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Hosting Soccer's World Cup 1994
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BARR

(Dolan edit)
June 30, 1988
3:00 p.m. *RR*

PRESIDENTIAL TAPING: MESSAGE ON HOSTING SOCCER'S WORLD
CUP 1994
FRIDAY, JULY 1, 1988

Dr. Havelange [haav-uh-lahj] and members of the FIFA [feefa] (Federation Internationale de Football Association) Executive Committee -- it is a great honor for me to address you on this important day.

Every 4 years, the world takes pause to follow one of sport's greatest spectacles, the World Cup.

Today, football -- or soccer, as we Americans call it -- has a large and dedicated following around the world. Perhaps, more than any other sport, soccer transcends all cultural, social, and political boundaries.

In recent years, Americans have come to appreciate and enjoy soccer. Millions of Americans of all ages now play the game and follow their favorite teams and players, both here and overseas. Americans appreciate the game's spirit of teamwork and sportsmanship.

I believe this appreciation was evident in 1984, when over 100,000 fans filled the Rose Bowl stadium in Pasadena for the final match -- Brazil versus France -- of the Olympic soccer tournament.

Today, as you determine which nation will have the honor of hosting the 1994 World Cup, I want to express my gratitude, on behalf of all Americans, for your thorough and fair consideration of our bid.

As you make your choice, Americans are both proud and confident. Proud to have had this opportunity to present our unique qualifications for hosting the 1994 tournament. And confident that, if selected, we will conduct a highly successful competition which advances the sport not only in America, but around the world.

To that end, I want to assure you, once again, that I pledge my full support. As I noted in my correspondence and at a meeting last fall, the United States stands ready to provide unsurpassed support to make the 1994 World Cup tournament a success.

On behalf of all Americans, thank you for considering our bid to host the 1994 World Cup. We are most grateful and anxious to hear your decision.

(DOLAN)

BARB

7/1/88 - 10 A.M.

TAPING: MESSAGE ON HOSTING SOCCER'S WORLD CUP 1994

DR. (HAAV-UH-LAHJ)
AND MEMBERS OF THE
(FEEFA) EXECUTIVE
COMMITTEE -- IT IS
A GREAT HONOR FOR ME
TO ADDRESS YOU ON THIS
IMPORTANT DAY.

EVERY 4 YEARS,
THE WORLD TAKES PAUSE
TO FOLLOW ONE OF SPORT'S
GREATEST SPECTACLES,
THE WORLD CUP.

TODAY, FOOTBALL --
OR SOCCER, AS WE
AMERICANS CALL IT --
HAS A LARGE AND DEDICATED
FOLLOWING AROUND THE
WORLD. PERHAPS,
MORE THAN ANY OTHER

**SPORT, SOCCER TRANSCENDS
ALL CULTURAL, SOCIAL,
AND POLITICAL BOUNDARIES.**

**IN RECENT YEARS,
AMERICANS HAVE COME TO
APPRECIATE AND ENJOY
SOCCER. MILLIONS OF
AMERICANS OF ALL AGES NOW
PLAY THE GAME AND FOLLOW
THEIR FAVORITE TEAMS AND
PLAYERS, BOTH HERE AND
OVERSEAS. AMERICANS
APPRECIATE THE GAME'S
SPIRIT OF TEAMWORK AND
SPORTSMANSHIP.**

**I BELIEVE THIS
APPRECIATION WAS EVIDENT
IN 1984, WHEN OVER
100,000 FANS FILLED THE
ROSE BOWL STADIUM IN
PASADENA FOR THE FINAL
MATCH -- BRAZIL VERSUS
FRANCE -- OF THE OLYMPIC
SOCCER TOURNAMENT.**

3

TODAY, AS YOU
DETERMINE WHICH NATION
WILL HAVE THE HONOR OF
HOSTING THE 1994 WORLD
CUP, I WANT TO EXPRESS
MY GRATITUDE, ON BEHALF
OF ALL AMERICANS,
FOR YOUR THOROUGH AND
FAIR CONSIDERATION OF
OUR BID.

AS YOU MAKE YOUR
CHOICE, AMERICANS ARE
BOTH PROUD AND CONFIDENT.
PROUD TO HAVE HAD THIS
OPPORTUNITY TO PRESENT
OUR UNIQUE QUALIFICATIONS
FOR HOSTING THE 1994
TOURNAMENT. AND
CONFIDENT THAT,
IF SELECTED, WE WILL
CONDUCT A HIGHLY
SUCCESSFUL COMPETITION
WHICH ADVANCES THE SPORT
NOT ONLY IN AMERICA,

4

BUT AROUND THE WORLD.

**TO THAT END, I WANT
TO ASSURE YOU, ONCE
AGAIN, THAT I PLEDGE MY
FULL SUPPORT. AS I NOTED
IN MY CORRESPONDENCE AND
AT A MEETING LAST FALL,
THE UNITED STATES STANDS
READY TO PROVIDE
UNSURPASSED SUPPORT TO
MAKE THE 1994 WORLD CUP
TOURNAMENT A SUCCESS.**

**ON BEHALF OF ALL
AMERICANS, THANK YOU FOR
CONSIDERING OUR BID TO
HOST THE 1994 WORLD CUP.
WE ARE MOST GRATEFUL AND
ANXIOUS TO HEAR YOUR
DECISION.**

#

B
(Dolan edit)
June 28, 1988
2:00 p.m. SS

PRESIDENTIAL TAPING: MESSAGE ON HOSTING SOCCER'S WORLD
CUP 1994
FRIDAY, JULY 1, 1988

Dr. Havelange [haav-uh-lahj] and members of the FIFA [feefa] Executive Committee -- it is a great honor for me to address you on this important day.

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"The
Encyclopedia
of Sports"
by Frank
McAfee
p 877

AP
"Olympic
Briefs"
8-13-84

unique qualifications for hosting the 1994 tournament. And confident that, if selected, we will conduct a highly successful competition which advances the sport not only in America, but around the world.

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On behalf of all Americans, thank you for considering our bid to host the 1994 World Cup. We are most grateful and anxious to hear your decision.

- Pres - submitted 9-30-87 to Zurich
Central Files - 2242

Ellen Jones
Scheduling
Meeting
w/ Dr.
Havaland
11-19-87
Also
Donna
Tuttle
Commerz
Interp
and
Pres. of U.S. Soccer
Fed.

enclosed
letter
to
Dr.
Havaland

November 30, 1987

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Dear Dr. Havelange:

It was a pleasure meeting with you when you came to the White House with Secretary William Verity and Werner Fricker concerning the United States Soccer Federation's bid as host for the World Cup soccer matches in 1994. I want you to know that I truly appreciated the opportunity to express my support for the United States to host these international matches.

