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Swindon Town FC

# SWINDON TOWN FOOTBALL CLUB

**Official Programme**  
**including League Football**



**1973-'74**

**Newport County**

**Price 7p**



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Football Company Limited 1972

# Swindon Town Football Company Limited

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## Les Allen's Column

Tonight our visitors at County ground are Newport County in the 1st round of the Football League Cup. Newport County who are managed by Billy Lucas had a very impressive run towards the end of last season to finish in fifth place in the fourth division.

The League Cup has now arrived as a major Cup competition and it means so much to all clubs, to maintain interest for supporters and teams throughout the country.

At one stage there was a distinct lack of interest from a number of Clubs, but given a period of time it has created another interest in cup football that ranks nearly as great as the F.A. Cup itself.

On most occasions when out in the town meeting supporters of the club I am asked, "what is wrong with the Swindon Town Football Club".

If I had the immediate answer then we would be much better prepared for the coming season than any other club in the country. The most important point I can

make at this time is that after looking at the records of players, bought, from the period of 1968-69 when the town had a successful team, very few players were introduced for a period of 3 years, and if players had been purchased during that time this would I am sure put us in a lot stronger position with regard to player strength.

The Youth Scheme was introduced and young players are now begging to make a challenge for senior places, the more competition that we have can only make for more determined effort to command a place in the 1st Team.

Lastly a point on the much publicised soccer hooligans who are doing so much damage, in soccer stadiums, on trains and even making themselves a menace to people walking along the roads.

I would like to appeal to all our fans to keep the good name of the club by showing good behaviour and being an example to other clubs who visit us during the coming season.

# League Cup Scene



by **Tony Pullein**

It's Cup-tie time again. And, if the League Cup's recent record is any guide, it is certainly time for excitement. This is the 14th League Cup tournament and so far not one year has gone by without several new records being broken.

Last season Spurs became the first club to win this trophy for a second time. And several clubs achieved their best-ever performances.

Since the League Cup became a passport into Europe, the big clubs

have taken it much more seriously. This is reflected upon the larger percentage of First Division sides surviving to the later stages, to the exclusion of giant-killers who once were the rule, rather than the exception, in the League Cup.

For the past two years all four semi-finalists have come from the First Division — something that had *never* happened before. This ended the bi-annual tradition of Third Division clubs reaching Wembley — Queen's Park Rangers and Swindon

won the Cup in 1967 and 1969. Aston Villa were beaten finalists in 1971.

We still share one League Cup record which could stand for all time: the 98,189 crowd for our Wembley final against Arsenal in 1969 remains the biggest-ever for any League Cup tie.

## Robins Year-by-Year

Part 2 — Season 1921/22

Final Table  
DIVISION III (South) 1921/22

	P	W	D	L	For	Ag.	Points
1. Southampton	42	23	15	4	68	21	61
2. Plymouth Argyle	42	25	11	6	63	24	61
3. Portsmouth	42	18	17	7	62	39	53
4. Luton Town	42	22	8	12	64	35	52
5. Queen's Park Rangers	42	18	13	11	53	44	49
6. Swindon Town	42	16	13	13	72	60	45
7. Watford	42	13	18	11	54	48	44
8. Aberdare Athletic	42	17	10	15	57	51	44
9. Brentford	42	16	11	15	52	43	43
10. Swansea Town	42	13	15	14	50	47	41
11. Merthyr Tydfil	42	17	6	19	45	56	40
12. Millwall	42	10	18	14	38	42	38
13. Reading	42	14	10	18	40	47	38
14. Bristol Rovers	42	14	10	18	52	67	38
15. Norwich City	42	12	13	17	50	62	37
16. Charlton Athletic	42	13	11	18	43	56	37
17. Northampton Town	42	13	11	18	47	71	37
18. Gillingham	42	14	8	20	47	60	36
19. Brighton and Hove Albion	42	13	9	20	45	51	35
20. Newport County	42	11	12	19	44	61	34
21. Exeter City	42	11	12	19	38	59	34
22. Southend United	42	8	11	23	34	74	27

