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Society for American Soccer History Newsletter January 2023

The SASH newsletter is a quarterly review of happenings in the field with quick access to content of interest to the members. If you have questions or wish to contribute to the newsletter, please contact the editor Brian D. Bunk, newsletter@ussoccerhistory.org



Happy New Year to all!

Thank you to all who served on the Society's executive committee last year, and a hearty congratulations to those who have been recently elected.

I brought the year to an end by attending the first week of the 2022 FIFA World Cup in Qatar with my son. I kept telling people after we returned that it was like going to a bunch of matches in an Olympic city because that's what it seemed like. The Doha transport system, as well as Uber drivers, allowed us to get between venues with relative ease and speed. We saw nine matches in five days, including the USA matches with Wales and England!

It was a thrill to be behind the goal with other US supporters and a good contingent of the American Outlaws. We saw SASH member Marcus Cranston, AKA Eagleman! I celebrated Timothy Weah's goal against Wales by holding up my vintage SOCCER belt buckle. I hoped to hoist it a few more times during goal celebrations, but a scoreless draw against England, who has never beaten the USA at a World Cup, prevented it. I may have joined in the chant, "IT'S CALLED SOCCER!"

I watched the rest of the World Cup from London and then the incredible final from my hometown in New Jersey. As the world watched Lionel Messi lift up the Jules Rimet trophy, I couldn't help but think to when the United States will co-host the tournament. We have a lot of work to do as a Society in what will no doubt seem like a quick three or so years. Onward to 2026!

With gratitude,

Tom McCabe

In order to continue to receive issues of the newsletter, please renew your SASH membership today. If you have already done so for the year, thank you very much for your continued support.

[Renew my membership!](#)

Pelé's First American Adventure



HOTEL REUNIDOS S. A. HORSIA

Hotel Jaraguá
Rua Major Oedinho, 44
Telefone: 256-6633
Telex: 309
Telegrama: Jaraguatel

HOTEL JARAGUÁ

SÃO PAULO - BRASIL

Telephoned several times during the week of April 17 - see receipts. Spoke - to an extent - with Jean Manzoni who only speaks French and Portuguese, then to Jean Claudio, his English-speaking assistant.

April 24.

Arrived 5:00 São Paulo. Telephoned ^{Luis} ~~Juan~~ Claudio who had been waiting for us (Eva Jorgensen & I) at 4:00 at the airport. Miscommunication! We traveled to Jean Manzoni's office. Met with Jean and Luis Claudio. It appears that Pelé is a friend of J. M. - who seems to have no negotiating power but merely power of introduction. By his courtesy on the telephone and in meeting us I would say he is impressed by your (M. McM) position. One of his comments was that McM should come to Brazil because it is a ^{developing} ~~developing~~ country and there are many business opportunities. Otherwise he suggested that I meet with "Pepe" who apparently is Pelé's attorney and can speak for him. He will try to arrange a

Hotéis Reunidos S. A. HORSIA

The death of Pelé on December 28, 2022 has led to an outpouring of articles lauding his role as a player and ambassador for the game of soccer. Some of these pay special attention to his impact on US soccer after he signed with the New York Cosmos for the 1975 season. Few of the stories commented on, or perhaps did not know that it wasn't the first time he had signed with a US company. In September 1972, Pelé inked a contract to become a client of the sports marketing firm IMG. Although largely unsuccessful for both the company and the player,

the tale of how the deal came about reads like the plot of a swinging 70s film. It involved a serendipitous meeting in an airport, the future president of FIFA, a movie director, and two flight attendants.

Super agent Mark McCormack launched IMG in the 1950s and from the beginning its roster was loaded with golf and tennis stars. By the late 1960s, the firm had branched out, signing clients from the world of Olympic sports and auto racing. Pelé seemed like a great fit, especially after his performance at the 1970 World Cup. Still, McCormack had a problem: how to contact the Brazilian?

McCormack first relied on his connections in the international sporting world, asking tennis players and others if they could arrange a meeting. He even wrote a letter to Pelé's countryman and future FIFA president João Havelange, asking for help. Eventually they made contact, but Pelé's team failed to respond to IMG's proposals. After discussions went nowhere, a chance encounter between McCormack and Pelé in the Montreal airport kick-started negotiations.

