

**Transcription of an Oral History Interview with
FRANKLIN A. LINDEBURG**

March 24, 1998

Following is an oral history interview that is being conducted on Tuesday, March 24, 1998, with Franklin A. Lindeburg, who came to the UCR campus as one of its original faculty members. He served as a coach and athletic director and taught several theory and activity courses before retiring in 1988.

My name is Jan Erickson. I work in Chancellor Raymond L. Orbach's office. He is the eighth chief campus officer of the Riverside campus.

Erickson: This interview is with Franklin A. Lindeburg, who we will refer to as Lindy, because everyone seems to know him as that.

Lindy, would you tell us a little about where you were born and your mother and father?

Lindeburg: I was born in San Francisco. Do you want the date? (laughter)

Erickson: Well, not necessarily.

Lindeburg: I was born in San Francisco. My mother and father were divorced when I was about ten years old so I lived with my mother. I lived in San Francisco my freshman year in high school. Then we moved down the peninsula, and I went to Sequoia High School. Then we moved to Sacramento where we lived in the North Sacramento area, and I went to Grant Union High School.

Erickson: What did your father do?

Lindeburg: My father was a jeweler in San Francisco, a very prominent jeweler. But the divorce and the Depression upset things a little bit. So things were good for a while, and then they weren't good for a while.

Erickson: What did your mother do when you were living in Sacramento?

Lindeburg: She remarried, and her husband had...I don't know if you remember the name Nehi Cola?

Erickson: Oh, I sure do.

Lindeburg: He had a franchise for Northern California.

Erickson: That would have been a good market.

Lindeburg: Yes, but the trouble was that it was during the Depression. But he made out all right. He was a go getter. And he was a good substitute father.

Erickson: You were about ten you said.

Lindeburg: I was ten when my parents divorced in San Francisco. So, I guess I am not the only one who came from a broken home.

Erickson: You survived just fine, didn't you?

Lindeburg: Yes, yes. My mother and father are both dead. I have an older sister who is five years older than I am. She lives in San Leandro. She was also in the jewelry business. She followed my father; he trained her and she opened her own store in Berkeley.

Erickson: You probably know a little about the jewelry business, too, about what to look for in a stone.

Lindeburg: (Shaking his head no and laughing).

Erickson: You didn't pay attention... (laughter)

Lindeburg: It didn't rub off. It was all my sister's doings. But I have over a period of time gotten some pretty good jewelry for my wife.

Erickson: Where did you go to school?

Lindeburg: I went to Grant Union High School and from there by the luck of the draw, I went to Berkeley and graduated in 1941. When I was in high school, I was very fortunate and went to a great school, a small school, Grant Union High School. My interest was in athletics, and I don't know where I got the academic inclination, but I ended up getting a scholarship to Berkeley, an alumni scholarship.

Erickson: How nice.

Lindeburg: Yes. It was an odd thing, but the girl I was going with was going to go to University of the Pacific and she got a scholarship to Berkeley. So we both went to Berkeley. Unbelievable.

Erickson: It is.

Lindeburg: Yes, but that's what happened. I received my AB degree at Berkeley. After the war I went back and got a Master's Degree. I went into the service for four years.

Erickson: Where did you serve?

Lindeburg: I served in the Army Air Corps, and I was down in Tampa, Florida, most of the time. I ended up as a Captain. I was a Physical Training, Special Service, and Orientation Officer, and I was one of the few people who, in the service, was in the same occupation that they were trained in. So, I was very fortunate.

Some of the things I learned in the service were marvelous for what I was able to do after I got out in teaching people. That was really a good education for me. So then I had the GI bill, so I went back and got a master's degree.

Lindeburg: I was teaching at Santa Cruz High School, and one night I got a phone call from Fred Cousins, who was the chairman of the department. He said, “How you would like to be our first doctoral candidate?”

Erickson: Is that right? Was that in PE that you had been studying?

Lindeburg: It was in Physical Education and Education. I was the first candidate in two departments, Education and Physical Education, so I have a doctor’s degree in Educational Administration and Physical Education.

Erickson: This was all on the GI bill for the time you went back for your master’s and doctoral degree?

Lindeburg: Yes, and I still have 103 days left on the bill.

Erickson: (Laughter).

Lindeburg: That was all about my background.

Erickson: When you were a youngster, do you remember what it was, or what was your first memory of athletics that would have prompted you to go into the field?

Lindeburg: I don’t know. There was always an opportunity to play all kinds of sports. I tell you, my mother gave me banjo lessons, and nothing took. She gave me piano lessons and nothing took. I always remember that I came home from school, got a glass of milk and a sandwich and went right back to school and played.

Erickson: Oh, that is great, isn’t it?

Lindeburg: Yes, it was always football in football season, baseball in baseball season. We had relay races around the block. It was just the atmosphere I was in so I always played with a ball, and I was very fortunate. In fact, in San Francisco, we would take a basketball team and go to another neighborhood and play against those kids. Don’t ask me how we ever arranged the games or anything, but we did.

Erickson: Did you have uniforms and everything?

Lindeburg: No, we just played, that's all.

Erickson: Just scrimmage?

Lindeburg: Yes, we even played some hockey on skates. You know, I lived in San Francisco and even played soccer. It was a cosmopolitan city, and you did all those kinds of things. I was very fortunate in where I lived. It's amazing, it really is. I had a ball.

But the funny part about it is I went to Berkeley to be a chemistry major. I won the science award in high school, a graduation award, and this is what I wanted to do. But when I got there, I went out for football and my labs were late in the afternoon for chemistry and physics, so I was late getting out for football practice. As a result, I think my academics suffered a little bit.

After my freshman year, I changed over to Physical Education and from then on I had no doubt to what I wanted to do. In fact, a couple of my high school coaches before I had left said I should go into coaching, but I didn't believe them at the time. So, that is the fate as to how things work out.

Erickson: It is interesting how they work out. Tell me about how you and Cora met.

Lindeburg: We met in a Biology class in high school. We were juniors, we met and started going together. I mentioned before how we ended up going to Berkeley together. After we graduated, we got married and went back to graduate school together.

Erickson: What did Cora study?

Lindeburg: Music major. She got her credential to teach, but she never taught full time. When we went to Santa Cruz, she substituted, and that's about all. She enjoyed it, and she would have made a tremendous teacher.

Erickson: I am sure she would. Does she have a singing voice?

Lindeburg: Well, yes, she sings. When we came here, she sang in choirs. But she doesn't have a solo voice. Her mother did, but not Cora. She played the clarinet and piano, and she is very musical, but she doesn't do any of that now. She loves it, she really does.

Erickson: Tell me a little about your children.

Lindeburg: I have a daughter, Kathy, who is in her fifties. She is a mortgage broker and her husband is a real estate agent.

Erickson: Are they here in Riverside?

Lindeburg: Yes, in Riverside. My son lives in Carlsbad and is a mortgage broker and his wife is a real estate agent. It is amazing, they both the same.

Erickson: For goodness sake.

Lindeburg: The four work together and help one another in business, so it works out very nicely. I have another daughter, Cynthia, and she is ill, mentally ill. So we hope she gets better.

Erickson: If you can remember all those early days at UCR, could you tell me how it was that you were recruited to come here?

Lindeburg: It is a very long story that I am going to make short. I worked with Jack Hewitt when he was on the Berkeley campus.

Erickson: What did he do then?

Lindeburg: He was a professor, and he ran the summer school. I taught in the summer school for him, and I was always, although it

Lindeburg: wasn't a TA, I assisted with classes. I was a basketball official, and I did a lot of work in the gym, because I had to work while I was going to school. I got to know Jack Hewitt quite well. He knew that I could coach football, basketball and golf and teach a lot of individual sports because I had already done it at Berkeley.

So, when he came down here, he invited me down and hired me. He hired me because, the same as the other people on the staff he hired, we could all do multiple things. That is what you have to do when you have a very small department.

