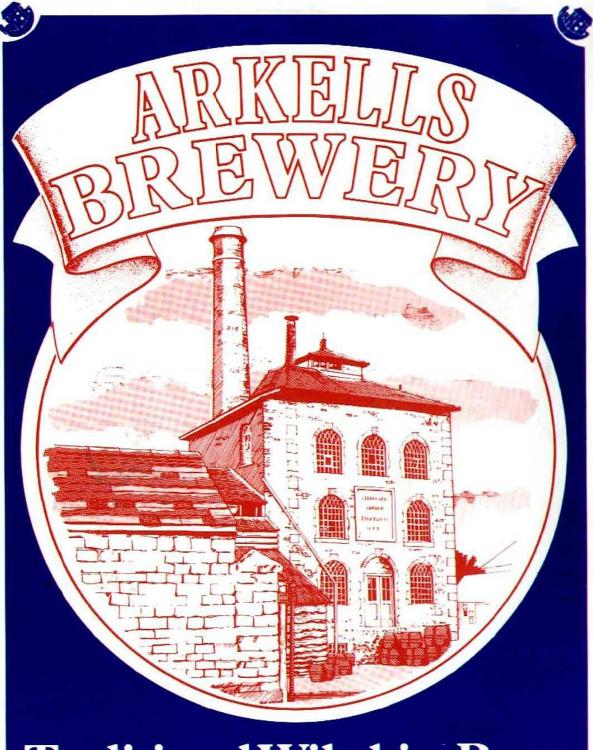
Swindon Town Football Club





LINCOLN CITY

at the County Ground, Swindon Saturday, 24th April Kick-off 3.00p.m. Official Match Magazine 35p



Traditional Wiltshire Beers Enjoyapint



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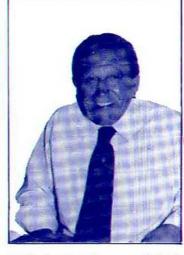
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Team Manager: N. J. TROLLOPE

Commercial Manager: E. Moore

Club Medical Officer: Dr. J. NICHOLAS

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Talk of the Town by the Chairman

Today we continue our fight for existence in the Third Division, while our opponents today from Lincoln are in strong contention for promotion to the Second Division. This should produce an exciting encounter but obviously we feel it is more vital to our needs than to theirs.

On Saturday last we also faced a difficult task against Bristol City and while having sympathy for the City we were elated to take the three points. With today's game, we have seven matches which will decide our future and everybody in our Club knows the importance of these results. The enthusiasm of our loyal supporters will be appreciated by our team and the same kind of enthusiasm from them will see us through to give John the time that he needs to consolidate.

The costs of running a professional football club on the lines that have been taken over the last few years have brought many clubs to the brink of bankruptcy and, to exist today on the present attendances, means drastic reductions to our expenditure, plus an increase to our income. This is not so easy to accomplish as it may seem because of various commitments that clubs have, and pruning and planning will have to have serious consideration for the future of our club. Everybody, from the youngest apprentice to the Board of Directors, right through the club will have to give one hundred percent effort to enable us to get through this difficult period. We know that success on the field is the one way that will ensure this progress and I know how frustrating this can be, especially when that ball will not go into the net, or such times as we have had to endure such as at Luton and, of course, as at Wolverhampton in our cup semi-final.

Our band of Supporters who are working so hard on behalf of the Club, known as the Supporters Cooperative, put in many hours of hard work in organising the Family Day on Easter Monday at the County Ground and the many children, as well as their parents, seemed to enjoy the many side shows and stalls that were part of the day's fun. I would like to say thank you to all the people concerned and, of course, a special thank you to Mike Wilkinson who not only organised the auction sale but provided many of the articles for sale. Bob Jefferies, our Secretary, although not officially on the committee, can always be seen in the thick of things, when anything concerning our club is happening. After working long hours on the premises with his normal duties he still comes back for more and, of course, this can be said of Pam who faces all the queries in the office during the week, in fact this can be said for John and his staff as well, and as long as this kind of spirit is in the club we shall be assured of success. We are asking you all to make a special effort to support the activities that are helping our club and, of course, this will help Eric Moore and Doug Woodman in their efforts for us.

I am sorry that these notes are so doleful, but with a concentrated effort from us all, we can enjoy the success that we have had in the past.

