



Copyright
Swindon Town FC

Swindon Town Football Club



Official Programme

Including League Football

Bristol City

1972-73 Season

Price 7p



Enjoy wining and dining in comfort at



The *Rendezvous*
Club

County Ground, Swindon

Cabaret

Dancing

Excellent cuisine

MEMBERSHIP ENQUIRIES INVITED * Telephone Swindon 30880

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 C Cowley A W Done

C J Green Dr J Nicholas F Plyer

K H Wilmer

General Manager R A Morse

Secretary R J Jefferies

Team Manager D Mackay

NEWS & VIEWS

The new season has not made a very auspicious beginning. Whether the football is getting harder, or referees carrying out their instructions to the letter, it is difficult to say. Certainly there have been far more bookings and sendings-off than is good for the game. One realises competition is greater and much is at stake, also players are carried away in the heat of the moment. Nevertheless, when so much is portrayed on television, it can only give the game a bad image.

With the introduction by the Football League of standard penalties for offences, players now know where they stand, and it is hoped they will soon realise the situation. Fortunately, we in Swindon have suffered little through offences by our players, and we sincerely hope this state of affairs will continue.

Many people in football feel this whole matter rests with the clubs. They are responsible for their players and, if they dealt with persistent offenders, even if it meant very strong action, football would then become much more entertaining.

It is therefore pleasing to note the action of our visitors today (and we mentioned this fact last year). We understand the manager warned one of his players he would be fined £10 if he showed dissent or acted petulantly. If all clubs adopted this attitude bookings would decrease appreciably, and the football improve.

Often supporters may feel a player has been booked for what looked to be a trivial matter, but we must realise the referee is the sole judge, and may have seen much more in the incident than what it appeared to be from the stands. In any case, each booking is given an assessment - 2 points or 4, but many think the

only answer is to make the rule as applies in Rugby League, where no player is allowed to question any referee's decision.

Supporters will remember last season's home game against Bristol City. They came to the County Ground early in the season (it was our tenth game) on the crest of the wave, and after a very hard fought game won by the only goal scored in the last few minutes. We trust we can reverse that result, although our opponents have again made a good beginning to the season. As always with local 'Derbies', it will be a hard fought game. May we however see an entertaining display of football, and no bookings.

It was pleasing to see the return to football of Peter Swan, after eight years out of the game. Great credit must be given to Sheffield Wednesday for helping him to come back and make the first team. May our ex-player, 'Bronco' Layne soon be playing in the senior side.

We were delighted to see our Swindon boy, Dudley Tyler, selected to play in the first two games for West Ham United. No doubt his many friends in the Pinehurst area will closely follow his career, and we trust he will retain his place. We wish him every success.

Cover Photo:

John Trollope races through the Queen's Park Rangers defence only to shoot against the post, the ball rebounding to safety.



dave's column

After last week's bitter disappointments I'm beginning to think there is no real justice in this football game. Last Saturday we didn't play particularly well against Q.P.R., although at one point of the match we had a great chance of clinching the game, but failed. The two away games were matches that had to be seen to be believed, and I was very pleased with the way the team played in both of these, and all that we gained from them was the satisfaction that we gave our all. In the three matches so far the other sides have scored goals that really have been brilliant.

That's all the moaning done for now; this is the way this game goes and I for one think that all these things straighten out over a season and that we will get our share of luck, but only if we continue to show the spirit that we have shown in the matches so far.

We had a very nice couple of days at Windermere last week as we travelled from Sheffield on Thursday morning and arrived at Windermere at lunch time. It was a marvellous holiday resort. We had plenty of things to do and before travelling we had a putting competition which was won by Ray Bunkell and Steve Peplow, who were marked as outsiders before the competition started. But it did take our minds off football for a few hours, and I must say that everybody seemed to enjoy the nice change.

Well, after all I've said what we weren't to do and what we must do, I'm very disappointed that we only have one point from three games. But this is football and with two home matches ahead we have the opportunity to help our position in the table, although today's game with Bristol City will be very hard. I remember only too well last season when Bristol City scored in the last ten minutes at Swindon, and then scored in the last two minutes at Bristol.

