

DIV. THREE

**Swindon Town**

v

**Northampton**

Official Programme

10p

**WOULDN'T  
A PINT  
GO DOWN  
WELL  
TONIGHT?**



**Best Bitter Beer**

**ARKELLS** 

**Traditional draught beers**



# Swindon Town Football Company Limited

Registered Office County Ground Swindon Telephone No. 22118

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Pools Manager **D. Buswell**

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

## NEWS & VIEWS NEWS & VIEWS NEWS & VIEWS



Today we greet for the second time this season, Officials, Players and Supporters of Northampton Town. Naturally our spectators today, will know we defeated our visitors in the First Leg of the First Round of the League Cup; but lost on aggregate after a 0-2 defeat at Northampton.

Unfortunately, they have not displayed the same form in their League games, and at the moment are in 20th position with 6 points from 10 games. Despite that record Northampton will prove to be dour opponents. They always seem to play well at the County Ground.

We ourselves are unable to improve our 'away' results. All the critics write up our match at Walsall, as a fine game of football and most enjoyable for the spectators to watch. So far so good, but unfortunately, we came away with no goals scored, and no points gained.

It is very nice to read that Swindon, one of the "THIRD DIVISION PACE SETTERS" fought back with skill and determination, but it brings little comfort to us, as later we read - "many chances were created but none taken." Did we leave our "shooting boots" behind, or were we unlucky.

Certainly Swindon was a little unfortunate, with the centre-half injured, the deputy went down with "flu", and consequently some re-organisation of the team at the last minute.

It was rather a bad blow, as all the staff received an anti-flu injection just over a week ago. 'Or did the doctor miss Frank?'

Swindon is going to be very busy from now until almost the end of November, as we shall be playing two matches each week until 20th November, the date of the 1st Round of the F.A. Cup. The second round is due to be played on 11th December, and everyone hopes, Swindon will survive those two early rounds, with anticipation of a draw against one of the bigger clubs. It does so much to keep interest alive at the County Ground especially over the Christmas period with the promise of greater things to come.

Talking of Christmas, Swindon has two very important games at home during the holidays. On Boxing Day we entertain Oxford United, and although "Local Derbies" save travelling, maybe many connected with the club would have preferred a normal Saturday for that fixture.

On New Year's Day we entertain Brighton, at present leading the Division. A great game in prospect, and one we could so easily win. May we still be in the F.A. Cup Competition at that time.

# Talk of the Town

By the Chairman

For the second time this season we say welcome to Northampton Town. We have a score to settle after they dismissed us from the League Cup on an aggregate score of 3 - 4. We did score three goals at home on that occasion, but goals have been hard to get since and it has been this failing that has lost us valuable points. Danny is obviously well aware of this problem and it is up to him to try and rectify this weakness.

Today's match ball has been donated by Sir Fred Ponting, a gentleman who is a real friend to so many deserving causes such as children's homes etc. On the sporting side Pontins Limited organised a six-a-side football competition last season which was played in two divisions, one at Southport and the other at Brean for young players under 18. The winner of each Division played the final at Wembley before the Charity Shield Match, the game between the Cup Finalists and the League Winners.

We are hoping to compete at Brean this season as we did last year, but this time we shall enter well prepared for this type of competition. Pontins cater on very special terms during this week at Brean and in fact very special terms can be arranged at any of Pontins Holiday resorts through our Club and Doug Buswell at our competitions office will be very pleased to give you details.

Mr. Walter Rowley, Public Relations Officer is always interested in helping Football Clubs and as General Manager at Brean Sands makes certain that everything is well organised.

Monday evening our lads gave their services in a game against an International Club XI in aid of the Thamesdown Hydrotherapy Pool Association and the outcome of both the generosity of the supporters and the teams as well as gamemen, stewards and our staff who all give their services free was a cheque to the association of £685. What a pity such a small crowd of only 1,263 attended what turned out to be such a very entertaining game. Gordon Banks turned on a magnificent display and considering his handicap and playing under flood lights one had to see that his abilities were far in advance of the average player. Very often these friendlies are disappointing and it is a little sad to see the stars of yesterday performing below par, but Monday's game proved that skills will even up endeavour.

Another event coming up on our calendar is a dance on Saturday, 30th October, being held in the Social Centre, Carterton. This dance has been organised by Mr. K. Smith and his helpers, all very keen supporters of our Club. This is the second year running that they have arranged this social function and the proceeds will be given to the Football Club.

Tickets are available from our Club so why not get a party up and enjoy this football gathering, the players will be there. Dancing is to the music of Sounds Unlimited.

Here's hoping today's game will be enjoyable.



