

SWINDON TOWN

FOOTBALL CLUB



Division 3

1974 - 1975

Official Programme 10p



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Secretary **R. J. Jefferies**

Team Manager **D. T. Williams**

Commercial Manager **G. Drew**

Club Medical Officer **Dr. J. Nicholas**

NEWS & VIEWS

At the beginning of each new season, every club in the Football League has high hopes of a successful season. Not that I am going to predict, what is going to happen to Swindon Town, but to me at the moment, there is a new spirit throughout that club. An atmosphere of eagerness, and determination from the manager down to the newest apprentice.

We begin a new season in Division 3, and it surprises me greatly, that some of our supporters prefer watching games in this Division, in preference to those in Division 2.

We start with the return, not only of our old friend Danny, but the white shorts. So we are back in our rightful colours Red and White. That fact will please many of our supporters, especially the older ones. So bring out your Red and White scarves, and ties, you so proudly wore to Wembley in 1969 yes, "here we come again".

The short trip to Gibraltar, and the winning of the two games, and consequently the Cap, has given a great fill-to the team, on which to begin, may the results continue in this vein. The season is going to be a long hard on, because in addition to the forty-six league games,

the League Cup begins on Tuesday, with a First Round Tie at home to Portsmouth. That fixture will revive memories of last season's battles in the F.A. Cup. This is one we are going to win.

This afternoon we welcome once again an old acquaintance in Bury F.C. We last played them in Season 1967-68, at the end of which they won promotion to Division 2. The match was played on Saturday 24th February, 1968, before a gate of 14,464. Bury led by two goals to nil at half-time, and quickly increased their lead to three. Noble substituted for Lowes, and scored two quick goals in a great fight back by Swindon, who unfortunately could not equalize wearing number six shirt for the visitors was a nineteen year old named Lindsay, now well known as Liverpool and England full back.

The following season 1968-69, after only one year as members of Division 2. Bury was relegated, and as we all know now replaced by Swindon after that fabulous season, with the beginning of the League Cup, and promotion. Unfortunately Bury dropped further into the relegation zone, and eventually became members of Division 4 in 1971. Now once again they are on the upward trend and gained promotion in April of this year.

continued on page 9

ATTACK!

PAID OFF FOR BURY by Tony Pullein

Bury boss Bobby Smith achieved the rare distinction of gaining promotion in his first season as a manager when he pushed the Shakers into the fourth promotion place in Division Four with a tremendous late burst of five successive victories last season.

Right from the beginning, Mr. Smith had adopted an all-out attacking policy. It certainly paid off handsomely for Bury scored 89 goals in Cup and League with Derek Spence, George Hamstead, Billy Rudd and John Murray all getting into double figures.

Spence, a former Northern Ireland and youth international, was spotted by Oldham while playing for Crusaders. He made his League bow three seasons ago and joined Bury for a £2,500 fee in September 1972. Several big clubs wanted to sign him last season but, with promotion in mind, Bury refused to sell.

Hamstead was once on Rotherham's books and, after leaving them, he signed for York City in 1964. Two years later he moved to Barnsley, holding a first-team place for four years. After being released, he signed for Bury in 1971. He scored 13 times last season.

Rudd was a Manchester United ground-staff boy but didn't make their League team. Birmingham gave him his break in 1959/60 but it was after signing for York in 1962 that he really settled in League soccer. Grimsby signed him in 1966 and he later served Rochdale until joining Bury in 1970.

Murray began his League career with Burnley in 1966/67, transferring to Blackpool in 1970. Within a year he was on the move again when Bury signed him.

Several players are jockeying for positions in midfield, notably Jimmy Nicholson, Steve Melledew, Alan Tinsley, Brian

Williams and Charlie Gisbourne.

Nicholson, who joined the club from Huddersfield mid-way through last season, is a player of tremendous experience. He won 41 caps for Northern Ireland in his Manchester United and Huddersfield days and was also picked for under-23 and "B" internationals.

Melledew, signed from Aldershot for £8,000 last season, began his career with local rivals Rochdale and in 1969 was signed by Everton. But in two years at Goodison Park, he didn't get a first-team game and he moved on to Aldershot in 1971

Tinsley is an ex-Preston player. He had only one season in their first-team before transferring to Bury in 1970. Williams is a youngster, discovered by Bury, who has been on the verge of England youth honours for the past two seasons.

