

# Swindon Town Football Club



Official Programme 6p



## Swindon Town v Charlton Athletic

21st August 1971

### OFFICIALS

Referee

Mr R B Lee (Cheadle)

Linesmen

Red Flag

Mr D S Hutchinson (Chipping Campden)

Yellow Flag

Mr A W Jones (Bath)

### SWINDON TOWN

- 1 Downsborough
- 2 Thomas
- 3 Trollope
- 4 Butler
- 5 Burrows
- 6 Mackay
- 7 Peplow
- 8 Harland
- 9 Horsfield
- 10 Noble
- 11 Rogers
- 12

Colours: Red and White

### CHARLTON ATHLETIC

- 1 Bellotti
- 2 Bruck
- 3 Warman
- 4 Bond
- 5 Went
- 6 Reeves
- 7 Davis
- 8 Treacy
- 9 Endean
- 10 Kenning
- 11 Peacock
- 12 Hunt

Colours: White





# Swindon Town Football Company Limited

Registered Office County Ground, Swindon

**President** W J Castle

**Vice-Presidents** J Davies H Williams

**Directors**

**Chairman** H E Lane

**Vice-Chairman** R Fricker

T Beales F L Collings A W Done M Earle

C J Green Dr J Nicholas F Plyer

K H Wilmer

**General Manager** R A Morse

**Secretary** R J Jefferies

**Team Manager** F Ford

As we start another season I would like, on behalf of the Directors and Staff, to welcome everyone here today.

I feel sure that you, along with all of us, must feel very proud of our new Stand. It now ranks with some of the best in the country. To the Directors, and to that I add our President Mr. W. J. Castle, this is a dream come true. A tremendous amount of thought and planning has gone into this fine structure, and it would be remiss of me if I did not mention the valuable contribution of our General Manager, Mr. Ron Morse and Secretary, Mr. Bob Jefferies.

On reflection the name 'Grandstand' is a misnomer, because having seating accommodation throughout it is not a 'grandstand' but a grand 'Sit-down', and that, in real comfort.

Comfort is what we have aimed at throughout; with easy approaches, and entries, comfortable seats with a wonderful view, and refreshment bars which are there for you, before the match and at half-time.

We hope it will be completely finished by mid-September, and this will include new dressing rooms, baths and medical rooms etc. for the players, and a '63' Club that members will be more than pleased with.

This is all part of a progressive policy that the directors have adopted to make 'Swindon Town' a first-class and, we hope, First Division Club.

With all the difficulties, financial and otherwise of the transfer market today, the Board and I feel that no effort must be spared to expand our youth policy, and as we have in the past, make our own 'stars'.

With this in mind, a new youth coach (Des Anderson) has been appointed, and he is already making his presence felt amongst the youngsters.

We have again entered the Midland Youth League, because our boys gained such valuable experience in this League last season, and have also entered the new Southern Counties Junior Floodlit League, where the lads will meet First Division Club Juniors.

Many of you will be seeing our new signing, Dave Mackay, for the first time. I hope his experience and drive will add to the team's performance, and help provide good football and entertainment for our supporters in the games to come.

May I, in conclusion, thank you for your support in the past, and I sincerely hope that the Club will deserve your support in the future.

H. E. LANE  
(Chairman).



# news & views

Today, in the opening home League game, we welcome with real pleasure our friends from Charlton.

When they visited us on Easter Tuesday they were making tremendous efforts to move away from the two bottom places of the Division 2 table. Thankfully, they are still with us, and the result at Swindon – one goal each – no doubt helped them. On their display that evening, they certainly deserved to retain League 2 status. We wish them well this season.

We greet our supporters with a magnificent new stand and a new captain. Obviously our new player, Dave Mackay, was the choice as captain, yet he takes over from probably one of the most outstanding captains Swindon has ever had. Possibly the best since Harold Fleming, who was literally worshipped by his colleagues. Undoubtedly the leadership and drive of Stan Harland had a great bearing on Swindon's League Cup victory and promotion. A born leader, yet he only took over the captaincy after an accident (a broken arm) to the then skipper, John Trollope. Strange how mishaps throw up success. However, we wish the new captain a season as good as he enjoyed with his two previous clubs.

We are sure everyone present today must be impressed by the Stand. As always when working in with original buildings, snags have arisen. These are being overcome, but difficulties still occur and will have to be dealt with. Notwithstanding, the work goes on apace, and it is hoped everything will be completed by Christmas. Meantime, those who occupy seats in this fine structure will enjoy a wonderful view of the game, and will no doubt be surprised how much more clearly they see the moves from the higher altitude. Those who sit in the top rows may find the height a little bewildering at first, but after several games will become accustomed to the position and will wonder how they watched football for so long at almost ground level.

All it needs now is for the team to make a good start to the season. But it will not be easy, as out of our first ten League games only four are at home, and that takes us to Saturday, 2nd October, when we play Bristol City at Swindon. That means simply after today's match, we play only two League games at the County Ground before 2nd October. A tough programme indeed, because in that period we have to visit Carlisle, Sunderland, Cardiff City and Hull City. We hope we shall be lucky and get a home draw in Round 2 of the League Cup competition on 8th September.

A firm specialising in playing fields management has spent the whole of the close season at the County Ground and almost all of the pitch has been reurfed, and it is hoped this will make for a perfect playing surface. Unfortunately, the County Ground, with its clay base, will always be very wet and heavy should there be a lot of rain in the winter. However, more drains have been laid to improve the removal of surface water.

We hope you like the new style programme, now almost devoid of advertisements, and so full with reading matter, facts, figures and statistics.