Don't forget our new Share Issue is available to existing shareholders and your support in this is badly needed. If you require any advice on this matter please call in at our office and we can advise you on the procedure.

Today's game is important as are our remaining fixtures, and we hope that today you will enjoy the game and the result. Also today we welcome back to the County Ground Glenn Cockerill who returned to Lincoln after a short spell with us.

Thank you for your support.

Our having lost the last three home games is chiefly the reason why we find ourselves in the present league position. Although we have lost a couple of away games recently it has been our home record throughout the season that has been our downfall.

Ten years ago our home record was so good that teams dreaded coming to the County Ground, but now they must feel confident about getting a result when they visit us. In those past days we would guarantee that, had we found ourselves in this position, we would ensure that ninety minutes of total commitment would be given by every member of the team, but I feel that at the present time, although I cannot accuse the players of not trying, that little bit extra commitment that is desperately needed is lacking.

Why is out away record so much better than at home? It is my opinion that away from home we play a patient game awaiting the opportunity to break. At home the players are anxious to impress their supporters and they lose this patience in the game and play more hurriedly for fear of upsetting the supporters. I am sure the regulars who travel to our away matches would confirm this statement.

Other teams in the danger area have been picking up points whilst we have only gained three from

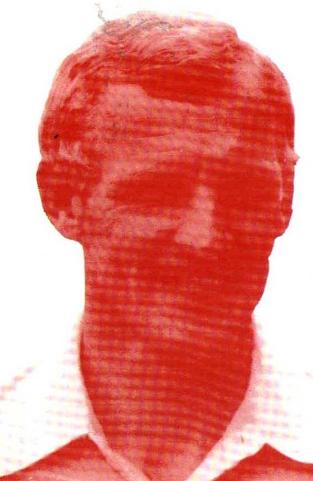
the last four games. I have said all along that we cannot rely on other teams dropping points and it is up to us to gain them in the matches remaining - four at home and three away, from which we must look for maximum points at home plus anything we can gain away. Every point earned is of vital importance both to we at the Club and to you the Supporters who, by your presence today, prove your absolute loyalty to the club. I realise that is has been a frustrating season for you and that you will all be feeling the tenseness that the fear of relegation brings. but if we are to have a chance to keep Third Division football here will you please, please, get behind the players throughout the four games no matter how the game is going. Your support is of vital importance. It is not necessarily how we play, it is now all about points and survival, even though the entertainment value of our game must suffer.

The Family Day on Easter Monday held by the Supporters' Cooperative was a long enjoyable day for everybody, especially the children for whom there was plenty of activities. We all at the club would like to thank the members of the committee and the many helpers who worked hard and gave up a lot of their valuable time for the benefit of the fund. For those who were unable to attend, and for those who did and would like to repeat the experience, we shall be holding a similar event before the start of next season.

Whilst we are on the subject of the Cooperative, I have entered the Swindon Marathon and all sponsorship receipts for me will be donated entirely to the Cooperative. I hope that most of you, if not all, will back me in this and there are plenty of sponsorship forms available in the Main Office, or from members of the Cooperative committee. Please support me in this sponsorship appeal.

Finally, I would like to welcome the players, officials and supporters of Lincoln City who are having a great season. I hope that this greatness does not extend into this afternoon and I am sure you will all witness a very hard fought battle here at the County Ground. Once again thanks most sincerely for your wonderful support and please cheer the lads throughout the afternoon.







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LINCOLN

DAVID FELGATE (Goalkeeper) Signed from Bolton Wanderers October 1980 for £25,000. Member of the Welsh Squad for the Home International and the Welsh Cup Qualifying matches during 1981.

COLIN BOULTON (Goalkeeper) Signed in the 1980 season on a free transfer from Los Angeles AZTECS. Formerly with Derby County where he played 250 games, winning 2 League Championship medals. Appeared in the Charity Shield and European Cup semi-final. Missed most of last season with a broken leg, but is now on the way to recovery.

STUART NAYLOR (Goalkeeper) Signed from Yorkshire Amateurs during the 1980 season. England Youth International.

TREVOR THOMPSON (Defender) Signed from Newport County 1979/80. Has proved a fast attacking full-back. Previously with West Bromwich Albion where he made 20 Second Division appearances.

