

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

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**Arkansas Memories Project**

Jim Lindsey

Interviewed by Scott Lunsford

December 2, 2009

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.
- Double underscores indicate two people talking at the same time.
- 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.
- All geographic locations mentioned in the transcript are in the state of Arkansas unless otherwise indicated.

### **Citation Information**

See the Citation Guide at <http://pryorcenter.uark.edu/about.php>.

**Scott Lunsford interviewed Jim Lindsey on December 2, 2009,  
in Fayetteville, Arkansas.**

[00:00:00]

Scott Lunsford: Okay, Jim, I wanna take care of some business first.

Jim Lindsey: Okay.

SL: Um—today's date is December 2, 2009. We're at the Lindsey and Associates office building. We're in Jim Lindsey's office. Gotta thank you for that. Um—my name is Scott Lunsford. Your name is Jim Lindsey. Jim, what's your full name?

JL: James Edgar.

SL: James Edgar Lindsey. And, Jim, I'm gonna ask you if it's okay that the Barbara—David and Barbara Pryor Center for Arkansas Oral and Visual History is here recording this interview in both audio and video. We're gonna preserve this in the Special Collections Department in Mullins Library on the Fayetteville campus of the University of Arkansas. And if all that's okay with you, you can just tell me, and we'll keep goin', and if it's not, we'll turn off the cameras and do somethin' else.

JL: No, keep goin'.

SL: All right. Thank you, Jim.

Trey Marley: Scott, I want to make a minor adjustment right here real quick.

SL: Okay.

[Tape stopped]

[00:00:58] SL: Okay. Um—we have to start with when and where you were born.

JL: I was born in Wynne, Arkansas, November the twenty-fourth, 1944. And—uh—all my other brothers and sisters had been borned—uh—at home. I was the first one borned in a hospital. I was born in Wynne, Arkansas. Dr. Peterson was the doctor. My mother held him in ultimate esteem, and—uh—that's where I was born. Wynne is a town—uh—eleven miles north of where I was born—raised, at Caldwell. And—uh—Forrest City is five miles—uh—south. And we all went to the Forrest City school system. But I was born in Wynne.

[00:01:42] SL: Okay, now you—uh—what was your mother's name?

JL: Ida. Ida Carrie.

SL: Uh-huh.

JL: And—uh—she was a Busby.

SL: Okay. Now where was she from?

JL: She was from right there at Caldwell.

SL: Okay.

[00:01:56] JL: Yeah. Uh—Granddaddy Busby and—um—

Grandmammy lived on the Lindsey farm there. And my dad met

her at a very young age. And they dated and—uh—were married—courted, I'd guess you'd say. You didn't date back then. I guess they courted and—and were married there in—uh—in Caldwell.

SL: And what was your father's name?

JL: Elmer. Elmer Earl Lindsey.

SL: Uh-huh.

JL: Uh—he was—uh—approximately ten years older than my mother.

SL: Mh-hmm.

JL: And—uh—he was born right there at Caldwell. His dad's name was William, and they called him Billy. And—um—and some of 'em called him "B." And my brother's name is Elmer Baxter, and they called him B. And—which was a term of endearment for our granddaddy.

[00:02:52] SL: Um—so it was a farm that y'all lived on.

JL: We lived—uh—uh—seven and a half miles from Forrest City . . .

SL: Mh-hmm.

JL: . . . five miles to Caldwell. Two and a half miles—uh—down a dirt road, or a gravel road as it improved—now a paved road—uh—to where we lived. And it was about a mile from the L'Anguille River Bridge, if you kept goin' down that county road

there at—uh—that you turn at Caldwell.

SL: What kind of farm was it?

JL: Well, it was mainly a cotton farm.

SL: Mh-hmm.

JL: But it had other kinds of crops. They grew soybeans and corn and vegetables and peaches and all—as it evolved—ultimately into a cotton farm.

SL: So it sounds like pretty big farm.



JL: Well, they had a large farm. They were one of the probably five families in—uh—uh—St. Francis County—uh—one of the five largest landowners in St. Francis County. But it was a very average economic life. And, plus, there was four brothers involved in that farm. And they had a wonderful life and wonderful living. But—uh—there was not excess in the operation. They just—the job was to pay the land off. That was the goal of ever landowner and ever farmer. Pay the land off, and if somethin' comes up joinin' you, maybe if you'd be able to buy it. But always remember get the land paid off.

[00:04:22] SL: So y'all were actually landowners, or—or you had a mortgage. You weren't sharecropping that stuff. You weren't sharecroppers.

JL: No, no. My mother and—my mother's dad and mother were

sharecroppers on the Lindsey farm.

SL: Mh-hmm.

JL: That's where Dad met Mama. And—uh—uh—she said that when he was picking cotton, she had always turn and open the sack. He'd come out there, and he liked her, you know, and he was pickin' along with her. And she said she'd always turn and open the sack in fear that he would run his hand on her leg when he put the cotton in the sack, you know. So [SL laughs] he'd open the sack for her, and she'd open the sack for him. [Laughter] And—uh—but they—they got married and—uh—and started off in a—what I would say a very—not poverty-stricken but certainly without wealth. Because the goal was totally to get the farm paid off.

SL: Mh-hmm.

JL: And the farms paid off. You had no money other than that. They had a family partnership together there. It was one of the longest-lasting family partnerships in Arkansas history, I understand. It started in—uh—the—the nine—in the teens and lasted—uh—all the way into 1980. And—uh—it was a partnership that was—uh—that everybody did their part. Everbody had a job. My dad was in charge of a small farm, and then he took care, along with my—one uncle—they took care of



the cattle part of what they did. Then one uncle, who was a very good businessman, farmed a large farm that was—uh—associated with their farms, and it was in a dista—had a distance from Caldwell. It wasn't right there at Caldwell. And he was very successful. And—but they had a partnership where they all were in there together. As I understand it—uh—ever who did the farming would get a 25 percent bonus on the profit.

Whoever was in charge of a certain farm would get a personal 25 percent bonus, and the rest of it went back into the partnership to continue to pay the debt and reduce the debt. To my best judgment, they never had a argument, a quarrel, or a cross word.

[00:06:38] SL: All right. So now, there were three uncles involved.

JL: Yeah. Four—four brothers totally . . .

SL: Yeah. Four brothers . . .

JL: . . . yeah.

SL: And we may—do you know—can you remember their names?

JL: Oh, sure.

SL: Let's give their names 'cause I'll ask about . . .

JL: Sure. Edgar James—uh—who I got my name from . . .

SL: Uh-huh.

JL: . . . uh—Uncle Edgar. He run the business part and ran the

store. And then—uh—Lamont, or Uncle Mont, he—uh—was kindly a roving—uh—overseer. Handled the cows—most of the cow work, and Dad helped him some.

SL: Mh-hmm.

JL: And then—uh—uh—Uncle Johnny—uh—was the one that did the main farming portion, acreswise. And was a magnificent farmer. And—and then my father, Dad—Elmer. And they all were just—uh—very nice people. That's all you could say. They—they were very good people.

[00:07:30] SL: And y'all also had a store, too?



JL: Yeah, you had—uh—you had the store where you provided—in that day and time, you know, you had sharecroppers.

SL: Yes.

[00:07:39] JL: And a sharecropper lived in a house that you provided him. He got the benefit of a portion of the crop, and he did the work—to—to handle that. Basically he—back in those days, he woulda had a pair of mules. And—uh—and how many—ever how many acres he had, if he got more than that many acres and he had an extra son, my understanding was he might have two pair of mules, if he wanted to do an eighty-acre. Generally it was tied to a forty-acre—uh—sharecrop. And then—but Uncle Johnny always had his crop outside of the sharecrop

system.

SL: Mh-hmm.

JL: A great portion of it, anyway.

SL: And—uh—your—your-all's family would—would provide the feed and the seed and—and all that to the . . .

JL: And the furnish at the store.

SL: Mh-hmm.

JL: Literally, they'd come to the—to the country store . . .

SL: Uh-huh.

JL: . . . as the—the song goes. But they came there to—to keep their sustenance goin' . . .

SL: Sure.

JL: . . . uh—through the time, from one year to the next crop.

[00:08:38] And generally during that time—the furnish, they called it—the far—the owner—uh—the landlord furnished the sharecropper during that time. And let me say about that—that—uh—there was a lot of truly devoted friends that my family had that worked in that connection, very close and dear friends. Uh—most of 'em were African American that did that work. Uh—I don't know the history of it back before I was there, but I do know that some of those people are the best friends my dad and his brothers ever had. And they had a very, very close

relationship with 'em. And—uh—and tried to make sure they did the fairest, best way that they could under the system that was there.

SL: Well, that really wasn't uncommon when people worked so hard together like that, that . . .

JL: No, I think it was a . . .

SL: . . . it—it became . . .

JL: . . . very good.

SL: . . . family members [*unclear words*].

JL: Yeah. Race issues weren't—that I—weren't prevalent that I saw.

SL: Mh-hmm.

JL: They were just—they called 'em—each other by their first name. Some of 'em called Daddy and them Mr. Lindsey. I've heard 'em say Mr. Elmer—uh—a man that was older than my dad, but at the same time—uh—there was a warmth there, a genuine good feeling that was—uh—for sure, real and certain.

[00:09:59] SL: Well, let's ta—let's see, now. Your dad must have been born about—in the turn of the century—about . . .

JL: Nineteen oh two.

SL: Nineteen oh two. Uh—did you ever know his mom and dad at all?

JL: No. No, like I said, my granddaddy died in 1921, and my

grandmother died shortly after I was born.

SL: Uh-huh. Do you ever remember your dad talkin' about his parents?

JL: Oh, all the time.

SL: Well, let's hear some stories about them.



JL: Well, he just—they just—uh—my granddad come into that country from Tennessee.

SL: Okay.

JL: And—uh—he cleared the land. Him and—uh—started just him and—and—and one gentleman that worked with him. And—uh—and they would go in in the wintertime and clear maybe ten acres of land, twenty acres of land. And then they would—uh—try to get all the stumps out of it soon as they could. Then they would farm the portion that was already cleared. And then they would go and start workin' on—soon as they laid their crop by. And layin' their crop by meant they had got it to the point that it was chopped out, and it was clean, and it was headed towards maturity and harvest. And then they would go in those months, which would be usually last of July, August—uh—early September before they started pickin'. They would go and—and work on that land and start over a two- or three-year process tryin' to get the roots out, and—and so they could—uh—till it and

hip it and plant.

[00:11:29] SL: Some folks call that 'freein' land'? Freein' up . . .

JL: New ground.

SL: New ground. That's right. New ground. Um—so let's see now.

Your—your grandfather's name was . . .

JL: William.

SL: William.

JL: Mh-hmm.

SL: And what about your grandmother's name . . .

JL: William James.

SL: Okay, well, he . . .

JL: Her name was Sallie.

SL: Uh-huh.

JL: Sarah was her name. They called her Sallie.

SL: Did—did you ever know her maiden name?

JL: Brown.

SL: Brown.

JL: Sarah Brown.

[00:11:55] SL: And—uh—did your dad ever say anything about her?

JL: Oh, well. She was—my mother is the one that talked about her most. And—uh—like I say, my mother was a sharecropper's daughter.

SL: Yeah.

JL: But Grandmother Brow—Grandmother Lindsey treated her like she was her own daughter.

SL: Uh-huh.

JL: And she loved that. Loved her for it.

[00:12:24] SL: Is there any story—uh—that your dad told you about his dad that kind of stuck with you?

JL: Well, he just said how much—how hard he worked . . .

SL: Uh-huh.

JL: . . . to try to get that land cleared.

SL: Mh-hmm.

JL: And when my granddaddy died—uh—I think I'm right in sayin' that he had cleared and had at that time—uh—close to a thousand acres of land.

SL: Whoa.

JL: And—um—he had generally cleared it with his own hands and—uh—and couple a helpers. And—uh—he was very, very proud of it. He had a big home there—uh—very nice home. He—they owned the store. He had built the store. And—uh—he was just a very, very nice person. And everybody recognized him and really liked him. Loved him. Um—and—and he was called B.

[*SL laughs*] And course, my brother's name is B.

SL: B. Yeah. So—um—did you ever see the house that he built  
in . . .

[00:13:27] JL: Oh yeah. Oh yeah, it was there for years and years  
and years. And it hadn't been torn down probably fifteen years.  
It was—uh—fell into disrepair—uh—really out of sentimental  
reasons. They basically did not want to rent it after Grandmama  
died. And—uh—for one time there, I think—uh—some people—  
some of the family members lived there. And then they all  
built . . .

SL: Their own?

JL: Their own house. It's, in effect, as a shared ownership of this  
house. And—uh—and so, then over time the house sat vacant  
during my lifetime—or—or early time there.

SL: Mh-hmm.

JL: I'm gonna guess twenty years. Fifteen years . . .

SL: It's hard to keep somethin' up when it's . . .

[00:14:17] JL: Well, they just—it was like it was—uh—hallowed in  
one sense and yet not economical sense to keep it up.

SL: Mh-hmm.

JL: And yet in the other sense it was like—uh—"We don't want  
nobody to live there."

SL: Yeah.



JL: And—uh . . .

SL: Sure.

JL: . . . it was that precious to all the family members.

SL: Well, was it—uh—did it have a dogtrot through the middle of it, or was it more—um . . .

JL: No, it was just a big, huge, two-story frame house . . .

SL: Mh-hmm.

JL: . . . that was—uh—very—uh—modern and nice for that time.

SL: Mh-hmm.

JL: Very good. Had a big, huge barn beside it because, you know, up until sometimes in the [19]40s—I don't know when—uh—mules was the source of farming in east Arkansas.

SL: Mh-hmm.

JL: And—uh—moved into tractors and then on to—uh—to the automation that we know today, which was just upgrading the use of the equipment.

[00:15:17] SL: Yeah. What about your—uh—mother's parents?



JL: Well, like I say, they—they were sharecroppers. And—uh—they lived there on the Lindsey farm.

SL: Mh-hmm.

JL: And his name was Tom, and her name was Ada Busby.

SL: Mh-hmm.

JL: And—uh—he had no education whatsoever. None. He s—he signed—he could scribble his name a little bit. He basically—uh—had fears because hi—of the—I guess you'd say the illiteracy level that he had. Uh—and I think there was a lot of that. And they would respond angrily to somethin' that other—somebody else may not even be worried about because he didn't know if somebody's cheatin' him or what was happenin' because he—he did not have all that. Although he wasn't a—certainly wasn't a fool. And he was a good farmer. And he had a lotta wisdom and a lot of—a lotta good things that he could say. [00:16:13] Uh—we lived on the lower end next to the Telico Creek where it runs into the L'Anguille River. And the river would flood, and water would cut across the yard at the house. And Granddaddy was there—Granddaddy Busby was there one day, and water was risin' and cuttin' across there, and I looked out front, and he was—uh—walkin' like he was leavin'. [*SL laughs*] And—uh—he had his pants held up because he was gettin' wet. He was knee deep, and then he was thigh deep. And—uh—and he—I said, "Granddaddy, you get back in here, get on this porch. I mean, you're liable—you'll get—you'll get drowned out there." He was eighty years old or somethin', you know.

SL: Uh-huh.

JL: So he come back to the porch, and he sat there as if I wasn't there, and he said, "Oh, master. You felled asleep at the switch." [*SL laughs*] He meant he'd turned the water on and forgot it. [*Laughs*] It was rainin' too, boy. I'm tellin' you. [*SL laughs*] But he was a—he had a great, great sense of humor.

SL: Uh-huh.

JL: And a kindness about him, very—goodness about him.

[00:17:20] And—uh—he wa—I wa—he got in the hospital. He broke his hip. And I was a frequent visitor of his. I was probably eighteen—sixteen to eighteen then.

SL: Mh-hmm.

JL: And I'd go down to the hospital, and he'd be layin' there. He'd broke his hip, and there was no real future that he had, you know, to get all that well.

SL: Yeah.

JL: And he said, "Honey, would you put me in that chair and roll me outside, so I can sit out in the sun for a minute?" And I said, "Well sure, Granddaddy." And so I did, and we sat out there and talked and chatted a minute. And he said, "Now roll me right on down to your car [*SL laughs*] and put me in your car and take me to Kaiser Bill's." He called my mother Kaiser. Kaiser Bill. [*SL laughs*] [00:18:04] I don't know where it came from but

it—he had a nickname for every one of 'em. He had—uh—he had Wicker Bill and Kaiser Bill. He had a name for every one of his children. *[SL laughs]* And so I said, "Granddaddy, you know I can't take you away from this hospital situation here. I mean, you've gotta wait till you get that hip healed." And he said, "Well, they don't have to know. *[SL laughs]* You just go and get me in that car, and we'll leave." And so I said, "We can't." And so we took him back in and got him back in the bed . . .

SL: Yeah.

JL: . . . and—uh—he says, "Come over here, honey, let me love—let your old granddaddy love you 'fore you go." And he smoked a pipe.

SL: Yeah.

[00:18:46] JL: And when I leaned over to love him—hug him—he hit me behind the ear with that—with his fist, really, but that pipe—the bowl of that pipe. And boy, it rung my ears and rang my ears and kindly knocked me a little silly, you know. *[SL laughs]* And—um—and I immediately was hurt personally because . . .

SL: Sure.

JL: . . . I really cared and loved him, you know.

SL: Mh-hmm.

JL: And I broke into instant tears. I was probably nineteen then.

SL: Yeah.

JL: And—uh—and he reached his hands up and—very emotional and said, "Oh—oh, honey. Oh, honey. I'm so sorry. I'm so sorry. I just wanna get outta here so bad." And he had lived all his life out there in the field. All his life workin'. All his life strugglin'. And now he was in a position where he couldn't do anything. And I can se—I can—I didn't bo—I didn't hold anything against him because I understood the level of his suffering there.

SL: Yeah, I don't know any elderly person that likes being placed . . .

JL: Mmm.

SL: . . . somewhere else besides home. It's always a traumatic thing.

[End of verbatim transcription]

[00:20:03] SL: They don't hardly [*unclear word*] . . .



JL: Me and him had a sharecrop one time. Daddy gave us two and a half acres to have a sharecrop on. And I said, "Granddaddy, will you help me with this sharecrop?" And he said, "You bet your life I will." And I said, "Well, we'll split what we make." He said, "That sounds good to me." [*SL laughs*] So I've actually—he did more of the work than I did. And we went on down through, and it wasn't really a good cotton year. And when it all got over,

after we'd paid everything, [*SL laughs*] I made \$5.00 and—my part was 5.75, and Granddaddy's was 5.75. So [*SL laughs*] I just gave him my part, which meant he got 11.50 for workin' there [*laughter*] on that two-acre tract. [00:20:47] And I told my family—and especially one sister—I said, "Well, you know, this is—this farmin' deal here—I love the farm, but if this is any indication of how you—what kind of livin' you could make"—I figured that I got about te—less than \$0.05 an hour for the time I worked out there—and maybe a penny. I don't know what I got.

SL: Yeah.

JL: But I said, "I don't think that's gonna be what I'm gonna do the rest of my life." [*SL laughs*] And so, my dad always said that the money's made in agriculture as far away from the plow as you can get, that, you know, the landowner makes money. It's a wonderful investment to own the land. The farmer can make money in the right year, but he takes the risk, basically. And so as I grew into buyin' land and farms over there, I took that position and I leased my farms to wonderful, good, fantastic farmers . . .

SL: That's great advice.

JL: . . . that does it themselves. So . . .

[00:21:59] SL: That's great. Did your granddad ever talk about his dad at all?

JL: Yeah, he did some. He really did. Now he come from Mississippi into Arkansas. And my Granddaddy Lindsey came from Tennessee. His family came from Tennessee into Arkansas. And my mother told me as much about Granddaddy Busby as Granddaddy did. But he was a very big man, strong man. Picture's out here on the wall. Had a beard and was a very good Biblical scholar—Bible—memorized the Bible. And so—but he lived the same struggles that my granddaddy did in the world of tryin' to—he farmed and tried to raise a family. Never got to real ownership. He had about—he did get couple hundred acres down there in Mississippi that he owned—it was my understanding he owned it. And then Granddaddy and them—my granddaddy chose to move to Arkansas. And of course, my great-granddaddy stayed in Mississippi.

[00:23:11] SL: Mh-hmm. So it's all a farmer background . . .

JL: Totally.

SL: . . . isn't it?

JL: Complete. Nothin' but that. Farmer—you know, eighth-grade educations some cases. Granddaddy Busby—no education. Daddy and all his brothers—Uncle Edgar, my oldest uncle—he

got a college educa—I mean, a high school education. Nobody s—went higher than that till the next generation.

SL: Yeah. Not uncommon.

JL: Yeah.

[00:23:56] SL: Do you—well, let's se—let's talk a little bit about you now. Do—what is the earliest memory that you've got? Can you remember what the first thing is that you can think of?

JL: I would say my earliest memory that I can conjure up is playing in the dirt in the—in our backyard there at Caldwell. I can remember that. And I can remember—there's pictures, and I'm not sure if it's the pictures that imprint my memory, or if it was the reality of it, but I remember the chickens that were in the backyard. I member goin' out to feed the chickens. But we had pictures of me feedin' the chickens, and I don't know which one is imprintin' me, but I do remember all that. And then I started remember—throwin' the ball against the wall, and me and my brother playin'. We had a great big acre yard there. And we would—from the time I'm guessin' that I was five and he was nine, we started playin' a lot in the yard. And then we'd go to Caldwell, two and a half miles up to Highway 1. We'd play in the gra—in the elementary school yard, and we'd get together a ball game and all that. And I'm sure by the time I was seven, I was



in the group playin' in the ball game. [00:25:30] Now all—in all of that, my brother was so much more athletically inclined early than I was. And plus he was four and a half years older than me.

SL: Right.

JL: But—and his athletic ability was so much greater than mine at the same age as we went through high school that he had a huge gap there. But generally, I'd always be on his team, and he was, without ever makin' me really know it, he was a special guy. He would take care of me, you know.

SL: Yeah. Well, now . . .

JL: We'd win the game 'cause of him.

[00:26:03] SL: Now you were the baby of . . .

JL: Baby.

SL: . . . of the family.

JL: Right.

SL: Last of six, right?

JL: Yeah. Right.

SL: Okay, so there were—were they all brother . . .

JL: Four girls and my brother.

SL: Four girls and your brother. Well, my gosh.

JL: Yeah.

SL: Let's talk a little bit about the sisters, then.

[00:26:23] JL: Yeah. My oldest sister is sister Tommye, and my next sister was sister Betty. And sister Betty had a special affection—always has, still has today—for small children. And she became like a permanent babysitter for me, I guess you'd say. Just—she was my caretaker as a child, really was. Then I had my sister, Joyce, who was the blessed of all women, far as I'm concerned. Just a great, great person who now runs the business operation at the Caldwell farms for my brother and in whatever interest I have there. And course, I make it clear that he—he's the boss. He runs it all. I just have some land there that people farm.

SL: Yeah.

JL: And he runs the gin. He runs all the business. And couldn't be a better partner on Earth than him. And then my sister, Claudette, who—we were very, very close. She was real athletic, and they quit playin' girls' basketball there, or she was gonna be a star. I'm talkin' about a big-time good player. And my sister, Joyce—I member she didn't play competitively, but she had a—she was a shooter and sh—we'd play—the kids would be playin' in the backyard, and she'd dominate the game [*SL laughs*] with the boys and the girls. She was a athlete. And

then, of course, I was the last one.

SL: Now your oldest sister's name was . . .

JL: Tommye.

SL: Tommye. Now what about her—what . . .

[00:28:02] JL: Well, she was a very, very smart girl. All the national honor societies, all of the intellectual societies. She got married, and her husband ran a milk route, and they had a very successful milk route. She kept—and did the bookkeepin' and did the business. She had two absolutely marvelous children who are just absolutely excellent. And she was, in some ways, a perfectionist. She put unnatural pressure on herself, and as she moved through life, it degenerated into a severe nervous disorder that culminated in her having excess weight gain beyond any normal capacity you could get to. Obesity. And at thirty-nine, she passed away.

SL: Too hard.

JL: Yep. I don't know all the reasons still—we never did, you know. It's just that somethin' in there wasn't right . . .

SL: Right.

JL: . . . and somethin' caused a problem, you know. I don't know the reason. Don't blame nobody certainly. Everybody loved her.

SL: Well you know, it's quite an accomplishment to have that many

kids, and all of them have their health even that long back in those days. I mean, there—those are hardscrabble . . .

JL: All the rest of us are still here, with one of us seventy-six years old. That's pretty good.

SL: That's good. That's blessed. [00:29:40] Well, so let's talk a little bit about your growin' up. You talked about remembering the chickens and feedin' the chickens, so I'm going to assume that your mom would—would she take a chicken and wring its neck . . .

JL: Oh yeah.

SL: . . . and then clean it up and cook it?

JL: Oh, she'd do it all. Cook it. Nonstop. Grabbed the chicken. I used to go with her, and she'd go out to the—she liked to go out after they had went to roost, and it might be at, oh, eight o'clock at night, you know, or seven thirty. She'd go out there, the chickens had gone to roost, and she would go out there and see one. And she'd pluck 'im, you know, get 'im. And she always didn't want me to go with her 'cause I would say something like that, "Mama, please don't kill the red one. Please don't kill the red one." [*Laughter*] And she would say, "You just get outta here. Hush and get outta here. I gotta get a chicken." And so, then I'd get—go on back to the house. But I can remember a

kindly funny, sick feeling, thinkin', you know, I'd see those chickens all the time. Go help her feed 'em and all of that. I didn't have any love or affection for 'em, but you just get to be, I guess, connected or attached somehow . . .

SL: Well, you—sure.

JL: Even to a chicken.

SL: Yeah.

JL: But she would go, and she would wring his head off and dip him in the hot boiling water and pick him, and you know, next day he'd be on the table. I'd always eat him [*SL laughs*], you know, she cooked so good. I didn't have that much sympathy for the little red rascal. [*Laughter*]

[00:31:15] SL: Well, and did the sisters help your mom with the house at all?



JL: Oh, they did a lot, but Mama was such a workhorse, you know. You just couldn't imagine the level of work she could do, just almost unimaginable. She would have a corn ?truck? patch and a garden and a pea patch. And maybe the corn patch be an acre. That's a lot. Half acre, sometimes a acre. Pea patch be a half acre. [00:31:44] A cute story on that pea patch—my sister, Claudette, who lives in Harrison now and married to Dr. Noel Ferguson. He—she had this ability just to shell peas like

you can't believe. She could shell three peas to my one, you know. And Daddy would finally get us all set down. He'd shell peas, too. And Mama would can these peas. And then she would have black-eyed peas all winter. She'd take the green tomatoes and make chowchow out of 'em. And she would just preserve and keep everything, and she—tomatoes and just all of it. And she was so, so volume oriented. The work she could do in volume was huge. And so we're there shellin' peas.

SL: Yeah.

JL: And the guy's bringin' 'em up in a cotton sack, which is a long sack.

SL: Sure.

JL: It's about eight foot long, and you'd put it over your shoulder, and you'd pick the cotton, put in the sack, you know. And so, [*SL laughs*] we're settin' there, and we just now have got through with that last sack [*SL coughs*], and it's about five o'clock in the afternoon. [00:32:54] And this guy comes up there, and the—Mama would have him dump 'em in a little ol' corner of the kitchen there, and we'd get around it and start gettin' the peas in a pan and shell 'em and throw the hulls in a basket and all of that. So we're settin' there, and this guy's name was Lee Moore . . .

SL: Okay.

[00:33:15] JL: He's a African American guy that lived on the farm, and he come up with this big—another sack of them peas. And he brought 'em in there and dumped 'em. And my sister, Claudette, had went to the bathroom. And me and Daddy reached down and got us a couple handfuls and started shellin', you know, again. And Claudette walked back in and saw that great big pile of peas after we had just got through with maybe four sacks that day, you know. She just burst into tears. She just—she couldn't handle it. [*Laughter*] She didn't want to have to deal with another sack of them peas. But anyway, we did, and somewhere durin' the day or the next day, they got 'em shelled.

