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FOOTBALL CLUB



1974 - 1975

Official Programme 10p



PORTSMOUTH



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# Swindon Town Football Company Limited

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## NEWS & VIEWS

So this evening we begin again the Cup-tie trail, and who better to meet than our very friendly rivals Portsmouth many of us still recall the great duals of the old Southern League days and again at the beginning of the Third League in 1920-21 We retain nostalgic memories of visits to Fratton Park, and its Railway Hotel.

Portsmouth soon moved away from their old friends, as they became champions of Division 3 in season 1923 - 24. They did not remain in Division 2 very long for in season 1926 - 27, they were runners-up and thus became members of Division 1. From then onwards, saw the development of a real First Division Club. Proud Pompey with its magnificent ground - a great Club.

In the seasons after the war, 1946 onwards saw the reign of the famous Jack Tinn (the man with spots) Portsmouth were worthy Division 1 champions in successive seasons 1948 - 49, 1949 - 50.

Since 1958 - 59 their fortunes have been mixed, and 1961 - 62 spent one season in Division 3. They are now members of Division 2 and are on the upgrade, and could be in a challenging position this year.

The two clubs have only met once before in the League Cup Competition that was

on Tuesday 13th September 1966. Result Swindon 4 Portsmouth 1. Can we have a repeat tonight please? Scorers for Swindon were Brown 2, East and Rogers 1.

Swindon - Downsborough, Butler, Trollope, Smart, Giles, Harland, Weaver, Brown, East, Thomas, Rogers.  
Portsmouth - Armstrong, Pack, Tindall, Lewis, Haydock, Harris, McClelland, Edwards, Hiron, McCann, Kellard.

Last seasons encounter in the F.A. Challenge Cup, is still fresh in the memory of all us. How Pompey equalized in the last minute, to make the score 3 - 3 and won the replay at Swindon by the only goal scored.

The matches between the two clubs in Division 2 resulted in  
Swindon Home games: Won 4 Lost 2 Draw 1  
" Away " Won 3 Lost 3 Draw 1  
So on aggregate Swindons results are better, but Portsmouth is still the Division 2 team.

It is frequently stated "Football is quite different from any other business" It is certainly difficult for the man on the bank (the true supporter) to understand First we had an outstanding manager stating the stars demand for too much money, and saying the man in the street would be greatly suprised if he knew the

*continued on page 9*



# Cup-Tie Bonus for Portsmouth

by Tony Pullein

Portsmouth will go into tonight's League Cup tie determined to win — yet, with other more important business on their minds. Pompey's major objective is to get into the First Division so this early cup-tie comes as something of a bonus, providing them with an extra opportunity to string their game together.

Portsmouth last season invested £420,000 in a bold bid to put the club back into the First Division. As things turned out, they finished in the bottom half of the table but that certainly does not mean the money was wasted, nor their ambition dispersed.

As they open another season, Portsmouth are more confident than ever. As manager John Mortimore explained: "You cannot build a First Division club overnight. It has to be a gradual process. When I took over last summer, I promised to aim to get into the First Division in three years. Naturally, it would be nice to make it in two years if possible".

"We didn't have a reserve team until last season and that tended to contain older players whereas, to get the strength in depth so necessary for a First Division club, we must have a team of ambitious youngsters fighting for a first-team place. That is what we are working on now".

Mr. Mortimore did not spend all that £420,000 himself. Winger Peter Marinello (£100,000), striker Ron Davies (£38,000), defender Phil Roberts (£52,000) and goalkeeper Ron Tilsed (£10,000) were all signed during the close-season last year prior to his arrival.

John Mortimore himself signed defenders Paul Went (£150,000) and Alan Manley (£45,000) plus goalkeeper David Best

(£25,000)

Pompey's expensive new image was made possible by businessman John Deacon who took over as chairman two seasons ago, promising to make such cash available.

Of those new signings, Tilsed has now moved on again (to Hereford) while Manley, the former Leicester player, received a serious injury in only his tenth game and he has still not recovered.

Apart from one or two positions, the Pompey lineup should be fairly predictable. David Best will almost certainly be in goal. He was for five years Bournemouth's first-choice 'keeper and, while at Dean Court, he was selected as reserve for the England under-23 team. Oldham paid £30,000 for him in 1966 and two years later he moved on to Ipswich where he was the number one for most of the time until his £25,000 transfer to Portsmouth last season.

The back four could present one or two problems for Mr. Mortimore. Phil Roberts, Billy Wilson and John Collins are all available for the flank positions while Alan Stephenson, Paul Went and Peter Ellis are challenging for the central positions.

Roberts, signed from Bristol Rovers a year ago, won his first full Welsh cap against England in last season's British championship. Previously he had been honoured at under-23 level. Collins, too, is a Welsh under-23 international.

Collins didn't get a League game with Spurs though he won the first of his seven under-23 caps while at White Hart Lane in 1969. He moved to Portsmouth in May 1971 and enjoyed his first taste of League



football three seasons ago.

Wilson, a Blackburn regular for seven years, joined Portsmouth for £15,000 in 1972.

Stephenson, a former England under-23 player, began his League career with Crystal Palace in 1961/62 and commanded an £80,000 fee when transferred to West Ham in 1968. When he lost his place to Tommy Taylor, Alan spent a few weeks on loan to Fulham. Then, at the end of the 1971/72 campaign, he signed for Portsmouth in a £32,000 deal.

Portsmouth invested a club record £150,000 fee in Fulham's Paul Went last season. Went, a former England youth international, played in Orient's League team when he was 16 and then spent five years with Charlton before joining Fulham in 1972.

Went, unfortunately, missed the opening of the season due to a suspension. So, unless Eoin Hand moved back from midfield, it was possible that Peter Ellis, a local lad who made his League debut in the final game of last season, might have been given a further run.

Hand, Norman Piper, Bobby Kellard, Brian Lewis and Mick Mellows are all available to play in midfield.

Hand once spent a few weeks with us at The County Ground. Unfortunately, he did not impress at that time so he went back to Ireland. Some time later he was offered another chance by Portsmouth and he made his League debut for them in 1968.

Piper, an England under-23 cap, joined Portsmouth from Plymouth in 1970. Kellard began at Southend a career which has subsequently seen him in the colours of Crystal Palace, Ipswich, Portsmouth (for an earlier two-year spell), Bristol City, Leicester and Crystal Palace again.

