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Swindon Town FC

Swindon Town Football Club



Official Programme

including League Football

Luton Town

1972-73 Season

Price 7p



Enjoy wining and dining in comfort at

The *Rendezvous*
Club

County Ground, Swindon

Cabaret Dancing Excellent cuisine

MEMBERSHIP ENQUIRIES INVITED * Telephone Swindon 30880

Swindon Town Football Company Limited

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Registered Office County Ground, Swindon

NEWS & VIEWS

This evening we play our fourth game in eleven days, so most of the time recently has been spent in travelling and playing. These sequences of games impose a strain on playing resources but, fortunately at the time of writing, the Club is almost free of injuries.

Attendances at matches seem to have improved slightly, but there is a long way to go to reach the figures of three or four seasons ago, or even last year. One wonders how much attendances have been affected by the increase of prices for admission. Unfortunately less spectators reduces the profit on any ancillary services such as programme sales, and even the sale of 'Golden Goal' competition tickets.

If the match is sufficiently attractive and interesting, the crowds will still come. For instance, Cup games, and (I don't quite know if it is fair to make this comparison) the Cup Final, which is always a complete sell out, in spite of price increases almost each year. That of course is a very special occasion as against the hard treadmill of the long season of League football.

League football is the real mainstay of the game in this country and the chief source of revenue for all clubs. Without it the other competitions could not exist. Considered by many judges to be the finest in the world, may it long continue to be such.

Our home fixture with Luton Town last season was not a very fortunate one for us. We were due to play them on Saturday, 11th March, 1972, but the game was postponed because of water lying on the pitch due to a snowfall the previous evening.

The referee did not make the final decision until 2 p.m., much too late to inform our opponents, who travelled down on a special train. The return was scheduled for 5.30 p.m.,

so the Luton Party were forced to spend the afternoon in Swindon.

The re-arranged fixture on the 18th April, 1972, almost met with the same fate, as an hour before the kick-off a very heavy storm broke over the ground, making the pitch very wet. This, allied with the fact that Swindon had lost to Burnley at home on the 15th April, made the attendance figures very low - 8,948.

Result: Swindon 2 (Rogers and Horsfield); Luton Town 1 (Givens).

Swindon were rather lucky to win, as Luton proved to be a very good team, especially in the first half.

The complement of our visitors has changed since last season. Manager Alex Stock has joined Fulham in a similar capacity, and has been replaced by Mr. Haslam. Two players have been transferred for quite high fees - Don Givens to Queen's Park Rangers, and Chris Nicholl to Aston Villa. Two well-known players have been added to the staff, namely John Aston from Manchester United and Rodney Fern from Leicester City, both players with First Division experience.

Luton have made a good start to the season, so we look forward to a splendid game of football.

One final word. Shall we be welcoming Mr. Eric Morecambe this evening? We all hope so.

Cover photo:

A superb leap by Peter Noble enabled him to get in a header toward the Portsmouth goal, with Milkins looking anxiously on.



dave's column

Well at last we have broken our duck away from home with a well deserved draw up at Huddersfield and, even more pleasing, was the way we achieved it. We played our best football of the season and I can only hope that the lads can maintain it. Young Jimmy Allan came in for his first game of the season and after conceding a goal in the first six minutes, which must be a bit unnerving for a goalkeeper, he put the shutters up. Ronnie Howell also had his first match of the season, and did exceptionally well in the middle of the park, where our performances have not really been as good as they should be. These two are definitely boys with a great future and it is pleasing to know that we have some wonderful reserves and youth players, because the fact is that nearly every team in the country will soon have to produce their own players, because of the ridiculous transfer fees demanded.

At the time of writing we have now got two home matches, the first against Portsmouth and three days later we play Luton Town. Portsmouth are having a terrible time at the moment after winning two and drawing one of their first three matches and being very near the top of the table. They have now lost the last four games and, believe me, when these things happen they are very difficult to stop, and I would just like to add that after Saturday's match I hope that they put a stop to their losing sequence.

Tonight's match with Luton should be a very exciting one because they have made an excellent start to the season and are very near the top, but this our chance to pull them back a little bit. The league is now beginning to take shape and as Tom Greaves, the manager of Huddersfield said, in the Second Division it is unusual for any team at the top of the league to draw away from the rest because there is not a lot of difference between the twenty-two clubs. He also said, and I'm inclined to agree with him, that you are either concerned in the promotion hunt or you are

looking over your shoulder at the other end of the table.

