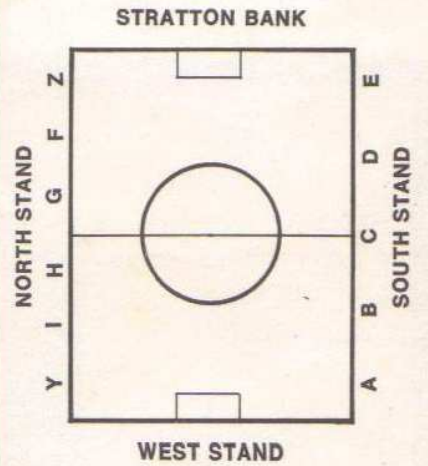




# SWINDON TOWN FOOTBALL CLUB



## KEY TO GROUND



## PROGRAMME CONTENTS

- News and Views
- Our Visitors
- League Table
- Teams
- Supporters Club Notes
- Club Information

official programme 1/-



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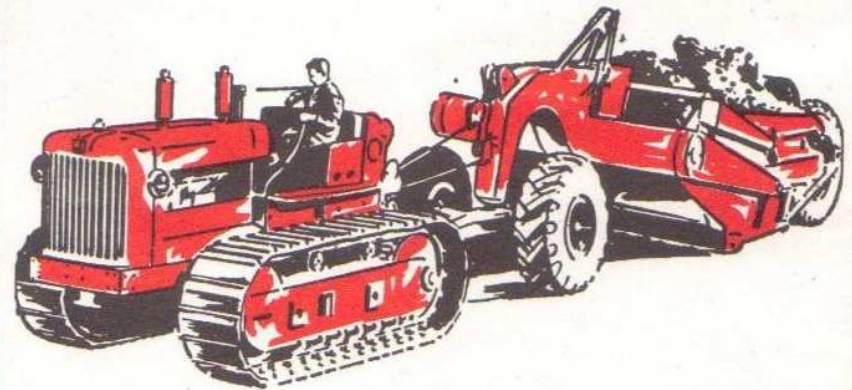


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**NEWS & VIEWS—continued**

special bonus for being in one of the top four places in the League table; payment of 10/- for every 500 spectators over 12,000; appearance money for matches other than League games; Cup bonuses, which increase in every round, even to a bonus of £500 to the team losing in the Final. All this adds up to a considerable total, as many other expenses have to be met.

The average wage bill (this means everyone — players, office, ground, but only wages) has been in the region of £1,592 per week. Travelling, kit, ground upkeep, rent, other incidental items, must bring that figure up to practically £3,000 per week, which is a considerable sum, especially as at periods in the season we play one home game per fortnight. We also have to face a close season of three months with little or no income.

Success in the Cup is very pleasant and exciting, but our chief source of income is derived from home League matches, as the following figures will show. I am sorry they refer to matches played earlier in the season, when gates were not as high as they are today, but you will be able to compare the difference between income from League games, and income from Cup games.

**DIVISION III (v. SHREWSBURY TOWN)**

	£	s.	d.		£	s.	d.
Gross takings	2291	16	6	Printing,			
				Postage, etc.	18	5	0
				Gatemen	54	17	0
				Police	28	11	6
	2291	16	6	Balance	2190	0	0

**NEWS & VIEWS—continued**

**Visitors' Entitlement:**

	£	s.	d.
Paid admission: Adults 7,538 @ 1/- ...	376	18	0
Children: 2,495 @ 6d. ...	62	7	6
Season Tickets: 2,054 @ 1/- ...	102	14	0
	<hr/>		
	541	19	6

4% of Balance paid to Football League ... 87 12 1  
Attendance: 12,087.

After gate expenses we had a balance of £2,190, out of that £541 19s. 6d. was paid to the visitors and £87 12s. 1d. to the Football League, so the actual amount retained by the Club was £1,560 8s. 5d. Remember that weekly wage figure?

**FOOTBALL LEAGUE CUP — ROUND 3  
(v. BLACKBURN ROVERS)**

	£	s.	d.		£	s.	d.
Gross Takings	3951	1	6	Floodlighting	20	0	0
				Printing, Postage	18	5	0
				Gatemen	57	7	0
				Police	35	10	6
				Visiting Team's			
				Expenses	136	16	0
				4% to Football			
				League	147	6	6
				Cup Pool (20%)	707	3	4
				Visiting Club			
				(40%)	1414	6	7
				Home Club			
				(40%)	1414	6	7
					<hr/>		
					3951	1	6
					<hr/>		
					3951	1	6

Attendance: 15,402.

