

Blare *of the* Horns

The Mizzou Alumni Association's Homecoming parade strides across campus and downtown Columbia, where century-old storefronts set a lively scene for this great American tradition.

STORY BY DALE SMITH, BJ '88 ✪ **PHOTOS BY ROB HILL**







HADEN BUILDING • 901 E. Broadway • Built c. 1921

Ever since Homecoming's beginnings in 1911, the parade has been a keystone of the festivities, along with a raucous pep rally and bone-crunching football game. Thousands of parade-goers — Mizzou alumni and friends alike — line campus and city streets fronted by historic façades. Deb Sheals, BS HES '82, MA '93, a historic preservation consultant, has helped guide the architectural renaissance not only of Columbia's downtown but also similar areas in towns across eight states. Sheals, a Columbia native, bemoans the sprawling and "malling" of America. Instead, she promotes investment in good historic structures. Century-old buildings tend to be well-made, renovating them is greener than building new, and filling them keeps cities compact and vibrant, she says. "Plus, they hold a slew of memories." Big-box stores are ubiquitous, "But nowhere else in the whole world is there a Tiger Hotel and a Memorial Union. Cultivating that sense of place is what it's all about. It's why I love what I do."

From top, this classical revival building sheathed in white terra cotta first housed the Boone County Trust Company. • Details of downtown structures • The Municipal Building, looking much as it did when new, retains original or early leaded glass above the front doors.



