

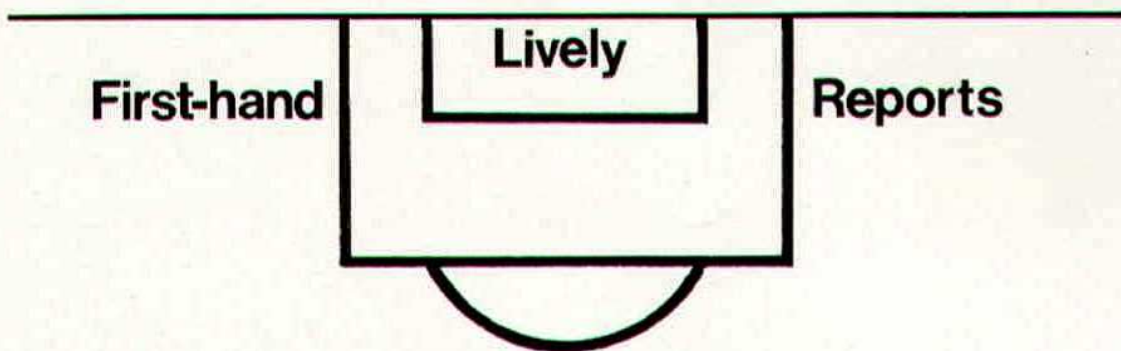
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Team Manager: Mr. F. FORD

SATURDAY, 16th AUGUST, 1969

Division II

SWINDON v CARLISLE UNITED

Kick-off 3 p.m.

SWINDON TOWN

- 1 Downsborough
- 2 Thomas
- 3 Trollope
- 4 Butler
- 5 Burrows
- 6 Harland
- 7 Smith
- 8 Horsfield
- 9 Smart
- 10 Noble
- 11 Rogers
- 12 Jones

Colours:
Red and White

CARLISLE UNITED

- 1 Ross
- 2 Hassell
- 3 O'Neill
- 4 Ternent
- 5 Passmoor
- 6 Winstanley
- 7 Barton
- 8 Murray
- 9 Hatton
- 10 McIlmoyle
- 11 Balderstone
- 12

Colours:
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news & views

We open the new season in a higher league, with a new programme, a new team manager, and a reorganisation of staff.

Mr. Ron Morse, who, for the past sixteen years has filled the post of Secretary so ably and efficiently, is now the General Manager, and as such is responsible for the whole organisation and running of the Club. It is with every confidence we wish him well.

Mr. Bob Jefferies, who has faced up to many difficulties and tribulations since he was appointed four years ago, is in charge of the office and all clerical arrangements, with Mrs. Moss, so serene and capable, in the background.

Mr. Fred Ford is now the Manager, and everyone must realise he faces a very difficult task. It is not easy to follow success and, by all standards, last season was quite exceptional, one which may never occur again to any club.

We play in a higher division where the football obviously is of a better standard, and we shall meet many strong teams. Nevertheless, the Board has every confidence in the new Manager. In fact the Club was very fortunate to be able to appoint a new man in such a short space of time, and one who was conversant with the running of the Club and knew the players.

We have of course known Mr. Ford for many years during his association with the two Bristol clubs. He is a First Class F.A. Coach, has a vast knowledge of the game, and knows almost every player in professional football. He has travelled all over the country to study and sum up clubs and players. Often he has spent every weekday evening away from home.

Maurice Owen is now First-team Trainer, and no club has ever had a more faithful servant. He also faces a hard job, to maintain the peak fitness of last year.

Harry Cousins, after over forty years as player and Trainer, is now in charge of the young players, and is enjoying every minute of it.

There have been two departures. Mr. Williams, the Manager, whom we were all sorry to lose. He certainly had four good seasons at Swindon, and it was of course his record here which induced Sheffield Wednesday to approach him. We wish him every happiness and success in his new post. Thanks for the memory Danny, it was nice to know you. Mr. Jack Conley has decided to follow another occupation. He was Chief Scout, and later Youth Team Manager. Jack worked very hard for Swindon Town, and last year especially was a great help and adviser to the Manager. We wish him well.

Now to our new Programme. We hope you like the lay-out and the type. Much time and thought has been given during the close season to this new arrangement, and we are most grateful to Mr. Leslie Newman and Mr. Lewington of the Borough Press for their help and guidance. The cover, as you will have noticed, is printed in four colours, and will prove, we hope, most attractive. To spare any query or argument, the player depicted is Don Rogers. Whilst the horizontal type programme was quite unique, we feel the upright method is much better, especially for the insertion of the Football League Review. Incidentally, we are still very curious as to how many of our supporters read that publication. It would be most interesting to find out. If anyone has a comment to make on the Review we would be pleased to

(continued on page 9)

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Supporters' Club Notes

Welcome back to the County Ground, after what must be one of the shortest close seasons since the Football League was formed. Once again we are back in Division II. This time every supporter will be watching affairs closely, as a second return to Division III would be even more unpopular than the first.