Thank you very much for the official World Cup 1986 soccer ball and the "FIFA" pennant and medallion which you presented to me. These are prized additions to my collection of sports memorabilia, and I'm grateful for your kind gesture.

With my best wishes to you and your colleagues,

Sincerely,

Dr. Joao Havelange
President
Federation Internationale
de Football Association
Ritzigweg 11
8032 Zurich, Switzerland

cc: The Honorable C. William Verity
Secretary of Commerce

cc: Mr. Werner Fricker
President
United States Soccer Federation

RR:CMF:JEH:AVH:jeh

DISPATCH THRU STATE.

8713

COPY
from ORM

THE WHITE HOUSE
WASHINGTON

Dear Dr. Havelange:

The United States of America would welcome the opportunity to serve as the host country for the 1994 World Cup soccer tournament. First-class stadium, hotel, transportation, communications, and other necessary physical facilities already exist within the United States to stage the tournament in a manner befitting its rich history and tradition.

Our country has had considerable experience in hosting successful major international sporting events, with the 1984 Olympic Games and the Pan American Games being only the most recent examples. We were particularly delighted to witness the tremendous spectator response to the soccer competition during the 1984 Olympic Games. With the remarkable increase in both the number of soccer participants in the United States and Americans' interest in this worldwide sport, we expect that the 1994 World Cup would be exceptionally well received here.

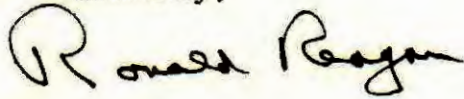
I am aware that the Federation Internationale de Football Association has requested certain governmental guarantees with respect to the 1994 World Cup. Certain of the guarantees sought, such as those relating to State and local taxes, fall within the domain of State and local governments under our political system, and certain others (such as those relating to transportation and hotels) are in the province of our private sector. At the Federal level, we will be pleased to give you written assurances in the areas of visas, work permits, and customs, which will be provided by the applicable Federal government agencies. Letters setting forth the specifics of these guarantees will accompany the bid being made by the United States Soccer Federation.

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The United States not only provided similar guarantees to the International Olympic Committee for the 1984 Olympic Games, but also offered a spirit of volunteerism, enthusiasm, and private sector support we believe to be unsurpassed. That same spirit is extended to FIFA for the 1994 World Cup, along with a pledge of my full support.

Sincerely,

A handwritten signature in dark ink, appearing to read "Ronald Reagan". The signature is fluid and cursive, with a large initial "R".

Dr. Joao Havelange
President
Federation Internationale de Football
Association
Hitzigweg 11
8032 Zurich
Switzerland

Barbara

(Dolan edit)
June 28, 1988
2:00 p.m.

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CUP 1994
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*Federation
de football Assoc*

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Cup USA - Reg Post
546 - 9850

Suggested Remarks for President Reagan

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(Note: Havelange is pronounced "haav-uh-lanj" while FIFA is pronounced "feefa")

2ND STORY of Level 1 printed in FULL format.

The Associated Press

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August 13, 1984, Monday, PM cycle

SECTION: Sports News

LENGTH: 209 words

DATELINE: LOS ANGELES

KEYWORD: OLY--Olympic Briefs

BODY:

Huge crowds at the Olympic soccer tournament astonished foreign teams and the Los Angeles organizers and indicated that with the right exposure, the sport has a bright future in the United States.

"If you give good soccer to the people, even the Americans, they'll go for it," Brazil coach Jair Picerni said after his squad was beaten 2-0 by France for the gold medal Saturday night.

French sweeper Philippe Jeannol praised the American crowds for applauding skillful ball techniques and multiple headers. "It's much different in Europe. The spectators there don't think such moves are serious," he said.

The championship match drew 101,799 fans to the Rose Bowl in Pasadena, a record audience at a soccer match in the United States.

The biggest stadium in France has room for only 50,000, so the champions were playing before the largest audience of their careers.

The 32-match Olympic tournament among 16 teams in four U.S. cities attracted 1,421,627 spectators, an average of 44,426 per match.

"Maybe the reason for big crowds is the Olympic spirit," remarked Carlos Alberto, captain of Brazil's 1970 World Cup champions and a former New York Cosmos star. "But if you keep soccer the way it should be played, people will go to the games."

skis to give varying traction and slipperiness as dictated by the condition of the snow (wet or dry, new or old, icy or crusty) and depending on the temperature.

The skier's wardrobe is an important item in

the enjoyment of the sport. Under the category of clothing equipment comes underclothing, socks, pants, shirts and sweaters, jackets and windbreakers, mittens, boots and accessories.

SOCCKER

(Courtesy of United States Soccer Football Association, 350 Fifth Ave., New York, N.Y., 10001)

Few Americans realize that soccer is the leading sport on an international and world basis. The American generally is inclined toward baseball and football (American style). He probably believes that these sports draw the biggest crowds and participating teams pay the highest prices for talent. If he does, he is mistaken. In many countries of the world soccer is the No. 1 sport and top games draw crowds from 50,000 to 150,000. The teams also are willing to pay high prices to acquire the services of ranking stars.

Soccer is played extensively in almost every country in the world under uniform rules. It is a game that is played by over 140 nations. In most countries, particularly those of Europe and South America, it is the predominating sport, enlisting a large number of participants and commanding a greater popular appeal than any other single sport. Soccer furnishes, to the highest degree, the principles of open play, swift action, skill, individual effort, team combination, discipline, excitement and thrills. No game could command such universal appeal, no game could be so widely played, no game could have its beginning, as did soccer, at the time of the Roman occupation of ancient Britain, and live down through the centuries, growing and continuing to grow until it has reached out and touched almost every civilized part of the world, unless it was a game that possessed outstanding merit.

The question often arises: "How old is the game of football?" So obscure is its real origin that one might be forgiven for suggesting that possibly Adam kicked an apple around in the Garden of Eden to the amusement of Eve. However, as early as the days of the Odyssey we learn that Nausicaa and her maidens could be discovered "playing at the caitch." Also that the early Greeks had a game in which a small ball was used and which bore rough resemblance to football. In this game the players of one side had to carry the ball over a line defended by the other, by any means in their power.

The Romans also had a game in which the *foliis*, a large inflated ball, was used. The *foliis*, however, was undoubtedly a handball, and the game was probably the same as the "balown ball" of the Middle Ages, in which an inflated ball was knocked into the air and kept there as

long as possible. All this, however, may have little concern with football except to show that the *foliis* or "balown ball" was the same that was used in the game of football.

