

## **Did the 1966 World Cup mark the birth of modern football?**

### **Video transcript: WAGs and wild celebrations in 1966**

David Coleman: Here in the studio with me are three people with a very special interest in England winning - three of the wives of the English players. Mrs. Peters, whose husband Martin played his first world cup game on Saturday, George Cohen's wife here next to me, and Mrs. Jimmy Greaves. What sort of World Cup are you having Mrs. Greaves?

Irene Greaves: S'alright.  
*World Cup Report, 18 July 1966*

Adam Parsons: They have become the unlikely stars of England's World Cup campaign. Players' wives and girlfriends have developed a celebrity that sometimes rivals the footballers themselves.  
*BBC Six O'Clock News, 29 June 2006*  
[Music: *Girls On Film*, Duran Duran (Parlophone), 1981]  
[Images: Collen McLoughlin, Victoria Beckham, Cheryl Tweedy, Carly Zucker, Alex Curran, Nancy Dell'Ollio (all Press Association)]

David Coleman: What's it like going out during the World Cup period shopping? Mrs. Greaves – do you get much reaction?

Irene Greaves: Oh yes.  
*World Cup Report, 18 July 1966*

Sally Nugent: The WAGs as they've become known are now the main attraction in Baden Baden, where the local designer shops are doing a roaring trade.  
*BBC News at Six, 29 June 2006*

David Coleman: You don't get cheaper groceries or anything like that on the strength of it?

Irene Greaves: Laughs

Kathleen Peters: You must be joking!

Daphne Cohen: No, I don't think so, no.

David Coleman: No special treatment?

Daphne Cohen: No.  
*World Cup Report, 18 July 1966*

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*[Music: Kiss, Prince (Warner Bros), 1985]*

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David Coleman: Professional footballers have been heavily criticised by members of the public – ugh - for their reactions, you know, all this kissing and cuddling lark and so on. Jimmy Hill, what about you? What's your reaction? Actually I would have thought that you were the least kissable player in the game...

Jimmy Hill: Oh, I wouldn't say that! I, personally, don't like the kissing – I don't think many Englishmen do – but we must accept that, in other countries, this is not untoward. I prefer to leave kissing until after the match and then, if possible, with a member of the opposite sex.

David Coleman: How do you enjoy being kissed on a football field John?

Johnny Haynes: Not very much by Jimmy...  
*World Cup Report, 18 July 1966*