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Swindon Town FC

SWINDON TOWN FOOTBALL CLUB

Match Magazine
including League Football



1973 - 74

Bolton Wanderers

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Swindon Town Football Company Limited

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Les Allen's Column

Bolton Wanderers are our first visitors to a Sunday match at the County Ground, and between us will create a small piece of history as we have never had the opportunity before today to have a match here on a Sunday. Bolton themselves have already played a few games on a Sunday, and the response has been tremendous. Their gates on a number of occasions have been more than double, and I am sure this could possibly be a saviour for a lot of clubs if this trend were to continue. Jimmy Armfield, the Manager of Bolton joined them when they were in a poor position in the Third Division, and with the lack of money to purchase players he has moulded a very good young side together, coming out of the Third Division last year and now trying to establish themselves in the Second Division. They are in a higher position than us today, but a good result for us could close the gap and keep us in touch with the lower teams.

Last Saturday's game against Hull was a rather end to end affair and under atrocious conditions, both teams trying hard to make the game as interesting as possible. After working all the week on the pitch to get it in a reason-

able condition, an hour before the kick off we had heavy rain which continued for best part of the game. At present it has been hard to walk across our pitch let alone trying to play football on it. It is a matter which we must look at seriously at the end of this present season. Not only ourselves, but a number of clubs are having problems because we have all had so much rain in the past few weeks. Only this week our Youth Team game at Bristol City had to be put off and a number of Reserve Team games have also suffered.

Our meeting with the Rendezvous Club members and supporters proved to be very successful, and although on one or two occasions the atmosphere became very electric, I am sure all who attended will admit that it was a success for ourselves and supporters.

The Club would like to congratulate Terry Hubbard and David Syrett who have both made appearances for their Country at under 23 and Youth level, Terry for the Welsh and David for England. We certainly hope they have many more to follow.

Second Division Scene

by Tony Pullein



Robins Year-by-Year

Part 15 — Season 1934/35

Middlesbrough's fabulous unbeaten run has set Second Division fans wondering—when was there last a comparable run in this division? In fact, it was not so long ago. In 1966/67 Coventry remained unbeaten in their final 25 games of the season. They were never given the chance to extend the run for, as Second Division champions, their next game was in Division One.

Orient striker Barrie Fairbrother has already broken his personal best goalscoring record with a third of the season still to go. His previous best tally was 13 in his first campaign as a League player, in 1969/70, but he is now way past that figure. There is no hope of the club scoring record being beaten, though, either by Barrie or by one of his successful colleagues Mick Bullock or Gerry Queen. Tom Davies's achievement of hitting 33 League goals in 1936/37 is quite safe.

Thirty-seven years is a long while for any record to stand, but it is by no means the best preserved among current Second Division sides. Bolton's scoring record has remained since Joe Smith hit 38 League goals back in 1920/21—before the change in the offside law made scoring more difficult.

Carlisle defender Peter Carr hopes to stay in football when his playing days end—as a photographer! At the moment he is getting in practise by taking action pictures of his Carlisle colleagues in training and attending evening classes at the local art college.

Final Table DIVISION III (South) — 1934/35

	P	W	D	L	For	Ag.	Points
1. Charlton Athletic	42	27	7	8	103	52	61
2. Reading	42	21	11	10	89	65	53
3. Coventry City	42	21	9	12	86	50	51
4. Luton Town	42	19	12	11	92	60	50
5. Crystal Palace	42	19	10	13	86	64	48
6. Watford	42	19	9	14	76	49	47
7. Northampton Town	42	19	8	15	65	67	46
8. Bristol Rovers	42	17	10	15	73	77	44
9. Brighton and H.A.	42	17	9	16	69	62	43
10. Torquay United	42	18	6	18	81	75	42
11. Exeter City	42	16	9	17	70	75	41
12. Millwall	42	17	7	18	57	62	41
13. Queen's Park Rangers	42	16	9	17	63	72	41
14. Leyton Orient	42	15	10	17	65	65	40
15. Bristol City	42	15	9	18	52	68	39
16. Swindon Town	42	13	12	17	67	78	38
17. Bournemouth and B.A.	42	15	7	20	54	71	37
18. Aldershot	42	13	10	19	50	75	36
19. Cardiff City	42	13	9	20	62	82	35
20. Gillingham	42	11	13	18	55	75	35
21. Southend United	42	11	9	22	65	78	31
22. Newport County	42	10	5	27	54	112	25

