ROCHDALE

ASSOCIATION

FOOTBALL

CLUB



OFFICIAL PROGRAMME

6?



ROCHDALE

V

LUTON TOWN

TUESDAY, 6th SEPTEMBER 1966

Kick-off 7-30 p.m.

TAXI STREAMLINE

PHONE 44104

FOR PROMPT SERVICE

W. PICKUP

Phone Norden 58166

FOR YOUR COACH
PARTY

SPEND A FRIENDLY EVENING at the

JOLLY WAGGONER

(G. Hirst)

Freshly Made SnacksSPOTLAND ROAD

Telephone 46497

Old Clock Face Hotel
WEDDING & PRIVATE PARTIES
CATERED FOR

Hosts: Alan and Joyce Ellis

TOAD LANE, ROCHDALE

Telephone 46276

ARTHUR LORD & SONS

(Rochdale) LIMITED

Telephone: Rochdale 44114

PAINTING & DECORATING CONTRACTORS
240 SPOTLAND ROAD - ROCHDALE

Mr. Shopkeeper go to-

WATERFIELDS

WHOLESALERS
GLOBE MILL, VAVASOUR STREET, ROCHDALE
FOR YOUR REQUIREMENTS
AND FINISH TOP OF THE PROFITS LEAGUE

CLIVE HARVEY

The Smart Man's Shop

12/15-MARKET ARCADE

ROCHDALE

Everything for the Modern Man

PIES

PIES

PIES

Buy your Quality Home Made Pies and Home Made Confectionary from

Hiltons Home Bake 14 Spotland Road, Rochdale

Shops, Hotels, Canteens & Private Parties
Phone 48562 for Quality & Service

Phone-43215

Owen Devaney & Son

FUNERAL SERVICE

392 Edenfield Road - Rochdale 17 Spotland Road - Rochdale Telephone—40019

CHAPEL OF REST—PEEL STREET

Grimes Motor Bodies

MOTOR BODY REPAIRS
SPRAYING A SPECIALITY

EDENFIELD ROAD NORDEN

Telephone 58532

ROCHDALE ASSOCIATION FOOTBALL CLUB LTD.

Directors:

Chairman: F. S. RATCLIFFE, Esq.
Vice-Chairman: J. S. STONEY, Esq.
G. BLACK, Esq.
G. R. BRIERLEY, Esq.
L. HILTON, Esq.
E. LORD, Esq.

Manager : A. COLLINS Secretary : W. R. COMMINS

Registered Office: WILLBUTTS, SPOTLAND, ROCHDALE Telephone: 49102

CLUB NOTES

There was a feeling of optimism when the notes were written for our first home game of the season last Saturday week. Unjustified, it seems. The team did not start well and could not complain about losing to Barrow.

These notes had to be written before last Friday's game at York and so we do not know whether that match brought an improvement and signs of the players regaining their touch.

It was interesting to note that after the Barrow game almost every individual spoken to seemed to offer a different reason for the defeat, and a different remedy. Everyone, however, was disappointed, and there were a number threatening to stay away from Spotland until results prove that things have changed.

We can only hope that there will not be too many of these, and that they will quickly have good reason to end their boycott. The opening home game attracted a crowd of only 2,700. It should be clear that the club cannot be run with any success on that kind of support, and there will be even less chance of success if support falls below that low figure.

Whilst the team which met Barrow lost through their own efforts it cannot be overlooked that we have been terribly unlucky with injuries to experienced key men.

Perhaps one or two of the absentees will be fit to come into the team for to-night's game against Luton Town, one of the Fourth Division clubs to miss promotion by a narrow margin last season.

In that campaign Luton were able to win all four points from their two meetings with Rochdale. We recall that their victory at Luton was decided by an injury to Bob Stephenson which came at a time when Rochdale were well on top.

T. HENEGHAN Accountant

4-6 HEYWOOD ROAD, CASTLETON

Telephones: 57456 and 57423

SUPPORTERS' CLUB NOTES

Good evening everyone. With to-night's game following the last League game so soon, we have not the opportunity of comparing the last result to to-night's game, we are writing these "Notes" without the benefit of knowing the result of the game against York City.

