



TEXAS TECH IN RETROSPECT

The Roots of Regional Tech Loyalty

BY RICHARD MASON

The heritage of Texas Tech has strong roots in agriculture. Indeed, Texas Tech was created in response to the West Texan desire for a state-supported school whose mission included research into farming practices for the arid lands west of the 98th meridian.

Today, Tech offers a strong multidisciplinary program of which the College of Agricultural Sciences is an important part. But the College of Ag Sciences traditionally has had a greater impact on West Texas over the last 60 years than most other divisions of the institution.

Paul W. Horn, Tech's first president, addressed this special relationship in 1926. "Let us make the work of our college fit in with the scope of our country," Horn told the first students.

Of those 914 Tech students, 60 were enrolled in the School of Agriculture. Although classroom space was tight, agricultural students claimed the Dairy Barn and the Livestock Judging Pavilion, two of the first group of campus buildings.

Equipping the buildings with the small budgets of the 1920s was another matter. West Texans responded by donating registered cattle and agricultural equipment to "their school."

In return, West Texans received practical advice, council and encouragement from the school's faculty. Early on, a steady stream of overall-wearing farmers sauntered into the cramped agricultural offices asking about cattle-feeding rations, weed identification and other subjects of importance to the farm.

Many farmers within the region were introduced to new ideas such as cooperative marketing through



The Dairy Barn was an early fixture on the Tech campus. The old Creamery is shown to the left of the barn.

special short courses which the School of Agriculture offered. Because Texas Tech lay outside the funding of the land grant college system, the school turned to local support, further strengthening the relationship between Texas Tech and the region's farmers.

The success of livestock judging teams in national competition was a source of pride for early Tech students. Today, alumni recall working on the Tech farm or in the Student Dairy before its dissolution in 1935. The story of those who brought a milk cow to school to help finance their education is part of Tech's special legend.

The School of Agriculture has always made its work "fit the scope of the country." Faculty members developed statewide grading standards for the dairy industry during the Depression and propelled the South Plains into a leading dairy manufacturing region.

The college's experiments at Pantex and, today, The Burnett Center for Beef Cattle Research at New Deal sustain a cattle feeding industry that one former school dean helped establish.


Texas Tech contributed a number of graduates who later became county agents, spreading

knowledge of agricultural techniques outside the halls of academia. Many High Plains farmers received college degrees from Texas Tech and took advantage of innovations in mechanization, genetics and agronomics which were discussed in classrooms and demonstrated in laboratories on the Tech campus.

Today, the High Plains remains the state's leading agricultural region. While Texas Tech University prides itself as a modern, multipurpose facility, the College of Agricultural Sciences maintains a direct link with the people on the Southern portion of the American Great Plains.

In 1985, college faculty sponsored 25 workshops, conferences or short courses.

Agricultural enrollment now exceeds 1,200 in seven departments, and Tech is the only non-land grant school in the United States to offer a doctoral degree in agricultural science.

It is significant, perhaps, that the seal of Texas Tech contains cotton bolls, a symbol of agriculture, in its heart. Like the cotton bolls in that symbol, Tech's College of Ag Sciences has been close to the heart of West Texas. 

The Southwest Collection's



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The Blarney Stone...

at Texas Tech?



The Blarney Stone is mounted on a stand in front of the old Electrical Engineering Building.



Tech president Clifford B. Jones (left) and Engineering Society president Dosh McCreary take part in the unveiling of the Blarney Stone.

BY CINDY MARTIN

Many Tech students are surprised the first time they pass the salient port of the electrical engineering building to see a small monument with a stone on top. But they are even more amazed when they read the inscription and learn that there is a bit of the Irish in West Texas, for the stone is said to be part of the famous Blarney Stone.

According to the story reported when the monument was unveiled in 1939, the stone was found on

March 7 of that year by a group of petroleum engineers while they were on a field trip. Upon careful investigation it was found to be identical with a piece of the original Blarney Stone which disappeared from Blarney Castle near Dublin, Ireland, in 1659.

