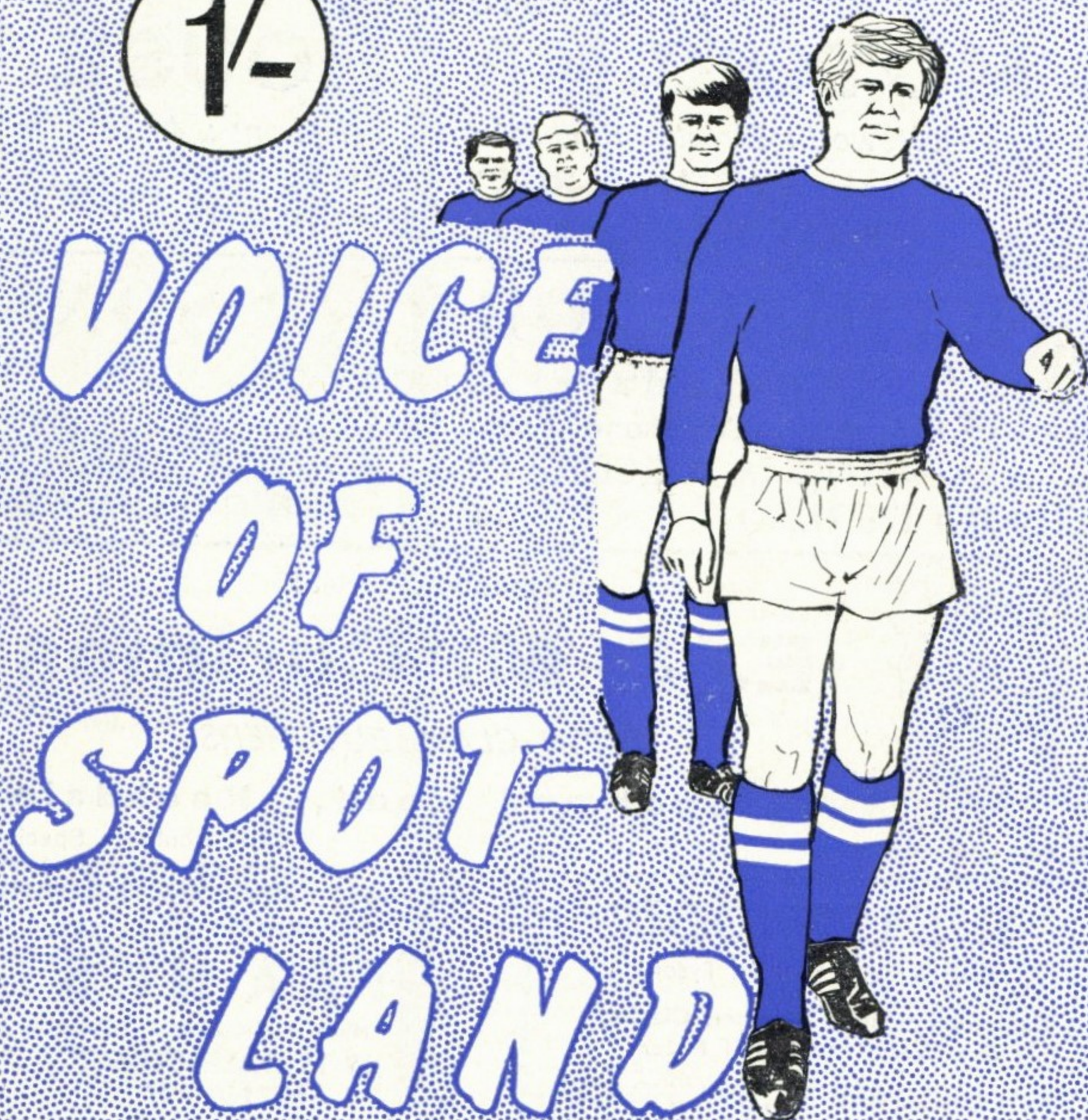


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Saturday, 25th April, 1970

Rochdale v. Luton Town

League Division 3 — Kick-off 3-0 p.m.

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★

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Opinion

GOOD AFTERNOON TO YOU FROM SPOTLAND, FOR THE LAST TIME THIS SEASON. AND WHAT A MEMORABLE OCCASION WITH WHICH TO SIGN OFF. WE HAVE AS OUR FINAL VISITORS, LUTON TOWN, WHO ON MONDAY MADE SURE OF PROMOTION TO THE SECOND DIVISION.

