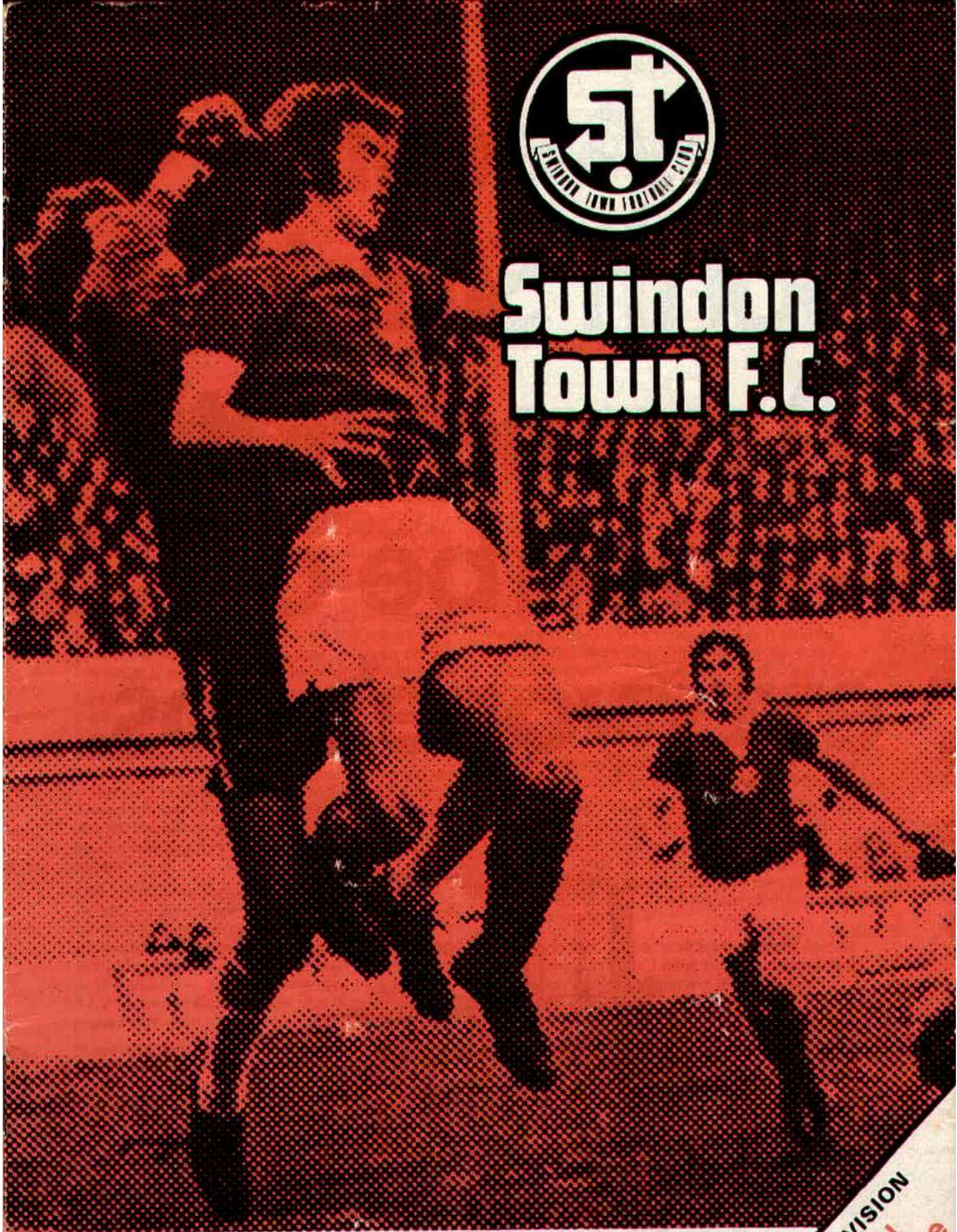




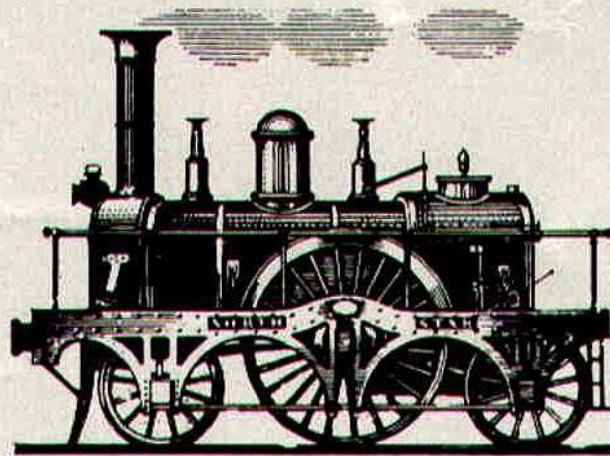
Swindon Town F.C.



CRYSTAL PALACE

THIRD DIVISION
Official
Programme
10p

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Team Manager D. T. Williams

Commercial Manager G. Drew

Club Medical Officer Dr. J. Nicholas

NEWS & VIEWS

Our visitors today, come with quite a formidable record. After fourteen games to date they head the League table with 20 points, and a goal average of 22 goals for and 11 against. To make it more imposing Palace have not been beaten away from home having won three and drawn three with 8 goals for and 4 against.

This evening's game presents a great challenge to our team. Usually the better the team; the better Swindon play. May that prove to be true. We hope the match will draw a large attendance.

Unfortunately the number of spectators, attending our home games has diminished considerably. The average attendance at the County Ground last year was 8,280. To date the figure is 6,669 and yet many people living in our Town are most interested in the welfare of the Football Club. They look for the score and like to talk about the performance of the team, but when it comes to attending games - oh dear, the figure gets lower.

Our opponents are rather more fortunate. Although the Palace has dropped from the First to the Third Division of the League, the supporters have been very loyal, and attendance at home games has invariably been the highest in the Division. Their average last season was 17,273, and indications are that figure will be higher this year.

Many and various are the suggestions for decline in attendances and the remedies. To me the game must be made more attractive, not only the style of play, but the manner in which the game is played. There is still far too much gamesmanship; kicking the ball away, deliberate waste of time, dissent at a referee's decision.

