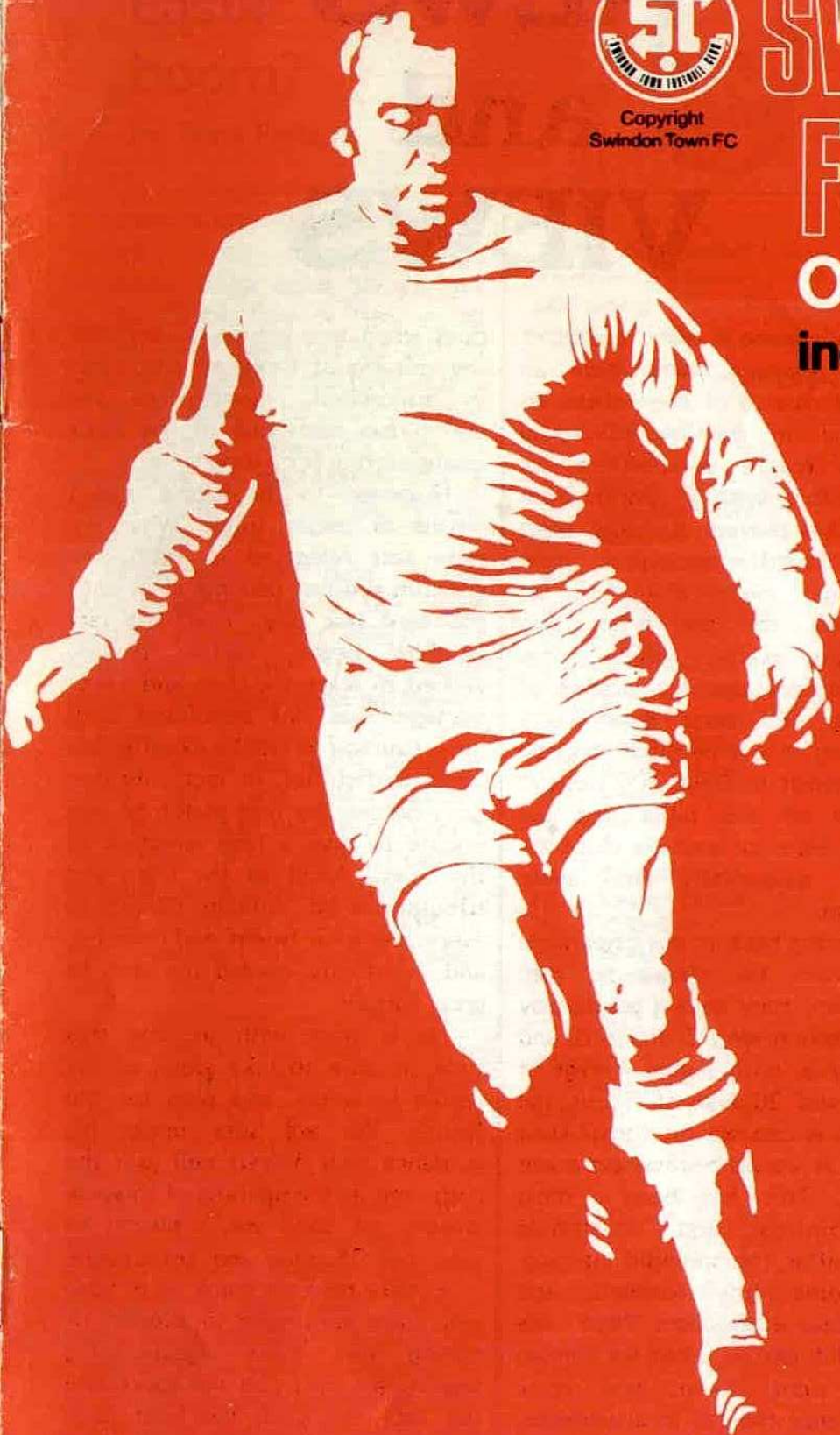




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Swindon Town FC

SWINDON TOWN FOOTBALL CLUB

Official Programme
including League Football



1973-'74

Blackpool

Price 7p



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Football Company Limited 1972

Swindon Town Football Company Limited

Registered Office

County Ground, Swindon

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Season Tickets for Season 1974/75 are to include free admission to Reserve Matches and there will be, with the exception of the Rendezvous Club Seats, just two prices i.e. North Stand £15.50 and South Stand £14.50, both prices inclusive of VAT.

