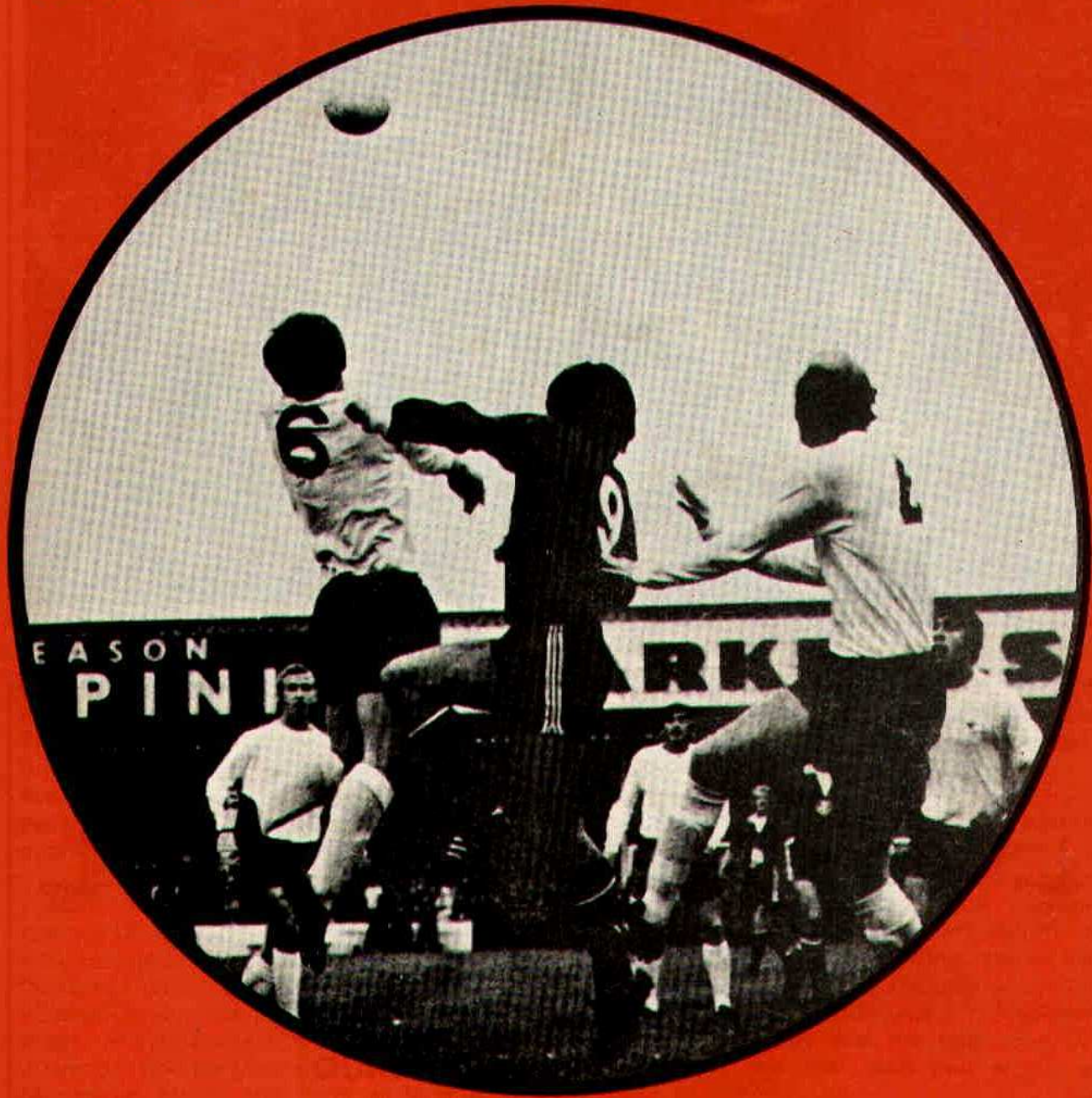




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Swindon Town FC

Swindon Town Football Club



Official Programme

including League Football

Blackpool

1972-73 Season

Price 7p



Enjoy wining and dining in comfort at



The *Rendezvous*
Club

County Ground, Swindon

Cabaret

Dancing

Excellent cuisine

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Registered Office County Ground, Swindon

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Team Manager D Mackay

NEWS & VIEWS

After all the excitement, thrills and enthusiasm of Cup football, we return to the hard slog of the League programme.

