

Swindon Town Football Club



Official Programme 5np 1/-



Swindon Town v Liverpool

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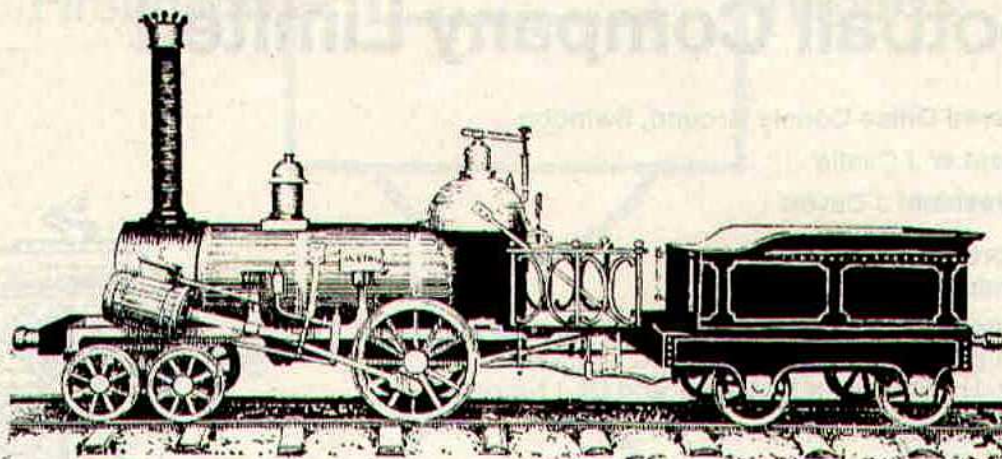


Tuesday, 6th October, 1970 – Football League Cup (3rd Round)

Swindon Town v Liverpool

Kick-off 7.30 p.m.

Swindon Town	OFFICIALS	Liverpool
1 Jones	REFEREE	1 Clemence
2 Thomas	Mr W S Castle	2 Lawler
3 Trollope	Worcester	3 Lindsay
4 Butler		4 Smith
5 Burrows		5 Lloyd
6 Harland		6 Hughes
7 Smith		7 Hall
8 Gough		8 Evans A.
9 Horsfield	LINESMEN	9 Heighway
10 Noble	Red Flag:	10 McLaughlin
11 Rogers	Mr J Griffiths	11 Thompson
12	Oxford	12
Colours:	Yellow Flag:	Colours:
Red and White	Mr J Helps	White
	Neath	



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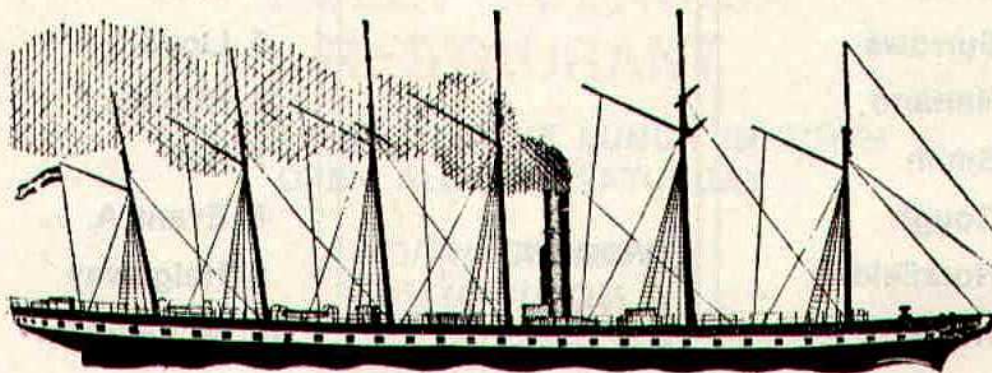
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news & views

