

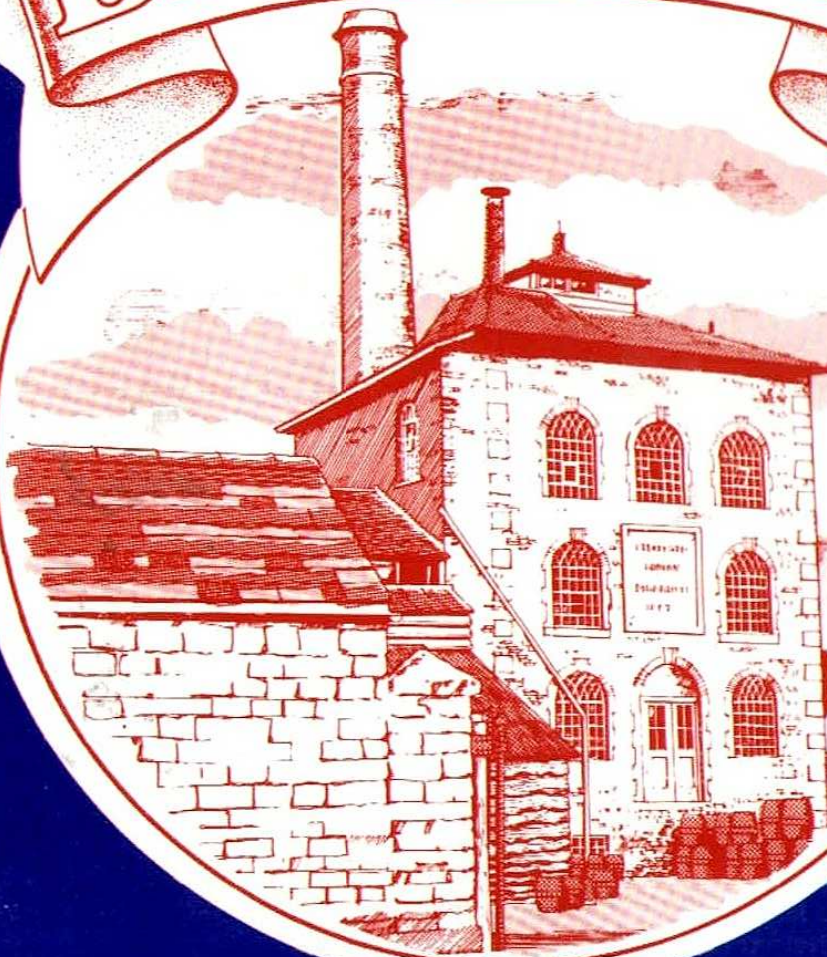
Swindon Town Football Club



SUTTON UNITED

at the County Ground, Swindon Saturday, 12th December
Kick-off 3:00p.m. Official Match Magazine 35p

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Talk of the Town by the Chairman

Today we welcome new opponents in Sutton United, members of the Isthmian League. This League has set a high standard of play for their members and figure high in the Football Association's pyramid plan for the future of such leagues.

Cup ties always bring an added excitement to games, and I am sure that today's match will be no exception. Our last home game, being a local derby, also generated this atmosphere which was unfortunately spoilt by an unruly element. As our supporters saw for themselves we were able to contain this within a caged section and fortunately for the game in general, in our league, this is a once off happening and we can only hope that the powers to be will punish these offenders sufficiently hard to keep them away from football grounds in the future.

I attended a football gathering of clubs in our group this week where the subject of survival was high on the list. Football, like so many commercial activities of today, is finding that the present economic depression is affecting the attendances, and this alongside many other reasons is making it extremely difficult for some clubs to exist from week to week.

To me, it is imperative that to run a football club on the lines that we feel necessary to keep a standard to which we have been used to, we have to make the game more attractive to our supporters. I am sure that to do this, we have to create more goalmouth incidents and to keep the game flowing as much as possible. We have a seminar in February when all clubs meet for a couple of days and this subject will be high on the agenda.

I feel, as I know so many clubs do, that we must change the present off-side rule which allows the game to be stopped just over the half-way line. This, of course, is a Football Association matter tied up with the ruling bodies of International Competitions.

Surely the importance of improving the attractiveness of the game to our supporters is more vital to the survival of the leagues than even our International status which I am sure would not be allowed to be affected.

When I say change the offside rule, I really mean that the same rule will operate in a smaller area. One of the controversial interpretations of this rule is deciding whether the offending player is interfering with play. An instruction was issued that linesmen should not raise their flag when a player was in an offside position unless, in his opinion, that person was interfering with the play. With a proposed line drawn across the pitch, either the extension of the eighteen yard area or as other suggestions of thirty-five or forty yards from the dead line, anyone found in an offside position in either of these areas would almost certainly be interfering with play and therefore making the referee and linesmen's job so much easier.

Our other National sporting game of cricket was not afraid to alter their rules to make the game more attractive to the spectator, and they have proved beyond all doubt that it has given the game a new lease of life.

Ken Beamish is getting results with his Football Combination side and by all accounts they were unlucky to lose by the odd goal at Ipswich last week. Don Rogers who looks after the youngest of our teams often loses some of his best players to Ken, but Don is a great believer in youth and continues to bring promising boys into his side. On Saturday last, in defeating Bristol Rovers under seventeen team 3-1, he played one or two fifteen year olds, including the younger brother of Martin Blackler who was in the team at Ipswich.

Hoping that you can and do enjoy your game today in the comfort of a well behaved crowd and thank you for your support.

Unfortunately last Saturday's game will probably be remembered more for the off-the-pitch activities than for the game itself. I feel too much publicity has already been given to the disturbances, and the least said the better. This kind of behaviour not only damages the reputation of the Club, but brings much wider penalties and we certainly do not want our club faced with severe disciplinary action by the Football Association.

