

TEXAS TECH IN RETROSPECT

By David Murrah, University Archivist

"It's Lubbock!"

W. A. Nabours, announcing the location of the new Texas Technological College, Aug. 8, 1923.

Most residents of Lubbock would agree that the city was indeed fortunate to have been chosen as the location of Texas Tech. Few today, however realize that there was considerable competition among more than 30 West Texas towns for the school, and the competition was fierce.

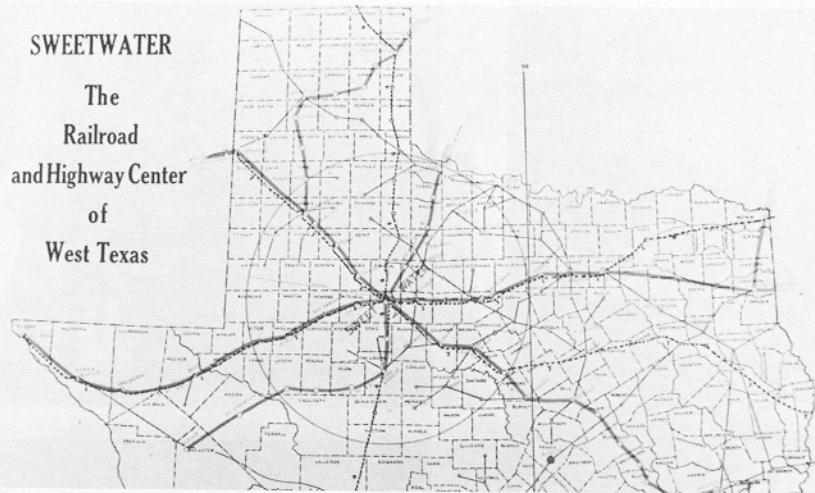
From July 14 to August 6, 1923, the authorized Locating Board of Texas Technological College toured 37 communities, investigating land proposals, accessibility, climatic conditions and water supply. Each community prepared briefs for the Board, each of which outlined the assets and advantages of the competing towns. On August 8, in Fort Worth, after a dramatic two-day deliberation, the Board named Lubbock as the site.

The news of the Board's decisions raised considerable questions around the state, especially in several of the communities which were slighted. Some of those questions raised in 1923 were recently raised again as current Texas Tech graduate history students explored the Locating Board's decision as a part of their historical methods course.

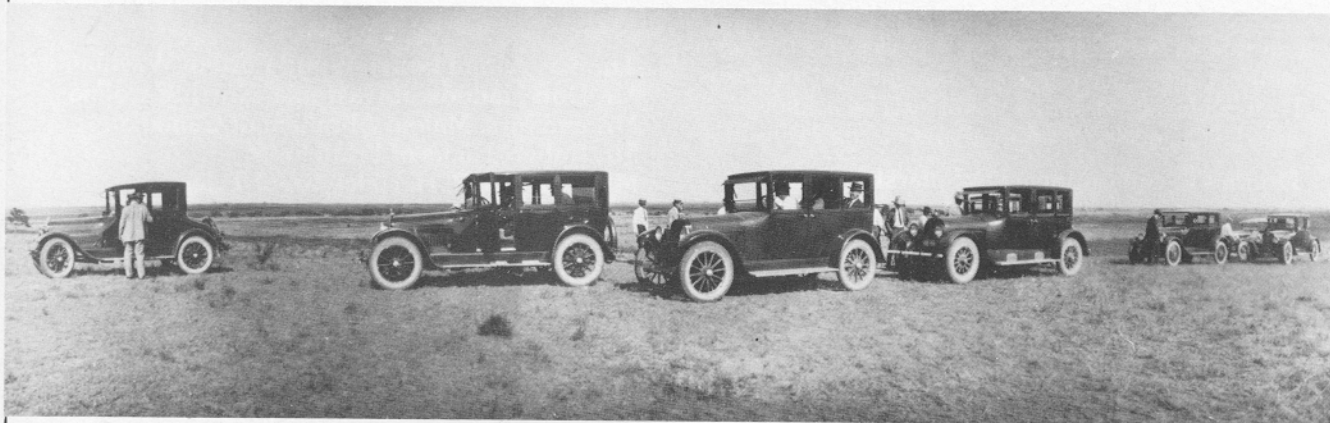
"This topic provided my students with a challenging variety of primary sources upon which to test their skills," said Dr. Allen Kuethe, professor of history and instructor for the course. "They have been able to go beyond published sources to provide new insights into the selection process, some of them quite exciting."

