

IT'S THINGS LIKE THE MASKED RIDER, GETTING YOUR "GUNS UP"  
AND HEARING THE VICTORY BELLS RING IN THE ADMINISTRATION  
BELL TOWER. THEY ARE AS INTEGRAL TO YOUR COLLEGE MEMORIES  
AS THE COTTON, THE NEVER-ENDING SKY AND THE BRUTAL MARCH  
WINDS. IT'S TEXAS TECH, AND THESE ARE OUR TRADITIONS AND  
ICONS THAT MAKE US ALL PART OF THE SAME RED RAIDER FAMILY.

# THIS IS TEXAS TECH

BY JENNIFER RITZ

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( AND WE REALLY LOVE IT! )





## ADMINISTRATION BUILDING & THE CARILLON

The most widely recognized building on campus was modeled after La Universidad de Alcala de Hernaldes in Spain. This building houses the president's and chancellor's offices as well as the board of regents' office. The most notable portions of the building are the twin bell towers. The west tower houses The Carillon, and the east houses the Victory Bells. The Carillon was a gift from Ruth Baird Larabee. It contains 36 bells that were cast in The Netherlands. The Carillon's songs, which sound like a cross between bells and an organ, are occasionally heard pealing across campus. The bells were cast, tuned, framed and installed in 1966 for approximately \$26,000. The Victory Bells were a gift from the class of 1936; one is large, one small. They rang the first time at the class's graduation and ring for 30 minutes after men's and women's athletic victories and for special occasions. There is nothing quite as fulfilling as hearing the bells toll from the east tower after a Texas Tech victory—hence the line in our fight song: “And the Victory Bells will ring out!”



## GOIN' BAND

The Goin' Band is a fixture as old as Texas Tech. Few universities can boast, like Tech can, that they had marching bands from the very beginning. According to "The First Thirty Years," a book penned by Ruth Horn Andrews, daughter of President Paul W. Horn, the first Tech band, "a scraggly aggregation of 20 members," made its premiere in October 1925 at the first football game—Tech vs. McMurry. The score was 0-0. The band was under the direction of W.R. Waghorne, then head of the Department of Music. Since the first years, the band only became stronger and more well known. Today there are approximately 400 members in the Goin' Band from Raiderland. It can hardly be considered "scraggly," either.

Tech was the first school in the nation to allow females in its marching band, a move that kept the band afloat during the dry years of World War II. The Goin' Band is the pride of Texas Tech students and alumni. It's not unusual to hear a sports fan say, "We've never lost a halftime show."

In 1999 the band was awarded the highest honor for a collegiate marching program, the Sudler Trophy. The traveling trophy is awarded for demonstrating "particular excellence over a period of years." Past winners of the trophy include the programs at the University of Michigan, Michigan State University, Ohio State University, UCLA and Purdue.



