



Copyright
Swindon Town FC

Swindon Town Football Club



Official Programme

including League Football

v Queen's Park Rangers

1972-73 Season

Price 7p



Enjoy wining and dining in comfort at



The *Rendezvous*
Club

County Ground, Swindon

Cabaret

Dancing

Excellent cuisine

MEMBERSHIP ENQUIRIES INVITED * Telephone Swindon 30880

Swindon Town Football Company Limited

Registered Office County Ground, Swindon

President W J Castle

Vice-Presidents J Davies H Williams

Directors

Chairman H E Lane

Vice-Chairman R Fricker

T Beales F L Collings C Cowley A W Done

C J Green Dr J Nicholas F Plyer

K H Wilmer

General Manager R A Morse

Secretary R J Jefferies

Team Manager D Mackay

NEWS & VIEWS

On this, the opening day of the new season, we welcome a most attractive and strong team — Queen's Park Rangers, who ended last season with a fine "run-in" which almost brought them promotion to Division I. Norwich City and Birmingham City moved to the higher sphere with 57 and 56 points respectively, and Q.P.R. occupied fourth position with 54 points.

We hope spectators will enjoy our "new look" and larger programme. In an effort to create interest, many new items have been introduced giving a great deal of domestic club news. For the first time ever we have an article by the Team Manager, and we trust supporters will gain much from his contribution. With the help of our supporters, we intend to try to obtain other sources of views and information. We did at one point consider re-introducing a feature we experimented with some seasons ago — namely "In off the post", where we invited readers to put forward their views and suggestions. We would welcome readers' opinion on this matter. Remember, we cannot at any time include the mention of individual players or team selection. As we often stated, we wish supporters would air their views to the club, by writing to the Public Relations Officer, who will endeavour to deal with all correspondence.

Mention must be made of the tremendous work and enthusiasm of Mr. Lewington and the staff of the Borough Press, and Mr. C. Cowley in this new production.

It is with much sadness we record the death of another ex-town player, Arthur Ruddlestone, one of the nicest men ever to

set foot on the County Ground. Personally, I have happy memories of being associated with him and his colleagues in the twenties; Bert Davies, Ted Nash, George Benfield, Granville Poppitt, George Purcell, Charlie Petrie, Jimmy Tompson, Bob Cooke, Cyril Daniel, Reg Cooper and Bob Archer. In later years Arthur acted as scout for Swindon and proved himself a very shrewd judge of a player; probably his best discovery was "Bronco" Layne, and it is rather ironical he should be returning to the game at the present moment. It is good, however, to see him back in football, and we wish him and his team mate, Peter Swan, every success.

Another player who died in the summer was Stan Prior, although he never played for Swindon. After graduating through schools and local football he, along with Charlie Jefferies, joined Charlton Athletic, and in the thirties enjoyed a long spell in the senior side. A very quiet, pleasant lad, who we shall miss.

For the first time for several seasons the club has not been engaged in any football competitions during the summer, so the players have had a real break and have returned to training full of zeal and energy. We trust all our spectators will enjoy a happy and entertaining season, made even brighter by the new strip. Hope you like it!

Cover Photo:

Peter Noble beaten to the ball by Eric Martin, the Southampton goalkeeper, during the recent pre-season friendly.



dave's column

Here we go again for another season and I will be very disappointed if it turns out to be as futile as the previous two seasons. I have always been with very successful clubs in my career, and I find it very hard to accept the fact that we played a full season and were not involved in any real excitement, but I'm sure that it won't happen again.

I would just like to tell our fans exactly what I have been trying to do during our close season, and believe me it has been a very frustrating two months. I have made five offers to clubs of which two were considered to be less than their clubs' valuation. The other three clubs agreed terms with me but the players — all first division — would not step down to the second division, and I can say the prices offered in each case was between £50,000 and £80,000. It is very hard to get top players, especially under the age of thirty, to come from the first to the second division because I have to agree that I myself would not have come to the second division until I had decided that I was getting too old. I certainly do not want players over thirty coming to Swindon; we have plenty of experienced players and I would like to think that players coming would be able to give the club at least six years good service. The main thing is that I do have the money to spend and I shall certainly do just that when the right player comes along.

