

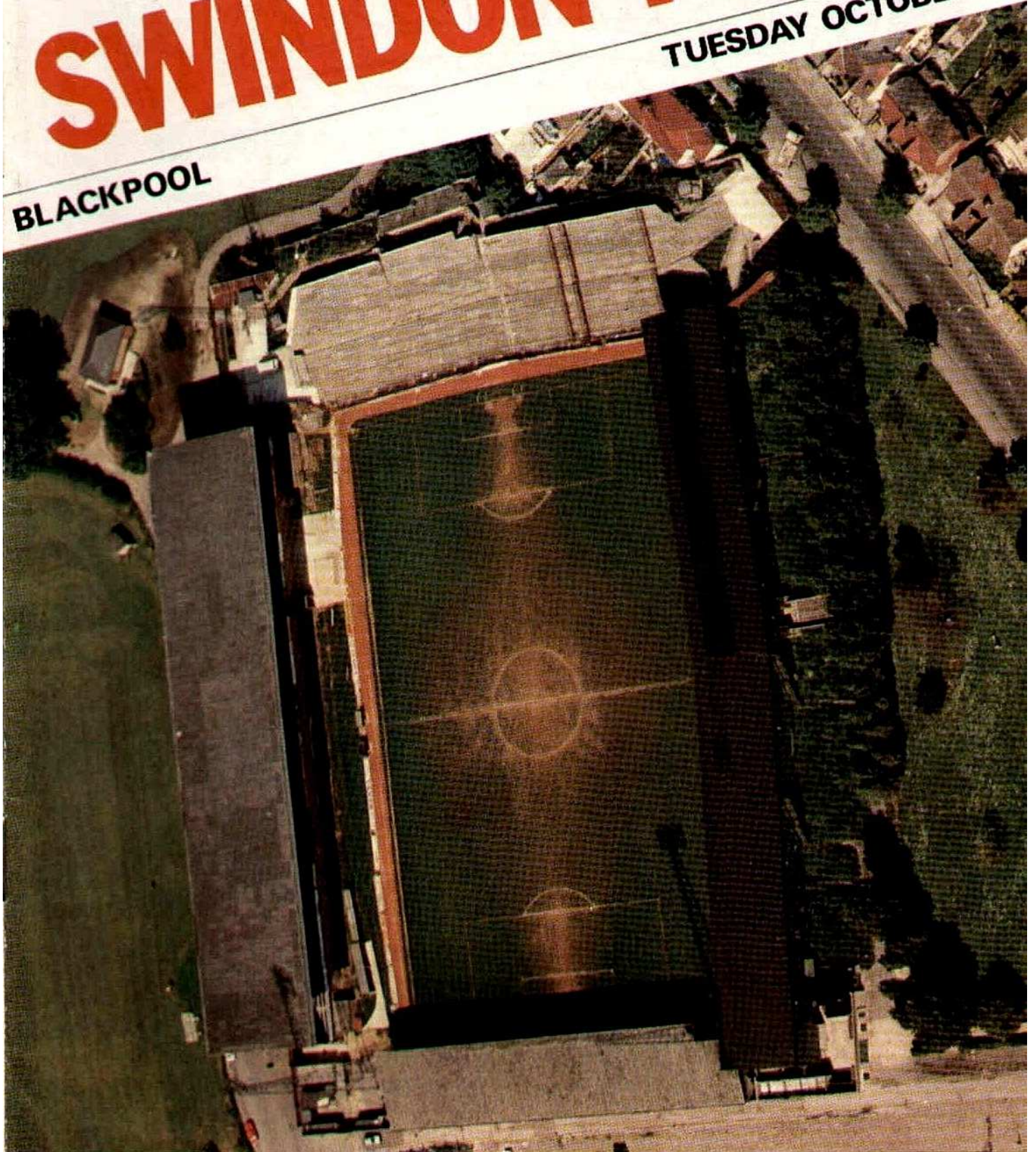
Official Programme 45p



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TUESDAY OCTOBER 2

BLACKPOOL



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Chairman's Comments

I am sure we were all very disappointed at losing yet another three points in our last home match against Hereford United. The first half showed so much promise but the second period was a very different story indeed. However, I hope you will not become too disillusioned so early in the season as we desperately need your support during the coming months.

Our playing staff has been depleted for the time being Charlie Henry and David Hockaday having a leg immobilised in a plaster cast. This obviously makes a big difference to Lou Macari when he comes to select a team but it is, I am sure you will all agree, refreshing to see the youngsters being given an opportunity to gain first team experience. It is an indication of Lou's policy that any member of the playing staff who shows promise has the opportunity to appear in the Canon League and this must be a good advertisement for the club's youth policy, a policy in which we believe the club's future destiny rests.