Gisbourne, another Bury discovery, came into the team two seasons ago although he has not yet won a regular place.

When Bury released former England centre-back Peter Swan at the end of last season, they sought this replacement in John Hulme, a big player who spent the past two seasons with Reading. Bolton gave him his first big chance in 1963 and he made some 200 senior appearances for them before serving Notts County on loan. He then moved on to Reading.

The second centre-back is likely to be David Holt, a Bury regular for almost five years now, but John Thomson ----- a defender signed from Newcastle last season ----- could come into the reckoning.

Steve Hoolicken and Keith Kennedy held down the flank defensive positions all last season. Hoolicken arrived from Oldham, where he had been only an occasional first-team player, in 1973, while Kennedy

was signed from Newcastle for £3,000 two season ago.

The regular goalkeeper has been John Forrest who initially came into the side in 1967/68 and has now made well over 100 first-team appearances. When Forrest is injured, Bury have a ready-made replacement in Terry Gennoe who made his League bow two seasons ago.

Manager Bobby Smith joined Bury in the 1973 close-season as coach. His playing career had spanned ten years, starting with Manchester United. He then served Scunthorpe, Grimsby, Brighton, Chester and Hartlepool.

It's now over 40 years since Bury enjoyed First Division football at Gigg Lane and we have to delve back even further to touch an era when Bury's name was revered in much the same manner as those of Leeds, Liverpool and others are today.

They gained admission to the Football League Division Two in 1894 and in their first season they walked away with the Championship of the division by a fantastic nine-point margin, a feat which has only once since been beaten ----- by Middlesborough who won by 15 points last season.

They won the F.A. Cup for the first time in 1900, beating Southampton 4 - 0 in the

final. Three years later they went even better, establishing the record Cup Final victory of 6 - 0 over Derby County to take their goal record in that competition to 12 - 0. Since then, though, they have never again progressed even as far as the semi-finals.

Relegation came in 1912 but, by scraping into second position over Derby on goal average in 1924, they returned for their final five campaigns of First Division soccer during which period they finished once in fifth position and once in fourth place ---- their best achievement in League soccer.

They made one or two bold bids to regain their place at the top, but all in vain. Then after the last war they went into decline and when we wanted to find Bury's name it was usually to the bottom of the Second Division that we had to look, After some lucky escapes, they finally fell into Division III (North) in 1957 though it took them only four years to become champions of the newly-constituted Third Division.

Then came some lightning changes of events. In 1967 they were relegated to the Third Division, twelve months later regaining Second Division status. But in 1969 they went down again and in 1971 they dropped further into Division Four.



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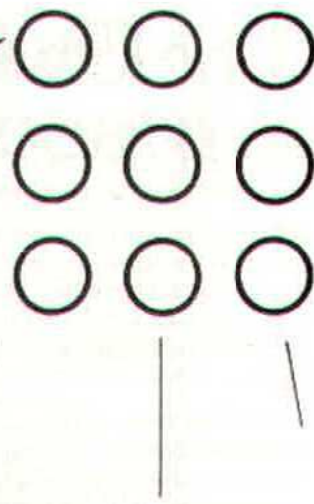


6 Team photo BURY F.C.



Third Division Scene

by Tony Pullein



Bobby Charlton's Come-Back

All eyes will be focussed on Deepdale today as Bobby Charlton is expected to make his come-back as a player, against Plymouth Argyle. Whether or not this decision was a wise one remains to be seen, but there can be no doubt that his presence will give a welcome boost to Third Division attendances.

It also gives him the chance to round off his scoring record. When he retired he had 198 League goals to his credit ----- all in the First Division. Two more will enable him to complete his double century.

Charlton's return led to his name being eliminated from Rothmans Football Year-book "Stars of the Past" feature. It was argued that he is no longer "of the past". Presumably, he will be re-instated when he retires again.

Hereford 'United's new manager John Sillett is surrounding himself with experience in his attempt to take the League's babes into Division Two. One of his first announcements was Southampton's former England midfield player Terry Paine, as player-coach.

Paine, who played 713 League games for the Saints, will have to continue playing for at least two seasons if he is to beat Jimmy Dickinson's record of 764 Football League appearances.

