# READING

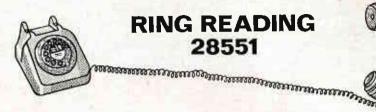
FOOTBALL CLUB - OFFICIAL PROGRAMME 9°

FOOTBALL LEAGUE DIV. III WEDNESDAY, 12th MARCH, 1969

## LUTON TOWN



SEASON 1968/69



Ask for Mr. L. D. Sheward our Personnel Officer and talk to him about the opportunities in our company, where you can fit in and what part you can play in its continued success—or call at



SIGMUND PULSOMETER PUMPS OXFORD ROAD, READING, BERKSHIRE

# H.F. WARNER LTP



STAR WORKS
KNOWL HILL
TWYFORD BERKS

CLAY ROOFING TILES AND BRICKS

CLINKER BLOCKS: PRE-STRESSED SPANLITE LINTELS

RED DRESSING FOR RUNNING TRACKS

(As supplied to Reading F.C. and many other League Clubs)

## READING FOOTBALL CLUB LIMITED

Founded 1871

Volume 23 Number 17

12 March, 1969

President A. E. SMITH, Esq.
DIRECTORS
Chairman F. V. WALLER, Esq.
Vice-Chairman D. P. BAYLIS, Esq.
W. T. D. VINCENT, Esq.
L. DAVIES, Esq.
Secretary Manager F. MAY

Hon. Medical Officer
Dr. K. D. SALZMANN, M.D., M.R.C.P
Registered Office & Ground
ELM PARK, READING
Telephone & Telegrams 57878-9-0 (READING)
Colours
SHIRTS: SKY BLUE
KNICKERS: SKY BLUE

Front page illustration reproduced by courtesy of the "Reading Chronicle"

#### Elm Park Viewpoint

THE inconsistency which has kept Reading in the Third Division for so long has been clearly illustrated in the last three games. The last time we were at home we were in brilliant form, beating Stockport 4—2. This was our first serious try at a more orthodox 2-3-5 system after years of 4-2-4, and it was not only the result, but the high standard of the general performance that night which had everyone supremely optimistic about the future.

It took just four days for any illusions to be shattered. We went to Rotherham in mid-week and played as badly as we had done at any time in the season. We were beaten 4—1, and the score told no lies about the pattern of play.

On Saturday we visited Northampton, and a top priority was that the defence should play better. But there was no sign of improvement, and by half-time we trailed 3—1.

It looked then as though we were heading for absolute disaster, but more determination and tactical alterations saw us dominate the second half so completely that it might well have been us two goals in front by the final whistle.

We pulled back one goal, to make it 3—2, and piled on so much pressure that an equaliser looked certain. Unfortunately the Northampton goalkeeper chose this afternoon for what was later described as the best display of his career.

Showing amazing handling ability and agility, the man concerned, Roger Barron, blocked everything we could muster, and eventually Northampton broke out to wrap it up at 4—2.

So maybe we were a little unlucky to lose—that is if a side which concedes four goals can be called unlucky. There is no excuse for any side conceding the number of goals we have been recently—ten in the last three games. It is especially distressing since the attack is scoring quite freely—12 in the last five games. Let's hope we can rectify the situation tonight.







See Telephone Directory for local branch

### Our Visitors

LUTON TOWN F.C.

A NYONE who believes in "bogy" teams will be shuddering at the prospect of our having to face Luton Town tonight. Over the years we had so little luck when playing against Luton that the case for us having some sort of jinx on us when we meet them is a very strong one.

In recent years we have lost to Luton invariably by the odd goal, and invariably under circumstances where we could or should have won easily.

Things went true to form when we visited Kenilworth Road a few weeks ago. We had Dick Spiers sent off very harshly and were prevented from drawing 2—2 by a fluke goal-line save in the last minute.

It is fair to say that on the run of play Luton probably just deserved to win—but we could so easily have drawn, and possibly would have done against another side!

Since they were last here three or four seasons ago Luton have had a spell of rebuilding in Division Four, bouncing up last season with a side full of talent.

Thanks mainly to an impregnable home record Luton have kept up their reputation in the Third Division, and, now that they have started playing better away from home, they are up among the leaders.