A week ago I attended a Meeting of Chairmen of Group Five of the Football League at Ashton Gate. These meetings afford the Chairman and Secretary of each club in the West and Wales to meet together to discuss matters of soccer pertinent to that time and one of the matters discussed on this occasion was that of the re-election involving the Gola League, the old Alliance Premier League. Briefly the Associate Members, ie. the Third and Fourth Division Clubs, have, in an endeavour to foil an attempt by Chelsea and Oldham Athletic to bring in automatic promotion and relegation between the Football League and the Gola League put forward a counter proposal that 1) a club finishing bottom of Division Four in two consecutive seasons to be relegated automatically to the Gola League subject to there being a Gola League Club approved by the League finishing in the top four and 2) include only the bottom Football League Club and the highest placed approved Gola League clubs down to fourth place in a re-election ballot.

Group Five are supporting the Associate Members' proposal in the firm belief that they have made a big concession to the Gola League.

Have an enjoyable evening.

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LOU MACARI



Firstly I must congratulate the supporters who have come in the past and are still maintaining this support through recent years of non success. Players who have been at the Club for some years and played in front of bigger crowds would perhaps not agree with me but bearing in mind the decline of the Club and yet we can still attract crowds of three or three and a half thousand supporters proves to me what others have said that this Club has great potential.

However, bearing in mind what I inherited when I came to the Club in no way can I say to you that miracles are going to happen and that we shall certainly win promotion. We have virtually the same players who failed to achieve anything last season together with Peter Coyne and Chris Ramsey who, for one reason or another, have not taken any significant part in the season so far and so it is most unlikely that a miraculous string of good results is going to happen. If one looks at those teams at the top of the Fourth Division at this moment in time and consider that they finished in poor positions last season one realises that they have had a season in which to get to know one another, have benefitted from it and now beginning to achieve things and so probably it will have to be with us.

New faces will come to the County Ground if and when I feel the right person is worth spending your money on for, after all, if you the supporters stop coming then there will be no money to spend. Thank you very much for your support which is second to none in the Fourth Division.



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WELCOME TO BLACKPOOL

BY DAVE KING

The Northern seaside Club come to the County Ground this evening with an almost identical start to this season as last; before last Saturdays match with Chester they had collected nine points from six matches, one more than last season.

With only eight goals, three of those from the penalty spot, manager Sam Ellis must have had an early season premonition, for he was an interested spectator at our first home reserve match with Bristol Rovers, when he was watching Paul Bannon of Rovers, who netted their solitary goal before joining Cardiff City the following day on a months loan.

In the Milk Cup a 4 - 0 aggregate win over Chester City gave the Bloomfield Road Club an attractive second round two leg tie with Second Division Manchester City, who are managed by a former Glasgow Celtic team mate of Lou Macari in Billy McNeill. The following players have helped Blackpool to wins over Exeter (3 - 0) at home, Halifax (2 - 0) away and draws with Darlington (0 - 0), Port Vale (1 - 1) at home, and Colchester (1 - 1) away, whilst losing away to Chesterfield (2 - 1) in their last away match.

Former Burnley apprentice 24 year old goalkeeper BILLY O'ROURKE played only 25 League matches to this season, he was on loan from Burnley last season, before joining Chester. Rejoined the Bloomfield Road Club this season and has played in every League match to date.

The defence includes full back DAVID MOORE, a former Grimsby Town defender. 24 year old Dave spent five seasons with Grimsby playing 132 League matches before joining Carlisle United, but after only thirteen League appearances he joined Blackpool last season playing in the last 28 matches, he has played in all of the opening matches of this season.

Central defender STEVE HETZKE made his 350th League appearance in the Club's second League match of this season in the 3 - 0 away win at Exeter. 29 year old Steve only missed one League match last season, at home to Hereford United, now in his third season with the Bloomfield Road Club, after 261 League matches with Reading, he should feel at home here for he was born in nearby Marlborough. His partner in the centre of the defence has been either COLIN GREENALL or MICK WALSH, if Colin was included in last Saturdays match with Chester, he would have made his 100th League appearance, now in his fourth season with Blackpool. Colin is 20 years old. While Mick who was a Club mate of Mick Graham at Bolton Wanderers, is an Eire International with four caps, now 28, he has played for seven Clubs. After seven seasons at Bolton, he joined Everton for a £350,000 fee, after 20 matches he was loaned to Norwich City and Burnley. Left Goodison Park last year for Fort Lauderdale, returning for four matches with Manchester City before joining Blackpool. Former Liverpool apprentice, 23 year old PHIL FERNS made 38 League appearances for the Club last season, joining them from Charlton Athletic.

