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**CHELMSFORD CITY  
FOOTBALL CLUB LIMITED**

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**Chelmsford  
City—  
the  
“full time”  
club**

Staff of 20 full-time professionals, full-time manager, full-time trainer, full-time secretary, full-time assistant secretary, etc., etc.

<b>Weekly income</b>	£1,000 Plus
<b>Assets</b>	£100,000
<b>Supporters' Club aid</b>	£18,000 per year
<b>Weekly wage bill</b>	£600
<b>Houses owned</b>	Fourteen
<b>Money spent on ground in recent seasons</b>	£40,000 plus in last four years
<b>Floodlights installed</b>	1960 (cost £12,000)
<b>System</b>	Four 80ft. pylons
<b>Average attendance</b>	5,100
<b>Accommodation</b>	25,000, including 10,000 under cover
<b>Record crowd</b>	16,807 v. Colchester in 1949
<b>Nearest League clubs</b>	Colchester (22) Southend (20) West Ham (25)

Dear Sir,

I hope, that by putting this brochure before you, we shall be able to convince you of what we, at Chelmsford, have to offer, and that we are worthy of your support to our application for League membership.

The gates we draw are most encouraging, the average for the past **four** seasons being just over 5,000 for first team games. This is **proven fact** not daydreams. We know, particularly in view of the fact that Chelmsford is rapidly increasing in size, that we **would**, in League football, average at least eight to nine thousand.

Our floodlights, facilities and amenities are first class and you will read elsewhere of our completely full-time staff, fourteen houses, etc. All details in this brochure are genuine. I would not allow it otherwise.

Within a few years we shall be drawing on a population of 200,000, there are no League clubs within 20 miles of us and we also enjoy a frequent electric train service to London, a mere 30 miles and 35 minutes away. This must be of great advantage to visiting teams.

I do hope in this short letter that I have at least made you feel this brochure is worth reading. Once you have read it, if you still do not feel we are worthy of your support and would make good members of the League, then **COME AND SEE US**, let US entertain you, so that you can verify the facts for yourself. As a businessman, I can state quite definitely **we** are a good proposition for **you**.

Yours sincerely,

**JOHN W. COWARD,**

Chairman, Chelmsford City Football Club.

## Meet the Chairman . . .



## Meet the Manager . . .



**B**ILL FRITH, the Yorkshireman who has done so much for Chelmsford in one short season, is quiet, undemonstrative, shrewd, businesslike and without doubt one of the outstanding managers in the game. In his own words, "I came here in June last year, to put Chelmsford in the Football League," and by setting himself the highest standards he has already achieved much towards this goal in such a short space of time.

This season was intended to be a transitional period, a period for Bill to take stock, put his ideas to work and prepare for season 1964/65. However, so quickly and successfully has he got down to things that, at the time of going to print, four trophies could well land up in the Boardroom—the Southern League Championship and Essex Professional Cup for the first team, and the Metropolitan League Championship and League Professional Cup for the reserves.

One of Mr. Frith's first moves was to carry on the Board's policy of buying from League clubs all players on our books, and fees were paid for Nicholas (Brighton), Smillie (Barnsley) and Collier (Luton). During the season he also secured Brennan (Luton), Wilson and Salt (Cambridge City) and Austin (Torquay), and, as he says, he now has a team of at least Third Division standard. A stern disciplinarian, he insists on 100 per cent effort and good football at all times and this has soon brought its reward with a wonderful unbeaten run in the second half of the current season.

A great believer in youth, Mr. Frith has instituted a youth policy the like of which Chelmsford has never seen before and already this is bearing fruit. Already several of the youngsters he spotted in pre-season trials are in the successful reserve team and before long they will be knocking at the first team door.

A Justice of the Peace, former Deputy Head Teacher, Coventry City Manager from 1948 to 1950—again from 1957 to 1961 and a Coventry first team player from 1934 to 1947, Mr. Frith is one of the most respected and popular figures in the game. He has brought to Chelmsford City the vision and drive which characterises his managerial ability and typifies the club's claims for League status.



