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Swindon Town FC

SWINDON TOWN FOOTBALL CLUB

Official Programme
including League Football



1973-'74

Orient

Price 7p



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Football Company Limited 1972

Swindon Town Football Company Limited

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WE WISH ALL OUR
SUPPORTERS

**A VERY
HAPPY
CHRISTMAS**



Les Allen's Column

A welcome today to Orient who are now in a very sound position in third place in the League table. George Petchey, their Manager, has bought a number of players from his previous Club Crystal Palace, namely, Jackson, Wall, Queen and Roffey who have settled quickly into the routine at Orient. Only last year Orient were in a poor position in the Second Division, and when we went there last Easter we were both struggling in the lower half of the Division, and although Orient were only getting gates of four and five thousand at that particular time George Petchey was able to go out and strengthen the staff, and now we can see I am sure today, a much improved Orient than we did last season. Last Saturday Orient had a jolt to their promotion prospects when they were beaten at home by Carlisle, and according to reports they suffered by playing all out attacking football, Carlisle breaking away to score the only goal of the game in the last ten minutes. This can often be the case, a team playing home going all out for

goals and then suffering finally.

Our match at Bolton last week proved to be our biggest disappointment this season. The mere fact that we had shown a lot of fight in previous away games there seemed to be a distinct lack of it in this particular game. I myself was out watching another game, and my priority at the moment is to find players to strengthen our present staff.

I would like to take this opportunity to thank all supporters who have sent me Christmas cards and best wishes, and I would like to wish all our supporters a Happy Christmas and a Prosperous New Year.

Second Division Scene

by Tony Pullein



Robins Year-by-Year

Part 12 — Season 1931/32

High-spending Portsmouth have not finished their First Division build-up by any means. Now that their latest signings Paul Went (signed from Fulham for £155,000) and Malcolm Manley, a £45,000 buy from Leicester, are settling down, manager John Mortimore is getting down to more long-term plans.

Soon there will be a clear-out at Fratton Park to make way for the up-and-coming youth players. Pompey reintroduced a reserve team this season, after operating for several years as a one-squad team, but the problem is that the second team contains most of the players who can no longer hold their places in the Second Division side.

If Portsmouth are to have the strength in depth, so necessary for a club with First Division ambitions, they must first build a younger, and stronger, reserve team. That is Mr. Mortimore's next priority.

While Portsmouth are intent on buying, Fulham may continue their hectic search for cash to keep their bank manager happy. It was with regret that manager Alec Stock had to sell two of his star players — Paul Went's departure followed quickly upon Steve Earle's £80,000 move to Leicester.

Bobby Charlton has been very active in the transfer market in his short spell as manager. His latest recruit to Preston is Swindon's Republic of Ireland international striker Ray Treacy, a £30,000 fee being involved. Treacy now joins new boys Nobby Stiles (from Middlesbrough), Frances Burns (Southampton) and David Sadler (Manchester United) at Deepdale.

Final Table DIVISION III (South)

	P	W	D	L	For	Ag.	Points
1. Fulham	42	24	9	9	111	62	57
2. Reading	42	23	9	10	97	67	55
3. Southend United	42	21	11	10	77	53	53
4. Crystal Palace	42	20	11	11	74	63	51
5. Brentford	42	19	10	13	68	52	48
6. Luton Town	42	20	7	15	95	70	47
7. Exeter City	42	20	7	15	77	62	47
8. Brighton	42	17	12	13	73	58	46
9. Cardiff City	42	19	8	15	87	73	46
10. Norwich City	42	17	12	13	76	67	46
11. Watford	42	19	8	15	81	79	46
12. Coventry City	42	18	8	16	108	97	44
13. Queen's Park Rangers	42	15	12	15	79	73	42
14. Northampton	42	16	7	19	69	69	39
15. Bournemouth	42	13	12	17	70	78	38
16. Clapton Orient	42	12	11	19	77	90	35
17. Swindon Town	42	14	6	22	70	84	34
18. Bristol Rovers	42	13	8	21	65	92	34
19. Torquay United	42	12	9	21	72	106	33
20. Mansfield Town	42	11	10	21	75	108	32
21. Gillingham	42	10	8	24	40	82	28
22. Thames	42	7	9	26	53	109	23