It is also a red-letter day for us with the presentation to Rochdale's first "Footballer of the Year". The response has been quite magnificent. Not only have so many of you voted but we have been inundated with truly magnificent personal tributes to the players of your choice.

We believe that it is a tribute to the affection you have for the Club as a whole and for all the players on the staff, that every single professional on the club's books received at least one vote — and no fewer than 12 got into double figures. Now, when you are voting for the "Footballer of the Year" and not merely for your favourite player, this is quite an astonishing balance.

Because the voting was so close, or at least appeared to be early in the week, we decided to extend the closing date and to heighten the suspense by postponing the announcement of the verdict until shortly before the presentation.

So we sincerely apologise for not giving the result in today's programme and hope you can stand the tension until the result is announced over the loudspeaker just before our chairman, Mr. Fred Ratcliffe, is due to make the presentation.

As a tribute to our wonderful supporters we have handed over the "Sign here, please" page to YOU today, to print a selection of your tributes — including the winning card which wins for its sender, Mr. S. J. Dowber, of 30 Mere Lane, Rochdale, a stand season ticket for the 1970-71 season.

His card was only chosen after considerable scrutiny by manager Dick Conner and Programme Editor Dick Bott, because well over 100 magnificent tributes were received. We only wish we could afford to present 100 season tickets. Thank you all, for your efforts throughout the season.



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Dick Conner Talking . . .

THIS IS THE LAST TIME THIS SEASON THAT I SHALL HAVE THE OPPORTUNITY OF WRITING THIS COLUMN, SO I WANT TO THANK ALL OF YOU FOR YOUR VOCAL AND MORAL SUPPORT AND ALSO TO THANK MY PLAYERS, MY STAFF AND MY DIRECTORS.

It is disappointing that we have not won promotion along with Luton, after doing so well early in the season. But I honestly think we can regard the 1969-70 season as another very successful one for Rochdale F.C. It has been successful from the

football point of view, from the increased attendances and from the way in which several young players have come into the side and done so well.

Our football has given me tremendous satisfaction and particularly because we have won over so many southern fans. A lot of people down south tend to look on northern Third and Fourth Division sides as teams with very limited ability and too much reliance on physical strength. But wherever we have gone this season we have won respect and for a newly promoted side this has been a wonderful thing.

Starting from November 8th, we didn't win another game until we defeated Bradford City at Valley Parade on February 4th, but in this period we had two games postponed and two abandoned. Our rhythm was clearly affected though I believe that at the start of that bad run we were playing some of our best football of the season.

Injuries to Vinny Leech, Reg Jenkins and, of course, Tony Buck also handicapped us considerably.

