

■ RETROSPECT

The COACHING SCHOOL

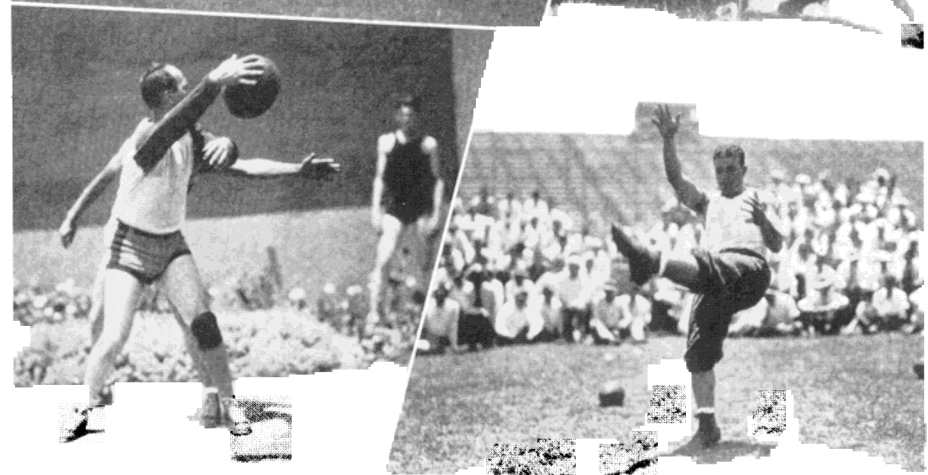
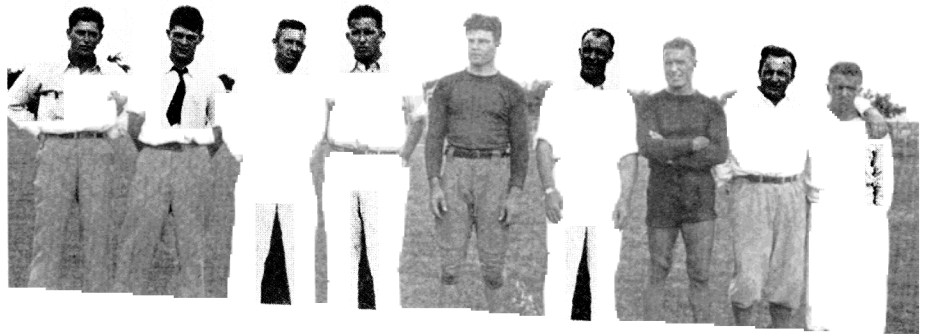
By Tai Kreidler

In the 1930s, Texas Tech sports flourished under the colorful personality and astute coaching of Athletic Director Pete Cawthon. He built for the athletic program a winning reputation and laid the groundwork for the innovative Texas Tech Coaching School, which lasted from 1931 through 1933.

As a result, Texas Tech gained national attention, and the school attracted a myriad of famous instructors, as well as 1,198 students from across the country. The school was the brainchild of Coach Cawthon and his assistants, Russell "Dutchy" Smith and Del Morgan.

By its second year, the school was the largest of its type, attracting 450 students from 25 states. During its three-year run, it touted instructors like "Pop" Warner, one of the most successful college football coaches of all time; Clyde Littlefield, the renowned University of Texas football and track coach; Heartley "Hunk" Anderson, the Notre Dame coach who succeeded Knute Rockne; and Forest "Phog" Allen, the University of Kansas basketball coaching wizard. These and other coaching notables for a brief moment made Texas Tech University one of the national centers for coaching instruction. ■

The Southwest Collection/Special Collections Library houses a number of the photographs and a band book from the Coaching School. This photograph is a page out of the 1933 La Ventana.



