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Swindon Town FC

Swindon Town Football Club



Official Programme

Including League Football

Orient

1972-73 Season

Price 7p



Enjoy wining and dining in comfort at



The *Rendezvous*
Club

County Ground, Swindon

Cabaret

Dancing

Excellent cuisine

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Team Manager L Allen

NEWS & VIEWS

Life is certainly not dull at the County Ground at the moment. After all the changes of personnel we witnessed, last Saturday, a game full of interest, to say the least.

The first half of the match belonged to Swindon, and could have produced four goals had it not been for some splendid saves, allied with a little luck, by the Huddersfield goalkeeper, Pierce. Fifteen minutes after the interval came a series of incidents, producing in all, seven players booked and one sent off.

Despite all this, the game was not in any manner a rough one, and there was not what might be termed a deliberate foul.

It was a great pity play deteriorated in the second half, as Swindon opened in great style. The determination and spirit displayed at Luton the previous week was still in evidence, producing some excellent moves, which, on other occasions would have resulted in goals.

Sufficient to say the majority of the bookings came as the result of showing dissent and arguing by the players.

One very pleasing feature of last Saturday's game was the attendance of 9,673, which was an increase on that of the previous match. I only wish the spectators could have witnessed a repeat of the Luton game, but it is most encouraging to see an upsurge in the interest.

It is with real pleasure we welcome once again our friends from Orient. Theirs has been a long uphill struggle to keep the Club in existence. They had a short spell in Division 1 in season 1962/63. It must have been a wonderful time for all of them, but unfortunately those glamorous, I almost said wealthy, times did not last, and they eventually were relegated to Division 3. However in season 1969/70 Orient were champions of that Division, and so rejoined us in Division 2.

Last year they provided the opposition for the last home game of the season on Saturday, 29th April, 1972. At the time Orient were in seventeenth position in the League table with thirty-six points, three points above Cardiff, Charlton and Fulham. Although more or less free of relegation troubles, the points were earnestly sought. The result was a draw, two goals apiece, but Swindon in particular missed several good chances of scoring. Bowtell, the Orient goalkeeper, had a splendid game. Horsfield and Noble scored for Swindon, and Whalley and Allen for the visitors.

Swindon: Allen; Thomas, Trollope; Bunkell, Potter, Butler; Moss, Hubbard, Horsfield, Noble, Rogers. Dangerfield substituted for Hubbard after three minutes.

Orient: Bowtell; Hoadley, Rolfe; Bennett, Harris, Allen; Johnson, Brisley, Bullock, Whalley, Bowyer. Substitute: Lazarus.

The decline in attendances at football games is still a matter of much discussion and consideration. Many reasons are put forward, and undoubtedly some of those do affect the number of spectators, but the real reason is probably the fact that fashions are changing, and there is great diversity of interests and activities in which to spend leisure time. Added to this, the slump in football attendances seems to be something which occurs at regular intervals. Many of us still remember the falling-off of gates in the early fifties.

Finally, a real welcome to that great character known throughout the football world, Mr. Zussman - Mr. Orient himself. Although not at present Chairman, he has been the real backbone of the Club throughout its chequered career. A bright, breezy person (with his well-known cigar), he always enjoys himself at Swindon, despite a damaged suit.



Les Allen's Column

What a way to start, the first match ending with seven players being booked and the opposing goalkeeper sent off. The game ended 1-1, and I thought could easily have gone our way. If we had taken our first-half chances the end result would never have been in doubt. When the Huddersfield goalkeeper was sent off his replacement should have been put under constant pressure but, as so often happens, the team of ten men found that extra fight and determination.

My immediate aim is to get everyone on the coaching and playing staff into a settled routine once again and to assess the strength and weaknesses of the Club. You, our supporters, did an excellent job in giving the

players your wholehearted support at last Saturday's game. This can make all the difference, believe me.

Finally, I wish to commend the Youth Team players who, with last Tuesday's defeat of Nottingham Forest, went to the top of the Midland Youth League, above such teams as West Bromwich Albion, Wolves, Coventry, Birmingham and Leicester. A very fine achievement. Well done, lads!



