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Swindon Town FC

SWINDON TOWN FOOTBALL CLUB

Official Programme
including League Football



1973-'74

Cardiff City

Price 7p



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Football Company Limited 1972

Swindon Town Football Company Limited

Registered Office
County Ground, Swindon

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Golden goals

GOLDEN GOAL WINNERS BOLTON WANDERERS

£60 First Goal — 10m. 10s. — Mr. L. Elliott, 170 Beatrice Street, Swindon.

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Les Allen's Column

A welcome this afternoon to Cardiff City who have recently achieved a safer position in our Division after being in a similar position to our own a couple of months ago. Frank O'Farrell, the former Manchester United Manager, is now in charge at Cardiff, and he also recruited a former friend of mine Jimmy Andrews, as his Chief Coach.

Our recent games have proved very disappointing, in particular the Notts County game when we lost 4-1 at home. After only six minutes Terry Hubbard was carried off with a dislocated shoulder, and these are the kind of problems that seem to hit you regularly when in a position as we are at the moment. On the Saturday we played Middlesbrough away, and although our lads went down two goals to one every player was able to come off the field with their heads high because they had given Middlesbrough a fright, and we could easily

have taken a point from this game. Ken Stroud was carried off with a knee injury, and Ron Potter had a very large ankle which kept him out of our following game against Luton. These players, I hope, will be nearer fitness in the next few days and available for selection. It hits team selection quite a bit when four players of this calibre are not available. In the Middlesbrough game Roy Compton, one of our young players, made his debut and scored our goal. This is an encouraging sign because Roy was previously a young player with Millwall, and after being refused professional forms with them was recommended to me for trial. Since this he has made steady progress, and I am sure he will do well in the future.

The Luton game at home which we lost 2-0 was a case of two bad goals that we gave away, and not being able to convert our chances.

Second Division Scene

by Tony Pullein



Robins Year-by-Year

Part 17 — Season 1936/37

Nottingham Forest may be the last Second Division club surviving in the F. A. Cup but manager Allan Brown has stated quite categorically that his main objective is — promotion. His long term ambition is to manage a team as good as Real Madrid at their peak so, if Forest do go up this season, their fans may have wonderful things in store.

As a player, Mr. Brown spent most of his career at the top, winning 13 Scottish caps during service with East Fife, Blackpool, Luton and Portsmouth. Yet all his previous managerial jobs had been with clubs in lower divisions — Wigan Athletic, Luton, Torquay and Bury.

Cardiff City, today's visitors to the County Ground, can be expected to release several players before the end of the season. The signing of Jack Whitham, John Farrington and Willie Carlin — plus the latest £5,000 arrival from Northern Ireland, John McClelland — has tended to overload an already large professional staff.

If Crystal Palace do escape relegation this season it will go down as one of the most remarkable revivals on record. At the end of December they were bottom of the table, seven points behind the 19th club and had played a game more than most of their rivals. What's more they had managed only two victories in the first-half of the season.

Yet their 2-0 victory over Oxford United recently gave them nine points out of 10 since the turn of the year and put them in a position from which they had every chance of escaping.

Final Table

DIVISION III (South) — Season 1936/37

	P	W	D	L	For	Ag.	Points
1. Luton Town	42	27	4	11	103	53	58
2. Notts County	42	23	10	9	74	52	56
3. Brighton and Hove Albion	42	24	5	13	74	43	53
4. Watford	42	19	11	12	85	60	49
5. Reading	42	19	11	12	76	60	49
6. Bournemouth and B.A.	42	20	9	13	65	59	49
7. Northampton Town	42	20	6	16	85	68	46
8. Millwall	42	18	10	14	64	54	46
9. Queen's Park Rangers	42	18	9	15	73	52	45
10. Southend United	42	17	11	14	78	67	45
11. Gillingham	42	18	8	16	52	66	44
12. Leyton Orient	42	14	15	13	52	52	43
13. Swindon Town	42	14	11	17	75	73	39
14. Crystal Palace	42	13	12	17	62	61	38
15. Bristol Rovers	42	16	4	22	71	80	36
16. Bristol City	42	15	6	21	58	70	36
17. Walsall	42	13	10	19	62	84	36
18. Cardiff City	42	14	7	21	54	87	35
19. Newport County	42	12	10	20	67	98	34
20. Torquay United	42	11	10	21	57	80	32
21. Exeter City	42	10	12	20	59	88	32
22. Aldershot	42	7	9	26	50	89	23

Football League Division III (South)

