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Swindon Town FC

SWINDON TOWN FOOTBALL CLUB

Official Programme
including League Football



1973-'74

Bristol City

Price 7p



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Football Company Limited 1972

Swindon Town Football Company Limited

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Les Allen's Column

A welcome to Bristol City, who at the time when these notes were written had a 100% record, winning their first two games.

Bristol are a side which have brought a lot of youngsters through their ranks and are now shaping into a very useful team. Last Season when we played at Bristol I was very impressed with their energy and their wanting to win. On this particular game they did very well, and we never got a look in, getting beaten 3-0 away from home. If they had been able to win their home games during a period of last season they would have been very near to challenging for a place in the First Division.

It is not very often that I make any forecast, but Bristol are a team that I think could do very well this year. All the more reason why a good performance tonight could give us all the confidence we need for the future.

Our Youth Team started their Midland Youth games last Thursday

with a win by 4 goals to 1 at Oxford. I think that many supporters would like to see the Youth Team as it is played in midweek, and it is my intention to have the full fixtures printed in the programme and in the local paper each week. I can assure you, that you will see, some very good games at Shrivenham Road during the coming Season.

At present the injury situation has been reasonably pleasing with only Ray Clarke, Rod Thomas and Alan Spratley still suffering from injuries. Unfortunately Ray Clarke has not yet played any games but if all goes well in the next couple of days he could be making an appearance in our Reserve Team very soon.

Rod Thomas who injured his ankle at Preston has made very good progress, and will be fit during the next week. Alan Spratley who has missed a couple of Reserve Team games should also be fit during the next week.

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TO CELEBRATE SUCH AN OCCASION — JUST DROP A LINE TO
"THE D.J. SWINDON TOWN F.C., COUNTY GROUND, SWINDON"
WE WILL DO THE REST.

Second Division Scene

by Tony Pullein



Robins Year-by-Year

Part 4 – Season 1923/24

It has been a far from happy opening for Carlisle United and now Manager Alan Ashman may have to make some drastic alternatives to plans made earlier. After struggling to hold Fourth Division Workington to a draw in the League Cup – Carlisle were 0–2 down at half time – they collapsed 1–6 at Luton, conceding five goals in the opening 25 minutes.

Only the previous day, Carlisle's directors had confirmed a further two weeks suspension on midfield player Chris Balderstone who elected to continue playing cricket for Leicestershire until the end of the summer season. The Cumbrians were sadly missing Balderstone's experience in midfield but, though the player was now anxious to play football again, the club appeared determined his sentence should be completed.

Mr Ashman might also have to reverse his plans to save another midfield player until later in the season. Mike Barry, signed from Huddersfield for £35,000 during the close-season, was not considered for early League games.

"He is only 20 and needs to slim down a bit. Once he is selected, I am sure he will be in for keeps," said Mr Ashman.

Second Division hopefuls Aston Villa went to the rescue of League babes Hereford United recently. When their goalkeeper Fred Potter broke a wrist, they had no replacement and only three days to go before an important League Cup tie. Manager Colin Addison had previously tried to persuade Villa to part with former Scottish under-23

Final Table
DIVISION III (SOUTH) – Season 1923/24

	P	W	D	L	For	Ag.	Points
1. Portsmouth	42	24	11	7	87	30	59
2. Plymouth Argyle	42	23	9	10	70	34	55
3. Millwall	42	22	10	10	64	38	54
4. Swansea Town	42	22	8	12	60	48	52
5. Brighton & Hove Albion	42	21	9	12	68	37	51
6. Swindon Town	42	17	13	12	58	44	47
7. Luton Town	42	16	14	12	50	44	46
8. Northampton Town	42	17	11	14	64	47	45
9. Bristol Rovers	42	15	13	14	52	46	43
10. Newport County	42	17	9	16	56	64	43
11. Norwich City	42	16	8	18	60	59	40
12. Aberdare Athletic	42	12	14	16	45	58	38
13. Merthyr Tydfil	42	11	16	15	45	65	38
14. Charlton Athletic	42	11	15	16	38	45	37
15. Gillingham	42	12	13	17	43	58	37
16. Exeter City	42	15	7	20	37	52	37
17. Brentford	42	14	8	20	54	71	36
18. Reading	42	13	9	20	51	57	35
19. Southend United	42	12	10	20	52	83	34
20. Watford	42	9	15	18	45	54	33
21. Bournemouth and B. Ath.	42	11	11	20	40	65	33
22. Queen's Park Rangers	42	11	9	22	37	77	31

'keeper Tommy Hughes, but without success.