After the two fine wins against Bristol City and Sheffield Wednesday, the result at Sunderland was a little disappointing. However, one must remember all home teams like to win, and the long journey north, plus the fact that Sunderland is building a strong, young team, makes the task of the visitors very difficult. We still look upon Sunderland as a Division 1 club, with its splendid ground and amenities. Their gates today are not as high as at one time (I remember visiting Sunderland when the attendance was 39,000). That figure is not reached today, but the club is one of the best supported in Division 2.

Many also regard our visitors today as really a Division 1 club, although their last stay was very short. Followers however still recall the great days of the Joe Smith era. What a wonderful team played in the famous tangerine shirts. Names come to mind like Farm, Harry Johnston, Stanley Matthews, Ernie Taylor, Stan Mortensen, Mudie and Perry. In later years of course, we think of a name synonymous with Blackpool, namely Jimmy Armfield.

Last year we played Blackpool in the opening game of the season, and were rather soundly beaten 1-4. In the return fixture, on Saturday, 16th October, we turned the tables by winning with the only goal scored by Rod Thomas in the sixty-fifth minute.

It is hard to believe in this long, dry period that the game was played on a very wet, waterlogged pitch. In fact, it was touch-and-go whether the match would be abandoned. Con-

sidering conditions, it was a splendid game, with Blackpool proving to be an excellent footballing team, although somewhat hampered by the pools of water and the ball stopping dead. No doubt due to the weather the attendance was just over ten thousand.

Swindon: Downsborough; Thomas, Trollope; Butler, Harland, Mackay; Bunkell, Horsfield, Jones, Smart, Rogers.

Blackpool: Burridge; Hatton, Harrison; Suddaby, Alcock, Simpkin; Suddick, Green, James, Lennard, Burns. Hutchinson substituted for Suddick after seventy minutes.

Mention has already been made in a previous programme about the Reserve games. Last Saturday our young lads defeated a very strong Arsenal team, containing such players as Nelson, Kelly, Roberts and Marinello. It was a fine game, and a very pleasing feature was to see Roger Smart scoring the only goal, to bring victory. The attendance was 1,158 spectators, the real die-hards and the backbone of our supporters. We feel sure you would enjoy these games.

Cover photo:

John Trollope looks on, awaiting the outcome of this heading duel between Swindon's Ray Treacy and Derby County defenders Terry Hennessey and Colin Todd.



dave's column

Here we go again! Our team discussions after the previous away games against Sheffield and Carlisle respectively were almost identical as I have previously stated. The lads played exceptionally well in both these games and created some great chances, but never capitalised. Against Sunderland was no exception, and it sounds somewhat like a long-playing record once again. After being a goal up and looking every bit like worthy winners, Steve Peplow made a great chance for himself only to see his parting shot go by the post. If at that stage of the match the ball had found the net, I feel we would have run out good winners. But as always this season, the 'killer touch' has been missing on these occasions. It's difficult to have a 'go' at the lads because they have played really well, but the game is won by 'kicking them into the basket', and this has eluded us at vital stages of our previous away games.

On Tuesday we had our League Cup match against the Champions, Derby County, and without being discourteous to my former club, I think we deserved a much better fate than the score suggested. The lads fought magnificently, and it is worth noting that apart from the goal, Peter Downsborough was not called upon to make any sort of save the whole match. I don't think that we can do better than we did against Derby, and I'm sure that if I can get the lads to ensure a performance like that each week then First Division football would be at the County Ground next season.

There was a fair share of dissent during the match when I substituted Dave Moss for Ron

Potter. This was in no way a reflection on Ron's performance, as he, like the other lads, had a tremendous match. At half-time Ron was told that if we were not level after 20 minutes then we would put on Dave Moss (another forward) to try and win the match. We were, after all, playing at home, and victory must be the first priority. As the game progressed Ron had nobody to mark so it made the substitution even more worthwhile. I think that if the spectators gave a bit of thought on these occasions they would realise that the change was valid. Incidentally, Dave almost put us level with his first kick.

Today we welcome Blackpool to the County Ground, which is sure to be a difficult task as Blackpool, I'm sure, will be one of the clubs fighting for promotion come the end of the season. The lads have been saying all week that if we start taking all the chances that we are creating, someone is going to receive a good hiding from us. Let's hope it is today.

Action from Tuesday's League Cup match



From this move, Ray Bunkell created a good scoring opportunity, only to see the final shot hit high over the bar.

A solid line of Derby players anxiously try to clear the ball as Swindon attack their goal.



Staff of Blackpool Football Club



Terry Alcock (Centre-half or wing-half)

Signed by Blackpool from Port Vale in July 1967. Is a strong tackling and determined player. Played in 23 Football League games last season.

