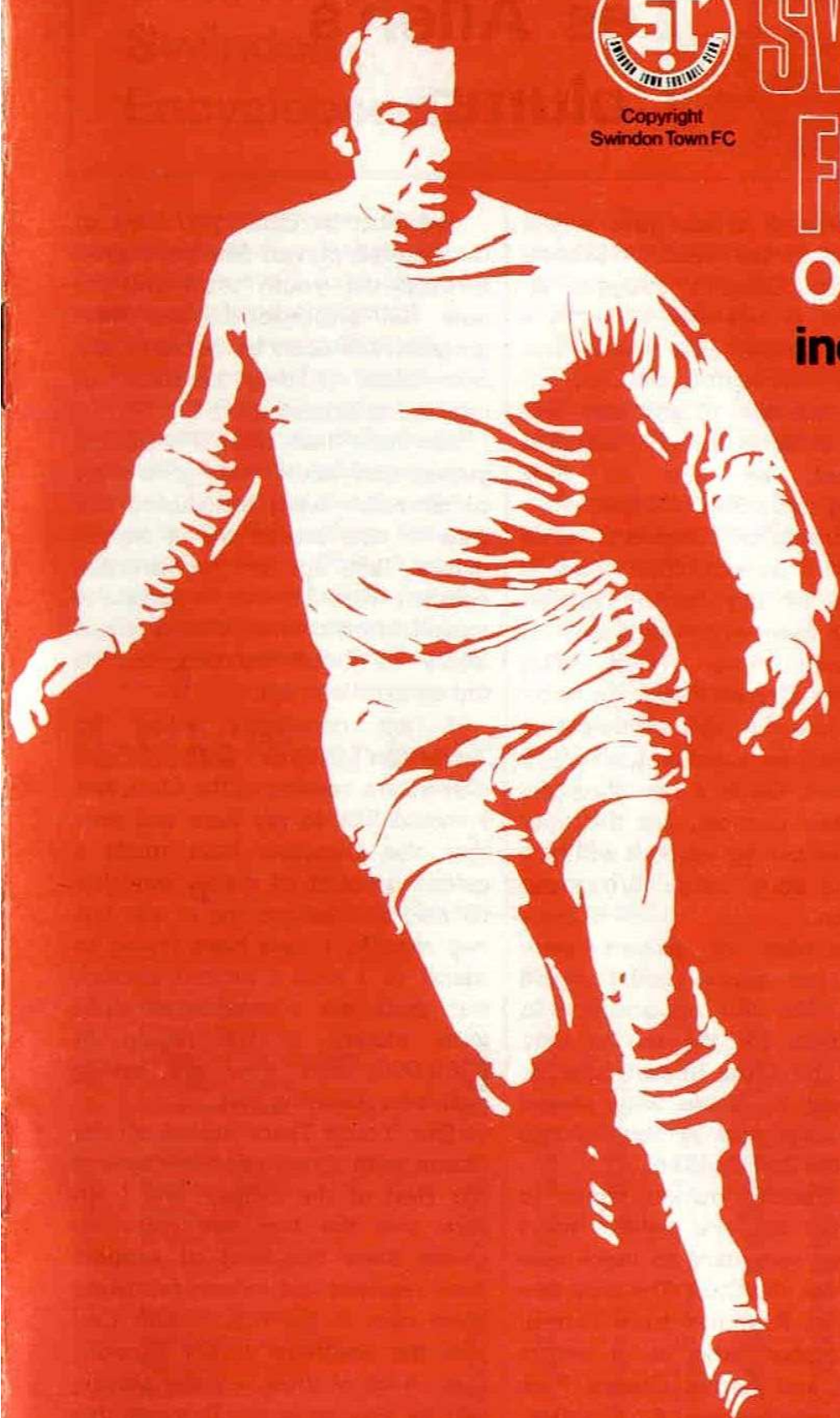




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Swindon Town FC

# SWINDON TOWN FOOTBALL CLUB

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



**1973-'74**

**Sheffield Wednesday**

**Price 7p**





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Football Company Limited 1972

# Swindon Town Football Company Limited

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## Les Allen's Column

A welcome to our fans at the beginning of the 1973/74 Season. After last Season's struggle, although it is not nice to be in a struggling position, the interest was certainly there right to the end.

