

Texas Tech IN RETROSPECT

BY TAI KREIDLER
SOUTHWEST COLLECTION

THE SWC LIVES ON AT TEXAS TECH

*Periodically,
the curious drifted in from the street,
wanting one last look before it all ended.*

With the disbanding of the Southwest Conference, member schools selected the Southwest Collection at Texas Tech University to be the permanent repository of the conference's records.

When the SWC office in Dallas closed its doors on June 26, staff members from the Southwest Collection/Special Collections Library (SWC/SC) picked up the last truck load and witnessed the end of an era. However, Archival Assistant Abel Ramirez noted that the conference and its history will live on at Texas Tech.

The conference donated everything from financial records, compliance reports, media guides, photographs and personal memorabilia to the official nameplate from the office door. Staff members boxed the valuable collection

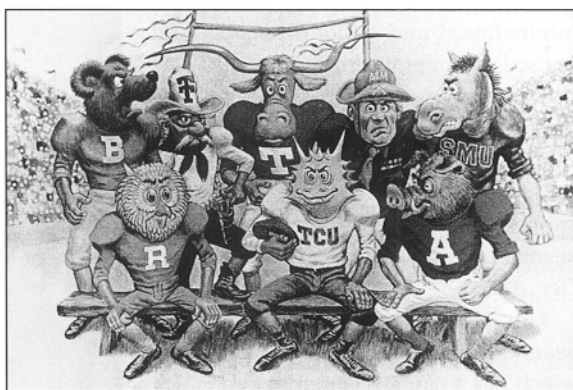
as auctioneers labeled artifacts and office furniture for the final close-out sale. Periodically, the curious drifted in from the street, wanting one last look before it all ended.

In all, the SWC/SC staff picked up 566 boxes of materials and microfilm records. The member schools created the conference in 1914 and disbanded after Texas Tech, Baylor, Texas and Texas A&M opted to join the newly created Big 12. As the former Southwest Conference schools join the Big 12, they will be linking up with former Southwest Conference charter members Oklahoma and Oklahoma State.

The conference records have since

been moved into the new Southwest Collection/Special Collections Library. SWC/SC staff have been processing them for public use this spring. These records will join the significant amount of sports-related material already housed in the SWC/SC Library.

Through its considerable oral history files, manuscript holdings, photographs, and the film and video collection, the library remains one of the largest repositories of sports material in the Southwest.



Daniel Sanchez (left) assists Abel Ramirez in removing the SWC records, memorabilia, and even the official nameplate on the door.



Kyle Kallander, last commissioner of the conference, takes a final look at some of the material ready for transportation to Lubbock.

Texas Tech IN RETROSPECT

BY JANET NEUGEBAUER
SOUTHWEST COLLECTION

A WHEEL HORSE FOR TECH

When Dean W.L. Stangel's name is mentioned, thoughts immediately turn to the growth and development of agriculture in West Texas.

Born in Stangelville, Wisc., a town named for his family, Wenzel Louis Stangel moved with his family to Texas before the turn of the century. He was president of his senior class at Fort Worth North Side High School and captain of the school's first football team.



Dean W.L. Stangel, 1963.

After graduation, he enrolled in Texas A&M College, where he earned a degree in animal husbandry. He then moved on to the University of Missouri for a master's degree. Stangel served on the A&M faculty, rising to full professor before leaving in 1925 to join the faculty of newly established Texas Tech College. He was appointed Dean of Agriculture in 1945.

Beginning with 60 students, the department of agriculture had grown to 797 students by the time Stangel retired in 1958. Under his watchful eye, Texas Tech's herd of livestock also grew from just two gray mules to include top-quality herds of

Hereford, Angus and Brahman cattle, in addition to swine and sheep.

Widely recognized as a judge of cattle, Stangel started scores of students on his trail which led to all of the major livestock expositions in the nation. Learning the principles of selection and how to evaluate the differences among both breeding and market animals developed the students' decision-making ability and the capacity to give concise reasons to substantiate their judgment – life-long skills that were valuable regardless of their profession.

