That our youth may have strength in mind and in body to fulfill their broader service to humanity.
Through the centuries it will stand
FINANCIAL PLAN

All you do is reserve your seats in advance.

Funds to build California's Memorial Stadium are being raised through the sale of tickets to games, and not through subscriptions that amount to donations on the part of the subscriber.

Your $100 cash payment gives you, dollar for dollar, $100 in scrip redeemable in tickets to contests played by the University of California over a ten-year period. The $100 in scrip is redeemable in tickets at the rate of $10 a year for ten years.

By redeeming scrip on the Stanford-California games only, it entitles you each year for ten years, without additional payment, to two $5 seats in the choicest section at the Big Game, whether played at Berkeley or at Palo Alto, and including the Big Game played at Palo Alto this year. Or, at the rate of $10 a year, your $100 in scrip can be redeemed in tickets to any contest played by any University of California team, whether football, baseball, track, basketball, or other sport. Or, if your scrip has been redeemed in part for tickets to games other than the Big Game, what remains of it may be presented as part payment for Big Game seats.

In addition to entitling you, without further payment, to $10 worth of tickets each year for a ten-year period, your scrip because of your possessor right gives you an option to purchase your two seats, if, at any time, the scrip will have been exhausted. A brass plate, bearing your name, will be sunk permanently into the concrete of your two seats.

The Executive Committee has provided, for those Stadium builders who desire to pay their subscriptions in installments, the following part-payment plan: $25 cash on subscription; three quarterly installments of $25 within one year, the last installment payable September 1, 1922. On completion of payment, the same privileges accrue as to cash subscribers, except the first $10 scrip will have been cancelled.

This gives the subscriber who pays on installments what is, as nearly as can possibly be arranged under a policy of sound financing for the Stadium project, a return in full for the money he pays in. The installment subscriber gets the same option to purchase two seats at all games that is given to the cash subscriber.
STADIUM - UNIVERSITY OF CALIFORNIA
JOHN GALEN HOWARD - ARCHITECT

PLAN

STADIUM - UNIVERSITY OF CALIFORNIA
JOHN GALEN HOWARD - ARCHITECT
THE ARCHITECTURAL PLAN

The drawings for the Stadium, which are reproduced herewith, show a building of steel and reinforced concrete, elliptical in its plan, completely surrounding the playing field, and measuring seven hundred and twenty-eight feet from north to south on the major axis, and five hundred and twenty-eight feet from east to west. It is a two-deck scheme; that is to say, the seatings are arranged in a manner analogous to those of a theatre, the lower seating area or deck corresponding to the orchestra seats of the theatre, and the upper to the balcony. Both decks are stepped up so as to give every seat a view of the entire field. By the use of two decks, the greatest possible number of seats are brought close to the games, the upper deck overhanging the lower in such a way as to bring its seats much nearer the field than if they formed an extension of the lower deck, beyond the farthest seats.

The total seating capacity is approximately sixty thousand, making a liberal allowance of space for each individual seat. The greatest horizontal distance of any seat from the center of the field is three hundred and sixty feet. Both decks are divided into seating sections, each of which has its own separate means of entrance and egress by corridor and stairs. To eliminate confusion, the distribution of spectators to their respective sections can thus be taken care of entirely outside the building.

The field measures two hundred and fifty feet by four hundred and fifty feet. Four ample portals, placed at the ends of the major and minor axes, serve as entrances for the teams as well as extra exits for the crowds after the game. These portals lead by spacious corridors and stairs, under the lower deck, directly to the exterior of the building. They are also inter-connected by a wide corridor running around the entire ellipse under the toe of the seating deck, by means of which convenient access is provided to the training quarters, convenience stations, reception rooms for distinguished guests, and other necessary features.

The sectional drawing shows the slight inclination of the ground on which the Stadium is to stand. Advantage of this is to be taken by placing the training quarters, etc., at convenient points under the lower deck where the building comes sufficiently out of the ground. The structure is so designed also that certain otherwise waste spaces under the decks may if desired be taken advantage of for handball, tennis, and other activities beneath the cover furnished by the decks themselves, as a by-product of their arrangement.

