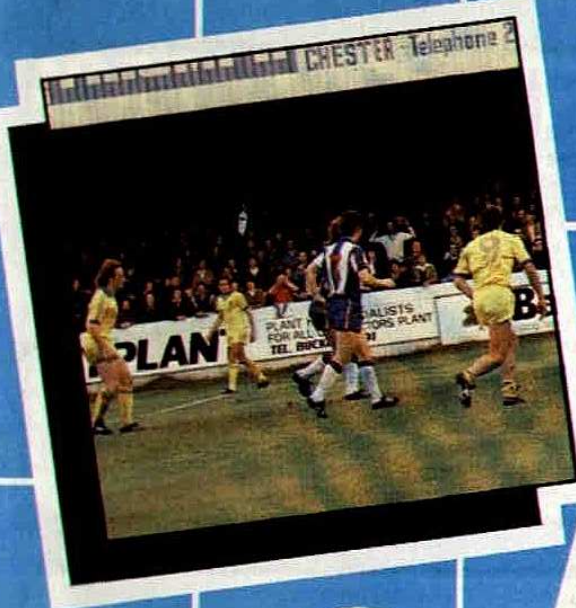


Football League Division 3  
Saturday, 5th September, 1981  
**SWINDON**  
Kick-off 3.00 p.m. Price 35p



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The official Match-day programme of  
**Chester Football Club**





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Chester Evening Leader

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of Chester Football Club.

In our opening home League match last season we suffered the disappointment of defeat against Oxford and today we will be making every effort to make sure that the new programme of home Third Division matches starts very differently.

Regardless of results away from home, it is here at the Stadium where we are judged by our fans and we are only too aware of the need to provide entertaining and successful football to make sure that the turnstiles start clicking again.

It has been said by the game's Administrator that this season is a crucial one, and that is certainly the case for Chester F.C. Last season was very disappointing in many ways and we are all working hard with the resources available to put the club back on the right track.

I had mixed feelings about our League opener at Bristol Rovers, the first half display left very little to be desired and I thought we were good value for our 2-0 lead. Unfortunately we let things slip after the interval as Bristol Rovers began to take a grip on the game, and both goals they scored were unsatisfactory as far as our defence was concerned. The cross leading to the first goal should have been cleared and the second was from a free kick which beat our wall.

Despite the frustration of losing a two-goal lead and of course two points, there was plenty to feel encouraged about and at the time of writing I am optimistic that we can build a valuable lead in the first leg of the League Cup game against Plymouth.

That result will be known by now and the outcome of the tie in the second leg at Home Park will have a great bearing on our immediate prospects. Good Cup runs are the life blood of football at our level, providing excitement for the fans and money for the club.

Meanwhile we welcome Swindon Town for this afternoon's Third Division match. Let's hope for an entertaining game which will be a good advertisement for football here at Sealand Road.

## ALAN OAKES





# PRESS TALK • PRESS TALK • PRESS TALK

Views and reports of Chester Football Club as seen through the eyes of local and national newspapers.....

## FLYING START

**But Seals just fail to hold lead.**

*Saturday, 29 August, 1981*

**Bristol Rovers:** Kite, Gillies, Slatter, McCaffrey, Parkin, B. Williams, Curle, D. Williams, Mabbutt, Randall (sub Cooper half-time), Barrett.

**Chester:** Millington, Needham, Raynor, Storton, Zelem, Oakes, Jones, Simpson, Ludlam, Phillips, Sutcliffe (sub Cottam 79 min).

**Referee:** Tom Spencer (Salisbury).

**Attendance:** 5,554.

Alan Durban's post-match comments on the radio on Saturday must have run true for Chester, travelling back from this see-saw kick-off to the season.

Durban, whose new Sunderland side also squandered a two-goal lead to settle for a draw, found it hard to support the new three-points for a win rule after scoring three goals away from home.

And Chester could sumpathise, after seeing their enterprising start to the season reap the same reward as a full goal-less draw when Rovers snatched their equaliser just five minutes from the end.

But if Chester can show the same ability and finishing power they turned on in the first half of this game, they will have nothing to fear from the new win-at-all-costs attitude this season will demand.

They had more reason to treat the first League encounter between the two sides with trepidation, with Rovers keen to show their determination to shake off the indignity of their return to the third division.

Yet what a dramatic and unexpected story unfurled in those opening 25 minutes.

Chester, boosted by the return to fitness of striker Gary Simpson and defender Trevor Storton, able to make his 300th League appearance for Seals, attacking Rovers with the fierceness of a cornered animal.

And before they knew what was happening, Rovers' defence began to

look as unsteady as the nearby ruins of the South Stand, seriously damaged in a fire last year.

Player-manager Alan Oakes, far more involved than in most of his pre-season games, played a vital part in turning the game Chester's way in the first half.

His tenth minute corner on the right was flicked on by Simpson at the near post and Peter Zelem moved in unmarked to head his first goal for the club.

Zelem almost added a second from a corner on the other side by Peter Sutcliffe, but with 'keeper Phil Kite beaten, Zelem watched Don Gillies clear his low drive off the line.

Then after 22 minutes Oakes played a one-two with Brynley Jones on the edge of the penalty area from a cross by Trevor Phillips and Oakes sent a low right foot shot into the corner of the goal.

Chester's lead looked safe for the rest of the half as Rovers persisted in long-range efforts that flew within a few feet of the goal, but never forced Grenville Millington into a save.

His only scare came when Gary Mabbutt nodded the ball down to David Williams in the area, only for Williams to hammer his volley straight into Millington's midriff.

But Rovers' player-manager Terry Cooper played a big gamble that paid off at half-time, bringing himself on in place of striker Paul Randall for the second half.

