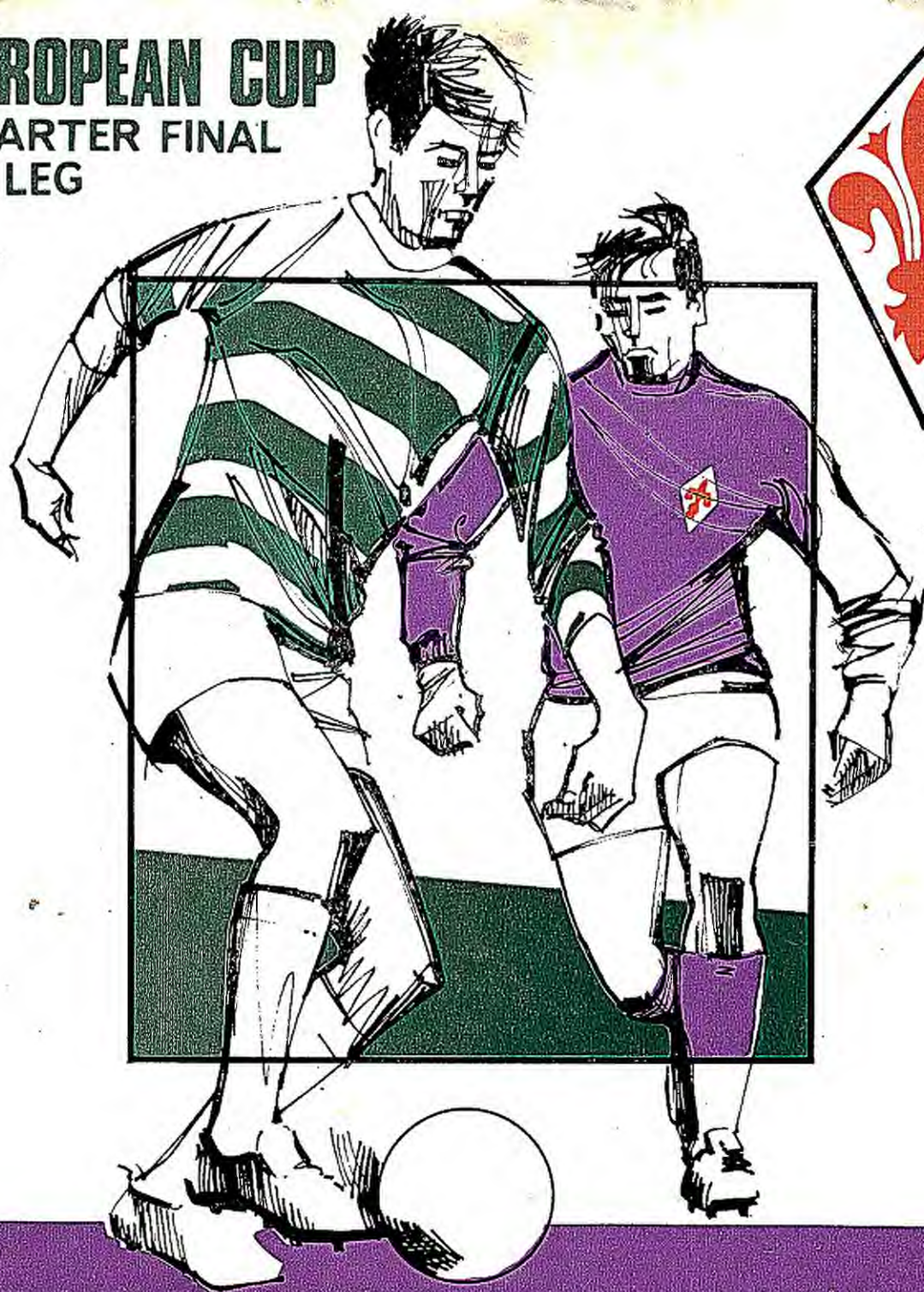


EUROPEAN CUP
QUARTER FINAL
1st LEG



CELTIC V FIORENTINA
CELTIC PARK WED. 4th MARCH 1970

Kick-off 8p.m.

