

Player Picture
No. 16
Roy Coyle
FREE INSIDE

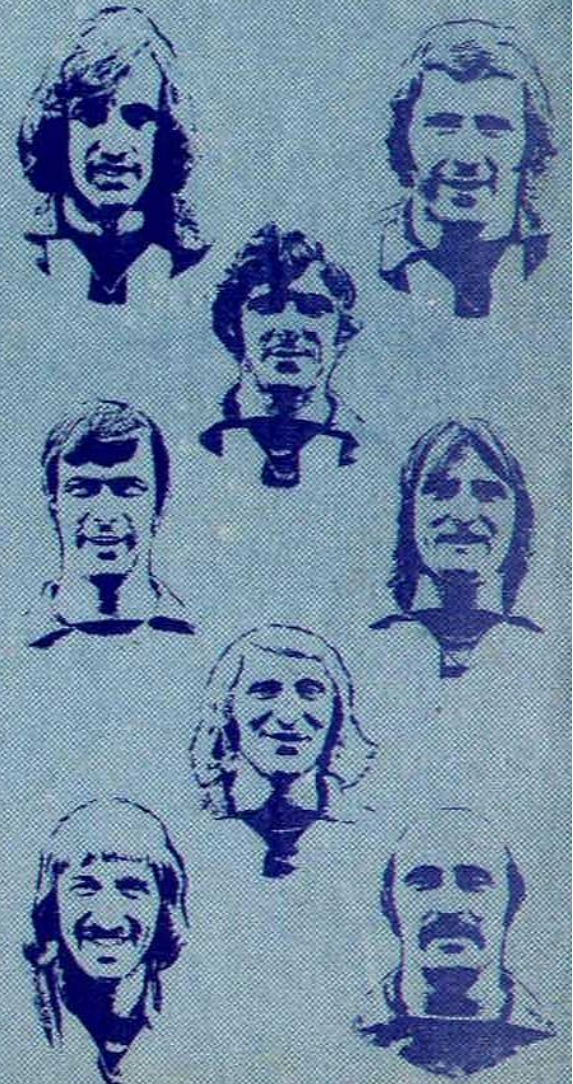


SHEFFIELD WEDNESDAY

v. SWINDON TOWN · Saturday, 19th January, 1974 · K.O. 2.15 p.m.



Profile Introduces :
DANNY CAMERON



Inside:
ACTION '74
VIEWPOINT

Official Programme
Price 10p
Vol. 3 No. 16

ACTION '74

BELOW (Top): Subject of today's profile Danny Cameron on guard as Peter Springett moves to gather a corner.

BELOW (Middle): Bill Glazier just manages to palm away a shot from Eric Potts.

BELOW (Bottom): Coventry 'keeper Bill Glazier punches the ball off Sunley's head.



