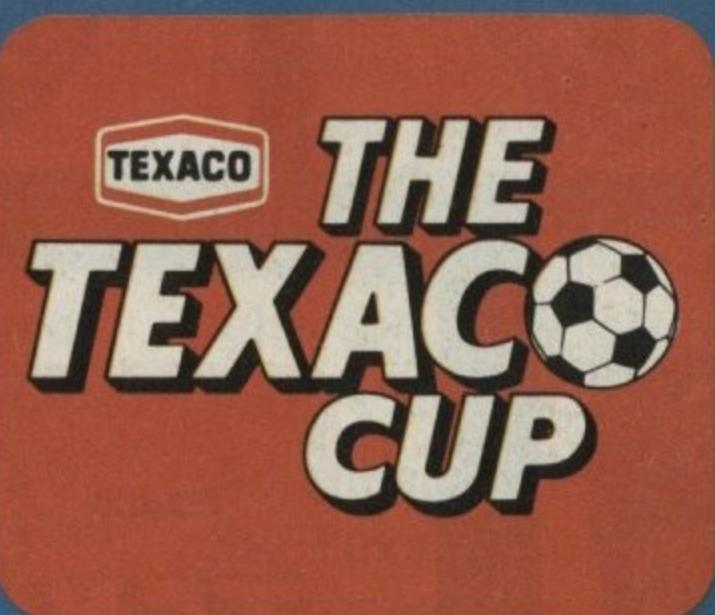


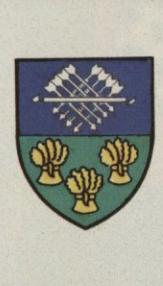
OFFICIAL
Six Match
Programme
10p



**GROUP
TWO**

**West Ham United
Orient
Luton Town
Southampton**

**August
3 to 10**



The Draw for the Qualifying Rounds

GROUP 1	GROUP 2	GROUP 3	GROUP 4
West Bromwich Albion	West Ham United	Blackpool	Sunderland
Birmingham City	Orient	Manchester City	Newcastle United
Norwich City	Luton Town	Oldham Athletic	Middlesbrough
Peterborough United	Southampton	Sheffield United	Carlisle United

DATES OF THE MATCHES

Saturday August 3	Saturday August 3	Saturday August 3	Saturday August 3
West Bromwich A v Birmingham City	West Ham Utd v Orient	Blackpool v Manchester City	Sunderland v Newcastle Utd
Norwich City v Peterborough Utd	Luton Town v Southampton	Oldham Athletic v Sheffield Utd	Middlesbrough v Carlisle Utd
Tuesday August 6	Tuesday August 6	Tuesday August 6	Tuesday August 6
West Bromwich A v Norwich City	Southampton v Orient	Blackpool v Oldham Athletic	Sunderland v Middlesbrough
Wednesday August 7	Wednesday August 7	Wednesday August 7	Wednesday August 7
Peterborough Utd v Birmingham City	West Ham Utd v Luton Town	Sheffield Utd v Manchester City	Carlisle Utd v Newcastle Utd
Saturday August 10	Saturday August 10	Saturday August 10	Saturday August 10
Peterborough Utd v West Bromwich A	Southampton v West Ham Utd	Sheffield Utd v Blackpool	Carlisle Utd v Sunderland
Birmingham City v Norwich City	Orient v Luton Town	Manchester City v Oldham Athletic	Newcastle Utd v Middlesbrough



THE NEW LOOK

Texaco proudly kick off the new 1974-75 football season with a restyled competition aimed at helping to improve the game as a spectacle and as an entertainment.

Sixteen major English clubs are battling in four regionalised Groups for a prized place in the quarter finals. The winners of the four Groups, to be decided on a league basis, will be joined in the quarter-finals by four nominated clubs from Scotland — Aberdeen, Ayr United, Heart of Midlothian and Glasgow Rangers.

In the Group matches, two points will be awarded for a win, one point for a draw and, for the first time in any British competition, there will be a bonus point added for any team that scores three or more goals in a single match.

As an example, if United and City were to draw 3-3 both teams would collect two points — one for the draw and a bonus point each for scoring three goals.

If United were to beat City 4-3, United would get two points for winning plus a bonus point and City, although losing, would collect one bonus point for scoring three goals.

The Texaco Cup organisers believe this revolutionary scheme will provide teams

with an incentive to keep playing at full pace and pressure, even the teams that are trailing.

Generally speaking, teams losing by two goals usually lose their drive and enthusiasm and teams winning 2-0 ease up and start coasting.

They could now be given the kick of life by the lure of the Texaco bonus point. Mr. Alan Hardaker, Secretary of the Football League and one of the instigators of the plan, comments: "We shall be watching very closely to see how this bonus scheme works.

"If it does prove a success there is the distinct possibility that the Football League clubs would consider its implementation at League level.

"We welcome the new format of the Texaco Cup and believe it will help further cement a competition that has become an established part of the football calendar over the past four years.

"We are very grateful to Texaco for their financial support and also for the enthusiasm and expertise that they bring to the running of their competition."

Ten clubs are competing in the Texaco Cup for the first time: Blackpool, Carlisle, Luton Town, Middlesbrough, Oldham Athletic, Orient, Peterborough United, Southampton, Sunderland and West Ham United.

Newcastle, the current holders of the Texaco Cup, are the most experienced campaigners in the competition. This is the fourth year they have entered.

"One of the highlights of last season for our supporters was the winning of the Texaco Cup," says manager Joe Harvey. "Anybody lucky enough to have seen the Final at St. James' Park where we beat Burnley after extra-time will know just what I mean.

"It was a magnificent match and the memory of it helps console us for our disappointing display in the FA Cup Final against Liverpool at Wembley.

"We are delighted to be competing for the Texaco Cup again and will be doing our best to retain it. All of us in football will be watching to see how the bonus point system works. We at Newcastle are firm believers in that football should be an entertaining spectacle with the emphasis on scoring goals. This new plan just might help towards this target."

scored for and against will be the winner.

The quarter, semi and Final matches will be played on a two-leg "home and away" basis on the same dates as the European competitions, with the Final scheduled for December.

An added incentive to win the Texaco Cup is that an extensive playing tour of the United States is being planned for the winners at the end of the season.

Mr. Tom Cottrell, Managing Director of Texaco, says: "We at Texaco are proud to sponsor this great competi-



MIKE CHANNON . . . one of the exciting new faces in the Texaco Cup. His powerful presence alongside Peter Osgood in the Southampton attack is sure to mean trouble for defences.

The four winners of the Groups go into a seeded draw for the quarter-finals along with the four Scottish clubs. In the event of two or more clubs being level on points at the completion of the Group matches, the club having the biggest goal difference between goals

and we hope the new format is appealing both to spectators and players alike.

"The new concept of the competition has been carefully planned and thought out with entertainment in mind because that is what football — and the Texaco Cup — is all about."

History of the TEXACO CUP



The story so far...

The concept of a home international football club competition was originally discussed back in 1962 by Alan Hardaker, of the Football League, and Fred Donovan, of the Scottish League.

It was eight years before the idea got off the launching pad and then, in 1970, 16 large commercial concerns were invited to consider sponsoring the International League Cup Competition.

The competition was eventually awarded to Texaco and it was kicked off as the Texaco Cup at the start of the 1970-71 season.

In its original form, the competition incorporated 16 clubs — eight from the Football League, six from the Scottish League and two each from the Irish League and the Football League of Ireland. The International Football League Board was the governing body of the competition and they looked after the whole administration.

Due to the political unrest in Ireland, the Irish clubs did not compete from 1972-73 and a new competition was introduced — The Texaco Ireland Cup — that proved very successful and helped to bring some unity in a strife-torn country.

With the exit of the Irish clubs from the main competition, the structure of the Texaco Cup was changed to allow the entry of nine Football League clubs and seven from the Scottish League.

All rounds of the Texaco Cup were played on a two-

legged, home-and-away basis and the winners in the first four years of the competition were Wolves, Derby County, Ipswich Town and, last season, Newcastle United.

Proof of the growing popularity of the competition is that by the end of last season more than 1½-million fans had watched Texaco Cup football and it is hoped the new format will encourage even more interest in this flourishing tournament.

The following Football League clubs competed during the first four seasons of the Texaco Cup:—

Birmingham City (1)
Burnley (2)
Coventry City (3)
Crystal Palace (1)
Derby County (1)
Everton (1)
Huddersfield Town (1)
Ipswich Town (1)
Leicester City (2)
Manchester City (1)
Newcastle United (3)
Norwich City (2)
Nottingham Forest (1)
Sheffield United (2)
Stoke City (3)
Tottenham Hotspur (1)
West Bromwich Albion (2)
Wolverhampton Wanderers (2)

The winners and runners-up have been:—

WINNERS
1970-71 Wolves
1971-72 Derby County
1972-73 Ipswich Town
1973-74 Newcastle United

RUNNERS UP
1970-71 Heart of Midlothian
1971-72 Airdrie
1972-73 Norwich City
1973-74 Burnley

The sponsorship by Texaco means a £120,000 cash injection for football annually.

