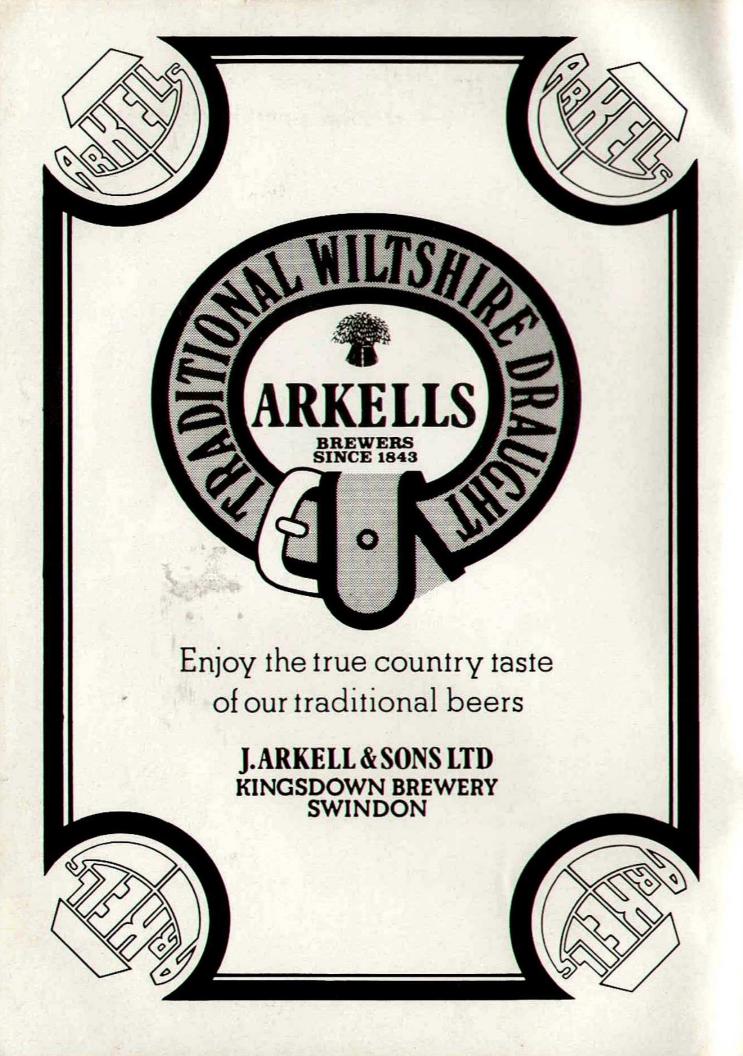


FOOTBALL LEAGUE CUP SEMI-FINAL FIRST LEG

SWINDON TOWN V WOLVERHAMPTON WANDERERS





Swindon Town Football Company Limited

Registered Office County Ground Swindon
President Mr. W. J. Castle
Chairman C. J. Green
Vice-Chairman C. Cowley
Directors C. Day, A. W. Done, W. Dore,
M. W. Earle, T. J. Kearsey, L. Smart,
R. Stephenson, G. Whittock
Administrative Manager/Secretary R. J. Jefferies

Telephone No. 22118
Financial Manager/Company Secretary
R. A. Morse
Team Manager R. W. Smith
Commercial Consultant D. Buswell
Club Medical Officer Dr. J. Nicholas

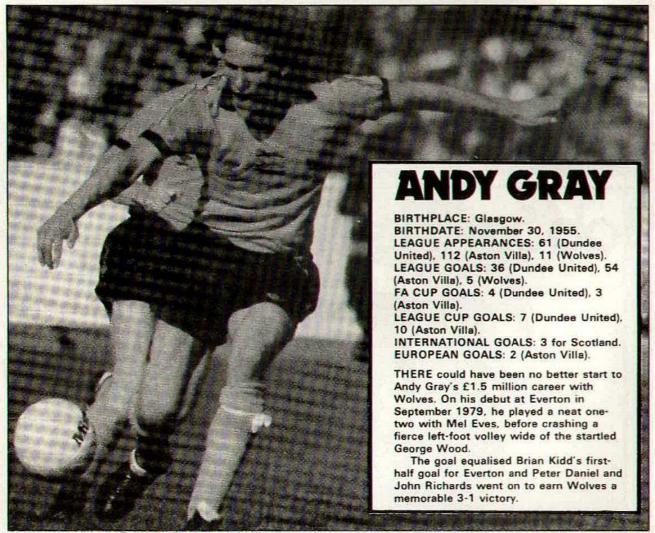
Bob Smith says.....



Due to printing deadlines. I can only comment upon the games against Exeter and Brentford. I feel we played well against Exeter with our usual attacking style and could easily have won the match on chances created but the biggest thing that came out of the games was the goals that we again let through at the back. I immediately got back on the phone for another defender and managed to secure the services of Graham Oakey on a months loan from Coventry City, Graham's registration forms had unfortunately, despite all possible efforts made, not arrived in Lytham St. Anne in the stipulated time to qualify him to play at Brentford. At Griffin Park we continued in our usual attacking vein to register a fine 3 - 1 away win. I really think that Brentford will be glad to see the back of us this season.

Tonights game is obviously one of the most important games the Club has played for a few years but all I would want the players to do tonight is play their normal game and not get caught up in any tension that may creep in. As far as I am concerned the players have done wonders to get to these semi-finals considering the number of away ties we have had in the competition and if we play to our true ability in a relaxed manner we will have a fine chance of appearing at Wembley once again.

I call upon you, the supporters, to do as you have done throughout the season, and give the team your vocal support throughout the game - shouting them to the result we want both this evening and at Molineux in the next leg.





Kenny Hibbitt



Geoff Palmer



George Berry

TALK OF THE TOWN by the Chairman

Tonight is a very special occasion in our football history as we meet our friends from Wolver-hampton in the first leg of the League Cup Semi Final.

The Wolves have written a special chapter in the history of English Football over the years and celebrated their centenary a couple of seasons ago.

All Clubs see changes over the years with the coming and going of players, staff, etc. and of course, structural changes in the amenities and the Wolves have recently embarked on a very ambitious building programme with a magnificent new stand, which embodies several private boxes, inclusive of every modern comfort.

It is a special pleasure to me, to be able to entertain the Wolves tonight, because Harry Marshall, their Chairman, and I are friends, both serving on the Management Committee of the Midland Youth League. I hope that tonight's game will be as entertaining as our previous ties have been.

The Christmas programme was mixed with our disappointment at losing at home to Exeter and then our great win at Brentford. Results such as these emphasise the uncertainty of the game and I am sure that anyone that witnessed our first home defeat to Exeter must admit that the game provided first class entertainment.