## THE REFEREE

**THOMAS, CLIVE (Treorchy - Mid-Glam.)**  
Started refereeing as a teenager after once being on Norwich City's book. Graduated through local and the Welsh League to the Football League full list. Has refereed several International and important European matches including two in the 1974 World Cup Finals. During 1976 he was in charge of the F.A. Cup Final, two International matches - England v. Ireland and Germany v. Greece - the Bayern Munich v. Real Madrid European Cup Semi-Final and the European Nations Cup Final.

A married man, with two daughters, he is General Secretary of the Boys' Clubs of Wales and runs a sports shop. Attends functions, as guest speaker, to speak on football refereeing and his other interests include table tennis and basketball.





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# OUR VISITORS

by Tony Pullein

## NORTHAMPTON

### **ALAN STARLING (Goalkeeper)**

Alan has been Northampton's goal-keeper since his transfer from Luton in 1971. Last season he actually scored a goal, from a penalty, to give the Cobblers a record of all their players scoring. This season he had an unhappier occasion when he scored the winning goal for Walsall — against himself!

League record: Luton 7 aps; Torquay (on loan) 6 aps; Northampton 222 aps, 1 gl.

### **JOHN GREGORY (Defender)**

John developed in the club's junior sides, making his senior bow in 1972/73. The following season he won a regular place which he has since held.

League record: Northampton 151 aps., 4 gls.

### **BILLY BEST (Defender)**

Once an outstanding goalscorer, with five and four-goal hits to his credit, Billy is now employed stopping goals. He is in his second spell with the Cobblers. He left for Southend in 1967 and returned six years later.

League record: Northampton 38(2) aps., 11 gls; Southend 223(1) aps., 106 gls; Northampton 138(1) aps., 24 gls.

### **STUART ROBERTSON (Defender)**

Stuart didn't make the first-team at Nottingham Forest but spent six seasons as an outstanding member of Doncaster's defence until his move to Northampton in 1972.

League record: Nottm. Forest nil aps., Doncaster 225(3) aps., 8 gls; Northampton 147 aps., 15 gls.

### **BARRY TUCKER (Defender)**

Barry is one of the players developed by the Cobblers at the County Ground. He made his first League appearance as substitute in 1971/72 and has been a fixture in defence for the past four seasons.

League record: Northampton 154(5) aps., 2 gls.

### **ANDY MCGOWAN (Midfield)**

Andy attracted the attention of several clubs when he was playing for Corby in the Southern League. Northampton moved in quickly to sign him and he made a quick impression when introduced to the League side last season.

League record: Northampton 48(4) aps., 5 gls.

### **DAVID CARLTON (Midfield)**

David served his apprenticeship with Fulham, making his senior bow in 1971/72. It wasn't until he joined the Cobblers, however, that he began to enjoy regular League football. He is now in his fourth season with the club.

League record: Fulham 5(4) aps; Northampton 100(5) aps., 6 gls.

### **DON MARTIN (Midfield)**

A former England youth international, he was three times Northampton's top scorer in the mid-sixties before moving on to Blackburn Rovers where he maintained his outstanding scoring record. He re-signed for the Cobblers last season.

League record: Northampton 135 aps., 52 gls; Blackburn 218(6) aps., 57 gls; Northampton 34(1) aps., 7 gls.

### **STEVE PHILLIPS (Midfield)**

Though Steve made several first-team appearances for Birmingham, he never won a regular place. He enjoyed a brief loan spell with Torquay two seasons back and transferred to Northampton last season.

League record: Birmingham 15(5) aps., 1 gl; Torquay (on loan) 6 aps; Northampton 40(1) aps., 7 gls.

### **GEORGE REILLY (Midfield)**

George was a junior player with Corby and Northampton signed him as a non-contract player. He has been drafted in as substitute this season to give him the feel of League football and has now made his full League debut.

League record: Northampton 2(1) aps., 1 gl.

### **DERRICK CHRISTIE (Midfield)**

Derrick served his apprenticeship with the Cobblers, winning his initial chance in the League eleven in 1972/73. He has won a regular place this season.

League record: Northampton 35(11) aps., 3 gls.

### **JOHN FARRINGTON (Midfield)**

John played a considerable amount of First Division football for Wolves prior to his £25,000 transfer to Leicester in 1969. Two years later he won a Second Division Championship medal. Cardiff paid £45,000 for him in 1974 and he joined the Cobblers two seasons ago.

League record: Wolves 31(3) aps., 2 gls.; Leicester 114(3) aps., 19 gls; Cardiff 23 aps., 6 gls; Northampton 73(6) aps., 5 gls.

### **PAUL STRATFORD (Striker)**

Paul has been one of Northampton's most successful strikers, topping their scorers with 15 goals in 1974/75. He grabbed 16 last term including a last-match hat-trick against Stockport. Another local discovery.