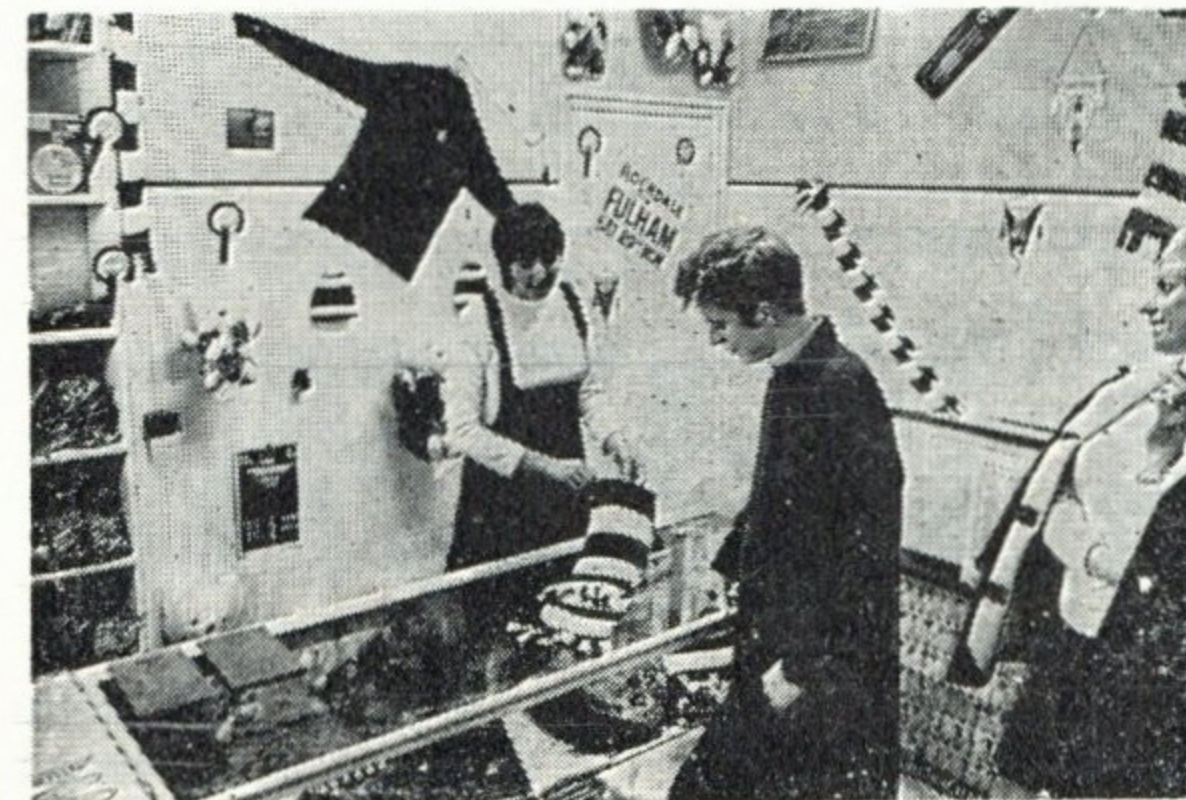
But we can look forward to next season full of confidence. We now know what is expected of us in the Third Division and it will be a great challenge for both myself and the players.

I have not said very much about the reserve side this season and it would be wrong for me to overlook them in this brief review. We have fielded probably the youngest reserve side in Rochdale's history and the results have been most encouraging. David Tennant, the only professional on the staff who has not appeared in the senior side, has not only kept goal well but has helped tremendously to bring on the young amateurs and Paul Clarke has done a sound job as skipper.

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PLASTIC CAPS	3/9
TIES, BLUE	14/6
TIES, MAROON	14/6

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Hello, Luton Town!

We not only welcome Luton Town to Spotland but heartily congratulate them on winning promotion to the Second Division. Having narrowly missed the boat last season, they have worked hard for their success this time and we wish them well in their bid to regain the First Division place which they lost in 1960.

It is worth noting that the team relegated with them that season was Leeds United. It took Leeds a year or two to repair the damage but Luton seemed unable to stop the rot and plunged right through the Football League, being relegated to the Fourth Division in 1965.

Now they are on the up and up and an indication of their determination to go

right back to the top can be seen from their willingness to spend, even when things are going their way. Only last week they paid Manchester United something in the region of £35,000 for four players, Jimmy Ryan, Don Givens, Peter Woods and Ken Goodeve.

They hit a bad patch around Christmas time and it is to their credit that they have come back to win promotion against considerable opposition. In remembering the splendid game we had at Kenilworth Road in November, we hope that today's match will be equally entertaining and that Luton will say farewell to the Third Division with a very good impression of our own side's capabilities.

Regular goalkeeper this season has been SANDY DAVIE, a former Scottish Under-23 international who cost the Hatters £8,000 from Dundee United in October, 1968. ALAN STARLING, only 18, has deputised for Davie on a few occasions recently.

Right back JOHN RYAN came on a free transfer from Fulham and his left back partner is the former West Brom, Scunthorpe and Crystal Palace defender JACK BAN-NISTER — another £8,000 purchase.

ALAN SLOUGH, TERRY BRANSTON and JOHN MOORE are the middle three. Slough is a local boy who disappointed a number of top clubs when he signed a six-year contract with the Hatters. Branston was nine years with Northampton before moving to Kenilworth Road and skipping Luton to promotion from the Fourth Division in 1968. Appointed player-coach this season he was not expected to make many appearances in the senior side, particularly when Luton splashed out nearly £30,000 on Halifax pivot CHRIS NICHOL.

Moore joined Luton from Motherwell five years ago. The man to watch in Luton's attack is MALCOLM McDONALD. Manager Alec Stock gambled £17,500 on this 19-year-old "striker" and it has paid off handsomely for "Mac" is the Third Division's top marksman this season.

