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**CITY**  
OFFICIAL  
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4d



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*Manager* : W. FRITH

*Joint Medical Officers* : DRs. P. COGHILL & J. L. BALLANTYNE

*Secretary* : B. W. HITCHINER



## Billy Frith's Page

At the beginning of a new season everyone in the game has an optimistic outlook, and is filled with zest for the job in hand. This season should be even more exciting and interesting with its many possibilities and unusual circumstances. For the first time in the history of the game in England there is no restriction on wages and consequently "the sky is the limit" as far as the player is concerned. There is every incentive now for the ambitious player—the man at the top of his profession can almost "command his own price". One is entitled to feel that each and every player in the professional game will see the possibilities and I personally would think that he will feel that at last there is some real reason other than personal pride for working at his job and improving his own personal skill. Even those players who thought that they were at the top of the tree and beyond improvement—and there were some—will have to work hard and by so doing will no doubt improve themselves. Many people who did stay outside the game because of the wage structure will surely feel strongly tempted to get into it because it would seem at last to be a worth while profession. There is no doubt that this could well be the beginning of a new era in the game. There is much talk of a League for the select few with International Competition and so on. I have no doubt that this will eventually "arrive". The Sheffield Wednesday Club is taking a far sighted view and has obviously got its sights set on such a Competition. How nice it would be if we at Coventry could be in such a position. Is it a possibility? Nothing is impossible to people with sufficient determination and will to succeed—given a fair chance with a few of "the breaks" thrown in. The determination is here; the will to win is here; within certain limits we can control "the breaks", but not altogether. I am not forecasting Second Division football next season; I am not forecasting First Division football the season after; in fact, I am not forecasting at all. I am saying, however, that we realise the possibilities and are going to make a determined effort to get where we all feel this Club should be. It may take time; it will not easily be accomplished, but the effort is most certainly going to be made. Wish us well, and aid our efforts.

NOW — AS NEVER BEFORE

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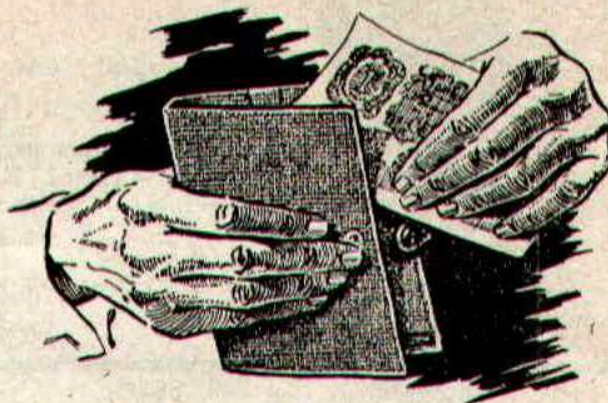
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### CHEAP TRIP

WEDNESDAY, 23rd AUGUST

to

**R H Y L**

**Return 19/6 Fare**

COVENTRY depart 9.15 a.m.

RHYL arrive 1.15 p.m.

Return same day at 6.20 p.m.

Similar bookings from Coundon Road (9.18 a.m.), Foleshill (9.25 a.m.)

Further information from Stations and Official Railway Agents

**LONDON MIDLAND**



# Talking Football . . .

Swindon Town are the first visitors of the season at Highfield Road. It is not inappropriate that the Wiltshire Club should open a new football era for the supporters of Coventry City.

Many bold and big changes in the Football League since April will act as a challenge to each of the 92 clubs. Swindon Town made bold and big changes even before the League decided to remove the maximum wage regulation.

Managed by Bert Head, they fielded one of the youngest teams in League history for most of last season. Familiar faces disappeared—but the side flourished.

Every Third Division Club—and those in the Fourth too—must find their own solution of a problem which has grown even more pressing this summer. How to compete with the big-money clubs in the First and Second Divisions?