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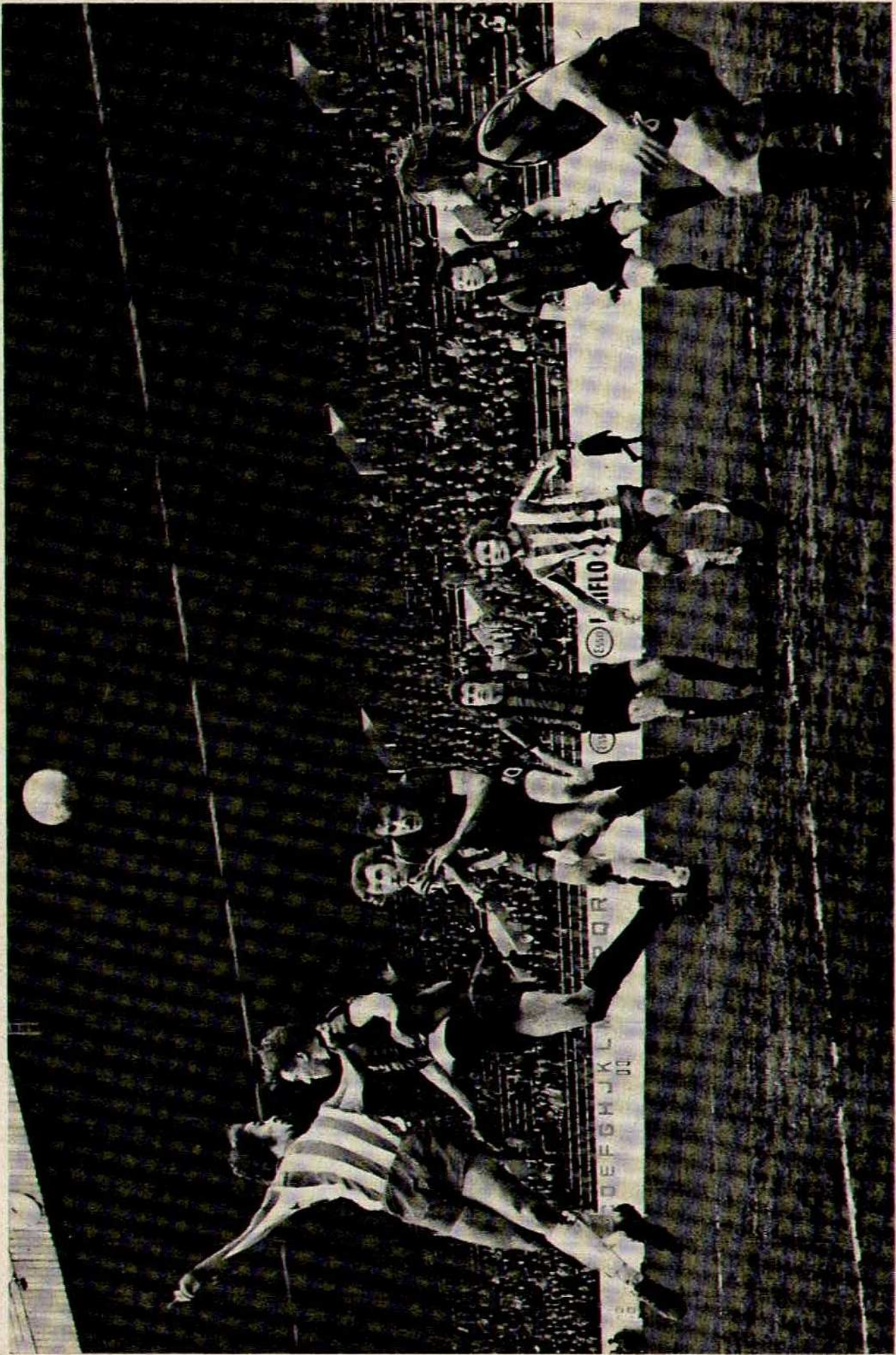
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Headquarters:

Hillsborough, Sheffield

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A superb header from Alan Thompson goes just over the bar.

VIEWPOINT

It would need a gang of master safe-crackers to reveal the best kept secret in Soccer just now.

The game's professional footballers—2,500 of them—have already cast the votes that will make one unsuspecting individual the players' Player of the Year. Through the postponement of the Professional Footballers' Association awards dinner because of complications arising out of the power crisis, we shall now have to wait until March 3rd to see who will be the professionals' model professional.

Meanwhile, their verdict is locked away in P.F.A. Secretary Cliff Lloyd's safe, and he isn't dropping any hints.

While nobody can attempt to forecast the way that 2,500 players will have voted, I have a shrewd suspicion that it will not turn out to be a player closely involved in this season's quest for major honours. If it should be, the brilliant leadership of Billy Bremner would make him an outstanding contender, for this could be a year of double distinction for him if he captains Leeds United to the League title in addition to leading Scotland into the World Cup finals.

But I suspect that even in the Leeds camp itself the players might have voted for an unsung hero such as Mick Jones, who battles so bravely in a selfless sort of way, or for that man of many positions, Paul Madeley.



