



Copyright  
Swindon Town FC

# Swindon Town Football Club



## Official Programme

including League Football

## Middlesbrough

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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# Swindon Town Football Company Limited

Registered Office County Ground, Swindon

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## NEWS & VIEWS

Welcome once again to Middlesbrough, a club with great potential and one of the finest and best equipped grounds in the country. In fact, one doubts if there is a better playing surface in the whole of England and Wales.

Last season, the two clubs met on 30th October, 1971, when Swindon were in eleventh position in the League table, with 13 points from 14 games and a goal average of 10-11. So really we were quite well placed, but the match proved a disaster for Swindon. Our visitors won by the only goal, scored by Maddren in the fifteenth minute. This was Swindon's poorest display for a long time. Everyone seemed off form, and try as they might nothing went right for them.

This result finally ended the career as manager of Swindon for Mr. Fred Ford. He deserved a better fate, and I feel we have missed him. A most sincere and honest man, who lived every minute for the club, yet somehow the football public of Swindon never took to him, possibly because of his lack of flair and showmanship. It is good to know he is happy at Oxford, finding and coaching young players, something very near to his heart. We wish him well, but it would appear the ones to benefit will be Oxford United.

This season has brought a large number of bookings, mainly for dissent. I have never criticised a referee before - in my opinion they perform a great service at very inferior pay. Nevertheless, how can one justify the action of the referee in the 4th Round Replay, Arsenal v Chelsea? He gave a firm and definite decision regarding a foul committed, in his opinion, outside the penalty area. Immediately a number of Arsenal players fiercely contested the decision. The referee then consulted the linesman and awarded a penalty. In my opinion he was

wrong. He had made his decision, he is considered one of the best referees in the game, having refereed the F.A. Cup Final and the League Cup Final in successive years. He was not very far from the actual incident, as he moves very quickly (sometimes too quickly). The point I am trying to make is that by protesting, otherwise showing dissent, the Arsenal players obtained a penalty from which they scored and eventually won the game by two goals to one. Now those players could have been booked, I even venture to suggest we have seen players booked on the County Ground in similar circumstances. I maintain the referee should have stood by his decision, and could even have booked some of the players.

I expect the local Referees' Association will be on my tail, but I'm prepared to argue that what I have suggested maintains a standard and a consistency on which bookings are made for showing dissent. I may be a little biased, but I still agree with the old, old rule: 'No referee makes a mistake'.

The defeat at Brighton still leaves us near the bottom of the League table. One can only hope we escape relegation and look forward to brighter things next season. This year has been a most disappointing and frustrating one, with many setbacks. I am not usually superstitious, but for goodness sake let us, to quote many supporters: 'Get rid of those terrible black shorts. Burn the lot and eradicate all the unpleasant memories of 1972/73'.

Cover photo:

**Peter Noble launches himself at a hard cross, and glances the ball just wide of the Nottingham Forest goal.**



# Les Allen's Column

Our 3-1 defeat at Brighton last Saturday did nothing to improve our position in the league. The goals were scored at vital times for them, the first after only two minutes. We replied with a penalty by Ray Treacy, and then just before half-time we conceded the second goal. It was immediately after half-time that the third goal was scored, giving Brighton that extra confidence they seemed to have been missing in the past. Unfortunately for us, we met them when the tide seemed to be turning for them and their results have improved over the last five games. What impressed me very much about Brighton was the fanatical support they have been getting although they have been bottom of the division for some time now. On the previous Wednesday to our game there, I went to watch them play Carlisle, and although Brighton did not play well, the continuous cheering of the crowd lifted them so much that in the end the result went their way by 1-0.

We now have three home and three away games, and every point is of vital importance to us. With the support our crowd has shown over our indifferent period, I am sure we can pull through.

Our Youth team continue on their successful run in the Midland Youth League. On Tuesday they beat Wolves away from home 1-0, the goal being scored by Paul Fiocca in the last five minutes of the game. They now hold second place in the league, and with the continued good results have a chance of winning the league for the first time. On Tuesday next, 3rd April, they play Coventry City here at the County Ground, kick-off 7 p.m. I am sure you will all see a very entertaining game.