And just as Oakes had moulded the shape of the first 45 minutes, Cooper, at 37, a year younger than Oakes, carved the openings for Rovers to stage a tremendous fightback — emulated by Bristol neighbours City some 350 miles away in Carlisle.

Paul Raynor paid a severe penalty for the freedom he allowed 17-year-old striker Keith Curle on his debut as Rovers made the first breakthrough after 57 minutes.

Curle was left unmarked on the far side of the penalty area when former Swindon player Brian Williams sent in a deep cross from the left wing and Curle guided the

header perfectly into the net past Millington.

Then David Williams took a firm hold on the game to prevent Rovers finishing their first home match empty-handed.

He cracked in a dipping 25-year shot that Millington did well to turn round a post and then headed against a post before Zelem made an important clearance from the rebound.

Then with five minutes left Cooper touched a short free-kick to his right and Williams smashed a low shot past the wall of defenders into the corner of the net for a point-saver.

Storton's milestone was marked with a booking from referee Tom Spencer for a late challenge on Gillies and Paul Needham received similar treatment for his foul on Mabbutt.

*Evening Leader 31.8.81.*

Bristol Rovers pulled off an eve of season play to sign Malmö's Timmy Parkin to stiffen their defence.

But it didn't do them much good against hard-working Chester. The visitors crashed in on some sloppy back play to take a 2-0 lead in the first half, though they had to settle for a point.

Six footer Parkin bought for £15,000 to dominate in the air was beaten as full back Needham out jumped him at Eastville to hit home a right wing corner by Chester player-manager Oakes.

And Rovers' defence was in a terrible mess as Oakes added his team's second from a left wing cross by Jones.

It needed the arrival of 37-year-old player-manager Cooper as a second half substitute to pull Rovers together.

As Rovers grew in confidence 17-year-old apprentice Curle celebrated his debut by heading his team back into the game. And Williams bagged the other goal following a free kick pass.

*Sunday People 29.8.81.*

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# IN OPPOSITION... SWINDON TOWN

**JOHN TROLLOPE** (Manager). Born at Wroughton near Swindon, he joined the club as an apprentice and made his debut in 1960 against Halifax Town. He played in the promotion winning teams of 1963 and 1969 and at one stage played in 368 consecutive first team games. The height of his playing career came when he played in the side that beat Arsenal in the 1969 League Cup Final. In March, 1978 he made his 832nd first team appearance (727 in the league) and retired to become the club's youth manager. He was however, recalled to first team duty later that season and in the following season. It seemed that a game at Blackpool in May, 1979 would be his last but another recall in September, 1980 saw him make a new appearance record for a single club of 770 league games. If cup games are included he has played 878 matches for the club nearly all of them at full back.

The Manager's job became vacant in October, 1980 and after considerable thought John decided to accept the position in November even though there was a real threat of relegation. He was awarded the MBE in 1978.

**MARK STEVENS** (Goalkeeper). Young goalkeeper who served his apprenticeship with Bristol Rovers and signed for Swindon in the 1981 close season.

**JIM ALLEN** (Goalkeeper). Born Inverness. Experienced goalkeeper who has been with Swindon since signing from Scottish junior football in 1970. He made his debut against Q.P.R. in September, 1971 and has been the regular first team 'keeper for several seasons. Had made 272 league appearances at the end of last season.

**DAVID PEACH** (Defender). Born Bedford. The most experienced player in the present squad he began his career with Gillingham making his league debut in September, 1969. After 186 league appearances he moved to Southampton for whom he made 220 more such appearances. Whilst there he won an F.A. Cup winners medal, scored in a League Cup Final, won representative honours for the Football League and as an over-age player in the England under 21 side. Although he usually plays at left full-back he has also played in midfield. He signed for Swindon in March, 1980 making his debut that month at Millwall and had made 42 league appearances for the club at the end of last season.

**CHARLIE HENRY** (Defender). Born London. Joined the club from school as an apprentice signing full professional forms in February, 1980. Although his first team debut was at centre forward in a league cup game at Lincoln City in September, 1980 he is normally a defender and quickly settled into the right back position where his determined play made him popular with the supporters. He made 31 league appearances last season.

**KEVIN BADDELEY** (Defender). Born Swindon. Young defender who served his apprenticeship with Bristol City and made his league debut for that club last season. He was unable to claim a regular first team place and moved to Swindon in the 1981 close season.

**KEN STROUD** (Defender). Born London. Served his apprenticeship with Swindon, signing professional forms in 1970 and is now the longest serving player with the club. He made his debut against Q.P.R. in September, 1971 and had made 272 league appearances at the end of last season. Much of his early career was spent in midfield but he is now established as a central defender.

**RUSSELL LEWIS** (Defender). Born Blaengwynfi. After being spotted playing part time football in the Welsh league, he signed for Swindon in September, 1976 making his league debut against York City in April, 1977. He had to spend several seasons as reserve centre-half but in August, 1979 had the opportunity to play at full back which resulted in him holding down the right back position for the rest of that season. Last season he reverted to centre-half and was voted Player of the Year by the supporters for his tireless efforts in defence. He had made 89 league appearances at the end of last season.

**MIKE GRAHAM** (Defender). Born Lancaster. Began his career with Bolton Wanderers and played his first full league game in September, 1978. His chances were limited at Bolton



but he made about 30 league appearances mostly at full back before moving to Swindon in July, 1981.

