

# Swindon Town Football Club



Official Programme 5np 1/-



**Swindon Town v. Sunderland**

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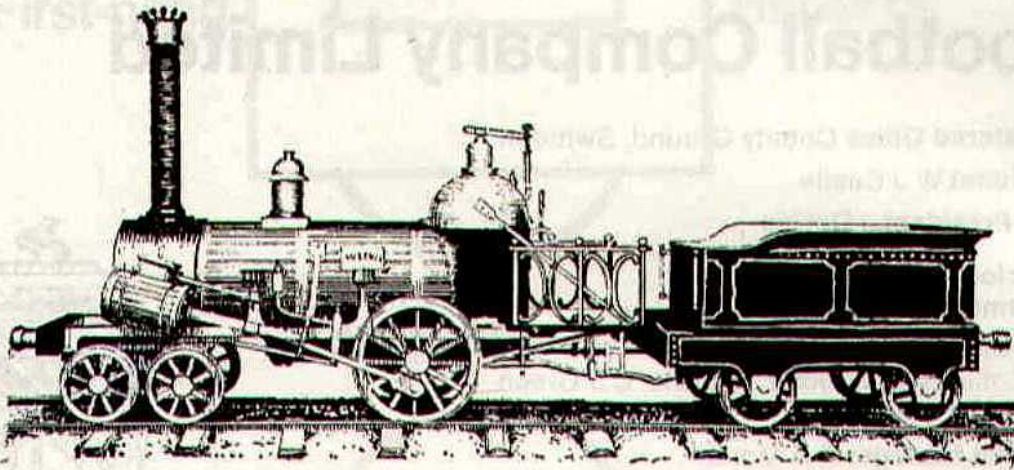


Saturday, 29th August, 1970 – Division II

## Swindon Town v. Sunderland

Kick-off 3 p.m.

Swindon Town	OFFICIALS	Sunderland
1 Downsborough	<b>REFEREE</b>	1 Montgomery
2 Thomas	Mr H Davey	2 Irwin
3 Trollope	Nottingham	3 Harvey
4 Butler		4 Todd
5 Burrows		5 Pitt
6 Harland		6 McGiven
7 Smith		7 Park
8 Smart		8 Kerr
9 Horsfield	<b>LINESMEN</b>	9 Baker
10 Noble	<b>Red Flag:</b>	10 Porterfield
11 Rogers	Mr G H Crook	11 Hughes
12	Solihull	12
Colours:	<b>Yellow Flag:</b>	Colours:
(Red and White)	Mr R E Hales	Blue
	Braunton	



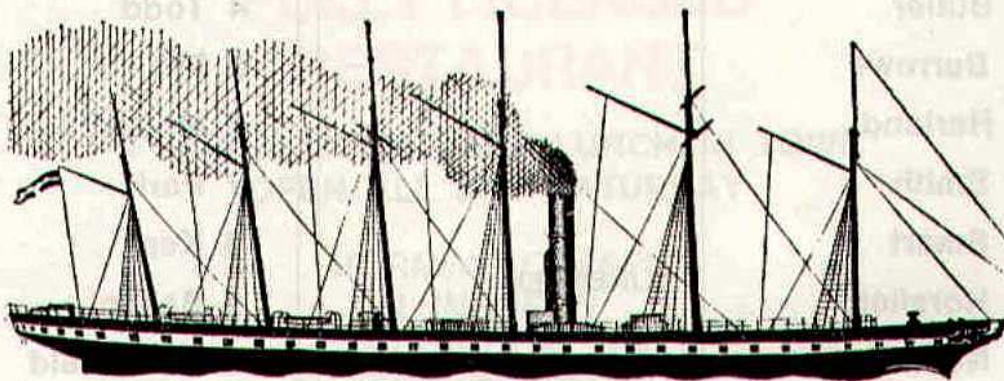
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# news & views

Today we have the honour of welcoming one of the finest clubs in the country – Sunderland – known at one time as "Team of all the Talents". Their proudest record of all, however, is their incomparable sequence of 57 seasons, 1890 to 1958 in Division I. nearest approach is 44 by Aston Villa and Blackburn Rovers, both from the League's foundation year, 1888.

Unfortunately in season 1957-58 they finished in 21st position with 32 points, and a goal average of 54-97. By strange coincidence Sheffield Wednesday occupied 22nd position with 31 points and a goal average of 69-92. Sunderland soon asserted themselves in Division II. In season 1960-61 they finished in sixth position and in seasons 1961-62 and 1962-63 occupied third place on both occasions. Finally in season 1963-64 Sunderland deservedly gained promotion to Division I along with Leeds United, who finished one point above them, but eight above the team in third position, namely Preston North End. Swindon occupied thirteenth position with 38 points, against Sunderland's 62.

