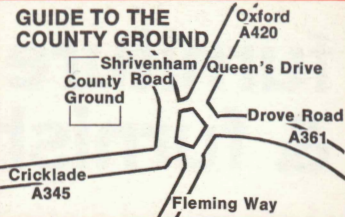




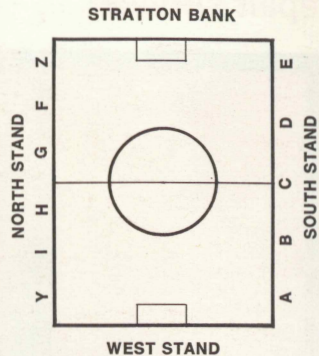
SWINDON TOWN FOOTBALL CLUB



official programme 1/-



KEY TO GROUND



PROGRAMME CONTENTS

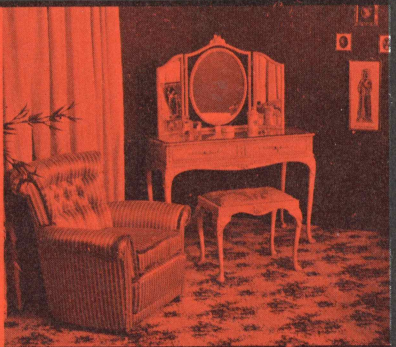
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- Our Visitors
- League Table
- Teams
- Supporters Club Notes
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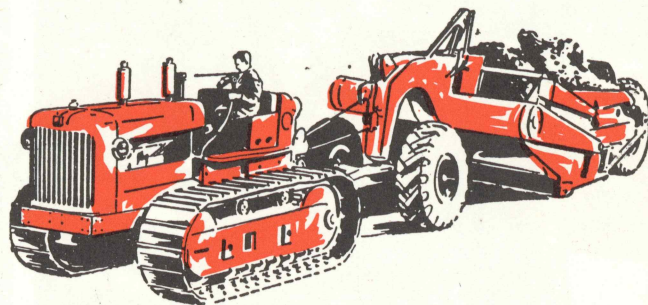


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Manager: D. WILLIAMS Secretary: R. A. MORSE

VOL 19 SATURDAY, 18th JANUARY, 1969 No. 18

SATURDAY, 18th JANUARY, 1969

DIVISION III

SWINDON TOWN

v.

LUTON TOWN

Kick-off 3 p.m.

REFEREE:

MR. R. B. KIRKPATRICK (Leicester)

LINESMEN:

Red Flag—MR. K. D. FRANKLIN (Kenton)

Yellow Flag—MR. D. J. THOMAS (Solihull)

NEWS and VIEWS

Some weeks ago we wrote in the programme, asking supporters to write to Mr. Collins (Public Relations Officer) regarding ideas for improving Customer/Board relations, and also for suggestions regarding programmes, refreshment bars, etc.

The response was rather disappointing — only one letter from Swindon itself, others from farther afield, even from Paris. Several wrote with complaints, mostly justifiable, and these have been dealt with. Others wrote about the programme, especially the team sheet. It was suggested this be on the back of the programme, and the names to be in a vertical line. This seems a good idea, but nothing can be done this season, because of advertising rights, and the teams cannot be printed on the cover itself, because all these are printed at the beginning of the season.

Several asked for information regarding the New Stand. The only thing we can tell you at present is that negotiations are still proceeding for the erection of this stand.

The New Stand is a real priority. The old one on the North Side, cannot possibly last much longer and also it will be difficult to renew the Insurance premiums. We need many more seats (yes, and comfortable ones). Remember, too, our dressing rooms and office accommodation are some of the smallest and poorest in the League. If we wish to become a Division II club we must have a better image. Yes, we must have a New Stand.

