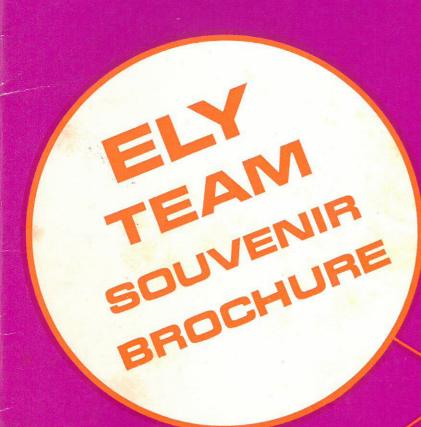
KNOCK-OUX.









VICE-PRESIDENTS:

P. Askem

G. Bovis

Mrs. M. Coleridge

Mrs. L. Halls

P. Harwood

J. Herrema

Hobbs & Wilden

G. King

C. Mannering

E. Middleton

B. Mitchell

L. S. D. Rich

J. M. Smith

P. Thacker

Mrs. M. Wills

ACKNOWLEDGEMENTS

"THE ELY 'IT'S A KNOCK-OUT!' TEAM WISHES TO THANK MOST SINCERELY NIGEL BLOXHAM OF MILL LANE, FORDHAM (TEL. FORDHAM 511) FOR BEING PRESENT ON NUMEROUS OCCASIONS TO TAKE THE PHOTOGRAPHS FOR THIS BROCHURE, AND FOR PRESENTING THEM FREE OF CHARGE."

IT WAS NECESSARY TO OBTAIN SPONSORSHIP FOR THE TEAM'S KIT, AND MANY GRATEFUL THANKS ARE DUE TO THE FOLLOWING FOR THEIR ASSISTANCE:

Tillotson's Ltd.

Cambridge Evening News

F. A. Standen Ltd.

Frederick Butteriss Ltd.

Dorman Sprayers Ltd.

R. E. Law Ltd.

Marshall's Car Hire

The Cromwell Restaurant

M. Edis (Pork Butcher)

Fisher's (Jewellers)

C. S. Morris (Ely) Ltd.

G. & J. Peck Ltd.

Stage Coach Restaurant

Alfred Wood Ltd.

Attack Sports Equipment

J. A. Gardiner Ltd.

Curry's Ltd.

F. Peake Ltd.

Dr. W. R. Holton

Westminster Wine Ltd.

Carol Parrish

OUR PATRON



I have great pleasure in acting as patron of the Ely "It's A Knock-Out!" team and understand that an enormous amount of work and effort has gone into preparing a competent team for the encounter with Hertford on May 13th. and, I hope, with other countries in Arnhem in July.

I personally wish the Ely team every success, which I have no doubt they thoroughly deserve.

BEST OF LUCK

WILLIE CARSON (signed) Champion Jockey, 1972.

IT'S A KNOCK-OUT! COMMITTEE

The committee, which has met nearly every week in the Cutter Inn, Ely, has undertaken to organise all the various activities connected with "Knock-Out". Among the events they organised are the dinner/dance on March 19th, a discotheque on April 27th, market stalls on five occasions, the Ely "Knock-Out" Queen contest, the arrangements for entertaining the teams and helpers after the event on May 13th, a jumble sale on March 17th and outings to London (April 7th), the Norfolk coast for training (March 11th and April 1st), Marcam Hall (February 26th) and St.Ives swimming pool (March 30th). They have also been responsible for all publicity, for arranging a troupe of cheer-leaders and for obtaining sponsorship to help pay for the kit worn by the Ely team on "Knock-Out" day.



Back Row (left to right) :- Martin Evans, Stan Shergold, Sid Stanger, Colin Feltwell,
Barry Elsden, Gerald Rolfe, Pat Mott, Lynne Bent, Marjorie
Cooper,

Front Row (left to right) :- Colin Bent, Mike Goddard, Jeane Milne (secretary), David Cornwell (chairman), Bill Oughton, Lesley Mason.

