

Nuneaton
A.F.C.



Borough
LIMITED

OFFICIAL HISTORY AND RECORD BOOK

Printed by Albion Press, Seymour Road, Attleborough, Nuneaton.

“TALL OAKS

FROM LITTLE ACORNS GROW”

The Official History and Record Book of

NUNEATON BOROUGH

ASSOCIATION FOOTBALL CLUB LIMITED

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to the birth and growth
of football in Nuneaton
— plus the full
playing record of
Nuneaton Borough A.F.C.



The club's
achievements —
their disappointments
— their hopes and
ambitions.

PRICE 5/-



An Official Nuneaton Borough A.F.C. publication
Compiled and Edited by
D. L. POSTIN

NOVEMBER 1970

Nuneaton Borough A.F.C.



TALL OAKS from Little Acorns Grow

Compiled and edited by D. L. Postin.

THE HISTORY AND RECORDS OF NUNEATON BOROUGH A.F.C. LIMITED, 1937 TO 1970

The birth and growth of football in Nuneaton

"All obstacles will move aside for those who know where they are going. Those who refuse to stand still can achieve great things from small beginnings. Just as tall oaks from little acorns grow."

In the year 1863, eleven clubs met in London to frame a set of laws for a game that had emerged on the playing fields of Charterhouse—one of England's great public schools—some twenty years earlier. So it was that the Football Association came into being.

Just sixteen years later and nine years before the Football League was founded, a football club was formed to represent Nuneaton. The club's first match was against a team from neighbouring Bedworth and took place at the Newdegate Arms Meadow on November 9th, 1879. Bedworth won easily and the match attracted very little attention, but from this small beginning has grown one of the largest and best supported non-league clubs.

Early soccer in Nuneaton was fraught with setbacks! the first club folded in 1890 through lack of funds and it was not until 1898 that a new club was formed. This second club had an even shorter life than its predecessor, lasting only two years—but during those two years Nuneaton had their first taste of F.A. Cup football when the club lost 3-2 to Brierley Hill in 1899. The club which preceded the present club was founded in 1903 and from that date Nuneaton has always been represented on the football field. The first competition the new Nuneaton Town Club entered was the Trent Valley League, but from 1906 they competed mainly in the Birmingham Combination or League. The only exception was between 1924 and 1926 when they played in the old Eastern Section of the Southern League, which at the time housed such clubs as Leicester City, Northampton, Peterborough and Folkestone, besides the reserve teams of eleven league club including Coventry City.

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In 1937 the "Town" club faced financial chaos, following two poor seasons. It was revealed they had debts of over £3,000, including a single debt of £1,411 to the Football Association. To clear their liabilities, the club sold Manor Park—the club's ground since 1919—to the local council for £3,500 and at a meeting held on May 13th, 1937, Nuneaton Town Football Club was formerly wound up. The club had been in existence for 34 years.

During the weeks that followed it looked doubtful if Nuneaton would have a representative team, but in July, 1937 a group of enthusiasts formed an amateur administration, encouraged by the local council who offered the use of Manor Park at a nominal rent. Thus, Nuneaton Borough Association Football Club came into being, the most successful club in Nuneaton's football history.

Borough first competed in the Central Amateur League and their first match was against Leicester Nomads, losing 1-0. The club turned professional part way through the season 1938-39 taking over the fixtures and record of Evesham Town, who had withdrawn from the Birmingham Combination. Borough continued in the combination after the war and in 1949 achieved a major club milestone when they became the first Nuneaton club to reach the F.A. Cup Competition proper, eventually being eliminated in the Third Round. Progress then came swiftly! In 1952 they joined the Birmingham League, in 1955 they were accepted as full members of the Football Association and in 1958 they were elected to their present competition, the Southern League.

The club's most successful season to date was sea. 1966-7, during which they reached the F.A. Cup Third Round, taking then second division Rotherham United to a replay, and also finished runners-up in the Premier Division and Birmingham Senior Cup. That season nearly 160,000 passed through the Manor Park turnstiles, including a record 22,114 for the match with Rotherham. Support of this nature shows the tremendous potential of the club and gives the club every hope that their ultimate aim of Football League status will one day be achieved. The club look to the future with every confidence.

Season 1969-70—one of the worst seasons in the club's history—could only be described as a disappointing set-back to the club's hopes and ambitions. But for a club like Nuneaton Borough—a club geared only for progress—set-backs are only temporary affairs. The club will refuse to stand still and are determined to move forward, their sights are set in no other direction. Non-league soccer is at last on the move and Borough must move forward with it.

Despite last season, some great strides forward were made during the 1960's and Borough will continue to grow. Success in the "seventies" could see Borough grow to full maturity . . . into a giant "tall oak" of football that had its real beginning as a small "acorn," starting with a match against Bedworth way back in the year 1879. The sky, a "Royal Blue" sky, will then be the limit for the club's ambitions and make no mistake! Boro' will go forward! . . . GO FORWARD WITH BOROUGH!

YEAR BOOK

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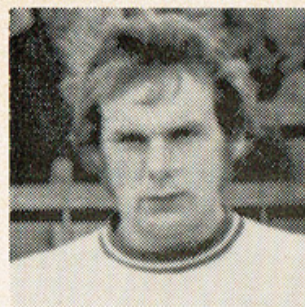
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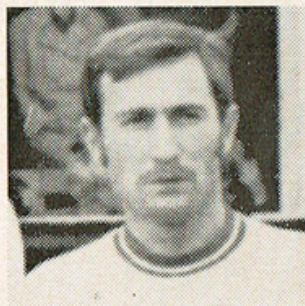
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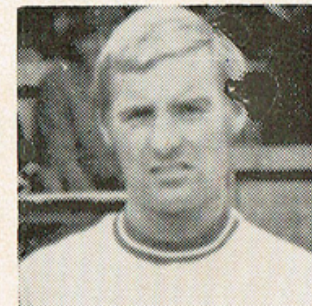
ALAN JONES
Full Back



JOHN BURCKITT
full back



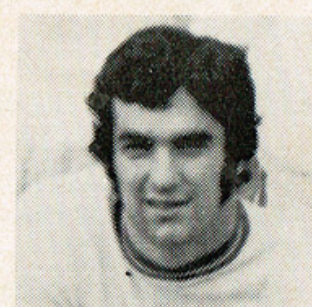
GERRY KAVANAGH
full back



DAVE GOODALL
Utility Defender



MICKY BOOT (Capt.)
Midfield Player



BRIAN BILLINGTON
Midfield Player



ROGER SMITH
Utility Player



STAN ASTON
Centre Half

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MORE ABOUT THE "TOWNS"!

The Nuneaton Town Football Clubs: 1879 to 1937

If you had mentioned the word "football" in Nuneaton in 1879—the year the first "Town" Club was formed—everyone would have thought you were talking about Rugby Football. Nuneaton was very much a Rugged stronghold in those days and the introduction of Association football made very little impact. The activities of the first "Town" soccer club was all but ignored by the local press, who gave Rugby pride of place in the sporting columns. As a result, the first club's playing record will forever remain in the shadows of the past. Some soccer reports did appear, but scores, teams and competitions were seldom if ever mentioned. A typical example was a report of a match played on December 13th, 1879, between Nuneaton and Atherstone. Headed "Association," the report continued— "A match took place last Saturday between Atherstone Rangers and Nuneaton Town, played on the ground of the first mentioned club. The match resulted in a decisive win for the former team, although several players did good service for the losing side". Faced with such apathy by the press and general lack of interest, it is hardly surprising that the club struggled financially for the whole of the eleven years of its existence — finally being dissolved in September 1890. Ironically, the death of the club gained more publicity than any of its activities during its lifetime.

From 1892 onwards, soccer interest began to develop due to the success of an amateur Nuneaton League and the addition of a Second Division to the Football League. Sports coverage had also improved and by 1898 there was enough interest for the "Town" club to be re-formed. In season 1898-99 the new "Town" club finished fourth in the Coventry and North Warwickshire League and also won through to two cup-finals, though losing both. The most interesting was the Atherstone Nursing Cup Final, in which they lost 3-1 to Atherstone Rangers. The "gate" realised a record £46—which in the days when whisky was only 4s. a bottle, was realy money. Nevertheless, the club showed a loss on the season. The following season—season 1899-1900—was of particular interest. The "Town" had moved up to the stronger Leicestershire Senior League and also competed in the F.A. Cup for the first time. Their first F.A. Cup match was against Brierley Hill Athletic who operated in the very strong Birmingham League. Over 2,000 turned out for the match, played on Arbury Road ground and was won 3-2 by Brierley. Nuneaton's first ever F.A. Cup team was Jarvis, Adams, Glover, Holmes, Dent, Clifford, Elsworth, Edkins, Dean, Price and Strong. As the season progressed it began to be apparent that the club were struggling for funds, despite holding a good position in the Leicester League, finally finishing third. Hardly had the season closed before they were taken to court by the executor of the will of a creditor and shortly after the club disbanded after only two, but eventful, years.

The most successful of the "Town" clubs was formed in 1903 and Nuneaton has always had a football club from this date. The first competition the new club entered was the local Trent Valley League, finishing sixth. In season 1904-05 they operated in the stronger Coventry League and won their first ever League Championship. By 1908 they had progressed to the Birmingham Combination and opened their combination campaign by beating Bourneville 9-2, six of the goals scored by centre-forward Higgins.

