

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...



We are all obviously very disappointed that the team lost their opening two League games but with totally contrasting performances. The first League game against Blackpool we deserved to lose because of the slack performance of certain players. The point was brought home to these players in no uncertain manner and I kept the same team for the game against Portsmouth expecting, and demanding, a much improved game and this they gave. On the night against Portsmouth our defence looked much tighter and we started to push forward in our usual style with greater confidence. We created several chances but for various reasons, failed to find the net. And so, after the game I was able to congratulate the players knowing that the evening's team effort was something we can build on. I am obviously not happy at losing those two games and today is a day to go flat out for our first two points of the season and these I am confident we will gain if the players put the same determination into the game today.

Although our Reserve side opened their

programme at Bristol City with a defeat the name on the score sheet is one we shall see a lot more of - Paul Rideout. At the moment Paul is learning his trade as an apprentice but one thing no one at the Club can give to this lad is his natural scoring ability and with his build I am sure it will not be too long in the future when he could be in the reckoning for a chance in the first team. There are other young players at the Club who are also progressing very well indeed under John Trollope's coaching and in my time here as Manager we can now see the fruits of John's work over the last two seasons.

In conclusion, thank you for coming this afternoon for this League game against Fulham and I am sure you will excuse me in imploring you to give the lads every encouragement throughout the period of the match.

NEXT MATCH

Tuesday, 2nd September, 1980

Football League Cup Second Round, Second Leg

LINCOLN CITY

K.O. 7.30 p.m.

Talk of the Town by the Chairman

Today we welcome the players and officials from Fulham Football Club. Fulham are a Club that always seem to be making news headlines and many people will connect them with being the first Club to pay one of their players a wage of £100 per week when the players union won the battle to free players from the restricted wages clause which fixed the limit a player could be paid in the old days.

Johnny Haynes of course was this famous player, not known for this of course, but for his wonderful skills on the playing field for his country as well as his club.

Tommy Trinder as well known for his entertaining if in a different sphere, was Chairman for many years and of course is still connected with Fulham F.C.

A few seasons ago they attracted George Best to join the playing staff which was a tremendous boost to their support. No one can say that the Directors of Fulham past and present are afraid to speculate and this season they are introducing Rugby League Football to Craven Cottage as an added attraction for the public. We wish them every success in their new venture, they certainly do not sit still and bemoan the fact that our game is becoming increasingly difficult to manage.

Talking of difficulties of running a football club, I have received a few letters of complaint regarding the use of our Rendezvous Club. I would like to try and clear up any misunderstanding concerning this, with a brief explanation of the complications. The Rendezvous Club is open to all of its members during normal licencing hours but we have been granted an extended licence by the local magistrates to open the club on Saturday first team match days between the hours of 2.30 p.m. to 5.30 p.m. on the condition that we restrict its use to members only that have season tickets in the Rendezvous Box, plus both playing teams and officials. This facility was granted by the local magistrates to enable the members to enjoy the extra privilege of a drink during the half time interval and again for a short period after the game when members usually have a chat together while letting the general crowd disperse.

With the bad behaviour generally all over the country where large crowds gather, magistrates are reluctant to grant drinking licences where they feel it could influence such behaviour and it is considered a privilege to be granted a special licence such as has been granted to us and we

have to protect this by observing the rules of the club.

One of the frustrations that the average supporter seems to suffer is the number of times that the game is stopped by the referee blowing his whistle for an off-side decision, usually signalled by his linesman. It seems to be generally understood that linesmen wave their flags to draw the attention of the referee whenever a player is in an off side position. It then is left for the referee to decide in that split second as to whether the player was interfering with play.

A further copy of a memorandum issued as far back as 1971 has been distributed to all Referees, Linesmen, Assessors and Clubs, pointing out very clearly that the linesmen should not 'flag' automatically if a player is in an offside position. Before indicating to the referee that a player is in an offside position, the linesman should ensure that the player is interfering with play or with an opponent or seeking to gain an advantage by being in that position, and should ONLY 'flag' when he is satisfied that this is so.

If linesmen would stick strictly to these instructions I am sure that the game would flow much more smoothly and would help the referee in his decision and, of course, his popularity with the spectator, although I know referees will say that they are not concerned with this.

There is another startling instruction which says that players will not be allowed to have treatment on the field of play. Trainers shall only be allowed onto the field of play to examine the player and to determine whether or not the player should be removed from the field of play. If the trainer considers that the player does not warrant being removed, then the trainer should be sent immediately from the field of play. This is obviously to try and save time wasting, but I can see complications with genuine injuries.

Our home defeat to Blackpool was a great disappointment although I am sure that most people would agree that we deserved at least a point. Our visit to Portsmouth produced the usual exciting encounter and once again we lost both points, but our display was very encouraging for the future and I am sure that if we can fight like this away from home, we can look forward to some good results.



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

From the Secretary

It seems that every time we open a national newspaper one or another pessimistic journalist is questioning the future of our game in their sports pages. They seem to be hell bent upon bringing about, by their gloomy predictions, the demise of the League structure, forgetting that their livelihoods depend upon the game. Certainly there are things that need looking into. High transfer fees are certainly high in priority although the picture created when one hears of such ridiculous prices are often misleading. Transfer fees are almost always paid on an easy payment basis and it is a case of cheques chasing each other from club to club throughout the season, most clubs agree to make their payments on dates when they in turn will be in receipt of fees.

Players wages, since 'freedom of contract' was agreed, have risen drastically and this is presenting problems and they will need to have brought to their attention that avarice will lead to unemployment amongst their members. I am sure that the clubs' recent retain and transfer lists throughout the country will already have given the first indication of this to the players' association.

Yes, there is need for deep thinking within the game but constructive suggestions must accompany criticism. Almost since its formation the Football League has faced constant crisis. It has survived and remains a major entertainment industry attracting more then 25m customers each year. And so it will continue providing those within the game look closely at the problems and formulate the necessary remedial action.

In an endeavour to start the ball rolling my Association, The Secretaries', Managers' and Coaches' Association established study groups to consider in depth some of the game's major problems and I was privileged to serve on the group studying football finances. We, the members of the Association, are to the game as the Civil Service is to Government and it is only right and proper that from the wealth of experience and knowledge of the members, they should offer for consideration proposals felt to be vital to the security of the League's present position and this they have done in a published paper 'Soccer - The Fight for Survival'.