Frank Burrows has missed a couple of our last games with a troublesome groin strain, and I hope that he will be fit for tonight's match, because he has had a fabulous start to the season and I don't want him out for too long, but Ron Potter has filled the gap well, as it seems Ron can do a good job as a centre-half or sweeper-up.

That's all for now. I just wish I knew how we got on against Portsmouth, but as I say, these notes have to go to the printers four days before a match.

Swindon Town Football Club

needs your HELP!

IF YOU CAN SELL WEEKLY
COMPETITION TICKETS,
WHY NOT BECOME AN AGENT?

Enquiries to:

Competitions Office
103 Broad Street Swindon
Telephone Swindon 5884



Howell, Swindon's young mid-field player, tries to open up the Portsmouth defence with a short pass inside to Treacy.

Chaos in the Portsmouth goalmouth, as 'keeper Milkins looks for the ball in a melee of arms and legs during last Saturday's 1-1 draw at the County Ground.



Staff of Luton Town Football Club



Back row (left to right): Terry Robinson, Derek Hales, Les Harfield, Gordon Hindson, Bob Hatch, Vic Halom, Bobby Thomson, John Faulkner, Paul Price, Peter Anderson, Jimmy Ryan, Gerry Jones, Nicky Sparks.
Middle row (left to right): Tony Castiello, Alan Garner, Robin Wainwright, Ken Goodeve, Keith Barber, Willie Carrick, Tony Read, John Moore, Alan Slough, Steve Litt, Mick Gilchrist.
Front row (left to right): Ray McCrohan (Coach), John Ryan, John Aston, Harry Haslam (Manager), Rodney Fern, Viv Busby, Ken Whitfield (Assistant Coach).

Keith Barber (Goalkeeper)

Came into the game late as a professional after having been spotted in London senior football and, after having trials with Luton, went to Dunstable Town for a spell. Was recalled and displaced the experienced Tony Read in the first team last season.

John Aston (Forward)

Several other clubs were disappointed when Aston moved to Luton for a fee of £30,000, which begins to look a bargain figure. Now only 25, Aston has a load of First Division experience gained with Manchester United with whom he was a member of the first team squad for some seasons.

Bobby Thomson (Left-back)

Not so many years ago, Thomson was regarded as the best left-back in the country and has a handful of England caps to prove it. Was then with Wolves from whom he moved to Birmingham City for a big fee. Somehow or another, he never really settled with Birmingham, who loaned him to Walsall during last season and then gave him a free transfer.

Alan Garner (Centre-half)

His big chance came when Chris Nicholl was sold to Aston Villa last March and he went on to play confidently and earn himself a regular place. Was previously with Millwall, who gave him few opportunities. Strong and assertive.

Peter Anderson (Forward)

Another recruit from senior amateur soccer, Anderson was with Hendon and actually made his first team debut for Luton when he was still an amateur. Top scorer last season with 10 goals.

Vic Halom (Forward)

Costly £30,000 signing from Fulham last season as a replacement for Malcolm MacDonald. Was previously with Charlton Athletic and Orient, and is expected to be a consistent marksman during the present season.

Viv Busby (Forward)

Recruited from Wycombe Wanderers and spent two months on loan to Newcastle United during last season. In the end, Newcastle decided not to meet the £50,000 fee Luton were asking and he was allowed to return.

Don Shanks (Left-back)

Like Ryan, he found his way to Luton via Fulham, with whom he had been an apprentice, but they did not sign him at the end of the prescribed period. Went on to earn England Youth honours and other clubs have already been taking notice of his progress.

Alan Slough (Half-back)

During the last two seasons, he has been regarded primarily as a member of the back four, but it has now been decided to use his undoubted talent and driving power in mid-field. A local, he joined Luton straight from school.

Gordon Hindson (Forward)

Although this youngster had only limited experience at the time, Luton paid Newcastle United £25,000 for him, and are expecting big things from him this season. Was used mostly as a winger and has a considerable turn of speed.

Rodney Fern (Forward)

Luton's biggest close season signing, because he cost them a reputed £50,000 from Leicester City, for whom he played in their 1969 losing Cup Final. Strong, bustling type with a highly developed goal sense, he should increase the scoring potential.