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WE ARE DELIGHTED TO ANNOUNCE THAT PROCEEDS FROM OUR SPONSORED WALK, LAST SATURDAY, SHOULD TOP THE £300 MARK — A FIGURE WE REGARD AS VERY SATISFACTORY SINCE THIS WAS OUR FIRST VENTURE OF THIS TYPE.

We would like to thank the 98 supporters who took part in the Walk and, of course, their sponsors. On the strength of the success of this Walk we hope to stage another during the closed season.

Since this is the curtain down on the 1969-70 season, we would also like to thank the wives of Fighting Fund members who have worked so diligently in the tea bars during the season. With increased attendances the tea bars have done extremely good business and this is due in no small way to the efforts of the staff.

Our Weekly Draw will continue during the Summer and we are still anxious to recruit agents. Our efforts are all directed towards giving continual financial aid to the parent club and we like every donation to be bigger and better than the previous one.

So, if you haven't already joined the Fighting Fund, don't wait until next season, contact our promoter, Fred Butterworth, immediately.

Finally, congratulations to Luton Town on clinching promotion at Mansfield on Monday night. We are delighted to have so many of their supporters here today and hope they will enjoy their visit as much as we enjoyed our trip to Luton in November.

ROCHDALE A.F.C.

FIGHTING FUND

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Promoter : FRED BUTTERWORTH

Telephone : 46751

Hello, Luton Town Continued:-

A comparative newcomer in the front line is winger VYVIAN BUSBY. JOHN COLLINS was Reading's leading scorer last season but manager Stock signed him just before the "off". KEITH ALLEN is the player Stockport County once swapped in exchange for Derek Kevan and he is still giving valuable service.

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His choice: TONY BUCK.

"Waited patiently for his place,
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tragically unlucky to lose it. And, most
of all, a great sportsman".

And from the scores of tributes we are delighted to publish one for each member
of the side.

CHRIS HARKER.

"His sheer bravery, consistency and
resilience this season has been an
unequalled contribution to seeing the
Dale reach the highest League position
in their history".

J. A. Murray, Equitable Street,
Rochdale.

GRAHAM SMITH.

"Graham's consistency and deter-
mined efforts have inspired confidence
throughout Spotland. Under pressure
he is unruffled and anticipates well.
His fairness and spirit are irreproach-
able".

A. S. Taylor, Tyrone Drive, Bamford,
Rochdale.

DEREK RYDER.

"His firm tackling, close marking,
accurate passing and hard running are
all admirable qualities, and his
courage is undoubted".

John Fletcher, Globe Inn, Whitworth
Road, Rochdale.

HUGHEN RILEY.

"Quick thinker with ability to switch
positions. Never gives up, unselfish,
distributes well. He is Spotland's Paul
Madeley".

J. Connolly, Carnforth Avenue,
Castleton, Rochdale.

COLIN PARRY.

"My choice because I feel that his
dominance both on the ground and
in the air gives confidence and stability
to his defence".

T. G. White, Lower Lane, Freckleton,
Nr. Preston.

JOE ASHWORTH.

"In a word . . . consistent. A
player you can always rely on when
the chips are down".

L. Richards, Edenfield Road, Norden,
Rochdale.

NORMAN WHITEHEAD.

"Norman's talent lies in his careful
concentration and skilful ability to
outwit the opposition. A clean, dedica-
ted footballer".

Mrs. Jean Brierley, Ings Lane, Spot-
land, Rochdale.

BILLY RUDD.

"They seek him here,
They seek him there;
My Rochdale Player of the Year.
Defences try, without much good,
They'll never tame 'Sir' Billy Rudd".

Ken Hill, Castleton Road South,
Rochdale.

REG JENKINS.

"Ability, persistence, consistency. He
continues to take all the stick up front,
unselfishly shielding younger players
who will eventually take his place".

Colin Connaughton, Bunyan Street,
Rochdale.

BOBBY DOWNES.

"He's been Rochdale's utility player
this season and in every position he
has played, he has tried. But for him
the Dale would have been struggling
to put out a strong team".

T. Altham, Market Street, Shawforth,
Rochdale.

DENNIS BUTLER.