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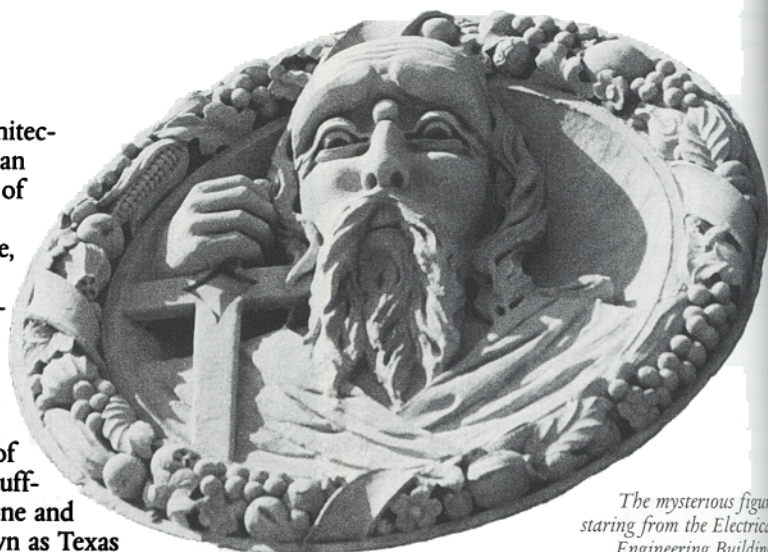
More than Stone, Bricks and Red Clay Roofs Texas Tech's Architectural Heritage

Text and Photos by Stephen Bogener, Southwest Collection

For three-quarters of a century, thousands of Texas Tech students have walked across what is now Memorial Circle on their way to class. But many have never noticed some of the unique architectural motifs on the high walls around them.

The first Texas Tech Board of Directors, 75 years ago, used architecture to create a symbolic and lasting identity for the university. To design and build the new campus, the board assembled a team consisting of William Ward Watkin, founder of the School of Architecture at The Rice Institute; Sanguinet, Staats, and Hedrick, one of the largest architectural firms in Texas; and L.W. Robert and Company of Atlanta, Ga. A letter housed in the Southwest Collection/Special Collections Library indicates that Tech's first president, Paul Whitfield Horn, worked closely with architects in the design of the original campus. Based somewhat on California models like Stanford University, Tech's campus design owed much to Watkin's earlier work in designing the campus at Rice in Houston.

The architectural style, an adaptation of Spanish Renaissance, utilized a rich combination of red clay roofs against a landscape of sand and buff-colored stone and brick known as Texas Tech Blend, which lent a sense of uniformity to the central campus. Making up the core of the new college, the Administration, Chemistry, West Engineering (now Electrical Engineering), Textile Engineering and Home Economics Buildings created a north-south, east-west axis. Without definitions of space in a land where natural landmarks seldom interrupt the horizon, Watkin's buildings served as significant features of the West Texas landscape.

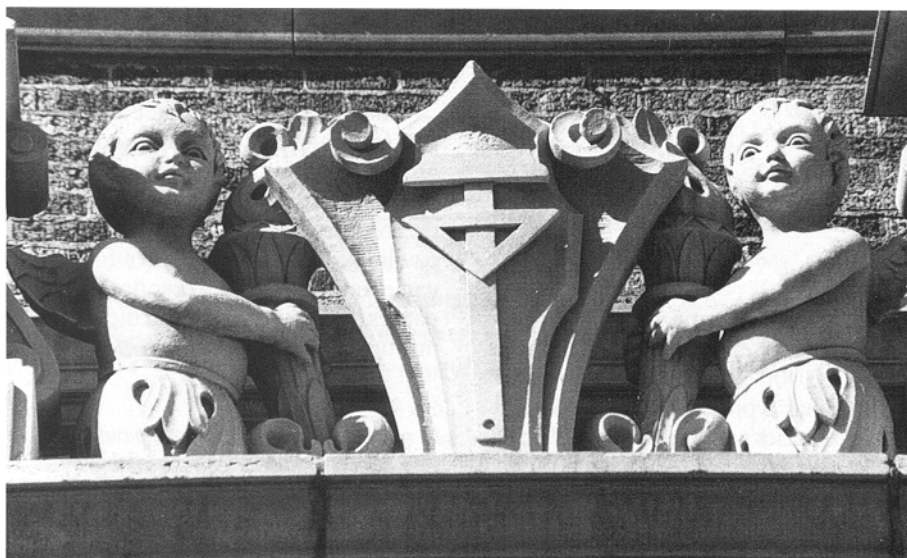


The mysterious figure staring from the Electrical Engineering Building.