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MANY OTHER ITEMS STOCKED RING SWINDON 21012

## NEWS & VIEWS—continued

Thus it can be seen that out of gross takings of £3,951 1s. 6d., Swindon retained £1,414 6s. 7d. Yet out of a gross taking of £2,291 for a League game we retained £1,560 8s. 5d. That is why League receipts are what is called the "bread and butter" of any club. Granted when we played away in the League Cup we took 40% of the gate after all expenses had been met. It is a fact, however, that we rely on League match receipts for the main source of income. We shall this year receive a fairly large sum from the Cup Final. Our own supporters will obviously contribute to that figure. I only wish they would all come to all our home League matches.

On the subject of revenue, there is of course another source of income — but this is earmarked for a certain purpose. That Fund relies on a noble band of stout workers, especially a small hard core. Much as I should like to expand on this subject, I think I have written enough about finance, and I'm not sure the people concerned would wish to be in the limelight.

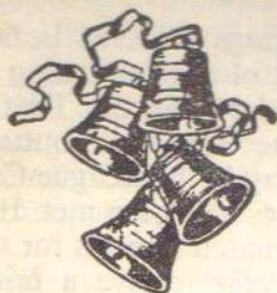
A few more letters have arrived since the Hartlepool United programme, and I will endeavour to deal with their contents in the next programme. The main theme seems to be "You lay on the entertainment, not ask us what we want".

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## OUR VISITORS



### TRANMERE ROVERS FOOTBALL CLUB

Pen Pictures 1968/69

#### JOE PRITCHARD (Inside Forward/Wing Half)

5ft. 11ins. 12st. 7lbs. To which could be added "willing to play anywhere". Product of Birkenhead's school football, he joined Tranmere Rovers while serving his time as a shipwright. Is in his third season as a full time professional.

#### MIKE FLEMING (Left Half)

5ft. 11ins. 11st. 8lbs. This tall, blond product of the Busby Academy at Old Trafford joined Tranmere Rovers on a free transfer from Manchester United during the close season. Strongly recommended by good judges who had watched him with United Juniors. Hails from Manchester and won county honours as a schoolboy.

#### JOHN ROWLAND (Outside Right)

5ft. 11ins. 11st. 2lbs. Rovers' major close-season signing. Was bought from Mansfield Town in mid-July. John who hails from Derbyshire, started his senior career with Nottingham Forest, was transferred to Port Vale where he operated on both wings and at centre-forward with such success that Mansfield Town bought him for a substantial fee. Fast enough to catch pigeons, as they say, he packs a terrific shot in both feet.

#### FRANK GILL (Outside Left)

5ft. 9ins. 10st. 10lbs. Another product of Old Trafford's prolific production line. Moved to Tranmere Rovers in company with Fleming, and like Mike, is a Mancunian. Frank gathered a lot of Central League experience with Manchester United (more than 70 games), and is strongly tipped to make his mark in the game.

#### JOHN MACNAMEE (Forward)

5ft. 6ins. 11st. It isn't easy to give John a fixed designation since he operates in practically any forward position with almost equal facility. From the East of Scotland, studied law at St. Andrews University and until recently represented a publishing house on Merseyside. But John decided during the close season that he wanted to devote himself to soccer.

**OUR VISITORS—continued**

**DEREK SMITH (Centre Half)**

5ft. 11½ins. 13st. Was with Everton from leaving grammar school until he joined Tranmere Rovers on a biggish transfer fee last March. Played a notable part in pulling the team clear of relegation and this season has been appointed team captain.

**RAY MATHIAS (Left Back)**

5ft. 9ins. 11st. 2lbs. After close on three years experience in the Cheshire League side, this Liverpool-born lad made his first team debut at the beginning of April and immediately installed himself as a regular. Joined Tranmere Rovers straight from school and is a product of Manager Russell's youth policy.

