

THE *Peter Beardsley*

BENEFIT MATCH

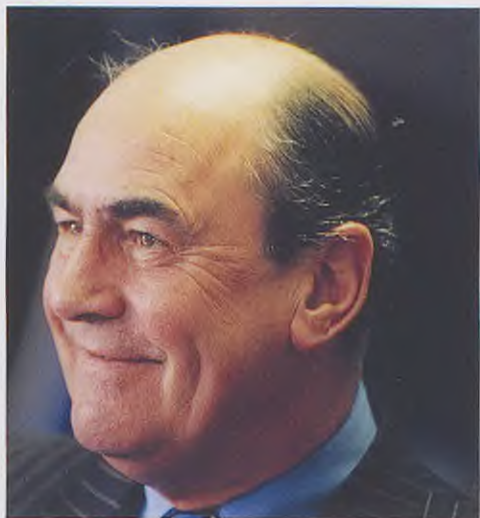
PETER BEARDSLEY SELECT XI
v GLASGOW CELTIC
ST. JAMES' PARK
WEDNESDAY 27th JANUARY, 1999
Kick-off 7.45pm



OFFICIAL
SOUVENIR
BROCHURE

£2

Peter has a special place in United's Hall of Fame



On behalf of every member of the Testimonial Committee, can I say how delighted we have been to be associated with this memorable year in Peter's career.

Tonight represents the highlight of all the activities undertaken to date and it means a great deal to Peter, as he has for a very long time looked forward to sharing this special occasion with his fellow Geordies. These are the fans who over the years have shared his enthusiasm for the game and encouraged him to a level which ensures a very special place in United's Hall of Fame.

We will all long remember his unique individual skills which mesmerised defences while delighting Tyneside. These special talents have been superbly complemented by Peter's attitude off the field, where he is mixing with all levels of the community, focusing particularly on the deserving young folk with whom he has a special rapport demonstrating compassion and genuine interest.

For Peter, his wife Sandra and their children, Drew and Stacey, we hope this represents a memorable night and we wish them continued success and good health in the future.

ALASTAIR M. WILSON

Chairman, Peter Beardsley Testimonial Committee

TONIGHT'S MATCH SPONSOR

Reed Print & Design

Reed Print are privileged to sponsor Peter's Benefit match tonight. His exemplary conduct and infinite skills have thrilled us all over the years. A true ambassador for the game and a role model for the youth of today, Reed Print wish Peter every success in the future.

Thank you Peter Beardsley,

Brian Reed

Thanks also to ...