Our recent games have produced plenty of goals, but we have also been conceding goals which has resulted in our Manager stepping up his efforts to strengthen our defence. In an effort to do this, Bob Jefferies journeyed up to Coventry with our Manager, with all the necessary forms to be signed. The signing of a player is very much more complicated than the average supporter realises because of the very strict rules that exist in the formation of the Football League and the Football Association. A player has to be signed and the forms correctly filed and accepted at League Headquarters forty-eight hours before the new signing is eligible to play for his new Club. Owing to a postal strike, Bob's efforts to get our new signing, Graham Oakey, accepted in time to enable him to play for us at Brentford, failed and in fact, Bob Smith travelled to Lytham St Annes to deliver a second set of signed forms to League Headquarters personally, to enable Graham Oakey to be eligible for our next game which was at Oxford. The Secretary of a Football Club has to be conversant with all Football League rules and this is the Bible of the Association.

Since our win over the Arsenal we have had a tremendous demand for season tickets for the remainder of the seaon and at the time of writing these notes, very few are available, outside of

course, the allocation which we have to reserve for the opposition.

I hope that the distribution of ground tickets will have proved successful and that we shall have enabled all of our regulars to be with us tonight.

The Board of Directors naturally must take the blame for unpopular decisions and obviously cannot be right all of the time. The increase of admission charges obviously is not popular, but in fairness to our opponents, who take a share of the gate and then give us the same percentage on the return game, we must bring our charges somewhere in relation to theirs. The Advertiser who seem to delight in publishing any letters of complaint while holding back letters of praise, did print a letter saying that we increased our special game programmes without prior notice to the public. I would like to say that first of all the programme, like tonights, is larger in content and therefore we have to pay more for them, and secondly, we did announce the price rise prior to the match taking place, in the Evening Advertiser.

The holders of season tickets in the Rendezvous Box have been asked to pay a larger increase on their tickets than proportionately compared with other Stand seats. I apologize to our season ticket holders for this, but when considering the price increases to our visitors and the occasional supporter, we felt that the facilities offered to the Rendezvous Box which includes the use of the Rendezvous Club before and after the game including, of course the interval break, was really worth this action.

Of the thousands of season ticket holders, I have had very few complaints, because I am sure that you know that every penny that the Club can make through its success in the Cup and the League will be and is being spent in trying to bring a better standard of football to the County Ground and improved facilities as well.

If we are successful in gaining promotion this season, we shall be faced with increased costs and with the rising costs it will be inevitable that we shall have to review our charges for admission.

Everybody will wish Paul Gilchrist a speedy recovery from his ankle injury which resulted in Paul spending his Christmas on crutches. This injury came in the game against Ipswich Town in the London Combination when we drew 1-1. This is our first major injury although we have the usual crop of small injuries which keeps Kevin busy.

The Secretary's Notes

Firstly may I say thank you to all of those folk who have accepted my advice to purchase season tickets both for the stands and for the terraces. These sensible people will now have no difficulty in identifying themselves as regular supporters for the remainder of the season. At the time of writing we have sold 2,060 season tickets since our success against Arsenal and this figure will surely be exceeded by the time you read this programme.

Perhaps now would be a good time to remind season ticket holders that, for wishing to renew their reservation next season, their tickets can be paid for throughout the summer months by easy payment, either weekly or monthly. Supporters living in the country can send their payments by post. We really do try to make things as easy and fair as possible for you.

By the way, what do you think of our programme this season? The inclusion of the Sportopia insert has obviously improved the content of the publication and, at a meeting I attended recently organised by Sportopia it was revealed that our programme was the cheapest of all those using the insert. However, we shall be pleased to hear your views.

Two dates for your diary. I have just arranged with Millwall to play our postponed fixture at The Den on Tuesday 4th March 1980. Kick off 7.30 p.m. and at Oxford United on Wednesday 6th February 1980, Kick off 7,30 p.m. You may have read in the press that the Football Managers Secretaries and Coaches Association have appointed a full time Executive in the person of Mr. John Camkin (those of you who travelled to Tunisia with the Club will remember that John's company, Camkin Travel, organised the trip) in the hope that we the profession people in the game might have more say in it's future. Recently I was co-opted to a committee to study football finances and at our first meeting it was unanimously agreed that there were a lot of people outside the game making personal fortunes from football but, in return, were putting nothing back in. It is now our aim to consider and make recommendations to keep this money within the game if at all possible. Just imagine the wide scope of such enterprises - football kit, football pools, magazines, souvenirs to name just a few. It is also agreed that there are few people within the game qualified to act on our behalf in these fields and qualified expertise will need to be engaged. However, these talks are in their infancy and we still need a great deal of dialogue and support before any inroads are made.

The new year is now well and truly with us and no doubt you will have hung your 1980 Calendars on your walls. But have you got the right calendar? Yes, I mean the Swindon Town calendar featuring a large photograph of the team that looks as if it is going places. For just the sum of 50p you can purchase what could become a Collectors item and as there are not too many left I would suggest that you purchase your copy right away. We also have some new items in our souvenir shop including our own Swindon Town playing cards, car badges and wall plaques. In these frosty days I would remind you that we also sell a useful windscreen scraper bearing the club badge.

I am often asked why gates have declined over past years and I am sure that many people want me to use the word 'hooliganism' and whilst no one can reasonably deny that hooliganism must dissuade some spectators from attending potentially troublesome matches it is interesting that those clubs whose games are most readily associated with crowd violence, Manchester United, Chelsea, Celtic and Rangers, have never lacked for supporters. I am sure the reasons are far more complex and at least three more factors are contributory. Firstly, increasing affluence having added the motor car to the majority of family households, football has been the traditionally limited working man given mobility. In essence, this has altered the concept of the 'local' club. The motor car and motorways have put so much within the range of what were traditional supporters.

Secondly, television must have a not inconsiderable effect on declining attendences. Certainly the edited highlight style of presentation is guilty of altering the basic components of a ninety-minutes game into something that is never seen throughout the full period of any match.

Thirdly, tactical changes have surely affected the entertainment value of the game. The defence minded away sides, particularly from the lower half of the divisions, have become predominant.

The remedy, as I see it, is within the grasp of clubs, they must compete with the competitive activities and make the game more attractive and not find excuses for their decline and I am certain this is what Bob Smith and his team have accepted and are rectifying and I am sure you will continue to give them your support.

From the Commercial Office

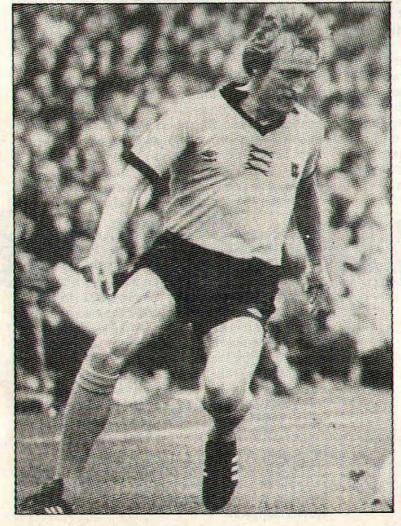
Welcome to you all again.

