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Official Programme 5np 1/-



Swindon Town v Blackburn R.

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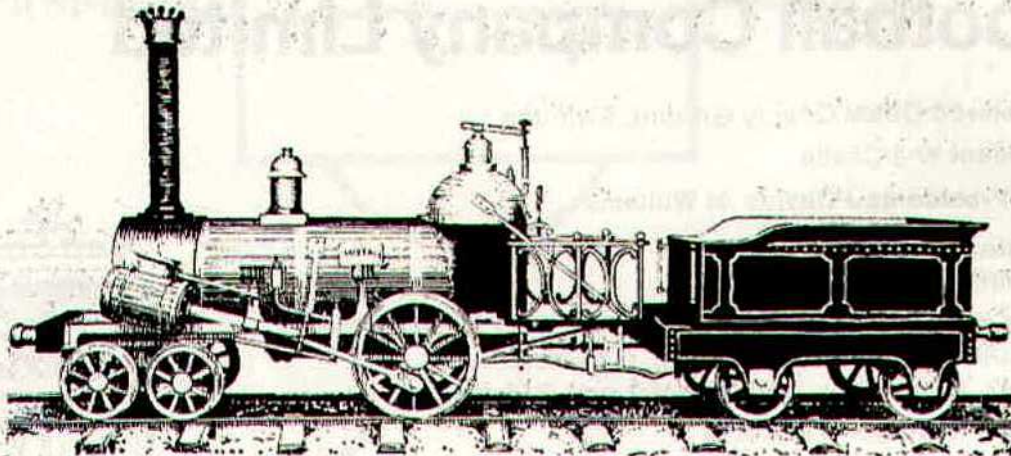


Saturday, 27th March, 1971 - Division II

Swindon Town v Blackburn R

Kick-off 3 p.m.

Swindon Town	OFFICIALS	Blackburn Rovers
1 Downsborough	REFEREE	1 Jones
2 Thomas	Mr W S Castle	2 Goodwin
3 Trollope	Dudley	3 Wood
4 Butler		4 Hunter
5 Burrows		5 Mulvaney
6 Harland		6 Fazackerley
7 Peplow		7 Metcalfe
8 Gough		8 Eccles
9 Horsfield	LINESMEN	9 Pickering
10 Noble	Red Flag:	10 Martin
11 Rogers	Mr J A Tree	11 Rogers
12	Redhill	12
Colours:	Yellow Flag:	Colours:
Red and White	Mr D J Biddle	Blue
	Bristol	



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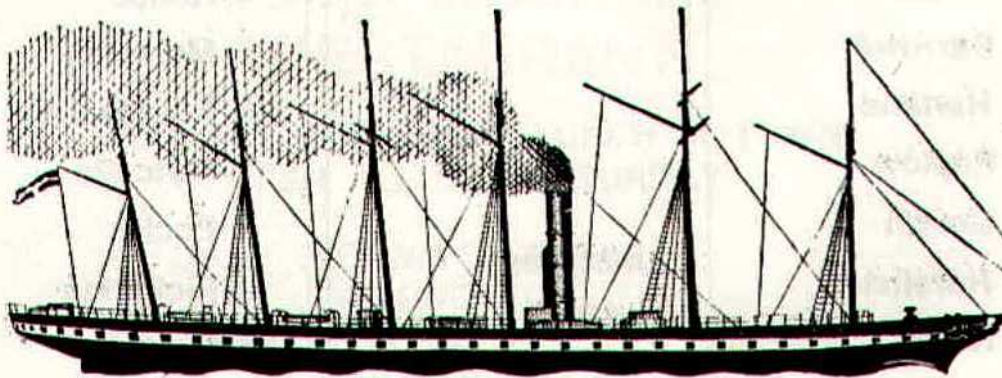
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news & views

Blackburn Rovers - how that great name resounded throughout the football world a decade ago. Today, as we entertain them, we see them striving desperately to avoid relegation to Division 3. What a tragedy for a club with such a wonderful record and fine tradition. Six times winners of the F.A. Cup in eight Finals, and sixteen semi-final appearances. We wish them every success in their efforts to remain in Division 2. It is very sad to see one of the great centres of professional football literally fighting for existence.

