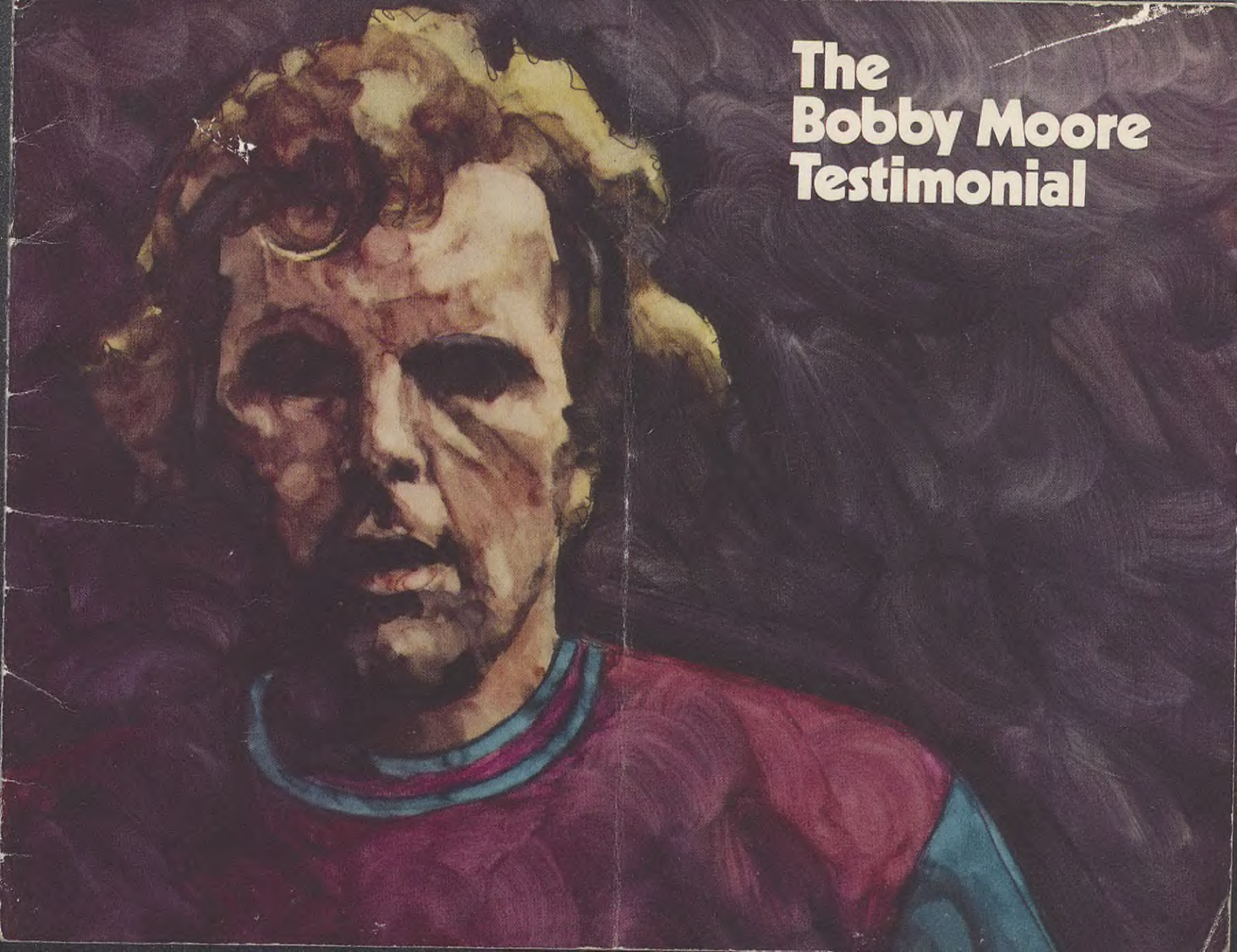


The Bobby Moore Testimonial



Esso salutes Bobby Moore

One thing football fans all agree on is the skill and excellence of Bobby Moore as a player and captain. He is undoubtedly one of the finest players England has ever produced.

At 29, Moore's history reads like a chapter from a book of records.

He's the only man to collect a different trophy at Wembley three years running:

- 1964 - FA Cup
- 1965 - European Cup Winners' Cup
- 1966 - World Cup

With 84 caps for international matches to his credit, Moore stands a good chance of topping Bobby Charlton's 106 in a few years' time.