Midfield player MIKE CONROY joined the Club in the close season from Scottish Club Hibernian, the former Glasgow Celtic player made nine League appearances for the Premier Division Club last season, netting one goal in a home match with St. Mirren. Club apprentice MICHAEL DAVIES played in the final three matches of last season, while ALEX DYER who has scored in the matches with Exeter, Chesterfield, and the Milk Cup Tie with Chester was a former Watford apprentice where Sam Ellis was coach before joining Blackpool, is 18 years old. Joining Blackpool as an apprentice, JOHN DEARY will be celebrating his 22nd birthday on the

eighteenth of this month, he has scored six goals so far this season in League and Cup, three from the penalty spot before last weeks Milk Cup Tie. Now in his third season of League football, John scored all three goals in a 3 - 1 home win over Hereford last April.

Former Chelsea apprentice IAN BRITTON now 30, played 263 League matches for the Stamford Bridge Club before joining his home town Club Dundee United for ten appearances in 1982-83. Scored 9 goals in his thirty League matches at Bloomfield Road last season, also scored a hat trick in the 4 - 0 home win over Halifax

Town last season. England Youth International PAUL STEWART was leading scorer last season with ten goals, which included a hat trick in a 3 - 3 home draw with Chester, a former Club apprentice, Paul is twenty next Monday, he scored in our 1 - 1 draw at Bloomfield Road last season, made his 100th League appearance in the recent 0 - 0 draw at home to Darlington. KEVIN STONEHOUSE the 25 year old former Shildon, Blackburn and Huddersfield forward has scored seven goals in his fourteen appearances for the Club since joining them from Leeds Road last season, has made one hundred and twenty one career appearances.



Looking Around

BY DAVE KING

Football Clubs and Grounds have several little known facts or features that are interesting to those who visit or intend to during the course of the season and in the Fourth Division we have more than most, you may find some features of interest among the following Clubs taken alphabetically.

Aldershot have the only ground situated in a Public Park, the Park gates are closed on match days when they become turnstiles. The Borough Council own the 40 acres of the Park, and lease the Recreation Ground to the Club, the third youngest in the Football League being formed in 1926.

Blackpool has an all wooden stand which has been in use since the beginning of the century, while Bury have had only three groundsmen since the first World War! The longest serving started in 1924 and worked for the Club for 56 years! At Chester they were one of the first Clubs to have a public address system installed, while at Chesterfield they were the last League Club to have floodlights. Colchester United are the youngest Club in the Football League having been formed in 1937.

Crewe Alexandra's main stand burnt down in 1930, was replaced and re-opened on Guy Fawkes Day 1932! Darlington have to pay the local Cricket Club a nominal rent for Feethams which is situated next to the Football Club. Exeter City nicknamed 'The Grecians', do actually have a Grecian gate in the corner of the ground. Halifax have the smallest pitch in the League along with Bristol Rovers and Swansea, they share the ground with the Town Speedway Club the 'Halifax Dukes', the ground was originally a Council Refuse Tip.

Hartlepool had the unusual distinction of having their wooden grandstand destroyed by bombs from two German Zeppelins during World War I, and for several years tried to gain £2,500 compensation from the German Government but were unsuccessful. At Edgar Street Hereford United have the widest pitch in the League which is some 30 foot wider than the smallest, United were one of the first Football Clubs to have floodlights. The Duke of Portland once owned Field Mill at Mansfield and the Club purchased the ground on the understanding that it would always be used for sporting activities.

The only three sided ground in the Football League is Northampton's who share the ground with the County Cricket Club. One of the most enviable records that any Club could wish for is

held by Peterborough United who prior to their election to the League in 1960 lost only one home match between 1955 and 1960, and in the process scored 428 goals! Port Vale along with Hull City and Southend United are the only Clubs to have moved to new grounds since the Second World War.

Rochdale have on three separate occasions suffered disasters to their main stand, in 1921 a gale blew down the roof, in 1954 a fire caused extensive damage, and in 1966 the roof collapsed under a heavy snowfall! The first cantilever stand erected in Britain was at the Old Show Ground Scunthorpe. Three men laid every inch of Southends South Bank terracing in all 72 steps, it took them five years to complete it, and the first match played at Roots Hall was in 1957.

The World Lacrosse Championships of 1978 were staged at Edgeley Park, home of Stockport County, and during the Jubilee year Queen Elizabeth attended the ground to witness a display by schoolchildren, a crowd of 9,200 attended! It takes County four home matches to obtain that number these days. The main stand at Torquay United's Plainmoor Ground came from Buckfastleigh Racecourse, the ground is rented from the Council who were bequeathed the land by the Cary Estate on condition it would always be open for public recreation.

During the Second World War the car park outside Tranmere Rovers Prenton Park was used for sending up black smoke screens to confuse German aircraft bombing the Dock area of Birkenhead, Rovers only employ a part time groundsmen, assisted by Youth Opportunities Programme Scheme; to save their pitch they train and play Reserve matches in Bebbington at a ground called the Oval which was used on location for the film 'Chariots of Fire'.

The Racecourse at Wrexham was exactly that in Victorian Days, their floodlights have over 40 lamps on each pylon of differing sizes, with the smallest lamps only used for European and International matches. Wrexham are the oldest association Football Club in Wales.

