PEGG'S GREEN'S FAMOUS FOOTBALLING SON JOE BRADFORD

(COALVILLE TOWN, PEGG'S GREEN VICTORIA, BIRMINGHAM CITY (THE BLUES), ENGLAND & BRISTOL CITY



BY SAMUEL T STEWART - JULY 2021

FRONT COVER PHOTOGRAPH

Brirmingham City Footballers in training:-

Joe Bradford (Right), Johnny Crosbie (Left) and their former team mate Stan Davies (centre). They also played for England, Scotland & Wales respectively.

Photograph copyright of originator.

(note the state of the pitch - unlike the snooker table surfaces of today)



A Birmingham City Club photograph of Joe Bradford taken when playing for them in 1923



Joe in his England shirt and cap



In Birmingham City strip

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JOE BRADFORD - A TRUE BLUE

Joe Bradford was born in Pegg's Green, and was a highly rated centre forward. He was reputed to be a fine header of the ball and could play using either foot to dribble, pass and shoot.

Joe started his football career after the end of WW1, playing for Coalville Town and Pegg's Green Victoria. In 1920, Joe Bradford scored fourteen goals in a match for Pegg's Green Victoria against Birstall Rovers. After trials with Derby County and Aston Villa he joined Birmingham City on February 12^{th} 1920 for a transfer fee of £100 with an extra £25 payable when he made his debut. He actually made his Football League debut for Birmingham at West Ham United on Christmas day 1920, scoring in a 1-1 draw at Upton Park. Joe made 445 appearances for them in all completions over the next 15 seasons, scoring a total of 267 goals

He ended his spell with Birmingham City in May 1935 with a record of having scored 249 league goals, and becoming Birmingham's all time leading goal scorer. In his first season he only played 5 times when Birmingham won the Second Division Championship. After 1923 he was hardly ever out of the team and formed a memorable partnership with Johnny Crosbie (see front cover photograph). Joe won an FA Charity Shield medal in 1923, scoring for the Professionals against The Amateurs at Stamford Bridge, Chelsea's ground. After this, he was capped 12 times for England, and went on to score 7 goals. He scored on his debut against Ireland in 1923 at Windsor Park. His England career ended in November 1930. Joe also played five times for the Football League, and famously scored 5 goals in a match against the Irish League in September 1929.

Joe was top of the club's scoring charts in all but one season between 1921/22 and 1932/33, and if goals in all competitions are counted, he was top scorer in all of those seasons. He scored 4 goals against Cardiff City in September 1927 and Blackburn Rovers in February 1931. He also scored 11 other hat-tricks for Birmingham. He was also the scorer of the only Birmingham goal in the 1931 FA Cup Final in which they were defeated by West Bromwich Albion (see the later feature on this).

Joe joined Bristol City in May 1935, scoring once in five league appearances in the autumn of 1935, and he hung up his boots at the end of the 1935/6 season. He went on after his football career, to run the Stockland Hotel in Erdington with his wife Hilda, as well as having a Birmingham sports shop. Throughout his football career he also worked as a poultry farmer.

The Bradfords' were a footballing family, and Joe was one of four brothers, his younger brother Billy playing for Walsall between 1926 and 1938 and he also played for Preston North End and Brighton & Hove Albion.



Pictured above is the Peggs Green Victoria football team who won the Coalville Charity Cup in 1928-29, when they beat Whitwick Imps 6-1. The players came from the Peggs Green and Swannington areas, and the picture was sent in by George Williamson, of Top Row in Peggs Green. He believes the picture was taken at the New Inn in the village. Back row, from the left, Ned Morley, manager; Maurice Wardle, right back; Tommy Bradford, goalkeeper; John Wilton, Left back; Jack Bird, trainer.

Middle row, Tommy Bradley, right half; Ambrose Barkby, centre half; Ernie Bird, left half. Front row, Joe Hough, outside right; George Williamson, inside right; Wilf Wardle, centre forward; Joe Morley, inside half; Walter Johnson, outside left.