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Matches were now much better attended and "gates" of over 4,000 were not uncommon. The club had now become Nuneaton's main sporting interest and had relegated Rugby Football to second place in the Press. In 1913, the club had had to fight for local Press recognition, hit the national headlines when they released five players to Football League clubs. Harry Wells and Walter Dunkley were transferred to Aston Villa for £100 each and shortly after Joe Norton was sold to Manchester United for £150, a record fee for junior football at the time. Before the end of the season, Emmitt Dunn moved to "Wolves" and Joe Bowen to W.B.A. The following season Nuneaton signed a junior international named Morrell from Redditch and an ex-Walsall player, Merrick. Walter Dunkley re-signed from Aston Villa. The Press said "The cost of securing these players would surprise everyone! There will be Second Division wages in the Nuneaton camp this season." The moves proved successful, for the "Town" won the Combination Championship and "gates" averaged over 3,500. At the end of that season they were elected to the Birmingham League at that time judged to be bettered only by the two divisions of the football League and the Southern League. Restrictions during World War I delayed their debut in the Birmingham League until 1919, the year the club moved headquarters from the Newdegate Arms to Manor Park. The first match at Manor Park was a friendly against Atherstone Town, Nuneaton winning 1-0 The first league match on the ground was a goal-less draw against Wrexham which attracted 5,300. Another match of interest was a friendly against Manchester United, who won 4-0. The latter match attracted 7,400 specators, approximately one quarter of the then population of 30,000.

After five seasons in the Birmingham League, Nuneaton Town joined the Southern League and competed in the old Eastern Section. Their opponents were Leicester City, Northampton, Folkestone, Bournemouth Reserves, Norwich Reserves, Watford Reserves, Luton Reserves, Reading Reserves Southampton Reserves, Millwall Reserves, Portsmouth Reserves, Brighton Reserves, Grays T.U. and Fulham. It was a regular occurrence for the league clubs' reserves to include a star or two, usually players making their comeback after injury or illness. The "town" failed to adapt to their new environment and after finishing 15th of 17 in season 1924-25 and last of 18 in season 1925-26, they left and rejoined the Birmingham Combination . . . back to square one! The club spent seven years in the combination in their second term, winning the championship in seasons 1928-29 and 1930-31. In 1933 they returned to the Birmingham League and remained there until 1937, finishing 8th, 3rd, 16th and 17th respectively. In 1937, history turned a full circle when the club was formally wound up through the age old problem of lack of funds.

Each of the "Town" clubs made some major contribution to football in Nuneaton. The first club introduced the game to the town, the second club brought the excitement of the F.A. Cup to Nuneaton and the third club made football the "name" of Nuneaton's "game."

Nuneaton Borough, formed originally as an amateur club in July 1937, has probably made the greatest contribution of all, the remainder of this book will show Nuneaton Borough's complete playing record to date, their record breakers, their hopes and their ambitions. The bad days, the good days and the indifferent days. All you want to know about "Boro."

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NUNEATON BOROUGH A.F.C.

1937 to 1970

MILESTONES IN HISTORY

July 1937 Club formed as an amateur club

1937-38 First League Competition was the Central Amateur League. First match was against Leicester Nomads at Manor Park, lost 0-1. Also competed in F.A. Amateur Cup and Birmingham Senior Cup.

1938-39 Season started in Central Amateur League. Turned professional on being elected to the Birmingham Combination, taking over the fixtures and record of Evesham Town who had resigned.

1939-45 No competition football — World War II.

1945-46 Entered the F.A. Cup for the first time. First match was away to Hednesford, drew 2-2, scorers Lapworth and Kirkaldie. Won replay 5-2. Beat Worcester 1-0 at home in the Second Qual. Round. Worcester objected on the grounds that Boro' had fielded an illegal player. Before the F.A. reached a decision on the objection, Boro' played Bourneville at Manor Park and beat them 8-1. The F.A. then upheld Worcester's objection. Borough were struck out and Bourneville were re-instated. Borough finished the season as runners-up in the Birmingham Combination.

1948-49 Winners Birmingham Senior Cup and Runners-up Birmingham Combination.

1949-50 First Nuneaton club to reach the F.A. Cup Competition Proper. Beat Kings Lynn 2-1 at home in First Round. Team:— Barber, Hudson, Carter, Kelly, Thompson, Bond, Slack, Hockland, Plant, Gilmour, Campbell. Attendance: 12,583. Scorer: Plant (2). Drew 0-0 at home to Mossley in Second Round. Attendance: 10,691. Won replay 3-0. Scorers: Slack and Plant (2). Eventually lost 3-0 at Exeter in Third Round. Attendance 14,365.

1950-51 Runners-up Birmingham Combination

1952-53 Joined Birmingham League. First opponents Oswestry Town at home, won 2-0, scorers: Evans and Perry. Runners-up Birmingham Senior Cup.

1953-54 Reached F.A. Cup Competition Proper. Beat Watford (Third Division South) 3-0 in First Round at Manor Park. Att. 12,665. Scorers: Wright (2) and Jessop. Travelled to Queens Park Rangers in Second Round. Drew 1-1, scorer: Davies. Att. 18,098. Lost replay 1-2, scorer: Morrow, Att. 13,062.

1954-55 Reached F.A. Cup Competition Proper. Lost 1-2 away to Brentford. (Boro' scored first). Scorer: Jessop. Won Birmingham League (Northern Division) — the club's first league championship.

1955-56 Accepted as full members of the Football Association. Won Birmingham League (Division One).

1958-59 Joined Southern League and competed in the North-West

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Sub. 2d. KING TIME Vol. don. 2d. £250 PLAYING C A R D PRIZES. Every King wins a watch. If ticket contains a King claim a Lady's or Gent's Wrist Watch

section. First Southern League match was away to Gloucester City, lost 1-3, scorer: Lucas. First Southern League Cup match was away to Kidderminster H., won 2-1, scorer: Yates (2). Qualified for Premier Division. Won Southern League Inter-Zone (Section 7) Competition.

1959-60 First Season in Premier Division. First match was away to Bedford Town, lost 1-3, scorer: Plant. Relegated to First Div. Won Birmingham Senior Cup.

1962-63 Runners-up Southern League Cup, lost 1-2 on aggregate score to Guildford City. Scorer: Hartland. Promoted to Premier Division. Topped First Division attendance chart with 3,141 average per match. Fourth highest attendance in the Southern League.

1965-66 Floodlights installed. First match played under floodlights was against Leicester City, won 3-1, scorers: Bell (2) and Atkinson. Reserve and 'A' teams disbanded at end of season and First team playing squad formed.

1966-67 The club's most successful season. Reached F.A. Cup Competition Proper. Beat Wealdstone 2-0 away in First Round. Scorers: Richards and Cutler. Att. 5,033. Beat Swansea (Third Div) 2-0 at home in Second Round. Scorers: Crawley and Own Goal. Att. 18,031. Drew 1-1 at home to Rotherham United (Second Div.) in Third Round. Scorer: Cutler. Att. 22,114. Lost replay 0-1. Att. 22,930.

(capacity). Competed in Midland Floodlit Cup. First match away to Worcester, lost 2-6. Scorers: Richards and Ashe. Finished season as Runners-up in the Premier Division, only one point behind champions Romford. Also finished as Runners-up in Birmingham Senior Cup. Total attendances for the season topped 150,000 for the first time, an average of 3,999 for all matches played.

1967-68 Reached F.A. Cup Competition Proper. Drew 0-0 at home to Exeter in First Round. Att. 12,359. (The B.B.C. broadcast the 2nd. half of the match). Drew replay 0-0 after extra time. Lost second replay 0-1 — match played at Ashton Gate, Bristol. Finished 16th. in Premier Division, but topped the Southern League attendance chart with an average of 3,456 per match. Made first ever application for Football League status. No votes.

1968-69 Were unbeaten Midland Floodlit Cup champions. Finished 11th. in Premier Division, but again topped the attendance chart with an average of 3,549 per match. Reached Semi-finals of Southern League Cup (lost 0-2 at home to Cheltenham) and Camkin Cup (lost 0-3 at home to Kidderminster). Applied for Football League status. No votes.

1969-70 Finished season in relegation zone, but saved from the drop by Cambridge United's election to the Football League and the merger between Chelmsford and Brentwood. First season in the Non-League F.A. Trophy, reached Second Round Proper. First match was at home to Ellesmere Port Town. Won 7-0. Scorers: Jacques (3), Chapman (3) and Smith. Attendance 2215.

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NUNEATON BOROUGH A.F.C.—CLUB RECORDS

GOALSCORING RECORDS

- Match 8 goals scored by F. Slater against Bilston in 1956.
Previous record was 6 goals scored by G. Blezard against
Oakengates in 1937 and equalled by R. Tromans against
Hinckley in 1946.
- Season 54 goals scored by T. Richards during season 1966/67.
Previous record was 50 scored by F. Slater in 1955/56.
- Total 126 goals scored by K. Plant in two spells with the club
from 1947/50 and 1958/61.

APPEARANCES RECORDS

- Season Fred Crump was an ever present during season 1968/69
making 77 appearances.
- Consecutive Fred Crump made 228 consecutive appearances
from 1966/70.
- Total Present Player/Manager, Malcolm Allen had made 441
appearances at the start of season 1970/71.

RECORD TRANSFER FEES

In 1968 Tony Jacques was transferred from Banbury United for a
club record fee of £3,000. Previous record was Ken Satchwell who
was transferred from Coventry City for £2,500.

RECORD GATE RECEIPTS

- Match £4,261 v Rotherham United—Season 1966/67.
- Season £24,235—Season 1966/67.

RECORD ANNUAL PROFIT

£14,154 for the year 1967.

HIGHEST SCORES

- For 11 v Bromsgrove Rovers (B'ham Comb) 1945
11 v Hinckley (B'ham Comb.) 1946.
11 v Stourbridge (B'ham Comb.) 1951.
11 v Bilston (B'ham League) 1956.
- Against 8 v Hereford United (F.A. Cup) 1955.
8 v Tamworth (B'ham Sen. Cup) 1968

HIGHEST DRAW

- 6-6 v Wellington (Telford) Int. Zone Comp. 1958.

HIGHEST AGGREGATES

- 14 (Won 11-3) v Hinckley 1946.
14 (Won 11-3) v Stourbridge 1951

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NUNEATON BOROUGH A.F.C.

Complete playing record to date.

Full summary
P. 1,337 W. 625 D. 265 L. 447 F. 2,819 A. 2,213

Percentages
Wins 46.7 per cent. Draws 19.8 per cent. Losses 33.5 per cent.