Jimmy Ryan (Forward)

Another who took the now well-beaten track from Old Trafford to Kenilworth Road, and he was valued at around £20,000 at the time. A Scot, he had a most unlucky last season through injuries and illness, but has been showing his best form this time.

John Ryan (Right-back)

Although he had played games in their League team, Fulham released this capable defender two seasons ago and, since joining Luton, has improved out of recognition and is now in the big money class. Kent born, he had a spell with Arsenal before going to Craven Cottage.

John Moore (Half-back)

Luton's longest serving player, he has been with them nearly eight years, having had previous service with Motherwell. A dour Scot, he has been a regular member of the back four and struck up an uncanny understanding with Nicholl.

Ken Goodeve (Defender)

Ken was one of four Manchester United players to join Luton two years ago, but has received few chances in the first team. Such as have come his way have been at left-back, whereas it was as a centre-half that he was signed originally.



A recent photograph of Rod Thomas, Swindon Town's popular captain and Welsh international full-back.



Albert McCann



David Munks

Swindon Town v Luton Town

Tuesday, 26th September, 1972
Division II

SWINDON TOWN

- 1 Allan
- 2 Thomas
- 3 Trollope
- 4 Howell
- 5 Potter
- 6 Butler
- 7 Peplow
- 8 Hubbard
- 9 Treacy
- 10 Noble
- 11 Rogers
- 12 Moss

Colours:
red shirts
black shorts

Match Ball
presented by
**RADIO RENTAL
LTD.**
Relay House
Percy Street
Swindon

LUTON TOWN

- 1 Barber
- 2 Ryan (John)
- 3 Thompson
- 4 Anderson
- 5 Faulkner
- 6 Slough
- 7 Ryan (Jim)
- 8 Fern
- 9 Busby
- 10 Halom
- 11 Aston
- 12

Colours:
white and black

Referee

Mr W S Castle (Dudley)

Linesmen

Red Flag: **Mr C A Maskell** (Weston-super-Mare)

Yellow Flag: **Mr C W Gardner** (Taunton)



Peter Anderson (Luton Town)



Vic Halom (Luton Town)

Fixture list 1972/73

Division II

August

12	Queen's Park Rangers	(H)	2—2
16	Sheffield Wednesday	(A)	1—2
	(League Cup 1)		
19	Carlisle United	(A)	0—3
26	Bristol City	(H)	2—1
29	Sheffield Wednesday	(H)	1—0

September

2	Sunderland	(A)	2—3
5	Derby County (League Cup Rd. 2)	(H)	0—1
9	Blackpool	(H)	0—0
16	Aston Villa	(A)	1—2
19	Huddersfield Town	(A)	1—1
23	Portsmouth	(H)	1—1
26	Luton Town	(H)
30	Hull City	(A)

October

4	League Cup (3)		
7	Burnley	(A)
14	Preston North End	(H)
21	Nottingham Forest	(A)
28	Brighton & Hove Albion	(H)

November

1	League Cup (4)		
4	Luton Town	(A)
11	Huddersfield Town	(H)
18	Orient (F.A. Cup 1)	(H)
22	League Cup (5)		
25	Middlesbrough	(A)

December

2	Cardiff City	(H)
6	League Cup (Semi-Final)		
9	Millwall (F.A. Cup 2)	(A)
16	Oxford United	(A)
20	League Cup (Semi-Final)		
23	Fulham	(H)
26	Portsmouth	(A)
30	Carlisle United	(H)

1973

January

6	Bristol City	(A)
13	F.A. Cup (3)		
20	Sunderland	(H)
27	Blackpool	(A)

February

3	F.A. Cup (4)		
10	Aston Villa	(H)
13	Queen's Park Rangers	(A)
17	League Cup (Final)		
24	Oxford United (F.A. Cup 5)	(H)

March

3	Burnley	(H)
10	Preston North End	(A)
17	Nottingham Forest (F.A. Cup 6)	(H)
24	Brighton & Hove Albion	(A)
31	Middlesbrough	(H)

April

7	Cardiff City (F.A. Cup Semi-Final)	(A)
14	Millwall	(H)
20	Fulham	(A)
21	Orient	(A)
24	Hull City	(H)

May

5	F.A. Cup Final		
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Football Combination

August

15	Southampton	(H)	2—3
19	Plymouth Argyle	(H)	3—1
23	Fulham	(A)
26	West Ham United	(A)	2—1

September

2	Arsenal	(H)	1—0
6	Crystal Palace	(A)	1—1
9	Bournemouth & Boscombe	(A)	5—0
16	Oxford United	(H)	1—1
19	Norwich City	(H)	1—2
23	Bristol City	(A)	1—1
30	Queen's Park Rangers	(H)

