

## TEXAS TECH IN RETROSPECT

By Michael Q. Hooks

### *The UC: Alive and well at 30*

Students at Texas Tech continually seek new places for entertainment and social activity. In this age of the automobile, they most easily discover these outlets at the movies or at their favorite nightspots.

Those students who attended Tech during its earlier years were not so fortunate. Very few owned cars, and money was scarce. Therefore, they often relied on nearby drug stores or campus social clubs. Unfortunately for them, Tech did not have its University-Center.

The need for an on-campus facility was recognized early in the college's life. In 1928, English professor James G. Allen suggested that a student union or recreation hall "would go farthest toward improving social affairs" for the students.

The students themselves refused to let this suggestion die, for during the next two decades they contributed money, through senior class gifts or social clubs, to a building fund for such a facility.

Although the Bookstore had a lunch counter, tables and chairs which provided a gathering place, it could not offer additional entertainment for a growing student enrollment. A temporary solution to this problem came in 1947, however, with the opening of the Recreation Hall, located to the south of the Administration Building.

Using two donated Army barracks which were joined together and remodeled through contributions solicited from Lubbock residents by Dean Allen, students finally had a place to meet friends, play ping pong or dance.



The Courtyard, looking north toward the SnackBar and UC offices, is filled with plants but empty of students during the semester break.

Meanwhile, students, faculty and staff continued to show interest in constructing a larger, permanent structure. Connor Cole, manager of the Bookstore, responded to President D. M. Wiggins' call for a Student Union by offering store profits for a building fund; the President promptly accepted the proposition.

With additional funds from the Ex-Students Association, the Infirmary, senior class gifts and concession sales, the Student Union Building finally became a reality in 1953. The SUB, with its modified Spanish Renaissance architecture, was built on the site of the Rec Hall.

Increasing enrollments soon required further expansion. Additions to the original building were formally opened in 1962 and in 1977.

Today, the University Center, the official name given by the Board of Regents in 1970, is indeed a social and entertainment center on campus. It contains a variety of rooms for meetings, movies, concerts, games, television and banquets, as well as underground space for use as a coffeehouse or pub.

The University Center is 30 years old this month, and today it fulfills the promise of a 1950's fund-raising brochure as "one of the brightest stars on the Texas Tech campus."



The UC has been expanded twice since this original building opened in 1953.



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### The Beat Goes On

Each fall Texas Tech's Jones Stadium comes alive with crowd noise. These sounds are reactions not only to the play of athletes, but also to the performance of the Goin' Band from Raiderland.

Since its inception in 1925, the Goin' Band has developed into one of the largest and best university bands in the land. In addition to marching 320 musicians, it incorporates into its performances two drum majors, 11 twirlers and the Flag Corps. A particular crowd pleaser is the percussion section, known as ZIT.

An organization cannot achieve high levels of performance without strong leadership. Fortunately, Texas Tech has attracted such directors in W. R. Waghorne (Acting, 1925), Harry LeMaire (1926-1934), D. O. "Prof" Wiley (1934-1959) and Dean Killion (1959-1981). James Sudduth, who was named director in 1981, was the first Texas Tech alumnus to lead the band.

Periodic changes in band directors also brought changes in uniforms and marching routines. Uniforms have included the matador, military, and West Point styles.

In 1982, with the adoption of the gacho-style, which features a Spanish look similar to the band's original hand-made uniforms, the design came full circle. The new uniform earned the band recognition as the best dressed in the nation.

Different marching styles also evolved. While the early bands used rather simple formations, later bands expanded their routines to emphasize circle drills and geometric and abstract designs.

A stereophonic sound effect, used since 1959, is acquired by dividing the band into two equal

groups at the opposite ends of the playing field and placing the percussion section in the center.

Although the Marching Band has been a co-ed unit during most of its history, for five years it operated as an all-male organization. In 1930 a separate Girls Band, one of only two in Texas, was formed. However, in 1935, by a vote of the male band students, women once again were made members. Not surprisingly, the band during World War II was 80 percent female.

