

**The David and Barbara Pryor Center
for
Arkansas Oral and Visual History**

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Arkansas Memories Project

J. Frank Broyles

Interviewed by Scott Lunsford

December 17, 2007

Fayetteville, Arkansas

Objective

Oral history is a collection of an individual's memories and opinions. As such, it is subject to the innate fallibility of memory and is susceptible to inaccuracy. All researchers using these interviews should be aware of this reality and are encouraged to seek corroborating documentation when using any oral history interview.

The Pryor Center's objective is to collect audio and video recordings of interviews along with scanned images of family photographs and documents. These donated materials are carefully preserved, catalogued, and deposited in the Special Collections Department, University of Arkansas Libraries, Fayetteville. The transcripts, audio files, video highlight clips, and photographs are made available on the Pryor Center Web site at <http://pryorcenter.uark.edu>. The Pryor Center recommends that researchers utilize the audio recordings and highlight clips, in addition to the transcripts, to enhance their connection with the interviewee.

Transcript Methodology

The Pryor Center recognizes that we cannot reproduce the spoken word in a written document; however, we strive to produce a transcript that represents the characteristics and unique qualities of the interviewee's speech pattern, style of speech, regional dialect, and personality. For the first twenty minutes of the interview, we attempt to transcribe verbatim all words and utterances that are spoken, such as uhs and ahs, false starts, and repetitions. Some of these elements are omitted after the first twenty minutes to improve readability.

The Pryor Center transcripts are prepared utilizing the *University of Arkansas Style Manual* for proper names, titles, and terms specific to the university. For all other style elements, we refer to the *Pryor Center Style Manual*, which is based primarily on *The Chicago Manual of Style 16th Edition*. We employ the following guidelines for consistency and readability:

- Em dashes separate repeated/false starts and incomplete/redirected sentences.
- Ellipses indicate the interruption of one speaker by another.
- Italics identify foreign words or terms and words emphasized by the speaker.
- Question marks enclose proper nouns for which we cannot verify the spelling and words that we cannot understand with certainty.

- Brackets enclose
 - italicized annotations of nonverbal sounds, such as laughter, and audible sounds, such as a doorbell ringing;
 - annotations for clarification and identification; and
 - standard English spelling of informal words.
- Commas are used in a conventional manner where possible to aid in readability.

Citation Information

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Scott Lunsford interviewed J. Frank Broyles on December 17, 2007, in Fayetteville, Arkansas. The second part of the interview with Frank Broyles was recorded the following day.

[00:00:00]

Scott Lunsford: Okay, Coach, I've got to take care of some business here on the front end. I've got to say that we're at the—uh—at your old residence—it's now [daughter] Betsy's and [son-in-law] David's residence . . .

Frank Broyles: They're living here now. Yes.

SL: . . . uh—up here on Lovers Lane in Fayetteville, Arkansas. Today's date is December 17. Is that right?

Joy Endicott: Yes.

SL: I think it is.

FB: Yeah, it's getting close to Christmas.

SL: It's getting—getting close to Christmas.

FB: Yeah.

SL: Um—and we're going to be—uh . . .

FB: I guess.

SL: . . . talking with J. Frank Broyles. [FB laughs] Coach. I'll ca—call you "Coach" all the way through this.

FB: I don't know any other name.

SL: I've never known you . . .

FB: Please don't call me "mister." [Laughter]

[00:00:35] SL: I've never known you any other way, Coach. Um—and—um—we're gonna be videotaping and audiotaping. This is gonna—this document is gonna—r—uh—reside in the Special Collections Department at the University of Arkansas, Mullins Library.

FB: Wonderful.

SL: And, Coach, I've got to ask you on tape if that's okay with you that we're videotaping.

FB: I approve of that wholeheartedly, and I'm proud to have it there.

SL: Well, thank you. Um—Coach, I—I want to—uh—start with your earliest memories. I want to talk a lot about—I want you to talk a lot about your parents and as much about your grandparents—as you can remember—and your brothers and sisters and what life was like. First of all, I've got to know when and where you were born.

FB: I was born in the Piedmont Hospital—uh—in Atlanta, Georgia, on December the twenty-sixth, 1924. Mother [Louise Solms Broyles] said she ate too much turkey—nearly got me to be a Christmas baby, but I was born early in the morning on the twenty-sixth.

[00:01:40] SL: Well now, I was reading the *Hog Wild* [: *The*

Autobiography of Frank Broyles] book and—and your mom—
um—when she first got here, she couldn't speak English.

FB: That's correct. She—well, what happened—her mother and
father [FB edit: Mary Louise Solms and Ozzie Taliafero Broyles]
were Germans—came over as eighteen-year-olds and met and
got married, and—uh—so they spoke German in their school—
in—in their home, excuse me. And—uh—so she went to the first
grade even though she had tried to learn some English, and they
said, "No, you don't know enough English. You got to go back
and study English for a year and come back." So she was a year
late starting.

[00:02:13] SL: And her maiden name was . . .

FB: Solms. *S-O-L-M-S*. They were German. Um—her mother and
father came over when they were teenagers and met in America
and were married, and—um—he was a—um—architect and—
and—and building buildings—uh—with beautiful designs—
concrete designs around the buildings in Atlanta. And he died
when my mother was nine years old.

SL: Mmm.

FB: And my grandmother took over after that—Grandma Solms—and
she was tough. And she—he had left a lot of property and all,
and I remember the last part of her life. She ran a—a—uh—

apartment house with four stories in downtown Atlanta. Even though she had fallen and broken her leg, she was tough as she could be. And—um—then she moved—after they finally got—sell that—she moved to within a block of me. She wouldn't move in the house with us. She rented a place one block from us where she could be alone—wouldn't be a burden to anybody. But that was the way they were in those days.

[00:03:12] SL: Well, that's amazing. Now—um—so your grandfather was an architect?

FB: He was a architect that built—uh—the—he built some of the big buildings in Atlanta—the—the domes and so forth. He would put the stone and the design around the buildings that were built, including the state capitol.

SL: Wow . . .

FB: Yeah.

SL: . . . that's pretty prestigious.

FB: Yes. He had a—he had a big company.

SL: Mh-hmm. And—um—so did he go to school here in . . .

FB: He went to school in the United States, yes.

SL: Uh-huh.

FB: They moved over—he and his—and my grandmother moved over when they were—uh—teenagers—uh—from Germany.

SL: Uh-huh.

FB: And there's a little town in Germany called Solms—*S-O-L-M-S*. And I've been there, and the Solms family had a—they had a—a—um—castle there, so they put it and made it into a tourist attraction. The town's about five hundred people, and it's in Germany. I went through there on my trip to Europe one time.

[00:04:12] SL: Well, that must've been great to see that.

FB: It was. It—it was a—one—one—one of the—uh—castles where you had the—the s—warriors were up top to protect the castle against the . . .

SL: Uh-huh. The turret.

FB: . . . the—uh—robbers and so forth. And then they had the museum down on the first floor. And it was about—uh—oh, the equivalent of three stories high.

SL: Well, did you learn any more about . . .

FB: Oh yeah . . .

SL: . . . your great-grandparents and . . .

FB: . . . I learned about the Solms. I did. I learned a lot about the Solms and the name and so forth, and—and—um—I know that—uh—uh—my—one of my uncles—uh—during World War I changed his—uh—his name and—and—uh—to Saunders because he was getting so much criticism ha—havin' a German name

durin' the war.

SL: Mh-hmm.

FB: The First World War. And—um—so he was—he went by Saunders—*S-A-U-N-D-E-R-S*. He lived in California. But criticism about having a German name was such that he had to—had to make that—uh—change.

[00:05:12] SL: That was not uncommon . . .

FB: No.

SL: . . . a lot of—a lot of families did that.

FB: That wasn't uncommon after World War I. You're exactly right. Yeah.

SL: Mh-hmm. Um—well now, let's talk about—um—your—um—um . . .

FB: On the mother's—on my dad's side . . .

SL: . . . yeah, yeah.

FB: . . . my grandfather [R. A. Broyles] was the vice-president of the Georgia Railroad [and Banking Company]. And—uh—he—on the side, he had about thirty-five or forty neighborhood grocery stores [FB edit: Broyles Grocery Store]. And my father [O. T. Broyles] helped run those, and two of his brothers helped run those. They were deliver and charge. And then the Depression hit, and I remember my mother sayin' to my dad, "You've got to

go collect that money." He said, "I can't collect." So she went out. My mother was tough. She went out and called on the people who owed ten or fifteen dollars to the stores that my dad had. My granddad left—he s—he left each of the three boys five stores and then sold the others to [L. W.] Rogers [Grocery Company], which was a big—uh—uh—big company statewide in—in—in—in Georgia. So I grew up delivering a little bit when my—some—with—with what my dad's stores—uh—and so forth, but when he—uh—he lost 'em when his partner stole the money and went to Florida during the Depression, and—um—so he lost all of his stores. And then he went into other businesses. But my granddaddy was a very successful—outstanding leader in the railroad industry. But on the side, believe it or not, he had thirty-five or forty neighborhood stores all over, and three of his sons [FB edit: R. A. Broyles Jr., Julian Broyles, and O. T. Broyles] ran 'em.

[00:06:42] SL: Well, let's talk about your uncles then. Do you remember your . . .

FB: Yes, I remember.

SL: . . . daddy's brothers?

FB: When we went to the—when we went to the Orange Bowl in 1944 my mother ran an ad in the paper: "My son is Frank

Broyles, and I need a ride to Miami," because my dad had gone fishing with his buddies on the way down early, so she didn't have a ride to the Orange Bowl, and she beat my dad to Miami. Somebody called—said, "I'll give you a ride." We still have the clippin': "I'm Frank Broyles's mother, and I need a ride to the Orange Bowl" in the want ads section of *the Atlanta Journal*.

[Laughs] And she beat my dad there. And my uncle [FB edit: Dick]—my dad's brother—was the Methodist preacher in—in Coral—in—in—Coral—in Coral Gables where the school is.

SL: Uh-huh.

FB: And—uh—get rid of that cat right there. But my mother—my dad's brother was the Methodist minister in Coral Gables at the Methodist Church, right next to the University of Miami.

SL: Uh-huh.

[00:07:35] FB: So she went there to stay with 'em. She called and said that she was going to stay there with 'em, and when my dad drove up from a fishing trip on the way down there, there was my mother waiting on him. And so she got to go to the ball game, and then I remember we were coming back on the train, which we did in those days, and Georgia Tech gave me two booths—Barbara had come down—I proposed to Barbara down there at the—at the—uh—Orange Bowl. And—um—I set the

passing record there for s—I think, 302 yards. It stayed from 1940—January the first, [19]45, until [20]02-[20]03, when Brady broke it in the—in the—as the most yards passing in the Orange Bowl. But—uh—I remember being on the—on the—on the lake, and I had a rental car, as th—the s—players did to get around—didn't have a bus or anything. And I—we were looking over the Miami Bay there, and I proposed to Barbara right there, and she accepted. And we had been dating for—oh, about three years at that time.

[00:08:33] SL: Well, we're going to talk a lot about your-all's courtship here . . .

FB: Yeah.

SL: . . . in a little bit. But I wanna—I wanna get back to your dad now. But by the [19]40s, your dad was . . .

[00:08:42] FB: My dad was in . . .

SL: . . . insurance—selling insurance by then.

FB: Yes, he was in the insurance—what happened—well, when he lost his stores, he went to work selling cars for Chevrolet, and he sold cars all the way when I was playin' because he could drive—he had a car durin' the war.

SL: Mh-hmm.

FB: And when I'm in [FB edit: Decatur Boys] High School, ?and

there?, he would always take a crowd of—they would take three cars for our basketball team and five cars for our baseball team around. And he always—he saw me play, I mean, unbelievable number of times—all the sports that I've—three sports—football, basketball, baseball—he didn't miss many games durin' that time. And—uh—then durin' the war, he went to work for OPA, which was a—since he had been in the grocery business, they needed an Office of Price Administration, where people couldn't get food without the stamps, and—and grocery stores weren't chargin' more because of the shortage durin' the war. So he went to work for the—for the OPA. After the war, he started his own insurance company with my brother, Bill, and they were very, very successful. And the Broyles insurance agency is still on the square in Decatur, Georgia. It's been sold probably three or four times, but they still use my name. [*Laughs*]

SL: The name. That's good.

FB: In Decatur. Yeah. [*Laughs*]

[00:09:50] SL: Well, why change a good thing?

FB: Why cha—that's right. They use my name there, but we haven't owned it since, oh, about f—1950 or somewhere in there.

[00:09:59] SL: Well, all right, so now—um—let's talk about your very earliest memories.



FB: My earliest memories—ah—were growin' up—was Depression. And food, and—and how we—my mother would cook—uh—grits for breakfast, and then she'd fry grits for dinner in—in patties, you know. Uh—my—we didn't go hungry, but we didn't have much—much income. We didn't have much food. I remember going over—my uncle—my dad had lost his stores durin' the Depression, but my Uncle Robert said, "Come over," and we could get five dollars worth of groceries, and when I was about in the, oh, second grade. And we drove the car over there and filled it up with five dollars. Steak was a nickel a pound.

SL: Wow.

FB: And—uh—I remember we filled up enough groceries to eat for a—for a week that my uncle had given us during the tough times of the Depression. And—uh—that—that I remember the most. And then right after the Depression, my brother was a star football player on the Decatur High team that was undefeated for three straight years. And he had a chance to go to Georgia Tech on a full scholarship, but his buddies went to Georgia. And he was offered a part scholarship. And durin' the Depression, we didn't have any money, so he went directly to work and—uh—uh—ended up—uh—with a very wonderful family and had a statewide business and all.

[00:11:23] SL: Now you had two brothers?

FB: I had three brothers.

SL: Three brothers, okay.

FB: One died. I—I remember the time when I was four years old, my mother came and said, "O. T. died on the operating table." He had a appendectomy, and he died on the operating table. And I saw my family go through the death of a child. He was about thirteen at the time, and he was the second child. My oldest brother, "Huck" [Charles Edward], was—uh—twelve years older than me, and O. T. was about ten years, and Bill was about eight years, and my sister was five years older, and then I came—uh—uh—five years after my sister, Louise.

SL: So—see, now how old were you when O. T. died?

FB: I was three or four years old.

[00:12:02] SL: Three or four, and you can remember that.

FB: Yeah. He was about twelve or thirteen, and the—the doctors just—all I remember is that my family said that on the operating table something happened, and he died while his appendectomy was bein' taken out—appendix was taken out.

SL: That's tough. So now—and this was happening—you rem—this was during the Depression, so you had the . . .

FB: Right—right during the Depression.

SL: . . . tough economic times. Your dad was too kindhearted to go out and beat people over the head to pay their bills when they didn't have any money.

FB: Well, you didn't—that's right. You couldn't do it. We had very little.

SL: Mh-hmm.

FB: Very, very little. And—and—uh—then after the Depression, my sister bought me my first suit. Louise was five years older, and I was—we've got a picture of it, and you can see it in the pictures the suit that she bought me. It was one of those that you turn around, and it's got—well, you could have it—turn the coat over and the vest over and two pair of pants. You could make about six options out of it. [*SL laughs*] And I was a—a sophomore in high school, and it was the first suit that I had owned. Because of the Depression, I didn't—and we had a banquet or something when I was a freshman in high school, and she bought me the suit to—she had gone to work about a year earlier. And I remember that suit. I loved it and wore it all the time in different combinations that we had. Um—she was awfully good to me.

[00:13:22] SL: Y'all lost a house at one point in time.

FB: Oh yeah, let me tell you that story. We had this house on

Hilliard Street, and it was a wonderful home, but my dad couldn't pay the taxes. And finally, we lost the house for—for not being able to pay the taxes. And my dad—I was in the fifth grade—we moved over to my grandfather's house, who had two houses on Kings Highway. The first one was rented. The second one was empty. And so we moved in without telling my grandfather, and then he let us live there and then left the house—when he died—he left the house to our family. But we lived there on Kings Highway during that time—um—in that wonderful house. We went by to see it recently and gave us a tour when we were over in Atlanta.

SL: So it's still there? Hey, big 'un.

FB: I'm going to have to get rid of that cat. [*Laughter*]

SL: Are they okay outside?

[Tape stopped]

[00:14:12] FB: My dad—my brothers had gone to work because—at sixty-five dollars a month or whatever they could make. They didn't go to college because it was too poor—we were too poor and so forth. And my sister had gone to work, and—um—so during the Depression—um—Louise, my sister, helped me with some spendin' money, and as I say, she bought me the suit.



But my dad told me when I was—oh, I guess I was eight or nine

years old, he caught me smokin' corn silk, and I had wanted to be an athlete. I was already a athlete in the fourth grade. I was the star in all three sports in the fourth and fifth grade and all. And he told me—he said, "All right, Frank." He said, "Now if you want to smoke, I'm just gonna to put you to work just like your brothers. If you don't smoke, I'll let you still play athletics." So I never p—picked up another corn silk to smoke in my life. And so I went right on through, and my dad was in the car bu—he was a car salesman, so he could take me. And he saw me play most of my games in high school and, of course, in college, too, because we were at Georgia Tech. But I remember he told me, "If I catch you smoking again, you're gonna to go to work [laughs] . . .

[00:15:20] SL: That's a good incentive not to smoke.

FB: . . . and give up athletics." Yeah. [Laughs]

SL: What—uh—let's talk about the house that you all moved into.

Um—was it a modest home?

FB: Oh, it was a beautiful, two-story home with a basement and this white—uh—I can see it right now—this white wood, and it's got a screened-in porch, and we had—um—four bedrooms upstairs and a bath, and one big master bedroom downstairs and a bath, and then a big basement underneath where we kept things. We

had two pecan trees in the backyard that I loved. I would pick those pecans, and I would make—I learned to make fudge before I was ten years old with pecans. I'd make my own chocolate fudge on Sunday afternoon and—um—put it in the refrigerator and eat it all week long. [*Laughs*]

SL: You know, you could probably make a business out of that.

FB: Oh, I tell you what, I—my mother had a recipe for fudge that she taught me. She put—uh—syrup—and corn syrup and everything, and made it just so smooth and all. And—and she taught me to make it. I made it on Sunday afternoons during the—during the pecan season. I'd go out and pick enough pecans and peel 'em and—and then put it in my fudge that I made for myself. And I didn't share the fudge. [*Laughter*] I didn't share it at all. I kept it.

[00:16:32] SL: Let—let me see now. I'm trying to—um—let's talk a little bit about—um—I assume that you were just at home—you didn't—did you go to kindergarten or did you just start at first grade?

FB: I don't think I went to kindergarten. Um—see, I started a year late because my birthday was in December. I was six-nine—six years and nine months when I started . . .

SL: Mh-hmm.

FB: . . . because December—she wouldn't start me when I was five and—and nine months.

SL: Uh-huh.

FB: So I—uh—I went right into the first grade in Glenwood High School through the fourth grade. And the fifth grade is when my dad lost the house—and—uh—on Hiliard Street, and—uh—we moved—b—by the way, on—on the house on Hiliard Street, we had a—a side lot there that I played ball in. I—I—I would throw the ball up against the house—a tennis ball—I would throw it up against the house. When I'd catch it, it was a out. And I'd play the Yankees against the Boston, and play a whole ball game throwing the ball up there. If I missed the ball, it was a base runner and—and all. And I'd always let Boston win 'cause I hated the Yanks even then. [*Laughter*] Boston was my team. Ted Williams was the batter—left-handed—I wanted to be a Ted Williams all the way up to my junior year in—in college.

[00:17:45] SL: So you started—you were—avid baseball fan as early as six or . . .

FB: I—I played, yes. I—I played baseball with my next-door neighbor—uh—was a year older than me, and we played pitch, and we played catch, and we batted, and we did everything, even when our teams weren't playin'. And I went out for the

American Legion team and—uh—and made it when I was thirteen. And got to go to Spartanburg, South Carolina. We won the state championship. Went to Spartanburg, South Carolina—first time I'd ever been out of Georgia. And—uh—we stayed in an audi—we stayed in a gymnasium in Spartanburg. One team's over here sleeping on the floor with a ba—blanket, you know. And then—uh—we got beat in the regional finals in the second game. Our—our pitcher—I remember Bobby Lawrence pitched a doubleheader and lost the la—he pitched both games and lost the last game . . .

SL: Mh-hmm.

FB: . . . and knocked us out. So we went back home. But that was my first trip out of town.

[00:18:39] SL: Boy, you don't see that anymore.

FB: No.

SL: One pitcher pitching two whole games.

FB: Three times during the time, he pitched a doubleheader to get us into the state championship and on through there. I look back at the record in that playbook—I mean, if I found my—my—um—scrapbook, it would have his picture in there and the games that—uh—I played American Legion ball.

SL: Okay, now did you—did I hear you say that—um—when you

were in grade school, you were actually in a high school building? Were all the grades in—in one building?

FB: No, no. We—we were in—I was in the—no, I was in—I was in Oakhurst in the fifth, sixth, and seventh grade. We had seven and four. We didn't have a junior high, so we only had eleven grades. And—uh—and I—by the time I'm in the seventh grade, the picture that you've got of me—I'm so much bigger than everybody.

SL: Uh-huh.

FB: And I'm scoring eight or ten touchdowns a game as we played the other grammar schools or elementary schools. And I was telling my family that, and they didn't believe me. So my mother said, "Well, I'll go out and see." And sure enough, I scored eight touchdown—of course, I was bigger than everybody else.

[00:19:40] SL: Yeah.

FB: And there's that picture that you've got—well, you'll see that. And—uh—she said, "Yeah, he scored eight touchdowns." And—uh—then the biggest day of my—uh—my young life—in hi—in elementary school was when I scored more points than my sister did in the basketball team. In the half-court basketball, she was a great shooter. We had two goals in our backyard on—um—on

Hilliard Street; we had two goals. My older brothers were playing basketball all the time. My sister played with 'em. So she was a star player in high school. I mean, a star player. Half-court, she would score thirty or forty points a game because, you know, they'd—half-court. And then one game I scored thirty points in the—in the Oakhurst High School game. I came home, "I scored more points than sister Louise." I was thrilled to death—only time in my whole life that I scored more points than she did.

[End of verbatim transcription]

[00:20:28] SL: Well you know, she played semipro, didn't she?

FB: She played semipro in Atlanta. She went right to work, but she still comp—played on a semipro team. And we went to see her play, and she had to play the full court in those days. After high school they played the half-court. And she's got r—records, and she's got trophies and all that she got from—she played while she was working. She went right to work. And like I said earlier, she gave me my spending money. I didn't—my family didn't have any money to give me. She bought my clothes—everything—when I was in high school.

SL: So she had some income from just playing the basketball.

FB: No, no, she had a job.

SL: Oh, she did?

FB: She played basketball on the side.

SL: Mh-hmm.

FB: She went to work as a secretary or something down in Atlanta.

SL: Mh-hmm.

FB: And she had a—in those days, a sixty-dollar income a month.

You know, that was about what a—sixty-five was about as high as you could get. And that would go a long way. Like I said, a steak was five cents a pound. [*Laughs*]

[00:21:27] SL: So tell me about your grades, Coach. How did you do early on?

FB: Well, I . . .

SL: I mean, I'm starting at elementary school here.

FB: Well, I had—in elementary school I made average grades. I was playin' sports all the time, you know, myself—even by myself. For the fourth grade, I made the elementary school team. And star—started—I was substitute on the fourth grade and started in the fifth grade. And then fifth, sixth, and seventh grades I played three sports all the way through the—elementary—went to high school and played all three sports. My career in high school and college matches like this. And I went as a freshman at Georgia Tech, and I was on the second team in football—

started as a thirteen-year-old in basketball and baseball—fourteen—I was fourteen by then. Did exactly the same thing in college. I went to Georgia Tech. I played on the freshman team in football and started in basketball, baseball as a freshman. Exactly—I made twelve letters in high school—of three each year for four years, which we had, as I said, through eleven grades. We had eight through eleven—seven in high school. And then in college, I had ten letters. I had twelve in high school. And the only reason I didn't have twelve—the war came out, and we didn't have a team one year, and I left before the baseball season and went to Baylor as the backfield coach.

[00:22:42] SL: That's not a easy thing to do—to get into Georgia Tech, is it? I mean you had to have go—pretty decent grades.