Tom Jenkins, Swindon's recent signing from Southampton, didn't take long to demonstrate his skill and enthusiasm in his debut in Swindon's colours. Here he leaves a defender trailing to shoot just wide of the goal.



These two photographs show Swindon's international centre-forward in action. In the top one Treacy gets in a close-range effort, only to see Pierce, the Huddersfield goalkeeper, make a superb save. In the lower photo Treacy takes the penalty which lead to the controversial sending-off of Pierce.



Our visitors, Orient



Back row (left to right): Barrie Fairbrother, Phil Hoadley, Gordon Riddick, Ian Bowyer.
Centre row (left to right): Terry Brisley, Peter Johnson, Peter Allen, Dennis Rofe (transferred to Leicester City), Paul Harris, Mickey Bullock, John Lewis.
Front row (left to right): Barry Dyson, Steve Bowtell, Peter Bennett, Ray Goddard, Bobby Arber, Derrick Downing.

In 1881 members of a ship's crew of the Orient Line formed a football team – the founders of the East London Club.

In 1905 the Club became professional and was admitted to the Football League, their ground then being at Millfields Road, Clapton. The name adopted was Clapton Orient.

In 1930 the ground was to be used for greyhound racing and so the Club moved to Lea Bridge Road. In 1938 they switched to the present ground at Brisbane Road, Leyton, and in 1946 the name was changed to Leyton Orient. Finally, in 1966, it was decided that the Club should be known as Orient.

Mickey Bullock (Forward)

Born in Stoke-on-Trent. Previously with Birmingham City and Oxford United, whence he was transferred in October 1968. Is a regular member of the first team.

Peter Bennett (Defender)

Born at Hillingdon, formerly with West Ham United. Joined the Club on the 14th October 1970, since when he has been a regular first team player. Is now Club captain.

Steve Bowtell (Goalkeeper)

Born in London. Former schoolboy international. Played for England Youth.

Barry Fairbrother (Forward)

Born in Harlow. Associated schoolboy before turning professional in December 1968.

Terry Brisley (Midfield)

Born in Stepney. Signed apprentice in July 1966, and full professional two years later.

Peter Allen (Defender)

Born at Hove. First played for the Club as an amateur and signed professional in July 1965. Is a regular member of the first team.

Derrick Downing (Forward)

Born in Doncaster. Signed from Middlesbrough in May 1972 to strengthen the forward line.

Barry Dyson (Midfield)

Born in Oldham. Previously with Bury, Tranmere, Crystal Palace and Watford, joining Orient in December 1968. Is a regular member of the first team.

Ian Bowyer (Forward)

Born in Cheshire and formerly with Manchester City. Signed for Orient during the 1970/71 season.

Ian Filby (Forward)

Born in East Ham, London. Signed apprentice forms in May 1970 and professional forms in May 1972. Member of the winning team of the London Challenge Cup Final against Dagenham last season.

Ray Goddard (Goalkeeper)

Born in Fulham. Was with Fulham as an apprentice professional and joined Orient in March 1967. Is a regular member of the first team.

Paul Harris (Defender)

Local boy, signed apprentice forms in 1969, and full professional forms in July 1970. Is a regular member of the first team.

Phil Hoadley (Defender)

Born in Battersby, London. Signed from Crystal Palace in September 1971 for a Club record fee, and has since been a regular member of the first team. Was a Youth International.

Peter Johnson (Forward)

Born in Hackney, London. Signed professional forms for Orient in August 1971 from Tottenham Hotspur where he was a member of the F.A. Youth Cup winning team in 1970/71. Made his first team debut for Orient against Swindon Town on 29th April, 1972.

John Lewis (Midfield)

Born in Hackney, London. Signed amateur forms and then professional forms in February 1972. He is an England Amateur Youth International, playing during season 1971/72.

Gordon Riddick (Midfield)

Born in Watford and formerly with Gillingham and Charlton Athletic, joining Orient on the 14th October, 1970. Due to injuries, he has not been a regular member of the first team.

Tom Walley (Midfield)

Born in Wales. Formerly with Arsenal, and then transferred from Watford in December 1971. He is a full Welsh International.

