

# Blue Blood

**A Historical Everton Fanzine**

**Volume 8 issue 59**



**Ian McDonald a great Evertonian  
welcomes Jo to Goodison Park**

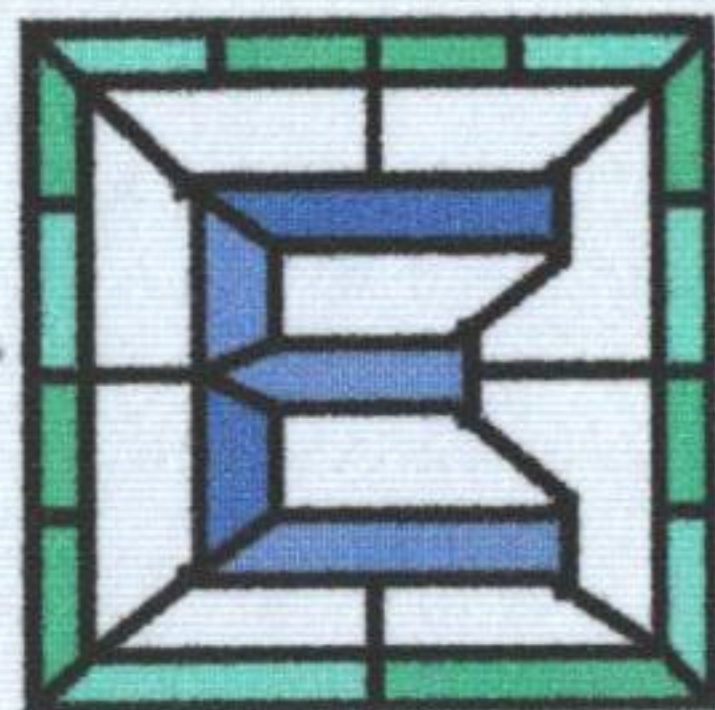
**Price £1.50**

**On sale outside the Winslow before home games**

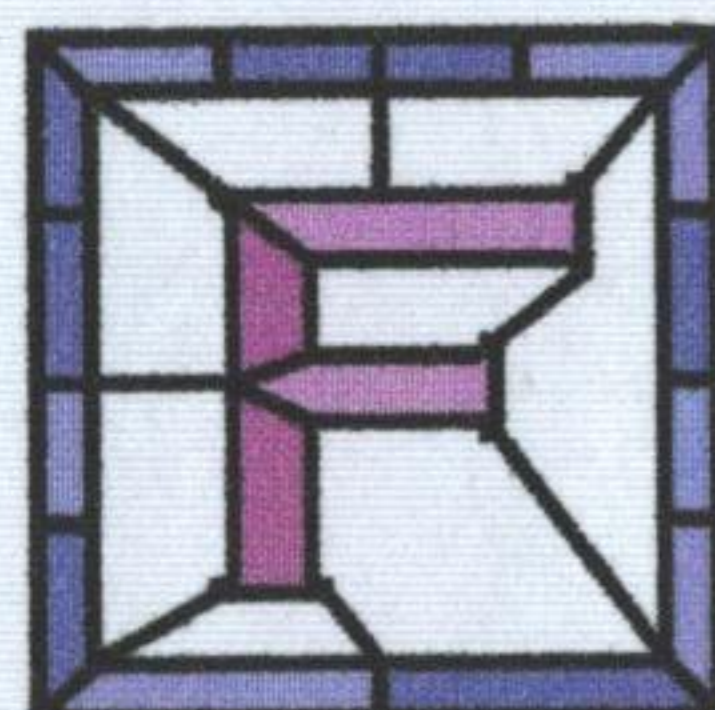
# Editorial Blue Blood

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Radio Merseyside can be heard on [www.bbc.co.uk/liverpool](http://www.bbc.co.uk/liverpool)

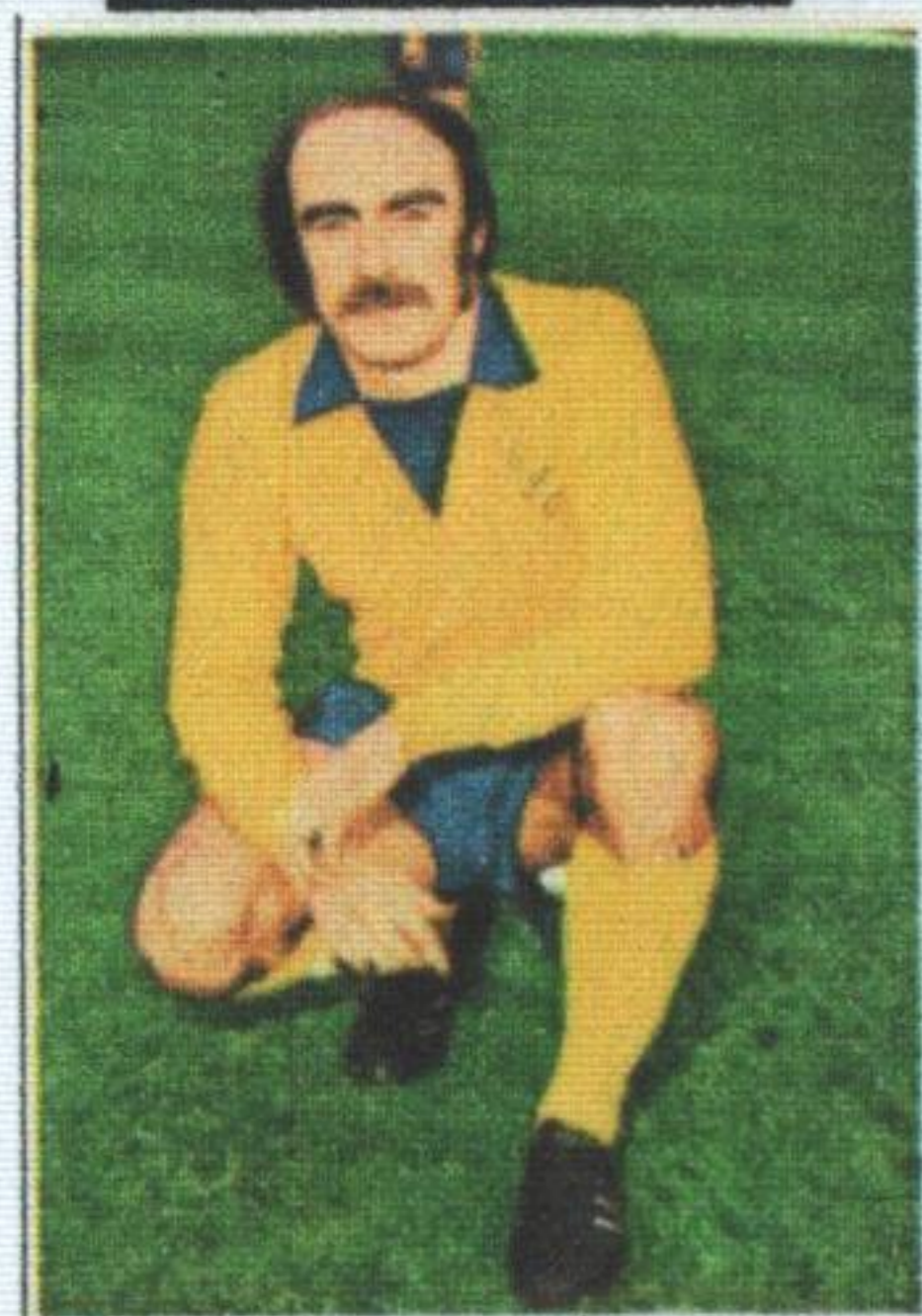
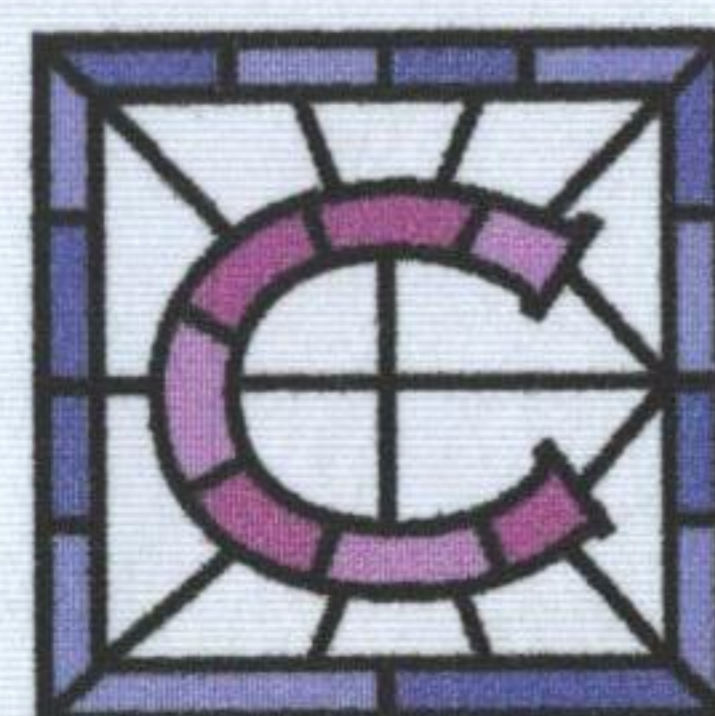


Thank you for all the articles and emails, keep up the good work. For those of you who are interested, on Friday nights between 8 & 8.30pm I do a small spot on Radio Merseyside 95.8fm, it's called Blue Watch and is all about E.F.C.



## No Obstructed Views

As long as your item is not racist, violent or offensive it will be considered for publication. All the views expressed in this fanzine are those of the contributor and not the editor so please don't sue me.



**John McLaughlin**  
Full Back signed from Falkirk in 1971 he was only 23 but looked like Britain's youngest pensioner, he was a decent player who gave his all for the cause . He left Efc in 1976 after playing 70 games 2 subs and 1 goal

**Subscriptions & Single Issue Prices**  
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Please make all cheques payable to George Orr  
Back Issues available from me outside the Winslow (not many left)

What another Blue Blood, there are more out now than the Big Issue, I hear you say, But we are playing extra games, this should be on sale for the Villa Cup tie and then after that with a home draw there will be another game to sell at. I just thought that I needed to keep up to the minute with everything that is happening on or off the pitch. We beat the Spaniards in the Cup aren't we naughty boys, fancy playing defensive and scoring two goals in two matches, wish we were more negative. Even in the League game Benny Hill Tez slagged us off, a spoilt sad man, who has gone straight into Kopite mode. The sending off of Lampard didn't change the way the game went but the sending off of Lucas did change the way the game went.

It doesn't matter we are through and they are on their way home back on the ferry sockless and sad.

The transfer window was boarded up but that slippery Brazilian Jo got through it just like the Bolton defence. Isn't it great to watch Everton playing class football, passing the ball around shooting when the chance comes and generally playing with flair and style?

Jo looks like a skilful player who is a team player and not a selfish loner, he has a great first touch, he killed the ball instantly and moved away with it, I was impressed because Bolton are not exactly sponsored by Mothercare if you know what I mean. Hey are hard and you do not get past them unless you have some pace and quality.

We don't need a Big Target Man to play football, no more hoof down the middle, when we had Alex Young and Roy Vernon we played football, we ripped defences apart, Sharp and Adrian Heath did the same. Harvey Kendall and Ball were not overlooked by a hoof they played football on the floor and with style even though Big Joe Royle was the Centre Forward we didn't hoof it to him.

So at long last and thanks to injuries Moyes is playing the Everton way, I know I have given him stick over the years but I always said there was nothing wrong with his team only his tactics, it is the tactics that have changed not the team.

The Shareholders night which was organised by Paul Wharton and Anne Asquith who has always been open to any proposal for an event.

The turnout was great, those who came got an update on the Everton Collection ( see page 8) which when it goes online will set the Sporting World alight Everton's name will resound around the World, David France has done more than even he thinks. This collection is breathtaking and all the Everton fans who come to Goodison from outside the City will be able to book their place in advance and get to see the most wonderful collection in the World.

Victor Anichebe where do you start, he is young and maybe a bit naïve but regardless of his frustration you can only do your talking with your feet on the pitch and not with your mouth in training. He has made a bad mistake and has not really fully apologised to the fans. I am not interested in his apology to Moyes, I and others pay money to watch him play football, some kids have spent their hard earned money to have his name on their shirt. Those are the people he needs to say sorry to, not his team mates.

