



THE GENERAL OMAR BRADLEY MEMORIAL, LIBRARY AND MUSEUM

A CASE FOR SUPPORT

This is as true in everyday life as it is in battle: we are given one life and the decision is ours whether to wait for circumstances to make up our mind, or whether to act, and in acting, to live.

- OMAR BRADLEY



A meeting of generals representing U.S. Army operations in the European Theater, 1945. Seated left to right are William H. Simpson, George S. Patton, Carl A. Spaatz, Dwight D. Eisenhower, Omar N. Bradley, Courtney H. Hodges and Leonard T. Gerow. Standing left to right are Ralph F. Stearley, Hoyt S. Vandenberg, Walter B. Smith, Otto P. Weyland and Richard E. Nugent. Photo courtesy of the National Archives.

MOBERLY, MISSOURI

In the late 19th century, the city of Moberly sprung up from the prairie as the railroad traveled west, growing to become a crucial hub between St. Louis and Kansas City.

Unfortunately, in recent years, the region has struggled with higher rates of poverty and a lack of financial opportunities. The downtown hosts many vacant or underutilized buildings. Currently, Randolph County's poverty rate is 15.3%, about three percent higher than the state average.

However, it is still possible to use Moberly's ideal location to enhance life for all residents in the area. Just 35 miles north of Columbia and practically equidistant from Kansas City and St. Louis, Moberly is well-positioned on the northern edge of mid-Missouri, with access across the state to key population centers via US Highways 36 and 63 as well as Interstate 70. This location presents significant opportunities for Moberly as a retail, commercial, and industrial center, as well as a tourist destination.

EXPANDING TOURISM THROUGH THE DEPOT DISTRICT

In recognition of Moberly's tourism potential, the City has developed a strategic plan focused on restoring and creating exciting destinations in a section of its historic downtown. This downtown community improvement district is being called the Depot District as a nod to the important railroad origins of the city.

Moberly has already received grant funding to develop this area from:

- **ARPA Community Revitalization** to further develop a community center in the historic building called The Fennel
- **EDA for roadway infrastructure** which will promote local business growth and retain 120 jobs

The Depot District will form a central lifestyle area with a focus on exceptional retail and culinary experiences and diverse cultural attractions that draw in downtown businesses, residents and visitors. This development will provide big city amenities within a small-town community context that is safe, affordable and open minded.

It will also host the city's biggest events, including the annual Junk Junction vintage vendor market, which attracted 15,000 people last year, The Gus Macker 3-on-3 basketball tournament, which has brought in 6,000 to 10,000 people in previous years, and Moberly's annual Christmas festival and ice-skating rink.

Some of the attractions already located in the district include the 4th Street Theatre, the Municipal Auditorium, the Railroad Museum, and other local shops and restaurants.



Moberly, Missouri.



The Omar Bradley Statue at the Rothwell Park War Memorial in Moberly.



The Depot District in Moberly.

The Vision

THE VISION

To serve as the central hub of the Depot District, the Committee for the General Omar Bradley Museum and Library, along with the City of Moberly, is now developing a state-of-the-art 10,000 square foot facility to serve as a museum and library dedicated to the life of the nation's last five-star general, General Omar Nelson Bradley. The Museum and Library would take on both regional and national significance, fulfilling the country's need for a center focused on the life and times of one of the most consequential figures in United States military history.

Through its unique educational resources and historical and cultural significance, the Museum is expected to draw tourism and traffic through the center business district of Moberly, having the following benefits:

1. Empowering the local community
2. Strengthening and growing business development throughout the downtown area
3. Providing all Americans with a dedicated site for researching General Bradley, American military history, and the history of World War II

ABOUT GENERAL OMAR BRADLEY

Considered by his peers to be the most brilliant military tactician of modern times and known to be absolutely fair and just, General Omar Bradley was the fifth—and last—commissioned member of the American military to wear the coveted fifth star as General of the Army. In his early career, Bradley served as a training officer during World War I and developed his characteristic caring and compassionate leadership style—a quality that would later earn him the nickname the “Soldier’s General.” In Europe during World War II, Bradley commanded the largest American army ever assembled. Bradley was appointed to head the Veteran’s Administration by President Harry Truman in 1945, where he administered the sweeping new G.I. Bill of Rights. In 1949, President Truman appointed General Bradley as the first Chairman of the Joint Chiefs of Staff.