It was at Chester, England, centuries ago, that the people played football on Shrove Tuesday, the contemporary historians stating that the first ball used was the head of a Dane who had been captured and slain, and whose head was kicked about for sport. Derby, England, claims that soccer football was established there, also on a Shrove Tuesday, to celebrate a victory of a troop of British warriors who, in the year 217 A.D., defeated a Roman cohort and drove it out of the ancient gates. It is stated in Glover's "History of Derby," that "the faction fights over the ball between the ecclesiastical districts of Derby are said to have been in vogue from about 217 A.D. until 1846." Fitz-Stephen records, in the year 1175, that the London schoolboys "annually upon Shrove Tuesday go into the fields and play at the well-known game of ball."

In the 14th Century the game appears to have attracted the notice, and drawn the ire, of the authorities. On April 13, 1314, Edward II issued a proclamation forbidding the game as leading to a breach of the peace "forasmuch as there is great noise in the city caused by hustling over large balls from which many evils might arise which God forbid; we commend and forbid, on behalf of the king, on pain of imprisonment, such game to be used in the city in future."

In 1349 football is mentioned in a statute of Edward III, who objected to the game as tending to discourage the practice of archery, upon which the military strength of the country largely depended. Sheriffs were commanded to suppress "such idle practices" as football. The proclamation, apparently, was of little avail, because 40 years afterward Richard II passed a similar statute (12 Rich. II. c. 6. A.D. 1389) forbidding "all playing at tennis, football and other games" throughout the country.

The same statute was re-enacted by Henry IV in 1401, and later by Henry VIII. Similar measures in Scotland failed to persuade the Scots to give up football and golf. In 1457, James III decreed that "footballe and golfe be utterly cryed down and not to be used," but in 1491 his

successor had to prohibit football and golf by a new statute which stated that "in na place of realme ther be used futeball, golfe or other sik unprofitable sportes."

It appears that in Scotland, as in England, the game of football had gained such a foothold as to be strong enough to defy the law. However, in 1497, it is recorded that the high treasurer to James IV paid 2 shillings for "fut balles," from which we are to assume that James IV took a more favorable view of the sport than did his predecessors.

In 1572, Queen Elizabeth issued a proclamation that "no foteballe play be used or suffered within the city of London and the liberties thereof upon pain of imprisonment." For playing football on Sunday, in 1779, one John Wonkell of Durham, England, was sent to prison for one week and ordered to do penance in church.

It is also a matter of record that Oliver Cromwell was a football player; he makes many references to the game in his letters. In one he states that he could well remember the times he had been more afraid of meeting John Wheelright at football than of anything else in the field, as he was infallibly sure of being tripped by him.

In those days games lasted many hours and generally the goals were at the opposite ends of the hamlets or towns. It was lawful to kick an opposing player's shins or trip him; in fact anything went in order to get or keep the ball from an opponent.

The foregoing should be sufficient to indicate the antiquity of the sport. Shakespeare, in his "Comedy of Errors," Act II, had this to say:

"Am I so round with you as you with me
That like a football you do spurn me thus?
You spurn me hence and he will spurn me
hither;
If I last in this service you must case me in
leather."

An excerpt from "King Lear," Act I, Scene IV, shows that tripping and "hacking over" were then considered as natural adjuncts to the game.

"Steward—I'll not be stricken, my lord.
Kent—Nor tripped, neither, you base football
player.

Lear—I thank thee, fellow."

Although it may be true that football, or soccer, in those days found no place in the annals of knight errantry, nevertheless it found a warm spot in the hearts of the common people. Though interdicted by kings and queens, it defied and survived the law; fulminated against by prelates, it flourished against their onslaughts; attacked by the pens of writers, it has outlived them all, for it is now played under the same rules all over the civilized world.

Like billiards, bowling and wrestling, among the oldest sport in the history of mankind, soccer football is believed by many to have had its

origin in the Roman Empire. An old volume on "Sports and Their Origin," published in 1618, shows six Romans kicking a round object resembling a ball, and, according to the notation on the page on which this illustration appears is this description: "the above depicts the origin of football." Hence, it would seem that, contrary to the general impression that soccer football is purely a British sport, it had its origin in Rome and was introduced to the ancient Britons by the Roman legions. Soccer football, therefore, has developed down through the ages from a crude to a highly skilled and scientific game. It is now regulated by rules governing both the game and the players, and it is in every way different today from the form in which it was known and practiced even a hundred years ago.

Discovering the real origin of soccer football, however, would be a task beyond the efforts of the greatest historian and would be as impossible of accomplishment as finding the proverbial needle in the proverbial haystack. Its beginning is far too remote and vague, although it was perhaps the first of all games that mankind engaged in, and, possibly, led to other forms of games in which a ball was the objective, such as cricket, croquet, golf, hockey, lacrosse, tennis and similar adaptations.

Soccer football was introduced to the United States gradually, almost timidly in the beginning, and its development has been a slow and gradual process extending over a period of over 80 years. In the 80's and 90's the game was played in haphazard fashion, mostly by scratch teams made up chiefly of Scotch, Irish and English immigrants. Its progress in those early days was spasmodic.

In the beginning, New York, Philadelphia and the West Hudson section of New Jersey led the way, quickly followed by Fall River, Mass., and other New England centers in the East, and by St. Louis, Chicago, Detroit, Cincinnati, Cleveland, Denver and San Francisco in the Middle and Far West.

It was in the late 70's that a number of teams first appeared in the West Hudson section of New Jersey. The early 80's saw an increase in the number of organized teams and interest in the game began to spread, until 1884, when a few men met in Newark, N.J., for the purpose of discussing the advancement of the game of soccer football in the land of their adoption. In whatever part of the world he may find himself, the Briton and the Celt carries his games along with him, and so it came to pass that at the beginning of the 1884-85 season, the American Football Association was instituted and became one of the outstanding pioneer organizations. Prior to this time the game may be said to have been unknown to the American public, there being but a few teams scattered here and there throughout the land and playing on open lots with improvised equipment.

The year 1886 appears to have been a red letter one for soccer football in this country. The first game of soccer ever to be played in Central Park, New York City, was played in 1886, one of the contending teams being known as the "Riversides."

In 1886 the first international game was played when a team selected by the American Football Association from the leading New Jersey teams of that era, invaded Canada, where it met an all-star team in a series of 3 games. The following year the Canadian players came to New Jersey and the same teams engaged in a return 3-game series. The elevens proved to be evenly matched, each finishing with a record, for the combined series, of 2 triumphs, 2 draws and 2 defeats.

The game at this time was taking a firm hold in New England, with Fall River the stronghold, and in 1886 the Bristol County Soccer League was established. The next year the New England Association Football League came into existence. It was also in the middle 1880's that the St. Louis Football Association was founded. As in the East, the sport there was confined chiefly to players of Scotch, Irish and English birth. But the year 1890 marked a new epoch in the game's history in that city. It saw the advent of a real American team composed entirely of natives of St. Louis. This team bore the name of "Kensingtons," and won the pennant that year, and, remarkable to relate, went through the entire season without having a goal scored against it.