However, we, along with all Rochdale supporters, should be the first to admit that we were very disappointed at the result of the last home game against Barrow. We were all looking forward to breaking our "Duck" against a team that we have come to look on as Rochdale's Fairy Godmother in that we always pick up points at Barrow's expense, that result was not to be. Whilst appreciating that the management have so very few fit men to choose the team from it is, nevertheless, very hard to see how the hard work of the Club helpers can stand up to the jibes of others when play on the field becomes as pathetic as it did against Barrow, we have always prided ourselves at Rochdale that, at least, we had a good home team, this title now seems to be in jeopardy and will remain so unless the team are prepared to give their utmost on the field. This criticism may seen very hard, in view of the injuries and shortage of staff, but it has to be said if the good work being done by Pool Agents and others is to carry on, nothing succeeds like success.

E. HEPWORTH (Marine Stores)

URGENTLY WANTED

All non-ferrous metals "you've tried the Best now try the rest for Price"

STUART STREET, ROCHDALE

RIGRY of ROCHDALE THE WASHING MACHINE SPECIALISTS

All Work Guaranteed Bendix Authorised Service Agents

132/134 YORKSHIRE STREET

Telephone-47142

Furnishings of Distinction Modern or Reproduction

> Donnelly (Rochdale) Ltd.

Telephone: 44864

35-7 Cheetham Street

Tel.: 47873

Branches

SHAWCLOUGH ROAD

24 TOWER STREET, HEYWOOD

403 MANCHESTER RD., SUDDEN, ROCHDALE Tels.: 57355 & 57487

6 BLACKWATER STREET, ROCHDALE

SIMPSON STREET, MIDDLETON JUNCTION

Tels.: 40985 & 40986

Tels.: 69956 & 60744

Tels.: 48571 & 48960

Tels.: MID 3340/3257

GENUINE NO LIMIT

We reached unprecedented heights in the Bar during the visit of Barrow. we sold out. Whilst our friends from Barrow were responsible for buying a lot of the stock we like to think that our own friends were, in the main, the ones we should be thankful to. As you may or may not know, we will be losing the present Bar when the New Social Club opens and, as a gesture of our appreciation to all our patrons, we aim to keep the prices of Beer and Spirits at the prices appertaining before the last increase, if at all possible. If you haven't already paid us a visit, do so now and enjoy your refreshment at the old price. We should point out that your Membership is now due for renewal and the new Cards are available so, why not come along and renew your membership and have a drink at the same time, we'd like to be "sold out" far more often. Membership is 2/- and everyone can afford that in view of the savings on the beer you buy. It is also time for the Junior Supporter's Club members to renew their membership and we look forward to this being a bumper year for the Juniors with lots more activities for them to take part in, come along youngsters, get your names down for the Junior Supporter's Club.

"COME ON THE 'DALE"

Telephone-44161/2

SMITHIES & CO. (1962) LTD.

(A subsidiary of J. H. Temperley Holdings Ltd., of Todmorden) LIVSEY STREET: ROCHDALE

For all your Ironmongery requirements:-

GARDEN TOOLS: ELECTRIC POWER TOOLS (Wolf, Black & Decker) TECHNOR STONE SAWS — Agents : BALL & ROLLER BEARINGS RETAIL AND WHOLESALE IRONMONGERS AND MILL FURNISHERS

Follow your Team not only at Spotland, but to . . .

The Gent's Hairdresser

Make a Regular Appointment Phone-Milnrow 55220

R. KENNY 18 BRIDGE ST., MILNROW THE

Rochdale Sports House LEADING SPORTS HOUSE OF ROCHDALE

Special Terms for all Sports Goods to Clubs

Telephone-45001

DECORATE WITH SHAND KYDD SANDERSON & CROWN WALLPAPERS chosen from OAK PATTERN BOOKS

Lancashire Wallpaper Supply Co.
OAK MILL, MELLOR STREET

ROCHDALE Telephone-49915

R. ADAMSON

INSURANCE BROKERS **ESTATE AGENTS**

108 YORKSHIRE STREET ROCHDALE

Telephone 48311

HEETAIRE LTD.

