

**Joseph L. Arbena IPTAY Oral History Collection
A Register, 1980 - 1983**

- Creator:** Joseph L. Arbena
- Collection Number:** Mss 302
- Title:** Joseph L. Arbena IPTAY Oral History Collection,
1980 - 1983
- Abstract:** Clemson Professor Joseph L. Arbena conducted a series of interviews between the years 1980 and 1983 as part of research for a 1984 book that he helped edit entitled *IPTAY: The First Fifty Years*. The interviews focus on the establishment and evolution of the IPTAY organization during the fifty year period 1934-1984.
- Quantity:** 0.29 cubic feet consisting of 9 CD's and 6 cassettes in two boxes. The six cassettes are originals and should not be used by the public.

Scope and Content Note

This collection contains nine compact discs that document interviews conducted between 1980 and 1983 by Clemson Professor Joseph L. Arbena as part of research for a 1984 book that he helped edit entitled *IPTAY: The First Fifty Years*. Common topics of interest include: recollections of Clemson athletics during the 1920-1940s, IPTAY establishment and growth, and day to day operations of the Clemson Athletics Department. The recordings include interviews with: George U. Bennett, Frank Howard, Jess C. Neely, Joe Davis, Bob Jones, Frank J. Jervy, Bill McClellan, Philip H. Prince, and Robert "Red" Ritchie. One additional recording was made during an IPTAY Board of Directors meeting.

Biographical Note

Joseph L. Arbena was born in 1939 in Philadelphia, Pennsylvania, the son of Joseph and Sophia Arbena. He received an A.B. from George Washington University (1961), and a PhD from the University of Virginia (1970). He was a Professor of History at Clemson University between the years 1965-2006. While there, his scholarship focused on Latin America as well as the history of sport. He was twice honored with Fulbright Fellowships. He was editor of the *Journal of Sport History* (1993-1996) and was responsible for several works including *Latin American Sport: An Annotated Bibliography, 1988-1999*, and *Sport and Society in Latin America, 1988*.

Additional Collection Information

Cite as: [description of items such as “George U. Bennett Interview”], box number, Mss 302, Joseph L. Arbena IPTAY Oral History Collection, 1980 – 1983, Special Collections, Clemson University Libraries, Clemson, SC.

Related Material

LD 1057.65 C56 1984 *IPTAY 50: the first fifty years* / edited by Harper S. Gault; contributing editors, Joseph L. Arbena ... [et al.]

Collection Item Indexed Terms

IPTAY (Organization)
Clemson University—Sports—History
Clemson University. Athletic Dept.

Added Names

Arbena, Joseph L. 1939 –
Bennett, George U.
Davis, Joe
Jones, Bob
Howard, Frank 1909-1996
Jervy, Frank J. (Frank Johnstone) 1893-1983
McClellan, Bill 1932 –
Neely, Jess C. 1898-1983
Prince, Phil H. 1926 –
Ritchie, R.R. 1906-1999

Administrative Information:

Acquired from Joseph L. Arbena on April 30, 2003.
Formerly accession number 03 - 105.

Processing Information:

This collection was processed by Carl Redd, Project Archivist in May 2008.

DETAILED DESCRIPTION

Box 1

9 CD's (Bennett – Ritchie) -- user copies

ABSTRACTS

George U. Bennett Interview

1 CD

Audio Quality-Good

Date-September 13, 1983

George U. Bennett – Clemson class of 1955; Clemson Alumni Field Representative (1967); Clemson Assistant Athletic Director (1971); Vanderbilt University Associate Athletic Director (1979); Furman University Athletic Director (1986-1989); Executive Vice President for Development at Baptist Hospital of Nashville (1989-1993); Clemson Executive Director of IPTAY (1993-2004).

Disc 1

00:37 – Bennett's first knowledge of Clemson came from an uncle who had entered Clemson as a cadet in 1939. Bennett himself learned to read by utilizing TAPS yearbooks. His dad ran a service station in Columbia, SC on the corner of Jervey and Huger Street. Clemson cadets could always be seen in front of this station thumbing rides back to Clemson.