FB: You had to have good grades, and I went to—and I was with Bill Hartman's son, who was the backfield coach at Georgia and a star player and died just recently. But his son was telling me how his daddy often would say, "I had Coach Broyles going to Georgia, and he ended the last minute going to Georgia Tech." Well, he never had me. I was going to Georgia Tech. I was nice to Georgia, you know, but I was going to Georgia Tech from the time I was in the—oh, I'd say, in the tenth grade. I lo—Bobby Dodd was my hero—the backfield coach at Georgia Tech. And I

qualified. And the war—see, the war broke out my senior year in high school. And so I'm playing when Pearl Harbor happened. And then Georgia Tech started their class to go three semesters to get people out quicker for the war. So I—the minute I graduated from high school, I entered Georgia Tech. And I had decent grades, but I didn't concentrate on—in my day, you g—you made passing grades and went on about your business. There wasn't anybody talking about A's in those days like we do today.

[00:23:55] SL: Yeah.

FB: I don't remember what my grades were. They were average—no more than average. I can't think of any course—math was my strength at Georgia Tech. I exempted every math test I took. If you had an A going into the exam, you didn't have to take the exam. And I don't think I ever took a math exam at Georgia Tech. I took English exams. [*Laughs*] That was my toughest part because I only had one course in English.

SL: Mh-hmm.

FB: It was all engineering. And that's the one thing they've changed since I left. They have speakin' and two or three courses in English, not just literature. I had one quarter in literature and one quarter in English, and that was all we had in a four-year

degree.

[00:24:40] SL: So back then—did you get a degree in math then?

FB: No, I got a degree—no, we—you have to take a—it's a indus—
engin—it's a science degree in industrial management, which
meant that we were gonna hire all the engineers. I—we would
tell the engineers we were in the business part of the engineer.
We took both business and engineering, and we would tell all of
our classmates, "Now work hard. I'm going to need you to work
for me someday." [*Laughter*] That's what we'd tell the
engineers.

[00:25:08] SL: The engineers, yes.

FB: That we were going to be the bosses, and they were going to be
the workers. But, interestingly—this is crazy—so I ju—I—Scott,
I was seventeen, so I had to get in the reserve to stay in school
and not get drafted. So the—Coach Alexander came by, and he
said, "All the players—sign up for the air force, and they're
gonna leave you in school. They don't have enough airplanes,
so you'll get to stay in school and go be a pilot." I didn't want
any part of that. And so the army said, "Sign up, and you get to
go to mids—to go to officer candidate school, and you don't have
to be drafted. You can be an officer. Sign up for the army."
And so, oh, about October, I'm still seventeen. I went down to

the—I was in the ROTC, and I went down to the major and asked him, "Could I join?" And he said, "Frank, I'm sorry. We're closed up. We don't have any left. We can't enlist you." So the navy was the only thing I had left—get this. The navy is the only thing I had left. So on the twenty-fourth—two days—I went and signed up for the Navy Reserve—two days—while I was still seventeen. Believe it or not, three weeks later, all the fri—my teammates that signed up for the army were called up immediately. Two weeks after that, all the people in the army were called up. And two weeks after that, the navy said, "We're gonna leave you in school till you graduate."

[00:26:33] SL: So they took y—they took the army, and they took the air force guys.

FB: In January and February. Now get this—I'm still at Georgia Tech, and Clint Castleberry, the star player for us as a freshman, was missing, and they never found his airplane. My basketball teammate that went into the army named Gene White—I read where he was killed in Normandy. I'm still in school. You're talkin' about luck. I'm still in school because the navy was gonna give me eight semesters. And then I tell this story—it's kind of funny—I got my commission, and I went up and trained for two months for the invasion of Japan. We were going—I was

in the Twenty-First Battalion. As soon as I got my commission, I came back and got married. And Barbara and I are on the train going to New York to Providence to train for the—for invasion of Japan, and the Germans—the Jap—the Germans heard I was comin', and they quit. [*SL laughs*] That was May the eighth [1945]. And when I got into New York, Scott, I'm telling you—they're celebrating. I thought something had happened. The Germans had resi—so I prac—I trained for two months for the Twenty-First Battalion of the Seabees. We would build the docks and everything. So I went to California, and I thought with people going to the other war it would be two or three months, so Barbara went with me. I'm going through the line on Monday morning, and the guy starts whispering in front of me. "The next sixty of you are going to fly to Pearl Harbor. We've got a flight going. You all are going right now." So Barbara had to turn and go back. So we got on the airplane. Let me tell you, that was August the sixth and seventh. The first—sixth—they dropped the first A-bomb. On August the seventh, they dropped the second A-bomb. It was either the sixth and seventh or seventh and eighth—I got on the plane to fly all the way to Pearl Harbor and all the way to Okinawa for the invasion of Japan. When I landed there, I thought the Japs had hit again. But the

Japs heard I was coming—they had quit. [*Laughter*] That's what I say in my book. That's in my book.

[00:28:27] SL: Yeah. Yeah.

FB: But what happened is that they dropped the A-bomb two days before I left to go overseas, and the Ja—Japanese—so here I am in Pearl Harbor, and so they sent me on to Okinawa. And so I'm out there at Okinawa for six months, and I'm train—I'm runnin' a battalion there and so forth and all. And so one of my friends is in the [*laughs*—this is crazy. One of my friends is in the administration. He said, "There's six places on a ship going back to Pearl Harbor. I'll put some of y'all on there." We had only been there five or six months at that time. So we get on the boat, and then the captain comes up and says, "Boy, the commander of the base there is saying, 'Get you six ensigns off there. You're not going back to Pearl Harbor.'" And I told him to go to *H-E-double L*, and "We're going to Pearl Harbor." So I'm getting on a ship for the first time—been in the navy three-and-a-half years and never been on a ship. [*Laughs*] And so we're sailing back to Pearl Harbor. Now get this. It'll blow your mind. We land at Pearl Harbor. I walk in to check in, and who checks me in but the commander at Georgia Tech named George Griffin. He had been in the navy—a commander in the navy. He said,

"Frank, good to see you. Coach Aleck needs you back for spring training. We're gettin' you back on the next boat." So they put me on the sa—here I am, you know, just comin' back. I was scared to death. I was on the Saratoga comin' from Pearl Harbor to San Francisco with all these veterans and wounded and everything. So I told everybody a halfway lie. I said I got a battlefield promotion because I had no medals or anything. I'm in my ensign uniform, [*laughs*] and I got nothing on there. So I got through that, and I got in the train and went home. They gave me a couple of weeks off, and there I am in January now. And so—miracles. You know, you got to be blessed. And I was blessed here, lucky. So I go up to get my orders. They're gonna station me at Georgia Tech in the Naval ROTC as an ensign, and I can go to class and go through spring practice. That's what the plan was. So [*laughs*] I go up to Charleston to get my orders, and this is exactly what happened. I gave the guy my name, he pulled it out, he said, "Who in the *H-E*-double *L* are you?" And I said, "My name's Frank." He said, "I know your name. Who are you? How are you getting this?" I said, "What am I getting?" He said, "I got orders to discharge you." I said, "Is it honorable?" [*Laughter*] He said, "Unfortunately, it is." I said, "Give it to me." So I went back and entered Georgia

Tech and went through spring practice.

SL: That's . . .

[00:31:04] FB: It's an unbelievable story. And . . .

SL: . . . that's the Broyles luck, isn't it?

FB: . . . oh, it's the Broyles luck. And I—my—I had friends that joined the Army Reserve and the Air Force Reserve—were killed before I ever left Georgia Tech. The navy left us in there for s—I had five mon—five semesters. So it was two years—two and a quarter years—before I—and then—by then the war was over. And my age—I was only sixteen when the war started and just barely—not quite seventeen. So I hit everything just right, and I tell people in my book—if you've seen my book, *Wild Hog* [Editor's Note: *Hog Wild: The Autobiography of Frank Broyles*] and all, I tell that story, and I tell them the Germans heard I was coming and they quit, and then the Japs heard I was coming, and they quit, too. [*Laughs*]

[00:31:47] SL: That's great. All right. Well, let's get back to your earlier years.

FB: Early years.

SL: Tell me about your brothers. I want to know . . .

FB: Okay.

SL: . . . first of all . . .

FB: I didn't know my . . .

[00:31:57] SL: I know that—I know that you were into athletics almost as early as you can remember.

FB: Yeah, third and fourth grade.

SL: But surely—did your brothers or your sister have any influence—how—how did that happen? How did you . . .

FB: Well . . .

SL: . . . land on athletics?

FB: . . . well, I didn't—I guess that I just made up my mind. That's all I thought about was athletics. My brother had been a star player on un—three undefeated teams in Decatur. And he didn't get the scholarship to Georgia, so—only a part scholarship. He couldn't do that, so . . .

SL: Now which brother was this?

FB: . . . that was Huck—my older brother. He was twelve years older.

SL: Huck.

FB: He—he had a brain tumor and died at sixty years old [*snaps fingers*] in three or four weeks like that in those days.

SL: Hmm.

[00:32:37] FB: My next brother, O. T., was—died on the operating table. And then Bill, my next brother, was in Port Moresby,

Australia, for three years. He was the first one drafted. He was at the fort down—be—right below Savannah—I'll think of it in a minute—and when the war broke out, they put him on the Queen Mary.

[00:33:00] SL: Hmm.

FB: And he's rushing to Port Moresby to stop the Japanese from taking Port Moresby, and then they could take Australia. He had never shot a gun. They didn't have guns at that time. They were still making 'em, you know. And the—so the war broke out, and he got on the Queen Mary, and we read—he called and told us he was on the Queen Mary. And I guess the Germans said they sunk it five times, but they didn't. It went around South Africa and came into Port Moresby, and they had a gun for the first time, and they protected Port Mor—the Japs could not come on—the Japanese could not come over the mountain to take Port Moresby where they could invade Australia. So he was there in the jungles for three years, and then he went up and participated in the invasion of the Philippines. And so he had enough points to come home then. So he came home, and the war ended after he got back in the—into the states. But—then he went to work for my dad in the insurance company and was a smart businessman and made a lot of money. But the sad part

is he—over in Jap—Port Moresby, he'd had malaria, dengue fever, and all this, and he started drinkin' over there and became a alcoholic.

SL: Mh-hmm.

[00:34:10] FB: And we tried everything. No one knew anything about alc—alcoholism. I brought him over here, and we took him to Little Rock to the medical—to the army base there—the hospital—the army hospital there. They tried to treat him. I took him down to Fort Smith. They tried to treat him. We thought we had him treated, but he didn't, and then he went back to Decatur and then drank himself to de—he died about fifty-five years old of alcoholism.

SL: Mh-hmm.

FB: He just—he—when he was overseas, he just got started, you know, and all when it was over, I guess, and it's like anything else is, when you're—in those days, there wasn't anyb—any way to help. There wasn't any help. People didn't know how to treat alcoholism.

SL: Well, didn't recognize it as a disease.

FB: And then my sister—my sister's still living. Swe—she was here for the South Carolina game when they named the field for me. And she's in perfect health, hasn't got a gray hair on her head,

and she still plays on the tennis team at eighty—she's eighty-eight. This last week she was eighty-eight. And still plays tennis and is a good athlete in perfect health. So there's two of us left—my sister and myself.

[00:35:19] SL: She—did she have red hair, too?

FB: Still red hair—red as it can be. [*SL laughs*] Not a gray hair. I said, "You're dyein' your hair." She said, "I'm not dyein' my hair." She—now my mother, strangely enough—my mother had red hair until she was twenty-four, and it turned black at twenty-five. She shows us pictures of her hair being a dark red as a—high school and through her first twenty-five years and starting getting—and she had coal-black hair from twenty-five till she died and not a gray hair on her head.

SL: Hmm.

FB: And she lived to be ninety-six. She was in—just healthy as she could be. And bel—get this. She told me when I was—Betsy's dogs. [*Laughter*] Get on out. Get on out. She—I was the baby. She wouldn't let me—get this—she wouldn't let me drink tea or coffee because that was bad for your health. Now she couldn't control the older brothers and all, but I never had a cup of—a glass of tea or a cup of coffee in my—I still don't drink coffee. And she made—wouldn't let me eat white rice. She

wouldn't let me eat potatoes. Today you read about the white foods now.

SL: Mh-hmm.

FB: In 1932, I c—that's what she had me—I was the baby, and so I got all the special treatment. And my brothers always said, "He's spoiled rotten. [*Dog barks*] You all have spoiled him rotten." [*Laughs*]

SL: That's amazing.

FB: It is amazing that she had me on the diets that they read about today for health purposes, [*dog barks*] and that was in the early th—1930s. Unbelievable. I mean, I tell you what, she—I never—I drank—I had a milk, or I had lemonade, or I had buttermilk. And people say, "What's buttermilk?" I said, "I love buttermilk." [*SL laughs*] I had it for eve—I drank it nearly every evening for my meal at home there.

[00:37:11] SL: Now were your brothers big, too?

FB: No. My oldest brother was, yeah. My oldest brother was six two and nearly six three, and he played center for the undefeated team at Decatur. Like I said, he had a full scholarship at Georgia Tech and wouldn't take it.

[00:37:27] SL: Why would he do that?

FB: I don't know. I—he just wanted to go to Georgia, where all of

his teammates had gone. All of the other—his teammates at Decatur had always gone to Georgia, and he got a part-time scholarship. My family didn't have the money. It was 1933. He played [19]31, [19]32, and [19]33, and they were undefeated all three years. And so they had a lot of 'em get scholarships, and he got a part scholarship to Georgia. He was tall and skinny, and Georgia Tech offered him a full scholarship—I'm repeating—but he wouldn't take it, so he went to work at sixty-five dollars a month.

SL: Hmm.

FB: And that was a lot of money gotta—to get a job, even in 1934. It was hard times for people. And all of us of that age, we watch our money today. We—you know, we think that you got to be prepared for the future and all, and I grew up in difficult times. And I run the athletic department just like it's my money, you know. I don't spend anything [*laughs*] that I wouldn't spend if it wasn't—it was my money, you know.

[00:38:24] SL: Well, back then it wasn't just the value of the dollar. It was the value of a dime.

FB: Oh, a dime. You're exactly right. A dime. Like I say, steak was a nickel a pound. You buy a pound of steak for a nickel. And the hourly payroll was twenty-five cents an hour, and it was as

much as you could get—hourly payroll.

[00:38:43] TM: Hey, Coach, are there any more stories about being a big kid? Do you have any stories about growing up and maybe going through some stuff as being the big kid in the class or anything like that?

SL: Yes, I was—yes, there's no question about it. I was the tallest, as this picture you've got of the—of my seventh grade. I am lo—I look like I'm eight inches taller than anybody else on the team, and I was. I grew up quickly. In high school I weighed the same thing as I did in college and same thing I weigh today. I weighed 190 pounds in high school my junior and senior year, and that's what I played at Georgia Tech. And that's what I weigh today. But I was bigger than anybody else, other than some of the big linemen. But I played all three sports. I loved 'em. I went from one to the other. In fact, at Georgia Tech I played basketball in December even though we were in a bowl game all s—all four years, and then I went out after Christmas and participated in the bowl game then came back to basketball. But I'd play in five or six games at Georgia Tech before the Christmas break, and we were in a bowl every year.

[00:39:45] SL: When you were in grade school playin', there was a weight limit, wasn't there?

FB: No, they wanted to put in . . .

SL: I mean, there . . .

FB: . . . they weighed us, I remember. Yeah, I had forgotten about that. In the se—in the seventh grade, I was scoring all those touchdowns. And you're right, there was—a hundred—you couldn't weigh over 125 pounds. And they took me and weighed me every—all the other grade school coaches took me and weighed me—I had forgotten that—and I weighed about 120 to 123. I was just under the limit. And—but they weighed me. You're right. They weighed me before every game to see if I weighed too much to play. You're exa—I had forgotten that. Yep, 125 was the limit.

SL: You got—I think—you got your size from your mom's side of the family, didn't you?

FB: Correct. My uncles were six four. Her brothers were six four, and mother was about five nine. My dad was only five six.

SL: Mh-hmm.

FB: But my mother was five nine, and her Uncle Tony and Uncle Albert that I knew—they were a good six four. Big, big.

[00:40:46] SL: Well, let's see now—you had an open lot next to your house.

FB: Yep.

SL: And that kind of facilitated . . .

FB: Yeah

SL: . . . kicking the ball around and doing the athletics, didn't it?

FB: And my family had two basketball goals in the backyard, and my sister played with 'em. And I di—I was a little bit too young to play at that time because it was in the house on Hilliard Street, but we had two goals, and we had basketball games going back there all during the fall. I mean, and my sister was playing with the boys. I wasn't old enough to play with them. I would throw the ball up against the house, and if I caught it, the Yankees were out. If I didn't catch it, they got a first baseman on, and that's the way I would keep the score.

SL: My dad used to tell me that Barbara [Editor's Note: Scott Lunsford's older sister] could outrun her two brothers. Was your sister kind of like that?

FB: She was an outstanding athlete. She played basketball and softball.

SL: Mh-hmm.

FB: And we had our date after the basketball game on Friday night. We'd play the girls' game first and the boys' game next, and they'd have a dance there in the auditor—in the—in the field house that we had. And we were—Decatur was separate. Girls

school and Boys High were different. Girls High was right—half a block away, and the library and the gym was between Boys High and Girls High.

[00:42:03] SL: You're talking about Barbara now.

FB: Yeah, I'm sorry. Yeah.

SL: Yeah. Well, we can go ahead and talk about you and Barbara here for a little bit.

FB: No. No. Oh, I'm sorry. Who were you ta—I'm sorry.

SL: I was talking about your sister.

FB: Oh, Louise. Oh, she was a great athlete.

SL: Mh-hmm.

FB: Unbelievable. She was only five two.

SL: Mh-hmm.

FB: And I think—I don't even know whether she's that tall now. But she played all the sports and—that they had in girls' sports at that time. But she could shoot the basketball. I remember going to see her play at Warren Arena, which—Warren was a big meatpacking company, and they had a arena there, and they had amateur basketball, and the women were playing there, and I saw her. She made every shot, I'm tellin' you. I was looking for the time when I could score more points than she did.

[Laughs]

SL: It was a big day when you did.

FB: That was a big day for me. That's right.

[00:42:52] SL: [*Laughs*] Well, let's see now—let's just go ahead and talk about—you were—where was it when you first saw Barbara?

FB: We were in the—we had eleven grades in high school . . .

SL: Uh-huh.

FB: . . . we went through eleven grades. We were in the tenth grade, and she moved there. She—Barbara grew up during the Depression with her family split, and the last eight months that she lived in Texas, they were living on a three-acre farm with no water and no heat and just a fire. And she was living with her grandmother, who was much older obviously, and her uncle, who was crippled, and they had chickens. And I—we've got pictures of her where she was just as happy as she could be, but she didn't have anything. I mean, her mother couldn't find a job in Houston during the Depression, you see, so she had to live there. Her aunt in my hometown said, "Barbara, you're gonna come live with us." So she moved in with her mother's sister, and they—she had—her mother's sister [FB edit: Harley Drury]—the Drurys had a son my age and a daughter one year behind me. So Barbara moved in there. Well, here's Boys High,

and here's Girls High. [Moves hands from one side to the other]

And Barbara had to walk—all the girls had to walk right in front of Boys High to get to Girls High. So we always stood out early, and we—we'd watch the girls walk by up to Girls High up there. And somebody said, "Well, who is that girl?" "Well, she's just moved here." "What's her name?" "Her name is Barbara Day." So I got to watching—I said, "Boy, she is pretty, you know."

[00:44:21] And so—this is a funny story—I finally got up the nerve to ask her for a date in December. She had been there for all fall, and so I found out that Roy Brown, my teammate, had a date with her on January the twenty-fourth, that would've been January the twenty-fourth, 1941. This was December 1940. And so I found out I'd guess I'd get some gro—brownie points—because I didn't have money for a date or anything—so I asked for a date on December—January the twenty-fourth, and she accepted. And she cancelled Roy Brown's date. We—he's still livin'. We talk about that. And so I had to find somehow to have a—get a car or something, so we could have a date. I had just turned sixteen, and she was still fifteen. December 26, I was sixteen. This was Dec—January the twenty-fourth, I remember. And she—one day, years later, I said, "Barbara, do you remember what January the twenty-fourth?" She said,

"Well, that was our first date. How do you remember that?" I said, "I've never forgotten January the twenty-fourth because you had a date, and you cancelled it to have a date with me." [Laughs] [00:45:22] And so we started going together. We didn't have a car much—no gasoline. It was three—three gallons a week is all you got if you didn't need it for your work, and so we had a streetcar. We'd ride into town and go to—into Atlanta for a nickel and go to the theater or whatever, and our dates were always at somebody's house or at the movie in Atlanta. Gasoline—there was no—there was just—food was rationed, and gasoline was rationed, too. So we dated that part of the junior year—and—which was the tenth grade, and then we dated all the eleventh grade. And then she went to work during the war for Texaco, where her uncle worked, and I went to Georgia Tech. So I would get on the streetcar and come to Decatur, and we'd have our date. And we'd—she'd get on the streetcar, and we'd go to Atlanta and all. It was a nickel to ride. We only lived about a block apart then. Her mother had gotten an apartment about a block from Kings Highway, where we lived. And so we dated, and then I was going to Georgia Tech. So I went to Georgia Tech, and we dated all through that. And at the Orange Bowl in my junior year, I proposed to her down at the Orange

Bowl looking over the ocean there and all with the moon out there lookin' pretty. [*Laughs*]

[00:46:38] SL: That's good news.

FB: And she accepted, and she said, "How much money do you got?" And I said, "I don't have any money." She said, "Well, I've saved \$300. I'll buy the ring." And she bought the ring.

[*Laughs*]

SL: You can't beat that.

FB: I didn't have the money to buy a ring. [*Laughs*] There wasn't anything. And she bought the ring, and she sure did—our wedding ring and engagement ring.

SL: You know, one thing I found interesting was there was always a dance in high school after the basketball games.

FB: Yeah, every Friday night we had a dance. We would play the basketball game . . .

SL: All the home games.

FB: . . . yeah, the home game. We—and we would stay there. We all had dates, and with the—and we would stay there and dance, and they had a recording. And as soon as they cleared the court, the dance began. And that was every Friday night when we played basketball there. And so we had a lot of free dates there that we could do that.

[00:47:24] SL: Let's talk about music just a little bit. Did you have a radio in your house when you were growing up?

FB: Yes, we had a radio. I remember—the first thing I remember radio was 1933. We got one, and we listened to the World Series with the Yankees. "Babe" Ruth and j—and [Bill] Dickey and—who's from Arkansas, you know. And I remember standing out—listenin' in 1933—we had just gotten the radio. And I got to listen to the World Series. That was a great thrill that I was telling everybody, "I got to listen to the World Series. We've got a radio now." And that was the first one. And then we got two or three in the house, but that was very rare to have a radio in the early [19]30s.

SL: Was—did you ever listen to any music on the radio while you were growing up?

FB: Only sports. [*Laughs*]

[00:48:20] SL: Only sports.

FB: Only sports. And so when I met—I went over to the dances—this lady, Mrs. Rose, taught dancin', and Barbara was goin' to that class.

SL: Uh-huh.

FB: And so I went over there, and we watched the girls take lessons. So then I thought, "Well, I better sign up for that." And I

borrowed the money from my sister. She gave me the money—ten dollars or whatever—so I could join the lessons. So Barbara and I learned to dance at Mrs. Rose's house on McDonald Street, where she taught the girls and boys how to dance. And both of us loved to dance. If you—if you've ever seen us durin' our courting days or afterwards, we learned the jitterbug there and all, and I got to be a good jitterbugger and a good dancer and still love to dance. And she loved to dance till she died.

[Editor's Note: Barbara Broyles died on October 13, 2004, at age seventy-nine, of complications from Alzheimer's disease.]

We—when—the pictures that we've got at the Cotton Bowl, even when she was sick, we were dancin' there at that big banquet, you know, on New Year's Eve. We've got pictures of her there and all, even though she was in the early stages at that time.

[00:49:27] SL: So you all kinda courted, I would guess, during the peak of the big band era.

FB: Did we ever. Oh yeah—Tommy Dorsey and Miller.

SL: Glenn Miller.

FB: Glenn Miller. Oh my gosh. The Glenn Miller music was the thing. We were big da—big music—I mean, big—big band music all—and there was none of this rock and whatever at that time.

SL: Mh-hmm.

FB: And we loved to dance. We could—we would go to every high school party that was a dance and did even through college, too.

[00:50:06] SL: Let's get back to your house growing up. What role did church have in your growing up?

FB: Well, church was important to my mother in particular. The Methodist church [FB edit: First Methodist Church of Decatur] was only a block and a half on Hilliard Street.

SL: Uh-huh.

