

SWINDON TOWN
V
A. S. ROMA

INTERNATIONAL LEAGUE CUP WINNERS CUP



WEDNESDAY
10 SEPTEMBER

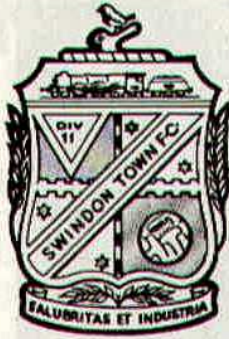
1969

OFFICIAL SOUVENIR PROGRAMME

1/-



Roger Smart scoring the first goal against Arsenal in the Football League Cup Final at Wembley.



SWINDON TOWN FOOTBALL COMPANY LIMITED

Registered Office: COUNTY GROUND, SWINDON

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Team Manager: Mr. F. FORD

WEDNESDAY, 10th SEPTEMBER, 1969

International League Cup Winner's Cup

SWINDON v A.S. ROMA

Kick-off 7.30 p.m.

SWINDON TOWN	A.S. ROMA	OFFICIALS
1 Downsborough	1 Ginulfi	REFEREE: Mr. B. De Marchi
2 Thomas	2 Spinosi	
3 Trollope	3 Carpenetti	
4 Butler	4 Salvori	
5 Burrows	5 Cappelli	
6 Harland	6 Santarini	
7 Smith	7 Peiro	
8 Horsfield	8 Cappellini	
9 Smart	9 Enzo	
10 Noble	10 Capello	LINESMEN:
11 Rogers	11 Cordova	Red Flag: Mr. S. Boscolo
12 Jones	12	Yellow Flag: Mr. L. Andreoli
Colours: Red and White	Colours: White	



Swindon's goalkeeper, Peter Downsbrough, dives to save from Roma centre-forward, Enzo (grounded) with the Town player, Butler, in close attendance.

Photograph by courtesy of Wiltshire Newspapers

News and Views

This evening sees another milestone for Swindon Town Football Club. In fact it is surely a great step forward for English football and in particular clubs in Division 3 of the Football League. We are now taking part in a European Football Competition, and we gained entry while still members of the Third Division.

It is a competition to be played annually between the winners of the English League Cup and the winners of the Italian League Cup. Swindon Town F.C. is extremely proud to be the first club to represent the English League. A great honour indeed, and also to be participating in European Football.

