

RADIO KSFO PRESENTS INTERNATIONAL SOCCER!

THE COSMOS OF THE NORTH AMERICAN SOCCER LEAGUE

vs. UNIVERSIDAD AUTONOMA DE GUADALAJARA

SUNDAY, MARCH 25, 1979 • KEZAR STADIUM, SAN FRANCISCO

Cosmos, Guadalajara Meet Today In First Division Battle

Bay Area soccer fans will get a rare chance to see two quality teams of First Division stature when the Cosmos of the North American Soccer League meet the Universidad Autonoma de Guadalajara of the Mexican First Division in an international soccer match at Kezar Stadium.

The Tecos of Guadalajara, a solid contender for championship honors in the Mexican First Division annually, will attempt to defeat the club which has taken the NASL title the past two seasons. The Cosmos also won the NASL crown in 1972, thus holding the honor of being the only three-time league champion.

The Cosmos come to the Bay Area for one of their final pre-season tune-ups before they begin their quest for a third straight title. Including three scrimmages in Bermuda, the Cosmos are playing 10 exhibition games before they open the 1979 NASL season in San Diego against the Sockers. And entering 1979, the team appears to be stronger than ever for their Triple Crown bid.

During the off-season, the Cosmos added world-class defenders Marinho of Brazil and Iran's Eskandarian. These two outstanding players are being added to a defense that last year allowed a mere 39 goals, the fourth best total in the league.

Add to a stonewall defense an offense that netted an NASL-record 88 goals last season, including a league record 34 goals scored by star forward Giorgio Chinaglia. The Cosmos had four players who scored ten or more goals in 1978, and that doesn't include Seninho, the Portuguese international who joined the club midway through last season, but who will be with the Cosmos from the outset this year.

To this already impressive list, add the names of Dennis Tueart, the MVP of the NASL Playoffs a year ago, Franz Beckenbauer, Carlos Alberto and Vladislav Bogicevic, all international stars. Young American performers Rick Davis, David Bricic and the 1978 NASL Rookie of the Year Gary Etherington also play major roles in the Cosmos' success.

The Cosmos are under the expert guidance of Eddie Firmani, whose career winning percentage of .761 (83 victories and just 26 defeats) is the NASL's all-time best.

Firmani's counterpart on the Tecos is Austrian National Team Coach Helmut Senekowitsch. The team he brings to Kezar this afternoon is one which has risen quickly in the Mexican professional football system, although only in their eighth season in the professional ranks and fourth in the First Division.

The Tecos were born with the

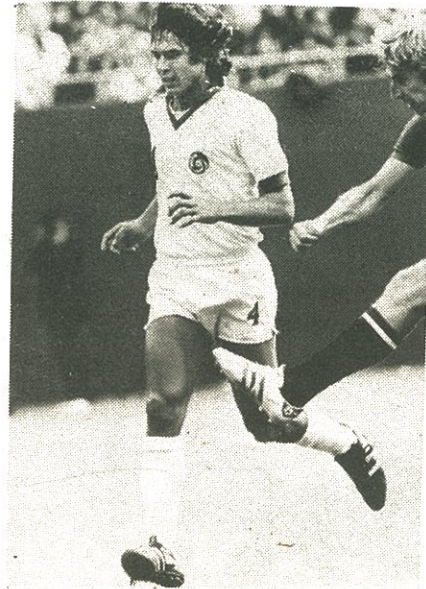
formation of the University in 1935, although only playing as an amateur club.

During the 1971-72 season, the University entered professional competition for the first time in the Mexican Third Division. Despite the fact the team was completely made up of students and were rookies in the professional leagues, the club played well enough to avoid elimination from the Third Division.

The very next season, 1972-73, the Tecos won the Third Division championship and earned a promotion to the Second Division. Although the club started slow in the Second Division in 1973-74, the Tecos came on strong the last half of the year and finished in fifth place.