The gates last season were very disappointing and I would be the first to admit that we were not very entertaining. Our aim this year is promotion, and as far as I am concerned every year is going to be promotion year, and I will be very disappointed if Swindon don't get promotion within three years and I would go as far as to say that if I can't do it then I would move out and let someone else have a go;

because to me football in the first division, which is the best in the world, is where every club should want to be — for the fans, as well as the players, would love every minute.

We have signed Ray Treacy from Charlton Athletic and I'm sure that he will be a big asset to our club. Arthur Horsfield went in part exchange and I'm sure, speaking on behalf of the club and our supporters, that we would wish Arthur all the best for the future.

We have had three pre-season matches and have been doing very well, drawing 2—2 at Swansea, 2—2 with Southampton and winning 4—1 against Northampton.

Today's game with Queen's Park Rangers will be a very hard test for us, as they have been made joint favourites for the league title. We follow this game with two away games, Sheffield Wednesday and then on to Carlisle. So you will see that it will be a tough start, but to me all games in the second division will be hard and we are better prepared for the coming season and are certainly much fitter than we were at this time last year.

I'm doing an article for every home match so that I can tell you exactly what is going on at the club throughout the coming season.

That's all for this week, and I hope that you will enjoy our football and the effort that the lads will be putting in and that you will give them all the encouragement that they deserve — every good team has usually got tremendous home support.



Don Rogers sends the Southampton 'keeper the wrong way from the spot.

Ray Treacy, close season signing from Charlton Athletic, winning the ball from Steele and McGrath (Southampton).



Staff of Queen's Park Rangers Football Club



Back row: Hazell, Morgan, Watson and McGovern.

Middle row: Clement, Gillard, Spratley, McCulloch, Parkes, Evans, Busby and Frank Sibley (Youth Team Trainer).

Front row: Gordon Jago (Manager), Salvage, Ferguson, O'Rourke, Venables, Mancini, Givens, Leach, Francis and Bobby Campbell (Team Trainer).

Dave Clement (Defender)

Was born at Battersea, and signed apprentice forms for Q.P.R. six seasons ago as a centre-half. He played for the England Youth XI against Italy and France in the junior world cup in 1966. He has played 190 times for the first team, and has scored 14 goals.

Don Givens (Forward)

An ex-Manchester United player who was recently signed from Luton Town where he operated as a winger. Born in Dublin and a regular member of the Eire team.

Tony Hazell (Defender)

Made his debut in October, 1964, at Gillingham, and since then has made 318 first team appearances, more than any other current Q.P.R. player, mostly at wing-half or full-back. He has scored 5 goals and has played in the last 58 matches.

Terry Mancini (Defender)

Aged 28, he joined Q.P.R. from Orient in October, 1971, for a fee of £25,000. Has made 25 appearances as centre-half or wing-half, and has scored one goal.

Ian Morgan (Forward)

After playing for the juniors and reserves, he made his first team debut against Hull City in September, 1964. Since then, in spite of injuries, he has made 189 appearances for the first team and has scored 28 goals.

Barry Salvage (Forward)

Joined Q. P. R. from Millwall on a free transfer, at the end of the 1970/71 season, and made his debut against Watford in March, 1971. Since then he has made 19 appearances and scored one goal.

Mike Ferguson (Forward)

He has been playing league football since 1961, and was previously with Plymouth, Accrington Stanley, Blackburn Rovers and Aston Villa. He played 307 games for these clubs and scored 34 goals for them. Signed for Q.P.R. in November, 1969, has played 73 times and has scored 3 goals.