	Home	Away
Aldershot	5-1	1-2
Bournemouth	3-1	2-5
Brighton	1-2	0-2
Bristol City	0-1	2-1
Bristol Rovers	4-1	1-2
Cardiff	4-2	2-1
Clapton Orient	1-3	1-1
Crystal Palace	4-0	0-2
Exeter	3-1	1-1
Gillingham	3-0	1-4
Luton	2-2	1-5
Millwall	3-0	1-1
Newport	1-2	1-1
Northampton	2-0	0-4
Notts County	2-2	2-3
Q.P.R.	1-1	1-1
Reading	1-2	2-2
Southend	4-0	0-2
Torquay	4-2	0-2
Walsall	3-0	2-5
Watford	1-1	2-2

F.A. Cup

Rd. 1 — Dulwich		
Hamlet	(h)	6-0
Rd. 2 — Cardiff	(a)	1-2

Men Who Played

League appearances:

Bailey, H. 3; Broadley, J. 14; Brock, J. 5; Cousins, H. 42; Chandler, F. 22; Cookson, J. 33; Duckworth, T. 39; Edmunds, F. 4; Fowler, A. 42; Hetherington, J. 42; Jones, E. 29; MacPhail, D. 10; Morrall, G. 35; Musgrave, J. 17; Shanks, R. 6; Smith, A. 42; Storey, W. 4; Wilcockson, S. 34; Ware, E. 5; Wildman, F. 33; Wise, K. 1.

League scorers:

Cookson 25, Fowler 13, Hetherington 11, Jones 8, Chandler 7, Morrell 4, Musgrave 3, McPhail 2, Cousins and Storey each 1.

DON'T MISS A COMPLETE SET! Part 18 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.

If you have missed past instalments, back numbers are available from the Secretary's office.

Danger passes for Cardiff



Back Row: Left to Right. George Smith, Johnny Vincent, Albert Larmour, Peter King, Richard Morse, Bill Irwin, Willie Anderson, Roger Hoy, Andy McCulloch, Peter Morgan.
Front Row: Left to Right. Phillip Dwyer, Dave Powell, Ritchie Morgan, Gary Bell, Don Murray, Freddie Pethard, Leighton Phillips, Bobby Woodruff, Gilbert Reece.

Cardiff's new manager Frank O'Farrell has effected quite a change in outlook at Ninian Park. When he arrived the Bluebirds were precariously placed near the bottom of the table but, since then, they have risen steadily and now the danger seems to have passed.

Mr. O'Farrell swooped for two new signings soon after his arrival — midfield men John Farrington and Willie Carlin both having

**BY
TONY
PULLEIN**

played under him at Leicester City. Cardiff had to pay Leicester £45,000 for Farrington but he partially repaid that when he cracked a hat-trick in one of his early games against Sunderland.

Farrington opened his career with Wolves.

Carlin, one of the smallest professionals in the game, arrived from Notts County after a loan period. He was originally released by Liverpool and then started out in the lower divisions with Halifax. Carlisle signed him in 1964 and he remained at Brunton Park for three years. Later moves took him to Sheffield United, Derby and

Leicester before Notts County signed him in 1972.

Another new signing is former England under 23 striker Jack Whitham who was told recently he could never play again. Whitham, who twice led Sheffield Wednesday's scoring list, joined Liverpool in 1970 and two years ago severely damaged a leg. After making several come-back bids he was written off by the doctors and released by Liverpool. Yet Jack reckoned he could still make it, he persuaded Cardiff to give him a trial and last month he was eased back into League football as substitute at Notts County.

Andy McCulloch is Cardiff's leading scorer, three of his goals coming in one game against Oxford. Andy soon repaid Cardiff for the £45,000 they invested in him last season with some vital goals in the fight against relegation. He ended up top scorer with 16 goals. Andy, who was spotted playing for Walton & Hersham, joined Queen's Park Rangers for a small fee in 1971 and went straight into their senior team.

Versatile Leighton Phillips has played chiefly in defence or midfield but recently switched to striker with great success, scoring in three successive games. Leighton is now a regular member of the Welsh national team and has ten caps to his credit, though he earlier lost his place in the Cardiff team. He formerly played for his country at youth and under-23 levels. Cardiff introduced him to League soccer in 1968/69.

The back four players could well be Phillip Dwyer, Don Murray, John Impey and Gary Bell.

Dwyer and Impey were two of several young players blooded last season by former manager Jimmy Scoular and who have now established themselves as regulars.