Villa at home in the Cup we let them win at Goodison in the League, we passed the ball to them three times and they scored, they are a good team but not a great team. We have played our neighbours, Chelsea, and Man United and not been outplayed or disgraced. Villa will come and try and do it first time, but they are also in with a chance of 4th place their priority might be somewhere else. We will win 2-1



1988-90

1990-92 change

1992 -94 change



1993 -94 3rd kit

1994-95 change

1995-96 change

**Everton away kits from 1906 to the present day. This amazing collection of Everton away kits has been put on the internet by David Moor at [www.historicalkits.co.uk](http://www.historicalkits.co.uk) it is a brilliant website. More kits on page 5 David has kindly given permission for me to re-produce the Everton away kits.**



1996-97 change

1997-98 change

1998-99 change



1998-99 3rd kit

1999-2000 change

2000-01 change

**More away kits in the next issue and thanks to David Moor for his excellent web site and permission to use these graphics in Blue Blood**



## **Ex Everton Player Aubrey Powell died recently this article appeared in the Yorkshire Press**

Aubrey Powell, who signed for the club in 1935, scored 25 goals in 114 league appearances during his career at Leeds United.

The Welsh-born star, who won several international caps, was forced to retire from football in 1951 after developing severe arthritis.

But despite playing for several other clubs, including Everton and Birmingham, the player returned to Leeds with his Beeston-born wife Mabel.

He lived in the city for the rest of his life, regularly attending matches and coaching at Leeds Ashley Road in the 1960s.

His youngest son Keith, 61, said: "He loved football, he loved Leeds and he loved playing for Leeds United. He was a very popular player.

"He was a very happy person, very contented with his life. He was also extremely proud of his Welsh heritage and he spoke Welsh fluently. "Leeds was definitely his home from home and he continued supporting the club until he died. He was also a devoted family man."

Mr Powell, who played inside-forward, was spotted by Leeds United scouts while playing football for a side near his home in Glamorgan, South Wales.

In 1937, he broke his leg during a match at Preston North End, but then went on to defy doctors' predictions and formed a successful partnership with David Cochrane.

When war broke out, he became an army PT instructor, stationed in North Yorkshire, Hull and Belgium.

After the war, he returned to Leeds, before moving to Everton for £11,000 – one of the highest transfer figures of the day – in 1948.

But his horrific injury is believed to have caused the onset of severe arthritis, which forced him to quit his beloved game at the age of 33.

He settled in the Halton Moor area of Leeds and worked for two confectionary wholesalers until he retired at the age of 65.

Eddie Roberts, of Richmond, North Yorkshire, became firm friends with

Mr Powell after writing to him to ask for an autograph.

He said: "He was absolutely my hero. I used to write to him from my home in Anglesey and I would always get a response.

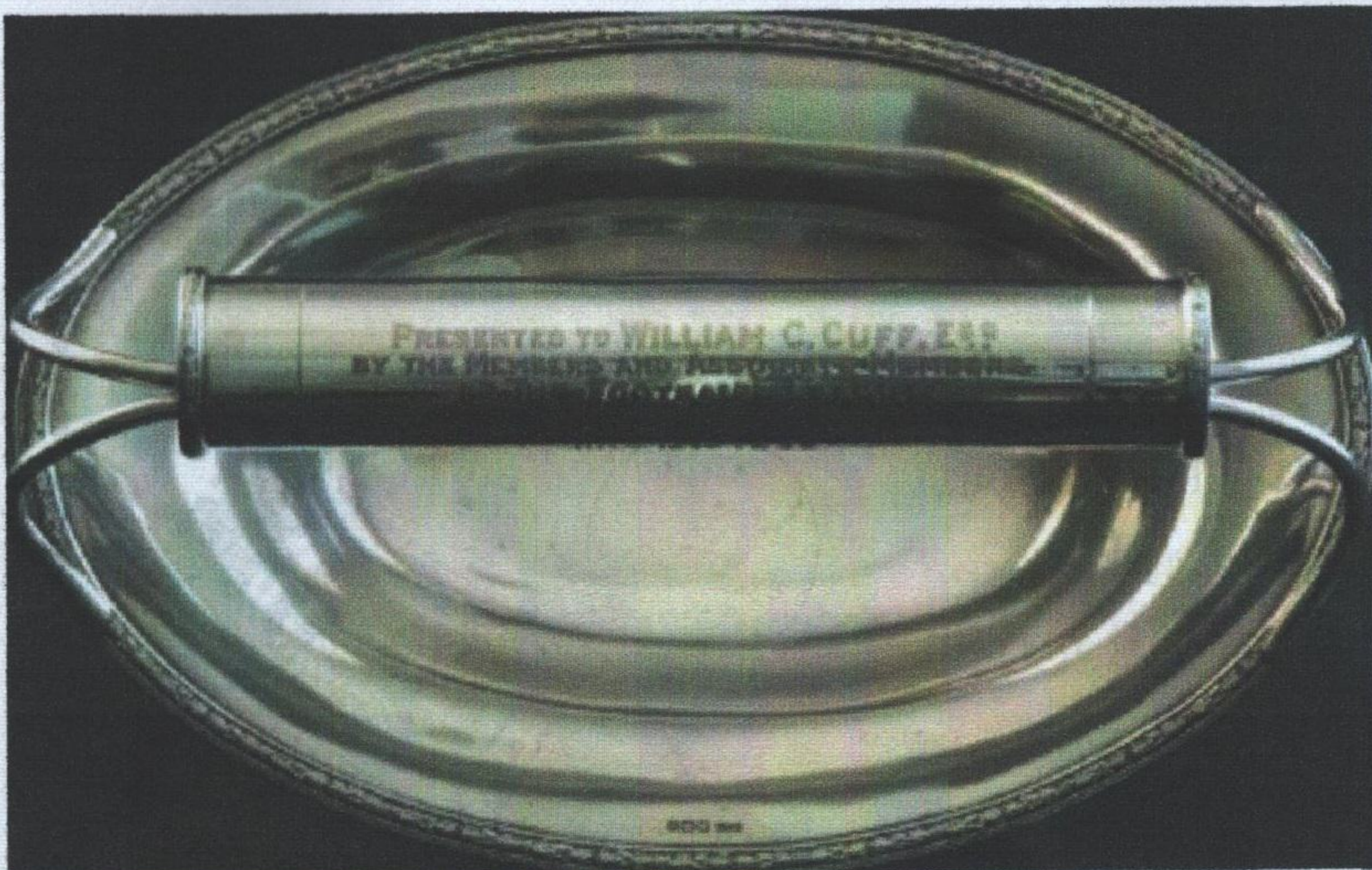
"We lost touch for a while but then we became friends again when I found him in Leeds.

"He was a smashing bloke. I always used to get on so well with him.

"I really thought the world of him, both as a footballer and as a man."

Mr Powell spent the last few months of his life at The Cedars care home in Methley, where he died peacefully on Tuesday, leaving behind Mabel, 91, sons Keith and Roger, 64, grandchildren Anthony, Sarah, Emma and Becky and great-grandsons Tom and Harry.

His funeral will take place at Lawnswood Crematorium on Wednesday, with donations to Arthritis Research.



There was the Event to keep o

**Will Cuff Night  
Goodison Park**

**Friday 6th February 2009**

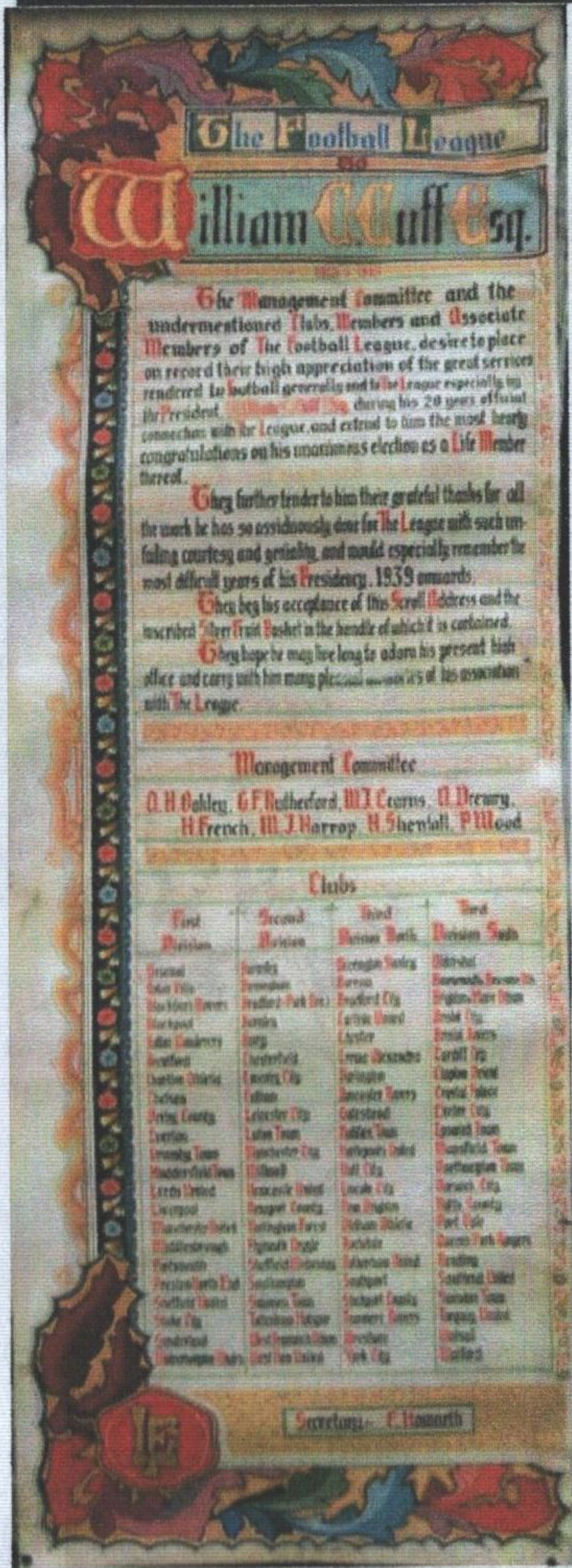
The second night in the trilogy that Paul Whar-  
ton has prepared for the Everton Shareholders  
was another great success, a brilliant turnout  
from the fans and even some of Cuff's family  
made it to the event.

Will Cuff was an amazing man, from St Do-  
mingo Church to President of the Football  
League and along the way the Chairman of  
Everton Football Club the man who signed  
Dixie dean, Tommy Lawton etc etc.

He founded the idea that Everton would only  
play skilful football no place for the kick and  
rush style of player at Goodison Park under Mr.  
Cuff. Steve Bloomer a giant of 19th and 20th  
century Football first said about Everton's Sci-  
entific approach to the game this became the  
School Of Science and Mr. Cuff was at the  
Headmaster of the School.

He took Everton around the World, he was the  
man who made Europe and South America  
know what and how football should be played.  
He was a hard task master but also a fair man.  
He would not be overruled if he felt the cause  
was right.

An adamant opponent of the Football Pools  
believing that gambling on football would  
bring trouble and shame to the Sport. What  
would he have thought of his beloved Everton  
under John Moores from Littlewoods Pools?



## Will Cuff Night

There was a good turnout for this night, Max Dunbar gave a talk on where the Everton Collection is at this moment in time. He looks like he is the man to keep our treasures safe and respected.

### "If you know your history..." The Everton Collection

The Everton Collection Charitable Trust with Liverpool Record Office as the key partner was successful with its application to the Heritage Lottery Fund. The decision was made at the HLF North West Committee meeting on 20 September 2007. The total project cost for acquiring the collection and fully promoting it is £2.1 million with a grant from HLF of just under £1 million.

This is an outstanding collection of archives and artefacts relating to the history of Everton Football Club. It dates from the 1880s onwards and includes over 8,000 programmes, minute books, accounts, contracts, correspondence, tickets, photographs, trophies, shirts, caps, medals, and news-cuttings. Expert valuers have described the part of the collection built up by David France as the finest and most comprehensive collection of its type relating to a single club. Academic historians have confirmed the significance and vast potential research value of the collection. It offers enormous possibilities for life-long learning and wide-ranging research not only into football, sport, and leisure, but also local, national, social, business, advertising, and economic history.

The project involves uniting The David France Collection with the Everton F.C. Collection, which the club has kindly donated to the Trust. Both collections will now be integrated as one 'Everton Collection', after being deposited in Liverpool Record Office.

