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football club

official programme 6d

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16-17 BRIDGE STREET, SWINDON

MONDAY, APRIL 11th, 1966

DIVISION III

SWINDON TOWN
v.
OLDHAM ATHLETIC

Kick-off 3 p.m.

REFEREE:

Mr. P. G. BRANDWOOD (Walsall)

LINESMEN:

Red Flag—Mr. G. HELLIER (Cardiff)
Yellow Flag—Mr. J. FLYE (Pontypridd)

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Registered Office: COUNTY GROUND, SWINDON

Directors:

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Mr. H. E. LANE (Vice-Chairman)

Messrs. F. L. COLLINGS, A. W. DONE, M. EARLE, R. FRICKER, C. J. GREEN,
F. PLYER, H. WILLIAMS and K. H. WILMER.

Manager: D. WILLIAMS.

Secretary: R. A. MORSE.

VOL. 16

MONDAY, APRIL 11th, 1966

No. 20

CLUB NOTES

This afternoon we play our second game of the holiday programme. Tomorrow we play at Oldham, so both teams will be doing plenty of travelling today and tomorrow.

Our visitors represent a club with many traditions, and a long standing reputation. They have, in fact, played in all four divisions of the Football League.

Before World War I they were one of the outstanding clubs in Division I. Unfortunately, between the wars they were relegated twice to Division III (North). After the second war, they enjoyed much success, and in Season 1952-53 were promoted to Division II. They later became members of Division III (North) and eventually Division IV. They are now in Division III but once again are in danger of relegation. They are making great efforts to keep in this division. They acquired the services of many well-known players, among them Frank Large. So again we say welcome back to an ex-Swindon player—a great clubman, and what a worker!

Frank, with his team-mates, will be fighting hard to retain their status, so a very keen game can be expected.

Oldham has a fine ground at Boundary Park, capable of holding 48,000 spectators.

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TWO MINUTES FROM GROUND

Much has been written concerning falling attendances at football matches. It is interesting to read the conclusions reached by a team of research experts:

1. **Overall Social Climate**—A higher standard of living—more money, leisure, pastimes, and leisure equipment, e.g. cameras, cars, record-players, etc. Within this social climate, television has played its part only as a satisfier of the need to watch something. National interest in football is still very high.
2. **Causes in the match itself.** Certain factors are driving some of the public out of the grounds. The match itself is criticized on several counts: (a) Football matches are slow and tame; (b) unskilful and defensive; (c) tend to suffer from poor sportsmanship (fouls and dirty play). What the public seeks is excitement (not disappointment) from football which is skilful, fast and clean (in order of preference). Team-work is selected as the most desirable characteristic and the "local derby" is most attractive to regular and frequent attenders.
3. **The Surroundings.** Out-of-date facilities, such as poor seating, toilets, etc. Parking facilities are considered inadequate. Bad weather, too, may be an important factor, now there are more comfortable alternatives.
4. **Women.** On the whole, women do tend to resent their men going out of home to enjoy themselves, and this applies to football matches too. Women do not display much interest in football. This may deter some men from attending if they are already losing interest.

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5. **Publicity.** No other subject fills as many inches in the Press as football, but the fact that newspapers dwell too much on complaints, transfers, etc., cause people to lose interest.

The arresting of declining attendances can only be achieved by making football matches, and their surroundings, more attractive. Facilities for women and young children might increase their attendance with their menfolk.

Supporters really want exciting, competitive, clean displays of team-work in pleasant convenient surroundings.

OUR VISITORS

OLDHAM ATHLETIC

Pen Pictures

IAN TOWERS (Outside Right).

5ft. 6in. 11st. Born at Blackhill. Signed from Burnley in January for a large fee. He plays on either flank and has also played at inside forward.

REG BLORE (Forward).

5ft. 9in. 11st. 6lb. Signed from Blackburn Rovers in December for a substantial fee. He has had a great deal of first division experience and gained Welsh under 23 international honours whilst with them. Formerly with Southport.

FRANK LARGE (Centre Forward).

6ft. 12st. 10lb. Born at Leeds. Signed in December from Carlisle United. He has had previous experience having been with Halifax Town, Northampton Town, Swindon Town and Queen's Park Rangers.

ALBERT QUIXALL (Inside Forward).

5ft. 8in. 11st. 6lb. Born at Sheffield. Signed from Manchester United in September 1964. He was labelled as Soccer's Golden Boy when he joined them from Sheffield Wednesday for a £45,000 transfer fee in 1958. An England International.

BILLY DEARDEN (Winger).

5ft. 11in. 11st. Born in Oldham. A local boy who came into the side last season and has had quite a number of games this season showing promise.

TONY BARTLEY (Outside Left).