During their research Kuethe's students made extensive use of the holdings of the Southwest Collection. Three of them will present their findings during the annual meeting of the West Texas Historical Association, which will meet in Lubbock March 26-27.

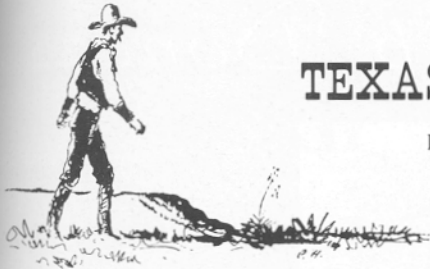
SWEETWATER The Railroad and Highway Center of West Texas



Sweetwater's Brief to the Locating Board emphasized the city's convenience to railroads and highways. With modifications to a similar map, Lubbock's Brief (not pictured) illustrated Lubbock as the rail hub of the plains. The Briefs prepared by the competing cities, now housed in the Southwest Collection, are treasures of information on West Texas of the 1920s.



Members of the Locating Board toured West Texas in grand style. This picture was probably made during their visit in Snyder.



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By Michael Q. Hooks, Associate Archivist

The Peter Hurd Mural

M. C. Overton, Charles E. Maedgen, Marion V. Brownfield, William E. Halsell, Dora Nunn Roberts. These South Plains settlers are among the 16 individuals immortalized in the Peter Hurd mural in the Rotunda of Holden Hall, formerly the West Texas Museum, located on Memorial Circle. Behind these figures is a panoramic view of the South Plains, from 1890 when Lubbock was established, to 1925 when Texas Tech was built.

The mural was planned by Dr. W. C. Holden, museum director, and the West Texas Museum Association. Although it was proposed in 1936 when the first phase of Museum construction was completed, it was not until 1950, when the top two floors including the Rotunda were finished, that the proposal began to take shape. The

WTMA appointed two committees to oversee the project.

The first committee, charged with selecting the artist, chose Peter Hurd, nationally known Southwestern painter. His assistants included his wife Henriette Wyeth, Manuel Acosta and John Meigs. After finishing the preparatory work at his San Patricio, New Mexico, home, Hurd and his assistants traveled to Lubbock to complete the mural. Using the fresco medium to ensure the life of the painting, Hurd completed the 16 panels over a four-month period in 1953 and 1954.

The second committee, responsible for identifying the individuals to depict, selected those it considered to merit the designation of South Plains pioneer. The people honored represent the Merchant, Lawyer, Circuit Rider, Freighter,

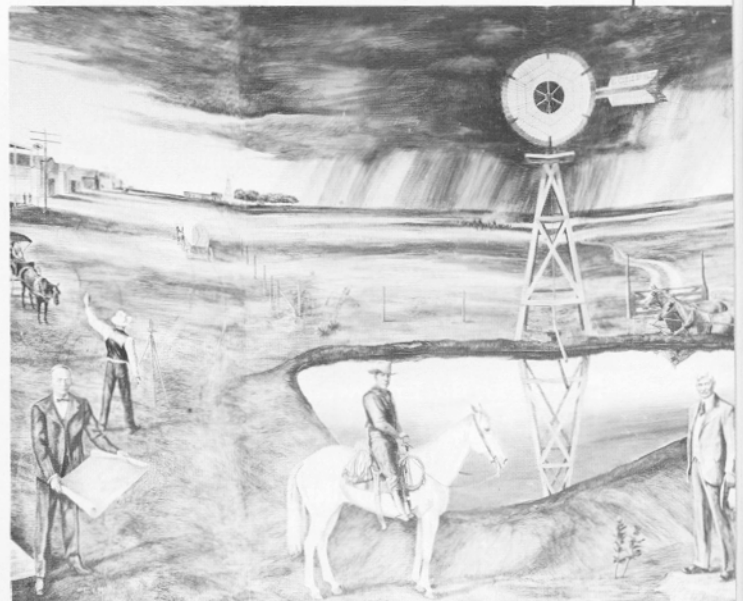
Banker, Journalist, Town Builder, Cowboy, Cattleman, School Teacher, Pioneer Woman, Stock Farmer, Oil Man, Doctor, the Chroniclers and Civic Leader—all important to the settlement of the region.