2:31 – He attended his first Clemson vs. University of South Carolina game around 1943/44. He attended his first Clemson home game after World War II. Many Clemson home games were at night in those days; he provides a typical itinerary for the out of town fan coming to a home game at Clemson.

3:54 – He recalls his days as a Clemson student (1951-1955). He knew of Coach Howard prior to attending college. Bennett had been to events in which the coach had spoken to public gatherings. Bennett tried out for the football team but was deemed by Coach Howard to be "...too damn slow." Howard wanted him involved with the team nonetheless, so Bennett became a cheerleader.

6:05 – Bennett first learned of the IPTAY organization through the membership activities of his father. Most people in the early days of the organization joined because Clemson / South Carolina football tickets were include with the membership. Bennett himself first joined in 1955.

7:44 – In the years following graduation from Clemson and military service, Bennett become an IPTAY representative in South Carolina, North Carolina, and Florida while working with the Exxon Corporation.

9:17 – In 1967, Bennett returned to Clemson University where he was a field representative with the Alumni Office. Here he worked with the Alumni Loyalty Fund utilizing grassroots efforts to raise funds for the university. He stayed in that the position until 1969. As far as IPTAY vs. Alumni Fund: he worked very hard to ensure that there was no animosity between the two organizations.

13:23 – As early as 1968, Coach Howard had expressed interest in Bennett joining the Athletic Department. Bennett agreed to join the Athletic Department a few years later in 1971 as an Assistant Athletic Director in charge of fundraising and large gift donations.

16:15 – He accepted the position of Executive Secretary of IPTAY in 1977 after Eugene Willimon's retirement.

17:08 – Bennett details some of the problems faced by IPTAY in the past and present (1980s).

19:41 – An individual named Carol Atkinson was the first to suggest that \$1,000,000 in IPTAY donations was an attainable goal.

20:18 – Bennett discusses “growing pains” and problems faced by IPTAY, as well as major accomplishments such as the 1981 National Championship won by the football team. Membership has reached high points as a result.

24:07 – Before the 1977 Gator Bowl, Clemson fans and IPTAY members wound up buying 52,000 tickets for only a 25,000 seat allotment. Many longtime IPTAY members didn't get tickets, and were very upset. Afterwards, IPTAY came up with a system in which the cumulative giving of donations was taken into affect when giving out bowl tickets.

27:22 – Although IPTAY has been a popular model for athletic fundraising throughout the country, Bennett points out that each school's alumni base is different and can pose unique challenges. At the time of this interview, Bennett was head of the Vanderbilt University Commodore Club. He states that the IPTAY plan did not successfully translate well for this particular institution because of its large out of state alumni base.

30:27 – Bennett discusses handling conflicts, competitions, and different personalities that arise in any organization such as IPTAY.

34:00 – IPTAY today (1980s). The organization is in good hands and things run very smoothly. IPTAY is a successful institution that is recognized nationally for its good reputation.

35:50 – Bennett discusses some negatives, such as field representatives who “don't carry their own weight,” and the perception that organizations such as IPTAY have too much influence over the athletic program at Clemson.

39:01 – Bennett gives closing comments.

44:03 – Audio ends.

Frank Howard Interview

1 CD

Audio Quality-Good

Date-February 16, 1981

Frank Howard – born March 25, 1909 in Barlow Bend, Alabama; Alabama class of 1931; Clemson football line coach (1931); married Anna Tribble of Anderson, SC in 1933; Clemson head football coach (1940-1969); 165-188-12 record with eight conference championships and six bowl games. Howard died in 1996.

Disc 1

00:23 – Howard believes that there were three main reasons that Clemson’s athletic evolution has been a positive one: the foundation of the IPTAY organization, moving away from an all military institution, and becoming co-educational.

3:07 – Howard tells a humorous story regarding how he got Commandant West to alter his football players’ schedules, essentially excusing them from cadet drills.