**ROY CARTER** (Midfield). Born Torpoint. Played Western League football with Falmouth before joining Hereford United in the summer of 1975. He made 64 league appearances there and was a member of the Third Division Championship side in 1976. He signed for Swindon in December, 1977 making his debut against Carlisle that month. He had made 147 league appearances for Swindon to the end of last season and when not required elsewhere plays in midfield. A genuine utility player he can play on either side in midfield and in all back four positions. He has also made the occasional appearance at centre forward.

**GARY EMMANUEL** (Midfield). Born Swansea. Began his career with Birmingham City making his league debut in January, 1975 and playing in 61 first division matches before his transfer to Bristol Rovers in December, 1978. He made a similar number of league appearances for Rovers and joined Swindon in July, 1981.

**BRIAN HUGHES** (Midfield). Born Ludgershall. Served his

## 10 Year Record

1980-81	Div 3	46	13	15	18	51	56	41
1979-80	Div 3	46	19	8	19	71	63	46
1978-79	Div 3	46	25	7	14	74	52	57
1977-78	Div 3	46	16	16	14	67	60	48
1976-77	Div 3	46	15	15	16	68	75	45
1975-76	Div 3	46	16	8	22	62	75	40
1974-75	Div 3	46	21	11	14	64	58	53
1973-74	Div 2	42	7	11	24	36	72	25
1972-73	Div 2	42	10	16	16	40	60	36
1971-72	Div 2	42	15	12	15	47	47	42





**Year formed:** 1881.  
**Record victory:** 10-1 v Farnham Utd Breweries.  
**F.A. Cup 1st Rd;** Nov. 28, 1925.  
**Record Defeat:** 1-10 v Manchester City.  
**F.A. Cup 4th Rd. Replay;** Jan 25th, 1930.  
**Most league goals in total aggregate:** Harry Morris 216, 1926-33.  
**Most capped player:** Rod Thomas (Wales).

apprenticeship with Swindon and made his first team debut at Lincoln City in a league cup tie in August, 1980 only a few months after signing professional. He usually takes up the central position in midfield and made 18 league appearances last season.

**HOWARD PRITCHARD** (Forward). Born Cardiff. Began with Bristol City working his way through the junior sides to make his league debut in August, 1978. He made only one appearance that season but began to appear fairly regularly over the next two seasons mainly as an orthodox winger. He made around 40 league appearances for City and signed for Swindon in August, 1981.

**PAUL RIDEOUT** (Forward). Paul signed pro forms on 14 August last but appeared in the first team last season as an apprentice. He scored on his debut against Hull City in November, 1980 and made 12 full league appearances last season. A former England Schoolboy International he scored a hat trick against Scotland Schoolboys in May, 1980.

**ANDY ROWLAND** (Forward). Born Derby. Andy was an apprentice with his home town club but his league debut came after a transfer to Bury in the summer of 1974. He was three times leading scorer and made 169 league appearances before his move to Swindon in September, 1978. He made his debut for the club against Blackpool that month and has been a consistent goal scorer throughout the 114 league games that he had played for the club up to the end of last season.

**STEVE ABBLEY** (Forward). Born Liverpool. Signed from local football in season 1978/79 a winger whose opportunities have been limited in the first team. He made his debut at Exeter City in April, 1980 and had made 4 full league appearances at the end of last season.

**CRAIG MOORES** (Forward). Born Macclesfield. Young winger or central forward who served his apprenticeship with Bolton Wanderers and made his league debut for them last season. He signed for Swindon in July, 1981.

**KEN BEAMISH** (Forward). Born Birkenhead. Joined Swindon in July, 1981 as player/coach. He began his career with Tranmere Rovers making 175 league appearances before moving on to Brighton (86 games), Blackburn Rovers (86

games) Port Vale (84 games) Bury (49 games) and finally back to Tranmere Rovers. A consistent goal scorer wherever he has played.

**ROY GREENWOOD** (Forward). Born Leeds. First club was Hull City where he broke into the first team in 1971. He made 118 league appearances for Hull and moved to Sunderland in January, 1976 in time to help that club win the second division. After 45 league games there he moved to Derby County in February, 1979 and made a further 20 league appearances before moving to Swindon in March, 1980. He made his debut against Carlisle the following month and had played 27 league games to the end of last season. Although originally an orthodox winger he now plays as a central forward.



The Football League and Pepsi-Cola joined forces last week in a bid to boost the goal tally during the new soccer season.

A £70,000 prize fund is being offered by the "Pepsi Golden Goals" campaign — designed as a goal-scoring incentive to all players and clubs in all four divisions.

Launching the campaign in London, League Secretary, Graham Kelly, said:-

"Whatever other improvements or modifications we may make to the game of football, goals are still the magnet that bring the crowds through the gates and glue the viewers to their TV screens.

"I welcome this campaign as an inventive and sincere experiment to encourage both players and their clubs to set themselves new targets for attacking play.

"We have asked all our member clubs to give the Pepsi scheme their fullest support. We very much hope that all our friends in the media — sports editors, columnists, commentators, TV and radio producers — will give the campaign their blessing and support as well."