Mellows, capped 16 times for the England amateur XI, previously played League football with Reading but then went into amateur soccer again with Sutton United, Wycombe Wanderers and Winchester

City before turning professional with Portsmouth last season.

Lewis is in his second spell with Pompey; They initially signed him from Crystal Palace in 1963 but he moved to Coventry four years later. He then served Luton, Oxford and Colchester before returning to Fratton Park three seasons back.

Peter Marinello and Ron Davies look certain starters up front, possibly with Andy Stewart being given another chance on the left.

Portsmouth paid a then club record fee, not far short of £100,000 for Marinello, a player who can float across the type of high ball that Davies revels upon. A big star with Hibernian, Peter had an unhappy time at Arsenal following a £100,000 transfer in 1969.

Capped 28 times by Wales, Davies served his apprenticeship with Chester and then assisted Luton and Norwich on his way to the top. With Southampton, he was on two occasions the First Division's top scorer and, with 271 League goals to his credit, he is now the highest scorer in the competition.

Young Stewart was given his chance towards the end of last season when he scored twice in only four appearances.

Ray Hiron, a local discovery, and Ken Foggo – the former West Bromwich and Norwich player – are also challenging for a place.

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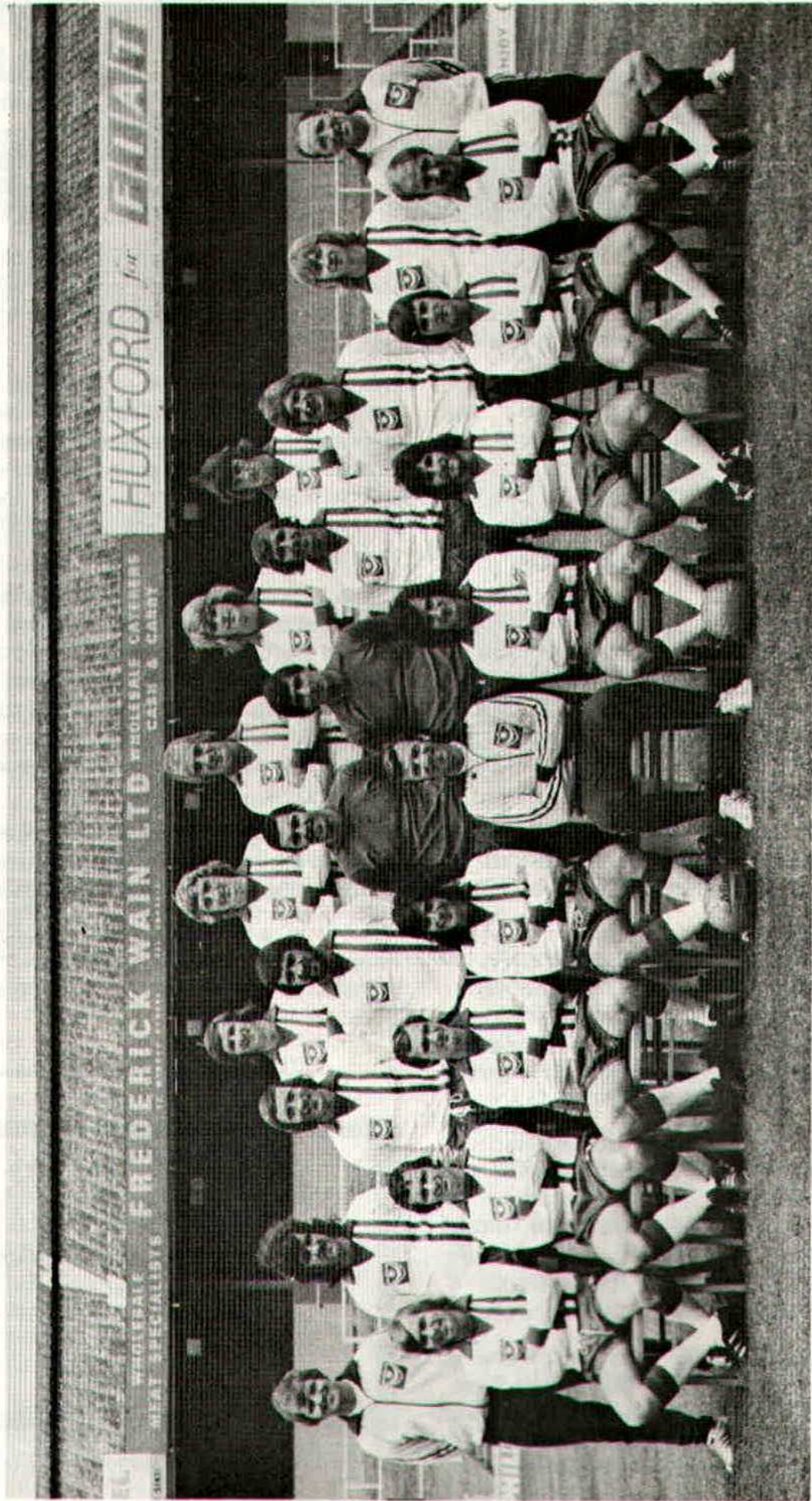
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# Team photo PORTSMOUTH F.C.



Front Row Left to Right D. Lewis R. Kellard M. Mellows P. Marinello J. Mortimore (Team Manager) N. Piper P. Smith J. Collins R. Reynolds  
 Middle Row Left to Right P. Wright (Coach) M. Manley A. Stephenson E. Hand J. Milkins D. Best R. Hiron P. Went W. Wilson G. Neave (Trainer)  
 Back Row Left to Right K. Foggo P. Roberts R. Davies P. Ellis A. Stewart



# League Cup News

by Tony Pullein

Holders Wolves top the ratings in the League Cup. At the other end of the scale lies new boys Hereford who have yet to win a match in this tournament. The following tables show current League

Cup form of all the 92 clubs at a glance. They are based upon the last three home, and last three away, ties of each club. Points have been awarded on a League basis.