FB: It was only a block and a half from us, and so the children—we all went to Sunday school and church. And my dad went most of the time, but it was mostly my mother. My mother was very religious and very, very involved with the church. And so we didn't ask questions about where we're going. We knew every Sunday morning we're gonna get up and go to Sunday school and church. And I remember my teacher—my number one teacher, who claims he made me, was Frank Thomas, who was the superintendent of schools in Decatur, and he was my Sunday school teacher when I was in about the second or third grade.

SL: Mh-hmm.

FB: And he taught me so much, and he still—when—all the years after that, he'd say, "Well, I helped make you, mold you." You know. And he took great pride in the success I was having

because he had been my Sunday school teacher two years when I was second and third grade.

[00:51:16] SL: How—so you'd get up and go to Sunday school in the morning and then church?



FB: And mother—mo—you know, ladies in those days would cook—she would cook on Saturday afternoon the Sunday dinner. And then she would put it in the oven, and we'd go to church. We'd come back, and she'd pull it out about one o'clock. We'd have a big dinner.

SL: Big spread.

FB: And she'd have a big dessert, and the—I didn't get a big whippin', but I thought I was going to get the biggest whippin' in the world because she had strawberry shortcake, and I ate my strawberry shortcake with the meal. I was young and all. So did my brothers. But my dad wanted to eat it at four o'clock. He waited to eat his dessert at three thirty or four o'clock, you know. And I had sneaked in there and got a little bite and another little bite, and when he went in there, there was no strawberry shortcake there. I had eaten it all. [*Laughter*] I don't know whether I got a whippin' or not, but I sure didn't do that again. Oh my goodness. And the whipped cream—I love whipped cream. [*SL laughs*] And they would put the whipped

cream over there—I'd get a spoon, take a spoon—put the spoon up around the top of the refrigerator—had the big thing on top in those days, you know. [Gestures to indicate the flat surface of the top of the refrigerator.]

SL: Yeah.

FB: And I'd hide my spoon behind there, and I'd be out playing in the backyard, throwing the ball up against there or whatever—I'd come get a little more whipped cream. One time my dad came in, there was no whipped cream. Oh my gosh. I don't remember getting a whippin', but if I didn't, I should have. [SL laughs] But I had eaten all the whipped cream by four o'clock in the afternoon. [Laughter]

[00:52:37] SL: Well, that's good though.

FB: Oh yeah.

[00:52:40] SL: How were the chores divided up at the house? I mean, di—what—did you help dry the dishes or—tell me about how the house ran.

FB: Now the chores—my sister was a great cook, and she did most everything. She spoiled me because she did most of the things that I should've been doing, so I could go play ball.

SL: Mh-hmm.

FB: I did do the dishes. On Sunday—I had to do the dishes on

Sunday afternoon. I remember that. I learned to wash them. There was no such thing as a dishwasher or anything. And we washed the dishes. And then if I had some real good excuse to go, my sister would wash 'em for me. Louise took care of me. She was an outstanding cook, and she was five years older, and she helped my mother and—in cooking and doing everything. She was in the kitchen on Sunday with my mother.

SL: Were the meals pretty strict? I mean, was there a specified dinnertime?

FB: Oh yes.

SL: And everyone was at the table?

FB: Everyone was there. Everyone was at the table, and you sat down, and you had the blessing, and we all ate the evening meal together. We didn't eat breakfast together, but we did the evening meal. My mother prepared a full-course meal every night, and I am repeating, but on Sunday—that Sunday lunch was outstanding, but she'd cooked it on Saturday—went to Sunday school and church—came back and put it in the oven, and by two o'clock, we had our Sunday dinner. Special, too, I can remember those days. I ate a lot, too, because I was active, and I played—all I did was play sports. I played catch in the backyard. I'd throw it up against the house. Sports was my

whole life. My family knew that, and my dad protected me. I never had to work—when my brothers during the Depression had to go to work. In their high school days, they were working part time. [00:54:41] But I never had to work, and my bro—my mother—you'll ge—you'll like this—my mother, till she died, she would say, "Well, Frank was just perfect." [*Laughter*] She would always—and the rest of the family was [*vocalized noise*]. [*SL laughs*] But she would tell Barbara and all, "Frank never gave me any trouble. He did exactly what I wanted him to do. He was the perfect child." I was the baby. [*Laughs*]

[00:55:04] SL: Yeah. Yeah. Well, I mean, we can kind of—we'll talk a little bit about gettin' in and out of trouble. I mean, surely there were times that you got in some kind of trouble for doing somethin' wrong.

FB: Well, I think—let's see what I did that would get me in trouble.

SL: Well, surely you got some kind of whoopin' at some point.

FB: Switchings—let's see, we—I got some switchings for doing some things. I don't remember exactly what it was, but I remember the switch [*SL laughs*] off of the hedges there.

SL: Mh-hmm.

FB: Mother kept one there all the time. But I was the baby and spoiled. I'm—seriously. She—I guess the babies are spoiled,

but she took care of me, and I was special to her. The other children were older. The—my brother was twelve. So when I started school, he was out of high school.

SL: Mh-hmm.

FB: And so they were gone workin' and all. So when I was growing up, I was the baby, and everybody—all the family would say I was spoiled rotten. Mother never made me do anything.

[Laughs] All I did was play sports and play sports and play sports. And I played ball every day—some kind of ball every day, all year long, and did it till I got through Georgia Tech.

[00:56:25] SL: When did you do your homework?

FB: I would do the homework at seven thirty, after dinner. I'd sit down—we'd usually eat about six thirty, and I'd come home from a sport, and I would do my homework there, and mother would check it. She would check to see if I did my homework. And I di—I was pretty regular with it. I didn't have any grade problems, except at Georgia Tech. [00:56:51] This is a funny story. I'm—this is a crazy story. I go to Georgia Tech, and I'm in the navy, and so they sent me to Emory University.

SL: Okay.

FB: And Coach Aleck was strong enough—there was four of us—to get us to come back to Geo—since I wasn't in engineering—I

was industrial management—I had to go to Emory. So I was only there four days, and Coach Aleck came and got all four of us and brought us back to Georgia Tech, and I signed up for civil engineering. I had to be taking engineering to stay at Georgia Tech. In my navy uniform I was getting paid fifty dollars a month as a seaman third class while we were all going to school. We had transfers from—they were in the Navy Reserve from Vanderbilt, Alabama, Auburn, Tennessee—they didn't have a V-12 program like we had—a Naval ROTC—so all the football players and students, really, and some football players were transferred to Georgia Tech. And so I'm a civil engineer, and I'm takin' my electives in industrial management and takin' the engineering courses, and now I'm in drawin'—engineering drawin'—which I had to look at something and draw all three sides of it. [*Vocalized noise*] And so I tried to do it, and I got an F. And if I get the F, I'm taken out of the navy, and I go to fight the war. They send me right off to basic training . . .

[00:58:17] SL: Mh-hmm.

FB: . . . as a seaman third class. And so here I am, about to flunk drawin'. I couldn't understand all three sides, so they tutored me and all. And I took a makeup test. And Dr. Storey was the doc—was the teacher. And so I came in scared to death. Was I

gonna be transferred out into the navy? And this was the beginning of the war—1943—or do I get to stay till I graduate and become an officer? And I walked in scared to death, and I said, "Dr. Storey, did I pass?" He said, "What's your name?" And I said, "Frank Broyles." He said, "Spell it for me." [SL laughs] And I said, "B-R-O-Y-L-E"—he said, "Oh, you passed." [Laughter] I—to this day, I never asked him did he give me the grade, or did I pass? But that made me eligible.

SL: Right.

[00:59:04] FB: And I went from there on to—I went to midshipman school—this is a crazy story, too—I went to midshipman school, and the first part of it were the sigma signs of—if you'd been ROTC, you knew all the naval signs of where everything is, and I flunked that. So they called me in. And Barbara had already sent out invitations to our wedding—I'm Ensign Frank Broyles. And I'm about to flunk out of midshipman school because of these crazy things, you know. And so the captain called—the commander called me in and interviewed me. He said, "Well, you're ROTC, aren't you?" I was captain of Company A. I was in the ROTC and all. He said, "Well, you played football and everything. We're gonna give you another chance." And I finished seventh in my class of two hundred after that. [Laughs]

SL: That's good.

FB: I got . . .

SL: Nothing like the fear . . .

FB: Oh man . . .

SL: . . . to inspire.

FB: . . . I could see myself going as a seaman third class and going back to get married and not being an ensign. Ensign Frank Broyles. You see—look at the invitations and all—here I am, a seaman third class because I flunked out of midshipman school. But I finished seventh in my class—I remember that—and got my commission. Oh yeah—I got my commission—oh, I told you that—and came down. I had to get there—the wedding was at 5:00. I got my commission that morning, and the wedding was Sunday at 5:00, and I got on a—I was going to get on a train in Providence—[unclear words] and I said, "No, I'm gonna take a chance." So I went out to the air base and hooked a ride to New York. I got to New York, and I told everybody—about fifteen servicemen trying to get rides to the South—and I said, "I'm trying to go get married." So they put—I had a brand new ensign uniform in a suitcase, and so they got me on this two-seater plane flying to Quantico, Virginia. And I'm getting closer to the wedding, you know, and this is Saturday afternoon. And

so we're flying over Lake Chesapeake, and I'd just been reading about all the servicemen—I had a—I had to have a parachute on. And so I'm sittin' on my suitcase with a parachute over my uniform—brand new uniform—and we're flyin' over this, and I'd been reading about how many servicemen had died because they couldn't get their parachute off—during the war—overseas and all.

[01:01:13] SL: Yeah.

FB: So they hand me a piece of paper—jump instructions. "Jump instructions?" [*SL laughs*] And he kept sayin'—and I said, "I'm not jumpin'! I'm not jumpin'!" And he kept saying [*vocalized noise*]*]*—all this, you know. This went on for about a minute. And finally, I got the message—he wanted me to turn it over. It was instructions for how I could hook up and talk to him. [*Laughter*] I—it's a wonder I didn't jump out. If I hadn't been scared, I'd have jumped out over Chesapeake Bay there . . .

SL: . . . peake Bay.

FB: . . . with my parachute on and tried to pull it and all. So we landed—Quantico, Virginia. Here all these Marines going into Washington for the weekend.

TM: Coach, can we stop you here for a second. I've got to change tapes.

FB: Yeah.

[Tape stopped]

[01:01:49] FB: So here I am, bribing these other guys to get on the plane to go to Quantico, Virginia. And, as I said, I nearly jumped out and all. Well, we landed. Now we've got these Marines—it's Saturday, going into town on these limousines—charging 'em and all, and I hooked a ride with them, and they dropped me off at the train station. And they had a—they had this streamliner that went from New York to Atlanta, and I knew about that. So I went up to him, and I said, "I'm going to get married." He said, "I just don't have any tickets to get you to Atlanta. Thi—this train is full, like it always is." I said, "Well, I'm gonna miss my wedding." He says, "What?" I said, "Well"—I showed him everything and everything, and so he said, "Okay, I'll put you on." So I got on the overnight train—the streamliner. My—Barbara and my brother, Huck, met me. We—the wedding went off perfectly, and my train I was supposed to be on got there at ten o'clock at night. I'd have missed my wedding.

[01:02:42] SL: You would've missed your wedding.

FB: I would've missed it by four hours. [*Laughs*] It was late coming from New York and all the way down there, and we've laughed

about me missing—probably would've missed my wedding, but I bribed and talked my way on, saying, "I'm going to get married. I'm going to get married." And the marines would step aside, and the soldiers step aside and let me have priority getting on the—to Quantico and then on the train to get home. And then my brother and Barbara met me. She wasn't supposed to see me on the day of the wedding, but she came and—with my brother at the train station and met me at eleven o'clock that morning, and we married at six that night. And I would've missed it by four hours [*laughs*] if I'd gone regular. So I did the right thing. [Editor's Note: Barbara Day and Frank Broyles were married on May 6, 1945.]

SL: Well, it was a good move to get on that plane.

FB: Yeah. Yeah.

[01:03:25] SL: Let's go back a little bit, back into high school. Now I seem to remember a story about you did have to make up some classes one summer.

FB: Oh yeah. I had not done my homework and all, and one of the professors—I'd been ineligible for football if I hadn't gone back and gone to summer school. And I had to take two courses there, and my mother stood over me with a switch [*laughs*]—studying at night and going over and getting prepared. She had

that switch right there. [Raises his arm] If I quit studying, boy, the switch came down to me. But that was the only academic problem that I had other than the one at Georgia Tech with the—that we've gone over—with that engineering drawin'—seeing three sides—look at one picture and see three sides.

[Laughs]

[01:04:10] SL: Well, let's talk about being an early athletic star. I mean, did that kind of get to your head a little bit? Were you kind of—kinda cocky and . . .

FB: Well, I probably was. You'd have to ask my friends. But the thing is that we all—most of my teammates—not most of 'em, but a good number of 'em—we played all three sports. So we went from one sport to the other. And I started as a—here's—I was the star in elementary school. In the seventh grade I was bigger than everybody and scored all those touchdowns. Somebody said, "Well, are you going out for high school?" I said, "Sure, I'm going out." I was thirteen. So I went out, and I had to go out for the high school team after I had already bragged about it. [SL laughs] So I went out for the high school team—got to play in one game—made a beautiful punt there—the team—we were way ahead—our team had eleven victories and—ten victories, and eight of 'em, every player started and

played the entire game. [Laughter] And so I didn't get to play very much, but I did go out for basketball immediately. And I started—by the time—before Christmas, I was—already made the starting team, and I was just thirteen. And so I got a little of the big head. There's no question about that, and then I went out for baseball and made first team in—high school baseball team and played first base and batted third in the lineup. I was fourteen then. I'd gotten fourteen in December. And so I did have a big head. There's no question about that. Here I am, thirteen and fourteen—playing with teammates that are sixteen, seventeen, and eighteen, and—but I went on, and my whole life was athletics. I studied just because I had to. I went from one sport—I couldn't wait—football season was over—I went right out for basketball. The head football coach [Joe Martin] was also the basketball coach and the baseball coach. And so as soon as football was over, the next day was basketball practice. I was right there with him. The next day was baseball practice. I was right there with him. Then I played American Legion baseball every summer. In fact, when I was sixteen, I had went out and played a little bit with Atlantic Steel. [01:06:24] This is an interesting story. I was good enough to play with a semipro team. The manager of it was Bill Perrin, who is—had been a

major-league pitcher—very successful with Cleveland and all. And he was—he worked at the steel plant in those days, and they all played against other steel—other plants and towns. They had their own semipro teams. So I'm—just turned sixteen, and I'm pitching for 'em and doing pretty good and all, and my dad came and told me one day—he said, "You're gonna have to quit." Oh, by the way—the only job I ever had in my life was two weeks bluin' nails. I was right by Bill Perrin, working at Atlantic Steel, and we'd put the nails in, blue 'em, and then keg them up. Every other job, Barbara said, was just play. When I was a coach or athletic director, that's all play. And so I'm working two weeks, and my dad said, "They put pressure on me. You're going to have to quit and come back and play American Legion ball." So I quit and came back and played American Legion ball, and then he got the Yankees to draft me right out of high school. But I wasn't going to go baseball.

[01:07:26] SL: Tell me about bluin' nails. What's that?

FB: Bluin' nails is you put 'em in a fire. You put the nails in there, and you heat 'em, and it blues 'em to where they don't rust or whatever. Then you keg them in a keg about this big around—about there. [Cups his arms to show the size of the keg] And so we would work all day bluing nails, filling up a keg, then

moving 'em outside. And we did that—I did that for two weeks.

It was the only job, Barbara said, I ever had in my life.

Everything else was play. [*Laughs*]

SL: So that was hot work.

FB: It was hot work. It was during the summertime, and we worked right over the furnace. Right in the—Atlantic Steel was a big, big company, and they had this semipro baseball team, and that's what I was doing there, is playing semipro baseball at sixteen years old.

[01:08:07] SL: So you were workin' for the company and also on their baseball team.

FB: That's what everybody did. Every player that played on a baseball team also worked. And they had the mill—like, say there was a textile mill in Columbus, Georgia—they had a semipro baseball team. There were probably twenty semipro baseball teams—this was before the war—and semipro baseball teams in every town. Every town had a baseball team that their company there sponsored. And they had a league and all, and we were playin'—I'd say three-fourths of the players on our team had been minor leaguers. And they came back to work and play baseball, hoping they could get back into pro baseball. And so I was playing against—when I was sixteen, I was playing

against mostly professional players. And so when I became seventeen, Bill Perrin wanted me to sign—got the Yankees to draft me and come and try to sign, but I was going to college. I wasn't about to miss college.

[01:09:06] SL: That's interesting. So how much did they pay the players? I mean you got paid for playing . . .

FB: Well, they paid because they worked.

SL: . . . and you also got paid for work?

FB: They paid 'em to work.

SL: Paid 'em to work.

FB: But they got publicity in the paper . . .

SL: I see.

FB: . . . because they have a strong baseball team. And they'd play all over the state of Georgia. We would play fifteen teams in the state of Georgia durin' the summer. And we had big crowds. I mean, you'd have three or four thousand people when you'd go to these small towns where there was a big mill, and they'd have their baseball team. It was a common thing to have their baseball—semipro—it was called semipro baseball, and most of 'em were former players who couldn't make it, and they wanted to still play so they went to work for the plant, whether it be a steel plant or textile mill or whatever. But they all had a

semipro baseball team.

SL: What did that pay back then?

FB: It paid about twenty-five dollars a week, which was a lot of money. For—I—that's about—I think, as I remember, that was about what I was going to make. But my dad said, "They put pressure on me." He was a car salesman at Chevrolet, and he said, "My customers are all puttin' pressure on me. You got to come back and play American Legion ball." So I had to quit that. But I did have a job, according to Barbara, for two weeks.

SL: Two weeks. Two weeks.

FB: All my life, it's the only job I've ever had.

[01:10:23] SL: So now . . .

FB: Everything else is play.

SL: . . . you were a right-handed pitcher, but you were a left-handed batter.

FB: Oh, I was Ted Williams. Ted Williams was my hero with the—Boston—because he threw right-handed, batted left-handed. And I watched and followed—I'd read about Ted Williams. Every day I took the *Sporting News*. No, I didn't. I would go buy the *Sporting News*. In the bookstore. The *Sporting News* was the biggest thing. I'd read it from—all the way through the AAA teams. I'd read—there were eight teams in the American

League, eight teams in the National League, there were eight teams in the International League, and eight teams in the American Association, which was AAA. And I'd read all through those, and then when it got to the smaller ones, I wouldn't read. But I read it every week all the way through college. I went and bought the *Sporting News* when I was in college to read about the baseball. That's how much I loved baseball.

[01:11:15] SL: You knew who was startin'.

FB: I knew all the starters—the batting averages of every major-league player. They would have the batting averages weekly. On about the tenth page, they would talk about individual games and so forth on the first ten or fifteen pages. It was a magazine about like this, and all baseball fans bought it. I went on Sun—it came out Sunday at four o'clock—read it all the way through college. On—I would go at Sunday at four o'clock, and I'd be at the bookstore when they delivered 'em, so I could get the first one.

[01:11:47] SL: You knew when they'd change the lineups and . . .

FB: I knew everything about . . .

SL: You tracked it all.

FB: . . . every player in the major leagues. I knew the batting averages of all of 'em, and of course, I kept up with Ted Williams

because I threw right-handed, batted left-handed, and that's what I—and I dreamed about bein' a major-league baseball player up until my junior year in college. I dreamed about bein' a baseball player and bein' in the major leagues. Barbara will tell you, she thought she was marryin' a baseball player when we got married in service when I was in the navy there—that I would go back and play. But what happened to me—in my senior year, after—back after service, I'm tryin' to show off. We pitched the ball on a sweep, and I'm gonna throw a block. We were scrimmagin'. And the coaches and the sportswriters were all over. I'm going to show 'em that I could block. They were all kiddin'.

[01:12:34] SL: They were all telling you, you couldn't block?

FB: I wasn't blocking. I threw a block and landed right on my shoulder. It popped up an inch and a half, and the horse doctor [SL *laughs*] that was in charge of the team said, "We can novocaine that and play." The orthopedic surgeon said to me, "You better operate on it, or you'll have arthritis there by the time you're twenty-eight." I was twenty-one years old. You know what I did? I played in the first game two and a half weeks later with novocaine, no shoulder pad, and a rubber band over it. I played—we played Tennessee, and I threw one deep

pass and intercepted, and they beat us 13–7. But I played the entire year with that injury, and made all-conference that year. And get this—when I'm making a speech—years later, when I'm here, I'm making a speech in Pensacola, and this guy said, "Are you the Frank Broyles at Georgia Tech?" And I said, "Yes." He said, "Did you play quarterback?" I said, "Yes." He said, "Do you know who was on the—were you first team?" I said, "Yeah, I made first-team, all-conference in [19]46." And he said, "Do you know who was on the second and third teams?" And I said, "Who do you mean?" "Y. A. Tittle, [Charlie] Conerly, and [Harry] Gilmer," all of 'em had at least ten years in the pro—and they were on the second and third team, and I was on the first team because we beat all three of 'em . . .

SL: Yeah.

FB: . . . durin' the season.

[01:13:50] SL: That's somethin' else.

FB: Yeah, it was a . . .

SL: But . . .

FB: I was spoiled.

SL: . . . the point of the story is once you did that to your shoulder, your pitching . . .

FB: My pitchin' days ended, yeah. My baseball days ended right

there. It never has hurt me to this day. I hurt it when I was twenty-two—twenty-one years old, and I won't tell about my age, but that was more than six decades ago. Nearly seven decades ago. [*Laughter*]

SL: Yeah.

FB: Or six decades ago. And it hasn't bothered me any bit. Just—the knot's still there. It's that big. [Indicates the size of the knot] I just taped it—put a rubber donut around it and taped it and played against Tennessee, too. And I wasn't going to miss my senior year. I was not going to miss my senior year. Then I played basketball and then went into coachin'.

SL: Oh boy, Coach. [*FB laughs*] Back in the days of novocaine. It hurt [FB edit: remembers no pain].

[01:14:40] FB: Yeah, but let me—let me tell you how I got into coachin'.

SL: Okay.



FB: That's a miracle. It's a miracle. I'm on—the Chicago Bears drafted me, so I had two years of eligibility because I was in a uniform and didn't count against my eligibility. There's been—some of 'em went to West Point, went back to college. That didn't count. So I had two years of eligibility, and I was in the—trying to decide what to do and I was in the locker room. Bob

Woodruff, our line coach, had just taken the Baylor head job at Baylor University. And he's back to tell Coach Dodd goodbye. So he turned to me there—I'm waiting to see Coach Dodd, and he said, "Frank, what are you going to do?" It's the biggest compliment ever paid to me in my life. I said, "Well, I'm gonna sign with the Chicago Bears." "Wait a minute. Wait a minute. Wait a minute. I got a plan. I want you to be my backfield coach." I said, "Bob, I'm never gonna"—"I want you to be my backfield coach." And he said, "We'll work out a deal where Coach Dodd won't get mad at either one of us. You go ahead and sign with the pros, and then I'll call Coach Dodd and tell him that I want you to be the coach, and he'll advise you to come coach with me, and we won't make him mad." [01:15:41]

Nobody knows this story. That's what I did. I signed a postdated Chicago Bear contract and sent it in. And so we play the basketball tournament every year in Louisville, Kentucky—SEC basketball tournament in those days. After we'd lost to Kentucky, I'm on the train. I go through Chattanooga, and I pick up the newspaper. "Frank Broyles signs with the Chic—age twenty-one"—I was twenty-two—"Signed with the Chicago Bears." So when I got to Atlanta, Coach Dodd called me and said, "Frank, you don't want to play pro football. Bob Woodruff

wants you to come out and be his backfield coach. I recommend that you do it." So Woodruff on Wednesday announced that I was gonna be the Baylor backfield coach, age twenty-five.

[Laughs]

[01:16:22] SL: Age twenty-five.

FB: He wanted to up it so that—so I had a false resume. I didn't do it, but he gave me a false resume, so I'd look older than the players I was coaching. And they, too—I see some of them to this day, and they say, "You weren't twenty-five years old. You were younger than me then." They kid me. I said, "No, no, wait a minute now, you don't know about that, you know." But I was twenty-two. It's the biggest compliment ever paid me in my life. He could hire one coach. I made \$300 a month, and he made 8,000. We coached the line and the backfield. I had never coached a down. He put me—he had enough confidence in me as a player and what I did as a quarterback and all that he brought me out as the only coach he could hire. I made \$300 a month. Barbara and I had two kids—bought a house and bought a new car on \$300 a month, and he made 8,000.

SL: Well, what's interesting is how Coach Woodruff kind of played Coach Dodd on this deal.

FB: Yeah, he—what he did—he didn't want to get Coach Dodd mad

at him.

