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Swindon Town FC

SWINDON TOWN FOOTBALL CLUB

**Official Programme
including League Football**



1973-'74

Sunderland

Price 7p



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Football Company Limited 1972

Swindon Town Football Company Limited

Registered Office
County Ground, Swindon

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Golden goals

CARDIFF CITY – 2nd March, 1974
£27.50 First Goal – 21m. 50s. – paid on
21m. 51s. – S. Warren, Coronation
House, Lambourn.
£3.50 Last Goal – 63m. 26s. – paid on
62m. 40s. – A. J. Orchard, 28 Bath
Road, Fyfield, Marlborough.
£3.50 Attendance 5126 – paid on
9025 – Mr. C. Jordan, 12 Sandhill,
Shrivenham.

PORTSMOUTH – 9th March, 1974
£38.00 First Goal – 18m. 4s. – J.
Wilson, 581 Queen's Drive, Swindon.
£4.80 Last Goal – 82m. 23s. – Mr. R.
Bunt, 29 Archery Road, Cirencester.
£4.80 Attendance 5364 – paid on
9023 – Mr. D. R. Bull, 34 Yiewsley
Crescent, Stratton St. Margaret,
Swindon.

NEWS and VIEWS

The wheel has almost gone full circle and we begin again as in 1965. Danny is back, and I can state quite categorically the white shorts will return next season. That I am sure will please officials and supporters alike.

The club has gone through a very difficult period, during the last two seasons, and we are indeed grateful to all who supported us. Attendance has been low, but we know we have a hard core of real supporters, men and women, who have been with the club, through all the hard times right from 1950 and even earlier. They are the backbone of Swindon Town. Men like Albert Ludlow (who still buys a number of season tickets each year). Fred Haines, a supporter for over fifty years, has lost the use of one leg and can only move by the aid of a support, yet he travels to every home game, and brings with him from Wantage something like another twelve supporters. So one could continue, and we have also many loyal supporters who have joined up with the club during the past ten years. We sincerely hope the number of spectators will increase: we realise it is wrong to appeal to people to come to the matches. Football has got to become attractive to draw the crowds back to the County Ground.

This I can assure you the Club will endeavour to do. We must look forward. Every possible help will be given to the Manager. He is fully aware of the situation and the

limitations he has to face, but the outlook is surely brighter than for a long time.

The club has been criticized for selling players. The transfer of players is brought about for many reasons. In the main the players have wanted to move (chiefly to a higher grade of football). When they have had success, they are not content, and want to improve their prospects, and who can blame them. In 1969 Swindon had great success. Last season, our opponents of today won the F.A. Cup whilst a Division Two club. Witness players feel they have ability, and so Sunderland has encountered difficulties, and have lost at least two of their cup winning team.

There are other reasons for selling players, sometimes financial, clash of personalities, and differences over wages etc. These are not being put forward as excuses, but merely stating the facts. With the removal of the maximum wage structure, players contracts have become very involved, but with the trend of smaller attendances, wages may be lower, or the number of professionals reduced, which is happening in most clubs, even those in Division One, for instance Arsenal.

As I said at the beginning the wheel has almost gone full circle, may it continue, and success once again come our way. We have many long serving and loyal servants working with that aim in view. I am sure it will come. May it be soon.

Second Division Scene

by Tony Pullein



Robins Year-by-Year

Part 19 — Season 1938/9

West Bromwich Albion, Middlesbrough and Luton. These are the three clubs who will gain promotion this season—according to current form. Crystal Palace, in the bottom three all season, will escape relegation while unlucky Preston will find the point they forfeited for playing an unregistered player will put them down into Division Three.

All this is assuming that clubs maintain the rate of performance they have been showing over the past five or six weeks. If we study every Second Division club's last three home and away results, and compute the points likely to be obtained for the remainder of the season, we would find the final table looking like this at the top:

	P	Pts.
1. Middlesbrough	42	65
2. Luton	42	54
3. West Bromwich	42	51
* * *		
4. Blackpool	42	50
5. Forest	42	48
6. Orient	42	48

Obviously, it will not work out quite like that. But the exercise does indicate just what a close fight it is going to be for that third promotion place.