CEARNS & BROWN



MOOR-DALE COACHES



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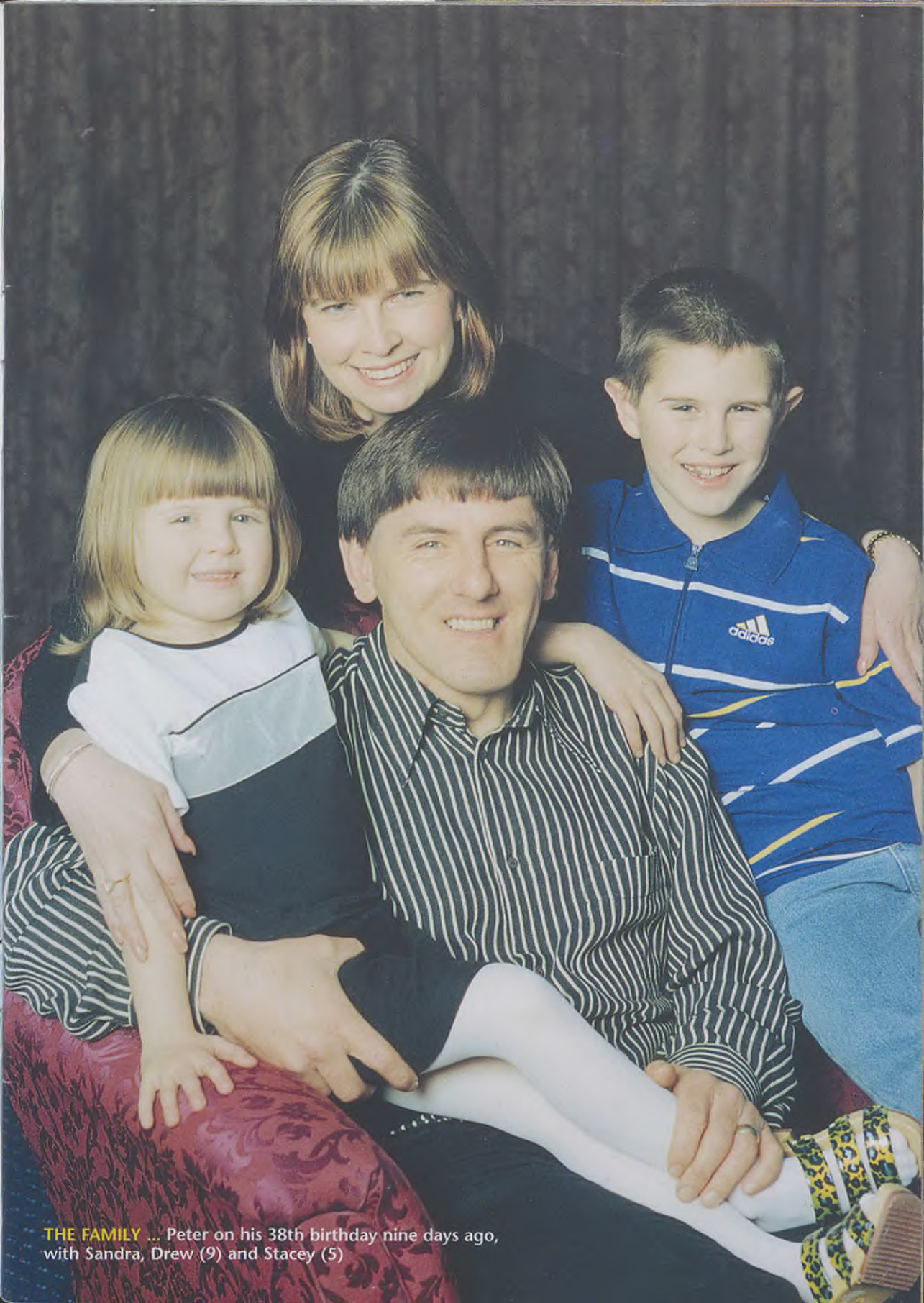
Deputy Editor: **Paul Tully**

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THE FAMILY ... Peter on his 38th birthday nine days ago, with Sandra, Drew (9) and Stacey (5)

Kevin Keegan



Tony Hardisty talks to Kevin Keegan, who tells him:

"Peter is simply the best, better than all the rest."

KEVIN KEEGAN uses the words of the Tina Turner hit song to salute the player he rates above any he has played with or managed.

"And I've played with some of the very best for Liverpool and England. I've also had the pleasure of managing some world-class players, but Peter tops them all for talent and temperament, for all-round excellence and outstanding enthusiasm," says the Pied Piper who filled the ground and led Newcastle to promotion in the '80s and then came back in the '90s to rescue United from obscurity and take them on to Premier League glory.

The charismatic Yorkshireman known as Special K to Newcastle fans

everywhere has not been back to St. James' Park since his shock departure in January 1997, but there was never any doubt that he would be back to honour the Geordie genius he tipped to become one of the game's finest back in 1983 when United were in the old Second Division.

"I'm coming back to St. James' Park for two reasons - firstly to pay my personal tribute to the best little player and professional I have ever played or worked with, and secondly to say goodbye and thank-you to the Newcastle United fans I didn't get the chance to put my hands together for two years ago.

"It's a special night for a special player and special supporters and I'll be more than happy to pull on a black and white shirt for Peter and the fans," says the man who has just recovered from neck surgery in the midst of raising Fulham's profile at the summit of the Second Division.

"Peter played his part in our revival at Craven Cottage, as everybody knows, and now, at 38, he's helping Hartlepool. Nobody I know, or have ever known, loves playing football more than Peter - and nobody in my experience has been such an outstanding individual *and* team player. The two don't often go together, but they have done throughout Peter's career and that's what has made him so special," says KK, who readily admits that he knew nothing about the player when Arthur Cox brought him back to his native Tyneside from Vancouver in September 1983.