Last season our visitors ended the season in 21st position with 26 points and a goal average of 30-68. Sheffield Wednesday, their partners in 1958, occupied 22nd position with 25 points and a goal average of 40-71.

To date they have, like Swindon, gained one point from a home draw. They have however scored six goals with seven against. In their first game at Bristol they were defeated 3—4, and the home draw with Watford (our opponents at home next Tuesday, and again the following week in Round 2 of the League Cup) was 3—3. It seems

obvious therefore, that our opponents today play open, attacking football even if they also concede goals. Swindon drew 1—1 at home against Hull City, and lost 1—2 at Sheffield United, a tally of 2 goals for and 3 against. Based on those figures, today's game should prove most entertaining.

The arrangements for the first match of the season worked extremely well, and we thank all those who occupy seats in the North Stand. Spectators are now fed in from the bottom of the Stand, instead of the top. This means they must all walk along the track adjoining the playing pitch. May we respectfully ask those supporters to arrive at least 15 minutes before the game starts and so be seated before the teams come out, and please refrain from leaving their seats until after the final whistle. Incidentally, North Stand spectators can gain access at the Stratton Bank end of the Ground, in the County Ground Extension. Economics of football clubs is again in the news. The announcement in the 'Football League Review', shows the true state of affairs. Last season only 12 of the 92 League Clubs made a profit, while many are very much in the red, even to the extent of five figures. Many solutions have been suggested but the plan being carried out by the Italian League is worth considering. The League has issued strict instructions that on attendances and receipts the clubs must pay their players only 70% of the total income, with 30% remaining for the running of the club and all overhead expenses. In simple terms it means the teams that attract big attendances get top wages. In England at present something like 90% of gate money goes on players' wages, and in some clubs, insufficient money is often taken to pay the wages for a week.

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## Personality Spot ...

### Rod Thomas



*Rod Thomas*

Born in Glyncoirwg. Rod joined Swindon Town as a youth player from Gloucester City in July 1964. He has gained six Welsh Under-23 caps and twelve full Welsh caps. Rod and his wife, Ann, live in Swindon and they have a five-month-old daughter, Karen. He has made 199 League and Cup appearances for the Robins.  
Height: 6ft 2½in. Weight: 12st 10lb. Hobbies: All sports.

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# our visitors

## Sunderland



### **Montgomery J. (Goalkeeper)**

5ft 11½ in. 11st 3lb. Born Sunderland. Youth, Under-23 and full England International. Considered most unfortunate not to go to Mexico with England, but was included in the 12 Reserves. The most agile goalkeeper in England, who performed brilliantly all last season.

### **Irwin C. (Right Back)**

6ft. 13st 2lb. Born Ashington. Played in first team at 16. Under-23 International. Fast in recovery and good user of ball. Has developed into a great attacking full back. Tremendous length in kicking.

### **Harvey M. (Right Half)**

5ft 10½ in. 12st. Born Belfast. Irish International. Great all round player with uncanny gift of reading the game. Can play anywhere.

### **Todd C. (Right Half)**

21 years of age. 5ft 8in. 10st 7lb. Born Chester-le-Street. Signed from school. Very promising player, strong tackler, sharp and good ball player. Gained many England Under-23 Caps last two seasons. Represented the Football League v. Scottish League last season. Freely tipped for Mexico but is obviously being groomed for the future England team and the next World Cup.

### **Heslop B. (Wing Half)**

22 years of age. 5ft 10in. 11st. Signed from Carlisle in 1967. Defensive wing half. Showed great promise during Club's tour of North America and having won his place early last season has improved considerably.

### **McGiven M. (Wing Half)**

19 years of age. 5ft 10½ in. 11st 4lb. Born Newcastle. Signed professional on leaving school. Most determined wing half. Very strong in the tackle. Came straight from successful Youth Team into the first team and made a name for himself as one of the most promising players in the game.

### **Park R. (Left Half)**

18 years of age. 5ft 11in. 11st 4lb. Born Coatbridge. Has just recently signed professional. Tenacious tackler with good football ideas. Can play almost anywhere. Like McGiven he moved straight into the first team from the Youth Team and is looked upon as a certain future Scottish International. Represented Scotland Under-21 last season.

### **Harris G. (Inside Forward)**

5ft 10in. 11st 10lb. Born Worksop. One of Roker Park's most experienced players. An International player, he was previously with Burnley. A great tactician and deceptively fast, he is an expert penalty taker and one of the team's top scorers last season.