Beyond architectural style, the board's desire for academic excellence was symbolized in the original building façades. On the Administration Building's north side, skilled craftsmen fashioned busts of past heroes and statesmen, placing them near lofty sentiments about morality, democracy and achievement. The highest level of the northern façade indicates original areas of study at Tech – Agriculture, Science, Manufacturing, Homemaking and Literature. The word "Democracy" appears near the apex of the façade with the attendant institutions of home, state, church, school and industry emblazoned below. The products of these institutions – virtue, patriotism, religion, enlightenment, wealth and good citizenship appear lower.

The Administration Building's south, or court, façade features the names of 15 distinguished historical figures carved in stone above the first level of the building. A caricature of architect William Ward Watkin and a head and mortarboard appear regularly on the southern exposure of the building.

Northwest of the Administration Building, the Chemistry Building is one of the most intricately decorated buildings on campus. Early alchemy



Cupids and shields above the portal of the Electrical Engineering Building.

descriptions, 13th century metallic symbols and astrological signs, 18th and 19th century symbols for chemical compounds and elements, and miscellaneous depictions of laboratory equipment and molecular structures grace the upper reaches of the building. Columns on either side of the eastern portal of the building feature a monogram symbol of Texas Technological College.

Further north, the Electrical Engineering Building (originally called the West Engineering Building) features some of the most interesting details found on any building. Above a central portal stand a series of cupids holding shields laced with symbolic items from each area of engineering study. One figure holds a shield displaying lightning bolts. At each end of the building are stone recessed discs. From inside each disc, a mysterious figure holding a cross stares down at students as they go to class. According to legend, President Horn requested that a bust of Jefferson Davis, a student of engineering, be placed on the building largely to counter-balance the controversy over



Monogram symbol for Texas Technological College on the east portal of the Chemistry Building.



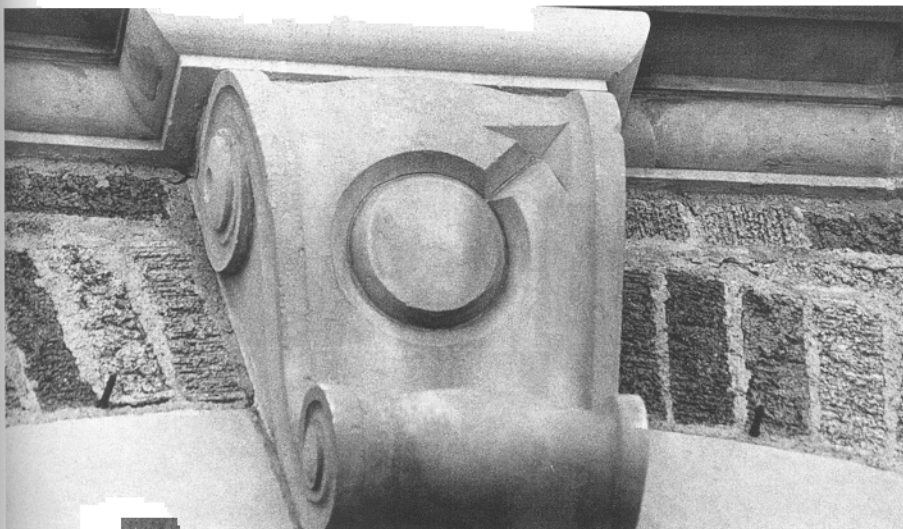
Caricature of architect William Ward Watkin on the south side of the Administration Building.

placing a bust of Abraham Lincoln on the Administration Building. This idea was dropped, and the true identity of the mystery figure remains unclear.

The Textile Engineering Building, situated due north of both the Administration Building and Memorial Circle, offers some of the finest embellishments on campus. The carved stone opening near the top of the structure recalls Spanish mission windows like the one at Mission San Jose in San Antonio, Texas.