HEATING ENGINEERS AND PLUMBING CONTRACTORS

LITTLEDALE STREET MILL, ROCHDALE

Telephone-47233



YOUR SOUND MUSIC AND VISION SHOP 91e DRAKE

STREET & Branches

Shorrock & Shorrock Telephone: Rochdale 444030

BAMFORD'S

Complete House Furnishing

Telephone 49714

MAKE SURE YOU BUY A COPY OF

GREENFINAL

The popular Saturday-night Sports paper for Oldham and Rochdale

ROCHBALE

Goalkeeper WILLIAMSON, R.

2-Right Back SMITH. G.

4-Right Half RICHARDSON, B.

8-Inside Right RUSSELL, G.

7-Outside Right CROSSLEY, P.

ROCHDALE

Substitute: McOUEEN, I.

LUTON TOWN

Substitute: FRENCH

> WHITTAKER 11-Outside Left

> > RIOCH 10- Inside Left

MOORE 6-Left Half

JARDINE 3-Left Back

5-Centre Half TAYLOR, B.

9-Centre Forward LISTER

Rochdale **Motor Garage** Co. Ltd.

Station App. Rochdale 44614 FORD Main Dealer

RIDDICK 9-Centre Forward

RIVERS

5-Centre Half

READ Goalkeeper LUTON TOWN

3-Left Back CALLOWAY, L.

6-Left Half COLLINS, G.

10-Inside Left WHEATLEY, B.

11-Outside Left STORF. D.

Referee:

D. N. H. PAYNE (Sheffield)

Linesmen:

J. G. Brine

B. Hutchinson

PIEAT 7-Outside Right

8-Inside Right THOMSON

KING

4-Right Half

SLOUGH 2-Right Back

For real beer drinkers

WEBSTER'S



Perfect Beers

OVENDEN WOOD, HALIFAX, YORKSHIRE

Printed by W. A. Ashworth & Sons (Printers) Ltd., Clarkes Lane, Rochdale, Tel. 45188

PARK BATTERIES

FOR INSTANT RESPONSE FROM YOUR GARAGE, or

PARK BROS.. WATER STREET, ROCHDALE

Telephone: Rochdale 45944

Is Your Motor Car Well Supported?

Be sure and visit Rochd ale's Most Modern Tyre Depot

TYRES ROCHDALE ROYDS STREET

Telephone 49935

DAVID ANDERS

FUEL DISTRIBUTORS ALBION ROAD, ROCHDALE

Telephone 48996

PHIMAX, COKE, ALL GRADES OF COAL AVAILABLE Regular weekly or fortnightly Deliveries

HYMIE SHOWMAN

For Suits that boast a past and still have a bright future hand-made, cut and styled by

HYMIE SHOWMAN

The Personal Tailor 118 YORKSHIRE STREET ROCHDALE 32 SAVILLE ROW, LONDON

Established 1831

CASSON LTD.

MANUFACTURERS MINERAL WATER

11-17 LODGE STREET MIDDLETON

WINE & SPIRIT MERCHANTS Tel.: 061-Mid 2395

PRINTING IS OUR BUSINESS

We guarantee a first-class job at competitive prices COLOUR WORK A SPECIALITY

OAK PRESS LTD. NORWICH STREET

ROCHDALE

WE SPECIALISE IN COOKED MEATS, BACON, BUTTER AND CHEESE

S. THACKSTONE

Grocer and Provision Merchant PERSONAL SERVICE

MARKET HALL, ROCHDALE

Telephone 46357

Luton Town Association Football Club Limited PLAYING STAFF - SEASON 1966-67

TONY READ—Goal Keeper. Born at Haydock, his first Club was Sheffield Wednesday, and in 1964 he left them to go to Peterborough. Was then transferred from there to Luton in March 1965 to show his versatility, he last season made 35

appearances in the forward line scoring 12 goals besides six appearances in goal.

ALAN SLOUGH—Full Back. Another Luton boy who has graduated through the ranks of Schoolboy, Amateur and Apprentice Professional, being offered Full Terms in May, 1965. He is another boy on whom the Club will pin its faith for the future. Can also play with distinction at Wing Half and Inside Forward, in fact he gained County Representative honours as an Amateur in the latter

FREDDIE JARDINE-Full Back. Although born in Edinburgh, he played for two seasons for Dundee before coming South to Luton in 1961. Was signed as an Outside Left but has since made the Left Back position his own.