Eventually film director, and sometime advisor to Pelé, Jean Manzon signaled that the player was ready to make a deal. A skeptical McCormack was reluctant to travel to Brazil and so asked flight attendant Cathy Seward, who was going there for a beauty pageant, if she would make contact with Pelé and his representatives.

Seward and another flight attendant from Norway did indeed meet up with Pelé, Manzon and the rest of his team. The group went sightseeing, out to dinner and danced the samba. Every evening Seward would return to her hotel room and write detailed notes of the events and conversations. She mailed these back to McCormack where they were preserved in [IMG's corporate archives](#). Eventually she sat down with Pelé's lawyer and a translator to hammer out the first draft of a contract.

The deal was originally meant to run for five years from 1972 to 1977, but was terminated after a year. The reasons for the failure are too detailed to recount here, but revolved around the unwillingness of the player to consent to certain types of deals and the fact that he already had a number of lucrative sponsorships. If nothing else, the story adds

a unique and little known element to the life and career of *O Rei*.

- Brian D. Bunk

Image: one page of Seward's hand written reports. Courtesy of the Mark C. McCormack Papers, University of Massachusetts Amherst Special Collections and University Archives.

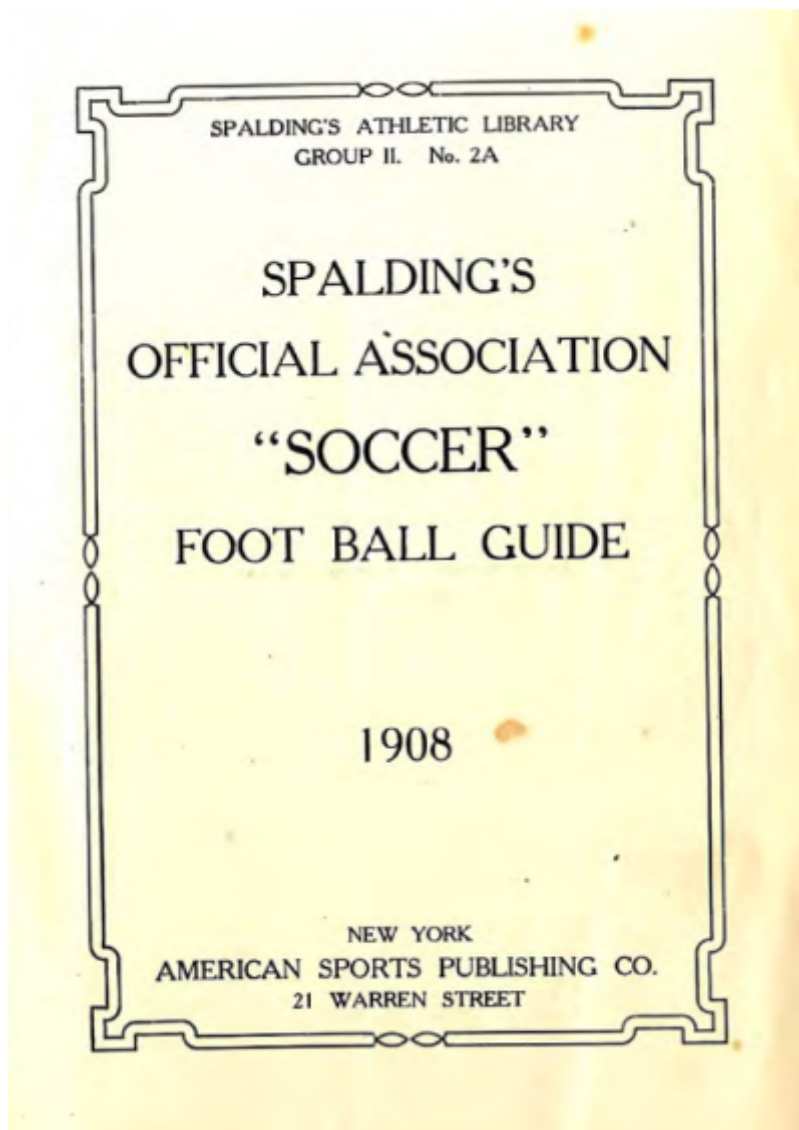
A Request from the National Soccer Hall of Fame



The National Soccer Hall of Fame is looking for your help. A number of members lack photographs. The full list of people without images can be found by clicking [here](#). Ideally, the Hall is looking for photos that show one half to three quarters of the body. Samples can be found on this [page](#).