THIS IS A 1928 / 29 PHOTOGRAPH OF THE PEGG'S GREEN VICTORIA FOOTBALL CLUB THAT JOE BRADFORD SCORED 14 GOALS FOR AGAINST BIRSTALL ROVERS IN 1920

	IIUII			Goals			
	P.	W.	D	1,.	7		P.
Revenstone United	13	12	1	0	58	9	23
Pegg's Green Victoria	11	8	0	3	28	9	16
Ibstock Wanderers	12	6	4	2	23	17	16
Coalville Baptist	15	6	2	7	29	32	īй
Ibstock Amateurs	16	6	1	9	27	12	13
Bagworth Amateurs	13	5	2	6	33	27	12
Ashby Hastings	13	4	3	6	20	33	īπ
Bardon Hill	13	4	2	7	22	31	10
Measham Town	14	3	4	7	25	35	10
Whitwick Albion	13	2	1	10	13	52	5

A 1911 COALVILLE LEAGUE DIVISION II CHART FEATURING PEGG'S GREEN VICTORIA LEICESTER DAILY POST FRIDAY 24 MARCH

SUPPLEMENTARY NEWSPAPER ARTICLES RELATING TO JOE BRADFORD, RELATIVES AND OTHER PLAYERS

Leicester Daily Post – February 14th 1920 A PEGG'S GREEN PLAYER TRANSFERRED TO BIRMINGHAM

Birmingham have this week secured the transfer of Joseph Bradford, centre forward of Pegg's green Victoria, a Leicestershire Senior league team. Bradford, who has attracted the attention of several League clubs is 19 years of age and 5ft. 9in. in height.

Athletic News – November 21st 1921 BIRMINGHAM YOUNG CENTRE FORWARD

Joseph Bradford, who has recently appeared in Birmingham's eleven, is quite a good centre forward. Considering that he is only twenty years of age he should have a future. He has been the one man in the front line who of late as shown a real scoring power.

Joseph Bradford was born at Pegg's Green, Near Coalville, Leicestershire, on January 22nd, 1901. There was no organized school football in his district, but it is worthy of note that he was playing for Pegg's Green second team in the Coalville League when only twelve years of age. Some of his companions were 25 and 27 years old. He played three games for the reserves, and as they won the championship, they gave him a special medal to commemorate his association with the club at such a juvenile age.

When fifteen he was playing for the first team, who had then joined the Leicestershire Senior League. He continued to be associated with Pegg's Green, in fact he never played regularly for any other club until he joined Birmingham in February, 1920. By the way, Birmingham sent an emissary to see him, and so did Leicester City and Derby County, but frank Richards, the Birmingham secretary, secured his signature. As a matter of fact, Bradford had had trials for both Aston Villa and Derby County, Mr. Middleton who used to play outside left for derby, securing him that privilege for the county, but apparently he did not strike any of these clubs as being out of the ordinary. However, he has undoubtedly justified his acquisition by Birmingham.

Bradford recently played with much distinction on behalf of the Central League against the North-Eastern League, scoring the two goals by which his side won the match. Standing 5ft. 9¼ inches., he weighs 11st. 4lbs. Bradford plays cricket with enthusiasm for the Pegg's Green club, and resides there during the dull season.

Star Green 'un - March 11th 1922

Joe Bradford's brother, William (Billy), has also signed for Birmingham. He, too, comes from the little Leicestershire club, Pegg's Green Victoria.

Freeman's Journal – November 3rd 1924 FAMILY OF FIFTY-SIX

Fifty six descendants attended the golden wedding celebrations at Pegg's Green, Leicestershire, of Mr. and Mrs. Joseph Morley. They have five sons, five daughters, forty-two grandchildren, and four Great Grandchildren. Joe Bradford, the Birmingham forward, who was "capped" for England against Ireland this year, is one of their grandchildren.

Kingston Times – November 8th 1924

A GOLDEN WEDDING

Sixty-five descendants attended the golden wedding celebration at Griffydam, Leicestershire, of Mr. and Mrs. Joseph Morley, aged 73 and 71 respectively. Joe Bradford, of Birmingham Football Club, and William Bradford, who has played for both Birmingham and Brighton, are included among the grandchildren.

Leicester Chronicle - May 2nd 1925

CHAMPIONSHIP MATCHES

Pegg's Green, the team that reared Joe Bradford, of Birmingham and International fame, are champions of the Coalville League, and play Swannington Villa at Pegg's Green on Saturday, when the cup and medals will be presented.

Nottingham Journal – January 23rd 1927

LEICESTER UNLUCKY DRAMATIC FINISH TO MATCH WITH BIRMINGHAM

Leicester City were unlucky to surrender both points to Birmingham at St. Andrews. Up to within three minutes of the end they were leading by an admittedly fluky goal scored by an opponent and they looked winners, but there was a dramatic finish.