Football League Division III (South)

	Home	Away
Bournemouth	3-0	1-2
Brentford	1-3	0-2
Brighton	1-2	0-1
Bristol Rovers	2-1	2-0
Cardiff	1-4	0-3
Clapton Orient	2-3	2-4
Coventry	2-2	2-3
Crystal Palace	3-2	0-0
Exeter	2-1	1-1
Fulham	2-2	2-2
Gillingham	4-0	1-2
Luton	3-2	0-6
Mansfield	5-2	2-3
Northampton	3-0	1-4
Norwich	2-0	2-4
Q.P.R.	1-2	2-1
Reading	0-2	2-5
Southend	1-2	0-3
Thames	2-0	1-1
Torquay	3-0	1-2
Watford	4-1	1-4

F.A. Cup

Red. 1 — Luton	(h)	0-5
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Men Who Played

League appearances:

Braithwaite, E. 32; Burgess(R), 6; Cope, H. 27; Dransfield, E. 33; Eddleston, J. 17; Giles, S. 15; Girvan, H. 39; Godfrey, T. 41; Greenwell, W. 15; Hammond, N. 2; Keeling, H. 23; Kirby, N. 24; Lambie, A. 25; Lawley, G. 27; Laycock, F. W. 18; Low, D. 11; Morris, D. H. 39; Nickalls, J. 13; Stansfield, H. F. 11; Stansmore, J. G. 42; Timbrell (h) 2.

League scorers:

Morris 29, Stansmore 9, Keeling 7, Eddleston 6, Kirby 4, Braithwaite and Lawley each 3, Dransfield, Greenwell and Laycock each 2, Burgess, Nickalls and Timbrell each 1.

Lowest

Seventeenth position was the lowest we had ever finished until that time.

DON'T MISS A COMPLETE SET! Part 13 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.

ORIENT SUCCESS IS NO SURPRISE

Orient have been described as one of the surprise teams of the season. Yet their position so near the top of the table has come as no surprise to manager George Petchey who has pieced his delightfully entertaining team together with the care, and disregard to frustration, of an artist building a model ship in a bottle.

Ironically, he has achieved success with a nucleus of the players whom Malcolm Allison considered were "bad players" at Crystal Palace. In the opening couple of months this season, Petchey — a former Palace player and coach — signed that outstanding goalkeeper John Jackson plus defenders David Payne and Bill Roffey from his old club.

Jackson, who had been Palace's goalkeeper for nine years, cost a £30,000 fee. Payne, a former England under-23 international, had also been a Palace regular for several years while Roffey had come through the junior teams to make his debut last season.

Payne has been playing on both sides of the defence, while Tom Walley, Phil Hoadley, Derrick Downing and Bill Roffey have all been appearing in the back four.

Walley won full and under-23 caps for Wales. It was with Arsenal, in 1965/66, that Tom won his way into League football but, though he was usually a reserve player, he won the first of his four under-23 caps

by Tony Pullein

before transferring to Watford in 1966. For almost five years he was a Watford regular, winning a full cap against Czechoslovakia in 1971. Orient signed him two seasons ago.

Hoadley is yet another former Crystal Palace player. A former England youth international, Phil had not been holding a regular place with Crystal Palace so he was glad of the move to Orient two seasons ago.

Downing joined Orient from Middlesbrough last season. He made his first senior appearances for the Ayresome Park club in 1965/66 and completed 200 games before his transfer.

Peter Allen, Terry Brisley and Ricky Heppolette are the most likely midfield players though Bobby Fisher could find a place.

Brisley and Allen are both Orient discoveries, Brisley getting his chance in the League side three seasons ago. Allen has been in the team since 1965/66 and has made over 300 League appearances for the club.

Ricky Heppolette, the only Anglo-Indian in League football at the moment, developed with Preston and joined Orient for £40,000 last season. Fisher is another of Orient's own discoveries who made his League debut this season.

