



TEXAS TECH IN RETROSPECT

Hi Tech

By Jan Blodgett

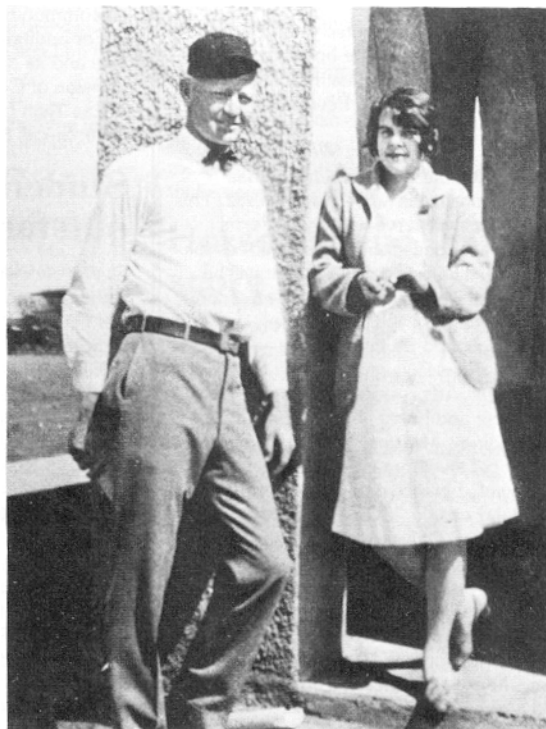
Texas Tech University has long been noted for the friendliness of its campus. Over the years, students have made special efforts to develop and encourage this friendly atmosphere.

The following editorial appeared in the Jan. 23, 1926, edition of *The Toreador*:

HI TECH WEEK

Several weeks ago The Toreador encouraged the student body of Texas Tech to cultivate the habit of saying "Hello!" on the campus. We are still of the opinion that the habit should become a tradition. With this in mind, The Toreador is this week sponsoring a "Hi Tech" week, beginning Monday, January 25. Throughout the week Tech students are not to pass, especially on the campus, without an exchange of this greeting. Many new students enrolled at the beginning of the term and are not any better acquainted today than the day they arrived. Not a single reception has been given, and the opportunities of making acquaintances are few indeed. The Toreador encourages the co-operation of every club in the institution in undertaking the task of placing the entire student body on a more common footing and creating a spirit of friendliness and association. Say "Hi, Tech" to everybody, and especially those students you have not met. January is national laugh month, and we have given it little consideration. We have a week or day for everything under the sun, but the Tech remains unconcerned. Let's make a go of "Hi, Tech" week.

*If that's a student you do not know,
Walk right up and say "Hello!"
Say "Hello, and how-de-do—
How's the world a serving you?"
Snap into it—don't go slow!
Walk right up and say "Hello!"*



Tech students Hurley Carpenter and Stella Mae Lanham exchange greetings.

More than 20 years later, the Tech War Veterans association revived the idea by calling for a "Howdy" week after returning veterans noticed that Tech was losing its reputation as the "friendliest school in Texas." Sponsored by the Tech Chamber of Commerce, "Howdy" week became a part of Homecoming activities in 1949 and was the subject of a special proclamation by Tech President D. M. Wiggins.

While "Hi Tech" and "Howdy" weeks are no longer a tradition at Texas Tech, the friendly spirit behind them still remains an active part of today's Tech campus.



TEXAS TECH IN RETROSPECT

Arbor Day: An Early Tech Tradition

By Cynthia Martin

If you have visited the Tech campus lately, you no doubt noticed how beautifully it is landscaped with shrubs, trees and blooming spring flowers. It wasn't always that way.

In Tech's early years, money and attention were directed at erecting needed campus buildings and establishing an academic program. There was little time or money left over for beautification.

In 1938, President Bradford Knapp, depressed by the barrenness, proclaimed one day each spring to be dedicated to beautifying the campus. On that first Arbor Day, March 2, 1938, classes were dismissed at noon, and 20,000 trees and shrubs were planted by faculty, staff and over 1,000 members of student organizations.

Shrubs, hedges and 50 varieties of trees, all from the Tech nursery, were planted according to carefully calculated and blue-printed plans, which called for the campus to be divided into five units.

O. B. Howell, professor of horticulture and director of the project, appointed advanced students in horticulture as foremen in charge of



The Tech campus as it looked before landscaping



Dr. Jones supervises tree planting during a 1940s Arbor Day.



Tech President Clifford B. Jones waters a recently planted shrub during a 1940s Arbor Day.

transporting trees, water hoses, stakes and tools. Various faculty and staff were appointed as "straw bosses" to direct the planting around buildings, and five mounted supervisors insured the coordination of all units.