Missing from the photograph are Gillian Bell, Robert Harwood, Mike Hill, Mike Hoare, Ian Palmer Pete Wilson

"IT'S A KNOCK-OUT !" -- ELY -- FINAL SQUAD.



After sifting through 128 names, the manager and coaches selected a final squad of 31 to continue training until the Hertford match. The squad is :-

Back row (left to right) :- Kevin Brown, Tony Fell, Mike Goddard, Martin Evans, John Grafik, David Muncey, Mike Wilkin, Colin Carter, Colin Bent.

Middle row (left to right):- Linda Goodwin, Mike Hardy, Robert Harwood, David Allen, Barry Elsden, Ian Rodger, Kevin Russell, Janis Carter, Bruce Smith, Sharon Gillies.

Front row (left to right):- Pauline Jaggard, Jenny Linney, Pat Cuthbert, Elaine Munro, David Cornwell (manager), Bill Oughton (coach), Maureen Sulman, Jackie Bradford.

Missing from the photograph are Mike Hoare (coach), Lydia Scott, Lynne Tanner, Pete Wilson.



DAVID CORNWELL (Team Manager) (26)

One of the most important members of any team is the manager, and Ely's man in the hot seat is local schoolmaster, David Cornwell. He had been actively engaged in "Knock-Out" in the city since it was first announced that Ely were to be invited to put in a team. David, who is married, teaches at the King's School, Ely as does his wife, Janet. He was born in Ely and has lived in the city all his life, except for the three years he spent at Nottingham College of Education. His main interest is sport, and, in particular, bowls. He has represented the county on a number of occasions, gaining several titles, and has three times has trials to play for the English indoor bowls team. He has been secretary of the City of Ely Indoor Bowls Club since itsformation in 1969. and last year was elected onto the Executive of the English Indoor Bowling Association. In July, 1972, David was asked by the Ely and District Sports Council to organise the sporting programme for the Ely Thirteenth Centenary Celebrations, which now comprises nearly fifty events covering nineteen different sports. In this capacity, he was asked to take on the "It's a A Knock-Out" organisation. In April, 1973 he was elected to the position of Chairman of the Ely & District Council.

The team manager of "K nock-Out" is also the team substitute and rumour has it that he has been taking secret training sessions with his King's School Junior Soccer XI. On the day of the competition, he may think that all the work is over, but he will still have one, or maybe two, difficult tasks to perform. He must dash out with Ely's joker at just the right time to make the annihilation of Hertford even greater. Then, if, by some chance, Hertford manage to draw with Ely, David will be asked to take on the Hertford manager at darts to decide who goes through to Arnhem.



JEAN MILNE (Team Secretary) (31)

A vital link in the Ely "Knock-Out" chain is team secretary Jean Milne, Jean is married with a five year old daughter, Michelle, who is one of the team's most ardent supporters. Her home is in Exning, but she travels to Ely each day where she works as the Principal's Secretary at the City of Ely College.

Jean became secretary at the inaugural meeting about "Knock-Out" held at the Maltings on January 23rd, and she has proved to be a most popular choice. Since then, she has had cause to wonder why she took on the post, as the amount of work involved has been fantastic. However, she seldom complains and admits -- only secretly -- that she really enjoys the work. During her spare time, if she manages to get any, Jean enjoys winemaking, beermaking, preserving fruit and dressmaking. At the weekly committee-meetings, she sometimes has to act as a steadying influence, but all are ultimately grateful for her charm and help.

At the moment, she has one really big problem on her mind - what is she going to do with all her spare time when "Knock-Out" has finished.

TEAM COACHES

BILL OUGHTON (Team Coach) (30)

Bill Oughton is one of the two Ely team coaches and has taken on the job of moulding a band of willing volunteers into an impressive fighting-force to take on Hertford, and hopefully, Europe.

