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FEDERATION INTERNATIONALE DE FOOTBALL ASSOCIATION
General Secretary—Dr. H. Kaser, F.I.F.A., P.O. Box 187, Zurich 30, Switzerland. (Offices: 11, Hitzigweg, Zurich, 7).

FOOTBALL LEAGUE: A. Hardaker, St. Annes-on-Sea, Lancs.

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THE FRONT COVER

The ball eludes both Peter Osgood (Chelsea) and Jackie Charlton (Leeds United) in their match at Stamford Bridge.

CONSISTENT LEEDS

SET NEW TARGETS

IN TITLE RACE

IT was a season of science and statistics. Leeds United's method won them their first League title because it produced the most consistent form of any club in the long history of the World's toughest championship.

They lost only two games out of 42, two fewer than the League record low set by Arsenal. They scored one more point (67) than the record set again by Arsenal in 1930-31 and equalled by Tottenham in 1960-61.

Yet they had to wait until their very last game in the long campaign before they were sure of success.

Liverpool chased hard for what would have been a record eighth championship. Their 61 points was more than any other runners-up had acquired, and that total would have won most previous titles.

Liverpool's goals against was easily a record low—and two other clubs, Leeds and Arsenal, conceded fewer than any other club in history.

Inevitably, the goals for columns were depleted and though this gave cause for concern, it hardly deterred the cash customers.

Bad winter affects attendances

The recent upward graph in aggregate attendances dropped back by 725,126 but this is simply explained by the worst winter weather for years.

Attendances would have been worse but for the experi-

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ment in advancing the start of the season. The early August kick-off will be reviewed after the current season but it looks as if it will become a permanency.

Leeds, so often snapping at the heels of others, have now won three major prizes in quick succession—League Cup, Fairs Cup and now the top domestic title.

Their determined aim now is nothing less than the European Cup, followed by the World Club Championship which has so far eluded other British clubs.

Who will say this, or any other ambition, is beyond them? Leeds' team method conceals great personal skill.

The limits of success

They have youth and a thinking manager, Don Revie, who has been able to translate his admirable playing talent into his new job.

They have leadership on the field, too, from Billy Bremner who has learned to discipline all his energies to the job in hand.

Whether they succeed depends so much on their pre-season attitude. They must appreciate that nowadays no club can expect to retain the League title AND win in Europe, or even take the F.A. Cup.

Clubs like Real Madrid, Celtic and Benfica can saunter through their limited League programme against moderate opposition. In the Football League no games are easy, and most need a peak effort.

For Leeds next season it would not be a question of deliberately sacrificing matches so much as giving greater emphasis to others.

United's European performance

Manchester City, the 1968 champions, meandered through their matches and had energy left to win the F.A. Cup. Manchester United had no appetite for their League programme, but found a higher standard of performance against European opposition.

Arsenal produced consistent form in the League but could not raise their game as third division Swindon managed in the League Cup final.

Leicester, with £150,000 forward Allan Clarke, were inspired to reach the F.A. Cup final but won their losers medals at the expense of their first division status.

All this emphasises the increasing demands of the top division yet there are high hopes of newly promoted Derby County.

This belief is the highest of compliments to their resourceful young manager Brian Clough, and to their not much younger captain Dave Mackay.

Queen's Park Rangers failed to reach first division heights but they had climbed two divisions in the previous two seasons.

Confusion for Q.P.R.

Nor did it help that they changed their manager in mid-stream. Tommy Docherty arrived as their new team boss and departed for Aston Villa a few weeks later leaving confusion behind.

At Villa Docherty, backed by a new board of directors, made a tremendous initial impact. Hugely swollen crowds watched the club leap from the bottom of Division II-

"The Doc's" methods attract the spotlight and it will stay on him. All football waits to see whether he can continue to drive that famous club back to its former position.

Much criticism surrounded the promotion of Halifax from Division IV. Their manager Alan Ball, father of the England player, was accused of excessive defensive tactics.

New contenders required

His answer was to produce the League table which showed the first honour in the history of Halifax.

There was an effort not to rubber stamp the re-election of the bottom four clubs. The League inspected their amenities as well as those of the clubs applying for League status.

The result was Newport County retained their place by only a narrow margin from Southern League Champions Cambridge United.

What is needed now is for the non-League clubs to get together to concentrate their efforts on the nomination of one or two contenders.

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CUP DATES 1969-70

F.A. CUP

QUALIFYING COMPETITION: Preliminary round: September 6, 1969; First round: September 20; Second round: October 4; Third round: October 18; Fourth round: November 1.

COMPETITION PROPER: First round: November 15; Second round: December 6; Third round: January 3, 1970; Fourth round: January 24; Fifth round: February 7; Sixth round: February 21; Semi-Finals: March 14; Final: April 11.