I do not aim to give any predictions as far as our new season is concerned, we aim to play attacking attractive football.

Looking at the Second Division this year I do not think there is going to be any harder Division than our own with Clubs such as Sunderland, Aston Villa, West Bromwich, Crystal Palace, to name just a few of the participating Clubs. As I said earlier I make no predictions. Quite a few Managers fancy their chances, but this year only three can go up, so it will be a real 'ding dong' battle throughout the season.

A number of players were released last season, and I would like to take this opportunity to thank them for the service they gave to the Club, in particular R. Smart and P. Noble who played quite a large part in our fight to keep in the 2nd Division.

The transfer market seems to have dried up, and believe me I have tried very hard to make new signings for the Club. The only two to date are R. Clarke from Tottenham Hotspur who is a centre forward, and former Queens Park Rangers goalkeeper, A. Spratley. These have both settled down during our pre-season training, but unfortunately Ray Clarke has had a few niggling injuries that have held up his preparation for the beginning of the Season.

We must be looking to some of our younger players who have come through the youth team and are now full professionals, and their progress will soon be noted in our first team if they continue to improve as expected.

We have had three Pre-Season games, they could have gone a lot better result wise, but during this time of the season trying experimental line ups are my primary concern. Rod Thomas in particular moved to centre half after a recent injury to Frank Burrows, and he did an excellent job.

I am constantly asked by supporters of the Club if new players are coming to the Club, and I would like to say here and now that the Directors have made a certain amount of money available to me, and believe me in the last two months I have been trying to spend it. I have a limited amount but there are a number of clubs with money in the region of £300,000, and they are having problems spending that.

Our Youth Team started off the season with a very good win against the Rest of the League, and I am sure that the fans will carry on giving them the kind of support they received last season following good runs in the F.A. Youth Cup and the Southern Junior Floodlit Cup. A lot of these younger players will be playing in the Reserves this year, and I am sure you will see entertaining games here.

If any person or firms would be interested in making a match ball donation perhaps they could let myself or the Secretary know.



# Collect your own Swindon Encyclopaedia!



by **Tony  
Pullein**

Today we commence a unique new feature which will enable all County Ground fans to collect the most comprehensive record of Swindon Town ever published!

All you have to do is to ensure you collect every issue of our first-team programme and you will eventually have a complete record of every competitive match ever played by the club and also full particulars of EVERY player who has appeared in our League eleven.

We commence the series today with our first season in the Football

League. Every result is included plus players' appearances and scorers. Interesting facets relating to the season will also be noted.

The series will cover every season to date and will conclude with a summary of our previous achievements as a Southern League club.

No longer will our younger fans have to ask their Dads about stories of Swindon Town past. Those who collect the series will have all the facts at their finger-tips in easy-to-refer-to style.

So don't miss this once-in-a-lifetime opportunity to compile your own encyclopaedia of the Robins. And tell all your friends about it, too!

The chance will not be repeated. The only way to collect the full set will be through the club programme.

We kick off with season 1920/21 when Harold Fleming was still in his prime and recall that sensational opening to our Football League career. Watch out for more Swindon memories in our next programme.

## Robins Year-by-Year Part 1 — Season 1920/21

**Final Table**  
**DIVISION III — Season 1920/21**

		P	W	D	L	For	Ag.	Points
1.	Crystal Palace	42	24	11	7	70	34	59
2.	Southampton	42	19	16	7	64	28	54
3.	Queen's Park Rangers	42	22	9	11	61	32	53
4.	<b>Swindon Town</b>	42	21	10	11	73	49	52
5.	Swansea Town	42	18	15	9	56	45	51
6.	Watford	42	20	8	14	59	44	48
7.	Millwall	42	18	11	13	42	30	47
8.	Merthyr Tydfil	42	15	15	12	60	49	45
9.	Luton Town	42	16	12	14	61	56	44
10.	Bristol Rovers	42	18	7	17	68	57	43
11.	Plymouth Argyle	42	11	21	10	35	34	43
12.	Portsmouth	42	12	15	15	46	48	39
13.	Grimsby Town	42	15	9	18	49	59	39
14.	Northampton Town	42	15	8	19	59	75	38
15.	Newport County	42	14	9	19	43	64	37
16.	Norwich City	42	10	16	16	44	53	36
17.	Southend United	42	14	8	20	44	61	36
18.	Brighton & Hove Albion	42	14	8	20	42	61	36
19.	Exeter City	42	10	15	17	39	54	35
20.	Reading	42	12	7	23	42	59	31
21.	Brentford	42	9	12	21	42	67	30
22.	Gillingham	42	8	12	22	34	74	28

