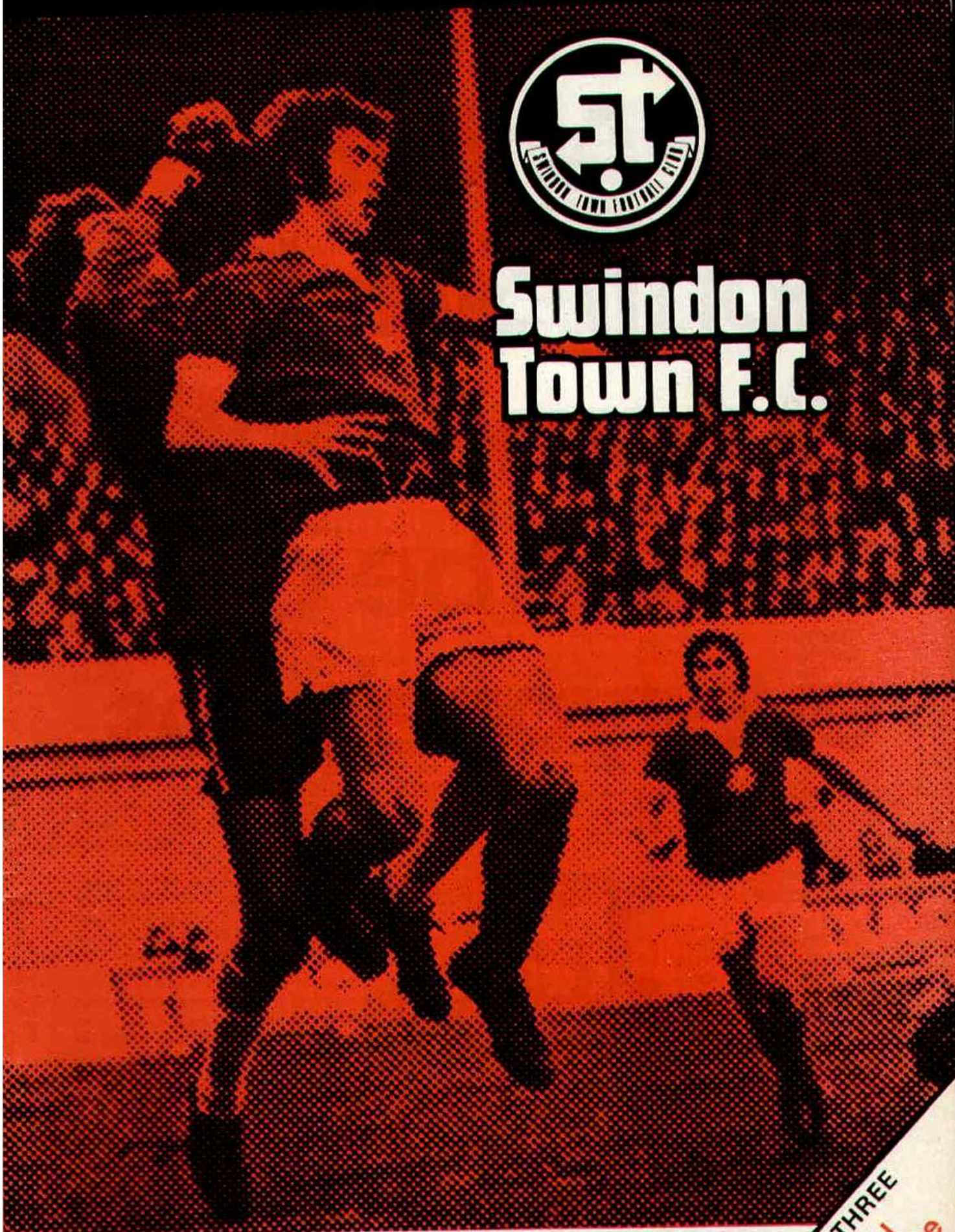




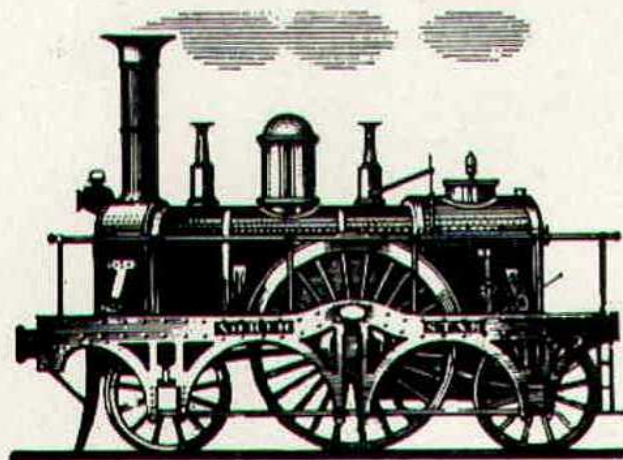
Swindon Town F.C.



MANSFIELD TOWN

DIVISION THREE
Official
Programme
10p

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NORTH STAR
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Financial Manager/ Company Secretary **R.A. Morse**

Administrative Manager/
Secretary **R.J. Jefferies**

Team Manager **D. T. Williams**

Pools Manager **D. Buswell**

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

NEWS & VIEWS NEWS & VIEWS

This afternoon we welcome after a long absence Mansfield Town. The last occasion on which they came to the County Ground was Tuesday, 22nd April 1969, the year Swindon was promoted to Division 2. At the time of the game Mansfield was fighting to avoid relegation. However they remained in Division 3 with 43 points. Incidentally, Northampton was relegated with 40 points – what an ominous figure that is!

Today relegation again rears its ugly head, with our visitors seemingly going ahead of us.

The teams in 1969 were - Swindon - Downsborough, Dawson, Thomas, Butler, Burrows, Harland, Penman, Smart, Smith, Noble, Rogers. Mansfield - Hollins, Pate, Sedger, Quigley, Boam, Waller, Todd, Sharkey, Partridge, Roberts, Jones.

I wonder how many of those players we shall see on the pitch today, although many of them are still in football. The result was a victory for Swindon by the only goal scored in 3 minutes by Peter Noble.

Although Mansfield escaped relegation that season they went down to Division 4 in 72/72, but only by goal average. Four teams were on 36 points, and Mansfield unfortunately occupied fourth from bottom position.

Last season our visitors went from strength to strength, and were worthy champions of Division 4 with 68 points. Six more than Shrewsbury Town in second place.