Average goals per match
For 2.1 Against 1.6

Honours

- 1945-46 Runners-up Birmingham Combination.
- 1948-49 Winners Birmingham Senior Cup.
- 1948-49 Runners-up Birmingham Combination.
- 1950-51 Runners-up Birmingham Combination.
- 1952-53 Runners-up Birmingham Senior Cup.
- 1954-55 Winners Birmingham League.
- 1955-56 Winners Birmingham League.
- 1958-59 Winners Southern League Inter-zone Comp. (Section 7).
- 1959-60 Winners Birmingham Senior Cup.
- 1962-63 Runners-up Southern League Cup.
- 1966-67 Runners-up Southern League Premier Division.
- 1966-67 Runners-up Birmingham Senior Cup.
- 1966-67 Last Non-league club in F.A. Cup.
- 1968-69 Winners Midland Floodlit Cup.

Most goals scored in season
For 162 (1966-67) Against 121 (1969-70)

Most matches without defeat
19 matches between December 1955 and April 1956. Won 13, drew six.

Most matches without a win
10 matches between February and April 1948. Drew four, lost six.

Best start to a season
In season 1945-46, Borough played their first 13 matches without defeat, winning 10, and drawing three. In season 1951-52 they won all their first nine matches and were not defeated until the 13th game.

Worst start to a season
Season 1969-70, Borough played their first seven games without a win, drawing three, losing four.

Most consecutive matches without scoring a goal
Four matches — season 1963-64

Most consecutive matches without conceding a goal
Four matches — numerous times.

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LEAGUE POSITIONS TO DATE

Central Amateur League 1937-38

Season	Position	P	W	D	L	F	A	Pts
1937-38	4th	22	11	6	5	45	31	28

Birmingham Combination 1938-52

Borough started the 1938-39 season in the Central Amateur League and were elected part way through the season to replace Evesham Town who had resigned when in a hopeless position at the foot of the table.

Season	Position	P	W	D	L	F	A	Pts
1938-39	17th	38	9	4	25	66	127	22
1939-45	No competition — World War II							
1945-46	2nd	32	19	4	9	112	58	42
1946-47	4th	36	19	4	13	84	64	42
1947-48	6th	38	18	8	12	94	66	44
1948-49	2nd	38	23	9	6	93	45	55
1949-50	3rd	38	24	9	5	92	40	57
1950-51	2nd.	38	26	3	9	112	65	55
1951-52	4th	38	22	7	9	109	75	51

BIRMINGHAM LEAGUE 1952-58

Season	Div	Pos'n	P	W	D	L	F	A	Pts
1952-53	—	5th	36	19	5	12	81	50	43
1953-54	—	4th	46	27	8	11	129	59	62
1954-55	Nor	1st	38	26	7	5	112	53	59
1955-56	One	1st	38	24	8	6	109	55	56
1956-57	One	14th	38	14	6	18	76	75	34
1957-58	One	13th	38	13	7	18	68	79	33

Southern League Inter-zone Competition (Section 7)

Season	Position	P	W	D	L	F	A	Pts
1958-59	1st	8	4	3	1	22	15	11

Southern League 1958-70

Season	Div	Pos'n	P	W	D	L	F	A	Pts
1958-59	N W	8th	34	17	5	12	76	66	39
1959-60	Prm	19th	42	11	11	20	64	78	33
1960-61	First	18th	40	11	7	22	60	91	29
1961-62	First	14th	38	12	12	14	63	69	36
1962-63	First	4th	38	21	10	7	82	40	52
1963-64	Prm	16th	42	15	8	19	58	63	38
1964-65	Prm	8th	42	19	7	16	57	55	45
1965-66	Prm	14th	42	15	8	19	60	74	38
1966-67	Prm	2nd	42	21	9	12	83	55	51
1967-68	Prm	16th	42	13	14	15	62	64	40
1968-69	Prm	11th	42	17	7	18	74	58	41
1969-70	Prm	20th	42	11	10	21	52	74	32

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**BOROUGH'S COMPLETE SOUTHERN LEAGUE
STATISTICS**

Full summary

P 486 W 183 D 108 L 195 F 797 A 787 Pts 474

Highest score, for:

7 v Wisbech 1963.

7 v Burton Albion 1963.

Highest score, against:

6 v Boston United 1958.

6 v Worcester City 1958.

6 v Kettering Town 1961.

6 v Kings Lynn 1966.

6 v Romford Borough 1966.

6 v Hillingdon Borough 1970.

Highest scoring draws:

4-4 v Kings Lynn 1960.

4-4 v Tunbridge Wells 1961.

4-4 v Margate 1968.

Highest aggregate:

10 (won 7-3) v Burton Albion 1963.

Best wins:

7-1 v Wisbech 1963.

6-0 v Barry Town 1963.

6-0 v Corby Town 1968.

6-0 v Romford Borough 1968.

Worst defeats:

0-6 v Worcester City 1958.

0-6 v Hillingdon Borough 1970.

Most matches without defeat:

Twelve matches between March and April, 1963, won 9 drew 3.
Between April 1962 and October 1963, Borough played 25
Southern League home matches without defeat.

First Goalscorers:

In Southern League—C. Lucas v Gloucester City 1958.

In Premier Division—K. Plant v Bedford Town 1959.

In First Division—S. Aston v Poole Town 1960.

Highest Goalscorers:

Match—Ken Satchwell scored 5 against Trowbridge 1963.

Season—Tony Richards scored 30 S.L. goals in season 1966/67.

Total—Paul Cutler had scored 47 at the start of season 1970-71.

Most Goals in season:

For—83 (1966-67).

Against (91 (1960-61).

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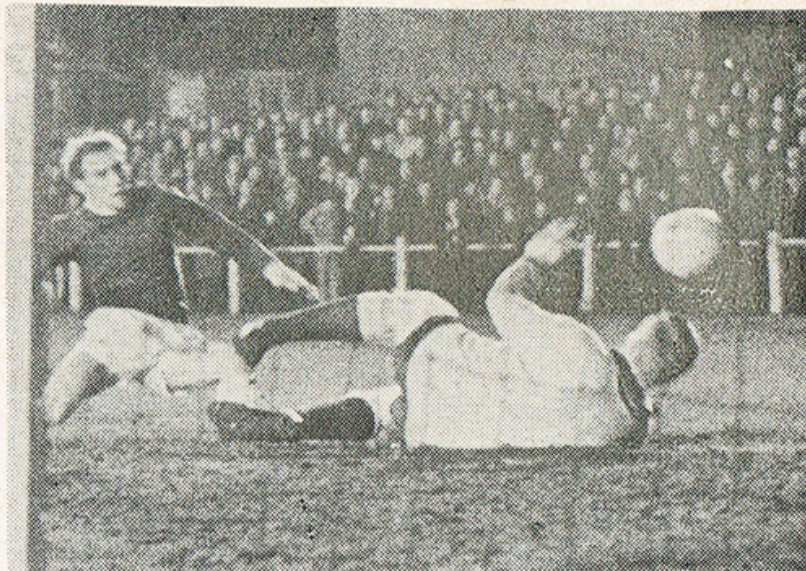
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Season 1966-67 — Borough v. Macclesfield



Nippy Norman Ashe bridges a 12 year gap when scoring the goals that put Borough into the F.A. Cup First Round Proper for the first time since 1954. In the picture, he connects with a low cross to start Borough on the victory trail

Season 1966-67 — Rotherham United v. Borough



The farthest Borough have ever progressed in the F.A. Cup, the Third Round replay against Rotherham United. Tom Crawley climbs high above the Rotherham defence, but sees his glancing header go narrowly wide. The Second Division club went on to win 1-0, by what has been described as the most controversial goal on record.

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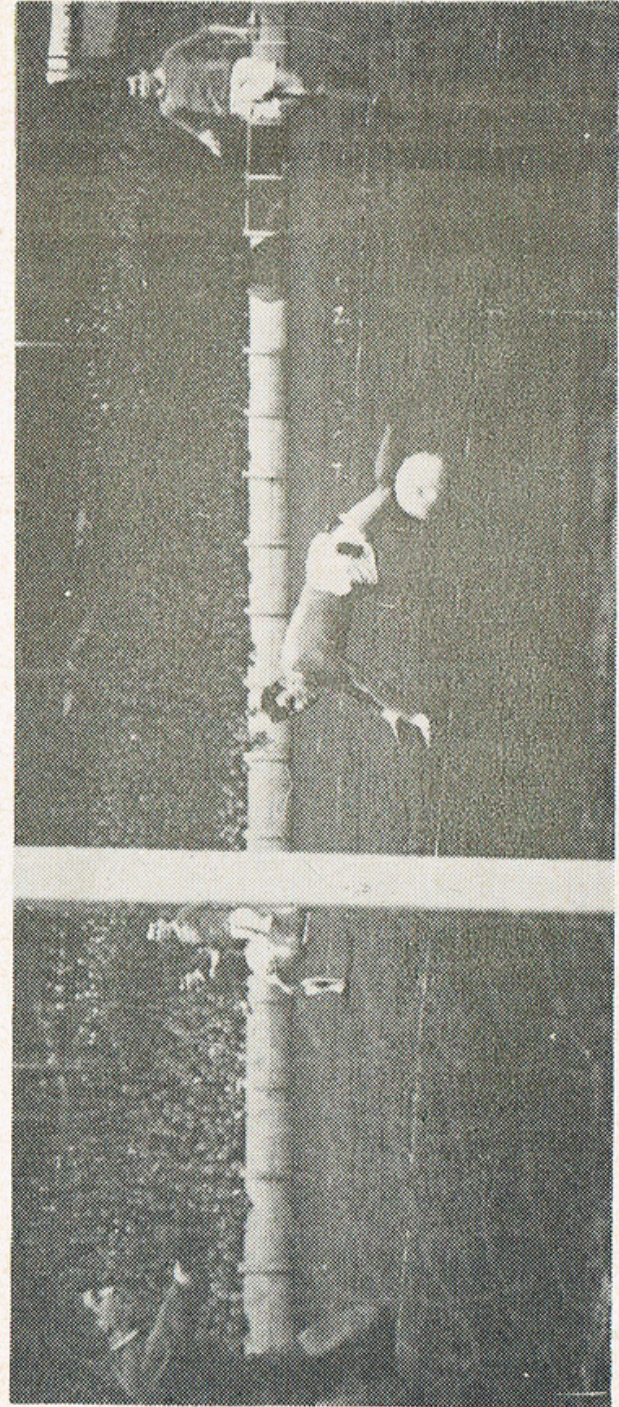
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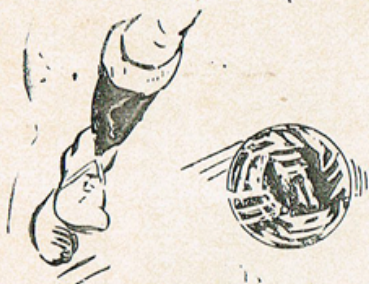
ROTHERHAM REPLAY — SEASON 1966-67



The end of the road. Borough's last gesture of defiance! The capacity Millmore crowd gasp as a shot from Tommy Crawley (out of picture) shaves the wrong side of an upright. Seconds later the referee blew his whistle and Borough's greatest F.A. Cup run came to an end.