In 1974-75 season, only four years after turning professional, the Tecos captures their second division title, this time in the Second Division. With the 1975-76 campaign, Guadalajara found themselves in the Mexican First Division. They had won the distinction of being the only team to ever advance to the First Division by winning two division crowns.

In their first season of First Division competition, the Tecos qualified for the final elimination round of the Championship series



THE TEAM CAPTAINS: Cosmos' Werner Roth (l) and Universidad Autonoma de Guadalajara's Juan Alvarez.

and ended up in the division's top eight teams. Year Two in the First Division was one of growing for the Tecos. The club finished 13th in the season's rankings.

But in the 1977-78 season, the Tecos established themselves once again as a soccer power in Mexico. The team scored 73 goals, the most by a Mexican team since 1949. They fought for the league title during the entire season before finishing fourth in the final standings. The team also had the best offensive-defensive balance with a 1.59

average and a goal difference of +27.

For the 1979-79 season, the Tecos have been led by a combination of talented newcomers and a blend of returnees from last year's club. The team was led by Brazilians Spencer Coelho and Jose Geraldo Candido and Mexicans Juan Manuel Alvarez, Vazquez del Mercado, Jose Antonio Rodriguez and Alfonso Oviedo. Joining these talented players this year were Paraguayan Hugo Enrique Kiese, Mexican Horacio Jacome and Brazilian Jose Lucas.

Three Championships In a Row

Cosmos Bring Winning Tradition to U.S. Soccer

The Cosmos have been a member of the North American Soccer League for eight years. Six times, they have made the post-season playoffs. On three of those occasions, they emerged as league champion, the most by any NASL squad.

To make the feat even more impressive, the Cosmos have taken back-to-back titles. Again, never before accomplished in the NASL.

Bolstered by a fine combination of world class superstars and an emerging group of talented American youngsters, the Cosmos have not only become the symbol of soccer success within the confines of North America, but also throughout the world. The Cosmos, and their victorious exploits, are recognized by a world-wide audience. And with this recognition has come a new attitude of respect in international soccer circles for the United States as a country truly dedicated to the building of the game of soccer.

The Cosmos have come a long way since 1971, when they were an expansion team in a league that was fighting for its very existence. The club officials were faced with building a squad in only three

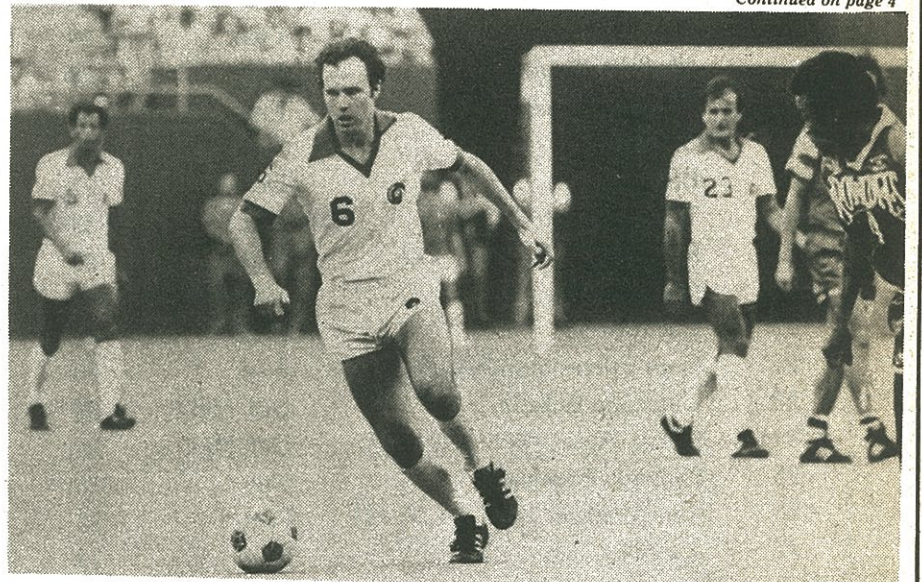
months, and build they did, putting together a team which made the post-season playoffs, a fine accomplishment for a first-year franchise. Included in the Cosmos' first-year record were two victories over the Atlanta Chiefs, the NASL's runner-up to champion Dallas, and a 3-1

win over that season's title holders the Tornado.