This season they enjoyed a wonderful cup run, and in the past weeks have produced excellent form, to quickly rise in the League Table.

We visited Mansfield on 6th December 1975, Mansfield 3 (Bird, Rendall, Clarke), Swindon 1 (Eastoe). Surely it is our turn to win.

Supporters will be interested in the performance of Ray Clarke, who spent a season at the County Ground after being transferred from Tottenham. It is very good to see him showing such form, always excepting this afternoon. Last season he scored 28 goals for Mansfield.

The manager, Mr. Dave Smith, who succeeded our own Danny Williams, was a fine aggressive full back with Burnley, Brighton and Bristol City. Through his competitiveness, he suffered a broken leg on five occasions and was forced to retire at the early age of 29. He filled many posts prior to becoming Manager. He was coach at Sheffield Wednesday and Newcastle, and also Reserve Team Manager with the Arsenal. He maintains the team and the town got pleasure from playing attractive football with one of the best disciplinary records in the Fourth Division.

His format for the future to attract people back to football is attractive football and clean records. Something to which we add our full support.

We welcome to our game this afternoon a party of schoolboys from Blaen-y-Maes School, Swansea.

They are spending the weekend in Swindon as friends of Moredon Junior School. A fortnight ago a group of children spent the weekend in Swansea, with their visitors acting as hosts, so this visit is reciprocal for the hospitality and entertainment given to the lads in Wales.

Each boy spends the weekend in the home of his counterpart, so learns much of life and environment in another part of the country. No doubt many real friendships will be forged.