I hope that the Boards of Directors will treat this paper seriously but I fear that one of the suggestions, to which I and the fellow members of my group are totally opposed, will destroy

all credability to the paper as a whole. The group responsible for the study of the revaluation of the League has suggested that the Third and Fourth Divisions should be replaced by eight regional divisions, the members of who should play each other four times each season, with promotion to the Second Division being settled by play-offs. The idea behind this totally impracticable suggestion is that of offering more local 'derby' games with less travelling. Believe it or not Oxford, Reading and Portsmouth are not considered 'derby' games for this club. It is my opinion that the additional police charges necessary to protect the club against the almost certain increase in soccer violence, (which unfortunately 'derby' matches attract that mindless mob of hooligans) would more than swallow up any savings made by reduced travelling.

Nevertheless, the paper has a lot to offer although it could have looked at making the game more attractive. During latter years it has been necessary to attract revenue from the field of commerce but, because people within the game have been reluctant to establish its own comprehensive marketing operation in the mistaken belief that they had the expertise within it's own ranks, we have only touched the tip of the financial iceberg. We believe that we should appoint highly paid top marketing men in this country, that we should create our own banking operation (the source of capital accompanies our ideas), perhaps operate our own football pools with copyrighted fixtures, that, because changing social habits mean that Saturday is not necessarily any longer the traditional day for soccer, clubs should be free to play home matches at the week end, time best suited to local needs - from Friday night to Sunday evening and a host of other equally attractive suggestions.

I hope that, in this new season, there will be new thinking and that those who write in criticism will find it necessary to search hard for their material. More especially I hope that when the Chairmen of Clubs meet in Seminar next October they will not dismiss this report as so much 'pie-in-the-sky' from the employees but give the recommendations most serious consideration. I know that our own Chairman agrees with much of what is said and will be anxious to examine the proposals more deeply and trust that other Chairman will be equally committed to 'The Fight for Survival of the Football League'.

BATH ROAD GARAGE

BATH ROAD - Tel Swindon (0793) 24217 (3 lines)



SALES, SERVICE AND PARTS
SWINDON, WILTS



100% SPECIALIST HONDA DEALER

Cars

Accords, Civics and the fabulous 'Prelude' 2 + 2 Coupe on show now



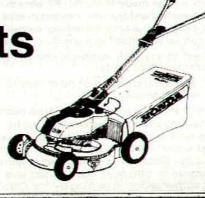
Vans and Trucks

The remarkable 'Acty' Van and Pick-up



Power Products

Mowers Power Tillers Generators



ITONIDA
IN NORTH WILTSHIRE

ITEMS ON SALE IN

Souvenir Shop

			R	ound	95p
Pens:	Red & White Telestar	25p	Letter Rack		£1.50p
	Teak (six sided, square end)	75p	Tea Pot Stands		£1.60p
	Lisbon (six sided, round end)	50p	Splash Patches		50p
		£1.50p	Leather Comb	and Case	40p
	Silver (with badge)	£1.00p	'Fold In' Comb	and Case	90p
Pencils		06p	Watch Straps		50p
Key Fobs:	Leather with medallion	50p	Dart Cases		55p
SANSON MANAGEMENT AND A	With tape measure	90p	Season Ticket (Cases	45p
	Stainless steel	60p	Football Figure	es	£2.40p
	With badge and St. Christoph	er 60p	Waving Hands		65p
	Attachments. (Bottle opener		Necklet with B	adge and St. Christopher	60p
	Nail clippers) a	dd 32p	Car Defroster		35p
Key Case		95p	Book Markers		30p
Scarves:	Bar	£1.50p	Diaries		45p
	University	£1.80p	Securikey		45p
		£1.75p	Rings		50p
	Satin	£1.20p	Playing Cards		£1.10p
Mugs		£1.00p	Beaney Hats		£1.00p
Tankards		£1.40p	Panelled Caps		£1.50p
Ashtrays	Oval	£1.20p	Photographs -	Individual players	35p
				Team	65p

OFFICIAL NOTICE GROUND REGULATIONS

- All matches are played in accordance with the Rules and Regulations of The Football Association and The Football League.
- Play cannot be guarantted to take place on any particular day or at any particular time and the Club reserves the right to change its advertised fixtures without notice and without liability.
- No refund of any cash admission charge paid at the turnstile will be made.
- Refunds will be made in respect of seats booked in advance and paid for where a match is postponed, subject to a time limitation, details of which can be obtained from the Box Office.
- No refund of any cash admission charge paid at the turnstile will be made.
- Unauthorised persons are not permitted to enter upon the field of play.
- 7. With the exception of authorised Press representatives holding official passes, the taking of photographs or cine photography inside the Ground is prohibited. In addition, no recording whether for Radio or Television and whether for transmission or otherwise is permitted save with a special authorisation in writing by the Club.
- Only persons specifically authorised in writing by the Club are permitted to offer Newspapers, Periodicals or any other Articles for sale in the Ground.
- Unnecessary noise such as that from the use of Radio sets and behaviour likely to cause confusion or nuisance of any kind including foul and abusive language is not permitted in any part of the Ground.

- The climbing of floodlight pylons, stands or other buildings in the Ground is forbidden.
- The consumption of intoxicating liquors is permitted only in the bars or other authorised places.
- Bottles, glasses, flags, banners and other similar articles including anything which could or might be used as a weapon are not permitted within the ground.
- Under no circumstances, is it permitted to throw any object on to the pitch.
- In general the right of admission is reserved to the Club management.
- 15. All persons entering this Ground are admitted only subject to the above Ground Regulations and to the Rules and Regulations of The Football Association and of The Football League. Entry to the Ground shall be deemed to constitute unqualified acceptance of all these Rules and Regulations.
- 16. THE CLUB RESERVES THE RIGHT FOR ITS SERVANTS AND AGENTS AND FOR MEMBERS OF THE POLICE FORCES TO REMOVE FROM THIS GROUND ANY PERSON WHO DOES NOT COMPLY WITH GROUND REGULATIONS AND WITH THE RULES AND REGULATIONS OF THE FOOTBALL LEAGUE OR WHOSE PRESENCE ON THE GROUND IS OR COULD REASONABLY BE CONSTRUED AS CONSTITUTING A SOURCE OF DANGER, NUISANCE OR ANNOYANCE TO OTHER SPECTATORS.

Individual errors have cost Fulham dearly COLIN BENSON

BOBBY CAMPBELL, Fulham's manager, is a coach of unquestionable ability. He is a proud man with ambition and therefore recent events have hit him hard.

