

# SHEFFIELD WEDNESDAY



" The Owl "



## Swindon T.

**Football League Division Two**  
**Wednesday, 16th August, 1972**  
**Kick-off 7.30 p.m.**  
**Vol. 2 — No. 2**

### *INSIDE:*

*Camera in Action captures  
the Wednesday victory over  
Fulham.*

*Special features — including  
Alan Hart talking to Malcolm  
Allison.*



THE  
OFFICIAL  
PROGRAMME  
7p



*The front page picture features Peter Swan in splendid form as he rises above Fulham's Barry Lloyd to head his defence out of danger.*



Sheffield Wednesday F.C.  
Established 1867.

President The Rt. Hon. The  
Lord Netherthorpe, LL.D.

Directors:

Sir Andrew Stephen,  
M.B., Ch.B. (Chairman)

Mr. F. K. Gardiner, J.P.  
(Vice-Chairman)

Mr. R. R. Gunstone

Mr. C. Turner

Mr. S. Ashton

Mr. A. Broomhead

Mr. M. Sheppard,  
F.C.A., J.P.

General Manager and  
Secretary: Eric W. Taylor

Team Manager:  
Derek Dooley.

Headquarters: Hillsborough,  
Sheffield, S6 1SW.  
Telephone: 0742 343122



*Quote: "It's great to start a new season on a winning note as we did against Fulham and it's a wonderful feeling too, to be among the goals," says Brian Joicey scorer of the 73rd minute goal which helped sink the Londoners last Saturday.*



# DOOLEY ON WEDNESDAY



Thirteen goals scored against our opponents with only one conceded.

This was the splendid achievement of our three teams last Saturday on the opening day of the new season.

I was very pleased with the first team's performance against Fulham. The most significant aspect of this match was that we played as a team. Each man played his part well, and the players showed their willingness to work for one another.

## METHOD

The result was a disciplined show of controlled and methodical football which we shall strive to re-produce in every game.

We have a lot of individual ability in this side but it is when we play as a team, as we did last Saturday, that we are most effective.

Peter Swan played extremely well and it was hard to believe that he has been out of the game for such a long time. I was delighted with the welcome our supporters extended to him and the way they applauded him at the end.

## VALUABLE

Willie Henderson did well too, in his first match in the English League,

and I am sure he is going to prove to be a very valuable acquisition.

The reserve team result was startling and Manchester City must still be smarting from the seven goals we scored at Maine Road. This is a match which Roger Wylde, who scored six, will doubtless remember for a very long time.

Our juniors completed our hat-trick of victories with a fine 3-1 win over Grimsby to get themselves off to a flying start.

## KEY

The most remarkable thing about all this is that we had several key players on the sidelines on Saturday.

Alan Thompson was unavailable because of suspension, Colin Prohett, Jackie Sinclair and David Sunley were on the bench for the first team and Stuart Latham and Gordon Byron were out injured.

So it's clear that we have strength in depth here at Hillsborough.

With the additional strength of your support behind us, I'm confident that we can make this an excellent season.