The Football League Review is given away with the programmes. It would be interesting to know how many of you read them. Can you recall an article by Kenneth Wolstenholme in which he writes "Football thrives on enthusiasm; but could we have just a little originality? The modern soccer

fan is becoming a bore. I am writing about those who let themselves rip with songs and chants. There is nothing wrong with songs and chants, but why does everyone sing the same thing? Why not something original? 'WE'LL SUPPORT YOU EVERMORE' — what rubbish. Look what happens after two home defeats.

"A few years ago some clubs had songs associated with them, and it was good to hear them — Newcastle United had Blaydon Races.

"Now everybody is on the bandwagon. Wherever you go they hold scarves aloft and sing (out of tune) 'You'll Never Walk Alone'. Then comes a procession of the same old songs you heard last week and the week before, followed by the same chants and the same obscenities.

"So you fans, please try to be original. If you cannot be, why not just cheer?"

I feel there is a lot in this article (much longer in the Review). What about it Swindon? Sing something original.

A magazine has just produced an article with a diagram showing it needed 243 people to get a football team on the field. Amazing, isn't it? I don't know how many we have at Swindon, but it must be approaching the above figure. Probably the most important, and the one taken for granted, is the Club Secretary. Few people outside the game (and many inside) appreciate just how much rests on his shoulders; few realise that in law he is responsible for the administration of a limited liability company.

It is a sobering thought when you realise if the 92 Club Secretaries in the Football League walked out en masse, the game would come to a full stop.

Today we meet once again our friends from Luton. Like Swindon they were members of the Southern League and was one of the clubs to form the Division III (South) in 1920. When football was resumed after World War II Luton Town

made great progress, gaining promotion right up to Division I and appearing in the Cup Final. Then came a period of decline, finally ending in Division IV.

Luton Town is now regaining some of its former glory. Last season they gained promotion to Division III, and now occupy a high position in the League. Swindon visited Luton on Saturday, 9th November, 1968 and were defeated 0—2. Both goals were scored in the second half.

Last season we entertained them in the F.A. Cup, Round 2. What a great game that was; Swindon were two goals up at half-time, but Luton Town hit back, and scored two goals to equalise, but seven minutes from the end Heath scored the winning goal.

Swindon: Downsborough; Dawson, Trollope; Butler, Nurse, Harland; Heath, Penman, Terry, Smart, Rogers.

Luton Town: Taylor; Hare, Jardine; Dougan, Branston, Moore; Ryan, Buxton, Allen, Slough, Whittaker.

Scorers: Swindon: Rogers 2 (one penalty) 18 mins. and 40 mins.; Heath 83 mins. Luton: Allen 2 (one penalty) 59 mins. and 62 mins.

Attendance: 18,203.

Receipts: £4,543 6s. 0d.

Referee: Mr. T. J. Hill.

We regret to inform you of the death of Alderman A. E. Beasant, M.B.E. Older supporters will remember him, as an amateur player, with Swindon Town from 1922-1930. He played mostly with the Reserves, but he was a strong, fast, fearless left back. He was a great asset to the Club, as Swindon at that time was far from being a wealthy club. Several of his colleagues still live in the area: Ted Nash, George Benfield, Arthur Ruddlesdon, Bert Davies, etc.

All connected with the Club extend to his widow and daughter their deepest sympathy.

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OUR VISITORS



LUTON TOWN FOOTBALL CLUB

KEITH ALLEN (Centre Forward)

At the moment it is difficult to forecast exactly where Allen will settle down. Originally he began at inside right, but spent the bulk of last season in the middle; in the pre-season practice matches, he played at right-half, where he turned in some superlative performances in emergency during last season. This is a position for which competition is likely to be particularly brisk. Was signed from Stockport County in exchange for Derek Kevan and has had previous spells with Portsmouth and Grimsby Town.

TERRY BRANSTON (Centre Half)

For him last season was a personal triumph because, not only was he a member of a promotion team for the fourth time during his career, but he fulfilled his ambition of making the full quota of League appearances. Born at Rugby, where he still lives, Branston spent nine seasons with Northampton Town, accompanying them in their rise from Division IV to Division I.

