

# THE CITIZEN

DECEMBER 7, 1893

## CORRESPONDENCE

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### THE GLOUCESTER FOOTBALL CLUB.

(To the Editor of THE CITIZEN.)

Sir. -

I am told that the financial condition of the Gloucester Football Club is in anything but a flourishing state. While I very much regret to hear this, I am not at all surprised, for not only is our premier fifteen going badly at the present time, but I think that the principal cause may be found in the management adopting their "high price" policy. I have always maintained, and have freely expressed my opinion to individual members of the committee, that only on very exceptional occasions should the charge for admission be higher than sixpence, and those exceptions, if I were asked to express my views, should apply only to such fixtures as Newport, Cardiff, Old Merchant Taylors, Broughton, and Runcorn, and those only if absolutely necessary. The committee can have but a very sorry idea of catering for the public if they continue this ruinous policy, as it will be sure to prove in the end.

My advice is, adopt popular prices of admission, and by a little re-arrangement of the ground provide plenty of enclosed spaces and stand room, and then if those who come to see the game choose to pay extra for good positions let them by all means do so; but do not by prohibitory prices keep the football-loving public outside, for however much we may love our national winter game, we do not relish having to pay an excessive charge to

witness it. So far as I am informed, in none of the great centres of football is a higher charge than 6d. imposed, except when very big matches are played, and why Gloucester should remain almost, if not quite, unique in this respect I am at a loss to understand. Of one thing I am certain, the management will certainly not improve their position, but the reverse, if they continue to shut their eyes to this very important fact, and the sooner they open them the better will it be for the finances of the club, and for the popularity of the game.

With an apology for trespassing upon your space to so great a length,

I am, sir,

A MEMBER AND ARDENT WELL WISHER OF THE CLUB.

## THE CITIZEN

MONDAY, DECEMBER 11, 1893

[Extract taken from]

### FOOTBALL NOTES

'...Writing with reference to the letter which appeared in our issue on Thursday, "Another Member" says: -

"I can quite agree with your correspondent, and believe that the 'high price' policy of our City Football Club will prove, sooner or later, their ruin. The effect of doubling the admission charges, &c., is not to double their income, but, approximately, to halve it. Their policy should be to keep the charge at a popular price, get as many spectators as possible, and thus arouse a keen enthusiasm in the game - and a sympathy with the club worth courting - which is bound to bring out our embryo players and enrich the club.

Football in Gloucester will surely die as a sport if conducted with a primary object of making money, which is simply putting the cart before the horse. The team's weakness lately is evidently the constant changes in the three-quarter line, but I think our popular captain need feel no anxiety, as a line containing Taylor, F. Miller, Ballinger, and J. R. Price (played together about five times to get combination) will take some beating. True, a good back is wanted."

*Our correspondent's letter it should be remarked, was written before Saturday's match.'*

Ed. Gloucester secured a nine points to nil victory over Old Edwardians on the previous Saturday.