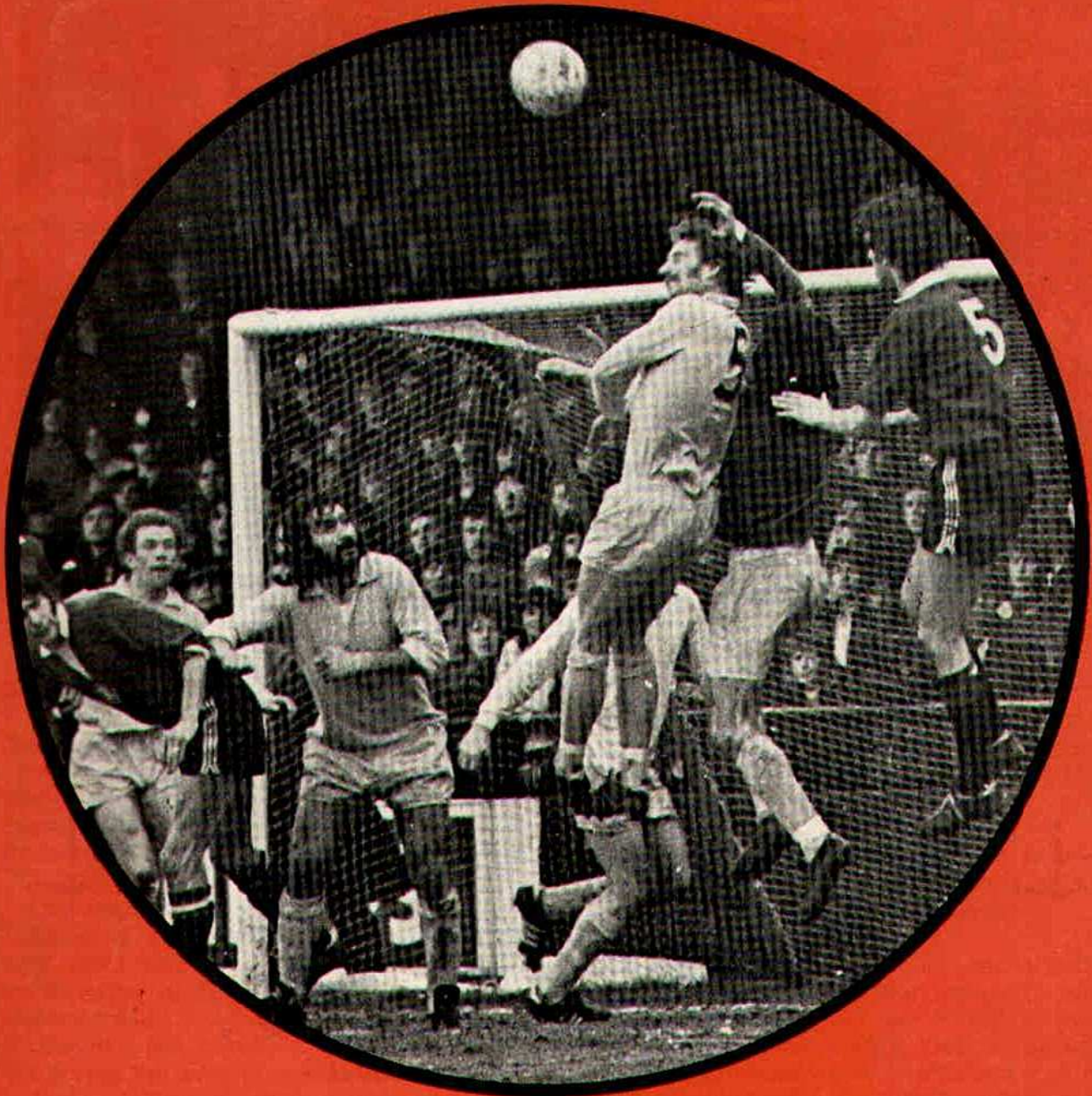




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Swindon Town FC

# Swindon Town Football Club



## Official Programme

including League Football

## Cardiff City

1972-73 Season

Price 7p



Enjoy wining and dining in comfort at



The *Rendezvous*  
Club

County Ground, Swindon

Cabaret

Dancing

Excellent cuisine

MEMBERSHIP ENQUIRIES INVITED \* Telephone Swindon 30880

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# Swindon Town Football Company Limited

Registered Office County Ground, Swindon

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**Secretary** R J Jefferies

**Team Manager** L Allen

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## NEWS & VIEWS

Tonight we greet our friends and almost near neighbours Cardiff City. We still have fond memories of them from when they were a great Division One side. Perhaps my brightest was my first visit to Ninian Park, at Christmas 1925, and I recall such famous names as Joe Clennell (Scottish international), Fred Keenor, Nelson, Blair and Hardy.