Our Lottery and Bingo Competitions are going quite well but if we are to progress into the Second Division then a little extra income to the Club will help a good deal. A commission on all sales is paid plus a bonus at 10% on all winning

tickets sold to the value of £5 or above.
Interested? Then fill in the form and return to the Commercial Office, Swindon Town F.C.,
County Ground, Swindon, Wilts, or ring Swindon 42984 or 31510.

Doug Buswell Commercial Manager

SWINDON TOWN COMMERCIAL OFFICE I would like to become an Agent for Swindon Town F.C. I anticipate I can sell
Moonraker Lottery Tickets @ 20p each week
Development Fund Bingo Tickets @ 10p each week
Golden Pontoon Tickets @ 10p each week
Fill number of tickets required in the box provided.
I realise I am under no obligation and am over 16 yrs old
Name
Address
A commission at 10% on all sales is payable at a bonus of 10% on winnings £5.00 or above.



Derek Parkin

haven't we met somewhere before? SWINDON and WOLVES

A little over four years have passed since the two clubs last met in this competition - although few players here tonight were involved in that Second Round encounter of September 1975. The tie kicked off here on September 9 with the following line-ups:

TOWN: Barron, Dixon, Trollope, Stroud,

Burrows, Prophett, Moss, McLaughlin,

Eastoe, Butler, Anderson.

Wolves: Pierce, Parkin, McNab, Bailey, Munro,

McAlle, Hibbitt, Carr, Richards, Sunder-

land, Wagstaffe.

Swindon got off to just the start that the 12,252 crowd wanted when a goal came with little more than nine minutes gone. Peter Eastoe, playing against his old club, climbed perfectly to nod a Trevor Anderson cross down into the bottom corner. Gary Pierce seemed to have the header covered however - until defender John McAlle intervened. It was the number six who diverted the ball past a bewildered Wolves keeper. By the 38th minute the Town were further ahead when Pierce failed to hold a David Moss drive and John Trollope was on hand to hammer home the loose ball with his right foot. Wolves came back with a vengeance after the interval but were denied by some inspired goalkeeping from Jim Barron. At the other end John McLaughlin twice came close to increasing Swindon's lead, but in the 70th minute the Midlanders pulled back a goal. A Ken Hibbitt effort was scrambled away from the line by Colin Prophett but Alan Sunderland was on hand to push home the rebound. With just four minutes remaining, John Richards applied the finishing touch to a Mike Bailey free-kick to force a Molineux replay.

transfer trail



PETER

Wolves were forced to make one change - Derek Jefferson replacing Francis Munro in the defence. For the Town, Jimmy Allan stepped in for Barron - who had suffered a knee injury on the previous Saturday. The midfield was reinforced, however, by the return of Terry Hubbard. And it was he who got Swindon off to another goal start in the 19th minute. The 14,072 crowd were silenced when Hubbard tapped a free-kick to David Moss who made no mistake from twenty yards. Sunderland equalised for the home side soon after the break and then the Town were dealt a blow when Moss had to go off with a shoulder injury - to be replaced by Tom Jenkins. Two goals within six minutes, from Richards and Hibbitt, seemed to have put the game out of Swindon's reach - but that man Eastoe soon made it 3 - 2 when he headed in another Anderson cross.

Swindon and Wolves have also met once in the F.A. Cup. It was back in February 1908 in the old Third Round. About 27,000 saw the teams line-up at Molineux thus:

Wolves: Lunn, Jones, Collins, Hunt, Wooldridge, Bishop, Harrison, Shelton, Hedley,

Radford, Pedley.

TOWN: Ling, Gill, Walker, Tout, Bannister, Chambers, Johnston, Lyons, Rushton, Warburton, Fleming.

It was an evenly fought contest until midway through the second-half when Swindon lost the services of Peter Chambers, who was taken to hospital with a fractured jaw. With very little time remaining Harrison put Wolves ahead and Hedley added a second almost immediately. Wolves went on to defeat Newcastle United 3-1 in the Final at the Crystal Palace.

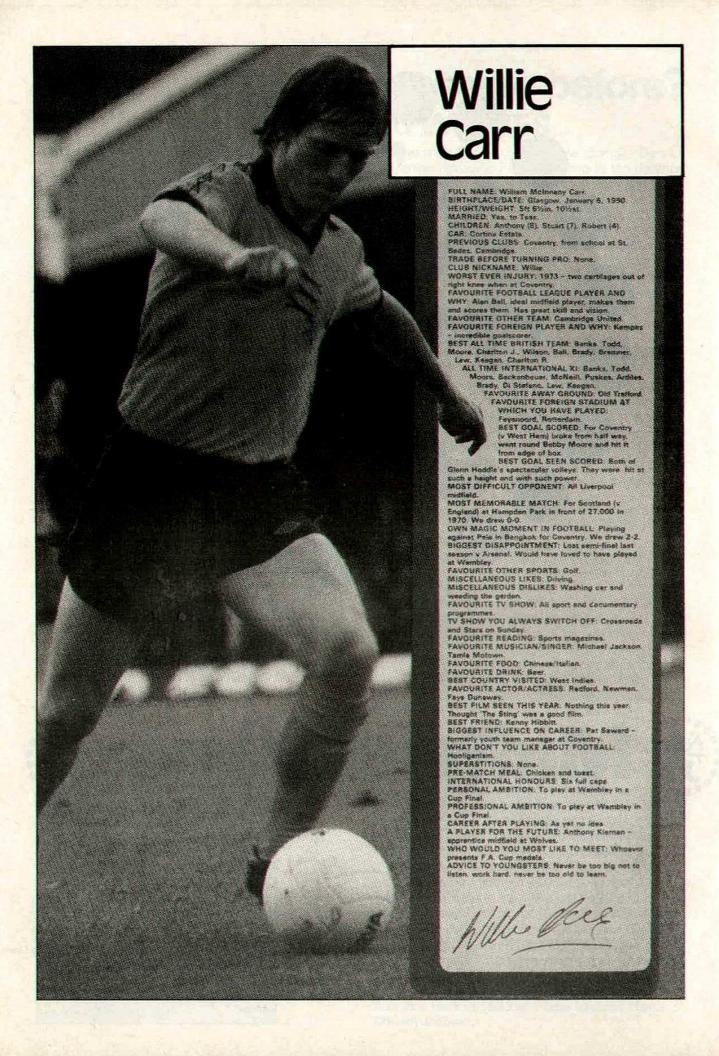
Before Peter Eastoe became subject of a then record £88,000 signing by the Town, there were a number of links with the Wolves club. One of the earliest was probably Jim Poppitt - a prolific goalscorer who first came here in 1902. In the summer of 1937, a younster by the name of Billy Lucas joined Swindon. After leaving the County Ground in 1948, he was to be capped seven times for Wales. Further Town purchases from Molineux included Ted Maguire and Ted Batchelor (who was kept out of the side only by the consistency of George Hudson) and the more recent loan captures of Paul Walker and Gerry Taylor. Outward bound for Molineux have been Ernie Hunt and Bobby Woodruff, who both graduated to the Second Division with the Town in 1962/63 - and Tom Phillipson who left Swindon back in 1923 and later became Mayor of Wolverhampton.