The best Second Division example of the advantages of Sunday football is provided by Crystal Palace whose three Sunday home games have averaged 26,000—against only 20,000 for matches played on Saturdays and midweek.

Final Table DIVISION III (South) — 1938/39

	P	W	D	L	For	Ag.	Pts.
1. Newport Co.	42	22	11	9	58	45	55
2. Crystal Palace	42	20	12	10	71	52	52
3. Brighton	42	19	11	12	68	49	49
4. Watford	42	17	12	13	62	51	46
5. Reading	42	16	14	12	69	59	46
6. Q.P.R.	42	15	14	13	68	49	44
7. Ipswich Town	42	16	12	14	62	52	44
8. Bristol City	42	16	12	14	61	63	44
9. Swindon Town	42	18	8	16	72	77	44
10. Aldershot	42	16	12	14	53	66	44
11. Notts County	42	17	9	16	59	54	43
12. Southend United	42	16	9	17	61	64	41
13. Cardiff City	42	15	11	16	61	65	41
14. Exeter City	42	13	14	15	65	82	40
15. Bournemouth	42	13	13	16	52	58	39
16. Mansfield Town	42	12	15	15	44	62	39
17. Northampton	42	15	8	19	51	58	38
18. Port Vale	42	14	9	19	52	58	37
19. Torquay United	42	14	9	19	54	70	37
20. Clapton Orient	42	11	13	18	53	55	35
21. Walsall	42	11	11	20	68	69	33
22. Bristol Rovers	42	10	13	19	55	61	33

Division III (South)

	Home	Away
Aldershot	2-1	0-1
Bournemouth	4-2	0-2
Brighton	3-2	0-4
Bristol City	1-0	1-1
Bristol Rovers	2-1	0-5
Cardiff	4-1	1-2
Clapton Orient	2-0	0-5
Crystal Palace	2-2	1-1
Exeter	2-1	0-0
Ipswich	1-1	1-3
Mansfield	1-2	1-1
Newport	8-0	4-6
Northampton	1-0	2-0
Notts County	4-1	0-2
Port Vale	1-1	0-2
Q.P.R.	2-2	1-2
Reading	4-2	0-3
Southend	2-1	3-2
Torquay	3-1	3-1
Walsall	1-4	0-5
Watford	3-0	1-4

F.A. Cup

Rd. 1 — Lowestoft (h)	6-0
Rd. 2 — Southport (a)	0-2

8-0 Win

Our 8-0 win over Newport County equalled our best in League football.

Men Who Played

League appearances:

Bryan, W. 11; Barraclough, A. 21; Chambers, J. 3; Cousins, H. 42; Butcher, F. 36; Emery, D. K. J. 8; Ephgrave, G. A. 1; Fowler, A. 21; Francis, C. T. 41; Hedley, F. 1; Jones, E. M. 34; Jones, D. G. 15; Lucas, W. H. 39; Morrall, G. R. 23; Morton, G. R. 40; Murphy, J. P. 4; Olney, J. H. 10; Parkhouse, R. R. 24; Swinden, S. A. 9; Tonner, A. E. 16; Wildman, F. R. 30; Wilcockson, S. E. 28; Wise, K. K. 1; Woolhouse, R. 4.

League scorers:

Morton 28, Francis 16, Lucas 8, Barraclough 6, Fowler 5, Jones and Wilcockson each 4, Emery 1.

DON'T MISS A COMPLETE SET! Part 20 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.