About 1890 we first learn of the Churchville Thistles, a team operating in the vicinity of Rochester, N.Y. This team was instrumental, to a great extent, in popularizing soccer in Western New York. It was also in the early 90's that the Pennsylvania Football Union first saw the light of day, but it was not until 1898 that real interest there was manifested in the sport, so much so that in 1901 a reorganization brought about the formation of the Football Association of Eastern Pennsylvania, the forerunner of the present day powerful Football Association of Eastern Pennsylvania and District.

The Denver Association Football Club was founded in 1892 and re-organized in 1898, in which year the famous old "Shamrock" Association Football Club was formed in Cincinnati, Ohio. The season of 1902-03 saw the formation of the California Association Football Union, and on Thanksgiving Day, 1905, soccer had its inception in Cleveland, Ohio. In 1906 the Cleveland Soccer Football League became an accomplished fact.

The visit of the "Pilgrims" to these shores in 1904 did much to place the game on a higher level than it had enjoyed previously. The "Pilgrims" was the first British soccer team to invade this country; it was selected from the

leading amateur clubs in England and included several players of international renown, among them the famous Vivian Woodward, that country's crack center forward. Twenty-three games were played, the invaders winning 21 and losing 2.

In those pioneering days all efforts to introduce the game into the universities and colleges met with little success, and it was some time before our institutions of learning could be induced to recognize soccer as a sport. Resistance to its introduction eventually was overcome with the forming of the Intercollegiate Association Football League, whose membership at that time comprised Harvard, Columbia, Pennsylvania, Cornell and Haverford College. Today the sport is in high favor at the colleges with more than 500 featuring it as a varsity sport.

The William H. Maxwell Trophy was first put up for annual competition among the high schools of the city of New York in 1906. This award is competed for under the auspices of the Public Schools Athletic League and was won for the first time by Morris High School.

It was also in 1906 that we were favored with a visit by the Famous Corinthian Football Club of London. As in the case of the Pilgrims' tour, this visit did much toward increasing interest in the game, and though many of the matches played were one-sided, there was no lack of enthusiasm. The visitors played 16 games, of which they won 13, lost 1 and tied 2.

The Pilgrim Soccer Football Club again toured this country in 1909, as did the Corinthians in 1911. Our clubs, however, still were no match for the visitors. Twenty-two games were played by the Pilgrims on their second visit, and they were victorious in 16, tied 4, and suffered defeat twice. The Corinthians on their return engaged in 20 contests. They won 18, lost 1 and tied 1.

The growth of soccer in this country, as compared to other nations, has been slow, chiefly because it was looked upon as a foreign game and because it was erroneously felt that it lacked that combative element that the American public has come to consider as an essential part of sport. However, interest in the game for the game's sake has been increasing rapidly in recent years. It is one sport adapted for international competition. Over 140 nations play soccer, and therein lies its greatest attractiveness—it is the only game played by almost all the nations on the face of the globe. In Scotland and England attendances of 100,000 for Cup finals are not uncommon. In Italy, Austria, Hungary, Germany, France, in practically all European countries crowds ranging from 50,000 and upwards are frequent. The largest stadiums in South America, seating from 50,000 to nearly 200,000, were built solely to stage soccer football games.

With the growth of the sport—from the days

when unscheduled and impromptu games were played with pick-up teams to that period in the development and progress of the game when New York, New Jersey, Pennsylvania, Maryland, New England, Michigan, Ohio, Illinois, Missouri, Colorado, Utah and California all had regularly organized leagues with regular schedules of games—came the need for a national organization. It was found to be imperative to gather the loose ends of soccer government throughout the country and to weave them into a national organization of sufficient strength to make rules of qualification and discipline—and to enforce them.

Insofar as the United States is concerned, soccer became a recognized national sport in 1913 with the institution of the United States Football Association, which body was accepted in affiliation with the Federation Internationale de Football Association in 1914. Since that time, while it is true progress has not been meteoric, it has nevertheless been in keeping with the efforts spent upon its development. Approximately 10,000 teams, consisting of 2,000 professionals and 200,000 amateur players, are engaged in playing soccer football in this country and are affiliated with the United States Soccer Football Association through the medium of its 42 subsidiary organizations. Although it is not known accurately, it can be conservatively estimated that a greater number of teams is playing soccer in the playgrounds and the private and public schools and colleges.

While in some quarters the increasing interest in soccer in this country is largely measured by the gate receipts from the more important games, those who do not measure its progress by the monetary returns see the greatest future for the sport in the ever increasing number of schools, colleges and universities that are being won over to the game. There are few institutions of learning that do not have soccer squads; some of them have several teams and many have classed the game as a major letter sport. This increasing development of soccer in the schools throughout the country is a gratifying feature of the game's growth. Not only is the increase in interest in the grammar and grade schools considerable, but in the high and preparatory schools it is almost as great. This is the one phase of the game's advancement that is important to its future welfare—its development through the one medium necessary to its success—the American school-boy.

Soccer in America is receiving another solid boost as an aftermath of World War II. For one thing, United States military forces stationed in other parts of the world have been devoting more attention to the booting sport, which is the national game in those foreign countries. The Army, Navy, Marines and Air Force have

adopted regular soccer programs for their respective groups.

In addition, the easing of immigration regulations has increased the influx of foreigners who, because of their basic interest in the sport, have either initiated or increased interest in the game wherever they have settled.

The National (Open) Challenge Cup competition, emblematic of the United States National soccer championship, was established in 1913 upon the formation of the United States Football Association, while the National Amateur Cup competition came into existence in 1922-23. It was felt, when the United States Football Association was formed, that the institution of a truly national cup competition would bring before the public the fact that soccer was something more than a game played and governed in a haphazard manner; that it was, in fact, a national institution.

The missionary work accomplished through the medium of the National (Open) Cup competition can best be realized by the fact that the entries grew so great that it was found necessary to institute a National Amateur Challenge Cup competition in order to permit the amateur to play in his own sphere and, at the same time, earn national honors of his own, thereby leaving the National Open tournament largely to the professional clubs.

The organization has grown and at this time there are 42 associations in membership, together with a number of associate members, including the Amateur Athletic Union of the United States, the Intercollegiate Soccer Football Association of America, the National Collegiate Athletic Association, the National Federation of State High School Athletic Associations and the National Coaches Association of America.

The United States Soccer Football Association

The birth of the United States Soccer Football Association, which controls the activities of all players, professional and amateur, in the country and represents them in the councils of the Federation Internationale de Football Association, a federation of nations more than 80 strong, was by no means a peaceful incident, but the culmination of a warring period in which different organizations waged a strong rivalry for power.

