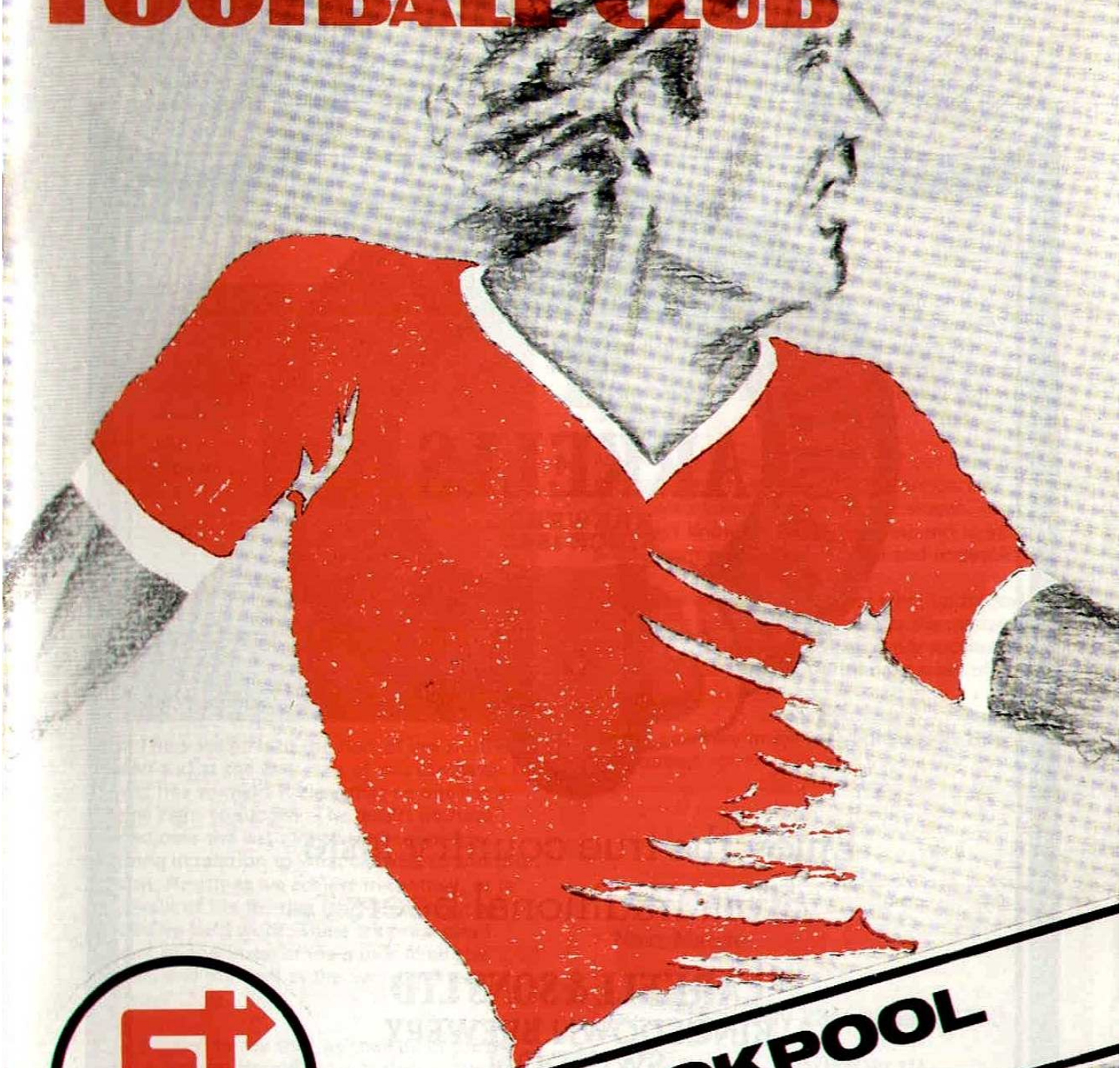
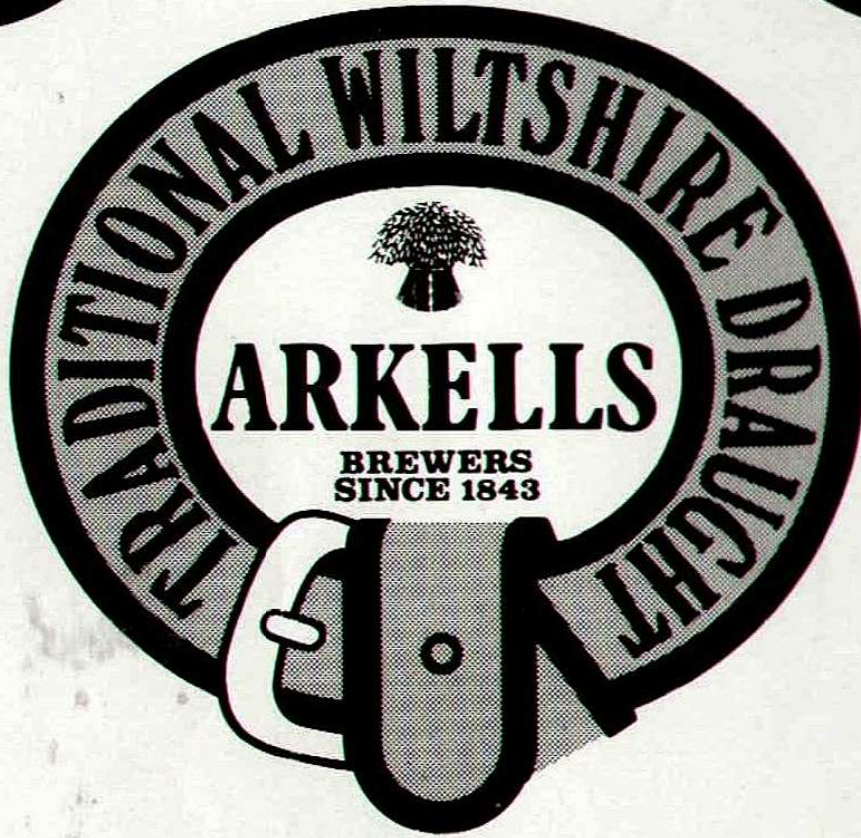


SWINDON TOWN FOOTBALL CLUB



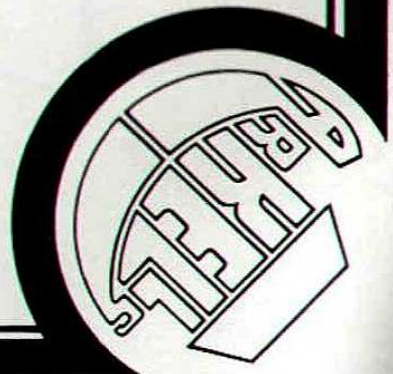
BLACKPOOL

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Bob Smith says...



