

## **EVERTON MEMORABILIA**

### **THE DAVID FRANCE COLLECTION**

Extracts from a book project by David Prentice & David France which employs snapshots of 70 or so of items to illustrate the story of Everton Football Club.

#### **ROYAL BLUE LABOUR OF LOVE ... David France**

History has always been important to Evertonians. It has linked generations of the extended Everton family and galvanized supporters during times of joy and despair. While the club has enjoyed significant success on the pitch - scoring more goals at the highest level than any other English club, savouring nine League titles and 12 FA Cup final appearances as well as fielding many of the household names of the British game - it has also garnered world-wide respect for being one of football's more innovative institutions. Even a cursory inspection of my Everton memorabilia confirms the magnificence of the club's pedigree. It consists of some 10,000 items, each representing a special piece of the club's past, but as a collection it captures and illustrates the club's unparalleled heritage. There are programmes, season-tickets, ticket stubs, medals, photographs, contracts, cash books, handbooks, financial statements and other ephemera dating back to the pioneering days at Stanley Park, Priory Road and Walton Breck Road as well as letters, gate books, itineraries, cigarette cards, postcards and international caps from the turn-of-the-century. Even the most cynical football enthusiast would agree that no other club boasts such a wealth of treasures or such a wealth of history. And to top them off, there are 'The Everton Scriptures'. This labour of love took 25 years to assemble and involved strategic planning, significant patience and no little investment, hopefully for the pleasure of future fans.

Like most Evertonians, I was born a Blue and had no input into the decision. For that matter I don't believe that I had much choice about collecting Everton memorabilia. It was a dirty labour of love but someone had to do it. Let me explain. I was raised in a two-up, two-down in Widnes with one cold tap, one electric light, one outside toilet and one nail with a bath on it. Obviously we had very few belongings and my royal blue indoctrination process started back in 1953 after my folks had arranged to have Redifussion radio piped into our home. As a result, my first recollection of Everton was listening for the result of the FA Cup tie against Manchester United. I can close my eyes and still hear the cheers that reverberated along the terraced houses lining Gerrard Street when the radio announced that Hickson had scored. It was the exact moment that my unhealthy obsession with Everton started, however, it took many more years for me to accept that it was never going to go away. Later that evening a neighbour presented me with the matchday programme which became my most prized possession. I even treasured it after Tommy Clinton had missed a spot-kick in the semi-final. Unfortunately shortly afterwards, I was stricken with Scarlet Fever and was quarantined for a couple of months. Everything in the house was incinerated, including my programme. However my discharge from St Helens Isolation Hospital, my neighbour presented me with a replacement copy in mint condition.

I eventually visited Goodison in 1957. I also treasured the programme from that game against the Busby Babes and stored my fledgling collection in a safe place - an old Bata shoe box. Thankfully, a couple of years later my folks moved to the luxury of a council house near Widnes North station and I was allowed to pilgrimage to Goodison on my own on condition that I showed my mother the programme as proof that I had been to the game. As a 11 year-old, I would trudge from Central Station along Scotland Road to Walton in order to have sufficient funds for the publication. Of

course in those halcyon days of Bobby Collins and Alex Young, I would jog back replaying every goal in my head. So like it or not, my collection expanded in direct relation to my love for Everton.

After 20 seasons of religiously following the Blues, I emigrated to the USA and must confess to having forgotten all about these keepsakes until my mother warned me of her plans to empty her attic of junk. My knee-jerk reaction was to ask her to airmail the shoe box to me and one week later my now somewhat motley collection of Everton programmes arrived - much to the bemusement of my wife. After browsing through these mementos of my childhood, I became intoxicated by the richness of our royal blue heritage and simply could not bring myself to dispose of them. Enquiries at Goodison revealed that the club did not have any meaningful archives of its own and so in 1977, by no little default, I decided to assemble every post-war home programme. This goal turned into every post-war away issue and so on. I quickly discovered that collecting is a Class A addiction and, having reached those targets within a couple of years, I embarked on the ambitious initiative of collecting all types of royal blue memorabilia via the services of a network of dealers worldwide. Of course, this was during the pre-eBay era when football memorabilia was not fashionable. So I dedicated one evening per month to trawling through catalogues and mailing out my orders and wish-lists. In no time at all, I had acquired thousands of programmes, tickets, photographs, letters, etc. As football memorabilia became more popular, I travelled to auctions across the UK in search of the more elusive items and, as a consequence, spent thousands of pounds - much to the chagrin of my wife.

To be honest she had never uttered one word of disapproval that is until 1995. Convinced that Everton were doomed to relegation, we had planned to take in the final League game at Coventry. Of course the record-book confirms that Joe Royle and his notorious dogs of war somehow masterminded our survival and indeed augmented our joy with a Wembley triumph. So upon leaving Highfield Road, we drove south to pick up some items which I had bought during a trans-Atlantic telephone call. I clearly remember my better half's facial expression as I returned with a cardboard box crammed with numerous bits and bobs including a dozen volumes of the club's ledgers. Her smile had evaporated. Immediately, she started to rummage through my swag. First, she examined an old England shirt which had been worn by Tommy Lawton. The bottom third of the white shirt had changed to a pale blue, obvious evidence of torrential rain during the game and that the old cotton shorts were not colour-fast. She was far from impressed by this treasure even though her mother had been a school friend of the Everton and England legend.

Then she turned to the leather-bound ledgers and proffered the niggling question: '*How much this time?*' I glanced towards her and proudly announced: '*They were a real bargain - only £78,000!*' I still have nightmares about her screams: '*Stop the car and take them back!*' Obviously, the journey to London was mute. Indeed the frost didn't thaw until the final whistle at Wembley Stadium several days later. And just as Dave Watson was about to lift the FA cup to our mutual delight, she whispered: '*Keep the old books but take that grubby shirt back!*' So where did the ledgers come from? The facts are murky but from my recent discussions with Everton officials it seems most likely that they were thrown out allegedly when Peter Johnson's men supervised the refurbishment of Goodison and the re-construction of the Park End. Others have claimed that they were discarded during the preparations for the 1966 World Cup. Whatever the truth, the most important fact is that these treasures are now safe.

Over the past decade, I have been required to pay increasingly significant sums in pursuit of my royal blue labour of love - much to the wrath of my better half. But it is a small price to pay for reclaiming the history of the first club of Merseyside. **David France**

**WOW!**

**Grant MacDougall of Christies:** *'It is the most comprehensive collection of memorabilia I've had the good fortune to catalogue. The official ledgers, rare programmes, unique season-tickets and magnificent medals are of interest to football enthusiasts of all ages and all persuasions. And there is so much more.'*

**Graham Budd of Sotheby's:** *'This collection has no match anywhere in the football world. It's a unique record of Everton's history - possibly a history unparalleled by any other club. The collection offers a unique record of the evolution of British football and of the city of Liverpool.'*

**Ian Macdonald of the Independent Blues:** *'I can vividly recall handling the first season-ticket from 1881, the builder's quotations for our third home in 1886 and a volume of antique programmes from those pre-League days. I was impressed! Then I handled the medal for our League triumph in 1890. And to top it all, there were the meticulously detailed ledgers in the handwriting of John Houlding, George Mahon, Will Cuff, John Moores which provide a fan's dream of knowing what went on in the boardroom..'*

**Roy Calmels of Sports Programmes:** *'I've never come across anything like this collection during my 40 years in the memorabilia business. There are programmes, medals, caps, foreign tour itineraries, players' contracts, sepia-toned photos and match-tickets, all dating back to the nineteenth century when Everton games were watched by two men and a dog in Stanley Park. Many of these items are simply priceless.'*

**Steve Allinson of the Everton Shareholders' Association:** *'David France has secured our heritage. Now it's our duty to protect it, preserve it, display it and expand on it.'*

**Gordon Lock, memorabilia officer of Everton Football Club:** *'The club has many items on display at Goodison but nothing to compare with David France's collection. I had the privilege to examine the rarer treasures with Sir Philip Carter. We were both enthralled even though we only scratched the surface of this vast collection.'*

