

# SWINDON TOWN

## FOOTBALL CLUB



Division 3

1974 - 1975

Official Programme 10p

PORT VALE

# HARRIS

and

# YOU...



## ...a mutual benefit match

Why not sign on for the team which produces the famous HARRIS Sausages, Pies, Bacon & Canned Foods, and you too could enjoy the following benefits

- **A variety of working hours, both full-time and part-time, for men and women**
- **Subsidised transport from Swindon and many other local areas**
- **Good, clean working conditions**
- **The security of Europe's biggest meat group behind you**
- **Plus much more**

To find out more about the vacancies we have and how to get on to 'the transfer list' to HARRIS' please contact our Personnel Officer by letter or telephone — we shall be pleased to answer all your questions

**The Personnel Officer C & T HARRIS (CALNE) LTD., Calne, Wilts. SN11 0JL**

Telephone CALNE 812261 ext 3222 or 3174



© Swindon Town  
Football Company Limited 1972.

# Swindon Town Football Company Limited

Registered Office County Ground Swindon Telephone No. 22118

President W. J. Castle

Vice-Presidents J. Davies, F. Plyer,  
H. Williams, R. Fricker.

Directors Chairman C. J. Green

Vice-Chairman C. Cowley

Directors N. Billingham, H. Cowley, C. Day  
A. W. Done, M. Earle, R. Stephenson

T. J. Kearsey H. E. Lane

General Manager R. A. Morse

Secretary R. J. Jefferies

Team Manager D. T. Williams

Commercial Manager G. Drew

Club Medical Officer Dr. J. Nicholas

## NEWS & VIEWS

This evening we welcome to the County Ground, Port Vale, who have made great strides considering that as recently as 1968 the club had to seek re-election to the Fourth Division. They gained promotion to Division Three in 1969/70 along with Chesterfield, Wrexham and Swansea.

A game between Swindon and Port Vale which stands out in my memory was in Season 1951/52 played on a Monday 28th April, 1952. It was a hard fought match, with Maurice Owen being carried off injured.

Swindon: Uprichard, Hunt, May, Kaye, Hudson, Batchelor, Millar, Onslow, Owen, Betteridge, Bain.

Port Vale: King, Turner, Potts, Leake, Hamlett (now the trainer) Sproson (Present Manager) Hulligan, Polk, Barber, Griffiths, Bennett.

Referee: Alf Bond. Result: Swindon 2  
Port Vale 0.

Our average gate that season was 10,936, league position 16th. Maurice Owen was top scorer with 18 goals, and George Hudson an ever present with 46 appearances. Brian Farr, father of the present reserves centre-forward played eight times in the Senior Team.

Port Vale's best season was 1953/54 when

they reached the Semi-final of the F.A. Cup. They narrowly failed to make history by becoming the first Third Division side to reach the Cup Final, losing 1 - 2 at Villa Park to their First Division neighbours West Bromwich Albion (the eventual winners) by a penalty goal. The unkindest cut of all was, it was scored by Ronnie Allen, one of their former players.

However Port Vale gained promotion from Division Three with the following record.

P	W	D	L	F	A	Pts
46	26	17	3	74	21	69

They stayed up for three seasons but in 1957 they came out of Division Two for the fifth time. They found themselves in Division Three (South) for the decisive season of 1957/58 in which the top 12 of the Southern and Northern sections were to establish the new Third Division.

Vale failed to make the grade by three places, so in August 1958 they broke still more new ground as one of the founder members of Division Four. They earned the distinction of being first champions of the Leagues Basement, but in 1965 in company with Luton, Barnsley and Colchester they fell back into the Fourth Division.

continued on page 15

# Brave Vale Bid to Fail?

by Tony Pullein

Though Port Vale made a tremendous late bid to break into the promotion bracket, it was beginning to look as if they would have to concede defeat. If they lost at Plymouth on Saturday then their chances must now be considered nil. Even if they won, the odds will still be in favour of Charlton taking third place . . . but, of course, that would, at least, have left a chance of a Charlton flop making it turn out good for Vale.

Even if they fail to gain promotion, Port Vale can look back on an outstanding season, the club's biggest disappointment being the size of their home attendances. Vale Park's crowds have hovered around the 4,500 mark, even though the club has been on the fringe of the promotion race most of the campaign.

Manager Roy Sproson, their former full-back who took charge at the end of last season, has fashioned his side around a very good defence. One of his early signings was goalkeeper John Connaughton from Sheffield United. Connaughton has enjoyed a colourful, and varied, career so far. He set out with Manchester United, getting the occasional first-team game for the Reds. While at Old Trafford he was loaned out to both Halifax and Torquay before being transferred to Sheffield United for £20,000 in 1973.

Several players have been occupying the back four positions in recent matches, among them Tony Lacey, Colin Tartt, David Harris, John Ridley and Garry Dulson.