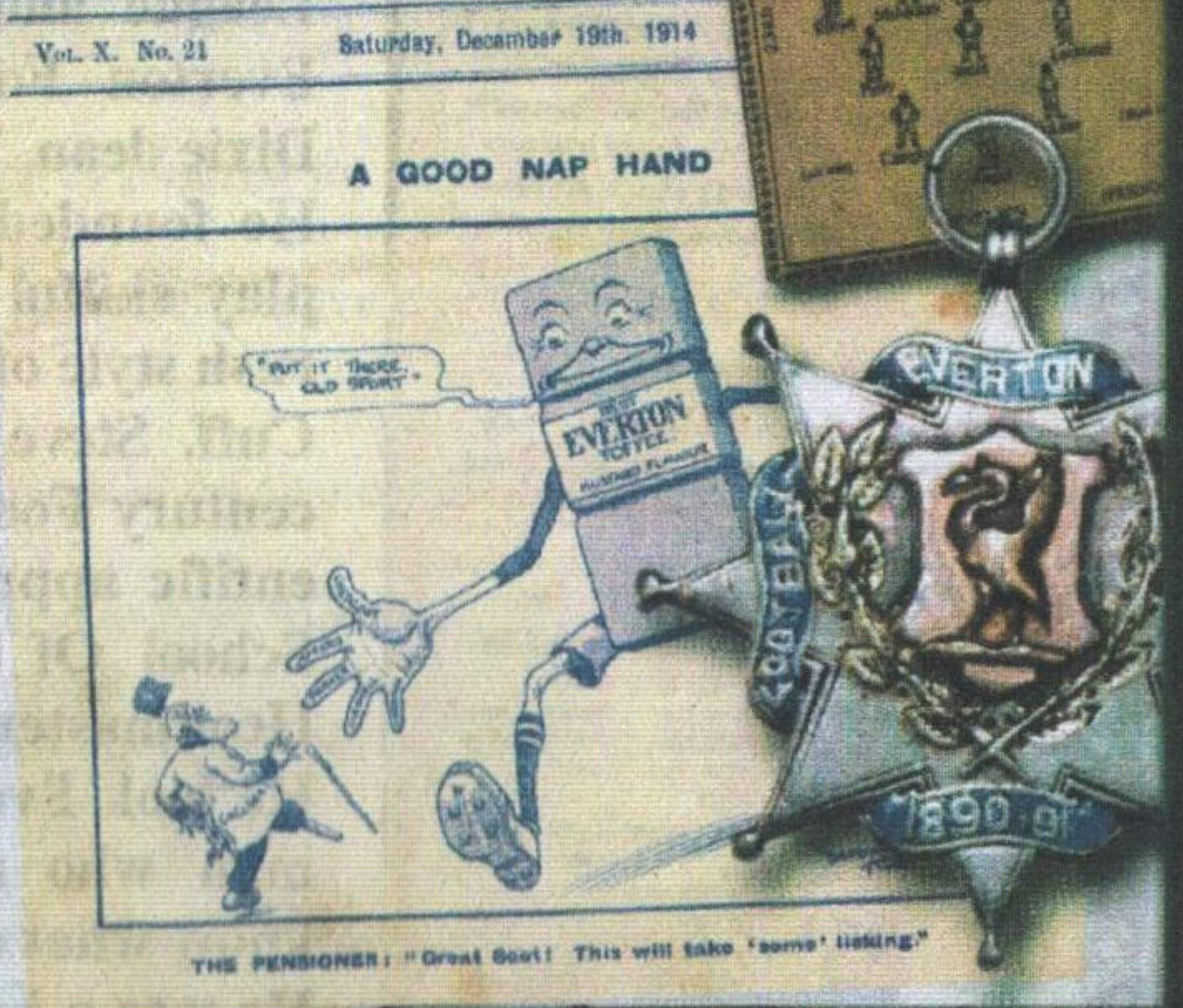
The Everton Collection Charitable Trust has been established as a registered charity to secure the collection, to ensure long-term preservation, access and educational use of the collection, and to continue to acquire key items. The Trust believes that uniting the collections in the public domain will be a first in this country.

The grant is paying for the employment of project staff, particularly a Project Officer and a Creative Learning Officer for three years. The staff will unite the two collections and conserve and catalogue the material to archival standards. The grant also allows for a large range of items to be digitised and online access to be provided. Throughout the course of the project, staff will provide outreach, audience development, lifelong learning, and educational activities, and supervise voluntary work and oral history recording, with an emphasis on engaging new audiences, especially young people.

Material from the collection will be exhibited in due course by National Museums Liverpool, the National Football Museum, Everton FC and Liverpool FC. A major exhibition of the collection is planned for 2009 at Liverpool Central Library.



Right & below - Programmes from 1891 & 1914, and League Championship medal for 1890/91.



THE PENSIONER: "Great Goal! This will take 'some' licking."



Trust and HLF members with Everton FC.

An unforgettable Castle Street homecoming

## Will Cuff Night



On the night Directors from C.D. Everton of Chile were in the audience and they too paid tribute to Will Cuff because if it were not for the tour of Argentina in 1909 Everton Chile would not have been founded.

The next day they were guests of Everton Football Club and went onto the pitch at half time. And wasn't it brilliant when a South American player from Brazil made his debut for Everton and scored two goals in a 3-0 win?

They were impressed by their reception and we can only hope that they return to Chile with stories of wonderment for their friends.

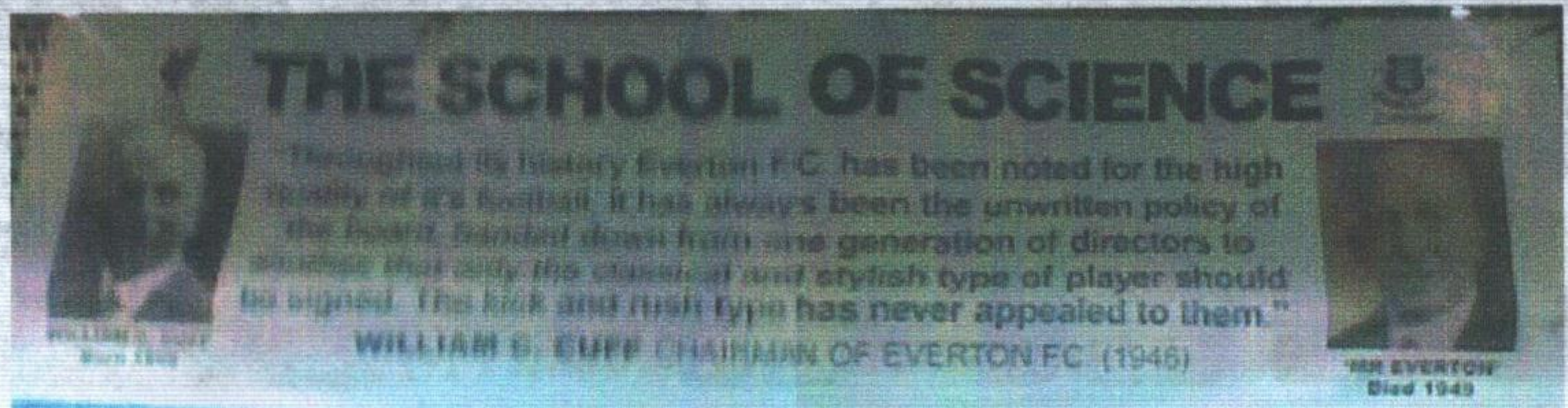


Will Cuff First on the left looks businesslike at a League management meeting

ABOVE  
The Management Committee 1927-7, with Charles Sutcliffe apparently seen to bow out with the intrusion of a photographer. From left to right, around the table, are (left foreground) Will Cuff (Everton), John Oliver (Newcastle), Fred Hunter (Sheff), Arthur Dickinson (Sheff Wed), Harry Kay (W.B.A.), John McKenna (President), Tom Charley (Secretary), Charles Sutcliffe (Barnley), William Hall (Arsenal), and Tom Barrett (Blackpool).



Above at Wembley and below a portrait of him in later life

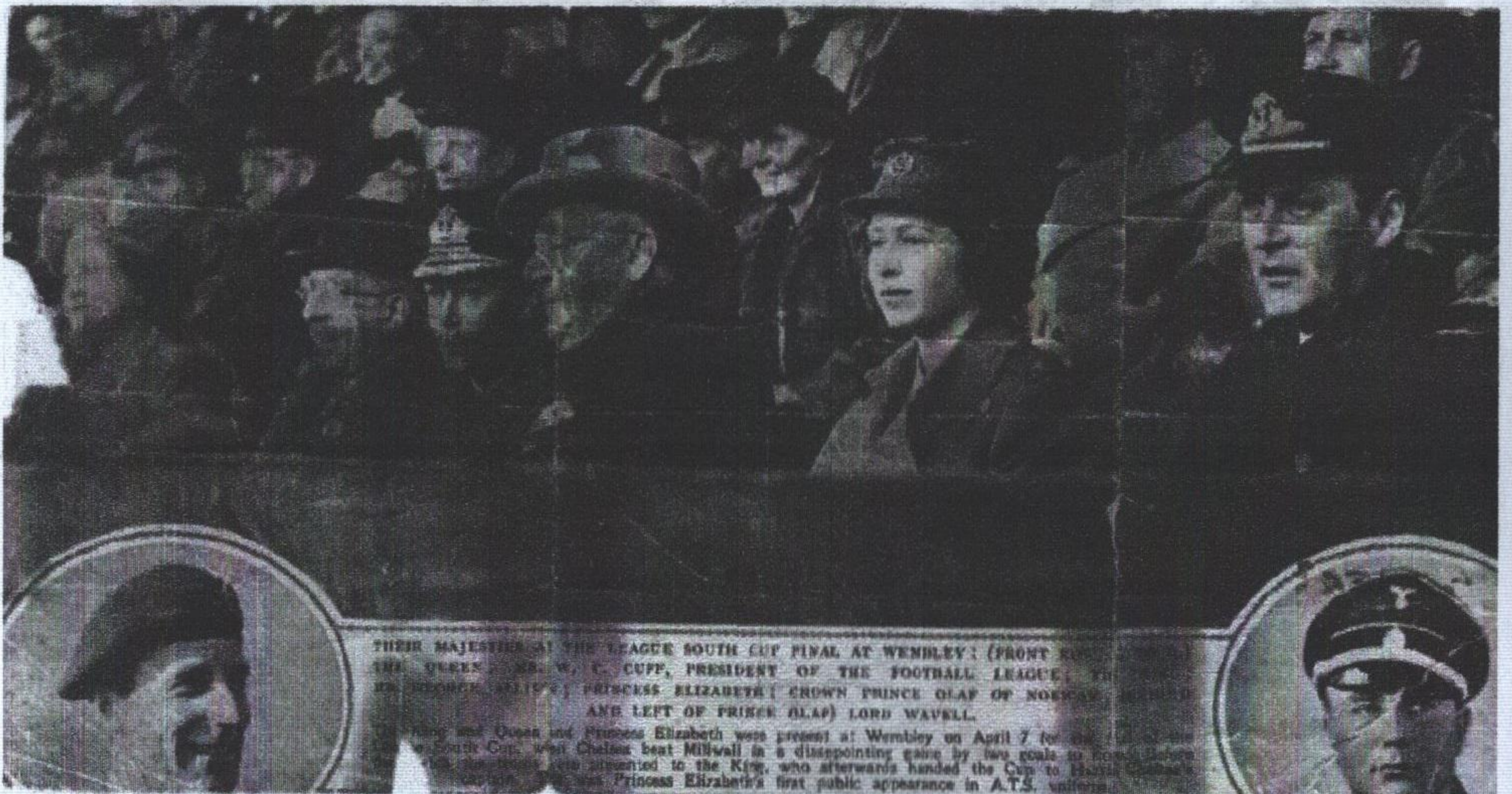


# An unforgettable 'Castle' Street homecoming



Never such a crowd in Castle Street as when Dean (holding the Cup) and his team rode in coach-and-four to the Town Hall on their triumphant return from Wembley. The late Mr Will Cuff, is seen, hatless, right of Dean. Behind Mr Cuff can be seen Jock Thomson, later to manage Manchester City before returning to Scotland to take a hotel there.

Two great photo's supplied by members of the Cuff family to Paul Wharton who has done tremendous work in getting the respect for Will Cuff back into the open . He has had me looking through every Everton book I have to get pictures of Cuff I have seen more of him than my family lately but I love doing it. The photo below is of Cuff at Wembley and Princess Elizabeth (Now The Queen) is appearing in her A.T.S Uniform for the first time



THEIR MAJESTIES AT THE LEAGUE SOUTH CUP FINAL AT WEMBLEY: (FRONT ROW) THE QUEEN, MR. W. C. CUFF, PRESIDENT OF THE FOOTBALL LEAGUE, THE KING, PRINCESS ELIZABETH, CROWN PRINCE OLAF OF NORWAY, AND LEFT OF PRINCE OLAF) LORD WAVELL.

Princess Elizabeth was present at Wembley on April 7 for the final of the South Cup, when Chelsea beat Millwall in a disappointing game by two goals to none. The trophy was presented to the King, who afterwards handed the Cup to Harry Cuff's captain, and Princess Elizabeth's first public appearance in A.T.S. uniform.