4:38 – The circumstances surrounding the Clemson / South Carolina football game and how it became a home and home: according to Howard, officials within the University of South Carolina athletic department were withholding certain funds raised from ticket sales at the State Fairgrounds. When Clemson found out, officials at USC were fearful that the information would be leaked to the public, so as a result they decided to let Clemson have a home game. Regardless, Howard’s opinion was that the Clemson/USC football game was always the “...sorriest game of the year.” Both teams tended to play too conservatively and waited for the other to make a mistake.

7:03 – Facilities were poor in the early days of Howard’s years as football coach. Memorial Stadium was built on an old sheep pasture. A creek ran through the middle of the proposed field. Howard relates a story with much humor regarding the ordeal it took in order to have a drainage pipe installed. He goes on to detail planting trees on campus, the location of old athletic offices, personally selling tickets to athletic events, and making inquiries to vendors regarding ad space in programs.

14:00 – Howard claims that a State Fair double-header football game was once proposed involving games between Clemson, Duke, USC, and North Carolina. The proposal was not supported by USC, so it never transpired.

15:26 – When USC eventually agreed to visit Clemson as part of an annual home and home football series, the extra revenue really made a positive difference.

19:50 – The discontinuation of Big Thursday. Howard disputes USC’s contention that no longer having the game on that date cost them national exposure. Howard states bluntly that the game never had any real national significance, so USC’s view was in no way accurate.

21:05 – Howard recalls how Clemson’s campus looked in the early years of his coaching career including the land around Memorial Stadium as well as the hunting grounds. The Hartwell Dam Project is discussed. Howard claims that he learned of specific, possibly troubling particulars regarding the scheme from a football player whose father worked on the project. Concerns over the potential new water level and how it was

remedied are recalled. Howard also brings to mind his early dealings with Robert C. Edwards, whom later would become President of Clemson University.

28:25 – While it may be well known that canteen proceeds were utilized for athletic funds, another source of athletic scholarship revenue came from the book store in those early days. Howard goes on to describe the canteen and its general operation.

30:18 – The “I pay one a year” club is briefly mentioned.

32:44 – Effects that World War II had on the athletic program at Clemson are recalled.

36:20 – Audio ends.

IPTAY Board of Directors Meeting

2 CD's

Audio Quality-Ok (poor in places). The recording device was likely placed in the middle of the conference table. Clarity of audio depends on how close the speaker was in relationship to the recorder.

Date-June 17, 1980

Disc 1

00:05 – An insurance agent representative discusses policy issue options.

6:30 – The board discusses the issues brought up during the presentation (premiums, cash values, individuals receiving cumulative credit).

13:12 – A lengthy conversation dealing with the 1981 football season and the distribution of tickets to the Clemson/South Carolina game begins. Closed circuit television viewing options and costs are also covered.

32:55 – A report concerning ACC Basketball Tournament ticket allotment plans is given.

40:29 – audio ends

Disc 2

00:07 – Ticket allotment plans continue. Problems concerning fair distribution and the relationships between donor levels and distribution are discussed.

6:57 – IPTAY revenues reports are given.

9:16 – It is announced that during the upcoming football season, IPTAY will honor the founders of the organization with a halftime ceremony.

10:33 – Attendance of IPTAY sponsored lunches has fallen off. The group discusses options on how best to boost participation. A speaker relates background concerning how the lunches got started and gained popularity.

13:05-15:10 – Audio very poor.

16:09 – 12,000 people had attended IPTAY Clemson Club meetings that year.

17:28 – A detailed financial report and breakdown of revenues is given. The pros and cons of taking the marching band on the road are discussed.

27:52 – Concerns over “matching gifts.”

34:04 – Sports facility improvements; problems with the state legislature; specs regarding the Frank Howard sign at Memorial stadium; sound system and scoreboard at Memorial Stadium; and recruiting costs are discussed.