Lacey, who arrived on a free transfer from local rivals Stoke City in 1970, has been a regular for most of his stay. Formerly a

midfield player, he has been turning out at right-back in recent weeks. Tartt, discovered by Vale, made his League bow in 1972/73.

David Harris is another player to graduate through the juniors. He won his first-team chance last season, as did John Ridley who took the same route to success.

Dulson learned his game with Nottingham Forest, joining Vale earlier this season on loan.

Contenders for midfield places include Brian Horton, Tom McLaren, Terry Bailey and Frank Sharp.

Horton has been a Vale regular for five years and is now their penalty-taker. With 13 goals before the weekend, he is also one of their leading scorers. McLaren came into the side in 1967/68 while Bailey joined the club as a professional last summer and was top scorer with 14 goals before Saturday.

Sharp came into English football with Carlisle in 1966 after a spell with Hearts. He then went to Southport on loan before transferring to Cardiff in 1969. Another move took him to Barnsley a year later and he spent last season with Grimsby.

John Woodward, Ray Williams and Derek Brownbill are the strikers. Woodward, who joined the club from Walsall two seasons ago, was top scorer last season with 18 goals and had hit four before the weekend this term.

Williams arrived from Stafford Rangers in 1972 and was top scorer in his first season at Vale Park. Brownbill was signed from

Liverpool in February. Though he got the odd game in the Reds senior side, it wasn't until his transfer that he won a regular League place.

Manager Roy Sproson made his name with Vale as a full-back, making fantastic total of 761 League appearances for them between 1950 and 1972, only three short of the all-time record held by Portsmouth's Jimmy Dickinson. When he retired, Mr. Sproson took up coaching duties and last season, when Gordon Lee left for Blackburn, he was appointed manager.

Vale did not make a particularly good start to the season, winning only one of their opening six League games. After that they showed a steady improvement, though their away form kept letting them down. It wasn't until their tenth away trip, to Bournemouth, that Vale managed to collect both points. They won 2 - 1 at Dean Court in November.

Since then they have won at Peterborough (2 - 0) and Southend (3 - 1).

If they could have reproduced their home form when travelling, Vale would have tied up promotion weeks ago. The only visiting team to win in the Potteries this season was Peterborough who chalked up a 3 - 1 success in January.

Formed in 1876, Vale became founder members of the Second Division in 1892. The first taste of League football was all too brief, though. After only four seasons they failed to gain re-election and found themselves back in junior circles. Within two years they had regained their place and remained until 1907 when they resigned from the competition.

Vale's next re-appearance in League football came in unique circumstances which may never be repeated. In October 1919 Leeds City F.C. was dissolved by the F.A. for alleged illegal practices and Port Vale were elected to take over their fixtures.

They remained in Division two until 1929 and during the 'thirties they jockeyed

between the Second and Third Divisions, finally resting in the Third in 1936, just before war broke out.

The Second Division welcomed them back in 1954 but this, their last spell in that section, lasted only three years. When the Fourth Division was formed in 1958 Vale became a founder member but they won the championship first time out, in brilliant style, to return to grade three.

They almost regained a place in Division Two in 1963. When they missed promotion by only four points, yet two years later they were relegated again. By 1970 they were back in Division Three.

Last season they were only one place from relegation again, though there was a fairly healthy margin of seven points between them and the first of the relegated clubs.

Vale's finest achievement was in reaching the semi-final of the F.A. Cup in 1954 ---- one of only four Third Division clubs ever to achieve that distinction. They were beaten only 1 - 2 by West Bromwich Albion, who went on to win at Wembley.

Vale twice won the championship of the old Third Division (North) in 1930 and 1954 and were Fourth Division champions in 1959.

At Vale Park earlier this season we went 2 - 0 up after only 16 through goals from Hubbard and Moss. But goals by Williams and Sharp leveled up the final score to 2-2.

## Cecil Green

Artistic Decorations in all its branches

12 Armstrong Street  
Swindon Wilts  
Telephone 4593

# Team photo PORT VALE



BACK ROW (left to right): Neil Griffiths, Bob Mountford (now Rochdale), Keith Chadwick, Reg Edwards, Bill Summerscales, John Connaughton, David Harris, John Ridley, Colin Tartt, John Woodward, Reg Berks (coach), Lol Hamlett (trainer), Roy Sproson (Manager).  
MIDDLE ROW (left to right): John Brodie, Frank Sharp, Brian Horton (captain), Terry Bailey, Ray Williams, Tony Lacey, Tommy McLaren.  
FRONT ROW (left to right): Ken Beach, Brian Thompson, Steve Howson, Russel Pointon, Andy Carr.