Gerry Francis (Forward)

Aged 20, another player to come up through the junior ranks. He made his first appearance as a substitute against Liverpool in March, 1969. He scored in his first full appearance at Portsmouth in September, 1969, and since then has played 96 games and scored 11 goals.

Ian Gillard (Defender)

Was a junior with Tottenham Hotspur before joining Q.P.R. five seasons ago. Aged 20. He played his first senior game in November, 1968, against Nottingham Forest, and since then has played 69 times and scored one goal.

Mick Leach (Midfield)

Played for the English Youth Team in 1962-63, and made his first senior appearance against Colchester in February, 1965, scoring on his debut. He has made 172 appearances and is the club's leading goalscorer with 40 goals.

John O'Rourke (Forward)

Signed from Coventry City for £60,000 in October, 1971. His previous clubs were Ipswich, Middlesbrough, and Luton Town. Has made 28 appearances and scored 9 goals.

Phil Parkes (Goalkeeper)

Signed from Walsall for £15,000. Aged 21, has represented the England Under-23 team on two occasions. Has played in the last 89 games for Q.P.R.

Terry Venables (Midfield)

A former Chelsea and Tottenham Hotspur player. Joined Q.P.R. in 1969 for club record fee of £80,000. Has made 116 appearances and scored 19 goals.

Ian Watson (Defender)

Signed from Chelsea in 1965. He has made 187 appearances and scored 2 goals.

PUBLIC RELATIONS

Welcome to a new season which I feel we should all look forward to with optimism.

Dave Mackay starts his first full season in charge and after very hard pre-season training feels sincerely that we have a great chance of being up with the league leaders this year.

I devoted most of my column in the last programme asking you for your support, both vocally and financially, and I can only repeat this appeal. Let us start off the season today believing in our teams. Cheer them out of the tunnel and keep it up throughout the match and if the fellow next to you is one of these moaners give him a dig and get him in the mood. Let us show the northerners that we too know how to spur our team to victory. Believe you me an enthusiastic crowd is as good as a two goal start. We shall have our bad moments, but don't forsake the lads on these occasions. They will all be out there trying, so you too must do your part.

I am sorry that we did not have our pre-season dance that I was hoping to organise, but due to circumstances beyond my control, I was unable to fix a suitable date. I will, however, arrange this during the season as soon as possible.

We have already had several match balls donated for this season, needless to say, we need many more to fill our fixtures. So why not donate a match ball today? The cost is £13.75 and you will be mentioned on the tannoy and have your name printed in the programme.

Here's wishing you all, manager, staff, players and supporters a great and exciting season, and remember this must be a united effort.

F. L. COLLINGS,
Public Relations Director.



Ray Treacy

Don Rogers



Swindon Town v Queen's

**Saturday, 12th August,
Division II**

SWINDON TOWN

- 1 Downsborough
- 2 Thomas
- 3 Trollope
- 4 Butler
- 5 Burrows
- 6 Potter
- 7 Hubbard
- 8 Bunkell
- 9 Peplow
- 10 Noble
- 11 Rogers
- 12 Legg

Colours:
red shirts
black shorts

Match ball
presented by

J. WILMER

(Coal Merchants)
St. Margaret's Road
Swindon

Referee

Mr C T Fallon (Blackpool)

Linesmen

Red flag: **Mr R W Bartlett** (Banbury)

Yellow flag: **Mr J F Orpin** (Dinas Powel)

Wn v Queen's Park Rangers

Saturday, 12th August, 1972

Division II

Match ball
presented by

J. WILMER

(Coal Merchants)
St. Margaret's Road
Swindon

QUEEN'S PARK RANGERS

- 1 Parkes
- 2 Clement
- 3 Gillard
- 4 Venables
- 5 Evans
- 6 Hazell
- 7 Busby
- 8 Francis
- 9 O'Rourke
- 10 Leach
- 11 Givens
- 12 Morgan