League record: Northampton 135(1) aps., 46 gls.

### **JIM HALL (Striker)**

Jim, now in his second spell with the club, was top scorer with 22 goals last season. He left the club in 1967 to join Peterborough — where he was four times top scorer — and returned last season. A former England youth international.

League record: Northampton 54(2) aps., 7 gls; Peterborough 298(4) aps., 120 gls; Northampton 55 aps., 27 gls.

N.B. Statistics up to and including October 16.



Back Row (left to right): John Petts (trainer), Jim Hall, John Gregory, Alan Starling, Stuart Robertson, Don Martin, Pat Crerand (Manager).

Front Row: Steve Phillips, Barry Tucker, Billy Best, Andy McGowan, Paul Stratford, Derrick Christie.

DIVISION THREE LEAGUE TABLE (up to and including October 16th)

	Home						Away						Pts	Av. Home Gate	Top League Scorer(s)
	P	W	D	L	F	A	W	D	L	F	A				
Brighton & H A	11	5	1	0	22	6	2	1	2	5	7	16	17428	Peter Ward 9	
Wrexham	10	4	1	0	9	2	3	0	2	13	7	15	6498	Bill Ashcroft 8	
Shrewsbury Town	10	5	0	0	16	3	1	2	2	6	7	14	4335	Chic Bates 7	
Sheffield Wed.	11	4	2	0	12	3	1	2	2	6	10	14	12914	Roger Wylde 8	
Preston N.E.	11	4	2	0	17	6	0	3	2	3	6	13	7215	Mike Elwiss 8	
Rotherham United	10	3	2	1	12	6	1	2	1	4	4	12	4448	Alan Crawford, Trevor Phillips 5	
Lincoln City	10	1	3	0	4	2	3	1	2	9	7	12	8604	John Ward 5	
Bury	10	5	0	0	13	2	0	2	3	5	14	12	5464	Andy Rowland 6	
Reading	11	3	1	1	9	4	2	1	3	7	11	12	8050	John Murray 6	
Swindon Town	11	4	1	0	12	6	1	1	4	3	9	12	7707	Dave Moss 4	
Mansfield Town	10	3	1	0	12	2	2	0	4	5	8	11	6070	Terry Eccles 7	
Crystal Palace	10	3	1	1	8	5	1	2	2	3	4	11	14238	Dave Swindlehurst 3	
Gillingham	10	2	2	1	7	6	2	1	2	8	10	11	5872	Damien Richardson 6	
Chester	11	2	1	2	4	5	2	2	2	4	7	11	3991	Paul Crossley 4	
Peterborough U	13	4	1	2	8	7	0	1	5	6	17	10	6401	Chris Turner 3	
Oxford United	10	1	3	1	10	10	1	2	2	9	9	9	4123	Mick Tait 5	
Tranmere Rovers	10	2	1	2	4	4	1	2	2	5	6	9	4220	Russell Allen, Bobby Tynan 3	
Walsall	11	2	1	2	10	9	1	2	3	3	11	9	5490	Alan Buckley 6	
Grimsby Town	10	3	2	1	6	3	0	0	4	4	13	8	4403	Malcolm Partridge, Joe Waters 3	
Chesterfield	11	1	1	3	5	11	2	1	3	7	10	8	3995	Rod Fern 4	
Northampton Town	10	2	0	3	5	6	0	2	3	3	8	6	5620	Derrick Christie, Jim Hall, Stuart Robertson 2	
Port Vale	11	2	1	3	9	9	0	1	4	2	11	6	4265	Colin Tartt 3	
York City	10	2	2	1	6	5	0	0	5	4	16	6	2779	Jim Hinch 3	
Portsmouth	10	1	2	2	4	6	0	1	4	4	12	5	8835	Micky Mellows 4	

