



TEXAS TECH IN RETROSPECT

A Rich Architectural Heritage

By Janet Neugebauer

On Aug. 6, 1923, the Texas Tech Board of Directors met to select a leader and a symbolic identity for the new college. Dr. Paul W. Horn was appointed to the office of president and "the old Spanish type of architecture was selected because it fitted best into the southwestern history."

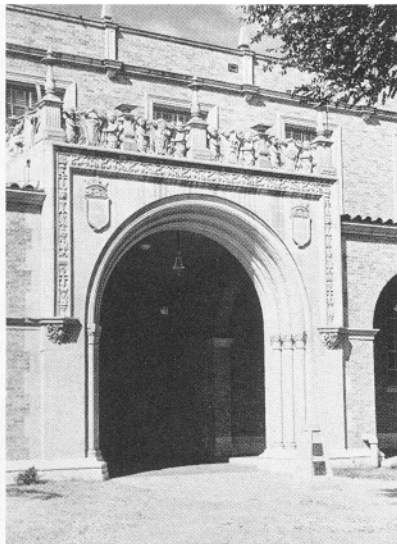
The team chosen to design and construct the buildings consisted of William Ward Watkin, founder of the School of Architecture at The Rice Institute in Houston; Sanguinet, Staats, and Hedrick, one of the largest architectural firms in Texas; and L.W. Robert and Co. of Atlanta, Ga.

Buildings were designed not only to be functional entities, but to inspire those who see them day

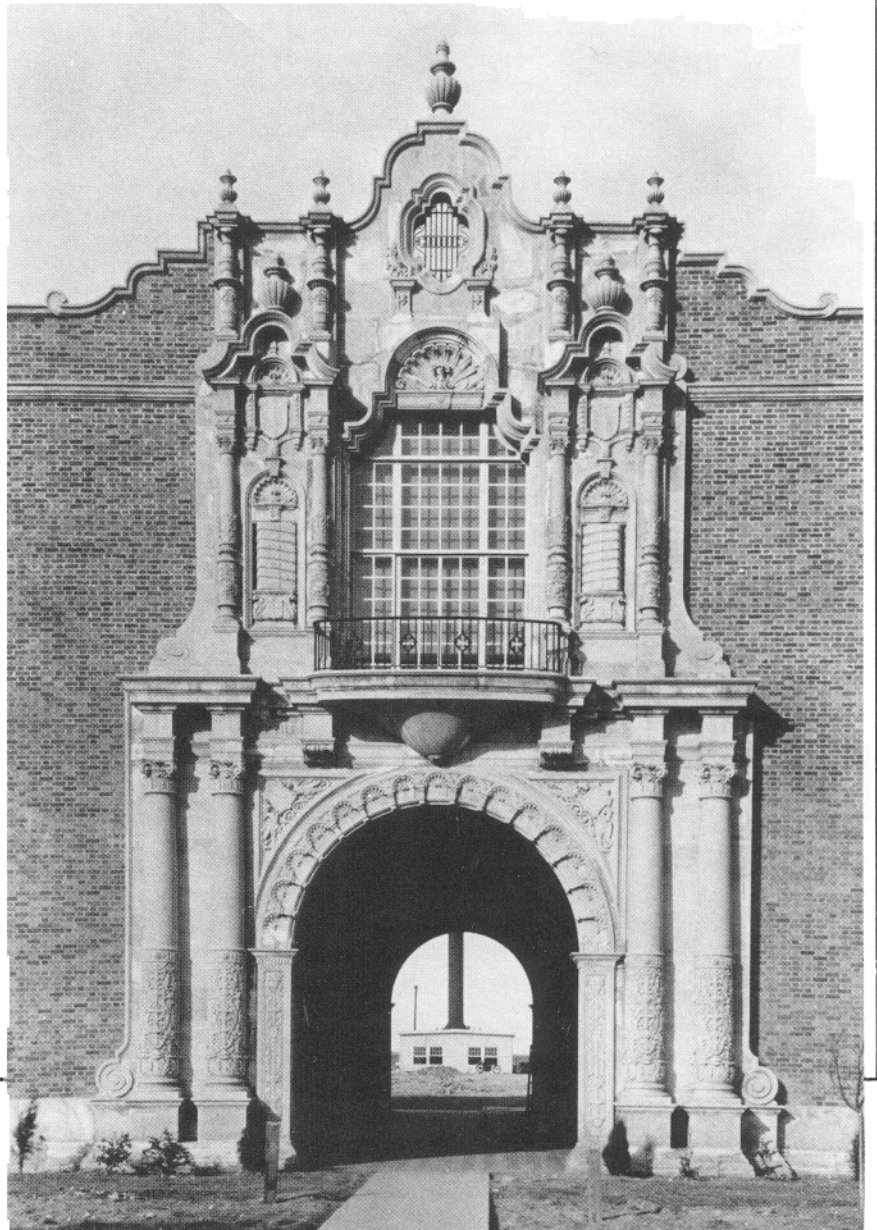
after day, to become an extension of the educational process. Architectural embellishments, that admonish the viewer to love demo-

cracy, morality and to emulate the achievements of the past, have become a symbolic language for Texas Tech.

