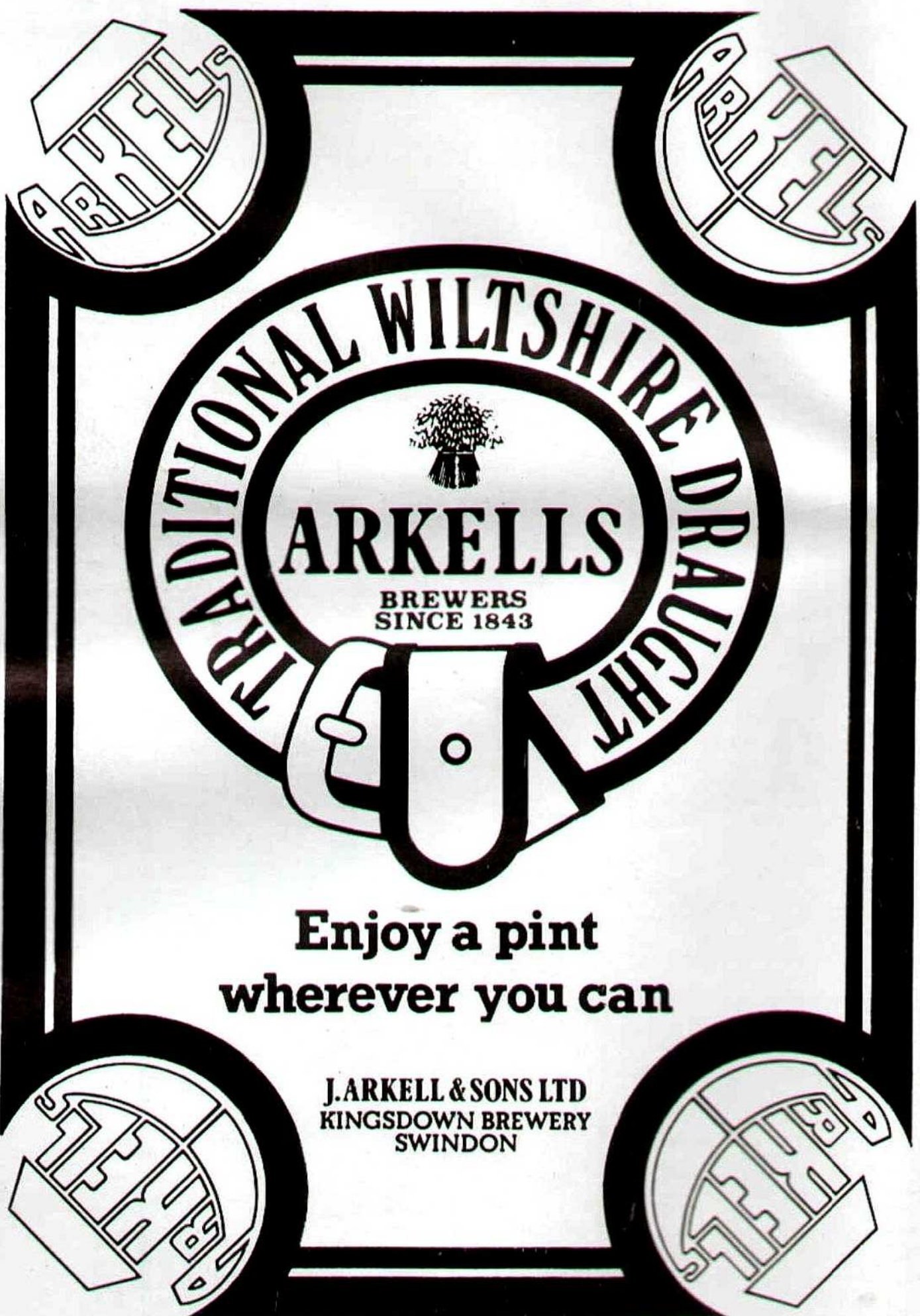


SWINDON TOWN

Official Programme 50p





**Enjoy a pint
wherever you can**

**J. ARKELL & SONS LTD
KINGSDOWN BREWERY
SWINDON**



**SWINDON TOWN
FOOTBALL CO. LTD.**
Telephone (0793) 22118
Registered Office:
COUNTY GROUND, SWINDON

President:
MR. W. J. CASTLE

Chairman:
B. HILLIER

Vice-Chairman:
G. W. HERBERT

Directors:
D. ALDERTON
N. ARKELL
W. DORE
C. J. GREEN
C. HOWARD
T. J. KEARSEY
D. MATTICK
L. SMART
R. STEPHENSON

Player Manager:
LOU MACARI

Assistant Manager:
JOHN TROLLOPE

**Administrative Manager/
Secretary:**
R. JEFFERIES

Commercial Manager:
D. BUSWELL

Club Medical Officer:
DR. J. NICHOLAS

Club Physiotherapist:
KEVIN MORRIS

Club Chaplain:
REV. NIGEL SANDS

Editor:
DAVE KING

Printed by:
EJW COLOUR PRINT LTD.
All contributed items published
in this programme do not
necessarily reflect the view of
Swindon Town Football Club

HONOURS

Football League Cup Winners:
1969
Semi-Finalists 1980
Anglo-Italian Cup Winners: 1970
International League Cup
Winners Cup. Winners: 1969
Third Division
Runners Up: 1962-63, 1968-69
F.A. Charity Shield
Finalists: 1911
F.A. Youth Cup
Finalists: 1984
F.A. Cup Semi Finalists:
1910, 1912

Chairman's Chatter

Good Evening to you all and may I extend a warm welcome to Torquay United on their second visit to the County Ground within the space of only eight days. With the advantage of a one goal lead from the first leg match played at Torquay on August 20th, it is important that we do not let complacency become our opponent as well as Torquay United.



A successful run in any Cup Competition obviously augers well for the Club's financial situation but equally as important it brings added spice and enjoyment from the spectators viewpoint. Form displayed in Cup matches can very often bring an improvement in League performances also.