[00:33:56] SL: You know—but there's somethin' about raising your own food, preparing your own food, especially as a family. That kind of stuff just hardly ever happens anywhere, anymore.

JL: Yeah.

SL: That's a . . .



JL: Well, our mother was a master cook . . .

SL: Yeah.

[00:34:10] JL: . . . at country cookin'. You know, she wasn't no delicacy-type cookin', didn't know how to even deal with it. But

if you talk about how to season vegetables and all that went with that, she was just—you just could not beat her. And her greatest joy would be to see her family sit down and have a great meal. She loved that and loved knowin' that she had prepared it. And she just—she had a giving spirit. She was—I always said that—and I've used this on other people before, but it applies to her more than anybody I've ever used it on. She was hard as steel and soft as jelly, all at the same time. That's hard to figure that out if you—it's really not—it's just that her heart was full of love, but she had almost starved to death in her life. Had osteoporosis from absolutely as a young child having bone loss from not havin' enough food and calcium. And was just a nonstop, committed-to-her-family worker. That's what she was. [00:35:20] My dad was this wonderful, sweet, kind man who was smart in math. Who, like I say, had an eighth-grade education but was just the kindest, nicest man that you would ever meet. And he loved for us to play sports. Insisted that we play sports. I've heard my mother and dad be in an argument over me and my brother playin' sports all the time. That we—you know, they ain't—we wasn't goin' to be anything to us because [*SL laughs*] he wasn't—Daddy wasn't teachin' us how to work. And Daddy was the gentle person, but he could be



strong, too. And he would say, "Ida, I'm gonna tell you somethin'. I've worked all my life. I didn't have a childhood. All I did was work, work, work, and we're gonna give these boys a childhood."

SL: That's somethin'.

[00:36:16] JL: Yeah. That was his inner beliefs, and he was just marvelous at wantin' his boys, especially—his daughters, too, he wanted them to have a great life. But he wanted his boys to have a chance at sports and have a chance to have a good time and have a childhood. And then my brother became the best athlete that—football player—that'd been in Arkansas in years. I mean, just one of the very best. There's maybe two in Arkansas during his time that was anywhere close to him athletically as a football player. And then he went on to play baseball. And then I had the good fortune to get a scholarship up here. And my dad—probably those were the happiest days of his life, when both B was into baseball and I was up at Arkansas, and it made him know that what he had stood for and how he had strongly, strongly supported all that. And drivin' all over the country, bein' at practice ever day . . .

SL: It made a—it—he saw it—the fruits of his belief bloom, didn't it?

I mean, it . . .

JL: Exactly.

SL: . . . it did—he did provide the better life that he wanted for his boys.

JL: Perfect.

[00:38:05] SL: Well, let's step back a little bit. I like to talk about food.

JL: Yeah.

SL: 'Cause you were self-sustaining back then.

JL: Yeah.

SL: Do you remember hog days?

JL: Oh yeah. Oh yeah.

SL: Did y'all have your own hogs or . . .

JL: Oh yeah. Back—for a long time we did. While dad was livin', we always seemed to have hogs, and they would always, you know, put 'em in the barrel of hot water and scrape 'em and then, you know, hang 'em up and clean 'em. And then go through—had a smokehouse. We had the smokehouse and all of that in our younger times. When Dad's health was really strong and all that, he was into all that really heavy. I mean, he did what Mama wanted, and she wanted to have fresh food.

SL: Well, sure. And back in those days, that gave you the protein through the winter.

JL: Yeah. Exactly. [00:39:02] Now the other thing I—from while ago, I would just say that I'd want to clarify this point that, you know, my dad, you know, wanted us to do good in school. He wanted us to have a future in work. And he knew there wasn't enough at the farm for me and my brother both. But at the same time, from where he sit, he just—he wanted his boys and his children to have a childhood. Some people today might call that spoiling your kids. There is a way to spoil 'em, I can promise you.

SL: Yeah.

JL: But in his way of looking at it, he just didn't see whether not we were out there—and we have done that, by the way. We've walked behind the mule, cultivated all day long. I have myself. My brother, B, did more than I did. But the real truth of it is he knew that that was not gonna mean anything to us when we were—it's not gonna be our future, our life. And he wanted to—us to have a childhood, a good time, to learn about sports, and have the enjoyment of sports because he was an exceptional athlete himself. And course, he never got to demonstrate his skills or his talents. And I think he felt like, "I'm gonna give my boys that chance." And it was a very strong inner commitment to him for us to have that opportunity.

SL: Well, he understood to excel in athletics, it took the same discipline that it would take for any career . . .

JL: He knew you had to practice.

SL: . . . [*unclear word*] you had to practice. You had to work. You had to push yourself. You had to constantly achieve more.

JL: Yes.

SL: So . . .



[00:40:46] JL: I have a good story about my dad. He was down there—he'd come to practice almost every day. And I was in the tenth grade, and they had had me—had started me that fall at quarterback. And I thought I could make the B team, which is thir—the third team. They'd play games, too. And I thought I could make the B team at halfback. And—but my coach, and his name, by the way, is Jim Devazier. And he was a magnificent coach and, at one time, at Arkansas—they talk about the boys from Springdale—that recent—that they had four or five boys, but there was a time at Arkansas, countin' the boys that were comin' in, there were seven people with scholarships to the University of Arkansas in football in a four-year span of time from Forrest City. And that was Jim Devazier—was our coach. He was the primary reason for all that. He was just magnificent, excellent. And so, Coach Devazier's got me playin' fourth-team

quarterback. [*SL laughs*] And in my tenth-grade year, I weighed a hundred and fifty pounds, a hundred and forty five pounds. And I was young. My birthday was in November. I played my last high school game at sixteen. [00:42:09] And we're out there playin', and I'm not, you know, gonna get to play at all. I mean, I couldn't play quarterback. I couldn't hold the ball to really pass. And so I came home, and I put a—I nailed up out on the garage a tow—a Kroger sack.

SL: Okay.

JL: A tow sack. And I got the football, and I started throwin' it at it. And you know, I kept throwin' it at it and throwin' it at it. And all my athletic life, I had the propensity to have cramps. So I started gettin' a cramp. And I got a cramp in my back. Then I had cramps in both legs, and I'm in a total mess, you know. [*SL laughs*] And I go in the house to get some salt to try to alleviate . . .

SL: Sure.

JL: . . . what my problem is and—a dehydrated system. [00:42:58] I needed salt, and then I drank water, and then my cramps would go away. And so, I started lickin' the salt and all, and Dad came in about that time. And I never forget this 'cause this is a learning point that I've never forgotten. He come in, and he

said, "Son, what's wrong with you?" I was all teared up and all, and he said—I said, "Well, Daddy," I said, "I think I can make third-team quarterback—I mean third-team halfback—and get to play in the B team games so—but Coach Devazier's got me at quarterback. And I can't play third-team quarterback. I know I can't. I can't even hardly—I can't grip the ball to throw it. If it's—my hand is wet, or I've sweated, you know, I've got a pretty good arm when it's no problem, but I just can't play. I know I'm not gonna make third-team quarterback. I want to play in the B team games." That was my goal. And here's what he said. He said, "Let me tell you somethin' right now, son. I'm on your side 100 percent. But whatever Jim Devazier wants you to do, that's what you do. And you do exactly what he tells you to do. And at the end of all of it, you'll come out okay." So he—you'd have to know him, but he just immediately jumped to the side of the coach.

SL: Sure.

[00:44:21] JL: Didn't give you any room to mumble or grumble or anything. It was over and don't start talkin' this talk around anybody else. You do what he says, and you'll be okay. So . . .

SL: Boy, those—that—a rarity these days, isn't it?

JL: Yeah.

SL: Everyone likes to think they know as much as the coach, it seems like.

JL: Yeah. I guess the coach, for sure. He didn't buy into none of it.  
[*Laughter*] I was one step away from the belt, so I . . .

SL: Yeah.

JL: . . . knew to get quiet quick.

SL: You understood.

JL: Yeah.

SL: You got the message.

JL: I got the message real clear.

SL: That's good. That's a good story.

JL: It's a true story.

[00:45:00] SL: Okay, so at the meals, was there a set time for breakfast, lunch, and dinner? And were you always expected to be "feet under the table?"

JL: We didn't have that total discipline situation.

SL: Okay.

JL: But Mama always had the food ready. Now she'd cover it up or put it back in the stove, if say like somebody—B—was late gettin' home from football practice or somethin'. But what she would have would be an average—at Sunday lunch—I know these numbers because I'd counted 'em myself. There would be

thirty-five dishes she prepared. Four meats, eight or ten vegetables, three or four different kinds of salad, congealed salads, Jell-Os, everything you can imagine. During the week she'd cut that back to somewhere around twenty. *[SL laughs]* She was a workhorse. And they had almost starved as children. And they had been malnutrition as children. Not that they didn't get cooked everything they could get cooked; they just were limited. They were eatin' brown beans and corn bread and just extreme limitations of food. For Granddaddy to go kill a couple of rabbits on the creek—now you're talkin' about way back there now. You're talkin' about before 1920.

SL: Yeah.

JL: And you're talkin' back in a whole nother world, economy. But it was a challenge, you know. Gettin' salt meat and beans and just the base things of life is what they had. And she had made a commitment somewhere in her mind that that would never be that way again for her family. And because of Dad's—I would say—I don't know what you'd call it. It wasn't like he was rich, but his place in life, she really was able to do what I think her life dream was was really, truthfully, to be able to take care of her family just that way.

[00:47:28] SL: Well, now did they ever talk about the Depression?



'Cause they would have lived through that Depression and . . .

JL: Yeah.

SL: . . . you know, a lot of folks did okay—farmers did okay during the Depression because they didn't starve.

JL: They practiced their—they had the food.

SL: They had the food.

JL: And that's—that was their strongest point about the Depression, you know. They had some real good Depression stories, but though the ones that I remember was just that three guys was chasin' one rabbit up and down the creek, you know. [*SL laughs*] And finally one day somebody killed him, and poor thing was so poor, you couldn't eat him, you know . . .

SL: Yeah. [*Laughter*]

JL: . . . he'd been running from the other two.

SL: Yeah.

JL: And I've heard 'em talk about those kind of stories, but with Mama and Dad, they never lacked food or the basics from the Depression. [00:48:22] She got—they got married in [19]32, which was right—I guess in the middle of it.

SL: Yeah.

JL: And—but Grandma Lindsey was still livin', and she had always had the same kind of preparation of food—big deals, big

servings, big everything. And then Mom lived in their house with them for three years, Mom and Dad did. After they got married and before they got their house. And she was a big cooker, too, Grandma Lindsey was. And her and my mother was like daughter and mother, not like mother-in-law.

SL: Yeah.

JL: And they was—she just took my mother in and loved her as if she was one of her own. Couldn't beat that.

[00:49:18] SL: What about laundry? Do you remember the laundry? How the laundry was . . .

JL: Oh yeah. They put it on the line, you know.

SL: Yeah.

JL: And she would wash all that stuff up and take it out—and they'd take it out, and—they'd wash it up, wring it out, take it out, and put it on the line. Didn't have a dryer.

SL: Right.

JL: She didn't have a dryer way up in—I don't know when. Maybe 19—I don't know—[19]58.

SL: Yeah.

[00:49:52] JL: Up to then they hung everything on the line. She had the one lady, Aggie May, who worked there. Wonderful lady. Just love her. Just couldn't be any nicer person. And

Aggie May would—and by the way, Aggie May just died last year. Her and Mom was exact the same age. And Aggie May was ninety—I believe ninety-five when she passed. And just a sweetheart woman, great—she'd be there all the time, you know. And if I was around there—gonna play ball or whatever—you know, she'd get there at seven thirty. Well I might still be in the bed, you know. And she'd come by, [*SL laughs*] and she'd say, [*singing*] "Lazy bones, sleepin' in the noonday sun, you ain't gonna get no work done. Lazy bone"—I'd—"Aggie May, get outta here. I'm tryin' to sleep," you know. [*SL laughs*] But she was—she worked with Mom two days a week and just a sweetheart—wonderful person, too. And always—I'll always and forever remember Aggie. She was just a great lady. And my mom and them just worked and produced, you know. Just kept it goin'.

[00:51:10] SL: So did the washing machine itself have the wringer on top of it?

JL: Oh, started with the wringer, sure did.

SL: Yeah. Mh-hmm.

JL: Yeah. She could crank that wringer. She was a strong woman and a big lady. I mean, she wasn't little. I think we got our size from my mo—our mama's side. And you know, Dad was 5'8"

maybe. But he was a athlete. He could run—he could—he was—back in his time, he was really an athlete. And Mama was bigger and bigger-framed and all that, but she would never do anything but work—and mainly work for her family—and that's what she had done.

[00:51:52] SL: Now y'all had—by the time you were born, there was alre—there was electricity in the house. Did they ever talk about gettin the ele . . .

JL: Oh, it hadn't been many years since we didn't have running water.

SL: Yeah.

[00:52:05] JL: Now I don't know exact year they got electricity. I could ask a couple my sisters, and they would remember. But there was—and I do member always having a coal oil lamp in the house, in case electricity went off and—or whatever. I do not remember when we didn't have electricity. And I do not remember when we didn't have a bathroom. But it hadn't been long. I do member we still had the outhouse when we had the bathroom.

SL: And y'all were on a well?

JL: On a—yeah, a well.

SL: Mh-hmm. Do you remember it electricity going in and out?

JL: Oh, I remember it c—I remember it goin' off.

SL: Yeah.

JL: Oh yeah . . .

SL: That early stuff . . .

JL: . . . a lot of times.

SL: . . . wasn't that reliable . . .

JL: No.

SL: . . . is what I hear.

JL: Member it goin' off a lot. Yeah.

[00:52:52] SL: Mh-hmm. You—they probably already had a radio by the time you could remember.

JL: Yeah. Oh, they had a radio. I think they had a radio when—Mama talks about a lotta things that she had heard on the radio. And she said the saddest moment she could ever member outside of a member of her immediate family dying was she was listenin' to the radio, and a voice came on the radio and said, "A flash news bulletin, President Franklin Roosevelt has died." And she said that she remembers that she spontaneously burst into tears. And that they had—you know, he'd been there forever—how many years that was. Thirteen, I guess. And that there was just—that his voice had just made 'em believe it was gonna be okay, just the sound of his voice.

SL: Well, he did a lotta great things . . .

JL: Mh-hmm.

SL: . . . in really hard times.

JL: Exactly. Got us through a depression and a world war . . .

SL: Yeah.

JL: . . . and it was like the war just—almost over. And it's like almost—she used to say, "God knew we needed Franklin Roosevelt, and he kept him until it was real clear that we was gonna win that war." Anyway . . .

[00:54:23] SL: Well, let's talk a little bit about religion in the home.

Was it prevalent, did . . .

JL: Just understood.

SL: Just understood.

JL: The way I say it. Bible's there. Everything's there. It's just understood. Church is important. Bible is very important, more important than anything. Church is important. Christian friends are important. Know what's right and do it.

SL: Did—was grace ever said at the table . . .

JL: Oh yeah.

SL: . . . like on Sundays?

JL: Oh yeah.

SL: Was it usually your dad that said grace?

JL: Yeah, he would say grace, or some—my brother or anybody there would say grace.

SL: Uh-huh. And [*TM coughs*] was there always Sunday—did you always go to church on Sundays?

JL: Yeah, very—you know—highly recommended. Say it that way. [*SL laughs*] We'd play ball a lotta Sundays, you know . . .

SL: Yeah.

JL: . . . durin' the summertime. But during school year and all, we were expected to be there. Yeah.

SL: And Sunday school? Did you . . .

JL: Oh yeah. Miss Cook was my first-grade teacher in—at the elementary school and was also the Sunday school teacher there for our group all the way through, I guess, the s—maybe the seventh or eighth grade. And she was just a absolutely marvelous human bein'—woman. One of my most favorite people was Miss Cook. She—a—we taught—she taught me in the first and the fourth grade there at the Caldwell School. And she also was our Sunday school teacher. And she just had a lotta marvelous talents and gifts. She was strong, too. Strong person.

[00:56:14] SL: So was the church a Baptist church?

JL: Oh yeah.

SL: And do you member much . . .

JL: Still there.

SL: . . . about that church?

JL: Oh yeah. I member everything about it.

SL: It's a small church—it was the Caldwell Baptist Church?

JL: Caldwell Baptist. Yeah.

SL: Single room or . . .

JL: No, it was a big church. It had a basement in it. It had the Sunday schools down in the basement. Now they've expanded it somewhat. And then they've got a community center there. It's just a really, really good, nice church. Excellent.

SL: Did they—did you have any kind of youth organization outta that church or . . .

JL: Yeah, they had some. They really did. But I don't wanna—I don't know how to say it, but it was like the church was for God . . .

SL: Yeah.

JL: . . . and in country livin', you know, everything run together.

SL: Yeah.

[00:57:12] JL: And you didn't separate it when you went to school. Separatin' the church and the state to us—I mean, I never did understand what that exactly meant. But to us, we went to



school, and you know, you had church, and you had school, you had speakers at s—at the school that would talk about Christ and the church, and you know, it was just not like it is now.

SL: Right.

JL: And it was just all in the institutions of—every institution we had had that underlying strength that come from spiritual things. And how you sort all that out, maybe I'm not able to really do. But I know that it was all tied together, and it was all there. And I frankly think we lost somethin' when we tried to separate that. Because, you know, it's one thing to have separation of church and state for some kind of political reasons . . .

SL: Yeah.

JL: . . . it's another reas—another deal to try to separate the church from, you know, your institutions of local operations. I don't know how you say it. I don't mean local government.

SL: Well, both of 'em aim to do right.

JL: Yeah, that's right. Do right's a good word.

SL: So, you know . . .

JL: Yeah. They overlap . . .

SL: . . . right is right.

JL: . . . you can't just say this is it over here. I don't know about over here. Somewhere they overlapped in that culture we were

in. And it was unashamedly overlapped.

SL: Yeah.

[00:58:51] JL: You didn't have a problem if the principal of the school come over the air and say to, "Please have a moment of silence, and let's repeat the Lord's Prayer."

SL: Yeah.

JL: [*Unclear words*] Caldwell School, Miss Cook did that every day, you know. She wasn't gonna not do that. I mean, her class was gonna do that. I mean, that's just the way it was. Now time changed, and I know that laws are laws and circumstance are circumstan—but the truth is, at my time in life, you couldn't hardly separate those cultures, really.

[00:59:27] SL: Well, now how big a community was Caldwell?

JL: Two hundred and fifty people.

SL: Okay, so now how big was the school?

JL: Well, the school brought in people from Pine Tree, Colt, that whole area for elementary. It serviced the elementary area there. They later went into numbers and bused everybody to Forrest City.

SL: Yeah.

JL: At some point in time, it probably wasn't economical, I guess.

[00:59:56] SL: So all through elementary school you were at

Caldwell, then.

JL: Through the fourth grade.

SL: Through the fourth grade.

JL: Yeah.

SL: And was the school—did it have separate rooms for each grade?

JL: Oh yeah. Oh yeah.

SL: And separate teachers for each grade, so . . .

JL: Oh yeah. Sep—teachers—separate teachers, first through fourth.

SL: Were you . . .

Joy Endicott: We're going to have to change tapes.

SL: Oh.

[Tape stopped]

[01:00:18] SL: Okay. So we were just talking about Caldwell, the size of Caldwell, the school, and I'm impressed that it had separate rooms for each—and separate teachers, and so that—that's pretty good . . .

JL: Yeah.

SL: . . . for back then. And we'd talked a little bit about how religion and public facilities kinda were merged all the time . . .

JL: Yeah.

SL: . . . and no one ever thought anything about . . .

JL: Oh yeah.

SL: . . . there was never any issues . . .

JL: Yes.

SL: . . . with that. It was a simpler time.

JL: Culture just went over—crossed all those lines, and you just had your total culture. And it just kindly crossed whatever line, you know.

SL: Well, it was simple.

JL: It was simple.

SL: Yeah.

JL: You didn't try to figure it out.

SL: Yeah. Yeah. [01:01:05] Well, now let's—let me ask you this. What kind of student were you in grade school? Were you a . . .

JL: I think I was okay.

SL: Yeah?

JL: But remembering that I was a year younger, almost, than the other kids. My birthday was in November. Like I say, I played my last high school football game at sixteen. And—but it was that same deal, you know, that if you were fi—six before December 31, you went into that grade. It wasn't based—I think now it's August 1 . . .

SL: Yeah.

JL: . . . somethin' like that. I woulda been a year later in school if that had went that way. Then we left the elementary school, and we went to the Forrest City grammar school.

SL: Two and a half miles away.

JL: Yeah, five miles . . .

SL: Five miles away . . .

JL: . . . from Caldwell.

SL: . . . from Caldwell.

JL: I lived two and a half miles west of Caldwell. Then it's five miles from Caldwell to Forrest City.

SL: Now how did you get to the Caldwell school? Did you walk?

[01:02:04] JL: No, the bus come by and got us and dropped us off there and then went on down to Forrest City. [*Unknown voice in background*] [*SL vocalized noise*] So then we went on to the grammar school in fo—it was fifth and sixth grade was at Forrest City grammar school.

SL: Now how big a town was Forrest City then?

JL: Well, it was about ten thousand.

SL: Big difference.

JL: Not—yeah, big. Hadn't changed much. But it's still about ten thousand. I think it's maybe fourteen thousand now—somethin' like that. It may have been ten to twelve back then. I thought

it was ten, but I—I'll go—I'll stand on ten thousand.

SL: That's a big difference.

JL: We went off to the grammar school, and I met lifetime friends at the grammar school because we went all the way through Forrest City High School together, some of the boys that were there at that grammar school.

[01:02:47] SL: Did you ever have homework when you were in grammar school?

JL: Oh yeah.

SL: And so, when you got back home was there anybody—did—was it your mother or your dad or your older brothers—or older brother or sisters that kinda looked after you?

JL: I was always—and I don't wanna be braggadocious here [*SL laughs*] 'cause I wasn't that magnificent a student. But I was always capable of doin' my homework, based on what I'd been instructed. Not sayin' that I didn't maybe need some help sometimes, but I didn't usually ask for it. And so, you know, I was in the fifth and sixth grade there—we just had some wonderful, wonderful teachers there during that time. And we had Miss Leedmong, who was the principal there. And that's the first place that I got a spankin'.

[01:03:40] SL: Okay, I wanna know.

JL: Yeah, I'll tell you about it.

SL: All right. Let's hear about it.

JL: Well, we were shootin' marbles outside, [*SL laughs*] and we were shootin' and shouldn't've been "for keeps." [*Unknown voice in the background*] And they didn't want you shootin' for keeps.

[01:03:57] SL: Now what does that mean?

JL: You could play—played marbles. Well, for keeps means if I knock your marble out of the center of the circle, I get to keep your marble. Basically we're gamblin' with marbles. And I wasn't that good of a marble player, so I don't know if I won or lost. But I do know that we had a rainy day and to keep the little gambling deal goin', we'd go inside into the bathroom and put the marbles on a grate. Then we'd start playing "dropsies." So if I dropped my marble and hit your marble on the grate, I'd get your marble. So we were playin' that for keeps. [*SL laughs*] Well, my cousin and another fella get in a argument over one of those marbles. And they don't stop it there. They carry it right up to class with 'em—the argument. Then they get in a fight there in class. And when they all get down to that, Miss Hudspeth comes up to 'em and said, "What's this fight about?" Well, one of 'em just spilt the beans that we were playin' marbles for keeps down in the bathroom, and that this fella had

kept his marble. And he did not deserve his marble. He didn't hit his marble. [SL laughs] So we got us a keeps fight goin' on, and I'm settin' over there just thinkin', "Lord, I'm—I ain't gonna get involved in this thing at all. [SL laughs] I'm gonna let this pass." And so she said—and my cousin, Rusty Lindsey, who's now a missionary to Africa, said to the te—our teacher, Miss Hudspeth, "Yes, he was playin'." And for some reason, she asked, "Was anybody else playin' but you and him?" [SL laughs] And he called my name [laughter] and a couple more.

[01:05:46] So we go head down—oh, what it was, was—no, it wasn't that way. Rusty didn't tell on us. What Miss McDaniels—I mean, Miss Hudspeth said, "Y'all gonna get caught, so if anybody else was in that room, you all need to go on down to see Miss McDaniel now, too." And like a fool, I raised my hand. And I go down there. Well, when I get to the bottom of the stairs goin' to the office—pow, pow, pow! She's already wearin' somebody out in there. [SL laughs] When I turned the door, she's got the next guy bent over there, holdin' the chair. She hit you about five licks from the bottom of your—where your knees come together to your buttocks. [SL vocalized noise] And she was tearin'—turnin' that left hand loose. Now she's left-handed. And I come to the door, [SL laughs] and she said, "What do you



want?" And I said, "Miss Hudspeth sent me down here." Said, "For what reason?" She said—I said, "She asked was anybody else in the bathroom in that marble game, and I told her I was." She said, "Well, come here." She bent me over that chair, too. And she—I'll never forget that spankin', though. And I got respect from that spankin', I promise you. And she told us all, "Now you don't—there's no need to you to tell your parents about this unless you want to. I'm not gonna tell 'em." Well, that's a secret nobody ever found out till I was about thirty-five years old. I finally told Mama one day there that I got a spankin' from Miss McDaniel down there at the—down in the office, so . . .

SL: What a great, great gal she was . . .

JL: Oh . . .

SL: . . . to put that out there 'cause you would have gotten—you may have gotten more licks . . .

JL: Another spankin' . . .

SL: . . . when you got home.

JL: . . . more. Oh, worse whippin'. Yeah.

[01:07:23] SL: Well, now let's talk about corporal punishment. You know, you don't—that's no longer available, or condoned, or you know, I mean, if anyone tried to do that now, they'd be [snaps

fingers] . . .

JL: Oh yeah. Yeah.

SL: . . . out. Out the door. But back in those days—first of all, fighting was—I don't know, it just seemed like it was more prevalent that—sometimes kids enjoyed fighting. And it wasn't necessarily the end of a friendship. You could fight and still be friends . . .

JL: Yeah.

SL: . . . and they just kinda liked to mix it up . . .

JL: Yeah.

SL: . . . a little bit. There was that kinda culture going on.

JL: Oh yeah.

[01:08:02] SL: But—and then there was also that element of everybody knew everybody's kids. All the parents knew all the kids. And so, if one set of parents saw someone else's kid doin' somethin' wrong, they would either let 'em know that their—to straighten up—and maybe by the time you got home your parents already knew what had happened. Did you—were you kind of a—did you get in much trouble at all [*unclear word*]?

JL: I didn't. I didn't. I wouldn't want to disappoint Mom or Dad, and I would know immediately when I was fixin' to cross that line. I think every other kid probably does. You know, you go

on and cross it.

SL: Yeah.

JL: But I knew that when you cross that line, the question that would come up, and I just avoided it and just tried to not put me and myself in that position. I didn't want to displease them, and I wanted to please 'em, not displease 'em.

SL: Yeah.

[01:08:57] JL: And so, I was just—we were in such a protected environment. I can't explain it, you know. We lived seven miles from town. I was sixteen when I finally got to drive a car. If somethin's goin' on back in Forrest City, I can't get there without Dad takin' me. We didn't have but one car, and my brother might have it—using it or somethin'. And it was just not easy. [SL laughs] I never made no commitments to go to some things and parties and other things that I knew was not going to be reality, you know. Just—I just would say, "Well you know, I ain't got a car. I won't be able to get there unless Dad can take me. If he'll take me, and I can get it worked out, I'd love to come, you know."

SL: Yeah.