Erickson: When would you guess that Mr. Hewitt came here?

Lindeburg: He came in 1953. He hired me in 1953, and I started January 1, 1954. School started in February, 1954.

Erickson: You must have had quite a month!

Lindeburg: We did. I tell you, this is a unique thing. We started with five buildings on the campus. They had leveled everything on the campus. There wasn't a tree, there wasn't a blade of grass or anything, just five buildings.

And it rained. And it poured. So, they took some of the boxes the furniture had come in and laid these boxes among the five buildings so that the students would not have to walk in the mud.

Those first couple of weeks, the students were pioneers, and they managed to get around. Of course, we didn't have too many, there were 126 students that first semester. Then in the fall, it went up to 500 real fast.

Erickson: Oh, it did?

Lindeburg: Yes. You know the names of all the students from the first year are in the Commons now. That was in the cement right next to the gymnasium. If you were to walk from here (Hinderaker Hall) and go down the steps to the parking lot, they were at the

Lindeburg: top of the steps. They took that whole section of concrete up, lifted it up and took it over to the Commons when they built the Commons. All the names that are there were written by the students themselves with the exception of about five or six who did not show, so someone else wrote them.

Erickson: Do you remember whose idea that was to put all that in concrete? It's a nice idea.

Lindeburg: When they started to lay the sidewalks on campus, the students were writing their names in the wet concrete. The contractor evidently went to the students or somehow there was a combination of things that led to the contractor saying, "Why don't we let the students put their names there, do it all at once and get it over with so we wouldn't have to repair the concrete." The faculty refused to do it.

Erickson: They did not want to participate? You mentioned there were some other coaches hired at the same time as you.

Lindeburg: Yes, at the same time. Wayne Crawford came from Illinois and Christena Lindborg Schlundt came. I had a lot of people asking me how come I got my wife a job at the University, because of the names Lindborg and Lindeburg. We were the four who started with Jack Hewitt. Another person, Rod Franz joined us in the fall, and then we stayed about the same. He was the football coach.

Doris Buxton was hired next.

When I came down in the fall when I was hired, I was looking around at the gymnasium, which was not yet completed. The wind was blowing about forty miles per hour. I looked out on the lower field where we teach our golf classes and the tumbleweeds were going faster down the field than you could run. I said to myself, "What am I getting into?" It was an amazing situation, but everything turned out ok.

Erickson: You must have realized the opportunity to start something from scratch.

Lindeburg: Oh, yes. I should tell you a story. Fred Cousins, the one I told you about before, had given me an inclination that I would be hired at Berkeley when I finished my doctor's degree. When I was offered the job here, I called him on the phone. He said, "A bird in the hand is worth two in the bush." I said thank you very much and took this job. About a month later, he died. Fred Cousins died and I would never have gotten the job, because they brought in a guy from the outside and he was going to hire his own man. So I was very fortunate.

Erickson: We were talking about the five buildings on campus. Could you describe a typical day in those early years? Did you have departmental meetings to build your program?

Lindeburg: Jack Hewitt was a very structured individual. He came from Berkeley where the people taught classes from manuals. We taught classes in Physical Education to teach people how to play golf, badminton and tennis, etc. It was not a recreation program. It was a taught program. He had it structured even before we got here. Each one of us had our own strengths in certain fields, and as a result, I taught a lot of swimming, lifesaving, golf and tennis—mostly individual sports. Christena taught dance. Wayne Crawford was like I was, a versatile person and taught a lot of individual sports.

We had another thing that was interesting that I should note. Every Thursday at 1:00 p.m. the people who took Physical Education I, an activity class on how to learn a sport, came to the lecture where we had Sports Appreciation. It was an hour lecture to all students in Physical Education.

Physical Education was required of everyone for two years. We gave demonstrations and had people come in to show them how to play badminton by champion badminton players, and we had lectures on how to watch football games.

But it couldn't last because we got too big, and it became burdensome and a lot of students were against it. It was required, so they were against it.

Lindeburg: They also had to swim fifty yards before they could graduate, so every student who failed the swimming test was enrolled in a beginning swimming class.

This was the kind of structured, idealistic program that you could maintain in a small school, but as the school started to grow, there was too much resistance against requirements. Just like the students did not want to take U.S. History that was required in a program for general education.

These things went slowly by the board until finally Physical Education became an elective subject. We still had lots of students taking it, because they knew they were getting good instruction.

Erickson: When you talked about the dissolution of the requirement, was that an Academic Senate decision?

Lindeburg: No. The Academic Senate approved it when it started, but we dropped it ourselves.

Erickson: I was going to ask about NCAA regulations. Are there as many regulations now and is there more paperwork? Who handled all that?

Lindeburg: When I became Athletic Director, I handled all that with secretarial help. We checked each individual's eligibility. In those days, the eligibilities we had were two: eligibility within NCAA and eligibility within our conference, the CCAA (California Collegiate Athletic Association), which we are still in. The NCAA had their requirements that you had to be taking twelve units. You had to be taking twelve units within our league with a C average, so it was stricter than the NCAA.

As time went on, the NCAA said that you had to be passing in so many units each semester making progress toward graduation. The NCAA has always been strict on amateur status and not helping athletes illegally, that type of thing. But

Lindeburg: we did not have any trouble in regards to individuals staying eligible or meeting the requirements.

Erickson: You said there were 126 early students. How did you have enough students to build all these early sports?

Lindeburg: That was just in the spring, so we did not have any sports. We started January 1, and in the fall we opened with 500 students. From then on, we had over 300 to 320 students participating in athletics every year. Maybe the same one played football and track, but we counted that as two. We had that many participants in sports after about three years. Football started right away at the urging of the students. They wanted football, so we started football.

Erickson: That was in the first year?

Lindeburg: Yes.

Erickson: Do you remember what was the next sport?

Lindeburg: We had football, basketball, golf, tennis, track and field, swimming, and water polo. We had track and field for women and men, we had tennis for men and women, we had swimming for men and women. We had more sports than they do now.

Erickson: I'll say. How did you divide that up? You said you concentrated on swimming and safety.

Lindeburg: Do you mean how did we coach?

Erickson: Yes.

Lindeburg: OK. As we added staff, they were brought in to fill niches. When we had a need for a track coach, Gil Allen was hired. He moved over to swimming and water polo. Rod Franz was hired as a football coach. He fit a niche. All our coaches always taught.

Erickson: How many classes did you teach?

Lindeburg: To start with, maybe four plus a theory class. That's twice a week, plus coaching. When I first started, I was an Assistant Football coach, a Basketball coach and a Golf coach.

Erickson: My goodness. And were there practices in each of those sports every day?

Lindeburg: Every day. In football, we practiced on the lower field, and we had the baseball diamond on the upper field. The baseball field has been abandoned now. We practiced football in the lower field so we would not wear out the upper football field. When it got late in the fall and when the sun went down early, we practiced in the dark. We finally put up one pole down there with three lights so we could see something.

We had a problem in that if a student was taking Chemistry or Physics, there might be only one lab because we had a small school. So that student had to take that lab, so that student did not come out until it was over. If the lab finished at 4:00 p.m., he then ran over and put on his uniform and came out, whatever sport he was in. We had that kind of problem, but with the attitude of the students and the staff, we just fit.

I don't know what it was, the individuals we hired fit and made good combinations, and we just had one big happy family all the time. It seemed like that, anyway.

Erickson: That was a very long day for you, wasn't it? You started out in the morning, I assume.

Lindeburg: If you get here at 7:30 in the morning, you can do all your administration. Then you are lucky to get home by 6:00 p.m. at night.

Erickson: A very long day. Oh, I read in the annual, the yearbook, that you served as Faculty Advisor to the first class.

Lindeburg: Yes.

Erickson: How nice. Do you remember who asked you?

Lindeburg: No, I don't. I just know the students asked me. President Sproul formed a Cal Club. I don't know if you ever heard of the Cal Club?