**GERRY CASEY (Wing Half/Inside Forward)**

6ft. 12st. 7lbs. As craggy a character as you'd find in soccer, he plays the game with a dedication born of striving for years to win recognition by his home town team. Gerry had sampled Cheshire League football with Ellesmere Port and Welsh League with Holyhead Town when he was given a month's trial with Tranmere Rovers at the age of 25. The impact was immediate and the "unknown" forced his way into the first team within a few weeks of the start of last season. Deserves the title: "A great clubman".

**EDDIE ROBERTSON (Full Back)**

5ft. 9ins. 11st. 11lb. The veteran of a side in which the emphasis is now very much on youth, Eddie was another free transfer signing four years ago from Wrexham. Has proved a wonderful team-man, and while he now concentrates on bringing along the youngsters in the Cheshire League, he is still a sound defender when he steps back into the first team.

**JIMMY CUMBES (Goalkeeper)**

6ft. 2ins. 13st. At 6ft. 2ins., the tallest man in the side. Hails from Manchester and was bought by Tranmere Rovers from Runcorn, the Cheshire League side. In two splendid seasons as first choice 'keeper, Jimmy has missed only one match. Doubles soccer with first class cricket. After a spell with Lancashire he was released and immediately snapped up by Surrey. Took over 50 wickets in the 1968 season before returning to soccer at the end of July.

**STAN STORTON (Right Back)**

6ft. 12st. The very essence of Yorkshire grit and determination, this Keighley-born defender is in his third season at Prenton Park, having arrived there on a free transfer from Hartlepoons United. Was previously with Bradford City, but is still only in his mid-twenties.

# BRETTS

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## OUR VISITORS—continued

### GEORGE HUDSON (Inside Forward)

5ft. 10ins. 12st. 5lbs. Bought from Northampton Town for a five figure fee to help Tranmere Rovers win promotion in 1967, and last season turned in some superb performances in Tranmere's great Cup run. Has had spells with Peterborough United and Coventry City, among others.

### KEN BEAMISH (Centre Forward)

6ft. 12st. 8lbs. Yet another product of Tranmere Rovers' youth policy. Great things are expected of this powerful youngster this season, now that he has finished his apprenticeship as a draughtsman and is a full-time professional. A prolific goal-getter.

### JOHN DEMPSEY (Full Back)

5ft. 7½ins. 12st. Something of a pocket Hercules. He is 5ft. 7½ins. in height, but powerfully built with a tremendous power of kick that belies his years (he's only 17). John shot into the Cheshire League side from the "B" team mid-way through last season, then capped everything by making the first team before the end of the season. That's progress. A Birkonian, of course.

### BRIAN JOHNSON (Wing Half)

5ft. 10ins. 12st. 10lbs. Was two years as an amateur before moving into the paid ranks at the beginning of last season. Hails from Liverpool and at 20 has a fine chance of forcing his way through to League status.

### ROY SINCLAIR (Outside Left)

5ft. 8ins. 11st. Hails from Speke, but found his opportunity on the Cheshire side of the Mersey and, while he can be a tantalising player at times, there is no doubt that he is a lad of tremendous talent with George Best-like ball control and a fierce shot.

### TREVOR STORTON (Centre Half)

6ft. 0½in. 12st. 10lbs. Brother of right back Stan and, by common consent, one of Tranmere Rovers' best prospects when he acquires the maturity of the real professional. Over 6ft. in height although only 18. Made his first team debut last season and later played for England's Youth team against France.

### DAFYDD ELLIS (Forward)

5ft. 10ins. 11st. That first name gives a clue to this talented youngster's Welsh background, although born in Birkenhead. Was spotted by a Tranmere Rovers' scout while playing with Port Sunlight Boys' Club. In his second season as a professional.