He is well-qualified for this task, being in charge of P.E. at the City of Ely College. Not surprisingly, Bill's outof school activities also revolve around sport. He plays rugby for Ely and has recently been elected secretary of the Ely and District Sports Council. He has also played rugby for the Midland Counties, Sussex, London Counties and has an England under-15 cap. Over the past few months, he has been busy organising some schools' sports events connected with the Thirteenth Centenary Celebrations. Married with three children, Bill lives in Ely, where his home overlooks the river - and the team headquarters, the Cutter Inn.

In the early weeks of training, he really put the prospective team-members through their paces - but all in the cause of fitness. However, as the day of the encounter with Hertford drew nearer, those eventually selected had to admit - if only to themselves - that if nothing else they were fitter than when they first started.



MIKE HOARE (Team Coach) (22)

Mike Hoare arrived in Ely in September 1972, with the reputation of being a ruthless P.E. instructor; but it has turned out that these rumours could not have been further from the truth.

He studied physical education at St. Lukes College, Exeter, having represented Warwickshire at rugby at school-boy level. During the past six months, has revealed a friendly nature - in fact, far from ruthless. Most of his time at college was spent throwing balls into baskets. Basketball has also led him to travel, and he has toured Denmark as a member of a team. He has also spent a considerable time in America, Mike is involved in the organisation of some school's events connected with Ely's Thirteenth centenary Celebrations, During the first few weeks of training, his indestructable image as a P.E. instructor took a knock when he was forced to hobble around on crutches. with his leg in plaster, after breaking his ankle. In a few weeks, though, he fully recovered and took more than ample revenge from the team-members, who were unwise enough to see the funny side of his predicament.



THE TEAM



DAVID ALLEN (30)

David lives in Ely, where he works as a fireman. He is married with three sons, and enjoys swimming and camping.



JANIS CARTER (17)

Janis lives in Cottenham and goes to Cambridge High School, She is very keen on netball and has had an English trial. She also likes athletics, and has represented Cambridgeshire hurdling.



COLIN BENT (26)

Colin is a self-employed builder in Ely. He is married with one daughter, and he is keen on football, boxing and do-ityourself.



PAT CUTHBERT (33)

Pat is a housewife with three children and lives in Longstanton. Her interests include swimming, badminton and netball, and she has swum for the W.R.A.F.



JACKIE BRADFORD (17)

Jackie is at Lakenheath High School, where she enjoys P.E. and Art.



BARRY ELSDEN (32)

Barry is a self-employed builder. He is married with two daughters and lives in Stretham. He is keen on all sports, especially football.



KEVIN BROWN (21)

Kevin, who lives at Ely, is a laboratory technician in Cambridge. He thrives on all sports and likes listening to records.



MARTIN EVANS (29)

Martin is a councillor on Ely U.D.C. He lives in Ely and is married with one son. He is production manager for a local firm, and enjoys swimming, tegnis and motoring



COLIN CARTER (26)

Colin is a sales representative for a confectionery firm. He lives in Ely, is married, and enjoys sport.



TONY FELL (25)

Tony is stationed at the R.A.F. Hospital in Ely, and is a chef in the patients' kitchen. He is interested in rowing, badminton and tiddly-winks.



THE TEAM



SHARON GILLIES (17)
Sharon lives in Lakenheath
and attends the High School
there. She is keen on
athletics, sewing and art.



ROBERT HARWOOD (23)
Robert, who lives in Little
Downham, is area sales
manager for a firm of
agricultural machinery agents.
His interests are the Young
Conservatives, the Young
Farmers and rugby, which
he plays for Ely.



MIKE GODDARD (26)

Mike is married and lives in Ely. He is a chef at the R.A.F. in the Unit Mess, and likes sport in general, especially football. He has represented several R.A.F. stations.



PAULINE JAGGARD (25)

Pauline lives in Ely and is a housewife with one son. She enjoys riding, and still holds her school record for the discus. She represented Cambridgeshire in athletics when at school.



LINDA GOODWIN (16)

Linda lives in Ely and is training to be a nanny. Her interests are rollerskating, looking after children, dancing and swimming.