Majorettes or twirlers were not used until after World War II. In fact, it wasn't until the retirement of a long-time Dean of Women (who opposed young ladies performing in such routines) that twirlers were added to the unit. Of course, twirlers are a featured attraction of today's band.

The Marching Band receives rave notices for its shows. One of the most highly praised half-time performances was seen by millions of viewers on television during the 1973 Gator Bowl. But it is the annual patriotic show given at the



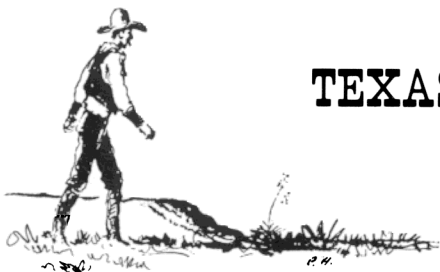
The career of long-time director D. O. Wiley, shown here with one of his band students, is preserved through his papers housed in the Southwest Collection, the University's archives.

last home game that continues to stir the fans.

Even though the Red Raiders do not always win their football games, Tech supporters exclaim with justifiable pride, "Well, at least we won the half-time show!"



The band struts its stuff down Sunset Boulevard during one of its trips to Los Angeles in the mid-1930s.



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### *From the Fair Grounds to Jones Stadium*



As the east stands were being moved, workmen continued to excavate the playing field during the 1959-60 expansion of Jones Stadium.

Many a young football star dreams of playing in an important game before a packed stadium on a balmy autumn afternoon. For a select few, this dream has become a reality in Texas Tech's Jones Stadium.

Today's players probably are unaware that Tech has not always had a facility as fine as the 47,000-seat stadium. In fact, the original Matadors played their first season (1925) in an improvised stadium at the Fair Grounds.

Beginning with the second year, however, the contests were moved to a field located at the north end of campus, southeast of present-day Jones Stadium. Then, in 1936, it was enlarged to a horseshoe-shaped structure, which was financed through a loan from Lubbock businessmen.

This facility served as home for the Red Raiders until 1947, when the Clifford B. and Audrey Jones Stadium was completed and named for a former president of Texas Tech and his wife who underwrote the initial costs of construction.

When Texas Tech was admitted to the Southwest Conference in 1956, it made a commitment to

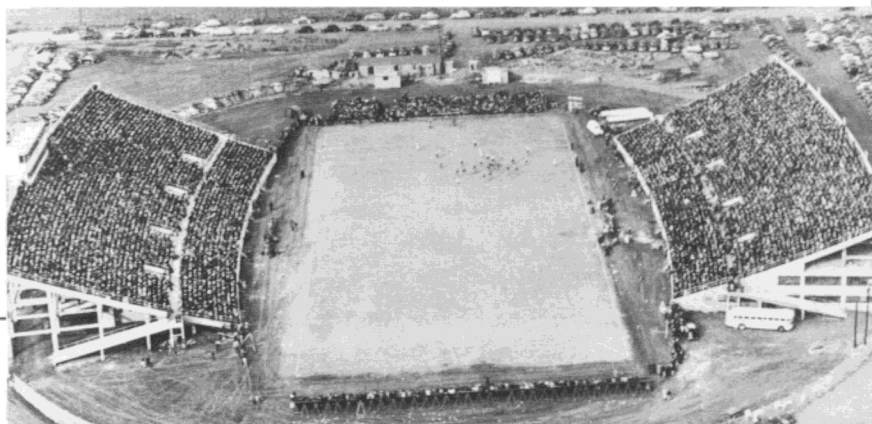
expand the 18,000-seat Jones Stadium. In 1959, the first phase, consisting of new athletic offices, dressing rooms and press box, was begun.

But it was phase 2 that attracted the attention of many Lubbock residents. Immediately following the last game of the 1959 season, several hundred fans remained to watch as earth-moving equipment began preliminary work that led to the excavation of the playing field to a depth of 28 feet.