On reflection of what has happened, and I know the season has just started, I do feel that we are definitely going to be a much more attractive team to watch and we will be getting our share of goals. The really surprising thing to me is the amount of goals that we have conceded in the first few games, because I know that the defence that has played will not let in many goals throughout the season. To me it looks very strong indeed, and I would be very surprised if they let seven goals in three matches again this season.

SOCCER QUIZ

- (1) Which club was relegated at the end of 1969/70 for the first time in its Football League history?
- (2) Which goalkeeper has played most times for England?
- (3) Do you know the name of the first team to win the European Cup?
- (4) Name the last time that two clubs from the same city appeared in the F.A. Cup Final.

Answers: (1) Bournemouth & B.A. (2) Gordon Banks (over 60 appearances). (3) Real Madrid. (4) 1967, when Tottenham Hotspur defeated Chelsea 2-1.



Don Rogers scores the Town's first goal with an accurately placed free-kick from just outside the penalty area.

Steve Peplow makes no mistake with this shot to score goal number two for the Town, following good play by Don Rogers.



Staff of Bristol City Football Club



Picture: Evening Post, Bristol.

Back row (left to right): Trevor Tainton, Ray Cashley, Len Bond, Keith Fear.
Centre: Gerry Sweeney, John Galley, David Bruton, David Rodgers, David Merrington, John Emanuel.
Front: Brian Drysdale, Peter Spiring, Gerry Gow, Geoff Merrick (captain), Les Wilson, Danny Bartley, Trevor Jacobs.

Danny Bartley (Outside-left)

Born Paulton. Signed professional October 1964 on 17th birthday. Capped in 1966 (Youth) and toured Yugoslavia with F.A. Youth Party, May 1966. 82 League appearances.

Dave Brown

Born Exeter. Signed apprentice on 8.6.71 and full-time professional on 20.7.72.

Dave Bruton (Centre-half)

Born Uley, near Dursley. Signed apprentice 23.7.69 and full-time professional on 13.10.70. Played ten League matches last season.

Ray Cashley (Goalkeeper)

Born Bristol. Signed 12.8.70 as a full-back. Has played in 30 League, one F.A. Cup and one League Cup games.

Brian Drysdale (Full-back)

Born Wingate, Co. Durham. First signed as an inside-forward with Lincoln City at the age of 17. Almost gave up the game but joined Hartlepool United and became automatic choice as left-back. Signed in close season 1969/70 from Hartlepool. 126 League and 18 Cup matches.

Trevor Jacobs (Full-back)

Born Bristol. Reverted to amateur after 1½ years as apprentice professional. Re-signed as professional in July 1965. League debut November 1966 v Rotherham United. Injury robbed him of regular place in 1967/68. Appeared in 130 matches.

Geoff Merrick (Wing-half)

Born Bristol. Captained Bristol and England boys. Signed apprentice professional on leaving school, and full-time professional forms August 1968, but was injured in his second match in the first team. Was appointed club captain last season and played in 42 League, one F.A. Cup, and one Football League Cup games last season. Voted Player of the Year last season.