### **Tueart D. (Outside Right)**

20 years of age. 5ft 7in. 10st. Born Newcastle. A very versatile player who joined Sunderland from a Newcastle junior team (Wellbeck Juniors). Played for Northumberland County. Always looking for goals. He played regularly in the first team at outside left last season and showed great promise.

### **Hughes W. (Outside Left)**

21 years of age. 5ft 8in. 10st 6lb. Born Coatbridge. Signed from school. A very promising player, fast and direct and likes to score goals. Though able to play on either wing was moved to centre forward and was a revelation.

### **Kerr R. (Inside Forward)**

5ft 6in. 10st. Born Alexandria. Signed from school. Very good player and most courageous. Fast and highly skilled and good scorer of goals. Now playing at outside right. Everybody's favourite.

### **Ashurst L. (Left Back)**

5ft 9in. 11st 6lb. Born Liverpool. Under-23 International. A great team man, and a fast and strong tackler. Holds the Club record for appearances of over 470 games.

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# our visitors *continued*

## **McIver F. (Right Half)**

18 years of age. 5ft 10in. 11st 7lb. Born Birtley. One of Sunderland's newest professional recruits from the Stanley area. Busy, energetic player. He gave outstanding performances all last season in Youth and Reserve teams.

## **Pitt R. (Centre Half)**

Another 18-year-old. 6ft 1in. 12st. Born Sunderland. Within weeks of leaving Secondary School he played a few matches in the first team. A Schoolboy International trialist and England Youth trialist. Strong and reliable he looks to have a great future. Has had more than a dozen appearances in the first team prior to this season.

## **Tones J. (Wing Half)**

19 years of age. 6ft 1in. 12st 5lb. Born Sunderland. Signed professional at the end of 1967/68 season after two successful seasons in the Youth team. A stylish and determined wing half who has improved enormously in the Reserve team over the last two seasons.

## **Forster D. (Goalkeeper)**

21 years of age. 5ft 9in. 10st 12lb. Born Newcastle. Youngest player ever to play in League Football at age 15. Shows great potential and enthusiasm for the game. Always reliable when called to first team. Owing to brilliance of Montgomery had only one appearance last season in which he was outstanding.

## **Porterfield I. (Left Half)**

5ft 11in. 11st 6lb. Born Cowdenbeath. Bought from Raith Rovers. Cultured wing half with a desire to score goals and has improved tremendously over the last two seasons.

## **Chambers B. (Right Half)**

Another of the team's 20-year-olds. 5ft 10½in. 11st. Born Newcastle. England, Newcastle and Northumberland County Schoolboy player. Holds record for appearances at Schoolboy level. Regular Reserve utility player last season, and showed great promise.

## **Stuckey B. (Outside Right)**

5ft 8½in. 11st 6lb. Born Torquay. Bought from Exeter in October 1967. Direct winger and strong runner. He has played in all the forward positions in first team and Reserve team.

## **Symm, C. (Inside Forward)**

5ft 9in. 11st 8lb. Ex-Gateshead and Sheffield Wednesday player. Hard worker and clever on the ball. Has had few first team opportunities in deputising for Harris but has a real football brain.

## **Lowrey P. (Inside Forward)**

20 years of age. 5ft 8in. 12st 3lb. Born Newcastle. Joined Sunderland via Newcastle. Very energetic and goal conscious. Prolific scorer with Junior team and has made one first team appearance. Now a regular Reserve.

## **Taylor R. (Inside Left)**

19 years of age. 5ft 8in. 12st. Born Sunderland. Another ex-apprentice player who since moving from outside left has been very successful in the Youth team as a maker and scorer of goals. Has a terrific shot. Has been a regular Reserve team player.

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## **Soccer Who's Who Football Fans' Guide**

Answers all the questions football fans want to know. 92 club directory gives advance booking details, how to get there instructions, where to park details, ground facilities and entertainment, and potted history of every club. Obtainable from all newsagents, bookshops and club shops or 8/6 post free from Press Office, Football League, St. Annes, Lancs.