Peter Hardcastle (Full-back)

Signed in January 1971 from Skelmersdale. Made 16 Football League appearances in 1971/72 season.

Alan Ainscow (Inside-forward)

Joined the club as an apprentice in July 1970. Signed as a full-time professional in 1971. Has good ball control and is a lively forceful player who could well become a strong contender for a regular first team place this season. 18 Football League appearances in 1971/72 season.

Steve Harrison (Full-back)

Local player signed in December 1970. Made steady progress last season and played in 7 Football League games.

Keith Dyson (Centre-forward)

Joined Blackpool from Newcastle in 1971. Won England Under-23 honours. Scored a hat-trick against Burnley. 13 Football League appearances season 1971/72. Scored 12 goals.

Mickey Burns (Winger)

England amateur International signed from Skelmersdale 1969. A tricky ball player, leading goal scorer last season when he had his best year since joining the club. A school-master by profession. 40 Football League appearances 1971/72 season. Scored 17 goals.

Bill Bentley (Full-back or half-back)

Joined Blackpool from Stoke City in 1969, where he had considerable first team experience. A former England Schoolboy and Youth International. Most of his appearances last year were at left-back where he always puts up a strong performance. 23 Football League appearances in 1971/72.

Tom Hutchison (Winger)

Signed for Blackpool from Alloa Athletic in February 1968. Has been the regular left-winger. Under-23 International honours playing for Scotland. 35 Football League appearances season 1971/72. Scored 2 goals.

David Hatton (Full-back or Wing-half)

Former Bolton captain, signed for Blackpool in season 1969/70, as a midfield player, was moved to full-back during last season and settled down well. 40 Football League appearances in the 1971/72 season and scored 4 goals.

John Burrige (Goalkeeper)

After signing from Workington Town towards the end of the previous season established himself as the Pool's regular goalkeeper. Very quick reactions. 34 Football League appearances season 1971/72.

Glyn James (Centre-half)

Joined as a boy in December 1957, and is Blackpool's longest serving player and captain, with over 300 League appearances. Born in Llangollen, he has represented his country as an Under-23 and full International. 39 Football League appearances in season 1971/72 and scored 8 goals.

David Lennard (Half-back or Inside-forward)

Transferred from Bolton to Halifax in 1969. In October 1971 transferred to Blackpool. Made 23 appearances for Blackpool in the season 1971/72 and scored 6 goals.

Alan Suddick (Inside-forward)

Signed from Newcastle in December 1966, and is now Blackpool's second longest serving player. Former England Youth and Under-23 player. Elected as the Supporters' Player of the Year last season. Made 41 Football League appearances in the season 1971/72, scoring 10 goals.

Peter Suddaby (Half-back)

Another English amateur International formerly with Skelmersdale who signed from Wycombe Wanderers in May 1970. A very strong player who made 41 appearances in the Football League games in the season 1971/72 and scored 2 goals. A schoolteacher by profession.

Christopher Simpkin (Half-back)

An experienced half-back signed from Hull in October 1971. A very strong player who made 28 appearances in the Football League during season 1971/72, and scored 1 goal.

PUBLIC RELATIONS

I mentioned in my last notes that the Midland Youth team had got off to a good start. I am sure many of you wish to follow their progress, and for this purpose I give you the future fixtures: September 13th, Notts Forest (away); September 19th, Oxford (home); September 28th, Peterborough (away); October 4th, Wolverhampton (away); October 10th, West Brom. (home); October 18th, Aston Villa (away); October 24th, Birmingham (home); November 1st, Coventry (away); November 6th, Notts County (away); November 14th, Notts Forest (home). The home fixtures are played on the Shrivenham Road ground, kick-off normally at 2.30 p.m. You will see that these matches are against strong teams and makes good testing ground for youngsters.

Our Hellenic team also got away to a good start, winning the first four games then losing two and drawing one. They are now third in the League.

I am told that young J. Rivers from Lyneham, a 14-year-old winger is looking very promising, and his progress will be followed with interest. Our young goalkeeper, Steve Newman, is also showing good form.

Les Allen's scouting activities begin to take shape and two trialists have arrived, Robert Heddon, 15-year-old right-back from Newcastle, and W. Fall, a 17-year-old from Birmingham. It is a long hard process to become a professional, but I am sure you will join me in wishing them both the best of luck.

The lads need all the support possible, both home and away, and 'Rimes of Swindon' will be running coach excursions to Villa Park on Saturday, 16th September, depart 10.30 a.m. The fare is 95p.

We are truly grateful to our match ball donators. Why not join them and donate a match ball, price £13.75? Contact the Secretary now.