# 'Sponsor a Player'

	Playing Strip £7 each player	Track Suit £12 each player	Football Boots £10 each player
<b>Jimmy Barron</b>	Mr. G. Findlay, 7 Meadowcroft, Upper Stratton.	Mrs. C. Owen City Electrical Mtn Co. Elcot Lane, Marlborough	William Sheward
<b>John Trollope</b>	Mr. Wigg, Post Office, Tytherington	Mrs. J. Williams Wantage	Mr. Wigg Post Office Tytherington
<b>John McLaughlin</b>	Mr. F. Saunders County Road Garages Ltd.	Mr. M. Booth 168 Pinehurst Rd., Swindon	Mr. J. Atkins 51 Oldfield Rd Westbury
<b>Terry Hubbard</b>	Mr. Denys Randolph The Cottages, Wallingford	Mr. Denys Randolph The Cottages, Wallingford	Mr. Denys Randolph The Cottages, Wallingford
<b>Ron Potter</b>	Mr. M. Wykeham- Martin, 39 Wiltord Close, Swindon	An Anonymous Fan	Mr. Howard, Manor Farm, Manton, Devizes
<b>Dave Moss</b>	Mr. D. Gay, 8 Hawthorn Close, Bristol	Cozy Powell	Mr. D. Cane 107 Clay Street Crockerton Nr Warminster
<b>Dave Syrett</b>	Caine Sport & Venture Centre, 3 Phelps Parade, Caine	Mr. & Mrs. E. Spearey, 60 Curzon Street Caine	Gran & Will The Wheatsheaf Caine
<b>Peter Eastoe</b>	Mr. M. Hacker 27 Howard Road, Bristol	Miss. W. D. Hudd 34 Euclid Street, Swindon	Hawkins Garage, High Street, Wroughton
<b>Hugh Maclean</b>	Mr. E. Garland, 60 Curzon Park, Caine	Mr. J. Jones Silver St. Garage Gaskell Colshaw	Mr. G. Aspasia and Mr. K. Vissey
<b>Tommy Jenkins</b>	R. Bamford	Swindon Viewpoint	Miss. Joyce Dean 20 Colshill Highworth
<b>Wilf Dixon</b>	Mr. F. Saunders County Road Garages Ltd.	Mr. B. Griffin South Bank Farm Corham	Mr. R. Yates Albion House Sleaford St. Devizes
<b>Frank Burrows</b>	Miss. W. D. Hudd 34 Euclid St. Swindon	Mr. Eric Franklin Norman Stores Broad St. Uffington	The Bryant Family 34 Fritford Grove Stratton
<b>Joe Butler</b>	Mr. B. Dean 123 Bourne Rd., Moreton	Mr. H. L. Linwilk 31 Whiteman St., Swindon	Mr. T. Vaughan City Electrical Mtn Co. Elcot Lane, Marlborough
<b>Colin Prophett</b>	Carter & Son Supermarket Faringdon	Carter & Son Supermarket Swindon	Carter & Son Supermarket Faringdon
<b>Trevor Anderson</b>	A Loyal Lady Supporter	Mr. Keith Chilcott 34 Ash Walk, Warminster	Mrs. Chilcott 34 Ash Walk Warminster
<b>Jimmy Allan</b>	Mr. F. Saunders County Road Garages Ltd.	Mr. Paget	Lynda and Gianna Day
<b>Kenny Stroud</b>	Mr. F. Saunders County Road Garages Ltd.	Will & Nick Fairford	Mr. B. Hinder, 31 Fonthill Wk. Walcot Mr. R. Hodges, 57 Nindum Rd, Stratton
<b>Geoffrey Chalklin</b>	An Anonymous Supporter	Mr. Jetteries	Mr. M. Jones Times of Swindon

# The Chairmans Column

Tonight is our last home league game of the season, and on behalf of my Board of Directors I would like to thank you for your loyal support throughout this season.

We are all naturally disappointed at our failure to win promotion, but I am sure that we can look forward with confidence to next season.

On Saturday last an award to the Supporters of the Year was made to Mr. Paul Ploughman of Tonbridge, Kent, and to Mr. Andrew Fitzgerald from Hove in Sussex. This award was adjudicated by a panel of judges from the Supporters Club. Nominations were received for this award from friends of these loyal supporters, and many considerations were taken into account in arriving at their final decision. I am sure that both Mr. Ploughman and Mr. Fitzgerald will be the first to say that we at Swindon have many such fine supporters, and to all those of you who travel to all our away matches, may I say a special thank you.

As you will have read in our local paper, we have come up with a scheme by which we can admit our standing customers for just under 55p. per match. This, of course, means purchasing a season ticket, but the cost of this can be paid into our office by instalments, as long as the final instalment is paid before the beginning of next season.

With the season ending for league fixtures we naturally look forward to the Cup Final at Wembley, and as is usual, the hunt for a cup final ticket begins. This has always been a headache for our Staff, because so few tickets are available. Each year the Finalists are besieged from their followers, and last year for the first time the competing clubs allocation was increased. This naturally meant a cut back in the allocation to Club and County Associations. This year we at Swindon have had a further reduction of more than

50% to our allocation because we are only associates and not full members of the league as we were when in Division Two. Resulting from this we have had to reduce our allocation to shareholders to 4 tickets and our allocation to our Supporters Club to 2 tickets. We have only enough tickets to allot 1 each to the senior players, and these tickets are only for standing. Before anyone asks where they are distributed to, I would like to say that we have in the past tried to let the people who do voluntary work for us throughout the year have the chance of a ticket, but this year we have had to prune even this, so please try and understand the position and not worry our staff for requests.