## ALL THE RATINGS at-a-glance form guide LEAGUE CUP

### Division 1

Wolves	6	3	0	0	7	1	1	2	0	4	3	10
Tottenham	6	2	1	0	7	3	2	0	1	3	2	9
Liverpool	6	2	1	0	5	2	1	1	1	2	1	8
Manchs'tr City	6	3	0	0	10	3	0	2	1	4	5	8
Stoke City	6	2	1	0	5	1	1	0	2	4	6	7
Luton	6	0	3	0	2	2	2	0	1	6	5	7
Ipswich	6	2	0	1	6	4	1	1	1	5	6	7
Leeds	6	2	0	1	6	1	0	2	1	3	5	6
Middlesbrough	6	1	1	1	4	3	1	1	1	3	3	6
Birmingham	6	1	1	1	7	6	1	1	1	2	3	6
Sheffield Un'td	6	1	1	1	2	2	1	1	1	4	4	6
Coventry	6	2	1	0	6	4	0	1	2	5	8	6
Carlisle	6	0	2	1	3	4	2	0	1	4	6	6
Chelsea	6	2	0	1	6	5	0	1	2	1	2	5
Newcastle	6	1	0	2	6	4	1	1	1	5	7	5
Burnley	6	1	1	1	4	5	0	2	1	3	7	5
Q.P.R.	6	2	0	1	9	5	0	0	3	1	5	4
Arsenal	6	1	0	2	5	4	1	0	2	2	5	4
Leicester	6	1	2	0	6	5	0	0	3	4	8	4
Derby	6	0	3	0	2	2	0	1	2	3	7	4
Everton	6	2	0	1	2	1	0	0	3	1	5	4
West Ham	6	1	1	1	4	4	0	0	3	3	6	3

### Division 2

Bolton	6	1	1	1	5	3	2	1	0	7	1	8
Norwich	6	2	1	0	9	4	1	1	1	3	2	8
Millwall	6	1	2	0	5	3	2	0	1	6	4	8
Southampton	6	2	0	1	6	2	1	1	1	4	3	7
Aston Villa	6	2	1	0	7	2	1	0	2	1	3	7
Orient	6	2	1	0	5	1	1	0	2	4	5	7
Bristol Rovers	6	2	1	0	8	2	1	0	2	2	6	7
Notts County	6	2	0	1	9	7	1	1	1	5	5	7
Blackpool	6	2	0	1	3	2	1	0	2	3	5	6
Hull City	6	2	1	0	7	3	0	1	2	4	9	6
Portsmouth	6	2	0	1	3	2	1	0	2	3	7	6
YORK CITY	6	2	1	0	3	1	0	1	2	3	8	6
Sheffield Wed.	6	2	1	0	6	3	0	1	2	3	11	6
Fulham	6	1	2	0	6	3	0	1	2	4	4	5
Cardiff	6	1	2	0	6	4	0	1	2	4	7	5
Bristol City	6	1	2	0	5	4	0	1	2	2	4	5
West Brom Alb'	6	1	1	1	4	4	1	0	2	2	7	5
Manch'str Un'td	6	1	0	2	4	4	0	2	1	4	5	4
Oxford	6	1	2	0	7	3	0	0	3	1	8	4
Sunderland	6	1	1	1	4	3	0	1	2	3	8	4
Oldham	6	1	0	2	5	7	0	1	2	1	5	3
Nottm.Forest	6	0	1	2	2	5	0	1	2	2	4	2

### DIVISION 3

Bury	6	1	1	1	4	3	2	1	0	5	3	8
Plymouth	6	1	1	1	5	3	2	0	1	5	3	7
Chesterfield	6	2	1	0	7	1	1	0	2	1	5	7
Charlton	6	2	1	0	9	6	1	0	2	2	5	7
Tranmere	6	0	2	1	4	5	2	0	1	3	2	6
Wrexham	6	1	1	1	7	4	1	0	2	4	8	5
Bournemouth	6	1	2	0	1	0	0	1	2	4	6	5
Colchester	6	2	1	0	8	3	0	0	3	2	9	5
Swindon	6	1	1	1	5	4	1	0	2	3	6	5
Walsall	6	1	2	0	7	2	0	1	2	1	8	5
Watford	6	1	1	1	5	4	0	1	2	3	6	4
Grimsby	6	1	1	1	2	3	0	1	2	1	2	4
Halifax	6	0	1	2	2	6	1	1	1	4	4	4
Gillingham	6	1	0	2	5	6	1	0	2	3	5	4
Preston	6	1	0	2	3	5	0	2	1	2	3	4
Blackburn	6	1	1	1	3	2	0	1	2	2	7	4
Peterborough	6	1	2	0	5	4	0	0	3	2	11	4
Brighton	6	1	0	2	5	6	1	0	2	1	6	4
C. Palace	6	1	1	1	4	3	0	0	3	2	7	3
Southend	6	1	0	2	3	4	0	1	2	1	6	3
Aldershot	6	0	2	1	3	5	0	0	3	2	10	2
Port Vale	6	0	0	3	1	6	1	0	2	2	7	2
Huddersfield	6	0	2	1	0	2	0	0	3	1	5	2
Hereford	6	0	0	0	0	0	0	0	2	1	6	0

### DIVISION 4

Stockport	6	2	0	1	4	5	2	0	1	4	4	8
Exeter	6	1	1	1	2	5	2	0	1	8	7	7
Lincoln	6	3	0	0	8	3	0	0	3	3	9	6
Rotherham	6	2	0	1	5	5	1	0	2	1	9	6
Southport	6	1	1	1	6	4	1	0	2	4	6	5
Reading	6	0	2	1	3	4	1	1	1	4	4	5
Darlington	6	1	0	2	2	3	1	1	1	5	6	5
Bradford City	6	1	2	0	4	3	0	1	2	2	5	5
Chester	6	1	1	1	6	7	0	2	1	1	3	5
Scunthorpe	6	1	2	0	2	1	0	1	2	3	9	5
Rochdale	6	1	1	1	7	9	1	0	2	1	7	5
Newport	6	1	0	2	4	5	0	2	1	5	8	4
Torquay	6	0	0	3	2	8	2	0	1	5	3	4
Mansfield	6	1	0	2	3	7	0	2	1	4	5	4
Shrewsbury	6	1	2	0	4	3	0	0	3	5	12	4
Doncaster	6	0	2	1	2	3	1	0	2	4	10	4
Cambridge	6	1	0	0	3	0	0	1	2	1	4	3
Hartlepool	6	1	0	2	3	4	0	1	2	3	6	3
Brentford	6	1	1	1	2	2	0	0	3	1	6	3
Workington	6	1	0	2	1	2	0	1	2	2	7	3
Swansea	6	0	2	1	2	3	0	0	3	1	8	2
Northampton	6	0	2	1	2	5	0	0	3	1	7	2
Crewe	6	0	1	2	2	4	0	1	2	3	11	2
Barnsley	6	0	2	1	0	1	0	0	3	1	5	2



# The Chairmans Column

Since writing our notes on the opening match of the season, the result, of course, not known at the time, we have had our first game on our newly drained and renovated pitch.