Murray is a former skipper of the Rest of the World Youth XI, and a Scottish under-23 inter-

national. He came into the Cardiff side in 1962/63 and for 11 years has been the first-choice centre-back.

Bell gained a reputation as a penalty king last season, netting six times from the spot. Yet another Cardiff discovery, he made the first-team in 1966/67 and has been the regular left-back for the past five years.

Gil Reece, Willie Anderson and Tony Villars are among the players available in midfield.

Reece returned to his original club last season, costing Cardiff a considerable fee. Yet ten years ago they discarded him because they didn't think he would make the grade! He joined Newport County, making his League debut in 1963/64 but the following season he was off to Sheffield United where he remained a regular first-teamer for seven years, and won many Welsh caps.

Anderson was a £60,000 signing from Aston Villa last season. A one-time Manchester United player, Willie didn't really establish himself in League football until joining Villa in 1966. Villars is a local player who worked his way into the League eleven last season.

Goalkeeper Billy Irwin joined Cardiff from Northern Ireland League club Bangor in October 1971 and went straight into the first-team against Millwall two days later. He quickly impressed and, apart from one short spell, he has been Cardiff's first-choice 'keeper ever since.

Life hasn't been too sweet for Cardiff since a last-match defeat at Sheffield United cost them the chance of promotion to the First Division three years ago. Since that unhappy day at Bramall Lane, little went right for Cardiff. They missed relegation by only one point in 1972 and last season avoided the drop only on goal-average.

Yet, out of last season's

worrying campaign came the hope that things would be better this term. David Goldstone, a London businessman, took over as chairman, the club was re-organised and, for the first time in years, cash was made available to spend on new players.

One happy aspect of last season was Cardiff's success in the Welsh Cup Final — though, at one time, they looked booked for disappointment here, too. They lost the first leg 0-1 to non-League Bangor City but made no mistake in the return when they ran out 5-0 winners. This put them back in Europe, after a year's absence, but they made a quick exit to Sporting Lisbon in the first round of the European Cup-Winners' Cup this season.

Cardiff have a wonderful record in that competition, having won more games than any of the 215 clubs who have taken part except for Atletico Madrid and Glasgow Rangers. Leading positions in the C.W.C. ratings are:

	P	W	D	L	For	Ag.
Rangers	38	19	7	12	68	46
Atletico Madrid	27	17	6	4	56	23
CARDIFF	33	13	11	9	54	32
Bayern Munich	25	13	9	3	44	21

Cardiff's Welsh Cup success this year was their 17th triumph in this competition — but they still trail behind Wrexham who have 19 wins to their credit. Cardiff won the F.A. Cup once (1927) and the Third Division (South) championship once (1947). They were on one occasion First Division runners-up and finished second in Division Two on three occasions.

When Cardiff came to the County Ground last season we recorded our best win of the season, Rod Thomas, Ray Treacy and David Powell (own goal) scoring in a 3-0 victory. We lost 1-2 at Ninian Park on Boxing Day this season.

FOOTBALL COMBINATION

Table of Results to Tuesday, 26th February 1974
(Not inclusive)

	P	W	D	L	For	Ag.	Pts.
Norwich City	29	17	7	5	59	27	41
A.F.C. Bournemouth	30	18	5	7	54	33	41
Leicester City	29	16	7	6	42	19	39
Ipswich Town	31	16	6	9	62	43	38
Arsenal	29	13	9	7	38	29	35
Chelsea	30	13	6	11	50	37	32
Tottenham Hotspur	30	11	10	9	33	34	32
Luton Town	28	12	7	9	60	43	31
Queens Park Rangers	26	10	10	6	46	33	30
Plymouth Argyle	26	11	8	7	44	35	30
Oxford United	27	11	7	9	27	22	29
Swindon Town	27	11	7	9	40	35	29
Fulham	28	10	8	10	30	30	28
Birmingham City	30	11	6	13	29	33	28
West Ham United	27	11	5	11	33	34	27
Crystal Palace	26	10	5	11	33	39	25
Bristol Rovers	29	8	9	12	37	50	25
Cardiff City	30	8	5	17	32	54	21
Bristol City	29	8	4	17	31	54	20
Swansea City	25	7	3	15	33	50	17
Southampton	29	5	7	17	30	66	17
Reading	27	3	1	23	21	64	7