Perhaps the finest detailing on any of the original buildings is found on the Textile Engineering Building. Carrying out the Spanish mission theme, the carved opening in the top level resembles windows in the historic San Jose Mission in San Antonio. Reflecting West Texas' agricultural economy, cotton bales were placed in the niches that are traditionally reserved on mission facades for statues of patron saints.



The cupids and finials on the Electrical Engineering Building are patterned after the traditional decorative Spanish cresting motif. The cupids hold shields with carvings that are symbolic of architectural, electrical, civil and mechanical engineering.





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La Ventana's Playmates of Texas Tech

By Bruce Cammack

From 1959 until 1981, Texas Tech's yearbook, *La Ventana*, generated more excitement than similar publications on other college campuses. The yearbook was divided into several magazine-like sections, such as *Tyme*, *Sports Illustrated* and *four issues of either Look or View*, which contained all the class pictures. One of these sections was patterned after *Playboy*, complete



miss playmate 1975
cindy garza

It is obvious why Cindy Garza was not only Tech's 1975 Playmate, but why she was later able to become a Dallas Cowboy Cheerleader.



MISS LETA MERLE ROBERTS
PLAYMATE
OF THE YEAR

Leta Merle Roberts was selected Tech's Playmate for 1959, the first year of the contest.

with an authentic foldout of Tech's own *Playmate*, as well as photos extremely popular among Tech students of the time.

Not only did *La Ventana's Playboy* have photos of Tech's prettiest coeds, it also featured the men's dorms and fraternities, which were the groups who sponsored the young hopefuls in their campaign to become a *Playmate*. The counterpart to *Playboy* was called variously *Mademoiselle*, *Vogue* and *Bazaar* and displayed, to the disappointment of many a coed, no male foldout.

Professor W.E. Garets, head of the department of journalism, was instrumental in the switch from the traditional format to the "magazine approach" during the 1958-59 academic year. Although this new style met with mixed reviews from both the Student Council and many University organizations, it was finally accepted with some modifications. It was Professor Garets' dream that adapting the yearbook to magazines which were then being published, "would not only better tell the story of our campus in picture and story, but . . . would

offer a valuable field of training in the magazine field for journalists of the future."

Throughout the 23-issue run of the magazine format, *Sigma Delta Chi*, the National Journalism Society, assisted the *La Ventana* staff in sponsoring the contest. Additionally, the selection of a particular year's *Playmate* was accompanied by a beauty pageant as the *Mademoiselle Cover Girl* was chosen. This was later expanded and renamed the *Top Ten beauties*.

Pictures of the *Playmates* themselves, aside from such obvious things as hair and clothing styles, also changed. Additional photos of the winner were gradually added, along with a short biography. In 1980, a *Playboy*-like data sheet was added and used again in 1981, the last year of the foldout as well as the entire magazine approach. What was once new had become dated, and a fresh start was in order. So, beginning in 1982, *La Ventana* adopted a more straightforward style, in order to "provide a more indepth look at events and issues that shape the lives of Tech students . . ."



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Origin of the Double-T

By Dr. David Murrah

A recent campus study of Texas Tech's image has sparked a number of inquiries about the origins of Tech's most famous symbol, the Double-T (see Richard Mason's "The Saga of the Double-T" in the September-October 1988 issue of the Texas Techsan, pg. 50). Although no one has ever stepped forward to claim credit for the design of the emblem, historical evidence suggests that Tech's first football coaches, E.Y. Freeland and Grady Higginbotham, deserve the honor.

Magdalen Carpenter, whose husband, Hurley, was co-captain of Tech's first football team, recently sent us two items from her files which document the creation of the Double-T. The first is an entry from a diary kept by Lucille Davis Ford while she was a student at Tech, dated January 7, 1926: "Football boys receive sweaters. Matadors receive scarlet and black slip-on sweaters with (Double-T). Very Thrilling!"