The complete design, as shown, provides for a building whose main cornice (corresponding with the highest row of seats of the upper deck) is approximately sixty feet above the ground on the east side, and ninety-one on the west. The building lends itself, however, to construction in two parts, the lower deck first, without the upper, if conditions make this advisable. Or, if its total capacity as now planned should be found in the distant future to be inadequate, the building could be readily enlarged by the construction of added rows of seats beyond and above those now arranged for, and carried on an outer arcade without destroying the advantages of exterior distribution which is so valuable a feature of the present plans. It would be possible even to construct a third seating deck. The scheme is thus seen to be of great elasticity and adaptability.
THE WORLD'S GREAT STADIA

Top: Harvard's Stadium at Cambridge, seating capacity 42,000, during the annual Harvard-Yale game. Below: section of the vast crowd, Princeton's Stadium. At Left: Stadium at Athens, recently reconstructed, and now probably the world's most beautiful Stadium.

At Left: Stadium of the University of Chicago. Below: The Great Yale Bowl, seating capacity 80,000 on the day when the Crimson and Blue teams hold the field.
Virtually every large university in America has constructed, or is planning to construct, a great stadium. Harvard, Yale, Princeton, Illinois, Chicago and Ohio State are some of the institutions that have recognized the value of a stadium in increasing widespread interest in athletic sports, on the part of university students, of students in high schools, and of the public in general.

The first steel and concrete stadium of note built by an American University was completed at Harvard in 1909. The structure is of the coliseum type, U-shaped, with a seating capacity of 42,000. The inner wall, 9 feet in height, encircles a 440 yard track, while the outer wall, 53 feet in height, consists of two tiers of Roman arches and piers surmounted by a parapet with massive cornices. The over-all dimensions are 420 by 570 feet. The Palmer Memorial Stadium at Princeton was built in 1914. The exterior of the structure, in design, is an arcade broken at the center of the curved end by two large towers 72 feet high. Built in the shape of a U, it has a maximum seating capacity of 42,000 persons. Yale in 1914, replaced a totally inadequate wooden stadium, having a seating capacity of 18,000, with a great Yale Bowl. The Yale Bowl is built in the shape of a four-center oval, 300 feet by 500 feet from face to face of the inner walls, and has an over-all dimension of 930 feet by 750 feet. The playing field stands at an excavated depth of 27 feet below surface and is surrounded by a continuous tier of seats, access to which is gained by 30 reinforced tunnels. The Bowl covers a total area of twelve and one-half acres and accommodates 80,000 spectators, but in spite of its great capacity it has been possible to fill only the applications of students and alumni for seats at the Big Games. Thousands of applications from the general public are refused every year.

During a brief campaign for subscriptions last fall, Ohio State University raised ample funds for a U-shaped steel and concrete stadium, wholly above the surface, which will seat 63,000 spectators. The height of the outer wall, now in process of construction, is 107 feet, around which there are 87 great arches, with a gigantic arch and alcove 72 feet wide and 86 feet high forming the main entrance. Fifty-six stairways feeding 112 aisles enable the entire stadium to be emptied of its capacity within seven minutes. The cost of this double-decked structure when completed will be $1,328,000. The University of Illinois is now conducting a successful campaign to raise $2,500,000 for the erection of a combined stadium and amphitheater.

Stanford University has under construction a stadium of the sunken type which will seat 60,000 spectators when completed in 1921. The University of Washington, in 1920, started construction on a U-shaped steel and concrete stadium which will accommodate 60,000 persons. The Syracuse Stadium, and the stadium at the University of Chicago, have been built or provided for, as the result of recent stadium campaigns in which subscribers received options to buy seats.
CALIFORNIA TODAY

ABOVE: Benjamin Ide Wheeler Hall and Sather Tower from the Sather Gate entrance to the University campus. RIGHT: Hilgard and Agricultural Halls, two completed units of a group to be dedicated "to rescue for human society the native values of rural life."