Sports journalists voted Moore the Player of the Tournament in the 1966 World Cup and Best Defensive Player in the 1970 World Cup.

In the past few years Esso has been closely associated with the world of football. Esso is honoured to have this opportunity of saluting a great player of a great sport.

THE BOBBY MOORE TESTIMONIAL FOOTBALL MATCH

West Ham United versus Celtic

at

Boleyn Ground, Upton Park

on Monday 16th November 1970.

Kick Off at 7.30 p.m.

Pipes and drums of the 2nd Battalion Scots Guards will play by kind permission of Lieutenant Colonel J. H. B. Acland, commanding 2nd Battalion Scots Guards (Pipe Major A. R. Gelvin).

By kind permission of the Directors of West Ham United Football Company Limited, Celtic Football and Athletic Club Limited, the Football League Limited and the Scottish Football League Limited.

Sponsored by

The Esso Petroleum Company Limited

Official Programme

Price Three Shillings

West Ham United



Claret & Blue Shirts,
White Shorts

FROM

- 1 Peter GROTIER
- 2 Bob FERGUSON
- 3 Bobby HOWE
- 4 Frank LAMPARD
- 5 Peter EUSTACE
- 6 Tommy TAYLOR
- Capt. 7 Bobby MOORE
- 8 John AYRIS
- 9 Jimmy LINDSAY
- 10 Geoff HURST
- 11 Jimmy GREAVES
- 12 Brian DEAR
- 13 Clyde BEST
- 14 Trevor BROOKING
- 15 Pat HOLLAND

LINE UP

REFEREE:
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Celtic



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- 4 George CONNELLY
- 5 John FALLON
- 6 Tommy GEMMELL
- 7 David HAY
- 8 Harry HOOD
- 9 John HUGHES
- 10 Bobby LENNOX
- 11 Jimmy JOHNSTONE
- 12 Bobby MURDOCH
- 13 Danny McGRAIN
- 14 Billy McNEILL
- 15 Willie WALLACE
- 16 Evan WILLIAMS

Celtic Story

In the East End of Glasgow in the year 1887, there was great poverty among the people and a certain Brother Walfrid of the famous teaching order of the Marist Brothers, had the idea of starting a football club to help to provide free meals for those poor and unemployed persons. Through his enthusiasm and organising ability the Celtic Football Club was formed in 1888. The new Club was an immediate success and did much towards the purpose for which it was formed, the providing of meals in the soup kitchens in the East End of Glasgow.

The Club soon established itself as one of the leaders of the game in Scotland, winning the Scottish Cup for the first time only two years after it had been formed.

By the turn of the Century they had established themselves in a first class stadium which was an equal of any in the



Country at that time. The years at the beginning of the 20th Century were full of success with victories in the Scottish Cup and in winning the League. In 1938 the Empire Exhibition Tournament was played in Glasgow between the four top teams in England and the four top teams in Scotland. Celtic won this permanent trophy by beating Everton 1-0 in the Final.

The next open tournament in Britain was the Coronation Cup in 1953 again between the four top teams in England and Scotland and again Celtic were the winners, beating Arsenal, Manchester United and Hibernian in turn.

In the season 1953/54 after winning the Coronation Cup, Celtic won the Scottish Cup and also the Scottish League. After this year of glory however there were a long number of years of non-success. In 1965 Celtic obtained the

services of Jock Stein, an old Celtic player who had, through injury, to retire from football. Since that date there has been a resurgence of Celtic success and glory. They won the Cup in 1964/65 and in 1965/66 won the League, the League Cup, and were in the final of the Scottish Cup. In season 1966/67 Celtic won everything they played for; The Scottish League Cup, The Glasgow Cup, The Scottish Cup, The Scottish League and European Cup. This season was undoubtedly the peak in the history of Celtic.

In season 1967/68 Celtic were again most successful, winning the Scottish League, The Scottish League Cup and The Glasgow Cup.

In 1968/69 Celtic won Scottish Cup, League Cup and League Championship. In 1969/70 Celtic won the League Championship and League Cup.

In 1937 Celtic played Aberdeen in the Scottish Cup Final at Hampden Park in Glasgow, before an attendance of 144,333. This figure is a British record for a club match.

Details of Celtic records:-
Scottish League (25 times)
Scottish Cup (20 times)
League Cup (5 times)
European Champions in 1967.