We wish our visitors well, and hope they enjoy Swindon and the beautiful surrounding Downland, with such places of historic interest as Stonehenge and Avebury.

We feel sure they will see a fine game of football and so return home revitalised for their own school games and study.

Talk of the Town

By the Chairman

It now seems a long time ago that we were rushing around to try and strengthen our playing staff before the dead line of the 11th March. I know that we shall be criticised for selling one of our star players and this grieved us, but for the sake of the Club we had to face facts and do what we believed would be for the ultimate good of the Club.

With the loss of Terry Hubbard to South Africa, the return to Wolves of Gerry Taylor, the move of Tommy Jenkins to America and now Peter's move, it became imperative that we strengthen the staff.

The only way to do this is to have money available when the right player comes along and as I have said so many times recently, we are struggling to make ends meet, without a sale of course.

Football League scouts all over the country are constantly watching the form of up and coming stars, but when the time comes to pick a particular player from their repertoire, they very often find this difficult, either because their choice is unavailable, or the price asked is too high, or even on some occasions, the player in question has an injury problem. This season has been full of problems, but in buying we have to have next season very much in mind.

Our match against Derby County gave us the opportunity to let the supporters see our new players Steve Aizlewood and Gerry O'Brien, and I know that everybody enjoyed the game.

Today's match is vital to our existence in the Third Division and although we do not wish harm to anyone's chance to stay in the Division, we must fight all the way for survival. I am sure that our friendly relationship with Arthur Patrick and his Board will remain whatever the outcome of today's game.

With the development of activities within our Club over the last few years, has come the problem of how to undertake all the extra administration without increasing the office staff.

Obviously from the Competition organisation we are always looking for canvassers and sellers, but the more successful they become, the more the responsibilities come back to Ron Morse and Bob Jefferies.

Doug Buswell is our number one man with the competitions, but ultimately his results are passed to our office. The selling of advertising space, the sponsors for playing kit etc., the sponsors for our away trips, the ultimate results from the Rendezvous Club and our New Supporters Club, the match refreshments, souvenir shop and Doug Woodmans Sports Shop, all find their way back to the main office where they are dealt with very efficiently by Ron and Bob.

Many years ago before our set-up grew so large, we appointed Ron Morse who was then our Secretary with the title of General Manager, and Bob Jefferies became the Club Secretary with Ron remaining as Company Secretary.

With all these new developments, we have now split their duties into two categories, with Ron Morse becoming Financial Manager, and Bob Jefferies becoming Administrative Manager, thus disposing of the title General Manager. As the title suggests Ron will be responsible for all financial and Company matters, and Bob responsible for all administration and Club Secretarial duties.

TOWN SOUVENIRS

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Pennants	25p	Sew on patches (First Division)	30p
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Shirt Badges	13p	Swindon Town Rings	35p
1969 League Cup Souvenir Ties	25p	First Division Rings	35p
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Players Photographs - Coloured	20p	Swindon Town Tea Pot Stands	55p
Team Photographs - Coloured	50p	Swindon Town Ashtrays	40p
Shoulder Bags	£2. 00p	First Division Lapel Badges	28p
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FROM THE POOLS OFFICE

I am going to start by telling you of two of our Moonraker Draw agents. No. 1 is Harold Brown who needs no introduction to a lot of you. Well Harold has been pretty ill and it was good to see him back in the stand for the Southend game and we hope that he will continue to improve. The other agent is John Dunne who is in the Regimental Police at Tidworth. John's Unit is moving to Germany in April and he is going to take his agency with him to B.A.O.R. It is because of the likes of these two that we

are able to survive and indeed all our agents whether they have hundreds of members or just a few. We need you all.

With our new signings we hope that the drive to stay in the 3rd Division will succeed and we wish our new players good luck with us.

As far as fund raising is concerned we want to get into the first division of fund raising, so why not help us if you think you could by selling our tickets each week or if you just want to buy one call us at the Pools Office, Swindon 31510.

