

SHREWSBURY TOWN

Football Club Ltd.

OFFICIAL PROGRAMME

(Incorporating Football League Review)



Inside: Russell Mulford discusses the "armchair" fans

Saturday, 10th January, 1970

LUTON TOWN

kick-off 3-15 p.m.

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Dr. J. MILLARD BRYSON

FROM THE MANAGER'S CHAIR



I'VE never known anything quite like it—11 players down with 'flu, and three others on the injured list. That was the unhappy position we at the Gay Meadow found ourselves in last week, and as a result we were obliged to seek the Football League's consent to have the match at Torquay called off.

This was a fixture I was very keen to fulfil if it had been humanly possible. No club wants to find itself with a backlog of fixtures towards the end of the season, but apart from that consideration the players needed an early opportunity to get that Reading reverse out of their systems. I am sure we would not have returned from Torquay empty handed.

There are no excuses from me about the Reading defeat. They played some really fine football and gave what I considered to be the best display I have seen from a Third Division side in my time as Shrewsbury's manager.

As so often with a team that is "on song", the breaks went Reading's way. To our credit we came back well after losing three goals in the first half-hour—and we might even have achieved the seemingly impossible task of saving a point if the ball had run as kindly for us. But in all honesty I cannot class this as a hard luck story. Reading in this mood were more than a match for most Third Division sides, and quite a few more higher up the scale.

With the postponement of our game at Torquay, I had intended to devote my "free" afternoon to running the rule over this afternoon's visitors, Luton Town. When their match against Halifax was called off, because Luton were hard hit by the 'flu bug, I switched my plans and flew to Northern Ireland to take in the Derry City v. Glentoran game.

It proved quite an eventful week-end, for with the weather conditions worsening I did not get back to Shrewsbury until Monday evening, and that after my car had broken down in a snowstorm on the way from Manchester airport. One consolation was an impressive performance by an Irish youngster in the match I saw. Chief scout Tommy Seymour will be taking a look at him in the near future.

I cannot end without referring to the loss the club has sustained by the death of Mr. Charles Edwards, a director of Shrewsbury Town since 1951.

Our acquaintance was relatively short, but in the time I knew Mr. Edwards I grew to have a high personal regard for him. His jovial personality enlivened many an away trip, and as a raconteur he had few equals. We at the Meadow will miss this very likeable man.

Yours sincerely,

HARRY GREGG.

OUR VISITORS

LUTON TOWN

Sandy Davie. Former Scottish Under-23 keeper, for whom Luton paid an £8,000 fee in October, 1968—despite the fact that at the time he was in Dundee United's reserve team. Made 27 appearances last season.

John Ryan. Close season signing from Fulham. Started his career with Tonbridge, and had a short spell at Arsenal before moving across London to Craven Cottage.

Jack Bannister. Very experienced player who cost Luton an £8,000 fee when he moved from Crystal Palace in October, 1968. Formerly with West Bromwich Albion and Scunthorpe.

Mike Keen. An £18,500 signing from Q.P.R., whom he captained in their League Cup triumph at Wembley and in their promotion rise from Division III to the First Division. Injuries restricted him to 15 appearances for the Hatters last season.

Chris Nicholl. A £30,000 signing from Halifax Town early this season. Started his career with Witton Albion in the Cheshire League.

Alan Slough. Regarded as Luton's most valuable asset since Bruce Rioch's departure to Aston Villa. Worried by rumours that he might be transferred, he asked for a long term contract and has now signed for six years.

Malcolm MacDonald. Like Ryan, MacDonald began his career with Southern League club Tonbridge before joining Fulham. Cost Luton a £17,500 fee when he moved to them as a 19-year-old during the close season—having scored five goals in 10 Second Division appearances for the Craven Cottage club.

John Collins. Recent acquisition from Reading, with whom he was leading scorer last season with 17 goals. Formerly played for Oldham Athletic.

