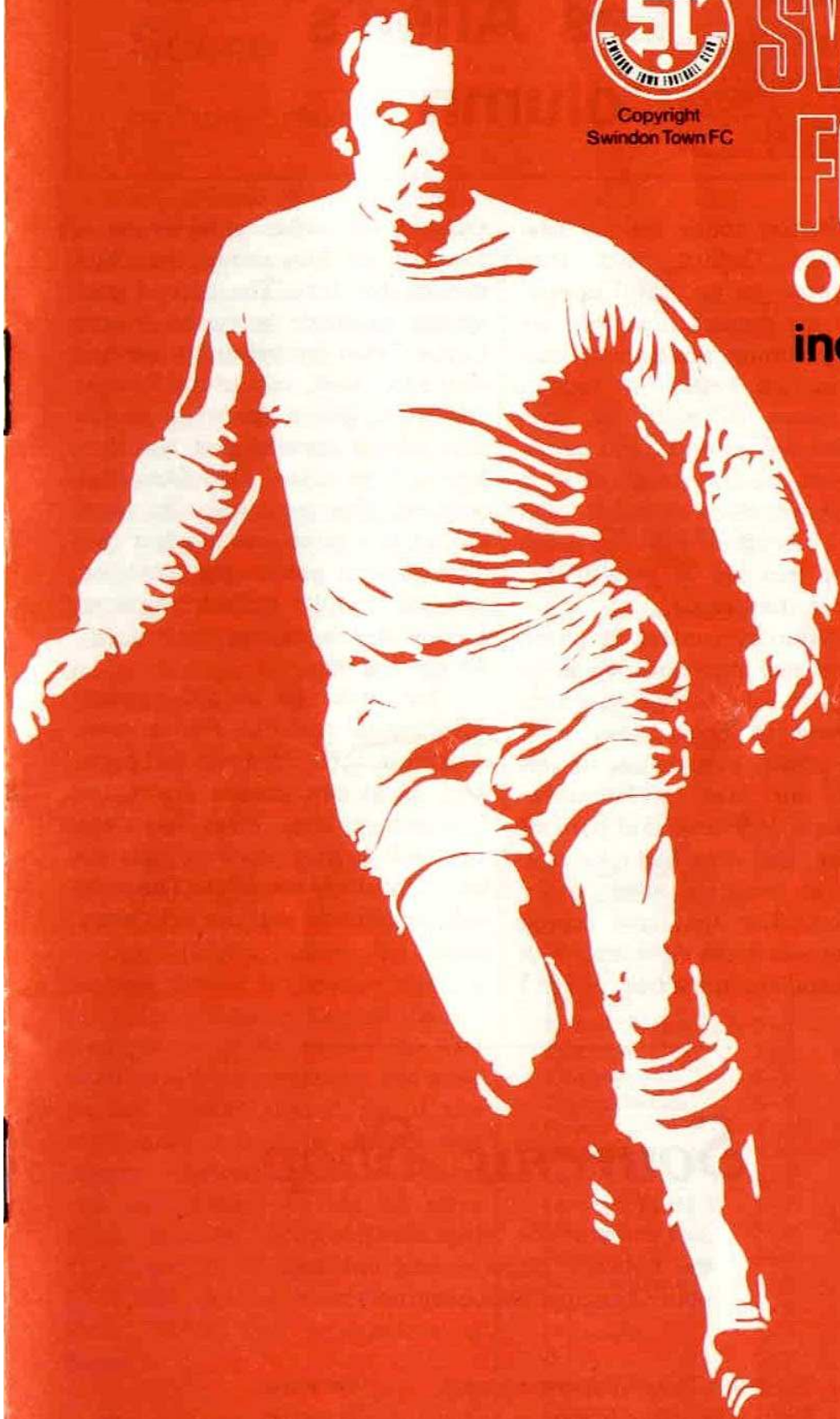




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Swindon Town FC

SWINDON TOWN FOOTBALL CLUB

Official Programme
including League Football



1973-'74

Oxford United

Price 7p



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Swindon Town Football Company Limited

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WATCH FOR



Les Allen's Column

Our visitors today are our near neighbours Oxford, and they always prove to be useful opposition. At the present time they are in a very similar position to ourselves, so the result of today's match means so much to both teams. We are, prior to this game, on 7 points and Oxford are on 8, so the result will mean so much to us to keep us in touch with the batch of teams that are at present just above us in the League.