JL: That sorta thing. That's the way it was. [01:09:38] And I'll be honest about it. We had a very nice time at our house. I mean,

it was full of love and fun and happiness and jokes and talk and laughin'. A lotta laughter at our house.

SL: So when you were growin' up did you realize how blessed you were with that?

JL: I didn't have a full concept of it, no. Wish I had. Said, "thank you" a lot more.

[01:10:05] SL: Yeah. Yeah. You know, one thing we didn't talk about. You've mentioned the river and a creek. Did you spend much time riverwise, waterwise?

JL: Oh, we duck hunted from the time I was nine years old. I duck hunted. And the L'Anguille River was in our backyard. One mile to the bridge down the road, go through the field, go through the woods, go down, get in the boat, go duck huntin'. Come home, Mama'd have a big log-rollin' brunch—breakfast—for us. Get our bird dogs, go the other direction, go quail huntin'. I did that so many years that you can't even imagine it—so many days.

SL: That sounds great.

JL: So . . .

SL: What kinda gun was it?

JL: Well, I got a 20-gauge pump real early. When I was nine, I had a .410 single shot. My dad thought the .410 single shot was way

more dangerous than, like, a 20-gauge pump with a safety. And his reasoning is that to cock that gun, you had to cock a four—.410 single gauge. So you cocked the gun. Now to get it uncocked; you gotta have pressure on it and pull the trigger to get it to go forward. And he never liked that gun.

SL: Yeah.

JL: And he got me a 20-gauge Winchester pump that I still have today. And so it was a marvelous gun. Great gun. Quail hunt with it. Had a Poly-Choke on it. I could go and turn it to improved cylinder, then go quail hunt. [01:11:45] And this is hard to imagine, really, but when I was fourteen years old, I killed five birds out of one covey. What some people would say was a covey rise. But it really wasn't a covey rise. It was five birds scattering in a pea p—more than five—twenty-five—scattered in a pea patch. Just started—just gettin' up [*vocalized noise*] like that. And I killed one, and then I killed a second one, then I killed a third one. And I'm—with my gun—I'm reloading my gun, and two more get up. One more gets up, and I kill it. And then a late one gets up, and I kill it. So I stood there and killed five birds when I was fourteen years old. Which, you know, if that's—you oughta be more proud of that [*SL laughs*] than you are—not the Super Bowl or the national

championship—but you oughta be more proud of that than you are scorin' a touchdown, I can tell you that.

SL: Well, it's kind . . .

JL: Yeah. More rare—it's a lot rarer.

SL: . . . well, I'm gonna say, it's a little bit hard that that happened so early in your life, that you . . .

JL: Yeah. I've never done it again.

SL: Yeah, that's what I meant to say.

JL: I've killed three before and even four. But I killed two on a—on one shot. And then killed one each the next two shots. But I've never killed five again.

SL: So was your dad a good shot?

[01:13:01] JL: No—he was a good shot, yeah. He shot a double barrel. Yeah. And we had a—he had a friend that he duck hunted with, a gentleman over in Forrest City named Raoul Carlisle. And Raoul was a newspaperman there. And Raoul had done everything that you could ever dream of on earth. You could not bring up a topic. [*SL laughs*] And he was very verbose. And he would lay it all out to everybody what he had done. He wanted to make it clear. And he was—but he was—one thing that I'll say about him that I loved him so much for—is that he would take me and my brother huntin' and stopped to

make sure we—if we wanted to go or not. Course, he hunted on my dad's land. But he would always stop and take us huntin'. And we would go and go duck huntin' if Dad didn't want to go. If Dad wanted to go, we'd all go. If he didn't want to go or as his health failed in later years, Mr. Carlisle would be there blowin' that horn, and we'd go down in the L'Anguille Bottoms and duck hunt.

SL: That's beautiful.

JL: Yeah.

SL: That meant—I know that meant a lot to your dad.

JL: Oh yeah. Very, very close—him and Mr. Carlisle—very close.

[01:14:13] SL: Well, what about fishin'? Did you do any fishin'?

JL: I wasn't a fisherman. Now, my mother and I had fished on the ponds around there. She liked to go catch some hand-sized perch and clean 'em and cook 'em. We fished down on that creek that I was talkin' about. And a few times on the river. But I was not a—I enjoyed fishin' when I did it, but I just—that was summertime and spring, and you know, I was out playin' ball of some kind then. I wasn't available to go fishin'. Fishin' was not—but then the wintertime, spu—plus, for me, huntin' is superior to fishin'. Now some people, fishin' is superior to huntin'.

SL: [*Laughs*] Yeah.

JL: I don't know how it hooks up, but for me, huntin' was superior to fishin'.

SL: So catfish wasn't a kind of a staple at the table or . . .

JL: No, we didn't have that. We've ate catfish.

SL: Yeah.

JL: And you know, my mother—we had down there at the river, the Browns down there, had a—who were some distant kin to my dad's mom. They had a area down there where you could go and buy fish. They had fish for sale down there.

SL: Yeah. [*Claps*] Thought of a question that we hadn't talked about yet.

TM: That hunting culture is really—it's the first time we've really hit some of that down there. Was there any other questions down that line?

[01:15:38] SL: Well, was B—was your brother, B—a good shot?

JL: Oh, he was a great shot and a great hunter—still hunts today.

SL: Yeah.

JL: And he's a great duck caller. He knew how to do it. And he'd make sure our blinds were built and still does—him and his boys. And we've still got all our huntin' ground, and then we've got a place over on the Cache River that my son John David got that is



fantastic hunting over there. And so, we still—we killed the limit three days last week. You know, Friday—Thursday, Friday, and Saturday. And then he—John David killed the limit on Sunday, so we got a really good—always had a good duck spot. Still do.

SL: So every season you go—you still go.

JL: Still go. I like it. It's wonderful. It's fun.

SL: It always starts out early, early . . .

JL: Early in the mornin' . . .

SL: . . . and dark.

JL: . . . dark. Dead dark.

SL: Get out there and . . .

JL: Yeah.

SL: . . . are you always in a boat or . . .

JL: Well, we use a boat always to get to the blinds, anyway.

SL: Yeah.

[01:16:44] JL: And in Forrest City you—yeah, the answer is yes, you have to have a boat on a river.

SL: Yeah. And—but do you get outta the boat once you get to the blind?

JL: Well, we get in the blind.

SL: Yeah.

JL: We climb up into the blind or step up into the blind just accordin'

on what the blind's like. Some blinds are floatin' blinds. Some of 'em are put-in-the-ground blinds. So just accordin' on how it is.

SL: And there's decoys involved.

JL: Oh yeah.

SL: I bet you've got a good collection of decoys.

JL: We've got a great collection of decoys.

SL: Old ones.

[01:17:16] JL: Lotta old ones. John David has a situation where he has a friend over there that's really a super guy, and he actually works for John David in maintainin'—gettin'—keepin' the beaver dams off and takin' care of the ducks and the blinds and makin' it ready for huntin' when time comes.

SL: So keepin' the beaver dams off . . .

JL: Yeah.

SL: . . . you don't wanna have any beaver . . .

JL: Well, they'll kill the timber. A beaver, you know, his genius is to keep water. And he's gonna make adjustments to it. And some sensitivity in his ear, he can hear water runnin' ever how far away you wanna call it. And he's gonna go, and he's gonna dam it up. His way of keepin' his habitat is to dam it up. And then he skins the bark off the trees, which ultimately kills the tree,

which the water stands around certain trees. It kills them. And so, you have to get them dams outta there, or you will lose your natural habitat. The beaver—at one stage of the huntin'—the beaver was a wonderful asset cause he created ponds that water was there all year round. You didn't have to wait on the rise of the river.

SL: Yeah.

JL: And then that—that's great. But then they—all the trees ultimately die twenty years later, twenty-five years later, and there's not a standing stump out there. They've all fell, and they're—it's all dead.

SL: So there's no cover, and ducks aren't gonna [*unclear word*] . . .

JL: Well, there's no place where you can hide. And the ducks may still be attracted to it, but you've got a problem. You've gotta figure out how to hide, you know. [*SL laughs*] They'll see you.

SL: Beaver's not gonna welcome you in his home. [*Laughs*]

JL: No. No. You have to deal with him. He's a toughie.

[01:19:04] SL: What about other hunting out there? Did you hunt for . . .

JL: Well, I hunted quail.

SL: Yeah.

JL: I was raised huntin' quail, like I was tellin' you.

SL: Yeah. Mh-hmm.

JL: And . . .

SL: What about raccoon?

JL: I didn't deal with that. None of that. I've occasionally hunted for squirrel but not much. Mainly ducks and quail. And then we'd go up into South Dakota and hunt pheasant. Still do.

SL: You ever picked up on the deer or . . .

[01:19:28] JL: I never did. I—somewhere back there I just didn't have the heart to shoot a—shoot Bambi. [*SL laughs*] I mean that. I just couldn't get across to me that I'm gonna go shoot this deer. I just couldn't get it, and I didn't ever do it. And it wasn't—there's nothin' wrong with it. My family killed lots of deer.

SL: Yeah.

JL: And my brother B's boys, Jay and Bubba, they love deer huntin'—both bow and gun.

SL: Yeah.

JL: John David loves it. And certainly there's plenty—lotta deer over there on that place on the Cache, and there's deer all around the L'Anguille deal—that we've got a thousand acres or so on the L'Anguille River Bottoms.

[01:20:10] SL: You mentioned Bambi. It makes me realize I hadn't

asked you about television. Do you member when TV came to your house, or was it . . .

JL: I do.

SL: . . . I imagine . . .

JL: The details of it—you member—I member right from the beginning there was *Howdy Doody*, you know.

SL: Yeah.

JL: I member him, and I'm thinkin' that probably I was ten years old when we got TV.

SL: Yeah.

JL: Somethin' like that.

SL: That's about right. Black and white.

JL: Yeah.

[01:20:43] SL: Before that, did the family sit around the radio and listen to programs? Were there times when y'all would [*TM coughs*] gather? I mean, I would assume, you know, like I can remember listening to boxing matches. Did y'all . . .

JL: We've done that. And the St. Louis Cardinals in baseball.

SL: Yeah.

JL: Harry Caray and all that. I knew ever player, you know. I knew Musial's battin' average. You know, start namin' that team I could probably get 'em all pretty close right now. And you know,

I knew the Dodgers, who they had. And we did all that by radio, you know.

SL: Yeah.

JL: And . . .

SL: You think that probably had an influence on your brother, B . . .

JL: I think he . . .

SL: . . . and his decision to . . .

JL: . . . listened to it so much. And my dad would go out and sit in the car. There'd be times you couldn't get the radio in the house to pick up as good as the radio in the car would, and he'd go out and get the car radio and drive it to the right spot where he got the best reception and listen to the Cardinals play. Done that so many times it can't count it. And B would be out there with him and all that, and he was dreamin' about all that. And, of cour— and of course I was, too, you know.

SL: Yeah.

[01:22:04] JL: We hit rocks up on the old barn out there in the back of the house, and then, you know, you'd fantasize about bein' at bat, you know.

SL: Sure.

JL: And Don Newcombe pitchin'. And you hittin' this ball up on—if you could hit it up on the barn, it'd be a home run, you know.

[*SL laughs*] And it's probably two hundred feet. But you had to hit a rock pretty solid to do that.

SL: Yeah.

[01:22:28] JL: But then later, Dad come in one day, and he said, "Y'all got a hundred fifty, two hundred holes in that barn from hittin' them rocks up there. Y'all gotta quit hittin' them rocks."

[*Laughter*] And so, we rocked on there a little bit there, and then we'd work—play outside. And play football, basketball, all the sports, you know. And he was so much superior to me that it wasn't really a contest of any kind, you know, in what we were dealing with there. But he would play down to whatever level I was, you know, and every once in a while, he'd have to show me that his prowess [*SL laughs*] was substantially above mine. But mostly we'd just—we'd play and have a good time. Just kids, you know.

SL: Yeah.

JL: He's four and a half years older than me. But we still were—not playmates like you would think of, if you were the same age. But we were—we played a lot. And I always enjoyed it and remember it a lot.

SL: Well, you were fortunate to have such a great athlete as your companion on that.

JL: Yes.

[01:22:37] SL: You—seems like the things that I've read, you didn't really grow into your potential until maybe your senior year in high school.

JL: I think that's right.

SL: That you—your body finally . . .

JL: Yeah.

SL: . . . caught up with your frame, or you . . .

JL: Yeah. Well, I was just young.

SL: Yeah.



JL: And you know, and my intensity level to want to play was accentuated because of my lack of ability. I played harder and worked harder and tried harder. And I know they tell a story about a lot of times down at the Cotton Bowl against Nebraska that Freddie throws this ball—Marshall throws this ball, and I don't see it comin'. And I loo—I glance back right at the last minute—he got pressure, and I glanced back right at the last minute, and the ball was right like, here, you know. I just threw my hands up and caught it. And then we made the first down, and then we went on and scored. And I've been asked—I was asked about that. And I'd lay in bed at night, and I'd throw the ball up. Throw the ball up. And I'd let it hit—I wanted it to hit



the ceiling. It's dark in there. And barely could get a glimpse of the ball, just barely get a glimpse of it. And I'd see it ricochet off the ceilin' a little bit. And I'd catch it. I'd catch it.

Sometimes I'd drop it. Somebody asked me about that catch one time, and I said, "Man, I'd caught ten thousand balls in the dark. I needed to see it to put my hands on it, but I didn't need to see it for a very long period of time." Because I'd had that ex—I'd had that practice and that experience. I'm not bein' boastful about that. It was just the way our life was.

SL: This is practice that you did at home at night.

JL: In the bed.

SL: In the bed.

JL: And Daddy s—after a while, say, "Son, please put the ball down." [*Laughter*] And I would. But the point was I loved that. I mean, it was like exhilaration to me. [01:25:54] And it wasn't like I was thinkin', "I'm gonna be better than my brother. I gotta be as good as my brother." That was not even part of it. I knew I couldn't be as good as my brother. I didn't have it in my talent when I was a senior in college to be better than my brother as a football runner with the ball. No way. But what I could do is lay there and dream. And I'd throw that ball up, and I would just respond to it and react to it. And somewhere in

there—I didn't miss many balls in my whole football career. And I think Coach Grant said I was one of the most sure-handed players that he had ever coached. I could catch the ball, you know. It was just—I developed that to a level that somebody might develop some skill by shooting a basketball ten thousand times in a summer.

SL: Yeah.

JL: Whatever it is. I mean, it was just a touch deal that I developed. And I guarantee ten thousand times wouldn't even get close to catching how many times I threw that ball up. So, anyway . . .

[01:26:55] SL: You know, you were talking earlier about your frustration about bein' the fourth-string quarterback, gettin' the cramps, the sweat, getting dehydrated . . .

JL: Couldn't hold the ball in my hand.

SL: . . . the weather there in Caldwell—it was hot.

JL: It's hot. Hot.

SL: And, so . . .

JL: I can tell you a good one on that.

SL: Okay.

JL: I come to Arkansas, and you know, over in Forrest City it's—I can just give you one situation that happened.

SL: Okay.

JL: I'm drivin' from Forrest City. I cut through on the Pig Trail.

SL: Yeah.

JL: I leave Ozark. When I left Forrest City, it was a hundred and one degrees on the reader on—in the car. When I turned off at Ozark, it was ninety-seven. When I got to the top of the Pig Trail, it was eighty-one. When we pulled into Fayetteville, it was back up to eighty-six, eighty-seven. Now that's the difference between Forrest City and northwest Arkansas and Fayetteville. [01:28:02] And the other thing that was different, I'm out there playin' here one day, and the temperature was nice, and I say, "Well you know, maybe this—is it the temperature is the only thing that's different than home?" And all of a sudden, it just like a bolt of lightnin' hit me. There's no mosquitoes. You're at Forrest City, and you're out there playin', you're workin' out, and you might have two hundred mosquitoes on your legs. [SL *laughs*] I mean, you're slappin' mosquitoes, getting' bit, blood [unclear word] your white socks—the whole thing. Different, now, but real. And you come to Fayetteville, and there's no mosquitoes. Well, I'm sayin'—I had to find out why there wasn't any mosquitoes. And the real essence of it is this cherty, gravelly soil that's here, water goes straight through it. It's dry,

and it's baked, and you're not gonna have the same kind of grass you'll have in east Arkansas. Or crops. You can't—won't have that. But there's no water standing long enough for a mosquito to germinate and the eggs to germinate. And I used to gi—tell people that if—and I still put this bet out there—somebody sees this, they'll bring me a jar of 'em—but I put a bet out there that any day in June or July that you want to bring a mosquito up here that you can certify say you caught in northwest Arkansas, I'll pay you a dollar for him. [*SL laughs*] Cause you ain't gonna find him. He's not here. [01:29:26] And you wanna know one of the best things of all about northwest Arkansas? No mosquitoes as far as livin' here. You can have a lake house. You can enjoy the benefits of the outside and outta doors and not be swattin' mosquitoes all the time. And it's not just a pest and a nuisance in east Arkansas. It's a huge detriment.

SL: Yeah.

[01:29:47] JL: And you gonna have to go and spray 'em three times, four times a week to just make it so it's survivable almost in those towns over there. And so, that is a big thing about northwest Arkansas. The thing is about east Arkansas, you can't bring all those sweet, good, wonderful people with you. And so

you gonna have to endure the mosquitoes. I'll endure the mosquitoes to be with our people over there. But the mosquitoes are a major issue to just—enjoyable outside leisure is what I would call it, anyway.

SL: I'm gonna tell you I can remember as a kid growin' up, we had a Jeep that sprayed for mosquitoes that would go around Mount Sequoyah. And you know, the neighborhood kids, whenever that thing would come, we'd get up and chase it. [*Laughs*] We didn't know any better. Anyway, there was—at one point in time, Fayetteville had a mosquito-abatement program.

JL: Is that right? I didn't know that.

SL: And they kept it up there—I forget who the mayor was at the time, but he had house up on top of the hill up there and . . .

JL: Well, it was good he tried to keep 'em from ever gettin' here, I guess.

SL: Ever gettin' here. Yeah. Mh-hmm. When you were in school and cotton was still kinda the main crop in that area—is it still kinda the main crop?

JL: Yeah. I think so.

SL: I was in northeast Arkansas not too long ago, and you know, we didn't see any cotton. It was all corn.

JL: No. Yeah, they've done some of that, but still—cotton is still

pretty big over there.

SL: Yeah. [01:31:28] Well, when it was time to pick when you were growin' up, did they let school out?

JL: This is a—probably kindly a "shame on you" to our society. The black kids got out; the whites didn't.

SL: Is that right?

JL: Now way back further past me, but not durin' my lifetime, but maybe twenty-five year—twenty years before that, everybody got out.

SL: Yeah.

JL: Had a split school session.

SL: Yep. Mh-hmm.

JL: But the black kids had a split session. We didn't. Certainly not fair.

[01:32:04] SL: Let's talk a little bit about racial issues. Now in Caldwell, your—some of your best buds and your most loved people, par—and adults, were African Americans.

JL: That's right.

SL: Fifth grade, you're now goin' to Forrest City, di—and it's a much bigger town—wa—did the racial climate change at all? Did you notice . . .

[01:32:32] JL: Well, there wasn't any integration. So I didn't know

the other kids.

SL: Yeah.

JL: I just knew the ones at Caldwell. I never had a chance to meet the black kids at Lincoln School.

SL: Did . . .

JL: We didn't play against 'em. We didn't play—they didn't play with us. They had some great players there.

SL: Yeah.

JL: And—but they didn't play with us. I mean, they weren't—we weren't integrated.

SL: Did you ever go to a picture show in Forrest City? Movies or any of that?

JL: Oh yeah.

SL: And would—did the black community have their own theater, or did they s . . .

JL: They did.

SL: They did?

JL: Yeah. Disgrace and shame, but it's true.

SL: Well, I know up here, African Americans would sit in the balcony.

JL: Yeah.

SL: And we'd both . . .

[01:33:16] JL: This was so unique here because we didn't have but,

what, 2 percent black?

SL: Yeah. That's right.

JL: And we had to integrate. I mean, it would have been absolutely impossible economically to build a whole school system with all the needs . . .

SL: Right.

JL: . . . and that "separate but equal" was the way it was, theoretically, back then. You couldn't afford that. And course, it was irrational all over, everywhere anyway. I mean, as you look back on it, I don't know what we want to call it. But it is not—was never right. And my dad generally knew it wasn't right. I mean, you know, he accepted the society as it was. And I told him one time—I don't want to make him look any way but other than just the sweetest man you'd ever know . . .

SL: Yeah.

[01:34:05] JL: . . . but I told him one time—I said, "Daddy." I said, "The black people here, you know, they just hadn't had a very good break of things." And he said, "Son," he said, "this has been different all our history. I don't know how to change history. I don't know how to make somethin', other than me, myself, make sure I treat everybody the way I know God's gonna account for me to treat 'em when I have to deal with him.



And I'm gonna do that the best I can. I can't change all these traditions and all. I don't—it's not in my power. I don't have the capability of doin' it."

SL: Well, you know what, that's beautiful, that he would take his o— his responsibility for himself . . .

JL: Yeah.

SL: . . . and what he was doin'.

JL: Well, he did that now.

SL: Yeah.

JL: I mean, I—to my best knowledge . . .

SL: That's something to be really . . .

JL: . . . of anything I ever heard, there was—at the church, course, the churches were segregated. Even when the time my dad died in 1968, I don't know how many black friends of his were there but a lot.

SL: That's somethin' to be proud of.

JL: Yeah.

[01:35:26] SL: Did you see—what signs of segregation did you see?

I mean, so they had their own schools. They had their own movie theater in Forrest City. Did you ever see the "colored" and "white" water fountains?

JL: Yeah, I saw all that, you know.

SL: And the restaurants were segregated and . . .

JL: Yeah.

SL: . . . and if there were African Americans in a white restaurant, they were in the back somewhere. You saw all that?

JL: Yeah, there were several chains of thought that ran through the system.

SL: Yeah.

JL: I can't exactly explain it. I don't wanna condemn anybody that was wonderful, qu—good, quality people that were just livin' in a scenario that they wasn't in control of, you know. They were just there, and they condoned the scenario, I guess you would say. But the truth of it was that it wasn't right then; it ain't right now; it would never be right. You can't make it right in heaven or hell. It's only right—it just wouldn't be no other way. It ain't—it wasn't right.

SL: Yeah.



JL: And these people—quickly I saw that, I think. [01:36:42] And I had this revelation hit me here at the University of Arkansas. I want to mention his name. I want it to be forever inscribed somewhere in the history of America and Arkansas and the university.

SL: Okay.

JL: Psychology teacher named John Anderson.

SL: Okay.

JL: He was a magnificent teacher and a giant of a man. And I'm sittin' there in class, and he makes this statement. "Do y'all know that blacks above the Mason-Dixon Line score higher on tests than all whites below the Mason-Dixon Line, on average?" And, I mean, everybody lookin' around at everybody, and they's sayin', "Can you say that a different way?" One guy asked—he says, "What it really means—blacks in the North are smarter than y'all in the South. That's what it means." And so, I'm sittin' there, and I'm thinkin' to myself, "What is he really sayin'?" And so, somebody else probed him. I don't probe him. And he said, "Do you really believe that's true?" He said, "I don't have to believe it's true. It's statistical fact. I'll bring y'all the brochure tomorrow." Which he did. And he said, "Let me just say this"—I ain—I don't think I'm quotin' him word for word, but I'm so close. "The infinite worth and value of ever human being on this Earth is so great in the sight of the Almighty that for us not to fulfill the right and wrong of that type of an issue is an affront to the Almighty God." So education is good.

SL: He pretty much nailed it.

JL: He was a genius of a man. Kind, considerate, gentlemanly,

everything you could imagine. [01:39:08] Taught developmental psychology, and I always remember this story, too. He was in the class, and he had had—T. G. Bratton, my teacher—my math teacher—my mentor in my education process at Forrest City. Just the greatest teacher, I guess, alive, I thought. And I'm sittin' in a class there at—this same class. And Dr. Anderson says this. He said, "Well, we've got another student here from Forrest City, Arkansas." He said, "Who"—we asked—he asked the question, "Have you ever had a great teacher, and what makes a great teacher?" And I said I'd had a great teacher. And it had sense of humor, knowledge of subject matter. There's about five things. But sense of humor is number one, not knowledge of subject matter [*SL laughs*] in Dr. Anderson's list of what makes a great teacher—ability to relate, all those things. What makes a great teacher? Sense of humor. He said, "You know, we've got a student from Forrest City here, and in my time here teaching, the last thirty eight years, I've never had a student from Forrest City, that since this particular teacher has been at Forrest City, that did not say, 'T. G. Bratton was a great teacher.'" And he said, "All of 'em say what was his greatest qualities. Obviously they say knowledge of subject matter. Then right behind it is sense of humor.

Totally consistent with what this study has shown that thirty somethin' years of me giving that." And he said, "Not one student ever in the last"—ever how many years it was—"come through this class who did not put that man's name down as a great teacher." Now he's out here on this wall we got.

Mr. Bratton is. His picture's out there.

SL: Yeah.

JL: He's [*unclear word*] wall, whatever that means. [*Laughter*] But he was just a magnificent teacher and give so much to his students and such a high level of caring and intellect and genius. You'd set in his class, and I think the man could multiply eight hundred and eighty-eight-eight-eight-eight times nine-nine-nine-nine. He'd start over here on the left-hand side, write the number across. He wasn't just an algebra and chemistry and physics and advanced—and trigonometry and all the other classes that he taught. He taught about six of the most advanced classes we had at Forrest City. He was a simple genius at all the details of teaching. [01:42:13] And one of the stories that I always remember—we came back for a ten-year reunion . . .

SL: Okay.

JL: . . . and Forrest City had been integrated by then.

SL: Okay.

JL: And Mr. Bratton is there, and everybody's hearing the horror stories of, you know, all the fights and all the trouble and all this, and it was about five of us standing around there. I didn't ask the question, someone else did. Said, "Mr. Bratton, how are y'all gettin' along?" Most of us was real good students of his . . .

SL: Yeah.

JL: . . . that was around him there.

SL: Yeah.

JL: He said, "Mr. Bratton, how are you gettin' along with this integration? Seems like it's a terrible, terrible problem." He said, "You know, it hadn't been a problem at all." He said, "The best student that I've had in forty years of teachin' here—this—is with me this year, and he's just as black as he can be." And he said, "And I'm includin' all—he's the best student I've had. [*SL laughs*] Includin' present company." And he laughed, you know. [*Laughter*] And that old boy really put us down, you know.

SL: Yeah.

JL: [*Laughs*] That new black boy was smarter than all of us, you know.

SL: Yeah.

JL: And we were good students . . .

SL: Yeah.

JL: . . . and so, I guess the whole point of it would be, that's  
T. G. Bratton.

[01:43:31] SL: So you think he instilled your math capabilities. Is  
that . . .

JL: Absolutely, unequivocally. Yes, yes, yes.

SL: I've heard you're pretty good at math.

JL: Well, I am, you know, just in calculations and problem solvin'  
and stuff like that. I think I am, but you know, there's always  
one out there—that just went by me today, [*laughter*] that I  
missed that Mr. Bratton woulda caught.

SL: Yeah.

[01:43:57] JL: But the whole point is is that I give him—whatever  
credit that I've got, I give it to him. He was genius at what he  
did, and he was genius at the way he taught you. He was a  
genius in the way he treated you. And can't say anything more.  
I mean he's just a magnificent, totally 100 percent dedicated  
teacher to his students and to his people. And the only thing he  
was more dedicated to was the God of his fathers. And, brother,  
he was a true Christian gentleman in ever way. Just could not

match him. I mean, he just—was hard to believe that anybody could be better than T. G. Bratton. He was a great man—really a great man.

[01:44:51] SL: What i—what is it about some teachers that somehow or another garner the respect almost from the first day of class where, you know, there's not gonna be any discipline problems? People are gonna want to come to class. People are gonna want to do the work. Wha—I'm won—I never have been [*unclear words*] . . .