1938/39 F.A. CUP FOURTH ROUND  
 1945/46 SOUTHERN LEAGUE CHAMPIONSHIP  
 1945/46 SOUTHERN LEAGUE CUP WINNERS  
 1948/49 SOUTHERN LEAGUE RUNNERS-UP  
 1949/50 F.A. CUP SECOND ROUND  
 1950/51 F.A. CUP SECOND ROUND  
 1958/59 ESSEX PROFESSIONAL CUP WINNERS  
 1959/60 SOUTHERN LEAGUE CUP WINNERS  
 1960/61 SOUTHERN LEAGUE CUP RUNNERS-UP  
 1961/62 SOUTHERN LEAGUE RUNNERS-UP  
 1963/64 F.A. CUP SECOND ROUND  
 ESSEX PROFESSIONAL CUP FINALISTS  
 (final yet to be played)

## Past Achievements

### SOUTHERN LEAGUE

TOP SIX PLACINGS ON APRIL 20th

	P.	W.	D.	L.	F.	A.	Pts.
Yeovil Town ...	39	27	5	7	89	34	59
<b>CHELMSFORD</b>	<b>41</b>	<b>26</b>	<b>6</b>	<b>9</b>	<b>95</b>	<b>52</b>	<b>58</b>
Bath City .....	40	23	8	9	80	48	54
Guildford City ...	39	19	9	11	82	51	47
Weymouth .....	39	29	7	12	64	47	47
Romford .....	40	19	9	12	68	54	47