The sight of Crystal Palace languishing at the foot of the Second Division was something few of us had expected, given that these are early days yet. Former Swindon winger Don Rogers – his First Division career being cut so short – cannot now look forward with much hope to a return to the top with Palace.

Men Who Played

League appearances:

A. Archer, 1; H. Bentley, 2; D. C. Bew, 41; Broadhead, 1; R. Cooper, 23; C. A. Crossley, 26; C. H. Daniel, 27; A. S. Davies, 42; E. R. Dawe, 4; A. E. Denyer, 37; W. Dickinson, 37; H. J. Fleming, 5; E. Greaves, 1; J. A. Ing, 2; J. H. Johnson, 33; G. Mason, 1; E. M. Nash, 14; H. O'Neill, 6; T. W. Phillipson, 20; O. Randall, 28; D. Rogers, 29; A. Ruddlesdin, 12; C. Thompson, 2; W. Wareing, 29; A. M. Weston, 39;

League scorers:

Johnson 15, Daniel 11, Crossley, 8, Ruddlesdin 5, Denyer 4, Davies, Fleming, Phillipson each 3, Broadhead, Rogers, each 2, Bew, Dawe each 1.

Cup Crowd

A ground record for an F.A. Cup tie (22,310) packed in for the quarter-final tie with First Division Burnley. The Robins stood within 90 minutes of becoming the first Third Division club to reach the last four. Alas, we were held to a draw and lost the replay.

Fleming's Farewell

The Cup tie with Burnley marked the last appearance for Swindon of the legendary Harold Fleming.

DON'T MISS A COMPLETE SET! Part 5 of this unique club record series will appear in our next first-team programme. Make sure you collect each instalment and thus complete this best-ever record of Swindon Town. If you have missed past instalments, back numbers are available from the Secretary's Office.

Bristol City's Fine Start

by Tony Pullein



Back Row: Left to Right. Joe Durrell, Martyn Rogers, Kevin Prue, Paul Crowley, Colin Lee, Steve Harding, Steve Cardew, Clive Whitehead.
Second Row: Alan Dicks (Manager), Ken Wimshurst (Coach), Les Bardsley (Physiotherapist), Gerry Sweeney, Gary Collier, Tom Ritchie, Ray Cashley, Len Bond, Bob Wardle, Dave Rodgers, Donnie Gillies, Bobby Gould, Bill Tovey (Reserve Trainer), Dave Merrington (Coach), John Sillett (Chief Coach).
Third Row: Eddie Woods, Kevin Griffin, Trevor Tainton, John Emanuel, Geoff Merrick (Captain), Keith Fear, Gerry Gow, Brian Drysdale.
Front Row: John Bain, Jimmy McCafferty, Colin Munro, Brian McNeil, Tim Jeffreys, Vivian Fear, Ted Carolan, Shaun Penny, Terry Pocock.

Bristol City's fine start, in which they gained full points and did not concede a goal in their opening two matches, got that promotion feeling buzzing at Ashton Gate again. After toppling newly-promoted Bolton 1-0 at Ashton Gate, City gained a similar result from their first away game at Orient.

It is far too early to get too excited yet, of course, but City must rate as a good promotion bet. Manager Alan Dicks has been more thorough in his preparations than ever before — one of his plans being to have each opponent watched several times in advance — and he now has a basically young side

which is maturing fast.

Amazingly, all but three members of City's senior squad in early games were developed in the club's junior sides, a phenomenal feat in modern times. The only men who had previously appeared for rival professional clubs were Bobby Gould, Don Gillies and Gerry Sweeney.

City hope that a fourth — defender Brian Drysdale — will also be available for selection again soon. This former Lincoln and Hartlepool player has only recently had the plaster removed from his damaged leg.

