

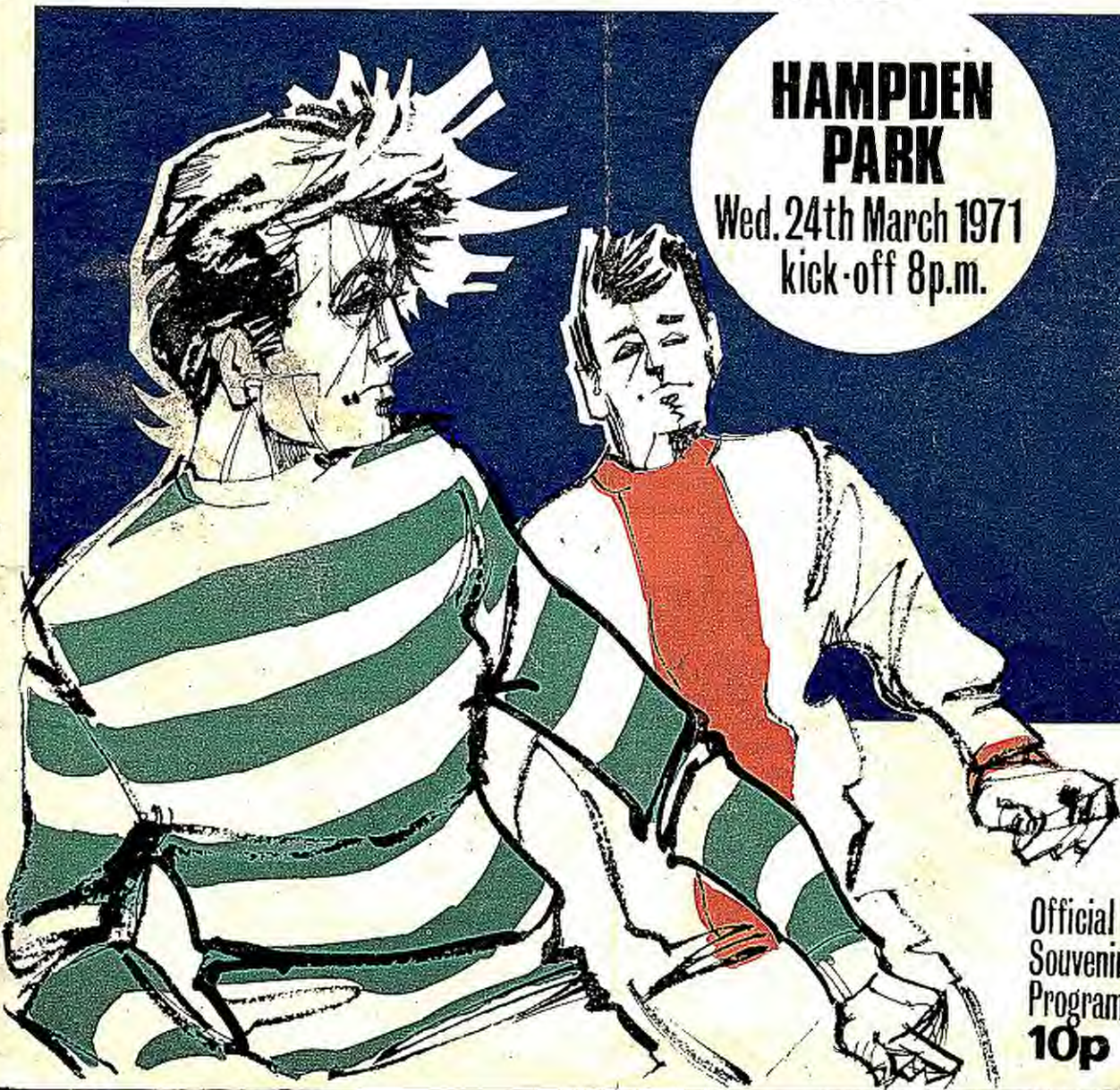
CELTIC v AJAX



QUARTER FINAL
2nd LEG

**HAMPDEN
PARK**

Wed. 24th March 1971
kick-off 8p.m.