Well - here we go into the start of yet another season and at the very start of this campaign I would like to make it clear that no one has a divine right to success. The results we have gained over the last two seasons count for nothing in relation to what we wish to win this season. Anything we achieve in football, or in any walk of life for that matter can only be gained by hard work. These are principles I adhere to and instal in the minds of all the players and my staff at the Swindon Town Football Club.

I am pleased to say that we shall be in the hat for the Second Round draw of the League Cup following two hard games against a well organised Bournemouth team. The second leg game at home could have become very frustrating but I consider that the players kept control of themselves very well indeed, having not scored the early goal we required.

Unfortunately, at the moment, we have three players out of the squad because of injury, namely Kenny Stroud, Billy Tucker and Steve

Abley but, because of the strength of the squad I have still been able to field a strong side. I think a pat on the back here to Roy Walsh for the way he has played in the games against Bournemouth and the friendly against Bristol City.

My message to you at the start of our League programme is to give the kind of support to the players you gave to them last season because I know how well they respond to your encouragement. It really is vital and important.

Today we welcome Blackpool who, up to now, have had a good pre-season under the manager-ship of Alan Ball. I wish Alan every success in his new career - but not until next week of course.

Thank you very much for your support this afternoon.

Next Match

Saturday 23rd August, 1980

DIVISION III

FULHAM

K.O. 3.00 p.m.

Talk of the Town by the Chairman

Welcome to the first League Game of the season, and a welcome to our visitors from Blackpool, now managed by Alan Ball, who needs no introduction to Football followers.

Once again we have started our League Cup Ties by winning our opening round on aggregate. Our supporters who witnessed both games must have been struck by the physical efforts that reduced skilful football to a minimum. When we are drawn against a team from a lower division it is often assumed that this will be an easy hurdle to get over, but we know from past experience that standards are very close in the third and fourth divisions.

The national press have caused quite a stir by publishing excerpts from suggestions put forward by the Football League Secretaries, Managers and Coaches' Association. The controversial part that has seemed to cause a stir is the recommendation that the Third and Fourth Division Clubs should amalgamate and divide into eight regions of South East, South Central, South West, East Central, Central, West Central, North East and North West, with six clubs in each section. The idea would be for the top two clubs for each division to play off to reach a final four clubs who would be eligible for promotion to Division Two, assuming, of course, that Division Two clubs would be willing to accept four down from their League. There are so many disadvantages to this scheme that I am sure it will not receive any backing from the leagues. We at Swindon would find ourselves playing teams from Exeter, Torquay, Plymouth, Newport and Hereford possibly four times each and the object of saving expenses of long travelling etc. would be lost by the lack of interest from the public after a while, and we feel that local derbys are more likely to cause crowd disturbances as has been our experience in the past.

The study groups from the Association have been trying to find ways to improve the finances of our Club and if, in my opinion, the re-grouping of clubs is of no help whatsoever, I am sure that they have many ideas which can be winners. One such idea seems to be the thought of the formation of the Bank of the Football League in which all Clubs would be shareholders. The primary purpose would be to retain inside the game at least some of the vast amounts of cash now lost by payment of interest and other charges to outside concerns.

The interval break at games of ten minutes to be extended to fifteen to enable spectators to obtain refreshments if required, is a suggestion that could cause some small controversy. Playing fixtures on days other than Saturday, with the possibility of playing on Sundays where the public prefer it, is another suggestion. Not a new one by any means, but certainly a controversial subject.

The subject of artificial turf must one day be brought to the attention of all Clubs and would nearly solve the problem of inclement weather. I say nearly, because ice and snow would still be a problem on the terraces.

The Association feels that the red and yellow cards should be abolished. This system, certainly is bad for the image of the game and they go on to press for the call for the Professional Referee. This subject is of course a very deep one, but in my opinion, very necessary and would mean setting up regional schools to work from.

The Football League are holding a Seminar for all Clubs to be represented, to discuss points of interest to both the public and the clubs, and I am sure that the points brought forward by the Secretaries, Managers and Coaches' Association, will get a fair hearing.

Returning to our own affairs, you will be pleased to hear that Kenny Stroud has returned home from hospital and we all look forward to his speedy recovery to full fitness.

Steve Abley unfortunately has had his leg immobilised by a plaster cast and so will be out of action for a few weeks.

Hoping that you enjoy today's game and thank you for your support.

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Third Dimensions

Next Saturday Fulham return to Swindon for the first time since that crushing 5-0 F.A. Cup Third Round Replay defeat in January 1977. Nothing went right for George Best, Rodney Marsh, Bobby Moore & Co. that night as the Town tore their London rivals apart. Fulham last came here looking for league points in December 1973.....Huddersfield Town, last year's Division 4 champions, arrive at the end of September - their first visit since April 1975 when a Peter Eastoe hat-trick gave Swindon a comfortable 4-1 victory. That same month also saw Charlton Athletic's last appearance at the County Ground - they are scheduled to play here on October 21. The third side relegated from the Second Division, Burnley, are booked to pay us a visit tens days

later. The Town will be looking to break the league goal 'duck' against the Clarets here. Older supporters may remember the last Swindon home victory over Burnley - it was in a Fourth Round Cup replay back in 1929! It was a brief exile in the Fourth for Walsall, who return here in December and Portsmouth are on the agenda for November - it hardly seems as if they have every been away The Boxing Day excursions to Newport will be the first league game between the clubs in almost nineteen years - County were last at Swindon on league duty in April 1962. No one will complain if the fixture produces as many goals as the last time the two met on Boxing Day, in 1938, when the Town crushed the Welshmen 8 - 0!

	Home					Away				Success Rate
	P	W	D	L	F-A	W	D	L	F-A	%
Portsmouth	28	8	4	2	28-15	5	3	6	22-29	58.9
Newport Co	66	21	8	4	88-35	9	6	18	43-68	56.1
Walsall	58	16	6	7	68-40	9	7	13	28-52	54.3
Huddersfield T	10	3	1	1	12- 6	0	3	2	5- 8	50
Charlton A	32	7	8	1	30-16	1	4	11	21-43	43.7
Fulham	14	2	4	1	15- 9	1	2	4	9-20	42.9
Burnley	4	0	0	2	0- 2	1	0	1	3- 3	25

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We wish the Team
and everybody connected
and supporting the Club a
successful & prosperous
1980-1981
Season*

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IN NORTH WILTSHIRE

Swindon to Swindon

Win £100 and help the "Town". Swindon Permanent Building Society will give £100 to a Swindon Town player every 2 months.

