Southwest Conference Memories Live On...

It was 7:45 p.m. Pacific time on June 1, 1996. The final competitive event in the history of the Southwest Conference took place miles from the borders of the Lone Star state. Baylor’s 4 x 400 men’s relay team had just won first place in the NCAA track and field championships. Over the course of the legendary conference’s 82-year history, the state of Texas, along with Arkansas and Oklahoma had supplied the nation with some of the best in collegiate athletic competition. The Southwest Conference has generated such legends as Carl Lewis, Doak Walker, Sheryl Swoopes, Darrell Royal, Teddy Lyons, Earl Campbell, and Andre Ware. 1996 marked the end of an era.

Three weeks after the Baylor relay team won in Eugene, Oregon, Southwest Collection/Special Collections Library staffers Abel Ramirez and Daniel Sanchez were in Dallas helping to box up what remained of the defunct conference. Along with bits and pieces of memorabilia, the two trucked back to Lubbock some 500 to 600 boxes of archival records including game day programs, minutes of early conference meetings, books and other documents. Since the trip to Dallas eight years ago, archive staffers have effectively organized the Southwest Conference Collection, which offers a wealth of information about college athletics during the 20th century. The SWC Collection is part of the frame-work for a Sports Initiative launched by the Archive three years ago (see sports initiative, this issue), which continues to add memorabilia, oral histories, photographs, films and other material for researchers.

The Southwest Intercollegiate Athletic Conference originated on May 8, 1914 at a meeting in Dallas at the Oriental Hotel with Arkansas, Baylor, Oklahoma, Oklahoma A&M (Oklahoma State), Rice, Southwestern, Texas and Texas A&M as founding members. In 1918, Southern Methodist (SMU) joined the group as did Phillips University in 1920, Texas Christian (TCU) in 1923, Texas Tech in 1956 and Houston in 1971. Sixty-two national championship teams in fifteen different sports came from the ranks of the Southwest Conference. The Heisman Trophy was awarded to players in the conference numerous times, and a multitude of both men and women went on to compete in Olympic and professional sports.

continued on page 2
In a special May 12, 1956 edition of The Toreador, Tech’s student newspaper, students, coaches and administration alike were overjoyed at the announcement made in Fayetteville, Arkansas to admit the college.

**Long Road for Tech**

Texas Tech’s bid for admission to the Southwest Athletic Conference (the word “intercollegiate” was dropped in 1916) was long and arduous. Tech initially approached the conference in 1927 just a few years after the founding of what was then Texas Technological College to ask for admittance, but was turned down repeatedly over the next three decades. Although politics undoubtedly played a role in the decisions to keep Tech out of the conference, some other factors in the mid-1950s probably turned the tide in Tech’s favor. Completion of a new 10,000-seat coliseum for home basketball games coincided with plans to enlarge 27,000-seat Jones Stadium in 1956. Enduring criticism over Tech’s lack of strong spring sports programs ended when the school decided to upgrade those programs. Perhaps equally important was the fact that of all state-supported schools, Texas Tech had the second highest student enrollment in Texas at the time. Given those factors, and Tech’s consistently high performance in the Border Conference, newspapers across the state took up the battle to include Tech in the SWC. In a special May 12, 1956 edition of The Toreador, Tech’s student newspaper, students, coaches and administration alike were overjoyed at the announcement made in Fayetteville, Arkansas to admit the college. Although Tech’s record to that time in football against SWC foes was 17 wins and 47 losses, basketball and football coaches felt confident that Tech could hold its own in the conference. Interestingly, Tech’s basketball coach, Polk Robison would be counting on future success largely due to a freshman “Picador” team which had gone 12-1 for the 1955-56 season and included Gerald Myers on its roster. Myers, of course, is now Tech’s athletic director.

**Politics & Money**

As in Texas Tech’s late entry into the Southwest Conference, politics played a role in the demise of the conference. With not often held power in Austin’s statehouse, a contingent of lawmakers including then Lieutenant Governor, Bob Bullock, and former Tech football player, Robert Junell, a member of the House Appropriations Committee, may have forced the hand of Texas A&M to join Tech, Baylor, and the University of Texas in going to the Big Eight Conference.

While Tech, UT and Baylor had planned on leaving the Southwest Conference as early as 1994, A&M had planned to join the Southeastern Conference, and Texas considered going its own way in the Big Eight without the likes of SMU, Tech, TCU, Rice or Houston. According to many in Austin at the time, Bullock and others applied pressure to keep A&M in the fold. The bottom line, however, was money. On June 30, 1996, the Southwest Athletic Conference came to a final close and officially disbanded. Four schools, Texas Tech University, the University of Texas, Texas A&M University, and Baylor University, joined the Big Eight Conference to create the Big Twelve Conference. The Big Twelve would give the Texas universities more media coverage and consequently more revenue for their individual schools. (see Demise of SWC, this issue)
Jorge Iber Examines Sports as Catalyst for Social Change

Athletic competition has long been seen as a metaphor for life. From the High Plains of Texas across America, the complexities found in life and the myriad hurdles faced along the way mirror large the experiences from the playing fields of youth. When nostalgia stirs the spirit and allows us to relive those experiences of yesteryear, we realize that lessons learned in the sweat and toil of a bright day in the springtime of our lives have stayed with us to the present.