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TONY RICHARDS IN ACTION — SEASON 1966/67



Tony Richards drives the ball home to score one of his record-breaking 54 goals that helped the club to their most successful season. In close attendance can be seen Tony's goalscoring partner, Tommy Crawlley. Tony started the Borough on the way to their best ever Cup run with a hat-trick in the 0-1 win over Atherstone Town.

PAUL CUTLER . . . THE ONE AND ONLY



The only player ever to have scored for Borough in the F.A. Cup Third Round Proper—Paul Cutler. Above, Paul scores a goal in spectacular style during a league match, in season 1966/67.



The Southern League
Runners-up Flag flying above
Manor Park.

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CHAMPAGNE



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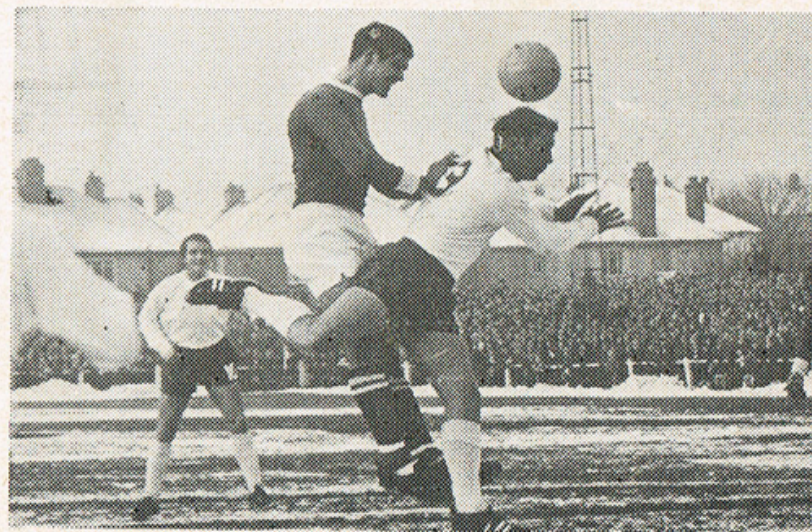
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Season 1967-68 — Borough v. Exeter City



Above: Tony Richards just fails to reach a low cross, anxiously watched by the Exeter 'keeper. Below: Stan Aston heads into a crowded Exeter goalmouth, but the Exeter defence scramble the ball away.

The match ended as a goalless draw, as did the replay —Borough finally losing by the only goal of he tie in he second replay at Bristol's Ashton Gate ground.



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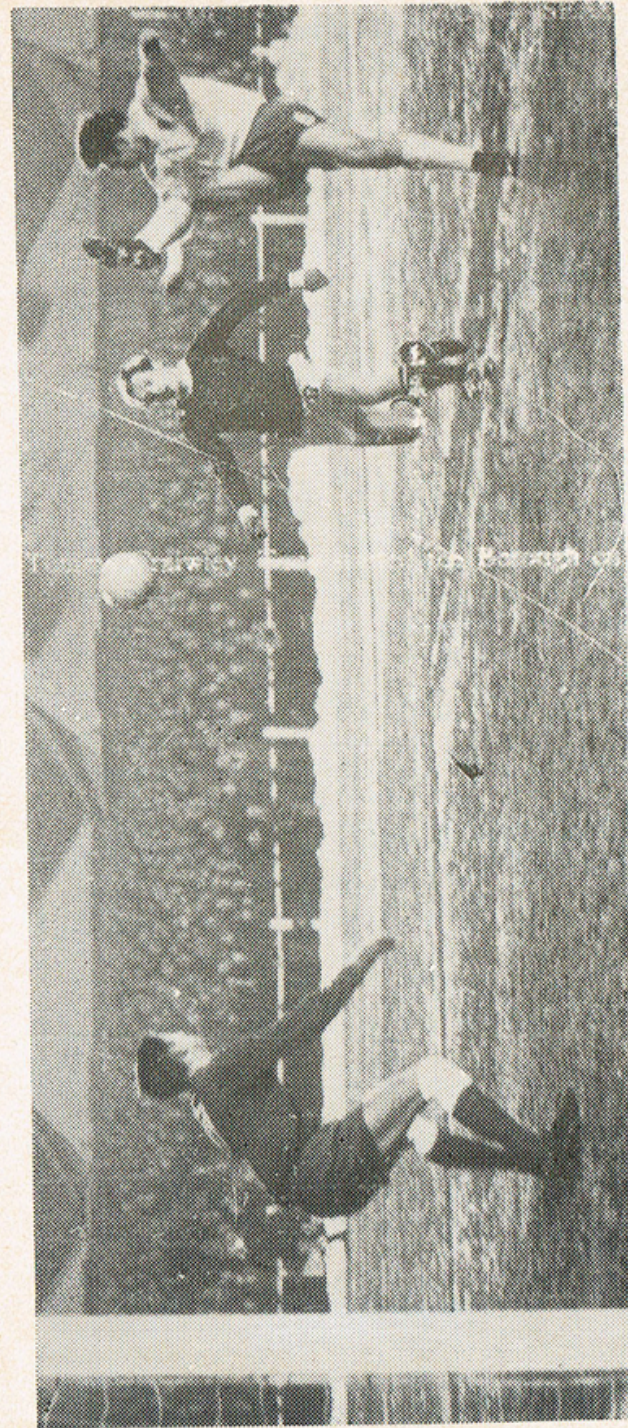
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BOROUGH v. EXETER CITY. Season 1967-68—another chance missed. Mick Keeley (now with Rugby Town) moves in for the kill with only the Exeter 'keeper to beat, but another chance comes to nothing when Mick loses control on the ice-bound pitch. The conditions ultimately led to Borough's undoing, for it aided Exeter in their efforts to keep the lively Borough forwards at bay. Despite the cold and ice the match was attended by a 12,000-plus crowd, a section of which can be seen in the background.

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**AN EYE ON THE FUTURE — THE FIRST
PRIORITY IS TO PROGRESS**

Non-League soccer has made immeasurable progress over the last few seasons and a major task for Nuneaton Borough is to ensure that they keep pace with the reorganisation in the lower ranks that could happen at any time.

The birth of the now highly successful Northern Premier League and the inauguration of the non-League F.A. Trophy, have given non-League soccer a "shot-in-the-arm". Today the minnows are no longer isolated from one another and further re-organisation could bring about a complete "pyramid system" of non-League soccer.

For the last two seasons, top-level talks between the Football League and the Southern and Northern Premier Leagues have been taking place behind closed doors — the object being to set up a national league of non-League clubs under the wing of the Football League. This league — the Football Alliance — would initially take the strongest members of the Southern and Northern Leagues, with promotion and relegation down the scale. Such an idea was accepted in principle at the Football League's last Annual General Meeting and discussions have continued throughout this season. In the words of the Football League, "Such an Alliance would initially be far removed from a Fifth Division, but naturally its member clubs would stand a much better chance of gaining election to the Football League. Automatic promotion to the Fourth Division could come at a later stage."

Speculation suggests that the plan could well be agreed during the next closed season and could start by season 1972/73.

Borough's main priority must be to progress and to ensure they gain a place in the new set-up. This means their first concern must be to maintain a place in the top half of the Premier Division table for at least the next two seasons.

Make no mistake! non-League soccer is at last on the move and heading towards the "pyramid system" that has been talked about for many, many years. A club's playing performance over the next two seasons could well decide just how high or low that club will start in the non-League "ladder" . . . and Nuneaton Borough A.F.C. have every intention of starting at the top.

Borough's potential is tremendous and past seasons have shown the high support the club is capable of. A place in the envisaged Football Alliance could prove a stepping stone to further progress — election to the Football League. The club's eye is firmly fixed on the future and progress is the first priority.

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BOROUGH RECORDS BROKEN THIS SEASON

Fastest Goals: Tony Jacques became the first player ever to score
scoring in the 15th. second against Margate on August 29th.

Most Matches Without Conceding a Goal: The team played five
matches without conceding a goal, between October 1st. and October 12th.
This broke the previous record of four matches, last achieved in season
1962/63.

F.A. Cup Goals: Tony Jacques became the first player ever to score
in every qualifying round of the F.A. Cup.

Best Unbeaten Run Since 1955. Borough's run of 14 matches without
defeat is the best run since 1955 and the third best run in the history of
the club.

BOROUGH LINE-UP — SEASON 1970/71

Comings and Goings

Since our official list of players was released on the opening day of
the season, there have been the following additions and alterations:

JOHN MASON. Was released in October by mutual consent and has
joined Bedworth.

JOHN BURCKITT. Signed for the club on the opening day of the season.
A former England International, previously with Coventry City and
Walsall.

TERRY OWEN. Signed for the club as an amateur from local football and
has now taken out professional forms.