Dedication ceremonies were conducted on November 18, 1954. Paul Horgan, Pulitzer Prize-winning novelist, gave the address.

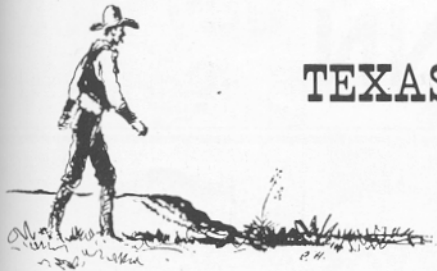
Unfortunately, the mural does not attract the attention it once did. The Museum has moved to new quarters on Indiana Avenue, and the students who pass through the building hardly notice the dimly lit showpiece. Holden Hall currently houses the offices of the deans of the College of Arts and Sciences and the Graduate School, the Office of Research Services, and the International Center for Arid and Semi-Arid Land Studies. T



Clifford B. Jones—rancher, banker, college president and a major contributor to the Southwest Collection—poses with Peter Hurd for the Civic Leader panel.



This photograph shows three of the sixteen panels of the mural, highlighting (from left) the Town Builder, Cowboy and Cattleman.



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Will and Soapsuds

A campus landmark easily recalled by all Texas Tech alumni since 1950 is the statue of humorist Will Rogers sitting astride his horse, Soapsuds. The statue is located at the entrance to Memorial Circle.

This memorial, dedicated on Feb. 16, 1950, was a gift of the Amon G. Carter Foundation of Fort Worth, Texas. Carter, newspaper publisher and oilman, was a long-time friend of Rogers.

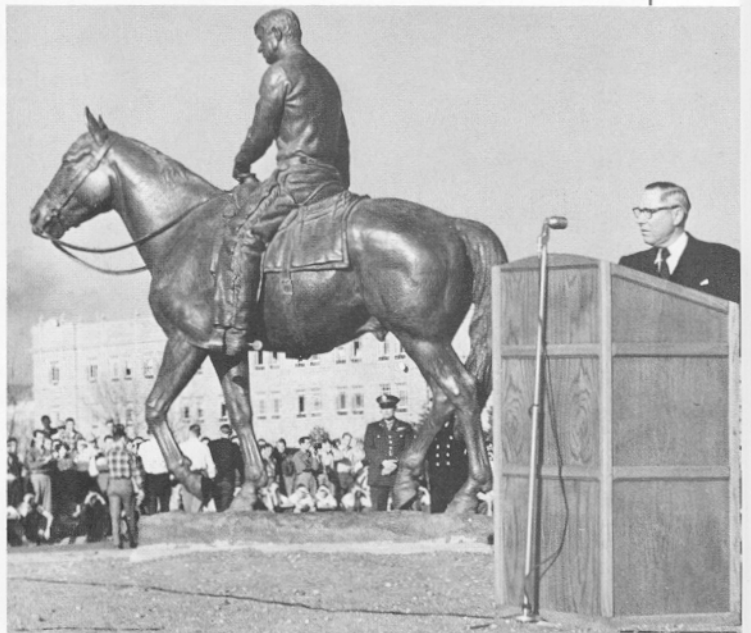
Although it may seem strange to have a statue of Rogers at the University, Carter, who worked hard for the establishment of Texas Tech and served as the first chairman of the college's board of directors, believed that it was appropriate. "This statue will fit into the traditions and scenery of our great western country," he said. "Will Rogers felt at home in the Lubbock section. He punched cattle not far from this site. His statue is a befitting monument to your students and faculty."

To be sure, Rogers was not an urban cowboy. He loved to visit ranches on the Texas plains, especially during branding times. One of his favorite ranches was the Mashed O spread owned by Ewing Halsell, which was located to the west of Lubbock. In fact, Rogers last visited the Mashed O in 1935, shortly before his fatal flight to Alaska.