This is how the money is distributed by the International Football League Board:—

The 16 Football League clubs each receive £1,500	£24,000
The eight quarter-finalists each receive £2,000	£16,000
The four semi-finalists each receive £3,000	£12,000
The runners-up in the Final receive £5,000	£5,000
The winners of the Final receive £6,000	£6,000
TOTAL to competing clubs £63,000	
Football League	£10,000
Scottish Football League	£9,000
Administration	£2,000
Reserve Fund	£16,000
TOTAL £37,000	

The reserve fund holds a total of £10,000 for the Texaco Ireland Cup. An extra £20,000 is to be donated to the Football Association for distribution to the County FAs.

Texaco take great pride in pumping goodwill as well as money into football and ever since the Texaco Cup started have encouraged sportsmanship on the pitch and peace on the terraces.



Tony Currie (above) and Terry McDermott (below) are among the stars hoping to shine in the Texaco Cup. Currie is returning to full fitness following a cartilage operation at the end of last season that cost the Sheffield United schemer his place in the England squad. McDermott will be striving to show the form that won him the Man of the Match award in last season's Texaco Cup Final when he helped Newcastle beat Burnley 2-1.



THE CONTENDERS

A STUDY OF THE TEXACO CUP GROUP FORMATION

GROUP 1

The line-up is Birmingham City, Norwich City, West Bromwich Albion and Peterborough United. First Division Birmingham look favourites on paper but they have it all to do on the pitch in what is a very competitive Group.

Birmingham start with two difficult away matches at West Bromwich and Peterborough and then wind up their programme against Norwich at St. Andrews.

Peterborough are the dark horses in the Group. They won the Fourth Division championship in swinging style and have the sort of uninhibited approach and attitude that could upset the more fancied teams.

Their first match is at Norwich which brings a reunion of managers Noel Cantwell and John Bond, who were for many years full-back partners at the back of the West Ham defence.

Bond has completely rebuilt the Norwich team since taking over at Carrow Road midway through last season and the Texaco Cup matches will provide his restyled side with a thorough testing.

The newcomers to the Norwich team since Bond took command are defenders Mel Machin, John Benson, Colin Sullivan, midfield player Peter Morris and forwards Phil Boyer, Ted MacDougall and John Sissons.



JOHN SISSENS ... on the wing for Norwich.

Their total transfer value is more than £500,000.

Norwich are hoping for a rapid return to the First Division arena they reluctantly left last season and will get an accurate assessment of the challenge they face in the Second Division when they come up against West Bromwich in their midweek match at The Hawthorns.

Albion start their bid for the Texaco Cup with two home matches against Birmingham and Norwich before travelling to Peterborough on Saturday, August 10, for an intriguing final match.

GROUP 2

The line-up is Luton Town, Orient, Southampton and West Ham United. How strong a First Division force will Luton be? Can Southampton live up to manager Lawrie McMenemy's predictions and expectations? Can Orient outgun West Ham in the all-East London battle?

These are among the questions that will be asked and answered in a Group that throbs with exciting possibilities.

Luton prepare for their re-entry into the First Division with a home match against Southampton followed by visits to West Ham and Orient.

The Texaco Cup matches will provide Luton with an instant indication of the task they face at football's top table. Their opening game against Southampton has all the makings of a classic, with the Luton defence due for a duel with plundering partners Mike Channon and Peter Osgood.

Manager McMenemy has made no secret of his belief that Channon and Osgood can shoot Saints straight back up to the First Division. It will be interesting to see what response the point-for-three-goals bonus scheme produces from these skilled strikers in the Southampton attack.

West Ham kick-off their challenge for the Texaco Cup with a fascinating



TOMMY TAYLOR ... plays against his old club.

match against neighbours Orient at Upton Park. It will be a particularly significant game for West Ham centre-half Tommy Taylor who started his career with the O's before moving "down the road" to the Hammers for £80,000 four seasons ago.

Orient will be going all out to prove they are First Division in quality if not status. They missed the promotion climb last season by just one point.

The O's face an uphill run to the quarter-finals. After their test against West Ham, they must travel to meet Southampton at The Dell before finishing their programme with a difficult home tie with Luton at Brisbane Road.

GROUP 3

The line-up is Blackpool, Manchester City, Oldham Athletic and Sheffield United.

With their tremendous attacking strength, Manchester City seem the team most likely to pile up the bonus points. They have a side geared for goals, with forwards of the calibre of Colin Bell, Francis Lee, Mike Summerbee, Denis Law, Rodney Marsh and Dennis Tueart to call on. But they will not have it all their own way in a Group that is rich with Northern steel and skill.

The crunch match in Group 3 could be the all First Division duel between Manchester City and Sheffield United at Bramall Lane in midweek.

This promises to provide a battle of wits, with Colin Bell contesting the midfield against his England teammate Tony Currie who is hoping to be fully fit following his cartilage operation.

Oldham are the unknown power in the Group. They won the Third Division championship last season with performances that proved they are a quality side but can they turn it on against established First Division sides?

These Texaco Cup matches will prove the full potential of Oldham. They open with a home game against Sheffield United and then travel for their next two games against Blackpool and Manchester City.



COLIN BELL ... has a decisive duel.

Blackpool should lure the holiday-makers from the beaches with their attractive opening match against Manchester City at Bloomfield Road.

They will then give Oldham a taste of what they can expect in the Second Division this coming season before finishing their programme with a testing match against Sheffield United at Bramall Lane.

GROUP 4

The line-up is Carlisle United, Middlesbrough, Newcastle United and Sunderland.

This looks the most interesting and competitive group of them all. Three First Division sides plus Sunderland, FA Cup winners in 1973 and among the favourites for promotion from the Second Division this season.

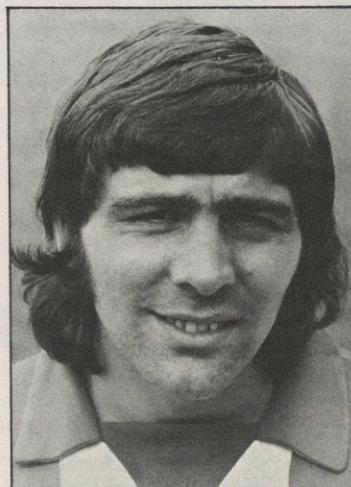
Newcastle are going to have to find their peak pace and power really quickly if they are to survive to the quarter-finals of the tournament they won in such great style last season.

The pressure is on the Tynesiders all the way through their qualifying matches. They kick-off with an examination at Sunderland, then meet newly-promoted Carlisle in midweek in a compelling clash at Brunton Park.

Newcastle then get their only home draw on Saturday, August 10, and that's another humdinger of a game against Jack Charlton's Middlesbrough who raced away with the Second Division title last season.

Middlesbrough and Carlisle will know each other inside out before the new season has drifted into the winter period. They battle in the opening match of the Texaco Cup at Ayresome Park and the Football League fixtures computer has paired them together twice in the first few weeks of the new campaign.

All eyes will be on Middlesbrough to see if they can reproduce the form and the fire that won them the Second Division crown last season



IAN PORTERFIELD ... scorer of Sunderland's Wembley winner.

and brought Jack Charlton the Manager of the Year award in his first season in the manager's chair. Bobby Moncur starts his new career with Sunderland against his old club Newcastle at Roker Park.

Last time Bobby played for United in the Texaco Cup, he scored the winning goal that beat Burnley in the Final just four months ago. He has Tom Finney — signed for £70,000 from Luton — as one of his new clubmates at Sunderland.

Newcastle will also be parading new faces, with Mickey Burns and Glenn Keeley included in their Texaco Cup squad.



Luton Town

1974/5 Fixtures

Date	Opponents	Ground
1974		
Aug 17	Liverpool	H
Aug 19	West Ham Utd (LC1)	A
Aug 24	Middlesbrough	A
Aug 28	West Ham Utd	H
Aug 31	Queen's Park R	H
Sept 7	Leeds United	A
Sept 11	League Cup 2	
Sept 14	Ipswich Town	H
Sept 21	Arsenal	A
Sept 24	Coventry City	A
Sept 28	Carlisle United	H
Oct 5	Leicester City	A
Oct 9	League Cup 3	
Oct 12	Birmingham City	H
Oct 16	Middlesbrough	H
Oct 19	Manchester City	A
Oct 26	Tottenham Hotspur	H
Nov 2	Newcastle Utd	A
Nov 9	Sheffield Utd	H
Nov 13	League Cup 4	
Nov 16	Stoke City	A
Nov 23	Everton (1)	H
Nov 30	Burnley	H
Dec 4	League Cup 5	
Dec 7	Chelsea	
Dec 14	Liverpool (2)	A
Dec 21	Derby County	H
Dec 26	Ipswich Town	A
Dec 28	Wolverhampton W	H
1975		
Jan 4	F.A. Cup 3	
Jan 11	Chelsea	
Jan 15	League Cup SF	
Jan 18	Burnley	A
Jan 22	League Cup SF	
Jan 25	F.A. Cup 4	
Feb 1	Sheffield Utd	A
Feb 8	Newcastle Utd	H
Feb 15	Everton (5)	A
Feb 22	Stoke City	H
Mar 1	Queen's Park R. (LCF)	A
Mar 8	Coventry City (6)	A
Mar 15	Carlisle Utd	A
Mar 22	Leeds Utd	H
Mar 28		
Mar 29	Derby County	A
Mar 31	Wolverhampton W	A
Apr 1	Arsenal	H
Apr 5	Tottenham H (SF)	A
Apr 12	Leicester C	
Apr 19	Birmingham C	A
Apr 26	Manchester C	A
May 3	F.A. Cup Final	

Luton Town will be using the Texaco Cup matches to tune-up their engines ready for take-off into the stratosphere of First Division Soccer.