In 1956, Texas A&M College conferred an honorary doctorate upon Stangel because of his long service to agriculture. His numerous awards also testify to the respect his work commanded from agricultural leaders.

The career of Dean W.L. Stangel may be over, but memories of it linger on in the Southwest Collection/Special Collections Library. In addition to retired records from the College of Agricultural Sciences and Natural Resources, Stangel's personal papers are housed there for researchers to use.

On a sunny January afternoon, while I



Recognition from the Texas and Southwestern Cattle Raisers Association at the Texas State Fair, 1958. (From left) John Biggs, W.L. Stangel and J.C. Miller.

was looking through some photographs donated by his daughter, Ava Barr, one of them caught my attention. Shown here, it is a picture of cattle being judged just outside the Livestock Pavilion. I suddenly realized that the cattle were standing where the room in which I was working is now located and that the material documenting Stangel's career is being preserved on the very spot where he once worked.



Cattle being judged where the Southwest Collection/Special Collections Library is now located, 1938.

Texas Tech IN RETROSPECT

BY FREEDONIA PASCHALL
SOUTHWEST COLLECTION

MAKING OUR OWN TRADITIONS

A member of the graduating class of 1927, Sylva Wilson Wesendonk of Lubbock, stated in an interview that in the early years of Tech, "We were making our own traditions. We had nothing to go on except what we may have heard or known from other campus life wherever that might have been and whatever guidance we may have had from our faculty advisers and contacts."

To celebrate Tech's first graduating class, several activities and events were held. An operetta, "The Rose Maiden," was conducted by Mr. W.R. Waghorne, professor of music at the college. Saturday evening, May 28, 1927, a pageant was presented in celebration of graduation events. The pageant was titled "Light of the Lone Star," and it covered the history of the education system in Texas. Directors of the pageant were Ruth Pirtle and Johnnie Gilkerson. The pageant was reported to be the most colorful event in the history of Lubbock and attracted an audience of 6,000. Ruth Slaton of Lubbock was crowned Queen of the Pageant. The evening concluded with the first public appearance of the 1927 graduating class of "the Tech" in all their commencement finery.

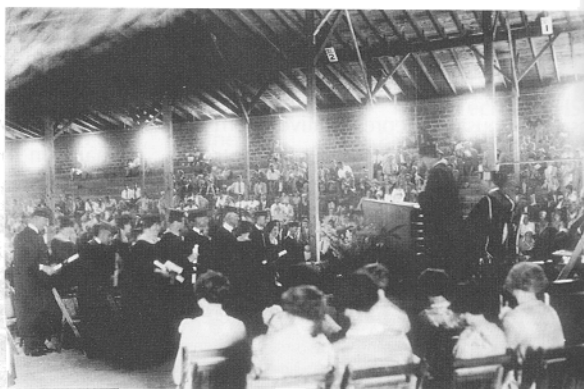
Dr. O.F. Powers of the First Baptist Church of Wichita Falls gave the first baccalaureate sermon on Sunday, May 29.

Early on the morning of May 30, 1927, ceremonies began that would culminate the graduation. The processional formed at the Textile Engineering Building and ended at the gymnasium (also known as the Double-T barn). Before the processional began, President Horn, realizing that this was an historic occasion, wanted to give each student a chance at being the first graduate of Texas Technological College. Fourteen slips of paper representing the 14 May graduates were placed in a hat. On one of

the slips was the word, "diploma." Mrs. Mary Dale Buckner of Lubbock was the lucky graduate and became the first to receive a diploma.

The processional was led by the college faculty in their "academic and graduate caps and gowns." They were followed by the 1927 graduates. The platform was occupied by Clifford B. Jones, R.A. Underwood, H.T. Kimbro, Paul W. Horn and Dr. W.B. Bizzell. Bizzell, president of the University of Oklahoma, gave the commencement address, "Qualitative and Quantitative Education." Clifford Jones presented the first degree to Mary Dale Buckner, class valedictorian. Both May and August graduates participated in the ceremonies.