October

7	Tottenham Hotspur	(H)
10	Swansea City	(A)
21	Bristol Rovers	(H)
28	Leicester City	(A)

November

4	Fulham	(H)
11	Southampton	(A)
18	Birmingham City	(A)
25	Reading	(H)

December

2	Chelsea	(A)
9	Cardiff City	(H)
16	Crystal Palace	(H)
23	Ipswich Town	(A)
30	Plymouth Argyle	(A)

1973

January

6	West Ham United	(H)
13		
20	Arsenal	(A)
27	Bournemouth & Boscombe	(H)
31	Oxford United	(A)

February

3	Ipswich Town	(H)
17	Bristol City	(H)
24	Queen's Park Rangers	(A)

March

3	Tottenham Hotspur	(A)
10		
17	Bristol Rovers	(A)
20	Swansea City	(H)
24	Leicester City	(H)
28	Reading	(A)

April

7	Chelsea	(H)
11	Cardiff City	(A)
21	Birmingham City	(H)
28	Norwich City	(A)

May

5	F.A. Cup Final		
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The man in the middle

William S. Castle

Started refereeing in Wolverhampton amateur football in 1950 and progressed through the Staffordshire County League and the Central League to the Football League line in 1961. In 1967 he became a full League referee.

In 1968 he refereed the Youth international between Wales and Scotland and in the same year was a linesman in an important Fairs Cup game. A year later he was one of the linesmen for the Arsenal v Swindon Town Football League Cup Final.

A married sales representative with two children, a son and daughter, he lives at Sedgley, near Dudley.

Match Ball Donors

J. Wilmer (Coal Merchants), St. Margaret's Road, Swindon.

R.mes of Swindon, 102 Commercial Road, Swindon. Clark Bros., Stratton Road, Swindon.

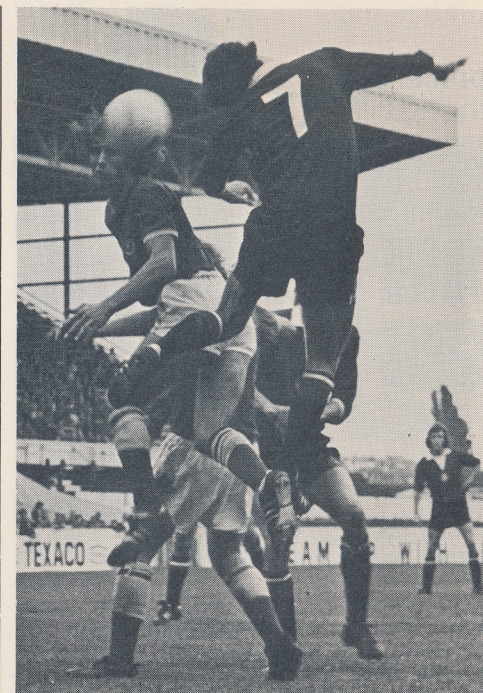
H. M. Howard & Sons, Manor Farm, Marston, Devizes.

C. Day, Burford.

H. M. Howard & Sons, Manor Farm, Marston, Devizes.

Division II

	P	W	D	L	F	A	Pts.
Burnley	9	4	5	0	18	10	13
Sheffield Wednesday	10	6	1	3	20	12	13
Oxford United	9	5	2	2	14	9	12
Aston Villa	8	5	2	1	11	7	12
Nottingham Forest	9	4	3	2	8	8	11
Q.P.R.	8	2	6	0	16	11	10
Sunderland	8	3	4	1	10	8	10
Preston North End	9	4	2	3	7	6	10
Luton Town	8	5	0	3	10	9	10
Huddersfield	9	3	4	2	10	11	10
Blackpool	8	3	3	2	14	10	9
Middlesbrough	9	3	3	3	8	12	9
Bristol City	9	2	4	3	12	12	8
Fulham	8	3	2	3	11	12	8
Swindon Town	10	2	4	4	11	15	8
Carlisle	8	2	2	4	11	8	6
Portsmouth	8	2	2	4	8	9	6
Orient	9	1	4	4	7	11	6
Hull City	9	2	2	5	7	11	6
Brighton	9	1	4	4	12	19	6
Millwall	9	2	1	6	10	14	5
Cardiff City	9	2	0	7	8	19	4



Steve Peplow jumps high above the Portsmouth defenders in an effort to turn this cross goalwards.