Trophies won outright:-
Empire Exhibition Trophy 1938
Victory Europe Cup 1945
Festival of Britain St. Mungo Cup 1951
Coronation Cup 1953



Today's Match by Ron Greenwood

Tonight's game is very appropriate in as much as West Ham United were one of the first trendsetters in winning European Honours in the shape of the European Cup Winners Cup—Spurs were the first to do so, then Celtic really set the trend by hitting the Jackpot and winning the European Cup on the memorable night in Lisbon. Since then of course, Manchester United have emulated Celtic by winning the European Cup and Manchester City have won the European Cup Winners Cup with Leeds,

Newcastle and Arsenal all winning the Fairs Cup and not forgetting that Celtic almost repeated their first victory but were beaten in the Final last year by Feyenoord. All of this happened in the 60s, which of course represents the span of Bobby's ten years service. This period of time really saw English Football come to the top with 1966 being the peak when England won the World Cup at Wembley and Bobby Moore received that priceless Trophy on behalf of England. All that

has happened in English Football since that disastrous day at Wembley when Hungary made us realise how out of date our Football had become, can thus be said to have been achieved in the 60s. I am sure, when Bobby Moore ended the 50s as England's Youth Captain he could not have envisaged such a glorious ten years in which he himself was to be such a big influence both at his own Club level and International level. In coming to London to play this evening, Celtic pay their

tribute to Bobby Moore, for this is the first visit they have made since Manager Jock Stein took over to start them on their victorious achievements, and I know personally how keen Jock is to have his Team at their strongest to show we Londoners what a great side Celtic are and of course, all the exiled Scots who will be here tonight. I feel that if one is having a game to celebrate an occasion, one could not be luckier than to have such a world class club side as Glasgow Celtic and tonight that lucky person is our own BOBBY MOORE.



LEFT:
Bobby Moore, John Bond and Ken Brown welcome new manager Ron Greenwood to Upton Park 1961.

RIGHT:
Back row: Peter Bennett, Billy Bonds, Trevor Brooking, Alan Stephenson, Paul Heffer, Clyde Best, Bobby Moore.
Centre: John Charles, Harry Redknapp, Bobby Ferguson, John Cushley (now with Dunfermline), Peter Grotier, Frank Lampard, Ron Boyce.
Front: Pat Holland, Jimmy Greaves, Geoff Hurst, Jimmy Lindsay, Bobby Howe.

Copyright: West Ham United
Photo by Peter Hampshire
London E13



Bobby Moore the player for all seasons



Few could have guessed what lay ahead for 16-year-old Bobby Moore when he joined the West Ham ground staff 12 years ago. Few could have realised the potential of the blond-haired youngster who had interested no one in particular—other than those at Upton Park—during his schoolboy football.

To say Moore has reached the heights of his profession since then would be a vast understatement. He climbed to—and is at—the pinnacle of the world's most popular sport. Moore made his first team debut at 17 in September 1958 against Manchester United at Upton Park and by early 1960 had established himself as a regular member of the team. In November of that year he won the first of eight England under 23 caps—and, as with the England youth team, he was soon skipper.

Moore was surprised to be included in the England squad which went to Chile in 1962 for the World Cup. His inclusion was a late selection and enabled him to exert his skills on a world stage earlier than was inevitably expected.

He won his first full cap in a pre-World Cup warm-up match in far-off Peru. He has never been deposed since. He went on to appear in all of England's matches in Chile.

A year later he became captain of the side—the youngest ever.

On the domestic front with his beloved West Ham, Moore was also to find honours.

He led them to an F.A. Cup triumph over Preston at Wembley in 1964—and with it entry into Europe. In soccer's Common Market West Ham found equal success, taking the Cup-Winners' Cup with a win over Munich 1860 in the final.

Moore achieved an ambition—a dream—which only a handful can ever hope to turn to reality when he skippered England in the World Cup in 1966 in front of his jubilant countrymen. He not only wore the mantle of leader but received the award for the most outstanding player of the tournament. Soon afterwards the whole country showed their recognition by the presentation of the O.B.E. for his service to football. All this and Moore was still only 25.

Tonight we not only salute Moore's faithful service—and personal devotion to West Ham; not only his contribution to an England team which restored a country's pride in a game they had invented, but to the man himself.

West Ham manager Ron Greenwood once said Moore was 'the complete professional and a perfect example to any youngster wanting to take up the game'. And those words, sometimes glibly used about others, mean so much when applied to Moore.