PUBLIC RELATIONS

I am sure you would wish me on your behalf to welcome to the County Ground our new Manager, Les Allen, and to wish him well in his endeavours to bring us success.

I am pleased to inform you that our Youth team have made further progress, beating Notts Forest convincingly 3-1. The future of the Club could well depend on the progress made in developing our Youth and I am sure we shall all be watching with interest. At the moment they are meeting and beating Youth teams from top clubs, and this must be encouraging. League positions are as follows: Swindon are top with 16 points, closely followed by West Bromwich, Wolves and Aston Villa with 15 points.

I am told that lads which very much take the eye at the moment are 15-year-old John Gilligan, a centre-forward from Abingdon (no doubt you remember that other centre-forward from Abingdon? – yes, Maurice Owen) and 16-year-old Andrew Young from Swindon, a defender. Steve Newman, our 16-year-old goalkeeper still continues to play well.

We wish all our youngsters well and remind them that only hard work and dedication will turn good players into great players.

Thinking of Christmas shopping? Then why not call at our own shop next to the Match Day Ticket Office. The shop is open on first team match days from 10.00 hours until 14.55 hours and 16.40 hours until 17.00 hours. Our stock includes duffle bags, footballs, scarves, football boots, watches, etc., so why not shop at our shop and help the Club at the same time.

We are thankful to our volunteers for giving their time to serve in the shop, with a special mention this week to our three Swindon Town Girls.

The 'Rendezvous Club', now well established as one of the best clubs in the district, is still open to accept new members. Why not join now and enjoy good wining and dining and entertainment at reasonable charges. Or if you are looking for a venue for your Christmas party, contact our Club Manager now, but hurry as bookings are very heavy.

F. L. COLLINGS
Public Relations Officer



Tom Jenkins

Stephen Walkey



Swindon Town v O

Saturday, 18th November,
Division II

SWINDON TOWN

- 1 Allen
- 2 Thomas
- 3 Trollope
- 4 Smart
- 5 Burrows
- 6 Potter
- 7 Peplow
- 8 Howell
- 9 Treacy
- 10 Noble
- 11 Butler
- 12 Porter

Colours:
red shirts
black shorts

Match ball
donated by the
**Gatemen and
Stewards**
of
Swindon Town
F.C.

Referee

Mr R C Crabb (Exeter)

Linesmen

Red Flag: **Mr R Dix** (Fareham)

Yellow Flag: **Mr D T Edwards** (Birmingham)

Swindon Town v Orient

Monday, 18th November, 1972
Division II

Match ball
donated by the
Gatemen and
Stewards
of
Swindon Town
F.C.

ORIENT

- 1 Goddard
- 2 Hoadley
- 3 Arber
- 4 Bennett
- 5 Harris
- 6 Allen
- 7 Fairbrother
- 8 Brisley
- 9 Bullock
- 10 Queen
- 11 Downing
- 12 Bowyer

Colours:
blue and white

ee
C Crabb (Exeter)
men
Flag: Mr R Dix (Fareham)
w Flag: Mr D T Edwards (Birmingham)

Alan Gowling ▶



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)	2—1
29	Sheffield Wednesday	(H)	1—0

2	Sunderland	(A)	2—3
5	Derby County (League Cup Rd. 2)	(H)	0—1
9	Blackpool	(H)	0—0
16	Aston Villa	(A)	1—2
19	Huddersfield Town	(A)	1—1
23	Portsmouth	(H)	1—1
26	Luton Town	(H)	0—2
30	Hull City	(A)	2—3

4	League Cup (3)		
7	Burnley	(A)	1—2
14	Preston North End	(H)	3—2
21	Nottingham Forest	(A)	2—2
28	Brighton & Hove Albion	(H)	2—2

1	League Cup (4)		
4	Luton Town	(A)	1—0
11	Huddersfield Town	(H)	1—1
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		
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15	Southampton	(H)	2—3
19	Plymouth Argyle	(H)	3—1
26	West Ham United	(A)	2—1

