

Swindon Town Football Club



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Official Programme 6p



Luton Town

18th April 1972

OFFICIALS

Referee

Mr A W S Jones (Aughton, Nr Ormskirk)

Linesmen

Red Flag

Mr J Helps (Hounslow)

Yellow Flag

Mr L H Holland (Oxford)

SWINDON TOWN

- 1 Downsborough
- 2 Thomas
- 3 Trollope
- 4 Butler
- 5 Burrows
- 6 Hubbard
- 7 Smart
- 8 Bunkell
- 9 Horsfield
- 10 Noble
- 11 Rogers
- 12 Peplow

Colours: Red and White

LUTON TOWN

- 1 Barber
- 2 Slough
- 3 Shank
- 4 Keen
- 5 Garner
- 6 Moore
- 7 Wainright
- 8 Allen
- 9 Givens
- 10 Ryan
- 11 Hindson
- 12 Court

Colours: Black and White



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Swindon Town Football Company Limited

Registered Office County Ground, Swindon

news & views

Tonight we welcome once again our friends from Luton. Like ourselves they were prominent members of the Southern League and became founder-members of Division Three (South) when it was formed in season 1920/21. In fact they were our opponents in the opening game of the competition.

Like ourselves they have not enjoyed a particularly good season at the time of writing, Luton occupy sixteenth place in the League table with thirty-four points from thirty-eight games. It is worth noting however, that away from home they have won two and drawn nine, with thirteen goals for and twenty-one against. Quite a good away record. Mentioning away form, Swindon's this year is better than for many seasons, having won five and drawn five, producing fifteen points out of our total of thirty-six. Swindon are in twelfth position with thirty-six points from thirty-six games, so there is little difference between the two teams. Both should be free from relegation worries, but many things could happen yet. Some clubs suddenly find their best form on the 'run in', for instance Liverpool, who could still surprise many by winning the Division One championship.

Similarly, who wins promotion from our own Division, and which clubs join us from Divisions One and Three. What interest

there would still be if four clubs were promoted and four relegated as in Divisions Three and Four.

Last season the visit of Luton to the County Ground produced one of the biggest gates of the season - 18,698. The result was a no-score draw. The visitors played very good, neat football in the first half of the game. Swindon had the better of the second half, but the Luton defence, with its strong, tall men, won all the balls in the air.

The return fixture was our last game of the season. At half-time Swindon led by a goal scored by Chris Jones (who seems to be finding the net regularly for Walsall, who are climbing to a high position in Division III), but Luton equalised in the second half. At the time of the game Swindon and Luton were challenging for the most goals scored in Division II, which meant a place in the Watney Cup competition. Swindon had scored fifty-eight, but Luton went on to exceed that total by defeating Cardiff City by three goals to nil on the following Tuesday.

Unfortunately they did not proceed far in the competition as they were defeated in the first round by Colchester United, who eventually became the winners by beating West Bromwich Albion in the Final - penalties deciding the issue after a drawn game.

Welcome to one of our oldest friends, Mr. Alex Stock, still a manager and a real

President W J Castle
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C J Green Dr J Nicholas F Plyer
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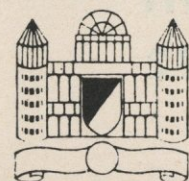
gentleman after twenty-six years of 'sweat and toil'. That speaks for itself as well as his record of gaining promotion for clubs which he has managed.

Many of us still remember him in 1946 when he was player-manager of Yeovil and Petters United and the unique cup runs of that club - great days!

After tonight's match we have two home games remaining, Watford (whom we are going to lose this season, and remember they won Division 3 when we were promoted in 1969) on Tuesday, 25th April, and Orient, still fighting to remain in Division II, on Saturday, 29th April.

Do you know your Club badges?

Answers on page 10



(a)



(b)

Cover photo: Roger Smart makes some space and tries a shot from the edge of the box.