The second item was a clipping from a 1926 "Toreador," which reports in detail the dramatic first sweater presentation:

Coach Freeland kept the boys in suspense as to what was on the sweaters by telling of the difficulties in selecting the letter. When Captain (Windy) Nicklaus stepped forward for his sweater Coach held it so that the letter could not be seen. He told of some wanting an M (for Matadors), some a T, while he thought a P (for Plains) would be symbolic of the great surrounding country of the college. When Windy unfolded the sweater, he revealed two black outlined T's on the front of a solid scarlet body.




PHOTO COURTESY MAGDALEN CARPENTER

W.W. "Windy" Nicklaus of Amarillo demonstrated that he could still wear his first letter sweater when he presented it to the Texas Tech Museum in May 1978. Fellow students Magdalen Dederick Carpenter (left) and Sylvia Wilson Wesendonk, both of Lubbock, joined him in the presentation.

Just how close the Double-T came to being an "M" or a "P" is anybody's guess, but Freeland probably was only ribbing his team and the audience in order to add to the drama of the occasion. The Double-T was the obvious choice for the new school, and more than likely, its designer drew upon the popular block T of the Texas A&M logo. After all, Texas Tech in many minds was a West Texas A&M and its supporters at that time would have been proud to have a symbol based upon the logo of the older institution. Also Tech's assistant

coach Higginbotham, a recent graduate of Texas A&M, probably participated in the letter design.

Fifty-two years after receiving his letter, W.W. "Windy" Nicklaus returned his original letter to Tech by donating his sweater to the Museum in 1978. Lucille Ford has also allowed the Southwest Collection to microfilm her valuable diary, and, one of these days, Magdalen Carpenter is going to give us her rich treasure of Tech history. Such support is of great help in preserving the rich history and traditions of Texas Tech. 



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Texas Tech's Twister Trackers

By Richard J. Mason

Making history can be exciting and dangerous—for members of Texas Tech University's Storm Intercept Team.

During the severe weather season, which runs from mid-April through mid-June on the Texas High Plains, this volunteer group of atmospheric sciences students seeks photo documentation of tornadoes, one of the region's most fascinating weather phenomena. Because most South Plains tornadoes are ephemeral and last but a few minutes, the process of being in the right place at the right time is a matter of luck and timing for storm chasers.

Tornado chasing is a natural outgrowth of research in Tech's atmospheric sciences department where studies focus on severe storm phenomena—everything from what goes on inside storms at the cloud and raindrop level to southern regional weather patterns and how they evolve into severe storm

situations.

"Most of the interaction between tornadoes and people is in the lowest hundred feet or so, right above the ground," said Dr. Richard Peterson, chairman for the atmospheric sciences department. "We have a natural advantage out here in getting films of that region because of a lack of hills, trees and haze and the generally good road system."

Film footage is a primary goal of the program. Photogrammetric techniques have been used to calculate tornadic windspeeds. Such information has been utilized in a team approach with the University's Institute for Disaster Research to develop construction techniques which minimize storm damage to structures.

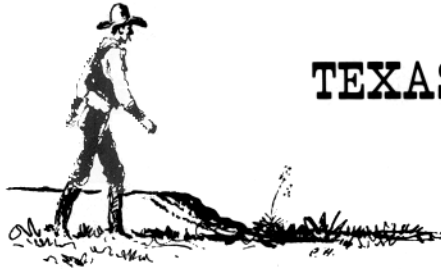
While the United States experiences 100,000 thunderstorms annually, only about ten percent turn severe. Of this total, perhaps ten percent produce tornadoes. Nonetheless, Texas Tech has produced some notable chasers. Erik

Rasmussen, an employee of the Environmental Research Laboratory in Boulder, Colorado, has witnessed 50 tornadic events including the Tulia outbreak of 1981. Rasmussen was responsible for much of the tornadic film footage featured on a NOVA special about twisters and a subsequent ABC-TV 20/20 news-magazine segment about the storms. Tim Marshall, another Tech graduate, currently publishes a newsletter for stormchase aficionados.

Storm chasing provides an opportunity to put meteorological forecasting skills into practice since team members produce their own projections on where severe weather is likely to develop. Classroom training also teaches them how to position themselves on the safe side of a severe storm. Students use their own cars and pay their own gas but use departmental equipment to videotape severe weather in West Texas—a natural meteorological laboratory for Texas Tech students.