A warm welcome to Fred Ford, the new Manager, who is no stranger to the County Ground. Those who have met him, I feel sure, appreciate his dedication to football, and the team and Club he happens to be serving at any given time.

On Wednesday next, the 27th, the very first plane load of Swindon Town supporters depart for Rome to see the Roma v. Swindon Town match. Under the terms of the Air Licensing Board, many would-be passengers had to be refused, mainly because they had failed to join the Supporters' Club. It might have seemed practical to save 1/6 per year by not joining, but, as so often is the case, those who have remained with the Supporters' Club through the lean times now reap the full benefit, as do those other regular Supporters who are season ticket holders. The itinerary for the flight is:

Coaches leave Swindon at 5 a.m. Wednesday, 27th August.

Aircraft (a Comet IV Jet) leaves Gatwick at 9 a.m.

Arrives at Rome (Ciampino West) at 12.30 p.m. (Italian time).

A sight-seeing coach tour of Rome follows until 6.30 p.m. and then a meal (optional) at the Seven Hills Restaurant, overlooking Rome, from about 6.45 to 7.45 p.m. Then by coach on to the magnificent Olympic Stadium to see the match.

Reserved, numbered seats at £2 8s. 0d. have been booked for the whole party, and immediately after the match we return to the Airport for the return journey.

Breakfast in the Social Club (again optional and for those who wish it) awaits the party at about 6.30 a.m. on Thursday morning.

All inclusive, the total cost works out at £23 10s. 0d., including tips. If any Supporters' Club member, or season ticket holder of last and this season is interested, please contact the Chairman of the Supporters' Club as soon as possible. There could still be the odd drop out because of illness, and a reserve list for this very thing will be maintained, strictly first come, first served.

Face in the crowd – is it you?

In all future editions of this Season's programme we shall publish a photograph of a small section of the crowd at a previous match, one member of which will be clearly indicated by means of a circle. This person will be entitled to a free seat at the next match — IT MIGHT VERY WELL BE YOU. So be sure to purchase your copy of the programme (which will again feature the Football League Review) each week.

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CARLISLE UNITED A.F.C. PEN PICTURES 1969-70

CHRIS BALDERSTONE

Born Huddersfield. Was signed from Huddersfield Town in June 1965 and in his first four seasons at Brunton Park made 180 League and Cup appearances (34 goals). A Yorkshire County cricketer.

FRANK BARTON

Born Barton-on-Humber. This former Youth International joined Carlisle United from Scunthorpe United in January 1968. 34 League and Cup appearances last season.

WILLIE BROWN

Born Falkirk. Was signed during the close season after being released by Burnley for whom he was top scorer in the Central League last season.

TERRY CALDWELL

Born Wakefield. 350 League and Cup appearances to the end of last season since moving from Leeds United in July 1961. The Club's longest serving player.

PETER GARBUTT

Born Corbridge. Signed for Carlisle United, his first professional appointment, in August 1964 and has completed to the end of last season, 137 League and Cup appearances. Captained Crook Town when they won the Amateur Cup in 1963.

RICKY HASSELL

Born Coatbridge, Scotland. An amateur with the Club from 1967-69 and became a professional on his eighteenth birthday in January 1969. Made his first team debut towards the end of last season.

TOMMY MURRAY

Born Caldercruix, Scotland. A prolific scorer with Airdrie before transferring to Brunton Park in March 1967. To the end of last season had scored 32 goals in 86 first team games.

HUGH McILMOYLE

Born Port Glasgow. First joined Carlisle United in 1963 from Rotherham United. Scored 44 League and Cup goals in 1963-64 and was subsequently transferred to Wolves for a fee of £30,000. Moved on to Bristol City and returned to Carlisle in September 1967. To the end of last season had made 159 League and Cup appearances and scored 80 goals.

DESMOND McPARTLAND

Born Middlesbrough. Joined Carlisle United in January 1968 from Middlesbrough after being on loan for one month. Gained England International honours at Youth level.

GEORGE McVITIE

Born Carlisle. Spent 18 months as an apprentice before signing professional in December 1965. Established himself as a first team player midway through the 1966-67 season. Gained England Schoolboy International honours.

WILLIE O'NEILL

Born Glasgow. Joined United from Celtic in May 1969. Made his first team debut for Celtic in 1961 in the Scottish Cup Final replay against Dunfermline Athletic. Numerous appearances in European Cup competitions.