We also get a full list of enquiries for the International versus Scotland, and being played at Wembley this year will make this list longer, and here again we have only a very limited allocation and cannot even start to satisfy the demand. We only hope that we shall have these headaches as a club ourselves again soon, and I know we shall look forward to the next season as our season.



Frank Burrows finds Alex Smith well off his line as Frank joins the attack on Saturday.



**Previous donors:-**

Borough News, Elgin Drive, Swindon.  
 Howard & Sons, Manor Farm, Marston, Devizes.  
 C. J. Green, 12 Armstrong St, Swindon.  
 W. Collins, 69 Commercial Rd, Swindon (4 balls)  
 Regular Away Supporter, Rodbourne Area.  
 Graham Drew, Commercial Manager, S.T.F.C.  
 Mr. Graham Whittock  
 A Loyal Supporter  
 S.T.F.C. Supporters Club  
 Gordon & Jeremy Law  
 Norman Fraser Ltd., of the Brunel Rooms.  
 EJW Colour Print Ltd. Headlands Grove, (2 balls)  
 Swindon.  
 Mrs. Joyce Williams, Wantage  
 Hambro Life Assurance Ltd.  
 Mr. R. Guggenheim, Christchurch, Hants  
 Heath, Building Contractors, 36 Omdurman  
 Street.  
 Andy Fitzgerald & Paul Plowman  
 Robert Stephenson of Cirencester.  
 Mr. D. King, 13 Birch Rd., Lightpill.  
 Dominion Insurance Co. Ltd, 45/46  
 Commercial Road, Swindon.  
 Calne Sports & Venture Centre.  
 Collett's of Cricklade, Bakers & Confectioners.

# The man in the middle



**KENNETH SALMON (Barnet)** Promoted to the full list for 1974/75 season after serving on The League line and supplementary list. Began refereeing in 1963 in Hertfordshire and graduated through local leagues on to the Herts. County and Isthmian Leagues. Reserve lineman for the England v. Wales World Cup qualifying match at Wembley in 1973 and on the line for last season's League Cup semi-final, Norwich City v. Wolves. (first leg) and the England v. Wales amateur international in 1970. Married with three children, he works as a road safety organiser in local government. Interested in junior soccer and philately.



## RIMES OF SWINDON

**INTERNATIONAL TRAVEL AGENTS**

26th April

Wrexham

**LUXURY COACH HIRE**

	<b>Adult</b>	<b>Child</b>
Dep. 8.30 a.m.	£2.00	£1.35

SERVICE DIRECT TO THE GROUND  
 ALL SEATS NUMBERED AND RESERVED

Book now at

102 Commercial Road,  
 Swindon  
 Telephone 27113

or

46 Cricklade St.,  
 Cirencester.  
 Telephone 3479

or any Rimes Booking Agents

**ALL COACHES FROM COUNTY GROUND CAR PARK**

# Danny's Desk



This evening we welcome our last home league opponents to the County Ground for season 1974/75 and although we have not attained promotion to Division Two I am sure we all agree that we have the nucleus of a promotion team, a little more application away from home is all that is needed. We have seen some grand football on this ground during the past season, far more entertaining than that seen at grounds in higher divisions. We must ensure that during next season this trend is continued and I am sure that the thing we all desire, a higher grade of football, will surely come – with your support. Please remember that, without your support, nothing can be achieved and I am sure that, despite the higher admission charges, you will join us here next season for more exciting games which I promise we will give to you.

Whilst talking of support may I direct a few words to our Season Ticket holders. We have a long close season through which to exist without income and the earlier you pay for your tickets the more advantageous it will be for us so if you can please purchase early. I would like to draw your attention to our easy payments plan for the purchase of season tickets, this will commence immediately after the last match of the season, so if you are unable to find a lump sum for this purpose come along to the office and enquire about our scheme. We shall be pleased to help you.

And now a word of thanks. Firstly to those kind persons who kindly donated a match ball this season – their names are published in this programme – our thanks to you all for this kind gesture, you have helped us tremendously. Next we wish to thank that magnificent body of folk who have sponsored kit for next season, what a response we had to this request. Thank you very much indeed sponsors. Our thanks is also due to those businessmen who have advertised in our programme and on ground hoardings – thank you one and all.

Finally, thanks to Ellie Reece-Knight, Miss. Thamesdown pictured with me here

for all the help she has given to us this season absolutely free of charge. We have all enjoyed her company — who wouldn't and I am sure she has brightened your lives a little. Thanks Ellie.