**David Stoker of the Merseyside Records Office:** *'The ledgers and programmes are of significant historical importance. They tell the week-by-week story of Merseyside over the past 125 years.'*

**Garry Doolan, former-editor of The Evertonian:** *'My career in sports journalism was short. The highlight in human terms was interviewing Mohammed Ali and in material terms inspecting David France's collection of Everton memorabilia. Mohammed Ali was that interesting.'*

**Alex Young, ex-patron of The Everton Former-Players' Foundation:** *'All Evertonians are indebted to David France for rescuing the jewels in the Everton tower! Not only did he spend 25 years saving our history but another two years resisting offers to sell the collection while the club got its act together. His collection confirms that we have never ever been just another club!'*

**Paul McIver, web-master at bluekipper.com:** *'Instinctively, the first items which should be rescued from a torched Goodison are those in the David France Collection. They are irreplaceable.'*

**Michael Kenrick, editor at ToffeeWeb.com:** *'The collection is mind-blowing and should be displayed in a cyber museum so that fans throughout the world can appreciate these treasures. Such a web-site would soon become a shrine for all Evertonians.'*

## **IF YOU KNOW YOUR HISTORY ... David Prentice**

The history of Everton Football Club is the history of English football. But what makes a football club? The players - both local lads and those recruited from other clubs? The colour of the shirts? The stadium accommodation and training facilities? The generations of loyal fans? Or that intoxicating cocktail of memories and hopes for the future? It would be a gross understatement to claim that heritage is important to Evertonians. Many fans believe that this unparalleled legacy makes Everton Football Club as well as fellow Evertonians so very, very special.

The David France Collection of Everton memorabilia provides a unique insight into the story of the club and sheds light on many diverse issues such as the choice of colours, the selection of team line-ups, the acrimonious split which resulted in the formation of Liverpool Football Club, the phased development of the first purpose-built football stadium, the escalation in players' wages, the movement of star players through Goodison's revolving doors, the financial health of the club, the initial participation in the Football League and domestic cup competitions and the excursions into Europe and farther a field. For royal blue genealogists, the collection helps trace the family tree, pedigree and blood lines of Everton Football Club. It confirms that football has been a cut-throat business since the formation of the Football League but reassures that many of today's challenges involving finances, equity ownership, players' salaries, team strengthening and ground improvements have been tackled and mastered on numerous occasions in the past. For football enthusiasts possessing a more humble pedigree, it chronicles the evolution of the game from the pioneering days of games between amateur enthusiasts of church teams in a public park to today's millionaire imports sat on the bench at the air-conditioned arenas.

Like every other football fan, I have my own mementoes from my favourite games but I had never seen anything quite like those assembled by my co-author. My first glimpse was back in 1996 when he was contributing a series of articles for *The Evertonian* magazine. During his frequent sorties from his home in Texas he would drop by the Echo offices and reveal another lost gem or forgotten treasure from Everton's past. But equal to the items themselves, my colleagues and I were impressed by his devotion to all things blue and his desire to restore the history of Everton. Not long afterwards David and I worked together on getting the Everton Former-Players' Foundation off the ground and later collaborated on several book projects. As a consequence, I have been one of the privileged few who have seen and touched this astonishing collection of artefacts. I can recall my reaction at exploring the collection for the first time. There are so many unique items capturing so much history that I realised that the wealth of information for just one season was sufficient to underpin one of the best-selling Everton books of all time - *Virgin Blues*, which was published in 2002.

The collection's scope is quite staggering. It boasts nearly every single home and most away programme from the present day all the way back to the twenties. To put that into perspective, the collection includes all of the home programmes and most of the away programmes for every game in which Dixie Dean turned out for Everton and for every game which the club has played since his magical days. But perhaps even more impressive are polished diamonds from the nineteenth century. The collection of home programmes for inaugural League season 1888/89 season is complete - some 27 programmes in pristine condition which reflect the history of Merseyside and chart the changes in social history over more than a dozen decades. One is for Everton's first game

against Newton Heath. It is Manchester United's earliest known programme and must be priceless to the Old Trafford Museum. Ironically, the Red Devils may have hijacked our immediate future in the form of one Wayne Rooney but an Evertonian owns a very valuable piece of their history. The earliest programme in the collection is for the 1886 fixture with Astley Bridge, a club from the Bolton area. The names of many of the opponents in the following season are more familiar - Burslem Port Vale, Burnley, Derby County, Aston Villa, Bolton Wanderers, West Bromwich Albion, Blackburn Rovers and Wolverhampton Wanderers.

The wealth of treasures goes on and on. Equally as impressive are forty pieces of gold - which represent a medal from every League, FA Cup, European and other successes in the club's illustrious history. To hold medals commemorating our first championship and our first FA Cup triumph was spine-tingling. In particular, the design of the one for the 1914/15 triumph is quite magnificent. It was personalised by the Football League and includes enamelled emblems such the red rose of Lancashire and the Liver bird. Other unique items include season tickets from Everton's pioneering days at Stanley Park, Priory Road and Anfield, player's contracts from as far back as 1890 (when Everton players earned £2 per week), itineraries from the club's first overseas adventure - a tour of Hungary, Austria and Bohemia in 1905, and the paperwork associated with the acquisition and the disposal of players from all eras.

But in my humble opinion, the real jewels in the Everton tower are the official club ledgers containing the minutes of every board-meeting held before 1964. These had been shamefully discarded some years ago. After discovering one volume in a junk shop, David spent the best part of a decade rescuing them from different sources across the United Kingdom. For the final piece of the jigsaw, he had to part with a cherished Dixie Dean medal. There is so much information in these ledgers. Where to start? By chance I first glimpsed into the volume dated 1925 - it was like entering into a royal blue time machine. First I read about the signing of Dixie Dean, my wife's grandfather. It was a revelation. The ledger entries show that Everton wrestled with Tranmere Rovers over the fee. We quibbled over paying £3,000 for the greatest goal-scorer in the history of the game! Next I noted where the name of Goodison's favourite son had been written into the team line-up for his debut at Highbury by chairman Will Cuff. I was transported back to the time when footballs had laces and footballers had souls. Then I referred to an older volume written in copper-script, no doubt with a quill-pen, which chronicled the rent dispute which resulted in our exit from the Anfield ground. It was written by the club's first chairman John Houlding himself. I still can not believe what I was reading and hoped that my children, indeed the children of every Evertonian could share the experience. This must be one of the most significant events in the history of British or even world football.

Others who have explored the collection have been similarly bowled over and the purpose of this book is to detail the richness of Everton's heritage for posterity just in case the collection is broken up and dispersed in the future. **David Prentice**

## **JEWELS OF THE TOWER ...**

There are so many gems in The David France Collection. This book does not intend to fully catalogue them - hopefully, that will be a painstaking job for a museum curator in the not-too-distant future. Instead, the purpose of this book is to capture the sparkle from some of the rarer jewels and leave a legacy in case the collection is broken up in the future. The collection of Everton memorabilia is so comprehensive that there is no obvious starting point and no preferred route. For

example, there are 'The Everton Scriptures' - the leather bound ledgers dating back to 1886, the hundreds of fascinating photos including the first known sepia-toned snapshot of an Everton team from 1881 - shortly after the club was renamed Everton Football Club, the original tender documents for the construction of Everton's third ground at Anfield, season tickets from the club's early days at Stanley Park, Priory Road, Anfield and Goodson Park, thousands of programmes dating back to pre-League football in 1886, plus much, much more. Perhaps readers should simply navigate their own course by following their own instincts.

### **Everton Scriptures - Ledgers**

The official club ledgers chronicle the minutes of the weekly scheduled and emergency meetings of the early Management Committee and later Board of Directors. The sequence of 29 volumes covers the period from 1886 to 1964. A typical volume measures 210 mm x 300 mm and consists of 300 pages. Because Everton were the last major club to appoint a manager, the top brass were responsible for all scouting appraisals, transfer negotiations and team selections during the first six decades. Therefore 'The Everton Scriptures' total over 10,000 handwritten pages and are crammed with details of the director's decisions at over 5,000 meetings. They also document details of players' wages, bonuses and benefits.