What of our own Club, the Shrivenham Road stand was one of two stands that stood in the grounds of Aldershot Tattoo, the other stand went to the now defunct Accrington Stanley, not the only connection with the Army for during the second World War the County Ground was used as a prisoner of war camp, we also have the only stand in Britain with a Bookmakers Shop underneath.



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FOCUS ON FOUR

BY DAVE KING

During our recent away match at Bury when the crowd attendance was announced over the Public Address System, the Bury fans applauded. Such are the attendances at some matches that the crowd of 2,769 present was over a thousand plus from their first home match. Having made a successful start to the season they are a good case in point to the statement made the other week by Gordon Taylor the Professional Footballers Association Secretary.

His statement followed the dilemma Peter Barnes of Leeds United found when considering to take a drop in his wages of £650 to the £500 on offer by West Ham who were keen to sign him. Gordon Taylor said "The golden days are over, more and more players will have to have their wages geared to productivity, bonuses based on results, players are now realising the need of their Clubs to balance income against expenditure'.

He went on to say, 'That throughout the Football League last season eleven players earnt more than £60,000, while at the other end of the scale one hundred and twenty five earnt less than £5,000 a year'. Gordon Taylor who has a B.Sc. in Economics added 'I believe there is a general acceptance that the only way for players to supplement their income is through bonus schemes based on results, I think many of our members realise that there are no longer a multitude of Clubs waiting to buy them, because there is no money to buy them. A lot of players are resigning for their Clubs when their contracts are up and a lot of them are signing again without pay increase'.

Last season 75 per cent of players in the 4th Division, 50 per cent of players in the 3rd, and 15 per cent in the 2nd earned

under £10,000 a year. Gordon Taylor said of the total gates of 40,000 the other Saturday, a quarter watched the matches involving Manchester United and Liverpool, we have the writing on the wall admits Taylor, 'Three years ago we had 2,250 members, now we have 1,750'.

Sadly he is right, here at County Ground there was a drop of 411 from one home match to the next, and we had won! In these days of austerity here at the County Ground we do have the luxury of gates of 3,000 plus and with success even more.

How pleasant to read something constructive of fellow managers and players in comparison to the carping comments of two former England Internationals that appear regularly in a Daily National Newspaper, when Martin Dobson the Bury Player Manager in his programme notes said of Lou Macari, 'It is interesting to see tonights visitors managed by Lou Macari - still highly rated by Manchester United last season as a player. It is a coincidence to that Lou and his former team mate Steve Coppell have both gone into management at the same time. They are both good pros, I rated them both and it takes some doing to keep playing in the First Division at 35! He has a super attitude to the game and I hope he finds success in his managerial career. I have found out in the few months that I have been at Bury that there are many problems at this level but Lou is an honest fellow and will sort Swindon out.' We all echo his sentiments.



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TODAY'S

THE CANON LEAGUE



TEAM CHANGES	SWINDON TOWN	
	SCOTT ENDERSBY	1
	CHRIS RAMSEY	2
	KEVIN BADDELEY	3
	LOU MACARI	4
	ANDY ROLAND	5
	MIKE GRAHAM	6
	LEIGH BARNARD	7
	PAUL BATTY	8
	ALAN MAYES	9
	PETER COYNE	10
	GARRY NELSON	11
		12

Referee: Mr. R. G. Groves (R.A.F. Locking,
Weston-Super-Mare)

Linesmen:

Red Flag: Mr. D. S. Josham (Brislington, Bristol)

Yellow Flag: Mr. J. T. Shaw (Warley, West Midlands)


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5 LINE-UP

AGUE DIVISION FOUR

	BLACKPOOL	TEAM CHANGES
1	BILL O'ROURKE	
2	DAVID MOORE	
3	MIKE WALSH	
4	MIKE CONROY	
5	STEVE HETZKE	
6	COLIN GREENALL	
7	IAN BRITTON	
8	MIKE DAVIS	
9	PAUL STEWARD	
10	JOHN DEARY	
11	ALEX DYER	
12	KEVIN STONEHOUSE	

Next Match

Canon League Division Four

PETERBOROUGH UNITED

Sunday, 7th October, 1984

Kick Off - 3.00 p.m.

REFEREE:

GROVES, RON - R.A.F. Electronics technician. Married with two teenage sons. Commenced refereeing in Cyprus in 1972 progressing through service leagues, Somerset/Avon leagues and the Football Combination. Interested in all sporting activities, enjoys fishing and gardening. Lined the 1984 F.A. Cup sixth round replay, Southampton v. Sheffield Wednesday.

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PHOTO CALL BY DAVE EVANS



Leigh Barnard setting up a Town attack by sending Gary Nelson away down the left – but Swindon still lost the game against Hereford.



