

THE WATNEY CUP

1st ROUND

COLCHESTER v. LUTON

July 31st, 1971

OFFICIAL PROGRAMME 5 pence

WATNEYS PALE



the greatest ale!

Message from the Chairman of Watney Mann



I am delighted that, once again, I can welcome you to a new season's football and the Watney Cup. From our point of view, one of the happiest aspects of this tournament is the added pleasure it brings to so many of our customers and friends. Last year's seven matches were attended by 147,000 spectators, watched by millions more on television, and followed by hundreds of thousands of radio listeners.

Those fans enjoyed some of the most entertaining football ever to be played before the start of a season, and I hope that you too will enjoy the thrills and skills brought to you by the fine clubs and players involved in this second year of the Watney Cup.

A handwritten signature in black ink, which appears to read 'Michael Webster'.

Michael Webster

GOAL KINGS WILL COLOUR THE WATNEY CUP



A formidable handful of English football's most consistent goalscorers will be in this summer's Watney Cup, which is where they should be, after all.

The Watney Cup is all about goals before teams can even get a place in the competition. It encourages teams to score during all matches and, this year, goes even further by opening the door to offside experiment designed for but one purpose . . . goals. More and more of them.

Look at this list of cavalier footballers who will use the Watney Cup as another platform for their spectacular scoring:—

George Best, Denis Law, Bobby Charlton and Brian Kidd from Manchester United.

West Brom's Tony Brown, who led the First Division marksmen at the end of last season and won his first England cap. Jeff Astle who wouldn't normally take kindly to losing Albion's No. 1 scoring spot, but doesn't mind so much when the title goes to his friend Brown. Ray Crawford, who imprinted his name on the goal lists of Ipswich, Albion, Wolves, Ipswich for a second spell, Charlton, England and Kettering before he made such a successful come-back with Colchester in the Fourth Division in the last campaign.

And then there was the one that got away — Malcolm Macdonald, no less. The 30 goals Macdonald scored for Luton Town in the Second Division promotion scramble and other matches last season didn't get the Hatters into the First Division but got him there instead! His transfer to Newcastle United

this close season for a cool £160,000 gave the former Fulham player the uplift for which he'd worked so hard, and robbed the Watney Cup of a potential box office star.

Luton go to Colchester for the first round tie openly confessing that they have definite fears of the Dick Graham team that so decisively removed Leeds United (team of all talents) from the more tense F.A. Cup early this year.

Let's examine some of the scoring feats last season of the Watney stars . . .

The remarkable Crawford, "resurrected," if he'll forgive the expression, from the Southern League by manager Graham, responded by getting 25 goals in the League and seven in the F.A. Cup — 32-grand notches on his belt to prove he's no has-been.

Not for any reason were the sponsors glad to see Colchester fall only two points short of the promotion margin, except to be able to welcome them to the competition.



Don Givens — a former Manchester United player, now goal-hunting for Luton.

Tony Brown squeezed his way in front of Martin Chivers, the elegant and powerful Spurs and England striker, to carry off that First Division "King scorer" crown with 28 goals in the League and two more in the F.A. Cup.

Jeff Astle was one of the England Mexico party who suffered, as national team manager Sir Alf Ramsey warned they would, from post-Mexicoitis and found a little jadeness creeping into their form from time to time over the nine months or so of the domestic programme.

Just the same, once a scorer always a scorer by instinct, and the not-to-be-denied Astle still got his 15 goals, 13 of them in the First Division, and one each from the League Cup and F.A. Cup.

Up at Old Trafford, where they've regarded goals as a traditional part of the football menu, George Best claimed 18 in the League, two in the League Cup and another in the F.A. Cup to finish with 21. And, judged by his sharpness in the Home International Championship for Northern Ireland in May, the Watney Cup can expect a colourful canvas from British football's greatest artist.

Then, there is Denis Law, back with us once again, as welcome as ever, and this time with a useful season's haul of 16 goals (all but one in the First Division) to commend him.

It's little more than a year since Law was transfer-listed by United and answered them by devoting his summer to a hermit's training existence while all others sunned themselves abroad on tour and holiday.



Ray Crawford (Colchester) — jubilant after scoring against Leeds in the F.A. Cup last season.



George Best — Manchester United's top goalscorer last season.

The answer was undeniable. Denis became a menace again after his almost crippling injuries, scored all those goals despite spending much of his season in midfield positions where you're supposed to create goals not score them. As you you might expect, he did both.