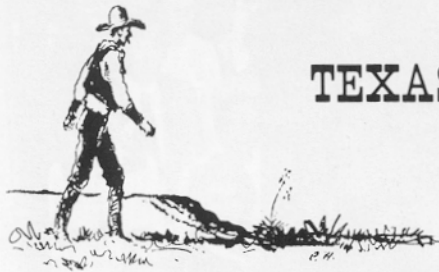
Because the stadium was also to be widened eastward to accommodate more seats along the sidelines, the east stands, comprised of seven sections of concrete and steel weighing over six tons, had to be moved. The contractors solved this problem by pulling each section on steel rollers along iron rails for a distance of 226 feet, a project that took three months to finish.

The stadium was virtually completed when the 1960 season began and Tech entered the Southwest Conference football wars. Incidentally, with a record-setting crowd of 30,000 looking on, Tech defeated West Texas State, 38-14, in the inaugural game. T

Fans fill the newly constructed stadium to watch the Red Raiders.







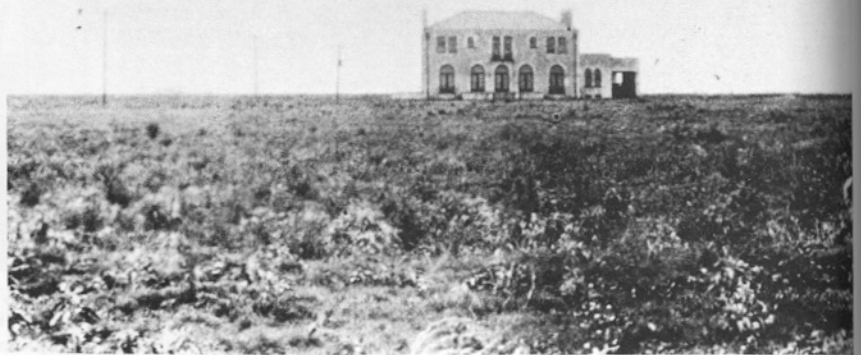
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### *The Old President's Home: A Campus Landmark*



A view of the walled courtyard at the back of the house, 1940.



The President's Home—  
1925

Located near the southeastern corner of campus but hidden from view by an assortment of trees and shrubbery, the headquarters for the Texas Tech Ex-Students Association reminds visiting alumni of by-gone days.

For many of them who attended Texas Tech before 1960, the building served a different purpose—to them it was the President's Home.

Designed in Old Spanish Mission architecture with a stucco exterior and red tiled roof, the house, completed in January 1925, consists of a two-story main unit and a one-story wing with a courtyard at the rear.

It served as the official home for the Texas Tech presidents and their families from the administrations of Paul Horn through E. N. Jones.

In 1959, R. C. Goodwin, vice president for Academic Affairs, succeeded Jones as president. The Goodwins preferred to maintain residence in their own home and vacated the house, becoming the last Tech president to live in it.

The building was then operated as the Home Demonstration House for the School of Home Economics, offering students a place to live and to learn "domestic skills." Finally, in 1969, the Ex-Students Association moved into the house where it continues to office today.

The President's Home, which lent itself "very nicely to entertaining," as Mrs. E. N. Jones recalled, was the site for numerous social events. Faculty teas, senior receptions, and other parties were hosted by the presidents' wives. Speakers might even stay there during their visits to campus.

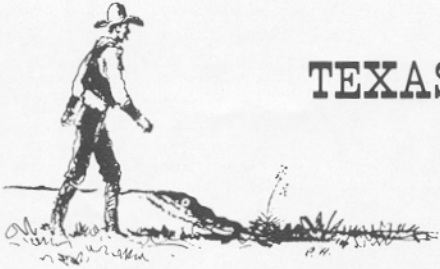
For several years the home was isolated from the rest of the campus. Ruth Horn Andrews, daughter of President

Horn, remembered that she could see the Administration Building, located to the northwest, from the second floor windows, except during sand storms! Now, campus buildings, including Horn and Knapp halls, also obstruct that view.



The Ex-Students Association moved into the Old President's Home in 1969.

