

THE ISTHMIAN FOOTBALL LEAGUE

PRESENT THE

HITACHI CUP FINAL



SATURDAY 13th MAY, 1978. Kick-off 3.00 p.m.

**DULWICH HAMLET FOOTBALL CLUB,
CHAMPION HILL,
EAST DULWICH,
LONDON S.E.22.**

OFFICIAL PROGRAMME

10p.

Today sees the final curtain drawn across the Champion Hill stage for 1977/78, and what better way to bow out than having the honour of staging the Final of the Isthmian League Cup competition, known this year as the Hitachi Cup.

We extend a very warm welcome to all our visitors this afternoon, especially officials of the Isthmian League, representatives from Hitachi and, of course, officials, players and supporters of the two competing clubs. We trust you will all enjoy your short stay in our company and witness a keenly-fought and exciting match.

The Isthmian League Cup competition has grown out of all recognition since its inception four years ago and much of the credit for this must go to Hitachi, the Japanese electrical concern, who have so generously sponsored the competition this season. However, everything was very different when the League Cup started in 1974/5. Then it was known as a subsidiary competition and only clubs from the Isthmian Second Division took part. Tilbury were the first winners of the trophy when they beat Croydon in a two-legged final. Tilbury also reached the final in 1976 when entry was open to all Isthmian clubs, but on that occasion they lost out to Slough Town. Because of their other cup commitments, though, many of the leading Isthmian sides did not play in the League Cup until 1976/77 when entry was made compulsory. Hendon then became the third winners with a 1 - 0 victory over Barking in last season's excellent final, and carried off the magnificent new trophy which was kindly donated by Mr.P.Walsh, President of Slough Town F.C.

This season, Hitachi arrived on the scene and really added spice to the competition by sponsoring it to the tune of £6,000 in cash and electrical equipment. When they announced their offer of sponsorship last autumn, the Hitachi company said that they were already keenly involved in various sports throughout the world and the offer to the Isthmian League was an extension of that interest. They were very happy to be able to help the Isthmian League, whose insistence on a high level of sportsmanship and good behaviour coupled with attacking, entertaining football deserved encouragement and support.

The competition began in December with the 39 clubs in Divisions One and Two battling their way through two qualifying rounds to join the 22 Premier Division clubs in the first round proper. The ten teams from the lower divisions that reached the competition proper were each rewarded for their efforts with Hitachi portable television sets.

In the competition proper, there have been cash prizes for the winning clubs in each round, and today's Final alone is worth £600 to the winners.

Worthing, who reached the third round stage, were rewarded with a £340 music centre for being the Second Division side to make the best progress in the competition. Similarly, Hertford Town, this season's giant killers, will receive a £340 colour television set as the First Division club who have gone furthest in the competition. In addition, the players in the semi-finals and final will each be presented with Hitachi radios.

We regret that we are unable to print details of one of the teams. This is due to the superb performance of Hertford Town who at the time these notes were written had taken Dagenham to two draws in one of the semi-final ties.

The club s were therefore meeting for the third time at Dagenham F.C. on Thursday 11 May.

TODAY'S TEAMS

DAGENHAM or HERTFORD TOWN

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.

LEATHERHEAD

1. John SWANNELL
2. John COOPER
3. Ray EATON
4. Barrie DAVIES
5. David REID
6. Dennis MALLEY (Captain)
7. Micky COOK
8. Billy SALKELD
9. Chris KELLY
10. John BAKER
11. John DOYLE
12. John BAILEY

REFEREE:

A.D.COX (South Croydon)

LINESMEN:

R.G.SMITH (Middle Barton, Oxfordshire) Red Flag

A.COLETTA (Epsom) Yellow Flag.

EXTRA TIME: If scores are level after 90 minutes' play,
an extra half-hour will be played.

Today's referee — Tony Cox: 40 years old; Company Director; Married with two children. Plays squash and is interested in most other sports. Has served 7 years as an Isthmian League referee and this season was promoted to the Football League referees list: currently awaiting the outcome of a recent interview with the Football League for promotion to the Full Referee's List.

