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Swindon Town FC

SWINDON TOWN FOOTBALL CLUB

Official Programme
including League Football



1973-'74

Fulham

Price 7p



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Swindon Town Football Company Limited

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Les Allen's Column

Today we welcome Fulham to the county ground, and in particular my old boss Alec Stock who I was under for a number of years at Queen's Park Rangers, and someone who at all times gave me a lot of good advice, and was always willing to help me. Mr Stock has been with Fulham about a year now after a period with Luton Town. He has recently been involved in the transfer market selling Steve Earle for quite a large fee to Leicester. Fulham at the moment are in the middle area of the table and are a club trying to establish a good position for future seasons.

Our last home game against Aston Villa was rather spoilt by a gale force wind blowing the full length of the field, and although players found it very difficult to judge exactly where the ball would be blown, the players on both sides showed a certain amount of skill to always make it an exciting game. Our team kept plugging away and were rewarded by a goal scored by David Moss in the last minute of the game. This is one of the rare occasions that we have had a break, particularly at this time. Ray Clarke made his first appearance for the club, and considering he has been out for rather a long time with injuries, did very well.

Last Saturday's game away to Crystal Palace proved once again difficult, the ground being bone hard and rather icy in a number of places. We certainly adapted to these conditions better in the first half, and at half-time we were level at one each. Before we could hardly settle in the second half Jimmy

Gabriel attempted a back pass that was intercepted by Possee who promptly put it into the back of the net. This rather deflated our team and with Don Rogers starting to produce some of his well-known skills as we all know, we could never again get to grips with the Crystal Palace side. One good point to come out of this game was that both our young strikers, namely Peter Eastoe and David Syrett, scored a goal apiece, and they are proving to be quite a handful since they have been together.

This week I completed the signing of John McLaughlin who is 19 years old, and has been a regular in the Colchester first team for the last two seasons. I am sure John will prove to be a very good prospect for a future with Swindon Town. He also had regular appearances with the England Youth Team which won the Little World Cup in Italy only last season. Ray Bunkell moved to Colchester in this deal, and I would like to take the opportunity of wishing Ray the very best of luck with his new club.

Every game is becoming more important to us, especially after last weeks result at Crystal Palace. I am still in the market to add strength to our staff, but we here at Swindon will do all we can to keep us out of dropping into a lower division. It has been mentioned already in the local paper that we look relegation certainties, and I am sure that the players here will try and prove that they are more than capable of giving us some breathing space and gaining the necessary points to keep us out of trouble.



Have you made your entry yet?

Second Division Scene

by Tony Pullein



Robins Year-by-Year

Part 11 — Season 1930/31

Middlesbrough's Irish international midfield player Eric McMordie may join Oldham in their fight for promotion from the Third Division. McMordie lost his place when Middlesbrough signed Bobby Murdoch from Celtic and would welcome the chance to get back into League football again.

After a good start, Bolton Wanderers are now involved in the relegation fight and are in some danger of returning to the Third Division, which they left only a few months ago. Manager Jimmy Armfield has been trying to take some positive action to improve things but he has been repeatedly frustrated in his attempts to sign players.

"Some of the fees being asked are ridiculous", exclaimed Mr. Armfield. "Last week I made bids for two players with First Division clubs but I was quoted figures of £170,000 and £100,000 — yet neither of them were playing in the first-team!"

West Bromwich Albion's former England striker Tony Brown is about to reach another milestone in his career at the Hawthorns. He needs just two more goals to mark up 200 in League and Cup games for the Throstles.

Cardiff City chairman David Goldstone has announced a £500,000 plan to put the Ninian Park club back on its feet. A local merchant banker has promised the club he has ten men each prepared to put up £50,000 to form a consortium to run the club and Mr. Goldstone is now awaiting full details of the scheme, plus the names of interested parties.

