

LEEDS UNITED

Memorabilia

A History of United
Artefacts and Paraphernalia

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LEEDS UNITED

A.F.C.

Chapter 1

LEEDS CITY

Before Leeds United existed, the Leeds public's sole professional football club had been Leeds City FC. The home ground was the same as now for United: the Elland Road stadium in the Beeston district in the south of the city. It seems that the preferred team colours were alike for both clubs too, naturally in a variety of kit styles over the years, mainly incorporating blue, yellow and white. City though, according to old newspaper reports, did wear emerald green jerseys as their change colours for a short while from around 1910.

Formed in 1904, by 1905 City had been elected to the Football League, competing in Division Two where they resided for the entirety of their existence. It was not a long existence! By 1919, Leeds City were no more, expunged from the Football League due to 'financial irregularities' committed by certain members of the club's board. In short, Leeds City had illegally paid guest players to appear for the team during the World War One years when by law they were only permitted to pay players'

expenses. It became quite clear that other football clubs committed the same misdemeanour but Leeds City were the only ones penalised in such a manner. What's more, as if to seal their own grim fate, and for reasons which have never been explained, the Leeds directors presented no defence to the charges and thus were expelled from the Football League.

Football collectibles, primarily cigarette cards, had existed in Britain for a few years before Leeds City FC began. But as well as the many cigarette/tobacco companies of the era giving away football cards with their products, other establishments sold packets of just football and sports cards from the late 1880s to the early 1920s. Firms such as John Baines, W.N. Sharpe and J. Briggs did this. The Baines firm claimed to be the first to do it, text on the rear of their cards declaring 'J BAINES, sole Inventor and Originator of the 1/2 d Packet of Cricket and Football cards.'

Naturally, memorabilia relating to Leeds City FC is scarce but we are privileged to be able to feature a number of items here.

J Baines – Football cards, early 1900s

The Baines company produced so many cards that the existence of precise checklists is highly unlikely. Strong powers of detective work are needed just to spot the player's name on the front of some cards! Baines cards are real collectors' items worth a small fortune. Their age, bright colouring and distinctive shaping makes them particularly attractive, I think. We are very grateful to David Gaertner for availing some of his marvellous collection.



We believe 'J Peart' is actually Harry Peart, a centre-half with the club from 1913 to 1915.



'W Halligan' is Billy Halligan, a centre-forward with the club for two seasons, 1909 and 1910.



Billy McLeod was signed from Lincoln City in 1906 for the princely sum of £350. He would play 301 games for the club and score 78 goals across 13 wartime-interrupted years. Incidentally, Leeds had bought him as a replacement for David 'Soldier' Wilson who had died from heart failure in October 1906 at Elland Road after playing in a match against Burnley.

Taddy – 'Prominent Footballers', 1907

By 1904, when Leeds City FC came into being, James Taddy & Co. tobacco company had been producing cards for over seven years. Their first-ever set of picture cards was titled 'Actresses'. The company actually originated in the 1740s, trading in not just tobacco but snuff and tea, too. Originally, their cards were inserted into the thin-paper packets to stiffen the casing and help prevent damage to the cigarettes. The 'Prominent Footballers' range was their first foray into soccer (an English word, not American, folks!), the initial series consisting of 595 player cards included individually with packs of Grapnel or Imperial Tobacco. There were 15 Leeds City player portraits in the series. Late in the 1907/08 season, a second series of 404 cards was issued, including 11 from Leeds City. A third series came out in 1914, of 401 players, but without any Leeds City ones.



Jack White, a full-back signed from Queens Park Rangers in 1908, represented Leeds City 64 times over two seasons. 'Jack' was not his real name. In fact, it was Jabez, which is of Hebrew origin.



**WD & HO Wills
(Scissors Cigarettes)
'Football Club Colours', 1907**

Wills was also among the first companies to include football cards with cigarettes. Fifty cards were in the series, in colour but spoiled by rather poor drawings of males in the football jersey of the team they supposedly represented! By 1914 the card designers had upped their game with their 'Famous Footballers' series which used proper monochrome photographic images and minimal colourisation added.

**WD & HO Wills
(Scissors/Star Cigarettes)
'Famous Footballers', 1914**

Leeds City's sole representative in this set was 'W. MacLeod', number 33 out of the 50 cards, given away with the two above-named cigarette brands. This was Billy McLeod, the prolific centre-forward who would command the highest fee when the club's assets were put up for sale in the, some would say, scandalous auction of 1919.