EXEMPTIONS

The following 44 clubs are exempted until the Third Round of the Competition Proper:

Arsenal, Aston Villa, Birmingham, Blackburn, Blackpool, Bolton, Bristol City, Burnley, Cardiff, Carlisle, Charlton, Chelsea, Coventry, Crystal Palace, Derby, Everton, Huddersfield, Hull, Ipswich, Leeds, Leicester, Liverpool, Manchester City, Manchester United, Middlesbrough, Millwall, Newcastle, Norwich, Nottingham Forest, Oxford, Portsmouth, Preston, Q.P. Rangers, Sheffield United, Sheffield Wednesday, Southampton, Stoke, Sunderland, Swindon, Tottenham, Watford, West Bromwich Albion, West Ham, Wolverhampton.

The 50 clubs exempted until the First Round of the Competition Proper are:

Aldershot, Barnsley, Barrow, Bournemouth, Bradford, Bradford City, Brentford, Brighton, Bristol Rovers, Bury, Chester, Chesterfield, Colchester, Crewe, Darlington, Doncaster, Exeter, Fulham, Gillingham, Grimsby, Halifax, Hartlepool, Lincoln, Luton, Mansfield, Newport, Northampton, North Shields, Notts County, Oldham, Peterborough, Plymouth, Port Vale, Reading, Rochdale, Rotherham, Scunthorpe, Shrewsbury, Southend, Southport, Stockport, Sutton, Swansea, The Orient, Torquay, Tranmere, Walsall, Workington, Wrexham, York.

The following 24 clubs are exempted until the Fourth Round of the Qualifying Competition:

Altrincham, Bangor, Barnet, Brentwood, Chelmsford, Cheltenham T., Dartford, Goole, Grantham, Hereford, Kettering, Kidderminster, Leytonstone, Macclesfield, Margate, Morcambe, Nuneaton, Oxford City, Skelmersdale, South Shields, Tow Law, Weymouth, Wimbledon, Yeovil.

FOOTBALL LEAGUE CUP

First round: August 13, 1969; Second round: September 3; Third round: September 24; Fourth round: October 15; Fifth round: October 29; Semi-Finals: November 19; Final: March 7.

SCOTTISH CUP

First preliminary round: December 6, 1969; Second preliminary round: December 20; First round: January 24, 1970; Second round: February 7; Third round: February 21; Semi-Finals: March 14; Final: April 11.

SCOTTISH LEAGUE CUP

Quarter-finals: September 10 and 24; Semi-finals: October 8; Final: October 25.

F.A. Cup Final

MANCHESTER CITY JUST HAVE WINNING EDGE

Leicester 0, Manchester City 1

EVERYBODY went home happy from the 1968-69 F.A. Cup final. They could so easily have left delirious. All it needed was a few more goals and they were there for the taking.

It might have finished 4-4, but perhaps 4-3 to the Manchester team would have been a better reflection of what happened.

There was something about the Maine Road outfit, an acceptable swagger about the play particularly of Lee, Bell and Summerbee.

Neither side was strong enough behind to embark on a defensive policy. Frank O'Farrell's arrival at Leicester was too recent for him to have his men running on rails.

Joe Mercer's Manchester City have made no secret of the fact that they try to take play to the other end of the field if only to disguise their weaknesses.

Allan Clarke of Leicester became the official man of the match (an idea borrowed from the Rugby League Cup final and based on votes from reporters).

Manchester's win was not unpopular even in Leicester because everybody in the game has a soft spot for the Manchester manager Mercer.

He collected League and Cup winners' medals as a player and this completed his double as a backroom man. His assistant Malcolm Allison was tempted by a £20,000 a year offer from the Italian club Juventus and it says a lot for Mercer that he eventually declined.

The only imperfection in the Wembley show was the unseemly behaviour of the gangs of television men fighting for on-the-field interviews. The F.A. have a duty to see there is no recurrence.

PLAYFAIR PERSONALITY OF THE YEAR

Billy Bremner (Leeds United)

BILLY BREMNER averaged two games a week over the whole season and nobody sustained a higher standard of personal performance.

On this count alone he was high in the list of candidates for Playfair Personality of the Year.

Then there was his captaincy. It was a huge factor in maintaining the consistency which brought the League championship to Leeds. It helped collect Scotland's scattered talent into a unit which may yet qualify for the finals of the World Cup.

Finally, there was his new self-discipline.

For years a standing joke at Leeds has been Bremner's Christmas holiday, the period of two or four weeks suspension he regularly collected around the middle of the season.

His fierce tackling has always caused resentment and he was cursed with a temperament which would not allow him to walk away from trouble.