Forthcoming matches

SATURDAY, 30th SEPTEMBER
Football Combination - ko 3 pm
QUEEN'S PARK RANGERS

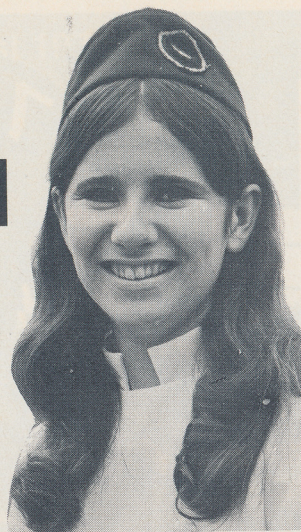
SATURDAY, 7th OCTOBER
Football Combination - ko 3 pm
TOTTENHAM HOTSPUR

SATURDAY, 14th OCTOBER
Division II - ko 3 pm
PRESTON NORTH END

SATURDAY, 21st OCTOBER
Football Combination - ko 3 pm
BRISTOL ROVERS

presenting
the ...

SWINDON TOWN GIRLS



Name: Susan Dan.
Town: Swindon.
Born: Swindon.
Work: W. H. Smith & Sons. Clerical work.
Time with Girls: 2 years.
Hobbies: Football, Marching, Dancing, Flower-making, Records and Art.
Favourite pop star: Gilbert O'Sullivan.
Favourite Groups: Lindisfarne and Slade.

We would like to introduce ourselves, **Concessionaire Catering**, as your new club caterers. We believe that you as Swindon supporters deserve and expect a first class standard of service, a wide and varied range of products, and attractively presented snack and licensed bars. As you know, with matches every fortnight there are problems in ensuring continuously fresh products. We feel it is worth the effort to provide a first class service of both hot and cold foods. This season we shall be introducing hot fresh chips, licensed bar facilities to parts of the ground, and a wider range of cold drinks. Fresh cheese rolls will be available all the time and we are always trying to extend the selection of confectionery and pies.

We know that in order to maintain this service our prices may for some items be somewhat higher than you could find in shops. However, as we have pointed out before, whereas a shop has the advantage of being open all week, we have only the thirty-odd matches a year. Our aim is to provide a balance and all our experience leads us to believe that you, the customer, prefers the attractive bars and the selection now available to you. We have spent a considerable amount of time on the decoration and layout of the various bars and have provided new and larger bars to help speed up service. We look forward to seeing you at the County Ground.

Golden Goal Competition

Would you like £60?

You would? - then make sure you buy your **Golden Goal** tickets at every first team home match. For a minimum outlay of only five new pence **you** could win at least £60 with the possibility of two further prizes of £10.

Last season nearly £2,000 was won by lucky **Golden Goal** ticket supporters. You could be one of this season's lucky winners.

Don't forget - the more tickets you buy the greater is your chance of winning that £60.

Look out for the **Golden Goal** ticket sellers and make yourself some money.

The prizes **must** be won every time.

Tickets bearing the time in minutes and seconds will be on sale before the game - price five pence. The ticket with the exact

time when the **first goal** is scored will win **£60**. If exact time not claimed prize will be paid to the nearest claim received.

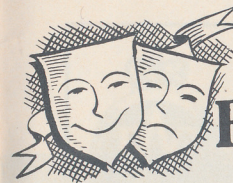
The ticket bearing the time when the **last goal** is scored will win **£10**. Again if exact time is not claimed the prize will be paid to the nearest claim received.

The Official Announcer will be the time-keeper and he will announce the official time of both goals.

Should only one goal be scored the winning ticket holder will receive £70.

In the event of no goals tickets bearing no score will win £10.

A further prize of £10 will also be given for the ticket bearing the number corresponding to the official attendance at the match.



London Entertainment

In addition to being able to provide tickets for London theatres, shows like **SHOW-BOAT** at the Adelphi, **THE COMEDIANS** at the Palladium, **MAGIC OF THE MINSTRELS** at the Victoria Palace, **OH! CALCUTTA** at the Royalty, **PYJAMA TOPS** at the Whitehall, **GODSPELL** at the Wyndhams and many others.