The chief rivalry existed between the American Football Association, an organization which controlled the professional leagues and clubs in New Jersey, Philadelphia and the New England States and sponsored the American Cup competition and the more recently organized American Amateur Football Association, which had as its nucleus the New York State Amateur Football Association League.

Both factions staked claims for national recognition at the Internationale Federation Congress at Stockholm in 1912. Thomas W. Cahill of New York, secretary of the A.A.F.A. presented the case for the amateur organization and F.J. Wall, secretary of the English Association, with which the A.F.A. was affiliated, opposed the claims of Cahill on the grounds that his organization did not control the professionals, an essential for a national governing body, and adding that the Congress should not be used as a battle pitch by the rival United States organizations.

Cahill was advised to return home, strive to get both organizations to unite and form a national body from which a claim for recognition would be dealt with in the regular manner. The matter was then referred to the Emergency Committee and was evidently never given further consideration.

Shortly after Cahill's return, both associations appointed committees to iron out the difficulties in the way of an agreement. The A.A.F.A. was represented by Dr. G. Randolph Manning, William A. Campbell a vice president and Nathan Agar, a member of the executive board. The A.F.A. was represented by Joseph Hughes of Paterson, N.J.; John Gundy of Bayonne, N.J.; A.N. Beveridge of Kearny, N.J.; A. Albert Frost of Philadelphia and Andrew M. Brown of New York.

The first meeting took place at the Astor House in New York City on Oct. 12, 1912, and when it appeared that all obstacles to a union had been removed the A.F.A. on Dec. 8 notified the A.A.F.A. that by a vote of 7-6 it had decided to discharge its committee and discontinue the negotiations. The meetings had not been without value, however, for the discussions had made many converts in the ranks of the A.F.A.

The amateurs, seeking additional strength, turned to Philadelphia where the strong and well-governed Allied American F.A. was operating and enlisted the help of Douglas Stewart, president of the Referees' Association of Philadelphia. He, in turn, interested John Farrell and Oliver Hemingway, president and secretary of the Football Association of Philadelphia, and all agreed at a meeting at the Astor House on March 8, 1913, to join with the A.A.F.A. in a drive for a national body.

Invitations to a conference were mailed throughout the country and met with instant response with the result that a meeting was held at the Astor House on April 5, 1913.

Archibald Birse, secretary of the Peel Challenge Cup Commission of Chicago, was elected temporary chairman and Cahill was named temporary secretary.

The new organization was named the United States Football Association and a committee comprising Dr. Manning, Birse, Brown, Farrell,

Bagnall, Cowley and Beveridge was named to draft the constitution, rules and bylaws.

A second meeting was held at the Broadway Central Hotel in New York on June 21, 1913, and in the election which ensued, Dr. Manning was named president; Hemingway, vice president; Thomas H. McKnight of Chicago, second vice president; William D. Love of Pawtucket, third vice president; Birse, treasurer, and Cahill, secretary.

An application for recognition was filed with the International Federation by the new organization, while the one from the American Amateur Football Association was withdrawn. Early in August another attempt was made to win the affections of the American Football Association, but the offer was rejected by a vote of 5-4.

At the International Federation Congress at Copenhagen in 1913 the still pending application of the American Football Association was not discussed and on Aug. 15 the United States Football Association was recognized as the national body. Following the receipt of the news, the American Football Association, by a vote of 10-2, decided to rescind its vote of the week previous and join the recognized national organization.

In 1945 the organization decided to insert the word "soccer" in its name. The offices of the United States Soccer Football Association are at 350 Fifth Avenue, New York, New York, 10001.

North American Soccer League

In just five years, (between 1970-1975) the North American Soccer League (NASL) expanded from five to 20 teams to become the third largest professional sports league in North America.

Despite a partial collapse after its first season, 1968, the NASL was kept alive and has built its foundation on five of the 17 franchises that operated that year. The five franchises were Atlanta, Baltimore, Dallas, Kansas City and St. Louis. Two of those charter five, Dallas and St. Louis, are still members of the League today which has grown to the present 20 franchises in the United States and Canada playing in four divisions with further expansion on the horizon: Boston, Chicago, Dallas, Hartford, Los Angeles, Miami, Minnesota, New York, Philadelphia, Portland, Rochester, St. Louis, San Antonio, San Diego, San Jose, Seattle, Tampa, Toronto, Vancouver, Washington.

In 1967 there were two competing leagues, the United States Association (USA) which imported entire foreign teams to represent the twelve franchises for the initial season, and the National Professional Soccer League (NPSL), consisting of ten teams which recruited domestic and foreign talent. The Los Angeles Wolves, represented by Wolverhampton Wanderers of

England, won the U.S.A. Championship with an incredible 6-5 overtime victory over the Washington Whips, represented by Aberdeen of Scotland. The Oakland Clippers captured the NPSL crown with a two-game, total-goals 4-2 victory over the Baltimore Bays, losing 1-0 in Baltimore before winning 4-1 in Oakland.

In 1968 the two leagues merged to form the North American Soccer League with seventeen teams. The Atlanta Chiefs captured the first NASL title with a 3-0 victory over the San Diego Toros after the two teams had played to a 0-0 tie in San Diego in the first game.

The Kansas City Chiefs won the reduced League crown in 1969 by a one point margin in the standings over the Atlanta Chiefs. No playoffs were held.

The Washington Darts and Rochester Lancers joined the League in 1970 and both won their division titles and met to decide the League crown. The Lancers won the first game 3-0 and held on to win the Championship with a 4-3 two-game aggregate, as Washington defeated them 3-1 in the second game. The NASL consisted of six teams in 1970, since Baltimore dropped out.

The League grew to eight teams in 1971 with expansion to Montreal, New York and Toronto and the loss of Kansas City. The Washington Darts franchise moved to Miami. In that year, the Dallas Tornado, a perennial cellar dweller became the NASL's first cinderella team. The Tornado finished second in the Southern Division behind Atlanta but then proceeded to eliminate defending Champion Rochester in Semi-Finals in a best two-out-of-three game series, which included two record marathon games. In the Championship Series, the Tornado defeated Atlanta in the last two games of the best of three game series after losing the opener. Atlanta had defeated New York in their Semi-Final round.

The 1972 season saw the second year New York Cosmos capture the NASL crown with a climatic 2-1 victory over the stubborn St. Louis Stars, after having eliminated Dallas 1-0 in the Semi-Finals. St. Louis had defeated Rochester 2-0 to reach their first-ever final. There were no membership changes in 1972.

The NASL added a ninth franchise in 1973, the Philadelphia Atoms. The Atoms promptly became the first expansion team in the history of major professional sports in North America to capture a National title in their inaugural season. They accomplished the feat with a 2-0 victory over Dallas before a record crowd of 18,824 in Dallas. The Atoms reached the final with a 3-0 victory over Toronto, while Dallas was defeating New York 1-0 in the other semi-final.