BOBBY THOMSON—Full Back. Born at Monstrie in Scotland. He first came into prominence with Partick Thistle and was later transferred to Liverpool for a big

fee. Luton secured his services from the latter Club on the 2nd August, 1965.

ALAN RIVERS—Half Back. Born at Portsmouth he signed Professional forms for

ALAN RIVERS—Half Back. Born at Portsmouth he signed Professional forms for this Club in January 1964, after playing three years for us as an Amateur. He is a very well built lad who can also play with success at Centre Forward.

JOHN MOORE—Wing Half. In his second season for Luton. Previously played for Motherwell. Made 43 League appearances and scored five goals last season which can be said to be a satisfactory baptism into English football.

DAVID PLEAT—Winger. Born at Nottingham. He played for England Youth Team and also Nottingham Forest, from whom we secured his transfer in August, 1984. Was a regular member of our First Team until he had the great misfortuge to break a leg. Now recovered he is determined to make his presence felt once more.

GERALD KING—Winger. A Welshman by birth, he played for his country both as a Schoolboy and at Youth International level. Has played for Cardiff and Torquay, from whom he was transferred in June, 1966.

quay, from whom he was transferred in June, 1966. GORDON RIDDICK—Inside Forward. Turned Professional in April 1961 following a short period of Apprenticeship. He has been with this Club since this date making many first team appearances equally well at Full Back, Half Back and as

a Forward. He was Born at Langlebury.

H. ROTHWELL & CO. LTD.

WHOLESALE IRONMONGERS ONE OF ROCHDALE'S LEADING IRONMONGERS

DUKE STREET - ROCHDALE

Telephone: 49231/2 (2 lines)

Telephone: Rochdale 44323/4

R. SPENCER (Stationers) LTD., Nelson St.

LETTERPRESS PRINTING, OFFICE MACHINERY & COMMERCIAL STATIONERY, ACCOUNT BOOK SPECIALISTS

Advertising Calendars, Desk Diaries and Private Greeting Cards

CONSULT

HANCOX & ISON

PLUMBER HEATING SPECIALISTS PROPERTY REPAIRS

Telephone: Castleton 57600

75 LINKSIDE AVENUE ROYTON

SMITH BROS. (Rochdale) LTD.

MOSS STREET WORKS

Iron, Steel and Metal Merchants

Telephone-Rochdale 46061

BRUCE RIOCH-Inside Forward. Although born at Aldershot he was brought up in Luton and represented the Town at School also having trials for the England School-Boys Team. He signed Apprentice Professional in August, 1963 and full

Professional in September 1964. Made 21 League appearances last season.

RAY WHITTAKER—Outside Left. A Londoner from Bow, his only other Club being the Arsenal. He gained England Youth International Caps in 1962 and 1963 and when we were in need of a left wing he was persuaded to join us in March, 1964.

He went straight into the First Team and held his place ever since.

THE FOOTBALL ASSOCIATION NOTICE to Players, Officials and Spectators

Players, Officials and Spectators are only allowed to take part in or attend matches on condition that they observe the Rules of the Association, and every affiliated Association or Club is required to observe and enforce such rules.

Every Association or Club is responsible to the Council for the action of its Players, Officials and Spectators, and is required to take all precautions necessary to prevent Spectators threatening or assaulting Officials and Players. during or at the conclusion of Matches. An Official of an Association or Club, Referee, Linesman, or Player, shall not bet on any Football Match, and Associations and Clubs are also required to prevent betting and the use of objectionable language by Spectators. In the case of a breach of this Rule, any Player, Official, or Spectators may be removed from any ground, and such force used as may be necessary for the purpose of effecting such removal. The Association shall be entitled to publish in the public press, or in any other manner it shall think fit reports of its proceedings, acts and resolutions whether the same shall or shall not reflect on the character or conduct of any Club, Official, Player, or Spectator, and every such Club, Official, Player, or Spectator shall be deemed to have assented to such publication.

Issued by order of the Council of The Football Association, DENIS FOLLOWS. 22 Lancaster Gate, London, W.2. Secretary.

Fred Parkinson Ltd.

Commission Agents
WELLINGTON STREET, STOCKPORT
Telephone—STOckport

Branches in this area at:-23 Oldham Road, Rochdale.

