



60  
YEARS  
OF THE  
WORLD  
CUP

*Reflections on Football's  
Greatest Show on Earth*

BRIAN BARWICK OBE

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## Chapter 1

# Chile 1962

ON 5 October 1962, two important debuts were made on the same day. They would have a seismic effect on British social life – and far, far beyond.

On that special day a little-known pop band from Liverpool called the Beatles released their first single. ‘Love Me Do’ peaked at number 17 in the charts, their first step in a meteoric rise to unprecedented heights of fame and celebrity.

And, on that very same day, the first in a unique long-running cinematic series was premiered in London’s Shaftesbury Avenue. James Bond, 007, was brought to life by Sean Connery, starring as the all-action, dynamic, yet suave and sophisticated British agent in *Dr. No*.

Two super-heavyweight cultural icons brought to national public attention for the first time – a remarkable coincidence that enjoyed both an immediate and ultimately long-lasting impact. The Beatles and James Bond helped kick-start a significant change of attitudes in British social life. Throwing off post-war austerity, the country started to look forward not back – and the Swinging Sixties were about to explode on the scene. And, with their overwhelming popularity, Bond and the Beatles would be at the very heart

and start of it all – and stick around for many decades that followed.

Indeed, 60 years later, in the summer of 2022, former Beatle Paul McCartney would still be setting the music world alight as the headline act at the legendary Glastonbury Festival, while just months previously film fans had been queueing outside cinemas waiting to see *No Time to Die* – the latest James Bond epic, with Daniel Craig now as the movie's main man.

Back in 1962, *Lawrence of Arabia*, winner of seven Oscars, was the film packing them in at the cinema in a year that Hollywood would also mourn the loss of one of its most well-loved stars. Sadly, movie legend Marilyn Monroe was found dead in her Los Angeles apartment – an absolute silver screen 'goddess', memories of whom still burn brightly to this day.

On television, UK viewers welcomed a new BBC TV 'cops and robbers' series that became an instant hit as *Z-Cars*, with its famous theme music, roared into fictional Newtown. Other small-screen debutants in 1962 included the much-loved sitcom *Steptoe and Son*; *University Challenge* gave us our 'Starter for Ten'; and BBC's Saturday night satirical show, *That Was the Week That Was*, was a brand-new style of comedy and opinion, hosted slickly by David Frost, on which public and political figures became the regular targets of the programme's sharp-edged ground-breaking humour.

As an eight-year-old schoolboy growing up in Liverpool, my TV viewing still centred around Children's Hour – *Blue Peter*, *Crackerjack*, *Supercar*, *Fireball XL5*, *Sooty and Sweep* and the cartoon adventures of *Huckleberry Hound*, *Yogi Bear*, *Popeye*, *Top Cat* and *The Flintstones* being among my own teatime favourites.

1962 was the year when the long-running Cold War between the east and the west reached a pivotal point with the Cuban Missile Crisis. In a critical 13-day stand-off, the USA's new president, John F. Kennedy, and Russian premier Nikita Khrushchev pulled their respective countries back from the brink of a potentially disastrous nuclear conflict.

In British politics, Conservative prime minister Harold Macmillan was in the home straight of his six-year tenure at Downing Street. He would relinquish his position in 1963.

On the sporting front, Ipswich Town were the unlikely winners of the First Division championship, following promotion from the Second Division in the previous season. Their manager, Alf Ramsey, would move on to even bigger and better things as we all now know. Tottenham Hotspur beat Burnley in the 1962 FA Cup Final, goalscoring genius Jimmy Greaves recording the opening goal in their 3-1 win. His short Italian sojourn at AC Milan had ended when Spurs boss Bill Nicholson paid £99,999 for his services – a pound short of a headline-grabbing £100,000.

In horse racing, 28/1 Kilmore, ridden by Fred Winter, won that year's Grand National; tennis great Rod Laver was crowned 'King' of Wimbledon on his way to his first grand slam; Arnold Palmer landed golf's Open Championship again, this time at Troon; and Britain's much-loved motor racing driver Graham Hill became F1 world champion.

