

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, 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: N. J. Trollope
Commercial Consultant D. Buswell
Club Medical Officer Dr. J. Nicholas

John Trollope says....

Obviously I was very pleased with our win against Weymouth in the F.A. Cup last Saturday but not too happy at the manner in which the win was achieved although, for a change, lady luck and the result was on our side. Hopefully this will carry on into our League programme. As you all will be, I was disappointed that we did not get a home draw for the next round of the Cup Competition but in any cup run you have to expect to play away from home at some time or another. Actually I feel that, as we are playing better away than at home at the present, we must be in with a reasonable chance. I suspect that the poor home form is related to the way in which the supporters react, their frustrations are getting through to the players who in turn become frustrated. We are far more likely to get better results if we all pull together - if the lads know you are behind them throughout the game. Last weekend was a disappointing one for the Reserve and South East Counties teams, who both lost away from home. I think that the results of both teams is partly due to the reorganisation within the management staff which has resulted, albeit temporarily, in the younger players receiving less attention than they might normally expect. However, now that the picture is becoming clearer I am sure that results will improve. Indeed, the Midland Youth team illustrated this by defeating West Bromwich Albion 2 - 1 at home on Wednesday afternoon. Within the next few days, the sponsors of kit will receive an invitation to meet the players on Monday 12th January in the Rendezvous Club, as also will the match ball donors. We are indebted to all sponsors. Whose generosity is of great financial assistance to the clubs and the least we can do is to help them feel that they are part of us.

Today is an important game in which we play the one club below us in the League and we need to gain maximum points this afternoon. To repeat my earlier words it is important that we all pull together and your encouragement of the players is of far more importance than I can possibly convey in these notes. Thank you for coming along this afternoon and I hope you have an enjoyable ninety minutes.



Next Match
Friday, December 19th
WALSALL
K.O. 7.30 p.m.

Talk of the Town by the Chairman

Over the last few weeks the Swindon Town Football Club has been the centre of speculation and rumours. It is very difficult for the Board of Directors and Staff to go about their business without someone or other presuming that this or the other is happening and, like all rumours that are spread and exagerated over a period of time, claims of inside information are made. The players of any team affected by club changes are always the people to suffer, and it is to our team's credit that they have fought and played as well these last few weeks.

Our lads were not given any credit for beating Weymouth on Saturday last, and how the press love to point out how these part-time professionals also earn their own wage packet. Will they never learn that teams of the calibre of Weymouth are made up of experienced pros alongside the up and coming young professionals. As a point of interest, Bath City actually sold five of their young professionals to league clubs last season. Over the history of the FA Cup, non-league clubs have always been capable of beating their more illustrious opponents and we, at Swindon, have every respect for the non-leaguers.

One of our greatest wingers of all time, Tom Finney, has been known to work at his trade as a plumber on the morning of a match, if only, on the odd occasion, had scorned the reporter if he had written that Tom Finney the local plumber had scored a goal.

Our next opponents in the Cup are not strangers to us, but we know that this will be a hard test especially as their pitch is smaller than ours, but as John said in the week, we are playing well away from home now, and we look forward to the challenge.

I am sure that we shall be well supported as usual, and this can go a long way to give us success.

Today we entertain our friends from Hull City, who like ourselves, have found it difficult to win points and naturally will be eager to fight for everything. Hull have a fine stadium but, like ourselves and in fact like most clubs, have difficulty filling it with the numbers that we need to keep us financially viable and we at Swindon are having to face up to the facts of life that we have to make economies within the

club to ensure our future, but it is up to us, the Directors of the Club, to see that the club does not suffer. We need success now more than at any time and John will need every ounce of help that we can all give him.

Bob Jefferies has brought forward a couple of schemes (1) to help our supporters who are unemployed at the moment and (2) to encourage families to be able to come together at a reduced rate, and we, the Board, are pleased to support the schemes. I am leaving the details to appear in Bob's column.

Young Charlie Henry is missing from today's team and will miss the next two games because he received the yellow card for fouls under the present system which culminated in reaching twenty points, and the panel, in their wisdom, obviously felt that this young player in his first season playing for the first team must be taught the hard way and was given the maximum sentence. We all know that Charlie is an honest, hard tackling defender and although guilty of fouls in the opinion of the referees, I can only hope that this system of yellow cards will not stop Charlie from pursuing his honest approach to his game.

John faces his first team change and not through injuries.

Our young South East Counties team have struck a lean time, which is unusual for them, but which is part of their education. It has coincided with our changes at the club, but we must not make the mistake of reading too much into this. Our young team are with us to learn the game and gain experience not only through winning, but also through losing. As we promote a youngster to a higher grade, so we give another opportunity to someone else and if this means sometimes a weakening of the team, so what? It is the progess that Terry Wollen and his helpers will be looking for.

Have you been able to purchase your Christmas draw tickets from Doug Buswell's office yet? If not, try now because they are getting fewer every week.

Hoping that you enjoy today's game and please give John's lads that extra support, and thank you for coming.



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

Third Dimensions

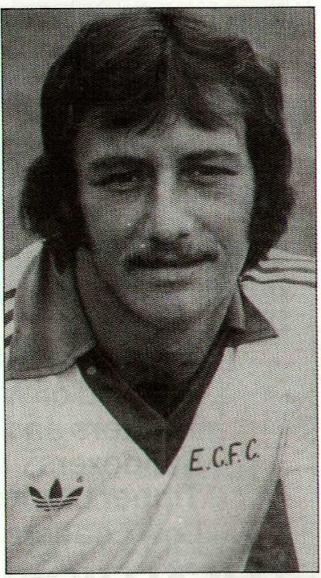
Swindon were not alone in struggling to overcome non-League opposition in last weekend's F.A. Cup First Round. Brentford, with only three wins at Griffin Park all season, needed a second meeting to finally dispose of Addlestone and Weybridge. The Southern Leaguers, inspired by Jackie Graham, (a former Brentford player with nearly 400 League games for the club) were two goals down inside twenty minutes on Saturday - but still fought back to level the scores in the second-half......

Only a crazy own goal by Kidderminster's Micky Williams kept Millwall in with a chance of progressing to the Second Round. Ex-Walsall and Port Vale striker Bernie Wright gave the Harriers the lead on the half-hour but almost immediately their goalkeeper Parry was beaten by a back pass which went in off a post

Carlisle survived an early shock at Workington - a Fourth Division club until 1977. Nearly eight thousand saw the Cumbrian derby end in a goalless draw - but Workington's Keith Armstrong, a recent signing from Finnish champions OPS of Oulu, hit the bar in the very first minute

Of the Third Division's representatives, Exeter fared best on Saturday with a 5-0 home win over Isthmian Leaguers Leatherhead. TONY KELLOW scored once each side of the break while former Palace player Martin Hinshelwood put one past his own keeper. Ian Pearson and Lee Roberts completed the scoring for City.....

Fulham's new boss Malcolm MacDonald played full-back Gary Peters up front at Reading - and it was his shot which created the winning goal against his old club. With little over ten minutes



TONY KELLOW

remaining his volley cannoned off the bar and Tony Mahoney snapped up the rebound

Oxford beat Aldershot 1-0, which may not sound a significant result, but it was United's first win in a F.A. Cup tie since they beat York City in January 1973!