# THE OWLS REFER

Asterisks \* denote goal scorers

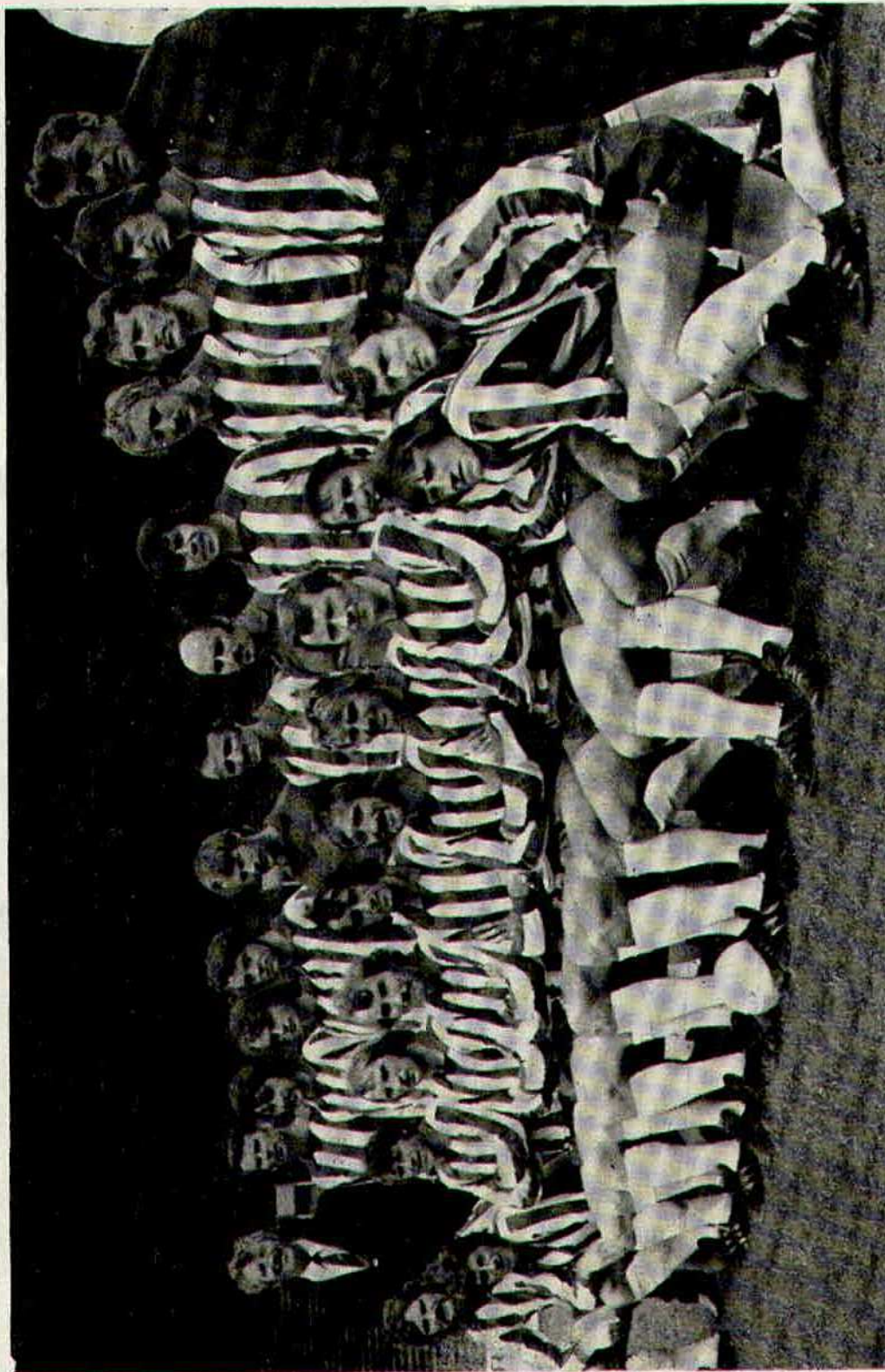
**SEASON 1972-73 FIXTURES/RESULTS/ATTENDANCES/APPEARANCES/GOALSCORERS**

Date	Opponents	Result	Att.
Aug. 12	Fulham (H)	3-0	23,109
Grunmitt	1		
Rodrigues	2		
Mullen	3		
Swan	4		
Holsgrove	5*		
Clements	6		
Henderson	7		
Craig	8		
Joicey	9*		
Pendergast	10*		
Sissons	11		



# ENCE LIBRARY

## SHEFFIELD WEDNESDAY — 1972-73



Back row (left to right): Derek Dooley (Team Manager), Peter Swan, Steven Downes (now with Chesterfield), David Sunley, Alan Thompson, Peter Grummitt, Peter Rodrigues, Peter Springett, Colin Prophett, Sammy Todd, Paul Taylor, Jimmy Mullen, Ron Staniforth (Trainer/Coach).  
 Front row (left to right): Mick Prendergast, Kenny Burton, Jackie Sinclair, Roy Coyle, David Clements, John Holsgrove, Brian Jolcey, John Sissons, Tommy Craig, Willie Henderson, Eddie Prudham, Eric Potts.



# CAMERA IN ACTION

## Captures Wednesday on song



Hands, knees and oops a daisy, as Peter Mellor is left on all fours (top left) as Mick Prendergast scores Wednesday's opening league goal of the new season, against Fulham, after only 14 minutes. It was in the 32nd minute that John Holsgrove got his head to a Tommy Craig free-kick to score Wednesday's second goal (top right) and you can see his delight as he turns away (above) with his arms held wide, in triumph. It was a game which saw Peter Swan demonstrate a lot of his old class, (right) a performance which was warmly applauded by the crowd.





## OZZIE OWL AT YOUR SERVICE

● **The Ozzie Nite Owl:** The ideal place for meeting soccer friends on match days and every day of the week. For details 'phone 340482.

● **Ozzie Owl Shops:** Special souvenirs, scarves, car stickers, badges, pennants, ties, autograph books, balloons, duffle bags, post cards, pictures, ash trays, rock etc. Apply for full list to Ozzie Owl Shops, Hillsborough, Sheffield S6 1SW.

● **The Owl Restaurant:** Ideal for your private party, annual dinner, social evening (up to 120 persons) or dinner and dance (80 persons). Free parking for 60 cars, excellent cuisine, Luncheon Mondays to Fridays and on first team match days. Write to Restaurant Manager or phone 343122. Remember, our fully licensed refreshment bars provide an excellent service before, during and after the game.

