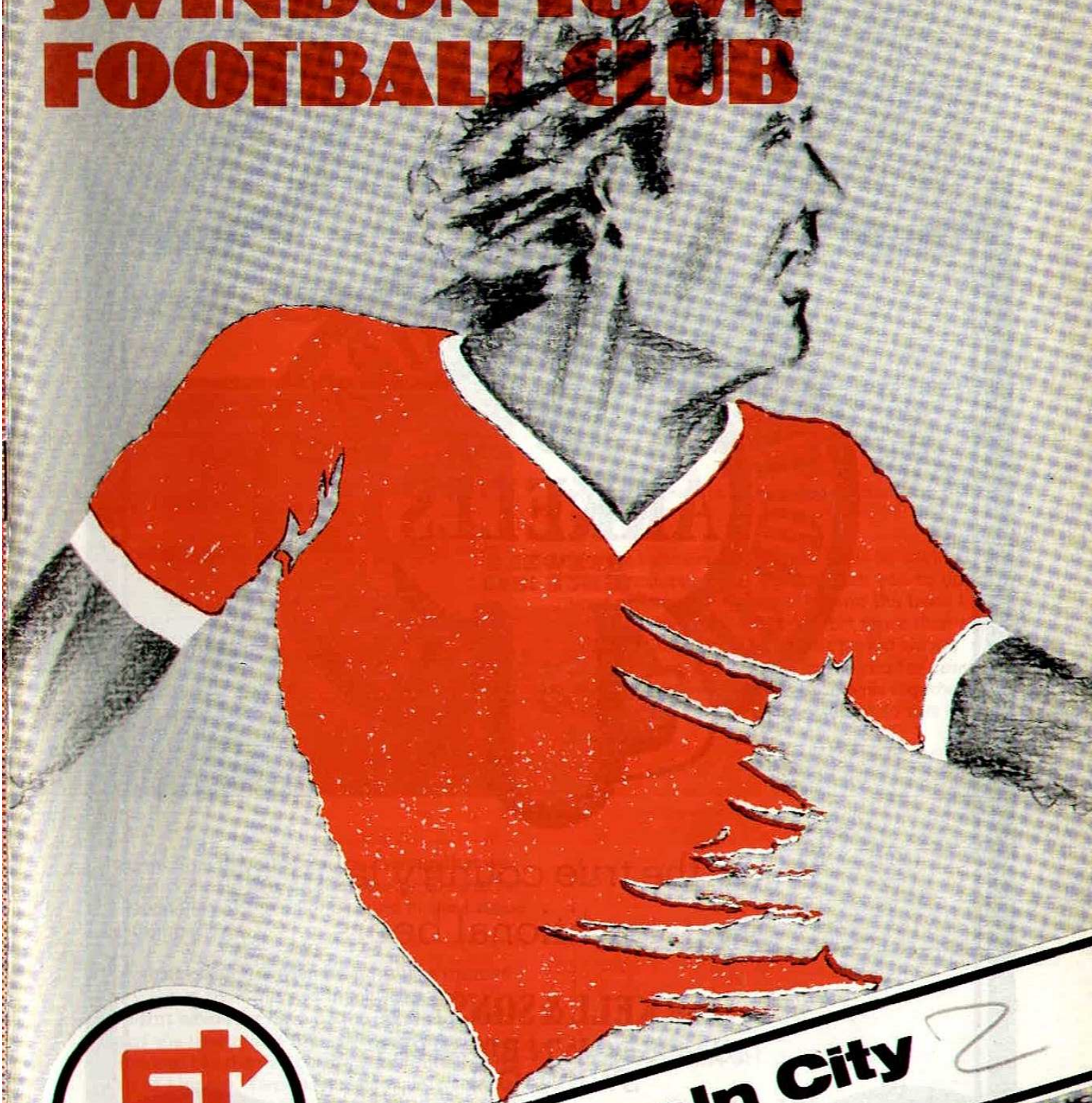
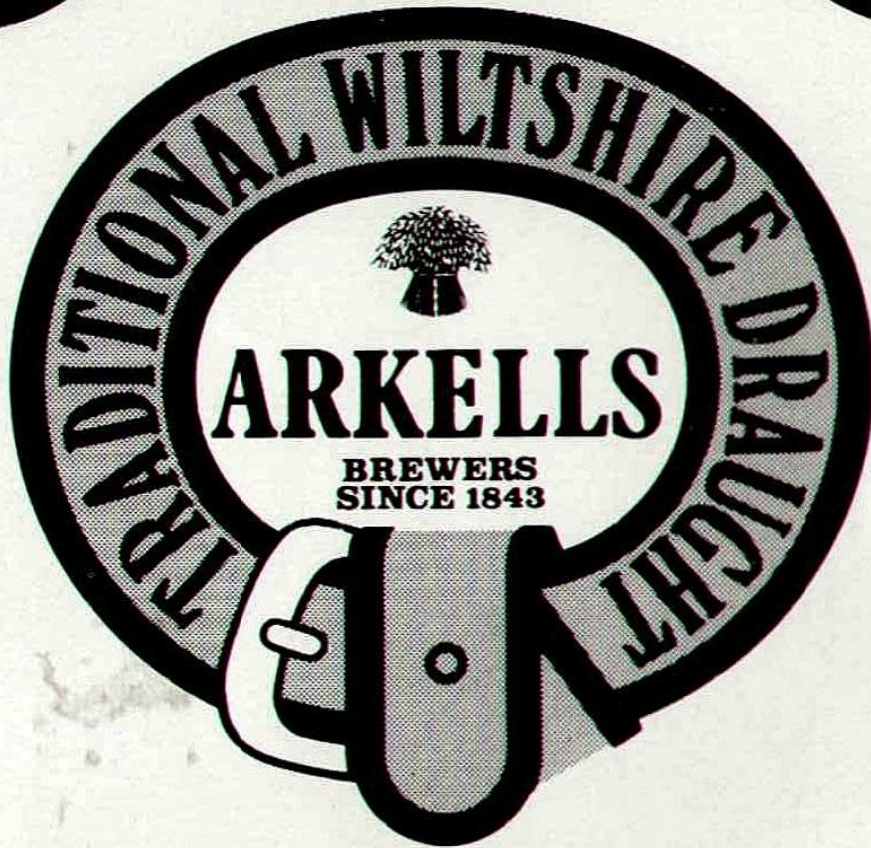
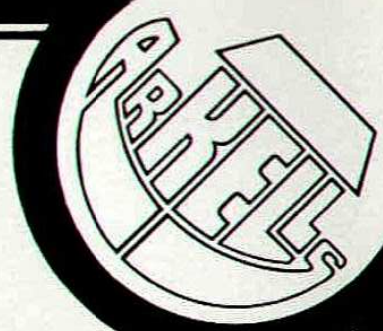