Colours:
blue and white hooped shirts
white shorts

Fallon (Blackpool)

en
g: Mr R W Bartlett (Banbury)

flag: Mr J F Orpin (Dinas Powis, Glam)



Ron Howell

John Trollope



12	Queen's Park Rangers	(H)
16	Sheffield Wednesday	(A)
	(League Cup 1)		
19	Carlisle United	(A)
26	Bristol City	(H)
29	Sheffield Wednesday	(H)

2	Sunderland	(A)
6	League Cup (2)		
9	Blackpool	(H)
16	Aston Villa	(A)
19	Huddersfield Town	(A)
23	Portsmouth	(H)
26	Luton Town	(H)
30	Hull City	(A)

4	League Cup (3)		
7	Burnley	(A)
14	Preston North End	(H)
21	Nottingham Forest	(A)
28	Brighton & Hove Albion	(H)

1	League Cup (4)		
4	Luton Town	(A)
11	Huddersfield Town	(H)
18	Orient (F.A. Cup 1)	(H)
22	League Cup (5)		
25	Middlesbrough	(A)

2	Cardiff City	(H)
6	League Cup (Semi-Final)		
9	Millwall (F.A. Cup 2)	(A)
16	Oxford United	(A)
20	League Cup (Semi-Final)		
23	Fulham	(H)
26	Portsmouth	(A)
30	Carlisle United	(H)

6	Bristol City	(A)
13	F.A. Cup (3)		
20	Sunderland	(H)
27	Blackpool	(A)

3	F.A. Cup (4)		
10	Aston Villa	(H)
13	Queen's Park Rangers	(A)
17	League Cup (Final)		
24	Oxford United (F.A. Cup 5)	(H)

3	Burnley	(H)
10	Preston North End	(A)
17	Nottingham Forest (F.A. Cup 6)	(H)
24	Brighton & Hove Albion	(A)
31	Middlesbrough	(H)

7	Cardiff City (F.A. Cup Semi-Final)	(A)
14	Millwall	(H)
20	Fulham	(A)
21	Orient	(A)
24	Hull City	(H)

5	F.A. Cup Final		
---	----------------	--	--

15	Southampton	(H)
19	Plymouth Argyle	(H)
23	Fulham	(A)
26	West Ham United	(A)

2	Arsenal	(H)
6	Crystal Palace	(A)
9	Bournemouth & Boscombe	(A)
16	Oxford United	(H)
19	Norwich City	(H)
23	Bristol City	(A)
30	Queen's Park Rangers	(H)

7	Tottenham Hotspur	(H)
10	Swansea City	(A)
21	Bristol Rovers	(H)
28	Leicester City	(A)

4	Fulham	(H)
11	Southampton	(A)
18	Birmingham City	(A)
25	Reading	(H)

2	Chelsea	(A)
9	Cardiff City	(H)
16	Crystal Palace	(H)
23	Ipswich Town	(A)
30	Plymouth Argyle	(A)

6	West Ham United	(H)
13			
20	Arsenal	(A)
27	Bournemouth & Boscombe	(H)
31	Oxford United	(A)

3	Ipswich Town	(H)
17	Bristol City	(H)
24	Queen's Park Rangers	(A)

3	Tottenham Hotspur	(A)
10			
17	Bristol Rovers	(A)
20	Swansea City	(H)
24	Leicester City	(H)
28	Reading	(A)

7	Chelsea	(H)
11	Cardiff City	(A)
21	Birmingham City	(H)
28	Norwich City	(A)

5	F.A. Cup Final		
---	----------------	--	--

Copyright of the Football League Limited and not to be reproduced without permission.

The man in the middle

Colin Trevor Fallon

... made a number of appearances with Blackpool's Central League side during his playing career before switching to refereeing in 1953. He progressed through local leagues to the West Lancashire League and the Lancashire League before being elected to The Football League line in 1962. He became a supplementary referee in 1969, joining the full list the following year.