# Fixture list 1970/71

## DIVISION II

### August

15	Hull City	(H)	1—1
19	League Cup (1)		
22	Sheffield United	(A)	1—2
29	Sunderland	(H)	

### September

1	Watford	(H)	
5	Blackburn Rovers	(A)	
8	League Cup (2) Watford	(H)	
12	Portsmouth	(H)	
19	Carlisle United	(A)	
26	Luton Town	(H)	
29	Millwall	(H)	

### October

3	Charlton Athletic	(A)	
7	League Cup (3)		
10	Queen's Park Rangers	(H)	
16	Hull City	(A)	
21	Norwich City	(A)	
24	Middlesbrough	(H)	
28	League Cup (4)		
31	Birmingham City	(A)	

### November

7	Bristol City	(H)	
14	Leicester City	(A)	
18	League Cup (5)		
21	Oxford United (1)	(A)	
28	Sheffield Wednesday	(H)	

### December

5	Bolton Wanderers	(A)	
9	League Cup Semi-Final		
12	Orient (2)	(H)	
16	League Cup Semi-Final		
19	Sheffield United	(H)	
26	Cardiff City	(A)	

## 1971

### January

2	F.A. Cup (3)		
9	Millwall	(A)	
16	Norwich City	(H)	
23	F.A. Cup (4)		
30	Sheffield Wednesday	(A)	

### February

6	Bolton Wanderers	(H)	
13	Orient (5)	(A)	
20	Oxford United	(H)	
27	Birmingham City	(H)	
	(League Cup Final)		

### March

6	Middlesbrough (6)	(A)	
13	Leicester City	(H)	
20	Bristol City	(A)	
27	Blackburn Rovers (S.F.)	(H)	

### April

3	Sunderland	(A)	
9			
10	Cardiff City	(H)	
12	Portsmouth	(A)	
13	Charlton Athletic	(H)	
17	Queen's Park Rangers	(A)	
24	Carlisle United	(H)	
28	Watford	(A)	

### May

1	Luton Town	(A)	
8	F.A. Cup Final		

## FOOTBALL COMBINATION

### August

15	Crystal Palace	(A)	2—3
19	Norwich City	(A)	2—1
22	Bournemouth & B.A.	(H)	3—0
25	Chelsea	(H)	3—0
29	Ipswich Town	(A)	

### September

5	Oxford United	(H)	
12	Queen's Park Rangers	(A)	
15	Cardiff City	(H)	
19	Bristol Rovers	(H)	
26	West Ham United	(A)	

### October

3	Crystal Palace	(H)	
6	Swansea City	(H)	
10	Arsenal	(A)	
14	Fulham	(A)	
17	Queen's Park Rangers	(H)	
24	Gillingham	(A)	
31	Birmingham City	(H)	

### November

7	Bristol City	(A)	
14	Leicester City	(H)	
21	Fulham	(H)	
28	Tottenham Hotspur	(A)	

### December

5	Plymouth Argyle	(H)	
19	Bournemouth & B.A.	(A)	
26	Reading	(H)	

## 1971

### January

9	Norwich City	(H)	
16	Chelsea	(A)	
23	Southampton	(A)	
30	Tottenham Hotspur	(H)	

### February

6	Plymouth Argyle	(A)	
13	Southampton	(H)	
24	Cardiff City	(A)	
27	Birmingham City	(A)	

### March

6	Gillingham	(H)	
13	Leicester City	(A)	
20	Bristol City	(H)	
31	Oxford United	(A)	

### April

3	Ipswich Town	(H)	
7	Reading	(A)	
17	Arsenal	(H)	
20	Swansea City	(A)	
24	Bristol Rovers	(A)	

### May

1	West Ham United	(H)	
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# League table division 2

(up to and including Tuesday, 25th August, 1970)

	P	W	D	L	Goals		Pts.
					F	A	
Birmingham City	2	2	0	0	5	1	4
Bolton Wanderers	3	2	0	1	6	7	4
Portsmouth	2	1	1	0	5	1	3
Orient	2	1	1	0	3	1	3
Hull City	2	1	1	0	2	1	3
Cardiff City	2	1	1	0	3	2	3
Oxford United	2	1	1	0	3	2	3
Bristol City	2	1	1	0	5	4	3
Watford	2	1	1	0	5	4	3
Sheffield Wed.	3	1	1	1	3	3	3
Leicester City	2	1	0	1	3	2	2
Middlesbrough	2	1	0	1	2	2	2
Norwich City	2	0	2	0	1	1	2
Sheffield Utd.	2	1	0	1	3	4	2
Sunderland	2	0	1	1	6	7	1
Millwall	2	0	1	1	3	4	1
<b>Swindon Town</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>1</b>
Blackburn Rov.	2	0	1	1	1	2	1
Charlton Athletic	2	0	1	1	1	2	1
Luton Town	2	0	1	1	2	4	1
Q.P.R.	2	0	0	2	2	5	0
Carlisle United	2	0	0	2	1	5	0