We have associations with Cardiff City, as their trainer is an ex-Swindon player – Lew Clayton. What a fighter he was! Always one hundred per cent effort. Cardiff players must surely have to train hard. Also another ex-Swindon player, Jackie Foxton, is the chief scout for that Club. We must not forget our real friend, almost a supporter of Swindon Town, manager Jimmy Scoular – a great player with Portsmouth and Newcastle.

Last season Cardiff City visited us on Easter Tuesday, at a time when they were desperately fighting to avoid relegation. It was a really good game of fast, attacking football. The visitors scored first through Clark, and Bunkell equalised a few minutes later. Cardiff were on top during the second half, and were unlucky to lose another goal when a rebound hit Murray and went into the net. Cardiff applied great pressure in an effort to score the equaliser, but a quick breakaway and centre by John Trollope produced a fine goal by Peter Noble four minutes from full-time.

Cardiff were sporting losers. I think everyone felt they deserved a draw. The need for points is still urgent for both Clubs, but I only hope we enjoy as good a game as last year's.

To students of football the form of Cardiff

City has been most puzzling. Less than two years ago they were narrowly beaten for promotion by Sheffield United, thus having their First Division ambitions blunted. Then began the following season the mysterious slide to the fear of relegation to Division Three. In fact they escaped relegation by one point.

This season after a good beginning the same pattern arose, but now success is returning, brought about by many factors – especially a statement by the Directors:

'Let us make it clear that our aim must be not merely to avoid relegation, but to establish a good position in the League table.' Most appropriate at the present time.

This is our second game of three in seven days – quite a stiff programme at any time, and especially at this juncture for Swindon.

Saturday, a local derby; Tuesday, a match against a club to whom, like ourselves, every point is valuable; then on Friday a game against the current League leaders, strongly tipped for promotion and probably one of the best footballing sides in all the four Divisions.

We can only repeat what was written about the visit of Oxford – the same result as in last year's match, namely a win for Swindon, by three goals to one, would suit Swindon fine.

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Cover photo:

**Burrows goes up, watched by McGovern, Treacy and Potter, in a packed Oxford goalmouth as Swindon put the pressure on and force the fourth consecutive corner.**

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# Les Allen's Column

A welcome to Cardiff City this evening. Our original game was postponed because of the waterlogged state of our ground. Looking back, the period when the game was postponed was when we were doing particularly well, and after that time we started to lose a certain amount of rhythm. Whether missing out on this particular game had any bearing on this we cannot tell. It was during this particular time that we had not only the Cardiff game postponed but also one against Carlisle United. Speaking to other Managers they all seem to think, as I do, that by missing out on a regular series of games does not always help to keep a team up to scratch.

You may have read in the press certain statements about our financial position. I still have a small amount of money to spend, but not as much as I would like. But this is all part of the job, and I have got to try and get us out of our lowly position and consolidate for next year.

In welcoming Cardiff I would like to make special mention of one of their players, namely Andy McCulloch, who I signed for a mere £2,000 when I was Manager of Queen's Park Rangers. Since then Andy has been sold to Cardiff for a fee in the region of £40,000, and he is doing an excellent job for them and scoring plenty of goals. He is one player that we have to fear tonight. Also another recent signing for them, Willie Anderson from Aston Villa, who they have just purchased for a fee of around £60,000.

Our next game here, on Friday, is a tough one. Again Burnley, leading the Second Division at the present time, have proved to be a somewhat young but very efficient side. It will

be to our credit if we can get a good result against them.

Our Juniors recently reached the last eight of the F.A. Youth Cup, and now have a home tie against Ipswich Town on Tuesday, 6th March. Each round the crowd have given the team that extra bit of encouragement, and I am sure at this stage of the Competition it will be even better than our last game against Bourne-mouth.