Officials and playing staff of Luton Town Football Club



Picture 'The Luton News'

Back row: Peter Woods, Viv Busby, Alan Garner, David Court, Don Shanks.
Second row: Ken Whitfield (coach), Don Givens, Chris Nicholl, Tony Read, Robin Wainright, Peter Anderson, Jimmy Andrews (assistant manager).
Front row: Ken Goodeve, Roger Hoy, John Moore, John Ryan, Alan Slough, Jimmy Ryan.

our visitors

Luton Town



John Ryan (Full-back)

Probably the best free-transfer signing Luton have ever made because he was allowed to go by Fulham after having made 21 appearances in their team when it was relegated from Division II. In the two seasons he has been with Luton, he has made 78 out of 88 League appearances and has developed into one of the fastest, most dependable full-backs in the Second Division. A Londoner, he had a spell with Arsenal before going to Craven Cottage.

Ken Goodeve (Full-back)

Was signed from Manchester United twelve months ago as a centre-half and showed much promise there in the Reserves. However, towards the end of last season, a first team vacancy occurred at left-back where he did so well that this is likely to be his future position. Was born in Manchester and signed for United as a youngster.

Alan Slough (Full-back)

At 23 years-of-age, Slough has a wealth of experience, all of it gained with his home town club, Luton. Most adaptable, he began his career as a full-back, had a spell in the attack and then it seemed that he had found his best place as a driving force in midfield. However, it was then decided that he would serve the Club better in the back four where he had a brilliant spell last season. When First Division clubs were showing interest in him, he asked for a long-term contract, and signed one for three years with the option of a further three.

Mike Keen (Midfield)

One of the most consistent players in the game, something that was recognised last Easter when the Club presented him with a silver salver to mark his 500th League appearance. Most were made for Q.P.R. whom he captained during their meteoric rise to Division I and in their League Cup triumph. Luton paid Rangers £18,000 for him, made him their captain and he has been a tower of strength to them. Toured Australia with the F.A. party last summer and was appointed captain.

David Court (Midfield)

A record fee for Luton of £35,000 changed hands when this clever mid-field player moved from Arsenal just over 12 months ago. For a long time was a member of the first team squad at Highbury where he made over 150 first team appearances and it came as something of a surprise when the 'Gunnery' agreed to let him go. In fact the deal went through only after protracted negotiations.

Don Shanks (Full-back)

Served his apprenticeship with Fulham who did not offer him terms as a full-time professional, so Luton snapped him up. Since then he has developed quickly having been a regular member of England's youth team squad and he did not miss a match during their triumph when they won the Little World Cup in Czechoslovakia during the summer. Is now regarded as being ripe for a League bleeding.

Keith Barber (Goalkeeper)

Came late into the game as a professional, being in his early 20's, but looks an extremely good prospect, having already made a successful League debut. Comes from Vauxhall (London) and played for Dunstable Town in the Southern League before Luton signed him on a permanent basis.

Peter Anderson (Striker)

Made his debut whilst still an amateur, against Watford on 13th February and was signed as a professional the following week. Previously he had been one of Hendon's most prominent stars and the move into the higher circle did not worry him because he maintained his place for most of the rest of the season. So far, the majority of his outings have been on the left wing but the indications are that he is happier on the right.

Chris Nicholl (Centre-half)

Most of the football world was taken by surprise when Luton paid Halifax Town £30,000 for his transfer only a day after he had put up a storming display against them. Has developed into one of the most commanding centre-halves in the Second Division and is now rated in the £100,000 class. Born at Macclesfield, he had trials with Burnley who did not keep him, and Halifax signed him from Witton Albion for a mere £750.