Brilliant breaststroke swimmer Anita Lonsbrough would win three gold medals for England at the Commonwealth Games in Perth and go on to be crowned as the BBC's Sports Personality of the Year.

In Chicago, America's fearsome Sonny Liston hammered his fellow countryman and reigning heavyweight champion Floyd Patterson to a first-round defeat in a short

but explosive world title fight. Meanwhile, a young man called Cassius Clay, a 1960 Olympic boxing champion, was continuing to build a big reputation as Liston himself would find out to his cost in due course.

Muhammad Ali, as Clay became known, would become a genuine international megastar, not least because his rise to fame coincided with the successful launch of the communications satellite, Telstar, which enabled the transatlantic transfer of TV pictures, telephone calls and telegraphs. TV news and sport were two of the quickest adopters of this breakthrough in communications – suddenly the world had got a little smaller. If Telstar was a remarkable man-made excursion into the future, nature itself proved it could still show its teeth – and in devastating fashion.

The most serious challenge the average British citizen faced as 1962 drew to a close was a winter like no other, dominated by severe snowfalls and treacherous icy conditions – a set of formidable weather fronts that started to hit the UK in late December and didn't abate until early March the following year. Anybody who lived through those times remembers it still to this day. Life ground to a halt, sport was put on hold, and things were decidedly very chilly.

Chile (see what I've done there!) is over 2,500 miles long, and has seven major climate subtypes of its own. And it was the seventh country chosen to host the World Cup following the tournaments in Uruguay (1930), Italy (1934), France (1938), Brazil (1950), Switzerland (1954) and Sweden (1958).

The decision made at the FIFA Congress in Lisbon in 1956 saw the South American country beat off opposition from West Germany and fellow South American contenders Argentina.

Two years before the World Cup got under way, Chile had suffered the largest earthquake in modern history at Valdivia, but its proud countrymen were determined to still stage football's biggest global event.

In a wonderful feature of its time, legendary BBC sports producer Ronnie Noble gave readers of the 1961 *Sportsview Book of Soccer* his personal take on the journey to, and through, this football-mad country. Entitled 'Four Meals to the World Cup', he explained his London to Santiago journey – a near 24-hour trip including several refuelling stops, the first in Lisbon. When the BOAC Comet eventually landed at its destination in Chile, it had dropped off passengers at São Paulo, Montevideo and Buenos Aires. 'You've gained four hours, and at least four pounds in weight,' courtesy, I'm sure, of enjoying the generous 'cuisine and fine wine re-fuelling' enjoyed by our intrepid BBC producer!

The World Cup would be held in Chile in its winter, but such was the length of the country, every type of sun, shade and showers were possible over the tournament's near three-week duration depending on where the matches were played – Viña del Mar, Rancagua, Arica and Santiago.

And the distances between those venues would be a key feature of this World Cup too – for example Arica, on the Chilean–Peruvian border in the north being 1,400 miles away from another, in a small industrial town called Rancagua in central Chile.

Fifty-six nations entered to qualify for the 1962 World Cup – the largest entry since the tournament started in 1930, when only 13 countries took part. Chile and Brazil qualified automatically as hosts and holders respectively, and of the other 14 teams who made it to the finals, ten



came from Europe, three from South America and one from Central America. England were the only British qualifiers in 1962, a complete contrast to the 1958 World Cup, when Scotland, Wales and Northern Ireland also made it to the finals. Indeed, Wales and Northern Ireland reached the last eight of that competition before being knocked out by Brazil and France respectively.

England's three previous showings prior to the 1962 World Cup could best be described as disappointing. In 1950 they suffered an ignominious defeat at the hands of the USA before being eliminated at the group stage. In 1954, they reached the quarter-finals before falling at the hands of Uruguay. And, four years later in Sweden, England, tragically deprived of magnificent players Duncan Edwards, Roger Byrne and Tommy Taylor, victims of the Munich air disaster, drew all three group games before being knocked out 1-0 in a play-off against Russia.