WHO'S WHO FOR DAGENHAM

IAN HUTTLEY—A long serving player who has played over 700 games since joining from Leyton in 1967. Has England Amateur, FA, Essex County and League honours. Was also a member of the 1968 Olympic squad. A Post Office worker. Born 19.10.43.

PETER WELLMAN—A hard tackling defender who went on the Middlesex Wanderers tour in May 1977. Also has Essex County honours. Previously with Southend and Canvey Island. Born 6.8.57.

TERRY SCALES—Started as an apprentice with West Ham United before moving to Brentford for whom he played over 200 first team games. Signed for Dagenham in March 1977. Equally at home in the defence or mid-field, but has lately settled in the left back role. Born 18.11.51.

JOE DUNWELL—A former Tilbury player who joined us from Chelmsford in the summer of 1975. Is equally at home in the back four, in mid-field or in his original position of front runner. Second leading scorer this season with 21. Born 2.12.51.

NORMAN WELCH—A former centre-forward. Joined from Tilbury and previously played for Hornchurch. Missed five months last season following a cartilage operation. A bank official. Born 14.4.48.

DENIS MOORE—The club's longest serving player with over 750 first team appearances behind him. Has a string of representative honours at national, county and league level and has also represented the Middlesex Wanderers. A foreign exchange dealer with a London bank. Has been hit by various injuries this season but is now fully recovered. Born 2.7.51.

MAL HARKINS—Leading club scorer for the last three seasons, and in the lead this year with 28 goals. Joined from Tilbury and was previously with Arsenal, Charlton and Eastbourne United. Represented Essex and the Middlesex Wanderers. A publican. Born 29.11.50.

JOHN BORLAND—Formerly with Queens Park and has also played for Glasgow Rangers. Holds six Scottish International caps and has honours with the Middlesex Wanderers and the Isthmian League. Also represented Essex. A carpenter by trade. Born 25.7.51.

NEVILLE FOX—A PE teacher who made his mark with near neighbours Barking before crossing over to Dagenham in 1972. Has many representative honours including Essex and London Scorer of 15 goals this term. Born 8.9.43.

TERRY HARRIS—Progressed through the reserves, Dagenham is his only club. Works as a clerk for the National Coalboard. Another Dagger with Middlesex Wanderers honours. Has scored 11 goals this season. Born 22.8.55.

JIMMY HOLDER—A strong tackling player who is in his sixth season since joining from Aveley. Has also played for Tottenham, Southend and has represented the Middlesex Wanderers. Works as a representative for Remploy. Born 16.12.50. in Johannesburg.

REG HARRIS—A product of local junior side Chadwell Heath, in his second spell with the club. A forward with a talent for scoring vital goals and doing the unexpected. Has netted on 15 occasions this season. Born 7.12.46.

WHO'S WHO FOR HERTFORD TOWN

DAVID O'NEIL—Joined Hertford Town early this season from Cheshunt, had been out of senior soccer for over two years after a rather indifferent start, has really come on a ton. Fearless and very agile.

PETER SHADBOLT—Mr. Play Anywhere, and at anytime. Boundless enthusiasm, gives not 100% but 200% effort. Born within 5 minutes of the ground. His 3rd season with the club.

BARRY HEWITT—Joined the club this season from Epping Town and has also seen service with Harlow Town. Strong and tenacious with his tackling.

JOHN POOLE—In his 2nd season with the club. After a rather disappointing first half of the season, has had a really marvellous spell since Christmas - must have had something good in his stocking.

BOBBY BENNETT—Also in his 2nd season with the Town. Last season's player of the year. Very dominant in the air; a difficult man to pass.

PAUL DARLING—A player of great experience who came to Hertford via Boreham Wood and Harlow. Another who gives you 100% plus.

LEN MERRIFIELD—Joined us at the beginning of the season. Mr. Perpetual Motion - always in the thick of things, consistency itself. This year's sportsman of the year.

DAVID COOPER—Moved to Hertford from Cheshunt. Club Captain, another dynamo, who has really come on strong recently and sets a fine example to the rest of the side.