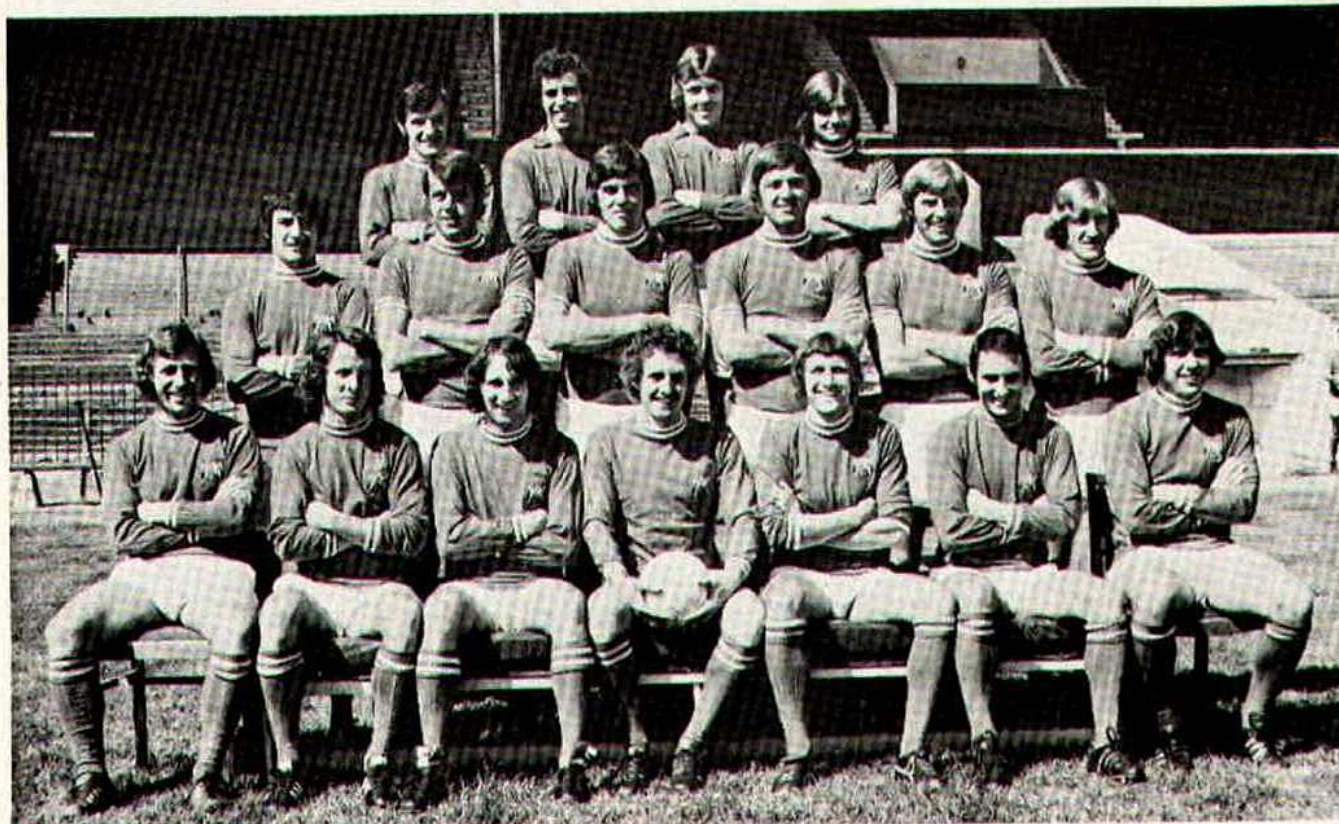
John Galley (Centre-forward)

Joined City from Rotherham to replace Hugh McIlmoyle. Scored 22 goals in 37 League and two Cup appearances last season.

Gerard Gow (Wing-half)

Born Bristol. Debut 7.4.70 against Charlton. 77 League appearances and nine Cup.

Staff of Bristol City Football Club



Picture: Evening Post, Bristol.

Back row (left to right): Trevor Tainton, Ray Cashley, Len Bond, Keith Fear.
Centre: Gerry Sweeney, John Galley, David Bruton, David Rodgers, David Merrington, John Emanuel.
Front: Brian Drysdale, Peter Spiring, Gerry Gow, Geoff Merrick (captain), Les Wilson, Danny Bartley, Trevor Jacobs.

Danny Bartley (Outside-left)

Born Paulton. Signed professional October 1964 on 17th birthday. Capped in 1966 (Youth) and toured Yugoslavia with F.A. Youth Party, May 1966. 82 League appearances.

Dave Brown

Born Exeter. Signed apprentice on 8.6.71 and full-time professional on 20.7.72.

Dave Bruton (Centre-half)

Born Uley, near Dursley. Signed apprentice 23.7.69 and full-time professional on 13.10.70. Played ten League matches last season.

Ray Cashley (Goalkeeper)

Born Bristol. Signed 12.8.70 as a full-back. Has played in 30 League, one F.A. Cup and one League Cup games.

Brian Drysdale (Full-back)

Born Wingate, Co. Durham. First signed as an inside-forward with Lincoln City at the age of 17. Almost gave up the game but joined Hartlepool United and became automatic choice as left-back. Signed in close season 1969/70 from Hartlepool. 126 League and 18 Cup matches.

Trevor Jacobs (Full-back)

Born Bristol. Reverted to amateur after 1½ years as apprentice professional. Re-signed as professional in July 1965. League debut November 1966 v Rotherham United. Injury robbed him of regular place in 1967/68. Appeared in 130 matches.