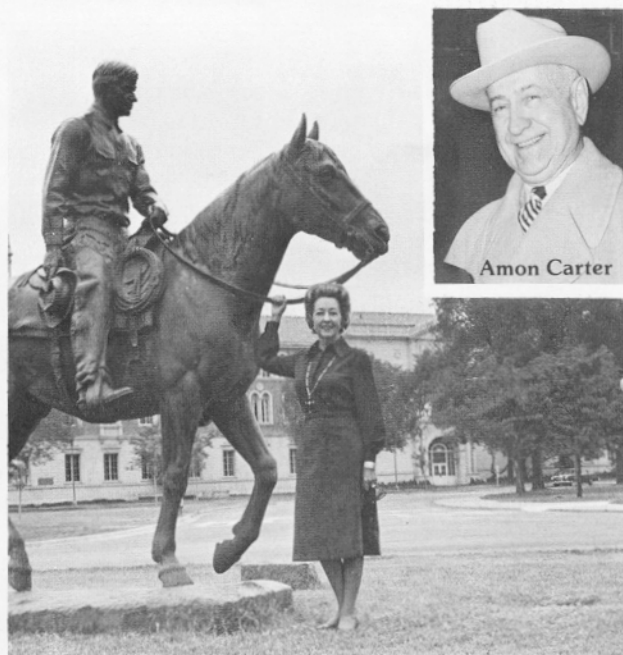
Carter commissioned Electra Waggoner Biggs of the Waggoner ranching family to sculpt the statue. It stands 9' 11" tall and weighs 3,200 pounds; its estimated cost was \$25,000. The Texas Tech statue is one of three cast at Carter's request; the other two are located at the Will Rogers complex in Fort Worth and at the Will Rogers memorial in Claremore, Okla. The inscription at the base reads: "Lovable Old Will Rogers on his favorite horse, 'Soapsuds,' riding into the Western sunset."

Considerable folklore abounds about the statue. According to one story, the plan to place it with Rogers "riding into the Western sunset" went awry as it caused the horse's rear to be pointed toward downtown. Supposedly, because of the indignation raised by the townspeople, Soapsuds was turned 23 degrees to the east, reportedly aiming its posterior in the direction of Texas A&M.

Another legend, and perhaps the most popular, is the story that, if a virgin graduates from Texas Tech, Rogers will dismount from Soapsuds. When a visiting alumnus remarks, "I see that Will is still on his horse," most students readily understand the implication.

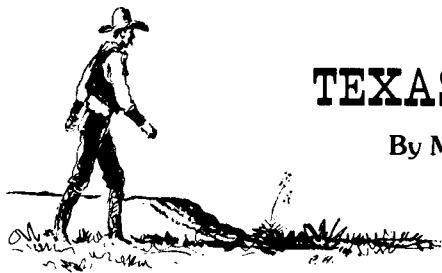


Texas Tech President D. M. Wiggins accepts the memorial to Will Rogers at dedication ceremonies.



Electra Waggoner Biggs stands next to Soapsuds during a 1978 visit to the campus.

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Symposium to Feature Southwestern Railroads

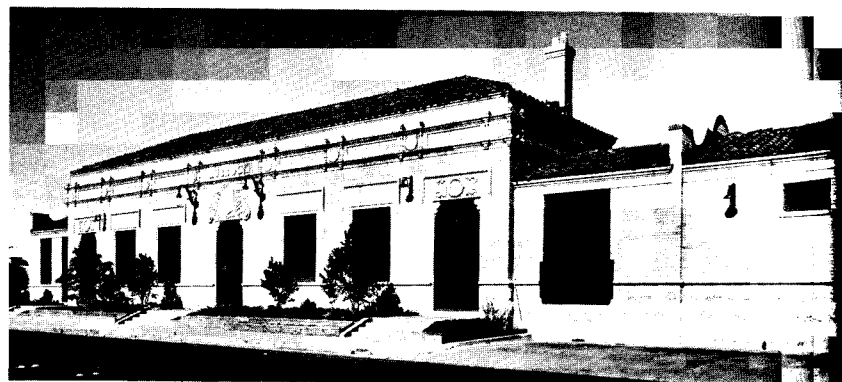
When railroads built into West Texas, they brought with them more than clanging bells and chugging engines. The iron horses changed the region tremendously, and especially the major cities of Lubbock and Amarillo.

The Southwest Collection, a regional historical manuscripts repository and University archives at Texas Tech, is examining and commemorating the role played by the railroads with its annual Symposium, "The American Southwest: Its Railroads."