[01:17:22] SL: Yeah.

FB: See, I had two years of eligibility, and Coach Dodd thought I was comin' back. I had already played four years, but I had two more—eligibility. And he wanted me to come back and play. We'd had a great season in [19]46, and he wanted me to come back and play those next two years, and Woodruff didn't want to make him mad by talkin' me into signin' and comin' to him and not playing the next two years. So we connived that false story. Now I did sign with the Bears, and I—for \$10,000. They had drafted me the year before. My contract—and I postdated it to the day after the basketball tournament. And sure enough, the Bears released it, and it was in the paper that I was gonna play with the Bears. And Woodruff called Dodd, and he said, "I'll call Frank in." I remember he called me—he said, "Frank, you don't want to play pro ball. They've got [Johnny] Lujack drafted and all—to quarterback and all, and that's no fun. You've got a chance to be a college coach. You're—you've always—I thought you'd make a great coach. I recommend that you go coach it." I said, "I think I will too, Coach Dodd." [*Laughs*]

[01:18:23] SL: That's something.

FB: He's dead, so I don't have—[*laughs*] and so is Woo—I wrote

Woodruff—I wish I—his family was so pleased. I wrote Bob Woodruff a letter about a year before he died—six months before he died. He had cancer. And I said, "The biggest compliment ever paid me in my life was when you hired me to be your backfield coach. I had never coached a down in my life. I was twenty-two years old. You could hire one coach. You were gonna coach the line, and I was gonna coach—the other was gonna coach the backfield, and you had enough confidence to hire me at that time." And when you stop and think about it today—who could come right out of college and go and coach the backfield and be the only coach? We had one assistant. I was the only assistant. I made \$300 a month. And then I—LSU came and tried to hire me the next year. This is kind of a cute story. LSU—Gaynell Tinsley got the Tennessee—got the LSU job, and he called me, and he said, "I'll pay you 8,500 to come down." So Woodruff is in Houston recruiting. So I get on a plane, and I fly to Houston. I'm gonna tell him that I'm gonna go take the LSU job at 8,500 . . .

SL: Mh-hmm.

FB: . . . I'm making 3,000 . . .

[01:19:30] SL: Right.

FB: . . . I mean, 300 a month. And so he's down there recruiting,

and so we had br—he said, "Well, let's have breakfast." So he came in, and we ate. He said, "Well, do you think you ought to go?" I said, "Bob, they're going to pay me \$8,500. I'm making 3,600. You know, I don't see how I can turn it down." He said, "Well, how are you going to get there?" I said, "Well, I got a plane reservation." "Have you looked outside?" I said, "No." [SL laughs] He said, "Ain't any plane gonna fly." The weather was so bad all planes had been cancelled. He said, "Let's have breakfast." So he raised me to 4,200. [Laughs] He gave me a \$600 raise.

SL: Dollar raise.

FB: And I stayed. [Laughs]

SL: And you stayed. Well, you were happy there, Coach.

FB: I was happy with him, yeah.

[01:20:05] SL: And you . . .

FB: And—stayed—then we went to Florida from there, and he took—I went with him as his backfield coach, and then back to Georgia Tech, my alma mater. Coach Dodd called me, and I turned him down to come back to Georgia Tech. Woodruff had been so good to me, and I'm in Florida. Georgia Tech's big. And so Coach Dodd called me. After I turned him down, he said, "Well, Frank, Mr. Roberts, who's the chairman of our board, you know.

You're going to want to be a head coach here someday. Why don't you come up here and explain to these friends of yours why you turned us down? That would help you in the future."

[01:20:38] Well, when I got there, I knew I wanted to stay. So I picked up and called Bob, and I said, "I'm gonna stay." You know what he did? He went over—we lived right next door to each other, and he went to Barbara. You know, "Where's Barbara? Barbara! I've got to find all of Frank's playbooks." Barbara said, "Well, Bob, why would you want to get"—"I want those playbooks! They belong to me! Where are they?" Barbara said, "I"—"I'm gonna find 'em." So he went and found in my bedroom all of the things that we'd had at Baylor together—all of my notes like this [raises hand to indicate the height of his stack of notes], and he took 'em because he said, "I paid you for 'em. They belong to me, and you're not going to take 'em to Georgia Tech." We were going to play the second game of the year.

[01:21:12] SL: Yeah.

FB: And so I had to figure out how to get my playbooks from him. So I went to him, and I said, "Well, Bob, you know, I understand how you're feeling and all. I can understand that." And I talked and talked and talked. He finally said, "Okay, I'll give you the

Baylor playbooks, but not the Florida playbooks." I already had some—one of the other team—one of my other coaches had given me all the playbooks there. I didn't tell him that.

[*Laughter*] So he gave me—belie—he gave me all the playbooks that I had and all the coachin'—quarterback playbooks and everything—that I had done at Baylor—three years there at Baylor. And so I went off to Georgia Tech, and then he—and the next year he called me, and he said, "I know that you're happy there, but I need you to come back, and we've got a big package for you." And I said, "What do you mean?" He said, "I've got a house that we're gonna give you." And he went through—it was ten times what I was making at Georgia Tech. And I said, "Bob, I can't leave my alma mater." But he had gotten me a package from some of the boosters—it was unbelievable—if I'd come back and be his backfield coach. We had gone to Georgia Tech, and we didn't lose for three and a half—two and a half years— [1]951, [19]52, we won the national cha—we were undefeated in [19]51. We had two ties—undefeated in [19]52 and national champions, and Notre Dame beat us in the middle of the season of [19]53, so I was back thirty games without losing. And I thought I knew everything. [*Laughs*]

SL: Yeah, right. Well . . .

FB: I kind of had the big head. [*Laughs*]

[01:22:35] SL: . . . but you know, you pretty much cut your teeth though, with Coach Woodruff at Baylor.

FB: Oh yes. He gave me my start.

SL: I mean, he—you—it was there that you—first thing you did was start looking at films, wasn't it?

FB: You're right on target.

SL: I mean, that was kind of your job.

FB: But there was two teams that used the spread, which is popular today—just becoming popular again. They'd use the spread offense and—quarterback's back there throwing fifty passes a game, and he said—when I got there, he said, "Frank, get each SMU game. Get each A&M game, and each"—let's see, A&M, Baylor, and TCU.

SL: TCU, yeah.

FB: And he said, "Get all those films and look at it. That's the first thing I want you to do." And I started looking at that spread and throwing forty passes a game or fifty passes a game, and you know what? We were there three years, and none of 'em threw a touchdown pass on us. Not one touchdown pass at any of those three teams, and by the time [19]49 came around, SMU was the only one left. They had left the spread for what we

played defensively. Bob's genius and all—Bob Woodruff had been used by everybody, so two teams had left the spread, and SMU left it the next year after he left.

[01:23:46] SL: Well, the way you-all beat that was you went into a prevent defense.

FB: Prevent. Three-man rush.

SL: You put . . .

FB: That's exactly right. We dropped a—we dropped the nose g—we had two guards—everybody played a 6–2 from Tennessee, and one guard dropped out. We only rushed three men, and then what we did—it's a little technical, but we gave 'em the inside on the first three steps of our linebackers, and then we closed. So we intercepted against [Lindy] Berry, who was all-American at TCU. We intercepted nine passes—still the Southwest Conferen—it was a Southwest Conference record with that against TCU, who has the leading passer in the country, and we intercepted nine passes. We'd drop back and give him the middle, but before he could throw it, we'd already started moving to the middle—our linebackers had. And we intercepted nine passes in that game of 1949. Beat 'em 40–12 or somethin' like that.

[01:24:40] SL: So how long were you at Baylor?

FB: Three years, and he got—he—here's kind of a cute, little story, too—my age now, according to Baylor, is twenty-nine.

SL: Yeah, but [*laughs*] . . .

FB: And I'm not twenty-six yet, see.

SL: Right.

FB: So the Baylor people—when Woodruff went to Florida, he said, "You got to stay here till after the Christmas—and kind of ease things a little bit, and then I'll hire you in January." So the Bay—people said, "You've got to be the head coach." And I said, "No, I don't much want the head coachin' job." He said, "Well, you're twenty-nine years old. You're ready to be a head coach." And I said, "Well, I don't think I'm ready." I didn't tell him I was twenty-five. [*Laughs*]

SL: Well . . .

FB: So I went on down to Florida, and then they hired George Sauer, who did a good job for 'em at Baylor.

[01:25:23] SL: Yeah. [*FB laughs*] You know, we forgot to talk about your trip to Tyler when you were in high school. Your high school team—I mean, you ran into Texas—that was your . . .

FB: Oh my goodness.

SL: . . . first Texas experience, wasn't it?

FB: What happened was we were—we had three undefeated

seasons—well, we were undefeated my freshman year in college. That was 1938, and I was thirteen years old. And they didn't have a playoff in those days. But Texas did, and Tyler had—Texas—one of the top teams in Texas—ranked number one. Then they found an ineligible player, so they were forbidden from playin'—they were—from playin' in the playoffs—so they—the championship playoffs. So they wanted to play somebody, so they called us, and we agreed to play 'em. And so we get on the train—we—like I told you earlier, it was the first time I'd ever been on a train, and we woke up—we went to sleep—woke up in Texarkana and then went down and played the game, and they beat the devil out of us. They were so much better we were. I didn't get in the game. We had eleven iron men, they called 'em, and they played the entire game.

SL: Mh-hmm.

FB: And all but two games, eleven people that year played the entire game. And we were undefeated in our division, which was just below the big division in Georgia. We were in North Georgia Interscholastic Conference.

[01:26:45] SL: Well, back then there wasn't really a platoon—there wasn't platoon football.

FB: Oh no. No.

SL: Everyone played both ways.

FB: No, everyone—both ways—played both ways until I was in my fourth year here at Arkansas. You couldn't—they had the rules set up—the rules make us believed that you should play—if you're good in offense, then you should be made to play defense. You can't do just what you can do good. You had to learn somethin' by workin' on what you're not good at. And so that's why they made you play both ways, even though others—the pros had gone—it wasn't platoon football. But I played both ways, and we played both ways here until 1962. I put in the triple-team system. LSU had used a—and we called the "Big Red"—played the first quarter. You couldn't substitute but once in a quarter. So the Big Red—the top team would play the first half of the quarter. Then we had the Big Red, which played defense, and the "Touch Hogs" played offense. And Jerry Jones was on the Touch Hog team playing just offense. So if we were on defense when—in 1953—[19]52, excuse me—we were at—I'm sorry, back in the [19]60s now—we played—we copied the—they called it platoon football, but that's another story—but in six—fif—in [19]62, we went to a three-team system that LSU had had success with in [19]61. And we shoulda won the national championship. Texas beat us in the last second—7–3.

We had the ball—fumbled going into set up the winning touchdown. We had been undefeated. And they . . .

[01:28:19] SL: It was out.

FB: Yeah, you're right. We elected to—I mean, then the national championship was after the season, not after the bowls. It became after the bowls later on, but we played that three-team system. Then the rules makers said, "No, that's not good. We're going back to single-platoon football." So we went back to all the way single-platoon football in [19]63, and the—whoever kicked the ball—you could substitute one person, and that was all unless you took a timeout, and you got—anytime you put more than one person out, there was a timeout. And they could only play one time in one quarter. They could go in the game one time a quarter. So football was dull, and then we came out with a—in [19]64, when we won the national championship, we came out with a way that we could substitute the defense and take a five-yard penalty on 4th and 10, and it beat Texas, if you remember. Texas lined up offside. Their man didn't get off the field when we punted the ball by our defensive team running out there and getting ready to snap the ball. So we got a first down. Then we hit [Bobby] Crockett for the winning touchdown. But the defense would go in to punt the ball and take a five-yard

penalty. If the ball was out of bounds, they could just go in. But if the—mo—if the ball was still in play—if the clock was still running, we took a five-yard penalty rather than use a timeout. Couldn't use all of our timeouts. So we ran out there to do that, and Texas didn't get off. We got a five-yard penalty, and then two downs later we hit Crockett for the winning touchdown.

[01:29:53] SL: Man, those were crazy rules, you know.

FB: Oh yeah. Well, they . . .

SL: Especially in light of today.

FB: Oh yeah. Yeah.

SL: People don't realize that . . .

FB: We—twice they went back. In 1953, they went back to one-platoon football. In 1963, they went back to one-platoon football. The rules makers just said that, "We're not a team of specialists." We're a team of—learning football—a team—you're supposed to learn basic principles of life. That was their theory.

[01:30:17] SL: Hmm. And the only way you could do that is . . .

FB: Play both ways.

SL: . . . play both ways.

FB: You had to play—you may be good on offense, and you had to learn—do the things that you didn't do well. That was what football taught you. [*Laughs*]

SL: Mh-hmm. [*FB laughs*] Man, that's something else . . .

FB: Oh me.

SL: . . . I mean—of course, when I was growing up playing football, the better players would sometimes go both ways.

FB: Yeah.

SL: If you were good in both positions . . .

FB: That's right.

SL: . . . you'd go both ways.

FB: That's right.

FB: Yeah.

SL: You had that option, but . . .

FB: We did that some later, but then it got to where you couldn't do it because an average player would beat you specializing as an offensive center, and where you tried to play linebacker and offensive center, you weren't doing as well as you could at either one of 'em.

[01:30:56] SL: Now what did you play on defense growing up?

FB: Safety.

SL: Safety.

FB: I just saw in the paper where I still hold the record for a—punt re—a kick—intercepted pass. I went 101 yards on an intercepted pass against Clemson, and Coach Dodd would

introduce me for years, and he would say, "Coach Broyles, he had the ball on the right side. He cut to the left side. He didn't have much speed, and everybody made a block. He went to the right side, and everybody made a block. He went back to the left side—as he crossed the goal line, the officials called it back for delaying the game." [*Laughter*] That was the way he would introduce me, but I still have the record for an intercepted pass of a—in the SEC for 101 yards. [*Laughs*]

[01:31:40] SL: Let's get back to Coach Woodruff.

TM: Hold on one second. Coach, do you want a drink or anything? Are you thirsty? [*Unclear words*].

FB: No, I'm in good shape. No.

SL: You all right?

TM: Okay.

[01:31:46] SL: Good. Okay. Coach Woodruff at Baylor—what kind of coach was he?

FB: He was a—he came back—he had—he was an engineering student at Tennessee—started three years on three undefeated football teams—played in the Rose Bowl. And Coach Wood—Coach Neyland brought him back. Bob was in the ROTC, so he was in the military.

SL: Mh-hmm.

FB: And Neyland got him transferred and stationed at Georgia Tech, so he could coach there a couple years during the war. And so then he was transferred to West Point. Earl Blaik wanted him coachin' up there. He was a lieutenant.

SL: Mh-hmm.

FB: And so he came up there and spent two years with [Felix "Doc"] Blanchard and [Glenn] Davis, and all those great all-Americans and coachin' there. Well, the war ended, and Bobby Dodd hired him to be his defensive coach, and he was a genius at defense. And so we had a great season. He got the job at Baylor and went out there. And then he went to Florida and was athletic director and football coach at Florida and stayed there until he finally got fired there. Then he went back to Tennessee as athletic director. And the awards and all are still named there for him. He was athletic director a good fifteen years at Tennessee before he retired, and then right before he died, I told you I wrote that . . .

SL: Mh-hmm.

FB: . . . thank you letter telling him it was the biggest compliment ever paid me in my life was when he hired me to be his backfield coach.

[01:33:12] SL: Now Barbara was with you at Baylor? Was she

there?

FB: Oh yes. We got—oh yeah. She couldn't drive. This was—ladies would love this story. She didn't have a car. She had a mother—didn't have any money and all. She had never learned to drive, and I'd been tryin' to give her a few drivin' lessons, and we nearly got a divorce. I mean, you can't teach your wife how to drive or hit a golf ball. No way. [*Laughter*] So we're tryin' to drive—teach her to drive in Waco, so she could have the car. And she—we got into so many arguments and everything, I finally said, "Okay, Barbara. I'm leavin' the car home for you on Wednesday. I know you don't have a driver's license, but let me know when you get your driver's license." So I left the car home for her. She went shoppin'—did all of her shoppin' without a driver's license—learned to drive, and about three months later, she called me and said, "Oh, by the way, Frank, I got my driver's license today." I said, "Good." [*Laughter*]

[01:34:06] SL: It was a lot easier on the marriage.

FB: Oh, it was a [*laughs*] lot easier on the mar—no way our marriage would last if I'd been tryin' to teach her to drive. Don't ever teach your—and when I was teachin' her to try to play golf, she quit on the third hole. We'd be—she said, "I'm tired of chasing your balls. You're supposed to be giving me a lesson. We're

going in." So on—out at Fayetteville Country Club, we got to the third hole, and she gave up on me tryin' to teach her to play golf. That was the last time she asked me anything about golf.

SL: Did she ever learn to play golf?

FB: She played on the nine-hole.

SL: Yeah.

FB: On Wednesday morning, they had a nine-hole group, and she played until—one day she told me—she said, "Well, I've given up golf." And I said, "Why?" And she said, "Well, I knocked all my balls in the lake on number seven, and I didn't have any more balls," and she—she told, "the other coaches' wives wanted to give me some balls." She said, "No, I'm just quittin' golf forever." [*SL laughs*] And so she rode in. [*Laughs*]

SL: Well . . .

FB: And she never picked up a club again. [*Laughs*]

[01:34:58] SL: Now when you become a college coach, you're gonna spend a lot of hours.

FB: Yes, a lot of hours in college and recruiting because in those days they didn't have a signing period. So you had to recruit till they reported. And the first year I'm out there, Hayden Fry, who ended up, you know, as our assistant here and the head coach for twenty-somethin' years at Iowa—a tremendous football

coach—we had recruited him as a f—as a freshman. He entered school in the—went in the spring quarter to go through spring practice. He finished at Odessa High. They'd won the state championship. And I'm tellin' you, we were after Bud McFadin, who ended up being all-American at Texas. We had him committed to us, and he lived on a ranch halfway to El Paso, which was where the coachin' clinic was. And so Hayden and I drive and drive and drive, and we go into this ranch where his family worked, halfway to El Paso, and we visited with him. And then he came on down to the—play in the all-star game, and there was a clinic there. And Jess Neely saw Hayden Fry there, who was a—just been a freshman. He had recruited Hayden, and he said, "Well, Hayden—sure nice to see you. Who's this with you?" And he said, "Frank Broyles." "Oh, Frank, nice to meet you. What position do you play?" And I said, "Mr. Neely, I'm a coach at Baylor." "You're the coach at Baylor?" I look like I'm about sixteen years old, you know.

[01:36:25] SL: Right.

FB: He thought I was one of the all-stars playin' in the game . . .

SL: Uh-huh.

FB: . . . out at El Paso, and McFadin finally—we went—I went up and took Hayden t—and we went to see him up at his ranch again.

And then he entered at Texas, and we went down to see if we couldn't talk him—and I drove Hayden down there, and he went in to try to talk him into comin' to Baylor, and we couldn't do it. But we recruited all over the state of Texas, and there was no signin' day so you had to keep goin' back and back until they enrolled as freshmen. And so . . .

SL: Well, there weren't many rules either.

FB: Oh, there was no rules. None. And then when I became—came to Arkansas, as an example, I had to call on everybody till school—reporting—there was no signin' date. And they finally put one in, in May, and then they moved it up to April, and then to March. And now it's in February where it should be, where you end the recruiting season. But boy, when they put in a national letter, we all went, "Hallelujah," because we didn't have to recruit up till they reported. In the early days, when they reported is when the recruiting ended. [*Laughs*] It was tough, and it was tough. And of course, the coachin' and all was so intriguing'. [01:37:37] I don't think any coach worked extra time because he had to—it was 'cause he loved it.

SL: Mh-hmm.

FB: I mean, I loved to get on that film and look at film and look at film and try to work out a scheme that we thought would win the

game. It was a challenge, but it was exciting. I—football—college football is an exciting game. And you can tell by the crowds and everything we have today. But I loved every bit of the coachin'. I wouldn't trade even though there were ways to make more money or whatever. I would not trade anything for my time workin' as a coach. It was the greatest time of my life.

[01:38:13] SL: It was at Baylor that you really fell in love with all the strategies.

FB: Oh, oh, no question about it.

SL: All the plays and . . .

FB: Yes, I got to call the plays. We could call 'em—we c—send one person in every play, and so we would alternate one position, and I'd call each play, just like I had in college. And I loved that, and then they stopped the rule where you couldn't do that. So then we had to teach the quarterbacks the game plan all the way through.

SL: So you're spendin' probably three-fourths of your . . .

FB: Married life.

SL: . . . waking hours or married life . . .

FB: Yeah. Yeah.

SL: . . . coaching . . .

FB: And recruiting.

SL: . . . and recruiting.

FB: And speaking.

SL: So you're not ever home.



FB: No. Let me tell you what. I got there at Baylor, and Bob Woodruff said, "Frank, you've got to go down to Bay City and make a all-sport speech." I'd never made a speech in my life. I was scared to death. In my day, you didn't get to make speeches like young people do today. I had never made a speech, so I went around checking with everybody and said, "What do you say to a all-sports banquet at Bay City?" I'll never forget—Bay City, Texas, which is below Houston. I had to drive down there. And this is a true story. And so I worked all I could and asked people, "What do you—how do you make a speech?" I'd never even dreamed of makin' a speech. So I get all my notes down, and this is a little bit religious. When I'm drivin' down there, I prayed. I said, "Dear God, if you will let me get through this, I will—my profession will be a Christian profession the rest of my life." I was scared to death, and I got up and made that speech at twenty-two years old. And tryin' to say—I don't even remember what I said or anything, but I got a lot of people to help me, and—but I made a commitment driving down there. I was scared to death.

[01:40:04] SL: Well, I bet you did more than all right. I bet . . .

FB: Yeah.

SL: . . . I bet they liked it.

FB: Well, I don't know. I made the speech, and made—you know, I've made thousands since then, and I love to make speeches today. But I was scared to death to make an all-sports banquet speech, and I was twenty-two years old [*SL laughs*] and never dreamed of making a speech in my life. That was the scarest I've ever been—scarest I've ever been.

SL: Well, so you know, you mentioned earlier that when you and Barbara got married, she thought she was marryin' a baseball player.

FB: That's right.

[01:40:39] SL: And you got injured, and you ended up not being able to do the baseball. So now you're a football coach, and did she have any idea what kind of hours it took . . .

FB: No.

SL: . . . to be a college . . .

FB: She did not, but the interesting thing about Barbara—she never discussed my work. All the time that she lived—we lived together fifty-nine years—when we came home, it was family, and it was always happy. She wasn't—and little Linda was the

town crier, and she would start telling what the kids had done wrong, and Barbara would get so mad because she said, "Don't tell your dad what you-all did—what so-and-so did today. I don't want him to worry about that. He's got enough worry."

[*Laughs*] And Linda would tell me as I walked in the door something that one of the others had done wrong, and Barbara'd get so mad at her. But the thing—Barbara always thought it was fun. We—we'd lost to Texas out here 17–13, you know, in the last minute. And so Barbara's standin' up there on the corner, right there on the northwest r—sidewalk right there waiting on me, and I walk out—she's just laughin' and everything—was jokin' with everybody walkin' by and all. I said, "Barbara, how can you joke? We just lost." She said, "Frank, it's just a game." "This is not a game!" [*Laughter*] That's what—"It's just a game." I said, "It is not a game. I tell you!" We just lost to Texas in the last part of the game, you know. But she always smiled. She never once let me know that my job was a stress to her whatsoever, and we never talked. She never asked me what went on at the office. She never talked football when I got home. It was always about the kids. Every night—not one time did she ever talk football.

[01:42:29] SL: That's somethin' else.

FB: It is somethin' else. It was pretty smart because I'd had—I got enough of it at the office, you know. And I want—and she brought me into what was goin' on with the kids, and the kids all told me when I'd come home. And we'd work at night. I'd come home, eat dinner, then go back to work.

[01:42:45] SL: So—but you tried to make every dinner.

FB: I tried to make the dinners. Now here as a head coach and later on—Thursday night was the only night we got to eat out. I stayed and worked. And then [19]64, it was a miracle. In [19]64, we were undefeated—win the national championship, and that—as that season started, I said, "We're not gonna have a single night meeting. Every one of you, goin' home. We're gonna get our work done, we're gonna get here at six o'clock in the morning, but we're not going to have a night meeting till midnight like we've been doin'." I think it's hurt us more than it's helped us." And so that year, we didn't have a single night meeting. I went home, had dinner with the family, and went to bed and woke up at four, and started my work at four instead of staying there that night.

SL: Well, there was something to that, Coach.