Joe Bradford, Birmingham's most thrustful forward, who, by the way, is a Leicester man from Pegg's Green, got two vital goals. In scoring the first he caught Godderidge unawares. The latter scented danger from Islip, who gave way to Bradford, who forced the ball into the goal.

No sooner had the game restarted than Birmingham were back in Leicester's goal and Bradford got in a full drive which left Godderidge helpless. Birmingham merited success for their pluck and perseverance, but they were not such a good level lot as Leicester.

Birmingham's strength was in defence, especially at half-back, where Cringan made a hobby of spoiling the intentions of Arthur Chandler. Cringan scored Leicester's goal by mistiming with his head a centre from Adcock, but he made amends by obstructing Chandler and demolishing the good intentions of Leicester's inside trio.

Godderidge, who deputized for Campbell worked well, but was at times nervous. Osbourne was superior to Black at back, while Duncan, Carrigan and Bishop were a business intermediate line more successful, perhaps, in constructive than destructive duties.

Up forward the best men were Adcock Wadsworth, the wingers. They had more rope and their speed served them to good purpose. Chandler, Hine and Lochhead were honest triers, but Birmingham's halves saw their activities were curbed.

It was a game of good standards in which the defenders had the upper hand of a zealous lot of forwards. Birmingham tried a new outside-right, Bond, who made a good impression.

Leicester. Godderidge: Black and Osbourne; Duncan, Carrigan and Bishop; Adcock, Hine, Chandler, Lockhead and Wadsworth.

Birmingham. – Tremelling ; Womack and Jones ; Liddell, Cringan and Barton ; Bond, Crosbie, Briggs, Bradford and Islip.

Referee:- H. E. Gray (London)

Leicester Chronicle – October 29th 1927

The hamlet of Pegg's Green, which gave to Birmingham F.C. one of the greatest forwards of modern times in Joe Bradford, has provided Birmingham with yet another player.

Mee, the inside left of Pegg's Green Victoria, has signed for Birmingham, and given up his work in the village blacksmith's shop. Mee, who is only 19 years of age, made a name for himself in schools' football, and played for Leicestershire against Cheshire at Coalville.

Leicester Chronicle – March 3rd 1928

MOIRA LUCKY

Moira United were lucky to reach the final of the Coalville Charity Cup by defeating Pegg's Green at Coalville on Saturday by five goals to three.

Pegg's Green always held their own and often had the senior league team in difficulties. They gave an excellent all round display. Pegg's Green now playing in a junior league, is the club that reared Joe Bradford, the Birmingham F.C.'s famous centre-forward, and if some of the players maintain the form shown on Saturday, it would not be surprising if they eventually found themselves in first-class football. The juniors had much the better of the opening play, and took the lead through Hough. They kept up the pressure, and were unlucky in not adding to the score. However, Moira improved, and Bown equalized. Pegg's Green again took up the running, and several times were very near to scoring. Fern scored for Moira from a breakaway, but shortly before the interval Wardle equalized.

The second half was very much a repetition of the first except that Pegg's Green were dogged by bad luck. Moira, who certainly made better use of their chances in this half, scored through Fern, Narroway, and Clarke, whilst the only goal for Pegg's Green came from Warden.

Sports Argus – February 9th 1929 SCHOOLBOYS' MATCH

Joe Bradford, Birmingham's injured centre-forward, gave the boys of his old school,

Griffydam, near Pegg's Green, a treat today. He arranged a match for them this morning at Belehere-lane against the boys of Green lane School. After the match, he took them to see the Birmingham v Sunderland game, and then entertained the visitors to tea.

The Green-lane boys won by two to nil, and their scorers were Bignall and Stead. Simmonds and Newey did well for the winners, and Abbott (centre-half) and Morley (left-back) for the visitors.

Leicester Evening Mail - May 2nd 1929 JOE BRADFORD'S CUP FOR SCHOOLBOYS

Joe Bradford, the Birmingham and International forward, has presented a cup for competition amongst schools in the district of Pegg's Green, his native village, and the final was played last night at Pegg's Green, between Coleorton and Griffydam schools before 1,000 spectators. Griffydam won by two goals to none, both scored from penalties. Bradford afterwards presented the cup, and is providing medals for the Coleorton players.

Burton Observer and Chronicle - September 26th 1929 **NINE GOALS AT PEGG'S GREEN** VICTORIA 7 v MOIRA UNITED 2

Heavy scoring was seen in the Coalville and District League match at Pegg's Green, where Victoria defeated Moira United by the large margin of seven goals to two.