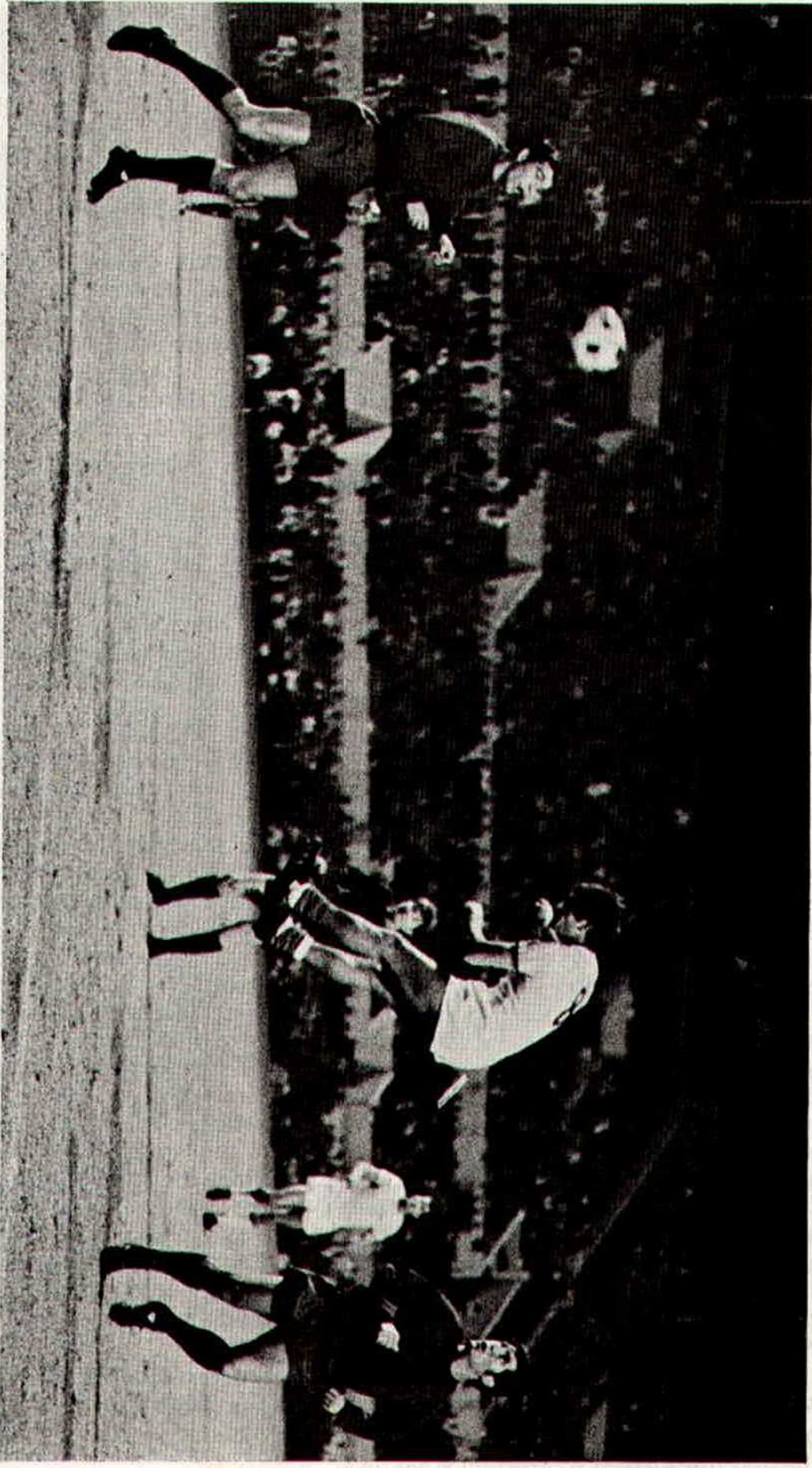
For this opportunity we owe much to Mr. Alan Hardaker the Secretary of the Football League. After our win in the League Cup Final, we gained the impression he was determined to get Swindon into European Football. We are sure he felt it unjust that we could not enter the Fairs Cup Competition because we are not a First Division club. Hence the formation of this competition, for which we are deeply grateful to Mr. Hardaker. Thank you sir, and we sincerely hope Swindon Town F.C. will fulfil the trust you put in them. We know one of the things which greatly impressed you was the behaviour of our supporters at Wembley. May we impress on all spectators present tonight the necessity of living up to that fine reputation. The honour of Swindon is in your hands. No incidents, no booing please, but generous applause for good play by either team.

Not only do we consider ourselves fortunate to be playing in European Football, but we are doubly so because in this, our first venture, we meet such a wonderful club as A.S. Roma. No club, not even the finest in England, could have been treated better by our hosts. Their hospitality was outstanding and everything possible was done to ensure the comfort and well-being of our whole party. Hotel accommodation, training facilities, entertainment, sight-seeing—everything completely organised to the last detail. Thank you Roma for something we shall never forget—those four days in your beautiful city; and what a magnificent stadium—it was certainly a thrill to play on such a wonderful ground.

Now to the gentleman who did so much to arrange these two games. Mr. Gigi Peronace, the man who acts as agent for the Italian League and all overseas tours. Nothing was too much trouble, he went out of his way to do everything possible to make our visit happy and pleasant. He made it a memorable one, and Mr. Ron Morse and Mr. Jefferies will never forget his kindness and efficiency and are most grateful to him for making their task an easy one. They both feel they have made a great friend in Mr. Peronace.

Whatever the outcome of this evening's game, Swindon Town has made a wonderful beginning in European Football. We only hope it can continue, but we shall never forget our first venture and consider ourselves extremely lucky to have met such splendid opponents as A.S. Roma and to have had the assistance of two of the finest administrators in world football, Mr. Alan Hardaker and Mr. Gigi Peronace.

Everyone in Swindon will follow with deep interest the fortunes of A.S. Roma and we wish them every success in the European Cup Winners Cup on 17th September (a week today) they play Ards of Northern Ireland in the first round. Best wishes and good luck.



Watched by Harland (left) and Smith (right), Roma inside-forward, Cappellini, leaps to meet a corner kick perfectly to score his side's second goal.

Photograph by courtesy of Wiltshire Newspapers 4



GIGI PERONACE

Gigi Peronace, who accompanies the A.S. Roma party, probably knows as much about English soccer as any of us here at the County Ground tonight. This is not really surprising as, for several years, it was his job to come to this country seeking our top stars. He came with an open cheque book, poured many thousands of pounds into English club coffers and, in return, took home with him Eddie Firmani, John Charles, Gerry Hitchens, Denis Law and many others.