A chuck wagon served coffee and doughnuts during the work, and according to Howell, the only requirement for refreshments was "a dirty face."

Participants deemed the day a success and pledged to continue the tradition, with Howell predicting that "in not more than three or four years the campus will be practically transformed."

In reality it took a little longer. While

it was fun to devote one day a year to planting the trees, the difficulty of taking care of them for the other 364 days was another matter. Many of the trees died of neglect.

The Arbor Day tradition continued for 10 years, until funds became available to expand the maintenance program and hire a landscape architect. Elo Urbanovsky filled the new position, and under his direction the campus was truly transformed. In 1938, Howell predicted that "the Tech campus will some day be pointed to as the beauty spot of West Texas." There are many today who would argue that it is.



TEXAS TECH IN RETROSPECT

The Student Dairy Association

BY CINDY MARTIN

Today's students bring televisions, stereos and cars with them when they come to the University, but some early Tech students brought something more unusual—cows.

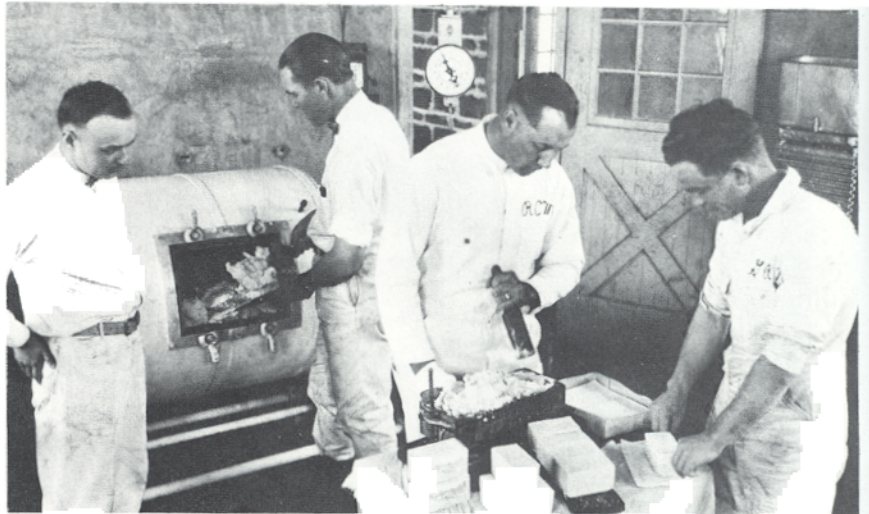
When Tech opened in 1925, the Dairy Barn was completed, and plans were underway for a dairy program. A college bulletin announced that, "This first year some spare room will be available in the barn. The space will be assigned to approved students who can care for, not to exceed, three dairy cows of their own at their own expense." That spring 13 students brought their cows to campus.

In 1926, at Dean W. L. Stangel's suggestion, the students formed their own retail cooperative named the Student Dairy Association. They milked and fed the cows, operated the milk room, took care of janitorial chores and delivered the milk. Individual earnings ranged from \$30 to \$65 per month.

But student turnover led to problems for the association. When the department of dairy manufacturers was established in 1927, the Association went out of the retail business and began selling its milk directly to the department.

Kenneth M. Renner, first head of the dairy manufacturers department, began the department with a few cows, a small separator, a cooler and a bottler. He set out not only to train students for managerial positions in the dairy business, but also opened a retail dairy to sell products to the Tech cafeteria and dormitories, and the townspeople. The operation was begun in a small addition to the Dairy Barn and was financed solely from profits.

The Tech Dairy operated for almost 50 years, but in the 1970s the dairy program took a new direction



Members of the Student Dairy Association load one of the first delivery trucks.



K. M. Renner looks on as Joe Nelson, Raleigh Middleton and Guy Blanton put the finishing touches on some butter they have made, 1928.

and the retail business was shut down. Today's dairy program focuses on production and the development of a registered Jersey herd.

While the dairy program has

gained wide recognition over the years for its contributions to the dairy industry, it may be remembered best by students who lived in Tech's dormitories for its ice cream!



TEXAS TECH IN RETROSPECT

A Nice Day for November and A Good Day for Texas Tech

BY CYNTHIA MARTIN

Nov. 11, 1924 was "a nice day for November" as Mrs. W. H. Bledsoe remembered it. Her husband, Senator Bledsoe, the author of the bill establishing Texas Technological College, commented that it was "the best day of my life."

Indeed, it was a good day for Texas Tech, for besides being Armistice Day, it was the day for the dedication and laying of the cornerstone for the Administration building.