Hereford goalkeeper Kevin Rose punches clear from the head of Lou Macari following a Town corner.



Swindon's Paul Batty and Mike Graham join forces to halt a Hereford attack in the Town's 3 - 0 defeat.

COMMERCIAL BREAK

BY DOUG BUSWELL

SWINDON TOWN FAMILY COMPETITION

Due to unforeseen difficulties this has been delayed until later in the Season.

2ND SPORTING DINNER – 1ST OCTOBER, 1984

By the time you read these notes we shall have held our second Dinner with our guest speakers Mr Brian Close and Mr Emlyn Hughes. Once again the Dinner was sponsored by Mr John Jeffcoat of Swindon Car Auctions and we are very grateful to him. As with the first dinner this event was a sell out.

LOTTERY TICKET SALESPERSON

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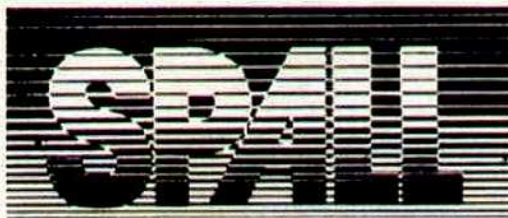
TOPSCORE COMPETITION

This has now been delayed until the start of next season. It will be an exciting new venture for the Football League Clubs concerned with our Vice/Chairman, Mr Brian Hillier, on the Board of Directors of the Pools Company so you can rest assured that Swindon Town will be very active.

5000 CLUB WINNERS

An error was made in our list of winners published in our previous programme. Draw No. 3 1st Prize Winner should have read G Gregory, 8 Victoria Cross Road, Wroughton and not 8 Victoria Crescent, Wroughton.

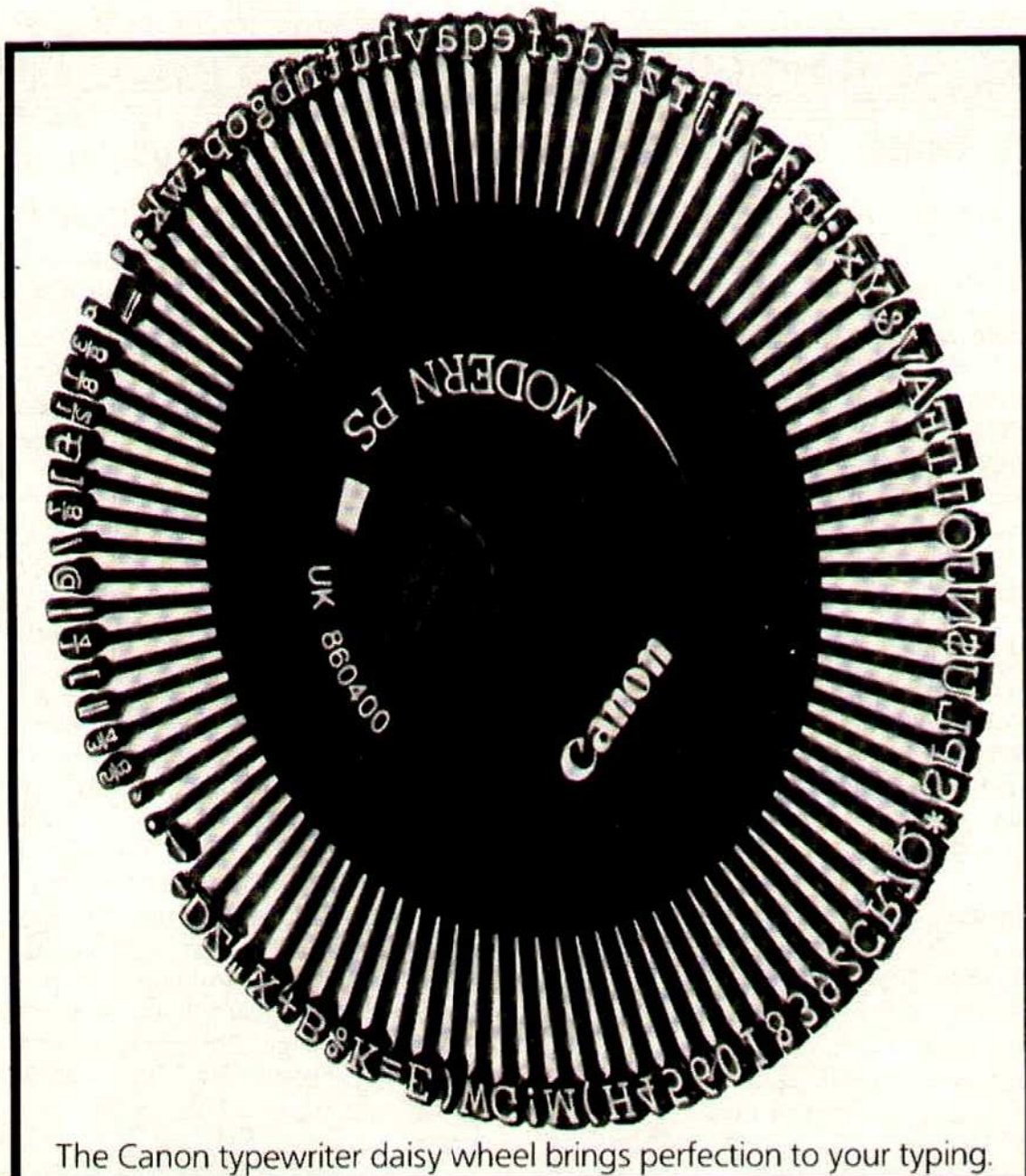
Enjoy the game this evening and I hope you come again.