## BE WISE WITH "THE OWL"

Let your friends and relatives enjoy "The Owl" too, by joining our Subscription Club . . . particularly if they live too far away from Sheffield to watch Wednesday regularly.

At home or overseas, "The Owl", will keep them right in the picture about happenings and personalities at Hillsborough.

And it's so easy to join our new Subscription Club. Just fill in the form below — a season's subscription is £2.95 (for all home first-team games) or £3.30 for people living overseas — and post to "The Owl", Programme Office, S.W.F.C., Hillsborough, Sheffield S6 1SW.

Name (Mr., Mrs., Miss) .....

Address .....

● You can, of course, order single editions of "The Owl". These are 10p each (including postage). Write to the above address.

# THE CROWTHER COLUMN



RON CROWTHER

Testimonial time this season for Bobby and Jackie Charlton is a time to reflect on the powerful part that character plays in the shaping of great football careers.

Fans not only of Manchester United and Leeds United, but from all over the football map, are expected to give tangible recognition to the contribution which these Geordie giants have made to the game. But, as has been the case with other great characters such as Stanley Matthews, Jackie Milburn, Bill Foulkes and Roger Hunt, there's something more than outstanding ability that fires the imagination of the public at testimonial time.

In qualities quite apart from technical merit both the Charlton brothers have proved something of genuine significance in the game. In Bobby's case there are his two England records of 106 appearances and 49 goals which deserves the warmest of public acclaim. But, towering even higher than those accomplishments is the status accorded him by fans both in this country and abroad of 'the first gentleman of football.'

What men such as Matthews and Tom Finney proved, Bobby has borne out beyond refute.

It is possible to shine as a world class star at the highest strata of competitive football without a blemish on one's reputation for fair play . . . possible even to play more than any other man has done for England and to hit more goals, and still be regarded by referees as the model footballer.

Although Jack contributed only 34 appearances to the impressive family total, his career has presented younger players with a different point to ponder. It is never too late to absorb the lesson of football and to make good at the game . . . not even after getting off to a very shaky start.

Jack, whose candour is now counted among his most admirable characteristics, admits that his early years were the wasted years in which he didn't take his Soccer seriously enough. He was heading into the late 'twenties' when the penny dropped and he finally set his sights higher. Such was his obvious natural ability that some of the game's greatest honours were soon within his grasp.

When Bobby and Jackie played together in England's World Cup winning team it took an astonishing family record to its pinnacle of achievement. For 46 years of Leeds United's 52-year history there has always been a Milburn or a Charlton in that club's colours.

The Milburns were, of course, three of Jack's and Bobby's uncles — Jack, George and Jim.

They began a tradition of honest effort and club loyalty which every other member of the family safeguarded like a treasured heirloom. There was a fourth brother, Stan, who was still rated as the model footballer when his long career ended at Rochdale. And there was nephew 'wor' Jackie, of Newcastle and Wembley Cup Final fame, who was still acclaimed by Geordie fans when his testimonial time came around 10 years after his career had ended.