## Golden Goal Winners

**ASTON VILLA (Saturday, 10th February, 1973)**

**1st Goal (£60)** 39m 26s (Prize shared). £30 paid on 39m 24s, Mr. J. Mitchell, 5 Masefield Avenue, Swindon. £30 paid on 39m 28s, L. H. Carter, 18 Dart Avenue, Swindon.

**Last Goal (£10)** 89m 48s — A. F. Winchcombe, 59 Bourne Road, Pangbourne, Reading.

**Attendance (£10)** 13,615 — Mrs. G. Hedges, 21 Rock Close, Carterton, Oxford.

## Souvenir Shop

I am addressing this more especially to those supporters who enter the ground via Shrivenham Road island and may miss the spot where our new Souvenir Shop is sited. This building, clearly marked, is just inside the main entrance to the ground from County Road, a few yards to the east of the Match Day Ticket Office.

We are justifiably proud of our new venture and visitors have compared our shop favourably with the best in the Football League. Why not pay us a visit and judge for yourself?

We are building up stocks which will provide all with **souvenir gifts**. If you intend buying your son or grandson a pair of **football boots**, an **outfit**, or **part of a footballer's outfit**, why not give us the pleasure of supplying it, and at the same time help the Club, who are passing through a difficult financial stage.

Our ten Swindon Town young ladies along with Chris, Bob and John are available each match day to assist you with your purchases. The shop is open prior to and after each match so why not pay us a visit?

Any item of **sports equipment**, **souvenir programmes**, **pennants**, **badges**, and even **footballs** are available. What we haven't got we will obtain for you.

The Directors have supplied the money for the stocks and the staff give their services completely free, so whatever is sold will be credited to the Football Club. We look forward to your visit.

A. W. DONE

**Mick McGovern blasts the ball past the exposed Oxford goalkeeper to score his first goal since joining the Club earlier this month.**



## Our visitors, Cardiff City



Back row (left to right): Nigel Rees, Ken Jones, Derek Showers, Richie Morgan, Peter King, Alan Warboys, Albert Larmour.  
Middle row (left to right): Dave Carver, Alan Foggon, Frank Parsons, Brian Clark, Bill Irwin, Billy Kellock, Roger Hoy.  
Front row (left to right): Lew Clayton, Freddie Pethard, Leighton Phillips, Don Murray, Ian Gibson, Bobby Woodruff, Gary Bell, Jimmy Scoular.

### **Billy Kellock (Wing-half)**

Born Glasgow. Like Couch, a member of the 1971 F.A. Youth Cup-final team. Played for Scotland in last season's European Youth finals in Spain, shortly after making the first of ten appearances in Cardiff's first team at the age of 18.

### **David Carver (Full-back)**

Born Rotherham. Made his League debut in the early Sixties while playing in the Second Division with his home-town club. Moved to Ninian Park in January 1966 for a four-figure fee and has steadily built a reputation as one of the most dependable defenders in the Division.

### **Alan Couch (Inside-forward)**

Born Neath. A member of the Cardiff team which reached the Final of the F.A. Youth Cup against Arsenal in May 1971, he made his League debut last season at Carlisle. A former Wales Schoolboy and Youth International, he is already tipped to add Under-23 honours to his collection.

### **Gary Bell (Full-back)**

Born Halesowen. Once an amateur with West Bromwich Albion who joined the Club from Lower Gornal Athletic in the West Midlands League in 1966. Made the first of over 200 appearances in September 1967, against Wolves at Molineux. Converted with great success from an orthodox left-winger.

### **Bill Irwin (Goalkeeper)**

Born Bangor. A former Northern Ireland amateur International, he signed for Cardiff in October 1971, straight from his Irish League Club. Immediately held down the No. 1 goalkeeper's position despite his inexperience. After only a handful of games, he was tipped for future full International caps.

### **Donald Murray (Centre-half)**

Born Duffus. Has now been at Cardiff for ten years and in that time has amassed just over 400 matches. Capped once by Scotland's Under-23 team, against England in 1964, he has led Cardiff City to the Semi-finals of the European Cup-Winners' Cup.