# TOWN ST

SEASON 1976 - 77

DATE	LGE.H POS./	OPPONENTS	H-T	F-T	SCORERS (P) = PENALTY	ATTEN DANCE
S 14 AUG	( )	H NORTHAMPTON TOWN (FLC1)	1-0	3-2	STROUD, GODDARD, SYRETT	6253
W 18 AUG	( )	A NORTHAMPTON TOWN (FLC1)	0-0	0-2		7037
S 21 AUG	( )	H PORT VALE	0-0	1-0	SYRETT	6138
TU 24 AUG	( )	A PORTSMOUTH	0-2	1-2	ANDERSON	7898
S 28 AUG	(4)	H WREXHAM	0-0	3-2	MOSS 2, PROPHETT	6204
S 4 SEP	(3)	A CHESTERFIELD	0-0	1-0	ROGERS	4148
S 11 SEP	(2)	H SHEFFIELD WEDNESDAY	1-1	5-2	MOSS, SYRETT 2, ANDERSON AIZLEWOOD	8698
S 18 SEP	(3)	A LINCOLN CITY	0-0	0-0		7379
S 25 SEP	(3)	H GILLINGHAM	1-1	2-2	STROUD, AIZLEWOOD	8678
W 29 SEP	(3)	A PETERBOROUGH UNITED	0-1	0-1		5783
S 2 OCT	(10)	A READING	0-3	1-4	MOSS	11670
S 9 OCT	(6)	H SHREWSBURY TOWN	0-0	1-0	PROPHETT	9017
S 16 OCT	(10)	A WALSALL	0-1	0-2		5529
S 23 OCT	( )	H NORTHAMPTON TOWN	-	-		
TU 26 OCT	( )	A BURY	-	-		
S 30 OCT	( )	H TRANMERE ROVERS	-	-		
TU 2 NOV	( )	H CRYSTAL PALACE	-	-		
S 6 NOV	( )	A BRIGHTON & HOVE ALBION	-	-		
S 13 NOV	( )	H ROTHERHAM UNITED	-	-		
S 20 NOV	( )	(FAC1)	-	-		
S 27 NOV	( )	A MANSFIELD TOWN	-	-		
F 3 DEC	( )	H GRIMSBY TOWN	-	-		
S 11 DEC	( )	(FAC2)	-	-		
S 18 DEC	( )	A CHESTER	-	-		
M 27 DEC	( )	H OXFORD UNITED	-	-		
S 1 JAN	( )	H BRIGHTON & HOVE ALBION	-	-		
M 3 JAN	( )	A TRANMERE ROVERS	-	-		
S 8 JAN	( )	A PRESTON NORTH END (FAC3)	-	-		
S 15 JAN	( )	H PORTSMOUTH	-	-		
S 22 JAN	( )	A PORT VALE	-	-		
S 29 JAN	( )	H YORK CITY (FAC4)	-	-		
S 5 FEB	( )	A WREXHAM	-	-		
S 12 FEB	( )	H CHESTERFIELD	-	-		
S 19 FEB	( )	A SHEFFIELD WEDNESDAY	-	-		
S 26 FEB	( )	H LINCOLN CITY (FAC5)	-	-		
S 5 MAR	( )	A GILLINGHAM	-	-		
F 11 MAR	( )	H READING	-	-		
S 19 MAR	( )	A SHREWSBURY TOWN (FAC6)	-	-		
S 26 MAR	( )	H WALSALL	-	-		
F 1 APR	( )	A NORTHAMPTON TOWN	-	-		
F 8 APR	( )	A OXFORD UNITED	-	-		
S 9 APR	( )	H PETERBOROUGH UNITED	-	-		
TU 12 APR	( )	A CRYSTAL PALACE	-	-		
S 16 APR	( )	H BURY	-	-		
TU 19 APR	( )	A YORK CITY	-	-		
S 23 APR	( )	A ROTHERHAM UNITED (FACSF)	-	-		
S 30 APR	( )	H MANSFIELD TOWN	-	-		
TU 3 MAY	( )	H PRESTON NORTH END	-	-		
S 7 MAY	( )	A GRIMSBY TOWN	-	-		
S 14 MAY	( )	H CHESTER	-	-		
S 21 MAY	( )	(FACF)	-	-		

## SWINDON TOWN

(League Games only -

### CODE USED ABOVE

01	JIMMY
02	JOHN
03	TONY
04	KENN
05	STEVE
06	COLIN
07	DON P
08	WILL
09	HOWA
10	GERR
11	TREVE
12	DAVE
13	DAVE
14	PHIL H
15	FRAN
16	RAY M

\*Includes 4 apps. 2 go

WITH THE RESERV

Saturday 9th Oct.

Barron, Trollope, Tan  
Wakefield, Rogers (s)

# N STATS

(FOR DIRECTORY OF CODES - SEE BELOW)

CORERS PENALTY	ATTEN DANCE	ACCUM PNTS	(FOR DIRECTORY OF CODES - SEE BELOW)											SUB
			1	2	3	4	5	6	7	8	9	10	11	
S - DENOTES SUBSTITUTED PLAYER														
GODDARD, SYRETT	6253		01	02	03	04	05	06	07S	08	09	10	11	12
	7037		01	02	03	04S	05	06	07	08	09	10	11	12
	6138	2	01	02	03	04	05	06	13	10	12	09	11	
	7898	2	01	02	03	04	05S	06	13	08	12	09	11	14
PHETT	6204	4	01	02	03	04	15	06	13	08	12	09	11	
	4148	6	01	02	03	04	15	06	07	08	12	09	11	
TT 2, ANDERSON	8698	8	01	02	03	04	05	06	13	08	12	09	11	
ZLEWOOD	7379	9	01	02	03	16	05	06	13	08	12	09	11	
	8678	10	01	02	03	04	05S	06	13	08	12	16	11	09
	5783	10	01	02	03	04	05	06	13	08S	12	16	11	10
	11670	10	01	02	03	04	05S	06	13	10	12	16	11	09
	9017	12	01	02	03	04	15	06	13	10	12	16	09	
5529	12	01	02	03	04	08	06	13	16	12	10	11		

