

# History of the Red Devils

Originally known as Pemberton Superior School, Pemberton Secondary, in its former location just north of town on Pemberton Meadows Road, officially opened in the fall of 1957. Half of a gym was added to the building in 1958, and shortly after, the school took on the team name, 'Red Devils.'

The original boys' basketball team was established in the 1958/59 school year. There were barely enough boys to form a team, which included Maury Hjelt, Frank Kinnaird (Spetch), Bobbie Miller, Jack Ronayne, and Bill Williams. They didn't have much to work with: no coach, no uniforms, and only half of a gym to practice in. They played most of their games with a Pemberton adult team called the Cascade Timbermen. The men's team would often find themselves short players, and so would have the high school students join them on road trips to Lillooet and Bralorne. The only game they played that season as a school team was against the visiting Howe Sound Sounders. The results of the game cannot be recalled!

On one occasion during that first season the boys were sitting around in one of the classrooms, and classmate Roy Crowston suggested the team get a set of uniforms. The school agreed to pay for the purchase, so Roy ordered a catalogue, and within a couple of weeks Roy, Frank and one or two others were flipping through the pages. They came across a set of red jerseys that they liked, complete with the team name, "Red Devils" written on them. The group thought that that was also a great team name, and so ordered those very uniforms, "Red Devils" included.



It wasn't until 1963 that an actual logo was created. Its first appearance was in the Inaugural Pemberton Secondary Yearbook of 1963. By 1966 the gym had been expanded, and First Nations student Martin Sam, known for his artistic talents, drew the devil at centre court of the new, full sized gym.

By the late 60's there was a lot of controversy over the satanic look of the logo, so then Athletic Director Ron Renville introduced a version of the cartoon character 'Hot Stuff,' to reduce the demonistic characteristics of our mascot. Both logos were used through the 70's. The original logo remained at centre court of the gymnasium until the flood of 1984 destroyed much of the school, gym floor included. Upon repairs the cartoon character replaced the old logo in the floor.



In the late 90's comments over copyright laws were thrown around, and so in 1997 the logo was redrawn to reduce the resemblance to 'Hot Stuff', but keep with the cartoon character theme and avoid the issues that arose with a 'mean' devil. This is the logo that continues to be used today.

Pemberton Secondary is nearing 60 years of establishment, and in that time countless athletes have competed for a variety of sports teams all under the name, 'Red Devils.' Our goal is to support the tradition of growing up in the Pemberton area as a 'Red Devil' for generations to come.