In the past three seasons we have met four times in the League and three times in the F.A. Cup competition. Earlier this season, 5th September 1970, we lost 0-1 at Blackburn.

The home game last year was the very last League match played on Monday, 20th April, 1970. The previous week we had lost our first home game 0-3 to Middlesbrough, and so finally ended any hopes of promotion to Division 1. Unfortunately this result had a very adverse effect upon the gate, down to 10,491.

Despite this, it was a bright, entertaining game, the only goal being scored by Arthur Horsfield, two minutes after half-time.

Football organisation etc. obviously changes from time to time, but one of the most significant factors to me is now the number of newspaper reporters present at our games. Far be it from me to question why, but only a few seasons ago it seems, there were present our own local reporter, and possibly three others, except for certain occasions, such as important Cup games. A fact which does concern me, however, is that the reports can influence supporters, although I firmly believe the man in the street is now much more discerning, and for the most part really knows his football. Sometimes when I see markings on the performance of players I wonder what I have been doing during that game. However club officials etc. are supposed not to know much about football but, is it heresy on my part, when I say some of us have been in-

volved in professional football for something like fifty years, and surely during that period we have gained some little knowledge? Obviously football needs reporters, and is helped by them. I well remember an editor once saying: 'It is not my job to sell football. My job is to sell the newspaper'.

Conversely, football must surely help the newspaper world. Think of all the sports papers printed each Saturday during the season.

The lack of big transfers before the 'dead-line' gives a true indication of the financial position of clubs. Almost each week we read of distress signals sent out by various clubs. This week, Peterborough, who entered the League with high ambitions in 1960, are in danger of having to quit, because they are so heavily in debt. What are the reasons? Is football, apart from the very big games, losing its appeal? Certainly gates all over the country have shown a decline. Are the expenses of running a football club out of all proportion to the income? It is a very well-known fact that most clubs rely on other sources of revenue (Lotteries, etc.) to maintain financial stability, and some would question if football should be subsidised in this way. One sobering thought is will the public in view of present affairs continue to support these fund-raising schemes? Is the solution to the problem sponsorship? But this will surely apply to certain competitions, not individual clubs, so we come back to the old adage, the rich get richer, and the poor become poorer.

The true, straight answer to the problem is clubs must cut their cloth according to the cost. Money taken at the turnstiles should be the amount with which to run the club. In other words, spend only the money taken at the gate. If only clubs could keep their expenditure within the limits of their income, many Directors would be much happier men, and sleep better at night. As Mr. Micawber said: 'Income £1, expenditure £1 and a penny - misery; but income £1, expenditure 19/11 - happiness'.

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Supporters club notes

A welcome today to Blackburn Rovers' team and supporters. We have seen quite a lot of Blackburn Rovers over the last two or three seasons, in both League and Cup matches. Our Social Club is still in the car park, and a cordial invitation to visit the Club, before and after the match, is extended to our Blackburn visitors.