Having made three team changes from choice, and the fourth being brought about by Charlie Henry becoming ill overnight on Friday, I am sure that those of you who attended the game were as pleased as I was with the attitude of all of the players, and it was unlucky that we didn't get the right result to justify their efforts. The urgency and attitude shown by the team was

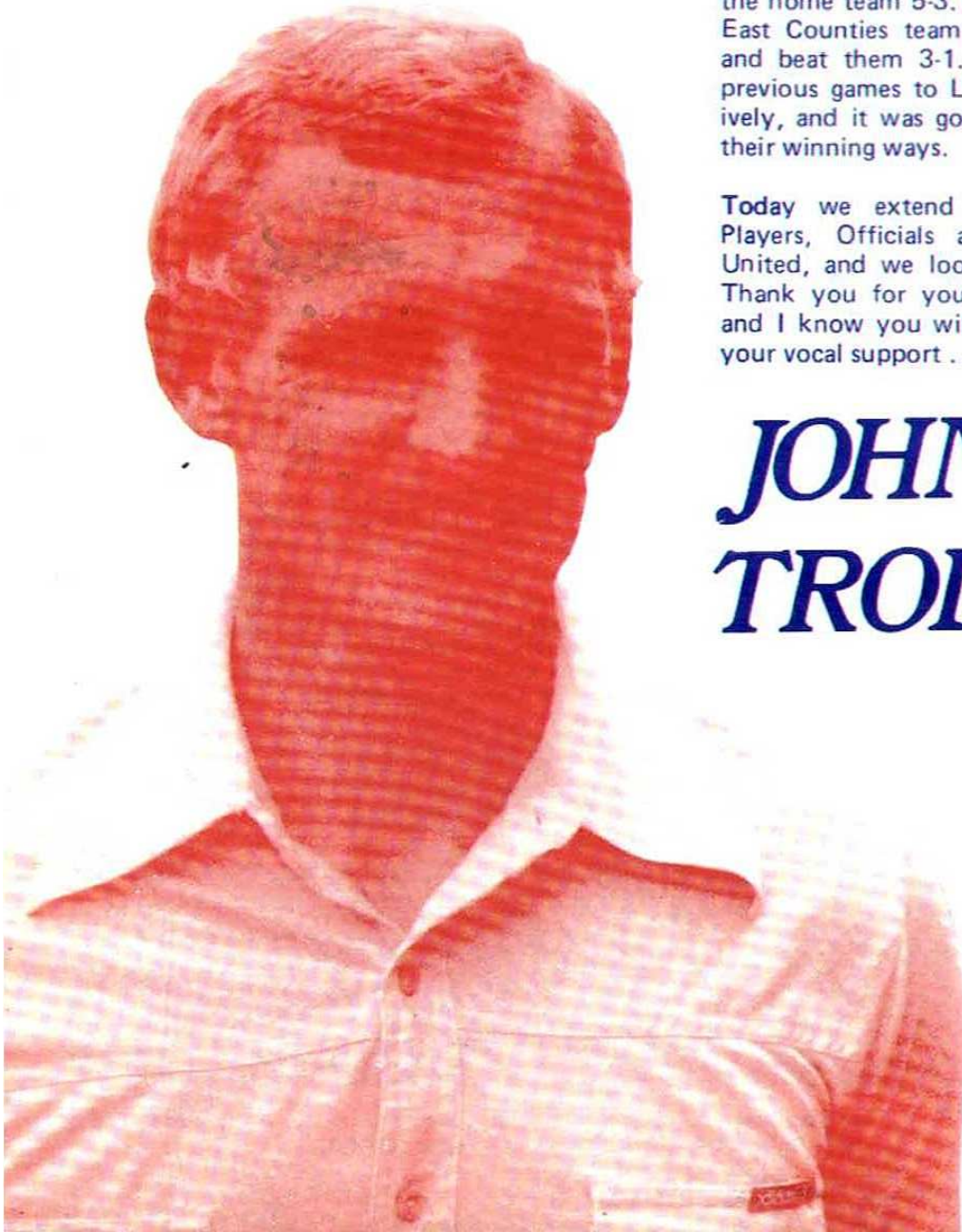
noticeable, as many people have remarked to me, and the players must know by now that unless they can show me this one hundred percent dedication, they will not be selected for the team. We had far more of the game than City and although the chances were few, most of them came our way and it was a great pity that our finishing let us down otherwise I feel sure we would have been back on the winning trail. We must now work on improving our finishing and we will get the right result, and steadily work our way back up the league table.

The Reserves travelled to Ipswich last Saturday and were unluckily defeated 2-1 by a strong Ipswich side. Ken came back praising the team for their efforts, our younger players in particular. I feel it won't be too long before some of these youngsters will be making their first team debut - hopefully before the end of this season.

Don's Midland Youth side went to Peterborough last Thursday and obtained a good result beating the home team 5-3. On Saturday last, the South East Counties team travelled to Bristol Rovers and beat them 3-1. Both teams had lost their previous games to Luton and Brentford respectively, and it was good to see them get back to their winning ways.

Today we extend a warm welcome to the Players, Officials and Supporters of Sutton United, and we look forward to a good game. Thank you for your attendance this afternoon and I know you will get behind our team with your vocal support . . .

**JOHN
TROLLOPE**





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SUTTON

DAVE COLLYER, Goalkeeper. Signed from Staines in a straight swap for near-namesake Rick Collier in December 1977. He has not missed a game since - a club record of over 250 consecutive games. Also spent five seasons with Woking and shorter spells with Dagenham and Kingston, and has numerous representative honours.

RICK COLLIER, Goalkeeper. Having made the above-mentioned switch to Staines, Rick rejoined United early this season as reserve 'keeper but with his considerable talent and experience will undoubtedly be mounting a challenge for the first team slot. A tall, brave 'keeper, he made nearly 150 senior appearances over four seasons in his first spell at Sutton and has also played for Redhill, Crawley Town and Horsham.

JOHN COOPER, Defender. Signed from Woking in the close season but better known for his long-service to Leatherhead, which included a Wembley appearance in the FA Trophy final in 1978 and a key part in all their famous FA Cup exploits. Representative honours include FA sides, Middlesex Wanderers, Surrey and the Berger Isthmian League.

BOBBY GREEN, Defender. Specialist left-side defender signed from near-neighbours Tooting in September 1979. Tooting was Bobby's only previous senior club and his 7 years there included a lengthy spell as captain. A member of the England Semi-Pro side which competed in Italy in 1977, he has also represented Middlesex Wanderers, Surrey and the Berger Isthmian League. A member of Tooting's side when they beat Swindon in 1976 - I believe he put through his own goal to give Swindon the equaliser in the replay.

JOHN RAINS, Defender and Captain. Deservedly took over as captain at the start of last season, following the promotion of Larry Pritchard. One of the most respected defenders in the League, he never gives less than 100% effort - and likes coming up to score, too, as demonstrated by his 60-plus goals in 400 appearances. Formerly a Fulham junior, he joined Sutton from Bromley in 1974.

TONY RAINS, Defender. John's younger brother Tony has come up through Sutton's youth and reserve sides to join him in a very dependable partnership at the heart of the defence. He first joined United at 15 then went to Fulham as an apprentice - but was surprisingly released by them in 1978 and gratefully snapped up again.