OFFICIAL ILLUSTRATED SOUVENIR PROGRAMME Price 1/

Welcome to A.C. Fiorentina

It gives me great pleasure to welcome A.C. Fiorentina to Celtic Park this evening. Our visitors come from the great city of Florence which is world renowned for its contribution to Renaissance art.

A.C. Fiorentina reached the Final of the European Cup in the second year of its existence but were beaten by Real Madrid 2-0 in Madrid. A number of years ago they won the European Cup Winners Cup, defeating Rangers in the Final. They have, in consequence, reached the heights in both of these top European competitions.

We are looking forward to an exciting match and a truly sporting contest tonight.

We trust that, although short, our visitors' stay here in Scotland will be a pleasant one.

Sir ROBERT KELLY.



A.C. FIORENTINA—ITALIAN LEAGUE CHAMPIONS, 1968-69

Back Row (left to right)—Ferrante, Brizi, Rogora, Maraschi, Superchi

Front Row (left to right)—Rizzo, Longoni, De Sisti, Chiarugi, Esposito, Amarildo

Benvenuto Alla A.C. Fiorentina

È un vero piacere dare il benvenuto alla Fiorentina qui a Celtic Park stasera. I nostri ospiti vengono dalla grande città di Firenze, famosa in tutto il mondo per il suo contributo all'arte del Rinascimento.

La Fiorentina conquistò lo scudetto per la prima volta nel 1956 e nell'anno successivo raggiunse la finale della Coppa dei Campioni, ma fu sconfitta dal Real Madrid 2-0 a Madrid.

Pochi anni or sono la Fiorentina vinse la Coppa delle Coppe battendo il Rangers nella finale. La squadra viola ha dunque raggiunto piazzamenti di prim'ordine anche a livello internazionale.

Siamo certi che la partita qui stasera sarà un incontro veramente sportivo.

Vogliamo augurarci che il soggiorno dei nostri ospiti nella Scozia, benchè breve sia tuttavia molto piacevole.

Sir ROBERT KELLY.

Pen-Pictures of Fiorentina

NELLO BAGLINI (President). Nello Baglini was appointed five years ago. His main task is the administration of finances and the buying of new players. He leaves problem of tactics and selection to the manager. He was the man who initiated the policy of the new players which brought the Championship to Florence. He is a friendly open person who readily gives interviews. Italians describe him as "simpatico", i.e. charming and likeable.

BRUNO PESAOLA (Manager). Manager of Fiorentina, was born in Buenos Aires, Argentine, in 1928. He came to Italy in 1947 and played for Roma as outside left and inside left. He has also played for Geneva and Naples where, on his retirement as a player, he became manager. In 1968 he came to Florence and brought Fiorentina to success at the end of the season. His ambition is not only to win the European Cup but to make Fiorentina champions of Italy two years in succession. When he came to Fiorentina it was said, "He is the right manager at the right moment".

GIANCARLO DE SISTI (Captain). Captain and inside left. He is 26 years old and married. Began as a first division player in 1964 with Roma and was transferred to Fiorentina in 1965. He has played 120 games for his team and has been capped 5 times. Scored 20 goals for Fiorentina. A useful man both in defence and in attack. He is an ideal captain who can steady and inspire his team.

FRANCO SUPERCHI (Goalkeeper). Born in Allumiere near Rome. He is 26 years old and married. Came to Fiorentina in 1965 and began playing for the first team in 1967. He has played 37 games and is reputed to be fearless. He has a good sense of humour and likes to entertain the spectators.

BERNARDO ROGORA (Right Back). Born in Solbiate near Varese. He is 31 years old and married. Began playing for Fiorentina in 1965 after being transferred from Bergaino. Altogether he has played 100 games for Fiorentina. He is a very steady defender who makes very few mistakes. He tackles hard and well.

ERALDO MANCIN (Left Back). Born in Porto Tolle near Rovigo. He is 25 years old and married. Came to Fiorentina in 1967 and has played a total of 51 games. He is a good full back who on occasions likes to come up forward to help in attack. He defends well and is a good support to the forward line.

SALVATORE ESPOSITO (Right Half). Born in Torre Annunziata near Naples. He is 22 years old and single. First came to Fiorentina in 1962 and played his first game in England in a friendly against Manchester United. He has played 42 games.