By **RON CROWTHER**

"Daily Mail"

From Liverpool's array of dedicated players it is difficult to give any one pride of place. But, after bearing in mind the explosive brilliance of Kevin Keegan, the unflagging consistency of Chris Lawler and the dynamic qualities of Emlyn Hughes, I think I would go for Ian Callaghan, a player whose

record speaks for itself. As the only man still playing who holds three championship medals, Callaghan has given 14 years of magnificent first team service to his club.

At Burnley, too, it must be a tough decision. For, in their Second Division championship triumph and their storming assault on Division One, Jimmy Adamson's men have turned team work into the most potent factor.

Individual brilliance bubbles up in the Burnley blend and there's a captain in Martin Dobson who leads by example. But I think, if I had a vote, I might cast it for Colin Waldren, whose career story provides an obvious reason. Waldren had a stormy start as a centre-half who ran into a lot of trouble through his physical approach to the game, but he has matured into a fine defensive craftsman.

At Sunderland there's another outstanding club man in Jim Montgomery, who has served the club so well in bad times and in good and whose superb save in the F.A. Cup Final played as big a part in his side's triumph as Ian Porterfield's fine goal.

But in every strata of the League there are men with qualities which have won the admiration of their fellow pros., and the players' Player could emerge from the Third or Fourth Divisions.

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PROFILE

Introduces: Daniel Cameron

DANNY CAMERON has stepped into Sheffield Wednesday's Second Division side at a difficult time. It is never easy for a young player coming into a side enduring a lean patch, but, in ten League and Cup matches, the Scottish back has done enough to suggest he has a bright future ahead.

He came to Hillsborough five years ago straight from school after being spotted giving some impressive displays with Dundee Boys. Danny was reserve for Scotland Boys three times—but though he didn't have the good fortune to gain a cap he did enough to convince Wednesday's Scottish scout that he had the ability to make the grade in professional soccer.

It was a happy coincidence that, when Danny arrived from Scotland, Tommy McArdney, an earlier product of Dundee, should be acting team-chief. It at least helped Danny to feel at home.

Danny has never regretted coming to Sheffield, and proof of just how settled he is comes with the news that he is now engaged to a local girl, Linda Nolan. They plan to marry next June.

Danny, of course, started out with the Juniors, but was given his first taste of Central League soccer towards the end of his first season. He had to wait until last October before making his League debut in the midweek clash with West Bromwich at The Hawthorns.



Photograph by courtesy of "Morning Telegraph", Sheffield



By KEITH FARNSWORTH ("Morning Telegraph," Sheffield)

At 20, Danny hopes to have a lot of career highlights to come, but at the moment the day he remembers best is Saturday, 27th October, 1973—the day he made his home debut for the first team.