Another international player followed Paine from Southampton to Hereford ----- Republic of Ireland player Tony Byrne, who did not get a lot of joy in ten years at The Dell. He played only a hundred or so games in the first-team.

Yet another former Southampton man at Hereford is Fred Kemp who had spent the past three seasons at Halifax.

At one time football rarely got involved with law, yet today it is fairly commonplace to find soccer disputes being decided by the Courts. One unusual case, however, recently involved Third Division side Bournemouth.

Notts County claimed that the Cherries has agreed verbally to buy their captain Don Masson for £125,000, but then opted out of the deal. But the Court ruled that Bournemouth had not acted illegally so Notts County had to pay the legal costs.

If last term's end-of-season form is any guide, then Aldershot and Tranmere Rovers could turn out to be unlikely promotion candidates. Aldershot, who at one stage looked likely to suffer relegation, took nine points from their final six matches. Tranmere and Wrexham, who nearly made it last time, achieved similar results.

The Chairmans Column

Today we open on to a new season with all hopes and aspirations of success which inevitably every club has.

After a disastrous season last year a stranger to the town might wonder at our optimism, but we know that behind the scenes at Swindon many changes have and are taking place, which prove advantageous to the Club over a period of time.

Much has been written and spoken about our Manager Danny, and everyone whom has had contact with him will know of the happy atmosphere that he creates in the circle that he works within, and it is this happy atmosphere that has permeated into the club dressing rooms and everywhere else, that is such a healthy sign for the future.

His ability to create a successful side on the field, he has proved, by his achievements and I only hope that our supporters will give him time to build to this end.

The management of the club, away from the playing side of things, also have been very active over the last few months. With the aim in view of trying to keep the image of our club in closer relationship with you, our supporters, we have called in the help of a professional Public Relations organisation, and already we are seeing the results of our combined efforts, with news and views in local newspapers in and around the Swindon and District. This news sheet we hope will keep people informed of the activities both of the present and future, and to reach out to our supporters whom are unable to but a local paper.

Changes are taking place at Boardroom level as have been published recently, and I would like to take this opportunity to publicly thank the Directors whom have left us over the past season, for all the time and hard work that they have given to the Club over the years.

Inevitably changes take place and new ideas and enthusiasm will I am sure help the club for the future.

Our Fund raising team with Graham Drew is now becoming known to many of you, and they are doing a grand job to help the club build for the future. We hope that many more people will become regular participants in our weekly competitions, and Mr. Drew has some exciting new ideas with prizes that are also exciting.

Among the many activities that have been taking place behind the scenes during the close season has been the complete re-draining of our playing surface.

We have laid drains in a herringbone design that means that the whole area is covered with drains approximately 10 feet apart. The

interesting part about this new drainage system is that the drains are plastic pipes perforated that replace the old land drains used in the past. This system of plastic pipes are all connected into larger plastic pipes running around the perimeter of the ground into tanks and then pumped away.

After this draining work was completed the entire centre of the pitch running from end to end has been re-turfed. This again is a new venture for us, as in the past we have always reseeded. The side area of the ground which has tended to get stronger each year, has also been treated and is looking, as you will see, very healthy. The ground level is also cambered from the centre.

In the front of our stand we have been forced to take away the old seating. This has been one of the conditions laid down when our new stand was built, because of safety regulations, due to the state of the old construction. We hope to extend our seating in this area when finances permit, but obviously our priorities are on the playing strength at this moment of time.

Another very busy sector of our playing staff has been the activities of Danny and his coaches engaged in running trial games on our Shrivenham Road Ground during the close season.

This entails a tremendous amount of organisation, not only in arranging trial games, but keeping records of everyone that plays, answering letters, arranging travelling, finding accommodation for lads who have to stay overnight or for trial sessions.

We have lads that are recommended to us through our scouting systems from the North of Scotland to Lands End.

The percentage of boys who finally make this grade is obviously low, but we know from experience, that all this hard work is worth everything spent on it.

Loyalty to Swindon Town is something that grows up with people, and on this note I wish to thank all of our loyal supporters, and hope that we can supply the pleasure you all deserve.



Bury really gained promotion by adopting an attacking policy Derek Spence, George Hamstead, John Murray, and Billy Rudd got onto double figures in the scoring totals. It was also a great achievement for their manager, in his first season in that position. Mr. Smith joined the staff at Gigg Lane as a coach the previous year, and when Mr Alan Brown moved on to Nottingham Forest he succeeded him.