Bradley was born in 1893 in rural Randolph County. After the death of his beloved father, Bradley moved with his mother into the city limits of Moberly. He graduated from Moberly High School and, like many of his neighbors, worked on the railroad.

Working on a recommendation from his Sunday School teacher, Bradley applied and was accepted into West Point in 1911. Moberly calls Bradley its favorite son and, throughout his life, Bradley called Moberly his hometown and his “favorite city in the world.” He was a frequent visitor to Moberly throughout his career, was a member of the Rotary Club, played near-handicap golf regularly at the local course, and had a “Bradley pew” at Central Christian Church.

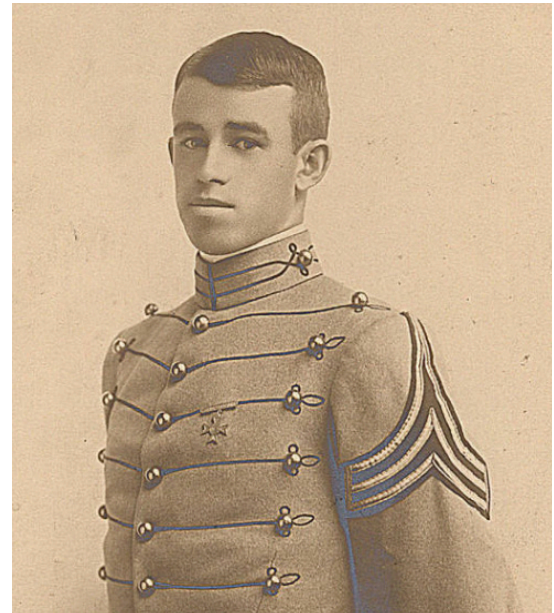


Joseph Renier’s Omar N. Bradley Medal Distinguished Service Award medal was designed in 1950, the year Bradley was promoted to the rank of General of the Army.

Bradley and Moberly have always had a special connection. Though more than 50 years have passed since Bradley’s death, residents still remember him fondly. Some of them hold onto cherished pieces of memorabilia that will make up the beginning of the Museum’s collection. With this special historical connection, and with residents who feel a deep connection to preserving Bradley’s history, Moberly will serve as the ideal home for the Museum.



Birthplace in Randolph County.



A proud West Point cadet, Omar Bradley graduated in 1915 alongside Dwight D. Eisenhower as part of “the class the stars fell on.”



WWII In Sicily, General Omar Bradley (right) confers with Major General Terry Allen.

the Soldier's General

THE MUSEUM AND LIBRARY

The General Omar Bradley Museum and Library will provide permanent recognition and serve as a repository for papers and historical collections by and about Bradley. It will consist of:

1. **A Research Facility** which will facilitate archival and digital research for college, graduate and elementary and secondary students, and students of military history.
2. **A Modern Exhibit Gallery** which will display educational, hands-on and interactive exhibits highlighting Bradley's life and military career.
3. **An Auditorium/Multipurpose Room and Classrooms** which will be designed to collapse into a large gathering space or to be subdivided for smaller groups to accommodate guest lectureships, conferences, and symposia.
4. **An Entry Gallery and Theater** which will serve as a platform to introduce Bradley and the significance of his contributions to visitors via an introductory film about his life and other live media.

On the deck of a warship off the coast of northern France, July 8, 1944. Left to right: Maj General Ralph Royce, Lt. General Omar N. Bradley, and the "boss", General Dwight D. Eisenhower. Photo courtesy of the National Archives.



General Bradley watches his soldiers train in England as they prepare for the D-Day invasion.

The General Omar Bradley Museum and Library will forge research partnerships and articulation agreements for sharing of information with similar historical institutions, as well as the U.S. Army Military History Institute, Carlisle Barracks, Pennsylvania, which has Bradley's World War II files and the U.S. Military Academy, West Point, New York, which retains Bradley's papers covering other periods of his career.



Omar Bradley waves to onlookers during a post-World War II parade in downtown Moberly. Photo courtesy of the Randolph County Historical Society.

