





GLOUCESTER RUGBY FOOTBALL CLUB

FOUNDED 1873 PRESIDENT: ARNOLD ALCOCK, ESQ., M.B., B.S.

Gloucester v. Cheltenham

KINGSHOLM, GLOUCESTER

THURSDAY, 7th APRIL, 1960 Kick-off 5-35 p.m.

Official Programme Price Threepence

SUNDAY EXPRESS Dest for all GLOUCESTER Rugby reports

R.W. FIRST R.C. Sept. 10 8 L.C. 12 L L.W. 18 6 23 6 26 E O.H. 30 F S.H. 0 ct. 3 B 10 C 17 N 24 C	THE FIRST AID SERV THE CITY OF GLOT XV. FIXTURES troud	ICE ON THIS		OLUNTARIL AMBULAN FI Jan		11-0 3-6 Can 6-11	2 R. 3 K. 4 G.	Full Back W. Jones Threequarters Bassett Ibbotson F. Crosby James	L.W L.C R.C
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This evening we give a very warm welcome to our neighbours who, however, have not had a very good season but can be relied on to bring out their best when they are playing against us.

Most unfortunately we have had to have the kick-off at 5.35 p.m. but with a light evening we shall no doubt enjoy the game between these old rivals.

This early start will seriously interfere with the attendance but there is one consolation, television will not interfere as a counter attraction. At this stage it may be as well to point out how serious television has become and, unless steps are taken and quickly, to minimise the danger, many clubs will have a job to carry on. Bristol have already voiced officially against the indiscriminate televising of big matches and Swansea have followed suit. It is anticipated that other big clubs will follow suit. Swansea, for example, anticipate a drop of £1,000 on their gates this Season and intend tabling a motion at the June General Meeting of the Welsh Rugby Union. Several senior clubs are likely to support it, for Abertillery, Aberavon, Cardiff and Llanelly have all lost money at the turnstiles this season as a result of the counter-attraction of T.V.

Apart from the televising of Internationals several clubs state that their regular Saturday afternoon attendances have fallen, mainly as a result of the BBC TV programmes Grandstand.

The agreement between the four home unions and the BBC for televising big matches continues until 1961 but there were further talks at the recent Scotland ν England match in Edinburgh. Naturally the BBC are eager to renew the agreement because Rugby is well suited to TV. There is a possibility however of the clubs calling for a recorded showing rather than a 'live' one of the important matches. What more could a rugby enthusiast require? A first class club match in the afternoon and then a recording of the International game in the evening on the television, which can be enjoyed when you are comfortably seated in your fireside armchair.

On Saturday we receive a visit from Cardiff and a first class game should be the result.