Passing back to the goalkeeper from well up the field. Passing continually from one player to another and back again. So called retaining

possession. Yes we even see some of these in International matches at Wembley - the show-piece of British football, often we have seen supporters resent such actions by their own players.

One well known figure in the Football World, has come out with a suggestion regarding the financial position of many clubs. He feels it wrong that clubs in Divisions 3 & 4 should charge the same 65p admission price as clubs like Manchester United, Liverpool, West Ham etc. He goes on to state that he firmly believes if the clubs had lowered their prices to something between 20p to 50p they would have gained supporters. May be there could be something in his argument, but I understand the minimum price for admission 65p was fixed by the League.

He also says, "Cut prices, allow players to work in full-time jobs for smaller clubs and then those smaller clubs would have the best of both worlds". What he means by that I do not quite know but most managers I have met dislike part-time players. They almost demand a squad of full-time ones.

Whatever the outcome it seems pretty certain that many clubs will have to have a number of part-time players to remain in the business.

Another point, what will happen to the Apprenticeship Scheme and the Youth Policies, if Freedom of Contract comes into being.

Coming back to more mundane matters, last season, we suffered a heavy defeat 2 - 6 at the Palace in September but in the return game on 22nd March 1975 the result was a draw one goal a piece and the attendance 11,545. I pray for that figure to be reached tonight.

If only we could be somewhere in the vicinity of that number each home match, our troubles would be almost over.