This game against Notts. County, although watched by a small crowd of just over twelve hundred people turned out to be quite interesting and could have produced several goals. It was refreshing to see us attacking with two wingers in operation, and I am sure we shall all be pleased to see any formation which produces attacking football whenever it is possible.

Tonight we meet our friends from Portsmouth, and it is strange how we have been paired off again in this League Cup Tie, as we were last season. Last year we justifiably felt robbed of the final result after dominating the game at Portsmouth, only to be robbed by a penalty decision at the last few seconds of the game, but that is what makes football so exciting, the uncertainties until the final whistle.

We look forward to another good game, as our encounters with Portsmouth have always been, and we welcome their Chairman, Mr. Deacon and his fellow Directors and friends to the County Ground.

Behind the scenes of the football world is a very friendly atmosphere among the different clubs in spite of the drama and the tenseness of the situations that arise both on the field and on the terraces. Portsmouth are one of the Clubs that go out of their way to make their hosts feel at home.

It may not be known generally but Oxford, Reading and ourselves meet annually for a social evening, and this kind of get together forms a friendship amongst clubs that must ultimately be good for football. May I add, before someone suggests that we are spending club money uneconomically that these expenses are shared by the Directors concerned.

This last week has been busy for the playing staff and administrators because we have sent sides to Devizes, Clanfield, Wantage and Abingdon. Danny uses these games not only for training sessions, but as trial games for newcomers whom have been selected either by earlier trial games or by strong recommendations.

It was interesting to see young lads of 15 - 16 years of age playing in the side against Devizes Town, and more than holding their own in this senior company. Obviously one cannot expect to dominate games with a mixture of experience and newcomers, but much valuable information is gleaned from such games.

At Clanfield we fielded lads whom have had London Combination experience, with our Frank Burrows playing in the forward line, to be in the side to encourage the younger lads. Frank works hard behind the scenes to help the young boys with their game and I know that this kind of interest shown is more than appreciated by the youngsters.

Our first dance of the season was successfully held at the Brunel Centre on Friday last. We hope that we shall be able to hold several dances throughout the season, and we expect to hold them in the surrounding areas. We are making tentative arrangements to hold a dance at Wantage in the near future. Our players and their wives attend our dances and we know that our supporters like to meet and get to know them at these functions.

On Sunday last we played Wantage Town Cricket Club on their very pleasant ground, and as usual they entertained us very royally indeed. We turned up with a party of approximately 24 which included our players and their wives and girl friends. Not only do they provide teas for the teams, but also for our whole party. Jack Conley our Chief Scout, acted very efficiently as an umpire, but I know he would have preferred to have been playing, as he has done so for many

*continued on page 16*



## News and Views - continued

amount involved. A few days later a Division I club, offers its players an incentive bonus of fifty and even one hundred pounds in addition to their basic wage, which in itself is quite high. So we could continue in this vein and yet it is a well known fact, that few clubs are really solvent. Most in the main have to rely on Competitions etc as almost their chief source of income, but even then maintain their position in football on a bank overdraft.

It is indeed a crazy business. There is however another side of the coin, which concerns those players of clubs in the lower divisions of the League. We now hear of players going out of football because they just cannot live on the wages they receive. That happened to one player, who in January of last year was transferred for a fee of £11,500. It is a sobering thought that in Division II, one third of the professionals earn less than £35 a week. The actual average for the 2,000 professional players is just under £50 a week.

## The man in the middle

### JACK TAYLOR (Wolverhampton)

A highly experienced international referee having refereed more than 50 international and European Cup games in 32 different countries, including China and Russia. Went on The League line in 1955 after officiating in local leagues and the Birmingham League. Promoted to the referees' list in 1958 and subsequently went on the F.I.F.A. and U.E.F.A. panels. A World Cup referee in 1966, 1970 and 1974, he took charge of the 1971 European Cup Final at Wembley, the 1966 F.A. Cup Final and the 1962 F.A. Amateur Cup Final. He has also refereed F.A. Charity Shield matches, Irish Cup Finals and F.A. Youth Cup Finals. During the 1974 World Cup Finals he was on the line for two games and refereed three games including the Final. A self employed butcher, he is a magistrate in Wolverhampton and a member of the Sports Advisory Council. President of Wolverhampton Sunday League, chairman of the Charity Cup Competition a member of the Birmingham County F.A., he serves on several committees and is a referees' examiner.



**RON DAVIES** - Height 6'.  
Weight 12st. 6 lbs.

Welsh International. Ron joined Portsmouth from neighbours Southampton in April 1973. Known throughout the country for his prolific goal scoring and heading ability. He was their leading scorer last season with 16 goals. A great cartoonist. Ron does a lot of work for the local paper, besides being a very dry wit.

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# Danny's Desk



At the recent Annual General Meeting of the Shareholders I was questioned about the style of play to be adopted during this new season in the Third Division, and I expect it is something many of you are concerned about. I can assure you that the fare we shall provide will be attacking and attractive football - I have no place in my scheme of things for negative defensive football.

I have just returned from Weedon, together with the Chairman, where we have negotiated the transfer of Ray Clarke to Mansfield Town and I wish Ray every success with his new Club. I am, of course, together with my Chief Scout and Old friend Jack Conley, searching the country for suitable players should our team require strengthening, but much care and thought must be given to the purchase of any player. Anyone can spend money in this game, to spend it wisely must be my endeavour to ensure that the players concerned can do a satisfactory job of work for Swindon Town; the emphasis being on the word 'work'. Jack and I travel many thousand of miles each season visiting away matches two or three days a week, and this same procedure will continue throughout this season watching games at all levels.

Our Secretary has recently received a copy of a letter sent to the Football Association from the Chairman of the Gibraltar Football Association complimenting Swindon Town Football Club upon its exemplary conduct during its tour of that Country, describing the Club as "Ambassadors of Football". We at the Club feel proud of this compliment and we pray that the unruly members of our supporters will take heed of this message and behave themselves, earning the Club the title of "Supporters of the Year" as was the case a few years ago.



# 'Team up with the Town'

As many of you will know by now, we have embarked upon one of the most ambitious publicity and public relations programmes ever carried out by a football club.