In conclusion, I would commend to you the charity match here on Monday 28th April at 7.30 p.m. when the lads meet the Show-Biz XI. This game is being presented to help those poor little children who are blind, deaf or dumb or perhaps

all three. Just imagine it — it could be your child. Maybe you will be unable to come along to the match but if you can't, don't put the matter out of your mind. Please send a donation to our Secretary, Bob Jefferies, and let us all make this day something we can all feel proud of in the lives of these poor unfortunate kiddies.

Thank you everyone and have a good summer.



## DIVISION 3

DATE	OPPONENTS	RESULT		RESULT	
		F	A	F	A
1974					
Aug. 17	Bury	H	0	2	
20	League Cup 1	H	0	1	
	Portsmouth	H	0	1	
24	Port Vale	A	2	2	
31	Blackburn Rovers	H	2	0	
Sept. 3	Tranmere Rovers	H	0	0	
7	Crystal Palace	A	2	6	
14	Plymouth Argyle	H	2	0	
17	Aldershot	H	3	2	
21	Charlton Athletic	A	3	3	
24	Walsall	A	0	2	
28	Watford	H	2	2	
Oct. Oct. 5	Chesterfield	A	2	0	
	Southend United	H	2	0	
12	Halifax Town	A	0	0	
19	Wrexham	H	2	1	
21	Tranmere Rovers	A	0	3	
26	Huddersfield Town	A	2	2	
Nov. 2	Grimsby Town	H	3	2	
5	Chesterfield	H	1	0	
9	Brighton & Hove Albion	A	1	1	
16	Gillingham	H	1	0	
23	Reading F.A. Cup	H	4	0	
30	Colchester United	H	4	1	
Dec. 4	League Cup 5	A	1	2	
7	Hereford United	A	1	2	
14	F.A. Cup 2 Maidstone	H	3	1	
21	Peterborough United	A	0	1	
26	Plymouth Argyle	A	3	4	
28	AFC Bournemouth	H	2	1	
1975					
Jan. 4	F.A. Cup 3 Lincoln	H	2	0	
11	Hereford United	H	1	0	
18	Colchester United	A	0	3 (A)	
F.A. Cup 25	West Ham United	A	1	1	
28 Replay	West Ham United	H	1	2	
Feb. 1	Brighton & Hove A.	H	1	0	
8	Grimsby Town	A	0	2	
12	Aldershot	A	1	0	
15	Preston North End	H	1	0	
18	Preston North End	A	0	2	
22	Gillingham	A	1	3	
Mar. 1	Blackburn Rovers	A	0	2	
4	Colchester United	A	0	2	
8	Walsall (6)	H	3	0	
15	Watford	A	0	1	
18	Bury	A	0	0	
22	Crystal Palace	H	1	1	
28					
29	Peterborough United	A	0	0	
31	AFC Bournemouth	A	1	1	
Apr. 1	Charlton Athletic	H	2	0	
5	Huddersfield Town (SF)	H	4	1	

## FOOTBALL COMBINATION

DATE	OPPONENTS		
1974			
Aug. 17	Ipswich Town	A	0
24	Oxford United	H	0
27	Bristol Rovers	H	0
31	Arsenal	A	0
Sept. 7	Q.P.R.	H	0
14	West Ham United	A	0
18	Oxford United	A	0
21	Crystal Palace	H	0
28	Bournemouth	A	2
12	Cardiff City	H	1
19	Chelsea	A	0
1975			
Nov. 2	Bristol City	A	0
9	Tottenham	H	0
	Hotspur	H	0
16	Luton Town	A	1
30	Birmingham City	A	2
Dec. 7	Leicester City	H	1
17	Fulham	A	0
	4 (3)		
11	Leicester City	A	1
Feb. 1	Tottenham Hotspur	A	0
8	Luton Town	H	1
12	Reading	A	0
15(5)	Norwich City	A	0
22	Bristol City	H	1
25	Crystal Palace	A	0
Mar. 1	Arsenal	H	1
4	Plymouth Argyle	A	0
11	Southampton	A	3
18	Ipswich Town	H	0
25	Southampton	H	2
Apr. 7	Cardiff City	A	2
12	Reading	H	1
15	Plymouth Argyle	H	3
16	West Ham United	H	3
19	Norwich City	H	
26	Chelsea	H	
28	Birmingham	H	
29	Q.P.R.	A	
May 2	A.F.C. Bournemouth	H	
5	Fulham	H	
6	Bristol Rovers	A	

For Office Use

Stand .....

Block or Zone .....

Row.....

Seat.....

SWINDON TOWN FOOTBALL COMPANY LTD  
COUNTY GROUND, SWINDON.

SEASON TICKET APPLICATION FORM  
SEASON 1975/76.

(One form for each ticket please — all applicants should submit a completed form when purchasing their ticket).

PLEASE PRESENT LAST SEASON'S TICKET WITH THIS FORM

NAME..... ADDRESS.....

