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Rob Steen, Jed Novick, Huw Richards
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THE CAMBRIDGE COMPANION TO
FOOTBALL

Football is the world's most popular sport. It is a cultural phenomenon and a global media spectacle. For its billions of fans, it serves as a common language. But where does its enduring popularity come from? Featuring essays from prominent experts in the field, scholars and journalists, this *Companion* covers ground seldom attempted in a single volume about football. It examines the game's oft-disputed roots and traces its development through Europe, South America and Africa, analysing whether resistance to the game is finally beginning to erode in China, India and the United States. It dissects the cult of the manager and how David Beckham redefined sporting celebrity. It investigates the game's followers, reporters and writers, as well as its most zealous moneymakers and powerful administrators. A valuable resource for students, scholars and general readers, *The Cambridge Companion to Football* is a true and faithful companion for anyone fascinated by the people's game.

ROB STEEN is a journalist, sportswriter, author and Senior Lecturer in Sports Journalism at the University of Brighton.

JED NOVICK is a journalist, author and Senior Lecturer in Sports Journalism at the University of Brighton.

HUW RICHARDS is a freelance journalist, lecturer and sports historian. He is also an Honorary Visiting Research Fellow at the International Centre for Sports History and Culture, De Montfort University.

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*To the memory of Steve Pinder (1952–2011), friend, mentor, inspired
sports editor, wit, Spurs fan and one of the all-round good guys.*

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SIR MICHAEL PARKINSON

FOREWORD

My father first took me to Oakwell to watch Barnsley play when I was five. At half-time he asked me my opinion. I said: 'It's alright but I think I'd rather be at home.' Being a sensible and humorous man he interpreted my remark as an indication I possessed that sense of the ridiculous so necessary in a follower of football. We stayed and I was condemned to a life as a football fan, a condition so parlous it can lead to madness and for which there is no cure.

Once, in the days before instant communication, I read in the stop press of a Los Angeles paper the scoreline Barnsley 1 Stockport County 21 and spent a fortune before discovering the truth – we drew one-all – and throwing a party.

Since that day in 1940 I have followed the game to the most seductive of settings; I have travelled to and fro by private jet, limousine and a couple of times by gondola. I have met and talked with my heroes, become friendly with a few.

I have seen many wondrous things to justify my lifelong love but have also been dismayed by the manner in which the simple game of my youth has been transformed from a rough-and-tumble working-class pastime to a plaything for the very rich.

In 70 years of watching football, sometimes writing about it and now being required to analyse the evidence and make sense out of it all, I find it easier to explain its attraction to the child rather than define the growing doubts I nowadays have about a game I still love but not like I once did. The main reason is you can list the advances made in modern football – the fitness, the technical ability of the players, the improved stadia, the global presentation and glamourisation of the game as shown on TV – but what you can't claim is that the game is as much fun as it used to be.

In the 1950s, when Barnsley had been relegated to the Third Division North (and, even then, struggled), our manager Angus Seed was seen carrying a gramophone into the ground. A supporter looked enquiringly at the instrument. Noting his interest Mr Seed explained: 'I got it for the team.'

FOREWORD

‘Tha’s been robbed,’ said the fan.

As I write, it is calculated that Roman Abramovich’s dream of Chelsea winning the European Cup cost him in excess of £1 billion. Manchester City’s ambition to win the Premier League cost about the same to Sheikh Mansour, give or take a Balotelli or two.

Once you could touch your heroes, even after George Best transformed the footballer into a pop star. Best was made for the sixties, rock ‘n’ roll and Carnaby Street. He was a glorious footballer with the looks of a film star and a love of drink which finished him off before his time. But he was the template for footballers becoming showbiz stars in a celebrity culture. He was David Beckham’s godfather.

Beckham, like most of them nowadays, is a multi-millionaire. Best, Bobby Charlton, Denis Law, Paddy Crerand and the rest of the team that won the European Cup were beggars by comparison. Nowadays there are mere unsung apprentices on the books of Manchester United earning more than they did.

What else has changed? I read the other day that during a Premier League game players run the equivalent of a half-marathon in 90 minutes’ play. In the Barnsley side of my youth I doubt the accumulated work rate of the entire team would get them anywhere near that commitment. We had one player, Jimmy Baxter, who wouldn’t have run the distance of a half-marathon in his entire career.

He was a wispy, pale man; a waif-like figure who looked like he lived on a diet of chips, cigs and Barnsley Bitter. He regarded running as a waste of time and concentrated on letting the ball do the work. He was a sublime artist with the ball, creating angles and openings with the geometric precision of a great snooker player on a maximum break. We sold him to Preston North End, where he played alongside Tom Finney and his talent was not diminished by comparison with one of the greatest players ever produced by these islands.

