

OFFICIAL
PROGRAMME

10p

THE DRYBROUGH CUP



FINAL

HAMPDEN PARK GLASGOW
SATURDAY 4th AUGUST 1979



DRYBROUGH NEWS



MESSAGE FROM THE CHAIRMAN OF DRYBROUGH & CO. LTD. ROSS GIBBONS

I am delighted once again to welcome the clubs, players, supporters and officials to today's Drybrough Cup Final at Hampden Park. All of us look forward to an exciting and competitive climax to the 1979 Drybrough Cup which will again establish this competition as one of the major attractions in the Scottish Football Calendar.

If the success of the Drybrough Cup during 1971 — 1974 with nearly 630,000 spectators attending the matches, can be maintained we are confident that the Drybrough Cup competition will again be of great benefit to Scottish Football.

Drybroughs sponsorship totals £43,000. Today's winners of the Drybrough Cup, for instance, will have received a total of £10,000 in prize money. Our cash sponsorship is, however, only one of the benefits of the Drybrough Cup. It is a short, sharp, winner-take-all tournament, confined to a few in-form teams on the basis of qualifying success. With qualification based on goal-scoring the



Ross Gibbons

Drybrough Cup encourages attacking football which provides the excitement for all football supporters. We at Drybroughs are privileged that the Drybrough Cup is the curtain raiser to the 1979/80 football season. All of us look forward to a great match.

A very warm welcome to all attending today's match.

The finalists have proved in qualifying for the Competition that the way to the back of the net is well known to both, and I sincerely hope that everyone will enjoy this final tie in the Drybrough Cup, a competition which has been renewed after a few years absence from the Scottish scene.



Tom Lauchlan.

It is vitally important in this modern game that income be derived from sources other than through the turnstiles and the Scottish Football League is happy to continue the excellent relationship which has existed with the Competition sponsors, Drybrough & Co. Ltd. I would wish you all a day of good football.

**Tom Lauchlan,
President, Scottish
Football League.**

THE DRYBROUGH CUP

The Drybrough Cup, established in 1971, was the first ever sponsored football tournament exclusively for Scottish Clubs. One of the objectives was to encourage goal scoring and in the four years of the Drybrough Cup from 1971-1974 the League goals tally of the qualifying Clubs increased from six hundred and seven in 1971 to six hundred and thirty in 1972 and to six hundred and thirty-eight in 1973 and 1974.



Stewart Kennedy goes up for the ball in the Old Firm game

In the Drybrough Cup matches during these four years, twenty-eight games were played and one hundred and fourteen goals scored, an average of over four goals per game which, after all, is what the game is all about.

Eighteen different Clubs qualified for the Drybrough Cup competitions over these four years — seven First Division and eleven Second Division Clubs, with Celtic not only qualifying each year but competing in each of the four Finals until eventually winning the Trophy in 1974. Hibernian qualified on three occasions, winning the Trophy in 1972 and 1973, with Rangers also qualifying three times but having yet to win the Cup.

While football is all about scoring goals, the life blood of the game is the spectator without whom the game could not exist. These Drybrough competitions have pulled-in around 630,000 fans, of which a quarter saw the three classic Drybrough Cup Finals at Hampden Park, leaving the other games averaging about 20,000 per game.

How does the Drybrough Cup benefit football? First of all obviously by an injection of cash — to the tune of £108,000 over the years 1971-1974. In 1974 the prize money was distributed as follows: the tournament finalists each received £7,000; the

losing finalists each £4,000 and the First Round losers each £1,500.

Further financial benefits to the Clubs arise from their share of gate receipts, television fees, profits from programme sales etc. It is unlikely that any participating Club would net less than about £2,000 and the tournament could be worth £25,000 to the winner.

Secondly the game has benefitted from the opportunity to experiment with both the off-side rule and the introduction of Substitute Boards. With this success behind them, Drybroughs decided to re-introduce their Drybrough Cup sponsorship in 1979 with a cash injection of £43,000. With the change in the League structure since 1974 the four highest goal-scoring Clubs in the Premier Division, plus the two highest goal-scoring Clubs in each of the First and Second Divisions are the qualifiers for the 1979 competition. This increased cash distribution means the winning Club will receive £10,000 in prize money and the runner-up £8,000.



Gordon beats Hunter for winning goal.