### METROPOLITAN LEAGUE

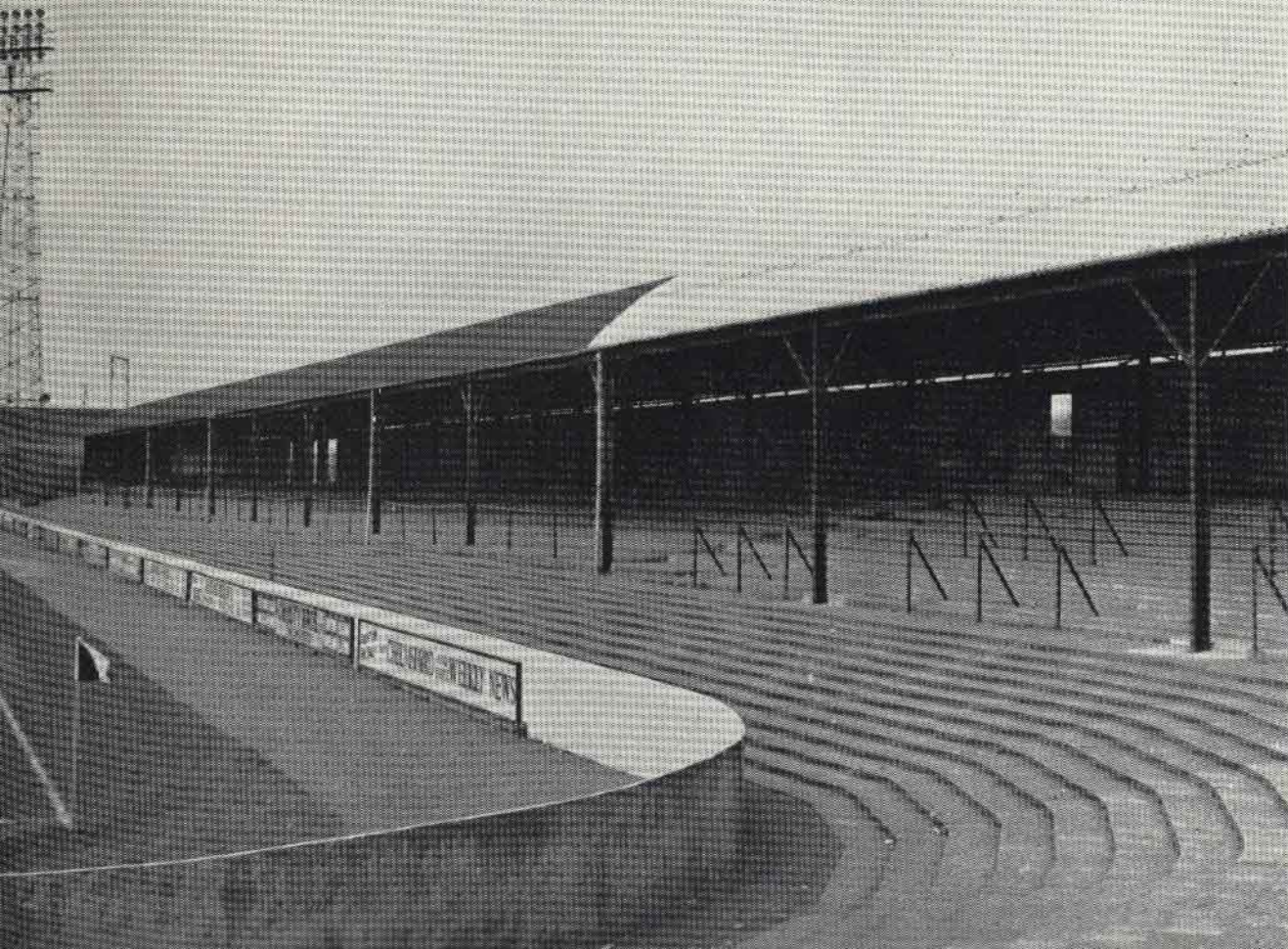
TOP SIX PLACINGS ON APRIL 20th

	P.	W.	D.	L.	F.	A.	Pts.
<b>Chelmsford Res.</b>	<b>36</b>	<b>22</b>	<b>10</b>	<b>4</b>	<b>103</b>	<b>46</b>	<b>54</b>
Charlton Res. ...	35	24	4	7	125	49	52
Cambridge City	37	20	9	8	94	74	49
Tottenham 'A' ...	35	22	3	10	108	57	47
Oxford Res. ...	33	17	10	6	95	44	44
Arsenal 'A' .....	36	16	9	11	73	57	41

Anxious to preserve a reputation for splendid facilities, the Chelmsford City Club have spent £40,000 on ground improvements in the past two years. A £12,000 floodlighting system, similar to those at Ipswich, Leyton Orient and Southend, has been installed, and is acknowledged to be the finest outside the Football League. In addition, an up-to-date drainage system, which includes two miles of underground piping, has been laid. The playing pitch measures 112 x 75 yards. There is a grass verge and an 8ft. cinder track between the touch-line and enclosing wall.

● The late Charles Buchan wrote: "Chelmsford City have one of the finest grounds inside or outside the Football League."





The Stadium, the club's own freehold property, is the equal of any outside the Football League, and better equipped than many League grounds. Capacity is 25,000 with accommodation for 10,000 under cover, 1,500 seated. There is room to extend the capacity to 50,000, and plans are in hand for cover on all four sides of the ground, with the stand accommodation to be doubled. The Stadium is easily accessible in the centre of the town, and within five minutes of the Railway Station and Bus Terminus. There are excellent car parking facilities.

● *Spacious covered concrete terracing to accommodate 10,000 spectators. Turnstiles and large exits are situated in each corner of the ground to avoid crowd congestion.*