The drama and spectacle of athletic competition mirrors as well the profound changes taking place in American society. The continued erosion of racial and gender barriers in athletic competition enriches not only the wide spectrum of sport, but also American life in general. Examined within the framework of the historical context in which they occurred, certain sporting events take on added significance. Such is the case with the 1961 Donna Redskins football squad from Texas' Rio Grande Valley.

Jorge Iber, longtime patron of the Southwest Collection/Special Collections Library and soon to be chair of the Texas Tech history department provides a view of this Cinderella team which made it all the way to the state playoffs---and won. Iber’s article, entitled “The Mexicans Showed Them: The 1961 Donna Redskins and their Drive to the Texas State Football Championship,” appeared in the March issue of the International Journal for the History of Sport.

Iber shows how the impact of a single successful football season served to engender social change. In 1961, nobody, including the leading schoolboy football pundits of the day gave the Donna Redskins much of a chance of making themselves heard outside the Rio Grande Valley. However, by the end of the season, not only did observers from all across Texas rethink the way they viewed Mexican Americans on the gridiron, the players on the team itself viewed themselves in a much more positive light.

The prevailing thought, at least through the 1950s, was that Mexican Americans were simply not as smart, ambitious, competitive, nor aggressive enough to compete in athletic events alongside Anglo-American athletes. Over the years, such characterizations bred deep feelings of inferiority among the Valley’s Mexican American athletes and the population in general. Racism and prejudice aside, during the first half of the 20th century, it was poverty that kept many Mexican Americans off the field. The importance of saving one’s back for the arduous task of picking cotton or vegetables was not lost on many fathers who thought their sons would be wasting precious energy playing football.

Against such odds, the Redskins, with second-year coach Earl Scott, got off to a Rocky start, losing a scrimmage and two subsequent games to non-district foes. Rebounding against the Mission Eagles, the Redskins never looked back. Perhaps owing to discipline, a strenuous conditioning program and the first weight-training program in the Valley, the Redskins seemed to gain strength as they moved into the fourth quarter while opponents struggled to keep pace. Players never took their helmets off during timeouts. Sprinting to each huddle, the Redskins were cheered on by boisterous crowds that followed the team as it piled up eight consecutive wins before defeating Refugio, Devine, Sweeny and Brady in the playoffs. As they were in every game of the playoffs, the Redskins were underdogs to the heavily favored Quanah Indians from the northernmost reaches of the state. In a hotly fought contest, Donna won 28 to 21 in Austin’s Memorial Stadium. The victory brought the first state football championship in history to the Lower Rio Grande Valley.

Iber’s research reinforces the theory that sports play a significant role in destabilizing norms, expectations and stereotypes of minorities. He shows that the collective memory and culture of the entire Donna community was affected by the catalyzing event of winning a state championship. The feat united the community and served as a source of conversation and pride long after 1961. More than forty years later, the town’s water tower still proclaims the team in fading hues of maroon and gold as ‘1961 AA State Football Champions.’ Furthermore, Iber’s
SPORTS ARCHIVE INITIATIVE:
AN OVERVIEW

By Monte Monroe, Southwest Collection Archivist

The Southwest Collection/Special Collections Library (SWC) is widely regarded as a premier research facility for the study of American Cattle Ranching, Natural History, politics, and the history of the Southwestern U.S. Sports, however, represents another major area of collection development for the institution. The acquisition of the extensive records of the defunct Southwest Athletic Conference (SWAC), vaulted the SWC to national prominence as a major sports archive. Since then, additional records of national, regional, and local importance have been donated, processed, and made available for researchers to use.

For example, with the help of Texas Tech University (TTU) football legend, E. J. Holub, the SWC acquired the papers of John Mecom, the first owner of the New Orleans Saints football team. His records encompass thousands of documents that highlight the inception, early growth, and ultimate sale of the franchise. The collection is a goldmine for business and sports scholars alike. The SWC staff has interviewed other sports entrepreneurs, such as Lamar Hunt, the owner of the Kansas City Chiefs.

Of additional significance, in 2002, Dr. Judi Henry, Senior Associate Athletic Director at TTU, donated the records of women’s sports leader, Jeannine McHaney. Although smaller in scope than the Mecom collection, the McHaney papers nonetheless provide important information about the career of the first women's athletic director at Tech. A pioneer in women’s sports, both in Texas and at the national level, McHaney led Tech into the post-Title IX era. Before her untimely death in 1993, she saw the TTU Lady Raiders capture the national title in basketball. Henry further donated papers
from Dr. Margaret “Peg” Wilson, former chair of the Health, Exercise and Sports Sciences Department (HESD), which included minutes from various women’s sports organizations. She also donated records relating to the Double T Booster Club from Jim Bob Jones, the former Director of Student Affairs at Texas Tech Medical School and a women’s basketball program supporter.

Oral histories represent another key aspect of collecting sports history. The SWC staff, interested volunteers, such as Bill Tynan, who is researching for a biography of legendary sports announcer Jack Dale, sports scholars like Professor Jorge Iber, incoming chairman of the TTU history department, routinely conduct interviews that are added to the sports archive. These sports enthusiasts make contact with former team members at Tech, as well as with athletes throughout Texas and the region, to gather oral histories and solicit manuscript and scrapbook materials of interest to researchers. Iber, for example, is doing extensive research on E. C. Lerma, the first Hispanic high school football coach to be inducted into the Texas Sports Hall of Fame. Utilizing the facilities at the SWC, Iber has conducted over fifty interviews with former Lerma student athletes, friends, family members, and colleagues. These histories relate not only to sports, but to subjects including: diversity, discrimination, immigration, Duval County politics, and personal excellence. The interviews are part of the SWC sports holdings.