UGO FERRANTE (Centre Half). Born in Vercelli. He is 22 years old and married. He first played for Fiorentina in 1964 and altogether he has played 109 games for his team. He is very tall and well built. He is a cool player who does not panic under pressure and in spite of his size he has a good burst of speed.

GUISEPPE BRIZI (Left Half). Born in Macerata. He is 28 years old and married. Came to Florence in 1961 and played for the first team in 1963. Altogether he has played 100 games for Fiorentina. He is a very skilful and polished player. He is a good link between defence and forward line.

FRANCESCO RIZZO (Winger). Born in Roveto near Cozenza. He is 27 years old and married. He has had four seasons as a first division player. He came to Fiorentina from Cagliari in 1968. He has had 107 games (25 for Fiorentina) and has scored 25 goals. His outstanding characteristic is his powerful shots from outside the penalty area.

CLAUDIO MERLO (Inside Right). Born in Rome. He is 24 years old and single. Began playing for Fiorentina in 1965. He has played 97 games for his team and was once capped. He is one of the most promising players on the Fiorentina team. When he is not playing football he spends his time managing his insurance agency.

MARIO MARASCHI (Centre Forward). Born in Lodi. He is 31 years old and married. After 7 years with Milan he came to Fiorentina in 1967. He has since played 57 games and scored 26 goals. He is a difficult player to mark because of his speed and mobility. A dangerous man near goal because he can score with his head as well as he can shoot.

AMARILDO TAVARES SILVEIRA (Outside Left). Born in Campos, Brazil. He is 31 years old and single. He was in the Brazilian team which won the World Cup in 1962. He was bought by Milan in 1963 and transferred to Fiorentina in 1967. His arrival coincided with the departure of the famous Swede Kurt Hamrin. He has played 25 games last season and scored 6 goals. He is a good ball player and unusually modest for a South American.

LUCIANO CHIARUGI (Outside Left). Born in Pisa. He is 23 years old and single. He joined Fiorentina's junior team in 1967. Last season he played 18 games for the first team and scored 7 goals. He is a stubborn player whom the fans love to call "The Mad Horse". Before becoming a professional footballer he was a carpenter in his father's business.



AMARILDO—Fiorentina's explosive star

Celtic Chairman



SIR ROBERT KELLY

Fiorentina have been around the European big-time since Continental tournaments began. They went to the final of the European Cup in the second year of its existence, 1957, and were beaten 2-0 by Real Madrid.

In the early sixties they hit peak form and came to Glasgow to play Atletico Madrid in the final of the Cup Winners' Cup. They lost after a replay—just a year after beating Rangers in a two-leg final of the same tournament.

Their most recent experience has been mainly in the Fairs Cup and it is worth noting that they have been beaten in early rounds in the past two seasons by Portuguese sides.

They are slick, more adventurous than most Italian teams and have more than enough skill to give Celtic a tough time of it.

The elimination of Real Madrid from the European Cup after losing only 1-0 in Liege appears to seem as the end of an era. Even in the Spanish League Real Madrid will have difficulty in qualifying for next season's European Cup. Congratulations, however, are certainly due to Standard Liege for going to Madrid and winning 3-2 in the Bernabau Stadium. The eclipse of Hungary (they were beaten in the final play-off against Czechoslovakia for a place in Mexico) is surely another turn in the wheel of time. One remembers only too well the great Hungarian teams of the past and certainly the one that went to Wembley in 1962 and beat England 6-2.

CELTIC 3

The team will be chosen from the following sixteen players

WILLIAMS McNEIL LENNOX

FALLOON BROGAN AULD |

GEMMELL MAGARI HOOD (SUB)

HAY JOHNSTONE WALLACE |

GRAY CALLAGHAN

MURDOCH HUGHES

Referee—

Mr. D. GASPARD PINTADO VIU, Spain

EUROPE

CELTIC v. FIORENTINA (Italy)

STANDARD LIEGE v. LEEDS

GALATASARAY (Turkey) v.