Examples of the recorded events include the founding of the Football League and preparations for the inaugural season (Ledger A: 1886-1891), the clinching of the League title in 1891 (Ledger B: 1891-1892), the build up to the acrimonious departure from Anfield (Ledger 1: 1892-1898), the first hosting of an FA Cup final by a League club and annual selection of team colours (Ledger 2: 1898-1903), the first overseas tour by an English club (Ledger 3: 1903-1905) and the first FA Cup triumph by a Merseyside club (Ledger 4: 1905-1907). Whereas examples of more recent events recorded in the later ledgers include the introduction of ground improvements to accommodate over 78,000 fans, the addition of state-of-the-art floodlights and under-soil heating and the elimination of the maximum wage for professional footballers (Ledger 24: 1956-1959) and the first participation in Europe by a Merseyside club (Ledger 25: 1959-1964).

*David France: They claim that one man's trash is another's treasure. Well back in 1994, I was thrilled but equally alarmed to discover 'The Everton Scriptures' in a junk shop. After rescuing the first volume, I was determined to track down the others and eventually assembled a sequence of 29 consecutive volumes. However, I remained consumed by nagging concerns that there may be others still out there and my anxieties were reinforced when a former-CEO confirmed that there had been no sightings during his tenure at Goodison. On the other hand, no volumes have been offered for sale over the past seven years.*

### **Everton Scriptures: Other Annals**

Football has always been a cash business troubled by concerns about disparities between the amount of gate money deposited into the club's coffers and the amount actually collected at the turnstiles. Back in 1895, the Everton directors as well as the local reporters, were expert at predicting attendances at Goodison Park and were dismayed that the turnstile records had become significantly lower than their estimates. Because the receipts tallied with number of fans counted by the turnstiles and the equipment was in good working order, it was suspected that no little tampering was taking place. So prior to the fixture against Sunderland on December 12, 1895 the turnstile settings were double-checked by the directors and, as a result, 15 employees including turnstile operators, equipment mechanics and groundsmen were arrested. Apparently, the operators

had put back the counters on a dozen turnstiles and stolen 200 sixpences from the cash collected at each turnstile. Given that receipts for a typical League game were £400, they had cheated the club out of 15% of its gate revenue. As a consequence, meticulously detailed gate books as well as new turnstile equipment were introduced.

The collection includes two volumes of these gate books detailing receipts by turnstile number for fixtures scheduled between 1907-1911 and 1916-1921. A page is dedicated to each home fixture and each line-entry is signed by the turnstile operator and validated by a club director. They relate to the period immediately after the first Cup final victory when home attendances were buoyant. Subsequent annual receipts soared to £15,000 in 1907 and approached £46,000 by 1921. Other annals include two cash books for 1892-1984 and 1897-1900 which detail all expenditures following the move to Mere Green and the initial construction work at Goodison.

**David France:** *Following up on a tip that an antiques dealer had some very rare Everton manuscripts, at first I was disappointed to discover the volumes, which resembled old ledgers, turned out to be Goodison gate books dating back to 1907. However I quickly realised that they were remarkable artefacts in their own right. Even a cursory inspection of these annals confirms the professional manner in which the club was managed in the pre-World War I period.*

### **Everton Tickets: Season-Tickets**

All club members were required to pay annual subscriptions - even the first-team players - made up of a one-time fee of 5/- (25p) plus a seasonal contribution of 7/6 (37.5p). The earliest known season ticket for 1881/82 allowed the member and his accompanying lady to attend games at Stanley Park. This item lists home fixtures against local sides such as St Peter's and St John's Bootle and away trips to Chester and Northwich. The highlights of that season was the visit of Bolton Wanderers as well as a team named Liverpool who were based in Wavertree. Even though their exact identity remains a mystery, Everton defeated them 1-0 in November 1881.

Everton's humble beginnings required the players to carry both sets of goal-posts from the Park Lodge to the pitch located in the south-east corner of the Stanley Park. At that time they played under the rules of the Lancashire Football Association and wore shirts with Cambridge blue and white quarters. Because crowds had grown from a few touch-line enthusiasts to gatherings in excess of 2,000, the club members sought an enclosed ground where admission fees could be collected from the general public. As a result, they moved their goal-posts to Priory Road in 1883 courtesy of the Pruitt family who offered the use of a field adjoining their house in exchange for a donation to Stanley Hospital. Turnstiles were installed and the price of admission was fixed at 6d (2.5p). Children were charged half-price as were men in uniform including soldiers, sailors, policemen and postmen. The 1883/84 season ticket details fixtures against Southport and even Preston North End, who were acknowledged as the best in the land. However, the new landlord soon tired of his neighbours and the club relocated to Walton Breck Road for the 1884/85 season. The new ground included state-of-the-art facilities, so much so that for an extra guinea (£1.05) members could shelter in the comfort of the grandstand.

The David France Collection includes a consecutive run of 11 season tickets from 1881 to 1892 and features 1883/84, the first season at Anfield, 1888/89 the inaugural League campaign and 1890/91 first championship season. Interestingly, the colours of the member's card reflect those of the shirts selected for that season. The early season tickets list half a dozen patrons, a handful of presidents/vice presidents and a sprinkling of dedicated committeemen as well as a secretary,

treasurer and first-team captain.

**David France:** *While the contents of the ledgers, programmes and club correspondence are enlightening, in my opinion nothing compares to the season-ticket from the club's days in Stanley Park, except perhaps for the following season's ticket for Priory Road which is in remarkable condition. Therefore it is not surprising that I can remember the night that I acquired them from a collector in Southport. Or rather I can remember, the drive home when I had to halt my car under a streetlight in Bootle just to pinch myself and reflect on their magic again. After all, these small pieces of memorabilia mark the birth of the Blues.*

### **Everton Tickets: Big Match Tickets**

Many fans hoard programmes as post-match keepsakes but few have kept their ticket stubs from the run-of-the mill or bread-and-butter games. After all they were never intended to be saved. For these reasons the matchday ticket has become one of today's more collectible items of memorabilia. The collection contains hundreds and hundreds of Everton tickets. The oldest relates to the 1890 friendly between Everton and Notts County in aid of the Hospital Saturday Fund at Anfield. Apparently a number of these old tickets were discovered under the floor-boards at the Sandon Hotel during remodelling work some 10 years ago. They had been there since the days when the team changed at John Houlding's public house prior to fulfilling their fixtures at the nearby ground. Printed on blue card, the tickets measure 114 mm x 76 mm and bear the signature of club secretary Richard Molyneux. The cost of admission was 3d (1.2p).

While not always tucked away in such isolated locations, old ticket stubs have always been treasured as convenient souvenirs after attending big matches such as cup finals and semi-finals. And Everton have been involved in many big matches over the years. Remember when fans worried about how to get their hands on a ticket to watch Everton at the Empire Stadium. Older supporters will remember clipping vouchers from programmes back in 1968. Whereas both young and old will never forget the chaotic queuing along Bullens Road in 1995. The reward was a passport through the Wembley turnstiles. Of course, Everton were no strangers to the glamour of North London having appeared in 15 finals at Wembley - 12 in the Football Association Challenge Cup, two in the Football League Cup, as well as one in the Simod and another in the Zenith Data Systems. Also they have made five Charity Shield appearances at Wembley. Stubs for the early Cup finals are the most sought-after. The tickets for Everton's first appearance at Wembley on April 29, 1933 were printed on card with the details of the date, kick-off time and turnstile highlighted on the front. The rear included a stadium plan and a warning that photographic apparatus could be confiscated. Although the design remained essentially unchanged for decades, the tickets for the club's final appearance at the old stadium on May 20, 1995 were brightly coloured and included anti-forgery features such as watermarks and metallic threads. Also they incorporated a requirement that the counterfoil had to be retained for at least six months.