SWINDON TOWN FOOTBALL CLUB



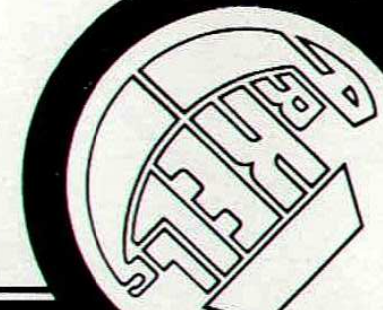
Lincoln City 2

Official match day magazine 30p



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Bob Smith says...



Good evening to you all on the evening that we welcome Lincoln City to the County Ground for the second leg of the second round in the League Cup Competition.

As you all know, we have been hit by a massive injury list at the Club and this has created problems which we have had to surmount, and one of the best things to have happened this season was the display by the lads in the first leg game at Lincoln. Two players came into the side from injury, without the benefit of a try-out in a minor game, namely Russell Lewis and Roy Walsh, and young Brian Hughes made his debut and incidentally did exceptionally well. In addition, one or two players were asked to play out of position and at the end of the game not only had we achieved a draw, but it would not be an understatement to say that we could have come away from Sincil Bank winning by two goals to nil. Chris Kamara was involved in a spectacular move from the beginning to its conclusion when he scored, what I consider, to

be a great goal, but this was disallowed for off-side. So tonight we will be flat out to score the goals that will take us through to the next round, and the further we can go in the Competition the greater the boost to everyone at the Club and, of course, to none more so than you the supporters.

I know I always finish these notes by asking for your encouragement but can I ask you to double your efforts and really get behind the team I select as they need your support more than ever until we are over this difficult period we are experiencing. Once again, thank you for coming along this evening and let us all join together in bringing about a happy conclusion to this League Cup tie.

NEXT MATCH

Saturday, 13th September 80

Division III

ROTHERHAM UNITED

K.O. 3.0 p.m.

Talk of the Town by the Chairman

Tonight we welcome our visitors from Lincoln in the second leg of the second round League Cup tie. This is only the second year in which the second round is played home and away, before it becomes a sudden death competition as most competitions are. The idea came from clubs in the third and fourth divisions obviously looking for a second chance to survive in the competition, and, of course, looking for extra revenue.

Our game at Lincoln on Wednesday last was very satisfactory giving us the advantage of the one goal scored away before tonight's game. Bob Smith's experiments were a real success and I am sure that our supporters will be pleased to know that Brian Hughes, making his debut, had an excellent game and this augers well for the future of our Club. Brian came to us, as an Apprentice, from Ludgershall.

These notes have been written before our encounter with Reading and I can only hope that our disastrous run of injuries is ended. Every club at some time or another encounters these problems, but it is a long time since we have had so many senior players out of action at the same time. Andy Rowland's injury was a cut at the back of the heel necessitating six stitches and this was caused by nylon studs. It is a combination of the modern boot, which is little more than a slipper compared with the old type of boot, and gives no protection to the back of the foot. Match officials examine the boots for any studs which are not of the required length etc., but cannot prevent such an accident as the one that has put Andy on the sidelines. I can remember receiving and seeing stud marks on players' legs from the old fashioned leather stud, where nails became the danger which referees looked for, but I have never heard of a leather stud cutting through flesh as the nylon stud did to Andy.

I am not writing of our injuries to make excuses for our bad start to the season, because I know that they will speak for themselves, and I can only hope that these injuries will quickly heal and give Bob, our Manager, a chance to get on with the season.

Sometimes injuries give other players a chance to come through and I know that Roy Walsh has

taken his opportunity with both hands. We 'blooded' another of our home produced lads in Brian Hughes on Wednesday last, and I know John Trollope will be watching his progress with interest as we all will. This is Brian's first season as a professional, having joined us as an apprentice straight from school. Charlie Henry who was number twelve in this game, is also in his first year as a professional and Charlie is a local boy joining us as an apprentice, like Brian.

John has quite a few exciting youngsters in his junior team and I know that many of our supporters will be looking forward to seeing Paul Rideout make his debut in the First Team but he, and we, must not be too impatient, because at sixteen years of age he has time on his side, and Bob will know best how to encourage his career.

We have received a few letters from parents who like to bring their children to our matches but obviously find the cost too much at our present charges, and we, the Board, are considering ways and means by which we can encourage families to sit together at a cheaper family ticket. It may be possible to use a section in the South Stand, and I hope to have some news soon. We are appreciative of the high costs of watching football today, especially when people have to use transport from our outlying districts. One has only to see the attendance figures around the country to see the effects that costs have on the games, and I hope that we can also revise our OAP prices, with boys' prices being considered.

With Cricket and Rugby being introduced on to our football grounds to try and bring in extra revenue, one wonders what next will be tried. We did try entertaining the people before a game, but I am sure that it is during the game that is important. We have a 'sit-in' of all clubs taking place in the form of a seminar to be held in the Midlands at the end of October and I am sure there will be many problems discussed.

Hoping that you enjoy tonight's game and result, and thank you for your attendance.



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From the Secretary

Firstly I would like to send best wishes to our ex Team Manager, Fred Ford, who is now with Oxford United. Fred has recently undergone surgery of six hours duration but now, happily, is out of intensive care, and, we hope on the way to the recovery of his former fitness.

Secondly, a word of apology to the residents living in the vicinity of the County Ground. I loaned the ground on Wednesday evening last to a Film Company to make a short commercial film under our floodlights. Upon my return from Lincoln I learned that the activities had continued until 2.30 a.m. and that fireworks had been used. Sorry folks - it will not happen again, and you can be sure that I gave the film makers an uncomfortable half an hour (and a big bill I might add).