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



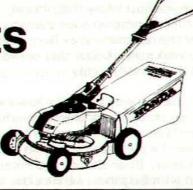
Vans and Trucks

The remarkable 'Acty' Van and Pick-up



Power Products

Mowers Power Tillers Generators



IN NORTH WILTSHIRE

John Ward talks to Andy Rollings

ANDY ROLLINGS comes from Portishead near Bristol. He went to a rugby school and until he was 14 the only soccer he played was at lunchtime. Then his friends organised a youth football team and when they were short on Saturday he agreed to help them out. He enjoyed the experience and for a couple of months combined rugby for the school on Saturday morning with soccer in the afternoon. One day he was injured playing rugby and had to let his friends down. This made him decide he must concentrate on one or the other. Local rugby experts thought he had a good chance of playing for Somerset but most of his friends were soccer players, so that got the vote. Although he had played up front in his first few games, the team's regular centre forward was Paul Cheesely so Andy soon dropped back to centre-half. Before long he had a trial for Bristol Boys against Berkshire Boys; a scout from Norwich was watching and he and Paul were invited to sign as apprentices. "There were loads of lads on trial," said Andy. "I was one of the lucky ones. I thought there were better players who they should have signed". He was due to take five 'O' levels the following year but his father said that the chance might never come again so at the age of 15 he signed apprentice forms for Norwich.

The Manager at the time was Ron Saunders. There was a good youth team and in the second year they reached the semi-final of FA Youth Cup, going out to Liverpool before 17,000 people at Anfield. At 17 Andy was a regular in the combination side. Two years later Duncan Forbes, a fixture at centre-half, was injured and Andy played five games with the first team, only one of which was lost. Any thoughts of immediate further progress were dashed, however, by the replacement of Ron Saunders by John Bond, who made it clear that he did not rate Andy's ability very highly.

Six months later - it was 1974 and Andy was 19 he was playing snooker one afternoon when a telephone call summoned him to the Norwich ground. There he met team mates Ian Mellor and Steve Govier. Brian Clough and Peter Taylor, then with Brighton, were inside. After half an hour Brian Clough emerged. "Right", he said to Andy "there's no need to think about it; sign here. You'll never regret it." Andy was not quite so sure. Peter Taylor took him for a walk round the pitch. Eventually, the better chance he would have of playing first team football convinced Andy and the three players went to Brighton for £60,000.

During the Summer the new players joined the club holiday in Spain where they played one game. Back in England Brian Clough left for Leeds United, leaving Peter Taylor in sole charge. Playing under Taylor even without Clough was an experience. Peter Taylor watched the team at practice games but never did any coaching. There were a lot of team talks and meetings, which sometimes had little to do with football; they would discuss how football related to life, or the situation in Vietnam. Some of the players vawned when the manager's back was turned, but others - particularly the younger ones wanting to get on - showed interest. Peter Taylor was not above calling a meeting for after training and then not himself turning up for another hour. One of his talents was knowing how to relax players; it was not unknown for them to have a beer or two before match. In his first year at Brighton Andy played for nearly the whole season. The team finished five from the bottom of Third Division. Next season they were fourth from top and at the end of it Peter Taylor joined Brian Clough at Nottingham Forest.

The new manager at Brighton was Alan Mullery. He left the team unchanged and at the end of his first season they clinched promotion against Sheffield Wednesday in front of 32,000 delirious supporters at the Goldstone Ground. Andy described this as his most exciting season but in the following one they missed promotion to the First Division only on goal difference. As the 1978/79 season commenced they were more determined than ever to succeed. By Christmas they were languishing in twelfth place. Then the team's fortunes changed dramatically. Andy put it down to the fact that he got married and the players all came to his uproarious stag night. They only lost twice during the remainder of the season and were promoted to the First Division.

In the third game in the First Division Andy was injured. He was out of the team for four weeks, which enabled Steve Foster to stake his claim at centre-half. Andy came back for a few games in one or other of the back four positions until he was sent off. It was the last game he ever played for Brighton's First Team. Alan Mullery sent for him and said he could go. "It was then that I realised how ruthless football can be", said Andy. "It is a conveyor belt, interested only in turning out the product. People's feelings simply do not come into it." He remembered what the old campaigner and former colleague Fred Binney had told him. "If ever you are

SELF PRESERVATION IS THE ORDER OF TODAY BY COLIN BENSON

THE TIGER, one of natures greatest and most noble creatures is an endangered species, and so it is perhaps apt that the club which has adopted the tigers head as its official emblem - Hull City should itself be fighting for survival in the harsh jungles of the Football League.

Yet for the Yorkshire club, this current predicament is nothing new, for the clubs whole career in the League has been one of ups and downs.

From 1905 to the first world war they had probably their greatest run, finishing third in the Second Division in 1910, when Oldham pipped them to promotion on goal-average. But after the war Hull City began to lose ground and were relegated to Division 3 (N) in 1930.

Three years later they won the Third Division North championship and returned to Second Division football for a further three seasons, before going down again in 1936.

Performances improved but the Hull fans had to wait until 1949 for a return to the Second Division, where the Tigers found life difficult and although floundering dangerously close to the bottom, they managed to stave off relegation until 1956.

Three years later and they were back in Division Two, but it was a return that was to last just the one season and the Boothferry Park faithfuls had nothing much to cheer about until 1966. Then the Tigers took the Third Division championship and took it in style, with a record 31 wins to their credit.

Then two years ago Hull City once more dropped down and a valiant attempt to return first time round failed by just ten points.

Manager Ken Houghton seemed optimistic that they would be front runners last season, but things had changed and the Tigers no longer gobbled up opponents and spat out goals, in fact they scored only 24 in 22 games.

Ten days before Christmas the axe fell on Houghton and his assistant Wilf McGuinness, following a run of eleven games without a win and a 7-2 thrashing at Brentford.

Within hours Hull had contacted the Welsh FA for permission to approach their national team manager Mike Smith, and the Englishman that had restored the pride to the Welsh Dragon became the Tigers fourth manager in just over two years and their sixth in six years.

From dealing with top class international players with good habits, Mike Smith suddenly found himself in the midst of a battle against relegation, trying to motivate players whose spirits were low and confidence gone.

He won, but only just by one point, that is how close Hull City came to joining the Fourth Division for the first time in their history, and now this season Mr. Smith is experiencing another much longer round in the fight for survival.

Hull City travel to Swindon today as the bottom club in the division, and ironically having played 22 League games which have brought just 16 goals, would appear to be in a worse situation than they were twelve months ago.

But that is not quite the case as manager Mike Smith points out to Swindon fans. He says: "When I came here we had 40 players on the books, so my first job was to get rid of 16 or so of them, players that were behind the first team, not actively in the side."

"Having done that I brought in six new faces, we plugged the gaps, and also introduced young players to the side. Of course when the going gets hard it is all the more difficult for the youngsters to cope."

But with money very tight at Boothferry Park Mr. Smith has little alternative but to persevere with his promising starlets. "The trouble is that once you have young players of calibre you then need time for them to develop," explains the Hull boss who is well aware that time is not on his side.

Mike Smith puts his teams current demise down to a disastrous October during which Hull City lost every game. "Sixteen of our 22 players were injured but it was not so much the actual injuries that crippled us so much as the constant changing of the side. We were unable to get any sort of team pattern established."

"Although we have changed the faces there is not that much difference to the set-up. It is all part of a gradual transformation and recent results have proved encouraging."

This time last year 11 points separated us from Hull City, but today the tiger stalks the robin on equal terms. This is a game that Mike Smith suggests will be hard for both teams and he says "This is our cup final." Whatever the outcome and whether it is fur or feathers that gets scattered across the County Ground, for the losers the danger of relegation will be that more ominous.