JENNY LINNEY (27)

Jenny is a housewife with two daughters. She lives in Sutton and among her interests are gardening and driving.



JOHN GRAFIK (23)

John is married with one daughter and lives in Wicken, where he is a farmer. His hobbies are clay-pigeon shooting and swimming, and he shot for the army.



DAVID MUNCEY (21)

David lives in Ely and works as a motor mechanic. He enjoys motor-racing.



MIKE HARDY (16)

Mike lives in Lakenheath and, like Jackie and Sharon, he attends Lakenheath High School. His interests include model-building and he plays football for his school.



ELAINE MUNRO (19)

Elaine is a student radiographer in Cambridge, but she lives in Ely. She likes athletics, hockey and football. She has represented Cambridgeshire in the long jump. THE TEAM



IAN RODGER (25)
Ian is a numerical control programmer in Cambridge, where he lives. He is a keen amateur boxer and has represented the Eastern Counties against Western Germany. He has been in "It's A Knock-Out" before having been selected for both Tewkesbury and Cheltenham.



MAUREEN SULMAN (17)
Maureen lives in Witcham
and attends the Sixth
Form Centre at the
City of Ely College. She
is keen on hockey, football and athletics, and
holds the county
javelin record.



KEVIN RUSSELL (17) Kevin lives in Little Thetford and works on a farm in Wilburton. He is interested in cross-country running and football.



LYNNE TANNER (17)
Lynne is at the Cambridge
High School and lives in
Cambridge. She is keen on
horse-riding. Her father is
in the R.A.F. and is
stationed in Holland,
where the "K nock-Out"
team hopes to be in
July.



Lydia fives in Cambridge and works as a P.E. teacher at the City of Ely College. She likes all sports and foll music.



MIKE WILKIN (28)
Mike is a computer
programmer, is married
and lives in Haddenham.
He enjoys gardening and
carpentry.

ma. www



BRUCE SMITH (25)
Bruce is a self-employed farmer in Little Downham.
He is actively engaged in the Young Farmers and is a council-member for the Isle of Ely Y.F. He also enjoys shooting and hockey, and has played the latter for Cambridge City.



PETE WILSON (26)

Pete has recently moved to Ely, where he teaches at the King's School. He is married and like Mike Hoare, is a product of St. Luke's, his special interest being rowing.

THE ELY SONGS

During the "It's A Knock-Out!" programme you may well hear the cheerleaders singing. Here is your chance to join them, as we list the Ely "Knock-Out" songs:

1. ELY WILL WIN!

(Tune - Any Old Iron)

Ely will win, Ely will win,
Ely, Ely, Ely's gonna win.
We'll show them how the winning team
Can run so fast they will not be seen.
With Ollywake, the show will take
An awful lot of beating —
So, let's give three cheers for the best team yet,
It's Ely, it's Ely. ELY!

2. ELY. ELY

(Tune - Daisy, Daisy)

Ely, Ely, what are you going to do?
"It's A Knock-Out!" is coming to visit you.
We'll make them all climb the steeple
To find the fittest people —
So, come and see our victory;
Only YOUR full support will do.

3. WE ARE THE CHEERLEADERS

(Tune - John Brown's Body)

We are the cheerleaders, "It's A Knock-Out!" 73.

So, come along and shout with us, appearing on T.V.

Now, don't be proud, just shout out loud, Come on, support your team.

E-L-Y, E-L-Y, E-L-Y, ELY.

The team are busy training, they are really in top form.

All they need's encouragement, so they won't feel alone.

They know that they will win the day, With us to cheer them on. E-L-Y, E-L-Y, E-L-Y, ELY.

4. WE'RE TRAINING HARD

(Tune - Auld Lang Syne)

We're training hard and fighting fit To beat the Hertford team, And when dressed in our purple kit, We'll show them what we mean.

The background work is also tough With meetings at the Cutter, We'll never say we've had enough Till Hertford turn to butter.

We'll beat them fair and square, we will, One Sunday fine in May. We never will forget the thrill Of our triumphant day.