Erickson: No.

Lindeburg: It was the student leaders on each campus. He did this because he wanted to cement relations between the various campuses, because in some cases, there were conflicts in some of the sports between Berkeley and Cal. So he figured he would get a Cal Club to get the feel of how it was on each campus. The editor of the newspaper, the student body president, about twenty from each campus were named. I was the first Faculty Advisor for that. That was really a thrill because we had meetings where Sproul was there, and the kids could drink beer and enjoy life.

Erickson: So he was very involved?

Lindeburg: Oh, he was very involved, very hands on. I think it was a very smart thing to do because it gave him a feel of each one of the campuses. If there was any problem, the newspaper editor could walk right up to President Sproul. I don't know how, but it worked for a long time.

Erickson: How about Provost Watkins? Was he supportive, too?

Lindeburg: Yes, he was very supportive of the program. Of course, I should say this from the word go. We have never had enough money for the Athletic Program. Never, to this day, right now. We have never had enough money when you compare what other schools get when we participate to what they spend. For scholarships, for running expenses, we have always been short.

Erickson: How is that money allocated? Is it so much per student?

Lindeburg: It started out that way, so much per student from the student fees. But you have to realize the relationship. We all started in

Lindeburg: the Physical Education Department, and we were all hired by the Physical education Department. So, the PE Department, which was academic money or money from tax money. I forget what they call those.

Erickson: 19900 funds.

Lindeburg: Yes, 19900 funds paid all our salaries, paid all of our mailing, paid all of our phone bills, all those kinds of things. The student fees paid for uniforms and travel, that type of thing. We were living under one roof, you might say, and that roof was supported. At the present time, that roof is not there.

It is all Athletics now, and there are very few 19900 funds at the present time. For a long period of time, that has slowly weeded away until about the time nine or ten years ago when Don Edwards and I retired, those positions were lost. The student fees had to pick up the difference.

Erickson: When was that split made, approximately?

Lindeburg: It was gradual, over a long period of time.

Erickson: Was there always an athletic development area?

Lindeburg: No.

Erickson: That is something relatively new?

Lindeburg: We did it ourselves. When we first started our athletic program, we competed against the Division III schools. They would compete against us because our teams were not very strong.

Erickson: But we were Division II?

Lindeburg: No, we were just neutral. We were NAIA. That is the schools like Cal Tech, Pomona, Claremont. We played against them, but as soon as we started to beat them a couple years in a row, they dropped us.

Lindeburg: Then we went Division II, and we went to CCAA about 1968 or '69. At that time, the athletic program was growing and we had scholarships. Do you want to know about scholarships?

Erickson: Absolutely.

Lindeburg: We didn't have any scholarships, we didn't have anything for the students in the mid '60s. We dreamed up the idea that if we could get Highlander Awards through, we could give some student aid. A Highlander Award was for an athlete who was a scholar. We had to find an individual who had a good grade point average out of high school or out of junior college and was a good athlete.

We went to the Academic Senate. We had some individuals in the Senate who stood up and said they did not want this to become an Alabama, they did not want this to become an SC, so they cancelled the vote for a month. I went around to all my friends and said that this is a good thing. I thought I had a majority, so went to the next meeting, and we still had these same people talk against it. I did have a majority, but the only trouble was, it was tabled again. So, when it was tabled again, it was forgotten.

When Ivan Hinderaker came, we started to give Highlander Awards, and then finally when Freddie Goss (the basketball coach) came, we were able to raise some money. He came to me and said "Lindy, if you can raise \$3,000, I will get Bill Cosby to bring a basketball team." That is Bill Cosby, the entertainer, who had a basketball team. "We can make \$3,000 by filling the place." So, I said ok.

I went to one of the best friends to the University, Jacques Yeager, and said that we need some money. He asked how much, and I said \$3,000. So he got six guys to chip in \$500, there is our \$3,000, and Freddie Goss brought in Bill Cosby. Bill Cosby played on their team, sat in the middle of the floor and signed autographs. We raised \$3,000 and started scholarships in Athletics.

Erickson: Now that was in the '60s?

Lindeburg: That was in about 1969. About the same time or a little before that, the student union was paid off?

Erickson: That was from student fees?

Lindeburg: No, those were from Brouse funds given to the University by the Riverside Foundation, nothing to do with the University. Jim Pitchell was the Executive Secretary. He (Ivan Hinderaker) took that money and said to use it for athletic scholarships.

We used the money from the (student) union for athletic scholarships and spread it out among the various sports and started to get scholarships.

Then Jim Pitchell said he had a small amount of money from another fund, so we had three sources that started our athletic scholarships. They were all done internally.

Most of us, because we coached, taught and we were administrators could not find a lot of time to go out and raise money. We just were not in the business of raising money, so we needed it from some other way.

Erickson: What was the typical amount of a scholarship?

Lindeburg: Most were just fees.

Erickson: What were the fees at that time?

Lindeburg: The fees were ~~\$400 or \$500~~, [*Correction: \$250-\$300*] that's all. In baseball, they would give one half. We had jobs for athletes. I had some friends in the community that gave jobs to the students during the summer. So, we were able to help students that way. It was an interesting way to go. But we had no development at all. You had to seek out your friends to raise money, but that's all.

Erickson: We talked earlier about some of the practices, but do you have stories about early practices you could share with us where there were some interesting little anecdotes?

Lindeburg: We had a line backer who, as soon as practice was over, would run to take a shower, take a bag lunch and go to work at Kaiser Steel for eight hours. This is an example, a rare example, but we had many students who did this kind of thing.

About half the students in Athletics were working. When I mentioned couple of times that students had labs and would arrive late, Rod Franz would organize the football practices when the athletes were available. That doesn't happen now. Students are there to practice, that's all there is to it!

Erickson: You had to be organized, didn't you?

Lindeburg: That was an example of football. In basketball, of course, there was no problem, because we were inside. For golf, we were very fortunate, because they let us practice at Victoria Country Club. In the golf season, we were there a couple of times a week. And we played matches there. Later we played out at Quail Lake.

Erickson: Where is Quail Lake?

Lindeburg: Quail Lake is out toward Hemet in a little valley out there. We were very fortunate; we had friends (*Frank Motte*) who let us play there as much as we wanted. People have been good to the University, very supportive.

You mentioned other practices. I should tell you that before our first basketball game, we were having a practice, and one of the guards threw a pass to a forward and cut. The other guard cut at the same time, and they cracked heads and had to have stitches. This was the day before our first basketball game, so we had two guards with cracked heads playing in our first basketball game. The players came early if they could and stayed late. It was that kind of energy.

Lindeburg: The first athletes we had on the campus were walk-on students who wanted to play athletics and play on the teams. I have to admit we did not win the first year in basketball, we did not win the first year in football. The second year we won about three basketball games and from then on, we won more and more.

But I was told by other coaches in the area like Bob Stull over at Cal Poly Pomona, “Lindy, people won’t know your school until UCR is ten years old.” And this was true, because every once in a while, we would get mail for the University of Redlands or they would send mail over here. They were calling us the University of Riverside. But after they knew, it got a little easier to recruit.

In recruiting, we sent out cards, and we talked to students and told them if they want to be a doctor or lawyer or any of the professions, this was the best school in the world to go to.

Erickson: How far did you reach out in this recruiting? Within the state or elsewhere?

Lindeburg: I was basketball coach for twelve years, and I just stayed in Southern California. We didn’t have a travel budget, so if I wanted to see a kid, I visited him on the way to Los Angeles when my wife and I were going to a show or something.