Senior Citizens, upon production of their Pension Books and Children under 16, upon production of their birth certificates, will receive a reduction of 50% on the price of their Season Tickets.

Payment for Season Tickets can be made by easy payments over the period of the close season by weekly or monthly instalments.

SEASON TICKETS WILL GAIN, IN ADDITION TO FREE ENTRY TO RESERVE MATCHES, FREE ENTRY TO THREE LEAGUE MATCHES ON THE PRICES QUOTED ABOVE.

Golden goals

SUNDERLAND — 23rd March, 1974

£36.80 1st Goal — 9m. 29s. — Mrs. Woodbridge, 365 Queens Drive, Swindon.

£4.60 Last Goal — 44m. 18s. — Mrs. A. Farrar, 32 Baskerville Road, Lyncroft, Swindon.

£4.60 Attendance — 6178 — Paid on 9008 — Mr. R. Price, 89 Bowleymead, Eldewe, Swindon.

NEWS and VIEWS

Today's game is most important for our visitors, who have an excellent chance of promotion. At the time of writing Blackpool occupies fourth position in the League table, with 41 points from 37 matches played. Actually apart from Middlesbrough, now champions, eight clubs are in contention for the other two promotion places. Whilst some clubs consider the new system of three up and three down as a detriment, it has certainly created great interest in Division 2 both at the top of the table and the bottom. Here at least six clubs are striving desperately to avoid relegation.

Reverting back to our opponents apart from the desire to gain promotion, they have a good away record having won 5 drawn 8, and lost only 5, with a goal average of 20 For and 20 Against. To us, the question is can we hit form? How pleasant it would be if we came out on top. This has been a most disappointing and frustrating season; after the splendid opening, with some fine football, and tremendous enthusiasm. Then came a very dull period, when we seemed to be right down, and as a consequence the fall in attendance, which so often affects the play.

The cup tie at Portsmouth, promised a revival, with the best display of the season, but with the defeat in the replay, we reverted back to our previous form. Maybe the ball has run badly—it always

does when you are down—instance the missing of three penalty kicks in succession, nevertheless the season has been one of the most disappointing for a long time.

However, to the future, and a return to better times. When we were last relegated in 1965, the position did not become clear until the very last day. Then the real troubles began, certain players wished to leave the club, and a new manager was not appointed until July. Coming so late he experienced many difficulties, in fact only two days before the first match he was unable to give a firm selection of the team. Amid all the trials and tribulations Mr. Williams (Danny to everyone) kept bright and cheerful, and eventually guided the club to great success.

He is back with us, and this time, is able to take stock of the whole situation, and plan for the future. We are sure under his guidance new players will join the club, and at the opening of the new season, we shall see, a strong fit side, full of spirit and enthusiasm.

Finally may we thank all of you, who have continued to support us during this most disappointing season. We trust you will appreciate the fact the Club has kept faith with the public, and reduced prices of admission, as we play in a lower league. It has also done its best to help the Old Age Pensioners, and also all children of school age by bringing in a half-price Season Ticket.

Easter boom?

by Tony Pullein



Robins Year-by-Year

Part 20 — Seasons 1945/46 and 1946/47

Easter is often a boom time for football, with promotion and relegation issues being fought out to the death. One or two crowd records have been set up at this time of the year in the past. It was at Easter exactly 13 years ago that the Fourth Division's record attendance was established, 37,774 people turning up to see Crystal Palace play Millwall.

Those who do turn up for today's games could see more exciting football and enjoy some traditional Easter fun. Many unusual feats have been performed at Easter.

Among the big goals hauls at Easter time was the Football League record of ten hit by Luton's Joe Payne, on his debut at centre-forward, in a 12-0 victory over Bristol Rovers at Easter 1936. In 1931 Reading's Alec Bacon crashed six goals into Stoke City's net.

Though there were no really outstanding hits last year at Easter, one player had a particularly happy time. Southend's Chris Guthrie hit hat-tricks on successive days against Port Vale and Chesterfield!

You may have noted that Everton had no home game on Good Friday. This is the result of a long-standing agreement. Everton many years ago drew up an agreement with the vicar of the church, which stands on a corner of their magnificent stadium, never to play at such time as would interfere with his Good Friday services. They still honour the arrangement.