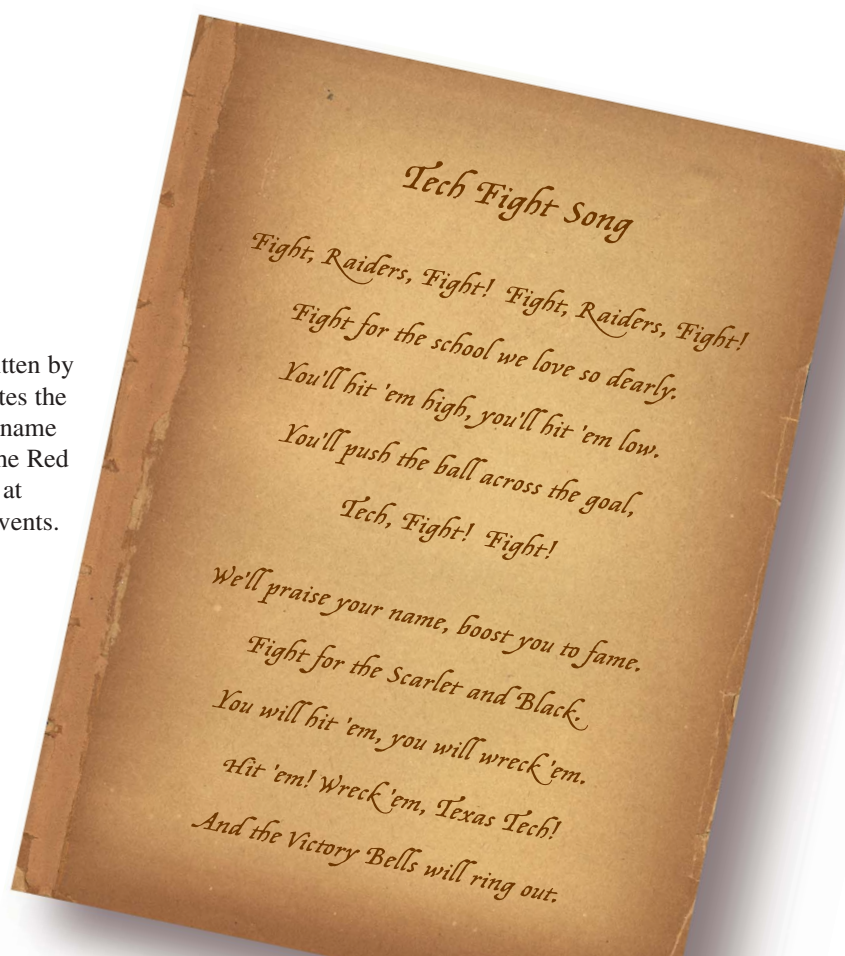
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LARRY STARR

## FIGHT SONG

The "Fight Song" was written by Carroll McMath and updates the Matadors, Tech's original name for the athletic teams, to the Red Raiders. The song is sung at many of Tech's sporting events.





### **CAROL OF LIGHTS / CHRISTMAS AT TECH**

The Carol of Lights, dubbed so in 1961, has illuminated the Lubbock sky since 1959. In the 1950s, it was a tradition for students to gather at Memorial Circle to sing Christmas carols and drink hot chocolate. Lights were strung; initially there were only 5,000 lights covering campus buildings. But, like all things in Texas, it had to be bigger.

Today more than 25,000 red, white and orange lights make up the spectacular display, which is usually held the first Friday in December. The event is sponsored by the Residence Halls Association. More than 20,000 people visit Tech's campus to witness the event. Spectators say they get goosebumps not from just the chill in the air, but also from watching the Masked Rider and torch-carrying Saddle Tramps parade around a darkened Memorial Circle, listening to the Texas Tech choir performing Christmas carols and the booming voice of William Hartwell singing "O Holy Night." Finally, with much anticipation, the flip of a switch turns the night aglow. The lights remain on from 6 p.m. until midnight every night until Jan. 1.

The lights are on more than six miles of wire and adorn 13 campus buildings. A single switch activates the relays to turn on all of the lights at once.

The Madrigal Dinner is another favorite Christmastime treat at Texas Tech, touted by the College of Visual and Performing Arts as a dinner that "is reminiscent of the Medieval era with singing, feasting, and frivolity." The event is held in mid-December.





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### **WILL ROGERS AND SOAPSUDS**

This statue has made an indelible mark on the hearts of every Red Raider; it is one of our finest icons. Undoubtedly many have never known why the statue is there, or they've forgotten.

Will Rogers, a humorist in the 1920s and '30s, donated \$200 for the Tech band to play at the football game against TCU on Oct. 20, 1926. He wanted people in Fort Worth to hear a "real band." During this trip, Rogers was encouraged by his long-time friend Amon G. Carter to put up \$1,500 to buy the band new uniforms. Carter matched the contribution. In 1948, the Amon G. Carter Foundation presented to Tech a statue of Rogers and his horse, Soapsuds, titled "Riding Into the Sunset." Executed by the late Electra Waggoner Biggs, who was only 18 years old at the time, the statue is one of only four like it in the United States. The statue is physically erected on what was known as "Soapsuds Pavilion east Memorial Circle" and offset 23 degrees north from west—some say in order to face the rear of the horse toward Texas A&M, a favorite Tech rival.

