

TEXAS TECH IN RETROSPECT

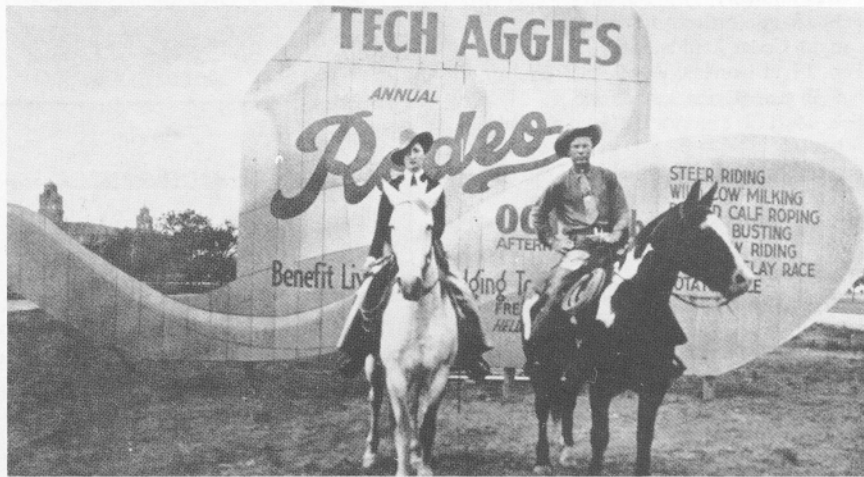
The Aggie Rodeo: One of Tech's Oldest Traditions

By Cindy Martin

In 1988, the Texas Tech Rodeo Association will sponsor its 42nd annual rodeo. The association began sponsorship of the event in 1947 and dates the anniversary from that year. But the tradition of the Tech rodeo is even older, dating back to the first Tech rodeo which was held Nov. 7-8, 1930, at a flimsy arena and grandstand that were erected south of the dairy barn.

The festivities surrounding the event included the crowning of Kathleen Harmon of Lampasas as the first rodeo queen, and a parade down Broadway complete with bands, decorated automobiles and clowns. Paramount and Pathe Newsreels sent cameramen to film the parade and the various performances.

Queen Kathleen Harmon officially opened the rodeo and then the prize livestock were led around the arena. Among the livestock



John Anna Boyd, Queen of the 4th Annual Aggie Rodeo, and Bill Gregory, manager, pose before the Aggie's 10-gallon wooden bat.

were 15 wild horses from the Johnson Ranch, with names such as "Easy Money," "Funeral Wagon," "Hell to Set" and "Graveyard Agnes." The horses were reported to be "unusually mean and hard to ride." Events included steer riding, calf roping, a range relay race, goat roping and pack races. But there were also some less traditional events such as wild cow milking and wild buffalo riding.

Entry fees were 75 cents and prizes awarded to Saturday night's grand finals winners included Justin boots, Stetson hats, silk shirts and dress gloves, a leather jacket and silk manilla rope.

This first rodeo was sponsored by the Agricultural Club and managed by Jim Williams of Lubbock and B.E. Snyder of Moran. Proceeds were used to help defray expenses of judging teams in regional and

international competitions.

In 1933, the newly organized Block and Bridle Club took over sponsorship of the rodeo and in 1935 replaced the rodeo with La Remuda which included events such as the "Combat of Tech Knights," a donkey polo game and a pillow fight on top of a large wooden horse.

Unfortunately, La Remuda was not the financial success that had been hoped for, and the Block and Bridle Club revived the rodeo in 1940. The rodeo was not held during the war years 1941 through 1945, but resumed in 1946 as a part of All-Western Days.

The next year the Texas Tech Rodeo Association was established and assumed sponsorship of the Western Days and rodeo. In 1988, the tradition of the rodeo continues.



Buford Browning, assistant manager, and G.G. (Doc) Gordon, publicity manager of the 1933 rodeo.



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The Museum: A part of the good life in West Texas

By Janet Neugebauer

On Sept. 23, 1936, ground was officially broken for a long-dreamed of museum to be constructed on the Texas Tech campus. In 1935, the Texas Legislature appropriated \$3 million for the Centennial celebration. A group quickly organized 67 West Texas counties, from Swisher County to the Pecos, to lobby for part of this money for a regional museum. The Plains Museum Society, forerunner of the West Texas Museum Association, received \$25,000. Even though this was only a fraction of the amount needed, it was a start.