# The History Of Everton Reserves

Steve Flanagan who is an Evertonian who compiles everything of interest from the early days of Everton Football Club he has kindly allowed me to reproduce the charts that show the progress of Everton reserves from 1891 until 2008 it has been a labour of love for Steve to do this but it is very hard work and I appreciate his help with Blue Blood I will put some charts in every issue and if you need any more info on anything Everton contact Steve on [steve.flanagan@gmail.com](mailto:steve.flanagan@gmail.com). You can see more of Steve's work on the excellent toffeeweb

1945 - 1948  
Central League

	p	w	d	l	gf	ga	pts
Sheffield Wednesday Reserves	40	27	9	4	112	41	63
Aston Villa Reserves	40	24	9	7	105	57	57
Liverpool Reserves	40	26	4	10	92	47	56
Wolverhampton Wanderers Reserves	40	23	8	9	96	54	54
West Bromwich Albion Reserves	40	22	6	12	98	67	50
Newcastle United Reserves	40	19	10	11	93	61	48
Huddersfield Town Reserves	40	18	6	16	82	64	42
Manchester United Reserves	40	18	5	17	84	86	41
Manchester City Reserves	40	15	11	14	75	89	41
Chesterfield Reserves	40	17	5	18	63	70	39
Bolton Wanderers Reserves	40	16	4	20	60	78	36
Sheffield United Reserves	40	10	15	15	61	64	35
Derby County Reserves	40	13	9	18	73	77	35
Stoke City Reserves	40	16	3	21	68	74	35
Leeds United Reserves	40	12	11	17	59	80	35
Blackburn Rovers Reserves	40	12	9	19	65	83	33
Preston North End Reserves	40	13	8	21	46	83	32
Burnley Reserves	40	12	7	21	66	93	31
Blackpool Reserves	40	11	8	21	63	112	30
Everton Reserves	40	12	4	24	72	99	28
Bury Reserves	40	8	3	29	48	101	19
	840	344	152	344	1581	1581	840
			840				

1946 - 1947  
Central League

	p	w	d	l	gf	ga	pts
Manchester United Reserves	42	28	6	8	114	58	62
Wolverhampton Wanderers Reserves	42	21	12	9	85	82	54
Burnley Reserves	42	22	8	12	77	50	52
Manchester City Reserves	42	20	10	12	81	66	50
Liverpool Reserves	42	18	13	11	75	50	49
Aston Villa Reserves	42	22	4	16	86	61	48
Bolton Wanderers Reserves	42	16	15	11	85	73	47
Blackpool Reserves	42	19	8	15	84	55	46
Newcastle United Reserves	42	16	12	14	90	77	44
Everton Reserves	42	18	8	16	79	75	44
Sheffield United Reserves	42	16	11	15	77	83	43
Sheffield Wednesday Reserves	42	19	5	18	71	77	43
Huddersfield Town Reserves	42	16	10	16	83	72	42
West Bromwich Albion Reserves	42	18	5	19	86	82	41
Birmingham City Reserves	42	16	9	17	55	69	41
Blackburn Rovers Reserves	42	16	4	22	79	95	36
Chesterfield Reserves	42	11	12	19	74	82	34
Stoke City Reserves	42	11	10	21	56	89	32
Leeds United Reserves	42	12	8	22	71	118	32
Preston North End Reserves	42	8	14	20	60	84	30
Bury Reserves	42	10	8	24	51	82	28
Derby County Reserves	42	9	8	25	71	110	26
	924	362	200	362	1690	1690	924
			924				

notes  
Birmingham City Reserves left at the end of the season and joined the Football Combination.

1947 - 1948  
Central League

	p	w	d	l	gf	ga	pts
Newcastle United Reserves	42	28	5	9	95	45	61
Manchester United Reserves	42	24	10	8	86	52	58
Wolverhampton Wanderers Reserves	42	24	9	9	92	52	57
Liverpool Reserves	42	24	6	12	103	57	54
Everton Reserves	42	22	8	12	87	93	52
Barnsley Reserves	42	18	12	12	62	61	46
Aston Villa Reserves	42	19	8	15	79	71	46
Preston North End Reserves	42	17	10	15	60	58	44
Burnley Reserves	42	18	7	17	57	50	43
Blackpool Reserves	42	18	7	17	70	88	43
Bolton Wanderers Reserves	42	17	6	19	77	83	40
Huddersfield Town Reserves	42	15	9	18	61	73	39
Stoke City Reserves	42	15	9	18	56	71	38
Sheffield Wednesday Reserves	42	13	10	19	76	67	36
Manchester City Reserves	42	12	11	18	65	97	35
Blackburn Rovers Reserves	42	12	10	20	61	79	34
Bury Reserves	42	12	9	21	70	78	33
Sheffield United Reserves	42	14	5	23	71	68	33
Chesterfield Reserves	42	12	9	21	55	97	33
Derby County Reserves	42	12	8	22	76	93	32
West Bromwich Albion Reserves	42	13	6	23	66	68	32
Leeds United Reserves	42	12	8	22	48	66	32
	924	371	182	371	1593	1593	924
			924				

1948 - 1949  
Central League

	p	w	d	l	gf	ga	pts
Burnley Reserves	42	24	12	6	72	32	60
Liverpool Reserves	42	27	3	12	92	57	57
Wolverhampton Wanderers Reserves	42	23	10	8	77	50	56
Manchester United Reserves	42	21	10	11	82	48	52
Preston North End Reserves	42	22	8	14	64	52	50
Sheffield United Reserves	42	22	6	14	73	60	50
Bolton Wanderers Reserves	42	21	5	16	69	56	47
Barnsley Reserves	42	20	6	16	68	58	46
West Bromwich Albion Reserves	42	19	8	15	71	61	46
Sheffield Wednesday Reserves	42	17	12	13	62	56	46
Newcastle United Reserves	42	18	8	16	64	54	44
Aston Villa Reserves	42	15	11	16	54	59	41
Everton Reserves	42	18	4	20	49	58	40
Stoke City Reserves	42	16	6	20	65	69	38
Huddersfield Town Reserves	42	14	10	18	36	54	38
Bury Reserves	42	10	16	16	54	71	36
Blackburn Rovers Reserves	42	12	11	18	59	71	35
Blackpool Reserves	42	13	8	21	55	73	34
Manchester City Reserves	42	13	8	21	56	75	34
Chesterfield Reserves	42	9	12	21	53	80	30
Derby County Reserves	42	8	7	27	42	78	23
Leeds United Reserves	42	8	5	29	40	69	21
	924	370	184	370	1359	1359	924
			924				

1949 - 1950  
Central League

	p	w	d	l	gf	ga	pts
Blackpool Reserves	42	24	12	6	82	36	60
Wolverhampton Wanderers Reserves	42	24	7	11	79	34	55
Burnley Reserves	42	21	11	10	78	53	53
Aston Villa Reserves	42	22	9	11	66	49	53
Preston North End Reserves	42	21	9	12	70	52	51
Newcastle United Reserves	42	20	9	13	62	42	49
Liverpool Reserves	42	20	6	14	66	53	48
West Bromwich Albion Reserves	42	20	7	15	58	42	47
Bolton Wanderers Reserves	42	18	8	16	67	45	44
Sheffield Wednesday Reserves	42	18	8	16	54	54	44
Manchester City Reserves	42	16	9	17	50	55	41
Barnsley Reserves	42	15	10	17	58	61	40
Everton Reserves	42	13	14	15	45	49	40
Derby County Reserves	42	12	15	15	50	57	39
Sheffield United Reserves	42	13	12	17	53	53	38
Blackburn Rovers Reserves	42	15	7	20	47	72	37
Huddersfield Town Reserves	42	13	10	19	47	57	36
Manchester United Reserves	42	13	10	19	52	61	36
Stoke City Reserves	42	13	9	20	56	83	35
Leeds United Reserves	42	11	7	24	43	84	29
Chesterfield Reserves	42	7	12	23	40	90	26
Bury Reserves	42	6	11	25	40	80	23
	924	356	214	356	1283	1283	924
			924				

1950 - 1951  
Central League

	p	w	d	l	gf	ga	pts
Wolverhampton Wanderers Reserves	42	30	3	9	110	35	63
Burnley Reserves	42	19	14	9	62	32	52
Aston Villa Reserves	42	22	8	12	70	47	52
Preston North End Reserves	42	19	11	12	76	49	49
Everton Reserves	42	19	11	12	77	74	48
Liverpool Reserves	42	20	8	14	67	52	48
Blackpool Reserves	42	16	14	12	63	49	46
Manchester City Reserves	42	19	7	16	77	64	45
Huddersfield Town Reserves	42	17	10	15	57	64	44
Sheffield Wednesday Reserves	42	16	12	14	58	63	44
Manchester United Reserves	42	16	11	15	61	56	43
Bolton Wanderers Reserves	42	17	9	16	55	59	43
West Bromwich Albion Reserves	42	14	14	14	58	66	42
Sheffield United Reserves	42	16	8	18	70	65	40
Newcastle United Reserves	42	14	11	17	54	69	39
Blackburn Rovers Reserves	42	14	11	17	56	72	39
Leeds United Reserves	42	12	13	17	43	56	37
Derby County Reserves	42	12	10	20	75	70	34
Barnsley Reserves	42	9	15	18	46	65	33
Chesterfield Reserves	42	11	10	21	54	81	32
Bury Reserves	42	11	7	24	54	85	29
Stoke City Reserves	42	6	9	27	34	92	21
	924	349	226	349	1366	1366	924
			924				



## **Is This A New Moyes Or Will The Old One Return To Haunt Us**

**Sorry to look on the down side of things but I can't help feeling that we are all on a false high at the minute. Why would I be like that you may ask? Well for starters this team has been together for some time and Moyes always had us hoof the ball to Beattie, Johnson, The Yak, Victor etc etc but now we are seeing Howard roll the ball out from defence, an amazing thing to watch, I mean he was missile launcher number one until the yak fell down a hole and injured himself.**

**Moyes always dropped poor old Baines, or Valente (Who) to put Lescott at left back, Hibbert got the same treatment, to make way for Love Child Neville but now he keeps Baines and Hibbert in the team, they are getting a good run, they are confident and Baines in particular is playing brilliantly.**

**The young lads are getting as game but again when the injuries clear up will Moyes return to type?**

**I listen to you on the Radio George and you have always said that we need to keep players in their rightful positions, we need to bring in the young lads .**

**You said many times that there was nothing wrong with the team only the tactics and that is so true, look now when we played the ball on the floor how good we are but it is the same players that used to have to run their goolies off chasing long balls all around the ground.**

**Moyes has rightly taken all the praise and the old where are the moaners now cry has gone up. I am still here so are you George and the others like us, we are here because Moyes can manipulate people he tries to make out that he gives young players a chance. He has been here seven years there is not one young player that has come through from the academy or the reserves that gets a game on a regular basis under Moyes.**

**Hibbert and Osman got their chance under Walter Smith, Gosling was I think part of the academy but was let go, he was bought back from Plymouth he is not a Moyes youth player he is a good buy on the transfer market which is Moyes's strong point he can see talent but sometimes he plays them out of position they get frustrated and lose form. The young lad Rodwell is getting the odd game but when he will be dropped as will Gosling when Moyes wants his regulars back.**

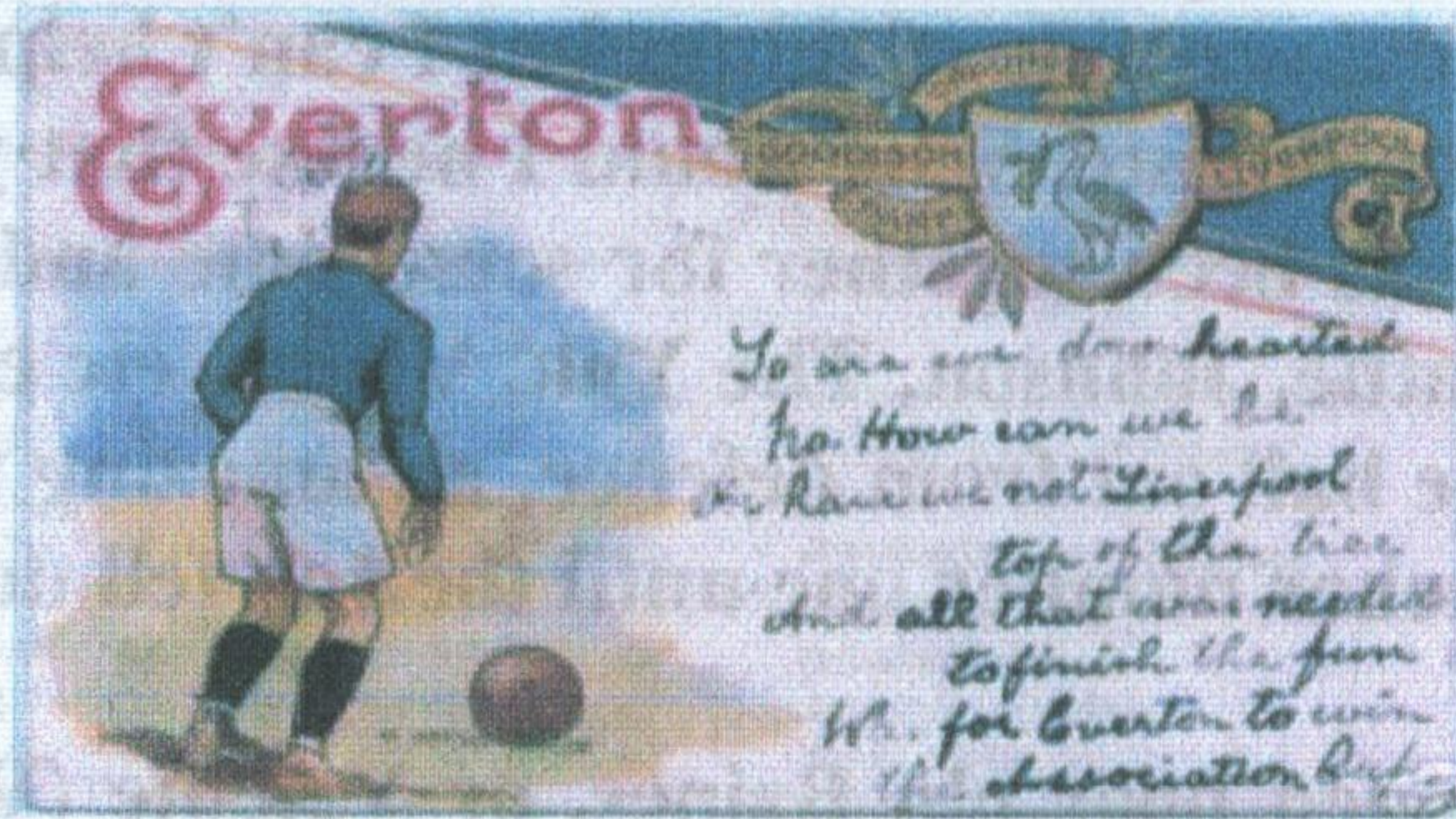
**I did mention Valente before why did Moyes stay loyal to this injury prone guy when he constantly moans about having no money? He paid Gardner six months wages for being injured, Jacobsen is the same he is an injury prone player but Moyes tool him on.**