MUNICIPAL BUILDING • 600 E. Broadway • Built 1932

c. 1940



VIRGINIA BUILDING • 111 S. Ninth St. • Built 1911

2018



c. 1940



MILLER BUILDING • 800 E. Broadway • Built 1910

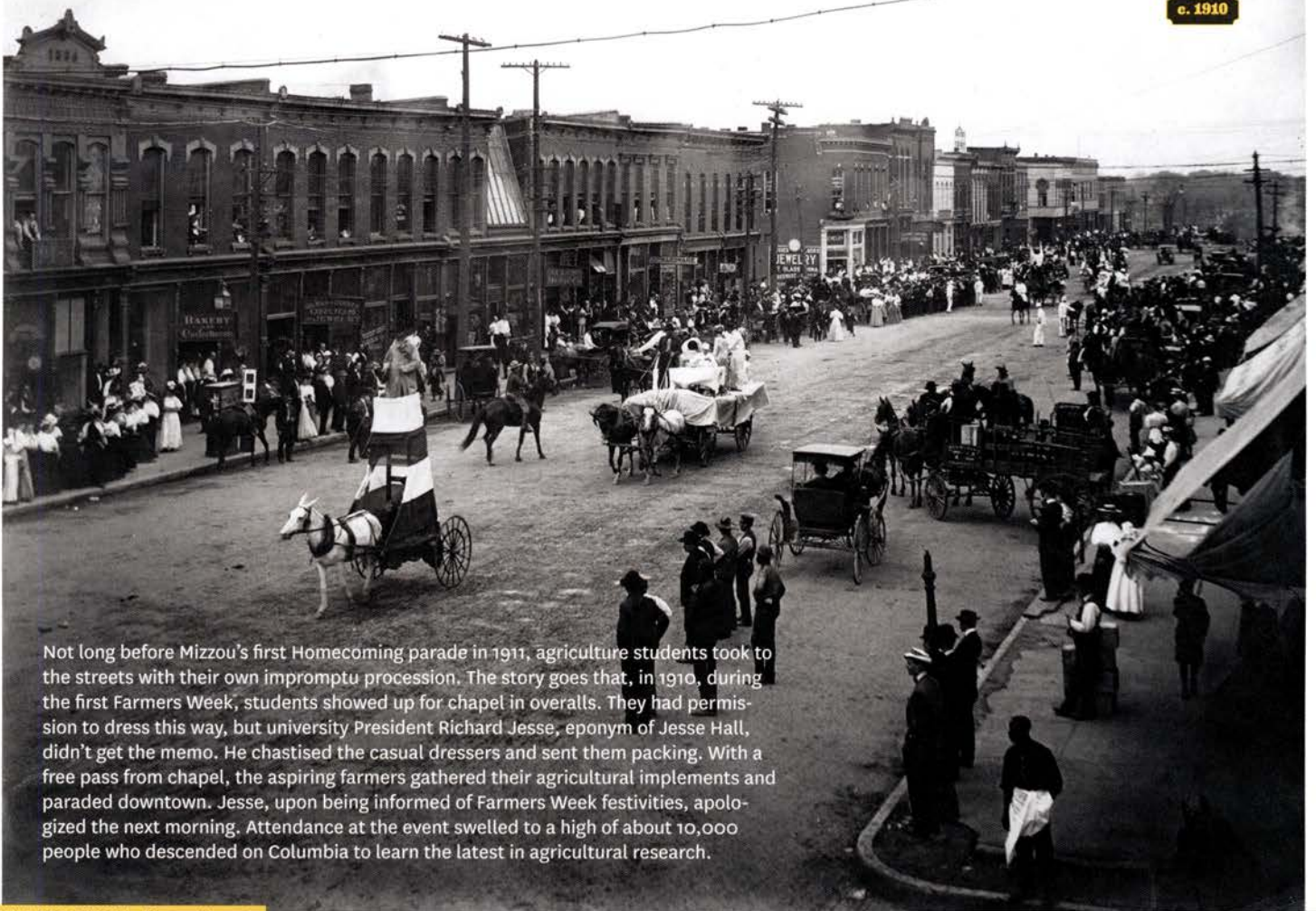
2018



In 1928, the Virginia Building, above, contained one of Missouri's first Montgomery Ward stores in an urban area. A 1960s remodeling wrapped the structure in metal siding, drastically altering its look until a 2001 restoration. The renovation not only unraveled the siding but also reinstated architectural details, including its exterior cornice and interior metal ceilings. As one of the first big renovations of its kind downtown in decades, this project renewed interest in CoMo's historic structures.

The Miller Building, at left, is a deep, narrow three-story beaux arts structure built by shoe merchant C.B. Miller, whose first shop was at 823 E. Broadway. Miller was a well-known local figure, who directed Boone County National Bank, served on the school board, and participated in the Elks and Rotary clubs. In 1903, he married Helen Singleton Conley, whose father, entrepreneur Sanford F. Conley, built the brick house about 100 yards west of the Reynolds Alumni Center. It now contains university offices and event space.

c. 1910



Not long before Mizzou's first Homecoming parade in 1911, agriculture students took to the streets with their own impromptu procession. The story goes that, in 1910, during the first Farmers Week, students showed up for chapel in overalls. They had permission to dress this way, but university President Richard Jesse, eponym of Jesse Hall, didn't get the memo. He chastised the casual dressers and sent them packing. With a free pass from chapel, the aspiring farmers gathered their agricultural implements and paraded downtown. Jesse, upon being informed of Farmers Week festivities, apologized the next morning. Attendance at the event swelled to a high of about 10,000 people who descended on Columbia to learn the latest in agricultural research.

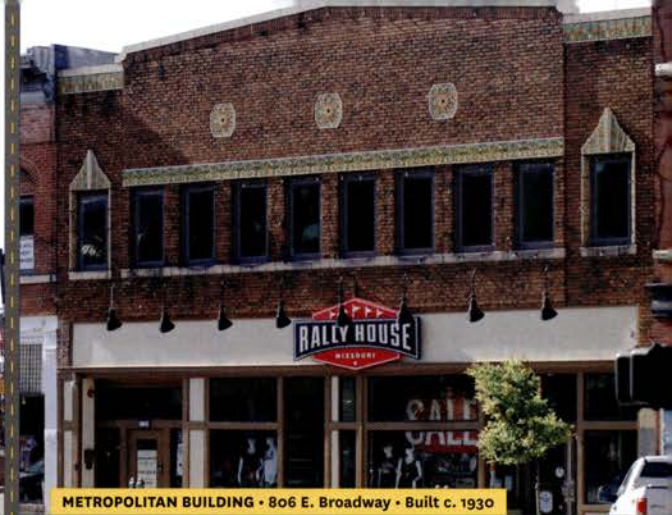
10TH & BROADWAY, looking southwest

2018





BARTH BUILDING • 827 E. Broadway • Built c. 1909



METROPOLITAN BUILDING • 806 E. Broadway • Built c. 1930



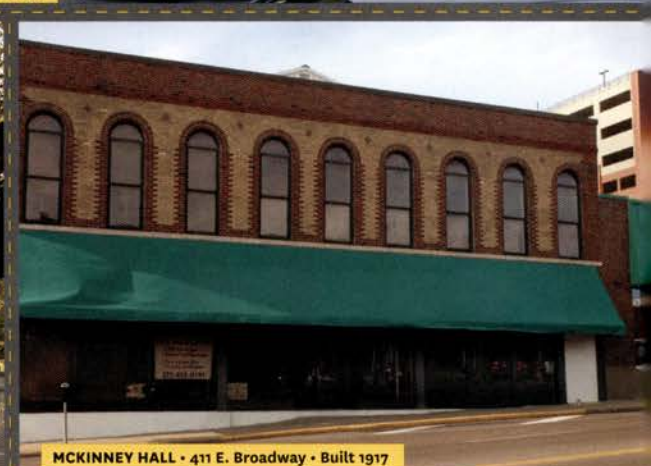
BOOCHES • 110 S. Ninth St. • Built c. 1916