"Riding Into the Sunset" is wrapped in red crepe paper before each Tech football game and is occasionally wrapped in black to commemorate somber occasions, such as the passing of the statue's creator, Biggs, or after the Space Shuttle Columbia disaster.



## BLARNEY STONE

Allegedly a piece of the actual Blarney stone from the Blarney Castle in Dublin, Ireland, rests on the Texas Tech campus. The artifact is located behind the south port of the Electrical Engineering Building. Purportedly, a group of petroleum engineers found the stone March 7, 1939 while on a field trip. Exactly how it was determined to be a piece of the historic Irish castle is unknown—the story goes that the piece of stone was identical to a piece of the original Blarney Stone which disappeared from Blarney Castle in 1659. To mark the day, the engineers dedicated the monument amid speech making and music by the Goin' Band. Dosh McCreary, president of the Engineering Society, announced that in the future, upon graduation, engineers should kiss the Blarney Stone. He further added that only seniors were allowed to kiss the stone while underclassmen were expected to pay it the greatest of respect.

Legend has it, if you travel to the Blarney Castle in Dublin and kiss the Blarney stone, you will be endowed eternally with the gift of eloquence, or the gift of gab. Supposedly the same goes for Texas Tech's little piece of Blarney.



MELISSA GOODLETT



PHOTO SERVICES

## MEMORIAL CIRCLE

Located near the main entrance to campus, the Tech War Veterans Association dedicated this area in 1948. The monument in the center reads: "Memorial Circle: dedicated in 1948 by Texas Tech War Veterans Association to all whose service has brought honor to college and country." It is located in front of the Administration Building and contains a set of flagpoles in its center, which are also used in memorial services.

In 2002 The Pfluger Fountain was added to Memorial Circle. A dedication was held in April of 2002 to honor the Pfluger family of San Angelo, Texas, whose generous gift allowed for the construction of the water feature.

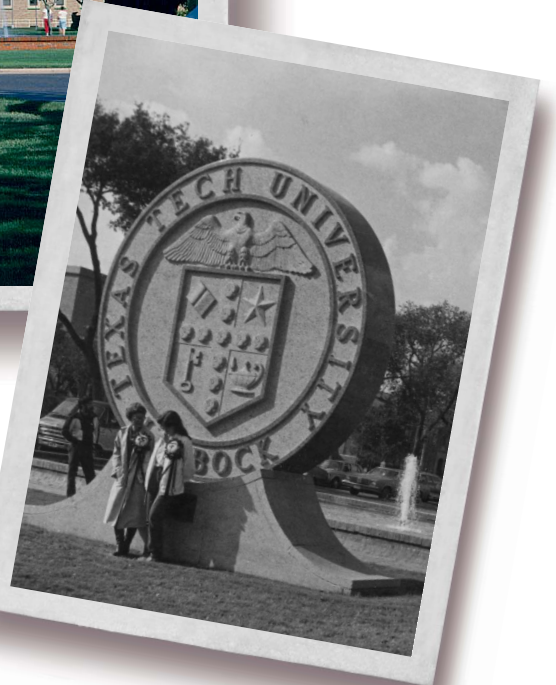




### THE SEAL

The red granite depiction of the seal of the university welcomes visitors to campus at the main entrance at the intersection of Broadway and University Avenues. The ground in front of the seal is worn away by several inches because of the popularity of students having their photos taken in front.

Designed by the campus master planner, William Ward Watkin, in 1924, the Tech Seal's symbols are the lamp, which represents "school," the key for "home," the book for "church" and the star for "state." Cotton bolls represent the area's strong cotton industry, and the eagle is suggestive of our country. The seal first appeared on Tech diplomas in 1948, but it wasn't officially approved as "The Seal of Texas Tech University" until 1953. On April 27, 1972, the seal was placed at the Broadway and University entrance to the campus in what became known as the Amon G. Carter Plaza. It is made of red granite and stands 12 feet high. It has been referred to by students through the years as "the Oreo."



### FREE SPEECH AREA

(Not shown) One of the greatest privileges of being an American extends to the college campus. Since the Student Union building was constructed in the 1950s, there has always been an area dedicated outside the building to free speech. No doubt in some eras the free speech area was used more than others, such as during times of war. Still today students and student groups use the area to spread their messages to passersby.