Charlie Tuson has now recovered from a pulled hamstring injury and is back in full-time training.

Richard Legg, who was out injured with a slipped disc for over three months, is now back in the swing of things and has started to score goals in our Reserve side.

Roy Compton, a young centre-forward, has now signed as a professional. I would like to wish him every success for the future.

I would like to thank C & M Construction for the loan of equipment that we have used on the County Ground in the past weeks.

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## Golden Goal Winners

### CARLISLE UNITED (Monday, 12th March)

1st Goal (£60) 19m 38s (Paid on 19m 36s) — Mr. G. Biggins, 31 Cumberland Road, Swindon.  
Last Goal (£10) 22m 2s (Paid on 22m 3s) — Mr. V. Mazzotta, 23 Cambria Place, Swindon.  
Attendance (£10) 7,942 (Paid on 15,001) — G. L. Drury, 5 Winifred Street, Swindon.

### NOTTINGHAM FOREST (Saturday, 17th March)

No Score Prizes (£10) — J. Scott, 7 Gotterstone Drive, West Ferry, Dundee. R. Ingleson, 10 Arlington Close, Swindon. M. Busby, 'Treetops', Frog Lane, Milton-under-Wychwood.  
Attendance (£10) 9,842 (Paid on 12,023) — D. Tylee, 9 Arun Road, Swindon.

# Middlesbrough



Back row (left to right): G. Jones, W. Maddren, S. Boam, P. Creamer, P. Cuff, J. Platt, A. Moody, J. Vincent, W. Gates, J. Hickton.  
Front row (left to right): E. McMordie, J. Laidlaw, F. Spraggon, D. Mills, J. Craggs, D. Armstrong, N. Sillies.

# Our visitors, Middlesbrough

## **James Platt**

An Irish Amateur International, signed for the Boro after appearing for Ballymena United in the Irish Cup Final 1970. Selected as Northern Ireland reserve goalkeeper for their international fixture in Russia last season. Made his debut for Boro v. Blackpool, 2nd October, 1971 at Ayresome Park.

## **John Craggs**

Signed from Newcastle United for over £60,000 in August 1971. Was an 'ever present' after making his debut against Sheffield Wednesday. A defender of real class who is not averse to a 'crack' at the opponent's goal whenever opportunity arises.

## **Stuart Boam**

Signed from Mansfield in June 1971, Stuart quickly settled into the side, and was regarded by many as the No. 1 centre-half in Division 2 last season.

## **Alan Moody**

Came to the fore as a youngster, gaining English Schoolboy Honours. Made his first team debut in season 1968/69 on his 18th birthday and has since had over 40 appearances.

## **Bill Gates**

Like Gordon Jones, Bill joined the Club as a youngster when Boro signed him in the face of competition from many leading clubs, following his display in the English Youth team. His ability to 'play anywhere' has been an asset to the side for several seasons. Has made nearly 300 first team appearances since his debut at the age of 16.

## **John Vincent**

Made over 200 appearances for Birmingham City before signing for the Boro at the end of 1970/71 season. A more than useful forward both in midfield and attack, and scored seven goals in 29 appearances last season.

## **Gordon Jones**

One of the most polished and consistent defenders in the game for many years.

## **Eric McMordie**

Joined the Boro as a youngster in 1964, coming from Northern Ireland where he played for Dundela. One of the League's most successful ball players, his ability in midfield has gained him over 20 International Caps and he is now a permanent member of the Northern Ireland International squad.

## **David Armstrong**

Another apprentice professional who has made rapid strides which resulted in his first team debut against Blackpool towards the end of last season. He readily settled down to first team football and there is no doubt we will be hearing more of this young man in the future.

## **Harry Charlton**

Made his first team debut two seasons ago but has been dogged by injuries which have prevented further appearances. Now back to fitness and no doubt will make his claim for first team status.