TOM PASSMOOR

Born Chester-le-Street. Went to Brunton Park in December 1963 from Scunthorpe United and in 5½ seasons to the end of 1968-69 missed only 12 League matches. Previously with Sunderland, Easington Colliery and South Shields.

MAURICE PEDDELT

Born Carlisle. Joined the Club as an apprentice in July 1965 and became a professional in December 1967.

ALLAN ROSS

Born Glasgow. Has completed six seasons at Brunton Park after moving from Luton Town in June 1963. During this period he has made 190 League and Cup appearances including an ever-present record last season.

STAN TERNENT

Born Felling-on-Tyne. Transferred from Burnley in May 1968 and established himself last season with 37 League and Cup matches.

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Fixture List – Division I I

1969

August

9 Blackburn Rovers	(A) 0—2
13 Cardiff City	(A) 2—2
16 Carlisle United	(H).....
19 Cardiff City	(H).....
23 Aston Villa	(A).....
30 Charlton Athletic	(H).....

September

3 League Cup (2)	
6 Blackpool	(A).....
13 Oxford United	(H).....
16 Middlesbrough	(A).....
20 Queen's Park Rangers	(A).....
24 League Cup (3)	
27 Leicester City	(H).....
30 Millwall	(H).....

October

4 Bolton Wanderers	(A).....
7 Carlisle United	(A).....
11 Sheffield United	(H).....
15 League Cup (4)	
18 Hull City	(H).....
25 Portsmouth	(A).....
29 League Cup (5)	

November

1 Norwich City	(H).....
8 Birmingham City	(A).....
15 Watford	(A).....
19 League Cup Semi-Final	
22 Huddersfield Town	(H).....
29 Preston North End	(A).....

December

3 League Cup Semi-Final	
6 Bristol City	(H).....
13 Oxford United	(A).....
20 Blackpool	(H).....
26 Aston Villa	(H).....
27 Charlton Athletic	(A).....

1970

January

3 F.A. Cup (3)	
10 Queen's Park Rangers	(H).....
17 Leicester City	(A).....
24 F.A. Cup (4)	
31 Bolton Wanderers	(H).....

February

7 Sheffield United	(A).....
14 Blackburn Rovers	(H).....
21 Portsmouth	(H).....
28 Hull City	(A).....

March

7 Huddersfield Town	(A).....
14 Preston North End	(H).....
21 Bristol City	(A).....
28 Watford	(H).....
30 Norwich City	(A).....
31 Birmingham City	(H).....

April

4 Millwall	(A).....
11 F.A. Cup Final	
14 Middlesbrough	(H).....

NEWS AND VIEWS—continued

hear from them should they care to write in to Swindon Programme, County Ground, Swindon. One final word — please be sure to buy the “official programme”. On occasions, especially big matches, “pirate” ones appear.

Now one very special announcement, although I am almost afraid to mention it. It now seems certain that work on the stand on the Northern side of the ground will begin in a few weeks. I say this because in our first programme in Division II — Scunthorpe United, 24th August, 1963 — I wrote, perhaps I ought not to quote it, but I will: “Regarding the proposed new stand, plans are still being discussed regarding type and siting of the building. The Town Council (our landlords) have shown great interest, and have been most helpful. They, through the Borough Surveyor, hope to see erected at the County Ground a stand unique in English Football, one of outstanding design and structure. May all our hopes be realised.” That was of course the “Nervi” Stand. Perhaps on reflection we ought to have proceeded with that project, but the cost at that time was frightening, and it seemed a tremendous burden was being handed down.

One final note, and a sad one. Everyone connected with the Club — Directors, officials and players alike — extend their deepest sympathy to Mr. Gilbert Hayward on the death of his wife. “George”, as we all know him, has one of the toughest jobs at the County Ground, namely, Gateman at the Officials and Players Entrance. This he carries out in a diligent, willing and courteous manner.

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*Welcome
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Manager
Fred Ford*

Born Belvedere, Kent, 1916.

Pre-war player with Charlton Athletic, playing in First Division football at 19 years of age. Member of Charlton team to tour America and Canada in the summer of 1937.

Served six years in the Army and he was mentioned in despatches.

Transferred to Millwall 1946, and then to Carlisle United (our visitors) 1948. Had to finish playing 1949 due to a knee injury, but continued as Trainer to Carlisle until 1954 when he joined Bristol Rovers as Coach. Whilst at Rovers he acted as Trainer to England Under-23 and England "B" teams at home and abroad. F.A. Staff Coach. Trainer for F.A. party in South Africa during the summer of 1956.

Joined Bristol City in 1960 as Manager and took them into the Second Division 1964/5 season, nearly going straight through to First Division in the following season, eventually finishing fifth in Second Division.

