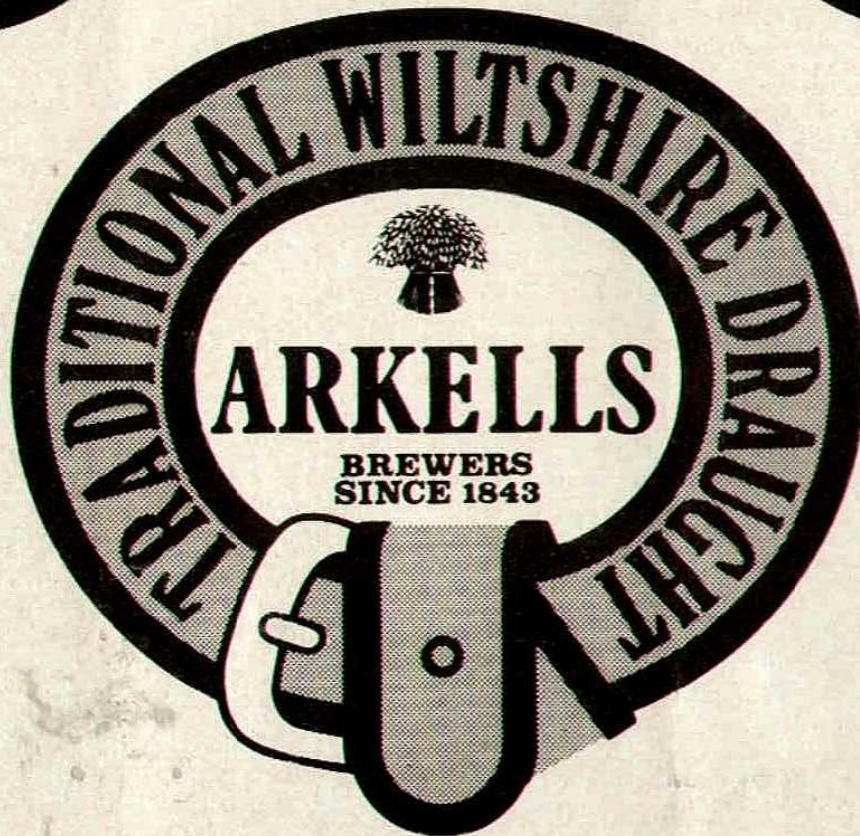
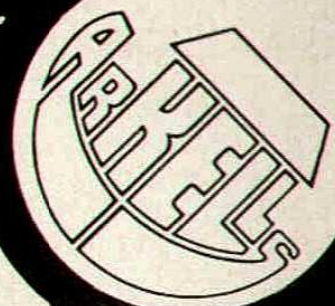


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Bob Smith says.....

What a tremendous week for the Swindon Town Football Club this has been, for everyone with the Club, players, directors, staff and supporters alike. Firstly we defeated Plymouth at home in the League table then travelled away to Blackpool and recorded our second away win of the season and then our success culminated in that fine win at Wimbledon when we entered the quarter finals of the League Cup Competition. In each of these games the players have given excellent performances to attain the results they did and the message is clear now that we must try and retain this consistency of performance.

We have another big game today in every sense of the word when we take on Sheffield United who are the leaders of the Third Division and a win today will take us that much closer to the top of the division. It is not my usual practice to mention individuals but from time to time I feel that it is right that certain players, for what they do for the club, are given special mention and with this in mind a pat on the back goes to Chic Bates who played at Blackpool in a strange role for him and did the job in a very very professional manner. Indeed, I can't think of a better word than 'professional' when referring to Chic Bates bearing in mind the way he came on as he did in the League Cup Tie at Wimbledon to score the winning goal.

These notes are written before the draw for the Quarter Final Round of the League Cup is made and I am therefore unable to comment upon that but suffice to say that we are now very near a chance of playing at Wembley Stadium and whoever we play will find that they have a very hard match on their hands.

Again to repeat myself, I cannot let this opportunity pass to thank all those magnificent supporters who went along to Wimbledon both for their enthusiasm and their vocal support which gives the players tremendous impetus and I would ask you to continue this encouragement this afternoon in this very important match.