CHELMSFORD CITY FOOTBALL CLUB SPORTS STADIUM

ARCHITECTS & ENGINEERS E R COLLISTER & ASSOCIATES 65 DUKE STREET CHELMSFORD

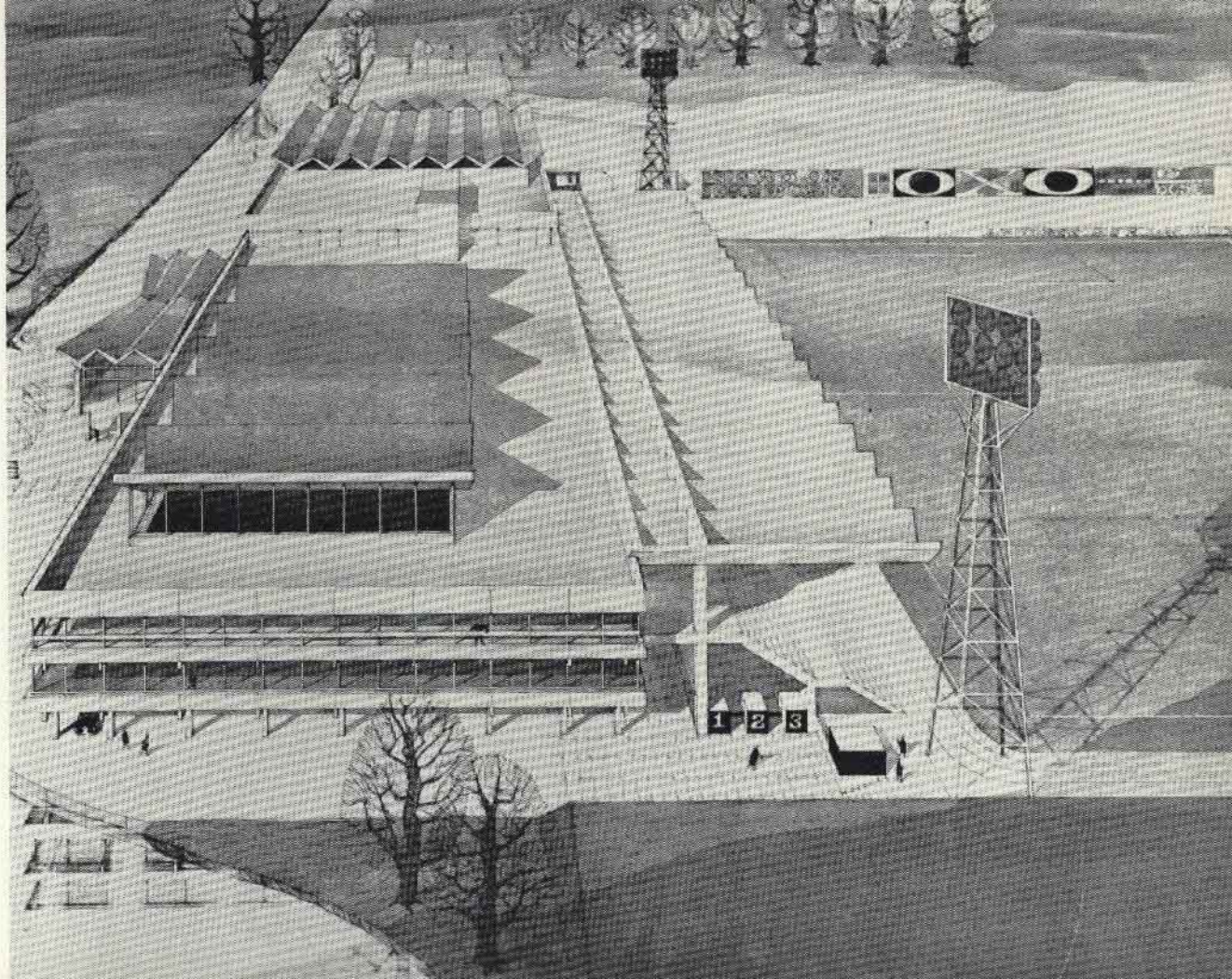
# PLANS THE FU

● Here are two views of the plans of the proposed new Stadium which will be a centre of entertainment for some 50 miles around Chelmsford, for which planning permission has been granted.



# NS FOR FUTURE

● Total cost will be 1¼ million pounds and includes ten-pin bowling alley, 400-seater restaurant, Olympic-size swimming pool, paddling pool, dance hall, gymnasium, car parks, squash courts, offices, changing rooms, etc.



**Figures show that  
Chelmsford's gates  
are the best, and  
they are better than  
many League Clubs**

When it comes to attendance figures Chelmsford City are anxious to provide the truth. And the truth is that they are, and have been over the last four seasons, the best supported non-League club in the country. This is no idle boast; it is fact. What is more the figures given here show that Chelmsford's gates can compare favourably with those of many Fourth Division clubs.