The England team of that time – I’m talking late 40s–early 50s – had one size kit so large that Sir Tom Finney told me his socks reached to the top of his thighs and his shirt and shorts were so baggy that when it rained he became waterlogged and unable to move. For his 76 internationals he was paid between £20 and £50 per match and a second-class rail ticket.

He still lives in Preston, where he was born. When I interviewed him and stopped a local to ask him where Tom Finney lived, he walked in front of my car for two streets like a chief mourner and brought me to the front door. ‘A hero and a gentleman,’ he said, by way of explanation. Tom Finney was a fine working-class product, a street footballer who learned his craft in a back alley. Nothing fancy. Certainly not glamorous.

FOREWORD

I once turned out for a local team where our trainer did a deal to buy the T-shirts of a passing circus act fallen on hard times. Thus as an old-fashioned centre-forward I didn't have No. 9 on my back but 'Ramon The Dwarf'. My team-mates included 'Sheba and Her Pythons' and 'Carlos The Fire Eater'.

At the time I was writing for a local paper and reporting on my own performances. Headlines like 'Hot Shot Parkinson Strikes Again' or 'Hat-Trick Mike on the Goal Trail' began to attract scouts from local clubs. Coming off the field I heard one scout say to another: 'Well that was a wasted journey.' In that moment I decided I'd be better observing the game than playing it.

There was plenty of good material to write about at Barnsley. There was Johnny Kelly, our left-winger, who had pace, skill and a left foot capable of crossing the ball with the lace facing wherever the centre-forward desired it. He so diddled a Southampton full-back called Alf Ramsey that he changed the face of English football.

When he became the England manager Sir Alf produced his 'wingless wonders', based not so much on tactical inspiration as hatred of players like Johnny Kelly who had made his life a misery. Mr Kelly supplemented his £8-a-week wage by inventing a liquid bleach called 'Kelzone', which he was often seen delivering from the back of a lorry.

Similarly, Beaumont Asquith, another hero of my youth, had a milk round. Thus the player with a name more suitable for a Victorian novelist or an adventurer who climbed Everest in a Harris tweed jacket while smoking a pipe, became the first celebrity milkman. Statements like: 'I used to get my milk from the Co-Op but nowadays it's delivered by Beaumont Asquith' became commonplace on the terraces. Fans spoke of little else.

All else apart, Beaumont was a fine footballer and the best penalty taker I've ever seen. He always hit the bottom corner and with a flick of the hips would often send his goalkeeper the wrong way.

He once fooled Sam Bartram, the Charlton and England keeper, provoking Sam, a redhead of fiery disposition, to kick the ball over the stand and into the road. Whereupon our trainer shouted: 'Ayup Sam, tha's bugged it. That's only ball we've got.' And, being wartime, it was.

During my early apprenticeship as a journalist for the local paper I was much influenced by American writers like Ernest Hemingway, John Steinbeck and Scott Fitzgerald. Barnsley had a player called Roy Cooling, a blonde handsome lad, and I wrote in my report 'Roy Cooling, who bears a distinct resemblance to F. Scott Fitzgerald ...' This appeared in the paper as 'Roy Cooling, who bears a distinct resemblance to Scott of the Antarctic ...' When I asked why it had been changed, the editor pointed out that in Barnsley and environs more people were likely to have heard of the explorer than the writer.

FOREWORD

The commentator who best captured those days when the link between football and the community was based on a shared experience was H.D. ‘Donny’ Davies of the *Guardian* and BBC Sports Report.

He began one report in the *Manchester Guardian* (as it was then): ‘Happy is said to be the family which can eat onions together. They are for the time being separate from the world and have a harmony of aspiration. So it was with the scoring of goals at Old Trafford on Saturday.’

He told us of the man on the terraces at Bolton who, observing one player having a poor game, asked: ‘Why doesn’t he learn how to dribble? He’s got nothing else to do.’

He reported a penalty-kick of such ferocity that when it struck the iron crossbar it made the metal frame ‘hum like a tuning fork’.

Relating a bad day for Manchester City he said: ‘City’s defence are a fine statuesque lot. But what’s the good of that? Albert Square is full of ’em.’

Of the great creative player Wilf Mannion he wrote: ‘Mannion is Mozartian in his exquisite workmanship. His style is so graceful and so courtly that he wouldn’t be out of place if he played in a lace ruffle and the Perruque.’