GOING TO PLYMOUTH?

Leave by M4

At Junction 20 branch left and follow signs 'The South West' to join M5. At Junction 31 continue on A38 to Junction for Plympton continuing a further 3.4m then at roundabout take 2nd exit (S.P. Liskeard).

2.7m farther turn left - A386. In 0.6m forward (one-way) then turn right then left into Outland Road A3041 and continue to Plymouth Argyle FC on left.

TOWN THROUGH TIME

Goalscoring Feats - by Paul Plowman

Alan Mayes' goalscoring for Swindon has raised several questions and the inevitable comparisons with Town marksmen of years gone by. Who was the last Swindon player to score a hat-trick on his debut? Away from home? Who last scored in five consecutive games for the Town? When Peter Eastoe hit thirty goals in 1974/75, how many did he have at this stage of the season?

Since the last war just two players have been responsible for scoring almost 300 League goals for the Town between them - and they scored almost exactly the same number each - MAURICE OWEN and DON ROGERS. Maurice stepped into the first team early in 1947 and hit sixteen goals in his first seventeen games, including four in a 6-1 home win over Mansfield. He was the last to score a hat-trick on his Town debut. Earlier that season BILL STEPHENS, whose brother Alf was also in the side, netted eleven goals in five games. Within the space of five days, he grabbed four in a 7-0 home win over Aldershot and a hat-trick at Norwich. One of the best goals-per-game average in recent years belongs to one FRANK O'MAHONY, who made just three Division Three appearances during April 1957 but hit the net four times! BOBBY WOODRUFF did not have too much success as a forward when he began his League career early in 1959 - so he was used as a wing-half. When he was given a further chance to fill-in at centre-forward in

October 1960, he responded with a hat-trick in a 6-0 destruction of Port Vale. The only Town player to register five goals in a game since the war is KEITH EAST. He got them in a 6-2 win over Mansfield in November 1965 - just seven days after hitting four against Merthyr Tydfil in the F.A. Cup. Until the advent of David Moss, DON ROGERS was the only winger to figure consistently in the goal-scoring charts. Only once in his initial 400 games for the Town did he not appear on either wing, when he wore the number ten shirt at Walsall in February 1966. The Swindon flank men on that day were Tommy Henderson and Eric Weaver - and the Town crashed 0-5. PETER EASTOE had netted twice in a game four times by the first week in October 1974 but, with Swindon failing to score in the League Cup that season, he had only reached a total of twelve as November approached. It was then that he commenced scoring in five games on the trot - the last before Alan Mayes' burst this season. HARRY MORRIS takes the all-time scoring record for the Town. Between October 1926 and January 1927, he scored in eleven consecutive League games - and a 'four' and 'five' took his tally in that spell to nineteen goals! He played in 41 games that season and hit the target 47 times. Finally, that Town debut hat-trick away from home last went to ALEC BOGGIE at Ilford in March 1896! Does anyone remember it?

'GOALKEEPERS' will recommence in two weeks time

Flashback Flashback Flashback

F.A. CUP	First Round Jan. 11 1908	SWINDON TOWN 0	Sheffield United 0	Att: 11,500
	Replay Jan. 16	Sheffield United 2	SWINDON TOWN 3*	
		(Warburton, Tout, Johnston)		19,566
	First Round Jan. 8 1921	SWINDON TOWN 1 (Fleming)	Sheffield United 0	18,685
LEAGUE Div. Two	Oct. 11 1969	SWINDON TOWN 2 (Noble, Rogers)	Sheffield United 1	21,770
	Feb. 9 1970	Sheffield United 1	SWINDON TOWN 2 (Trollope, Horsfield)	22,711
	Aug. 22 1970	Sheffield United 2	SWINDON TOWN 1 (Noble)	18,718
	Dec. 19 1970	SWINDON TOWN 3 (Reece o.g., Rogers pen., Horsfield)	Sheffield United 0	14,505

*After extra time



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TALK OF THE TOWN by the Chairman

A week in the life of a Football Club can be a long time, depending on who one plays in that period and also who else plays in that same week. This may seem like a conundrum but what I am really trying to put over is the fact that a couple of wins by ones own club and a couple of defeats by other clubs can change the outlook entirely. Our six valuable points gained at home against Southend and Plymouth Argyle and away at Blackpool enabled us to keep up with the leaders of the League and our home game against Plymouth was exciting enough to bring back our supporters. I hope that to-days game will be as exciting.