JL: Dr. Anderson said you gotta have a sense of humor.

SL: Yeah.

JL: You can't go in there as "Iron Mike", beatin' on the desk, screamin' at everybody. You gotta be able to communicate with these kids, and you gotta be able to have a sense of humor—that you relate to 'em, and they like you, and you like them. And if you don't have a sense of humor, basically, what you tell all the students out there, "Do it my way, and I don't really care. I don't like you. I don't care what you say. I don't care what you do. I'm gonna grade you. I'm the boss, and you're nothin'. You just do what I say." Now he had this magnificent sense of humor. [01:45:42] That he could laugh—I member there was a time that this one guy took a compass—you know what a



compass is.

SL: Yeah.

JL: He took the sharp end of a compass and stuck [*SL laughs*] this other fella. Well, Mr. Bratton saw it. So he called him up to the front of the room, and he made a ordeal out of giving the guy that got stuck the compass. And said, "Now, don't stick the whole thing in him." [*SL laughs*] He said, "Get about a half of an inch there and go on and stick him. Stick him good, but don't stick"—boy, that guy was dancin' around running from that compass, [*laughs*] and fore it was over, the whole class was in hysterics. And the guy finally kindly stuck at him, hit him in his pocket. And he said, "That's good enough." He said, "I didn't get him." He said, "Well, we'll let somebody else get him. [*SL laughs*] But that's good enough. Now don't you dare, John Bratcher ever use that compass again. Don't you stick somebody with that compass. It'll be more serious. You'll deal with me next time." [*SL laughs*] He just knew how to do it.

SL: Yeah.

[01:46:40] JL: And he'd make somethin' that would seem like a huge, huge reason to go—and go to the office and whoop somebody or do somethin' else. He would turn it in to a sense-of-humor feast [*SL laughs*] that by the time it was over,

everybody in that classroom might be half hysterical. And then all of a sudden, he'd say, "Okay, now get your notebook."

[Snaps fingers] You knew it was serious. He could just turn it on and off. He had m—total control of his class and his kids, and they adored him.

SL: That's great. Great story.

JL: Great man. Story's not equal to the man.

SL: Well—but it's an honor to him.

JL: Yeah.

[01:46:25] SL: Yeah. So is there anything—did you ever see any kind of violence to blacks?

JL: No. I never did. Disrespect . . .

SL: Yeah.

JL: . . . not violence. And you know, I can say this honestly, and I'm proud of it, that my dad was not a racial crusader. He was not. He was not, but he didn't know how to mistreat nobody. And so, I never saw somebody mistreated at all. And I can remember some pranks-type stuff that happened. Some really funny stuff . . .

SL: Yeah.

JL: . . . that happened, tied to some of those issues. It's funny. It'd be interesting. You would like it. People that would see it would

think it was funny.

SL: Yeah.

JL: But it ain't appropriate for me to say it.

SL: Yeah.

JL: The way I see it.

[01:49:05] SL: Do you member any minstrel shows?

JL: No.

SL: None of that travelin' stuff came through?

JL: No. No. They may have had some of that, but I don't remember it. I don't—I mean—I have no—I know the word minstrel. I know the word—what you're talkin' about.

SL: Yeah.

JL: And I've heard about it. But I—but they used to do that but not in my . . .

SL: Not in your experience.

JL: . . . young—teenage life, up, no. No. Didn't ever notice that.

[01:49:28] SL: What about revivals?

JL: Oh yeah—black and white churches.

SL: Did you ever go to a revival?

JL: At a white church . . .

SL: Yeah.

JL: . . . or black church?

SL: Either one.

JL: Oh yeah. Been to a lot of revivals.

SL: Well, let's talk about them.

JL: Well, I mean they were always uplifting and enriching, you know. You'd bring a good minister in from another town who maybe his own church group is kindly bored with him—but he brings his five best sermons to town, and he lays 'em out there. And that's, you know—and he preaches a revival, and it's like rejuvenation. I think you heard the word of God coming back at you from a man's five best positions that he's practiced and developed. And it's like anything that—you know, I think the Bible said it won't come back void, and especially if he's worked on it. And here he is preachin' it, and he's worked on it. He does a good job. And then all of a sudden, it has its results, you know. It touches people's heart, it touches their spirit, and they know that somewhere in here there's gotta be more than just livin' day to day and knowin' that "I'm gonna die." And all of a sudden, they accept Christ and their salvation, and it's a breakthrough.

[01:50:43] SL: Were these—were they in tents? Or would they use the church, or . . .

JL: No, no. We always had the church revival. We had one every

year. They always had a—generally a summer revival, you know.

SL: Go for five days, five nights?

JL: Five days. Yeah.

SL: Wha—would they do . . .

JL: Maybe start Sunday night and leave Friday night—somethin' like that.

SL: Yeah. And were they always at night or . . .

JL: Yeah. They'd—they would have maybe one meeting for the men, you know, during the week sometimes . . .

SL: Yeah.

JL: . . . but generally at night. [01:51:13] I member one time there was this magnificent preacher. He wasn't at Forrest City. He was up here but in my early—earlier life. And he came, and he talked and preached, and obviously he was a powerful, powerful preacher . . .

SL: Yeah.

JL: . . . named Sidlow Baxter. And I heard ol' Dr. Baxter there, and he said—he was talking and preaching. And he was such—he was a English gentleman, eighty-somethin' years old. One of these powerhouses of God and of intellect. Everything about 'im was just magnificent. And he got into a concept of the

Scriptures. And, basically, he just kindly laid it out there that you either—ultimately in your life believe that Jesus is who he said he was and accept the consequences of that belief, or you choose to believe it was a lie and accept the consequence of that belief.

SL: Yeah.

JL: Now in common sense, if one of 'em takes you to paradise [*SL laughs*] and the other one takes you to eternal hell, [*SL laughs*] which one would you choose? You wanna get simple about it.

SL: Yeah.

[01:52:48] JL: Believe the one that you would choose. Now, you know, that's the way he left it. And it just—I think that's some way in the [*unclear words*] struggles through the faith in the church and beliefs and Jesus and God and what's right and what's true and what's not. Somewhere in there—I think what Dr. Baxter was sayin' there, you have to come deal with a little bit. And you know, I chose to believe that it's true, and he's who he said he is. I don't live up to it all. Nobody else has, I don't think.

SL: Yeah.

JL: But he—you know it's real, and you know it's right, and you know if you do it—if you did everything that's in the Scriptures in

the teaching of Jesus—not Old Testament. Now just in the teachings of Jesus . . .

SL: Yeah.

JL: . . . a man have a pretty happy life.

SL: Yep.

JL: And so, I'll go that way.

[01:53:41] SL: Was the—the church for a lot of folks was also kind of the central social realm as well. I mean, there would be bake sales, there, you know, there—it was not just . . .

JL: Spiritual.

SL: . . . it was not just spiritual, and it was not just about goin' to hear sermons. It was people tryin' to make the community better all the time. Is that kinda the way Caldwell was, the church there?

JL: I think so. I really do.

SL: Yeah.

JL: I'll never forget one time, a guy named—I believe his name was D. A. Livingston—came to preach a revival.

SL: Okay.

JL: And he says, "Monday night, I'm preachin' on the five biggest sinners in Caldwell." [*SL laughs*] Well, man, that place was packed Monday night. Everybody was gonna make sure if he

was gonna call their name, he was gonna do it to their face, you know. [*Laughs*]

SL: Yeah.

JL: And then the next night—I can't remember what it was, but it was somethin' like that.

SL: Yeah.

JL: And it was generalities. It wasn't specific to nobody, you know.

SL: Yeah.

[01:54:49] JL: Five biggest sinners—is the one is the man who will not accept God's teaching, and the five biggest sinners, a man who don't believe in Christ. Yeah, he'd go down through all that.

SL: Yeah.

JL: And I'll never forget that, though. And how he had the whole town stirred up from Sunday mornin'. He preached the Sunday mornin'—everybody was, "Wonder what he's gonna preach? Who's he gonna—who's the five biggest sinners? Who do—who'd reckon who told him? You think the preacher told him?" [*Laughter*] He really—they really thought he was gonna call names.

SL: He knew how to get 'em in, didn't he?

JL: Yeah, he did.

SL: Yeah. [*JL laughs*] Well, that was pretty common with revivals.



JL: Oh yeah.

SL: Turnouts were pretty big.

JL: Oh yeah.

SL: And people looked forward to 'em.

JL: They did.

SL: Yeah.

JL: It's hearin' the five best sermons that an ol' boy's got to preach.

SL: Yeah.

JL: And I think that's—you know, a good—he's a good preacher, good speaker, good orator and get to hear his five best sermons? That's—oughta be a privilege. Really should.

[01:55:45] SL: Okay, now while you're in high school. Let's see—now let me think about this. When you're in grade school, there's somethin' comin' outta Memphis that's starting to be known as rock 'n' roll. Now do you remember hearin' that . . .

JL: Oh yeah.

SL: . . . on the radio?

JL: Oh yeah. I remember all that Elvis phenomenon, real well. You know, *The Ed Sullivan Show*. All the things that was related to the Elvis phenomenon as it happened. And I tell you, my mother was a very aware person and a very good test of character. And she said, "I'll you one thing, somethin' about

that boy. He's all right. He's a good boy. Now I don't know about what kinda life he can get caught up in, but he—you can tell in his heart he's a good boy. I can tell by the way he sings and the way he talks and the way he talks and loves his mother. I can—he's a good boy." I think the world thought that.

SL: Yeah, they did. [*JL laughs*] And you know, the truth is, a lotta those guys came out of church backgrounds.

JL: Oh yeah.

SL: Singin' and playin' . . .

JL: Elvis did, really.

SL: . . . in churches. And a lotta that music is based on the spirituals . . .

JL: Yeah.

SL: . . . of the Delta . . .

JL: Yeah.

SL: . . . of that area. [01:57:02] Did you ever get to see any of these shows?

JL: Oh, I saw Elvis at Forrest City football field.

SL: Well, let's talk about that.

JL: Oh yeah. He came.

SL: Not many people got to see Elvis.

JL: No, no. I saw him. I stood there on the fence where the—

separates—but so—before you go out on the field. I stood right out there on the little ol' fence that had one string of wire in it and watched Elvis sing. And my brother was there, too. And I know my sister was there. And the whole—the stadium was totally full. There wasn't a seat up there, so I stood down there on the wire. And it was all around the field. And he was facin' the largest stadium portion. We just had one at the time. They later added one on the other side.

SL: Yeah.

[01:57:52] JL: But—the grandstand—he was facin' it. And like I say, he transmitted this magnificent voice and unbelievable talent. But there was more than that to ol' Elvis. I mean, he—at the ultimate end of that night, he touched you in your spirit and in your heart almost evangelically. Now I'm not gonna say he was—you know, he wasn't preachin' the Gospel for sure. He wasn't no minister. But there was somethin' that—about the spiritual songs that he sang or the songs about America that he sang. First of all, nobody had ever sang 'em like that. Frank Sinatra couldn't sing like that. Nobody else has sang like that before or since.

SL: That's right.

JL: Nobody's had the voice of Elvis Presley. And so, he just was—he

just reached in and grabbed you by the heart, really. And everybody there loved him, you know. And I don't think there was a person there that wouldn't stood up for him when things turned on him a little bit—or they tried to make him into somethin' he wasn't. Or they even tried to tell you what he had done.

SL: Yeah.

JL: You know, you just instant—I instantly forgave him for whatever it was and just recognized that his psyche wasn't capable of keepin' up with the world that he was in. He just couldn't do it, whether he went to drugs or whatever happened, I don't know. But all I do know is is that they couldn't keep the goodness from comin' through when they handed him the microphone. That's the way I think—that's the way the Delta saw Elvis, and I think that would be almost unanimous among those people.

[01:59:27] SL: What about that show do you remember the most? I mean, if you can picture yourself there on that wire . . .

JL: Oh yeah.

SL: . . . lookin' at him. What do you remember the m—what really struck you? Was there a—was it his—did he seem like he was workin' really hard?

JL: He was. But my thought was, "Don't sing another one of those

rock 'n' roll songs. Sing somethin'—'God Bless America' again. Sing 'How Great Thou Art' again. Sing all those spiritual songs and all those patriotic songs again and get it off of"—I don't mean that rock 'n' roll wasn't for me, wasn't reachin' me. But you ha—you know, it was good, and you had to listen to it to get through to the next song that you—was gonna be a patriotic song or religious song, you know. His heart—the heart songs was where he was the greatest that's ever been, I think. I think there's probably been rap and rock 'n' roll singers as good as him, but nobody, nobody could sing the spirituals and the patriotic songs at the level that he felt. I mean, he was touched, I think. He was anointed in that. He really was.

[02:00:37] SL: Jim, this is the first time I've ever heard anyone talk about the song selections, you know. When people think of Elvis, they think of "Hound Dog" and all the rock 'n' roll and his gyrations and all that, whether—but you're tellin' me that he did spiritual songs . . .

JL: Oh yeah.

SL: . . . and patriotic songs.

JL: Oh yeah.

SL: This—and the grandstand was full and people surrounded the fence, so I'm startin' to feel like this is almost a revival [*unclear*

*word*] . . .

JL: It se—it has that kind of a connotation. You know, it went back and forth obviously because, you know, the ones that most people were wantin' to hear where I lived was "God Bless America," "How Great Thou Art" . . .

SL: Yeah.

JL: . . . you know, the spiritual side of the songs. "Hound Dog" and "Don't Be Cruel" and all of those songs, they were all right, but you know, that was like watching him as an entertainer dancin' around the stage and goin' and all that. But when he got into those other songs, he was in a level all by himself. I don't think nobody in history has ever got there.

[02:01:47] SL: So was the crowd really loud, and did they . . .

JL: Well, they were excited about it. They were glad, and you know, he had just broke out as kindly a superstar over there, you know, in Memphis. And this—I don't know the year, but I was a little kid, so I might have been fourteen so that of been 1958.

SL: So that would be probably "That's All Right Mama."

JL: Yeah. So all those. He had a bunch of 'em, and I can't remember . . .

SL: Yeah.

JL: . . . the exact ones. I've heard him in concert a couple times

after that, but I never—you know, I never remembered to tie all those years together in time. And seen him on TV and all that. But really, we all know that his greatest, greatest songs—I mean, you start gettin' into those patriotic songs that he sings—and that. And you know, I've gotta tape of him out there that I listen to travelin' sometimes. And—well, actually it's in my son's truck. [*SL laughs*] But when I le—I go, I wanna run all the way through all those songs . . .

SL: Yeah.

JL: . . . his songs because he just warms your heart, you know. Very good.

[02:02:57] SL: So there's probably just him and three other guys on the stage, maybe?

JL: Yeah.

SL: Drums, bass, guitar . . .

JL: Yeah, probably.

SL: . . . and he played—he had a guitar.

JL: He had a guitar.

SL: Yeah.

JL: I think there as four of 'em. May have been five, but I think it was four.

SL: Yeah. And was there—were there any other bands that were

travelin' with him when you saw him, or was it just him?

JL: No, no just . . .

SL: He just got up and did it.

JL: . . . yeah. Yeah. He did it that time.

SL: Yeah.

JL: It was just him.

SL: What about any other shows . . .

TM: Scott, we need to change tapes.

SL: Oh, okay.

[Tape stopped]

[02:03:27] SL: Okay, Jim. We're still in Caldwell and Forrest City.

You were just givin' a great account, really one of the best accounts I've ever heard of an Elvis show there in Forrest City, on the football field.

JL: Oh yeah.

SL: And was that the only time that you saw Elvis?

JL: Ye—no, I saw him at—in Tulsa one time. I did. And other than that—those were the two times I ever saw Elvis in person.

SL: Was it a different show in Tulsa?

JL: Yeah, I me—it was, you know. He was more—I would say he had maybe more rock 'n' roll at Forrest City than he had—he was more singin' some of the old, great songs, you know. And—



"Battle Hymn of the Republic" and "How Great Thou Art" and . . .

SL: Was that much later?

JL: Well, I'm gonna say it was fifteen years or more. Maybe twenty.  
Could be twenty years. So if he was there . . .

SL: In [19]58.

JL: . . . if he was there in [19]58, it coulda been—mid-[19]70s,  
anyway. Still did a great show.

SL: Yeah. Yeah.

JL: Yeah.

SL: He's a . . .

JL: He'd got away from—he still had—he wouldn't—he had always  
have some of his rock 'n' roll in there, you know, but as he . . .

SL: Yeah.

JL: . . . as he matured in his music, he moved to more of the, I  
think, the sentimental song. The Gospel songs . . .

SL: Yep.

JL: Patriotic songs. Very good.

[02:05:08] SL: Did you ever see any other traveling musicians? Any  
music?

JL: You know, I really hadn't—I really didn't. I was not a music  
person. But there was somethin' about—that—as Elvis's music—  
I guess everybody was captured and—somewhat by it. And I

sure admired his music.

[02:05:30] SL: Did y'all have a piano in your home?

JL: No.

SL: Okay. No musical instruments.

JL: No musical inclinations or musical instruments or anything.

SL: No guitar or fiddles or . . .

JL: No guitar, no nothin'.

SL: Okay.

JL: No nothin'.

SL: Okay.

JL: Yeah.

SL: Well, I wanna get back a . . .

JL: Bunch of balls—lotta balls.

SL: You were out in that yard, weren't you?

JL: Yeah. Bunch of balls.

[02:05:52] SL: Well, let's talk a little bit about your—we've talked

some about your early affection for sports and your dad's encouragement and, really, his adamant encouragement to . . .

JL: Real strong encouragement. No demands, just encouragement.

SL: Yeah.

JL: Never crossed over into demanding anything. But he encouraged tremendously.

SL: And you also talked about how—what a great athlete that your—  
that B was—your older brother.

JL: Right.

SL: And how you never really felt like you got as good as he was.  
But at the time when you were growin' up, you were painfully  
aware of that—that your skills were not at the level that his skills  
were.

JL: I wasn't hung up on it. And there was no—he never rubbed  
nothin' in or never talked about anything about his skills. I just  
was happy for him. [02:06:46] And I'd go to every game, and  
I'd be the spotter at the varsity high school game, wherever we  
were. My dad would be the first one there when we went on  
Friday night. We'd be the first people, whether we was in  
Helena or Jonesboro or Forrest City. We'd be the first people  
there. And we just watched and enjoyed his success. I mean, it  
was—we were extremely ecstatic and happy about it. It had  
nothin' to do with my lack of success or inability. I mean, we  
were just enjoyin' his success. And I just thought that's the way  
it was. My brother's a great player. That's the way it is. I love  
him. He's fantastic. He's a great brother, couldn't be a better  
brother. Never rubbed nothin' in on me. All he ever did to me  
was encourage. And why should I have some kind of funny

feeling about bein' "Little Lindsey," you know. I didn't—I just didn't get into that. And anybody that headed that direction—I just didn't get into that at all. I didn't.

[02:07:47] SL: You talked about listenin' to baseball games [*TM coughs*] on the radio. What about football games?

JL: Oh yeah.

SL: And the Arkansas Razorbacks . . .

JL: Oh yeah.

SL: . . . were a part of that radio, weren't they?

JL: Oh, they were. I was listening all the way back to the Ole Miss game in Little Rock when . . .

JE: Sorry, we need to turn on the light.

SL: Oh, turn on . . .

JE: It's pretty dark.

SL: Oh. Okay.

[Tape stopped]

[02:08:17] SL: We're talking about your growin' up as a kid in Caldwell and the role athletics had—was—had played in your life from the beginning. As ear—probably as early as you can remember. And the role that radio played in all households in the—in—since radio began and until TV came along. It was kind of the family . . .

JL: Oh yeah.

SL: . . . gathering for entertainment there at the house. And so, Arkansas football was also on that radio and . . .

JL: Right.

SL: . . . what was it like, growin' up?

[02:08:55] JL: Well, we just—I guess I could describe it this way—



that the Razorbacks, to me, were synonymous with Arkansas.

And I would listen to it—to their games. I remember the Ole

Miss game where Preston Carpenter caught the ball, and we

ended up winnin' 7–6. Touchdown. And I can remember different

games, back through—I remember George Walker, who I think by

the way is a great man and great Arkansan playing tailback and

then quarterback for the Razorbacks. And then all of a sudden

you s—time comes, and you know, you're lookin' at Coach

Broyles comin'. And you've got—when he gets here, then you

start talkin' about Wayne Harris and Lance Alworth and all those

people. But I would say that if I could describe how I saw

myself in relationship to Arkansas—I was a fan. I was listenin'.

I was just a kid, listenin'. And it was as far away to me as Mars

was, lookin' at it in the sky—that I could go to the university and

be a football player there. It just was not out there. Then my

brother broke into bein' such a great player, and he went and

played baseball and turned down his football career. Which was

his gift, was football. And I remember thinking, you know, is it possible in my wildest imaginations—what would I have to do? Maybe I could go to Arkansas and walk on. Maybe I could figure out how—somehow to get up there, you know. And so, I just kept playin', practicin', goin' day-to-day, runnin' into all the hardships and difficulties that all sports always bring. I mean, it's certainly not mostly success. It's usually mostly difficulty.

[02:11:03] If I look back over my whole athletic career and start seein' how much of it was success and how much of it was pain and difficulty, way more than 50 percent is pain and difficulty. But as you get past it and you look back, all the pain and difficulty goes out the window, and you remember the wonderful moments and times you had with your teammates and success and friends. So I was just a dreamer. That's all I was. I mean, I—layin' in that bed, throwin' that ball up at night. I wasn't thinkin' about that I'm gonna be a player at Arkansas, later play in the pro football and all that. I mean, it wasn't predominant in my mind. What was in my mind was like a dream. I'd have a dream on beatin' Helena next week, you know. That'd be my kind of a dream. Or could I make all-district, or what can I do to help our team at Forrest City to win? What can we do to be better down there at Forrest City? I would

take to heart whatever the coach said and whatever everybody else said, and I was—I wasn't real overwhelmingly smart, but I was just on fire inside. That's all I could say. I was on fire inside for the sports. I was on fire inside for the success of my high school team or for when I got a chance to come to Arkansas. I was on fire inside.

[02:12:33] SL: Now you—your brother actually got a call from Arkansas to play, didn't he?

JL: He was the first person Coach Broyles offered a scholarship to when he came to Arkansas. Frank Broyles offered my brother—the first trip he made. He was the first person he offered a scholarship to, and my brother accepted immediately. And they—a lotta calls went back and forth between other players, and course, Forrest City had Ray Trail, John Childress—a group that followed was Jim Finch, Jim Williams, me, Richard Trail. You know, you start talkin' about in a period of four years there—ten thousand population town in Forrest City—had seven players come here, and five of 'em was all-Southwest Conference. With my brother's group, there was also Sonny Holmes, who was a very outstanding quarterback that came here. So it was really eight guys—four-year period of time.

SL: That's a good crop.

JL: That's a real good crop.

SL: [*Laughs*] Well . . .

JL: Coach Devazier was a great coach.

[02:13:46] SL: Do you wanna talk anymore about him?



JL: Well, I would just say about him that he was as good a technical coach as there was in the NFL—I never got better coachin' than I got from him. Never. College, pro, wherever. He was the best technical, detail, step-by-step, how-to-play-football coach, frankly, that I was ever around. Now I've been around some other great coaches, but I was never around anyone who was better than Coach Devazier at the basics of coachin'. And he brought a lotta those boys—eight of 'em there in a period of four years either played at Arkansas or had scholarships to Arkansas durin' that time—from Forrest City. Unheard of, you know.

SL: Mh-hmm—still unheard of.

JL: Still unheard of today. And all the Springdale kids that were so successful there, I think there was five of 'em or somethin'—four of 'em, but—no—and there's a pair a twins that went to Ole Miss. The Wilford brothers—Ned and Dan Wilford [*SL laughs*] went to Ole Miss. So you've . . .

SL: [*Unclear words*].

JL: . . . now you've got ten players in that same period of time that



went to major college. And then there was others, too, I mean, not just that group. I mean, there was other players that went to AIC schools. Clinton Gore, Cliff Garrison—he was a basketball player. And right behind that, in that same group we had Don Kessinger, who played nineteen years in the big leagues and went to Ole Miss and broke every scoring record they had ever had down there. And he won the state track meet. He got twenty-one points in the state track meet by himself. [*SL laughs*] We get second in the state track meet, and Conway gets twenty-three, and Kessinger gets twenty-one. And he was that great an athlete. Now I'm talkin' about a superstar athlete from Forrest City in that same period of time that went to Ole Miss. And so Coach Devazier had—knew how to coach. And he knew how to make people be better. He was just great.

[02:15:47] SL: Okay, now when you say technical—greatest technical coach, are you talkin' like [*TM coughs*] block—he taught you how to—block techniques, how to tackle . . .

JL: Well, I'm talkin' about from gettin' outta your stance, to goin' to the route to block somebody, to how you take somebody on that's coming at you, to roll blockin' 'em in another setting, to on the run how to make a decision on what you're gonna do, and doing it enough that you get to be good at it. And everybody

else is good at it, and the next thing you know, you've got a good team. And he had—durin' the constant time from my brother through me—he had three undefeated teams. Now our teams the last two years I was there wasn't as successful at all as they had been. But he had two undefeated teams, and he had two other teams that just lost one game in that seven-year span. And he was just a great coach, and that's all anybody that knew him knows, that he was a great coach.

[02:16:58] SL: While we're talkin' about great athletes, I wanna mention another name to you. I don't know if you were aware of, or knew—did you ever know Clyde Scott?

JL: Oh yeah. Oh yeah.

SL: Or get to see him . . .

JL: I've said my brother was the best halfback in Arkansas between Clyde Scott and Darren McFadden—in that process of time, from Arkansas. I'm not sayin' that played here at the university. I'm talkin' about from Arkansas.

SL: Yeah.

[02:17:29] JL: I've said that often. And I know of Clyde Scott's talent and his great ability and his great contribution to sports and to Arkansas sports. To the Olympics, to all that he's done—is just—was one of all of our idols as we come up here, as a role

model and what kinda person he was and how great a job he did as a player.

SL: You never got to see him play, though.

JL: No.

SL: He was just a little bit far . . .

JL: Saw films of him.

SL: Yeah.

JL: I've seen film.

SL: Yeah.

JL: He had blazing speed, of course, you know, if you get second in the hundred meters in the Olympics—near world record times—you've got pretty good speed. [*Laughter*]

SL: Yeah. And for not ever having a low hurdle—or a hurdle coach when he was . . .

JL: Yeah. Yeah.

SL: . . . there in Smackover, you know.

JL: Exactly.

SL: I mean, he made his own hurdles.

JL: Exactly.

SL: That was somethin' else.

[02:18:20] JL: That was a great athlete. Great person. He's a—one of the—I know the [19]64 team's role models, you know. His

name was well known among us. Very much so.

SL: Okay, well, I just wanted . . .

JL: Yeah.

SL: . . . to throw that out there 'cause . . .

JL: Yeah.

SL: . . . we're actually tryin' to . . .

JL: Yeah.

SL: . . . get an interview with him, so . . .

JL: Oh, good.

SL: . . . we're hopin' to get that done.

JL: His health is a little troubled, isn't it?

SL: Little bit. He—up days, down days. We're—I . . .

JL: Figure out how to get him on his up day, 'cause it's certainly worthwhile to have him.

SL: Yeah. Yeah, well, it'd be a great honor.

JL: Yeah. Would be.

[02:19:01] SL: Okay, so now you talked about Coach Broyles recruiting your older brother. [*Unknown voices in background*]

Tell me about the phone call you got from Arkansas.