**Cohen Weenen & Co
'Football Captains' cards,
1907-08**

Leeds City's captain was the Scot, Tommy Hynds, though he only represented the side for one season.



**Ogden's
'Famous Footballers' cards,
1908**

The Ogden company began as a tobacconist shop in Liverpool in 1860. By 1890 the firm was operating six factories and warehouses and had become one of the largest tobacco companies in Great Britain. In 1894 they began providing free photographic cards with their newest brand 'Guinea Gold'. As for Leeds City FC, the first card from Ogden's was this one of Henry 'Harry' Bromage in 1908, part of a set of 50 which consisted of 40 footballers and 10 rugby players.



**Cope Bros
'Noted Footballers' cards,
1910**

Nine Leeds players with their photographs featured were included in this set.

**Gallaher
'Association Football Club
Colours' cards, 1910**

Young Tom Gallaher started his own business in 1857 at the age of 17 by making and selling roll pipe tobaccos. By 1888 he had offices in Belfast and London. The company produced its first set of cards, 'The British Army', in 1897, with their first set of football cards commencing in 1910. The Leeds City card features



a coloured illustration of Jim Tildesley, a quite curious choice as he was not a first-team regular nor, really, a famous name in the game.

Murray Sons & Co - 'Footballers' cards, 1913

This series of 104 cig cards contained, as far as records show, just one Leeds City player, shown only as 'Scott', probably Belfast-born goalkeeper Billy Scott who was signed by manager Herbert Chapman. Scott appeared just 26 times for the club, his signing an early foreshadow of controversy as Chapman apparently had paid him higher wages than was legally permitted.

WA & AC Churchman - 'Footballers' cards, 1914

Fifty in this set of cards which are sometimes referred to as 'brown', perhaps because of the text on the rear of the cards being that shade, or even because the monochrome photographs change with age to brown/sepia. Jimmy Speirs is the one Leeds player to feature albeit with the forgivable spelling error of 'Spiers'. Renowned for scoring the winning goal in the 1911 FA Cup final replay for Bradford City, the Scottish forward signed for Leeds City in 1912. As captain he would play 78 times for the club and score 31 goals, with league football interrupted by the onset of the First World War in 1914. Tragically, aged 31, Speirs was reported wounded and missing during the Battle of Passchendaele, Belgium, August 1917, with confirmation later that he had died fighting for his country.



WA & AC Churchman - 'Footballers' cards, in colour, 1914/15

This set of lovely illustrated cards has inset portraits of players as well as showing them in action in glorious colour. Leeds' only representative is Jimmy Speirs again, with his surname misspelled again.



A postcard signed 'Yours Sincerely Charlie Copeland 1916'. As soon as I read the name Charlie Copeland, I experienced booing in my head, similar to that reserved normally for pantomime villains. (Oh no it isn't!) Copeland was the Leeds City player who brought about the downfall of the club, in 1919, by reporting the club to the League. His actions would possibly be called blackmail these days. But, having said that, his actions also indirectly brought about the resurrection of the club, from City to United, so maybe he deserves a tiny bit of credit, too. Answers on a postcard, please. Not this one, though.



Charlie Keetley.