MICKEY BROWN (Centre Forward)

Goes down officially as a leader but, in point of fact, was seldom in that position last season. Appeared in the First Team on the wings, at inside forward and also at wing half, so it is difficult to see what is destined for him this time. However, wherever he is asked to play he puts up a whole-hearted 100 per cent performance. A Londoner, he was previously with Fulham and Millwall.

GRAHAM FRENCH (Outside Right)

Born at Wolverhampton. Has previously played for Shrewsbury Town, Swindon Town, Watford and Wellington Town, before joining Luton Town in October 1965. Has several Youth International caps for England.

JOHN MOORE (Left Half)

In the opinion of many people was the most improved player on the books and he fell naturally into the task of being a member of the back four. Is beginning his fourth season with Luton Town who stepped in immediately when they heard that Motherwell had given him a free transfer.



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OUR VISITORS—continued

MAX DOUGAN (Right Back)

First signing made by Allan Brown shortly after he rejoined Luton Town. A fee of about £7,000 changed hands when this ex-Scottish amateur International left Leicester City, his caps having been earned whilst with Queen's Park. With the arrival of Terry Branston, the idea was to convert Dougan into a right half, but he finally settled in at right back, where he was a regular for the greater part of last season.

ALAN SLOUGH (Right Half)

Is a true local product because he was amateur and apprentice with Luton Town before signing as a full-time player. In his early days he was a full-back and could conceivably still be required for this position, but plays extremely well in either wing-half berth.

MIKE HARRISON (Outside Left)

During the latter part of last season, several favourable reports were submitted on this player, who was then with Plymouth Argyle. These induced the Luton Town manager to make a £7,000 offer to his former Luton Town right-wing partner, Billy Bingham, who is now in charge at Home Park. Born at Ilford, Harrison began his first-class career with Chelsea, from which club he moved on to Blackburn Rovers, where he established a first-team place.

FREDDIE JARDINE (Left Back)

The promotion success must have held particular satisfaction for this player because he, more than any other on the books, experienced things when Luton Town were at their lowest ebb. He is now beginning his eighth season, having come to Kenilworth Road as an outside left when Sam Bartram was in charge. He was given a free transfer by Dundee and it was after showing his paces in practice matches that he was finally converted into a highly useful defender.

BRIAN LEWIS (Right Half)

At the moment, it is by no means clear where Luton Town's most expensive signing for years — from Coventry City — will finally play. In the temporary absence of Ian Buxton, Lewis started the season at inside right where he had considerable experience at Portsmouth and Coventry. However, most of his 20 First Division games last season were in the half-back line.

BILLY McDERMENT (Left Back)

Was signed from Leicester City as a right back, but most of his team appearances were at left back. At one time last season he was almost the permanent substitute and, in all, managed 20 First Team appearances which qualified him for a championship medal.

OUR VISITORS—continued

BILL TAYLOR (Goalkeeper)

Joined Luton Town on trial from Partick Thistle, and was signed last Christmas for the remainder of the season. Luton Town are fortunate to have such an experienced player in reserve.

GEORGE POTTER (Wing Half)

Spent three months at Luton on trial during the latter part of last season and did so well that he was called upon for the First Team during a particularly trying period for injuries. Negotiations with Forfar Athletic during the summer proved successful, a moderate fee changed hands and Potter was given a contract for the whole season.

TONY READ (Goalkeeper)

Began the season, as he did last time, when he missed only three matches, as the first choice goalkeeper. Yet there was a time when it looked possible that he would make a name for himself in the forward line. Probably holds the distinction of being the only goalkeeper to have scored a hat-trick in League football. Was born at Haydock and began his career with Sheffield Wednesday before moving to Peterborough United. Joined Luton Town 3½ years ago.

BRUCE RIOCH (Inside Left)

Without doubt Luton Town's biggest asset as a player and he is only 21. Is a natural footballer whose skill developed quickly last season, when he was easily the Club's leading scorer even though he was used as the midfield link. Was born in Aldershot, but spent most of his schooldays in Luton and has been with Luton Town since he was 15.

