



Copyright  
Swindon Town FC

# SWINDON TOWN FOOTBALL CLUB

**Official Programme**  
**including League Football**



**1973-'74**

**Portsmouth**

**Price 7p**



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Football Company Limited 1972

# Swindon Town Football Company Limited

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County Ground, Swindon

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## Golden goals

**NOTTS COUNTY** - Tuesday, 19th  
February, 1974

£12 First Goal - 23m. 13s. - paid on  
23m. 7s. - R. Brown, 13 Ermin Street.,  
Blunsdon.

£1.50 Last Goal - 66m. 4s. - R. D.  
Kirby, 71 Queens Avenue, Highworth.

£1.50 Attendance 3284 - paid on  
9980 - Mrs C. Moss, 65 Fairlawn,  
Swindon.

**LUTON TOWN** - Tuesday, 26th  
February, 1974

£11.45 First Goal - 23m. 4s. - paid on  
22m. 49s. - Mrs. Cherry, 65 Birch  
Street, Swindon.

£1.40 Last Goal - 43m. 12s. - paid on  
42m. 18s. - F. Hawksbee, 26 Tiverton  
Road, Swindon.

£1.40 Attendance 2600 - paid on  
9163 - Mr. W. Davies, 78 Montague  
Street, Swindon.

# CHAIRMAN'S NOTES

This week has been a week of speculation by the press as to the future running of our Club.

As is common knowledge, we have parted company with our Manager Mr. Les Allen and I should like to take this opportunity of thanking him for his effort on our behalf. The fact that we have been unsuccessful in our quest for points, does not mean that there has been lack of effort to obtain them. Mr. Gordan Edleston has been put in charge of team affairs until a new Manager is appointed and I hope that the fans will support the team during this period.

The appointment of a full time Fund Raiser, Mr. Graham Drew, has meant a big change in our Fund raising organisation. Mr. John Selwood has been responsible for over twelve years for the administration of our competition which has yielded over £100,000 to the Club and this has entailed hard work and a dedication which has been shared by Doug Woodman, Keith Lester, Derrick Johnson and a host of other helpers. We are pleased to say that these last three

great supporters of our club are continuing to work under the guidance of Mr. Drew. Mr. John Selwood of course hands over the administration to Mr. Drew. We, the Football Club, would like to take this opportunity to thank John for all that he has done.

All correspondence and enquiries will be dealt with, at our new pools office situated under the West Stand opposite the car park.

The appointment of Mr. Jack Conley as our Chief Scout is an important move in the right direction we feel, to enable us to widen our scouting activities at all levels. Jack is no stranger to the club, having been on the staff with Bert Head and Danny Williams.

We have not been successful in staging Sunday Football since our first venture, because of the reluctance of our opponents to play on Sundays, but we shall keep on trying, in the hope that we shall get one more opportunity before the end of this season.

We have been asked by Oxford United to play at Oxford on Sunday March 17th and this we have agreed to do.

## STOP PRESS

### *Danny is back!*

Today we welcome back Danny Williams who needs no introduction to our supporters. Danny, in his own words, is no Messiah but considers that if every one will support him who supported him in the Wembley era then the future of the club could be assured.

C. J. Green

# Second Division Scene

by Tony Pullein



# Robins Year-by-Year

Part 18 - Season 1937/38

Bolton Wanderers are one of the first clubs to prepare their end-of-season retain and transfer list. Manager Jimmy Armfield has circulated clubs with the names of players he is prepared to release, one of them being striker Malcolm Darling, signed from Rochdale for £12,000 earlier this season.

Darling previously played for Blackburn and Norwich and, while with Blackburn, formed a lethal scoring partnership with John Byrom. Mr. Armfield had hoped that, by re-uniting the two players at Burnden Park, they would rediscover their old understanding. Unfortunately, it didn't work out.

Paul Hallows and Ron Phillips are among the other Trotters who are available.

Is it significant that, almost simultaneously, the teams walking away at the head of all top three divisions began to creak? Middlesbrough and Bristol Rovers both lost long unbeaten records and then struggled to recover while Leeds were enjoying a considerable amount of good fortune in extending their run.

Perhaps the tension is beginning to tell? In any event, as the pace hotted up in Division Two, it was Blackpool and Carlisle who were showing the most consistent form with West Bromwich and Forest edging up behind them.

Middlesbrough appeared to have built a sufficient lead to cushion themselves against any misfortune but clubs like Orient and Luton, who once looked well set to finish in the top three, could find themselves pushed out by the new inform teams.