"I did wonder if Newcastle were signing another nearly or maybe player at a time when we needed

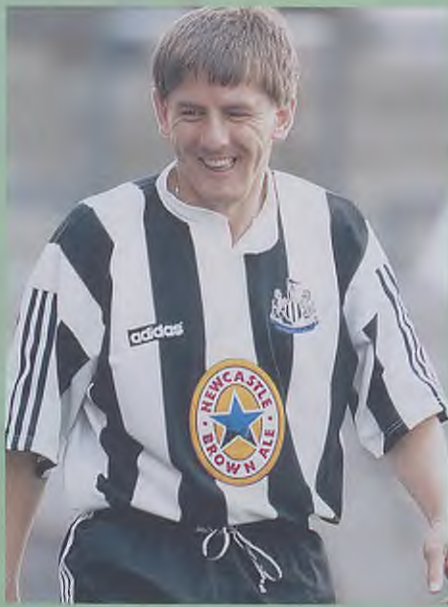
a definite, somebody who could really help us," he recalls. "I soon knew different - after his first training session I knew we had a stone-cold certainty for stardom and when he played his first few matches I knew he was going to be just extraordinary. He had such a great brain, such marvellous football vision, the nimble feet, the dribbling skills, the ability to pick people out with a perfectly-weighted pass - all topped off by an enthusiasm that has never left him, no matter whose shirt he has worn.

"I've been given the credit for leading Newcastle United to promotion in 1984 and maybe I was the catalyst on the pitch, but you can take it from me that the outstanding playing contribution came from Peter Beardsley - there's absolutely no doubt about that.

"He was so good it was obvious he would go on and play for his country. In the end he got 59 caps and should have had a lot more."

Ten of those caps were won after KK brought him back from Everton in the summer of 1993 at the age of 33. And United's former manager still chuckles as he tells the story of how he warned United's hierarchy that if they didn't sign him then Sunderland would.

"It was a lie - Peter would have gone to Arthur Cox at Derby if we hadn't bought him," smiles Kevin. "But it was a lie I had to tell because



Sir John Hall was definitely not happy at the prospect of paying £1.35m. for a 33-year-old. But I was more than happy - we had just been promoted to the Premier League and I knew that Peter would give us instant credibility in the top flight. He did exactly that and was as good a signing as any manager ever made, just fabulous."

And then he reveals: "He actually took a cut in wages of £1,000 a week to come back to St. James' from Goodison Park. Imagine that - it's unheard of for players to do such a thing, but that's how much he wanted to come and wear the black and white shirt again.

"He was actually one of our lowest-paid of the established players in his second spell at Newcastle, which is why I insisted - and the Board readily agreed - that he should be granted a benefit game. We kept signing players and kept on giving them more money than our top player and skipper, the man the club had sold for a British record fee of £1.9m. six years earlier. That money helped to build the Jackie Milburn Stand, and that's a rightful tribute to another legendary United player, but there are still Newcastle fans who call it the Peter Beardsley Stand.

"Take it from me, if ever a man put his club first and himself second when he signed for me it was Peter Beardsley. That's why he deserves a full house for this match and that's why so many players and managers have wanted to be there. Everybody in football has the utmost respect for him and I'm right at the top of those who respect him most.

"I honestly believe that he's the best player who ever pulled on a black and white shirt - I just can't imagine that there's been a better one. Tony Green was very similar, I'm told, back in the seventies, but his career was tragically cut short by injury - he played less than 40 matches for the club - so you can't compare their contributions.

"As I say, Peter was an astonishingly-gifted individual who was also completely unselfish as a team player, so much so that when Andy Cole was rattling in a club record 41 goals in that 1993-94 season I had to pull Peter to one side and tell him to be a bit more selfish, to stop looking for Andy all the time and score a few himself. He responded with 24 goals of his own!"

Everybody has a favourite Peter Beardsley memory and when you ask Kevin Keegan for his he makes a mock protest with the words: "Where do I start? I could go on for hours about what he did in this match or another, how he scored this brilliant goal or another, the way he created goals

for Coley, Gary Lineker, Les Ferdinand, Alan Shearer and a stack more.

"I'll give you a couple of his out-of-this-world goals - the one everybody talks about at Portsmouth, of course, when he had defenders sliding all over the place and his own team-mates open-mouthed in disbelief as he waited until HE was ready before putting the ball in the net.