Bobby Charlton was another allegedly under the influence of post-Mexicoitis, and Watneys hope that Bobby will be sharpening his own come-back weapons in the curtain raiser competition.

Brian Kidd's reaction to United's new backroom set up, in the capable hands of manager Frank O'Farrell, will also be interesting after his spell out of the first team at the back end of the season.

The fame in the names may fade when you examine the scoring lists of other Watney Cup competitors this year, but the ability to get the goals apparently does NOT.

Crewe's leading scorer was Pat Morrissey (18 goals); Bob Hatton, the ex-Wolves and Bolton centre-forward, topped the Carlisle United list with 23; Wrexham's Albert Kinsey had 18; and Bill Atkins, of Halifax Town, will face Manchester United's glamorous names with a self confidence cemented by the 18 goals he managed last season.

Add them all together — the goals and the scorers — and what have you got?

The promise of a scoring treasure even before you count what extra riches in entertainment the offside leniency might provide.

The Watney Cup has benefited the whole of football

says ALAN HARDAKER, O.B.E.,
Football League Secretary



Last year's Watney Cup Competition was an outstanding success, which benefited the whole of the game of football.

It has provided some competitive pre-season football which has proved of greater value to the clubs than the normal type of friendly or practice match, but this year it has given the Football League an opportunity to try an experiment which may have far-reaching effects on the game as a spectacle.

The modern trend of defensive football which has reached the stage of almost being a fetish with coaches, is slowly killing the interest of spectators. The keystone of the defensive wall has been, and always will be, the off-side trap, and the law has not been altered since the days of Bill McCracken.

This season, with the approval of the International Board, the Football League have initiated an experimental off-side law for this competition only. The normal law of off-side will only operate in the penalty area, which leaves two completely open areas on either side of the penalty area for the attacking forwards to manoeuvre, without being pulled up for off-side.

The experiment is to be watched by observers from FIFA, UEFA, and the Football Association, and it will help to make the competition even more interesting than the one held last season.



About the Colchester Players

Graham Smith – Liverpool lad who played the game of his life against Everton in last year's F.A. Cup. Former Loughborough Colleges graduate signed from Notts County two summers ago.

Bobby Cram – vastly experienced campaigner who can dovetail into almost any position. Had 139 First Division games with West Bromwich, then went to Canada and joined U's a year ago.

Brian Hall – one of the most popular performers at Layer Road. A full back who still likes to use his old-time attacking skills. Was previously with Mansfield.

John Gilchrist – craggy, determined Scotsman who had many good seasons with Millwall. Joined United in 1970 and was an invaluable member of the squad, especially during the Cup run.

Brian Garvey – business-like centre-back and another man who can point to a wealth of League experience, first with Hull, then Watford, before joining Colchester last year.

John Kurila – a free signing from local rivals Southend, this granite-hard defender began with Glasgow Celtic, and also played for Northampton (two spells) Hamilton Steelers (Canada) and Bristol City.

Ken Jones – another ex-Southend player, although it was from Millwall that he came to Layer Road. Stylish, cultured player, a midfield planner who also boasts the goal-scoring knack.

Brian Lewis – one of manager Dick Graham's best captures. Clever front runner whose previous clubs have included Crystal Palace, Portsmouth, Coventry and Oxford. Cost a substantial fee last Christmas.

Brian Gibbs – this popular yeoman servant scored many fine goals during a lengthy stay with Gillingham, and since his move to Layer Road has demonstrated that he's still a master of the craft.

Ray Crawford – the Football League highest scorer among current players. Two spells with Ipswich have been the highlights of his career. Also an England international, whose other clubs were Portsmouth, W.B.A., Wolves and Charlton.

Dave Simmons – burly ex-Arsenal and Aston Villa striker who is fighting his way back to full fitness following some serious injuries. Like Lewis, signed last Christmas and created an immediate impact.

Mick Mahon – one more former Loughborough Colleges export, who won England amateur honours at that time. Had a reputation as a scoring winger with Newcastle, Port Vale and York City.

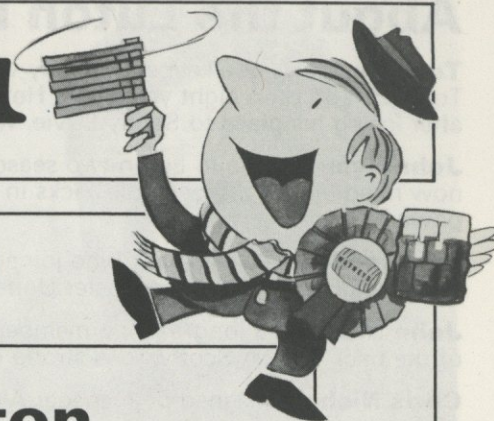
Eric Burgess – one of the most recent recruits to the Colchester staff. Was signed towards the end of last season. Powerful defender who used to be with Watford, then Torquay.