Further, Dr. Henry has diligently assisted the SWC in efforts to gather interviews with the entire 1993 Lady Raider Championship team. Oral historians at the SWC are also actively collecting interviews and materials from groups as divergent as the members of the first Lady Raider Fencing Team and members of the men’s TTU Border Conference championship teams. In this regard, the SWC has teamed up with staff in the TTU Athletic Department and with Mike Gustafson of the TTU Letterman’s Association. These and other interview series are ongoing (see One on One, this issue).

The SWC sports collection encompasses not only manuscript materials and oral histories, but an impressive amount of photograph, film, video, and media-related items as well. Most of the extant game films of the TTU football program are preserved at the archive. Audio-video archivist, Richard Kyle, catalogues and preserves hundreds of visual items in a climate controlled environment. He routinely processes requests for researchers interested in the visual materials of the Southwest Conference and TTU. Lynn Whitfield, the University archivist, acquires departmental records, team and individual photographs, media guides, game programs, and even uniforms (see Glory Days, this issue).

The sports archive initiative is an ongoing program, encompassing overlapping phases of collecting emphasis. For instance, over the past year the SWC staff has worked at collecting the human and institutional memory of one of the most prestigious women’s collegiate basketball programs in the country, the TTU Lady Raiders. Concomitant with that project, interviews will be conducted with athletes who played for and coaches who coached women’s intercollegiate sports. The interviews are ongoing (see One on One, this issue).

The SWC sports collection encompasses not only manuscript materials and oral histories, but an impressive amount of photograph, film, video, and media-related items as well.
The sports collections within the Texas Tech University Archives are among the most requested and used. Holdings span the lifetime of Texas Tech and reflect the social and economic changes the athletic departments underwent as Tech evolved from a small college to a major university.

One of our older collections, the **Health, Physical Education and Recreation (HPER)** records shed light on the budgetary problems and growing pains of the department in the late 1960s and early 1970s as Texas Tech grew exponentially. At that time, all women’s athletic competitions, training and education were conducted under the auspices of HPER.

Then Chairman, Dr. Margaret E. Wilson sought to keep her department afloat financially while maintaining the quality and variety of courses. “Women physical educators for decades have been teaching to mediocrity. It is time to recognize the superior women students as we have long recognized motor superiority in men,” Wilson remarked in a letter to Chairman Bill Powell of South Plains College.

The strength of Texas Tech’s women’s athletics, such that it was, was evident to other institutions which sought to create similar programs. Letters arrived asking for copies of HPER’s annual catalog in order to prepare incoming and transferring students. Requirements for HPER students included annual checkups, a posture analysis and a proficiency profile.

Space was a large problem for women’s athletics programs. In 1967, there were already approximately 330 female majors at Texas Tech and, although the men and women’s physical education classes were offered separately, they did at times have to share facilities. Female students were only allotted 12 hours per week to use the campus’s only swimming pool, which happened to reside in the Men’s Gym. Bowling classes held at the Lubbock Bowling Club overflowed in 1967 when 64 students proved to be more than the facility could handle.

Financial aid was another problem. In response to numerous letters requesting athletic scholarships for incoming students, Wilson explained that Tech competed under the rules of the Texas Commission on Intercollegiate Athletics and that any student who received such a scholarship
teams at TTU and other SWAC schools before the implementation of Title IX. To accomplish the task, the SWC works with experts in the subject, such as Drs. Judi Henry and Liz Hall, the former chair of the HESS and current Vice Provost of TTU. They provide guidance about collection opportunities within the broader women’s sports community and help identify organizational records. Concurrently, the records of men’s athletic programs are sought in a similar manner.

Further, so as to bolster the Southwest Athletic Conference and intercollegiate sports holdings at the SWC, our oral historians plan to interview athletes, coaches, players, sportswriters, game officials, former conference officers, university athletic administrators, and members of various sports organizations to build a more complete history of that organization for researchers. Of equal importance, the SWC is concurrently collecting interviews and materials from prominent local coaches in a multiplicity of sports. Last but not least, during the past year the SWC, through the office of the TTU President, approached the Big XII Athletic Conference about becoming its archive of record and it is hoped that the plan will become reality. In the meantime, the SWC staff will continue to collect the history of sport as resources and time permit.

The Demise of the Southwest Conference: A Brief Commentary
By Abel Ramirez

A number of factors caused the fall of the Southwest Conference (SWC): social and economic patterns, scandals, game attendance, the television market and money, and finally politics. By the year 1996 the conference had four state schools and four private schools. This long-time arrangement would not work for very long in the new era of collegiate sports and television. State schools attracted a larger clientele than private schools, because enrollment was less expensive at state universities. Private schools, not subsidized by the state, had to compete with state schools which brought more fans and money to their stadiums.

The private institutions had their days in the sun from 1920-1960. Known as the “Glory Days”, they generated players like Doak Walker (SMU), Sammy Baugh (TCU), and Don Meredith (SMU). As the years rolled by, however, private institutions found it difficult to attract large crowds. The Big Ten and Big Eight were doing far better.