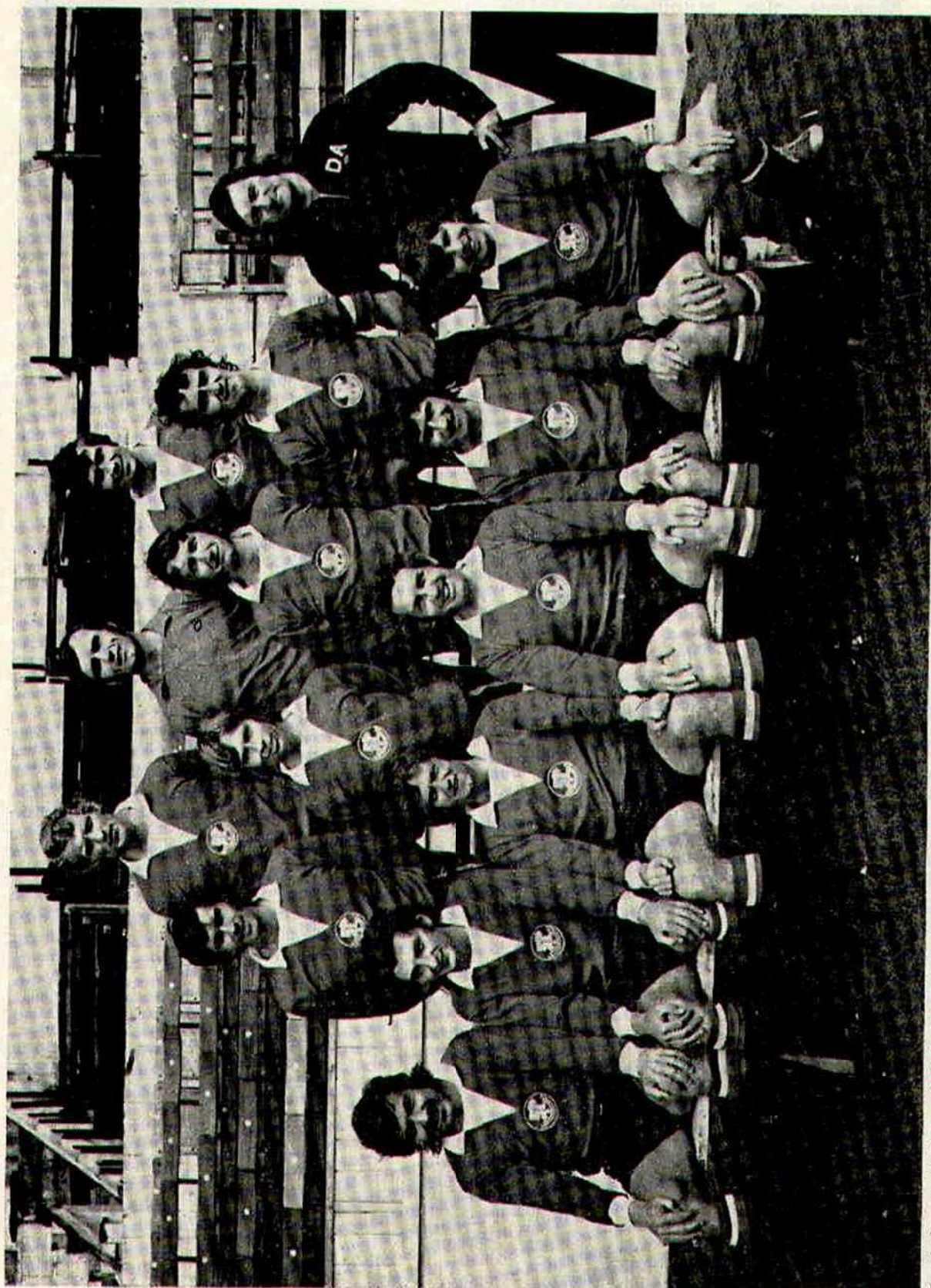
Out of such a blood line, the Charltons just had to be great characters. Uncles Jack, George and Jim often told me that the greatest player in their family, if women had been allowed into the game, would have been sister Cissie. Well, she didn't break through to any caps or medals, but when she produced the Charlton brothers she didn't do so badly, did she?

*Ron Crowther is a Daily Mail staff writer.*



# INTRODUCING...

BY TONY PULLEIN



Back Row (left to right): N. J. Trollope, P. Downsbrough, R. Smart.  
Middle Row (left to right): R. Potter, T. Hubbard, R. Thomas, F. Burrows, D. Anderson (Coach).  
Front Row (left to right): D. Rogers, S. Peplow, R. Bunkell, D. Mackay, R. Treacy, J. Butler.



# SWINDON



TONY PULLEIN

This evening we welcome ambitious Swindon Town to Hillsborough for what looks like being another very tight game. Like ourselves, Swindon are hoping to improve upon last season's mid-table position and one of the steps taken by manager DAVE MACKAY to bring this about was the investment of a club record £35,000 for Republic of Ireland international striker RAY TREACY.

Treacy began his League career with West Bromwich Albion, moved to Charlton in 1968 and last season was their top scorer with 19 goals.

Now Swindon have three outstanding strikers in attack as Treacy links up with PETER NOBLE and DON ROGERS. Noble, a £10,000 signing from Newcastle in 1968, was Swindon's top scorer with 14 goals last season. Rogers, a former England under-23 international, has been top marksman on four occasions and has now scored almost 150 goals in some 380 League games for the club.

After almost 20 years as a player, with 600 games for Hearts, Spurs, Derby and Swindon — not to mention numerous internationals — behind him, Dave Mackay has now decided to give up playing to concentrate on management. He has given several players the chance to fill his boots on the field, local discoveries DAVID DANGERFIELD, TERRY HUBBARD and VINCENT STROUD among them.

A veteran of many a Swindon battle, including the 1969 League Cup Final, is ROGER SMART who has now played more than 300 League games since his debut in 1961/62. RAY BUNKELL enjoyed his first taste of League football last season after spending several years with Tottenham. Though he won England youth honours, Ray was never given a chance in Spurs' League team.

Another player to get his chance after leaving a First Division side is STEVE PELOW who left Liverpool two years ago. He got a couple of League games for the Reds but has now settled for Second Division football with Swindon. He scored five goals in Swindon's 6-0 pre-season win at Newport.

Swindon possess two of the most consistent flank defenders in the business. ROD THOMAS, capped 23 times by Wales, has been their right-back for six years while JOHN TROLLOPE has been on parade — apart from a short injury absence — continually for 12 seasons. He completed 500 League appearances last term.