# Football Combination

Tables of results to Tuesday, 25th August, 1970  
(not inclusive)

	P	W	D	L	Goals		Pts.
					F	A	
Cardiff City	3	2	1	0	5	1	5
Crystal Palace	3	2	1	0	5	3	5
Birmingham City	2	2	0	0	5	2	4
West Ham United	3	2	0	1	5	2	4
Swansea City	3	1	2	0	6	3	4
<b>Swindon Town</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>7</b>	<b>4</b>	<b>4</b>
Fulham	3	1	2	0	7	5	4
Ipswich Town	2	1	1	0	4	2	3
Tottenham Hotspur	3	1	1	1	2	1	3
Bristol City	2	1	1	0	5	3	3
Arsenal	3	1	1	1	5	5	3
Norwich City	3	1	1	1	4	4	3
Southampton	3	1	1	1	2	3	3
Chelsea	3	1	1	1	1	3	3
Bristol Rovers	2	1	0	1	3	3	2
Leicester City	2	1	0	1	1	1	2
Queen's Park R.	3	1	0	2	3	6	2
Oxford United	3	0	1	2	3	5	1
Reading	3	0	0	3	4	8	0
Gillingham	2	0	0	2	2	6	0
Bournemouth & B.A.	2	0	0	2	1	5	0
Plymouth Argyle	2	0	0	2	1	6	0