Harking back to our visitors, it is interesting to note that Charlton did not come into League football until season 1921-22. Swindon visited The Valley on the last day and won an exciting game by 5 goals to 4. Many supporters will no doubt recall the Swindon team that day: Nash; Colbourne, Weston; Rogers, Hawley, Wareing; Phillipson, Denyer, Cooke, Johnson, Turner.

One of the outstanding matches between the two clubs was on 28th January, 1956 in the 4th Round of the F.A. Cup. At that time Charlton was one of the top-class teams in Division 1 and Swindon occupied the bottom place in Division 3, but we were defeated rather unluckily by 2 goals to 1.

A victory would have meant much to us at the time, as we were in almost a desperate position, financially and otherwise. However, fortunes have changed, and we look forward to even better things in the future.

A complete computer unit has been installed at the County Ground for the sale of tickets for all matches. It is fully manned by an efficient operator each weekday from

9.30 a.m. to 12.30 p.m. and 2.0 p.m. to 5.0 p.m. The prices of admission are:

North Stand (the new one) 75p and 60p  
South Stand (Shrivenham Road) 65p and 55p

North Stand (uncovered) 45p  
There are no Ringside seats.

It is now possible to buy tickets in advance for any game throughout the season.

Eventually it is hoped to be able to sell tickets of other clubs, but to date only Chelsea and Fulham are connected by a similar unit. In the near future it may be possible to book Theatre Tickets and Train Reservations.

Tickets on match days will be sold at the new Ticket Office, entrance from County Road. The different priced tickets will be sold at the appropriately marked pigeon holes, and the colour of the ticket purchased will correspond with the colour of the seat.

On weekdays, tickets bought in advance will be purchased from the original ticket office at the rear of the Town End Stand.

The total number of tickets available are:

North Stand	...	...	...	4,912
North Stand (uncovered)	...	...	...	2,000
South Stand (Shrivenham Road)	...	...	...	1,421
			Grand Total	8,333

To date 3,850 season tickets have been sold, and these can still be purchased (ten per cent reduction for Old Age Pensioners).

There is no reduction on tickets bought for each game.

To avoid congestion please remember on match days (both first team and Reserve games) tickets for seats can only be bought at the new Ticket Office.

## Ground Safety

In the interest of all spectators it is requested that after the game supporters do not rush to leave the ground, thereby causing congestions at the exits. And please, keep off the pitch.

**Please consider your own safety.**



# our visitors

## Charlton Athletic



### Derek Bellotti

Goalkeeper. Signed from Gillingham on 28th October, 1970. Born at West Ham and played for London Schools before joining Queen's Park Rangers as an apprentice. Played for Bedford Town for two seasons before moving to Gillingham where he made 26 League appearances.

### Allen Clarke

Goalkeeper. Played in local schools football before joining Charlton Athletic as an apprentice. Signed professional forms on 4th December, 1970.

### Bob Curtis

Born Langwith. Became an apprentice professional with Charlton Athletic on 12th April, 1965, and a full professional on 25th January, 1967. Made his League debut shortly after and has since been a consistent member of the first team.

### Dietmar Bruck

Born Danzig. Came to England when 4 years old and after playing in schools football he joined Coventry City as an amateur in 1960, and signed professional forms in April 1962, and played 179 League matches scoring 7 goals. Joined Charlton Athletic in October 1970.

### Dennis Booth

Born Stanley Common, Derbyshire, and played for district schools teams. Became an apprentice with Charlton Athletic in August 1964, and signed professional forms in April 1966. He has made 67 League appearances and scored 5 goals to end of 1970 season.

### Bobby Hunt

Born Colchester. Signed for Colchester United in November 1959 and scored 58 goals in 114 League games. Transferred to Northampton Town and joined Charlton Athletic in September 1970, after spells with Millwall and Ipswich Town. Has played in 108 League games since leaving Colchester United and scored 28 goals.



### Paul Went

Born in Bow. Played 6 times for England Schoolboys and made 10 appearances for England Youth succeeding Peter Reeves of Charlton Athletic as England Youth Team captain. Signed for Charlton Athletic from Leyton Orient on 8th June, 1967 for record fee for a 17-year-old of £24,500.

### Peter Reeves

Born Eltham. Played for Woolwich, Kent and London Schools. Played as an amateur with Penhill Standard and became an apprentice professional with Charlton Athletic on 27th July, 1964, and signed professional forms on 7th February, 1966. Captained England Youth team in 1967, and played v Germany, Scotland (2), Italy, Spain, Yugoslavia, France and Russia, the team reaching the Final of the European Youth Tournament.

### Dick Plumb

Born Swindon and played for Swindon and Wiltshire Schools. Became a Swindon Town apprentice and later signed for Bristol Rovers, making 39 League appearances and scoring 9 goals. Joined Yeovil Town in October 1968 and moved to Charlton Athletic in September 1970.

### Barry Endean

Born Chester-le-Street. Joined Watford from Pelton Fell in September 1968. Played 72 League games for Watford scoring 28 goals. Joined Charlton Athletic in February 1971.

### Dennis Bond

Born Walthamstow. Played for England Schools v Ireland, West Germany, Scotland and Eire in 1962. Joined Watford on leaving school and played 93 League games. Capped for England Youth on three occasions. Joined Tottenham Hotspur in March 1967, and made 20 League appearances. Joined Charlton Athletic October 1970.

### Dave Shipperley

Played for Hillingdon and Middlesex Schools before signing apprentice forms for Charlton Athletic in December 1967, immediately after leaving school and became a full professional in April 1970.



## our visitors *continued*

### Cyril Davies

Born at Swansea. Signed professional for Swansea Town after serving as an apprentice. Joined Charlton Athletic during close season 1970 from Yeovil Town after a spell with Carlisle United. Gained Under-23 Cap for Wales and toured New Zealand with Welsh F.A. party during June/July 1971.