John Moore (Centre-half)

Longest serving member of the playing staff and one of the Club's most dependable players. Luton's Scottish scout had noted his progress when he was playing for Motherwell who gave him a free transfer after which Luton could not sign him quickly enough. Has made over 200 appearances in League football and has developed a fine understanding with Nicholl.

our visitors continued

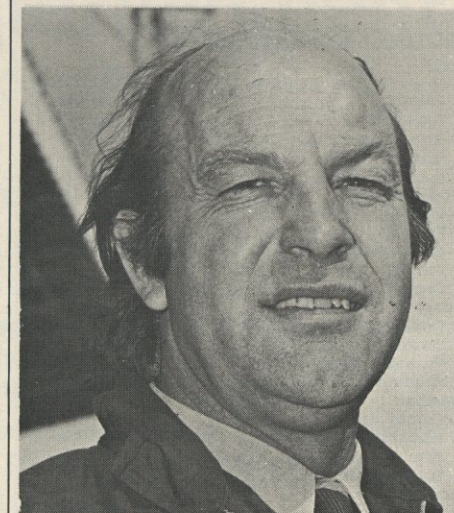
Jimmy Ryan (Midfield)

As the most experienced player he probably cost the greater part of the £35,000 which Luton paid to Manchester United in May 1970 for four players. A Scot from Stirling, he found his first team appearances limited at Old Trafford but he did well for Luton last season both as a raiding winger and a midfield link.

Don Givens (Striker)

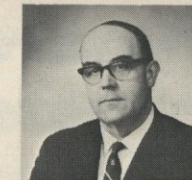
Fourth member of the ex-United quartet and came as a centre-forward, but spent much of last season in the number 11 shirt, though operating as a striker. With eleven goals he was second leading scorer and it is reasonable to assume that he will boost this total this season. Dublin born and a regular member of the Eire team.

Behind the scenes



Maurice Owen

Public Relations Column



You will all be pleased to know that our old friend/player/trainer, etc., Harry Cousins, is now back on duty after his recent illness. Although Harry must take things steady, his enthusiasm is still as great as when he was playing, and we all wish him well.

A few weeks ago I mentioned that G. Chalklin had been called to the England schoolboy squad. We are delighted that he gained his international schoolboy cap against Northern Ireland, and has been retained in the squad for Wales, Scotland and Western Germany matches. Congratulations Geoff, and may this be the start to a great career.

Our most recent apprentice signing is S. Donnachie, 16 years old from Leicester. Recommended to Swindon by D. Claypole, a youngster who just failed to make the grade, but who has Swindon Town very much at heart. Thank you, Darroll.

Three youngsters who, if they continue the hard work, could well make the grade are G. Broome, S. Newman and A. Gough. The latter, being a prospective giant, is already nicknamed by the lads as Primo, after the famous heavyweight world boxing champion - Primo Carnera. Good luck to all the lads. Hard work and dedication now will bring just reward in the future.

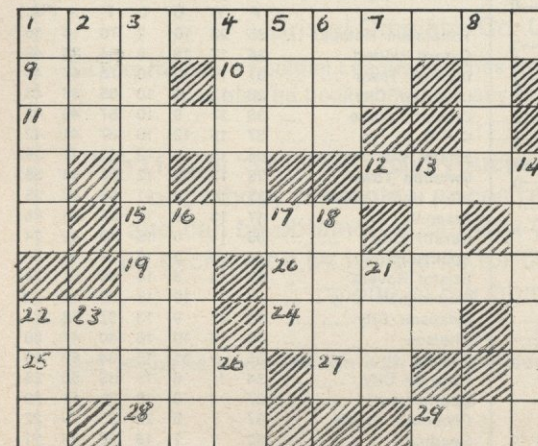
I am hoping with the help of Dave Mackay and the lads to organise a pre-season grand Dance, possibly in July or early August. This will be held if possible at the British Railway Dining Hall, where we shall have room for 450 persons, and I am sure you will make it a bumper night. Details of date and price will be announced as soon as possible.

If you wish me to put you on the list as a match ball donator for next season, drop me a line now and I will be pleased to allocate a match to you as soon as the fixtures are known.