VORWAERTS (East Germany)

ITALIAN LEAGUE

	Played
CAGLIARI ..	21
JUVENTUS ..	21
FIORENTINA ..	21
MILAN R.C. ..	21
INTER. ..	21
NAPLES ..	21
A.S. ROME ..	21
LANEROSI ..	21
TORINO ..	21
BOLOGNE ..	21
VERONE ..	21
LAZIO ..	21
BARI ..	21
PALERME ..	21
SAMPDORIA ..	21
BRESCIA ..	21

Top Goal Scorers—Riva (Cagliari) 13; V

Celtic Manager



JOCK STEIN

Mr. STEIN'S MESSAGE

We are hosts to-night to one of the top teams in Italian football and we ask our support to give our visitors a true Celtic welcome.

The winners of this tie could easily be the winners of the European Cup. We would like to be that team.

You, our support, can help with that usual Celtic sound.

BALLON D'OR

The European journalists have once again voted for the top player in Europe (Scotland was not represented). This year the Ballon D'Or (Golden Ball) was awarded to Gianni Rivera of A.C. Milan. The only mention of a Scottish player was by Portuguese journalists who voted Jimmy Johnstone into 5th place. The Golden Ball has been awarded by France Football, the well-known newspaper, since 1956.

The following players have received this award:—

- 1956—Stanley Matthews, Blackpool
- 1957—Di Stefano, Real
- 1958—Raymond Kopa, Reims
- 1959—Di Stefano, Real
- 1960—Suarez, Barcelona
- 1961—Sivori, Juventus
- 1962—Mosopust, Dukla, Prague
- 1963—Yachine, Moscow Dinamo
- 1964—Law, Manchester United
- 1965—Eusebio, Benfica
- 1966—Bobby Charlton, Manchester United
- 1967—Florian Albert, Ferencvaros
- 1968—Best, Manchester United
- 1969—Rivera, A.C. Milan

FIorentINA



Linesmen—
 Mr. D. PELAYO SERRANO SANCRISTOBAL, Spain
 Mr. D. MANUEL VARAS GOMEZ, Spain

AN CUP

y)
 S UNITED
 LEGIA WARSAW (Poland)
 v. FEYENOORD (Holland)

AT MID-FEBRUARY

Won	Drawn	Lost	Goals For	Goals Agst.	Points
12	7	2	28	3	31
13	4	4	35	11	30
12	4	5	31	23	28
10	7	4	30	15	27
10	7	4	26	15	27
9	6	6	20	14	24
7	7	7	20	26	21
8	4	9	24	22	20
7	6	8	15	22	20
4	11	6	16	16	19
5	9	7	17	20	19
7	3	11	16	25	17
4	7	10	7	22	15
4	6	11	17	31	14
2	9	10	14	28	13
7	7	12	12	28	11

itali (Lanerossi) 12; Chiarugi (Florence) 10

History of Fiorentina

Fiorentina is perhaps not as well known to Scottish Football public as their powerful rivals from the north, AC Milan and Inter-Milan, yet their performance both at national and international level is impressive. In the past thirteen years the Fiorentina team has twice won the "Scudetto", the "Little Shield", as the Italians call the League Title, in 1955-56 and again last season. Four times they were runners-up in the Championship and they won the Italian Cup twice. At international level as well Fiorentina has had considerable success. In 1957 they reached the final of the European Cup but lost to the famous Real Madrid. In 1961 they won the Cup Winners Cup by beating Rangers in the final and the following year they were again in the final of the same competition but lost to Athletic Madrid. It is indeed clear from these achievements that Fiorentina are indeed worthy opponents.

The formation of the present successful Fiorentina team dates back to 12th December, 1965, when their present chairman decided to adopt a new policy, i.e. to introduce young players into the first team, as opposed to their former policy of concentrating on the older and more experienced players. Two new players were introduced that day and the result was an unexpected draw against the powerful Inter in Milan. At the end of that season Fiorentina won the Italian

Cup. So many young players were in that team that it earned the nickname "Fiorentina Babies". Yet this policy was to reap its reward. In 1968 Bruno Pessola took over the management of Fiorentina which was now a very experienced and disciplined team, and at the end of the season they were four points clear of their nearest contender, AC Milan. Seven players of the original "Fiorentina Babies" were in the title winning team. That team was drawn from a pool of thirteen players which consisted of Superchi, Rogora, Mancin, Esposito, Ferrante Chiarugi, Rizzo, Merlo, Maraschi, Di Sisti (Captain), Amarildo and Concetti.