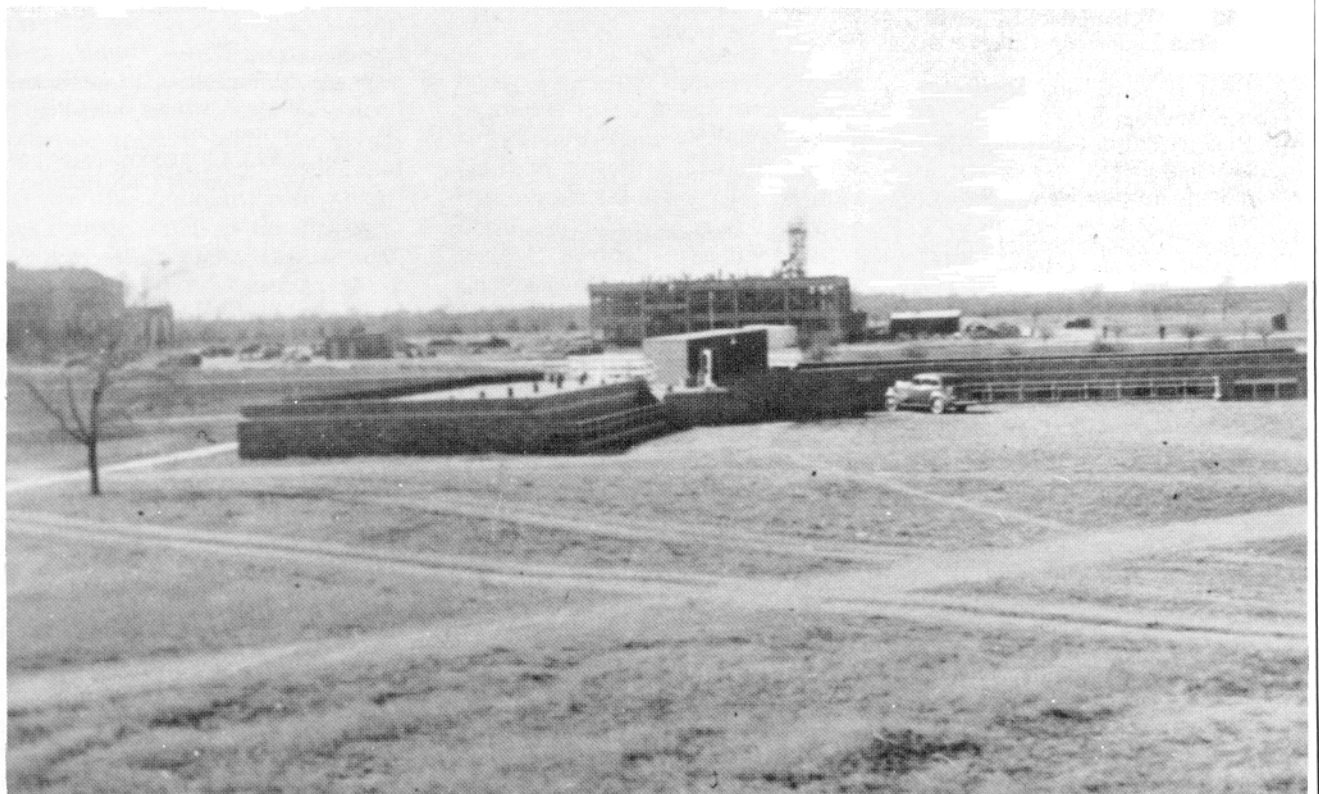
In January 1937, a basement, referred to as the ground-floor unit, was ready for occupancy. It was located directly west of the men's dormitory, now called West Hall. W.G. McMillan Sr. was the contractor.

During these money-scarce, post-Depression years, the Museum Association launched a "Give-a-Brick" campaign to cover the cost of two additional stories. Some 230,000 bricks, costing 2½ cents each, were requested. People generously donated bricks, or money, until the college was able to allocate funds for the comple-

tion of the building, and a formal opening was set for Oct. 19, 1950, to coincide with Texas Tech's Silver Anniversary.

Interesting exhibits and a world-renowned mural made the museum one of the busiest spots on campus, adding greatly to the "good life" of the South Plains.

In 1969, the museum moved to new facilities on 4th Street and continued to grow until Legislative funding was cut in 1987. As area residents generously respond to pleas for help, many good-naturedly quip, "Seems like I've done this before!"



Social Sciences and Journalism Buildings in back, West Texas Museum in front, as shown in 1937.