Len Collings

A soccer crossword for half-time

(Answers on page 11)



Across

- 1 Sheffield United ground (7, 4).
- 9 — Matthews', ex-Coventry man (3).
- 10 Captain does this with his team (4).
- 11 Stockport Park (7).
- 12 Familiarly he used to manage Swindon Town (4).
- 15 Coventry forward once with Swindon (5).
- 19 'Vim' (2).
- 20 Fulham's Cottage (6).
- 22 Leed's Scottish international (4).
- 24 Foreign side, but not far away (4).
- 25 West Bromwich international (5).
- 27 Initially he plays for Derby County (1, 1).
- 28 Slippery customer! (3).
- 29 Derby County goalkeeper (3).

Down

- 1 This in the defence can result in a goal (5).
- 2 Manchester United Devil (3).
- 3 Total result (9).
- 4 Clarke? (5).
- 5 Manchester City forward (3).
- 6 Recline (3).
- 7 Former Cardiff Welsh international player (INIT) (1, 1).
- 8 Back of the neck (4).
- 13 They do this over the good ones! (4).
- 14 Law? (6).
- 16 Everton striker (5).
- 17 Pitch hazard (3).
- 18 Comedy man of Luton (4).
- 21 Craft (3).
- 22 A striker tries to create one to score (3).
- 23 Swindon forward (INIT) (1, 1).
- 26 Ex-Aston Villa and England international (INIT) (1, 1).

Fixture list 1971/72 Swindon score first

Division II

August	
14 Blackpool	(A) 1-4
18 League Cup (1)	(H) 0-0
21 Charlton Athletic	(H) 2-1
28 Carlisle United	(A) 0-0
September	
1 Watford	(A) 0-0
4 Queen's Park Rangers	(H) 0-0
8 Colchester United (League Cup 2)	(A) 1-4
11 Sunderland	(A) 0-1
18 Fulham	(H) 4-0
25 Cardiff City	(A) 1-0
29 Hull City	(A) 0-2
October	
2 Bristol City	(H) 0-1
6 League Cup (3)	(A) 0-0
9 Luton Town	(A) 1-0
16 Blackpool	(H) 1-0
19 Birmingham City	(H) 1-1
23 Sheffield Wednesday	(A) 0-1
27 League Cup (4)	(H) 0-1
30 Middlesbrough	(H) 0-1
November	
6 Oxford United	(A) 1-1
13 Millwall	(H) 0-2
17 League Cup (5)	(H) 1-1
20 Preston North End	(H) 1-1
27 Burnley	(A) 2-1
December	
4 Norwich City	(H) 0-1
11 Orient	(A) 1-0
18 Queen's Park Rangers	(A) 0-3
27 Portsmouth	(H) 3-1
1972	
January	
1 Fulham	(A) 4-2
8 Carlisle United	(H) 0-0
15 Arsenal (F.A. Cup 3)	(H) 0-2
22 Hull City	(H) 2-1
29 Birmingham City	(A) 1-4
February	
5 F.A. Cup (4)	(H) 1-0
12 Sheffield Wednesday	(H) 1-0
19 Middlesbrough	(A) 0-2
26 Oxford United	(H) 4-0
March	
4 Millwall	(A) 2-2
18 Charlton Athletic	(A) 1-3
25 Sunderland	(H) 1-1
31 Bristol City	(A) 0-1
April	
1 Portsmouth	(A) 2-1
4 Cardiff City	(H) 3-1
8 Preston North End	(A) P
15 Burnley	(H) 0-1
18 Luton Town	(H)
22 Norwich City	(A)
25 Watford	(H)
29 Orient	(H)
May	
6 F.A. Cup Final

League table division 2

(up to and including Saturday, 15th April, 1972)