While Luton make their return here after a few years absence, the same applies to their new manager Alec Stock. Mr. Stock of course, lifted Queen's Park Rangers from Third to First Division before parting company with them.

The side he inherited is a talented one—and none more talented than Scottish goalkeeper Sandie Davie. In front of him Max Dougan and Jack Bannister form a solid full-back pair and half-backs Alan Slough, Terry Branston and John Moore take some getting past.

Particularly at home the Luton attack has been very impressive. Despite the absence of star man Bruce Rioch through injury they are still a unit to be reckoned with, especially ex-Coventry and Pompey man Brian Lewis and winger Graham French.

## SMITHS LUXURY GOAGHES

(READING) LTD

MILL LANE, READING

TELEPHONE 51241

GOOD FRIDAY APRIL 4th

## BOURNEMOUTH

Depart 10 a.m.

Fare 18/-

Child 12/-

Full details from Head Office and Agents

# Don't be floored by flooring problems

A wide selection of FLOORINGS can always been seen in our retail shop "Floorcraft", 337/9 Oxford Road, Reading

COUNTY FLOORING & ROOFING CO (Contracts) LTD

45-49 Prince of Wales Avenue Reading

# ADWEST

"Designers and Manufacturers for the Automotive, Aircraft and Printing Industries throughout the World."

# ADWEST ENGINEERING LIMITED READING, BERKSHIRE

A MEMBER OF THE ADWEST GROUP

If seeking employment, please telephone our Personnel Office at SONNING 2351

# THAMES VALLEY always at your service

For information about:

- BUS SERVICES throughout Berks and Bucks extending into adjoining counties
- SERVICES TO LONDON via Maidenhead and Slough every hour with additional journeys via Wokingham and Bracknell
- EXPRESS SERVICE between READING and LONDON (HEATHROW)
   AIRPORT at frequent intervals throughout the day
- COACH TOURING HOLIDAYS by 'SOUTH MIDLAND' in England, Scotland, Wales, Ireland and the Isle of Man
- LONG DISTANCE RESERVED SEAT COACH TRAVEL

Write, call or phone

#### THE THAMES VALLEY TRACTION CO LTD

BUS STATION OFFICE · STATION HILL · READING · TELEPHONE 56778 or any office or agent of the company

# The 'Chronicle' never loses . .

when it comes to Soccer coverage

REPORTS and COMMENT on Reading matches by ROGER WARE

CARTOONS by 'AREFF'

PLUS the best in ACTION PICTURES

# Reading Chronicle

EVERY FRIDAY 64.

Put yourself in

### MILWARDS SHOES

Put yourself in

### MILWARDS SHOES

Put yourself in

### MILWARDS SHOES

Put yourself in

MILWARDS

BROAD ST. & WEST ST. . READING

# BAYLIS

THE COUNTIES WINNING TEAM

IO SUPERMARKETS THROUGHOUT BERKSHIRE

#### READING

Colours: Sky Blue

- Roy Brown
- 2 Dave Bacuzzi
- 3 Colin Meldrum
- 4 Ernie Yard
- 5 Dick Spiers
- 6 Rod Thornhill
- 7 John Docherty
- 8 John Sainty
- 9 Peter Silvester
- 10 John Collins
- 11 George Harris

12

#### REFEREE:

Mr. H. G. New (Portsmouth)



#### LINESMEN:

RED FLAG: Mr. R. J. Byatt (Enfield)

YELLOW FLAG: Mr. R. K. Mitchiner (Poole)

#### **LUTON TOWN**

Colours: White

- 1 Sandie Davie
- 2 Max Dougan
- 3 Jack Bannister
- 4 Billy McDerment
- 5 Alan Slough
- 6 John Moore
- 7 Graham French
- 8 Brian Lewis
- 9 Laurie Sheffield
- 10 Keith Allen
- 11 Freddie Jardine
- 12 John Ryan

• NEXT HOME MATCH FRIDAY Next, 14th MARCH, 1969

FOOTBALL LEAGUE

Reading v. Plymouth Argyle



The largest
all sports store
in the South
of England

54, Minster Street Reading - 53567 & 52205

# COOK'S of Reading

Teamwork in quality building is our goal

74/76 London St Reading Tel 51291/4

Reading's builders for 70 years

Today's Match Ball kindly donated by Messrs. F. M. GANT LTD. 10 Portman Road, Reading.