Last Saturday's match at Luton Town was very disappointing as far as the result goes, but we were very unfortunate to come away with nothing at all. I would say it was one of our best performances (particularly in the second half) of the season, and if we had taken our chances at goal we might easily have won. The first goal scored against us was from a penalty, Ken Stroud handling in the box, which I

thought was rather unfortunate as the ball hit him rather than him playing the ball. The second goal against us made everyone in the Luton Town ground think we had won a free kick, instead the Referee decided to give it against us on the edge of the penalty area, and they scored from a free kick from that position. One good point to come out of this game was the fact that Tom Jenkins got on the score list, the first time for quite a long time. I hope this is an encouraging sign for the future.

This week one of our Apprentices signed as a Full Professional, viz. Steve Scarrott a left full back, who originally comes from the Cheltenham area. Steve has done very well as an apprentice, and now his opportunity has arisen I hope he will continue to improve with every game.

Souvenir Shop

Just some of the things available at the Souvenir Shop — why not do your Christmas Shopping there?

'Swindon Town' Papermate pens
Satin & Woollen Scarves
Bobble Hats
Lapel badges
Players photographs
Action Pens

Pennants
Rosettes
Club Ties
Duffle Bags
Shoulder Bags
Crested Rings

Second Division Scene

by Tony Pullein



Robins Year-by-Year

Part 8 — Season 1927/28

West Bromwich Albion goalkeeper Peter Latchford has possibly shared in a unique family achievement in League soccer. He is one of three brothers all to keep goal in the First Division!

Peter played in the First Division with the Throstles last season, of course, while brother Dave was Birmingham City's goalkeeper until they bought Gary Sprake from Leeds United. When, during last Saturday's match against Wolves, Sprake was carried off injured the player selected to take over was — Bob Latchford!

Bob is usually a prolific goal-scorer but last week he proved himself a top 'keeper, too. He was not beaten in the 50-plus minutes he played in goal.

Don Rogers seems to have become almost a one-man striking force for struggling Crystal Palace. Last Saturday he scored for the third match in succession and now he has himself netted six of the nine goals scored by Palace this season. Manager Malcolm Allison was not present to see his team drop another point at Oxford (1-1) but, by all accounts, his new £110,000 signing from Southend, Peter Taylor, had an outstanding game.

Shock team Luton Town made it four wins in a row when they beat 2-1 last Saturday. The Hatters then looked back on eight unbeaten League games, their only defeat being by 0-4 at Nottingham Forest on the opening day of the season.

Final Table DIVISION III (South)

	P	W	D	L	For	Ag.	Points
1. Millwall	42	30	5	7	127	50	65
2. Northampton Town	42	23	9	10	102	64	55
3. Plymouth Argyle	42	23	7	12	85	54	53
4. Brighton	42	19	10	13	81	69	48
5. Crystal Palace	42	18	12	12	79	72	48
6. Swindon Town	42	19	9	14	90	69	47
7. Southend United	42	20	6	16	80	64	46
8. Exeter City	42	17	12	13	70	60	46
9. Newport County	42	18	9	15	81	84	45
10. Queen's Park Rangers	42	17	9	16	72	71	43
11. Charlton Athletic	42	15	13	14	60	70	43
12. Brentford	42	16	8	18	76	74	40
13. Luton Town	42	16	7	19	94	87	39
14. Bournemouth	42	13	12	17	72	79	38
15. Watford	42	14	10	18	68	78	38
16. Gillingham	42	13	11	18	62	81	37
17. Norwich City	42	10	16	16	66	70	36
18. Walsall	42	12	9	21	75	101	33
19. Bristol Rovers	42	14	4	24	67	93	32
20. Coventry City	42	11	9	22	67	96	31
21. Merthyr Tydfil	42	9	13	20	53	91	31
22. Torquay United	42	8	14	20	53	103	30

Football League Division III (South)

	Home	Away
Bournemouth	3-2	0-2
Brentford	1-1	4-1
Brighton	4-3	2-4
Bristol Rovers	2-1	0-1
Charlton	2-2	1-3
Coventry	6-0	0-4
Crystal Palace	3-3	0-1
Exeter	3-0	0-0
Gillingham	6-1	1-0
Luton	4-2	1-2
Merthyr Tydfil	1-2	2-8
Millwall	3-0	3-3
Newport	4-1	3-1
Northampton	4-0	0-3
Norwich	1-1	3-1
Plymouth	2-2	0-3
Q.P.R.	0-2	1-0
Southend	0-1	1-1
Torquay	2-2	1-2
Walsall	5-0	2-1
Watford	4-0	5-2

F.A. Cup

Rd. 1 — Newport	(a)	1-0
Rd. 2 — C. Palace	(h)	0-0
	(a)	2-1
Rd. 3 — Clapton Or.	(h)	2-1
Rd. 4 — Sheff. Wed.	(h)	1-2

Men Who Played

League appearances:

A. Archer, 37; D. C. Bew, 21; J. T. Bourne, 8; W. Chivers, 1; R. Cooper, 2; C. H. Daniel, 3; A. E. Denyer, 39; W. Dickenson, 34; J. Eddleston, 42; C. A. Flood, 3; B. Humphries, 21; C. Jefferies, 1; S. Johnson, 11; D. Low, 38; D. H. Morris, 37; E. M. Nash, 34; H. O'Neil, 1; C. L. Roberts, 38; A. Thom, 28; F. Thompson, 7; J. Walker, 12; R. H. Weale, 7; A. M. Weston, 12; T. Wylie, 25.