Football League Division III (South)

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

F.A. Cup

Rd. 1 — Newport (h)	4-0
Rd. 2 — Lincoln (h)	4-3
Rd. 3 — Chesterfield (h)	2-1
Rd. 4 — Preston (h)	0-2

Men Who Played

League appearances:

Armstrong, W. 31; Armstrong, T. H. 33; Briggs, A. L. 12; Bowl, H. T. 24; Cousins, H. 32; Duckworth, T. C. 27; Fisher, F. 16; Flanagan, W. J. A. 9; Fowler, A. 34; Gunson, J. G. 31; Herod, E. B. R. 39; Horrocks, S. 23; Houldsworth, F. C. 29; Jack, R. R. 20; Merrick, C. 19; Nixon, T. 25; Newbury, F. O. 5; Peters, F. 30; Wright, R. 11; Wallace, R. 12.

League scorers:

Fowler 19, Peters 16, Armstrong (T) 9, Gunson 7, Bowl 6, Fisher 4, Jack 2, Horrocks, Newbury, Mackay (Southend) and Dickenson (Torquay) each 1.

Record Defeat

Our 0-7 defeat at Crystal Palace was then our heaviest in League football.

DON'T MISS A COMPLETE SET! Part 16 of this unique club record series will appear in our next first-team programme.

Bolton hit by injuries

by Tony Pullein



Back Row: Left to Right. M. McBurney, P. Nicholson, P. Jones, C. Wright, B. Siddall, R. Phillips, G. Jones, J. Ritson, A. Waldron, J. C. Armfield (Man.)

Front Row: Left to Right. N. Whatmore, J. Byrom, A. Dunne, F. Lee, W. Rimmer, R. Greaves, I. Seddon, D. McAllister.

Injuries to defenders Don McAllister, Warwick Rimmer and midfield man Alan Waldron have played havoc with manager Jimmy Armfield's plans to keep a settled side as Bolton struggle to hang onto the Second Division place they regained this season.

Normally the back four would line up: John Ritson, Warwick Rimmer, Paul Jones and Don McAllister.

Ritson has been in the Bolton

defence for over five years, completing his 200th first-team appearance in League and Cup last season. Rimmer, a former England schoolboy international, comes from a footballing family. His father Sid was a familiar figure in Third Division circles with Tranmere and Watford while his uncle Ellis was a Sheffield Wednesday and England star of the 'thirties.

Jones made his first League

appearance three seasons ago and was ever-present last season when the Trotters won the Third Division championship. McAllister, another Bolton discovery, made his League debut four seasons ago and has held his place for the past three years.

The injury-enforced changes led to the recall of Paul Hallows for only his third senior game in two years since fracturing his skull playing against York City. Hallows, who made his Bolton bow five

seasons ago, came in at right-back in a re-arranged defence which included young Sam Allardyce who has been introduced to League soccer this season.

Ritson moved up to replace Alan Waldron in midfield where Peter Nicholson and Roy Greaves are normally the other performers.

Waldron's first appearance in Bolton's League team was in 1970/71, which had the unhappy ending of relegation to Division Three. But Alan played a big part in helping the club back into the Second Division last season.

Nicholson was a playing colleague of manager Jimmy Armfield at Blackpool, joining Bolton in 1971.

Greaves emerged as a striker in 1967/68, topping the Trotters' scoring list that season and the next. He also has spent a considerable period of his career as a mid-field player.