All three strikers have been scoring regularly.

Gerry Queen represents a further connection with Crystal Palace. A most experienced player, Queen has proved good value for the club record £70,000 Orient paid for him last season. Gerry opened his first-class career with St. Mirren in 1962/63 and spent over three years with Kilmarnock before joining Palace for £40,000 in 1969. Queen has scored 10 goals so far this season.

Micky Bullock opened his League career at the age of 16 with Birmingham. He later led Oxford's scorers when they won the Third Division championship in 1968. Two years later, when Orient won the same divisional title, Mike was their top scorer, too. With 13 goals, he is now one of the Second Division's leading marksmen.

Barry Fairbrother, last season's top scorer, has scored 10 times this term. He rose to Orient's League team four seasons ago.

Manager George Petchey has spent his entire soccer life with London clubs. He started off with West Ham where he had five years as a professional. But it was after moving to Queen's Park Rangers in 1953 that he really began to make progress. He made 214 appearances for them.

His next move was to Crystal Palace in 1959. As a wing-half he

played a large part in lifting them out of the Fourth Division and then into Division Two. By the time they made their most sensational rise into the First Division he had retired to take over as chief coach.

When he took over Orient last season, he proclaimed: "If I did not think Orient could return to the First Division I would not have accepted the appointment."

Mr. Petchey admitted to a feeling of pride when his team was recently voted by Daily Mail writers as the most entertaining team in Division Two.

"I would like to think that our style is linked with entertainment... that we play open attractive football pleasing to the eye," he said.

"Of course the object of any match is to finish winners but on the other hand we have a duty to the game and its followers to provide an emphasis on skill and entertainment. The balance between the two has often been difficult to gauge."

"The type of football I encourage here is what is often called one-touch football. That is to say quick inter-passing between players. An illustration is boys who learn their football in playgrounds and streets and use a wall to play the ball onto and run for the return.

"When they get older they realise that another player can act as the wall. They give him the ball and he immediately returns it to him further upfield.

"When in full flow this kind of football is hard for opponents to counter as a player is only in con-

tact with the ball for a very short time. And to watch a fast, accurate and skillful inter-change perhaps from one end of the field to the other, can be a great sight."

The Orient club was formed in 1881, turning professional in 1903 when the name was changed to Clapton Orient. Four years later they were elected to the Second Division of the Football League.

In 1929 they dropped into the Third Division for the first time, remaining until 1956 when they began the improvement which, in 1962, was to take them into Division One. They remained for only one year and by 1966 they were back in Division Three.

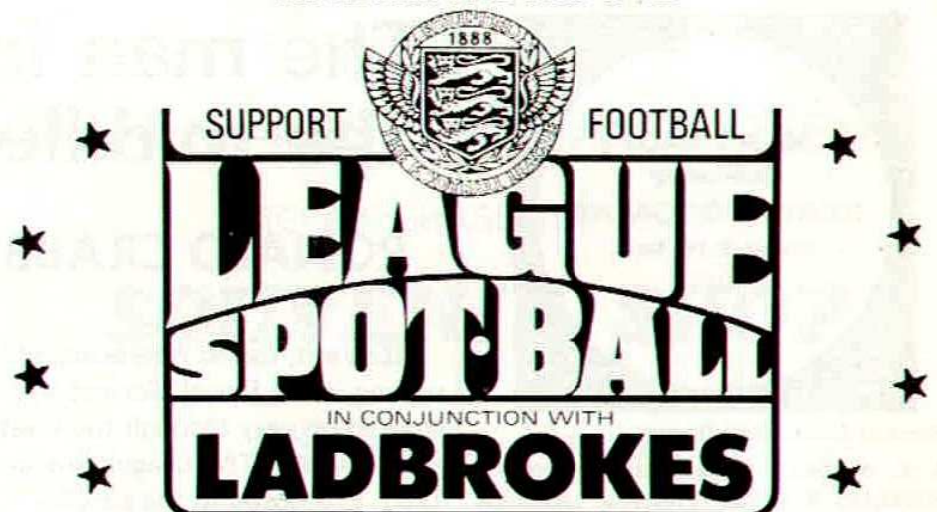
Looking back, it could be argued

that promotion to Division One marked the beginning of a decline which almost led to ruination for Orient. They had looked an outstanding team in Division Two, as they chased Liverpool at the top.