Recently, the outdoor Gazebo was designated as the free speech area. The Gazebo is located immediately east of the Southwest Collection building close to the corner of 15th Street and Boston Avenue. Utilizing the area requires no reservations—anyone wishing to use it can; it's first come, first served. Currently, students are voting on designation of a second free speech area on campus.



PARTLY CLOUDY  
High 55 / Low 27  
Tomorrow:  
High 57 / Low 33

# The University Daily

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## Regents approve \$3/hour transportation fee

SGA PRESIDENT KELLI Stumbo presents ideas on a student request advisory board and input on increasing university fees to the Board of Regents on Thursday in the Administration building.

HEATHER DOUGHERTY Staff Photographer



By Kelly McAlister/Staff Reporter

Executive members of the Texas Tech Student Government Association pushed through an increased transportation fee at the Thursday Board of Regents meeting, adding to the proposed 19 percent increase in tuition and fees for the academic year 2003-2004.

The mandatory fee will be an additional \$3 per credit hour for up to 15 hours and will be effective in the summer of 2003, along with the majority of the other proposed fee increases.

The originally proposed 19 percent increase accounted for an optional off-campus student transportation fee of \$50.

The additional fee results in an increase of no less than 21.5 percent, said Vice President of Fiscal Affairs Lynda Gilbert.

"(The administration) felt we had a re-

sponsibility to the parents and the students to not tax them any more than we had to," Gilbert said.

SGA President Kelli Stumbo told the Regents if the fee were left as optional, the bus service would not be adequately funded because the SGA did not think there would be enough students who opted for the fee to \$50,000 this year.

The fee will include on- and off-campus bus service, as well as Chibul service throughout the city.

"It is necessary to have this fee," Stumbo said. "We have to have a way of getting (students) to the classroom."

Stumbo said there are not currently enough parking spaces to accommodate the proposed influx in student enrollment.

"(The SGA) has evaluated all (its) options," she said. "The student government

can't promise anything that would decrease the amount of service (to students)."

SGA Executive Vice President Leigh Maurer said the increase is fair to students.

"I realize this is an increase for students, unfortunately," she said. "I feel with the \$3 per credit hour, it's a good compromise for the students."

Tech Interim President Donald Hargen said the fee could still change depending on the outcome of the Legislative session.

"We were trying to hold the fees down as much as possible," Hargen said. "I have no problem paying what we did."

Chancellor Dr. David Smith addressed the status of the state Legislature in terms of the budget effect on higher education.

The administration wants to minimize the short-term effect on the classroom, Smith said.

FILES continued on page 3

## Gonzales fills city manager vacancy

By Heidi Toth and Kelly McAlister/Staff Reporters

Tommy Gonzales, assistant city manager for community services, will serve as interim city manager following the retirement of City Manager Bob Cass.

Cass announced his retirement as city manager Wednesday after discussing it for several months.

Gonzales has worked with the city of Lubbock since June 1991 and had served in his previous position for three years.

He has shown outstanding leadership in several projects, Mayor Marc

"We currently wanted someone who was aggressive ... and could get the public confidence," McDougall said.

Gonzales said he is ready to take on the endeavors of the City Council.

"I will commit to the Council that very best," he said.

Cass said he had considered retiring, but budget issues came up and Municipal Power Agency, so he had stopped the discussions for the time being.