## **Frank Spraggon**

Frank came up through the Junior and Reserve side following his first team debut in season 1963/64 made the No. 6 position his own until injury. Fully recovered, he made his comeback in the latter part of last season and was soon back in top form.

## **Nobby Stiles**

Surely needs no pen picture. For the record Nobby played for England at four levels - Schoolboy, Youth, Under-23 and full international, gaining 28 full caps. Made over 300 first team appearances for Manchester United before signing for Boro in May 1971. The club skipper who, on and off the field, transmits his enthusiasm to everyone.

## Our Visitors – continued

### Willie Maddren

Local discovery – Willie came up through the junior ranks where he figured as an inside-left. Signed professional in 1968, and has for the past two seasons played in both attack and defence for the first team. A player who combines those much needed qualities – ability, consistency and versatility.

### John Hickton

Big John has been Boro's top scorer for the past five seasons and his tally of goals has now reached 135 in League and Cup games for the Boro, since joining them from Sheffield Wednesday in 1966. One of the League's top scorers, he hopes to make 1972/73 season his top score to date.

### David Mills

Following his grooming in the Reserve side, David made his first appearance in the League team on one occasion as substitute in 1968/69. Following ten outings in 1970/71, he became a regular member of the side last season. A player of skill and ability who needs only half a chance to snatch goals.



WILLIE MADDREN



DAVID MILLS

## SOUVENIR SHOP

What can I buy him for his birthday? How often this problem crops up with our teenage sons and grandsons. We can help here by inviting your custom at our Souvenir Shop.

There are only two more home matches this season but we shall be pleased during the close season to supply you with any of our stock. What we haven't got we will obtain. Please enquire at the Box Office or telephone 22118.

Football boots, track suits, complete or part football kits, watches, pennants (all clubs), silk, PVC and woollen scarves in club colours, badges (all clubs), Paper-mate pens (60p), rings (1st Division crest), programmes (all leading Division 1 clubs), bobble hats, rosettes, football games, footballs (all varieties), ties with new motif.

Our prices won't alter a lot as we already pay purchase tax on them and VAT will only substitute this.

Remember, buy from us and help your Club.

A. W. DONE

**Special:** We have purchased a supply of Special Souvenir match programmes of the F.A. Cup Semi-final, Leeds United v Wolves, 7th April, 1973. Price 10p on sale at the Souvenir Shop from 14th April.

# Swindon Town v Middle

Saturday, 31st March, 1961  
Division II

## SWINDON TOWN

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

Colours:  
red shirts  
black shorts

Match Ball  
donated by  
**Mr. A. W. DONE**  
and  
Family

Referee  
**Mr B H Daniels** (Brentwood)

Linesmen:  
Red Flag: **Mr J Flye** (Pontypridd)

Yellow Flag: **Mr R I Thomas** (Southam)



**NOBBY STILES**



**ERIC McMORDIE**



# Town v Middlesbrough

Saturday, 31st March, 1973  
Division II

Match Ball  
donated by  
**Mr. A. W. DONE**  
and  
Family

## MIDDLESBROUGH

- 1 Platt
- 2 Craggs
- 3 Spraggon
- 4 Stiles
- 5 Boam
- 6 Maddren
- 7 Gates
- 8 Armstrong
- 9 Hickton
- 10 Brine
- 11 Foggan
- 12

Colours:  
blue and black

Daniels (Brentwood)

en:  
g: **Mr J Flye** (Pontypridd)

Flag: **Mr R I Thomas** (Southampton)



JOHN HICKTON



BILL GATES

# 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)	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

### October

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

### November

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

### December

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

### 1973

#### January

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

#### February

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
27	Cardiff City	(H)	3-0

#### March

2	Burnley	(H)	0-1
3	League Cup (Final)		
10	Preston North End	(A)	1-1
12	Carlisle United	(H)	2-0
17	Nottingham Forest (F.A. Cup 6)	(H)	0-0
24	Brighton & Hove Albion	(A)	1-3
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
26	West Ham United	(A)	2-1