League scorers:

Morris 38, Eddleston 13, Roberts 12, Thom 8, Dickenson 7, Denyer 5, Walker 3, Daniel, Archer, Low and Harford (Millwall) each 1.

Crash!

That 2-8 defeat at Merthyr was then our worst League reverse on record.

DON'T MISS A COMPLETE SET! Part 9 of this unique club record series will appear in our next first-team programme.

OXFORD NOW DESPERATE FOR POINTS

by Tony Pullein



Back Row: Left to Right. Dave Roberts, Ray Pickett, Rodney Smithson, Roy Burton, Kevin Thomas, Peter Hatch, John Shuker, Jimmy Light

Middle Row: Left to Right. John Fleming, Steve Flay, Derek Clarke, Hugh Curran, Nigel Cassidy, Graham Atkinson, Keith Gough, Jimmy Campbell, Nick Lowe.

Front Row: Left to Right. Ken Fish (Trainer), Dick Lucas, John Evanson, Geoff Bray, Gerry Summers (Manager), Colin Clarke, Ken Skeen, Steve Aylott, Mick Brown (Assistant Manager).

Having enjoyed so many rousing derby clashes with Oxford United, both in Cup and League, it is a little sad that today's meeting finds us both in dire need of the points in an effort to stave off relegation.

Oxford, who broke a club record by finishing eighth in Division Two last season, have won only two League games so far, at home to the Nottingham pair Forest (1-0) and County (2-1).

Oxford's major problem lies in

their scoring output. They have in Derek Clarke, Nigel Cassidy and Hugh Curran three widely experienced players, yet the goals are still not coming.

Clarke opened his League career with Walsall but was snapped up by Wolves in 1968 at the end of his first season in the senior team. Chances became rare at Molineux, though, and he moved on to Oxford in 1970.

Cassidy was Oxford's top scorer

with 13 goals two seasons ago and netted ten last term. It was with humble Lowestoft Town that he first started hitting the goals trail. Norwich signed him but he didn't make a great deal of progress until transferring to Scunthorpe in 1968.

Oxford paid a club record £50,000 to sign Curran from Wolves last September and he ended the season by topping the club's scoring list with 15 goals.

Hugh was once turned down by Manchester United and then played for Shamrock Rovers, Third Lanark and Corby Town before Millwall gave him a come-back chance. He later served Norwich and Wolves, and was capped by Scotland on five occasions.

John Fleming, John Evanson, Steve Aylott, Graham Atkinson, Ken Skeen and Bill Jeffrey are the main contenders for midfield positions.

Fleming is a local discovery who made his debut in 1971. Evanson made his first appearance in the League team in 1967/68 and has been a regular member of the squad for the past three seasons.

Aylott had sessions with Orient and West Ham without satisfying his desire for League football. Oxford gave him his chance two years ago.

Atkinson is Oxford's longest-serving player. He has been with them since they were elected to the Football League in 1962. Earlier he was with Aston Villa but he didn't make the senior side.

Ken Skeen is no stranger to the County Ground, of course, for he made his bow in League soccer with us in 1964/65. A serious accident interrupted — and threatened to end — his career. After months out of the game he returned to Swindon but didn't resettle so Oxford signed him in 1967.

Jeffrey is one of manager Gerry Summers' proteges and he made his debut in the League eleven last month.

Oxford gave goalkeeper Roy Burton a free transfer three years ago but later had second thoughts and re-engaged him. He has missed few games since his League debut in 1971.

The back four has always looked solid, with Dick Lucas, David Roberts, Colin Clarke and John Shuker proving a formidable

defence. But Nick Lowe was recently brought in as a reinforcement.

Lucas is an Oxford discovery who worked his way into the senior team in 1967/68. It was to be another two years before he began to play regularly but, once established, he has not been shifted apart from the odd occasion through injury.

Roberts last season achieved his big ambition to play international football when he was capped three times by Wales. He was in the Welsh squad which travelled to Poland for the recent World Cup clash though he did not play on that occasion. Oxford signed David from Fulham three years ago.

