



## CHELSEA FOOTBALL CLUB

(The Chelsea Football & Athletic Co., Ltd.)

*Founded 1905*

*Registered Address*

STAMFORD BRIDGE GROUNDS  
FULHAM ROAD, LONDON SW6 1HS  
(Tel: 01-385 5545)

### PRESIDENT

The Right Hon. Earl Cadogan, M.C.,  
D.L.

### BOARD OF DIRECTORS

J. B. Mears (Chairman)  
Viscount Chelsea (Vice-Chairman)  
L. J. Mears  
G. M. Thomson  
R. S. Attenborough, C.B.E.

### Secretary

Tony Green

### Team Manager

Dave Sexton

### Trainer

Harry Medhurst

### Hon. Medical Officers

Dr. W. C. Marshall  
Dr. J. Vyse

### COLOURS

Shirts: Royal Blue. Shorts: Royal Blue  
with White Seam  
Stockings: White

### HONOURS

Football League Champions 1955  
F.A. Charity Shield Winners 1955  
Football League Cup Winners 1965  
F.A. Cup Winners 1970  
European Cup-Winners' Cup 1971  
Won promotion to Div. I 1907, 1912,  
1930, 1963  
F.A. Youth Cup Winners 1960, 1961

## The Talk of Stamford Bridge

**W**E end 1972 as we began it by playing Derby County, and welcome them here today as they welcomed us to the Baseball Ground last New Year's Day. Between times, back in October, we also met them home and away in the Football League Cup . . . and we would like to think we are about to find our touch again now in readiness for Wednesday night's return journey to Norwich in the League Cup semi-final second leg. Fate certainly lent us a hand when we were there ten days ago and losing 5-2 on the two-leg aggregate with only six minutes left. The fog did not, of course, blot out the two goals which Norwich scored here in the first leg, and we have still to make those good before anything "starts to count", but we are grateful for the reprieve and for the totally unexpected chance to survive a tie that had all but slipped beyond us.

\* \* \*

**Decrease, not decline:** Amid the general trend of falling attendances this season, we feel our own circumstances are somewhat different from most in view of the major rebuilding operations now in progress at Stamford Bridge. Last Saturday's crowd of 23,385 against Everton was our lowest League gate of the season—predictably so immediately before Christmas—and our average after 11 First Division home matches now stands at 33,131. This compares with 41,791 at the same stage last season, and after 11 home games there is an aggregate drop of 95,000. Yet this figure needs to be kept in proportion and measured against our Stadium redevelopment programme. The loss of seats and standing in the demolished East Stand is 7,826; furthermore, as a result of the transfer of Season-ticket holders, there are now 2,993 fewer seats available for sale in the West Stand, making a total loss of 10,819 per game. Therefore the loss over the 11 matches already played is (11 by 10,819) 119,009, which exceeds the actual attendance fall (95,000). Also, of course, we still have to play at home to Derby, Arsenal, Wolves, Tottenham and Manchester United—five attractive matches that had

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