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Flight schools played major role in wartime pilot training efforts

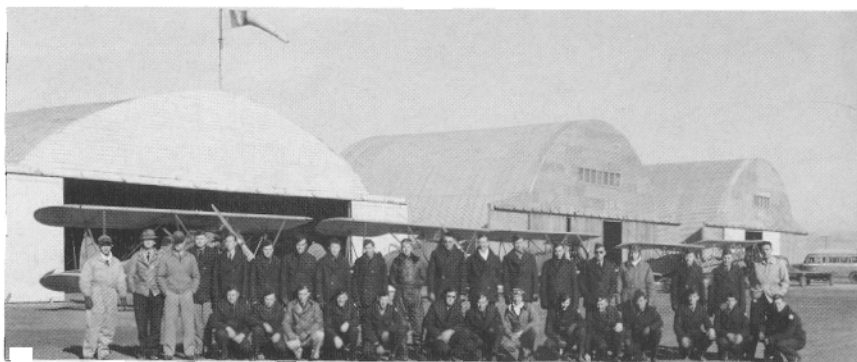
By Bruce Cammack

Although discussions of providing instruction in aeronautics at Texas Tech were held by the Board of Directors as early as 1927, it was not until the fall semester of 1939 that it was offered. The course, titled "Vocational Flight Training," was given as an extension course by the department of mechanical engineering.

Professor Robert P. Vail was named the director of the training program and head of the ground school. The two-credit hour course (which was later increased to four hours) required sophomore standing and offered: "instruction covering history of aviation; theory of flight; aircraft; civil air regulations; practical air navigation; meteorology; parachutes; aircraft power plants; aircraft instruments; radio use and terms."

The flight training was held at the Municipal Airport under the direction of Clent Breedlove. He was a pioneer South Plains aviator who did much to stimulate interest in aviation in the area. The students accepted into the course were required to attend 72 hours of ground school and from 35 to 40 hours of actual flying time. They were to have 3½ hours of flight instruction the first two weeks, after which they could fly up to an hour a day.

Tech's course was only one of many set up by the Civil Aeronautics Administration as a way of encouraging the vocational training of young pilots. It is interesting to note that in the beginning, women at Tech were encouraged to enroll in the course in order to make up the initial minimum quota of 40 students.



The first graduating class of Texas Tech's Civilian Pilot Training program in the spring of 1940. Behind the students and their instructors are a row of Wacos and a Travelair.

The first year of the national program resulted in 313 pilots from 13 participating institutions. The Federal Government appropriated money to assist the schools in providing instructors and classroom space as well as made available low-interest loans for the flight schools to help them in acquiring the necessary training aircraft.

The students, themselves, also paid a small fee. In the second year of the program, some 10,000 student pilots were trained, and in 1941, the year the United States entered World War II, almost 45,000 students went through the program. This included 8,000 secondary or advanced pilots, who had an additional 108 hours of ground school and 80 flight hours. In Texas, these advanced courses were offered at Tech and 16 other schools.

Breedlove began his class with the purchase of a new 1940 Taylorcraft Trainer. As additional students entered the course and as the flight requirements were expanded to cover such skills as cross country and night flying and navigation

by instruments, he expanded his fleet to include at least 25 Taylorcrafts, as well as various Cub J3s, Aeroncas, Wacos and Stinsons.

He also started his own airfield, Breedlove Field, when the Municipal Airport became the site of the nation's largest advanced glider training base. In addition, many of the students attended a second flight school begun by M.F. Dagley.

Soon after Pearl Harbor, the Civilian Pilot Training program (CPT) was renamed the War Training Service. And in 1943, Texas Tech became the home of the 309th College Training Detachment, one of the first in the nation. Each detachment was set up to have 1,250 trainees, although the numbers sometimes varied.

By the end of the war, Texas Tech had prepared thousands of pilots who saw service in all parts of the globe and in almost every conceivable type of aircraft. Its flight schools were recognized as one of the largest wartime pilot training programs in the nation, and Breedlove, for his efforts, was awarded the Merit of Reward.



TEXAS TECH IN RETROSPECT

The Southwest Collection: Bursting at the seams

By Dr. David Murrah

Recently, the Southwest Collection conducted a physical inventory of its holdings in order to confirm statistical data collected during its 33-year history.

The effort revealed that the Southwest Collection has accumulated a vast amount of information related to the history of the region served by Texas Tech, as well as to the University itself.

Collectively, the Southwest Collection's holdings serve as the physical memory of Texas Tech, West Texas and the American Southwest. Annually, more than 6,000 persons from many different states and foreign countries make use of the facility.

Our holdings now comprise nearly 18 million items, including 8,561 boxes containing more than 17 million pages of personal papers and business records collected from throughout the American Southwest. Although this material represents the "heart" of the

Southwest Collection, there are thousands of other items which contain unique information for students and scholars to use.