**Jim Eadie (Goalkeeper)**

Born Alexandria. A big Scot who came south to Wales in August 1969 after spells with Rangers and Kirkintilloch Rob Roy. Made his League debut in March 1970. Was a regular in season 1970/71 but lost his place last season to Bill Irwin.

**Ken Jones (Full-back)**

Born Yorkshire. Played under Jimmy Scouler during his managership of Bradford. Ken then moved to Southampton and after several seasons at The Dell he joined the Welsh club in June 1971.

**Johnny Vincent (Midfield)**

Born West Bromwich. Made his name with Birmingham City and later moved to Middlesbrough in an exchange deal. Cost Cardiff £35,000 from Boro last October.

**Richie Morgan (Centre-half)**

Born Cardiff. Unlucky with injury last season when he might have enjoyed an extended run in the side. Has been at the Club for six years but, because of Murray's consistency, he has had few opportunities. A Welsh Schoolboy and Under-23 International.

**Bobby Woodruff (Inside-forward)**

Born Highworth. A vastly experienced and versatile player. A goal-scorer who can also create goals from midfield and whose throw is one of the longest in football. Joined Cardiff in November 1969 after spells with Swindon, Wolves and Crystal Palace.

**Leighton Phillips (Wing-half)**

Born Briton Ferry. Can play either as a defender or as a midfield man. Has appeared in both positions for Club and Country, making his Cardiff debut in 1967 and his Welsh baptism against Scotland four years later.

**Gil Reece (Striker)**

Born Cardiff. A current Welsh International who joined his home-town club in September from Sheffield United. Scored over 50 League goals for the Yorkshire club. Previously with Newport County.

**Andy McCulloch (Striker)**

Born Northampton. Signed from Queen's Park Rangers for a reputed Club record fee and made a scoring debut against Preston North End on 28th October, 1972.

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## **PUBLIC RELATIONS**

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These notes have to be written before the Oxford game, and I can only hope that the result has been in our favour.

No doubt many of you read the article which appeared in the 'Evening Advertiser' on Wednesday last, but in case you missed it, I endeavoured to point out how essential it is for the Club to be supported for the remainder of the season. Not only to support the team and help avoid relegation, but also to support the Club financially. If the crowds continue with the present trend, we could be in a serious position by the end of the 1973/74 season. So will you all become assistant P.R.O's and make every endeavour to bring back our missing thousands.

Football is a great game and Swindon Town have brought many great occasions and individuals to the town over the years, and we hope will continue to do so in the future. Thank you in anticipation of your co-operation.

Over the years the Club has on occasions had to face various crises, and only this morning I had handed to me a copy of a letter written by R. W. Meechan (captain) in 1901 appealing to the supporters for support to enable the Club to exist for the remainder of the season in the Southern League. I wonder how many supporters can remember those days?

We welcome to the County Ground this evening our friends from Cardiff, and hope they will not be too disappointed if they return pointless tonight because I feel, with your support, Les Allen and the lads will soon put us back in a safe position in the League.

F. L. COLLINGS,  
Public Relations Officer.



## Swindon Town v Cardiff

Tuesday, 27th February, 1956  
Division II

### SWINDON TOWN

- 1 Downsborough
- 2 Thomas
- 3 Trollope
- 4 Butler
- 5 Burrows
- 6 Potter
- 7 Moss
- 8 McGovern
- 9 Treacy
- 10 Noble
- 11 Smart
- 12

Colours:  
red shirts  
black shorts

Match Ball  
donated by  
**DON ROGERS  
BUILDING LTD.**  
Faringdon Road  
Swindon

◀ Mick McGovern

Referee  
**Mr D J Biddle** (Bristol)

Linesmen  
Red Flag: **Mr P S Hough** (Macclesfield)

Yellow Flag: **Mr A H Munday** (Stroud)



# on Town v Cardiff City

uesday, 27th February, 1973  
Division II

Match Ball  
donated by  
**DON ROGERS  
BUILDING LTD.**  
Faringdon Road  
Swindon

## CARDIFF CITY

- 1 Irwin
- 2 Dwyer
- 3 Bell
- 4 Phillips
- 5 Murray
- 6 Morgan (P)
- 7 Kellock
- 8 McCulloch
- 9 Woodruff
- 10 Showers
- 11 Vincent
- 12 Couch