# Julians



1965 TRIUMPH HERALD 12/50 SALOON.

Wedgewood/Blue Trim.

£390

Triumph Distributors for over 60 years

27 KINGS ROAD, READING

SKY BLUES FOR PROMOTION

## SUPREME RADIATOR SERVICES LTD

FOR SUPREME SERVICE

Motor and Industrial Radiator Repair Specialists B.M.C. Authorised Radiator Repairer Daily service in prompt repairs Over 300 radiators in stock for immediate exchange Number Plates—one hour service

814a-816a Oxford Rd., Reading Phone: 53778

### F. A. HUTT & SON LTD.

**BUILDERS & CONTRACTORS** 

57a WILSON ROAD ' READING

Tel: Reading 50673



The Creative Press (Reading) Ltd. (formerly Reading) Standard Printing Co. Ltd.), specialise in providing a comprehensive design and print service to industry and commerce.

Our team of Litho and Letterpress specialists, based on a talented creative department, is available to handle, and advise you, on your design and printing requirements. Telephone Reading 55388 for further details.

The Creative Press (Reading) Limited · East Street · Reading

#### How they stand . . .

FOOTBALL LEAGUE, DIVISION III

Op to and ficinding Monday, 10th March								
	P.	W.	D.	L	F.	A.	Pts.	
Swindon	34	20	7	7	53	27	47	
Watford	32	18	9	5	50	19	45	
Luton	31	18	5	9	47	27	40	
Bournemouth	32	17	5	10	52	31	39	
Plymouth	34		9	10	39	33	39	
Stockport	32		ΙĹ	8	54	46	37	
Torquay	32		6	11	42	30	36	
Tranmere	33		5	13	46	47	35	
Brighton	36		10	14	56	51	34	
Northampton	33		10	ii	41	37	34	
READING	31		8	11	50	44	32	
Barnsley	32		9	îż	42	47	ΞĨ	
Rotherham	33		9	13	39	38	31	
Walsall	33		11	12	34	33	31	
Orient	31		ii	îī	36	43	29	
Barrow	žί	11	6	14	40	53	28	
Bristol Rovers	31	ii	6	14	46	51	28	
Southport	29		5	13	46	48	27	
Mansfield	29		9	II	37	36	27	
Gillingham	33	9	9	15	42	53	27	
Crewe	31	10	6	15	38	53	26	
Hartlepool	34		13	15	29	64	25	
Oldham	34		7	19	33			
Shrewsbury	30		7	16	25	61 44	23	
SHEEWSCHLY	30	- 1	- 1	10	4.3	44	7.	

### Combination Fixtures

2—Bournemouth	H		0
12-West Ham	A	1	7
23—Peterborough	H		1
26Walsall	A		
30—Plymouth		0	2
9—Chelsea		ň	5
		ň	3
		ň	5
		ĭ	ň
		3	4
		3	2
		4	4
			4
			2
		4	2 2 4
		4 .	2
		Ů.	4
		0	2
		1 -4	0
		1 3	2
3—Bristol City		0	6
8—Gillingham		0	1
19—Southampton	A		
26—Luton	Н		
9—Arsenal	H		
16—Cardiff	A		
	12—West Ham 23—Peterborough 26—Walsall 30—Plymouth 9—Chelsea 16—Queens Park Rangers 23—Norwich 27—Bristol Rovers 4—Ipswich 11—Northampton 21—Tottenham 1—Leicester 15—Oxford 22—Crystal Palace 1—Birmingham 5—Fulham 5—Fulham 12—Swindon 26—Swansea 1—Bristol City 8—Gillingham 19—Southampton 26—Luton 9—Arsenal	12—West Ham 23—Peterborough H 26—Walsail A 30—Plymouth H 9—Chelsea A 16—Queens Park Rangers A 23—Norwich H 4—Ipswich H 11—Northampton H 11—Northampton H 11—Northampton A 1—Ledcester H 4—Ipswich H 15—Oxford A 15—Oxford A 15—Oxford A 15—Simingham A 15—Bristol City H 16—Swansea H 16—Swansea H 17—Swansea H 18—Gillingham A 19—Southampton A 19—Southampton A 19—Southampton A 19—Southampton A 19—Southampton A 19—Arsenal	12—West Ham 23—Peterborough