During the last few weeks, Bob Smith and I have been meeting representatives of businesses within our catchment area, requesting them to join with us in the growth of the Club by presenting, at our games, promotional and sponsorship activities. In talking to Directors of Companies, we have been gratified to learn that sponsorship not only provides a field of advertising, but also an affinity between the workers of the respective companies and the Club. Games to be sponsored are:

September 16 - Oxford United - Arkells Brewery
September 27 - Huddersfield Town - Walker Jackson
February 14 - Sheffield United - Hambro Life

Isis have also agreed to sponsor, but have not yet decided upon a date. We shall continue our discussions within the new few weeks and if any Company Director, or Manager, reading these words considers that a chat, without obligation, might be useful, please give me a call.

I am negotiating for a group of free-fall parachutists to drop into our ground, and, providing the permission of the Police Authorities can be obtained, this will take place prior to our game with Rotherham United on September 13th. More of that in a later programme.

In the last programme I wrote about various recommendations that the Secretaries', Managers' and Coaches' Association have made to the authorities and we have also given our opinion on another annual recommendation, that of

summer soccer or a winter break. Many individual members of the Association, legislators and observers have, from time to time, advocated the advantages of playing during the summer months. Our study groups do not consider this a practical alternative for many reasons.

Paramount is the fact that the Football League is only the top of a pyramid supported by more than 35,000 other clubs including schools etc. in membership with the F.A. It is not practical for 92 League Clubs to use a season different to all others who cannot change because the vast majority share facilities with summer sports like cricket and tennis. Secondly, audience competition is at the greatest in the summer when cricket, tennis, racing etc. make sizeable demands upon disposable income. The competition from gardens, holidays etc. is also formidable. Thirdly, the game is inextricably linked to the European structure e.g. the finals of all European competitions are played in May, and major international championships take place in June. The groups believe, therefore, that the advocacy of summer soccer serves no useful purpose and, indeed, consumes discussion time to the detriment of other important objectives.

Similarly, the groups do not believe that a winter break is practical. The British climate is unpredictable and statistics do not provide any given period of four weeks which is more vulnerable than any other period.

The lavish presentation of all American sport is now familiar to British supporters who ask why our Clubs are not more adventurous in this respect. A major part of the answer lies in the need to protect the playing surface and, in those parts of America where weather might pose a problem, an artificial playing surface is standard. The finances of our own game will surely ultimately dictate that artificial surfaces will have to be installed on League grounds in the future. In that event it would be good sense for the Football League to set up a technical department capable of evaluating, amongst other developments, the various forms of artificial turf and protective systems for natural turf.

In conclusion, I would draw your attention to the fact that all enquiries regarding travel to away matches should be directed to the Travel Club, located in the Squash Club, telephone number Swindon 22511.

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HONDA

IN NORTH WILTSHIRE

"Our positive approach will bring it's rewards"

By Colin Benson

You know, there comes a time in the history of most football clubs when everything both on and off the pitch seems to get together, and all those connected with the club are carried forth on a tide of optimism.

Such experiences usually portend a period of success and just now down at Sincil Bank, Lincoln City find themselves caught up in such an atmosphere.

The winds of change started to blow some eighteen months ago, when the club appointed Colin Murphy as their manager. Murphy you might remember was the reluctant pawn in a power battle at Derby County a few years ago, anyway he was not slow in lighting the touch paper that ignited a mini-revolution upon arriving at Lincoln.

In the first year the club was involved in thirty transfer transactions with 17 players booted out and 13 new arrivals ushered in. "I had the feeling that a lot of players had been here too long and that their commitment was not right," explained the Lincoln City boss.

"We did not finish our team building until Christmas, last season and I think if we had assembled them together a little earlier in the season we would have made up that five or six point deficit, which was the difference between promotion and staying in the Fourth Division.

As it was Lincoln finished in seventh place, but still managed to boast the best defensive record in the Division, even though Mr. Murphy follows the same doctrine as our own boss, Bobby Smith, and believes that you should try and always win.

Of course Colin Murphy did find a great difference in the standards at the lower level but says philosophically: "The football does not change whatever the level. It is you that has to adjust and tune in on the players wavelength.

"Actually the players skill level is quite good, it was a case of finding out what their range and potential was and building a system to encompass it all".

"The only major alteration I made to our style was to make the side a little bit more aware of the need to attack the opposition. We always have a go at teams".

"Mind you in hindsight we might have won promotion last season if we had been more cautious and played it tighter at the back, but there are no regrets, that is not my way of doing things".

"What I have done here will develop and our positive approach will bring its reward in time. As manager of Lincoln City I have two major objectives. Firstly the success of the club and secondly the development of young players".

"I am quite pleased with the playing staff we have got here now, but of course all managers are conscious that they can always improve. You are never happy, although at this level there is the continual problem of finance. If you want to buy then you have to sell or enjoy the fruits of a good cup run".

Murphy is obviously hoping that a victory over Swindon will make the latter come true, but there is no question of becoming too confident.

Indeed as the teams prepared for the first-leg of this important League Cup tie, the Lincoln chief issued this warning to his players. He told them: "Swindon Town are at the bottom. They have got no points, but we have got to forget that. This is a cup-tie it is a different kettle of fish. In the cup you have to go out there and battle."

The Lincoln camp have been working hard on some special preparation for this game. They have had a very good start to the season and as I said the feeling is that great things are just around the corner. "We have set the platform for confidence, justification and improvement," is the way Colin Murphy describes it.

We wish Lincoln well but hope that their success is not at our expense.