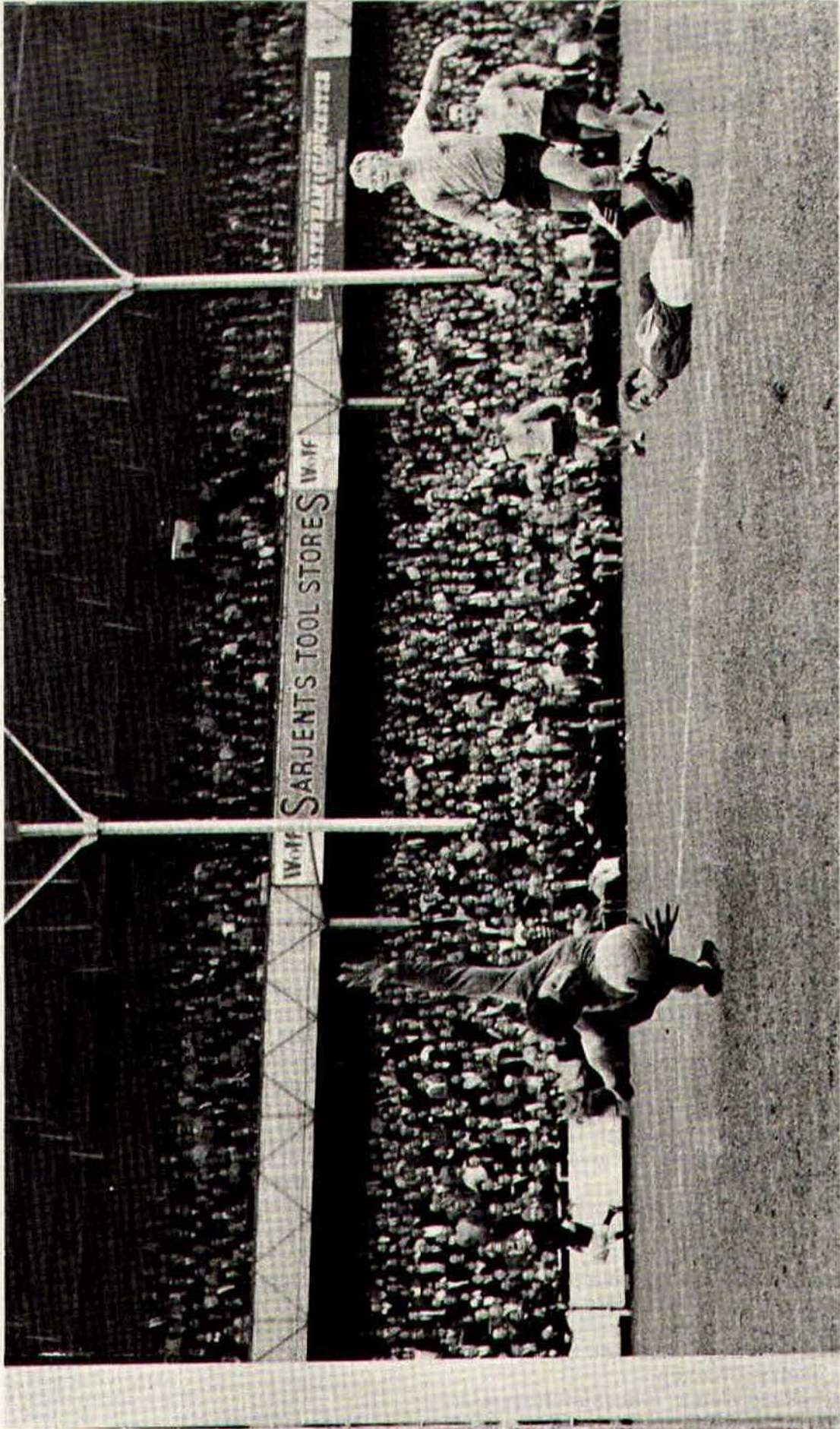
## Key of the board

### First Section

- A—Burnley v. Leeds United
- B—Chelsea v. Arsenal
- C—Everton v. Manchester City
- D—Huddersfield v. Derby County
- E—Manchester United v. West Ham
- F—Newcastle v. Blackpool
- G—Nottingham Forest v. Wolves
- H—Southampton v. Ipswich Town
- I—Tottenham Hotspur v. Coventry City
- J—Albion v. Liverpool
- K—Birmingham v. Luton
- L—Bolton Wanderers v. Q.P.R.
- M—Bristol City v. Cardiff City
- N—Leicester City v. Carlisle United
- O—Middlesbrough v. Oxford United
- P—Millwall v. Portsmouth
- Q—Norwich City v. Sheffield United
- R—Orient v. Charlton
- S—Sheffield Wed. v. Blackburn Rovers
- T—Watford v. Hull City

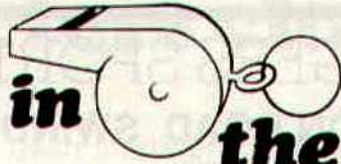
### Second Section

- A—Brighton & H.A. v. Rotherham U.
- B—Doncaster R. v. Tranmere R.
- C—Gillingham v. Halifax Town
- D—Plymouth Argyle v. Port Vale
- E—Preston North End v. Bristol Rovers
- F—Rochdale v. Bradford
- G—Swansea City v. Aston Villa
- H—Walsall v. Fulham
- I—Aldershot v. Notts County
- J—Cambridge United v. Oldham A.
- K—Colchester U. v. Northampton Town
- L—Exeter City v. Peterborough United
- M—Grimsby Town v. Hartlepool
- N—Workington v. Chester
- O—York City v. Lincoln City



Peter Noble scoring his first goal of the season at the County Ground against Hull City.

**the man in**



**the middle**

## Harold Davey

Started refereeing in 1952 with the Mansfield Youth League progressing through local leagues to the Central Alliance and the Central League. In 1960 he was appointed to the Football League line and in 1965 he became a Football League referee.

In 1966 he refereed the Amateur International between Scotland and Northern Ireland and he was a linesman for a European Cup game in Cologne.

Mr. Davey, a Joiner, is married with two children, a son aged 16 years and a daughter aged 11 years.

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# Supporters club notes

Now that a start has been made on the new stand, supporters will be able to watch the shape of things to come, as it were. By the start of next season, no doubt, the seating will be completed, and there will be many more seats available.

As many supporters will know, the venture has been financed over a period of 42 years. This means that each year the Directors of Swindon Town – and indeed their successors for many years to come – are committed financially over and above the normal expenses of running a fully professional football club.

In terms of money a sum of £18,000 each year for 42 years has to be found to repay the loan on the new stand. Some of this will come from the increased accommodation.

The Supporters' Club must do its share towards the balance.

Several ways are already in being.

The Supporters' Club Weekly Competition is the backbone of the fund raising. A reasonable profit is made each year from the selling of souvenirs – badges, pennants, scarves, Supporters' Club Handbook and so forth. There is quite a varied selection, and you will all find something in the kiosk attached to the Social Club. The Weekly Competition is promoted by Phil Hart, who has been doing this highly important job for some years. But to be successful more agents are wanted, especially in the country areas where, I am sure, there are many supporters who wouldn't mind helping. The commission of 2/6 in the £1 also helps towards the expense of coming to Swindon for the matches. Last year, for instance, our top

agent earned over £100 in the season. Enough to cover a Mediterranean holiday for two. So contact Mr. Phil Hart, 65 Pavenhill, Purton, telephone Purton 601. Even better, call around at the Supporters' Club H.Q.'s before or after every Saturday match (including Reserve games) where you will find Phil in attendance, ready and eager to enrol as many as possible.