A building surveyor, he is married and lives in Blackpool with his two daughters and son. He is interested in tennis, swimming and dancing and officiated as a linesman in the Eire v Poland international in 1964, the Anglo-Italian competition in 1970, and a European Cup semi-final the same year.

Swindon Town Football Club

needs your HELP!

IF YOU CAN SELL WEEKLY
COMPETITION TICKETS,
WHY NOT BECOME AN AGENT?

Enquiries to:

Competitions Office
103 Broad Street Swindon
Telephone Swindon 5884

Key of the board

First section

- A— Birmingham City v Sheffield United
- B— Chelsea v Leeds United
- C— Leicester City v Arsenal
- D— Liverpool v Manchester City
- E— Manchester United v Ipswich Town
- F— Newcastle United v Wolverhampton W.
- G— Norwich City v Everton
- H— Southampton v Derby County
- I— Tottenham Hotspur v Coventry City
- J— West Bromwich Albion v West Ham United
- K— Brighton & H.A. v Bristol City
- L— Burnley v Carlisle United
- M— Cardiff City v Luton Town
- N— Huddersfield Town v Blackpool

Second section

- A— Middlesbrough v Sunderland
- B— Millwall v Hull City
- C— Nottingham Forest v Portsmouth
- D— Orient v Oxford United
- E— Preston North End v Aston Villa
- F— Sheffield Wednesday v Fulham
- G— Bolton Wanderers v Bournemouth & B.A.
- H— Bristol Rovers v Blackburn Rovers
- I— Rochdale v Port Vale
- J— Rotherham United v Plymouth Argyle
- K— Shrewsbury Town v Notts County
- L— Walsall v Charlton Athletic
- M— Watford v Tranmere Rovers
- N— Mansfield Town v Northampton Town

Forthcoming matches

TUESDAY, 15th AUGUST
Football Combination - ko 7.30 pm
SOUTHAMPTON

SATURDAY, 19th AUGUST
Football Combination - ko 3 pm
PLYMOUTH ARGYLE

SATURDAY, 26th AUGUST
Division II - ko 3 pm
BRISTOL CITY

presenting
the ...

SWINDON TOWN GIRLS



Name: Marion Mackey (leader)
Town or Village: Stratton, Swindon. (Born St. Albans, Herts)
School or Work: Chester Barrie Limited as an Office Manager
Time with S.T. Girls: Original member
Hobbies: Likes travel, reading Shakespearean plays, watching all sport, especially field events, and breeds tropical fish
Favourite pop star or group: Likes negro blues, Dionne Warwick, Ramsey Lewis

We would like to introduce ourselves, **Concessionaire Catering**, as your new club caterers. We believe that you as Swindon supporters deserve and expect a first class standard of service, a wide and varied range of products, and attractively presented snack and licensed bars. As you know, with matches every fortnight there are problems in ensuring continuously fresh products. We feel it is worth the effort to provide a first class service of both hot and cold foods. This season we shall be introducing hot fresh chips, licensed bar facilities to parts of the ground, and a wider range of cold drinks. Fresh cheese rolls will be available all the time and we are always trying to extend the selection of confectionery and pies.

We know that in order to maintain this service our prices may for some items be somewhat higher than you could find in shops. However, as we have pointed out before, whereas a shop has the advantage of being open all week, we have only the thirty-odd matches a year. Our aim is to provide a balance and all our experience leads us to believe that you, the customer, prefers the attractive bars and the selection now available to you. We have spent a considerable amount of time on the decoration and layout of the various bars and have provided new and larger bars to help speed up service. We look forward to seeing you at the County Ground.

Golden Goal Competition

Would you like £60?

You would? – then make sure you buy your **Golden Goal** tickets at every first team home match. For a minimum outlay of only five new pence **you** could win at least £60 with the possibility of two further prizes of £10.