There were matches last season when Bremner was booed before the game had even begun. No provocation succeeded.

How much more worthy his acquired self-control than that of a man who never knew a moment of blind anger.

FOOTBALL LEAGUE CUP STORY IN FIGURES

	Total attendances	Matches	Average
1960/61	1,204,480	112	10,755
1961/62	1,030,534	104	9,909
1962/63	1,029,893	102	10,097
1963/64	945,265	104	9,089
1964/65	962,802	98	9,825
1965/66	1,205,876	106	11,376
1966/67	1,394,553	118	11,818
1967/68	1,671,326	110	15,194
1968/69	2,064,847	118	17,465

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League Cup

LOWLY SWINDON FLOOR POWERFUL ARSENAL

SWINDON TOWN carried the League Cup around Wembley in triumph one year after being knocked out of the competition in the first round by lowly Newport.

The arrival of Swindon in the final was a slight embarrassment to the League, anxious to promote the quality of their infant tournament. Two years earlier the Cup was taken by another third division side Queens Park Rangers, and the suspicion continued that not all the big clubs were taking their matches seriously.

Still there was a capacity 100,000 crowd to complete yet another record aggregate of attendances for a League Cup season and to ensure takings for the finalists comparable with the rewards of the established F.A. Cup.

FIRST ROUND

Aldershot	2	Chester	0	2	1	1
Brentford	4	Tranmere	0	2†	1†	2
Bournemouth	1	Colchester				2
Southend	6	Reading				0
Bradford	0	Derby				3
Darlington	3	Chesterfield				0
Bradford C.	3	Doncaster				0 0
Hartlepool	2	Peterborough				0 1
Brighton	2	Gillingham				2 0
Oxford	0	The Orient				2 3
Bristol C.	2	Grimsby				0 1
Newport	0	Notts. Co.				0 0
Bristol R.	0	Halifax				0
Swansea	2	Hull				3
Bury	1	Lincoln				2
Stockport	1	Mansfield				1

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GROUP XVI				
Sub Group 1				
1968	Nov. 17—Algeria1	Tunisia2
	Dec. 29—Tunisia0	Algeria0
Sub Group 2				
1968	Nov. 3—Morocco1	Senegal0
1969	Jan. 5—Senegal2	Morocco1
	Feb. 13—Morocco beat Senegal 2-0		in Las Palmas	
Sub Group 3				
1969	Jan. 26—Libya2	Ethiopia0
	Feb. 9—Ethiopia5	Libya1
Sub Group 4				
1968	Oct. 27—Zambia4	Sudan2
	Nov. 8—Sudan4	Zambia2
SUDAN qualified for having scored more goals in the second match				
Sub Group 5				
1968	Dec. 7—Nigeria1	Cameroons1
	Dec. 22—Cameroons2	Nigeria3
Second Round				
1969	Apr. 27—Tunisia0	Morocco0
	May 18—Morocco0	Tunisia0
	June 13—Morocco2	Tunisia2
(In Marseilles). Morocco won on toss of coin				
	May 4—Ethiopia1	Sudan1
	May 11—Sudan3	Ethiopia1
	May 10—Nigeria2	Ghana1
	May 18—Ghana1	Nigeria1
Third Round				

Morocco, Sudan and Nigeria must meet in home and away matches before December 31st, 1969.

WORLD CUP FINALS PROGRAMME

SUNDAY, May 31st—opening ceremony and opening match played in Mexico City (Group 1).
 TUESDAY, June 2nd—opening matches in Group 2 (Puebla-Toluca), Group 3 (Guadalajara) and Group 4 (Leon).
 WEDNESDAY, June 3rd—matches in each group.
 SATURDAY, June 6th—matches in each group.
 SUNDAY, June 7th—matches in each group.
 WEDNESDAY, June 10th—matches in each group.
 THURSDAY, June 11th—final group matches.
 SUNDAY, June 14th—quarter finals: winners group 1 v. second group 2 (in Mexico City), winners group 2 v. second group 1 (Puebla-Toluca), winners group 3 v. second group 4 (Guadalajara), winners group 4 v. second group 3 (Leon).
 WEDNESDAY, June 17th—semi finals at Mexico City and Puebla-Toluca.
 SATURDAY, June 20th—play off for 3rd and 4th places in Mexico City.
 SUNDAY, June 21st—FINAL in Mexico City.

European Tournaments

NEWCASTLE BRING BACK OUR ONLY TROPHY

ENGLISH clubs won the European Fairs' Cup twice in the same season. First Leeds took it, predictably, in the delayed 1967-8 final. Then Newcastle retained it for England against every logical prediction.