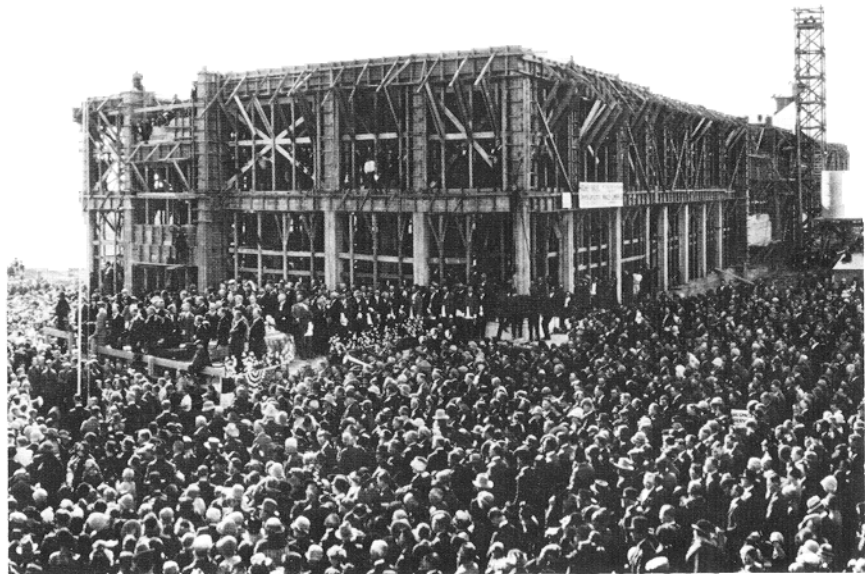
The dream was finally a reality, and Lubbock was prepared to celebrate. Two special cars had arrived from Fort Worth on the morning train, and caravans of automobiles rolled in from neighboring towns.

At one o'clock a parade formed at the court house. Led by masonic groups and 50 Knights Templar in full regalia, the parade also included the Plainview band, the local artillery company mounted and hauling their guns, and cars carrying Gov. Pat Neff and other dignitaries.

Bands from surrounding towns played along the parade route, and at one point 3,000 school children dressed in white and waving Texas flags, fell in behind the cars and marched to the college campus.

When the parade arrived at the ceremony site, a crowd estimated between 10,000 and 20,000 was gathered. In front of the stands built for the occasion, stood a ceremonial table—a cotton bale freshly ginned. Cotton stalks completed the decorations.

The ceremony opened with remarks by Amon G. Carter, an invocation, "America" sung by the school children, and the raising of the flag by the Boy Scouts.



With the laying of the cornerstone for the Administration Building, the dream was finally a reality. A crowd estimated between 10,000 and 20,000 people gathered to share in the ceremonies.

This was followed by the laying of the cornerstone by the Masons and the introduction of those influential in the establishment of the school. An impassioned speech by Governor Neff closed the program.

The ceremony was over, but the festivities carried on into the night with parties and banquets. All in all, it was a good day for Texas Tech and for those who had come to participate or share in the celebration.

One of the third grade students

involved in the ceremonies later recalled "feeling very important and sensing that this event was historical."

But she also remembered that "as we students sat through innumerable speeches in the warm November sun grouped around the partly finished building, my patriotism soon waned. I was happy to find my parents when all was over and relieved to get in our Model T and drive to our place."



TEXAS TECH IN RETROSPECT

Sixty Years Ago: Tech Opens

BY CYNTHIA MARTIN

OFFICIAL PROGRAM

Formal Opening Exercises TEXAS TECHNOLOGICAL COLLEGE

September 28-29—Entrance examination.

September 30—Forenoon meeting of board of directors of Texas Technological College.