FRANK BURROWS, the centre-half gained experience with Raith Rovers and Scunthorpe before joining Swindon in 1968. This season, however, he may be challenged for the number five shirt by RON POTTER, who gained some First Division experience with West Bromwich before his transfer in 1970.

JOE BUTLER switched from Newcastle to Swindon in 1965 and has now played more than 250 games for the Robins.

Goalkeeper PETER DOWNSBOROUGH, a former Halifax player now in his eighth season with Swindon, found himself in conflict with local discovery JIMMY ALLAN for the 'keeper's position as last season drew to a close.

Last season's meeting at Hillsborough was settled by a Jackie Sinclair goal three minutes from time but Swindon later got their revenge when they defeated us 1-0 at the County Ground, centre-half Frank Burrows deciding the issue with his only goal of the season.



# TERRACE

Edited by David Duffy

Phew! Letters, letters everywhere. My invitation to our terrace supporters asking for what they would like to see the Club do in the 72/73 Season has been taken up with a vengeance. Here I sit in my office surrounded by proof that the Owls have the best and most articulate Kop in the country. The common factor in all the letters is 'promotion to the First Division'. This is a priority placed well above the F.A. Cup or any other honours. But what really struck me is the **tremendous** faith you have in the team. Of course there is a fair share of criticism — but letter after letter tells of how you feel Wednesday will be in the First next season.

Here are extracts from some of your letters — the first one has an idea you may well like taking up. Do let me know.

Syd Knight of 206 Guildford View, Sheffield, has a musical suggestion:

*"Away with the 'pinched' choruses that each and every club supporter adopts. Let's have our own Wednesday anthem surging out once again from the Kop, the terraces, the stands. With the exclusive pride of Wednesdayites we used to sing . . .*

*Play up, Wednesday boys,  
Play whenever you can.  
With a little bit of luck  
You could win the League and Cup,  
So play up Wednesday boys.*

*This simple jingle urged on the players to extra efforts and deserved honours. Why don't we do it again."*

G. M. Deffley of 86 Castle Hill, Eckington, Nr. Sheffield, has some thoughts on a weekly competition:

*"How about leaving a blank space in the official programme so that the fans could name their own man of the match? If designed with a perforated edge, these could be torn out and deposited in boxes in various parts of the ground. The next pro-*

*gramme could announce the fan's choice . . . and it would spur every player on."*

16-year-old Martin Lee of 20 Spring Gardens, Malvern Links, Worcs., writes:

*" . . . I see promotion and 30,000 gates. Wednesday have a great manager and skilful players . . . the new season should see youngsters like Sunley and Thompson reveal their true abilities. With a little more effort and enthusiasm Wednesday will become the pride of Sheffield — even Yorkshire — again."*

Elaine Jepson of 77 Pye Bank Road, Woodside, Sheffield, reflects the opinion of so many of our supporters:

*"Wednesday have a talented and hand-picked team . . . the Owls have one of the best grounds in the country, spacious stands, great facilities, an interesting programme, and many, many faithful supporters. What is needed now is for the players to show their fans that Wednesday are capable of going on to win the success they really deserve in the coming season."*

"I think that both Mr. Knight and Mr. Deffley have two excellent ideas. I have raised these points with the Club and it might well be that we can organise competitions incorporating both these fine suggestions.

# TALK





# SEE BRITAIN'S FINEST RACING FROM SHEFFIELD'S FINEST BARS!

## GREYHOUNDS

7.30

Tues., Fri. & Sat.



## SPEEDWAY

7.45

Thursday

## For Families who follow the Owls

Sheffield Wednesday have a wonderful idea for family entertainment... season tickets that could save £5.00 for a family of four. And for bigger families there are even bigger savings! This is how it works. The husband buys an ordinary season ticket. As soon as he has done this, his wife gets £1.00 discount on her season ticket, and every child aged 15 or under gets a £2.00 discount! This is Wednesday's special offer to families who follow the Owls.

The Kop Klub is Wednesday's very own group of loyal supporters, with season tickets and certain privileges. Whether you are part of the Kop or the Westenders, this is the Klub for you. With season tickets at £7.00 (adult) and £5.00 (15 years or under) the Klub saves you money—and it gets an allocation of Cup-tie tickets for its members.

And you don't have to pay at one go —Paget and Provident schemes make payments ever so easy. Not one, but two companies offer credit facilities that means season tickets on easy weekly instalments—John Paget & Son Limited and the Provident Clothing Company. No fuss, no bother, an agent will call at your house every week to collect payment.