As technical director to Juventus, Mr. Peronace spent many weeks studying the English game. "I come to England because here you have both quality and quantity", he said during one of his visits. Usually he got his man—"John Charles was the finest player I ever set eyes on", he maintains—but occasionally he failed. One of his biggest disappointments was when Spurs turned down his £150,000 offer for Cliff Jones.

Gigi Peronace has always had a special love of English soccer. "After all, it was English players who originally gave me the appetite for the game", he recalls. In 1943 he started organising matches for British Army sides stationed in the Messina area.

After the war he went to university in Turin to learn aircraft engineering. But, a year before he should have qualified, he walked out on his studies to devote his life to football. His first visit to this country was for the 1948 Olympic games; when he went home he took with him three members of of the outstanding Danish amateur side!

Mr. Peronace has also been instrumental in organising club tours, Arsenal and Spurs being two top English sides who have enjoyed trips arranged by him.

Before joining Juventus, Mr. Peronace was sporting director of Torino F.C. Four years ago he accepted his present post as organising manager to the Italian Football Association, a job he carries out with all the thoroughness and professionalism of his previous activities.

I first met him in connection with this club's visit to Rome for the first leg of this tournament. If it had been the full international side going to Rome for the World Cup, nothing could have been planned to more finer detail, or the hospitality greater. "There is only one way to do a job and that is to give it one hundred per cent effort and efficiency" is his maxim.

At the moment there is a limit to the number of foreigners permitted in Italian football, so we can relax in the knowledge that, when Mr. Peronace returns home from this trip, he will not be taking any of our players with him!



Roma goalkeeper, Ginulfi, gathers the ball with Swindon Town forward Jones (dark shirt, left) moving in to challenge.

Photograph by courtesy of Wiltshire Newspapers



Message from Alan Hardaker

When Swindon Town won the Football League Cup in March this year they were not qualified to enter the European Fairs' Cup Competition which, by its Rules, only admits First Division clubs. A representative of the Italian Football Association/Football League, Mr. Gigi Peronace, was in England towards the end of last season looking for matches between Italian and Football League clubs and with the

consent of the Management Committee I suggested that a Challenge Match between Swindon Town and the winners of the Italian League Cup could create a lot of interest in the respective town and city. The Italian F.A. and the Italian League enthusiastically agreed to the suggestion and the match was arranged.

Whatever the result, I am quite sure that Swindon Town, by their performance, will have shown Europe that in England at least the Third and Second Divisions are quite capable of producing teams well qualified by ability to play in Europe. It is also hoped that the football supporters of this country will realise that the standard of the lower divisions of the Football League is much higher than is generally realised.