## Final Table DIVISION III (South) - 1937/38

	P	W	D	L	For	Ag.	Points
1. Millwall	42	23	10	9	83	37	56
2. Bristol City	42	21	13	8	68	40	55
3. Queen's Park Rangers	42	22	9	11	80	47	53
4. Watford	42	21	11	10	73	43	53
5. Brighton and H.A.	42	21	9	12	64	44	51
6. Reading	42	20	11	11	71	63	51
7. Crystal Palace	42	18	12	12	67	47	48
8. Swindon Town	42	17	10	15	49	49	44
9. Northampton Town	42	17	9	16	51	57	43
10. Cardiff City	42	15	12	15	67	54	42
11. Notts County	42	16	9	17	50	50	41
12. Southend United	42	15	10	17	70	68	40
13. Bournemouth and B.A.	42	14	12	16	56	57	40
14. Mansfield Town	42	15	9	18	62	67	39
15. Bristol Rovers	42	13	13	16	46	61	39
16. Newport County	42	11	16	15	43	52	38
17. Exeter City	42	13	12	17	57	70	38
18. Aldershot	42	15	5	22	39	59	35
19. Leyton Orient	42	13	7	22	42	61	33
20. Torquay United	42	9	12	21	38	73	30
21. Walsall	42	11	7	24	52	88	29
22. Gillingham	42	10	6	26	36	77	26

### Division III (South)

	Home	Away
Aldershot	2-0	1-1
Bournemouth	1-0	2-1
Brighton	0-1	1-3
Bristol City	2-3	1-1
Bristol Rovers	2-1	2-1
Cardiff	2-0	2-2
Clapton Orient	1-0	0-1
Crystal Palace	4-0	1-0
Exeter	3-0	0-0
Gillingham	3-0	0-0
Mansfield	3-3	0-2
Millwall	1-2	2-0
Newport	3-2	0-2
Northampton	1-0	0-1
Notts County	1-0	0-3
Q.P.R.	1-3	0-3
Reading	0-0	1-2
Southend	1-1	0-0
Torquay	1-0	0-1
Walsall	1-1	3-2
Watford	0-2	0-4

### F.A. Cup

Rd. 1 - Gillingham (a)	4-3
Rd. 2 - Q.P.R. (h)	2-1
Rd. 3 - Grimsby (a)	1-1
(h)	2-1
Rd. 4 - Luton (a)	1-2

### Men Who Played

#### League appearances:

Bradley, J. 10; Bailey, H. 1; Byran, W. 11; Cousins, H. 35; Cookson, J. 17; Chambers, J. 1; Emery, D. K. J. 1; Fowler, A. 41; France, J. 1; Hetherington, J. A. 23; Jones, E. M. 40; Lucas, W. H. 32; Morrall, G. R. 39; Musgrave, J. 6; Morton, B. 29; Richardson, W. 9; Smith, A. J. 30; Swindon, S. A. 27; Tonner, A. E. 26; Wilcockson, S. E. 37; Wildman, F. R. 31; Woods, C. 4; Wise, K. K. 11.

#### League scorers:

Fowler 15, Lucas 7, Cookson 6, Bradley and Morton each 5, Jones 4, Hetherington 2, Morrall, Musgrave, Wise, Armstrong (Gillingham) and Chiverton (Millwall) each 1.

**DON'T MISS A COMPLETE SET!** Part 19 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.

# POMPEY NEED ANOTHER YEAR

by Tony Pullein



Portsmouth Football Club, 1973-74

Today we get the opportunity to try and avenge our 0-1 home F.A. Cup defeat by Portsmouth in January and, if Pompey's subsequent League results are any criterion, then we must stand a reasonable chance of achieving our objective. For, as Pompey went on to make further progress in the Cup, their League results took a knock and now it is clear that they will have to wait at least another

year before they take First Division football back to Fratton Park.

Manager John Mortimore received a big blow when it was discovered that his new signing Malcolm Manley—a £45,000 buy from Leicester City—would have to undergo a cartilage operation after injuring his knee at Notts County.

This was expected to earn a recall for Republic of Ireland international Eoin Hand, a player

who once spent a few weeks with us at the County Ground. Unfortunately, he did not impress at that time so he went back to Ireland. Some time later he was offered another chance by Portsmouth and he made his League debut for them in 1968.

Otherwise the back four will probably include Phil Roberts, Paul Went and John Collins.

Phil Roberts, a Welsh under-23

international, cost Portsmouth £52,000 when they persuaded Bristol Rovers to part with him.