I wish to reserve a seat in the

**NORTH STAND** ZONE..... ROW ..... SEAT.....

**PRICE £20.00**

**Juniors & Senior Citizens**

**£12.50**

**SOUTH STAND** BLOCK..... ROW ..... SEAT.....

**PRICE £18.00**

**Juniors & Senior Citizens**

**£10.00**

**RENDEZVOUS CLUB BOX** ROW ..... SEAT .....

**PRICE £24.00**

**Juniors & Senior Citizens**

**£15.00**

My present seat is **BLOCK/ZONE.....** **ROW.....** **SEAT.....**  
and I enclose last season's ticket with this form.

---

NOTE: 1. If this application is made by post, please enclose a stamped addressed envelope for the return of your ticket.  
2. Season Tickets cover admission to League home matches and Football Combination matches, all other matches to be paid for.  
3. Existing Season Ticket Holder's seats will be reserved until 1st AUGUST, 1975.

---

Do you wish to take advantage of the **EASY PAYMENT PLAN?** YES/NO

If Yes - " I enclose £..... deposit".

If No - your application must be accompanied by a remittance to cover the full cost of your ticket. **CASH/POSTAL ORDER/CHEQUE** enclosed £.....

---

I am a Senior Citizen (please provide proof)

or

I am a Junior under the age of 16 (please provide proof)

Signed .....

# **Sharpe & Fisher**

## **THE Builders Merchants**

Regular Deliveries in the Swindon  
and surrounding areas

**Cheltenham · Hereford**

**Cardiff · Llanelli**

***Gaining more new fans  
everyday!***



***The Evening Advertiser***

## News and Views - continued

Port Vale has been served by many loyal people including Mr. Norman Jones, the secretary who has worked for the club, for nearly a generation. He helped keep Vale alive in the Second World War by running their Junior Team, and from 1941 to 1948 he gave his services as secretary in an honorary capacity.

The present manager is Mr. Roy Sproson, who played 761 games for Port Vale from 1950 to 1972, and the trainer is Mr. Hamlett, also a former player.

The last time we played Port Vale at Swindon was in 1962/63 our promotion year, and we lost both games. On 27th October 1962 we were beaten at Port Vale 1 - 2. Swindon scorer Cliff Jackson. At home on 16th March 1963 the visitors won 3 - 2.

Swindon: O'Hara, Dawson, Trollope, Morgan, McPherson, Woodruff, Summerbee Hunt, Smith (Jack) Jackson, 'Darcy'.  
Port Vale: Hancock, Lowe, Sproson, Poole, Nicholson, Miles, Rowland, Steele, Ford, Edwards, Grainger.  
Referee: Mr. K.G. Aston.

Earlier this season we played at Port Vale

on 24th August, and drew 2 - 2 after leading 2 - 0.

Like ourselves, our visitors today have come very near promotion, in fact at the time of compiling these notes they are two places above us in the table with one more point than us, but are 4 behind Charlton who occupy third position.

In 1976 Port Vale celebrate their "CENTENARY YEAR" and we wish them every success.

**MATCH BALL**

**donated by**

**Clover Leaf Products Ltd,  
Cheney Manor,  
Swindon.**

**Ref:** Mr. K. G. SALMON (Barnet)  
**Red Flag:** Mr. C. W. J. GARDNER  
(Longlevens, Gloucester)

**Yellow Flag:** Mr. P. STOAKLEY (Solihull)



# CASTLE'S

Office and Bakery

4 and 5 MARKET STREET SWINDON

Telephone 22017

Specialists—

Birthday Cakes : Wedding Cakes

Dairy Cream : Pastries : Crusty

Bread : Buns : Rolls : Sponges



# Third Division Scene

by Tony Pullein

## ARGYLE FIRST TO MAKE SURE

Plymouth Argyle were the first side to make absolutely sure of promotion when they defeated visiting Colchester United 1 - 0 before a 23,551 crowd at Home Park last week. Thus Argyle return to Division Two after a six-year absence. The decisive goal, a spectacular one, was netted by Paul Mariner. It was his 20th of the season.

Argyle's crowds this season have rocketed from an early average of 5,000 to around the 15,000 mark as their promotion drive gathered momentum. Their smallest attendance was 5,175 for Aldershot's visit in October. Argyle won 1 - 0 to begin a run of 16 games without defeat.

And as they shot up the table, so did their gates. Blackburn's visit in February drew 28,744 --- Home Park's biggest League attendance for 15 years.

By now Blackburn Rovers should have joined Argyle in the Second Division and it seemed almost certain that the third place would go to Charlton Athletic.

Though we can feel sympathy for those clubs who so narrowly missed --- particularly Crystal Palace whose team and ground deserve something better than a Third Division existence --- it is a good thing for football that three such well-known clubs, who have recently fallen upon hard times, should be making their ways back up the scale.

Plymouth spent most of their League career in the Second Division, even though they have never aspired to anything higher. Blackburn and Charlton, of course, are both ex-First Division clubs. Blackburn won the League Championship twice and the F.A. Cup six times, including one hat-trick of successes before the turn of the century.