Why not make use of our Box Office? You will not receive a more efficient or cheaper service.

Should you not live in Swindon, tickets are available through our mini-agents shown below:

Lewis's Ltd., The Haymarket, Bristol
Hunting Lambert Ltd., Devizes, Melksham,
Glastonbury and Shepton Mallet
B.C.A. Travel Ltd., 27 Winchcombe Street,
Cheltenham and 17 Southgate Street,
Gloucester.

Playtravel, Wootton Bassett

Bristol Omnibus Co. Ltd., Bristol

Bristol Omnibus Co. Ltd., Gloucester

Tickets for future Football League matches when Swindon Town are playing at home may also be booked through any of the agents indicated above.

YOUTH

STEVE NEWMAN



Home Village: Wanborough.

School football: Ridgeway Boys, Swindon Boys and Wiltshire Boys.

Youth football: Shared Youth games with Jimmy Allan.

Signed for Town: July 1971.

Games for Reserves: Reading, Bristol Rovers, Winchester.

Hobbies: Tennis (County player for Wiltshire).

Pop stars: Nobody in particular.

Height: 5ft 10in.

Weight: 10st 9lb.

GOLDEN GOAL WINNERS

BRISTOL CITY (Saturday, August 26th)

£60 — 1st Goal (21m 4s, paid on 21m 2s). Mr. Croome, Broadway House, Kempsford.

£10 — Last Goal (80m 56s). Mrs. J. Young, 36 Westcott Place, Swindon.

£10 — Attendance (15,304). D. Twining, 87 Bright Street, Swindon.

SHEFFIELD WEDNESDAY (Tuesday, August 29th)

£70 — 1st and Last Goal (81m 51s). C. Wisby, 3 The Lynch Field, Upper Wanborough.

£10 — Attendance (11,376, paid on 15,001). R. Langcaster, 32 Ashford Road, Swindon.

DERBY COUNTY (Tuesday, September 5th)

£70 — 1st and Last Goal (30m 33s, paid on 30m 34s). P. Sarahs, 9 Holly Close, Swindon.

£10 — Attendance (15,730, paid on 15,735). C. Wisby, 3 The Lynch Field, Upper Wanborough.

BLACKPOOL (Saturday, September 9th)

£10 (No Score). R. Mead, 16 Glendale, Swanmow, Southampton.

£10 (No Score). Mr. W. J. Crowfoot, 115 Manchester Road, Swindon.

£10 (No Score). J. Willgoss, 11 Briars Close, Churchdown, Glos.

£10 (No Score). Mrs. D. M. Caswell, 35 Bright Street, Swindon.

£10 — Attendance (10,069, paid on 15,001). M. N. Clifford, 38 Queen's Road, Wootton Bassett.



Don Rogers

Family Album — Paul Peterson

Pictured with Paul are wife June and 8-month-old Justin.



FOLLOW
the
ROBINS

to Hull City
Saturday, 30th September

Route kindly supplied by R.A.C.
by road

Take the A361 out of Swindon to Highworth, Lechlade, Burford and Shipton-under-Wychwood, until reaching Chipping Norton. Leave on the Banbury Road (A361) and travel via Bloxham to Banbury. From here take A423 (Southam Road) through Mollington and Ladbroke until meeting B4100 at junction of roads just out of Southam. Turn right here and $\frac{3}{4}$ mile on join A426 (Dunchurch Road); continue on this road through Rugby and on to roundabout at Gibbet Hill. Cross A5 and at junction with A4114 turn right, then $2\frac{1}{2}$ miles on join M1. Proceed on motorway for $66\frac{1}{2}$ miles (approx.),

then turn off at Intersection 18, following M18 for about 5 miles until joining A631 (Intersection 1). Keep on this road until joining A60 then after 4 miles turn left to re-join A631. After $4\frac{1}{2}$ miles join A614 turning left then right. $\frac{3}{4}$ mile further on turn left. Continue on this road until reaching A18; after travelling $6\frac{1}{2}$ miles turn right and one mile on keep left. From here travel on A614 to Howden (Yorks); at junction of roads A63 and A614 take A63 as for Hull. Follow this road into **Boothferry Park, Hull City F.C.**
214 miles





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

TEAM UP WITH