"And then there was that amazing chip over the big man, Joe Corrigan, to score at the Gallowgate End in my very last match for Newcastle. I don't know a player on earth who would have had the courage to even *think* about chipping a goalkeeper that big, never mind actually *doing* it.

"Mind you, I had a hand in both those goals - I gave Peter two hospital balls which he turned into great passes before scoring!

"So they are the goals, but there's so much to remember with the utmost pleasure about Peter Beardsley and certainly one of my warmest memories of him was in Belgium early in the 1994-95 season when he came back two weeks before he should have done from a fractured cheekbone to play in our first UEFA Cup tie against Royal Antwerp.

"I told him to play on the flanks, to keep away from physical contact, but just to have him wearing a Newcastle shirt again gave the whole club a lift. We won 5-0 and I'm sure a lot of our outstanding performance was down to Peter's presence. Robert Lee grabbed the headlines with a hat-trick of headers, but I knew that it was Peter who had really inspired us.

"Make no mistake, he was simply the best. Better than all the rest."

Sir John Hall takes his hat off to KK's signing of Peter in 1993.



"I'm coming back to St. James' Park for two reasons - firstly to pay my personal tribute to the best little player and professional I have ever played or worked with, and secondly to say goodbye and thank-you to the Newcastle fans I didn't get a chance to put my hands together for two years ago."



Kenny Dalglish



“We had identified Peter as the player we wanted and even if we did pay a record fee there was no hesitation in our paying it, for we knew he was a player of the highest quality.”

KENNY DALGLISH paid a British record £1.9m. to take Peter Beardsley from Newcastle to Liverpool in the summer of 1987.

And rarely was money better spent.

For in his first season on Merseyside, Peter helped Liverpool to the League title ... and scored the goal which clinched the big prize on a memorable Anfield day against Tottenham in April 1988.

“Everybody knew his quality as a player and everybody thought he would be a good acquisition for Liverpool,” says Kenny. “He certainly turned out to be that.”

“We had identified Peter as the player we wanted and even if we did pay a record fee there was no hesitation in our paying it, for we knew he was a player of the highest quality.”

“Peter often says he didn’t play well in his first few months with Liverpool but I reckon he must have suffered a memory blackout because I can tell you as manager that he was tremendous!

“People like John Barnes and John Aldridge were getting a lot of the credit that year but Peter was doing a great job as well. On his debut at Arsenal he got flattened by Tony Adams and had to be substituted, but he was back for the next game and scored when we beat Coventry 4-1 away.

“We won eight league games in a row, were unbeaten until March, and won the Championship with room to spare. Peter got 15 goals and three more in the Cup on our way to the Final, so I don’t think he did too badly.

“There should have been one more goal, too, because he scored in the Cup Final against Wimbledon when it was wrongly disallowed.”

When Peter moved to Liverpool, he and wife Sandra settled in Southport ... with a back garden that backed onto Kenny’s own.

And Kenny says: “Peter’s a good fella. He always lived an uncomplicated life which suited him. Both as a man and a footballer, he was first-class.

“When he first came to Liverpool, we gave him the No. 7 shirt which I had worn, and which Kevin Keegan before me had worn. That could have been inhibitive for some people, but not for Peter. He made it his own.

“There were a lot of special games, special moments, and special goals in those years. And Peter didn’t just do it for Liverpool: he also did it for Everton after Graeme Souness sold him, and he did it for Newcastle in both spells there, as well as his other clubs. He’s still doing it now for Hartlepool at 38, which says everything about his fitness and enthusiasm for the game.

“When I had my testimonial for Liverpool against Real Sociedad, Peter replaced me 15 minutes from time. And if he thinks I was knackered that night, wait until he sees me tonight!

“But nothing would stop me paying my tribute to the wee fella and I’ve been in special training for this game. All I ask is that he goes easy on an older bloke ...”



ALAN SHEARER

"Sublime ability, terrific enthusiasm and so genuine that he was one of the most unselfish players you ever saw - that's how I will remember Peter Beardsley.

He was a great goalscorer in that he scored some truly amazing goals, but he was also as good as they came at creating goals for other people. As a striker I can tell you that he was an absolute joy to play with - Gary Lineker scored 48 goals for England and he always said that half of them could be attributed directly to Peter.