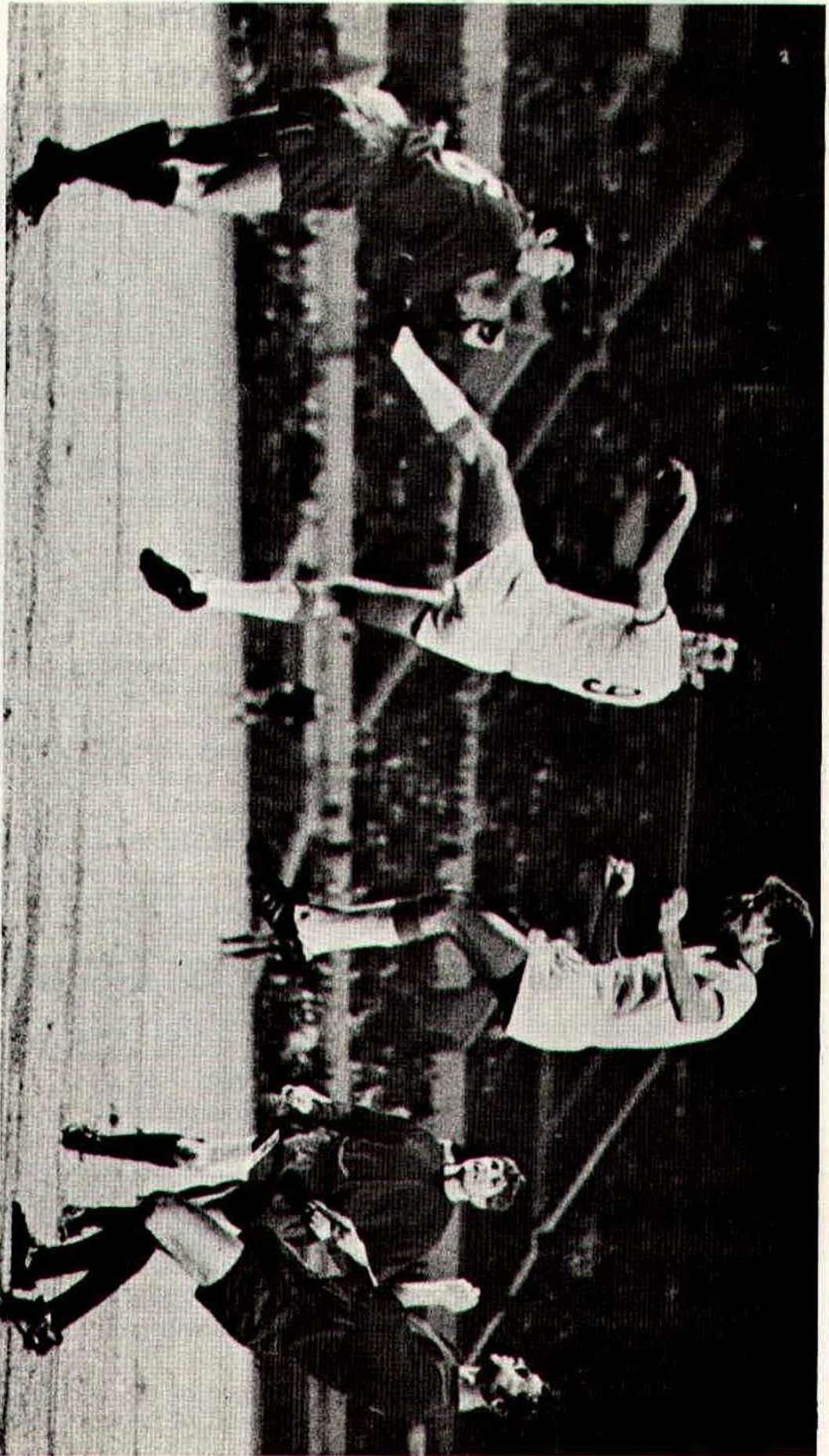
Apart from all other considerations, the generous support of Watney-Mann Limited, who have subsidised the travelling expenses of both clubs, has ensured that Swindon Town will also reap a reasonable extra financial reward for their outstanding performance last season.

A. HARDAKER, Secretary.

League Cup Winner's Trophy

The following are the rules for the yearly acquisition of the League Trophy shown on the front cover of this programme:

1. The Trophy shall be presented at the end of the second match to the club which will have scored the greater number of goals in the two matches.
2. If the number of goals scored is equal, the Trophy shall be presented to the club which will have scored most goals in the away match.
3. If the number of goals scored in the away matches is equal, the Trophy will be held six months by one club and six months by the other club.
4. A draw will determine which one of the clubs will hold the Trophy for the first six months.
5. The Trophy shall be returned to the League of the winning team in perfect condition three months before the start of the next competition, so that it can be engraved.



Enzo (white shirt, No. 9) falls to connect with a cross, although causing some anxiety to Swindon's Stan Harland.

Photograph by courtesy of Wiltshire Newspapers ∞

Meet the players of A.S. ROMA

ALBERTO GINULFI (Goalkeeper)

Age 28, the revelation of the year in his role, on the point of taking over from Pinnaballa in the National side. Herrera has had great faith in him and Ginulfi has not been a disappointment. His valuation on the market is around 400 million lire (£266,000).

ERNESTO SCLOCCHINI (Goalkeeper)

Age 23, physically powerful (height 5 feet 11 inches) and athletically built. An unlucky accident to his hand kept him out of the game for many months last year. He has now recovered and will be a sound reserve goalkeeper.

FRANCESCO CARPENETTI (Full Back)

Age 27, he is the tallest man in the side (height 6 feet); almost unbeatable on the high balls. Will be the first choice for the number 2 jersey.

SERGIO PETRELLI (Full Back)

Age 25, was bought two months ago for 120 million lire (£80,000) plus Sirena, from Verona, where he was a great success. As outside full back he was in the first four in last year's "Series A".

ALDO BET (Full Back)

Age 20, selected many times for the Italian Under 21 side. Herrera has great faith in the boy, who he has known since he was the Inter-Milan coach. Bet also plays as "Stopper".