It was at Arsenal that Colin Clarke learned his game but in those days he was never considered good enough for their first-team. Oxford gave him the chance to play League football in 1965/66 and for the past seven years he has been a fixture in their defence.

John Shuker has now long settled into the left-back spot but there was a time when he would flit about all over the team. He has filled eight different positions for Oxford and in 1968/69 he was their top scorer!

Lowe served his apprenticeship with Oxford, making his League debut last season.

If Oxford's results do not improve quickly, Mr. Summers may feel inclined to go out in search of a new player or two. But he is not a man given to panic actions as can be seen by his record of buying only one player in the past two years. That was Hugh Curran, who cost the club a record £50,000.

Mr. Summers hadn't felt the need to spend lately because the team had been doing well, last season finishing in eighth position.

Not that Oxford have a great deal of excess cash to spend, any-

way. With one of the smallest average attendances in Division Two — 9,187 was last season's figure, while this season it has dropped to 8,300 — Oxford have to rely heavily upon their income from outside sources, such as pools.

Attendances are a constant cause of concern for Oxford who have made rapid strides since their election to the Football League in 1962. While the club has improved itself beyond recognition in the 11 years it has been in the League, the local public's support has been abysmal.

Indeed, Oxford are now almost back to the crowds they drew in Division Four. These are their average attendance figures for their complete League career:

DIV. FOUR: 1962/63, 7,600; 1963/64, 6,900; 1964/65, 8,744.

DIV. THREE: 1965/66, 5,481; 1966/67, 7,045; 1967/68, 8,192.

DIV. TWO: 1968/69, 12,500; 1969/70, 10,812; 1970/71, 10,844; 1971/72, 9,529; 1972/73, 9,187; 1973/74, 8,300.

Oxford's board of directors, deeply concerned at the trend, have recently appointed new pools promoters who aim to raise £1,000 per week, a rather ambitious figure one would have thought for an area with so little football interest.

The Oxford club has reached a cross-roads in its development. Obviously, the ultimate aim is to take First Division football to The Manor — or, rather, to the new ground they are planning — but at the moment they have scarcely the resources to contemplate promotion.

Oxford's visit last season drew a crowd of 11,712. They went away 3-1 winners, thanks to goals from Dave Roberts, Nigel Cassidy and Hugh Curran. Mike McGovern, making his first home appearance after his transfer from Q.P.R., scored Swindon's goal.



A tussle for possession inside the six yard box between Nick Collins and Middlesbrough defenders during our last home match at the County Ground.

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Remember we pay £80 at every First Team match.

Forthcoming matches

Wednesday, October 24th
Southern Junior Floodlit Cup
SWINDON TOWN v. BRISTOL CITY
Kick-off 7.15 p.m.

Saturday, October 27th
Football Combination
SWANSEA CITY
Kick-off 3.0 p.m.

Tuesday, October 30th
F.A. Youth Cup Competition
SWANSEA CITY
Kick-off 7.15 p.m.

GOLDEN GOAL WINNERS

MIDDLESBROUGH 6th October, 1973
£70 First and Last Goal — 71m. 44s. —
Mr. F. Blackwell, 36 William Street,
Swindon.

£10 Attendance 6,787 — Paid on 9,001
— Mr. V. C. Powers, 21 Bampton Grove,
Swindon.



Rod Thomas watches as Dave Moss jumps for a high centre with the Middlesbrough centre half. Nick Collins is the other Town player awaiting the outcome.

Key of the board

Saturday, October 20th, 1973

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

The man in the middle

PETER REEVES

(Leicester) Played for England schoolboys and was a professional with Leicester City and Mansfield Town before playing non-League soccer. Took up refereeing when his playing career was cut short by injury and progressed through the Leicestershire Senior League and Football Combination. Served for two seasons on The League line before being appointed to the supplementary referee's list. Promoted to the full list last season. Refereed last seasons F.A. County Youth Cup Final and was a linesman for the 1971-72 Texaco Cup Final. The sales director of a hosiery firm he is married with two sons. His hobbies include squash, cricket, tennis, gardening and crossword puzzles.



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Also booking:— Jack and the Beanstalk at the London Palladium.

Saturday, October 20th, 1973 — Kick-off 3 p.m.

SWINDON TOWN v. OXFORD UNITED

Swindon Town

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

Oxford United

- 1 Burton
- 2 Light
- 3 Flay
- 4 Roberts
- 5 Lowe
- 6 Evanson
- 7 Clarke, D.
- 8 Gough
- 9 Cassidy
- 10 Curran
- 11 Skeen
- 12

Referee:

Mr. P. G. Reeves
(Leicester)

Linesmen:

Red Flag
Mr. C. G. Lawthorn
(Ruislip)

Yellow Flag

Mr. D. V. Meredith
(Hereford)

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