first floor of the Women's Union. Other rooms on the first floor of both Unions will be used as reading and recreation rooms. On the second floor considerable space will be provided for conference rooms, committee rooms, and for offices for various campus activities.

The third floor will provide hotel accommodations for visiting alumni and former students and a large dormitory space where visitors for special events can be accommodated.

The plans for the interior arrangements are still in a formative state and must be understood as embodying present ideas.

The total cost of the building will be \$500,000. The building will be constructed in units and the contract for the first unit was let in January.



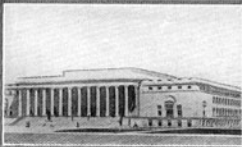
ILLINOIS STADIUM



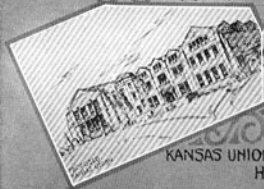
OHIO STADIUM



MICHIGAN UNION



IOWA UNION

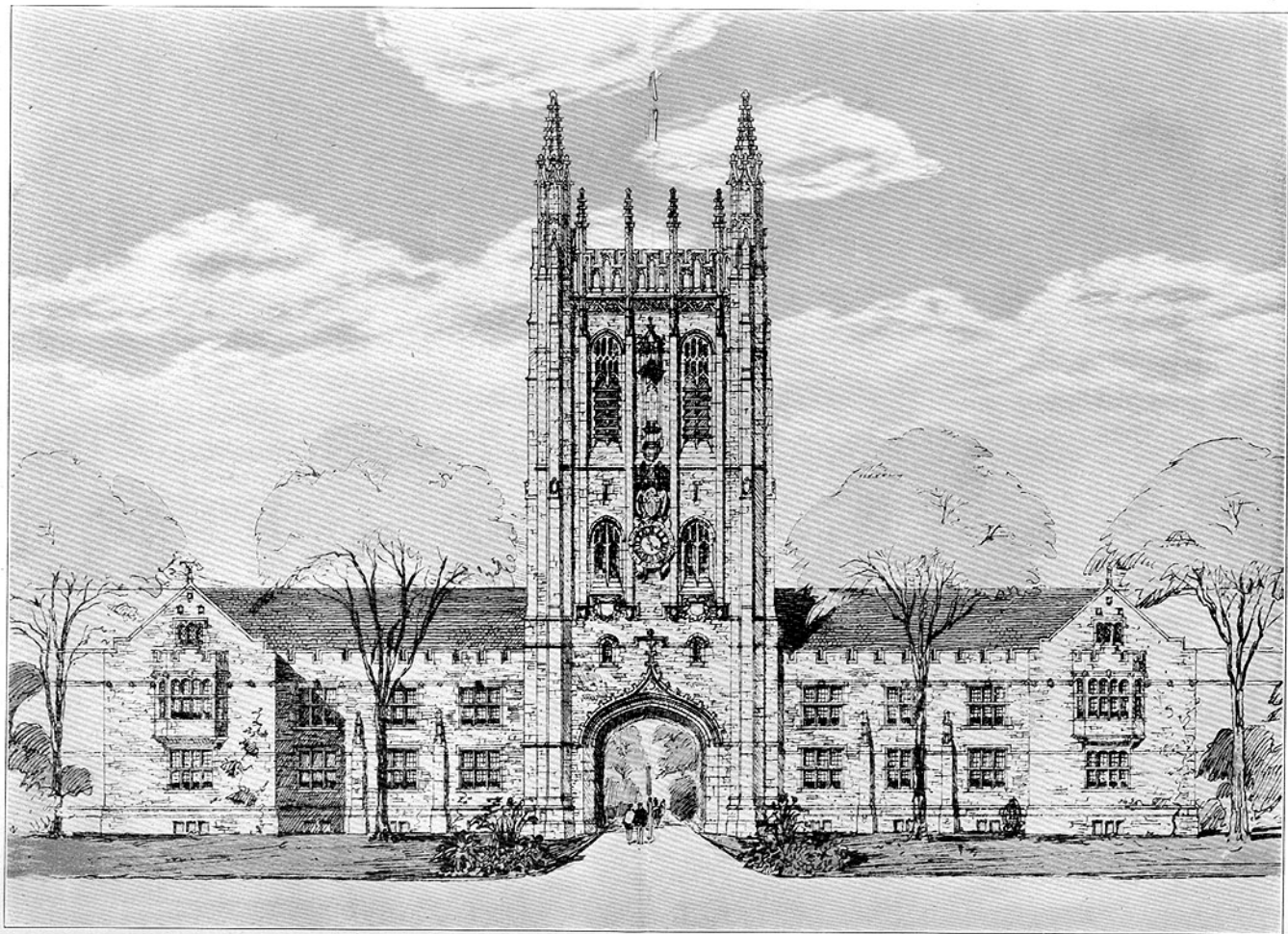


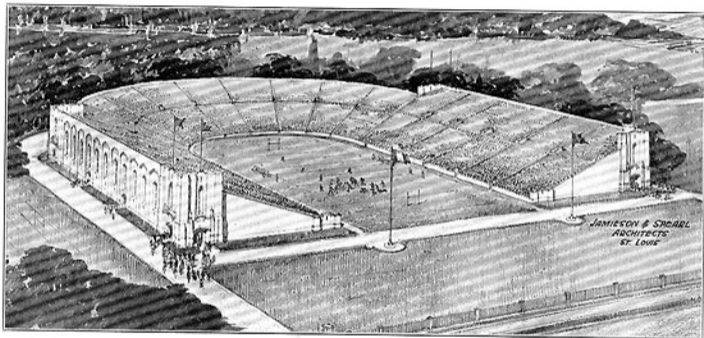
KANSAS UNION



HARVARD UNION

WHAT OTHERS HAVE PLANNED OR DONE





THE COMPLETED STADIUM.

THE MEMORIAL STADIUM

THE Memorial Stadium will be a steel and concrete structure in the form of a flattened oval which will be erected either just south or just east of Rollins Field. It is so designed that it may be built in three separate sections or units, each section seating from 20,000 to 25,000, and the completed structure having a total capacity of 65,000. The cost of each unit will be \$300,000 and it is proposed in the present campaign to raise sufficient funds to erect the first unit or more in time for the Homecoming game with Kansas next Thanksgiving.

The Stadium will be the hub of what, it is hoped, will be a great athletic and recreative plant at Missouri. It will have a year 'round usefulness in that in its interior will be provided handball courts, practice tennis courts, batting cages, squash courts, and other indoor recreative facilities for all of the students of the University as well as provisions for intercollegiate athletics. The future plan calls for the surrounding of the Stadium eventually with many fields for baseball, football, soccer, track, a group of tennis courts, a golf links, and either a new gymnasium or a substantial addition to Rothwell Gymnasium with a swimming pool and adequate facilities for recreative athletics on the part of every student at Missouri.