Top scorer is John Byrom, now well into double figures. John hit all three goals in Bolton's 3-2 victory over Stoke in the third round of the F. A. Cup. John has been Bolton's top scorer for three of the past four seasons. It was at Blackburn that he first came into prominence, winning England youth honours.

One of the best known players in the Bolton side is Peter Thompson who initially joined the club on loan from Liverpool this season. Peter opened his career with Preston, joined Liverpool in 1963 and, during a decade at Anfield he won League and Cup winners' medals and gained 16 England caps.

Scoring regularly for the Trotters this season is Neil Whatmore, who opened his League career in fine style with two goals on his debut against Swansea last April.

Garry Jones enjoyed a highly successful time last season, when he

hit 20 goals, but injuries kept him out for several weeks this term.

Ron Phillips has been a regular member of the Trotters' League team for five years and last season celebrated his 100th League appearance.

Former England defender Jimmy Armfield has quietly transformed the image of Bolton Wanderers in the 2½ years he has been manager. When he arrived the club had been relegated to the Third Division for the first time in their history but last season he led them back into Division Two as Third Division champions.

Mr. Armfield insists on loyalty and effort from his players. In return he has given them and the club similar dedication, refusing several offers to join bigger clubs.

'I want to make Bolton Wanderers a great club again,' he says. And, one day, when he saw a group of Manchester United supporters boarding a coach to take them to Old Trafford—a routine fortnightly arrangement for years—he angrily barred them, maintaining that he was not having people coming to Burnden Park to see Manchester United; he wanted them to come and see Bolton Wanderers.

His latest recommendation—fully supported by the board—went a long way towards achieving that objective. Bolton helped to create history by staging their third round F. A. Cup tie against Stoke City on a Sunday, attracting the third round's largest crowd of the season (39,138) as a result.

Mr. Armfield has created his present team almost entirely from the players who had failed in their relegation season of 1970/71.

Prior to this season's signing of Malcolm Darling, Mr. Armfield had signed only three first-team players — Henry Mowbray and Peter Nicholson, both for modest fees

from his old club Blackpool, and goalkeeper Charlie Wright who was given a free transfer by Charlton.

Mowbray and Wright have since left the club—and Darling has failed to gain a regular place—so Mr. Armfield is now almost back to square one. And that, in itself, must give him deep satisfaction for it can be argued that it is a simple matter to go out and buy a team whereas it takes skill and effort to transform 'failures' into successes.

Bolton have, of course, been for some while renowned for the quality of players raised in their nursery teams. They haven't been able to afford to spend large sums on new players. Indeed, there have been times when they haven't even been able to afford to keep some of their home-made stars!

Their main problem is financial so when they come up with a real star, like Francis Lee, it is difficult for a club in their position to refuse a £60,000 offer. That's what Manchester City paid for Lee in 1967. In Lee's case, he wanted better football anyway—and that's yet another problem. In 1966 they lost Wyn Davies to Newcastle though he was not one of their own discoveries. Four seasons ago Dave Hatton left for Blackpool, a fee of £40,000 being involved. Three seasons ago, Paul Fletcher's transfer to Burnley netted £60,000.

The loss of outstanding players naturally took its toll on the team's performances and in recent years Bolton had been struggling at the wrong end of the Second Division. In 1971 they ran things a little too close and they finally had to resign themselves to a spell of Third Division football.

With attendances showing a more healthy look in recent weeks Bolton hope they will be able to hold onto their best players now and eventually reclaim their place in Division One.

FROM THE CHAIRMAN

Welcome to this our first venture into Sunday football and while repeating the view of many religious organisations, I am afraid that it is a way of life that is changing our habits and we have many sports activities which now take place on a Sunday which is very much in line with the continent.

We are all looking forward to winning our match and getting away from the bottom three places, which will give us breathing space to build for success again. I feel confident that with our present young side and the addition of a little more experience the future for football in Swindon is very rosy indeed.