Recruiting from rural areas changed as well. As Texas cities grew in population, universities began to recruit players from urban centers, in some cases going to other states. The rural areas lost their edge in producing the best players for the collegiate level. Then in the 1980s, the private schools, which had lost their days in the limelight, sought ways to regain their status. Such was the case with Southern Methodist University when the school’s athletic program was fined for illegally paying their student athletes. A two-year sanction in 1987-1988 against SMU ended all hopes for the school to regain its glory days. In the words of Fred Jacoby, one of the last commissioners of the Southwest Conference, it was “an agonizing period.” Other collegiate conference recruiters began coming into Texas and grabbing blue chip players which further hurt the Texas universities. The SWC developed perhaps an undue reputation which they were not able to shake loose, especially since the media was digging up one dirty story after another to damage their image.

Then, with television, the ubiquitous entertainment device found in most consumers’
The Landscape of Sports History
For more information on how you can preserve this sports legacy, contact Monte Monroe at monte.monroe@ttu.edu.
Sports Memories: One on One
by Daniel U. Sánchez, Assistant Oral Historian

The role of the Oral History Program (OHP) in the Southwest Collection/Special Collections Sports Initiative began in 1998 when David Marshall conducted interviews with Sammy Baugh and Bobby Cavazos. Since then, Marshall and I have conducted numerous sports history interviews, generated donations of materials, and developed ties with various individuals associated with sports. We have interviewed and met people with a wide-range of sports experiences and interests.

The Texas Tech athletics interviews are an eclectic mix and include the Lady Raiders 1993 NCAA Women’s Basketball National Championship squad, the TTU fencing squad, and last but certainly not least, members of the Bike “10” Group.

Back in 1996, I and a host of other SWC staffers went to Dallas, TX to retrieve the first donation of materials from the soon to be defunct Southwest Athletic Conference. Sports history materials and interviews were already a part of our growing collection; however, the donation of the Southwest Athletic Conference signaled an awakening in the potential research value of sports history. Shortly after moving into our new building, processing of the material donated from the SWC began and soon thereafter, discussions about potential interviews began.

David Marshall and I were charged with assisting in an effort to augment the SWAC materials through oral history interviews. Prior to our involvement, SWC staffers in conjunction with other interested parties developed a shortlist of former Southwest Athletic Conference officials, coaches, players, administrators and others whose stories would add to the official record.

Aside from creating this shortlist the SWC staffers began laying the foundation for our future work by contacting individuals. Interviews generated from the list included former Texas Tech University Athletic Director John Conley; current TTU AD Gerald Myers; long-time TTU supporter and broadcaster Jack Dale; former President of the SWAC and NCAA Allan Chapman; and SMU backer and founder of numerous professional sports including the American Football League, Lamar Hunt. David Marshall’s aforementioned interviews with Sammy Baugh and Bobby Cavazos are two of our most notable oral histories.

Sammy Baugh, a former Texas Christian University star and an icon in football circles established several records which stood the test of time for several years. One season he led the National Football League in passing and punting. Similarly, Cavazos is regarded with high esteem by his former teammates and anyone associated with TTU athletics. Cavazos established many school records and earned All-American status while only playing part-time. During Cavazos’ era, TTU’s football squad won consecutive bowl games.

While space constraints rule out chronicling every interview conducted with members of the SWAC shortlist, a few stand out. Chief amongst them is the Lamar Hunt interview. Hunt played on the freshman squad at Southern Methodist University and remains one of the SMU’s strongest supporters. Shortly after graduation Hunt inquired with the National Football League (NFL) about the possibilities of starting a football franchise in Dallas, Texas. The NFL informed him that Dallas was not a viable market. Undaunted, Hunt created the American Football League (AFL) and established the Dallas Texans as his franchise. Within weeks of the new league’s announcement, the NFL reversed their decision and created the Dallas Cowboys.

Initially, the two squads competed for the same market; however, Hunt eventually moved the Texans to Kansas City and renamed them the..
Kansas City Chiefs. During the mid-1960s the NFL and AFL merged. But the Texans and the AFL served only as starting point for Hunt’s sports empire. Hunt also created the World Championship Tennis Association, Major League Soccer, and is a part-owner of the National Basketball League’s Chicago Bulls. And while Hunt’s sports’ empire is a national treasure, others like Jake Dale offer stories with local ties. Until his recent retirement, Jake Dale served as the official “Voice of the Red Raiders”. His was the voice many of us grew up listening to on the radio broadcast of TTU’s Red Raider basketball games. Dale’s calls are easy to remember. Many a time we’d hear the simple, “He shoots! He scores!” I was fortunate enough to interview him during his 49th and next to last season of broadcasting Red Raider games.

Recently, I interviewed Gene Carpenter and Ned Underwood who both played on the TTU Men’s Basketball team that won three consecutive Border Conference Championships from 1953-1956. They played for Coach Robison and discussed Polk’s impact on them and the game of basketball. Carpenter’s favorite reminiscence is the time their squad faced Southern Methodist University in the NCAA playoffs. Tech was the three-time champion of the Border Conference and SMU came into the game ranked second in the nation, Champions of the SWC. Before the playoffs began, Tech, due to NCAA rules, suffered several eligibility blows. Two players had participated as freshmen and were therefore unavailable to play during the playoffs. Additionally, two transfer players were deemed ineligible for post-season play. Carpenter recalled that the trainer and a football player were added to the squad which prepared for two weeks before their contest with the mighty Mustangs.