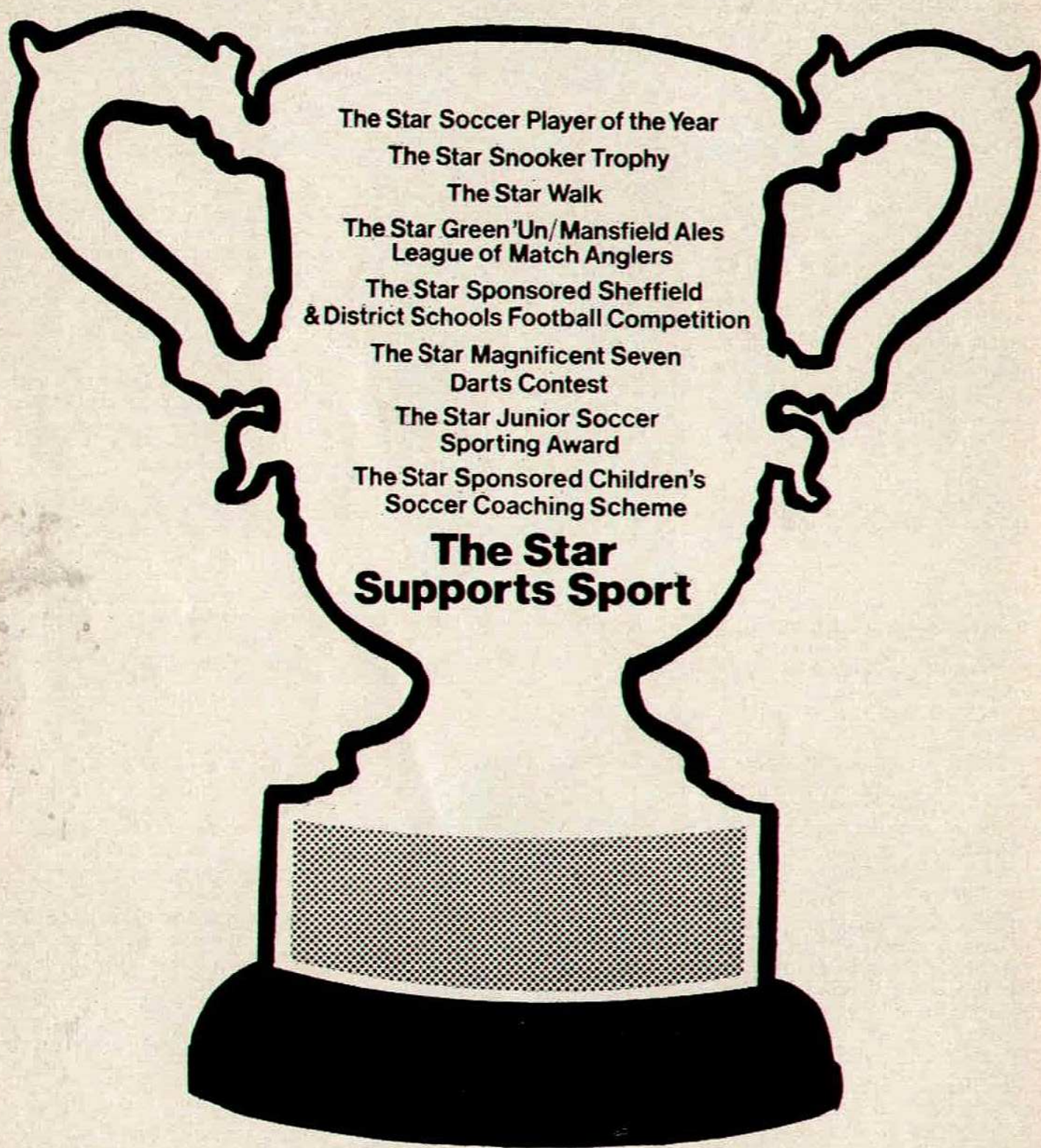
Notts County were the visitors, and though the attendance was only 14,977 it was a bigger crowd than Danny had played in front of before.

If you remember, that mysterious virus was playing havoc with the team at the time, and Wednesday tried hard to get the match postponed. The League refused, the match was played in a "crisis" atmosphere, and, with the crowd behind them, the team lifted themselves.

Danny has already shown that he is a back who likes to join in the attack whenever defensive duties permit. One of his immediate ambitions, in fact, is to shoot himself onto the first-team's scoresheet.

He also aims to add to his collection of souvenirs of successful days with the juniors. This ambition demands that the seniors enjoy success . . . and Danny is as keen as anybody to play a part in a Hillsborough revival.

Outside of his football Danny enjoys a game of golf and likes reading. His favourite kind of book is a good comedy—the sort of thing that makes a change from the serious business of professional soccer.



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"The Hardest Decision of My Career"

Eric Taylor, the man most people in soccer acknowledge as the greatest of all administrators, is to retire from Sheffield Wednesday at the end of the season—after 45 action-packed years.

"Obviously this was the most difficult decision I have ever made. Sheffield Wednesday is my life work and my decision to retire has taken many months of serious consideration."

In fact, the very first thoughts of life without the massive responsibilities of general management of Sheffield Wednesday came to Eric Taylor during his long convalescence from the car accident which almost ended his life in 1968.

"I had plenty of time to think whilst I lay in hospital. My wife and family had seen so little of me and my accident gave me the chance to take a long, hard look at the future.