Despite a seemingly heavy defeat on our recent visit to Hereford United the final scoreline was somewhat flattering to our hosts. It was therefore satisfying to obtain our first League points of the season when we defeated tonight's visitors in a Canon League Match here at the County Ground, three days later, despite the setback of an early goal that we conceded.

May I take this opportunity on behalf of Swindon Town Football Club of thanking all those who have sponsored the Club in various ways so far this season.

My congratulations to Mr. G. Hallows of 17 South Street, Aldbourne, Wiltshire on becoming the first winner of the Chairman's Quiz Competition published in the Wrexham programme on August 17.

The Chairman's Swindon Quiz

1. Name the two clubs that we have played in the Semi Finals of the Football League/Milk Cup?
2. Which two players have scored hat tricks for the club in the competition?
3. Where was the Semi Final Replay of the 1968/69 Burnley against Swindon played?
4. Which Burnley player conceded an own goal in this match?
5. Who scored our solitary goal in the second leg of the Semi Final against Wolverhampton Wanderers in 1980?



Your key to security . . .

We offer a 24-hr. locksmith and emergency lockout service.

Supply and Installation of Locks: by Chubb, Ingersoll, Union, Yale. Safes: Free Standing, Underfloor, Wall, Closed Circuit Television, Security Mirrors, Door Entry Systems Mechanical/Electrical Window and Door Grilles. Fire Extinguishers, Blankets, Signs and Smoke Detectors.



Make it SAFE with . . .

SECURITY & FIRE CENTRE

1 LOWER ARCADE, BRUNEL CENTRE
SWINDON. TEL. 20627 (24-Hr.)



CASTLE'S

Office and Bakery

4 and 5 MARKET STREET SWINDON
Telephone 22017

Specialists

Wedding Cakes, Birthday Cakes.

**Try our Wholemeal Bread and
Wiltshire Lardies and
Delicious Dairy Cream Cakes**

150 years of tradition



Sole official supplier of footwear to the Football Association School of Excellence.

Sole manufacturer and supplier to the Football Association and Football League of the exclusive Delta design official match ball.

Available from leading sports retailers - for further information contact Mitre Sports on 0484 37488

Today's **mitre** Delta Matchball donated by

Face to Face

A NEW PROGRAMME FEATURE
WHERE LOU ANSWERS QUESTIONS



Q: According to some media reports you were not convinced or too happy with the form displayed in our First Leg 2-1 win at Torquay, why not?

LOU: We won and we should be pleased with that, but we did not perform as we should, three or four players knew they are not doing the job required of them.



Q: What are the problems associated with the team following our early season matches?

LOU: Football is their main aim, that is what they are paid to concentrate on, some are obviously not doing that.

Q: Can they be ironed out from within the squad?

LOU: Not entirely, we have needed defenders since I came here, we still do.

Q: In your personal opinion have you always rated the Milk Cup Competition as highly as the F.A. Cup?

LOU: Yes, when you are with a Fourth Division Club any competition is important.

Q: Would you say that is an opinion generally held among professional footballers?

LOU: With the majority, yes.

Q: Now you are a manager is the importance of a cup run more paramount than when you were solely a player?

LOU: Managers and players should desperately want to go through to another round. I still get a kick out of listening to the Cup draws to see if we have drawn a big Club.

Q: Supporters were alarmed by the apparent lack of enthusiasm shown by some of the players at the beginning of a new season. Are they right. If so, Why?

LOU: They are right, supporters are not as daft as some players might like to think they are. The spectators are neutral and their suspicions are justified. Some players don't enjoy the game as they should.

Q: Do you operate a code of discipline for players who earn unnecessary bookings?

LOU: No, but I am watching a situation where I expect common sense to prevail.

Q: You have stated that Andy Rowland will now look after the Reserves when yourself, John and Terry are away scouting. Will it mean Andy now being with the Reserves permanently?

LOU No, he will be in contention for a First Team position like everyone else but Andy was only used as an emergency defender really and I know his best position is up front where he will challenge for a place, but Andy's experience will be useful to us in a position of responsibility.

Lowndes Lambert Group

sponsors of Swindon Town F.C.

*wish Lou Macari
and his team every success
in the coming season*



Lowndes Lambert Group Limited

International Insurance Brokers

Aspen House Temple Street Swindon Tel: Swindon 26252

Head Office: 53 Eastcheap London EC3P 3HL *And at Lloyd's*

Town in the Milk Cup

MATCH FACTS OVER THE YEARS:-

	P	W	D	L	F	A
HOME	42	31	5	6	89	53
AWAY	42	9	15	18	45	73
TOTAL	84	40	20	24	134	126

LAST 5 YEAR RECORD:-

P	W	D	L	F	A
14	6	2	6	16	25

ANALYSIS:- Reached Round 2...17 times; Round 3...4 times; Round 4...4 times; SEMI FINAL...ONCE 1980; FINAL...ONCE 1969.

BIGGEST VICTORY:- 5-1 v CARDIFF CITY (H) 77/78

HEAVIEST DEFEAT:- 0-5 v NOTTS COUNTY (A) 62/63 and LIVERPOOL (A) 80/81.

GOALS PER GAME AT THE COUNTY GROUND:- TOWN 2.11 Visitors 1.26



Dave Hockaday - Whose 41st minute goal in the first leg, first round match, at Torquay on August 20th, was his second goal for the Town in the Milk Cup Competition. Following his second half effort on August 30th 1983, against Plymouth Argyle in Dave's first match for the Town at the County Ground following his move from Blackpool.



Andy Rowland - Leads the way with the most goals and appearances of the Town's current players in the Milk Cup.

BEST ATTENDANCE AT COUNTY GROUND:- 28,000 v BURNLEY F.L.C. S/F December 4th 1968

FIRST LEAGUE CUP TIE:- v SHREWSBURY TOWN (H) October 12th 1960 D 1-1 Attendance: 10,350

FIRST PLAYER TO SCORE IN THE COMPETITION:- Cliff Jackson

TOP LEAGUE/MILK CUP SCORER:- Don Rogers 7 goals 1968/69

LEADING GOALSCORER IN COMPETITION:- Don Rogers 17

CURRENT TOWN PLAYERS WHO HAVE SCORED GOALS FOR THE CLUB:- Andy Rowland 6; Dave Hockaday 2; Peter Coyne 1.