23 Lord Street, Rochdale. 83 Whitworth Road Rochdale. 11 Market Street, Royton. 83 Yorkshire Street, Heywood 181 Spotland Road, Rochdale.

Charles Holt & Sons SUNNYSIDE GARAGE WHITWORTH

29, 36 & 41 Seater Coaches LUXURY COACHES FOR HIRE

Telephone: Whitworth 3166

Harry Humphreys

and CO. LTD.

Directors: F. Heys, D. A. Heys

The Old Smithy, Edenfield Rd., Norden, Rochdale

EGG, CHEESE AND PROVISION MERCHANTS

Your enquiries will receive our **Prompt Attention!**

FIRST TEAM FIXTURES

FIRST TEAM FIXTURES	2:
Date Opponents	Ground
1966	
Aug. 20-Crewe Alexandra	Away L 2-1
Aug. 27—Barrow	Home L 3-1
Sept. 2-(Fri.) York City	Away
Sept. 6-(Tues.) Luton Town	Home
Sept. 10-Lincoln City	Home
Sent 17Chesterfield	AWay
Sept. 24-Stockport County	Home
Sept. 29—(Thur.) Luton Town	Away
Oct. 1-Aldershot	Away
Oct. 8-Barnsley	Home
Oct. 15-Newport County	Away
Oct. 19-(Wed.) Chester	Away
Oct. 22—Brentford	Home
Oct. 29—Halifax Town	Away
Nov. 5-Hartlepools United	Home
Nov 12-Exeter City	Away
Nov. 15—(Tues.) Chester	Home
Nov. 19-Bradford City	Home
Nov. 26—(1)	
Dec. 3-Southend United	Home
Dec. 10-Wrexham	Away
Dec. 17—Crewe Alexandra	Home
Dec. 24— Dec. 26—(Mon.) Notts County	Home
Dec. 27—(Tues.) Notts County	Pawaj
Dec. 31—Barrow	Away
1967	
In 7-(2)	0 190 Pm H
Jan. 14—Lincoln City	Away
Jan. 21—Chesterfield	Home
Jan. 28—(3)	
Feb 3—(Fri.) Stockport County	Away
Feb 11-Aldershot	Home
Feb. 18—(4) Bradford Park Avenu	eAway
Feb. 25—Barnsley	Away
Mar. 4—Newport County	Home
Mar. 11—(5) Bradford Park Avenu	ueHome
Mar. 18—Brentford	Away
Mar. 25—Tranmere Rovers	Home
Mar. 27—(Mon.) Port Vale	Home
Mar 28-(Tues.) Port Vale	Away
Apr. 1—Hartlepools United	Away
Apr. 8-(6) Exeter City	Home
Apr. 8-(6) Exeter City Apr. 10-(Mon.) Southport	Away
Apr. 15—Bradford City	Away
Apr. 22—Halifax Town	Home
Apr. 24—(Mon.) Southport	Home
Apr. 29—(S.F.) Southend United	Away
May 6—Wrexham	Home
May 12—(Fri.) Tranmere Rovers	Away
May 20—F.A. Cup Final	harmon barrier and an array
May 27—York City	Home
way 21-101k City	