Their promotion from the Second Division last season was achieved with football that was direct and honest and they will put on the same face for the battles against the established giants of the First Division.

It is a face with a large smile on it. Soccer cynics will tell Luton that the hard part is not so much getting into the First Division as *staying* there. But there is a feeling around Kenilworth Road not of fear but of fun.

"We are determined to enjoy ourselves in the First Division," says manager Harry Haslam who retains the refreshing outlook of being able to see football as a game and not a war.

A lot has happened to Luton since they were last in the First Division. They have slumped to the depths of the Fourth Division and then battled bravely back like boxers coming up off the canvas to win.

They lost their First Division status in 1960 during Syd Owen's one unhappy year as manager.

Owen, a former playing idol of Luton, then moved on to Leeds where he has become an influential back-room boy in one of the most respected tactical teams in the world.

When he starts spying on Luton for the new Leeds manager, he will find a vastly different club to the one he left behind 14 years ago. Naturally, the faces have changed. But so has the outlook. Relegation from the First, Second and then Third Divisions in just five years left Luton with a deep

wound that took a long time to heal.

But the scar and the complex was hidden last season behind a gale-force of cheers and laughter as Luton came dashing through to claim a First Division place as runners-up behind Middlesbrough.

Happy Haslam kept the players laughing in the dressing-room and Eric Morecambe — full-time football fanatic, part-time comedian — kept everybody else laughing as he poked gentle fun at anybody who would not concede that Luton were the greatest thing since sliced bread.

With the spirit within the club as high as it has ever been, it only needs the confidence that a First Division victory would bring and Luton could emerge as the shock side of the season.

"I know there are people who say we need be frightened of the First Division," says director Morecambe. "But we are all looking forward to the tremendous challenge. We've been

working down the bill, now we've got a spot at the Palladium. Our next objective must be to try and get top billing in the First Division. You must always think big and aim big in sport and show business. It's what drives you on."

This was the sort of forward thinking that shone through back in 1885 when the merger of Luton Wanderers and Luton Excelsior produced the birth of Luton Town who were trailblazers when they became the first club in the South of England to pay their players.

The greatest day in their history came 74 years later when Syd Owen brilliantly led Luton to the FA Cup Final at Wembley where they went down to a 2-1 defeat against Nottingham Forest.

Down at Kenilworth Road there is an optimistic mood that even greater days lie ahead. The Texaco Cup will help sharpen their skills for the enormous challenge that faces them in the First Division.



Identical twins! Paul (left) and Ronnie Futch, close season signings from Chester — Luton's Futchers at seventeen look a good buy for this season and the future.

Introducing The Hatters

GRAHAM HORN Started his goal-keeping career with Arsenal. Signed professionally with the North London club and won an FA Youth Cup winners medal and England youth caps but never played in a League match. Transferred to Luton for £20,000 after a short spell on loan to Portsmouth. A reliable last line of defence, his consistent displays helped push the Town into the First Division. Born London. 6ft. 1 1/4ins. 12st. 6lbs.

JIMMY HUSBAND Proved a shrewd signing by manager Harry Haslam who paid Everton £80,000 for this England Under-23 international midway through last season. Repaid a large amount of that fee by scoring a superb hat-trick in the vital promotion match against Orient. Positive player who is very sharp on the ground and in the air. Works quickly and intelligently in confined space. Born Newcastle. 5ft. 8ins. 10st. 12lbs.

JOHN RYAN Also started his career with Arsenal, then signed for Fulham where he played 41 League games in three years. Since moving to Kenilworth Road he has proved one of the fastest overlapping full-backs in the Football League. Can also play in midfield. A powerful golfer, he won the Kent Amateur title in 1972. Born London. 5ft. 10ins. 12st. 7lbs.

BARRY BUTLIN Has already sampled Texaco Cup success when he played in the Derby County side which won the competition in 1971-72. Played in only four League games for County before signing for the 'Hatters' for a then club record fee of £50,000 in November, 1972. Excellent header of the ball, he finished the club's leading scorer with 17 League goals last season despite being sidelined several weeks with a fractured jaw. Has developed a good understanding with Husband. Born Roslington. 6ft. 0 1/2in. 10st. 6lbs.

ALAN WEST Industrious and inventive midfield player who has proved popular with the Kenilworth Road fans following his £80,000 transfer from Burnley in October, 1973. Likes to switch play from wing to wing with superb crossfield passes and also possesses devastating shooting power. England Under-23 international. Born Hyde. 5ft. 9ins. 11st. 12lbs.

JOHN ASTON Became an "overnight star" following his stunning running in Manchester United's European Cup triumph over Benfica in 1967-68. Son of the post-war Old Trafford star, he broke a leg soon after the European Cup success. Joined Luton two seasons ago for £30,000. Fast-raiding winger who likes to cut inside to shoot for goal. Born Manchester. 5ft. 9 1/2ins. 11st. 7lbs.

GORDON HINDSON Signed from Newcastle two seasons ago, he generally wore the No. 12 substitute shirt last season. A useful utility player, he was often impressive last season when taking a powerful place in the Luton attack during the run-in to promotion. Born Durham. 5ft. 9 1/2ins. 11st. 3lbs.

ALAN GARNER Also played in all of Luton's League matches last season and his consistency was one of the reasons for their success. Signed on a free transfer from Millwall three seasons ago. Originally a centre-half, he now plays a "free" role alongside Faulkner and excels at breaking up attacks with superb positioning and well-timed tackling. Born Lambeth. 6ft. 0ins. 12st. 5lbs.

JIMMY RYAN Progressed through the Old Trafford junior ranks and played in 21 League games for Manchester United before being

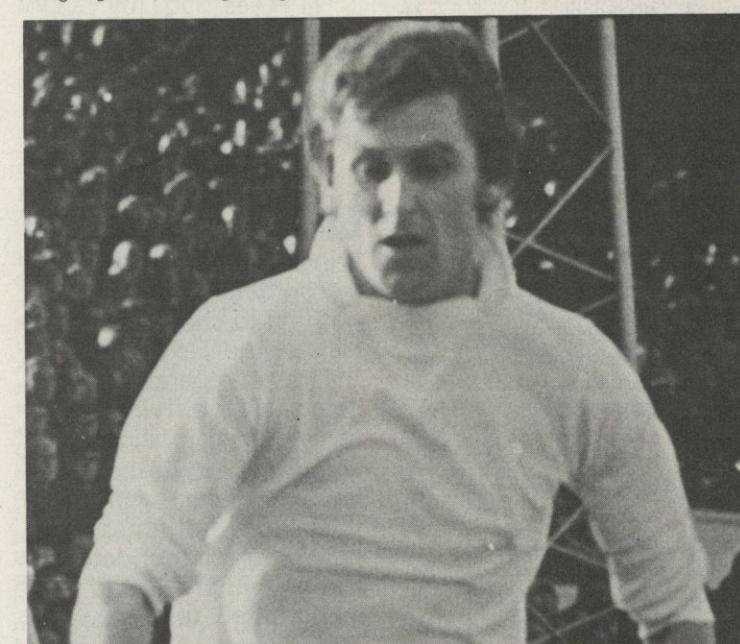
signed by Luton for £20,000 four seasons ago. A stylish player who likes to take on defenders in man-to-man situations. Possesses fine ball control. Scored 11 goals during last season's promotion run. Born Stirling. 5ft. 9 1/2ins. 11st. 0lbs.

BRIAN CHAMBERS Signed from Arsenal in July for £30,000. A utility player who is productive in midfield and sharp in the penalty area. Started his career with Sunderland for whom he played 53 League games, scoring five goals.

KEITH BARBER Lost his first-team spot following the arrival of Graham Horn but this experienced 'keeper will be challenging hard for a place in the Town line-up in the First Division. Unspectacular but reliable last line of defence who is particularly intelligent with his positioning. Born London. 5ft. 11ins. 10st. 13lbs.

Played only one first-team match at Arsenal. Considerably strengthens the Luton squad. Born Newcastle. 5ft. 10ins. 10st. 13lbs.

JOHN RYAN Also started his career with Arsenal, then signed for Fulham where he played 41 League games in three years. Since moving to Kenilworth Road he has proved one of the fastest overlapping full-backs in the Football League. Can also play in midfield. A powerful golfer, he won the Kent Amateur title in 1972. Born London. 5ft. 10ins. 12st. 7lbs.



Bobby Thomson, Luton's captain and ever-present last season, seems to be back to the form that won him 8 English caps.

THE MANAGER:

Harry Haslam



Harry Haslam emerged last season as one of the most successful and certainly most happy managers in the League.

He steered Luton Town to promotion with an attitude that was refreshing in a game that has become all too cut-throat and competitive.

Happy Harry, cracking nearly as many jokes as Luton director Eric Morecambe, laughed all the way up into the First Division. But for all his good humour, Harry takes football seriously

and he kept the Luton players in winning form with good tactical advice and acted as a calming influence when the promotion pressure was at its peak. Formerly manager of Tonbridge — where he discovered and guided Malcolm Macdonald — Harry moved on to Fulham as chief scout and then took a similar role at Luton. He took over as Luton manager following the departure of Alec Stock and the club has been moving progressively forward ever since.