Colours:  
blue

eree  
D J Biddle (Bristol)  
esmen  
Flag: Mr P S Hough (Macclesfield)  
ow Flag: Mr A H Munday (Stroud)

David Sloan  
(Oxford United)



# Fixture list 1972/73

## Division II

<b>August</b>		
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
<b>September</b>		
2	Sunderland	(A) 2-3
5	Derby County (League Cup Rd. 2)	(H) 0-1
9	Blackpool	(H) 0-0
16	Aston Villa	(A) 1-2
19	Huddersfield Town	(A) 1-1
23	Portsmouth	(H) 1-1
26	Luton Town	(H) 0-2
30	Hull City	(A) 2-3
<b>October</b>		
4	League Cup (3)	
7	Burnley	(A) 1-2
14	Preston North End	(H) 3-2
21	Nottingham Forest	(A) 2-2
28	Brighton & Hove Albion	(H) 2-2
<b>November</b>		
1	League Cup (4)	
4	Luton Town	(A) 1-0
11	Huddersfield Town	(H) 1-1
18	Orient (F.A. Cup 1)	(H) 3-1
22	League Cup (5)	
25	Middlesbrough	(A) 2-0
<b>December</b>		
9	Millwall (F.A. Cup 2)	(A) 1-1
16	Oxford United	(A) 0-1
23	Fulham	(H) 2-2
26	Portsmouth	(A) 1-1
30	Carlisle United	(H) P
<b>1973</b>		
<b>January</b>		
6	Bristol City	(A) 0-3
13	F.A. Cup (3) Birmingham City	(H) 2-0
20	Sunderland	(H) 1-1
23	Cardiff City	(H) P
27	Blackpool	(A) 0-2
<b>February</b>		
3	F.A. Cup (4) West Brom. Albion	(A) 0-2
10	Aston Villa	(H) 1-3
17	Queen's Park Rangers	(A) 0-5
24	Oxford United (F.A. Cup 5)	(H) 1-3
<b>March</b>		
2	Burnley	(H) .....
3	League Cup (Final)	
10	Preston North End	(A) .....
17	Nottingham Forest (F.A. Cup 6)	(H) .....
24	Brighton & Hove Albion	(A) .....
31	Middlesbrough	(H) .....
<b>April</b>		
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

## Football Combination

<b>August</b>		
15	Southampton	(H) 2-3
19	Plymouth Argyle	(H) 3-1
26	West Ham United	(A) 2-1
<b>September</b>		
2	Arsenal	(H) 1-0
6	Crystal Palace	(A) 1-1
9	Bournemouth & Boscombe	(A) 5-0
16	Oxford United	(H) 1-1
19	Norwich City	(H) 1-2
23	Bristol City	(A) 1-1
30	Queen's Park Rangers	(H) 1-0
<b>October</b>		
7	Tottenham Hotspur	(H) 1-3
10	Swansea City	(A) 0-2
21	Bristol Rovers	(H) 0-1
24	Fulham	(A) 1-0
28	Leicester City	(A) 0-3
<b>November</b>		
4	Fulham	(H) 1-1
11	Southampton	(A) 1-2
18	Birmingham City	(A) 0-2
25	Reading	(H) 1-3
<b>December</b>		
2	Chelsea	(A) 2-2
9	Cardiff City	(H) 0-1
16	Crystal Palace	(H) 1-0
23	Ipswich Town	(A) 1-3
30	Plymouth Argyle	(A) 1-4
<b>1973</b>		
<b>January</b>		
6	West Ham United	(H) 4-0
13		
20	Arsenal	(A) 1-4
27	Bournemouth & Boscombe	(H) 1-1
31	Oxford United	(A) 0-2
<b>February</b>		
3	Ipswich Town	(H) 0-4
17	Bristol City	(H) P
24	Queen's Park Rangers	(A) 0-1
<b>March</b>		
3	Tottenham Hotspur	(A) .....
10		
17	Bristol Rovers	(A) .....
20	Swansea City	(H) .....
24	Leicester City	(H) .....
28	Reading	(A) .....
<b>April</b>		
7	Chelsea	(H) .....
11	Cardiff City	(A) .....
21	Birmingham City	(H) .....
28	Norwich City	(A) .....
<b>May</b>		
5	F.A. Cup Final	

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# The man in the middle

## Donald John Biddle

Bristol

Known as a referee with 15 years experience on match days – but during the week he is Detective Sergeant Biddle, a fingerprint expert in Bristol Constabulary. Married with a teenage daughter he tours the South-West giving expert fingerprint advice to other forces.