Charlton never won the Championship but they did finish runners-up in their first campaign in the top section, to cap a fantastic performance in rising from the Third Division to runners-up in Division One within the space of three seasons --- a feat no club is likely to repeat. Charlton also won the F.A. Cup in 1947 after losing at Wembley a year earlier.

Preston's failure to maintain their promotion challenge was a big disappointment to player-manager Bobby Charlton, whose team looked ready to jump straight back into Division Two by mid-February. Yet, at the moment when Preston really needed to pull out all the stops, they went into decline. Prior to last Saturday's game, they had managed only one win in ten matches.

Crystal Palace's failure to gain promotion came as a joy to those clubs who will remain with them in Division Three next season for they were by far the best supported side in the division, with an average of more than 17,000.

Providing Palace can make a similar challenge next season, their loyal fans are likely to remain, for in spite of setbacks over the years Palace have always been able to command big crowds. They still hold the record average for any Fourth Division club when they returned figures of 19,020 in 1960/61.

Apart from Sheffield Wednesday's Hillsborough stadium, Palace will without doubt be able to claim they have the finest ground --- and probably, still, the finest fans --- in the Third Division next season.

## GRAHAM DREW Commercial Manager

GOOD EVENING SUPPORTERS



Although this is the last home League game of the season, planning and preparation is already going on for the 1975/76 season. Preparation to make an all out drive to get us into the Second Division by the end of next season. In football today, you need money to help buy success. Money doesn't necessarily buy success but it goes an awful long way towards helping it. That is why all our agents and anyone connected with the fund raising side of the club stay equally, if not more active during the summer months. Our new pool "The Moonraker" draw is growing each day and as it does we need more and more agents to help us. We at Swindon Town are on the borders of success and in the not too distant future we will achieve it. I am sure you would like to figure in our future success by becoming a Moonraker Agent and thereby one of our very special supporters entitled to very special privileges.

If you are interested in helping by becoming an agent for the Moonraker. Please fill in the form below.

---

I would like to become a Moonraker Agent. Could you please send me all the information I need in order to start work as soon as possible.

NAME.....

Age .....

ADDRESS.....

Post this form to:

SWINDON TOWN F. C.  
THE POOLS OFFICE,  
COUNTY GROUND,  
SWINDON, WILTS.

In case of difficulty.

Telephone: SWINDON 22118 Ext.9.

# TOWN SOUVENIRS



## PRICE LIST

Swindon Town Papermate Pens	66p	
Swindon Town Ball Point Pens	8p	Ball & Boot Key Rings
Satin Scarves in Club colours	80p	Pencils
Rosettes	14p	Rainhoods
New Lapel Badges	30p	Bracelets - large
Satin Pennants	22p	Bracelets - small
PVC Pennants	25p	
'Maxi Pennants	45p	Autograph Books
Shirt badges	13p	
Philatelic League Cup Covers	25p	Combs
1969 League Cup Final programmes	5p	Sew on Patches
1969 League Cup Ties	25p	Car Sticker Badges (Self Adhesive)
Programmes	10p	Chrome Pendants (First Division)
New Club Ties	£1.15p	Iron-ons
Players' photographs	15p	
Bob hats	75p	First Division Fringed Pennants
Kopper Jackets	£1.93p	
Shoulder bags	£2.00	Club Tankards & Mugs
Duffle bags	£1.05p	Swindon Town and 1st Division Rings

WE ARE PLEASED TO ACCEPT ORDERS BY POST. — PLEASE INCLUDE POSTAGE.

We also sell any item in the Sports line and shall welcome your enquiry.