The engineers were particularly fortunate to find the stone shortly before the day honoring St. Patrick, the patron saint of engineers. To mark the day, the engineers dedicated the monument amid speech-

making and music by the Tech band, and all engineering students were dismissed from classes for the occasion.

Dosh McCreary, president of the Engineering Society, announced that in the future, upon graduation, engineers should kiss the Blarney Stone and thereby receive the gift of eloquent speech. He further added that though seniors only would be allowed to kiss the stone, underclassmen were expected to pay it the greatest of respect.





TEXAS TECH IN RETROSPECT

Mr. Music: Dewey O. Wiley *"All Together Now, One, Two, Three"*

BY JANET NEUGEBAUER

For 25 years, from 1934 to 1959, Texas Tech band students took their cue from "Prof" Dewey O. Wiley.

When Wiley arrived, after directing the world-renowned Hardin-Simmons Cowboy Band for 13 years, he found 60 band members dressed in colorful, but not very practical, Spanish matador costumes. He immediately set forth to increase band membership and secure military-type uniforms for warmth during the hard South Plains winters.

He also began building a music organization, not just a show band. New instruments, at the time Tech owned only an old E-Flat tuba, and a music library became priorities.


In spite of his enthusiasm, however, for the first 12 years Wiley was at Tech, the band had to practice in the Textile Engineering Building because it had the largest room on campus. At first, the walls were lined with burlap and later with tiles for soundproofing and acoustics. Wiley also brought an end to the all-male era with the addition of majorettes in 1941.

Dubbed "The Father of Texas Bands" by the Texas Music Educators, Wiley was one of the first to recognize the significance of high school bands as a supply source for college bands. He advocated the addition of a department of band music in colleges and universities, and by 1931 his graduates were directing bands all across Texas.

After moving to Tech, he also started the summer band school for directors and the West Texas band

clinic held each fall at Texas Tech.

When asked about his philosophy of teaching, Wiley replied, "You can get more work out of band students by kidding them along than by using a severe hand."

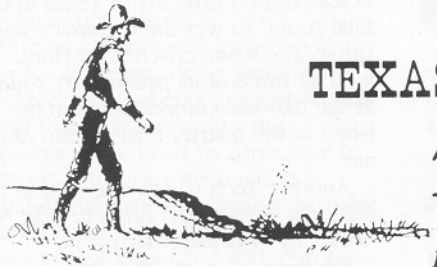
At the time of Wiley's retirement, the 114-member "Big Red Band," snappily clad in West Point-style uniforms for performance, was practicing in its present home—the Music Building. 



Professor Wiley directs the band.



The Matador Band marches in the Texas Tech-Loyola Parade in California, 1934.



TEXAS TECH IN RETROSPECT

Tech at Play

BY JAN BLODGETT

The current interest in fitness and recreational sports that has many of us following the beat in aerobics classes, lifting weights or jogging on the nearest track is actually nothing new to Texas Tech students.

Intramural athletic programs began alongside the first academic classes. Students participated in basketball, baseball, tennis, hiking, swimming, volleyball and horseback riding.

During the first years at Texas Tech, men students could earn P.E. credits through the intramural program. As the physical education department grew, the range of sports activities available to students expanded.

From the earliest offering of P.E. 301 (Natural Dancing) to today's classes in aerobics, students have been able to try their skills at such varied activities as clogging, archery and ping pong, badminton, synchronized swimming, social dancing (once required for both male and female P.E. majors), fly and bait casting, water polo, trampolining, paddleball, scuba, skiing and roller-skating.



The 1926 women's P.E. class, ready for a swim.



Tech's earliest aerobics—unidentified P.E. class works with a small band.



Runners compete at an early track meet.



Tech's first golf club was organized by Dr. Holmes Webb.