D. Buswell,
Pools Manager.



BETTING OFFICE

We wish to congratulate Mr. P. Burleton on the opening of his new Betting Office which is under the North Stand, next to the Supporters Club new premises.

He informs us that the Betting Office is open all the week and we wish him the best of luck in this venture remembering that his success means extra revenue for the Swindon Town Football Club.

Dave Smith (Mansfield's Manager)

Dave Smith made a dream start to his managerial career. Last season, his first full campaign in charge at Field Mill, he led the Stags to the Fourth Division championship with a six point lead over the second club and also guided them to the fifth round of the F.A. Cup.

This season he has plotted further victories over the top clubs in the League Cup and the Anglo-Scottish competition.

Mr. Smith is now drawing upon some of the experience gained in his playing days at Burnley, a club which prides itself in good management and in producing its own players. Mr. Smith was himself one of the products of their nursery set-up, having joined them from a small club in his native Scotland, East Craigie F.C.

He made his League debut for the Turf Moor club in 1954/55 and it took him a couple of years to earn a regular place in their defence.

He remained at Burnley until 1961 when he went south to spend his last season as a player with Brighton.

By then he had taken up coaching so the next step was a post as trainer-coach to Sheffield Wednesday. He later took up similar employment with Newcastle United before being taken onto Arsenal's coaching staff.

When Danny Williams left Mansfield to return to Swindon, Dave Smith was chosen from a large number of applicants to take over.

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ROD ARNOLD (Goalkeeper). Rod joined Wolves as a schoolboy but didn't get into their first team. He initially went to Mansfield on loan in 1970/71 but it was two years later that he returned on permanent transfer.
League record: Wolves nil aps.; Mansfield 135 aps.

SANDY PATE (Defender). Sandy was spotted in Scottish junior soccer with Renfrew, joining Watford in the mid 'sixties. Mansfield signed him in 1967 and he has proved a magnificently consistent defender for the stags. Until injury knocked him out this season, he hadn't missed a match for well over six years!
League record: Watford 14 aps.; Mansfield 380(2) aps.

TERRY ECCLES (Striker). Terry was mostly a reserve player with Blackburn Rovers but he won an immediate place in Mansfield's senior side after his transfer in 1973 for a mere £8,000. He hit 22 goals in his first season, added 20 more last term and now has five to his credit.
League record: Blackburn 33(13) aps.; 6 gls.; Mansfield 96(3) aps. 39 gls.

RAY CLARKE (Striker). Ray, a former Swindon player, is Mansfield's top scorer with 22 goals and he looks likely to better even last season's magnificent haul of 30. He came to the County Ground from Spurs in 1973 but stayed with us for only one season.
League record: Tottenham -(1) aps.; Swindon 11(3) aps. 2 gls. Mansfield 82 aps. 47 gls.

KEVIN RANDALL (Striker). Kevin left Bury for Chesterfield in 1966 and he finished leading scorer in three of his six seasons at Saltergate, form which encouraged Notts. Co. to pay £20,000 for his transfer in 1972. Kevin was top scorer in his first season and continued to find the target regularly for them until losing his place this season.
League record: Bury 4 aps.; Chesterfield 257 aps., 97 gls.; Notts.Co. 119(2) aps. 38 gls. Mansfield 17 aps. 3 gls.

GORDON HODGSON (Midfield). Gordon is a former England youth international who made occasional appearances in Newcastle's senior side over a three-year period until his transfer to Mansfield in 1974.
League record: Newcastle 8(1) aps. Mansfield 81 aps. 14 gls.

PAUL MATTHEWS (Midfield). Paul spent several seasons with Leicester City, making a number of First Division appearances. He also spent a few weeks with Southend on loan. Mansfield signed him in 1973 and he has been in their senior squad ever since. League record: Leicester 56(5) aps. 5 gls.; Southend (loan) 1 ap.; Mansfield 91(2) aps. 4 gls.