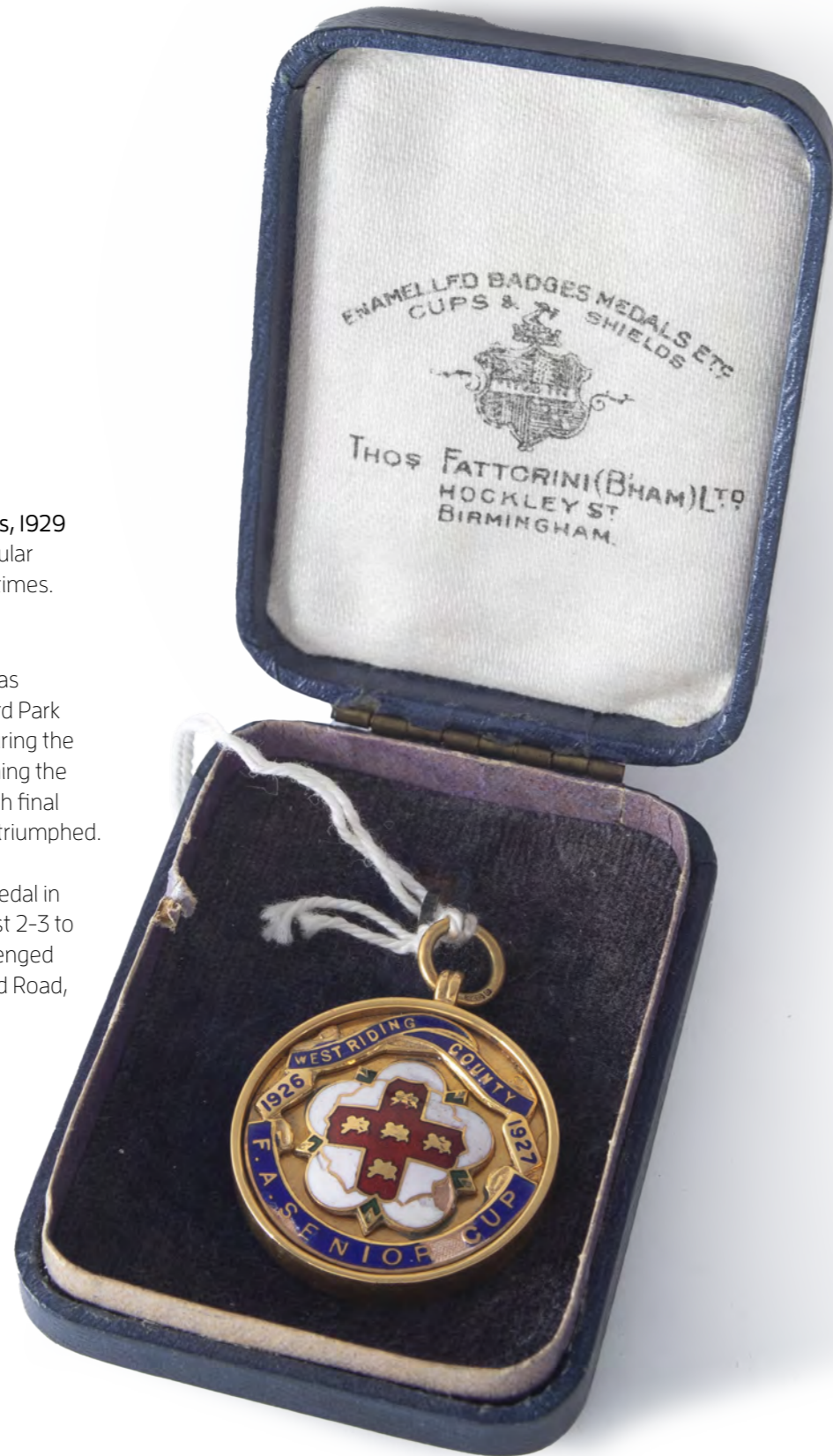
John Player & Sons - 'Footballers 1928-29' cards, 1929

Here is a Leeds player who contributed a spectacular scoring return. In 169 appearances, he scored 110 times.

The West Riding Senior Cup, 1920s

Over the decades, this 'minor' cup competition was contested by Leeds United, Bradford City, Bradford Park Avenue, Halifax Town and Huddersfield Town. During the 1920s, Leeds appeared in eight of the finals, winning the trophy four times. Each participating player in each final received a gold medal, regardless of which team triumphed.

A Leeds player's (possibly Willis Edwards') gold medal in its case from the 1926/27 final, in which Leeds lost 2-3 to Bradford Park Avenue, at BPA's ground. Leeds avenged the defeat in the following season's final, at Elland Road, winning 4-2.



