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Swindon Town FC

SWINDON TOWN FOOTBALL CLUB

Official Programme
including League Football



1973-'74

Crystal Palace

Price 7p



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Football Company Limited 1972

Swindon Town Football Company Limited

Registered Office
County Ground, Swindon

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SEASON TICKETS SEASON 1974/75

Season Tickets for Season 1974/75 are to include free admission to Reserve Matches and there will be, with the exception of the Rendezvous Club Seats, just two prices i.e. North Stand £15.50 and South Stand £14.50, both prices inclusive of VAT.

Senior Citizens, upon production of their Pension Books and Children under 16, upon production of their birth certificates, will receive a reduction of 50% on the price of their Season Tickets.

Payment for Season Tickets can be made by easy payments over the period of the close season by weekly or monthly instalments.

SEASON TICKETS WILL GAIN, IN ADDITION TO FREE ENTRY TO RESERVE MATCHES, FREE ENTRY TO THREE LEAGUE MATCHES ON THE PRICES QUOTED ABOVE.

Golden goals

BLACKPOOL — 13th April, 1974
£33.65 First & Last Goal — 43m.48s. —
Paid on 43m.47s. — J. Boyd, 44 Ground-
well Road, Swindon.

£3.75 Attendance 4655 — Paid on 9011
— O. T. Garraway, Melbourne Farm,
Patterdown, Chippenham.

NEWS and VIEWS

So we come to the end of another season. It could be a decisive game for our visitors, but at the time of writing it is not possible to say.

During the past two seasons, the club has gone through a very difficult period, results have been poor, but not through lack of effort.

In 1969 Swindon won the League Cup, and gained promotion to Division 2. The club certainly did not rest on its achievements. In 1970 Swindon almost gained promotion to Division 1. Really the vital game in that season was against Blackpool on 7th April 1970. Result 1-1. Many will recall a very controversial decision which went against Swindon, and as a result our opponents went into Division 1 along with Leicester City. To show the interest at that time, the attendance was 28,520. What a boost it would have been had Swindon gained promotion?

In the Summer we went on to win the Anglo Italian Cup, being invited to participate, through winning the League Cup.

The beginning of Season 1971 was the fruition of many dreams and aspirations, the opening of the new stand on the north side of the ground. Today it ranks as one of the finest in the country, and its amenities, dressing rooms, baths, and medical rooms are second to none. Despite the criticisms of poor results, the stand is a permanent asset, and will serve the club well. We look forward with confidence to the day when we see every seat filled.

Other plans, schemes, and moves were being formulated, but unfortunately some of them failed. Had they succeeded, they would have been hailed as master-strokes, but it was not to be, and the

fortunes of the club, sank lower and lower. Then after a great deal of thought and heart-searching Danny Williams was brought back as manager. Many may think the move should have been made earlier, in view of the splendid results in our last three games. But you know even among football directors there is still a little milk of human kindness. Maybe to succeed in this harsh football world, one has to be ruthless, I don't think Swindon can be accused of being that. To me there is still kindness and tradition in football.

Once again may we thank all supporters, for standing by the club, and a special thank you to those of you who have purchased programmes.

See you all next season when once again we play in our real colours, red shirts, and white shorts. Gone for ever, are those awful black shorts, one big bonfire I hope.

Now just a little thought for the future, and two instances of how fortunes in football can change so quickly. Last season Colchester finished in 3rd position from the bottom of the Fourth Division and had to seek re-election. Today they occupy 2nd place and are assured of promotion to Division 3.

In Season 1968-69 Oldham was relegated to Division 4, and the following season finished sixth from the bottom of that league. However in Season 1970-71 they occupied 3rd position, and were promoted to Division 3 along with Notts. County, York City and Bournemouth. Oldham are now certain of promotion to Division 2, and appear to be going to be worthy champions of Division 3.

So Swindon take heart, we could soon be back.

Second Division Scene

by Tony Pullein



Robins Year-by-Year

Part 21 – Season 1947/48

Though Carlisle United have enjoyed their best playing season on record – and were on the very brink of the First Division – they have been losing a massive £500 per week. This means the club must continue its policy of selling players in order to survive

A new – and certainly unwanted – record will be created if Sheffield Wednesday and Preston both leave the Second Division at the wrong end. It would mean that, for the first time, four former League Champion clubs will be playing in Division Three next season. Blackburn and Huddersfield are already down. Never before have more than two ex-champions played together in the Third Division.

Bristol City's new striker Paul Cheesley has set up a curious deal with manager Alan Dicks and coach John Sillett. The former Norwich player received £1 from each for every goal he scores. But – and here's the crunch – he has to pay them £1 each whenever he fails to score. It is all part of a plan to improve his confidence.