What is more, if you can agree with the Judges who the deserving player should be and how many points he has scored YOU TOO CAN WIN £100.

Here's how it works:-

1. The judging will be on first team HOME games only.
 2. The football season is split into 4 periods:-
 - (a) Summer - last home game 27th September, 1980
 - (b) Autumn - last home game 29th November, 1980
 - (c) Winter - last home game 24th January, 1980
 - (d) Spring - the end of the league and cup season.
 3. For each home game you will award points to each player to a maximum of 20 under the following heading:-

(a) Ability	Points
(i) Ball control (or handling for the goalkeeper)	5
(ii) Positional play (this will again include the goal keeper)	5
(b) Effort - not necessarily based on skill but proven willingness to make the club succeed	10
(c) Four points will be deducted for a booking for dissent	
- Add together the points against each player for all home games to the 27th September, 1980 and send in your application which you can copy from an example to be shown in the programme.
4. No applicant can be a director or employer of the Swindon Permanent Building Society or Swindon Town Football Club.
 5. Entries must be received at Swindon Permanent Building Society, Commercial House, 1/2 Commercial Road, Swindon by Tuesday the 30th September, 1980 for the Summer Prize.
 6. The Judges will be an expert, a member of the Committee of the Rendezvous Club and a member of the staff of Swindon Permanent Building Society. In the event of disagreement between the Judges Clive King of the Evening Advertiser will be the arbitrator.
 7. The Panel's decision is final.
 8. The winner will be the first correct entry opened. This will show the name of the player and the number of points scored which agrees with the Panel's decision.
 9. All entries will be scrutinised in order to ensure that only one entry is received from each spectator.
 10. A Director of Swindon Permanent Building Society will present the prizes to both the Player of the period and to the winning spectator at the home game following the end of the period, that is for the first period the 4th October the game against Chester.



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SWINDON PERMANENT COMPETITION

1. MATCH FORM

	Name of Player	Ball Control 5 Pts	Positional Play 5 Pts	Effort 10 Pts	Deductions	Total for Match
1						

2. TALLY OF MATCHES

Date of Match	Player	Points
	Total Points	

3. ENTRY FORM

PERIOD _____ NAME OF APPLICANT _____
 PLAYER _____ ADDRESS _____
 POINTS _____
 AGE IF UNDER 18 _____

FOOTBALL
COMBINATION

80-81

SOUTH-EAST
COUNTIES DIV 2

			Score				Score
Aug.	16	Bristol C.	Away	Cambridge U	Home		
	20	Tottenham H	Away				
	23	Bristol R	Away	Luton T	Home		
	30	Ipswich	Home	Peterborough	Home		
Sep.	6	Oxford U	Home	Reading	Away		
	9	Arsenal	Home				
	13			Tottenham H	Home		
	20	Cardiff C	Home	Orient	Away		
	24	Reading	Away				
	27			West Ham U	Away		
Oct.	4	Norwich C	Away	Crystal Palace	Home		
	7	Q.P.R.	Home				
	11	West Ham U	Home	Millwall	Away		
	14	Orient	Home				
	18	Plymouth A	Away	Orient	Home		
	22	Leicester	Away				
	25	Southampton	Home				
Nov.	1	Chelsea	Away	Oxford U	Away		
	8	Birmingham C	Home	Wimbledon	Away		
	15	Bristol C	Home	Bristol R	Home		
	22	Orient	Away	Brentford	Away		
	29			Charlton A	Home		
Dec.	2	Tottenham H	Home				
	6			Chelsea	Away		
	9	Fulham	Away				
	13	Leicester	Home	Chelsea	Home		
	20	Q.P.R.	Away	Cambridge U	Away		
	27			Luton T	Away		
	29	Luton T	Away				
Jan.	3	Crystal Pal.	Home	Peterborough U	Away		
	10			Reading	Home		
	17	Ipswich T	Away	Tottenham H	Away		
	20	Hereford U	Home				
	24			West Ham U	Home		
	31	Bristol R	Home				
Feb.	7	Arsenal	Away	Millwall	Home		
	14	Oxford	Away				
	21	Reading	Home	Oxford U	Home		
	28	Cardiff C	Away	Wimbledon	Home		
Mar.	7	Norwich C	Home	Bristol R	Away		
	11	Hereford U	Away				
	14	West Ham U	Away	Brentford	Home		
	21	Plymouth A	Home	Charlton A	Away		
	28	Southampton	Away				
Apr.	4	Chelsea	Home	Crystal Pal	Away		
	11	Birmingham C	Away				
	18	Luton T	Home				
	22	Crystal Pal	Away				
	25	Fulham	Home				

MIDLAND YOUTH FIXTURES

Season 1980/81

Cup Competition

Aug	21	Luton Town	Away
Sept	6	Bristol City	Home
W.E.	13	West Bromwich Albion	Away
	17	Leicester City	Home
	25	Luton Town	Home
W.E.Oct	11	Bristol City	Away
	16	West Bromwich Albion	Home
W.e	25	Leicester City	Away