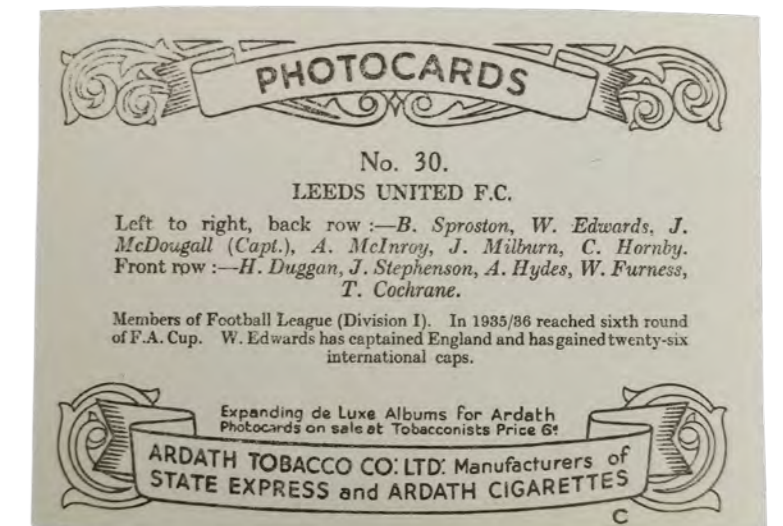
Chapter 1B

LEEDS UNITED 1930s and '40s

Having finished a laudable 5th in Division One in season 1929/30, Leeds United somehow followed that up in 1930/31 with second-bottom and relegation. Talk about inconsistent, and guess what ... Yes, they then won promotion again at the first attempt, as runners-up. After that, 1932/33 and '33/34 saw them end the season in 8th and 9th respectively, and then 18th, 11th, 19th and 9th in the ensuing campaigns. The 1938/39 football season, with Leeds 13th in Division One, was to be the last one completed before the outbreak of World War Two.

Ardath - 'Famous Footballers' cards, 1934

Ardath Tobacco Company was established in 1896 and their first cards appeared around the start of the First World War, amongst other renowned artists. Ardath's first football cards came in 1934, finely painted portraits of certain players, with Willis Edwards and Ernie Hart our club's two representatives. Edwards' playing career with Leeds commenced in season 1924/25 and, 444 games and six goals later, ended in season 1938/39 in his 36th year of age. He also played during the Second World War years but those appearances are not regarded as 'official' FL games. His working relationship with the club continued in various capacities, however, right through to the 1960s.



Here is Ardath's 1936 card of the Leeds United first-team.

Chapter 2A

TIN BADGES

Tin badges are my personal weakness when it comes to Leeds-collecting, particularly those from the 1970s. These next badges, measuring around 3cm in diameter, were given away early in the decade with the *Evening Post* (and *Green Post*, the sports paper) via a token redemption scheme. I do remember avidly collecting them but don't remember a thing about any redeeming requirements. I'm pretty sure there was a similar promotion held too involving full-colour portrait postcards of the Leeds player. They were a special collection, too.

Most of the next player photo-badges were on sale in the Elland Road Souvenir Shop during the mid to late 1970s. My ones here all found their way to me much later in life, and I'm constantly on the look-out for them. A checklist of each badge was never produced and so, I assume my search will probably go on for a lot longer. I can live with that, it's good to retain ambitions in life! As you can see, there were a few variations of the badges, which are 5.5cm in diameter, with photographs shot on the Elland Road pitch or Fullerton Park, and certain ones, effectively, clipped from a group photo shot from further out. Longer-serving Leeds players such as Eddie and Frank Gray, Paul Madeley, Allan Clarke, Peter Lorimer and Arthur Graham had different versions made too.



Arthur Graham

Eddie Gray

John Hawley

David Stewart

Allan Clarke

Peter Hampton

David McNiven

Paul Reaney

Tony Currie

Trevor Cherry

Carl Harris

Brian Flynn



The 1966 World Cup finals tournament

Or, to give it its official title of the day, 'The World Championship, the Jules Rimet Cup tournament', was held here in England. Most people know that Alf Ramsey's England won the World Cup in '66 but fewer will be aware that Leeds United were significantly represented by a trio of men in England's contingent. We had two players and one trainer/coach involved, and each earned a winner's medal (though just one of them received it at the time, Jack Charlton). Norman Hunter was in England's 22-man squad, effectively the understudy for Bobby Moore, and Les Cocker was an integral part of Ramsey's 'back room' personnel. Ramsey's two main 'lieutenants' were Cocker and Harold Shepherdson, another rather unsung hero of England football, along with Wilf McGuinness. Incidentally, Leeds United president at the time was George Lascelles, the 7th Earl of Harewood, and he was president of the Football Association, too.



This 1966 pennant was presented to Leeds director Manny Cussins by the English FA for his services to the World Cup organising committee for the tournament's proceedings.



Ernst Casimir cigar bands

A set of 25 cigar bands were produced to commemorate the 1966 World Cup. Twenty-two of them featured players of the finalists England and West Germany, one being our Jack Charlton, of course. Three bands completed the set: one of the lion mascot 'World Cup Willie', one showing the Jules Rimet trophy itself and one the 1966 tournament emblem.