Grand National Draw

The promoter and Committee thank all who helped to make the Grand National Draw a success. Here are the list of winners, which has already been circulated to Agents. The horses drawn were those left in after the 2nd Acceptance Stage (March 16th). The £1 consolation prizes are only paid on horses that actually run, other than the four horses in the first four places, which carry the main prizes: Quick Fellow (13392) W. S. Watts; Gay Trip (10180) D. Jewell; The Laird (6360) P. Liddiard; Charter Flight (6455) R. Winter; Black Secret (0703) B. Rutland; Two Springs (6107) M. Chapman; King Vulcan (12598) P. Cole; Specify (5224) G. Clark; Chaou II (10901) A. Timms; Brian's Best (0300) Mrs. Shakespeare; Cnoc Dubh (1372) A. Clark; Rail Lover (5549) R. Wilkins; Lord Jim (8516) R. Barnard; Rigton Prince (14304) M. Anderson; The Inventor (5024) Mrs. Dawson; Money Boat (11308) P. Haines; Soldo (12148) W. Large; Battledore (14567) F. Embling; Regimental (10679) M. Lipscombe; Twigairy (11480) W. Strange; Bowgeeno (13271) W. Fowler; Black's Bridge (9281) P. Cratchley; Macronev (8455) H. Harding; Rainbow Valley (12657) C. Fleming; Beau Bob (12261) R. Bull; Sandy Sprite (7026) H. Embling; Smooth Dealer (5237); W. Harris; Serpentine Lad (7641); R. Major; Louis Napoleon (0197) D. Banks; The Otter (14511) M. Midwinter; Ansumsum (8831) J. Fahy; Ashgate (9233) J. Richards; Astbury (12401) R. Woodley; Booster (7642) W. Woolford; Cashel Fort (8142) R. Hunt; China Cloed (11463) D. Troy; Copperless (14103) L. Cheesley; Country Wedding (8916) S. Lilley; Common Entrance (12263) L.

Parker; Craigbrook (11141) C. Varney; Final Move (14091) J. Williams; Flosuebarb (11269) F. Woolford; Gay Buccaneer (8616) T. Carter; Highworth (5044) J. Smith; Indamelia (14676) J. Stawell; Just a Gamble (1425) W. Pearce; Kellsboro Wood (9444) D. Flippance; Limeburner (13322) E. Waldron; Miss Hunter (12982) Mr. Temtle; Permit (13161) D. Kingston; Pride of Kentucky (7940) E. Cooke; Saggarts Choice (0120) R. Coombes; Steel Bridge (0179) K. Lester; Vichysoise (8266) P. Wirdnam; Vulture (0647) D. Wainwright; Zaras Grove (7509) J. Roberts.

Drawn by David Dangerfield and Mr. R. Jeffries.

The 33rd Annual Dinner and Dance on the 3rd March was one of the best in recent years. With McIlroys Restaurant giving up catering for such functions in the near future, it could well become a problem to find a suitable place in future years. It was always the hope of the Supporters' Club that there would be provision in the new stand being developed for such functions, but looking at the mass of cross-tie girders at present erected, I find it difficult to see any space of sufficient height from floor to ceiling to give any reasonable acoustics for dance bands or Groups. With the present shortage of dance floors in Swindon this is a great pity as the revenue producing potential of this expensive undertaking will be seriously reduced. Not having seen the plans in detail, I trust that I am wrong.

At the Dinner our Chairman, Don Pearce, referred to the Supporters' Club tradition that, where the Chairman is willing to continue, he is elected unopposed. He felt that with the changes that must come in the Supporters' Club organisation, consequent upon the new stand development, Supporters should have an opportunity to 'go to the polls' again. Accordingly, he announced that he was officially standing down as Chairman at the end of the season. This would allow members to elect a Chairman of their choice without breaking tradition.

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our visitors

Blackburn Rovers

George Sharples

Signed from Everton in March 1965. A strong defensive player with a lot of Football League experience. A keen cricketer. Height 5ft 10in. Weight 12st 2lb.

Dewi Atherton

Born in North Wales and won schoolboy and youth caps for his country. He made his first team debut two seasons ago at the age of 17 years. Height 6ft 1in. Weight 12st 4lb.

Terry Eccles

Born in Leeds. Signed as a full-time professional in 1970, after two years as an apprentice. Was only allowed to play rugby football at the Grammar School where he was educated. A powerful defender. Height 6ft 1in. Weight 12st 5lb.

Dick Mulvaney

A native of Sunderland. Joined the Rovers from a North-East junior club in February 1964, and made his League debut the following season. A welder by trade. Height 6ft. Weight 12st 6lb.

Mick Wood

Born in Bury, and was signed straight from school, and has been developed through the Rovers' Juniors teams. Made his debut in January 1970 at the age of seventeen whilst still an apprentice. Height 5ft 11in. Weight 11st.