We didn’t have any money to recruit. Example: In football, basketball and baseball, we would send out a card. We would send these cards to the coaches and ask if they had individuals who are good players who want to lawyers. We said if they did, please have the individual send the card back to us. The student would send back the card. Then we would send the kid a letter inviting him to campus. *If, for example*, he wanted to be a lawyer, we would take him over to see Frank Way. Frank Way would say what exactly the student had to do to be a lawyer—this course, this course, maintain this average. Then the student would make up his mind where he wanted to go to school. *Other professors did similar things.*

Erickson: Was it important for you to stress the academics along with the sports?

Lindeburg: Yes, that's the only way it got the kids in school. This was prior to hiring Wayne Howard in the late 60s as our football coach. He was the first one who took over with scholarships. When you take over with scholarships, you are recruiting on a different basis, and he had money and he traveled. He called individuals and hounded them and encouraged them to come to UCR. They were athletes first and scholars second. There was no doubt about it.

It was the same way with Freddie Goss. The only team that has probably not been that way is baseball. Baseball gets baseball players, and they all graduate. In fact, we checked several times to find out that the graduate rate for athletes on this campus was higher than the student body as a whole. Only about two thirds of the kids who start here graduate. There are a lot of dropouts. Now, I am talking about twenty years ago, not now. I don't know the statistics today.

You had something about special admits down there (referring to a list of possible questions). Special admits are very important because the individuals against whom we play have lower academic standards than we do for admittance to the University.

In other words, the University accepts the top 12 ½ percent of the graduating seniors in the state of California. The state colleges admit the top third of the graduating seniors. As a result, there is a discrepancy in what they can recruit and what we can recruit. Our group is smaller. And if you don't have special admits, you cannot compete against these other schools.

The only other school you could compete against or play against that would be on the same footing would be Davis or Irvine, the smaller UC campuses. This will always be the case. I don't mean that special admits will always be the case, but there will always be that discrepancy.

Lindeburg: You will always have athletes that want to go to the University, and we found this out when we had the good football teams. We found a lot of cases where good football players were seeking us out because we were the University. They could play on a team, not because they wanted to be a pro, but because they could play on a team and get a good education.

I have always felt that you come to the University to get an education and all the other things like art, music and drama are the goodies that go with it.

Erickson: It makes a well-rounded education.

Lindeburg: Yes.

Erickson: You talked earlier about those two students who collided. I wanted to talk a little about the safety factor and how the uniform and equipment have changed through the years.

Lindeburg: When we first started, we had a remarkable individual who was in charge of our student health center, Fred Veatch, Dr. Veatch. He recruited young doctors who came to town to take care of the football program and the basketball program and the baseball program.

So, we had doctors who came to our games for \$25.00. That is all they charged. We were able to get a program that was backed by the Health Center for very low fees by the doctors. Veatch just told them, "Get out here." If they wanted to work at the Health Center, he had them come to our games.

(laughter)

You have to have a doctor at a football game. You don't at any other sport. These doctors would have clinics on Monday mornings for the football players if anything went wrong. It was a marvelous opportunity. Now it is entirely a different program and a more expensive one than we had at that time. I don't know how it is organized now. I think it is through the sports center downtown.

Erickson: Sports medicine?

Lindeburg: Yes. So that is the way that part of it developed with Fred Veatch helping. Uniforms were all bought out of student fee money. We had good uniforms; we took care of them. We found that if you buy basketball uniforms and keep them for three or four years and then buy a few replacements, they last longer. A lot of schools go two years and then buy a whole new set of uniforms. That is pretty expensive. But we were able to keep the expenses down that way.

Erickson: And the colors were always blue and gold?

Lindeburg: Yes. We always used the dark, almost a navy blue for a long, long time, although it has kind of broken down now. We do have an official blue color that was given to us by the Board of Regents when the school started. The Architects and Engineers know what it is. It is a bright blue, between a navy and a powder blue like UCLA. We never used it specifically for our uniforms. I would say that protective equipment was always good. We took care of the students as far as that was concerned. There were no problems in that regard at all.

Erickson: I thought we would switch subjects here to the Athletic Director position. Now, Mr. Hewitt was the Athletic Director when you came?

Lindeburg: He was. He started it all. He hired all of us. He was the Chairman of the department and the Director of Athletics. But he was really the chair of the whole department; I mean he just covered the whole schmere.

As time went on, he started to slowly ask me to take over this or that, and then he said, "You are the Director of Athletics," and he appointed me. I don't even know what the date was, but I just started to take over some of the responsibilities.

As you get bigger, the responsibilities of administering a department, supervising of the people become too big, and then

Lindeburg: I started to administer the athletic program and supervise the games and see as many activities as I could that were going on.

That is when my wife and I became so involved, I guess. You know, we went to every game there was that we could possibly see. That is the only way you can supervise, I believe, the coaches who are working for you is to see how they practice. That is the only way to do it.

Erickson: It was a gradual thing.

Lindeburg: It was gradual, and then all of a sudden, he said, "Well, you might as well," so I received the title.

Erickson: Then did he stay or did he retire?

Lindeburg: No, he was the chairman of the department, and he stayed as chair. When he did retire, we had subsequent... The one who stayed the longest as chairman of the department was Don Edwards. Don Edwards and I worked beautifully together.

There were times when Physical Education felt the crunch of the budget, and then Athletics would take over more, and vice versa. Slowly, Athletics, as I mentioned before, was removed from Physical Education, and 19900 funds were slowly withdrawn.

(beginning of tape 1, side 2)

We made a big mistake when we started UCR, and that is we did not keep a history going from year to year to year. As we hired Sports Information Directors, each one of them came in and cleaned out everything the guy before had done. Some of them saved the records and some of them didn't.

As a result, we lost contact with students, we lost contact with records from way back, we lost scores of games. Unless you go back through the student newspaper, all this kind of thing was lost. Each one of us should have given each student when he left, a card saying, "Mail it to me and give me your address

Lindeburg: after you settle down.” We failed to do this, and as a result, I think that I have now only three students with Christmas cards that I still contact. A student goes away, and they lose contact with school.

Now, the Alumni Association is very aggressive now, and they are bringing in a lot of people back into the fold, I am sure. But we really lost contact with a tremendous number of students which we shouldn't have lost.

To me, it's kind of a shame because it is an unusual relationship when you are in the battle of a game and somebody does something good or bad, and you have a relationship with a student athlete that you don't have in a class, you see. So, that is really one of the mistakes we made, and I am sorry about it. I think that each one of the coaches now realizes it. Some of them have kept good relationships.

Jack Smitheran is able to bring back a lot of his players, and they play an alumni game every year at the start. And they used to do this in basketball also, but we haven't done it for a couple of years. If you lose track, they go away, and they are gone. That's all there is to it.

Oh, by the way. The ones who are here in town, the doctors and the lawyers, the Charlie Fields, who was an athlete believe it or not... He is still a darn good tennis player.

Erickson: Lee McDougal.

Lindeburg: Lee McDougal, yeh, *a great basketball player and UCR supporter*. Eddie Cowan is a dentist. Fred Bryant is a dentist. The ones who are here stay active in the University, too, which is a darn good thing, because they are good supporters.

Erickson: They are probably members of the Athletic Association, I would think.

Lindeburg: Yes, almost all of those I mentioned are.

Erickson: Let's talk about coaches. Do you have any idea how many coaches you have hired through the years?

Lindeburg: Well, I tell you. We had a system here because individuals were in Physical Education, Athletics, and we had a committee. The Chairman of the Department and the Director of Athletics and maybe one other coach (if it was a woman, it was a woman coach, if it was a man, it was a man coach), at least three of us.

We would send out notices of the job. We would take the applications and all the people on the committee would then pick the top three. We would interview those, and then if it was a person who was primarily in coaching, I would take that responsibility. If it was a person primarily in Physical Education, Jack Hewitt or Don Edwards would take that responsibility.

I have been responsible for hiring Jack Smitheran, the baseball coach; John Masi, the basketball coach; Chris Rinne, now the track coach; and Sue Gozansky, (the volleyball coach). They are about the only ones left, I think.