Appointment terminated in 1967 when he joined Swindon for six months as Coach.

Appointed Bristol Rovers Team Manager for one year, the Club having a good season, reaching Fifth Round of the F.A. Cup, losing 1—0 at Everton.

Joined Swindon in July, 1969.

Forthcoming Fixtures

TUESDAY, 19th AUGUST, 1969

Division II

SWINDON TOWN v. CARDIFF CITY

Kick-off 7.30 p.m.

SATURDAY, 23rd AUGUST, 1969

Football Combination

SWINDON TOWN v. QUEEN'S PARK RANGERS

Kick-off 3 p.m.

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C—Everton v. Crystal Palace
D—Manchester United v. Southampton
E—Newcastle United v. Manchester City
F—Nottingham Forest v. Leeds United
G—Sheffield Wed. v. Wolverhampton W.
H—Tottenham Hotspur v. Liverpool
I—Albion v. Arsenal
J—Birmingham City v. Oxford United
K—Cardiff City v. Blackburn Rovers
L—Huddersfield Town v. Aston Villa
M—Hull City v. Bristol City
N—Middlesbrough v. Leicester City
O—Millwall v. Charlton Athletic
P—Norwich City v. Blackpool
Q—Portsmouth v. Sheffield United
R—Preston North End v. Q.P.R.
S—Watford v. Bolton Wanderers
T—Bournemouth & B.A. v. Luton Town

Second Section

A—Bradford City v. Torquay United
B—Bristol Rovers v. Barnsley
C—Doncaster Rovers v. Mansfield Town
D—Gillingham v. Reading
E—Orient v. Halifax Town
F—Plymouth Argyle v. Brighton & H.A.
G—Stockport County v. Rochdale
H—Walsall v. Southport
I—Aldershot v. Crewe Alexandra
J—Colchester United v. Wrexham
K—Exeter City v. Darlington
L—Grimsby Town v. Hartlepool United
M—Peterborough United v. Bradford
N—York City v. Lincoln City



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Fixture List - Football Combination

1969

August

9 Southampton	(H) 2—2
13 Oxford United	(A).....
16 Swansea Town	(A).....
23 Queen's Park Rangers	(H).....

September

6 Bristol City	(H).....
17 Cardiff City	(A).....
20 Arsenal	(H).....
27 Luton Town	(A).....

October

4 Reading	(H).....
7 Bristol Rovers	(A).....
11 Ipswich Town	(A).....
21 Bristol City	(A).....
25 Crystal Palace	(H).....

November

8 Plymouth Argyle	(H).....
15 Crystal Palace	(H).....
22 Swansea Town	(A).....
29 Tottenham Hotspur	(H).....

December

8 Peterborough United	(A).....
13 Leicester City	(H).....
17 Plymouth Argyle	(A).....
20 West Ham United	(A).....
27 Swansea Town	(H).....

1970

January

17 Gillingham	(A).....
20 Cardiff City	(H).....
24 Chelsea	(H).....
27 Arsenal	(A).....

February

3 Arsenal	(H).....
7 Fulham	(H).....
10 Bristol Rovers	(H).....
17 Walsall	(A).....
24 Northampton	(A).....

March

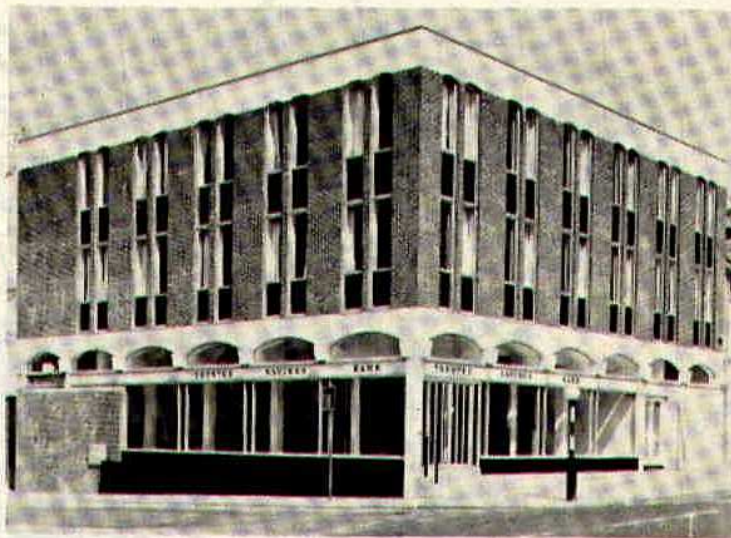
7 Birmingham City	(H).....
11 Crystal Palace	(A).....
18 Norwich City	(A).....
21 Bristol Rovers	(A).....

April

4 Bournemouth & B.A.	(H).....
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