BOBBY ALLEN. The club's most recent signing. A local player who
gained England schoolboy honours. Signed from Coventry City where
he scored for the Sky Blue youth squad that played Burnley in the
1968 F.A. Youth Cup Final. Other pen pictures will be found on the
last page.

PICTURE PROFILES



MALCOLM ALLEN
Player/Manager



FRED CRUMP
Goalkeeper

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SUCCESS — MANOR PARK STYLE

Four years ago, Nuneaton Borough rose to the forefront of non-league soccer, enjoying higher "gates" and more publicity than many Football League clubs. Last season the club fell to the bitter depths of the Premier Division, escaping relegation by a last-minute reprieve.

But this is football! Success cannot be guaranteed, it can only be strived for and usually comes when you least expect it. Failure often occurs when you expect to do well. Football is that competitive today that there is very little to choose between a club that finishes top of its league or division and a club that finishes bottom.

When success came to Manor Park in season 1966/67, it gave the club the opportunity of formulating plans and to determine ambitions — and nothing that has happened since then has moved the club away from its ultimate aim of Football League status.

Borough have a lot already going in their favour. They can show that the 151 home matches over the last four years were watched by an average of 3,233 per match — and they can show that they have a population area of over 110,000 to call on for support within a five mile radius of the ground.

Support and potential are important factors, but a non-league outfit needs more than these to make any impact on the Football League. They also need continued playing success, an adequate ground and cash in the bank to mount a publicity campaign to force the issue home when the time is ripe.

Cambridge United proved that the right combination can open the Football League's door and they have given every ambitious "minnow" a blue-print for success! Nuneaton Borough not only have the ambition, but also the intention of succeeding in this direction!

But make no mistake. There's a lot to be done. Improved terracing, a new stand, better all round facilities and preparation for a full-time set-up — are all necessities if Borough are to achieve their goal. Nothing worth having comes easy and no-one is underestimating the task now. It would require an all-round effort by everyone connected with the club — directors, officials, staff and most important, by **you** the Borough supporter. Your help could ensure the ambition for League status is achieved.

How can you help? There are many ways, just as you are helping already by attending this match. Be a "true blue" and attend every home match. Make sure of your copy of the club programme each match. Pop into the Social Club for a drink — or more important, if you have a half hour to spare each week . . . enlist as a Borough Pools Agent.

Borough made progress in the 1940s when they became the first ever Nuneaton club to reach the F.A. Cup Competition proper. They made progress in the 1950s when they moved from the Birmingham Combination to the Birmingham League and on to the Southern League. Despite last season, they made immense progress during the 1960s with the advent of floodlights, new terracing, a new social club, etc. and moved to the forefront of non-league soccer.

Success in the "seventies" could see the club make the biggest stride forward of all — a place in the Football League. This is Borough's goal. This is success Manor Park style — the success that could come during this decade and that **must** come with time. Will you play your part by helping to achieve it? Will you go forward with the Borough?

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(Up to and including Monday, November 21st.)

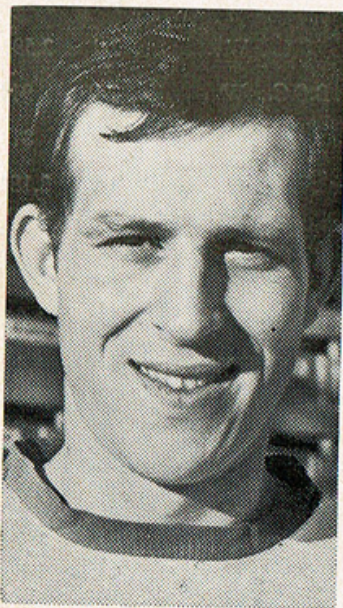
Date	Opponents	Ven.	Comp.	Res.	Score	Att.
1970						
Aug. 15	WIMBLEDON	H	S.L.	L	0-2	3,152
" 19	KETTERING	A	S.L.	D	1-1	1,486
	Scorer: Punter.					
" 22	HEREFORD UNITED	A	S.L.	L	0-2	4,157
" 25	CANTERBURY	A	S.L.C.	W	1-0	250
	Scorer: Punter (penalty).					
" 29	MARGATE	H	S.L.	W	4-1	2,354
	Scorers: Cutler, Jacques, Boot (2).					
" 31	CANTERBURY	H	S.L.C.	W	2-0	2,034
	Scorer: Jacques (2).					
Sept. 2	BIR'HAM CITY POLICE	H	B.S.C.	W	2-1	1,150
	Scorers: Mason, Butterworth (o.g.).					
" 5	WIMBLEDON	A	S.L.	L	0-4	1,440
" 7	KETTERING	H	S.L.	W	1-0	2,329
	Scorer: Jacques.					
" 12	WEYMOUTH	H	S.L.	W	3-1	1,870
	Scorers: Jacques (2), B. Allen.					
" 14	TELFORD UNITED	A	S.L.	L	0-4	2,244
" 19	HEDNESFORD	A	F.A.C.	W	2-1	1,347
	Scorer: Jacques (2).					
" 21	BEDWORTH UNITED	H	M.F.C.	W	3-1	2,257
	Scorers: Jacques (2), Mason.					
" 26	ASHFORD TOWN	H	S.L.	D	1-1	2,384
	Scorer: Cutler					
" 28	BEDFORD TOWN	H	S.L.	W	2-1	2,592
	Scorer: Jacques (2)					
Oct. 1	LOWER GORNAL	H	B.S.C.	W	2-0	914
	Scorers: Jacques, Aston					
Oct. 3	ASHFORD TOWN	A	S.L.	W	1-0	818
	Scorer: Aston					
" 5	REDWORTH UNITED	A	M.F.C.	W	2-0	2,184
	Scorers: Owen, Busby (O.G.)					
" 10	LYE TOWN	H	F.A.C.	W	3-0	2,893
	Scorers: Boot (Goodall, Jacques).					
" 12	ATHERSTONE TOWN	A	CAM.	W	1-0	1,963
	Scorer: Punter.					
" 17	BATH CITY	A	S.L.	D	1-1	1,532
	Scorer: B. Allen.					
" 19	TELFORD UNITED	H	M.F.C.	W	2-0	1,470
	Scorers: Weir (o.g.), P. Cutler.					
" 24	STOURBRIDGE	H	F.A.C.	W	2-1	3,022
	Scorers: Aston and Jacques					
" 26	HEDNESFORD	A	M.F.C.	D	2-2	950
	Scorers: Smith and Cutler					
" 31	ROMFORD BOROUGH	H	S.L.	D	1-1	2,547
	Scorer: Boot					
Nov. 2	TAMWORTH	A	M.F.C.	L	1-4	2,315
" 7	TAMWORTH	A	F.A.C.	D	1-1	3,177
	Scorer: Burckitt					
" 9	TAMWORTH	A	F.A.C.	D	2-2	6,354
	Scorers: Jacques and B. Allen					
" 14	BARNET	H	S.L.	D	1-1	1,910
	Scorer: Cutler					
" 16	TAMWORTH	N	F.A.C.	L	1-3	5,160
	Scorer: Jacques (Played at St. Andrews, Birmingham)					
" 21	POOLE TOWN	A	S.L.	D	1-1	538
	Scorer: Goodall					

YEAR BOOK

A LONG WAY FOR NOTHING

Tamworth Triumph and Borough Bow Out

The five-hour battle between Nuneaton and Tamworth for the prize of a place in the F.A. Cup Competition Proper, ended at St. Andrews', Birmingham on November 16th. with victory for Tamworth . . . and the win repeated last season's result when the West Midland Leaguers also K.O.'d Borough at this stage. For the first 40 minutes of the St. Andrews match, Nuneaton staged some of their best soccer of the season and took a deserved 26th. minute lead through Tony Jacques — the fourth time the Royal Blues had been in the lead throughout the tie. But disaster struck just before half-time when Tamworth struck twice in as many minutes. The goals proved a "killer blow" to Borough's F.A. Cup hopes. Nuneaton lost their composure in the second half and the West Midland League outfit had already booked a home-tie against York in the First Round Proper, long before they made sure of the game with a third goal in the 65th. minute. This season's F.A. Cup run lasted just 9½ hours, during which Borough scored 11 goals and conceded eight. Tony Jacques scored in every qualifying round, netting six times. A long way for nothing — but there's always next season and until then there's plenty more to play for.

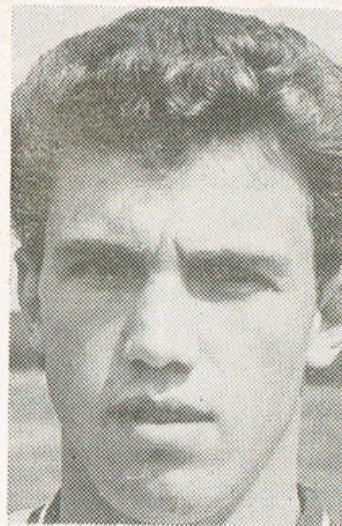


Two players who figured in the Borough/Tamworth saga. Left, Borough striker Tony Jacques, who twice shot Borough into the lead — and right, Keith Ball — the — former Borough centre-half, who had a great game for Tamworth in the Manor Park replay.

YEAR BOOK

THE TURNING POINT IN BOROUGH'S SUCCESS STORY

Season 1968/69 — BOROUGH v KIDDERMINSTER



Left: Peter Foweraker, who appeared to have booked Borough's passage into the F.A. Cup Competition Proper for the third consecutive season when he netted in the 87th. minute to give the Royal Blues the lead — but within seconds the Harriers were back on terms following a defensive mix-up and Kidderminster gained a draw they hardly deserved.

Right: Alec Jackson (now with Kidderminster), whose mis-placed back-pass let in the Harriers for an early goal. The defeat by Kidderminster was the turning point of Borough's success story and the side that had started the season looking like world-beaters, slumped to be just another Southern League club.