STEVE ROGERS, Defender/Midfield. Lost his established right-back role to John Cooper early this season, but has shown a characterful fight-back to win a place in midfield. Signed in November 1979 from Dulwich Hamlet, with whom he had spent over 7 years, latterly as captain, and was previously on Chelsea's books as an amateur. His tremendously powerful shot makes him the natural penalty taker of the side. Representative honours for the FA and Berger Isthmian League.

KEITH WALDON, Midfield. A solid central midfielder man who twice in his career has bounced back from serious injury to win a first team place. On Millwall's books from 1965 to 1971, he first joined Sutton in 1974 as a defender. Now has the added role of Sutton's youth team manager.

MICKY STEPHENS, Midfield. An attacking midfielder, Micky is a former Surrey Youth cap and has graduated to the first team through youth and reserve levels; though still only 21, he has played well over 100 senior games.

LARRY PRITCHARD, Midfield and Assistant Manager. One of the best-known players in the non-League game, Larry is now 38 but has lost none of the irrepressible energy and talent that have won him almost every honour available including three League championship medals, 48 England amateur caps and 4 Wembley appearances. He began his senior career with Epsom & Ewell 20 years and more than 1100 games ago, and since 1965 has made a club record of nearly 700 appearances in Sutton colours, sandwiching a very successful four-year spell at Wycombe Wanderers. Promoted to assistant manager last season and awarded Sutton's first ever testimonial year.

UNITED



MARK GOLLEY, Defender/Midfield. Very promising 19 year-old who has graduated from Sutton's youth team, and has shown great versatility and talent in nearly 50 appearances at first-team level. Formerly on Crystal Palace's books, he is a powerfully-built six-footer.

BARRIE WILLIAMS, Manager. Although cherishing no ambitions of management when he joined Sutton in 1977 as assistant to Keith Blunt, Barrie took his chance when Blunt was appointed to Malmo at the end of that season and has subsequently become one of the most respected and popular personalities of the non-League game. An FA Staff Coach, he has also managed FA teams on several occasions and is this season's manager of the Berger Isthmian League representative side. His playing career was with Dartford, Corinthian Casuals and Cirencester, following which he coached at Barking and Bexley United and for a short spell managed Ilford.

JOHN McCOMBE, Forward. A strong, battling front runner released by Enfield at the end of last season as his job did not allow the time commitment needed for Alliance League-football; Sutton beat several other top Isthmian clubs for his signature. Originally brought to Enfield in 1979 by Andy McDermid - now manager at Billericay Town - who discovered him playing in the obscurity of the Essex Olympian League with Rayleigh.

RAY SUNNUCKS, Forward. Specialist winger, equally adept on either-flank, signed from Croydon last season; he has long-standing Sutton connections, however, in that his father Alan played for U's in the late 1950's, scoring their winning goal in the 1958 London Senior Cup final. A very promising prospect at only 20, Ray also has a talented younger brother, Andy, in Sutton's youth and reserve team defence.

MARK JONAS, Forward. Another product of the youth team, Mark is currently leading scorer in Sutton's successful reserve side and has recently been given his first-team debut. The son of United's team secretary, he has also played as a junior for Fulham and has numerous youth representative honours.

MICKY JOYCE, Forward. Lightly-built but fast and tricky player who was discovered in local football and graduated to a regular first-team place in 1979; he really came to the fore last season, however, when he hit 36 goals but tragically, and crucially, missed the FA Trophy final through injury. This season he is again finding the net abundantly and has recently turned down an offer to turn pro with Wimbledon.

FIRST TEAM STATISTICS

Date	Opponents	Result	Gate 1	2	3	4	5	6	7	8	9	10	11	Sub (if used)
1981														
Sat. Aug.	29 Wimbleton	H 4-1	5632	Allan	Henry	Williams	Hughes 1	Lewis Graham 1	Carter 1P	Emmanuel	Rowland	Greenwood 1	Moores	—
Tues. Sept.	1 Wrexham LC 1 (1)	A 2-3	2068	Allan	Henry	Williams	Hughes	Lewis Graham	Carter 1P	Emmanuel	Rowland	Greenwood*	Moores	Baddley†
Sat. Sept.	5 Chester	A 0-0	1949	Allan	Henry	Williams	Hughes	Lewis Graham	Abbley	Emmanuel	Rowland	Rideout	Carter	—
Sat. Sept.	12 Preston North End	H 4-0	5695	Allan	Henry	Williams	Hughes	Lewis Graham	Abbley	Emmanuel	Rowland 2	Rideout	Carter 2	—
Tues. Sept.	15 Wrexham LC 1 (2)	H 0-2	6776	Allan	Henry	Williams	Hughes	Lewis Graham	Carter	Emmanuel	Rowland	Rideout	Moores*	Pritchard
Sat. Sept.	19 Exeter City	A 2-1	4372	Allan	Henry	Baddley	Hughes	Lewis Graham	Carter 1	Emmanuel	Rowland	Greenwood	Williams 1	—
Mon. Sept.	21 Southend Utd	A 0-0	4864	Allan	Henry	Baddley	Hughes	Lewis Graham	Carter	Emmanuel	Rowland	Greenwood	Williams	—
Sat. Sept.	26 Reading	H 0-2	9316	Allan	Henry	Baddley	Hughes 1	Lewis Graham	Carter	Emmanuel	Rowland	Greenwood	Abbley	Pritchard
Tues. Sept.	29 Chesterfield	H 1-2	5365	Allan	Henry	Baddley*	Hughes	Lewis Graham	Carter	Williams	Rowland	Greenwood 1	Abbley	—
Sat. Oct.	3 Burnley	A 2-0	3377	Allan	Henry	Peach	Hughes	Lewis Graham	Carter	Emmanuel	Rowland 1	Greenwood*	Williams	Rideout 1
Sat. Oct.	10 Carlisle Utd	H 2-1	5265	Allan	Henry	1 Peach	Hughes	Lewis Graham	Carter	Emmanuel	Rowland	Greenwood 1	Williams	—
Sat. Oct.	17 Bristol Rovers	A 4-1	8779	Allan	Henry	1 Peach	Hughes	Lewis Graham	Carter	Emmanuel	Rowland 2	Rideout 1	Williams	—
Tues. Oct.	20 Walsall	A 0-5	6010	Allan	Henry	Peach	Hughes	Lewis Graham	Carter	Emmanuel	Rowland	Rideout	Williams 1	—
Sat. Oct.	24 Doncaster Rovers	H 2-2	6750	Allan	Henry	Peach*	Hughes	Lewis Graham	Carter	Emmanuel	Rowland	Rideout	Williams	—
Sat. Oct.	31 Gillingham	A 0-1	8410	Allan	Henry	Peach	Hughes	Lewis Graham	Carter 1	Emmanuel	Rowland	Rideout	Williams	—
Tues. Nov.	3 Brentford	H 0-3	6369	Allan	Henry	Peach	Hughes	Lewis Graham	Carter	Emmanuel	Rowland	Rideout*	Williams	—
Sat. Nov.	7 Millwall	H 1-2	5710	Allan	Henry	Peach	Hughes	Lewis Graham	Carter	Emmanuel	Rowland	Rideout	Williams	—
Sat. Nov.	14 Huddersfield	A 0-3	7605	Allan	Henry	Peach	Hughes	Lewis Graham	Abbley	Emmanuel	Rowland 1	Greenwood	Stroud*	Pritchard
Sat. Nov.	21 F.A. Cup 1 Taunton Town	H 2-1	4494	Allan	Henry	Peach	Hughes	Lewis Stroud	Abbley	Carter	Rowland	Greenwood	Pritchard 2	—
Sat. Dec.	5 Bristol City	A 0-2	3132	Allan	Henry	Peach	Hughes	Lewis Stroud	Abbley	Carter	Rowland	Greenwood	Pritchard	—
Sat. Dec.	12 F.A. Cup 2	H 0-0	6949	Allan	Henry	Peach	Hughes	Lewis Stroud	Emmanuel	Carter	Rowland	Greenwood	Pritchard	—
Sat. Dec.	19 Portsmouth	H 0-0	6949	Allan	Henry	Peach	Hughes	Lewis Stroud	Emmanuel	Carter	Rowland	Greenwood	Pritchard	—
Sat. Dec.	26 Plymouth Argyle	H 0-0	6949	Allan	Henry	Peach	Hughes	Lewis Stroud	Emmanuel	Carter	Rowland	Greenwood	Pritchard	—
Mon. Dec.	28 Fulham	H 0-0	6949	Allan	Henry	Peach	Hughes	Lewis Stroud	Emmanuel	Carter	Rowland	Greenwood	Pritchard	—