Tony Parkes

Born in Sheffield. Was spotted whilst playing for Buxton in the Cheshire League. Signed as a full-time professional in 1970. A tiler by trade. Height 5ft 9½in. Weight 11st 3lb.

Roger Jones

Born in Worcester. Signed from Bournemouth F.C. for a big fee in 1970. An England Under-23 International. Married with two children. Height 5ft 11in. Weight 12st 3lb.

Jeff Whalley

Born in Accrington. Signed straight from school by Rovers as an apprentice. Signed full-time professional in 1970 at the age of 18. A direct and very fast winger. Height 5ft 8in. Weight 9st 11lb.

Stuart Metcalfe

A local product joining the Club straight from School. An England Youth International winger, who is developing into a good midfield player. Height 5ft 7in. Weight 9st 6lb.

Eamonn Rogers

Born in Dublin, and an Eire International. Graduated to senior status through the Rovers' Junior teams. A versatile player equally at home at full-back, half-back or any forward position. Very fast off the mark. Height 5ft 9in. Weight 12st.

Don Martin

Born in Corby, and signed from Northampton Town in February 1968. An adaptable player who likes to be among the goals. Leading scorer last season with 15 goals, when he never missed a game. Height 6ft. Weight 10st 10lb.

Allan Hunter

A Northern Ireland International half-back. Signed from Oldham Athletic in May 1969. Born Sion Mills, Co. Tyrone. A joiner by trade. Height 6ft. Weight 12st 1lb.

Jimmy Kerr

A native of Glasgow, signed from Bury in the summer of 1970. Won three Scottish Schoolboy International caps as an outside-left but prefers the middle of the field now. Played for Scotland Youth against England at Dundee as a centre-forward. A keen tennis player. Height 5ft 9in. Weight 11st 5lb.

Alex Russell

Born in South Shields. Formerly with Everton and Southport. Signed for Blackburn during the summer of 1970 in an exchange deal for Rovers' full-back Laurie Calloway. A printer by trade. Height 5ft 8in. Weight 11st 7lb.

Bryan Conlon

Born in Shildon, Co. Durham. Signed from Norwich City in an exchange deal with Malcolm Darling. Started his career in football with Newcastle United, and then had spells with Darlington, Millwall, and Norwich. A bricklayer by trade. Height 6ft 1in. Weight 12st 3lb.

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Tuesday, 30th March, 1971



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John Trollope

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v

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v

STOKE CITY

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Fixture list 1970/71

DIVISION II

August

15 Hull City	(H) 1—1
19 League Cup (1)
22 Sheffield United	(A) 1—2
29 Sunderland	(H) 2—0

September

1 Watford	(H) 1—1
5 Blackburn Rovers	(A) 0—1
8 League Cup (2) Watford	(H) 4—2
12 Portsmouth	(H) 2—1
19 Carlisle United	(A) 1—2
26 Luton Town	(H) 0—0
29 Millwall	(H) 3—0

October

3 Charlton Athletic	(A) 1—2
6 League Cup (3) Liverpool	(H) 2—0
10 Queen's Park Rangers	(H) 1—0
16 Hull City	(A) 0—2
21 Norwich City	(A) 0—1
24 Middlesbrough	(H) 3—0
28 League Cup (4) Fulham	(A) 0—1
31 Birmingham City	(A) 1—2

November

7 Bristol City	(H) 2—1
14 Leicester City	(A) 1—3
18 League Cup (5)
21 Oxford United (1)	(A) 0—0
28 Sheffield Wednesday	(H) 3—0

December

5 Bolton Wanderers	(A) 3—0
9 League Cup Semi-Final
12 Orient (2)	(H) 1—1
16 League Cup Semi-Final
19 Sheffield United	(H) 3—0
26 Cardiff City	(A) 1—1

1971

January

2 Queen's Park Rangers (3)	(A) 2—1
9 Millwall	(A) 2—2
16 Norwich City	(H) 3—2
23 F.A. Cup (4) Leeds United	(A) 0—4
30 Sheffield Wednesday	(A) 2—2