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Programme Editor's comment

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MAKE THIS AN ANNUAL AWARD.
I WOULD ALSO LIKE TO THANK
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ROCHDALE

Date	Opponents	Ground	F. A.
1969			
Aug. 9	Orient	Home	0-3
" 13	League Cup 1. Bolton W.	Away	3-6
" 16	Stockport County	Away	1-0
" 23	Bury	Home	3-3
" 27	(Wed.) Brighton & Hove A.	Away	0-2
" 30	Walsall	Away	4-1
Sept. 3	League Cup 2		
" 6	Barrow	Home	1-0
" 13	Gillingham	Away	2-2
" 15	(Mon.) Rotherham United	Home	4-2
" 20	Bradford City	Home	1-2
" 24	League Cup 3		
" 27	Bristol Rovers	Away	3-3
Oct. 1	(Wed.) Bournemouth & B.A.	Away	3-0
" 4	Shrewsbury Town	Home	3-0
" 6	(Mon.) Stockport County	Home	2-0
" 11	Plymouth Argyle	Away	3-2
" 15	League Cup 4		
" 18	Tranmere Rovers	Home	4-0
" 25	Southport	Away	3-0
" 29	League Cup 5		
Nov. 1	Reading	Home	3-2
" 3	Mansfield	Away	2-1
" 8	Halifax Town	Away	1-3
" 15	F.A. Cup 1. Workington	Away	1-2
" 19	League Cup Semi-Final		
" 22	Luton Town	Away	0-2
" 24	(Mon.) Mansfield Town	Home	2-1
" 29	Fulham	Home	2-2
Dec. 3	League Cup Semi-Final		
" 6	Bury	Away	1-2
" 13	Gillingham	Home	0-0
" 20	Barrow	Away	0-2
" 27	Walsall	Home	Post.
1970			
Jan. 3	Bournemouth & B.A. (3)	Home	Post.
" 10	Bradford City	Away	(Ab.)
" 17	Bristol Rovers	Home	0-0
" 23	(Fri. 7-30) Doncaster (4)	Away	1-3
" 26	(Mon.) Bournemouth	Home	0-1
" 31	Shrewsbury Town	Away	0-1
Feb. 4	(Wed.) Bradford City	Away	3-0
" 7	Plymouth Argyle (5)	Home	2-1
" 14	Orient	Away	Post.
" 16	(Mon.) Walsall	Home	Post.
" 21	Southport (6)	Home	1-1
" 28	Reading	Away	0-1
Mar. 3	(Tues.) Barnsley	Away	0-1
" 7	Luton Town (L.C.F.)	Home	Post.
" 9	(Mon.) Torquay United	Home	1-1
" 14	Fulham (S.F.)	Away	0-2
" 16	(Mon.) Doncaster Rovers	Home	2-0
" 21	Barnsley	Home	1-1
" 27	(Good Friday) Tranmere	Away	0-0
" 28	(Easter Sat. 7-30) Torquay	Away	0-3
" 30	(Easter Monday) Halifax	Home	5-0

Date	Opponents	Ground	F. A.
1969			
Apr. 4	Brighton & Hove Albion	Home	2-1
" 9	Walsall	Home	1-2
" 11	Orient (7-30 p.m.)	Away	2-2
" 14	(Tues.) Rotherham United	Away	1-3
" 18	Fulham	Home	0-1
" 25	Luton	Home	
LANCASHIRE FOOTBALL LEAGUE			
1969			
Aug. 9	Stockport County Res.	Away	
" 16	Morecambe Res.	Away	1-1
" 19	(Tues.) Crewe Alex. Res.	Home	4-4
" 23			
" 26	(Tues.) Bury "A"	Home	3-0
" 30	Manchester City "A"	Home	5-3
Sept. 6	Fleetwood Res.	Away	
" 9	(Tues.) Manchester U. "A"	Home	2-3
" 13	Tranmere Rovers "A"	Home	1-0
" 20			
" 27	Morecambe Res.	Home	1-1
Oct. 4	Bury "A"	Away	3-2
" 18	Southport Res.	Away	1-0
" 25	Southport Res.	Home	0-2
Nov. 1	Tranmere Rovers "A"	Away	0-1
" 8	Bolton Wanderers "A"	Home	2-2
" 15	Burnley "A"	Away	1-2
" 22	Everton "A"	Home	1-1
" 29	Manchester United "A"	Away	Post.
Dec. 6	Blackpool "A"	Away	3-1
" 13	Preston N.E. "A"	Away	1-3
" 20	Oldham Athletic Res.	Home	Post.
1970			
Jan. 3	Everton "A"	Away	Post.
" 10	Stockport County Res.	Home	0-5
" 17	Bolton Wanderers "A"	Away	1-0
" 24	Burnley "A"	Home	3-1
" 31	Liverpool "A"	Home	1-3
Feb. 7	Chorley Res.	Away	1-1
" 14	Blackpool "A"	Home	Post.
" 21	Manchester City "A"	Away	1-3
" 28	Chorley Res.	Home	1-1
Mar. 7	Liverpool "A"	Away	Post.
" 14	Preston N.E. "A"	Home	1-3
" 21	Oldham Athletic Res.	Away	3-3
" 28	Manchester United "A"	Away	0-0
Apr. 4	Crewe Alex. Res.	Away	3-0
" 14	Fleetwood Res.	Home	3-3
" 18	Liverpool "A"	Away	3-3
" 20	Blackpool "A"	Home	4-2
" 28	Stockport Res. (6-45 p.m.)	Home	
" 29	Oldham Res. (3 p.m.)	Home	