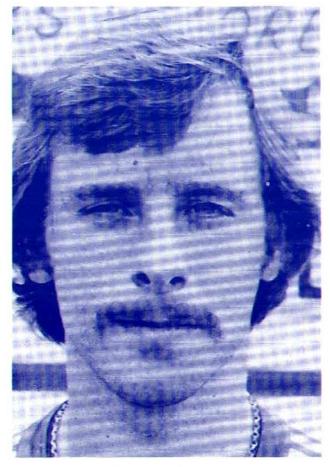
PHIL NEALE (Defender) Is the the longest serving Professional at Sincil Bank. Has proved a valuable asset to the Club, playing in several positions. Plays cricket for Worcestershire during the summer.

TREVOR PEAKE (Central Defender) Signed from Nuneaton Borough during 1979 close season for £15,000. England non-League International. His efficient play attracted the attention of many First Division Clubs last season. Club Captain and last years Supporters Player of the Season for the second year running. Centre half in P.F.A. Representative Fourth Division side last season.

DAVID CARR (Defender/Midfield) Signed from Luton Town during the 1979 close season for £20,000. Regular member of side for last two seasons, most successfully as a central defender.

STEVE THOMPSON (Defender/Midfield) Signed from Boston United for £15,000 at the end of 1979/80 season. Hard tackling player who can operate successfully in midfield or in defence he established himself as a regular member of the team in the second half of the season.

NOLAN KEELEY (Defender/Midfield) Joined City from Scunthorpe United in February 1980 He made over 250 appearances for these local rivals. Basically midfield player, but performed well at fullback last season.



GEORGE SHIPLEY (Midfield) Signed from Southampton last February for a Club record fee of £45,000 and where he made only a limited number of First Team appearances, but amongst those was a memorable victory over Liverpool. Ever present in midfield last season.

STUART HIBBERD (Midfield) Former Apprentice. Is a constructive midfield player who made his debut last season.

GORDON HOBSON (Front Player) Fast, attacking player who started as a winger but has now developed into a very good striker. Leading scorer last season with 23 goals.

TONY CUNNINGHAM (Forward) Signed from non-League Stourbridge at the end of the 1978/79 season for £15,000. Established himself as first choice centre forward after the transfer of Mick Harford to Newcastle in December.

DEREK BELL (Forward) A striker who started as an Apprentice with Derby County, came to Lincoln City via Halifax Town and Barnsley. Top scorer at both his former Clubs. Unlucky with injuries last season which restricted his appearances.

CITY

GERARD CREANE (Centre-Half) Local boy, former Apprentice, made debut against Chester-field in the 1978/79 season while still an Apprentice. Several appearances as substitute last season.

DAVID GILBERT (Midfield/Winger) Signed professional during the close season.

CRAIG RAMSAY (FORWARD) Made his debut against Newport County 1979/80 season scoring one goal and making the other in a 2 - 1 win. Spotted whilst playing in Gibraltar and has been called into the Scottish Youth squad.

PHIL TURNER (Midfield) Former Apprentice, signed Professional Forms shortly after making League debut. Has established himself as a regular in midfield.

GLENN COCKERILL (Attacking Midfield Player)
Rejoined the club in August for £40,000 from
Swindon after his transfer there for £110,000
in October 1979.

STEVE CAMMACK (Forward) Started as an apprentice at Sheffield United - England Youth International. Transferred to Chesterfield for £15,000 and later to Scunthorpe for £12,000. Signed during the close season from Scunthorpe for £20,000.

APPRENTICES

ANDY McLAUCHLAN (Striker) Local boy.

PAUL BROWN (Midfield) Local boy.

GARY STRODDER (Central Defender) Signed from Yorkshire Amateurs in Leeds.

KARL BELLHOUSE (Forward) Signed from Yorkshire Amateurs in Leeds.