**Wednesday's Agents:** Application Forms for season tickets, the Kop Klub, Paget and Provident credit facilities, can be obtained from Paget and Provident agents, Sheffield Wednesday's ticket agents—Cockaynes or Burgins of Langsett Road, Hillsborough, and from Wednesday's Box Office. If you prefer, telephone Sheffield 343122, and we will post the forms to you.





# Hart

*This is a new feature series in which Alan Hart interviews the top personalities in the game on the significant talking points in soccer. This evening his interviewee is the controversial Manchester City manager Malcolm Allison.*

**HART:** With the help of Joe Mercer, you brought Manchester City out of the 2nd Division and earned them unqualified success in the 1st. How was this achieved?

**ALLISON:** By acquiring players with a lot of skill as soon as we got promotion. Players like Francis Lee and Colin Bell. Also a lot of hard work. There are lots of players with the quality, but often it doesn't come out until you've got seven good class players in the team.

**HART:** Can life be harder in the 2nd Division than the 1st.

**ALLISON:** No. That's a load of nonsense. Division One is the hardest division in the league. I've heard people say that Second Division players tackle harder than those in the First, but I can assure them that it just isn't true.

**HART:** Are the pressures on management greater when a team is fighting for promotion from Division Two?

**ALLISON:** I think the pressures on managers every week are more or less similar. If you're at the top you're battling to win things. If you're at the bottom you're trying to avoid relegation. If you're in the middle you're trying to get to the top. The only difference is that the pressures are that much nicer at the top.

**HART:** Are there any special qualities which a 2nd Division manager looks for in his players?

**ALLISON:** I don't think there is any difference between non-League football and World Cup football as far as that is concerned. Every manager looks for skilful players. That's more important than having a fit player. You can create fitness but a footballer must have natural skills.

**HART:** Sometimes a 2nd Division manager produces a star player only to lose him to a more wealthy club. How can this be avoided?

**ALLISON:** It depends on what a club regards as the most important thing — money or good players. Football is different from any other business: all your assets are on the field. Birmingham City have successfully hung on to Trevor Francis and Queens Park Rangers kept Rodney Marsh for four years while he was being chased. Losing star players can be avoided if you want to avoid it.

**HART:** Which teams do you fancy for promotion from the 2nd Division this season and why?

**ALLISON:** That's always a difficult question. I would go for Q.P.R. and Millwall. Rangers are a good all-round side with two or three good players. They probably need to buy a centre-half. Aston Villa could be up there but I have my doubts about them. Millwall showed last season they are a strong side.



ALAN HART

**HART:** Which teams do you think will struggle to hold on to their Division 2 status?

**ALLISON:** I think Notts Forest might find it difficult to avoid going down again now they've lost Ian Moore. And Brighton could go straight back down again.

**HART:** What do you think of suggestions that a four-up, four down system should operate throughout all divisions?

**ALLISON:** I think it would be good for the game. I like competition and the only reason it hasn't been brought in is that some clubs are afraid.

**HART:** Should a newly-promoted club look for consolidation in their first season of Division One football, or should they immediately push for honours.

**ALLISON:** Play it by ear. It depends on your results. When we came up we won our first three games so we pushed for honours. Then we lost our next three and finished up consolidating.

**HART:** What message do you have for supporters who for years have followed a First Division team and now find themselves watching Second Division soccer?

**ALLISON:** It's a cross every supporter has to bear at some time in his life. But once you are a supporter of a team, that will always be your team. You might feel like disowning it at times but it will always be your own team. Have the courage to stick with your team. And remember the top teams in the First Division — Manchester City, Leeds United, Liverpool and Derby County have all been in the Second Division during the past ten years.

MALCOLM ALLISON



# to Heart



## THE 'NITE' OWL

Wining - Dining - Dancing & Cabaret

No Membership Required

Telephone 340482 and 343343

Monday to Saturday Licensed to 2 a.m.

Call in before the Match —

Comedy Startime — Prize Yard of Ale Contest

SUNDAY CLUB

CABARET — Noon and Night

Try a MANSFIELD SPECIALITY STEAK

Contractors to  
Sheffield Wednesday F.C.  
Tackle right for best results

## JACK ARCHER

Athletic Outfitter

90 BRAMALL LANE

SHEFFIELD 2

Tel: 20593

Special Discounts for Clubs

## BATCHELORS SOUPS

— so warming

— so full of goodness

AND 18 TASTY  
SOUPS TO CHOOSE  
FROM

## E. FRIEDRICH & SON

HAM AND BACON CURERS  
QUALITY PORK BUTCHERS  
WHOLESALE AND RETAIL

60 WICKER and 19 BELLHOUSE RD.  
SHEFFIELD

Tel. 21505 25733

Tel. 386064

★  
WE GUARANTEE

all our Pork Products 100% Food Value

## JOSEPH TOMLINSON & SONS LTD.

Bedford Street - Sheffield S6 3BT

Car Hire Specialists

CHAUFFEUR-DRIVEN CARS

For any journey — any time

**Radio Taxis**

Phone 22122

## BURGIN'S LTD.

Official Wednesday  
Ticket Agency

and, of course, a few

SPORTS GOODS

540-2 LANGSETT ROAD

SHEFFIELD S6 2LX

GO



Coach Trips to Away Games  
from

Central Bus Station, Sheffield

SHEFFIELD UNITED TOURS LTD.