2	Arsenal	(H)	1—0
6	Crystal Palace	(A)	1—1
9	Bournemouth & Boscombe	(A)	5—0
16	Oxford United	(H)	1—1
19	Norwich City	(H)	1—2
23	Bristol City	(A)	1—1
30	Queen's Park Rangers	(H)	1—0

7	Tottenham Hotspur	(H)	1—3
10	Swansea City	(A)	0—2
21	Bristol Rovers	(H)	0—1
24	Fulham	(A)	1—0
28	Leicester City	(A)	0—3

4	Fulham	(H)	1—1
11	Southampton	(A)	2—1
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		
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The man in the middle

Ronald Charles Crabb

Exeter

A former Marine who is now a prison officer and who received his early grounding during National Service. He refereed the Italian Army v The Royal Navy during National Service and was appointed to the Western League line in 1964. After refereeing in the Western League, he was elected to the Football League line in 1968.

He became a supplementary referee in 1969 and a year later a full referee.

Married with a son and daughter, he has taken charge of the Devon Youth, Junior and Senior Cup Finals and many local finals in and around his Exeter home. He is a sports and games instructor and is also interested in carpentry.

Division II

	P	W	D	L	F	A	Pts.
Burnley	17	7	9	1	31	19	23
Q.P.R.	17	8	7	2	33	21	23
Aston Villa	17	8	6	3	19	14	22
Luton Town	17	8	4	5	24	20	20
Middlesbrough	17	7	6	4	17	19	20
Blackpool	17	6	7	4	24	19	19
Sheffield Wednesday	18	7	4	7	29	24	18
Fulham	17	6	6	5	25	21	18
Oxford United	17	8	2	7	23	20	18
Preston North End	17	4	4	6	15	15	18
Nottingham Forest	17	6	6	5	20	23	18
Hull City	17	6	5	6	25	21	17
Bristol City	18	5	7	6	22	22	17
Huddersfield	18	4	8	6	17	22	16
Swindon Town	18	4	7	7	23	29	15
Carlisle United	16	5	4	7	22	22	14
Sunderland	16	4	6	6	22	27	14
Portsmouth	17	5	4	8	19	24	14
Orient	17	3	8	6	14	19	14
Brighton	17	2	9	6	23	33	13
Cardiff City	17	5	3	9	18	19	13
Millwall	17	5	2	10	20	22	12

Key of the board

First Section

A—Arsenal v Everton
 B—Crystal Palace v Leeds
 C—Leicester City v Tottenham Hotspur
 D—Liverpool v Newcastle United
 E—Manchester City v Manchester United
 F—Norwich City v West Bromwich Albion
 G—Southampton v Chelsea
 H—West Ham v Derby County
 I—Wolverhampton v Ipswich
 J—Aston Villa v Luton Town
 K—Blackpool v Bristol City
 L—Brighton v Burnley
 M—Carlisle v Oxford United
 N—Fulham v Portsmouth

Second Section

A—Barnsley v Halifax
 B—Bolton v Chester
 C—Bournemouth v Cambridge United
 D—Colchester v Bognor
 E—Doncaster v Bury
 F—Gillingham v Reading
 G—Hartlepool v Scunthorpe
 H—Hayes v Bristol Rovers
 I—Lincoln v Blackburn Rovers
 J—Margate v Swansea City
 K—Newport v Alton Town
 L—Peterborough v Northampton
 M—Plymouth v Hendon
 N—Port Vale v Southport

Forthcoming matches

SATURDAY, 25th NOVEMBER
Football Combination - ko 3 pm
READING

SATURDAY, 2nd DECEMBER
Division II - ko 3 pm
CARDIFF CITY

SATURDAY, 9th DECEMBER
Football Combination - ko 3 pm
CARDIFF CITY

SATURDAY, 16th DECEMBER
Football Combination - ko 3 pm
CRYSTAL PALACE

presenting
the ...

SWINDON TOWN GIRLS



Name: Elaine Higgins.
Born: Swindon.
How long with Girls: One year.
Hobbies: Horse riding, netball, dancing and fencing.
Favourite Groups: The Cream and Led Zepplin.
Favourite Singer: Diana Ross.