FOOTBALL COMBINATION

80-81 SOUTH-EAST COUNTIES DIV 2

COUNTIES DIV 2

			11111	Score			Score
Aug.	16	Bristol C.	Away	1 - 3	Cambridge U	Home	4-3
	20	Tottenham H	Away	0 - 6	The state of the s		
	23	Bristol R	Away	Postp.	Luton T	Home	4 - 1
	30	Ipswich Town	Home	1 - 2	Peterborough	Home	1-0
Sep.	6	Oxford U	Home	1 - 2	Reading	Away	3 - 1
JUP.	9	Arsenal	Home	0 - 1			
	13				Tottenham H	Home	4 - 1
	20	Cardiff C	Home	3 - 1	Millwall (Cup)	Away	1 - 0
	24	Reading	Away	3 - 1	The state of the s		11.
	27	Bristol Rovers	Away	0-2	West Ham U	Away	0 - 1
Oct.	4	Norwich C	Away	0 - 2	Crystal Palace	Home	2-0
00	7	Q.P.R.	Home	1 - 3			2000
	11	West Ham U	Home	0 - 7	Millwall	Away	3 - 0
	14	Orient	Home	2-0			WELL ST
	18	Plymouth A	Away	0 - 0	Orient	Home	2 - 1
	22	Leicester	Away	2-2			20.2
	25	Southampton	Home	1 - 2	West Ham (Cup)	Away	3 - 0
Nov.	1	Chelsea	Away	0 - 1	Oxford U	Away	1 - 2
IVOV.	8	Birmingham C	Home	1-4	Wimbledon	Away	2-4
	15	Bristol C	Home	0 - 1	Bristol R	Home	2-2
	22	Orient	Away	2 - 3	Brentford	Away	2-4
	29	Offent	Airay		Charlton A	Home	-
Das	29	Tottenham H	Home		Charles 77	3.0	- Care
Dec.	6	TOTTERMAIN IT	Home	by a	Chelsea	Away	
	9	Fulham	Away		Oncide		
		Leicester	Home		Chelsea	Home	
	13	Q.P.R.	Away	0.2	Cambridge U	Away	The last
	20	u.r.n.	Avvay	1	Luton T	Away	
	27	Lucian	Away		Luton	,	-25- 7
	29	Luton T	Home		Peterborough U	Away	
Jan.	3	Crystal Pal.	Home		Reading	Home	
	10		Away		Tottenham H	Away	
	17	Ipswich T	Home		1 Otterman 11	Away	1 TO 1
	20	Hereford U	потпе		West Ham U	Home	
	24	0	Uema	1	West Hall O	Home	
	31	Bristol R	Home	1	Millwall	Home	
Feb.	7	Arsenal	Away			Away	
	14	Oxford	Away	anuel	Orient Oxford U	Home	COLUMN TO
	21	Reading	Home		Wimbledon	Home	1
	28	Cardiff C	Away		Bristol R	Away	
Mar.	7	Norwich C	Home		Dristoi n	Away	
	11	Hereford U	Away	BUILD I	Brentford	Home	the same to
	14	West Ham U	Away	No.		Away	6 100
	21	Plymouth A	Home		Charlton A	Awdy	
	28	Southampton	Away	116274	Countral Pail	Away	
Apr.	4	Chelsea	Home	The second	Crystal Pal	Awdy	
	11	Birmingham C	Away	A miles	Cup		
	18	Luton T	Home		20th Sept. Millwall	Away	1-0
	22	Crystal Pal	Away	/ 1			
	25	Fulham	Home	1	· Superior Control of the Control of		
		VOLUELL FLYTLIDES					Home Pos
MIDL	AND	YOUTH FIXTURES			Nov 6 Luton Town	Town	

Season 1980/81

Cup Compet	ition		Score
Aug 21	Luton Town	Away	1-2
Sept 6	Bristol City	Home	3-2
10	West Bromwich Albion	Away	1 - 1
17	Leicester City	Home	6-0
25	Luton Town	Home	3 - 3
Oct 11	Bristol City	Away	0 - 1
16	West Bromwich Albion	Postpor	ned
23	Leicester City	Away	0 - 1

F. A. YOUTH CUP

Nov 6 Portsmouth

-				
	-	-	-	

0 - 1

Luton Town	Home Postponed
Northampton Town	Away
West Bromwich Albion	Home
Wolverhampton Wanderers	Away
	Home
Northampton Town	Away
Bristol City	Away
Coventry City	Home
Leicester City	Away
Leicester City	Home
Luton Town	Away
Northampton Town	Home
West Bromwich Albion	Away
Wolverhampton Wanderers	Home
Birmingham City	Away
Bristol City	Home
Coventry City	Away
	Northampton Town West Bromwich Albion Wolverhampton Wanderers Birmingham City Northampton Town Bristol City Coventry City Leicester City Leicester City Luton Town Northampton Town West Bromwich Albion Wolverhampton Wanderers Birmingham City Bristol City