HELLENIC LEAGUE

	P	W	D	L	For	Ag.	Pts.
1. Oxford City	28	20	3	5	84	35	43
2. Newbury Town	28	16	8	4	77	34	40
3. Cirencester Town	24	16	3	5	76	29	35
4. Waddesdon	26	14	5	7	70	44	33
5. Kidlington	28	14	5	9	52	45	33
6. Rivets Sports	21	14	3	4	58	25	31
7. Aston Clinton	27	13	5	9	55	43	31
8. Maidenhead Social	23	12	6	5	48	35	30
9. Oxford Univ. Press	26	13	4	9	54	39	30
10. Morris Motors	28	12	5	11	58	45	29
11. Walcot	23	11	6	6	49	33	28
12. M.G. Athletic	28	11	6	11	51	49	28
13. Long Wittenham	27	10	8	9	49	50	28
14. Swindon Town	29	11	5	13	70	52	27
15. Easington Sports	27	11	5	11	42	42	27
16. Wroughton	26	9	5	12	37	59	23
17. Garsington	28	10	1	17	51	66	21
18. Watlington	25	6	2	17	35	73	14
19. Abingdon United	30	5	1	24	33	99	11
20. Princes Risborough	25	3	3	19	25	78	9
21. Buckingham Athletic	29	1	3	25	24	123	5

PREVIOUS MATCH BALL DONORS

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FOR THE RECORD

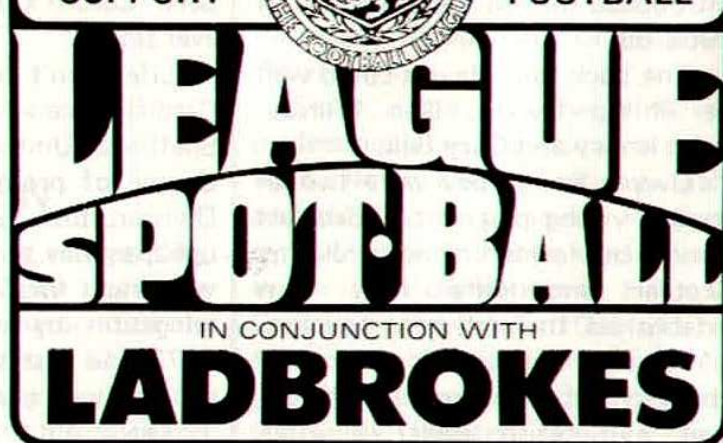
			F.A.	Home Attendance
25 Aug.	Sheffield Wed.	H.	3-1	8267
1 Sept.	Preston N. End	A.	1-1	
8 Sept.	West Brom. Albion	H.	1-0	11583
11 Sept.	Bristol City	H.	0-1	13991
15 Sept.	Notts. County	A.	0-2	
18 Sept.	Notts. Forest	A.	0-2	
22 Sept.	Millwall	H.	1-3	7756
29 Sept.	Orient	A.	0-0	
2 Oct.	Notts. Forest	H.	0-0	6353
6 Oct.	Middlesbrough	H.	0-1	6787
13 Oct.	Luton Town	A.	1-2	
20 Oct.	Oxford United	H.	1-0	7537
23 Oct.	Bristol City	A.	0-1	
27 Oct.	Portsmouth	A.	1-3	
3 Nov.	Carlisle United	H.	2-2	6480
10 Nov.	Sunderland	A.	1-4	
17 Nov.	Blackpool	A.	0-2	
24 Nov.	Aston Villa	H.	1-0	8476
1 Dec.	Crystal Palace	A.	2-4	
8 Dec.	Fulham	H.	1-1	5568
15 Dec.	Bolton	A.	0-2	
22 Dec.	Orient	H.	2-2	5718
26 Dec.	Cardiff City	A.	1-2	
29 Dec.	West Brom. Albion	A.	0-2	
1 Jan.	Preston N. End	H.	3-1	8299
19 Jan.	Sheffield Wed.	A.	1-2	
26 Jan.	Hull City	H.	1-1	4389
3 Feb.	Bolton	H.	2-2	8864
16 Feb.	Millwall	A.	3-0	
19 Feb.	Notts. County	H.	1-4	
23 Feb.	Middlesbrough	A.	1-2	
26 Feb.	Luton Town	H.	0-2	
2 March	Cardiff City	H.		
9 March	Portsmouth	H.		

Please note the alterations to the February & March fixtures from the original fixture lists.



SUPPORT

FOOTBALL



CAN YOU HELP?

Good Afternoon Supporters,

May I first of all introduce myself, my name is Graham Drew, I am thirty-six years old with a wife and two children. For the past eighteen months I have worked as Assistant Commercial Manager with a third division club, namely, Plymouth Argyle. On the 7th of February the Board appointed me as Commercial Manager here at County Ground and I took up my duties on the 18th February.