DAVID WORRELL—Joined the club early in the season from Wembley. Can be very infuriating, but can never be ignored. His 25 goals make him the club's leading scorer.

CHRIS BROOKS—A brilliant ball player, and a great header of the ball for one who is not so big. In his 2nd spell with the club. 19 goals to his credit this season. Has played in Athenian, Eastern Counties and Isthmian Leagues.

WES ATTWELL—A graduate from the club's youth side. Very versatile with an astonishing turn of speed. Very strong going forward and difficult to knock off the ball.

ALEC GREEN—Mr. Utility Man, give him a job to do and he will do it well. An invaluable member of the squad formerly with Edgware, now lives within a stones throw of the ground.

JOHN SILLE—Another product from the Club's Youth Side. Has really blossomed during the last 2 or 3 months. Shows great promise and already looks a very good player. I am sure we are going to see and hear a lot of him.

GRAHAM HALL—Another youngster, who made his Hitachi Cup debut when coming on as sub. against Enfield. Has had trials with Q.P.R. this season.

WHO'S WHO FOR LEATHERHEAD

JOHN SWANNELL—Arguably the most famous 'keeper outside the Football League, with 64 England Amateur International caps to his credit, as well as appearances for Great Britain. Has won two Amateur Cup winners medals and joined the club from Hendon in 1974. Some may consider him a veteran at 39, others know him still to be one of the finest goalkeeper's in the country. A transport manager.

JOHN COOPER—One of Leatherhead's longest serving players, who has played for the F.A.XI and also captained the Isthmian XI on tour in the Canary Islands. His previous clubs include Fulham, West Ham and Brentford. At present he is at Teacher Training College. Aged 26.

RAY EATON—A very experienced full-back who has won almost every honour in the game. He has 17 England Amateur caps and played for Slough Town in the Amateur Cup Final. Previously with Wycombe Wanderers. Aged 29, he is a teacher at St.Alban's College.

BARRIE DAVIES—Welsh Amateur International who rejoined the club this season after spending recent years with Hayes and Slough Town. Another versatile player who has played several roles since joining Leatherhead. 31 years old, a Post Office engineer.

DAVIS REID—England Amateur International, son of Duggie Reid, the ex-Portsmouth player. Mainstay of the 'Tanners' defence for many seasons now. A signwriter. Aged 30.

DENNIS MALLEY—Club captain, in his first season with the club, signing from Slough during the close season. An able partner for Reid in the middle of the defence, he was previously with Preston North End, Guildford and Wimbledon. A customs officer. 30 years of age.

MICKY COOK—A midfield player who came from Kingstonian last season, he has a habit of making the score sheet occasionally with spectacular goals. Works in the building trade and is 28 years old.

BILLY SALKELD—Aged 27, joined last season from Staines where he was captain. Played for England Youth XI and takes the 'Tanners' penalties. A physical education teacher.

CHRIS KELLY—27-year-old England Amateur International, he has represented English Semi-Professional XI v Italy last season, Surrey and Isthmian League. Joined from Sutton in 1971 and became a national figure during the club's 'Leicester run' with his special skills and outspoken remarks. An upholsterer.

JOHN BAKER—A striker who joined from Hendon in 1976 and holds England Youth and Amateur International caps as well as Amateur Cup and Barassi Cup winners medals. Always dangerous near goal both with head and feet. He works in the wholesale greengrocery business. Aged 28.

JOHN DOYLE—Skilful winger with a knack of scoring important goals including against all Football League opposition at Fetcham Grove. Joined the club from Kingstonian four years ago and married recently. A management accountant, 28 years of age.

JOHN BAILEY—Rejoined Leatherhead this season, after a brief spell with Sutton United. A versatile player who can play in virtually any position. Selected for Surrey F.A. in their Centenary match against Crystal Palace this season. Previously with Southern League club, Crawley Town, he works in insurance. Aged 25.