Last season nearly £2,000 was won by lucky **Golden Goal** ticket supporters. You could be one of this season's lucky winners.

Don't forget – the more tickets you buy the greater is your chance of winning that £60.

Look out for the **Golden Goal** ticket sellers and make yourself some money.

The prizes **must** be won every time.

Tickets bearing the time in minutes and seconds will be on sale before the game — price five pence. The ticket with the exact

time when the **first goal** is scored will win **£60**. If exact time not claimed prize will be paid to the nearest claim received.

The ticket bearing the time when the **last goal** is scored will win **£10**. Again if exact time is not claimed the prize will be paid to the nearest claim received.

The Official Announcer will be the time-keeper and he will announce the official time of both goals.

Should only one goal be scored the winning ticket holder will receive £70.

In the event of no goals tickets bearing no score will win £10.

A further prize of £10 will also be given for the ticket bearing the number corresponding to the official attendance at the match.



London Entertainment

In addition to being able to provide tickets for London theatres, shows like **SHOW-BOAT** at the Adelphi, **THE COMEDIANS** at the Palladium, **MAGIC OF THE MINSTRELS** at the Victoria Palace, **OH! CALCUTTA** at the Royalty, **PYJAMA TOPS** at the Whitehall, **GODSPELL** at the Wyndhams and many others.

Why not make use of our Box Office? You will not receive a more efficient or cheaper service.

Should you not live in Swindon, tickets are available through our mini-agents shown below:

Lewis's Ltd., The Haymarket, Bristol
Hunting Lambert Ltd., Devizes, Melksham,
Glastonbury and Shepton Mallet
B.C.A. Travel Ltd., 27 Winchcombe Street,
Cheltenham and 17 Southgate Street,
Gloucester.

Playtravel, Wootton Bassett
Bristol Omnibus Co. Ltd., Bristol
Bristol Omnibus Co. Ltd., Gloucester

Tickets for future Football League matches when Swindon Town are playing at home may also be booked through any of the agents indicated above.

YOUTH

FRANCO SPERTI



Home town: Swindon

School football: Swindon Schools, Wiltshire

Youth football: 30 games

Signed for Town: July, 1970

Games for Reserves: Four

Hobbies: Tennis and Snooker

Weight: 9st

Season Tickets

We have a limited number of Season Tickets in the North Stand still available for sale which will qualify holders for tickets to home cup ties. The prices are £14 and £17 with a 10% reduction for O.A.P's.

For those of you who require something more luxurious why not join the "Rendezvous Club" (membership £4 for men and £2 for ladies) and qualify to purchase a £27 Box Seat and also enjoy the Club facilities prior to the match and at half time?

Enquiries to the Box Office.

Family Album — Dave Mackay

Back: Derek and David; front: Isobel (wife), Julie and Valerie.
Isobel enjoys watching football.