Last season our opponents scored eighty one goals in forty-six games, so spectators, should witness a bright open game.

Finally it is good to see Mr. Green with us, much better in health. During the close season he has been in and out of hospital but has carried out all his duties as chairman. We wish him well, but remember Sir - Health must come first.

The man in the middle



BERT NEWSOME (Broseley, Salop).

His second season on The League's full list after serving on the line and supplementary list and before that in local Shropshire leagues, the Midland Intermediate and Central Leagues. Handled the England v. Wales youth international last season and was on the line for the France v. Spain international in 1961. He works as a regional sales manager and his hobbies include gardening, cooking and playing squash.

Key of the board

Saturday, August 17th, 1974

A Birmingham v. Middlesbrough
B Burnley v. Wolverhampton
C Everton v. Carlisle
D Leicester v. Arsenal
E Luton v. Liverpool
F Newcastle v. Coventry
G Sheffield United v. Q.P. Rangers
H Tottenham H. v. Ipswich

I Bolton v. Portsmouth
J Bristol Rovers v. Notts. Co.
K Cardiff v. Oxford United
L Millwall v. Sunderland
M Norwich v. Blackpool
N Nottm. Forest v. Bristol City
O Oldham v. Sheffield Wed.
P Orient v. Manchester United
Q Southampton v. Hull City
R West Brom. Alb. v. Fulham
S York City v. Aston Villa

T Brighton v. Crystal Palace
A Colchester v. Watford
B Halifax v. Charlton
C Hereford v. Aldershot
D Huddersfield v. Peterborough
E Preston N.E. v. Plymouth
F Swindon v. Bury
G Tranmere v. Bournemouth
H Wrexham v. Port Vale

I Barnsley v. Exeter
J Bradford City v. Crewe
K Brentford v. Northampton
L Darlington v. Swansea
M Hartlepool v. Newport
N Lincoln v. Chester
O Reading v. Cambridge United
P Torquay v. Rotherham
Q Workington v. Scunthorpe

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Danny's Desk



Do you remember the words of the song "Let bygones be bygones and start all over again", I hope so because that is what I am asking you to do. In 1969 we had an average seasons gate of 19,000 and more than 30,000 followed us to Wembley. I am not going to ask where all those folk went in the recent tough times, but I will ask that they once again join us in a renewed effort to re-attain our position in the higher leagues. Make no mistake, no club can achieve great things without support, and I know that that support is here in Swindon. We can't do it alone, we want you to come along in your thousands and shout encouragement for ninety minutes of each and every match. Together we can once again become a great Club, please join us and become part of the 'Team'.

During the close season I strengthened the playing staff with the signing of Goalkeeper, Jim Barron from Nottingham Forest, and Hugh MacLean from West Bromwich Albion. Jim has a wealth of experience and will, I am sure, give confidence to our defenders, and Hugh at 6ft 1" will bring strength to the attack. We have also, from our constant search for youth players, signed five lads as apprentice professionals, and if you have the opportunity, please come along to the Midland Youth games and give these boys your encouragement.

So what of the future. In rejoining Swindon I have returned to a friendly happy Club, the players of which are capable of success. The squad is big enough to ensure that everyone has to fight for their place, no one will become a regular member of the team by right only, every player must earn his place. Our pre-season visit to Gibraltar went along way to creating the right atmosphere - there was no segregation between players, directors or administrators, everyone joining together to bring a happy conclusion to the tour, and this is how it must be and will be for the future. We are all a team which we want you to join so make your slogan "Team up with the Town".