Talk of the Town

By the Chairman

Since writing my last notes our football fortunes have again been up and down and after our heavy defeat at Bury much adverse criticism has been written about this performance. I was very pleasantly surprised to receive a letter from a Bury supporter who is a Managing Director of Irwell Paper Services, Bury. He with several colleagues obviously attend regularly at Gigg Lane and took the trouble to write a personal letter to me at the Club although he doesn't know me from Adam. The contents of this letter read as follows:—

"I am writing to you to thank your team for putting up such a good show at Bury on Tuesday 21st October. Rarely do we see a match so good as this and certainly five goals against you did not reflect the way in which your lads played. Not only me, but all the colleagues I sit with, thought that Swindon played extremely well and were most unlucky not to score any goals. It was a credit to them and their sportsmanship the way they played a clean hard match".

This letter reflects the two different outlooks to the same game. The losers felt they played awfully and victors paid tribute to the way we played, and in these days of hard criticism this letter is appreciated in the manner it was written. Before the game at Bury we had the pleasure of meeting Arthur Hetherington. Many older supporters will remember him as Peggy Hetherington and this nickname of Peggy did not refer in any way to someone effeminate but to his 'left peg' which some of you will remember was deadly accurate. Arthur after leaving us found his way back to Rotherham and Danny was a very good friend of Arthur as he was on the staff at Rotherham for many years when Danny was playing there. He wished to be remembered to the many friends that he made while playing at Swindon and of course Harry Cousins was playing with him in those days just before the last war.

During the last week Swindon played host to the chairmen and manager's meeting from Group 5 clubs which cover the Bristol Club, Plymouth, Southampton, Portsmouth, Oxford, Bournemouth, Cardiff, Swansea, Newport, Torquay and ourselves. This meeting was attended by Mr. A. Hardaker, Secretary of the Football League and was held for all clubs to discuss the future of the game involving the changes of law with relation to employers and employees. The

running of the various leagues is a very complicated affair and the Management Committee who deal with all the various problems that occur are chosen from club chairmen who represent their area groups.

Everyone was very impressed by our Rendezvous Club and even more impressed by the catering which Mr. and Mrs. Ray Cutler carried out. Everyone sat down to a very impressive table and this led to many questions as to how often we cater in this style. I would like to say that I am sure the public is not aware of these excellent facilities in the Rendezvous Club and we are open every day in the week except Mondays. Mr. & Mrs. Ray Cutler will be only too pleased to look after your need whether it is for a party celebration or just a quiet lunch or even snacks at the bar. With our excellent parking facilities, nice surroundings and excellent food why not come along and try it.

Last week I mentioned that Joe Butler is producing a brochure. He tells me that he still has a few spaces left for advertising and if you have not yet contacted him please do so soon.

It was a pity that we had to play the replayed Youth Cup Tie against Cardiff on Monday afternoon because only the privileged few were able to watch this stirring game at the County Ground. To fight back after being two goals down to win four goals to three was a credit to the lads for their fighting spirit. I hope that the next round might give everyone a chance to see these youngsters. We have reached the final of this competition before and it could happen again.

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MALCOLM ALLISON

Palace Manager

by Tony Pullein

Malcolm Allison freely admitted that season 1973/74 -- when Palace were relegated for the second year in succession -- was his worst in football. Yet, last season, he did have the satisfaction of seeing his newly-created team begin to take shape to bolster his belief that they can now regain their Second Division status.

Mr. Allison has had a highly eventful career in football. Following a playing career with Charlton and West Ham, he was struck down by a serious complaint which necessitated collapsing one of his lungs. Against all advice, he fought back to play for Southern League Romford.

He began coaching Wembley F.C. before getting the job as manager to Bath City. He sprang to prominence in 1964 when he led his non-Leaguers into the third-round of the F.A. Cup, holding then First Division giants Bolton to a draw.

A few months later he became manager of Plymouth Argyle but he left within a year following a disagreement with the board -- the first of several brushes with authority. It was then that he linked up with Manchester City, as assistant manager, in 1965.

In partnership with Joe Mercer, Mr. Allison helped City to their most successful period -- winning the European Cup-Winners' Cup the F.A. Cup, the League Cup and the League Championship.