London Entertainment

In addition to being able to provide tickets for London theatres, shows like **SHOW-BOAT** at the Adelphi, **ENGLEBERT HUMPERDINCK** followed by **DES O'CONNOR** at the Palladium, **MAX BYGRAVES** at the Victoria Palace, **OH! CALCUTTA** at the Royalty, **PYJAMA TOPS** at the Whitehall, **GODSPELL** at the Wyndhams and many others.

Why not make use of our Box Office? You will not receive a more efficient or cheaper service.

Should you not live in Swindon, tickets are available through our mini-agents shown below:

Lewis's Ltd., The Haymarket, Bristol
Hunting Lambert Ltd., Devizes, Melksham,
Glastonbury and Shepton Mallet
B.C.A. Travel Ltd., 27 Winchcombe Street,
Cheltenham and 17 Southgate Street,
Gloucester.

Playtravel, Wootton Bassett
Bristol Omnibus Co. Ltd., Bristol
Bristol Omnibus Co. Ltd., Gloucester

Tickets for future Football League matches when Swindon Town are playing at home may also be booked through any of the agents indicated above.

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.

Secretary's notes

The Anglo-Italian competition was intended to provide post-League activity and revenue to clubs in both England and Italy which had not qualified for European competition.

In the light of three years' experience, however, the Football League and the Italian League have agreed to certain changes both in the timing and the structure of the competition.

Sixteen clubs will be invited to take part – eight from each country – and there will be two groups comprising four clubs from each country. They will play the qualifying matches on a League basis.

Each English club will play four Italian clubs, two at home and two away. Two points will be awarded for a win and one for a draw, with no points for a defeat.

The awarding of an additional point for each goal, and the offside experiment, employed previously in the competition, will not apply. Although both experiments have been valuable, they have demanded a different tactical approach from normal competition.

The two English and two Italian clubs with the highest number of points will qualify for the semi-finals. In order to increase domestic interest, and to help revenue, the leading English club in group one will play the leading English club in group two on a home and away basis. The Italian representatives will do likewise.

New dates 1973

The staging of the competition during the summer has been shown to be inconvenient, mainly because the English season ends a month earlier than the Italian. Whereas Italian clubs could enter the competition as soon as their League season was over, English clubs had to suffer a delay which, inevitably, cut into the short summer break.

This weakness has affected the readiness of some major clubs to enter the competition. Consequently, the 1973 competition will have its qualifying matches completed during the season.

The matches were originally arranged for European competition dates during March and April, but discussions between the Football League and the Italian League have eliminated clashes with the Easter programme in England and to take advantage of breaks in the Italian programme for World Cup matches, the following new dates have been selected:

Qualifying matches:

Wednesday, 21st February

Wednesday, 21st March

Wednesday, 4th April

Wednesday, 2nd May

Semi-finals:

To be played not later than Sunday, 27th May.

Final:

Saturday, 2nd June

Match Ball Donors

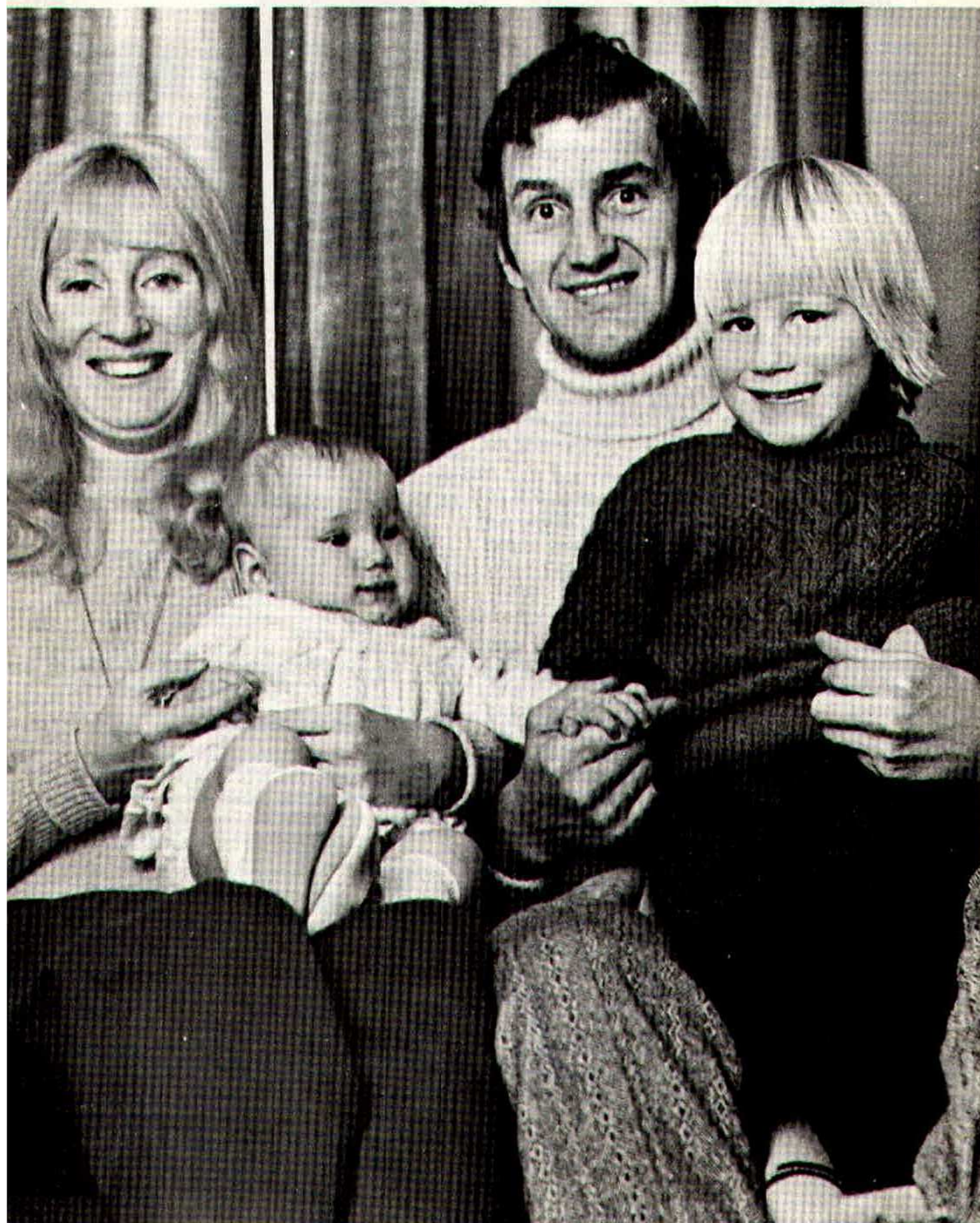
J. Wilmer (Coal Merchants), St. Margaret's Road, Swindon.
Rimes of Swindon, 102 Commercial Road, Swindon.
Clark Bros. Sports & Social Club, Stratton Rd., Swindon.
H. M. Howard & Sons, Manor Farm, Marston, Devizes.
C. Day, Burford.
Techomes Ltd., Witney Road, Eynsham, Oxford.
W. J. Castle & Son, 4-5 Market Street, Swindon.
Hydraulics Division of The Plessey Company, Swindon.

Cover photo:

Peter Noble moves up into the attack on the Huddersfield goal to try his luck with a good header.

Family Album — Frank Burrows

Frank is pictured here with wife Mary, five-year-old Derek and Lorna (seven months)