HALL THEATRE • 102 S. Ninth St. • Built c. 1916



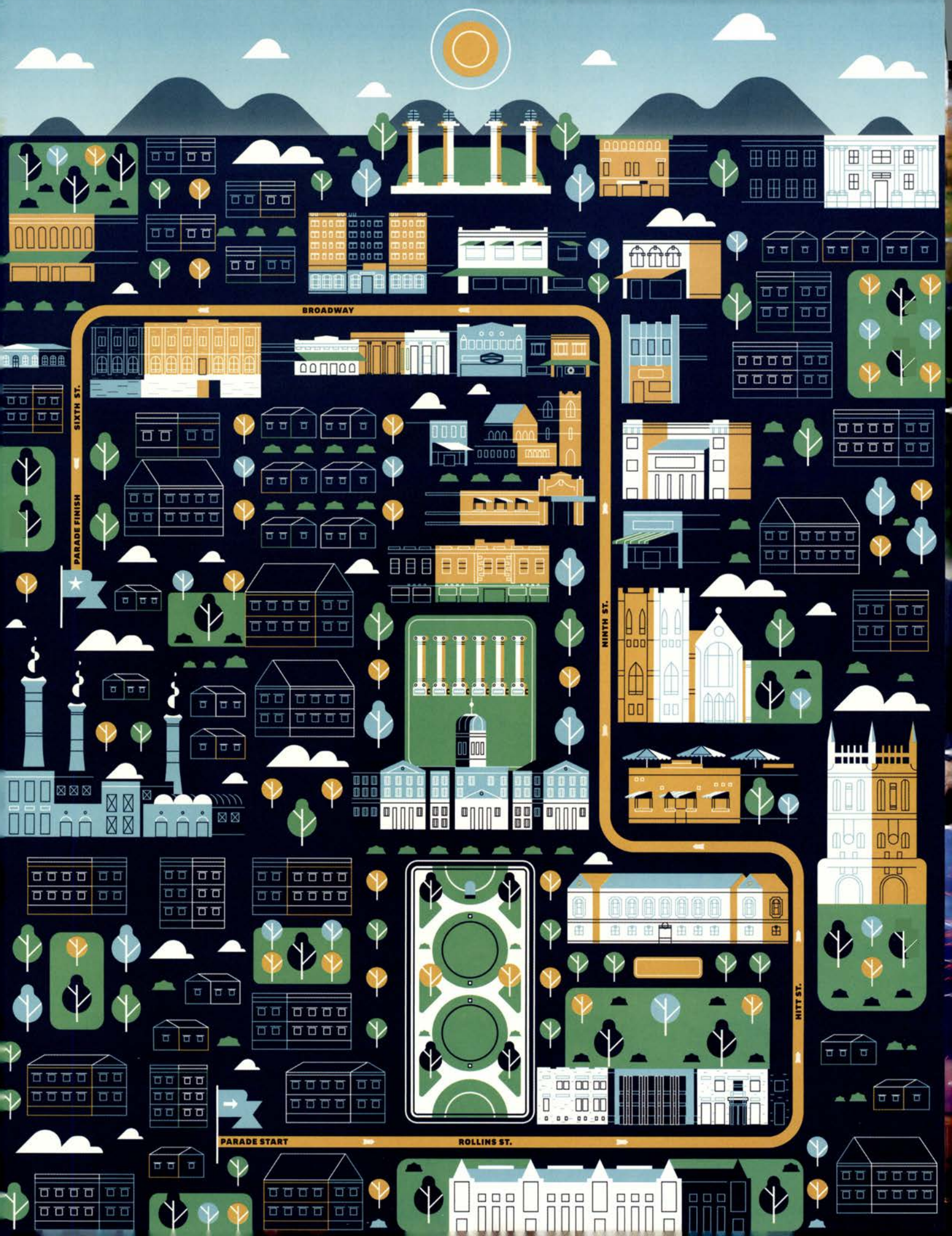
DANIEL BOONE TAVERN • 701 E. Broadway • Built 1917



MCKINNEY HALL • 411 E. Broadway • Built 1917

Clockwise from top left, Jewish haberdasher Victor Barth had been in business in Columbia for more than 20 years when he built this beaux arts commercial structure, whose cornice design appears to have been inspired by architect Louis Sullivan, Frank Lloyd Wright's first employer. One of just two art deco structures in downtown Columbia, the Metropolitan's façade features colorful, abstract terra cotta ornamentation glazed in green, gold, orange and blue with tan trim. The Hall Theater, once a classic movie palace, is one of the largest styled buildings remaining downtown. In the early 20th century, the McKinney Hall stage boasted a who's who of African-American musicians, including Louis Armstrong, Count Basie, Ella Fitzgerald and Billie Holiday. Originally a swank craftsman-style hotel that hosted luminaries such as Eleanor Roosevelt and Harry S Truman, the Daniel Boone Tavern has housed city and county government offices since the late 1970s. With its original storefront and early interior finishes still in place, Booches is one of downtown's most intact historic buildings.