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August 13	Torquay United (League Cup)	14,702	(H)	2-1
17	Stockport County	13,350	(H)	1-0
24	Hartlepool	5,732	(A)	0-0
27	Reading	16,765	(H)	0-0
31	Plymouth Argyle	12,302	(H)	3-0
September 4	Bradford City (League Cup)	7,806	(A)	1-1
7	Watford	8,709	(A)	0-0
10	Bradford City (League Cup Replay)	12,214	(H)	4-3
14	Walsall	10,593	(H)	1-0
18	Bournemouth & Boscombe Athletic	11,920	(A)	0-2
21	Bristol Rovers	10,364	(A)	1-2
24	Blackburn Rovers (League Cup)	15,402	(H)	1-0
28	Shrewsbury Town	12,087	(H)	3-0
October 5	Orient	12,450	(H)	1-0
9	Reading	17,450	(A)	1-0
12	Brighton & Hove Albion	7,547	(A)	3-1
18	Coventry City (League Cup)	23,810	(A)	2-2
19	Torquay United	15,152	(H)	2-1
21	Coventry City (League Cup Replay)	23,828	(H)	3-0
26	Oldham Athletic	4,238	(A)	3-2
30	Derby County (League Cup)	35,104	(A)	0-0
November 2	Southport	18,910	(H)	5-1
5	Derby County (League Cup Replay)	26,449	(H)	1-0
9	Luton Town	17,250	(A)	0-2
16	(1) F.A. Cup Canterbury	14,387	(A)	1-0
20	Burnley (League Cup Semi-Final)	25,755	(A)	2-1
23	Mansfield Town	5,380	(A)	0-2
26	Northampton Town	6,827	(A)	6-2
December 4	Burnley (League Cup Semi-Final)	28,000	(H)	1-2
7	(2) F.A. Cup Grantham		(A)	2-0
14	Brighton & Hove Albion	10,907	(H)	1-0
18	Burnley (League Cup Semi-Final)	20,000	(A)	3-2
21	Torquay United	8,327	(A)	1-0
26	Orient	7,101	(A)	0-1
January 4	(3) F.A. Cup Southend United	18,528	(H)	0-2
11	Southport	5,232	(A)	1-1
18	Luton Town	18,903	(H)	0-0
24	Tranmere Rovers		(A)	5-3
28	Oldham Athletic	21,316	(H)	5-1
February 1	Barnsley	13,983	(A)	1-1
4	Hartlepool United	18,921	(H)	1-1
15	Barrow		(A)	3-0
18	Tranmere Rovers		(H)	
22	Rotherham United		(H)	
25	Gillingham		(H)	
March 1	Northampton Town		(H)	
5	Gillingham		(A)	
8	Stockport County		(A)	
15	Arsenal (Wembley)		(A)	
18	Rotherham United		(A)	
22	Plymouth Argyle		(A)	
29	Watford		(H)	
April 4	Crewe Alexandra		(A)	
5	Shrewsbury Town		(A)	
8	Bournemouth & Boscombe Athletic		(H)	
12	Bristol Rovers		(H)	
15	Crewe Alexandra		(H)	
19	Walsall		(A)	
22	Mansfield Town		(H)	
	Barnsley (To be rearranged)			
	Barrow (To be rearranged)			

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### DIVISION III

(up to and including Saturday, 15th February, 1969)

	P	W	D	L	F	A	Pts
Watford .....	28	16	7	5	45	16	39
<b>Swindon Town</b> .....	<b>28</b>	<b>16</b>	<b>7</b>	<b>5</b>	<b>48</b>	<b>23</b>	<b>39</b>
Bournemouth & B.A. ....	29	16	4	9	46	28	36
Plymouth Argyle .....	30	14	7	9	36	30	35
Luton Town .....	28	15	4	9	42	26	34
Stockport County .....	28	12	10	6	48	35	34
Torquay United .....	30	13	6	11	38	30	32
Tranmere Rovers .....	28	14	3	11	43	43	31
Reading .....	28	11	7	10	44	37	29
Northampton Town .....	28	10	8	10	33	32	28
Brighton & H. A. ....	31	10	8	13	44	45	28
Barnsley .....	28	9	9	10	35	40	27
Barrow .....	28	11	5	12	39	49	27
Southport .....	27	11	4	12	45	43	26
Walsall .....	29	8	10	11	30	31	26
Bristol Rovers .....	26	10	6	10	40	42	26
Rotherham United .....	29	9	8	12	32	35	26
Mansfield Town .....	26	8	8	10	32	31	24
Orient .....	27	7	10	10	31	39	24
Crewe Alexandra .....	28	9	6	13	36	48	24
Hartlepool United .....	29	6	12	11	26	49	24
Gillingham .....	28	8	6	14	37	49	22
Shrewsbury Town .....	27	7	6	14	32	39	20
Oldham Athletic .....	28	5	5	18	23	56	15