SUNDERLAND TO WAIT ANOTHER YEAR?

by Tony Pullein



Back Row left to right: B. Stokoe (Manager), M. McGiven (now with West Ham) Vic Halom, John Lathan, Trevor Swinburne, Jimmy Montgomery, Ritchie Pitt, Joe Bolton, Keith Coleman (now with West Ham) A. Cox (Ass. Manager).
Front Row left to right: M. Horswill (now with Manchester City) R. Malone, D. Watson, D. Young, R. Kerr, D. Tueart (now with Manchester City) B. Hughes, I. Porterfield, R. Guthrie.

Sunderland's fabulous F.A. Cup success last season seems a world away now that they have been eliminated from this season's competition and are no more than an outside bet for promotion. But, while they can still scent the possibility of First Division football returning to Roker next season, we can expect to see Bob Stokoe's men fighting for every ball and every point.

At the moment it seems that

they will have to wait at least another year before regaining their First Division place, their penalty for dropping an excessive number of home points to lesser rivals.

Mr. Stokoe was involved in some hectic transfer activities as the deadline approached. Striker Dennis Tueart and midfield man Mick Horswill were transferred to Manchester City for £275,000 and £100,000 respectively while Tony Towers, valued at £125,000, left

City for Roker Park as part of the deal.

City's decision to release Towers was astonishing. One of the finest midfield players in the game today—certainly one of the best ball-winners—Tony has already won England under-23 honours and has a right to expect bigger things.

Earlier Sunderland had sold reserve striker John Lathan and paid a further £10,000 to Mansfield in exchange for defender Dennis

Longhorn, who hit the only goal in their 1-0 win over Fulham last Saturday. Longhorn has spent his formative years with Bournemouth, joining Mansfield two seasons ago.

The departure of Tueart, second highest scorer with 13 goals, has imposed a heavier burden upon leading marksman Vic Halom, scorer of 17 goals which included a magnificent League Cup hat-trick against Derby. Halom began his career with Charlton, moved to Orient in 1967 and joined Fulham two years later. Luton signed him in 1971 and he joined Sunderland last season.

Sunderland's third striker has been Billy Hughes, who came through for his senior debut in 1966/67 and has been a permanent member of the senior squad for five years. Last season was his best to date—he finished top scorer with 20 goals including the winner against Arsenal in the F.A. Cup semi-final.

Most likely midfield players with Towers are Bobby Kerr and Ian Porterfield. But, if Horswill plays in defence, then expect Rod Belfitt to play in midfield.

Kerr made his senior debut in 1966/67 and later recovered from two broken legs to gain a regular place four seasons ago. Porterfield cost £38,000 in January 1968 when he left Raith Rovers. For the past three seasons he has been playing consistently well, particularly at Wembley where he scored Sunderland's Cup-winning goal.

Sunderland signed Rod Belfitt from Everton this season for £70,000. He began his career with Leeds where he was more or less a permanent understudy but he got his wish for regular League football following his £50,000 transfer to Ipswich in 1971. One year later he moved on to Everton for £80,000.

Bob Stokoe suffered a major loss at the beginning of the season when Ritchie Pitt incurred an injury which kept him out for several

months. Alan Young, signed from Newcastle last season, took over at the centre of the defence which usually lines up: Dick Malone, Dave Watson, Young and Joe Bolton.

Malone, a Scottish under-23 international, joined Sunderland from Ayr United three years ago for £30,000.

Sunderland created a sensation when they paid Rotherham £100,000 for Watson, then a striker, three years ago. Earlier Rotherham had bought him from Notts County for a mere £7,000. Two seasons ago he was Sunderland's top scorer but he then reverted to defence and is currently in line for an England cap.

Bolton, a local discovery, has recently been enjoying his first long run in the Sunderland side.

The familiar figure of Jim Montgomery remains in goal. He made his debut for Sunderland in 1961/62 and has now played more games than any player in the club's 95-year history. During his early days, Jim won six England under-23 caps.

Bob Stokoe, who celebrated the greatest highlight of his career when he guided Sunderland to victory at Wembley last season, first broke into League soccer with Newcastle United in 1950. He was initially a centre-forward but it was after switching to centre-half that we saw the best of him. He was a member of Newcastle's F.A. Cup winning side in 1955.