Mickey Cook – bright teenage prospect whose ability at full back has been noted by a number of the big clubs. Has a fair amount of senior experience; surely a name to look for in the future.

Steve Leslie – this teenager won England youth honours last season, and after turning out for a couple of local clubs finally signed professional forms for United at the end of the season.

Barry Smith – not related to Graham Smith, but also a goalkeeper. Enthusiastic and promising youngster discovered in local football, and still waiting for a senior chance.

THE WATNEY CUP 1971



Colchester

Colours: Blue shirts, blue shorts

1. G. Smith
2. B. Cram
3. B. Hall
4. J. Gilchrist
5. B. Garvey
6. J. Kurila
7. K. Jones
8. B. Lewis
9. B. Gibbs
10. R. Crawford
11. D. Simmons
12. M. Mahon
13. E. Burgess
14. M. Cook
15. S. Leslie
16. B. Smith

Saturday
31st July, 1971

Referee

N. C. Burtenshaw

*Linesmen to be announced
before the match*

*At this match, The Watney Silver Band
will be playing for your entertainment.*

Kick-off
3.00 p.m.



Luton

Colours: White shirts, black shorts

1. T. Reed
2. J. Ryan
3. K. Goodeve
4. J. Moore
5. C. Nicholl
6. D. Court
7. J. Ryan
8. V. Busby
9. D. Givens
10. M. Keen
11. A. Slough
12. K. Barber
13. R. Hoy
14. P. Anderson
15. A. Garner
16. D. Shanks

About the Luton Players

Tony Read—A goalkeeper, formerly with Sheffield Wednesday and Peterborough. Tony joined Luton eight years ago. He came back into the first team last season after losing his place to Sandy Davie, who is now with Southampton.

John Ryan—came to Luton two seasons ago after a spell with Fulham. John is now rated one of the best full-backs in the Second Division. Very fast with a powerful shot.

Ken Goodeve—a full-back who joined Luton last summer in a unique 'package deal' which took four Manchester United players to Luton for a fee of £35,000.

John Moore—a long-serving member of the club, who operates in the middle of the back four. A Scot who is strong on the ground and good in the air.

Chris Nicholl—signed by manager Alec Stock from Halifax after he had played a great game against Luton two seasons ago. He cost around £32,000 then and is now in the £100,000 class. A really commanding centre-half.

David Court—Luton's most expensive player who cost £35,000 when he came to Luton. A clever mid-field player who was signed at the hospital bed-side of former chairman Tony Hunt.

Jimmy Ryan—a clever winger who was one of Luton's best performers last season. Was part of the Manchester United package deal and has proved to be a real bargain.

Viv Busby—the lad who is expected to take over the scoring mantle now that Malcolm MacDonald has joined Newcastle. He has been a professional for only eighteen months, after playing for amateurs Wycause Wanderers, but is already very highly rated.

Don Givens—another former Manchester United player and a regular Irish international. A very speedy striker who finished second top scorer last season.

Mike Keen—the club captain, who skippered QPR to their League Cup Final victory in 1967. Joined Luton for £17,000 and spent this close season on the FA Summer Tour.

Alan Slough—perhaps now the most highly rated player at Luton. He can play in any position and last season operated mostly as an attacking wing-half.

Keith Barber—a goalkeeper who was signed on loan from Dunstable. Made his debut against Sheffield Wednesday and played two more games before the end of the season.

Roger Hoy—bought for £20,000 from Crystal Palace while the clubs were on a tour of Spain. A strong mid-field player with one of the longest throw-ins in the game.

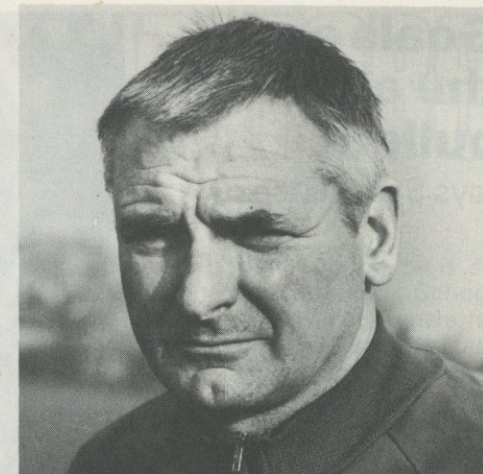
Peter Anderson—made his debut as an amateur in the derby game against Watford last February. Signed professional a week later and has been a regular ever since.