February

6 Bolton Wanderers	(H) 3—1
13 Orient (5)	(A) 0—1
20 Oxford United	(H) 3—0
27 Birmingham City (League Cup Final)	(H) 1—2

March

6 Middlesbrough (6)	(A) 0—3
13 Leicester City	(H) 0—1
20 Bristol City	(A) 1—2
27 Blackburn Rovers (S.F.)	(H)

April

3 Sunderland	(A)
9
10 Cardiff City	(H)
12 Portsmouth	(A)
13 Charlton Athletic	(H)
17 Queen's Park Rangers	(A)
24 Carlisle United	(H)
28 Watford	(A)

May

1 Luton Town	(A)
8 F.A. Cup Final

FOOTBALL COMBINATION

August

15 Crystal Palace	(A) 2—3
19 Norwich City	(A) 2—1
22 Bournemouth & B.A.	(H) 3—0
25 Chelsea	(H) 3—0
29 Ipswich Town	(A) 1—1

September

5 Oxford United	(H) 2—5
12 Queen's Park Rangers	(A) 1—3
15 Cardiff City	(H) 2—2
19 Bristol Rovers	(H) 2—2
26 West Ham United	(A) 1—3

October

3 Crystal Palace	(H) 2—1
10 Arsenal	(A) 0—7
14 Fulham	(A) 1—2
17 Queen's Park Rangers	(H) 1—1
20 Swansea City	(H) 0—1
31 Birmingham City	(H) 2—2

November

7 Bristol City	(A) 2—4
14 Leicester City	(H) 2—1
21 Fulham	(H) 1—1
24 Gillingham	(A) 1—0
28 Tottenham Hotspur	(A) 0—5

December

5 Plymouth Argyle	(H) 2—0
19 Bournemouth & B.A.	(A) 1—3

1971

January

9 Norwich City	(H) 1—2
16 Chelsea	(A) 0—2
23 Southampton	(A) P
30 Tottenham Hotspur	(H) P

February

6 Plymouth Argyle	(A) 4—2
13 Southampton	(H) 2—0
24 Cardiff City	(A) 2—1
27 Birmingham City	(A) 1—0

March

2 Swansea City	(H) 1—4
6 Gillingham	(A) P
9 Reading	(H) 2—0
13 Leicester City	(A) 0—2
20 Bristol City	(H) 2—3
31 Oxford United	(A)

April

3 Ipswich Town	(H)
7 Reading	(A)
17 Arsenal	(H)
20 Swansea City	(A)
24 Bristol Rovers	(A)

May

1 West Ham United	(H)
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League table division 2

(up to and including Wednesday, 24th March)

	P	W	D	L	Goals		A	Pts.
					F	A		
Cardiff City ...	32	16	11	5	55	26	43	
Leicester City ...	32	17	9	6	47	27	43	
Sheffield United ...	33	16	10	7	58	37	42	
Carlisle United ...	33	15	11	7	49	35	41	
Luton Town ...	31	15	10	6	45	22	40	
Hull City ...	33	15	10	8	44	32	40	
Middlesbrough ...	33	16	6	11	49	33	38	
Birmingham ...	33	15	8	10	51	39	38	
Norwich City ...	34	13	12	9	43	42	38	
Swindon Town ...	33	12	8	13	46	37	32	
Millwall ...	33	12	8	13	31	38	32	
Sunderland ...	33	11	9	13	38	43	31	
Sheffield Wed. ...	34	11	9	14	42	56	31	
Orient ...	32	9	13	10	24	36	31	
Oxford ...	33	11	9	13	32	41	31	
Portsmouth ...	33	10	10	13	41	47	30	
Q.P.R. ...	32	9	9	14	40	46	27	
Watford ...	33	8	11	14	31	48	27	
Bristol City ...	33	8	9	16	39	55	25	
Blackburn Rovers	33	5	11	17	29	54	21	
Bolton Wanderers	34	7	7	20	31	57	21	
Charlton ...	32	5	10	17	29	53	20	