BACK ROW (L to R): P. Turner, S. Thompson, S. Naylor, T. Cunningham, T. Peake, D. Felgate, G. Cockerlli, N. Keeley, D. Bell MIDDLE ROW (L to R): D. Gilbert, C. Ramsay, S. Cammack, G. Hobson, L. Lawrence (Coach), J. Sheridan (Assistant Manager), C. Murphy (Manager) B. Lowley (Physiotherapist) S. Hibberd, T. Thompson, D. Carr, G. Shipley FRONT ROW (L to R): A. McLauchlan (App) G. Strodder (App), K. Bellhouse (App), P. Brown (App)

Town through time Wingers

The first man to wear the number eleven shirt for Swindon (no numbers were worn by the players until 1938) was ARTHUR BARRACLOUGH. Almost six feet in height and somewhat ungainly in motion, he had arrived at the County Ground from Chelsea in an exchange deal involving inside-forward Jack Bradley. Barraclough particpated in exactly half of the League programme for 1938-39, his finest hour being at Christmas when he hit three of the twelve Town goals against future champions Newport. The contrasting figure of tiny Alan Fowler also made the occasional switch to one of the flanks. Aberavonborn CLIFF FRANCIS, like Fowler a Leeds United product, was another temporary occupant of the new number eleven jersey.

Another of the Welsh contingency at Swindon, EDDIE JONES, continued on the right wing and was to do so right up until the Government intervened in May 1940. He missed only a handful of games, when the Town were able to call upon REUBEN WOOLHOUSE. A Yorkshireman from Sheffield, Ben somehow spent most of his career playing reserve team football for Birmingham. Then in 1933 he linked up with Walsall - where he became an instant success in supplying crosses for F.A. Cup hero Gilbert Alsop, who rammed home eighty goals in Woolhouse's first two seasons at the club.

Just two days before the end of the 1938-39 season, on Thursday May 4, manager Ted Vizard invested in FOSTER HEDLEY, the Millwall winger. Hedley had been on the League circuit for some ten years, having made a couple of appearances for Hull City back in 1929. It was while playing for Third Division North club Nelson that he was spotted by Manchester City. whom he joined in March 1930. By August 1931,

Compiled by PAUL PLOWMAN

however, he was back in the Third North with League new-boys Chester and there he again made a name for himself. During one week in January 1933 he scored seven goals from the wing and was soon on his way back to the First Division with Tottenham. Unfortunately, the War prevented the Swindon public from seeing the best of Foster Hedley - for when it was all over, he was still there waiting to line-up for the first game in August 1945. In the hastily arranged South-West Regional league, which got under way in October 1939, the clubs were at liberty to draft in any number of quest players required to field a full side - but Eddie Jones and Hedley (who netted seven goals in 23 games) were normally on hand. Two who did assist the Town in the spring of 1940 were Bolton's ALBERT GELDARD, whose name appears in the record books as the youngest ever to appear in a Football League game - and LANCE CARR, a South African who had scored three of Newport's six goals against the Town in that Christmas goal feast mentioned earlier. Carr helped Swindon out on May 18 - against his own club!

To be continued

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NEXT MATCH

Tuesday next, 27th April, 82

DIVISION III

CHESTER

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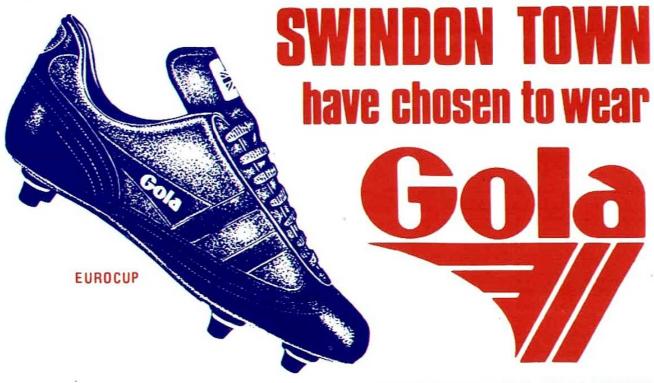
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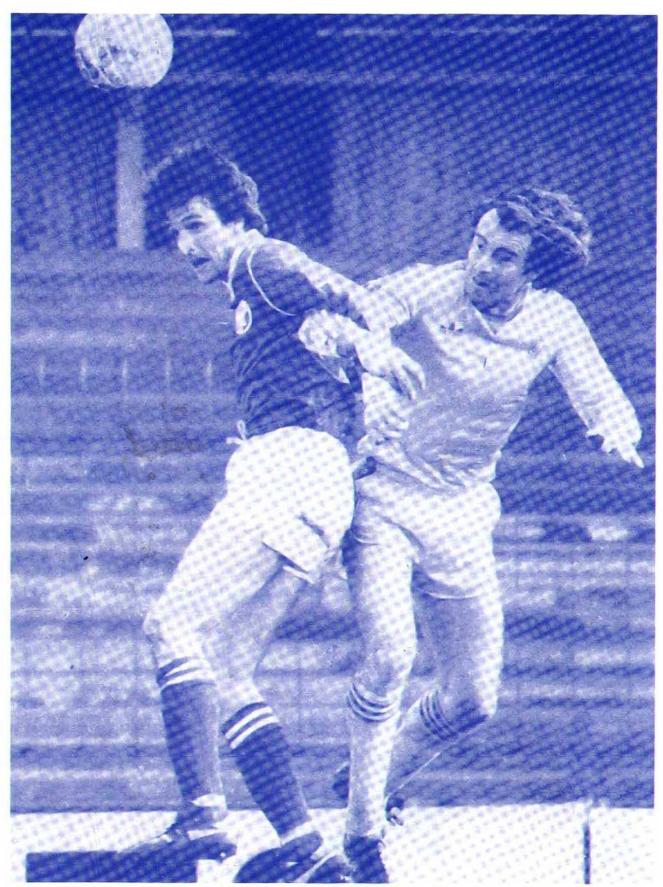
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Picture Parade...