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FLASHBACK

BY MIKE SKINNER

A LOOK AT GAMES SWINDON HAVE PLAYED ON THE 2nd OCTOBER

The date of 2nd October has brought Swindon mixed fortunes since election to the Third Division as founder members in 1921. Of the 14 League and one League Cup games played on this date so far Swindon have managed five victories, four draws and five defeats — let's hope today's match sees a redressing of the balance with a win.

The first League encounter the Town had on this date was a visit to Pendydarren Park in 1921, home of now Southern Leaguers Merthyr Town, when two goals by David Rogers saw Swindon gain a point, but two years later the Town went down heavily at Swansea by five goals to nil.

Swindon's next encounter on this date was another away fixture, this time at Brentford, in 1926 with a two-all draw, but it was to be a further eleven years before the Town had their first game at home, and the first win. Exeter were the victims as Billy Lucas and Alan Fowler (2) scored without reply.

When League football resumed after the war, October 2nd 1948 saw Swindon visiting Newport where despite a Harry Lunn goal the Town conceded four. On the same day the Reserves beat Plymouth 2 - 0 in front of 4,680 — Oh for that attendance today! Six years later saw a feast of goals from the four teams fielded that day, fifteen in all. Unfortunately none came from the first team who were beaten 1 - 0 at home by Northampton: the 'B' team took the honours as the highest scorers by beating Westcott YC 7 - 0 in a Swindon and District League fixture.

Southend were the visitors in 1957 for a mid-week fixture, but only 8,001 turned out to see John Richards score twice, once

in each half, to record a 2 - 1 win. Although this left Swindon in second place, it was the lowest crowd of the season. In contrast, 15,028 were present when Swindon played Bristol Rovers in the promotion season of 1962-63. Goals from Cliff Jackson, Bob Woodruff and Jack Smith saw a comfortable 3 - 0 win. Back in the Third three years later a visit to Watford proved point-less with a 2 - 0 defeat.

Into the Second Division again, 1971 saw the visit of Bristol City in front of 21,383 — the highest League gate that season. The majority went home disappointed as City won 1 - 0. Two years later only 6,353 bothered to see a sharing of points with Nottingham Forest after a 0 - 0 draw — the first draw on this date since 1926. The following year, having been relegated again, Swindon made the mid-week trip to Chesterfield, where two second-half goals by Peter Eastoe saw Swindon win 2 - 0 and move into ninth place.

In 1976 Swindon made the short journey to Reading, but after going 3 - 0 down by half-time eventually lost 4 - 1, with David Moss getting a late consolation. Then in 1979 came our most prestigious game on this date with the visit of First Division Stoke City in a League Cup 3rd round replay. 15,823 saw Swindon take a two goal lead through Ray McHale and Alan Mayes before Lee Chapman scored the late consolation.

Just three years later Swindon went to Hull for a Fourth Division fixture, drawing 0 - 0 — the last time we played on the 2nd October until today.

YOUTH TEAM FEATURE

BY JOHN TROLLOPE

The Reserves have played two games since my last programme notes, away to Chelsea losing by the only goal of the game and home to Oxford Utd winning 2 - 1. At Stamford Bridge we fielded a very inexperienced side due to injuries and the first team playing at Bury. Chelsea included at least 7 or 8 players who have first team experience and although under pressure for long periods we gave 100% effort and turned in a fine fighting performance. Against Oxford, both sides played with a lot of enthusiasm and the game could have gone either way but we won it by two Alan Mayes goals. Lou Macari has brought several players into the side to run the rule over and we have used 20 - 30 players already this season.

Having written these notes before Saturdays fixture the only South East Counties game to mention is our fine victory at Wimbledon. Not only did we record our first win of the season but also our best performance. Showing this willingness and doing the right things, we could

have so easily won by a bigger margin. However the important thing is that the individual performances were better, leading to a better team effort. Hopefully we have maintained that improvement and progressed to the second round of the Junior Cup.