"I suppose that was the first time that breaking with football became a reality and I made up my mind that I would retire

from the game on schedule and gracefully."

Football has certainly changed since Mr. Taylor arrived at Hillsborough as an office boy in 1929.

"The modern game is obviously different from the football of forty years ago, and whether all the changes have been for the better is debatable.

"During my visit to the U.S.A. in 1958 I saw at first hand the way in which the Americans 'presented' sport of all kinds. I returned to England convinced that British football would need to change radically—not particularly the way the game is played, so much as the facilities and amenities for fans."

The fabulous stadium at Hillsborough, chosen as a World Cup ground for the 1966 finals and the setting for 19 F.A. Cup Semi-finals since 1946, is testimony to Eric Taylor's far-sighted and imaginative approach to the presentation of soccer.

The fantastic 1972/73 F.A. Cup Semi-final between Sunder-

land and Arsenal was the fifth in successive years to be staged at Hillsborough—the gate receipts of £82,288 a record for the ground.

"I am proud of the number of important games staged at Hillsborough. They reflect credit on the work of all of the staff here. We have a reputation for detailed organisation of all our special events and I have always had an eye for detail. The little things make or mar the biggest spectacle."

In fact, it was Mr. Taylor who brought about the change in name of Sheffield's ground. When he arrived the postal address of the stadium was Penistone, but Mr. Taylor managed to persuade the postal authorities to change the name to Hillsborough.

And what of the future of football and Sheffield Wednesday?

I have loved every minute of my time with this great club. I have been manager, secretary and general manager and worked with seven successive Chairmen.

"Success on the field comes in cycles to all the great teams. A period of high achievement is invariably followed by a period of retrenchment.

"Forty-five years' experience gives you the ability to see success and failure in true perspective. Simply chapters in the full story.

"I heard forecasts of the death of soccer 30 years ago. There have always been those whose pleasure is prophecy of failure.

"It would have been nice to retire with Sheffield at the top. That was not to be. However, in fairness to my wife and myself I could not postpone my plans to leave. Anyway I will be here until the end of the season—and who can say what will happen between now and then. There again that's the great thing about football."



The two Eric's of Hillsborough—Eric Taylor (right) pictured recently with Eric England, Box Office Manager.

THE HILLSBO WELCOME Today's visitors

A run of adverse results has placed Swindon in serious danger of relegation but manager Les Allen has not been sitting back waiting for things to happen. With some of the money received from the sale of defender Rod Thomas, to Derby, and striker Ray Treacy, who has joined Preston, he has purchased defenders David Munks and John McLaughlin. Mr. Allen, who also signed Peter Eastoe on loan from Wolves, has not yet finished his search for new players, either.

McLaughlin, a 19-year-old who won a regular place in Colchester's Fourth Division side last season, has taken over at right-back, in a back four made up of Harry Burrows, Ron Potter and John Trollope.

Burrows first entered English football with Scunthorpe in 1965 after serving Raith Rovers. Swindon signed him in 1968 and only injuries have since kept him out of the side. Potter, who played a few First Division games for West Bromwich, joined Swindon in 1970.

Trollope has been on parade—apart from a short injury absence—continually for 12 seasons. He is now nearing 550 League appearances for the club and in one unbroken run he played 368 consecutive games.

Munks, a former England youth player, began his career with Sheffield United, transferring to Portsmouth in 1969. At Fratton

Park he was normally a defender, but he began his Swindon career in midfield.

Other midfield players include Terry Hubbard, Joe Butler, Tom Jenkins, Chris Porter and David Syrett.

Hubbard, who made his debut in 1970/71, is a player who appears destined for the very top. And, following an injury-imposed lay-off,



BACK ROW (left to right): Kenny Stroud, Terry Hubbard, Legg. CENTRE ROW (left to right): Mick Collins, Ron Tom Jenkins, Rod Thomas, Kevin Morris (Physiotherapist (Reserve Team Trainer), David Moss, Mick McGovern, F Ray Treacy, Joe Butler, Gorc

DROUGHT

ors . . . SWINDON TOWN

Jenkins has been displaying the type of form that made him a force in the First Division—though he has now switched from outside-left to midfield.