FOOTBALL
COMBINATION

80-81

SOUTH-EAST
COUNTIES DIV 2

			Score				Score
Aug.	16	Bristol C.	Away	1 - 3	Cambridge U	Home	4 - 3
	20	Tottenham H	Away	0 - 6	Luton T	Home	
	23	Bristol R	Away	Postp.	Peterborough	Home	
	30	Ipswich	Home		Reading	Away	
Sep.	6	Oxford U	Home		Tottenham H	Home	
	9	Arsenal	Home		Orient	Away	
	13				West Ham U	Away	
	20	Cardiff C	Home		Crystal Palace	Home	
	24	Reading	Away		Millwall	Away	
	27				Orient	Home	
Oct.	4	Norwich C	Away		Oxford U	Away	
	7	Q.P.R.	Home		Wimbledon	Away	
	11	West Ham U	Home		Bristol R	Home	
	14	Orient	Home		Brentford	Away	
	18	Plymouth A	Away		Charlton A	Home	
	22	Leicester	Away		Chelsea	Away	
	25	Southampton	Home		Chelsea	Home	
Nov.	1	Chelsea	Away		Cambridge U	Away	
	8	Birmingham C	Home		Luton T	Away	
	15	Bristol C	Home		Peterborough U	Away	
	22	Orient	Away		Reading	Home	
	29				Tottenham H	Away	
Dec.	2	Tottenham H	Home		West Ham U	Home	
	6				Milwall	Home	
	9	Fulham	Away		Oxford U	Home	
	13	Leicester	Home		Wimbledon	Home	
	20	Q.P.R.	Away		Bristol R	Away	
	27				Brentford	Home	
	29	Luton T	Away		Charlton A	Away	
Jan.	3	Crystal Pal.	Home		Crystal Pal	Away	
	10						
	17	Ipswich T	Away				
	20	Hereford U	Home				
	24						
	31	Bristol R	Home				
Feb.	7	Arsenal	Away				
	14	Oxford	Away				
	21	Reading	Home				
	28	Cardiff C	Away				
Mar.	7	Norwich C	Home				
	11	Hereford U	Away				
	14	West Ham U	Away				
	21	Plymouth A	Home				
	28	Southampton	Away				
Apr.	4	Chelsea	Home				
	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

			Score
<u>League</u>			
WE.Nov	8	Luton Town	Home 4-1
	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
	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	Barrett	Peach	Kamara	Rollings	Walsh	Miller	Cockerill	ROWLAND 67	Mayes	Carter	-
T 12	AFC BOURNEMOUTH	(FCL)	H	Barrett	Peach	Kamara	Rollings	Walsh	Miller	Cockerill	Rowland	MAYES 118	Carter	-
S 16	BLACKPOOL		H	Barrett	Peach	Kamara	Rollings	Walsh	Miller	Cockerill	ROWLAND 69	Mayes	Carter	197
S 19	Portsmouth		A	Barrett	Peach	Kamara	Rollings	Walsh	Miller	Cockerill	Rowland	Mayes	Carter*	Hamilton
S 23	FULHAM		H	Barrett	PEACH 16P	Kamara	ROLLINGS 13	Carter	Miller	Cockerill	Rowland*	MAYES 74	Greenwood	Templeman
W 27	Lincoln City (F LC2)		A	Lewis	Peach	Kamara	ROLLINGS 48	Walsh	Miller	Hughes	Mayes	Carter	Greenwood	-
S 30	Reading		A											
T Sep 2	Lincoln City (F LC2)		H											
S 6	Sheffield United		A											
S 13	ROTHERHAM UNITED		H											
T 16	OXFORD UNITED		H											
S 20	Barnsley		A											
S 27	HUDDERSFIELD TOWN		H											
W Oct 1	Oxford United		A											
S 4	CHESTER		A											
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 13														
F 19	WALSALL		H											
F 26	Newport County		A											
S 27	PLYMOUTH ARGYLE		H											
S Jan 3	Carlisle United		A											
S 10	CHESTFIELD	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	BARNSELY		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	COLCHESTER 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)													

FOOTBALL COMBINATION

Aug 20 Tottenham H. 6 Swindon Town 0
 Swindon: McAlistier; Guest, Templeman; Lewis, Round, Henry;
 Rustell, Hughes, Rideout, Greenwood, Blackler

MIDLAND YOUTH CUP

Aug 21 Luton Town 2 Swindon Town 1 (Rustell)
 Swindon: Twigger; Baverstock, Bailie; Hughes, Round, Blackler;
 Rustell, Cock (Blundon), Rideout, Henry, Short.

SOUTH EAST COUNTIES LEAGUE DIV. 2.

Aug 23 Swindon Town 4 (Lewis, Rideout 3) Luton Town 1
 Swindon: Pullen; Baverstock, Bailie; Batty, Byrne, Westlake;
 Briston (Miles), Lewis, Rideout, Furley, Short.

Goalkeepers Shown in CAPITALS - figures denote minutes of goals x After extra time * Player replaced by substitute. P = penalty t = Own goal

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Glenn Cockerill



Swindon invested a club record fee of £110,000 in Glenn Cockerill's transfer from Lincoln last season. Glenn is a player of versatility for, though midfield is his normal role, he also played in defence for Lincoln.

Glenn became a Lincoln professional in November 1976 and made his League bow for the Imps in a fantastic 5-4 win over Northampton the following February.

Here we analyse his career to date showing his appearances against each club. Goals are shown in brackets whilst "s" denotes he appeared as substitute.

FOOTBALL LEAGUE

	76/7	77/8	78/9	79/80	80/1	TOTAL
Aldershot				1		1
Barnsley				1		1
Blackburn				1		1
Blackpool			2		1	3
Bournemouth				1		1
Bradford City		1(1)		1(1)		2(2)
Brentford			2(1)			2(1)
Bury			2	1		3
Cambridge		1				1
Carlisle			2(1)	1		3(1)
Chester	1	1	2	s		4+1s
Chesterfield			1(2)	s		1+1s(2)
Colchester			2			2
Crewe				2(1)		2(1)
Doncaster				1		1
Exeter			2(1)	1		3(1)
Fulham					1	1
Gillingham		1	2	1(1)		4(1)
Huddersfield				1		1
Hull			2	1		3
Mansfield			1			1
Millwall				1		1
Newport				1		1
Northampton s						0+1s
Oxford		s	1			1+1s
Peterborough		1	1+s	2		4+1s
Portsmouth					1	1
Plymouth		s		1		1+1s
Port Vale		1		1		2
Preston		1				1
Rotherham	s	2	1(1)			3+1s(1)
Scunthorpe				1(1)		1(1)
Shrewsbury		s	2			2+1s
Southend			1			1
Stockport				1		1
Swansea			1			1
Swindon			2			2
Tranmere	1	1	1	1		4
Walsall			2	2		4
Watford			2			2
Wigan				1		1
York				1		1
	2+2s	10+3s (1)	34+1s (6)	27+2s (4)	1	76+8s (11)