Orient

1974/5 Fixtures

Date	Opponents	Ground
1974		
Aug 17	Manchester Utd.....H	
Aug 20	Blackpool (LC1).....A	
Aug 24	Bristol City.....A	
Aug 27	Blackpool.....H	
Aug 31	Portsmouth.....H	
Sept 7	Aston Villa.....A	
Sept 11	League Cup 2	
Sept 14	Fulham.....H	
Sept 17	Bristol City.....H	
Sept 21	Oxford United.....A	
Sept 24	Notts County.....A	
Sept 28	Sheffield W.....H	
Oct 5	Bolton W.....A	
Oct 9	League Cup 3	
Oct 12	Oldham A.....H	
Oct 19	Southampton.....A	
Oct 26	Norwich City.....H	
Nov 2	York City.....A	
Nov 9	Cardiff City.....H	
Nov 13	League Cup 4	
Nov 16	Bristol R.....A	
Nov 23	West Brom (1).....H	
Nov 30	Nottingham F.....H	
Dec 4	League Cup 5	
Dec 7	Millwall.....A	
Dec 14	Manchester Utd (2).....A	
Dec 21	Hull City.....H	
Dec 26	Fulham.....A	
Dec 28	Sunderland.....H	
1975		
Jan 4	F.A. Cup 3	
Jan 11	Millwall.....H	
Jan 15	League Cup SF	
Jan 18	Nottingham F.....A	
Jan 22	League Cup SF	
Jan 25	F.A. Cup 4	
Feb 1	Cardiff City.....A	
Feb 8	York City.....H	
Feb 15	West Brom (5).....A	
Feb 22	Bristol R.....H	
Mar 1	Portsmouth (LCF).....A	
Mar 8	Notts County (6).....H	
Mar 15	Sheffield W.....A	
Mar 22	Aston Villa.....H	
Mar 28	Sunderland.....A	
Mar 29	Hull City.....A	
Mar 31	Oxford Utd.....H	
Apr 1		
Apr 5	Norwich City (SF).....A	
Apr 12	Bolton W.....H	
Apr 19	Oldham A.....A	
Apr 26	Southampton.....A	
May 3	F.A. Cup Final	

Orient are still kicking themselves for missing promotion in a frustrating finale to last season. Just one more point from their 42 games and they would have been entering this Texaco Cup tournament as a First Division side.

They needed to win their very last game of the season against Aston Villa, could only draw and so left the door open for Carlisle to sneak into the third promotion place behind Middlesbrough and Luton.

Manager George Petchey brings Orient into the new season determined to leave nothing to chance this time. He sees the Texaco Cup as the ideal preparation to help give O's a flying start to the new campaign.

Orient are a club that have known more struggling than successful times but now have the foundations laid on which to build for a bright new tomorrow.

The O's are London's second oldest League club. They were formed in 1881 by a group of shipping clerks of the Orient Company. They played their early matches alongside Clapton Cricket ground and later near Hackney Marshes, next to a whippet track.

In 1896, they entered the third division of the London league as Clapton Orient and in their first season won promotion. After being refused permission to join the Southern League, they upped their sights and sought admission to the Football League and were accepted to the Second Division in 1906 along with Chelsea. Orient finished bottom of the table in their first season but kept their place because no other suitable clubs were seeking election

to the League. The club went into a slide and staggered into one financial crisis after another following relegation to the Third Division South in 1929. They moved their ground from Millfields to Lea Bridge in 1931, a switch that led to Clapton Orient setting up a unique record by winning two consecutive League matches at Wembley!

The ground at Lea Bridge did not meet League requirements and Clapton Orient were allowed to borrow Wembley for two weeks while alterations were being made. They defeated Southend and Brentford.

Arsenal briefly took over the reins of the club to new chairman Brian Winston at the end of last season after putting the club back on its feet ready for another run up towards the Everest of English football that is the First Division.

Orient — having now dropped the Leyton tag — start their Texaco Cup challenge against powerful neighbours West Ham. It will give them an instant indication of how close they are to having the First Division side they have worked so hard to create.



Micky Bullock — a great hearted striker and a Brisbane Road favourite with the fans.

good and romantic times under the management of Alec Stock, then shocked even themselves by winning promotion to the First Division under the guidance of Johnny Carey in 1961. But they were not ready to compete with the elite of football and came straight back down again the following season.

In the winter of 1967 Orient seemed doomed to extinction. Then Arthur Page came along, organised a Sunday rally at which a bucket was passed around into which cash donations were willingly tossed and from that moment on the rebuilding started.

Arthur Page handed over the reins of the club to new chairman Brian Winston at the end of last season after putting the club back on its feet ready for another run up towards the Everest of English football that is the First Division.

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Introducing The O's

RAY GODDARD Lost his first-team place when John Jackson joined Orient from Crystal Palace but battled back to regain the No. 1 goalkeeping spot on the crucial run-in to the end of last season. Very agile and quick to come off his line. Has played nearly 300 League games since joining Orient on a free transfer from Fulham. Born Fulham. 5ft. 10½ins. 11st. 12lbs.

JOHN JACKSON

Played brilliantly for a long spell when he came into the Orient team after a distinguished career with Palace. His form suffered following an injury and he was unable to shift Goddard from the first-team in the last weeks of the season. Has extremely quick reflexes and can make the "impossible" saves seem easy. Born London. 6ft. 2ins. 13st. 4lbs.

DAVID PAYNE

Vastly experienced utility player who can operate either as a full-back or in midfield. Cool and controlled under pressure, he spreads calm to those around him by his calculated play. Uses the ball well and with imagination and is always looking for the chance to join the attack. One of the Petchey bargain buys from Palace at £25,000. Recovered from broken leg. Born Croydon. 5ft. 9½ins. 10st. 13lbs.

TOM WALLEY

Ever-present last season after recovering from a leg injury which kept him on the sidelines for nine months. Hoadley's dominance in the middle of the defence last season left him free to play a sweeper role at the back which he performed with great drive and determination. Accurate left-footed passer of the ball from deep inside his own half to teammates in the opposition half. Welsh international. Formerly with Arsenal and Watford before joining Orient for £30,000. A fine competitor. Born Caernarvon. 5ft. 10ins. 11st. 12lbs.

DERRICK DOWNING

Successfully switched from a winger into a powerful attacking full-back and has proved a competent replacement for Dennis Rofe, who was sold to Leicester City for £100,000. Is particularly dangerous when overlapping his forwards and crossing the ball from deep inside opposition territory. A tenacious tackler.

RICKY HEPOLETTE

Orient paid Preston £50,000 for this effective midfield worker. Plays on the left side of the field and is a creative as well as stubborn player. Has devel-

oped a fine understanding in midfield with Allen and Brisley. The Orient fans have nicknamed him "Tricky Ricky" because of the way he tricks his way past opponents with clever ball control. Born India. 5ft. 9ins. 11st. 5lbs.

BOBBY FISHER Challenging hard for a regular place in the first-team. This dusky-skinned utility player has tremendous potential and Orient expect a big future for a teenager who shows a veteran's awareness when on the pitch. Is equally adept at left-back or in midfield. Born Wembley. 5ft. 8ins. 10st. 3lbs.

PETER BENNETT

A pelvis injury

kept this talented central defender out for almost a year but he made a comeback late last season and is ready to challenge for a first-team place. He was valued as a £20,000 makeweight in the transfer deal that took Tommy Taylor to West Ham. A fine reader of the game whose experience with West Ham as a forward helps him in attacking situations. Born Hillingdon. 5ft. 11ins. 11st. 6lbs.

BILL ROFFEY

Another of the ex-

Palace brigade. A hard-tackling full-back who likes to come adventurously forward to join the attack. Often unleashes dangerous long-range shots. A bargain buy at £5,000. Born Stepney. 5ft. 11½ins. 12st. 8lbs.

THE MANAGER:

George Petchey



Like neighbouring manager Ron Greenwood, George Petchey is an advocate of all that is good and right about football. He likes the game to be played with freedom and style and is an outspoken critic of violent play.

Petchey built his reputation as an outstanding coach and tactician at Crystal Palace where he was the architect of the side that played its way up into the First Division.

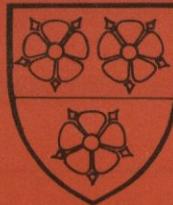
He has brought balance and style to the Orient side, taking over where his predecessor

Jimmy Bloomfield left off. Petchey has introduced a strong Crystal Palace influence into the Orient team, having brought five Selhurst Park players to the East London club.

Born in Whitechapel, Petchey now lives in Hove but has retained his Cockney humour and honesty. He had a long playing career with West Ham, Queen's Park Rangers and then Crystal Palace during which he was a thoughtful and progressive player. The same can be said of him as a manager.



Welsh international Tom Walley, who played in all O's games last season, plays as sweeper.



