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Swindon Town FC

SWINDON TOWN FOOTBALL CLUB

Official Programme
including League Football



1973-'74

Preston North End

Price 7p



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Football Company Limited 1972

Swindon Town Football Company Limited

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Les Allen's Column

Today's visitors Preston brings possibly for the first time to Swindon the former England Player Bobby Charlton who is trying to mould Preston into a useful side. Only just recently Bobby Charlton came to Swindon and bought Ray Treacy from us, and I am sure we must be aware of Ray today as he will try and prove that he can still score goals as he did earlier for us.

David Syrett has been picked for the England squad to play Wales at the beginning of January at West Bromwich

Albion's ground. The mere fact that David has come through the youths and only just signed professional is certainly a great fillip to myself and everybody at the Club that he is doing very well.

With the present fuel crisis situation we do not really know how things will emerge during the New Year, but with all the problems we have we can only carry on and hope that things will improve all round generally, and we can get down to a settled future.

A very happy New Year

TO ALL OUR SUPPORTERS

Holiday goals gifts

by Tony Pullein



Robins Year-by-Year

Part 13 – Season 1932/33

Ask him what he wants to celebrate New year and any fan will answer – GOALS! And Football League clubs, true to the festive and New Year spirit, have not often let the spectators down. Over the years some of the game's highest scores have been achieved at this time of the year.

The Fourth Division's record score was registered on Boxing Day 1962 when Oldham beat Southport 11–0, Bert Lister grabbing six of the goals. That was Oldham's finest win. Coincidentally, they also suffered their heaviest reverse at Christmas. They went down 4–13 – the highest aggregate score in League history – at Tranmere on Boxing Day 1935.

Fulham and Southampton both hit club record scores at Christmas. Fulham, aided by a fantastic burst of three goals in as many minutes from Graham Leggatt, cracked Ipswich 10–1 in 1963. Southampton ran up eleven goals against Northampton, without reply, in a Southern League game at Christmas 1901.

A few other examples of Christmas scoring: Darwen 12 Walsall 0 (1896); Hull 10 Halifax 0 (1930); West Ham 2 Blackburn 8 and Manchester City 8 Scunthorpe 1 (both 1963).

There were one or two ultra-special celebrations at Christmas games in war-time. In 1940 Norwich defeated Brighton 18–0 and four years later Leeds crushed Bradford City 9–1. Reason for Brighton's huge defeat that day was that they travelled with only *five* players – completing the team with soldiers from the crowd!

Final Table DIVISION III (South)

	P	W	D	L	For	Ag.	Points
1. Brentford	42	26	10	6	90	49	62
2. Exeter City	42	24	10	8	88	48	58
3. Norwich City	42	22	13	7	88	55	57
4. Reading	42	19	13	10	103	71	51
5. Crystal Palace	42	19	8	15	78	64	46
6. Coventry City	42	19	6	17	106	77	44
7. Gillingham	42	18	8	16	72	61	44
8. Northampton Town	42	18	8	16	76	66	44
9. Bristol Rovers	42	15	14	13	61	56	44
10. Torquay United	42	16	12	14	72	67	44
11. Watford	42	16	12	14	66	63	44
12. Brighton & Hove Albion	42	17	8	17	66	65	42
13. Southend United	42	15	11	16	65	82	41
14. Luton Town	42	13	13	16	78	78	39
15. Bristol City	42	12	13	17	83	90	37
16. Queen's Park Rangers	42	13	11	18	72	87	37
17. Aldershot	42	13	10	19	61	72	36
18. Bournemouth & B.A.	42	12	12	18	60	81	36
19. Cardiff City	42	12	7	23	69	99	31
20. Leyton Orient	42	8	13	21	59	93	29
21. Newport County	42	11	7	24	61	105	29
22. Swindon Town	42	9	11	22	60	105	29

Football League Division III (South)

	Home	Away
Aldershot	3–2	1–0
Bournemouth	2–0	1–5
Brentford	0–0	0–1
Brighton	5–1	1–5
Bristol City	1–4	1–5
Bristol Rovers	1–1	0–1
Cardiff	6–2	0–3
Clapton Orient	3–3	1–7
Coventry	1–2	1–2
Crystal Palace	1–0	3–4
Exeter	2–2	0–5
Gillingham	1–1	1–3
Luton	1–1	2–6
Newport	2–0	2–1
Northampton	2–1	0–6
Norwich	2–4	2–5
Q.P.R.	0–0	2–4
Reading	0–1	1–7
Southend	2–2	0–0
Torquay	0–0	3–4
Watford	1–2	2–2

