

Texas Tech IN RETROSPECT

BY CINDY MARTIN
SOUTHWEST COLLECTION



COTTON BOWL OR BUST



Recently a student who was in the Southwest Collection looking for historical information on Tech commented that he was glad Tech would be playing in a bowl game in 1993, but was sorry that the Red Raiders had never made it to the Cotton Bowl. Actually, Tech did make it to the Cotton Bowl one year and those who were here in 1939 no doubt still remember the big event.

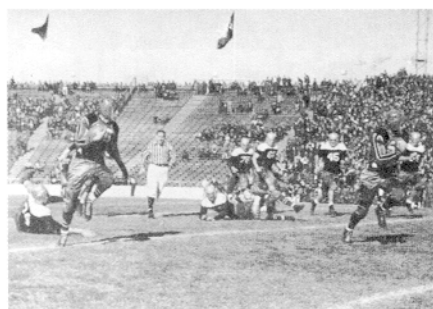
The 1938 season was the best to date for the Red Raiders. They played 10 teams from nine states and completed the season undefeated. As one of the nation's few teams with a perfect record, Tech received a number of postseason bowl invitations. Coach Pete Cawthon canceled a scheduled postseason game with Centenary and accepted the invitation to "defend the state's honor" in the Cotton Bowl in Dallas on Jan. 2, 1939, against the Gaels of St. Mary's College.

Congratulatory letters and telegrams poured in from fans and alumni across the country: Even actress Ginger Rogers sent Coach Cawthon a telegram wishing the team good luck. Cotton Bowl or Bust signs went up almost immediately and the whole town began preparations for the big game.

A group of local citizens purchased red, black and white jackets for each of the 38 members of the team. Sherrod Brothers offered the jackets at the wholesale price of \$8.50 so that the team could travel to Dallas in style. The Tech band began practicing for several planned performances in Dallas, and various Texas Tech departments began preparing



The 1938 Red Raider team was undefeated in regular season play, but lost to the Gaels of St. Mary's in the Cotton Bowl.



Though defeated 20-13 by St. Mary's, Tech gained valuable exposure and they increased their rank nationally after the Cotton Bowl.

exhibits related to cotton that were to be shown prior to the game.

The Red Raiders traveled to Dallas on Dec. 22, and began daily drills on SMU's field. On Christmas Eve team members visited the crippled children in the Scottish Rite Hospital and distributed cookies and candy to the youngsters. The band arrived in Dallas the next week and performed a live concert on radio station WFAA

prior to the bowl festivities. Opal Hill of Post, Tech's National Cotton Girl and honorary sponsor of the Cotton Bowl, was crowned in a lavish ceremony in the grand ballroom of the Adolphus Hotel. The night before the game, Tech fans held a pep rally in Fair Park Auditorium.

Game day began with a parade through downtown Dallas with the Tech band joined by high school bands from Happy, Hamlin, Floydada, McLean and Lubbock. Later that afternoon more than 40,000 fans watched as Tech was defeated 20-13 by St. Mary's. Coach Cawthon, interviewed afterwards in the dressing room, stated that the Gaels were "too much, too many and too big."

Despite the defeat, Tech's 1938 team was one of the best ever. Team member Elmer Tarbox donated several films of the team, including the Cotton Bowl game, to the Southwest Collection.

Texas Tech IN RETROSPECT

BY JANET NEUGEBAUER
SOUTHWEST COLLECTION

FIRING-UP SCHOOL SPIRIT

On a chilly November evening in 1958, the Saddle Tramps lit a fire that warmed the spirit of competition between Texas Tech and other Southwest Conference schools when they dedicated their Southwest Conference Circle.

Located south of the men's gym and divided into eight sections, the Circle is an octagon 20 feet in diameter with inlaid tile mosaics of all the mascots of Southwest Conference schools, except Houston which was not a member of the SWC at that time.

Each mascot was approximately the size of an automobile and in actual color on a neutral background. The name of each school was inlaid above. The gravel-bottom fire pit provided a safe place to burn bonfires and effigies of opposing teams during pep rallies.

That night, representatives were on hand to light each school's particular section. Homecoming Queen Peggy Miller represented Texas Tech.