#### FOOTBALL COMBINATION

Up to and including Monday, 10th March

Of to and including Monday, 10th March.							
	P.	W.	D.	L.	F.	A.	Pts.
Fulham	9	16	1	2	66	24	33
Arsenal	16	12	4	0	49	-11	28
Crystal Palace	20	13	2	- 5	36	24	28
Tottenham	18	13 12 7	3	3	48	24 23	28 27 23
West Ham	18	7	9	2	30	20	23
Ipswich	17	9	4	4	46	27	22
QPR.	18	8	- 5	5	37	27 33	22 21
Gillingham	17	7	5	5	18	19	19
Birmingham	20	7	4	9	35	29	18
Bristol Rovers	19	9 8 7 7 8 8 5 7 6	42394554217313434636822	532455998	32	41	18
Southampton	17	8	1	8	25	14	17
Norwich	16	5	7	4	35	25	17
Walsall	16	7	3	6 7 8 9	30	24	17
Bristol City	16	8	ı	7	33	27	17
Cardiff	18	7	3	- 8	21	28	17
Plymouth	19	6	4	9	17	27	16
Chelsea	18	6	3	9	30	34	15
Leicester	16	- 5	4	7	23	29	14
Swansea	17	6 5 4 5 3 2 4	6	9 7 7 8 8 7	25	36	14
Oxford	16	5	3	8	19	35	13
Bournemouth	17	3	6	8	20	32	12
Peterborough	17	2	8	7	19	31	12
Northampton	18		2	12	21	42	10
READING	20	4	2	14	21	56	10
Luton	16	2 3	6	8	14	40	10
Swindon	17	3	2	12	13	32	8

#### GOALSCORERS TO DATE

FOOTBALL LEAGUE

Collins 15; Silvester 11; Harris 8; Sainty 7; Allen 2; Meldrum 2; Yard 2; Docherty 2; Thornhill I; Chapman 1; Own goal [... F.A. CUP

Henderson 1; Harris 1; Silvester 1. COMBINATION LEAGUE

Docherty 3; Sainty 3; Yard 2; Hitchcock 2; Brill 2; Meldrum 2; Allen I; Henderson 1; Simmonds I; Silvester 1; Quinn 1; Harris 1; Hopkins 1. COMBINATION LEAGUE CUP

Silvester 3; Docherty 2; Hitchcock 1; Yard 1; Maciak 1.

#### **BALL DONORS**

The Reading Football Club extend their sincere thanks to the Donors of Match Balls below—Mr. W. E. Scotchbrook, Mr. R. J. Roper, Mr. W. Clover, Mr. E. G. Stevens, Messrs. Adwest Engineering Ltd., Messrs. Baylis Supermarkets Ltd., Messrs. Nicholas, Messrs. Sigmund Pulsometer Pumps Ltd., Messrs. Smith's Luxury Coaches Ltd., West Reading Laundry Ltd., Mr. J. S. Windebank, Mr. R. R. Willgloss, Messrs. Western Thomson Ltd., Messrs. H. C. Goodman Ltd., White Hart Hotel, Sonning, Messrs. F. M. Gant Ltd.

You've been to Elm Park. now go a la carte, for a snack or a meal,

Pelican Grill

For Reservations or Bookings ring **READING 583429** 

MEADWAY PRECINCT. TILEHURST. READING

### Supporters Club Notes League Fixtures

Chairman: Mr. J. H. Brooks Vice-Chairman: Mr. M. Habbitts Hon, Secretary: Mr. H. C. Challice

Good Evening All,

Welcome tonight to Luton and their supporters. According to league positions. this should prove a good game. Let's hope the lads can pull out the style and football played in the home game against Stockport. Although our promotion hopes seem lost, we appeal for your continued support.

Our Supporters Club still work hard endeavouring to keep Reading on the map in soccer circles. Our new Money Raising Schemes are going extremely well. We still need more agents in an endeavour to increase prize money. All assistance and help given at our Supporters' Club Offices and don't forget the Blue Streaks Office Tilehurst Road, have a variety of things

Keep the support and enthusiasm going.