The Southwest Collection's



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### *Home Away From Home*

#### Room and Board IN THE New Dormitories Texas Technological College Lubbock, Texas

Room and board in the dormitories will be charged at the following rates:

Regular double room, \$22.50 per student per month, payable in advance.

Corner rooms, \$23.50 per student per month, payable in advance.

Single rooms with private bath, \$27.50 per student per month, payable in advance.

*Furnishings*—Each student room is furnished with single roll-a way bed and mattress for each student, lavatory with hot and cold water, handsome double student study table with individual student study lamps, rugs, and dressers in the Women's Dormitory and chests of drawers in the Men's Dormitory.

Students are expected to furnish pillows, pillow cases, sheets, towels, double blanket, and quilt. Each student has an individual closet for clothing.

To secure a room, address the Business Manager, and send \$5.00 deposit, which will be applied on the first month's room and board—the remainder to be paid at the time of registration. Make all remittances payable to Texas Technological College.

All students not residents of the City of Lubbock, to the full capacity of the dormitories, are required to room and board in these new dormitories.

A special effort is being made to secure a contract for the laundry work of the dormitories at a very low figure per student per week.



## Home Away From Home

Although its doors opened in 1925, Texas Tech did not provide on-campus housing at that time.

Rather, students who came to Lubbock to attend school lodged in rented rooms in approved homes or in privately owned boarding houses, such as Cheri Casa and the College Inn, both located east of campus.

Such housing sufficed until 1934 when the College, with funds from the Public Works Administration, constructed two on-campus dormitories, providing room for 640 students.

Initially called Men's Dormitory #1 and Women's Dormitory #2, these facilities, built along the Broadway Avenue entrance to campus, were officially designated West Hall (men's, for board of directors member James M. West) and Doak Hall (women's, for Dean of Women Mary W. Doak) in 1941 by the Tech board of directors.

West Hall is no longer used as a residence; it has recently been renovated to provide office space for student-oriented academic services.

Doak Hall, although it continues to house a few students, primarily serves as headquarters for the Housing Office.

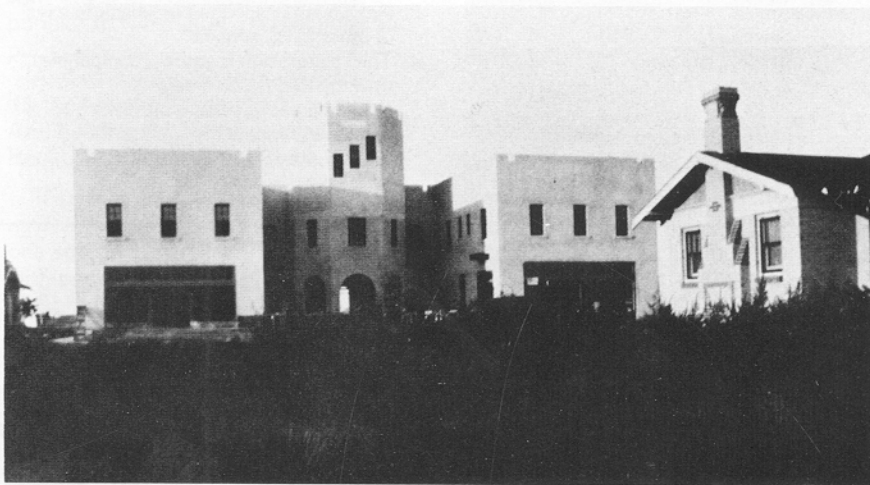
Residence halls at Texas Tech have changed dramatically since the 1930s. Today, over 7,000 students are housed in 20 halls, including three twelve-story high rises known collectively as the Wiggins Complex.

Although the first dorms provided the basics, as noted in this 1934 leaflet, the halls now include study rooms, separate lounges for visiting and TV viewing, vending machines and kitchenettes, and coin-operated laundry facilities; nine have air-conditioning.