Alan Garner—given a free transfer by Millwall at the end of last season, he joined Luton as a reserve centre-half.

Don Shanks—a fine young full-back with a great future in the game. A member of the England Youth Team.

Small clubs aim at Watney Cup

by Steve Richards



Dick Graham, the Colchester boss.

The Watney Cup, one of football's new babies, is over many of its teething troubles and is already settling down as one of the big family.

Such is its impact, as it comes up for only its second year, that Dennis Viollet, ex-England, Manchester United and Stoke City forward, has written the words "Watney Cup" into his players' contracts.

Viollet, new team manager of Crewe preparing for his Fourth Division team's Watney clash with Carlisle, visitors from the Second Division, explains:

"The Watney Cup is an important part of our football lives at Crewe and demands compulsive thinking.

"I naturally hope that we will win promotion to the Third Division next season, *BUT*, if we don't, we want to get into the Watney Cup again the following year.

"So my directors have agreed that we should write incentives into the players' contracts so that they are ever mindful of the value to them, as well as to us, of scoring goals."

Viollet, who, playing for United in the fabulous pre-Munich "Busby Babes" side was Europe's leading scorer in the 1956-57 Cup of Champions with nine goals, says:

"After all, it's just another way of encouraging players to score more goals, isn't it?"

"I won't say we're going to go daft about it. I don't particularly want us to go out trying to score four goals, losing 5-4 in the process.

"There has got to be defensive efficiency as well, make no mistake, but we want to win essentially with attacking football."

The ex-Red Devil of Old Trafford went on: "I don't know how Manchester United feel about a competition like the Watney Cup but for Crewe to receive £4,000 for qualifying, another £2,000

or so for TV fees and then gate receipts on top, is a gift from the heavens.

"All that for nothing, and, when you think, it's just for scoring goals! I'm for anything fresh in football and, if we weren't playing in the Watney Cup we'd be involved in some pre-season friendlies without the benefits we're now getting."

In fact, Viollet had to arrange two friendlies in Ireland to get his men in shape for the Watney Cup.

Come in Luton secretary Bob Readhead:

"We, too, had to look for some special matches in order to tune up for this competition. It's not something to be taken lightly.

"It's not like playing in those old friendlies we used to get involved in before the season opened.

"You know your opponents are not holding back and the competition has created a tremendous amount of interest in Luton.

"Going to Colchester for that opening Watney Cup match means, in fact, that we have the same difficult task that Leeds had when they played there in the F.A. Cup last season."

Dick Graham, the Colchester boss, gives his views of the Watney Cup: "The challenge of having to qualify had an uplifting effect upon my players as soon as we realised we had just missed promotion last season.

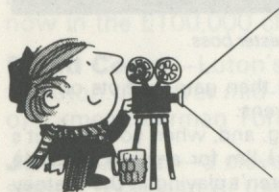
"We then had to score a certain number of goals to get in the competition and the lads went all out to attack in their final games, leaving us with only one goal to get in the final match."

Graham Hortop, the Fulham general manager, whose club competed in the first Watney Cup tournament and went on to win promotion, says:

"We found it financially rewarding even though we were knocked out in the first round. If you look around at the various sponsored efforts in football, this *MUST* be the No. 1."

Goals are the audience pullers

says Sam Leitch



BBC's "Match of the Day" programme – which always gets the biggest football audience on TV – resumes with this intriguing Watney Cup tournament after a close season of only *seven* Saturdays!

"Our" 1970-71 season ended with the Crystal Palace versus Inter-Milan match in the Anglo-Italian tournament in June and the 1971-72 season opens on July 31 with the Halifax Town versus Manchester United and Colchester versus Luton Town Watney ties.

I can see the year coming around when the present 45 Saturdays of televised football will reach the maximum of 52 – despite the petty and uninformed criticism of a muddled minority who protest that television stands only for trouble as far as football is concerned.

This season we are delighted to open with the Watney Cup and its high-scoring teams because goals are the audience-pullers for TV soccer, make no mistake about that.

When I say "WE" I mean the following people:–



Bryan Cowgill, the BBC's Head of Sport and Outside Events, the man who negotiated the Watney television contract with the Football League—part of nearly £1 million he pays annually to British sports promoters and governing bodies.