Although it was felt unlikely that a European team could win a World Cup in South America, England's two-year build-up to the tournament in Chile gave us some hope. Under the tutelage of Walter Winterbottom, England had sailed through their three-team qualifying group of themselves, Portugal and Luxembourg, who they beat 9-0 in the away tie.

In the two seasons that preceded the finals in Chile England had also put some big wins behind them. They famously beat Scotland 9-3 at Wembley in a Home International Championship match in April 1961. The following month they beat Mexico 8-0 in a post-season international friendly. England took the formidable scalp of Italy, 3-2 in Rome, drew with Portugal in a World Cup tie, and narrowly lost to Austria on a short post-season

European tour, that latter result being avenged in a return match the following spring of 1962.

England's final game en route to Chile was a comprehensive 4-0 win in Peru. Their 20-man squad for the World Cup showed a remarkable spread of talent across 17 clubs – only Sheffield Wednesday, West Bromwich Albion and Tottenham Hotspur providing two players apiece. The squad was: Ron Springett (Sheffield Wednesday), Alan Hodgkinson (Sheffield United), Jimmy Armfield (Blackpool), Ray Wilson (Huddersfield Town), Don Howe (West Bromwich Albion), Bobby Robson (West Bromwich Albion), Peter Swan (Sheffield Wednesday), Ron Flowers (Wolverhampton Wanderers), Stan Anderson (Sunderland), Maurice Norman (Tottenham Hotspur), Bobby Moore (West Ham United), Bryan Douglas (Blackburn Rovers), Jimmy Greaves (Tottenham Hotspur), Gerry Hitchens (Inter Milan), Johnny Haynes (Fulham, captain), Bobby Charlton (Manchester United), John Connelly (Burnley), Roger Hunt (Liverpool), Alan Peacock (Middlesbrough) and George Eastham (Arsenal). The two non-travelling reserves were Gordon Banks (Leicester City) and Derek Kevan (West Bromwich Albion).

Winterbottom's men settled into their World Cup base in Coya, a small village some 2,500ft up in the Andes, and an hour's ride from Rancagua, where their group games with Hungary, Argentina and Bulgaria were to be played. Their camp had been set up in Coya at the invitation of the Chile-based, American-owned Braden Copper Company. The only way in and out of the village was by a single-track railway. The facilities the company offered, free of charge, were routinely used as a perfect restful location for its tired executives and families to have short breaks

and therefore, unwittingly, the England players benefitted from an amazing golf course carved out of the mountains, a cinema whose programmes changed daily, a ten-pin bowling alley and several tennis courts.

The players occupied three large wooden-built bungalows, two players to each room, with a private bathroom in every room. British-style cooking was supervised by a kindly grey-haired Englishwoman called Bertha Lewes, who looked after her charges like a doting mother.

Some of the players thought the accommodation was too spartan and a little too remote from civilisation, but more objective judges, like captain Johnny Haynes, generally accepted that no matter who eventually won the 1962 World Cup, England had nailed it in terms of having the best camp. 'Coya had everything that any football team might want in a training camp,' said Haynes.

Braden also owned the Rancagua Stadium and had generously spent money on building a new stand and improving the dressing rooms in time for the tournament. And despite no rain in the area for seven months the pitch was in perfect condition. Although it only held less than 20,000, the Rancagua Stadium was a little gem set in the Valley of Flowers with the Andes towering in the background. Perhaps it was written in the stars therefore that Ron Flowers would be one of the success stories of England's World Cup adventure.

So, everything was set for the players in Chile, and a hugely interested public back in England, to settle back and enjoy the seventh staging of football's global feast. There was only one real problem – which would be completely unacceptable in these modern times. These days, as TV viewers, we are completely spoiled as sporting events, being

played across the other side of the world, are beamed live into our living rooms at any time of day and night.

It is just an established 'given' that any sport that has mass audience appeal and is in demand will be covered live and extensively – and the market to obtain the rights for those events can run into tens of millions of pounds and dollars for a hungry network of broadcasters.