Portsmouth invested a club record £150,000 fee in Fulham's Paul Went this season. Went, a former England youth international, played in Orient's League team when he was 16 and then spent five years with Charlton before joining Fulham in 1972.

Collins didn't get a League game with Spurs though he won the first of his seven Welsh under-23 caps while at White Hart Lane in 1969. He moved to Portsmouth in May 1971 and enjoyed his first taste of League football two seasons ago.

Goalkeeper John Milkins turned down the chance of joining Chelsea, Spurs and West Ham to sign for Portsmouth in 1959. He won England youth honours and made his League debut in 1960/61. Now he is Portsmouth's longest-serving player.

Norman Piper, Bobby Kellard and Mike Mellows are the usual midfield players. Piper, another England under-23 cap, joined Portsmouth from Plymouth in 1970. Kellard began at Southend a career which has subsequently seen him in the colours of Crystal Palace, Ipswich, Portsmouth (for an earlier two-year spell), Bristol City, Leicester and Crystal Palace again.

Mellows, capped 16 times for the England amateur XI, previously played League football with Reading but then went into amateur soccer again with Sutton United, Wycombe Wanderers and Winchester City before turning professional with Portsmouth this season.

Brian Lewis is another contender for a place in midfield. He, too, is in his second spell with Pompey. They initially signed him from Crystal Palace in 1963 but he moved to Coventry four years later. He then served Luton, Oxford and Colchester before returning to

Fratton Park two seasons back.

Men to watch up front are wing star Peter Marinello and Welsh international striker Ron Davies who may be joined by either Ray Hiron or Richard Reynolds.

Portsmouth paid a then club record fee, not far short of £100,000, for Marinello, a player who can float across the type of high ball that Davies revels upon. A big star with Hibernian, Peter had an unhappy time at Arsenal following a £100,000 transfer in 1969.

Ron Davies has already proved a huge success at Fratton Park, making and scoring several goals. Capped 28 times by Wales, Ron served his apprenticeship with Chester and then assisted Luton and Norwich on his way to the top. With Southampton, he was on two occasions the First Division's top scorer and, with over 260 League goals to his credit, he is now the highest scorer in the competition.

Hiron, a local discovery, was Pompey's top scorer for three seasons and he has now completed a century of League goals. Reynolds, a former England youth international, joined Portsmouth from Plymouth in 1971.

Portsmouth F.C. this season celebrated its 75th anniversary, celebrating the occasion with a banquet and many other functions. There have been so many great moments, great players, great teams during the club's 75 years. And Pompey's name is recorded indelibly in many of the game's history books for outstanding achievements.

Jimmy Dickinson's record of playing 764 League games for one club may never be equalled. Neither may the club's achievement of rising from the Southern League to the First Division in only seven years.

The club was formed in 1898 after the city's leading soccer club

Royal Artillery has been suspended for a breach of amateur regulations in the F.A. Amateur Cup. A public meeting was held and it was decided to form a professional club to keep the game alive in Portsmouth.

Some £5,000 was raised to buy the site for Fratton Park, then a market garden. And in 1899/1900 Pompey took over the Royal Artillery's place in the Southern League.

They became members of the Football League in 1920 and it took them only four seasons to take the championship of the Third Division (South) and just three more years to get into the First Division.

They remained in the top section for 25 consecutive seasons—a run bettered by only nine clubs in the game's history.

They got to Wembley for the first time in 1929, going down 0-2 to Bolton. Five years later they were back at the Empire Stadium and, with a 1-0 lead over Manchester City and only 17 minutes to play, it seemed the F.A. Cup would go to Fratton Park for the first time. Then Jimmy Allen was carried off injured—and City scored twice to win the Cup.

Luck eventually turned in 1939 when Pompey crushed hot favourites Wolves by 4-1 to win the Cup at last.

Portsmouth won the League Championship for the first time in 1948/49, aptly, in their Golden Jubilee Year. The following season they came out on top again.

While they have not managed to achieve such heights since those glorious days of the late 'forties—they later became the first ex-Champion club to suffer relegation to Division Three, but got out at the first attempt—there is much optimism, and enthusiasm, among the existing staff that the club can soon return to the First Division.