GOALSCORERS

League	League Cup	F.A. Cup
6	—	—
5	1	—
3	—	—
3	—	—
2	—	—
2	—	—
2	—	—
1	—	—
1	—	—
1	—	—
—	—	2
—	1	—

- A. Rowland
- R. Carter
- B. Hughes
- R. Greenwood
- P. Rideout
- G. Williams
- C. Henry
- M. Graham
- H. Pritchard
- Own Goal

1982	Jan.	2 Newport County	A
Sat.	Jan.	10 Chester	A
Sun.	Jan.	17 Oxford United	A
Sun.	Jan.	23 Wimbledon (FA-4)	A
Sat.	Jan.	31 Exeter City	A
Sun.	Jan.	6 Preston North End	A
Sat.	Feb.	13 Burnley (FA-5)	A
Sat.	Feb.	20 Reading	A
Sat.	Feb.	27 Carlisle Utd.	A
Sat.	Mar.	6 Bristol Rovers (FA-6)	A
Tues.	Mar.	9 Walsall	H
Fri.	Mar.	12 Doncaster Rovers	A
Sat.	Mar.	13 League Cup Final	A
Mon.	Mar.	15 Brentford	A
Sat.	Mar.	20 Gillingham	H
Sat.	Mar.	27 Millwall	A
Sat.	Apr.	3 Huddersfield Town FA SF	H
Sat.	Apr.	10 Plymouth Argyle	H
Tues.	Apr.	13 Fulham	A
Sat.	Apr.	17 Bristol City	A
Sat.	Apr.	24 Lincoln City	A
Sat.	May	1 Chesterfield	A
Tues.	May	4 Oxford United	H
Sat.	May	8 Newport County	H
Sat.	May	15 Portsmouth	H
Sat.	May	22 FA Cup Final	A

* Player substituted † Own goal P - Penalty

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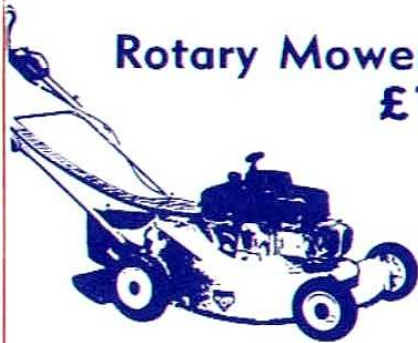
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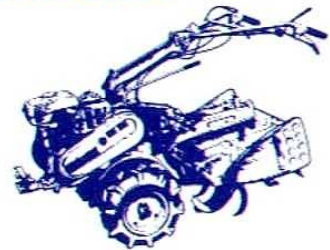
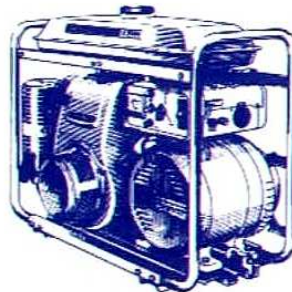
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HONDA

IN NORTH WILTSHIRE

From the Secretary

Once again the soccer thugs inflicted themselves upon the County Ground and in one afternoon undid much of the goodwill re-instilled in our supporters during the last three years when hooliganism was a regular feature here. I make no excuses for refusing to add to the three pages of advertising that these louts received in the Evening Advertiser. The Editor might well sit in his office quoting poetry, but life was a little more serious than that at the County Ground last Saturday. He disclaims responsibility for the media in such scenes but I disagree with him wholeheartedly and because he is who he is, does not necessarily make his view the correct one.

Let me give you just one example, although I could quote many. A few years ago almost every newspaper in the country featured, on their front page, a photograph of a soccer fan with a dart piercing his forehead. Before very long, darts were appearing on almost every soccer ground in the country and sure enough a few weeks later a similar photograph appeared in the newspapers of another victim with a dart in his head. I contend that if the first photograph had not been published then the second victim would have remained uninjured, and so it goes on. Those idiots, unable to think of an original idea for