## SPIRIT PUMPED UP



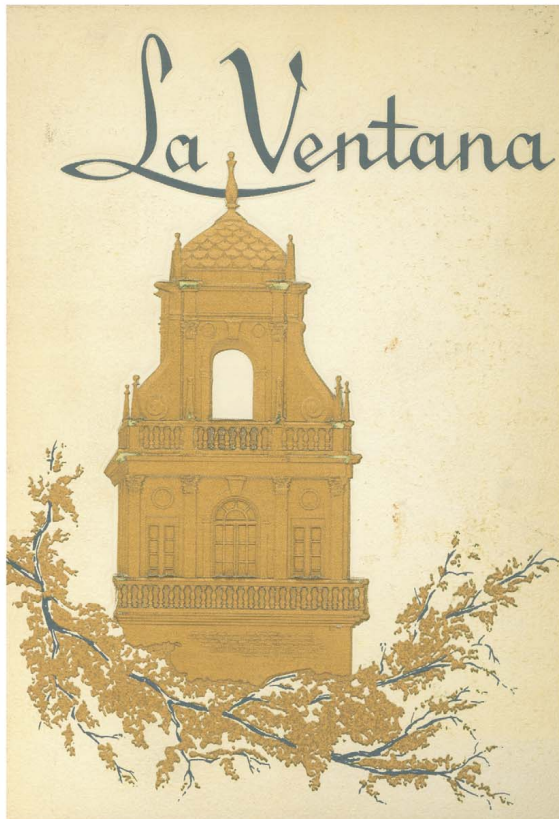
## STUDENT MEDIA

The *University Daily*, the campus paper, as well as the yearbook, "La Ventana," and the radio station, KTXT, are all a major part of campus life. Each organization depends heavily on student involvement. Students who work for these entities garner real-life experience that can't be offered in the classroom.

The *UD* is a student-run paper, which means it operates independently from Texas Tech administration. This autonomy allows *The UD* staff a great amount of latitude. *The UD* has long been a popular public forum used by students, faculty and staff to air opinions and grievances. First issued in 1926 as *The Toreador*, *The University Daily* is an official student publication designated by the Board of Regents to serve as a medium of mass communication for the campus community and to provide practical experience for students majoring in various aspects of mass communications or other disciplines.

The "La Ventana" was first issued in 1926 and is an official student publication designated by the Board of Regents to serve as a comprehensive written and photographic record of any given year in the history of Texas Tech University. "La Ventana" means "The Window" in Spanish.

KTXT, 88.1 on your FM dial, has been around for more than 40 years. Texas Tech owns this campus radio station, which is also student-run. KTXT offers the Lubbock area a mix of alternative and other music genres. The station also reports campus news and information. If you've been gone from Lubbock a long time and miss the good ole days, KTXT-FM can be heard online at [www.ktxt.net](http://www.ktxt.net).







### HIGH RIDERS

A booster club of sorts for women's athletics, the High Riders have been at Tech since Nov. 2, 1976. This spirit organization is the female counterpart of the Saddle Tramps. They take part in parades, various campus events and ring the Victory Bells after a women's athletics team wins.

### GUNS UP

A 1998 issue of the *Texas Techsan* documents the origins of our well-known "Guns Up" symbol. L. Glenn Dippel '61 wrote that he and his wife, Roxie '70, were living in Austin in 1970. The omnipresent "Hook 'em Horns" hand signal was wearing on the Dippels. After much experimentation, the Dippels came up with the hand sign for a gun after looking long and hard at Raider Red and his oversized pistols. In 1971 Dippel and two fellow Red Raiders, brothers Bill '68 and Roger '72 von Rosenberg, had decals made that displayed the phrase "Gun 'Em Down." Dippel contacted the Saddle Tramps and explained the decal. The Guns Up hand symbol was adopted and implemented by the Saddle Tramps and Texas Tech cheerleaders. The tradition is one of Tech's most recognized.

### RED & BLACK

Red and black are the traditional colors of the matador. The wife of Ewing Young Freeland, an early Tech football coach, came up with the name Matadors because it reflected the Spanish architecture of campus. The college colors of "scarlet" and black as well as the team name "Matadors" were adopted by students March 15, 1926. While the school colors remain, the name Matador has faded away.



### RED RAIDERS

Tech students were known in the early years as the Matadors until 1932, when *Lubbock Avalanche-Journal* sports writer Collier Paris, noting the team's red uniforms, wrote "The Red Raiders from Texas Tech, terror of the Southwest this year, swooped into the New Mexico University camp today." By 1936 the Matadors were history, and the Red Raiders ruled.



## Matador Song

Fight, Matadors, for Tech!  
Songs of love we'll sing to thee,  
Bear our banners far and wide,  
Ever to be our pride,

Fearless champions ever be.  
Stand on heights of victory.  
Strive for honor evermore.  
Long live the Matadors!