In early December 1973, the NASL expanded to the West Coast and for the first time since 1968 re-established itself as a national league

with franchises in Los Angeles, San Francisco, Seattle and Vancouver, B.C. The League also added franchises in Baltimore in early December, Boston in late December and Denver in early February 1974 and increased its membership to fifteen teams as Atlanta and Montreal dropped out.

The 1974 season was by far the most successful in the League's history to date. A total of 1,181,630 spectators for a record average of 7,825 per game attended the 151 regular season games. The average was a 104% increase over the 1971 average of 3,844. San Jose led the League with an average of 16,576 followed by Seattle (13,717), Philadelphia (11,784) and Vancouver (10,098). Only Philadelphia in 1973 had ever averaged more than 10,000 per game.

In 1974, Los Angeles Aztecs became the eighth different NASL Champion in as many years and the second expansion club to capture the title in its first season. In a classic Final in the Orange Bowl in Miami, the Aztecs defeated the Miami Toros 4-3 on a tie-breaker after tying the game in the final three minutes to send the game into the tie-breaker. Four goals were scored in the final twelve minutes of the match. The Championship Game was witnessed by 15,507 in the Orange Bowl and a nationwide CBS television audience. It marked the NASL's return to National Television for the first time since 1968. The year also included the formation of the NASL Marketing, Inc.

Through NASL Marketing Inc. the League took on a new image and identity beginning with the 1975 season and introduced its own game ball. The League also added five new franchises in Chicago, Hartford, Portland, San Antonio and Tampa Bay to bring the League to a record total of 20 clubs.

The League opened 1975 with its first indoor season from January 24 to March 16 before the start of the outdoor season in mid-April. The San Jose Earthquakes won the first NASL Indoor title with an 8-5 victory over the Tampa Bay Rowdies at the Cow Palace in San Francisco.

The NASL's ninth season, 1975, was distinguished by still new attendance records, a ninth different champion in as many years and third different consecutive expansion team champion in as many years, expanded television coverage and the most significant development in its young history, the signing of Pele by the New York Cosmos.

The Tampa Bay Rowdies captured Soccer Bowl-75 before more than 17,000 in San Jose's Spartan Stadium and a National CBS television audience with a 2-0 victory over another expansion club, the Portland Timbers. A tremendous 35 yard blast by substitute defender Arsene Auguste in the 66th minute only three minutes after he came on gave the Rowdies the only goal

they would need. With only minutes remaining striker Clyde Best scored the insurance goal. The two finalists had finished the regular season with identical 16-6 records and set club and League attendance records on the way to San Jose.

Portland defeated Seattle in overtime in the quarter-finals 2-1 before a playoff and club record sellout home crowd of 31,523. The record stood for three days until the semi-final against the St. Louis Stars, who had defeated the defending champion Los Angeles Aztecs 2-1 on a penalty kick tie-breaker, with an additional 2,000 bleacher seats added, another record sellout crowd of 33,503 witnessed the Timbers 1-0 triumph.

National Challenge Cup

In the 1976 Soccer Bowl the Toronto Metros defeated the Minnesota Kicks 3-0 before 25,765 in Seattle. Minnesota had stopped San Jose and Toronto disposed of defending champ Tampa Bay in semi-final games.

The National Challenge Cup, soccer's most coveted prize in the United States, originally was placed in competition during the 1912-13 season and was offered for amateur play only. Today the competition is open to all professional and amateur teams in this country and the winner is considered the champion of the United States.

In presenting the trophy to the American Amateur Football Association, Sir Thomas R. Dewar, noted British sportsman, addressed the following to Thomas W. Cahill, quoted in the "North American Soccer Guide":

Dewar House, Haymarket, S.W. London,
June 20th, 1912

T.W. Cahill, Esq.;

Representative of American Amateur
Foot Ball Association at Olympic Games,
Anderson Hotel, Fleet St., E.C.

Dear Sir:

In continuation of our conversation this morning with reference to amateur foot ball in America, I am delighted to know that this sport has made such strides in your great republic since the last time I had the privilege of being there.

All my life I have taken a very great interest in association foot ball and with a view to fostering and encouraging such an excellent sport I shall be pleased to offer to the executive board of your association a trophy of \$500 value, to be competed for by the clubs of your association. The conditions for the competition I leave to be arranged by your executive in New York.

I hope this will be the means of yet stimulating the interest in the game and may it enthuse the inhabitants from New York to the Pacific Coast and I trust that one day foot ball will be found a formidable rival of that great national game, base ball, a game for which I also have a

great respect, having been, in fact, for several years president of the Base Ball Association in England.

Some day I trust you will send a team over here to compete with some of our soccer clubs and so assist to cement those bonds of friendship between our two countries in a manner which can be done through sport more effectively than by any other means, creating through sport that fellow feeling that which all so earnestly desire, that in time it may in truth be said that there is nothing which divides America and the British Isles but the Atlantic Ocean.

With all good wishes for the success of your association.

Yours very truly,

Thomas R. Dewar.

The Yonkers Football Club was the first to win the trophy, defeating the Hollywood Inn F.C. of Yonkers, 3-0, at Lennox Oval in New York City. With the formation of the United States Football Association in 1913, the award, with permission of the donor, became the property of the new organization and was offered in competition as the National Challenge Cup. The first victor was the Brooklyn Field Club in 1914.

Eastern and Western eliminations are held each year, with the winners meeting for the title. The trophy is held by the winning team for one year under \$2,000 bond to assure its safe and undamaged return.

National Amateur Challenge Cup

Entries for the National Challenge Cup had increased so rapidly that during the 1922-23 season the United States Football Association decided to organize a tournament so that amateurs could compete annually among themselves for national honors. It was decided to award the National Amateur Challenge Cup to the victor.

In the year of the tournament's inception, inclement weather prevented the event from being carried to a conclusion. The Fleisher Yarn F.C. of Philadelphia and Roxbury (Mass.) F.C. were the divisional finalists in the East, this competition also calling for sectional play-offs. In the West the Jeannette (Pa.) F.C. and the Swedish-American A.A. of Detroit reached the last round.

World Cup

The true world series of sports is soccer's World Cup tournament for the Jules Rimet trophy. National teams of most of the countries of the universe compete in the sectional play-offs to determine the qualifiers who will participate in the final rounds. Usually the field is cut to 16 for the tournament, which is staged every four years midway between the Olympic years.

In a sense, the World Cup might be considered as eclipsing the Olympic play in soccer because it is not restricted to amateurs and therefore really

is supposed to be pitting the best players of the world in the competition.