BROADWAY

SIXTH ST.

PARADE FINISH

NINTH ST.

HITT ST.

PARADE START

ROLLINS ST.

Homecoming Events

Visit mizzou.com/homecoming for details and updates.

Oct. 7

5K

Time and location TBA

Visit mizzou.com/homecoming for details.

Stroll Off

8 p.m., Jesse Auditorium
National Panhellenic Council organizations face off to see who can stroll and step the best.

Oct. 8-11

Blood Drive

11 a.m.-7 p.m.,
Hearnes Center

Donate blood to one of the largest college-based blood drives in the nation, or visit mizzou.com/homecoming to find a partnering location.



Spirit Rally

8:30 p.m.,
Traditions Plaza

Rev up for the big game with Truman the Tiger, Mizzou Spirit Squads and Marching Mizzou.

Oct. 15-17



Talent Show

6:30 p.m., Jesse Hall

Mizzou's got talent! Check out student singers, dancers and comics. Can't make it to the show? Watch live at mizzou.com/homecoming.

Oct. 20

Parade

Time TBA, Campus and
Downtown Columbia

Get pumped up and show your Tiger pride as the parade tramps through campus and downtown Columbia. The parade features floats, bands from across the state and candy for the kids.

Oct. 19

LGBTQ Happy Hour

4-7 p.m., Top Ten Wines

Mizzou's LGBTQ Resource Center holds its second annual Homecoming Happy Hour to welcome friends and alumni (must be 21 or older). Reconnect, celebrate and learn how to get involved.



Football Game

Time TBA,
Memorial Stadium

Cheer on your Mizzou Tigers as they take on the Memphis Tigers. Stick around during halftime to find out who becomes the 2018 Homecoming King and Queen.

Campus Decorations

6-9 p.m., Greek Town

Cruise Greek Town to see fraternities' and sororities' themed decorations.

I



a Parade

ILLUSTRATION BY ALDO CRUSHER

If you delight in parades and their attendant swag — candy, kids' books, mini footballs and more — arrive early and stake out a prime spot along the route on campus or downtown.

*pa·rade (pəˈrād) n. 1. the exuberant and ostentatious ambling of happy traffic, as in Mizzou's Homecoming parade 2. marching, merry- and music-making throng 3. gleeful gridlock



Call to the Hall

A trio of terrific Tigers enters the Mizzou Hall of Fame Oct. 19. The honor recognizes alumni who have exhibited excellence in their field.

† Members of the Mizzou Hall of Fame Class of 2018 are, from left, the late Sam Walton, BA '40, LLD '84; Debbye Turner Bell, DVM '91; and William Trogon, BA '61, MA '62, PhD '73, BJ '78, LHD '11.

#**MizzouMade** is more than just a hashtag – it's a seal of approval. Each year, the University of Missouri produces thousands of graduates whose professional and personal lives embody the university's core values of respect, responsibility, discovery and excellence.

With more than 300,000 alumni worldwide, the Mizzou Hall of Fame faces the unenviable task of winnowing a bottomless pool of candidates down to three inductees each year. Created in 2016, the Mizzou Hall of Fame honors high-achieving alumni who exhibit excellence in their chosen field. Hall of Fame inductees are recognized during Homecoming weekend and serve as grand marshals for the Homecoming parade.

This year's Hall of Fame luncheon takes place Oct. 19 in the Reynolds Alumni Center. Meet the Mizzou Hall of Fame Class of 2018:

Sam Walton, BA '40, LLD '84

Entrepreneur and founder of Walmart and Sam's Club

"[My University of Missouri education] has been most beneficial to me in my approach to business and whatever success I have enjoyed."

In a 1989 interview, Walton extolled the opportunities higher education offers to "develop leadership qualities, if you take advantage." Beyond delivering newspapers and waiting tables, Walton took part in numerous campus organizations, including QEBH, Beta Theta Phi, the *Savitar* and more. "I always worked hard, so they'd make me president," Walton said. Walton's enterprising and industrious spirit led him to launch the first Wal-Mart Discount City store in Rogers, Arkansas, in 1962. By the time of his passing in 1992, Walmart had grown to employ 371,000 people. Today, Walmart has 2.3 million employees in more than 11,000 stores worldwide.