Midland Youth League

(League table up to and including 16th March)

	P	W	D	L	Goals		A	Pts.
					F	A		
W.B.A. ...	16	11	2	3	29	16	24	
Coventry ...	16	10	2	4	30	20	22	
Birmingham ...	14	8	3	3	30	7	19	
Notts Forest ...	16	7	4	5	29	21	18	
Swindon ...	17	6	5	6	27	30	17	
Northampton ...	17	6	4	7	21	27	16	
Leicester ...	19	6	2	11	30	27	14	
Aston Villa ...	15	5	4	6	16	21	14	
Wolverhampton	11	5	3	3	15	13	13	
Notts County ...	14	5	1	8	14	20	11	
Peterborough ...	16	4	2	10	15	30	10	
Oxford ...	13	2	2	9	9	27	6	

Key of the board

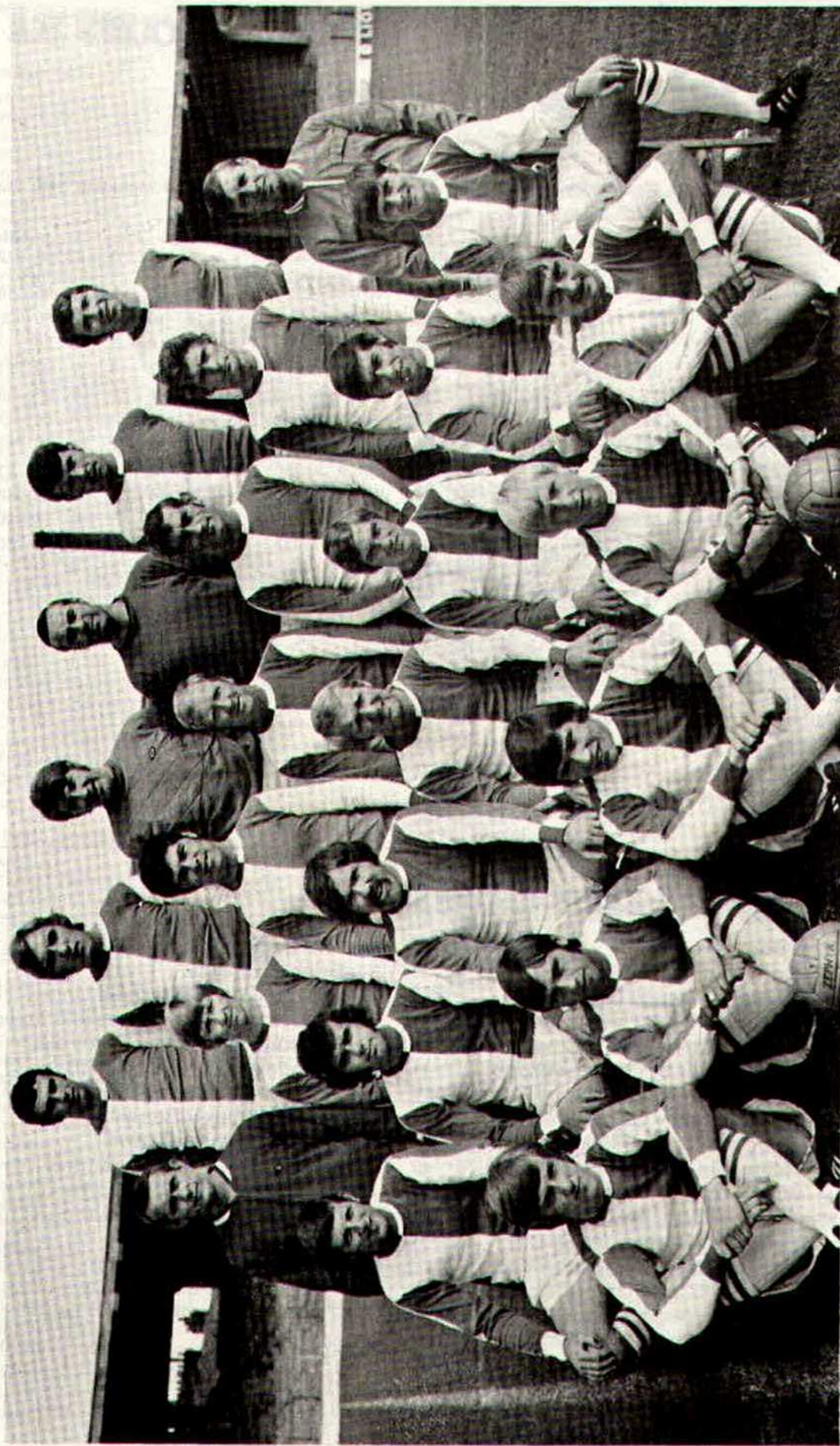
First Section

- A—Burnley v Ipswich Town
- B—Chelsea v Leeds United
- C—Everton v West Ham United
- D—Huddersfield Town v Coventry City
- E—Manchester United v Liverpool
- F—Newcastle United v Derby County
- G—Notts Forest v Crystal Palace
- H—Southampton v Blackpool
- I—Tottenham Hotspur v Arsenal
- J—West Brom. A. v Manchester City
- K—Birmingham City v Cardiff City
- L—Bolton Wanderers v Hull City
- M—Bristol City v Sheffield United
- N—Leicester City v Oxford United
- O—Middlesbrough v Luton Town
- P—Millwall v Charlton Athletic
- Q—Norwich City v Sunderland
- R—Orient v Carlisle United
- S—Sheffield Wednesday v Portsmouth
- T—Watford v Queen's Park Rangers

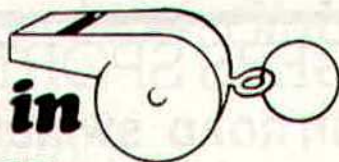
Second Section

- A—Brighton v Bury
- B—Gillingham v Rotherham United
- C—Plymouth Argyle v Mansfield Town
- D—Preston North End v Port Vale
- E—Rochdale v Torquay United
- F—Shrewsbury Town v Bradford City
- G—Swansea City v Reading
- H—Walsall v Halifax Town
- I—Aldershot v Crewe Alexandra
- J—Cambridge U. v Scunthorpe U.
- K—Colchester United v Southport
- L—Exeter City v Darlington
- M—Grimsby Town v Chester
- N—Workington v Lincoln City
- O—York City v Northampton Town