We did have a couple of unusual hiring situations. In football, we hired Wayne Howard. As I mentioned before, he was the first one who gave scholarships and immediately built a very strong program. In fact, when he was here, the most games we lost was three. We won the league championship and became a dominant force in football. We played Long Beach and beat them in the middle of the season. I didn't know it, but he had talked to the alumni after the game about being their football coach. So we played our last football game on a Saturday night, and he came to me and said, "Lindy, I am going to Long Beach. I am leaving immediately." He is still a good friend of mine, by the way, and we still correspond.

The last game was Saturday, and on Monday, you start recruiting for football. So, you can't take six weeks to notify for a job that's open. So, I called Chancellor Ivan Hinderaker on the phone and said I had to hire a coach now. He asked who, and I said Bob Toledo. He said, "Go." Howard had told

Lindeburg: me he was taking his whole staff with him. I called Bob and said, “Bob, I need a football coach.” He said, “You got one.”

Erickson: Where did you get him from?

Lindeburg: He was our assistant coach. He had been here for two years. He became the head coach, and he immediately gathered a crew around him and our football program continued as if it had never left off. He won the same number of games. It went beautifully.

Another one: When Freddie Goss left, by affirmative action we were supposed to cover a certain area with the announcements of openings. We couldn't do it in the football coaching job. Now I am a little more conscious when Freddie Goss leaves. I hired John Masi, who was an assistant coach, to be the head coach on an interim basis. Then we announced the job was open, and I had individuals call me and ask, “Does Masi have the job? Are you just doing this as a matter of form because of affirmative action?” I said, “Well...” They said, “Ok, thank you.” I hired John Masi as the head coach.

So, there are two unusual situations in hiring a person. Other people all came highly recommended with good records. I always set up a criteria for hiring. If it is a football job, what they have done before, what kind of ethical standards do they have, what kind of professional standards do they have.

I found out a long time ago that if you want to know about a coach, don't read the recommendations, call somebody you know. The recommendations are there sometimes to get rid of a guy. When it came to Wayne Howard, I called the President of the junior college where he was and he said, “You are trying to recruit the best football coach we have ever had. Please don't take him.” When a person says that you know you want him. So I called a couple other people I knew in the San Jose area, and they said he was pretty good.

We knew Bob Toledo, and I feel that if you can move an assistant up, it is good, because you have seen him and have

Lindeburg: observed how he works with people. So, there was no problem in hiring John Masi or Bob Toledo. Bob Toledo is the coach at UCLA now.

So, these are the things you can be proud of when the individuals you hire have done a good job. I can say this: UCR has been very fortunate in the people we have hired.

There have been very few cases, none that I knew of for a long time until the time I retired, of eligibility problems. There were no problems with the NCAA at all, no problems with the league at all. If you get good people, they recruit good people. If they recruit bad people, that is their responsibility. That is the trouble a lot of coaches have at the present time, not here, but in other schools.

Erickson: Women's sports were developed during your tenure. When did you first hire a women's coach. You mentioned Sue Gozansky.

Lindeburg: Sue has been here about thirty five years now. The names slip by me. But we had basketball right off the bat. We started women's basketball, but it was still played with two parts of the court. The women that got the ball in the back court had to throw it to the front court, they couldn't dribble it. Believe it or not, Iowa was, I think, the last state to give that up about four or five years ago.

Erickson: They went to men's rules?

Lindeburg: Yes, they went to men's rules.

Erickson: Let's talk about football. Tell us why they dropped football and your reaction to that.

Lindeburg: I was not the Director of Athletics when they dropped football. I am not taking any responsibility for that. It wasn't my decision. Ivan Hinderaker called me into his office, and he said, "Lindy, what are the regulations concerning individuals on a football team when you drop football." That is when he told

Lindeburg: me he was going to drop it. He said, "I am announcing it tomorrow."

I told him that the NCAA regulations are that when you drop a sport, individuals in football can go immediately to another school to play. So, he could announce this and tell all the players when it was announced that they could go to another school. Almost every football player left. We lost seventy five people right off the bat.

Erickson: What was the reason for this?

Lindeburg: Football. Money. Entirely money. In fact, he called me to his office about two years before that and said, "Lindy, I want you to resign as Director of Athletics." I said, "I serve at your tenure." He said, "I just have to explain that I don't want to do this, but my Executive Committee says you are spending too much money." We had overspent about \$35,000 a couple years in a row.

So, that was it. I wasn't the Director of Athletics. Overspending and the inability to have people who could raise money in the community to help worked to our disadvantage. The money situation was a crunch, so they quit football.

Erickson: Who was the AD then?

Lindeburg: Chris Rinne.

The next year Ivan Hinderaker called me back into the office and said he wanted me to be the Director of Athletics again. So, I took over again. As Director of Athletics, I reported to every Vice Chancellor there was, where the Chancellor thought there might be a little extra money.

Erickson: You would ask each Vice Chancellor for part of his budget?

Lindeburg: I reported directly to a Vice Chancellor, not to the Chancellor. I reported to the Vice Chancellor of Academic Affairs, the Vice Chancellor for this, Vice Chancellor of that. Over a period of

Lindeburg: time, I reported to every vice chancellor Ivan Hinderaker had because he wanted to find where the money was in the deep pockets, so that at the end of the year, they could pick up this little tab of money that we had.

We did not have enough money to run the program from the word go. Football bled us from day one, because it is very expensive to run a football program. Imagine taking 54 or 55 people on a trip to Davis. It cost a lot of money. Right up to the present day, the situation still exists. We hope that it is rectified in the near future.

Erickson: When you were Athletic Director, of course, you were responsible for scheduling. Did you do that for each of the sports?

Lindeburg: No. I worked on the basis that you hire an individual to do a job, you give parameters in which he operated and made sure he stays within those parameters. So, I hired a basketball coach and said you have so many games to play, you have so much money, and I will treat the program properly within that framework, and that's all there is to it.

Erickson: So each of the coaches makes his schedule.

Lindeburg: The coach, like Masi, makes the basketball schedule or his assistant does. In a lot of cases like football, the great majority of the schedules are made anyway because you are in a league. So your practice games are the only thing. If you bring in a team from the east and give a few hundred dollars as a guarantee, you better have those few hundred dollars in your budget.

Erickson: We were talking earlier about the importance of academics. Certainly, that is a primary focus at UCR. Was Athletics always accepted even in those early days, or was there some opposition?

Lindeburg: The students accepted Athletics tremendously. It was an amazing thing. You always have a few people on the sides.

Lindeburg: We had a few faculty, too, that were against a strong athletic program as I mentioned before. So, we have always had a little faculty resistance, and a little resistance on the part of some students, but I can tell you this. Many times we have gone to basketball games at Cal Poly Pomona and the students from UCR outnumbered the students from Cal Poly Pomona.

Erickson: On their home court.

Lindeburg: On their home court. You can see that our program was supported by a tremendous number of students. We found, unfortunately now, but this will be the last year, they played their basketball games on Thursday and Saturday nights.

Friday is the best night to play basketball on this campus. We found that out over a long period of time. So, I think they are going back to it now because the league has joined schools in Northern California, and they will have one state league with a northern division and a southern division. It is an important thing to play when the students can go to the games.

Eventually, we hired Freddie Goss. Here we had a young Black coach, very prominent, 27 years old—probably the youngest Black coach hired around the whole world. When he came, we raised the money for scholarships, and he recruited four or five real good players. We filled the gymnasium. So we televised the games into the dance hall and televised the games into the student union.

Erickson: Where was the dance hall? Do you mean the Barn?

Lindeburg: You know when you go into the gym, the room on the left.

Erickson: Oh, yes.

Lindeburg: That is the dance hall. We put chairs in there. We filled that. We put chairs in the student union and televised it. Before the game would start, we would go in and ask all the students to move to the middle to cram as many in as we could. We had 1165 seats in those days, but they have revised it downwards

Lindeburg: when they put in the bleachers. We filled every one of them. The students sat on the north side, and we had reserved seats on the other side. When the visitors would come, we would take the overflow of students and put them on the side with the visitors. For about four or five years, we just jammed the place. Well, maybe not if we played a mid week game.