F. L. COLLINGS,
Public Relations Officer.



Swindon Town v Black

Saturday, 9th September,
Division II

SWINDON TOWN

- 1 Downsborough
- 2 Thomas
- 3 Trollope
- 4 Butler
- 5 Burrows
- 6 Potter
- 7 Peplow *Hubbard*
- 8 Bunkell *Peplow*
- 9 Treacy
- 10 Hubbard *Noble*
- 11 Rogers
- 12 Howell *Bunkell*

Colours:
red shirts
black shorts

Match ball
presented by
C. DAY
Burford

◀ Terry Venables
(Queen's Park Rangers)

Referee

Mr A L Hart (Kent)

Linesmen

Red Flag: Mr D H Cross (Solihull)

Yellow Flag: Mr J R Davies (Glamorgan)

on Town v Blackpool

Friday, 9th September, 1972
Division II

Match ball
presented by
C. DAY
Burford

BLACKPOOL

- 1 Wood
- 2 Hardcastle
- 3 Bentley
- 4 Alcock
- 5 Suddaby
- 6 ~~Lennard~~ *Fuschillo*
- 7 ~~Hutchison~~ *Lennard*
- 8 Suddick
- 9 Dyson
- 10 Barlon
- 11 Burns
- 12 ~~Fuschillo~~ *Harrison*

Colours:
white and tangerine

Referee

A L Hart (Kent)

Linesmen

Red Flag: **Mr D H Cross** (Solihull)

Yellow Flag: **Mr J R Davies** (Glamorgan)



Terry Hubbard

John Galley (Bristol City)



Fixture list 1972/73

Division II

August

12	Queen's Park Rangers	(H)	2-2
16	Sheffield Wednesday	(A)	1-2
	(League Cup 1)		
19	Carlisle United	(A)	0-3
26	Bristol City	(H)	2-1
29	Sheffield Wednesday	(H)	1-0

September

2	Sunderland	(A)	2-3
5	Derby County (League Cup Rd. 2)	(H)	0-1
9	Blackpool	(H)	
16	Aston Villa	(A)	
19	Huddersfield Town	(A)	
23	Portsmouth	(H)	
26	Luton Town	(H)	
30	Hull City	(A)	

October

4	League Cup (3)		
7	Burnley	(A)	
14	Preston North End	(H)	
21	Nottingham Forest	(A)	
28	Brighton & Hove Albion	(H)	

November

1	League Cup (4)		
4	Luton Town	(A)	
11	Huddersfield Town	(H)	
18	Orient (F.A. Cup 1)	(H)	
22	League Cup (5)		
25	Middlesbrough	(A)	

December

2	Cardiff City	(H)	
6	League Cup (Semi-Final)		
9	Millwall (F.A. Cup 2)	(A)	
16	Oxford United	(A)	
20	League Cup (Semi-Final)		
23	Fulham	(H)	
26	Portsmouth	(A)	
30	Carlisle United	(H)	

1973

January

6	Bristol City	(A)	
13	F.A. Cup (3)		
20	Sunderland	(H)	
27	Blackpool	(A)	

February

3	F.A. Cup (4)		
10	Aston Villa	(H)	
13	Queen's Park Rangers	(A)	
17	League Cup (Final)		
24	Oxford United (F.A. Cup 5)	(H)	

March

3	Burnley	(H)	
10	Preston North End	(A)	
17	Nottingham Forest (F.A. Cup 6)	(H)	
24	Brighton & Hove Albion	(A)	
31	Middlesbrough	(H)	

April

7	Cardiff City (F.A. Cup Semi-Final)	(A)	
14	Millwall	(H)	
20	Fulham	(A)	
21	Orient	(A)	
24	Hull City	(H)	

May

5	F.A. Cup Final		
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Football Combination

August

15	Southampton	(H)	2-3
19	Plymouth Argyle	(H)	3-1
23	Fulham	(A)	
26	West Ham United	(A)	2-1

September

2	Arsenal	(H)	1-0
6	Crystal Palace	(A)	
9	Bournemouth & Boscombe	(A)	
16	Oxford United	(H)	
19	Norwich City	(H)	
23	Bristol City	(A)	
30	Queen's Park Rangers	(H)	