Everybody has a special memory of Peter and, apart from the fact that he defied all the dieticians with his liking for sweets, chocolates, crisps and Coca-Cola, I will remember a lovely header he scored when we were a goal down at Sunderland in my first season at Newcastle. It set us on the road to victory - Les Ferdinand got the winner - on a night when none of our fans were allowed into Roker Park. All I can say is thanks for all the memories, Pedro."

JOHN BARNES

"I arrived at Liverpool a month before Peter and he's always telling the tale of how well I played and how poor he was in our first few months together. Well I can tell you that there's never been anything wrong with his footballing brain, but there's definitely something wrong with his memory because for my money he immediately looked to be worth every penny of the near £2m. Liverpool had paid for him.

We started rooming together for both Liverpool and England and we've been close friends for all those years, which is a joy for me because he's a smashing family man as well as being as modest a great footballer as you will ever meet.

He was at Liverpool four years and played his part to the full in helping us to win two League titles and the F.A. Cup. The bigger the game, the better he played - and that's truly the sign of a top-class performer. Liverpool sold him too soon - he still had so much to offer, as he proved at Everton and then in his second spell at Newcastle.

How good was Peter in his prime? As good as there was - certainly as good as anybody I've ever played with."

STEVE WATSON

"Millions of words have been written in praise of Peter over the years and not one of them has changed him. He's the same man as he has always been - modest about his own magnificent achievements and always there to help others, especially the younger players.

I was one of those kids he was there for. And I'll never forget him for taking an interest in me. Lee Clark, Robbie Elliott, Alan Thompson, who I've joined at Aston Villa, Darren Huckerby and a stack of others will tell you the same. Peter Beardsley encouraged us all and takes pleasure in how we're doing now.

I've seen him do things against really top-class players that only the uniquely gifted would think about doing. He scored as many goals with his left foot as he did with his right - and made countless others for players at every club he has served.

Even in the so-called twilight of his career he was running the legs off players 10 years younger than himself. And he ran us all ragged at every training session.

As soon as I heard he was getting a benefit match I knew St. James' Park would be packed to the rafters. Geordies know a great player when they see one."

STUART PEARCE

"Whenever I think about Peter I think not only about how fantastic he has been as a footballer but also about what a terrific role model he is for kids everywhere.

He has been an absolute credit to himself and to his family, to his clubs, to his country and, of course, to his chosen profession of football.

He is the best possible example for budding young players to try and emulate, because his massive talent has always been matched by a natural modesty and an eye-catching enthusiasm which he took into every training session as well as into every game he played in.

I played against him many times and he was absolutely spellbinding - as difficult an opponent as you could meet because his footballing brain meant he was always one step ahead of we mere mortals.

And playing with him, which I did many times for England, gave me yet another insight into his unique talents. Peter, Newcastle United and their great fans, gave my testimonial game at Nottingham Forest a terrific boost. Now he is set for a night in his honour at St. James' Park. It couldn't happen to a more deserving man."

ROB LEE

"I have always considered it a great privilege to have followed Peter Beardsley as captain of Newcastle United, but I was just as proud to be vice-captain when he was the skipper because he was always special as a player and as a man.

When he came back from Everton and started doing things in training many players wouldn't be able to do if they practised all day and every day, I began to appreciate just how exceptionally talented he was. And then he did those things in the heat of battle and your admiration for him just grew and grew.

In that first season - 1993-94 - his partnership with Andy Cole was as good as you will ever see. And he was great for the midfield players, too, because he always knew when to drop deep and play you in on goal with the perfect ball.

They just don't come any better than Pedro. I haven't seen another like him and I don't suppose I will. He's a one-off - one of the greats."

WARREN BARTON

"My first thoughts of Peter go back to when I was at Wimbledon, playing only my fourth League game for them against Liverpool at Plough Lane. They beat us 2-1, but I must have played fairly well because Peter, who missed that match, came up to me at the end and said 'Well done'. That tells you so much about him - he didn't have to do it, I was just a young lad then, but he made that special effort to seek me out and encourage me.

Since then I've had the honour of playing with him and becoming a friend. He's a great player - of course he is. But he's also a great father to Drew and Stacey and loves being with Sandra and the kids.

The phrase world-class gets used very freely with footballers, but he's definitely got that class. But he's world-class as a man, too. I remember when we won 4-0 at Stoke in the Rumbelows Cup and he gave the mountain bike he had won as Man of the Match to a ball-boy. That was typical of him and it's what makes him special."