Over the last few weeks the supporters have read of our manager's intentions to strengthen his first team squad and of his disappointments in his negotiations so far. I sometimes feel that it would be better for all concerned if the only news which we read could be of an actual signing and not of the negotiations. I appreciate all the hard negotiating which takes place after managers have decided which player they would like to add to their staffs but under present day circumstances which are involved in a players contract there are so many aspects to be considered that very few signings are straight forward. It is becoming very difficult to buy good players in mid season chiefly because managers are reluctant to lose their class players. There are good players who cannot claim a regular first team place but again they become an important cog in the teams success and even when these players do become available, the asking fee is nearly always over a hundred thousand pounds. Under the present freedom of contract clauses which exist, any club which invests this kind of money must consider what value he will be to the club and for how long his services can be bargained for, knowing full well that at the end of his contract he can be tempted away by bigger remunerations and that possibly his transfer fee will be decided by a committee at great financial loss to the selling club.

I expect that many of you will ask what chance have we at Swindon to enter the transfer market and I can only say that we, as a board, are determined to do everything possible to bring success to the club. Obviously there are limitations to what we can spend in the transfer market and this is governed by our income. We

have to try and forsee how much we can spend by looking into the crystal ball to see what our fortunes are going to be. The luck of the cup draws, the run of the ball during the games all effect the amount of money which we have to spend. We are well aware that success breeds success and we spend a lot of money on our youth policy because we feel that this must play an important part in the future of the club. Here again we can only look ahead and hope that all the hard work that is put into the coaching of young players will bear fruit as it has done over the past years.

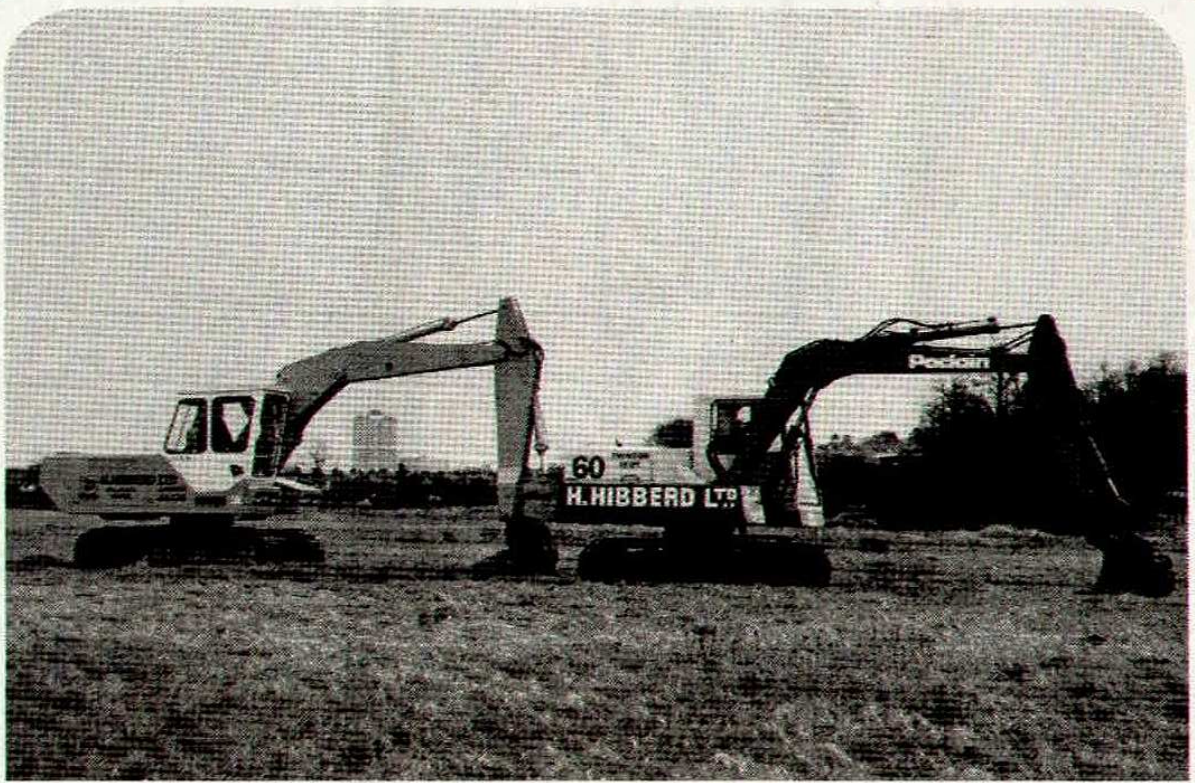
There are large sums of money spent over the seasons on work that often never shows, such as scouting journeys. Scouting is a term used in the soccer world which covers every aspect of the game and possibly seventy five per cent of the work is never heard of but the remaining percentage can prove invaluable to the life line of the club.