One man most anxiously await-

ing Drysdale's return is skipper Geoff Merrick who has been filling in at left-back. He prefers to play in the middle of the defence, though.

The back four has been lining up with Gerry Sweeney, David Rodgers, Gary Collier and Geoff Merrick.

Sweeney joined City from Morton in 1971. He had started with Celtic, without getting into the League side, but he was a Morton regular for five years until his transfer. In 1969 he played for the Scottish League against the Irish League. David Rodgers made his first appearance in League foot-

ball three seasons ago and last season earned himself a regular place.

Gary Collier, a local lad who turned professional last November, came into the side for three games at the tail end of last season. Geoff Merrick made his League bow in 1967/68, completed his century of League appearances last term and has been absent only once in two seasons.

Behind this most efficient defence is goalkeeper Ray Cashley, himself a budding full-back at one time. Fortunately, he switched to goalkeeping and has made better progress, gaining his League chance three seasons back and earning himself the number one spot for the past couple of years.

Trevor Tainton, John Emanuel and Tom Ritchie form the middle three.

Tainton made his League debut against Carlisle at Ashton Gate in September 1967 but it was two years before he won the regular place he has since held.

Emanuel walked straight into Second Division football two seasons ago after City had signed him from Welsh amateur club Ferndale F.C. While with them he won Welsh amateur caps and last season he achieved his greatest ambition when playing for Wales against England and Northern Ireland in full internationals.

Tom Ritchie joined City as an amateur and got his chance in the League team against Millwall in August last year.

Bobby Gould, Gerry Gow, Don Gillies and Keith Fear are the men to look for up front. Gillies could well begin the game as substitute.

Gould cost City £70,000 when they signed him from West Bromwich last season as replacement for John Galley who was sold to Nottingham Forest. Gould became a scoring sensation with his first

club Coventry City but moved to Arsenal for £90,000 in 1968. He didn't settle at Highbury so was transferred to Wolves in 1970, topping their scorers in his first campaign. He later moved again to West Bromwich and it was from the Hawthorns that he made his next move to City in December last year. His goal against Hull City, in the last game of the season, was his 100th in League football.

Gow, a Scot from Glasgow, signed as a City professional in June 1969 and broke into the team in 1969/70. Now he is the City's penalty king, netting ten times from the spot over the past two seasons. Last season he was top scorer with 13 goals.

Don Gillies arrived from Morton for a £30,000 fee last season. He was Morton's top scorer in each of his two seasons with them. Keith Fear is yet another of City's own discoveries. He got his chance in 1970/71 and won a regular place last season.

It is now 62 years since City's relegation left Bristol starved of First Division football so a return to the top is more than due. City, in fact, hold the unwanted record that, of all the clubs who at some stage have played in Division One, they have waited longest to return.

The club was formed as Bristol South End in 1894, adopted its present title three years later and won a place in the Football League Division II in 1901. Five years later they were Second Division champions, winning promotion with Manchester United – the club that was to beat them by a solitary goal in the 1909 F.A. Cup final at Crystal Palace. They have never again managed to reach the final but in 1920 they were beaten 2–1 by Huddersfield in the semi-final.

Following their relegation in 1911 they remained in Division II until suffering a further drop into

the then-new Third Division (South) in 1922. That was the start of a couple of yo-yo campaigns – they were clear Third Division champions by six points in 1923, bottom of Division II in 1924.

They have experienced several ups and downs since then. When they won promotion on the most recent occasion (in 1965) it was by the narrowest margin ever recorded in Third Division history – by 0.116 of a goal better than Mansfield.

City's manager Alan Dicks began his football career as a Millwall amateur but took the professional plunge with Chelsea in December 1951. He made his League debut in 1953/54.

After seven years at Stamford Bridge, he moved to Southend in 1958 and was a regular in their League team for just over three years before Coventry City offered him the post of assistant-manager.