What the PLAYERS say...



Peter Beardsley MBE

PETER ANDREW BEARDSLEY MBE

BORN: Newcastle, January 18th, 1961.

CAREER:

CARLISLE UNITED (from Wallsend Boys' Club free Aug. 1979): 123 games, 29 goals. £275,000 to Vancouver Whitecaps, April 1982.

MANCHESTER UNITED (£250,000 from Vancouver September 1982 - fee returned): 1 game, 0 goals.

NEWCASTLE UNITED (£120,000 from Vancouver September 1983): 163 games, 66 goals.

LIVERPOOL (£1,900,000 - British record - from Newcastle July 1987): 175 games, 59 goals.

EVERTON (£1,000,000 from Liverpool August 1991): 95 games, 32 goals.

NEWCASTLE UNITED (£1,400,000 from Everton July 1993): 162 games, 58 goals.

BOLTON WANDERERS (£450,000 from Newcastle United August 1997): 21 games, 2 goals.

MANCHESTER CITY (Loaned February 1998): 6 games, 0 goals.

FULHAM (Loaned March 1998 then free September): 27 games, 6 goals.

HARTLEPOOL UNITED (Free January 1999): 4 games, 1 goal.

HONOURS: 59 England caps 1986-1996; two England B caps.

First Division Championship 1988, 1990.

F.A. Cup winner 1989; runner-up 1988.

Charity Shield 1988, 1989

Promotion with Newcastle United, Division Two, 1984

"The pleasure has been all mine. It's been a joy playing for my own folk."

PETER BEARDSLEY has a message for the thousands who will pack St. James' Park tonight to pay tribute to the Geordie genius many believe is the greatest player ever to pull on the black and white shirt.

"This is my chance to thank them for all their support in my two spells at Newcastle," says the star whose fabulous talent never outgrew his intrinsic modesty. And he adds: "Now they are turning up one last time to support me again and I could not be more grateful. If I've given them some pleasure then I'm delighted because I'm one of them - just a Newcastle United fan who was lucky enough to become a Newcastle United footballer.

"The truth is that the pleasure has been all mine - it's been a joy playing for my own folk. I know how they feel, how proud they are of following a club called Newcastle United, because their club is my club and always will be.

"I have been lucky enough to play for other great clubs and for my country. But the deepest emotions and the most satisfying moments I've had in football have been in a black and white shirt. When I became the captain of the club I have supported since I was a small child I was the proudest Geordie alive.

"My only regret is that I did not get my hands on a trophy or two for the Toon Army, because no supporters anywhere in football deserve success more than those who have followed Newcastle with such loyalty for so long. Football fans who don't live in the North-East always marvel at that loyalty, but those of us who have been part of it understand it totally.

"That's why I am so pleased to have the chance to put my hands together one last time for all those fans in the stadium - and for those who can't be there. Thank-you for all your support - that's what I want to say."

This from a man blessed with sublime skills, exemplary enthusiasm and the perfect temperament to take every great goal, every mesmerizing move and all the accolades and trappings of fame in that sure-footed stride which took him to the top after Gillingham, Cambridge and Burnley turned him down. That hypnotic shake of the hips and those dancing feet have been admired by defenders the world over even as he ghosted through their tackles.

Peter Beardsley's greatness lies not just in what he has achieved as an individual, but also

in the help he has given to so many other players, on and off the pitch. Team first, self second has always been the creed of a man so gifted it defies belief that he had to play football in Carlisle and Canada before Newcastle United had the good sense to parade him - at 22 - on the St. James' Park stage he should have graced as a teenager.

Peter himself says: "I loved it at Carlisle and Vancouver Whitecaps and I was never upset that Ron Atkinson didn't sign me for Manchester United when he had the chance.

"The most important thing in my whole career was that Newcastle did sign me in September 1983 and that I did have those unforgettable months in the same team as Kevin Keegan, Chris Waddle and Terry McDermott. The football was fantastic and KK looked after me from day one. He told me he would go for the high balls and take the knocks because, as he put it, his career was coming to an end and mine was just beginning.