### Men Who Played

League appearances:

A. Archer, 11; W. Batty, 16; J. Coleburne, 22; F. R. Cooke, 18; A. S. Davies, 23; Dawe, 6; A. Denyer, 20; H. J. Fleming, 24; F. Hawley, 31; J. Ing, 5; R. W. Jefferson, 14; J. H. Johnson, 21; H. Kay, 5; T. S. Langford, 14; J. S. Maconnachie, 26; A. Metcalf, 18; E. Nash, 9; T. W. Phillipson, 34; J. H. Pocock, 4; D. Rogers, 27; L. Skiller, 33; J. Stokoe, 3; O. C. Turner, 13; W. Wareing, 33; A. M. Weston, 32.

League scorers:

Phillipson 12, Cooke 11, Fleming 10, Johnson 9, Batty 6, Denyer 5, Davies, Maconnachie, Rogers, Weston each 3, Metcalf, Turner each 2, Archer, Jefferson, Wareing each 1.

PART 3 of this unique series will appear in our next first team programme. Make sure you collect the complete set and thus assemble the most comprehensive record of the Robins ever published.

# Billy Lucas Saves Newport Again

by Tony Pullein

Newport County showed the world last season that they were a joke team no longer. After years of despair, when they seemed certain to lose their League status, they were cruelly robbed of promotion last season after they had completed their fixtures. So, having sorted out their League problems, County go into this new campaign bent upon improving a dismal League Cup record — only on one occasion have they managed to progress as far as the third round.

Former Swindon star Billy Lucas, the manager who has yet again saved Newport from disaster, has added two vastly experienced players to his staff during the summer. He paid a club record £10,000 fee for Welsh international midfielder Brian Godfrey and another big fee for striker Harold Jarman — both came from Bristol Rovers.

Godfrey began his distinguished career with Everton way back in the 'fifties but he got only one game in their First Division side. He joined Scunthorpe in 1960, earning quite a reputation as a striker in those days. Preston snapped him up in 1963 and it wasn't long before he won the first of his three Welsh caps. In 1967 he was transferred to Aston Villa, topping their scorers in his first campaign. Bristol Rovers signed him in 1971.

Jarman had spent his entire professional career at Eastville, making his senior debut in 1959/60. He was on two occasions Rovers' leading scorer and, when he left this summer, he looked back on well over 450 first-team appearances.

At Somerton Park, Jarman has teamed up with two other success-

ful strikers — Willie Brown and Rod Jones. Brown, who has been Newport's top scorer in each of his three seasons with the club, started his professional career with Burnley and spent a period on loan to Carlisle before signing for them four seasons ago. Another loan arrangement took him to Barrow and he signed for Newport during the 1970 close-season. Brown's tally of 21 goals last season included a fine League Cup hat-trick against Swansea.

Rod Jones worked his way into the Newport side in 1968/69 and has now made over 100 appearances for them. Last season he hit 13 goals.

Who will be playing in midfield? Possibly, the choice will be made from Bob Summerhayes, Len Hill, Billy Screen and Jeff Thomas.

Summerhayes joined Newport in the 1972 close-season from Cardiff City, where he had been a reserve team player. Hill returned to his original club two seasons ago after an 18-month spell with Swansea. Newport initially put him into their first-team in 1962/63 and he made over 250 League appearances before going away in 1970.

Welsh under-23 cap Billy Screen joined Newport from Swansea City in 1972. In five years he made some 150 first-team appearances for the Swans. Thomas is a Newport discovery who made the first-team grade in 1965/66 and completed 200 League appearances last season.

Another player searching for a place in attack or midfield is Andy White, yet another local discovery, who came into the first team in 1969/70.

The defence again looks good, with John Macey in goal and a

possible back four of Graham Coldrick, Steve Aizlewood, Brian Harris and Martyn Sprague.

Goalkeeper John Macey didn't get into Bristol City's League team but achieved his ambition after signing for Grimsby in 1968/69. Newport signed him in 1970 and he was ever-present last season.