### Men Who Played

League appearances:

A. Archer, 3; W. Batty, 25; T. Bolland, 6; A. Covey, 1; A. S. Davies, 32; A. E. C. Denyer, 24; H. J. Fleming, 26; F. Hawley, 38; J. A. Ing, 2; R. W. Jefferson, 40; H. Kay, 26; T. S. Langford, 29; J. Maconnachie, 29; A. Metcalf, 13; E. M. Nash, 5; J. H. Pocock, 6; D. Rogers, 23; S. Simms, 11; L. Skiller, 37; J. Stokoe, 15; W. Tout, 4; W. Wareing, 40; A. M. Weston, 27.

League scorers:

Fleming 16, Batty 12, Denyer 8, Stokoe 7, Jefferson 6, Davies, Metcalf, Rogers each 5, Wareing, Simms each 3, Hawley, Weston, Mathieson (Luton) each 1.

### Gala Opening!

What a tremendous start we made to our Football League career — in our opening game we crushed Luton 9–1 at the County Ground.

### Gate Records

The visit of local rivals Reading attracted our best League attendance of the season (15,395) and the Chelsea F.A. Cup tie broke the record for this competition, 21,261 turning up. The overall record, however, remained at 34,000 for Chelsea's visit in the London Combination in 1919.

*continued on page 7*



# Wednesday Poised for Division One

by Tony Pullein



Back Row: Ron Staniforth (Senior Coach), Ken Knighton, Jimmy Mullen, James Craig, Peter Grummitt, Roy Coyle, Peter Springett, Bernard Shaw, Peter Eustace, Alan Thompson, Geoff Egginton (Physiotherapist), Derek Dooley (Manager).  
Front Row: Eric Potts, David Sunley, Eddie Prudham, Mick Prendergast, Tommy Craig, John Holsgrove, Willie Henderson, Brian Joicey, Peter Rodrigues, John Sissons.

The First Division or bust! That's the outlook of every Sheffield Wednesday player today as the club commences one of the most important seasons in its history. It is three years since this famous club — which possesses one of the finest grounds in Europe — lost its place in the premier division. Since then their only serious

objective has been to get back again. Now manager Derek Dooley, his plans almost completed, believes they could make it this season.

Mr. Dooley made only two major close-season signings, but they could prove crucial ones. If Wednesday previously lacked a bit of steel in midfield, the void will have been filled by the arrival of

Ken Knighton, a £50,000 signing from Hull City. Knighton has considerable experience behind him, learning his game with Wolves. He didn't win a regular place in the Molineux line-up so he moved down the scale to Oldham Athletic in 1966. Within two years he was the subject of a £30,000 transfer to Preston. Two years later again,



Blackburn Rovers paid £45,000 for him and it was in 1971 that he joined Hull for their club record fee of £60,000.

The defence has been boosted by the arrival of £40,000 Bernard Shaw, from Wolves. A former England youth and under-23 international, Bernard played most of his early football in Sheffield — but for rivals Sheffield United. He left the Blades for Wolves in 1969.

These new arrivals enabled Mr. Dooley to accede to Dave Clements' request for a transfer. This versatile player, a star of many a Northern Ireland international, had been unsettled for some while and the former Wolves and Coventry player — who can perform well in defence, midfield and on the wing — was hoping to start the new campaign in fresh colours.

Knighton may well link up in midfield with Tommy Craig and Roy Coyle. Tommy Craig was at 18 the youngest player even to command a £100,000 fee when Wednesday handed Aberdeen that six-figure cheque in May 1969. Tommy started with the Dons, making his League debut when he was 16. He formerly captained the Scottish Youth XI. Wednesday signed Roy Coyle from Northern Ireland club Glentoran in March 1972 and introduced him to the League eleven at Blackpool last season. It wasn't many weeks before he won the first of two Northern Ireland caps.