5ft. 10in. 10st. 10lb. Born at Stalybridge. Signed from Bury in September 1964. A well experienced player who is a goal scoring winger.

JIMMY PENNINGTON (Outside Right).

5ft. 6in. 10st. 10lb. Born at Golborne. Joined the club from Grimsby Town in the close season of 1965 and has been in the side most of the season.

GERRY McGOWAN (Outside Left).

5ft. 8in. 11st. Born at Kilwinning, Ayrshire. Signed from Ardeer Recreation, the Scottish junior club, in December 1963. He made his debut at the start of the season and has since made several appearances.

JIMMY McILROY (Inside Forward).

5ft. 8in. 11st. 6lb. Manager of the club and played with Stoke City until joining the club in February this year. Formerly with Burnley, he has represented Ireland for several seasons.

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OUR VISITORS—continued

RONALD SWAN (Goalkeeper).

6ft. 12st. Born at Plean. A close-season signing from East Stirling. A safe and reliable keeper.

JOHN BOLLANDS (Goalkeeper).

5ft. 9in. 11st. 9lb. Born in Middlesbrough. Signed from Bolton in September 1961. Played with Oldham until 1955, when he was transferred to Sunderland, and later to Bolton. An England under 23 international.

BILL ASPREY (Full Back).

6ft. 12st. 6lb. Signed in January from Stoke City for a five-figure fee. A well experienced player who plays in either full back positions or at centre half.

BOB LEDGER (Full Back or Forward).

6ft. 12st. Born at Craghead, Co. Durham. Signed in June 1962 from Huddersfield Town. A very useful utility player and a fine crosser of a ball.

JIMMY FRIZZELL (Wing Half).

5ft. 8in. 11st. 9lb. Born at Greenock. The club's longest serving player and club captain, coming from Morton in May 1960. A hard player who also plays at inside forward and has had quite a number of games at full back.

ALLAN LAWSON (Centre Half).

5ft. 10in. 11st. 6lb. Born at Lennoxton. Signed during the close season of 1964 from Celtic. A hard and strong tackling player who also plays wing half.

JIM BOWIE (Wing Half).

6ft. 2in. 11st. 10lb. Born at Howwood. A Scottish boy signed in July 1962 from Arthurlie amateur club. A very good ball player who also plays inside forward.

STEWART HOLDEN (Wing Half or Inside Forward).

5ft. 8in. 11st. 7lb. Signed during the close season from Huddersfield Town where he had a lot of experience in the second division.

DENIS STEVENS (Wing Half).

5ft. 7in. 11st. Signed from Everton in December for a large fee. He won a first division championship medal whilst with them and formerly played with Bolton Wanderers with whom he won a Cup Winners Medal. Also plays at inside forward.

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Tuesday, April 12th—(Wessex Youth)—Bristol City
Kick-off 7.30 p.m.

Saturday, April 16th—Advertiser Cup Final
Kick-off 3 p.m.

Monday, April 18th—(Wessex Youth)—Exeter City
Kick-off 7.30 p.m.

Saturday, April 23rd—(Division III)—Queen's Park
Rangers Kick-off 3 p.m.

Tuesday, April 26th—(Division III)—Shrewsbury Town
Kick-off 7.30 p.m.

Saturday, April 30th—(Football Combination)—
Nottingham Forest Kick-off 3 p.m.

Saturday, April 30th—Dr. Elliott Cup Final
Kick-off 6.45 p.m.

Tuesday, May 3rd—(Division III)—Workington
Kick-off 7.30 p.m.

Saturday, May 7th—(Division III)—Scunthorpe United
Kick-off 3 p.m.

Tuesday, May 10th—(Division III)—Grimsby Town
Kick-off 7.30 p.m.

Tuesday, May 17th—(Football Combination)—
Cardiff City Kick-off 7.30 p.m.

Thursday, May 19th—(Wessex Youth)—Bristol Rovers
Kick-off 7.30 p.m.

Saturday, May 21st—(Football Combination)—
Shrewsbury Town Kick-off 3 p.m.

Saturday, May 28th—(Division III)—Exeter City
Kick-off 3 p.m.

THE FOOTBALL ASSOCIATION

NOTICE

to

PLAYERS, OFFICIALS AND SPECTATORS

(Extract from Rules)

Players, Officials and Spectators are only allowed to take part in or attend matches on condition that they observe the Rules of the Association, and every affiliated Association or Club is required to observe and enforce such rules.