Official
Souvenir
Programme
10p

Welcome to Ajax

We welcome here to Hampden Park tonight Ajax, the Champions of Holland. Dutch football has reached a new height in recent years—we had Ajax in the final in Madrid in May, 1969, as beaten finalists—Feyenoord becoming first the European Champions in Milan last year and becoming the World Champions several months later when they beat Estudiantes. This enthusiasm for football has grown to a new height in Holland.

We welcome J. van Praag, their President, and their whole party here to Scotland and are looking forward to a great football battle for supremacy to see whether Dutch or Scottish, Celtic or Ajax football will triumph to attain a very coveted place in the Semi-finals of this, football's greatest tournament.

We thank our Dutch friends for their kindness and courtesy to us in Holland and trust that their stay in Scotland, although short, will be a pleasant one.

Sir ROBERT KELLY



AJAX AMSTERDAM DUTCH LEAGUE CHAMPIONS, 1969-70

Standing (left to right)—Trainer-Coach M. Michels, T. Sondergaard, B. Hulshoff, H. Stuy, R. Krol, J. Neeskens, S. Wever, R. Suurbier, R. Kalderon, Asst. Trainer B. Haarms, J. Cruijff, Asst. Trainer H. Grijzenhout

Sitting (left to right)—D. V. Dijk, S. Swart, R. Suurendonk, A. Haan, P. Keizer, G. Muhren, V. Vasovic, N. Rijnders

Welkomstgroet aan Ajax

Vanavond verduwelkomen wij hier in Hampden Park Ajax, kampioen van Nederland.

Voetbal in Nederland heeft in de laatste jaren een hoge vlucht genomen—het was Ajax, die in mei 1969 in Madrid de eindwedstrijd bereikte, al werd zij verslagen—het was Feyenoord, die verleden jaar eerst in Milaan Europees kampioen werd en een paar maanden later, toen zij Estudiantes versloeg, wereldkampioen. Het voetbalenthousiasme heeft in Nederland nieuwe hoogten bereikt.

Wij heten de heer J. van Praag, Voorzitter van Ajax, en allen die tot haar gezelschap behoren hartelijk welkom in Schotland. En wij verheugen ons op een goede wedstrijd om de suprematie in voetbal, een strijd die beslissen zal wie—Nederland of Schotland, Ajax of Celtic—de zo begeerde plaats in de Demi-Finale van dit allerbelangrijkste voetbaltoernooi zal veroveren.

Wij danken onze Nederlandse vrienden voor het hartelijke onthall ons in Nederland betoond en vertrouwen dat hun verblijf hier in Schotland, al is het maar kort, net zo aangenaam zal zijn.

Sir ROBERT KELLY



History of Ajax



Founded: 18 March, 1900

League Champions in: 1918, 1919, 1931, 1932, 1934, 1937, 1939, 1947, 1957, 1960, 1966, 1967, 1968, 1970

Cup Winners in: 1917, 1943, 1961, 1967, 1970

It started off in the Cafe East India, in Kalverstraat, Amsterdam's most elegant shopping centre. On March 18, 1900, a small group of moustached gentlemen in top hats met there. In answer to a summons by 'Pa' Dade to the leaders of the sporting fraternity at that time in Amsterdam.

The purpose of the invitation was to discuss the start of a completely new Football Club. They reached agreement very quickly in a stuffy little upstairs room of the cafe and Amsterdam got a new Third Division club by the name of Ajax.

Football was founded in an organised form in Holland in 1889 under the name of Netherlands Football and Athletics Association—now called the Royal Dutch Football Association. The name of Ajax first hit the headlines in 1908 when it merged with another strong Third Division club, 'Holland', a step which was to bring them a greater football support.

By 1911 Ajax had broken through and were playing in the First Division. However, only 2 years later, in 1913, Ajax were relegated again to the Second Division. 'Pa' Dade, their great founder of the club, who had, by strength of personality held the club together, retired from the scene. The First World War naturally cancelled football in Holland and it was in 1918 that Ajax again climbed back into the First Division and immediately won the National Championship. Their coach at that time was an Englishman, Jack Reynolds, who did much for football in Holland. In the 30's Ajax became a power in Dutch football as can be seen from the undernoted positions at the top of the First Division League Table during that 10-year period.