Southampton

1974/5 Fixtures

Date	Opponents	Ground
1974		
Aug 17	Hull City	H
Aug 21	Norwich City (LC1)	A
Aug 24	Sunderland	A
Aug 27	Norwich City	H
Aug 31	Blackpool	H
Sept 7	Notts County	A
Sept 11	League Cup 2	
Sept 14	Portsmouth	H
Sept 17	Sunderland	H
Sept 21	Bristol City	A
Sept 25	Oxford Utd	A
Sept 28	Aston Villa	H
Oct 5	Nottingham F	H
Oct 9	League Cup 3	
Oct 12	Millwall	A
Oct 19	Orient	H
Oct 26	Manchester Utd	A
Nov 2	Bristol Rovers	A
Nov 9	West Brom	H
Nov 13	League Cup 4	
Nov 16	Bolton W.	A
Nov 23	Oldham A (1)	H
Nov 30	Cardiff City	A
Dec 4	League Cup 5	
Dec 7	York City	H
Dec 14	Hull City (2)	A
Dec 21	Fulham	H
Dec 26	Portsmouth	A
Dec 28	Sheffield W	H
1975		
Jan 4	F.A. Cup 3	
Jan 11	York City	A
Jan 15	League Cup SF	
Jan 18	Cardiff City	H
Jan 22	League Cup SF	
Jan 25	F.A. Cup 4	
Feb 1	West Brom	A
Feb 8	Bristol R	H
Feb 15	Oldham A (5)	A
Feb 22	Bolton W.	H
Mar 1	Blackpool (LCF)	A
Mar 8	Oxford Utd (6)	H
Mar 15	Aston Villa	A
Mar 22	Notts County	H
Mar 28	Bristol City	H
Mar 29	Fulham	A
Mar 31	Sheffield W	A
Apr 1	Manchester Utd (SF)	H
Apr 5	Nottingham F	A
Apr 12	Millwall	H
Apr 19	Orient	A
Apr 26	F.A. Cup Final	

Sadly, Southampton come into this Texaco Cup tournament as a Second Division force after losing a desperate and often dramatic relegation battle last season.

They still retain their First Division quality, if not their status and should be pulling packed houses down at The Dell this season.

The Saints gave public notice of their ambition and ability to compete with the major clubs by spending £250,000 to capture the talent of Peter Osgood after his dispute with Chelsea. The combination of Osgood and the magnificent Mike Channon, as exciting as it looked on paper, could not save Southampton on the pitch and the Saints took one of the most potent attacking forces in the League down into the Second Division with them.

Everybody expected Southampton to cash in on Channon's arrival as a world star by selling him to the highest bidder... everybody that is apart from those close to the Hampshire club with knowledge of their ambitious and progressive outlook.

With wealthy First Division clubs ready to break all records to sign Channon, there was wide-spread speculation about the stylish striker's future.

But when he came home from his triumphant tour with England, Channon forced all the big clubs to put away their cheque books by signing a new contract with Southampton. Southampton have made giant strides since the autumn of 1885, when a group of young men sat down to form a sports club and decided, by a margin of just one vote, that the main activity should be football

and not rugby union. The Dell was originally built in the 1890s for a mere £10,000 by a gentleman called George Thomas from whom Southampton rented the ground when they set up as a limited company in 1897. At the same time they ended their association with St. Mary's Church, under whose auspices they had entered the Southern League — which they won at their first attempt by going right through a 20-match programme without defeat.

They won the Southern League on three successive occasions and in 1900 reached the FA Cup Final, losing 4–0 to Bury at Crystal Palace. They reached the Final again two years later, this time going down 2–1 in a replayed match against Sheffield United.

Southampton were invited along with most other Southern League clubs to join the Third Division of the Football League in 1920. They finished second to Crystal Palace in their first season and the following year won promotion as Third Division champions.

Their first season in the Second Division was undistinguished apart from the astonishing figures with which they finished. They were in 11th place in the table — exactly halfway — with 42 points from 42 games. They won 14, drew 14, lost 14, scored 40 goals and conceded 40 goals. It remains to this day the blueprint for consistency.

Nobody knew it at the time, but it was an important day for the club when a young lad called Ted Bates was taken on the playing staff in 1937. He gave them service first as a player, then as a coach and assistant trainer and was promoted to team manager after the club had slumped into the Third Division South in the mid-50s. Bates quickly showed his creative ability as a manager by steering Saints back to the Second Division in 1959–60 and then to football's peak district — the First Division — in 1966. Lawrie McMenemy was brought in as team manager last season but the loyal Bates continues to serve his beloved Southampton as Chief Executive.



Mike Channon — perhaps now the most accomplished striker in the Football League. An automatic England choice today.

Introducing The Saints

ERIC MARTIN An unpredictable but always determined and sometimes spectacular last line of defence for Southampton. Played in the 1966 World Cup for England as a winger but is phasing out his career as a midfield general. Born Winchester. 5ft. 8ins. 10st. 5lbs.

MIKE CHANNON Has emerged during the last 18 months as one of England's few truly world-class players.

BOB McCARTHY A strong, stylish full-back who can be tenacious in the tackle. Likes to prompt the attack with surging runs down the touchline. Signed by Southampton straight from school in May, 1964. A former England youth international, he skippered the Saints side that reached the FA Youth Cup semi-finals in 1967. Made his debut a year later and has been an established member of the defence for the last two seasons. Born Southampton. 5ft. 11½ins. 11st. 12lbs.

PETER OSGOOD He wore the Channon mantle as a world great for several seasons at Chelsea where his talent was continually a torment to defences. Southampton boldly paid £250,000 for him last season after he had publicly vowed never to play for Chelsea again after a series of disagreements with manager Dave Sexton. Saints have yet to see the best of him. He and Channon together could prove a dynamic duo this season. Has four England caps. Born Portsmouth. 5ft. 0½ins. 12st. 8lbs.

STEVE MILLS Sharp, quick-tackling defender who also likes to link with the attack. Came into the Southampton side last season and quickly settled into the back line, gradually growing in confidence and stature. At 21, he has lots of potential and it would seem that the best is yet to come for this quiet thoughtful player. Born Portsmouth. 5ft. 7½ins. 10st. 4lbs.

HUGH FISHER An aggressive competitor who brings industry and invention to Southampton's midfield. He broke a leg against Arsenal in October, 1971, but battled back to peak form and fitness. Joined Saints from Blackpool for £35,000 in 1967. Is strong in possession and reads situations quickly and well, often finding the empty space at a vital moment. Born Windsor. 6ft. 1½ins. 12st. 13lbs.

BRIAN O'NEIL The little Napoleon of the Southampton side. He is the general, dictating attacking policy with a stream of passes from his midfield command post. A really rugged competitor who refuses to yield an inch of space to an opponent. Joined Saints from Burnley for £75,000 in 1970. Born Bedlington. 5ft. 7½ins. 11st. 8lbs.

BOBBY STOKES Overshadowed by the big-name players around him but a vital cog in the Southampton machine. Can play midfield or in a striking role with equal power and assurance. Has good close control and is a firm, accurate striker of the ball. Made a memorable debut in 1969 by planting two goals in the Burnley net. Born Portsmouth. 5ft. 7½ins. 10st. 10lbs.

PAUL GILCHRIST The regular centre-forward for Southampton until Osgood's much-publicised arrival at The Dell. A tall, stylish player who can disrupt the tightest defence when in the mood. Sometimes looks to have the potential to be in the Channon class but lacks consistency. He joined Southampton from Doncaster Rovers for £30,000 after spells with Charlton and Fulham. Born Dartford. 5ft. 11½ins. 12st.

JIM STEELE Steele by name, steel as a player. A rugged, determined defender with more skill than a lot of people give him credit for. He plays a Bobby Moore-style role at the back of the Saints defence and often sets up attacks with thoughtfully-placed passes. Southampton paid their then record fee of £80,000 to get Steele from Dundee. It was a smart bit of transfer business by Ted Bates. Scottish Under-23 international. Born Edinburgh. 6ft. 0¼ins. 12st. 4lbs.

TERRY PAIN Was planning to end his long and glorious career with Southampton this summer. Hereford United recognised how valuable his vast experience could be and invited him to become their

player-coach. Still one of the pass masters of football after more than 800 first-team games for the Saints. Played in the 1966 World Cup for England as a winger but is phasing out his career as a midfield general. Born Winchester. 5ft. 8ins. 10st. 5lbs.

IAN TURNER Signed from Grimsby Town just before the transfer dead-

line and replaced the off-form Eric Martin in the Saints goal in four League matches at the end of last season. Powerfully-built 'keeper who commands his six-yard box with great authority. Born Middlesbrough. 6ft. 0ins. 12st. 12lbs.

DAVID PEACH Fine utility player who is equally effective in midfield or at full-back. Good ball-winner who specialises in precision passes. Quickly established himself in the Saints first team following his transfer from Gillingham at the beginning of the year. Born Bedford. 5ft. 9½ins. 10st. 13lbs.



Brian O'Neil
Southampton's
mid-field
general.

THE MANAGER: **Lawrie McMenemy**



Lawrie McMenemy talked himself into millions of homes and hearts during the World Cup Finals. He was an outstanding member of the BBC/TV World Cup panel and impressed everybody with both his football knowledge and his sense of humour.

Now he has got a lot of talking to do to coax his Southampton players into meeting his target of an instant return to the First Division following last season's losing relegation battle.

McMenemy, a tall, well-groomed Geordie and an ex-guardsman, is used to promotion battles. He guided Doncaster to promotion from the Fourth Division as champions in 1969 and then took Grimsby from the depths

of the Fourth to promotion as champions and top League goal-scorers in 1972.

Southampton took careful note of his progress as manager and invited him to join Ted Bates as team boss last season.

He is a bold, adventurous character and this outlook shows in the way Southampton like to play. McMenemy won a fight to get Peter Osgood to The Dell as a partner for Mike Channon but lost the struggle to stay in the First Division.