UPPER LEFT: Looking across the botanical gardens to the Doe Memorial Library. ABOVE: The Hearst Memorial Mining Building, the laying of whose corner stone marked the beginning of the Greater University; The Electrical and Mechanical Engineering Build-in the background.

LEFT: The central group of the Greater University: in the foreground, California Hall (left); the seat of administration, and Boalt Hall of Law (right); beyond the Doe Memorial Library (left), and Benjamin Ide Wheeler Hall (right); Jane K. Sather Tower looming in the background.
CALIFORNIA OF OLD

Upper Right: The fence which surrounded the old football gridiron, now West Field. North Hall in the background. Above: The campus from the oaks: left to right—North Hall, Civil Engineering Building, Bacon Hall (formerly the Library), and South Hall.

Above: Building the C on Charter Hill in March, 1905. This symbol of all that is Californian was constructed jointly by the classes of 1907-08 and marked the passing of the old "rush" and the ushering in of the present spirit of good natured rivalry between the lower classes.

Above: The University campus as it originally appeared from near the present Dana Street entrance: North Hall to the left, and South Hall to the right, the first buildings to be constructed on the University campus. Right: North Hall at a later date, from the east, the Conservatory in the distance.
WIN NATIONAL FAME
CALIFORNIANS OF OLD

(1) University of California track team, Pacific Coast Champions of 1891. (2) Football Statue, the gift of James Duval Phelan as the "prize of superiority won by the University of California 1898-99." (3) "Oxie" Overall, one of California's most famous athletes, captain and right guard of the team of 1903 which tied Stanford 6 to 6.

(4) Jimmy Hopper, quarterback of the 1899 team which defeated Stanford 30 to 0, establishing a high "Big Game" score which stood for twenty years till the 67 to 0 victory of California in 1918. (5) Karraburg, fullback, (left), and Thane, quarter, (right) members of the famous 1898 team which won from Stanford 22 to 0.
The University of California opened in September, 1869. Immediately interest in baseball was aroused, but the number of students was so small (35 in all) that it was impossible to develop an effective nine. Four or five of the students, however, were members of the "Wide Awakes," a team that won the championship of the state. In 1871 an attempt was made to organize boating. I was a member of the first crew. Again, the number of the students was too small.

By 1875, we had developed a pretty fair baseball nine, a pretty fair football team, and we were beginning to take some interest in track and field athletics. In the '80s the number of students ranged from 500 to 700. There was good athletic competition: on track and field with the Olympic Club, on the baseball diamond with various amateur teams, and on the football field. Prominent among those who took part were J. J. McGillivrav, W. R. Storey, J. J. Dwyer, P. E. Bowles, John Sutton (who, when carrying the ball, was never stopped by any one man), Fred C. Turner, Charles Wesley Reed, Dr. Rothganger, Dr. Herbert C. Moffitt, William A. Magee, and a lot of other fine fellows who have made good.

In 1891 Stanford appeared on the scene. The first contest was in football, on the Haight Street grounds in San Francisco. Both teams arrived on time and made spectacular entrances in and on four-horse coaches. When the teams came on the field, however, there was no football, and the game had to be suspended until a rider could go to the city and get one. California lost, 14 to 10.

In the late '90s California developed a great team. The names of the men are on the football statue near the Dana Street entrance to the campus. I noticed, only a few days ago, an item in the daily press to the effect that the quarterback of that team, who has been a successful gold-mining man in Alaska, is likely to be one of the oil kings of that territory. Space forbids that I ramble on to tell of what the others, many of whom have distinguished themselves in one field and another, have accomplished.