FOR THE RECORD	Football League				F.A.Cup	Football		Midland	
	League Apps	League Gls	Cup Apps	Cup Gls		Combination Apps	Combination Gls	Youth Apps	Youth Gls
J. Barron	40		1	5					
J. McLaughlin	36 (2sub)	3	1	5		2			
J. Trollope	43	2	1	5		1			
T. Hubbard	24	1	1	3		1			
R. Potter	12 (1sub)		1						
D. Munks	3 (2sub)		1						
D. Moss	37 (2sub)	13	1	5 2		2	1		
D. Syrett	19 (7sub)	3		(2sub)		10	3		
P. Eastoe	43	23	1	5		2	2		
H. Maclean	17 (3sub)	1	1			10			
T. Jenkins	27 (4sub)	1	1	2 (3sub)		5			
W. Dixon	35 (6sub)	1	1	5		5			
F. Burrows	29 (3sub)	2	(1 sub)	2		6			
J. Butler	26 (2sub)	2		5		1			
C. Prophett	38 (1sub)	2		5	1	1			
J. Allan	3					17			
T. Anderson	21 (1sub)	1		5		2			
		1 o.g.		1 o.g.					
G. Chalklin					27 (1sub) 1	16	2		
K. Tanner					30	17 (1sub)			
G. Broom					23	3			
A. Young					25				
M. Thompson					14 (5sub)	19	2		
K. Gill					30	2			
I. Farr					28 (3sub) 6	19	11		
M. McGovern	1 (1sub)				17	2			
N. Algar					5 (6sub)	16 (3sub) 3			
T. Brinkworth					2 (5sub)	15 (2sub) 1			
N. Berry					5				
M. Hooman					1 (1sub)	15 (2sub)			
J. Fisher					1	4 (3sub)			
J. Way					1	2			
N. Cowley					3 (1sub)	11 (1sub)			
K. Styles					3				
J. Gilligan					20 (4sub) 8	18	4		
S. Slattery					8 (3sub)				
B. Parry					3				
C. Gardner					17 (3sub)	18	9		
M. Elias					2				
K. Stroud	13 (6sub)				8	1			
M. Lawrence					8		15		
A. Hayduck							2		
G. Goodwin							1		
K. Kendall							1		
A. Sloman							1		
B. Thompson							1		
J. Gough							1	2	
R. White							1		
T. Young							1		
G. Harvey							1		
K. Langley							1		
R. Brinkworth							2 (4sub) 1		
A. Ashman							1		
S. Price							1		
T. Pooley					7 (1sub)				
J. A. Gilligan							2 (1sub)		
R. Andrews							3		
A. Taynton							1		
K. Edwards							1		
M. Dillon	6 (2sub)				1				
A. Smith					1		1		
R. Andrews							2		
S. Hester							1		
J. Donavon									



Jubilation after scoring Swindon's first goal against Halifax in the 44th minute.

## **SWINDON MODEL CENTRE**

(J R Korda)

2 CIVIC CENTRE THEATRE WAY  
SWINDON - Telephone 26878



### **The SHOP with the STOCK**

**SPECIALISTS IN RADIO CONTROL AIRCRAFT**

**Largest selection of Plastic and  
Wood Kits in SWINDON**

**★ ★ MAIL ORDER ★ ★**

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

**ARKELLS** 

**WINDSCREEN  
REPLACEMENT SPECIALISTS**  
(MOBILE SAME DAY SERVICE)

**A.W.S.**



**Windscreens**

**Telephone**

**STRATTON ST. MARGARET 5169**

**ALSO AT**

**NEWBURY 46343 & 44144**

**For your Diary**

**Monday 28th April — K.O. 7.30 p.m.**

**SWINDON TOWN v. SHOWBIZ XI**

(If you are unable to attend please send a donation for the blind, deaf and dumb children to Bob Jefferies here at the County Ground)

**Thursday 1st May — K.O. 7.30 p.m.**

**SWINDON TOWN**

**v.**

**CHIPPENHAM TOWN**

**Wiltshire Professional Shield Final  
1st Leg**

**For the Record**

**Football Combination 15th April, 1975**

**SWINDON TOWN 3 (Farr 2, Moss)**  
Allen, Chalklin, Dixon, Stroud, Broom, Young, Moss, Pooley, Farr, Anderson, Gardner, Gilligan (s)

**PLYMOUTH ARGYLE 4**

**Football Combination 16th April, 1975**

**SWINDON TOWN 3 (Eastoe 2 Prophett)**  
Lawrence, McLaughlin, Trollope, Dillon, Burrows, Prophett, Gilligan, Farr, Eastoe, Gill, Mackan Gilligan (s)

**WEST HAM UNITED 1**

**Midland Youth 18th April, 1975**

**SWINDON TOWN 2 (Farr, Lach)**  
Lawrence, Hooman, Chalklin, Thompson, Tanner, Algar, Brinkworth, Gilligan, Lach, Farr, Gardner, Hester (s)

**BIRMINGHAM CITY 1**



Do you require

**Tracked or Wheeled Excavators**

**Tracked or Wheeled Shovels**

**Tractors and Scrapers**

**Bulldozers**

**Tipper Lorries**

**Low Loaders**

***THEN HIRE FROM***

**H Hibberd Ltd**

**PLANT HIRE CONTRACTORS**

**29 Newport Street, Swindon**

**Tel: Swindon 6125 or 23876**

# SWINDON TOWN v PORT VALE

TUESDAY, 22nd APRIL, 1975

SWINDON TOWN

K.O. 7.30 p.m.

PORT VALE

1. Allen
2. Dixon
3. Trollope
4. Stroud
5. Burrows
6. Prophett
7. Moss
8. McLaughlin
9. Eastoe
10. Jenkins
11. Anderson
12. Dillon

Division  
Three

1. Connaughton
2. Lacey
3. Dulson
4. Ridley
5. Harris
6. Horton
7. Woodward
8. Brownbill
9. Williams
10. Bailey
11. McLaren



*We are the  
champions!*

Emmerson Fittipaldi World Champion 1974  
using Texaco Havoline Oil and Texaco Petrol.