Many pessimists claim that there is no solution. The lure of higher wages, they say, will cause every promising player in the lower divisions to seek fame and fortune with the wealthy clubs of the land. Inevitably it will mean the end of Third and Fourth Division football as a major force in Soccer entertainment. What non-

sense! It ignores the spirit and determination which has caused the lower ranks of the football world to provide first-class shows in recent years.

Johnny Byrne, one of England's brightest young stars, stays with Crystal Palace. Only an unfortunate injury prevented him from emulating the feat of our own Reg. Matthews in winning a full England cap while playing outside the First and Second Divisions.

Many Third and Fourth Division Clubs have been unable to pay their men the old maximum wage of £1,040 a year in past seasons. Yet I, like many other critics, have been astonished at the improvement in the standard of football in these divisions in the last two years.

The lower divisions are full of young and enthusiastic managers, eager and able to experiment with new ideas. More so than in the top divisions, they are backed by young and energetic directors.

Swindon are one of the clubs who have showed that they are able to meet the challenge of the new football age. The coming months will show that many others are at least as adaptable as their bigger and more fortunate brothers.

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Telephone: **NORthern 9547.** Industrial Officer, **Claude Raisbeck**

Branch Secretary: **Dai Evans**, 20 Harefield Road, Coventry. Telephone: **Coventry 52210**



## **DO YOU REMEMBER ?**

1. Which two City players scored four goals in a match in the Fourth Division in the 1958-59 season?
2. Only once in the last six seasons has a crowd of over 30,000 watched City play. Where was it and what was the occasion?

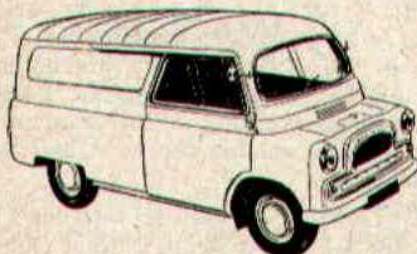
### **ANSWERS**

1. Jimmy Rogers in City's 7-1 win over Aldershot at Highfield Road on September 22nd. George Stewart in the 6-1 win at Carlisle on February 14th.
2. The F.A. Cup Third Round Tie at Liverpool on January 7th, 1961.



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<b>B</b>	BLACKBURN R.		<b>M</b>
<b>C</b>	LEYTON O.	<b>SCORES</b>	<b>N</b>
<b>D</b>	SOUTH'PTON		<b>O</b>
<b>E</b>	NEWPORT C.	<b>H</b>	<b>P</b>
<b>F</b>	BARNSELY	<b>I</b>	<b>Q</b>
<b>G</b>	PORT VALE	<b>J</b>	<b>R</b>
	HULL CITY	<b>K</b>	
	Q.P.R.		
	READING		
	ACCRINGTON		
	DARLINGTON		
	COLCHESTER		
	CARLISLE		

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# TODAY'S MATCH

Kick-off 7.15 p.m.

Teams for tonight, Monday, 21st August, 1961

## COVENTRY CITY

(White Shirts and Blue Neck and Arm Bands and White Shorts)

Right		<b>Lightening</b>		Left
	2—Kletzenbauer	Goalkeeper		
	Right Back			
	4 Nicholas	5 Curtis	3—Austin	
	Right Half-back	Centre Half	Left Back	
7—Grice	8 Hill, P.	9—Myerscough	6—Farmer	
Right Wing	Inside Right	Centre Forward	Left Half-back	
			10—Hewitt	11—Imlach
			Inside Left	Left Wing

Referee:  
Mr. P. Rhodes  
of York



Linesmen:  
Mr. T. E. Lockett  
(Yellow Flag)  
Mr. G. C. Palmer  
(Red Flag)

11—Darcy	10—Hunt, R.	9—McPherson	8—Hunt, E.	7—Summerbee
Left Wing	Inside Left	Centre Forward	Inside Right	Right Wing
6—Woodruffe	5—Owen		4—Morgan	
Left Half-back	Centre Half		Right Half-back	
	3—Trollop		2—Jones	
	Left Back		Right Back	

Left

**Burton**  
Goalkeeper

Right

## SWINDON TOWN

(Red Shirts and White Shorts)

Alterations to the above teams and announcements will be given through the Loud Speakers.