POND STREET BOOKING HALL

SHEFFIELD S1 2BD

Tel. 78881

## You can't win them all . .

. . . but if you want to celebrate (or commiserate), drop in at the Hallam Tower Hotel. There's the Vulcan Room restaurant, with adjoining bar, serving an excellent selection of appetising dishes, and a choice wine list . . . or the Sheffield Plate Restaurant serving hot and cold dishes from 6.30 - 11.30 p.m.

Hallam Tower Hotel, Broomhill, Sheffield.

Tel.: Sheffield 686031 (STD 0742)



**Trust Houses Forte**  
good care-everywhere



# HALF-TIME Scoreboard

<b>A</b>	LEICESTER C. ....	<b>L</b>	DARLINGTON .....
	CHELSEA .....		ROTHERHAM .....
<b>B</b>	MANCHESTER C. ....	<b>M</b>	HARTLEPOOL .....
	EVERTON .....		DONCASTER R. ....
<b>C</b>	WEST BROM .....	<b>N</b>	MANSFIELD T. ....
	TOTTENHAM H. ....		LINCOLN .....
<b>D</b>	ASTON VILLA .....	<b>O</b>	NOTTS CO. ....
	HEREFORD .....		YORK C. ....
<b>E</b>	BARNLEY .....	<b>P</b>	OXFORD .....
	GRIMSBY T. ....		PETERBOROUGH .....
<b>F</b>	BLACKBURN .....	<b>Q</b>	READING .....
	ROCHDALE .....		FULHAM .....
<b>G</b>	BOLTON W. ....	<b>R</b>	SOUTHPORT .....
	OLDHAM .....		WALSALL .....
<b>H</b>	BRADFORD CITY .....	<b>S</b>	TRANMERE .....
	STOCKPORT .....		PORT VALE .....
<b>J</b>	CARDIFF C. ....	<b>T</b>	WORKINGTON .....
	BRISTOL ROVERS .....		PRESTON N.E. ....
<b>K</b>	CHESTER .....	<b>U</b>	WREXHAM .....
	SHREWSBURY .....		CREWE .....

## Match Digest

### CENTRAL LEAGUE

Manchester City Reserves ... 0

Sheffield Wed. Reserves ... 7

Scorers: Wylde 6, Hall 1.

Team: Springett, Cameron, Smith (C), Coyle, Todd, Taylor, Prudham, Potts, Wylde, Burton, Hall. Sub: Parker.

### NORTHERN INTERMEDIATE LEAGUE

Grimsby Town ... 1

Sheffield Wednesday ... 3

Scorers: Wilson 2, Nicholson 1.

Team: Wilson, Sinclair, Smith (G), Hull, Cusack, Hoyland, Nicholson, Musson, Herbert, Robinson, Spacie, Sub: Burden.

## Wylde's Double Hat-Trick makes it a Glorious Twelfth



Roger Wylde, Wednesday's goal-scoring whiz kid, hammered home six brilliant goals as our reserves crushed Manchester City by seven goals to nil last Saturday.

The goal rush began after only four minutes and after token resistance early on in the game, Wednesday ran riot and scythed through the City defence almost at will. Only some fine goal-keeping from City's Ron Healey prevented the scoreline reaching double figures. Hall was the other Wednesday reserve who got into the goal scoring act when he scored the fourth goal in the second half of a match which saw our reserves in scintillating form.