## ATTENDANCE LEAGUE TABLE

				Highest Gate this Season	Lowest Gate this Season	Average Attendance
BRIGHTON ...	...	...	...	15,249	6,582	10,200
GILLINGHAM ...	...	...	...	13,351	5,274	9,000
CARLISLE ...	...	...	...	16,347	4,750	8,900
EXETER ...	...	...	...	16,141	5,335	7,300
OXFORD ...	...	...	...	10,450	4,202	6,800
TRANMERE ...	...	...	...	12,750	3,520	6,600
CHESTER ...	...	...	...	8,395	4,324	6,300
BRADFORD ...	...	...	...	10,965	3,673	6,100
DONCASTER ...	...	...	...	11,719	3,407	5,800
LINCOLN ...	...	...	...	7,156	3,760	5,700
BRADFORD CITY ...	...	...	...	12,100	2,778	5,600
TORQUAY ...	...	...	...	13,655	3,479	5,500
ALDERSHOT ...	...	...	...	7,242	3,265	5,300
CHESTERFIELD ...	...	...	...	9,684	3,385	5,200
<b>CHELMSFORD CITY</b> ...	...	...	...	<b>9,017</b>	<b>2,321</b>	<b>5,100</b>
YORK ...	...	...	...	6,350	1,637	4,300
NEWPORT ...	...	...	...	6,200	1,807	4,100
STOCKPORT ...	...	...	...	7,847	1,899	3,900
HALIFAX ...	...	...	...	5,220	1,874	3,800
WORKINGTON ...	...	...	...	4,900	2,303	3,600
HARTLEPOOLS ...	...	...	...	5,200	1,383	3,500
BARROW ...	...	...	...	5,269	1,523	3,400
DARLINGTON ...	...	...	...	5,900	2,195	3,300
SOUTHPORT ...	...	...	...	4,193	1,618	3,000
ROCHDALE ...	...	...	...	4,216	2,113	2,900



● This is Chelmsford City's Social Club. The City club has a strong body of supporters, many of whom take advantage of off-the-field attractions, as shown here.

**Peterborough  
United**

**Oxford United**

**CHELMSFORD  
CITY  
? ?**

**P**ETERBOROUGH UNITED and Oxford United, the two latest entrants into the Football League, have already made a deep impression on the football world and fully justified the confidence shown in them by the League clubs who voted for their entry.

We, at Chelmsford, feel fully confident that we could, given the opportunity, equally well justify ourselves and show our suitability to be members of the Football League. Our claims ?:-

1. We are run on Football League lines by a manager with Football League experience—Mr. Billy Frith.
2. On the playing staff we have 20 full-time professionals, seven part-timers and three groundstaff boys.
3. We have a full-time manager with an office boy, two full-time secretaries, a full-time trainer and a full-time groundsman; as well as a part-time trainer and a part-time manager of the Youth Section. We also have a club doctor and club physiotherapist.
4. We have a Board of Directors—seven in number—ably led by Chairman John Coward; a Board with an eye to the future, with a modern approach to the game and with the determination to work until they see our club among the best in the land.
5. We have a wonderful Supporters' Club which is among the best in the country and one of which we are justly proud.
6. Our Stadium is second-to-none in non-League football and is at least the equal of the majority of those in the Third and Fourth Divisions.
7. Our attendances this season average 5,100 for the Southern League side, while those for the reserve side average 2,106.
8. We have first-class floodlights.
9. We are on a sound financial footing and have no worries in this direction.
10. We are expanding all the time and apart from improving our present accommodation have an additional scheme for a new stand, restaurant, etc., etc., which will cost £1½ million.

***Chelmsford City for the Football League - with YOUR support***

"Chelmsford City is one of the happiest clubs I have known. The amenities are the best in non-League football, and better than those at many Football League grounds."

—ARTHUR ROWE, *Crystal Palace manager*

"I am most impressed with Chelmsford City. Their ground is far and away better than many in the Third and Fourth Divisions. And now they have further plans to make it even better."

—SAM BARTRAM, *"The People."*

"Both from the playing aspect and off the field, Chelmsford City are worthy of League status."

—ARCHIE MACAULAY, *Brighton & Hove*

"The Chelmsford club has impressive claims for admission to the Football League. I wish them every success, for new blood is just what League Football needs today."

—BILLY WRIGHT, *Arsenal team manager*

"Chelmsford City are the Spurs of the Southern League. Their ground makes those of a major portion of Third and Fourth Division clubs look like bomb sites."

—IAN WOOLDRIDGE, *"The Daily Mail"*

"Chelmsford, go-ahead and ambitious, are fully deserving of a place in the Football League."

—KEN JONES, *"The Daily Mirror"*

"Very impressed with the set-up, and the results over the past eight seasons have always been good. Definitely worthy."