## SWINDON TOWN PLAYING STAFF 1976/77

(League Games only - including substitute appearances)

CODE USED ABOVE		THIS SEASON APPS/GOALS	CAREER APPS/GOALS
01	JIMMY ALLAN	11	82
02	JOHN MCLAUGHLIN	11	178/8
03	TONY TAYLOR	11	284/16
04	KENNY STROUD	10/1	96/7
05	STEVE AIZLEWOOD	7/2	209/19
06	COLIN PROPHETT	11/2	233/12
07	DON ROGERS	1/1	499/182
08	WILL DIXON	8	262/8
09	HOWARD GODDARD	9	73/18
10	GERRY O'BRIEN	5	98/2
11	TREVOR ANDERSON	10/2	100/21
12	DAVE SYRETT	11/3	90/25
13	DAVE MOSS	10/4	151/34
14	PHIL HARRIS	1	1
15	FRANK BURROWS	3	484/14
16	RAY MCHALE	10/2*	216/48

\* Includes 4 apps. 2 goals. for Halifax Town

WITH THE RESERVES.....

Saturday 9th Oct. CHELSEA AWAY 0 - 4

Barron, Trollope, Tanner, Thompson, Lewis, Collicott, Gilligan, Harris, Brinkworth, Wakefield, Rogers (s) Andrews

PREVIOUS ENCOUNTERS

# SWINDON v NORTHAMPTON

PREVIOUS ENCOUNTERS

SWINDON TOWN v NORTHAMPTON TOWN

POST - WAR LEAGUE RESULTS (SWINDON SCORE FIRST)

DATE	TYPE	SCORE	SCORERS	GATE
AUG. 31 1946	AWAY	1-4	WILLIAMS	11937
DEC. 28 1946	HOME	3-1	LUCAS 2, STEPHENS(W)	15456
AUG. 23 1947	HOME	0-0		18183
MAR. 18 1948	AWAY	0-0		6200
SEP. 4 1948	AWAY	1-0	OWEN	9400
JAN. 15 1949	HOME	2-2	OWEN, DAWSON	13593
SEP. 17 1949	HOME	6-1	LUNN, JONES 2, BAIN, OWEN, DAWSON	15219
JAN. 21 1950	AWAY	1-0	OWEN	14508
SEP. 23 1950	HOME	1-0	OWEN	13708
FEB. 3 1951	AWAY	2-1	OWEN, MILLAR	7202
NOV. 17 1951	HOME	1-1	BETTERIDGE	11226
APR. 5 1952	AWAY	0-1		7425
SEP. 25 1952	AWAY	1-3	RYDER	8748
APR. 11 1953	HOME	3-0	MILLAR, BAIN, pen., OWEN	9564
MAR. 13 1954	AWAY	0-2		6821
APR. 28 1954	HOME	0-0		5195
OCT. 2 1954	HOME	0-1		8899
DEC. 11 1954	AWAY	0-1		6609
AUG. 24 1955	HOME	0-1		8552
SEP. 1 1955	AWAY	1-2	EDWARDS	11102
APR. 22 1957	HOME	4-0	OMAHONY 2, EDWARDS MICKLEWRIGHT.	7573
APR. 23 1957	AWAY	0-2		4950
SEP. 21 1957	HOME	5-1	EDWARDS 2, RICHARDS 2, SKULL	9934
FEB. 1 1958	AWAY	0-3		9845
SEP. 23 1961	AWAY	2-1	HUNT (E), HUNT (R).	9263
FEB. 10 1962	HOME	2-2	SMITH, ATKINS	8985
AUG. 25 1962	HOME	2-3	JACKSON, DARCY	12962
MAR. 26 1963	AWAY	1-1	SMITH	16812
SEP. 28 1963	AWAY	0-4		18177
FEB. 8 1964	HOME	2-3	MCPHERSON, ROGERS, pen.	16833
DEC. 5 1964	AWAY	1-2	BROWN	9486
MAR. 23 1965	HOME	4-2	HUNT 2, SUMMERBEE, ROGERS	17686
SEP. 16 1967	HOME	4-0	ROGERS 2, TERRY, PENMAN.	13280
JAN. 20 1968	AWAY	0-2		10339
NOV. 26 1968	AWAY	6-2	SMITH, ROGERS 2, SMART, HEATH, NOBLE.	6827
MAR. 1 1969	HOME	1-0	ROGERS	17081

FIRST MEETING OF CLUBS IN FOOTBALL LEAGUE:

MAR. 28 1921 SWINDON TOWN 2 (Hawley, Fleming) NORTHAMPTON TOWN 1

Swindon Town: Skiller, Weston, Macconachie; Langford, Hawley, Wareing;  
Jefferson, Denyer, Rogers, Batty, Fleming.