JOINT MESSAGEFORM

FROM: CHAIRMAN JOINT CHIEFS OF STAFF

TO: CINCPAC TOKYO JAPAN

NO. JCS 88180 11495

RESTRICTED

INCOMING MESSAGE

HQ. FIRST U.S. ARMY GROUP, ETOUSA

From: ADJG2

To: OS STORAL (ACTION)

Dated: NOV 1956

Sec'd: NOV 1956

Security: RESTRICTED

"REPRODUCED LITERAL TEXT"

Interior Address: From: G-10, THE ADJUTANT GENERAL

OFFICE OF
GENERAL OF THE ARMY OMAR N. BRADLEY
WASHINGTON

9 September 1956

Dear Captain Gehalla:

This will acknowledge your letter of 29 July concerning the special edition of *TRAINER*, which will commemorate the 10th anniversary of the U. S. Army Primary Helicopter School. I have been out of the city for nearly a month, which accounts for the delay in replying.

If it is not too late for your purposes, perhaps the following comments will be suitable.

"Your school is to be congratulated particularly upon the accomplishments and contributions of its graduates in Viet Nam. The unique role of the helicopter is becoming increasingly significant in modern combat, and the first-rate functioning of the school is completely essential to the over-all mission of the Army.

A photograph accompanies this letter.

Sincerely,
Omar N. Bradley

Capt. William F. Gehalla
Information Officer
U. S. Army Primary Helicopter Center
Fort Wolters, Texas 76007

Papers courtesy of the National Archives.





Moberly Area Community College

GENERAL
**OMAR
BRADLEY
5-STAR 5K**



SATURDAY SEPTEMBER 16, 2023
REGISTRATION 7 AM, RACE 8AM

\$25*

All Proceeds Benefit
JROTC Cadets

09.16.23
ROTHWELL PARK
WAR MEMORIAL

660-998-0491
MOBERLYJROTCRUN.COM
SPARTANJROTCBC@GMAIL.COM



*By August 19/\$30 After
Veterans Receive a \$5 Discount



Run sponsored by the Jurnior ROTC of Moberly High School

A PERFECT LOCATION IN MOBERLY

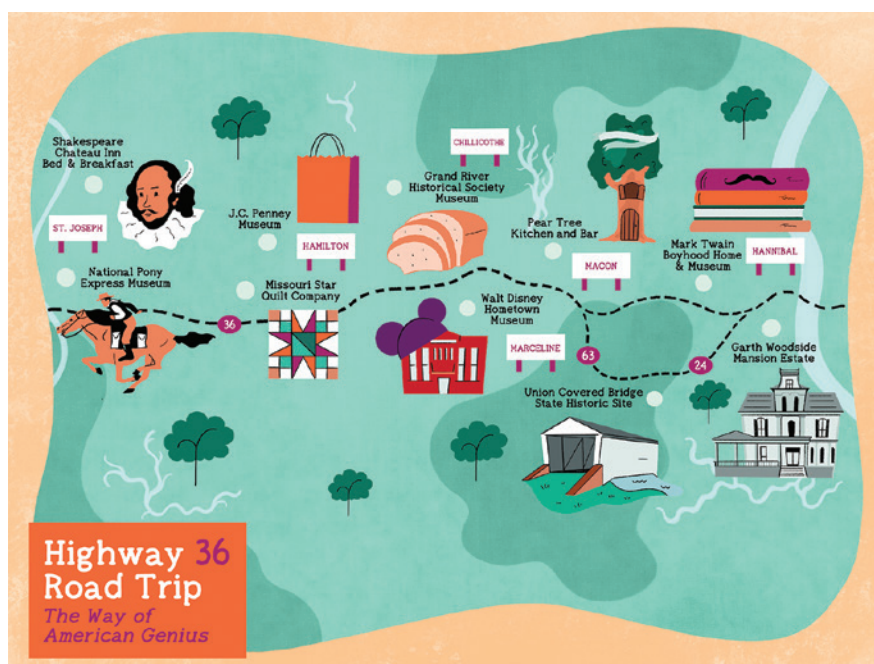
In locating the Museum, the City of Moberly intends to appeal to the military scholars and veterans living in or visiting the region. It will be near