SERGIO SANTARINI (Mid-field Player)

Age 22, highly praised by Herrera, he has become a powerful force for Roma, the man who has replaced the ageing Losi (no easy thing) in the hearts of the Roma supporters. He is valued at 400 million lire (£266,000).

FRANCESCO CAPPELLI (Stopper)

Age 25, grim faced, a will of iron and nerves of steel. He is a hard man, happy in a fight and afraid of no man. Few are the centre forwards who have succeeded against him.

LUCIANO SPINOSI (Stopper)

Aged 19, captain of this year's "Under 21" team in England. He held McMahan of Aston Villa, of whom was expected great things. He is a contender with Cappelli for the position of stopper.

ELVIO SALVORI (Half Back)

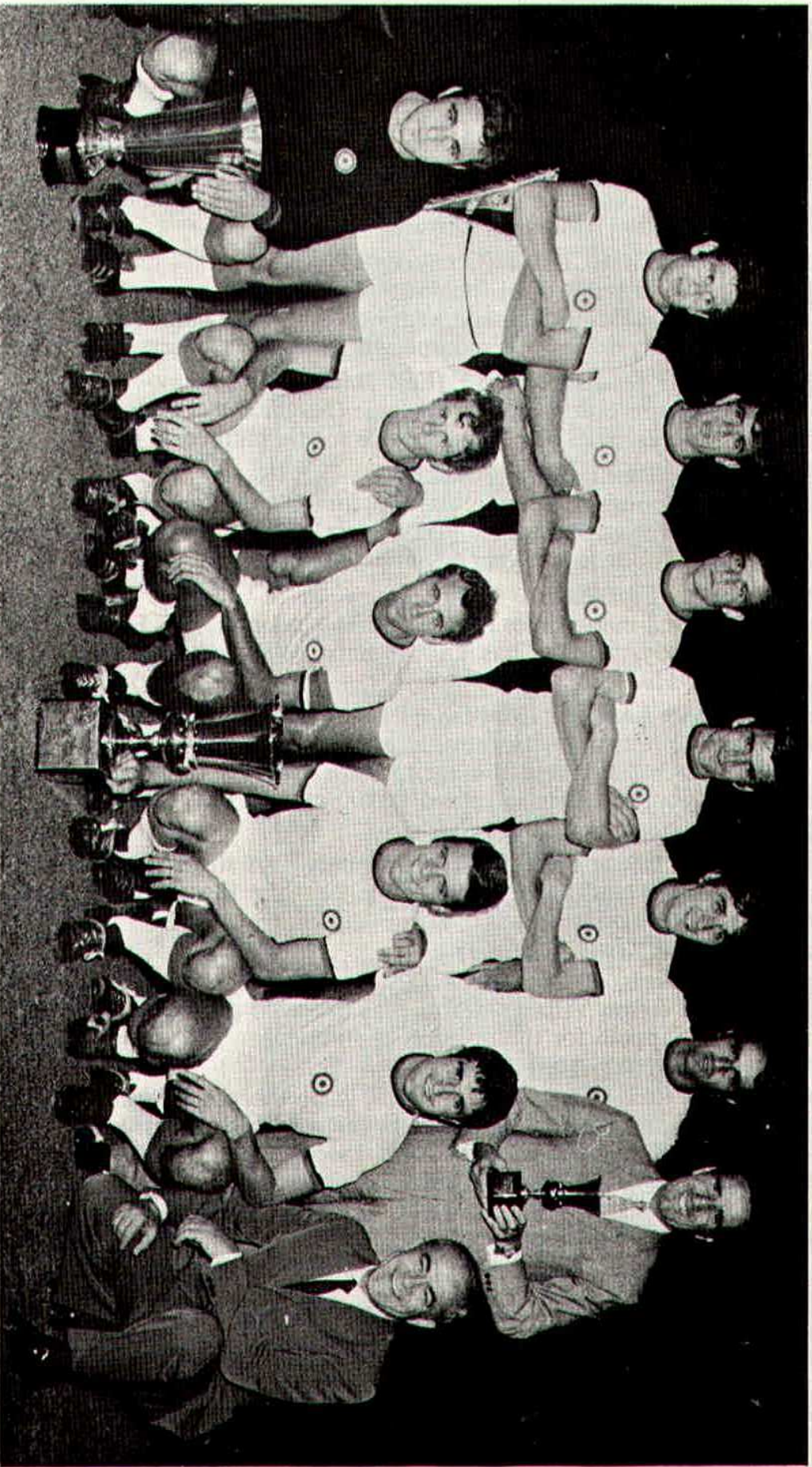
Aged 25, the driving force of the team, when the others are weary he runs all the more and takes on even greater tasks with stubborn pride. When he is in form his defence is very cool and collected.