TEXAS TECH IN RETROSPECT

Fred Waring, the Pennsylvanians and the "Red Raiders"

By Dr. David Murrab

A few days ago, we had an interesting inquiry from Lubbock resident and 1938 Tech graduate Norman Heath. He wanted to know if the Southwest Collection had a recording of a 1942 Fred Waring radio program on which Mr. Waring and his Pennsylvanians had performed a new Texas Tech fight song.

Fortunately, we had a taped copy of the unique recording, made for us several years ago by former band director D.O. Wiley, and I informed Mr. Heath, that we could provide him with a copy of that tape.

Then Mr. Heath asked if we knew where the original 78 RPM recording was from which our taped copy had been made. He wanted to know because he had

made the recording himself in February 1942 and had always wondered what became of it.

A high school band director at Memphis, Texas, Heath was drafted in early 1942 and had returned home to Lubbock to await orders. While here, he heard that Fred Waring was to feature Texas Tech on his national radio program in February. On the 13th, Heath recorded the program, on which Waring premiered a new song he had written for "Texas Technological College" titled "Red Raiders."

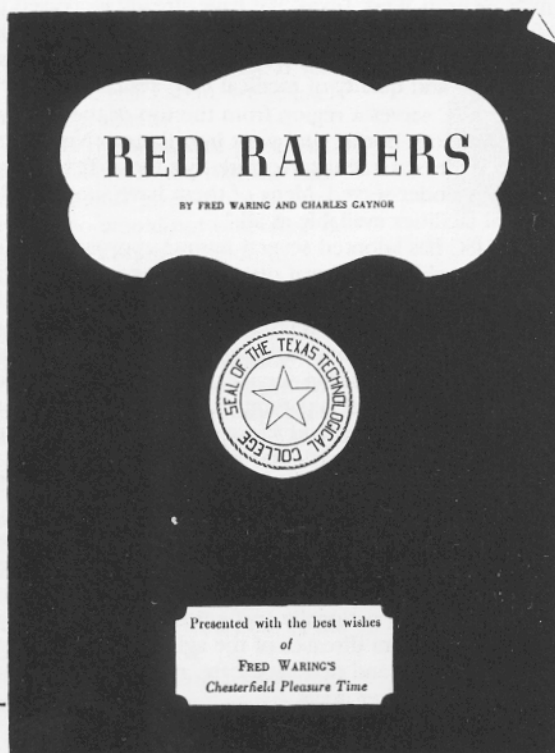
Heath then gave the recording to his old friend D.O. Wiley. Heath went on to the Army, returned to Lubbock to teach, and later served for 21 years as director of personnel for the city of Lubbock until his retirement in 1976.

Meanwhile, in October 1970, Wiley presented a taped copy of the Heath record to the Southwest

Collection. But the story does not end there. Heath's inquiry about the record prompted us to search through the extensive papers of Wiley, given to the Southwest Collection after his death in 1981. Tucked away in an old record album, staff member Susan Denney found the original 78 RPM recording Heath had made 45 years ago.

The old record recalls the glory days of radio and the exuberance of a young Texas Tech. For Norman Heath, it serves as a reminder of fond memories of D.O. Wiley and his love for Texas Tech. And, for the Southwest Collection, it documents a historic national media event for the young college and greatly adds to Tech's colorful history.

Copies of the record, as well as the sheet music to "Red Raiders," are available in the Southwest Collection on the Tech campus.