In the souvenirs kiosk, new stock is coming in. Already finding popularity is a specially designed pennant, some 10" wide by 18" long, which incorporates the two Italian Competitions Cups and the Football League Cup. This is a must. Besides being the first winners of the two Italian Cups, it will be interesting to speculate as to how long it will be before any other League club wins both Cups in one season. So get your commemorative pennant as soon as possible.

Any supporters from Sunderland are welcome to visit the Supporters' Social Club before or after the match, provided they can identify themselves by their Sunderland membership card. Don't forget that next season Swindon Town will again be in the Anglo-Italian Inter-League Cup Competition. The Supporters' Club are aiming to arrange a short holiday in Italy (8-9 days) to cover the matches in Italy. We hope that as many as possible of those who made our day charter flights last season will come for the longer period. So next Tuesday fill in the coupon which you will find in our Notes and get yourself provisionally booked.

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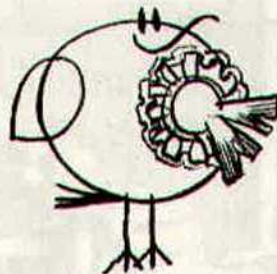
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# Golden Goal Competition



Tickets bearing the time in minutes and seconds will be on sale before the game – price **one shilling**  
The ticket with the exact time when the **FIRST GOAL** is scored will win

**£60**

The ticket bearing the time when the **LAST GOAL** is scored will win

**£10**

The official announcer will be the timekeeper and he will announce the official time of both goals. Should only one goal be scored the winning ticket holder will receive £70. In the event of no goals tickets bearing no score will win £10

A further prize of **£10** will also be given for the ticket bearing the number corresponding to the official attendance at the match  
Be sure to get your ticket –  
Watch for the  
**GOLDEN GOAL GIRLS!**

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## Forthcoming matches

**TUESDAY, 1st SEPTEMBER, 1970**

Division II – Kick-off 7.30 p.m.

**Swindon Town v. Watford**

**SATURDAY, 5th SEPTEMBER, 1970**

Football Combination – Kick-off 3 p.m.