FABIO CAPELLO (Centre Half)

He has been valued at half a million lire. He was the player around whom Juventus hinged before buying Roberto Vien. Herrera has succeeded in bringing him to the fringe of the National team. He is twenty-three years old and one of Roma's most classic players.

FAUSTO LANDINI (Centre Forward)

Aged 18, he is the player on whom Roma place the highest value. Juventus were prepared to pay out 800,000,000 lire (£533,000) for him. Very fast on the burst and a powerful shooter, he is a very intelligent player. Has successfully taken over the none too easy inheritance left to him by the unfortunate Taccola.



The Roma team; back row: Cappellini, Cappelli, Spinosi, Enzo, Cordova, Carpenetti, Herrera (Manager). Front row: Ginulfi, Salvori, Petro, Capello, Santarini, Marchini (President).

A.S. ROMA PLAYERS—continued

JOAQUIN LUCA PEIRŌ (Centre Half)

Age 34, Spanish, ex-international, played in Inter-Milan European Cup and World Championship club team, he is a master without equal. Still today, at his age, he scores some wonderful goals.

RENATO CAPPELLINI (Centre Forward or Wing Half)

Age 25, he is a much talked about player in whom Herrera has had faith since his days with Inter-Milan. He has a fine shot and was bought this year for 250,000,000 lire (£166,000).

FRANCO CORDOVA (Wing or Centre Half)

Age 25. Like all players of class he is capricious and unpredictable. On his good days there is no opposition that can hold him. He is the most "South American" of the Roma players, although he was born in Romagna.

FABIO ENZO (Centre Forward)

Age 24, he is 6 feet 1 inch tall (they call him "Maciste"), a giant of a man, when he makes a break he is almost unstoppable. Has often scored decisive goals.

FRANCESCO SCARATTI (Centre Half)

Age 30, it is difficult to give a precise role. He plays everywhere and is a good distributor of the ball. Chosen reserve, then during the championship found a place.

WALTER FRANZOT (Wing Half)

Comes from the province of Udine, is 20 years old, his play was a revelation in the National "Under 21" side at Budapest. C. T. Valcareggi forecasts a brilliant career for him. He cost 120,000,000 lire (£80,000).



Chris Jones runs in just in case.

Photograph by courtesy of Wiltshire Newspapers



FRED FORD says . . .

Playing in Rome at the Olympic Stadium and the County Ground, Swindon, are two extremes, one the Wembley type of Stadium, and our own, tight, confined ground. The crowd atmospheres also are complete opposites, the Romans with their flags, whistling, firecrackers, rockets, etc., and with the nearest spectator 40 yards from the playing pitch.

It will be interesting to hear Roma's observations after the game tonight. They must surely enjoy this new type of crowd atmosphere, as we did two weeks ago.

The Swindon team took our three days in Rome, training in the Olympic village, and the game itself, with its 9.15 p.m. kick-off in their stride. They encountered a style foreign to them in our League games, and it is almost certain here this evening we will meet up with another style of play for the type of occasion inasmuch we must score at least one goal, and endeavour to stop Roma scoring at all, otherwise should Roma score once, to win the trophy, we must score three.

In Rome we were well treated on and off the field, the match was a good one. The Roma players are very skilful and well drilled, they are more experienced at Managerial and player level in this type of European competition than us, but I think the Swindon player with his ability to improvise, his stamina and resilience can win this game. I hope it is a good one for the spectators — one of those games remembered for many a day afterwards.

Face in the crowd — is it you?



In all future editions of this Season's programme we shall publish a photograph of a small section of the crowd at a previous match, one member of which will be clearly indicated by means of a circle. This person will be entitled to a free seat at the next match on producing the programme at the office.



THEY NEARLY CONQUERED

BY CLIVE KING
"Evening Advertiser"

"They came, they saw, and they darn near conquered", would have been a justified introduction to the match reports in the Italian papers following Swindon Town's visit to Rome for the first leg of this Cup-tie.

The Town were, of course, relatively pleased to leave Rome only one goal in arrears, they could have gained an even better result had fortune really lived up to its claim of favouring the brave.

During the final ten minutes of the match, the Town literally pounded the Roma goal, and just failed to convert at least three hard-worked chances into goals.