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## **SUPPORTERS CLUB NOTES**

On behalf of supporters who travel to away matches by road, may I say that the idea of publishing routes from Swindon to away grounds is a first class service. I look forward to the day when, having arrived at the away town, the route to the football ground is clearly indicated. Often, one is reduced to scanning the horizon in the hope of spotting the tall floodlights — which most grounds have in these days — and then driving in the general direction, hoping to find the way without any ground directions. There used to be a current phrase in the R.A.F. during the war (with apologies to navigators or ex-navigators who I know are here today) that “Man is never lost — he is merely uncertain of his position”. This is small consolation if, having driven over 100 miles, one is late getting to the match because of the lack of signposting in the town. I know — I missed the first goal (John Smith's) at West Bromwich because of this very trouble.

### **GRAND NATIONAL DRAW**

**in the Supporters' Social Club**

**on Friday, 21st March, 1969 at 8 p.m.**

**Prizes:**

**1st £100 : 2nd £50 : 3rd £30 : 4th £20**

**Last horse to finish £5**

**For each horse drawn £2**

Cup Finals appear to be infectious. Spurred to success this season is the Supporters' Club Social Club darts team, who have won through to the Arkell Cup Competition Final for independent Darts Clubs. Date for game against Plesseys has yet to be fixed.

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League Cup Pennants	1/6	Rosettes (all League Divisions)	2/3
Special League Cup Plastic Rosettes	2/6	Car Stickers	1/6 & 1/9
League Cup Rosette (in Town colours, white)	2/6	Programme Binders Division One Pennants	8/6 3/6 each
Supporters' Club Badges	2/-	Special Cup Final Pens (inscribed Red & White)	1/6
Scarves (Red & White)	12/6	World Cup Pennants	3/-
Car Badges (Red & White, chromed)	16/6	Key Rings (various)	5/-
Bobble Hats (Red & White)		Jockey Caps (Red & White)	3/6
Sheepskin Hats	29/6	Swindon Town Pennants	3/- & 3/6
Nylon Windcheaters (Red & White)	69/-	Cycle Pennants	1/6
Shoulder Bags (Red & White, Club Badge)	19/6	Pencils	9d.

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	P	W	D	L	F	A	Pts
Fulham .....	14	12	1	1	46	16	25
Tottenham Hotspur	16	12	1	3	42	17	25
Arsenal .....	14	10	4	0	39	9	24
Crystal Palace .....	16	10	2	4	26	20	22
Ipswich Town .....	15	8	3	4	44	26	19
Queen's Park Rangers	13	7	4	2	30	18	18
West Ham United .....	15	5	8	2	24	17	18
Norwich City .....	14	5	6	3	34	20	16
Southampton .....	14	7	1	6	19	10	15
Bristol City .....	12	7	1	4	24	16	15
Birmingham City .....	16	7	1	8	32	25	15
Cardiff City .....	15	6	3	6	19	21	15
Gillingham .....	14	5	5	4	14	16	15
Plymouth Argyle .....	16	6	3	7	16	20	15
Bristol Rovers .....	17	6	2	9	29	40	14
Walsall .....	13	5	3	5	23	22	13
Oxford United .....	14	5	3	6	19	28	13
Chelsea .....	14	5	2	7	25	27	12
Leicester City .....	13	5	1	7	21	27	11
Swansea Town .....	15	2	6	7	21	35	10
Bournemouth & B.A.	14	1	6	7	15	27	8
Northampton Town	15	3	2	10	17	36	8
Reading .....	15	3	2	10	19	45	8
Peterborough United	14	1	6	7	10	25	8
<b>Swindon Town</b> .....	<b>14</b>	<b>3</b>	<b>1</b>	<b>10</b>	<b>13</b>	<b>30</b>	<b>7</b>
Luton Town .....	14	1	5	8	11	39	7

## MAN IN THE MIDDLE

### Mr. R. CHALLIS

Mr. Ron Challis comes from Tonbridge, Kent, and is a very keen officer of the Kent Referees' Association. Commenced his refereeing career in 1952 whilst serving with the Royal Air Force in Singapore. He was appointed to the League Referees list this season after serving six years as a linesman, during which time he also acted as a referee in the Southern League.