Plans for the Circle started in 1956 when the Saddle Tramps, Tech's oldest spirit organization, committed to raise \$4,100 for the project. In addition to donations, they sponsored dances after pep rallies and sold books of "Little Man on Campus" cartoons.


The planning committee consisted of Wayne James, chairman; Ronnie Couch, Scott Hickman, Jack Beckner

and Gene Miles. Professor Elo J. Urbanovsky, head of the horticulture and park management department, executed the plans.

But, as the song says, "Time changes everything."

In recent years pep rallies and bonfires have been held elsewhere, having outgrown the Circle area. Also, Arkansas is gone from the SWC, as soon will be Tech, UT, A&M and

Baylor. With the recent Big 8 merger and realignment, the Saddle Tramps' Circle may end up being a memorial to the past.

Even though the cheers are gone from the Southwest Conference Circle, many memories remain. If you have saved these memories in photographs that you would like to see preserved in the Southwest Collection, please call (806) 742-3749. 



Firing-up school spirit at a pep rally, 1959.

A student admires the Saddle Tramps' Southwest Conference Circle on the way to class, 1976.



Texas Tech IN RETROSPECT

BY FREEDONIA PASCHALL
SOUTHWEST COLLECTION

CHERI CASA – THE FIRST MEN'S DORM

An article in the Toreador (circa 1930) stated that it was hoped a "wonderful fighting spirit," as well as "loyalty to each other," would be developed by the men living in the house.

When Texas Tech opened its doors in the fall of 1925, the campus consisted of six buildings, but no dormitories. Tech's first students instead lived in off-campus housing in rooming houses, private homes or dormitories with names such as Cheri Casa, Casa Linda and College Inn.

Student housing had to be approved by the college and the first annual catalog stated that "The dormitories are regularly heated with steam, have hot and cold running water in each room, and other modern conveniences." Students paid anywhere from \$25 to \$40 per month to live in one of these dormitories.

Owned by Mrs. Jean Summers, Cheri Casa began in 1925 as the first men's dormitory. It was located at 2400 Main Street, and according to the Toreador, Cheri Casa was "one of the most attractive dormitories near the campus."

The dormitory had a roof garden and was the scene of numerous social functions. The first "All-College Dance" was held there on April 17, 1926. In 1930, head football coach Pete Cawthon decided to use Cheri Casa as the football dorm. Every varsity man roomed with a freshman team member and Coach Morgan and Coach Golightly had charge of the student athletes housed there.

An article in the Toreador stated that it was hoped a "wonderful fighting spirit," as well as "loyalty to each other," would be developed by the men living in the house.

In 1934, the first two dormitories opened on campus. The college could now house 640 of its students, and private dormitories such as Cheri Casa were not as much in demand. When Cheri Casa was demolished in 1967, present were more than 30 former Tech athletes who had been residents of the private dormitory. *F*



Holding the solid marble nameplate of the old dormitory in 1967 when it was demolished are Red Raiders (from left) Ray Chapman, J.B. White, Polk Robison (athletic director in 1967), Earl Ince Jr., Coach Berl Huffman and Dudley Akin.

Texas Tech IN RETROSPECT

BY DR. DAVID MURRAH
DIRECTOR, SOUTHWEST COLLECTION

AT LONG LAST— A NEW HOME FOR THE SOUTHWEST COLLECTION



The design of the new Southwest Collection/Special Collections Library links together the 1924 architecture of the Livestock Pavilion at right with the modern style of the University Library at left, constructed in 1963. The new facility will contain some 77,000 square feet of space and will provide climate-controlled storage for the rare books and other items held by the Southwest Collection and other collections of the University Library.

In 1995, the Southwest Collection will mark its 40th anniversary as a fully integrated manuscripts repository, and, to celebrate the occasion, Texas Tech University plans to give the archives a brand new home.

In September 1993, Tech President Robert W. Lawless announced a goal of providing a new facility for the Southwest Collection; nine months later, at the May 1994 meeting of the University's Board of Regents, the board approved site location and renderings for a new \$8.8 million special collections library.

The new facility will house the Southwest Collection as well as Rare Books and other special collections currently housed in the Texas Tech University Library. The structure will allow each of the library's special collections to maintain and develop new identity. The University Archives, currently a part of the Southwest Collection, will be given separate quarters as will the Archive of the Vietnam Conflict, which is now housed in the University Library's Rare Books/Special Collections Department.