The graduation was reported not only in the local press, but also as far away as Dal-



1927 graduation exercises in the gymnasium

las, where it was reported that "all Lubbock business houses will be closed for the program and West Texas will gather here to participate in the program and to see the first products of the educational machinery which West Texans worked so faithfully for a few years ago."

Sylva Wilson Wesendonk's oral history of early Texas Tech is available for researchers at the Southwest Collection/Special Collections Library.



1927 Graduating Class (front row from left) Ned Camp, Mary Dale Buckner, E.M. Barnett, Mayme Alexander; (middle row) Mary Hope Westbrook, Pauline Roach, Dewey Hobson Roberts, C.W. Ratliff, Kay Ingram, Annie Wood Howell, Esther Burney Groves, LaThagger Green, Claude Denham; (back row) Alice Alverson, Rossie Beth Bennett, Bailey Carroll, Sylva Wilson, Eldon Thorpe, Ira Crouch, Willie Mae Hawthorne, R.T. Groves and Edith Carter.

Texas Tech IN RETROSPECT

BY VICKY JONES
SOUTHWEST COLLECTION

LUBBOCK, TEXAS: (FORMER) CHRYSANTHEMUM CAPITAL OF THE WORLD

Many people may not realize that Lubbock was once known as the "Chrysanthemum Capital of the World." Early mum enthusiasts Elo Urbanovsky and Ed Zukauckas made a gallant effort to promote the chrysanthemum in Lubbock and on the Tech campus because the climate and soil in the area are ideal for growing these colorful perennial flowers. What they didn't take into account, however, was the salinity of the water which led to Lubbock's short-lived distinction as a chrysanthemum capital.

Mums, which are one of the oldest cultivated flowers, come in a number of varieties and colors. They are planted in the spring and bloom in the fall. Each October during the late 1950s and throughout the 1960s, the Texas Tech Park Administration and Horticulture Club sponsored the Fall Horticulture Festival. This two-day event was held on the Tech campus and featured exhibits of mums and other flowers and vegetables, with prizes for the winners in each category.

A Tech student was named as Horticulture Queen each year to preside over the festivities.

The festival was held in conjunction with the Lubbock Chrysanthemum Colorama, which was sponsored by the Lubbock Chamber of Commerce. Every spring, Lubbockites were encouraged to plant mums in preparation for the Colorama, and thousands of mums were planted each year on the Tech campus.

For example, 13,000 mums were planted for the 1966 festival. The Chrysanthemum Colorama continued into the 1970s with attendees encour-

aged to drive through campus to see the beautiful displays of mums.

Texas Tech horticulturists were instrumental in developing new strains of chrysanthemums, including the Ima Smith mum, named for the wife of Texas Gov. Preston Smith, both of them Tech alumni. The Ima Smith, a full-blooming



"MUM'S THE WORD"
Make your plans now to participate
in the
make

Advertisement (above) for the Lubbock Chrysanthemum colorama, distributed with Lubbock water bills, Nov. 1965.

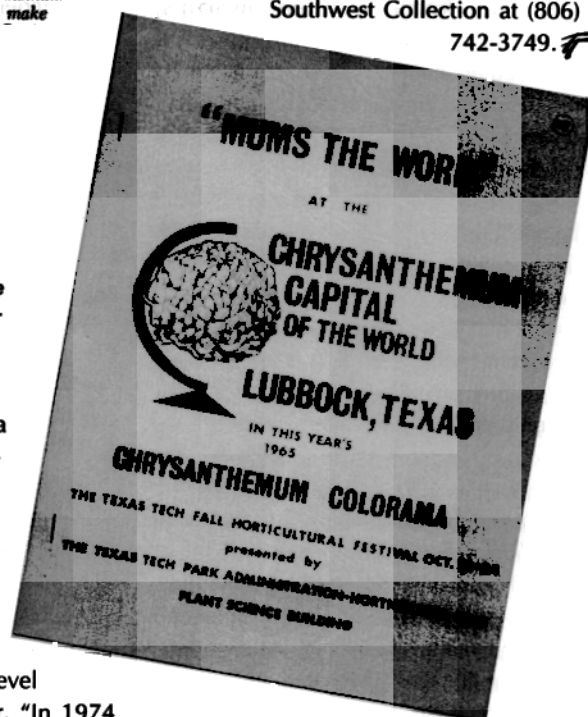
mum with white petals and a yellow center, was first planted on the Tech campus in 1969.