	P	W	D	L	F	A	Pts.
Norwich City	39	19	14	6	56	34	52
Millwall	39	17	17	5	60	44	51
Birmingham City	37	16	16	5	54	29	48
Q.P.R.	38	17	13	8	50	28	47
Sunderland	38	15	15	8	60	55	45
Blackpool	39	18	7	14	60	47	43
Middlesbrough	38	18	7	13	46	45	43
Bristol City	39	16	9	14	54	45	41
Carlisle United	39	16	9	14	57	51	41
Burnley	39	17	6	16	65	54	40
Swindon Town	37	13	10	14	39	41	36
Luton Town	39	10	16	13	41	45	36
Hull City	39	13	10	16	48	48	36
Oxford United	40	11	14	15	40	51	36
Sheffield Wed.	38	11	12	15	46	54	34
Orient	37	13	8	16	45	53	34
Portsmouth	39	11	12	16	55	64	34
Cardiff City	38	10	13	15	53	61	33
Preston North End	37	11	11	15	48	49	33
Charlton Athletic	39	12	8	19	54	69	32
Fulham	38	12	7	19	44	65	31
Watford	38	5	8	25	23	66	18

Football Combination

(up to and including Saturday, 8th April)

	P	W	D	L	F	A	Pts.
Tottenham Hotspur	35	23	10	2	70	14	56
Oxford United	38	17	15	6	54	38	49
Ipswich Town	37	17	10	10	78	47	44
Leicester City	36	17	9	10	65	46	43
Crystal Palace	36	17	9	10	57	46	43
Q.P.R.	37	15	12	10	67	41	42
Bristol City	36	15	9	12	51	41	39
Swindon Town	35	13	10	12	62	63	36
West Ham United	33	13	9	11	56	46	35
Arsenal	37	13	9	15	55	48	35
Cardiff City	35	14	6	15	49	42	34
Southampton	34	13	8	13	39	40	34
Bristol Rovers	35	13	8	14	39	51	34
Birmingham City	34	11	10	13	33	43	32
Swansea City	33	11	9	13	37	53	31
Chelsea	36	10	10	16	40	47	30
Fulham	35	9	11	15	34	50	29
Norwich City	34	11	6	17	35	55	28
Bournemouth	37	8	9	10	35	61	25
Plymouth Argyle	37	7	8	22	35	79	22
Reading	32	7	7	18	28	68	21

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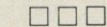
London Entertainment BOOK HERE



**WE HAVE TICKETS FOR EVERYTHING
SWINDON TOWN — KEITH PROWSE**

Book at the Box Office at the Swindon County Ground for all London entertainment events. Get the 'best seats' from us and you only pay the price on the ticket — no problems.

We give a unique service for Theatre and Cinema, Concerts, Opera, Ballet, Variety Shows, Royal Tournament, Sightseeing Tours.



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

Lewis's Ltd., The Haymarket, Bristol

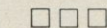
Hunting Lambert Ltd., Devizes, Melksham, Glastonbury and Shepton Mallet

B.C.A. Travel Ltd., 27 Winchcombe Street, Cheltenham and 17 Southgate Street, Gloucester

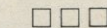
Playtravel, Wootton Bassett

Bristol Omnibus Co. Ltd., 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.



Don't forget 'SWINGIFT' Gift Vouchers if you are giving anniversary or birthday presents — prices range from £1.00 to £10.00 and can be obtained at our Box Office, where they can also be exchanged by recipients for tickets for a London Theatre or one of our home matches.



Any enquiries in connection with entertainment will be welcomed at our Box Office.

Supporters club notes

Today we welcome back our friends from Luton. For those supporters who wish to visit our social club before or after the game, they will be most welcome.

How history repeats itself. In the 1969/70 season, Paul Reaney of Leeds United broke his leg at West Ham when Leeds were after the double, and they failed in both. Once again Leeds are chasing the double and this time they have lost the world's greatest full-back, Terry Cooper. This is not only a blow to Leeds but also to Sir Alf Ramsey and his England team as they prepare for the game against West Germany in the European Nations Cup. We all wish Terry a quick recovery.