RAY WHITTAKER (Outside Left)

A Londoner from Bow, he played for the Arsenal, with whom he gained England Youth International caps before joining Luton Town in March 1964.

JOHN RYAN (Outside Right)

Allan Brown went back to his former club, Wigan Athletic, where he was player-manager and signed the player who was his right-wing partner. Also appeared at inside-forward with success.

IAN BUXTON (Inside Right)

When Rodney Green went down with cartilage trouble early last season, there had to be an immediate search for another striker, and Buxton was signed from Derby County for about £11,000.

LAURIE SHEFFIELD (Centre Forward)

One of Luton Town's big close season signings from Oldham Athletic. Born in Swansea, has previously been with five League clubs.

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DIVISION III

Date	Opponents	1968	Ground	Result
August 13	Torquay United (League Cup)	14,702.....(H)2-1
17	Stockport County	13,350.....(H)1-0
24	Hartlepool	5,732.....(A)0-0
27	Reading	16,765.....(H)0-0
31	Plymouth Argyle	12,302.....(H)3-0
September 4	Bradford City (League Cup)	7,806.....(A)1-1
7	Watford	8,709.....(A)0-0
10	Bradford City (League Cup Replay)	12,214.....(H)4-3
14	Walsall	10,593.....(H)1-0
18	Bournemouth & Boscombe Athletic	11,920.....(A)0-2
21	Bristol Rovers	10,364.....(A)1-2
24	Blackburn Rovers (League Cup)	15,402.....(H)1-0
28	Shrewsbury Town	12,087.....(H)3-0
October 5	Orient	12,450.....(H)1-0
9	Reading	17,450.....(A)1-0
12	Brighton & Hove Albion	7,547.....(A)3-1
16	Coventry City (League Cup)	23,810.....(A)2-2
19	Torquay United	15,152.....(H)2-1
21	Coventry City (League Cup Replay)	23,828.....(H)3-0
28	Oldham Athletic	4,238.....(A)3-2
30	Derby County (League Cup)	35,104.....(A)0-0
November 2	Southport	18,910.....(H)5-1
5	Derby County (League Cup Replay)	26,449.....(H)1-0
9	Luton Town	17,250.....(A)0-2
16	(1) F.A. Cup Canterbury(A)1-0
20	Burnley (League Cup Semi-Final)(A)2-1
23	Mansfield Town(A)0-2
26	Northampton Town	6,827.....(A)6-2
December 4	Burnley (League Cup Semi-Final)	28,000.....(H)1-2
7	(2) F.A. Cup Grantham(A)2-0
14	Brighton & Hove Albion	10,907.....(H)1-0
18	Burnley (League Cup Semi-Final)	20,000.....(A)3-2
21	Torquay United	8,327.....(A)1-0
26	Orient	7,101.....(A)0-1
January 4	(3) F.A. Cup Southend United(H)0-2
11	Southport(A)1-1
18	Luton Town(H)
24	Tranmere Rovers(A)
28	Oldham Athletic(H)
February 1	Barnsley(A)
8	(5) Mansfield Town(H)
15	Barrow(A)
22	Rotherham United(H)
March 1	(6) Northampton Town(H)
5	Gillingham(A)
8	Stockport County(A)
11	Barnsley(H)
15	Hartlepool(H)
18	Rotherham United(A)
22	(S.F.) Plymouth Argyle(A)
29	Watford(H)
April 4	Crewe Alexandra(A)
5	Shrewsbury Town(A)
8	Bournemouth & Boscombe Athletic(H)
12	Bristol Rovers(H)
15	Crewe Alexandra(H)

FOOTBALL LEAGUE CUP FINAL TICKETS

The Board of Directors have decided upon the method of distribution of tickets for the Football League Cup Final on March 15th and, throughout their deliberations, their concern has been for our regular Division III supporters. It is for this reason that the plan of distribution is not being disclosed but regular supporters may be assured that this is being done for their benefit and to prevent exploitation by ticket touts.