MANSFIELD T



Back Row, left to right. W. Basford, Tr., I. Wood, R. Arnold, C. Foster, M. Laverick, J. Lathan, ne
Middle Row, left to right. J. McCaffrey, K. Bird, I. McKenzie, R. Clarke.
Front Row, left to right. R. Cooke, D. Rowe, D. Henry, D. C

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IAN MACKENZIE (Defender). Ian at one stage held a regular place in the Sheffield United defence for two years. Then he lost his place, later came a loan arrangement at Southend and then his transfer to Mansfield for this season. League record: Sheff. Un. 45(2) aps. 1 gl.; Southend (loan 5(1) aps. Mansfield 26(3) aps.

COLIN FOSTER (Defender). Colin grew up at Field Mill and made his first League appearance in 1971/72. He has been on regular duty for most of the past three years. League record: Mansfield 98(5) aps.4gls.

MANSFIELD TOWN



asford, Tr., I. Wood, R. Arnold, I. McDonald, S. Hodgson,
oster, M. Laverick, J. Lathan, now Carlisle,
oster, M. Saxby, D. Smith (Manager).
cCaffrey, K. Bird, I. McKenzie, S. Pate, P. Matthews, S. Hodgson,
larke.
ooke, D. Rowe, D. Henry, D. Cowling, P. Hartley.

BARRY FOSTER (Defender). Barry is a local discovery who first joined the club as an amateur. While in the juniors he was picked for the England youth team and he got his chance in the stags senior team in 1971/72. League record: Mansfield 114(5) aps.

KEVIN BIRD (Defender). Kevin was previously with Doncaster but he didn't get into their League eleven. Mansfield signed him in 1972 and until quite recently he has been a first team regular. League record: Doncaster nil aps.; Mansfield 124 aps. 23 gls.

MIKE LAVERICK (Midfield). Mike developed at Field Mill, making his League debut in 1972/73. Mike often comes up with priceless goals in cup-ties — though he has not scored yet in the League this season he has hit two goals in the League Cup and got another in the deciding tie with Wrexham in the F.A. Cup. League record: Mansfield 64(16) aps. 11 gls.

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JIM McCAFFREY (Midfield). Jim is a former England youth international. He learned his game with Nottingham Forest but didn't become a regular first-team player until signing for Mansfield in 1972. League record: Nottm. For. 2(6) aps. 1 gl.; Mansfield 145(6) aps. 18 gls.

IAN McDONALD (Midfield). Ian was with Barrow when they lost their League place. He then joined Workington who were forced to sell him to Liverpool for £35,000 to raise some cash in 1974. He didn't have much luck at Anfield, though, and moved on to Mansfield who paid a club record £10,000 this season. League record: Barrow 30(5) aps. 2 gls.; Workington 42 aps. 4 gls.; Liverpool nil aps.; Colchester (loan) 5 aps. 2 gls.; Mansfield 31(1) aps. 4 gls.

Third Division Scene by Tony Pullein

Buckley the Hat-Trick Specialist

Walsall's Alan Buckley completed a remarkable run when scoring his third hat-trick in his last four home games, against hapless Aldershot at Fellows Park. Only Peter Silvester (Southend) can equal Buckley's feat of three hat-tricks in Third Division football this season.

Buckley cracked four into Rotherham's net, claimed three against Gillingham and then got another trio last weekend. Now he is level at the top of the Third Division scorers' list.

	League	L.Cup	FAC	Total
Buckley (Walsall)	29	1	-	30
McNeil (Hereford)	27	1	2	30
Binney (Brighton)	21	1	3	25
Silvester (Southend)	19	1	3	23
Clarke (Mansfield)	19	3	-	22
Evans (Cardiff)	18	-	3	21
Rowland (Bury)	16	2	3	21

Several of those top marksmen were on target at the weekend. Dixie McNeil hit another of his invaluable efforts to give Hereford both points at Bury after the home side had recovered from a 0-2 deficit to draw level. McNeil hit the winner three minutes from time.

Hereford needed this boost for they had lost their previous two games and, while their position still looks pretty water-tight, the loss of another point — after seemingly being in a commanding lead — could well have disrupted their confidence at a vital moment in time.