The reason for it is that, as we're asking you for your support, we feel we owe it to you to keep you in the picture about the Town. To let you know what we're doing and why. And to let you know what we're not doing, and why.

We also want to give you the opportunity of becoming more involved with the Club

We've appointed a Swindon company, Interlec Publicity, to run the programme, and here are some of the items they'll be running for us.

## Newspaper

Throughout the season we'll be producing our own newspaper, which will be free of charge. Twenty thousand copies will be distributed each month. The first issue of our newspaper is out now - and it contains a competition giving you the opportunity of winning **TWO FREE SEASON TICKETS!**

All we want you to do is give the paper a name - the winner receives the season tickets.

The competition is free, so make sure that you get your copy of the paper. They're available at the County Ground and at most newsagents.

Each month the paper will contain articles by our players, news of behind-the-scenes activities, details of various competitions we'll be running and anything else we think may interest you. You can contribute by writing to the Editor - he'll be delighted to hear from you if you have any points to raise about the Club.

## Girls

A familiar sight over the months ahead will be our own Swindon Town Girls

and Promotion Girls, who will be helping us to keep you in the picture about the Club's activities.

## Competitions

There will be several competitions running throughout the year, for girls, boys and adults.

For the girls, we are organising a Beauty Contest to find Swindon's Football Queen, which will be open to girls over 18 years of age. Heats will be held in the various areas from which our support comes, with a Grand Final held in Swindon later in the season. There will be prizes for all the finalists and, of course, special prizes for the winning girl. She will reign for a year and, we hope, will help us to publicise our Club throughout her year in office.

For young boys between 6 and 11 years of age we will be running a painting competition to find our Club Mascot for the year. This will be particularly exciting for the winning lad, who will win a trophy which is his to keep. He will be kitted out in our colours and have his photograph taken with the team, who will autograph the photo for him. He will also go out on the County Ground pitch with our team before home matches.

Older boys, up to 15 years of age, will have the opportunity of entering our Penalty Competition, with Area Heats followed by the final stages in front of the County Ground crowd later in the season. The winning boy will have a magnificent trophy to keep for a year.

We are planning, at the moment, other competitions for the adults amongst our supporters and we'll be announcing details shortly. There will be some great prizes to be won - so remember to watch out for details of all these super competitions.

We're also hoping to introduce new lines for sale in our Gift Shop, and we'll keep you informed through our own newspaper and the local press.

*continued on page 14*



## DIVISION 3

DATE 1974	OPPONENTS	RESULT		5	Huddersfield Town (SF)	RESULT	
		H	A			H	A
Aug. 17	Bury	H					
20	League Cup 1			11	Southend United	A	
	Portsmouth	H		19	Halifax Town	H	
24	Port Vale	A		22	Port Vale	H	
31	Blackburn Rovers	H		26	Wrexham	A	
Sept. 3	Tranmere Rovers	H		May 3	F.A. Cup Final		
7	Crystal Palace	A					
11	League Cup 2						
14	Plymouth Argyle	H					
17	Aldershot	H					
21	Charlton Athletic	A					
24	Walsall	A					
28	Watford	H					
Oct. Oct.	Chesterfield	A					
5	Southend United	H					
9	League Cup 3	A					
12	Halifax Town	A					
19	Wrexham	H					
21	Tranmere Rovers	A					
26	Huddersfield Town	A					
Nov. 2	Grimsby Town	H					
5	Chesterfield	H					
9	Brighton & Hove Albion	A					
13	League Cup 4						
16	Gillingham	H					
23	F.A. Cup 1						
30	Colchester United	H					
Dec 4	League Cup 5						
7	Hereford United	A					
14	F.A. Cup 2						
21	Peterborough United	H					
26	Plymouth Argyle	A					
28	AFC Bournemouth	H					
1975							
Jan. 4	Aldershot (3)	A					
11	Hereford United	H					
15	League Cup SF						
18	Colchester United	A					
22	League Cup SF						
25	Preston North End	A					
Feb. 1	Brighton & Hove A.	H					
8	Grimsby Town	A					
15	Preston North End (5)	H					
22	Gillingham	A					
Mar. 1	Blackburn Rovers (LCF)	A					
8	Walsall (6)	H					
15	Watford	A					
18	Bury	A					
22	Crystal Palace	H					
28							
29	Peterborough United	A					
31	AFC Bournemouth	A					
Apr. 1	Charlton Athletic	H					
5	Huddersfield Town (SF)	H					

## FOOTBALL COMBINATION

DATE 1974	OPPONENTS	
Aug. 17	Ipswich Town	A
20	Bristol Rovers	A
24	Oxford United	H
27	Bristol Rovers	H
31	Arsenal	A
Sept. 7	Q.P.R.	H
14	West Ham United	A
18	Oxford United	A
21	Crystal Palace	H
28	Bournemouth	A
Oct. 9	Reading	A
12	Cardiff City	H
19	Chelsea	A
22	Southampton	H
26	Swansea City	H
Nov. 2	Bristol City	A
9	Tottenham Hotspur	H
16	Luton Town	A
23(1)	Norwich City	H
30	Birmingham City	A
Dec. 7	Leicester City	H
14(2)	Ipswich Town	H
17	Fulham	A
28	Swansea City	A
Jan. 1	Plymouth Argyle	H
1975		
4 (3)		
11	Leicester City	A
18	Birmingham City	H
25 (4)	West Ham United	H
Feb. 1	Tottenham Hotspur	A
8	Luton Town	H
15(5)	Norwich City	A
22	Bristol City	H
26	Crystal Palace	A
Mar. 1	Arsenal	H
8(6)	Q.P.R.	A
15	Fulham	H
29	Bournemouth	H
31	Plymouth Argyle	A
Apr. 7	Cardiff City (SF)	A
12	Reading	H
22	Southampton	A
26	Chelsea	H
May. 3	F.A. Cup Final	



## HOME MIDLAND YOUTH FIXTURES

4th September 1974  
v Oxford United

17th September  
v Notts County

2nd October  
v Nottingham Forest

23rd October  
v Bristol City

6th November  
v Wolverhampton Wanderers

27th November  
v Northampton Town

29th January 1975  
v Aston Villa

12th February  
v West Bromwich Albion

19th February  
v Leicester City

5th March  
v Birmingham City

19th March  
v Coventry City

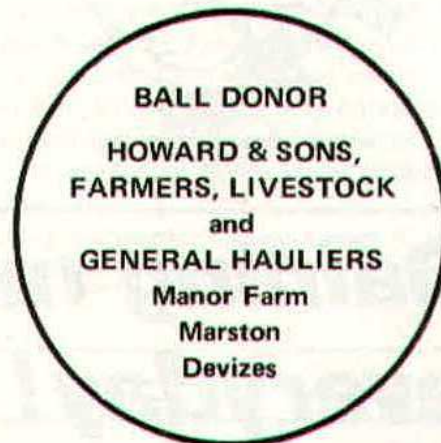
# Block Booking of Seats for Local Companies

Bring your company's clients and visitors along to watch matches at the County Ground - it's a novel and well-received way of entertaining them.