For the first time ever, we welcome Liverpool to the County Ground for this important League Cup game. Whilst we have obtained players from our visitors, there seems little tie-up between the two clubs. One significant fact does emerge. The flagstaff at Anfield is the top-mast of the first iron ship, the *Great Eastern*. This ocean monster was Isambard Kingdom Brunel's most ambitious project. Besides the giant paddles, she had the biggest propeller ever put into a ship. She was six times larger than any other ship of her day, and remained unrivalled in size for 50 years. Swindonians proudly remember Brunel as Chief Mechanical Engineer of the Great Western Railway, who for a period lived in Swindon. Brunel Street, named after him, ran parallel to Regent Street, but is now almost demolished. Brunel was responsible for building much of the Great Western Railway and its tunnels (Box and the Tunnel Entrance) and bridges (Saltash Viaduct, and even Clifton Suspension Bridge). He also built the *Great Britain*, recently brought back to Bristol. We give this story because there are thousands of skilled Swindon trained engineers throughout the world justly proud of their association with Swindon, its Works and its football. Maybe the age of steam has been replaced by the diesel and the internal combustion engine, but the Great Western and Swindon Town F.C. remain as part of our heritage. Many of us have been involved with the Football Club for almost fifty years, with its traditions and its ambitions. Despite being accused of living in the past, there is still

much tradition in football (for instance Aston Villa, the name still stirs the pulse, and at present produces a gate of 30,000 for a Third Division game). Those men we spoke of earlier, still retain a great affection for Swindon Town, and eagerly seek the results of all games.

Our visitors today have built up a certain tradition with its famous Kop (named after the Boer War battle of Spion Kop), so that goes back a few years. The spectators who occupy that section of the ground are looked upon as the most knowledgeable and sporting crowd in the country. Good play is well and truly applauded, be it by home team or visitors.

The story of Liverpool is given elsewhere in this programme, but mention must be made of men who have done so much to make this Club so strong and famous.

First and foremost John McRenna, probably the greatest League legislator football has ever known. He was President of the Football League from 1910 to 1936, and was the great driving force behind Liverpool F.C. and the League. His successor of later years, Will Harrop, equally as great, has been spoken of as one of the most balanced men ever to sit a football "chair". (In my opinion those words could equally apply to the previous Chairman of Swindon Town F.C., Mr. W. J. Castle.)

Finally, Bill Shankly, the tough Scot, who frankly admits "Footballers are born not made", yet has built the Liverpool team into one of the strongest and most skilful in the country. He was appointed

(continued on page 20)

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Personality Spot ...

Tony Gough



Tony Gough

Born Bath. Signed for Bristol Rovers from Bath City at age of 17 and subsequently returned to Bath. Signed from Bath City July 1970 to return to League Football. Height 5ft 5in. Weight 10st 10lb.
Wife: Brenda, Children: Paul (7), Tina (5), Trudy (3).
Hobby: Golf.

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our visitors

Liverpool



Ray Clemence (Goalkeeper)

Skegness-born Clemence started his League career with Scunthorpe United, having two seasons with them, including 44 League appearances in 1966/67, prior to signing for Liverpool in the summer of 1967. Gained an England Under-23 cap against Wales – without having been in the Merseysider's senior side. Staked a claim for regular first team selection with 14 Division 1 appearances last season.

Tommy Lawrence (Goalkeeper)

Born in Scotland but brought up in Lancashire, Lawrence made his League debut in October 1962, after five years in the Junior and Central League sides. A first team regular until part way through last season, he has played for Scotland at full level as well as in Under-23 games.

Chris Lawler (Full-back)

A native of Liverpool who joined the Club upon leaving school, he had his initial outing in March 1963. He was then a reserve centre-half, but a couple of seasons later switched to the No. 2 position, where he quickly established himself as an extremely sound and capable player, with a streak of attacking enterprise which has brought him a useful crop of goals.

Geoff Strong (Full-back or Half-back)

Joined the Club from Arsenal in November 1964, and has since proved himself a most versatile player, having filled eight different positions in the team during his Anfield service, invariably giving a sound display in them all. Started his career with Arsenal as an amateur in 1957, and was the Gunners' leading scorer in 1963/64 with 26 goals in 38 League outings.

Alec Lindsay (Half-back)

A native of Bury, and a former England Youth International, he was signed from Bury in March 1969. A versatile player, who has also played at full-back and as a forward.