42:15 – Recruiting costs become the main topic. Questions regarding recruiting expenses are tabled for discussion.

49:36 – Travel expenses, car dealerships and leasing options are brought up.

52:27 – Public disclosure (how much?) of IPTAY financial statements.

1:00:58 – Audio ends.

IPTAY Foundation (Coaches: Jess C. Neely, Joe Davis, Bob Jones, and Frank Howard)

1 CD

Audio Quality-Good

Date-September 13, 1980

Jess C. Neely – born January 4, 1898; played college football at Vanderbilt University; Rhodes College head football coach (1924-1927); Alabama assistant football coach (1928-1930); Clemson head football coach (1931-1939); Rice head football coach (1940-1966); Vanderbilt Athletic Director (1966-); elected to College Football Hall of Fame; died on April 9, 1983.

Joe Davis – came to Clemson as part of Coach Neely’s staff. Men’s basketball coach (1931-1940); assistant football coach (1931-1939); left with Neely for Rice in 1940. While there, he coached basketball (1942-1949) and was assistant football coach from 1940 until his retirement. He was known as “Bloody Joe” while at Rice because of his fierce and competitive coaching style. The “Bloody Joe Award” is annually presented to Rice players who successfully come back from injury.

Bob Jones – born in 1909; Clemson class of 1930; coached basketball, football, golf, and boxing as well as Assistant Athletic Director during his forty five year career at Clemson; served five years in WWII; received two purple hearts and a silver star; rose to the rank of brigadier general while serving in the Army Reserves until 1965. Died aged 79 in 1988.

Frank Howard – see above.

Disc 1

00:43 – Joe Davis recalls when he first arrived at Clemson, the number of members of the coaching staff, and his duties other than coaching. He left Clemson for Rice University, remaining there for the rest of his career.

3:03 – Bob Jones arrived at Clemson in 1931. Coaches were responsible for everything from sewing up jerseys to putting cleats on shoes. He was also a boxing coach. Jones sees the 1939 Cotton Bowl victory over Boston College as a major highlight.

6:10 – Frank Howard, even after becoming a head coach, still had numerous responsibilities other than just coaching. His feeling is that modern coaches have too many assistants, and as a result things have become too specialized, whereas in his day the knowledge was broader.

9:47 – Howard relates his version of the events surrounding the foundation of IPTAY with much humor.

15:01 – Jess C. Neely adds additional information regarding the founding of the club.

16:22 – The group recalls various acronyms that were used in correspondence between IPTAY members during the early days.

17:16 – Neely talks about some of his recollections regarding the early days of IPTAY.

18:20 – Howard brings up the fact that in the early days, IPTAY would accept items from members such as produce in order that their dues be paid.

20:11 – The group relates various stories of raising money while out of the road as well as allocating money made from the canteen and utilizing it for athletic scholarships.

26:05 – Again the group recalls some of their earliest experiences while at Clemson. Neely is impressed by the growth of the University over the years.

29:14 – Howard praises Neely for his work at both Clemson and Rice Universities.

33:23 – Audio ends.

Frank J. Jervey Interview

1 CD

Audio Quality-Good

Date-January 29, 1981

Frank Jervey – born November 27, 1893 in Summerville, SC; Clemson class of 1914; during WWI he received the Distinguished Service Cross along with the Italian Marito de Guerro; had a thirty one year career with the Army Ordinance Corps. After retirement from the Army, Jervey served as President of the Clemson Alumni Corporation, Clemson Vice President for Development and a Life Trustee at Clemson (1955-1976). Frank Jervey died on May 6, 1983.

Disc 1

00:34 – The role of sports manager, and how it has changed over the years. Managers were elected by the student body. They were involved in scheduling and administrative duties when Jervey was in college (1910-1914).

2:44 – Pep rallies were held in the campus chapel. Jervey briefly describes the scene at a typical gathering

4:01 – Jervey recalls the typical manner in which cadets were chosen to play football.