For most of this game, however, Swindon had to fight a 'gutsy' rearguard action to keep their hopes alive. So well did they do this, that the score-sheet was still blank after 43 minutes' play.

Then, with the interval looming so close, Roger Smart made a rather desperate effort to stop Elvio Salvori, and the referee had no hesitation in awarding a penalty.

The silence, which fell over the magnificent Olympic Stadium as Fabio Enzo stepped up to take the spot-kick, lasted only until the ball hit the back of the net. Everything was then completely lit up as the jubilant Italian spectators fired a mass of dazzling, bursting rockets into the night sky.

The greeting this goal received was in complete contrast to that which followed the equaliser, scored by Peter Noble seven minutes after the interval.

When the inside left edged a chipped free kick from John Smith almost out of the grasping hands of goalkeeper Alberto Ginulfi, the only noise in the stadium came from the 100 Town followers who had flown to Rome to see the match.

Stung by this goal, Roma threw everything in the book at the gallant Town defenders, and regained the lead with a brilliant headed goal by inside right Renato Cappellini.

The big question then seemed whether the Swindon players could withstand more of this tremendous pressure without cracking completely. The answer was not long in arriving.

Covering one another as though their very lives depended on it, they not only withstood the Roma onslaught, but gradually began to counter with more and more frequency.

FRANCO FERRARA "Corriere dello Sport"

With Helenio Herrera "Roma" won the Italian Cup and also re-entered the international sphere. They will play in the "Cup of Cups", and the draw has placed them in the first qualifying round against a British team, Ards of Newtown. However, before starting in this fascinating and difficult competition, the "yellow and reds" — the colours of the Italian capital — will have to meet another opponent from the same side of the Channel; I am referring to Swindon Town, the homely club which recently came under the guidance of Mr. Fred Ford.

The fans who are reading this article will understand the importance of the appointment of Herrera to the helm. Before the arrival of the "Wizard", as he is jokingly called by the fans, in the season 1967-68 the grand total of spectators was 538,543, paying 765,403,000 Italian lire (£510,270); last year, with Herrera, the total of spectators was 694,854, and the gate receipts reached and passed one thousand million lire, 1,009,835,500 lire to be exact (£673,223). In short a 25% increase. Those are amazing figures that in a sense justify his engagement as trainer: with his 100 million lire a year (£66,000) Helenio Herrera is the world's highest paid tactician.

But "Roma" is not only Herrera we simply say that Herrera deserves his reward for having given back to the fans the old enthusiasm that seemed spent. In fact in the Golden Album of the "Yellow and Reds" there is an Italian Championship (season 1941-42), a Fairs Cup 1961 (beating Birmingham in the final), and two Italian Cups (1963-64 and 1968-69). In their yellow and red jerseys they have played from time to time against some of the best known names in Italian and European football, such as Amedei, Schnellinger, Angelillo, Sormoni, Schiaffino and Nordahl.

"Roma" today still has a large following among the sports fans of the Peninsula, not only because it represents the capital, but because one can say it is greater news when it loses than when it wins.

At present the two most prized members of the team are Landini and Capello, two young forwards who have this summer sparked off a frantic dance to the tune of millions. Herrera has in fact refused a fabulous offer from the Juventus president, Signor Marchini, who offered to pay 1,200,000,000 lire (£800,000) for the two players. The "Wizard" has said that Landini and Capello represent the strength of the "Roma" of tomorrow, and that without these two players he could guarantee nothing.

The third big name player is ageless Joacquin Peirō, the hard shooting Spaniard who, with Inter-Milan, won European and World Club titles; at 34 years of age the popular Joacquin is still on top, and is a good guide for the younger players.

Another player of notable gifts is Renato Cappellini, ex-centre forward with world champions Inter-Milan. (Herrera has as you can see taken to Rome many of his ex-pupils.) Renato is a novelist in his free time and has written a detective story that, without reaching the standards of Agatha Christie, is without doubt of interest. It is called "La mia vita da morto" ("My life from death"). Cappellini played last year for Varese without any great success, but Herrera wished to have him because he knew him and believed very much in the boy's capabilities, paying about 300,000,000 lire (£200,000) for his transfer.