ROUND BY ROUND RESULTS

Final

Semi-Finals

Third Round

Second Round

First Round

Hemel Hempstead	3	Hemel Hempstead	1	Dagenham	4	Dagenham	1 0	
Bishops Stortford	2		4					
Dagenham	4	Dagenham						
Harwich & Parkeston	0							
Barking	2	Barking	1 2	Barking	1			
Croydon	0							
Leytonstone	3	Leytonstone	1 0					
Tooting & Mitcham	2							
Enfield Town	1	Hertford Town	2	Hertford Town	3	Hertford Town	1 0	
Hertford Town	3							
Carshalton Athletic	2	Carshalton Athletic	0					
Cheshunt	1							
Walthamstow Avenue	1	Walthamstow Avenue	2	Walthamstow Avenue	0			
Tilbury	0							
Dulwich Hamlet	2	Dulwich Hamlet	1					
Sutton United	2							
Boreham Wood	2	Boreham Wood	2	Boreham Wood	0 2	Boreham Wood	0	
Hitchin Town	1							
Slough Town	0	Woking	1					
Woking	1							
Farnborough Town	2	Farnborough Town	0	Worthing	0 0			
Hayes	1							
Kimptonian	4	Worthing	1					
Worthing	5							
Leatherhead	2	Leatherhead	1	Leatherhead	1	Leatherhead	1	
Molesey	0							
Hendon	1	Hendon	0					
Harrow Borough	0							
Wycombe Wanderers	3	Wycombe Wanderers	1	Wycombe Wanderers	0	Wycombe Wanderers	0	
Staines Town	1							
Maidenhead Town	1	Maidenhead Town	0					
Southall & E.B.	0							

Leatherhead

Leatherhead

Wycombe Wanderers

Wycombe Wanderers

Wycombe Wanderers

The Value of Hitachi

While the F.A. Trophy and the F.A. Cup will always be the prestigious competitions for non-league clubs, Isthmian League clubs must now see the Hitachi Cup as the most important cup competition in the calendar.

The F.A. Trophy is the competition every Isthmian League club should aim to win and the F.A. Cup is the 'glamour', the means of gaining some much sought after publicity; but when it comes to hard financial reality today's competition is at the top of the tree.

The League campaign must always remain the 'bread and butter' for any Isthmian League side, but the introduction of the Hitachi Cup has given every club a chance of taking a share in rewards albeit large or small.

With Premier Division sides excluded until the First Round proper, the First and Second Division sides are the first ones to have the opportunity of collecting Hitachi awards. And Hertford Town and Worthing have shown just how it can be done.

First and Second Division sides winning through to the First Round proper earn themselves a Hitachi portable television and from then on the road to the Final is paved with cash and electrical goods as reward for their efforts.

Dependent upon the disciplinary points position, today's winners will have earned themselves £1,160 with a number of valuable Hitachi products to boost the overall prize.

This has been the first year of the competition but the Japanese Electrical giants have already agreed to continue next season and have been so pleased with this season's effort they have increased the value of their sponsorship.

The Hitachi Cup awards are as follows:—

To the 16 winning Clubs in the 1st Round Proper	...	£40 each
To the 8 winning Clubs in the 2nd Round Proper	...	£70 each
To the 4 winning Clubs in the 3rd Round Proper	...	£150 each
To the 2 winning Clubs in the Semi-Finals	£300 each
To the winning Club in the Final tie	£600

A disciplinary points scheme will apply and for each point awarded a Club's prize money will be reduced on the scale:—

1st and 2nd Rounds—	£10
3rd Round—	£20
Semi-Finals—	£30
Final tie—	£40

Equipment Awards

To the Division 2 Club going furthest in the Competition — a Hitachi Colour Television or Music Centre to the value of £340.

To the Division 1 Club going furthest in the Competition — a Hitachi Colour Television or Music Centre to the value of £340.

To the Club with the best aggregate score from any four Isthmian League and Hitachi Cup matches (at least one of which must be a Hitachi Cup match) in the period from the date of the first Hitachi Cup match to the completion of the 3rd Round Proper — a Hitachi Colour Television or Music Centre to the value of £340.

To each of the 10 winning Clubs from the Qualifying Competition — a Hitachi product to the value of £70.

Hitachi radio sets will be presented to the players in the Semi-Finals and Finals.