Close Season Signings



Hugh Mclean
from West Bromwich Albion



Jim Barron
from Nottingham Forest

DIVISION 3

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

FOOTBALL COMBINATION

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

HOME MIDLAND YOUTH FIXTURES

4th September 1974
v Oxford United

17th September
v Notts County

2nd October
v Nottingham Forest

23rd October
v Bristol City

6th November
v Wolverhampton Wanderers

27th November
v Northampton Town

29th January 1975
v Aston Villa

12th February
v West Bromwich Albion

19th February
v Leicester City

5th March
v Birmingham City

19th March
v Coventry City

Block Booking of Seats for Local Companies

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

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

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

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



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OUR PROFESSIONAL STAFF 1974-75

GOALKEEPERS

Allan	James	5 - 11	11 - 7		Inverness
Barron	James	5 - 11½	12 - 7	Nottingham Forest	Co.Durham

FULL BACKS

Bulter	Joseph	5 - 6½	10 - 10	Newcastle	Newcastle
Dixon	William	5 - 8	10 - 10	Reading	London
McLaughlin	John	5 - 7	10 - 10	Colchester	London
Trollope	Norman	6 - 0	12 - 4		Wroughton Nr. Swindon

HALF BACKS

Broom	Glyn	5 - 10	11 - 11		Bath
Burrows	Frank	6 - 1	12 - 8	Scunthorpe	Larkhall
Munks	David	5 - 10	11 - 10	Portsmouth	Sheffield
Potter	Ronald	6 - 0	12 - 1	West.Brom	Wolverhampton
Stroud	Kenneth	5 - 11	12 - 0		London
Young	Andrew	6 - 1	11 - 8		Swindon
Gill	Kenneth	5 - 11	11 - 7		Swindon

FORWARDS

Clarke	Raymond	5 - 11½	12 - 6	Tottenham	Hackney, London
Eastoe	Peter	5 - 10	11 - 4	Wolverhampton	Tamworth, Staffs
Hubbard	Terrence	5 - 9	10 - 10		Sebastopol
Jenkins	Thomas	5 - 9	10 - 9	Southampton	London
McGovern	Michael	5 - 10	10 - 12	Q.P.R.	Hayes
Moss	David	5 - 9	11 - 7		Witney
Syrett	David	5 - 11½	12 - 2		Salisbury
McClellan	Hugh	6 - 1	10 - 8	West.Brom	Stornaway

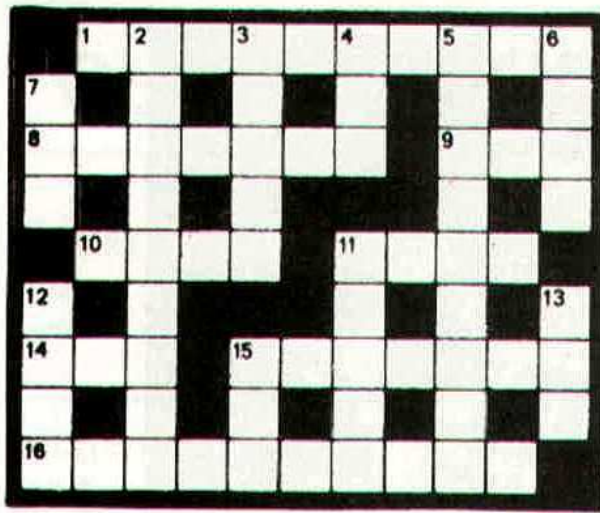
APPRENTICES

Chalklin	Geoffrey				Swindon
Gardner	Clive				Wellington Som.
Gilligan	John				Abingdon
Algar	Neville				Kingsly
Brinkworth	Trevor				Swindon
Farr	Ian				Swindon
Tanner	Keith				Hammersmith
Thompson	Mark				Swindon

Team photo SWINDON TOWN F.C.



Back Row David Munks, Ron Potter, Mick McGovern, Jim Barron, Jimmy Allan, Frank Burrows, Tom Jenkins, Ray Clarke
Centre John Trollope, David Moss, Peter Eastoe, David Syrett, Terry Hubbard, Hugh McLean
Front Row John McLaughlin, Will Dixon, Ken Stroud, Joe Butler



CROSSWORD PUZZLE

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

CLUES – Across

1. Old nickname of Swindon (10)
8. Football confederation to which Australia belongs (7)
9. Ashman or Allen (3)
10. One of the popular names of the F.A. Cup holders (4)
11. Spurs close-season Scottish signing (4)
14. Old Trafford has a famous Stretford ---(3)
15. The 'name' in the name of a club that left the League in 1962 (7)
16. Where Brian Clough's managerial career commenced (10)

CLUES – Down

2. Former regular international back with Burnley and Stoke (4,5)
3. Montrose play at ----- Park (5)
4. ----- Hartford (WBA & Scotland) (3)
5. Portsmouth winger (9)
6. Number of grounds used in the World Cup Finals (4)
7. First name of the last England manager (3)
11. Short-term crippler seen in many matches (5)
12. Polish side (4)
13. Long-serving left-back with Bolton and Tranmere:-----Farrimond (3)
15. Juan -----(Valencia & Spain) (3)

League Cup - Round One

SWINDON TOWN
V
PORTSMOUTH

Tuesday August 20th
kick-off 7.30pm

Welcome back Supporters!