Rollins Field will be preserved intact with the present stands for track and baseball and as a home for intramural and Freshman games. It is so close to Rollins Street that any additions would by necessity be of a temporary nature and very costly.

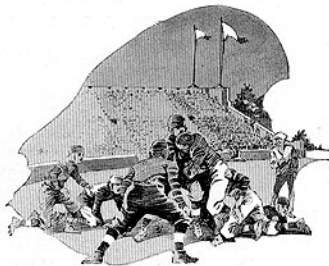
The need for a Stadium at Missouri is apparent. At the last Kansas game in Columbia in 1922 the attendance totalled 13,000, the present maximum capacity of Rollins Field with all available space filled with temporary stands. At Lawrence this year in the new Kansas Stadium there was a crowd of 24,000 and more than 24,000 additional applications were refused because of a lack of seating facilities. It is conservatively estimated that, provisions being made by the new unit of the Stadium, the crowd in Columbia in 1924 at Thanksgiving will total 25,000 to 35,000. Applications for seats including one for a block of fifty for next Thanksgiving, have already been received from Missourians with offers of cash payment immediately.

Missouri is surrounded by stadiums. Those institutions which have them either completed or in various stages of completion, include: Kansas,

A Campaign of Opportunity, Not Importunity

Nebraska, Kansas Aggies, Oklahoma, Texas, Iowa, Ames, Minnesota, Wisconsin, Illinois, Indiana, Chicago, Ohio, Marquette, University of Detroit, and Michigan Aggies. Missouri is engaged in a \$60,000,000 road building program which when completed will place practically the entire State within five hours, by hard roads, of Columbia. The effect of this upon attendance at football and other athletic games can be easily imagined.

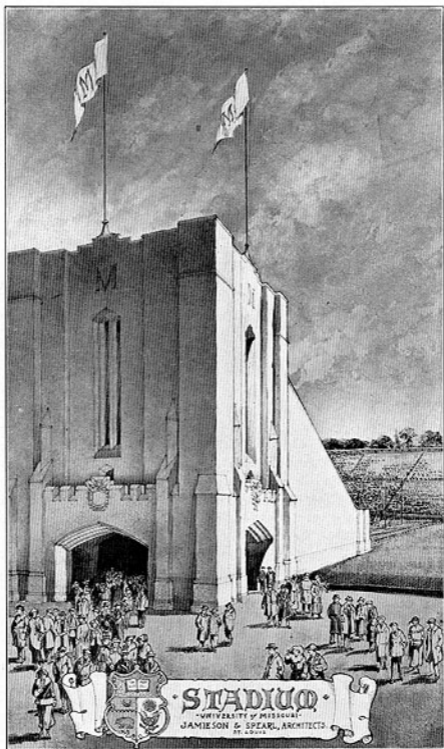
A Stadium, with the appeal of having been built by alumni, former students and students, will provide an added incentive for more determined and fighting teams. Its recreational facilities will have an added attraction to all youth, not considering its sentimental values, and without doubt will bring and hold students to Missouri.