THE TAMWORTH TORMENT — SEASON 1969/70

Former Borough player Roger Hope who destroyed Boro's F.A. Cup hopes last season with two second half goals for his new club Tamworth. Tamworth took an early 1-0 lead before Boro struck twice through Roy Chapman — but the home crowds' joy was shortened and Tamworth eventually won 4-2. Hughie Morrow's men eventually won through to the Second Round Proper, beating Torquay 2-1 on the way.



YEAR BOOK

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TOURS FROM THE COACH STATION, NUNEATON

MONDAY, OCTOBER 26th.

6-00 p.m.

HEDNESFORD

Adults 6/- Children 4/-

MONDAY, NOVEMBER 2nd

6-30 p.m.

TAMWORTH

Adults 4/6 Children 3/-

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CLUB OFFICIALS



Club chairman
Mr. R. S. BULL



Vice-chairman
Mr. A. T. SCATTERGOOD



Hon. Medical Officer
Dr. K. FLYNN

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Mr. MALCOLM ALLEN
Player/Manager.

Appointed towards the end of last season and his policy of giving opportunity to local amateurs is already paying dividends. Malcolm is the club's longest serving player and breaks a record every time he plays, for he holds the club's appearances record and has made 442 first team appearances at the start of this season. He is a former captain of the Army and Combined Services XI's and played for Coventry City and Rugby Town before joining Borough in July 1961.



Mr. JOHNNY WATTS
Assistant Team Manager.

A former Birmingham City star who joined Borough in July 1964 as centre-half and captain and made over 200 appearances for the club before leaving in 1968. He had a short spell with Bromsgrove Rovers and re-joined Borough in his present capacity during the close season.



Mr. JOE TAYLOR
Club Trainer.

A popular figure at Manor Park, Joe started his career as trainer with the reserve team in 1946 progressing to first team duties several years ago. Joe's wife, Anne is also a servant of the club and carries out the duties of caretaker.

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TAMWORTH

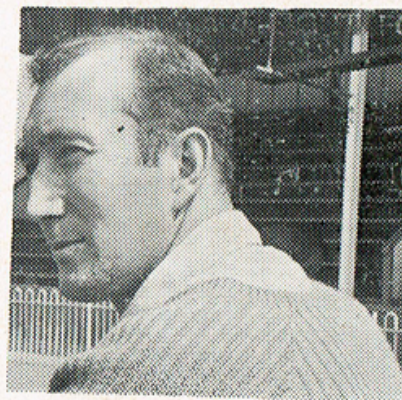
Adults 4/6 Children 3/-

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Mrs VERA ROBINSON
Club Secretary

Appointed during the close season and is one of only three lady secretaries in the Southern League.



Mr. JOHN CLIFTON
Groundsman

Takes credit for the magnificent Manor Park playing surface. John is also in charge of Borough's money-raising activities.



Mr. ROY TROMANS
Company Secretary and Treasurer

A former Nuneaton Town and Borough player who turned to administration after hanging up his boots. The club's longest serving official.

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BOROUGH CUP RECORDS 1937/70

F.A. AMATEUR CUP RECORD—SEASON 1937/38

Round	Opponents	Venue	Result	Score
1st Qual.	STAFFORD	H	W	7-0
2nd Qual.	HEREFORD C.	H	W	3-0
3rd Qual	J. MOULD'S XI	A	L	2-3

BIRMINGHAM SENIOR CUP RECORD—1937/70

Nuneaton Borough have reached the Final of the Birmingham Senior Cup on five occasions, winning the Trophy three times and runners-up twice.

FULL SUMMARY: P.76, W. 40, D. 12, L. 24, F. 169, A.117.

HIGHEST SCORE FOR: 9 v. Brierley Hill 1960.

HIGHEST SCORE AGAINST: 8 v. TAMWORTH 1968.

HIGHEST SCORING DRAW: 3-3 v. Athersone 1964.

HIGHEST AGGREGATE: 11 (won 9-2) v. Brierley Hill 1960.

RESULTS IN FINAL: All finals were played on neutral grounds until 1965 when it was agreed the final would be played over two legs.

Season	Opponents	Res.	Score	Scorers
1948-49	Banbury Spencer	W	2-1	Betts (2).
1952-53	Brierley Hill	L	1-2	Phillips.
1955-56	Brush Sports	W	2-0	Carrington, James
1959-60	Banbury United	W	1-0	Morrison.
1966-67 (1)	Kidderminster H.	L	1-4	Richards.
1966-67 (2)	Kidderminster H.	D	2-2	Crawley (2).

SOUTHERN LEAGUE CUP RECORD 1958-70

Borough's best Southern League cup season was in 1962-63 when they reached the final before losing to Guildford City on a 2-1 aggregate score. In season 1968-69 they reached the semi-final, losing 2-0 at home to Cheltenham Town.

FULL SUMMARY: P. 47, W. 18, D. 14, L. 15, F. 101, A. 85.

HIGHEST SCORE FOR: 10 v. Kidderminster Harriers 1958.

HIGHEST SCORE AGAINST: 5 v. Corby Town 1969.

HIGHEST SCORING DRAW: 4-4 v. Merthyr Tydfil 1958.

HIGHEST AGGREGATE: 13 (won 10-3) v. Kidderminster 1958.

MIDLAND FLOODLIT CUP RECORD 1966-70

Borough won the championship in season 1968-69 with the record: P. 18, W. 14, D. 4, L. 0, F. 57, A. 17. Between April 1968 and November 1969, they played 25 consecutive matches without defeat, a record unbeaten run in the competition. The club holds two other M.F.C. records. Their 'gate' of 6,140 v. Tamworth in 1968 was the highest attendance ever recorded in the competition and their points total of 217 when winning the trophy was an initial record that could last for all time.

YEAR BOOK

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TOURS FROM THE COACH STATION, NUNEATON

SATURDAY, OCTOBER 17th.

10-30 a.m.

BATH

Adults 18/- Children 12/-

MONDAY, OCTOBER 12th

6-45 p.m.

ATHERSTONE

Adults 3/6 Children 2/6

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FULL SUMMARY: P. 66, W. 36, D. 11, L. 19, F. 150, A. 104.
HIGHEST SCORE FOR: 7 v. Rugby 1969 and Worcester 1968.
HIGHEST SCORE AGAINST: 6 v. Worcester 1966 and v. Burton
Albion 1968.

HIGHEST SCORING DRAW: 3-3 v. Cheltenham 1966.
HIGHEST AGGREGATE: 9 (won 7-2) v. Rugby 1969.

ANGLICAN CUP RECORD SEASON 1968-69

Opponent	Venue	Result	Score
CORBY TOWN (Leg 1)	A	L	0-3
CORBY TOWN (Leg 2)	H	L	1-2

CAMKIN CUP RECORD 1967-70

Season	Opponents	Venue	Result	Score
1967-68	TAMWORTH	A	D	1-1
1967-68	TAMWORTH	H	L	0-3
1968-69	LOCKHEED	H	D	2-2
1968-69	LOCKHEED	A	W	3-1
1968-69	HEREFORD UNITED	H	W	4-1
1968-69	KIDDERMINSTER H.	H	L	0-3
1969-70	STOURBRIDGE	A	L	3-4

PRESIDENT'S CUP RECORD, SEASON 1969-70

Opponents	Venue	Result	Score
OXFORD CITY	H	W	6-0
HEREFORD UNITED	H	L	1-2

F.A. TROPHY RECORD—SEASON 1969/70

Round	Opponents	Venue	Result	Score
3rd Qual.	ELLESMERE PORT TOWN	H	W	7-0
1st Prop.	STONEHOUSE	H	W	3-0
2nd Prop.	CHELMSFORD CITY	A	L	2-3

IN SHORT

Borough turned professional in season 1938/39 when they were elected to the Birmingham Combination following the resignation of Evesham Town part way through the season. They took over Evesham's fixtures and record which at the time was P6 W1 D0 L7 F11 A42 Pts 2. It was made clear that if Nuneaton finished in the bottom two they would have to apply for re-election — but they improved to finish 17th of 20. The club's first professional signing was J. Homer — a 24-year-old Centre Half from Brierly Hill. The club's first professional match was against Bourneville which they lost 3-1. Borough's goalscorer being Astle.

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or less from 55 published

Sub. 'Instant Bandit' Vol. Don. 2d.

£500 FRUIT S Y M B O L

PRIZES. Jackpot 777
Pays £5.

If your symbols match any com-
bination shown you will be paid
the prize listed.

Jackpot Winners Must Claim

Sub. 2d. KING TIME Vol. don. 2d.

£250 PLAYING C A R D

PRIZES. Every King
wins a watch.

If ticket contains a King claim a
Lady's or Gent's Wrist Watch

COMPLETE F.A. CUP STATISTICS

FULL SUMMARY: P 88 W 43 D 21 L 24 F 179 A 135

HIGHEST SCORE (For) 8 v Bourneville 1945
8 v Loughborough 1966

HIGHEST SCORE (against) 8 v Hereford Utd. 1955

HIGHEST SCORING DRAW: 2-2 (Numerous times)

HIGHEST AGGREGATE: 10 (Won 8-2 v Loughborough 1966)

RECORD IN COMPETITION PROPER:

Borough have reached the Competition Proper five times, win-
ning through to the Second Round three times and the Third twice.
Altogether they have played 15 matches, and have won five,
drawn five and lost five—scoring sixteen goals and conceding
twelve. They beat Swansea 2-0, Watford 3-0 and drew with Q.P.R.,
Rotherham and Exeter (twice)

HIGHEST MATCH GOALSCORER:

R. Paul, 4 goals v Hednesford 1945

HIGHEST SEASONAL GOALSCORERS:

7 goals by R. Paul, 1945-46 7 goals by K. Plant, 1949-50 and 7
goals by T. Richards, 1966-67

HIGHEST TOTAL GOALSCORER: K. Plant, 11 goals

FIRST GOAL IN F.A. CUP: D. Lapworth, 1945 v Hednesford

FIRST GOAL IN 1st. Rd. Prop: K. Plant, 1949 v Kings Lynn

FIRST GOAL IN 2nd. Rd. Prop. B. Slack, 1949 v Mossley

FIRST GOAL IN 3rd. Rd. Prop. P. Cutler, 1967 v Rotherham U.