Town Statistics 80-81

			Result	r Gare	-	.2	m	4	ED.	9	7	00	ō	10	-	Sub
								31	•			,	1			THE CHILD
S Aug 9	AFC Bournemouth (FCLI)	<		5121	Allan		Peach	Kamara	Rollings	Weish	Miller	Cockerill	ROWLAND 67	Mayes	Cartena	12
T 12	AFC BOURNEMOUTH (FLC!)	I	2 · 0×				Peach	Kamara	Rollings	Walsh	Miller	Cockerill	Rowland	MAYES118	Carter	197
S 16	BLACKPOOL .	I	1-2	7008	8 Allan	n Barrett	Peach	Kamara	Rollings	Walsh	Miller	Cockerill	ROWLAND 69	Mayes	Carter	1
T 19	9 Portsmouth	4	0 - 1	15810	O Allan	Barrett	Peach	Kamara	Rollings	Walsh	Miller	Cockerill	Rowland	Mayes	Carter*	Hamilton
\$ 23		I	3.4	6473			PEACH 16P		Kamara ROLLINGS 13 Carter	3 Carter	Miller	Cockerill	Rowland*	MAYES 74	Greenwood	Templemar
W 27	7 Lincoln City (FLC2)	4		4940		Lewis	Peach	KamaraHC	Kamara HOLLINGS 48 Walsh	8 Walsh	Miller	Hughes	Mayes	Carter	Greenwood	1.
\$ 30	FR	<	1 - 4	6665		=	Peach	Kamara	Rollings	Walsh	Miller	Hughes*	Greenwood	MAYES 89	Carter	Henry
T Sep. 2	LINCOLN CITY (FLC2)	I	2-0	4907		Lewis	Peach	Kamara	Rollings	Carter	Miller	Hughes	HENRY 51	MAYES 88	Greenwood	1
8	Sheffield United	A	0 - 3	12089		1 Lewis	Peach	Kamara	Rollings	Carter	Miller	Hamilton			Greenwood Henry	Henry
S 13	ROTHERHAM UNITED	I	2.1	5498	3 Allan	Henry	Trollope	Kamara	Lewis	Carter	Miller	Cockerill	ROWLAND 68		GREENWOOD 64	1
T 16	OXFORD UNITED	I	1.0	7709	Allan	Henry	Trollope	Kamara	Lewis	CarterMI	LLER 4	9Cockerill	Rowland	Mayes	Greenwood	T
S 20		A	0 - 2	9747			Trollope	Kamara	Lewis	Carter	Miller	Cockerill	Rowland	Mayes	Greenwood	ľ
T 23	3 Liverpool (FLC3)	V	0 - 5	16566	6 Allan	Henry	Trollope	Kamara	Lewis	Carter	Miller	Cockerill	Rowland	-	Greenwood	1
5 27	HUDDERSFIELD TOWN	I	1-0			Henry	Trollope	=	Lewis	Carter	Miller	Cockerill	ROWLAND 69		Greenwood	1
W Oct 1	Oxford United	<	0.0				Trollope		Lewis	Carrer	Miller		Rowland	Mayes	Greenwood	Turner
S	CHESTER	I	1 - 2				Trollope	200	Lewis	Carter	Hughes	Tipe of	Howiand	MAYES 89	Greenwood	I urner
T 7	Gillingham	<	0.0	257			Trollope		Lewis .	Carter	Hughes	Williams	Rowland	Mayes	Greenwood	1
S 11	Mithwall	4	1.3		1 Allan	Henry	Trollope		Lewis	Carter	reenwoo	Greenwood Hughes*	Rowland	MAYES 85	Williams	Miller
S 18	CARLISLEUNITED	I	1-1	5786	9 Allan	F	n Trollope	, Kamara	Lewis	Carter	reenwoo	Carter Greenwood Cockerill	Rowland	MAYES 73	Williams	1
T 21	CHARLTON ATHLETIC	I	0 - 3	2299	-			Kamara	Lewis	Carter	Miller	Hughes	Rowland	Mayes	Cockerill*	Turner
S 25	Exeter City	4	4 - 3	4688	8 Allan	Trollope	Peach	Kamara	Lewis	CarterM	ILLERS	CarterMILLER53 Cockerill	ROWLAND 44	44, MAYES 26	Williams	1
T 28	1.3	A (Pc	(Postponed)										20			
S Nov 1			0 -3	619	1 Allan	Trollope	Peach	Kamara*	Lewis	Carter	Miller	Cockerill	Rowland	Mayes	Williams	Rollings
	GILLINGHAM	I	0.0	4719	-		Peach	Kamara	Lewis	Stroud	Miller	Carter	Rowland	Mayes	Williams	1
00	Colchester United	4	0.1		. ~			Kamara	Lewis	Stroud	Miller	Carter	Rowland	Mayes	Williams	1
	HILIOWSTADA	7	0.0					Kamara	Rollings		Millor	Carter	Rowland	Mayes	Williams	1
- 4	Blarkood	. 4		375	. ~		Peach	Kamara	Lewis		Miller	Carter	Rowland	MAYES 66	Williams	1
200		I	3.2				Peach	KAMARA		Stroud	Miller	Carter	Rowland	MAYES	Williams	1
2000	HILLOUTA	: 1									1000					
0 0							1	(
2000	(EAC2)						Footba	Football Combination	unation							
0 1																
D 0	iii										H	7.07	10			
207		* :					NOV.	ZZ OFIE	Urient 3 3	WINGO	80 - L	Swindon I own 2 (Rideout 2)	eont 2)			
5 27	PLYMOUTHARGYLE	ı.						McA	Vister.	Sarmic	hael	Walsh, Hi	McAlister, Carmichael, Walsh, Hughes, Rollings,	nds.		
S Jan 3	7	< :						0	44	100		Did Poor	Opened Abbler Greenmood Didonit Blackler Bustell	lor Buete		
0 0								חסת	וות, אם	Jey, C	WI GGIIN	,000	יבחתר, חומה	יופוי ווחפונ		
000	TOTAL CHA	(]														
0 0							South	South Fast Counties	unties							
S Feb. 7		(4						1								
	SHEFFIELD UNITED	I							1					•		
\$ 21		<					Nov.	15 Swil	l uopu	Z UMC	(Batty	, Furley	Swindon Town 2 (Batty, Furley), Bristol Rovers 2	vers 2		
		I						Whi	thread	Bayers	tork	Bailie B	Whithread Bayerstock Bailie Batty Shaw Westlake	Westlake		
S Mar 7	Chester	4						0		Charles	2	Chout	Donous			
5 14	MILLWALL	I						SIIG	er 'Mol	'sallal	בחב	y, snort,	bristow, Jerreries, Furiey, Short, Donovari			
5 21	Charlton Athletic	4														
S 28		I					Now	22 Bras	Aford A	Curi	L appr	1 C awa	Brantford A Swindon Town 2 (Furlay Short)	Ŧ		
S Apr 4	1 Burnley	4														
S 111	COLCHESTR UNITED	I						FUE	en, wes	tlake,	Salley	, Pocock	Pullen, Westlake, Balley, Pocock, Shaw, Byrne,	ne,		
S 18	3 Plymouth Argyle	4						Bris	tow. Ba	ttv. Fi	Jrlev.	Bristow, Batty, Furley, Short, Evans.	/ans.			
M 20	NEWPORT COUNTY	I														
\$ 25		4								-					0	
S May 2	BRENTFORD	I			Ğ	alscorers Shor	whin CAPIT	ALS - figure	s denote mi	of to same	IN X AII	Goalscorers Shown in CAPITALS - figures denote minutes of goals - x After extra time		riayer represed by substitute.	L - belleity	
8	(F.A. CUP FINAL)															

t = Own goal

Swindon Permanent **Building Society** Competition

Swindon Permanent Building Society will give £100 to a Swindon Town player every 2 months.

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

For each home game, from 4th October you will award points to each player to a maximum of 20 under the following heading:

- (a) Ability
 - (i) Ball control (or handling for the goalkeeper)
 - (ii) Positional play (this will again include the goal keeper)
- (b) Effort not necessarily based on skill but proven willingness to make the club succeed
- (c) Four points will be deducted for a booking for dissent

Add together the points against each player for all home games to the 29th November, 1980. At the end of the period, you only have to submit the marks for the player to whom you have awarded the most points.

Entries must be received at SWINDON PERMANENT BUILDING SOCIETY, COMMERCIAL HOUSE, 1/2 COMMERCIAL ROAD, SWINDON BY TUESDAY THE 2nd DECEMBER, 1980 FOR THE AUTUMN

> TODAY IS THE LAST GAME OF THE AUTUMN COMPETITION - SEND IN YOUR ENTRY TO WIN £100





Exerviling keeps going right

HIRST GARAGES GROUP (Always a Winning Team)



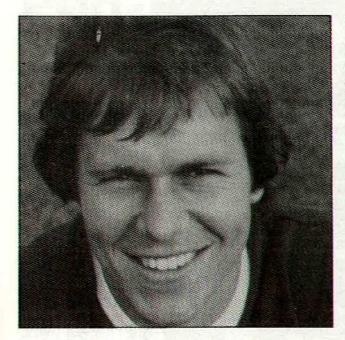
Points 5

5

10

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

Ken Stroud



Ken served his apprenticeship at the County Ground, turned professional in April 1970, and made his first League appearance against Queen's Park Rangers in September 1971.

He has now played well over 300 first-team games for the club.

Here we analyse his career to date showing his season-by-season appearances against each club. "s" denotes he played as substitute while his goals are shown in brackets.

John Ward Continued

dropped and have to play in the Reserves get away as soon as possible. You will only lose your edge." The only offers came from Fourth Division Clubs however and Andy was not prepared to make the drop. He played out the rest of the season in the Reserves in a deserted greyhound stadium.

The move to Swindon was to have been a new start but helping out by playing before he was fully recovered from an injury led to a run of bad games by the whole defence and his dramatic banishment to the transfer list by Bob Smith. No doubt he will have sought consolation as he did during his year in the wilderness at Brighton in long walks with his wife Judy, who is a civil servant, and their red setter Sophy. Already he has been partially rehabilitated by Danny Williams and John Trollope. It is difficult to think that Swindon Town has seen the last of the centre-half who was the lynch-pin of Brighton's defence in their three most successful consecutive seasons.