FB: It is something to it. It worked perfectly for us that year. And I think I did that most of the time after that.

[01:43:34] SL: Well, so let's see—did you had—you-all had Jack and Hank.

FB: Had two Texans born in Waco. And Hank was six months old when we moved to Florida. And then we had two boys [Dan and Tom] born at Atlanta. When the fourth son was born—I was the backfield coach—this is a true story—and Barbara was in the hospital—Piedmont Hospital, where I was born—with son, Tom—fourth son. Dodd and his wife, Alice, came to see us, and he turned to Barbara when he first walked in said, "Barbara, what are you and Frank tryin' to do, raise your own backfield?" [SL laughs] She said, "I sure am glad he's not the line coach." [Laughter] And Dodd just broke down laughing. "I sure am glad he's not the line coach."

[01:44:24] SL: The line coach. Those were big babies.

FB: Yeah, we had four sons. That was enough.

SL: Mh-hmm.

FB: And then we came here, and she said, "Let's have another fifth boy. I know it'll be a boy." And we got Betsy and Linda. And they were born—you know, we had no idea—Dr. [James] Mashburn's dead now—he died recently.

SL: Mh-hmm.

FB: But he did not know in those days. I kept sayin'—only time

Barbara said she was a broodmar—broodmare. She could have babies, you know, like that, you know. [*Snaps fingers*] And the first four like that. [*Snaps fingers*] Now she's havin' trouble, and I said, "There's more than one in there. You're bigger and all." And the doctor said, "No, there's just one." And Dr. Mashburn—and then he—so we go to the hospital—I think we beat—West—we beat Hardin-Simmons with [Jim] Mooty and [Billy] Kyser running a 100-yard kickoff back for touchdowns and all. So about—oh, about five—six o'clock on Sunday morning after that, she said, "Frank, I need to go to the hospital. They're ready to come." I said, "Okay." So I went and dropped her off at the hospital and came back and got the oldest two boys and took 'em to Sunday school. Went back to the hospital, and it was just one—in those days Wa—Washington General just one level and one floor and bedrooms on both sides. And so Dr. Mashburn—bringin' Barbara out on—this is a true story—Barbara—bringin' Barbara out on the—on a cot there, and I said, "Doctor, what have I got there?" And Barbara said, "Well, you've got a girl." And I turned to Dr. Mashburn, and I said, "Oh, that's wonderful. After four boys, we finally got a girl." And Barbara said, "Wait a minute. Look over here." And she pointed to her left arm. I said, "What is that?" And she said,

"Another girl." And I fainted. [*Laughter*]

[01:46:13] SL: You fainted?

FB: Fainted. The doctor caught me right there—right there just—and we had a guard that played for me that was having his first child there—all that time his wife was havin' difficulty. I was tellin' him there was nothing to it. And he saw me pass out there [*laughter*] when they said I had twins. And then I go on TV. Oh, get this. I go—I have pictures of 'em—Polaroids in those days—and they weighed about four pounds—skinny. [*SL laughs*] So Bud Campbell put 'em up on the screen when we first came on, and then he said, "What is that, Frank?" I said, "Well, Barbara delivered beautiful twin girls this mornin', and my doctor didn't know we were gonna have twins." He never forgave me until he died. [*SL vocalized noise*] He said, "You nearly ruined my reputation tellin' people that I didn't know you were going to have—I got calls," he said, "from all over the state of Arkansas. 'You didn't know she's got twins there? What were you doin'?'"
He never [*laughs*—as a friend, he never forgave me for that.

SL: Boy, Jim delivered a lot of babies in his lifetime.

FB: Oh, he was a wonderful, wonderful, wonderful, kind person, and we were friends till he died just about a year ago.

[01:47:19] SL: Mh-hmm. Now to hear your girls tell it, after they

were born—kind of saved your hide—your football season.

FB: [*Unclear words*].

SL: You were losing till then, weren't you?

FB: Oh yeah, we lost—that was my first year. We lost the first six games, and they were born then we won. We beat Hardin-Simmons, and then we went on and won three straight championships—should've won a national championship the fourth year when we fumbled goin' in for the [*unclear words*]—clinching touchdown. But, no, they changed the whole thing there [*SL laughs*]—and they take credit for it. They sure do. [*Laughter*] I'm glad to give anybody credit.

[01:47:56] SL: Yeah. Well, that's good—so I'm tryin' to think—we didn't really talk a whole lot about your courtship with Barbara. Now we talked about—y'all—she was a basketball player? Is that . . .

FB: Basketball and softball.

SL: And softball . . .

FB: Yeah.

SL: . . . and after the basketball—during basketball seasons, there'd be a men and women's game?

FB: Yeah, the women would play first at seven o'clock, and we—they'd finished at eight fifteen—we'd play the next game in the

auditorium. Then we'd have a dance.

SL: Right, in the same auditorium.

FB: Same building. Same building.

[01:48:30] SL: That's so good.

FB: Yeah, it was. It was cheap, too. [*Laughter*] Since we didn't have any gasoline . . .

SL: Uh-huh.

FB: . . . or any car or anything. And then Barbara and I—then I went to Georgia Tech, and I guess maybe one of the reasons I went to Georgia Tech was I could stay close to her where I—she didn't have money to go to college. It was durin' the war, and her mother and father were divorced, and her mother made just a small income. So she went to work. And . . .

SL: What was it that she did?

FB: She was a keypuncher in those days. The first—they'd had their first machines that—she went to work for Texaco, where her uncle worked that she was livin' with and had a big job there. And so she was a keypuncher all during the war. And here's what she did to me—so we go to—I come back from school—to go to school after the war—this is funny. And so I get back, and I get in school in the spring quarter, and she's working—still punching keys at Texaco. And she said—I said, "How long are

you gonna work? Can you work till I graduate?" I had three more quarters to graduate. She said, "Well, I don't know." So June came. We'd been there—been at school two-and-a-half months. She quit and never worked another day the rest of her life. She said, "I'm through working. I'm never working again." [Laughs] And she quit. I said, "Barbara, I'm still in school." "I don't care. Y—I'm not workin' anymore." [Laughter] And she didn't. She didn't have a—she was a mother and all from then on. We got out to Waco, and this is kind of a little story—but we were living in apartments there at Georgia Tech, and I got the job to leave. And we had made a bet as to—there were six of us waitin' to have our first child comin' back from service, and we had a ten-dollar bet who would have the first one after a certain period. And Jack was born on January the third, and they all had to pay me off. That was nine months and three days [laughter] . . .

[01:50:26] SL: That's good.

FB: . . . when Jack was born. I beat 'em by a landslide. [Laughter]

SL: That's good.

FB: So Jack was born there, and I just went to Baylor, and there was a friend we made named George Berry Graves. He and his wife [Louise] just adopted Barbara and me. And he had a trucking

company, and we ate at their house most of the time. And she took Barbara to the doctor, and she did everything. And they were my—they were just like parents to me the three years we lived in Waco. They were wonderful.

[Tape stopped]

[01:51:02] SL: Well, Coach, we're gonna go back a little bit. There's a couple of stories that we kind of skipped over, and one of them was the first time you ever got to go to Atlanta to a Crackers game.



FB: Well, I was in the fourth grade, and we didn't have much money, but it was a—I'd read in the paper where it was—Crackers was Atlanta—AA baseball team in Atlanta about six miles from Decatur, and they said it was camera day. People—kids under sixteen—bring a camera, and they could get in free. I didn't have the money for a camera—never taken a picture of anything in my life. We just didn't have any money. But you could get a little candy camera—little bitty fake camera—for about a dime or somethin' like that in the candy store, so I got that, and I ran over to Ponce de Leon, which was about a mile from the side of Decatur I lived on. I started puttin' my thumb out and worked my way all the way to the ball game and then went into the ball game—watched my favorite team play and came back. And I

wasn't over ten years old—here I am out hitchhiking and came back and told my family what they did. They said, "You shouldn't have done it." I said, "I had to go see the Crackers play."

[01:52:15] SL: Well you know, you probably couldn't do that today.

FB: No.

SL: I mean, that kind of thing.

FB: No, they—hitchhiking in those days was common.

SL: Mh-hmm.

FB: People picked up hitchhikers—before a lot of crime took place.

But I remember pickin' up—drivin' to Florida when I was at Georgia Tech and then goin' to Florida on vacation—we picked up a lady hitchhiker and a man hitchhiker—took 'em three or four hundred—two hundred miles or somethin' like that. It was just common to see people out hitchhiking. Not today.

SL: Mh-hmm.

FB: You don't see anybody hitchhikin' today . . .

SL: No.

FB: . . . because people won't pick them up because they're worried about crime.

[01:52:50] SL: That's right. You were also telling me an interesting story about Bill and—at the baseball games. Talk to me about

[*FB laughs*] all the activity that went on at baseball games.



FB: Well, the Atlanta Crackers—on the bleachers in left field was where the gamblers were there, and they had their own little—people that gambled with them, and they gambled on everything could happen—a fly ball, a strikeout. "The next pitch is gonna be a strike." "The next pitch is gonna be a ball." "A double play." Everything that you can imagine, and the odds were set by the player—Paul Richards was the manager, and he hit a lot of fly balls. The regular odds were 4-1. If you put up a dollar, you got four dollars if he hit a fly ball. Well, Richards—you had to put up two dollars and got five because he hit so many fly balls. But my brother would take me with him. And he was all—he had his own bookie there, and he would sit there, and he would bet on a fly ball, bet on a strike, bet on a ball, a strikeout, a double play, and all these things—the odds. And then the bookie had all this cash like this, and if he lost, oh, he's just pass out the money like this, or he'd collect it like this, see? And it was fun to watch, I guess, but my bro—that way I got to go see the Crackers play. I was a little bit older at that time.

[01:54:06] SL: Well, how did your br—how did Bill do, I mean?

FB: He did well, I guess, 'cause he kept going back. [*SL laughs*]

He—Bill was a bachelor for most of his life—married late in life—

and so he would go out. He loved to gamble with those bookies and see the baseball game. And, interestingly, they were the same people. He always would go to the same bookie and there would be twenty or twenty-five people betting with this one bookie, and most of the time, they were the same ones week after week and day after day. They were hooked on it.

[*Laughter*]

[01:54:38] SL: Almost a community.

FB: Yeah.

SL: A bettin' community.

FB: Yeah.

SL: That's interesting. What a ti—you don't see that anymore.

FB: No, you don't see that anymore. But you could see—the interesting thing—when you'd look at the left-field bleachers, you'd see about twenty people standin' up—everybody else was sittin' down. The twenty standin' up were the bookies. They were passing the money out or collecting the money.

SL: That's somethin' else.

FB: It was fun to watch. I enjoyed watchin' it, really, and seeing the—and the odds and so forth. I never saw anybody get discouraged or get mad about anything, you know. They just kept goin'—bettin'—"Here, here, here it is. Here you go"—

collect, bet, whatever.

[01:55:12] SL: Coach, before we move on out of Decatur, is there anything that you want to say about your mom that you haven't said yet? I mean . . .

FB: Well, she was a special, special lady in that she taught Sunday school, and she was very, very religious. And she taught us to go with her, and we went with her. She lived to be ninety-six years old. She fell and broke her hip, and my sister put her into a nursing home about, oh, a quarter of a mile from her in Macon, Georgia. And I'd go to Atlanta and drive down to Macon to see my mother. And she was so positive. She n—oh, just—"Frank, I'm so glad to see you." And she went on and on and on. When I left, she said, "Thank you for coming. Come back to see me again." Nothin' but—and she played the piano. I forgot that. She tried to teach me to play the piano when I was in second or third grade. Pow! [Hits the side of his head with his hand] Do you know? [*SL laughs*] I couldn't learn to play the piano. But she could play music till she was ninety-six without a note up there. And so in the nursing home, she played the piano before dinner and after dinner, and she'd get up and just play, and they—all of 'em would sing, you know, and various things. And she loved to do that. She—how they could—at her age—at

ninety years old, she could sit down and play the piano from memory.

SL: Mh-hmm.

FB: And without a song up there or not. She'd just play her favorite songs, and they'd sing, and she loved to do that.

[01:56:42] SL: Well, I bet everyone loved it.

FB: Oh, they did.

SL: 'Cause . . .

FB: She loved the time she was in the nursin' home. My sister was only a quarter of a mile from her. But she had fallen and broken her hip, and of all the people I've ever known that were in a nursing home, she was the most positive. She was in about eight years before she died.

SL: That's a long time.

FB: That's a long time.

SL: That beats the odds on that deal.

FB: Yeah, and—but my sister was right there with her every day.

SL: Uh-huh.

FB: She would go see her every day. She only lived a quarter of a mile from that nursing home.

SL: That makes a difference.

FB: Yeah.

SL: Well, now does that mean you all had a piano in the house?

FB: Oh yes. Oh, we always had a piano. Oh, absolutely. And none of our children—she couldn't teach any of 'em to play. She tried. Hit me over the head—slapped me, you know. "You've got to get it right." But she finally gave up on me. But she tried to teach every one of her children to play the piano. Not a one of the five children could play.

[01:57:31] SL: Well, did she play mostly hymns—religious stuff?

FB: No. Well, she knew the hymns, too, but she played all the popular songs.

SL: Uh-huh.

FB: And we—they would sing, and we would—she'd get down and play with the whole—all of us were kids and all would get around at night and sing when she played the piano.

SL: So the kids would sing along?

FB: Oh, we would sing. Absolutely. Absolutely. And she played the piano in church, too. You're right. I had forgotten about that—earlier, she was at the Sunday school and the church. She played the piano. But the—I'm fascinated by the fact that she could sit down at ninety-five years old and play fifteen songs without a note up there—never miss a beat.

SL: Well, so how was your singin'?

FB: Terrible. [*SL laughs*] In fact, the truth of the matter is—in the—we had to take voice, and I'm in the eleventh—tenth grade, and the teacher said, "I tell you what, Frank—I'll give you a B if you won't come back." [*Laughter*] She—I couldn't ca—Barbara—you know what Barbara made me do in church? She said, "Just move your lips. Don't sing." I'm serious. She'd put the book up there, and then she'd hold the book—she said, "No, don't you say a word—just move your lips like you're singing." I couldn't carry a tune, and everybody knew it. [*Laughter*]

[01:58:44] SL: Well, that's good.

FB: Oh, but she did—she wouldn't let me sing. And today I sing very little in church. I'm up there—I'm readin' with my lips, acting like I'm singin'. [*Raises his hands as though he is holding a book*] But if somebody's around me, I don't sing. [*Laughs*]

SL: Well, that's good. Well, so you did have some music in your home then.

FB: Oh yes. We had music—she could play the piano, and she would play it at night. And we'd go in wa—listen to her play it. All of us did, particularly in the later parts of her life in the nursing home. They had a piano, and every time I went to see her, she would go to the piano and play with me. And play and sing, and she would hum the songs, you know, and all. And the other

people would come around in the nursing home and listen to her. She played the piano until she died.

SL: That's a beautiful story.

FB: It is a great story. And I can see her right now, and she didn't miss a beat. I mean she'd just be goin' all over that piano without one note up there. She was somethin'. But she couldn't teach me. [*Laughter*]

[01:59:42] SL: Well, what about your dad? Let's talk a little bit about your dad. You know, we talked about what a soft heart he was, how he couldn't do the collection to run the grocery stores during the Depression.

FB: No, he couldn't—durin' the Depression, he pe—he felt so sorry for people he didn't want to call on 'em. Mother was calling on 'em into the mid—in the middle [19]30s. She had the list of all the people that owed her money, and she was trying to collect money to help us live. But Dad had a great heart. He was too good—he had the grocery stores. He had five grocery stores—and that his dad had given him as he sold the others. Each of the boys got five, and he hired a partner, and the partner stole from him and went to Florida. And he had to close all of his stores. That was right during the Depression, 'bout 1930—no, about 1928 when that happened.

SL: Mh-hmm.

FB: And so we were devastated. But he tried to make a living in various different ways, and we never missed any meals. We didn't have a lot of extra, but we didn't miss any meals.

[02:00:48] SL: You told me about him catching you smoking the corn silk one time, and I think that probably was a kind of a pivotal point in your life that . . .

FB: Oh, it was. Yeah.

SL: . . . is—was there anything else that your father told you, or do you remember any conversation that you had with your dad that kind of really set your path in motion?

FB: Well, he constantly told me he was proud of my athletic ability. But I was gonna have to do my academi—my studyin'. And he told me all the time that athletics wasn't a way of living for many people. "We're proud, and we'll go watch you play, but you're gonna have to do the other also." And he checked my grades regular. I mean, he would call, and he would check, and I'd have to bring my grades home. And he wanted to see 'em. And he looked at my grades even though he didn't graduate from high school. He—interestingly—and my grandfather who was a graduate of the University of Georgia. And his mother—and his—had a brother was attorney. Uncle Julian was—I mean,

Uncle Rob—no—let me get it—I can't think of his name right now. But he was an attorney in town and all. And my dad was runnin' three or four of his stores in the eighth grade, and he talked my granddaddy into lettin' him drop out of school. So he never went beyond the eighth grade.

SL: Mh-hmm.

[02:02:20] FB: And—which was a shock to me that his grandfather, who was highly educated and everybody else—preachers—lawyers in the family, his brothers let him drop out. None of the others dropped out, but he ran the stores, and from the time he was in the eighth grade and was smart as he could be and started his own insurance company after the war and was very successful. As I said, the Broyles insurance is still on the square in Decatur. Even though it's probably had three or four owners since we sold it . . .

SL: Mh-hmm.

FB: But they've kept our name. And he was a—durin' the war he did a great job with OPA—Office of Price Administration—to keep the stores honest in their prices, not selling on the black market. And distributing the stamps where people could be—get the fair amount but no more.

SL: Mh-hmm.

FB: It's interesting that he only went—my mother just had a high school degree, but my dad didn't go but to the eighth grade, and he was the only one in the family that didn't. It—it's very interesting when you stop and think about it because like I say, his older brother was a lawyer, and the other one was a minister, and his other two brothers ran the grocery stores, and there's still Broyles grocery stores in Atlanta, two or three of 'em that relatives have still—or they sold 'em and kept the name.

[02:03:41] SL: How young were he and your mother when they married?

FB: I'm sorry?

SL: How old were they when they got married, your mom and dad?

FB: Let's see. They were both were born in [18]88, and they got married in [19]11. So they were twenty-three . . .

SL: Oh, so they . . .

FB: . . . or twenty-four. Yeah, she was twenty-three or twenty-four years old when they got married.

SL: Mh-hmm.

FB: She was workin', and he was running the grocery stores.

SL: Well, he was probably doing okay until the Depression in those . . .

FB: That's right. Oh yeah.

SL: . . . with the grocery business—I'm sure his dad thought, "Well, he's got the business that he can—and he knew how to do it."

FB: I was surprised that they let hi—he was the only one that didn't have at least a high school degree and three of 'em had college degrees.

SL: Mh-hmm.

FB: And his sister had a college degree, also.

[02:04:31] SL: [*Sighs*] Well, let's talk about your—let's—I'm gonna give you just one more visit with your family as far as—anything else you want to say—let's talk about your sister. And we know that she was a great athlete and that she likes to claim that she raised you . . .

FB: Yeah, she still claims that.

SL: . . . and in some ways that she certainly helped you along on your path, but was there anything that—about your sister . . .

FB: Well, she . . .

SL: . . . or is there anything that she said to you when you were growing up that kind of sparked your . . .

FB: She—always encouraging me. She was one of those people that motivate by giving encouragement. And she would—when I'd come back, she would always talk about what happened in the game. "How'd you do? Did you play?" Everything. And she

asked me all the time that she couldn't go see all my games 'cause she was workin', and—but she saw the ones that she could. But you've got to imagine—you've got to remember I'm playing three sports. I'm in—I'm playing some game, you know, nine months of the school year. Then playin' baseball all summer long. But she kept up with me and encouraged me—gave me spendin' money. I remember many times when she gave me four quarters, and, "Spend 'em—don't spend 'em all at one time."

SL: Mh-hmm.

FB: And of course, twenty-five cents would buy a lot in those days. But my dad didn't have money to give me. And I don't remember my dad really giving me any money whatsoever. Louise gave me the money that I needed to do things, and mother helped me some. But she was responsible for me bein' able to have lunch money and all. We were poor at the time. But we didn't miss meals—I keep repeating. We were poor, but we didn't miss any meals. Even though it wasn't the same—we ate later, but we always had a meal.

[02:06:31] SL: And you don't really have much memory of the brother that had the appendectomy and . . .

FB: No. I was only four when he died.

SL: Uh-huh.

FB: I know he was a good athlete. He was playin' with my older brother—he was only a year and a half younger than my oldest brother. And they were both doing quite well, and he was doing well on the junior high teams and all when he got sick.

SL: Mh-hmm.

FB: I don't remember anything about him. I just . . .

[02:06:56] SL: And then that was O. T.

FB: . . . O. T. [*unclear words*].

SL: What did O. T. stand for?

FB: O. T. stood for Ozie—*O-Z-I-E*—Taliaferro, which was a family name. *T-A-L-I-A-F-E-R-R-O*.

SL: And is that Italian?

FB: I don't know.

SL: Taliaferro?

FB: But it was a family—I think it's German.

SL: German?

FB: I'm not sure. But there was people in the family—that was their last name.

SL: Uh-huh.

FB: In the f—in the other side of the family. And so he was given Ozie—*O-Z-I-E*—Taliaferro, and he went by O. T. and so did his

son, went by O. T. Jr. Never Ozie Taliaferro. The "Oze" now—a lot of his friends called him Oze—*O-Z-E*.

SL: Uh-huh.

FB: Unusual name.

[02:07:41] SL: Yeah. Well, I'm sorry about that loss. What about Bill? Bill was between O. T. and Huck, is that . . .

FB: No. Bill was the youngest—just between Louise and O. T.

SL: Oh, I see. Okay.

FB: He was the youngest of the three boys and was not an athlete.

SL: Mh-hmm.

FB: Didn't try to be an athlete.

SL: Mh-hmm.

FB: Didn't really want to be an athlete. Strangely enough—and he worked, and he had jobs earning money from the time he was thirteen or fourteen years old, whatever he could get, doin' the yards or whatever. And he worked all of his career wi— graduated from high school and went—got drafted immediately.

SL: Mh-hmm.

FB: And he was in the first round—they drew numbers. His number was the first one drawn, or second one drawn in northwest Arkansas, so he went in immediately, and then the war broke out three months later. So his whole life w—I mean, from the

time being in—being on—in south—well, it would be . . .

[02:08:51] SL: Southeast Asia?

FB: Southeast Asia took a toll on him. I mean, big time toll. It aged him unbelievable. Port Moresby was an island with nothin' but of—natives on it with no civilization, really. But the Japs—there was a big mountain right in the middle—and the Japs on—had this side, and the Americans had this side [moves hands from one side to the other], and we had to keep 'em from coming across that mountain because they could pick a shorts—right into Australia, right into Sydney and all. And we had to have Australia in our—durin' the war. And he fought there for twenty-some-odd months on a daily basis, with the Japs sneakin' in, comin' in, and tryin' to get in behind the lines. And so he was in this trench—and his—with his guns and all for days on end. I mean they didn't get much relief for a three—two-and-a-half year period. It was a constant war between the Japanese and his group there in South Port Moresby. So he didn't—he came back tired—came back half-sick from yellow fever, malaria—he had all of the diseases while he was in the jungles. That was jungle. There was nothin' but jungles they were fighting in. So he really never did have much of a life. He never got married—yeah, he got married, oh, late. When he was about fifty years

old. For about two years, he married this girl.

SL: Mh-hmm.

FB: But they were only married a couple years—only time that he was married.

[02:10:17] SL: I don't know of anybody in this room or anywhere that wouldn't be affected by that kind of life . . .

FB: Yeah.

SL: . . . as far as being . . .

FB: As I repeat . . .

SL: . . . in the jungle like that.

FB: . . . he had been training down in Savannah at a camp there.

They didn't even have—the government—our government didn't have the guns. He was trainin' on mock guns and all. The war broke out, and he had to jump on the Queen Mary and head for battle and get to see the guns—shoot a gun—in Port Moresby was the first time he'd ever shot a gun. So that's how fast things happened.

SL: You know, and back then no one understood about any kind of—the psychological things that were happening to folks.

FB: He wasn't the same when he came back. [*Phone rings*]

SL: Yeah.

FB: He tried to be, but he wasn't. He didn't have any bitterness at

all. But he'd suffered a lot of health problems, and he was never really completely healthy again. Alcohol got to him, too, so he looked for relief in alcohol.

[02:11:15] SL: Well, that's not uncommon.