FIRST PLAYER TO SCORE AGAINST A LEAGUE CLUB:

Geoff Wright against Watford in 1953

OUT OF THE HAT: Home Draws 33; Away Draws 34.

INTEREST: Borough were struck out of the competition by the
F.A. after the 3rd. Qual. Round of season 1945/46 for an in-
fringement of the rules.

FIRST F.A. CUP OPPONENTS: Hednesford (A) 1945 (drew 2-2)

IN SHORT . . . COLOURS

What colours did Nuneaton Borough first play in? Surprisingly
when Borough was first formed in 1937 they changed from the
usual Blue and White stripes of the "Town" club and wore Black
and Amber. They reverted to the old colours when they were
elected to the Birmingham Combination, changing to Blue shirts
and White shorts during the 1960's. With the advent of Floodlight
Football, the usual pattern nowadays is to play daylight matches
in Blue and White and Floodlight matches in All White

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8-45 a.m.

ASHFORD

Adults 21/6 Children 15/-

MONDAY, OCTOBER 5th

7 p.m.

BEDWORTH

Adults 3/- Children 2/-

MONDAY, OCTOBER 12th

6-45 p.m.

ATHERSTONE

Adults 3/6 Children 2/6

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"THE CUP THAT CHEERS"

Nuneaton Borough's Complete F.A. Cup Record

FULL RESULTS

Season	Round	Opponents	Venue	Result	Score
1945/46	1.Q.	HEDNESFORD	A	D	2-2
"	Replay	HEDNESFORD	H	W	5-2
"	2.Q.	WORCESTER C.	H	W	1-0
"	3.Q.	BOURNEVILLE	H	W	8-1
1946/47	Pre.	DARLASTON	H	W	3-1
"	1.Q.	ATHERSTONE	A	W	4-1
"	2.Q.	DUDLEY T.	H	W	2-1
"	3.Q.	HEREFORD U.	A	L	0-5
1947/48	1.Q.	GRESLEY R.	A	L	2-3
1948/49	1.Q.	WHITWICK Col.	A	L	0-2
1949/50	Pre.	BEDWORTH T.	A	W	3-1
"	1.Q.	MOIRA Utd.	H	W	7-1
"	2.Q.	ATHERSTONE T.	A	D	2-2
"	Replay	ATHERSTONE T.	H	D	1-1
"	Replay	ATHERSTONE T.	H	W	2-1
"	3.Q.	GRESLEY R.	H	D	2-2
"	Replay	GRESLEY R.	A	W	3-2
"	4.Q.	WELLINGTON T.	A	W	4-3
"	1.P.	KINGS LYNN	H	W	2-1
"	2.P.	MOSSLEY	H	D	0-0
"	Replay	MOSSLEY	H	W	3-0
"	3.P.	EXETER CITY	A	L	0-3
1950/51	4.Q.	LINBY COLLIERY	A	L	1-3
1951/52	1.Q.	BURTON ALBION	H	D	2-2
"	Replay	BURTON ALBION	A	W	4-2
"	2.Q.	BEDWORTH T.	A	D	1-1
"	Replay	BEDWORTH T.	H	L	1-2
1952/53	1.Q.	LOCKHEED/L'TON	A	W	2-1
"	2.Q.	HEDNESFORD	A	W	2-1
"	Replay	HEDNESFORD T.	H	L	2-5
1953/54	1.Q.	LOCKHEED/L'TON	H	W	1-0
"	2.Q.	RUGBY TOWN	A	W	2-1
"	3.Q.	BURTON ALBION	A	D	1-1
"	Replay	BURTON ALBION	H	W	3-1
Season	Round	Opponents	Venue	Result	Score
"	4.Q.	GRESLEY R.	H	W	4-1
"	1.P.	WATFORD	H	W	3-0
"	2.P.	Q.P. RANGERS	A	D	1-1
"	Replay	Q.P. RANGERS	H	L	1-2
1954/55	4.Q.	HEREFORD Utd.	H	W	3-2
"	1.P.	BRENTFORD	A	L	1-2
1955/56	4.Q.	HEREFORD Utd.	A	L	1-8
1956/57	4.Q.	BROMSGROVE R.	H	L	1-2
1957/58	Pre.	SUTTON UNITED	A	D	2-2

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"	Replay	SUTTON UNITED	H	W	3-1
"	1.Q.	BILSTON	H	W	2-0
"	2.Q.	BRIERLEY HILL	A	L	2-4
1958/59	1.Q.	BURTON ALBION	A	W	3-0
"	2.Q.	TAMWORTH	A	D	1-1
"	Replay	TAMWORTH	H	W	1-0
"	3.Q.	LOUGHBOROUGH	H	W	2-1
"	4.Q.	HEREFORD Utd.	H	D	2-2
"	Replay	HEREFORD Utd.	A	L	1-3
1959/60	1.Q.	BURTON ALBION	A	W	4-1
"	2.Q.	LOUGHBOROUGH	A	L	3-4
1960/61	1.Q.	TAMWORTH	H	L	1-4
1961/62	1.Q.	TAMWORTH	H	W	2-0
"	2.Q.	BURTON ALBION	H	W	1-0
"	3.Q.	HINCKLEY Ath.	A	D	2-2
"	Replay	HINCKLEY Ath.	H	D	1-1
"	Replay	HINCKLEY Ath.	N	L	1-3
1962/63	1.Q.	HALESOWEN	H	W	6-0
"	2.Q.	LOCKHEED/L'TON	H	W	2-1
"	3.Q.	RUGBY TOWN	A	L	0-1
1963/64	1.Q.	HEDNESFORD	A	W	4-3
"	2.Q.	HALESOWEN	H	W	2-1
"	3.Q.	LOCKHEED/L'TON	H	L	0-2
1964/65	1.Q.	LOUGHBOROUGH	A	W	2-1
"	2.Q.	TAMWORTH	H	W	2-1
"	3.Q.	ATHERSTONE T.	A	D	1-1
"	Replay	ATHERSTONE T.	H	L	2-5
1965/66	1.Q.	LOCKHEED/L'TON	A	L	1-3
1966/67	1.Q.	ATHERSTONE T.	A	W	6-1
"	2.Q.	LOUGHBOROUGH	H	W	8-2
"	3.Q.	BURTON ALBION	A	W	1-0
"	4.Q.	MACCLESFIELD T.	A	D	1-1
"	Replay	MACCLESFIELD T.	H	W	2-0
"	1.P.	WEALDSTONE	A	W	2-0
"	2.P.	SWANSEA TOWN	H	W	2-0
"	3.P.	ROTHERHAM Utd.	H	D	1-1
"	Replay	ROTHERHAM Utd.	A	L	0-1
1967/68	4.Q.	MATLOCK TOWN	H	W	1-0
"	1.P.	EXETER CITY	H	D	0-0
"	Replay	EXETER CITY	A	D	0-0
"	Replay	EXETER CITY	N	L	0-1
1968/69	4.Q.	KIDDERMINSTER H.	H	D	1-1
"	Replay	KIDDERMINSTER H.	A	L	0-3
1969/70	4.Q.	TAMWORTH	H	L	2-4

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comes back to you in
better facilities and
greater comfort at
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Generous Commission.
Lots of Winners.

NUNEATON BOROUGH A.F.C.

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**OVER 3,000 PRIZES
WEEKLY**

Sub 2d. Weekly Bingo Vol Don 2d.

£100 ANY FULL HOUSE
£50 LINE ACROSS from
first eleven numbers only
£50 BOOBY-Two numbers
or less from 55 published

Sub. 'Instant Bandit' Vol. Don. 2d.

**£500 FRUIT SYMBOL
PRIZES. Jackpot 777
Pays £5.**

If your symbols match any combination shown you will be paid the prize listed.

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HOME ATTENDANCE RECORD

PRESENT RECORD

22,114 v. Rotherham United (F.A. Cup) 1967.

PREVIOUS RECORDS

18,031 v. Swansea Town (F.A. Cup) 1967.

13,062 v. Queens Park Rangers (F.A. Cup) 1953.

12,665 v. Watford (F.A. Cup) 1953.

12,583 v. Kings Lynn (F.A. Cup) 1949.

OTHER FIVE FIGURE ATTENDANCES

12,359 v. Exeter City (F.A. Cup) 1967.

10,691 v. Mossley (F.A. Cup) 1949.

HIGHEST LEAGUE ATTENDANCE

9,140 v. Bedworth Town (Birmingham Combination) 1949.

HIGHEST SOUTHERN LEAGUE ATTENDANCE

7,524 v. Hinckley Athletic (Division I) 1963.

HIGHEST MIDLAND FLOODLIT CUP ATTENDANCE

6,140 v. Tamworth 1968.

HIGHEST SEASONAL TOTAL ATTENDANCE

159,918 in season 1966-67 (40 matches).

AWAY ATTENDANCE RECORDS

PRESENT RECORD

22,930 v. Rotherham United (F.A. Cup) 1967.

PREVIOUS RECORDS

18,098 v. Queens Park Rangers (F.A. Cup) 1953.

14,365 v. Exeter City (F. A. Cup) 1950.

HIGHEST SOUTHERN LEAGUE ATTENDANCE

5,843 v. Guildford City (Southern League Cup) 1963.

HIGHEST MIDLAND FLOODLIT CUP ATTENDANCE

2,915 v. Tamworth 1968.

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1-45 p.m.

HEDNESFORD

Adults 6/6 Children 4/6

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OFFICE, THE COACH STATION

RECORD-HOLDERS FOR THE FASTEST GOALS

PAUL CUTLER — 15 SECONDS

Paul broke the record that has stood since 1946, when he netted in the 15th. second against Margate a few days ago on August 29th. He first joined Borough in July, 1966 from Crystal Palace and re-joined during the close season after a year at Romford. In 1967 he became the only player to have scored for Borough in the Third Round of the F.A. Cup, when he netted in the 1-1 draw against Rotherham. The next season he topped the goal-scoring chart with 29 goals and was voted "Player of the Year". Paul's 15th. second goal brought his tally to 83—and there's plenty more where they came from!