FOOTBALL LEAGUE

					1250	_				
	71/72	72/73	73/74			76/77	77/78	78/79	79/80	80/81
Aldershot				1	1+5(1)					
Barnsley									1	
Blackburn				1					2	
Blackpool								2	2	1
Sournemouth				142				72		
radford City				-			2			
righton					2	2	-			
								2	2	
rentford								2	4	
ris. City			2							
urniey		1								
urny					2(1)	2	1	2	2	
ambridge							1			
ardiff		2			2		200			
		•	2				1(1)	2	1	
riisie			-						-	
arlton				1	•	2141	-	-	2	
ester					2	2(1)	2	2	2	
resterfield					2	1		2	2	
olchester				1	1		1+5	2	2	1
Palace				1	1(1)	1	116			
							2	2	2	
ceter				1	2	1(1)	2	2	2	
llingham							4	4		
imsby				3	2	2			2	
titex				1(1)	2(1)					
reford				1	2		2			
ddersfield				1	16-1					
			1	200				2	2	
ıll		17				1(1)	2	2	-	
ncoin			-			42.43	2	*		
ton			1					4	-	
insfield					1	2		2	2	
d'brough		1	1							
Ilwall		367	1		1				1	
rthampton			1		-	2			111	
	-					-				
orwich	5									
ottm. For.			1							
etts. Co.			2							
cford			1			2	1	2	2	
terborough					2	2	2	2		
ymouth					15		1	1	2	
rtsmouth						2(1)	2	Te .		1
					2	2	1			15
ert Vale	200		100	1	2					
eston	1		-11	2	2	2	2			
P.R.	1									
rading						2			2	
otherham					1+5	2(1)	2	2	2 2 2	
eff. Un.					1999	-			2	
			-1		2	2	2	2	2	
eff. Wed.								2 2	*	
rewsbury					1+511	1	2(1)	4		
uthend				1	2			2	2	
nderland			1							
ansea								2		
enmere						2	1	2 2 1		
				-	2	2	2	4		
isall				5	-		*	2		
tford			114/05	1				2		
B.A.			1+=						1	
mbledon									2(1)	
exham				1	2	2 2	2			
ork				_ 1	-	2	100			
-										
		-		1515	20.2	42	36+1		43	3
	2+5	5	16+5		39+3:			-		3
				(1)	(5)	(5)	(2)		(1)	

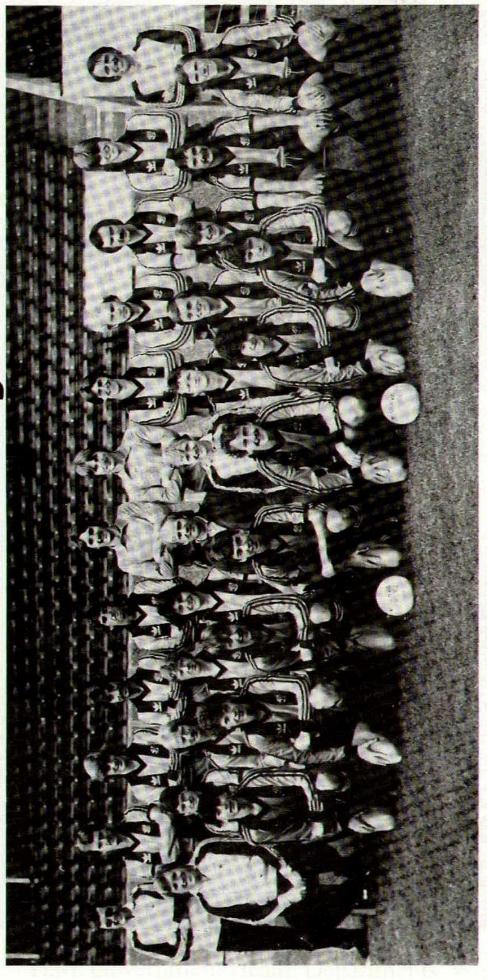
F.A. CUP

								to be seen	
	73/7	4 74/75	75/76	76/77	77/78	78/79	79/80	80/81	TOTAL
Aldershot						1			1
Boreham Woo	d				2				2
Brentford					1		1		2
Bromley				1					1
Enfield						1			1
Everton				2(1)					2(1)
Fulham				2					2
Hendon			1						1
Hitchin				2					2
Luton							1		1
March						1			•
Newport			7						2
Nottm, For.					4				:
Portymouth	2								2
	-		2						2
Totting			4				-		2
Torquay							4		-
Tottenham							2		2
Weymouth						-		1	1
				-			-	-11	
	2	-	5	7(1)	4	3	6	1	28(1)

LEAGUE CUP

	73/74	74/75	75/76	76/77	77/78	78/79	79/80	80/81	TOTAL
Arsenal							2		2
Cardiff					1				1
Chester							2		2
Chesterfield	1								1
Millwall			2(1)						2(1)
Newport	1+4		37						1+4
Northampton	1000			2(1)					2(1)
Peterboro*				-		2			2
Portsmouth					2	2	2		6
Stoke					5	2	2		2
Swansea					2				2
Wimbledon									1
West Ham							~		2
Wolves			2				4		20
Wrexham					,				
	2+1:	-	4(1)	2(1)	6	5	11	-	30+1s
									(2)

Hull City



BACK ROW (L to R) Jeff Radcliffe (Physiotherapist), Nick Deacy, Craig Norrie, Dale Roberts, Steve Richards, John Davis, Tony Norman, Ian Bennyworth, Paul Haigh, Gordon Nisbet, Rob McDonald (now abroad) Chris Chilton (reserve Team Manager)

MIDDLE ROW (L to R) Bobby Brown (Youth Development Officer/Chuef Scout), Brian Marwood, Mickey Horswill (Captain), Steve McClaren, Gary Swann, Mike Smith (Manager), Cyril Lea(Assistant Manager Coach) David Kynman, Paul Moss, Garreth Roberts, Dennis Booth, Keith Edwards.

FRONT ROW (L to R) (Apprentices) John Gummerson, Michael Davies, Andy Flounders, Andrew Hurst, David Walbank, Willie Pate, Bob McNeil.

Hull City Pen-Pictures

TONY NORMAN (Goalkeeper) Tony developed in the junior teams at Burnley and was transferred to Hull shortly before last season's transfer deadline.

GORDON NISBET (Defender) Gordon had the odd experience of opening his League with West Bromwich, against Coventry in 1969, as a goal-keeper. But when he next appeared in the senior team, it was at right-back. He went on to gain England under-23 honours as a defender and he was transferred to Hull in 1976.

DALE ROBERTS (Defender) Dale was signed from Ipswich Town for £60,000 last season and he quickly settled into the middle of the Tigers' defence. He first appeared in Ipswich's First Division side in 1975/75.

JOHN ROBERTS (Defender) John was signed from Wrexham for £17,500 a few days before the start of this season. John began his career with Swansea and moved on to Northampton in 1967. Cobblers' manager Dave Bowen recommended him to his old club, Arsenal, who signed him in 1969. While with the Gunners, John was introduced to the Welsh national team and went on to gain 22 full caps. Birmingham paid £150,000 for him in 1972 and four years later he was transferred to Wrexham for £30,000.

BOBBY McNEIL (Defender) One of several youngsters drafted into the side this season, Bobby made his League debut at Blackpool in September. He is 17 years of age.

STEVE RICHARDS (Defender) Steve made his League bow at Exeter last March. He had to wait until this season before being recalled at centreback.

MICKY HORSWILL (Defender/Midfield) Micky started his career with Sunderland and he was a member of their astonishing F.A. Cup winning team of 1973. He later moved to Manchester City for £100,000 and to Plymouth for £30,000 in 1975. Hull signed him three years later.

