Creation, Consolidation, Conclusion: 1980–2010

The International Journal of the History of Sport (IJHS), Sport in the Global Society (SGS) and BJSH, ESHR, S in S, SS

J. A. Mangan

Dedication
In memory of Frank Cass – astutely visionary publisher, impeccably courteous CEO, strongly supportive colleague and much mourned co-pioneer, who convincingly contradicted this ‘too clever’ comment: ‘If you can keep your head when all about you are losing theirs it is just possible that you haven’t grasped the situation.’ (John Hume, Douglas) Time has revealed that Frank Cass did and Frank Cass had!

Reflection
Since it is not granted to us to live long, let us transmit to posterity some memorial. (Pliny the Younger, Letters, trans. by W. McIntosh and W. M. L. Hutchinson)

Creation
To almost borrow the opening lines of Under Milk Wood, thus to almost begin at the beginning. ‘Almost’ because on the completion of Athleticism and prior to the commission by Penguin Viking of its sequel, The Games Ethic and Imperialism, I formulated my final plans for a journal on the social history of sport, which I had

J. A. Mangan, Emeritus Professor, University of Strathclyde. Correspondence to: profmangan@googlemail.com.

ISSN 0952-3367 (print)/ISSN 1743-9035 (online) © 2010 Taylor & Francis
DOI: 10.1080/09523367.2010.528884
commenced while I wrote *Athleticism* in the late 1970s. These plans I took to Frank Cass in 1983.

Through the ever thickening mists of memory, I can still see a drab train station in an unglamorous metropolitan Essex suburb far removed from Betjeman's idyllic deepest Essex,

Where steepest thatch  
Is sunk in flowers,  
And out of elm and sycamore  
Rise flinty fifteenth century towers. (John Betjeman, *Collected Poems*)

I had arrived at unprepossessing Leytonstone to meet at his invitation the publisher Frank Cass in his unostentatious office at the inappropriately named 'Gainsborough House'. It was the early 1980s and a sunny summer morning.

The meeting proving to be a luminous career milestone. The genesis? On the publication of *Athleticism in the Victorian and Edwardian Public School: The Emergence and Consolidation of an Educational Ideology* by Cambridge University Press in 1981, Frank Cass had phoned me and suggested that I went to Gainsborough House to meet him. I went.

**Consolidation**

The outcome has been charmingly summarised by Dr Gerry Black with generosity, wit and perhaps for effect, gentle exaggeration in his *Frank's Way: Frank Cass and Fifty Years of Publishing*:

A field in which Cass excelled and undoubtedly influenced the market was in the history of sport. Whereas in the 1970s sports history was only beginning to gain recognition as an academic speciality, it has now attained considerable respectability. Several university-based research centres have been established around the study of sport; leading scholarly journals now regularly review works on the subject; comprehensive annual bibliographies are published; and major publishing houses now include 'sport history' among their series. The subject attracted Frank because it combined sport and social history, two of his own interests.

It is Professor Tony Mangan, formerly of Strathclyde University and now at De Montfort, Leicester, who can claim to be credited as a pioneer who helped to establish an entirely new academic discipline. A strong personality ... he is an expressive and persuasive publicist for his views, and has been described as 'a cross between a bishop and a prize-fighter', the bishop being only infrequently in evidence. He couples his combative, uncompromisingly assertive manner with a ready, fluent and crystal-clear cascade of words that mirror his incisive writing. He loathes jargon, and insists on clear, concise English. When they first met Frank immediately recognized that the subject was more than sports history, it was also important social history.
If I may be permitted to say so that was the message I conveyed to him – in a low and dulcet tone!

Dr Black then continued:

[Frank] was delighted by the expansion of academic interest in the subject. … [In] 1984 Cass entered the field in earnest by launching, under Tony’s editorship, The Journal of Sports History which set out to ‘stimulate, promote and co-ordinate interest in the history of sport, recreation and leisure … and to advance scholarship in the study of these various aspects of social history by providing a forum for the discussion of new approaches, ideas and information’. Metamorphosing into The International Journal of the History of Sport in 1987, it offered space to anthropologists, sociologists, historians and others who sought to explore the relationship between sport and society in a historical context.

It opened up a number of areas of study previously comparatively undeveloped.

A little later in his justifiably appreciative review of Frank Cass as publisher, Dr Black commented, again with kindness,

Professor Tony Mangan (mentioned earlier in Chapter 4), formerly of Strathclyde University and now at De Montfort, Leicester, is the editor of the Cass Sport in the Global Society book series which has developed prolifically and rapidly and now consists of upwards of eighty books. He has been an editor, co-editor, author or contributor to several of them, and has been successful in attracting scholars who have not traditionally written about sport. One respected critic, Dr William A. Freeman of Campbell University said, ‘I do not think I can overrate the value of Mangan’s contribution to sport studies’. Tony shares a particular attribute with Frank: he is adroit at selecting and then encouraging the ‘young guns’ who will later become ‘big guns’. He also has the ability to manage several PhD students at one time, and has been especially successful in pushing forward scholars whose first tongue is not English.

And again, with the same kindness, Dr Black then observed, ‘The journal [IJHS] then spawned three related journals, Culture, Sport and Society [later Sport in Society], Soccer and Society and The European Sport History Review.