Saints should be one of the most exciting teams in the country to watch as McMenemy strives to steer them back to the top table at the first time of asking.



West Ham United

1974/5 Fixtures

Date	Opponents	Ground
1974		
Aug 17	Manchester City	A
Aug 19	Luton Town (LC1)	H
Aug 24	Everton	H
Aug 28	Luton Town	A
Aug 31	Newcastle Utd	A
Sept 7	Sheffield Utd	H
Sept 11	League Cup 2	
Sept 14	Tottenham H	A
Sept 21	Leicester C	H
Sept 23	Birmingham C	H
Sept 28	Burnley	A
Oct 5	Derby County	H
Oct 9	League Cup 3	
Oct 12	Coventry City	A
Oct 15	Everton	A
Oct 19	Ipswich Town	H
Oct 26	Arsenal	A
Nov 2	Middlesbrough	H
Nov 9	Carlisle United	A
Nov 13	League Cup 4	
Nov 16	Wolverhampton W	H
Nov 23	Liverpool (1)	A
Nov 30	Queen's Park R	A
Dec 4	League Cup 5	
Dec 7	Leeds United	H
Dec 14	Manchester City (2)	H
Dec 21	Chelsea	A
Dec 26	Tottenham H	H
Dec 28	Stoke City	A
1975		
Jan 4	F.A. Cup 3	
Jan 11	Leed United	A
Jan 15	League Cup SF	
Jan 18	Queen's Park R	H
Jan 22	League Cup SF	
Jan 25	F.A. Cup 4	
Feb 1	Carlisle United	H
Feb 8	Middlesbrough	A
Feb 15	Liverpool (5)	H
Feb 22	Wolverhampton W	A
Mar 1	Newcastle Utd (LCF)	H
Mar 8	Birmingham C (6)	A
Mar 15	Burnley	H
Mar 22	Sheffield Utd	A
Mar 28	Stoke City	H
Mar 29	Chelsea	A
Mar 31		
Apr 1	Leicester City	A
Apr 5	Arsenal (SF)	H
Apr 12	Derby County	A
Apr 19	Coventry City	A
Apr 26	Ipswich Town	A
May 3	F.A. Cup Final	

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West Ham bring to the Texaco Cup a thoroughbred quality that few teams can match. They more than most clubs in the League epitomise what football should be all about — **entertainment**.

It has always been the West Ham way to put skills before strength, method before muscle. Their attitude has not brought them many prizes over the last few years but it has won them many friends.

Not since they skilfully lifted the FA Cup in 1964 and the European Cup Winners' Cup in 1965 have the Hammers added to their honours haul. Yet Upton Park attendances have not been hit by the crowd drain simply because their customers have consistently been provided with football that is worth watching.

Hammers have certainly progressed a long way since the days when cabbages grew on what is now the Upton Park pitch. The cabbage patch was turned into a pitch in 1904 when West Ham, then a struggling

Southern League side, moved to their Boleyn headquarters from the Memorial Ground in Canning Town.

West Ham United had been born four years earlier out of the ashes of the bankrupt Thames Ironworks club, formed in 1895. Their history lives on in the chant of "Come on you Irons" that can often be heard on the Upton Park terraces.

Hammers remained a Southern League side until 1919, when they won election to the Second Division. They soon consolidated their position and in 1923 won promotion. The same year, with Jack Tresadern at left-half and Vic Watson at centre-forward winning

England honours, they reached the FA Cup Final at Wembley.

It was the first ever Wembley Final and the paint had scarcely dried on the new stands before one of the largest crowds ever to gather for a football match flooded into the ground. It is estimated that something like 200,000 people were crushed inside the stadium with half as many again on the outside vainly hoping to get in.

Wally St. Pier, West Ham's distinguished chief scout, was there. "I was just a lad at school and recall getting swept into the ground by the force of the crowd," he remembers. "I could not even get my hands into my pockets we were so tightly crammed together.

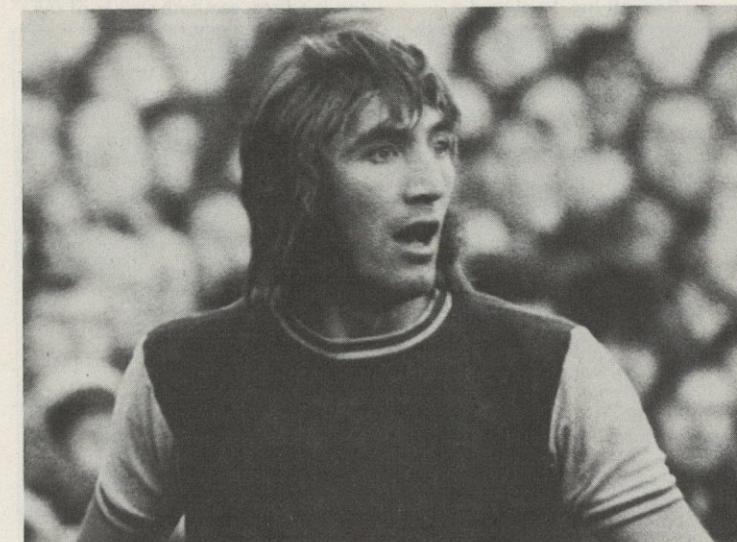
"I was heartbroken to see West Ham beaten 2-0 by Bolton Wanderers. The tension and atmosphere upset our style. We could never make use of our strength on the wings (Dick Richards and Jimmy Ruffell) because the crowd were spilling over the touchlines. Bolton scored their second goal after a ball that was going out of play was

pushed back on to the pitch by a spectator."

That's a glimpse into West Ham's colourful past but it is the present and the future on which all their concentration is now trained.

They have one of the most progressive and forward-thinking chairmen in the League in Mr. Reg Pratt and he and his directors are right behind manager Ron Greenwood in his bid to steer West Ham to success in an **entertaining** way.

The Group 2 Texaco Cup matches could give an indication of how West Ham will fare in the League this season. They will not be shackled by the relegation fears that haunted them for much of last season and there is a feeling in football that they could emerge as championship contenders. This will be the first time for 14 years that West Ham have started a new season without the guiding influence of Bobby Moore, now in the autumn of his career with Fulham. His successor as club captain is buccaneering Billy Bonds, who could be just the man to drive Hammers into championship contention.



Billy Bonds, now skipper following Bobby Moore. If effort and enthusiasm won matches Billy would never be on the losing side.

Introducing The Hammers

MERVYN DAY The goalkeeper discovery of last season. After less than a year in the West Ham first-team squad he shows the coolness and composure of a veteran. An England youth international, he won rapid promotion to the Under-23 side and was capped during the summer tour. Has superb anticipation and positional sense. He is still studying for advanced academic qualifications and he brings his off-field intelligence on to the pitch, often out-thinking and out-witting opposition forwards. Born Chelmsford. 6ft. 1in. 12st. 7lbs.

JOHN McDOWELL Like Billy Bonds, he has made a successful switch from right-back to midfield. An industrious, whole-hearted player who showed he could also be inventive when pushed forward to prompt the attack. He joined West Ham colleagues Tommy Taylor and Mervyn Day on the England Under-23 international tour during the close-season. Born East Ham. 5ft. 9 $\frac{1}{4}$ ins. 11st. 9lbs.

KEITH COLEMAN Took time to settle at Upton Park following his £20,000 transfer from Sunderland last season but he gradually began to assert his strength and authority as his confidence grew at right-back. It was his steady performances that helped West Ham pull clear of the relegation rut. Won two FA Youth Cup winners' medals while with Sunderland. A reliable rather than spectacular player. Born Washington, Co. Durham. 5ft. 9ins. 11st. 9lbs.

GRAHAM PADDON A skilled left-footed player who brought vision and power to West Ham's midfield following his £170,000-valued transfer from Norwich City last season. A precise passer of the ball, he is particularly dangerous at dead-ball situations when he can send swerving left-foot shots over or wide of defensive walls. Started his professional career with Coventry. Born Manchester. 5ft. 7ins. 10st. 8lbs.

TREVOR BROOKING One of the most gifted and inventive midfield schemers in the League. His elegant running and inch-perfect passes carried him into the England team where he threatens to establish himself for a long period. At the time of preparing these pen pictures, he was reported to be unsettled at Upton Park and several clubs were prepared to pay around £350,000 for his skilled services. It would be difficult for West Ham to replace him. Born Barking. 6ft. 1in. 12st. 13lbs.

BILLY BONDS The heart of the Hammers. A driving force in midfield who runs marathon distances at sprinter's speed.

Promoted to club captain last season following

Bobby Moore's transfer to Fulham. Joined Hammers for £50,000 from Charlton in May, 1967. Has won two England Under-23 caps as a right-back but is now established as a midfield marshall. Quick to take any chance for a sniper shot at goal. Born Woolwich. 6ft. 0ins. 12st. 11lbs.

BOBBY GOULD One of football's happy wanderers. Came to West Ham from Bristol City for £80,000 in November, 1973, to serve his sixth club. An enthusiastic and aggressive competitor who has amassed more than 100 League goals during moves that have taken him from Coventry, to Arsenal, to Wolves, West Bromwich, Bristol City and now Upton Park. Spent much of last season on the substitute's bench. A handy man to have around in emergency. Born Coventry. 5ft. 10 $\frac{1}{2}$ ins. 11st. 7lbs.