JL: Well, I always tell this, and there's a lotta truth in it. But I got this call from Coach Matthews, and he said he was gonna be over in Forrest City and wanted to meet with my family and that

he had been authorized to offer me a scholarship. And Coach is on the phone, and my dad's—we're at the kit—I'm sittin' in the ki—I'm standin' in the kitchen talkin' on the phone. My dad's sittin' at the kitchen table. And I held my hand over the phone, and I said, "Dad, Coach Matthews is offerin' me a scholarship, and he wants to know when he can come over or I could come visit." And Dad looked up [*SL laughs*] and said, "Son, take the scholarship over the phone. There's no need for you to go visit [*SL laughs*] or him to come here. If he gets a close look at you, he might take that scholarship back." [*Laughter*] And—somethin' like that happened . . .

SL: Yeah.

JL: . . . but it may have not been exactly that way. [*SL laughs*] But I always told Coach Matthews that. When he would always say, [*imitating Matthews*] "Old Lindsey, all he—I had to do was call him. He didn't want to be nothin' but a Razorback. He says, 'Coach, you could offer me the scholarship. I'll come. You don't—I don't need to visit. I don't need to do nothin'.'" [*SL laughs*] And oh, he loved sayin' that, you know. And I would come back and say, "Well, you know, there's a little part of that you didn't know and that is I put my hand over the receiver, and I asked my dad that y'all were gonna offer me a scholarship

and—but that y'all wanted me to come visit. And he said, 'Don't you dare go visit. If they get a close look at you, [*SL laughs*] they may take it back.'" [*Laughter*] Wilson always laughed at that. He liked that.

[02:20:50] SL: Okay. Now let's talk about Coach Matthews. We're talkin' about Wilson Matthews.

JL: That's right.

SL: And do you—where was he from. Do you remember?

JL: Yeah. Atkins, Arkansas.

SL: Atkins, Arkansas. And—I mean, he's pretty legendary.

 JL: He's legendary.

SL: Let's—tell me some Coach Matthews stories.

JL: Well, what I would tell you is is that he was very, very, very gifted—to start with. He was very, very smart. Call it country smart or ever how you wanna call it. But he knew how to do it. He knew how to make kids respond, and he knew without trying, just bein' him—he knew how to make 'em love him. Now it wasn't just like him. I'm talkin' about love him. Deep down inside their being, they fe—they loved him and cared for him. He had this absolute gift of making people recognize somehow what they could accomplish and the best that they could be.

[02:22:05] I've said this a hundred times. I believe that

"Bear" Bryant was not any better football coach than Wilson Matthews. And if Coach Matthews's life could have went a different route—he coulda got to be a head college coach at the same time that Coach Bryant did, that it would amaze you, just what his record would be. He was talented and gifted and smart, and he loved the kids, and yet lovin' 'em meant, "I ain't puttin' up with nothin'. I gotta make you better than you are. I don't wanna run you till you fall, but I'm goin' to. And I don't wanna make you do twenty-five bleachers, which will make any man go to his knees, but I'm goin' to. [*SL laughs*] And I love you too much to let you be—let you—to let you treat yourself the way you're doin' it. I don't like the way you're doin'—your whole plan is not right. I'm going to address—I'm gonna—how would you say? I'm gonna adjust your kaleidoscope." [*SL laughs*] And he could do it, too. [*Laughter*] Really do it.

SL: Well, now. So he was tough.

JL: Tough. But full of love, full of love. [02:23:23] I'll tell this story. My teammate from Forrest City, Jimmy Finch, dropped outta school in the spring of [19]64. He come back in the fall of [19]64, where we had went through this brutal conditioning program in the spring of [19]64. We had been told how the condition we had to come back in. Well, Jimmy hadn't been a

part of that. Now he's a great player, and he came back in good shape. But it was unrelenting in that fall. And Coach Matthews—Jimmy was not—hadn't been there that fall—that spring. Now he's plannin' on him—Jimmy don't know it, but Wilson plannin' on Jimmy bein' his defensive end, his left defensive end. And he's pushin' him beyond measure. And he's out there one day, just so—I mean, it made me feel sorry for Jimmy how unrelenting Coach Matthews was on him in this one particular practice. And they tried to have a kick-out block and run off tackle right towards Jimmy, and he took the fullback and just stuffed him back into the tailback and grabbed the tailback and threw him down. Went down with him on a tackle. And Wilson went over there and patted him on the helmet and gave him encouragement. But he had been on him so unmerciful.

[02:24:43] And so when Jim come in to the dressin' room, I'm in the shower, and Jim comes into the shower, and you could tell that he was down, you know. He was—he knew that he loved Coach Matthews, and it bothered him that he was havin' to be as—bein' as hard on him as he was. And Jimmy was over kindly soapin' up and all. And Wilson walked to the—into the opening of the shower, and he said, "Finch!" [*Laughter*] Which just—everybody jumps and half trembles and Jimmy—he said, "Come



here!" Jim come over to him, and he put both arms around him. Finch is all soaped up and wet. He said, "You turned the corner this—today, son. I'm proud of you," and walks away. And Finch is over there, you know, a whole new vision of life. And Wilson could give you that. He could take it from you a little bit, but he loved you, and you knew it. You knew he was after your best interests and the best interests of the team and the best interests of him for his position he was coachin'. But in the heart of it all, it was that he really cared about the kids. And he had a gift to maximize their motivational capability durin' practice and on game day. He was especially special. And everybody that was there knows the role he played. We would not have been a undefeated team—we would not have been an undefeated team without Coach Mackenzie, Coach Matthews, Coach Pace, Coach Switzer, Coach Merv Johnson. All of those guys come together to make us a undefeated team. And then Johnny Majors, Bill Pace, and you go on and start namin' all those guys. But at the top of the list was Wilson. I mean, he knew how to reach inside your chest and massage your heart.

[02:26:49] SL: What exactly was his coaching responsibility?

JL: Well, he coached linebackers and ends. Which, in that case, he had four guys on the field out of the eleven that he was coachin'

specifically. And he just . . .

SL: So . . .

JL: . . . you had—him and Coach Mackenzie really basically coached the defense, and we always had a secondary coach. It might be Coach Pace, or it might be Coach Majors. We always had other people.

SL: Yeah.

JL: But they were the two mainstays.

[02:27:29] SL: Now you're talkin' about the conditioning that y'all put yourselves through—or you got put through—spring of [19]64.

JL: That was in the offseason of spr—[19]64. Yeah . . .

SL: Now . . .

JL: . . . durin' the winter and spring.

SL: Now the [19]63 team, they had a—what did they end up with?

JL: Five-five.

SL: Five-five. Now I've heard a story that after the—what game was it, the last game of the season . . .

JL: SMU . . .

SL: . . . no, it was not the last game, next-to-last game.

JL: SMU. Flyin' back on the plane.

SL: Yeah, the juniors on that team . . .

JL: Yeah.

SL: . . . came to Coach Broyles.

JL: Fred Marshall, others on that team said they wanted to go through spring practice, and some of the sophomores wanted to know where they had that authority to put us through somethin' we didn't want to be put through. No, I'm kiddin'. [*SL laughs*] But they went to him, and we started practicin' that very next week. Playin' Texas Tech, the president gets killed in that same cycle of days . . .


SL: You're talkin' President Kennedy.

JL: Yeah, President Kennedy. And we—but we had some extremely tough practices, and then we played Texas Tech, and we won. And we started a twenty-two-game winnin' streak.

SL: Now what was unusual about the seniors declaring that they wanted to go through this was that in the past, seniors didn't work out with the freshmen . . .

JL: They didn't go through spring practice.

SL: . . . they didn't go through the spring practice for some reason, they were exempt from that.

[02:29:13] JL: No, I think they don't—just let 'em exempt 'em—  
from the history and the past and worked with younger athletes,  
 you know. So they wanted to do it, and they were a magnificent

group. Not good, not okay, but magnificent. You start lookin' at that team, start analyzin' that group of seniors and—quite amazing. Course, Fred Marshall was quarterback. He was outstanding. But you had Ronnie Caveness and Ken Hatfield, Bill Gray, Jerry Lamb. They wasn't just—Jimmy Johnson. [*SL laughs*] I mean, what a level of leadership. Jerry Jones. Jerry Welch. Randy Stewart was a redshirt, but he was my age. But—you know, one time he was chairman of the board at Kerr-McGee—and never made a B in college. You go down through that whole group of guys. Jimmy Finch—I mean, there was some really outstanding—Ronnie Mac Smith played linebacker with Caveness. Outstanding. Very much underrated. Nobody fully grasped just how good Ronnie Mac was. He was outstanding. And you know, you go on down through the rest of the players, some wonderful teammates that were my age in the group. But the ones that I'm talkin' about there was the heart and soul of the [19]64 team. There were some really good players, really smart players. [02:30:59] One little side note, is on that team, at coachin', we had Barry Switzer. He won two national championships and one world championship. We had Jimmy Johnson. At Miami he won a national championship and, at Dallas, won two world championships. Jerry Jones was the

owner of the team that both of 'em won the world—that both Switzer and Johnson won the world championship with. And then when you go back in football history, eh—forever—when you start talkin' about forever, somewhere that's a long time. And forever in football history, Paul Brown won an NFL championship—not a world's championship but an NFL championship—which was the equi—equaled pretty well the Super Bowl then. And then won a national football championship at Ohio State. He won the world's championship—NFL championship—with the Cleveland Browns. Set that aside. The only two people other than that is Jimmy Johnson and Barry Switzer, both from Arkansas, both on our team. And, of course, Jerry Jones was on our team, and he was the owner of that team. So that's an amazing feat. It's not just somethin' to be taken lightly. To win one world's championship is unbelievable. My coach, Bud Grant, didn't do it. He was a great, great coach. To win one or two college national championships is so rare that you can't hardly say the words. And to win both is unheard of and to—both of 'em from be—from our [19]64–65 group— [19]64 group, really. Jimmy was not there in 19[65]. Barry was. Jimmy wasn't.

[02:32:53] SL Let's get back to Coach Matthews before we leave.

JL: Okay.

SL: Before we get off him. You said if circumstances hadn't been what they were with him, he would have been a great head coach. What . . .

JL: Absolutely.

SL: . . . tell me what happened with Coach Matthews.

JL: I don't know. He got off into high school for so many years. And you know, your career takes a turn.

SL: Yeah.

JL: If he had been in college durin' the same years he was in high school, he'd a been risin' to the top of the college world for—as col—as an assistant college coach. He wasn't there. He was down at Little Rock Central High School, where he won, I don't know, five state championships, and one year, they ranked 'em nationally—he was ranked number one in the nation as a high school team. And he spent all the way up until his early forties down there. So he just didn't have the full section of time to have—you've been a young guy coachin' in college, get him a head job at thirty-two, and build the reputation . . .

SL: [*Unclear words*].

JL: . . . and history of what he would do. He could coach football, now. He could deal with the minds of young men, and he always

made 'em rise to a better level, a higher calling. He was great.

[02:34:11] SL: One coach you haven't mentioned is Coach Broyles.

JL: Hmm?

SL: You haven't really mentioned Coach Broyles.

JL: Well, I mean, that goes without sayin'.

SL: Well, [*laughs*] . . .



[02:34:19] JL: Well, Coach Broyles is—what can you say? I mean,

he's gotta be—I think in this century—these are big words—as far as his effect on football, who's his equal? Is Bear Bryant his equal? Maybe as a coach, I'd say Coach Bryant may be the greatest coach that ever lived. But is he an equal, in all of building a program or bein' both athletic director and coach? I wouldn't put Coach Bryant down about nothin'. He's the greatest coach, maybe, that ever lived. But Coach Broyles, as far as a career—fifty years. Who's had a better one? Who can say he did more for his school than Coach Broyles did for Arkansas? I don't think Coach Bryant could say that, and he probably would admit that. I don't know who could say that. I don't think they're out there. I put him just in a league of his own as brilliant, tremendous, great man. Honorable in his dealings, strong. Just because he's diplomatic and a Southern gentleman, don't think he's not strong. He's real strong. He is a

superstar coach and person. No question about it. Now you're talkin' about Coach Matthews at another level. But could Coach Matthews have been a great head coach? Yes, probably in the template of Bear Bryant—somethin' like that. Could Coach Broyles—he proved all what he could do, you know. Put you in the hall of fame—every hall of fame that's available, he's in. Coach Bryant is, too. I'm not tryin' to make Coach Bryant anything but the magnificent coach—one of the greatest coaches that ever lived. [02:36:11] Great story goes with Coach Bryant. A friend of mine went down there to coach with him, named Bob Ford. He's from east Arkansas. He's a lawyer in Wynne. Bob was down there coachin' with him, and Bob told this story that they were in a practice, and things weren't goin' too good and Coach Bryant—it was in the spring right after Coach Bryant had got down there in 1957, I think, or [195]8. He took 'em out, and he called 'em all up, and he said, "You know," he said, "y'all don't know what football is. We're not gonna win any games. I gotta get y'all in condition, keep from embarrassin' us and the people of Alabama." He said, "This afternoon"—he told 'em that before afternoon practice. He said, "We"—he's talkin' to his coaches. He said—Bob said—he said, "We're gonna practice three times today. We're gonna practice



the mornin', practice the afternoon, and y'all need to be prepared, and I'm gonna call 'em up in the afternoon, and we're gonna practice another time. I can't get their minds. I can't get their attention. Y'all sure can't. So that's what we're gonna do." So they went out there that mornin' and practiced once, come back out there that afternoon, practiced twice—second—the practice—run wind sprints and all that. Coach Bryant called 'em up, and he said, "You know, problem we got here is you guys don't know what football is." [SL laughs] He said, "Y'all don't have a clue about the game, and we're gonna lose a lots of game because of that." And he said, "But we are gonna be in such shape—repeat practice." So they go back out after do—having done the mornin' practice, the afternoon practice. They start over—he doesn't cut one period off of the next group of practices. You—you're noddin' your head like you done played a little . . .

SL: Yeah.

JL: . . . and you know what that'd be like.

SL: Yeah. Yeah. Yeah.

JL: And so, here they go again.

SL: Yeah.

[02:38:14] JL: Third practice. [SL laughs] And he calls 'em all up

after it's over. And he said, "You know, y'all's problem is you don't know what football is." [*SL laughs*] He said, "Football is jumpin' in your sleep at night, wonderin' if it's time to go to practice." He said, "The skins on your ski—shins and scratches on your back and blisters on your feet." He said, "It's goin' out there and facin' an old coach that you've been with everyday, and you've gotta go back and face him again, and he's been all over you. And you know it's deserved." He said, "It's talkin' to your mama and daddy at home. Then it's the day of the game. It's havin' looked at all the film and knowin' that the guy across from you is bigger than you, better than you and faster than you, and you know you can't whip him, but you gotta face him." He said, "It's the day of the game. It's wonderin' if your mama and daddy got their tickets and got there safe." He said, "It's runnin' on the field. It's blockin', and it's tacklin'. It's winnin', and it's losin'. [02:39:24] But if I ever ask you again as long as you're here what football is, it's one word. Now hear me. One word. It's Alabama." [*Laughter*] So he says, old Bear says, "What's football?" And Bob Ford says the kids said, "Alabama!" [*SL laughs*] He said, "Get your baths!" He said they took—and—off and ran to that dressin' room like they hadn't practiced once. He said that was Bear Bryant. He could grasp the heart and soul of

a kid and just get him. Have him. Possess him to get done what he needed done. So I think that, you know, there's great coaches out there. But I think Coach Broyles—I don't think Coach Bryant is Coach Broyles's equal if you study it all. You look at it all. And if you just wanna take football games—coachin'—maybe he is more than him, better than him. But if you take what he did for the program at Arkansas versus what Coach Bryant did at Alabama, or any other coach at any other school, there's no one—he should be to—number one on the list of what he accomplished for his school. That's what I think of Coach Broyles.

[02:40:40] SL: Did you ever hear the story about what he did—what Coach Broyles did with his raises early on?

JL: No, I don't know. I'd be interested to know. What'd he do?

SL: He divided it up, gave it to his . . .

JL: Assistants. That's smart, see. [*Unknown voice in background*]

SL: Yeah.

JL: That's not only wise, but that's very, very smart.

[02:41:05] SL: He—another word that you didn't mention in your description of Coach is visionary.

JL: Oh, I—yeah. I probably don't get it—I probably don't see those words just like everybody else does, but visionary—

unquestioned. Intellectually gifted. Genius. Any words you wanna say. Energetic beyond reason.

SL: Athlete.

[02:41:32] JL: Oh, he was a athlete, too. He was a big-time athlete. And still is today. I bet there's not many eighty-five-year-old athletes his equal. Honor. Clean life. Devoted husband. All the good words, anything you wanna say. He broke the stereotype of the typical football coach, or jock, I guess you'd call it. He's just a—he's a gentleman. He's strong. Don't ever underestimate his strength. He's very, very strong.

SL: He fainted when he had twins. [*Laughter*]

JL: I didn't know that. He went down?

SL: Yeah, he went down.

JL: I could see him goin', [imitating Broyles] "Oh, no, no!" And staggerin' back. But I can't see him goin' all the way down. [*Laughter*]

SL: Barbara says, "Well, look over here," you know. Twin girls.

JL: Yeah.

SL: Yeah.

JL: Good man. Great man.

SL: Good man. Good man.

JL: What can you say? Great man.

[02:42:38] SL: All right, now. Let's get back to the team a little bit here. That you—when you—I tell you what, let's get you outta Forrest City up to Fayetteville. How'd you get there? Did your dad—who—did you drive up there? How'd you get there?

JL: No, my brother-in-law brought me the—my freshman year. And we didn't have to be there on August 20 as freshmen, or whenever the date was. We'd come when school started the next week.

SL: Yeah.

[02:43:08] JL: And so, they brought me up, and I remember walkin' in, and the first persons I saw at this university when I got here—I got here about five thirty in the afternoon, and Jerry Jones and Jimmy Johnson was walkin' down the street from where we'd—they'd parked their car to go to Wilson Sharp. And, you know, you'd think they'd've just walked down the steps and then walked down to Barnhill to get dressed and all that. But nobody did that back then. They always drove down there [*laughter*] because you knew you was goin' be tired comin' back. And so—but they were walkin' from where they parked their car, and I couldn't—you know, I was embarrassed to introduce myself or anything, you know. And I knew who they were, but I didn't—they didn't know me, and so I didn't introduce myself.

And so I turned around—we went back into the dorm. I was goin' back up and down, and I remember Jerry came back out, and he threw his hand out and said, "Jerry Jones." I introduced myself. He said, [imitating Jones] "You're B Lindsey's brother?" [SL laughs] I said, "Yes, sir. Yeah, Jerry." And he said, "Boy, I've seen him play against Hall High, and he was a fantastic halfback, you know." And we'd been—from that minute, just the demeanor of him and his attitude towards me—I instantly liked him, and we've been friends ever since. And grew into a—way more than just a friendship, I think, for me anyway. Very, very deep, warm relationship for life. One of the things I say about those guys at that time—we became friends for life. It wasn't just "team," you know, and we ne—winnin' and goin' through sacrifice, especially when you win, builds friendships for life, and that's the way ours are, on all that team. Not just me and Jerry or Jerry and some other guys or whoever. Almost every one of us would be friends for life. It's good.

[02:45:16] SL: Okay. We're gonna get back to that team. I wanna talk about the difference between Caldwell, Forrest City, and Fayetteville. What—freshman—I mean, you're seventeen years old?

JL: Yep, seventeen. I'd be eighteen in November.

SL: So you're—I mean, you're a little bit more than just a kid but not much.

JL: I was just a kid, really.

SL: What did you think when you got to Fayetteville?

[02:45:43] JL: I'll just make this statement. Unequivocally, I was never homesick for a minute. I would call my mother and dad about once a week. I was so absolutely on fire to be there that I didn't have any homesickness that normally kids have. I can't explain why. I loved home. I enjoyed goin' home for Thanksgiving, Christmas, every vacation, spring break. Ooh, I loved getting back and ho—for summer. Loved it. But I mean, to me, I was in Disneyworld.

SL: This goes back to you sayin' it was like a dream that—Mars.

JL: That's right.

SL: You never really pictured . . .

JL: No.

SL: You didn't see it comin'.

JL: No. Never saw it comin'.

SL: And all of a sudden here you were.

JL: Here I am.

SL: You . . .

JL: And I'm lovin' it . . .

SL: . . . weren't gonna let it go to waste, were you?

JL: No, I wasn't. I didn't let it—I don't think I—I think I could honestly say that I cannot ca—recall—I'm sure there was times—that I ever cut Coach Broyles and them short, or the program short, or the team short, durin' my time there. I might have other people who were there say it's different. But in my heart, I don't know what I could have done to be any better of a player, committed any more completely than I was. Like I've said a hundred times, I was on fire. I was on fire for the team, whatever intellect and energies that I had, I was gonna put 'em on the line, you know. And that's the way I played here.

[02:47:30] SL: So you come to Fayetteville. You move into Wilson Sharp?

JL: Yep.

SL: And what about the classes? What about the college community outside the football team?

JL: Oh, that was school. Go to class, go back for lunch, go to class if you had an afternoon class—which I usually avoided. I'd rather go at seven, not have no one o'clock class. I'd—and I would be ready to go down to go to practice. I'd be down there an hour and a half early probably. Sit and talk to Bill Ferrell, the trainer, and visit with him about whatever. And go in and get



my uniform on from my waist down—my T-shirt. And wait till everybody else got there to go to practice. Wasn't every day, but it was 90-something percent of 'em.

SL: So did you have much excitement for the class side of your life . . .

JL: School?

SL: . . . in Fayette—yeah.

JL: No. I fulfilled my obligation to go to class, you know. Like I say, I had a great teacher like John Anderson.

SL: Yeah.

[02:48:45] JL: I had some good math teachers, real good. And I appreciated them. I appreciated all my teachers. But the point was, my heart and soul was Razorback football and sports and that team. That's where my heart and soul was. Now I didn't—I wasn't gonna miss classes and mess that up. I wasn't gonna do somethin' out of order over there. And I am unbelievably grateful for the education that I got. But I coulda done a lot better on the education side than I did. And with all that I know in my heart right now, I don't know how much better I coulda done over on the other side.

SL: Yeah.

JL: You know.

SL: You—[unclear words] . . .

JL: But I coulda done better on the education side, and maybe if I had to do over it again, I woulda tried more. But when I had to choose anything, I always chose the football and the team. And, you know, I don't say that lightly, like, you know, I was a—just a football player, like that. What I just say was that was so consummate important to me and then ultimately then to all the guys that was on those teams that I was on fire there. I was smolderin' elsewhere. [Laughs] I wasn't doin' all I could have done in class and everything that went with that. I was okay. You know, I made good grades and made academic All-American as a senior. But it was not overwhelming. I coulda done a lot better.

[02:50:16] SL: What about the culture? I mean you—you're comin' outta—out of Forrest City, and now you're up in northwest Arkansas, and there's a—isn't it a whole different set of culture here as well, on the campus and—I mean, you had fraternities and sororities. You had dances. You—the town itself . . .

JL: I never went to a fraternity dance. I was k—I was a member of the Kappa Sigma, and I went into their operation over there about three times during my college time. And it wasn't because I wasn't—felt duty—I felt duty to the Kappa Sigmas to the

extent—but you know, they were wonderful, good, kind—everything was nice. But I'm over here on fire. And this over here is nice and good, but I don't wanna be like—I wasn't stuck up, or I wasn't thinkin' I was better than anybody or anything like that. I was just committed and had to be committed over here to a level that I didn't have much room for any other commitment . . .

SL: What about . . .

JL: . . . social life, nothin'.

[02:51:31] SL: What about church?

JL: Yeah, I went to church. I didn't go—I went to a—the little Missionary Baptist church that was here in town, which was the same as what church I was in at Caldwell. That's where I went.

SL: Mh-hmm. But that was just pretty much on Sundays and . . .

JL: Yeah, I went there . . .

SL: Yeah. Mh-hmm.

JL: . . . you know. You know, if you get really honest about it, I, you know, I love the Lord. I love the Bible. I love the truth of the Bible. I love all the things that the Bible represents. I listen and enjoy hearin' the pastor preach. But you know, I know it ain't totally 100 percent the way it's supposed to be. But I was just—I was on fire for that football team and the University of

Arkansas. And, frankly, just in love with the whole thing, Coach Broyles down to the—every player on the team. You know, as you start talkin' about the magnificent people that were there, you know, Bill Ferrell was the trainer . . .

[02:52:30] SL: I wanna talk—I want you to talk about Bill Ferrell 'cause [*TM coughs*] I've heard other folks talk about him, so tell me about Bill Ferrell . . .

JL: Well, it was . . .

SL: . . . you said you would go an hour and a half early, and you'd spend that time with Bill?

JL: I'd spend as long as he'd want me to—I could stay in there and get my ankles taped. I'd be one of the first in there to get the ankles taped. Be an hour early or somethin'—get the ankles taped. And I'd sit there and listen to him and talk to him. And he was just this philosophical genius as I saw it. I'd say it in Coach Broyles's words. He said, "Now, Bill Ferrell"—this is him talkin'—"coulda been a US senator. Bill Ferrell coulda been president of major corporations. That's how smart he was. And he—I come to Arkansas, and I walk in, and he is my trainer. Who on Earth could be so fortunate?" And that's the way I look at it. This man with skill and talent and ability and genius was so out in front of anybody you could hardly imagine. And he had



a way of adjustin' everybody's kaleidoscope [*SL laughs*] that was just like Wilson. But it was different. He did it different.

[02:53:54] I can tell you the story of a player one time, and he was strugglin'. The guy was a good player and really a good guy. Wasn't nothin' wrong with him at all. But he couldn't get his vision of his self—he had a distorted vision of his skills. He thought he was better than he actually was. And we're gettin' taped one day and he—Groundhog is tap—Bill Ferrell, they called him Groundhog or Groundy. And he's tapin' him, and he says, "Groundy, why am I not on first team? I'm alternatin' in there on second team. I caught the ball, and I ran plays, and I did better than anybody that's on that whole field last Saturday."

[*SL laughs*] And he called his name out. I'm just gonna use a name—"Johnny, my boy." And he says, [imitating Ferrell] "Johnny, my boy, some of the coaches"—he talked that deep Virginia accent—"think you're somewhat like a spring flower.

[*SL laughs*] Up to now, you've wilted ever fall." Just like that. And fore it was over, this guy becomes one of the great players in Arkansas history. And—who coulda got him there? Who coulda got his mind, his kaleidoscope adjusted better than Bill Ferrell? Nobody. Tell you that. And he did it without ever hurtin' his feelings, without ever bein' mean to him. And then he

might, as the boy got ready to leave, he said, "Hey, Johnny, my boy, come here." You'd walk over, and he'd put his arm around you, and he says, "You know I love you, don't you?" I've always said I don't know how we could—how could you be that blessed? How could you have that many people with that level of talent, coming from so many directions? And there we got Bill Ferrell for our trainer. Not for the president of the university [*SL laughs*] or not head of a engineering department, or athletic director. But our trainer is one of the most magnificent human beings that I've ever crossed in my life. By the way, he's goin' into the Arkansas Sports Hall of Fame come February.

SL: Good.

[02:56:26] JL: He's already in the National Trainers' Hall of Fame. And he is respected—his legacy only grows because what he dealt with was like ministry. He touched kids in their heart. And you never forget him. I got his picture right over there now. Standing with Coach Broyles. He's just a great man and one of my five most important people in my life—just a trainer.

SL: Just a trainer. I'd heard that he would know—he could read an injury perfectly. He knew what an athlete was capable of and what he was not capable of.

JL: That's right.

SL: He was able to discern who could really get over this injury, or it was not as bad as the athlete thought it was . . .

JL: Mh-hmm.

SL: . . . and he knew how to push him out the door.