Paying homage to the importance of agriculture in the local economy, cotton bales are located in niches traditionally reserved on mission façades for patron saints.

Although not all of Watkin's plans were implemented, the central campus of Texas Tech stands as a monument to the dedication of the early board, administrators, architects and engineers. ■



The symbol for Mars/Iron, one of many symbols found on the Chemistry Building.



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Seymour Connor, the first director of the Southwest Collection, is shown with Floyce Masterson of the Masterson JY Ranch.

The Southwest Collection 50 Years of History

By Tai Kreidler

In 1998, as Texas Tech University observes its 75th anniversary, the Southwest Collection (SWC) celebrates 50 years of collecting and preserving. As the guardian of Texas Tech memories, the Southwest Collection also is committed to the responsibility of saving West Texas history. During its history, the SWC has aggressively collected manuscript collections, oral histories, photographs and other materials, assembling one of the finest archives in the nation on such diverse subjects as ranching, the petroleum industry, water usage, land colonization, black soldiers in the West, railroads and agriculture.

As the 21st century approaches, society is reflecting on where it has been and where it might be going. As a result of the revived interest in history, the SWC has enjoyed a rebirth of

importance. The late Dirk West, former Lubbock mayor and Texas Tech alumnus, aptly described the Southwest Collection as the collective attic of West Texas.

The historical roots of the collection are linked to the 1920s and 1930s, when Graduate School Dean William Curry Holden, President Clifford Jones and librarian Elizabeth Howard West brought in and stored the records of the Espuela Land and Cattle Co, later adding the Matador Ranch records. Stored in the University Library, these early collections were the foundation for the SWC's special interest in ranching and agribusiness. More importantly, they symbolized the university's early commitment to archives and recognized the need to save such materials.

Conceptualized by Holden in 1948, the Southwest Collection archives

opened in 1955. Holden first had broached the idea of a history archive to Lubbock and South Plains businesspeople. After conferring with Lubbock notables George Dupree, Retha Martin and others, Holden obtained approval and funding from the Texas Tech administration to house the archives in what was then the West Texas Museum.

Holden understood the need for competent and established archives leadership and hired Carl Coke Rister, a University of Oklahoma professor and noted petroleum historian. Unfortunately, Rister died soon after his arrival at Texas Tech. Despite the tragedy, the Southwest Collection rebounded in 1955 by moving into the West Texas Museum. Seymour Connor, a professional archivist, then was hired to help establish the archives' early direction. He acquired the Rister Papers, which became the cornerstone for modern collection development.

In 1963, the SWC moved into the old library building. With expansive storage, growth seemed guaranteed. However, a successful field program and growing public visibility accelerated SWC growth. As a result, by the 1980s, the archives had run out of room.

Thanks to intensive lobbying by library leaders and timely administrative support, in 1996 the \$9 million Southwest Collection/Special Collections Library became a reality. Housing 24 million items in a 79,000-square foot facility, the Southwest Collection certainly has become what past SWC Director Roy Sylvan Dunn predicted for it 30 years ago — "a colossal, broad-based repository of knowledge." ■

One Student, One Acre

By John A. Camp

When I ran across the information at right in the 1926 catalog of Texas Tech, I wondered if anyone had taken the administration up on such an offer. I still do not know the answer to that, but I suspect some enterprising students did, indeed, apply for their acre. I can tell you that at least six students did bring their own dairy cows with them to the new college.

A relatively new source of historical information is the oral history interview. The Southwest Collection at Texas Tech is fortunate in having in its collections more than 2,500 interview tapes and is actively adding to this store of information with an ongoing program of personal interviews.

While a systematic program targeting certain groups such as doctors or lawyers, will give information and insight into specific areas of inquiry, my own personal favorites are those random interviews with persons connected with the early history of this institution, such as the interview conducted recently with Raleigh C. Middleton of Lubbock.

Middleton was one of the 914 students matriculating in 1925 at Texas Tech. In 1929, he was the first graduate of the Department of Dairy Manufacturers and, subsequently, he held positions as the chief herdsman and as superintendent of farms at Tech. In spring 1926, he was one of six students who organized the Student Dairy Association which supplied milk to private customers and later to the dormitories and dining halls of the new college.