Like Celtic, Fiorentina has its own supporters' club which comes under the name of Viola Club, viola—purple being the colour of Fiorentina's jerseys. Every Sunday these faithful supporters carry their purple banners the length and breadth of Italy, from Palermo in Sicily to the capital of the north, Milan. No doubt, a large contingent will be at Parkhead this evening to support their team in this vital match in the European Cup.

Another similarity with Celtic is "Alè Fiorentina", the Florence equivalent of the "Celtic View". It has a very wide publication but, unlike the "Celtic View", it is published only once a month.

Europe and Elsewhere

Celtic are the only team left in the European Cup that have won the competition. No other club, barring Fiorentina, have reached the finals. Fiorentina have, however, won the Cup Winners' Cup.

Only two European teams have won the Inter-Continental Cup (World Championship), Real Madrid and Inter-Milan in 1964 and 1965. The South American teams that have won the Inter-Continental Cup are Penarol (Uruguay); Santos F.C. (Brazil); Estudiantes (Argentina); all three have won twice, and Racing (Argentina) who has only won once.

Giuliano Sarti, the brilliant goalkeeper of Inter-Milan who also played for Florence and for the Italian International team, has now at thirty-six years of age quit football. He does not wish to become a trainer and intends to leave football for industry. Sarti will long be remembered by many Celtic supporters for his brilliant goal-keeping in Lisbon.

Robert Herbin, the brilliant half-back of St. Etienne who once more are running away with the French Championship, was asked at a dinner given in his honour by the Municipalite of St. Etienne, "Which football public impressed you the most?" Roby replied, "Without a doubt that of Celtic of Glasgow who sang long before the match and when it started, really let themselves go. At times it was almost frightening."

Didi, who is at the moment the trainer of Sporting Cristal, and of the national team of Peru, has been offered one of the top jobs in Europe—as trainer with F.C. Barcelona. Barcelona are determined to be in a position to try for the top trophies in Europe, the European Cup Winners' Cup and the European Cup.

A new name will appear in the European Cup draw next year—Spartak Moscow—following an eclipse of Dinamo Kiev who had reigned supreme in Russian football over the preceding four years.

Mr. Denis Follows, C.B.E., B.A., Secretary of the Football Association is again the E.U.F.A. representative at our match tonight.

Celtic Development Pool have now reached an all time high but John Bonnar, the sales manager, is still looking for agents to boost the total membership to over 250,000. Why do you not join? You can contact John Bonnar at 58 Renfrew Street, or can telephone Doug 4959. The goal of all this is to make Celtic Park really something to be proud of.

If the goals scored in the combined home and away matches in this round is equal, each goal scored away from home is counted twice. The team which on the basis of this bonus reach the highest number of goals shall be declared the winner.

If this procedure does not bring about a decision, i.e. if the two teams have scored the same number of goals at home and the same number of goals away, extra time of 2 to 15 minutes shall be played after the second match. If there is still no decision a third match shall be played which will take place in Brussels on the 25th March.

The Semi-Final of this competition is due to be played on the 1st and 15th April with the Final in Rome on the 5th May.

Fiorentina are no strangers to Scottish football having played Rangers last summer at Randall's Island in New York where Rangers won 3-2 after leading the Italian team 3-0 after 25 minutes. Fiorentina got their revenge in Toronto at the Canadian National Exhibition Stadium where they won 2-0.

Fiorentina are so worried that their rocket-throwing fans could cause them to lose their European Cup second leg with Celtic that they have posted warning notices round their 62,000 capacity ground.

The notices state that, E.U.F.A. who run the European Cup have decided to close grounds where fireworks and rockets are thrown authorising the referee to suspend the game which will be awarded 3-0 to the visiting team.

Fiorentina have already had their ground closed once by the Italian League this season for incidents during the game with Cagliari.