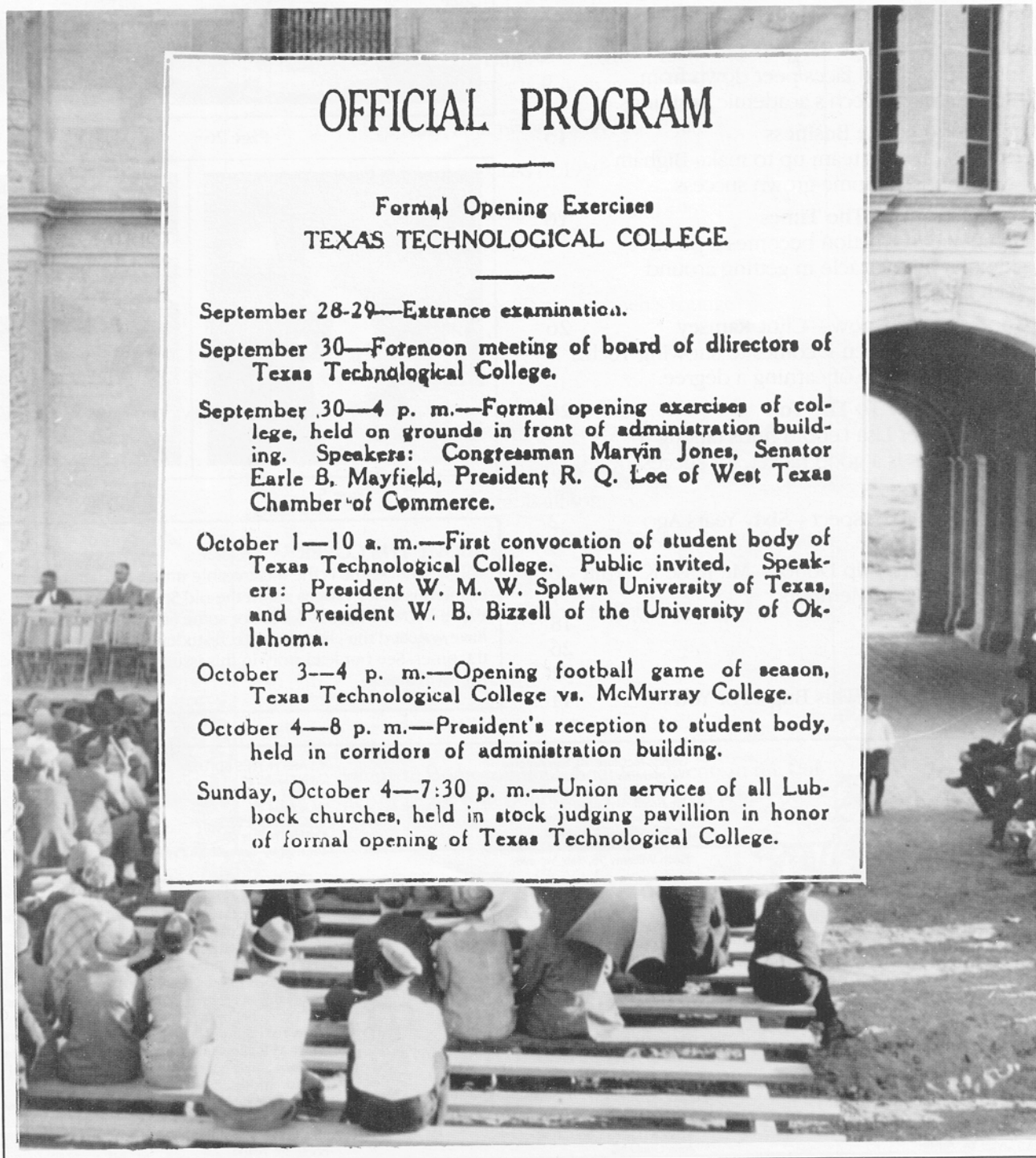
September 30—4 p. m.—Formal opening exercises of college, held on grounds in front of administration building. Speakers: Congressman Marvin Jones, Senator Earle B. Mayfield, President R. Q. Loe of West Texas Chamber of Commerce.