**Now Young Victor Anichebe has had a bust up with Moyes and everyone as usual slags him off and not Moyes. Victor was the only fit forward at the club, he was still played as a sub, he played great against L'pool in the first game but was dropped again , he is as frustrated as young Rooney, Jeffers and even the older Andy Johnson was when he was played out of position .**

**So what did Victor do wrong he expressed his frustration and that is against the Messiah it can't be done. Things are going well for Moyes he wins again Victor and any one else who moans will be an outcast. I hope I am wrong but Moyes will change it all back to the long ball as soon as he can.**

**Mack The Knife**

## Letters



## E-Mails

Dear Blue Blood,

**Everton are playing great football really nice stuff even Match Of The Day has us on for more than three minutes. I am so happy now to be watching a team that at last is playing football. If only young Victor had kept his mouth shut he might have been a part of what looks like a great Everton team It was brilliant to beat the other lot in the Cup, they are so arrogant to think that they could waste time and then win a penalty shoot out!!!**

**,Now all the sock throwers want their manager sacked, he has lost the plot they say, well he was their God a few years ago when they saw a European Cup Win against a team that was banned for match fixing 18 months later. They have never won the Premiership but because they always come runners up they think they are in with a chance this year. No chance they will be lucky to end up in fifth I would love us and Villa to go past them, that would make them mad. Loved the front cover of the fanzine a boarded up transfer window, but Jo did get through it in time and what a player he looks very fast good passer and he has a good shot on him as well. Keep up the good work George I love reading about our History all these people who think they know about our Club should be made to buy Blue Blood.**

**I always stop and have a chat with you outside the Winslow it amazes me how you can stand there in the rain and the freezing cold the things you do to spread the word. I loved the George Mahon Night and the Will Cuff night wasn't it great to see the guys from Chile there. I hope the Club treated them well on the Saturday.**

**Harold Jones by email**

## **FAMOUS OLD-TIMERS.**

March 7, 1925. *The Liverpool Football Echo.*

### **DIRECTORS WHO HAD VISION; A REMINISCENCE OF MR T.E.COATES.**

By Victor Hall.

*There is a pleasant remembrance among football enthusiasts of today when they survey the good work done for local football by the men who guided the destinies of Everton and Liverpool years ago when both clubs were in their tender youth. Some day we may recall with passing wonder the strange anxieties that witnessed the separate launchings of both clubs. The jealousies, the brickerings, even the bitterness that was engendered on one side, or on both. And yet time is a wonderful healer, and those live yet that, working once in opposite camps, have since come to know one another better, and knowing, have learned with pleasure that earlier estimates of character were misjudged or hastily formed.*

### **A GREAT LEVELLER.**

*They have learned that the once bitter opponents was only a strong partisan, and that the best and passion of the argument has but hid or dimmed a kindly nature, and the beneath the angry air there beat an honest heart. Sportsmanship is a great leveller of class. It brings together the broadcloth and the corduroy, the clerical collar and the muffler, the ultra Radical and the stoutest of Tories. So may it always be. We would recall some of those giants of sportsmanship who in the past helped to mould the fortunes of both Everton, and Liverpool. Foremost them, at least in point of years, one recalls, the charming personality of the late Mr. A.T.Coates, one of the first directors of the present Everton club, and previously a committeeman of the club before they left Anfield for Goodison Park. Charming is truly the best way to describe the personality of the popular old clubman. His venerable grey beard, his invariable top hat, and a courtly old-world grace that distinguished him in any company, will be at once recall by all who ever came in contact with him. When in good health he never missed a match, and at all times his heart and soul were in the fortunes of the club, and more particularly in the care and comfort of the players themselves. He was never so happy as when among them. In their recreation or in their amusement no member of the board was more welcome than Mr. Coates, and if success came it did not spoil his interest in them. More potent in his influence with them, however, was the kindly way in which, when fortune was fickle, he still stood by "the boys." He was not a fair-weather friend of the players. He did not desert them, or avoid their company when defeat or ill-fortune came along. Nor did he show pique or coolness with a player who had "gone off" his form. That is the testing time with every player, when he picks out real friends from the sham. No one knows than the player himself when he is having his bad time. He does not-need the jeers of an ill-informed crowd to remind him that he is "off." He knows it better than they; sometimes, too, he knows why he is "off." And they do not..... Yet they jeer.*

*He may have illness or worry, or any of the hundred things that come to trouble every man who works for his bread, and still must work, but what a difference when one can work without worry or without the constant pull at the heart-strings that mental or bodily worry may bring. That is where Abraham T. Coates won the hearts of most players with whom he came in contact. He had a wonderful depth of sincerity and sympathy in his soul, and if he could not praise at least he did not blame. He understood. In return the players gave him their confidence and their respect. They came to him with their troubles and with their anxieties, and like an old confessor he heard them though to the end, and if their views needed expression at the board meeting, he was the champion to state their case, and in most cases he was an eloquent pleader, and one might add a successful one generally. With his fellow directors, too, Mr. Coates held a warm corner in their esteem. He was so genuinely sincere and earnest in every duty to him that he disarmed criticism. Whether on the ground Committee or in matters of finance, his time and his brilliant intellect and energies were always at the club's disposal. Towards the end of his career, advancing age prevented him making the long and frequent journeys in football matters he had done in earlier years, but to the very end his interest and activities would have shamed many a younger man. With visiting*

## Famous Old Timers Continued

committees too, he was extremely popular. Extremely fastidious in his own entertainment, his health requiring constant care, he was always welcome and genial speaker at inner-club gatherings where he readily wit and sparkling humour were invariably the hit of the evening. One little story he used to enjoy telling against himself. After a match one day the team were returning to Liverpool by train, and in the saloon carriage, after the tea baskets had been disposed of, he was illustrating a point in offside position with a number of matches to represent players. Round him were gathered the team and some fellow directors and of course, the pressman.

### THE ONE SIDE.

From the "offside" illustration. Mr. Coates progressed with his matchsticks to illustrate according to his ideas, the most successful way to carry the ball forward into a good scoring position for any match. Illustrating his points, he moved each of his forwards, and half-backs, one by one, forward on the table of play. "Here you see the centre half passes to the outside-right, who is uncovered, he passes forward and round his man, recovers, and gives to his inside forward; the inside forward instantly swings it over to the outside left, who running up, draws the defence out to him. He is speedy and gets well down to the corner flag then he whips it across where there is his centre and the inside right waiting to score." "Quite simple you see, according to my plan," and Mr. Coates puts down his last match. "Wait a bit, Mr. Coates" blurred out one of the players - and he was an international many times over for Scotland "What the is the other team doing all this time." And Mr. Coates had forgotten that!

I was much interested to find your article on my old friend Mr. Ben Kelly. He was one of the most lovable of men, and he was brought into contact with the directors of the Everton Club when he removed from Anfield to Goodison Park, writes Mr. W. R. Clayton. His brother, Richard, was never a member of the board as you state; as a matter of fact, we saw very little of his brother, Richard, but another brother William, was of great assistance to us in planning the stands and hoarding, and was in constant attendance during the time that we put the fixtures on the ground. Mr. Ben Kelly in his department also worked very hard for the club at that time. After being on the board two or three years we had a game, I think an International or an Association Final, fixed for the ground, and certain alterations had to be made, and Kelly Brothers were the only people who could do the work satisfactorily and in the time, and Mr. Ben Kelly, therefore had to resign from the board, by the directors were very glad to re-elected him after the contract which his firm he entered into had been completed.

More in next issue thanks to Billy Smith Blue Correspondent for this article

After the recent article on the early days of Everton I thought you might like to read about how the early days were sometimes mistakenly connected to a religious division between the Clubs on Merseyside. This very rare little booklet is a study of those early days and events. As it is so rare and not many of you will ever see a copy I have decided to print it here for you to see.

## THE BLUES AND THE REDS

A history of the Liverpool and Everton Football Clubs

by  
Tony Mason



Published by the History Society of Lancashire and Cheshire

1985

## THE BLUES AND THE REDS

T. Mason, B.A., Ph.D.

The thought that Liverpool is now more famous for its connection with football than for almost anything else is bound to give rise to somewhat mixed feelings. It is perhaps surprising therefore to discover that football was a little late in coming to Merseyside. The Lancashire Football Association had been formed by thirty clubs in 1878 but most of them were easterners from the cotton districts. The Liverpool and District Football Association did not appear until 1882. Similarly Birmingham newspapers mentioned 811 local football matches in 1879-80; Liverpool newspapers noticed only two in the same period.<sup>1</sup> It is not entirely clear why there should be this time lag. One factor might be the popularity of rugby among middle-class young men in Liverpool. The spread of football to working men in Liverpool may have been inhibited by the city's unique industrial structure in which manufacturing played a relatively minor part. Capital and enterprise had long been concentrated in port services and transport, providing a range of usually unskilled and casual employment with its accompanying characteristics of low pay and few and feeble labour organisations. The five and a half day week, with its free Saturday afternoon, did not benefit most Liverpool workers until well into the 1880s and beyond.<sup>2</sup>

On the other hand Liverpool did have more than its fair share of clerks, 19,000 in 1872, and, according to the Census of 1911, 504 for every 10,000 males above the age of 10 employed, compared with 264 in England and Wales as a whole.<sup>3</sup> As a group clerks appear to have been keen games players and club formers. It is almost certain that several of the young men who began to kick a ball about in Stanley

T. Mason

Park in the mid 1870s were employed in the expanding administrations of the commercial sector. An interesting description of this early form of the game was provided thirty years later by a participant who, as 'The O'Whatmore, for many years wrote the 'Football Notes' column in the *Porcupine*. The churches were involved from the 'first day that a real game took place between sides which were picked on the ground', as 'amongst the selected were the Revs. W.E. Jackson and R.H. Marsh. . . . Some of the players had donned special garments, but the majority wore their ordinary clothes, and piled their superfluous garments by the side of the goal-posts, enjoining the man in goal to keep his eye on them'. The standard of play was obviously variable. 'Of combination and dribbling nothing was known. The idea was to kick the ball as far as possible, and run after it in the hope of getting it again. . . . It was sometimes difficult to decide whether a goal had been scored. There was no net and no crossbar - a thin band of tape doing duty for the latter.