FB: Yeah, it wasn't. That's right. And we tried everything. As I repeat, we tried everything to get help, and the gover—the army base—the hospitals and all. But they didn't know how to treat alcoholism. Didn't have a clue what to do.

SL: Well, no one had ever heard of post-traumatic war syndrome or [*unclear word*] . . .

FB: That's right. Plus alcoholism. The two of 'em combined.

[02:11:43] SL: Well—and then your oldest brother.

FB: He was a outstanding athlete. And didn't go to college because he—his buddies all went to Georgia, and he didn't get a full scholarship. Went to work, did quite well businesswise. Had a wonderful family. His oldest daughter just died of cancer. She suffered about three years. She was about ten years older than me. She was about seventy when she got sick.

SL: Mh-hmm.

FB: He has a son that's very, very successful. Sold his company to Alltel here in Arkansas. He had a type of computer company that he had developed. He's a graduate of the University of

Georgia. All of his kids graduated from University of Georgia, which I didn't like. [*Laughter*] But they're all graduated, and one lives in Maine with her family. And then they—my brother—oldest brother's son lives in Charlotte. And he's back in the computer business and all and does quite well, and he's come over here a couple of times. He was here for the South Carolina game.

SL: Well, that's . . .

FB: Yeah, he came over for the game. Was in California on business and stopped back by here. And my oldest brother's wife died right, oh, maybe ten years after he died. She lived to be about—my brother died in [19]60, and she died about [19]75. She lived about fifteen years.

[02:13:07] SL: So you were pretty close to them, to Huck and your sister.

FB: Yeah.

SL: Now wa—was it Bill that went into business with your dad, at the insurance business?

FB: Yes. Bill went in—when he came back after the war—Dad started a—he wanted a—always wanted to have a casualty insurance company, so he started one. Bill came in—he was a good businessman. And they—it was a very successful bu—I

mean, they—when my mother died, she had considerable—not a lot but for that time and all, considerable money that he had left—the money that he had made in the business. And I gave it to my sister, who had taken care of my mother all during that time. She was retired—gettin' ready to retire and all. But mother never—she had money that he had made. He had made good money and saved it—those days.

SL: Mh-hmm.

FB: There were—casualty insurance business was g—always been a good business.

SL: Yeah.

FB: And he had a lot of friends.

SL: Mh-hmm.

FB: And so he was suc—very successful with it.

[02:14:10] SL: Well, that's good.

FB: In fact, I told the story you may have heard that after our six-loss—my first year we lost the first six games. After the fifth one, I called my dad and told him to save me a job in the insurance company. I was gonna be home quicker than he thought. [*Laughs*] Know that—I know fifty years later, I'm still here. [*Laughter*]

[02:14:28] SL: Yeah. Well, those were bleak. That first season was

pretty . . .

FB: Oh my gosh. I was—I thought I knew it all, and I changed offenses from what I'd made my reputation on as an assistant coach, and I went to what we call the "Wing-T" that Iowa had won the Rose Bowl with. And after the first game, we made thirty-three yards and got beat 12–0, I think, by Baylor in Little Rock. And I got Dixie White and the offensive coaches—I was gonna drive to Little Rock to do my TV show, and we went back to what I knew, and we got better and won the last four games and then won three straight championships.

[02:15:10] SL: Well, let's get back to—I think we left you in Baylor with Coach Woodruff, where you really started to studying films and kind of fell in love with the . . .

FB: With coachin'.

SL: . . . the game of football.

FB: Absolutely, and didn't want to do anything else in any shape, form, or fashion. And we went to Florida, and he had a good first year, and then I went back to Georgia Tech. Got there just at the right time where they had an outstanding freshman team. They had Coach Dodd's only losing season in 1950. He was 4-5-1. And then we went thirty games without losin'. And it was hard for me not to have a little bit of the big head, but I

tried my best to not have all the other coaches hate me because I'd come on, and the program turned around. I wasn't the—I was part of it, but like everybody else, we—it was a team effort, and we had great players.

[02:16:13] SL: Yeah.

FB: And—great players, and we went on and went to six straight bowls during that time—won all six of 'em. We played in the Sugar Bowl, the Orange Bowl, the Ga—the Gator Bowl, and the Cotton Bowl. Won all six games. And that's when I got the chance to—and the int—you know, I tell people that I advise goin' to look for a job, "Find out who you're talking to." I knew—when I went to Missouri, I wanted that job. I thought the world was passing me by. I was thirty-one years old and wasn't a head coach. And I thought, "I'll never be a head coach." But I got an interview with Don Faurot and the staff there, and I knew what those guys were gonna—and I looked to see who was on the committee. [*Clears throat*] I told 'em exactly what they wanted to hear, and it was a wonderful meeting. I came back to the Tiger Hotel, and I said, "Barbara, make up your mind. We're going to get the job offer here tonight." She said, "No way." Pulled out a newspaper. "There's six more people to interview." I said, "Barbara, we're going to get the job offer tonight." So in

about forty-five minutes, the head of the committee called—said, "Let's go to dinner." [SL laughs] Offered me the job, and I took it. But I told 'em—that's the one thing I learned—I told 'em exactly what they wanted to hear. They wanted to hear me say I could win recruiting just Missouri—not leaving the state. They wanted to hear the academic part of it—I'd learned at Georgia Tech and the importance of that—and how I would be a team player. And they had mostly faculty people and maybe one or two business people on that se—selection committee. But I could tell they were listening to me. I was tellin' exactly what they wanted to hear. So when I left, I knew I was going to get the job offer. So when I tell somebody to go interview for a job—I didn't talk football one minute. I didn't ever talk about my football. I talked about the things other than football, and I tell people that go interview for a head-coaching job, "They already know your football record."

[02:18:16] SL: Right.

FB: "You don't have to talk about your football. Talk about the things that helped you be a success, all the things that you've trained for. Bein' a team player, an attitude of gratitude, trust, and buildin' relationships—buildin' relationships—buildin' relationships. Talk about that." And Joe Gibbs, who's a great

coach with Washington and won three Super Bowls and got beat in one—in his book on page thirty-three—he sent me a copy of it [*clears throat*—he talked about the coaches he'd worked for. When he came to me—he worked here two years—he said—he gave me a thing—something that really flattered me—he said, "I learned that Xs and Os wasn't enough to be a success. I learned from Coach Broyles how to be a team player, how to bi—build relationships with the faculty, the high school coaches, the press. You had to build relationships with every constituency that you deal with. Then you could be a success." And that's what I believe, and I tell—that's the thing I tell all my young people who are goin' to apply for a job. "Talk about those things. They know your won/loss record. They know—and they don't know Adam of whether you know football or not. They've got to trust that you did because you've been a success. They want to know what you're going to be off the football field." And that's the one thing I've taught all my people and one thing I've tried to do here at Arkansas as you know, Scott. I've tried to build relationships with everybody—gettin' everybody attuned to what the university's about and the athletic program—not just the athletic program.

[02:19:47] SL: Yeah, you have.

FB: That's been my goal.

SL: And you've been very successful at it.

FB: Been . . .

SL: There's not a question—no question about that.

FB: But that's where my heart is, and so it's easy to sell.

[02:19:54] SL: Yeah. You know, one thing about the Missouri job, though—you talked about recruiting in Missouri, but that was what they were calling the "Missouri Plan" back then.

FB: That's right. That's exactly right.

SL: You were only going to recruit in Missouri. Is that . . .

FB: That's correct, and East St. Louis and Kan—Kansas City on the Kansas side. That's all. And I sat there and I looked 'em right in the eye and said, "I believe I can do it. I believe that I can win doing that. We'll build pride." And so forth. And the team that I recruited there was—turned out to win two Big Eight championships and two Orange Bowls under Dan Devine the next two years. And I've had players write me—they were freshmen on our freshman team, and they would say to me, "That freshman team won two Big Eight championships and two Orange Bowls." It was a great group—and how much they appreciated me recruiting them to Missouri.

[02:20:50] SL: Okay, well now, let's get back to Coach Dodd.

FB: Oh my gosh.

SL: Yeah.

FB: I could talk for ages.

SL: Really. Oh my gosh.



FB: Yes. Coach Dodd was a genius—but first, he was a great football player. He was all-American. He was the first one to get selected in the Hall of Fame for both coachin' and playin'. And he was a—he played on Ten—at Tennessee when they were undefeated and big time, you know, and he was the quarterback. And General Neyland couldn't—he had a cross relationship with him because Dodd called what he thought should be called. He was so smart, *[SL laughs]* and Neyland wanted to go in a different direction, but Dodd took 'em in another direction—they were successful. And here's what he did. He came to Georgia Tech as assistant coach in 1931 and never left. He was there as assistant coach, head coach, athletic director, ex-athletic director, and supporter of everything in Atlanta and there. He taught me the value of staying at one school for a long period of time. How your family come back—with your family there—your friends there—until you die. He had friends that he's grown up with that knew him while he was coaching and all. [02:21:56] But he came there, and here's

what I'm sayin'. When he—Coach Aleck—he tell—he tells this story—he made every player graduate. I mean he would stay on them till they graduated. The reason was he didn't have enough hours to be a sophomore. [*Laughs*] He would drop—he would play football and basketball and then drop out and come back and play the next fall—football, basketball, and drop out. And he tol—tells the story—that Coach Alexander, the head coach, said, "Now, Bobby, we're gonna have to—I'm gonna give you time off and go back and graduate." And he never did because he didn't tell Coach Alexander, the head coach, that "it would take me four years. I didn't have enough hours to be a sophomore." [*Laughs*] So they let him be a—so he was determined because he didn't have a degree in . . .

SL: Mh-hmm.

FB: . . . he was determined that every player—that's the one thing I learned from him. You have to encourage and emphasize and stress and do everything you can that your players understand the value of finishing and getting a degree. But he stayed there. He was assistant coach, and he was a genius at calling plays, and I loved to—I'd pull this on him—he would send a substitute in with a note to what play to run. And as I'm in the huddle, I'd see the substitute coming, and I'd step in the huddle, and I'd

say, "He's gonna call '42-H.' Watch him. I know what he's gonna call." [*SL laughs*] So sure enough the substitute would come in. "Frank, call '42-H.'" I said, "See there. I'm smarter than he is." [*Laughter*] And we'd run the play, kiddingly. But Dodd, he played me—I wouldn't have played anywhere else probably because I didn't have the speed. I think I told you the story about the kick return. Didn't I tell you . . .

[02:23:33] SL: Yeah, yeah.

FB: . . . where—and they called it back for delay of the game?

SL: Yeah.

FB: He introduced me that way for years and years and years.

[*SL laughs*] He was slow, and I was slow, but we had a lot in common. We made the team by signal calling, and we made the team by passing. And that's what he did. He couldn't run much either when he was an all-American at Tennessee, and I didn't run much. I threw the ball and kicked it and called the plays, and that's the reason I was able to play. [02:23:59] I remember that—and oh, this is a cute story—1943—we were getting ready to play—I had gotten hurt against Notre Dame—missed two games—so Ed Scharfscherdt was the other fullback. And he was a punter, and we're out there punting and deciding who's going to start on—this is on Friday afternoon—who's

gonna start at fullback, doin' the kickin' and so forth. So Scharfscherdt is drivin' that ball about fifty yards and spiraling down there and all, and I was kicking it about thirty or thirty-five yards, end over end. I said, "Man, I'm not goin' to get to start." He walked up and said, "All right, Frank, you're starting. You won't kick it far enough for them to return." [Laughter]

[02:24:43] They had the—we were going to play LSU, and they had that all-American [Steve Van Buren], went on and played pro ball and was all-pro, and he'd been retu—he would be returning kicks. And so I started 'cause I couldn't kick it far enough for him to return it, so I never forgot that in all my time of picking kickers and everything. Scharfscherdt was line drivin' about fifty yards, line drive. And I was kicking it end over end, scared to death I wasn't going to get to start after startin' the first two games and then gotten hurt with a hip pointer against Notre Dame. [Laughs] And he said, "You don't kick it far enough for him to return."

[02:25:14] SL: For the return.

FB: "We're gonna start you." [Laughs]

SL: That's smart. Well, you know . . .

TM: [Unclear words]. I'm gonna change up some light.

[Tape stopped]

[02:25:21] SL: Okay, Coach, we're talking about Coach Dodd.

FB: Bobby Dodd.

SL: And I forget. What was the last story we were—we had just finished up talking about . . .

TM: We were talking about the—I don't know what game. For the . . .

FB: I told 'em three or four more, so . . .

TM: Punts . . .

SL: Oh, the punts.

TM: . . . how you said punts . . .

SL: Yeah.

FB: Did what?

SL: You'd take the . . .

TM: . . . your punts were shorter so they—you got the start because they weren't going to return your punts.

FB: Oh yeah.

SL: Yeah.

FB: Yeah.

[02:25:47] SL: Well, that's probably because yours went up high, and the other guys' . . .

FB: That's right. Mine's didn't go . . .

SL: . . . was like a pass and . . .

FB: Yeah.

SL: Yeah.

FB: But Coach Dodd had so many different things. He was a great signal caller and had a tremendous football mind. Everybody in his time thought he had the best football mind in America. And he could teach you how to win the game. He could analyze and call—I remember we were playing Naval Academy, and we were on the three-yard line, needed a touchdown to win, and he called a fake to the fullback. We called it our "belly play," a bootleg. And I said, "Coach Dodd hadn't worked on this week, hadn't worked on it two or three weeks." He says, "I don't care. Run it." I said, "Now, Coach Dodd, we hadn't worked on"—he said, "Run it." We hit it wide open for a touchdown, just like taking candy away from a baby and won the ball game. And the players knew that. They felt like he could control the weather. If he wanted the rain, it would rain. If he didn't want it to rain, it wouldn't rain. He pulled everything. I—did I tell you about the kicking ball?

[02:26:47] SL: Yeah. Tell me about the onside kick thing.

FB: Well, we were workin' on the onside kick, and I'm trying to get the ki—the oth—the kicker to kick it to where it would bounce twice and then bounce over the head of the first line, where our

men comin' in can recover it. And the kicker, he couldn't get it to bounce. He couldn't get it to bounce. And Coach Dodd came chargin' out of the to—"There's nothing to it. Look here, you hit the ball right here and watch what it does. All right, y'all get ready over there." So they went down, he hit it right there, [raises arm to indicate height] took two bounces and bounced eight feet in the air right over their heads. And our players just yelled. Man, I remember I'm out there working with the punters. And he said, "Frank!" He came out of the tower. He said, "You can't do that. You've got to hold the ball and do this." He said, "All of you. See my chair up there in the tower? Watch me hit it." And he's about twenty-five yards—and boom, boom. Hit right in the middle of the chair. I mean, I—unbelievable, and the te—the team just went wild. [SL laughs] But they felt like he could pull any miracle. They felt like he had magic, magic, and magic. And the team played that way, and that made all the difference in the world. Whatever he called, it was the right thing to call. And the team executed it. He was a genius. There's no question about it. He was a genius.

[02:27:57] SL: Well, there are a lot of things that he did that had not been done in football, in coaching. It seemed like he was kind of the foundation of modern football to me.

FB: Well, he was. And—no question about it. He was ahead of the game in so many ways, particularly in the kicking game. He believed that teams won and lost—40 percent of teams won and lost in the kicking game. And he helped coach the kicking game out there all the time. He believed that we could win in the kicking game. We didn't make any mistakes in the kicking game. He had that same thing that I would say, and I've said many times that I kind of learned it from him was that it's better you not be born than fumble in a football game. [*Laughter*] Ain't tellin' how many times he said that, how many times I've—"Hey, it's better you not be born than fumble in a football game!" And our players—you know, we copied that from him and a lot of other things. But we copied "the team that makes the fewest mistakes wins." Nine out of ten. And we copied—he always said, "Remember this, 'Other teams may have better athletes, but the best skilled athletes don't necessarily win.' The best team wins. And we're gonna be the best team." That's what he taught. We're gonna be the best team. And it's a team sport.

[02:29:19] SL: Now what about—didn't he—there's somethin' about before, the day before the game, or the practices, what he did with practice once the season started. Didn't he give players

time off or . . .

FB: Oh, he didn't ever scrimmage. No rough work. He felt like that you could only take so much—your body and so forth. And so we didn't—we're the first team not to ever scrimmage. You're exactly right. Once the season started, we never—we did not do any rough work. We only learned what the t—what the signals were and learned to execute without hittin' and tacklin' and gettin' bruised up or anything, or gettin' anybody hurt. And the—and other coaches said, "You got to do—you can't do that. You've got to have t—full-speed work and all." He said, "No, you don't." And we said, "No, you don't." And in fact, the—he would not make the seniors go out for spring practice. If you're already a senior-to-be, you didn't go out for spring practice, and you worked with the others. And I did the same thing here at Arkansas. I copied some of those, and then after the [19]64 season—the [19]63 season, we went out for spring practice. We—I remember we came back from the SMU game when SMU had upset us, and I said, "We're goin' to scrimmage next week, gettin' ready for Texas Tech. Isn't that what you want to do?" "Yes, sir. We're gonna scrimmage." So we won the Texas Tech game, and then they came out for sp—for spring practice, and we won twenty-one more, twenty additional games—twenty-one

more additional games after that. But all, every—virtually every type of strategy was somethin' I learned from him. Nobody was ever as smart as he was. He made all-American when he was callin' plays. He wasn't the best tailback Tennessee ever had. But he was all-American because they won, and they won, and he was the reason for it, as the leader out on the field. I was lucky to play for him and lucky to coach under him before I went out on my own. Very, very fortunate.

[02:31:21] SL: Well, what was he like—coaching for him?

FB: He gambled. Oh, he was a gambler. He gambled in golf until he became head coach. And he told me one time, he was known—he would go out, and they played for big money in those days. I'm talking about a 1,000, 2,000 and all. And I asked him one time later, ten years later—I said, "How did you give up golf and the gambling like you did in [19]46?" He said, "You know, I came into eighteen, and first time in my life I thought, 'Well, I got \$1,600 bet on this, and I may lose that.'" He said, "When I thought about losing, I said I'd never gamble again." [*SL laughs*] And he didn't. Never played golf again, the gambling, in any shape, form, or fashion. He said, "I thought about losing. I never thought I'd ever lose. So I went on playing. The first time I thought I was gonna lose, that was the end." [*Claps*

hands] Pretty smart.

SL: Pretty smart.

FB: Yes, sir. But he was—in his days with Coach Aleck, it was just the two of 'em. Coach Aleck coached the line, and he coached the backfield. And they had a guy that did part work on the "B" team—scout team—and so forth. That was the coaching staff in those days. He became head coach. He extended from two to four, and then to five or six. Now we have nine assistant coaches.

SL: Right. How about a compare and contrast between him and Coach Woodruff?

[02:32:48] FB: Well, Coach Woodruff was a lineman. And Coach Woodruff learned from him also and copied in a lot of ways. But Coach Wo—Coach Woodruff was, "You're gonna work on defense." Coach Dodd turned the defense over to other people, really, and he worked with the offense. So Woodruff really was winnin' on defense like we did against TCU when we intercepted nine passes against Lindy Berry, who was leading the nation in passing. Dodd, we wo—we'd a won, but we wouldn't have intercepted nine passes. Where Dodd was always—had his mind on what you were thinkin', and he could outthink you. And Woodruff would outwork you.

SL: Mh-hmm.

FB: That's the difference.

SL: Big difference.

FB: Different approach to the game.

[02:33:34] SL: Mh-hmm. Now when you were at Baylor, that was really the first time you became really aware of Arkansas, wasn't it?

FB: Yes. We were playing Arkans—John ["Barnie"] Barnhill coached Bob Woodruff at Tennessee.

SL: Okay.

FB: And so at meetings and all. We had dinner together. I got to know Coach Barnhill because of me working for Woodruff. And Coach Barnhill also played there ahead of Bob Woodruff at Tenne—he coached at Tennessee—excuse me, he coached at Tennessee before Dodd went there. He was coaching at Tennessee when Dodd played. He was coaching at Tennessee when Woodruff played. So there was a tie of everybody. I ki—I kind of call myself a first cousin of Tennessee. When I got this award over there, the Bob Woodruff Award, I said, "Well, I'm definitely a first cous—I'm not a Tennessean, but I'm a first cousin." Everybody but one person—Don Faurot for one year—that I worked for ties to General Neyland at Tennessee. And so

that gave me that background of General Neyland, who has the most wonderful book that he wrote on college football, and it's got more strategy in it than anybody since Dodd's days. Dodd was the best of 'em all. Dodd wrote two books, and they were a huge success. And they were just generally about dealings and not Xs and Os. They were about how you get somebody to play hard. How you get somebody to sacrifice. How to get somebody to be so committed that they're not going to let their teammate down. He was a genius at it. Pure genius.

[02:35:15] SL: The thing about Arkansas that you were so enamored about was that it was a one-school state.

FB: I'd been at Georgia Tech as a player and a coach a total of ten years, and we were fighting Georgia for everything. We were fighting for radio, TV, newspaper, recruits. And when—I—I'd watched Arkansas have a state to themselves. And so I dreamed about having the Arkansas job, where I wouldn't have to—an intrastate rival that you had to fight against every day. Divide the state. At Alabama you can't be neutral. You've got to support Auburn . . .

SL: Mh-hmm.

FB: . . . or you've got to support Alabama. In Atla—in Georgia, they've got some pro teams, but if you're a college fan, you

can't be neutral. You've got to support Tech, or you've got to support the University of Georgia. So in coming to Arkansas, John Barnhill had built the fence around the state by his Razorback Clubs and the things that he had done. And so to have that job meant that I didn't have—when I went somewhere, I didn't have to see, "Well, which one's a Tech fans and which one's a Georgia fan." When I was at the legislature on this—getting some money passed for Alzheimer's nurses, the legislature stood up and called the Hogs. I was there and made a little talk, and the legislature—everybody in the legislature—stood up and called the Hogs. Now that can't happen anywhere else in the world because half 'em wouldn't stand up.

[02:36:48] SL: That's right. [*Laughs*]

FB: Half of 'em would be mad, you know. So you couldn't even probably do it. But in Arkansas, you can do anything like that. And that's why it's such a attractive job to have. You're not always fightin' your neighbor. You've got everybody on your side pullin' for you. Now they're gonna—I know we made mistakes, and they criticized and—but they still love the Razorbacks. They criticize the coach, but they love the Razorbacks.

[02:37:13] SL: You kind of let Coach Barnhill know that you were

interested . . .

FB: Oh, I tried twice. And when they hired Bowden Wyatt and when they hired Jack Mi—Mitchell. I had called him, and he didn't even return my call. He knew what I was calling about. And then when I became the head coach at Missouri, Mitchell went to Kansas—University of Kansas. And I couldn't apply for the job then because I had a good job. It wouldn't be right to me to apply to—although I just had a one-year contract. That's all they gave you—Missouri because the state law. Any state employee couldn't have more than the one year. So I didn't apply, and I kept lookin' to see who Barnhill was going to hire and so forth, [*SL laughs*] and on Saturday at—I tell to make an emphasis, I—at 9:31 on December the sixth, on Saturday, December the sixth, Bernie called, and he said, "Frank, this is Bernie." I said, "What in the heck you been waitin' on?" [*SL laughs*] And he said, "I've been tryin' to get all the ducks on the pond." And I said, "Well, are they there?" He said, "They're on the pond." I said, "I accept. I'll be there Friday." And that's what happened. That's all the negotiating it took. And we talk about today, where you've got to get agents, you've got to talk, and you got to do all this, that, and the other and raise salaries and all. I didn't care what I made. I wanted to be at Arkansas.

I liked Missouri, but Arkansas was my love.

[02:38:34] SL: Yeah. So you get to Arkansas. Facilities aren't very—lookin' at that photograph of you at Missouri, it didn't look like they had a better stadium.

FB: They did have a much bigger stadium than we had here, because they played all their home games there . . .

SL: Oh.

FB: . . . where we played half here and half in Little Rock. And you couldn't—you didn't have enough debt service for three—on three games to pay any bond issue back. So if you didn't have the cash, you couldn't borrow any money.

SL: Mh-hmm.

FB: They looked at your income, and they wouldn't loan you the money. So—but we—what we were able to do is convince them that we could get the money. And we got gifts and thanks to Fred Smith, Donald W. Reynolds, and others, we were able to spend on the football stadium—athletic money of a hundred and five thousand. And we only borrowed thirty.

[02:39:27] SL: Hundred and five million.

FB: I'm sorry, 105 million, yes.

SL: Yeah.

FB: And we only borrowed 30 million.

SL: Yeah.

FB: I wish it was thirty thousand.

SL: [*Laughs*] Well . . .