Stylo Matchmakers

In 1966, the Stylo Matchmakers brand was founded by Barratts Shoes of Bradford; they went on to produce a fabulous variety of sports and football gear. A strong commercial relationship was forged with some of the most prominent players and teams, Leeds United proudly at the top of the tree. Stylo produced special matchday kit bags and boots for Leeds players, the bags having individual personalised tags on as well. They are, not surprisingly, highly collectable items today.





A & BC

'Footballers Star Players' cards, black backs, 1967/68

There were 55 individual players featured in this set, just four coming from Leeds United: Jack Charlton, Billy Bremner, Gary Sprake and Norman Hunter.

A & BC's Douglas Coakley was in charge of signing up teams and individual players for image-access on the cards, appointing a sports agent to negotiate the contracts. It's said that each footballer was paid a set fee of £10 at that time, though Coakley recalled George Best's personal agent refusing and instead demanding £1,000. The company refused. Tommy Smith of Liverpool also wanted more than £10, but it was explained to him that all players received the same fee for the use of their picture, regardless of their personal stature or their team's standing.



This commemorative Inter-Cities Fairs Cup tankard was given to Hibernian directors before the third-round tie at Elland Road on 20th December 1967. Leeds won the home leg 1-0 and drew away 1-1.

The Inter-Cities Fairs Cup

Leeds United first entered European competition in the 1965/66 season of the Inter-Cities Fairs Cup. For teams involved, the club captains would 'meet and greet' each other and the match officials in the pitch centre-circle immediately before kick-off. All would share handshakes while the club captains often swapped team pennants, too. Bobby Collins was our first captain in Europe, though this would occur only twice due to a serious injury suffered in Leeds' second ever European tie, versus Torino in Italy.

Leeds reached the final of the 1966/67 competition but were beaten by Dinamo Zagreb on aggregate (0-2 away and 0-0 at Elland Road). Co-author Neil Barker was born on the same day as the home leg, 6th September 1967 – 'My dad did the right thing and missed the game!' Finishing as runners-up meant each Leeds player received a final loser's medal. Here is the one given to goalkeeper Gary Sprake. Hands up who knew the cup was named the Noel Beard Trophy. My hand is not up! Mr Beard was, apparently, the cutler who designed the trophy.

This beautiful pennant comes from the Fairs Cup second round, second leg game between Leeds and Partizan Belgrade on 6th December 1967. Leeds had won the first leg 2-1 in Yugoslavia (known now as Serbia) while this night's match ended 1-1, meaning they went through 3-2 on aggregate.

The 1967/68 competition saw Leeds go one better than their previous efforts by winning the trophy, beating Hungarian side



Ferencvaros in the final, 1-0 on aggregate over two legs. It was striker Mick Jones who got the all-important goal, at Elland Road in the first leg. In the away match, United defended heroically to preserve their advantage, with Sprake in goal particularly outstanding. The route to the final was an odd one, with Leeds facing *three* Scottish clubs – Hibernian, Rangers and Dundee – in the third and fourth rounds, and semi-final respectively. They had disposed of Spora Luxembourg in the first (16-0 on aggregate), and Partizan Belgrade in the second. Leeds' Fairs Cup triumph accomplished an unusual double for the season, adding to the team's first ever silverware, the League Cup. The players' winner's medals came in the form of mini versions of the Fairs Cup itself. We do not have a photo of one for you, folks, but – potential Plot Spoiler incoming – we might well have one for you later in the book!



Rangers v Leeds beamback

'Spectators at Elland Road tonight will be taking part in a piece of club history – the first occasion on which closed circuit television has been tried out on our ground. Its subject, our Fairs Cup quarter-final with Rangers at Ibrox Stadium, in Glasgow, could hardly be more enthralling.'

So said the opening paragraph of the unique programme produced for the screening of the Rangers-Leeds match. The first leg of the match, in Glasgow on 26th March 1968, was to be transmitted back live by closed circuit television to Elland Road. Around 22,000 attended the event. At Ibrox, around 80,000, the vast majority of them home fans, watched the match in which the Leeds players were up against it but earned a rousing 0-0 draw. They would proceed to win the second leg 2-0 to progress to the semi-finals. Look closely at the programme and you can see a photograph of a model of the new Spion Kop which was planned for construction for the next season.