[02:57:30] JL: He did. He did. And he would do it with a winsome, powerful way that you knew he cared still. It wasn't like he was tryin' to be some hard-tail person that was tryin' to abuse you. He's push you out there, and I've heard him say, [imitating Ferrell] "Well, you've got a good charley horse, [*SL laughs*] but it ain't gonna be no different—in fact, it may be better if you go practice. If you go out there and practice, you might loosen that thing up. You sit in here in the tub, you ain't gonna get nothin' out of it, and you won't even—come Saturday, you won't know if you can play or not. So I would suggest you go on out there. [*SL laughs*] Take your pads with you and then leave 'em—I'm gonna give you the authority to leave 'em over there on the sideline and start loosenin' that thing up. Now I'm gonna come out there and watch you." He'd come out there and watch you, and he said, "Get your pads and get in there, boy." [*Laughter*] But he wasn't gonna do it if he was hurt.

SL: Yeah.

JL: He wasn't gonna do it if he was hurt.

SL: Yeah. He knew where the line was . . .

[02:58:40] JL: They had a head-on tacklin' drill down there one time and he—Coach Broyles was up lookin' another direction. And they were havin' this head-on tacklin' drill. And coach—and Groundhog—Coach Ferrell climbed that tower, and he told Coach Broyles—he said—this is—told him to look over here. He said, "It's inhuman. I've already had to take three boys in, Frank." He said, "Somebody's gonna really get hurt. I can't defend it." And—'cause I asked him what he said the next day. I saw him go up the tower. And Coach Broyles said, [imitating Broyles] "Stop that, Wilson! You and Mackenzie stop it! Stop it! [*SL laughs*] Move to another drill!" He had power in that operation. Coach Broyles said he could not count the number of games he won. He don't even know how many it was. And he said—he said—the real tender part of that was—he said, "I didn't even know. And I'm sure I didn't tell him 'thank you' enough." But he was tremenyouus. That's the word. Terrific. Terrific. Just—you can't describe someone, really truthfully, that was the quality of Bill Ferrell. How do you describe a guy like that? Loved his family, loved his children, loved his wife, loved all the kids, loved all the players.

SL: He had a lot of kids.



[03:00:13] JL: Oh, did he. Eleven. [*Laughter*] But he was a tremendous man, top to bottom. Just great. No way to describe how great he was, really. I think the ones that really understood how—what greatness is, loved him. You know, you can ask all the players that were there—you know, I bet if you went to Jerry Jones, said, "Jerry Jones, let me ask you a question. Have you ever had a trainer in all the teams that you now have had that was equal to Bill Ferrell, to Groundhog?" He'd probably have to hedge it. "Oh, I've had some great guys, ?I know?." But he would not hedge the fact of sayin', "Nobody could be better than Bill." Just one of those things. When I get emotional about that it's not because I'm a crybaby, but it's because [*SL laughs*] in the depth of my heart . . .

SL: Sure.

JL: . . . I am touched so much by the quality of that person. I mean, it is just—you just could not know how good a man he was, unless you were there. I have a friend that's alive today because of Bill Ferrell. He got hit in the head in practice, and he developed a blood clot, and Coach Ferrell saw some unsteadiness in him and got in the—called an ambulance and got him to an airlift at the airport. Rode with him, got him to Little Rock, had brain surgery. They removed the clot and said that it

was just—he was hours away from death, that if it would have continued to bleed, he would not have lived. So he was a—he was just in a level—league of his own. No way to describe him. I have a great trainer friend at Minnesota named Fred Zamberletti. I love Fred. Fred and I are close. Real close. And I hold him in high esteem. I think the healers of the world don't get their fair share.

SL: Right.

JL: And he was great. But Coach Ferrell was on another level, altogether from anybody I ever knew. Not just Fred. Fred is at the top of the trainer list for me, but Groundhog was just in a—almost another level, totally altogether.

[03:02:53] SL: He was—he also was pretty religious, though, wasn't he?

JL: He was a Catholic, a good Catholic.

SL: Yeah.

JL: Coached the baseball team. I played for him on the baseball team. And you know, I loved him as a baseball coach. Enjoyed him. Was fun, but nothing was equal to what he was as a healer, as somebody who could touch you in your heart when you're hurtin'. Tremenyous, tremenyous, tremenyous, great.

SL: So how'd he get Groundhog? Where'd that come from?

JL: I don't know. I still don't know right to this day. I'm gonna ask—try to ask somebody who's back further—and then it changed Groundhog to Groundy. [*SL laughs*] And I don't know if one of them crazy guys . . .

SL: Yeah.

JL: . . . you might ask Billy Moore. He'd probably know.

[03:03:45] SL: Yeah, yeah. Billy Moore—now, at one point in time—let's see now—there were three quarterbacks in [19]63, right?

JL: Billy wasn't there then.

SL: He wasn't?

JL: No, Billy's last year was [19]62.

SL: Oh, okay.

JL: That was my freshman year.

SL: Okay.

JL: And Billy was a senior that year—fifth-year senior.

SL: Okay. Okay. All right. But wasn't there . . .

JL: We had three quarterbacks in [19]63. They had Brittenum, and they had Marshall, and they didn't know if they wanted to play Bill Gray at quarterback. And he was good. Or Gordon Guest. And we were confused. And Coach Broyles, I think, for the rest of his career, used that as a—to make a commitment to whatever quarterback it is and go.

SL: Yeah.

[03:04:34] JL: And so, the next year he committed to Freddie, and Freddie had kind of a ragged game the first and second games. But he got hot down there at TCU, and from then on, I mean—but Coach Broyles never s—questioned. He was hurt one of the games and didn't play that much. But he got him in there and he never looked back. He was his quarterback. Freddie did good that year. Not just good, he did great, most valuable player in the Conference. And what can you say, you know. Nobody but him led an undefeated Razorback team, so . . .

SL: There you go.

JL: Yeah.

TM: Scott, we need to change tapes.

SL: Okay.

[Tape stopped]

[03:05:14] SL: We've been talkin' about Bill Ferrell, we've talked about Coach Matthews, we've talked about Coach Broyles. I can tell you that, you know, I was a kid when y'all were doin' this. And this was a special time in Fayetteville, Arkansas. [*Unknown voice in background*]

JL: It was. It really was.

SL: It wasn't—I mean, the football team and Coach Broyles, all that

was goin' on. Donna Axum was around . . .

JL: Oh yeah . . .

SL: . . . then.

JL: . . . [19]63 she was, I think.

SL: Yeah.

JL: And Karen Carlson right after her.

SL: Yep. Ronnie Hawkins . . .

JL: Oh yeah.

SL: . . . and the Hawks. The whole music—music history was starting to originate also . . .

JL: Yeah.

SL: . . . outta these seven hills here. My experience with the team was more of adulation. My parents would feed members of the team from time to time. I can tell you—I can remember Loyd Phillips and Dick Cunningham.

JL: Oh yeah.

SL: My dad would cook chickens, [*JL laughs*] and I remember the night that Dick Cunningham—and I wanna say that Lance Alworth was somewhere in there.

[03:06:34] JL: He was before us. Cunningham's my exact age.

SL: Okay.

JL: Loyd's a year younger.

SL: I can remember . . .

JL: And ce—he was . . .

SL: . . . the teams would—the guys would come through for a number of years.

[03:06:45] JL: He was four years older than me, Lance was.

SL: Okay. All right.

JL: He was gone when I got here. His senior year was my senior year in high school.

SL: One thing I can remember vividly about Dick Cunningham. We had set up a card table in the middle of the family room to feed everybody that was up there. And he could not get his legs underneath that card table. His thighs—his legs—were so big.

JL: Oh, he had big thighs, now.

SL: Man.

JL: He played about seven years . . .

SL: "Mutt" Jones? I think Guy Jones was up there . . .

JL: Mutt. They called him Mutt.

SL: Yeah.

JL: Guy was a player. He was a little guy, but he could play.

SL: Yeah. Do you member much about Loyd Phillips and Dick Cunningham?

JL: Oh yeah. Yeah. I remember all those guys.

[03:07:35] SL: Is there—well, let's talk a little bit about—do—are there any more coaches you wanna talk . . .

JL: Well, I didn't—you know, we didn't get through all of 'em . . .

SL: Let's get—let's . . .

JL: . . . maybe I ought a say a word about every one of 'em.

SL: . . . let's just talk about the coaches.

JL: I will.

SL: Okay. Go ahead.

JL: Well you know, Coach Mackenzie was on defense. And in [19]64, Coach Pace had been moved to offense. Coach Dickey was there in [19]63, and he got the job at Tennessee.

SL: Yeah.

[03:08:01] JL: And then Coach Pace became the offensive coordinator. Coach Majors came and coached the defensive backs. And Johnny Majors was a all-around—of course, he had been an All-American at Tennessee, and he was a great football player. But he was one of the most enthusiastic coaches that I'd ever seen. I'd never seen anyone, truthfully, that had more energy on a football field to coach than him. I hold him in extremely high esteem and think that he was just excellent. The linebackers and ends was coached by Coach Matthews, and the down linemen was coached by Coach Mackenzie, who later went

to Oklahoma and, of course, had a heart attack and died over there. But Coach Mackenzie was a very smart coach. He was the defensive coordinator, and he was a very, very good coach. And he had intellectual powers that were very high. I don't know what his IQ was, but he was a great defensive coordinator. And on offense we had Barry Switzer, who coached the ends, and Merv Johnson, a very underestimated coach. Magnificent teacher. He was like an artist up on the blackboard, drawin' the—all the X's and O's and all and the lines and—he had art ability. He could draw things. And he was just really good on the board and really good teachin', very good in just a detailed teachin' of the game, very, very good. And you add all those up, and you know, that turns into a very, very good football coachin' staff. Switzer coachin' the ends and Merv coachin' the line and Bill Pace coachin' the backs. And on defense, you had Mackenzie and Matthews and Majors. And they were just very special. And then, course, Coach Pace was the coordinator of the offense. Coach Mackenzie was coordinator of the defense. And the next year, that staff—that whole staff stayed in place for two years. [03:10:15] And then Mackenzie got the head job at Oklahoma after the [19]65 season. And went over there and had one season, I think, and somewhere in [19]67—I remember I was in



National Guard, at Fort Sill goin' to trai—encampment—I heard on the radio that 37-year-old Jim Mackenzie, head coach at the University of Oklahoma, died of a heart attack last night. And I did get to go up to Norman to his funeral. But that was a great group of people. Great staff. There was others there, graduate assistants and other people, who had a big role. And then, course, you had the Groundhog. [*SL laughs*] And—the trainer, father confessor . . .

SL: He was the glue, wasn't he?

JL: He was the best friend. Coach Broyles said when he lost him, I—he said—I don't want to overly quote him here and what I think he said, but I remember pretty vividly that he said that none of us knew what we had with him. Nobody knew how important he was. [03:11:24] And he told the story of the last game he ever went to. And he was sick, had that leukemia, you know. And he was really weak and sick and achin' and hurtin' and just sick. And he said, "Bill, you don't need to go out there. It's cold out there today. You don't need to go today." He says, [*imitating Ferrell*] "Coach, that is not your decision. [*SL laughs*] I'm gonna go, and if somethin' happens to me, it's not your fault, either. Know that." And so, you know, he just was tremenous, and he could reach across ever direction to make it

right. Make it good. Make it fair, you know. He just was good. That's all you can say. Just great. One of the five best people I ever knew, and I hold him in that high esteem today. And we had a group that got together, and they give a scholarship now. I mean it's a—we got a very well-financed trainer scholarship that's done for Bill and—not me but all of us.

SL: Yeah.

JL: He's beloved by everybody that was ever there. He's just great. And you go on through that whole staff, and you know, they're just—you start talkin' about those people, you know. Switzer wins national championships. Majors wins a national championship. Johnson wins national championships. I mean, it was, you know, special group of people. And they understand, I think, very much the motivational side of football, and they got touched by it. So, anyway . . .

[03:13:17] SL: All those guys, coaches and players, they all brought somethin' to that team, but it was the combination . . .

JL: Sure.

SL: . . . of all of 'em that made that—made this thing happen.

JL: That's right. And Coach Broyles was the glue that held it together, too. Make that clear.

SL: Yeah.

JL: The total cement. Groundhog had his role in a big way—big, big way. Way more than anybody knows. But every one of those coaches was workin' hard, too. [03:13:51] And I'd be remiss if I didn't mention Dr. Kaylor, who was our team doctor.

SL: Coy Kaylor?

JL: Yeah. Superstar. Just couldn't get any better than him. And, you know, him and Bill Ferrell was like brothers, you know. And they just loved each other past the point of normal affection. It was just heart-to-heart, friend-to-friend, brother-to-brother kind of love. And then Dr. Kaylor, you know, was doin' all that for nothin'. He didn't get paid a dime. All he—was a act of love with him. [03:14:29] And I'll never forget one time Bill Ferrell came up to me, and this was in that—I think it was [19]64 or [1965] season. I think this was [19]65 season. He said, [imitating Ferrell] "Lindsey, [*SL laughs*] do you think the boys this comin' game would see fit to give Dr. Coy the game ball?" Which is very—in football it's more than it really is. But, I mean, it's important, you know, in football. And I said, "You know, somebody said something to me about that last week. They was plannin' to do that, Groundhog." He said, [imitating Ferrell] "Oh, that's very good." [*SL laughs*] I never told him, but he—but we gave it to Dr. Kaylor that very week. He couldn't even say a

word. He just choked up and cried over a football, you know.  
But it's more than a football . . .

SL: You bet.

JL: . . . because it's a symbol of all the caring he had done and all the love he had done and all the work he had done. And all the free gifts he had given. It was like sayin' here, thank you. We won today. We all signed the ball. I bet somewhere some of their family members got it now.

SL: Yeah.

JL: And it becomes more than just a ball, you know. It becomes somethin' big. So anyway . . .

[03:15:50] SL: Well, remarkable success after the season for all of—  
for all these folks. I mean, it's no wonder—I mean, you still have the fire that you brought up here from Forrest City . . .

JL: I d—I hope so.

SL: . . . you—to this day. I can tell you that it burns. It's rampant. There's nothin' nobody can do about it. [*Laughs*]

JL: Well, thank you. Thank you. They can't cover—I don't think they can put it out with water . . .

SL: [*Laughs*] I don't think so.

JL: . . . or maybe with a bullet, but not water.

SL: But you know what? I also get from a lot of the—a lot of your

teammates and the folks that I've known from that team. Any time I've spent with them. There's something about that group.

JL: We got caught in—you know—in—caught up with the fire of it all. Ain't no question about it. I think it burns in every one of 'em's heart. And some of us, it's the greatest accomplishment of our life, you know. Some of us, it's not, you know. I mean—but it's a very bright moment. Great time, great friends.

[03:17:03] SL: Well, okay. So do you wanna talk about *22 Straight* at all? Do you wanna talk about—I mean, you know, that's a great book—it's—good film. Is there anything you wanna—any particular game—any particular instance that you wanna go back to?

JL: I really don't. I would just say that we were on fire, and we prevailed twenty-two games in a row. If there's anything that I would ever be sorry for is that we came up pretty injured going into that LSU game, and they got everybody back healthy. And if we had that to do over again, I think the leadership for our team coulda not let that drift into what was a mediocre performance. And that would be the one thing—only regret—only regret I got while I was here, is I felt like it was mine and a few other guys'—mainly me, is the way I look at it—responsibility to not let us drift into the mediocrity that we drifted into during

that week. And we had so many people hurt, you know. Brittenum got his—in the game—got his shoulder dislocated. And we just weren't the same team. And LSU got all their players back from—that had been injured that year, when they was supposed to have a great season that year. And so we go out there and play this really good team, and Jon gets hurt in the second quarter, and then we're, you know, we're not what we could be or were, with him there—without him there. And so anyway, it was just a wonderful experience. Twenty-two straight games. You go back and you look at winnin' streaks in the United States, and after you break outta that Oklahoma winning streak back in the late [19]40s and early [19]50s, then I don't know. [03:18:57] I really need to Google it, but I don't think there's but one or two that's been equal to what we've done. And so that's somethin' to be proud of. It's to be proud of for Arkansas, and we are proud of it. I know every player was proud of it, so—but if we had won that last game—then they won the first seven the next year. So we woulda had a thirty-game winning streak, which woulda been the largest winning streak outside Oklahoma's winnin' streak in this century. And—but it didn't happen. But we did twenty-two straight, and I think it's in the top twelve or somethin' like that . . .

SL: Yeah.

JL: . . . of the winnin' streaks in this century, so . . .

SL: Small school . . .

JL: Yeah.

SL: . . . gettin' that done . . .

JL: Little place, little state.

SL: . . . against big schools . . .

JL: Most ar—mostly Arkansas boys.

SL: Yeah.

JL: Not all. Some Texas but mostly Arkansas—one Memphis, one Tennessee. And was somethin' to remember.

[03:20:02] SL: All right. So let's finish up the season here. You—y'all—or your college career. Is—your—let's say that your—you come out, and there's no—there's not—what do you have ahead of you? You get drafted?

JL: Yeah.

SL: How'd that come about?



JL: I get drafted second by Minnesota. They had two leagues then. And I get drafted second by Buffalo, which is the equivalent of being a first-round pick if they all were in the same group.

SL: Yeah.

JL: But they had the NFL and the AFL.

SL: Yeah.

JL: I'm drafted second in both leagues. I get some nice money.  
And I go to Minnesota.

SL: Let's talk about your runnin'. I mean, you got drafted because  
of your ability to make yards, is that . . .

JL: I think I got drafted 'cause I was kindly an all-around kind of a  
player.

SL: Utility guy?

[03:21:02] JL: Yeah. I mean, I could catch. I could have played—if  
they wanted to pump me up, I coulda maybe played tight end.  
And I could play receiver. I—you know, statistically, my best  
part of any numbers you look me up on—'cause I didn't play that  
much—but I would play in long-yardage situations and in short-  
yardage situations at Minnesota. And—why? Because I was a  
good receiver, you know. I could catch the ball. And so that  
would be for long-yardage situations. And I was a fairly good  
short-yard runner. But, I mean, I couldn't consistently sustain,  
you know, fifteen, twenty times a game carryin' the ball. I had  
too much surface to hit at. And I wasn't quick enough to get out  
of the—some of the licks. But, anyway—and the coach knew  
what my skill level was. Coach Grant did. And I made some  
good plays—big plays for Minnesota at receiving the football. I



moved over into special teams, and the single biggest honor of my total athletic life was when Coach Grant appointed me, spontaneously, captain of the special teams. 'Cause I knew he didn't do that lightly. And he knew that I was doin' a good job there. And that was a great honor to me. And it was a place where you could think, you know. You had room to be able to think and make sure there was things that you could help the team with that nobody in the coaching staff knew about. And that is, how many players on the field. You know, when you're gettin' ready to get a kickoff, you gotta have eleven—you need eleven, you know. Can't have twelve. And I'd keep up with all that. And I knew who substituted for what position on the special teams. If the guy at upback was not there when I'm on the field, you know, I'm gonna know who his backup man is. I'm not gonna say, "Hey, we need a upback." I'm gonna say, "Get Bill Brown out here." You know, or whatever. And it's kindly an intellectual-timing thing, more than a football-ingenuity thing. I just knew the people were that were on the field, and who was supposed to be on the field.

[03:23:24] SL: What were the—weren't the special teams called somethin' back then?

JL: Well, they called 'em kickin' teams and special teams and

"suicide squads."

SL: And suicide squad because . . .

JL: Well, you're up there on the kickoff, and you're lined up—you're gonna kick the ball to the goal line to the best athlete they got. You're gonna have guys crossin' in all direction up front. Then you're gonna have a wedge of four monsters comin' at you. And you're comin' down to cover the kick, and the guy gets in behind those four big guys—you ain't got but one choice, and that's to go in there [*laughs*], and that's when the suicide word comes up. And so it was—it's different, you know. I've lost my courage before—be honest about it, you know. And I've maintained it more than I lost it. But you're running full speed down there, fo—two—four guys in a wedge—you're gonna go in there and bust a wedge. I've done that before. I've seen an opportunity to go behind the wedge—the guy at the back was too far away from the wedge, and you could get in behind the wedge and make the tackle. I don't think there's many times, at least, that I turned and ran. But I know that it's a challenge, and you just have to look at it like, you know, some—my—I might get hurt here, but I don't know. I can't do nothin' but try to hold my honor together, you know. So you go in there and play football.

[03:24:52] Coach Grant taught me a lot, in the fact that in any

situation, he said, "Play football." Now you'd say, "Okay." But he'd say, "You gotta know how to play football." So when you're coverin' that kick, and the guy is six yards behind the wedge, and you can get in behind the wedge and make the tackle on him, you're a fool to go in and hit the wedge and not do nothin' but get blocked. If he's at—if he's two yard—three yards behind that wedge, and you can't get around there and get him, and you let 'em have a gapin' hole in the wedge and the guy—the blocker's still runnin'—nobody takin' up—you made a terrible decision. And that would be a cowardly decision. So he was just, I'd say genius at the practical part of football, the best that you'd ever be around. Honest. Never heard him say a curse word, never, my whole time there. Seven years—six years I was with him. Never heard him say a profane word. Not raise his voice—I never heard him raise his voice more than about ten times. He was just . . .

SL: Steady.

JL: . . . strong and steady and true. Solid, real. Just the best.

[03:26:19] SL: What was the big difference between college and pro?

JL: Nobody graduated. [*Laughter*] That's it right there. Wouldn't be that much difference if they'd all graduate.

SL: Yeah.

JL: But nobody graduates. You got 'em for life.

SL: You keep goin'.

JL: You know, you've got forty-, thirty-eight-year-old men out there. Got all kinds, but they knew football, and they'd throw it to you when you'd least—when it was most important. They got racehorse—young stallions out there. And you just got it all. All different. Nobody graduatin'.

[03:26:57] SL: [*Laughs*] How was Minnesota?

JL: Well, it was cold in the wintertime. But I loved it there. And I mainly loved it there because the organization was so good to me. But Coach Grant was just such a magnificent leader. I wouldn't have wanted to play another down anywhere. I don't know if I could have played—I didn't test the water past when I thought my time was ready to go. You know, I've had people tell me, "You could have played twelve years or eleven years or thirteen years." And I knew I got seven. I didn't get cut. I didn't get fired. And I talked to Coach Grant, and his exact words were, "We want you to come back. We have confidence you will make this team. But you must always know, Jim, that the ultimate end in football—the business of football—there'll come an end. And it ain't far away from the best player in the

league. And you think about a decade" . . .

SL: Yeah.

JL: . . . "or in your case, two years, three years. I don't know, but I wouldn't want you to come back without your heart totally set on it, you know." He was kind and nice, but he basically just said, "And it's up to you." Just like it was the first year you went there. He didn't pull no punches or make no deep thoughts or get into philosophy and BS of wantin' to have you back. He just simply said, you know, "You know the game as well as I do. You know, you're always just one injury away from bein' out of it, anyway."

SL: Yeah.

[03:28:44] JL: "You've got your legs, hadn't you?" I said, "Yes, sir." He said, "You got any serious injuries?" I said, "No, sir." I said, "That's one reason why I'd like to play again." "Well, you can now. You know, I don't think there's any question we'd wanna use you in the same role we always have. But you know, there's always one—you just need to know that time is not far off."  
[Laughs] "Thank you."

SL: Yeah.

JL: And I just decided to open up a business here in Fayetteville.

[03:29:09] SL: Okay, now let me ask you this. What is going on in

Arkansas while you're in Minnesota? Are you communicating . . .

JL: Oh yeah.

SL: . . . back and forth? Are you—I mean, I know that you've developed relationships here in Fayetteville outside of the team.

JL: Yeah.

SL: And so—do you wanna talk about any of those?

JL: Well, one of the things that had been good for me is that, you know, I'd went to—I'd bought the land where the mall is.

[03:29:38] SL: Now how'd that come about?

JL: Well, I came back after—I was still here, and I got that football money. And I found the best thing I could find to put down.

SL: So you bought that property before you went to Minnesota?

JL: Yeah. But after I got—after . . .

SL: Part of your . . .

JL: . . . after I'd signed the contract.

SL: Yeah. Was that a signing bonus that you . . .

JL: They gave me the signing bonus, and I used that to borrow that—buy that piece of land.

SL: Who convinced you to buy that land?

JL: Well you know, I tell you, I don't wanna—there was a good friend who—J. W. Gabel who works with us. It was Griff Wilson,

his father-in-law. And Griff showed me the farm on one occasion. He had told me about it. And then the lady that was there, I'd got to know her and—that owned it. And so, I just decided to buy it. And after I bought it, you know—it was very good price, of course. Today it would be look like—nobody could believe it. But prices were goin' up all around, you know. And it just caught in an up movement, just like what we've had in the last three or four years on the downside.

SL: Yeah.

[03:30:58] JL: It was just a runaway up. And it all worked. And it just was very, very good. My dad come and looked at it and walked across it and said, "Son, son, son, they've handed it to you on a silver platter, and you just pitched it out the window." Now over in the Delta he's lookin' at land that was five feet deep in topsoil, and out here, it was a rock pile, you know. He could not get the equivalency of it bein' commercial and all that. I said, "Well, Dad, it's just a half a mile down here from the bypass. And this bypass is fixin' to be built, like, now. They're clearin' for the bypass as we speak." And, "Oh, now, if you're talkin' about commercial and all, that's all—I don't know nothin' about that. But it's sure no farm, you know." [SL laughs] He was right. It wasn't no farm. It was a rock pile.

SL: Well, now how many acres was it?

JL: It was a hundred and thirty-seven and a half.

SL: Mh-hmm. Now it wasn't in Fayetteville, was it? It wasn't part of Fayetteville.

JL: No, that's the interesting thing, there, is it was in Springdale School District and Fayetteville city limits. It's a [*unclear words*] there.

SL: That's interesting.

JL: Yeah.

[03:32:10] SL: How did E. J. Ball get in your life?

JL: Oh. Well, he helped me with that football contract. Never charged me a penny. One of the great gentlemen that's ever been in the world, far as I'm concerned. And he did all that work for me for nothin'. Now when this sale came along, and I resold it to General Growth development, he took a fee then. But up to then, he had never taken a fee. Never charged me a penny. Anything dealing with football contract, anything dealing with the land I was buyin'. Till I sold somethin', he never took a penny. I tried to make it up to him—I tried to later, but you never catch up with E. J.

SL: Yeah.

JL: You'll never be able to get it all back even with him. Whether



it's buyin' lunch or what it is. [SL laughs] He was just generous to a—to the very depth of his heart. Great people I've ever known, too. [03:33:09] So that's the kinda way all that happened. And we just bought that piece of land—that was just speculation. But I did have this much thought, that this land, they're fixin' to put a bypass that's gonna land right below it down there. It's gonna tie—this gonna go around Fayetteville, come back into 71 up here, and it's in the heart of this whole area. It's a central point between Fayetteville and Springdale. Odds look pretty good for it, you know. That would be my rational and reasoning on it.

SL: Mh-hmm. Was it far enough along that you actually put the numbers to it? You di—you really—it was just pretty much speculation.

JL: Well, let me just say this. You could buy this for eleven hundred dollars an acre at that time. And I could buy a piece of land on the back side of St. Francis County over there—didn't even—just woodland on Crowley's Ridge—that was six fifty an acre that time. Math just—nothin' I checked added up. It just didn't add up. So I bought it, you know . . .

SL: Yeah.

JL: . . . on the basis that the math didn't add up, anywhere—any

way I looked.

SL: Yeah.

JL: Usually that'll work. Don't mean it'll always will. But usually it will. 'Course, this part of the country was boomin' beyond boom, you know.

[03:34:32] SL: So did you just decide to—I mean, did anyone advise you to take that money and invest in land, or was this something you . . .

JL: I talked through it with Mr. Ball. But he had already turned it down at one time. He'd turned the place down. He had represented the families in it, and one of 'em asked him, would he be interested. And he just said right then he didn't—you know, he couldn't—didn't want—you know, then I came along. And he told me that, you know, it's speculation. You know, you ain't got no income off it, and you're gonna have to be able to just finance it outta your pocket, you know, and outta your salary. So I had notes receivable on one little old deal. I went to the bank in Forrest City and signed my football contracts and would get enough money to make—guarantee that I could bridge the payment schedule. And so, the bank in Forrest City, which is a whole 'nother story, with Mr. Campbell and his dad and—Mr. Bill Campbell and Mr. Will Campbell, Denny Jarrett, the whole

bank over there, how they had supported me through my early business life. And . . .