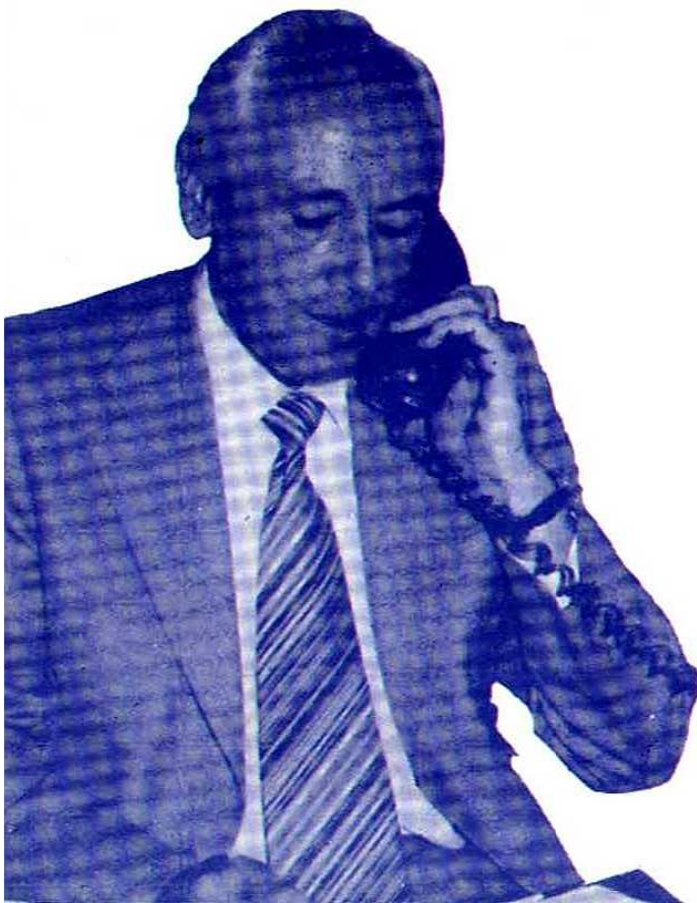
themselves, welcome the notions put into their heads by the media. Of course, it is now a recognised fact that many of the riots that took place in the country a few months ago were "copy cat" incidents emanating from the first publicised occurrence at Liverpool.

Last season I refused the Evening Advertiser additional tickets in the Press Box for reporters who were being sent to report upon anticipated hooliganism which was to take place, according to the paper, at our match versus Reading. In fact not one incident of misbehaviour occurred at this match but, of course, this did not make the front page of the Evening Advertiser.

The paper suggests that perhaps we could try banning fans from away matches for a period, but, of course, so far as Bristol City is concerned, their supporters wear the same colours as our own supporters, their dialects are very similar and we would be certain to have a situation where opposing fans would enter the home supporters' enclosure, when I am certain the results would be even more serious.

The Evening Advertiser says, quite rightly, that quote "drink is at the bottom of a great deal of the trouble and a determined effort to keep fans away from booze might yield some useful progress". We, of course, have never sold drink on the terraces or in the stands at our ground, and in fact do not seek an extension to licencing hours for our Supporters' Club on match days. Drink therefore is obtained from sources beyond our control.

It is a fact that this is the first major incident we have had at the County Ground for some time, and unfortunately the actions of the minority, and the publicity that they have obtained is, once again, going to deter folk from coming to the ground in the future for fear of injury. Of course this is most unfair because I am sure that today we shall revert to the normal peaceful afternoon at which spectators can do what they came to do, watch the game of football. . . .



Colin Benson spotlights

BARRY WILLIAMS

It's days like these that make a lifetime in non-League soccer so rewarding for men like Barry Williams the manager of Sutton United.

The former Barking schoolteacher is a traditionalist, a man honed in the old ideals and the corinthian spirit that was the backbone of the amateur game. Williams places much emphasis on the finer points, qualities that have all too easily been forgotten in the scramble for success and the development of the professional game - things like fair play and honesty.

The Sutton manager led his team to a Wembley cup final in the F A Trophy last spring, when they were beaten 1-0 by Bishops Stortford - the team they eliminated from the First Round of this seasons F A Cup to earn today's visit to the County Ground. That Wembley appearance was a great moment in Sutton's history but the achievement that fills Barry Williams with most pride is the fact that his team won the Berger Isthmian League Fair Play trophy last season having completed their entire campaign with only one single booking . . . It proved you could gain success without having to flaunt the rules.

Barry Williams has been in the coaching game now for some 12 years with Barking, Aveley and Bexley in the Southern League. A Football Association staff coach he has always believed that the game should be taught correctly by qualified instructors and is appalled by the smears that are sometimes associated with the term 'coach'.

He explains: "One of the advantages of being in education was that I had the time to work on and take the various F A courses. I am a firm supporter of the F A Coaching schemes, and their aims and objectives are really what the country needs just now.

"There are a lot of misconstrued ideas banded about decrying coaching and the fact that you, sometimes read in the press suggestions that coaching only produces automatons shows that people do not really know what coaching is all about.

"The essence of coaching is that it encourages people to express themselves which is the complete opposite and is in fact the antithesis of what those people claim.

"You know it is interesting that many of the managers who have lost their jobs with Football League clubs have been men who have been antagonistic towards the coaching world and it is nice to see that a lot of successful teams are now utilising full badge coaches and staff coaches on their staffs - not necessarily as the number one like Colin Murphy at Lincoln City, but in the capacity of a number two like Howard Wilkinson at Notts County - and look where that's got them!

"It is encouraging. At long last people with good coaching ideals, good coaching techniques and manner are being thought highly of even at the top level."

Barry Williams himself is also very highly thought of. It is three years now since he arrived at Gander Green Lane and in that short time he has moulded Sutton United into a most impressive combination. They lost two games recently after a run of 19 games undefeated, but last Saturday's 2-0 victory at Boreham Wood stretched their lead at the top of the Berger Isthmian League to seven points over challengers Wycombe Wanderers.

Of course football club management at this level is part time although Barry admits "it is almost as time consuming as a full time post" but he manages to combine it well with his current position as the National Sports Executive with the National Association of Boys Clubs.

"The team we have developed is a mixture of people we have bought, people we have acquired and home grown youngsters" says the Sutton boss. Amongst the home grown talent which is a tribute to the coaching skills of Barry Williams and his small staff are defender Tony Raines who is the skipper of the side, Micky Stevens and leading scorer Micky Joyce who netted 36 goals last season.

Sponsored by IPC the international publishers and a local store Alders, Sutton are well equipped to match the best non-League sides in the country. They still remember the glories of 1970 when they drew at Leeds United in the 4th Round of the Cup. That was a good habit Barry Williams is hoping to repeat this afternoon.

Town through time

Wingers

by paul plowman



Swindon Town made two signings during the first week of May 1910 - and they both played in the Dubonnet Cup match against Barnsley, staged at the Parc du Princes cycle track in Paris on Thursday the fifth. One of that 'pair' was outside-left SAMMY LAMB from Plymouth. Derbyshire-born at Alfreton (as was the centre-forward at that time, Freddy Wheatcroft), Lamb was once with Derby County but was released to join Sutton Town, from whence Argyle had secured his services in 1909. With BOB JEFFERSON monopolising the right-wing position, the fight for the opposite flank in 1910-11 was left to Sammy and TOMMY BOLLAND. The final two matches of that championship-winning campaign, however, saw the unfamiliar - and unpaid - former Swindon schoolboy wing-half IVOR MABBERLEY at outside-right.