Midland Bank





LEAGUE CUP SCENE by Tony Pullein

Our progression to the semi-finals of the League Cup, plus the success of several other clubs from the Third and Fourth Divisions this season, suggests that the time may have arrived for clubs, like ourselves, from the lower divisions to make another breakthrough in this competition.

Grimsby Town took Wolves to three matches in the last round to show just how much the gap between the divisions has been closed in recent years. Though we face a tremendous task in the home-and-away legs with Wolves, we know that at least we have a chance of making it to Wembley for the second time.

Q.P.R., of course, became the first Third Division side to win the League Cup when they defeated W.B.A. 3-2 at Wembley in the 1967 League Cup final. Two years later we scored our famous victory over Arsenal at Wembley. But, since then, no other Third Division side has managed to win in the final.

Wolves, like us, have appeared in one previous final. They upset the odds by beating Manchester 2 - 1 at Wembley in 1974 and it's possible that as many as five members of that victorious side could be playing here tonight --- Ken Hibbitt and John Richards, who scored the goals, Geoff Palmer, Derek Parkin and John McAlle.

In this week's other semi-final, both Nottingham and Forest and Liverpool are in a position to create new records. Forest are already the only club to win the League Cup two seasons in succession and, if they can beat Liverpool over two legs, they will have the chance to complete their hat-trick.

Manager Brian Clough was certainly not downhearted when he heard the draw: "It is always a pleasure to play such a great side as Liverpool. We knocked them out of the European Cup last season and, though the task will be tough, we believe we can succeed again now."

For Liverpool this tie offers then the chance to go one stage closer to a unique treble. At the beginning of this season their manager Bob Paisley proclaimed: "I see no reason why we should not win a treble this season — the European Cup, the League and the F.A. Cup".

Liverpool took a disappointingly early exit from the European Cup, but they still have a great chance of achieving a treble. They are already being considered home and dry in the First Division and victory over Forest would give them the opportunity to win the League Cup for the first time. There would then be the F.A. Cup to aim for.

The Reds have always been a big disappointment in the League Cup and have taken several knock-out blows from small clubs. They always seemed to give the impression that they were after bigger things. When they did get to the final for the first time, two years ago, they were beaten in a replay by Nottingham Forest.

Liverpool were given a pretty easy path into the semi-final. They beat Fourth Division Tranmere (4 - 0 on aggregate) and then ousted Third Division Chesterfield (3-1) and Exeter (2-0) at Anfield. Their first serious threat was posed by Norwich but Liverpool beat them quite easily by 3 - 1 at Carrow Road in the fifth round.

Manager Bob Paisley has always discounted the claim that Liverpool haven't bothered about the League Cup. "Look," he said. "For Liverpool every game is a matter of pride. We try to win them all though, of course, we can't expect to succeed every time.

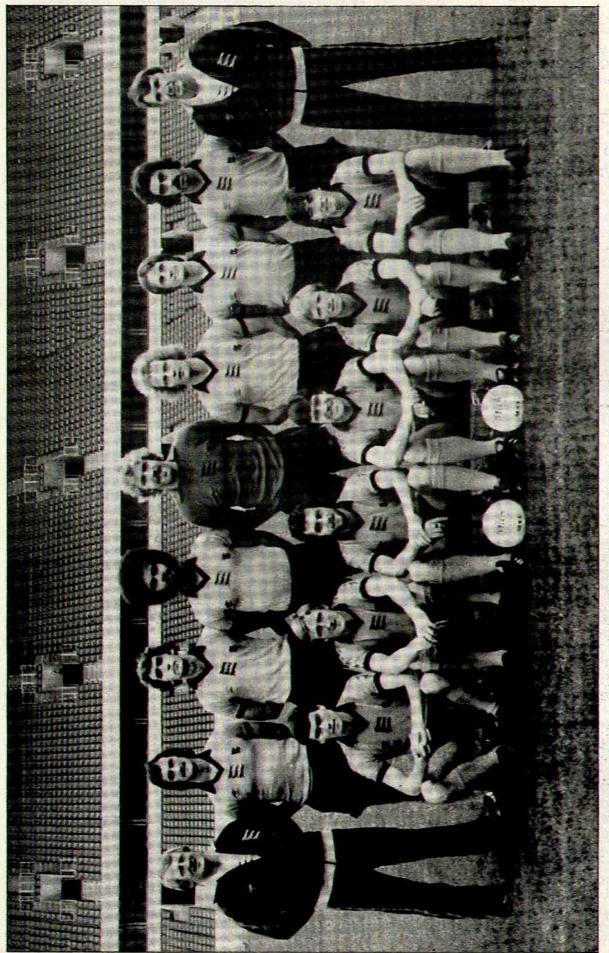
"My job is to keep the players' feet on the ground before a big match like the Forest tie. I believe I have the best squad of players in the land and that, on their day, they can beat anyone. But sometimes one or two tend to get their heads in the clouds and I have to bring them down to earth.

"I was a bit worried when Forest were going through their bad patch for I could detect the feeling that some of the players thought it was going to be easy. It's fatal for any side to go out in that mood. I hope I have made them see sense on that point."

It's strange how the League Cup and the F.A. Cup have maintained entirely different characteristics. Third Division sides never succeed in the F.A. Cup though it is quite common for them to get to the semi-final and final stages of the League Cup.

Again, it's almost unheard of for the F.A. Cup Final to go to a replay though two of the last three League Cup Finals have had to be replayed. Three seasons ago Aston Villa and Everton drew 0-0 at Wembley and then 1-1 at Hillsborough before Villa won 3-2 at Old Trafford in a third meeting.

Two seasons back Nottingham Forest and Liverpool drew 0-0 in the first game before Forest won with a John Robertson penalty at Old Trafford.



Back Row (L to R): John Barnwell (Manager), Kenny Hibbitt, John McAlle, George Berry, Paul Bradshaw, Andy Gray, Mel Eves, Geoff Palmer, Richie Baker (Assistant Manager).
Front Row (L to R): Dave Thomas, Derek Parkin, Pete Daniel, Emlyn Hughes, Willie Carr, John Richards.

Wolves Autographs Woman Bell Richie Ban (ASST MANAGE

NEW-LOOK WOLVES GO FOR CUP GLORY By Tony Pullein

Wolves have adopted a completely new image this season. The years of frustration have been put firmly behind them and, with a beautiful new stadium in the making and an exciting new-look team to go with it, Wolves are truly back in the big-time.

Manager John Barnwell, and his assistant Richie Barker, have given the club a new belief in iteself and now they are within grasp of their first trophy — if they can first eliminate Swindon!

No one has personified the new image better than skipper Emlyn Hughes who joined Wolves from Liverpool for £90,000 last close-season. "I have been most impressed with the outlook," said Emlyn "This club is going places".