Coldrick came through Cardiff's nursery sides to make his bow in League football in 1963/64 and during the course of his stay at Ninian Park he was picked for the Welsh under-23 team and made over 100 first-team appearances for the Bluebirds. Newport signed him four seasons ago.

Harris was a First Division player with Everton for 12 years, starting in the 1955/56 campaign, and he won Cup and League Championship medals with them. Cardiff signed him in 1967 and he remained with them until moving to Somerton Park in 1971.

Aizlewood and Sprague are both Newport discoveries. Aizlewood earned his place in 1968/69 and two seasons ago won two Welsh under-23 caps. Sprague made his debut in 1969/70.

The whole soccer world was delighted last season when Newport made such a wonderful bid for promotion. When they won their last game, Newport held fourth place but Aldershot, below them, were only a point behind... and had one game to play. Newport fans were left in agony for almost a week until Aldershot drew the final game at Stockport and pipped Newport to that fourth promotion spot.

Most disappointed man of all was Billy Lucas who had saved the club from extinction and gone so

close to giving the fans something tangible to cheer.

Whenever there's a crisis at Somerton Park the call usually goes out for Billy Lucas to return to sort things out. It happened again three seasons ago when he returned for his third spell as manager of his home-town club.

The war ruined the early part of Mr Lucas's playing career. But, while playing for Swindon he was picked for several wartime internationals for Wales and, in 1946, appeared in two celebratory victory internationals.

In 1948 he was transferred to Swansea and it wasn't long before he won the first of his seven full caps. He was a member of the Swansea side which won the Third Division (South) championship in 1949 and he continued to play regularly in the Second Division for them until joining Newport as

player-manager in December 1953.

He later gave up playing and resigned as manager in 1961. But when the club was relegated to Division Four he was invited back and stayed this time for four years.

It seems incredible, after last season's performances, to recall that only 18 months ago Newport seemed certain to be kicked out of the League. They were poised to seek re-election for the fourth season in a row and would almost certainly have made way for ambitious Hereford. But a magnificent final run, which produced 11 points from six games, hauled them clear of danger.

Just as well. Because Hereford were duly admitted to the League, but it was luckless Barrow — and not Newport — who had to make way for them.

Ironically, though their League status was in danger at that time,

Newport were on the brink of getting into Europe for the first time in their history. They met Wrexham in the Welsh Cup semi-final; if they had won, they would have had the chance of winning the trophy for the first time in their history, thus qualifying for the European Cup-Winners' Cup.

It was in 1963 that they made their solitary appearance in the Welsh Cup final and then they were amazingly beaten 2-1 on aggregate by Borough United.

Newport won the Third Division (South) championship in 1939 but couldn't take their place in Division Two until after the war. By then their championship team had dispersed, they finished bottom of the table, losing one game at Newcastle by a record 0-13 margin.

They dropped into the Fourth Division in 1962 and have remained there ever since.

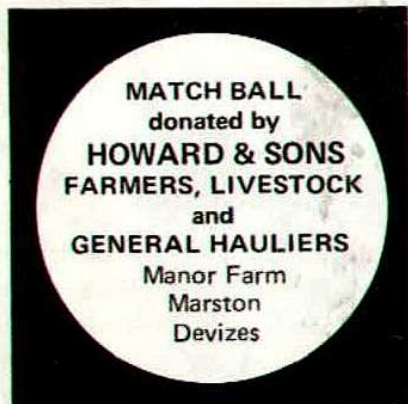
## SWINDON TOWN APPRENTICE PROFESSIONALS



Back Row: A. Young, C. Gardner, S. Scarrott, S. Newman, G. Broom, J. Gilligan, L. Allen (Team Manager).  
Front Row: G. Turner, D. Syrett, S. Walkey, G. Chalklin.



After being 2-0 down we manage to pull one back through Richard Legg with this fine low volley.