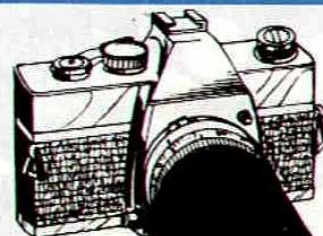
*Continued on page 13*

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**LEADER IN FOCUS**





**SWINDON TOWN 1981-82**

*Back Row (left to right): Brian Hughes, Jimmy Allan, David Round, Mark Stevens, Kevin Baddeley. Middle Row: Chris Kamara (transferred to Portsmouth), Roy Greenwood, Charlie Herry, Gary Emmanuel, Mike Graham, Roy Carter. Front Row: Dave Peach (Captain), Andy Rowland, Steve Abbley, Craig Moores, Paul Rideout, Kenny Stroud, Howard Pritchard, Russell Lewis, Martin Blackler.*

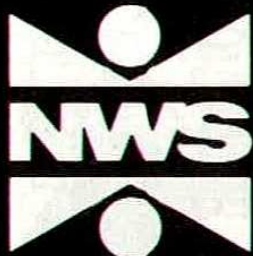


**Hello Juniors and welcome to Sealand Road for our first home league match of the new season. Firstly a few birthday greetings for some members — 18th September, Darren Smith. 21st September, James and Scott Bennett, ten year old twins and finally 22nd September, David Powell.**

**Have you got your football kit at the ready for next Wednesday (9th September). All Junior Seals members are invited to a coaching session given by members of the first team squad. Meet at the rear of the main stand at 7.15 p.m. Please note that you can bring along your dads to watch this our first venture in coaching.**

**Throughout the season Junior Seals will provide all the matchday mascots. Today it's the turn of WESTLEY EVANS — When applying to be a Seals Mascot please hand in a black and white 'passport' size photograph — your own photograph will then appear in the official programme.**

**If you would like to become a member of the Junior Seals ask your parents to contact Paul Evans, Chester 376466 — he will give you full details of the personal membership card and official club badge — plus savings on souvenirs and matchday entrance!!!**



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# LEADER ACTION...

Top pic: Trevor Storton and Peter Zelem challenge the Bolton defence at a first half corner. Bottom: Davie Burns round Jim McDonough the Bolton 'keeper to score the Seals only goal in the home game of the Group Cup. Photographs by George Green, Chester Evening Leader.





# With the Reserves and Juniors

## "UMBRO" FLOODLIT LEAGUE

The full fixtures in the 'Umbro' Floodlit league and cup are as follows.....

Sept 9 (Wed)	Port Vale	A
Sept 16 (Wed)	WREXHAM	H
Sept 23 (Wed)	SHREWSBURY	H
Sept 29 (Tues)	Wigan Athletic	A
Oct 7 (Wed)	CREWE ALEXANDRA	H
Oct 13 (Tues)	Crewe Alexandra	A
Oct 21 (Wed)	PORT VALE	H
Oct 27 (Tues)	Wrexham	A
Nov 4 (Wed)	Shrewsbury Town	A
Nov 11 (Wed)	WIGAN ATHLETIC	H
<b>"UMBRO" FLOODLIT LEAGUE CUP</b>		
Dec 2 (Wed)	WREXHAM	H
Dec 9 (Wed)	Port Vale	A
Dec 15 (Tues)	Wigan Athletic	A
Jan 6 (Wed)	CREWE ALEXANDRA	H
Jan 13 (Wed)	Shrewsbury Town	A
Jan 20 (Wed)	SHREWSBURY TOWN	H
Jan 26 (Tues)	Wrexham	A
Feb 3 (Wed)	PORT VALE	H
Feb 10 (Wed)	WIGAN ATHLETIC	H
Feb 16 (Tues)	Crewe Alexandra	A

The 'Umbro' competition always provides very competitive football.....many of the Seals youngsters are blooded in this type of league. Why not make a note of the above dates and come along to the Stadium and watch our youngsters in action.



Last Saturday C.A.T.S. travelled to Bristol Rovers with their transport fully booked — it was disappointing though to have to turn supporters away because they left it till the last minute to book for the journey.

Will all members note that seats are sold on a first come first served basis — if the travel committee know well in advance they can order larger seater buses or even arrange for extra coaches to travel.

Details for league matches in September are as follows.....members price is given first in all cases.

**Saturday, 12th GILLINGHAM. Depart 7.30 a.m. Members £5.25. Non-members £5.75.**  
**Saturday, 26th FULHAM. Depart 8.30 a.m. Members £4.95. Non-members £5.45.**  
**Wednesday, 29th HUDDERSFIELD. Depart 4.15 p.m. Members £2.60. Non-members £3.10.**

Book on matchdays at the office at the Sealand Road End before or after the match or telephone **John Cowap (Chester 300745)** for full details.

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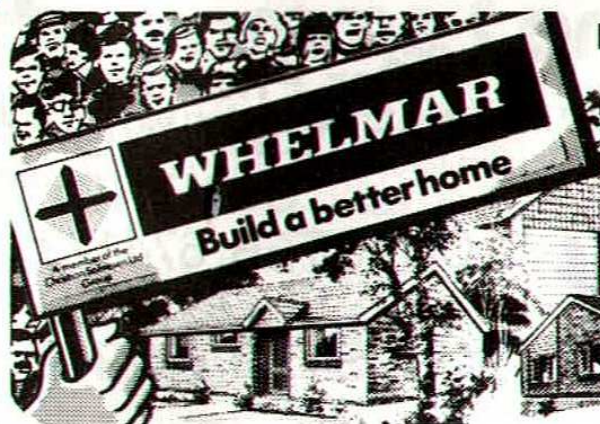
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# Flashback · Flashback · Flashback

A look back at Chester F.C.'s fortunes in the league and cup fixtures over the years.....