We stand at the threshold of a new season. Last season is now history. The new season beckons for us all - players, management, supporters - there arrives the hour to make a fresh beginning.

How frequently many of us in life seek an opportunity to make a renewed effort to put right all the wrongs of the past. New Year's resolutions, for example. Unfortunately though as many of us have doubtless discovered, honourable intentions are on thing - dedication, or the lack of it, too often proves our undoing. Yet this very "Dedication" is an absolutely vital ingredient of success, especially so in football, whether one be player, administrator or fan. For without it there can be no hope of glory. The onus is on everyone of us to work toward that end - starting today.

During the close season we have all been hard at work in the various departments of the club, my main concern of course is the pools, and I am happy to report that since the end of last season a great deal of progress has been made with the increase of the sales of our competition tickets and the introduction of our new ticket "the Red Rocket" which has been received very favourably by our members in the area.

At the beginning of the summer I was very fortunate in persuading an old colleague of mine from Plymouth, Bobby Oaten to join me here on the permanent staff as POOLS SUPERVISOR knowing full well that his drive and energy would enthuse all who came into contact with him, this combined with his experience in pools work is an insurance for success, so now I am sure we can look to the future with confidence.

And last but not least a tribute to our agents old and new alike I would like to say a personal THANK-YOU for all the hard work and effort you are putting into your work, and to wish you continuing success in the future.

Whilst Danny Williams and his staff strive for success on the field of play we are hell-bent on making the commercial organisation here at County Ground the finest in football. I like to think we are already well and truly on the right road.

Sincere regards,

GRAHAM DREW - Commercial Manager.



The Commercial Manager Graham Drew presenting a £100 cheque to Mrs. P. Musty, 4 Woodford Drive, Penhill. One of the many winners in our Red Robin Draw.

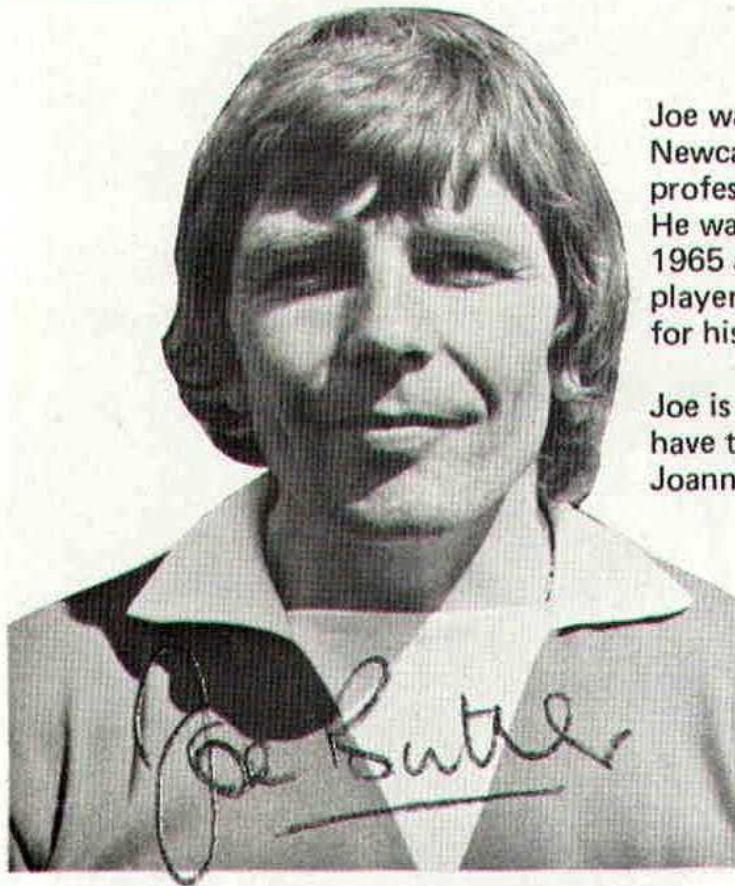
TOWN SOUVENIRS



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

profile on JOE BUTLER



Joe was born in Newcastle and joined Newcastle United as a youth, signing professional forms at the age of seventeen. He was transferred to Swindon in August 1965 and has proved to be a tenacious player whose ability more than makes up for his lack of inches.

