

DRIVE FOR NEW STADIUM BEGAN OVER YEAR AGO

Campaign Was Begun by Huge Mass Meeting at City Auditorium Which Was Attended by Whole School.

EXCITEMENT OF TIME IS STILL REMEMBERED

Quotas in all the Drives Were Oversubscribed and Money For Stadium Was Raised in Four Months.

One year and four days ago, there was a huge massmeeting of 4000 students in the city auditorium. There were many speeches from the big men around the University, but they were all on one subject—the drive for the new stadium.

The stadium drive was started October 16, 1922, with a campaign among the students to raise \$90,000.00. By the end of the week, the students had pledged \$102,750.

At no time except during the war was there ever so much excitement around the University. "Every College Over the Top," was the cry. Another statement which was very popular at the time was "Whatever Nebraska starts out to do, she does."

There was an old time rivalry among the colleges to see which one could go the most over its quota in the drive. The air was full of the drive, no one could talk or think of anything else.

This was the spirit in which the drive was started. After the student drive came the faculty drive, the drive on Lincoln business men, and the big drive on the alumni. The faculty drive went over as the student campaign had done—with flying colors.

The appeal was then made to the Lincoln people and they responded wonderfully. Lincoln went way over its quota and helped swell the total.

After the other three drives, it was left for the alumni to do the greater bulk of the work and raise the total up to the \$430,000.00 mark. This was done in a most systematic way.

There was a chairman in each county appointed to see that his county went "over the top" in the big drive. This organization was perfected so well that 80% of the county chairmen had reported their quota in full before ten days had elapsed.

When the alumni drive was over, the total had reached \$460,000 or \$30,000 more than the amount which had been set as necessary.

One of the main appeals during the entire campaign was that of loyalty to those who had sacrificed their lives in the great struggle. The stadium was erected as a monument to them, and this was the keynote of many of the speeches made on the subject.

It took but four months to subscribe the total \$460,000, and the actual work was commenced in the middle of December. At that time the alumni association promised to have sufficient seating capacity for the first home game.

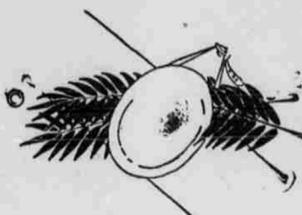
Last week the Nebraska team played Oklahoma in the new field and there was more seating capacity than was necessary for that game.

Guest: I wish I had come here a week ago.

Hotel Proprietress: Ah! You are flattering to my establishment.

Guest: What I mean is that I should have preferred to eat this fish then instead of now.

Freshman: "I don't know what to do with my week-end."
Sophomore: "Put a hat on it."

-the goal!

The final purpose toward which we strive

To master obstacles; to pioneer, not follow; to advance constantly in the right direction; to stand for things worth while; to do all things well—better if possible than have ever been done before; to be an essential factor in a community—

—an aim worthy of an individual, a team or a store such as—

Miller & Paine

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-a fitting memorial!

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