FB: We have less debt service, we have wonderful facilities, and on a survey done by one of the schools in our conference, we are right at the bottom in debt service. Some of 'em have 200 million in debt service. Some of the colleges do. And we have about 33 million left on the arena and the stadium. And everything else we paid cash for. Everything else we built, we paid cash for.

[02:40:04] SL: What was the first thing that you did when you got to Arkansas as head coach?

FB: Well, the first thing I did was head for Forrest City to recruit [Elmer] "B" Lindsey, Jim Lindsey's older brother. They had me a speech that I could make there, the next day—a high school banquet. I said, "Yes, I'll come." And we recruited Jim's older brother, who went pro baseball. He was a big baseball player.

SL: Mh-hmm.

FB: But that was the first assignment that I did. And, course, I had my staff. I interviewed the staff. Got my staff in good shape. And then I started hitting the Razorback Club tour. And we started visiting all over the state and gettin' to know people all

over the state and the prospects within the state. We didn't let any grass grow on our feet. We went after everything we could, and of my staff that I came—they were great team players, and together we just put it together.

[02:41:02] SL: Barnie had put together all those Razorback Clubs.

Is that—and were there about twenty-somethin'?

FB: Well, at that time there was about twelve . . .

SL: Twelve.

FB: . . . and then later on, there was twenty-six that I went to, and I asked Barnie, I said, "Barnie can I go to just half of 'em? I don't have any family life at all." And he said, "Yes." So the assistant coaches went there. We didn't have a basketball program, where they . . .

SL: Mh-hmm.

FB: . . . would go. The interest in basketball was local here. And so we—he let me do just half of 'em. And one year had half; the next year is the way I did it. But that was about thirteen.

[02:41:40] SL: Now you got here in . . .

FB: December the sixth, 1957.

SL: . . . [ninteen] fifty-seven, boy. What a time in the state that was. There was a lot goin' on.

FB: And you know, people have asked me, and it didn't affect us at

all.

SL: Well, I'm just wondering. I—you know . . .

FB: I was asked this question since there was a fifty-year reunion . . .

SL: Yeah. Mh-hmm.

FB: . . . of it and all. But I said, "You know, I don't remember it comin' up in any issue whatsoever in our recruits or anything in Fayetteville." It was big in Little Rock, but it didn't affect the Razorback football. Bernie had built a good fan base, and we had them on our side. I don't remember havin' one conversation about the Little Rock segregation issue. Integration.

[02:42:25] SL: Well, what was goin' on at the—at the college level with desegregation at tha—that time as far as athletics go?

 FB: We did not have any African Americans on any of our teams. I'll back up a minute. I integrated the Missouri team with two great running backs [Norris Stevenson and Mel West] that were all-Big Eight and helped win the two championships there.

SL: In [19]57?

FB: In [19]57, but Don Faurot let me integrate. They were ready for it there.

SL: Mh-hmm.

FB: Whether they were ready for it here or not, I don't know. But I

was told we ought to postpone it awhile. And so we postponed it till we recruited Richardson out of Little Rock.

SL: Jon.

FB: Yeah, Jon Richardson. He was a freshman, I think, in either [19]67 or [19]68. SMU in [19]65 integrated the conference with their great receiver, LeVias, Jerry LeVias.

SL: LeVias, mh-hmm.

FB: And they had a great quarterback. And so they were having—Hayden Fry was having great success with the—with integration, so everybody started right after that. Didn't have to pass any ruling. They were just—it was acceptable.

[02:43:36] SL: Mh-hmm. Well, I was just gonna say the Southwest Conference—and what about all the other conferences, was . . .

FB: Well, the Big Eight and the Southeastern Conference was later. But Oklahoma had integrated with that big running back [Prentice Gault]. I can't remember his name—at Oklahoma. They had one or two African Americans on that issue—on their team. But they were the first ones after us. We had—no, I guess they had already integrated. My going to Missouri was after that. And we integrated with West and the great running back. I can't think of his name—from East St. Louis. They did a great job for Missouri the next three years after I left.

SL: You know, I ca—I can remember people talking about in Arkansas in the high school level the—there just wasn't that mix going on. If there . . .

FB: No, there wasn't.

SL: . . . was a black player on a high school team, there was some high school teams that wouldn't play that high school team.

FB: Well, they had a lot of eight-man schools because of integration.

SL: Mh-hmm.

FB: A lot of schools didn't have enough in attendance to be—have a football team. They played eight-man football, and they'd have a black school in their community playing eight-man football. When I came here, there was a lot of eight-man football cities that didn't have enough to have twelve pl—eleven players.

SL: Mh-hmm.

FB: And they played in what they called an eight-man league. And most—but not most—but many of the African American schools played at the eight-man level team. And then when they came together—all the schools came together—that gave 'em a chance for—to instead of having forty or fifty teams that could play eleven-man football, they had 120.

[02:45:25] SL: Right.

FB: There's a big difference. Major difference.

SL: Big difference. Yeah.

FB: In the development of a athletic program. Then they put in the—a playoff system. And then Houston got 'em to put in spring practice about five, six years ago. And that's had a huge benefit on the number of players produced in the state.

[02:45:48] SL: So Jon Richardson's a good story.

FB: Jon, yeah. He wanted to be a Razorback, and we went and offered him a scholarship, and he agreed to come right away. He was recruited by everybody, and he had a terrific career here and was having a great life over in St. Lou—over in Tulsa and had a heart attack and died about ten years ago. [*SL vocalized noise*] Just shocked everybody.

SL: Mh-hmm.

FB: Just had a massive heart attack and died when he was about forty, forty-five, somewhere like that.

SL: That's too bad.

FB: Broke everybody's heart. We had a great funeral for him in Little Rock. Great turnout. Terrific turnout.

SL: Seemed like I remember . . .

Unidentified Voice 1: No problem.

SL: You've got someone talkin'?

JE: Yeah.

UV1: What's a boy have to do?

Unidentified Voice 2: You, too. I hope you didn't have to . . .

JE: Cable guy.

SL: The cable guy? We'll take it—why don't we pause tape here just for a second.

[Tape stopped]

[02:46:52] SL: Is there anything that you want to say about the desegregation and the integration and the African Americans?

FB: No, it—the people—I didn't have any complaint whatsoever . . .

SL: Uh-huh.

FB: . . . when we integrated the program. The people of Arkansas knew it was the right thing.

SL: Mh-hmm.

FB: And I didn't have any complaints. I don't remember anybody ever complaining to me at a Razorback Club meeting of any kind.

SL: Mh-hmm.

FB: I think that the state was ready for it, accepted it, and moved forward. I thought it was smooth. I really did.

SL: Yeah. Yeah, I kind of remember it that way, too. When I was reading the book, your book, there was one guy that advised you not to do that, but then two or three years later, he . . .

FB: He came back.

SL: . . . he reversed his . . .

FB: That's right.

SL: . . . decision. He could see it . . .

FB: Yeah.

SL: That it was gonna . . .

FB: Yeah.

SL: . . . inevitable anyway, but I got the impression that it was more—it wasn't so much that there was some—any prejudice on anyone's part. They were just worried about the state being ready for it. That's kind of what I read between the lines.

[02:47:54] FB: That's kind of the—I don't say instructions, but that's what I could read, that my superiors wanted me to go slow and do it at the time that it would be a positive thing on everybody, and not just part of 'em, and if I had to do it over again, I probably would have done it earlier.

SL: Mh-hmm.

FB: But I followed the instincts of the people I—working for.

SL: Well, they probably had a good pulse.

FB: Yeah. Yep. I tried to feel it. That's right.

[02:48:26] SL: Yeah. Well, let's see. You know, these Razorback Clubs that Barnie had set up. I—I've always heard that you

went to not only all the Razorback Clubs but that you met with all the high school coaches . . .

FB: Oh yeah, that was part of it.

SL: . . . in the state.

FB: Every—we would meet with them, and every town that we went into, we'd invite the high school coach, and we would get somebody to bring him.

SL: Mh-hmm.

FB: And so that we in the whole area. Say we were in Fordyce. We would get people to bring the coaches at each of the four—five neighboring towns to the Razorback Club meeting—and people that could really influence 'em to come, and most of the time the coaches did come. They liked to be associated with the Razorbacks. They were a high school coach—they wanted their players to go there. They wanted their students to go to attend the university, and so they were attentive to what we were tryin' to do. And I had some great coaches like Steed White and—who'd been a high school coach in Arkansas and Dixie White. And had—they all had a great relationship when I came, and our coaches just built on it.

[02:49:49] SL: When did Orville Henry enter your life?



FB: Orville Henry entered my life when the fact that he wrote that

Mur—on the Saturday morning that my announcement to get the *Arkansas Gazette*, "Murray Warmath to be named head coach today." [SL laughs] And I'd had the job since Friday. I'd had it since Saturday before that, but I'd met with the people here. But he was in Little Rock. He wrote a big story, see. What Bernie did—his strategy was that my name not ever be mentioned. Therefore there's nobody working against me. [SL laughs] And he said—his theory was if there are four people out there, if you're supportin' one, you're gonna work against the other three 'cause you wants yours to get the job. So he kept my name out of it completely. Completely. My name was not mentioned in any newspaper article during that entire period until I was hired. And that was his strategy. And therefore, everybody's, "My gosh, he looks like a good coach." It wasn't somebody that they had been working against and have to change. So it worked out perfectly the way that Bernie had the wisdom to get it done. And the state, I remember the—I met with the student senate . . .

SL: Yeah.

FB: . . . on Friday, and I met with the trustees on Saturday. And they announced it Saturday afternoon.

[02:51:16] SL: That's interesting. You met with the students first.

FB: Yeah. Met with the students—the student senate—and they had two or three football players that were on the st—senate staff for—the running back—so good. Still lives here in the state. And but Bernie did it right, and—but Orville, he never got over it. But Orville entered my life—we went to the Cotton Bowl with—with our four sons, and Orville is down there with his four sons—and—at the Cotton Bowl. And so his wife and Barbara got to be good friends. We got to be good—we ran with 'em the four days of the Cotton Bowl. He was there covering the game between Rice and Navy, I believe it was.

SL: Mh-hmm.

FB: And we were there as guests of the Cotton Bowl. As the he—new head coach, and we wanted to meet people. We had our family, and he had his family and became good friends at the time. And Orville, in the clippings—I've got some in there—I wanted to show you what just unbelievable support that he gave to the program. And he was in Little Rock, and we shared everything with him, and he was the voice. If you didn't read Orville, you couldn't debate the—what happened on Saturday with the Monday morning quarterback. You read him to get all what happened on Monday morn—so you could argue Monday morning.

SL: Well, did he travel . . .

TM: Scott, we're gonna change tapes again.

SL: Okay, all right.

[Tape stopped]

[02:52:50] SL: Okay, good. So we were talking about Orville Henry, and it seemed like I read some place that he traveled with you.

FB: To all the Razorback Clubs. As soon as recruiting was over, I would start the Razorback Clubs, and I'd start on Monday night. And Monday, Tuesday, and Wednesday nights would be the big clubs. And Tuesday noon, Wednesday noon and Thursday noon, would be the smaller clubs. So I had a bet with Orville. He always went with us—and George Cole—and knew everybody. His long associations with everybody that was a Razorback fan in Arkansas. He was the driver. And I'd bet Orville a dollar. I'd say, "All right, Orville. I'm gonna give you every—all of those six speaking—let's see—Tuesday afternoon, Tuesday night, Wednesday afternoon, Wednesday night and Thursday. All those five s—I'm gonna give you five different approaches, and each speech I make, you're going to get a different story." He said, "You can't do it." I said, "Okay, I'm going to bet you a dollar that each of these, I'll give you different things. Each of these, where you can have a different story of each one of 'em." And I

won every time. [SL laughs] I would go in, and I'd talk about somethin' at this one and highlight something. Then I would, what I'd highlighted over there I'd talk a little bit, and I'd highlight something else here. And at each speech, he would say, "What have you done? You've given me a different story to write each time." And he'd write about my Razorback Clubs all week long, which gave us great coverage. [02:54:14] Here's what he did. Here's—Orville said that when he went and took over during the war, of the *Arkansas Gazette* in 1944. Here's his words: "I gave it monumental coverage." He used the word monti—monumental. Meaning that he flooded the newspapers all over from—and they were—coverin' the entire state of Arkansas—the *Gazette*—and he gave the Razorbacks unbelievable coverage. When I spoke at the banquet last year honoring Orville that they have each year, I said—I quoted what he said, "Monumental coverage." And what he did was he got everybody in the state—from one corner of the state—to be Razorback fans with his monumental coverage. And I kept him informed. I n—anytime he called me, I gave him a story. Anytime he called me, I gave him—told him what was going on. And when you read Orville Henry, you act like—it's like you'd been at the practice the day before, and that's the way we

planned it. And he did a great job. No one like him ever. And the thing is that he was in Little Rock. I'm up here, and so he had to rely on me. And I had to give him the information to get the coverage out. He was the on—Jack Keady didn't cover the Razorbacks. Get this. There wasn't any sports writers but Orville and Jack Keady. The other state papers used AP. There was no TV . . .

[02:55:37] SL: Right.

FB: . . . sports then. Whoever did the TV—all—most of my time was the anchorman on news also did the sports. So he didn't know—he just read the AP. Fayetteville, Fort Smith and Hot Springs, El Dorado, West Memphis, Texarkana used only the AP. Orville was the only sports writer that covered the Razorbacks in the entire state. There wasn't any more. When we hired Allan Gilbert here . . .

SL: Yes.

FB: . . . you remember Allan Gilbert, whose family owned . . .

SL: Yes. Absolutely.

FB: . . . from Fayetteville? He became the first sports editor of a local newspaper in Arkansas other than the *Democrat* and the *Gazette*. And that's—so I had it made. I mean, with no TV people out there checking the news, 'cause they were just goin'

to read AP 'cause they were busy doing the news. And they also did the sports. I just had one person. One person. And he relied on me to give him the stories, and so I did. It was a smart thing for me to do, to let him know of everything that we could goin' on. He could educate the people. [02:56:39] I tell you what, here's a typical story of what we did. That and my TV show. I told Houston Nutt one time, I said, "My TV show was to make coaches out of all the people that listened, so they'd know why." I said, "Let me give you an example." I said, "I believe that if we kicked off, we would score first nine out of ten times if we kicked off. They'd make a mistake or they would stop 'em, and we'd get the ball midfield and make a first down and get a field goal. Make two or three and score." So I educated the fans to the point that when we won the toss and chose to receive, the fans cheered. They cheered! Rather, today they'd boo you if you chose to receive. You know, now you have the choice . . .

[02:57:18] SL: Yeah.

FB: . . . but we didn't do it. And the reason is, I would show 'em. I'd get on my TV show, and I'd say, "Well, we kicked off again, watch who's gonna score first." We went something like ten years and Texas A&M took the kickoff and scored. We ended up

beating 'em 41–7. But they scored first, and I went—I said, "Would you believe it? Our record of five years or six years—whatever it was—has finally been broken. We kicked off, and they scored first." And so, honestly, when we chose to kickoff, the fans would cheer. And we convinced—like—in TCU. We—we're playing TCU, and they were defending champions, and we're ahead of 'em three to nothin', and we intercept the ball on the four-yard line—Gerald Gardner did—intercepted the ball. Our fans had so been educated that when we made a first down, you'd thought we scored by the ?clay? [FB edit: clapping]. Because we—our fans knew if we could just make one first down and ?we're gonna? punt it, we're gonna stop—if we make two or three, they're gonna start on the thirty-yard line. There was only three or four minutes to play. We made three first downs, and we'd make four yards. They'd cheer. We'd make four yards. They'd cheer. We'd make three first downs. They'd really cheer. And we did that for three ti—made three first downs—six yards—punted—TCU had two minutes to play starting on their own twenty-yard line because we made three first downs. If we had—didn't make a first down and punt, they'd start at the forty—our forty. And they've got forty yards to go not eighty yards to go, and the difference in the world. So

our fans were part of the strategy, and they became educated to the point that they knew why we were doing this. And didn't try to second-guess you because we'd convinced 'em that that's the way to win games.

[02:58:59] SL: Well, and it was working.

FB: It was working. It worked all the time I was here. All the time I was here. We got Steve Little—we kicked off every time. And I don't think it was over once or twice that we didn't score first. They'd make a mistake, fumble, intercepted pass, short punt—thrown for a loss and punt and start at midfield and score.

[Laughs]

SL: So Orville . . .

FB: That's strategy for all the fans for years to come that watch this. Yeah.

[02:59:27] SL: So what a great—first of all, Orville had to trust you. You had to trust Orville.

FB: All the way. All the way. Completely and totally. He had the integrity of any sportswriter I've ever known. And had the ability to write. On Monday, when you read his analysis of the game—he would talk to me every Sunday—he'd pick me up to do my TV show. He'd pick me up at the airport. We'd go have lunch, and we'd talk about the game, and he'd ask the

questions, get everything he wanted. He'd write the story.

When you read the story on Monday morning—as if you'd been on the bench with me. Every fan that read his article knew enough of what was happening, as if you'd been out on the bench with me during the ball game. And that was my strategy.

That was his strategy. And that's where we educated the fans.

[03:00:16] SL: Well, what about—so when was it that—see, you had a real coup. Not only did you have a one-team state, but you had . . .

FB: A one sportswriter.

SL: One guy sportswriter.

FB: Yeah, you're right. Oh yeah.

SL: So—what two great [*unclear word*].

FB: Obviously, I had heaven. Only one word, I had a heavenly job. I was blessed to be there. At the time, Barnie had built the foundation for me . . .

SL: Mh-hmm.

FB: . . . when I came, we were able to move forward and a work in progress and improve and keep gettin' better because of what Barnie had started. I had Orville there educatin' the fans, givin' us mon—I use that word, monumental . . .

SL: Monumental.

FB: . . . coverage. That's the word he used. "I gave the program monumental coverage." And he did.

[03:01:05] SL: Okay, so—but then when did Bud Campbell enter the picture?

FB: Well, Bud entered the picture about my second year. And he did the TV show. And he was just like Orville. He would ask me—we would ha—we would get there—we would go over the things and—that I wanted him to ask me, and he'd ask me the questions between the first quarter, second quarter, and halftime and all in his way of asking them, but that strate—so I could get my message across.

SL: Mh-hmm.

FB: I didn't want the fans to just watch the game. I wanted 'em to feel like that they were interpretin' the game. They—with me, I'm interpretin' the game, and they'd learn how to interpret a game and look at a game and look at a football game—enjoy it more. That was my strategy. Not to just show 'em the game but interpret it for them so they would better understand how you win and what costs you games. Every TV show, I did that.

[03:02:11] SL: Now we'll see now, correct me if I'm wrong, but Bud was with one network for three or four years, and then he moved to Channel 7 . . .

FB: Well, he'd already moved when I . . .

SL: Oh, he'd already moved.

FB: . . . he was already over there at Channel 7. Yeah.

SL: Oh okay. All right.

FB: And we—I've forgotten who did the first one—the first year. But Bud came in and did the se—oh, I'll tell you what happened after the first ye—*[laughs]*—after the first year—Arkansas Louisiana Gas was my sponsor in Little Rock with Witt Stephens.

SL: Yeah.

FB: And so I wanted to get some exposure, so the electric company in Shreveport—oh, they've got an office here—I'll think of it in a minute, darn it. But I had to get—I wanted to get it in north Louisiana. So they agreed to just show it at a time—and—be no sponsors, just one sponsorship—they didn't pay me anything. But I could get exposure for my coach's show.

SL: Yeah.

FB: Well, Witt heard about it. And he called me, and he said, "Frank, I can't believe that you're using the electric company." Their office is here—where—oh, me—and, "I'm a gas company"—said, "I'm gonna cancel. I'm not going to support your show anymore." [03:03:33] So I called Jack Stephens, his brother, younger brother. I said, "Jack, I'm sorry." "Great! That's great!

I'm going to take your show!" I said, "What?" He said, "That's the greatest thing in the world! Get Witt out of it! I'm gonna take your show! I'm gonna get you ten sponsors." And my income went from 3,600 to 10,000. [*Laughs*] He got a \$1,000 each—for each of the sponsors—show. And I got \$10,000 for doing it, and it went on up to about a 100,000 under Jack's leadership. He came in 1965, and we were 'bout middle of the season. We'd just beat Texas. And he said, "Frank." He came to pra—after practice and said, "I just—you know, it's just not right for us to just have ten sponsors. That's unfair to the people of Arkansas." I said, "Jack, I'm making enough." He said, "No, it's not you. It's the fact it's just not right to just restrict sponsors to ten. There are ten more that want to be on there, and I think in loyalty to the people of Arkansas, we should have twenty sponsors, and I'm going to double your income." [*Laughter*] That's the way he put it to me. "It's not fair to have just ten sponsors. There are twenty out there that want it, and we should let them have it. We're not being fair. But you're going to make an extra 20,000." [*Laughs*]

[03:04:40] SL: Well, what did the original ten sponsors think about that? I mean . . .

FB: They—he'd had all got their agreement.

SL: . . . he—he . . .

FB: He did.

SL: . . . got all the ducks on the pond.

FB: Oh yeah. He got all—and what we did, we drew for it. See, we were the first ones that had a scroll. Everybody else in America had only one sponsor, and they weren't making very much. Jack came in with ten sponsors. He'd run the ten sponsors. One of 'em would be the sponsor for each game, and they'd draw for games and so forth, so he could charge a lot more—and I'm up—more money. And I'm up with Bo Schembechler, visiting spring practice, and I told him about it. He said, "You know, I'm only making 15,000 on mine." So he went in—I told the athletic director Bo Schembechler called me about a month later. He says, "I'm making a 150,000 now." [*Laughs*] I said, "You owe me a steak every time I see you." [*Laughter*]

SL: There you go.

FB: I said, "You got to buy me a steak." But he put it in immediately. A scroll like Jack came up with.

SL: Yeah.

FB: Jack was the beginning of all that.

[03:05:34] TM: So you guys were kind of cutting edge on coming up with your coach's show format and everything like that?

FB: Yeah.

TM: That's [*unclear words*].

FB: Yeah, we were. Yeah. Others had coach's show, but they didn't have it like we had it, and then we were the first one to have a scroll where they put ten names up there. "And then today's game will be sponsored by Arkansas Louisiana Gas," say. And they'd have all the sponsors except the scroll would run again before the half was over, when the half began. And at the end of the game, they'd run all the sponsors. But one would have it, and they'd draw as to which game they'd have.

SL: Which game they got.

FB: Yeah. And . . .

SL: That was smart.

FB: . . . Jack came up with that whole idea. [*Laughs*]

SL: That's smart.

[03:06:07] TM: When did coach's shows develop? I mean, when did they first come on?

FB: Well, my—Coach Dodd had a coaching show. He did the game, and I copied him. He did the entire game. We're the only ones that did the entire game. Everybody else did a highlight.

SL: Mh-hmm.

FB: But we did—he did the entire game, and he educated his fans.

If you wanted to watch Coach Dodd do his show on Sunday—I copied from him the same theory. So when I came, we had a full-hour show, not a half an hour of highlights. We had the full game. Quarter, quarter, quarter, and quarter. And so the fans could watch that game and learn and understand what's goin' on and be a better fan. And I copied from Bobby Dodd on it. We were the second one to do a full hour. And now a lot of 'em do a full hour in football because it takes that long to get your message across and to show the whole game or most of the game.

SL: Well . . .

FB: Houston shows highlights, probably 80 percent of the game. And then he has other things, you know, interviews and so forth with players and all. Which is good, but I didn't have time for that. I wanted to educate my fans . . .

SL: Mh-hmm.

FB: . . . I wanted to go over everything that happened in that ball game and what cost it to—what we did wrong if we lost it. And I'm a Monday morning quarterback to the fans on Sunday afternoon. Telling 'em what we did wrong, what we could have changed and won the game.

[03:07:24] SL: Well, and—by doing it that way, the people that—I

mean back then, there weren't that many games televised.

FB: Oh no.

SL: And it was . . .

FB: No.

SL: . . . the only way that people could see the game.

FB: No. See, the fo—pro football did the early game, from 12:30 till 3:30, and I came on at 4:00, right after the pro football game went off the air. I had that 4:00 to 5:00 time on Sunday afternoon, which had tremendous—TC—TV sets turned on.

SL: Yeah. And let's see now. TVs didn't really hit until the [19]50s.

FB: Oh, that's right. That's exactly right.

SL: So . . .



FB: First games that were televised was about 1954.

SL: Mh-hmm.