But they never got their First Division programme off the ground. They struggled from the opening day and, though they occasionally showed flashes of their old brilliance, they couldn't sustain it and they were doomed to quick relegation a long while before the season ended.

Orient regained their Second Division place in 1970 and they continue to produce some outstanding players from their pool of apprentices. In this way they can raise cash.

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Emerging from a pile of grounded players is Swindon's Peter Eastoe (No. 10) after netting our equaliser against Fulham. John Trollope is the other Town player (No. 3).

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The man in the middle

RONALD CRABB

(Exeter). Began refereeing while serving in the Royal Marines and worked his way through the West-ern League to The League line in 1967. Promoted to the supple-mentary list in 1969, went on the full list the following year. Refereed many service finals and Devon senior and junior finals. Married with a son and daughter, he works as a prison officer and his hobbies include carpentry and coaching young referees.

Forthcoming matches

Saturday, December 29th
Football Combination
LEICESTER CITY
Kick-off 2.00 p.m.

Tuesday, January 1st
Division II
PRESTON NORTH END
Kick-off 2.00 p.m.

Saturday, January 5th
Football Combination
CRYSTAL PALACE
Kick-off 2.00 p.m.

GOLDEN GOAL WINNERS

FULHAM 8th December, 1973
£60 — First Goal — 40m. 54s. — shared.
40m. 53s. — R. Stone, 10 Broad Street
Swindon. 40m. 55s. — C. Ashwin, 3
Harcourt Way, Wantage.
£10 — Last Goal — 52m. 48s. — M.
Watts, 80 Salisbury Street, Swindon.
£10 — Attendance — 5568 — paid on
9155 — B. Cole, 1 Ruckley Gardens,
Stratton St. Margaret, Swindon.



Peter Mellor the Fulham Keeper intercepts this high cross intended for striker David Syrett during our last home game.

Key of the board

Saturday, 22nd December, 1973

- A Arsenal v. Everton
 - B Coventry City v. Leicester City
 - C Derby County v. Tottenham Hotspur
 - D Ipswich Town v. Birmingham City
 - E Leeds United v. Norwich City
 - F Liverpool v. Manchester United
 - G Manchester City v. Burnley
 - H West Ham United v. Stoke City
 - I Wolverhampton Wanderers v. Chelsea
 - J Aston Villa v. Notts County
 - K Blackpool v. Luton Town
 - L Bristol City v. Middlesbrough
 - M Carlisle United v. Millwall
 - N Crystal Palace v. Sheffield Wednesday
 - O Fulham v. Oxford United
 - P Nottingham Forest v. Bolton Wanderers
 - Q Portsmouth v. Preston North End
 - R Swindon Town v. Orient
-

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Bobble Hats
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Players photographs
Action Pens

Pennants
Rosettes
Club Ties
Duffle Bags
Shoulder Bags
Crested Rings

Saturday, December 22nd, 1973 — Kick-off 2 p.m.

SWINDON TOWN v. ORIENT

Swindon Town

- 1 Allan
- 2 Butler
- 3 Trollope
- 4 Hubbard
- 5 Burrows
- 6 Potter
- 7 Moss
- 8 McGovern
- 9 Syrett
- 10 Eastoe
- 11 Jenkins
- 12

Orient

- 1 Goddard
- 2 Hoadley
- 3 Roffey
- 4 Allen
- 5 Harris
- 6 Walley
- 7 Fairbrother
- 8 Brisley
- 9 Bullock
- 10 Downing
- 11 Heppolette
- 12 Linton

Referee:
Mr. R. C. Crabb
(Exeter)

Linesmen:
Red Flag
Mr. M. Bishop
(Glamorgan)

Yellow Flag
Mr. E. A. Read
(Bristol)

TEXACO

Wish all at
SWINDON TOWN
F.C.

*The
Compliments
of the
Season*