On June 9, 1971, the late John L. Humphreys recorded the evolution of a Texas twister in a dramatic, and rare, series of photographs made near Sunray, 60 miles north of Amarillo. The storm evolved from a funnel cloud to a tornado one-half mile in diameter as it moved across the Panhandle, although causing little damage. Ora Humphrey recalls that the farming family witnessed 14 separate funnels that day and, after seeing several finger-shaped funnels dip toward the ground and return to the cloudbase, how they grabbed a camera and drove outside of Sunray where these photographs were made. The Humphreys were able to approach within one-half mile of the storm. (Photos courtesy John L. Humphreys estate and the Texas Tech atmospheric sciences department.)



TEXAS TECH IN RETROSPECT

Registration Day A student's rite of passage

BY ROBERT W. CLARK

No matter the year or the degree, there has been one experience that has bonded all Tech students together: registration day. Almost every student has a horror story to tell. Look beyond the frustrations and the disappointments, however, and registration at Tech has made steady progress since the disorderly mob of 1925.

The first registration day at Tech took place on Sept. 29, 1925, but unfortunately, no rules or regulations for the registration process had been laid down ahead of time. Ruth Horn Andrews, an historian of Texas Tech, described the scene as confusion bordering on chaos, for the deans of the respective schools fought for the rights of their students to register first.

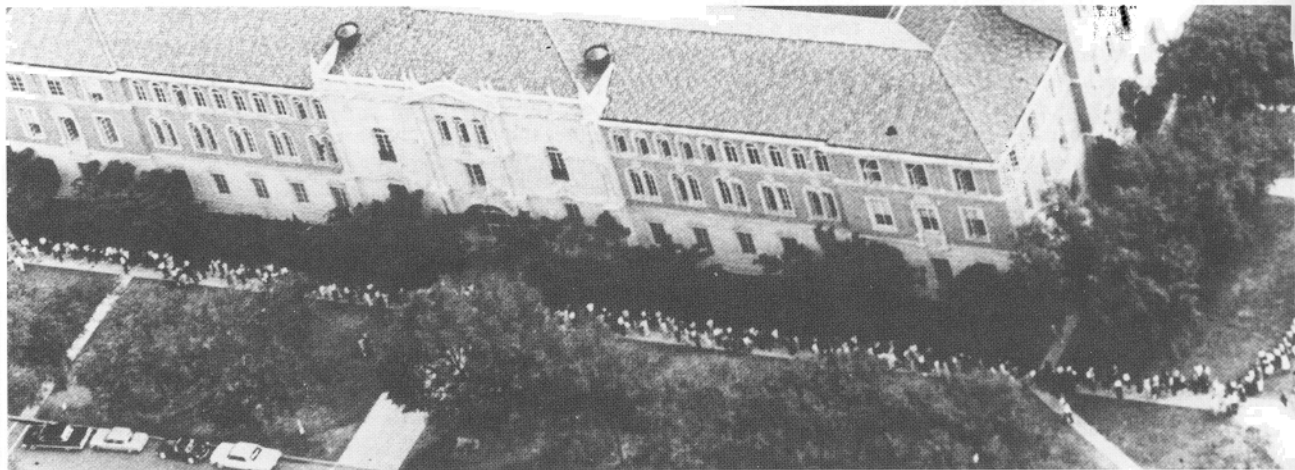
Throughout the 1930s and much of the '40s, registration took place in the old "haybarn" gymnasium, but as enrollment increased, registration became a complicated process that could easily take up an entire day. Students walked from building to building to get sign-up

cards from the various departments, and one closed class could destroy a well planned schedule, sending the disheartened student back to the beginning. Often the only way to beat the system, as former student Virginia Andrews recalls, was to work as a registration assistant so that all of your cards would be pulled early. After the schedule was complete, another long line awaited students at the Administration Building for final approval and payment of tuition and fees.

The great "step-up" came around 1968 when registration was moved to the coliseum. As students walked through the main door and up the ramp, they were greeted with rows of chalk boards or overhead projections listing available courses. After working out their schedules in the bleachers, students lined up at the department tables that filled the coliseum floor to sign up for

courses. A typical registration day for the student lasted at least four hours and consisted of several revisions because classes would often close just as you were the next in line. Despite the problems, registration at the coliseum was considered great progress compared to the building-to-building method of previous years.

By the mid-1970s, coliseum registration had become, in one graduate's words, a "nightmare" because of increased enrollment. Finally, an on-line computer system was implemented in 1983 that began to simplify the enrollment procedures. Today, registration takes place in the University Center's Coronado Room and at West Hall with plenty of available computer operators to assist students. Almost 65 years after the first chaotic registration day, registration at Texas Tech University has been transformed from a dignity-crushing ordeal into a relatively painless process that can easily be completed before your 10:00 class.