In the new building, the four special collections will share a reading room, conservation laboratory, receiving

and processing areas, and storage. All materials will be stored under controlled environmental conditions for better preservation.

For more than 30 years, the Southwest Collection has been housed in the cramped quarters of the old library, now the Mathematics Building. With more than 20 million documents and thousands of other items, the Southwest Collection has become one of the leading historical research centers in the nation.

By placing the special collections under one roof, Texas Tech University moves a step closer to becoming one of the nation's premiere research universities and will join the ranks of Harvard, Yale, the University of California at Berkeley, and others which have built special research libraries.

Groundbreaking for the new building, which will be located immediately north of the University Library, is scheduled for mid-October 1994, with completion in late 1995. The architect team chosen for the project was Komatsu/Rangel of Fort Worth and AC Associates of Lubbock.

Texas Tech IN RETROSPECT

BY TAI KREIDLER
SOUTHWEST COLLECTION

DO YOU BELIEVE IN MIRACLES?

Many of the Texas Tech football faithful can look back to Nov. 19, 1966, and remember a miracle. On that Saturday afternoon, 28 years ago, the Red Raiders came away with "The Upset of the Year" by defeating the No. 6-ranked University of Arkansas Razorbacks. On its way to a third-straight Southwest conference championship, nursing a seven-game winning streak, and never having lost to the Red Raiders, the Razorbacks were derailed by a Tech team that had been written off by everyone except its fans.

Reeling from a tough schedule and nursing a few injuries, what had been a promising Red Raider team came into the game with only three wins and six losses. The aftermath from the previous year's Gator Bowl appearance as well as Donny Anderson's All-American season had

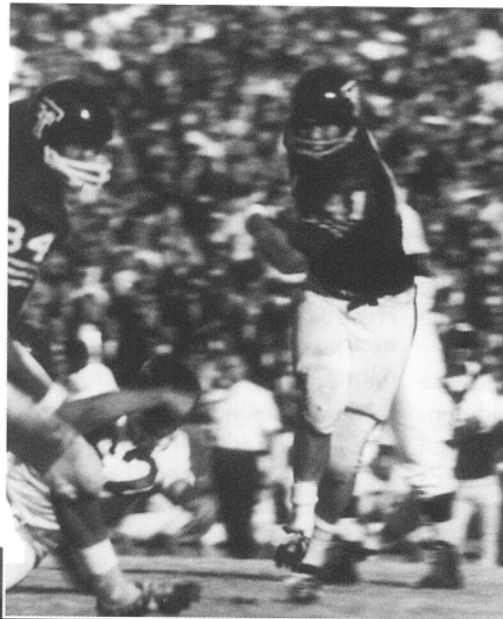
completely disappeared as Texas Tech careened from one heart-breaking loss to another.

However, on that memorable Saturday in 1966, in front of 34,565 fans, Tech Coach JT King brought his team into Jones Stadium and played the Razorbacks to a near standoff.

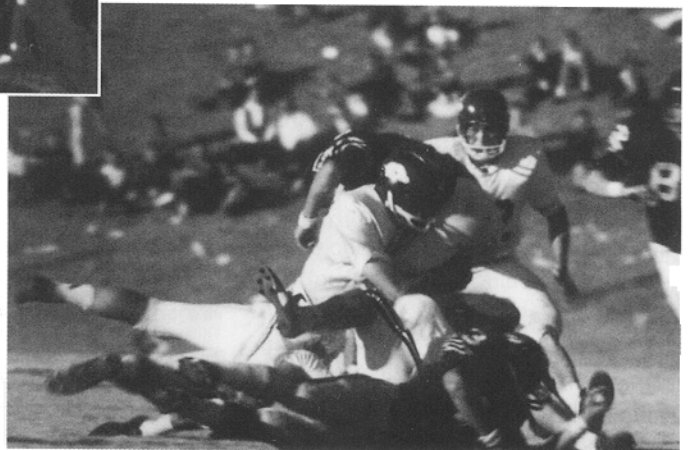
Trailing 10 to 7 at the half, the Red Raiders roared back onto the field. Coach King said:

"... the boys didn't bother to open the dressing room doors—they busted right through them. Then when they reached the field, the band was finishing up and I thought the boys would go crazy before the second half got underway.