He joined Palace shortly before the end of 1972/73 when they already looked doomed to relegation from Division One.

Christmas Bonanza 1975

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PAUL HAMMOND (Goalkeeper). Paul developed in the club's junior teams and got his initial chance in the first-team after Malcolm Allison took over as manager in 1973. He held the place for a while but last season he stood down for the more experienced Tony Burns. Now he has re-established himself.
League record: C. Palace 60 aps.

PETER WALL (Defender) Peter started his career with Shrewsbury, made a short move to Wrexham in 1965 and then signed for Liverpool two years later. Palace secured his signature in 1970 and three seasons ago he had a spell on loan to Orient.
League record: Shrewsbury 18 aps: Wrexham 15(7) aps: Liverpool 31 aps: Orient (loan) 10 aps: C. Palace 116 (6) aps: 2 gls.

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STEWART JUMP (Defender) Stewart was one of a proliferation of young stars who emerged together at Stoke City. He made his League debut in 1970/71 but like several of his colleagues, he found there was not room for them all. a £70,000 transfer to Palace two years ago gave him a fresh start.
League record: Stoke 36(8) aps: 1 gl.: C. Palace 46 (1) aps. 2 gls.

CRYSTAL PALACE



JEFF JOHNSON (Midfield) Jeff arrived on a £12,000 transfer from Manchester City two seasons ago. He had made a few appearances in their First Division side but spent season 1972/73 on loan to Swansea.
League record: Man. City 4 (2) aps.: Swansea (on loan) 37(2) aps. 4 gls.: C. Palace 64 (3) aps. 3 gls.

Back Row (L to R) Cannon, Chatterton, Hill, Hinshelwood, B. Jefferies, Johnson. J. Johnson. P.

PHIL HOLDER (Midfield) Phil joined Palace from Tottenham for £15,000 shortly before last season's transfer deadline after spending a month at Selhurst Park on loan. At Spurs he got only occasional opportunities in the first-team.
League record: Tottenham 9(4) aps. 1 gl. C. Palace 25 aps. 1 gl.

Front Row (L to R) Allison (Manager), Horn, (Trainer), Kemp, Whittle, Holder, Sansom, Venables (Chief

MARTIN HINSHELWOOD (Midfield) Martin is now busily establishing himself in a midfield position after making a number of appearances, over the previous three years, as an under-study. He was recently involved in a family switch when he was substituted by brother Paul.
League record: C. Palace 43 (2 aps.) 2 gls.

DAVE KEMP (Striker) Dave has had a magnificent first few weeks in League soccer and is currently the club's top scorer with nine goals. Palace signed him late last season. from non-League Slough Town
League record: C. Palace 15 aps. 7 gls.

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DEREK JEFFERIES (Defender) Derek played under Malcolm Allison at Manchester City, winning England under-23 honours. Palace had to pay £115,000 to sign him in 1973 and he has since missed only one game through injury. League record: Man. City 64(9) aps.: C. Palace 86 aps. 1 gl.

IAN EVANS (Defender) Ian won Welsh under-23 caps while with Queen's Park Ranger, then had the misfortune to break a leg when on the point of gaining a full cap. Palace paid almost £100,000 for him last season. He scored a hat-trick against Colchester recently. League record: Q.P.R. 39 aps. 2 gls. C. Palace 51 aps. 9 gls.

CRYSTAL PALACE



Cannon, Chatterton, Hill, Hinshelwood, Burns, Swindlehurst, Jefferies, Johnson.J. Johnson.P.

Allison (Manager), Horn, (Trainer), Kemp, Mulligan, Wall, Taylor, Whittle, Holder, Sansom, Venables (Chief Coach).

JIMMY CANNON (Defender) Another of the Palace youngsters to be given his head since Malcolm Allison's arrival. Making his bow in 1973, Jimmy is now well established in the left-back position. League record: C. Palace 60(3) aps 5 gls.