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LEAGUE CUP F.A. CUP DIV. III TOTALS

	App.	Gls.	App.	Gls.	App.	Sub.	Gls.	App.	Sub.	Gls.
ASHWORTH, Joe	1	—	1	—	43	1	1	46	1	1
BLAIR, Ronnie	—	—	—	—	4	2	1	4	2	1
BUCK, Tony	1	—	1	—	27	5	15	29	5	15
BUTLER, Dennis	1	2	1	—	43	2	10	45	2	12
CLARKE, Paul	—	—	—	—	2	2	—	2	2	—
CROSS, David	—	—	—	—	9	8	3	9	8	3
DOWNES, Bobby	—	—	Sub.	—	24	13	4	24	14	4
HARKER, Chris	1	—	1	—	45	—	—	47	—	—
JENKINS, Reg	1	1	1	—	39	—	20	41	—	21
LEECH, Vin	—	—	1	—	13	1	1	14	1	1
MELLEDEW, Steve	1	—	—	—	5	—	3	6	—	3
PARRY, Colin	1	—	1	—	45	—	—	47	—	—
RILEY, Hughen	Sub.	—	—	—	19	9	4	19	9	4
RUDD, Billy	1	—	1	—	45	—	3	47	—	3
RYDER, Derek	1	—	1	—	45	—	1	47	—	1
SMITH, Graham	1	—	1	—	45	—	—	47	—	—
WHITEHEAD, Norm.	1	—	1	1	41	1	1	43	1	2

Up to and including April 18th.

* We sincerely regret that the figures in last week's programme were not up to date.

LEAGUE DIVISION THREE

	P	W	D	L	F	A	W	D	L	F	A	Pts
Orient	44	15	5	1	41	13	9	7	7	24	21	60
Luton	45	13	8	2	46	15	9	6	7	29	27	58
Bristol R.	46	15	5	3	51	26	5	11	7	29	33	56
Fulham	45	12	9	2	43	26	8	6	8	38	28	55
Brighton	46	16	4	3	37	16	7	5	11	20	27	55
Barnsley	46	14	6	3	43	24	5	9	9	25	35	53
Reading	45	15	3	4	44	29	5	8	10	35	47	51
Mansfield	45	14	4	5	46	22	6	7	9	23	27	51
Bradford C.	44	11	6	5	37	21	6	6	10	20	27	46
Rochdale	45	11	6	5	38	22	7	4	12	30	36	46
Doncaster	46	13	4	6	31	19	4	8	11	21	35	46
Rotherham	46	10	8	5	36	19	5	6	12	26	35	44
Shrewsbury	44	10	12	1	35	17	3	6	12	27	42	44
Torquay	45	8	9	5	33	22	5	8	10	26	37	43
Plymouth	46	10	7	6	32	23	6	4	13	24	41	43
Walsall	44	11	3	8	33	31	5	8	9	20	36	43
Halifax	44	10	9	3	31	24	4	6	12	16	36	43
Bury	46	13	4	6	47	29	2	7	14	28	51	41
Tranmere	44	9	8	5	37	29	3	8	11	17	43	40
Bournemouth	45	8	9	6	28	27	4	5	13	20	44	38
Southport	44	10	5	7	30	22	3	5	14	17	36	36
Gillingham	43	6	5	10	26	33	5	7	10	22	30	34
Barrow	46	7	9	7	28	27	1	5	17	18	54	30
Stockport	44	4	7	11	17	29	2	3	17	10	41	22