Joe is married and he and his wife Ann have two children, Neil 5 years old and Joanna 3 years of age. Joe's hobby is golf.

SWINDON MODEL CENTRE

(J R Korda)

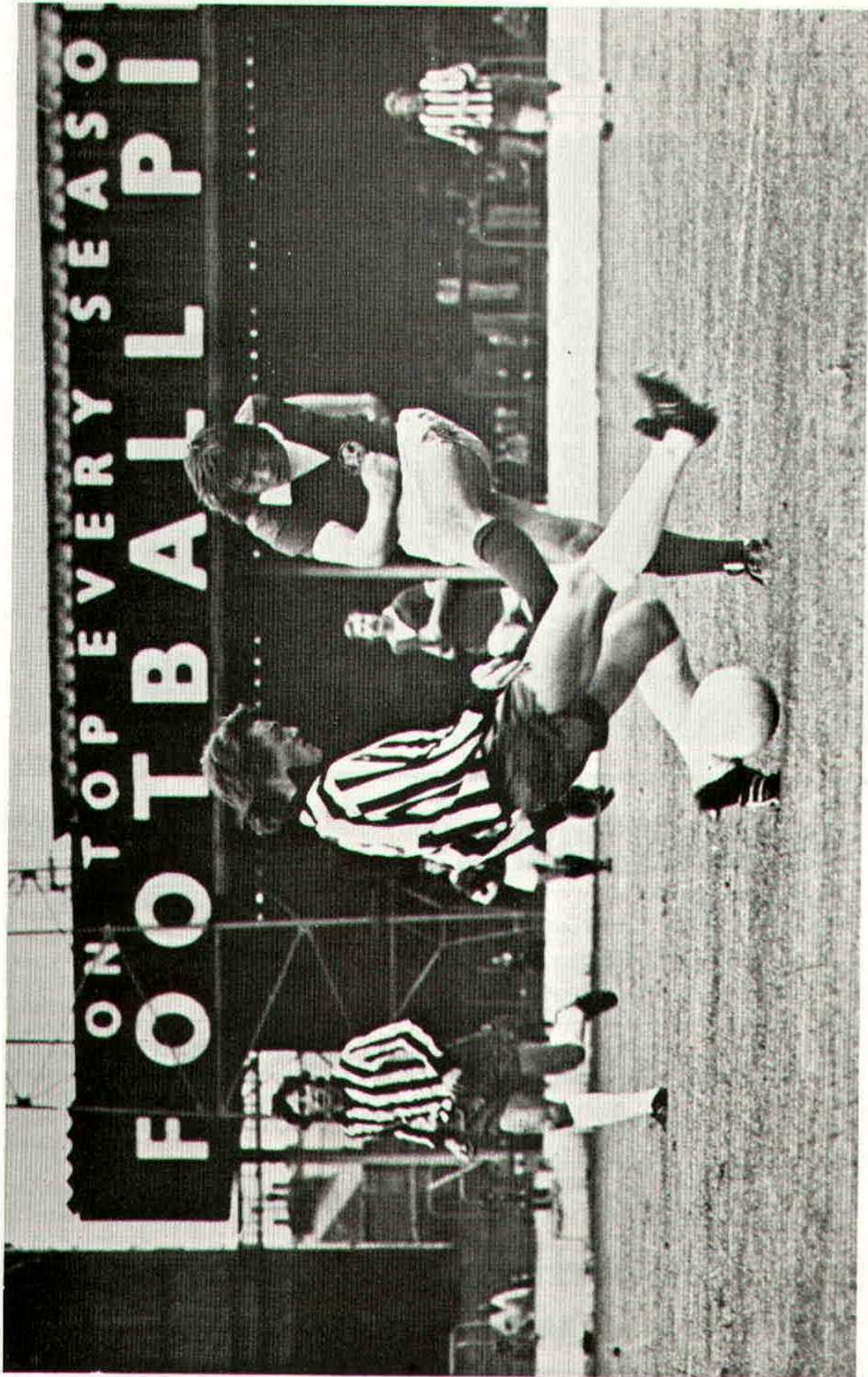
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Peter Eastoe just misses this one which went past the post in the practice match with Notts County.