1930-1931	1. Ajax, 2. Feijenoord
1931-1932	1. Ajax, 2. Feijenoord
1932-1933	1. Go Ahead, 2. Feijenoord
1933-1934	1. Ajax, 2. KFC
1934-1935	1. PSV (Philips), 2. Go Ahead
1935-1936	1. Feijenoord, 2. Ajax
1936-1937	1. Ajax, 2. Feijenoord
1937-1938	1. Feijenoord, 2. Heracles
1938-1939	1. Ajax, 2. DWS

In the European Cup, Ajax, you will remember, reached the final in May, 1969, but lost in Madrid to A.C. Milan, 4-1, but on the way to that final they had beaten Neurenberg, Fenerbahce, Benfica and Spartak Trnava, which gives an indication of their power.

In 1957 Real Madrid and Ajax were drawn together in the European Cup and the Spanish Club were fortunate to draw 1-1 at the Olympic Stadium, considerably against the run of the play. The away game in Madrid on October 11, 1967, was another tight battle with the score again 1-1 and it was only after extra time that Real Madrid's outside-right, Veloso, scored with a great drive from 25 yards.

Feijenoord, their Dutch rivals, won the European Cup when they beat us last year in Milan and have achieved the ultimate in football in winning the Inter-Continental

Cup against Estudiantes. Ajax naturally wish to equal their rival's great achievements and we will have undoubtedly a great battle tonight for supremacy to achieve a place in the Semi-finals.

Amsterdam has often been called the Venice of Northern Europe. It has 50 canals dividing the city into 70 islands linked together by 500 picturesque bridges. You can take a canal tour from Amsterdam Hilton Hotel, where the boys were staying, through this water maze, past 17th century merchants' houses with their unusual gables, to the bustling modern part. Amsterdam is also a city of bicycles—flower stalls—elaborate barrel organs—outdoor cafes where one can spend many a pleasant hour watching the world go by. Amsterdam is also, of course, the diamond centre of the world, given to the art of cutting, grading, etc., and whose jewellery shops are exceptional.



RINUS MICHELS, Coach and Trainer

Over the past five years, Ajax have had a trainer-coach who has grown up with the team. This is Rinus Michels, born in Amsterdam on 9/2 1928, a teacher of physical education, who from his youth (1945) played centre-forward for Ajax (till 1956) and for the Dutch National Team (5 caps) as well.

When he stopped as an active player, he studied for the trainer's licence, starting with clubs in a lower division, and then got a contract with Ajax when Vic Buckingham left.

Michels is a man well versed in the modern system of football. He frequently visits the most important Continental matches, studying how other outstanding teams play, how they look after their players, and generally picking up all the information and knowledge he can which is likely to be helpful to his own club.

For Your Information

This is virtually half time in our combined quarter final match against Ajax and we have given our formidable opponents a distinct advantage as they are coming to Glasgow with a three goal advantage and also their goals could count twice. However, the position is not irreversible. We once played against M.T.K. in Budapest after having beaten them 3-0 at Celtic Park only to be beaten by 4-0 in Budapest and, as you will also remember, we lost a three goal advantage to Benfica in Lisbon to win the tie with the 'toss of a coin'. We have an hour and a half to remedy the position and you can be sure that our players will seek every opportunity to do just that.

The boys were staying at the five-star Hilton Hotel in Amsterdam which is very near to the Olympic Stadium. There was a police guard for the players during their entire stay, something which was quite new to our players. However, as the hotel was large and luxurious there was no real hardship.

Johan Cruyff is one of the most controversial characters in European Football. He loves to drive fast cars and a gleaming Lotus sits outside the door of his luxury home. He wears trendy gear, flowered shirts and flared pants. This star, and he is a star on the football field, may not be with Ajax next season as he has asked for a transfer from his club. This certainly has not made him popular with Ajax's supporters as he is considered necessary to them and to Dutch football.

Tonight he is a player who must worry us because of his remarkable striking power. He is a brilliant footballer, possessing speed, control and intelligence off the ball.