FB: And they had just a few, and even when I was doing television in the [19]70s, the NCAA was afraid of attendance. And therefore, they'd only allow one game to be televised all over the country—eight Saturdays and—four they'd have regionals. They did two, and then they talked them into four, where they could get better coverage. More TVs turned on because the local team was on. But they were scared of attendance, and I told ESPN when I met with 'em down in Orlando a couple of weeks ago, I said, "All of

that theory is hogwash." We're havin' twenty-five games on the weekend—college games—if you want to watch 'em here and there, you can pick them up on various things. And we're havin' the most—highest attendance we've ever had. Every team is breaking the records of attendance. And yet we having more games televised, which means we develop more fans. There's no equal to watching it on television than being in the stands at a college football game. It's just special.

[03:09:01] SL: So you don't adhere to that philosophy that TV kills attendance?

FB: To the contrary, we did when we first started, but that's been proven 100 percent wrong. We have at least a game starting at eleven—we probably have seven games televised here on ESPN and other—ABC and all—during a Saturday. But everybody says they're breaking records in attendance.

SL: Yeah.

FB: Including us.

SL: Hmm.

FB: So that's what you have to go by.

SL: Yeah.

FB: I don't think—I think it's adding fans.

SL: Well . . .

FB: People . . .

SL: . . . some—sometimes policy is based on fear rather than fact.

FB: That one was.

SL: Yep.

FB: That one was, yep.

[03:09:41] SL: Okay, so you hit Arkansas, and you immediately get out and—well, first of all you meet with the students, which I think is . . .

FB: Yeah.

SL: . . . really interesting. Then you meet with the board. You get announced. You hook up with Orville. You go—you're going with George Cole. Well—I want to talk a little bit about George Cole here in a second. You're coverin' the state. You get a great TV host in Bud Campbell.

FB: Bud Campbell . . .

[03:10:07] SL: We didn't really talk about Bud Campbell much . . .

FB: . . . well, Bud was special. He could—he was one of those TV announcers that again was—was explaining what was going on, not controlling it. And radio. He did the radio, and people just loved him. And—just like they did Paul Eells. We had two tremendous people durin' my time and after my time—right after my time. They were just perfect for the people of Arkansas.

They made a impression to the point that—you take Paul Eells, he had a following the likes of which no radio or TV man's ever had in this state. No one had the love and admiration, respect in the TV business like he had. No one's equaled it. Bud Campbell didn't have a chance to equal it that much.

SL: Well, Bud died in a car wreck.

FB: Yeah. Both of 'em died in a car wreck. Yep.

SL: Mh-hmm.

FB: Sure did. We missed 'em both—I—when they both happened. Bud was so good. I'm telling you. I didn't work with . . .

SL: Paul?

FB: Bud was so cooperative, and I'm sure Paul was the same way. But Paul was—Bud—good to work with. Golly. We just hit it off from the very beginnin', and we could just talk and not interrupt and get the message across that both of us wanted to get across.

[03:11:43] SL: Well you know, y'all appeared to be kind of like wha—how you and I are right now. We're just kind of talking. There was a . . .

FB: That's what we did. Exactly.

SL: . . . there was a relaxed . . .

FB: Yeah.

SL: It didn't look rehearsed. And it didn't . . .

FB: It wasn't rehearsed. Not at all. I just had him put the—I said, "This is what I'd like for you to hit on at the first break, and this one the second break, and the third break, and the fourth break, and the fifth break." And he would put it in his own words and bring it out and add to it as we . . .

SL: Mh-hmm.

FB: . . . as we went through it. That's what I wanted him to do exactly.

SL: Now while we're talking media, there was also Bob Cheyne in there somewhere, too, wasn't there?

FB: Bob did the radio.

[03:12:24] SL: Right.



FB: But Bob started doin'—Barnie came in one day and—1960. And he said, "Well, Frank, I want to tell you radio people get to where they want to hear themselves talk." [*SL laughs*] Seriously, that's what he said. And he said, "When they do, you've got to make a change." And Wallie Ingalls, was doin' our TV—our radio.

SL: Mh-hmm.

FB: And he said, "I'm going to put Bob Cheyne on there. I can't pay him enough money—limitations and all, and he deserves—and

he'll be good at it. I'm gonna put him in it." And until he died, I never could convince Wallie Ingalls that I didn't make the change. It was the second we—my third year here. I had no i—I had nothin' to do with it. But he thought I made the change . . .

SL: Mh-hmm.

FB: . . . because he wouldn't think Barnie—I didn't try to convince him. I just told him I had nothin' to do with it.

SL: Mh-hmm.

FB: But I'm not sure he ever believed that I didn't make the change after I came. But Barnie came to me explicitly and said, "Radio people get to where they like to hear themselves talk, and when they do, you've got to make a change." And so he said, "I'm makin' a change." And that's what he did.

TM: Just hold on a second briefly.

[03:13:40] SL: Okay. Wh—wha—what I'm trying to do is get a painting of what you were—you walked into when you got to Arkansas.

FB: Well, the first thing was George Cole.

[03:13:51] SL: Okay.



FB: George had been a coach here, and he'd been in administration. He knew everybody in Arkansas, and they knew him. He loved

Arkansas—only Arkansas, and so he took me under his wing. And he went to every Razorback Club with me. He went to every speech that I made with me. And he would tell me who I'm talking to—who the key people were. I could go up, shake hands, and introduce to the top people that were going to be at that banquet or that Razorback Club meeting. He was just a—he just led me through all of the steps of bein' an Arkansawyer. Which are different. You got—I mean—I was from Georgia, and there are certain qualities that the people of Arkansas admire and respect and want to see, and George taught me all of that. It was—I mean, he was wonderful. I mean, [*claps hands*] couldn't be any more fortunate to have someone that grew up—high school coach, coached at the Razorbacks, administrator at the Razorbacks, knew everybody, always went to every Razorback Club meeting. Everybody loved him. Never said an unkind word about anybody in his life. And so he was able to—to work with me on that. [03:15:04] Then I had Bill Ferrell. I inherited Bill Ferrell, who was the trainer. And he was a genius at getting morale and gettin' people out to play. [*SL laughs*] The pe—the—Jim Lindsey used to say, "I used to go into the training room and act like I'm hurt just to hear him and the things he'd say to the players." "Yeah, you've got to get out

there now." You know, he would talk to 'em. But he could—Bill Ferrell, I say, was so smart he could have been the head of US Steel. He was that much of a leader and that much of a innovator of strategy and so forth. In the training room, he had everybody eatin' out of his hand. And Jim wasn't the only one. A lot of 'em would go in there and act like they're hurt just to hear him deal and how he would deal. "Aw, there ain't nothin' wrong with you! You've got to get out there. I'm going to strap you up there. You go out there, you know." And the players loved him. He had an ability that I've never seen the like before or since. When he got sick and had the cancer and—we were getting ready to play SMU here, and he came by my room, and he said, "Coach, I'm not going to be able to come to the meeting this morning." I met with the team about ten o'clock—two o'clock game. I said, "Bill, you're gonna go home and rest." He said, "No, I'm not, Coach, I'm going to the ball game." I said, "Bill, please, please, let us take you when we go back to Fayetteville"—we were staying up in Rogers—"please let me take you back, let someone take you back to your"—"I wouldn't miss this game for anything." I said, "You're sure?" And he was out there sick as he could be taking care of that team and all and died about three weeks later. He was a special man, special

man. [03:16:54] And then we had Lon Farrell, too, you know, who was my administrative person. He'd been a high school coach and was in graduate school here—and all. And I hired him, and he became my associate athletic director, and while I'm coachin', he took care of all the details. He was a tremendous detail person. And then if you remember, he came down with depression. I'd never known depression in my life. Never seen anybody depressed.

SL: Mh-hmm.

FB: He was so depressed that he had to quit work for a while and go to the hospital. And then he got where he was out here at the hospital out here on 265. And he finally got well enough to come back to work, and that was six months later. And so whatever he said, I just interpreted. He didn't—he couldn't still talk in sentences completely and so forth, and we brought him back and everything, and he was doin' pretty good. And then he said—he went to the doctor, and the doctor said, "I'm gonna have to put him back in the hospital out here." He—on the same month his dad committed suicide, he committed suicide at the same age. The same month in the year that his daddy committed suicide, he committed suicide. Just broke my heart that we didn't have some way that we could have kept him and

helped him to where could of had a—gone back to a normal life. He had nothin' to be depressed about. He had a wonderful sweetheart here, who has taught, you know, in the College of Education. He had all—did all my detail work. He kept all the stats. I mean, he just did everything for me. I was athletic director and football coach, and I didn't have very little athletic director responsibilities because he was doin' it all. And all of a sudden, he got depressed. I'd never seen a depre—I'd never seen one since who's in full depression.

SL: Mh-hmm.

FB: But he didn't survive it. Hard.

[03:19:00] SL: Yeah. I know. So did George Cole set up those Razorback Clubs with Bernie? Is that why he knew everybody?

FB: George set up—not Bernie—George set up all the Razorback Clubs.

SL: Oh, he did?

FB: Bernie assigned him to do it. Because—first is, he knew everybody. He knew who'd be the chairman of the Razorback Club in that town, who would get the work done, and who loved the Razorbacks enough to organize it and make it successful. You just appoint anybody that's not that interested; they don't do any work. It takes work to have a Razorback Club in a

community. You have to do a lot of legwork, a lot of calls, and have a good staff and get it together. And so George could appoint the people to be the head of the Razorback Club in Fordyce or in Pine Bluff, all the cities.

[03:19:53] SL: Who else—was there anyone else that was key that you inherited when you got here?

FB: Well, Steed White was important to me. He'd been a high school coach, and he coached the freshman team for us till he retired.

SL: Mh-hmm.

FB: And he died a few years after that. He was on the staff. I guess—now let me think. There's a couple of faculty people that made a big difference, and I'd have to think about that a minute who they were.

[03:20:24] SL: Al Witte, maybe?

FB: Well . . .

SL: 'Cause Al was . . .

FB: . . . Al Witte came later.

SL: He came later?

FB: Al Witte came later, but he made a big difference, too. He not only was president—I mean, he—our faculty rep, but he worked his way up to the head of the NCAA.

SL: Mh-hmm.

FB: He was president of the NCAA for a couple of years. He was—
had made—I still go to him when I've got a tough letter to write
that's legal. I go to him and let him help me with it.

SL: He's a great mind.

FB: Yeah, he has a—smart as he can—I've kno—I've never known
anybody as smart as he is.

SL: Or funny.

FB: And—funny. [*SL laughs*] And I still use him as an adviser. If
I've got a problem I really got—I call him and ask him what he
thinks.

SL: Mh-hmm.

FB: Still do.

SL: Yeah, he's a good one.

FB: Yeah, he's a good one.

[03:21:09] SL: So who did you choose to bring with you?

FB: Well, I had on my staff—I had Jim Mackenzie on defense. And
Jerry Claiborne had left and gone to Kentucky as the head coach.
And so Mackenzie came with me, and I hired Doug Dickey to
coach the defensive backs.

SL: Mh-hmm.

FB: And then Merrill Green came with me. And Dixie White was
here. So Smith—Paul Smith was my line coach up there, and he

stayed. He was a Missouri graduate. So—Dixie—so we had two offensive coaches and two defensive coaches. Merrill Green and Dixie on offense and Jim Mackenzie and Doug on defense. When I tried to hire Doug Dickey—I had coached him at Florida. And he was in Naval ROTC, so he was doin' three years' duty. And he just signed up for another three years.

SL: Huh.

FB: So I called the general. They said, "Call the general." And I asked him to—would he dismiss him to come be—he said, "No. He's going to be a general of the army someday." So I called Fulbright. And Fulbright said, "Well, let me call you back." So he checked, and he said, "If you can get the education college to request his dismissal"—or his getting out—what were his exact words?

[03:22:33] SL: Discharge?

FB: Yeah, discharge. That's right. "They can't refuse it." So I went to the dean of education. He wrote the letter. Doug was hired in—by the college of education. I paid the college of education, and he coached the team. That's how we got him out of the army. [*Laughter*]

SL: Well, I'll tell you there are more ways to skin the cat back then . . .

FB: Oh yeah.

SL: . . . than there are now.

FB: Oh, and Doug—he's been a great friend all through the years, and we laugh about the general and what the general had told him and all, but when the school—college of education requested his discharge, they couldn't turn it down. They had to turn it down. And I had to pay the college of education, and they paid Doug direct. And then he coached football. [*Laughs*]

SL: So now when you said you called Fulbright, was that—was he president then? Or was he . . .

FB: No.

SL: . . . senator?

FB: He was a senator . . .

[03:23:25] SL: Senator.

FB: And he was in charge of foreign relations. And . . .

SL: Uh-huh.

FB: . . . he was the most powerful man—one of the most powerful men in Washington.

SL: That's correct.

FB: So I called him, and he said, "Let me get back to you." And he said, "I've checked with my staff, and they checked, and this is all you got to do." And so we did it, and we got him out.

[Laughs]

SL: That's a good story.

FB: [*Slaps his knee*] He was a help to me. I had not known Senator Fulbright. You know, I had just gotten here.

SL: Uh-huh.

FB: But I called him, and he cooperated completely and pulled it off.

SL: Well, he was a football player in his day.

FB: Oh, absolutely. And . . .

SL: He was a good one.

FB: . . . in the early [19]20s, he was a great football player here—outstanding football player. And what a senator he was.

SL: Mh-hmm.

FB: What prestige he gave to this country and also to, obviously, the state of Arkansas.

SL: Yeah.

FB: I admired him so very, very much. He was special.

[03:24:18] SL: So, Coach, I know that your first season here wasn't [*FB laughs*]—wasn't what you wanted it to be. You've already said that you called your dad and said . . .

FB: Yeah.

SL: . . . "Save me a spot in your company. I'll be sellin' insurance."

FB: "Be—I'll be there before you think."

SL: Yeah, yeah.

FB: Yeah.

SL: So—and you think that it was—well, first of all, you're the first to admit you made some mistakes.

FB: Oh yes. We . . .

SL: [*Unclear words*].

FB: I put in a whole new offense I didn't know anything about . . .

SL: Mh-hmm.

FB: . . . thinking I was a good enough coach to coach it . . .

SL: Mh-hmm.

FB: . . . but I wasn't. [03:24:54] I went back—on the second game, I went back to my old offense. And by the fifth game, we had—Ole Miss was first in the nation, and we had 'em—chance to—we went for a two-point play to tie the game. They beat us 14–12. They were first in the nation. And we'd gotten—we had improved. And when I talked to the—when we had our reunion here at the South Carolina game, we had 250 athletes from . . .

SL: Mh-hmm.

FB: . . . representing all eras of the time that I was the coach. The only team—I couldn't talk about every team—so the only team I talked about was the [19]58 team that stayed with me, kept improving, built a foundation, won the last four games, and then

we won three championships in a row. And I talked about that team. That's the only team that I mentioned other than every player—enriched my life. Every team and every player has enriched my life in so many ways. There's too many to mention.

[03:25:51] SL: Well, there's no question that the program also cranked out its fair share of excellent coaches . . .

FB: Oh yes.

SL: . . . too.

FB: Well, yes. I have a—I—it was ten years before I became a head coach. And I worried about me ever becoming a head coach, so I put myself in the place of all my assistant coaches. And I tell 'em that I'm gonna help 'em become head coaches. So Jim Mackenzie—we got Jim Mackenzie over to Oklahoma. It's a cute story. And he—Barry Switzer worked with him on defense. So I had a rule with everybody I helped get a head job. You can't rob my staff anymore. One coach is enough. You—I'll help you—do everything to help you get the job, but you can't take any—you take my graduate assistants but none of my coaches. So on the twenty-fourth of December, Jim came by, and he said, "You know, Barry wants to come with me." I said, "Okay, I'll ask him." And so I asked Ba—"Oh, no coach! No, sir, I know the rules! I don't want to come! No, sir!" [*SL laughs*] I went back,

and I told Mackenzie, "He doesn't want to come." But on the twenty-sixth, Barry came to me. And he said, "Coach, I'd really like to go and coach with Coach Mackenzie." I said, "Okay, I'll make an exception and let you go." So he went over to Oklahoma. And then Mackenzie died of a heart attack after the first year. And then his assistant was moved off—the one who went to become the head coach at New England. And so they promoted Barry.

SL: Uh-huh.

[03:27:13] FB: And they told—Barry told me this. I didn't know this. He recently told me. He said, "They put me on a trial basis. Gave me a—didn't announce to the public, but gave me a one-year contract." And he was 9-1, and then he went thirty in a row without losing and won two national championships. So they gave him a full contract after that.

SL: Yeah, I remember. I . . .

FB: But we had lot of 'em like Joe Gibbs. Joe Gibbs, I hired from Southern Cal, and he was a great coach. And I tried to get him a head job at Arizona, and he came back after the interview, and he said, "Coach, in college, no offensive line coach will ever be head coach. You've got to be a quarterback coach, you know, or something like that. I'm going back to pro ball." So he went

back. His college coach was coaching the San Diego Chargers. He went back with them, and then he soon was head coach at Washington. Won three Super Bowls out of four that he was in. But he said, "I can't ever become a head coach in college. They're not gonna hire an offensive line coach." And he's probably right.

[03:28:07] SL: He's probably right.

FB: Yep, he was probably right. Yeah. And a lot of 'em we had—I remember that Bill Lewis—he wanted to be a head coach, but he was afraid to ask me. So I called Wyoming, told 'em about Bill Lewis. They called Bill Lewis and hired him, and he went up to become the head coach. And then Johnny Majors—the same thing. Johnny Majors was debating as to whether to take the Iowa State job. And so I kind of told a white lie. I said [SL laughs] he—you know, he would have a hard time choosing at times whether—which white shirt to wear. And so he couldn't make up his mind and all. And I called him. I said, "Johnny," I said, "I've already hired your replacement. Yeah, you got no choice. You're gonna have to leave."

SL: [Laughs] That's terrible.

FB: I said, "I was sure you'd take the job, and I've already hired your replacement." And he said, "You have?" And I said,

"Yeah." So he took the job the next day. Goes to Pittsburgh and wins the national championship and goes to Tennessee and all. Has a great career. But I kind of [*SL laughs*] pushed him into that one. He wasn't gonna—Iowa State was a good job. It wasn't one of the top jobs, you know. And . . .

[03:29:19] SL: Mh-hmm.

FB: . . . and I remember on Doug Dickey. At Tennessee, Doug had—was in the running. Bob Woodruff had been his coach at Florida and was AD. And so the head of the board of trustees at Tennessee lived in Memphis, and I knew him. And he called me, and he said he wanted to talk to Doug. And I said, "Well, I don't think Doug will talk to you. You know, y'all haven't made the change at Tennessee." "Yeah, but we're going to make it in a couple of weeks." I said, "Well, let me just see." So I went to Doug, and I told him. I says, well, I said, "Doug, you tell 'em that you will not—'It's against policy and integrity to talk to a school that hadn't fired the coach. They've still got a coach there. You just don't do that. And I will not be able to talk to you.'" So I called him and told him. I said, "Doug said he can't talk to you. You don't have an opening. He'd be happy to talk to you"—and that got him the job. The guy felt so strongly that—that Doug had character and the things that he

wanted . . .

SL: Yeah.

FB: That as soon as they relieved the coach—they were going to relieve him in a couple of weeks—they did—and hired Doug right away. The only person they interviewed. [*Laughs*] Strange how things work, you know.

SL: It is.

FB: And—had a little bit of reverse psychology here and all—helps out. I could tell you stories on all of 'em, but we'd go on for all day long. [*Laughs*]

SL: Well, we could—we've got the tape. We can do that if you'd like.

FB: Oh no. We'll get back to that.

[03:30:43] SL: Okay. So let me think now. I've always heard that whenever you got a raise, you split it among your assistant coaches.



FB: Well, I did on—I did many times—instead of takin' the raise, I gave it to my assistant coaches. I was under the strong belief that whatever you pay a poor coach is too much. And whatever you pay a good coach is not enough.

SL: Mh-hmm.

FB: And you're no stronger than your staff. And I believe that, and I tell every coach that. And whatever you pay your assistant

coaches, if they're good it—it's really not enough. And we had limitations. So I would take my bon—my raise and give it—and divide it up among the coaches, so that I could keep the good coaches. [03:31:32] I was making enough money on TV show and my salary and all. And they had limitations as to—the state had limitations you could pay each coach, you know, and all—line item maximums. And so I just gave it to 'em out of my salary and gave it to 'em as a bonus to let 'em know how much I appreciated 'em. I did that many, many times. It wasn't any ge—thing that was generous. It was something that was wise and had good policy behind it. Because if you let 'em know before they accept a job or get a job offer, you're gonna keep 'em. If you give 'em a raise after they get a job offer, they usually go ahead and leave.

SL: Mh-hmm.

FB: I know that Reggie Herring here has had five major offers to him in the three years he's been here, two of 'em from two of the top schools in America. He did not—he was so happy here and wanted to stay here, he did not tell us about one of 'em. We found out about five offers from pro and college teams that—one school that he coached offered him a half a mi—five hundred thousand to come. And he didn't even tell us about it. He didn't

use his bargain. He was happy at Arkansas. We were paying him a good salary. That's the kind of character that you want, and he did not ever bring up—the time—we found out later that there were three pro teams and three college teams that offered—two in the SEC and one in the Big 12. Major contracts. He just said, "No. I'm happy at Arkansas." And never told us about it. That's rare. That's character.

SL: Mh-hmm.

FB: Real character.

[03:33:17] SL: We haven't said anything about Wilson Matthews yet.



FB: Oh my gosh. Well, you know, Wilson was a genius at motivation, and Wilson was tough as all get out. But he'd walk by, and he'd say, "Frank, you know I love you," if I was one of the players that he'd been tough on. And he'd walk off with his hand—and have a hand around each other walking off the field. He taught me—along with George Cole—he taught me about Arkansas. Being an Arkansan. How to be one. How to be accepted. How to understand what it's like to be a Arkansawyer—if you want to go way back or Arkansan if you want to go lately. But Wilson was tough and a great coach. I mean, a great coach. A terrific illustration—I've never heard the

likes of still today—he left—what, fifty-one years ago, Little Rock Central. They still have a banquet of their lettermen, and they'll have over a hundred attend. I mean, that's the kind of loyalty that he built on his teams. Been fifty years since they played, or longer. And they'll have sometimes nearly two hundred of their former lettermen will come back to a reunion. I don't know of anything like that anywhere.

[03:34:37] SL: Well, he could be—he was big enough he could be physical . . .

FB: Oh yeah.

SL: . . . with the players.

FB: Oh, he could—he was physical.

SL: And they respected that, didn't they?

FB: Oh yes, they did. He had nothin' but respect. I don't know of any player, any coach that had more respect from the team than he had, and he earned it by being good for 'em. He helped 'em reach their potential. He was—he wouldn't take, "You're doing just half right." He made you do it 100 percent correct, so you would get better.

[03:35:10] SL: Yeah. Is he—he was the coach that he'd pick one player out and ride him . . .

FB: Oh . . .

SL: . . . the whole practice?

FB: . . . then they'd love him going off the field.

SL: And then he'd . . .

FB: Have his arm around him going off the field.

SL: . . . the field.

FB: Absolutely. He was good at that. But he had a way of—if you tried to copy him, you'd fail. You just can't copy someone's coachin' ways and all. It's your own personality. I couldn't be overly tough. I could get mad, but the players knew that when I came out to watch their off-season class, I was gonna let 'em go in early because I felt sorry for how hard they worked, you know, and all. And they were glad to see me come out. But that was my personality. I couldn't be like Wilson Matthews. My personality would have been false, and people woulda se—the players would have seen through it. I had to be the kind of coach that my personality let me be. And Wilson was special in so many ways. Rare. But had the—with 115 wins and eleven losses at Little Rock Central [*laughs*], he did something right, didn't he? [*Laughter*]

[03:36:17] SL: Yeah.

FB: Did everything right.

SL: Well, I just remember hearing great stories about him [*unclear*

words].

FB: Oh, you could go on and on and on about his stories. No question about it. But he had a way to motivate. And nobody else could do it but him. But he got the most out of 'em.

SL: Now when—what was his period of time here? I . . .

FB: Well, he was the first coach I hired.

SL: That's what I thought.

FB: He was the first coach I hired. He stayed with me till he died.

SL: Yeah.

FB: I had him in a role—some role with me until he died, where he could contribute. I never let him get away. [*SL laughs*] Period. He never left us. [*SL laughs*] He was still working for us when he died.

SL: Well, that says somethin', Coach.

FB: He would still be with me. If he—he'd be eighty-six, but he'd still be with me.

SL: Yeah.

FB: And we'd be usin' him.

SL: Let's take a little break.

[03:37:13 End of interview]

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