### Phil Warman

Born Downham, Kent. Joined Charlton Athletic as an amateur in October 1966, and signed professional forms in March 1968. Gained an England Amateur Youth Cap v Ireland.

### Vincent O'Kane

Played for Stepney and East London Schools. Joined Charlton Athletic as an apprentice in August 1968, and signed professional forms in December 1970.

### Graham Moore

Born Hengoed, Glamorgan. Gained Welsh Youth Caps while with Bargoed YMCA. Became a professional with Cardiff City in 1958 and won Welsh Under-23 Caps and full International honours. Played for the Football League v League of Ireland in 1961. Joined Chelsea in 1961 and moved to Manchester in November 1963, where he gained further Under-23 and full International Caps. Was transferred to Northampton Town in December 1965, and played for Wales v Chile. Joined Charlton Athletic in May 1967, and is a current Welsh International.

### Mike Kenning

Born Birmingham. Joined Charlton Athletic via Aston Villa and Shrewsbury Town. Was transferred to Norwich City in December 1966. From Norwich City he was transferred to Wolverhampton Wanderers and re-joined Charlton Athletic in March 1969.

### Keith Peacock

Born Barnehurst. Played as an amateur for Charlton Athletic before signing as a professional in July 1961. Has made over 200 League appearances and is another of Charlton Athletic's popular local products.

### Ray Treacy

Born Dublin. Joined West Bromwich Albion as an apprentice and signed professional forms in June 1964. Played for Eire Schools, Eire Under-23 and is a current full Eire International. Joined Charlton Athletic in February 1968.

### Alan Ellis

Born Somercotes, Derbyshire. Signed apprentice forms for Charlton Athletic in February 1968, and professional forms in November 1969.

### Norman Fusco

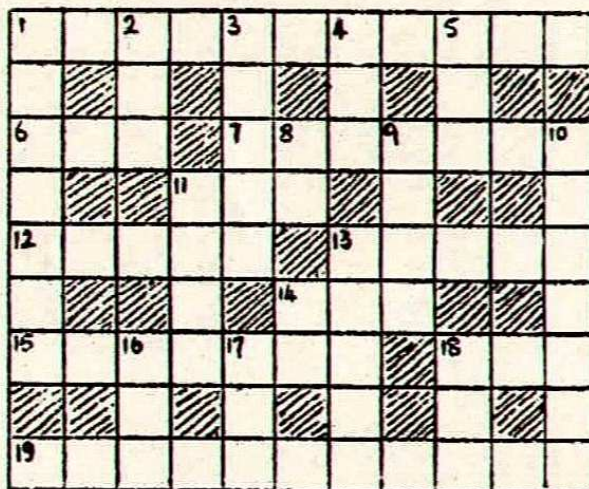
Became an apprentice with Charlton Athletic after playing for Ramsgate. Signed professional forms in July 1970.

PAUL PETERSON



## A soccer crossword for half-time

(Answers on page 10)



### Across

- They play at Ashton Gate. (7, 4)
- A good player keeps this on the ball. (3)
- Swindon 6, Leeds United 0, would be a just one. (7)
- Not the hand, but still a foul. (3)
- Mr. Stiles? (5)
- West Bromwich Albion International. (5)
- Goalkeeper's number. (3)
- Names the same for this ex-Leicester player. (7)
- One does it on the pools each week. (3)
- He scored the Watford goal against Liverpool in the F.A. Cup 1969/70. (5, 6)

### Down

- 1969/70 Footballer of the Year. (7)
- Pitch hazard. (3)
- Ex-Chelsea half-back now with Q.P.R. (5)
- Russia's famous goalkeeper. (3)
- Hutchison or Moore? (3)
- Initially a Chelsea full-back. (1, 1)
- The manner in which a player hopes to score. (4)
- Sweet Merseysiders. (7)
- Does this linesman bring his family? (5)
- Manchester United home, ground (initials). (1, 1)
- Drinks all round if the ball's below. (3)
- '66 World Cup full-back. (3)
- Busy Watford player. (3)



# Fixture list 1971/72

## Division II

### August

14 Blackpool	(A)	1—4
18 League Cup (1)		
21 Charlton Athletic	(H)	.....
28 Carlisle United	(A)	.....

### September

1 Watford	(A)	.....
4 Queen's Park Rangers	(H)	.....
8 League Cup (2)		
11 Sunderland	(A)	.....
18 Fulham	(H)	.....
25 Cardiff City	(A)	.....
29 Hull City	(A)	.....

### October

2 Bristol City	(H)	.....
6 League Cup (3)		
9 Luton Town	(A)	.....
16 Blackpool	(H)	.....
19 Birmingham City	(H)	.....
23 Sheffield Wednesday	(A)	.....
27 League Cup (4)		
30 Middlesbrough	(H)	.....

### November

6 Oxford United	(A)	.....
13 Millwall	(H)	.....
17 League Cup (5)		
20 Preston North End (1)	(H)	.....
27 Burnley	(A)	.....

### December

4 Norwich City	(H)	.....
8 League Cup Semi-Final		
11 Orient (2)	(A)	.....
15 League Cup Semi-Final		
18 Queen's Park Rangers	(A)	.....
27 Portsmouth	(H)	.....

### 1972

#### January

1 Fulham	(A)	.....
8 Carlisle United	(H)	.....
15 F.A. Cup (3)		
22 Hull City	(H)	.....
29 Birmingham City	(A)	.....

#### February

5 F.A. Cup (4)		
12 Sheffield Wednesday	(H)	.....
19 Middlesbrough	(A)	.....
26 Oxford United (5)	(H)	.....

### March

3 Millwall (LCF)	(A)	.....
11 Luton Town	(H)	.....
18 Charlton Athletic (6)	(A)	.....
25 Sunderland	(H)	.....
31 Bristol City	(A)	.....