Blackburn Rovers F.C.



the man in the middle



William Castle

Started refereeing junior matches in 1950 and has progressed through the Staffs County League and the Central League to the Football League Line in 1961 and became a Football League referee in 1967.

Some of the more important matches he has officiated in are 1968 Wales v Scotland Youth International and Ham-

burg v Prague Inter Cities Fairs Cup match. In 1969 he officiated in the Football League Cup Final between Arsenal and Swindon Town.

Mr. Castle is married with two children, a boy aged 10 and a girl aged 7. His interests include his work, family and refereeing. He is employed as a sales representative.

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Anglo-Italian Inter-Club Competition 1971

BOLOGNA F.C. 1970/71



Back row (left to right): Cresci, Vavassori, Bulgarelli, Fedele, Pace, Roversi.
Front row (left to right): Rizzo, Scala, Battisodo, Savoldi, Liguori.

Stan Harland proudly holds the trophy won in Naples last year, the trophy which our team must defend against West Bromwich Albion, Crystal Palace, Stoke City, Blackpool, Huddersfield, Bologna, Sampdoria, Cagliari, Roma, Juventus and Internazionale Milan.



Please come to the County Ground and give the team your support on

Wednesday, 26th May, 1971
SWINDON TOWN v BOLOGNA

Saturday, 29th May, 1971
SWINDON TOWN v SAMPDORIA

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£60

The ticket bearing the time when the **LAST GOAL** is scored will win

£10

The official announcer will be the timekeeper and he will announce the official time of both goals. Should only one goal be scored the winning ticket holder will receive £70. In the event of no goals tickets bearing no score will win £10.