### September

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

### October

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

### November

4	Fulham	(H)	1-1
11	Southampton	(A)	1-2
18	Birmingham City	(A)	0-2
25	Reading	(H)	1-3

### December

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

### 1973

#### January

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

#### February

3	Ipswich Town	(H)	0-4
17	Bristol City	(H)	P
24	Queen's Park Rangers	(A)	0-1

#### March

3	Tottenham Hotspur	(A)	0-4
10			
17	Bristol Rovers	(A)	1-1
20	Swansea City	(H)	2-1
24	Leicester City	(H)	0-1
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

## Brian Henry Daniels

Brentwood, Essex

A former Military Policeman, Mr. Daniels passed his Essex County F.A. referees' examination in 1951 at the age of 16. He progressed through Essex Junior and intermediate leagues to the Isthmian and Athenian Leagues where he eventually obtained senior status.

He is now in his sixth season as a League referee after serving two years on the linesmen's list.

A personnel and recruiting officer, he is interested in ballroom dancing and coarse fishing and is a founder member of the Ilford Seven-a-Side Cup, a competition which seeks to promote financial support to youth football in Essex.

He is married with two sons and a daughter.

## Division II

(up to and including Wednesday, 28th March, 1973)

	P	W	D	L	F	A	Pts.
Burnley	35	19	13	3	59	31	51
Q.P.R.	34	18	12	4	66	35	48
Blackpool	36	15	10	11	48	43	40
Sheffield Wed.	36	15	9	12	54	48	39
Aston Villa	35	14	11	10	41	41	39
Oxford United	35	16	6	13	45	35	38
Fulham	35	14	10	11	51	41	38
Middlesbrough	36	13	12	11	35	38	38
Luton Town	34	14	10	11	41	35	38
Bristol City	36	13	11	12	50	45	37
Millwall	35	14	7	14	50	42	35
Nottingham Forest	35	12	11	12	39	40	35
Hull City	33	11	11	11	51	47	33
Sunderland	31	12	9	10	43	37	33
Portsmouth	35	10	10	15	38	47	30
Preston North End	35	10	10	15	33	55	30
Carlisle United	35	10	9	16	44	43	29
Orient	34	9	11	14	48	42	29
Swindon Town	36	8	13	15	42	57	29
Huddersfield Town	35	6	15	14	32	47	27
Cardiff City	33	10	6	17	34	48	26
Brighton	35	6	10	19	38	73	22

## Key of the board

### First Section

- A—Arsenal v Derby County
- B—Coventry City v Ipswich Town
- C—Crystal Palace v Chelsea
- D—Leicester City v Newcastle United
- E—Manchester City v Leeds United
- F—Norwich City v Birmingham City
- G—Southampton v Manchester United
- H—West Ham United v Everton
- I—Wolverhampton v Sheffield United
- J—Aston Villa v Oxford United
- K—Blackpool v Hull City
- L—Brighton v Preston North End
- M—Carlisle v Luton Town
- N—Fulham v Cardiff City
- O—Huddersfield v Millwall
- P—Nottingham Forest v Burnley
- Q—Queen's Park Rangers v Portsmouth
- R—Sheffield Wednesday v Orient
- S—Sunderland v Bristol City
- T—Blackburn v Tranmere Rovers

### Second Section

- A—Bristol Rovers v Southend
- B—Charlton Athletic v Bournemouth
- C—Chesterfield v Rochdale
- D—Grimsby Town v Wrexham
- E—Oldham v Notts County
- F—Plymouth Argyle v Port Vale
- G—Rotherham United v Bolton Wanderers
- H—Swansea City v Halifax Town

