Ron "Itchy" Smith, a 1960 graduate of Camden HS, is widely regarded as one of South Jersey's best basketball players of all time. With a deadly shooter and tremendous speed and skills off the dribble, the 6'1" guard scored 1,276 points over three seasons. What makes these stats even greater is that these stats were achieved in only three years because back then Camden HS was only grades 10-12. There was also no three-point shot and Itchy didn’t play full games because of the lead Camden would accumulate early. Itchy led the Purple Avalanche to two consecutive Group IV basketball titles in 1959 and 1960 and constructed a 47-game winning streak.

Ron was known as the consummate team player and was named High School All-American. The Star-Ledger named Itchy First Team All-20th Century and one of the state's ten best high school players of all time. In 2006, he was inducted in to the Camden County Sports Hall of Fame.

When Itchy graduated from Camden HS, he accepted a scholarship to play at Tennessee State University where he started for four years and made All-Midwestern Conference his junior and senior years. He graduated in 1965 with a BS in business administration and returned home to the city that raised him. He worked for five to six years for the city of Camden before turning to the family business that he still runs today.