October

7	Tottenham Hotspur	(H)	
10	Swansea City	(A)	
21	Bristol Rovers	(H)	
28	Leicester City	(A)	

November

4	Fulham	(H)	
11	Southampton	(A)	
18	Birmingham City	(A)	
25	Reading	(H)	

December

2	Chelsea	(A)	
9	Cardiff City	(H)	
16	Crystal Palace	(H)	
23	Ipswich Town	(A)	
30	Plymouth Argyle	(A)	

1973

January

6	West Ham United	(H)	
13			
20	Arsenal	(A)	
27	Bournemouth & Boscombe	(H)	
31	Oxford United	(A)	

February

3	Ipswich Town	(H)	
17	Bristol City	(H)	
24	Queen's Park Rangers	(A)	

March

3	Tottenham Hotspur	(A)	
10			
17	Bristol Rovers	(A)	
20	Swansea City	(H)	
24	Leicester City	(H)	
28	Reading	(A)	

April

7	Chelsea	(H)	
11	Cardiff City	(A)	
21	Birmingham City	(H)	
28	Norwich City	(A)	

May

5	F.A. Cup Final		
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The man in the middle

Arthur L. Hart

Retired from a playing career in 1956 after setting up a record with his club by scoring in every match, including a trip abroad, and took up refereeing two years later in London.

Progressing through the Metropolitan and Southern Leagues, he was elected to the Football League line in 1966. He became a supplementary referee in 1969 and a full referee a year later.

A company director, he is married with three sons and lives at Borough Green, Kent. Among the leading competitions he has officiated in are the U.E.F.A. Cup (1972) and the Anglo-Italian competition (1970).

He plays badminton, squash and golf and is chairman of a local amateur dramatic group.

Match Ball Donors

J. Wilmer (Coal Merchants), St. Margaret's Road, Swindon.
R. mes of Swindon, 102 Commercial Road, Swindon.
Clark Bros., Stratton Road, Swindon.
H. M. Howard & Sons, Manor Farm, Marston, Devizes.

Division II

	P	W	D	L	F	A	Pts.
Sheffield Wednesday	6	4	0	2	13	9	8
Burnley	5	3	2	0	11	4	8
Nottingham Forest	5	3	2	0	5	2	8
Blackpool	5	3	1	1	10	5	7
Oxford United	5	3	1	1	9	4	7
Aston Villa	5	3	1	1	6	5	7
Luton Town	5	3	0	2	7	4	6
Sunderland	5	2	2	1	7	6	6
Queen's Park Rangers	4	1	3	0	9	7	5
Portsmouth	5	2	1	2	6	5	5
Swindon Town	6	2	1	3	8	11	5
Hull City	5	2	1	2	6	6	5
Huddersfield Town	5	2	1	2	5	8	5
Carlisle United	5	1	2	2	7	6	4
Cardiff City	5	2	0	3	6	8	4
Millwall	5	1	1	3	5	7	3
Orient	5	1	1	3	3	5	3
Preston North End	5	1	1	3	4	6	3
Fulham	4	1	1	2	4	8	3
Brighton	5	0	3	2	6	11	3
Middlesbrough	5	1	1	3	5	11	3
Bristol City	5	0	2	3	5	9	2

Key of the board

First Section

- A—Birmingham City v Manchester City
- B—Chelsea v West Ham United
- C—Leicester City v Everton
- D—Liverpool v Wolverhampton Wanderers
- E—Manchester United v Coventry City
- F—Newcastle United v Arsenal
- G—Norwich City v Sheffield United
- H—Southampton v Ipswich Town
- I—Tottenham Hotspur v Crystal Palace
- J—West Bromwich Albion v Derby County
- K—Brighton v Fulham
- L—Burnley v Q.P.R.
- M—Cardiff City v Aston Villa
- N—Huddersfield v Oxford United

Second Section

- A—Middlesbrough v Carlisle United
- B—Millwall v Sunderland
- C—Notts Forest v Luton Town
- D—Orient v Bristol City
- E—Preston North End v Hull City
- F—Sheffield Wednesday v Portsmouth
- G—Bolton Wanderers v Plymouth Argyle
- H—Bristol Rovers v Wrexham
- I—Rochdale v Tranmere Rovers
- J—Rotherham v Charlton Athletic
- K—Shrewsbury Town v Blackburn Rovers
- L—Southend United v Notts County
- M—Walsall v Grimsby Town

Forthcoming matches

SATURDAY, 16th SEPTEMBER
Football Combination - ko 3 pm
OXFORD UNITED

TUESDAY, 19th SEPTEMBER
Football Combination - ko 7.30 pm
NORWICH CITY

SATURDAY, 23rd SEPTEMBER
Division II - ko 3 pm
PORTSMOUTH

TUESDAY, 26th SEPTEMBER
Division II - ko 7.30 pm
LUTON TOWN

presenting
the . . .