Crystal Palace claimed a useful point at Mansfield, again with a late goal. Mansfield, now unbeaten in 10 games, looked set for another victory until Peter Taylor equalised ten minutes from time.

Cardiff's leading scorer Tony Evans was another late scorer. He found the net in the last minute at Shrewsbury but, as his side was trailing 0-3, it was of little use.

Late scoring seemed to be the vogue last weekend as we were caught by a late burst at Brighton. Sammy Morgan's two goals in the closing 15 minutes brought his tally to seven in his last eight matches.

Brighton's victory, and our defeat, kept the issues at both ends of the table remarkably open. Fortunately for us, Halifax, Sheffield Wednesday and Chesterfield also lost whilst Colchester

dropped a point. Sheffield Wednesday, still without an away win in Third Division football, went down 0-1 to local rivals Rotherham United. Millmoor's crowd of 13,500 was three times larger than the Rotherham average.

Few people have been paying too much heed to Millwall manager, Gordon Jago's comments that the Lions are the best footballing side in the division. They have been well down the table for much of the season, never rated among the promotion candidates. Yet, suddenly, Millwall are right in the picture following a run which has seen them collect 11 of their last 12 points.

Millwall are now hoping to capitalise on Brighton's poor away record and Palace's falterings to creep into one of the promotion spots just before the bell sounds for the end of the contest.

Crystal Palace, incidentally, will be facing not only Southampton in next week's F.A. Cup semi-final — they have also to contend with the might of the church and the influence of an Irish priest! Father Seamus Gilhooly has appealed in his parish magazine at Thatcham, Berks, for members of his church to pray for the Saints and to "give them a spiritual nudge towards Wembley." If Southampton do get through, they have promised to play a match for church funds.

Will you please forward me further details of the trip to Majorca in May.

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TWENTY ONE VOUCHER 1975
1976

NEW ACTIVITIES

The Directors are always looking for opportunities to provide additional income in their constant endeavours to balance the deficit between "gate" receipts and the Club's total expenditure.

Last season we took over control of our ground catering from a private contractor for the first time in the Club's history. This is proving financially successful and the Directors are determined that in future all sources of income at the County Ground will be organised for the Club's exclusive benefit.

Catering has always been a part of the Rendezvous Club's attraction with perhaps only minimal success so far, but the potential is enormous, coupled as it will be with the imminent opening of our new Supporters' Social Club.

Opportunity is thus being taken to draw the attention of all our supporters and their friends to our future ambitions.

Annual membership of the Rendezvous Club is £1.50 which includes automatic membership of the new Supporters' Social Club. Membership of the Social Club only is 50p per annum.

Membership forms are now available at the Football Club's Offices, the Rendezvous Club and Supporters' Club.

The main function of the Social Club's Committee members will be to increase present membership, organise various Fund Raising schemes and maintain and even increase present domestic activities. Financial control will pass to the Directors.

Mr. Ron Morse has been reappointed Secretary of the Rendezvous Club and Mr. Bob Jefferies will act as the Supporters' Social Club Secretary.

Mrs. Joan Cutler has been appointed CATERER for both Clubs and took up her new duties on March 15th and is already busily booking for the near future.

It is hoped that members will take full advantage of the Plated, Basket and Snack meals which will be available and also of the PRIVATE ROOMS which can be booked for Wedding Receptions, Anniversary Parties, Dances etc. Joan will welcome all enquiries and give detailed quotes.

Cooking facilities and Cuisine are already well known at the Rendezvous and these will in future be used to capacity. For example, the following Menus will be available at the Rendezvous Club TUESDAYS to SUNDAYS inclusive.

Plated meals from 8 p.m. (last orders 10 pm)

Sirloin Steak
Gammon Steak
Scampi
Chicken
Salads to order
Cheese and Biscuits
Coffee.