I am sure that all of our supporters will be pleased to know that Jack Conley is making good progress after being taken to Princess Margarets Hospital in Swindon last week. Jack has always been a hard worker for our club and spends long hours running our supporters club. Jack was rushed to hospital after being taken ill in the club and we look forward to his return to good health again. Jack knows all about long journeys entailed in scouting work having been chief scout for Swindon under both Bert Head and Danny Williams.

Our great win over Wimbledon in the Cup brought the excitement of former cup tie victories back to our supporters who responded magnificently from the ground and stands with their vocal encouragement. Everyone will have listened to the draw which took place last Thursday and which you will obviously know as you read these notes. We congratulate Bob and his team, including his staff, for getting our club through to the last eight in the country.

To-day we welcome our guests from Sheffield United and know that we shall have a hard task on our hands but look forward to a good entertaining game.

Thank you for your support.



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Third **3** Dimensions

Millwall reduced Sheffield United's lead at the top to one point with a 1-0 win at Bramall Lane. The Blades were unable to recover from a 13th minute Nick Chatterton goal and thus slid to their second home defeat in three games.

Blackburn's new striker from Derby, Andy Crawford, put his side into an early lead against Colchester at Ewood Park. Defender Glen Keeley increased Rovers' lead and Noel Brotherton wrapped it up five minutes from time - to bring United's ten-match unbeaten run to an end.

Alan Mayes' late goal at Bloomfield Road gave the Town their first ever points at Blackpool - following five consecutive defeats there. It also marked the eighth time in fifteen matches that Swindon have netted within the last five minutes of the game.

Exeter also left it late at Hull, with Dave Pullar slotting home an equalising goal just seconds before the final whistle. Neighbours Plymouth

went down at home to a Jackie Graham goal for Brentford - after leading scorer Dave Kemp had missed an early penalty for Argyle.

There were goals galore at Plough Lane on Saturday, when 6,009 represented Wimbledon's second highest ever League gate. It was the largest League crowd to assemble there since New Year's Eve 1977, when the visit of Watford drew 7324. Wednesday took an early lead through John Lowey but it was soon cancelled out by John Leslie. Terry Curran added two for the visitors and Mark Smith also netted from the spot. Steve Parsons and Alan Cork, shortly before time, scored but failed to save the Dons from a 1-3-4 defeat.

Southend crashed at home to Gillingham on Monday and have now picked up just one point from their last five games. United found themselves two goals down in just twelve minutes - Danny Westwood and Steve Bruce doing the damage. John Crabbe added a third to complete Southend's night of misery.