5. WE LOVE YOU, ELY

(Tune - We Love You, Birdie)

We love you, Ely; oh, yes, we do, And "It's A Knock-Out!" means me and you. We'll cheer your efforts, right through. Oh, Ely! We love you.

IT'S A KNOCK - OUT !

Game 1 DRUM - ROLL

1 heat - 2 males

Each team is equipped with a large open-sided drum, the men whilst remaining inside the drum, have to roll the drum up and down the course. One man rolls the drum up the course at the same time bursting a numbers of balloons by rolling the drum over them. At the far end of the course, he hands over to the second man, who rolls the drum back to the finishing line.

Game 2 DRUM STACKING

2 heats - 3 males

The team-members start on a platform and by swinging on a rope have to stack a number of drums in a column at a given distance from the platform. The team which is able to stack the highest column will be the winner.

Game 3 WATER RACE

2 heats - 1 male, 1 female

The course consists of a number of sprung podiums. The man and the girl take it in turns to transport as much water as possible along the course. This they do by jumping from podium to podium. They must of course remain on the podiums at all times. If they fall from a podium, they must return and successfully land on that podium before proceeding.

Game 4 MAT RACE

1 heat - 4 males, 4 females

The eight members of each team are standing on a mat. The object of the game is for the teams to get themselves along the course, which is flat, without getting off the mat. If any persons falls off the mat, they cannot proceed until that person is back on again.

THE GAMES



Game 5 TRAMPOLINE TENNIS

2 heats - 1 male, 2 females

The teams play against each other. The man from one team defends the goal, while the girls from the other team, one throwing and one supplying her, throw the flour-bags. Both the girl throwing and the defender are on separate trampolines. The defender has a tennis-racket with which to defend the goal.

Game 6 ROPE CLIMB

1 heat - 1 male, 1 female

The man from each team has to climb up the rope to collect gas-filled balloons. Having collected the balloons, he slides down the rope and hands the balloon to the girl. Because the balloons are filled with gas, both team members must hold onto the balloons at all times.

Game 7 BASKETBALL SLIDE

1 heat - 4 males

The men take it in turns to slide down a ramp. Halfway down the ramp is a hoop, through which the man must throw and catch a ball, while sliding down the ramp. If a ball is thrown through a hoop and falls to the ground before being caught, that ball will not be counted.

Marathon PUNCH BAG BALANCE

3 females

Set apart over a pool are two small platforms, above which is hanging a large punch-bag. The girls from each team, one at a time, must try to knock each other from the platform. Once a girl falls into the water, the second girl takes over, and so on.

HARTFORD TEAM



Back row (left to right) :- D. Brady, R. Fenton, K. Woodcock, A. Sawford, F. Nash, A. Miller, T. Phillips, M. Mean, R. Brightwell, G. Stastny, P. Chatfield, R. Ball.

Next row (left to right) :- D. Pollard, M. Sawdy J. Smith, G. Brown, K. Newton, M. Parfitt, D. Warner, G. Jennings.

Next row (left to right) :- P. Greig, A. Wareham, L. Newton, E. Wisdom, B. Petrie, A. Farrow, M. Belcher, M. Yorke, A. Goodman, S. Lawrence.

Front row (left to right):- A. Smith, J. Hulks, B. Collins, B. Crane, D. Haynes, C. Benham.

The officials

:- Peter Breckon (Coach), Bob Newton (manager), Don Mean (Assistant Coach).

THE B.B.C. COMMENTATORS

EDDIE WARING

Eddie is probably best known as a rugby league commentator. He has been associated with "Knock-Out" since 1966, and has been a referee on the show as well as a commentator. Born in Dewsbury, he played both codes of rugby, as well as soccer, and even had a go at wrestling!

Eddie usually give a special blow-by-blow account of the mini-marathon, which can be the vital event in a close contest. He says, "For me, the competition really comes alive when we go into Europe. The atmosphere is electric over there, the competition intense, and yet the whole thing is so enjoyable."