Talking of the game against West Germany, I hope that this will not affect the game against Orient due for the same day.

As the season draws to a close, I would like to bring to your attention the annual challenge football match between the two teams from the Supporters' Club. The date is Cup Final day, kick-off 6.30 p.m. The venue has yet to be arranged but I will inform you, I hope, in the next programme of this.

Next week's match at Carrow Road could well make Norwich City champions of Division Two, if so we also wish them well in the higher sphere.

Don't forget Saturday night when we have the return of the highly popular Mark Five.

FOR SALE at the Club Office

Papermate pens engraved
'Swindon Town'
Price 60p

Ideal present for all ages; and if you have no-one for which to buy a present — go on, treat yourself!

Action shots from the Burnley game

(1) Stevenson, the Burnley goalkeeper, covers the near post as Peter Noble tries to squeeze the ball in from a very acute angle.

(2) Rising well to a high cross, Peter Noble just fails to connect with the ball.

(3) Moving in, hoping for a rebound, Arthur Horsfield advances on the Burnley goalkeeper Stevenson.

(4) Peter Noble moves in on the blind side of the Burnley defence to get a chance to head goalwards.

(1)



(2)

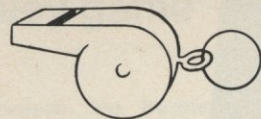


(3)



(4)

the man in



the middle

A W S Jones

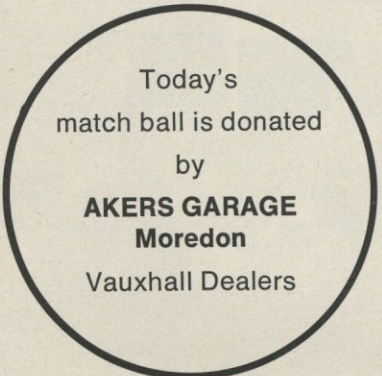
from Aughton, Nr. Ormskirk, Lancs.

Began refereeing in 1950 with Liverpool Boys' Association. Progressed through Liverpool League, Liverpool County Football Combination, Central League and on to the Football League.

Married, he is a Buying Controller.

Interested in tennis and gymnastics.

He was President of the Association of Football League Referees and Linesmen 1969/70.



Today's match ball is donated by **AKERS GARAGE** Moredon Vauxhall Dealers

Match Ball Donors

- Oxford United — Don Rogers Sports.
- Sunderland — Borough Press (Swindon) Limited.
- Cardiff City — Plessey Communications Systems Ltd.
- Burnley — Walker Jackson & Co. Ltd.

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 timekeeper 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.

CARDIFF CITY (4th April, 1972)

First goal (£60) Actual time 14m 20s, paid on 14m 21s — Mr. P. Vitale, 83 Dean Street, Swindon.

Last goal (£10) Actual time 83m 8s, paid on 83m 7s — Mr. P. Payne, 4 New Field Road, Marlow.

Attendance (£10) Actual 15,393, paid on 15,395 — Mr. F. Swatton, 32 Moredon Road, Swindon.

Answers to Club Badges

- (a) Crystal Palace
- (b) Middlesbrough

Forthcoming matches

SATURDAY, 22nd APRIL, 1972
Football Combination — Kick-off 3 p.m.

Swindon Town v Norwich City

TUESDAY, 25th APRIL, 1972
Division II — Kick-off 7.30 p.m.

Swindon Town v Watford

THURSDAY, 27th APRIL, 1972
Football Combination — Kick-off 7.30 p.m.