Hughes has been playing in the middle of the back four with George Berry though John McAlle has been back in the side when one or the other has been injured. Hughes won 59 caps for England after leaving Blackpool for Liverpool for £60,000 in 1967. Berry was released by Ipswich without getting a chance in their League team but Wolves blooded him in 1976/77 and he won a regular place last season when he gained his first Welsh cap. McAlle developed at Molineux and made his first League appearances in 1967/68.

The full-backs are normally Geoff Palmer and Derek Parkin. Palmer wan a League Cup winners' medal with Wolves in 1974 during his first season in the side. He went on to play twice for England under-23's and he has now well over 200 appearances for Wolves.

Parkin is another survivor of Wolves' 1974 Wembley victory. Derek joined the club from Huddersfield for £80,000 in 1968. He won five England under-23 caps.

Goalkeeper Paul Bradshaw turned professional with Blackburn Rovers in July 1973 and was introduced to their first-team the following season. Wolves paid £150,00 for him two seasons ago and he later won four caps at England under-21 level.

The midfield normally comprises Peter Daniel, Ken Hibbitt and Willie Carr.

Daniel developed with Hull City, for whom he made his League bow in 1974/75. After a while he settled into the right-back position and Wolves paid £150,000 for him last season. Since his transfer, he has been playing mostly in midfield.

Hibbitt scored one of the goals which won Wolves the League Cup in 1974. He cost the club

a mere £5,000 when he left the now-defunct Bradford P.A. and he was later capped by the England under-23's; Ken has twice been Wolves' top scorer.

Scottish international Andy Gray spearheads the WOlves' attack with John Richards.

Gray became Britain's costliest player when Wolves paid Aston Villa £1½-million for him in September and he is now one of the club's top scorers. Capped six times by Scotland, Andy left Dundee United to join Villa in 1975 for £110,000.

Richards scored the winning goal in the 1974
League Cup final and he has on three occasions
been Wolves leading scorer. Earlier this season
he scored his 150th competitive goal for the
club. John was capped by England in 1973 but
was injured shortly after that and was out of the
game for months.

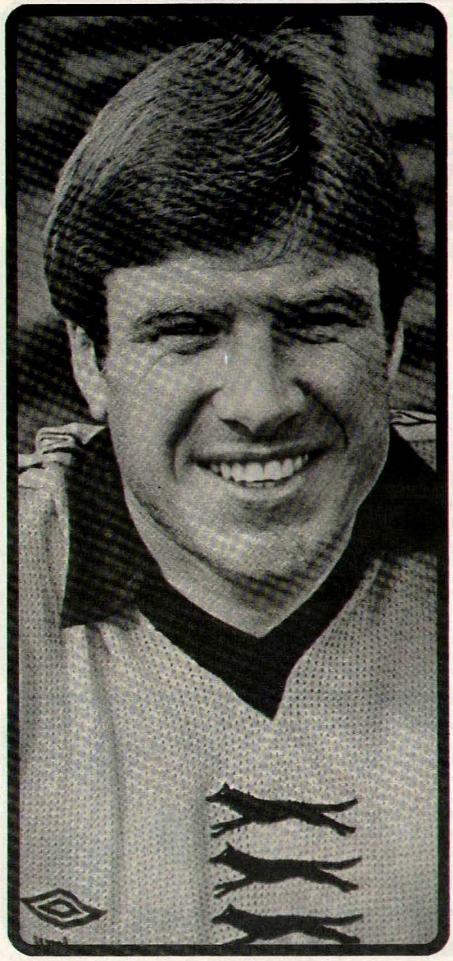
Former England winger Dave Thomas was signed from Everton for £400,000 this season. He began his career with Burnley and it was after his £160,000, move to Q.P.R. in 1972 that he won his eight England caps. He left for Everton in a £200,000 deal in 1977.

When Thomas was out of the side his place was taken by Mel Eves, an England "B" international who won his way into Wolves' first-team in 1977/78. Wayne Clark, a Molineux discovery who made his bow two seasons back, is another possibility in attack while Colin Brazier has been proving his versatility by appearing in several different positions.

To reach this stage of the League Cup, Wolves have beaten Burnley 3-1 on aggregate and then won 2 - 1 at Crystal Palace. They had a Stroke of luck in the fourth round at Q.P.R. when Ken Hibbitt scored an equaliser well into injury time. Wolves then won the replay 1-0 but then faced their stiffest task against Third Division Grimsby Town in the last round.

They drew 0-0 at Blundell Park and were then held to 1-1 at home by the Mariners. It was only in the third game that Wolves were able to assert their authority and win 2-0.

Wolves, who are around the half-way stage in the First Division table, have won five away games in the League — at Derby (1-0), Everton (3-2), Stoke (1-0), and Manchester City (3-2). They were beaten at Bristol City (0-2), Nittongham Forest (2-3) Middlesbrough (0-1), Liverpool (0-3), Leeds (0-3) and Ipswich (0-1).



Player Portrait of EMLYN HUGHES...

WOLVERHAMPTON W. AND ENGLAND

AFTER more than 12 years' Anfield's beloved Crazy Horse, Emlyn Hughes has trotted off to join the Wolves. The cost £90,000.

Hughes ended his lengthy career with Liverpool in the summer, after originally being introduced by Blackpool, his first club on leaving school. And he was only 18 when he made his first league appearance for them in May, 1966.

The son of a former Rugby League player, Emlyn was transferred to Liverpool in February, 1967, in a £65,000 deal – then a record fee for a full-back.

His career developed with the Merseysiders who have dominated football during the last decade. After becoming their captain, he settled down mostly as extra cover in the middle of the back four.

At international level, he was often a regular choice for England and eventually became their captain, also appearing at full-back, and has remained Liverpool's most capped international of all times.

FOR THE RECORD

Born Barrow in Furness. Hughes turned pro with Blackpool in September 1964. At the end of the 1978-79 season he had made 501 league appearances, plus another one as substitute and had scored 35 goals for his two clubs. He has 59 full England caps and eight at under 23 leage.



CASTLE'S

Office and Bakery and 5 MARKET STREET

Telephone 22017

SWINDO

Specialists-

Birthday Cakes: Wedding Cakes: Dairy Cream

Pastries : Crusty Bread : Buns : Rolls : Sponges

RIMES OF SWINDON

INTERNATIONAL TRAVEL AGENTS

LUXURY COACH HIRE

FOOTBALL EXCURSIONS

Dep. from County Ground

Saturday 2nd February Tuesday 12th February Saturday 16th February

Chesterfield Wolverhampton Wanderers 15.30 Grimsby Town

10.00 £4.00 £2.45

0.800 £4.60

All starting from County Ground Car Park.