CURRENT TOWN PLAYER WITH MOST APPEARANCES FOR THE CLUB:- Andy Rowland 23

CURRENT TOWN PLAYER WITH MOST APPEARANCES AND GOALS IN THE COMPETITION:- Andy Rowland 42 (23 for Swindon, 19 for Bury) GOALS 14: (6 for Swindon, 8 for Bury).



**Everybody's body
needs bottle**

The Milk Cup
Sponsored by the National Dairy Council

Commercial Comment

By Doug Buswell

Welcome to the County Ground once again. Hopefully a win tonight will put us in against the Big Boys in Round 2.

LOTTERY AGENTS

Are required in all areas. Help us and help yourself at the same time. We need people over sixteen years old to sell our Lottery Tickets to their friends, neighbours, workmates etc. Commission is payable on all sales and some bonuses. No obligation tickets issued on sale or return. For details ring me on Swindon 31510.

MATCH BALL

Our thanks to PROTON PUBLICITY SIGNS at MARLBOROUGH for sponsoring tonight's match. There are still a few matches where we would like people to

sponsor a ball. Please ring me on Swindon 31510 if you are interest in helping us.

SPORTING DINNER

I still have 5 tickets left for the season's first Sporting Dinner on Monday September 16th anyone wishing to attend should contact the Commercial Office.

GROUP BOOKING SCHEME

This popular scheme is available to parties of 10 persons upwards to 50. Any group or organisation who would like to spend a Match Day with us should contact me at the Commercial Office.

You will see the Club from the Boot Room to the Board Room. Lunch, a Seat and a Match Day Programme plus other insights into how Swindon Town ticks.

Todays *mitre* Delta Matchball donated by

Mr Jack Seymour

Proton Publicity & Seymour Signs

Marlborough

MARLBOROUGH 54393



A Look at the Milk Cup

The resumption of the first round of the Milk Cup brings some intriguing second leg matches in this weeks fixtures for Fourth Division Clubs.

East London Club ORIENT should find that their 3-1 win at Aldershot, is a cushion for further advancement, goals from Godfrey, Jones and Sussex, proving too much for ALDERSHOT whose lone reply came from Massey.

The 4-1 reverse STOCKPORT COUNTY suffered at Bolton in the first leg will probably be too difficult a hurdle for the Edgeley Park Club to overcome.

BURNLEY who were relegated from the Third Division at the end of last season hold a narrow one goal advantage over Bury who were promoted in their place from Division Four last season. Taylor and Biggins were the Turf Moor Club goalscorers.

A first half Andy Sinton penalty was not enough to give CAMBRIDGE UNITED a first leg advantage against Third Division Brentford for whom Evans grabbed a second half equaliser. The Abbey Stadium Club will find life difficult in the second leg at Griffin Park.

The six goal thriller between CREWE and Carlisle United at Gresty Road a fortnight ago, in which our former striker Alan Mayes scored two of United's three goals, in reply to Saunders, Hart and Wallers, efforts for Crewe Alexandra, ensures a continuation of what may prove to be a match that will not prove such a formality as some may expect.

The smallest attendance of the first leg was the 820 that watched HALIFAX TOWN'S 1-1 draw at the Shay with Second Division Hull City. The Shaymen will find Boothferry Park a formidable place to visit in the second leg, Shaw was the Halifax scorer.

The parochial tussle between Devon clubs EXETER CITY and Plymouth Argyle will be one of the most intriguing matches in the second leg of the competition. The Home Park Club holding a narrow one goal advantage in a match which produced two

penalties with Ray Pratt on the spot for the St James Park Club.

Goals from Keen and Foster helped PRESTON NORTH END to a 2-1 win over Blackpool. With a suspect defence the Deepdale Club will be pushed to survive a Bloomfield Road onslaught in the return leg.

Paul Clark's second half goal for SOUTHEND will hardly be enough to give them a realistic chance at Priestfield against Gillingham after their 1-1 draw at Roots Hall.

A second half goal from defender Phil Sproson gave PORT VALE hope for the return leg this week at Vale Park against Wigan Athletic after losing only 2-1 in the first leg to the Third Division Club.

Few clubs will go into this weeks second leg with more confidence than HEREFORD UNITED following their five goal spree at Edgar Street against Bristol City, which put the Milk Cup first round tie virtually beyond City's powers of recovery following two goals from Stewart Phillips, one each from Mick Kearns and Chris Price and a Jimmy Harvey penalty.

COLCHESTER UNITED have an ominous task at The Den against Millwall where they trail by one goal following their 3-2 defeat in the first leg match at Layer Road. Keith Bowen scoring both of United's goals, one in each half. Conceding two penalties hardly aided their cause.

Following their three goal defeat at the Baseball Ground it will be difficult for HARTLEPOOL to reduce the arrears against a Derby County side who look well set for promotion from Division Three this season in the second leg.

A two goal lead against Middlesbrough may be hardly enough to ensure MANSFIELD TOWN further progress at Ayresome Park. Goals from Neville Chamberlain and Mick Vinter will give The Field Mill Club some hope but they may need to score in the away leg to ensure a place in the next leg.



Seen and Heard



Limping Along.....

Early visitors to Kevin Morris's treatment room following the Wrexham match were...Derek Hall, ankle injury...Colin Calderwood, thigh strain...and Youth Team goalkeeper Alan Churchward...shoulder ligaments.

They were joined by Chris Kamara our most recent signing from Brentford with a hamstring strain which severely hampered his pre-season training.

Pining?.....

Our former full back Tony Taylor who made 26 League appearances for the Town in 1976 before moving to Bristol Rovers is now a global traveller. Perhaps not by choice but necessity, for the former Crystal Palace, Southend, Portsmouth and Northampton defender is now a coach at International level. For thirty nine year old Tony, was recently appointed Technical Director of the Canadian Soccer Association. At present Tony is the Assistant Coach of the Canadian National Youth Team currently appearing in the World Youth Cup Finals being held in the Soviet Union.