The bleachers on California Field were built in 1906 and at that time were expected to last twelve years. That time has gone by. The student body has quadrupled. The demand for seats exceeds the supply by many thousands. And California has produced a football team that scored 583 to their opponents' 14, defeating the great Ohio State team, 28 to 0; a track team that won the National intercollegiate championship at Cambridge; and a crew that, second only to the Navy Crew, defeated the crews of such institutions as Cornell, Columbia, and Syracuse, at Poughkeepsie. At the University, more students than ever before are taking part in the different athletic sports. Throughout the state, interest in manly contests on the athletic field is far more keen than ever. Now is the time, with California's glorious past in our minds, to build a Stadium that will accommodate fifty or sixty thousand spectators.

Geo. B. Edwards
"... To Build for her glorious future".
The California Memorial Stadium is to be far more than a University building. It is to be in the truest sense a project worthy of state pride and national interest. It is to be not only the setting of great intercollegiate contests, but also the center of great functions and celebrations of the community and the state. It is not only to be a splendid addition to the Phoebe Hearst Plan for the greater University, but an architectural monument ranking with the greatest structures of all times, and challenging the admiration of the world.

For these reasons the students of the University make their appeal for its support on the broadest possible basis. They regard the Stadium as necessary for the maintenance of that fulness of college life which has been the heritage of all Californians, and are willingly shouldering a great part of the burden of financing it. They ask the alumni to recognize that only through the Stadium can they be assured of witnessing the intercollegiate contests that more than any other single factor bind them to their Alma Mater. They appeal for support to every citizen of the great State of California who loves clean sport and who believes that athletics in American university life make for the upbuilding of character and citizenship.

To all of these the appeal is based on the same fundamentals. First, the Stadium is a prime necessity. Last year there were over 60,000 applications for seats at the Stanford-California game and the capacity of California field was 25,000. Only through a great Stadium can a fair proportion of those who follow intercollegiate football, and especially the fortunes of California and Stanford, be accommodated. Even such a Stadium will be a continuing source of revenue from which the student body has agreed to support in large measure those departments and functions of University life that serve the social and recreational interests of the students. The present sources of University income cannot meet these needs, and the Stadium revenues will be a happy solution of the difficulty. Finally, the Stadium is to be, as its name indicates, a memorial, dedicated to those Californians who died in the War of Nations that civilization might not perish. A great arena, consecrated to the virtues of manhood, is surely a fitting tribute to those who in their lives exemplified these virtues to the last and highest degree.

The call is to the wisdom and generosity of every Californian. Let us answer it with one voice of enthusiastic approval.
"To perpetuate California's glorious past..."
Mens sana in corpore sano. The spirit of the west has exacted this of all the stalwart sons who harkened to the call and trekked the plains or sailed the seas to settle in the sunkissed lands of California. We glory in the growth of a hundred years made possible by the enterprise, the virility, the courage of those who founded upon the western slopes of the Sierra a civilization that will endure. The struggle has not been without sacrifice, either in the conquest of the soil and elements, or in the crises that have threatened our commonwealth and country. To perpetuate California's glorious past and to assure her glorious future it is fitting that a memorial be built, beautiful in design, magnificent in form, strong in frame, as were the heroes it immortalizes, yet looking from the yesteryears into the unborn tomorrow, dedicated to the development of sturdy western manhood, where masterful mind shall direct bodily strength, where brain and brawn shall unite, where courage, self-sacrifice, and lofty purpose shall combine in the youth of California, worthy sons of the Golden West. For this purpose the California Memorial Stadium is planned, to this end let us all strive.

Every citizen of California acclaims this land of opportunity and opulence, boasts of its unlimited resources, praises the initiative and energy of its people, glories in its development and accomplishments, a cultured people in a favored land. We point with pride to our state and civic government, to the growth of industry, to increasing population, to the weighty influence California has on all countries of the Pacific. Our great University at Berkeley, second to none in size, freely offers to all the advantages of a higher education, fitting them physically, morally and mentally for the battle of life. The fame of California echoes back from every hillside, is wafted by the four winds, and is heard in all tongues. We laud the achievements of its people, we have faith that it will live through the ages to come. Let us then gratefully provide through properly organized channels for the continued academic growth of the University of California; let us generously subscribe to a project which symbolizes the magnificent courage of those who in the prime of manhood gave of themselves that we might live, let us encourage the ideal of sound mind in sound body and give to the countless thousands an opportunity to witness, to participate, to enjoy, good, clean, manly sport, acknowledging the subtle, stimulating influence it has on human development.
The plan for a Stadium has, in the course of much study, become a part of a large and comprehensive design which may be both a grand memorial to University men who gave their lives in the war, and a men’s field. This plan contemplates the immediate development of the western end of the campus, together with the addition of several blocks at the southwest corner of the University, on which the great Stadium will in the main be constructed.