Geoff Merrick (Wing-half)

Born Bristol. Captained Bristol and England boys. Signed apprentice professional on leaving school, and full-time professional forms August 1968, but was injured in his second match in the first team. Was appointed club captain last season and played in 42 League, one F.A. Cup, and one Football League Cup games last season. Voted Player of the Year last season.

John Galley (Centre-forward)

Joined City from Rotherham to replace Hugh McIlmoyle. Scored 22 goals in 37 League and two Cup appearances last season.

Gerard Gow (Wing-half)

Born Bristol. Debut 7.4.70 against Charlton. 77 League appearances and nine Cup.



Swindon Town v Bristol

Saturday, 26th August, 19
Division II

SWINDON TOWN

- 1 Downsborough
- 2 Thomas
- 3 Trollope
- 4 Butler
- 5 Burrows
- 6 Potter
- 7 Peplow
- 8 Bunkell
- 9 Treacy
- 10 Hubbard
- 11 Rogers
- Moss
- Howell

Colours:
red shirts
black shorts

Match ball
presented by
**RIMES OF
SWINDON**
102 Commercial Road
Swindon
Telephone: 27113

Referee
Mr K Styles (Barnsley)

Linesmen
Red flag: **Mr K S Crofts** (Plympton, Plym)

Yellow flag: **Mr T J Hopkins** (Pontypridd)

◀ **Steve Peplow**



Swindon Town v Bristol

Saturday, 26th August, 1984
Division II

SWINDON TOWN

- 1 Downsborough
- 2 Thomas
- 3 Trollope
- 4 Butler
- 5 Burrows
- 6 Potter
- 7 Peplow
- 8 Bunkell
- 9 Treacy
- 10 Hubbard
- 11 Rogers
- Moss
- Howell

Colours:
 red shirts
 black shorts

◀ **Steve Peplow**

Match ball
 presented by

**RIMES OF
 SWINDON**

102 Commercial Road
 Swindon
 Telephone: 27113

Referee

Mr K Styles (Barnsley)

Linesmen

Red flag: **Mr K S Crofts** (Plympton, Plym)

Yellow flag: **Mr T J Hopkins** (Pontypridd)

12	Queen's Park Rangers	(H)	2—2
16	Sheffield Wednesday	(A)	1—2
	(League Cup 1)		
19	Carlisle United	(A)	0—3
26	Bristol City	(H)	
29	Sheffield Wednesday	(H)	

2	Sunderland	(A)	
5	Derby County (League Cup Rd. 2)	(H)	
9	Blackpool	(H)	
16	Aston Villa	(A)	
19	Huddersfield Town	(A)	
23	Portsmouth	(H)	
26	Luton Town	(H)	
30	Hull City	(A)	

4	League Cup (3)		
7	Burnley	(A)	
14	Preston North End	(H)	
21	Nottingham Forest	(A)	
28	Brighton & Hove Albion	(H)	

1	League Cup (4)		
4	Luton Town	(A)	
11	Huddersfield Town	(H)	
18	Orient (F.A. Cup 1)	(H)	
22	League Cup (5)		
25	Middlesbrough	(A)	

2	Cardiff City	(H)	
6	League Cup (Semi-Final)		
9	Millwall (F.A. Cup 2)	(A)	
16	Oxford United	(A)	
20	League Cup (Semi-Final)		
23	Fulham	(H)	
26	Portsmouth	(A)	
30	Carlisle United	(H)	

6	Bristol City	(A)	
13	F.A. Cup (3)		
20	Sunderland	(H)	
27	Blackpool	(A)	

3	F.A. Cup (4)		
10	Aston Villa	(H)	
13	Queen's Park Rangers	(A)	
17	League Cup (Final)		
24	Oxford United (F.A. Cup 5)	(H)	

3	Burnley	(H)	
10	Preston North End	(A)	
17	Nottingham Forest (F.A. Cup 6)	(H)	
24	Brighton & Hove Albion	(A)	
31	Middlesbrough	(H)	

7	Cardiff City (F.A. Cup Semi-Final)	(A)	
14	Millwall	(H)	
20	Fulham	(A)	
21	Orient	(A)	
24	Hull City	(H)	

5	F.A. Cup Final		
---	----------------	--	--

15	Southampton	(H)	2—3
19	Plymouth Argyle	(H)	3—1
23	Fulham	(A)	
26	West Ham United	(A)	

2	Arsenal	(H)	
6	Crystal Palace	(A)	
9	Bournemouth & Boscombe	(A)	
16	Oxford United	(H)	
19	Norwich City	(H)	
23	Bristol City	(A)	
30	Queen's Park Rangers	(H)	