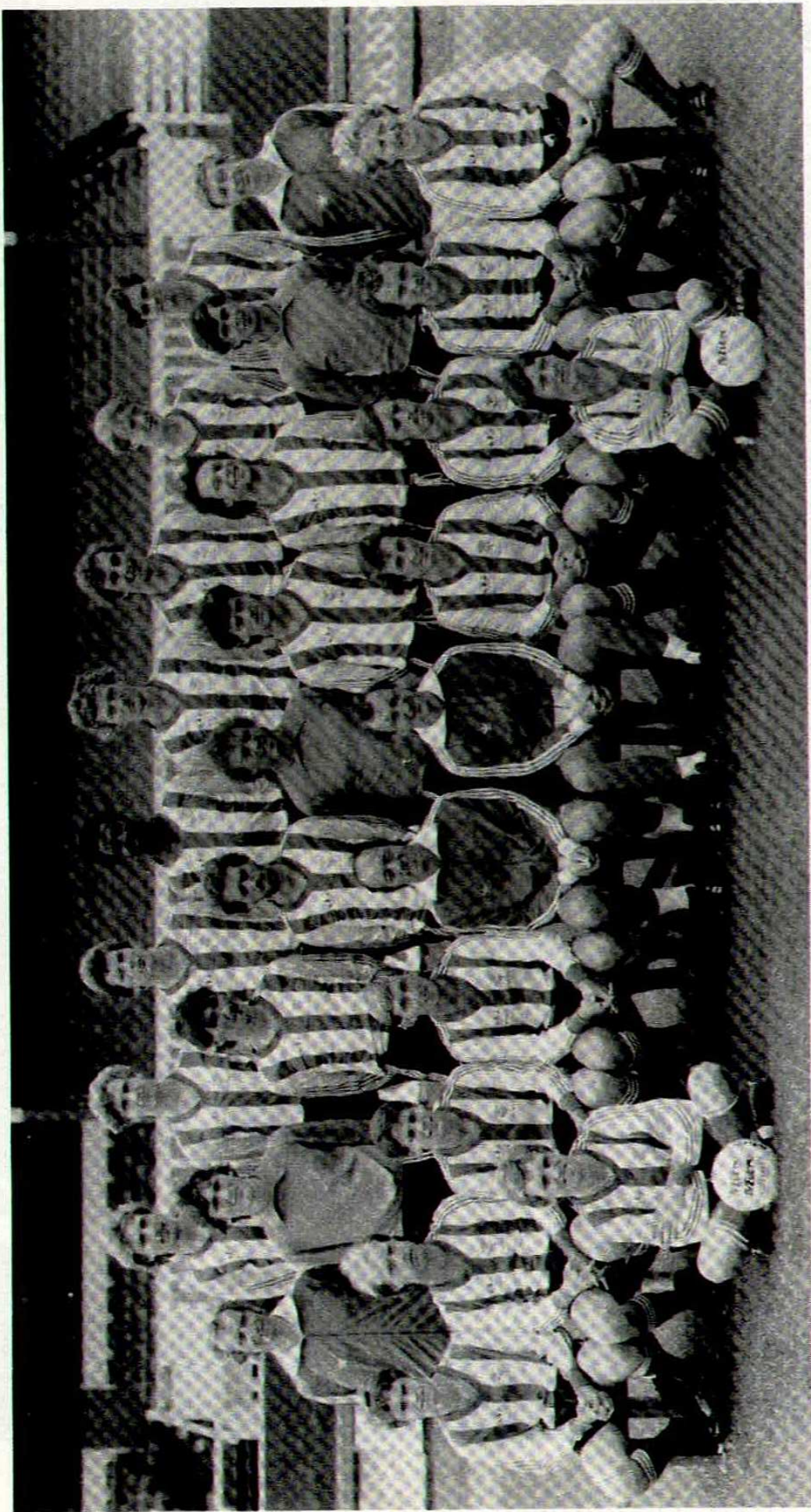
F.A. CUP

	77/8	78/9	79/80	TOTAL
Preston	1			1
Sheff. Wed.			1	1
	1	-	1	2

LEAGUE CUP

	79/80	80/1	TOTAL
Barnsley	2		2
Bournemouth		2	2
	2	2	4

Lincoln City



BACK ROW (L to R): D. Bell, S. Ward, G. Creane, T. Cunningham, J. Saunders, S. Thompnn, S. Hibberd, I. Travis
MIDDLE ROW (L to R): L. Lawrence (Youth Team Coach), S. Naylor, M. Harford, N. Keeley, C. Boulton,
W. Biggins, T. Peake, K. Fox, B. Loxley (Physiotherapist).
SEATED (L to R): D. Burrows, T. Thompson, P. Turner, C. Ramsay, J. Sheridan (Assistant Manager),
C. Murphy (Manager), G. Hobson, G. Shipley, D. Hughes, D. Carr.
FRONT (L to R): A. McLaughlan, D. Gilbert.

Lincoln City Pen-Pictures

COLIN BOULTON (Goalkeeper). Colin, who joined Lincoln this summer from Tulsa Roughnecks, made about 300 first-team appearances for Derby and was ever-present for both their League Championship seasons. He left the Baseball Ground in 1978.

TREVOR THOMPSON (Defender). Trevor made his first League appearance for W.B.A in 1973/74 and moved on to Newport County in 1978. Lincoln signed him last season.

STEVE THOMPSON (Defender). Steve was signed from Boston United during the close-season and was included in Lincoln's team for the opening games of this season.

TREVOR PEAKE (Defender). Trevor was signed from Nuneaton and was drafted into the Lincoln side on the opening day of last season. He immediately won himself a regular place.

NOLAN KEELEY (Defender/Midfield). Nolan was signed from Scunthorpe for £10,000 -- last season and he scored three goals for the Imps. He had been in the Scunthorpe side since his debut in 1973.

DAVID CARR (Midfield/Defender). David served his apprenticeship with Luton and made his League debut in 1977. Lincoln signed him for £20,000 in 1979.

GEORGE SHIPLEY (Midfield). Lincoln invested a club record £38,000 fee when they signed George from Southampton last season. He actually made his League bow while on loan to Reading in 1978/79 and he got a couple of First Division outings for the Saints last season before joining Lincoln.