Swindon winger Steve Abbley links arms in a heading dual in the defeat at the hands of Plymouth in the last home game.

John Ward talks to JIMMY QINN

Jimmy Quinn came in after training licking a very swollen and tender lip. "The goalkeeper punched it," he said. "He must have thought it was the ball." He had been in the wars in another sense before: born into an army family he grew up in Belfast until his family moved to England in 1972, three years after "the troubles" began, when he was 12. They settled in Salisbury, where Jimmy lived for four years until he left school. "It was nice and peaceful," he recalled. "In Belfast with three brothers in the army we were always afraid something would happen; we were always prepared for the occasional bomb."

SELLING CHEESE

When he left school Jimmy went to live with his brother in Croydon, where he worked in a shop. Although he had played for his school team, football was now out as he had to work on Saturday afternoons. By now he had a steady girl friend but the cost of living in the London area was too high to allow them to get married. His sister, who lived near Crewe, heard of their plight and suggested that they try up North so Jimmy was soon on the move once more.

He started work in the Post Office and played football regularly for a Sunday morning team. He did not enjoy over-night shifts however and in any case football gradually came to claim first place in his life; Post Office hours did not allow him to give the game enough attention. Another change in job was clearly called for and Jimmy went to work for the Milk Marketing Board; he became a cheese warehouseman combined with selling cheese to shops. He began playing football seriously, at first for small clubs like Congleton United and Whitchurch, but before long he was signed by Oswestry in the Northern Premier League.

Jimmy was now expected to train two nights a week unless there were mid-week matches, which there usually were, and with long distances to travel such as to Workington in Cumbria or Boston in Lincolnshire there were problems about having time off work. Fortunately Jimmy had a good start, scoring four goals in two matches early on; this attracted considerable publicity in the local press and the Milk Marketing Board realised they had a good advertisement on their hands. After that it was easier to get away when he needed to.

Jimmy's goal scoring record with Oswestry continued and within two and a half months he had attracted the attention of a certain Danny Williams. In fact several other clubs in the North were interested but Danny is not easily put off.

There was a trial match at Lyneham and following this Jimmy stayed down for a further month's trial. This convinced John Trollope that Danny Williams was right and Jimmy signed a full professional contract for Swindon Town through to the end of next season.

METEORIC RISE

For someone who gave up football on leaving school to find yourself at the age of 22 with a Third Division club only two and a half month's after your first taste of Northern Premier League football is a meteoric rise. I asked Jimmy if it also wasn't crazy to have given up a secure and relatively congenial job in a part of the country which he knew where he could play as much non-league football as he wanted, in exchange for the uncertainties of league football where nearly all clubs were experiencing severe financial difficulties.

"I just love playing football," was his reply. "It beats work any day. I never thought I was good enough until a couple of years ago. I would never have been satisfied until I had found out. It is the first time that I have been away from home: I am living in digs at the moment and I am being very well looked after but I've been discussing moving into a flat with some of the other players. The rest of the team have been marvellous to me; they are a very friendly crowd and immediately made me feel at home."