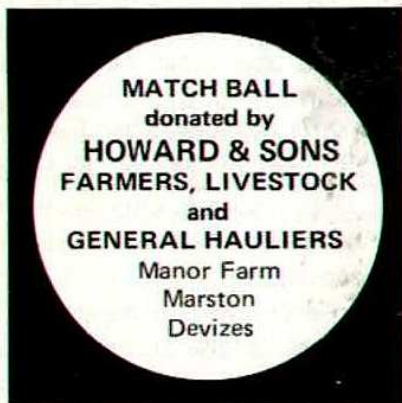
Mr Dicks played an important role in the revival that made the Sky Blues the most talked about club in the land and it was only a matter of time before he was offered full control of an ambitious club. This opportunity came in 1967 when Bristol City offered him his present post.

He didn't initially have a lot of cash to use in the transfer market so he spent a great deal of time encouraging local talent and, as we have seen, today City have very many of their own discoveries either already established in the first-team or waiting on the sidelines to be given their chance.

In recent times the sale of players like Peter Spiring, to Liverpool, and John Galley, to Nottingham Forest, has put a little cash into the Ashton Gate kitty. Mr Dicks appears to have invested some of that wisely in the comparatively few new signings he has thought necessary.



A good effort on target from Tommy Jenkins, which Albions Goalkeeper pushed out for a corner.



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Forthcoming matches

Saturday, September 15th
 Football Combination
BRISTOL ROVERS
 Kick-off 3.0 p.m.

Saturday, September 22nd
 Football League — Division II
MILLWALL
 Kick-off 3.0 p.m.

Tuesday, October 2nd
 Football League Division II
NOTTINGHAM FOREST
 Kick-off 7.15 p.m.

GOLDEN GOAL WINNERS NEWPORT COUNTY

£60 First Goal — 17m. 19s. paid on 17m. 20s. — Mrs Edginton, High Road, Milton-under-Wychwood.

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£10 Attendance 6,873 paid on 9,001 — Mr E. Hale, Brookside, Lyneham.



Up goes Ray Treacy for this high corner, but Albions Shaw heads into his own goal to give us the only goal of the game.



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The man in the middle

RAY TOSELAND

(Kettering). Began refereeing in the Kettering and District Amateur League and graduated through the United Counties League, the Football Combination to the League line in 1967. Promoted to the supplementary list in 1970 and the full list the following year. Linesman for last season's F.A. Cup semi-final Leeds United v. Wolves, also on the line for a Fairs Cup match in Holland in 1971 and has officiated in the Anglo-Italian Cup. Married with a daughter he is the office manager of a shoe manufacturing company and likes gardening. Closely involved in the coaching and training of young referees.

continued from page 3

Football League Division III (South)

	Home	Away
Aberdare	3-1	2-2
Bournemouth	3-1	0-0
Brentford	2-1	2-2
Brighton	4-0	1-1
Bristol Rovers	0-0	1-0
Charlton	1-1	1-3
Exeter	0-1	1-3
Gillingham	4-1	0-1
Luton	3-2	2-3
Merthyr Tydfil	3-0	0-2
Millwall	1-0	0-1
Newport	3-0	0-3
Northampton	2-0	1-1
Norwich	4-2	0-2
Plymouth	0-1	3-1
Portsmouth	0-0	1-4
Q.P.R.	0-0	2-2
Reading	1-0	0-1
Southend	3-0	2-0
Swansea	1-0	1-1
Watford	0-0	0-0

F.A. Cup

Rd. 1 - Bradford (h)	4-0
Rd. 2 - Oldham (h)	2-0
Rd. 3 - C. Palace (a)	2-1
Rd. 4 - Burnley (h)	1-1
(a)	1-3

Tuesday, September 11th, 1973 – Kick-off 7.15 p.m.

SWINDON TOWN v. BRISTOL CITY

Swindon Town

- 1 Allan
- 2 Butler
- 3 Trollope
- 4 Hubbard
- 5 Burrows
- 6 Stroud
- 7 Moss
- 8 McGovern
- 9 Treacy
- 10 Legg
- 11 Jenkins
- 12 Bunkell

Bristol City

1. Cashley
2. Sweeney
3. Merrick
4. Emanuel
5. Rodgers
6. Collier
7. Tainton
8. Ritchie
9. Gould
10. Gow
11. Fear
12. Gillies

Referee:

Mr. R. W. Toseland
(Kettering)

Linesmen:

Red Flag
Mr. M. K. Bevan
(Melksham)

Yellow Flag
Mr. P. E. Knock
(Reading)

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