Just two years ago his Fulham side were the talk of football. Scouts came from far and wide to ogle over his talented array of young starlets, while his elegant Second Division outfit seemed destined for the top. But as Campbell prepared to savour the fruits of his achievements, it suddenly all went sour and culminated in their ignaminous fall into the Third Division.

I asked him what had gone wrong? The answer was short but to the point. 'We don't win enough matches,"

We were talking in Mr. Campbell's spacious office at Craven Cottage. It was perhaps an inopportune moment, as Fulham had only minutes before been tipped out of the Football League Cup by Peterborough United, yet Bobby Campbell was still prepared to talk about his club.

"We have been relegated, but the team are still playing with confidence," he continued. "The game itself ebbs and flows as you saw tonight. We were on an ebb in the first twenty minutes and should have scored three or four goals, but we drew 1-1 and lost the tie."

Last season was a poor one for the South London side, but Mr. Campbell is quick to point out that his team still maintained their tradition for playing good football.

"Results wise it was poor, but not football wise" he explained, "I will agree with you that the be all and end all at the end of the day is the result, but let us not lose sight of the fact that we played some good football."

What then was the difference between winning and losing?

"You saw that tonight," explained the Fulham boss. "You saw an international goalkeeper (Gerry Peyton) dive over the ball. We have lost a cup tie over that and this is the sort of thing that has happened repeatedly over the past twelve months. On so many occasions one individual error has cost us a game.

"In the first-half he made two very good saves, but they are shot stoppers you see. Goalkeepers do that, they look spectacular. Nevertheless he made just one error and it cost us the tie. Now I am not blaming him for losing the tie, because the forwards made far more errors, it is just that their mistakes are not so crucial or vital. But this

incident highlights what has been the difference between winning and losing at Fulham."

Ho do you put it right?

"One works on it. We make the players aware of where to play football, when to take chances and when not to. We tell them not to be silly in certain areas of the field, but at the same time we still encourage them to play football.

"Now that we are in the Third Division there is no question of us changing our style, because you can only play to the strengths of your players and our strength is football.

"The country is crying out for good football - we don't play the best football in the world - but we play football. But then you have also got to win. If we played poorly and won, a lot of people would be happy. But that is not my style and you have got to believe in yourself.

"Obviously our main concern is to get promotion but we know it will not be easy. There are many good players and many good teams in the Third Division and Swindon Town are one. We will try and get out for sure, a little bit more steel here and there, a bit more guard here and there and the taking of the chances we create. But you have to work for these things, it is never easy." Perhaps the disappointment of that defeat by Peterborough United, dissolved beneath the industrial atmosphere of Rotherham, where Fulham opened their Third Division account with a creditable 2-2 draw. No doubt they will find life at the County Ground a little tougher against a Swindon team smarting from that defeat by Blackpool last week.

Talk of the Town

I would like to take this opportunity of congratulating Mr J Staley on recently becoming the Rendezvous Club's Football Brain of the Season. With almost sixty competitors pitting their wits against each other to win a season ticket and the right to hold the coveted Rendezvous Club Trophy for twelve months, Mr Staley stormed into the Finals to become a very worthy winner.

Another event being held at the Rendezvous Club on Monday, 22 September, is one that will guarantee demand outstripping supply. The Pete Allen Jazz Band is appearing in concert that evening, and admission is by ticket only. The function is for Club members and their guests only, and full details are posted in the Club.

Hoping that today's result will please us all, and thank you for your support.

FOOTBALL COMBINATION

80-81

SOUTH-EAST COUNTIES DIV 2

				Score	· distant		Score
Aug.	16	Bristol C.	Away	1-3	Cambridge U	Home	4 - 3
500	20	Tottenham H	Away		Sales of the sales		
	23	Bristol R	Away	Postp.	Luton T	Home	Rock Name of
	30	Ipswich	Home		Peterborough	Home	in the later of
Sep.	6	Oxford U	Home	Re .	Reading	Away	ter store of
- J.	9	Arsenal	Home				ATT THE PARTY
	13	Time your arms a	COLUMN TO SERVICE STATE OF THE	TITE OF	Tottenham H	Home	AL SECTION IN
	20	Cardiff C	Home	46-	Orient	Away	STITLE TO
	24	Reading	Away		Control of the Section of		di mezeon
	27	riccamg			West Ham U	Away	Tel Villabill
Oct.	4	Norwich C	Away	3.0	Crystal Palace	Home	CONTRACTOR DE LA
Out.	7	Q.P.R.	Home	193	MEN-127 SCHOOL STATE		STANTING IN
	11	West Ham U	Home		Millwall	Away	
	14	Orient	Home		PARTY STATE OF THE PARTY OF THE		Don't Mark
	18	Plymouth A	Away		Orient	Home	of there's
	22	Leicester	Away				
	25	Southampton	Home		200		11-12-1-1
Nov.	1	Chelsea	Away		Oxford U	Away	STATE OF THE STATE OF
IVOV.	8	Birmingham C	Home		Wimbledon	Away	-
	15	Bristol C	Home		Bristol R	Home	
	22	Orient	Away		Brentford	Away	XC JAPATAN
		Orient	Away		Charlton A	Home	Permate The
_	29	T	Uama		Chariton A	Tionie	DOMESTIC L
Dec.	2	Tottenham H	Home		Chelsea	Away	
	6		A		Cheisea	Avvay	154111111
	9	Fulham	Away		Chelsea	Home	
	13	Leicester	Home			Away	12 May 12 14
	20	Q.P.R.	Away		Cambridge U Luton T	Away	The symptoms
	27	electrical interest and			Luton 1	Avvay	
	29	Luton T	Away		Davidson to 11	Δ	8000
Jan.	3	Crystal Pal.	Home		Peterborough U	Away Home	prairie con
	10	The state of the s			Reading		The prime to
	17	Ipswich T	Away		Tottenham H	Away	D. J. Strand
	20	Hereford U	Home				
	24		(30)		West Ham U	Home	111 100 11
Name of Street	31	Bristol R	Home		No. of the last of	0	ALCOHOLD TO
Feb.	7	Arsenal	Away		Milwall	Home	
	14	Oxford	Away				
	21	Reading	Home	Prof.	Oxford U	Home	THE TYPE IN
	28	Cardiff C	Away		Wimbledon	Home	
Mar.	7	Norwich C	Home		Bristol R	Away	of a colden
	11	Hereford U	Away				
	14	West Ham U	Away	V	Brentford	Home	
	21	Plymouth A	Home		Charlton A	Away	THE RESIDENCE
	28	Southampton	Away				THE TYPE
Apr.	4	Chelsea	Home		Crystal Pal	Away	enter-line
	11	Birmingham C	Away		The state of the s		
	18	Luton T	Home		n a price of the first of		(A) (A) (A)
	22	Crystal Pal	Away	111	the state of the s		Later Hall
	25	Fulham	Home				