It was a good program, and it was a strong program. The very first year, Freddie Goss said he would like to take a trip. He could get enough guaranteed to pay for the trip. I said, "OK, and I am going with you."

Erickson: Was it to a tournament?

Lindeburg: No, it was just a trip. He called some people he knew, and we went to Murray State in Kentucky, played them and lost; we played two other games in Cincinnati and one other game. We lost all three. We came back and lost one more basketball game and then started to win. We won our league, went back and played in the national championship and became third in the country. It was amazing, it really was. His recruiting the first year, and, of course, his program stayed up as long as he was there until the last couple of years.

Erickson: How were you able to get him here? He must have been recruited by other places to.

Lindeburg: This was a funny story. When I resigned from basketball, Duane Lewis took over. He was the assistant coach. He no sooner took over and he said, "Any time you can hire a head coach, I would rather be the assistant coach." I said that was unusual, but Ok. So, now we were going to hire an assistant coach.

I called John Wooden and I said, "Do you have any young coaches who are just out of school or are around that somebody might be able to latch onto?" He said, "Freddie Goss is in the service. He will be out in a couple of weeks." He said, "Why don't you locate him." I said, "Where?" He said,

Lindeburg: “Washington, DC.” Did you ever try to locate someone in the service in Washington?

(laughter)

Well, after making a lot of phone calls, I got him on the phone. I said, “Would you be interested in being an assistant coach?” I took John Wooden’s recommendation, face value, without an interview.

Erickson: Well, he was a legend.

Lindeburg: Yes, and I know him quite well. Anyway, Freddie Goss, said, “Give me about a week. I don’t know if I want to go into coaching or pro basketball.” I said, “That’s OK, no problem.” He called me back and said he would like the job. I said, “OK, get here as soon as you can.” He started working at the beginning of the spring semester which was around February 1.

He started to work with the Black students on campus, and I said to myself that we had a rare individual here. I went to Duane Lewis and said, “Do you want to be the assistant coach?” He said yes, so I called Ivan Hinderaker and said that I wanted to put Freddie Goss as the head coach. He said to do it.

Freddie Goss became the head basketball coach. It was after basketball season, and now we had a chance to recruit all spring for a team for next fall. That was when we raised the money, and that’s when he went and got the scholarships and he recruited the players.

He brought in an individual named Mike Washington who was a fine guard and Howard Lee who was a fine center/forward, and they just carried us until we got some other players. He did a marvelous job of coaching.

Freddie Goss also did a marvelous job working with the Black students on campus when we had problems.

Erickson: I was going to ask you about that. Did the student unrest in the late '60s affect the program?

Lindeburg: I would say it didn't. No, it didn't. The individuals who were athletes were good citizens. I just feel there was no animosity. In fact, it probably would be the other way around. It would be a uniting factor on the campus rather than a distraction. As far as I know, there was never any student unrest in Athletics.

Although, we had worked out with the police all arrangements in case somebody said there was a bomb threat or the students were to walk out and sit in the middle of the court. We had all our procedures worked out as to what we would do, but we never had to use them which was a good thing. We were very fortunate.

I think this was the one reason I regretted dropping football because it was a great thing for Homecoming, it was a great thing for student activities on a weekend that were involved in football. You don't do that with basketball or any other sport.

Erickson: It had to be football.

Lindeburg: Yes. Football was that rallying factor.

Erickson: Tell me about the mascot for UCR. Wasn't it a Highlander bear?

Lindeburg: The students were going to have an election. They had three different symbols they wanted to have for the election. Somebody came to basketball practice and said "Let's write in Hi Lander. It was a girl. That's H I Landers. A couple of the guys on the basketball team, Duane Lewis and a couple other guys said they would be the Hi Landers. They wrote in Hi Landers. Howard Cook, who was our Director of Public Information, changed the name to H I G H Highlanders. The students wrote it in, and that was it.

Lindeburg: There was another student on campus who had a Scotty dog, and he put a little plaid dress on the dog and brought the dog to the games.

Erickson: Oh, so it started (mascot) as being a dog.

Lindeburg: It started as a dog, and we don't know who, but somebody...we tried to trace it down, made the emblem of the bear with the kilt. The bear was dribbling a basketball, even a bear with a football, a bear with a baseball bat...we had all these little symbols.

Erickson: When would that have been?

Lindeburg: This was the first year, right off the bat. Yes, the first fall. As soon as basketball practice started, they wanted the mascot. That's when the students voted and the Highlander came in. Now, Howard Cook committed suicide, so we lost that track and we were never able to trace it down. In fact, one of the vice chancellors and I tried to work on it, but we couldn't. I had a couple of original drawings, but no names or anything. And it wasn't done in Athletics. It was done amongst the students, because they were the ones that picked the mascot and they were the ones who made these drawings. I think a lot of it was probably done with the Highlander.

Erickson: The student newspaper? Was that always called the Highlander?

Lindeburg: Yes. I guess it was.

Erickson: Let's talk about Division I. We are now Division II and through the years a few people have made attempts to become Division I. Do you have special feelings about this?

Lindeburg: If the school can finance it, it would be a great thing. But an athletic program usually showers good publicity on your school. I think anybody who has been a president or an administrative officer in an institution realizes that as much good publicity as you can get is good for your school. It is very

Lindeburg: difficult to get publicity that concerns some guy discovering something. We have had great publicity on the last few things that have happened at UCR, but you get it day in and day out (with athletics). We appear on the next to the last page of the sports section. If we go to the nationals and have a winning team, it moves it up to the first page.

I have met with The Press-Enterprise people who are covering UCR and had them to the faculty club for lunch and asked what could we do to get better publicity. They said, “We are not in the business to support UCR. We are in the business to sell newspapers. We have done our own polls, and they want to read about UCLA and pro football. Until you are UCLA, you are going to be where you are.”

Erickson: With the proximity Riverside has to other campuses or to major professional sports teams, do you think that adds or detracts from being Division II?

Lindeburg: Oh, it detracts from what we are doing at the present time. If the school goes Division I, it will make all the difference in the world, because then you will be competing on the sports page, on the floor and on the courts against Division I schools.

The big problem with Division I is that you have special admits and they will have to continue. Now as long as they have them at Berkeley and Los Angeles, I imagine they are going to continue here. I really don't see why they wouldn't. They have to have a tax base that is large enough to support the program. Now, what most people don't realize is that if you take just one item in a budget, and that is recruiting, when you go Division I, now you are recruiting against THE best schools in the country academically and athletically.

Erickson: So, how do you do that, Lindy? How do you make it really special?

Lindeburg: You do something that makes your program special. I will give you an illustration in reverse of a kid who didn't come here. We were trying to recruit a quarterback who lived behind

Lindeburg: Stanford University. The reason I remember this is that his name was Stamford. We tried to recruit him because he was a pretty good quarterback. He said it was “between you and USC.” I said, “Gee, USC is a pretty powerful school for a quarterback unless you are really good.” He said, “Well, I think maybe I can make it there.” So finally he called Bob Toledo and said he was going to USC. Bob asked what made him make up his mind. He said he coach came to his home and sat at the table and said, “You have got to come to USC.” He said, “Where can you get one of these?” He took the ring off his finger and rolled it across the table and it was the Rose Bowl ring. He said, “I made up my mind to go to SC.”

I followed him in the papers whenever I could see it, and he was a third or fourth string quarterback, never played very much. But he got what he wanted. That is the kind of thing that influences a student.

I mentioned Frank Way probably recruited for me five or six individuals just because he sat down and talked to them about being a lawyer. Or Fred Veatch talked to them about being a doctor.