LEAGUE SUMMARY

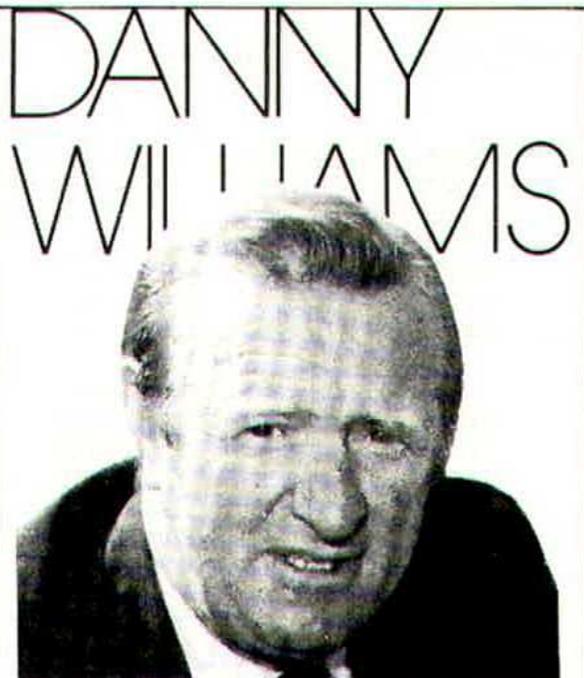
	W	D	L	F	A
PRE-WAR HOME:	16	1	2	48	14
PRE-WAR AWAY:	3	6	10	17	39
POST-WAR HOME:	9	5	4	40	18
POST-WAR AWAY:	5	2	11	17	31
TOTAL	33	14	27	122	102

BIGGEST PRE-WAR VICTORY: 5-0 home 29.11.24  
HEAVIEST PRE-WAR DEFEAT: 0-6 away 17.9.32

SWINDON'S SUCCESS RATE : 54.05%

TRANSFERS BETWEEN CLUBS

Alec Cochrane from Northampton Town debut v. Newport away Aug. 31, 1935.  
Tommy Wells from Northampton Town debut v. Newport away Aug. 31, 1935.  
Frank Large from Northampton Town debut v. Plymouth home Mar. 7, 1964.  
Dennis Brown to Northampton Town last app. v. Reading home Feb. 4, 1967.  
Bobby Jones from Northampton Town debut v. Doncaster away Feb. 11, 1967.



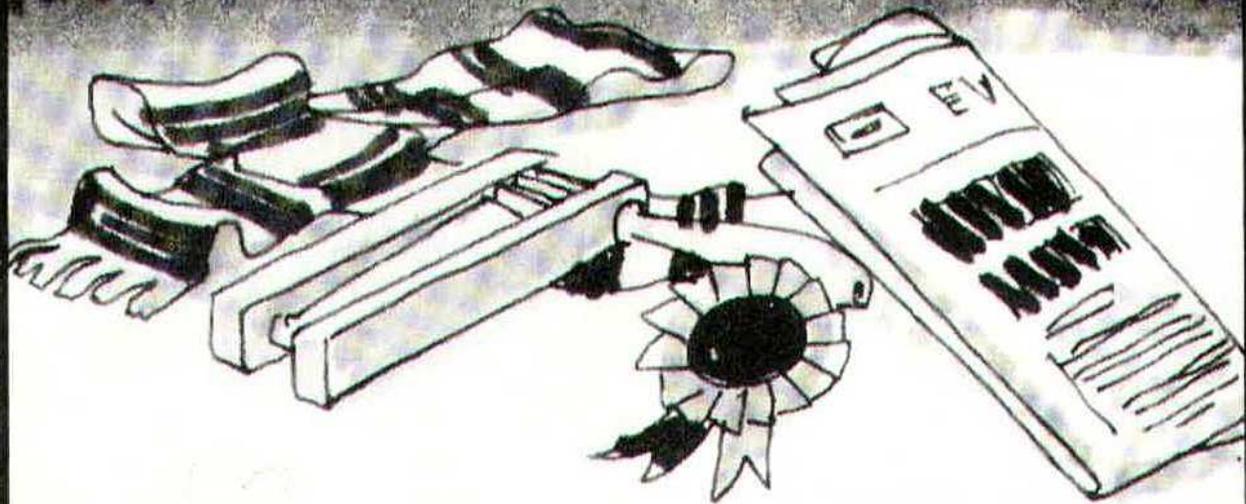
Once again we have had a disappointing away result, this time at Walsall. I have received letters accusing us of playing defensive away from home but such play is certainly not to my instructions, after all we all know that the lads are at their best going forward. It must be realised that most clubs tend to attack more and put on that extra pressure when playing at home and that makes the job of the visiting club that much more difficult hence the fact that there are so few away results on the coupons each week. Notwithstanding these remarks we again had chances at Walsall which we failed to put away and both of their goals came from mistakes made by our team.