(The above served with chipped potatoes etc. and ordered in advance). **From 85p.**

Basket meals (from 8 pm)

Scampi
Cod
Chicken
Sausage
Salads to order
Chipped potatoes

From 45p.

Snacks

Assorted Rolls, sandwiches,
pies, pasties, etc. etc.
Coffee.

Current prices.

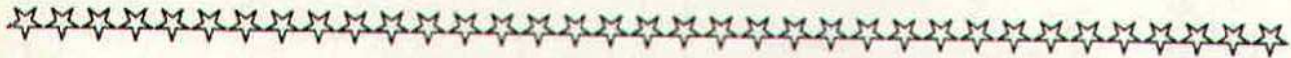
The Supporters' Social Club will be opened to Members on Friday, April 9th 1976 but the OFFICIAL OPENING CEREMONY will be arranged for later that month and all concerned will be advised of the arrangements. Special entertainment has been booked for April 9th. From this date the Club will remain open all the week from SUNDAYS to MONDAYS incl.

These newly built premises, provided through the generosity of our new Director, Mr. W. Dore, will be managed by Mr. Ray Cutler, who will be directly responsible to the Board of Directors, and will house a modern Skittle Alley with its own Bar, a large entertainment floor space suitable for Cabarets, Dances, Bingo, Boxing and Wrestling matches etc. etc. A children's room has also been provided where soft drinks, snacks etc. will be made available. Rifle Shooting facilities could, it is thought, also be made available.

A feature of the Club will be its partitioning, which will enable accommodation to be provided for various separate functions to take place whilst normal Club activities continue.

Basket meals and Snacks similar to those served in the Rendezvous Club will be available from 7 pm to close and a part of the extensive Bar will be utilised for the serving of fresh TEA and COFFEE.

The tremendous potential of these new facilities will be obvious to all and the enthusiastic support of all the Town's well wishers will go far in putting the Club back to a firm financial footing.



SUPPORTERS SOCIAL CLUB



We are now accepting membership applications for our new Supporters Club. We look forward to your support and to receiving your application on the form produced below. Just complete your name and address and return it (or a written copy) to the Secretary, Mr. Bob Jefferies, together with your remittance of 50p. Yes - only 50p to join what is probably the biggest and most up-to-date Club in the district.

**SWINDON TOWN FOOTBALL SUPPORTERS SOCIAL CLUB
COUNTY GROUND
SWINDON**

APPLICATION FOR MEMBERSHIP

I.....(Block Capitals), the undersigned, being a candidate for election, do hereby declare that, if elected, will abide by the Rules of the Social Club. On admission to membership, I will not knowingly, whether by word or deed, do anything prejudicial to the interests of the Club and agree that any default in the observance of this pledge shall justify the Company terminating my membership of the Club, with or without a personal hearing.

I enclose my remittance of £0.50p.

SIGNATURE OF APPLICANT.....Mr./Mrs./Miss

ADDRESS BLOCK
LETTERS
PLEASE

SIGNATURE OF PROPOSER No

SIGNATURE OF SECONDER No

Elected

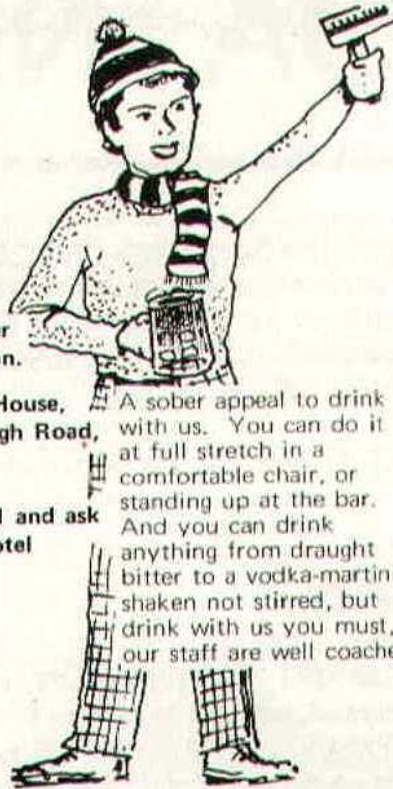
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- Miss. W. D. Hudd, Swindon
- Golden Sport
- C. J. Green (Decorators)

Danny's Desk

Last Saturday's result was very disappointing, two goals being scored in the 75th and 81st minutes, after the lads had well contained top of the table Brighton. However, the game confirmed that our 'deadline' signing of Gerry O'Brien and Steven Aizlewood are well worth the fees we paid for them and I am sure that you are all pleased to see Don Rogers back on the playing staff once again.