Ron Yeats (Centre-half)

Signed from Dundee United in the summer of 1961, Yeats has been a commanding figure in the Merseyside club's defence ever since, and has captained the side almost from the start. A native of Aberdeen, he has played twice for Scotland in senior internationals, and up to the end of the 1969/70 season had figured in 346 League games for Liverpool.

Larry Lloyd (Centre-half)

Bristol-born, he joined Liverpool in April 1969 from Bristol Rovers. He made eight Division 1 appearances last season, and shows all the signs of developing into a top class defender.

Ian Callaghan (Forward)

Liverpool-born Callaghan has been at Anfield since leaving school, making his first appearance in the senior eleven in April 1960, aged 17. Two years later he was firmly established as a regular choice, and up to the conclusion of season 1969/70 had figured in 352 League games. He has played twice for England in full internationals as well as in Under-23 matches.

Ian St. John (Forward)

A former Scottish International with 21 full caps to his credit. St. John was signed from Motherwell in May 1961. Averaged 20 League goals per season in his first three campaigns with Liverpool, when he was one of their main strikers, but in recent years has been more of a schemer and midfielder.

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our visitors *continued*

Tommy Smith (Right-half)

Another native of Liverpool who joined the Anfielders upon leaving school and made his way to the top via the junior sides. Has played for England at Youth and Under-23 level, captaining the latter side. Had his initial League outing in May 1963, becoming a regular first team choice eighteen months later. Has played occasionally as a forward.

Peter Thompson (Forward)

Signed from Preston North End in the summer of 1963, after making 122 League appearances for the Deepdale club. Thompson has missed only nine League games for Liverpool in the last seven years, bringing his career total to 406 League appearances. A native of Carlisle he has played for England at full international and Under-23 level, and was a member of the World Cup Party in Mexico, although he was not fortunate enough to be included in the eventual squad.

Bobby Graham (Forward)

A native of Motherwell who joined Liverpool after leaving school, Graham is one of the few players who can boast of scoring a hat-trick when making his League debut, which he did against Aston Villa in 1964, aged 18. He was an ever present in the first team last season, scoring 21 goals in all competitions.

Alun Evans (Forward)

Son of a former West Bromwich Albion player, and born in Bewdley, near Kidderminster, Evans won schoolboy caps at inside-forward before joining Wolves as an apprentice in 1965. He turned professional in October 1966, and made his Football League debut on 16th September 1967, during which season he was also capped at England Youth level. He subsequently played in twenty first team games for Wolves, filling four forward positions, being transferred to Liverpool on 16th September, 1968.

Emlyn Hughes (Full-back or Half-back)

A native of Barrow he began his professional career with Blackpool, for whom he made his League debut in May 1966, aged 18. Cost Liverpool what was then their record fee when secured from the Seasiders in February 1967, and has since developed into a top class player. Has represented England at full international and Under-23 level. He was a member of the World Cup Squad in Mexico.



Emlyn Hughes

Jack Whitham (Forward)

Born in Burnley, he was signed from Sheffield Wednesday in April 1970. He was a regular scorer with his former club, for whom he was top scorer last season.

Doug Livermore (Forward)

Liverpool-born, he joined the Club as an amateur in August 1964, and signed professional in November 1965. He made 14 Division 1 appearances last season, including one as substitute.

Our visitors Liverpool F.C.



Back row:

J. Whitham
R. Yeats
L. Lloyd
C. Lawler
I. Ross

Centre row:

D. Livermore
S. Heighway
R. Clemence
T. Lawrence
J. McLaughlin
I. St. John

Front row:

I. Callaghan
R. Graham
P. Thompson
E. Hughes
A. Evans
T. Smith

Potted History of Liverpool

Formed in 1892, when they took over their present ground after Everton, the original tenants, had moved to Goodison Park, Liverpool spent their first season in the Lancashire League, though not by choice. Immediately following their formation they applied for membership of the Football League's Second Division, but the Management Committee of those days turned them down, suggesting they should first prove themselves worthy of League membership. This Liverpool quickly proceeded to do, for they topped the Lancashire League at the first time of asking and also won the Liverpool Senior Cup. Renewing their application for Football League membership, they were this time accepted, and thus began a career which has since seen them become one of the most famous clubs not only in England, but in Europe.