In contrast, Petrelli, the full back from Verona cost a great deal less (120,000,000 lire (£80,000) plus the player Sirena), but he is certainly no less

FRANCO FERRARA—continued

able. He is a type similar to Facchetti, in that he likes to try for goals in contrast to his normal role. Few, the acquisitions, but good. For example, Fransot from Udine; played in the National "under 21" team at Budapest, bringing applause from the Hungarian spectators. He cost less than 100 million lire but he is a boy who will go a long way, like Spinosa and Santarini, he is among those young men who are already more than just a simple hope. Santarini has already become the best mid-field player in the Italian "under 23" team (he is another ex-Inter-Milan player), winning the sympathy of the Roma supporters who had in their heart an old lion like Losi for captain. Spinosi, one of the revelations of the Italian "under 21" team in England, has every likelihood of taking over from Cappelli his position of "stopper".

Another young player (not in years but in experience) has already achieved success. I speak of Ginulfi, the goalkeeper who has at last found favour with Herrera in preference to Pinnaballa, who was among the players at the disposition of Fabbia in the unfortunate 1966 Rimet Cup venture at Middlesbrough.

Ginulfi has become the symbol of the recovery of a team that, entering once more into the international field, has every intention of remaining there for a very long time.

THE A.S. ROMA S.p.A

The A.S. Roma was founded in 1927 from the amalgamation of three of the largest clubs in the capital, i.e. L'ALBA, THE FORTI TUDO and the ROMAN CLUB. From this date it has always competed for the category of the Italian champions with exception of 1951-52 when they were relegated to the Second Division, they returned to the First Division after one year.

The club has a Board of Administration with, as President, Dr. Alvaro Marchini, Secretary, Sir Vincenzo Biancone. There are several honorary members acting as Board Council of whom Dr. Gaetano Anzalone is the Director.

The club football ground is the Olympic Stadium which holds 100,000 spectators, the Fontane for the training of the football apprentices and the stadium of Flaminio for the training of the first team.

Major Conquests

Italian Champions 1941-42; International Cup of Citta delle Fiere 1960; Italian Cup 1963-64 and 1968-69; also taking part twice in Final and beaten by Genoa 1—0 and Venezia 1—0.

Besides this they also have the conquest of Cup Coni which, in 1928, was considered to prove them masters of the National Championship. The uncountable number of trophies gained through hard work and determination are displayed in the social club. They are there to remind the club of the victories gained all over the world.

SWINDON TOWN IN THE 70's

BY JOHN DAVIES "Daily Express"

Come fly with me — as Frank Sinatra sings — to the elegant city of Rome on the humid Italian night of 27th August.

Across the murky waters of the River Tiber, over the crumbling walls of the Coliseum where the monumental terraces once echoed to the clamour of the ancient games, skirting the vastness of St. Peter's Square.

There, on the green belt outskirts of the city, nestling in its own tree-lined surroundings is the majestic Olympic Stadium. Inside this regal bowl are 50,000 Roman fans waiting to see your team, Swindon Town, take their first step into European Soccer.

Up on the towering edges of the stadium the searing flash and staccato crack of fireworks disturb the serenity of the night sky.

It is a scene that has jangled the nerves of many top English sides before. It is the bawdy welcome of the Roman Soccer fan.

A team must earn its applause the hard way from this critical crowd. Skill, bravery and football quality will get its due appreciation. Anything less will bring the disapproving, ear-piercing sound of whistling from the fans. That is the way they give you the "bird" in Rome.

Yet Town took all this strange and unfamiliar tension in their stride. From the start they pitted their skills against the Italian League Cup holders A.S. Roma and at the final whistle they walked proudly through the cage that leads to the dressing rooms to a triumphant gladitorial salute from the Romans.

They had lost 2—1 but had won the admiration of the Italian fans and the respect of their opponents A.S. Roma and crack manager Helenio Herrera.

Town had written another glorious chapter to add to the memories of Wembley last March. A chapter that will be completed here at the County Ground tonight as Swindon and Roma meet again.

So Swindon revel in their first taste of European football. Now the Club, from its hard-won Second Division platform, hope this will be only an aperitif for more tasty European dishes to come.

As Town move into the 1970's the immediate target must be the First Division and then a place in one of the three top European Cup competitions.

Can it be done? Seven years ago English League Champions, Leeds United, missed relegation to the Third Division by only goal average. So, indeed, it CAN be done.

Meanwhile tonight provides a foretaste of what Swindon Town hope to offer their fans in the 1970's.

Back cover photograph of Swindon Town F.C. Officials and Playing Staff.

printed + designed by Borough Press (Swindon) Limited



Ald. A. J. Bown, M.B.E. (Mayor of Swindon 1968-69), and Steve Harland, Swindon's skipper, at the Civic reception held in the players' honour.