Several local companies have made block bookings of seats so that they are available to them at any time.

Why not consider it for your company? Our Secretary, Bob Jefferies, will give you all the information you require and agree on the costs.

Ring him on Swindon 22118 or write to the County Ground, Swindon.



## RIMES OF SWINDON

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Team up with the Town-continued

Another important part of the publicity programme is keeping the press informed of developments at the Club.

Interlec will be sending stories out to all the local and national press, radio and television stations up and down the country. This is another way we can keep all our supporters up-to-date, through the various news outlets.

Naturally, we hope that you'll all join in the spirit of the programme and take part in the various competitions. We're doing our best to help you become more involved with the Club - we hope you'll give us your support through the season.



DIVISION THREE

# SWINDON TOWN v BLACKBURN ROVERS

SATURDAY AUGUST 31st  
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***Gaining more new fans  
everyday!***



***The Evening Advertiser***



# FROM OUR PHYSIOTHERAPIST

In this article I would like to outline the work of THE PHYSIOTHERAPIST at a Football Club. It is convenient to consider Sports Injuries in two main groups.

**(1) Trivial Injuries.** In which there is no real damage to the Tissues, such as strains of muscles and tendons, and **(2) More serious Injuries**, in which there is actual destruction of some of the tissue, that is tears and sprains of ligaments.

**Trivial Injuries.** The reaction of the tissue to Trivial Injuries are often obscure and difficult to assess. In general they are of mild and localized, inflammation, pain and stiffness being the main symptoms. Many of this type of Injury are caused by over-use of the affected part and clear up with rest, some may require support by strapping or bandaging.

**Serious Injuries.** Three main changes occur in the tissues when they are more seriously Injured: loss of continuity, rupturing of some of the small blood vessels, and localized inflammation. I do not want to cover the PATHOLOGY of Injury too much, it would take too long and there is not enough space, but with sprains, contusions and strains the same four stages of repair take place, namely Hemorrhage, Hematomaformation, Hematoma Absorption, and last healing by Fibroblastic Repair of the Injured area.

All this is brought forward by various forms of PHYSIOTHERAPY, these being Massage, contrast Baths, Faradic Stimulation, Short Wave Diathermy, Micro Wave Heat, Infra Red Radiation, Wax Baths, Ultra Sonics etc.

We are fortunate enough to have all these Electro-Therapy machines in our treatment room within the North Stand. If any player is insured from First Team to Apprentice level he knows that he is being treated with modern and up to date equipment, and in my opinion in one of the best Medical Rooms in the Football League. It is under the Supervision of, and in close liaison with, the Club MEDICAL OFFICER that I, like all PHYSIOTHERAPISTS of Football Clubs, work in relation to the medical care in general of all the Playing Staff.

On summing up this short article, many people ask me what is in the Red Bag I take on to the field other than the MAGIC SPONGE. Some of the contents are - - Alginate Spray (A spray that stops bleeding), Field Dressings (Sterile dressings for deep cuts, and head wounds), Skefron Pain Killing Spray, Elastoplast Strappings, Smelling Salts, Algipan, Capsolin, Scissors, Spare Laces, Spare Studs, Spare Shorts, and Pliers.

Everything is there for a reason even if it is only to carry out running repairs during the game.



## CASTLE'S

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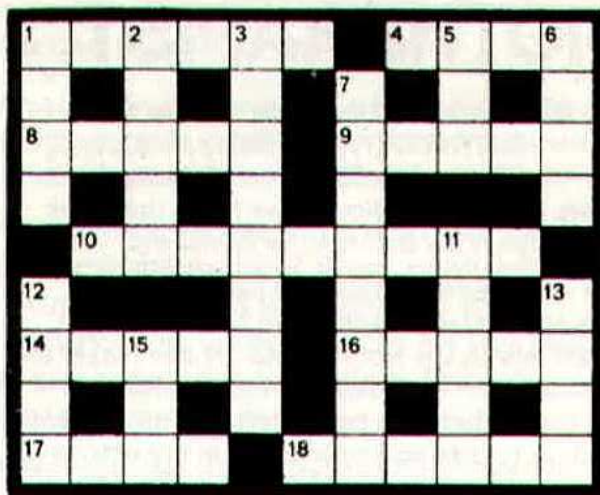
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# CROSSWORD PUZZLE

The first four correct entries opened by The Secretary, The Swindon Town F.C. County Ground, Swindon will each receive two tickets to a home Football League match. Please mark your envelope "Ninety-Niner"

## CLUES - Down

1. Johnny Haynes wrote a book called "It's All in The ----" (4)
2. Athletic Scots squad (5)
3. England international who broke his 5 down in a London derby in April (4,4)
5. See 3 down (3)
6. Promotion-winners last season (4)
7. Hans-Jurgen ---- (Dynamo Dresden & E. Germany) (8)
11. Unfortunately - appropriate main colour of Zaire (5)
12. Smart nickname for one of last season's championship-winners (4)
13. Forward who, in February, found F.A. Cup fame with Bristol City (4)
15. Tree in Reading's Park (3)

## CLUES - Across

1. Parker or Paddon (6)
4. Gainsborough referee (4)
8. He followed Ernie Tagg and Dennis Viollett as manager at 16 across (5)
9. Davies or DeVries (5)
10. Club whose colours are amber & black (9)
14. One of McMenemy's mainstays (5)
16. Club named after a pub (5)
17. League of Ireland amateurs:---- Farm(4)
18. Famous Cardiff captain and regular international in the 1920's (6)

### Chairman's column continued

past seasons, but it is nice that our staff take an active interest with the lads. We annually play for the Fred Haines Cup which was held by Wantage until Sunday, when we managed to win it ourselves. I think we have won it about three times now. Mr. Fred Haines is one of our very staunch supporters, and although having to travel from Wantage he does not let this worry him.