1945/46

Though the Football League competition did not re-start on a proper basis until the following season, the F.A. Cup was organised on a two-legged basis for the first time:

Rd. 1 — Bristol Rovers (h) 1-0
(a) 1-4

Final Table

DIVISION III (South) — Season 1946/47

	P	W	D	L	For	Ag.	Points
1. Cardiff City	42	30	6	6	93	30	66
2. Q.P.R.	42	23	11	8	74	40	57
3. Bristol City	42	20	11	11	94	56	51
4. Swindon Town	42	19	11	12	84	73	49
5. Walsall	42	17	12	13	74	59	46
6. Ipswich Town	42	16	14	12	61	53	46
7. Bournemouth	42	18	8	16	72	54	44
8. Southend United	42	17	10	15	71	60	44
9. Reading	42	16	11	15	83	74	43
10. Port Vale	42	17	9	16	68	63	43
11. Torquay United	42	15	12	15	52	61	42
12. Notts County	42	15	10	17	63	63	40
13. Northampton	42	15	10	17	72	75	40
14. Bristol Rovers	42	16	8	18	59	69	40
15. Exeter City	42	15	9	18	60	69	39
16. Watford	42	17	5	20	61	76	39
17. Brighton	42	13	12	17	54	72	38
18. Crystal Palace	42	13	11	18	49	62	37
19. Leyton Orient	42	12	8	22	54	75	32
20. Aldershot	42	10	12	20	48	78	32
21. Norwich City	42	10	8	24	64	100	28
22. Mansfield Town	42	9	10	23	48	96	28

Division III (South)

	Home	Away
Aldershot	7-0	0-2
Bournemouth	1-3	2-5
Brighton	2-2	4-1
Bristol City	1-1	1-3
Bristol Rovers	1-0	0-3
Cardiff	3-2	0-5
Crystal Palace	1-0	1-4
Exeter	2-0	1-1
Ipswich	2-1	1-3
Leyton Orient	2-0	0-0
Mansfield	6-1	1-1
Northampton	3-1	1-4
Norwich	1-1	5-1
Notts County	4-2	0-0
Port Vale	2-1	1-1
Q.P.R.	3-2	0-7
Reading	2-2	3-3
Southend	2-1	0-2
Torquay	2-4	5-1
Walsall	4-1	1-0
Watford	5-0	1-1

F.A. Cup

Rd. 1 — Cambridge Town (h) 4-1
Rd. 2 — Notts County (a) 1-2

Men Who Played

League appearances:

Bingham, W. P. 19; Boulton, F. P. 30; Burton, S. 12; Cousins, H. 9; Denyer, A. F. T. 7; Derrick, A. E. 1; Edwards, D. 3; Emery, D. F. H. 23; Ithell, W. J. 39; Jones, E. M. 21; Leslie, M. H. 1; Lloyd, W. L. 42; Lovesay, W. S. 4; Lucas, W. H. 42; Onslow, L. G. 2; Owen, M. 17; Painter, E. G. 22; Parkhouse, R. R. 1; Shanks, R. 1; Paterson, G. L. 25; Stephens, A. 13; Stephens, J. W. 40; Trim, R. F. 15; Williams, G. 37; Young, A. E. 36.

League scorers:

Stephens (J. W.) 25, Owen 16, Lucas 14, Williams 11, Paterson 4, Emery, Jones, Lloyd, Stephens (A) each 2, Denyer, Edwards, Ithell, Robinson (Norwich City) Cheadle (Port Vale) Gulliver (Reading) each 1.

Blackpool for first division?

by Tony Pullein



Back Row left to right: W. Davies, P. Suddaby, J. Burrige, K. Dyson, G. Wood, A. Suddick, P. Hart.
Middle Row left to right: W. Rafferty, A. Ainscow, G. James, T. Alcock, D. Hatton.
Front Row left to right: M. Burns, W. McEwan, W. Bentley

The Easter games may well have decided whether or not Blackpool will return to the First Division this season. Throughout the campaign they have been closely concerned with the race at the top and, as the holiday approached, they were being strongly tipped to gain one of the two vacant spaces below Middlesbrough.

A recent run of 12 unbeaten games kept Blackpool in a strong position yet—right in the middle of that run—they had the galling

experience of playing before the smallest League crowd in their history, only 5,508 turning up to see them play Oxford United.

Micky Burns' goals have done much to keep the Tangerines' hopes alive, particularly a match-winning hat-trick against close rivals Luton Town. Burns, a former Skelmersdale player, has been Blackpool's top scorer in two of the past three seasons and is once again in the lead.