## Forthcoming matches

**TUESDAY, 3rd APRIL, 1973**

Midland Youth League - ko 7 pm

**COVENTRY CITY**

**SATURDAY, 7th APRIL, 1973**

Football Combination - ko 3 pm

**CHELSEA**

**SATURDAY, 14th APRIL, 1973**

Division II - ko 3 pm

**MILLWALL**

**SATURDAY, 21st APRIL, 1973**

Football Combination - ko 3 pm

**BIRMINGHAM CITY**

## FOOTBALL COMBINATION

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

	P	W	D	L	F	A	Pts.
Ipswich Town	34	23	6	5	75	27	52
Arsenal	35	22	7	6	69	28	51
Tottenham Hotspur	32	17	12	3	60	26	46
Oxford United	34	15	12	7	46	33	42
Birmingham City	34	17	7	10	52	35	41
Q.P.R.	34	16	6	12	50	36	38
Cardiff City	32	14	9	9	41	35	37
Chelsea	32	14	9	9	30	29	37
Southampton	36	14	7	15	50	53	35
Fulham	34	11	11	12	42	34	33
Bristol Rovers	34	13	6	15	50	44	32
Crystal Palace	31	13	6	12	39	37	32
Bristol City	33	12	7	14	39	52	31
Norwich City	34	10	8	16	39	50	28
Leicester City	33	9	9	15	32	49	27
Plymouth Argyle	33	10	7	16	32	52	27
Swindon Town	34	9	7	18	37	56	25
Reading	32	10	5	17	31	54	25
Bournemouth	31	7	8	16	31	39	22
Swansea City	32	9	4	19	49	70	22
West Ham United	34	4	7	23	17	68	15

## Match Ball Donors

H. M. Howard & Sons, Manor Farm, Marston, Devizes.  
 C. Day, Burford Road, Brize Norton, Oxon.  
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 The Pork Shop, 50 Fleet Street, Swindon.  
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 M. & J. Conley, 148a Manchester Road, Swindon.



# London Entertainment

BOOK HERE

WE HAVE TICKETS FOR EVERYTHING  
SWINDON TOWN — KEITH PROWSE

### SWINDON'S MINI-RESERVATIONS CENTRE

The box office of Swindon Town Football Club is a mini-reservations centre for Keith Prowse. The box office is installed with a computer terminal which is linked directly with a central Keith Prowse computer in Shaftesbury Avenue.

All the Keith Prowse allocations of seats in theatres, cinemas, sports arenas etc. have now been programmed on to the computer.

Keith Prowse control over 40% of all London Theatre sales and have been in the business for nearly 150 years. They have, in effect, the best and widest allocations of seats of any ticket agency.

This means that the box office manager at Swindon Town has direct access to any of these seats without having to use the telephone.

All he needs to do when he receives an enquiry from a customer or an agent about the availability of a certain event is to press the relevant buttons. In a few seconds the answer is relayed via the teletype machine. If the seats requested are not available, the best alternatives are suggested. When the customer has made his decision, a sell button is pushed and within seconds the ticket printer prints out a ticket with all the information on it, as if purchased direct from the box office. The computer also automatically takes those seats out of circulation, so there is no risk of duplication.

Agents around Swindon can now make use of this new facility.

It means that instead of those time-wasting costly telephone calls to London, Agents can now telephone Swindon Town and immediately find out the availability of seats. If the tickets are available, the Agent makes out his own ticket.