## FOOTBALL COMBINATION

Table of Results to Tuesday, 5th March 1974

(Not inclusive)

	P	W	D	L	For	Ag.	Pts.
Norwich City	30	18	7	5	64	27	43
A.F.C. Bournemouth	31	18	6	7	55	34	42
Ipswich Town	33	17	7	9	63	43	41
Leicester City	30	16	7	7	42	21	39
Arsenal	30	13	10	7	38	29	36
Tottenham Hotspur	32	13	10	9	38	34	36
Luton Town	30	13	8	9	64	44	34
Chelsea	31	14	6	11	53	37	34
Queens Park Rangers	27	11	10	6	49	34	32
Oxford United	28	12	7	9	29	23	31
Plymouth Argyle	28	11	8	9	44	37	30
Fulham	29	11	8	10	32	31	30
Birmingham City	31	12	6	13	30	33	30
Swindon Town	28	11	7	10	40	38	29
West Ham United	28	11	5	12	33	39	27
Crystal Palace	28	10	5	13	34	45	25
Bristol Rovers	30	8	9	13	38	53	25
Cardiff City	31	8	6	17	32	54	22
Bristol City	30	8	4	18	32	56	20
Southampton	31	6	7	18	34	69	19
Swansea City	26	7	3	16	33	53	17
Reading	28	3	2	23	21	64	8

## HELLENIC LEAGUE

Oxford City	29	20	4	5	86	37	44
Newbury Town	29	17	8	4	82	36	42
Cirencester Town	25	17	3	5	77	29	37
Waddesdon	27	15	5	7	71	44	35
Kidlington	29	14	6	9	54	47	34
Aston Clinton	28	14	5	9	58	43	33
Rivets Sports	22	14	4	4	60	27	32
Maidenhead Social	25	12	7	6	50	38	31
Morris Motors	29	13	5	11	59	45	31
Oxford Univ. Press	27	13	4	10	54	42	30
Long Wittenham	28	11	8	9	50	50	30
Walcot	24	11	7	6	49	33	29
M.G. Athletic	29	11	6	12	51	50	28
Swindon Town	30	11	5	14	70	53	27
Easington Sports	27	11	5	11	42	42	27
Wroughton	27	10	5	12	40	61	25
Garsington	29	10	1	18	51	67	21
Watlington	26	6	3	17	35	73	15
Abingdon United	30	5	1	24	33	99	11
Princes Risborough	26	3	3	20	27	83	9
Buckingham Athletic	30	1	3	26	26	126	7

## PREVIOUS MATCH BALL DONORS

D. E. MASLIN (Electrical Contractors)  
 HOWARD & SONS (Farmers, Livestock & General Hauliers)  
 C. J. GREEN, Esq. (Decorator)  
 COWLEY BROS. (WROUGHTON) Ltd.  
 CLOVER LEAF  
 Mr. L. J. WALKEY (Chairman & Managing Director of Dial a Fleet Limited)  
 W. COLLINS (Turf Accountant)  
 HAMBRO (Life Assurance Limited)  
 SEVERN ELECTRO DIESEL (Cirencester)  
 H. DUCK (Cycles & Toys)  
 HARRIS' OF CALNE  
 HOWARD LANNIN and ASSOCIATES

## 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.	2-2	8864
16 Feb.	Millwall	A.	3-0	
19 Feb.	Notts. County	H.	1-4	3284
23 Feb.	Middlesbrough	A.	1-2	
26 Feb.	Luton Town	H.	0-2	2600
2 March	Cardiff City	H.	1-1	5126
9 March	Portsmouth	H.		
16 March	Oxford United	A.		
23 March	Sunderland	H.		
30 March	Carlisle United	A.		

## Forthcoming matches

Saturday, 16th March 1974  
 Football Combination  
 BRISTOL CITY  
 Kick-off 3.00 p.m.

Saturday, 30th March 1974  
 Football Combination  
 LUTON TOWN  
 Kick-off 3.00 p.m.

Saturday, 23rd March 1974  
 SUNDERLAND  
 Kick-off 3.00 p.m.

Tuesday, 2nd April 1974  
 IPSWICH TOWN  
 Kick-off 3.00 p.m.

Tuesday, 26th March 1974  
 Football Combination  
 QUEEN'S PARK RANGERS  
 Kick-off 3.00 p.m.

# Where YOUR Gate Money Goes !

*How the match receipts of a Football League game are distributed.*

The home club is entitled to charge match expenses. If the game is played at night and the floodlights are used we are able to charge up to a maximum of £20. The expenses of the referee and linesmen are paid by the Football League, but initially payment is made by the home club and recovered from the League later.

But the biggest impact on a club's takings is VAT which swallows up no less than one eleventh of the gross receipts.