Burns has recently been rejoined

in the front line by Wyn Davies, the Welsh international striker who has been hit by injuries since his £25,000 transfer from Manchester United last summer.

Davies has been capped by Wales on 33 occasions and was last season involved in the troubles of the Manchester clubs, moving from City to United in mid-season. It wasn't a happy move for him, though. Wyn opened his career with Wrexham and later played for Bolton and Newcastle.

Davies return to the exclusion of Keith Dyson, a player who won England under-23 honours in his Newcastle days and was valued at £40,000 when he joined Blackpool two seasons ago as part of the £150,000 deal which took Tony Green to Newcastle.

Alan Ainscow, a former Blackpool apprentice who has recently regained the first-team place he won last season, is likely to be raiding on the wing.

Manager Harry Potts went into the transfer market, just before the deadline to strengthen his midfield department with the £40,000 signing of John Evanson from Oxford. Discovered by Oxford, John made his debut in 1966/67 and made over 150 first-team appearances.

Terry Alcock and Alan Suddick will probably play with Evanson in midfield.

Alcock has only this season switched to a midfield role after spending most of his career as a defender and he had scored ten goals before Easter. He began his career with Port Vale and joined Blackpool in 1967. Two seasons ago he spent a period on loan to Bury.

Suddick won England youth and under-23 honours, topped Newcastle's scorers with 15 goals in 1965/66 and, when Blackpool signed him seven seasons ago, their bank balance took a £60,000 knock.

The back four has changed a little of late, Dave Hatton returning at right-back—he normally plays on the left—in place of John Curtis with Steve Harrison getting a run at left-back. Glyn James and Peter Suddaby have remained in the centre.

Bolton introduced Hatton to League football in 1962/63 and he soon won a regular place which he held until moving to Blackpool four seasons ago. Harrison, who

developed in the juniors, got his initial chance in the first-team two seasons ago.

Curtis made his debut at Orient this season and held the place for several weeks. Versatile James has played in defence, midfield and as a striker for Blackpool, the club he has served for 16 years. He was a Welsh international on nine occasions. Suddaby won England amateur caps four seasons ago when he was with Oxford University and Wycombe Wanderers. Blackpool signed him in May 1970 and put him into their first-team in February 1971.

Bill Bentley has played both in defence and midfield this season. An ex-England youth player, he developed with Stoke City and cost Blackpool £30,000 in 1969.

Goalkeeper John Burridge returned to the team in October after being displaced by George Wood. He began his career with Workington and was transferred to Blackpool for £10,000 in 1971.

Blackpool were well poised for promotion last season until a managerial change in mid-season disturbed the balance. Bob Stokoe left for Sunderland at the turn of the year and, in the inevitable void before a new appointment could be made, the team lost its rhythm and its confidence.

It took a few weeks for new manager Harry Potts and his players to sort out tactics and responsibilities. During that period, their promotion chance was lost.

Mr. Potts was, however, satisfied that the players on his staff were capable of taking the club into the First Division and he made only one major addition to his first-team squad during the close-season—he signed Welsh international striker Wyn Davies from Manchester United.

Davies is a player whose value is not always reflected in his scoring record, but he is particularly adept

at laying off balls—particularly the high ones—to his colleagues in the penalty box.

It's a long while since Blackpool were one of England's top clubs. Yet the memories are still very much alive of the golden years following the last war when, with their ground requisitioned by the R.A.F., the club was able to call upon dozens of distinguished guest players for wartime games.

Thus reinforced, Blackpool won the League North championship three times, the championship of all-England once, when they beat Arsenal 4-2 in 1943, and once captured the War Cup.

With such men in their ranks as Eddie Shimwell, Ron Suart, Harry Johnston, Stan Mortensen, George Eastham senior and Jimmy Blair, they finished fifth in the First Division in the first post-war season—their best at that time.

Stan Matthews, George Farm, Allan Brown, Tom Garrett, Jimmy Mudie, Bill Perry, amateur international Bill Slater and wee Ernie Taylor, to name just a few, joined the club which became one of the country's biggest attractions.

Blackpool had a star-studded line-up in those days. Three F.A. Cup finals in five years—two of them (1948 and 1953) are still remembered for the unusually high standard of play for a final—and a place in the First Division's top four on three occasions between 1951 and 1957 were some of their rewards.