He started refereeing in 1957 and in 1963 was promoted to the line of the Western League, becoming a referee three years later. He was elected to the Football League line in 1968, was placed on the supplementary referees' list in 1970 and finally on the full list in 1971.

In 1970 he ran the line in the F.A. Amateur Cup Final between Enfield and Dagenham and this year was a linesman for the Nations Cup Quarter-final game between Hungary and Rumania.

He lives at Bristol and in the summer enjoys playing cricket.



Frank Burrows, out of the first team recently because of injury, made a welcome return last Saturday for the match at Q.P.R.

## Division II

(up to and including Saturday, 24th February, 1973)

	P	W	D	L	F	A	Pts.
Burnley	30	15	13	2	51	29	43
Q.P.R.	30	15	11	4	56	32	41
Aston Villa	30	13	10	7	36	33	36
Oxford United	31	15	5	11	40	31	35
Fulham	30	12	10	8	46	34	34
Middlesbrough	32	12	10	10	31	35	34
Blackpool	30	12	9	9	43	36	33
Luton Town	29	12	9	8	36	32	33
Sheffield Wed.	30	11	8	11	45	41	30
Bristol City	30	10	10	10	39	39	30
Millwall	30	11	7	12	40	34	29
Nottingham Forest	30	10	9	11	33	37	29
Hull City	29	9	10	10	43	39	28
Portsmouth	30	10	8	12	35	38	28
Preston North End	30	10	8	12	29	45	28
Carlisle United	28	9	8	11	41	34	26
Sunderland	26	8	9	9	37	34	25
Orient	30	7	11	12	31	36	25
Huddersfield	30	6	12	12	26	38	24
Cardiff City	27	9	5	13	31	40	23
Swindon Town	30	6	11	13	35	52	23
Brighton	30	3	9	18	31	68	15

## Forthcoming matches

FRIDAY, 2nd MARCH

Division II - ko 7.30 pm

**BURNLEY**

TUESDAY, 6th MARCH

5th Round FA Youth Challenge Cup

**SWINDON TOWN v IPSWICH**

SATURDAY, 17th MARCH

Division II - ko 3 pm

**NOTTINGHAM FOREST**

TUESDAY, 20th MARCH

Football Combination - ko 7.30 pm

**SWANSEA CITY**



A recent photograph of Ray Treacy, Swindon's Eire international centre-forward.



## London Entertainment

Our Box Office can provide tickets for most entertainment in London from Comedy to Opera and Ballet and includes shows like **SHOWBOAT** at the Adelphi, **MAX BYGRAVES** at the Victoria Palace, **JESUS CHRIST SUPERSTAR** at the Palace, **OH! CALCUTTA** at the Royalty, **GODSPELL** at Wyndhams, **PYJAMA TOPS** at the Whitehall, also all the Pantomimes and Christmas Shows at the Palladium, Coliseum, Mayfair, Mermaid, Victoria Palace and Marble Arch Odeon.

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.

## 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.



The outstretched legs of a defender just robs Peter Noble as he closes in on the Oxford goal. Mick McGovern, Swindon's new signing from Queen's Park Rangers, tries to force the ball past the Oxford goalkeeper.