It costs about £100 to staff the

County Ground Stadium on a match day in the employment of turnstile operators and stewards. As you know a large number of police are on duty and this costs the club from £170-£220 per match. We also pay 50p for every 1,000 spectators to the St. John A.B. which does a magnificent job at our games; and the printing of match tickets and bills through the computer costs £110.

Visiting clubs pay their own expenses, such as travel costs and overnight accommodation, but are entitled to 8p for every adult spectator and also for every adult season ticket holder whether he or she attends or not; plus 4p for every juvenile. If there is a gate of

10,000, of which 1,500 are adults, the visiting club would receive £750.

When all expenses have been met, the Football League has a levy of four per cent of the remaining balance.

What remains belongs to the home club and, on average, has to cover a fortnightly period and out of this the club's day-to-day expenses, heating, lighting, staff and players' salaries and bonuses, etc., have to be met. It is generally reckoned that only about ten of the 92 Football League clubs are solvent, and it isn't any wonder. How clubs will be able to exist on gates of five thousand or fewer is beyond comprehension.

## Season 1973-74

League appearances and goal scorers

J. Allan	29	
R. Bunkell	1 (1 Sub.)	
F. Burrows	29	
J. Butler	32	1
R. Clarke	5 (3 Sub.)	1
M. Collins	2 (4 Sub.)	
R. Compton	3	2
W. Dixon	9 (1 Sub.)	
P. Eastoe	11	7
J. Gabriel	6	
T. Hubbard	15	1
T. Jenkins	31	2
R. Legg	11 (4 Sub.)	1
M. McGovern	16 (4 Sub.)	1
J. McLaughlin	8 (1 Sub.)	
D. Moss	30 (1 Sub.)	6
D. Munks	10	
C. Porter	5 (2 Sub.)	
R. Potter	18 (1 Sub.)	
A. Spratley	4	
D. Syrett	15 (9 Sub.)	3
F. Sperti	1	
K. Stroud	15 (2 Sub.)	
R. Thomas	14	
R. Treacy	15	4
J. Trollope	28	

## The man in the middle

### KENNETH WILLIAM BAKER

(Rugby, Warwicks) took up refereeing in the Leamington and District League and progressed through local leagues to the West Midland League in 1965. He was promoted to The League Line two years later and the supplementary list in 1970. The following season he was appointed to the full list. He refereed the 1969 F.A. Amateur Cup semi-final (Whitley Bay v Sutton Utd) and was on the line for the 1970 Fairs Cup game Hertha Berlin v Victoria Setubal and 1971 League Cup semi-final (Aston Villa v Manchester Utd). A chief security officer, he is chairman of the Rugby Referees Association and plays tennis for the Rugby Police team. Served for 12 years in the Metropolitan and Warwickshire Police forces rising to the rank of Detective Sergeant before leaving the force and being appointed to the Chief Security Officer with a large industrial concern.

## Key of the board

Saturday, March 9th, 1974

- A Bristol City v. Liverpool
- B Burnley v. Wrexham
- C Newcastle v. Notts Forest
- D Q.P.R. v. Leicester
- E Coventry v. Stoke
- F Derby v. West Ham United
- G Everton v. Birmingham
- H Norwich v. Chelsea
- I Wolves v. Ipswich
- J Bolton v. W.B.A.
- K Cardiff v. Preston N.E.
- L Crystal Palace v. Sunderland
- M Fulham v. Carlisle
- N Hull City v. Luton
- O Middlesbrough v. Millwall
- P Notts. County v. Sheffield Wed.
- Q Southport v. Chesterfield
- R Tranmere v. York City
- S Watford v. Bournemouth
- T Brentford v. Scunthorpe

Saturday, March 9th, 1974 — Kick-off 3 p.m.

# SWINDON TOWN v. PORTSMOUTH

## Swindon Town      Portsmouth

1	Spratley	1	Best
2	McLaughlin	2	Roberts
3	Trollope	3	Wilson
4	Butler	4	Piper
5	Potter	5	Went
6	Munks	6	Hand
7	Moss	7	Marinello
8	McGovern	8	McCann
9	Compton	9	Davies
10	Syrett	10	Kellard
11	Jenkins	11	Jennings

Referee:  
Mr. K. L. Baker  
(Rugby)

Linesmen:  
Red Flag  
Mr. J. J. Faulkner  
(Didcot)

Yellow Flag  
Mr. B. T. Stevens  
(Stonehouse)



# TEXACO

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and  
Show Jumping