### April

1 Portsmouth	(A)	.....
4 Cardiff City	(H)	.....
8 Preston North End	(A)	.....
15 Burnley (SF)	(H)	.....
22 Norwich City	(A)	.....
25 Watford	(H)	.....
29 Orient	(H)	.....

### May

6 F.A. Cup Final		
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## Football Combination

### August

14 Queen's Park Rangers	(H)	0—2
17 Chelsea	(H)	.....
21 Bristol City	(A)	.....
24 Birmingham City	(A)	.....
28 Ipswich Town	(H)	.....
31 Swansea City	(H)	.....

### September

4 West Ham United	(A)	.....
11 Fulham	(H)	.....
14 Swansea City	(A)	.....
18 Cardiff City	(A)	.....
25 Crystal Palace	(H)	.....
28 Arsenal	(A)	.....

### October

2 Queen's Park Rangers	(A)	.....
9 Bristol City	(H)	.....
23 Plymouth Argyle	(H)	.....
27 Reading	(A)	.....

### November

6 Oxford United	(H)	.....
13 Tottenham Hotspur	(A)	.....
27 Southampton	(H)	.....

### December

4 Leicester City	(A)	.....
11 Bristol Rovers	(H)	.....
18 Arsenal	(H)	.....
27 Bournemouth	(A)	.....

### 1972

#### January

1 West Ham United	(H)	.....
8 Ipswich Town	(A)	.....
22 Chelsea	(A)	.....
29 Birmingham City	(H)	.....

#### February

5 Norwich City	(A)	.....
12 Plymouth Argyle	(A)	.....
19 Reading	(H)	.....
23 Oxford United	(A)	.....

### March

4 Tottenham Hotspur	(H)	.....
11 Fulham	(A)	.....
18 Cardiff City	(H)	.....
25 Crystal Palace	(A)	.....

### April

1 Bournemouth	(H)	.....
8 Leicester City	(H)	.....
15 Southampton	(A)	.....
22 Norwich City	(H)	.....
29 Bristol Rovers	(A)	.....

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## League table division 2

FINAL TABLE 1970/71

	P	W	D	L	F	A	Pts.
Leicester City	42	23	13	6	57	30	59
Sheffield United	42	21	14	7	73	39	56
Cardiff City	42	20	13	9	64	41	53
Carlisle United	42	20	13	9	65	43	53
Hull City	42	19	13	10	54	41	51
Luton Town	42	18	13	11	62	43	49
Middlesbrough	42	17	14	11	60	43	48
Millwall	42	19	9	14	59	42	47
Birmingham City	42	17	12	13	58	48	45
Norwich City	42	15	14	13	54	52	44
Q.P.R.	42	16	11	15	58	53	43
<b>Swindon Town</b>	<b>42</b>	<b>15</b>	<b>12</b>	<b>15</b>	<b>61</b>	<b>51</b>	<b>42</b>
Sunderland	42	15	12	15	52	54	42
Oxford United	42	14	14	14	41	48	42
Sheffield Wed.	42	12	12	18	51	59	36
Portsmouth	42	10	14	18	46	61	34
Orient	42	9	16	17	29	51	34
Watford	42	10	13	19	38	60	33
Bristol City	42	10	11	21	46	64	31
Charlton Athletic	42	8	14	20	41	65	30
Blackburn Rovers	42	6	15	21	37	69	27
Bolton Wanderers	42	7	10	25	35	74	24

## Hellenic Football League Premier Division

FINAL TABLE 1970/71

	P	W	D	L	F	A	Pts.
Witney Town	34	26	6	2	105	16	58
Abingdon Town	34	20	12	2	74	31	52
Wallingford Town	34	22	5	7	72	37	49
Chippenham Town	34	21	6	7	72	42	48
Clanfield	34	18	9	7	87	49	45
Bicester Town	34	13	13	8	67	48	39
Thame United	34	14	7	13	75	57	35
Didcot Town	34	12	11	11	48	51	35
Moreton Town	34	12	10	12	55	54	34
Pinehurst	34	10	12	12	54	59	32
Wantage Town	34	11	8	15	40	56	30
Cirencester Town	34	12	5	17	54	57	29
Buckingham Athletic	34	8	13	13	49	65	29
Morris Motors	34	8	11	15	45	60	27
Newbury Town	34	7	8	19	49	83	22
Henley Town	34	7	8	19	44	82	22
<b>Swindon Town</b>	<b>34</b>	<b>4</b>	<b>7</b>	<b>23</b>	<b>30</b>	<b>85</b>	<b>15</b>
Amersham Town	34	3	6	25	27	115	12

## Football Combination

FINAL TABLE 1970/71

	P	W	D	L	F	A	Pts.
Tottenham Hotspur	42	26	13	3	78	19	65
Arsenal	42	23	12	7	83	32	58
Swansea City	42	20	13	9	74	46	53
Bristol City	42	21	11	10	82	53	53
Ipswich Town	42	19	15	8	75	52	53
Birmingham City	42	18	14	10	59	48	50
Q.P.R.	42	21	7	14	72	60	49
Southampton	42	20	8	14	52	45	48
West Ham United	42	21	4	17	72	56	46
Norwich City	42	15	14	13	47	46	44
Bournemouth	42	16	12	14	49	48	44
Leicester City	42	16	11	15	53	51	43
Cardiff City	42	12	12	18	42	41	36
Crystal Palace	42	11	14	17	54	58	36
Chelsea	42	14	8	20	54	62	36
Bristol Rovers	42	11	14	17	62	85	36
<b>Swindon Town</b>	<b>42</b>	<b>13</b>	<b>8</b>	<b>21</b>	<b>59</b>	<b>84</b>	<b>34</b>
Reading	42	13	7	22	62	89	33
Oxford United	42	12	6	24	58	82	30
Plymouth Argyle	42	10	9	23	56	87	29
Fulham	42	6	15	21	39	70	27
Gillingham	42	8	5	29	47	105	21