After three seasons at the County Ground, Lamb moved on to Millwall Athletic in 1913 and so Bolland was able to chalk up seventy-four appearances out of a possible seventy-six leading up to the War. On one of the two occasions he was absent - for a top-of-the-table clash with Cardiff at Ninian in October 1914 - JACK ING was given a rare outing on the wing. Born close to the Chiltern Hills, on the Oxfordshire/Buckinghamshire border, Jack was to stay with the Town well into the 1920's, but his League appearances hardly reached double figures.

Another winger who failed to make any impact on the Bolland-Jefferson dominance was Edwin James LONG. A Trowbridge lad, Long had previous League experience with both Portsmouth and Bristol Rovers but was given only two chances to show his mettle in a Swindon shirt - and in both the Town came out winners, by 5-1 and 6-1 (in which he grabbed a 'brace' of goals). Mr Long could be considered unlucky to have found himself back with Trowbridge Town by the end of that season - 1913-14.

Towards the end of 1919, Tommy Bolland - nearing his 35th birthday - was excluded in favour of first Harold Fleming and then locally-produced BERT DAVIES. Sandwiched in be-

tween was a solitary appearance by FRANK ALFORD, who couldn't get into the Swindon side yet went to Everton and played in the First Division! Bert Davies had come through the ranks, appearing for the Town at schoolboy, youth and reserve team levels. He had played in one of the first schools shield competitions, assisting Swindon to the semi-final stage in 1907 - where they lost to a West Ham side featuring Bertie Denyer (who was by now on the County Ground staff and would have been in the team had he not been shipped home from active service in Nigeria in a poor state of health). Davies was also skipper of the Town's first-ever Youth side and then, in 1912, he signed professional forms. But in 1913, Bert was in dispute with manager Sam Allen over a wage increase - so he joined full-back JOCK WALKER in signing for Middlesbrough, who more than doubled his salary

Both Walker and Davies returned to live here in Swindon following the Great War, although Jock continued to play for the 'Boro.

As ever, 'Jeff' was still making his menacing runs down the right, but by 1920 he was almost void of hair! During that November, Swindon were heavily defeated, 0-5, at the Den - a result which brought howls of protest from Sam Allen. He claimed that the dense fog should have prevented the game from taking place and that 'all one could see from the touchlines was Jefferson's bald head!



BERT DAVIES

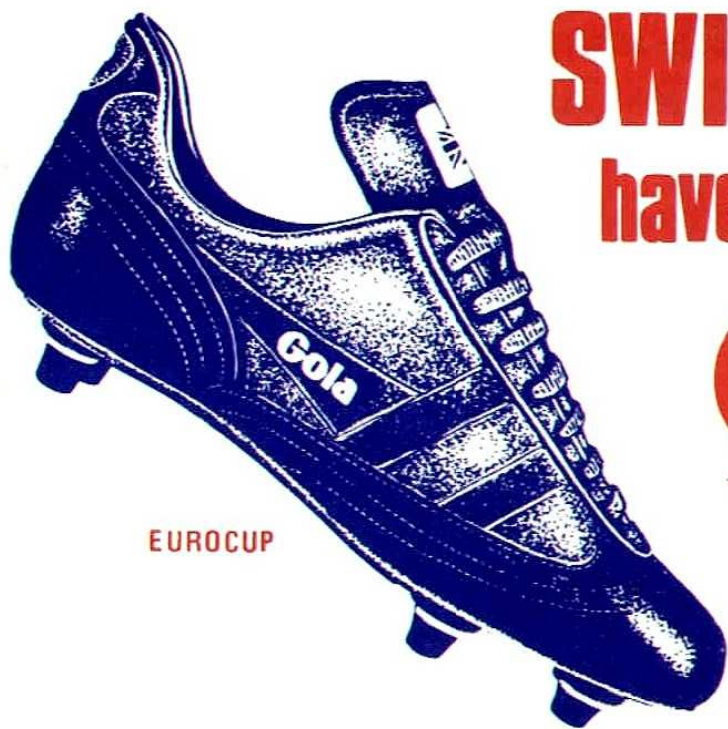
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FOOTBALL BOOTS

Sutton United F.C.

A brief history

Sutton United were one of four clubs elected to the Isthmian League in 1963 and they have subsequently established themselves as one of the competition's most successful and go-ahead clubs.

Last season's achievement of reaching the FA Challenge Trophy Final brought the Surrey club their third Wembley appearance in recent years - although it was not to be third time lucky as a 'killer' goal in the 89th minute from fellow Isthmians Bishop's Stortford put paid to their dreams once again.

The two previous Wembley appearances came in the Amateur Cup finals of 1963 and 1969, during a 'golden decade' under manager Sid Cann when Sutton were League champions in 1966/67, runners-up in 1967/68 and 1970/71 and sported up to six amateur international players in the side. They also earned national acclaim in 1970 by reaching the 4th Round Proper of the FA Cup, going down convincingly but valiantly at home to Leeds United, at that time probably the most star-studded team in Europe.

In more recent years Sutton have achieved another enviable distinction by going six games unbeaten on Italian soil in the Anglo-Italian Semi-Professional Tournaments, a competition in which they were the first (and to date only) English winners in 1979. Just as importantly, they have established a reputation for attacking football and can boast a sportsmanship record which is second to none. In the eight seasons since the Berger Isthmian League has been sponsored, they have received only 19 League bookings.

Nevertheless the club's following has not always matched their success for being situated on the edge of Greater London, they have to compete for support with London's 12 Football League clubs.

Sutton United came into being in 1898 with the merger of two local clubs - Sutton Association and Sutton Guild Rovers - and incredibly one of the players in their first-ever squad is still connected with the club. Jack Goossens, later to be Mayor of Sutton & Cheam and Club President, recently celebrated his 100th birthday by being put 'on contract'.

Senior status was achieved in 1910 and soon after the First World War Sutton moved into their present ground, the Borough Sports Ground in Gander Green Lane. They began a 52-year membership of the Athenian League in 1921 and although they had to apply for re-election in 1926, bounced back to become champions for the first time two seasons later. In 1928/29 they reached the Amateur Cup semi-finals for the first time.