Final Table DIVISION III (South)

| | P | W | D | L | For | Ag. | Points |
|-----------------------------|----|----|----|----|-----|-----|--------|
| 1. Notts County | 42 | 24 | 11 | 7 | 97 | 46 | 59 |
| 2. Crystal Palace | 42 | 22 | 7 | 13 | 107 | 71 | 51 |
| 3. Brentford | 42 | 22 | 6 | 14 | 90 | 64 | 50 |
| 4. Brighton and Hove Albion | 42 | 17 | 15 | 10 | 68 | 53 | 49 |
| 5. Southend United | 42 | 22 | 5 | 15 | 76 | 60 | 49 |
| 6. Northampton Town | 42 | 18 | 12 | 12 | 77 | 59 | 48 |
| 7. Luton Town | 42 | 19 | 8 | 15 | 76 | 51 | 46 |
| 8. Queen's Park Rangers | 42 | 20 | 3 | 19 | 82 | 75 | 43 |
| 9. Fulham | 42 | 18 | 7 | 17 | 77 | 75 | 43 |
| 10. Bournemouth and B.A. | 42 | 15 | 13 | 14 | 72 | 73 | 43 |
| 11. Torquay United | 42 | 17 | 9 | 16 | 80 | 84 | 43 |
| 12. Swindon Town | 42 | 18 | 6 | 18 | 89 | 94 | 42 |
| 13. Exeter City | 42 | 17 | 8 | 17 | 84 | 90 | 42 |
| 14. Coventry City | 42 | 16 | 9 | 17 | 75 | 65 | 41 |
| 15. Bristol Rovers | 42 | 16 | 8 | 18 | 75 | 92 | 40 |
| 16. Gillingham | 42 | 14 | 10 | 18 | 61 | 76 | 38 |
| 17. Walsall | 42 | 14 | 9 | 19 | 78 | 95 | 37 |
| 18. Watford | 42 | 14 | 7 | 21 | 72 | 75 | 35 |
| 19. Leyton Orient | 42 | 14 | 7 | 21 | 63 | 91 | 35 |
| 20. Thames | 42 | 13 | 8 | 21 | 54 | 93 | 34 |
| 21. Newport County | 42 | 11 | 6 | 25 | 69 | 111 | 28 |
| 22. Norwich City | 42 | 10 | 8 | 24 | 47 | 76 | 28 |

Football League Division III (South)

| | Home | Away |
|----------------|------|------|
| Bournemouth | 4-1 | 1-4 |
| Brentford | 3-2 | 2-5 |
| Brighton | 1-1 | 0-1 |
| Bristol Rovers | 3-1 | 1-4 |
| Clapton Or. | 5-1 | 3-2 |
| Coventry | 4-0 | 0-4 |
| Crystal Palace | 4-4 | 1-3 |
| Exeter | 2-1 | 1-3 |
| Fulham | 4-1 | 1-6 |
| Gillingham | 5-2 | 1-0 |
| Luton | 0-0 | 0-4 |
| Newport | 4-4 | 1-3 |
| Northampton | 5-1 | 0-3 |
| Norwich | 5-2 | 0-2 |
| Notts County | 1-2 | 0-2 |
| Q.P.R. | 4-1 | 2-1 |
| Southend | 1-1 | 3-5 |
| Thames | 3-0 | 2-3 |
| Torquay | 4-0 | 0-5 |
| Walsall | 4-3 | 2-2 |
| Watford | 2-1 | 0-3 |

F.A. Cup

Rd.1 — Norwich (a) 0-2

Men Who Played

League appearances:

Archer, A. S. 11; Batty, W. 18; Braithwaite, E. 42; Cockburn, W. O. 38; Cope, H. 41; Cruickshank, A. 26; Eddleston, J. 33; Girvan, H. 42; Gyan, G. W. 2; Jones, G. B. 4; Kirby, N. 42; Low, D. 23; M'Cartney, J. 2; Morris, D. H. 40; Munnings, C. E. 14; Murray, D. 1; Penn, T. 1; Richardson, F. 38; Rushton, R. 7; Stansfield, H. F. 27; Webster, H. 1; Whipp, P. L. 9.

League scorers:

Morris 35, Eddleston 13, Richardson 12, Kirby and Whipp each 5, Cruickshank 4, Munnings 3, Cockburn 2, Batty, Jones, Stansfield, Brown (Boscombe), Igoo (Thames), Robinson (Southend), Dixon (Southend), Gibbon (Fulham), Woodward (Watford) and Hannah (Norwich) each 1.