DENNIS BOOTH (Midfield) The experienced
Dennis was signed from Watford this summer. He
opened his League career with Charlton back in
1966/67 and made almost a hundred senior
appearances for The Valley club before moving
on to Blackpool in 1971. He remained at Bloomfield Road for only a few weeks, however, and
then signed for Southend United. Dennis then

went to Lincoln in 1973/74 and he remained a first-teamer at Sincil Bank for almost four years before moving on to Watford.

GARETH ROBERTS (Midfield) Gareth is another Hull discovery. He got his chance in the Tigers' senior team two seasons ago.

NICK DEACY (Forward) Nick made his name on the continent after failing to make much of an early impression in this country. He joined Hereford from Merthyr and made his League debut in 1974/75. He also spent a loan spell with Workington but at the end of that season he was sold to Dutch club PSV Eindhoven for £20,000. While with PSV he gained 12 Welsh international caps and it was in the Welsh squad that manager Mike Smith first came into contact with him. Nick had moved on to Vitesse Arnhem but Hull signed him for £93,600 last season.

PAUL MOSS (Midfield) Paul spent his early years with Wolves but his first-team prospects didn't look too bright. He readily agreed to sign for Hull in a £35,000 deal last season.

STEVE McCLAREN (Midfield) Steve is another reserve who broke into the senior reckoning this season and we might well see him in action today.

BRIAN HARWOOD (Midfield) Brian was one of the youngsters introduced to the senior team by Mr. Smith towards the end of last season. He did well enough to hold his place for a while.

KEITH EDWARDS (Forward) Keith has been Hull's top scorer in both his seasons with the club since his £60,000 transfer from Sheffield United. He struck 25 goals in 1978/79 and added 20 more last term. Now he's out to complete this hat-trick as he leads again with eight. After being given his senior chance by Sheffield United in 1975/76, he earned a regular place the following season and topped the Blades' marksmen with 18 goals.

CRAIG NORRIS (Forward) Another of Hull's younger players, Craig made a brief League appearance two seasons ago and hit his first senior goal at Wimbledon last April.

GARY SWANN (Forward) Gary has been drafted into the team this season and has already scored a couple of goals for the Tigers.

From the Secretary

Firstly I would like to wish Fred Thorne very many happy returns of the day, and for those of you who haven't the pleasure of knowing Fred perhaps I can introduce you to him. He is the gateman wearing a tribly hat who mans the yellow turnstile admitting season ticket holders to the North Stand. What is so remarkable about that you may well ask. Fred is 88 today!

Bearing in mind the effect the recession is having upon the fortunes of many of our supporters and upon the club itself, we are introducing various innovations which we hope will help those most affected.

From our next home match one turnstile will be allocated to admit the unemployed to the terraces at a reduced admission charge of £1.00 instead of the usual £1.50. Of course, all those taking advantage of this concession will need to produce proof of unemployment for obvious reasons.

We are also introducing a family ticket to the stands for League matches only, whereby families purchasing seats for our games will receive a discount of 25% upon the total admission charge. To qualify for this concession the family must consist of at least mother, father and at least one child. The arithmatic of this is illustrated as follows:- 2 adults @ £2.50, 1 child @ £1.60, total charge £6.60 less 25% or £1.60 charge = £5.00. In effect, the child enters free.

In order to reduce floodlight costs we also intend commencing our Saturday Reserve games at 2.00 p.m. instead of 3.00 p.m. and this new time will commence on Saturday, 13 December 1980 when we play Leicester City.

When the 'freedom-of-contract' was first introduced, I wrote in the programme that many players would regret the day that their union

DIVISION THREE LEAGUE TABLE

fought for those improvements, I forecast that the agreement was a short cut to unemployment for many FPA members and many people accused me of pessimism. Time has proved me right. Already clubs have launched a massive mid-season sale in a desperate bid to reduce their wage bills and it is certain that in excess of 200 players will sign on the dole at the end of this critical season. What has brought the game to this situation? Nothing less than the greed of those players who want to take more out of the game than is coming in and the weakness of those who have given in to their excessive demands. I will make a further forecast that very many players who are hoping to 'sell' themselves to the highest bidder at the end of the season when their contracts expire, will find that those bidders will not be in evidence. With an estimated 500 players who will be given free transfers in May desperate to fill vacant positions the whole situation is going to be chaotic and many bitterly disappointed players are going to become casualties of the system which was introduced for their benefit.

Half price season tickets are now on sale at the following prices:- North Stand £23.50, South Stand £21.50, Ground Covered £14,00, Uncovered £12.00. At the same time last year some 2,000 supporters took advantage of this offer, thus guaranteeing their tickets for the big cup games to come and, of course, we are still in the F.A. Cup Competition. I would draw your attention to the fact that season ticket holders have free admission to all Reserve Games and, of course, if you take advantage of the above mentioned prices you will save 36 pence on each match day price in the Stands and 23 pence on the Terraces.

Thank you for your continued support and will you kindly note that tickets for the F.A. Cup Tie at Wimbledon are now on sale, price £2.00 each.

											MIN	e. Dest	
	P	W	D	L	FA	W	D	L	F-A	Pts.	Home	Lge Gates	TOP GOALSCORER (Lge. L Cup, FAC)
Charlton A	21	9	0	1	22- 6	5	3	3	15-11	31	5560	7338	Derek Hales 15 (12, 2, 1)
Chesterfield	21	8	1	1	19-8	4	3	4	17-12	28	7967	15992	Alan Birch 12 (12, 0, 0)
Barnsley	21		2	2	19- 6	4	4	2	15-13	28	10878	17478	Ronnie Glavin 13 (8, 5, 0)
Rotherham U	22	7	4	0	20- 4	2	5	4	9-13	27	6917	11093	Ronnie Moore 13 (11, 0, 2)
Huddersfield T	22	7	3	1	16- 4	3	3	5	13-11	26	10400	15741	Steve Kindon 13 (12, 1, 0)
Burnley	21	6	3	1	17. 6	3	5	3	10-10	26	6412	9691	Steve Taylor 8 (8, 0, 0)
Portsmouth	20	8	0	3	16-11	5	0	4	11- 9	26	14584	16971	David Gregory 11 (9, 2, 0)
Plymouth A	22		2	3	19-12	2	6	3	10-10	24	8302	19798	David Kemp 17 (15, 1, 1)
Sheffield U.	22	7	3	1	21. 7	2	1	8	15-18	22	13328	18390	Bob Hatton 8 (7, 1, 0)
Exeter C	21	4	3	3	16-14	5	1	5	18-16	22	4368	5300	Tony Kellow 19 (15, 2, 2)
Reading	20	7	1	2	20-10	2	2	6	10-19	21	5426	7429	Pat Earles 7 (5, 1, 1). Neil Webb 7 (7,0,0)
Brentford	22	2	3	6	12-15	6	2	3	16.12	21	7278	11600	Tony Funnell 8 (6, 0, 2)
Walsall	22	4	4	3	22-21	3	3	5	8-13	21	4265	5738	Alan Buckley 7 (5, 1, 1)
Chester	20	6	1	3	11. 7	2	3	5	4- 9		2830		Trevor Phillips 5 (5, 0, 0)
Colchester U.	22	5	6	0	17- 9	1	2	8	5-20	20	2371		Trevor Lee 7 (6, 0, 1)
Blackpool	21	2	4	4	12-17	4	3	4	14-17		7061	10427	Colin Morris 13 (9, 3, 1)
Gillingham	22	4	5	2	13-12	1	4	6	9-21	19	4776		Ken Price 7 (5, 1, 1)
Newport Co.	19	5	1	4	15-12	3	1	5	14-16		6266		Tommy Tynan 7 (5,2,0), Keith Oakes 7 (7,0,0)
Fulham	22	2	. 5	4	7-13	3	2	6	16-18		4336		Gordon Davies 10 (8, 1, 1)
Oxford U.	22	1	4	6	6-15	4	3	4	10-10		3686		Kevin Brock 6 (5, 1, 0)
Millwall	21	6	3	2	16-10	0	1	9	5-26		3962		Nick Chatterton 7 (6, 0, 1)
Carlisle U	21	2	4	4	13-21	2	3	6	13-22	15	3590	5248	Gordon Staniforth 7 (7, 0, 0)
SWINDON TOWN	21	3	2	6	10-18	1	3	6	7-18	13	6268	8164	ALAN MAYES 11 (7, 3, 1)
Hull C	22	3	3	5	10-12	0	4	7	6-25	13	4185	6978	Keith Edwards B (6, 0, 2)