One of soccer's 'characters' has been told that his playing days are now definitely over. Goalkeeper Charlie Wright played for Glasgow Rangers, Working, Grimsby, Charlton and Bolton in his time. He also won an international cap – for Hong Kong! – while on national service. He has not played for Bolton's first-team this season, much of his time being spent coaching the 'A' team. He suffered a back injury in October and now doctors have advised him not to attempt playing again.

Final Table DIVISION III (South) – 1947/48

	P	W	D	L	For	Ag.	Pts.
1. Q.P.R.	42	26	9	7	74	37	61
2. Bournemouth	42	24	9	9	76	35	57
3. Walsall	42	21	9	12	70	40	51
4. Ipswich Town	42	23	3	16	67	61	49
5. Swansea Town	42	18	12	12	70	52	48
6. Notts. County	42	19	8	15	68	59	46
7. Bristol City	42	18	7	17	77	65	43
8. Port Vale	42	16	11	15	63	54	43
9. Southend United	42	15	13	14	51	58	43
10. Reading	42	15	11	16	56	58	41
11. Exeter City	42	15	11	16	55	63	41
12. Newport County	42	14	13	15	61	73	41
13. Crystal Palace	42	13	13	16	49	49	39
14. Northampton	42	14	11	17	58	72	39
15. Watford	42	14	10	18	57	79	38
16. Swindon Town	42	10	16	16	41	46	36
17. Leyton Orient	42	13	10	19	51	73	36
18. Torquay United	42	11	13	18	63	62	35
19. Aldershot	42	10	15	17	45	67	35
20. Bristol Rovers	42	13	8	21	71	75	34
21. Norwich City	42	13	8	21	61	76	34
22. Brighton	42	11	12	19	43	73	34

Division III (South)

	Home	Away
Aldershot	1-0	2-2
Bournemouth	0-1	0-1
Brighton	1-1	0-1
Bristol City	2-2	2-2
Bristol Rovers	1-1	1-3
Crystal Palace	0-0	1-1
Exeter	3-2	1-2
Ipswich	0-1	1-0
Leyton Orient	0-1	3-0
Newport	1-2	0-2
Northampton	0-0	0-0
Norwich	3-2	2-2
Notts. County	1-1	1-2
Port Vale	1-0	0-1
Q.P.R.	0-0	2-0
Reading	1-1	3-2
Southend	0-0	0-1
Swansea	1-0	0-1
Torquay	2-2	1-1
Walsall	0-3	0-1
Watford	3-0	0-1

F.A. Cup

Rd. 1 – Ipswich Tw. (h)	4-2
Rd. 2 – Aldershot (a)	0-0
(h)	2-0
Rd. 3 – Burnley (a)	2-0
Rd. 4 – Notts. Co. (h)	1-0
Rd. 5 – Southampton(a)	0-3

Men Who Played

League appearances:

Bain, J. A. 33; Bingham, W. P. 1; Boulton, F. P. 30; Burton, S. 5; Dryden, J. G. 21; Emery, D. K. 37; Ferguson, A. 7; Ithell, W. P. 39; Jones, W. M. 25; Kaye, G. H. 25; Lloyd, W. L. 22; Lucas, W. H. 28; Maguire, J. E. 28; Nunn, W. 4; Onslow, L. G. 3; Owen, M. 34; Painter, E. G. 38; Paterson, G. L. 18; Preece, J. C. 7; Stephens, A. 3; Stephens, J. W. 7; Saunders, R. A. 1; Williams, G. G. 16; Young, A. E. 30.

League scorers:

Owen 17, Jones 10, Maguire 4, Dryden, Lucas each 3, Bain 2, Kaye, Paterson each 1.

Cup Run

After knocking out the previous season's losing finalists, Burnley, on their own ground, we proceeded to enjoy our best Cup run since 1929. This earned us exemption from the first two rounds the following season.

Can Palace Finish the Job?

by Tony Pullein



Derek Possee (Forward)



Don Rogers (Forward)

What looked certain to be the most humiliating season in Crystal Palace's history, could even now — at this eleventh hour — be concluded with the satisfaction of avoiding relegation for the second season in succession. After all the promises and the expenditure, Palace fans had expected something better than a season-long battle to keep out of Division Three.

Yet if manager Malcolm Allison can complete one of the most

remarkable salvation jobs of the past decade, then Selhurst fans can indeed look forward to better things. For, in pulling Palace out of a desperate situation, Mr. Allison has done it by insisting that his team plays football as he wants it played.

That an escape route would still be open at this late stage of the season would have seemed an impossibility at the turn of the year. Only a few months after

dropping out the the First Division, Palace were then firmly planted at the bottom of the Second — five points behind the 19th club and with a game fewer to play.