DAVID HUGHES (Midfield). David had trials for W.B.A., Wolves and Shrewsbury but eventually signed for Aston Villa. He made his League debut for Villa in 1976/77 and joined Lincoln in 1978.

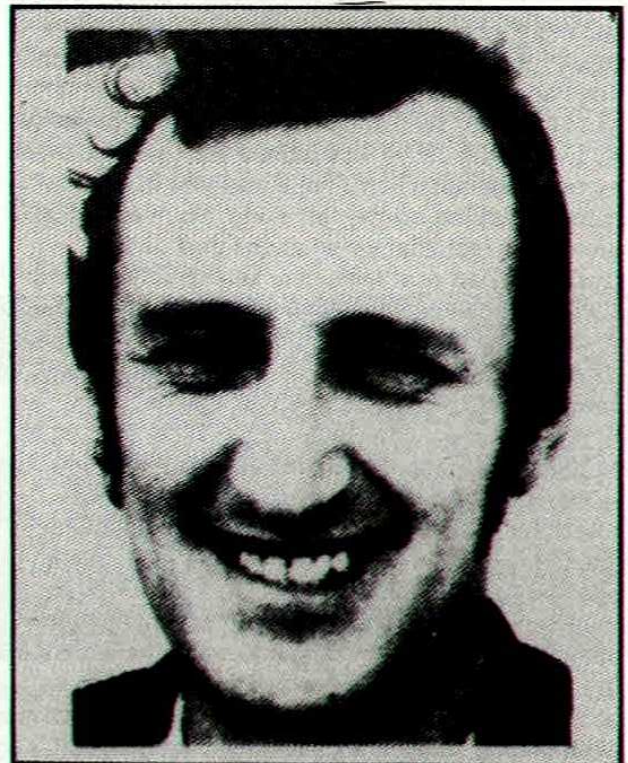
PHILLIP TURNER (Midfield). Phillip served his apprenticeship with Lincoln and was given his first chance in their League eleven against Wigan last season.

CRAIG RAMSEY (Midfield). Craig was spotted by a Lincoln director while playing in Gibraltar, where his father was working. He was invited over for a trial and is now a Lincoln apprentice. He scored the winning goal on his League debut against Newport last season.

DEREK BELL (Forward). Derek was a Derby reserve and made his League bow with Halifax in 1975. He was their top scorer in 1977/78 and moved on to Barnsley in 1977/78 when he was their top marksman with 19 goals. Lincoln paid £35,000 for him last season.

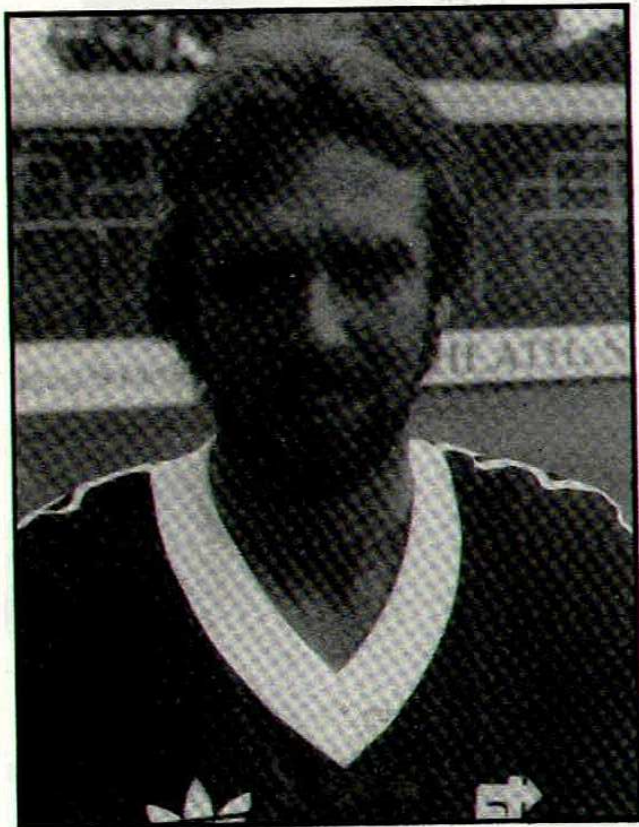
TONY CUNNINGHAM (Forward). Tony made a tremendous impression in his first season in the Imps' senior side, scoring 14 times last season.

MIKE HARFORD (Forward). Mike made a tremendous start to this season, with seven goals in his first four games! He's carrying on where he left off last term when he was top scorer with 16. He developed in the junior teams at Sincil Bank.



C V Murphy – Manager

John Ward talks to Roy Greenwood



ROY GREENWOOD comes from Leeds. He played football for Leeds and Yorkshire School Boys and had a trial with Leeds United but it was Hull City who took him on as an apprentice. At the age of 19 he was picked for the first team by new Manager Terry Neill and was an instant success playing on the left wing. So much of a success in fact that when at the end of that season he had problems over terms, Terry Neill said that he could go, but for a price of £250,000, an amazing fee in the early 1970's for a teenager with only one season in the Second Division behind him.

In the event Roy spent another three years at Hull until John Kaye, who became Manager when Terry Neill left for Tottenham, and who Roy says was very good to him, let him go to Sunderland in January 1976. Sunderland were then top of the Second Division and promotion duly followed at the end of that season. Now for the first time in his career difficulties began to occur on the field: in Roy's own words "It all went wrong in the First Division". He cannot explain why: "I don't think it was necessarily a higher standard; it didn't really seem any different, at any rate until you got within 20 yards of goal. They let you play up till there, then it gets really tight, just like Fort Knox!"

Roy turned down a move to rejoin Terry Neill, now at Arsenal, and had the occasional first team game but spent most of the time in the reserves, playing up the middle instead of on the left wing. Sheffield Wednesday showed interest but eventually it was Derby County, in January again only this time in 1979, who enticed Roy to move. "What attracted me was a second chance to prove myself in the First Division," Roy explained. Tommy Docherty was Manager at Derby then. He had been assistant to Terry Neill at Hull but he didn't seem to have a lot to do with the players there. "At Derby", said Roy, "he was brilliant. I was playing down the middle again and was in the first team the rest of the season."