ALAN WHITTLE (Midfield) Alan returned to the side against Hereford for the first time this season. A former England youth and under-23 international, Alan joined Palace from Everton for £100,000, in 1973. League record: Everton 72 (2) aps. 21 gls. C. Palace 85 (3) aps. 18 gls.

PETER TAYLOR (Midfield or Striker) Peter had the rare distinction, for a Third Division player, last season when he was picked twice for the England under-23 side, scoring in both games. He joined Palace from Southend in 1973 in a £120,000 deal. League record: Southend 57 (18) aps.12 gls. C. Palace 88 aps. 23 gls.

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MICK HILL (Striker) Mick had been out of League football for over a year when Palace paid Ipswich £40,000 for him two seasons ago. The idea was to add height to an otherwise small front line. Mick began with Sheffield United, moved to Ipswich in 1970 and has two Welsh caps. League record: Sheff. Un. 35 (2) aps. 9 gls. Ipswich 47 (2) aps. 14 gls.: C. Palace 43 (2) aps. 6 gls.

DAVID SWINDLEHURST (Striker) David played a few games during the 1973/74 campaign but really came into his own last season when he finished joint-top scorer with 14 goals. League record: C. Palace 52 (8) aps. 17 gls.

Third Division Scene by Tony Pullein

Sheffield Wednesday still haven't come to terms with Third Division football. Facing Shrewsbury Town at Hillborough, Wednesday had difficulty in taking a point from a 1 - 1 draw leaving them continuing a run which had seen them win only once in seven games.

In spite of their lack of success, attendances are actually rising steadily. The gate for the Shrewsbury match was 12,045 --- their best of the season. Clearly, the crowds will not continue to roll up unless new manager Len Ashurst can get the team onto a winning run.

Meanwhile, Mr. Ashurst's former club Gillingham, were hoping Gerry Summers, the former Oxford boss, would take over at the Priestfield Stadium. "Since leaving Oxford, I have had several offers and there were some tempting jobs abroad," explained Mr. Summers. "But I really wanted to stay in this country and Gillingham's offer--- a very good one --- might well be the one I will take up".

Mr. Summer's had promised Gillingham a definite decision last week.

Mansfield Town are one of only two Third Division survivors in the League Cup and they became the first team from this division ever to reach the semi-finals of the Anglo-Italian Cup (formerly the Texaco Cup), yet they are sitting dangerously at the foot of the Third Division table.

How can a side which has beaten Coventry City, Leicester, Ayr United, West Bromwich and Hull --- all from higher leagues --- be struggling so in the Third Division? That's a question manager David Smith has asked himself a dozen times.

Last weekend the Stags went down 0 - 1 to Preston --- their third home defeat of the season --- and found themselves three points behind the rest of the pack at the bottom of the table. Though Mansfield seem to be able to reproduce last season's Fourth Division championship form in cup-ties, they have not been able to do so in the League.

They'll need to produce something particularly special this week, however, if they are to qualify for the final of the Anglo-Scottish Cup. They lost their first leg at Middlesbrough by 0 - 3 and, even at their best, Mansfield will be hard-pressed to score four goals past Middlesbrough's cast-iron defence.

Next week they have a more sporting chance, though, They are at home to Wolves in the fifth round of the League Cup.