SERVICE DIRECT TO THE GROUND

Book now at

102, Commercial Road, Swindon Telephone 27113

or

65a Cricklade Street. Cirencester. Telephone 3479

or any Rimes Booking Agents

BALL DONOR

THE AWAY MATCH SUPPORTERS WHO TRAVEL BY COACH TO ALL GAMES



John Ward talks to Wilf Tranter

When I met Wilf Tranter at the end of November I asked him how his first year or so at Swindon had measured up to expectations on and off the field. "Things have gone better than I could ever have hoped for," he replied. "We had a great season last year and achieved a high standard of football at times. The players were more skilful than I had anticipated. I had seen Bob's teams before at Bury and Port Vale but this one was an unknown quantity. In football, as in all jobs, you are only as good as the people you employ. The manager's and coach's task is to extract the best from the players but you can't achieve anything if there's nothing there already."

"Last season we didn't attain consistency. We didn't draw enough games away from home and yet we won eight! We were either black or white. This season we are trying to turn some of the blacks into greys. We want to obtain the same high standard which we hit last year but Bob and I must promote consistency. We have to balance skill with aggression. During pre-season training this summer we tried to instil some steel into the players, to give them battling qualities. Because we had emphasised this so much maybe at the beginning of the season we went out relying too much on battling qualities. We had a slow start but we kept on battling and picking up points. We had managed to instil enough application in the team for them to play themselves out of a bad spell. You have to remember that we were playing for much of that time without three of last year's back four. Not that I'm disappointed in the replacements; in fact I think the two who have taken over are better players than the two who left and the extra responsibility has brought the best out of Kenny Stroud. He must be playing the best football of his career. But the shake up was unsettling."

I asked how life had changed for Wilf off the field. After a playing career that had taken him to a number of English clubs as well as on two visits to United States soccer he had been happily running his own building firm, coaching an amateur side for fun in his spare time. Then his former colleague from youth team days at Manchester United, Bob Smith, invited him to leave his home in the North to become first team coach at Swindon. He is now a neighbour of Bryan Hamilton in Shrivenham: "Shrivenham is very rural compared with where we used to live. We burn wood on the fire instead of best coke! Another change is that I see less of the family but perhaps I aim to extract more out of it when I do see them. This means making more of the relationship. Previously when my boy came to sit beside me on the sofa I may have taken him a bit for granted; now maybe I will give him a hug."

I asked how Wilf was coping with the problem of keeping up morale amongst such a large first team squad when so many good players were being left out regularly, "Bob and I knew that it would be a problem," he replied, "You can never keep them completely happy. I know that because I was a squad player at Fulham. You can put everyone on the same bonuses and things like that but they will only accept being merely part of the squad for a limited period. It's a short career and as a player you feel you must play. It was easier towards the end of last season when we were in the running for promotion and there was an atmosphere of excitement throughout the whole club. To a certain extent people were content just to be part of it. It's more difficult picking things up at the start of a new season. Luckily players like Chic Bates and Paul Gilchrist have taken it in the right way. They are playing great in the reserves. That's how Andy Rowland reacted last season: he had been bought for a large fee, he was injured just as he was settling down and then he couldn't get his place back when he was fit again. Every week we would get these glowing reports from John Trollope: 'Andy's had a fantastic game in the reserves.' Eventually his chance came and he jumped at it. Having too many good players for places is the right kind of problem."

After talking about the past and present Wilf looked to the future and in particular to the consequences of the players' new freedom of contract. "The clubs were caught a bit by surprise," he admitted. "Everybody had been talking about it but nobody knew precisely how it would work. Look what happened to us with Steve Aizlewood and John McLaughlin: they went for ridiculously low fees and it left us with a week or so before the season began to find replacements. So managers and coaches have to adapt. Now we have most of the best players on contracts which end together some time ahead. You have to be one step in front all the time. On the other hand I am personally not in favour of too long contracts, say for as much as five years. A lot can go wrong with a player in that time.

For High Class Central Heating, Plumbing Painting and Decorating

Electrical Installations and Repairs

NORTH WILTS

Sanitary and Heating Co. Ltd.

NEWPORT STREET, SWINDON

Telephone: 35373

Does Money Really Buy Success? by Ron Morse

Swindon's success story revolves around two spells in the Second Division and a win in the Final of the Football League Cup. Certainly the Club has had successful runs in the F.A. Cup but nothing to compare with 1969 until this season. With a League Cup Semi-Final place and promotion looking a possibility the financial future again looks rosy. But what of the cost of our past glories and failures? The figures make fascinating reading.

	Transf	Final		
Season	Paid	Received	League Position	
1952/3	9075	10750	18th (Div. 3 (S))	
1953/4	2050	700	20th (Div. 3 (S))	
1954/5	4225	NIL	21st (Div. 3 (S))	
1955/6	4225	1250	24th (Div. 3 (S))	
1956/7	6200	150	23rd (Div. 3 (S))	
1957/8	6887	500	4th (Div. 3 (S))	
1958/9	7500	3150	15th (Div. 3)	
1959/60	12000	13675	16th (Div. 3)	
1960/1	3888	9250	16th (Div. 3)	
1961/2	5950	5650	9th (Div. 3)	
1962/3	400	1800	2nd (Div. 3)	
1963/4	27300	51875	14th (Div. 2)	
1964/5	39510	8100	21st (Div. 2)	
1965/6	42000	75500	7th (Div. 3)	
1966/7	22000	15350	8th (Div. 3)	
1967/8	32000	21500	10th (Div. 3)	
1968/9	50100	6000	2nd (Div. 3)	
1969/70	1500	1500	5th (Div. 2)	
1970/1	19550	3000	12th (Div. 2)	
1971/2	NIL	18900	11th (Div. 2)	
1972/3	85500	132300	16th (Div. 2)	
1973/4	123150	145636	22nd (Div. 2)	
1974/5	61000	7170	4th (Div. 3)	
1975/6	42000	77000	19th (Div. 3)	
1976/7	15200	1000	11th (Div. 3)	
1977/8	97500	40000	10th (Div. 3)	
1978/9	261000	197750	5th (Div. 3)	

So a total of almost one million pounds was paid out and a little over £850,000 received in twenty-six seasons. This means that it cost about £150,000 for our players during that period!

What memories those figures evoke, but was it all worthwhile? Opinions will vary, but it is certain that in the good years we shall all agree we had our money's worth!

Our Reserve Team have had a very successful run of late and beat Oxford United Reserves 3-0 at the County Ground while we were winning at Brentford. John's junior side had their game at home to Reading in the South East Counties League. This was a disappointment because John also had his South East Counties game against Bristol Rovers cancelled the previous Saturday in Bristol, again because of ground conditions.

We have surprised our Visitors recently by the excellent condition of our ground and credit must be given to Phil Webb and Maurice Owen.

You may have been surprised by an article in our

local paper that Danny Williams was being tipped to take the Manager's job at Rotherham United, but I can emphatically state that Danny has accepted a new contract with us that will ensure that he is part of our team for the next two years after this present Season. I expect that our local paper have now carried the story that we have reengaged Bob Smith, Wilf Tranter and John Trollope for this same period of time completing a team that has been a credit to us all and we wish them every success and happiness with our Club.