Waiting in line to pay tuition at the Administration Building, circa 1960.



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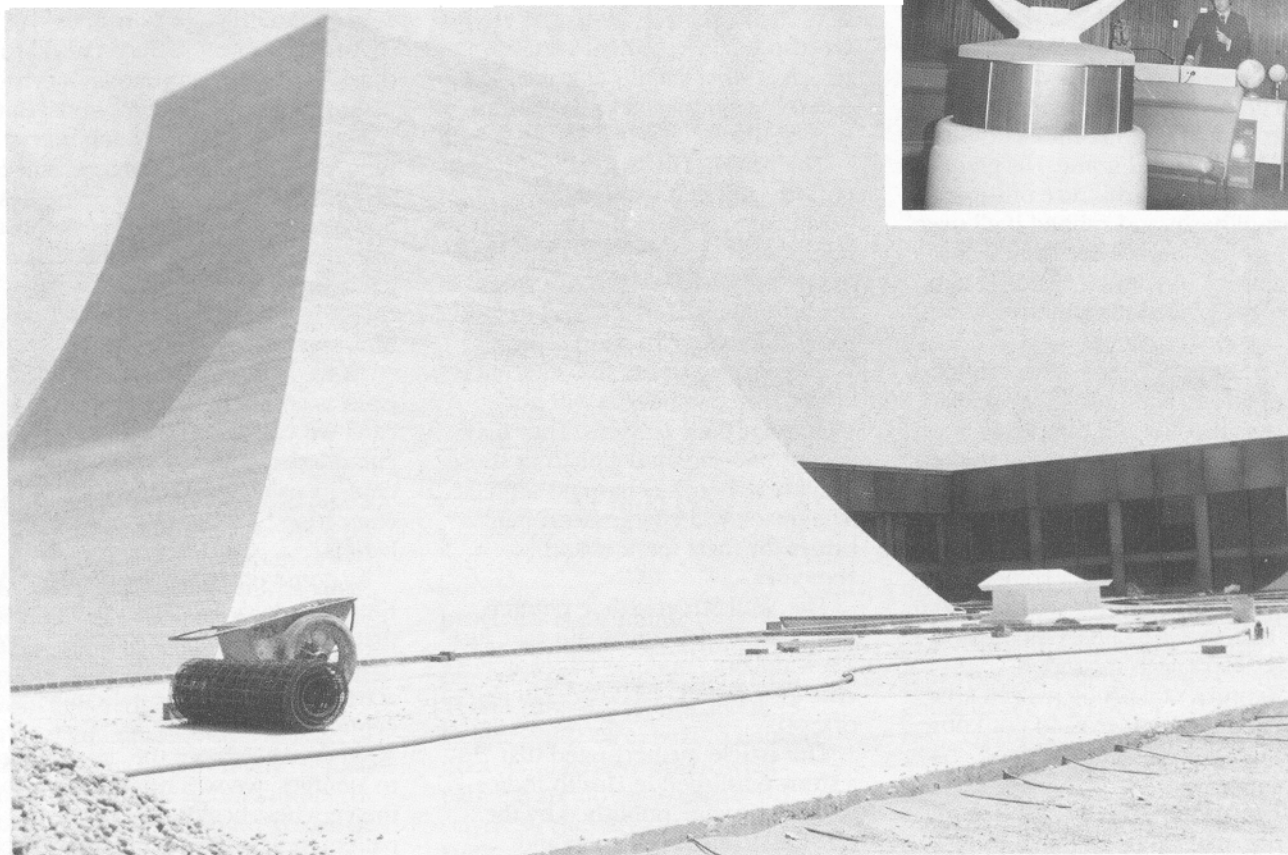
The Planetarium: A Celestial World

By Janet Neugebauer

On April 21, 1953, a capacity crowd packed into an adobe storage room in back of the Museum (presently Holden Hall) to watch "Spring Skies Over Texas," from the Spitz Planetarium that had been recently purchased by the West Texas Museum Association. This device projected images of the stars in their course across the sky. A narrator explained their movement during each night and from season to season.

The Planetarium was an instant hit with classroom teachers and general museum visitors. In 1970, the Moody Foundation provided a \$250,000 gift that enabled the Museum to purchase more up-to-date equipment from the Spitz Space Systems Inc. and build an appropriate structure to house the equipment. This year, nearly 20,000 people watched these celestial shows. "The Story of the Star" is being featured through December.

A planetarium lecturer explains the celestial show produced by the Spitzball-A4 each Sunday afternoon in the Moody Planetarium.



The Moody Planetarium under construction in 1969-70.