STUART HALL

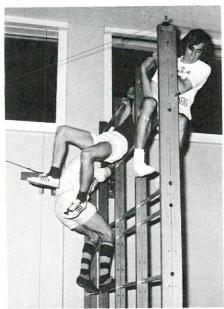
Stuart Hall only made his debut on the programme last year. He also currently presents "Look North", makes frequent appearances on "Nationwide" and is the question-master of "Quiz Ball".

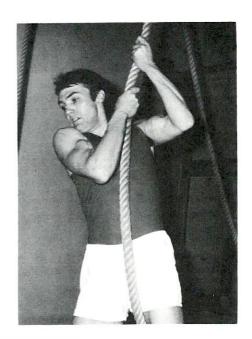
He was born in Manchester and came into broadcasting in 1958. Soccer, fast cars, and antique clocks are his greatest interests. He was married in 1958 and has two children, Francesca (12) and Daniel (10). He sees "Knock-Out" as a "fun-show" and does his utmost to make it as entertaining as possible for both competitors and viewers.











THE TRAINING PROGRAMME

Since the end of January, training has been held at least twice weekly and our pictures show here some of the activities undertaken by the prospective team-members under the direction of Bill Oughton and Mike Hoare.

Top left, a piggy-back session with Jenny Linney (foreground) proving quite a handful for Rosalyn Bell.

Top right, Maureen Sulman and Lynne Tanner cheerfully haul themselves along the beam, while John Grafik approvingly awaits his turn.

Bottom left, Bruce Smith has a go on the window-frames. Bottom right, John Grafik hangs on to the rope as if his life depended on it.



"OLLYWAKE" THE MASCOT.

From an entry of eighteen submitted to the "Ely Standard", "Ollywake" was selected as being the best, because of its many connections with Ely. The monk has an obvious relationship with Ely's past, and the eel tied round his waist is connected with the name of the city itself. "Ollywake" is a combination of the names of two of Ely's most famous historical characters, Oliver Cromwell and Hereward the Wake. The design was sent in by 12-year-old Nicola Tunnell of Ely, who is seen above receiving the £5 prize from team manager, David Cornwell, with secretary, Jean Milne, holding the winning entry.

MARKET STALL

On five occasions, members of the committee have manned market-stalls in Ely to raise money for team funds. The photograph shows some prospective buyers, with Lynne Bent, David Cornwell and Janet Cornwell on the other side of the stall. Pat Mott, missing from the photograph, as it was her lunch-break, also did a lot of work in this venture.

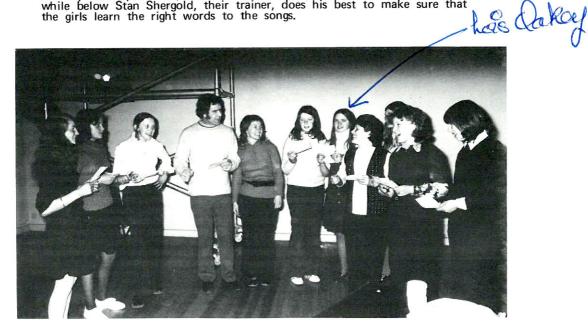


THE ELY CHEER-LEADERS



Left to right :- Gillian Bell, Lynne Bent, Janetta Webber, Lesley Mason, Pat Mott, Mary-Ann Linney.

The Ely cheer-leaders have been "training" since February and have worked out some routines to help increase the volume of support and make certain the Ely Victory. Above, some of the troupe practice one of their numbers, while below Stan Shergold, their trainer, does his best to make sure that the girls learn the right words to the songs.





At the dinner/dance held on March 19th, seven girls took part in the "Ely Knock-Out Queen" contest. The top picture shows the seven entries:- Back row (left to right) Rosemary Smith, Linda Parish, Gillian Bell, Jane Howard. Front row (left to right) Winifred Stanley, Christina Douglas, Muriel Goddard.
Bottom left, the moment they all waited for, when the winner was announced. It was Christina Douglas of Earith, who is seen here receiving her sash from the chairman of the Ely U.D.C., Councillor Stanley Cornwell, J.P. Muriel Goddard. was second and Gillian Bell third.
Bottom right, Christina poses with "Ollywake".