7	Tottenham Hotspur	(H)	
10	Swansea City	(A)	
21	Bristol Rovers	(H)	
28	Leicester City	(A)	

4	Fulham	(H)	
11	Southampton	(A)	
18	Birmingham City	(A)	
25	Reading	(H)	

2	Chelsea	(A)	
9	Cardiff City	(H)	
16	Crystal Palace	(H)	
23	Ipswich Town	(A)	
30	Plymouth Argyle	(A)	

6	West Ham United	(H)	
13			
20	Arsenal	(A)	
27	Bournemouth & Boscombe	(H)	
31	Oxford United	(A)	

3	Ipswich Town	(H)	
17	Bristol City	(H)	
24	Queen's Park Rangers	(A)	

3	Tottenham Hotspur	(A)	
10			
17	Bristol Rovers	(A)	
20	Swansea City	(H)	
24	Leicester City	(H)	
28	Reading	(A)	

7	Chelsea	(H)	
11	Cardiff City	(A)	
21	Birmingham City	(H)	
28	Norwich City	(A)	

5	F.A. Cup Final		
---	----------------	--	--

Copyright of the Football League Limited and not to be reproduced without permission.

12	Queen's Park Rangers	(H)	2—2
16	Sheffield Wednesday	(A)	1—2
	(League Cup 1)		
19	Carlisle United	(A)	0—3
26	Bristol City	(H)	
29	Sheffield Wednesday	(H)	

2	Sunderland	(A)	
5	Derby County (League Cup Rd. 2)	(H)	
9	Blackpool	(H)	
16	Aston Villa	(A)	
19	Huddersfield Town	(A)	
23	Portsmouth	(H)	
26	Luton Town	(H)	
30	Hull City	(A)	

4	League Cup (3)		
7	Burnley	(A)	
14	Preston North End	(H)	
21	Nottingham Forest	(A)	
28	Brighton & Hove Albion	(H)	

1	League Cup (4)		
4	Luton Town	(A)	
11	Huddersfield Town	(H)	
18	Orient (F.A. Cup 1)	(H)	
22	League Cup (5)		
25	Middlesbrough	(A)	

2	Cardiff City	(H)	
6	League Cup (Semi-Final)		
9	Millwall (F.A. Cup 2)	(A)	
16	Oxford United	(A)	
20	League Cup (Semi-Final)		
23	Fulham	(H)	
26	Portsmouth	(A)	
30	Carlisle United	(H)	

6	Bristol City	(A)	
13	F.A. Cup (3)		
20	Sunderland	(H)	
27	Blackpool	(A)	

3	F.A. Cup (4)		
10	Aston Villa	(H)	
13	Queen's Park Rangers	(A)	
17	League Cup (Final)		
24	Oxford United (F.A. Cup 5)	(H)	

3	Burnley	(H)	
10	Preston North End	(A)	
17	Nottingham Forest (F.A. Cup 6)	(H)	
24	Brighton & Hove Albion	(A)	
31	Middlesbrough	(H)	

7	Cardiff City (F.A. Cup Semi-Final)	(A)	
14	Millwall	(H)	
20	Fulham	(A)	
21	Orient	(A)	
24	Hull City	(H)	

5	F.A. Cup Final		
---	----------------	--	--

15	Southampton	(H)	2—3
19	Plymouth Argyle	(H)	3—1
23	Fulham	(A)	
26	West Ham United	(A)	

2	Arsenal	(H)	
6	Crystal Palace	(A)	
9	Bournemouth & Boscombe	(A)	
16	Oxford United	(H)	
19	Norwich City	(H)	
23	Bristol City	(A)	
30	Queen's Park Rangers	(H)	