Thus far, none of the North American nations has been able to go far in the competition. The best record of the United States was established in 1950 when the American team stunned the world by defeating England, 1-0, in an early round of the play in Brazil. But it was not enough to carry the Americans into the next round.

Uruguay won the World Cup that year by nosing out Brazil, 2-1. Four years later in Switzerland, West Germany provided a major upset by gaining the Rimet Cup with a 3-2 victory over favored Hungary. In 1958 the tournament was held in Sweden and Brazil finally gained the honors with a 5-2 victory over Sweden in the final.

Brazil became the first nation to repeat as the World Champion in Chile in 1962 with a 3-1 victory over Czechoslovakia in the final. While Brazil faltered in 1966, host England won its first World Cup Championship with a 4-2 triumph over West Germany. Brazil earned outright possession of the coveted Jules Rimet Cup with an unprecedented third title, defeating Italy 4-1 in the 1970 final in Mexico City before a world television audience of over 200 million.

Soccer in the British Isles

Soccer was known in England as football until the latter part of the 19th Century. The circumstances provoking the change follow:

Rugby, devised accidentally at Rugby College in England in 1823, gained tremendously in popularity through the next 40 years and when the word "football" was used, some asked: "Which kind?"

A further form of annoyance manifested itself among the clans devoted strictly to the kicking game, when some advocated the option of carrying the ball, as is permitted in rugby. The result was a meeting in 1863 of the stand-pat group and the formation of the first real governing body of the kicking sport.

The organization called itself the London Football Association and voted to confine play entirely to kicking. Later, to distinguish between the two existing forms of football in England, one was called "rugby" and the other "association." The "association" was reduced to "assoc.," and finally abbreviated to its present designation of "soccer."

The Association, at its second meeting, in 1866, made various rule changes and the regulations approved at that time are practically the same as those now recognized throughout the world.

Soccer in the British Isles has contributed some of the greatest names ever to play the game such as Sir Stanley Mathews, Tom Finney,

Danny Blanchflower, John Charles, Hughie Gallacher, Frank Swift, Billy Wright, Willie Waddell, Billy Liddell, Alex James, and Ivor Alchurch, and more recently Bobby Charlton, Gordon Banks, Bobby Moore, and George Best. In England the British Isles experienced its greatest hour of glory as the English hosted and won the 1966 World Cup with a dramatic 4-2 victory over West Germany in the final.

That the sport is just as popular in England as baseball or football is in the United States is shown by the fact that it is not unusual for crowds of 100,000 or more to attend the elimination matches and finals in the various competitions. The record attendance for the British Isles was set when 149,547 saw Scotland beat England, 3-1, in the international series at Hampden Park, Glasgow, Scotland, on April 17, 1937. This was a world attendance record for a soccer match until the 1950 World Cup tournament in the new Municipal Stadium at Rio de Janeiro, Brazil, drew crowds of 150,000 and 155,000 in the semi-finals, with a new all-time high of 199,854 attending the final in which Uruguay defeated Brazil, 2-1.

A club match between the Rangers and Hibernians drew 143,570, a record for such a contest, to Hampden Park on March 27, 1948, and the 1923 final between the Bolton Wanderers and West Ham United at Wembley Stadium, London, attracted a record English Cup crowd of 126,047. When a United States team played Scotland at Hampden Park on a mid-week day, April 30, 1952, rain and a 6 P.M. starting time did not stop 107,765 paying fans from seeing the contest.

The United States attendance record is 47,000, set when the Hakoah All-Stars of Austria played at the Polo Grounds, New York, in 1926.

Soccer in Canada

Soccer in Canada in past years has been greatly overshadowed by ice hockey, Canadian football, and more recently baseball. However, with the selection of Montreal as the site for the 1976 Summer Olympics, there is a new sense of urgency to improve the status of the game and to develop Canadian talent. The Canadian government has taken a strong lead by providing essential development funds.

The advent of the North American Soccer League into Montreal and Toronto has created an expanding market for top Canadian talent and has given the game in Canada new impetus. Traditionally most of the players in Canada were immigrants from the British Isles and other European nations.

With the exception of British Columbia, soccer is a summer game since most of the country is covered in snow for most of the winter and early spring. Distances are vast in Canada,

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the population is scanty, and organization of fixtures still presents difficulties.

The Canadian Soccer Association is the national association. It comprises provincial associations, or where none exist as in the remote provinces, district associations. Each province has a number of district associations to which the leagues are affiliated. The provincial associations vary in importance, with Quebec, Ontario, and British Columbia being well organized. The sparsely populated prairie provinces of Alberta, Manitoba, Saskatchewan, Nova Scotia, and Newfoundland have fewer leagues, but the number of clubs is growing rapidly.

The Dominion Challenge Cup is the national competition. The final is played in August with the venue alternated yearly from West to Midwest to East.

As in the U.S.A. the future of the sport rests with the young players, who, with the new national emphasis being placed in the game, will benefit from vastly improved development and coaching programs.

U.S. INTERCOLLEGIATE SOCCER

Although soccer football was an intercollegiate sport in a few of the older American colleges and universities prior to 1900, no formal governing body existed until the Intercollegiate Association Football League was organized in the spring of 1905. This group comprised Columbia, Cornell, Harvard, Haverford and Pennsylvania, and in the spring of 1906 engaged in the first league competition, won by Haverford.

In May, 1907, Yale was admitted and the six teams contested for the league championship, playing in both the spring and fall until 1914, when it was decided to eliminate the spring schedule. Since then, with the exception of practice sessions or exhibition matches in March and April, intercollegiate soccer has been generally recognized as a fall sport, although in recent years a number of teams on the Pacific Coast have played virtually all year round.

After completing the league schedule in 1915, Columbia was compelled to withdraw, owing to the loss of playing field facilities, and Pennsylvania, in winning the championship in 1916, defeated Cornell, Harvard, Haverford, Princeton and Yale.

In 1917, owing to the war, Harvard, Princeton and Yale resigned and in 1918 no league matches were staged.

The league was reorganized in 1919, with the same teams as in 1916, but it was becoming increasingly evident that there was need of an intercollegiate organization of broader scope, to foster adequately the increased interest in the sport, maintain uniform rules and rule interpretations, assist in training competent referees, supervise and promote sectional leagues and, in

general, perform the functions of administration necessary to the proper conduct of the game.

Accordingly, in 1925-26 the original league disbanded and the members formed the nucleus of the present organization, the Intercollegiate Soccer Football Association of America. The league Championship Cup was permanently awarded to Pennsylvania as having won the most titles.

The new association received applications from Dartmouth, Lehigh, Penn State, Swarthmore, Syracuse and the United States Naval Academy.