Everton, who drew Panathinaikos in the European Cup, were considered to have the easiest tie and to be certain to qualify for the semi-finals but now by reason of their draw, one each in Liverpool, are in extreme danger of elimination. Panathinaikos, you may remember, are trained by Puskas, the great Hungarian, who left Hungary at the time of the rising against the Russians and eventually made his name as the "Dancing Major" with Real Madrid. He was with Di Stephano and Gento in that great forward line of Real's that played in the European Cup Final with Eintracht (7-3) at Hampden. Puskas must now consider that a Greek team may very well enter the semi-final of the European Cup for the first time in history. To him it would be another great personal triumph.

The draw for the Semi-finals of the European Cup will take place at 12.00 noon on Thursday, 25th March, at Hotel St. Gotthard, Bahnhofstrasse 87, Zurich.

We wish to take this opportunity of thanking the officials of Ajax for their very kind hospitality to us during our stay in Amsterdam. The official present from Ajax to Celtic was a beautiful Dutch Clock which will receive a place of honour in our Board Room.

Red Star Belgrade had a very good result in East Germany against Carl Zeiss Jena having only been beaten by three goals to two and having managed to score two goals away from home. Red Star certainly should be one of the teams in the semi-final.

We have pleasant memories of our visit to Belgrade and would be only too pleased if fate could conspire a return in the near future.

Ajax are bringing more than 4,000 supporters from Amsterdam tonight but with their hooters will probably make a very noisy minority.

The Celtic Skipper



BILLY McNEILL

HOLLAND'S "FOOTBALLER OF THE YEAR"



JOHAN CRUYFF

AJAX SEIZOEN '70-'71

M. MICHELS
TRAINER, COACH

T. BONDERSGAARD

B. HULSHOFF

H. STUY

R. KROL

J. NEESKENS

H. WEYER

W. SAURBIER

R. KALDERON

B. HAARMS
ASS. TRAINER

J. CRUYFF

J. GRIZENHOUT
ASS. TRAINER

ZITTEND: D. DIJK

J. SWART

R. SAURENDONK

A. HAAN

R. KEIZER

G. MAHREN

VASOVIC

N. RINDERS

Celtic Chairman



SIR ROBERT KELLY

Possibly the biggest surprise result in the European Cup was in the year 1966/67 when Ajax were drawn against Liverpool in the Second Round of the competition. Liverpool visited Amsterdam in the very confident belief that they were safely through to the Quarter Finals. The result in Amsterdam was 5-1 in favour of Ajax and in the return match at Anfield, Liverpool only succeeded in drawing two each. According to Dutch sources Bill Shankley, the manager of Liverpool, was reputed to have said, "Who are Ajax?" after hearing of the draw. This remark is possibly understandable as the result was as big a surprise to the Dutch as it was to Mr. Shankley. From that moment onwards Dutch football has exploded on the International scene at club level.

Celtic have already played in Holland in a European Tournament in season 1955-56 in the first round of the European Cup Winners Cup. Celtic went to Holland to play Go Ahead Deventer and won 6-0 in Deventer and 1-0 in the second leg at Celtic Park.

You will probably remember that in April of the same season we were knocked out of the semi-final of the Cup Winners Cup by Liverpool having won 1-0 at Celtic Park where we had most of the game to lose 2-0 in Liverpool. We had the ball in the net in the last few minutes of the match which would have given us victory but the continental referee refused the goal for some infringement. On the way to that semi-final we had knocked out AGF Aarhus of Denmark and Dinamo Kiev of Russia.

CELTIC

The team will be chosen from the following players:—

WILLIAMS McNEIL CONNELLY

LALLY BROGAN HUGHES

CRAIG CATTANACH WALLACE

HAY JOHNSTONE MACARI

GEMMELL LENNOX DAVIDSON

MURDOCH HOOD AULD

Referee—

Mr. CONCERTO LO BELLO (Italy)

EUROPEAN CHAMPIONS QUARTER FINALS

Celtic (Scotland) v. Ajax (Holland)
 Red Star Belgrade (Yugoslavia) v. Carl Zeiss Jena (GDR)
 Panathinaikos (Greece) v. Everton (England)
 Legia Warsaw (Poland) v. Atletico Madrid (Spain)

CUP-WINNING TEAMS

Manchester City (England) v. Gornik Zabrze (Poland)
 Vorwaerts (E. Germany) v. P.S.V. Eindhoven (Holland)
 Chelsea (England) v. Bruges (Belgium)
 Real Madrid (Spain) v. Cardiff City (Wales)

AJAX

The team will be chosen from the following players

BLANKENBURG	RIJNDERS	STUY
CRUIJFF	NEESKENS	WEVER
SUURENDONK	SWART	VASOVIC
HAAN	MUHREN	SUURBIER
KROL	VAN DIJK	HULSHOFF
	KEIZER	

Linesmen—

Mr. R. LATTANZI (Italy)
Mr. P. TOSELLI (Italy)

Celtic Manager



JOCK STEIN

Tonight we play possibly the hardest match we have ever played in this, the greatest of all European Cup Tournaments, the European Champions Cup.