League

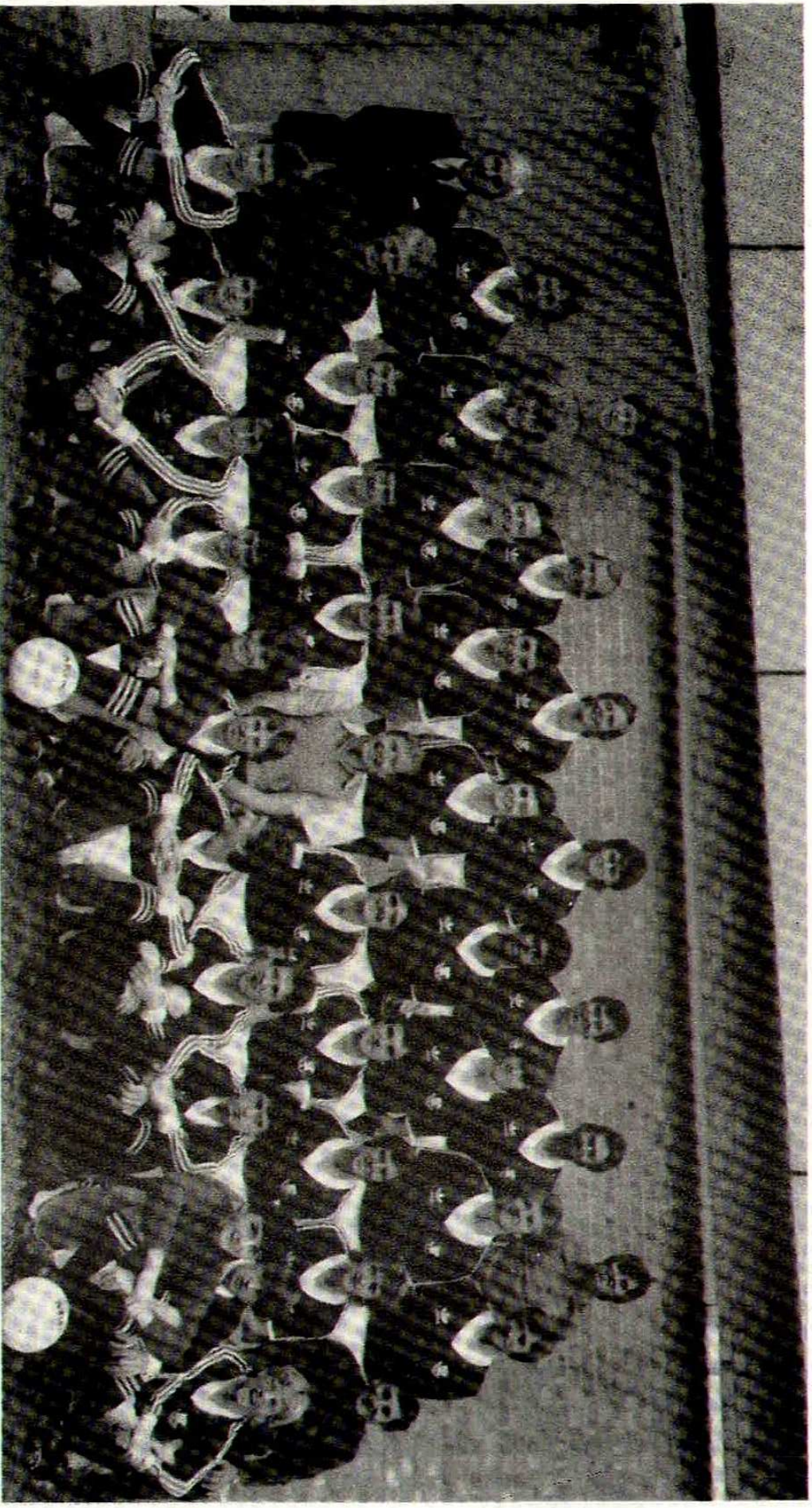
WE.Nov	8	Luton Town	Home
	10	Northampton Town	Away
WE	29	West Bromwich Albion	Home
WE.Dec	6	Wolverhampton Wanderers	Away
	13	Birmingham City	Home
WE.Jan	10	Bristol City	Away
	14	Coventry City	Home
	21	Leicester City	Away
	29	Leicester City	Home
WE.Feb	7	Luton Town	Away
WE.	14	Northampton Town	Home
WE.	28	West Bromwich Albion	Away
WE.Mar	7	Wolverhampton Wanderers	Home
WE.	14	Birmingham City	Away
WE.	21	Bristol City	Home
	25	Coventry City	Away

Town Statistics 80-81

	Result	Gate	1	2	3	4	5	6	7	8	9	10	11	Sub (if used)
S, Aug 9	AFC Bournemouth	(FCL)	A											
T 12	AFC BOURNEMOUTH	(FCL)	H											
S 16	BLACKPOOL		H											
S 19	Portsmouth		H											
S 23	FULHAM		H											
S 30	Reading		A											
S Sep 6	Sheffield United		A											
S 13	ROTHERHAM UNITED		H											
T 16	OXFORD UNITED		H											
S 20	Barnsley		H											
S 27	HUDDERSFIELD TOWN		H											
W 1	Oxford United		A											
S 4	CHESTER		H											
T 7	Gillingham		A											
S 11	Milwall		A											
S 18	CARLISLE UNITED		H											
T 21	CHARLTON ATHLETIC		H											
S 25	Exeter City		A											
T 28	Chesterfield		A											
S Nov 1	BURNLEY		H											
T 4	GILLINGHAM		H											
S 8	Colchester United		A											
T 11	PORTSMOUTH		H											
S 15	Blackpool		A											
S 22	HULL CITY	(FAC1)	H											
S 29	Brentford	(FAC2)	A											
S Dec 6	Brentford		A											
S 13	WALSALL		H											
F 19	Newport County		A											
F 26	PLYMOUTH ARGYLE		H											
S Jan 3	Carlisle United		A											
S 10	CHESTERFIELD	H	A											
S 17	Hull City		A											
S 24	READING		H											
S 31	Fulham		A											
S Feb 7	Rotherham United		A											
S 14	SHEFFIELD UNITED		H											
S 21	Huddersfield Town		A											
S 28	BARNESLEY		H											
S Mar 7	Chester		A											
S 14	MILLWALL		H											
S 21	Charlton Athletic		A											
S 28	EXETER CITY		H											
S Apr 4	Burnley		A											
S 11	COLCHESTR UNITED		H											
S 18	Plymouth Argyle		A											
M 20	NEWPORT COUNTY		H											
S 25	Walsall		A											
S May 2	BRENTFORD		H											
S 9	(F.A. CUP FINAL)													

Goalkeepers Shown in CAPITALS - figures denote minutes of goals x After extra time * Player replaced by substitute.

The Town's Full Playing Staff



Back Row: J. Allan, D. Peach, J. Templeman, B. Guest, K. Stroud, R. Greenwood, T. McAlister

Third Row: K. Morris, A. Rollings, R. Carter, R. Walsh, R. Lewis, C. Henry, C. Kamara, B. Hughes, C. Barrett, W. Tucker