A future visitor alighting at the Berkeley railroad station and approaching the University, will, we hope, pass from Shattuck Avenue to Oxford Street along a wide and splendid entrance, or prado, opened by the city through the widening of Addison Street. On reaching Oxford Street, running north and south along the western end of the University grounds, he will, we hope, come to a wide avenue from forty to fifty feet broader than the present Oxford Street, which will be the main artery of communication both for vehicles and street cars, between the northern and southern portions of the city. Here the University Campus will lie before him—in the center, and somewhat back from the street, a great Memorial Gateway inscribed with the names of sons of the University who fell; to the left, the Memorial Field, which will shortly be dedicated as a drill field and recreation field, and which has been leveled during the past year in preparation for these uses. Immediately in front of him would lie the main axis of the University, running from the Memorial Gateway a little north of east across the campus and up the slopes of the hill toward the Big C.

Behind the beautiful grove of eucalyptus trees which stand midway would be a glimpse of the armory, and further to the south, facing the gateway to the University on Dana Street, the Cowell Gymnasium, for which the University has in hand more than a quarter of a million dollars given by the Misses Cowell in fulfillment of the intentions of their brother, Ernest V. Cowell of the class of 1880 who died on March 18, 1911. On the right the visitor will see through the beautiful oaks and evergreen trees on the south side of the creek the great wall of the Stadium rising about ninety-one feet above the level of the street. This Stadium, with dimensions that slightly exceed the great Coliseum of Rome, will balance on the right the Memorial Field to the left of the central Memorial Gateway. All this great area will be a field for the military training, the competitive sports, the recreational activities and the social life of the men students of the University. It will represent the physical and moral basis which our education seeks to lay for the intellectual training that is superimposed.

Beyond this great men’s field will rise the Sather Tower and the Academic building. When these new structures are added to the splendid buildings that recent years have seen erected, the great architectural conception provided for by Mrs. Hearst will be apparent.

This present project, the building of California’s Memorial Stadium, which students, alumni and friends of the University are invited to finance, seems practical from a business standpoint and contributive in the highest degree to the ends sought; but how great a spiritual significance it assumes when one views it as a part of the approaching culmination of a great and splendid home of manhood, womanhood, character, knowledge and discovery!
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GARDNER F. WILLIAMS
IN
COMMEMORATION
IN THANKFUL MEMORY
OF THOSE CALIFORNIANS
WHO IN THE WAR OF NATIONS
GAVE THEIR ALL
THAT WE MIGHT
LIVE
GENERAL OF THE ARMIES
WASHINGTON

August 17, 1931.

California Memorial Stadium,
University of California,
Berkeley, California.

My dear Sirs:

I wish to thank you for your letter. The plans of the University of California to build a Memorial Stadium to the War Heroes of your State seem most appropriate. I can think of nothing more fitting.

The achievements of the splendid troops from California are too well known to need repetition here. The memory of their deeds will never perish. The dash and spirit which enabled them to achieve are powers that can be sustained only so long as vigorous health and enlightened patriotism prevail. The stadium you are to build will stand as a lasting memorial to your gallant sons, and serve to nurture the sources from which they drew their strength. I wish you every success in this most worthy undertaking.

Very sincerely yours,

[Signature]
To perpetuate California's glorious past.
To build for her glorious future.

CALIFORNIA'S MEMORIAL STADIUM