Year Two in the NASL saw the Cosmos capture their first league crown, compiling a 7-3-4 record and defeating St. Louis and Dallas in the playoffs. 1973 saw the team return for the playoffs for the third consecutive year, although they bowed in the first round to runner-up champion Dallas.

The only two years the Cosmos were to miss the playoffs followed in

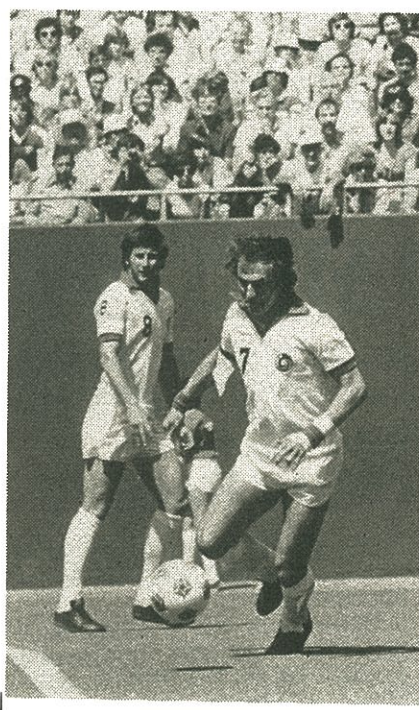
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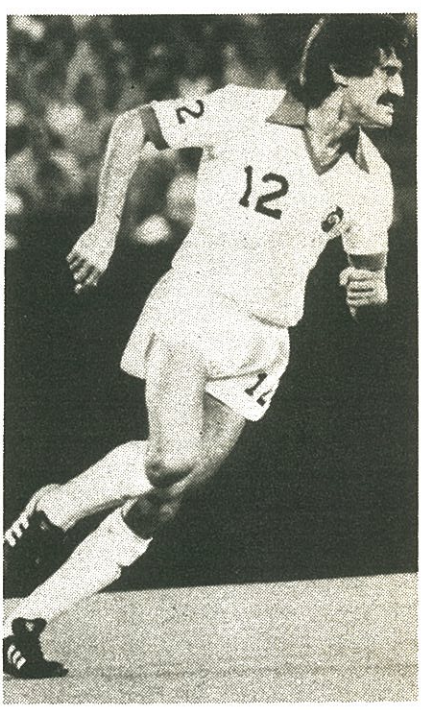
A COSMOS' GREAT: Franz Beckenbauer in complete control, as usual, against the Tampa Bay Rowdies.



Giorgio Chinaglia



Dennis Tueart



Seninho



Vladislav Bogicevic



Erol Yasin

NO.	NAME	POS.	AGE*	HT.	WT.	CITIZENSHIP	THE COSMOS
0	Jack Brand	Goal	25	6-1	175	Canada	
1	Erol Yasin	Goal	30	6-1	170	Turkey	
2	Eskandarian	Def.	27	5-7	155	Iran	2-0-2
3	Marinho	Def.	27	5-9	160	Brazil	
4	Werner Roth	Def.	30	6-0	180	USA (Yugoslavia)	
5	Carlos Alberto	Def.	34	6-0	170	Brazil	
6	Franz Beckenbauer	Mid.	33	5-11	165	W. Germany	
7	Dennis Tueart	Fwd.	29	5-8	156	England	
8	Vladislav Bogicevic	Mid.	28	6-1	180	Yugoslavia	
9	Giorgio Chinaglia	Fwd.	32	6-1	190	USA (Italy)	
11	Seninho	Fwd.	29	5-9½	154	Angola	
12	Bobby Smith	Def.	27	5-11	165	USA	
14	Terry Garbett	Mid.	33	5-9	166	England	
17	Rick Davis (for 8 at 46)	Mid.	20	5-8	155	USA	
18	Boris Bandov	Mid.-Fwd.	25	5-10	175	USA (Yugoslavia)	
20	David Brcic	Goal	22	6-2½	173	USA	
21	Gary Etherington (for 11 at 46)	Fwd.	20	5-8	140	USA (England)	
23	Giuseppe Wilson	Def.-Mid.	33	5-9	170	Italy	
24	Garry Ayre (for 2 at 46)	Def.-Mid.	25	5-11	175	Canada	
25	Santiago Formoso	Def.	25	5-9	140	USA (Spain)	
26	Ron Atanasio (for 18 at 46)	Fwd.	22	5-7½	165	USA	
27	Joe Filian (for 13 at 84)	Fwd.	19	5-10	155	USA (Brazil)	
0	Earl Carter	Goal				Trinidad	
22	Kevin Egan	Def.				USA	
16	Antonio Carbajal (for 14 at 46)	Mid.				Argentina	
13	Lamin Jah (for 24 at 65)	Mid.				Gambia	