## 5 years ago

### League Division III

Saturday, 4th September, 1976

C. PALACE	CHESTER
1 Hammond	1 Millington
2 Wall	2 Raynor
3 Sansom	3 Loska
4 Holder	4 Storton
5 Cannon	5 Dunleavy
6 Evans	6 Oakes
7 Chatterton	7 Dearden
8 Silkman	8 Mason
9 Walsh	9 Owen
10 Swindlehurst	10 Delgado
11 Taylor	11 Crossley

REFEREE: J. Roost, Bath

**FINAL SCORE: C. PALACE 1 CHESTER 2**

After a week in which City had suffered two home defeats to Oxford then fourth division Swansea in the League Cup, and the resignation of manager Ken Roberts, City travelled to Selhurst Park for Alan Oakes' first game as player-manager. A disastrous start after eight minutes when Storton's back-pass sailed over Millington's head and Swindlehurst managed the final touch. City's attacking policy was left to long-range shooting but this paid off in the 61st minute — a throw from Hammond was intercepted by Oakes who gave Crossley the opportunity to equalise from 25 yards. With four minutes remaining City snatched a dramatic equaliser — a cross from Raynor, who was making his debut, was misjudged by Ian Evans and Mason ripped in to score from the narrowest of angles. The force of Taylor, Walsh, Cannon and Swindlehurst had been foiled to give Alan Oakes a memorable start to his managerial career.

## 10 years ago

### League Division IV

Wednesday, 1st September, 1971

ALDRSHOT	CHESTER
1 Gurr	1 Luisey
2 Walden	2 Edwards
3 Grummett	3 Griffiths
4 Joslyn	4 Cheetham
5 Dean	5 Turner
6 Bennett	6 Pountney
7 Walton	7 Kennedy
8 Pearce	8 Tarbuck
9 Brodie	9 Loyden
10 Melledew	10 Draper
11 Sydenham	11 Purdie
12 Sub: Howarth	12 Sub: Smith

REFEREE: R. Morphew, Ipswich

**FINAL SCORE: ALDRSHOT 0 CHESTER 0**

Any Chester fans at this match would remember the bizarre refereeing decisions, rather than the football. Within ten minutes both Kennedy and Dean were booked for tackles, shortly followed by Walden before half-time for a foul on Purdie. Players became frustrated and boiling point was reached in the 71st minute — Edwards and Sydenham skirmished on the touchline and Nigel Edwards was sent off for retaliation, to the amazement of everyone. Chester appeared more composed throughout the match and the Hampshire side's only effort was tipped over by Luisey. Gurr was kept busy at the opposite end saving well from Loyden and Edwards. Draper stamped his authority on the midfield from the early stages, given the confidence of a superb Pountney and Cheetham behind him. This was City's first goalless draw in a sequence of three, the remainder against Workington and Barrow.

## 20 years ago

### League Division IV

Wednesday, 6th September, 1961

CHESTER	CARLISLE
1 Hardie	1 Thompson (G)
2 Hughes	2 Neil
3 Donaldson	3 Caldwell
4 Hennin	4 Oliphant
5 Kennedy	5 Marsden
6 Edwards	6 Thompson (R)
7 Cooper	7 Dagger
8 Davies	8 Scurr
9 Morris	9 Whitelaw
10 Fitzgerald	10 Walker
11 Jones	11 Taylor

REFEREE: L.J. Tirebuck, Halifax

ATTENDANCE: 6,974

**FINAL SCORE: CHESTER 1 CARLISLE 1**

Chester continued to drop valuable home points at the start of the season. The side was again re-shuffled with Davies, Morris and Cooper together up front. From Carlisle's second free-kick in the first two minutes, they took the lead — Hardie failed to cut out Walker's Cross and Scurr headed home. City retaliated and Thompson saved superbly from Morris. Heavy rain made handling difficult for the 'keepers and Ron Hughes cleared off the line from another mistake. Morris and Davies fumbled chances to equalise as the fans had value for money in excitement. In the 48th minute a low hard cross from Jones deflected off a defender's foot past Thompson for the equaliser. The records show an own-goal but the initiative shown by Jones was lacked by his colleagues. In order to avoid Colchester, Rochdale and York establishing an early lead, City will have to gain some understanding as a team.



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CHESTER 674123  
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*George Breen, Chester Evening Leader captures Steve Ludlam during an attack on the Bolton Wanderers defence in the pre-season Group Cup fixture.*

## At The Stadium

Lancashire League. Kick-off 2.30 p.m.  
Saturday, 12th September  
Chester v **CARLISLE UNITED**

'Umbro' Floodlit League. Kick-off 7.30 p.m.  
Wednesday, 16th September  
Chester v **WREXHAM**

League Division 3. Kick-off 3.00 p.m.  
Saturday, 19th September  
Chester v **MILLWALL**

## Club Shop News

Have you seen the very latest Seals Souvenirs.....?  
● C.F.C. Satin Pennants £1.50 ● C.F.C. Plastic Pennants 75p. ● C.F.C. Silk Scarf £1.10. ● Super Seals 'Self-stick' Window Stickers 25p ●

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# Programme Corner

A match-day series which looks at programmes, old and new which involved Chester F.C.

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CHESHIRE COUNTY LEAGUE

### Tranmere Rovers v. Chester

AT PRENTON PARK

KICK-OFF 5-15 P.M.

TRANMERE ROVERS					
1	JACKSON	2	STUART	3	CAMPBELL
4	BARTON	5	MILLINGTON	6	THOMPSON
7	WHITE	8	LITTLEHALES	9	BUKLEY
10	BIRCHAM	11	PETERS	12	JACKSON
13	DUCKWORTH	14	RICC	15	PUGH
16		17		18	CHESTER

Any changes will be notified on Alteration Board.

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For today's lookback on old programmes involving Chester Football Club the editors go to the distant days when the Sealand Road club was operating in the Cheshire County League.

The teams page opposite is taken from a Tranmere Rovers programme dated 28th August, 1926 — Yes over 55 years ago Chester travelled to Prenton Park for the opening game of the season having the previous season won the title against opposition which including teams like Manchester

North End, Hurst, Eccles, Sandbach Samblers etc.