We need everyone to give encouragement at a time when we are fighting to stay in the 2nd Division and the lads do respond to this kind of up lift.

Our playing surface is giving us headaches and the weather is being most unkind. As soon as our groundsman gets a reasonable surface it is cut up into a morass and the constant rain has prevented us from working on it as much as we would like. If today the centre of our pitch looks like Weston sands it will be our only outlet until the end of the season when we intend to re-drain. We have called in the experts and this is the advice,—to sand down the middle of the pitch.

We held our first 'Meet the Club' evening last week and from response and comments since, it seems that another such event in the near future would be welcome and we shall give fair notice when this will take place.

Many people were interested in viewing the dressing rooms, treatment room, referees changing quarters, and the various offices located within the North Stand. We shall be only too pleased to show any interested supporters around the premises and if during the enforced industrial lay off any one cares to take the opportunity to do this then come along by all means.

With faltering attendances all over the country, clubs are looking to every means to augment their incomes—is sponsorship another way of help?

Many Amateur Clubs are finding sponsorship a great help and that financial problems and Rothmans are leading the way in this field. Rothmans have already given their name to the Isthmian League and clubs are encouraged to play attacking football with money incentives to score five goals in any one match. Added to this Rothmans insist on good conduct and a club can only win their incentives as long as they keep a clean sheet with no names taken etc. Clubs also compete in a Sportmanship League and points are awarded and deducted according to their playing record. The records kept on the performances of the Isthmian League clubs since this sponsorship has started compared with other seasons show a remarkable improvement of good conduct. Rothmans are intending to move further into this field of league sponsorship. Will it help the professional league? Who knows.

C. J. GREEN

FOR THE RECORD

			F.A.	Home Attendance
25 Aug.	Sheffield Wed.	H.	3-1	8267
1 Sept.	Preston N. End	A.	1-1	
8 Sept.	West Brom. Albion	H.	1-0	11583
11 Sept.	Bristol City	H.	0-1	13991
15 Sept.	Notts. County	A.	0-2	
18 Sept.	Notts. Forest	A.	0-2	
22 Sept.	Millwall	H.	1-3	7756
29 Sept.	Orient	A.	0-0	
2 Oct.	Notts. Forest	H.	0-0	6353
6 Oct.	Middlesbrough	H.	0-1	6787
13 Oct.	Luton Town	A.	1-2	
20 Oct.	Oxford United	H.	1-0	7537
23 Oct.	Bristol City	A.	0-1	
27 Oct.	Portsmouth	A.	1-3	
3 Nov.	Carlisle United	H.	2-2	6480
10 Nov.	Sunderland	A.	1-4	
17 Nov.	Blackpool	A.	0-2	
24 Nov.	Aston Villa	H.	1-0	8476
1 Dec.	Crystal Palace	A.	2-4	
8 Dec.	Fulham	H.	1-1	5568
15 Dec.	Bolton	A.	0-2	
22 Dec..	Orient	H.	2-2	5718
26 Dec.	Cardiff City	A.	1-2	
29 Dec.	West Brom. Albion	A.	0-2	
1 Jan.	Preston N. End	H.	3-1	8299
19 Jan.	Sheffield Wed.	A.	1-2	
26 Jan.	Hull City	H.	1-1	4389
3 Feb.	Bolton	H.		
9 Feb.	Millwall	A.		
19 Feb.	Notts. County	H.		
23 Feb.	Middlesbrough	A.		
26 Feb.	Luton Town	H.		

Please note the alterations to the February fixtures from the original fixture lists.

FOOTBALL COMBINATION

Table of Results to 29th January 1974 (Not inclusive).