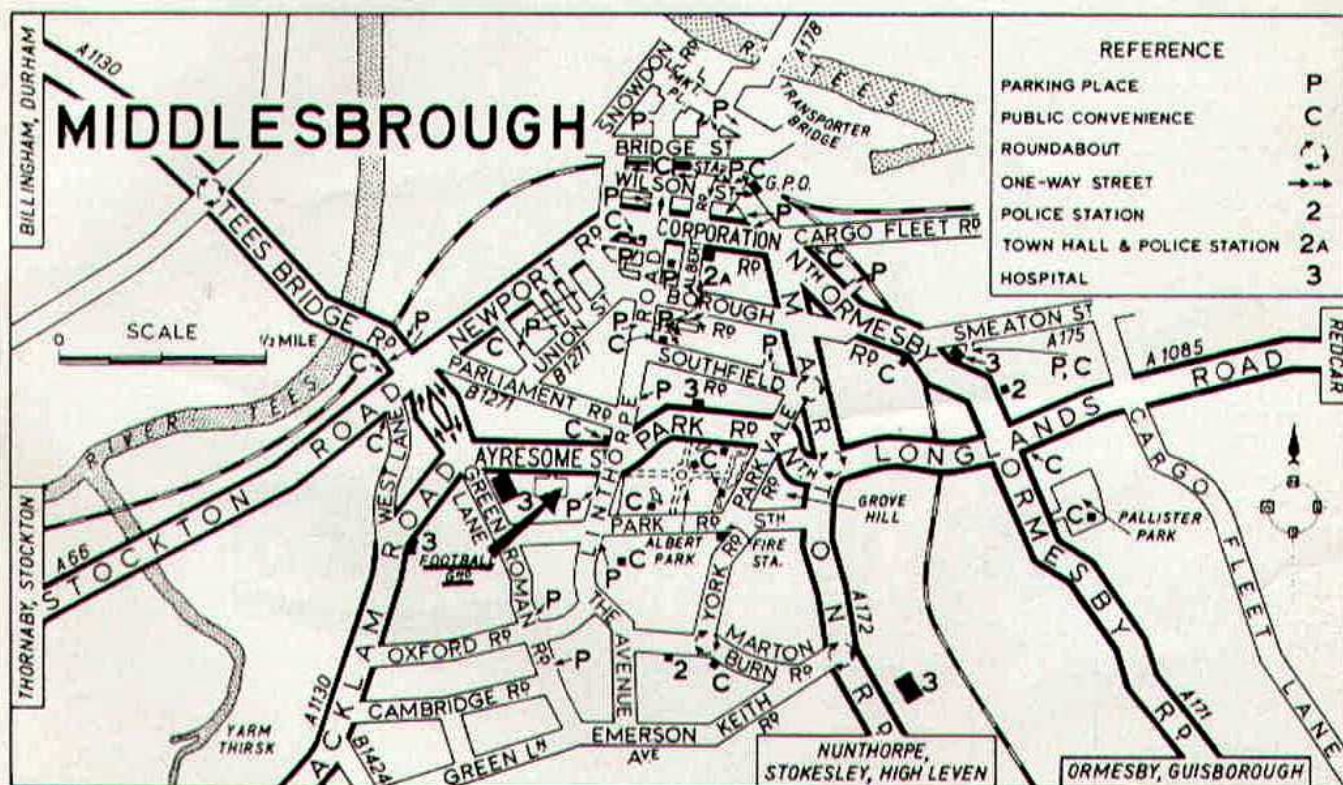
FOLLOW
the
ROBINS

to Middlesbrough
Saturday, 25th November

Route kindly supplied by R.A.C.

by road

Leave Swindon by A361 and head for Banbury via Highworth, Lechlade, Burford, Shipton-under-Wychwood, Chipping Norton and Bloxham. At Banbury take A423 for Mollington, Ladbroke and Southam (B4100). Turn on to A426 for Dunchurch and Rugby. Leave Rugby by A4114 and join M1 Motorway. Follow signs 'Leicester M1'. At Leicester Forest Service Station follow signs 'Nottingham and North M1'. At Trowell Service Area follow signs 'North, Leeds, Sheffield M1'. At M18 intersection and later at A1(M) intersection follow signs 'North, Doncaster'. At end of Motorway continue north on A1 until end of Borough-bridge By-pass. Here take A168 to Thirsk. Leave by A170 for Stockton-on-Tees but turn left after $\frac{1}{4}$ mile for A19 to Cleveland Tontine. Leave by A172 for Stokesley and continue on this road to Middlesbrough and **Ayresome Park Football Ground**. **244 $\frac{1}{2}$ miles**





TEXACO

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

TEAM UP WITH