## Midland Youth League

FINAL TABLE 1970/71

	P	W	D	L	F	A	Pts.
West Bromwich Albion	22	15	2	5	41	23	32
Birmingham City	22	13	4	5	43	16	30
Nottingham Forest	22	12	5	5	38	19	30
Coventry City	22	11	4	7	36	31	26
Northampton Town	22	8	6	8	31	34	22
Aston Villa	22	8	5	9	28	30	21
Leicester City	22	9	2	11	38	28	20
<b>Swindon Town</b>	<b>22</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>27</b>	<b>32</b>	<b>20</b>
Wolverhampton W.	22	7	6	9	24	31	20
Notts County	21	9	1	11	25	32	19
Peterborough United	21	6	2	13	20	37	14
Oxford United	22	3	2	17	11	49	8

## Key of the board

### First Section

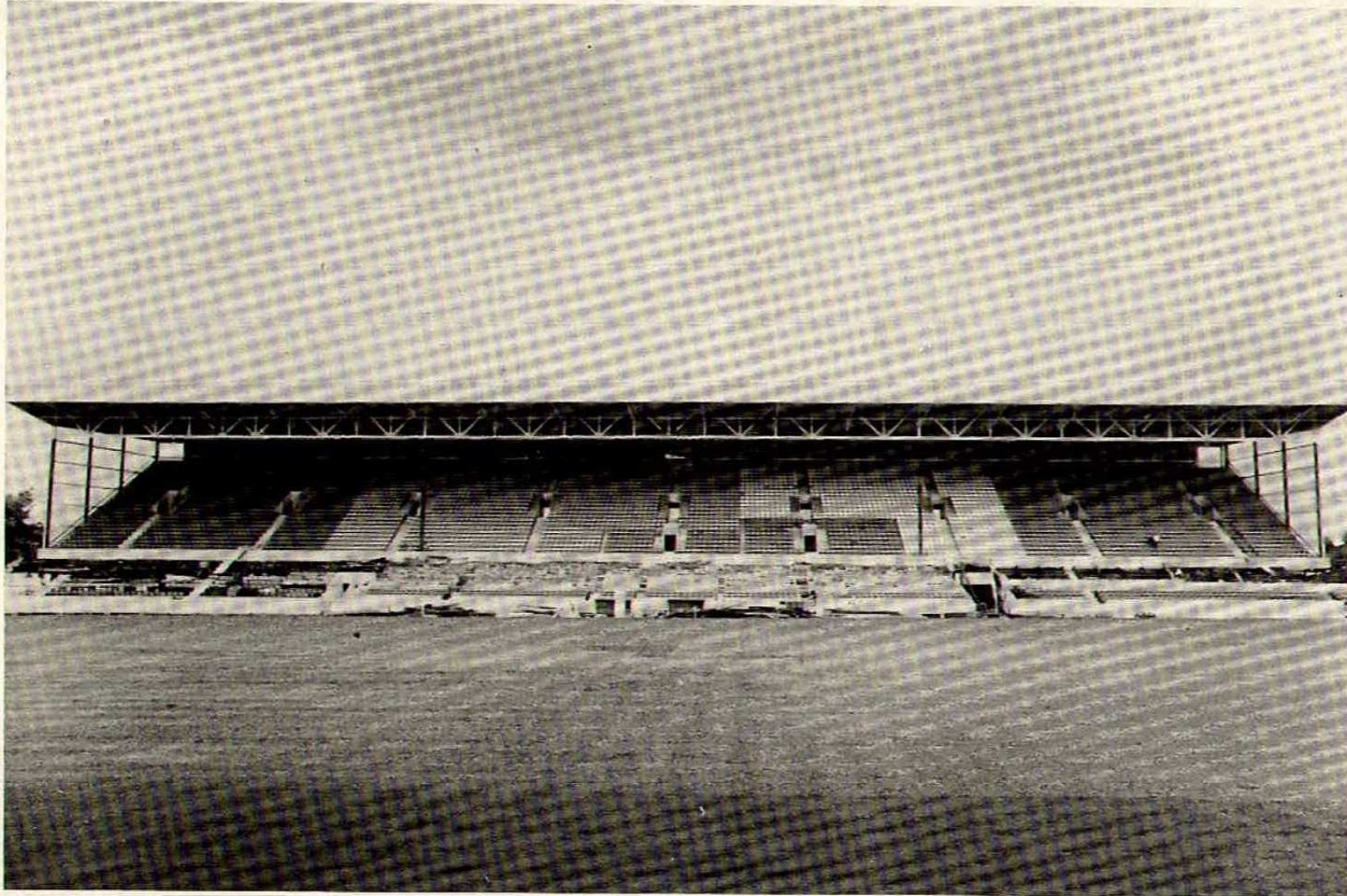
- A—Chelsea v Manchester City
- B—Everton v Sheffield United
- C—Leeds United v Wolverhampton W.
- D—Leicester City v Derby County
- E—Manchester United v Arsenal
- F—Newcastle United v Liverpool
- G—Nottingham Forest v West Ham United
- H—Southampton v Ipswich Town
- I—Tottenham Hotspur v Huddersfield Town
- J—West Bromwich A. v Coventry City
- K—Birmingham City v Carlisle United
- L—Burnley v Luton Town
- M—Hull City v Oxford United
- N—Middlesbrough v Q.P.R.
- O—Millwall v Blackpool
- P—Norwich City v Portsmouth
- Q—Orient v Cardiff City
- R—Preston North End v Fulham
- S—Sheffield W. v Bristol City
- T—Watford v Sunderland