[03:35:46] SL: Well, you wanna talk about them or . . .

JL: Well, I need to . . .

SL: Let's do it . . .

JL: . . . 'cause they're just excellent . . .

SL: . . . let's do it.

JL: . . . great people, and when this deal come up, you know, I had to be able to bridge some gaps in there with the financin'. So I went to Mr. Campbell and them—I had guaranteed contracts at Minnesota, and I signed my contract to 'em, football contracts, to be able to guarantee that if I needed money to bridge that gap that I would have it. And of course, they—from Forrest City there, bein' family, they loaned the money to my daddy is what I always said. They didn't loan it to me. But they did loan it to us, and I ha—to bridge that times when the payments would be outta sync.

SL: Yeah.

JL: And by the third year, I had an offer to buy it for so much more than what I paid for it that, you know, made me look like a child prodigy. [*SL laughs*] [03:36:43] When I first started, there was a guy that said that when I bought that land that they

thought I was biggest dummy—they used a A-S-S behind it—but I was the biggest dummy that had ever come down the pike up here. When they—when I sold it, they concluded I was a child prodigy. [*SL laughs*] When the guy that bought it from me sold one ?out lot? for a third of what I got for the whole thing, I was back to bein' a dummy again. [*Laughter*] Yeah.


SL: Further on, we all know, don't we? Over time, it's funny.

JL: Yeah.

[03:38:26] SL: Well, so that—by any measure at that time, it was a successful investment.

JL: Huge. Huge beyond imagination.

SL: And so, that had to put a new fire in you.

JL: Well, it gave me a—an aura, I think, that I knew somethin' about just spontaneous reaction to value. And I didn't spend a lotta money. I didn't throw money away, crazy. I was careful— reasonably careful with money. And then I just kept buyin' and dealin'. Then got over into apartments. And when we got over into apartments then, you know, our business life changed right then. And the reason was is we found a formula that let us have a distinct advantage over the competition. Most people build an apartment complex, they look out one side, they got a balcony out the backside. We took it and put two fronts on it. Run all

the utilities through a chase wall down through the middle. You have two fronts on the buildin'—you don't have a back on the buildin' where you got towels and things hangin' off the balcony and all that. We had it to where both sides of it was the front. And we run a chase wall through the middle and put all the utilities in there, and it saved about \$7,500 a unit. And \$7,500 a unit equates to that much cash flow if you amorize it, if you don't have to pay it. And in fact, people liked our unit better than they did the one that had the balcony, anyway. And so, then we put amenities with it and then golf with it, and that became a very positive, important—positive movement for us.

[03:39:16] And the one thing that I've always recognized is that if you think that you've got a foolproof plan—there are no foolproof plans. If you think that you've got the one that nobody else can even get close to having, watch out, you're fixin' to get tripped. And so I try to stay as humble as you can stay in recognizing that there's an economy out here that can take me down or take anybody down. I don't look at it as if—that I'm foolproof, or that I've got some angle on the rest of the world. I don't look at it that way. I look at it real simple. That, "Thank you, Lord for what you've given us. Thank you for our plan. Show us how to make sure we're fair to everybody we're dealin'

with. And show us where we're wrong, where we can improve. Somebody help me, show me." And then get good people that's doin' the same thing for you. Now the God of the universe first and then some friends and then some consultants and then your own judgment. Somewhere in there, you oughta be okay, you know.

[03:40:33] SL: Yeah. You know, it's—that's really—that attitude of, "Watch out, don't fool yourself. Don't"—you know, that's in some ways that's kinda like Bud Grant giving you an inventory of your physical condition at any one time. That—but there's gonna come a time.

JL: Exactly. Yeah.

SL: Yeah.

JL: Yeah. There's gonna come a time if I wanna go that route—one, that I'll be dead; two, the buildin's will fall down.

SL: Yeah.

JL: If you wanna get humble. And you should look at 'em and say, "If that's a hundred years from now—I hope it is at least that long—between now and then, I need to have a plan to keep 'em [*unclear word*] close to new as possible."

SL: Yeah.

JL: And 'cause I owe it to the people that's goin' be living with me,

or they won't live with me. So, anyway . . .

[03:42:29] SL: So what about the golf courses and the apartments together? [*Unclear words*] . . .

JL: You know, that's a story that needs to be told.

SL: Let's talk about it.

JL: It's real unique, and it happened real simple over at Greens at Lakeside, here in Fayetteville. I was over there with Lyndy, and there's a big drain down through the middle of this piece of land when—in the raw.

SL: Yeah.

JL: And I said, "Lyndy, could you put a couple holes in there, maybe just a pit and—pitch-and-putt hole, where the people livin' here could go out, maybe just practice a nine iron a little—just a little fun and all that." And he says, "Yeah, let me look at it." He's gifted this way, Lyndy, my son. And so, he took it and drew it all up and come back and handed me a nine-hole golf course [*SL laughs*] around this lake. [*Laughter*] And so, that's what we did. We went and built this nine-hole golf course. It was totally Lyndy's brainchild. At the same time, we got this piece of land up in Rogers that's now Lost Springs. And Lyndy was up there, and he went and built that thing. And he built a little nine hole out there for about two hundred and fifty thousand, you know.

And he built the big one up there for a million one. And, you know, I check around, and most golf courses—we paid this much for some—costin' three, five, six, seven million dollars, you know. And he had this little—nice little somethin' here for almost nothin' [*laughs*]. [03:43:00] And then he said, "Dad, you know, we can use the dirt outta these lakes on these nine-hole courses and balance our cut and fill for all our apartment buildings. And think how much we could save there. And then we do have to finish the little golf course. But finishin' the little golf course probably is not goin' to be as much as it is to haul dirt in. So if we can move the dirt on site, we can have the golf course for little to nothin'." And that's what we've done. It's all him; it ain't me. That's my son Lyndy. It's his brainchild. It wasn't mine. So all of that—you know, I agreed to do it, but he come up with it all. Him and Kevin Rogerson, who—they were out there workin' together—just kids, you know, and had a great time startin' and doin' those things, and then we're still doin' it.

[03:43:56] SL: Okay, so we're gonna get back to the business career, but you've mentioned your son. So let's talk about your family here . . .

JL: Yeah.



SL: . . . while we've got this fresh goin' on.

JL: Yeah.

SL: When did you start havin' family? When did that occur in your life? What . . .

JL: Oh, well. I was twenty-two years old.

SL: So you were . . .

JL: I was—when I got . . .

SL: . . . in Minnesota?

JL: Yeah. When I got married, I was just fixin' to turn twenty-two. And Lyndy was born when I was twenty-four. He's forty-two now.

SL: Wow.

JL: I'm sixty-six.

SL: Man, it goes fast.

JL: And—oh, it does now. And then John David came three years later, and then our daughter, Sarah, came five years later. And she's a little scrapper and a real nice person. She's got two beautiful boys. She's married to Zak Clark.

SL: Zak Clark.

JL: You know Zak.

SL: I know Zak. Sure, I know Zak.

JL: Zak's a special young man. A sweetheart kid, just a great guy.

SL: Yeah.

JL: I mean, he's a—smart as a whip. You know, I've tried to—I had him for a little while—seduced over here with us, [*SL laughs*] but he loves that football so much he goes back to it.

SL: Yeah.

JL: I wish he'd come stay with us 'cause he's great. And then—so Sarah's got two boys, and John David's got a boy and a girl, and then Lyndy has got three boys and a girl. So we got seven grandchildren.

[03:45:32] SL: Three children and seven grandchildren.

JL: Right.

SL: Lucky man.

JL: I am. Real lucky. Those gra—you got grandchildren?

SL: No. I don't have any grandchildren yet.

JL: Okay.

SL: I've got a son that's married, and I've got a secret I can't tell just yet about my other son but . . .

JL: Oh, he's about to get married? [*Laughter*] I'll tell you this . . .

SL: [*Claps*] Now, see, I just got the call last night.

JL: . . . I ain't gonna say nothin'. I ain't gonna say nothin'—just call the whole town. [*SL laughs*] Put it on the blog.

SL: It's a secret from—he—his girlfriend doesn't even know yet.

JL: Oh, well, that's good. He ca—he has to wait . . .

SL: So it's imminent.

JL: . . . we can't spring that.

SL: It's imminent.

JL: No, but . . .

SL: Now, see, I'm gonna be in all kinds of trouble now . . .

JL: Now I ain't gonna say nothin' . . .

SL: . . . 'cause this is on tape.

JL: Yeah.

SL: It's forever.

JL: You ain't gonna put it out, are you?

SL: Well . . .

JL: Can't you erase that part of it?

SL: Well, I can, but by the time it gets out, he'll probably have already popped the question.

JL: You oughta send him that. [*SL laughs*] That's the way—when he's announced it to her [*claps*] . . .

SL: Yeah.

JL: . . . then send it to your boy.

SL: Oh, I'll do that. Thank you.

JL: Yeah.

SL: Yeah, that's good.

[03:45:29] JL: But anyway, yeah, they've done real well. And you know, I'm proud of 'em, everything about 'em. Best—I'm proud of 'em is that they really are good-hearted people. You know, that's what my dad was, was a good-hearted man . . .

SL: Yeah.

JL: . . . and if there's anything that I would wanna be remembered as, is just that the guy's—he had a good heart. He cared. He wanted to do right. He cared about people that—less fortunate. He cared about people's soul. He cared about whatever. I'd like to be remembered that way.

SL: I think you—I think you've got a pretty good legacy goin'.

JL: Well, we'll see.

SL: I think you're doin' . . .

JL: It ain't over, so . . .

SL: . . . pretty good at that. Well . . .

JL: . . . but thank you.

[03:47:10] SL: Okay, so is there anything else you wanna say about your children or your family or your grandkids?

JL: Well, I've just been most blessed that anybody could be, from my mother and dad and the family I had as a child—to the most secure, safe relationship you could ever imagine as a child, you know. Livin' out in the country in a pristine circumstance of life

on the farm, seein' the life and world as it is, comin' here and the beautiful family and all now. And just grateful and thankful to God. That's all. You better—when you ca—here's what I learned a long time ago. When you cannot account for the reason that you're having good fortune, don't go tryin' to figure out how smart you are and what all you've accomplished to have this good fortune. Remember that there is the ultimate giver of good fortune, and that is God Almighty, Divine Providence, and accept the good fortune He gives you as bein' ten times more valuable than what you could earn on your own. 'Cause what He gives you is free. You don't have to work for it. You don't have to fight for it. You don't have to battle for it. It just comes. I really believe that.

SL: That comes with the first breath.

JL: Yeah. It does, don't it?

SL: Yep. [03:48:50] You wanna get back to the business side of stuff? I mean, you've done—you're all over the state now, aren't you? I mean . . .

JL: Well, we've got thirty-four thousand apartment units out there. And we're in Oklahoma with forty-some-hundred. We're in Kansas with, I don't know, eighteen hundred—somethin' like that. We're in Missouri with eight hundred, I guess. We're in

Arkansas with sixteen thousand. We're in Tennessee. We're in Mississippi. We're in Alabama, and—I think that's all.

SL: Jim, how many folks are you takin' care of in order to take care of all that? I mean, how many folks do you have workin' with you?

JL: We have a lotta people workin' with us, but let's make it real clear. I'm not takin' care of them. They're takin' care of me. *[Laughter]* And it's not what they're doin'—what I'm doin' for them. I'm—what they're doin' for me—and us. And that's the way I look at our associates or whatever Mr. Walton would call 'em—be associates. What I'd say is just "team members." People workin' for us. Just very, very important. And if my job is to make sure they're taken care of . . .

SL: That's what I'm sayin' . . .

JL: . . . within the best guidelines of what's fair to them, then all the rest will work out, way I look at it.

[03:49:26] SL: Do you have any idea how many people that is?

JL: Well, you know, we got—think thirty-four thousand, I think, livin' with us in all our units. We got somewhere over—not countin' real estate at all, just apartments—over twelve hundred that work in some capacity. And then in all the other ventures, I guess, the real estate or whatever else we got, we'd have close

to—and golf courses and all that—we'd have close to that many again. So it's a couple thousand people. It's bigger than the town of Caldwell. My town—at Caldwell—was two—when I was born—I think it was two hundred and fifty-one. They've expanded the boundaries a little now, and I think it's like four hundred and thirty or some. So . . .

SL: Doin' well.

JL: Well, it's been okay. It's been good and because of them and their efforts. You know, I mean, you ain't got but two hands. One man don't have but two hands. I couldn't manage one apartment complex by myself, let alone a bunch of 'em, you know. You gotta have people that's with you.

[03:51:47] SL: Well, but you gotta say somewhere in there the math—you saw the math.

JL: I saw the math.

SL: And that goes back to . . .

JL: I understood the math . . .

SL: . . . that goes back to your math teacher.

JL: . . . it goes back to Mr. Bratton. I owe him everything. Bottom line is that, without exaggerratin', I could be sittin' in a room and a bunch of numbers be thrown around, and I'd brush those numbers off, knowin' it was a complete failure before some—

while somebody else was tryin' to worry with it, you know. Mr. Bratton had already thrown that formula out by my way. And all of the plane geometries, trigonometry, calculus one—stuff that has any mathematical equation to it, it takes complex numbers and converts 'em to two words—yes, no. [*Laughter*]

SL: On, off.

JL: On, off. Exactly. Thank you, Mr. Bratton. Thank you, buddy.

[03:52:47] SL: Yeah, yeah. That's good.

JL: Yeah, he's superstar. I could not tell you how good a man he is. Great. Just wished that—I wish ever student in America could have had him. That's the way I look at it. That's how great he was. I wish they had him on tape, where they could send it out there. Yeah, they missed it. 'Cause you just couldn't imagine how good he was. Boy.

[03:53:18] SL: Okay, now we've got a couple th—a few more things to talk about before we even get to the Hall of Fame stuff. You spent some time—you have spent a lot of time and a lot of effort and a lot of attention toward the University of Arkansas. You spent some time on the Board of Trustees, and I know that was a great honor to be on there.

JL: Yeah.

SL: You wanna talk a little bit about your time—Board of Trustees?



JL: Well, what I would just say is that there is no way in this lifetime that I can get even with the University of Arkansas. No way. I can't get even with Frank Broyles. I can't get even—Mr. Bratton back at Forrest City. I can't get even. [*SL laughs*] There's no way to get even with somebody that's given you as much as the school has given me, as much as the athletic program gave me, as much as Mr. Bratton gave me, or Forrest City High School gave me. Now, you can give money. And then all of that, do you get even? My answer is no. I don't think I'm gonna get even. [03:53:27] And so, I guess my position is real simple, to say that I very much love that school. I love that silly little ol' pig. [*SL laughs*] I mean, whether he's curled up asleep or whether he's like a ragin', crazy hog, I love him. I love that. I love all—it's not a matter of liking it or feeling good about it. I just love it. One thing I'm proud about in my time on the Board of Trustees—I think Dr. White, Dr. Sugg, I think would say—that there was never an issue that dealt with expanding that programs—of that university—that I not only was for, but I was aggressively for it. I know what it did for me. [03:55:26] I would like for everybody in the state of Arkansas to have a chance to come to the University of Arkansas. And my heart's desire—and I say this unequivocally—without regard to their

grades or their transcript or nothin'—that they get a free choice to fail at that wonderful school. And at least have the chance that I was able to have. And feel the wonderful joy of what that whole institution means. That's the only thing I ever disagreed on when I was there. Standards—I like standards. Somehow have some program where somebody can come and fail any way—have the right to fail. Give him a chance to fail, well as a chance to succeed. And do that across the board to anybody that wants in that great school. Look at him his second year. Look at him his third year. And at some point, wipe out what all was in the past on his grades in school and high school as if they don't exist and let him stand on his own merits at the university. I think there's a lot more students who would catch fire on that. I think there's probably five thousand students a year in Arkansas who would love to have the chance to come here. Literally, in four years, could nearly double our total enrollment. I think the pros would say, "Ah, Lindsey's just talkin' there. He don't know what he's talkin' about." And I may not. [03:56:58] But I would like to have a division of the school where the kids have a chance to fail. That's why I was really interested in high school because we could have room there, literally, to have another university. And put it down there with them having

direct access back into the mainstream as soon as they straightened out whatever their problem was. And give 'em a chance to come to the University of Arkansas and do not make 'em feel like they've been stiff-armed not to come. I never—you know, I'm sayin' that stronger than I ever disagreed with anybody. I made my views felt. But I would like to—ever student from Forrest City who could have a chance, to come to this great university. And let somebody here at Fayetteville be the Mr. Bratton in their life. That motivated them. That made 'em catch fire and gave 'em a direction in their life they would have never dreamed about without havin' been there.

[03:58:03] That's the one little thing I would still like to see, is for anybody who wants to get in this school can get in this school. That, yes, we don't lower the standards—I don't wanna lower standards—all I wanna do is give 'em a chance to fail. And if the guy can't pass it, can't make it happen, maybe go somewhere else. But at least give him the chance to fail. Now I'm not criticizin' the standards system because I think in a lotta ways it's real important. But I am sayin' I would always like to give 'em a chance to fail. Ever little kid, from Caldwell or Haynes in ar—east Arkansas or Gravette or Greenland, who's got some kinda feelin' that, "I can't get in the university." Take that

feelin' away. Get him in. Let him have a chance to fail. If he does fail, recognize it. Let him go through a process. Give him good recommendations to go to other schools. Give him a chance. That'd be the one recommendation I had from going through the ten years there on the board.

SL: Well, I think that sounds pretty strong.

JL: It's—I think it would be good. I really do.

[03:59:17] SL: Yeah. That whole—that's a totally different attitude that would go across the state. That's even better than like—well, I mean it's—ki—I—when you were talking it kinda reminded me of the El Dorado Promise. You know, how they . . .

JL: Yeah.

SL: . . . offer send any El Dorado High School graduate to school . . .

JL: Yeah.

SL: . . . if they want to go.

JL: Right.

SL: It'd be the same . . .

JL: Come here and give you a chance to fail. The doors are wide open. We're not gonna lower our standards. That's not the issue here. The issue is anybody comin' here has a chance to stay here and meet those standards. Let him stay. Let him—give him a chance to fail. Give him a chance to come here and

say, "No, I can't do this. I gotta go somewhere else." Well, when you get—if you go down to Westark, or you go down somewhere else—Fort—the University of Arkansas at Fort Smith, wherever you go, come on back. We want you back when you ge—you know, see what happens down there. We always got the door open for you to come back, you know.

SL: Yeah. Untapped talent.

[04:00:23] JL: Yeah. And you don't recognize when that dial turns in somebody's head. Maybe it doesn't turn in those kids' head yet. Maybe they didn't have a Mr. Bratton.

SL: Yeah.

JL: Now they hadn't had somebody that cared more about 'em than they did their selves to train 'em, teach 'em, [*unclear words*] lift 'em. That's just a theory I have. I don't mean that as a insult . . .

SL: I don't think any of 'em would take . . .

JL: . . . to anybody in the education department, but I . . .

SL: . . . no, I don't . . .

JL: . . . what I mean, it as is just a fact, to me. Give 'em a chance to fail.

SL: That's an interesting, interesting idea. It's a good one.

JL: Yeah.

SL: I think it's go—I don't think anyone'd take offense to that.

JL: But you know, I don't know either. I wouldn't—I'd hope not. I don't mean it for offensive . . .

SL: Nah. No, I don't think they would, either. Anything else on that university board or your times . . .

JL: Oh, we met so—you know, I had nineteen different people that was there. [04:01:15] And I always tell this little story since this has happened 'cause it hit me just in so many ways it's really cute, I think. Is that I was a big enough fool to get in a political race . . .

SL: I want to talk to you about that.

JL: . . . against the best politician [*SL laughs*] that's ever been in Arkansas, and then they get ready to kick me off the board—they put him on. [*SL laughs*] I not only couldn't beat him, everywhere I turned he replaced me. [*Laughter*]

SL: I hadn't thought of that.

JL: I didn't even have a hope of beatin' him. You talk about a pipe dream. [*Laughter*] And then here I'm on the board, and the governor coulda reappointed me or somethin' if he wanted to, and next thing I know, here comes David again. I'm gone. [*Laughter*] Oh . . .

SL: That's funny.

JL: Yeah.

[04:02:07] SL: Oh, that's good. Now there is some serendipitous quality about that, isn't there? [JL laughs] That's funny. Well, let's talk a little bit about your political career, your run. I heard a little bit of this at the dinner the other night, but it was a good story. You ha—someone was up there talkin' about you comin' to 'em and wantin' them to be your campaign manager. Tell that . . .

JL: Yeah.

SL: Tell that story.

JL: Well, really, what happened was just . . .

SL: Well, first of all, let's start—you're talkin' about a governor's race . . .

JL: Oh yeah.

SL: . . . you're wantin' to run for governor . . .

JL: Oh yeah.

SL: . . . of Arkansas.

JL: Oh yeah.

SL: Okay.

JL: Oh yeah, governor of Arkansas . . .

SL: Okay.

JL: . . . [*unclear words*].

SL: What year is this now?

JL: This would be 1976.

SL: Okay.

[04:02:53] JL: And I'm thirty-two years old. [*SL laughs*] And I had this overwhelming internal desire—I could read and imme—I could read American history, and you've seen how maybe tears come to me, but I could read American history and cry while I was readin' it. And I'd have the overwhelming feeling of wanting to do somethin'—to serve. And I knew no more about anybody's political position, nor did I know any more about politics than a man in the moon. And as I look back it, it woulda been outside of the intervention of the God Almighty if I'da got elected, I'da been a disaster [*SL laughs*] because my whole point was, I—my politi—I had no political skills and wasn't even tryin' to teach those. I was on a crusade in my heart and in my being. And it had nothin' to—I don't know what job—any job, I guess, I may have ran for because all I was tryin' to do is somehow clarify in my own mind and heart how I felt. And be able to describe it. And so, I talked to a couple of people, and they said, "Well, a lotta different jobs, but you know, obviously you oughta be able to win a legislative job or maybe even a state senate job, or you know, you would be totally qualified to run for those kinda



offices. But if you want to do somethin' bigger than that, then, you know, people are gonna question"—all the people that were smart that were with me—"will question your qualifications."

And so anyway, it—mine was a—that same concept I'm talkin' about, bein' on fire in your heart and in your spirit, not necessarily logically in your mind. And so I leaped off into that. And the whole point of it was was that it was ill-advised. I mean, I was immediately recognized—couldn't get out—immediately reckoned I never quit nothin'. [04:05:07] I just immediately recognized that I was over my head in what I was tryin' to do. Now, so, it ran its course very quickly. Time was gone. Three months, and it's over, and you take a real deep breath and say two things. "Thank God I'm loose from that," and the next "Thank God" was that I didn't win. Because there woulda been no way that I—I mean, although I had intellectual powers to do it. I had the mathematical powers to do it, probably better than most that's been there. But I knew that it was not—it was a fire in my spirit, but it was not somethin' that I was capable of doin' successfully, I didn't think, after it was over. And so I just adjourned that concept in my life. Just put it aside, never to allow anybody to light that fuse again for me.

[04:06:14] And—but I recognized a lot when I did that, and

what I really recognized was was that there's somethin' to be said for carin' enough to try. It don't make no difference if you want to say you're the most white—right-wing person in Arkansas or you're the most left-wing person in Arkansas. If somebody has the courage to try and he's not a crackpot nut, generally somewhere in there, the body politic, or the people, get a better view of the whole situation. So I had no malice, no ill will—I had no reason—I wasn't out tryin' to prove a grudge or to offset somethin' that I was doing at all. I tell you, I remember this funny story—I guarantee you David'll like it sometime. When I was . . .

TM: I tell you what, can we break here . . .

JL: Yeah.

TM: . . . for one second to change tapes.

SL: Okay.

[Tape stopped]

[04:07:17] SL: Okay, we're talkin' about your governor run . . .

JL: Yeah.

SL: . . . and you were saying that you didn't do it out of spite or malice. You didn't have—you weren't—it wasn't a grudge. You were grateful that you didn't win [*laughs*].

JL: Yeah. When I got in the middle of it, I recognized I was over my

head and ill equipped to do that job. The second thing I found out in the process was if I'da known in the beginning that Governor Pryor was as nice a guy as I found out for him to be, just bumpin' into him out there, then I wouldn't have considered it. And then the third thing was is that I can't explain why I did. To this day I can't explain. I had a—an inner urge that I can't describe exactly. Recognizing that it was a—as I look back now I believe it was a false urge. [Laughter] [04:08:16] But anyway, I went on, and I did, and for whatever it was worth, I just kindly stated a right-wing, conservative version of the political agenda as I saw it. And I still believe most of all that. I do. Hadn't changed my beliefs. But in recognition of the true facts of it was—I'm sure I'm not the only one that's jumped out in that deep water and didn't really know what they were doin'. And that's where I was in that political race. It was just—it was out of intense emotion and motivation in my spirit and in my heart. It was for a love of Arkansas. It really was and for all the right reasons. I was just ill-equipped at that time in my life to be able to effectively deal with that. And so, obviously we got beat, and Governor Pryor won a landslide, in effect, election, if 60 percent is a landslide. And we look back and s—and I said to myself was, look, I mean, there's a lot of ways to help and

unless somethin' radically ever changed, I would never do that again. So it was just a—it wasn't a lark because, you know, I laid awake at night and read about George Washington at Valley Forge. And I'd read about all the people that had sacrificed for our state—not our state but our country . . .

SL: Country.

JL: . . . and given their life and given their money and given their time. And so, it wasn't like it was some kind of a crazy, off-the-wall thing. It was deep in my spirit, the reason was. But there also is the practical fact of, "Are you equipped?" And you know, you can be equipped—you can say, "I think I can run that bulldozer"—but get on there and try. And after about two days, you might decide, "I never want to see that bulldozer again."  
[*SL laughs*] And that's—a lotta jobs like that.

SL: Yeah.

JL: And that jo—that effort to me was like that. So . . .

[04:10:42] SL: Well, I think one of the things you said earlier about it was, you have to admire the courage that it takes to step out there and get in it and go through that process. I know that it is a tough, tough business to be in. To . . .

JL: Yeah.

SL: . . . to put yourself out there . . .

JL: Very much. Yeah.

SL: . . . and do what it takes . . .

JL: Right.

SL: . . . to be successful at it . . .

JL: Yeah.

SL: . . . it's [*unclear words*] . . .

JL: It's just not havin' your hair brushed. Somebody takin' a picture of you . . .

SL: Yeah.

JL: . . . and you look like somebody that's a creature from the black lagoon, you know [*laughs*].

SL: Well, you're . . .

JL: When they get you at the wrong moment, you hair is blowin' [*laughs*] and, you know, the whole system of it all, the whole image of it all, you know.

SL: . . . image thing is one—but, you know, just the hours that it takes.

JL: It's a lotta work and . . .

SL: A lotta miles.

JL: . . . yeah. One thing I was pleased with. The people of St. Francis and Cross County voted for my dad's name, and that made me feel good.

SL: Well, they . . .

JL: And they respected that . . .

SL: . . . it was a family.

JL: . . . and that made me feel good, and we had family there. And you know, we won those counties and other than that, you know—the whole point is, is simply this, is that if you really believe it, and it's real, it's not goin' to do anything but help you. If you're a phony out to try to prove crazy points, you're not goin' to get anything but embarrassed and humiliated.

[04:12:01] So the real truth is is that I come out of that a better all-around person, and I was quick to recognize—like I told somebody, I didn't tell everybody that I voted for David, but I ain't sure what mark I made. [*Laughter*] 'Cause I told 'em I didn't want the job after I got that far down the road. I knew I wasn't qualified for the job.