There is likely to be considerable jostling for positions in attack, with leading scorers Brian Joicey and David Sunley looking assured of a place. Joicey has been top scorer in each of his two seasons since his £45,000 transfer from Coventry, netting 20 goals last term. Brian, who has tasted a bit of the big time, is as anxious as anyone for First Division football. He scored the winning goal for North Shields in

the 1969 Amateur Cup final at Wembley and signed professional for Coventry in December that year.

Sunley is a Wednesday discovery who really came into his own last season. He had made only occasional senior appearances over the previous two campaigns but last season rocketed into the wanted list of many big clubs when he hit 12 goals.

Another young player aiming to break through this season is Eric Potts who has played some 20 League games to date. But he may have to wait a little longer for his chance if the veteran Willie Henderson continues to turn it on. Henderson joined Wednesday in 1972 from Glasgow Rangers where he won many honours at club and international levels. He was a member of Rangers' European Cup-Winners' Cup final eleven in 1967.

We can expect to see John Sissons in the team somewhere. He moved to Hillsborough in 1970 following a highly successful career with West Ham. A former England youth and under-23 cap, John made his League debut for the Hammers in 1962/63 and was a member of their F.A. Cup Winners' team in 1964 and their European Cup-Winners' Cup side a year later.

An interesting tussle has been going on for the goalkeepers' jersey at Hillsborough. When Peter Grummit was injured last season, Peter Springett returned after virtually two years' absence to turn in some fine displays. Both are highly experienced 'keepers, of course. Grummit made his League bow in 1960/61 and made over 300 appearances before his £40,000 move to Hillsborough in 1969. Springett began with Queen's Park Rangers in 1963/64 and was involved in a unique family swop when he went to Wednesday in 1967. He switched clubs with goal-keeping brother Ron, the former

England international. Grummit and Springett both played for the England under-23 side.

Wednesday's defence could comprise of Peter Rodrigues, John Holsgrove or Allan Thompson, Jimmy Mullen and Bernard Shaw.

Wednesday paid Leicester £50,000 for Rodrigues in October 1970. Cardiff was the club who originally spotted him playing in the Welsh youth XI. He made his League debut for them in September 1963. Leicester paid £40,000 for his signature in 1965 and now he has more than 30 Welsh caps.

Holsgrove, a one-time Spurs reserve, opened his senior career with Crystal Palace but transferred to Wolves in 1965. Wednesday valued him at £50,000 six years later.

Thompson, a former captain of Liverpool Boys XI, made his League debut against Queen's Park Rangers in September 1970 and has held a place in the team for much of the while since.

Jimmy Mullen has been with Wednesday since 1969 when he signed schoolboy forms. He made his League debut in 1970/71, gaining a regular place last season.

We met Wednesday early on in the season last year, too, losing 1-2 at Hillsborough but reversing the result with a 1-0 victory at the County Ground. Ray Treacy scored the only goal of the latter game.

Wednesday have been relegated many times in their long history but they usually return to the top fairly quickly. They have been Second Division champions on five occasions while, at top level, they have won the League Championship four times and the F.A. Cup on three occasions.

The Second Division is no place for a club with such a fine record. That's why they are so determined to achieve their promotion objective this season.





Back Row: K. Stroud, T. Hubbard, J. Allan, A. Sprately, C. Porter, D. Legg.  
 Centre Row: M. Collins, R. Porter, J. Trollope, F. Burrows, R. Clarke, T. Jenkins, R. Thomas, K. Morris (Physiotherapist).  
 Front Row: M. Owen (Reserve Trainer), D. Moss, M. McGovern, R. Bunkle, L. Allen (Team Manager), C. Tuson, R. Treacy, J. Butler, G. Edleston.

**MATCH BALL**  
 donated by  
**D. E. MASLIN**  
**ELECTRICAL**  
**CONTRACTORS**

82 Cricklade Road  
 Swindon

Will those supporters willing to assist the Club by becoming a ball donor kindly contact the Public Relations Officer or the Secretaries, S.T.F.C., C. Ground, Swindon. Your help will be greatly appreciated

## Golden Goal Competition

Have you purchased your

**GOLDEN GOAL**  
 TICKET?

SOMEONE TODAY WILL

**WIN £60**

*for an outlay of only*

**5p**

*It could be you!*

Your Golden Goal ticket seller will be in the usual place — make a date to buy your ticket every match.