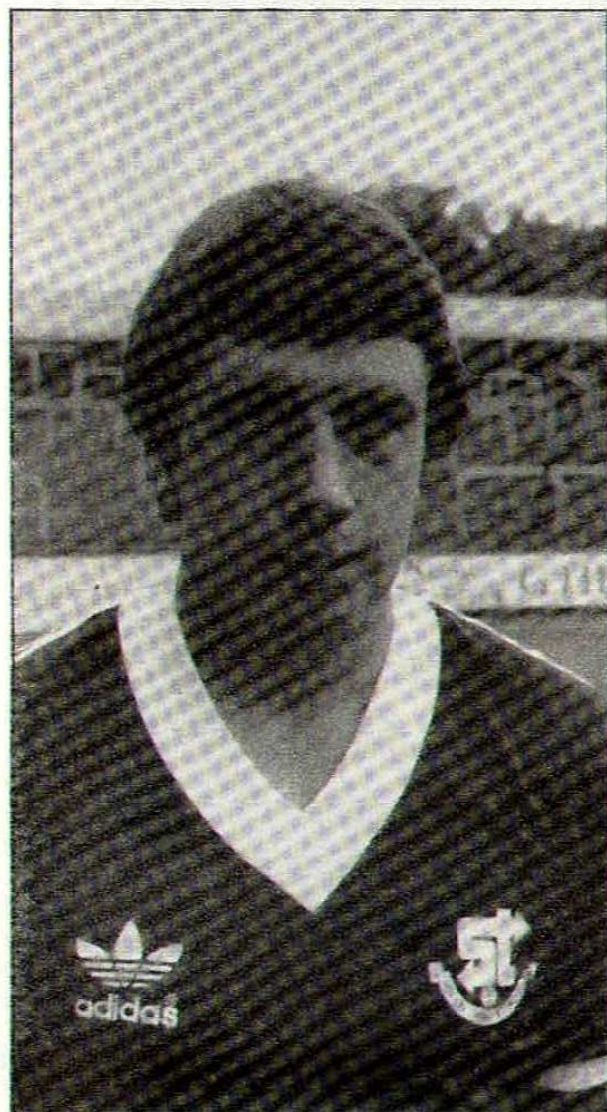
Second Row: J. Trollope, S. Abbley, B. Hamilton, I. Miller, R. Smith (Manager), B. Williams, A. Rowland, A. Mayes, G. Cockerill, D. Butler

Front Row: C. Bailie, M. Westlake, R. Baverstock, P. Short, L. Twigger, D. Cock, D. Bristow, D. Round, P. Rideout, C. Pullen, M. Blackler, M. Rustall

Russell Lewis

Russell Lewis has been a Swindon professional since October 1976 and he made his League debut for us, at left-back, at York in April 1977. Last season he earned a regular place in the first-team and was a vital member of our defence as we progressed to the semi-final of the League Cup.

Here we analyse Neath-born Russell's career to date, showing his appearance against each opponent. "S" denotes he played as substitute and his goals are shown in brackets.



FOOTBALL LEAGUE

	76/77	77/78	78/79	79/80	Total
Barnsley				2	2
Blackburn				2	2
Blackpool				2 (1)	2 (1)
Brentford			1	2 (1)	3 (1)
Bury			s	2	2 + 1s
Carlisle		1		2	3
Chester				2	2
Chesterfield				2	2
Colchester			1	1 + s	2 + 1s
Exeter				2	2
Gillingham				2 (1)	2 (1)
Grimsby	1			2	3
Hull City			s	2	2 + 1s
Mansfield	1		s	2	3 + 1s
Millwall				2	2
Oxford				1	1
Plymouth			1	2	3
Portsmouth		s			0 + 1s
Pre ston	1				1
Reading				2	2
Rotherham				2	2
Sheff. Un.				1	1
Sheff. Wed.			1	1	2
Southend				2	2
Tranmere			s		0 + 1s
Walsall			1		1
Wimbledon				2	2
York City	1				1
	4	1 + 1s	5 + 4s	42 + 1s (3)	52 + 6s (3)

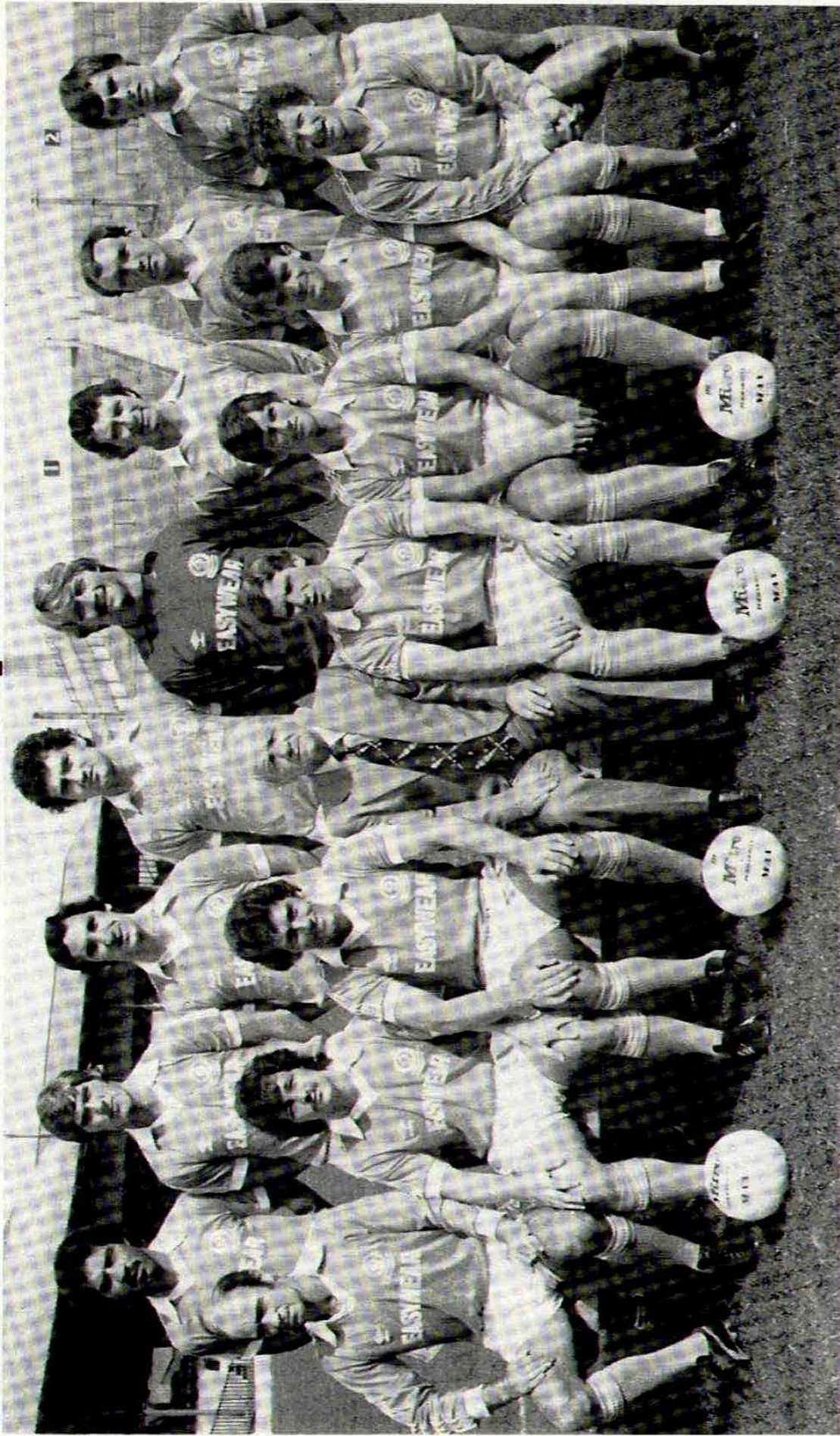
F.A. CUP

	77/78	78/79	79/80	Total
Brentford			1	1
Cardiff		1		1
Luton			1	1
Nottm. For.	s			0 + 1s
Torquay			2	2
Tottenham			2	2
	0 + 1s	1	6	7 + 1s