Looking forward to next season we have signed on Associated Schoolboy forms three of this years Swindon Boys side namely Dean Casserly, one of last years successful Boys side, David Barnett and David Herbert. We are pleased to have them join us as other clubs have been showing interest, but gladly they felt their best opportunity would be with their local club.

Talking of young players, we are always on the outlook for lads of 13-14 and 15 and although we cover the local area well, outlying districts are overlooked, due mainly to not having a big scouting system. With this in mind we would be very grateful for any recommendations in these age groups from our out of town supporters.

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Martin Davison



Jamie Reynolds

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FACTS AND FIGURES

Date	Opponents	Results	1	2	3	4	5	6	7	8	9	10	11	12
Sat Aug 25	Wrexham	H	Endersby	Baillie	Nelson	Macari	Henry	Graham	Barnard	Batty	Rowland	Mayes	Hockaday	Coyne for 5
Mon Aug 27	Bristol Rovers (Milk Cup 1)	H	Specting	Baillie	Graham	Macari	Gibson	Rowland	Hockaday	Coyne	Mayes	Barnard	Nelson	Bughes not used
Sat Sep 1	Hartlepool United	A	Endersby	Ramsay	Baillie	Macari	Rowland	Graham	Baillie	Coyne	Mayes	Nelson	Barnard	Payne not used
Tues 4	Bristol Rovers (Milk Cup 1)	A	Endersby	Graham	Baddley	Payne	Rowland	Gray	Baillie	Barnard	Mayes	Cardiner	Nelson	Henry not used
Sat 8	Torquay United	H	Endersby	Ramsay	Baillie	Macari	Rowland	Graham	Baillie	Barnard	Mayes	Coyne	Nelson	Payne for 7
Sat 14	Tranmere Rovers	A	Endersby	Ramsay	Baillie	Macari	Rowland	Graham	Baillie	Coyne	Gardiner	Barnard	Nelson	Mayes for 3
Tues 18	Bury	A	Endersby	Barry	Baillie	Macari	Rowland	Graham	Barnard	Gardiner	Mayes	Coyne	Nelson	Payne for 8
Sat 22	Hereford United	H	Endersby	Baillie	Baddley	Macari	Rowland	Graham	Baillie	Coyne	Cardiner	Barnard	Nelson	Payne for 2
Sat 29	Mansfield Town	A												
Tues Oct 2	Blackpool	H												
Sun 7	Peterborough United	H												
Sat 13	Crewe Alexandra	A												
Sat 20	Port Vale	H												
Wed 24	Exeter City	A												
Sat 27	Stockport County	H												
Sat Nov 3	Rochdale	A												
Tues 6	Scunthorpe United	H												
Sat 10	Northampton Town	A												
Sat 17	F.A. Cup Round 1													
Sat 24	Aldershot	H												
Sun 2	Darlington	A												
Sat 8	F.A. Cup Round 2													
Sat 15	Colchester United	H												
Sat 22	Halifax Town	H												
Wed 26	Southend United	A												
Sat 29	Chester	A												
1985														
Tues Jan 1	Chesterfield	H												
Sat 5	Wrexham (F.A. Cup 3)	A												
Sat 12	Hartlepool United	H												
Sat 19	Torquay United	A												
Sat 26	Tranmere Rovers (F.A. Cup 4)	H												
Sat Feb 2	Mansfield Town	H												
Sat 9	Hereford United	A												
Tues 12	Blackpool	A												
Sat 16	Bury (F.A. Cup 5)	H												
Sat 23	Rochdale	H												
Fri Mar 1	Stockport County	A												
Tues 5	Exeter City	H												
Sat 9	Port Vale (F.A. Cup 6)	A												
Sat 16	Crewe Alexandra	H												
Sat 23	Peterborough United	A												
Sun 24	Milk Cup Final													
Fri 29	Scunthorpe United	A												
Sat Apr 6	Southend United	H												
Tues 9	Chesterfield	A												
Sat 13	Northampton Town (F.A. Cup SF)	H												
Sat 20	Aldershot	A												
Sun 28	Darlington	H												
Fri May 3	Colchester United	H												
Mon 6	Chester	A												
Fri 10	Halifax Town	H												
Sat 18	F.A. Cup Final													

	Appearances		Substitute Appearances		Goals		Total
	Lge	Cup	Lge	Cup	Lge	Cup	
Endersby	6	1			1	-	1
Baillie	6	1			1	-	1
Nelson	6	2					
Macari	6	1					
Henry	1	-					
Graham	6	2					
Barnard	6	2					
Baillie	6	1					
Rowland	6	2			2	-	2
Mayes	4	2	1	-	2	1	3
Hockaday	1	1			1	1	2
Coyne	5	1					
Sperring	-	-					
Gibson	-	-					
Gardiner	3	1					
Baddley	1	1					
Payne	-	-	3	-			
Gray	-	-					
Ramsay	3	-					

BEHIND THE SCENES



BY

BOB JEFFERIES

In recent years the Swindon Town Football Club has spent a colossal amount of money to fight the cancer of football hooliganism and, as a result of the measures we have taken have almost eradicated this problem at the County Ground except on the occasions when we meet the Bristol Clubs, who always seem to attract the idiot fringe who follow those clubs. However, now that our own younger supporters are behaving in a reasonable manner, with few exceptions, we now wish to attempt to influence youngsters into good habits at our ground, and to this end we are to create a Junior Supporters' Club to be named the 'Junior Robins'.