Alas, it was not to last. The restless Docherty moved on and his successor Colin Addison told Roy that he did not figure in his plans. "I talked to a number of Clubs," Roy said "but eventually settled on Swindon." I asked why. "They had a good league position, it was a friendly Club and they were clearly ambitious." At that moment David Peach arrived, impatient to begin his own interview. "And I knew that David was coming," Roy added. "At least that would be good for the five a sides!"

He had no doubts about moving so far South after a life spent in the North and Midlands: "Footballers are all the same, it's only the faces that are different," he said. The only major problem was one experienced by most of Swindon's new players whom I talked to: with the present state of the housing market it is proving difficult to sell their houses which they bought while they were with their previous Clubs. Roy is no exception: he has already lost one house in Swindon because he could not sell his own in Derby. "There are three out of five houses in the row there for sale," he said. So in the meantime he and his wife are living in rented accommodation in Swindon with their labrador whom they acquired when Roy was at Sunderland: "so he's a Geordie and now with his third Club!" Roy explained. In his free time Roy enjoys horse racing and does not enjoy quite so much periodic trips to Derby to try to keep the garden at his old house under control. His main thoughts, however, are on his immediate future at Swindon: he is under no illusions about his task at a Club containing two such prolific goal scorers as Alan Mayes and Andy Rowland. "I am here to fight for my first team place," he said emphatically.

Town through time

The Team Manager

PART EIGHT by paul plowman

BERT HEAD's geography of that part of Somerset was no doubt instrumental in him gaining young Rogers' signature - as hot on his heels was Bristol City manager Fred Ford (later to come to Swindon) and the story goes that he arrived at Donald's house just an hour after he had signed for Mr. Head. Just how much truth there is in the tale is of little consequence, but in the event, Fred Ford snapped up Don's school-boy pal Danny Bartley - a player who was still in League football with Hereford United as the 1980-81 season opened. Don Rogers was given his big break in the first team in November 1962 and two weeks later his name appeared on the scoresheet for the first of many times. Bert Head's young side reached second spot in the League in January 1963 and never relinquished their place, despite a savage winter which severely disrupted the fixture list. Only one League game was fulfilled that month when the Town, sent onto the field in baseball boots, skated round Queens Park Rangers in a resounding 5-0 win. Numerous postponements were to delay the promotion celebrations until mid-May - but after eighty years of winning nothing, they were long overdue anyway.

When Second Division football came round in the following August Mr. Head considered his first-team pool strong enough without seeking reinforcements and, at the outset, this seemed justified when the Town steam-rolled their way to maximum points from the first six games, but

the cheque book came out when Swindon faded out of the top ten at the end of February 1964. Goalkeeper Norman Oakley and centre-forward Frank Large both arrived within a few days, with the bank balance being more than rectified by the sale of Bobby Woodruff to Wolves. Woodruff's departure, however, left a void that was never adequately filled and others became restless when the Town began to falter towards the end of the year. The danger signs were there for all to see when, going into December, Swindon occupied a precarious 21st position following five straight defeats - including a 6-1 humbling at the County Ground by Newcastle. For a few hundred pounds, Bert Head obtained the services of Keith East and Rod Thomas (bought as an inside-forward) whilst goalkeeper Frank Haffey and forward Dennis Brown commanded somewhat larger fees. The sad finale to that 64-65 campaign was to bring down the curtain on Bert Head's term of office here.

The prospect of Division Three football once again spread unrest in the Swindon camp and Mr. Head was presented with transfer requests from Summerbee, Hunt and Rogers. That of Mike Summerbee was granted by the board but, at the time, there were no takers - and before any further business had been completed the announcement came, on Thursday May 20, that the manager's contract - with over two years still to run - had been terminated 'by mutual agreement'.

BERT HEAD AND THE PROMOTION SQUAD - 1962-63



Back Row (left to right): Don Rogers, Jack Smith, Peter Leggett, Cliff Jackson, Tony Hicks, Mike Turner, Mike Summerbee, Tony Hellin, Ken McPherson, Wilf Shergold.

Centre Row: Harry Cousins (trainer), Roger Smart, Owen Dawson, Mike Harvey, Peter Chamberlain, Bill Atkins, Keith Morgan, Bobby Woodruff, Terry Wollen, John Trollope, John Lloyd, Jack Coney (chief scout).

Front Row: Dick Plumb, Dennis Peapell, Keith Colsell, Maurice Owen, Bert Head, Ron Morse (secretary), Ernie Hunt, Arnold Darcy, Mick Woolford, Willie Harber.

Picture



Fulham's Gerry Peyton and Roger Brown make sure Swindon's Andy Rollings is kept well down in the County Ground defeat.

Parade



Seconds before Swindon's third goal against Fulham - Andy Rollings (left) heads a Town corner into the goalmouth where Alan Mayes scored number three.



Fulham 'keeper Gerry Peyton saves during the Town's defeat at the County Ground.

Haven't we met here before?

Swindon is not a happy hunting ground for the Imps of Lincoln, not only once have the City managed to avoid defeat here. The Town hit four goals without reply in Lincoln's first league visit to the County Ground in September 1961 and blasted six here in March of last year. Although this is the first meeting of the clubs in the League Cup, Lincoln have been here twice in the F.A. Cup. Swindon disposed of their Third Round opponents 2-0 here in January 1975

But we turn the clock back to December 8 1934

It was a Second Round encounter, with the Town having brushed aside Newport County 4-0 at the previous stage while Lincoln failed to beat northerners Shildon at the first attempt. Swindon manager Ted Vizard had travelled to Sincil Bank to size up the opposition in the replay. This time City, too, coasted to a 4-0 victory.

With colours clashing for the tie, both teams changed as was the ruling. Thus, the following teams took the field - the Town in blue and white and Lincoln in white and black:

Town : Houldsworth; Duckworth, Herod (capt.); Cousins, Armstrong (W.), Merrick Flanagan, Armstrong (T.), Fowler, Bowl, Gunson.

City : McPhail; Moulson, Smith. Horne, Gray, Whyte Campbell, Iverson, Read, Towler, Wilkinson.

Swindon were enforced to make one change with 'Bud' Flanagan replacing Frank Peters who had suffered two broken ribs at Millwall the previous week. Baden Herod won the toss for Swindon.