SPOTLAND CROWD CHECK

v. ORIENT	7,114
v. BURY	9,752
v. BARROW	6,562
v. ROTHERHAM	6,749
v. BRADFORD CITY	9,203
v. SHREWSBURY	6,492
v. STOCKPORT	7,889
v. TRANMERE	7,892
v. READING	7,977
v. MANSFIELD	6,833
v. GILLINGHAM	5,439
v. BRISTOL ROVERS	5,701
v. BOURNEMOUTH	5,283
v. PLYMOUTH ARGYLE	4,833
v. SOUTHPORT	4,312
v. TORQUAY	3,604
v. DONCASTER ROVERS	4,496
v. BARNSELY	4,896
v. HALIFAX TOWN	5,345
v. BRIGHTON	4,753
v. WALSALL	4,404
v. FULHAM	5,077

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WIN-A-SEAT

This being the final home game of the 1969-70 season we regret that today's quiz is for amusement only. But if you can't Win-a-Seat this afternoon you can at least prove that you have a good memory. All five questions today have been asked in our previous Win-a-Seat competitions. You will find the answers upside down at the foot of this column.

1. A Football League club play at Ellerslie Road. By what name was their ground previously known?
 2. What was Manchester United's half back line in the 1963 F.A. Cup Final?
 3. In which Yorkshire town was Graham Smith born?
 4. Can you remember the last Football League Cup Final to be played on a home and away basis? And what was the aggregate score?
 5. Who was the leading goalscorer in the First Division last season and what was significant about the number of goals he scored?
- Answers to Win-a-Seat v Fulham, April 18th.

1. Saturday, November 29th, v Fulham (abandoned when the score was 2-2).
2. v Brazil in Chile in the 1962 World Cup series.
3. Czechoslovakia, Brazil and Rumania.
4. November, 1965, following a wage demand.
5. Boundary Park, home of Oldham Athletic.

The first all-correct entry was received from:

Answers to today's competition :
 since the end of the First World War, and it was the lowest winning total aggregate in 1966. 5. Jimmy Greaves, 27 Albion beat West Ham United 5-3 on 3. Pudsey, near Leeds. 4. West Bromwich Rangers. 2. Crerand, Foulkes and Setters. 1. Loftus Road, home of Queens Park

Additional attractions at SPOTLAND

★

Monday, April 27th

Rochdale and District Amateur Cup Final

WHITWORTH v DANNIMAC

Kick-off 6-45 p.m.

★

Friday, May 1st

ROCHDALE SCHOOLS UNDER-16 FINAL

Kick-off 6-30 p.m.

★

Monday, May 4th

TIMPSON CUP FINAL

Kick-off 6-30 p.m.

★

Thursday, May 7th

HAWKESWORTH CUP FINAL

Kick-off 6-45 p.m.

YOUR NEXT SPOTLAND DATES

Tuesday, April 28th

DALE RES.

v.

STOCKPORT RES.

Lancashire League Div. II

Kick-off 6-45 p.m.

Wednesday, April 29th

DALE RES.

v.

★ OLDHAM ATH. RES.

Lancashire League Div. II

Kick-off 3 p.m.

dale diary

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- 4 Hughan Riley
- 5 Colin Parry
- 6 Joe Ashworth
- 7 ~~Norman Whitehead~~ ^{BUTLER}
- 8 Billy Rudd
- 9 David Cross
- *10 Reg Jenkins
- 11 Bobby Downes

Substitute: ^{CLARKE}

LUTON TOWN (2)

White Shirts, Black Shorts.

- 1 Tony Read
- 2 John Ryan
- 3 Jack Bannister
- 4 Alan Slough
- 5 Terry Branston
- 6 John Moore
- *7 ~~John Collins~~ ^{BUSBY}
- *8 ~~Vyvian Busby~~ ^{MACDONALD}
- 9 ~~Malcolm McDonald~~ ^{TEES}
- 10 Mike Keen
- 11 ~~Graham French~~ ^{COLLINS}

Substitute:

Keith Allen

Referee: K. H. BURNS, (Starbridge).

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