DIVISION THREE LEAGUE TABLE.....up to and including Monday October 29 1979

	Home				Away				Pts	Avg Home Lge Gate	TOP GOALSCORER(S)	Lge & Lge Cup
	P	W	D	L	F-A	W	D	L				
Sheffield Utd	16	6	0	2	16-7	5	1	2	15-13	23	16,357	Jeff Bourne 8, Mick Speight 4
Millwall	16	6	2	0	20-9	2	4	2	8-9	22	5,946	John Lyons 7
Colchester Utd	16	4	3	1	13-6	5	0	3	8-11	21	3,536	Trevor Lee 8, Bobby Gough 7
Sheffield W	16	3	3	2	10-9	4	3	1	17-11	20	13,005	Terry Curran 9, Rodger Wylde 6
Brentford	15	5	0	2	12-6	3	3	2	11-11	19	8,092	Steve Phillips 5, Jim McNicol 4
SWINDON TOWN	15	6	2	0	15-3	2	0	5	8-15	18	6,975	ALAN MAYES 14, ANDY ROWLAND 9
Rotherham Utd	16	6	0	2	18-7	2	0	6	10-19	16	8,739	Dave Gwyther 10, Rochard Finney 9
Chesterfield	16	4	4	0	13-5	1	2	5	7-13	16	6,542	Ernie Moss 9, Alan Birch 8
Hull C	16	3	4	1	12-9	1	4	3	7-9	16	6,437	Keith Edwards 5
Chester	15	3	3	1	8-6	2	3	3	11-13	16	3,831	Ian Edwards 5, Peter Henderson 5
Reading	15	5	2	1	14-9	1	2	4	3-11	16	6,480	Pat Earles 9, Richie Bowman 5
Gillingham	14	3	2	2	10-6	3	1	3	9-8	15	7,300	Ken Price 8, Danny Westwood 5
Grimsby T	16	5	1	2	14-9	1	2	5	3-12	15	7,105	Bob Cumming 10, Kevin Kilmore 4
Exeter C	16	5	1	2	10-7	1	2	5	10-19	15	3,462	Keith Bowker 11, Steve Neville 8
Oxford Utd	14	5	0	2	15-6	0	4	3	8-15	14	5,049	Paul Berry 6, Joe Cooke 5
Mansfield T	16	5	1	2	16-9	0	3	5	6-11	14	5,540	Terry Austin 13, Steve Taylor 7
Blackburn R	16	2	3	3	7-8	2	3	3	8-8	14	7,299	Duncan McKenzie 5
Blackpool	16	5	0	3	18-14	1	2	5	9-17	14	6,865	Tony Kellow 7, Stan McEwan 7
Carlisle Utd	16	3	4	1	13-9	2	0	6	5-13	14	4,571	Paul Bannon 7, Phil Bonnyman 6
Barnsley	16	4	2	2	9-7	1	2	5	5-13	14	12,342	Ronnie Glavin 9
Wimbledon	15	2	2	3	10-10	2	2	4	5-13	12	4,304	John Leslie 9
Southend Utd	14	2	1	4	6-9	1	3	3	6-10	10	4,737	Colin Morris 6, Mick Touhy 5
Bury	16	2	3	3	11-9	1	0	7	4-13	9	4,008	Ken Beamish 4, Dave Gregory 4
Plymouth A	15	3	3	2	11-8	0	0	7	4-14	9	5,529	Dave Kemp 8*, Fred Binney 5

*Includes one goal for Carlisle

From the Commercial Office

FOOTBALL LEAGUE MATCHES GROUP BOOKINGS. We are still accepting group bookings for any Football League Matches. If your club or organisation would like to take advantage of the group scheme the following itinerary applies.

The group would be met at approx. 10.30am for a tour of the all the Swindon Town F.C. facilities i.e. Clubs, Dressing Rooms, Board Room, Medical Rooms etc. Lunch in one of our Clubs, a seat in the North Stand together with a match programme and where possible autographs. The price of the visit depends on the size of the party. The bigger the party the cheaper the price. If you are interested ring me Doug Buswell on Swindon 42984 or 31510 for details.

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Commercial Manager

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Address

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Signature

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Doug Buswell
Commercial Manager

Next Match

Saturday 17th November 1979

Division III

BLACKBURN ROVERS

K.O. 3.0 p.m.

Blades poised for rapid return

Sheffield United's appearance in the Third Division this season, for the first time in their history, has saddened everyone in football. The Bramall Lane club was one of the early pioneers who helped put football on the map and they spent so many years right at the top of the game that we must all hope they will quickly start moving back to the top.

A recent spell, in which they won nine out of ten games, has put the Blades in an excellent position to make a rapid return to the Second Division.