Notts County keeper palms this shot over the bar in the practice match last Friday.

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



The Evening Advertiser

In the Garden and Kitchen



During August sow seeds of spring cabbages, sow lettuces for early winter use.

Take and root cuttings of shrubs, heathers, hydrangeas, geraniums and fuchsias.

Inspect and decide which areas of your lawn need renovation in readiness for September seeding.

Remove rose blooms as they fade, cease applying fertilisers but continue spraying.

Disbud Chrysanthemums where large blooms are wanted, leaving one bud per stem. Water once a week in dry weather. Apply fertiliser to fatten buds. Keep plants well supported and prevent earwigs entering flowers by smearing vaseline round stems.

Mulch, water and feed Sweet Peas, hoe regularly if no mulch has been applied. Cut blooms regularly to prevent formation of seed. Spray monthly with a systemic insecticide against sap sucking insects such as aphide.

Complete any outstanding bulb lifting. Plant Daffodils.

Continue to trim fast growing hedges and hoeing and weeding hedge bottoms.

Cut gladioli for indoor decoration when the first flower on spike is just opening. Cut into the stem with a sharp knife above the fourth or fifth leaf, jerking the stem gently each way and twisting until snaps.

Continue to spray Dahlias against pests. Inspect plants for symptoms of virus infection and mark for later destruction. Feed with liquid fertiliser and keep plants tied to their as they grow.

Pick early apples and pears while under ripe. Summer prune restricted forms of apples and

pears. Pick loganberries, cut out fruited shoots and tie in new shoots. Spray black currants and cherries. Protect September fruiting raspberries against birds and wasps. Plant rooted strawberry runners.



FISH WITH WINE & MUSHROOMS

4 servings

Ingredients:

- 1 shallot, very finely chopped.
- 8 ozs. mushrooms, wiped clean and thinly sliced.
- 2 lb. white fish fillets i.e. cod or haddock.
- 1 tablespoon lemon juice.
- ¼ teaspoon white pepper.
- ½ teaspoon salt.
- 12 fl. oz. dry white wine.
- 2 ozs. Beurre Manie.*
- 1 tablespoon chopped parsley

Preheat the oven to 400F (Mark 6) Place the chopped shallot and sliced mushrooms in a shallow ovenproof dish. Add the fish fillets, sprinkle over the lemon juice, pepper and salt and then pour in the wine. Tightly cover the dish, firstly with a sheet of buttered greaseproof paper and then with a lid. Place the dish in the oven and cook for approx. twenty minutes, depending upon the thickness of the fish. The fish should flake easily when cooked. Remove the dish from the oven and place the fillets on to a warmed serving dish. Keep hot.

Pour the cooking liquid and vegetables into a small saucepan, place the pan over a moderate heat and stir in the Beurre Manie, a little at a time, stirring constantly, until the sauce is thick and smooth. Remove the pan from the heat and pour the sauce over the fish, sprinkle with the parsley and serve at once.

* Beurre Manie - Blend equal parts butter and flour with a wooden spoon and form into a ball with finger tips.

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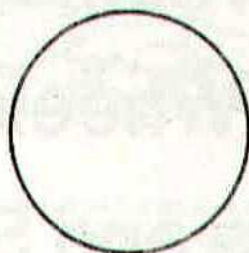
Tel: Swindon 6125 or 23876

SWINDON TOWN v BURY

Saturday, August 17th, 1974 - Kick-off 3 p.m.

SWINDON TOWN

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



BURY

- 1 Forrest
- 2 Hoolickin
- 3 Kennedy
- 4 Nicholson
- 5 Hulme
- 6 Hope
- 7 Rudd
- 8 Melledew
- 9 Rowland
- 10 Tinsley
- 11 Hamstead
- 12 Thomson

REFEREE:- Mr. C. L. Newsome (Broseley, Shropshire)

LINESMEN:- Red Flag Mr. R. L. Woolven (London) Yellow Flag Mr. A. W. Jones (Whiteway, Bath)

TEXACO

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