Life was very different in 1962. Let me explain – none of the World Cup matches played in Chile could be relayed live back to Europe. These were still quite primitive times in television, and Telstar had arrived too late to service the tournament. Live coverage of previous World Cups before 1962 had also been fitful. In 1954 in Switzerland and Sweden in 1958, the number of games covered live had been limited. And despite strong representations no doubt made, there was no guarantee one of our nation's matches would be the Eurovision 'pool' match on any particular day.

Indeed in 1958, while England were playing their opening group game against the Soviet Union, BBC viewers were watching West Germany begin their title defence against Argentina. England's later crucial match against Austria was also missed as Eurovision picked the Germans again against Northern Ireland.

In Chile four years on, the issue wasn't one of selection but of relative time and distance. The matches were covered live locally but transatlantic satellite broadcasting was still at an experimental stage. This time, ITV opted out of broadcasting the tournament while the BBC covered every England game, whether a 'pooled' match or not. And it also sent commentators to other matches that caught the eye and had reporters out and about to make 'colour' pieces in and on Chile.

So how did the British TV viewer get to watch the 1962 World Cup? Not without a herculean effort by the BBC production and engineering team. All the BBC's World Cup coverage was air-freighted. Film cans of matches of British interest were flown out of Chile to New York and after a three-hour wait sent on to London. That time in New York wasn't wasted, though; they processed the film there before placing it on a transatlantic flight that would arrive in London in time to show it to the British public a couple of days after the match had finished!

For example, England's opening game, a 2-1 defeat against Hungary, was played in Rancagua on Thursday at 3pm in Chile (8pm BST) on 31 May and shown on the BBC in full from 10.30pm to midnight two days later, on the Saturday. There had been live commentary of the second half on BBC Radio.

There were similar two-day delays for the other two England group games and even their showpiece quarter-final against Brazil, played on the Sunday afternoon in Chile, with an hour's highlights shown on BBC at 9.25pm the following Tuesday. And there was no difference for the final itself between Brazil and Czechoslovakia, played on a Sunday evening UK time, with a full recording shown at 9.25pm two days later.

The stars of this trip were not the Corporation's presenters or commentators, but producers like the experienced Ronnie Noble and the BBC's logistics guys who, ahead of the tournament, had worked out how they were going to get their valuable cargo back to London safe and sound. Every route and airline schedule was pressed into action in an early example of the determination that existed even then to super-serve the nation's sports fans.

The next tournament, in 1966, would be a whole lot easier – it was to be in England.

‘Good evening. The game you are about to see is the most stupid, appalling, disgusting exhibition of football possibly in the history of the game. You, at home, may well think that teams that play in this manner ought to be expelled immediately from the competition. See what you think.’

Those strident words on BBC TV – as it was called then – from David Coleman set the scene for the horror show that was Chile v Italy in their rough-house group two match. Coleman, a future iconic TV broadcaster, typically said it as he saw it – introducing highlights of what became known as ‘The Battle of Santiago’. The Italians had two men sent off for violent conduct in the first half, and fights were breaking out between the sides all over the field. Seemingly an element of bad blood between the teams had been created because some Italian journalists had been critical of Chile as the host country.

The game became infamous, and English referee Ken Aston struggled to keep order. He later went on to invent the yellow and red card system. Given the number of times he would have used them on this afternoon, Aston could have got a second career as a magician. Chile went on to win 2-0 and, given its notoriety, the game remains one of my own earliest memories of watching football on the telly.

England got themselves through the group stage, despite losing the first match 2-1 to Hungary. In their second game they convincingly beat Argentina 3-1 and then played out a dreadful 0-0 bore-draw with Bulgaria that guaranteed Winterbottom’s men a place in the quarter-finals with a superior goal average over Argentina. They would be saying goodbye to Rancagua – where, in truth, the attendances at

their matches had been underwhelming. Just 7,938 turned up for the opener against the Hungarians, 9,794 for their South American opponents, and a poor 5,700 for their draw with the Bulgarians.

Nevertheless, England's prize for getting through the group stage was a thumping big challenge – and some. A World Cup quarter-final against holders Brazil, in the Chilean resort of Viña del Mar. Ah, Brazil, winners in Sweden in 1958 when they had unleashed a 17-year-old wonderboy on to the unsuspecting footballing world.