Every Association or Club is responsible to the Council for the action of its Players, Officials and Spectators, and is required to take all precautions necessary to prevent Spectators threatening or assaulting Officials and Players, during or at the conclusion of Matches. An Official of an Association or Club, Referee, Linesman, or Player, shall not bet on any Football Match, and Association and Clubs are also required to prevent betting and the use of objectionable language by Spectators. In the case of a breach of this Rule, any Player, Official, or Spectator may be removed from any ground, and such force used as may be necessary for the purpose of effecting such removal.

The Association shall be entitled to publish in the public Press, or in any other manner it shall think fit, reports of its proceedings, acts and resolutions whether the same shall or shall not reflect on the character or conduct of any Club, Official, Player, or Spectator, and every such Club, Official, Player, or Spectator shall be deemed to have assented to such publication.

Issued by order of the Council of The Football Association.

DENIS FOLLOWS,

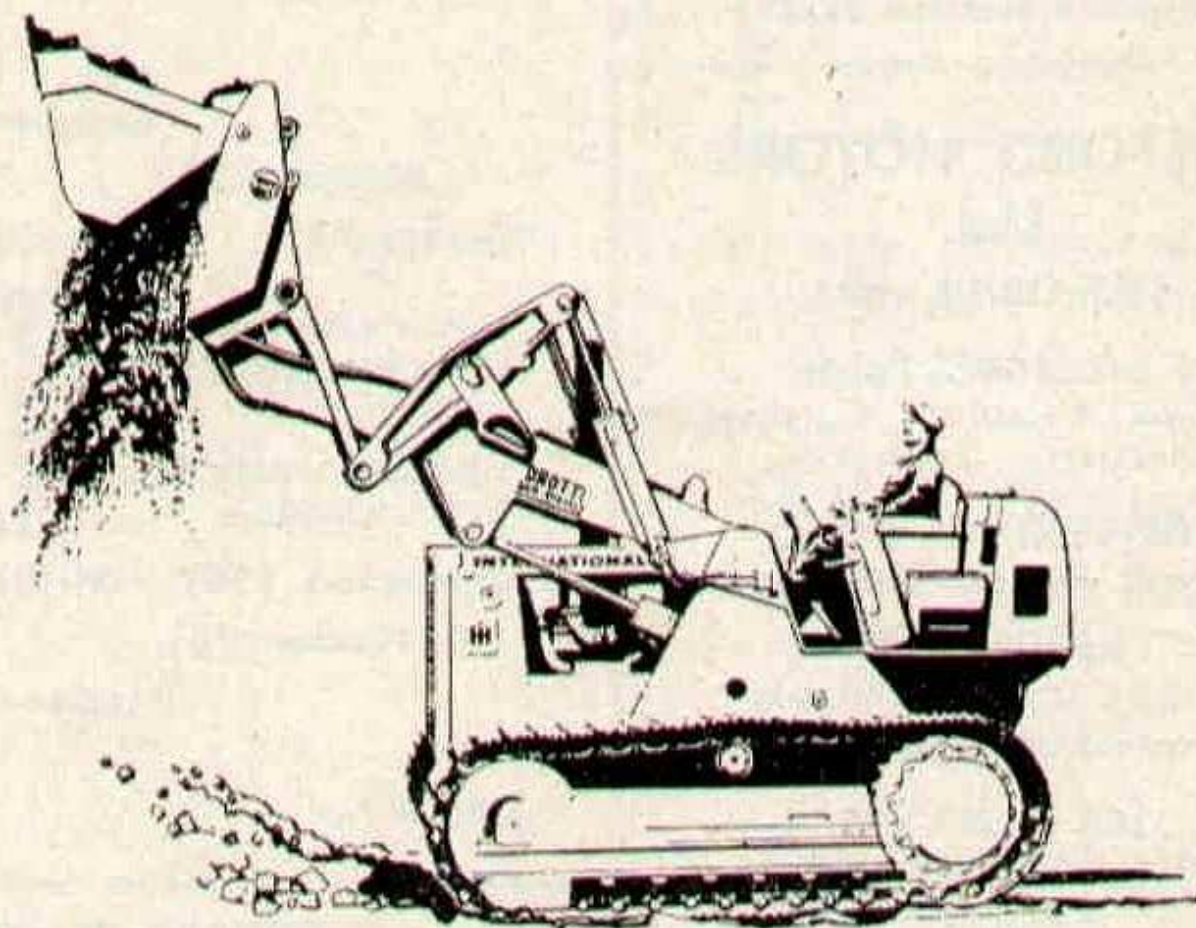
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First Section