Commentators **David Coleman**, **Barry Davies** and **Alan Weeks**. According to viewers and readers up and down the land, they've got the cushiest number in sport. Try sitting with a microphone in a commentary position.

BBC Outside Broadcast producers **Alec Weeks** and **John McGonagle**, who produce the action pictures for every "Match of the Day". One slender slip by their cameras and they've got eleven million critics!

Not forgetting myself and a hundred other characters back at the Television Centre every Saturday – engineers, electricians, video tape geniuses and all our production staff.

From Watneys to Wembley – it all matters because the name of the game is football and wherever the big round ball moves with importance, depend on "Match of the Day" to be there as always.

THE COMMENTATORS

... Who will be covering the Watney Cup for BBC Television

David Coleman: born in Alderley Edge, Cheshire on April 26, 1926, he was educated at Alderley Edge County School, King's School, Macclesfield and Loreburn College, Manchester. He started work on the *Stockport Express* as a reporter and while in the Army served with the British Army Newspapers Unit.

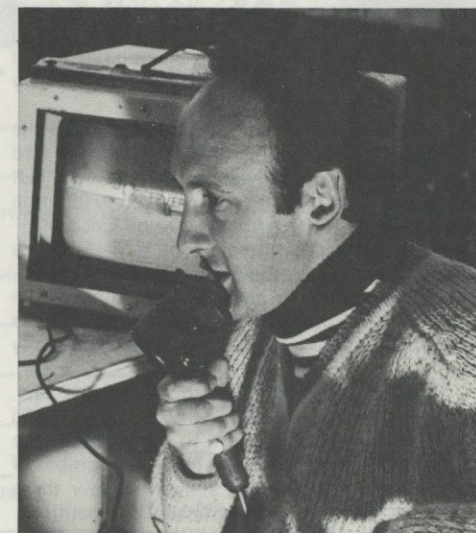
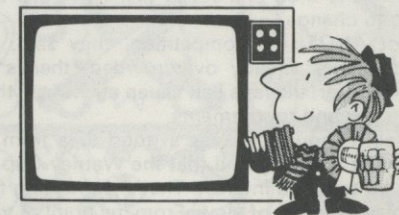
When he became editor of the *County Express, Cheshire* at the age of 22, Coleman was one of the youngest editors in the country. In 1953 he started radio free-lancing, a year later became a news assistant with the BBC in Birmingham and in 1955 became Sports Editor, Midland Region.

Coleman's first broadcast was in 1951, and in 1958 he became a regular BBC-TV commentator; since then he has covered two World Cups, two Olympic Games, two Commonwealth and European Games and many big events. He introduces his own "Sportsnight with Coleman" and has appeared and introduced many BBC-TV programmes.



Barry Davies: born in London, he is 33 and was educated at Cranbrook School in Kent and London University where he was a dental student. He first broadcast while a second lieutenant on National Service.

Worked on radio's Sports Report in 1962 and later joined *The Times* as a sub-editor and reporter. Made his TV debut with ITV in 1966 and covered the 1966 World Cup. He joined the BBC in 1969 and has since appeared on "Match of the Day" and introduced "Quiz Ball".



Denis Law

(Manchester United and Scotland) writes...



Denis Law in action against Nottingham Forest last season.

We had the usual moans and groans when the set-up of the Watney Cup was first outlined – all the usual gripes from the people who view anything new with the utmost suspicion. These stick-in-the-mud characters just don't like anything to change.

Not ANOTHER competition, they said. The fixture list is already overcrowded; there's too much soccer; the fans can't keep up with all these new cups and tournaments.

Well, I thought it was a good idea from the start, and I'm delighted that the Watney Cup has built up so much interest. That's just talking from the players' point of view. From my point of view, it's a great beginning to the season. Much more sensible, really, than going off on a jaunt to Spain or Germany or somewhere, playing so-called "friendlies" which end up with a lot of very competitive flare-ups.

Qualifying for the Watney Cup eliminates the travelling, for one thing. But that apart, we had three entertaining games in the contest last season – though it didn't end quite so well when we were beaten in the final by Derby County!

But I like the excitement of games which finish in a draw then being settled by penalties. And this year there is another innovation which is going to be interesting, specially for players like me who enjoy lurking about near the penalty area.

The idea of dispensing with the offside law, except within the actual penalty area, is a good one. It adds something extra to the Watney Cup emphasis on goals. You qualify by the number of goals scored the previous season – now there should be more goals in the actual competition.