Swindon paid a club record £50,000 fee to Southampton for Tom last season. Once discarded by West Ham and Orient, Tom drifted into non-League football with Margate

until given a come-back chance by Reading in 1969. Within weeks he was the subject of a £60,000 transfer to Southampton.

Butler, who was signed from Newcastle in 1965, has played in several positions for Swindon, proving one of their most valuable players over the years. He recently shifted again from defence to midfield.

Porter was spotted playing for Bridgewater Town and made his League debut for Swindon in 1970-71. Syrett is a Swindon product, still serving his apprenticeship.

Goalkeeper Jimmy Allan developed at the County Ground, made his League debut in 1971/72 and this season took over permanently from Peter Downsborough.

Peter Eastoe and Mic McGovern are Swindon's chief strikers. Eastoe, on loan from Wolves, scored four goals in his first five games for Swindon. McGovern, a £10,000 signing from Queen's Park Rangers last season, is now enjoying regular League soccer for the first time.

Raiding down the left wing is David Moss, now filling the role left vacant by the departure of Don Rogers last season. Moss is another Swindon discovery.

Manager Les Allen, the former Spurs and England player, began his managerial career with Queen's Park Rangers and took over at Swindon last season as successor to Dave Mackay.



Hubbard, Jimmy Allan, Alan Spartley, Chris Porter, Richard s, Ron Potter, John Trollope, Frank Burrows, Ray Clarke, herapist). FRONT ROW (left to right): Maurice Owen overn, Ray Bunkell, Les Allan (Manager), Charlie Tuson, er, Gordon Edleston (Coach).

SPOTLIGHT ON SWINDON IN ACTION



TOM JENKINS, record £50,000 signing from Southampton, shows the determination Swindon fans have come to expect from him.



PETER EASTOE, currently on loan from Wolves, Eastoe teams up with Mick McGovern to make an impressive strike force.

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LEAGUE — DIVISION II

	P.	W.	D.	L.	F.	A.	Pts.
Middlesbrough	25	15	9	1	35	15	39
Orient	26	12	10	4	42	24	34
Luton Town	25	12	7	6	35	30	31
Carlisle United	25	12	6	7	37	28	30
West Brom. Alb.	26	11	8	7	32	25	30
Blackpool	26	10	9	7	35	26	29
Nottingham F.	25	9	10	6	33	23	28
Notts County	24	10	7	7	37	36	27
Hull City	26	7	12	7	26	27	26
Portsmouth	24	10	6	8	31	35	26
Sunderland	25	8	8	9	30	25	24
Aston Villa	25	7	10	8	28	25	24
Bristol City	26	8	6	11	25	30	24
Fulham	25	8	8	9	20	24	24
Cardiff City	26	7	9	10	29	35	23
Preston N.E.	26	7	10	9	29	37	*23
Millwall	25	7	8	10	30	31	22
Bolton Wanderers	25	8	5	12	23	26	21
Oxford United	25	6	9	10	25	31	21
Sheffield Wed.	25	5	8	12	24	33	18
Swindon Town	25	5	5	14	22	39	16
Crystal Palace	26	3	9	14	20	41	15

* Preston dropped one point for infringement of rules.

(Up to and including 12th January, 1974)

MATCH DIGEST

(Results from Saturday, 12th Jan., 1974)

NORTHERN INTERMEDIATE LEAGUE

Sheffield Wednesday	0
Barnsley	5

Team: Fox, P. Croudy, P. Dennis, Hull, Muhl, Hill, Tonner, A. Ward, Layden, C. Allan, McCaffrey. Sub.: Wilson (replaced Ward).