# 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.



**Peter Noble leaps high for a corner at the Stratton Bank end.**

**Nice close control and shielding by Peter Noble as he is tightly marked by a Nottingham Forest defender.**





**Rod Thomas, wearing the unfamiliar No. 9 shirt, is beaten to a low cross by Powney, the Brighton goalkeeper.**

**Ray Treacy scores Swindon's only goal of the game at Brighton from the penalty spot.**





**FOLLOW**  
the  
**ROBINS**

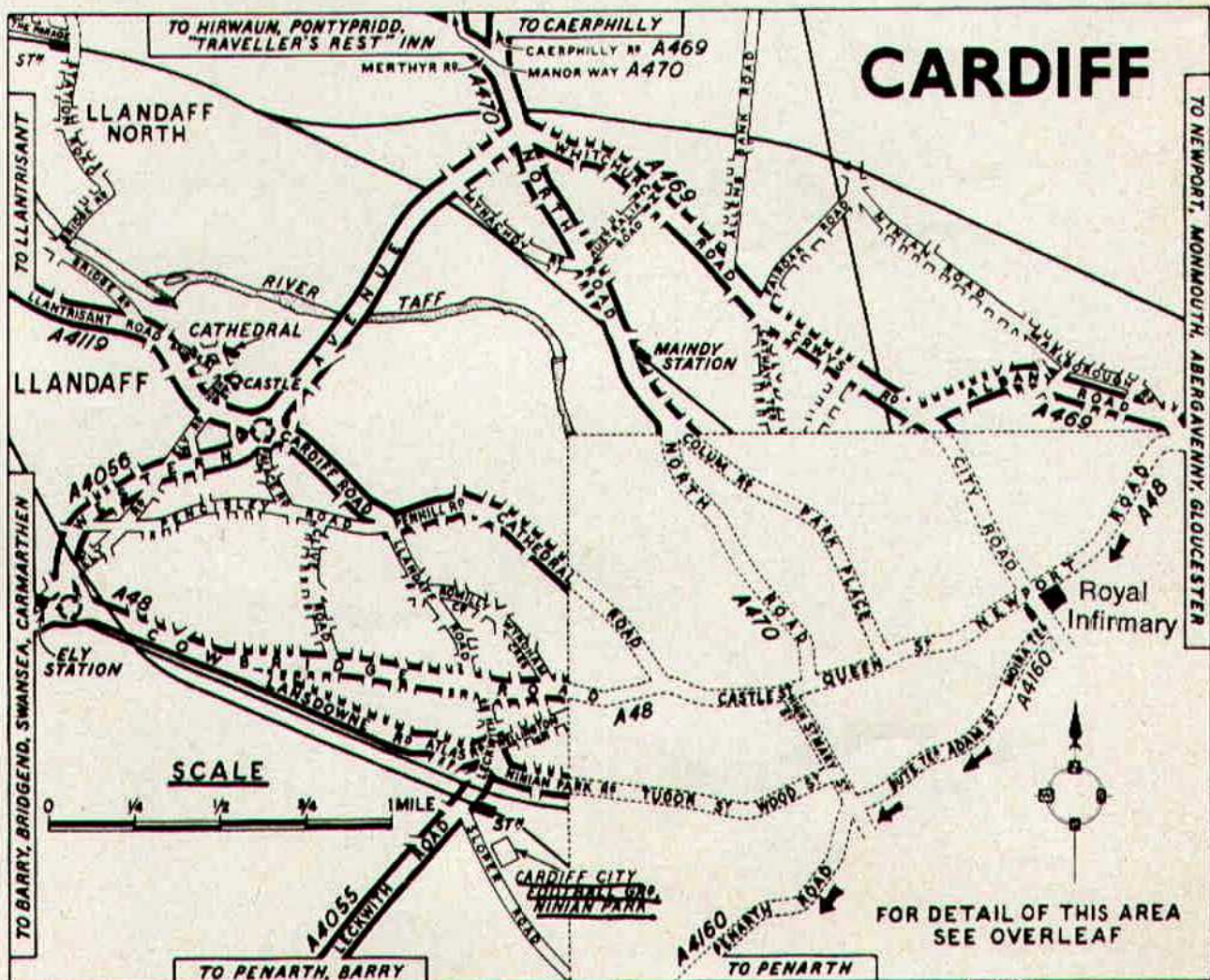
**to Cardiff**  
**Saturday, 7th April**

Route kindly supplied by R.A.C.

**by road**

Leave Swindon by A420 (Wootton Bassett road) and join M4 to Bristol. Continue on Motorway following signs 'South Wales and Newport via Toll Bridge'. At end of Motorway join A48 and proceed to Cardiff. Enter Cardiff on Newport Road and turn left into Glossop

Road just past Royal Infirmary (see map). Turn right into Moira Terrace and proceed via Adam Street and Bute Terrace into Penarth Road (A4160). Keep on this road until reaching right turn into Sloper Road and **Cardiff City Football Ground**.  
**73 miles**





**TEXACO**

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

**TEAM UP WITH**