**David France:** *Caveat emptor? I remember acquiring an unofficial copy of the 1933 programme, that is a pirate edition rather than the authentic issue. This type of publication was usually sold outside the stadium to unsuspecting fans unfamiliar with the real thing. Well my pirate programme turned out to be a real treasure chest because it contained ticket stubs for the FA Cup final against Manchester City and for the semi-final against West Ham United.*

### **Everton Medals**



A gold medal is a tangible statement of achievement for all sportsmen and representatives of Everton have been awarded their fair share of such honours. The collection includes 40 medals for the major competitions won by the club between 1890-1985 and comprise those for seven League championships (1890/91, 1914/15, 1927/28, 1930/31, 1938/39, 1962/63 & 1984/85), four FA Cup victories (1906, 1933, 1966, & 1984) and one European triumph (1985).

Other medals include those awarded to the Northern League champions (1918/19), Division 2 winners (1931/32), FA Cup runners-up (1897, 1907 & 1968) and Milk Cup runners-up (1984) as well as those for minor competitions such as the Liverpool Cup (1895, 1899, 1930 & 1934), Lancashire Cup (1904, 1910 & 1940), Norfolk & Norwich Hospital Cup (1907) and Blackpool Hospital Cup (1926 & 1927). Another unusual silver medal commemorates Everton's pilgrimage to Barcelona in 1924. After two warm-up games against their Catalan hosts, they overcame Newcastle United 3-2 to win the Barcelona Cup. Everton were presented with a handsome silver trophy, 11 silver medals and £1,000 to cover their expenditures.

Medals change hands for much more than their intrinsic value, most being bought at auctions under stiff competition from institutional bidders. On some other occasions David acquired memorabilia directly from players or their families who preferred not to endure the 'Flog It' experience. However, his most colourful experience occurred when he was asked to bail out a former-player who had used his gold medals as collateral with money lenders.

*David France: My pleasure at meeting my childhood hero turned to shock when I observed his despair. House-bound as a painful consequence of his football injuries, the old-timer was delinquent with his payments to a local loan shark. Unwittingly, I volunteered to conduct the face-to-face negotiations with Mr Shark and his equally obnoxious minders who, after counting the ransom funds, slung the medals and bolted. While I ducked to avoid the missiles, my hero demonstrated that he had lost none of his reflexes and plucked the objects out of the air. Convinced that former-players deserve more respect, I started to navigate the uncharted waters for setting up an organisation to help those suffering medical and other hardships. Within twelve months the Everton Former-Players' Foundation had been registered with the Charity Commission and shortly afterwards, thanks to the generosity of so many Evertonians and the miracle of modern endoscopic surgery, my hero was out and about for the first time in years.*

## **England International Caps**

In the pioneering days, the wearing of a cap was as much a part of a player's kit as his jersey, knickerbockers, socks and boots. Of course, international caps have their own place in football history. England first awarded them in 1886 and more than a century later the international cap continues to represent one of the most prized achievements in a player's career. The styles, designs and colours of England caps have changed over the years. The early peaked caps were made from velvet embroidered with an English rose. Awarded on a game-by-game basis, their colour reflected the opponents with blue for Scotland, red for Wales and white for Ireland. As England ventured overseas, the Football Association introduced caps with coloured panels to reflect the continental opposition for example, green/red for Italy and maroon/black for Belgium. Later head-wear became purely ornamental, featuring silver braiding, tassels as well as the three-lions badge, and record the appearances made by the recipient during that season.

From Johnny Holt to Wayne Rooney, Everton have provided 57 England internationals. These

players have amassed 379 full England caps during their Goodison careers with Alan Ball receiving the most at 39 caps. While few people would dispute that Howard Kendall, who had received honours at schoolboy, youth and Under 23 levels, was the finest player never to have won a full international cap then the unluckiest must have been another Everton favourite. Roger Kenyon was named as substitute on six occasions in 1975 but England manager Don Revie confined him to the bench. The David France Collection includes most of the styles introduced throughout twentieth century. Those from the Victorian era are significantly smaller than those awarded in the 1930s and 1960s which in turn are smaller than those in the 1980s - tangible evidence to support the observation that modern-day players do have bigger heads. With the recent influx of overseas stars, the club has fielded 110 international representatives from 19 other countries including Australia, Canada and the USA.

**David France:** *Bert Freeman is a forgotten star. After spells with Aston Villa and Woolwich Arsenal, he joined Everton for a then massive fee of £350 in 1908. The tenacious centre-forward possessed the uncanny knack for tucking away half-chances and netted 67 goals in a little over two seasons with the club. He set a record of 38 goals in 37 Division 1 games during the 1908/09 season when Everton finished runners-up to Newcastle United. Inexplicably, Freeman was awarded only two England caps before his £800 transfer to Burnley, where he was the League's top marksman for another two seasons. His red cap was awarded for the 2-0 victory over Wales on March 15, 1909 at Nottingham. True to form he claimed one of the goals.*

### **Everton Photographs: Team Groups**

Anyone fortunate enough to tour Goodison Park will be impressed that the corridors leading to the boardroom are illuminated with magnificent photographs of Everton players from yesteryear. These beautifully displayed portraits include every Everton team dating back to the 1929/30 season as well as a few sporting the walrus moustaches from the Victorian era. More than anything, they demonstrate the changing face of professional football. Traditionally, a team photograph was taken at the start of each season and was included in the second home programme of the season. Also all members of the playing and coaching staff were presented with mounted photographs.

Of course, David never planned to duplicate these archives or, for that matter, collect photographs of Everton teams. However, he refused to allow any unique photograph to slip from the royal blue family album. He demonstrated his adherence to that commitment by acquiring a sepia-toned photograph of the first known Everton team at Bonham's auction of sporting memorabilia in Chester. Taken at a local studio in 1881, not long after the club had been re-christened 'Everton Football Club', the photograph features stalwarts such as Mike Higgins, Tom Marriott, John Douglas, Jack McGill and many other ancestors whose identities remain unknown. Of these, only Higgins progressed to play for Everton during the inaugural League campaign seven years later. The photograph was advertised as the only known copy of the photograph to have survived. However, some years later another copy surfaced.

**David France:** *Several years earlier I attended Christie's auction in Glasgow and noticed that the catalogue included the only known photograph of Everton's first championship-winning side dressed in the infamous ruby shirts with blue trim. Believed to have been taken near the bowling green at the rear of the Sandon Hotel, the sepia-toned photograph featured the diminutive Fred Geary sandwiched between the League championship trophy and the Liverpool Cup. Because the only bidders interested in the item were London-based memorabilia dealers, I felt compelled to secure the lot - at no small cost. It remains the only known photograph of this team or this kit.*

## **Everton Photographs: Candid Snaps**

Until recently journalists and photographers had always mingled with players, particularly while travelling, and footballers had never shunned away from the flash-bulb. As a result, the collection includes more than 100 snaps of players and staff taken during training sessions, social events and road trips between 1925-1975. Typically sized 20 mm x 25 mm, most of these candid photographs were discarded from the libraries of defunct newspapers or photographic studios. Without question, they provide social commentary on the changing lifestyles of professional footballers. For example, one original monochrome snapshot taken in late-April 1964 shows members of the Everton team, attired in their tailored club suits, prior to boarding a Cambrian Airlines prop-plane for the arduous 48-hour journey to Australia. Everton played eight games down-under, winning seven and drawing the other. Such was the stature of the English game that they defeated the Australian national side by 8-2 on May 10 and 5-1 on May 16.

Another candid photo captures the Everton team as they prepare to leave Goodison for a fifth round FA Cup tie at Roker Park in 1964. Fortunately for the players, the outdated bus was only required to take them as far as Speke airport. However 15,000 fans had to endure the trip by road because all rail specials had been banned because of hooliganism. The players featured in the photo include Brian Harris, Sandy Brown, Jimmy Gabriel, Colin Harvey, Dennis Stevens, Roy Vernon, Gordon West, Alex Scott, Derek Temple and Brian Labone. Whether road or air, the return journey must have seemed much longer for all travellers because the game finished 1-3.