G. Bradford opened the scoring for the home team, and Pickering responded for the United.

Pegg's Green regained the lead through Bird, and J. Wright then made the score two all. Twice the Victoria broke away, and Bradford and Bird doubled the score. Their lead at the interval was four goals to two, and was unaltered at three guarter time. The wind became rougher, and the Vics were very aggressive.

After Bradford had completed his hat trick, Price brought the total up to half a dozen. An objection was made to this goal, and also to the last scored by Bradford, which made four to his account.

Leicester Evening Mail - October 19th 1929 **PEGG'S GREEN FANS** Visit to Belfast to Support Joe Bradford

The spectators at the England v Ireland match at Belfast to-day, included a party of enthusiasts from Pegg's Green, near Coalville.

Pegg's Green is the native village of Joe Bradford, the Birmingham player, who is in the England attack. The party had been organized by an inclusive fare of 30s. per head.

Leicester Evening Mail - October 23rd 1929

The great interest on the part of some of the local people at Coalville in the international football match on Saturday will be gathered from the fact that a party made the journey from Coalville to Belfast, leaving on Friday and returning on Sunday. One of the keenest in the party was Mr. Joseph Morley, of Pegg's Green, who undertook this long journey notwithstanding his 76 years. He his Joe Bradford's grandfather and great-uncle of Hughie Adcock. The latter's father was also in the party.

Leicester Evening Mail – April 23rd 1930 **COALVILLE CUP FINAL**

A crowd of 2,500 assembled at Coalville to witness the Charity Cup Final between Loughborough Corinthians and Pegg's Green Victoria on the Waggon and Horses ground.

It looked in the early stages of the game as if the match would be a gift for the Corinthians, for they had got a lead of three goals ere the interval arrived. Bourne scored after five minutes and there were further goal by Holden and Greaves.

Pegg's Green, however, reversed matters in the second half, when the bulk of the play was in their favour. Leslie Bradford - a brother of Joe Bradford, of Birmingham and International fame – scored early on, and Williamson followed with another.

The closing stages were thrilling, particularly when L. Bradford put the teams on even terms, and the result was a draw of three goals each. Tom Bradford, another brother of the famous Joe, kept goal well for Pegg's Green.

Leicester Evening Mail – January 30th 1934 ADCOCK'S COUSIN

As all Leicestershire knows, Joe Bradford, their famous inside forward, is a cousin of Hughie Adcock, and was born in the same village of Pegg's Green.

Haywood, another Birmingham forward, comes from Hugglescote, and was the manh who scored the goal that put Sheffield United out of the cup.

Nottingham Journal – September 15th 1934 LEICESTER CITY POST

Joe Bradford a Rumoured Applicant

It is stated that Joe Bradford, the Birmingham international forward, who has been on the St. Andrew's staff for 15 years, has applied for the manager ship of Leicester city, left vacant by the death of Mr. Peter Hodge.

Bradford is a native of Pegg's Green, Leicestershire, and has been playing in competitive football since he was 13. He has played for England against all the countries.

He combines football with a flourishing restaurant business, but it is believed that he would give up this side line if successful in this application.

Leicester Evening Mail – April 4th 1935 ONE GOAL WANTED

I wonder how many people realize that Joe Bradford, the Birmingham and England forward, requires only one goal to complete his 250.

When the season started, Joe required five to achieve this fine record. Last Saturday he needed two, but netted one. Still the honour thwarts him, but it should not be long now before his name is added to the list of stars who have this great performance to their credit.

Joe, who was born in a cottage in the Leicestershire hamlet of Pegg's Green, near Coalville, has made more than 400 appearances for Birmingham, and throughout his long and honourable career his progress in league and internationals has been closely followed by the Soccer enthusiasts of Coalville and district, where Joe is the idol of every lad who plays the game.

Some years ago he brought a team from Birmingham to play in the village side, which included three of his brothers. Two of them, Mick and Les, are still in local football, and turn out regularly for New Lount Colliery in the Leicestershire League.

They still talk about that match round Coalville way, and it would certainly be a big draw if the fixture could be repeated before Joe puts away his football boots for good.