Mind you, we tried this no offside game up in

Scotland, but the penalty areas were included in the experiment. Result: Chaos! Umpteen players crammed in the areas and a score something like 10–9. But the Watney Cup variation should lead to even more exciting play.

My own view is that anything done to improve the goal rate is fine by me.

As is the Watney Cup itself. Getting back to that, and apart from the actual rewards of winning the cup, there is the question of reaching peak fitness, in competitive games, before the season itself starts. Keeping my fingers well and truly crossed, I think that I'm back to top fitness – certainly I put in a lot of extra training during the summer months and didn't have any trouble from my wretched knee.

I hope that my injury problems are behind me now. Always assuming I'm picked for the team, the Watney Cup should give me further evidence that the bad luck spell is behind me.

So... on with the contest. Manchester United desperately want to reverse that final result of last season. But there's a little extra something to play for this time, apart from the sheer pride in the Club. It would be great to present our new manager, Frank O'Farrell, with a trophy almost as soon as he's settled into the boss's chair.

Anyway I think I've got across the fact that the players are very keen on the Watney Cup – I'm sure I'm speaking for all the clubs taking part.

And I have no doubt at all that there'll be plenty in it for the fans, too. The sudden death finishes, and the fact that a little bit of soccer history may be made in the cutting-down of the off-side law.

The writing's on the wall. It just reads "Goals – and Excitement". And I wrote the note underneath which says: "United to Win".

Win as many new penny pieces as you can get into the big Watney Cup in the

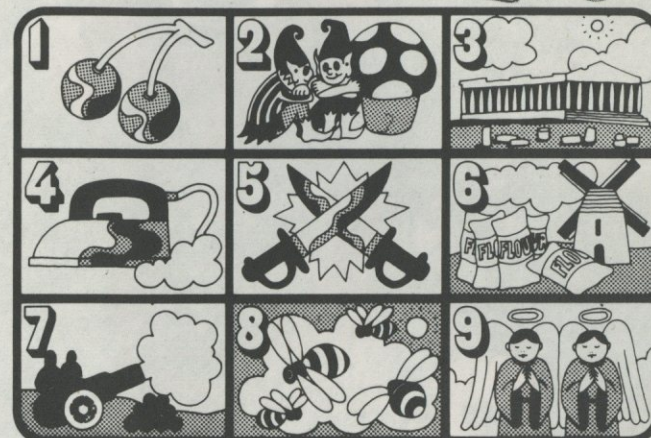
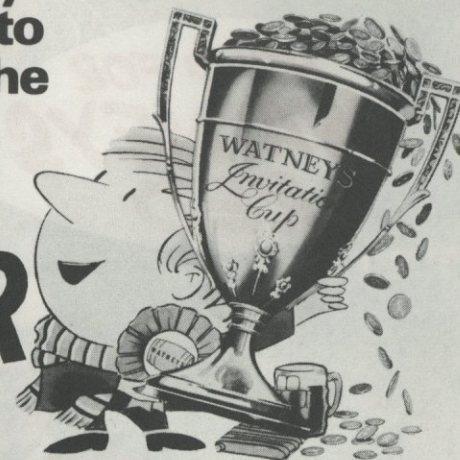
WATNEYS RED MYSTERY TOUR

25 prizes of footballs for the runners up

It's as easy as this to enter

A Watneys Red soccer team made a tour of England playing nine well-known Clubs. These nine pictures are your clues to which Clubs were played against. All you have to do is decide which they were, writing their name against the appropriate number in the Entry Form. Then make up your own revolutionary slogan for Watneys Red using not more than 15 words. Need an extra clue? Then bear in mind that this is a Watneys Red tour. Think about it over a pint of Watneys Red. Then complete the rest of the coupon and post it to arrive no later than 31st August 1971

Winners will be notified by post. Full list of rules available on request.



ENTRY FORM

NAME _____

ADDRESS _____

In my judgement, the clues represent the following Clubs:

- | | |
|---------|---------|
| 1 _____ | 5 _____ |
| 2 _____ | 6 _____ |
| 3 _____ | 7 _____ |
| 4 _____ | 8 _____ |

9 _____

Post to: Watneys Red Mystery Tour Competition, Cheddar, Somerset

(BLOCK LETTERS PLEASE)

My revolutionary slogan for Watneys Red is

(No more than 15 words)

Closing Date 31st August 1971

Britain's first sponsored soccer competition

HEAD FOR
WATNEYS
RED



THE WATNEY CUP

Britain's first sponsored soccer competition



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