**David France:** *One of my favourite snapshots shows Ray Wilson, Alex Young, Sandy Brown and Derek Temple leaving Lime Street Station for the 1966 FA Cup final. Their innocence displays no hint of the drama about to unfold beneath the twin towers of Wembley Stadium. Perhaps more than anything, I am fond of the way that the photographer has framed the reflections of excited well-wishers in the train window. Saturday May 14, 1966 proved to be the most memorable afternoon in Temple's career. While many fans associate the Wembley triumph with the exploits of Mike Trebilcock and, indirectly with Eddy Cavanagh - the infamous pitch invader, however, it was Temple who galloped half the length of the hallowed turf before rifling the match-winner past Sheffield Wednesday and England keeper Ron Springett.*

## **Everton Ephemera**

Ephemera? Nowadays, the term is conveniently used to describe general collectables. And the collection has lots of paper ephemera originating from around the turn-of-the-century including 20 Everton postcards spanning 1903-1920, over 300 Everton cigarette cards dating back to 1897, more than 500 Everton trade cards issued with products such as salt, tea, confectionary and, of course, bubble gum, 20 Everton players' contracts from 1890, 15 autographed menus from club functions celebrating major Everton triumphs and anniversaries over the last century, approximately 200 letters mailed to Everton between 1903-1970, 10 overseas travel itineraries including one for Everton's first trip to the continent in 1905, several Everton/Liverpool fixture lists from the pre-World War I era, 10 Everton handbooks dating back to 1894, over 50 postal covers commemorating key post-war dates, 115 books - including a copy of every Everton book ever published as well as assorted autograph albums and shareholder information.

Not surprisingly, such diverse ephemera provides a fascinating insight into the origins and genetic evolution of football on Merseyside. A couple of pieces are worthy of extra special mention. They are the official handwritten tenders for construction work at the Anfield ground in September 1886. One tender's scope of work specified that the grandstand was to be made from spruce. The builder's estimates of costs were £74.50 for the grandstand and £34.62 for the fencing, which was later reduced to £34.30. Both have been approved for payment by John Houlding, the then Everton chairman and future Liverpool chairman.

**David France:** *I discovered these documents by chance during my quest to secure an elusive programme. The vendor insisted that I also purchase a box of seemingly worthless memorabilia including a dog-eared scrap-book. At first, I was delighted to discover that the scrapbook included a couple of signed photographs from the pre-war era. Further investigations confirmed that the rest of the book was littered with discoloured newspaper cuttings dating back to Everton's participation in the 1906 English Cup final. Then further scrutiny revealed two more old pieces of paper which had been stuck onto the pages. They turned out to be handwritten documents submitted by the local firm of Armstrong & Dobson for building the stand and also for constructing hoardings around the Anfield ground. Amazingly I had hit pay-dirt.*

### **Everton Ephemera: Postcards**

Old postcards offer a snapshot of the early twentieth century frozen in time. But strangely it was not until 1902 that the Post Office allowed for both the address and message to be written on one side, freeing up the other side for a picture. As a result, 'divided back' postcards exploded in popularity and, with up to seven postal deliveries a day in Edwardian Britain, became a cheap and reliable medium for transmitting messages. Millions were mailed every week until their popularity declined with the advent of a new device - the telephone. While national firms published cards of wide interest, local photographers often recorded the more interesting community events including football matches and sold them to the general public as picture postcards. As a result, the collection includes 20 postcards featuring Everton teams and players from the 1903-1920 period and many others from later eras. Most featured team two rows of stern faces with arms folded taken immediately before kick off. But one early example shows captain Jack Taylor and goal-scorer Sandy Young with the English Cup in 1906 - the be-suited duo appear to be quite pleased by their achievement.

By comparison, postal covers were introduced in the late-twentieth century as a means of commemorating special events such as Cup final appearances and club anniversaries. Collecting postal or first-day covers is essentially an off-shoot of philately. For example European home and away games including the 1985 European Cup-Winners' Cup victory in Rotterdam. The collection includes over 50 of these philatelic covers. Many of these were autographed by the stars of the matches and issued as a numbered limited edition.

**David France:** *Obviously Evertonians have always benefited from a sense of humour, how else could they tolerate the performances of Bernie Wright and Brett Angell? Obviously, a GSOH was also a pre-requisite in earlier times. For example one postcard published by Maybury's of Swindon, styled as a funeral card, commemorates the humbling of Everton at the hands of the lowly Swindon Town in the fourth round of the English Cup in 1912.*

### **Everton Ephemera: Cigarette Cards**

Football was one of the more popular subjects for illustrating cigarette cards. Harry Reay was chosen to represent Everton in the first series published by Cohen Weenen in 1897. He was a surprising choice given that he made only two first-team appearances. The vast quantities of cards issued over the next four decades glorified the deeds of their subjects. During that time, Dixie Dean emerged as a household name and his sensational rise to national hero can be traced through his 28 different cards. One card issued by the Pattriouex tobacco company in 1927 described him: *'One of the few footballers who can claim to have played elementary school football and the first class game in the space of a few years. He was secured by Tranmere Rovers when 16 and such was his reputation as a goal-scorer that Everton paid £2,500 for him. A forward of a dangerous type, he proved it by scoring 32 goals last season including two separate hat-tricks against Newcastle United.'* Within a couple of seasons, Dean's standing had been reinforced by Gallaher: *'The Everton centre-forward, who last season established a new League record by scoring 60 goals, is universally known as Dixie. Was a Tranmere Rovers' discovery and was only 17 when Everton secured him for £3,000. His junior clubs were Moreton Bible Class and Pensby Institute. Was capped thrice before he was 21.'*

And by 1929 his status had been enhanced by John Player: *'Dean is a leading figure in present-day football, being recognised as one of the best centre-forwards since the days of GO Smith. He started to play for Tranmere Rovers in his teens, and was soon secured by Everton for £3,000 when little more than a novice in experience. He was involved in a serious motor accident and it was feared that he might never play again. He made a wonderful recovery however, and set up a scoring record of 60 goals in season 1927/28. Dean, who has been first choice for England since 1927, is a wonderful scorer with his head and feet.'* Dean had fractured his skull in a motor-cycle accident in June 1926. His accomplishments made him a legend beyond the boundaries of football. Ogdens eulogised him during the twilight of his career: *'Dean has set up a record which has never been surpassed in the long history of the game. After having served a short apprenticeship with Tranmere Rovers he went to Goodison Park in season 1924/25. Since then he has played in 371 matches embracing League, Cup and international, and he has scored 379 goals, an average of more than one a game. He has earned every honour, a cup-winner's medal, League championship medals for the First and Second Divisions and sixteen international caps.'* Obviously Goodison icons are allowed a slight exaggeration of their goal-scoring prowess.

World War II resulted in the discontinuation of most cigarette cards. Nevertheless old cards rekindle warm memories of by-gone days and, while the majority are readily available, there are more than a handful which are scarce and expensive. *Toffee Cards - The Tobacco Years*, published in 1997, provides an illustrated history of Everton's early days and catalogues the 312 cigarette cards involving Everton from 1897 to 1939. The collection contains every known Everton cigarette card issued in the United Kingdom.

**David France:** *A journalist kicked off his review of my first book by waxing: 'The one good thing about the decline of the cigarette as a tool of social intercourse is that you don't run the risk of Duncan Ferguson's head butting out of the packet!' Well that hack can relax because the last Everton No 9 to appear on a cigarette card was Tommy Lawton some 60 years ago.*

### **Everton Ephemera: Trade Cards**

Although the post-war rationing of tobacco resulted in the discontinuation of cigarette cards, their trade card counterparts continued to be issued by manufacturers of tea and confectionary as well as newspapers and magazines. Although twice the size, they share many similarities with their

nicotine stained counterparts with most fronts featuring portraits or action photographs and the backs providing career summaries. The quality of early cards was modest compared to modern-day glossy cards which are produced for collectors independent of a product. The rarest were published around the turn-of-the century by J Baines Limited of Bradford. These collectables were priced at one half-penny (0.12p) for a packet of 'gem' football cards.