The meeting, to be held on Friday, Sept. 17, at the Museum of Texas Tech, will feature nationally known railroad historians, including Dr. Albro Martin, Oglesby Professor of American Heritage, Bradley University; Dr. Keith L. Bryant, professor of history and dean of the College of Liberal Arts, Texas A&M University; and David Myrick, widely published historian on western railroads.

In addition, Dr. Donovan L. Hof-sommer, research historian for the Southern Pacific Railroad, and Bill Billingsley, associate professor of history, South Plains College, will round out the program.

Railroads have not only been important to regional development, but they have also been indirectly influential in the growth of Texas



Tech. For example, three former members of the board of regents had railroad ties. Clifford B. Jones (1925-1939), who served also as the college's third president (1939-1944), sat on the boards of the Fort Worth and Denver, the Wichita Valley, and the Stanford and Northwestern railroads.

A major benefactor of Texas Tech, Jones had received recognition through the naming of Clifford B. and Audrey Jones Stadium.

A colleague of Jones on the college board was Gen. John A. Hulen (1931-1935), who held positions as president of the Burlington-Rock Island and vice president of the Fort Worth and Denver. A residence hall on campus bears his name.

R. Wright Armstrong (1961-1966) was vice president of the Fort

This Fort Worth and Denver depot, which opened on Nov. 20, 1928, in Lubbock, is now the Depot Restaurant.

Worth and Denver. In 1964, he donated to Texas Tech the locomotive, "Engine 401," located west of Municipal Coliseum.

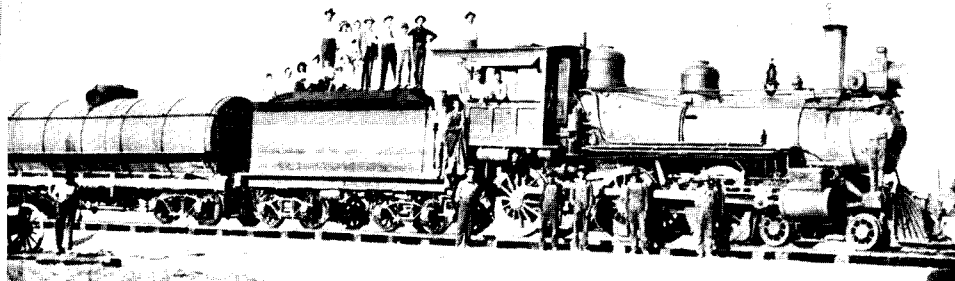
The Southwest Collection has also benefitted from the railroad industry. The repository houses the microfilm records of roads such as the Fort Worth and Denver; the Quanah, Acme and Pacific; the Roscoe, Snyder and Pacific; and the Santa Fe System.

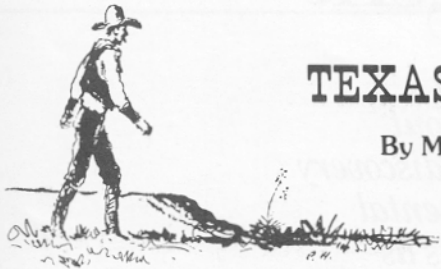
In addition, the papers of railroad men Jones, Hulen, Armstrong, and Morgan Jones, as well as taped oral interviews and photographs pertaining to the industry, are preserved in the Southwest Collection.

The Symposium is the third in a continuing series of annual programs on Texas and Southwestern history scheduled through the Texas Sesquicentennial in 1986. The four remaining symposia will address topics as diverse as music and entertainment and southwestern urban development.

For Symposium information, write or call the Southwest Collection (806)/742-3749.

Curious residents stand atop a Santa Fe tender outside Lubbock in 1909.





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For the convenience of students

Overlooked in its importance, unassuming in its posture, and often unappreciated for its convenience, the Texas Tech University Bookstore continues to serve the campus as it has for 57 years.

Since its beginning, the Bookstore has been an integral part of the campus community. The store, owned and operated by the University, began with the simple directive of selling school supplies "for the convenience of the students and faculty." Although today the store is much larger and the stock is more varied, its purpose has remained unchanged.

Many ex-students may not know that the Bookstore has been located at several different sites. The store, managed by students, operated out of a room in the Home Economics Building.

College officials, however, deciding that a fulltime manager was needed, in 1927 recruited Conner Cole for the position, a job he filled until his retirement in 1969.