—BILLY NICHOLSON, *Tottenham Hotspur manager*

"A wonderful set-up. Amenities and ground worthy of League Football. Playing surface rarely bettered anywhere. Lights excellent."

—NORMAN LOW, *Pori Vale manager*

"The best set-up in the Southern League. If any team deserves League Football, they do."

—FRED BADHAM, *Nuneaton Borough manager*

"During my experience in non-League football I formed the opinion that the club most competent for League status is Chelmsford City. I understand that there has been a change of policy this season, which has been well proved by the results of both teams. I believe they are very worthy of League status, being well equipped in every way."

—ARTHUR TURNER, *Oxford United*

**Can all  
these people  
be wrong ?**

**Enthusiasm  
and  
Enterprise  
behind the  
scenes . . .**

Chelmsford City was formed 25 years ago and their present Board of seven directors have, between them, served the club for a total of over 70 years. There have been only three chairmen in that time, indicative of the harmony which exists in the Boardroom of a happy club.

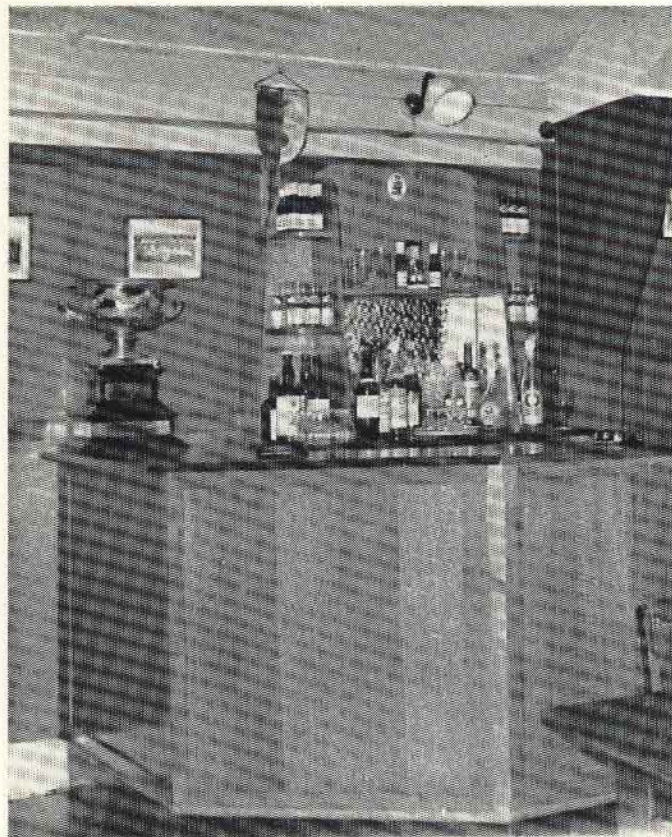
Mr. John Coward has been chairman for four years, is a vice-president of the Southern League and believes in running a football club in the same way that has made him one of Chelmsford's most successful businessmen.

Chelmsford City, in addition to the backing of a successful Supporters' Club, also runs an Improvement Fund, paying out £350 a week in cash prizes. Since December, 1961, this fund has realised a profit of £40,000 for the club.

Chelmsford City paid £5,500 for a house for their manager, Mr. Bill Frith. This is one of fourteen houses, with a current market value of over £60,000, owned by the club.

Chelmsford City has a flourishing Social Club which last year had a turnover of over £10,000. The club is now being extended at a cost of £5,000.

Comment by Tommy Wilson, who won an F.A. Cup-winner's medal with Notts Forest: "I had ten years with Forest, it is a good club in every respect. Chelmsford City is as good as Forest in all ways and would be a credit to the Football League."



# CHELMSFORD CITY FOOTBALL CLUB LIMITED

*Chairman:* J. W. COWARD

*Directors:* F. J. LANGTON  
H. D. BENGE  
S. W. HARRINGTON  
G. S. LAST  
F. K. KEARSLEY  
H. A. PHILLP

*Manager:* W. FRITH, J.P.

*Secretary:* L. G. MENHINICK

**The Stadium . New Writtle Street**

## Towns within 25 miles of Chelmsford

Situated 30 miles from Liverpool Street, with a frequent 35-minute service makes it easily accessible for visiting clubs. There is an excellent bus service to all the surrounding districts.