Head Coach: Eddie Firmani
Assistant Coach: Ray Klivecka
Captain: Werner Roth
Trainer: Joel Rosenstein
Assistant Trainer: Arnold Trachtenberg

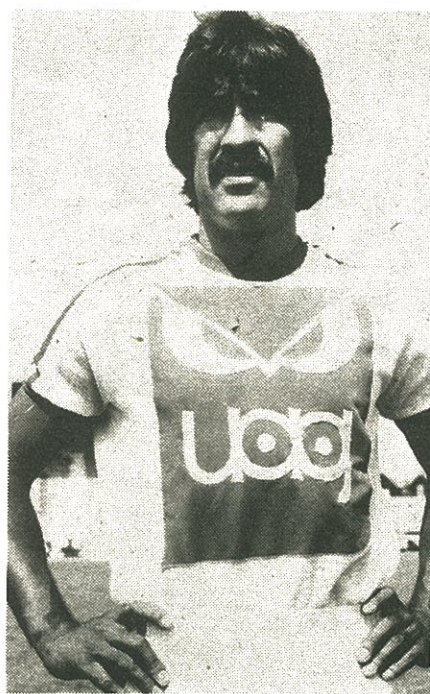
*Age as of April 1, 1979



Jose Lucas



Alfonso Oviedo



Horacio Jacome



Hugo Kiese



The Universidad Autonoma de Guadalajara



Assistant Coach Jesus Trellez (l) and Head Coach Helmut Sehekowisch

UNIVERSIDAD AUTONOMA DE GUADALAJARA

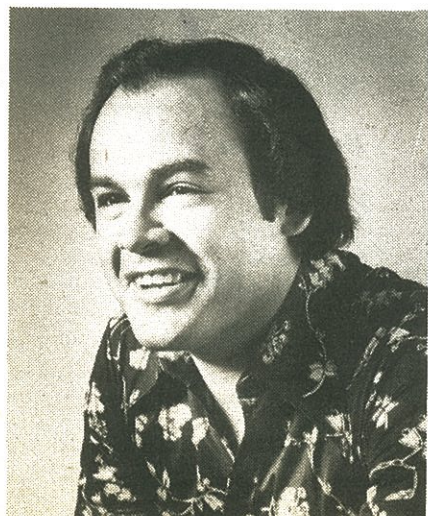
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NAME	POSITION	AGE
-3 Juan Manuel Alvarez	Midfielder	29
Raul Basurto	Forward	27
Jorge Arturo Candia	Defender	22
Jaime Cardenes	Goalkeeper	25
Mario Maldonado Ceballos	Midfielder	29
-5 Manuel Coruna Chavarria	Defender	27
Victor Hugo Elizalde	Forward	22
✓6 Horacio Jacome (for 2 at 14)	Midfielder	29
-2 Juan Rodriguez Jara	Defender	29
-9 Hugo Enrique Kiese	Forward	24
-7 Jaime Arana Lopez	Midfielder	26
-16 Jose Lucas	Forward	24
✓18 Alfonso Oviedo (at 46)	Forward	25
Jose Antonio Rodriguez	Midfielder	30
Fabian Rosas	Midfielder	21
-12 Prudencio Sanchez Cortez	Goalkeeper	27
-11 Eldio Vera	Forward	30
-23 Luis Trejo	Defender	
-21 Oscar Sanchez	Midfielder	
-25 Oscar Sandoval	Forward	
✓24 David Salas (at 46)	Forward	