Thank you for your backing and we look forward to seeing as many as possible of you at The Molineux in our return leg.

THE FOLLOWING ITEMS ARE AVAILABLE FROM THE SWINDON TOWN SOUVENIR SHOP

SWINDON TOWN PLAYING CAF	RDS	£1,10p
SWINDON TOWN CALENDAR		50p
PENS:	RED & WHITE TELESTAR	25p
	TEAK	64p
	CONSUL	20p
	AMBASSADOR	40p
	SENIOR	45p
	DIPLOMAT	20p
	STYLO	10p
	PAPERMATE	£1.20p
PENCILS:		0.6p
KEY FOBS:	LEATHER	16p.
	LEATHER WITH MEDALLION	48p
	WITH TAPE MEASURE	90p
	ATTACHMENTS (BOTTLE OPENER or	
	NAIL CLIPPERS) add	32p
	to the cost of the fob.	111 255 5
	STAINLESS STEEL	60p
	WITH BADGE & ST. CHRISTOPHER	58p
ADDRESS BOOKS		37p
ROSETTES		25p
SCARVES:	BAR	£1.50p
SOAH VEC.	UNIVERSITY	£1.76p
	SATIN	£1.10p
	NAMED	£1.60p
BOB HATS	The second secon	£1.06p
PANELLED CAPS		£1.06p
PENNANTS		48p
MUGS		£1.00p
TANKARDS		£1.40p
TIES:	DAVE MACKAY	£2.25p
TIES.	TUDOR	£2.50p
CAR STICKERS:	SMALL	22p
CAN STICKENS.	MEDIUM	£1.01p
	LARGE	48p
	ROSETTE	53p
LAPEL BADGES	HOSE I IE	50p
SPLASH PATCHES		48p
COMB & CASE		37p
WATCH STRAP		42p
AUTOGRAPH BOOKS		42p
FOOTBALL FIGURES		£2.40p
WAVING HANDS		64p
NECKLET WITH BADGE & ST. CH	IRISTOPHER	58p
CAR DEFROSTER	INIBIOTIEN	37p
PHOTOGRAPHS	PLAYERS	32p
PHOTOGRAPHS	TEAM	64p
SEASON TICKET HOLDERS	TEAW	42p
DART CASES		50p
BOOK MARKERS		32p
COASTERS		32p
BELTS		£1.00p
NOTE BOOKS		40p
DIARIES		45p
SATIN BANNERS		£1,10p
POTTERY ASHRAYS	· · · · · · · · · · · · · · · · · · ·	75p./95p
RINGS		50p
I.D. BRACELETS		75p
WALL PLAQUES		£1,00p
SOLID SILVER PENDANT		£8.50p
CAR BADGE		£2.50p
BEANY HATS		99p
Swindon Town 'Robin' Jumpers		£9,50p
Swindon rown Room Jumpers		20,000

History of Wolverhampton Wanderers Football Club

Wolverhampton Wanderers Football Club is one of the oldest in the country and is naturally proud of its long tradition in the game, especially as it can claim to be one of the original twelve clubs to form the Football League in 1888.

The club actually started to play football in the year 1877 on a playing field at Goldthorn Hill, within easy reach of the centre of the town.

The first skipper was Baynton with George Worrall as secretary. Making its debut the club was known as Blakenhall St. Luke's, but it quickly joined forces with the Wanderers Cricket Club to amalgamate under its present title.

It is interesting to note that two of the young men who helped to form the club, John Baynton and John Brodie, were members of the side that competed in the Final of the F.A. Cup at Kennington Oval in 1889.

Before joining the Football League, the Wanderers took part in many of the big games in the Midlands. One of the most important matches was against the premier team in Wolverhampton, Stafford Road, whom they beat to the tune of five goals to one.

From that victory the Wanderers became the accepted champion team of Wolverhampton, and the star of Stafford Road just as steadily declined.

In 1884 Wanderers found a new home at Dudley Road, and the first trophy to come their way was the Wrekin Cup.

Wolves first entry in the F.A. Cup was in 1883-84, when they defeated Long Eaton Rangers 4-1 in the first round but lost 4-2 in Round Two to Wednesbury Old Athletic.

Wolves have appeared in no fewer than eleven F.A. Cup Semi-Finals and eight Finals. They triumphed on four occasions, in 1892-93, 1907-08, 1948-49 and 1959-60, and they were runners-up 1888-89, 1895-96, 1920-21 and 1938-39. Their last semi-final appearance was against Arsenal, the eventual winners, in the 1978-79 season.

And now to the League. Wolves played in the First Division until 1905-06 and were relegated to the Second Division, where they remained until 1922-23 when they again suffered relegation, this time to the Northern Section of the Third Division. One season only was spent in the Third Division, the Championship being gained with 63 points. Eight seasons later Wolves were back with the seniors until relegation came along at the end of 1964-65.

Wolves won the Championship of the First Division in 1953-54 and in 1957-58-59, finishing second in 1937-38, 1938-39, 1949-50, 1954-55 and 1959-60. In 1949-50 the Championship title slipped through their grasp on goal average.

Relegation came in 1975-76 but the Wolves team and supporters felt they were just too good for Second Division football. A storming season in 1976-77 saw the Club finish as Second Division Champions.

As records show, the last few seasons before World War II, and since, have seen the Club at its best both in the



League and Cup. Crowds got bigger and bigger and are in complete contrast to those experienced when Wolves first moved to Molineux in 1889.

With the outbreak of war in 1939, Wolves lost practically all their players who joined the various Services to serve all over the world. While participating in wartime football, Wolves fielded a team of young players strengthened by regular members who were on leave from the services.

In 1941-42 Wolves won the Football League War Cup, and another war-time success was the winning of the Midland Section of the Regional League.

It was during the war that Major Buckley, who joined the club in 1926, left to become Manager of Notts County in 1944.

His successor was Ted Vizard, of Wales and Bolton Wanderers renown, until 1948 when Stan Cullis, the former International and England captain, was appointed Manager, a position he held until September 1964. Andy Beattie, of Preston North End and Scotland fame, was Team Manager for twelve months from October, 1964.

Mr. J.T. (Jack) Howley, General Manager and Secretary, retired in May 1969. He had been associated with the Club since 1923 and on retirement was made a Life Member of the Club. Yeoman service was given to the club by Mr. Jack Addenbrooke who was Secretary for the 37 years prior to his death in September 1922.

In June 1969, Mr. Phil Shaw, who joined the Club in 1952, was appointed Secretary.

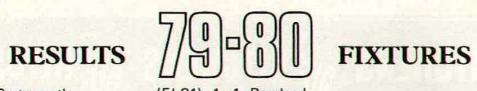
Billy Wright joined Wolves straight from school and played for the club until his retirement, as a player, in August 1959. During this period he was Club Captain from 1947, and from 1948 was Captain of England, making 105 international appearances for his Country between 1946-1959.