The last basketball team I coached, three guys became medical doctors, one a Ph.D., one a dentist, and one something else. Oh, one didn't finish, but he is now Vice President at Sega in Las Vegas. That's the kind of individual you have to recruit. You do anything you possibly can. You say, “Look, this is the greatest biomedical program in the world. Why go someplace else? Not only that, but you can participate in a sport at the same time.” You have to sell them, or have somebody else sell them.

And, of course, you hire a coach Bob Toledo or Wayne Howard who, when they talk to individuals, they have so much enthusiasm and so much energy that the students feel it. “Boy, I want to play for this guy.” And that is exactly what happened. Wayne Howard went up to Utah and had a very successful football program up there. Toledo is at UCLA with a successful program, a great program. Those are the kind of

Lindeburg: individuals that you have to have as your coaches who can recruit the individuals away from these other schools. When we quit football, we were just starting to get the individuals who were 6' 3" 235 lbs. instead of 6' 5" who weight 265 lbs. We were getting the one who was just down from the big schools, you see. That's why our program was so strong.

Masi has been able to recruit. Except for this last year, I think he went twelve years and won more than twenty basketball games every year. That's remarkable. Look at Smitheran. He just won his "jillionth" game—500, 600, 700. That is what he does. He goes out and recruits individuals. You cannot offer them any more than any other school, because there are regulations on what you can give.

Erickson: When you are hiring a coach, you talked about qualifications. Is there a way for you to see what special qualities they have for being able to recruit?

Lindeburg: Well, I think you just have to go on what they have done in the past unless they have been an assistant for you, like Bob Toledo. He was an assistant here, we knew him, you see. Wayne Howard, we didn't, so we went out to seek individuals who knew what he had been able to do. That is one of the criteria you put in there. Can you recruit? And if you can, if it is somebody back east, it is tough to find somebody you know to check this person out for you. But if they are around here, that is no problem.

But that is one of the things that is very important. You are going to find that all these coaches at Division I schools that are very successful are the individuals who are able to talk an individual into going to their institution, because they can go to the Rose Bowl, or they can do this, or they can have a good education, or whatever. At UCR, whether the Board of Regents likes it or not, we gave them a damn good education.

Erickson: I am sure they liked that. Let's talk about the emphasis on winning. Would you compare it to what it is now as to what it was in the early days? Or is it quite different?

Lindeburg: We have never fired a coach at UCR for losing. Coaches have left because of other things. Gosh, I lost my train of thought.

Erickson: We were talking about winning.

Lindeburg: Oh, yes. Winning is important because it unifies a group and success and enthusiasm breed success and enthusiasm. Here, each coach has put the pressure on their own back. At least it had been up until the time I had anything to do with it. Otherwise, you hire individuals who are aggressive who want to win. That's all there is to it.

We had a student who came here, Pete Katella, who was a football/basketball/baseball player. He came from a junior college, so he lettered in three sports two years in a row. Later we hired him back as our football coach. He left here because we weren't giving scholarships. When he left, that is when we started giving scholarships. He left one year too early, you see. It was unfortunate. He is now in our Hall of Fame. He knew that he could not compete against the schools in which we were competing, and he set his sights as high as he possibly could on winning.

But it is not winning at all costs. Some coaches are winning at all costs. They are the ones who have problems with the NCAA, they are the ones you find are having problems internally. Our coaches here, we were very fortunate. Each coach supported other sports. They did not say, "Hey, my sport is the only sport." We have a lot of sports, and each one is as important as their coach wants to make it. That, to me, is the way it should be, and that is the way that each coach puts the pressure on themselves to win.

When it comes to Division I, it is going to be up to somebody else to decide. Probably, it will be if you don't win, you are out of here. It is unfortunate, but that will be the case.

By the way, when you go to Division I, there is a problem. The day you state you want to go Division I and you are accepted by

Lindeburg: the NCAA, you have to abide by Division I regulations for two years. They are different, they are more strict than II. As a result, your program will suffer for two years before you make that big jump to Division I.

It will be very difficult to hold it there. You can't go into any NCAA playoffs for those two years. So, the individuals you recruit are going to have to be rare individuals because your program is likely to go downhill before it goes uphill again.

That, and the big problem is money, of course. That will always be the problem here until the tax support by students when they decide they want to put more money into the program, that will help. Docterman's program (Cliff Docterman of Athletic Development) of raising money and promotions will have to be very strong.

One more thing about Division I and raising money. In the Riverside Inland Empire area, there is only one Fortune 500 business, and that is Fleetwood. We have a lot of businesses, but there is not anyone who has a lot of money who can give a lot of money to the University. This will always be a handicap.

In Los Angeles and the San Francisco Bay area, in big places, they have big firms and they have a lot of alumni who are now chief executive officers in these firms.

Our alumni from our original group are just getting ready to retire now, and there aren't too many of them, you see. As a result in the Inland Empire, it will be hard to raise money for Division I, and that is what you have to do for scholarships. Big schools have scholarships endowed. In other words, somebody has given the University a million dollars and says to use the interest only. So, they use the interest only, and every year, that million dollars raises whatever, say \$50,000 for scholarships. When you do that, you don't have to go out and raise any more money. But we have the Brouse funds and the McClanahan funds. There is a long story about the McClanahan funds.

Erickson: Those are administered through The Regents?

Lindeburg: Through the University, yes. We get the proceeds from that every year for the athletic program. You know, I have to tell you this interesting story. We had an individual who was a trust officer at her bank named Ted Hall. He said, "Lindy, I have a lady who wants to give some money to the Athletic program. Her name is Cookie McClanahan." I said, "Gee, that's really interesting." He said, "She wants to give the money, but I can't get her to sign. She said he will give it to the football program." I said, "Is it much?" And he said, "Oh, yeah, about 250 or 300,000 dollars." I said, "Oh, boy, something like that would really be great."

He said there were a couple of catches to it. First, she has four sons by her marriage, not her sons, but her husband's sons. As each one of them dies, you get a quarter of it once she finally signs. That meant that you had to wait until they all died. Well, you don't want to wait until anybody dies, you know. We were sitting at a basketball game in the gym, and he walked up and said he almost got her to sign. A week later we dropped football. I called Ted and asked what would happen. He said he didn't know. We finally got her to sign and turn it over to baseball. She signed and turned it over to baseball, and one son had died. Now, they were all in their eighties.

Erickson: How old was she?

Lindeburg: She was in her eighties. See, these were sons by another husband. She got the name Cookie because she lived in the Midwest at a railroad stop where they got water. The trains would stop there and put on water, and she would give the crew cookies. Cookie McClanahan. I saw her portfolio and it was stocks, beautiful stocks, very conservative. It is still held by a bank over in Pomona. Every year they turn the money over to UCR. We got \$7,000 to start with, and I don't know what it is now. But there is a formula where baseball gets the first quarter, the second quarter, then the third quarter splits and the fourth quarter splits so then it starts to go to some of the other sports. It is a good combination, and everybody agreed on it,

Lindeburg: and it has worked out very nicely. Jack Smitheran, the baseball coach, has taken good care of it. I don't know what it is now, but if it was \$275,000 twenty five or thirty years ago, why it is a bundle now.

Erickson: Let's talk about your involvement, your continued involvement, yours and Cora's. What are the areas you remain interested in?

Lindeburg: Well, of course, I still support the athletic program as much as we can. We attend as many games as we possibly can. I am still active with the University Club.

Erickson: We see you at all the Alumni dinners.

Lindeburg: Oh, yeh. We go to all the affairs we can at the University. We are members of Town and Gown. I mean we used to be members, but that is dissolved. I was on the board there, and I was on the board of the University Club. I am active with the Citizens University Committee. For the University Club, we go to the races once a year, and I host a bus. These are the kinds of things we do.

Cora is very active in the Panhellenic organization and the Gamma Phi Betas on the campus. So she stays active there. We just think that UCR is a marvelous community.