Matches took place but infrequently, and there were not many people to look on. . . . In those days we clubbed together to buy the necessary materials. We put down the sockets for the goalposts in the park, and before and after the match carried those goalposts from the ground. Football cost money even in those days - and the players had to find it'.<sup>4</sup>

St. Mary's, St. Peter's, St. Benedict's and St. Domingo's, among other church teams were playing matches on Stanley park during 1878-79.<sup>5</sup> St. Domingo's Methodist Church was a recent foundation, having been opened in 1870 following the closure of three city centre churches.<sup>6</sup> A cricket club was formed some time during the 1870s and a football team in 1878. In 1879 St. Domingo's changed their name to Everton. At the same time they decided to locate the headquarters of the club at the Queen's Head public house in Everton village and mine host, for a time, acted as Secretary. These changes of name and headquarters probably reflected a wish to become independent of the church and recruit playing members from a wider constituency, a constituency clearly becoming available. Two football clubs in Liverpool in 1878 had become 151 by 1886, by which time Bootle, Everton, Liverpool Caledonians and Liverpool Ramblers occupied the premier places in the city.<sup>7</sup>

The eighties, then, were a decade when football really took a grip on the popular imagination and nowhere was



this expansion of fortune more astonishing than in the Everton club. By 1891 the team had become champions of the Football League in its third season and had appointed a permanent salaried Secretary to look after the day to day affairs. Since 1884 it had been playing on an enclosed ground fronting Anfield Road and gate receipts had increased ten times from about £600 to £6,000.<sup>8</sup> And of course by then, the club was paying its players. Even before professionalism it was attempting to corner the best local talent and had a reputation for being able to persuade the better players from other local clubs to throw in their lot with Everton. When professionalism was reluctantly accepted by the Football Association in 1885, Everton had wasted no time in signing their first paid players. A halfpenny Saturday evening football paper, the *Football Echo*, had devoted a good deal of space to the club's doings since the autumn of 1889.

But if everything on the field was lovely, everything off it was not and one man had much to do with both states of affairs. That man was John Houlding. Houlding was a real rags to riches figure. Beginning as an errand boy in a custom house he progressed *via* cow-keeper's assistant to brewery foreman before setting up on his own as brewer of Houldings Sparkling Ales. He owned several public houses including the Sandon Hotel close to the future Anfield Road ground. Moreover by the end of the 1880's he was a well known figure in local political circles, frequently referred to in the press as King John of Everton. He was chairman of the Everton Conservative Association, of the West Derby Board of Guardians and from 1884 he had been member of the City Council for Everton and Kirkdale ward. He was to become an Alderman in 1895 and, after a certain amount of unsavoury politicking inside his own party, Mayor in 1897.<sup>9</sup> He was a Free Mason, Orangeman and a 'Parochial patriot' in Waller's neat phrase.<sup>10</sup> He was also president of the carters' union, dropped his aitches and was generally the kind of tory who found no difficulty in enjoying the more popular manifestations of the popular culture of which by the 1880s football was clearly one. It seems doubtful that he ever played organised football, he was fifty in 1882, but he had apparently turned out for the Breckfield Cricket Club.

It is not clear when he first became involved with Everton F.C. He was certainly President for the 1882-83 season.<sup>11</sup> In 1884 he played an important part in the club's move from a ground in Priory Road to Anfield. What happened after that

is well known and the details cannot be entered into here. Nonetheless, the events which were to give birth to the Liverpool Football club cannot be entirely ignored.

The Anfield Road site had been owned by another brewer, John Orrell, and when the club had moved in Houlding had arranged to be their representative tenant. When the club began to do well he ended what had been a nominal tenancy and substituted a sliding scale procedure so that as the club's income increased, so would their rent. By 1889-90 this had increased from £100 per annum to £250, a sum a good deal in excess of that paid by other similar football clubs.<sup>12</sup> Members were further provoked by Houlding's attempt to sell to the club some land which he owned adjoining the Orrell holding, at what was considered an inflated price. When a meeting of the membership turned down his proposals, Houlding gave the club notice to quit and registered his own Everton Football Club and Athletic Grounds Company Limited. At a packed meeting of the club, all but a handful of members rejected the Houlding scheme and resolved to take their club to play elsewhere. Another blow to King John was the F.A.'s refusal to allow him to call his new club Everton. So he called it Liverpool instead. His money and the expertise of some of the Everton members who had gone with him built up the Liverpool team from scratch.<sup>13</sup> Meanwhile the Everton club had formed a guarantee fund including subscriptions from W.P. Hartley the jam maker and Hudson the soap manufacturer. A limited liability company was formed and a rough piece of land on the north side of Stanley Park bought for £8,090. One of the members, Dr. J.C. Baxter, put in an interest free loan of £1,000. Goodison Park was ready for the start of the 1892-93 season.

It is still not entirely clear why Houlding took the line he did. He could hardly have been short of money. Some contemporary suggestions claimed political differences to be at the root of it but as the *Liverpool Review* pointed out, the Everton club were 'Tory to the backbone'.<sup>14</sup> It is possible that some members disliked the club's reliance on the drink interest. By the end of the controversy there was clearly some personal animosity. But it seems that it was Houlding's commercial instincts and his determination to use his power which really provoked the opposition. Football might be a business but it was not there to make money for one man, particularly as it obviously already helped sell his ales and probably helped his political standing

in the community too. Houlding seems to have made a considerable misjudgement. But it's an ill wind and as contemporaries pointed out, it left Liverpool twice blessed with two professional football teams, instead of one.<sup>15</sup>

Who were the kinds of people who ran these teams and to what purpose? If we take Liverpool first it remained something of a one-man band in terms of shares on paper and power in the boardroom for the remaining ten years of John Houlding's life. His shrewdest move was probably to persuade Tom Watson to transfer from Sunderland and become club secretary with full responsibility for the playing side. Watson was an ex-schoolteacher who had recruited the highly successful Sunderland team of the early 1890s. After the death of John Houlding in 1902 his son William sold out the Houlding interest and the 1,500 £1 shares became more widely distributed. In 1905 four of the Liverpool Board of directors had been formerly members of the original Everton club. The vaccination officer, brewery manager, solicitor and provision merchant had all been among the minority who had followed John Houlding in 1892. By 1905 they had been joined on the Board by a licensed victualler, relieving officer, schoolmaster, a gentleman and an undertaker. The continuity of personnel on the board from 1905 until the second world war is very striking. By 1914 the brewery manager and solicitor had gone, replaced by a coal merchant and a stone merchant. The licensed victualler and gentleman had also gone to be replaced by another licensed victualler and another gentleman. John Asbury, provision merchant, remained on the board throughout the inter-war years. Thomas Crompton, licensed victualler, remained a member until his death in 1934 as did Williams the undertaker, who died in 1929. Martindale the coal merchant was replaced by Berry, the original solicitor, in 1926 but came back to take Berry's place when he died in 1931. W.H. Cartwright, insurance manager, joined the Board in 1920 along with timber merchant W.H. Webb and both were still serving in the autumn of 1947 when Mr. Cartwright died. Furthermore the vaccination officer was John McKenna who probably only left the Board in 1922 because he found his duties as Football League President and F.A. Councillor sufficiently onerous and time consuming. To sum up 28 individuals served on a Liverpool Board of 9 or 10 strong between 1892-1939.

The Everton directorate shows a similar pattern. Three of the original subscribers to the new company in 1892 were

W.R. Clayton, described as a forwarding agent, J.G. Davies, a warehouseman and Dr. J.C. Baxter. They all remained on the board until their deaths in the 1920s. Dr. C.S. Baxter, son of J.C., was also elected to the board in the 1930s and served until he too died in 1954. A.R. Wade, a member of one of the older families who had worshipped at St. Domingo's and who had himself played for Everton in the early days became a director in 1921 and stayed until his death fifteen years later. Ernest Green schoolmaster, joined the board in 1913 and was still on it at the outbreak of the second world war and Andrew Coffey, provision merchant, was a member from 1912 until 1942. But the club was dominated by Liverpool solicitor W.C. Cuff who was its Secretary from 1901 to 1918 and a Director from 1921 until 1946. During the inter-war years most retiring Everton Directors were returned unopposed by the annual shareholders' meeting. A total of 26 individuals were Directors at some time between 1892 and 1939 while the size of the Board was usually between eight and ten.

Summing up, you can see from this what kind of people became Directors. Once John Houlding had departed, neither club's directors appear to have been drawn from Liverpool's wealthiest or most prestigious families. There were no Booths, Gladstones, Holts, Hornby's or Rathbones among them. None of them appear to have matched Houlding in wealth at least up to 1929.<sup>16</sup> But they were comfortable and eminently respectable, the kind of men who had no difficulty in raising mortgages or bank loans. They were the solid citizens who got things done and believed in the value of experience. When John Houlding had been alive they had talked of making Liverpool more popular and of 'putting football in the hands of the people' but they did not mean the small shareholder let alone the sixpenny spectator. They meant themselves.<sup>17</sup>

If the social and occupational backgrounds of the Directors of the two clubs showed distinct similarities, so did those of the shareholders. Moreover, not surprisingly it reflected the structure of Liverpool's commerce and industry. The most numerous occupational groups among the small shareholders of both clubs were clerks, managers, bookkeepers and merchants. Everton in 1920, for example, had 111 clerks, most of whom had two or three shares each. 30 managers were the next largest group. Liverpool evinced a similar pattern with 53 clerks leading 18 managers and the same number of bookkeepers. By 1939 Liverpool's clerks had

gone up to 59 and interestingly the next two highest categories were married women 30, and widows 27, both perhaps reflecting the shorter life expectancy of men and the carnage of Flanders. One peculiarity of the Liverpool shareholders was the large number of policemen, 18 in 1914. Although it was down to 5 in 1939 one Police Sergeant had 170 shares. In general, individual shareholdings at Liverpool were much larger than at Everton. Both the nominal and actual capital was larger at Liverpool and it is possible that this reflects the more overtly commercial foundation on which John Houlding insisted in 1892. Everton, on the other hand, retained more of its original structure as a members club. Its roughly 500 individual shareholders in 1920 is close to the 431 who had bought shares by the annual General Meeting of 1892.<sup>18</sup> Liverpool had about 300 shareholders through the inter-war years.

Shareholders, of course, had certain privileges. The possibility of a 5% dividend before the first war – it was increase to 7½% after 1918 – and cheap admission to matches. In 1905, for example, Liverpool were offering a 7s. 6d. ground season ticket for one share and a free season ticket to the grandstand went with 20 shares. But shareholders, like directors, were more likely involved for the psychic rather than the material benefits although after a particularly good year at Goodison in 1907 one shareholder thought they should pay out more than 5%.<sup>19</sup>

There was certainly money to be made out of football, particularly in Liverpool. Liverpool made a profit in every year between 1900 and the curtailing of the professional football programme in 1915 and Everton only once failed to make a profit between 1890 and 1915. By 1907 Everton's assets totalled £30,000 and their income in 1906–07 had reached almost £22,000, a sum not equalled by any other British club. The inter-war years were not quite so spectacularly successful but dividends were nearly always paid. Everton had six profitable seasons out of the eleven years before 1939 and Liverpool appear to have lost money in only four of the inter-war years.

Most of this money was probably ploughed back into the clubs. Everton, for example, built Goodison Park from a virtual waste land in 1892. The club spent £41,000 improving it between 1906 and 1909.<sup>20</sup> Although Everton built the first double decker stand in 1909, improvements were not only designed for those spectators who could afford a seat. In the same year, for example, a vast ash banking was

## The History Of Everton season 1929-30

Billy Smith the author of the Blue Correspondence Book has spent years researching Everton's History from Newspaper archives Although there are a few spelling mistakes due to limited time I am sure you will enjoy the information. Billy can be contacted by email [bluecorrespondent@bluebottle.com](mailto:bluecorrespondent@bluebottle.com)

his place until this season when Robson stepped into the right half-back position. French has gone well with the reserves and Kennedy has proved a useful reserve defender.

Everton have in recent months transferred several noted players including Troup and Ritchie, who join Dundee, and have since proved a immense worth to the Scottish club. Lewis the left half and Attwood, centre-forward are also on the list.

Dean is brought back again and his many friends hope that he will be able to regain the form which has proved so dazzling in the past. Everton need the strongest effort, just now and I am sure the players will make every effort to secure victory. Thomson is placed at centre-half, a position with which he is familiar and this move enables Griffiths another strong player who, to my mind is better on the wing than in the centre, to take up the right half-back berth.

Mepherston that cool and clever Scot, returns to the left berth, the team seems to be strongest at the command of the club, at present time. It has been a case of whole sale alterations and only Sager, Critchley, and Martin are retained in their places they occupied last Saturday. The players selected have gone to Huxton and Everton have made a wise move in adapting the idea to help them in their present difficulty.

Liggins who plays in the "A" team is playing for the second team on Saturday against Sheffield United reserves, while Tower and Hewitt who have been on trial are from the north-east coast district.

APR 9, Towers (Cockfield Durham), T Parker (Northern Nomads), Fryer (from Helsby) are playing on trial for the reserves to-day in against Liverpool reserves.

APR 11, Everton have made a surprise change in their team for their vital game with Grimsby town to-morrow, Sager had been chosen to keep goal, but so well did Goggin the former Bristol City goalkeeper play in the reserves match on Wednesday, that the directors decided to place on him the onerous duties of defending the goal against the rushes of the fisherman. Goggin is the third goalkeeper tried by Everton in the first division this season, while five different players filled the centre-forward berth.

APR 16, Dean the Everton international centre-forward and record goal scorer will not play in the Everton vital game against Burnley at Goodison Park on Friday.