Matt Tees. Joined Luton at the same time as Nicholl and cost Luton £25,000 from

Charlton Athletic. Gained a big reputation as a goalgetter with his former club, Grimsby Town, and topped Charlton's scoring charts last season with 15 goals.

Keith Allen. A versatile player who is equally at home as a midfield linkman or as a striker. His first club was Portsmouth, and then he moved on to Stockport County, via Grimsby Town. Luton secured him in exchange for former England centre forward Derek Kevan.

Graham French. A player who needs no introduction to Shrewsbury supporters. Won England youth caps during his stay at the Gay Meadow before being transferred to Swindon Town. Later joined Watford, but dropped out of League football for a time and was playing for Wellington Town when Luton paid £5,000 for him.

John Moore. Previously with Motherwell, Moore is now in his fifth season at Kenilworth Road. Last season was an unlucky one for him, for he received a severe injury in September and was out of the side for a long time.

Luton's manager is **Mr. Alec Stock** who had managerial experience at Yeovil and Orient before moving to Loftus Road to guide Queen's Park Rangers to the First Division. Succeeded Mr. Alan Brown at Kenilworth Road last season.

* * * * *

Man in The Middle

* John Thacker, who has charge of *
* this afternoon's game, has refereed *
* over 800 matches at all levels since *
* he took up refereeing in 1948. *
* Aged 43, he graduated via the *
* Yorkshire League to the Football *
* League linesman's list. Six years *
* later, in 1962, he was appointed to *
* the League's referees list since when *
* he has had charge of international *
* games at youth and amateur level. *
* A G.P.O. motor mechanic, he is *
* married and has a 10-year-old son, *
* Laurence. Swimming and cricket *
* are his leisure pursuits. *

* * * * *

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FROM THE PRESS BOX

Freelance writer

Russell Mulford says:

"There's nothing like 'live' football, but..."

ARSENAL pay £100,000 for a teenager—and curiosity is immediately stimulated among First Division crowds and the growing army of "armchair" supporters crouched before their small screens.

At the other end of the scale some Third and Fourth Division clubs are in the red to the same amount—and in at least one case recently there was nothing to pay the players' wages until the directors forked out the cash from their own pockets.

This is just another slant on the broad problem of support levels facing many of the smaller clubs within the brotherhood of the Football League. The gap between them and the top boys is widening steadily—financially, if not in terms of playing ability.

It's not that the standard of football served up in the lower divisions is getting worse. What's happening is that the paying customers are expecting more for their money.

I am convinced that one of the problems stems from the fact that television insidiously affects our appreciation of football by creating a desire for entertainment at a level which cannot possibly be sustained by any club.

Consciously or not, their "norm" is the carefully edited version of a top game in which the accent is on the highlights and goals—the latter given again in slow motion for good measure.

Of course, there is nothing like "live" football for the true fan. But for the waverer, the real thing can be less appealing than what he can see in the comfort of his own home.

How, then, do clubs cast their net to capture these waverers and get the turnstiles clicking more freely?

Firstly, moaning about low gates and "rally round boys" appeals will do little good. Most clubs already have their hard core of loyalists—probably the same group who also support the club's ancillary competitions and in so doing prevent them from following Accrington Stanley into oblivion.

No, their needs must be carefully assessed in the light of what they are—five-day week people, with a car, a couple of kids, and subject to wifely pressures either for an afternoon out—or a stay at home baby sitting chore so that she can go shopping.

So the first necessity is a return to more evening matches. The administrators' insistence on Saturday afternoon kick-offs has affected numerous small clubs—Shrewsbury Town among them. To many fans a night out and a drink afterwards had much more appeal. The sooner this afternoon kick off ruling is eased, the better.

Other factors can help—well-timed publicity to stimulate curiosity and anticipation; good accommodation, car parking, buffet and bar facilities.

But it is the on-the-field performance that matters in the end. What the fans want is that elusive blend of entertainment and successful point gathering. It's what the best managers in the land cannot always achieve. To those with small staffs and tight purse strings it must be a nightmare.