Experience has shown that Stadium subscribers will come back for games and non-subscribers will not. All alumni, former students, students and friends of Missouri should be listed among the former.

In order to aid this, all holders of Life Memberships in the Union and Stadium will have preferential privileges for all athletic contests. This privilege will insure the life member four seats, and more when conditions permit, for any game. The life member reservations will be made before any other effort is allowed to dispose of the seats. The list will be carefully circularized before each important game so that exercise of this privilege can be guaranteed.

In the larger institutions nearly everywhere this preferential list takes up the entire seating capacity of the Stadium and such a condition will unquestionably exist at Missouri within ten or twenty years.



ONE OF THE STADIUM ENTRANCE TOWERS

THE CAMPAIGN THUS FAR

THE Memorial Campaign has been under way approximately two years and the effort is now being made to bring it to a successful and speedy conclusion. Due recognition must be given to the faithful and sacrificing efforts of those who have conducted the campaign thus far.

On October 15, 1923, 1,081 alumni and former students had subscribed a total of \$138,616.36. Approximately 1,969 students had pledged \$192,112.42. The total amount of cash on hand at this time was \$61,753.48. In addition to these amounts, there was \$1,700 in government bonds drawing interest.

The active direction of the campaign is now in the hands of Dr. J. C. Jones, President-emeritus. Dr. Jones, after forty-one years of active service at the University, has given up a much needed rest to lead this campaign for a Greater Missouri.

The foundation for the Memorial Tower has been completed and paid for in full; the cost being \$19,176.20. The cost of the Tower when completed will be \$225,000. The total cost of the completed Memorial Union building will be \$500,000.

On November 28, 1923, it was unanimously decided, after conferences with alumni, former students, students and members of the faculty at Missouri to add to the campaign the first unit of a Memorial Stadium. This unit, which will seat from 20,000 to 25,000 people, will cost \$300,000. The completed Stadium, the other two units being added as growth and necessity demand, will seat 65,000.

With the addition of the Stadium the goal of the expanded campaign has become \$800,000—\$500,000 for the Memorial Union building and \$300,000 for the Stadium.

On January 5, bids were opened for the first unit of the Tower and work will begin upon it within a short time.

On January 21 the campaign will open in St. Louis, Kansas City, St. Joseph, and will continue in those cities during that week spreading throughout the State and everywhere where alumni, former students and friends of Missouri are located.

A CALL FROM ALMA MATER

*"Mid the hills of Old Missouri
At the gateway of the West,
Stands our dear, old Alma Mater
Loved by all of us the best."*

THE Memorial Union and Stadium will not only be an expression of our appreciation of the service of those to whose memory they are built, but they will also be an expression of our loyalty to Alma Mater. The alumni and former students of Missouri are just as loyal and true as those of older institutions and their loyalty has been shown in the past in many ways. For the first time, however, they now have the opportunity to show their loyalty in a material way and to present to Alma Mater buildings that will stand as a concrete expression of their devotion. The alumni of the University are, with a few exceptions, men and women of moderate wealth, and large subscriptions may not be expected from many individuals. It will thus be necessary for the major part of the eight hundred thousand dollars (\$800,000) to be made up of a large number of small subscriptions. The obligation, therefore, for every alumnus and every former student to do his or her part is all the more impelling if our debt to Alma Mater and to our heroic fellows is to be properly discharged and if our Alma Mater is to continue to be for us:

*"Old Missouri, fair Missouri
Dear old Varsity,
Ours are hearts that fondly love thee:
Here's a health to thee."*

1004 University
Skelly*

HOW TO ANSWER IT

THE initial unit of the Memorial Union and Stadium Campaign is a **LIFE MEMBERSHIP.**

The **LIFE MEMBERSHIP** is \$100. This membership entitles the holder to all of the privileges of the Union building, including housing facilities, and to preferential privileges in the Stadium for all games.

The Preferential Privilege will enable the life member to reserve in advance of all other reservations, four seats for any game. The life membership list will be carefully circularized before every important athletic contest so that the opportunity for exercising this privilege will be carefully protected.

The new subscriptions will be divided three-fifths for the Stadium and two-fifths for the Union. Those who have subscribed for the Union and wish to subscribe for the Stadium alone may do so.

It is highly desirable that all subscriptions be paid at the time they are made in order that the building program may progress as rapidly as possible. For those, however, who are unable to do this an installment plan of five payments is offered. This plan calls for the first payment on July 1, 1924, of 20 per cent. The other payments are: 20 per cent on January 1, 1925, 20 per cent on January 1, 1926; 20 per cent on January 1, 1927; 20 per cent on January 1, 1928.

Subscriptions may be sent to the Memorial Union Campaign Headquarters, 217 Jesse Hall, Columbia, Mo.

It is the desire of those charged with the conduction of the campaign to have every alumnus, former student, and student, as well as friend of the University, a subscriber—to make it a campaign of all loyal Missourians rather than one of a few who have been financially fortunate.