NO REGRETS

When Jimmy started in Sunday football he played on the left wing. He then moved into midfield and finally up front, where he has spent the last two years "flicking on", as he put it, scoring and making goals for other people because he is so good with his head. "Ken Beamish has been a tremendous help," Jimmy admitted. "He was a hell of a player in his prime and I have learnt a lot from him since I've been here. For the first three months he would come back with me for special coaching most afternoons. It also makes you play better when you are playing on good pitches; some of the ones in the Northern Premier League were terrible."

Jimmy was still coming to terms with another aspect of a professional footballer's life: "I've never had so much time off," he said. He is a keen snooker player and a golfer and is looking forward to visiting his brother in the army in Germany during the summer break. In spite of the incipient insecurities of professional football today, in spite of the split lip, Jimmy was clearly very happy with his new life: "I have absolutely no regrets," was his exit line.

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Dear Aunty Mabel,

I love my husband very much but these last few weeks he has become very quiet and at times appears to suffer from fits of depression. I know it is not another woman because other than on certain Saturday afternoons and occasionally on Tuesday evenings he doesn't leave the house. I have now finally got to the truth of the matter. It's his football team Swindon Town. They haven't been doing very well lately and they haven't any money to buy new players, so he sits and broods about it. Can you help me?

"Worried" Swindon

Dear Mrs. Y.

I understand your problem and I suggest you get him to write to the Swindon Town Football Club. They have a Commercial Office there and I'm sure they can help him. Their sole aim is to raise funds for the Football Club through the sale of Lottery and Bingo tickets. They have a lot of good supporters who sell there tickets for them but they need more help. This way he would be helping the club and himself. He might also make a lot of new friends and I hope soon return to the days when he would return home on a Saturday night at about 11 o'clock throwing his red and white scarf through the door first.

Aunt Mabel

KEY OF THE BOARD

- A Bristol Rovers v Walsall
- B Burnley v Bristol City
- C Chester v Brentford
- D Doncaster Rovers v Plymouth Argyle
- E Exeter City v Newport County
- F Gillingham v Carlisle United
- G Huddersfield Town v Portsmouth
- H Preston North End v Oxford United
- I Reading v Southend United
- J Wimbledon v Chesterfield
- K Birmingham City v Swansea City
- L Brighton & Hove v Manchester Utd
- M Everton v Arsenal
- N Manchester City v Ipswich Town
- O Middelsbrough v Coventry City
- P Nottingham Forest v Aston Villa
- Q Southampton v Liverpool
- R Stoke City v Wolverhampton Wanderers
- S Tottenham Hotspur v Notts. County
- T West Bromwich Albion v Sunderland

FOOTBALL LEAGUE DIVISION THREE TABLE . up to and including Tuesday April 20 1982

Carlisle Utd Fulham	P W 39 16 39 11		L F-A 1 41-18 2 38-19	W D 5 5 8 6	E F-A 8 17-23 6 27-23	
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SWINDON TOWN Bristol City Wimbledon Chester	39 6 38 4 38 6 38 2	4 6 5 9		4 4 2 5	8 17-29 10 14-27 13 21-24 14 20-42	34 34

^{*}Two points deducted for fielding unregistered player

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- 4 GARY EMMANUEL
- 5 RUSSELL LEWIS
- 6 KENNY STROUD
- 7 HOWARD PRITCHARD
- 8 ROY CARTER
- 9 PAUL RIDEOUT
- 10 ROY GREENWOOD
- 11 MIKE GRAHAM

12

LINCOLN

- 1 DAVID FELGATE
- 2 DAVID CARR
- 3 PHIL NEALE
- 4 GLENN COCKERILL
- 5 TREVOR PEAKE
- 6 STEVE THOMPSON
- 7 GEORGE SHIPLEY
- 8 PHIL TURNER
- 9 GORDON HOBSON
- 10 TONY CUNNINGHAM
- 11 STUART HIBBERD

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. ALAN SEVILLE - Birmingham

Started refereeing in 1962 and progressed via the Birmingham and District Works A.F.A. and West Midland (Regional) League to the Football League list, Refereed the Birmingham County Senior Cup Final in 1976, F.A. Vase Semi-Final in 1978, F.A. Trophy and F.A. Youth Cup Semi-Finals in 1979

LINESMEN:

RED FLAG: Mr. J.L. CONNOCK -

Bristol

YELLOW FLAG: Mr. R.J. HORSWELL -

Bristol