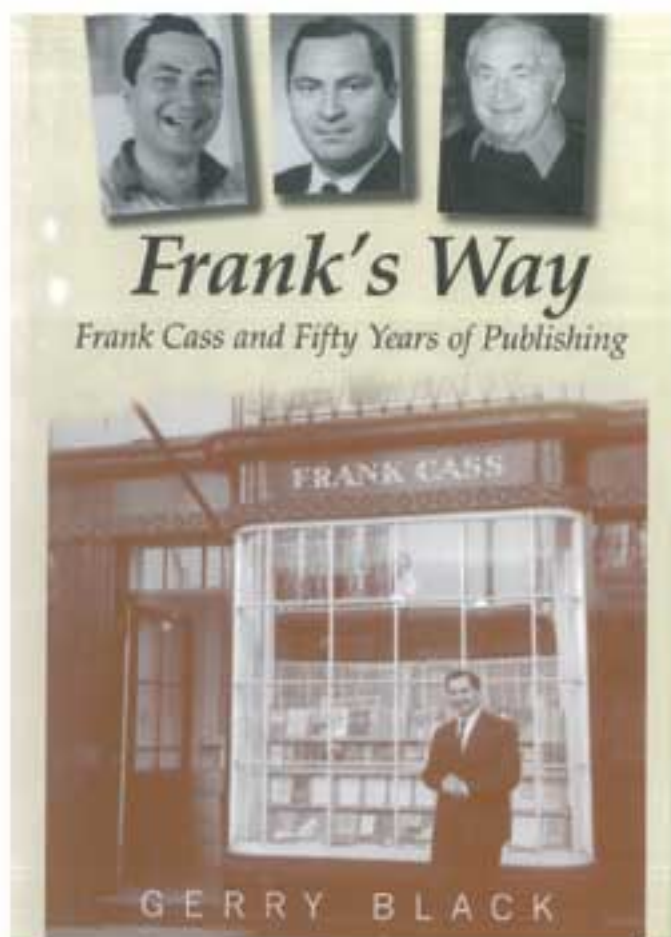


MONOGRAPHS, COLLECTIONS AND JOURNALS

APPENDIX ONE

PUBLISHING 'KNIGHT ERRANT'



CASS/MANGAN PUBLISHING INITIATIVE

'OUR HOLY GRAIL'

In the middle of the nineteen eighties we sought our 'Holy Grail'. *We found it!*

GENESIS

To begin almost at the beginning, 'almost' because (in the early 80's) when writing *'Athleticism in the Victorian and Edwardian Public School: the Emergence and Consolidation of an Educational Ideology'* I conceived the idea of creating an academic journal devoted to the social history of sport: an idea consolidated when Penguin/Viking (in 1982) commissioned me to write *The Games Ethic and Imperialism: The Diffusion of an Educational Ideal*. Some little while later, planning completed, at the invitation of Frank Cass I discussed with him the launch of a journal concentrating on the social historical study of sport.

EVOLUTION

*Today even at this long distance in time, I can still make out dimly 'through the thickening mists of memory' the unexceptional railway station in an unremarkable metropolitan eastern suburb that mocked Betjeman's vision of an idyllic Essex unknown to many a modern suburban Mondeo Man,

Where steepest thatch

Is sunk in flowers.

And out of elm and sycamore

Rise flinty fifteenth century towers.

(John Betjeman, Collected Poems, 1975)

There in suburban Leytonstone Frank Cass had his modest offices at the somewhat immodestly named 'Gainsborough House': All that glitters is not gold' but substitutes can be more than glittering replacements.

The sun shone brightly-inside and outside Gainsborough House that morning. In unfashionable outer London, a publishing 'marriage' - surely 'made in Heaven' took place: a successful union was established.

CONSOLIDATION

***In Frank's Way: Frank Cass and Fifty Years of Publishing*, Gerry Black charmingly charted the history of this union with humour and beneficence:**

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, 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 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* (emphasis added) than sports history, it was... important social history...

From the opening moments of our meeting - if I may be allowed, diffidently, to make it quite clear I laid stress on the importance of sport-the modern global obsession* - as a subject for serious study with substantial publishing prospects; always, of course, in 'a low and dulcet tone' and with gentle and modest certainty! The rest, is publishing history.

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 British Journal of Sports History* (emphasis added) 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* (emphasis added) 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.

Dr Black further observed with a wholly typical thoroughness.

***To avoid any confusion this term was originally used by me and later borrowed by the editors of *Modern Sport: The Global Obsession - Politics, Religion, Class, Gender. Essays in Honour of J.A. Mangan* (Boria Majumdar and Fan Hong)**

GENEROSITY

Later in his appreciative consideration of Frank Cass as publisher (an appreciation I fully share), Dr Black commented, again with generosity:

Professor Tony Mangan (mentioned earlier in Chapter 4), formerly of Strathclyde University and now at De Montefort, Leicester, is the [founder] 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.*

Mangan has been an editor, coeditor, 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'.

In his biography of Frank Cass Dr. Black observes with further generosity,

The social history of sport has attained considerable respectability. It has been introduced as a subject for GCSE and A-Level examinations. Tony Mangan 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 recognised 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 as rapidly as the Cass series.

It now gives me great pleasure to record The Frank Cass tribute to me in '*Serious Sport: J.A. Mangan's Contribution to the History of Sport* edited by Scott Crawford, and commissioned in 2002.

I am delighted to provide a forward 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 contributions 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 insight into Tony Mangan the man, whose faith in them launched their careers as academics and authors.

Mutual trust, respect and courtesy were the sources of our success.

FINAL TRIBUTE

Now a final tribute to Frank Cass. His qualities enhanced the world of scholarship and publishing. There can be no doubt that in his case to quote from Wordsworth's *Excursion*, 'The memory of the just survives in Heaven'.

Note:

Parts of this section appeared in the shorter version in *IJHS* in October 2010. This section is substantively adapted and significantly enlarged.

* On retirement from publishing editing in 2010 it was approaching some 200 volumes.