FOLLOW ROBINS

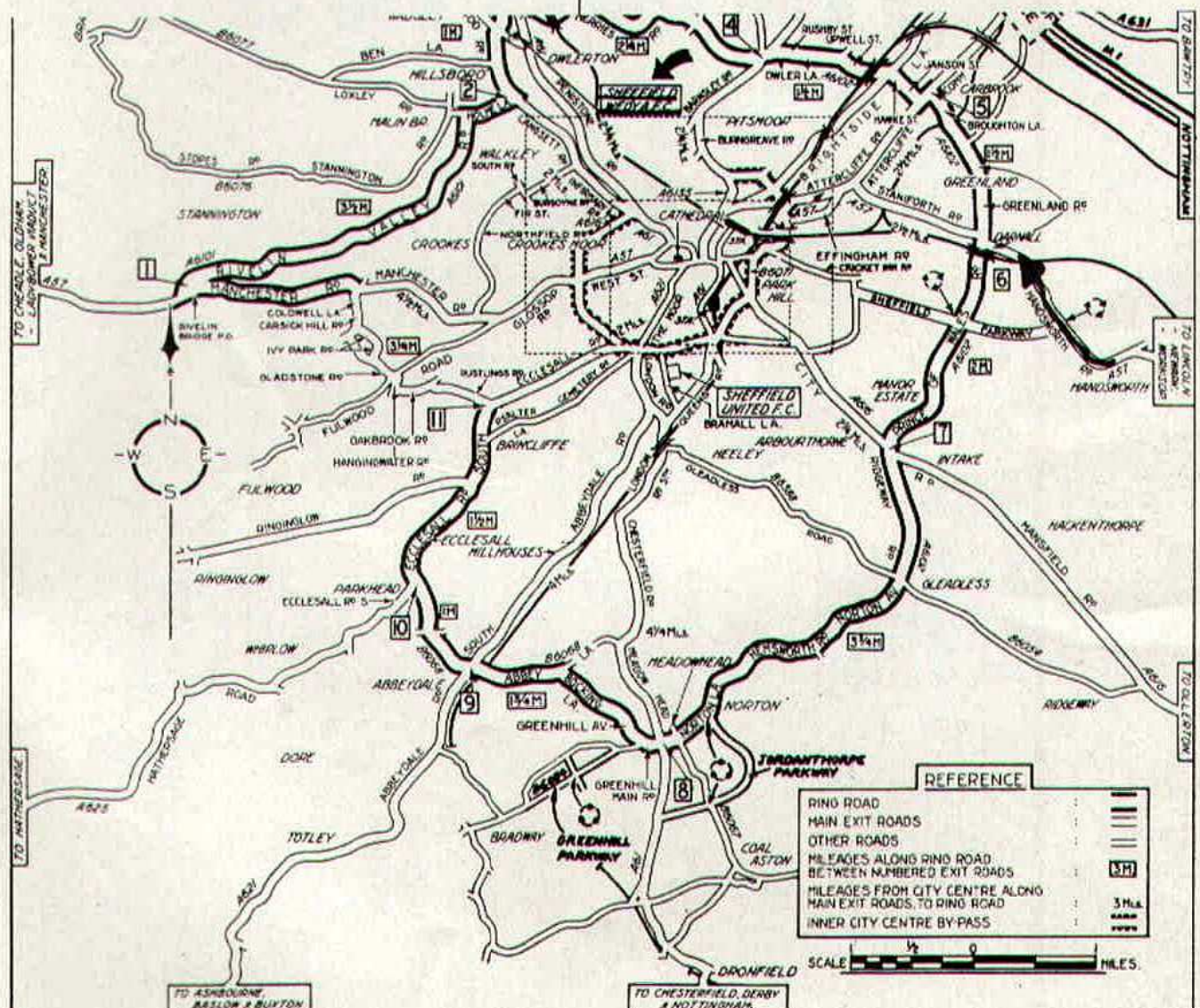
to Sheffield Wednesday Wednesday, 16th August

Route kindly supplied by R.A.C.

by road

From Swindon take A361 to Highworth, Lechlade, Burford, Shipton - under - Wychwood and on to Chipping Norton. Proceed once more on A361 until reaching Banbury, via Bloxham. Leave Banbury on A423 and travel to Mollington, Ladbroke and Southam, then $\frac{3}{4}$ mile on from junction with B4100, join A426 and continue through Dunchurch to Rugby. Take A426 (Newbold Road) out

of Rugby to Gibbet Hill, then after roundabout, cross A5 and at junction with A4114 turn right and join M1 $2\frac{1}{2}$ miles on. Continue on motorway for $66\frac{1}{2}$ miles until reaching Woodall Service Area; proceed on A57, crossing Sheffield Ring Road. Refer to map for route to **Sheffield Wednesday F.C., Hillsborough.** 155 $\frac{1}{2}$ miles





**wish
Swindon Town
F.C.**

**a happy
and successful
season**