6:04 – He sold tickets during football games in the early days; he describes the scene. Typical crowd sizes for Clemson and South Carolina football games are recalled.

7:20 – Coaching salaries in the early 1900s at Clemson.

7:36 – Class football teams were chosen in the second semester as a winter sport activity in the days before basketball. Coaches scouted these teams for possible varsity football talent. Varsity players were not allowed to take a physical role in class football, though they were allowed to help coach the teams.

8:35 – Establishment of the basketball team at Clemson in 1912. Frank Dobson was the first coach that Jervey can remember. There were five to six games played in a season. Games were originally held in the basement of Sikes Hall. The location was not ideal (unsafe playing conditions), so starting in 1915 competitions began to be held at the YMCA. The YMCA building couldn't support very large crowds, however. Spectators had to watch from balconies above the court.

10:40 – Changes in the game of football are discussed. Passing the ball was legalized around 1905.

11:24 – Clemson played Georgia Tech in football every Thanksgiving. They, rather than South Carolina, were considered the biggest rival to Clemson in those early days.

11:55 – The first Clemson football coach was Walter M. Riggs, a professor who had previously been at Auburn. Later, John Heisman coached football at Clemson before establishing himself at Georgia Tech.

14:10 – Jervey recalls the state of sports facilities when he was a student. Competitions in football, baseball, track, and even basketball (occasionally) were held on Bowman Field.

16:01 – Notable bowl victories are recalled. Jervey always considered the 1959 Bluebonnet Bowl to be a significant victory. He didn't get to attend the 1940 Cotton Bowl.

18:50 – Financially, the football team never made any significant amount of money at home because of facilities. Other teams had better facilities at the time, so Clemson made more money away from home.

20:06 – Clemson athletic teams traveled by train during the time that Mr. Jervey was a cadet.

20:43 – Audio ends

Bill McClellan Interview

1 CD

Audio Quality-Ok [poor towards the 37:00 minute mark]

Date-December 1, 1980

Bill McClellan – born in 1932 in Hamer, SC; Clemson class of 1954; Clemson Assistant Athletic Director (1966); Clemson Associate Athletic Director (1968); Clemson Athletic Director (1971-1985); Southern Mississippi Athletic Director (1986-1999).

Disc 1

00:20 – McClellan recalls changes in athletics during the previous 30 years at Clemson. He details seat additions and capacity changes over the years at Memorial Stadium (built 1942).

3:07 – McClellan recalls arriving on campus as a freshman in 1950. He describes practice facilities for both varsity and freshman football teams. Baseball was played on Riggs field until 1970. Old campus “field houses” are recalled. Seasons tickets [other than football] were never sold until facilities were improved. Tennis court locations and resurfacing efforts are described. By 1954 there were lights at the football stadium. The athletic department moved into the Jervey building in 1973. The new track facility was built in 1973 near the “old bottoms.” It was a nine lane, all weather track. It was at first an asphalt surface before being changed to ground rubber in 1978. An Olympic sized swimming pool was built in 1974.

13:21 – The basketball team moved into Littlejohn Coliseum in 1968. McClellan talks about the facility; including seating capacity and largest crowds.

15:14 – The soccer program was started in 1972. In 1979, the team began to play at improved facilities on Riggs Field.

19:30 – Until 1954, there was no need for intramural sports because of the physical nature of cadet drilling. Evolution of intramurals since its inception, campus area parking for sports, and the “West Beach” area development are all recalled.

24:37 – IPTAY Club and its monetary situation as it has evolved in terms of being able to provide scholarships. It was essential for the football and basketball programs to be successful because of the potential revenue. Baseball at the time of this interview (1980) was not a money maker.

27:22 – Problems related to spring scheduling of sports.

27:48 – The Athletic Department budget was reliant on ticket sales and revenue from athletic events. Changes in ticket sales over the years, revenue sharing in the ACC, as well as radio, concession, and gate receipts are all discussed.