The Football League Cup 1968

As mentioned, before the Fairs Cup was placed in the Elland Road trophy cabinet, Leeds won the 1968 League Cup Final at Wembley, beating Arsenal 1-0. Left-back Terry 'Top Cat' Cooper had dreamed three times in the week prior to the match that he would score the winning goal. Dreams do sometimes come true then, as Terry struck a superb volley home to win the match and the cup. Terry's terrific goal signified Leeds United's first ever official domestic cup win. The players actually received commemorative tankards rather than medals for winning the competition.



The League Championship 1968/69

Leeds United won the Division One title, becoming league champions for the first time in the club's history. It was thoroughly deserved, with Don Revie's team breaking a few records on their path to glory and battling Shankly's Liverpool for top spot much of the way. The players and backroom staff collectively received the esteemed championship trophy as well as individual medals to mark their achievement. We have a few items of specific interest here.

The Leeds team-sheets for the season indicate that this shirt – the substitute always wore 12 then – was worn in matches by Terry Hibbitt, Mike O'Grady, Albert Johanneson, Mick Bates, Terry Yorath, Eddie Gray, Jimmy Greenhoff, Bobby Sibbald, Peter Lorimer, Rod Belfitt or Terry Cooper, during the fabulous league campaign.

Above is the league championship winner's medal awarded to the great manager Don Revie.

And on the right is a 1969 league championship gold plaque which was presented to Keith Archer, Leeds United's secretary at the time.



Wales versus a Rest of the UK team, international friendly

This was held as part of the celebrations for the investiture of Charles as the Prince of Wales (1st July 1969). Not that everyone in Wales was celebrating, but that's for a different book to tell you! The match was staged on the evening of Monday 28th July, Wales taking on a 'Rest of the United Kingdom' team at Ninian Park in Cardiff. Gary Sprake was in nets for Wales while the UK team featured, from Leeds, Billy Bremner, Terry Cooper and Jack Charlton, as well as famous names such as Jennings, Mullery, Best, Lee, Dougan and Bobby Charlton. It was Francis Lee who scored the only goal of the game, in the first half. This tankard was presented to Gary Sprake for his participation in the match.



1969 league championship plaque.

Chapter 5

PETE HOPTON'S COLLECTION CAVE

In the late 1960s and with his wife Pat, the possibly world-famous by then Jack Charlton opened a couple of menswear shops in the Leeds area. The shops did not exactly make the Charltons rich (they 'paid for themselves', he later wrote) but they undoubtedly gave the couple some sound business acumen and experience. Ever the entrepreneur, Jack went on to open a football souvenir shop, which he described as 'a hut', outside the stadium on Elland Road.

If I'm remembering correctly, it stood on the area virtually opposite the ground's main gates, adjacent to the parade of shops that still stand but under different guises now. When I was a mere sprog, my dad actually took me to meet Jack there, and though the memory is hazy, my mind suggests that giant Jack looked down at me and said, 'Hello, kid,' with a big grin on his face. More surprisingly, if I'm right, is that it happened on a Saturday morning, just a few hours before a Leeds match was to kick off at 3pm (with Jack in the line-up!). When else but a Saturday morning could it have happened? Anyway, in one of his books, Jack wrote that LUFC had opened a souvenir shop some time before his own but had failed to make a real go of it, so he decided he'd give the enterprise a proper shot. His venture succeeded and, as a result, grumbles were soon heard from

the United boardroom, some directors apparently jealous of his success where they had failed. Eventually, the club gave him official notice to quit the shop, even with manager Don Revie defending Jack's legitimate and creditable enterprise, reminding them that Jack had paid for it all himself, too. Ultimately, the club had their way and Jack accepted it, comforted by the fact that they bought all the stock from him as well!

Forgive me for drifting, I do *tangentify* a lot, I was reminded of all of this when I first saw Pete Hopton's cracking collection of memorabilia, many of the items having been on sale in Leeds United's official souvenir shops during the 1970s and 80s. Pete isn't the only major collector in this book, of course, but his wonderful array of collectibles is the one that most resembles a new souvenir shop.



Admiral Sportswear retail

Admiral, as well as their fantastic kit designs which shook British football, produced soccer merchandise and equipment. The relationship between them and our club was rather special, and here is an Admiral/Leeds football. The Admiral/Leeds scarf was also quite an attention-grabber when released in the mid-1970s. Don Revie was the England manager by now, and Admiral's relationship with British football arguably would not have blossomed without his input in 1973 when Admiral were signed to produce the club's kits.