ROY TROMANS — 20 SECONDS

Former "Town" and "Boro" player, Roy Tromans, set-up the original record for the fastest Borough goal when he scored in the 20th. second against Hinckley in 1946. That match produced two more records. Roy went on to equal the then match goalscoring record of six goals as Borough slammed Hinckley 11-3 and the aggregate tally of 14 goals was a



record aggregate score. Roy came to Nuneaton from Halesowen in 1934 and joined the Nuneaton Town Club as an inside forward. He was retained when Borough was formed in 1937 and is one of only four players to have scored for Borough in an F.A. Amateur Cup match. He hung up his boots after the season 1945-46 and helped the club on the administrative side — taking over his present duties as Company Secretary and Treasurer when Fred Perry retired. Roy received a Long Service Award last season and we hope his services to the club continue for many more years.

"PLAYER OF THE YEAR" AWARD WINNERS

1966-67 Season—NORMAN ASHE

1967-68 Season—PAUL CUTLER

1968-69 Season—MALCOLM ALLEN

1969-70 Season—DAVE GOODALL

YEAR BOOK



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EARLY CLOSING MONDAY

THE UNDISPUTED NON-LEAGUE "GATE" GIANTS

A Tribute to Loyal Support

Nuneaton Borough can rightly claim to have the most loyal supporters in the country and every credit is due to the fans who stayed with the club throughout last season — one of the worst seasons in the history of the club.

Such loyalty has made Borough the Manchester United of the non-league world — the Aston Villa of the Southern League — the undisputed non-league 'gate' giants. It is also impossible to dispute that Nuneaton has enough football interest to support a Football League Club and Borough's fans certainly deserve this honour.

Even during last season 'gates' still averaged 1,888 per match — comparing with some clubs in the top half of the table. Despite this drop, over the last four seasons the club have still averaged 3,233 spectators per match for the 151 matches played at Manor Park during that time — a seasonal average of 122,025.

In season 1966-67, Borough's match with Swansea attracted 18,031 to Manor Park — the second highest "gate" of that season's F.A. Cup Second Round. In the next round, a record 22,114 saw Borough play Rotherham United and this figure betteres the 'gate' records of no less than twelve Football League clubs. Wigan Athletic are the only non-league club to have had a higher attendance.

AVERAGE HOME ATTENDANCES—LAST FOUR SEASONS

Season	Competition	Matches	Highest	Total	Average
1966-67	Southern League	21	5,913	72,692	3,461
1966-67	Cups	19	22,114	87,226	4,591
1967-68	Southern League	21	5,039	72,575	3,456
1967-68	Cups	13	12,359	47,843	3,680
1968-69	Southern League	21	5,543	74,535	3,549
1968-69	Cups	19	6,860	63,316	3,334
1969-70	Southern League	21	3,651	39,143	1,864
1969-70	Cups	17	5,779	30,742	1,921
Grand Totals		151	22,114	488,102	3,233

Seasonal average 122,015, Match average 3,233.

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Two Record-Holders Together



An unusual photograph showing the friendship, warmth and comradeship that can emerge in football — the hallmarks of a successful side. Fred Crump (right) consoles Tony Richards during the break before extra time at Exeter in 1967. The picture is even more unusual as both players hold records with Borough. Goal-keeper Fred was an ever present in season 1968-69, chalking up a record of 77 appearances for one season and Tony was top scorer for season 1966-67 with a record of 54 goals. The two players were on opposing sides in July, when Tony returned to Manor Park with Dudley Town for a pre-season match. One of the highlights of the match — which Borough won 4-0 — was when Tony nearly hit the goal trail against his old club, but saw a great effort fraughted by a great save from Fred. We hear that Tony, who also broke goal records with Walsall and Port Vale, is to retire at the end of the season and we wish him every future success.

PHEW!!! MY ACHING LEGS!

Would you cycle 350 miles to watch a football match? Perhaps not! But in 1950 Mr. Les Henton of Bedworth did just that. He cycled 175 miles to Exeter for the Exeter v Borough cup-tie and back again. The best part about it was that Les rarely watched Borough in their home matches. He supported Bedworth Town.

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A REPEAT PERFORMANCE?



Borough Captain Mickey Boot is hoping for a repeat performance! When he was captain of the Arsenal Youth Team in 1965, he received an F.A. Medal when the "Gunners" won the F.A. Youth Cup. And he hopes to add to the prize this season, by helping to keep "Boro" on the Wembley trail for another F.A. medal from the Non-League F.A. Trophy. Borough enter the competition in the First Round proper, at which stage they will be just six matches from Wembley's "twin towers."

TOP MARKSMEN 1945-1970

1945-46	LAPWORTH	31	1958-59	YATES	25
1945-46	PAUL	31	1959-60	PLANT	38
1946-47	PAUL	23	1960-61	PLANT	22
1947-48	LIMBERT	18	1961-62	WRIGHT	11
1948-49	BETTS	29	1961-62	POYNTER	11
1949-50	SLACK	17	1962-63	SATCHWELL	25
1950-51	FRIEMANIS	40	1963-64	SATCHWELL	23
1951-52	FRIEMANIS	38	1964-65	ASHE	12
1952-53	PHILLIPS	21	1965-66	CARTER	23
1953-54	DAVIES	25	1966-67	RICHARDS*	54
1954-55	JAMES	22	1967-68	CUTLER	29
1955-56	SLATER	50	1968-69	JACQUES	43
1956-57	SLATER	23	1969-70	JACQUES	29
1957-58	MUIR	25			

* denotes record-holder.

GOOD AND BAD HABITS

Burton Albion are hoping they keep out of Borough's way in the F.A. Cup. To date the clubs have played eight matches against each other in the competition and Albion have never won.

On the other hand, Borough never seem to get much joy from Hereford United in the competition. United have eliminated Borough three times — twice in the fourth qualifying round, including an 8-1 win.

ALWAYS A FIRST TIME

Borough have met Barnet eight times in the Southern League. Four matches were drawn and Barnet won four. All other Southern League clubs have been beaten at least once.



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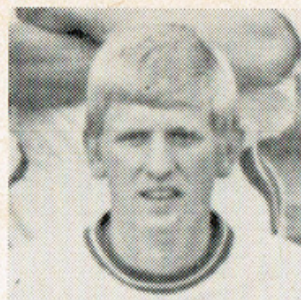
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DEREK BROWN
Wing Forward



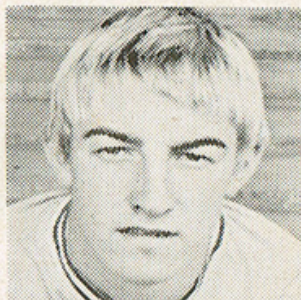
BRIAN PUNTER
Wing forward



PAUL CUTLER
Utility Forward



TONY JACQUES
Centre Forward



BOBBY ALLEN
Inside Forward



ERNIE WILKINSON
Centre Half

The Editor wishes to thank the Coventry Evening Telegraph for supplying the photographs of Nuneaton Borough's playing staff.

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KINGS LYNN

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A Hat-trick For TONY JACQUES?



Borough's "Mr. Goals," Tony Jacques, has scored six hat-tricks since joining the club in 1968. He could be on a hat-trick of a different kind, for if Tony heads the goal list at the end of this season he will be the only player in the club's history to have been top goalscorer for three years. To date, Tony has netted 72 times—needing only 28 more for 100.

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PEN PICTURES OF THE PLAYERS, SEASON 1970-71

Malcolm Allen, Player/manager. Previously with Coventry and Rugby and a former captain of the Army and Combined Services XI's. Joined Borough in 1961 and has made a record of 441 appearances for the club, scoring 15 goals.

Johnny Watts, Assistant Team Manager. An ex-Birmingham City star and former Borough centre-half and captain. First joined the club in 1964. Left in 1968 and joined Bromsgrove for a spell.

Fred Crump, Goal-keeper. A courageous keeper, now in his fifth season with the club. Signed from Tonbridge and previously with Merthyr. He has represented the Southern League XI.

Alan Jones, Full-back. Joined Borough in 1962 as a junior and has made over 300 appearances, scoring three goals.

Gerry Kavanagh, Full-back. Signed as an amateur from Moor Green during last season. Turned professional with the club.

Dave Goodall, Utility Defender. Reigning "Player of the Year." Signed last season from Burton Albion. A hard tackling player who gives 100 per cent. to every game.

Ernie Wilkinson, Centre-half. An experienced player, signed during the close season from Poole Town. Previously with Rochdale Exeter and Arsenal.

Stan Aston, Centre-half. A former Borough player who returned to the club in 1967 after service with Hinckley, Burton Albion and Hartlepoons United.

Derek Brown. A local amateur mid-field player, who has impressed in pre-season work-outs.

Brian Billington, Wing-half. A 19-year-old player signed during the close season from Notts County where he made 10 first team appearances last season. Previously an amateur with Leicester City.

Mickey Boot, Wing-half. Club Captain, signed from South African club, Port Elizabeth in 1968. Previously with Arsenal.

Roger Smith, Utility Player. Can fill an attacking or defensive role signed as a winger from Walsall in 1967, and was previously with Port Vale.

Brian Punter, Utility Forward. Signed during the close from Hereford United where he spent five seasons scoring nearly 100 goals.

Paul Cutler, Inside-Forward. Re-joined the club from Romford during the close season. First signed from Crystal Palace in 1966. In his last spell with Borough he scored 82 goals.

Tony Jacques, Centre-forward. Signed from Banbury United in 1968 for a club record fee of £3,000. Previously with Oxford and Hereford. Tony topped the Southern League goal chart in season 1967-68 and has been Borough's top marksman with the club.

John Mason, Utility Forward. An ex-England amateur international and star of amateur club Alvechurch. Turned professional with Peterborough United, moving to South African club, Durban City, signing for Borough during the close season.



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