7	Tottenham Hotspur	(H)	
10	Swansea City	(A)	
21	Bristol Rovers	(H)	
28	Leicester City	(A)	

4	Fulham	(H)	
11	Southampton	(A)	
18	Birmingham City	(A)	
25	Reading	(H)	

2	Chelsea	(A)	
9	Cardiff City	(H)	
16	Crystal Palace	(H)	
23	Ipswich Town	(A)	
30	Plymouth Argyle	(A)	

6	West Ham United	(H)	
13			
20	Arsenal	(A)	
27	Bournemouth & Boscombe	(H)	
31	Oxford United	(A)	

3	Ipswich Town	(H)	
17	Bristol City	(H)	
24	Queen's Park Rangers	(A)	

3	Tottenham Hotspur	(A)	
10			
17	Bristol Rovers	(A)	
20	Swansea City	(H)	
24	Leicester City	(H)	
28	Reading	(A)	

7	Chelsea	(H)	
11	Cardiff City	(A)	
21	Birmingham City	(H)	
28	Norwich City	(A)	

5	F.A. Cup Final		
---	----------------	--	--

Copyright of the Football League Limited and not to be reproduced without permission.

presenting
the ...

SWINDON TOWN GIRLS



Name: Beryl M. Carter.
Town or village: Cricklade, Wilts.
School or work: Radio Rentals Limited as a Personal Secretary.
Time with S.T. Girls: Original member.
Hobbies: Likes skin diving and water skiing, watching motor racing, reading historical fiction and also enjoys interior decorating.
Favourite pop star or group: Likes soul music.
Favourite group, 'Temptations'.

Catering facilities

We would like to introduce ourselves, **Concessionaire Catering**, as your new club caterers. We believe that you as Swindon supporters deserve and expect a first class standard of service, a wide and varied range of products, and attractively presented snack and licensed bars. As you know, with matches every fortnight there are problems in ensuring continuously fresh products. We feel it is worth the effort to provide a first class service of both hot and cold foods. This season we shall be introducing hot fresh chips, licensed bar facilities to parts of the ground, and a wider range of cold drinks. Fresh cheese rolls will be available all the time and we are always trying to extend the selection of confectionery and pies.

We know that in order to maintain this service our prices may for some items be somewhat higher than you could find in shops. However, as we have pointed out before, whereas a shop has the advantage of being open all week, we have only the thirty-odd matches a year. Our aim is to provide a balance and all our experience leads us to believe that you, the customer, prefers the attractive bars and the selection now available to you. We have spent a considerable amount of time on the decoration and layout of the various bars and have provided new and larger bars to help speed up service. We look forward to seeing you at the County Ground.

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 time-keeper 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.

presenting
the ...

SWINDON TOWN GIRLS



Name: Beryl M. Carter.

Town or village: Cricklade, Wilts.

School or work: Radio Rentals Limited as a Personal Secretary.

Time with S.T. Girls: Original member.

Hobbies: Likes skin diving and water skiing, watching motor racing, reading historical fiction and also enjoys interior decorating.

Favourite pop star or group: Likes soul music.

Favourite group, 'Temptations'.

Catering facilities

We would like to introduce ourselves, **Concessionaire Catering**, as your new club caterers. We believe that you as Swindon supporters deserve and expect a first class standard of service, a wide and varied range of products, and attractively presented snack and licensed bars. As you know, with matches every fortnight there are problems in ensuring continuously fresh products. We feel it is worth the effort to provide a first class service of both hot and cold foods. This season we shall be introducing hot fresh chips, licensed bar facilities to parts of the ground, and a wider range of cold drinks. Fresh cheese rolls will be available all the time and we are always trying to extend the selection of confectionery and pies.

We know that in order to maintain this service our prices may for some items be somewhat higher than you could find in shops. However, as we have pointed out before, whereas a shop has the advantage of being open all week, we have only the thirty-odd matches a year. Our aim is to provide a balance and all our experience leads us to believe that you, the customer, prefers the attractive bars and the selection now available to you. We have spent a considerable amount of time on the decoration and layout of the various bars and have provided new and larger bars to help speed up service. We look forward to seeing you at the County Ground.

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 time-keeper 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.

Family Album — Des Anderson

Lesley, Desi, and Des Anderson.

Lesley enjoys listening to pop music, especially the Spreadeagle Group. Also participates in netball and swimming.



Family Album — Des Anderson

Lesley, Desi, and Des Anderson.

Lesley enjoys listening to pop music, especially the Spreading Eagle Group. Also participates in netball and swimming.





*The power to go
where you want
to go!*

TEAM UP WITH