Mr. Challis is married with two young sons and, outside football, his main hobbies are photography and swimming.

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DIVISION III

# ROTHERHAM UNITED

Kick-off 3 p.m.

TUESDAY, 25th FEBRUARY, 1969

DIVISION III

# GILLINGHAM

Kick-off 7.30 p.m.

SATURDAY, 1st MARCH, 1969

DIVISION III

# NORTHAMPTON TOWN

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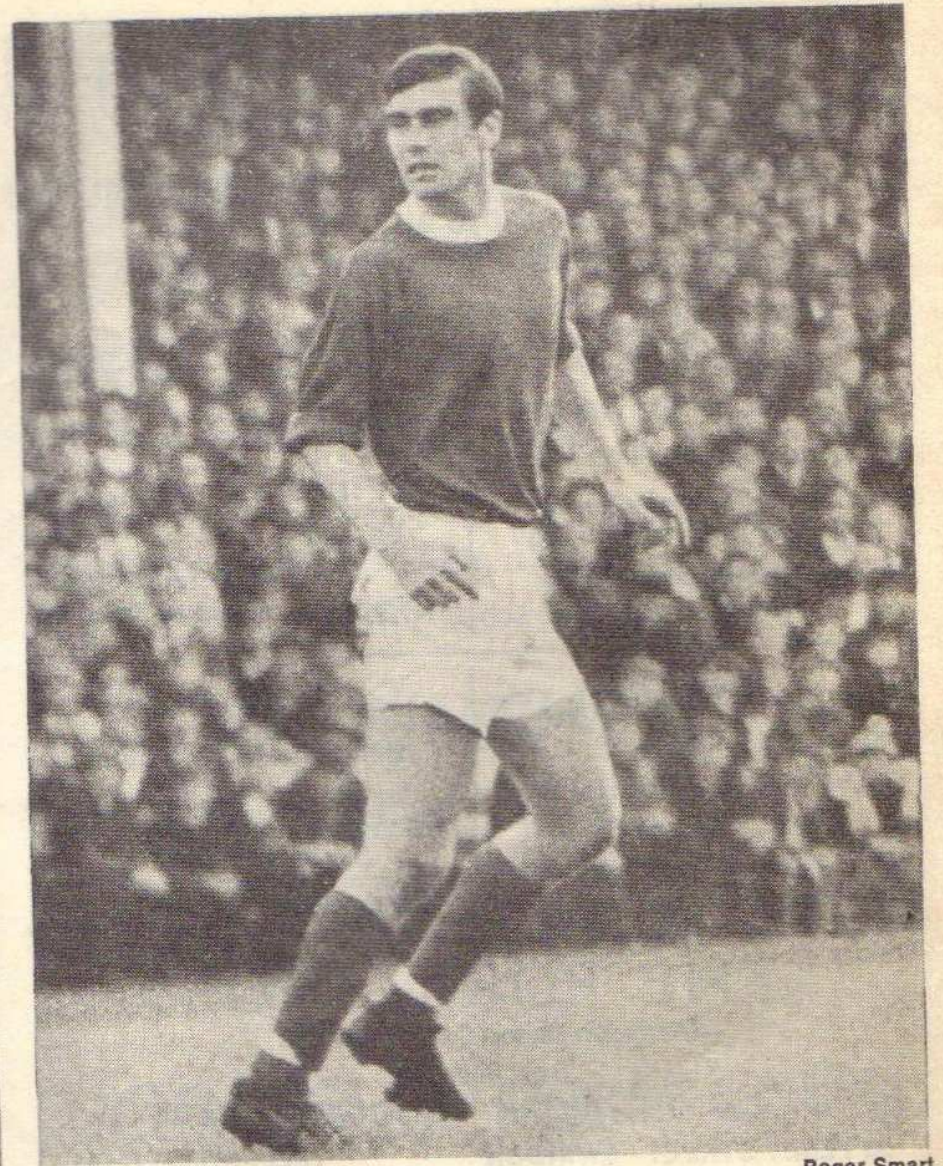
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Roger Smart.

Photos by R. Marsh.

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