When the club was relegated at the end of the last season, manager Harry Haslam realised he would have to do some team strengthening so he quickly went into the market for new players.

Two new midfield players have been drafted into the side. Len de Goey was signed from Dutch club Sparta Rotterdam whilst Dougie Brown was transferred in from Scottish side Clydebank. The new men teamed up with John Matthews in the middle of the field. In recent weeks, however, Alex Sabella has come in for Brown.

De Goey has impressed as a goalscoring midfield player, recently netting in three successive games. Brown only entered senior football last season with Clydebank but his potential was obvious at an early stage.

Matthews made more than 40 appearances in Arsenal's First Division side and cost the Blades £90,000 when they signed him in 1978. He has scored three goals this season.

Sabella was signed from Argentinian club River Plate for £76,000 in 1978 and he has ably demonstrated that the Third Division is no place for a player of his great skills. It was expected that he would move to a higher division and Sunderland were reported to have offered £400,000 for him. But this was rejected.

The past few weeks have seen the arrival of two new forwards who were once colleagues at Derby but those careers have since taken vastly different courses -- Barry Butlin and Jeff Bourne.

Butlin, signed from Peterborough for £20,000, moved on to Luton, Nottingham Forest and Brighton before going to Peterborough two years ago. Bourne left Derby to join Crystal Palace but,

in fact, joined the Blades recently from North American Soccer League side Atlanta.

Both new men have been scoring consistently and Bourne is now top scorer with eight goals. Butlin has scored three times.

Alan Garner has appeared in several positions this season, including midfield and defence. Alan opened his career with Huddersfield and moved on to Bramall Lane in 1975. Two seasons ago he was injured in a car crash and missed almost a complete season but he has happily made a full recovery.

One section of the team that is relatively unchanged is the defence. Centre-back John McPhail, signed from Dundee for £30,000 last February, and Welsh under-21 international left-back Les Tibbott, a £100,000 signing from Ipswich Town, were both drafted into the back four last season.

McPhail now plays in the centre with Tony Kenworthy, John Cutbush and Micky Speight have been sharing the right-back position.

McPhail made his bow for Dundee in 1975/76 and completed more than 60 League appearances for them before his transfer.

Tibbott made his Ipswich bow in 1975/76 but, though he was limited to only some 50 First Division appearances, he earned his place in the Welsh under-21 side and won two caps in 1976/77.

Kenworthy and Speight both developed in the club's junior teams but Cutbush began his career with Tottenham. He didn't get into their League eleven, though, and it was following a transfer to Fulham in 1972 that he got his League chance. He joined Sheffield United three seasons ago.

Steve Conroy, another local discovery who earned a regular place last season, continues in goal.

Sheffield United now have one of the best away records in the division, having won their last five away games at Mansfield (4-3), Blackpool (3-2), Rotherham (2-1), Bury (2-1) and Brentford (2-1).

Earlier they drew at Chester (1-1) but lost at Colchester (0-1) and Hull (1-3) in the League and at Doncaster (1-3) in the League Cup.

By Tony Pullein



Wimbledon goalkeeper Goddard fails to collect the ball cleanly as he is challenged by Town striker Andy Rowland in Tuesday night's victory at Wimbledon.



Wimbledon goalkeeper Goddard leaves his goal to gather the ball to halt a Town attack spearheaded by Andy Rowland (white shorts) in Swindon's win at Wimbledon on Tuesday night.

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SOCCKER SCENE by Tony Pullein

Aldershot's unsettled striker John Dungworth finally got his wish to move to a northern club when he signed for Shrewsbury Town last week. Dungworth, the Fourth Division's leading scorer last season with 34 goals, had just run into top form again when the transfer deal was completed. After a bleak start to the season, Dungworth scored nine goals in his final ten games for the Shots.

The question of a fee remains in doubt. Shrewsbury have offered £70,000 though Aldershot demanded £200,000. The final figure will now be decided by the independent tribunal and will almost certainly come out at around £110,000.

Shrewsbury had made their £70,000 offer some weeks ago but lost interest when the Shots refused to listen. But, as their position close to the bottom of the Second Division deteriorated, they no doubt felt that they should take a calculated risk on what they would ultimately have to pay.