Our Chairman says "I realise this arrangement may cause a certain amount of frustration among our supporters but I would ask them to be patient and at this stage nothing can be gained by contacting the Club's Office for details", so please — **NO ENQUIRIES.**

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 B—Chelsea v. Liverpool
 C—Everton v. Ipswich Town
 D—Manchester United v. Sunderland
 E—Newcastle United v. Arsenal
 F—Nottingham Forest v. Leicester City
 G—Sheffield Wednesday v. Manchester City
 H—Tottenham Hotspur v. Leeds United
 I—West Bromwich Albion v. Southampton
 J—West Ham United v. Wolverhampton Wanderers
 K—Birmingham City v. Blackburn Rovers
 L—Cardiff City v. Blackpool
 M—Carlisle United v. Sheffield United
 N—Charlton Athletic v. Derby County
 O—Crystal Palace v. Oxford United
 P—Huddersfield Town v. Bristol City
 Q—Middlesbrough v. Millwall
 R—Norwich City v. Bolton Wanderers
 S—Portsmouth v. Fulham
 T—Preston North End v. Aston Villa

Second Section

A—Bournemouth & B.A. v. Oldham Athletic
 B—Bristol Rovers v. Brighton & Hove Albion
 C—Crewe Alexandra v. Barnsley
 D—Hartlepoons United v. Rotherham United
 E—Northampton Town v. Mansfield Town
 F—Reading v. Southport
 G—Walsall v. Gillingham
 H—Watford v. Orient
 I—Bradford City v. Halifax Town
 J—Colchester United v. Bradford
 K—Doncaster Rovers v. Southend United
 L—Exeter City v. Workington
 M—Peterborough United v. Darlington
 N—Rochdale v. Aldershot
 O—York City v. Grimsby Town

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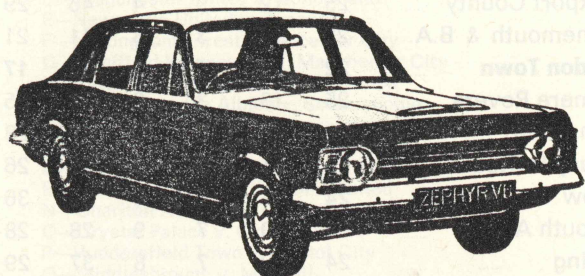
DIVISION III

(up to and including Thursday, 16th January, 1969)

	P	W	D	L	F	A	Pts
Watford	24	14	6	4	36	13	34
Stockport County	25	12	9	4	46	29	33
Bournemouth & B.A.	25	14	3	8	41	21	31
Swindon Town	22	13	4	5	33	17	30
Tranmere Rovers	25	13	3	9	39	35	29
Luton Town	23	12	3	8	37	23	27
Torquay United	25	11	5	9	34	26	27
Barrow	24	11	5	8	38	36	27
Plymouth Argyle	26	10	7	9	28	28	27
Reading	24	9	7	8	37	29	25
Southport	25	10	4	11	42	42	24
Barnsley	25	8	8	9	28	35	24
Walsall	25	7	9	9	28	26	23
Northampton Town	24	8	7	9	28	30	23
Bristol Rovers	24	9	5	10	38	41	23
Mansfield Town	24	8	6	10	32	31	22
Rotherham United	24	7	8	9	24	27	22
Crewe Alexandra	24	8	6	10	32	38	22
Hartlepoons United	25	6	10	9	23	40	22
Brighton & H. A.	27	7	7	13	34	43	21
Orient	23	6	8	9	26	35	20
Gillingham	25	7	5	13	32	45	19
Shrewsbury Town	24	7	5	12	21	33	19
Oldham Athletic	24	4	4	16	16	46	12