There seemed absolutely no chance of escaping relegation. With only two victories in 24 games behind them — and Mr. Allison having permutated no fewer than 30 players in multifarious combinations, without any material signs of success — what hope could

there be?

Then, as if by magic, results began to improve. The team showed a settled line-up for the first time since Mr. Allison took over last season, and in their following five games Palace collected nine points — very nearly doubling their total for the season!

Since then Palace have motored steadily towards a place of safety.

These past two years have been agonising for Crystal Palace. Their struggle to stay in the First Division last season was accompanied by turmoil and heartbreak. The club was virtually re-constituted overnight (in the board room, managerial and coaching departments plus the administration staff and fund-raisers). It also invested heavily in new players.

Still, relegation came. And, for all the changes, it seemed that Palace were once again to fade back into years of oblivion in Division Three.

The Palace side which began to turn the corner contained seven new players signed by Mr. Allison this season — defenders Stewart Jump and Roy Barry, midfield men Derek Jeffries, Ben Anderson and Jeff Johnson plus strikers Mick Hill and Peter Taylor.

In addition, there is the young goalkeeper Paul Hammond who was given his chance by Mr. Allison. So the only survivors of the old Palace team likely to be in action today are Mel Blyth, Don Rogers and Alan Whittle.

So, if Palace do escape the drop, Mr. Allison will be entitled to feel mighty proud of building virtually a completely new team overnight. Some Palace fans argue, of course, that the old team may well have fared better but that's a purely hypothetical argument. This does not lessen Malcolm Allison's achievement.

Running through today's team, then, we are most likely to find

Paul Hammond in goal. He developed in the juniors and got his first few League games last season when John Jackson was injured. Paul took over as first-choice for this season's early games, and, after being dropped, returned against Sheffield Wednesday and has since remained first choice.

The back four could be: Ben Anderson, Roy Barry, Mel Blyth and Stewart Jump. But Paddy Mulligan could come in at right-back.

Anderson returned to League football this season after a three-year spell in South Africa. Malcolm Allison spotted him in action last summer and invited him back to England. Ben began his professional career with Blackburn, making his debut in 1964/65. Bury signed him in 1968 and he was for two years a regular in their first-team.

Barry left Coventry on a £40,000 transfer in September. A most experienced defender, Roy played for eight years in the Scottish League for Hearts and Dunfermline before transferring to Coventry in 1969.

A £10,000 fee securing Blyth's transfer from Scunthorpe in 1968 and he was for five years a permanent member of the Palace team. Jump joined Crystal Palace a few weeks ago from Stoke, after initially signing on loan. A £70,000 fee clinched the deal. Stewart made his League debut for Stoke in 1970/71.

Mulligan, a Republic of Ireland international, joined Palace from Chelsea for £75,000 last season. Chelsea had signed him from Shamrock Rovers for £17,500 in 1969.

The midfield players include Jeff Johnson, Derek Jeffries and Peter Taylor.

Johnson was a reserve player at Manchester City when Mr. Allison was in charge. Jeff's chances in the League team at Maine Road were limited but he gained much

experience when he played all last season on loan to Swansea. Palace paid £12,000 for him last season.

When Jeffries fell into dispute with Manchester City at the beginning of the season, Palace boss Malcolm Allison — who knows him well — immediately made a £115,000 offer for his transfer. An England under-23 player, Derek can play in midfield or as a sweeper.

Palace signed Taylor from Southend for £120,000 this season and he has proved an invaluable addition to the team. He scored his first Palace goal against us at Selhurst Park and has recently been settling down to his old scoring form.

Derek Possee, Alan Whittle and Don Rogers are the usual strike force, both Whittle and Rogers being players who enjoy attacking from deep positions.

Possee began at Tottenham without really establishing himself as a first-teamer. Millwall signed him in 1968 and, shortly before leaving The Den last season, Derek created a new club record of 79 League goals. Palace paid £100,000 for him.

Another of Palace's expensive purchases. Whittle was signed from Everton for £100,000 last season, scoring in his first game for Palace against Manchester United. A former England youth and under-23 international, Alan made his bow in Everton's League eleven in 1967/68.

Rogers needs no introduction, of course, for it was here at the County Ground that he built his career and rose to England under-23 status. He played exactly 400 League games for us before his £140,000 transfer in November 1972. Last season we was Palace's top scorer with 15 goals and now he will come top of their strikers' list for the second time. He has hit 15 goals this season, three of them from penalties.

FROM THE CHAIRMAN

This being our last Second Division game for at least another season, I would like to thank all of our supporters for their loyalty during a season which I know we shall all want to put behind us. Although we are terribly disappointed, we the management, are determined to do everything in our power to get promotion as soon as it is possible.