Before going into further details, let us set out in simple form the Club's achievements in football's main competitions:

First Division champions in 1900/01, 1905/06, 1921/22, 1922/23, 1946/47, 1963/64 and 1965/66.

Second Division champions in 1893/94, 1895/96, 1904/05 and 1961/62.

F.A. Cup Winners in 1964/65.

Cup Finalists in 1914 and 1950.

European Cup semi-finalists in 1964/65.

European Cup Winners Cup Finalists in 1965/66.

Although relegated from the First Division on four occasions, in three instances they regained their senior membership at the first time of asking. Although it took the Club eight years to win promotion on the last occasion they suffered relegation, only once during those eight years did they finish lower than fourth.

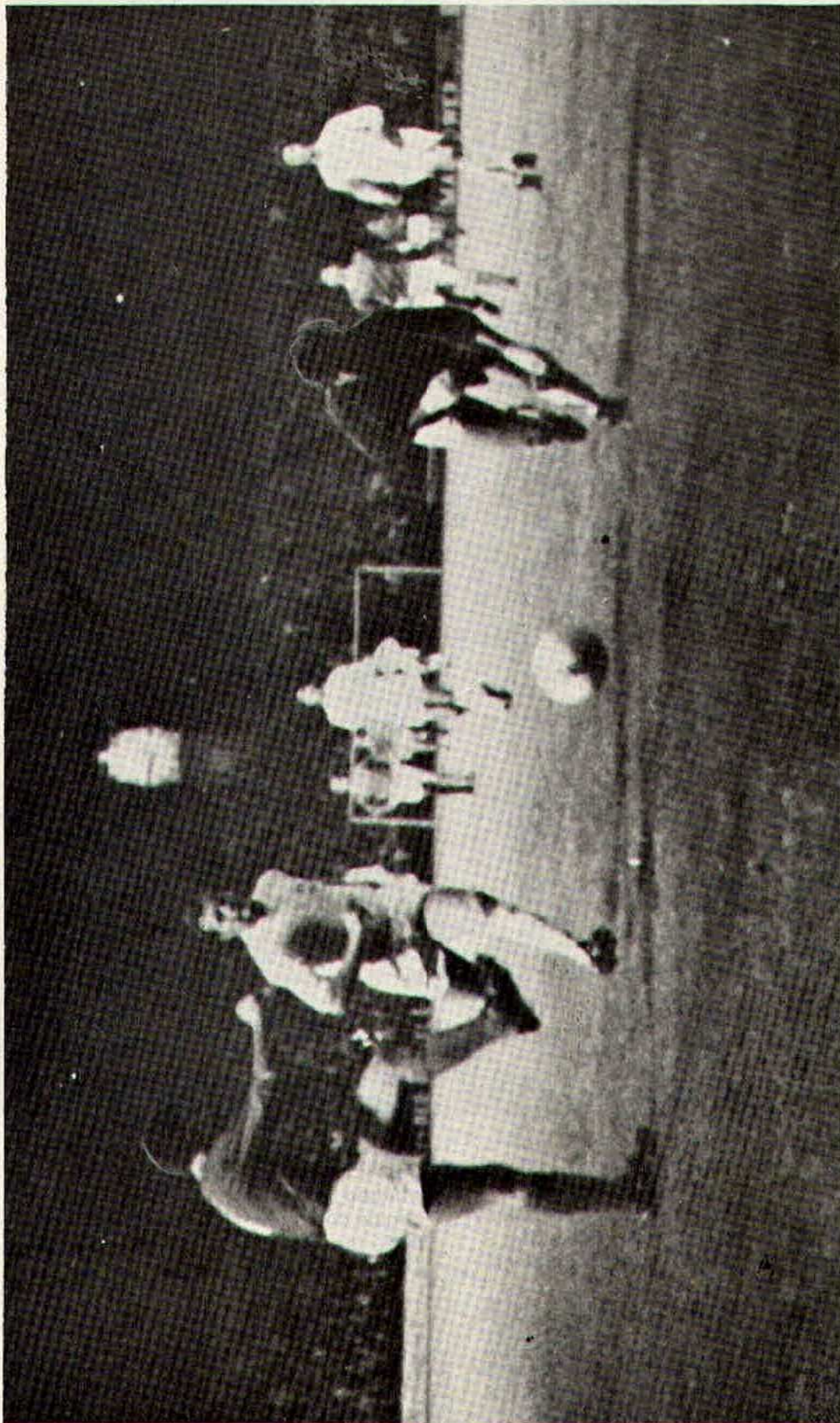
When topping the Second Division in 1961/62 they won ten and drew one of their first eleven games, and were never once deposed from leading position in the table throughout the campaign.