Tonight we have an hour and a half to counter the three goals that Ajax scored in the last 30 minutes of our match in Amsterdam.

Tonight our players will give their all on the field and you, our support, will give them that Celtic sound . . . TO MAKE A GLORIOUS VICTORY.

In the last five seasons, from 1965-66 to 1969-70, Ajax have occupied the first position in the League four times. In season 1968-69 they were second to Feyenoord. Their success and Celtic's success are almost parallel.

P. Oroila of the Finnish Football Association is the U.E.F.A. representative and observer at our match here tonight.

The venue chosen for a third match, if necessary, is at Augsburg in Southern Germany. It has no airport and would require a flight to Munich with a two-hour coach journey north. This is hardly satisfactory for either Ajax or ourselves, but once U.E.F.A. had handed this matter over to the German Association they had more or less to abide by the German Association's decision. It would obviously mean considerably less expense to play either in Bremen or Hamburg in the north of Germany than in the far south in the foothills of the Alps.

CHAMPION'S CLUBS' CUP

FINAL—2nd Leg

	1st Leg	2nd Leg	Qualifiers
.. .. .	0-3		
na (E. Germany)	2-3		
.. .. .	1-1		
Spain)	0-1		

PLAYERS' CUP

	1st Leg	2nd Leg	Qualifiers
(Poland)	0-2		
lland)	0-2		
.. .. .	0-2		
.. .. .	0-1		

Introducing Pen-Pictures

HEINZ STUY (Goalkeeper). Age 26. Joined Ajax in summer of 1967 from Telstar IJmuiden.

WIM SUURBIER (Right-back). Age 26. He is a full-time professional. Made his debut in the Dutch National Team in 1966 (14 caps) against Czechoslovakia. He started his career with an amateur club named Amstel, and tried to join DWS, the First Division team, but they turned him down. He is of the adventurous type who likes to get up among the forwards whenever the opportunity arises.

BARRY HULSHOFF (Middle-back/Back/Half-back). Age 24. Player of the Dutch National B-team, Military-team and UEFA-team (1965/66).

VELIBOR BASOVIC (Centre-Middle-Back). Age 31. Full-time professional. Yugoslavian international, who represented Partizan Belgrade in the final of the European Cup against Real Madrid on 11 May, 1966 in Brussels. Signed his contract with Ajax in December 1966.

SJAAK SWART (Outside-right). Age 32. Another international with 30 caps to his credit. Swart has played close on 650 games for the club. He is extremely fast, a good dribbler, and a strong shot. He is a shopowner.

JOHAN CRUIJFF (Inside-left or right). Age 23. Football-player of the year 1967, 1968 and 1969. He is a full-time professional and one of the finest discoveries of recent years. Crujff is a most talented if sometimes impetuous player and a twenty-three has a great career ahead of him. His ball control is amazing and so is his dribbling. He has already played for the national team on 9 occasions. Signed a contract with Ajax for four years (till 1971).

PIET KEIZER (Outside-left). Age 27. Another full-time professional. Keizer's career was seriously threatened with a premature ending after a bad injury four years ago. For a time it was feared he might never play again, but he returned after twelve months' absence, and is now as good as ever, a most dangerous winger who can score goals with either foot. Has a contract till 1973 and played for Holland on 17 occasions.

RUUD SUURENDONK (Back/Middle-back/Forward). Age 27. Suurendonk got his big chance in the first team when Ajax skipper Soetekouw (now DWS Amsterdam) was seriously injured in the season 1967-1968. He has developed quickly into one of the most reliable members of the rear-guard.



R. C. SUURENDONK



P. J. KEIZER



D. W. J. VAN DIJK