The Everton directors in choosing the team decided to replace Dean by White who has assisted the club in various positions through out the arduous campaign, Dean has not been playing in that form, which gained for him the reputation of being the finest centre-forward England has had for years. But the fact that former Tranmere Rovers player has been deposed at this critical period in the club's history has caused great surprise, and a deal of comment among the supporters, who fear that for the first time the Goodison club, will go into the second division.

Mr C.W. Cuff, the chairman of the club interviewed last night by the "Daily Post" give a denial to a report that Dean would not play again for the club in the remaining matches this season. The club has not suspended Dean," Mr Cuff said" in regard to the statement that he will not play again, this season the club has not decided that, the selections of the team for future matches will depend entirely as usual on the immediate circumstance.

APR 24, Everton against Sheffield United on Saturday, makes a meeting of the utmost importance. By winning five goals to nothing Everton's goal average would be in front of Sheffield United's average by a thousand part of a goal. As Sheffield United have two away matches each in Lancashire. Everton have chosen the same side that beat Burnley and drew with Manchester United last week. Except that at Manchester United Rigby was unable to play, and now returns to the side. A record crowd is expected at Goodison Park. It is noteworthy that Dean for the third match in succession is not in the eleven.

MAY 1, for the last and most vital match of the campaign against Sunderland at Goodison Park on Saturday, Everton have decided on the team which gained full points at Huddersfield

MAY 5, the rigour of the football league competition is such that no club, no matter how rich in finance and in tradition is free from the penalties of failure, and so Everton the aristocrats of the football world as it were, suffer the penalty of relegation from the first division, which they have adorned uninterruptedly from the foundation of the league in 1888. The final rally in the last five matches, termination with a 4-1 victory over Sunderland proved unavailability. Thus after forty-two years, during which Everton alone of the original twelve clubs kept their heads up, they have to

how eventually to fate. Aston villa and blackburn rovers had been voted in on the extention of the league on a previous occasion and, these clubs are now the only survivors of the originals. Who have not had to undergo the fire of second division football.

JUNE 2. davies kelly off everton had their fees reduced by everton, kelly granted a free transfer.

JUNE 3. the report of the everton football club issued to-day, shows a loss of £12,560 on the years working compared with a profit of £9,406 11s 4d for the prevoius year. The income from gattes receipts and proceeds of matches played away amounted to £51,456 12s 1d while players wages and transfer fees cost £35,574 compared with £12, 872 10s in the previous season. incometotally £52,531 and expenditure £65,097.

The annual general meeting of the shareholders will be held on Friday june 13<sup>th</sup> at 7.30pm in the central hall renshaw street. The directors recommend the payment of the dividened at the rate of 7 and half per cent. The retiring directors are messrs. A coffey, WC cuff, and J sharp, and they offer themselves for re-election. Nominations have also been received on behalf of messrs. fred W lake of 18 kimberley-drive great crosby, and charles wright of 73 eton street Liverpool. The chief account are appended.

Income and expenditure for year ending 3<sup>rd</sup> may 1930

May 1929		May 1930
1929 12,872 10s 0d	to players wages and transfer fees	£35579s 0d
£1,170 10s 6	players benefits	£1,225 0s 0d
£0, 341 ss 9d	medical fees players accident insurances etc	£0,589 5s 1d
£5,522 6s 6d	gate division to vistors	£5,496 3s 8d
£3,385 10s 8d	travelling expances	£3,395 0s 11d
£0,382 10s 6d	advertising billboards, printing and stationary	£0,321,0s 0d
£1,437 18s 0d	gate expenses checks etc	£1,360 6s 10d
£0,930 19s 1d	traning expenses trainers wages	£1,249 2s 10d
£2,720 14s 11d	ground expenses and groundmans wages	£2,264 6s 3d
£0, 146 5s 4d	national heath and unemployment insurances	£0,135 1s 1d
£2,872 11s 3d	rent, rates, taxes, lighting water, telephones insurances etc	£3,982 10s 4d
£6,920 10s 10d	entertainment tax	£7,059 10s 4d
£1,057 19s 9d	office experices secretary salary postages etc	£1,067 12s 3d
£0,295 18s 1d	banks interst and commissions	£ 0,290 11s 11d
£0,332 11s 10s	clothing materials and stores	£0,340 14s 1d
£1,218 3s 0d	league percentage subscriptions contribution etc	£0,640,1s 5d
£0,068 7s 11d	law costs accounts charges	£0,075 19s 9d
£1,406 6s 7d	cost of jubilee and league champions celebrations including history sourenir	----
£43,103 18s 1d	balance of profits	
£09,406 11s 4d	loss accounts	£65,091 15s 1d
<b>TOTAL</b>		<b>£65,091 15s 1d</b>

INCOME

£44,802 11s 0d	by gate receipts proceeds of matches away etc	£45,450 3s 7d
£06,320 16s 10d		£06,006 8s 5d
<b>TOTAL</b>		<b>£51,456 12s 1d</b>
£52,123 7s 10d	percentage of internationals match	£00,059 7s 0d
£00,190 6s 1d	season tickets	£00,612 2s 0d
£00,830 3s 6d	advertising contractors for programmes, boarding and refrestments	£291 2s 0d
£00,272 8s0d	share transfer fees	£00,001 5s 0d
£00,001 15s 0d	rent from subtanents	£00,111 5s 0d
£00,093 10s 0d		
	<b>total</b>	<b>£52,531 13s 7d</b>

balance to profits and loss accounts	£12560 1s 6d
<b>TOTAL</b>	<b>£65,091 15s 1d</b>

PROFITS AND LOSS ACCOUNTS

£116 17s 0d	to dividened declared 28 may 1929 of 7 half per cent per annum less income tax	£116 17s 0d
£3,181 16s 5d	to depreciation now writen off stands etc 10%	£2,863 13s 0d
£56567 0s 3d	to amount of exenditure in excess of income	£12560 1s 6d
<b>TOTAL</b>	to balance carred forward	<b>£42,050 6s 4d</b>
£59865 13s 8d		£57,596 16s 0d
£49,647 7s 7d	by surplus at may 1919 as per certified accounts	£56,560 0s 3d
£00,234 12s 11d	by income from gwladys street property	£00,335 6s 5d
£00,448 17s 4d	by income from goodison avenue etc property	£00,544 5s 8d
	by interst from investments	
£125,0s0d	by war loans	£125,0s0d
£003 4s 6d	by consolidated loans	£003,4s 6d
£09,406 11s 4d	by amounted incomeexcess of expenditure	
<b>TOTAL</b>		<b>£57,596 16s 10d</b>

JUNE 4. everton have secured the transfer of clifford britton, the young bristol rovers left back, who for the past two season has been a regular member of the first team. No more than twenty-years-old. Britton stands 5ft 10ins and weights 19 st 10lbs

JUNE 7. everton have signed H howe from southport, he is a left back of great promise, prior to joining the southport club, he was on the books of slelmersdale united. He stands 5ft 9 and half inches weights 11<sup>st</sup> 7lbs and is twenty-three.

JUNE 12. weldon the everton inside forward, has been transferred to hull city. The scot was secured three seasons ago, when everton were in dangerof the fate, which has over taken them this year, and he proved a most useful reciut. His shooting at the time being a valvable asset. But, he got few chances last season. at his best he is a forceful forward, who dribbing with resource and he went to prove of great worth to hull city. French a local centre-forward and J white, the formerly of blackburn rovers have been granted free transfers.

JUNE 14. a vote of no confidents in the everton directerate was defeated at the annual meeting of the club, which was held in the central hall, renshaw street last night. 61 voting in favour and 82 against. Mr WC cuff in presenting the report and accounts for the season's working said, the directors regretted that the income and expenditure account shown a loss of £12560, that loss was attributable to the abnormal amount paid for the transfer and league registration of the players,, during the season they would observe that the loss, had been transferred to the profit and loss account, and after making the usual reserve for depreciation the balance standing to be credit of that acount was consquently reduced from £56,570 tp £42,066. The directors were of opinion that this balance justified the recommendations of the usual dividend of seven and half per cent on the called up capital.

1930 / 31 Team



In calling attention to the amount standing to the wages and transfer fees account, Mr Cuff said the directors had always adopted the policy of paying for the transfer fees of players out of the revenue. That was not the policy of every club but the Everton preferred to pay as they went along," we regard the fees paid for the transfer of players as being exceedingly precarious, incapable of anything like an accurate estimation of their value and consequently we do not include those on the asset side of our balance sheets."

The policy they adopted made for Sunday finance and give the true financial position of the company. Gate receipts had increased," we have to confess continued Mr Cuff "that this has been the most disastrous season in the history of the club (cries of "shame") it is exceedingly unfortunate that after forty-one years in the first division we should have to accept the position of relegation into the second division. That was a fate, which had to happen to two clubs every year, and it was by no means singular for Everton to occupy that position when it was realised that many of the clubs who, with Everton comprised the league in 1888, had been in the second division at some time in their career. The main cause of their unfortunate season had been the inexplicable loss of form, on the part of several of their players. That club, had been distinctive unfortunate in a number of their matches and we could quite understand the players having got into a very despondent state of minds. The fates were certain against them but by a wonderful effort during the closing weeks of the season, they had managed to pull themselves together to a remarkable extent and had succeeded in obtaining none out of the last possible ten points. The club had also suffered considerably through injuries to their players which had necessitated seven operations, we hope this would take their relation as sportsmen, but with the determination to make their stay in the second division a short one. No ten shareholders could have done than the directors had done in their efforts to avoid relegation and they were determined that no stone would be left unturned to wipe out the stain that was on the Everton escutcheon. Mr WJ Sawyer seconded, the adoption of the directors report which was carried there being one dissentient, Mr Minto, one of the shareholders said, he thought the club was the most mismanaged club in the league. If the Everton directors had the interest of the club at heart he proposed that they should resign. Pointing to the fact that eight years ago he had expressed a similar sentiment. Mr Davies another shareholder, said that during the last ten seasons the club had paid in wages and transfer fees a net amount of £197,000. Ten thousand pounds a year ought to be a fair wages list for a club like Everton. The club had never really had a sound team since the war, it had cost them £100,000 to get into the second division. Perhaps directors would say how much it would cost them to get them out. Mr Russell another shareholder is pointing to the fact that two names had been put forward for the seats vacated on the directorate by three retiring members, said it was no use going on with the election and leaving the directorate as it stood. If a change was made at all, it should be a complete change. Your predecessors resigned" he said, and we elected you in their place to carry on the fortunes of the club, but now we find that you have been too long in office and it is advisable to make a change after the rest of the voting had been announced, Mr Cuff dealt at length with the FA's ruling that the surplus profits of a club upon being wound up should be distributed among the other clubs or among charities and benevolent institutions. So far as the Everton was concerned, their articles of association did not contain that clause, and he trusted that some amicable agreement would be arrived at between the FA and the club whereby the major portion of its surplus money would be retained by the shareholders. The result of the polling for the vacancies on the directorate resulted as follows:- Mr WC Cuff 384, Mr A Coffey 371, Mr J Sharp 367, Mr FW Lake 191, and Mr Charles Wright 166, the three retiring directors were therefore re-elected.

The following is a list of the players signed for next season:- goalkeepers Coggins, Sager, full backs Cresswell, O'Donnell J, Williams, Common, Howe (Southport) Parker (Adlington), half backs, Hart, Griffiths, McPherson, McClure, Bryan, Robson, Towers, Britton (Bristol Rovers) and Thomson, forwards, Critchley, Wilkinson, Rigby, Dean, McCambridge, Johnson, Webster, T White, Chedzoy, Stein, Martin, and Cunliffe (Darlington).

Amateur's placed on the books are :- JR Britt (goalkeeper), J Taylor (full back), AG Liggins, A Manson, R Walton, J Fryer, TH Parker and J Mercer (forwards)

JUNE 20, I think followers of Everton will be pleased to learn that Dunn, the Scottish international inside-right, has been re-signed by the Goodison club. Everton had placed a fee of £2,000 for his transfer, but this figure was reduced to £1,250, when the Hearts of Midlothian club made inquiries concerning him. In my opinion, it was a very low fee, Dunn is one of the cleverest forwards in the game, but got few chances last season. Following a foot operation, Everton have now thirty professionals on the books.

## The History Of Everton Football Club 1930-31

**AUG 9 1930**, a selected side of everton players will provide the opponents at malden lane, clubmoor (behind the picture house) on Monday, and Tuesday evening next at 6.30pm against the clubmoor cricket club, when there will be a collection for the groundsmen's benefit. The everton team will be, dean (wr), towers (j), vtyan (lf) white (ta) williams (bd) barton, critchley (e)m., rigby (a) gee (c, wilkinson (j), webster (cr), thomson (j), chedgzoy (s) (jun)

**AUG 13**, everton footballers were defeat by clubmoor by 61 runs, gee and rigby resumed the innings and the pair added 38, before rigby was caught by somerville. At the same score martin wicket fell further misfortune befell everton when futher batsman left for the addition of a couple of runs. The innings eventually closing at 61. Harling was in good form, and out of 18 overs had 11 maidens, and claimed eight wickets for 20.