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SUPPORTERS CLUB NOTES

A warm welcome today to the team and supporters of Luton Town F.C. Like ourselves, seeking promotion to Division II, we look forward to an exciting match — with, not unnaturally, two more points for us. It is seldom that I look back into the past, as I feel there is more virtue in looking forward, but today's match must recall, to some here, a match way back in 1920-21 season. Swindon Town played their first match in the Football League, Division III at the start of the season. The very first opponents in Division III was — Luton Town. The result was equally 'interesting — Swindon Town 9, Luton Town 1. The Swindon Town team was: Nash; Kay, Mac-Conachie; Langford, Hawley, Wareing; Jefferson, Fleming, Rogers, Batty and Davies. Bert Davies is, of course, the popular host at the 63 Club behind the old stand. The goals were scored by Fleming (4), Batty (2), Davies, Jefferson and Mathieson (Luton, own goal).

Today also marks the annual collection for the Toc H Hospital Broadcast service. As most of you know, a ball-by-ball commentary is broadcast over a closed circuit network to all the wards in Swindon's Hospitals. Sometimes, away matches are included. This means that any supporter in hospital can at least hear all that's going on at the County Ground, even if the game can't be seen. Who knows, YOU might be there during the next match — and you will want to use the service. So, please, dig into the purse this afternoon and help to keep things going. A bob-a-nob today would keep Toc H going for just another year, so what about it?

Arrangements have been made to produce, locally, a souvenir emblem for all Swindon Town supporters to wear to Wembley on March 15th. These cost 2/6 each, are made of plastic with an attractive design, intended to be a permanent

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SUPPORTERS' CLUB NOTES—continued

reminder of the Town's very first Cup Final at Wembley. It can be worn as a rosette and will be on sale at the Supporters' Club mobile and new shops at the Social Club, just outside the ground, until the Cup Final, at least. You will find many other items of interest in the main shop, and there will be some items available as from today at sale price.

Also of interest to all supporters will be the special Handbook being produced by, and for, the players. I have seen some of the photographs which will be included, and with such contributors as Sir Matt Busby, Bobby Moore (England's captain), and other well-known personalities, it is value for money. Get your copy as soon as available. You will find them being sold by Supporters' Club members at the usual programme sellers' pitches, as from 18th February next, if printing goes as planned.

Congratulations to Don Rogers, who joined the "Ton-up" boys by notching his 100th goal last Saturday against Southport. If one accepts the theory that "The first ten years of marriage are the worst" then Don may take heart and think that "The first hundred are the hardest to get". May the second hundred be slotted in even faster.

Social Club members should note the Saturday Night Groups playing at the Saturday Night Party Nights for the rest of the month:

Tonight, 18th January: **The Kentones.**

Saturday, 25th January: **Tony Strange and the Tempos.**

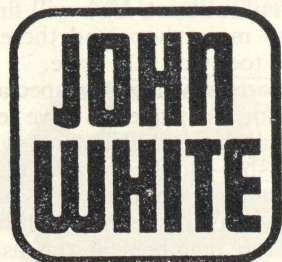
After Bingo, on Sundays, dancing will be to the following Groups:

Sunday, 19th January: **The Cyril Yorke Five.**

Sunday, 26th January: **Pete Low.**

Members should note that two new Groups are featured above. Both have been highly recommended, and should add to the popularity of these week-end entertainments.

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**THE MAN IN THE MIDDLE
ROGER B. KIRKPATRICK**

This afternoon I am making my third visit to the County Ground and I look forward to the hospitality which I have received on previous occasions.

I was born in Leicester and commenced refereeing twenty years ago in local schoolboy football on Saturday mornings. From this beginning I took the game very seriously especially when I became a regular in the Royal Navy (Fleet Air Arm). The opportunity in the Service gave plenty of scope to follow this particular interest and gain experience as I believe there is no short cut to success. During my service career I represented the Royal Navy at cricket and basketball, and the Air Command at rugby. I have also played some professional football at the position of goalkeeper, but found the interest of refereeing so strong that I concentrated on this side.