Bubble-gum cards featuring footballers were introduced in the mid-1950s and grew in popularity throughout the sixties. Most were issued by A&BC Gum Co and Topps Chewing Gum Co and became the currency of the school playground. Targeted at schoolboys, they cost 1d each (less than 0.5p) and included a stick of gum as well as an illustrated card. Thankfully the sweet tasting gum had a very short life-span losing its flavour within minutes but the cards were far more durable and survived as treasured memories of yesteryear's heroes. In the days before extensive coverage of football on television and radio, bubble gum cards provided an important way for young fans to identify the stars of the game. The cards reflected the standing of the featured player and his club. Although the first Everton player to be featured was Dave Hickson in 1956, the popularity of these cards coincided with the post-war resurgence in Everton's fortunes under the stewardship of chairman John Moores. The most popular Everton stars featured on bubble gum cards were Alan Ball, Roy Vernon, Alex Young, Ray Wilson and Gordon West.

**David France:** *Perhaps Gordon West's memories reveal the true value of bubble gum cards: 'I was just 18 when I joined Everton as the most expensive keeper in the world. And two years later I was thrilled to be included in an A&BC series along with Messrs Gabriel, Labone, Scott, Vernon and Young and flattered to learn on the Bellefield grapevine that my cards were highly sought after. I even heard rumours that schoolboys were exchanging two Brian Labone cards for one Gordon West. Which sounds about right. Of course, in those days Everton were unquestionably the premier club on Merseyside and possibly card trading gave rise to the famous quote by the Last of the Corinthians - One Evertonian is worth 20 Liverpoolians. Which sounds right too!'*

### **Everton Ephemera: Player's Contracts**

In the old days – free from FIFA licensed agents – the clubs flexed considerable power over their employees. And at the end of each season, the board of directors reviewed the capabilities of the playing staff and those fortunate to be retained were offered a standard 12-month contract. There was little if any negotiation about the terms or the conditions of employment. One by one both young and seasoned players were summoned to the club secretary's office in Goodison Road and expected to sign whatever piece of paper had been placed in front of them. Even in the period following the abolition of the maximum wage by the Football Association, all senior players received identical remuneration. Therefore they all signed without hesitation, citing the honour of playing for Everton Football Club. Ah, those were the days! The collection contains 20 examples of the standard contracts drafted by the Football League and used by Everton between 1890-1975.

**David France:** *One of the contracts was signed by Gordon Watson, who relayed to me the tale of young Joe Mercer, his future team-mate in the 1938/39 title-winning side: 'In 1936, after a successful campaign in which he had broken into the Everton first-team, the right-half was more than a tad disappointed to learn the terms of his new contract and demanded to see Will Cuff. Sufficiently incensed to challenge the iron fist which ruled the club, he enquired why he received £8 during the playing season but only £6 per week during the months of June, July and August when most of his colleagues were paid £8 throughout the year. Mr Cuff was horrified: 'Well Mercer, are you trying to tell me that you are as good a footballer as Warney Cresswell? As*

*good as Charlie Gee? As good as William Ralph Dean?’ Mercer responded: ‘No sir, obviously they are England internationals and I ‘ve yet to reach their standard. But while I’m not as good as them from August to May, I am just as good as them during the close-season’. Mr Cuff was not amused but shortly afterwards the future England captain was offered a contract at £8 per week for all 52 weeks - which he signed without reading.’*

### **Everton Ephemera: Letters**

The David France Collection includes a mixed mail bag of club correspondence which offers a fascinating insight into the typical day-to-day operations of a football club over the decades. The 200 plus letters on the letterheads of 80 or so different football clubs address all types of business issues including the re-arrangement of fixtures, allocation of match tickets and coordination of transfers. Dates back to March 6, 1888, the oldest letter hand-written by the Aston Villa secretary invites Everton to visit Birmingham later that month.

Whereas many of the post-war letters trace the wheeling and dealing in the transfer market by Everton managers such as Johnny Carey, Harry Catterick and Billy Bingham. They shed light on the deals which delivered the likes of Tony Kay from Sheffield Wednesday, Dai Davies from Swansea Town, Bernie Wright from Walsall and Rod Belfitt from Ipswich Town to Goodison. Equally formal correspondence complies with the rather quaint requirements of the Football Association. For example, one letter lists the Leeds United players eligible for the FA Cup semi-final at Old Trafford on April 27, 1968. Although Leeds fielded a full-strength team, the Everton side was weakened by the suspension of Alan Ball. However, it did include the name of Johnny Morrissey who coolly netted the all important winner - a penalty past Gary Sprake. The collection contains a similar letter from West Bromwich Albion which includes Jeff Astle - the scorer of the extra-time winner at Wembley.

**David France:** *Some letters from less-affluent clubs are eloquent appeals for financial help. One of my favourite letters outlines non-League Macclesfield Town’s proposal to act as Everton’s nursery club. The Goodison board declined the offer. While Macclesfield were eventually elevated to the Football League, they have yet to produce a footballer suitably equipped to play in the top flight.*

### **Everton Ephemera: Autographs**

Whereas signed programmes, signed replica shirts, signed balls, signed portraits and even signed plaster-casts are bought and sold on eBay, the image of football crazy schoolboys pushing albums under the noses of their idol to gain that all important autograph is an eternal one. At one time or another we have all asked for them. Perseverance coupled with politeness usually pays off. Most players understand that public relations is an important part of their job. But sadly in the hectic hustle and bustle of today, most autographs are hastily scrawled with indecipherable penmanship and some are delegated allegedly to the handy work of ghost writers.

Fortunately, that was not always the case. Traditionally professional footballers responded using a fountain pen and a big smile and autographs became an inexpensive form of memorabilia. The most sought-after are preserved on album pages from the thirties and include those of the late Dixie

Dean, Tommy Lawton, Joe Mercer and TG Jones. But no experience compares with personal interaction with one of your heroes. Anyone who has been pleasure of asking Brian Labone for his moniker will appreciate the time he takes to engage fellow Evertonians. Nothing appears to be too much trouble for this royal blue legend. He always makes eye-contact and takes extra-special care to dot the 'i' in 'Brian' and personalise the dedication. While some modern-day stars may consider such requests to be a nuisance, older players admit to secretly dreading the day when fans no longer ask for their signatures.

The collection includes hundreds of autographs from all eras, however, the most fascinating signed item is a Goodison training-in book from 1931. As a rule, all Everton players have been required to formally register for daily training by a specific deadline. Those who arrived late were often re-lined and fined. This book lists the signatures of the players who attended daily sessions and describes the scope of the exercises specified by the trainer Harry Cooke for that day. Sessions often alternated between running/walking and gym work/skipping. Occasionally the players were treated to brine baths and sometimes they indulged in ball practice - passing movements. The entry for August 1931 shows that Chedgzoy, Sagar, Dean, Creswell, Britton and 20 team-mates signed in for morning and afternoon training. The early session consisted of a long walk through Queen's Drive, West Derby Village, then along the East Lancs Road and Walton Hall Avenue to Goodison Park.

**David France:** *A few years ago I had the pleasure of sharing the microphone with Alex Young during a Radio Merseyside phone-in. However, the most popular question was 'What time will Alex be leaving the studio?' Although our host Alan Jackson warned that there were autographs hounds stalking the main entrance, he failed to add that Paradise Street had been closed by a mob of Evertonians, both young and old, waiting to catch sight of the Golden Vision. In fact, so many cars were double-parked that the city centre was reduced to a standstill while Alex met the needs of every fan. Some 45 minutes later, we made it to the Moat House Hotel where he recalled the experiences of another of Everton's favourite sons - Alan Ball. Apparently shortly after his debut in 1966, Bally was walking to the ground carrying bags in each hand when a fan dressed from head to toe in royal blue approached him with his treasured autograph book. He asked: 'Please can I have you autograph?' Bally apologised: 'I'm so sorry but I've got my hands full at the moment.' He answered: 'That's okay Mr Ball, just spit in it!'*

### **Everton Ephemera: Books**

The history of football can be traced through the pages of the written word and Everton have become something of an institution with a rich harvest of 64 books charting the club's development and celebrating its successes. While the collection includes official handbooks dating back to 1893, the first detailed history of the club was authored by club director Thomas Keates. Entitled *History of Everton Football Club 1878/79-1928/29*, the book was first published by Thomas Brakell in 1929. Since then, other popular works which have enjoyed three editions include *Everton - A Complete Record* by Ian Ross & Gordon Smailes, *Gwladys Street's Hall of Fame* by David France and *Goodison Glory* by Ken Rogers. But the most sought-after publication in recent years was *The Blue Book* co-authored by David France and David Prentice which summarised the observations of Gordon Watson during his 64 years on the playing, coaching and administrative staffs at Goodison. Published as a limited edition of only 1878 copies to celebrate the club's achievement of 100 seasons at the top, it sold out within days.