#### READING FOOTBALL SUPPORTERS' CLUB

#### APPLICATION FORM FOR MEMBERSHIP

Please enrol me as a Member for the

Season. I enclose my Subscription of..... (minimum 1s.)

Mr., Mrs., Miss

Address

Post form to: Mr. W. Painton, 426 Basingstoke Road, Reading, or hand in to Supporters' Club Office.

## 1968-69

		Gate
Aug. 10-Stockport	A 2 2	7,381
,, I4-Colchester (LC 1)	A 0 2	3,824
" 16—Northampton	$\begin{array}{cccc} H & 1 & 0 \\ A & 1 & 3 \end{array}$	7,347
,, 24—Plymouth ,, 27—Swindon	A 1 3 A 0 0	8,725 16,765
,, 30—Hartlepools	H 7 0	8,793
Sept. 7-Walsall	A 2 2	6,945
" 13—Watford	H 0 1	11,926
,, 18—Crewe	A 2 1	6,509
" 21—Shrewsbury	A 3 3	5,769
" 27—Bristol Rovers	H 2 1	10,218
Oct. 4—Gillingham	H 3 2 H 0 1	10,477
" 9—Swindon " 11—Tranmere	$\begin{array}{ccccc} H & 0 & 1 \\ A & 1 & 2 \end{array}$	17,453 7,136
" 18—Brighton	H 1 0	7,847
" 26-Barnsley	A  0  1	9,029
Nov. 2-Mansfield	H 2 1	5,522
" 6—Orient	H 0 1	5,393
" 8—Southport " 16—Plymouth (FACI)	$\begin{array}{ccccc} A & 1 & 1 \\ H & 1 & 0 \end{array}$	4,409 7,149
" 22 Tananan	A 0 1	7,180
" 30—Oldham	H 4 1	4,361
Dec 7-Torquay (FAC2)	H 0 0 2 1	8,274
" 14—Tranmere	H 2 0	3,250
,, 20-Brighton	$\begin{array}{ccccc} A & 0 & 2 \\ A & 2 & 2 \end{array}$	6,868
" 26—Gillingham		4,692
Jan. 4—Newcastle (FAC3) 11—Mansfield	A 0 4	41,210 6,935
,, 18—Southport	H = 1 = 0	4,981
" 25-Orient	A 2 4 H 3 2	4,400
., 29—Barnsley		4,613
Feb. 1—Luton	A 1 2	11,871
,, 18—Oldham ,, 22—Barrow	A 1 1 P	2,299
28 Stockmost	H 4 2	5,218
Mar. 4—Rotherham	1 1 4	7,665
" 8—Northampton	A 2 4	6,072
., 12—Luton	H	
,, 14—Plymouth	$_{A}^{H}$	
17—Barrow 22—Hartlepools	Â	
,, 24—Rotherham	H	
, 28—Walsall	H	
,, 31—Torquay	Н	
April 4—Bournemouth	A	
" 5—Bristol Rovers 7—Crewe	A H	
" 11—Shrewsbury	H	
, 16—Bournemouth	H	
" 19—Watford	A	
" 26—F.A. Cup Final		

© "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 part without permission from The Football League Limited"

## PROMOTION . . . ADVENTURE . . . REWARD . . .

Can all be yours in Britain's New Reserve Army

Fully trained volunteers can earn up to £85 per year tax free bounty. If you are interested in a well paid worthwhile hobby contact D Company. Wessex Volunteers, Brock Barracks, Reading, Thursday evenings after 8 p.m. or phone Reading 54867, Ext. 37 any day.

# F. M. GANT

Building Contractors & Estate Developers in Reading & the South of England

10 Portman Road, Reading

Telephone 582421

-an unbeatable team . . .

HIGH RE-SALE VALUE

QUALITY

**ECONOMY** 

RELIABILITY . SERVICE . DURABILITY

SPARES

VOLKSWAGEN

INSURANCE

READING'S



CENTRE

THE ROYAL BERKS MOTOR CO. **ERLEIGH ROAD** READING

TELEPHONES: 61468 & 63385

**VOLKSWAGEN SPECIALISTS SINCE 1953** 



delivered -nightly!

Order the ...
"FOOTBALL POST"
every Saturday!