Coventry Evening Telegraph – Thursday May 2nd 1935 LAST GAME FOR BIRMINGHAM ON SATURDAY FAMOUS INTERNATIONAL NOT RETAINED

Joe Bradford, Birmingham's famous International forward, will play the last game for the club against Everton, at St. Andrew's, in the last game of the season on Saturday. He has been with the club since February, 1920, and has not been offered terms of re-engagement for next season. On Saturday he will have a chance to bring his total of League goals for the club up to 250 for the, for, at the moment, he is only one short of that figure.

Bradford, who is a native of Pegg's Green, Leicestershire, has been capped for England both as centre-forward and inside-left. He has played against Scotland, Wales, Ireland, Belgium, France, Spain, Germany, and Austria. He has played in well over 400 league games for the St. Andrews Club, and is the only player to score a goal for them in a Cup Final, for it was he who netted against West Bromwich Albion at Wembley four years ago, when Birmingham played in the final for the first time.

Leicester Evening Mail – September 19th 1936 THE BRADFORD BROTHERS OF PEGG'S GREEN MAKE FOOTBALL HISTORY

Few romances of the football world can compare with that of of the Bradford family of the Leicestershire hamlet of Pegg's Green......Five brothers have been in the game ever since their father encouraged them to kick a football about.

Joe has now left football for the duties of "mine host" but he will always be remembered in the annals of the Birmingham City club, with whom he had such a splendid and long career.

They used to call him "Gentleman Joe" at St. Andrew's, for, on and off the field, he was always a great sportsman.

It is this quality of the Bradford family that has made "Bill" so popular with Walsall, with whom he has been since 1926, and is now the captain. As in the case of Joe, his soccers skills were nurtured with the village team at Pegg's Green. The Birmingham talent-spotters one day had a tour of that part of the county and promptly signed Joe. Shortly afterwards, realizing they had made a find, they returned and brother "Bill" was the next local lad to go to Birmingham. He was then only 17 years of age and so has now been in the game for over 16 years, and will, without doubt, carry on Joe's tradition. Bill did not stop long with the "Blues". He moved to Preston North End and later joined Brighton and Hove, as an inside-left. It was when he was going "free" that he was secured by Wallsall by Mr. David Ashworth. Now, as captain and left-half for the Staffordshire club, he has created a record for the number of appearances ever made by one player since the club was formed. Since 1926 he has made 270 appearances. His success is a triumph over bad luck for, after a serious injury at Chester a few seasons ago, so strong was the belief that he was "finished" that he was re-engaged as assistant trainer to take charge of the second team. The man best acquainted with the romantic history of these Bradfords is Mr. Edward Morley, former secretary of the old Pegg's Green club, which started these men on the path to football fame. Mr. Morley was the first man to register Joe as a soccer player and has watched his career closely. When the club were members of the old Leicestershire Senior League, another brother, Tom, used to keep goal. One night, Joe brought over a team of Birmingham "Stars" to Pegg's Green to play the village team. Tom was in goal for the local lads and Joe was opposed to him as centreforward for the Birmingham vistors

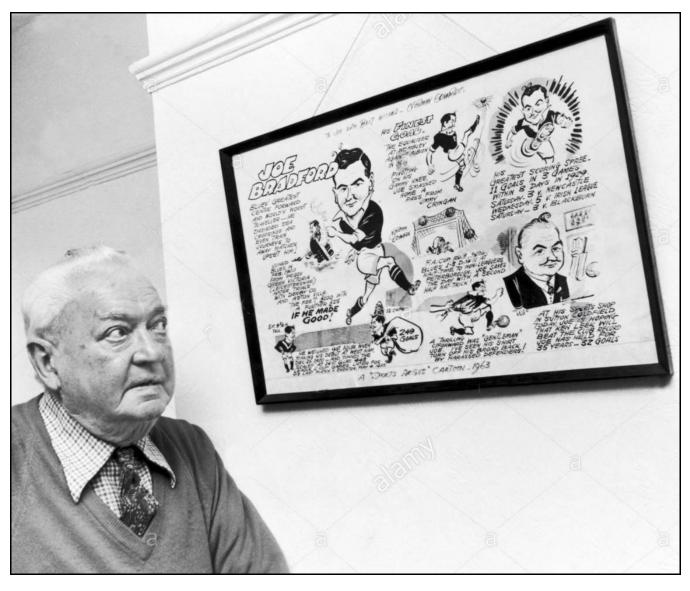
Leicester Evening Mail – September 26th 1936 FOOTBALLER WEDS AT WHITWICK

Two weddings have taken place in the Bradford family of Pegg's Green, within a week. Both bridegrooms have been members of the New Lount Colliery Football Club.