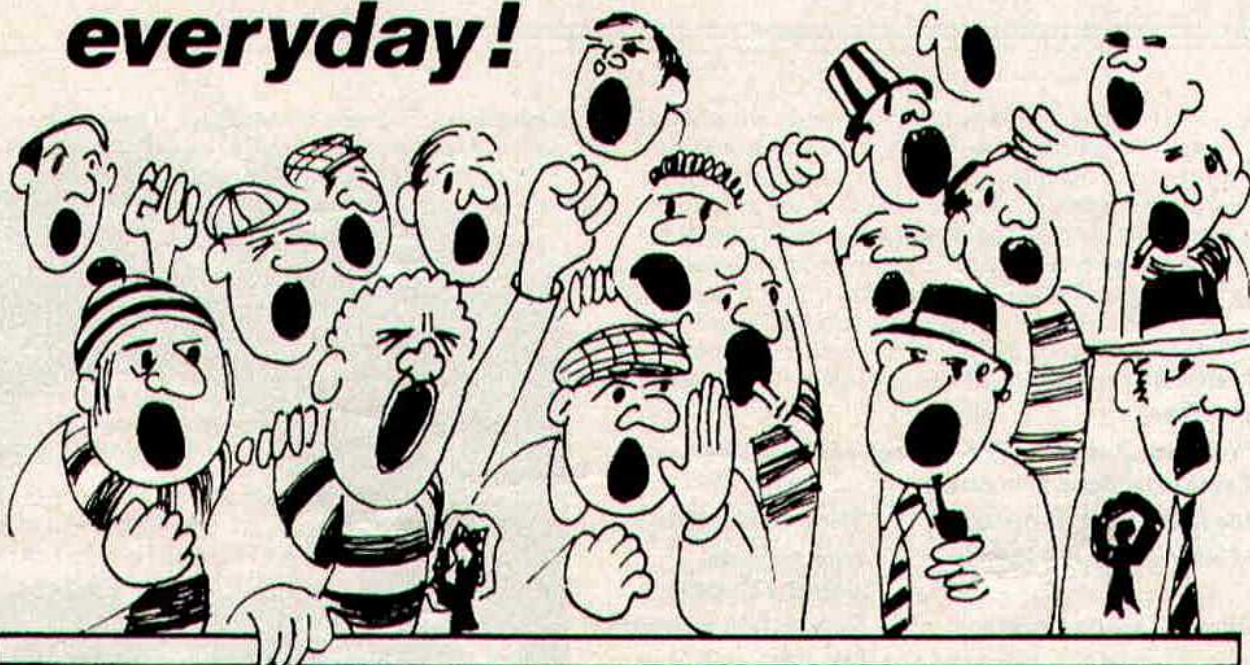
Then it will be Peterborough's task to tackle Middlesbrough. The Posh are the only other Third Division side left in the competition and it's their misfortune to have to travel up to Middlesbrough.

Hereford were beaten at home for the first time since last March in the Match which marked Terry Paine's record-breaking 765th League appearance. Two goals from Chris Turner, plus others from David Gregory and John Nixon saw Peterborough home fairly comfortably with Jimmy Lindsay, from a penalty, and Steve Davey replying for Hereford.

PLAYERS' APPEARANCES

	Football League		League Cup	
	Apps	Gls	Apps	Gls
J. Allan	10		1	
T. Anderson	14	5	4	
J. Barron	4		3	
F. Burrows	12 (1)		3	
J. Butler	10		2 (1)	
G. Chalklin			3	
W. Dixon	13		4	1
P. Eastoe	14	5	4	
C. Gardner				
J. Gilligan	(2)			
T. Hubbary	7 (3)		3	
T. Jenkins	8 (5)		1 (2)	
J. McLaughlin	14		4	
D. Moss	12	2	4	2
C. Prophet	4		4	
K. Stroud	14	1	4	1
D. Syrett	2			
G. Taylor	2			
N. Trollope	14		4	2

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NINE

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 special matches.

VOUCHER 1975
 1976

The Town Focus On

Trevor Anderson

Birthplace: Belfast
Height: 5' 8½"
Married: Yes
Children: No
Previous Clubs: Portadown, Man. United
Favourite Team: Spurs
Most difficult opponent: They're all difficult
Most memorable match: International debut v Cyprus
Biggest Disappointment: Not getting promotion last year
Biggest Football Thrill: Scoring on my debut (above)
Favourite Food: Steak & Chips
Favourite T.V. Shows: Porridge, Two Ronnies
Favourite Singer: Rod Stewart
Favourite Actress: Susan George
Pet Likes: Winning & listening to records
Pet Dislikes: Long coach trips
Biggest influence on career: G.McKenzie & brothers
International honours: 7 caps
Professional ambition: To play in the 1st division again
Personal ambition: To be happy
If not a footballer, what would you like to be: A successful businessman
What person would you most like to meet: The Queen



Crystal Palace F.C.

