

Winners of the 1971
European Cup Winners' Cup

the Chelsea

football
book No.2

Edited by
Albert Sewell



A YEAR ago **The Chelsea Football Book No. 1** was a complete sell-out. If you bought that one, you are sure to want No. 2 in the series, which has just been published by Stanley Paul (£1.10p)—and if you were unable to get last year's issue, you won't want to miss its successor.

All the contents are new, and Editor Albert Sewell tells graphically—in words and wonderful illustrations—the story of Chelsea's European conquest last season.

Chelsea Chairman Brian Mears writes the Foreword to a book which gives revealing insight into the new-look plans for Stamford Bridge.

There is more magnificent reading for Chelsea fans under chapter-titles "John Hollins, the Chelsea Dynamo" and "The Day The Russians Came to Stamford Bridge" (the story of one of Chelsea's greatest-ever occasions when Moscow Dynamo played here in 1945).

Ken Shellito talks about how Chelsea set about producing "tomorrow's stars" in the Youth Section. Assistant-Manager Ron Suart gives a "close-up" on life as Dave Sexton's right-hand man, and you'll find an amazing collection of details about Chelsea past and present in "It's a Chelsea Fact."

These are only some of the contents in **The Chelsea Football Book No. 2**. We recommend it as a splendid successor to last year's No. 1 volume—the pictures alone (more than 60 of them) are worth the money! You can get your copy here today at the Chelsea Shop, price £1.10p.

SEAT RESERVATIONS

PRICES of reserved seats for home League matches are: £1.20 West Stand only (all £1.20 tickets in East Stand have been sold as Season Tickets); 80p East and West Stands; 60p North Stand only. Tickets are obtainable as follows:

1. FOOTBALL LEAGUE

(a) **Home:** You may write AT ANY TIME to the Box Office, stating number and price of seats required and enclosing correct remittance and return envelope.

You may call at the Box Office at any time in office hours—9.30 a.m.-4.30 p.m. Monday, Tuesday, Wednesday and Fridays: 9.30 a.m.-12 noon Thursday. The Box Office is open on Saturday except during the period of the match being played and on First Team match days can handle tickets for other matches only from 9.30 a.m.-12 noon or from 5 p.m.-5.30 p.m.

(b) **Away:** We are negotiating with a number of clubs to supply us with an allocation of Away League match tickets. Details will be published in the Club Programme.

2. FOOTBALL LEAGUE CUP

(a) **Home:** (i) **Season Ticket Holders** should apply, either in writing or in person, immediately prices are announced. We will hold their seats for 7 days following the Cup draw, following which any seats unclaimed will be offered for sale to the general public.

(ii) **General Public:** See above. An announcement will be made as soon as position is known.

(b) **Away:** (i) **Season Ticket Holders** have first call on seats available, subject to the 7-day limitation in 2(a)(i) above. Prices will be announced when known.

(ii) **General Public**—as in 2(a)(ii) above.

(iii) **Replays:** Arrangements will be announced in Match Programmes.

3. EUROPEAN CUP-WINNERS' CUP

Normal prices will be charged for our second round, second leg tie at home to Atvidaberg (Sweden) on November 3rd and applications for seats may now be made in person or by post.

SOLD OUT v. SPURS, LEEDS

All reserved seats have been sold for the home games against Tottenham (November 27) and Leeds United (December 11).

In Colour—from the Club Shop Today

CHELSEA F.C. 1971-72 OFFICIAL TEAM PHOTOGRAPH

Two different groups—two sizes:

Large price 15p

Postcard price 5p