Times have changed since then, the abolition of the maximum wage system being one contributory factor. Blackpool were relegated in 1967 and, though they regained their First Division place three years later, they remained for only one season.

If they go up again this year, Blackpool will aim to consolidate their position first and, then, try for further honours.

FROM GRAHAM DREW

Good Afternoon Supporters,

'Second Division Failures'—well, that's what some people are calling us. I would rather look forward to the future, a future, I am sure that will have many more great moments than bad ones. Some people love to kick you when you're losing, but that's the easy way out. The hard way is to carry on supporting when the chips are down, and the satisfaction of knowing that when success comes, and it will, you will be a whole part of that success and not a small part, having come back when the team are doing well.

I know full well the frustrations suffered by a keen supporter, but believe me they are tenfold to a person like myself and all the people directly connected with the club who spend all day, every day, in their own respective capacities trying to promote and keep alive the image of Swindon Town F.C.

Everyone of us knows the potential is here, the recipe for success, so let's look forward to being third division champions next season, and get back on that golden road to the top of British football.

May I take this opportunity of wishing you all A Very Happy Easter, and I look forward to meeting you all in turn in the near future.

Yours in Sport
Graham Drew
Commercial Manager

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ANYONE INTERESTED PLEASE APPLY
TO THE COMMERCIAL MANAGER
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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	3284
23 Feb.	Middlesbrough	A.	1-2	
26 Feb.	Luton Town	H.	0-2	2600
2 March	Cardiff City	H.	1-1	5126
9 March	Portsmouth	H.	1-2	5364
16 March	Oxford United	A.	1-1	
23 March	Sunderland	H.	0-2	6178
30 March	Carlisle United	A.	1-5	
6 April	Aston Villa	A.	1-1	
13 April	Blackpool	H.		
15 April	Hull City	A.		
20 April	Fulham	A.		
27 April	Crystal Palace	H.		

Forthcoming matches

Wednesday, 17th April 1974
Swindon Borough League v.
Reading Youth League
Kick-off 6.45 p.m.

Monday, 22nd April 1974
Football Combination
CRYSTAL PALACE
Kick-off 7.30 p.m.

Tuesday, 23rd April 1974
Football Combination
PLYMOUTH ARGYLE
Kick-off 7.30 p.m.

Saturday, 27th April 1974
Division II
CRYSTAL PALACE
Kick-off 3.00 p.m.

Tuesday, 30th April 1974
AFC BOURNEMOUTH
Kick-off 7.30 p.m.



Sunderland keeper Jim Montgomery just beats full back John Trollope to this through ball.

Season 1973-74

League appearances and
goal scorers

J. Allan	31	
R. Bunkell	1 (1 Sub.)	
F. Burrows	29	
J. Butler	37	1
R. Clarke	7 (3 Sub.)	1
M. Colins	2 (4 Sub.)	
R. Compton	4	2
W. Dixon	13 (2 Sub.)	
P. Eastoe	15	8
J. Gabriel	6	
T. Hubbard	16	1
T. Jenkins	35	2
R. Legg	11 (5 Sub.)	1
M. McGovern	17 (5 Sub.)	1
J. McLaughlin	13 (1 Sub.)	1
D. Moss	35 (1 Sub.)	7
D. Munks	14	
C. Porter	5 (2 Sub.)	
R. Potter	23 (1 Sub.)	
A. Spratley	7	
D. Syrett	18 (11 Sub.)	4
F. Sperti	1	
K. Stroud	16 (2 Sub.)	
R. Thomas	14	
R. Treacy	15	4
J. Trollope	33	

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.

Key of the board

Saturday, April 13th, 1974

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

Saturday, April 13th, 1974 — Kick-off 3 p.m.

SWINDON TOWN v. BLACKPOOL

Swindon Town Blackpool

1. Allan
2. McLaughlin
3. Trollope
4. Hubbard
5. Potter
6. Munks
7. Moss
8. Clarke
9. Eastoe
10. Butler
11. Jenkins
- 12.

1. Burridge
2. Hatton
3. Harrison
4. Alcock
5. James
6. Suddaby
7. Burns
8. Suddick
9. Davies
10. Evans
11. Ainscow
- 12.

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

Linesmen:
Red Flag
Mr. J. Brimble
(Hengoed, Glam)

Yellow Flag
Mr. M. S. Veith
(Weston-Super-Mare)

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