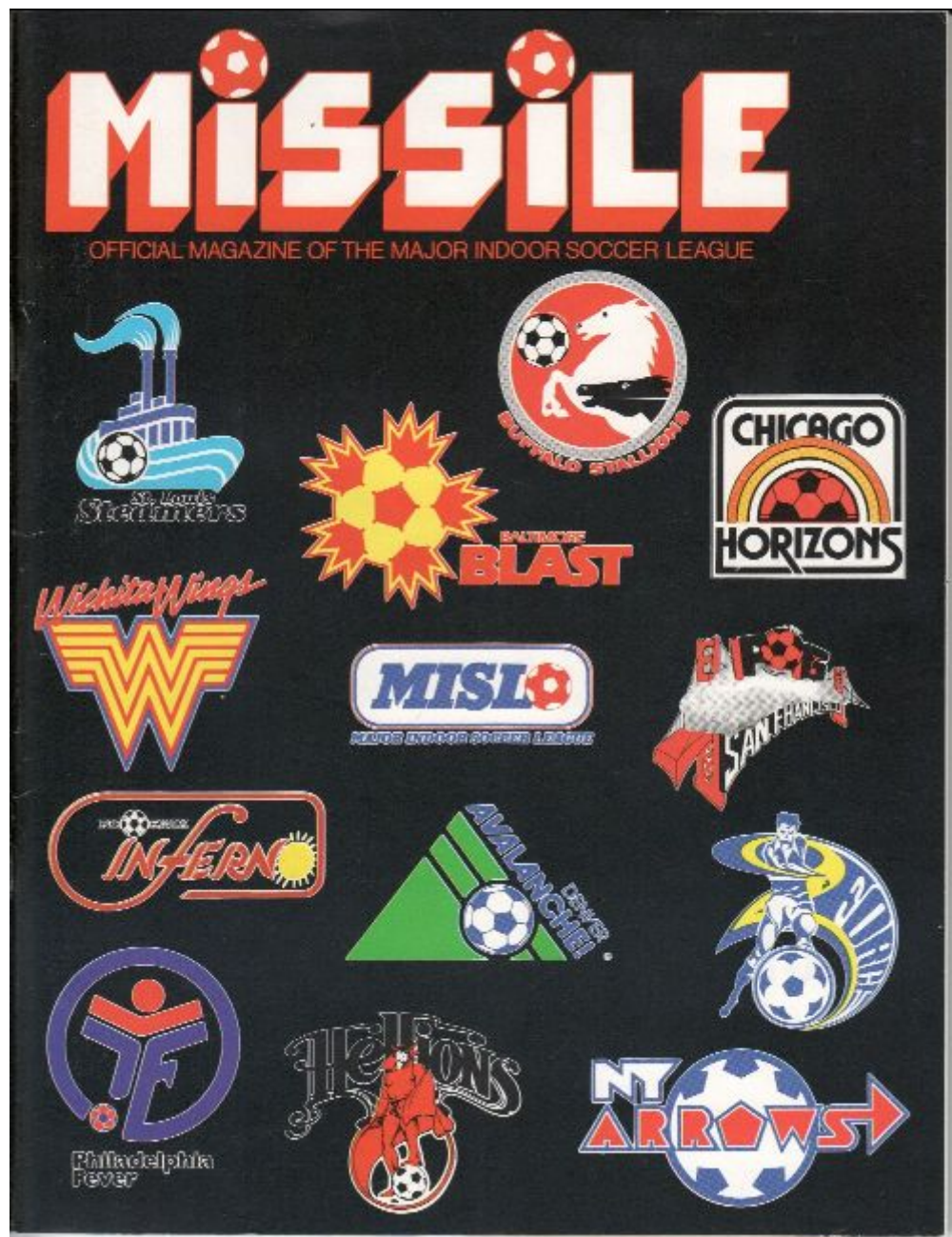
If you have information on photographs for any of the missing inductees please contact Djorn Buchholz at djorn@nationalsoccerhof.com. All suggestions would have to be for images that the Hall could obtain permission to post on their website.