**Rod Thomas races into the Oxford goal area only to see his final effort blocked by the visitor's defenders.**

**Nine players and the referee go to make up this pyramid of determined looking footballers as Swindon struggle to get back on terms with Oxford in last Saturday's local derby.**





**FOLLOW**  
the  
**ROBINS**

**to Preston North End  
Saturday 10th March**

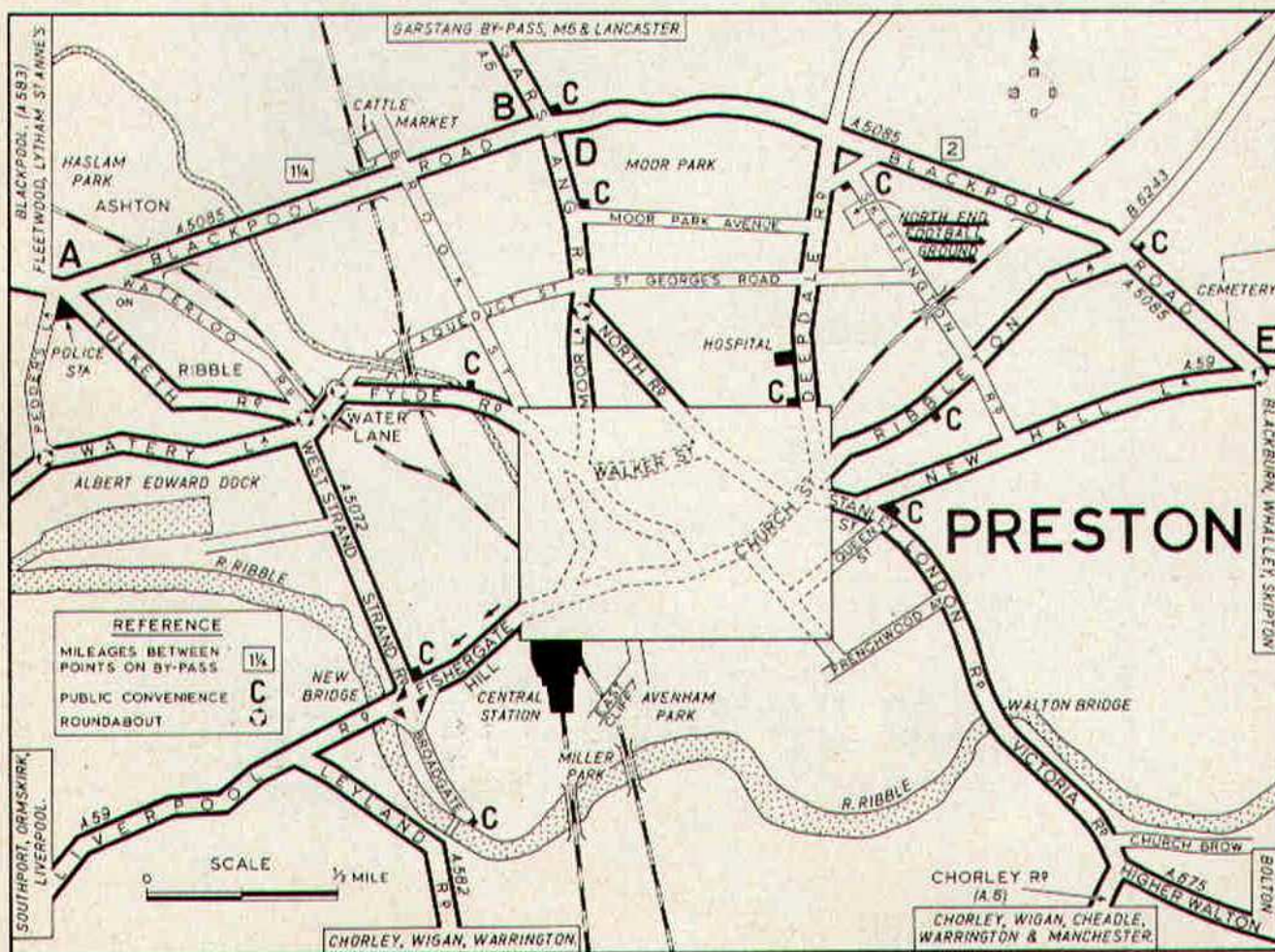
Route kindly supplied by R.A.C.

**by road**

Leave Swindon on the A419 and travel through Cricklade to Cirencester. From here continue on A417 towards Gloucester, following signs 'M5' at Birdlip. When on the M5 proceed until joining M6 at Intersection 8.

Travel on M6 until reaching Intersection 29, and after turning off on to the A6 follow signs 'Preston A6'. Continue into Preston via Victoria Road and London Road (see map), then into Deepdale Road, **Preston North End F.C.**

182½ miles





**TEXACO**

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

**TEAM UP WITH**