Although Tony is happily settled in Toronto with his wife and family he badly misses the British game. The Glasgow born former Town full back would dearly like the opportunity to return to League football in a coaching capacity.

Prior to leaving for Moscow, the Canadian Squad were in England for one week during which time they played two warm up matches with Aston Villa and Liverpool - drawing both games.

When the World Youth Cup Finals are completed Tony will be spending a week or so in Britain in which he hopes to fit in a Swindon match where hopefully he will meet up again with one of his former Glasgow Celtic team-mates, none other than Town Boss Lou Macari.

Out Of Town.....

Players living out of Town are Chris

Ramsey who commutes daily from his home in London...Chris Kamara who resides in Maidenhead...Tony Evans travels from Birmingham...Dave Moss is staying with his sister at Purton...Both of our close season signings from Luton Jake Findlay and Dave Moss are currently house hunting in the Town.

The New Face.....

If you are wondering who the newcomer is that greets you in the club reception this season...may we introduce seventeen year old Lisa Maberley from Cricklade...who is the replacement for Barbara who left the club during the summer...with little knowledge of football matters before she joined the Town...Lisa says she is learning...aren't we all.

Match Day Help.....

Sandra Cobern, the Secretary of the Supporters Club is another face that is assisting the club in Reception on a voluntary basis on match days.

No Chance.....

Bristol City rejected a bid by Aldershot to sign our former winger Howard Pritchard on a months loan. Aldershot Manager Len Walker rang Terry Cooper saying he was desperate for an experienced winger. 'I told him there was no chance', said Cooper. 'I would be very reluctant to let Howard go anywhere on loan and I know Aldershot haven't got a hope of coming up with enough money to buy him at the end of it'.

Not Connected With Football, Margaret!.....

Theft and damage to an estimated cost of £3,000 was inflicted on the Town's Squash Club recently, after vandals had wrecked the Club Bar, fruit machines were overturned and smashed with approximately £400 being stolen. Snooker tables were slashed and slogans daubed on them.



Town Chairman Brian Hillier presents two free tickets to Giles Hallows from Aldbourne (right) as the first winner of the Chairman's Quiz. In the centre is Giles's father Tony, who took advantage of one of the tickets which were for last Monday's game against Torquay.



Transplant (Swindon) Limited
 Broad Hinton, Swindon, Wiltshire.
 Telephone: Broad Hinton (0793 73) 671

CONTRACTORS PLANT HIRE



EXCAVATORS TRACTORS COMPRESSORS ROAD BRUSHES DUMPERS
 FORK TRUCKS MIXERS BOWSERS PUMPS MISC. SMALL PLANT ROLLERS.



Junior Robins

By D. Mattick

First of all a competition. Can you find the surnames of the eight Swindon players in the wordsearch below. An autographed team photograph will be on its way to the first sender of a correct entry. Entries marked Junior Robins Competition to the Club Office.

R	A	G	R	A	P	E	B	K	P	C
I	O	E	C	E	C	A	R	R	E	H
D	C	W	V	O	N	A	I	I	T	A
A	F	N	L	N	Y	R	S	T	I	R
L	I	O	B	A	R	N	A	R	D	S
M	N	U	V	E	N	C	E	A	R	T
O	D	G	E	Z	R	D	K	M	A	U
A	L	D	K	M	O	S	S	S	H	V
H	A	L	L	E	S	E	N	E	T	X
W	Y	M	O	R	T	H	E	Y	U	M

After the first couple of League results I thought you could probably do with some cheering up so here are a few football funnies. Why not try them on your friends at school. If you have any suggestions why not send them in. Perhaps we can have another collection sometime.

Question: Why did they call the keeper Dracula?

Answer: Because he was scared of crosses. Did you hear about the Irish manager. He flooded the pitch so he could bring on his Sub.

Casual Supporter: Do these home forwards ever score?

Regular: I don't know I have only been watching them six months.

Question: Why didn't they inoculate the goalkeeper?

Answer: He never catches anything.

Did you hear about the supporter who was so disappointed after one match that he nailed his season ticket to the stadium door. When he came back next day somebody had pinched the nail.

Question: What do you call it when the referee takes the names of all the players in the wall?

Answer: A block booking.

IN AND OUT

Since Lou Macari took over the Player/Managers role here at the County Ground in July 1984 there has been a calculated change of playing personnel as the diminutive Scot has sought to improve the playing fortunes of the Club.

After several seasons of struggle the progress currently under way has come due to the introduction of new players.

IN: Mike Graham (re-signed) Peter Coyne (Hyde United) Chris Ramsey (Brighton & H.A.) Kevin Baddeley (re-signed) Mark Dempsey (loan - Man Utd) Ian Muir (Loan - Brighton & H.A.) David Cole (Swansea City) Dave Caldwell (loan - Mansfield Town) Alistair Sperring (loan - Southampton) Bryan Wade (Trowbridge Town) Colin Calderwood (Mansfield Town) Jake Findlay (Luton Town) David Moss (Luton Town) Derek Hall (Torquay United) Tony Evans (Wolves) Chris Kamara (Brentford).

OUT: Colin Bailie (Reading) Gary Nelson (Plymouth Argyle) Mike Graham (Mansfield Town) Paul Batty (Chesterfield) Alan Mayes (Carlisle United) Kevin Baddeley (Cheltenham Town) Simon Gibson (Preston North End) Nigel Gray (Retired) Gary Fulbrook (Bath City).

Looking Ahead

We entertain Northampton Town here at the County Ground on Friday evening in a Canon League fixture.

When Graham Carr took over as Manager of Northampton Town he knew for certain...they could only get better. The former Nuneaton Borough Manager succeeded Tony Barton at the County Ground when 'The Cobblers' were rock bottom. They were in fact the Canon League's basement Club. That was in mid-April and you could hardly have painted a worst picture.

With only ten wins from their forty one League matches, with no impression made in any of the Cup competitions and gates tumbling to 1,500 and faced with a possible merger with Kettering Town, also the stark reality of going 'cap in hand' to the Football League for re-election, Graham Carr faced a challenge of enormous proportion.