Tennent's Lager Beer mats

To celebrate Scotland's involvement in the 1974 World Cup finals, Tennent produced a set of 24 Scotland player beer mats. Five of those were Leeds players: Billy Bremner, Peter Lorimer, Joe Jordan, Gordon McQueen and David Harvey. Here is the Billy one. The company repeated the idea in 1978, when Scotland again qualified (while England again did not, much to the Scots' delight!), with 26 beer mats this time. The Leeds players featured were Arthur Graham and, as shown, goalie Dave Stewart.

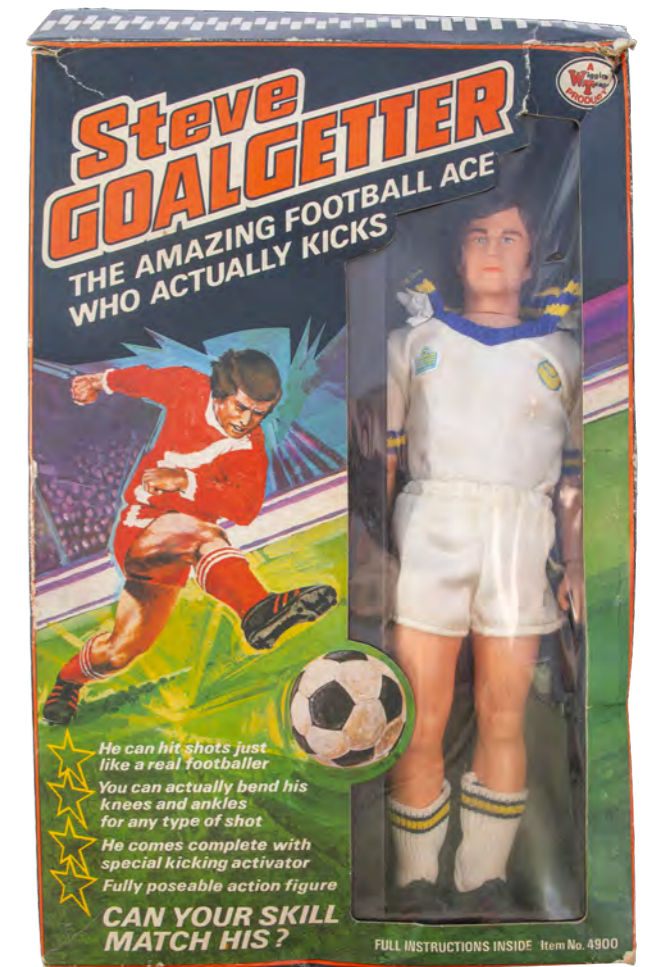
'Looney Tunes' Cartoon Stickers

Although there doesn't seem to be a definitive list of these Leeds-supporting cartoon characters, as well as Speedy Gonzales and Daffy Duck shown here, there certainly were stickers available of Bugs Bunny, Wile E. Coyote and Yosemite Sam, and probably Porky Pig, Tweety Pie, Sylvester the Cat, Road Runner and Elmer Fudd, too. All these animated creations were copyrighted property of the Warner Brothers studio but these quite entertaining stickers were produced by Fun Products (International). Th-th-th-th-that's NOT all folks! The company was founded in 1974 and was actually based, would you believe, here in Leeds.



Billy Bremner sculpted by Mettoy

Mettoy, which is an abbreviation of 'metal toy' (I might be one of the few who didn't realise this) released an aesthetically pleasing range of British footballer figures in the early 1970s. Branded as Wembley Soccer Stars, Billy is the sole Leeds player in the range.



Steve Goalgetter of Leeds United

This boxed Wiggins Teape Mego 'Steve Goalgetter' figure is ten inches in height and looks like a distant, less capable cousin of Action Man. The exact release date is vague but, judging by the Admiral kit that our figure is wearing, I hazard the guess it came out around 1978. And, like a know-all git, I was also going to say that our player is clearly modelled on Peter Lorimer, but then I discovered that nine other teams have Steve Goalgetter figures, and all are modelled on the same 'person'.



Ladies underwear
Knickers, to you and me! With a splash of writing on – 'Leeds Machine. Keep on Rev'in' above 'FA Cup Winners 72'.



Leeds United Money Box
We always used to call them 'piggy banks' even if it wasn't a piggy we used to save our coins in.



Patches
Perhaps, like badges, patches were very much a 70s thing, but they seemed to be highly popular. Here are a few of Pete's, including a couple from the 1980s.



Rosettes