No 0774

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CUP FINAL AT WEMBLEY

LISTEN FOR THE WINNING  
NUMBER TO BE ANNOUNCED  
AT HALF-TIME

### FORTHCOMING ATTRACTIONS

FRIDAY, AUGUST 25th, 1961

#### NEWPORT COUNTY

FOOTBALL LEAGUE Kick-off 7.15 p.m.

WEDNESDAY, AUGUST 30th, 1961

#### PORTSMOUTH

FOOTBALL COMBINATION Kick-off 7.15 p.m.

MONDAY, SEPTEMBER 4th, 1961

#### HALIFAX TOWN

FOOTBALL LEAGUE Kick-off 7.15 p.m.



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**AND DIVIDEND . . .**

*at the*

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Sadler's Wells Orchestra, Chorus & Opera Ballet  
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# WELCOME TO OUR VISITORS

We are pleased to offer a hearty welcome for our first home match this evening to old rivals from SWINDON TOWN. Their's is an old established Club having been founded in 1881 and it became a professional Club in 1894. From 1894 to 1920 they were members of the Old Southern League and were one of the original members of the Third Division when it was formed in 1920. Their ground boasts a record crowd of 28,400.

## PEN PICTURES

**SAM BURTON** (Goalkeeper) Signed for Swindon in 1945 from the successful County Youth team. Has played consistently well and has been the established First Team goalkeeper for several seasons.

**KEN JONES** (R.B.) Joined the Club from Crystal Palace in March 1961. After one game in the Reserves he became a regular First Team defender. A Welshman, he was a trialist for the Welsh Under-23 International team.

**JOHN TROLLOPE** (L.B.) A local boy who joined the Swindon ground staff from school. Was selected for the First Team at the beginning of the Season 1960-61, when he was 16 years old and was ever present during that season.

**KEITH MORGAN** (R.H.) A strong, attacking wing-half, who joined Swindon as a youth player from Westbury. Played in every first team game during 1960-61.

**MAURICE OWEN** (C.H.) The team captain and oldest member of the team. Formerly a centre-forward, he has had a long and outstanding period of service with the Club. Has played in several representative games.

**BOB WOODRUFF** (L.H.) Another local born player who came to the town direct from the Swindon Schoolboys' team. Has played at centre-forward and inside-forward in the senior side and his performances have made him a target for several transfer offers. Was an ever-present for the Club Season 1960-61.

**MIKE SUMMERBEE** (O.R.) Born in Cheltenham, he is another product of the Swindon Youth policy. Another of the players wanted by several Clubs.

**ERNIE HUNT** (L.R.) Joined the Club's ground staff from school. A member of the First Team at 16 years old, he is a player of outstanding ability for whom the Club has had many offers. A local boy, he is just eighteen years old. Was top goal scorer 1960-61.

**KEN McPHERSON** (C.F.) Recently signed from Newport County, he is a player with a reputation for hard work and goal scoring ability. Well-known to the Highfield Road crowd.

**RALPH HUNT** (L.L.) Joined the 'Town' from Grimsby during the close season. He is expected to give the attack some much needed goal power. Previously with Portsmouth, Derby County and Norwich. He was a leading goal scorer at Norwich for several seasons.

**ARNOLD DARCY** (O.L.) Joined the Club in November, 1956, from Wigan Athletic. In spite of his lack of inches he is a strong forceful winger with a powerful shot.



## World Cup Competition

ENGLAND versus PORTUGAL — 25th OCTOBER, 1961

Any one desiring tickets for the above match to be played at Wembley Stadium, kick-off at 2.30 p.m., must make application to our Office immediately. Prices are 50/-, 25/-, 15/-, 10/6 (seats), 5/- (standing). When applying, please do not enclose any remittance.