	Pld	Won	Dwn	Lost	Goals		Points
					For	Agst	
Norwich City	26	16	5	5	53	23	37
A.F.C. Bournemouth	27	16	4	7	50	32	36
Leicester City	24	14	6	4	38	16	34
Luton Town	26	12	6	8	57	38	30
Ipswich Town	27	12	6	9	52	39	30
Arsenal	26	11	8	7	34	27	30
Plymouth Argyle	23	11	6	6	41	27	28
Queens Park Rangers	23	9	9	5	42	29	27
Tottenham Hotspur	25	9	8	8	28	29	26
Fulham	25	9	8	8	27	28	26
Oxford United	23	9	7	7	22	17	25
Birmingham City	25	10	5	10	26	26	25
Crystal Palace	24	10	5	9	30	32	25
Bristol Rovers	27	8	9	10	37	47	25
Chelsea	25	8	7	10	34	30	23
Swindon Town	23	8	7	8	32	31	23
West Ham United	24	9	5	10	30	31	23
Cardiff City	27	8	5	14	29	48	21
Bristol City	26	7	3	16	29	52	17
Southampton	27	5	7	15	30	61	17
Swansea City	22	6	3	13	27	43	15
Reading	23	2	1	20	16	57	5



Ron Potter and Dave Moss are the two Town players watching as the Hull keeper collects a cross.

Season 1973-74

League appearances and goal scorers

J. Allan	27	
R. Bunkell	1 (1 Sub.)	
F. Burrows	26	
J. Butler	27	1
R. Clarke	1 (2 Sub.)	
M. Colins	2 (3 Sub.)	
W. Dixon	5	
P. Eastoe	10	7
J. Gabriel	6	
T. Hubbard	12	
T. Jenkins	27	2
R. Legg	11 (2 Sub.)	1
M. McGovern	15 (4 Sub.)	1
J. McLaughlin	3 (1 Sub.)	
D. Moss	24 (1 Sub.)	5
D. Munks	6	
C. Porter	5 (2 Sub.)	
R. Potter	13 (1 Sub.)	
D. Syrett	12 (8 Sub.)	3
F. Sperti	1	
K. Stroud	12 (2 Sub.)	
R. Thomas	14	
R. Treacy	15	4
J. Trollope	22	

The man in the middle

JIM BENT

(Hemel Hempstead). A navigator in the R.A.F. (his parent association) began refereeing in the R.A.F. and has officiated in Malta and The Highland League in Scotland. Promoted to the Football Combination in 1967 and went on The League line the following year. Was appointed to the full list in 1972. Refereed a 1973 F.A. Challenge Trophy semi-final match, his hobbies include cross country running and playing squash, photography and gardening. Married with a son and daughter.

Forthcoming matches

Tuesday next, 5th February 1974
Football Combination
QUEENS PARK RANGERS
Kick-off 2.30 p.m.

Saturday 9th February 1974
Football Combination
SOUTHAMPTON
Kick-off 2.30 p.m.

Tuesday 19th February 1974
Football League Division II
NOTTS COUNTY
Kick-off 2.30 p.m.

Tuesday 26th February 1974
Football League Division II
LUTON TOWN
Kick-off 2.30 p.m.

Sunday, February 3rd, 1974 - Kick off 2 30 p.m.

SWINDON TOWN v. BOLTON WANDERERS

Swindon Town

- 1 Spratley
- 2 McLaughlin
- 3 Trollope
- 4 Munks
- 5 Potter
- 6 Stroud
- 7 Moss
- 8 Hubbard
- 9 Eastoe
- 10 Syrett
- 11 Butler

Bolton Wanderers

- 1 Siddall
- 2 Ritson
- 3 Dunne
- 4 Rimmer
- 5 Jones P.
- 6 Nicholson
- 7 Byrom
- 8 Jones G.
- 9 Greaves
- 10 Whatmore
- 11 Thompson

Referee:
Mr. J. E. Bent
(Hemel Hempstead)

Linesmen:
Red Flag
Mr. J. Lockyer
(Taunton)

Yellow Flag
Mr. A. Roberts
(Treharris, Glam.)



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