Additional £10 prizes for last goal scored and Official Attendance.

Remember we pay £80 at every First Team match.

## Forthcoming matches

**Tuesday, August 28th**  
 Football League Cup  
 Competition — 1st Round

**NEWPORT COUNTY**  
 Kick-off 7.15 p.m.

**Wednesday, August 29th**  
 Football Combination

**ARSENAL**  
 Kick-off 7.15 p.m.

**Saturday, September 1st**  
 Football Combination

**OXFORD UNITED**  
 Kick-off 3 p.m.





## Close Season Signings

Mike Collins  
from Wolves



Ray Clarke  
from Spurs

## Key of the board

Saturday, 25th August, 1973

- A Arsenal v. Manchester United
- B Coventry City v. Tottenham Hotspur
- C Derby County v. Chelsea
- D Leeds United v. Everton
- E Liverpool v. Stoke City
- F Manchester City v. Birmingham City
- G Queen's Park Rangers v. Southampton
- H Sheffield United v. Burnley
- I West Ham United v. Newcastle United
- J Wolverhampton Wanderers v. Norwich City
- K Aston Villa v. Preston North End
- L Blackpool v. West Bromwich Albion
- M Bristol City v. Bolton Wanderers
- N Carlisle United v. Cardiff City
- O Crystal Palace v. Notts County
- P Fulham v. Millwall
- Q Hull City v. Oxford United
- R Nottingham Forest v. Luton Town
- S Portsmouth v. Middlesbrough
- T Sunderland v. Orient

## The man in the middle

### Ronald Challis

(Tonbridge, Kent). Went on The League line in 1962 after serving as a referee in the Southern League. Promoted to the League referee's list in 1968. Was a linesman for a Fairs Cup match and refereed a quarter-final game in the 1970 F.A. Challenge Trophy. He took up refereeing while serving in the R.A.F. in Singapore. Chairman of the Tonbridge branch of the Referee's Association since 1961 he is also secretary of the London and S.E. Counties section of the Association of F.L. Referees and Linesmen. Married, with two sons, he works as a magazine production officer.

*continued from page 3*

### Football League Division III (South)

	Home	Away
Brentford	1-0	1-0
Brighton	2-0	3-0
Bristol Rovers	2-1	1-3
C. Palace	1-3	0-1
Exeter	1-1	0-1
Gillingham	1-1	1-1
Grimsby	0-0	0-3
Luton	9-1	0-2
Merthyr Tydfil	3-0	2-2
Millwall	4-1	0-5
Newport	5-0	1-0
Northampton	2-1	2-1
Norwich	4-2	2-3
Plymouth	1-1	0-0
Portsmouth	5-2	1-1
Q.P.R.	0-1	0-1
Reading	2-0	3-2
Southampton	3-2	0-4
Southend	3-0	3-1
Swansea	0-0	1-1
Watford	2-0	1-0

### F.A. Cup

Rd. 1 - Sheffield United (h) 1-0  
Rd. 2 - Chelsea (h) 0-2



**Saturday, August 25th, 1973 — Kick-off 3 p.m.**

## **SWINDON TOWN v. SHEFFIELD WEDNESDAY**

### **Swindon Town**

- 1 Allan
- 2 Butler
- 3 Trollope
- 4 McGovern
- 5 Burrows
- 6 Thomas
- 7 Bunkell
- 8 Hubbard
- 9 Treacy
- 10 Legg
- 11 Moss
- 12

### **Sheffield Wednesday**

- 1 Springett
- 2 Rodrigues
- 3 Shaw
- 4 Mullen
- 5 Holsgrove
- 6 Craig
- 7 Potts
- 8 Eustace
- 9 Joicey
- 10 Sunley
- 11 Sissons
- 12

**Referee:**  
Mr. R. C. Challis  
(Tonbridge)

**Linesmen:**  
Red Flag  
Mr. T. Hardman  
(Worcester)

Yellow Flag  
Mr. G. F. Keep  
(London)



**TEXACO**

**wish Swindon Town  
a happy and successful  
season  
1973/1974**