Bury signed him in February 1961 and were so impressed they appointed him player-manager before the year was out. By the end of his first season in control, Bury were promoted to the Second Division.

He later took charge at Charlton and Rochdale before going to Carlisle in October 1968. His next job was as manager of Blackpool and they were among the promotion favourites when he left to take over

at Sunderland just over a year ago.

It is small wonder that Roker fans are so keen to see the club back in the top division. For there was a time when Sunderland were far more successful than the Leeds and Liverpools of today.

They won the League Championship three times in their first five seasons in the League in the 1890's. They won the title again in 1902, 1913 and 1936 but it wasn't until 1937 that they won the F.A. Cup for the first time in their history.

Until last season, however, there had been no cause for celebration at Roker Park. Until 1958 they were able to live on their reputation as being the only League club never to play outside the First Division. It took them six years to regain First Division status but they never quite re-established themselves again.

It was thought in 1964, when they did get back into the top division, that it would be the beginning of a new era of success for the club. Unhappily, things didn't work out like that. For Sunderland spent six years facing the almost perpetual threat of relegation which finally overtook them in 1970.

The tremendous enthusiasm engendered last season has, in the main, been maintained and attendances this season have been averaging around the 25,000 mark. A huge 41,658 turned up for the local derby with Middlesbrough—an unhappy event, as things turned out, for Sunderland ended the game with only eight men, two having been sent off for dissent with another hobbling off injured—while, curiously, another bumper attendance of 31,935 turned up to see Crystal Palace in October.

Clearly Sunderland, with that sort of support, should be in the First Division. They have the potential to do well at the top. The biggest problem is—getting there.

The County Ground this last week has been a very busy place for the television cameras and reporters again.

After the engagement of Danny came his first new signing in Peter Eastoe, and I am sure that our supporters will be pleased about this, and will wish him well.

This is the beginning of Danny's re-organisation and the atmosphere in and around the club has already begun to feel the effects of Danny's presence.

People who were fortunate enough to have seen the Reserve team play against Bristol City last week must have been impressed by the youth players of the side, and with added experience the youth of the club will grow in stature.

Mr. Graham Drew, our new Fund Raiser, is quickly getting to know Swindon and its populated areas, and he and his team are working to sell Swindon Town to the public, so if they knock on your door, I know they will be pleased to meet you, the real supporters.

Our Rendezvous Club is becoming very popular these days, not only as a meeting place before and after the matches, but also during the week. We have just had a new dance floor installed which is a vast improvement on the dancing space we have had previously. Functions held at the Club during the week include disco, groups, bingo, etc. also bar snacks are available.

If you are not a member, but would like to join then do so now, either at the Club or the General Office of the Football Club. Membership fee is now only 50p.

Our Reserve team fixture list is overloaded due to the cancellation of games put off because of the state of grounds this season, and we shall be playing at least twice a week until the end of the season.

Danny will have plenty of opportunity to assess the strength of his youngsters before the end of the season.

Few people give thought to the headaches which cancelled games cause club secretaries. It is not only finding a suitable date for ourselves, but of course for the opposition as well.

A coming attraction to the County Ground before the end of the season is a joint benefit game for John Trollope and Roger Smart, and we will be having an All Star Team versus Wolverhampton League Cup winners of this year. We will be giving you plenty of details very soon, but we are hoping to bring back Mike Summerbee, Don Rogers, Ernie Hunt, Bobby Woodruffe, Peter Noble, Peter Downsborough, Rod Thomas, Stan Harland etc.

PREVIOUS MATCH BALL DONORS

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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.	1-2	5364
16 March	Oxford United	A.	1-1	
23 March	Sunderland	H.		
30 March	Carlisle United	A.		
6 April	Aston Villa	A.		
13 April	Blackpool	H.		
15 April	Hull City	A.		
20 April	Fulham	A.		
27 April	Crystal Palace	H.		