MIDLAND YOUTH FIXTURES

Season 1980/81

Cup Competition

Au	ig 21	Luton Town	Away
Sei		Bristol City	Home
W.E.	13	West Bromwich Albion	Away
	17	Leicester City	Home
	25	Luton Town	Home
W.E.O	ct 11	Bristol City	Away
	16	West Bromwich Albion	Home
W.e	25	Leicester City	Away

League	n baninis sa The Invitore	
WE.Nov 8	Luton Town	Home
10	Northampton Town	Away
WE 29	West Bromwich Albion	Home
WE.Dec 6	Wolverhampton Wanderers	Away
WE 13	Birmingham City	Home
WE.Jan 10	Bristol City	Away
14	Coventry City	Home
221	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

Fown Statistics 80-8

		197		uo	
Sub (if used)		•	1	Hamilt	
F	Carter	Carter	Carter	Carter.	
10	Mayes	MAYES118	Mayes	Mayes	
6	HOWLAND 67	Rowland	HOWLAND 69	Howland	
œ	Cockerill	Cockerill	Cockerill	Cockerill	
7	Miller	Miller	Miller	Miller	
9	Walsh	Walsh	Walsh	Waish	
ı,	Rollings	Rollings	Rollings	Rollings	
4	Kamara	Kamara	Kamara	Kamara	
3	Peach	Peach	Peach	Peach	
	Barrett	Barrett	Barrett	Barrett	
-			Allan		
Gate	5121	5814	7008	15810	
Result	1.1	2 · 0×	1.2	0 - 1	
ā	×	I	I	4	I
	(FCLI)	H(FLCI)			
	AFC Bournemouth (FCL1)	AFC BOURNEMOUTH (FLC)	BLACKPOOL	Portsmouth	FULHAM

FOOTBALL COMBINATION

(FAC2)

PLYMOUTH ARGYLE

CHESTEFIELD

READING

Hull City

Carlisle United

San

Newport County

WALSALL

SHEFFIELD UNITED

Rotherham United

Feb

Huddersfield Town

14 23 28

(FAC1)

HULLCITY

15 22 29 8

Brentford

Dec

Colchester United

GILLINGHAM

Chesterfield BURNLEY

28

Nov

Exeter City

PORTSMOUTH

CHARLTON ATHLETIC

CARLISLE UNITED

HUDDERSFIELD TOWN

Barnsley

Oxford United

Oct

CHESTER

Gillingham

ROTHERHAM UNITED

Sheffield United

Sep.

OXFORD UNITED

FULHAM Lincoln City (F LC2) Reading Lincoln City (FLC2)

2 2 3 2 2 3 3 2 3 3 3 5 5 5 9

S Aug

Swindon Town 1 (Rideout) Bristol City 3 Aug 16 McAlister; Guest, Templeman; Hughes, Henry, Round; Rustell, Blackler, Rideout, Short, Hamilton. Swindon:

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

COLCHESTR UNITED

Charlton Athletic

MILLWALL BARNSLEY

23 14 7

Mar

EXETER CITY

Apr

Plymouth Argyle
NEWPORT COUNTY

BRENTFORD (F.A. CUP FINAL)

In football, mistakes are very often object lessons on how to get it right next time.

But there is

No Second Chance

for the man who makes a mistake with his life assurance programme.



DAVE HOLLISTER
EXCLUSIVE LIFE & PENSIONS UNDERWRITER
SWINDON TOWN FOOTBALL CLUB
(as approved by the Football League)
Tel: County Ground 22118



To: Dave Hollister County Ground Swindon

I would like a confidential survey of my Life Assurance Programme and look forward to you calling to arrange a convenient appointment. I am fully aware that this service is free and puts me under no obligation of any kind.

Name	I AM:
Address	Self Employed
	An employer
Telephone No	Employed

DRIVE A HIRST DIVISION CAR.



TOYOTA Facrything keep-going right HIRST GARAGES

HIRST GARAGES GROUP (Always a Winning Team)



Orchard Garage, Hyde Road; Upper Stratton, Swindon. Telephone: Swindon 721220 and 721761.
Wide selection of new and quality used cars available.

Roy Carter

Roy Carter, who is now into his fourth season with the club, first gained attention for his displays in the South Western League with Falmouth. Hereford signed him at the end of the 1974/75 season and gave him his League debut in the final game against Halifax.

Roy has now played more than 200 games at top level and here we catalogue his career to date, showing his appearances against each club with goals in brackets. 's' indicates he played as substitute.



LEAGUE CUP

	75/6	76/7	77/8	78/9	79/80	80/1	Total
Arsenal Bournemouth Burnley	1(1)		3(1)		2	2	2 5(1) 1(1)
Chester Peterborough	,	2			2		4
Portsmouth	2(1)			2	2(1)		2 2+1s(1)
Port Vale Stoke	2(1)				2		2(1)
West Ham Wimbledon Wolves					1 2		1 2
	3(2)	2	3(1)	3+5	11	2	24+15