Everton, cr webster c roscoe b harling 0, j kelly b tomlinson 0, a rigby c somerville b harling 22., c gee b harling 20, g martin b harling 0, lf vryan c tominson bv harling 2, wr dean c somerville b harling 0, j thomson c tomkinson b jones 0, s chedgzoy c tomkinson b harling 3, j wilkinson b harling 0, e critchley not out 1, extras 4 total 61

Clubmoor, rl domerville run-out 40, l nuttall c gee b martin 24, h rodeland c gee b martin 4, te williams b martin 0, gj tomkinson c martin b towers 35, j harling c dean b martin 6, jj roscoe c critchley b rigby 10, am roberts b wilkinson 0, ga jones c chedgzoy b rigby 4, gallagher not out 10, tj gatcliffe b wilkinson 0, extras 0 total 122.

**AUG 16**, the everton directors have chosen williams, the right full back as captain of, the team for the coming season. williams while with swansea, before joining everton last season had considerable experience of second division football and this knowledge should stand him in good stead this season.

**AUG 19**, everton were unfortunate in their first practice match at goodison park last night, as the result of a accident, the club will be deprived of the service of britton. The player, who was a right-half in the whites team, were injured in a collison soon after the start, and had to leave the field, his place being taken by robson.

**AUG 23**, a report published yesterday, that the everton directors had decided not to engage any more scottish players, had brought a denial by the club. The story is described by everton officallys "ridiculous" mr tom mcontosh the secretary said, "it is the first I have heard of it, certainly it has never been a official decree not to sign scottish players. It would be ridiculous to make such a bar we never know when we shall need a scottish player and to place a self imposed bar on our own signings would be foolish.

**AUG 25**, arthur davies, the everton goalkeeper, who had been on a fee of £2,000, which was gradually reduced to £250, has been signed by exeter city. He left Liverpool during the week-end to fix up with the devonshire club, whose managerment is now held by mcdervitt, the former Liverpool footballer. Davies joined houghton and gray two ex-merseyside men, who are now with exeter city. Davies twelve months ago was looked upon as the coming goalkeeper forr england, but he had lapses last season and everton them tried sagers., and after woulds coggins of bristol city. There was then no room for davies, who was put on the transfer list. West ham and other were inclined to take him at the final fee. But exeter got there first. Davies went to everton after serving new brighton flint and others. He asked everton to be allowed to show his capabilities as a goalkeeper and was signed on. Davies assited everton to win the championship three season ago. He took part in everty match in the following campaign and last season figured in twenty eight league matches. He played for the english league against the irish league at goodison park. He stands 6ft 1in and weights 12st.

**AUG 27**, the everton directors, at their meeting last night selected the team to play plymouth arygle in the first division two league match, at plymouth on Saturday. It will mark everton debut in the second division and there are high hopes, that it will be the goodison club's first and last season in that section. The side chosen is practically the same team that did so well in the closing games of last season.

**SEPT 18** everton dropped their first point of the season yesterday, when cardiff city created a surprise by drawing at goodsion park. dean was injured in the first half at yesterday's match and will be unvable to play against port vale, at goodison park on Saturday. This is the first time the

To be continued in next issue



BLUES 6 WHITES 2

AUGUST 18<sup>th</sup> 1930

PRACTICE MATCH

GOODISON PARK

GOALS McCAMBRIDGE (1-0) (2-1) MARTIN (1-1) (6-2) STEIN (2-2) DEAN (3-2) (4-2) (5-2)

TEAMS

BLUES (2-3-5) COGGINS (W) WILLIAMS (B) (CAPT) LOWE (H) McPHERSON (L) GRIFFITHS (TP) THOMPSON  
CRITCHLEY (E) WHITE (T) DEAN (W) MARTIN (G) RIGBY (A)

WHITES (2-3-5) GAGAR (T) COMMON (E) CRESSWELL (W) BRITTON (C) (T ROBSON ) GEE (C) TOWER  
WILKINSON (J) DUNN (J) McCAMBRIDGE (J) WEBSTER STEIN (J)

ATT 10,000

ADDITIONAL CLIFF BRITTON BROKE COOLAR BONE (10)

BLUES 3 WHITES 3

AUGUST 23<sup>rd</sup> 1930

PRACTICE MATCH

GOODISON PARK

GOALS MARTIN ( ) CRITCHLEY ( ) WHITE ( ) ( ) McCAMBRIDGE ( )

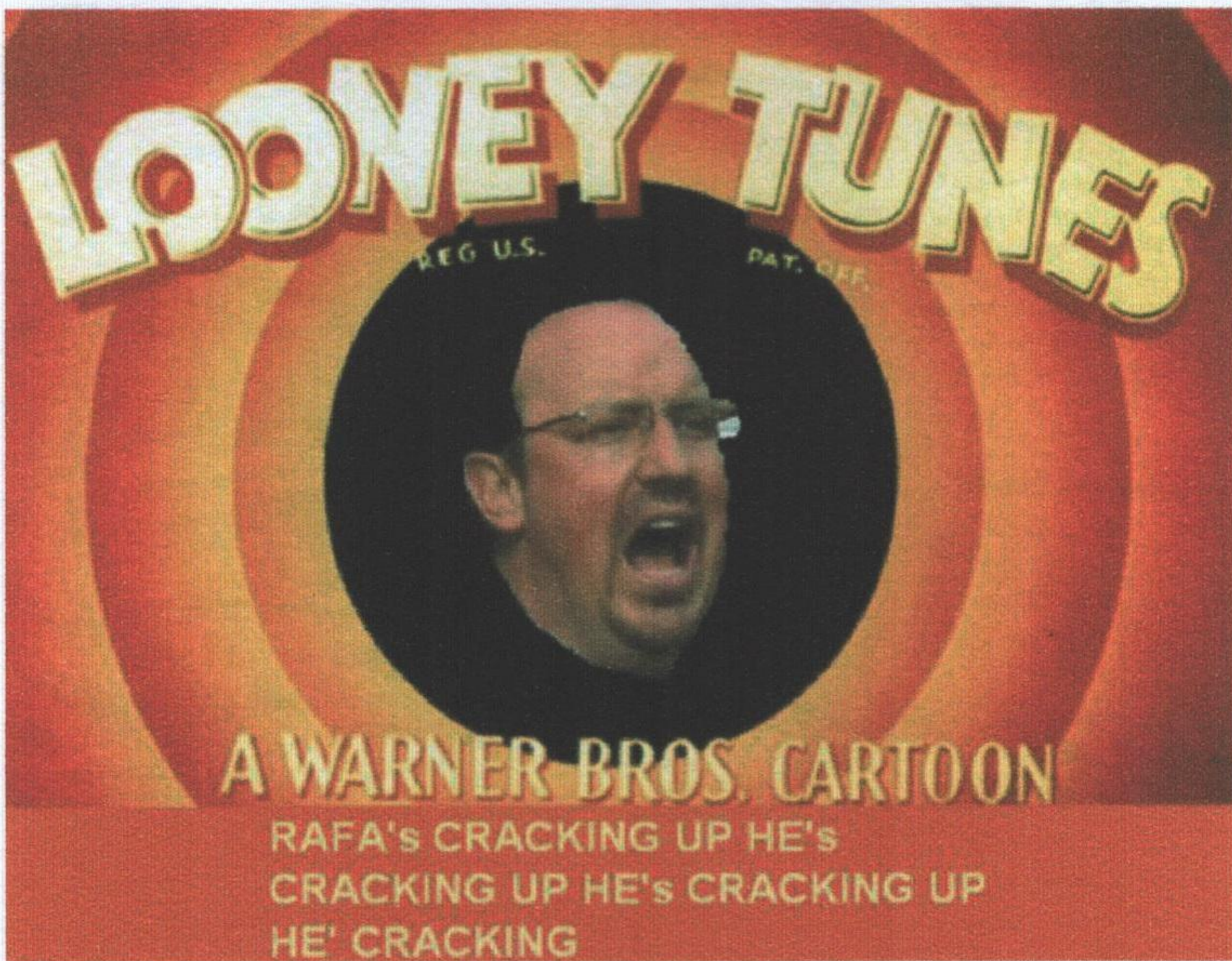
**MISSED PEN**, McPHERSON SHOT SAVED BY TED SAGAR

TEAMS

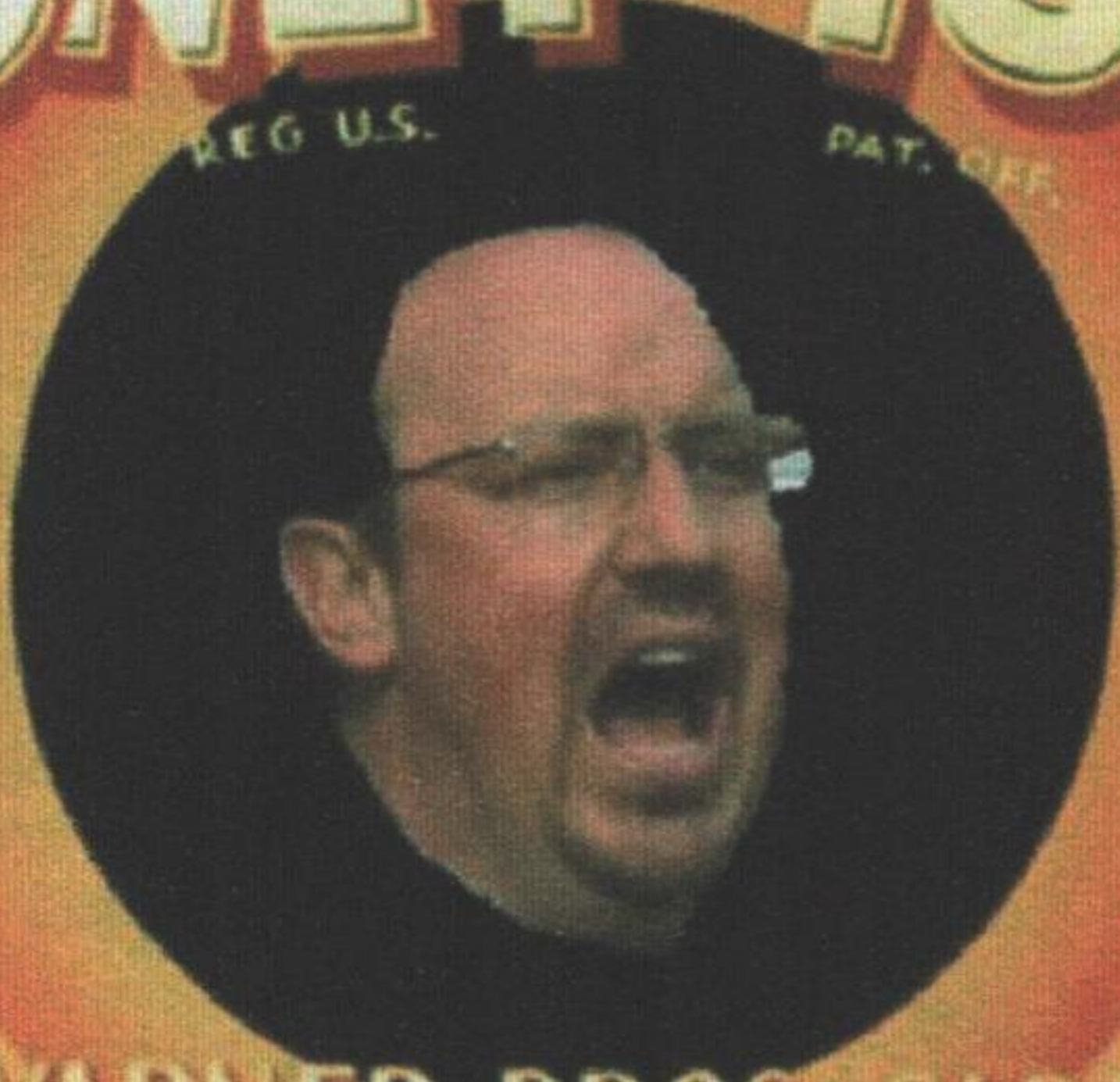
BLUES (2-3-5) COGGINS (W) WILLIAMS (B)(CAPT) CRESSWELL (W) McPHERSON (L) GRIFFITHS (TP) THOMSON  
(S) WILKINSON (J) WHITE (T) DEAN (W) MARTIN (G) RIGBY (A)

WHITES (2-3-5) SAGAR (T) COMMON (E) LOWE (H) ROBSON (T) GEE (C) TOWER CRITCHLEY (E) DUNN (J)  
McCAMBRIDGE (J) WEBSTER STEIN (J)

ATT 12,000



# LOONEY TUNES



A WARNER BROS. CARTOON

RAFA'S CRACKING UP HE'S  
CRACKING UP HE'S CRACKING UP  
HE' CRACKING