Town through time

Centre forwards

PART FIVE by paul plowman



The situation in Europe deprived Swindon of the assistance of new goalscoring hero Dave Rogers for 1914-15. However, a bright young star for the future was unearthed with the signing of Bertie Denver from West Ham who, despite playing out of his customary position on the right flank, scored three times within four days on his introduction to the League side in September 1914. Born almost on the doorstep of Upton Park, at Plaistow, Bertie had shone for the Hammers as a schoolboy and had impressed against the Town at that level some years earlier. He proved to be one of Swindon's finest captures, making nearly 350 League appearances at outside-right before joining Evesham in 1931. The Great War dealt the Town a savage blow when centre-forward Freddy Wheatcroft (scorer of almost a hundred League goals) failed to return from the battles in France. League football was held in abeyance until August 1919. by which time the vacancy left by Freddy's tragic loss had been filled by GEORGE TRAVERS. Travers was the eternal wanderer and had almost as many clubs as Jack Nicklaus! His League career started back in 1908-09 with a solitary appearance for Birmingham (the place of his birth) but before that season had ended he had moved across the city to assist Villa. He came south to sign for Queens Park Rangers in the summer of 1909 and then had a few months with Leicester Fosse before giving Barnsley the benefit of his services for the longest stay during his travels - some three years. George moved on to Manchester United early in 1914 and it was from there that he came to link with the Town. In 1920 he was off again to tie up briefly with Millwall and had spells with Norwich and Gillingham before finally calling it a day in 1922. DAVE ROGERS returned to lead the Town attack in October 1919 and finished the season as top scorer with 15 goals to Travers' twelve. Dave did enough to impress the national selectors as he toured South Africa with a F.A. representative side in the 1920 close season. Also appearing in the centre-forward berth during 1919-20, just three times, was Jesse Warren who was still living in Swindon in 1980.

As the Town came under the umbrella of the Football League in August 1920 it was Rogers who led the onslaught in the very first Third Division game at the County Ground - and he

was the only member of the forward line not to score in that now historic 9-1 defeat of Luton. Bertie Denyer reappeared in the centre on a dozen or more occasions and centre-half SAMMY SIMMS also 'weighed in' once or twice - an apt portrayal of a rotund figure standing less than five feet nine in his stockinged feet. Lancashire-born Simms was yet another to have had two spells with Swindon, having originally come here from Everton in 1913.

During 1921-22 the leadership of the front line was shared by three Geordies, with Dave Rogers being guite successfully converted to wing-half. TOM PHILLIPSON (Newcastle) and BOB COOKE (Sunderland) were both close-season signings and the trio was completed by the diminutive ARTHUR METCALF. He stood just five feet five inches. Now at the veteran stage, Metcalf was a survivor from Liverpool's beaten Cup Final side of 1914 and had arrived via Stockport towards the end of 1920. He later turned out for two League clubs neither of which is now in existence, Accrington Stanley and Aberdare Athletic. Tom Phillipson claimed the prize for top goalscorer that term and he and Cooke were again prominent throughout 1922-23. A local discovery, CYRIL DANIEL, got among the goals on his call-up at centreforward in September 1923 and his tally of twelve was bettered only by inside-left Jack Johnson. A few months later Phillipson moved on to greener pastures at Wolverhampton where he was to settle and become a civic celebrity as Mayor. To be continued

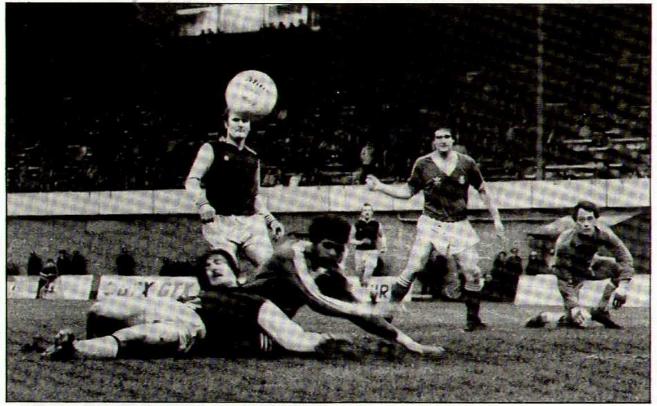


Tom Phillipson

Picture



Alan Mayes heads just wide against Weymouth, with colleagues Brian Williams (No 11) and Roy Carter close by.



Chris Kamara is brought down in the Weymouth penalty area but is awarded nothing — until his third-goal winner last Saturday.

Parade



Acrobatic Weymouth defenders challenge Andy Rowland (No 9) during last Saturday's FA Cup win.



Russell Lewis, scorer of the Town's second goal last Saturday, is just wide with this header against Weymouth.

ITEMS ON SALE IN

Souvenir Shop

Pens:	Shaefer Pens Shaefer Ball Point	£1.80p £1.30p	Bob Hats Wristbands	£1.25p £1.00p
	Red & White Telestar	25p	Lapel Badges	40 p & 55p
	Teak (six sided, square e	nd) 75p	Letter Rack	£1.50p
	Lisbon (six sided, round		Tea Pot Stands	
	Papermate	£1.50p	Patches	£1.60p 45p & 50p
	Silver (with badge)	£1.00p	Leather Comb and Case	
Pencils		06p	'Fold In' Comb and Case	40p
Key Fobs:	Leather with medallion	50p		90p
	With tape measure	90p	Watch Straps Dart Cases	50p
	Stainless steel	60p		55p
	With badge and St. Chris		Season Ticket Cases	45p
	Attachments. (Bottle op		Football Figures	£2.40p
	Nail clippers)	add 32p	Waving Hands	65p
	real clippers/	95p	Necklet with Badge and St. C	
Key Case			Car Defroster	35p
Scarves:	Bar	£1.50p	Book Markers	30p
	University	£1.80p	Diaries	45p
	Named	£1.75p	Securikey	45p
	Satin	£1.20p	Rings	55p
Mugs		£1.00p	Playing Cards	£1.10p
Tankards		£1.40p	Beaney Hats	£1.00p
Ashtrays	Oval	£1.20p	Panelled Caps	£1.50p
ALL STATE OF THE S	Round	95p	Photographs - Individual pla	
Pennants	f	1.00 & 50p	Team	65p
Bracelets &		70p	Calendars	45p
			Football Boot Money Boxes	£1.35p



Swindon Town Football Club

SAVINGS SCHEME

Stamps



Stamps

ON SALE NOW

which can be exchanged when purchasing your SEASON TICKET or items from our SHOPS

From the Commercial Office!!!

GOOD AFTERNOON LADIES AND GENTLEMEN.

No doubt all Swindon Town Supporters are hoping for a good win today and we wish the team the best of luck.