And in an often cynical world truly a credit to football. Moore rose to fame at a time when the feudal maximum wage scale was at last abandoned. He symbolised the new breed of footballers. The businessmen, the super-stars. But having been hoisted onto the pedestal of fame Moore also shouldered the responsibilities of that position. He repaid the game which fostered him not only on the field but off it. He has, despite what the cynics may think of such a gesture in a hard and ruthless profession, promoted the image of England's sportsmanship, fair play and common sense.

The incidents in Bogotá are something which Moore understandably wants to forget. But they serve to give the best example of the qualities of Moore the man.

In a strange country and on the verge of England's greatest challenge—their defence of the World Cup Moore was innocently flung into a sensational and gruesome farce which would have destroyed lesser men. His immaculate behaviour and cool courage throughout the ordeal won the respect of the world.

That England failed to retain soccer's biggest prize in Mexico was a cruel blow to Moore. Brazilian manager Mario Zagalo confirmed what every witness had been con-

vinced of: 'Moore is the greatest defender in the world'. Moore has remained at West Ham throughout his career and for that reason he so justly earns his testimonial. But West Ham would be the first to admit that this tribute tonight cannot be made only on a club level—it belongs to everyone who feels emotionally and cares about football.

Today's Match by Jock Stein

When invited by the sponsors we were interested in this game, not completely by the fact that it was for Bobby Moore, but by the fact that such a game in London would be classed as a great prestige game. Whilst we, as a club, were now going through the process of

re-building after a successful run of five years, the thought of playing against a club of West Ham's reputation appealed to us. We have many such invitations but have to decide which games can be played in the best environment for football, and I feel that such a game,

against the opposition we anticipate, will give our players and fans in the London area, plus the football people from London, a chance to show their appreciation of the West Ham's captain. He has been a credit to the game and has emerged as one of the games' top personalities in the last 10 years. I have not had a great deal of contact with Bobby Moore but can only judge a man in his position by the respect he claims from his fellow professionals, and in this capacity none rates higher. We hope the game reaches the high standard which the occasion, and the teams should provide, and that the sporting spirit of the game of football is furthered.

Ron Greenwood, the Hammers Manager, is a man for whom I have a great respect. He has never, at any time, received the rewards his dedication deserves, but at all time he has endeavoured to build a side which has been entertaining, and perhaps soon his work will be rewarded.

RIGHT:

Back row: George Connolly, David Hay, Tommy Gemmell, John Fallon, Billy McNeil (captain), Evan Williams, Jim Craig, John Hughes, Tommy Callaghan;
Front row: Jimmy Johnston, Bobby Lennox, Bobby Murdoch, Harry Hood, Willy Wallace, Bertie Auld, Lou Macari, Jim Brogan.



Hammers' Story

There is far more significance to West Ham United's nickname 'The Hammers' than one might believe at first glance for the roots of this famous East London club were firmly embedded in the Ironworks Football Club and it was not until 1900 that they became a limited company under their present name.

The turn of the century also saw United take their first step towards membership of the Football League and their subsequent triumphs in domestic and European competitions. They joined the Southern League and though they had a fine record in this competition, there they stayed until they were elected to the Second Division of the Football League when soccer was resumed after World War 1.

The club's greatest successes have been at Wembley Stadium in the last six years but 47 years ago West Ham United and Bolton Wanderers fought out the very first Cup Final to be played at the Stadium before 126,047 spectators in the famous 'White Horse' final. Wanderers won 2-0 but it was still a highly satisfactory season for 'The Hammers'. They finished second in the

Second Division and so gained promotion just nine years after becoming a League side! Nine years later they were relegated and they did not enjoy First Division status again until 1959 when they were Second Division Champions.

Since then, under the guidance of manager Ron Greenwood, they have emerged as one of England's great footballing sides, a team noted for its individual and collective skills. This has been reflected in their own performances as a club and in the displays of club players in the National side.

No other club made such a magnificent contribution to England's World Cup success in 1966. Bobby Moore skippered the side in its finest hour in the 4-2 defeat of West Germany and his West Ham colleagues Geoff Hurst and Martin Peters scored all the England goals between them. Moore was voted 'Player of the Tournament' by the international sports writers and Hurst went down in soccer history as the only man to have scored three goals in a World Cup Final. Again this year Sir Alf Ramsey called on the same trio of men from Upton Park—a tribute not only to their ability but also to the youth



LEFT: Ron Greenwood

policy started in 1950.