From 1928 until 1931, Temple, Springfield, Brown, Hamilton, Illinois, Ohio State, Massachusetts Institute of Technology, Williams, Amherst, Wesleyan and Western Maryland joined the Association and the scope of intercollegiate competition broadened into generally a series of geographically convenient groups.

By the end of 1952 the ISFA had more than 70 member colleges under its banner. Two decades later in 1972 the ISFA membership had topped the 200 mark, and the total number of colleges with teams sanctioned by the NCAA and NIAA had surpassed 500 member institutions.

The college game had been given a new impetus in 1971 with the advent of a three-year contract with Orange Bowl in Miami to host the NCAA Championship Game, the introduction of a College Senior Bowl in Orlando, Florida in 1972, and the need for a separate NCAA College Division Tournament beginning in 1972.

The North American Soccer League introduced the first College Player draft in 1971, which gave further impetus to the development of better college talent. Many colleges began to give soccer its own showcase, rather than presenting it as a preliminary match to football games, and found that the game can stand on its own merits.

INTERCOLLEGIATE ALL-AMERICAN SELECTIONS

(Selections made by National Soccer Coaches Association of America.)

1945

Goal-Tyree, Army
Right Fullback-Crowley, Army
Left Fullback-Barlow, Temple
Right Halfback-Clayton, Haverford
Center Halfback-Benedict, Army
Left Halfback-Hamilton, Penn State
Outside Right-Matlack, Haverford
Inside Right-Ketchum, Pennsylvania
Center Forward-Salista, Navy
Inside Left-Brice, Yale
Outside Left-Ruggieri, Navy

1946

G-Tyree, Army

GV567

.M4

1977

WHRC

THE
ENCYCLOPEDIA
OF SPORTS

by Frank G. Menke

Revisions by Suzanne Treat

A Doubleday/Dolphin Book

DOUBLEDAY & COMPANY, INC., GARDEN CITY, NEW YORK

1977

THE WHITE HOUSE
WASHINGTON

June 16, 1988

RECEIVED ST_{me}

JUN 16 1988

SCHEDULING
OFFICE

Barbara

MEMORANDUM FOR FREDERICK J. RYAN
ASSISTANT TO THE PRESIDENT AND
DIRECTOR OF APPOINTMENTS AND SCHEDULING

FROM: ROBERT M. KRUGER
ASSOCIATE COUNSEL TO THE PRESIDENT *me*

SUBJECT: Scheduling Recommendation: For the
President to Provide Videotaped Message
to be Shown in Zurich During the Final
Bidding to Host Soccer's World Cup 1994

In response to your request for a scheduling recommendation on the above-referenced taping, I have attached a memorandum we have already provided to Tom Griscom on this matter. As that memorandum states, we have deferred to Tom as to whether such a taping would be appropriate.

Attachment

THE WHITE HOUSE

WASHINGTON

June 14, 1988

MEMORANDUM FOR THOMAS C. GRISCOM
ASSISTANT TO THE PRESIDENT FOR
COMMUNICATIONS AND PLANNING

FROM: ARTHUR B. CULVAHOUSE, JR. Original Signed by ABC
COUNSEL TO THE PRESIDENT

SUBJECT: Request for a Presidential Video Message to the
Committee Selecting the Site for the 1994 World Cup

At your request, Counsel's office has reviewed the above-referenced request for a videotaped message from the President to the Federation Internationale de Football Association. In view of the President's previous support for this effort, we have no objection to the proposal in principle. We defer to your judgment, however, as to whether the earlier letter from the President to the Federation and the President's meeting with the Federation's President should be considered sufficient statements of the President's support.

Burson-Marsteller

230 Park Avenue South
New York, NY 10003
212.614.4000

June 7, 1988

Mr. Tom Griscom
Assistant to the President
for Communications and Planning
The White House
Washington, D.C. 20500

*Fred Repor:
your thoughts?
TB*

Dear Tom:

As you know, World Cup USA 1994 is organizing the bid to host -- for the first time in America -- the world's largest sporting event, soccer's World Cup.

Our nation is competing with Brazil and Morocco to host the tournament. The 1994 site selection will be announced in Zurich this July 4 (an interesting coincidence). This announcement, particularly if America is selected, will generate extensive global news coverage.

America has never been in a better position to host the Cup. Our thorough, fact-filled bid has been very well-received by the sport's selection committee. We have demonstrated that we have the facilities and expertise to stage a successful tournament.

To date, President Reagan's support has been particularly valuable to our bid. Two efforts -- a letter from the President that was included in our bid, plus a meeting between the President and Dr. Joao Havelange, President of the Federation Internationale de Football Association (FIFA) -- have made a strong and positive impact.

The final step in the bidding process is a brief presentation to FIFA's Executive Committee on July 4. To enhance this, we believe a short video address by President Reagan would be especially persuasive and helpful.

We have taken the liberty of drafting remarks for such a video (attached). We greatly would appreciate your review and consideration of these comments.

As I am in Europe all week, my colleagues, Al Schreiber and Mark Bain, will contact you about the video. Meantime, my sincere thanks for your assistance in this endeavor. I'm sure you can appreciate the significance of this opportunity for all Americans.

Cordially,

H. Burson

Harold Burson
Chairman

Suggested Remarks for President Reagan

Dr. Havelange and members of the FIFA Executive Committee...it is a great honor for me to address you on this important day.

Every four years, the entire world takes pause to follow sport's greatest spectacle, the World Cup.

Today, football -- or soccer, as we Americans call it -- has a large and dedicated following around the world. Perhaps, more than any other sport, soccer transcends all cultural, social and political boundaries.

In recent years, Americans have come to appreciate and enjoy soccer. Millions of Americans of all ages now play the game and follow their favorite teams and players, both here and overseas. Americans appreciate the game's spirit of teamwork and sportsmanship.

I believe this appreciation was evident in 1984, when over 100,000 fans filled the Rose Bowl stadium in Pasadena for the final match -- Brazil versus France -- of the Olympic soccer tournament.

Today, as you determine which nation will have the honor of hosting the 1994 World Cup, I want to express my gratitude, on behalf of all Americans, for your thorough and fair consideration of our bid.

As you make your choice, Americans are both proud and confident. Proud to have had this opportunity to present our unique qualifications for hosting the 1994 tournament. And confident that, if selected, we will conduct a highly successful competition which advances the sport not only in America, but around the world.

To that end, I want to assure you, once again, that I pledge my full support. As I noted in my correspondence and at a meeting we had last Fall, the United States stands ready to provide unsurpassed support to make the 1994 World Cup tournament a success.

On behalf of all Americans, thank you for considering our bid to host the 1994 World Cup. We are most grateful and anxious to hear your decision.

(Note: Havelange is pronounced "haav-uh-lanj" while FIFA is pronounced "feefa")