## MATADOR SONG

The writing of Texas Tech's alma mater was the result of a contest. The school newspaper, then called *The Toreador*, sponsored the contest and offered \$25 to the winner. R.C. Marshall, who was the 1931 "La Ventana" editor, was deemed to have written the best song. With exception of Harry LeMaire's (the Goin' Band's director from 1926-1934) 1931 re-write of the music to *The Matador Song*, it has remained the same.

*Music by Harry LeMaire, words by R.C. Marshall*

## RAIDER RED

The cartoonish Raider Red, oft compared to Looney Tunes' Yosemite Sam, has been a crowd favorite since his appearance in the early 1970s. Raider Red was created due to the Southwest Conference rule instated in 1971 that prohibited teams from taking live animals to non-home games unless the host team had no objections. If the Masked Rider was not allowed at a game, Raider Red showed up in his stead. Jim Gaspard, a Saddle Tramp, created Raider Red from a drawing by the late cartoonist Dirk West.



Raider Red is known for firing up crowds, especially when he fires his two "guns" after each Red Raider touchdown. Raider Red is always a Saddle Tramp, and his identity has always been kept secret from the students.

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## SADDLE TRAMPS AND THE MIDNIGHT RAIDERS

(Not shown) Seen at football games, homecoming events and the Carol of Lights, the Saddle Tramps are a long-time Tech icon.

Arch Lamb '39 formed the group when he was a student in 1936. The Midnight Raiders, a subset of the organization, "paint the campus red" with crepe paper before big home games.

Tramps also ring Bangin' Bertha and ring the Victory Bells after a men's athletic team wins.





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### MASKED RIDER

The tradition that brings so much pride and enthusiasm to being a Texas Tech fan had an intriguing beginning and an even more amazing history. The tradition began as a gag in the mid-1930s—George Tate '37 shocked football fans when he and a trusty palomino named Tony or Silver, depending on your source, led the football team onto the football field then just as quickly fled the scene. Tate, whose identity was kept a secret, borrowed a pair of cowboy boots from his roommate and sported a scarlet satin cape made by the Home Economics Department. He had been coaxed by pals to sneak a horse from the Tech barn and to make the first appearance as the mysterious Red Raider.

The Red Raider and his trusty steed appeared only sporadically until 1954, when Joe Kirk Fulton was asked by Tech's football coach DeWitt Weaver to travel to the Gator Bowl in Jacksonville, Fla. Tech was hoping for a spot in the Southwest Conference. Because Tech was the only school lacking a mascot, it is believed that DeWitt thought creating a mascot might aid Tech's admission into the conference.

So it was in 1954 when the Masked Rider became an official Tech tradition. The program has had its ups and downs. The first female Masked Rider raised a monumental ruckus but turned out to be a boon to the program. Then there's the bad luck that has plagued the horses used for the tradition and the occasional smooshed referee and cheerleader. But through it all, the tradition remains intact. It is still the most thrilling part of a football game to see the Masked Rider astride a black steed tear across the emerald turf of the gridiron.



TEXAS TECHS AN FILES

### BANGIN' BERTHA

Recognized most easily by football fans, Bangin' Bertha is a large bell hauled on a trailer to all Tech home and away football games by the Saddle Tramps. The bell was designed by Tech employee and Saddle Tramp sponsor Joe Winegar and paid for by Santa Fe Railroad.



## { "NEW" TRADITIONS }

*Events we hope will become long-term traditions.*

### SINGLE RING TRADITION

Since 1999, The Official TTAA Class Ring has been the universal symbol of academic achievement at Texas Tech. The single ring is a tradition that was brought back from the 1950s that encompasses the Double T, Masked Rider, Administration Bell Tower and the Texas Tech seal. Cast inside each ring is "Strive For Honor," taken from "The Matador Song." Rings are presented by the university president at the Official Ring Ceremony in the Merket Alumni Center. The ring is available exclusively to graduates of Tech and enrolled students who have completed at least 60 credit hours and have achieved junior or senior standing. The program was initiated to establish one ring for Tech graduates. The Alumni Association's ring is the only "official" ring of Texas Tech University. Since the tradition was revitalized, more than 5,000 students and alumni have become a part of the tradition.