TOMMY TAYLOR A footballing centre-half who likes to put style and skill before strength. Has good positional awareness and can be commanding in the air. Developed a tremendous understanding last season with goalkeeper Mervyn Day. A regular England Under-23 international and has been in the full England squads. Signed from East London neighbours Orient for £80,000 four seasons ago. Makes his Texaco Cup debut against his old club. Born Hornchurch. 6ft. 1 $\frac{1}{2}$ ins. 13st. 3lbs.

KEVIN LOCK One of the brightest young prospects in football. He was being groomed as successor to Bobby Moore until a knee injury interrupted his progress last season. He plays it the Moore way, with composure under pressure and intelligence when pushing forward. Lives just a little more than a goal kick away from the Upton Park ground. England youth and Under-23 international. Born West Ham. 6ft. 0 $\frac{1}{2}$ in. 11st. 9lbs.

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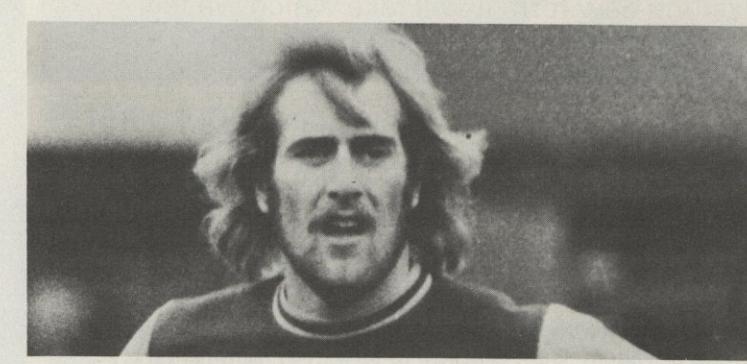
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PAT HOLLAND An adaptable player who can make an impact on the wing or in midfield. Quick, determined and skilful. Very nearly sold to Norwich last season but he stayed on at Upton Park to play a prominent part in West Ham's successful relegation fight. Born Limehouse. 5ft. 7 $\frac{1}{4}$ ins. 11st. 2lbs.

JOHNNY AYRIS Comes from the Alf Garnett territory of Wapping and is nicknamed the Wapping Whippet because of his speed and dribbling skill. Made a bright start to his professional career but injury robbed him of his first-team place and some of his drive. A skilful player on the ball who will be fighting to establish himself in the League side. Born Wapping. 5ft. 7ins. 9st. 1lb.



Graham Paddon — a great 'buy' for Ron Greenwood — adding a new dimension to the Hammers midfield.

THE MANAGER:

Ron Greenwood



Ron Greenwood is one of the most respected football experts in the world. He continually preaches a gospel of attacking, attractive football and has an army of disciples who carry his words and his work into other clubs.

The fact that he has been England's representative on the FIFA technical committee at the last two World Cup tournaments speaks for how highly he is rated in Soccer circles.

Greenwood started his managerial career with Eastbourne United and then coached Oxford University for three seasons. A close friend and admirer of Walter Winterbottom, he spent some years in charge of the England youth side.

He then became assistant manager to George Swindin at Arsenal and was appointed part-time manager of the England Under-23 team. West Ham made him their manager as successor to Ted Fenton in 1961. It was the ideal opening for him. Here was a club where he would be encouraged to uphold his principle that skill and style counted above all else. Burnley-born Greenwood, who won a League championship medal as a thoughtful, constructive centre-half with Chelsea in 1955, has stuck to that proud principle throughout his reign at Upton Park. Top titles have eluded him since the mid-60s but West Ham have never been without their dignity and pride.

Top value from TEXACO

A Message from THOMAS E. COTTRELL
Managing Director and Chief Executive Officer, Texaco Limited



This is the Texaco Cup's fifth year, so I think we can say that this popular event has grown out of its infancy and taken its place with the other well-established major football competitions.

Another thing we are pleased about is the exciting new form it will take which we feel sure will have a great appeal to clubs and supporters alike.

The competition's new concept has been very carefully planned in conjunction with the International Football League Board, with *entertainment* in mind. That's one reason why we've introduced the bonus scheme, whereby any team scoring three or more goals in a match, gets an extra point. We hope this will encourage positive, attacking football.

I should like to extend a very warm welcome to the ten clubs taking part in the

Texaco Cup for the first time. Best wishes to Blackpool, Carlisle, Luton Town, Middlesbrough, Oldham Athletic, Orient, Peterborough United, Southampton, Sunderland and West Ham United, and we also wish good luck to all our old friends and former participants.

I sincerely hope that our sponsorship of the Texaco Cup will continue to provide an opportunity for all teams to play the competitive and exciting football that supporters look forward to watching.

Good luck – and good football to you all!

20 Questions

Do you rate yourself a football expert? Here are 20 questions to test your all-round knowledge of the game.

If you get more than 15 right, you are obviously a supporter who knows your soccer; 8–15 right is a good average; less than eight, you need to read your football record books more closely.

The answers are on page 18.

1. Name the player who scored Scotland's first goal in the 1974 World Cup Finals in West Germany.
2. Who was named Footballer of the Year by the Football Writers' Association last season?
3. Which clubs play at the following grounds: Elm Park, Gay Meadow, Millmoor, Blundell Park, Plainmoor?
4. Who are the holders of the Texaco Cup and who did they beat in last season's Final?
5. Who is the only player to have scored a hat-trick in a Wembley FA Cup Final?
6. Who did Jack Charlton succeed as Middlesbrough manager?
7. Name the only one of these six clubs that was among the original 12 founder members of the Football League in 1888 – Manchester United, West Ham, Liverpool, Burnley, Leicester, Charlton.
8. How many times was Bobby Moore capped in full England international matches?
9. In 1956 a goalkeeper was elected Footballer of the Year. Name him.
10. Who were the first-choice goalkeepers for these championship-winning Football League teams: Manchester United (1955–56), Wolves (57–58), Tottenham (60–61), Ipswich (61–62), Liverpool (65–66)?
11. Which team finished third in the first Division title race last season?
12. Name the managers of these Football League clubs: Ipswich Town, Everton, Plymouth, Preston and Leicester City.
13. Which one of these six players has never captained England: Colin Bell, Bobby Charlton, Martin Peters, Alan Ball, Emlyn Hughes, Alan Mullery?
14. With which League clubs did these footballers start

their careers: Tommy Lawton, Alf Ramsey, Maurice Setters, Johnny Giles, Gordon Banks, Malcolm Macdonald.

15. From which club did Chelsea sign Steve Kember.
16. At which ground was the highest-ever Football League attendance?
17. What nationality was the first player sent off in the 1974 World Cup?
18. Name the two captains in the 1973 FA Cup Final.
19. Who scored Liverpool's three goals in last season's FA Cup Final against Newcastle?
20. Which teams did these players represent in the 1974 World Cup: Johnny Rep, Emmanuel Sanon, Sepp Maier, Roberto Perfumo, Tarcisio Burgnich, Grzegorz Lato?

FOUR TO FEAR

ACTION FOCUS ON A TEXACO CUP QUARTET OF QUALITY STRIKERS



TED MACDOUGALL

Ted MacDougall is a forward to fear in Group 1 where he will be going all out to disturb and destroy the defences of Peterborough, West Bromwich and Birmingham.

Mighty Mac has cost more than £500,000 on the transfer market in moves that have taken him from Liverpool, to Bournemouth, to Manchester United, West Ham and – last season – on to Norwich.

MacDougall has resumed his plundering partnership with Phil Boyer at Norwich, a goal-making-and-taking team that tore defences apart when they were together at Bournemouth.

Manager John Bond quickly got these side kicks back in harness again when he moved to Norwich from Bournemouth. It was too late to save Norwich from the drop back to the Second Division but Bond is convinced that MacDougall and Boyer will be pushing Norwich to promotion and a quick return to the First Division this season.



PETER OSGOOD

Peter Osgood will be gracing the Texaco Cup with his silken skills in Group 2 where he seeks to charm his way through the defences of West Ham, Orient and Luton.

Little went right for Ossie last season after his £250,000 transfer from Chelsea to Southampton following his headline-hitting differences with manager Dave Sexton.

But he is coming into the new season in the mood to convince people Southampton were wise to invest so much money in him and he is looking forward to sharpening his skills in the Texaco Cup ready for an all-out onslaught on Second Division defences.

He will be playing alongside the magical Mike Channon and few will argue with manager Lawrie McMenemy's claim that they are the finest striking partners in club football.



RODNEY MARSH

Rodney Marsh takes his exciting talent into Group 3 where the Blackpool, Oldham and Sheffield United defences will be his targets for destruction.

Marsh is a hefty-built player but can be as elusive as a butterfly when gliding into the opposition penalty area.

Londoner Marsh started his professional career with Fulham but it was not until Queen's Park Rangers bought him for a giveaway £15,000 that he began to reveal his genius as a ball juggler.

Manchester City bought him for £200,000 in March, 1972, and he has since established himself as a firm favourite with the Maine Road fans. He admits that in his early days he modelled himself on Denis Law, the player who became his partner in a stunning move from Old Trafford last season.



MALCOLM MACDONALD

Malcolm Macdonald will be shooting for goals against Sunderland, Middlesbrough and Carlisle in Group 4.