In most spheres of business and entertainment the customer is always right. To an extent this is so in football. But what entertains the fans does not always win points. This is the problem with which managers must grapple. It needs understanding on both sides of the turnstile. In that way football will continue to succeed for what is is—the liveliest sporting entertainment in the country.



YOUR FACTS AND FIGURES

THIRD DIVISION 1969-70

	P.	W.	D.	L.	F.	A.	P.
LUTON	23	13	7	3	42	17	33
Orient	25	11	10	4	32	20	32
Bradford C.	23	13	5	5	30	20	31
Rochdale	24	13	4	7	46	33	30
Barnsley	25	11	8	6	36	28	30
Torquay	25	9	11	5	37	28	29
Brighton	26	11	7	8	28	25	29
Doncaster	24	11	5	8	30	23	27
Bristol R.	24	9	9	6	41	34	27
Reading	24	10	6	8	30	40	26
Fulham	25	8	9	8	43	36	25
Mansfield	24	10	5	9	30	26	25
Rotherham	25	8	9	8	34	30	25
SHREWSBURY TOWN	25	7	11	7	32	34	25
Bury	24	10	4	10	45	33	24
Walsall	24	10	4	10	30	38	24
Halifax	23	8	7	8	21	27	23
Plymouth	24	8	5	11	28	32	21
Bournemouth	25	6	9	10	27	36	21
Tranmere	24	7	6	11	34	44	20
Southport	24	6	6	12	25	33	18
Gillingham	24	5	4	15	23	35	14
Stockport	25	4	5	16	15	40	13
Barrow	25	3	6	16	18	45	12

We gratefully acknowledge the assistance given by the Shropshire Star and Journal Ltd. in providing pictures for this Programme.

LEAGUE APPEARANCES

Season 1969-70.	
Dave Roberts	25
Alf Wood	24
John Moore	24
Geoff Fellows	23
Terry Harkin	20
Tony Gregory	(1) 20
Denis Hawkins	(6) 18
Gerry Bridgwood	(1) 18
Ricky Moir	(5) 15
John Phillips	14
Trevor Meredith	(3) 13
Jim McLaughlin	(5) 13
Bob Tooze	11
Dave Pountney	(3) 9
Tony Loska	8
George Andrews	7
Peter Dolby	7
Graham Clapham	(1) 6

(Appearances as substitutes in brackets)

GOAL SCORERS

League	
Terry Harkin	9
George Andrews	5
Alf Wood	5
Dave Roberts	4
Ricky Moir	3
Denis Hawkins	3
Jim McLaughlin	2
Dave Pountney	1
Gerry Bridgwood	1

F. A. Cup	
Ricky Moir	2
Jim McLaughlin	1
Own Goal	1

Records played at Shrewsbury Town home matches are supplied by The Record Centre, Wyle Cop, Shrewsbury.

NORTHERN FLOODLIT FOOTBALL LEAGUE 1969/70

LEAGUE FIXTURES		SEASON		F	A
Sept.	9	Southport	A	0	5
	17	Barrow	H	2	2
Oct.	8	Wrexham	H	1	4
	15	Crewe Alex.	A	1	2
	22	Southport	H	1	2
	27	Barrow	A	0	5
Nov.	5	Chester	H	4	3
Dec.	1	Wrexham	A	1	1
	17	Crewe Alex.	H	1	3
		To be arranged Chester Away			
		CHALLENGE CUP FIXTURES			
Jan.	14	Crewe Alex.	H	-	-
	20	Southport	A	-	-
	28	Barrow	H	-	-
Feb.	11	Wrexham	H	-	-
	18	Crewe Alex.	A	-	-
	25	Southport	H	-	-
Mar.	2	Barrow	A	-	-
	11	Chester	H	-	-
	23	Wrexham	A	-	-
		To arrange : Chester, away.			