LEAGUE CUP

	77/78	78/79	79/80	80/81	Total
Arsenal			2		2
Bournemouth				x	x
Chester			1		1
Peterborough		2			2
Portsmouth	1				1
Stoke			2		2
Wimbledon			1		1
Wolves			2		2
	1	2	8	x	11x

Blackpool



STANDING: Paul Gardner, Jack Ashurst, Ricky Sbracia, Dave Bamber, Iain Hesford, Paul Fletcher, Terry Pashley, Bobby Doyle
SEATED: Peter Noble, Wayne Harrison, Ted MacDougall, Freddie Scott (General Manager), Alan Ball (Player Manager), Stan McEwan, Dave Hockaday, Colin Morris.

Blackpool Pen-Pictures

IAIN HESFORD (Goalkeeper) Iain is a local lad who developed in the junior sides and who made his entry into League soccer three seasons ago. For the past two seasons he has been a regular member of the first-team.

JACK ASHURST (Defender) Jack played his first League soccer for Sunderland in 1972/73 and made more than 150 appearances for the Roker club. Blackpool signed him last season.

STAN McEWAN (Defender) Stan is a former Scottish youth international who completed his apprenticeship with Blackpool and came through for his League debut in 1975. Now he is a fixture in the middle of their back four. Stan scored twice at Walsall last Saturday.

RICKY SBRAGIA (Defender) Ricky was signed on the eve of the new season from Walsall. He first entered League football with Birmingham in 1974/75 and was transferred to Walsall for £15,000 in 1978.

ANDREW BROCKBANK (Defender) Andrew is a former apprentice who was drafted into the League eleven last season. He was also included at left-back in their successful Anglo-Scottish cup-ties this month.

PAUL GARDNER (Defender) Paul is another player who came through the junior sides at Bloomfield Road. He made his League bow in 1976 and has been a fairly consistent member of the senior side since.

TERRY PASHLEY (Defender) Terry completed his apprenticeship with Burnley and made 18 League appearances for the Turf Moor club following his debut in 1976. Blackpool signed him for £30,000 in 1978.

DICK MALONE (Defender) Dick spent several seasons with Ayr United gaining Scottish u-23 caps. Sunderland signed him in 1970 and he was a member of their F.A. Cup winning side in 1973. He left for Hartlepool in 1977 a year later.

ALAN BALL (Midfield) Alan took over as player-manager this season following a distin-

guished career which began with Blackpool, continuing with Everton, Arsenal and Southampton. He won 72 England caps and was a member of our World Cup winning side of 1966.

BOB DOYLE (Midfield) Blackpool paid a then club record fee of £125,000 to sign Bob from Peterborough in the 1979 close-season. He began his career with Barnsley and joined Peterborough for £20,000 in 1976.

PETER NOBLE (Midfield) Peter was one of the stars of our League Cup winning team of 1969, after joining us from Newcastle. He continued his career with Burnley in 1973 and joined Blackpool last season for £20,000.

ANDREW WELSH (Midfield) Young Andrew is still an apprentice but he was given a chance to feel the big-time atmosphere when included in the side for the pre-season Anglo-Scottish cup ties.

TED MacDOUGALL (Forward) Player-coach Ted is the League's highest goalscorer with more than 250 goals for York, Bournemouth, Manchester United, West Ham, Norwich, Southampton and Bournemouth (again). Ted won seven Scottish caps and was three times transferred for six-figure fees.

DAVID HOCKADAY (Forward) David is one of Blackpool's own discoveries who has enjoyed limited first-team experience over the past four seasons. Now he's hoping to win a regular place.

COLIN MORRIS (Forward) Colin's wing displays earned acclaim at Burnley but it was after joining Southend in 1976 that his career really blossomed. He was priced at £175,000 when going to Blackpool last season in exchange for Derek Spence.

PAUL FLETCHER (Forward) Paul had a couple of seasons in Bolton's senior team before joining Burnley for £60,000 in 1971. He was on two occasions top scorer at Turf Moor and Blackpool paid £50,000 for him last season.

John Ward talks to David Peach

Everyone thinks of David Peach as a Londoner because his first club was Gillingham and also because when you meet him he certainly has a cockney style of humour. Indeed only once during the half hour or so that I spoke to him did he become completely serious and that was when he talked of what was needed for Swindon to win promotion. Then a quiet but fierce intensity came over him that was rather frightening in contrast to the lighthearted way in which he had talked about himself before; but more of that later.

David Peach grew up near Bedford. He played as much football as possible while he was still at school usually as centre-forward. He played in the Bedfordshire County Boys Side in which the other players had all signed school boys forms with First Division Clubs. He played between two inside forwards who were school boy internationals and scored 50 goals that year. "I was probably the least talented player in the team. I used to stand six yards out of goal and stick my nut in the way when they sent the ball over. I couldn't go wrong. But I am the only one now who has stayed in the game. The others have either been injured or just drifted out of it".

There were only two players who were in all three of Lawrie McNenemy's teams at Southampton: Nick Holmes and David Peach. I asked David if this meant that McNenemy had confided in him a lot during this period. "No, he replied." "He didn't talk to us much. Nick and I were quiet boys; we got on with the job. The Manager used to say that he needed violinists and hod carriers in his team. The others were the violinists; Nick and I were the hod carriers." Although winning the FA Cup was the most successful moment of his time at Southampton David remembers the League Cup Final against Nottingham Forest even more vividly. "Scoring a goal at Wembley must be the highlight of any professional's career", he said, "even if it took some of the icing off the cake that we were murdered! 3 - 2 was the final score but it could have been 6 - 1; they were all over us in the second half." (Another new Swindon player, Colin Barrett was in Nottingham Forest's winning side that day and I discovered later that this game was an extra special occasion for him too).

I asked whether he had any regrets after the way Swindon's promotion challenge had disintegrated at the end of last season. "None whatever," he replied. "I never expected them to go up last season. When I arrived we had games in hand but ask any professional and he would always rather have points in the bag. The boys had had a very hard season and going out of two cups in the way they did knocked the stuffing out of them". How did he see his job at Swindon? "We've got to start from the back. Its no good hoping to get promotion by winning games 3-2 because goal scorers are bound to to dry up at some stage and then the 3-2's become 2-1's against. We have to tighten up the defence. The Manager has bought three defenders out of the First Division so there is even more incentive now than there was when I signed last season." But David also sounded a word of warning: "people mustn't take it for granted that we shall get promotion: that would be a disaster. There has been a lot of talk in the town that now we've bought three defenders we'll go up automatically. That's nonsense: you can have the best 11 players in the country in your team but they may not be able to play together. It may take us a little while to get used to each other's style of play".