### Second Section

- A—Bolton Wanderers v Bournemouth
- B—Brighton v Bradford City
- C—Bristol Rovers v Tranmere Rovers
- D—Halifax Town v York City
- E—Plymouth Argyle v Blackburn Rovers
- F—Rochdale v Mansfield Town
- G—Rotherham United v Barnsley
- H—Shrewsbury Town v Torquay United
- I—Swansea City v Port Vale
- J—Walsall v Aston Villa
- K—Wrexham v Oldham Athletic
- L—Barrow v Crewe Alexandra
- M—Cambridge United v Northampton T.
- N—Exeter City v Grimsby Town
- O—Gillingham v Southport
- P—Reading v Chester
- Q—Workington v Doncaster Rovers



## Swindon Town's new North Stand



The new stand for Swindon Town Football Club has been erected by Holst and Co. Ltd., the seating facilities being in readiness for the start of the new season and was used for the opening Reserve team game against Queen's Park Rangers on 14th August.

The new structure is on the north side of the ground and has been constructed behind the old stand which has since been modified into uncovered seats. It provides seats for up to 5,238 spectators which raises the ground's capacity to 32,000, and

on its three levels incorporates the almost completed 63 Club and accommodation for the directors, administrative staff, players and match officials.

Founded on 80 column bases the building is 108 metres long and 18 metres wide. The frame - of structural steel weighing 463 tons and encased in concrete - is clad with brick panels to the gables and wings of all staircases, and translucent sheeting to the rear and gable ends. It is surmounted by a 25 metres wide canopy roof which slopes backwards at an angle of 10 degrees

to a height of 15 metres, and which is clad with asbestos cement sheeting.

Eighteen raker beams, each approximately 20 metres long and cast on site, support 1,036 terracing and 287 step units to which are attached the seats.

The contract, valued at £300,000 was to the order of the Borough of Swindon. Main contractor: Holst and Co. (Southern) Ltd. - a member of the Norwest Holst group. Consulting engineers: Husband and Co., Sheffield.



## Your Tickets by Computer

Swindon Town are the second club in the country to introduce a computerised system of selling reserved seats, Chelsea being the first. The scheme has been installed by Seat Reservation Systems of Shaftesbury Avenue, London. Our box-office has been mechanised with a terminal which is hooked up to a central computer programmed with the reserved seats in the ground. Fans will be able to obtain the computer's best available seats on a first-come first-served basis. Thus we are in a position to sell tickets for a whole season in advance against the usual position of a month in advance.

No tickets will be pre-printed. We will control everything from the box office and the computer will show which tickets have been bought and which are available. We believe this is a service to our followers and hope that eventually a Football League system can be developed which will enable supporters to buy tickets for any football match at any ground.

To use the terminal, the customer tells the box-office staff the position and price of seat required. By pressing a series of buttons the request is relayed to the source. Within seconds the machine will answer via teletype whether the seat is available and if not, will give the nearest available. If the customer decides to make the purchase, the operator presses a 'sell' button and almost instantly the machine prints a ticket. The computer also automatically takes the seat out of circulation.

The Ticketron system has been widely used to sell tickets for baseball matches and other sporting and entertainment events in the United States, where the system has been operating for the last three or four years.

In the not-too-distant future it should be possible to purchase London Theatre tickets at our box office and with the pending opening of the motorway to London we are sure that this service will be greatly appreciated by theatre-goers.

## Featuring Fred Ford

Fred Ford's disappointment in having his playing career severely hampered by injuries and the war has been well compensated by a very good career in Club management.

He was a First Division player with Charlton Athletic before the war but was continually troubled by leg injuries. When war came he joined the Royal Engineers and was mentioned in despatches. He was chosen for his regiment v All England XI and when the war ended he picked up the threads of his career after transferring to Millwall.



In 1947 Fred moved to Carlisle but it wasn't too long before his damaged legs forced him to retire from the playing side. Carlisle appointed him Club trainer, a job he filled until Bristol Rovers asked him to join them as chief coach in 1955. At that time he was appointed trainer to the England Under-23 side, travelling with that team on foreign tours. He got his first chance in club management in 1960 when he took charge of Bristol City. The Ashton Gate club had just lost its Second Division place, but Fred rebuilt the team and took them back to Division Two in 1965.

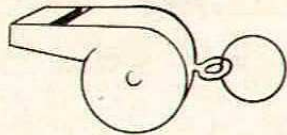
## Introducing Dave Mackay

Dave was born in Edinburgh and commenced his professional career with the Scottish club Hearts in 1951. He was subsequently transferred to Tottenham Hotspur in 1953, for whom he played until season 1967/68 when he joined Derby County. He was capped 26 times for Scotland and is also the holder of a Scottish League Cup winners medal, the Scottish Football Association Cup winners medal and the English Football Association Cup winners medal, which he gained when playing with 'Spurs. Dave is probably the only player who has played both for the Scottish League team and the English Football League team. It is hoped that his experience and ability will do much for the 'Town' in their quest for First Division status.





**the man in**



**the middle**

## Ralph B. Lee

from Heald Green, Cheadle, Cheshire

Began refereeing in 1947 whilst serving in the R.A.F. Referee in local amateur leagues in Wilmslow and Stockport. Linesman in Cheshire County League in 1952 and Referees List in 1957. Appointed to the Football League Line in 1961, and on to Auxiliary List in 1969. Officiated as Linesman in 1960 Under-23 Wales v Scotland, 1969 Semi-final Football League Cup Manchester City v Manchester United, and 1970 Anglo-Italian Competition Lanerossi v Middlesbrough.