The Chester team that August day was featured as (numbering from goalkeeper to outside-left in positional order) 22 PUGH; 21 CRITCHLOW; 20 RIGG; 19 RICHARDSON; 18 JACKSON; 17 DUCKWORTH; 16 PEERS; 15 ROTHWELL; 14 BURLEY; 13 PETERS; 12 BINGHAM.

In those days the numbers were shown in the programme for the benefit of alterations and players did not carry shirt numerals until many years later. The 1933 F.A. Cup Final Everton v Manchester City was the first game ever; but it was in 1939 when it was passed as compulsory at league level.

Reverting back to the programme which was unusually large (10ins. x 7 1/4 ins.) and sold at 2d was introduced as "Entertaining the Champions"....and read "For the opening game of the campaign here we have a reserve tit-bit, for our second string have a 'Derby' game with Chester. The 'Cestrians' last season carried off the championship of the County League, and in doing so revealed themselves a fine all round side. Few changes have been affected in the personnel of the eleven, and our visitors are hopeful of repeating the victory against us last year.

How many Chester supporters here today remember that team — or how many were present at the particular game.

Just for the record Chester Football Club went on to win the Cheshire County title for the second consecutive season and within 4 years were making a successful application to join the Football League following their record in what was a very competitive league.

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# SCENE THREE

At this time of the season officials, players and supporters of every club all have the same high hopes and ambitions, that their team will become champions or gain promotion. Come Christmas only a small number will have realistic hopes of reaching their goal. The editors thought it might be interesting to have a look at the prospects of some of the teams in the third this season.

There has been a lot said about whether the new system of three points for a win will have any affect on the way the game is played. Only time will tell, but it is interesting to note that the same teams would have been promoted in the Second, Third and Fourth Divisions.

After the success of Rotherham and Barnsley last season, Huddersfield and Doncaster will be carrying the flag for Yorkshire in the promotion race. The Terriers who missed promotion by three points last season look strong enough in all departments to be chasing honours again this season. Doncaster who scored fewer goals and conceded more than the three other promoted teams will rely on Billy Bremner to emulate the success of other members of the Don Revie Academy of Management.

Fourth Division champions Southend have been regular commuters between the two divisions over the last ten years and if they can maintain their form of last season at home where they conceded only six goals and dropped only four points, a reasonable away record might see them chasing one of the promotion spots.

Chesterfield just missed out on promotion for the second successive season after spending a lot of cash, and manager Frank Barlow will do well if he can maintain his club's challenge for a third season running.

Carlisle had a poor season last term but under Bob Stokoe and aided by goals from veteran "Pop" Robson and another former Sunderland man Bob Lee the Cumbrians could surprise a few people this time.

Despite being one of the best supported sides Portsmouth so often fail in the big games at Fratton Park. Away from home Pompey won eight games, only bettered by promoted Charlton and look likely to finish well up amongst those chasing the prizes.

## Match by match Results

	BRENTFORD	BRISTOL CITY	BRISTOL ROVERS	BURNLEY	CARLISLE	CHESTER	CHESTERFIELD	DONCASTER	EXETER	FULHAM	GILLINGHAM	HUDDERSFIELD	LINCOLN	MILLWALL	NEWPORT	OXFORD	PLYMOUTH	PORTSMOUTH	PRESTON	READING	SOUTHEND	SWINDON	WALSALL	WIMBLEDON
BRENTFORD	●																							
BRISTOL CITY		●																						
BRISTOL ROVERS			●			2-2																		
BURNLEY				●																				
CARLISLE		2-2			●																			
CHESTER						●																		
CHESTERFIELD							●																	
DONCASTER								●												0-1				
EXETER									●															
FULHAM		1-2								●														
GILLINGHAM				3-1							●													
HUDDERSFIELD									1-1			●												
LINCOLN													●											
MILLWALL														●					2-1					
NEWPORT								1-0							●									
OXFORD																●								
PLYMOUTH																	0-1	●						
PORTSMOUTH													1-1					●						
PRESTON																			●					
READING																				●				
SOUTHEND																					●			
SWINDON																						●		4-1
WALSALL																					0-1		●	
WIMBLEDON																								●



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# TOTAL NOW STANDS AT £5

Continued from page 5

## HOW WILL THE PEPSI GOLDEN GOALS SCHEME WORK? Points

Points will be awarded for all goals scored in League matches as follows:-

- Each Home Goal — 1 point Each Away Goal — 2 points
- A three point bonus for three or more goals scored in any League match — Home or Away.

### Clubs

League tables will be issued on a weekly basis. The top team overall in each of the four divisions will receive a trophy and £5,000 at the end of the season.

Last season's winners would have been:

- Division 1 — Ipswich (145 points)
- Division 2 — West Ham (138 points)
- Division 3 — Chesterfield (131 points)
- Division 4 — Southend (144 points)

### Monthly Awards

In addition, in order to give clubs a monthly opportunity to win an award, prizes of £1,000 will be awarded to the top club in each division every month for their goals performance during that month only.

It is interesting to note that if Pepsi Golden Goals had been in operation during season 1980/81, the monthly awards would have been won by a large number of different clubs. In the First Division, for example, Southampton alone won more than one monthly award, the other monthly winners being Liverpool, Aston Villa, Tottenham Hotspur, Ipswich, Wolves and Leicester. Leicester's monthly award was achieved despite their finishing the season in bottom place in Division One of the Pepsi Golden Goals league.

### Players' Awards

There will be a trophy and an award of £1,000 to the top goal-scorer in each Division (League goals only) at the end of the season.