MIDLAND INTERMEDIATE LEAGUE SEASON 1969/70

CUP COMPETITION (Section A)		F	A		
Aug.	16	Coventry	A	0	1
	23	West Brom. Albion	H	3	0
Sept.	6	Birmingham	A	1	2
	13	Walsall	H	2	1
	20	Coventry	H	3	0
	24	Aston Villa	A	0	0
Oct.	27	West Brom. Albion	A	1	1
	4	Aston Villa	H	3	0
	11	Birmingham	H	6	0
	18	Walsall	A	2	5
		LEAGUE COMPETITION			
Oct.	25	Nottingham Forest	A	1	2
Nov.	1	West Brom. Albion	H	1	1
	8	—	—	—	—
	15	Walsall	H	2	1
	22	Stoke	A	2	2
	29	Birmingham	H	0	2
Dec.	6	Aston Villa	A	0	0
	13	Mansfield Town	H	1	2
	20	Leicester C.	A	0	4
Jan.	3	Derby C.	H	2	1
	10	Coventry	H	—	—
	17	Walsall	A	—	—
	24	—	—	—	—
	31	Birmingham	A	—	—
Feb.	7	Stoke	H	—	—
	14	Aston Villa	H	—	—
	21	Coventry	A	—	—
	28	West Brom. Albion	A	—	—
Mar.	7	Nottingham Forest	H	—	—
	14	Mansfield T.	A	—	—
	21	Derby C.	A	—	—
	28	Leicester C.	H	—	—

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CHARLES WILLIAM EDWARDS, 1897—1970.

We mourn the passing of Charles "Chuckie" Edwards on Sunday last at his home. Charlie was a great effervescent and lovable character and Shrewsbury Town was one big part of his life, both as a player after the first World War and in the 1920's and later as a Director from July 1951 to the date of his demise. In expressing sympathy with his sons and daughters at this great loss, we know all supporters will join with us in saying how much we will miss this remarkable resilient man of great popularity, humour and moral fibre.

Although we are sad today there are many of us who are fortunate to have the happiest memories of our association with Chuckie.

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SECRETARY'S CORNER

THE Ball Gift today is given by Mrs. Sydney Yates of Boreton, Cross Houses, Salop, wife of the dearly loved President of our Club. Whilst Mrs. Yates unfortunately has not been able to see our games for many seasons, she takes a keen interest in the affairs of the Club and shows her generosity, as in this case, frequently, to emphasise her support and deep feelings for our success. We thank Mrs. Yates and in doing so wish her and Mr. Yates a Happy New Year and long may she interest herself in the Club she and her husband love so much.

A special tribute is paid on another page to another stalwart of the Club and it is with much personal regret that I record the passing of a beloved and respected Director, and equally dear friend.

It is expected that the Crowd Behaviour Award will take place on Saturday, January 24th at the Barnsley match and it is quite possible too that we will split

the £100 gift amongst more than one organisation, as we feel this is the fairest thing to do.

Weather permitting, and one says that very quietly, we shall have a match at the Gay Meadow on Wednesday against Crewe in the Floodlit League and next Saturday, Shropshire strive to make progress in the F.A. County Youth Cup against Cheshire, kick off 3 p.m.

I would like to add my congratulations to Denis Hawkins, a first class Club man, on his selection for the Welsh Under-23 party next Wednesday, having in mind that in our own Club's interest, Denis previously has twice given up the chance of representing his country.

Should our weather troubles not be unduly bad, and naturally everyone hopes that this is the case, we should be in for a whirlwind second half of the season and let us hope we can start it off today with an outstanding success over Luton Town.

L. E. RIMMER,

Secretary.

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Week 33 (Pink) 49, 55, 2, 77, 90, 54, 30, 43, 7, 13, 85, 61, 22, 39*, 60, 41, 19, 58, 78, 3, 21, 37, 75, 5, 11, 63, 20, 56, 67, 65, 32, 50, 89, 87, 25, 14, 72, 8, 15, 73, 44, 35, 38, 47, 52, 86, 6, 83, 79, 10, 81, 33, 28, 69, 46, 17, 26, 24.

Lucky Ticket Numbers :-02316, 00672, 07824, 00152, 09016.