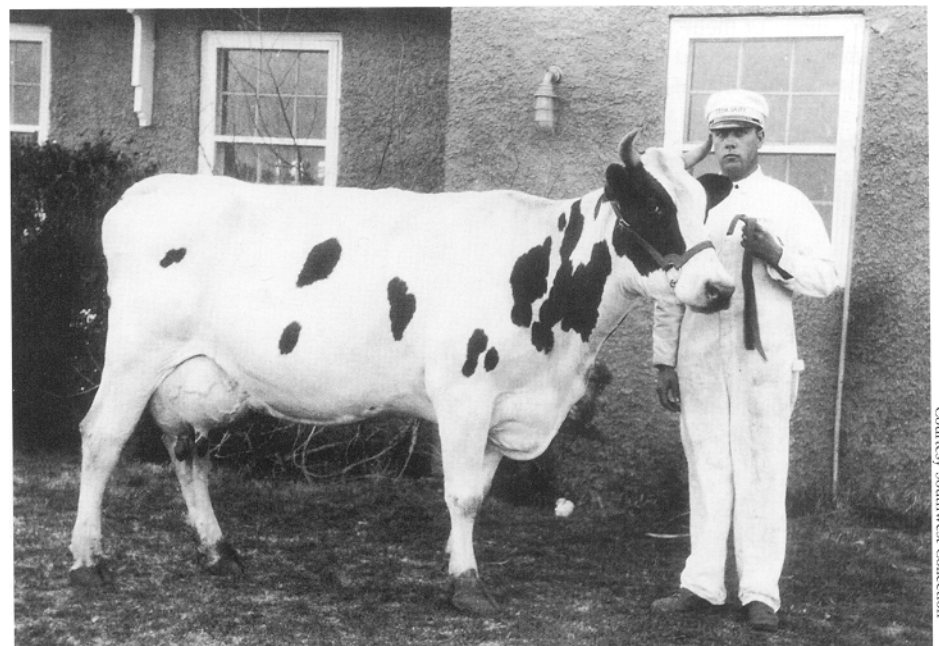
Milk was delivered first in horse-drawn wagons — which incidentally sounded reveille for the occupants of the President's residence as they started on their deliveries — and later in trucks. Since the Dairy Barn was not filled to capacity with university livestock, the students were allowed to house their cows there.

These young men were required to furnish personal character references on themselves and health certificates for their animals. Middleton identified the best milk producers in the photographs he graciously allowed the Southwest Collection to copy.

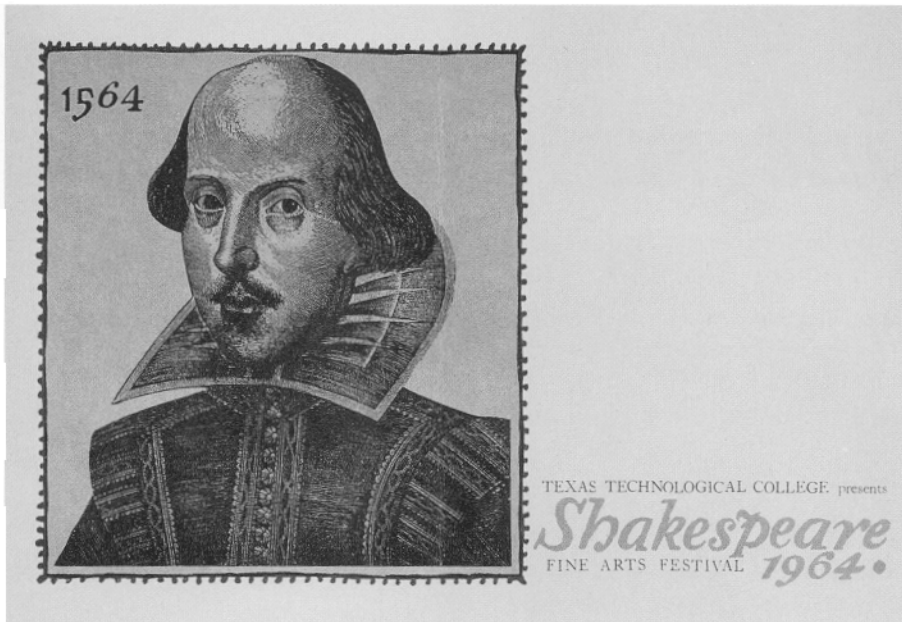
It is details such as these recalled by Middleton that amplify and humanize history. Patrons of the Southwest Collection are fortunate that so many formats are available in the collections and that they