We, here in the Commercial Office, are of course in the front line when we speak of winning and luck. That is our day to day business. We pay, in the course of a normal week, around £4,000 in prize money to those with the luck to win.

Luck however, is not all that is required to win. The Town players will have to work hard to gain their win, and someone has to work hard for us in the Commercial Office to pay the £4,000 prize money.

I am, of course, referring to our many agents who week after week sell our competition tickets in all winds and weather. To me they are very much like the midfield of a football team, they can work a whole season without bringing

the fans to their feet with a glorious save or a blistering shot that hit the back of the net, but their effort is nonetheless as great, and their contribution to the club is just as important.

So it is with our agents. Their contribution in these times of inflation and recession is vital to the Town. They are, in fact, a part of Swindon Town Football Club. So this afternoon, a special cheer for them, they have already played their part towards our hoped for win.

To you, the reader, I say "Why not join them? Why not be a part of the club instead of just an onlooker?" If you in your office, shop or factory do not see our tickets (hope you have got yours at the match today) then why not phone the Commercial Office, Swindon 42984, and we will give you details without obligation.

Thanks in anticipation,

Eric Moore - Commercial Office



Soccer Scene

A crowd of 7,485 saw Fulham score a good 2-1 away win over Reading in the F.A. Cup last Saturday. Twenty-four hours later a total of 12,583 watched Fulham Rugby Club defeat fancied Leeds 9-3 in the first round of the John Player Trophy. That's the largest crowd ever to watch a rugger game in that competition.

The biggest attendance at any of last Saturday's 40 F.A. Cup ties was 10,897 for the local derby between Blackpool and Fleetwood.

What conclusions can we draw from these facts? Some people, particularly in West London, are saying that if football clubs cut their outgoings on soccer, and followed Fulham's example by playing Rugby League on a Sunday, club's finances would noticeably improve.

Because most Rugby League players are parttimes, Fulham actually need only about an average 4,000 crowd to make a profit on that sport. That's the sort of attendance they are currently drawing at Craven Cottage for soccer. In fact, Fulham's largest soccer crowd this season was 4,940 for the visit of Blackpool in September.

Yet Fulham are reported to need crowds in excess of 20,000 to make a profit on soccer.

It is perhaps too early to draw any rigid conclusions. After all, Rugby League is completely new in London. It's a sport millions have watched on television and just a small proportion have gone along to Fulham for the novelty value.

Fulham, at the moment, have absolutely no competition. Their closest rival Rugby League club is some 200 miles away.

Also the club has enjoyed phenomenal success and so far has been beaten only once this season.

Good luck to the club for being so enterprising. But it must be said that they have had everything going for them so far. They are pressing strongly for promotion to the first division of the Rugby League.

Had they suffered a string of early defeats, gates would soon have slumped. And if, and when, they find they have rival clubs around them in London they could find themselves in the same sort of rat race that their soccer club has been involved in for years.

Portsmouth appear to have decided that they will enter the Rugby League next season. If others, closer to London follow, Fulham could find it more difficult to survive.

In the end it comes down to the old story. The successful clubs will thrive whilst the others will struggle.

Whilst Rugby League might provide short-term profits for a few soccer clubs who introduce it to Southern audiences, few will enjoy the success that Fulham have. And, while Rugby League would provide an additional source of income streadily, it should not be beyond the intelligence of clubs to put their soccer finances in order.

Fulham did their homework and decided they could expect to draw 4,000 crowds for rugby and make a profit. Why don't they undertake the same exercise for soccer?

It would work in reverse. Fulham know they can only expect average crowds around 4,000. From this they can assess their expected revenue and budget from that point. If it means they will have to revert to part-time footballers, then so be it.

We have seen repeatedly over the years that the most expensive teams (by virtue of transfer value) and those paid the highest salaries are not necessarily the best teams. Character and determination, plus ingenuity, comes into it.

Thus last season Harlow Town, whose wage bill is peanuts, beat Southend United and Leicester and went within a whisker of knocking out Watford. It could not be argued that it was a onceoff effort with Harlow because they replayed with both Southend and Leicester and produced their top form once again in the Watford tie.

A comparison of the salaries paid by then Second Division sides Leicester and Watford, and Third Division Southend, with that of Harlow's expenditure on players would be quite ridiculous.

For High Class Central Heating, Plumbing Painting and Decorating

Electrical Installations and Repairs

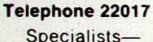
NORTH WILTS

Sanitary and Heating Co. Ltd.

NEWPORT STREET, SWINDON

Telephone: 35373





Birthday Cakes: Wedding Cakes: Dairy Cream

Pastries : Crusty Bread : Buns : Rolls : Sponges

RIMES OF SWINDON

INTERNATIONAL TRAVEL AGENTS

LUXURY COACH HIRE

FOOTBALL EXCURSIONS

Dep. from County Ground

Saturday

6th December

Brentford

1230

£2.50

Friday

26th December

Newport County

1700

£

(The fare for Newport will depend on whether the Boxing Day K.O. is a.m. or p.m.)

All starting from County Ground Car Park.

SERVICE DIRECT TO THE GROUND

Book now at

102, Commercial Road. Swindon Telephone 27113

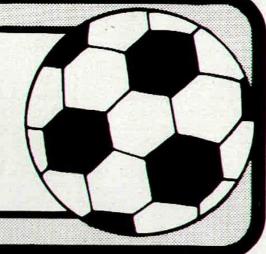
or

65a Cricklade Street. Cirencester. Telephone 3479

or any Rimes Booking Agents

Ball Donor

Hampton Garage (Tetbury) Ltd. Fiat Retail Dealers for the Tetbury & Malmesbury Area



Saturday November 291980

SWINDON	HULL CITY
1 ALLAN	NORMAN 1
2 Roy WALSH	Gordon 2 NISBET 2
3 David 3 PEACH	Mickey 3
4 Chris	Iohn 4
S regard	Dale 5
6 STROUD ROLEX 3	Brian 6
7 MILLER SWINDON EST 1848	Garreth 7
8 CARTER	Steve 8
9 Andy ROWLAND	Nick 9
Alan	EDWARDS 10
Brian	Craig 4 4
11 WILLIAMS 12 Roy GREENWOOD	NORRIE 11 Billy 12
	WHITEHURST 12
Linesmen: Red Flag: Mr. J.D. RAYMOND, Andover, Hants, Ye	
REFEREE: Key of the B	B Burnley v Gillingham
MICHAEL DIMBLEBEE (Stevenage)	C Charlton v Chesterfield
Began referening in 1963 in Northamptonshire and progressed to the United Counties League.	D Colchester v Oxford Utd. E Exeter v Cartisle
Moved to Stevenege in 1973 and continued via	F Huddersfield v Brentford
the Southern League to the Football League List.	G Millwall v Plymouth
Officiated as linesman in 1977 F.A. Trophy Final	H Portsmouth v Chester
and refereed an F.A. Vase quarter-final match and a Southern League Championship match in	I Reading v Blackpool
1978.	J Rotherham v Newport K Walsall v Sheffield Utd.
	L Aston Villa v Arsenal
Married, with two daughters, he is a cartographic	M Coventry City v Nottm. Forest
surveyor making Ordnance Survey maps. Plays	N Crystal Palace v Manchester City
most sports particularly cricket, table-tennis, squash and golf. Is involved with training of	O Everton v Birmingham
squasii and goil. 15 myored with daming or	P Ipswich v Middlesbrough

Leeds v Brighton

Sunderland v Liverpool

Manchester Utd. v Southampton

Tottenham H. v West Brom, Alb.

Designed and printed by EJW Colour Print Limited

referees and in teaching Laws of the Game to

candidates taking F.A. coaching courses.