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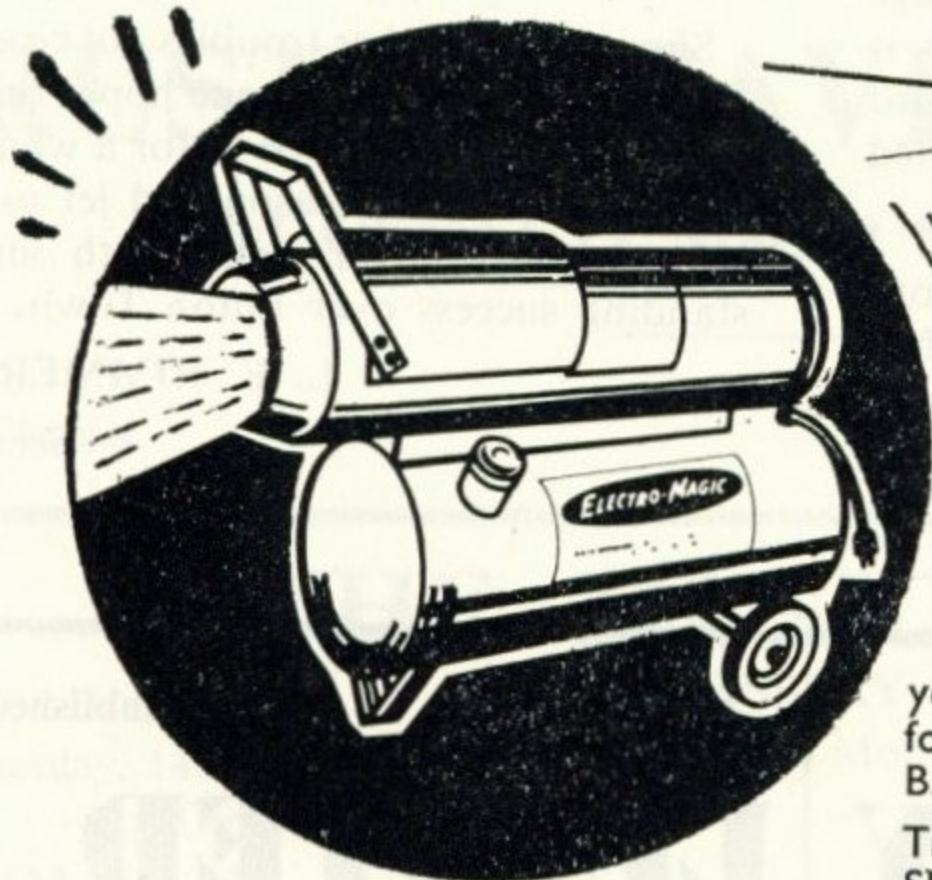
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FIXTURE LIST