30:36 – The athletic department had to provide for its own fringe benefits (coaches retirement, etc.). In sports other than football, basketball, and baseball, there is a “split appointment” system in which the coaches teach part time (50% of salary provided by the university).

34:45 – Improvements in the intramural program and maintenance of its finances are recalled by McClellan.

37:00 – The audio becomes poor and very hard to understand at this point. McClellan is recalling the development of facilities as well as the highway department's work at helping to alleviate traffic problems. Future project proposals are discussed.

58:09 – Audio ends.

Phil H. Prince Interview

1 CD

Audio Quality-Good

Date-June 9, 1983

Phil H. Prince – born August 4, 1926 in Bostic, NC; Clemson class of 1949; University of NC at Chapel Hill Executive Program Graduate (1967-1968); Milliken & Company (1951-1978); Senior Vice President of American Express (1978-1983); President of Synco Properties (1983-1985); President of Clemson University (June 1994-June 1995).

Disc 1

00:21 – Prince begins by relating biographical information.

1:06 – His first recollections of Clemson were that it was a successful football school. Prince received scholarship offers from Clemson, Tennessee, and NC State. Clemson offered first, so he chose to go there. He also enjoyed the rural setting.

3:48 – Prince played football and track at Clemson. He received four letters in football.

4:34 – Prince reflects on the spirit and close bonds established during his days at Clemson.

5:32 – Prince discusses his current career path.

6:05 – He reflects on how his Clemson athletic and educational experience helped his career.

8:16 – Prince gives his first recollections of IPTAY while he was a cadet. He goes on to detail how the organization has evolved over the years as well as his own personal involvement.

12:41 – In his opinion, there has been little conflict over the years between alumni and athletic fundraising. In his experience they had always worked well together.

14:55 – Prince gives closing comments by relating some of Clemson's challenges and what the institution should strive for in the future.

16:49 – Audio ends.

Robert “Red” Ritchie Interview

1 CD

Audio Quality-Good

Date-June 23, 1983

Robert “Red” Ritchie – born in 1906; Iowa State College graduate; came to Clemson as an animal science professor in 1926; appointed to Clemson's Athletic Council in the mid 1940s; chairman of the Athletic Council in 1955; served as President of the Faculty Chairmen of the Atlantic Coast Conference in 1958-59, 1964-65, and 1970-71; retired in 1971 after 45 years on the Clemson faculty. Ritchie passed away in September of 1999.

Disc 1

00:21 – Ritchie discusses his early career at Clemson, which began in 1926.

1:50 – He first heard of IPTAY while walking across Clemson’s campus in 1935; a colleague named Stevenson asked him to join. IPTAY was a secret organization in its early days.

2:50 – Regarding IPTAY’s founding, Ritchie stated that Coach Neely had expressed the opinion that the program needed around \$10,000 in order to field competitive teams. By 1935, IPTAY representatives had started traveling all over the state of South Carolina. In the early days, there were no real fringe benefits for members of the organization; \$10.00 was quite a large sum of money in those days.

8:02 – In regards to geographic focus for new IPTAY membership, Ritchie focused on South Carolina, North Carolina, and Georgia in the 1930s.

10:45 – Once IPTAY reached the \$10,000 mark several years into its existence, it became obvious to all that the organization was really on to something and would ultimately be a very successful one.

14:00 – Ritchie recalls the reorganization of IPTAY after Rupert Fike stepped down in 1954.

15:20 – It is not Ritchie’s opinion that IPTAY in any way impeded efforts to raise alumni funds.

18:15 – Recruiting violations had recently occurred (early 1980s). Ritchie offers several solutions which could go a long way in alleviating such problems.

21:00 – There always has been some amounts of confusion as to what exactly IPTAY does. Even some academics within the university at the time (early 1980s) didn’t fully grasp what the organization did.

27:30 – Ritchie recalls life on the road of a typical IPTAY representative.

30:07 – There was significant non-alumni involvement within the IPTAY organization in the early days. Many of these individuals sent their children to Clemson, however.

32:14 – Audio ends.