Despite the problems, the former Nuneaton boss relished the challenge. It gave him the opportunity to test his managerial skills at Football League level. With five games of last season left 'The Cobblers' won four and drew one to finish in 91st position, six points ahead of Torquay.

A small step on the rocky road to success but none the less a step in the right direction. For Graham, the job was perfect, for the forty year old Geordie has made Northampton his adopted home since leaving his native Newcastle to join the County Ground Club as a 17 year old, twenty three years ago in 1962.

Northampton with a population of 105,000, and a Chairman new to the Club in Derek Banks who is prepared to back the Club financially, could a new era appear to be dawning for 'The Cobblers'?

Few managers have experienced the highs and lows as much as Graham Carr. After six years with 'The Cobblers' as a player he saw the Club make a meteoric rise from the Third Division to the First and an equally dramatic fall back. A season each with York City and defunct Bradford Park Avenue, non League playing days with

Telford, Altrincham, Weymouth, Poole and Tonbridge were followed by spells as manager of Weymouth, Dartford and Nuneaton Borough.

It was his record with Nuneaton that attracted the County Ground management, goals were the by-word for entertainment, the majority of them coming from Paul Culpin the Leicester City reject who joined Coventry City this summer in a £50,000 deal.

Two former Nuneaton players linked up with their former manager this season when Trevor Morley and midfield player Richard Hill joined Northampton for their first taste of League football.

We experienced mixed fortunes in our matches with 'The Cobblers' last season when we were virtually swept aside by a opening burst of three goals in the first twenty five minutes when we visited the County Ground last November. A miss from the penalty spot by Alan Mayes did our cause no aid, goals from Wakeley Gage, Ian Benjamin and a penalty by Eire International Austin Hayes put the issue beyond doubt. The diminutive Austin settled any fears for 'The Cobblers' adding a fourth in the seventy sixth minute again from the penalty spot after Leigh Barnard had conceded our second offence of a dispiriting performance.

Our demise was re-dressed with a 2-0 win here at the County Ground last April when a first half goal from Colin Gordon gave an interval lead. Wakeley Gage rescinded his earlier effort of November by providing us with maximum points following his own goal in the second half.

This season began for 'The Cobblers' with an odd goal defeat in five at Burnley on the opening day, after trailing 3-0 at the interval, two second half goals from new signings Morley and Reed were not quite enough to give them a point. That improved second half form was in evidence four days later in the First Leg of the Milk Cup First Round tie at Peterborough when they left London Road with a goal-less draw to their credit.

Backtrack

BY MIKE SKINNER

1975

1965

1955

10 Years Ago - September 1975

Swindon had hardly the best possible start to the month when they travelled to Shrewsbury on the sixth, Kenny Stroud was sent off, and David Moss and John Trollope were booked as the Town went down 3-0, to leave them just one place off the bottom. However, three days later cup fever came to the County Ground with the visit of Wolves, in a League Cup second round game. A crowd of 12,252 saw a tense game, as although Swindon gained a 2-0 interval lead through Peter Eastoe and Trollope, the visitors managed to level the score before the final whistle through Alan Sunderland and John Richards.

The Wolves game marked the return of 'keeper Jimmy Barron after a two match absence through injury, but in the home game with Sheffield Wednesday the following Saturday disaster struck when he had to leave the field at half-time, with Swindon trailing 1-0. However, with Colin Prohett in goal, a spirited second-half performance brought goals from Eastoe and Trevor Anderson to scrape victory. The rest of the month was full of disappointment - exiting from the League Cup in the replay at Wolves by 3-2, followed by a 3-0 defeat at Port Vale and a mid-week reversal at Hereford by 1-0. Worse was to come when Colchester were the visitors on the 27th, a 1-0 defeat put Swindon firmly in 24th place with a crowd of just 5,750, a loss of 2,000 since the seasons' start.

20 Years Ago - September 1965

On Wednesday the First Swindon paid a visit to Hull, but failed to recover from a first-half goal watched by a massive 23,163. Three days later they fared little better when Walsall came South, a point was gained in a goal-less draw. This was rectified three days later, when the Town made the short trip to Eastville, as a Don Rogers goal just two minutes from time

ensured both points. This was improved on when Swindon travelled again, this time to the now sadly departed Workington, on the following Saturday. Rogers gave us a first-half lead with further goals coming from Dennis Brown and Keith East without reply. Of interest was the crowd of 3,512, just 56 more than watched the reserves beat Chelsea 6-1 at the County Ground. That reserve game marked the last appearance in Swindon colours of Ernie Hunt, who moved to Wolves during the week for £40,000.

At home again on the 18th, Swindon entertained Bournemouth in front of 13,932, but neither side managed to find the back of the net, although the point did put the Town into second place in the League. Four days later saw Swindon involved in the second round of the League Cup, having been given a bye in the first. But despite Rogers gaining the lead, Swindon made an early exit by 2-1 at Darlington. The following day Jimmy Lawton was signed from the Feethams Club, in exchange for Alan Sproates and £8,000, making his debut in the Friday night encounter at Southend. Although the Town lost 2-4, with goals from Ken Skeen and Rogers, it was notable for Swindon's first use of the new substitute rule, Owen Dawson replacing the injured Skeen.

30 Years Ago - September 1955

Not the best month in Swindon's history, as of nine games played only two points were gained. The misery started at Northampton on Thursday 1st with a 2-1 defeat, Bob Edwards getting the goal. Two days later at Ipswich saw 'keeper Sam Burton pick the ball out of the net on six occasions, the only reply coming from Edwards and Maurice Owen. The mid-week visit of Brighton resulted in a point from a goal-less draw, with 6,090 present, and, at home again the following Saturday, Walsall inflicted a 2-1 defeat, Dave Gibson getting Swindon's in the 63rd minute.

In Town Today

Following our success at Plainmoor in the First Leg of the Milk Cup Competition, when goals from Dave Hockaday and Dave Moss replied to Kevin Smith's thirteenth minute effort for Torquay, the United Manager Dave Webb became the first managerial casualty of the season.