1969		1969					
Aug.	9 Halifax Town 5,926A	0	1	Dec.	20 Fulham 3,975H	1	1
	13 League Cup 1 Walsall.... 6,971H	1	0		26 Tranmere Rovers 6,578H	2	0
	16 Rotherham United 4,627H	1	0		27 Reading 8,486A	1	3
	23 Tranmere Rovers 6,613A	1	3	1970			
	27 Doncaster Rovers..... 4,912H	0	0	Jan.	3 Torquay United (3) A	-	-
	30 Reading 3,970H	0	0		10 Luton Town A	-	-
Sept.	2 L. Cup 2 Southend 4,969H	2	2		17 Mansfield Town A	-	-
	6 Fulham 8,990A	1	3		24 Barnsley (4) H	-	-
	8 L. Cup replay Southend 11,026A	0	2		31 Rochdale H	-	-
	13 Southport 3,470H	1	2	Feb.	7 Brighton & Hove A. (5) A	-	-
	17 Bournemouth & B.A..... 6,020A	3	3		14 Halifax Town H	-	-
	20 Luton Town 15,396A	2	2		21 Bradford City (6) A	-	-
	27 Mansfield Town 3,801H	0	0		28 Stockport County H	-	-
Oct.	1 Torquay United 4,075H	1	0	Mar.	4 Plymouth Argyle H	-	-
	4 Rochdale 6,492A	0	3		7 Orient (L.C.F.) A	-	-
	7 Rotherham United 4,981A	2	1		11 Gillingham A	-	-
	11 Brighton Hove & A. 3,921H	2	2		14 Walsall (S.F.) H	-	-
	18 Stockport County 3,273A	1	1		17 Barnsley A	-	-
	25 Bradford City 3,938H	1	0		21 Plymouth Argyle A	-	-
Nov.	1 Bristol Rovers 10,025A	3	1		27 Barrow A	-	-
	8 Barrow 4,002H	1	1		28 Gillingham H	-	-
	15 F.A. Cup 1 Yeovil 6,495A	3	2		30 Bristol Rovers H	-	-
	22 Orient 4,538H	1	1		31	-	-
	26 Bury 4,138H	3	3	Apr.	4 Doncaster Rovers A	-	-
	29 Walsall 4,530A	2	3		7 Bury A	-	-
Dec.	6 F.A. Cup 2 Mansfield 5,661H	1	2		11 F.A. Cup Final	-	-
	13 Southport 2,694A	2	0		15 Bournemouth & B.A. H	-	-
					To arrange Torquay United A	-	-

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17 SHREWSBURY TOWN F.C. — 1969/70
VOUCHER NUMBER SEVENTEEN
Collect these Vouchers, they will be useful to you **17**

GO TO TOWN... SUPPORT SHREWSBURY

**NEXT
HOME
GAMES**

Wednesday, January 14th. Floodlit League Cup.
CREWE ALEXANDRA. Kick-off 7-30 p.m.

Saturday, January 17th. F.A. County Youth Cup.
SHROPSHIRE v. CHESHIRE. Kick-off 3 p.m.

PLEASE DO NOT TRESPASS ON THE PLAYING PITCH

Shrewsbury Town

All Blue

- 1 Bob TOOZE
- 2 Tony GREGORY
- 3 Geoff FELLOWS
- 4 John MOORE
- 5 Alf WOOD
- 6 Ricky MOIR
- 7 Dave ROBERTS
- 8 Gerry BRIDGWOOD
- 9 Terry HARKIN
- 10 George ANDREWS
- 11 Jim McLAUGHLIN
- 12 Trevor MEREDITH

**THIRD
DIVISION**

Referee
J. E. THACKER
Scarborough

Linesmen
Red Flag
B. MARCHANT

Yellow Flag
A. PORTER

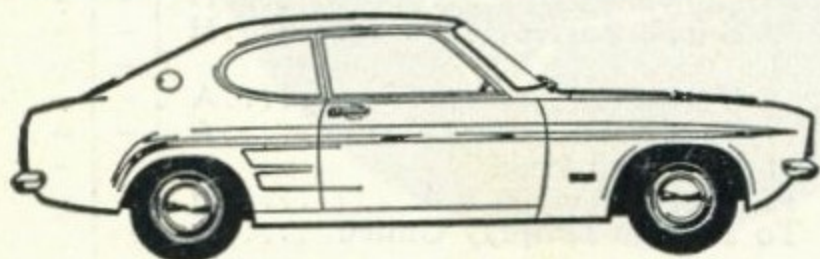
Subject to Alteration

Luton Town

ALL WHITE

- 1 Sandy DAVIE
- 2 John RYAN
- 3 Jack BANNISTER
- 4 Mike KEEN
- 5 Chris NICHOLL
- 6 Alan SLOUGH
- 7 Malcolm
MACDONALD
- 8 John COLLINS
- 9 Matt TEES
- 10 Keith ALLEN
- 11 Graham FRENCH
- 12 John MOORE

Teams are set out by numbers for identification only, not necessarily for positional reference



Let us take care of your problems!

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2433

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4141

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3631 Days ; Bayston Hill 3115
(8 a.m.—6 p.m.) (6 p.m.—8 a.m.)