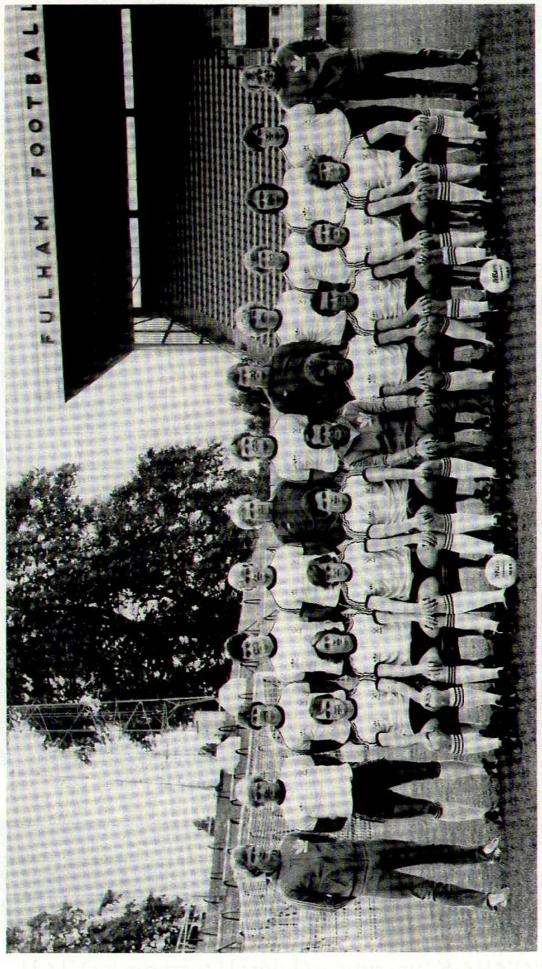
FOOTBALL LEAGUE

	74/5	75/6	76/7	77/8	78/9	79/80	80/1	Total
Aldershot		1						1
Barnsley						2		2
Blackburn						1+5		1+5
Blackpool			1+5		2(1)	1	1	5+1s(1)
Bolton			1.5(1)					0+2s(1)
Bradford City				2(1)				2(1)
Brentford				-	2	2		4
Brighton		2(1)			-			2(1)
Burnley		2111	1					1
		2(1)		5	2	1+s		5+2s(1)
Bury		2(1)		1	2	1.13		1
Cambridge		2		1				4+15
Cardiff		2	1+5	Commence of				
Carlisle			1	2+15	112	1		6+1s(1)
Charlton			2					2
Chelsea			1	40	1	-		1
Chester		1		2	2	2		7
Chesterfield		1		2	2(1)	1		6(1)
Colchester		1		1+5	2	2		6+1s
C. Palace		1						1
Exeter				1	2	1		4
Fulham			2					2
Gillingham		1		2	2(1)	2		7(1)
Grimsby		2				2(1)		4(1)
Halifax	1	1						2
Hereford				1				1
Hull			1	100	2(1)	2		5(1)
Lincoln					2	136		2
Luton			2		-			2
Mansfield		2	-		2	1		5
		2			-	1+5		3+1s
Millwall		2				175		1
Notts. Co.			1					
Orient			1+5		0/01	mies.		1+15
Oxford				1+5	2(2)	2(1)		5+1s(3)
Peterborough		1(1)		1	2(1)			4(2)
Plymouth			5	1	2(1)	2		5+1s(1)
Portsmouth				2			1	3
Port Vale		1		2(1)				3(1)
Preston		2		1+s				3+1s
Reading				1		2(1)		2
Rotherhan		2(1)		2	2(1)			8(3)
Sheff, Utd			2(2)			2		4(2)
Sheff, Wed		2		1	2	2		7
Shrewsbury		1(1)		2	2			5(1)
Southend		2			2 2	1		5
Swansea					2			2
Swindon		1						1
Tranmere				2	2(1)			4(1)
Walsall		1		1	2			4
Wimbledon						2		2
Wolves			2			1		2
Wrexham		1	No.	1	2			4
THEATON	1	33	18+	32+	46	37+	2	169+14s
		33	65	55		35	-	100.143
		(5)	(3)	(3)	(10)	(3)		(24)
		121	131	131	(10)	131		12-1

F. A. CUP

75/6	76/7	77/8	78/9	79/80	Total
			1		1
				1(1)	1(1)
			1		1
			1(1)		1(1)
				1	1
			1		1
1(1)					1(1)
(11)				2	
		-		4	2
		2			2
5					0+1s
1+15	_	2	4(1)	4(1)	11+15
(1)					(3)
	1(1) s	1(1) s 1+1s -	1(1) 2 5 1+1s - 2	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	1 1(1) 1 1(1) 1 1 1(1) 2 5 1+1s - 2 4(1) 4(1)

Fulham



BACK ROW (L to R) Mike Kelly (asst. Manager), Teddy Maybank, Gary Peters, Steve Hatter, Roger Brown, Perry Digweed, Geoff Banton, Gerry Peyton, Kevin Lock, Tommy Magson, Peter Kitchen, Robert Wilson, Tony Banfield (Youth Team Coach)
FRONT ROW (L to R) Sean O'Driscoll, Brian Greenaway, Tony Mahoney, Tony Gale, Bobby Campbell (Manager) John Beck, Les Strong, Gordon Davies, Ray Lewington.

Fulham Pen-Pictures

GERRY PEYTON (Goalkeeper) Gerry is now the Republic of Ireland's goalkeeper with 14 caps. He opened his League career with Burnley in 1975/76 and was transferred to Fulham for £40,000 the following season.

GARY PETERS (Defender) Gary was playing for Guildford in the Southern League when Reading signed him in 1975. He completed more than 100 League games for Reading before moving to Fulham for £40,000 at the beginning of last season.

TONY GALE (Defender) Tony has played both in midfield and defence but, now that he is the team captain, we usually see him commanding things from the middle of the back four. He made his League bow for Fulham in 1977.

ROGER BROWN (Defender) Roger was given his chance in League soccer by Bournemouth after they had signed him from AP Learnington. He was transferred twice last season, going first to Norwich for £85,000, then to Fulham for £100,000.

LES STRONG (Defender) Les joined Crystal Palace as a schoolboy but didn't progress as he had hoped. He joined Fulham as a professional in June 1971 but had to wait for just over a year before he got into their League side. He has been a regular now for the past eight years.

RAY LEWINGTON (Midfield) Ray served his apprenticeship with Chelsea and made almost 100 appearances in the senior team at Stamford Bridge. He signed for Wimbledon last season then went to Vancouver Whitecaps. Fulham signed him for £60,000.

SEAN O'DRISCOLL (Midfield) Sean was signed from Alvechurch for £12,500 last November and given an early chance in the Cottagers' League eleven. He is expected to be making his presence felt this term.

ROBERT WILSON (Midfield) Robert was spotted playing in schoolboy football in London and he joined Fulham as an apprentice. He has now made several first-team appearances and is likely to be pressing for a regular place this season.

KEVIN LOCK (Midfield) Kevin made his name as an outstanding defender with West Ham, winning England youth and under-23 honours. He made more than 150 first-team appearances for the Hammers before transferring to Fulham for £60,000 two seasons ago. He usually plays in midfield these days. Kevin hit a last-minute equaliser at Rotherham last Saturday.

GEOFF BANTON (Midfield) Geoff was with Bolton as an apprentice but it was after joining Plymouth in 1975 that he began to play in the League. He was transferred to Fulham in 1978.

JOHN BECK (Forward) John spent his early years with Q.P.R. and made 40 League appearances for them before joining Coventry for £40,000 in 1976. It was just over two years later than Fulham signed him for £80,000. John scored in the 2-2 draw at Rotherham last week.

BRIAN GREENAWAY (Forward) The departure of Peter Marinello should give Brian more opportunities in Fulham's first-team this season. He developed in the Craven Cottage juniors and made his first League appearance in 1976/77.