The former Bournemouth Manager stood down as Manager after the first two matches of the new season had ended in defeat.

His replacement was the former Notts County and Plymouth Argyle striker John Sims who had recently been named as Reserve Player-Manager. David Webb will remain with the Club to concentrate on financial matters.

Included in the Torquay line-up for our First Leg match at Plainmoor two weeks ago were:-

Goalkeeper TONY FOWLER who made his League debut at Scunthorpe on the opening day of the season in a 4-0 defeat. The local born keeper had an unhappy match three days later against us in which he was at fault with both goals. Tony was deputising for KENNY ALLEN the former Bournemouth player who is currently in a contract dispute with the Club.

The full positions in our first match with United were occupied by local born DEREK FOWLER who has appeared in thirty-seven League matches for the Club up to this season and new signing MARK CROWE from Norwich City. The former Carrow Road apprentice found his first team opportunities limited with 'The Canaries', after making his League debut at Brighton in December 1982. Twenty year old Mark was a member of Norwich City's F.A. Youth Cup winning team of 1983.

Former Bournemouth defender PAUL COMPTON joined the Club from Aldershot during the 1983/84 season. Stroud born Paul, entered League football from Wiltshire Club Trowbridge Town in 1980 when he joined Bournemouth. Injury restricted his appearances in League

matches to twenty two last season.

He was partnered in the centre of Torquay's defence by the former Colchester United and Wrexham defender STEVE WRIGHT who joined the Plainmoor Club during the close season. Twenty-six year old Steve made forty League appearances last season.

Twenty-five year old DEREK DAWKINS the former Leicester City apprentice and former Mansfield Town and Bournemouth defender was the only player to play in every League match for the Plainmoor Club last season. It appears that the twenty-five year old player may be favoured for a midfield role this season following his successful conversion last season.

Local born MARK LORAM was substituted in the second half of the First Leg match following an injury. Mark scored United's late goal against Rochdale in their 2-1 home defeat four days later in the Canon League fixture. The promising midfield player made his League debut at Plainmoor on February 9th last season against Rochdale, scoring his first League goal at Stockport the following month. Mark originally joined United on non-contract forms last season.

Wolverhampton born STEVE PUGH joined United in 1983 after failing to make any progress with Wolverhampton Wanderers. The former Molinex apprentice made his League debut for Torquay on September 10th 1983 in a 5-0 defeat! At the end of last season Steve had made seventy-five League appearances for United during his two seasons with the Club.

Another former Midland Club player is striker MICK PERRY a former West Bromwich Albion player who moved to Torquay last season. While at the Hawthorns, twenty-one year old Mick made 20 League appearances following his League debut for Albion at Watford in April 1983.