No one gave Tech a chance of defeating SMU; however, during their two weeks of preparation Robison installed a full-court zone press defense. Tech’s new defensive scheme pestered SMU all night. And while SMU eventually won a one-point decision, it was not the cake walk everyone expected. Carpenter’s remembrance is only one of many stories TTU athletes have shared.

Another group we are currently interviewing is the Lady Raiders 1993 NCAA National Women’s Basketball Championship squad. Interviews conducted include Krista Kirkland Gerlich, Kim Pruitt, Cynthia Klinger Kinghorn, Michi Atkins, and Noel Johnson. Gerlich is currently an assistant coach with the Lady Raiders and our interview occurred early this season. Gerlich is currently an assistant coach with the Lady Raiders and our interview occurred early this season. Gerlich recalled events that she considers pivotal in her career, in Marsha Sharp’s coaching career and in the Lady Raiders program. The Lady Raiders went from “also ran” status in the SWC to SWC Champions and finally, National Champions.
brief examination of the careers of the ten Mexican Americans who played on the team shows that all of them successfully moved into middle class status, if not professional positions of employment. Perhaps most impressive, the longstanding accomplishments of the 1961 team provided role models and goals for the valley’s youth which was not available to previous generations.

Iber, who deposited his research interviews for the article with the Southwest Collection, often uses materials housed in the archive for his work. He has worked with SWC/SCL oral historian Daniel Sanchez, and with Southwest Collection Archivist, Monte Monroe on numerous projects. The SWC/SCL looks forward to a continued relationship with Dr. Iber.

The Rare Books Collection & Sports:  
An Almanac of Twelve Sports and Late Victorian England  
by  
Associate Librarian for Rare Books, Bruce Cammack

January: Hunting (Fox Hunting)  
February: Coursing (Hare Hunting)  
March: Racing (Horse Racing)  
April: Boating (Horse in front)  
May: Fishing (Woman Baiting Hook)  
June: Cricket  
July: Archery  
August: Coaching  
September: Shooting (Game Birds)  
October: Golf  
November: Boxing  
December: Skating

In the Southwest Collection/Special Collections Library Rare Books’ collection of 19th and 20th century American and British literature are over 400 books by Rudyard Kipling. One of the more interesting Kipling works is An Almanac of Twelve Sports, published in 1897. Designed and illustrated by the young English artist, William Nicholson, it was based on mid-19th century sporting calendars. Kipling’s contribution involved writing a poem for each of the twelve months.

The Almanac reflects the nature of recreation in late 19th century Britain, a time which saw enormous growth in the interest of sport. Most of the sports Nicholson illustrated had an enthusiastic following during the 1890s. Golf, October’s sport, had become widespread in England during the 1880s and boasted over 1,000 clubs by 1898. The development of the Saturday half-holiday enabled large numbers of gymnastics is documented in various correspondence from 1968. The department was able to offer only two gymnastic courses, not enough to fulfill wishes in starting a varsity gymnastics team. An unusual offering was the archery-rifle elective offered experimentally in 1968 in by Colonel Murphy of the Military Science Department. Dance classes were also popular among female students. In musical productions put on by the University Theatre, a HPER professor would choreograph dance numbers and have students participate.

Academically, Wilson struggled to keep her department strong as well. Many of the faculty had Master’s and PhD degrees. When the Courses and Curriculum Committee recommended in 1970 making P.E. courses pass-fail, as well as giving students the option of substituting band and basic ROTC in place of P.E., Dr. Wilson fired back, “I don’t feel P.E. is different from any other course in college such as math or English.”

Most departments on the Texas Tech campus continue to struggle with the university’s growth and financial demands. Athletic programs have become multi-million dollar entities seeking to win championships and turn out the next superstar player, while at the same time endeavoring to keep graduation rates high. The women’s athletic programs at Texas Tech have survived their meager beginnings to become some of the strongest programs in the nation.

continued on page 18

Glory days from page 11

Continued on page 13

Page 12
Some of the other sports holdings in the University Archives include:

**Manuscripts:**

- The **Athletic Council** The inventory can be viewed at [http://www.lib.utexas.edu/taro/ttuua/00012/tua-00012.html](http://www.lib.utexas.edu/taro/ttuua/00012/tua-00012.html)


- An athletic support organization, the **Red Raider Club** began in 1929 and merged with the athletics department in 1994. The inventory can be viewed at [http://www.lib.utexas.edu/taro/ttuua/00009/tua-00009.html](http://www.lib.utexas.edu/taro/ttuua/00009/tua-00009.html)

- The Sports Information Office serves in a public relations capacity as a liaison between the media and the athletic department. Dated from 1926-1999, the **Sports Information** Records consists of 40 boxes of news releases, correspondence, statistical information, scrapbooks, memorabilia and photographs.

- The six boxes of **University Interscholastic League** Records contain various agendas, reports, event results, handbooks, regional information, activities conference data, and University Interscholastic League awards. The videotape and newspapers also pertain to UIL activities and personnel.