- **Moberly Area Community College:** Through a partnership with Truman State, the College offers Senior ROTC to provide its students instruction in military science and to allow its students to transfer within the ROTC program to any four-year institution that offers ROTC programming.
- **Moberly High School:** The school provides a JROTC program for students.
- **Missouri State Veterans Cemetery**

The General Omar Bradley Museum and Library in Moberly will also link other educational and research facilities in a **historical corridor** from west-central Kansas to east-central Missouri:

- **The Dwight D. Eisenhower Presidential Library and Museum,** Abilene, Kansas
- **The Command and General Staff College,** Fort Leavenworth, Kansas
- **The National World War I Museum and Memorial,** Kansas City, Missouri
- **The Harry S. Truman Presidential Library and Museum,** Independence, Missouri
- **America's National Churchill Museum,** Fulton, Missouri

In addition, the Museum will be included in the footprint of “The Way of American Genius,” a well-known tourism corridor that stretches almost 200 miles along Highway 36 from St. Joseph to Hannibal, celebrating many innovators and prominent Americans, including several other military heroes, from the region.



AMERICA'S
NATIONAL
CHURCHILL
MUSEUM

PROJECT PLAN

Action	Date
Announce Capital Campaign to Public	Summer 2024
Develop Strategic Funding Partnerships	Summer 2024
Acquire Building	Spring 2025
Begin Acquiring Collections	Spring 2025
Consult with Construction Team	Summer 2025
Begin Renovations	Summer-Fall 2025
Hire Museum Director and Key Staff	Fall 2025
Design and Develop Exhibitions	Fall 2025
Develop Museum Programming	Winter 2025
Launch Outreach and Marketing Campaign	Winter 2025
Grand Opening	Summer 2026



President Harry S. Truman promotes Omar N. Bradley to General of the Army in 1950. Bradley; who commanded the largest U.S. formation in history during World War II; is the only five-star general to serve as chairman of the Joint Chiefs of Staff. Photo courtesy of the National Archives.



General Bradley on the cover of LIFE, April 9, 1951.



Honored with a U.S. postage stamp in 2000 as part of the Distinguished Soldiers series.

PROJECT BUDGET

Acquisition and Construction

Acquisition	
<i>Adaptive reuse of existing structure and Building required renovations</i>	\$ 2,000,000

Project Development

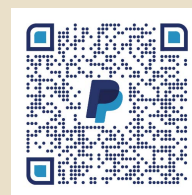
Exhibit Design/Development	\$ 750,000
Collections and Artifacts	\$ 200,000

Total Bricks and Mortar Costs **\$ 2,950,000**

Projected Yearly Operations

<i>Staffing</i>	\$ 200,000
<i>Marketing and Promotion</i>	\$ 25,000
<i>Maintenance</i>	\$ 75,000
<i>Technology and IT</i>	\$ 25,000
<i>Administrative and Legal</i>	\$ 25,000

TOTAL PROJECT NEED **\$ 3,300,000**



Scan to Donate Online

WAYS TO SUPPORT THE CAMPAIGN

In order to fulfill this vision, the City requires funding for the Museum's creation. This capital campaign is dedicated to raising the funds necessary to acquire the building and construct and renovate as necessary. There are a number of ways that interested parties can support the campaign, including:

Cash

The simplest and most popular type of tax-deductible gift.

Pledges

Provides flexibility and extends your gift and its tax benefits over a specified time period.

Securities

Appreciated assets, such as stock, are popular alternatives to cash donations and can provide greater tax benefits.

Planned Giving

For some donors, a planned or other type of deferred gift may better suit their financial and planning situation while providing valuable support. Planned Giving may include a future commitment from a will, other type of gift through an estate or trust, or a life income gift.

Donor Advised Funds

Provides immediate tax benefits while making charitable giving easier.

Support

MAP OF RANDOLPH COUNTY

MISSOURI

SCALE 1/2 Inch

RANGE 16 RANGE 15 RANGE 14 RANGE



THE GENERAL OMAR BRADLEY MEMORIAL, LIBRARY AND MUSEUM

LEADERSHIP COMMITTEE

Sarah Barfield Graff, Chairman

Shirley Olney, Secretary

Mary Lee Noel, Treasurer

Joe Snodgrass

Brian Crane

Walter Lantzy, III

Michael Bugalski

Kaylee Paffrath

660-269-8705 | www.omarbradley.org