On Monday the 12th the Clubs Annual General Meeting was held in the British Railways Dining Hall which holds up to 400 people. The attendance of approximately 120 shareholders at our 77th meeting obviously welcomed Danny Williams presence and questions were asked and answered.

Two new members to the Board were appointed by the shareholders in Mr. Maurice Earle, a former member of the Board, and also Mr. Bob Kearsley

the former Chairman of Oxford United. The present Board welcome them both to help us carry out our policy of getting to the top as soon as possible. Our obvious problems are ones of finance, and to run a football club successfully these days, when income from gates are nowhere near enough to meet the everyday running expenses, directors have to be prepared to interest themselves in diverse activities within the Club. This entails a tremendous amount of extra work for our administrative staff, and our General Manager, Mr. Ron Morse, our Secretary, Mr. Bob Jefferies and Mrs. Cynthia Moss find themselves being involved in transactions that are a long way from the normal activities of the football world. These jobs they carry out efficiently and cheerfully, and I would like to pay a tribute at this time of the season to them all for their endeavours.



# To Swindon Town Supporters



Good evening supporters,

Well here we are at the beginning of what I hope will be a very successful cup run. I'm sure Danny Williams has been in this position so many times before but I'm also sure his hopes and fears are just as important to him now as they ever were. His devotion to Swindon Town and its Supporters is unquestionable and his success with the team assured. I am sure he would agree with me when I say there is an element of luck attached to the game, this is the unknown factor which can make or break us. So bearing this in mind, good luck Danny and the Boys.

A tribute to our agents — That army of men and women over 300 strong who weekly take the Swindon Town Competitions to the villages and towns of the West Country from Stonehouse in Gloucester to Newbury in Berkshire — from Oxford to Trowbridge in Wiltshire. Rain, Fine, Snow, Shine — off they go everyone a piece in the vast Jig-saw of success. At a time when the pilloring of supporters has become in itself a nationwide hobby at clubs where there is a lack

of success on the field of play, I for one will persistently shout — and be heard — on behalf of people such as these. My office dictionary defines a supporter as "one who keeps from falling; bears weight of; sustains; furnishes with means of living!"

Workers who support the club, competition agents far and near — do just that, they do sustain the club financially. They do furnish the means of living — pounds and pence. The future of Swindon Town Football Club weighs heavily on them. That much abused word "consistency" has been well and truly established within the realms of the commercial offices — as is borne witness by the weekly payments into the competitions account. Let no-one underestimate their value of contribution. I salute them — each and everyone.

If you would like to become one of our agents please fill out the slip attached.

Yours in Sport,

GRAHAM DREW —  
COMMERCIAL MANAGER

---

I would like to become an agent for Swindon Town Football Club, I am over 16 years old and my name is ..... and I live at (please give your full postal address .....

.....  
please send this request to THE COMMERCIAL OFFICE, SWINDON TOWN FOOTBALL CLUB, COUNTY GROUND, SWINDON, WILTS.



# TOWN SOUVENIRS



## PRICE LIST

Swindon Town Papermate Pens	66p	Scarves Knitted (Red & Black)	£1.15p
Swindon Town Ball Point Pens	4p	Badges Red	6p
Handprinted Football Figures	98p	Boots Football (Miniature)	44p
Satin scarves in Club colours	73p	Football (First Division)	50p
Rosettes	14p	Pencils	6p
Lapel Badges	30p	Rainhoods	6p
Satin Pennants	22p	Wrist Watches	£3.30p
PVC Pennants	16p	Bracelets - large	27p
Shirt badges	13p	Bracelets - small	25p
Satin hats in Club colours	25p	Pendants	25p
Ashtray/cameo bearing new crest	35p	Autograph Books	27p
Philatelic League Cup Covers	25p	Fibre Tips	5p
1969 League Cup Final programmes	5p	Conway Stewarts	6p
1969 League Cup Ties	25p	Combs	5p
Selection of programmes		Sew on Patches	30p
New Club Ties	£1.05p	Souvenir Badge (Self Adhesive)	16p
Players' photographs	16p	Chrome Pendants (First Division)	33p
Knitted bobble hats	45p	Iron Ons	15p
Kopper Jackets	£1.93p	Button Badges	5p
Shoulder bags	£1.38p	First Division Fringed Pennants	23p
Duffle bags	£1.05p		



# profile on JIMMY ALLAN



Jimmy was born in Scotland, Inverness to be exact, but his home is now Balintore, a fishing village Easter Ross. He joined Brora Rangers from school and was signed by Swindon in October, 1970. He made his debut in our first team in September 1971.

Jim's girl friend is called Claire and they both share a love of music, especially Neil Diamond. He also has a very 'with it' hobby - he studies Kung Fu two evenings a week. Jim also likes fishing but this activity is restricted to the summer months when he returns to his home country.

Football League record:

		Aps.	Gls.
SWINDON	1971/72	7	—
	1972/73	13	—
	1973/74	35	—
		55	—

## SWINDON MODEL CENTRE

(J R Korda)