A Brief History

Crystal Palace F.C. takes its name from the great glass palace erected in South London at Sydenham Hill in 1854 to house the Great Exhibition of 1851 when it had to move from its original site in Hyde Park.

The Football Club was formed in 1905 and played on the pitch in the Palace grounds which staged 20 F.A. Cup Finals from 1895-1914. The club established itself as a Southern League side and 1913-14 was its best season in that competition, Palace only conceding the Championship to Swindon Town on goal-average.

The Admiralty took over the Crystal Palace upon the outbreak of the 1st World War and Palace had to find a new home. The War years were spent at Herne Hill and in 1919 the lease was taken over on 'The Nest' at Selhurst, formerly the ground of Croydon Common.

While at The Nest Palace were admitted to the newly formed 3rd Division of the Football League for 1920/21, and won promotion to the 2nd Division at the first attempt with an unbroken run of 16 matches without defeat.

The Club remained in Division 2 until 1924/25. This was Palace's first season in their present ground at Selhurst Park and relegation was a big disappointment. Palace came nearest to returning to the 2nd Division in 1928/29 when the single promotion place from Division 3 (South) was taken by Charlton with Palace in second place on goal average. Palace also finished as runners-up in 1930/31 and 1938/39.

After the Second World War, Palace had to seek re-election in 1949, 1951 and 1956 and then they slumped into Division 4 as founder members of the new division in 1958.

It was under former Spurs manager, Arthur Rowe, that an incredible revival began. 1960/61 was his first season as Palace's chief and he took Palace up to Division 3 straight away. Three seasons later Dick Graham led Palace back to Division 2 and after four seasons there Palace's dream of a place in the Premier Division was achieved under Bert Head with another terrific run of 16 matches without loss at the end of the season.

During the close season numerous ground improvements took place in readiness for the 1st Division debut. The new Arthur Waite stand with seats for 5,000 and covered accommodation for 8,000 sprung up opposite the old stand, the terracing at both ends of the ground were improved and the Supporters Club had a fine new hall. The opening match with Manchester United saw a new record of 48,610 which was broken in the Christmas match against Chelsea with 49,498.

But Division 1 was tough going. Palace survived the first season by one point and then finished 1970/71 and 1971/72 in 18th and 20th place respectively. In 1972/73 Palace's dream became a nightmare and, in spite of managerial and board-room changes, the Club finished in 21st place.

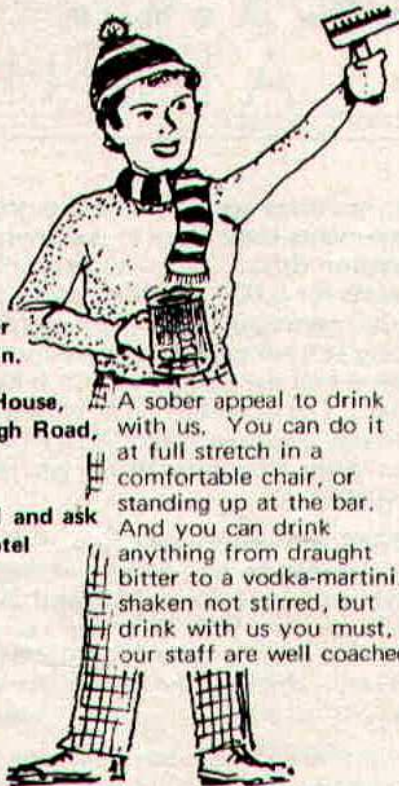
The nightmare continued in Division 2 and in spite of a brave rally in the second half of the season Palace couldn't avoid finishing in 20th place - and for the first time the League was operating 3 up and 3 down.