Twice during the first period ALAN FOWLER put the Town in front but twice the goals were cancelled out - the second equaliser coming when Towler hit a post and Campbell's follow-up went in via the crossbar. After the break HARRY BOWL netted following a melee in the goal-mouth but Iverson put City level again with a shot from all of thirty yards. The decider came when a Flanagan cross was not cleared by Moulson and GORDON GUNSON nipped in between the full backs to beat McPhail.

Goal			
time-table :	15 mins.	FOWLER	1-0
	17	Read	1-1
	35	FOWLER	2-1
	44	Campbell	2-2
	55	BOWL	3-2
	62	Iverson	3-3
	84	GUNSON	4-3

The gate was 14,931 and receipts amounted to £876.

SWINDON TOWN F.C. 1934-5



Back Row : S. Horrocks, H. Cousins, W. Armstrong, T. Nixon, T. C. Duckworth, E. B. Horne, Houldsworth, C. Merrick.
Bottom Row : J. Flanagan, T. Armstrong, A. Fowler, F. Fisher, H. G. Bowl, G. Gunston.

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Soccer Scene

Any betting man would have backed Aldershot to lose their first round League Cup tie to Wimbledon --- even after they had taken a 2-0 lead in the first-leg.

So there was little surprise when Wimbledon won the return game 4-1 to take the tie on aggregate. For Aldershot have waited longer than any other club since last enjoying the taste of victory in the League Cup. Since winning against Southend in 1971, Aldershot have since gone out in the first round every season.

When Shots' players go out onto the field for a League Cup ties these days, the ball becomes red-hot. No one wants it. So their League Cup hoodoo persists.

Between 1952 and 1963 Leeds United were beaten in every F.A. Cup tie they played, a total of 16 (including replays). Once a record like that gets attached to a club the more difficult it is to shake it off. Because the team goes out onto the pitch with a gigantic inferiority complex and each mistake becomes a major disaster.

This is where psychology takes over from basic soccer skills. It's often the same in the "horses for courses" theory whereby some clubs always fail --- or sometimes succeed --- on a particular ground. When the record becomes implanted in the mind it can affect the players' entire approach to a game.

The same sort of thing applies in the case of a player enjoying an inspired run of success, like Lincoln's Mick Harford who got away to one of the most magnificent starts ever recorded to a season. Mick scored eight goals in his first four games!

As each goal went in, so his confidence rose. He was able to shrug off mistakes and forget the ones that didn't go in where once, in less successful times, the mistakes would have preyed on his mind and effected him for the remainder of the game.

Success like Harford's has a double effect for, in addition to giving himself more confidence, every opponent who faces him in his current mood goes out with a semi-defeatist attitude to start with. And, if Mick puts one past him, he'll merely shrug and consider that this wasn't meant to be his particular day.

Another effect of this sort of run, though, is how such a player adjusts again when the inevitable barren run comes along. After a run of eight goals in four games, any player is going to feel disappointment with himself when he fails to find the target. If it happens for two, then three

games, he can start to destroy himself with worry.

The best way for a player to cope with this sort of situation is to absorb the truth that to score once in every two matches is a pretty impressive rate of scoring these days. And Harford, should he really hit rock bottom, could say to himself after those eight in four games that he could afford not to score for his next 12 games and still hold up a good average scoring rate.

Crystal Palace manager Terry Venables hit the nail on the head after his expensive teenaged striker Clive Allen had scored a fine hat-trick against Middlesbrough after failing to score in his first two matches in First Division football.

"Those goals are going to take an awful lot of pressure off the lad," smiled Mr Venables. "We know he has the ability but a player of his nature needs to see a few balls hit the back of the net."

Allen, through absolutely no fault of his own, became the subject of one of the most controversial transfers the game has known when, with only one season of League soccer behind him, he was transferred from Q.P.R. to Arsenal for £1,250,000 and then on to Crystal Palace for a similar fee during the close-season.

It was then up to the player himself to justify his huge price tag and to prove to the world at large that he really was good enough to earn his £100,000 share in the deals.

It's all in the mind, they say. So, when you're top of the league and leading the match 2-0, it doesn't matter if your snap shot hits the post or goes over the bar. You can have another pot at it afterwards.

But if you're bottom of the league and need every point for salvation purposes, then it's an entirely different matter.

The strange thing is that, when the margin for error is available to you, you don't often need it. Thus, when the striker of a top team sees his shot hit the crossbar, it often rolls into the net. Whereas the chap who is desperate to save his team from relegation will often see his shot hit the bar and then bounce over.

Some fans describe this as good or bad luck. It is not entirely so. For it's often said that a team makes its own luck. And the team that takes a positive approach is likely to have more shots and, therefore, more of those that hit the wood-work will go in.



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- 4 Chris KAMARA
- 5 Andy ROLLINGS
- 6 Roy WALSH
- 7 Ian MILLER
- 8 Brian HUGHES
- 9 Alan MAYES
- 10 Roy CARTER
- 11 Roy GREENWOOD
- 12 Charlie HENRY



Lincoln City

- Colin BOULTON 1
- Trevor THOMPSON 2
- Nolan KEELEY 3
- Gordon HOBSON 4
- Trevor PEAKE 5
- David CARR 6
- Phil TURNER 7
- Steve THOMPSON 8
- Mick HARFORD 9
- Tony CUNNINGHAM 10
- George SHIPLEY 11
- Craig RAMSAY 12

LINESMEN:

Red Flag: Mr. R. E. CHAFFER (Windsor) Yellow Flag: Mr. R. B. GIFFORD (Hengoed, Mid Glam.)

REFEREE

MR. KENNETH W. BAKER (Rugby)

Commenced refereeing in 1959. Was appointed to the Football League line in 1967 and has been on the full list for several years. Linesman in the Northern Ireland v. Wales match (1975), also the Fulham v. Birmingham City F.A. Cup Semi-Final Replay. In 1977 was linesman for the Charity Shield match between Manchester United and Liverpool and refereed the F.A. Trophy Final in 1980.

Married, with four children, he is Security and Services Executive at the National Exhibition Centre. For 12 years he served with the Metropolitan and Warwickshire Police Forces rising to a Detective Inspector. Is President of the Rugby and District Referees Association and Chairman of both the Rugby and District Junior League, and the Football League Referees' and Linesmen's Association (Midlands Section). Plays tennis for the local police team.