Determined, clearly, to live up to the aphorism, ‘The truly generous is the truly wise, and he who loves not others lives unblest’, he finally commented, with further kindness,

The social history of sport has attained considerable respectability. It has been introduced as a subject for GCSE and A-level examinations. Tony has been a driving force behind it all, and it is he who deserves the greatest credit for its success. Frank and Tony’s vision for these books certainly hit their target. In 1991 Cass was the only publisher seriously in the field. Others recognized the potential and climbed on the bandwagon, and there are now at least fourteen publishers building lists in the subject, but none has been as prolific or has developed so rapidly as the Cass series.

Now it is my moment to bless Dr Black, and one more time, to bless Frank Cass. I have already in my deeply-felt tribute to him expressed my appreciation of him. It is
pleasing to record that he was appreciative of me. On the occasion of the publication of 'Serious Sport': J.A. Mangan's Contribution to the History of Sport, (edited by Scott Crawford) commissioned by Frank Cass on my retirement from Strathclyde University, he wrote:

I am delighted to provide a foreword to this much merited celebratory volume in recognition of the enormous and invaluable contribution J.A. (Tony) Mangan has made to the study of the history of sport. ....

The contributors to this collection discuss Tony Mangan's innovative and visionary pursuit of the study of imperialism and sport, and his work on militarism and sport, and on sport and the Victorian social classes, but it is the fulsome tributes from his former students, now themselves established and successful academics, which offer real insight into Tony Mangan the man, the teacher, the guide, philosopher and friend, whose faith in them launched their careers as academics and authors.

I always looked forward to editorial meetings with Tony. They were never dull. He always presented his ideas and his views forcefully, rarely taking 'no' for an answer and always adding 'Trust me, Frank, I know what I'm doing' and 'Frank, do it and you will see that it will work'. I invariably did, and it invariably did.

Trust was the source of our success!

As I now read again his warm words I smile with pleasure at the memory of productive, pleasant meetings in which a professional friendship and partnership were firmly cemented. Frank Cass remains, for me, incomparable and irreplaceable – a far-sighted and inspirational publisher: always meticulously polite, keenly stimulated by innovatory ideas, invariably encouraging of effort, never failing to consult at length, unfailingly respectful of scholars and scholarship: a very model of an academic publishing managing director.

Together – two male 'midwives' – we brought into the world of publishing not only IJHS but also the series SGS (Sport in the Global Society). Of the 'midwives' Robert Hands in The Times declared handsomely:

The growth of sports studies in the last twenty years has been considerable. . . . Most of [the] intelligent research in the public domain has been published by Frank Cass under the aegis of Professor J.A. Mangan . . . and social historians everywhere have had reason to be grateful to this double act for their tenacity in seeking out this new field.

Of Frank Cass it may be truly said, to quote from Wordsworth's Excursion, 'The memory of the just survives in Heaven'.

Conclusion

In 2004 both Frank Cass and I retired. Routledge obtained IJHS and SGS. I gave up the other journals I had created with Frank Cass and concentrated on long-laid plans
for IJHS – for IJHS to have both international and regional issues, to include both collection and monograph issues, to include a special issue that allowed scope and space for longer articles, to create a global network of conferences/workshops that ensured issues of specialist expertise and excellence and, finally, to create bi-annual issues that allowed emerging sub-disciplinary interests to evolve without destructive pressure.

In time, Routledge’s excellent marketing department fliers bore witness to the implementation of these plans:

The International Journal of Sport is widely regarded as the leading journal in the field of the historical study of sport in its political, cultural, social, educational, economic, spiritual and aesthetic dimensions. Published 18 times per year, the journal has no equal as a pioneer of Collections, Monographs, Regional Numbers and an Annual Historical Review, and it is the only journal of its kind that has appeared without a break for 28 years.

An academic Topsy, with disciplined tender loving care, had grown to confident maturity. I leave its executive future in the hands of my four carefully chosen inheritors.

Finale

As I made clear recently in my ‘swansong’ to my ‘Manufactured’ Masculinity: The Cultural Construction of Imperial Manliness, Morality and Militarism, it is now time for me to ‘play’; this has been too long delayed. The need to wander Wessex woodlands, heaths and downs – to draw again on Dylan Thomas, the exquisite songster – ‘under the new made clouds and happy as the heart is long’, to hear ‘gulls cry in my ears and waves break on the seashore’ of ‘my’ Isle of Purbeck beach; and to walk the Weardale wilderness – this pressing need is overwhelming as is the compelling desire to pursue, capture and devour the increasingly numerous works – historical, literary, biographical, autobiographical – set aside for too long in a now bulging ‘to read’ personal folder.

Musical Finale

T..., he was a piper’s son.
He piped and piped till he was done.
The only tune that he’d now play
Was ‘Over the Hills and Far Away’.

Over the hills and away to ‘play’
The Wind will keep Dark Clouds at bay. (adapted English nursery rhyme)
Coda

I trust it is true that, as the Bible states, 'By their fruits ye shall know them'.

J. A. Mangan

IJHS Founding and Executive Editor and SGS Founding Editor
Isle of Purbeck and Weardale
September 2010