complement each other so well: the photographs illuminate what could be dry and dull records, while the oral history interviews add the personal and intimate touch of the actual people speaking. ■

“Each student attending the Texas Technological College during the year 1926-27, who so desires, will have one acre of ground set apart for his cultivation during the year. No charge will be made for rental, nor for whatever water may be needed for irrigation purposes. He will have free the expert advice of members of the agricultural faculty. These acres may be planted to onions, cantaloupes, watermelons, or other crops, requiring a high degree of intensive cultivation. In many instances a student will make a large percentage of his school expenses from the cultivation of this one acre.”



Early Tech students work their way through college by delivering milk produced in the Dairy Barn.



The cover of the 1964 Fine Arts Festival Program

Shakespeare at Texas Tech

THE 1964 FINE ARTS FESTIVAL

By Vicky Jones, Southwest Collection

Mr. Basil Rathbone

An evening with Basil Rathbone, "The Heifetz of the Spoken Word," in readings from Shakespeare.

Tuesday, November 17
7:30 P.M.
Municipal Auditorium



An advertisement for Basil Rathbone's show (from the program)

William Shakespeare's plays have a long history of performance at Texas Tech University. Plays performed over the years by the Texas Technological College Speech Department include "As You Like It" and "Twelfth Night" in 1949, "The Taming of the Shrew" in 1951, "The Comedy of Errors" in 1952, "The Merchant of Venice" in 1956, "Macbeth" in 1958, "The Merry Wives of Windsor" in 1961 and "Richard III" in 1966.

In honor of the 400th anniversary of Shakespeare's birth, the 1964 Texas Technological College Fine Arts Festival had a Shakespearean theme. The overall theme of the festival was "meaning," a primary element of the arts. "That idea [meaning] is the questioning spirit in Shakespeare," said J.T. McCullen, Ph.D., professor of English, in the essay he wrote for the festival program.

Held Nov. 8 through 20, 1964, the festival featured numerous special events. The movies "Henry V," "Richard

III" and "Hamlet," all starring Laurence Olivier; "Julius Caesar," starring Charlton Heston; and "A Midsummer Night's Dream" were shown in the Coronado Room of the Tech Union. Concerts included performances by folk singer Richard Dyer-Bennet, the Tech Chamber Orchestra and the Tech Choir and Symphony Orchestra, performing music based on Shakespeare's plays.

One highlight of the festival was the production of "The Tempest," which received rave reviews and broke all existing box-office records at the University Theatre. Because of the great demand for tickets, four additional performances were added, making a total of nine in all.

The second highlight of the event was an appearance by Basil Rathbone, well-known stage and screen actor. Although best remembered for his portrayal of Sherlock Holmes in a series of motion pictures in the late 1930s and 1940s, Rathbone also was an accomplished Shakespearean actor. In Great Britain with Sir Frank Benson's theatre company, Rathbone acted in 23 of Shakespeare's plays, in 52 different roles. He played Tybalt in the 1936 screen version of "Romeo and Juliet," receiving an Oscar nomination for Best Supporting Actor.

Rathbone's appearance at the Fine Arts Festival on Nov. 14 attracted a "small but enthusiastic audience." He told stories of his life in the theatre and gave dramatic readings. Before his show, Rathbone was the guest of honor at a reception held in the Tech Union, where he met with students and presented awards to winners of a Shakespeare essay contest sponsored by Sigma Tau Delta, the national English honor society.

The 1964 Fine Arts Festival paid a welcome tribute to a playwright whose works will continue to be performed and appreciated at Texas Tech. ■