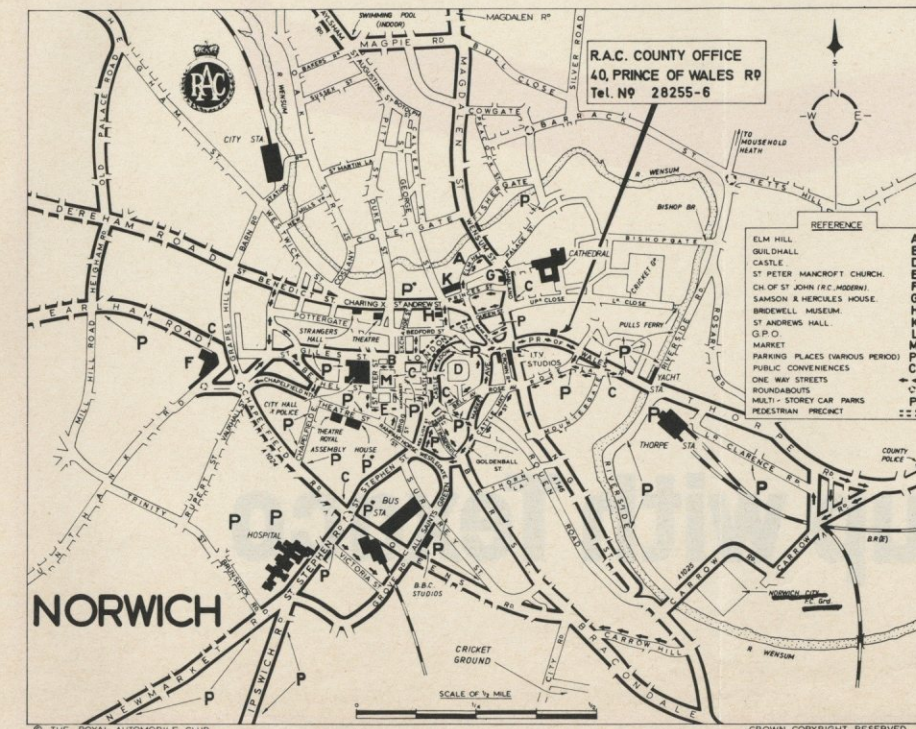
Swindon Town v Reading

follow the robins . . . to Norwich City Saturday 22nd April

Leave Swindon on the A420 and follow this road via Shrivenham and Faringdon to Oxford. **30½ miles**

Join the Oxford ring road and take the A43 until reaching the junction with the A421 and then follow the A421 to Bicester and Buckingham. **54½ miles**

Now join the A422 via Stony Stratford and Newport Pagnell until the junction with the A428 and turn right for Bedford. Continue on 428 until joining A1 and at St. Neots join A45 to Cambridge. Keep on A45 through Newmarket until junction with A11. Take A11 via Burton Mills, Thetford, Wymondham and on to Norwich. **196½ miles**



British International Championship 1972

Wales v England

Ninian Park, Cardiff
Saturday, 20th May, 1972
Kick-off 3 p.m.

ENCLOSURE TICKETS 50p obtainable from:

Secretary, The Football Association of Wales,
3 Fairy Road, Wrexham LL13 7PS
or the
Secretary, Cardiff City F.C.,
Ninian Park, Cardiff CF1 8SX
GROUND 35p (Schoolboys 25p)
By payment at the turnstiles on the day of the match

All stand tickets sold

CROSSWORD ANSWERS	
Across	Down
1 Bramall Lane.	1 Break.
9 Reg.	2 Red.
10 Lead.	3 Aggregate.
11 Edgeley.	4 Allan.
12 Fred.	5 Lee.
15 Ernie.	6 Lay.
19 Go.	7 L.D. (Len Davies).
20 Craven.	8 Nape.
22 Gray.	13 Rave.
24 Eire.	14 Dennis.
25 Astle.	16 Royle.
27 C.T. (Colin Todd).	17 Ice.
28 Eel.	18 Eric.
29 Les.	21 Art.
	22 Gap.
	23 R.S. (Roger Smart).
	26 E.L. (E. Lowe).



Team up with Texaco