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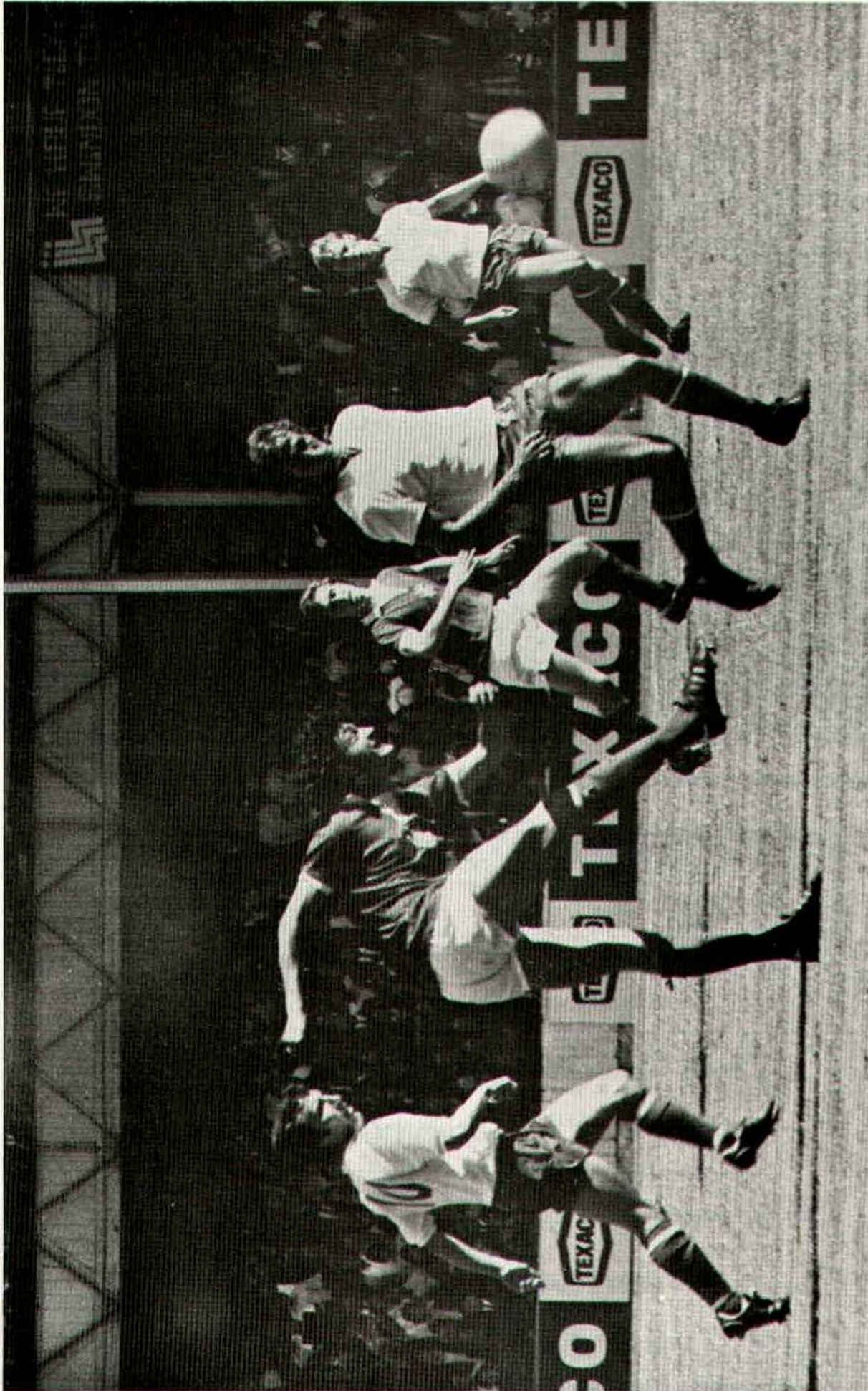
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David Syrett takes on and rounds a defender on his way towards goal but his shot ended up wide of the target.



**If the  
Town win,  
celebrate  
with a pint  
of Arkells.  
If they lose,  
drown your  
sorrows  
in it.**

**ARKELLS** 



# In the Garden and Kitchen



## Chrysanthemums

Buds will form very rapidly during this month on outdoor-flowering varieties. If large blooms are required, disbud the plants to one flower per stem.

Disbudding is sometimes called securing the bud or taking the bud. It entails removing the side shoots which appear where each leaf joins the stem; they appear at the same time as a bud forms at the tip of the stem.

Allow the shoots to grow about  $\frac{3}{4}$ in. long before removing them, otherwise the main stem will be damaged, causing malformation of the flower when it opens. Remove the unwanted shoots with a sharp, sideways pull. Do not pinch them out with your finger-nails or break them off with a downward pull.

Complete the disbudding of outdoor flowering varieties by August 21, to ensure blooming before autumn is too far advanced.

In dry weather water these plants once a week. When the buds have been secured, apply fertiliser (see July) to help fatten them. Do not apply fertiliser after the buds show colour.

Keep the plants well supported, to allow for the increasing weight of the flowering stems. Many varieties will be in flower before the end of the month.

Water the pot-grown plants and feed with a balanced fertiliser every 10 - 14 days to keep the growth steady and even.

Disbud the large exhibition and October-flowering varieties towards the end of the month. It is important to delay this until after August 15, and varieties which form their buds earlier than this must be run on. This means removing the buds at the tip of the stems and allowing the best side shoots to grow on in their place. This delays flowering about 14 days and prevents the flowers from opening with hard, green centres.

## Cornish Ginger Fairlings

4 ozs. butter  
3 ozs. castor sugar  
6 ozs. S.R. Flour  
1 level teaspoon ground ginger  
Pinch of Bicarb. of Soda  
1 level teaspoon Golden Syrup

### Method

Melt the butter and syrup in a pan over a gentle heat. Sieve the flour, bicarb, ground ginger and sugar and add to the melted mixture. Mix the ingredients well, then form into small balls using a rounded teaspoonful of the mixture for each. Stand the balls on ungreased baking trays leaving a good space between each as the mixture will spread during the cooking, there is no need to flatten them.

Bake the ginger fairlings on the shelf above the centre of a moderately hot oven  $375^{\circ}$  for 12 to 15 minutes when the biscuits are cooked leave them on the trays to cool slightly before transferring them to a wire tray to get cool. Store in airtight tin. Makes 25 to 30 biscuits.





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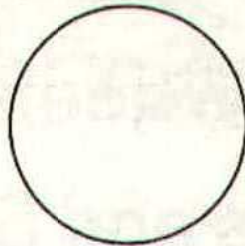


# SWINDON TOWN v PORTSMOUTH

League Cup Round One.  
Tuesday August 20th 1974.

## SWINDON TOWN

- 1 Barron
- 2 McLaughlin
- 3 Trollope
- 4 Hubbard
- 5 Potter
- 6 Munks
- 7 Moss
- 8 Syrett
- 9 Eastoe
- 10 MacLean
- 11 Jenkins
- 12 Dixon



## PORTSMOUTH

- 1 Best
- 2 Roberts
- 3 Wilson
- 4 Hand
- 5 Stephenson
- 6 Ellis
- 7 Piper
- 8 Reynolds
- 9 Davies
- 10 Mellows
- 11 Stewart

Referee: Mr. J. K. Taylor (Wolverhampton)  
Red Flag: Mr. B. R. Banwell (Bristol)  
Yellow Flag: Mr. M. K. Bevan (Melksham)



**TEXACO**

offer their best wishes to  
**Swindon Town**  
for a happy and successful  
1974/1975 season