Scoring: C- Chinglia (3) 25:00
C- Chinglia (pen) 37:00
G- Vera (pen) 52:00
G- Salas (11) 78:00

Referee John Davies

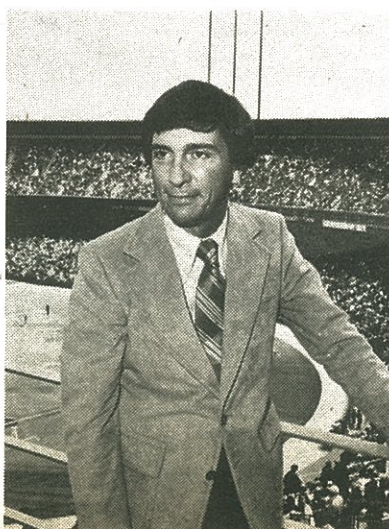
THE ALL-SEASON ALL-STAR TEAM



Joe Angel



Lon Simmons



Bob Eldred

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**THE WINNER
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DIAL!**

Cosmos Bring Winning Tradition to U.S. Soccer

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1974 and 1975. But a much more important event took place for the team in 1975, an event that would make the fans forget the missed playoff berth and change the course of the Cosmos, and the NASL, forever. That season, the team signed the great Pele to a three year contract and attendance records began to be set across the nation wherever the Cosmos and their "legend" played.

But a boost in attendance and the initial step taken to build the Cosmos into a contender were only the first benefits to be realized by signing Pele. His coming to the United States to play in the NASL proved to be an example to other international stars, opening the door for a new wave of spectacular talent to come to America.

The Cosmos returned to the playoff picture in 1976, compiling a 16-8 record. It was the season that saw the brilliant star Giorgio Chinaglia join Pele on the Cosmos roster. He led the league in scoring that season with 49 points, including 19 goals.

The Cosmos finally appeared to reach the pinnacle of their success in 1977 when they moved into spacious and beautiful Giants Stadium and signed West German World Cup Captain Franz Beckenbauer. The club compiled a 15-11 record and finished second in their division. But they saved the best for the playoffs. With uncanny skill, the Cosmos bombarded their opponents, streaking to six straight victories. They capped off a championship year by edging the Seattle Sounders 2-1 in Soccer Bowl '77 in Portland.

But another in a series of incredible events occurred in 1977 that was to show the rest of the world that soccer in the United States was truly the sport of the future. On August 14 of that year, the Cosmos met their division winner, the Ft. Lauderdale Strikers, in the first of two playoff games between the clubs. The fact the Cosmos glided past the Strikers by an 8-3 score stunned soccer fans throughout the league. But the score the individual stars, even the playoffs themselves lost significance when a simple attendance figure was posted on the stadium scoreboard.

It read 77,691!

Since that day, the NASL and soccer in general has flourished in the United States. An expansion before the 1978 season has put soccer in markets that have proven to be a success. Around the NASL, the future appears bright.

As for the Cosmos, they devastated the league with a 24-6 record last year and once again took the championship, third in a brief, but incredible, eight year history.

Chinaglia scored a league record 34 goals and 79 points. Four members of the Cosmos scored 10 or more goals. For 1979, the team has added two more world class defenders to a unit that already was strong enough to allow only 39 goals in 1978.

Can eight seasons be considered enough time to establish a tradition? If not, then just give the Cosmos a little more time, because Year Nine could promise to be their best ever.