**Memorabilia:**

- Dated from 1925-present, the **Texas Tech Game Programs** are published by the Texas Tech University Sports Information Office

- **Texas Tech Media Guides**, dated 1925-present, are published by the Texas Tech University Sports Information Office.

- The **Lady Raiders** winning season in 1993-1994 is documented in a one box collection containing news clippings, collectible player cards, and photographs.

- In 2000, the **Athletic Media Relations** Records were donated to the University Archives. The inventory can be viewed at [http://www.lib.utexas.edu/taro/ttuua/00149/tua-00149.html](http://www.lib.utexas.edu/taro/ttuua/00149/tua-00149.html)

- In 1965, the “The Pictures for Posterity” project was launched to document the start and evolution of Tech. The images became the **Heritage Club Photograph Collection**, and detail life at the university since its inception in the early 1920s to the 1980s. The inventory is searchable online at [http://swco.ttu.edu/audio_visual/HeritageClub/QueryForm.asp](http://swco.ttu.edu/audio_visual/HeritageClub/QueryForm.asp) and there are several scanned images that can be viewed.

**Scrapbooks:**

- After attending a reunion in 2002, **David Edward Olsen** donated his basketball scrapbook covering the 1965-1966 Picador Basketball team season.

- **Jim W. Reed** recently loaned for copying five scrapbooks detailing his basketball years from 1953-1956.

- Fellow teammate, **Eugene “Ichabod” Carpenter** loaned for copying two scrapbooks detailing his team’s winning of three consecutive Border Conference Championships from 1953-1956.

- A third teammate, **Ned Underwood** also loaned for copying his scrapbook and photographs.
Earlier this year, TTU Assistant Athletics Director Joe Hornady informed us about a reunion of TTU’s first women’s athletic traveling squad, the 1953-54 Women’s Fencing team. Additional interviews with this group are in the works. One could concentrate solely on TTU sports and never finish the story; however, they are not the only game in town.

Interviews with members of Lubbock’s Hispanic and Black communities enhance our understanding of sport, while placing it within the context of social challenges.

Other local stories come from all walks of life. Interviews with members of Lubbock’s Hispanic and Black communities enhance our understanding of sport, while placing it within the context of social challenges. In the days of separate but equal, even sports were delineated across racial and ethnic lines. Several early enthusiasts recall the difficulties encountered in the pursuit of sport.

Men such as Hediberto Gamez and Rufus Carrillo remain my favorite stories. Both men made significant contributions to local sport and yet remain somewhat undiscovered gems. Gamez, in a story reminiscent of Lamar Hunt’s experience with the NFL, helped establish Lubbock’s Northern Little League. The league was formed in response to local officials’ claims that the Guadalupe Barrio children lived outside of their official boundaries and were thus unable to join the existing Little League districts. Within weeks the barrio became united and started forming its own league. The following season the new league began making history.

Also during this time Rufus Carrillo began, making his mark. Carrillo boxed for Jack Helms North Lubbock Club and won many fights. His most memorable victory came at the expense of Odessa’s “El Aleman” Mullins. Carrillo entered the fight as the underdog, but by fight’s end the crowd began to chant for Carrillo who won that 1959 City Championship and continued boxing for a few years. Currently, Carrillo coaches his own boxing team and instills values his predecessor Helm preached to his charges. Similarly, several individuals have contributed to the role of African-Americans in our local and national sports scene.

Louis Kelley and D.C. Kinner are two such individuals. Kelley is recognized by his peers in the high school football ranks as one of the all-time best high school football coaches. His career at Dunbar and Estacado High School produced winners on the field and off. Many of his players excelled in college and a few became NFL stars. Mention players like Dennis Gentry, Thomas Howard, and Jerry Gray and one begins to grasp the reach of Kelley’s influence. On a smaller scale D.C. Kinner and his teammates on Lubbock’s Black Hubbers baseball squad also made their own history.

Our region’s sports history is vast. Daily we learn about new contacts. As our list grows, so does our enthusiasm to capture as much of our collective sports memories and materials as possible. Through networking and the acquisition of materials and oral histories, the OHP preserves sports history by retracing our collective steps onto the fields, diamonds, canvases, and arenas of West Texas and the Southwest.
homes, coverage of any aspect of social life could be beamed across the nation. Television attracted a large audience which generated money for companies which bought time slots to advertise their products. Collegiate sports now generated sufficient funds to pay the salaries of game officials, buy new equipment, or upgrade an old football stadium or basketball arena.

Fred Jacoby, in a speech given at the Southwest Collection on April 3, 1997 reflected on this issue. In 1983, the University of Oklahoma and the University of Georgia filed an antitrust lawsuit against the NCAA questioning who owned the rights of televised football games. Since the broadcast of the first football game on TV in 1952, the NCAA had owned all the rights. After the court ruling in 1983, the judicial system stated that the rights of televised football belonged to the institutions. In other words, the lawsuit deregulated college football on television. Afterwards, every conference did its best to attract lucrative TV contracts. The negative result of TV was that it could also pull fans out of stadiums and could be tough especially for private schools already finding it hard to fill stands. An aftereffect of televised deals was the realignment of various conferences throughout the nation such as when Penn State joined the Big Ten and Arkansas left the SWC to join the Southeastern Conference.