Liverpool were the first Football League club ever to top the Second and First Division in consecutive seasons, which they did in 1904/05 and 1905/06. Only three other clubs have since equalled this performance. They also hold the record for the First Division of having played most games at the start of a season without defeat, when they were unbeaten in their first 19 matches in 1949/50. In the twentieth game they lost only by a last minute penalty goal.

The Liverpool club's ground at Anfield is one of the best and most up-to-date in the country, with a capacity of approximately 54,000, the vast majority of whom are under cover. During the last five years two new cantilever stands have been erected. The Club is fortunate in having a very loyal following, and throughout the whole post-war period attendances have kept to a very high level, the average gate at League matches in 1968/69 season being 47,350.

From 1905/06 to 1953/54 the Liverpool club has maintained an unbroken association with the First Division, a run of almost half a century in the top flight of football. Only Sunderland can boast of a longer unbroken senior membership.

During their long career Liverpool have had many famous players on their books, and have supplied numerous internationals for all four home countries. In the 1966 World Cup competition no fewer than seven Liverpool players were included in the preliminary list of 40 names from which England intended to choose her World Cup sides. When the preliminary list was whittled down to the final 22 from which choice could be made, Liverpool had three representatives - Roger Hunt, Ian Callaghan and Gerry Byrne.



Don Rogers makes it look easy as he casually rolls the ball into the net after rounding the 'keeper. 3-0.

the man in the middle

William Castle

Started refereeing junior matches in 1950 and has progressed through the Staffs County League and the Central League to the Football League Line in 1961 and became a Football League referee in 1967. Some of the more important matches he has officiated in are 1968 Wales v Scotland Youth International and Hamburg v Prague Inter Cities Fairs Cup

match. In 1969 he officiated in the Football League Cup Final between Arsenal and Swindon Town.

Mr. Castle is married with two children, a boy aged 10 and a girl aged 7. His interests include his work; he is employed as a sales representative, his family and his refereeing.

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SATURDAY, 10th OCTOBER, 1970

Division II – Kick-off 3 p.m.

Swindon Town v Queens Park Rangers

SATURDAY, 17th OCTOBER, 1970

Football Combination – Kick-off 3 p.m.

Swindon Town v Queens Park Rangers

SATURDAY, 24th OCTOBER, 1970

Division II – Kick-off 3 p.m.

Swindon Town v Middlesbrough



Don Rogers, Swindon's spot kick expert, sends the 'keeper the wrong way, and slots goal No. 2.



Going up! Arthur Horsfield challenges Kitchener for a high cross. (Kitchener was later sent off.)

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continued from page 3

Manager in December 1959, and to quote one periodical has "worked wonders".

We look forward to a great night of grand and entertaining football. We are sure we shall not be disappointed.

Our ex-player, Jimmy Cross, is still very ill in the Princess Margaret Hospital. The best wishes of all of us here at the County Ground go out to him for a speedy and complete recovery. Good Luck, Jim!

Flashback 1953-54

Saturday, 3rd October, 1953

Swindon Town 5, Bristol City 0 (half-time 2-0).

Scorers: Owen, Bull, Cross, Lambert, Lunn.

Swindon Town: Burton; Hunt, Hilton; Cross, Hudson, Johnston; Lunn, Betteridge, Owen, Lambert, Bull.

Bristol City: Cook; Guy, Bailey; Peacock, Roberts, Williams; Rogers, Eisentrager, Micklewright, Boxley, Watkins.

Referee: Rev. S. V. Davis (Oxford). Attendance: 15,481.

Jimmy Cross scored his first goal for Swindon.

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