EUROPEAN CHAMPION CLUBS' CUP—1st Round

17th SEPTEMBER and 1st OCTOBER, 1969

	1st Leg	2nd Leg	Qualifiers	Agg.
Hibernian (Malta) v. Spartak Trnava (Czechoslovakia)	2-2	0-4	Spartak	2-6
Benfica v. Copenhagen	2-0	3-2	Benfica	5-2
Sofia v. Ferencvaros	2-1	1-4	Ferencvaros	3-5
Basel v. Celtic	0-0	0-2	Celtic	0-2
Fiorentina v. Oesters I.F.	2-0	1-1	Fiorentina	3-1
Standard Liege v. Nendori Tirana (Albania)	3-0	1-1	Standard Liege	4-1
Feyenoord Rotterdam v. Relkyavik	12-2	4-0	Feyenoord	16-2
Bayern Muenchen v. St. Etienne	2-0	0-3	St. Etienne	2-3
Olympiakos Nicosia v. Real Madrid	0-5	1-6	Real Madrid	1-11
A.C. Milan v. Avenir Beggen	5-0	3-0	A.C. Milan	8-0
Austria Vienna v. Dynamo Kiev	1-2	1-3	Dynamo	2-5
Leeds United v. Lyn Oslo	10-0	6-0	Leeds United	16-0
Red Star (Belgrade) v. Linfield	8-0	4-2	Red Star	2-12
Uta Arad (Rumania) v. Legia Warsaw	1-2	0-8	Legia	1-10
Galatasaray Istanbul (Turkey) v. Waterford	2-0	3-2	Galatasaray Istanbul	5-2
Vorwaerts East Berlin v. Panathinaikos Athens	2-0	1-1	Vorwaerts East Berlin	3-1

EUROPEAN CHAMPION CLUBS' CUP—2nd Round

12th and 26th NOVEMBER, 1969

	1st Leg	2nd Leg	Qualifiers	Agg.
Celtic v. Benfica	3-0	0-3	Celtic	3-3
			<i>Note: Toss of coin</i>	
Dynamo Kiev v. A.C. Fiorentina	1-2	0-0	A.C. Fiorentina	1-2
Leeds United v. Ferencvaros Budapest	3-0	3-0	Leeds United	6-0
Vorwaerts E. Berlin v. Red Star Belgrade	2-1	2-3	Vorwaerts E. Berlin	4-4
			<i>Note: Vorwaerts qualify, goals away count double</i>	
Spartak Trnava Czech v. Galatasaray Istanbul	1-0	0-1	Galatasaray Istanbul	1-1
			<i>Note: Toss of coin</i>	
Legia Warsaw v. St. Etienne	2-1	1-0	Legia Warsaw	3-1
Standard Liege v. Real Madrid	1-0	3-2	Standard Liege	4-2
A.C. Milan v. Feyenoord Rotterdam	1-0	0-2	Feyenoord	1-2

Florence, city with a population of about 500,000 inhabitants, is situated on the banks of the Arno, almost in the centre of the Italian peninsula.

Founded by the Romans in the 1st Century B.C., Florence began its rebirth after decline of the barbaric ages, in the Carolingian age reaching the highest peaks of its civilization between the 11th and 14th centuries. As a free Commune, it maintained a happy balance between the authority of the Emperors and that of the Popes, overcoming the difficulties of internal struggles between Guelphs and Ghibellines. In the 15th century it came under the rule of the Medici who later became the Grand Dukes of Tuscany. This was the most splendid period of the city—in arts and culture, politics and economic power. In the 14th century the Grand-duchy of the Medici was succeeded by that of the Lorraine, until 1860 when Tuscany became part of the Kingdom of Italy of which Florence was capital from 1865 to 1871.

Florence, the city of Dante, bears obvious witness to its illustrious past with its churches, museums and palaces. Florence is an elegant city with its lovely avenues, beautiful parks, fine restaurants where Tuscan gastronomy is well renowned.

Though it would be silly to think of them as in any way a one-man team there is no doubt that Celtic's rivals in the quarter-final of the European Champions Cup, Fiorentina, do pin most of their hopes on their brilliant midfield schemer little Giancarlo de Sisti who is only 5 ft. 6½ in. tall.

De Sisti whose nickname is Picchio (The Woodpecker) is to Fiorentina what the great Gianni Rivera is to A.C. Milan. And proof of just how good The Woodpecker is . . . he has taken over from Rivera in the Italian International side.