DON'T MISS A COMPLETE SET! Part 12 of this unique club record series will appear in our next first-team programme. Make sure you collect each instalment and thus complete this best-ever record of Swindon Town.

Back numbers are available from the Secretary's Office.

FULHAM SLIP AFTER GOOD START

by Tony Pullein



Back Row: Left to Right. Jim Conway, John Fraser, Les Strong, Steve Earle, Les Barrett, John Conway
Middle Row: Left to Right. Barry Lloyd, David Moreline, Peter Mellor, John Lacy, Paul Went, Malcolm Webster, John Mitchell, Viv Busby
Front Row: Left to Right. Alan Slough, Jimmy Dunne, Alan Mullery, Fred Callaghan, John Cutbush, David Carlton.

Fulham were among the early promotion pace-makers until they hit their current slump which has seen them win only two of their last ten League games. Yet, all hope is far from lost for, in spite of this rather alarming reversal of form, the Cottagers are still in a very strong challenging position.

It came as a surprise to some Fulham fans when the club agreed to sell striker Steve Earle to Leicester for £80,000 two weeks ago. Steve had been top scorer in three of the past four seasons and

had scored well over 100 goals for the club in eight seasons as a first-teamer.

But manager Alec Stock has plenty of cover for the striking positions. John Conway had been playing up front with Viv Busby and Earle. Last Saturday, Mr. Stock moved the versatile Alan Slough from defence to fill Earle's place and he also has John Mitchell to call upon here.

John Conway is the brother of the club's Republic of Ireland international striker Jimmy Conway and

last season they were involved in what is believed to be a unique family substitution — in one game John came in for Jimmy and, in another, the roles were reversed. John made his League debut for Fulham two seasons ago.

Viv Busby and Alan Slough were both signed from Luton in the close-season. Viv made some 70 League appearances for the Hatters and, two seasons ago, seemed set to join Newcastle after a successful loan period. But the deal fell through.

Slough first played for Luton's senior eleven in 1965/66 and appeared both in defence and attack for them, too.

John Mitchell made a sensational start to his League career and was one of the club's top scorers last season. Signed from amateurs St. Albans as recently as August 1971, John quickly settled to the professional game.

The midfield players will almost certainly be chosen from Alan Mullery, Jimmy Dunne, Barry Lloyd and Les Barrett.

Skipper Mullery returned to his original club in 1972, from Spurs, for a £65,000 fee. Alan began his League career with Fulham in 1958/59 and was sold to Spurs for £72,500 in 1964. At White Hart Lane he won League and Cup winners' medals plus 35 England caps.

A Republic of Ireland international, Jimmy Dunne left Shelbourne to try his luck in England football with Millwall in 1966. He didn't manage to get into the Lions' first-team so he moved on to Torquay where he won instant success. Fulham bought him for £15,000 in 1970.

Barry Lloyd learned his game with Chelsea but was unable to win a regular place in their first-team. He made the short journey down the road to Fulham five seasons ago and was one of the stars of their side which won promotion to the Second Division three seasons back. He is a former England youth international.

A former England under-23 player, Les Barrett entered Fulham's first-team in 1965/66 and was top scorer three seasons ago when they won promotion to Division Two.

David Moreline was recalled at left-back when Alan Slough moved up into attack so that the back four could be John Cutbush, Paul Went,

John Lacy and Moreline.

Cutbush joined Fulham from Spurs during the 1972 close-season after being a member of Spurs' reserve team for a couple of years. He enjoyed an outstanding first season in League football for Fulham.

Fulham paid a club record £80,000 for Paul Went in 1972. A former England schoolboy and youth international, he was only 16 when he first played in the Football League for Orient in 1965/66. In 1967 Charlton paid £27,000 to sign him and he remained with that club until his latest transfer.

A former Fulham amateur, Johnny Lacy made his League debut against Cardiff last season and has now established himself in the first-team. Moreline, another Fulham discovery, first played in the senior team in 1968/69.

Fulham paid Burnley £25,000 for goalkeeper Peter Mellor in February 1972. Burnley spotted him playing for non-League Witton Albion, and he made his first appearance in the first-team in 1969/70. Peter had a short period on loan to Chesterfield two seasons ago.