Erickson: And you are able to continue those friendships that you established in those early years.

Lindeburg: Oh, yeh, sure. We see people like Arthur Turner and Chuck Adrian and people like that on a regular basis. The Emeriti group, too. I have been active in that still, although I did miss the last meeting.

Erickson: When do they meet?

Lindeburg: They meet six times a year.

Erickson: Do they keep you informed about the updates of the campus?

Lindeburg: Oh, yes. Don Munneke is the President now. It is a good organization. Once you retire, you are out of it (the University). You don't have any say in anything anymore. When you sign that retirement contract, that is it. But it is nice to have an organization on campus, a universitywide organizations that is seeing what happens to things.

As an example, when they gave the first RIP, you know, that is the retirement to get rid of the older guys, they made it very lucrative. Some of us got really concerned because that comes out of retirement money. Well, if it comes out of retirement money, that affects us. Although, we don't have any say in the matter. We checked up and found out that the retirement funds was about 16 billion dollars, and this was only going to be 4 million dollars, so it was a drop in the bucket.

(laughter)

It was incredible. I think they gave five RIPS in a row.

Erickson: I think they gave three.

Lindeburg: Ok, three. So the amount of money they took out of the retirement fund was incidental compared with what it is worth now with the stock market going up the way it is.

Erickson: Let's compare the campus today with what you thought it might be some fifty years ago.

Lindeburg: That's interesting. When we first opened, it was going to be a small liberal arts college. I didn't even think of it as that. It was a small campus and it was going to grow, that's all. Our program assumed that, so we went out that way.

But a lot of individuals were hired on this campus as faculty member that this would be a small liberal arts college, and unfortunately, they got caught in a dream that was impossible to hold.

Lindeburg: As the population of the University went up, you knew that those schools were going to overflow into UCR.

Erickson: What was the reason that it changed in a relatively short amount of time, about six years, that it was a liberal arts college and then...

Lindeburg: 1500 in a liberal arts college. That was all it was going to be. So, if you are going to be 1500, and all of a sudden you have 2000.

Erickson: Oh, you had grown that much?

Lindeburg: Oh, yeh. It started at 500, then it went up to, I don't know, maybe 1500. Of course, over a period of time, it went up to 6,000 and dropped to a little over 4000. That is when there was talk about closing the campus.

Erickson: That was in the seventies?

Lindeburg: When we first came here, to be a school of 1500 was an ideal dream. As I mentioned, we required physical education. We could do that because we didn't have too many students. We required a swim test.

In Athletics, we participated against the SCIAC schools, Cal Tech and those schools. Immediately, we had a meeting with them and wanted to join that conference. They turned us down because Santa Barbara had once been in their conference and Long Beach State had once been in their conference. They found out what happens to a public institution that comes in amongst the private schools. You come in, you grow and you start to beat the heck out of them. Then they have a hard time getting rid of you. So, they just didn't admit us. But they played us for a few years.

As the population of the school grew, on campus they had several committees to chart what we would be down the road. I think the first one was about 10,000 students. This was a long

Lindeburg: time ago that said we would go to 10,000 students. It was when we were going down, actually, when they made this study.

Erickson: That must have been around Chancellor Hinderaker's tenure when the figures dipped?

Lindeburg: Yes. They dipped tremendously. That's when the study was going on. And then, of course, when we started going up again, why it was very obvious because of the population in the state of California. Berkeley and UCLA were full, and they were only taking a certain number of students. They were restricted by the number of lab spaces and seats they have, so it was very obvious that we were going to pick those up.

Then another odd thing happened. Of all the campuses added to the University, we are the only one that has 100 percent support of the community. You don't have that at LaJolla, you don't have that at Santa Cruz, you don't have that at Davis, because those schools came in and grew very fast.

For some reason or other, the basic ground roots, the administrators we have, the people we have in the town, the John Gabberts and those people who supported the University, and that type of thing has allowed us to grow. We have grown with the blessings of the city. Even the triangle square down there that has been developed (University Village) and the entrance to the University, the people in the city, the city fathers recognized that this is a tremendous asset to the community.

And the community is a tremendous asset to UCR. The two work hand in hand. That is just one of the reasons why one day we will be 30,000 just like UCLA. I won't see it. You might not see it, but it will be here.

Erickson: Interesting. Do you have any additional comments you would like to share?

Lindeburg: (pause)

Erickson: Now that you are retired, tell us how you spend your time.

Lindeburg: Well, I tell you. Just before we retired, my wife and I made a list of ten things we wanted to do. I have been retired for almost ten years. We did the first one and that's it. We have never gotten to the other ones. (laughter)

Erickson: Do you still have your list? (laughter)

Lindeburg: The only day that I know of the week is Sunday, because we get two newspapers. I believe, and I was very fortunate that it happened to me, that people should prepare for retirement while they are still in their jobs and when they start in their jobs.

So, I was very fortunate that I have a good community, UCR, I can play golf, and I can be active. I play poker and my wife plays bridge. With these various social groups we have, my wife and I manage to stay very busy.

I haven't gotten anything published, but I write.

Erickson: Oh, you do?

Lindeburg: Oh, yeh. For kicks. Well, I had two books published and a numerous research articles here, but since I got out, I write children's stories. I could paper a room with all the rejection slips I have gotten, but one day it will happen. We'll just see what happens. I play around with the computer a little bit. Cora bought me a new computer.

Erickson: Good. And do you use the web, the Internet?

Lindeburg: Yeh, but I don't do much on that. I use the word processor. My granddaughter is living with us, and she uses it once in a while. I send e mail to somebody here and there. Give me your email address and I will send you a Christmas card.

Erickson: All right. That sounds good.

Lindeburg: That's it. I think you prepare ahead of time.

Erickson: What's your golf score?

Lindeburg: My golf score? Since June, I was a nine handicap and went all the way to a 16. Next month, I will be a 13, so it's going down again. But age catches up with you.

Erickson: Well, as long as you have a good time.

Lindeburg: You lose distance, and that makes all the difference in the world. It is very difficult when you can't hit the ball very far.

Erickson: (laughter) But you can still get out there.

Lindeburg: That's right, I can still get out, right. (laughter)

Erickson: Thank you very much.

Lindeburg: Ok. All right.

END OF INTERVIEW

Text in *italics* has been edited by Professor Lindeburg after the initial interview.

Addendum

Jan: Here are several items you might want to add to what we already accomplished. They are really just random thoughts that come to mind.

I was the first advisor to the Alumni Association. Had many talks with Ad Brugger regarding the Assn. and finally he agreed to hire an executive director.

Helped the students lay out the "C" on the side of the hill. First cleared the land and then a year later the E. L. Yeager Construction Co. built the forms and poured concrete to make it what it is today.

Jack Yeager via his construction company put in a flag pole on the football field. Two years later he had it moved from one end of the field to the other because of the need of a steeple chase layout. Jack has helped UCR in many ways. He helped raise \$3,000 for basketball scholarships in 1969. This was the start of a scholarship program, and it helped us become competitive in the CCAA which we joined in 1969

When UCR first started, the present PE building was occupied by the Bookstore and the A and E. offices. Later the Psychology Department used what was to be a rifle range as a lab.

Several months ago I took an almost complete set of UCR Yearbooks to Jack Chappell's office. They contain a wonderful history of UCR.

Our first football game was against La Verne College.

Our first basketball game was vs. Pepperdine College. We lost both games.

In 1973 the football team coached by Bob Toledo, now at UCLA, came from behind in the last few minutes to win three games and finish a 9-2 record. Dan Hayes was the quarterback.

When we dropped football in 1975, the program was very strong and we had many fine athletes. Several played professional football and many went on to play at other schools.

I am very proud that I have received two Chancellor's Awards for Service. Also, I have received the Service Award from the Citizens University Committee.

Who knows, this might become a series of I remember when. HA!

Lindy

Dated: June 30, 1998