Included are more than 6,000 oral history tapes and sound recordings, 10,000 reels of microfilm, 6,000 posters, broadsides and other oversized items, 14,000 pieces of sheet music, 900 rolls of film and video tape, 2,500 maps, 4,800 historic telephone and city directories, 53,000 newspaper issues, 300,000 photographs, and 40,000 books. More than four miles of shelving are required to store the materials.

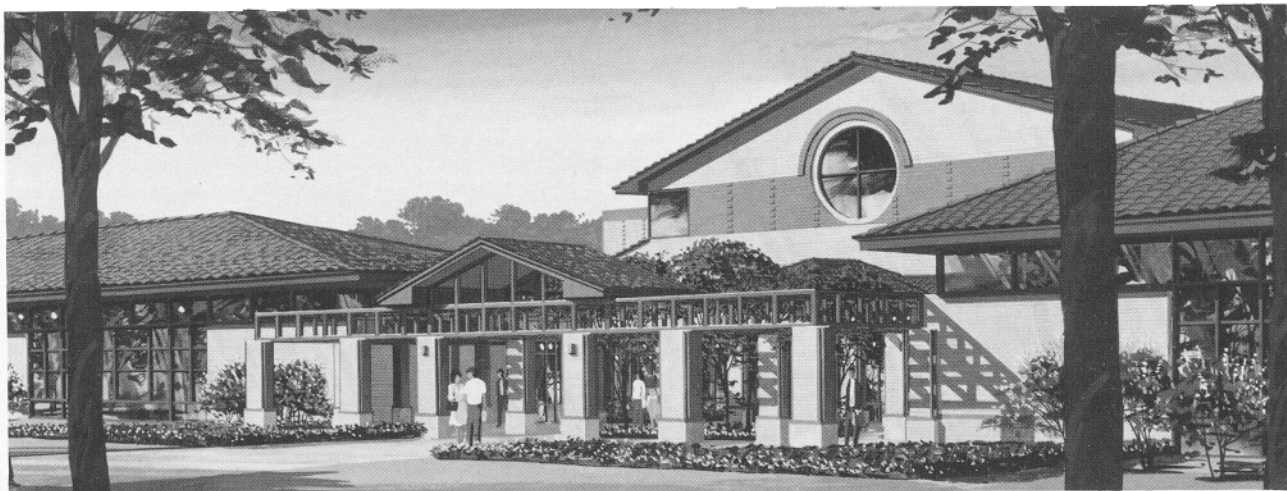
Unfortunately, many years ago, the Southwest Collection ran out of space in its limited facilities in the old Library, which has served as its home since 1962. Currently, materials are stored in borrowed space in the main Library, the Museum and at the Textile Research Center, more than five miles away.

The Southwest Collection needs a new facility which will allow it to

grow into maturity, fulfilling its mission as one of the nation's major research centers. Plans call for a 60,000-square foot building which would house in controlled environmental conditions the existing collections and would allow room for systematic growth, as well as space for a conservation laboratory, exhibits and teaching facilities.

The University's commitment to the preservation of the history and culture of West Texas and the Southwest is clearly evident from its strong support of the Southwest Collection during its 33 years. However, for future generations to benefit from these efforts, Texas Tech will need major help from the private sector to construct an appropriate facility for the archives.

A new building will allow the Southwest Collection to continue fulfilling its responsibility to preserve the region's rich heritage and to keep pace with the growth and development of Texas Tech as a major research institution.



Entrance area for the proposed Southwest Collection building.



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The Saga of the Double T

By Richard Mason

While a rose by any other name might smell as sweet to Shakespeare, it is unlikely that anything will ever be as soothing to the senses of Texas Techsans as the Double T.

That fact was made apparent in Lubbock recently when a University committee recommended guidelines for the use of the school's varying symbols on departmental stationery, publications and other public documents. In the course of a weekend, media coverage in Lubbock of disagreement among committee members over

how—and when—to display the Double T developed into a "Save the Double T" campaign on one local radio station.

Telephone support for saving the Double T was frequent, vehement and virtually unanimous. It was also remarkable because there had not been any specific recommendations to abolish Texas Tech's most frequently recognized symbol. In an era before expensively created corporate logos became normal business procedure, a rural West Texas college generated a simple, effective and enduring symbol whose identity became part of the institution it represents.

The mists of time obscure the origins of the Double T. It is known, however, that athletes of that first rugged football squad were awarded scarlet letter sweat-ers emblazoned with two black outlined Ts within six months of Tech's formal opening. At an early point, the Ts were combined and, according to Jane Gilmore Rushing and Kline Nall, who co-authored "Evolution of a University," the ubiquitous Double T soon surfaced as the school's athletic symbol, appearing first as a winged emblem for the Flying Matadors track squad.