Two newcomers to the Torquay attack

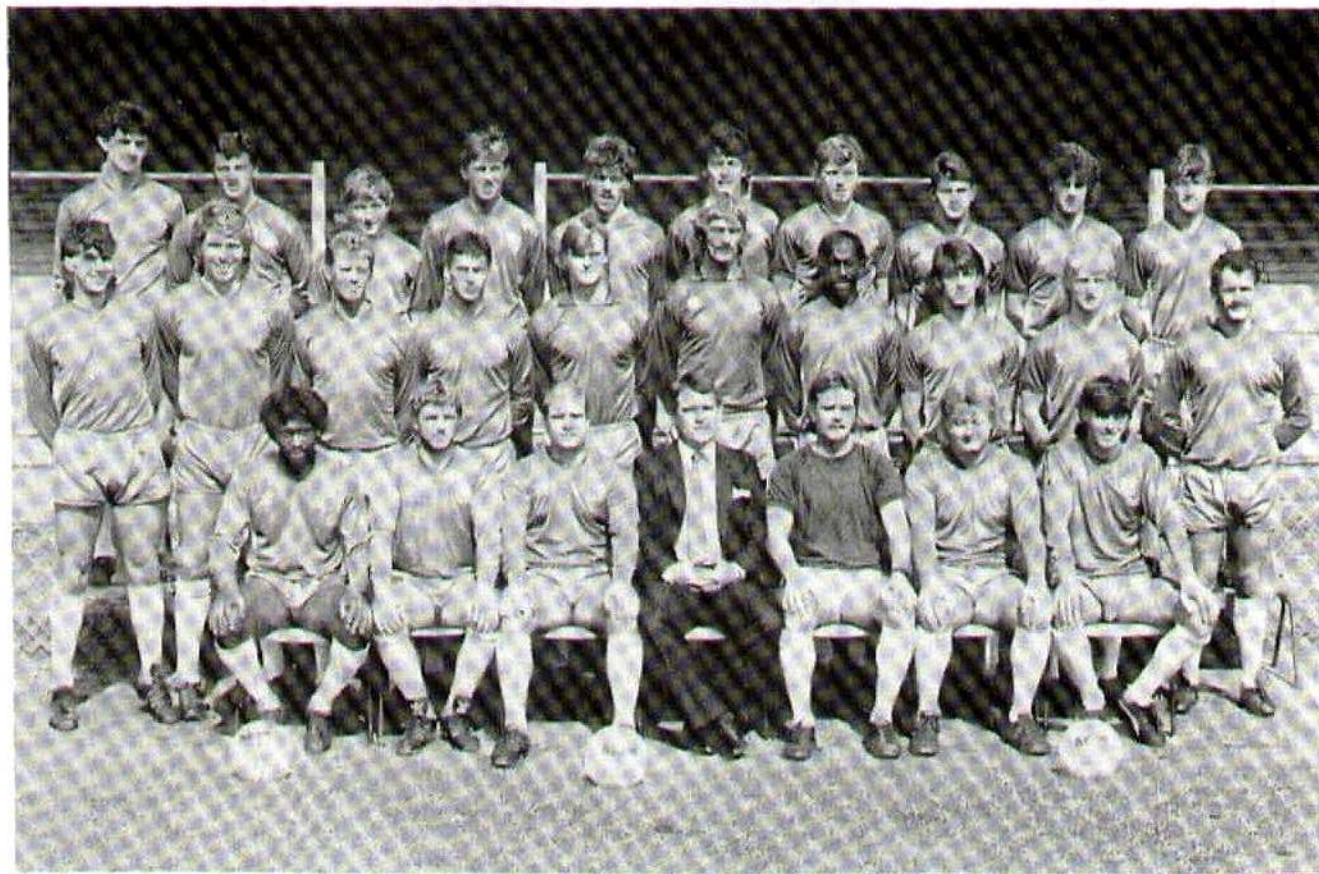
Torquay United

MANAGER
JOHN SIMS

this season, are twenty year old KEVIN SMITH who gave United a thirteenth minute lead in the First Leg match, after joining Torquay from nearby Exeter City during the summer. The former Cambridge United apprentice who made over fifty appearances for the Abbey Road Club is joined in attack by MARTIN LAMBERT another summer signing from Brighton and Hove Albion. The former England Schoolboy International originally joined the Goldstone Ground staff as an apprentice. After making his League debut in a 3-2 defeat at Leeds United on August 29th 1983, he failed to make further progress and was released by the South Coast Club at the end of last season.

Former Portsmouth player MARIO WALSH who originally joined Torquay on loan last season was the Plainmoor Club's substitute in the First Leg match coming on to make an appearance for the injured Mark Loram. Mario scored five goals from twenty-one League appearances for United last season.

The vastly experienced thirty-four old EDDIE KELLY was missing from the South Devon Club's opening matches after making twenty-two League appearances last season. The former Arsenal, Q.P.R., Leicester City, Notts County and Bournemouth midfield player is a veteran of over 400 appearances in League and Cup football.



Back Row L to R: Paul Viner (non contract), Martin Lambert, Alan Savage (YTS), Mark Crowe, Kevin Smith, Tommy Wheeldon (non contract), Vince Shearer (YTS), David Smith (non contract), Chris Myers (YTS).

Middle Row L to R: Mark Loram, Paul Compton, Steve Wright, John Durham, Tony Fowler, Kenny Allen, Derek Dawkins, Peter Dearlove (YTS), Darren Cann (YTS), Steve Pugh.
Front Row L to R: Micky Perry, Derek Fowler, Eddie Kelly (Player Coach), Dave Webb (Manager), Brian Wilson (Ass. Manager), John Sims, Mario Walsh.

In Reserve

Keep in touch with the Towns
Football Combination Team

Disappointment is the best way to sum up our first Combination match of the season when we were beaten 3-2 by Charlton Athletic at The Valley. During a first half in which we continually made the better openings, for Mark Gardiner to go close twice and a blatant penalty decision denied us when Jamie Reynolds was upended, brought a goal-less first half in which the Town had every right to feel aggrieved at the outcome. Their attractive first half display gave way to frustration early in the second half when Mark Stuart, the former England Schoolboy International put Charlton two goals up in the space of ten minutes. The Town defence was caught out again on the hour when a long ball through the middle was flicked on for Nick Francis the former

Millfield Schoolboy to put Charlton in a practically unassailable lead.

Our close season signing Bryan Wade from Trowbridge Town had other ideas though, catching the Charlton defence square in the seventy-fifth minute to reduce the arrears. Five minutes later Sean Prowse who had come on as substitute for Sheldon Lee set Bryan free again when he beat three defenders before scoring his and the Town's second goal. It was a good all round performance that should have brought the Town victory instead of a disappointing defeat.

TEAM: Findlay; O'Loughlin, Cole, Wollen, Davison; Payne, Coyne, Reynolds, Lee; Gardiner and Wade. SUB: Prowse for Lee (80 mins) Scorer: Wade (2).

Youth on our side

Our South East Counties League Team gained an excellent win against Southampton on Saturday August 24th at Shrivenham Road. In a first half playing against a strong wind it looked a daunting task for the Town juniors against a physically bigger team. It came as no surprise after only five minutes of play when Le Tissier put the 'Saints' one up, only a brilliant save from Mark O'Dwyer prevented 'The Dell' Junior Team from increasing their lead as pressure mounted. Southampton increased their lead after twenty-three minutes when Le Tissier headed home after a right wing corner. The Town stuck to their awesome task and after shaking off two defenders with a turn of speed Paul Blakeley reduced the arrears leaving Grainger in the 'Saints' goal with no chance. The indomitable Paul Blakeley was on hand to put the Town level a minute before the interval after being sent clear

by a long ball from Gary Gillet. It was to prove to be the crucial goal of the match.

The Town with the advantage of the wind behind them took the lead when Sean Prowse who worked hard throughout, unselfishly squared the ball for Paul Blakeley to complete his hat trick in the 70th minute. In fact Sean almost increased the Town lead five minutes later when he hit the cross-bar with a free kick. It was a fine effort from the juniors who fought against the elements and a much bigger team.

TEAM: O'Dwyer, Hammersley, O'Loughlin, D. Lee, Stone, Davison, Gillett, Casserley, Prowse, Blakeley, Law. SUBS: Bell (for Hammersley) 60mins. Barnett (for Lee) 82 mins.

A Saturday morning to spare?...Watch the lads in action on September 7th at Shrivenham Road against Brighton.