Thanks for the letters, I have received for the sponsorship of players in their 20 lap run to purchase a video tape outfit. A £1 note will back a players at 5p a lap so I shall be most pleased to hear from as many of you as possible and of course, those of you who sponsor are welcome to come along to the ground on Sunday 7th November at 11.00a.m. to see the players and cheer your player on.

I was very pleased on Monday last when Jack Smith informed me that he had been successful in signing two lads on schoolboy forms, one from Cirencester and one from Shepton Mallet. In this connection an ex-playing friend has recommended to me four young 15-16 year olds in Kent. I sent our scout for that area to see these lads play and he was very impressed and so we are going to have them along for trials.

Here's hoping for a successful afternoon and please do your part by cheering the lads for the whole 90 minutes.

**Part of every supporter's kit.**



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# What is the Secret of Crowd Appeal?

by Tony Pullein

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Success. Star Personalities. Attacking Football.

What is the secret ingredient a team needs to have crowd appeal? Fulham proved that big-name players will pull in huge crowds when they signed George Best and Rodney Marsh. The move towards attacking football has certainly boosted crowds in all four divisions this season. And a successful run in League or Cup normally adds a few hundred to the gate.

But there is an extra dimension needed before a club becomes an automatic crowd-puller.

Take Manchester United. Though they were relegated in 1973/74 they were still the best supported club in the country. And, even in the absence of their great players - Charlton, Best, Law, Stiles, etc., - they drew the best support in the Second Division for a quarter of a century!

The Reds have many outstanding young players, plus some experienced internationals, but they don't have a truly international star. No George Best, Kevin Keegan, Malcolm Macdonald. Maybe that's their secret (?) and that, being Manchester United, they are a special case to which the normal rules of crowd-pulling do not apply.

Old Trafford crowds this season are averaging just below the 59,000 mark. Going from the sublime to the ridiculous, it is an interesting fact to note that United's first three home League games this season were watched by 176,353 - and that's just about as many as have paid to see Workington over the past five years!

When Aston Villa dropped down into the Third Division a few years ago they attracted best crowds of the season at nearly every ground they visited. Why? They didn't have a particularly good team; certainly there were no big names in the side. It was simply that Villa, the club with such a glorious past, had never before visited places like Bournemouth, Shrewsbury, Halifax, Rochdale and Wrexham and, because they were Aston Villa, huge crowds turned up to watch them.

Yet - and this is the interesting thing - when Huddersfield and Preston, two clubs with equally impressive histories, sank into the Third Division there was scarcely a stir on the terraces. Only when Bobby Charlton came out of retirement to play his last season for Preston, did the Lancashire club have any crowd appeal beyond any of their Third Division rivals.

Most clubs have different standards of success, of course. Now that Brighton are performing so superbly in the Third Division, they are drawing crowds of up to 30,000. Yet, when Bournemouth were on the brink of the Second Division some five years ago they averaged only 12,000.

Here are two clubs, similar in many respects. Both are centred in major seaside resorts of similar size. So why should a soccer crowd of 12,000 spell success for Bournemouth while that sort of support would be looked upon with contempt by the Brighton directors?

Neighbouring London clubs Fulham and Chelsea provide a good study in the habits of football followers. Before they went into the market for Best and Marsh this year a successful Fulham were happy to draw a 15,000 crowd to Craven Cottage. Even if they were on top of the Second Division they would not expect any more.

Yet Chelsea, no more than two miles away, always reckon to get 25,000 plus when they are at the top of Division Two.

Chelsea traditionally, have drawn support from a wide area of London while Fulham - prior to this season - had to rely upon a purely local support. Stamford Bridge, too, is a somewhat better stadium than Craven Cottage. Yet the Fulham ground can comfortably accommodate crowds of up to 45,000.

The signing of a big star can sometimes do the trick. Arsenal's crowds are 10,000 up on last season's since the arrival of Malcolm Macdonald.