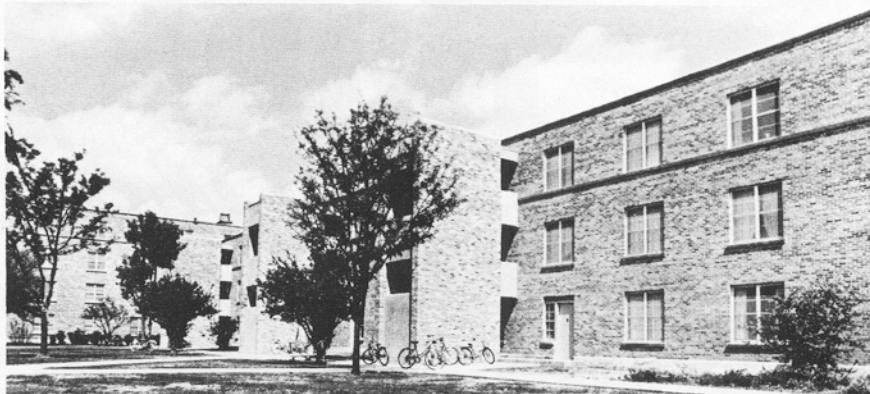
Perhaps the comment made by a resident in Tech's first dorm could apply more appropriately to today's facilities: "Why, man alive . . . the only thing missing in this place is butler service . . ."



"Just like stepping into a swanky hotel," exclaimed a student after the first dorms opened in 1934. Men's Dormitory #1, now West Hall, provided a home for 320 men.



Cheri Casa, located east of campus on Main Street at one time, served as the home away from home for early Tech male students.



Gaston Hall, which opened as a dorm in 1961, now provides apartment-like facilities for upperclass women students.

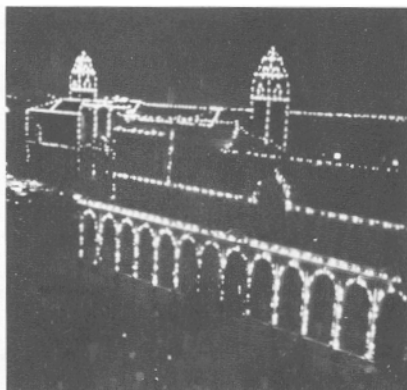
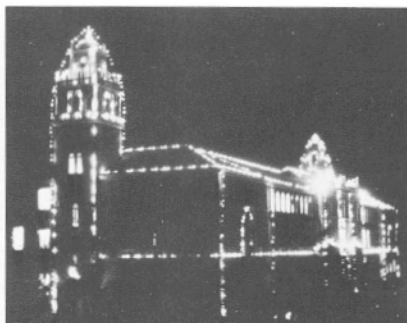
Broadside (opposite page), 1934, from the Texas Tech President's Office Records, located in the Southwest Collection.



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### The Carol of Lights



The Carol of Lights, celebrated in December to open the holiday season for the Texas Tech campus, has become a Christmas tradition. Included in the festivities are a torchlight parade to the Science Quadrangle where a community sing is held and the turning on of the lights that outline campus buildings surrounding Memorial Circle.

These festivities, however, did not begin on such a grand scale. The first display of lights came in 1959 after Tech Board of Regents member Harold Hinn provided both the idea and the funds to cover the Science Quadrangle and the Administration Building. Unfortunately, most of the students were away for their holiday break and did not see the display.

But since that time, the event has become a campus-wide celebration, sponsored today by the Residence Halls Association. In 1960 the college initiated the Christmas Sing, which the following



Students entertain with Christmas music on the steps of the Science Building.

year became the Carol of Lights. Over the years the festivities have grown bigger and more impressive, including the placement of luminarios around Memorial Circle and the addition of thousands of brightly colored lights to cover more campus buildings.

The lights usually burn throughout most of December, attracting visitors in a steady stream of cars. Flashes of light

dot the campus as people attempt to record the scene with their cameras. At least two individuals, Polish-born artist Jean Richard and local artist Clarence Kincaid even captured the lights on canvas.

Christmas is a time of giving, and the Carol of Lights is Texas Tech's present to Lubbock and the surrounding area for the holiday season.