TONY MAHONEY (Forward) It was an unhappy start to the season for Tony who was shown the red card in the League Cup tie with Peterborough. He made his early appearances in the Fulham League team, in 1976/77, as a defender but now plays in attack.

GORDON DAVIES (Forward) Gordon joined Fulham from Merthyr for £10,000 and was introduced to their League eleven in 1977/78. He earned a regular place the following term but last season was by far his best — he was Fulham's top scorer with 16 goals and won two full Welsh caps.

John Ward talks to Dennis Butler

Working with Bob Smith is not a new experience for Swindon's new first team coach Dennis Butler: he was in charge of the reserve team at Bury in 1974 when Bob was manager there. Before that he had been a player with Bolton Wanderers in the First and Second Divisions from 1959 to 1968 appearing either on the left wing or as inside forward. He was then transferred to Rochdale, where he spent six and a half happy years. These were two particularly good seasons under Bob Stokoe when the club moved from near the bottom of the Fourth Division to being contenders for promotion to the Second. In addition Coventry and Everton were defeated in a Cup run and gates averaged nine thousand.

At the age of 27 however Dennis's playing career was brought to a premature end: already suffering from cartilage problems and disc trouble, when he broke a knee the doctor ordered him to stop. He could look back on what must be a fairly unusual record of having played more than 40 games in each of the four divisions of the League. After a spell coaching at Rochdale he moved to Bury and under his guidance the reserves came close to winning the Central League, no mean feat considering that the reserve teams of Liverpool, Manchester United and other major clubs were in the same league. When Bob Smith left Bury for Port Vale he was replaced by Bob Stokoe; Dennis considered remaining behind to work with his former boss and many people connected with the club tried to persuade him to do so. Eventually he decided that a board of directors who could not see eye to eye with Bob Smith would have the same problems with Dennis Butler so he accepted the post of Assistant Manager at Port Vale.

As is well known Bob Smith was with Port Vale for only a matter of weeks before being recruited by Swindon Town. In spite of relegation to the Fourth Division at the end of the 1977/78 season Dennis decided to stay at Port Vale as manager. In the event he was not with the club very much longer than Bob Smith: a few weeks into the beginning of last season after Port Vale were knocked out of the League Cup he was sacked. He is not at all bitter about the experience: "I fancied management. I enjoyed my time at Port Vale; I like to think that I got the best out of the club but the trouble was that this was not good enough! It was obvious to me that we needed better players and we had to sell in order to buy. The

Board would not let me."

Offers came immediately to Dennis to return to coaching. Instead he took time off to consider his next move. To keep himself occupied he played a small but vital role as part of the Swindon Town team master minding the League Cup run. He became a part-time and unpaid scout for Bob Smith, watching opponents. Before each round he would spend a couple of days with the players briefing them about the opposition. He also kept an eye on players in whom the manager was interested, like Roy Greenwood who joined Swindon last season.

Dennis was also able to use the break to indulge in one of his main interests outside football, travelling abroad: three times he got away last year, to California where he combined a holiday with observing American soccer: "They treat it as a part of showbiz out there," he said. "Admittedly I did not see any of the really top clubs but the standard was only equivalent to our Fourth Division. The presentation on the other hand was tremendous. You felt that they were putting on a show for the public as opposed to believing in it for themselves. I don't think many top class British players will want to play there while they are at their pink but they could well enjoy it towards the end of their careers: they make a great fuss of players over there."

Taking over as first team coach at two days notice just before the start of a new season sounds like a perfect example of being thrown in at the deep end. Dennis is not worried by this however: "It's not as if the lads are complete strangers," he said. "I got to know them last season and I've worked with Bob before. The chance came at just the right time: I came to within minutes of helping a club get to a Wembley final last year, not a bad season in fact for someone out of work! But I needed to decide what I was going to do." I asked whether it would be something of a comedown to go back to coaching after being the manager. Dennis has no doubts: "I can enjoy all aspects of football, including the Central League at Bury. Whatever role I play is fine by me so long as I am being a part of football. I'm now concentrating on discovering what makes the individual players tick, what are their strengths and weaknesses. I'm not thirsting to get back into management. I just want to get my teeth into this job."

Town through time The Team Manager

part seven by paul plowman

BERT HEAD spent his early years in Midsomer Norton and made his name as a tough tackling defender with Torquay United, the club he had first joined in 1937. He was equally at home at either centre-half or full-back and after the war was one of Plainmoor manager John McNeil's '£500 team' which came also to putting the Devon club into the Second Division. Also in that side were Ellis Stuttard and Jack Conley both of whom Bert later brought to Swindon. He followed his former boss McNeil to Bury in 1951 and after hanging up his boots, he took over as coach and then assistant-manager. The task awaiting him at the County Ground in October 1956 was by no means an envious one. The Town had propped up the Division in the previous April and were in much the same predicament again with the defence conceding goals at a steady three per game and little funds available for team strengthening. However, within weeks he had obtained the services of the giant centre-half Vincent Jack (from his old club Bury) and Stan Earl (Leyton Orient) to shore up the back division - while winger Arnold Darcy, from Wigan, came along to supply ammunition for the front-runners. By the turn of the year there was evidence of new life in Swindon Town with ten games producing thirteen goals for marksman Bob Edwards - but there were still too many finding their way into the net at the other end and once again, in the spring of 1957, the club (in 23rd place) had to ask the League for forgiveness. Mr Head duly introduced more new faces for the following season - which was to decide which clubs would constitute the League's new 'baby' - the Fourth Division. Alan Moore arrived from Coventry. Bill Roost from Bristol Rovers, Lew Clayton from Bournemouth and Johnny Neal from King's Lynn (the latter two are still in partnership together at Middlesbrough). Five Swindon teams were put into operation - the Division 3 side, Football Combination and Wiltshire Premier teams and two in the Borough League and there was a taste of things to come when nine of the 'B' team were called upon to represent the County Youth, Following all the traumas of the previous two years, the Town sat comfortably behind the leaders by March 1958 and Bert Head still sought to reinforce his attack with the purchases of Jimmy Kelly from Preston (who hit a hat-trick in his second game) and Liverpool's Frank Lockey. Swindon finally finished fourth, well above the halfway deadline for the dreaded Fourth and Mr Head

took the side off on a tour of Europe during the close season.