F.A. Cup

Rd. 1 – Dulwich Hamlet	(h) 4–1
Rd. 2 – Southport	(a) 2–1
Rd. 3 – Burnley	(h) 1–2

Men Who Played

League appearances:

Berry, L. 22; Braithwaite, E. 36; Briggs, A. 15; Brooks, S. 30; Brown, S. 2; Cousins, H. 33; Dransfield, E. 31; Giles, S. 5; Girvan, H. 39; Godfrey, T. 8; Hayes, G. 5; Lambie, A. 36; Morris, H. 28; Munnings, E. 30; Quinn, C. 30; Scott, A. 19; Scott, W. H. 17; Seabrooke, F. 3; Stansfield, H. F. 10; Starsmore, J. G. 25; Thomson, N. 3; Thorne, F. 1; Wilkins, L. 20; Young, H. 14.

League scorers:

Morris 12, Munnings 10, Wilkins 8, Brooks, Scott (W. H.) and Starsmore each 6, Quinn 3, Braithwaite, Scott (a) and Young each 2, Dransfield, Hayes and Lambie each 1.

Re-Elected

We were forced to apply for re-election for the first time. But we topped the poll with 45 votes. Next came Newport on 26.

Charlton points Preston at Div.1

by Tony Pullein



Back Row: Left to Right. Jim McNab, John Brown, Alex Spark, Alan Kelly, David Wilson.
Middle Row: Left to Right. Peter Robinson (Chief Scout), Matt Woods (Reserve Team Trainer), Neil Young, John McMahon, Stuart Baxter, John Bird, Harry Hubbick (First Team Trainer), Jack Crompton (Assistant Manager).
Front Row: Left to Right. Alec Bruce, Alan Lamb, Graham Hawkings, Bobby Charlton, O.B.E. (Manager), Alan Spavin, Mel Holden, Eric Snookes.

Bobby Charlton can look back on the first half of the season — his first as a manager — with a certain amount of satisfaction. He has lifted Preston into a strong challenging position and his shrewd buying, plus his careful deployment of young players at his disposal, have pointed Preston firmly towards the First Division.

Mr. Charlton's latest recruit is a player very familiar to us, of course. Ray Treacy, who had been with us for some 18 months, has the chance to make a quick return today. A Republic of Ireland inter-

national, Ray served West Bromwich with Charlton before joining us.

Bobby Charlton has turned to some of his former Old Trafford colleagues to boost his promotion effort. So far he has signed three ex-United stars — Francis Burns, Nobby Stiles and David Sadler.

Burns had spent the previous year at Southampton. A Scottish international, Francis never properly settled at The Dell so he was pleased to move back closer to home.

Stiles played hundreds of games

with Bobby Charlton for United and England. Both played for England in the 1966 World Cup final and for United in the European Cup final two years later. Nobby won 26 England caps and, when his Old Trafford career drew to a close in 1971, he moved on to Middlesbrough for a couple of years.

Burns and Stiles have been playing in midfield with Alex Spark, one of Preston's own discoveries.

Sadler was signed to stiffen Preston's defence and he has been

playing in the back four with John McMahon, Graham Hawkins (or Stuart Baxter) and Eric Snookes.

David Sadler, as England amateur international striker in his days with Maidstone United, joined Manchester United in 1962 and while with them won youth, under-23 and full caps for England, after switching to centre-back. Preston had to pay a £25,000 fee for his signature.

McMahon developed in Preston's junior sides but they loaned him to Southend, where he got his first League experience three seasons ago. For the past two years he has been Preston's regular right-back.

Wolves gave Hawkins his big chance in League soccer in 1964/65 though he was never able to hold a regular place at Molineux. But, since moving to Preston in 1968, only injuries have kept him out of the side. Baxter got his first chance in Preston's League team at the tail-end of last season and, after playing as substitute in the opening games of this new campaign, he is now on regular duty.

Snookes is another of Preston's bright young discoveries who was introduced to the first-team last season.

John Bird may also come into the reckoning for a place in defence. Signed from Doncaster in 1971, he had been a regular member of the team until this season. Jimmy McNab, too, might have gained a recall over the holiday. He was a Sunderland regular for seven years until his transfer to Preston in 1967. Since then he has continued to perform consistently well for the Deepdale club, though he was recently displaced by young Eric Snookes.

An injury to Allan Kelly has given John Brown a rare opportunity to enjoy a reasonable run in goal. He has been with the club for several years but had spent most of

his time in the reserves. Two years ago, when on loan to Stockport, he gained considerable League experience, remaining first-choice for well over half the season.

Preston's top scorer is Alex Bruce, a Preston find who broke into the side in 1971/72 and was also top scorer with 13 goals last season.