The Red Raiders rode herd on the Razorbacks and electrified the fans by scoring twice more to win the



game. It represented Tech's first victory over Arkansas, it knocked the Hogs out of the Top 10 rankings and prevented Arkansas from repeating as conference champions. Taking stock of what had happened, Tech assistant coach Berl Huffman said it best: "Wasn't that a sweet one? Wasn't that sweet?" Since then, Arkansas has joined the Southeast Conference and Tech and a few others were invited to join with the Big Eight. The venerable Southwest Conference essentially will fade away. Thomas Wolfe said you can never truly go home again. But our memories can take us back to that crisp fall afternoon, when Red Raider fans cheered and the Victory Bells pealed for a most incredible victory: Texas Tech Red Raiders 21-Arkansas Razorbacks 16.



Ronnie Pack #41 dodges a Razorback as Lou Breuer #84 runs interference (top). Saddle Tramps and fans coax a victory (center). Roger Freeman hits the line (above). (Photographs from the Heritage Club Photograph Collection at the Southwest Collection)

Texas Tech IN RETROSPECT

BY LANCE VANZANT
SOUTHWEST COLLECTION

MORLEY JENNINGS: SOUTHWEST CONFERENCE PIONEER

When the definitive history of the Southwest Conference is written, its readers will discover that one of its principal architects learned his future skills on a football field in tiny Albion, Mich., shortly after the turn of the century. Later, this young student and future coach, Morley Jennings, would subsequently squeeze several illustrious careers and five Hall of Fame inductions into one lifetime. One stop included a 15-year tenure at Texas Tech, where he helped lay the groundwork for Tech's entry into the SWC.

Jennings entered Mississippi A&M in 1909 and made the varsity teams in football, baseball and track. In 1912 he became athletic director and football coach at Ouachita College in Arkadelphia, Ark. Barely older than his players he amassed a remarkable 67-13-12 record in 14 years, including three victories against the powerful Arkansas Razorbacks. In 1926 he was hired for the same positions at Baylor without having submitted an application. There, he compiled a record of 83-60-6.

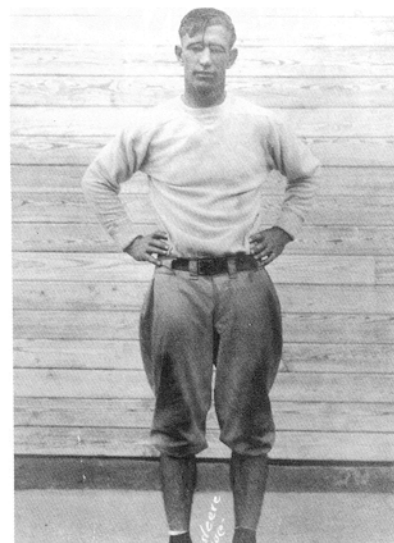
Then, in 1941, Jennings came to Texas Tech, succeeding Pete Cawthon as athletic director. Having built an unprecedented record in Waco, Coach Jennings' move to Lubbock gave Tech an immediate boost in its drive to gain entrance into the Southwest Conference. Probably his most important move as athletic director was his effort to schedule games with conference opponents.

During Jennings' tenure, Tech played an average of four games a year against SWC teams. Their proven ability to compete against nationally ranked programs helped lead to Tech's admittance into the Southwest Conference in 1956. Jennings retired as athletic director in 1951 but continued to serve as professor in the physical education department until 1966. Morley Jennings died in Lubbock on May 13, 1985.

When questioned by a sportswriter concerning his coaching philosophy, Jennings stated that his secret was to "treat my men absolutely fair, and work them like the devil."

Dozens of adoring letters from former players which fill his scrapbooks at the Southwest Collection serve as a testament to Coach Jennings' fairness and character.

The Southwest Collection holds considerable material on Texas Tech athletics, including oral interviews with Jennings as well as dozens of other Tech sports figures. **F**



Morley Jennings, 1927



Jennings (left) and R.C. Goodwin display the plaque signifying Jennings' receipt of the Helms Athletic Foundation Hall of Fame Award for noteworthy achievement in college football, 1965.