In 1974/75 Palace were always challenging for the top three places but lack of consistency eventually cost them dearly.

Palace's best seasons in the F.A. Cup were 1906/07 and 1964/65. Both times saw them reach the last eight only to be knocked out by ultimate finalists. In 1907 after beating mighty Newcastle 1 - 0 at Gallowgate, Palace eventually succumbed to Everton in a replay at Goodison Park and Everton went on to the Final at Crystal Palace where they lost 1-2 to Sheffield Wednesday.



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We shall be most grateful to hear from supporters who would like to help the Club by donating a football.

FOR THE RECORD

MIDLAND YOUTH 23rd October, 1975
LEICESTER CITY 2
SWINDON TOWN 7 (Farr 4, Thompson, Jones, Gilligan)

Hayduck, Harris, T. Brinkworth, Andrews, Thompson, Tanner, Gilligan, Daubney, Farr, Jones, R. Brinkworth (s) Hooman.

DIVISION III 25th October, 1975

SWINDON TOWN 3 (Anderson, Eastoe 2)

Allan, Dixon, Trollope, Jenkins, Burrows, Taylor, Moss, McLaughlin, Eastoe, Stroud, Anderson (s) Gilligan.

GRIMSBY TOWN 0

Wainman, Marley, Booth, Barton, Czuczman, Gray, Ford, Lewis, Wigg, Hubbard, Cumming, (s) Garner

FOOTBALL COMBINATION 25th October 1975

IPSWICH TOWN 2

SWINDON TOWN 1 (R. Brinkworth)

Barron, Chalklin, T. Brinkworth, Thompson, Broom, Gilligan, Tanner, Ingram, Farr, R. Brinkworth, Gardner, (s) Harris.

MIDLAND F.A. YOUTH CUP (1st Rnd Replay) 27th October, 1975

SWINDON TOWN 4 (Gilligan, Jones, T. Brinkworth (pen) R. Brinkworth)

Thorpe, Hooman, Tanner, T. Brinkworth, Thompson, Harris, Gilligan, Jones, Farr, Edwards, R. Brinkworth (s) Andrews

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TUESDAY, 4th NOVEMBER, 1975

SWINDON TOWN

- 1 Barron
- 2 Dixon
- 3 Trollope
- 4 Jenkins
- 5 Burrows
- 6 Taylor
- 7 Moss
- 8 McLaughlin
- 9 Eastoe
- 10 Stroud
- 11 Anderson
- 12 Gilligan



CRYSTAL PALACE

- 1 Hammond
- 2 Wall
- 3 Cannon
- 4 Holder
- 5 Jefferies
- 6 Evans
- 7 Whittle
- 8 Johnson
- 9 Swindlehurst
- 10 Kemp
- 11 Taylor

Referee: Mr. J. K. Taylor O.B.E. (Wolverhampton)
Linesmen: Red Flag: Mr. K. Cooper (Hopkinstown Pontypridd)
Yellow Flag: Mr. R. E. Keyes (Weston-Super-Mare)

JACK TAYLOR, O.B.E. (Wolverhampton)
Vastly experienced, he took charge of the 1974 World Cup Final (West Germany v Holland) and was also on the World Cup panel in Mexico (1970) and England (1966). Refereed the 1971 European Cup Final at Wembley, the 1966 F.A. Cup Final and the 1962 Amateur Cup Final plus numerous internationals and finals all over the world. Has visited 38 countries and refereed more than 70 internationals and European games. Awarded the O.B.E. for his services to football in 1975. Has served on the League List for 17 years and on the FIFA and UEFA panels for many years. Is a magistrate and a member of the Sports Advisory Council. Serves on many refereeing committees and is President of a local Sunday League. Works as a self-employed butcher and is a married man.

AWAY MATCH SPONSORS

BURY Mr. P. Rowman &
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DON'T FORGET DIVISION III
SWINDON TOWN
V
PRESTON NORTH END
Saturday, 8th November