This scheme is the brainchild of Mr Dick Mattick, of Churchfields School, and Dick has agreed to become the Junior Robins organiser.

Initially the club will be for Children under the age of 13, but when it becomes more organised we hope to include those of an older age. To launch the scheme, we are inviting children of the appropriate age group, through the schools, to join us on Sunday, 7th October, when they will be invited on to the pitch after the game to meet the players who will distribute membership forms for the Junior Robins.

For the Junior Robins there will be a number of events taking place throughout the year, one of the initial activities being a painting competition for which there will be a trophy for the Junior School with the best collective entry besides individual prizes. We also plan to hold such things as a Quiz Evening, a talk by a Referee, Competitions, a Christmas Party and many other events. Although Mr Mattick is making his initial approach through the Junior

Schools, we shall be pleased to hear from any child of thirteen or under who might wish to become a Junior Robin.

On Monday, 24th September, Danny Williams and Jack Conley held their Testimonial Dinner where we were entertained by the comedian Charlie Williams. Almost two hundred of our supporters came along to the Blunsdon House Hotel for this occasion and may I thank all of you, on behalf of Danny and Jack, who attended this function and also their testimonial match.

An Agreement between the Football League and the Television Companies comes to an end at the conclusion of the current season and the television and radio Committee to the League are already negotiating a new contract. This Committee have an unenviable task. As whilst most clubs consider the 25 thousand pounds they receive insufficient, this payment having been in force for the last five and a half years and it's real worth now being £11,500, the bigger clubs will be reticent about seeking a conflict with the T.V. Companies which might result in there being no television coverage of football at all because their peripheral income from shirt advertising and perimeter board advertising is very substantial indeed.

There is a strong belief that the sixteen matches being televised live during the season is having an adverse effect upon attendances, especially with season ticket sales, and some of the bigger clubs consider that folk who used to purchase season tickets are now content to watch live television and pick just a few live matches to watch during the season. It is interesting to note that Liverpool's season ticket sales last season were down by 8½%.

I am sure that there will be some hard bargaining taking place within the next few months.

Thank you for joining us this evening, and I hope you see an entertaining game.

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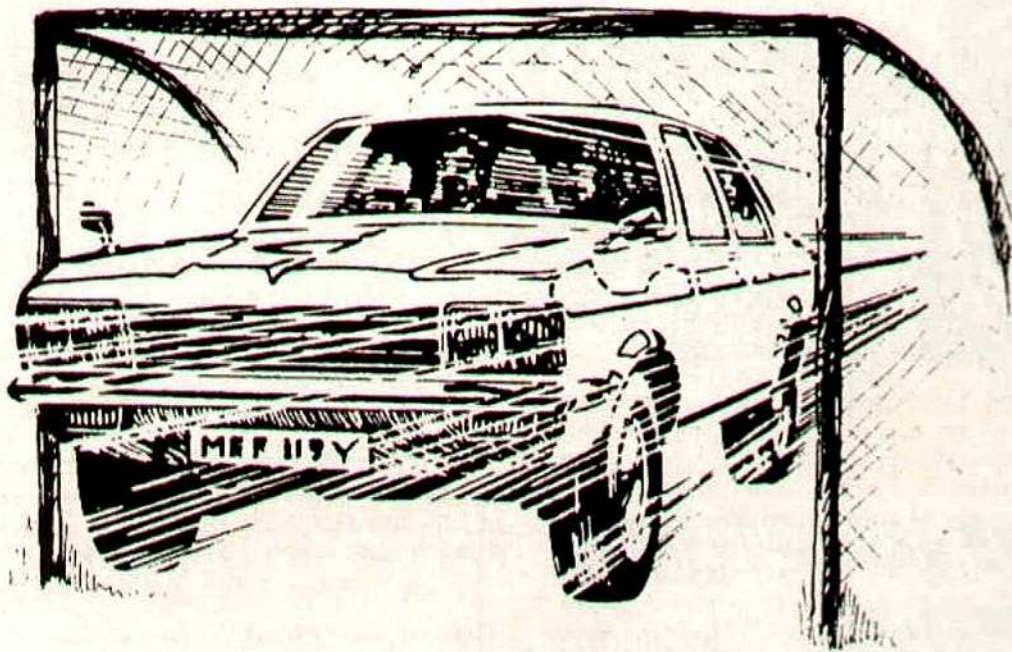
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