There are writers today who can match Mr Davies for style and humour. Indeed, some of the most memorable and perceptive writing in all of journalism is achieved by those who pursue a career once defined by an editor who knew no better as ‘the toy department’.

Sadly, Mr Davies’s demonstrations of the broadcaster’s art appear not to have reached the TV commentary box where, with one or two exceptions, vocabulary is limited. There is another word for ‘pressure’ – strain, stress, tension, hassle all come to mind. There are alternatives for ‘unbelievable’. Can I suggest astonishing, astounding, inconceivable, incredible? That oft-repeated phrase ‘He’s on fire’ is simply banal and worthy of a red card.

There is an argument which says the commentators represent the speech and mores of the terraces. In which case, God help us all. It wasn’t always thus. In the days when home and away fans were not kept in separate pens and were allowed to fraternise I watched Barnsley play Chesterfield standing next to a couple of away fans. In the closing minutes, with the scores level, Chesterfield had a penalty. Tommy Capel, the Chesterfield skipper, invited his brother to take the kick, which he missed by a fair distance, whereupon one Chesterfield fan turned to the other and said sorrowfully: ‘Nepotism, bloody nepotism.’

Similarly, we had a centre-half at Barnsley who scored so many own goals our centre-forward was designated to mark him at corners in our own penalty area. He had a brief career and the end came when he was concussed

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during an attempt at another home goal and, as our trainer raced on to help, there came a cry from the terraces: ‘Don’t revive him, bury him.’

Nowadays no-one watching a game can be anything other than sickened at the way players disrespect each other, fake contact, dive, roll in agony to con the referee to get a fellow professional in trouble. It’s called cheating and it is far and away the most unattractive aspect of modern football.

It was better when it was a game which allowed genuine physical contact and when every team had one known hard man. These were the pantomime villains of the game, hissed and booed as they went about their business. One of the best was Sydney Bycroft who, during a long career as a centre-half from the 30s to the 50s, put the frighteners on any team visiting Doncaster and thinking they would survive the encounter unscathed. He was also a special constable and often, when playing away and anticipating a rough reception from home fans after a game, would appear before the mob wearing his constable’s uniform saying: ‘Now lads, can I help you?’

I write of a lost world, one which gave me excitement, laughter and a lifetime of memories with which to bore my grandchildren. I take two of them – aged eight and nine – to watch Reading play and wonder what they make of it. I look at them and observe the way the game, for all its changes, still continues to enchant succeeding generations. The genius of football is its simplicity. All you need is something resembling a ball and a patch of spare ground and you have a game.

Is there a male spectator at a football game who has never kicked a ball? I doubt you can make the same claim of those attending other games.

There are, however, many other reasons that people go to football. Some go to fight, some to sing bawdy songs, some to abuse the opposition, some to make mischief, all of them to present the ugly face of our society.

Others – many more – go because the game gives them colour and humour and the joy which comes from watching athletes performing at their limits with grace and style. To observe Lionel Messi at play is to be both thrilled and baffled by genius, as it was with Best and Finney and John Charles and those great entertainers who succeeded them.

What do my grandchildren gain from the game, what memories will they carry through life? Will they, in 50 years’ time, be as nostalgic as I? Will they perhaps share my disenchantment as they get older? I hope so. For all the frustrations I feel about some aspects of modern football, for all I mourn the passing of fun and humour in the name of ‘commercial progress’, I’m glad that all those many years ago my father didn’t take me home at half-time.

FOREWORD

Looking back at our long and loving relationship, I think it might have been one of the best decisions a wise father made on my behalf. A real and lasting legacy.

*Sir Michael Parkinson, in his capacity as talk show host par excellence, has interviewed two footballing knights, Matt Busby and Bobby Charlton, as well as David Beckham, George Best and Brian Clough. He wrote acclaimed sports columns for the *Sunday Times* and the *Daily Telegraph* and his books include *Football Daft* and *Best: An Intimate Biography*. He still supports Barnsley.*

CHRONOLOGY

Of necessity, this is a selective guide. The intention is not to list every significant development in the entire history of football but to attempt to cover important or revealing ones not addressed in the ensuing chapters (though occasionally, honourable exceptions are made, such as the Bosman case and the Hillsborough disaster). We have endeavoured to trace and note the formation of a nation's first major club *only*.

Second and Third Centuries BC: Earliest form of football for which there is scientific evidence – an exercise from a military manual found in China.