The symbol—sans wings—quickly evolved into a commonly recognized emblem for Texas Technological College. The 1931 graduating senior class, for example, enshrined the Double T in concrete as a bench which resides demurely today south of the Administration Building. Likewise, the spirited class of '38 created an enduring impression by providing the school a colossal red neon Double T, which for many years sat opposite the school's main en-

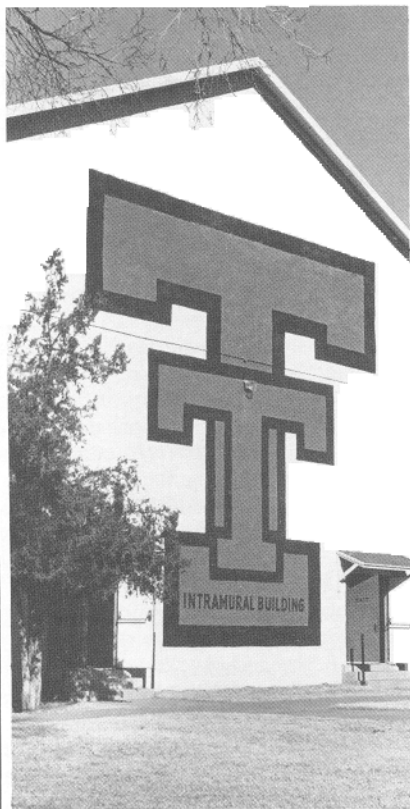
trance, and which today rides proudly above the football stadium, east side, outside wall.

Perhaps the best example of the Double T's unique ability to serve as a lightning rod for support among Techsans—particularly alumni—surfaced during the name change controversy (1959-69) when several alternate names were proposed for Texas Technological College with varying support from faculty, alumni and students.

While all agreed on the necessity for "university" as a part of any new name, many alumni, represented by the Ex-Students Association, fell out with faculty members on what exactly the new name should be. Proposals included the Texas State University of Arts, Sciences and Technology, Texas State University, Texas Technological University, and, of course, Texas Tech University. There remained strong popular support for retaining the Texas Tech name and the Double T as the school's trademark.

By 1963, the issue had spread beyond the campus, prompting the board of directors to officially approve the title Texas Tech University, preserving aspects of the original name and retaining the symbol that evolved to represent "the Tech." Nonetheless, the controversy continued for several more years until the state legislature resolved the situation in 1969 by formally approving the original board recommendation.

For many alumni, the Double T is synonymous with "their" institution. Like most excellent trademarks, the symbol represents tradition, recognition, pride and identity. You might say it suits most Texas Techsans to a "Double T."



The Double T insignia was a decorative element for the Old Gymnasium on the main campus for many years.



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The Toreador

By Cindy Martin

When the doors of Texas Technological College opened in September 1925, plans were already underway for a student newspaper. In fact, Harry Montgomery and John R. Forkner had applied for permission to begin the paper before registration even started.

The editors had only three days

to put together the first issue, which rolled off the presses on Oct. 3, 1925, under the name "The Toreador." In bull fighting, the toreador is an assistant to the matador and the first editors assured students that "We expect to be one of the strongest supporters of the Tech Matadors" (the football

team's name at that time).

The first issue included stories on the outcome of the first football game, the record enrollment of the new college, the birth of Alva Ruth Stangel, the first child born at Tech, and the serious problem of the imbalance in the student population. One headline read, "Too Many Stags, Boys Outnumber Girls 3 to 1."

Over the years, The Toreador provided information about students, faculty, sports, social events and academic departments, and offered a forum for student opinion through letters to the editor. Once a year, however, the editors really broke loose and had a good time with the paper. Every April 1, the Toreador staff produced an April Fool's edition. In 1932, Marshall Formby, Lyle Holmes and Tom Abraham sold 1,200 copies of their supplement named the "Scarlet Scavenger," which included advertisements for Dr. H. B. Carroll, the "Love Doctor," and the Ambulance-Journal, specializing in "Yesterday's News Tomorrow." In 1937, the "El Cuspidor," as the special edition was called, carried a front-page story about the state appropriation of \$3.02 for the new library building.

In 1969, when Texas Technological College became Texas Tech University, the Toreador became the University Daily and changed its format. Today's Tech students find articles devoted to the state economy, national politics and world events in their newspaper. But early Tech students still remember columns named "Campus Chatter," "Cheri Casa Col-Yum" and "Mysterious Mike Moses Around."

Toreador staff member checks an issue as it comes off the press.



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