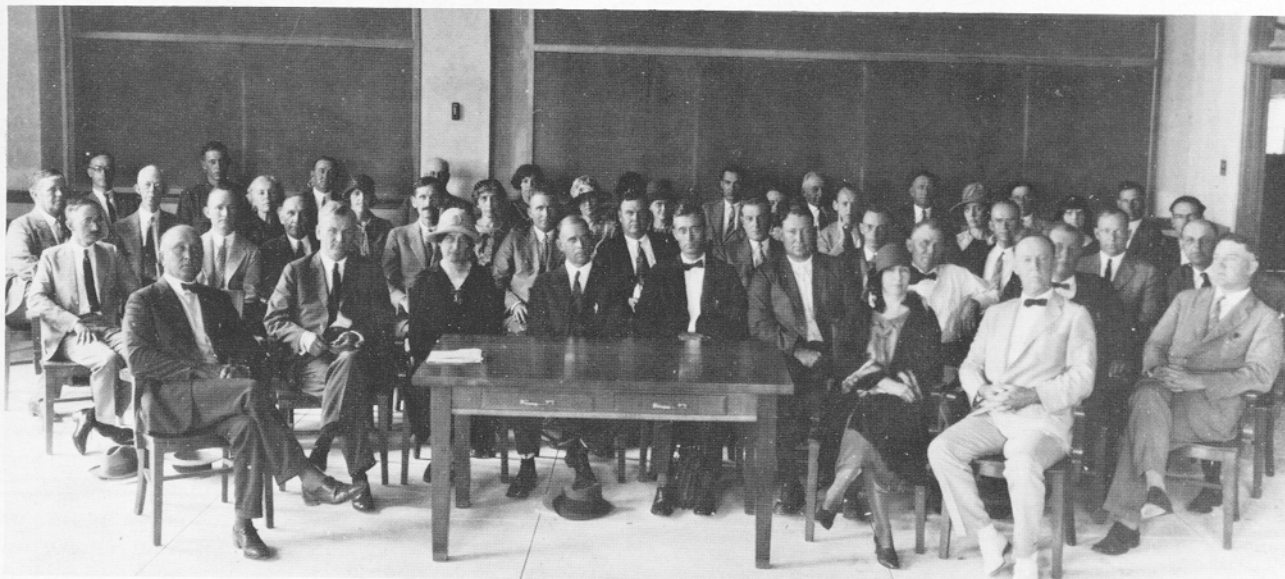
October 1—10 a. m.—First convocation of student body of Texas Technological College. Public invited. Speakers: President W. M. W. Splawn University of Texas, and President W. B. Bizzell of the University of Oklahoma.

October 3—4 p. m.—Opening football game of season, Texas Technological College vs. McMurray College.

October 4—8 p. m.—President's reception to student body, held in corridors of administration building.

Sunday, October 4—7:30 p. m.—Union services of all Lubbock churches, held in stock judging pavillion in honor of formal opening of Texas Technological College.



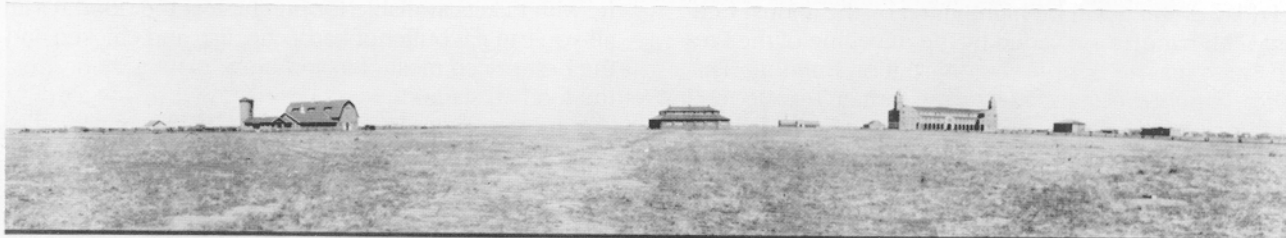



The faculty met for the first time on Sept. 15 to discuss the purposes of the College and make plans for the year.



In conjunction with the opening of the school, the first football game was played at Fair Park against McMurry College. The

large crowd in attendance had to wait for another game for Tech's first touchdown, though, as the final score was 0-0.



Two views of the early campus show the barren landscape and the "wide open spaces" between the original buildings. 

TEXAS TECH IN RETROSPECT

The First Football Season

BY JAN BLODGETT



Texas Tech's first football season kicked-off 60 years ago on Oct. 3, 1925. That season ended with 5 wins, 3 ties, and 1 loss. The 1926 La Ventana enthusiastically recorded the beginning of progress of the Matador spirit during the team's first fall.

The games played were

October 3: Tech, 0 — McMurry College, 0

October 9: Tech, 3 — Austin College, 3

October 17: Tech, 30 — Montezuma, 0

October 24: Tech, 13 — Clarendon, 7

October 31: Tech, 21 — Sul Ross, 7

November 5: Tech, 120 — Wayland, 0

November 11: Tech, 7 — A.A.C., 7

November 18: Tech, 0 — Howard Payne, 30

November 26: Tech, 13 — W.T.S.C., 12

LA VENTANA '26

The First Football Season

SEPTEMBER marked the entrance of Texas Tech into the world of athletics. In keeping with the Spanish atmosphere of the school, the name "Matadors" was selected to be the title of the teams. The colors, scarlet and black, were selected to carry out still farther this Spanish motif.

Coaches Freeland and Higginbotham issued the call for pre-season training on the fifteenth of September, and over 120 huskies answered the call. For two weeks prior to the opening of school, the candidates met and trained for the first football team. It was a lark for the men, despite the grind and misery dealt out to them by the coaches. Everyone had the spirit that carried the Matadors so far later in the season, and worked with a will.



THE FINAL CONFERENCE BEFORE THE FIRST GAME