By the 58-59 campaign the payroll had swollen to 24 full-time and twelve part-time professionals - yet injury problems set the manager a choice of either buying further or to draft in some of the talented teenagers from the second and third teams - and this he elected to do. Two eighteenyear olds Keith Morgan and David Corbett and seventeen years old Cliff Jackson all came on the scene during September 1958. Another teenager Bobby Woodruff - who later developed one of the longest throws in football - followed in February 1959 and within twelve months two more had emerged in Ernie Hunt and Mike Summerbee. Although the Town still occupied a mediocre league position the blend of experience in Maurice Owen and Sam Burton with the upand-coming youth later justified the gamble that Bert Head had taken. In the pre-season trial game in August 1960 the reserves sixteen-year old pairing of John Trollope and Terry Wollen shone so well that they too were given a Third Division baptism - and while the Town quietly moved up the table the average age of 'Bert's Babes' came steadily down.

All eyes began to look in the direction of the youngsters of Swindon Town and offers began to come in - but Mr Head was about to make one of his most timely signings ever in the new year of 1961, when he took on a young lad from Paulton, just a stone's throw from his native Midsomer Norton. That lad was Donald Rogers.

To be continued.



Picture

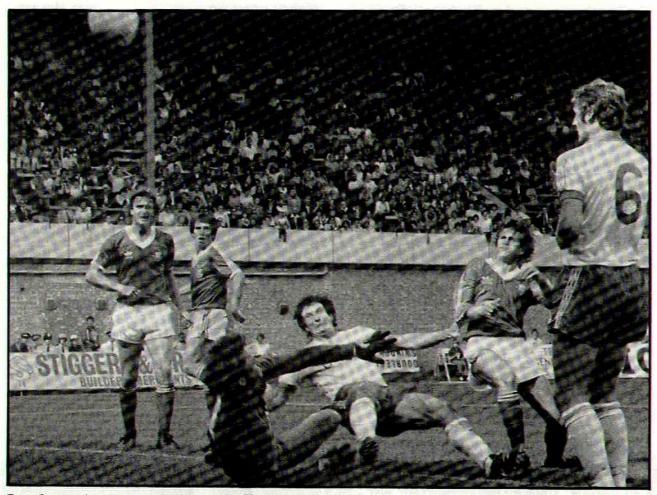


Blackpool's Garry Williams holds off Ian Miller when the Swindon winger challenged last Saturday.



Swindon's Alan Mayes (left) starts one of his darting runs against Blackpool.

Parade



Roy Carter shoots over the bar as the Town searched for an equaliser against Blackpool on Saturday.



Andy Rowland, scorer of the Town's Only goal, challenges Blackpool's player manager Alan Ball in the visitors' penalty area on Saturday.

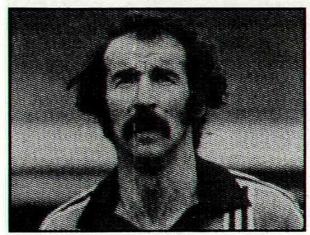
Third Dimensions

The fourth-minute goal by Blackpool's David Hockaday at the Town End last Saturday was the first in the Third Division this season. Other 'early birds' were Keith Edwards of Hull (who struck twenty for the Tigers last year) and Charlton's Colin Powell - who both scored after seven minutes.

There were plenty of goals from those making League debuts in new colours - Tommy Cassidy, signed by Burnley from Newcastle, gave his side a 12th-minute lead against Newport. Plymouth's new man from neighbours Torquay, Donal Murphy, put Argyle 2-0 ahead of Colchester - although the Essex side saved a point with a last-gasp equaliser from Bobby Gough. Ronnie Moore, who managed only six goals during his eighteen-month stay at Cardiff, got off the mark for Rotherham in a 2-2 draw with today's visitors Fulham - as did Stuart Beavon for Reading against promoted Walsall.

Gillingham's ex-Town full-back Andy Ford found the net for the second time in five days and Sheffield United's much travelled striker Bob Hatton also added to his League Cup opener last week with two goals in a 3-0 win at Carlisle. The new player-coach at Bramall Lane, Martin Peters was also on target.

Half the gates in the division were below the 5,000 mark with two clubs, Chester and Colchester, just scraping over two-thousand. The Layer Road club will obviously be looking for some improvement on their 2061 having decided to scrap Friday night fixtures this season. Top crowd last Saturday was at Barnsley, who averaged almost 12,000 last year, but Allan Clarke's side crashed to Portsmouth, whose opening Division 3 goal came from former Town centre-half Steve Aizlewood.



BOB HATTON

eighty years on almost

The Town first encountered Fulham on the final day of April 1902. The teams met in a Southern League 'Test Match' which at the time was used to decide promotion and relegation issues. The contest was between the bottom club of Division One (Swindon) and the top club in Division Two (Fulham) and took place on neutral territory at Elm Park Reading. A three goals to one victory for the Town meant that Fulham stayed down and Swindon stayed up! For the record, our scorers were Frank Becton (2) and Davie Cowan. But the Londoners soon made amends and gained 'promotion' the following year.

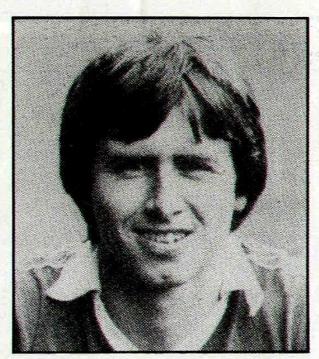
Their last League visit here was on December 8 1973 when the following teams lined up:

Town: Allan; Butler, Trollope; Hubbard, Burrows, Potter; Moss, McGovern,

Syrett, Eastoe, Jenkins.

Fulham: Mellor; Cutbush, Fraser; Mullery, Lacy, Dunne; Conway (John), Conway (Jimmy), Busby, Slough, Barrett.

Alan Mullery scored for the visitors and Peter Eastoe replied for Swindon. The gate was 5,568.



PETER EASTOE

From the Commercial Office!!!

Welcome once again to the County Ground.

GROUP BOOKINGS 1980-81

Our Group Booking Scheme is to continue during the present season. If a Club or Organisation of any kind would like to visit the County Ground on a home match day and see all the facilities available plus a seat in the North Stand for the match of their choice then contact The Commercial Office, County Ground, Swindon or Ring Swindon 42984 for details.

Parties will be limited to 40 persons per party. The day will include a tour of all facilities of Swindon Town F.C. Lunch in the Supporters Club, a seat in the North Stand and a match day programme and where possible meet some of the players.

WANTED Four more Match Day Ticket Sellers for all home matches during season 1980-81. Commission paid on all sales. Ring Swindon 42984 for details.