My first impression of Swindon Town F.C. at the home match against Bolton on February 3rd gave me an insight into the set-up. The support you gave on that wet Sunday afternoon was tremendous and for the whole ninety minutes, Les Allen's boys got the support they needed. *Support* of course, is the operative word, and never in

the history of football has it been needed more, than now, financial as well as verbal. Because of the decline in attendances, the power difficulties and the general economic climate coupled with the increased expenses involved in running a club, the need for a commercial manager has become necessary.

My main duties will be fund raising, and during the next few weeks I shall introduce new and exciting ways of doing this to the area, details of which are available at the pools office. If anyone present this afternoon wishes to help and is willing to give up a few hours each week, for which they will be paid, please come and see me after the match or ring Swindon 22118 during normal office hours.

Yours in sport,
Graham Drew.

Season 1973-74

League appearances and
goal scorers as at 13/2/74

J. Allan	27	
R. Bunkell	1 (1 Sub.)	
F. Burrows	27	
J. Butler	28	1
R. Clarke	2 (2 Sub.)	1
M. Colins	2 (3 Sub.)	
W. Dixon	6	
P. Eastoe	11	7
J. Gabriel	6	
T. Hubbard	13	1
T. Jenkins	27	2
R. Legg	11 (2 Sub.)	1
M. McGovern	15 (4 Sub.)	1
J. McLaughlin	3 (1 Sub.)	
D. Moss	25 (1 Sub.)	5
D. Munks	7	
C. Porter	5 (2 Sub.)	
R. Potter	14 (1 Sub.)	
A. Spratley	1	
D. Syrett	12 (9 Sub.)	3
F. Sperti	1	
K. Stroud	12 (2 Sub.)	
R. Thomas	14	
R. Treacy	15	4
J. Trollope	23	

The man in the middle

ANTHONY OLIVER

(Leigh-on-Sea, Essex) Went on the League list in 1968 after serving on the line and graduating through the Metropolitan League and the Football Combination. Was a linesman for Standard Liege v Athletic Madrid in 1965 (European Cup) and has officiated in other European games. Married with two young sons, he is a chief technical author with an engineering company. His interests include cinematography and gardening.

Forthcoming matches

Saturday, 9th March 1974
Division II
PORTSMOUTH
Kick-off 3.00 p.m.

Saturday, 16th March 1974
Football Combination
BRISTOL CITY
Kick-off 3.00 p.m.

Saturday, 23rd March 1974
SUNDERLAND
Kick-off 3.00 p.m.

Tuesday, 26th March 1974
Football Combination
QUEEN'S PARK RANGERS
Kick-off 3.00 p.m.

Saturday, 30th March 1974
Football Combination
LUTON TOWN
Kick-off 3.00 p.m.

Key of the board

Saturday, March 2nd, 1974

- A Arsenal v. Southampton
- B Derby v. Stoke
- C Leeds v. Newcastle
- D Liverpool v. Burnley
- E Sheffield United v. Manchester Utd.
- F Aston Villa v. West Bromwich
- G Blackpool v. Bolton
- H Bristol City v. Oxford United
- I Carlisle v. Preston
- J Hull v. Sheffield Wednesday
- K Nottingham Forest v. Notts County
- L Sunderland v. Middlesbrough
- M Aldershot v. Brighton
- N Blackburn v. Oldham
- O Bournemouth v. Hereford
- P Charlton v. Southend
- Q Grimsby v. York
- R Halifax v. Huddersfield
- S Port Vale v. Southport
- T Rochdale v. Chesterfield

Saturday, March 2nd, 1974 – Kick off 3.00 p.m.

SWINDON TOWN v. CARDIFF CITY

Swindon Town

- 1 Spratley
- 2 McLaughlin
- 3 Trollope
- 4 Butler
- 5 Burrows
- 6 Munks
- 7 Moss
- 8 Dixon
- 9 Compton
- 10 Clarke
- 11 Jenkins

Cardiff City

- 1 Irwin
- 2 Dwyer
- 3 Pethard
- 4 Powell
- 5 Murray
- 6 Villars
- 7 Farrington
- 8 McCulloch
- 9 Carlin
- 10 Anderson
- 11 Impey

Referee:
Mr. A. P. Oliver
(Leigh-on-Sea)

Linesmen:
Red Flag
Mr. A. L. Jones
(Bath)

Yellow Flag
Mr. B. Langford
(Coventry)

MATCH BALL
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