For the past 20 years Chief Scout Wally St. Pier has attracted an impressive list of youngsters to Upton Park. Moore, Peters and Hurst were just three of the lads he helped to groom to stardom. In recent years this youth scheme has produced 27 Youth Internationals—a superb achievement. While West Ham's best League position was sixth (in 1927 and 1959) they have tasted success in various Cup competitions. In 1940 came their



second Wembley appearance when they won the Football League War-Time Cup but they hit their pinnacle six years ago. Then in 1964-65 they beat Preston North End 3-2 in one of the best F.A. Cup Finals since the war. This qualified them for the European Cup Winners Cup competition and 12 months later they returned to Wembley to win the trophy by beating TSV Munich 1860 2-0 with a display which won them more friends—particularly on the Continent where millions watched their magnificent football via the Eurovision television link.

Not surprisingly, football fans all over the world appreciate the arts of West Ham United's style of football and the club has played against clubs from 30 different countries as well as visiting three continents.

Just as the side has steadily graduated into a soccer academy so the Boleyn Ground has also been improved step by step since they first moved in 64 years ago.

A new East Stand opened in January 1969 to boost the capacity up to 42,500—how things have changed since the Thames Ironworks Football Club.

Captain of England by Sir Alf Ramsey

Next season marks the centenary of England's first International match. Many great players have worn England's colours in the 448 matches which have been played since that first game against Scotland in Glasgow on November 30th 1872, among them Bobby Moore, who, in my estimation, is one of the most competent footballers in the world today. The story of Bobby's career in the game is indeed a story of success. When he was 17 in season 1957/58, he played and captained England's Youth Team on 18 occasions—a record in itself—he went on to play in 8 under 23 games before making his full International debut. This was in Peru en route for Chile as a member of the 1962 World Cup party. Now, 8 years later, he has a grand total of 84 Caps, having missed only 8 games since that day in May 1962.

Bobby's display in those early games showed all the qualities which go to the making of an international player—style, determination, hard work and flair. Under pressure, he remained cool and his play had

all the hallmarks of greatness. Those who watched his development from youth to full International level have been amply rewarded for their faith in a player who has showed a tremendous sense of loyalty both at club and International level.

I had no hesitation in promoting Bobby to captain of the England team in season 1963/64, and I think he has displayed on countless occasions during the past seven



years examples of leadership and inspiration with which one has come to associate great football captains of the past. Bobby Moore is a quiet but forceful player who never appears to be hurried by what he does. His own skill and ability on the field encourages confidence in the players around him. When preparing for a match, he shows the same thorough approach leaving nothing to chance. The same encouragement to his colleagues on the field is also apparent during training sessions; he helps to create a happy atmosphere in the England party which means so much to a young player joining the team for the first time.

We can all recall games at both International and Club level when we have been thrilled by the genius of this player. For me, he reached the zenith of his International career in Mexico last June when his control and judgment in mid-field and in defence were supreme.

There is so much one could say about Bobby. I think he is a great player. I think that he has done a magnificent job for England and for West Ham United; for football in this country and for football throughout the world. Not only has he proved his ability but by his displays on the football field he has upheld the proud tradition of good sportsmanship of The Football Association and English Football.

ACKNOWLEDGMENTS

Bobby Moore wishes to express his thanks to the Directors and Staff of West Ham United Football Club Ltd., Celtic Football & Athletic Club Ltd., The Esso Petroleum Company Limited, Mr. Jack Turner and the Bobby Moore Testimonial Committee; the match officials and all who have assisted in organising his testimonial. To Sir Alf Ramsay, Mr. J. Stein, Mr. R. Greenwood and Mr. K. Moseley for the articles in this programme.

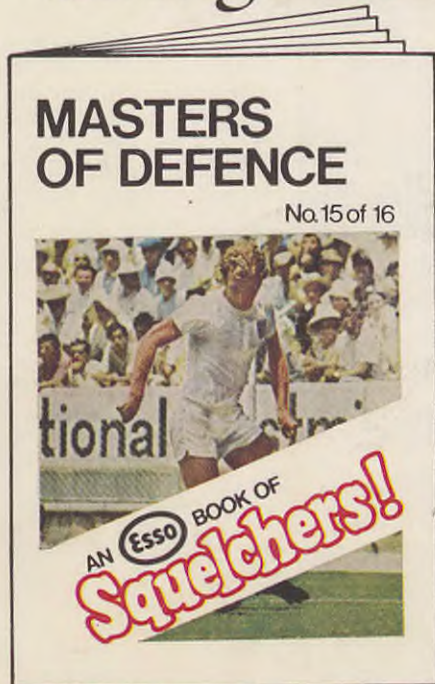
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