By the 1970s, according to Dewey Shroyer, director of Grounds Maintenance, the mums were being adversely affected by the high level of saline in the groundwater. "In 1974

we quit planting mums altogether and moved to red, white and blue petunias to have them ready for the Bicentennial," Shroyer said. "In 1977, we went back to mums, but in smaller numbers. They just didn't do well in this water, so it was the last time we planted the mums at Tech."

Chrysanthemums had been a common sight on the Texas Tech campus every fall for two decades. But their replacements – the more recent beds of vibrant red, yellow and white multi-variety flowers – are destined to survive much longer than their ancestor mums. The new plants are more forgiving of a little more salt in their water.

For more information on this subject and Texas Tech history in general, persons are encouraged to contact the Southwest Collection at (806) 742-3749.



Texas Tech IN RETROSPECT

BY JOHN A. CAMP
SOUTHWEST COLLECTION

HOW THINGS HAVE CHANGED

A member of the first freshman class (1925) of Texas Tech recently paid a visit to the new Southwest Collection/Special Collections Library. I was intrigued that in just one person's lifetime an institution could grow from a dream to a university the size and importance of Texas Tech. I wondered what someone from that class would think and say if there had been no contact with the institution between leaving Lubbock in the late 1920s and returning in the late 1990s. Would anyone have thought then that the future would materialize as it has, from the Administration Building sitting forlornly in the middle of an open field to the massive complex Texas Tech University is today? Indeed, how things have changed.

In the fifth bulletin of Texas Technological College (1929-1930), a map of the campus appeared for the first time, and the legend for it lists 18 items or locations. Among these are the President's home, dairy barns, stock judging pavilion, baseball and athletic fields and the gymnasium. Six buildings are identified as classroom buildings. Other buildings provide the infrastructure for the campus, such as the heating plant, book store, cafeteria and Administration Building. Further in the bulletin are references to "approximately 35 small buildings comprising agricultural equipment" and "Buildings and Grounds Shop." The small map, while roughly covering the area bounded north and south by 4th and 19th Streets and east and west by



The front of the Administration Building with the Chemistry Building to the right, undated (photo from the Southwest Collection)

College (now University) and Flint Avenues, does not by any means encompass the entire 2,000 acres of the Lubbock campus. The few buildings

shown on that first map are overwhelmed by the number of buildings now existing in the same area.

Even now, the University is in the



North side of the Administration Building, ca. 1927 (Southwest Collection Photo)

In the fifth bulletin of Texas Technological College (1929-1930), a map of the campus appeared for the first time, and the legend for it lists 18 items or locations.

midst of a construction boom. In the last two years, the International Cultural Center and the Southwest Collection/Special Collections Library have been completed, dedicated and occupied. Under construction or in the discussion phase are the United Spirit Arena, a new parking lot to replace the demolished Carpenter Hall, and a Chancellor's home, which, if built, would return to the campus the residence of the chief executive of the University. The University is now developing a new master plan to guide future construction and land utilization. Remodeling projects are underway to modernize and enlarge facilities; the most notable example is the \$17 million renovation of the main library.