Debbie Turner Bell, DVM '91

Journalist and Miss America 1990

"I did take a year off [from veterinary school] to be Miss America. But when that was over, I came right back to finish what I'd started."

Born in Hawaii and raised in Arkansas, Turner Bell followed her lifelong love of animals to the MU College of Veterinary Medicine. Her standing as a Mizzou student also allowed her to enter Miss America preliminary pageants in Missouri. After winning Miss Missouri in 1989, she won Miss America in 1990, which provided scholarship support for her to complete her degree in 1991. Turner Bell's career has spanned broadcast journalism, motivational speaking and ministry while also promoting responsible pet ownership and proper veterinary care for pets.

William Trogdon, BA '61, MA '62, PhD '73,

BJ '78, LHD '11

New York Times best-selling author

"Never mind that Mark Twain had stood on the steps of Jesse Hall. History was at The Shack. We may not have learned history there, but we surely felt it."

Although Trogdon arrived on campus in 1957 already on academic probation, he soon demonstrated the talent, wit and work ethic that eventually earned him five MU degrees. In 1978, Trogdon, who writes under the pseudonym William Least Heat-Moon, embarked upon a cross-country journey that he documented in his first *New York Times* bestseller, *Blue Highways*. He has gone on to publish not only nonfiction works including *PrairieErth* and *River-Horse* but also a novel, *Celestial Mechanics*. The University of Missouri Press published Trogdon's book *Writing Blue Highways* in 2014.

CLASS OF 2017

Andrew Cherng, MS '72 – Co-founder, co-chair, co-CEO, Panda Restaurant Group

Peggy Cherng, MS '71, PhD '74 – Co-founder, co-chair, co-CEO, Panda Restaurant Group

Norm Stewart, BS Ed '56, M Ed '60 – Mizzou basketball legend and member of the Collegiate Basketball Hall of Fame

CLASS OF 2016

Linda Godwin, MS '76, PhD '80 – Retired astronaut and professor of physics and astronomy at MU.

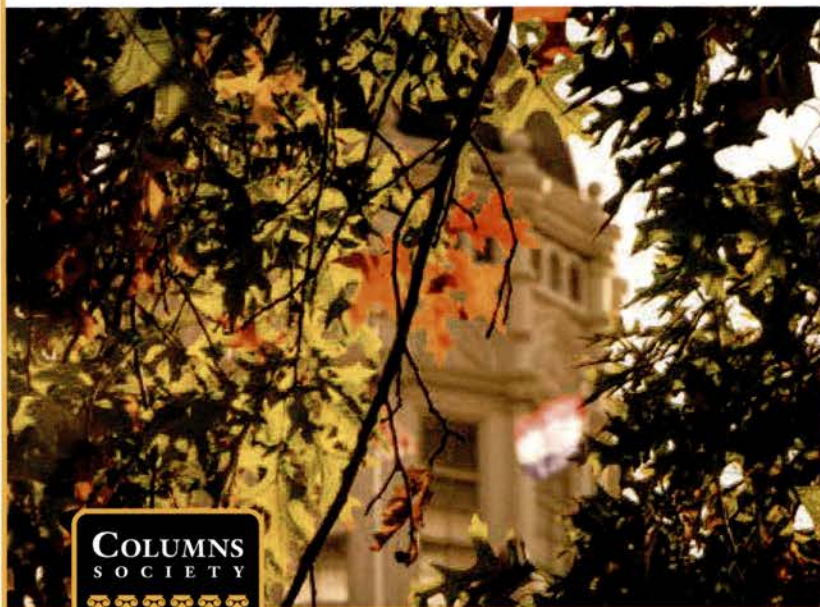
David Novak, BJ '74 – Co-founder and retired chairman and CEO of Yum! Brands; founder and CEO of OGO

Kellen Winslow, BES '87 – Member of the College Football Hall of Fame and the Pro Football Hall of Fame

M-I-Z! We Thank You!

Year after year, Columns Society members make Mizzou stronger by opening doors for student success and helping solve the grand challenges facing Missouri through education, research and outreach. In 2017-18, the Columns Society helped MU reach several milestones:

- 3,630 Columns Society members, our **highest total ever**
- More than \$147 million in cash, **breaking the previous record** by 22 percent
- Nearly \$162 million given overall, pushing the Mizzou: Our Time to Lead campaign **past the billion-dollar mark**



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