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Red Raiders

By FRED WARING and CHARLES GAYNOR

Bright Tempo

Let's Go, RED RAIDERS, Let ev-'ry man get in the fray Let's

go, RED RAIDERS, Let's fight un-til we win the fray The

bells of vic-to-ry will ring out and

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TEXAS TECH IN RETROSPECT

Winning the Tech

BY RICHARD MASON

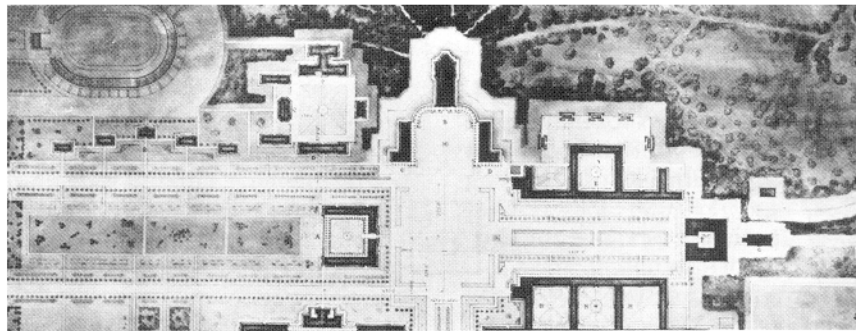
Winter's cold breath threatened drought and hardship for West Texans in 1917 as disheartened members of the West Texas A&M Campaign Association rekindled efforts to create an institution of higher learning for West Texas.

The promise of summer ended in nightmare when the year-long campaign to create what is now Texas Tech foundered after Texas Governor Jim Ferguson ignored the wishes of the locating committee and arbitrarily chose Abilene as the recipient for the state's newest school. West Texans asked that the 1917 proposal to create the West Texas A&M be withdrawn.

Ferguson became the first Texas governor to be impeached. Meanwhile, the dream to create Texas Tech was forgotten in the ensuing political controversy of impeachment.

Forgotten everywhere, that is, except in West Texas. Few individuals today realize that it took seven years of hard work and two failed attempts to create Texas Tech. From the beginning, the drive to establish the college faced obstacles of politics and economics. Governor Ferguson was only one political barrier. Institutions downstate lobbied hard to divert the West Texan desire for a college "of the first class."

The 1921 legislative effort—the second attempt to create Texas Tech—was watered down to meet objections from downstate residents. The ensuing West Texas A&M bill would have made the school a branch of Texas A&M. Bank failures and poor commodity prices indirectly "saved" Texas Tech when Gov. Pat Neff vetoed



The original master plan for Texas Technological College called for an elevated ball of State in the Science Quadrangle and created the dignified campus which visitors see today.

the bill, citing the state's economic conditions.

Angry West Texans gathered in Sweetwater and discussed secession from the state. But the West Texas Chamber of Commerce defused the secessionist sentiment and coordinated a third try for Texas Tech, which, in 1923, produced the strongest proposal of any previous attempts.

The bill was passed and more than 36 West Texas towns competed for selection as the site for Texas Tech—the Superconducting Supercollider Proposal of its day. In the summer of 1923, the Locating Board responsible for determining where to place Texas Tech chose Lubbock, a dusty community of less than 6,000 souls. Perhaps this is why residents of Lubbock lobby hard against modern-day attempts downstate to close the Health Sciences Center or museum.

Texas Tech, after all, is an outgrowth of regional politics in Texas with roots in the West Texas frontier. Here, settlers cooperated to create schools—generally the first public buildings in frontier communities. Schools became a source of pride and an integral part of the fabric that created "community." Texas Tech represents that principle on a larger scale.

When settlers in the western regions of the state realized that old farming practices did not work in the state's arid zones, they sought an institution of higher learning that would address their agricultural problems. At the same time, West Texans discovered that the region contributed more taxes to state coffers than the region received in state services. The movement to gain a new institution of higher learning for West Texas was an outgrowth of both themes.

The creation of Texas Tech has three major significances. First, the movement to establish Texas Tech created regional self-awareness in West Texas. Today, people in the region think of Texas Tech as "their" school. They are now joined by alumni in Dallas, Houston and elsewhere.

Secondly, the Texas Tech "movement" produced the first concerted political activity on behalf of West Texas. It is interesting to note that the West Texas Chamber of Commerce is an outgrowth of the West Texas A&M Campaign Association.

Lastly, and some would say most importantly, the creation of Texas Tech saved many West Texans from becoming Aggies!