In addition 47 biographies of Everton players have been penned. They feature those of Goodison



icons such as Ball, Dean, Kendall, Labone, Ratcliffe, Royle, Southall, Lawton, West, Wilson and Young and others by the likes of Beardsley, Bingham, Cottee, Gascoigne, Geldard, Gray, Harris, Jones, Kanchelskis, Lello, Lineker, McMahon, McKenzie, McMahon, Nevin, Thomas and Troup. Also goalkeeper Dai Davies wrote his autobiography in both English and Welsh. Surprisingly no-one has covered the life and times of Harry Catterick.

**David France:** *I've been involved in producing nine books but was most satisfied by capturing the opinions of Gordon Watson for posterity in The Blue Book. He passed away while the book was being printed but would have been embarrassed by the sight of a couple of hundred rain-drenched fans queuing down Church Street and along Paradise Street to acquire copies from WH Smith's. Of the other 114 Everton books released to date, four have been authored by 'ordinary' fans and recount their experiences while following the club through the good times and the not-so-good times. For me, these works capture the real passion of supporting Everton and enrich our royal blue culture. They are the real collectables of the future.*

### **Everton Programmes**

If the most trustworthy diary of a club's history is its football programmes, then for that reason alone no club's history has been so comprehensively chronicled as that of Merseyside's first club. The David France Collection contains over 6,000 programmes which envelop Everton's participation, both at home and away, in league games, cup competitions, friendlies and reserve-team fixtures between 1886-2001. While it is difficult to tabulate the precise number of friendlies, and therefore the total number of first-team games, in which Everton took part in during this period, experts have estimated that the collection features more than 90% of all of the programmes involving Everton Football Club. In itself, this staggering week-by-week anthology is the most complete compilation of archival material for any football club in the world.

Of course, football programmes are intended to be disposable items. They were never expected to have been kept for over a century. So equally as stunning as the scope and the depth of the programme collection is the general condition of the items. Most have withstood the ravages of time and are in excellent condition for their vintage. Indeed, very few are torn or brittle. The vast majority of the home editions have been professionally preserved and have been bound into volumes which occupy over 20 feet of linear shelf space. At the last audit, the collection included over 6,000 programmes but, even after a quarter of a century of toil, there are still holes in the collection. Yet numbers tell only part of the story :

	Pre-World War I	Between the wars	post-World War II
Home programmes	321	805	2495
Away programmes	66	240	2183

**David France:** *Theoretically before I collected, I accumulated individual programmes from dealers scattered across the United Kingdom. Then by chance I came across a bound volume from the early fifties which to my delight contained every single home programme issued by the club for that season - every first-team, every second-team, every friendly, etc. And best of all, they were in immaculate condition. Subsequent research determined that for many seasons back to 1904/05 Everton, like Aston Villa, Chelsea and Sheffield United, had presented bound volumes of home programmes to each member of the board. Also they had sold them to supporters at the end of each season. As a consequence I elected to focus on seeking out such volumes for the earlier seasons. My timing was perfect because nowadays many of these volumes are broken up by*

*dealers who discovered that a more lucrative demand exists for the individual programmes.*

## **Nineteenth Century Home Programmes**

Without question, the highlights of the vast programme collection are the 32 pre-League games played at Anfield. These boast the oldest known issues involving Aston Villa, Blackburn Rovers, Bolton Wanderers, Derby County, West Bromwich Albion, Wolverhampton Wanderers, Newton Heath and Celtic. Others include rarities from the halcyon teams of Scottish football such as Battlefield, Kilbirnie and Vale of Leven and English amateur football such as Corinthians and Blackburn Olympic. Most of them are simply priceless.

Everton were the first club to distribute programmes detailing team line-ups. Measuring 115 mm x 140 mm, these 4-page matchcards were crammed with minutiae about the referee, umpires, future fixtures and past results as well as advertisements for tobaccos, wines, watches, pianos, football bladders, dance halls and undertakers. In addition, they reveal the explosion of the professional game from local fixtures with Stanley and Bootle to more established opponents such as Bolton Wanderers. In fact, the collection contains eight programmes involving Bolton between 1887-1889. It also highlights the astuteness of arranging games with 10 of the other founders in the spring of 1888 to further Everton's qualifications for League membership.

Astley Bridge	4 Sep 1886
Church	30 Apr 1887, 25 Feb 1888
South Shore	20 Aug 1887, 30 Mar 1889
Witton	27 Aug 1887, 14 Jan 1888, 6 Apr 1889
Bolton Wanderers	29 Oct 1887, 19 Nov 1887, 2 Apr 1888, 2 May 1888, 5 Nov 1888, 6 May 1889, 31 May 1889, 28 Sep 1889
Bootle	3 Dec 1887, 26 Dec 1888, 13 Apr 1889, 26 Dec 1889
Notts Rangers	7 Jan 1888, 11 Jan 1890
Burslem Port Vale	4 Feb 1888, 20 Apr 1889
Padiham	11 Feb 1888, 1 Sep 1888
Burnley	3 Mar 1888, 24 Apr 1888, 24 Nov 1888, 14 Sep 1889, 12 May 1890
Notts County	10 Mar 1888, 15 Sep 1888, 7 Sep 1889
Derby County	17 Mar 1888, 27 Oct 1888, 18 Jan 1890, 31 May 1890
Aston Villa	24 Mar 1888, 6 Oct 1888, 4 Jan 1890
Corinthians	4 Apr 1888
West Bromwich Albion	7 Apr 1888, 23 Feb 1888, 8 Mar 1890, 31 May 1890
Blackburn Olympic	5 May 1888, 3 Sep 1888
Accrington	12 May 1888, 5 Sep 1888, 26 Oct 1889
Wolverhampton Wanderers	21 May 1888, 9 Feb 1889
Halliwell	5 Sep 1888, 16 Mar 1888
Stanley	13 Sep 1888, 2 Sep 1889
Long Eaton Rangers	8 Dec 1888
Ulster	25 Dec 1888
Blackburn Rovers	5 Jan 1889, 7 Sep 1889
Stoke	12 Jan 1889, 2 Nov 1889
Preston North End	19 Jan 1889, 20 May 1889, 16 Nov 1889, 28 Apr 1890
Battlefield	2 Feb 1889
Dundee Strathmore	16 Feb 1889
Northwich Victoria	10 Apr 1889
Newton Heath	15 Apr 1889
Darwen	18 May 1889, 3 May 1890
Earlestown	4 Sep 1889
Southport Central	25 Dec 1889
Sheffield United	8 Jan 1890
Glasgow Rangers	15 Feb 1890
Kilbirnie	1 Mar 1890
Celtic	5 Apr 1890
Vale of Leven	12 Apr 1890
Partick Thistle	26 Apr 1890
Sunderland Albion	17 May 1890
Birmingham St George's	24 May 1890

**David France:** *From my experience, other programmes from the inaugural 1888/89 season are more than rare - they are unheard of. In fact to come across one programme for any club from the nineteenth century is quite a revelation but to discover a programme for a leading Premiership club from the pre-League era is mind-boggling. Then to cast your eyes on all of the home programmes issued during that season is ... astonishing ... inconceivable ... miraculous ... and mind-blowing ... as well as bordering on absurd! When presented with the opportunity, I did not hesitate to acquire my first pre-League volume. Among it's treasures was the earliest programme involving Newton Heath and it cost me a king's ransom. So much that not long afterwards the dealer moved to a smart new house in the suburbs. But perhaps if he had sold it to the Old Trafford Museum, as he had threatened, the would be living in a Formby mansion.*

### **Everton Programmes: Pre-World War II Homes**

The collection reflects the changing designs and contents of programmes from the primitive match-cards to the award-winning magazines of today. Because each issue represents a fraction of a history, perhaps there is no better way of tracking the fortunes of the club and chronicling events on Merseyside where some claim that life is taken almost as seriously as football. To this end, no programmes are as significant as the joint Everton-Liverpool collaborations. Everton worked in partnership with their neighbours to introduce a 16-page work of art in 1904 which had expanded to a 32-page masterpiece by the final edition in 1935. Therefore this book represents possibly the greatest compilation of Liverpool home programmes, nearly 1,000 pre-war issues, and could be re-titled 'Liverpool Memorabilia - The David France Collection.