In time, Texas state politicians got behind the idea to bury the Southwest Conference, and create or merge with another conference to bring in the revenue necessary to keep collegiate sports attractive for stadium fans and television viewers. Initially, politics came into play in August 1990 at a meeting held at the Embassy Suites Hotel adjacent to the Oklahoma City Airport where representatives of the Big Eight initially balked at the idea of expanding their conference. Then in February 1994, Lt. Governor Bob Bullock held a special meeting in his office that sealed the SWC’s demise. Those who attended were William Cunningham, University of Texas Chancellor; William Mobley, Texas A&M Chancellor; Dean Gage, Interim Texas A&M President; State Senator David Sibley (Baylor graduate); State Senator John Montford, Chairman of the Senate Finance Committee and Texas Tech graduate; and former Speaker of the House Billy Clayton. Then there was state representative and former Texas Tech football player Robert Junell who sat on the House Appropriations Committee, and had the power to influence university budgets. In the end, Baylor, Texas, Texas A&M, and Texas Tech agreed to leave the Southwest Conference, (once the move was approved by the Board of Regents of each of the schools) and join the Big Eight to create a new conference named the Big Twelve.

In light of everything that has come forward since the Southwest Conference closed its doors to the world of collegiate sports, one thing is obvious and that is that the memories will live on. Who is to say that money and television will not force another collegiate athletic conference to close its own doors? Money can do much for an athletic program. However, too much money may lead to more scandals. There are some that say the NCAA needs to be reinvented. Others say student athletes need to be paid for their services. Whatever the thinking is, the Southwest Conference lives on in those who were there and in the records archived at the Southwest Collection/Special Collections Library.
Chip Hilton Sports Books and the Texas Tech Connection

Down by more than a dozen points at halftime, Valley Falls’ crunch player digs deep to rally his team in the second half and lead them to a victory in the state basketball championship... In another story, the versatile athlete becomes the school’s star pitcher and convinces his teammates that the only way they can succeed as individual players and win is to stick together as a team... This is the stuff of legend. This is Chip Hilton, all-American athlete, the real deal in the 1950s and 60s.

Chip Hilton was the real deal. At a time when integrity and character still counted, when crew cuts were popular the first time around, when free agency and negotiated contracts worth millions were the stuff of fantasy, when Communists seemingly lurked behind every bush to threaten American idealism, Hilton and his coach, “Rock” Rockwell exuded the ideals of “doing the right thing,” not for fame or fortune but simply because it was right. Hilton honored his mother and took care of his friends. He was unselfish to the core both on and off the athletic field. He even held an after school job at the local drugstore.

The Chip Hilton sports series, once popular reading for young, aspiring athletes in the 1950s and 60s is back, thanks to the author’s daughter and son-in-law, Cindy and Randy Farley. The Farleys have made only cosmetic changes to the series, updating the stories with language more common today than half a century ago, and adding computers. The stories, written by legendary hall of fame basketball coach, Clair Bee, first emerged in 1948 with the titles, Touchdown Pass and Championship Ball, the first of twenty three stories selling two million copies, the last one appearing in 1966 with the title, Hungry Hurler. Like its predecessors, Fiery Fullback, released by the Farleys posthumously in 2002, has a plot similar to those in the Hardy Boys detective series but is centered around sports. The Hilton plots reflect not only the edge of your seat heroics and raw excitement of sporting contests, but a strong commitment to moral character.

Bee himself was the stuff of legends. Born in Grafton, West Virginia in 1896, Clair Bee played high school basketball when the game was still in its infancy. He also played football and baseball before attending college at Waynesburg College in Pennsylvania. In the 1930s and 40s, Clair Bee’s name was synonymous with the game of basketball, introducing high-scoring strategies at a time when most games rarely exceeded thirty points. Together, in three seasons at Rider College, and almost twenty at Long Island University, Bee’s teams compiled an eighty-two percent winning record, the highest of any coach in basketball history. LIU went undefeated twice----in 1935-1936, and 1938-1939. He developed the 1-3-1 zone defense and was influential in the development of the 3-second rule. Bee also initiated a number of youth training camps and authored more than fifty books on basketball including the Chip Hilton series.

Some of the avid young readers of the Hilton series have subsequently had a major impact in the world of sports. Baltimore Orioles manager Mike Hargrove, NBC sportscaster, Bob Costas, Sports Illustrated Senior Writer Jack
When Bobby Knight arrived at Texas Tech to take the reins of the Red Raider basketball program, most of the publicity surrounding the coach tended to focus on his penchant for winning basketball games or his demeanor on and off the court. What many people did not examine with any significant effort is the coach’s dedication to higher learning.

Since beginning his coaching career a few decades ago, Knight has admonished his players to attend classes, study hard and graduate with a degree in hand. Although that philosophy is often overlooked in favor of more spectacular episodes surrounding Knight’s sometimes fiery oratory and behavior, the coach is dedicated to the idea that education is vitally important to all his players. That attitude in no small measure accounts for his ability to attract not only players who can dribble, rebound and shoot, but those who want to finish their college careers with something more than the memory of last second victories and throngs of adoring fans.

Knight’s emphasis on the importance of higher education has produced perhaps a greater legacy than have his 800-plus career wins, conference and national championships and myriad honors too numerous to mention here. Over the course of a career extending almost forty years, Knight has often proclaimed that university libraries are at the heart of a college education. Since its inception a few years ago, the Bobby Knight Library Fund has grown to over $100,000. Those monies are utilized in a number of ways, but especially in the advancement of student scholarship. As he did at Indiana University, Knight plans to dedicate portions of his own money to the fund to enhance the educational opportunities of all Tech students.
of people to become good cricketers, and Nicholson chose the sport for June.