Pelé made his first World Cup his very own. Special goals, special dribbling and passing, assists, as they would be called now – he was everywhere on the pitch, setting the tournament alight. He would do the same 12 years later in Mexico.

This book will track the highs and lows of the late, great Pelé's World Cup experiences – and for those of us of a certain age he remains the finest player who ever kicked a football.

Pelé's real name was, of course, Edson Arantes do Nascimento, but like many of his Brazilian team-mates, his shortened 'nickname', Pelé, became his famous calling card.

As a young boy starting out on a lifetime's love of football, the Brazilian habit of calling their star players by colourful catchy nicknames fired my imagination. In the Barwick family home, games of Newfooty, the forerunner of the more illustrious Subbuteo, often featured the mystical football figures from South America.

This was the Brazil of 1962 – Mauro, Zito, Vavá, Didi, Garrincha – and Pelé. Little had changed from their 1958 World Cup-winning line-up, and with the tournament being held in their native South America they were hot

favourites. However, they lost their talismanic number ten in their second group game against Czechoslovakia with a muscle tear. He had scored in their opener against Mexico but wouldn't play in the tournament again.

If Pelé was the Brazilian superstar, the brilliant Garrincha ran him very close. 'The Little Bird', as he was fondly tagged, had been born with a deformed spine and a right leg six centimetres longer than his left one. And yet despite these severe handicaps he became a footballer with immeasurable skills. His ball control and body swerves made him a world-class player. He had starred in the Brazilian side that won the World Cup in Sweden in 1958 – making the tournament's All-Star Team. And now, in 1962, England were his latest victims as he starred in Brazil's comprehensive 3-1 quarter-final win over Johnny Haynes's side.

Garrincha scored Brazil's first goal with a diving header, set up their second for Vavá and then scored a breathtaking long-range third goal. His searing shot from 25 yards seemed to be heading wide of Ron Springett's right-hand post before it dipped and swung under the bar. A fluke? No; Brazilian fans said it was one of his extensive range of shooting possibilities. They called it his 'falling leaf' shot.

Later, Haynes described his super-talented opponent thus:

'Walter Winterbottom talked a lot about possible ways of dealing with Garrincha and warned us about his free kicks ... but how do you stop the unstoppable?

'Garrincha walked like a cripple, which I suppose he was ... but no matter how the ball came to him, it was under control in an instant.



‘Brazil emptied the space in front of him. From halfway line to corner flag, the right wing was his exclusive property.’

As were many newspaper headlines back in Brazil, charting Garrincha’s well-documented womanising and exotic private life. The Little Bird scored another two goals against hosts Chile in the semi-final – and then late in the game, having been battered and bruised by the Chilean defenders, uncharacteristically lashed out at the home side’s left-half Eladio Rojas and was sent off. It was as unfair as it was shocking – and reflecting on his previous exemplary on-field behaviour, Garrincha was cautioned but cleared to play in the final by the Organising Committee.

The final itself saw the European survivors, Czechoslovakia, take the lead through the talented Josef Masopust before goals through Amarildo, Zito and Vavá saw Brazil retain their world crown.

The champions might not have had the flair of their 1958 side, in which Pelé simply took our breath away, but they fielded eight of that successful team in the final, and despite having lost Pelé through injury earlier in the group stage they still had the mercurial Garrincha, who was subsequently named the Player of the Tournament.

Garrincha was a truly outstanding footballer but while he left defenders in his wake, he could never beat a personal battle with the bottle and would die from cirrhosis, months short of his 50th birthday in 1983.

Brazil returned to a fantastic homecoming. Meanwhile, the England squad travelled back knowing that the next time this wonderful four-yearly feast would be upon us, they would be playing on home soil.

We couldn’t wait.

**Cup That:** *After the infamous Argentina quarter-final in 1966, Ken Aston, now on the Referees' Committee, realised that players were not aware if they had been booked due to language difficulties. On his way home from Wembley, he stopped at traffic lights and hit upon the idea of yellow (amber light for a warning/booking) and red for the ultimate offence. The cards were first used in the 1970 World Cup.*