Last year's winners would have been:-

- Division 1 — Steve Archibald (Spurs) and Peter Withe (Aston Villa), 20 goals.
- Division 2 — David Cross (West Ham), 22 goals.
- Division 3 — Tony Kelly (Exeter City) and David Kemp (Plymouth Argyle), 24 goals.
- Division 4 — Alan Cork (Wimbledon), 23 goals.

## League Division 3

Swindon	1	1	0	0	4	1	3
Gillingham	1	1	0	0	3	1	3
Millwall	1	1	0	0	2	1	3
Brentford	1	1	0	0	2	1	3
Reading	1	1	0	0	1	0	3
Southend	1	1	0	0	1	0	3
Oxford	1	1	0	0	1	0	3
Newport	1	1	0	0	1	0	3
Bristol City	1	0	1	0	2	2	1
Bristol Rovers	1	0	1	0	2	2	1
Carlisle	1	0	1	0	2	2	1
<b>CHESTER</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>1</b>
Exeter	1	0	1	0	1	1	1
Huddersfield	1	0	1	0	1	1	1
Lincoln	1	0	1	0	1	1	1
Portsmouth	1	0	1	0	1	1	1
Chesterfield	1	0	0	1	0	1	0
Doncaster	1	0	0	1	0	1	0
Plymouth	1	0	0	1	0	1	0
Walsall	1	0	0	1	0	1	0
Fulham	1	0	0	1	1	2	0
Preston	1	0	0	1	1	2	0
Burnley	1	0	0	1	1	3	0
Wimbledon	1	0	0	1	1	4	0

### Special Awards

There will be an award of £5,000 to any player in any Division who scores 35 goals in League matches only.

The last player to achieve this tally for League goals only was Dixie McNeil (Hereford United) who scored 35 goals in 1975/76 season.

### Charity

The teams in all four divisions winning the monthly awards will each receive a cheque for £1,000 to be divided between the Club and a charity of its choice.

Graham Kelly commented:-

"I am particularly pleased that the Pepsi Golden Goals campaign will be contributing to local charities. This will highlight the fact that already many clubs and players quietly involve themselves with deserving causes and the campaign will, hopefully, strengthen links previously forged."

## WHY HAVE PEPSI-COLA JOINED THE FOOTBALL LEAGUE IN THIS PROMOTION?

Commented John Barnes, Northern European Marketing Director:-

"We like to think that our product is associated not only with sport, leisure and youth — but with success and achievement. Football is still our No. 1 national game and we are proud to be connected with a campaign that, hopefully, will encourage even more excitement and entertainment."

"If the Pepsi Golden Goals scheme can prove to be a winner we have plans to expand the idea to other countries and other leagues."

"It is sad to relate, however, that the problem of 'goal starvation' is more acute in England than in most countries. Last season, our First Division was only 21st in goal scoring achievement — compared with goal tallies of clubs in Holland, East Germany and West Germany for example. Our teams averaged only 2.6 goals per game compared with 3.5 in Holland. You won't be surprised to learn that Italy were bottom of the League with only 1.9 goals per game."



**CHESTER F.C.**  
**VOUCHER**  
**1981-82**

**2**





# TERRACE TALK

Your personal viewpoints, arguments, jokes and general  
Seals chit-chat always welcome.

Kicking off Terrace Talk today is Graham West from Little Sutton who would like some information about the Group Cup Competition that Chester have been competing in. Graham writes: "I haven't seen many details in the press about this competition but I understood that it was going to be limited to third and fourth division clubs only but obviously this is not the case. Can you please explain the details for me?"

Well Graham it looks as though you've got your competitions a little crossed. The Football League Group Cup was introduced this season when teams from "north of the border" decided the Anglo-Scottish Cup was no longer a viable proposition. The Group Cup was a replacement to give 32 teams the chance to take part in competitive games rather than just pre-season friendlies. The teams were divided into eight groups with the group winners going through to quarter finals in December with the semis in January and the final a month later. The teams participating include Notts County from Division 1, seven from Division 2, fourteen from Division 3 and ten from Division 4.

The competition that you seem to be getting confused with Graham is the provisionally titled Associate Members Cup which will be limited to clubs from Divisions 3 and 4. If everything goes ahead according to plan this regionalised competition will begin in February and continue through the rest of the season with the winners of the northern group meeting the winners from the south in early June, hopefully at Wembley — let's hope it goes ahead and that Chester can reach the twin towers!

Thirteen year old Paul Brooking of Queensferry would like to know if we have any information on the whereabouts of the players released by the club at the end of last season. Paul writes "I like to keep track of players' careers when they leave Chester and I would be very grateful if anyone could help in this respect."

As you will probably be aware Paul, Brian Lloyd spent the last few months of last season on loan to Port Vale and they were the first club to offer him terms, but they could only do so on a part time basis. Tranmere were also said to be interested in securing his services but eventually he rejoined his first league club, Stockport County, signing a one year contract to replace David Lawson.

Derek Jeffries was believed to be interesting Crewe prior to Tony Waddington's departure but the latest information we have is that he teamed up with Alliance Premier League team Telford against Chester in the recent friendly game and he will obviously be an asset to them.

After spending the summer playing cricket for Shotton, Keith Fear has been training with third division Wimbledon and he scored for them in a recent 4-0 Group Cup victory against Gillingham. If he doesn't throw in his lot with "The Dons" then the chances are that he may well end up with Bangor City who are also said to be keen on signing Keith.

Trevor Birch has returned to his native Merseyside and teams up with Northern Premier League side Marine whose manager was quoted as saying that he had waited 13 years to sign Trevor. Of the youngsters Ian Edwards, Richie Gendall and David Prestidge we have no definite news. Oswestry were said to be interested in Ian whilst Bangor and Telford have been mentioned in connection with Richie.