While the physical growth and changes in Texas Tech are evident from the maps or just a drive or stroll through the campus, there are other benchmarks. The 1935 freshman class of just over 1,000 students has given way to an enrollment of approximately 25,000. A 1926 roster of the "officers of instruction" lists 52 names and includes the President of the College. The 1996-97 bulletin requires 35 pages to list the teaching faculty and each of these pages contains approximately twice the number of names as a page of the 1926 issue. The Library contained 39,640 cataloged items in 1934; the current bulletin claims 1.3 million volumes, and this does not include 900,000 microforms. The library was designated a regional depository for government documents in 1933, and

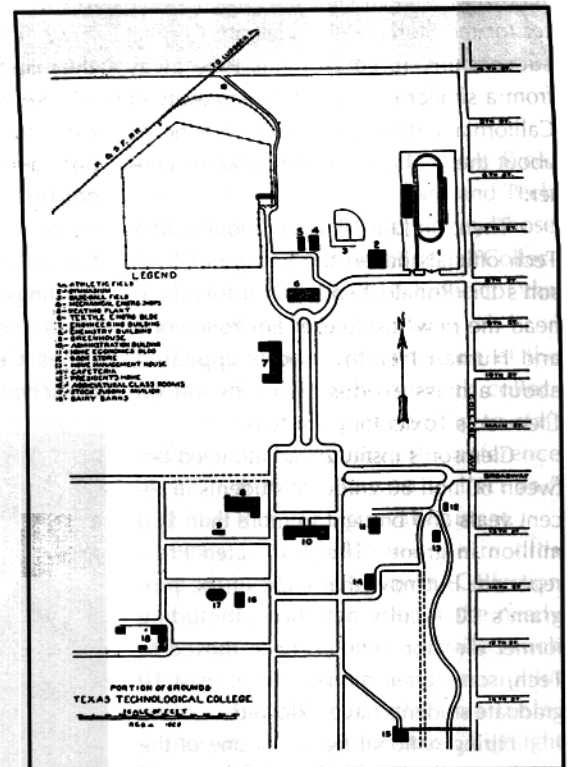
today it houses more than 1.5 million documents in a variety of formats. The College originally offered BA degrees in the School of Liberal Arts and 17 areas of course work, and BS degrees in the Schools of Agriculture, Engineering and Home Economics with 11 areas of specialization among the three schools. Today a student can pursue graduate education in 92 areas with 45 of these offering doctoral degrees.

These examples are perhaps most obvious, but to really measure the change from 1925 to the present, consider this from that first bulletin:

"In order to give some idea of the probable cost per year for a young man at the Technological College, the following careful estimate is given:

Room and board	\$250
Fees, other than lab fees	\$40
Books	\$25
Laundry	\$25
TOTAL	\$340

"In some cases the cost will be greater than that above suggested, while in many cases it can be made less. Incidental expenses will be largely what the parent and son are willing for them to be. Twenty-five dollars should be added to above es-



Map from 1930 Tech Catalog (Southwest Collection)

timate for a young woman."

Or, consider this: Special Regulation Applying to Women Not Residing with Their Parents: "Women students are not expected to attend more than two social affairs during the week. They are expected to be in their homes by 12 o'clock on the night of such parties. Social affairs on nights other than Friday and Saturday should be arranged for with the Dean of Women."

These and many other changes can be documented using the materials in the Southwest Collection/Special Collections Library. *F*