These were the consolations for the loss of the European Cup by Manchester United and the vain efforts of British clubs in all three European cups.

The campaign began with the hope that maybe the British, holders of two of the three major trophies, could bring home the full set.

Their task was eased when some Scandinavian clubs refused to meet Eastern European clubs as a protest against the invasion of Czechoslovakia.

There was a panic move. The European Cup and the Cup Winners Cup were re-drawn—which precipitated the withdrawal of most of the Iron Curtain country teams.

Despite this, England's cocky champions Manchester City were soon eliminated, by an obscure Turkish side.

Then West Bromwich Albion, after a couple of fighting wins, found their technique did not match their flair.

Leeds' defeat in the Fairs Cup was a shock only to those who failed to realise that the club had devoted themselves with rare single-mindedness to winning their first League championship.

Milan's superb defence

Celtic and Manchester United carried the flag bravely in the European Cup. Either would have made worthy finalists but it was their common misfortune to be drawn in an earlier round against A.C. Milan.

The Scots achieved an away draw with the Italian club in a match played in a blizzard. However, home advantage was not enough against a club with perhaps the finest defence seen in European competition.

Manchester United did better in their home leg but could make up only half the two goal deficit they suffered at San Siro Stadium.

The ease of Milan's final victory against Ajax Amsterdam confirmed the belief that one of the British clubs would have provided better opposition. Yet nobody could deny the mastery of Milan. The top trophy was back in the hands of the Latins.

Newcastle's attacking style

Newcastle provided the consolation. They had entered Europe by the back door, from tenth place in the League, because of a Fairs Cup rule that no city could provide more than one entry.

There was resentment from higher-placed English clubs, but Newcastle silenced them.

Their attacking style in all circumstances made every tie an adventure. Against Portugal's Vittoria Setubal they won the first leg 5-1 yet only scraped through.

In the final against Ujpest Dozsa it was obvious that even their three goal lead after the home leg was no guarantee of victory.

Soon they were two goals down in Budapest but they stuck to their style and finished with a victory which even the Hungarians cheered in the end.

TOP TEN OF THE EASTERN COUNTIES LEAGUE

	P.	W.	D.	L.	Goals		Pts.
					F.	A.	
Gt. Yarmouth	32	24	3	5	82	35	51
Lowestoft	32	22	6	4	94	28	50
Sudbury	32	19	3	10	78	45	41
Ely	32	17	6	9	80	57	40
Haverhill	32	17	4	11	80	64	38
King's Lynn	32	15	7	10	71	63	37
Theford	32	14	7	11	71	61	35
Newmarket	32	14	6	12	73	66	34
Gothic	32	14	6	12	62	64	34
Chatteris	32	14	5	13	89	74	33

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SECOND EUROPEAN CUP FOR A.C. MILAN

Second Round	Third Round	Semi-Finals	Final (at Madrid)
Ajax, Amsterdam (Holland) 2	Ajax 1 3 3*	Ajax 3 0	Ajax 3 0
Fenerbahce (Turkey) 0 0			
Benfica (Portugal) Bye	Benfica 3 1 0		
Spartak Trnava (Czechoslovakia) 9 7	Spartak 2 1	Spartak 0 2	
Reipas Lahti (Finland) 1 1			
AEK Athens (Greece) 0 2	AEK 1 1		
Akademisk Boldklub (Denmark) 0 0			
A.C. Milan (Italy) Bye	A.C. Milan 0 1	A.C. Milan 2 0	A.C. Milan 4
Celtic	Celtic 0 0		
Red Star, Belgrade (Yugoslavia) 5 1			
Manchester Utd	Manchester Utd 3 0	Manchester Utd 0 1	
R S C Anderlecht (Belgium) 3 1			
Rapide Vienna (Austria) 1 1†	Rapide 0 0		
Real Madrid (Spain) 0 2	† Rapide win on away goals rule.		

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PREVIOUS WINNERS

1955-56 Real Madrid beat Rheims 4-3
 1956-57 Real Madrid beat A.C. Fiorentina 2-0
 1957-58 Real Madrid beat Milan 3-2
 1958-59 Real Madrid beat Rheims 2-0
 1959-60 Real Madrid beat Eintracht (Frankfurt) 7-3
 1960-61 Benfica beat Barcelona 3-2

1961-62 Benfica beat Real Madrid 5-3
 1962-63 A.C. Milan beat Benfica 2-1
 1963-64 Inter Milan beat Real Madrid 3-1
 1964-65 Inter Milan beat Benfica 1-0
 1965-66 Real Madrid beat Partizan (Belgrade) 2-1
 1966-67 Celtic beat Inter Milan 2-1
 1967-68 Manchester Utd. beat Benfica 4-1