Neil Young and Mel Holden may be in attack. A former England youth international, Young joined Preston from Manchester City in 1972. Before losing his place in the City side, Neil had been a regular for ten years and was on two occasions their top scorer. Holden, another Preston discovery, was introduced to the team last season.

Certainly life has been sweeter for Preston this season after some violent upheavals last term. They made a disastrous start and then entered a purple patch with a series of victories which took them up with the promotion hopefuls.

The pendulum swung the other way when they lost four games in a row during January, a slump which saw the parting of the ways between the club and manager Alan Ball.

Falling attendances led to an earlier announcement that the club was losing approximately £800 per week. The sale of midfield player Ricky Heppolette to Orient for £40,000 relieved some of their immediate problems but, clearly, action had to be taken to try and balance the budget.

A sad outcome of their survival plans was the sacking of assistant-manager Peter Doherty, the former Ireland star, and part-time coach Peter Keeling for economy reasons.

Eventually, the rebuilding started with the appointment of Bobby Charlton as manager. Though they opened slowly, the team soon found its feet and crowds have been encouraging, too

— well above last season's 10,000 average.

Though it's a long while since they won anything big, the name of Preston North End is still revered throughout the game. They were the first of the game's giants and some of their early feats may *never* be bettered.

They were either champions or runners-up in each of the first five years of the League's existence — Huddersfield and Arsenal established similar sequences but never bettered it — and in 1889 won the championship without losing a game and the F.A. Cup without conceding a goal.

When one thumbs through the record books one expects to find more material gains registered against Preston's name and it's perhaps sad to note that, though they won the League Championship in the first two years it was run (1889 and 1890) they have never again reached the top. And, after that F. A. Cup success of 1889, they only once again (in 1938) took that trophy.

When Preston went down into Division Three in 1970 they became one of only four ex-champion clubs to suffer that fate. Portsmouth were first to go, in 1961; Aston Villa accompanied Preston down. Blackburn Rovers followed them and last season Huddersfield went down.

Preston soon proved that such a misfortune need not necessarily lead to disaster. As their promotion campaign reached its peak, Deepdale was several times packed to near-capacity and their final attendance figures were the best for three years.

We beat Preston 3-2 at the County Ground last season, Ray Treacy and Don Rogers (2) scoring for us, with Alan Tarbuck and Jimmy McNab being on target for North End.



Ron Potter joins the attack and leaps high to a corner but the odds are not in his favour against Fulham.

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Your Golden Goal ticket seller will be in the usual place — make a date to buy your ticket every match.

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Forthcoming matches

Saturday, January 5th
Football Combination
CRYSTAL PALACE
Kick-off 2.0 p.m.

Saturday, January 12th
Division II
NOTTS COUNTY
Kick-off 2.0 p.m.

Tuesday, January 15th
Football Combination
QUEENS PARK RANGERS
Kick-off 2.0 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.



David Syrett was beaten to this cross by Mellor the Fulham goalkeeper

Key of the board

The man in the middle



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WE HAVE TICKETS FOR EVERY-
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Tuesday, January 1st, 1974

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

ARTHUR HART

(London) Took up refereeing after a successful playing career in amateur football and progressed through the Metropolitan and Southern Leagues to The League line in 1966. Appointed to the supplementary list in 1969 and the full list a year later. A linesman in a 1972 U.E.F.A. Cup game, he refereed in last season's Anglo-Italian Cup competition. A Company Director he is married with three sons and plays badminton, squash and golf. Also interested in amateur dramatics — he is chairman of a local society.

GOING TO LONDON?

Why not let us provide your ticket to the theatre. We have provided tickets to see the following artists who are shortly to appear at the London Palladium:— Jack Jones, Englebert Humperdinck, and Tom Jones.

If you enjoy a good night out why not spend it with one of these stars. Come along to the Box Office and talk to Bert Middleton — he will be glad to help.

Also booking:— Jack and the Beanstalk at the London Palladium.

Tuesday, January 1st, 1974 — Kick-off 2 p.m.

SWINDON TOWN v. PRESTON NORTH END

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

Preston North End

- 1 Healey
- 2 McMahon
- 3 Snookes
- 4 Bird
- 5 Hawkins
- 6 Stiles
- 7 Sadler
- 8 Treacy
- 9 Bruce
- 10 Burns
- 11 Young
- 12 Williams

Referee:

Mr. A. L. Hart
(Kent)

Linesmen:

Red Flag
Mr. E. O. Hughes
(Glamorgan)

Yellow Flag

Mr. K. G. Salmon
(Barnet)

TEXACO

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of the
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