In the periods either side of the last war, Sutton were one of the strongest teams in amateur football. Several players won amateur international honours - including present Club secretary, Ralph Carr - and others of the side were later to make their names as professionals, among them Charlie Vaughan, Phil Woosnam and Terry Dyson.

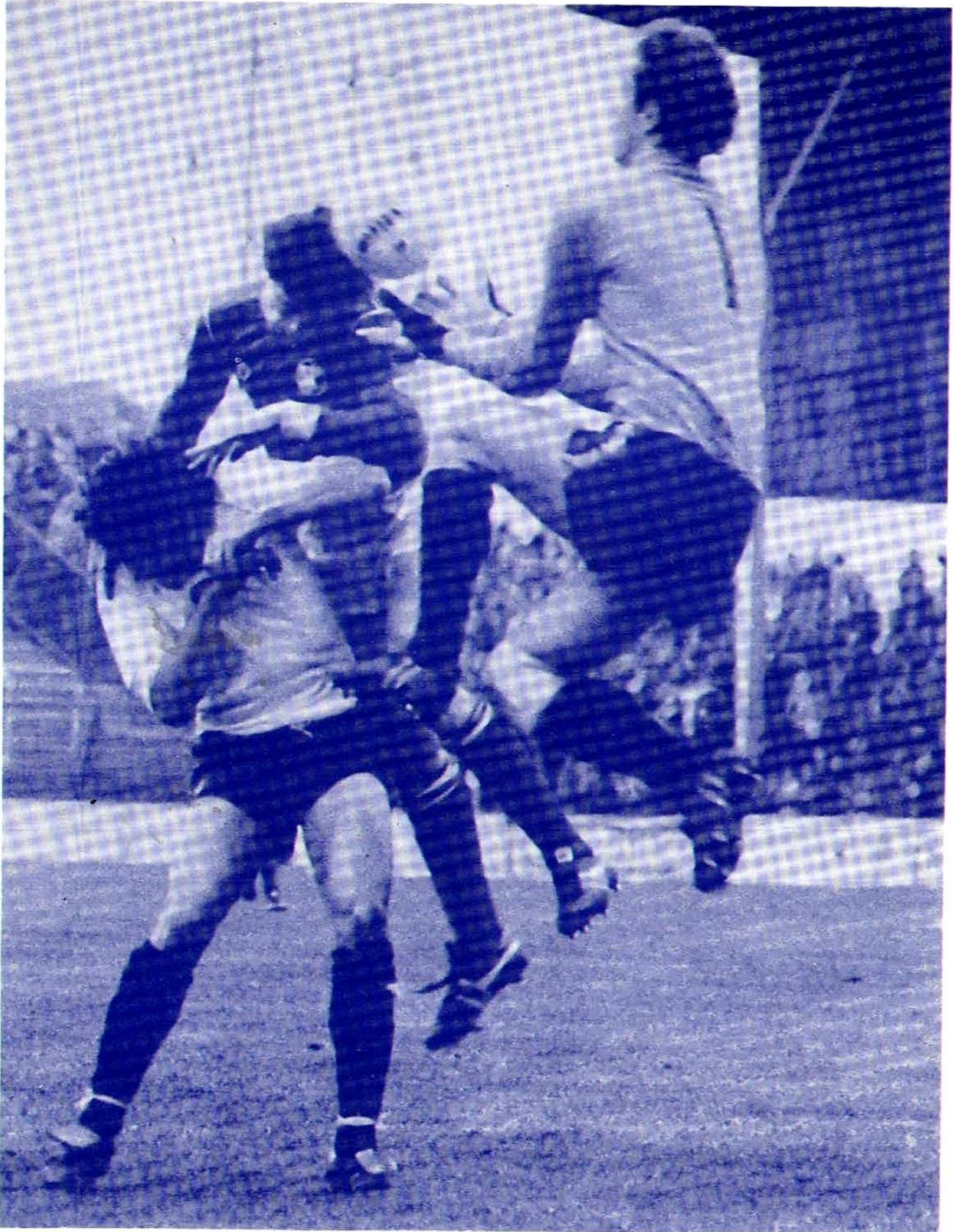
Sutton United can also count among their 'hall of fame' managers Jimmy Hill and Malcolm Allison, both of whom spent brief periods at Gander Green Lane in the 1950s on their way to success in higher spheres. The committee minutes record another candidate being interviewed by the name of R Greenwood!

Interestingly enough, the trend has continued in the last decade with three managers moving on through their ability, rather than any lack of it. Ted Powell is now national coach to Malawi; Dario Gradi later managed Wimbledon and Crystal Palace; and Keith Blunt is coach to top Swedish side Malmo. All three, incidentally, also played for Sutton.

A strong accent has always been placed on coaching by Sutton, who also run very successful reserve and youth sides. Current manager Barrie Williams is an FA staff coach and three of the first-team squad hold coaching badges.