New Historical Resource Available



The previously unknown 1908 edition of *Spalding's Official Association Soccer Foot Ball Guide* has been posted on the [SASH website](#). The copy was made available thanks to the efforts of Dave Lange, author of [Soccer Made in St. Louis](#). Dave Barrett penned the Guide's yearly summaries for St. Louis and his grandson, Tim Brassil gave Dave access to the rare original copy. Perhaps a 1905-06 edition will be found one day! No edition was published in 1920-21.

Recent posts on the SASH website



[A Designer Looks at MISL Logos, 1980-81](#)

[Burn 'em up Hellions!](#)

[Book Talk with James Brown discussing "Mud, Blood, and Studs."](#)

[Who Scored the First Professional Goals in US Soccer History?](#)

The SASH newsletter and website welcome contributions from

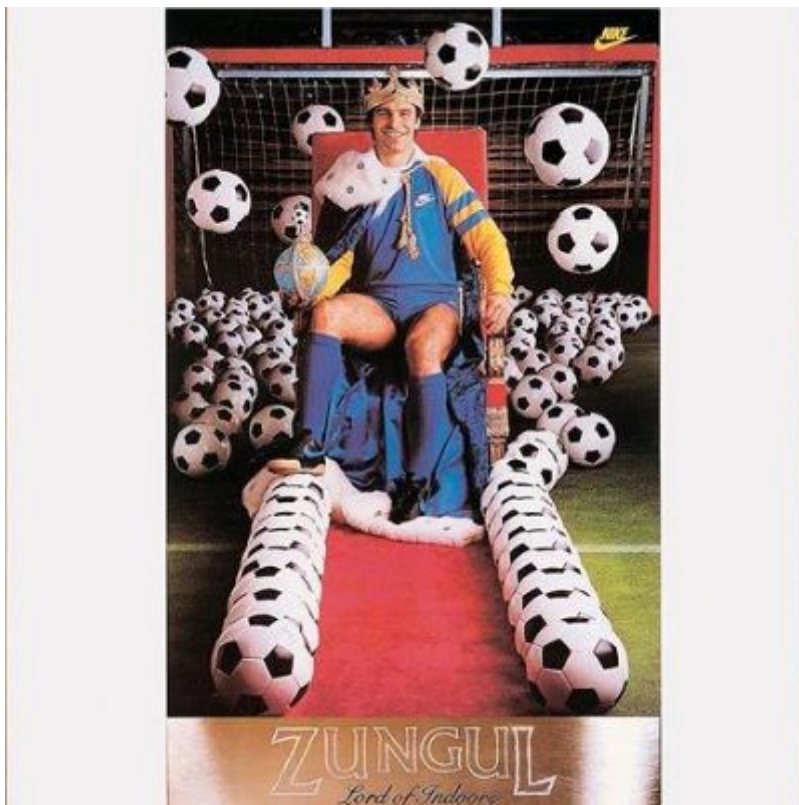
members. Please send ideas or suggestions to newsletter@ussoccerhistory.org.

In Memory of Len Oliver



SASH wishes to remember the life of Len Oliver who passed away in the summer of 2022. He was celebrated as a player and coach, but was also a keen student of the history of soccer in the US. Len was particularly interested in the period of the 1940s and 1950s, an era that has generally been understudied. He wrote several articles for the SASH website, including his own memories of a life spent around the game. A full obituary is available on the SASH website by clicking [here](#).

Image of Len in action courtesy of the Len Oliver collection



In case you missed it, a story from the archives:

[Roger Allaway on National Soccer Hall of Fame finalist Steve Zungul](#)

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