CENTRAL LEAGUE

	P.	W.	D.	L.	F.	A.	Pts.
Liverpool	23	15	6	2	44	14	36
Everton	24	13	7	4	44	21	33
Blackpool	22	13	5	4	34	20	31
Aston Villa	23	10	10	3	25	15	30
Coveントリー City	23	11	7	5	37	31	29
Wolverhampton W.	22	11	5	6	34	26	27
Manchester Utd.	22	9	7	6	24	21	25
Derby County	22	9	6	7	32	24	24
Sheffield United	22	9	6	7	36	27	24
West Brom. Alb.	23	9	6	8	32	25	24
Sheffield Wed.	21	8	7	6	35	26	23
Blackburn Rovers	21	8	6	7	28	24	22
Manchester City	24	8	6	10	44	40	22
Stoke City	20	8	5	7	28	25	21
Bolton Wanderers	24	7	6	11	35	44	20
Nottingham F.	22	5	9	8	27	39	19
Burnley	25	7	3	15	26	44	17
Leeds United	23	4	8	11	20	39	16
Newcastle Utd.	21	6	5	11	29	31	15
Preston N.E.	21	4	5	12	23	36	13
Bury	23	5	5	15	28	69	13
Huddersfield T.	21	2	4	15	17	41	8

(Up to and including 5th January, 1974)

NORTHERN INTERMEDIATE LEAGUE

	P.	W.	D.	L.	F.	A.	Pts.
Sunderland	13	13	0	0	47	6	26
Newcastle Utd.	13	10	2	1	30	9	22
Huddersfield T.	13	8	2	3	35	20	18
York City	14	6	4	4	29	25	16
Middlesbrough	12	7	1	4	29	16	15
Bradford City	15	7	1	7	32	22	15
Leeds United	12	6	2	4	26	15	14
Grimsby Town	14	6	2	6	22	22	14
Sheffield United	13	5	3	5	25	24	13
Chesterfield	12	5	3	4	23	26	12
Rotherham Utd.	13	5	3	5	25	28	13
Barnsley	11	3	3	5	21	25	9
Sheffield Wed.	9	3	2	4	14	15	8
Hull City	9	2	4	3	18	19	8
Scunthorpe Utd.	14	2	2	10	8	40	6
Lincoln City	15	1	2	12	11	40	4
Doncaster Rovers	14	1	0	13	8	51	2

(Up to and including 29th December, 1973)

POOLS RESULTS

POOL 1	POOL 2
1st—12 17 27 34	1st—01 03 36 37
2nd—22 28 36 40	2nd—07 17 24 30
3rd—15 16 27 37	3rd—08 11 16 20

POOL 3

FREE DRAW	FOR WATCH
1st—03 10 35 39	17 22 25 36
2nd—09 22 37 41	
3rd—08 20 32 41	

FORTHCOMING ATTRACTIONS

Saturday, 2nd February, 1974

Central League. Kick-off 2.45 p.m.

v. LIVERPOOL

Saturday, 9th February, 1974

League Division II. Kick-off 3.00 p.m.

v. BRISTOL CITY

FACTS OF THE MATTER

HALF-TIME SCOREBOARD

- A** BOLTON WANDERERS
BRISTOL CITY
- B** LUTON TOWN
NOTTINGHAM FOREST ...
- C** MIDDLESBROUGH
PORTSMOUTH
- D** MILLWALL
FULHAM
- E** NOTTS COUNTY
CRYSTAL PALACE
- F** ORIENT
SUNDERLAND
- G** OXFORD UNITED
HULL CITY
- H** PRESTON NORTH END
ASTON VILLA
- J** WEST BROMWICH ALB.
BLACKPOOL
- K** BIRMINGHAM CITY
MANCHESTER CITY
- L** BURNLEY
SHEFFIELD UNITED
- M** CHELSEA
DERBY COUNTY
- N** EVERTON
LEEDS UNITED
- O** LEICESTER CITY
IPSWICH TOWN
- P** MANCHESTER UNITED
ARSENAL
- Q** NORWICH CITY
WOLVERHAMPTON W.
- R** STOKE CITY
LIVERPOOL
- S** TOTTENHAM HOTSPUR
COVENTRY CITY
- T** SOUTHAMPTON
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- 27.10.73 v. Notts County—THE SHEFFIELD WEDNESDAY SUPPORTERS' CLUB.
- 10.11.73 v. Orient—HIRD BROWN LIMITED, LEVER STREET, BOLTON
- 24.11.73 v. Oxford United—Mr. E. C. HAMMOND, CAMBRIDGE PLACE, CAMBRIDGE.
- 8.12.73 v. Middlesbrough—Mr. J. A. A. KERRICH, FITZJOHNS AVENUE, LONDON N.W.3
- 15.12.73 v. Fulham—CORTON BASHFORTH LIMITED, DARNALL, SHEFFIELD
- 5.1.74 v. Coventry City—TURNERS (Eyre Street), Ltd., SYLVESTER GARDENS, SHEFFIELD 1.