Fiorentina officials and their fans give De Sisti most of the credit for the team's League Championship success of last term . . . a four-point triumph in which they set up a new record by not losing one single game away from home.

For Benfica this season has been practically a complete disaster. The Kings of Portuguese football are virtually out of the running for the League Championship and to add to their misery were knocked out of the first round of the Portuguese Cup by Setubal.

The close season tour of United States, Canada and Bermuda is practically finalised and we expect to meet among other teams, Manchester United, Bari of Italy and Eintracht of Frankfurt on the other side of the Atlantic.

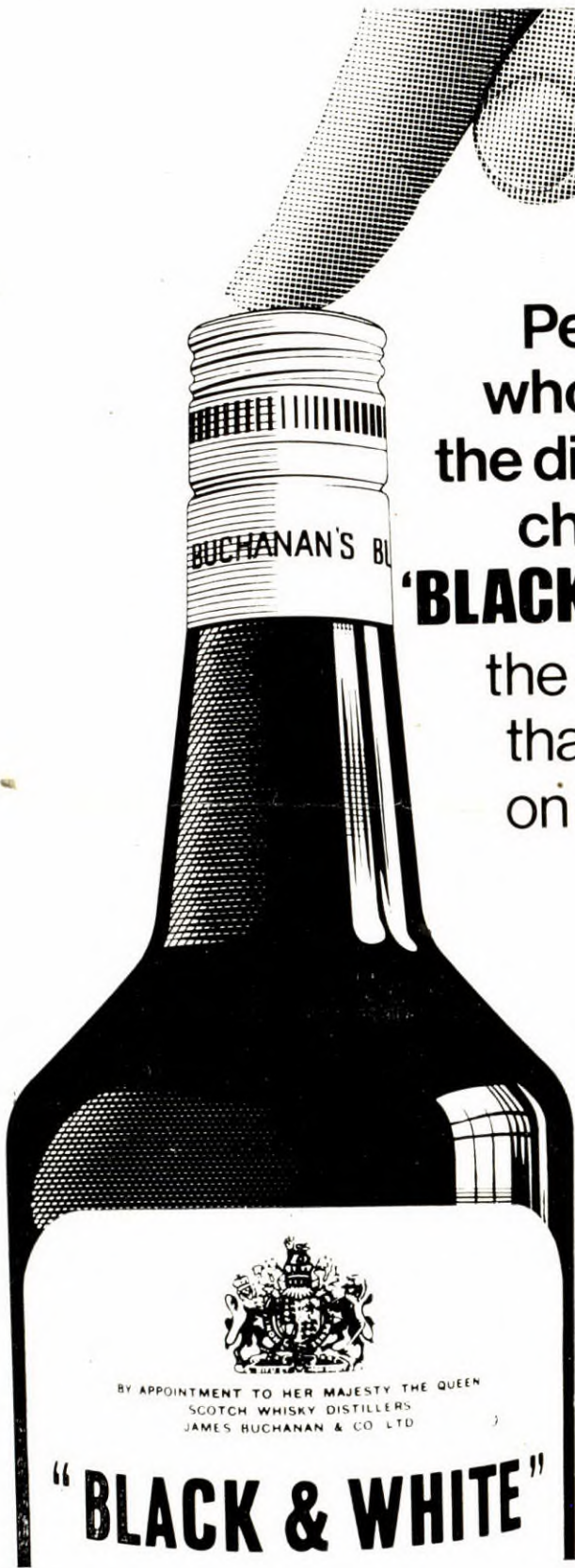
The boys will no doubt be looking forward to their week's stay in the paradise island of Bermuda, where they will be staying at the island's top hotel, The Princess. We have already have had an invitation from the Scots Club on the island.

Our congratulations go out to Bruno Pessaola, Manager of Fiorentina who was given the Manager of the Year Award by all the top writers of Italy.

On our visit to Italy the Celtic plane will be landing at Piza as there is not a top airport at Florence and the players will no doubt be seeing the celebrated Leaning Tower on their way south to Florence.

John Bonnar our Sales Manager of the Development Pools, headquarters at 58 Renfrew Street, is still looking for agents . . . You can help. Call or phone John at 332 4959.

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who know
the difference
choose
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on flavour