### RED RAIDER CAMP

(Not shown) Held every summer at Texas Tech's Junction, Texas, campus, Red Raider Camp is a brief but intense course on Texas Tech and college life for incoming freshman. Future Red Raiders leave Red Raider Camp with a strong grasp of Tech history and traditions and what it takes to succeed academically. The camp is new, having just been started in 2001 by then-Texas Tech President David Schmidly. But, as the student body size at Tech continues to grow, Red Raider Camp will be a necessity for new students to feel a part of the university.

### ARBOR DAY

This was a tradition that began in the 1930s and fell by the wayside until Debbie Montford, wife of Chancellor John T. Montford, revitalized the event in 1999. In 1938, the vast campus's lack of trees and shrubbery caused President Bradford Knapp to proclaim that one day each spring would be dedicated to beautifying the campus. The first Arbor Day at Texas Tech University was March 2, 1938, where students, faculty, and university organizations planted 20,000 trees and shrubs around the campus. Classes were dismissed at noon on this particular day to enable people to participate in the plantings. A chuckwagon served as the refreshment stand, offering doughnuts and coffee. For about 10 years, the Arbor Day celebrations continued until the university was able to fund a maintenance program and landscape architect. The tradition of students, faculty and campus organizations celebrating Arbor Day eventually faded. The new/old event is held each April and was held this year on April 25. For the benefit of campus beautification, hopes are high that it will remain a tradition.



# ON THE CUTTING ROOM FLOOR

*Traditions that aren't – and traditions that faded or flopped.*



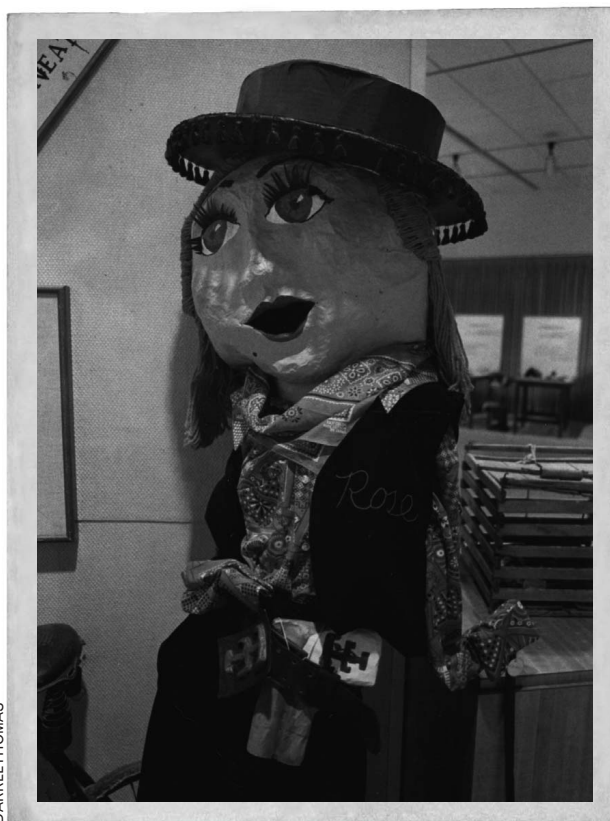
## FISH 'N SLIME 'N BEANIE HATS

Freshmen were readily and openly harassed at Texas Tech until the 1960s. Freshman were called both "Slime" and "Fish" and were taunted and hazed if they wore their high school letters. They were required to wear beanies until Thanksgiving, unless Tech won its Homecoming football game. Slime were required to sit together during football games, and the men had to participate in a "shoe rush" by placing their shoes on the 50-yard line and scrambling to recover them at the "go" signal.

This "Slime" cap belonged to the late J.S. (Jay) Craddock Jr. '39, of Robert Lee, Texas. The cap was donated to the Texas Tech Alumni Association by his wife, Marian Craddock.

## RAIDER ROSE

An effort at a female version of Raider Red that flopped. The picture says it all.