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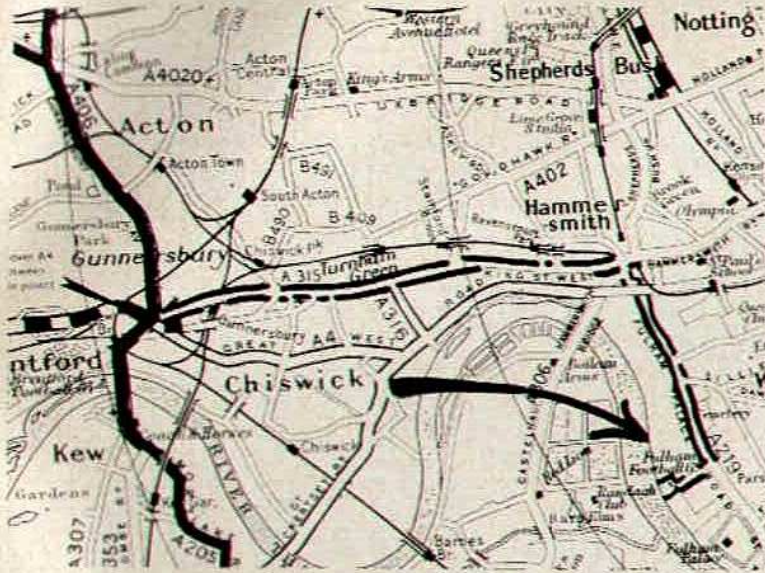
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1974

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Mr. Julian Packer, of the Hull University English Department, is compiling an anthology of Football Songs and Chants. He has asked the Supporters' Club for assistance, and we would like to hear from you if you can recall any of the songs and chants used in the past at Hillsborough, perhaps from Championship or Cup Final seasons. We will pass on all the information to Mr. Packer. It should be a very interesting collection, and we would like to see the "Owls" well represented.

TEAMS

Sheffield Wed.

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 - 5—Peter EUSTACE
 - 6—Bernard SHAW
 - 7—Willie HENDERSON
 - 8—Roy COYLE
 - 9—Brian JOICEY
 - 10—Tommy CRAIG
 - 11—David SUNLEY
- Substitute :

Swindon Town

Shirts: Red with White Trim
Shorts: Black

- 1—Jimmy ALLAN
 - 2—William DIXON
 - 3—John TROLLOPE
 - 4—David MUNKS
 - 5—Frank BURROWS
 - 6—Kenny STROUD
 - 7—David MOSS
 - 8—Joe BUTLER
 - 9—Peter EASTOE
 - 10—David SYRETT
 - 11—Tom JENKINS
- Substitute :

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PAGET (Sheffield 70401)

- Referee: Mr. J. WRENNALL
(Ecclestone, Lancs.)
- Linesmen: Mr. D. T. JACKSON
(Water Orton)
Red Flag
- Mr. R. D. BAYLEY
(Altrincham)
Yellow Flag

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General Manager/Secretary:
Mr. E. W. Taylor

THE MAN IN THE MIDDLE

Today's referee, Mr. J. Wrennall from Ecclestone, began refereeing in the Preston and District League and progressed through the West Lancashire League and Lancashire Combination to the League Line, then the Supplementary List and the full Referees' List.

A Service Manager for the British Leyland Motor Corporation, his interests include cricket and coin collecting.