SWINDON TOWN GIRLS



Name: Denise Burner.
18-year-old bank cashier, been with Girls for one year, and is their representative on the Swindon Youth Council. Hobbies include reading, tennis, Horse-riding and listening to records.
Favourite singers: Andy Williams, Jackson 5 and Diana Ross.
Favourite actors: Paul Newman and Robert Wagner.

We would like to introduce ourselves, **Concessionaire Catering**, as your new club caterers. We believe that you as Swindon supporters deserve and expect a first class standard of service, a wide and varied range of products, and attractively presented snack and licensed bars. As you know, with matches every fortnight there are problems in ensuring continuously fresh products. We feel it is worth the effort to provide a first class service of both hot and cold foods. This season we shall be introducing hot fresh chips, licensed bar facilities to parts of the ground, and a wider range of cold drinks. Fresh cheese rolls will be available all the time and we are always trying to extend the selection of confectionery and pies.

We know that in order to maintain this service our prices may for some items be somewhat higher than you could find in shops. However, as we have pointed out before, whereas a shop has the advantage of being open all week, we have only the thirty-odd matches a year. Our aim is to provide a balance and all our experience leads us to believe that you, the customer, prefers the attractive bars and the selection now available to you. We have spent a considerable amount of time on the decoration and layout of the various bars and have provided new and larger bars to help speed up service. We look forward to seeing you at the County Ground.

Golden Goal Competition

Would you like £60?

You would? - then make sure you buy your **Golden Goal** tickets at every first team home match. For a minimum outlay of only five new pence **you** could win at least £60 with the possibility of two further prizes of £10.

Last season nearly £2,000 was won by lucky **Golden Goal** ticket supporters. You could be one of this season's lucky winners.

Don't forget - the more tickets you buy the greater is your chance of winning that £60.

Look out for the **Golden Goal** ticket sellers and make yourself some money.

The prizes **must** be won every time.

Tickets bearing the time in minutes and seconds will be on sale before the game - price five pence. The ticket with the exact

time when the **first goal** is scored will win **£60**. If exact time not claimed prize will be paid to the nearest claim received.

The ticket bearing the time when the **last goal** is scored will win **£10**. Again if exact time is not claimed the prize will be paid to the nearest claim received.

The Official Announcer will be the time-keeper and he will announce the official time of both goals.

Should only one goal be scored the winning ticket holder will receive £70.

In the event of no goals tickets bearing no score will win £10.

A further prize of £10 will also be given for the ticket bearing the number corresponding to the official attendance at the match.



London Entertainment

In addition to being able to provide tickets for London theatres, shows like **SHOWBOAT** at the Adelphi, **THE COMEDIANS** at the Palladium, **MAGIC OF THE MINSTRELS** at the Victoria Palace, **OH! CALCUTTA** at the Royalty, **PYJAMA TOPS** at the Whitehall, **GODSPELL** at the Wyndhams and many others.

Why not make use of our Box Office? You will not receive a more efficient or cheaper service.

Should you not live in Swindon, tickets are available through our mini-agents shown below:

Lewis's Ltd., The Haymarket, Bristol
Hunting Lambert Ltd., Devizes, Melksham,
Glastonbury and Shepton Mallet
B.C.A. Travel Ltd., 27 Winchcombe Street,
Cheltenham and 17 Southgate Street,
Gloucester.

Playtravel, Wootton Bassett
Bristol Omnibus Co. Ltd., Bristol
Bristol Omnibus Co. Ltd., Gloucester

Tickets for future Football League matches when Swindon Town are playing at home may also be booked through any of the agents indicated above.

Combination

	P	W	D	L	F	A	Pts.
Tottenham H.	4	3	1	0	10	2	7
Arsenal	4	3	1	0	9	4	7
Norwich City	5	3	1	1	11	6	7
Southampton	5	3	1	1	14	8	7
Cardiff City	4	3	0	1	6	3	6
Fulham	4	2	1	1	5	3	5
Ipswich Town	5	2	1	2	6	5	5
Chelsea	3	1	2	0	3	2	4
Queen's Park Rangers	4	1	2	1	3	2	4
Swindon Town	3	2	0	1	7	5	4
Oxford United	3	1	2	0	5	4	4
Crystal Palace	4	2	0	2	8	7	4
Bristol City	4	1	2	1	4	8	4
Leicester City	5	0	3	2	2	8	3
Swansea City	2	1	0	1	5	6	2
West Ham United	3	1	0	2	3	5	2
Reading	3	1	0	2	3	7	2
Plymouth Argyle	4	0	1	3	4	9	1
Bournemouth	4	0	1	3	3	8	1
Birmingham City	4	0	1	3	3	9	1
Bristol Rovers	3	0	0	3	4	7	0

YOUTH

ALLAN GOUGH



Home Town: Cheltenham.