Last Saturday, Miss. E. M. Bradford was married to Mr. Frank Smith, the New-Lount full back, and today her brother, Mr. "Mick" Bradford, the colliery inside forward was married at Whitwick Parish Church to Miss Rose Robinson, eldest daughter of Mr and Mrs. T. W. Robinson, of Hall lane, Whitwick.

Birmingham Daily Gazette - December 29th 1947

George Haywood, who formerly played centre-forward for Birmingham, has been appointed team manager of the Coalville Town F.C. He lives near Coalville at Pegg's Green, which is the native village of Mr. Joe Bradford, former Birmingham player and International.



JOE BRADFORD ADMIRING A 1963 SPORTS ARGUS CARTOON in 1978 (Photograph copyright of the originator)

Joe Bradford sadly died on September 6, 1980 as arguably the greatest Blue of them all.

A LOOK BACK IN HISTORY

The following text is taken from an article written in May 2015 by the Birmingham Blue's writer Brian Dick who owns the copyright:-



Birmingham City FC - F. A. Cup Finalists 1930-31. Top row: Mr A Leslie Knighton (Manager), H. Hibbs, W. N. Blyth, C. Tewkesbury, G. R. Morrall, D. R. Tremelling, T. Fillingham, J. Bradford, A. Taylor (Trainer). Middle row: J. A. Cringan, G. Haywood, G. R. Briggs, E Barkas (Captain), G. W. Hicks, E. R. Curtis, A. J. Leslie. Bottom row: T. E. Robinson, W. Horsman, J. Randle, J. Crosbie, J. Firth, H. Booton.

A picture from Birmingham Mail reader Martyn Wentworth

Managed by Leslie Knighton, Blues put their Division One struggles behind them to reach the FA Cup final for the first time in fifty years of trying.

A crowd of 90,368 saw them take on near neighbours West Bromwich Albion who despite being in the Second Division were in their seventh final and had won it twice previously. The Baggies won 2-1 on the day but there was still plenty to be proud of for Blues.

HOW THEY GOT THERE

R3 Liverpool (a) 2-0 Ernie Curtis, Joe Bradford

R4 Port Vale (h) 2-0 Joe Bradford (2)

R5 Watford (h) 3-0 Ernie Curtis (2), Joe Bradford

R6 Chelsea (h) 2-2 Ernie Curtis, Joe Bradford

Replay Chelsea (a) 3-0 Joe Bradford (2), Jack Firth

SF Sunderland (n) 2-0 Ernie Curtis, Joe Bradford

THE TEAM

Goalkeeper: Harry Hibbs

Full Backs: George Liddell, Ned Barkas (c)

Half Backs: Jimmy Cringan, George Morrall, Alex Leslie

Forwards: George Briggs, Johnny Crosbie, Joe Bradford, Bob Gregg, Ernie Curtis

THE GAME

Blues thought they had taken the lead only for Bob Gregg's sixth minute header was ruled out for offside, called by the referee and not the linesman.

WG Richardson put the Baggies ahead after 25 minutes and the lead lasted until half time.

But Bradford levelled just before the hour when he rifled past Pearson from 25 yards.

However, seconds later Blues made a hash of trying to clear the ball and Richardson turned it home to win the cup.

Birmingham's players, together with their wives, club officials, civic representatives and survivors of the 1886 semi-final, attended a dinner at the Russell Hotel after the match

WHO WERE THE STARS

Joe Bradford

Was Birmingham's talisman and he remains an undisputed legend.

The Leicester-born striker signed from Green Victoria FC, having scored 15 goals in one game, for £125 in February 1920 and he served the club with distinction until May 1935.

In total he made 445 appearances and scored an incredible 267 league and cup goals and also won 12 England caps.

He went on to run pubs in the West Midlands and briefly worked in the pools office at St Andrew's. He died in on September 6, 1980 as arguably the greatest Blue of them all.

Coach Archie Taylor admitted that the better side had won, that Albion set out to play the game properly, and that 'our boys never settled down; they found the ball red-hot and could not hold it'.

The following day players and wives took a coach trip to the seaside at Brighton and on Monday afternoon returned to Birmingham by train, to be met by the Lord Mayor and by cheering crowds lining the roads from the station up to the Council House.

It would be the last time the FA Cup was won by a club outside the top flight until Sunderland beat Leeds in 1973.

Blues would be back sooner than that, though.