*Previous Match Ball Donors*  
**D. E. MASLIN (Electrical Contractors)**

Will those supporters willing to assist the Club by becoming a ball donor kindly contact the Public Relations Officer or the Secretaries, S.T.F.C., C. Ground, Swindon. Your help will be greatly appreciated

## Golden Goal Competition

Have you purchased your

**GOLDEN GOAL  
 TICKET?**

SOMEONE TODAY WILL

**WIN £60**

*for an outlay of only*

**5p**

*It could be you!*

Your Golden Goal ticket seller will be in the usual place — make a date to buy your ticket every match.

Additional £10 prizes for last goal scored and Official Attendance.

Remember we pay £80 at every First Team match.

## Forthcoming matches

Wednesday, August 29th  
 Football Combination

**ARSENAL**  
 Kick-off 7.15 p.m.

Saturday, September 1st  
 Football Combination

**OXFORD UNITED**  
 Kick-off 3 p.m.

Saturday, September 8th  
 Division II

**WEST BROMWICH ALBION**  
 Kick-off 3 p.m.



Ray Treacy determinedly cracks in our equaliser from just outside the box.



## London Entertainment

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.

Why not purchase your London Theatre tickets from us - it's so easy!

# The man in the middle

## KENNETH WILLIAM BAKER

(Rugby, Warwicks) took up refereeing in the Leamington and District League and progressed through local leagues to the West Midland League in 1965. He was promoted to The League Line two years later and the supplementary list in 1970. The following season he was appointed to the full list. He refereed the 1969 F.A. Amateur Cup semi-final (Whitley Bay v Sutton Utd) and was on the line for the 1970 Fairs Cup game Hertha Berlin v Victoria Setubal and 1971 League Cup semi-final (Aston Villa v Manchester Utd). A chief security officer, he is chairman of the Rugby Referees Association and plays tennis for the Rugby Police team. Served for 12 years in the Metropolitan and Warwickshire Police forces rising to the rank of Detective Sergeant before leaving the force and being appointed to the Chief Security Officer with a large industrial concern.

continued from page 3

### Football League Division III (South)

	Home	Away
Aberdare	2-2	2-3
Brentford	2-1	0-3
Brighton	1-0	1-2
Bristol Rovers	0-1	1-1
Charlton	0-0	5-4
Exeter	1-1	4-1
Gillingham	0-0	2-2
Luton	1-1	1-2
Merthyr Tydfil	3-0	1-4
Millwall	1-1	0-0
Newport	3-2	0-4
Northampton	4-2	1-2
Norwich	6-1	2-1
Plymouth	1-2	0-1
Portsmouth	0-0	3-1
Q.P.R.	2-0	0-0
Reading	4-0	1-1
Southampton	2-3	1-3
Southend	6-1	2-1
Swansea	1-0	3-1
Watford	0-3	2-2

### F.A. Cup

Rd. 1 - Leeds	(h)	2-1
Rd. 2 - Blackburn	(h)	0-1

**Tuesday, August 28th, 1973 – Kick-off 7.15 p.m.**

# **SWINDON TOWN v. NEWPORT COUNTY**

**LEAGUE CUP 1st ROUND**

## **Swindon Town**

- 1 Allan
- 2 Butler
- 3 Trollope
- 4 McGovern
- 5 Burrows
- 6 Thomas
- 7 Bunkell
- 8 Hubbard
- 9 Treacy
- 10 Legg
- 11 Moss
- 12

## **Newport County**

- 1 Macey
- 2 Passey
- 3 Hazlewood
- 4 Harris
- 5 Swain
- 6 Screen
- 7 Godfrey
- 8 Hill
- 9 Jarman
- 10 Jones
- 11 White
- 12

**Referee:**  
Mr. M. W. Baker  
(Rugby)

**Linesmen:**  
Red Flag  
Mr. W. H. Bombroff  
(Bristol)

Yellow Flag  
Mr. B. Mullen  
(Andover)



**TEXACO**

**wish Swindon Town  
a happy and successful  
season  
1973/1974**