**Swindon Town v. Oxford United**

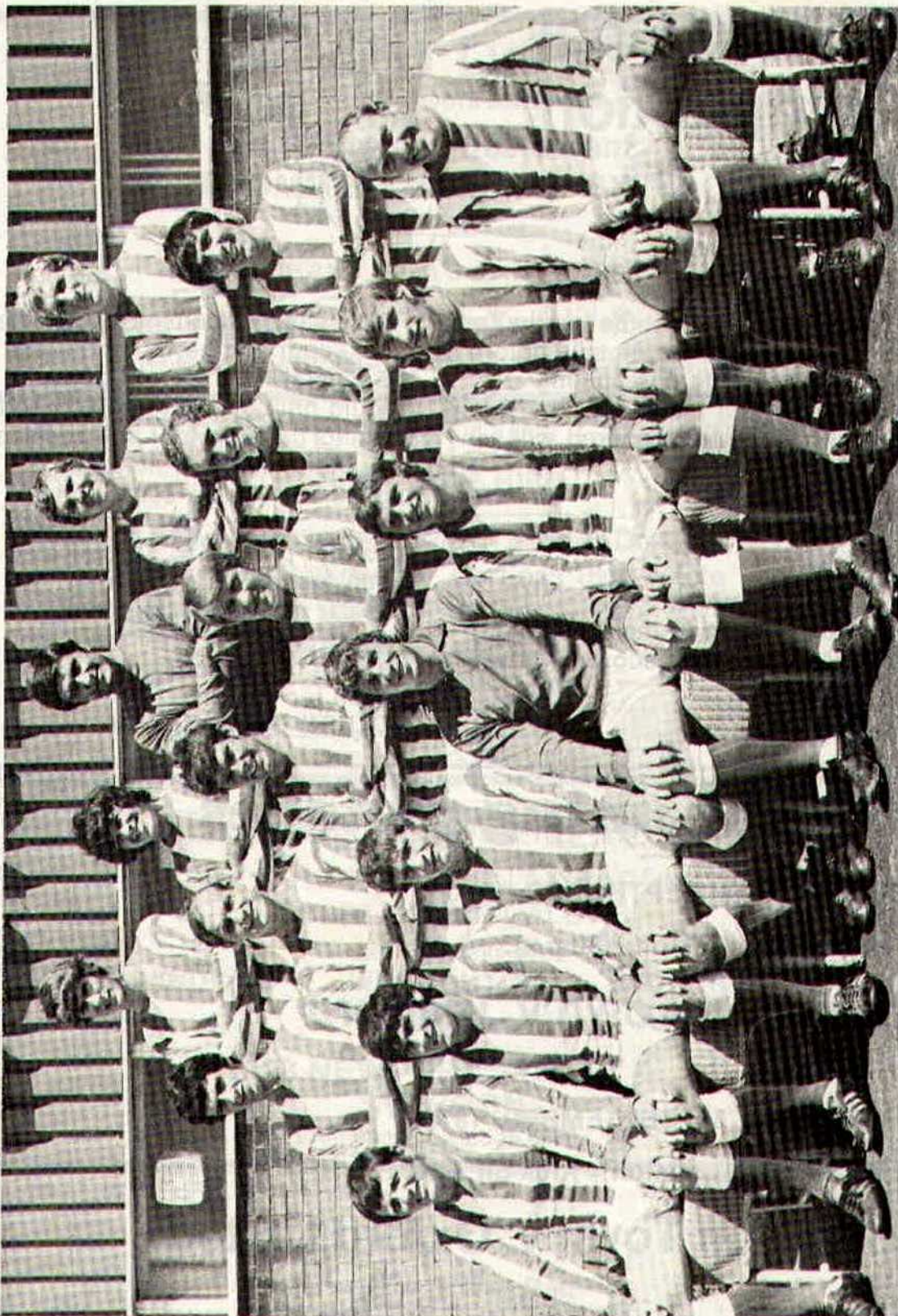
**TUESDAY, 8th SEPTEMBER, 1970**

Football League Cup Competition – Kick-off 7.30 p.m.

**Swindon Town v. Watford**

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## Our visitors Sunderland



Back row  
(left to right):

Park  
Kerr  
Forster  
Symm  
Stuckey

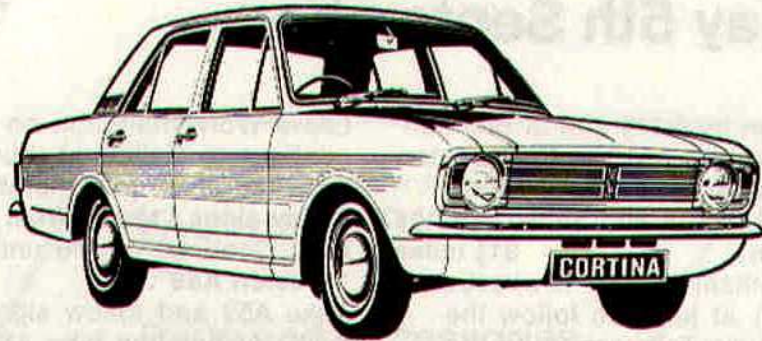
Middle row:

Pitt  
Harris  
Ashurst  
Heslop  
McGiven  
Porterfield

Front row:

Harvey  
Hughes  
Baker  
Montgomery  
Tueart  
Todd  
Irwin

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Saturday 5th September**



Leave Swindon by A345 and at junction at Stratton take the A419 to Cirencester. Leave Cirencester on the A435, and continue via Baunton and Seven Springs to **Cheltenham**. **31½ miles**

Leave Cheltenham by the Tewkesbury Road (A4019) at junction follow the A38, continue via Tewkesbury to the M50 Motorway, follow signs "Birmingham M50" and 1½ miles on join M5. Continue to end of Motorway then take the A456 following signs "North West M6" until reaching Warley then take the A4123 to **Wolverhampton**. **90¾ miles**

Leave Wolverhampton on the A449 and continue to Gailey, at roundabout take 3rd road off to join the M6 Motorway, follow signs "North West and Stafford M6". Continue on M6 until intersection "**Preston A59**". **179¼ miles**

Take A59 and follow signs "Blackburn A59". At junction take A677 continue into Buncer Lane then Bolton Road to **Ewood Park, Blackburn**. **192 miles**

Route kindly supplied by R.A.C.

**Admission Prices at Ewood Park**

Riverside Stand 9/- Riverside Stand double 12/- (Father and Son ticket).

Nuttall Street Stand 12/-

Tickets for Nuttall Street Stand can be booked in advance price 12/-.

Applications to enclose s.a.e. and to be sent to: Secretary, Blackburn Rovers F.C., Ewood Park, Blackburn. Tickets can be obtained 14 days prior to match.

Football League Cup – Second Round

**Swindon Town v. Watford**

**Tuesday, 8th September, 1970**

**Kick-off 7.30 p.m.**

Season Ticket holders with '**A**' Issue tickets must claim their seats **not later than Thursday, 3rd September**. Tickets not claimed by this date will be available for '**B**' Issue ticket holders from **Friday, 4th September**.

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