A further prize of **£10** will also be given for the ticket bearing the number corresponding to the official attendance at the match.

Be sure to get your ticket – Watch for the **GOLDEN GOAL GIRLS!**

In the event that tickets bearing the exact time of goals have not been claimed the prizes will be paid to those bearing the nearest time.

Forthcoming matches

TUESDAY, 30th MARCH, 1971

Roger Smart – John Trollope Testimonial

Ex-Swindon Town XI v The Top Ten XI – Kick-off 7 p.m.

Swindon Town v Stoke City – Kick-off 8 p.m.

SATURDAY, 3rd APRIL, 1971

Football Combination – Kick-off 3 p.m.

Swindon Town v Ipswich Town

SATURDAY, 10th APRIL, 1971

Division II – Kick-off 3 p.m.

Swindon Town v Cardiff City

History of Blackburn Rovers F.C.

Blackburn Rovers were one of the League's original members in 1888 and, together with Aston Villa, until 1936 they maintained the longest unbroken sequence of First Division membership from its formation - 44 seasons. Rovers have won the F.A. Cup six times and the League Championship twice, and only Aston Villa (F.A. Cup 7, Championship 6 and League Cup 1) and Everton (Championship 6, F.A. Cup 3) of the original members have won more top honours. Rovers were also Division 2 Champions in 1939 and runners-up in 1958. They have appeared in eight F.A. Cup Finals and 16 Semi-Finals.

The Club was formed by old boys of Blackburn Grammar School in 1874 and they initially played in a rented field with a pond in the centre of the pitch! This was covered with boards and sods of grass. In 1879 they moved to Alexander Meadows where a crowd of 5,000 turned up for a friendly with Partick

Thistle. They first entered the F.A. Cup, which was to bring them fame, in 1879, and in only their first attempt they reached the Final . . . in 1881/82. So confident were Rovers' fans of success against Old Etonians in the Final that one property owner wagered a row of houses on the result. The Rovers lost 0-1. Two years later when Rovers returned to the Final they won the first of three successive Finals to equal the record of the now defunct Wanderers F.C. and they still display in their boardroom the silver shield awarded them in honour of that feat which was never repeated by any club.

In 1890 and 1891 they won the trophy again and between these successes they invested in acquiring their present headquarters at Ewood Park. In 1928 they had their sixth and final cup success - though they reached Wembley in 1960.

Laws illustrated

At last! A simple, authoritative and attractive book on the mysteries of the Laws of Football. '**Association Football Laws Illustrated**' by Stanley Lover. Foreword by Sir Stanley Rous. Preface by Ken Aston.

Conceived by Stan Lover, a Soccer referee for 20 years, this book is packed with over 100 dynamic illustrations of actual match play situations. Seen from the viewpoint of the player, spectator and official, every page transforms the rather dull official text of the laws into live, exciting, easily absorbed facets of modern football as it is really played. Because football has such a magnetic attraction for vast millions, Stan Lover's book fills a long neglected gap in explaining the finer points of play.

In addition to the excellent illustrations, the book contains simple and logical explanations of every law. Each opens a new door to the fascination of a wonderful sport.

No player, fan or official can afford to miss this book which should become an internationally recognised work of reference for football at all levels, whether School, Amateur or Professional.

Size 8½in x 6½in. 112 illustrations. 128 pages. £1.50 net (30/-).

In his Foreword, Sir Stanley Rous, President of F.I.F.A. writes: 'The whole of the game is covered in a logical arrangement and will appeal, I hope, to players at all levels, referees, coaches, club officials and to spectators. The author of this work, Mr. Stanley Lover, knows the needs of followers of the game, having been a player, a referee, a lecturer and an administrator. This contribution to the text books of Association Football should have a wide circulation.'

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Darlington By-pass Motorway. At intersection Sunderland A690 follow signs 'Sunderland A690'.
269½ miles



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Arthur Horsfield scoring Swindon's goal at Bristol City last Saturday.

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