ALSO

Two Canvassers for our Competitions. Hours to suit. Basic + Commission paid. Details Ring Swindon 42984 and ask for Mr. D. Buswell.

DOUG BUSWELL Commercial Manager.

> 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



Soccer Scene

Maybe there was something symbollic in the fact that last week's crazy transfer activities should end up with Flanagan and Allen appearing together in the Crystal Palace attack at Anfield last Saturday!

But that's how it all turned out. Following the £1,250,000 move of Clive Allen from Arsenal --- in exchange for England left-back Kenny Sansom --- just a couple of months after he had been transferred from Q.P.R. to Arsenal for a similiar amount, the soccer world was left in a flurry wondering, yet again, where will it all end?

The deal brought a tremendous amount of publicity to the player and the two clubs concerned. And, whilst it can still probably be argued that there is no such thing as bad publicity, we do find ourselves asking what good such incidents can do to the image of football.

When Trevor Francis became the first £1million footballer there were a few raised eyebrows. How can any footballer be worth £1-million?

Yet Francis was, and is, a footballer of quite rare quality, a talented crowd puller we all enjoy watching.

But, when a teenager who has played but one full season of League soccer (and that in the Second Division) can twice be transferred for seven-figure fees within two months, it does tend to bring the game into disrepute.

Particularly, when this no doubt likeable young man can supposedly pocket £100,000, as his share of the two fees, for doing very little more than a few exertions in training. Let is be clear that we should in no way blame the player for accepting the money while he has the chance. He would have been most foolish to refuse.

If we take the study of logic into football a little farther, we found last Saturday that Clive Allen made his First Division debut alongside Mike Flanagan who, twelve months earlier, had set Palace's bank balance back by a further £815,000.

Good player that he might be, Flanagan's goals haul in the First Division so far totals just five.

For Palace's sake --- and football's good name --- we must hope that this pair produces something quite extraordinary between them.

At the end of a summer when transfer dealings

smashed all previous records, the attendance figures for last Saturday's opening Football League games should have made us wonder whether we have got our priorities all wrong.

The opening of a new soccer season used to be awaited with great ecstacy by most fans. Yet last Saturday's 12 Third Division games produced an aggregate attendance of only 62,798 — a few thousand more than supports Manchester United for every home game.

These things have to be placed in perspective but if we do a brief study of the soccer public's changing habits over the years, it is bad news for Third Division clubs.

If we go back 20 years we shall find that First Division clubs have more or less held their support --- in face of all the diversions of television and other entertainments --- whilst the other division have dipped dramatically.

Let's look at how the opening of a new season was greeted twenty years ago and compare it to this season:

	1960/61	1980/81
Division One	366,316	319,911
Division Two	231,988	133,212
Division Three	131,895	62,798
Division Four	103,706	32,721

It can be seen that the drop becomes more dramatic the further we go down the scale.

If we take these events in the context of what has gone on over the past few weeks in the transfer market, couldn't it be argued that, for the long-term interests of the Football League, some form of tax should be levied by the League on fees above a certain figure.

For example, if Crystal Palace are prepared to pay VAT, plus a £50,000 share to their new player, surely they could not argue at another £100,000 being set aside in a pool to help clubs in the Third and Fourth Divisions who will be producing a few of the game's stars of the future?

What's £100,000 to a First Division club today?

Crystal Palace, and many others, could no doubt make out a case to show how difficult it is to live at top level today. But the impression given by clubs who pay seven-figure transfer fees is that they have money to burn. That's the image, at least, conveyed to the ordinary man on the terrace.



IND 5 MARKET STREET SWINDON Telephone 22017

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

Reading Saturday, 30th August, 1980 1300 £1.80 Sheffield Utd. Saturday, 6th September, 1980 0930 £4.65 Barnsley Saturday, 20th September, 1980 0900 £4.75

All starting from County Ground Car Park.

SERVICE DIRECT TO THE GROUND

Book now at

102, Commercial Road. Swindon Telephone 27113

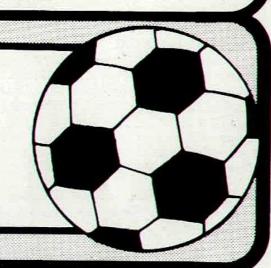
or

65a Cricklade Street. Cirencester. Telephone 3479

or any Rimes Booking Agents

TODAY'S 'UMBRO' BALL IS DONATED BY

MR. COLIN BROOKS THE ROSE & CROWN SHILTON, OXON



EVALUATE PARTICIONAL PROPERTIES

Sv	vindon	Fulha	1810
1	Jimmy ALLAN	Gerry PEYTON	1
2	Colin BARRETT	Garry PETERS	2
3	David PEACH	Les STRONG	3
4	Chris KAMARA	John BECK	4
5	Andy ROLLINGS	ROLEX Roger BROWN	5
6	Roy WALSH	DEACONS GALE	6
7	tan MILLER	SWINDON Brian GREENAWAY	7
8	Glenn COCKERILL	Sean O'DRISCOLL	8
9	Andy ROWLAND	Gorden DAVIES	9
10	Alan MAYES	Robert WILSON	10
11	Roy CARTER	Red Flag: MR. A. E. GARLAND (Bristol) Kevin Vallow Flag: MR. R. J. HORSWELL (Bristol) LOCK	11
12			12
		Key of the Board A Breatford v Reading	

REFEREE

MR. DEREK W. CIVIL (Birmingham).

Commenced refereeing in 1955, and via Worcestershire Combination, Football Combination and Football League line, to the Referees' Full List. Has refereed the F.A. County Youth Cup Final in 1971/72, and was linesmen in a European Cup Quarter Final (1972) also Scotland v. Switzerland in 1975/76, also refereed first leg of Football Alliance Final (1980).

printing industry. Helps with coaching and running a local junior team, with help and advice to young referees.

A married man with two sons, he works in the

Brentford v Reading

Burnley v Chesterfield

Chester v Carlisle

Colchester v Walsall

Gillingham v Barnsley Huddersfield v Blackpool

Hull City v Exeter

Plymouth v Charlton Portsmouth v Rotherham

Sheffield Utd. v Oxford Utd.

Birmingham v Manchester Utd.

Coventry v Arsenal

Crystal Palace v Middlesbrough

Everton v Nottm. Forest

Leicester v Liverpool Manchester City v Aston Villa

Norwich v Leeds

Sunderland v Southampton

Tottenham H. v Brighton

West Brom, Alb. v. Wolverhampton

Designed and printed by EJW Colour Print Limited