In spite of the recent frustrations, Fulham's manager Alec Stock can look back on 18 months of steady progress since he took over. Last season, though he spent much of his time rebuilding the team, they were among the pace-setters for several weeks.

When accepting his Fulham post, Mr. Stock quickly got down to work. His first moves were to sign defenders John Cutbush and Paul Went, who have both settled down well, and he then pulled off a smart deal by persuading Spurs to part with former Fulham player Alan Mullery, an England star on many occasions. His presence had a big influence upon Fulham's climb up the table.

The team, of course, always gets most of the limelight but there has also been an awful lot of progress made on the ground at Craven Cottage. A new £250,000 grandstand, on the river-side of the ground, was completed just over a year ago and new floodlights, six times as intense as the old ones, were completed last term.

Work has also gone into improving safety on the ground and Fulham now consider they have already met the standards laid down in the Wheatly Report.

Alec Stock, the manager, first hit the headlines in 1948 when he steered Southern League Yeovil Town to astonishing Cup victories over Bury and Sunderland.

In August 1949 he was appointed manager of Leyton Orient and built the side which won promotion to Division II in 1956. He moved to Arsenal as assistant manager in 1956 but he was greatly disillusioned by conditions on the coaching side at Highbury so he returned to Orient within a couple of months. The challenge of Italian soccer was laid before him and he took control of Roma F.C. but once again returned to Leyton Orient when they were in trouble.

Alec Stock finally severed his connections with Orient in March 1959 and three months later became manager of Queen's Park Rangers, whose success under his able command was phenomenal. They won the League Cup and rose from the Third to the First Division.

He left Rangers in November 1968 and shortly afterwards took over at Luton. It was during the summer of 1972 that he linked up with Fulham.

Last season's home game with Fulham ended in a 2-2 draw, Ray Treacy and Rod Thomas scoring for us with Steve Earle and Ron Potter (own goal) netting for Fulham.



John Trollope looks on as Jimmy Allen goes for a high cross at our last home game against Aston Villa.

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The man in the middle **JOHN YATES**

(Redditch). Promoted to The League's full list in 1968 after progressing through local leagues, the Worcestershire Combination and West Midland League. Went on The League line in 1963 and the supplementary list in 1966. Refereed last season's Watney Cup Final (Bristol Rovers v. Sheffield Utd) and N. Ireland v. Scotland youth international. Linesman for England v. Holland Under 23 and a European Cup quarter-final match in Yugoslavia, refereed in the 1972 Anglo-Italian Cup tournament. A supervisor at British Leyland (Longbridge), his main interest outside refereeing activities is golf.

Forthcoming matches

Saturday, December 15th
Football Combination
CHELSEA
Kick-off 2.0 p.m.

Saturday, December 22nd
Division II
ORIENT
Kick-off 2.0 p.m.

Saturday, December 29th
Football Combination
LEICESTER CITY
Kick-off 2.0 p.m.

GOLDEN GOAL WINNERS

ASTON VILLA 24th November, 1973
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£10 Attendance 8476 — Paid on 9013 —
Mrs J. Lester, 321 Windrush, Highworth.



Outnumbered four to one young Dave Syrett still manages to get in a shot at goal and narrowly missed scoring against Aston Villa.

Key of the board

Saturday, December 8th 1973

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

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Crested Rings

Saturday, December 8th, 1973 — Kick-off 2 p.m.

SWINDON TOWN v. FULHAM

Swindon Town

- 1 Allan
- 2 Butler
- 3 Trollope
- 4 Hubbard
- 5 Burrows
- 6 Potter
- 7 Moss
- 8 McGovern
- 9 Syrett
- 10 Eastoe
- 11 Jenkins
- 12

Fulham

- 1 Mellor
- 2 Cutbush
- 3 Moreline
- 4 Mullery
- 5 Went
- 6 Lacy
- 7 J. Conway
- 8 Dunn
- 9 Busby
- 10 Slough
- 11 Barrett
- 12

Referee:

Mr. J. H. Yates
(Redditch)

Linesmen:

Red Flag
Mr. M. S. Greenhalgh
(Torquay)

Yellow Flag
Mr. V. A. Lewis
(Glamorgan)

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