I am married with two sons, aged 15 and 13. The eldest will be watching today, but the youngest is hoping to become a professional footballer and would rather play for the school team than travel with me and watch the games. I am employed as a Sales Director for H. L. Driver Hosiery Co. Ltd., Barrow-on-Soar. I try to maintain peak fitness by playing a varied range of sports which include golf, cricket, squash and five-a-side football.

I have recently returned from Malta where I was officiating in the Inter Cities Fairs match between Hibernians (Malta) v. Aris Solonica.

FOOTBALL COMBINATION

Date	Opponents	Ground	Result
1968			
August 10	Oxford United (C)	3,647.....(H)8-0
17	Oxford United (C)(A)1-0
20	Reading (C)	1,667.....(H)1-1
24	Bournemouth (C)(A)0-3
September 4	Reading (C)(A)0-1
7	Bournemouth (C)	1,360.....(H)2-2
11	Arsenal (C)	1,231.....(A)0-2
14	Southampton (C)(A)1-6
21	Southampton (C)(H)0-3
October 5	Arsenal(H)0-3
12	Cardiff(H)1-2
15	Bristol C ty(A)1-3
26	Gillingham(H)0-1
November 9	Luton(H)0-3
23	Ipswich(H)0-2
30	Southampton(H)0-3
December 7	Crystal Palace(A)0-3
14	Fulham(A)0-4
16	Chelsea(A)1-3
21	Swansea(H)4-1
1969			
January 11	Peterborough United(H)3-1
25	West Ham United(H)
February 1	Oxford United(H)
12	Reading(A)
19	Plymouth Argyle(A)
March 8	Bristol Rovers(H)
15	Birmingham(A)
22	Walsall(H)
April 12	Tottenham Hotspur(A)
19	Northampton Town(H)
To be arranged	Bournemouth & Boscombe Athletic

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FORTHCOMING MATCHES

SATURDAY, 25th JANUARY, 1969

FOOTBALL COMBINATION

WEST HAM UNITED

Kick-off 3 p.m.

TUESDAY, 28th JANUARY, 1969

DIVISION III

OLDHAM ATHLETIC

Kick-off 7.30 p.m.

SATURDAY, 1st FEBRUARY, 1969

FOOTBALL COMBINATION

OXFORD UNITED

Kick-off 3 p.m.

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LAST WEEKS MATCHES

DIVISION III

Saturday, 11th January, 1969.

Drew with SOUTHPORT (Away) 1—1.

Team: Downsborough; Dawson, Thomas; Butler, Burrows, Harland; Heath,
Penman, Smith, Noble, Rogers. Sub. Smart.

Scorer: Rogers.

Attendance:

Referee: Mr. D. Pugh (Chester).

FOOTBALL COMBINATION

Saturday, 11th January, 1969.

Beat PETERBOROUGH UNITED (Home) 3—1.

Team: Jones; Desmeules, Trollope; Handrick, Blick, Hubbard; Mascia,
Bailey, Jones, Dangerfield, Fry.

Scorers: Fry (2), Jones.

Referee: Mr. J. A. Finn (Chigwell Row).

HELLENIC LEAGUE

Saturday, 11th January, 1969.

Beat WADDESDON (Home) 5—0.

Team: Grzadkowski; Blake, Allen; Stroud, Mason, Claypole; Aldworth,
Eeles, Smith, Morris C., Morris K.

Scorers: Claypole (2), Eeles, Smith, Morris K.



An attack against Southend United shows a determined Stan Harland.

Photo by R. Marsh

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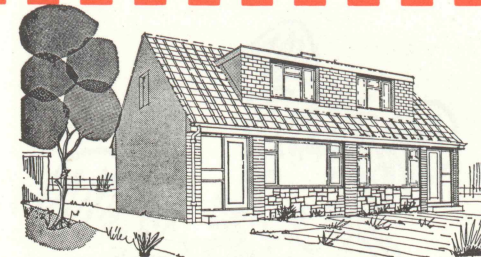
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