SECOND TEAM FIXTURES	
Date Opponents Ground	
1966	
Aug. 20-Bolton Wanderers 'A' (S.C.) Home W 3)-
Aug. 31—(Wed.) Bury 'A' (S.C.) Away L	2-
Sept. 3—Burnley 'A' (S.C.)	
Sept. 10-Preston North End 'A' Away	
Sept. 17—Crewe Alexandra Res Home	
Sept. 24-Manchester United 'A' (S.C.) Away	
Oct. 1-Oldham Athletic 'A' (S.C.) Home	
Oct. 8-Bolton Wanderers 'A' (S.C.) Away	
Oct. 15-Oldham Athletic 'A' (S.C.) . Away	
Oct. 22—Blackpool 'A'Away	
Oct. 29—Liverpool 'A'	
Nov. 5-Manchester City 'A' (S.C.) Away	
Nov. 12-Manchester United 'A' (S.C.) Home	
Nov. 19—Burnley 'A' (S.C.)Away	
Nov. 26-Manchester City 'A' (S.C.) Home	
Dec. 3—Tranmere Rovers 'A'Away	
Dec. 10-Blackburn Rovers 'A' Home	
Dec. 17—Crewe Alexandra ResAway	
Dec. 24—Bury 'A' (S.C.)	
Dec. 31-Bolton Wanderers 'A' Home	
1967) to nobeloosa betailing (F)	
Jan. 7—Oldham Athletic 'A'Home	
Ian 14—Burnley 'A'	
Jan. 21-Blackburn Rovers 'A'Away	
Jan. 28-Manchester United 'A' Away	
Feb. 4—Bury 'A'	
Feb. 11—Bury 'A'Away	
Feb. 18—Tranmere Rovers 'A' Home	
Feb. 25—Everton 'A'	
Mar. 4—Liverpool 'A'Away	
Mar. 11—Everton 'A'	
Mar. 18—Blackpool 'A'	
Mar. 25—Bolton Wanderers 'A'Away	
Apr. 1-Preston North End 'A' Home	
Apr. 8-Manchester City 'A'Away	
Apr. 15-Manchester United 'A' Home	
Apr. 22— Apr. 29—Manchester City 'A' Home May 6—Burnley 'A' Away	
Apr. 29—Manchester City 'A'Home	
May 6—Burnley 'A'Away	
May 13-Oldham Athletic 'A'Away	
Pred Parkingon Ltd !	
A STATE OF THE PARTY OF THE PAR	

"These Fixtures are the copyright of The Football League Limited, and are printed by their permission under Licence No. 2. They must not be reproduced in whole or in part without permission from The Football League Limited."

Next 'Home' Match:—Saturday, September 10th v. LINCOLN CITY

K.O. 3.0 p.m.

E. HEPWORTH (Marine Stores)

URGENTLY WANTED

All non-ferrous metals "you've tried the Best now try the rest for Price"

ST UART STREET, ROCHDALE

Tel.: 47873

FOR QUALITY FURNITURE AT PRICES YOU CAN AFFORD Consult . . .

S. PILKINGTON

HOUSE FURNISHERS 34 LORD STREET, ROCHDALE

Telephone: Rochdale 46536 Hire Purchase Facilities Available

For all that is best in SPORTS EQUIPMENT

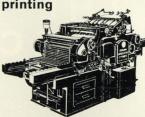
Visit

PIONEER HOUSE

LORD STREET Stockists for BUKTA and **UMBRO**

Telephone: Rochdale 46071

printing



imprint is a sign of COMPETITIVE QUALITY

see bottom centre page

Flowers for all occasions . . .

THE FLOWER CORNER

Proprietor: Marjorie Butterworth 260 SPOTLAND ROAD ROCHDALE

Phone Rochdale 48873 FOR QUALITY AND SERVICE

BATESON'S

RELY ON A REAL IRONMONGER — GET IT AT BATESON'S

Wolf, Black & Decker Electrical Tools always in stock BATESON'S LIMITED 105/111 YORKSHIRE STREET, ROCHDALE. Tel.: 47971 MACHINE & SMALL TOOLS SUPPLIED

BATTERIES

for

TYRES

SERVICE GO TO

PASSMONDS GARAGE

(Proprietors: E. Fletcher, F. Garside)

PETROL

Edenfield Road

OIL

Phone 46127

SHELL LUBRICATION

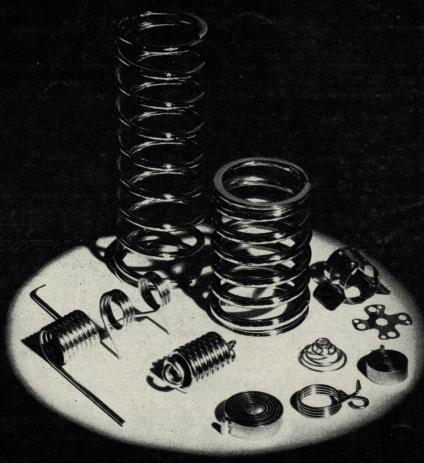
TUBES

REPAIRS

SPARES

Ratcliffe

THE SPRING SPECIALIST





F. S. RATCLIFFE (ROCHDALE) LIMITED Crawford Spring Works, Norman Road, Rochdale Tel: 40415 (Ask for Technical Advisory Service) Telegrams 'Recoil' Rochdale. Telex 63178