Today we welcome Mansfield Town to the County Ground and what a magnificent recovery they have made in their league position in latter weeks, but of course the points at stake today are equally important to them as they are to us, but I hope, if we play the way I know we can, and give 100% effort, and you the supporters get right behind us by giving the team your vocal encouragement, that we will get the right results. One thing for certain we shall get nothing given to us today, or any of the vital games remaining this season, that we have to play in the name of survival.

On behalf of Joe Butler, I would like to say a big 'thank you' to all of you who turned out to

support him for his Testimonial Match. You did him proud, and I know he appreciates very much your support. Joe would also like to thank the players, staff referee and linesmen, as well as turnstile operators and gatesmen, all of whom give their services free to him on this occasion, and of course a big thank you to Dave Mackay and his team for turning out at a time when the pressures of the team to win the league championship are weighing heavily upon them. Well done Derby County.

We are still looking for a few more supporters to join us on our trip to Majorca on the 15th May. In response to enquiries I would like to emphasise that there is no segregation between players and supporters on these trips. We travel, eat and enjoy ourselves as a party, so please give yourselves a treat and put your name down for this holiday in Playa-de-Palma. The first team will be playing in the tournament, so now is your chance to get to know them yourself.

Thank you for your support this afternoon, we couldn't manage without you.



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- 2 McLaughlin
- 3 Trollope
- 4 Stroud
- 5 Aizlewood
- 6 Prophet
- 7 Moss
- 8 Rogers
- 9 Syrett
- 10 O'Brien
- 11 Anderson
- 12 Dixon



MANSFIELD TOWN

- 1 Arnold
- 2 Pate
- 3 Foster. B.
- 4 Laverick
- 5 Foster. C.
- 6 McKenzie
- 7 McDonald
- 8 Eccles
- 9 Clarke
- 10 Hodgson
- 11 McCaffrey

Referee: Mr. D.W. Civil, Great Barr, Birmingham.

Linesmen: Red Flag: Mr. W.H. Bombroff, Frampton Cotterell, Bristol.

Yellow Flag: Mr. B.A. Champion, Avonmouth, Bristol.

DEREK CIVIL, Birmingham. Works in the printing trade and has been on the League list since 1969-70. Previously refereed in local leagues, the Worcestershire Combination and Football Combination. Linesman for a European Cup quarter-final match in 1973-74 and refereed the F.A. County Youth Cup Final in 1971-72. He helps with the coaching and running of local schools sides and helps and advises young referees. A married man with two sons.

KEY OF THE BOARD

- A Aldershot v Shrewsbury
- B Cardiff v Millwall
- C Crystal Palace v Bury
- D Gillingham v Chester
- E Grimsby v Southend
- F Hereford v Brighton
- G Peterborough v Halifax
- H Port Vale v Walsall
- I Sheffield Wed. v Colchester
- J Wrexham v Preston N.E.
- K Derby v Birmingham
- L Leeds v Arsenal
- M Liverpool v Burnley
- N Manchester Utd. v Middlesbrough
- O Q.P. Rangers v Manchester City
- P Tottenham H. v Sheffield Utd.
- Q Wolverhampton v Leicester.
- R Bristol Rovers v Oxford Utd.
- S Carlisle v Bristol City
- T Sunderland v Southampton

**THANK YOU FOR YOUR SUPPORT
AND PLEASE DON'T FORGET**

Division Three

CHESTER

Tuesday next, 30th March 1976

K.O. 7.30 p.m.