School football: Captain of Gloucester and Forest and Gloucestershire Under-15's.

Youth football: 30 League and Cup.

Signed for Town: 1971.

Games for Reserves: Plymouth, Arsenal, Crystal Palace, Chelsea, Oxford, Tottenham and Leicester.

Hobbies: Cricket and snooker.

Fan of: Benny Hill.

Age: 17.

Height: 6ft 3in.

Available at the Office



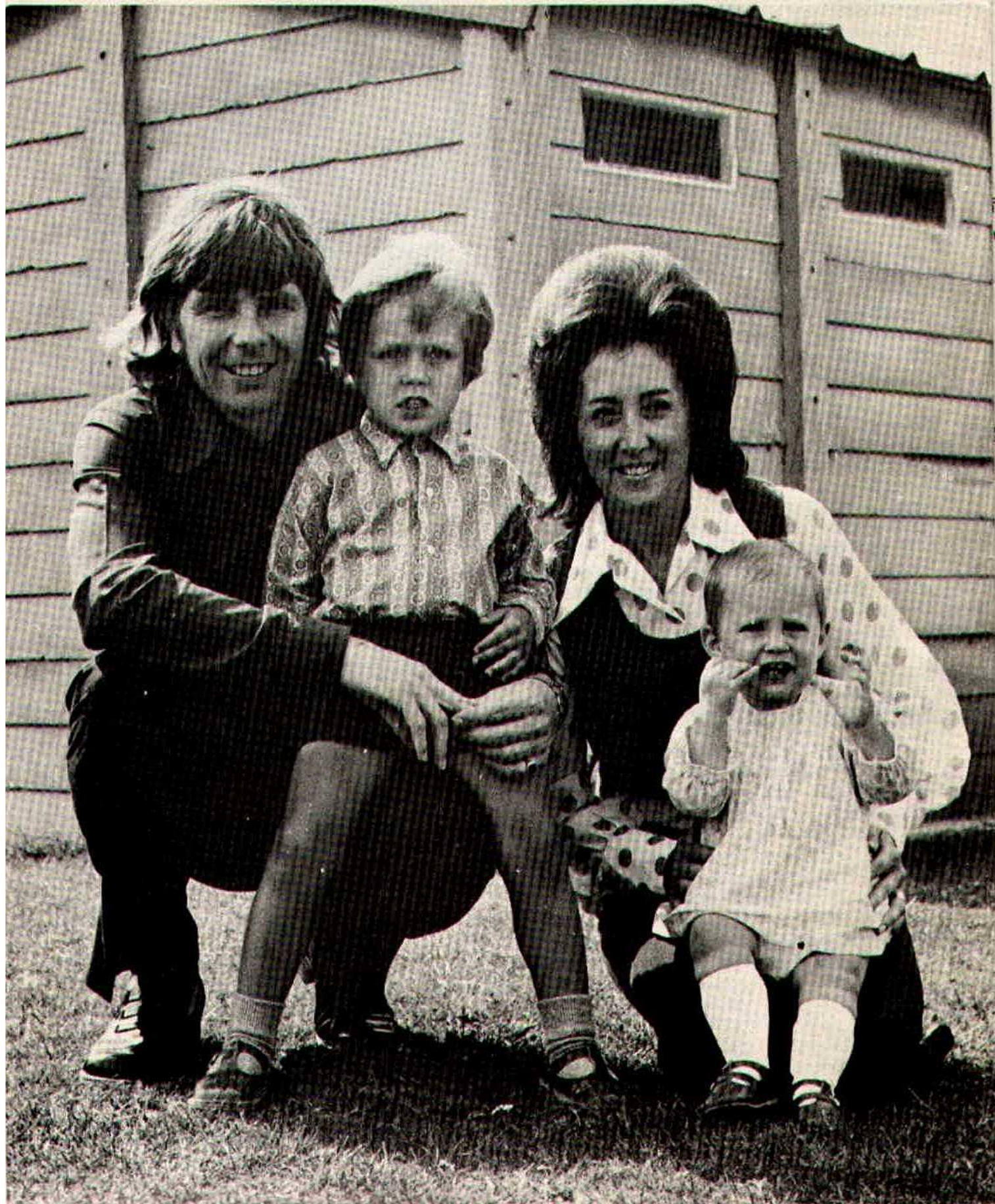
**"Swindon Town"
PAPERMATE PENS**



price 60p each

Family Album — Joe Butler

Pictured with Joe are (left to right) Neil, Ann and Joanna.