We might have expected that Hereford, having risen from the Southern League to the Second Division in a record-breaking four seasons, would really be raking in the gate money this season. But no. Until they drew 13,891 for the local derby with Wolves, Hereford had been drawing no larger crowds in the Second Division than they had in the Fourth! Eight thousand has proved to be their regular hard core of support.

The popularity formula varies from club to club. Some, like Manchester United, are fortunate in having a large contingent of loyal followers, even under adverse conditions, whilst others never properly achieve their full crowd potential however hard they try.



UNDER THE MICROSCOPE



John McLaughlin



Club	Season	League	
		Apps.	Goals
Colchester	71/2	8	—
"	72/3	40	2
"	73/4	18	—
Swindon	"	16	1
"	74/5	39(2)	3
"	75/6	44	1
"	76/7	11	1



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**FROM THE POOLS OFFICE!!!**

Good Afternoon Ladies and Gentlemen. Welcome to Northampton.

**FOOTBALL TREBLE COMPETITION**

Week One was Saturday last and there were three Lucky Winners who were, Mr. Partlett, Enstone, Oxon, Mr. Watts, 6 Handle St., Swindon and Mr. Brown, 37 Ridgeway Rd., Swindon. They each received £11.67. for 2p stake. If you would like to participate call us at the Pools Office, Tel. 31510.

Our Rocket Ticket is now growing in popularity with people winning money, Televisions, Meat Vouchers etc. If you would like to become an Agent and earn commission and bonus, ring Jo Dean or Woody on Swindon 31510 or fill in the Form below.

Our Player sponsored run takes place on Sunday, November 7th. Twenty laps of the County Ground is the maximum. So if you want to sponsor a player/s the forms are now available at the Pools Office. You will also be welcome to come and see the Run and meet the players.

**GOLDEN GOAL WINNER v SHREWSBURY**

1st and Last Goal £88.07.

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Mr. Orchard, West Overton, Marlborough.

DOUG BUSWELL  
Pools Manager.

Name .....

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I would like to become an Agent for Swindon Town's Rocket Ticket.

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Signature



.....coming soon....."MYSTERY MAN".....

.....YOUR CHANCE TO WIN £10.....DON'T MISS IT.....



NEXT MATCH

DIVISION III

Saturday, 30th October, 1976.

# Tranmere Rovers

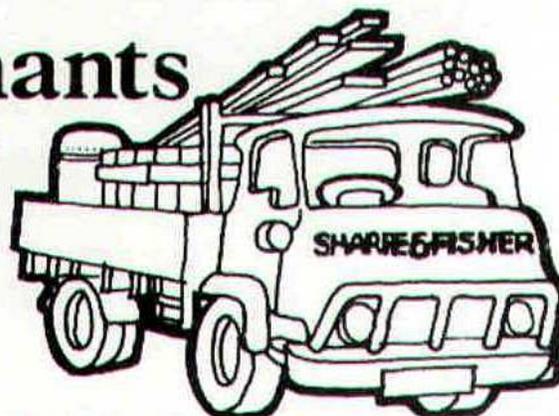
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# Saturday 23rd OCTOBER 1976

## SWINDON TOWN

1. Allan
2. Trollope
3. Taylor
4. Stroud
5. Burrows
6. Prophett
7. Moss
8. McLaughlin
9. Syrett
10. McHale
11. Anderson
12. O'Brien

at 3.00p.m.



## NORTHAMPTON

1. Starland
2. Gregory
3. Tucker
4. Best
5. Robertson
6. Phillips
7. Farington
8. McGowan
9. Reilly
10. Hall
11. Christy
12. Stratford

Referee: Mr. C. Thomas - Treorchy - Mid Glamorgan

Linesmen: Red Flag: Mr. D. A. Howell - Patchway - Bristol  
Yellow Flag: Mr. C. E. Topliss - Parkstone - Poole



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## KEY OF THE BOARD

A	Crystal Palace v Rotherham
B	Lincoln v Reading
C	Mansfield v Brighton
D	Peterborough v Oxford Utd.
E	Portsmouth v Port Vale
F	Sheffield Wed. v Shrewsbury
G	Wrexham v Gillingham
H	York City v Chester
I	Aston Villa v Bristol City
J	Everton v West Ham Utd.
K	Ipswich v Manchester City
L	Leeds v Liverpool
M	Leicester v Arsenal
N	Manchester Utd. v Norwich
O	Middlesbrough v West Brom. Alb.
P	Newcastle v Birmingham
Q	Q.P. Rangers v Sunderland
R	Stoke v Derby
S	Tottenham H. v Coventry
T	Blackburn v Chelsea