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| 1848 | First rules drawn up at Cambridge University. |
| 1855 | Formation of Sheffield, oldest club still in existence. |
| 1862 | Formation of purported first club outside England – Oneida FC, Boston, USA. |
| 1863 | Formation, in London, of the Football Association, the first governing body; Cambridge Rules rewritten to provide the first uniform regulations. |
| 1865 | Tape stretched across the goals 8 ft (2.4 m) from the ground. |
| 1866 | Offside law changed to allow players to be onside provided there are three players between ball and goal. |
| 1869 | Goal-kicks introduced; handling outlawed. |
| 1871 | Inaugural FA Cup; goalkeepers first mentioned in the Laws. |
| 1872 | First international match – Scotland v England at Hampden Park, Glasgow; size of ball fixed; corner kick introduced. |
| 1873 | Rangers FC and Scottish FA formed; Scottish Cup begins. |

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- 1874 Shinguards introduced.
- 1875 Crossbar replaces tape at top of goalposts.
- 1876 Formation of Denmark's Kjøbenhavns Boldklub, Continental Europe's first club.
- 1877 The London Association and the Sheffield Association agree on rules; player allowed to charge an opponent if facing his own goal; Welsh Cup begins.
- 1878 Manchester United founded as Newton Heath; umpires use a whistle for the first time.
- 1882 Associations in Great Britain unify their rules and form the International Football Association Board (IFAB) to control them; two-handed throw-in introduced.
- 1883 First British International Championship.
- 1885 Professionalism legalized in England; first international not involving British teams – USA v Canada.
- 1887 Hamburg FC founded.
- 1888 Football League formed; Celtic FC founded.
- 1889 Barcelona CF, Koninklijke Nederland Voetbalbond (Dutch FA) and Dansk Boldspil-Union (Danish FA) formed.
- 1891 Introduction of the penalty-kick; referees and linesmen replace umpires; Penarol (Uruguay) founded.
- 1892 South African FA founded.
- 1893 Sparta Prague, FC Porto and Asociacion del Futbol Argentino (Argentine FA) founded; Scotland adopts professionalism.
- 1895 Federacion de Futbol de Chile (Chilean FA), Union Royale Belge des Societes de Football-Association (Belgian FA) and Schweizerischer Fussballverband (Swiss FA) formed; maximum width of goalposts and crossbar set at 5 in.
- 1897 Juventus founded.
- 1898 English Players' Union formed; Federazione Italiana-Giuoco Calcio (Italian FA) founded.

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- 1899 L'Olympique de Marseille and Rapid Vienna founded.
- 1900 Ajax Amsterdam, Asociación Uruguaya de Fútbol (Uruguayan FA) and Deutscher Fußball-Bund (German FA) formed; Jack Hillman, the Burnley goalkeeper, is banned for a year after attempting to bribe Nottingham Forest.
- 1901 First international in South America: Uruguay 2 Argentina 3; River Plate and Magyar Labdarugo Szovetseg (Hungarian FA) founded.
- 1902 Real Madrid founded; terracing collapses during Scotland-England match at Ibrox Park, Glasgow, killing 25.
- 1904 FIFA founded in Paris by Belgium, Denmark, France, The Netherlands, Spain, Sweden and Switzerland; Oesterreicher Fussball-Bund (Austrian FA) and Svensk Fotbollförbundet (Swedish FA) founded; Glossop, from the English Second Division, fined £250 for wholesale mismanagement and deception, with four directors and six players suspended.
- 1905 Goalkeepers instructed to remain on goal-line for penalty-kicks.
- 1906 Asociación Paraguaya de Fútbol (Paraguayan FA) founded.
- 1907 Philippine Football Federation founded.
- 1908 London stages inaugural Olympic tournament.
- 1909 George Parsonage of Fulham banned sine die for requesting a £50 signing-on fee from Chesterfield.
- 1912 Goalkeepers prohibited from handling outside the penalty area.
- 1913 FIFA joins IFAB; Real Federation Espanola de Fútbol (Spanish FA) and United States Soccer Federation formed; defenders instructed not to encroach within 10 yards at free-kicks.
- 1914 Brazilian Football Confederation founded.
- 1916 South American Confederation (CONMEBOL) and Football Association of Thailand founded.