**R. H. M. S.**  
COVENTRY

**RED HOUSE MOTOR SERVICES**

**Tuesday, 29th August, 1961**

**Swindon Town v. Coventry City**  
3.30 p.m.      Fare 9/6

**Saturday, 2nd September, 1961**

**Southend v. Coventry City**  
8 a.m.      Fare 20/-

*Full Particulars—*

HEAD OFFICE, CROMWELL STREET  
Phone 89004 or

R.H.M.S. OFFICE, POOL MEADOW  
Phone 89008

### FIXTURES

#### FOOTBALL LEAGUE DIVISION III.

*F. A. Gate*

Aug.	
19	Reading ..... A
21	Swindon Town ..... H
25	Newport County ... H
29	Swindon Town ..... A
Sept.	
2	Southend Utd. .... A
4	Halifax Town ..... H
9	Notts. County ..... H
16	Shrewsbury Town... A
16	Bradford ..... A
23	P'brough Utd. .... H
25	Brentford ..... H
30	Port Vale ..... A
Oct.	
6	Torquay Utd. .... H
9	Bradford ..... H
14	Lincoln City ..... A
18	Bradford ..... A
20	Barnsley ..... H
28	Q.P.R. .... A
Nov.	
4	F.A. Cup (1)
11	B'mouth & B.A. ... A
17	Crystal Palace ..... H
25	F.A. Cup (2)
Dec.	
2	Northampton Town H
9	Hull City ..... A
16	Reading ..... H
23	Newport County ... A
26	Grimsby Town ..... H
30	Grimsby Town ..... A
Jan.	
6	(3) Watford ..... H
13	Southend United ... H
20	Notts. County ..... A
27	(4) Portsmouth ... A
Feb.	
3	Shrewsbury Town ... H
10	P'brough United ... A
17	(5) Port Vale ..... H

#### FOOTBALL COMBINATION FIXTURES

Aug.	
30	Portsmouth ..... H
Sept.	
6	Birmingham City ... A
13	Bournemouth ..... H
27	Southampton ..... A
Oct.	
5	Watford ..... A
11	Aldershot ..... H
23	Q.P.R. .... A
25	Millwall ..... H
Nov.	
1	Fulham ..... A
8	Southend United ... H
15	Reading ..... A
22	Swindon Town ... H
28	Brighton ..... A
Dec.	
6	Brentford ..... H
13	Charlton Athletic... A
20	Chelsea ..... A
Jan.	
3	Leyton Orient ..... A
10	Leyton Orient ..... H
17	Portsmouth ..... A
24	Birmingham C.ty ... H
31	Bournemouth ..... A
Feb.	
7	Watford ..... H
14	Aldershot ..... A
21	Q.P.R. .... H
28	Millwall ..... A
Mar.	
7	Fulham ..... H
14	Southend United ... A
21	Southampton ..... H
28	Reading ..... H
April	
3	Swindon Town ..... A
11	Brighton ..... H
17	Brentford ..... A
25	Charlton Ath. .... H

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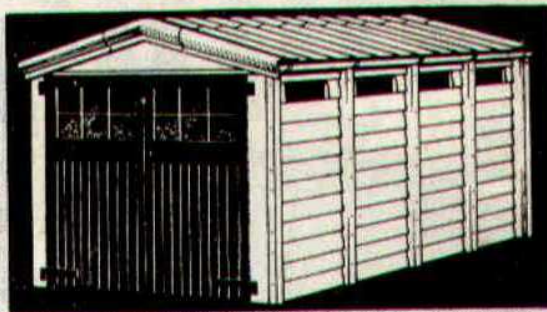


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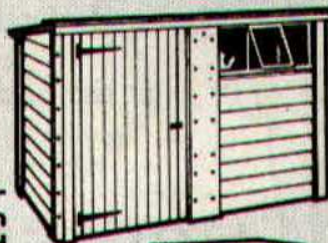


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