Treasurer of School Parent Teachers Association in Heald Green and active in Church life. Sunday School teacher for 20 years. Member of Institute of Petroleum and he serves on Area Management Committee.

Member of local Referees Society with particular interest in coaching of young referees.

Married, with two sons. Occupation: Manager - Oil Specialists.

### CROSSWORD ANSWERS

#### Down

- 1 Bremner.
- 2 Ice.
- 3 Terry.
- 4 Lev.
- 5 Ian.
- 8 E.M.
- 9 Ease.
- 10 Everton.
- 13 Anson.
- 14 O.T.
- 16 Bar.
- 17 Ray.
- 18 Bee.

#### Across

- 1 Bristol City.
- 6 Eye.
- 7 Revenge.
- 11 Arm.
- 12 Nobby.
- 13 Astle.
- 14 One.
- 15 Roberts.
- 18 Bet.
- 19 Barry Endean.

## Golden Goal Competition

*Would you like £60?*

You would? - then make sure you buy your **Golden Goal** tickets at every first team home match. For a minimum outlay of only five new pence **you** could win at least £60 with the possibility of two further prizes of £10.

Last season nearly £2,000 was won by lucky **Golden Goal** ticket supporters. You could be one of this season's lucky winners.

Don't forget - the more tickets you buy the greater is your chance of winning that £60.

Look out for the **Golden Goal** ticket sellers and make yourself some money. The prizes **must** be won every time.

Tickets bearing the time in minutes and seconds will be on sale before the game - price five pence. The ticket

with the exact time when the **first goal** is scored will win **£60**. If exact time not claimed prize will be paid to the nearest claim received.

The ticket bearing the time when the **last goal** is scored will win **£10**. Again if exact time is not claimed the prize will be paid to the nearest claim received.

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.

## Forthcoming matches

**SATURDAY, 28th AUGUST, 1971**

Football Combination - Kick-off 3 p.m.

### Swindon Town v Ipswich Town

**TUESDAY, 31st AUGUST, 1971**

Football Combination - Kick-off 7.30 p.m.

### Swindon Town v Swansea City

**SATURDAY, 4th SEPTEMBER, 1971**

Division II - Kick-off 3 p.m.

### Swindon Town v Queens Park Rangers



# follow the robins . . .

## to Carlisle United Saturday 28th August



Leave Swindon via Cricklade Road and travel to Cricklade and Cirencester. From there continue on the A435 until reaching Cheltenham. **31½ miles**

Take the A4019 out of Cheltenham and carry on to M5 Motorway, following signs 'Midlands M5'. Continue on Motorway passing Strensham, Newland Common and Frankley Service Areas, until joining M6. Follow signposts 'North West M6' and Hilton Park Service Area. **91 miles**

Keep on M6 for another 106¾ miles until reaching Forton Service Area. **197¾ miles**  
After service area follow signs 'Penrith M6' and continue on Motorway for another 53½ miles, until joining Penrith By-Pass Motorway. Still travelling on Motorway watch for

signs 'The North, Carlisle M6', and at Golden Fleece interchange, travel on A6 via Carleton and Harraby, until reaching Brunton Park, **CARLISLE. 270½ miles**

Please note the following admission prices for matches at Brunton Park, Carlisle for season 1971/72:

**Seats bookable in advance:**

Stands B and D - 60p.

Stand A - 50p (14 and under 25p).

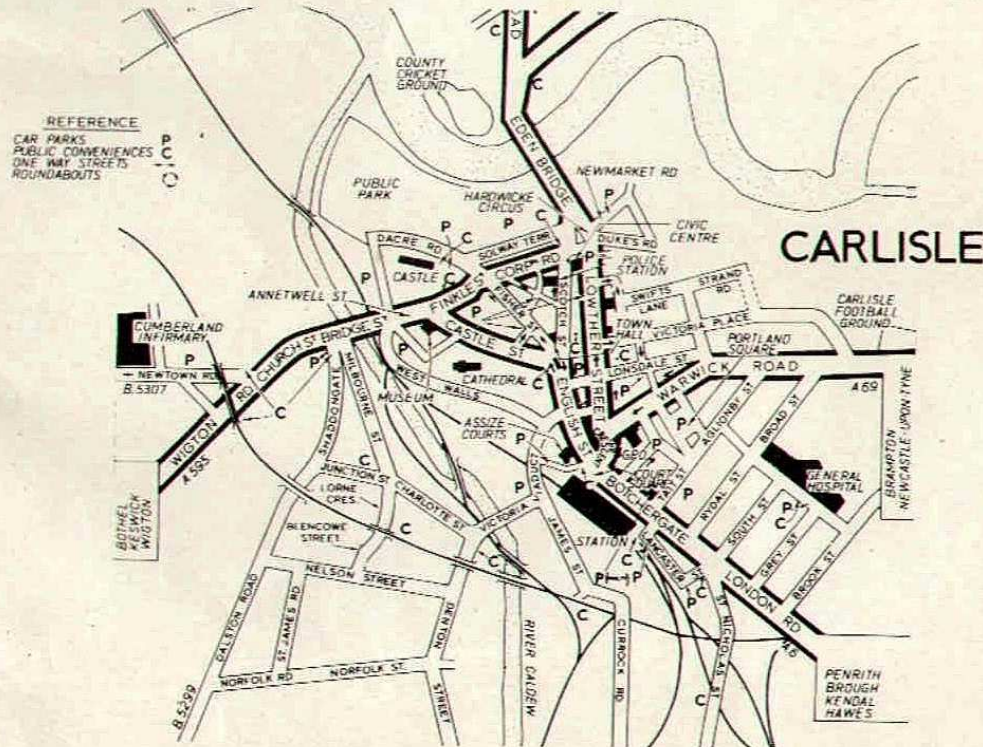
Bookable 14 days prior to match.