A month after his arrival on campus, the store moved to another location near the Broadway Street entrance. The frame and stucco building, referred to as the "Jail" by some students because of bars on the windows, had been the dressing room for the Matadors.

The store remained at this site until the fall of 1930 when the college moved it to the cafeteria, located to the southeast of the Administration Building, where it is today.

For 20 years the store sold more than school supplies. During the period from 1927 to 1948 it also maintained a lunch counter, which served as an informal student union until Cole closed it because he needed the space.

In addition, at the request of some male faculty members, a room, which came to be called the Bores Nest, was set aside as a place for them to drink coffee. Although this gathering could be regarded as a forerunner to the Faculty Club, the members were selective about their membership.

Besides providing an early meeting place for students and faculty, the Bookstore has also provided financial aid to the University. For example, Cole recalled that during

the Depression years, store profits were used to pay salaries, to repair buildings and to buy equipment.

It has also supported student activities, such as using \$150,000 in reserve funds toward building the college's first permanent Student Union (now the University Center), which opened in 1953.

Students, faculty programs and even buildings come and go, but the Texas Tech Bookstore remains a continuing and important part of the University.



Home of Bookstore from 1927 to 1930



Cafeteria became Bookstore in 1930



A favorite meeting spot for dates and Cokes was the Bookstore "union."



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The Library: A History of Growth

The focal points of activities on most university campuses are the student union and the library. Both provide social and educational outlets for students. But it is the library that lies at the heart of the educational process, and at Texas Tech University that heart beat continues to grow stronger.

The Texas Tech Library has undergone steady growth over the years. As a result of that growth, the Library has had to seek new quarters on several occasions. It was initially located in the west wing of the Administration Building, and, according to an early college bulletin, contained approximately 10,000 books.

This site proved to be inadequate, however, and in 1938 a separate building was constructed to the northwest of the Administration Building. In the late 1940s, stack levels were added to increase storage space for the growing holdings of the Library.

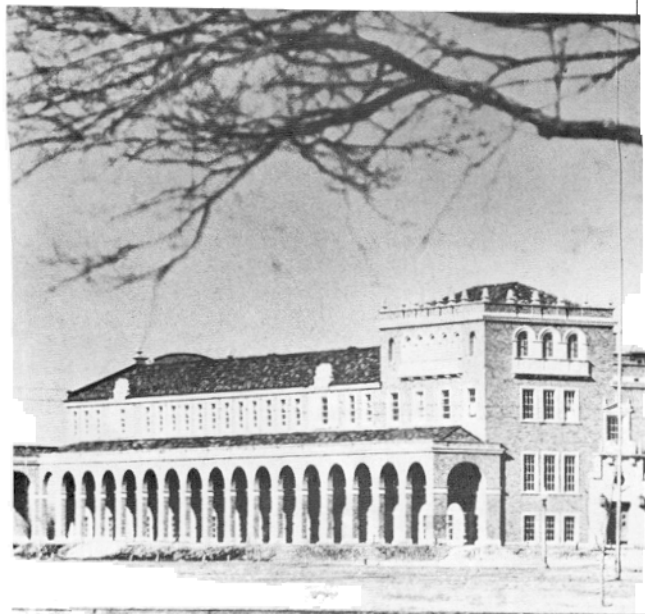
This building served the college until 1962 when the current Library located to the west of the University Center was occupied; an addition was built in 1975. The Library presently contains over 2 million bibliographic items and employs some 80 staff members.

The Library has had only five administrators during its 58-year history. These included Elizabeth Howard West (1925-1942), Emma Main (Acting, 1942-1945), A. S. Gaylord (1945-1949), Ray C. Janeway (1949-1982), and Dr. E. Dale Cluff, who was appointed director of libraries Sept. 1, 1982.

The first Library building is now known as the Mathematics Building. In addition to serving as the home for the department of mathematics and for the Army ROTC program, it also houses the offices, read-

ing rooms, and vast quantities of research material of the Southwest Collection.

Academic excellence is the goal of all universities. At Texas Tech, the Library plays a strong role in the University's efforts to reach that goal.



An important building on the early campus, this Library opened in 1938.



The Library has come a long way since its beginning, shown here in 1926.



The new Tech Library lights up the evening skies.