ELY KNOCK - OUT QUEEN







SPONSORED WALK

On Sunday, March 25th, nearly fifty people took part in a sponsored walk to raise funds for the "It's A Knock-Out!" team in Ely. The ten-mile course was completed by all the starters, and some managed as many as three laps of the course. A total of well over £450 was raised.

Top, the start of a gruelling day for the forty-seven walkers.

Bottom left, the biggest money-raiser, 20-year-old, Gillian Bell, tends to some blisters on her walk that brought in £110 from more than 300 sponsors.

Bottom right, Gillian's brother, 9-year-old Nigel, the youngest walker, hands over the money he raised to team manager, David Cornwell.







SEASIDE TRAINING

The team officials organised two training sessions on the Norfolk coast. The first was on Sunday, March 11th, at Weybourne, near Sheringham, and more than fifty would-be team members went on this trip. Then, on Sunday, April 1st, forty went to Brancaster. Before lunch, the coach, Bill Oughton, put the group through a stiff programme of running and exercises in difficult conditions, and then after lunch the group was split into teams of six and improvised "Knock-Out" games were played for points on the beach, with David Cornwell, the manager, doing his best to emulate Eddie Waring.

In the bottom picture, three of the teams compete in one of Bill Oughton's improvised games, aimed at moving Brancaster beach to Hunstanton!

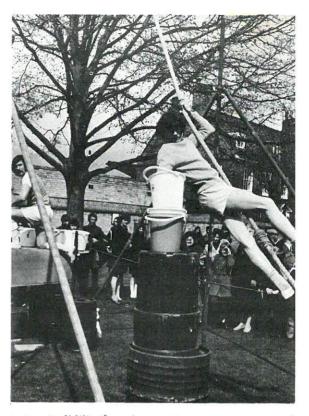




MOCK - UP DAY

On Easter Saturday, April 21st, the team staged a mock-up of the games on the Palace Green in Ely. Under Bill Oughton's direction, all eight games were set up realistically and much beneficial practice was gained by the squad. About 500 people watched during the course of the afternoon. Top left, six of the squad practice the "mat race", being timed by Bill Oughton, with David Cornwell giving the running commentary. Top right, Martin Evans tries out the bucket-stacking. Bottom left, Colin Bent takes a tumble on the podiums, while bottom right, Pauline Jaggard, does likewise on the slippery slope.







ACKNOWLEDGEMENTS (Continued)

MUCH GRATITUDE IS DUE TO EVERYBODY WHO HAS HELPED IN ANY WAY. INCLU-DED IN THE LIST BELOW ARE MANY PEOPLE AND FIRMS WHO HAVE GENEROUSLY SUPPORTED THE ELY "IT'S A KNOCKOUT" VENTURE:

Ely U.D.C. Offices	Ely Co-operative Society Ltd.	Ely 13th Centenary Office
Premier Travel Ltd.	G. Dockerill	C. Marston (Mildenhall)
City of Ely College	T. Chapman	P. Lyon Ltd. (Soham)
King's School, Ely	M. Evans	Bell's Coaches
The Cutter Inn, Ely	Fred Wright	Mrs. H. Franklin
Ely Standard	C. Warren (Tesco's)	King's Lynn Corporation
Centre "E"	Nicola Tunnell	C. I. Touring Caravans
City of Ely Bowls Club	Margaret Underwood	St. John's Ambulance
Ely Rugby Club	D. T. Stops Ltd.	British Red Cross Society
Ely City Military Band	Mrs. B. Johnson	Turquoise Rainbow

All who sponsored team-members on their fund-raising walk on March 25th.

Mrs. V. Samuel

All who gave prizes for the draw at the dinner/dance on March 19th.

Ely City Football Club

All others who have, in any way, helped in an effort to make the venture successful.