In just over two years at Aldershot, Dungworth scored 66 goals in 117 League and Cup games for the Shots. His replacement at Hereford last week was Andy Needham.

Kevin Keelan equalled a club record when he made his 662nd appearance for Norwich at Brighton last Saturday. At 39, Kevin is now the oldest goalkeeper in the Football League and he has played more games in League soccer than any other goalkeeper in the history of the English game.

Before joining Norwich, Keelan played for Aston Villa and Wrexham and he has now played 631 League games. That's well past the previous best for a goalkeeper set up by Albert Iremonger who completed exactly 600 League games for Notts County and Lincoln before he retired in 1927.

Today Keelan will probably smash the Norwich record established by defender Ron Ashman, now manager of Scunthorpe United, back in 1964. Norwich certainly got full value for the £7,000 they paid Wrexham for Keelan in 1963!

This season is only eleven weeks old but already seven managers have either been sacked or resigned. I suppose that's just about par for the course in modern times.

Last week Mike Bailey, Hereford's manager, left to take over as team-manager at Charlton, the club that launched his career as a player.

Yet, only a couple of weeks earlier Mr Bailey had indicated that he would remain at Hereford and the club chairman Peter Hill was saying: "I'm anxious to keep him. He's a good manager and I am convinced he can do for us what Bobby Robson has achieved at Ipswich."

No one can blame Mr Bailey for taking the opportunity to jump from Fourth to Second Division football. But he will be under tremendous pressure at Charlton who are in grave danger of relegation. His predecessor, Andy Nelson, is expected to take over at the club's general manager.

The announcement that Geoff Hurst was confirmed as Chelsea's manager came as no surprise. What did come as a shock --- particularly to Hereford fans --- was his decision to appoint Hereford striker Bobby Gould as his number two. Mr Hurst stated that he had first been impressed at Gould's coaching abilities while on a course at Bisham Abbey a couple of years ago.

The other managerial changes have concerned Blackpool, where Bob Stokoe resigned and was replaced by coach Stan Ternant, and Port Vale, where Dennis Butler was succeeded by Alan Bloor.

Dave Watson cornered a little place in soccer history when he turned out for England against N. Ireland in Belfast. He became the first man ever to win England caps whilst with four different clubs.

Watson opened his international career in his Sunderland days and later established his place in the England team while with Manchester City. He joined Werder Bremen in the summer and won one England cap --- against Denmark at Wembley --- while with the West German club. His transfer to Southampton for £200,000 was completed a couple of days before he won his 46th cap in Belfast.

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SHEFFIELD

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2. Tony Moore
3. Les Tibbot
4. Tony Kenworthy
5. John MacPhail
6. Mick Speight
7. Len Degeoy
8. Jeff Bourne
9. Barry Butlin
10. Paul Garner
11. Alex Sabella
12. Dougie Brown



REFEREE:

Tony D. Cox (South Croydon) Began refereeing with Ilford Borough League in 1962. Progressed through Gt. London and South Essex Leagues to the Isthmian League before joining the Football League in 1972. Was Linesman in the International - Northern Ireland v. Wales in 1975. Reserve Linesman for the Centenary game between England and West Germany in the same year. Refereed F.A. Trophy Semi-Final 1979.

Linesmen: Red Flag: Mr. G. R. Knight, Stockwood, Bristol
Yellow Flag: Mr. R. G. Milford, Bristol

- A Brentford v Reading
- B Carlisle v Southern
- C Chester v Wimbledon
- D Chesterfield v Mansfield
- E Exeter v Grimsby
- F Gillingham v Blackpool
- G Millwall v Blackburn
- H Rotherham v Oxford Utd
- I Sheffield Wed. v Barnsley
- J Arsenal v Brighton
- K Aston Villa v Bolton
- L Coventry v Stoke
- M Crystal Palace v Manchester City
- N Derby v West Brom. Alb
- O Leeds v Bristol City
- P Liverpool v Wolverhampton
- Q Manchester Utd v Southampton
- R Middlesbrough v Tottenham H.
- S Norwich v Everton
- T Nottm. Forest v Ipswich

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