David and his wife Joyce are now settled in Swindon with their children Daniel, aged 3½ and Laura who is four months old, not to mention "Rio the dog, Albert the goldfish and the Budgie who died yesterday". (David dissolves in hoots of laughter and I have the feeling that my leg is being pulled hard!) Already he has found several places where he can indulge in his main hobby, coarse fishing. "I've done it ever since I was a kid. It helps you to relax after a game. Not that you can ever get football completely out of your mind. You've been fooling around at a party and suddenly in the car on the way home you think "why didn't I do that" or "what if I'd passed to so and so?" It's very easy to take things for granted in football. You do things automatically and its all going on the same all around you and maybe you kid yourself that you are doing all right. It's not until you get a change that you realise that perhaps you've gone off the boil a little. That's why I'm looking at Swindon as a new challenge. I want to prove that I am still on top."

Town through time

The Team Manager

(continued from last season) PART SIX

Thirty years ago this month, LOUIS PAGE added a little tartan flavour to his side with the signings of Willie Millar (from Stirling Albion), Jack Court (Dundee) and Dick Peebles (St. Johnstone) but by the end of January 1951, he was still looking for an away point from his men - following a nightmare sequence of fourteen consecutive League reverses for the Town on their travels. The break finally came at Northampton on February 3 and three weeks later Swindon looked well on the way to recording a second win on foreign soil when the two 0's - Roy Onslow and Maurice Owen - put the Town 2-0 ahead within fifteen minutes at Southend. Disaster was just around the corner, however, for United had put past Irish Keeper Uprichard by the close of the afternoon. Despite this, manager Page insisted that 'we had much more of the play than the score suggests'. But without doubt, the opposition had much more of the goals that season - netting forty-eight in the Town's twenty away defeats. The formula would obviously have to be adjusted if an improvement on the final league position of seventeen was to be achieved. Part of the Louis Page remedial action was to purchase the experienced full-backs Billy Hindmarsh from Portsmouth (where he had figured in two First Division championship winning sides) and Jeff Gulliver from Reading. Travel sickness seemed to be temporarily cured when the Town thumped Watford 7-1 at Vicarage Road and then Ipswich 5-1 in Suffolk, with only four losses being suffered in thirteen trips. The fact that only one point was taken from the final ten visits seemed to be overshadowed by a storming nine-match Cup run to the Fifth Round.

Following an indifferent season on the field in 1952/53, the Board announced that a new manager would be appointed and that Louis Page would be departing to Chester. Thus, on June 1 1953 MAURICE LINDLEY took up the duties of team manager and first-team coach. The post of secretary, which had hitherto formed part of Mr. Page's curriculum, went to Ron Morse. A former P.T. Instructor in the R.A.F., Maurice Lindley had made well over two hundred appearances as an Everton centre-half between 1936 and 1946, when he became coach at Goodison. Within a few months of his arrival at Swindon the effects of his methods had begun to stir life into the fortunes of the

'A' and 'B' teams here - who had smashed in one hundred goals between them by the first week in December! Sadly, the magic did not extend to the Division Three side - and during that same month an injury-ridden Town team made an ignominious Cup exit at what was billed as the 'Battle of Hastings'. But there was little fight from the Swindon warriors, with Hastings United marching to a 4-1 victory. The league position at close of business in April 1954 showed a further downtrend to twentieth and consequently in the following March the directors decided not to renew Mr. Lindley's contract - although they insisted that the measure was purely on financial grounds. So, at the end of May 1955, Swindon Town became managerless. The third and fourth teams were scrapped and assistant coach Harry Martin - a veteran of some twenty years service - was dispensed with. Coaching was to be subsequently taken over by the former Bristol Rovers full-back GEOFF FOX, who arrived on a free transfer in October 1955. He combined his new task off the field with captaining the Town side on it and was virtually team manager in all but name through to the following September, when the financial gloom had lifted sufficiently for the management to consider the appointment of another full-time boss. That man was to be BERT HEAD - and Swindon Town was poised to write yet another eventful chapter into its history.

To be continued



MAURICE LINDLEY

Picture



Swindon's Roy Carter (right) crosses the ball past Bournemouth's Nigel Spackman and into the visitor's penalty area in the Town's victory on Tuesday.



Bournemouth's Neil Townsend leaps to concede a corner kick as Alan Mayes challenges in Swindon's League Cup victory.

Parade



Tom Heffernan of Bournemouth heads behind for a Town corner preventing any danger from Swindon's Andy Rollings (right), during Tuesday's win at the County Ground.



Bournemouth's John Impey clears from Swindon striker Andy Rowland to halt a Town attack at the County Ground on Tuesday.

Alan Ball begins the rest of his life

by COLIN BENSON



You might say that Blackpool Football Club are really on the ball this season, or to be much more precise, Alan Ball. The diminutive little fireball who helped rally England to that famous World Cup triumph at Wembley way back in 1966, is now back home where he belongs, at Bloomfield Road, where he made 116 League appearances and scored 41 goals, before embarking on a soccer career that has embraced Everton, Arsenal and Southampton.

Now Ball junior, is entrusted with the task of leading Blackpool back to the promised land from which they have departed so alarmingly in recent years.

It is never easy to turn the tide and change adversity into prosperity, and it is even more difficult when you are combining the physical demands of playing, with the pressures of management. But so far Alan Ball has coped magnificently with his dual role.

He cut short his summer season with NASL club Vancouver Whitecaps, partly because of his eagerness to get to grips with his new job and partly because the Whitecaps were experiencing a disastrous season. Anyway it all worked out well for Blackpool, who if their pre-season form is any indication, have rallied magnificently under Ball's spell.

There is little doubt that Ball's belief in his own ability is second to none. He makes quite clear that he is going to be his "own man" putting into practice the ideas he has accumulated from his colourful career.

"I have always been a winner as a player, and I intend to carry on a winner as a manager," he told me earlier this week.

"That does not mean that I am setting my sights on promotion at the end of this season. It would be nice if it did happen, but the real priority, and what I am aiming for specifically, is to get an all round improvement of Blackpool Football Club.

"And when I say all-round, I am not just referring to the playing side, but everything connected with the club. The coaching, the facilities at the stadium, the administration and above all the crowd. We need to pull the fans back into Bloomfield Road."