- A—Burnley v. Sheffield Wednesday
- B—Chelsea v. Nottingham Forest
- C—Everton v. Newcastle
- D—Manchester United v. Aston Villa
- E—Sunderland v. Liverpool
- F—West Bromwich v. Arsenal
- G—Birmingham v. Wolverhampton
- H—Derby v. Coventry
- I—Huddersfield v. Portsmouth
- J—Ipswich v. Leyton
- K—Norwich v. Rotherham
- L—Southampton v. Bristol City
- M—Gillingham v. Southend
- N—Hull v. Oxford
- O—Mansfield v. York
- P—Shrewsbury v. Watford
- Q—Walsall v. Exeter
- R—Barrow v. Tranmere
- S—Luton v. Colchester
- T—Newport v. Port Vale

Second Section

- A—Notts C. v. Wrexham
- B—Rochdale v. Barnsley
- C—Southport v. Lincoln
- D—Stockport v. Hartlepool

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Tickets booked by telephone must be paid for not less than three hours before the kick-off, i.e. 12 noon for Saturday matches and 4.30 p.m. for mid-week games.

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TOMORROW, TUESDAY, APRIL 12th, 1966

WESSEX YOUTH LEAGUE

BRISTOL CITY

Kick-off 7.30 p.m.

MONDAY, APRIL 18th, 1966

WESSEX YOUTH LEAGUE

EXETER CITY

Kick-off 7.30 p.m.

SATURDAY, APRIL 23rd, 1966

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FOOTBALL COMBINATION

1965

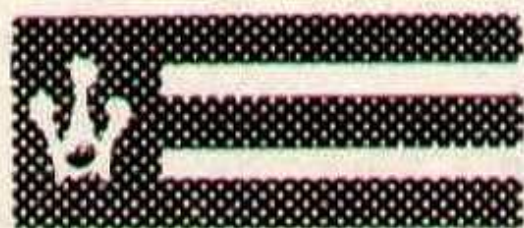
Date	Opponents	Ground	Result
August 21	Crystal Palace	(A)	0—2
28	Plymouth Argyle	(H)	2—1
31	Tottenham Hotspur	(H)	0—3
September 4	Northampton Town	(A)	1—5
11	Chelsea	(H)	6—2
18	Arsenal	(A)	1—4
25	Tottenham Hotspur	(A)	1—3
October 2	Ipswich Town	(H)	1—3
9	Norwich City	(A)	1—1
12	West Ham United	(H)	0—1
19	Coventry City	(A)	3—5
26	Leicester City	(H)	0—2
November 10	Peterborough United	(H)	(P)
13	Cardiff City	(A)	(P)
20	Fulham	(A)	2—4
23	Southampton	(H)	2—0
December 4	West Ham United	(A)	1—2
11	Norwich City	(H)	2—0
18	Leicester City	(A)	(P)
27	Ipswich Town	(A)	2—2

1966

January 4	Coventry City	(H)	0—0
8	Peterborough United	(A)	1—7
11	Cardiff City	(H)	(P)
18	Shrewsbury Town	(H)	(P)
29	Crystal Palace	(H)	5—2
February 5	Plymouth Argyle	(A)	3—0
15	Northampton Town	(H)	0—2
26	Chelsea	(A)	0—4
March 3	Shrewsbury Town	(A)	2—0
8	Arsenal	(H)	1—0
12	Peterborough United	(H)	2—1
22	Fulham	(H)	2—1
April 9	Southampton	(A)	
16	Nottingham Forest	(A)	
20	Leicester City	(A)	
30	Nottingham Forest	(H)	
May 7	Cardiff City	(H)	
17	Shrewsbury Town	(H)	
21		()	
28		()	

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DIVISION III

(up to, and including, Monday, April 4th, 1966)

	P	W	D	L	F	A	Pts.
Millwall	36	21	9	6	62	36	51
Hull City	34	22	6	6	82	48	50
Queen's Park Rangers	32	18	7	7	72	46	43
Swindon Town	34	16	7	11	60	37	39
Workington	34	14	10	10	56	46	38
Watford	35	14	10	11	49	42	38
Shrewsbury Town	33	15	7	11	57	48	37
Walsall	33	15	7	11	56	48	37
Scunthorpe United	35	15	7	13	59	57	37
Oxford United	34	15	6	13	55	53	36
Reading	33	13	10	10	48	47	36
Gillingham	33	14	7	12	40	38	35
Grimsby Town	32	12	10	10	52	43	34
Peterborough United	34	13	8	13	58	50	34
Bristol Rovers	38	11	12	15	56	53	34
Brighton & H.A.	34	12	9	13	52	48	33
Swansea Town	34	11	8	15	65	76	30
Bournemouth & B.A.	34	10	10	14	31	42	30
Southend United	34	12	2	20	42	71	26
Exeter City	32	8	9	15	37	54	25
Mansfield Town	33	9	7	17	42	71	25
Brentford	34	7	10	17	39	44	24
Oldham Athletic	32	6	9	17	39	67	21
York City	35	6	7	22	44	88	19

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