Texas Tech IN RETROSPECT

BY CURT LANGFORD
EX-STUDENTS ASSOCIATION

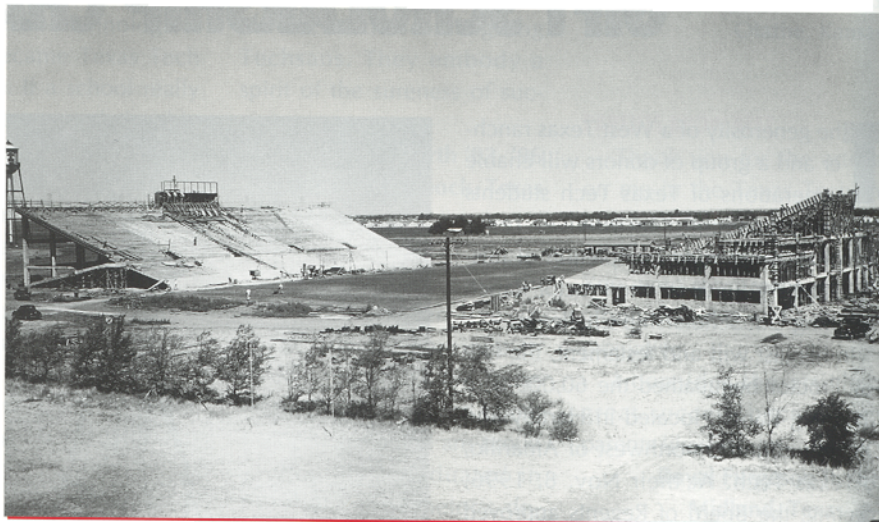
STADIUM CELEBRATES 50th ANNIVERSARY

Fans of Texas Tech football commemorated this fall the 50-year anniversary of Clifford B. and Audrey Jones Stadium. The facility has grown from 18,000 seats in its inaugural game to the present 50,500-seat capacity.

Tech football has its roots in the Lubbock Fair Grounds, where the Matadors played their first season in 1925. It was in Tech's second season that games were moved to a field located at the north end of campus, southeast of present-day Jones Stadium.

In 1936, the stadium was enlarged to a horseshoe-shaped structure. This was the home for Tech's football team until 1947, when Jones Stadium was completed and named for the former president of Texas Tech and his wife.

Jones had launched the financial drive for the stadium by offering \$100,000 to the college board of directors in 3 percent bonds which, upon the death of both Dr.



and Mrs. Jones, was bequeathed to the college. According to a Nov. 28, 1947, Lubbock Avalanche-Journal newspaper story written by C.W. Ratliff, the new facility was one Texas Tech fans were excited about.

"Dreams of Texas Tech football fans for a modern athletic plant will be realized in its first step Saturday afternoon when a new \$400,000 concrete and steel football stadium will be dedicated to highlight the annual homecoming activities," Ratliff wrote.

At the time, seating capacity was only 18,000. The article provided details about the new facility, including future plans. "The new stadium is constructed on a site northwest of the old Tech field and is surrounded by extensive parking spaces.

"Only the two sides of the stadium, extending from the 10-yard lines have been constructed, but future plans call for the enclosing of both ends, completing the horseshoe and increasing capacity from approximately 18,000 to 45,000."

Tech's new home for football boasted 45 rows of seats, and Ratliff contrasted that with other well-known facilities. "Comparing the stadium with other stadia in the number of row seats, the University of Texas stadium has 51 rows of seats.



Clifford B. & Audrey
Jones Stadium

Celebrating 50 Years!

November 29, 1947
Texas Tech Football

"Dreams of Texas Tech football fans for a modern athletic plant will be realized in its first step Saturday afternoon when a new \$400,000 concrete and steel football stadium will be dedicated to highlight the annual homecoming activities."

C.W. Ratliff, Lubbock Avalanche-Journal (Nov. 28, 1947)

A&M's Kyle Field 40 rows, the Cotton Bowl in Dallas 40 rows and the lower tier of Yankee Stadium in New York, 40 rows."

Incidentally, Tech defeated arch rival Hardin-Simmons in the stadium's debut. The win secured the Border Conference Championship for Tech along with a bid to the Sun Bowl in El Paso.

In 1956, when Tech was admitted into the Southwest Conference, the school began acting on the initiative to expand the facility.

The first phase of construction began in 1959—including new athletic offices, dressing rooms and a more impressive press box. But it was the second phase of construction that caught the attention of Lubbock residents. Hundreds of fans remained, following the final game of the '59 season, to watch earth-moving equipment begin preliminary work that led to the excavation of the playing field to a depth of 28 feet.

Because the stadium needed to be widened eastward to allow more seating, seven sections of concrete and steel weighing more than six tons, had to be moved. Each section was pulled on steel rollers along iron rails for a distance of 226 feet, a three-month task.

The entire expansion was virtually complete for the following season's opening game against West Texas State. A record-setting crowd of more than 30,000

watched the Red Raiders defeat the Buffaloes 38-14.

Jones Stadium was made possible by yesterday's dreamers. It's appropriate that today's dreamers continue to visualize an even finer facility during the stadium's 50th anniversary.

Photographs courtesy of the Southwest Collection/Special Collections Library at Texas Tech. 