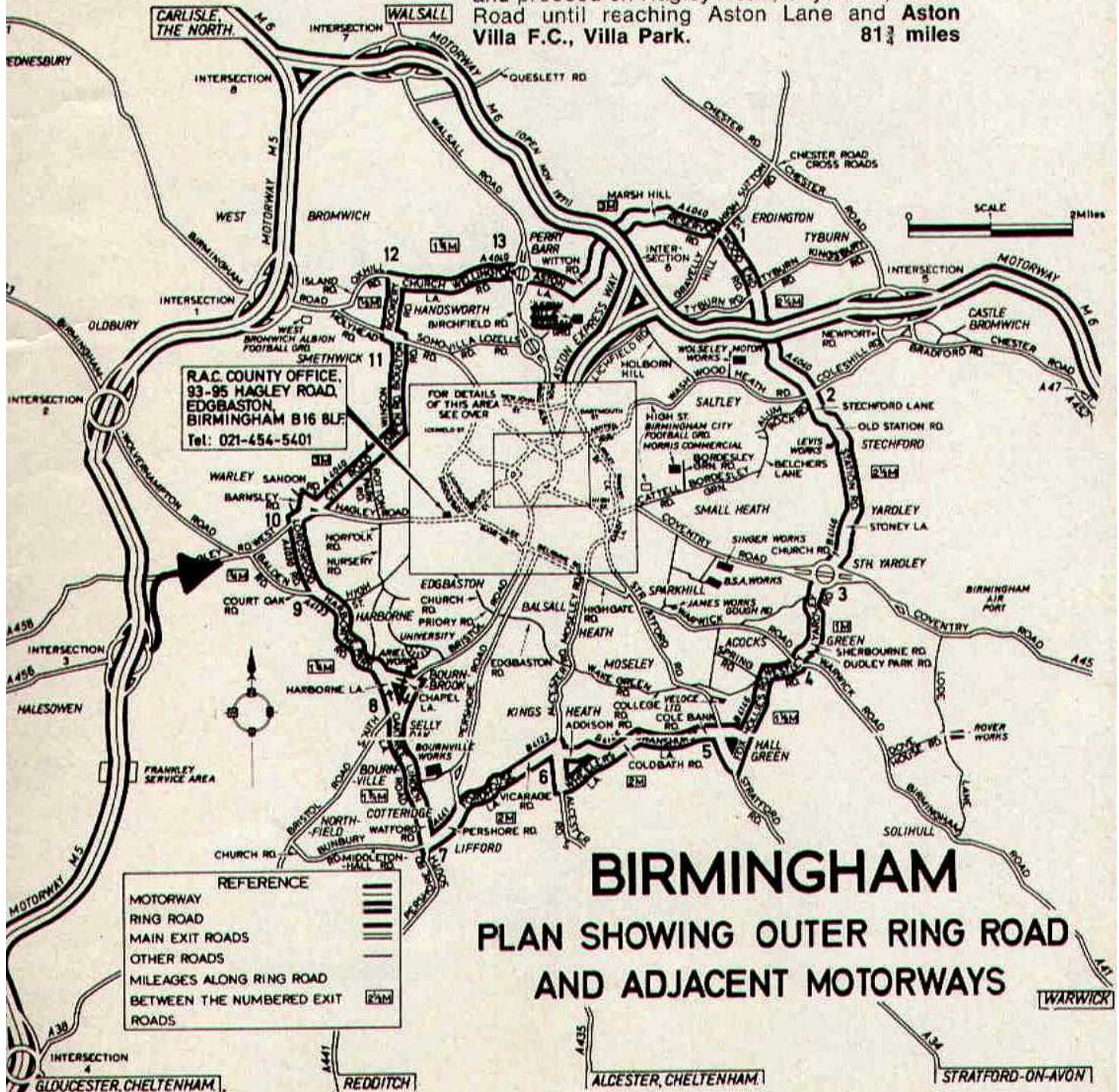


FOLLOW the ROBINS

Route kindly supplied by R.A.C.
by road

to Aston Villa Saturday, 16th September

Travel from Swindon to Cricklade and Ciren-
cester and then take A435 to Cheltenham.
Continue on A4019 (Tewkesbury Road) until
joining M5; proceed to Intersection 3 (A456)
signed 'Birmingham (West) A456' along
Halesowen by-pass. At end of by-pass cross
Birmingham Ring Road (see map for details),
and proceed on Hagley Road, City Road, Green
Road until reaching Aston Lane and **Aston
Villa F.C., Villa Park.** 81 1/2 miles





TEXACO

*The power to go
where you want
to go!*

TEAM UP WITH