SL: Yeah.

JL: I started off thinkin' it's an emotional-spiritual situation. And I ra—and I got halfway into it, and I realized it was a talent-gift-education situation. You had to know that line of work. And if you—any line of work, you gotta know it. Can you learn it? If you're smart enough, you can learn it.

[04:12:46] SL: It's—you know, Jim, I think it's mostly listening to

whoever's in front of you. And understanding what it is that they're asking or what they need or what they s—what they have in front of them . . .

JL: Mh-hmm.

SL: . . . and retaining all that stuff that you hear and then making sense out of it.

JL: Mh-hmm. I can see that.

SL: I mean, you know, yeah, there's causes that you can believe . . .

JL: I think you're exactly right. I think that's true, what you're just saying. I think that's true.

SL: But you were gonna tell us a funny story . . .

JL: Oh. Was it about the politics?

SL: About—yeah—maybe about the campaign or showin' up some place. Did you go to the Coon Supper? [*Laughter*]

JL: No. [*Laughs*] I'm tryin' to think. Maybe I'll think of it in a minute. [*SL laughs*] Let's go on to somethin' else, and I'll try to think of it.

SL: Okay. Well, let me think for just a second. We—we've pretty much talked about your business and how it grew—in a kind of a brief way. We talked a little bit about your family. We talked a little bit about your passion for the university and the state. Is there [*unknown voices in the background*—let these people

pass here. [04:14:04] Is there anything that you wanna say—is there anything you wanna say to your family?

JL: Well, I'd like to say to my mom and dad in heaven, "Thank you. Ten thousand times, thank you." If I didn't get it across here—hope I did. But if I didn't, I'd want them to know how much I appreciate everything they did.

SL: Yeah.

JL: All my brothers and sisters and ever family member that I got—all my children, all my grandchildren, everyone in our family—from ever direction. I'd want to tell them, "Thank you. Appreciate the consideration. I appreciate the love. I appreciate the kindness that comes from their hearts." And then our business family here, I'd wanna thank them for their extra effort and commitment to make us successful. And by them bein' successful, they made us successful. And then I'd wanna say "thank you" to all the teammates I've ever had in sports—athletically. Everywhere it's been—Minnesota, Arkansas. Mainly—mostly I'd like to say "thank you" especially to the Arkansas people that we had and the teams that we had. The gratitude that they already know that I have for them, and they have for me, I think. And I could call all their names, but I just wanna—I'd say "thank you" to them. I'd say generally just





"attitude of gratitude." One of Coach Broyles's axioms, that a man must have an attitude of gratitude in this life. [*Unknown voices in the background*] That you have to be grateful—with a grateful heart before it even happens for you—it happens to you—or you won't even recognize it. And the attitude—of you—the attitude of gratitude is a very critical part of everybody's understanding of the good things of life. Because if you don't have an attitude of gratitude, you won't ever recognize it, you won't ever see it, you won't ever understand it. You'll be thinkin', "Why ain't they doin' more for me? Why ain't this guy sayin' yes to everything I'm askin' him," instead of sayin', "Thank you for the last yes you gave me." You know. So an attitude of gratitude is a crisis—critical part of, I think, a peaceful, successful life. [04:16:39] You know, when you said "thank you" to somebody—one of my good friends from Jonesboro—you—I know you're gonna know his name—is Wallace Fowler. And Wallace—you can't say "thank you" more than he will say "thank you." If you get to the end of a sentence and it's about some little nothin', and you say, "Thank you, Wallace," he will say, "Thank you, Jim. Thank you, Jim. Thank you, Jim." And you will have to break in on him to get another "thank you" in. [*SL laughs*] That's the way he is.

SL: Yeah.

JL: He is so full of warmth and gratitude for things people do for him that "thank you" just exudes from his being. And he's a very, very great man. And a lot of that is in his attitude of gratitude. [04:17:30] And I think one of the things that made Coach Broyles as great as he was is he truly has a attitude of gratitude. He talks about it all the time. The people you'd be thankful for today, how many of 'em are they? How many people have helped you? How many people gave you a benefit of the doubt? Not just this day but in your whole life, you know. And just be thankful. And I think that's one of the things that—the sensitivity that you have when you're a Christian person or believe in God. I think He makes it a—be more aware of the gratitude side of life, rather than the demand side of life. Rather than, "What am I gonna get outta this five minutes with you? You know, I ain't got time to spend ten minutes with you unless there's somethin' in it for me." That type mentality. And the gratitude—attitude of gratitude sets you apart from that. Takes you to another level. [04:17:26] And my dad was a grateful person. My mother had the most giving heart of anybody I ever knew. My brothers and my sisters were trained well by my mother and dad. And they had a full spectrum of gratitude

towards others. And they have just really done well in getting that across to their children and their families. And so, what I say is that that attitude of gratitude is a critical portion. And when there's a gap in your life, like most people have some gap somewhere in their life, go back to that attitude of gratitude for what you do have, rather than what you don't have, I think is a successful way to live. [04:19:21] And you know, my family don't historically live long lives. My dad died at sixty-six. His brothers died from sixty-four to sixty-nine. And he died at sixty-six. He had three brothers that died in that time frame. And you know, it's not in the Lindsey gene to live some extravagantly long life. And I don't know what my life expectancy is. I don't have a clue. Only the Lord knows that. But I guess I would say that I would wanna live it with a attitude of gratitude, with thankfulness. To be thankful to whoever's been in your life to help you. Make clear to 'em that you appreciate it. Don't hesitate to say "thank you." Say it often and many times a day. Tell some person that keeps the elevator clean, "You sure do a nice job with this elevator. Thank you for doin' that." Just be spontaneous in your gratitude. To me, if there's secrets to livin', I guess that's where I would come down on, is the attitude of gratitude. I look at the—my friends have done more for me than

I ever did for them. I don't know hardly who, you know— somebody could probably point out that I've done more, quite a bit more, for somebody than they've done for me. I don't look at it that way. I just am grateful for them, you know. And so, that's kindly a concept that I picked up somewhere out there that I try to live by. [04:21:03] My dad was a very grateful, thankful person. And he was gentle and sweet and kind and nice. Everything he did. And you know, hopefully you get enough of that that you can kindly slip through the halls of life without bumpin' in and hurtin' anybody, anyway.

SL: I think he's . . .

JL: Yeah.

SL: . . . probably would say that he's passed that on to his kids.

JL: I hope he has.

SL: I think . . .

JL: I know I see it in my brothers and sister—my brother and sisters.

SL: . . . [*unclear words*] . . .

JL: I think that's in us. You know he had that tender side.

SL: Yeah.

JL: And I think your tender side tells you somethin'. You know, if a man hasn't got enough warmth in his heart to feel tender about

some situation, then, you know, I don't know. I'm not out to condemn him. I just don't know. You know, I can't imagine goin' through life without feelings and love and compassion and caring. [04:22:04] And rememberin' how good a man Bill Ferrell was or T. G. Bratton was or thanking Coach Broyles for all that he had done for me or Jerry Jones and down the list of my teammates for their faithfulness as a teammate and as a friend. We're not dealin' with askin for money or dealin' in anything but just friendship. And you go on down through that whole list from your high school life through all the people you know—the ones you met in the church, the ones you know on the street, the ones you know in your business. And you have a general good feeling and goodwill and warmth and recognize all that. And knowing full well that—hey, all of us—nobody's lived up totally. [04:22:52] Nobody's rang the bell without a ding in the bell [*SL laughs*] totally. But knowing that you tried and you wanted to do right, and you felt good about—you know what's right. You try to stay on that side of what's right. And, you know, recognizin' that the goodness of the Almighty leads us all to know that we should—and without question dictates that we treat our fellow man right. And at some point in time, recognize that you're gonna die. And at the end of your life, if you can

look back and most of the people that know you can say, "You know, never had a cross word with that guy." Or, "You know, me and him had a little spat one time, and he came and apologized spontaneously, and I really think I was in the wrong." Or lookin' back, say, "His goodness so outweighed his bad that I don't even wanna remember the bad." [*SL laughs*] Whatever. Just to ultimately come to the conclusion that there's more good than there is wrong—more right than there is wrong. So . . .

SL: There's great grace . . .

JL: Yeah.

SL: . . . in the attitude of gratitude.

JL: Yeah. Grace, attitude of gratitude. And be a living example of that, you know. [04:24:18] I get a fire inside sometimes, you know. I want somethin' done or see somethin' needs to be done. I want it done, you know. I don't want it to be layin' out there ?lollygoggin'? around. It's like leaving a dead dog laying at your front doorstep. You know, it ain't your dog, but he's layin' dead at your front doorstep.

SL: He's at your doorstep.

JL: You're gonna just leave him there? [*SL laughs*] For how long, you know. Some point in time, I'd have to get kindly strong to say, "Let's move this dog, [*laughter*] if he's out here at the front

of the office." Or I'd move him, one.

SL: Yeah.

[04:24:46] JL: So somewhere in all that the—that attitude of gratitude will carry you a long way, you know. You have a friend that's disjointed for some reason you don't even know. You have somebody that last time you saw him, he didn't take time to say hello. And you're thinkin', "What'd I do? What'd I do?" More than likely what you did was nothin', and he just didn't even see you, you know. So don't go schizo on somebody because you hadn't even figured out what their problem is. Next time you see him, make sure you walk up to him and say hello yourself. They may be thinkin' you're shunnin' them.

SL: Goes both ways.

JL: Works both ways.

SL: Yeah.

JL: Yeah. Anyway, that's kindly the general philosophy there, of how I would look at all that.

SL: That's a good one, Jim.

JL: Kay.

[04:25:41] SL: I gotta thank you.

JL: You're through?

SL: Well, I think we're okay . . .

JL: Good.

SL: . . . with our—with this oral history part. We still got this  
Business Hall of Fame . . .

JL: Okay.

SL: . . . stuff to do.

JL: Well, let's . . .

SL: And, I don't know, do we wanna change tapes for it or . . .

TM: We can.

SL: Why don't we change tapes for it. Listen . . .

TM: Real quick—I have a question . . .

SL: Oh.

TM: . . . that I need to direct too, Scott. [04:25:58] Was that your  
idea on the—how you did the housing, or did you see that  
somewhere else, as far as your apartments . . .

SL: Your apartments, the chase down . . .

JL: No, we—I'd seen a building like that.

SL: Yeah.

JL: I'd seen a building like that, and so I took the—we took that plan  
from that one building. It actually hadn't been built, but it was a  
plan. And it just—the idea was that it's—just had . . .

SL: Two fronts.

JL: Two fronts.



SL: Isn't a common case.

JL: And the fella that did it—the fella that had the plan gave it to me. And so we used it, and we built units from it.

TM: Has that been picked up across the country that you know of?

[04:26:40] JL: I see it sometimes but not much. They still don't do it. They still go—you know, they think you gotta have a front door and a back door. Your back door can't be your front door. So our deal, our front door and back door is the same door. The way ours is. Some people think they have to have a front door and a exit. They want a balcony, and they want somethin' else in the back. But what you do when you do all that, you gotta build so many more walls, you know. You got one big roof over this buildin', you got the chase wall with all the utilities in it. It's a good way to do it. I might have to cut that outta there 'cause somebody might copy me. [*Laughter*]

SL: Oh brother.

JL: Yeah.

SL: Well, that's good, Jim.

JL: Good.

SL: All right.

JL: You ready to do this other one?

SL: I'm gonna shake your hand on this and . . .

JL: You got questions on the other one?

[04:27:30] SL: I got questions now. Okay. So here's the question:

You have credited your high school math teacher for helping you develop your extraordinary math skills. How have those skills helped you in your business?

JL: First of all, real quick, if you use Mr. Bratton's mathematical techniques of understanding the base premise of what the formula is that all business formulas are mathematical. And so, therefore, very quickly you can sum up in mathematical terms whether it's even of interest to you. So you can get rid of a lot of deals that you would not even consider because you know the math is faulty immediately.

[04:28:11] SL: Okay. What is it about football that you like so much? It—there's actually about three questions here, but let's go ahead and just answer that one. What is it about football that you like so much?

JL: Well, it's the ultimate challenge of your manhood. And it is the ultimate . . .

SL: Okay. Now, you gotta say, now, "Football"—to you, "Football is the ultimate challenge of your" . . .

JL: Okay.

SL: . . . "manhood." 'Cause they're not gonna hear me.

JL: Okay.

SL: Okay.

JL: All right.

SL: All right.

[04:28:41] JL: Well, football is your ultimate challenge of your manhood. When you go out there to play a football game, there's somebody on the other side that's comin' after you physically. And the real truth of that is all that—you just really—the teamwork side of it is big. All of that is great, but when it really gets down to it, it is a challenge of your manhood. When you do that [holds up two fingers], what do you mean?

SL: Oh, I just meant one on ones.

JL: Okay.

SL: Yeah, I'm sorry.

JL: Lookin' at you? Yeah. Okay . . .

SL: It—I think that was good, though.

JL: Okay.

[04:29:12] SL: Okay. What did it mean to be a Razorback?

JL: Well, it was the single most focused time of my whole lifetime was being here in the Arkansas program with the success we had, with Coach Broyles and that magnificent staff and all those wonderful guys. It was the single most focused time of my

whole lifetime. It just meant more than anything that I can explain.

SL: Okay. That's pretty good. You didn't include the question, though.

JL: Okay. I keep forgettin' that.

SL: Yeah, that's all right. So you need to . . .

JL: You want me to do it again?

SL: Yeah, let's say, "For me, being a Razorback meant" . . .

JL: Okay.

SL: Or something like that.

JL: Okay.

SL: Okay. So.

JL: I'll do it.

[04:30:02] SL: All right. What did it mean to be a Razorback?

JL: For me, bein' a Razorback meant that I was a representative of Arkansas and the University of Arkansas. It meant that I was a teammate with some magnificent individuals playing with—for some great coaches. It was the single most focused time of my life.

[04:30:25] SL: Great. That was perfect. What did you learn playing football that helped you in later life?

JL: Well, what I learned in football that helped me in my later life, if

there somebody hit you right between the eyes, you better get up quick. If things go against you in a hurry, don't panic. There's always more time to go. If you make a mistake, don't lay on the field crying. Get up and go change it. Do something different. Make it happen. Correct the mistake. All of the things that you really deal with on a day-to-day business life, you can go back and use a football axiom for it.

[04:31:13] SL: Okay. I think that's good. Now, this is one we didn't cover. Well, you kinda covered it but describe your winning catch in the final minutes of the Arkansas-Nebraska game in the Cotton Bowl.

JL: That catch in the Nebraska game—Freddie threw the ball. He was under pressure. And he threw the ball before he was really ready to throw it. And he yelled, and I turned, and the ball was there. And I just spontaneously caught it. Now, we made a first down there. Two plays later we went the other direction and caught a ball and went down to the four-yard line. But the first down was very critical. We would have had to punt, probably. Wasn't much time left. So it was just that Freddie threw it right where he had to throw it. If he'd have threw it anywhere else, I couldn't have caught it.

[04:32:12] SL: That was good. Well, she say—she asks here, "It's

said that you didn't even see the ball comin'. You just know it was there?"

JL: No, wh—well, I did see the ball comin' at the last moment. But I just barely turned, and it was there. And I just spontaneously caught it. And I've said a bunch of times, I used to lay in the bed and throw the ball up at night in the dark and—till my mother and dad would make me put it down. And truth of the matter was, I told someone, I'd caught that pass a thousand times in the dark at my house at Caldwell.

SL: [*Laughter*] Okay. That's good . . .

JL: That's true, too.

[04:32:54] SL: I know. Here's one: What inspired you to buy the land where the Northwest Arkansas Mall now stands?

JL: Well, what inspired me to buy that land was that right up the road there was a tract of land that was two hundred feet on the road. It was two hundred feet deep. And it was selling for \$40,000, which is, again, \$200 a front foot. Now, this land had a half a mile of frontage on the highway and was a half a mile deep. And it was sellin' for less than \$50 a front foot. So the math didn't make sense, so I saw it as a very positive reason. But that was the final reason why I purchased it.

SL: That was good. Okay. It says, "Can you tell us that story,"

which I think you did. She asked . . .

JL: About what?

SL: About the—that land.

JL: Oh, okay.

SL: What inspired you—can you tell us that story? You kinda . . .

JL: I didn't tell my dad's story in it.

SL: Okay.

JL: But I don't know if you . . .

SL: Can you tell us that story?

JL: . . . wanna do that.

SL: Go ahead.

[04:34:06] JL: Yeah. Well, the real funny part of that was my dad came up and wanted to see that land before I closed it. And he went out and looked at it, and he started walkin' slower and slower and slower. And it wasn't nothin' but gravel. And he was used to topsoil six foot deep in St. Francis county. And he sai—looked at me and said, "Son, son, son. They've handed it to you on a silver platter," talkin' about my bonus money from Minnesota, "and you've just pitched it out the window." [SL *laughs*] And I said, "Dad." I said, "This land is sellin' for \$50 a front foot out here. Right up the road, it's sellin' for \$200 a front foot. That doesn't make sense to me." He said, "Oh, now, if it's

gonna be something commercial or buildings built on it, I don't understand that. But just for farmin', I don't think it's gonna raise very much." [SL laughs] Wasn't nothin' but a rock pile.

[04:34:58] SL: Okay. That's good. Now, I don't know if you wanna talk about this or not. It says, "To whom did you sell it to and when?"

JL: Well, I—it was about three years after I purchased it when—and then I sold it. I sold it to General Growth Properties at that time. And they bought it, and they built a mall on it.

[04:35:20] SL: Okay. What is it about land that interests you?

JL: Well, it's the fundamental basis for all wealth. If you study everything that's out there, every building's—is on real estate, every farm, every oil well you drill is tied to the royalty off the land. It's the fundamental force and focus of all wealth. And now, it doesn't mean that every one of 'em's gonna be a winner, but it does mean it is the fundamental basis of all wealth.

[04:35:56] SL: Love that. That was good. Well, you kinda answered this. She says, "You sold real estate in the off-season during the Minnesota Vikings. Why did you choose that field, and what did you learn?" You just kind of answered that, I think. Don't you?

JL: Well, when I would come home from the Vikings every year, I



worked in the real estate business there with Mr. Gabel, who later became my partner out here and has been with me still here now. So we've been together all that time. And what I really started doing was just I'd look and buy land, and it always seemed to work, and it always had more value the next year. And until recent times, it was just nothing but a straight-up curve as far as the valuation of it, and so it just had proved out to be a very successful business to be in.

[04:37:02] SL: Okay. Tell us about the beginnings of Lindsey and Associates.

JL: Well, we started in—at Lindsey—Mr. Gabel—I had my real estate license with a firm he had. And I told him that I was gonna open up an office. And I wanted him to come out and be a partner with me and do—keep up with all the closings, handle all the bookwork. And his impeccable integrity was beyond reproach that he would come and do that work with me, and he said he would. And so we just made a trans—we just moved over from me working for him to him workin'—us workin' together. I probably—that sounded a little rough there. I don't know.

SL: You wanna say—you wanna do it again?

JL: Yep. Tell me the question again.

SL: Tell us about the beginnings of Lindsey and Associates.

JL: Kay.

SL: You should start with, "Well, Lindsey and Associates began" . . .

[04:37:59] JL: Yeah. Well, Lindsey and Associates began in—after I quit football in 1973. And we went full speed into the real estate business. Mr. Gabel moved over from his company and became a partner with me here. And we just started with about four agents. We now have 250 agents. And but the beginnings of it was with me and him and four people here in Fayetteville out of a house down here that was on Highway 71. We made it our office.

[04:38:37] SL: I member. How did you get into the apartment business?

JL: Hmm. I got into the apartment business because I had a piece of land, kindly a scraggly piece of land, and I was wantin' to try to figure out what I could do with it. And I saw I could get it zoned multifamily, and I had an idea with a complex that, really, I copied from another friend and took the plan and built it and on the pr—the first—can you keep talkin', or you wanna cut it or not?

TM: We—yeah, let's just pick that up over. And if you just look at Scott. Continue to look at Scott.

JL: Okay.

SL: Okay.

JL: You wanna start over?

SL: Yeah, go ahead and . . .

JL: What . . .

SL: . . . start over.

JL: . . . what was the question?

[04:39:31] SL: How did you get into the apartment business?

JL: Yeah.

SL: I got into the apartment business because . . .

JL: Yeah. I got into the apartment business because I had a particular piece of land that I couldn't do—use for anything else. And I built a sixteen-unit apartment building on it. And it rented before dark the day that we opened it. And I recognize, certainly, there was a market there at that time. And we just stepped off and started going to two buildings and then three buildings and then decided to do ten buildings and then twenty buildings and just grew into it.

[04:40:08] SL: Okay. She says, "We've heard several versions.

What is the real story about you building golf courses with your common—your apartment complexes?"

JL: Well, the real truth on that was that, bout building golf courses with the apartment complexes, was that my son Lindy was

looking at one of the complexes we had, and I asked him does he think that he could put a golf hole maybe out there and maybe a sand trap and just try to give 'em somethin' to do other than just sit there and look out their window at the apartment complex. He came back the next day with a nine-hole golf course laid out. [*SL laughs*] And we went and built it. And it became a very stirring success.

SL: Okay. That's a good—I think we can cut that. Don't you?

TM: Yes.

[04:41:09] SL: Okay. Are there any significant things about the ten years you served on the University of Arkansas Board of Trustees?

JL: Well, you start off talkin' about the Board of Trustees and your tenure there with just the people that were there, and learning more and more about our wonderful university system and the flagship here at the University of Arkansas in Fayetteville, and just recognizing the benefit it had to so many kids and so many students, and realizing that your life's being duplicated ten thousand times there. And the benefit you received, they're still receiving. And it just fills you with joy and pleasure and good feelings as a wonderful time in my life.

[04:41:52] SL: That was great. Frank Broyles said that there were

many projects around the university that would not have been done if it hadn't been for you, your advice and resources, many times at cost. Yeah, that's it. So I guess she's asking you to talk about . . .

JL: Jobs we've done.

SL: Yeah, I guess so.

JL: Yeah.

SL: I mean, I don't want you to come off . . .

JL: Oh, no.

SL: . . . like you're braggin' but . . .

JL: No.

SL: Frank Broyles said that you were—that there were many projects around the university that could not have been done with—had it been for you, your advice and resource, many times at cost.

JL: Yeah, we did . . .

SL: So . . .

JL: . . . 'em at cost.

SL: Well . . .

JL: Cost minus. It's called cost minus. [*Laughter*]

SL: Well, you can say, you know . . .

JL: No.

SL: . . . I don't know. It was an honor to help the school in

some . . .

JL: Yeah.

SL: With these projects.

JL: Yeah.

SL: And at cost or cost mi . . .

JL: Yeah.

SL: I think it's cost minus is kinda funny.

JL: Yeah. [*Laughter*] No, far as the university's concerned and the work we've done there, whether it was the gardens that we've done or whether it was Jerry and I doin' the work at the Broyles complex, what all it—Jerry Jones. Let me start over.

SL: Okay.

[04:43:24] JL: Yeah. As far as the work that we've done at the university, I will assure you I hadn't got even yet. The university—I still owe the university a great debt of gratitude. The things we have done, we've enjoyed doing. We tried to bring 'em in way under the bu—cost that they would have been any other way. We have never, to my knowledge, made a dime off of any of those projects, and it's just been a labor of love to work over there for the university and the athletic department whenever we see an opportunity that we can help. Many times you can't under the bid system they have. But if there's an

opportunity where we can, we will.

[04:44:08] SL: That was great. That was the best way to handle that, I think. What was it about the Brandon Burlsworth story that inspired you and Stanley Reed to start a scholarship? And so you gotta say, "Brandon Burlsworth and his stor"—or you gotta mention Brandon . . .

JL: The Brandon Burlsworth . . .

SL: Yeah.

JL: . . . story.

SL: And I guess you probably oughta mention Stanley.

JL: I will.

SL: Okay.

JL: The Brandon Burlsworth story is one of the most inspirational stories in—that's ever been in America, far as I'm concerned. It would be a fabulous movie. I think it would tell and tear at the hearts of everybody that would watch it. Brandon had a magnificent life. He had been a walk-on. He had just excelled to bein' an All-American, comin' here as a walk-on athlete. And so what our idea was was to say to the walk-on student that had been here two years, who hadn't got a dime worth of scholarship, that we want you to have a program for you. And the Brandon Burlsworth program is designed not to recruit

people here, but designed to reward people here who came here on their own. They walked on at this school, they prospered and academically succeeded at this school, and then the scholarship steps in and helps them after they have been here for two years. And their last two years of their education comes through with the Brandon Burlsworth Scholarship. It's a tribute to Brandon, his magnificent life. It's also a wonderful, warm feeling to see those kids' faces when they're awarded that scholarship, when they never dreamed there could be a scholarship for them.

[04:45:44] And so we, Stanley and I, Stanley Reed and I, are extremely excited to be able to say that we had our part in making that happen.

SL: That's pretty good. You think that . . .

TM: It's good.

SL: . . . we could cut it where he could just say . . .

TM: Just cover it.

SL: . . . "Stanley Re"—he could start—we could start with, "Stanley Reed and I were extremely excited," and then do the front-end.

TM: Yeah. You could cover it, yeah.

SL: Okay. I think we can do that.

JL: Okay. You want me to say it again or something.

SL: I think we . . .



JL: Okay.

TM: We're okay.

JL: Okay.

SL: I think we're okay.

JL: Okay.

[04:46:16] SL: As seen by the displays in your stairwells in Lindsey's office building, you seem to love your family and friends and business associates. How did the idea for this stairwell come about? Now, I haven't walked up the stairwell, but I think this wall out here is pretty interesting, too. So I guess you should talk about the stairwell. I haven't really seen it but.

JL: Who's askin' that?

SL: This is Dixie Kline . . .

JL: Okay.

SL: . . . from the business college has written these. So what is it about the stairwell?

JL: It's just got all kinds of ol' pictures in it. You know, it's just a—kindly a picture arrangement, really.

SL: Yeah. Nothin' really . . .

JL: Oh, it's good.

SL: It's good?

JL: Oh, it's real good. [Laughter] But it's not anythi . . .

SL: I'm sure it is.

JL: . . . it's not anything overwhelming, but it's good.

SL: I mean, it . . .

JL: Yeah.

SL: Was there an idea behind it?

JL: Well, it was just designed to just use the stairwell as a place to put a bunch of real nice pictures . . .

SL: Yeah.

JL: . . . that tell kindly our business life story.

SL: Okay.

JL: Yeah.

[04:47:18] SL: Let's say that, then. You seem to love your family and friends and business associates. How did the idea for this stairwell come about?

JL: Well, we have—as far as dealing with the pictures and all that we have in our building, the hall outside and the stairwell, is really just a tribute to all the people that have been so important in our—in my life. And I'm extremely proud of the fact that we're able to create that stairwell and to make it so that anybody who walks in there would recognize that it is friends and family and the good things of life that we're honoring there. And we are very proud of our friendships. Lot of 'em gone now. But they're

very important to us. They had a great deal to do with whatever success we've had, and I wanted to honor them, either on the wall outside my office or in the stairwell.

SL: Okay. I think that's . . .

TM: Really good.

SL: . . . okay.

TM: Yeah.

SL: You're done.

JL: Is it over?

TM: [*Laughs*] It's over.

[04:48:23] SL: It's over, buddy.

JL: You're gone? [*Laughter*]

SL: I—well, I'm—it's gonna take me about an hour, but you'll get your office back.

JL: When will I get it back? Before dark?

SL: Well, [*JL laughs*] what time is it?

TM: [*Unclear words*] thirty minutes.

JL: Good. Thank y'all.

SL: Might be a little bit—well, thank you, Jim.

JL: Hey, I appreciate it.

SL: Thank you, thank you, thank you.

JL: Appreciate y'all doin' it.

TM: Good job.

[04:48:39 End of interview]

[Transcribed and edited by Pryor Center staff]