The little mid-field player certainly could not have wished for a better start to his managerial career. Blackpool recorded three straight wins at home to Blackburn Rovers (2-0) and away to Carlisle United (2-1) and Preston (1-0), to clinch a place in the quarter-finals of the Anglo Scottish Cup.

The success story continued last Saturday, when Alan led his new club to a tremendous 3-2 victory at Walsall, in the first leg of their Football League Cup tie. Thrice the "Seasiders" took the lead through Stanley McEwan in the third minute, Morris in the 61st minute and McEwan again, this time from the penalty spot - in the 76th minute.

To what does Mr. Ball attribute Blackpool's remarkable upsurge under his control, of just a few weeks?

"I think it is the old adage of people responding to a fresh face, different training methods and suchlike," he says modestly.

He could not conceal his delight at the team performance at Walsall however and admitted; "It has gone much better than I expected. To score three goals away from home is quite special."

Now Alan Ball gets down to the real thing, with his first Third Division game, here at the County Ground. "I must confess we are going into the Third Division very blind," he says candidly. For him it is a whole new world - "the beginning of the rest of my life" - is the way this expressive little performer describes it.

No doubt the 'Robins' will be eager to impress on Mr. Ball some of the more tangible and basic facts of life in the Third Division, when they meet on the field this afternoon.

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Soccer Scene

Two members of England's 1966 World Cup winning team are starting new lives in Third Division football this season. Both have high hopes of becoming as famous as managers as they did as players.

Alan Ball started the season as Blackpool's player-manager while Martin Peters has joined Sheffield United, like Blackpool a former First Division power, as player-coach.

Ball started his playing career at Blackpool, of course, so it has been a nostalgic return journey for him. He couldn't have dreamed of a finer start, though. Blackpool stormed to the top of their group in the Anglo-Scottish Cup and then won the first leg of their League Cup tie 3-2 away to Walsall.

Ball and Peters are the last two members of the victorious 1966 team still in League soccer. Both started at the bottom with struggling clubs with famous reputations. If Martin Peters does well in his new role, he will be promoted to player-manager with Harry Haslam probably moving up to the general manager's office.

We have certainly seen a few changes in football since that famous pair helped England to win the World Cup 14 years ago. Even over the past two years we have witnessed something of a minor revolution.

During that time the top transfer fee has risen from £400,000 to well over the £1 million mark and we almost saw the first £2-million footballer this summer. If Liam Brady had opted for Manchester United, rather than Juventus that barrier would have been broken.

Players' freedom of contract, advertising on shirts are all new steps. And Fulham have become the first Football League club to join the Rugby League!

Not to be outdone, Chelsea last week planned England's very first floodlit cricket match!

Very soon now we shall see football's first paid managing director. Halifax Town jumped the gun, after the Football League had agreed to the move this summer, by promoting their manager, George Kirby, as the game's first paid managing director.

But the F.A. pointed out that they too, must alter their rules before this is acceptable. And they couldn't do that until next summer.

While we have such once-famous clubs as Burnley, Fulham, Huddersfield, Portsmouth and Sheffield United in the Third Division at the moment, it's strange to think that humble Newport County will be chasing one of Europe's top prizes.

Last season they became the first Fourth Division side ever to qualify for Europe when they won the Welsh Cup for the first time in their history. Indeed, Newport had appeared in only one previous final.

They have since gained promotion to the Third Division and shortly Newport will be facing Irish Cup winners Crusaders in the first round of the European Cup-Winners' Cup.

Manager Len Ashurst is so confident his promotion squad can win this one that he has made no attempt to sign any new players during the summer break.

One club facing the most critical season in its history is Rochdale. They retained their place in Division Four by only one vote at this year's League AGM. But for the fact that two clubs were held up in a London traffic jam, and arrived too late to cast their vote, Rochdale might by now have been in the Alliance league.

Manager Bob Stokoe resigned a few days after the club had been re-elected because he didn't feel the players at his disposal were good enough to miss the last four places again. And Rochdale are under no illusions, knowing that if they have to apply again this season it will surely mark the end of their League career.

Peter Madden took over as manager and he busied himself signing up new players, mostly on free transfers. Centre-back Peter Burke (Halifax), midfield men Eric Probert (Darlington) and Eugene Martinez (Bradford City) plus forward Barry Wellings (York and utility player Alan Jones (Bradford City) were among the newcomers.

It's well over a year since Rochdale possessed a goalkeeper of their own. Last season they managed with two on loan --- Ian Watson (Sunderland) and David Felgate (Bolton) --- but they ultimately returned to their own clubs.

The new kick-off was only days away when Mr. Madden made another loan signing in Chris Pearce (Blackburn) to fill that void.



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- 6 Roy WALSH
- 7 Ian MILLER
- 8 Glenn COCKERILL
- 9 Andy ROWLAND
- 10 Alan MAYES
- 11 Roy CARTER
- 12 Roy GREENWOOD



Blackpool

- 1 Ian HESFORD
- 2 Paul GARDNER
- 3 Jack ASHURST
- 4 Garry WILLIAMS
- 5 Bobby DOYLE
- 6 Stan McEWAN
- 7 Ricky SBRAGIA
- 8 Colin MORRIS
- 9 Ted McDOUGALL
- 10 Dave HOCKADAY
- 11 Alan BALL
- 12 Wayne HARRISON

Linesmen: Red Flag: MR. E. W. BURNS, Bath.

Yellow Flag: MR. E. J. GRANGER, Newport

Key of the Board

REFEREE:

RAY LEWIS (Great Bookham, Surrey)

Commenced refereeing in the Kingston and District League in 1962 and progressed through the Isthmian League to the Football League List. Was Senior Linesman at a U.E.F.A. Cup Quarter Final Tie - Levski Spartak (Bulgaria) v. (Barcelona Spain), and F.A. Cup Semi-Final 1977

A married man, with one daughter, he is an Area Catering Executive who likes reading and playing bowls.

- A Barnsley v Portsmouth
- B Burnley v Newport
- C Carlisle v Sheffield Utd
- D Charlton v Brentford
- E Chester v Oxford Utd
- F Chesterfield v Huddersfield
- G Colchester v Plymouth
- H Exeter v Gillingham
- I Millwall v Hull City
- J Reading v Walsall
- K Rotherham v Fulham
- L Birmingham v Coventry
- M Brighton v Wolverhampton
- N Leeds v Aston Villa
- O Leicester v Ipswich
- P Liverpool v Crystal Palace
- Q Manchester Utd v Middlesbrough
- R Southampton v Manchester City
- S Tottenham H. v Nottm. Forest
- T West Brom Alb. v Arsenal