**David France:** *Contrary to popular rumour, my collection is far from complete. For example, no programmes exist for a handful of seasons around the turn-of-the century and shortly after the conclusion of World War I. Also it would be surprising if any programmes had survived from these eras even if they were produced. Of course, the search for these elusive issues continues. That said, it is difficult to define the breadth and depth of the collection. Perhaps it is best to think of it in tangible terms - for example, it contains a programme for every Everton home game played by Dixie Dean as well as one for nearly all of his away games ... as well as programmes from every home and away game played by Everton since then.*

### **Everton Programmes: Post-World War II Homes**

Published in 1996, David France's second book *Toffee Pages - The Post-War Years* is the definitive guide for Everton programme collectors and catalogues all known editions. It also identifies the rarer issues. In summary, the club published programmes for all League and cup games in the post-war years except for the hastily re-arranged Division 1 fixture against Sunderland in 1946/47. Also no official programme was produced for the visit of Gornik Zabrze in 1991, however, a single-page team-sheet was discovered. Therefore the collection contains all of the home programmes issued between 1945-2001. If the programmes for reserve games and team-sheets for Premiership fixtures are taken into account, then it extends to some 2,495 issues.

The club is widely admired for its commitment towards publishing one of the best programmes in the country, however, it took almost a quarter of a century to return the grandeur of the 32-page editions in pre-war era. The post-war publications were revitalised in 1969 and further modernised in 1980. Tobin Design introduced a more sophisticated and colourful magazine in 1995 which

continues to this day.

**David France:** *Although Everton have enjoyed a reputation for publishing outstanding programmes, the advent of web-sites, fanzines and club magazines as well as squad numbering challenge the original purpose of the matchday editions. Today the programme must entertain as well as inform. That said, perhaps the real collectables of the future will be the team-sheets which identify the actual starting line-ups. With that in mind, I have included team-sheets from Premiership games in my collection.*

### **Everton Programmes: Pre-World War II Aways**

By the turn-of-the-century only a few clubs shared Everton's diligence in producing matchday programmes and, as a result, early away editions are extremely rare. Only 10 programmes involving Everton are known to exist from the nineteenth century. The oldest was published by Stanley for the fixture at the Walton Stiles ground in 1887/88. Stanley were the club's nearest neighbour and Everton played one of their home games at this ground prior to the completion of the Priory Road facilities in 1883.

The David France Collection is thought to contain the earliest programmes for many other clubs such as Southampton - then a Southern League contender, Newcastle United, Nottingham Forest, Walsall, Sheffield United and Sheffield Wednesday. It also includes programmes from Everton's early excursions to Europe and features issues for the games against Zurich and DFB Auswahlelf in 1932, Udvalgt Hold in 1937 and Zwaluwen in 1939. The club played Udvalgt three times over three consecutive days and all three programmes are included in the collection.

**David France:** *Most collectors have gone to extreme lengths to delete elusive items from their wish-lists and, as sad as it may appear, I am no exception. Indeed I must confess to having been guilty of acquiring a vendor's complete collection on more than one occasion just to get my hands on one or two pieces of treasure. My biggest excess? Well, about ten years ago I bid successfully for a lot of over 1,000 programmes at a Christie's auction in London. They must have weighed 80-100 pounds and I had to cart this excess baggage back to my hotel before locating a rare away programme. For the record it wasn't even a first-team edition but related to a match between Everton Reserves and New Brighton in 1926. It was like searching for a needle in a royal blue haystack.*

### **Everton Programmes: Post-World War II Aways**

Most post-war away programmes are readily available and David France's collection includes a copy of every away programme for League, cup, testimonial and friendly games played in post-war era. However, research has confirmed that no programmes were published for visits to Preston in 1945/46, West Bromwich in 1950/51, Ujpesti Dozsa in 1965, Real Zaragoza in 1966 and Milan in 1975.

Some of the rarer post-war programmes relate to pre-season friendlies against junior and Irish clubs. Although not all such games are well documented, the only known post-war programme missing from the collection is for the friendly with Manchester United scheduled for February 15, 1955. The game was postponed and never rescheduled. And even though the Old Trafford club

instructed the printers to destroy all copies of the redundant programmes, one or two of them have survived. Other uncommon issues relate to testimonial games, the most obscure being that organised for Jack Price against Glasgow Rangers at Belfast in 1945. Other rarities involved fixtures at unusual venues such as those against Combined Services XI (Germany) at Munster in 1945, Cumberland FA at Workington in 1947 and Blackburn Rovers at Kendal in 1950.

*David France: In the pre-eBay era, foreign programmes were understandably some of the more difficult to come by. However by hook or by crook, I managed to hunt down all of the known programmes from Everton's numerous post-war visits to Europe, Australia, Japan, Thailand and North America. Many were acquired from members of the club's party who made these trips while others were unearthed by football fans in Ireland, Germany, Norway, Sweden, Canada, Australia, Japan and, of course, the USA. Close to my home, I was delighted to complete the set of the 10 programmes from the 1961 America Challenge Cup. The ultimate edition had been hibernating for several years in an antiquarian bookshop in my new hometown of Victoria BC..*

### **ENOUGH TO MAKE YOUR HEART GO ...**

I'm no history buff or nostalgic fan who pines for the good old days but several months ago I had the privilege to inspect The David France Collection. It is vast and tells the true history of the club and much more - it took my breath away. I only hope that my sons get to share the experience someday! These items should be in the British Museum never mind a Goodison Museum. I would go as far as to proclaim that it transverses the boundaries of sport by chronicling the social history of Merseyside and is something which the people of Merseyside should be proud of irrespective of their allegiances. Closer to my heart, Evertonians should be proud that no other club has such comprehensive archives. I salute David France for his dedication towards rescuing Everton's history. I understand that he would like to pass it on to some safe hands who will preserve it, build on it and display it for the benefit of future generations of Evertonians and other football fans. Therefore the club directors must secure it for my sons and future generations of Evertonians. If we really are the People's Club then this is the People's Heritage. My sons will never forgive them if they do not or will not. **Ian Macdonald**

The jewels in the Everton crown? A labour of love? A football archaeologist's dream? David France has assembled such an impressive collection of Everton memorabilia over the past 25 years that all Evertonians are indebted to him for rescuing the club's history. Now it is imperative that the Everton family preserve it for the benefit of future generations. Everton Football Club has been marginalized in recent decades. The Latin motto sounds rather hollow in the age of the Premiership. But with such luxuriant archives, Everton can never ever be reduced to the status of just another middle-of-the table club. This collection confirms, Everton has never ever been just another club! It was offered to Everton Football Club in October 2003, however the much publicised financial woes have pushed other issues to the forefront at Goodison. Now with the down-payment from the sale of Wayne Rooney in the coffers, it is imperative that our history is never lost again. If it is, we would be so much poorer than merely the monies involved. Surely Evertonians will never have an opportunity to embrace their heritage this again. After all it is our club, it is our history! Believe me, David France's collection confirms the royal blue side of the Mersey has sought to compete at the highest level, play cultured football, provide fans with the best facilities and embrace the challenges of the future. Hopefully this book will act as another step towards the institution of a permanent public display of Everton's glorious history. This collection of Everton memorabilia and the history of Everton Football Club go hand-in-hand, they must be

treasured. **Alex Young**