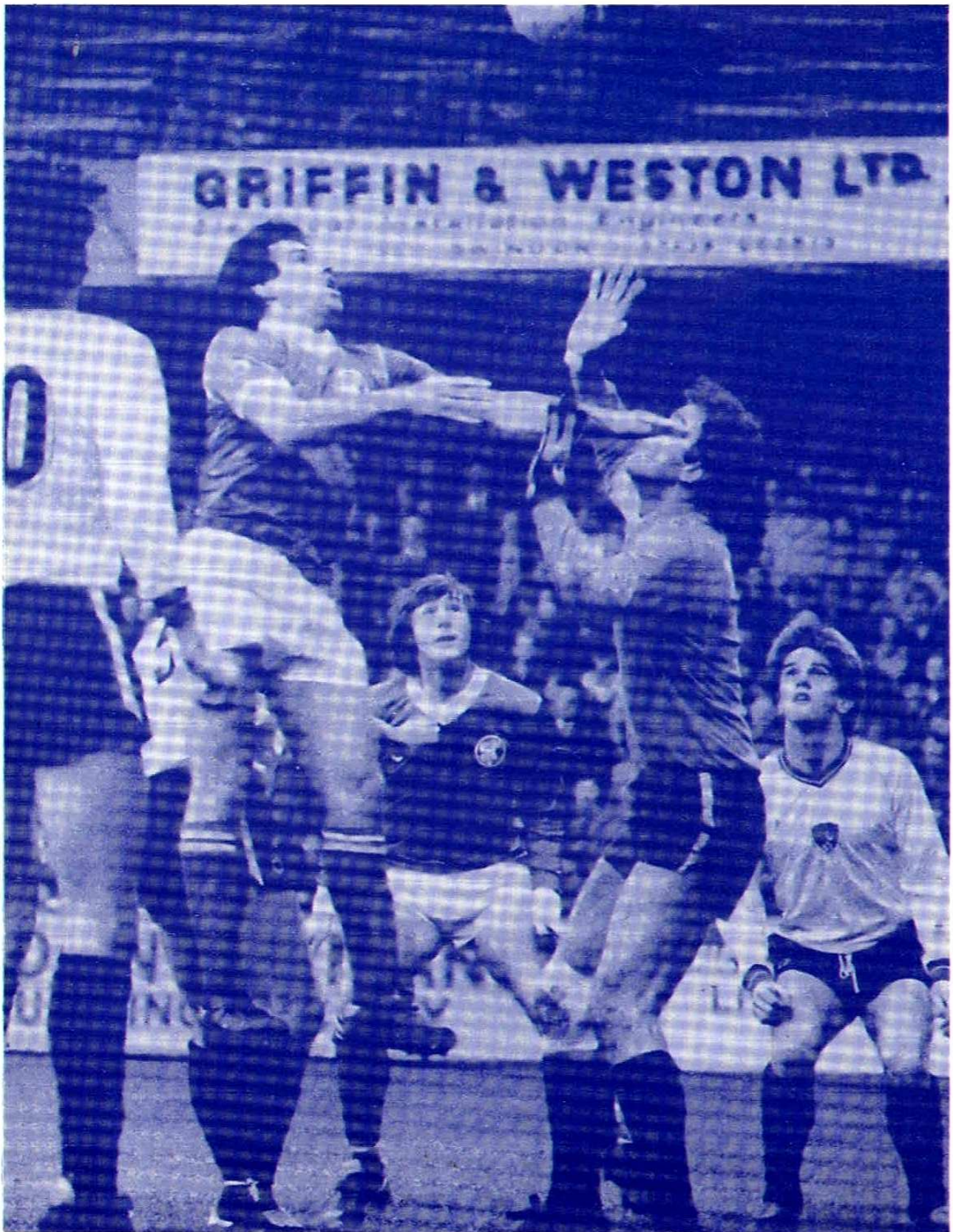
Off the field, considerable building for the future has taken place over the last few years under the guidance of Chairman Peter Molloy and a committee who, likewise, all have long-standing Sutton connections. A well-appointed new clubhouse was completed in 1976 and a further extension formally opened this Autumn by the Minister for Sport, local MP Neil Macfarlane.

Picture Parade...



Bristol City goalkeeper Jan Moller picks up the ball from the head of Swindon's Paul Rideout during last Saturday's goal-less draw at the County Ground.

BY DAVE EVANS



Andy Rowland leaps above Bristol City goalkeeper Jan Moller watched by Howard Pritchard (centre) at the County Ground last Saturday.

COMMERCIAL SPEAKING

Good afternoon Ladies and Gentlemen.

From the Lottery Office comes our usual call. For more people to join us in the sale of our popular Lottery and Bingo tickets.

Kitchener said "Your country needs you" (I hasten to add my Dad told me) Nelson said "England expects etc." I say "Your team needs you". However the question can be raised which of the two teams here at Swindon Town F.C. am I referring to? (Forget the "wit" at the back who says "Didn't know we had one team").

The team I speak of is not the team which we are here this afternoon to watch, and cheer I hope (Good luck lads) but the team of Lottery and Bingo ticket sellers whose support to the club is equally important.

Yes that is the team that needs you. It is fairly certain there is very little or no chance for you to get a place in the other team but there certainly is a position for you in the Lottery team.

Entry is very simple. It is the same for ladies or gentlemen. No one will tell you you're over-the-hill at 35. As long as you own a pen or pencil and the willingness to sell £2 worth of tickets per week or more. Yes just £2 (8 of our 25p Lottery or 20 of our 10p Bingo tickets, - see we even work that out for you). Then your IN our team. It's so simple and what is more you won't ever be dropped or transferred.

Why not join us and make our team your team? No obligation just Ring Swindon 42984 or call at the Lottery Office. We shall be pleased to see you.

ERIC MOORE

NEXT MATCH

Saturday December 19th

DIVISION III

Portsmouth

K.O. 3.00 p.m.

KEY OF THE BOARD

- A Aldershot v Oxford Utd.
- B Brentford v Colchester
- C Bristol City v Northampton
- D Chesterfield v Huddersfield
- E Doncaster v Bournemouth
- F Gillingham v Barking
- G Hereford v Fulham
- H Hull City v Hartlepool
- I Kettering v Blackpool
- J Peterborough v Walsall
- K Arsenal v Middlesbrough
- L Aston Villa v West Brom. Albion
- M Coventry v Manchester City
- N Ipswich v Brighton
- O Leeds v Tottenham H.
- P Manchester United v West Ham United
- Q Notts. County v Stoke
- R Sunderland v Southampton
- S Swansea v Nottm. Forest
- T Wolverhampton v Everton

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FOOTBALL EXCURSIONS FROM THE COUNTY GROUND

Saturday December 26th	Plymouth Argyle
Saturday January 2nd	Newport County
Sunday January 17th	Oxford United

DEPART

0900	£7.00
1230	£2.40
1300	£2.00

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TODAY'S TEAMS

SWINDON

- 1 JIMMY ALLAN
- 2 KEVIN BADDELEY
- 3 GARY WILLIAMS
- 4 BRIAN HUGHES
- 5 RUSSELL LEWIS
- 6 MIKE GRAHAM
- 7 GARY EMMANUEL
- 8 ROY CARTER
- 9 ANDY ROWLAND
- 10 PAUL RIDEOUT
- 11 HOWARD PRITCHARD
- 12

SUTTON UTD

- 1 DAVE COLLYER
- 2 JOHN COOPER
- 3 BOBBY GREEN
- 4 JOHN RAINS
- 5 TONY RAINS
- 6 MICKY STEPHENS
- 7 STEVE ROGERS
- 8 LARRY PRITCHARD
- 9 MICKY JOYCE
- 10 JOHN McCOMBE
- 11 RAY SUNNUCKS
- 12



The exact numberings of both teams will be announced over the PA system to enable spectators to insert the relevant numbers prior to the kick-off.

REFEREE:

MR. MORRIS R. BAKER (Wolverhampton)
Commenced refereeing in Wolverhampton Amateur League, then through West Midland (Regional) to Football League. Has officiated in an England v. Scotland (Amateur) International, also a Hungary v. Austria match.

LINESMEN:

Red Flag: MR. B. M. BURNS - Eastleigh, Hants
Yellow Flag: MR. M. E. GALE - Bath, Avon