Our final letter this week is from a young lady called Gaynor Jones who, it appears, has taken an immediate liking to new signing Gary Simpson. "He seems to be a hard working player who is improving with each game," she says, "he even impressed some of the Shrewsbury fans in the Group Cup game. Could you please give me some details about Gary's career?"

Certainly Gaynor! 22 year old Gary was born in Chesterfield and worked his way through the youth teams at Saltergate. He broke into

Chesterfield's first team in 1977 and by the end of season 1977-8 he had recorded 16 first team appearances and scored 4 goals. The following season he made 11 full appearances with 5 more games in the number twelve shirt. That season he managed only 3 goals but one of those came against Chester when he opened the scoring for "the Spiritites". Incidentally in that same game John Cottam scored the third goal in Chesterfield's 3-1 victory.

The last two seasons saw Gary play only 9 full first team games as Chesterfield pushed for promotion but for a lot of the time Gary was sidelined with cartilage trouble. Last season he appeared as substitute in the game against Chester at Saltergate. In 1980-81 Gary scored one goal in the league and one in the FA Cup but last season he showed that he knows how to score goals when he netted 18 times in just 28 games for the Chesterfield reserve side that won a league and cup double.

Gary was unfortunate during his time at Chesterfield in that Ernie Moss and Alan Birch were scoring goals regularly and several big money signings were also brought into the club rather than the likes of Gary being given an extended run. It's rather ironic that Alan Oakes also tried to sign Ernie Moss presumably to form a partnership with Gary when Moss was the man responsible for keeping Gary out of Chesterfield's first team!

If Gary continues to maintain the promise he has shown so far in a Chester shirt he will be an obvious asset to the club and should provide an ideal target man, something that has been lacking since Ian Edwards' departure. I'm sure all Seals fans will join us in wishing Gary and his wife well in their stay at Chester.



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# SEALS 81.82 STATISTICS

Date	Opposition	Venue	FA	Gate	1	2	3	4	5	6	7	8	9	10	11	12
Aug 29	BRISTOL ROVERS	A S	2-2	5,554	Millington	Needham	Raynor	Storton	Zelem 1	Oakes 1	Jones	Simpson	Ludlam	Phillips	Sutcliffe★	Cottam★
Sept 5	SWINDON	H S														
Sept 12	GILLINGHAM	A S														
Sept 19	MILLWALL	H S														
Sept 23	WALSALL	H W														
Sept 26	FULHAM	A S														
Sept 29	HUDDERSFIELD	A Tu														
Oct 3	DONCASTER	H S														
Oct 10	OXFORD	H S														
Oct 17	WIMBLEDON	A S														
Oct 21	CHESTERFIELD	H W														
Oct 24	PLYMOUTH	A S														
Oct 31	READING	H S														
Nov 3	BURNLEY	A Tu														
Nov 7	PRESTON N.E.	A S														
Nov 14	EXETER	H S														
Nov 28	BRENTFORD	A S														
Dec 5	SOUTHEND	H S														
Dec 18	BRISTOL CITY	H F														
Dec 26	NEWPORT	A S														
Dec 28	CARLISLE	H M														
Jan 2	LINCOLN	A S														
Jan 10	SWINDON	A Su														
Jan 16	PORTSMOUTH	H S														
Jan 23	BRISTOL ROVERS	H S														
Jan 30	MILLWALL	A S														
Feb 6	GILLINGHAM	H S														
Feb 9	WALSALL	A Tu														
Feb 13	DONCASTER	A S														
Feb 20	HUDDERSFIELD	H S														
Feb 27	OXFORD	A S														
Mar 6	WIMBLEDON	H S														
Mar 9	CHESTERFIELD	A Tu														
Mar 13	PLYMOUTH	H S														
Mar 17	BURNLEY	H W														
Mar 20	READING	A S														
Mar 27	PRESTON N.E.	H S														
April 3	EXETER	A S														
April 10	NEWPORT	H S														
April 13	CARLISLE	A Tu														
April 17	SOUTHEND	A S														
April 24	BRENTFORD	H S														
May 1	PORTSMOUTH	A S														
May 5	FULHAM	H W														
May 8	LINCOLN	H S														
May 15	BRISTOL CITY	A S														
Sept 2	PLYMOUTH LC1 1L	H W														
Sept 16	PLYMOUTH LC1 1L	A W														



# TEAM CHECK

## Chester

Colours: Blue & White stripes.

H.T. .... F.T. ....

- 1 Grenville Millington .....
- 2 Paul Needham .....
- 3 Paul Raynor .....
- 4 Trevor Storton .....
- 5 Peter Zelem .....
- 6 Alan Oakes .....
- 7 Brynley Jones .....
- 8 Gary Simpson .....
- 9 Steve Ludlam .....
- 10 Trevor Phillips .....
- 11 Peter Sutcliffe .....
- 12 .....

## OFFICIALS

**REFEREE:** ALAN BANKS, Manchester. Commenced refereeing in the Atherton Junior League graduated through Leigh and District, Bolton Combination and Lancs Combination to the F.L. list.

**LINESMEN:** (Red) G.D. CAMM, Brierley Hill, (Yellow) G. HOWARTH Bolton.

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## Swindon

Colours: Red with White trim.

Attendance .....

- 1 Jimmy Allan .....
- 2 Charlie Henry .....
- 3 Gary Williams .....
- 4 Brian Hughes .....
- 5 Russell Lewis .....
- 6 Mike Graham .....
- 7 Craig Moores .....
- 8 Gary Emannelle .....
- 9 Andy Rowlands .....
- 10 Roy Greenwood .....
- 11 Roy Carter .....
- 12 .....

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