**Admission on day of match** (not bookable in advance)

Seats: Stand E - 50p.

Standing: Paddock - 35p. Ground - 30p

(OAP's 15p). Juvenile Enclosure - 15p.



## Quick Quiz

- 1 How old was Pele when he was capped for Brazil?
- 2 Formed by railwaymen, a famous northern club started life with the name of Newton Heath. Who are they?
- 3 Middlesbrough were formed after a meal involving a famous Lancashire dish - which was?
- 4 Only Aston Villa have won the F.A. Cup more times than . . . . . ?
- 5 Who won the F.A. Amateur Cup 1969/70?
- 6 Which club is known as 'The Trotters'?
- 7 Which two London Clubs have gained promotion from the Third to First Division in consecutive years?

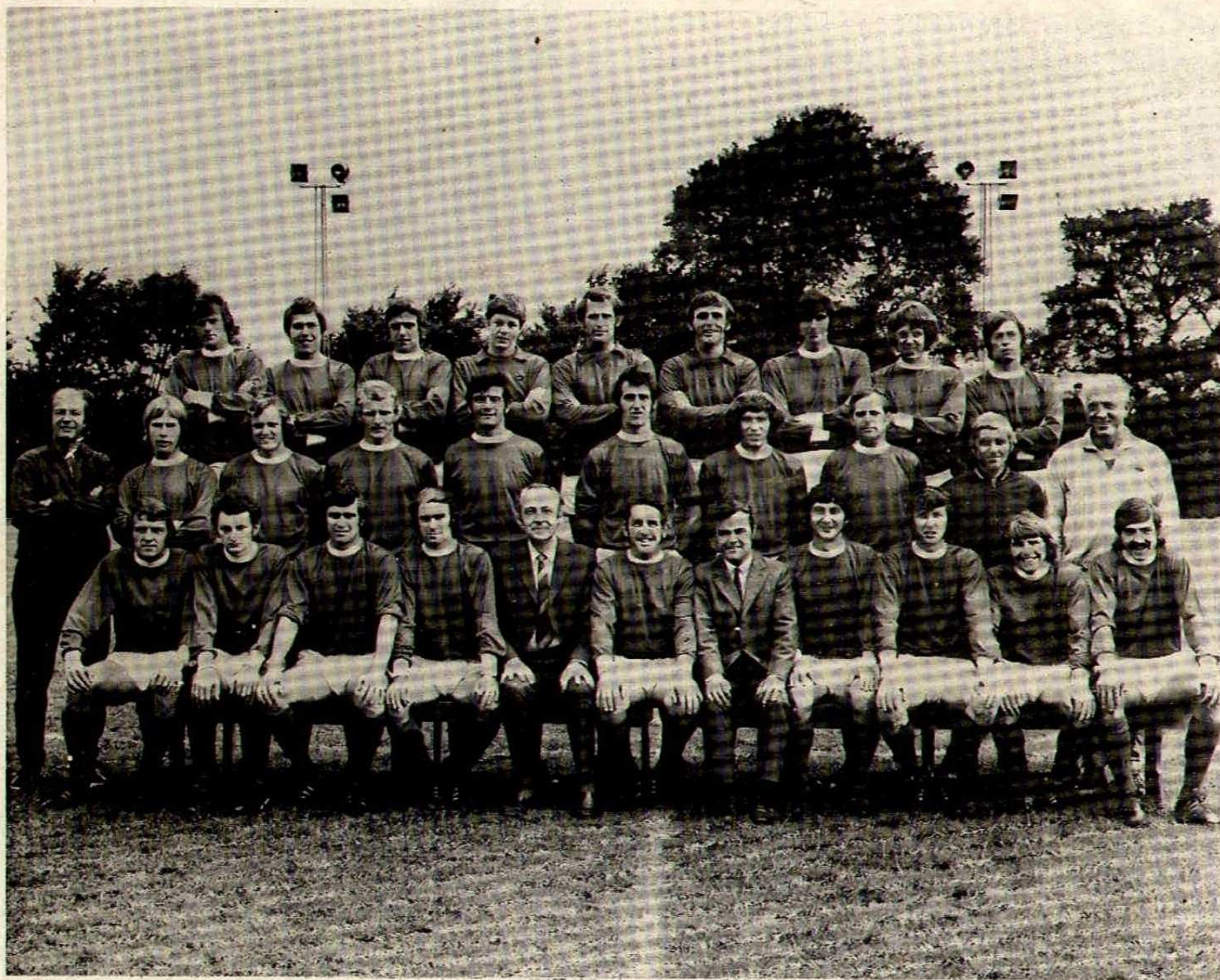
- and Q.P.R. 1966/67, 1967/68.  
7 Charlton Athletic, 1934/35, 1935/1936,  
6 Bolton Wanderers.  
5 Enfield, who beat Dagenham 5-1, on six occasions.  
4 Newcastle United, who have won the Cup  
Middlesbrough team was first suggested.  
3 A trippe supper at the Corporation Hotel in 1876 when the idea of forming a  
1880.  
2 Manchester United, who were formed in  
1 Sixteen.  
**Answers**

RAY BUNKELL





# Players and Officials of Swindon Town Football Club 1971/72



designed and printed by the Borough Press Swindon Limited

**Back row:** Legg, Stroud, Moss, Allen, Jones (R.), Downsborough, Potter, Dangerfield, Peterson.  
**Middle row:** M. Owen, Hubbard, Bunkell, Trollope, Harland, Burrows, Porter, Dawson, Morris, F. Ford.  
**Front row:** Jones (C.), Peplow, Smart, Noble, R. J. Jefferies, Mackay, R. A. Morse, Horsfield, Thomas, Butler, Rogers.