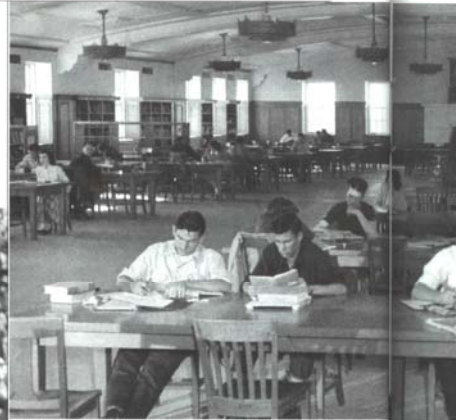


Once a Red Raider Always a Red Raider



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.



In the 1950s, students quietly studied their books in the Central Reading Room of the Library. Not a peep was heard. Walking into the Library today, the scene is quite different. Students now cluster around high speed computer terminals to work on class assignments or huddle together in one of the many gathering places to work on group projects.

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.

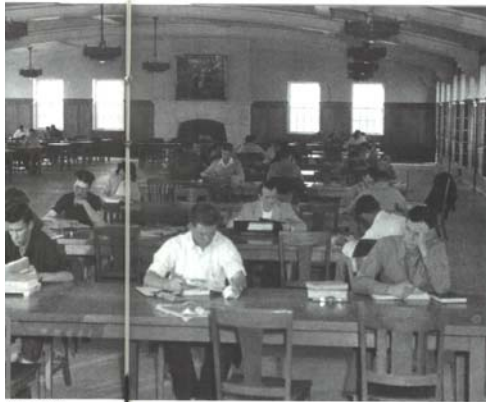
The social scene has certainly changed. In the early years of Tech, university-wide extravagant dances and pageants were

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 rank 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 Goin' 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

Where's the back of the line? Tuition payment was rather chaotic in the 1950s, as evident from this photo. Things have improved- now, a single line stretches all the length of Drane Hall and sometimes out the door, but at least one can find the front and back of the line.





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job. In a 1969 interview in *Southwestern Musician*, Band Director D. O. Wiley explained how important the band was, stating that Coach Pete Cawthon would visit before a difficult game and say, "Prof, I want you to put on a good show because I don't think we are going to!"

When looking through materials in the University Archives, it's easy to overlook an important thread that runs throughout. That is, what it was like to be a student at Texas Tech. Students are 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 to our students, current and former. Their accomplishments and donations tell you what it is to be a Red Raider. ■

A student adjusts her beanie in the mirror. A popular rite of passage was for students to wear beanies labeled with the word "Slime" followed by their name. A rather mild form of hazing by today's standards.



A sharp dressed man in a fancy car never fails to catch a lady's eye. Here, these Red Raiders prepare to head off for the 1938 Cotton Bowl dressed in their finest. Pictured are John Allensworth, Jacques O'Rear, Franklin Mast, Dey Suddeth, Elmo Morrison, Thomas Rutledge, Ardell Taylor and Nair Lair.

"Handsome" Ransom Walker lettered in track, football and basketball and was captain of Tech's first football team and the 1926 basketball team. His scrapbook and eight football jerseys join a growing collection of sports collections donated by family members who want their materials preserved and available for researcher use. Much history would have been lost had these family members tossed their materials in the trash.