It was a Supermac special that put Newcastle on the way to a memorable 2–1 victory over Burnley in last season's Texaco Cup Final at St. James' Park.

Newcastle's winning goal was struck by skipper Bobby Moncur, the new Sunderland signing who will be trying to help Dave Watson shut Macdonald out in the opening Texaco Cup game at Roker Park.

Macdonald – "Supermouth" to his critics – talks a good game off the pitch but matches his words with action. He is powerful in the air and has one of the most lethal left foot shots in football. Newcastle bought him for £186,000 from Luton in May, 1971, and now have the satisfaction of knowing he is worth more than twice that on the transfer market.

Results Page

YOUR PROGRESS RECORD OF THE 1974-75 TEXACO CUP

FINAL GROUP TABLE

The top team in each group qualifies for the quarter-finals.

GROUP ONE Points

GROUP ONE	Points

GROUP TWO Points

GROUP TWO	Points

GROUP THREE Points

GROUP THREE	Points

GROUP FOUR Points

GROUP FOUR	Points

GROUP ONE

SATURDAY AUGUST 3	Results
West Bromwich Albion V Birmingham C	
Norwich C V Peterborough Utd	
TUESDAY AUGUST 6	
West Bromwich Albion V Norwich C	
WEDNESDAY AUGUST 7	
Peterborough Utd V Birmingham C	
SATURDAY AUGUST 10	
Peterborough Utd V West Bromwich Albion	
Birmingham C V Norwich C	

GROUP TWO

SATURDAY AUGUST 3	Results
West Ham Utd V Orient	
Luton Town V Southampton	
TUESDAY AUGUST 6	
Southampton V Orient	
WEDNESDAY AUGUST 7	
West Ham Utd V Luton Town	
SATURDAY AUGUST 10	
Southampton V West Ham Utd	
Orient V Luton Town	

GROUP THREE

SATURDAY AUGUST 3	Results
Blackpool V Manchester C	
Oldham Athletic V Sheffield Utd	
TUESDAY AUGUST 6	
Blackpool V Oldham Athletic	
Sheffield Utd V Manchester C	
SATURDAY AUGUST 10	
Sheffield Utd V Blackpool	
Manchester C Oldham	

GROUP FOUR

SATURDAY AUGUST 3	Results
Sunderland V Newcastle Utd	
Middlesbrough V Carlisle	
TUESDAY AUGUST 6	
Sunderland V Middlesbrough	
Carlisle Utd V Newcastle Utd	
SATURDAY AUGUST 10	
Carlisle Utd V Sunderland	
Newcastle Utd V Middlesbrough	

Answers to 20 Questions

- Peter Lorimer (Leeds).
- Ian Callaghan (Liverpool).
- Reading, Shrewsbury, Rotherham, Grimsby, Torquay.
- Newcastle. They beat Burnley 2-1.
- Stan Mortensen (1953, Blackpool v. Bolton).
- Stan Anderson.
- Burnley.
- 108.
- Bert Trautmann.
- Ray Wood, Bert Williams, Bill Brown, Roy Bailey, Tommy Lawrence.
- Derby County.
- Bobby Robson, Billy Bingham, Tony Waiters, Bobby Charlton, Jimmy Bloomfield.
- Alan Ball.
- Burnley, Southampton, Exeter City, Manchester United, Chesterfield, Fulham.
- Crystal Palace.
- Maine Road, Manchester (82,950 . . . Manchester Utd v Arsenal, Jan. 17 1948).
- Chilian.
- Billy Bremner (Leeds United) and Bobby Kerr (Sunderland).
- Kevin Keegan (2) and Steve Heighway.
- Holland, Haiti, West Germany, Argentina, Italy, Poland.



Sponsorship



In addition to Soccer the Company's sponsorship activities include Motor Racing and Golf. The Texaco Marlboro McLaren cars are having a good season and at the time of going to press Emerson Fittipaldi is leading the World Championship. Emerson won the title in 1972 and Denny Hulme, our other driver is also a previous winner of the most coveted drivers' title in the sport. The cars are fuelled on Texaco products that are on sale on all forecourts, the constructors of the cars, Bruce McLaren Motor Racing Ltd. are leading the World Constructors Championship. The popularity of the sport is matched only by its competitiveness and we are indeed fortunate to be linked with such a successful team.

Golf features a competition that is becoming a leader in its field - The Texaco Pro-Am Tournament, this year's prize money being £10,000. The Tournament will take place on 28th-29th September at Turnberry and again the competitors will include leading names in the worlds of golf, sport and show business.

Already we have been pleased to be hosts to so many famous people who have willingly taken part to support splendid charities. This year we will be supporting SPARKS.

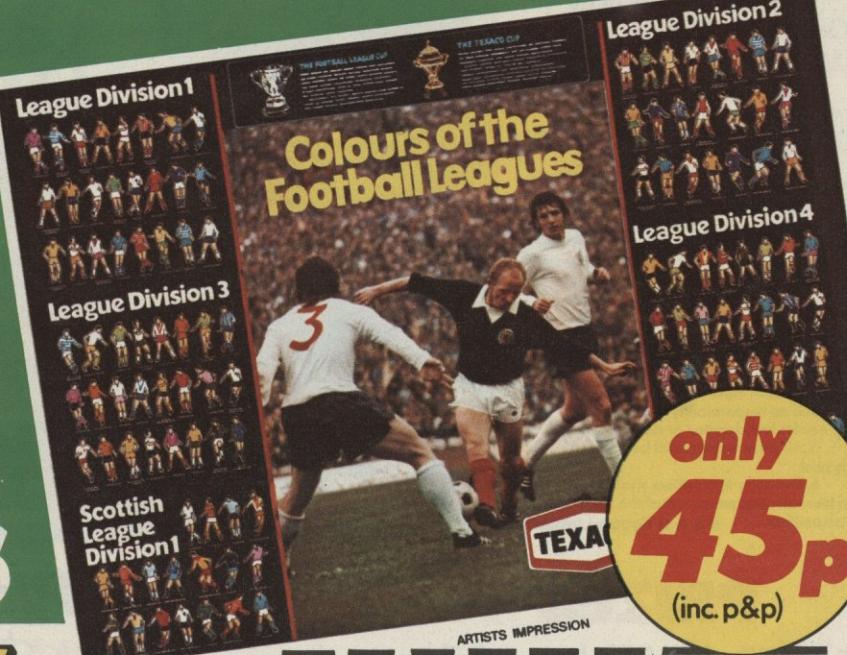
Space prevents us from mentioning all the activities of the company, many at local level, but the policy behind all activities in this field is that the company should be seen to be a responsible and participating unit in the community as a whole.



Colours of the Football Leagues WALLCHART

A superb colourful wallchart approximately 27" x 38" featuring all the team strips of the Football League and the Scottish League Clubs for the 1974/75 season can be yours for only 45p.

Simply fill in the coupon and send it together with a cheque or postal order for 45p made payable to "Texaco Wallchart Offer".



To: Texaco 'Wallchart' Offer,
P.O. Box 14, Harrow, Middlesex.

Please send me _____ Texaco Wallchart(s).
I enclose a cheque/postal order* for _____
*delete as applicable

NAME (BLOCK CAPITALS)
ADDRESS
.....

Allow 28 days for delivery. Closing Date 31st March, 1975.

TEXACO CUP TOP SHOT

COMPETITION

THOUSANDS OF PRIZES
TO BE WON!

HOW TO ENTER

Study the action photograph and exercise your skill and judgement by marking with an X, in ink or ball point pen, the point where you think the centre of the ball logically should be.

You may enter up to 5 crosses on one entry form. Crosses must not overlap. Fill in your name and address and cut round the broken line and send it to the competition address.

Entries must reach us by October 31st 1974.

RULES

1. Open to all U.K. residents except employees (and their relations) of Texaco Limited, its associated companies or anyone else connected with this competition.

2. All entries received by the closing date will be examined. The judges will award the prizes to the qualifying entrants who have met in their opinion all the necessary requirements and whose crosses are in their opinion closest to the exact centre of the ball.

3. All judges' decisions are final and legally binding. Closing date is October 31st 1974. An entrant may make more than one entry provided that the official entry form is used each time. An entrant may win only one prize.

4. No correspondence will be entered into and no responsibility will be accepted for entries lost, delayed or damaged.

5. All prize winners will be notified by post.

6. The entry instructions shall be deemed to be incorporated as part of the rules of the competition.

© A & B Group Limited



Weather sunny, pitch firm.

Closing date: October 31st 1974

Post to: Texaco Cup Top Shot, P.O. Box 14, Harrow, Middlesex.

I have entered my five X's as outlined in the entry instructions. I agree to abide by the rules.

NAME _____

ADDRESS _____

(BLOCK CAPITALS)

PRIZES

1st PRIZE—Mini Clubman Saloon

2nd—2 prizes of Pye 26" Colour Televisions

3rd—5 prizes of Hoover Refrigerator/Freezers

4th—15 prizes of Pye Stereo Outfits

5th—25 prizes of Oris Watches (either Ladies or Gents)

6th—500 prizes of Transistor Radios

RUNNER-UP PRIZES of 2,000 Soccer Charts

In the event that any prize is unavailable the company reserve the right to substitute a prize of equal value.

Plus!

STAR PRIZES

Prizes for two winners of a £500 holiday voucher each.

The two winners will be decided by an exciting knockout Penalty competition to be staged at the Texaco Cup Final