With the appointment of Danny Williams and the re-arrangement of his staff I feel confident that we shall regain some of our lost glory. The one good thing that has emerged from this season is the progress made by our younger players. With so many players on the staff Danny has a chance of building a side that could be playing for Swindon Town for many years.

Many promises have been made to our supporters over the years but at no time have they been fulfilled as they were in Danny's stay with us before. A lot of publicity has been given to the offer made by television to the football league club which they have now turned down this week and I would like to state that it is not the wish of the clubs to deprive people of the opportunity to watch televised matches, but an objection to the very small fee which clubs receive for that privilege. The clubs are asking for re-negotiations for a period of one year and they, we hope, will be successful.

For the first time in the history of the club we have made a ballot for cup final tickets available to our season ticket holders, this is being drawn out at today's match. We get many genuine applications for cup tie tickets and we only wish that we had the tickets to sell, but at long last the football association have decided to give the competing teams the larger allocation, and I am sure that all our followers will agree with this remembering how hard it was to satisfy our own supporters in our Wembley day but of course this means a smaller allocation for other clubs.

Please do not forget to support John Trollope and Roger Smart's benefit match on Monday 6th May and tell your friends about it, we shall have many well known stars to see including Mike Summerby, Dennis Law, Don Rogers, Derek Dougan, Ernie Hunt, etc.

Once again thank you for your past support and I hope that you will be behind Danny and his lads next season.

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Phone 22118 Ext 8**

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BOROUGH NEWS

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Mr. R. GUGGENHEIM

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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.	0-2	6178
30 March	Carlisle United	A.	1-5	
6 April	Aston Villa	A.	1-1	
13 April	Blackpool	H.	1-0	4655
15 April	Hull City	A.	1-0	
20 April	Fulham	A.	1-4	
27 April	Crystal Palace	H.		

Forthcoming matches

Tuesday, 30th April 1974
Football Combination
A.F.C. BOURNEMOUTH
Kick-off 7.30 p.m.

Thursday 2nd May, 1974
Wiltshire Professional Shield -
Final 2nd Leg
SALISBURY
Kick-off 7.30 p.m.

Monday 6th May, 1974
John Trollope & Roger Smart Testimonial Match
SWINDON TOWN ALL STAR XI v WOLVES
Kick-off 7.30 p.m. (Stand tickets now on sale for this match)



Ray Clark gets into a tangle with a Blackpool defender as the keeper collects this cross.

Season 1973-74

League appearances and goal scorers

J. Allan	34	
R. Bunkell	1 (1 Sub.)	
F. Burrows	29	
J. Butler	37	1
R. Clarke	10 (3 Sub.)	2
M. Collins	2 (4 Sub.)	
R. Compton	4	2
W. Dixon	16 (2 Sub.)	
P. Eastoe	18	8
J. Gabriel	6	
T. Hubbard	19	1
T. Jenkins	36	3
R. Legg	11 (5 Sub.)	1
M. McGovern	19 (5 Sub.)	3
J. McLaughlin	15 (1 Sub.)	1
D. Moss	38 (1 Sub.)	7
D. Munks	17	
C. Porter	5 (2 Sub.)	
R. Potter	26 (1 Sub.)	
A. Spratley	7	
D. Syrett	19 (11 Sub.)	5
F. Sperti	1	
K. Stroud	16 (3 Sub.)	
R. Thomas	14	
R. Treacy	15	4
J. Trollope	36	
P. Fiocca	1	

The man in the middle

ROBERT PERKIN

(Stafford) Went on the League supplementary list in 1970 and promoted to the full list the following year after progressing through local leagues, the Midland Intermediate and Central Leagues. Was senior linesman for the Scotland — N.Ireland home international last season and is chairman of Stafford Referee's Association Council. Married with a daughter, he works as a senior press shop tool setter. Hobbies include motoring and dancing.

Key of the board

Saturday, April 27th, 1974

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

Saturday, April 27th, 1974 — Kick-off 3 p.m.

SWINDON TOWN v. CRYSTAL PALACE

Swindon Town

Crystal Palace

- 1 Allan
- 2 McLaughlin
- 3 Dixon
- 4 Hubbard
- 5 Burrows
- 6 Marks
- 7 Moss
- 8 Clarke
- 9 Eastoe
- 10 Syrett
- 11 McGovern

- 1 Hammond
- 2 Mulligan
- 3 Jump
- 4 Johnson
- 5 Barry
- 6 Blyth
- 7 Jeffries
- 8 Possee
- 9 Hill
- 10 Rogers
- 11 Taylor P.

Referee:
Mr. R. N. Perkin
(Littleworth, Stafford)

Linesmen:
Red Flag
Mr. A. Richards
(Aberdare)

Yellow Flag
Mr. D. W. Lloyd
(Fernhill Heath, Worcester)

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