Nicholson included neither croquet nor mountaineering nor bicycling, even though the latter two were heartily embraced by the "New Woman" of the day. In general, Nicholson also ignored more modern sports, such as soccer, if they were not well-established in the tradition of English sporting art.

Nicholson drew many of his characters from legendary athletes. The broken nosed boxer of November is an 18th century fighter named John Smith. There are no illustrations for wrestling, as it was deemed not genteel enough for the Victorian middle class. For the month of June he depicts the portly Alfred Mynn, the most famous cricketer of the first half of the 19th century. Kipling's verse to accompany this, the English national sport, is singularly jingoistic:

Thank God who made the British Isles
And taught me how to play,
I do not worship crocodiles
Or bow the knee to clay.

By the beginning of the 19th century, the art of coach building had reached a high degree of perfection, and driving as a pastime became fashionable. So it is no great surprise that coaching was the sport for August. What is a surprise is Kipling's first proposed poem. A man of great individuality, his suggestion began with:

Youth on the box, and Liquor in the boot
My Lord drives out with my Lord's prostitute.

Hunting the theme for three calendar months, appears in January's illustration and depicts a gentleman running his hounds after a fox. Coursing or hare hunting predates fox hunting as an appropriate leisure activity for the aristocracy and is depicted for February. Shooting is September's sport. The taking of game birds was a high status leisure activity, and in Nicholson's woodcut the face of the lowly dog handler is completely obscured by the gun the wealthy sportsman wields. The lines that Kipling used for the month are ironic and not entirely appropriate for September:

"Peace upon Earth, Goodwill to men!"
So greet we Christmas Day.
Oh Christian load your gun and then,
O Christian, out and slay!"

As March was the beginning of the horse race season it was a suitable subject for the month. Less obvious is the reason why in Nicholson's April illustration of boating, a man on horseback almost eclipses the thin racing shell and its rowers. The truth of the matter is that the rider is the coach, who views and shouts advice to his crew from the river bank.

December is adorned with an obviously well-to-do woman skating. Her costume includes a towering plumed hat and balloon sleeves, which were the height of fashion in the mid-1890s. However, Nicholson's May illustration is of, as the publisher put it, "a quaint little maid baiting a hook." She probably represents a member of the working class who, instead of angling for the more sporting trout or salmon, is merely coarse fishing for smaller river fish.

Nicholson hand-colored the woodcuts in the deluxe edition of An Almanac of Twelve Sports, while the library edition contained lithographic reproductions. The publication helped launch a long and profitable career and his books and prints remain highly prized, so much so, that a group of four Nicholson deluxe editions is currently on sale for over $100,000.

To view the Nicholson illustrations or for more information on this and other rare books collections, please contact Bruce Cammack at the SWC/SCL
Daniel Sanchez in January, Daniel was appointed Chairman of the City of Lubbock’s Urban Design and Historical Preservation Commission. At the Fiestas Del Llano, Inc. January 2004 board meeting he was appointed Historian. Daniel is also parade coordinator for both the “Cinco de Mayo” (May 1st) and “16 de Septiembre” parades (September 18th.) He is currently on three Hispanic Agenda Committees: Cesar Chavez/Get out the Vote Committee; The Mission Statement Committee; The Incorporation and By-Laws Committee; and the TTU Hispanic Faculty and Staff Association’s Public Relations Committee.

Diane Warner attended the Rare Book Cataloging Class at the Rare Books School in Charlottesville, Virginia, in August, 2003. She read her poetry at the Angelo State University Writers Conference in honor of Elmer Kelton in February, 2004. Warner participated in the TTU Department of English marathon reading of The Adventures of Tom Sawyer and The Adventures of Huckleberry Finn just last weekend. She also read her poetry at the Buddy Holly Arts Center in February.

B. Lynn Whitfield at the recent WTHA meeting in Abilene, was appointed to the Board of Directors as the new Web Page Editor for WTHA.

Lyn Stoll, who is working on a BFA in jewelry, has donated a pair of her popular Albert Paley inspired earrings to the silent auction benefiting South Plains Aids Resources.

Stephen Bogener, Coordinator of Exhibits and Outreach had a book signing for his recent book Ditches Across the Desert at Barnes and Noble in Lubbock.

Andrew John Liccardo traveled to Montana State University in March to give a lecture on the Millennial Collection documentary photography project. The project is co-sponsored by and archived at the SWC/SCL.

* * * Special thanks to Brenda L. Haes for reviewing this issue. * * *

### MISSION STATEMENT

Southwest Collection/Special Collections Library

The Mission of the Southwest Collection/Special Collections Library is to provide uncompromising service:

To fellow staff members, in a cooperative effort that recognizes the dignity and worth of individuals and their potential for unique contributions, and therefore promotes more efficient operation and better service to patrons.

To patrons from the university community, by actively striving to determine the research needs of faculty, staff and students; by making resources available to the greatest extent possible; and by serving as a center for interdisciplinary activity.

To patrons from the larger regional/national community, by acquiring, preserving, securing and making available the resources that are considered useful for the present and posterity, and by offering outreach programs to inform the public of our resources and mission.