Once a Red Raider Always a Red Raider

In a role reversal, the men dressed up in drag while the ladies played ball for the 1954-55 Wash Bowl. The cheerful "cheerleaders" in this photo certainly would have failed the university's dress code for men.

On Sept. 18, 2005, the Southwest Collection will officially celebrate its golden anniversary, marking 50 years of collecting and preserving historically important materials. While ranching, sports, politics and agriculture are the most prominent collecting themes, another area of importance is the University Archives.

The University Archives is, in essence, a shrine to the alumni, administration, students and faculty of Texas Tech. It houses the documents and memorabilia on the establishment of Texas Tech, follows the course of its growing pains and highlights its accomplishments and challenges.

Memorabilia and photographs of student life at Tech are by far some of the most fascinating materials. Between 1940 and 1975, a publication called Tech Tips set out the rules for how students should dress, conduct themselves and build social connections. Women were told what articles of clothing were appropriate for which situation and proper etiquette for each social occasion. Men were reminded that dress was casual at Tech but that athletic attire and pajamas were not permitted in the dining halls.

Clothing did make the man or woman, so to speak. Some of the gowns, particularly the beaded evening dresses, worn by Tech beauties were amazing, as were the high fashion outfits of the 1940s. For the men, nothing was more striking than to be seen in their varsity jerseys.

The social scene has certainly changed. In the early years of Tech, university-wide extravagant dances and pageants were held in order for students to mingle. Today, most social events are limited to the members of that organization. No campus-wide dance or pageant exists, which is too bad, as it was an opportunity for students from all disciplines and ranks to get together. Carol of Lights seems to be the lone holdover of this sort for the mixing of the classes and public.

Athletics obviously was an area of social bonding as it brought together the athletes and fans for a common purpose. With one of the largest marching bands in the States, the Coon Band from Raiderland was certainly important on the student scene. If you weren't a member in the band, you were a fan cheering for it. No matter which way the game went, the band was always there doing its...
job. In a 1969 interview in *Southwestern Musician*, Band Director Dr. O. Wiley explained how important the band was, stating that Coach Pete Bowden would visit before a difficult game and say, "If we lose this week, we're going to lose the whole season.

When looking through materials in the University Archives, it's easy to overlook an important thread that runs throughout the school's history: the heart of the university. Some become stars while in school, others after they graduate. Many return to Texas Tech as alumni and want to leave lasting reminders of their college days. The University Archives has grown by leaps and bounds in 50 years, largely due to donations from Tech faculty, students, and student organizations. If you want to see who and what Texas Tech is, look at our students, current and former. Their accomplishments and donations tell you what it is to be a Red Raider.

A student adjusts her bow tie in the mirror. A popular rite of passage was for students to wait (impatiently) labeled with the word "lines" followed by their name. A rather odd form of being "ties" today's standards.