Forthcoming matches

Tuesday, 26th March 1974

Football Combination

QUEEN'S PARK RANGERS

Kick-off 3.00 p.m.

Tuesday, 2nd April 1974

Football Combination

IPSWICH TOWN

Kick-off 3.00 p.m.

Saturday, 30th March 1974

Football Combination

LUTON TOWN

Kick-off 3.00 p.m.

Saturday 13th April 1974

Division II

BLACKPOOL

Kick-off 3.00 p.m.



David Syrett takes on and rounds a Portsmouth defender on his way towards goal but his shot ended up wide of the target.

Season 1973-74

League appearances and
goal scorers

J. Allan	29	
R. Bunkell	1 (1 Sub.)	
F. Burrows	29	
J. Butler	34	1
R. Clarke	5 (3 Sub.)	1
M. Colins	2 (4 Sub.)	
R. Compton	4	2
W. Dixon	11 (1 Sub.)	7
P. Eastoe	12	
J. Gabriel	6	
T. Hubbard	15	1
T. Jenkins	33	2
R. Legg	11 (5 Sub.)	1
M. McGovern	17 (4 Sub.)	1
J. McLaughlin	10 (1 Sub.)	1
D. Moss	32 (1 Sub.)	7
D. Munks	12	
C. Porter	5 (2 Sub.)	
R. Potter	20 (1 Sub.)	
A. Spratley	6	
D. Syrett	16 (10 Sub.)	3
F. Sperti	1	
K. Stroud	15 (2 Sub.)	
R. Thomas	14	
R. Treacy	15	4
J. Trollope	30	

The man in the middle

HARRY POWELL

(Stourport, Worcs) Took up refereeing after playing and progressed through local leagues, the Worcestershire Combination, West Midlands League and Central League to The League line. Promoted to the supplementary list in 1970-1 and the full list last season. On the line for a U.E.F.A. Cup game, Arges Petesti v. Real Madrid in Rumania last season, also officiated in the Anglo-Italian Cup. Married with a daughter he works as a carpet supervisor. Played for the Combined Services and Kidderminster Harriers. Secretary and Treasurer of the Midland Border Counties Floodlight League.

Key of the board

Saturday, March 23rd, 1974

- A Arsenal v. Manchester City
- B Coventry v. Q. P. Rangers
- C Derby v. Ipswich
- D Everton v. Chelsea
- E Leeds v. Burnley
- F Manchester Utd. v. Tottenham H.
- G Newcastle v. Leicester
- H Norwich v. Stoke
- I Sheffield Utd. v. West Ham Utd.
- J Southampton v. Birmingham
- K Wolverhampton v. Liverpool
- L Aston Villa v. Portsmouth
- M Blackpool v. Preston N.E.
- N Bolton v. Luton
- O Cardiff v. Millwall
- P Crystal Palace v. Bristol City
- Q Fulham v. Notts. Forest
- R Hull City v. Carlisle
- S Middlesbrough v. Oxford Utd.
- T Notts. County v. West Brom. Alb.

Saturday, March 23rd, 1974 — Kick-off 3 p.m.

SWINDON TOWN v. SUNDERLAND

Swindon Town

Sunderland

1. Spratley
2. Dixon
3. Trollope
4. McLaughlin
5. Potter
6. Munks
7. Moss
8. Syrett
9. Eastoe
10. Butler
11. Jenkins
12. Clarke

1. Montgomery
2. Malone
3. Bolton
4. Longhorn
5. Watson
6. Belfitt
7. Kerr
8. Hughes
9. Halam
10. Porterfield
11. Towers
12. Young

Referee:
Mr. H. Powell
(Worcester)

Linesmen:
Red Flag
Mr. C. W. Gardner,
(Taunton)

Yellow Flag
Mr. B. R. Stockley
(Swanage)

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