Ronnie Allen, English International and former player of West Bromwich Albion and Crystal Palace, joined Wolves from Crystal Palace as coach, in March 1965, and was appointed Team manager in July 1966.

The former England International Bill McGarry, who previously managed Bournemouth (Player/Manager), Watford and Ipswich took over in 1968 as Manager and remained in the post until 1976. He was succeeded as Manager by Sammy Chung who had previously been the Team's coach. In 1978 the Board appointed John Barnwell as Manager and Ritchie Barker as his deputy.

Record attendance for the ground is 61,315 at the F.A. Cup-tie v. Liverpool, February 11th, 1939.

The ground has housed many important games, including F.A. Cup Semi-Finals, and International matches, and, of course, one Cup Final. This was the second leg of the League War Cup against Sunderland in 1942. The resultant score of 4-1, coupled with the 2-2 draw in the first leg at Sunderland, gave Wolves the trophy.



Aug 11	A	Portsmouth	(FLC1)	1-1	Rowland				9978
CONTRACTOR OF A SECTION AS		PORTSMOUTH			Mellor o.g.	Carter			9097
		Sheffield United			Mayes	1 Carlo and the sevent			11923
		READING		0-0	, 50				9554
		BRENTFORD			Mayes 2 1	ewis, Rowland			6977
						Levvis, Howland			6965
		CHESTER	(FLC2)			1 10			
		Colchester United	/F1 00\		Mayes, Ro	wland 2			2794
		Chester	(FLC2)		Mayes				3930
		Rotherham United		0 - 3					4672
Sep 15	H	CHESTERFIELD			Rowland,				6176
Sep 18	H	CHESTER		3 - 1	Mayes, Ro	wland, Miller			6102
Sep 22	A	Sheffield Wednesday		2-4	McHale (pe	en.), Mayes		08	11636
		Stoke City	(FLC3)	2-2	Mayes, Ro	wland			15255
		GRIMSBY TOWN				en), Carter, Mayes			6825
			LC3R)		McHale, M				15823
		HULL CITY		0 - 0					7451
		Reading			Rowland				9639
		Wimbledon		0 - 2	Homana				4206
		SOUTHEND UNITED			Mayes				6207
						uland			6514
		PLYMOUTH ARGYLE			Mayes, Ro	wiand			
		Blackpool	151 041		Mayes				5741
		Wimbledon	(FLC4)		Rowland,				7478
		SHEFFIELD UNITED			Rowland 2	2, Tucker			11835
		Plymouth Argyle		0 - 2					4157
Nov 10	A	Mansfield Town		1 - 1	Williams				4425
Nov 17	H	BLACKBURN ROVERS		2 - 0	Kamara, N	Miller			7086
Nov 24	H	BRENTFORD	(FAC1)	4 - 1	Miller 2, K	Camara, Carter			9472
		Gillingham		0-0					8029
		Arsenal	(FLC5)		Tucker				38024
		BURY				(1 pen), Kamara, Mayes	2.		
000					Rowland 2		-,		7685
Dec 11	Н	ARSENAL (I	1 C5R)*	4.3		.g., Mayes, Hollins o.g.,	Rowlan	d	21795
		Torquay United				cker, Rowland		_	5900
		TORQUAY UNITED (I							8250
			ACZIII		Williams,				11606
		EXETER CITY							12120
		Brentford	/FA001			Rowland, Mayes			12120
		Luton Town	(FAC3)		3.00pm				
	A	Barnsley	/=:		3.00pm	Appearances & Goalso			
Jan 15		WOLVERHAMPTON W			7.30pm	(Maximum 35 - Lge 2	3, FLC	9, FA	(C 3)
Jan 19		ROTHERHAM UNITED			3.00pm				
Jan 26	Н	COLCHESTER UNITED)	K.O.	3.00pm	Allan, Jimmy	33		
		Chesterfield		K.O.	3.00pm	Bates, Chic	2+2	(1)	
Feb 9	H	SHEFFIELD WEDNESD	PAY	K.O.	3.00pm	Carter, Roy	29+2	(3)	
Feb 12	A	Wolverhampton W	(FLCSF)	7,30pm	Ford, Andy	17		
		Grimsby Town		K.O.	3.00pm	Gilchrist, Paul	1+1		
		WIMBLEDON			3.00pm		0+2		
		Southend United			7.30pm	Hamilton, Bryan		/E1	
		Millwall			7.30pm	Kamara, Chris	13+6	(5)	
Mar 8		BLACKPOOL			3.00pm	Lewis, Russell	29+1	(1)	
						McHale, Ray	35	(5)	
		Hull City			3.00pm	Mayes, Alan	34	(21)	
		MANSFIELD TOWN			3.00pm	Miller, lan	33+1	(4)	
		Blackburn Rovers			3.00pm	Rowland, Andy	35	(18)	
Apr 1		MILLWALL			7.30pm	Stroud, Kenny	35		
The second second second		Exeter City			3.00pm	Templeman, John	24		
Marie Control of the		OXFORD UNITED			3.00pm	Tucker, Bill	29+2	(5)	
		Carlisle United			3.00pm	Williams, Brian	34	(2)	
Apr 19	H	GILLINGHAM			3.00pm	(opponents		3)	
Apr 26				K.O.	3.15pm			EU	
May 3		BARNSLEY	-, -		3.00pm	Chris Ogden - now Ro	therhar	m : 2	apps
						Simile Ogueti HOW III	LI TOT TIUI		-PPu.



IN A LEAGUE OF ITS OWN TOYOTA

CONTACT US FOR YOUR NEW TOYOTA OR QUALITY USED CARS

AT

ORCHARD GARAGE
HYDE ROAD, UPPER STRATTON,
SWINDON. TEL: 721 220

MAIN TOYOTA DEALER FOR WILTSHIRE



Do you require

Tracked or Wheeled Excavators
Tracked or Wheeled Shovels
Tractors and Scrapers
Bulldozers
Tipper Lorries
Low Loaders

THEN HIRE FROM

H Hibberd Ltd

PLANT HIRE CONTRACTORS

29 Newport Street, Swindon Tel: Swindon 36125 or 23876

SWINDON

WOLVES

- 1 ALLAN
- 2 Russell LEWIS
- 3 Kenny STROUD
- 4 McHALE
- 5 Billy TUCKER
- 6 Roy
- 7 MILLER
- 8 KAMARA
- 9 Andy ROWLAND
- 10 Alan MAYES
- 11 Brian WILLIAMS
- 12 Graham OAKEY

- BRADSHAW 1
 - Derek 3

PALMER

- Peter 4
- Emlyn HUGHES 5
 - George BERRY 6
- Kenny HIBBITT
 - Willie CARR 8
 - Andy GRAY 9
- RICHARDS 10
 - Dave 11
 - 12

REFEREE & LINESMEN TO BE ANNOUNCED

ROLEX

DEACONS

SWINDON

TUESDAY JANUARY 15 at 7.30 pm