DARRELTOMAS

*"No one  
understands  
me..."*

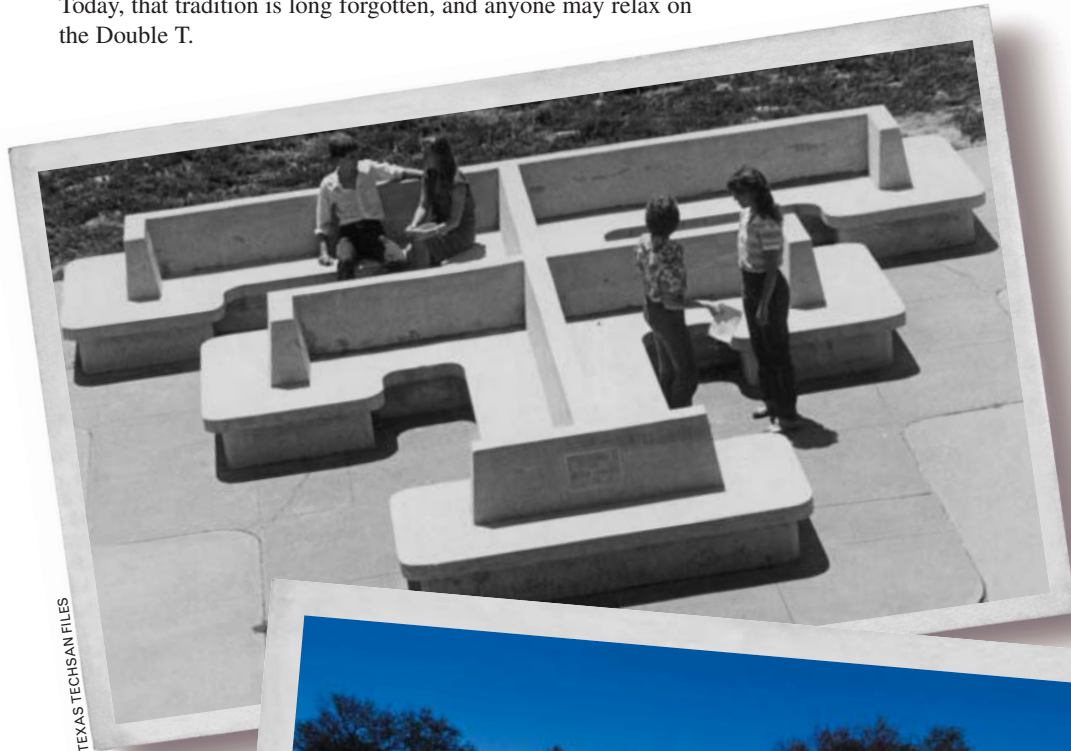


## TORTILLA TOSSING

This football game activity brings sheer joy to many frenzied students and misery to the Tech administration, not to mention the numerous "delay of game" penalties it has brought to the football team. Tortilla tossing began sometime in the early 1990s, most likely 1994, and has continued sporadically since. Current students call it a tradition, but those graduating before the mid-1990s call it poor sportsmanship and silly. Although when this activity started is known, exactly why tortillas are tossed sky-high is a mystery.

### DOUBLE T BENCH

Located near the Preston Smith statue behind the Administration Building is a large cement Double T bench. The bench was the senior gift from the class of 1931. Back in the early days of Texas Tech, only seniors were allowed to perch upon the bench. Today, that tradition is long forgotten, and anyone may relax on the Double T.



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MELISSA GOODLETT

### SOUTHWEST CONFERENCE CIRCLE

This tradition didn't flop, per se, because in 1996, when Texas Tech joined with 11 other universities to create the Big 12 Conference, anything emblazoned with the words "Southwest Conference" became obsolete. The SWC Circle was the site of many pep rallies and spirit events since its construction in 1956—the year the conference was established. The circle wasn't perfect, anyway. It lacked a depiction of University of Houston's mascot because Houston was the last school added to the SWC, and it included the Arkansas Razorbacks, who eventually pulled out of the SWC.

*Sources: Texas Techsan Magazine files, Center for Campus Life and the booklet "Tech Traditions" by Marsha Gustafson and Curt Langford.*



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