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- 1918 Fédération Française de Football (French FA) founded.
- 1919 Leeds City expelled from Football League for making illegal payments; Fudbalski Savez Jugoslavije (Yugoslav FA) and Federation Zaireoise de Football-Association (Zaire FA) formed.
- 1920 Football Federation of the Islamic Republic of Iran founded; players no longer liable to be given offside at throw-in.
- 1921 All Ettihad el Masri Li Korat el Kadam (Egyptian FA) founded.
- 1922 Moscow Spartak, Russian Football Federation, the Football Federation of the National Olympic Committee (Afghanistan FA) and Federacion Peruana de Futbol (Peruvian FA) founded.
- 1923 First Wembley FA Cup final watched by 123,000 with as many again locked out; inception of Football Pools, inviting public to predict results for prize money.
- 1924 Football Association of the People's Republic of China and Federation of Uganda Football Association founded; scoring permitted direct from a corner.
- 1925 Offside rule amended – two rather than three players to be between attacker and goal; throw-ins to be taken with both feet on the touchline.
- 1927 Sparta Prague win inaugural Mitropa Cup; Kiev Dynamo and Federacion Mexicana de Futbol Asociacion (Mexican FA) founded; first FA Cup final broadcast on radio.
- 1928 British Associations leave FIFA over payments to 'amateurs'; Arsenal make Bolton's David Jack subject of the first £10,000 transfer fee.
- 1929 Football Association of Zambia founded; goalkeepers to stay still until penalty-kick taken.
- 1930 Uruguay hosts first FIFA World Cup.
- 1932 Soccer removed from the Olympic programme in Los Angeles after FIFA and the IOC squabble over definition of amateurism.

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- 1934 Expanded to 16 nations (from a 32-strong qualification series), World Cup finals restructured as a straight knockout.
- 1937 All India Football Federation founded; ball increased from 13–15 oz (368–425 g) to 14–16 oz (397–454 g); arc added outside penalty area.
- 1938 Laws redrafted by FA secretary Stanley Rous.
- 1939 Compulsory numbering of players' shirts for English League matches.
- 1945 Nigeria Football Association and Football Association of the Democratic People's Republic of Korea founded.
- 1946 British associations rejoin FIFA.
- 1947 Santiago Bernabeu stadium opens in Madrid; Steaua Bucharest founded.
- 1949 Air disaster near Turin kills Torino's Italian championship-winning team.
- 1950 United States beat England 1–0 at the World Cup finals, restored to a pool/group format.
- 1951 Obstruction punishable by an indirect free-kick; studs to project 3/4 in. (19 mm) instead of 1/2 in. (13 mm).
- 1954 Union des Associations Européennes de Football (UEFA) founded in Basle; Estadio Da Luz (Stadium of Light) opens in Lisbon.
- 1955 European Cup of Champions and Inter-Cities Fairs Cup (later UEFA Cup) begin.
- 1956 Real Madrid win inaugural European Cup, South Korea the first Asia Cup; first floodlit match in England (Portsmouth v Newcastle); Stanley Matthews voted first European Footballer of the Year (Ballon D'Or).
- 1957 Nou Camp opens in Barcelona; Egypt win first African Nations Cup in Khartoum; Ghana Football Association founded.
- 1958 Munich air disaster kills eight Manchester United players flying home from a European Cup tie; in Sweden, Brazil

CHRONOLOGY

- become the first to win a World Cup outside their own continent; Barcelona win the first Inter-Cities Fairs Cup; substitutes permitted for injured goalkeeper and one other injured player; Everton introduce undersoil heating.
- 1960 Russia win first European Nations Cup final, the Henri Delaunay Trophy; Penarol win inaugural Copa Libertadores; Real Madrid beat Penarol to win the first World Club Cup; Federation Camerounaise de Football (Cameroon FA) founded.
- 1961 Fiorentina win inaugural European Cup–Winners’ Cup; maximum wage abolished in England, where Johnny Haynes becomes the first £100-per-week player; Australian Soccer Federation founded.
- 1963 Football League’s retain and transfer system declared illegal.
- 1964 More than 300 killed and 500 injured in rioting during Olympic qualifying game in Lima between Peru and Argentina; *Match of the Day* debuts on British TV.
- 1965 Stanley Matthews becomes the first player to be knighted; 10 League players jailed and banned for life by the FA for match-fixing in relation to the Treble Chance, a competition instituted by pools companies.
- 1966 English football’s finest two hours: Bobby Moore receives the Jules Rimet Trophy at Wembley after Geoff Hurst scores the first hat-trick in a World Cup final.
- 1967 Football League authorizes player loans.
- 1970 Red and yellow cards introduced at the 1970 World Cup finals in Mexico, where Brazil take the Jules Rimet Trophy for the third time, and hence keep it.
- 1971 Arminia Bielefeld officials found guilty of putting up £90,000 to fix four West German League games; 66 fans die during Rangers–Celtic game at Ibrox Park.
- 1972 Spanish FA ends 10-year ban on imported players.
- 1973 Johan Cruyff (Ajax to Barcelona) becomes the first £1 million signing.