"Only a very special man would do that and that's why, ten years later after I'd had four great years under Kenny Dalglish at Liverpool - alongside John Barnes, the best I ever played



Tony Hardisty talks to one of Newcastle United's all-time greats

with, incidentally - and two more at Everton, I was more than happy to take a cut in wages to leave Merseyside and come home to play for Kevin Keegan at Newcastle United. Almost the first thing he told me was that the move would revive my international career, which had come to a full stop. It was a lovely thing for him to say, but I didn't really believe I would add to my 49 England caps. Then I got my 50th after a gap of almost three years and finished with 59 - that's how good Kevin Keegan was for me as a manager.

"It still haunts me that we didn't give him and the Newcastle fans the Premier League title they deserved in 1996 after going into the second half of the season so far in front. Everybody has their opinion about why we didn't stay in front, but as the captain of that team I say it was down to the players. Kevin Keegan could handle the pressure, but in the end his players couldn't and we threw away games we should have won at Liverpool, Blackburn and finally Nottingham Forest. It's only fair to give Manchester United credit - they did, after all, win 13 of their last 15 games to pip us in the last week - but the truth is that the players let a great manager down.

"I will always believe that it would have been only a matter of time before Kevin did win a trophy here, but the reality is that we'll never know. I was devastated when he left, along with

humility. Wor Jackie is talked about now, almost half a century after his greatest playing days, with the greatest affection, awe and reverence by Geordies so proud of one of their own. Beardsley, I believe, will fall into that same exalted category long into the new Millennium.

Ask this footballer, sprinkled with stardust and assured of an honoured place in their history as one of Newcastle United's true greats, what he would like the future to hold and he does not hesitate. "I would love to help Newcastle United again in some way," he says.

It would have been a surprise to hear him say anything else.



TALENT-SPOTTER Peter Kirkley first saw Peter Beardsley play in five-a-side games as a kid. And Kirkley says: "His skill just stood out. You could see straight away that he was a truly exceptional footballer - he would get the ball and just run through teams and knock it in."

"I was with Wallsend Boys' Club then and we would try to talk him into coming in, but he wouldn't. He was playing for the Robert Holmes Youth Club (now Longbenton Community School) and he would never leave his mates!

"When Peter did go the Boys' Club, there were scouts running teams there and that's where Brian Watson came in.

"Eventually Peter went to Gillingham, where Gerry Summers memorably said he would never make a player!

"I was scouting for Burnley, and after Peter's last game for the Boys' Club I took him down to Turf Moor. He played in a game and didn't set the world alight but I told the Burnley manager, Harry Potts, he should take a chance on

him. They said he hadn't done enough, so I said I'd bring him back at the start of the next season. By that next season, Peter had joined Carlisle.

"And until the day he died, Harry Potts told me that the one time he didn't listen to me, he missed the best.

"I remember, too, Peter's last game for the Boys' Club at 18 against Lynemouth - the Boys' Club won 9-1, and Peter scored six!!"

Jimmy Nelson, who ran Newcastle United's Northern Alliance A team, had Peter in his side once and once only, in the last game of the season before he joined Carlisle.

"Me and Geoff Allen, who was the Newcastle scout then, invited him in for a trial at the start of the next season. At the start of that next season Peter walked into the training ground at Benwell and told me that he was going to Carlisle!

"But he eventually joined Newcastle via Carlisle and Vancouver ... and the rest is history."

BOBBY ROBSON who gave Peter his first England cap - and 44 more:

"A gem is a priceless commodity and as far as I was concerned, Peter was priceless.

"He was very clever. He had twinkle-feet. He could feint and double-feint and go past people in a way that would make you think 'How on earth did he do that?'"

"He was a tremendously fit player with an enormous burst of speed over short distances. He had an eye for a great pass and made it without any problems. And he scored goals."

GRAHAM TAYLOR who gave Peter just four caps:

"He was a marvellous, highly-talented individual with a superb touch and deceptive swerve that enabled him to leave opponents standing.

"I took on board an established international player and, if I made a mistake, it was in not recognising the fact that, in spite of his experience, he was someone who needed to be talked to."

TERRY VENABLES who gave Peter his 50th to 59th caps after a near-three-year absence:

"Peter fully deserved his recall to the England squad during my time in charge.

"He has been a tremendous player - one of the best I've had the privilege of working with. He is the type of role model every young player and pro should look to follow, and he is a credit to his family and his profession."