## Pools Results

### POOL 1

1st B.060

2nd N.645

3rd O.480

### POOL 2

1st N.321

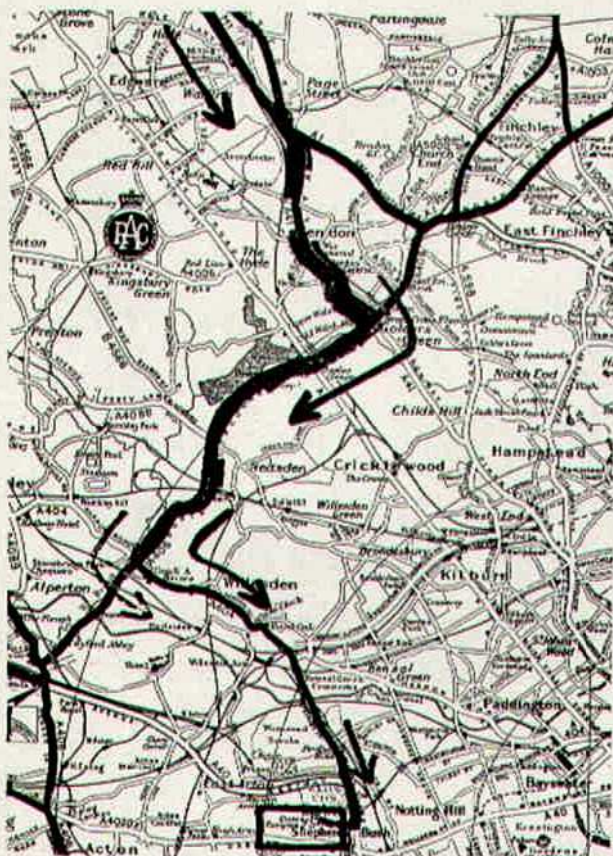
2nd A.640

3rd A.430



# The Owls Road Show

Here is your R.A.C. route for our away game with:—



## QUEENS PARK RANGERS

### SHEFFIELD

Proceed south on the M1 to the Southern Terminal, Hendon North London. Junction, take the A41 to the North Circular Road A406. Turn right to the junction with the A404. Turn left Harrow Road on to Scrubbs Lane and Wood Lane to Queen's Park Rangers A.F.C. Football Ground (Loftus Road) on left.

SERVICE AREAS ON THE M1 WITH APPROX. MILEAGES FROM SHEFFIELD

TROWELL — 38  
WATFORD GAP — 89  
NEWPORT PAGNELL — 112  
TODDINGTON — 136

### R.A.C. Offices:

St. Mary's Road, Sheffield 2  
(Tel. 25882)

London Emergency Control :  
01-930-4343

# Cockaynes

## SHEFFIELD WEDNESDAY TICKET AGENCY

AT YOUR SERVICE  
FOR MATCH TICKETS

WEDNESDAY v HULL CITY

### Our Many Other Services Include . . .

Watch and Shoe Repairs, Key Cutting, Men's Tailoring, Ladies' Fashion Alterations and Corsettiere Service, Hair-dressing, Restaurants and Food Hall.

### For The Home . . .

Interior and Exterior Decorating, Cabinet Making and Re-upholstery, and Pelmet Making.

Carpet Fitting, Curtains, Loose Covers. A wide range of credit facilities at reasonable charges and an efficient delivery service.

Subsidised Car Parking  
behind the Store.



T. B. & W. COCKAYNE LTD.

# Cockaynes

QUALITY AT THE LOWEST PRICE



# Sheffield Wed.

Shirts: Royal Blue and White Stripes  
with Blue Collar, Shorts: Royal Blue,  
Stockings: White.

- 1—Peter GRUMMITT
- 2—Peter RODRIGUES
- 3—Jimmy MULLEN
- 4—Peter SWAN
- 5—John HOLSGROVE
- 6—David CLEMENTS
- 7—Willie HENDERSON
- 8—Tommy CRAIG
- 9—Brian JOICEY
- 10—Mick PRENDERGAST
- 11—John SISSONS

Substitutes:

# Swindon Town

Shirts: Red with White Edging.  
Shorts: White. Stockings: Red.

- Peter DOWNSBOROUGH—1
- Rod THOMAS—2
- John TROLLOPE—3
- Joe BUTLER—4
- Frank BURROWS—5
- Ron POTTER—6
- David MOSS—7
- Ray BUNKELL—8
- Steve PELOW—9
- Gerry HUBBARD—10
- Don ROGERS—11

Substitutes:

—12

Referee: W. B. JOHNSON (Kendal)

Linesmen:

Red Flag:

G. COOKE (Gainsborough)

Yellow Flag:

D. T. RICHARDSON (Lincoln)

## Man in the Middle

WALTER BARRY JOHNSON became a Football League referee in 1970 after a year on the supplementary list and seven years as a linesman. He started refereeing in the Westmorland League in 1957 and also officiated in the Lancashire Combination before being elected to The League Panel.

Married, with two children, he lives in Kendal and is a boot and shoe operative.

As a linesman he has officiated in the European Nations Cup, the F.A. Cup Final and the Anglo-Italian Tournament.

## PROGRAMME PRODUCTION TEAM

Designed and Produced by John Caine Associates (Consultants) Limited

Editor — David Duffy

Art Editor — Terry Barton

Special Editorial Contributors:

Derek Dooley, Ron Crowther, Alan Hart, Tony Pullein

Photographs: Charles Owen

Printed by Regent (Printers) Ltd., 29 Leathley Road,  
Leeds LS10 1BG. Tel. 21404.

Produced for:

Sheffield Wednesday F.C. Limited.

General Manager/Secretary: Mr. Eric W. Taylor.

(4188)