Photo Call

David Cole

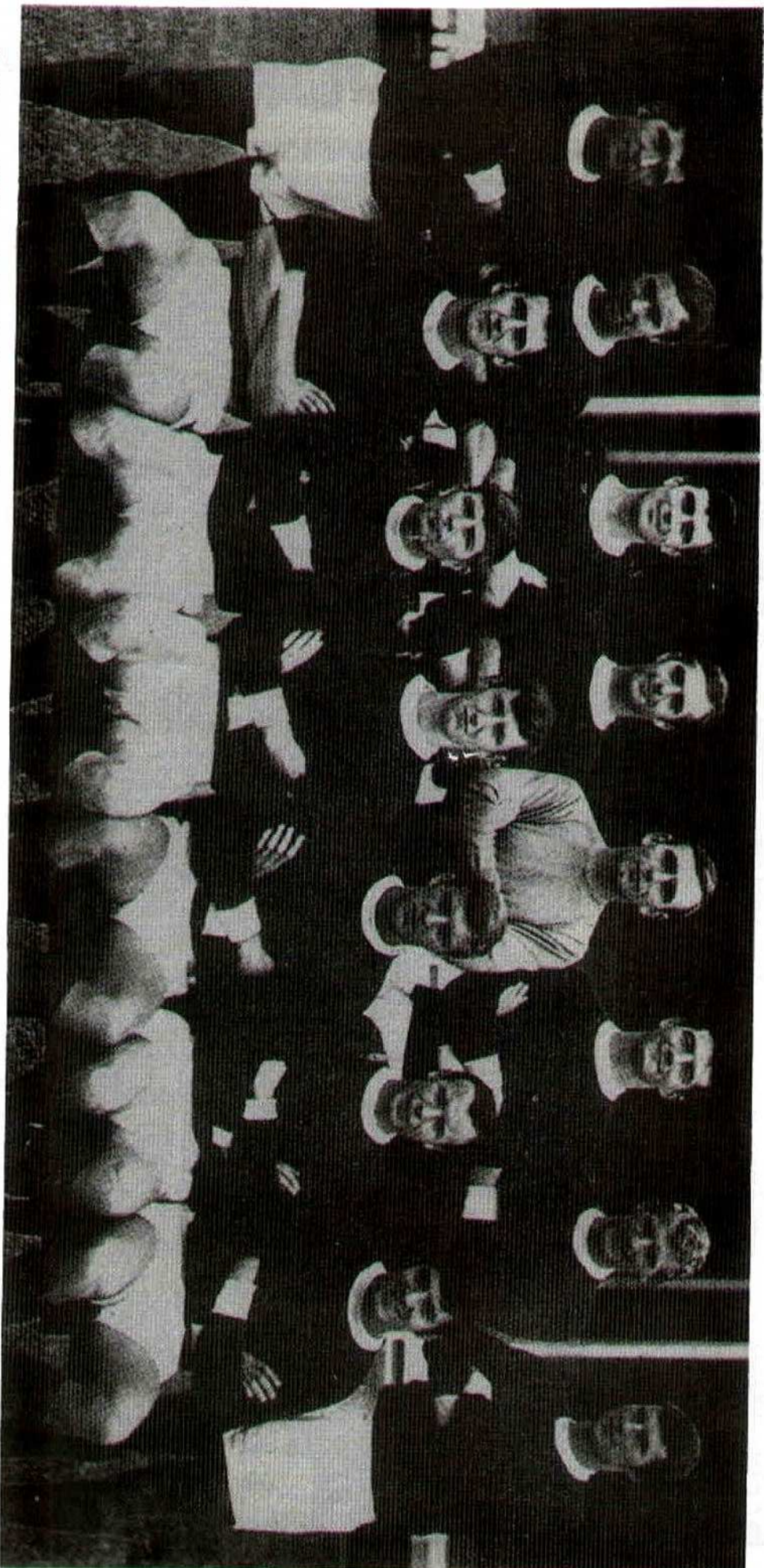


PLEASE SIGN YOUR AUTOGRAPH
HERE

A Year to Remember

DIV THREE RUNNERS UP & LEAGUE CUP WINNERS

SWINDON TOWN F.C. 1968—69



Back row (left to right): John Smith, Peter Noble, Roger Smart, Owen Dawson, Peter Downsborough, Stanley Harland (captain),
John Trollope and Don Heath

Front row: Frank Burrows, Joe Butler, Rod Thomas, Chris Jones, Willie Penman and Don Rogers

Supporting the Town

Sandra Cobern
Secretary

Autumn Draw

Tickets are now available for our Autumn Draw, this is one of our largest fund raising activities during the course of the year. The first prize this year is a Colour Portable Television and there are many other prizes including a Barbecue, Electric Fan Heater and Autographed Football.

The tickets are 10p each and are in books of 5. If you feel able to sell some tickets for us to your workmates or family please contact me either via the Club Office or on Swindon 481061 evenings.

Get Fit/Keep Fit Ladies

May I once again remind you that our Get Fit/Keep Fit Classes start on Thursday 12th September at 8 p.m. in the Rendezvous Club. The cost is 60p per person per week and the classes will be conducted by a town player.

Please come along and don't be shy we are open to all ages.



Membership Draw

The draw for two season tickets that was kindly offered to members by the Directors of the club was won by Mrs. Fisher of Marlborough Road, Swindon and Mr. Kirkman of Malmesbury.

THE ASSOCIATION OF FOOTBALL BADGE COLLECTORS

Do you collect Football club Badges? If you do then please read on.

The British Badge Collectors Association was formed in 1980. It was decided in 1983 to change the name of Association to incorporate the specialised title of, 'The Association of Football Badge Collectors'.

The Association was formed with two main aims:-

(a) To help Collectors increase their own personal collections. The Association enables its members to negotiate with fellow Collectors by means of a monthly newsletter in which the members can exchange or sell badges with no advertising cost incurred.

(b) To persuade and assist Football Clubs to produce Enamel Lapel Badges of quality. To date the Association's members have assisted over one hundred and thirty Clubs to do so.

The current membership of the Association numbers one hundred and fifty throughout the country, at the present time via Club Membership a Directory of British Football Badges is available which incorporates over 1,700 illustrations! The Directory is updated periodically.

This year's Annual General Meeting is to be held on October 19th at the Trinity Suite, Aston Villa F.C. and is open to anyone who would like to call in and meet the members.

The doors open at 18.00 hours and close at 24.00. During which time Badges will be exchanged and some collectors may have part of their collections on view.

Anyone wishing to join the Association should contact Mr. P. Gosling, 81, Stanley Road, Chapletown, Sheffield, South Yorkshire, S30 4XS.

Action Replay



Torquay Goalkeeper
Kenny Allen
out jumps everybody



Peter Coyne is beaten to the ball by Eddie Kelly.












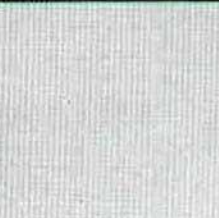




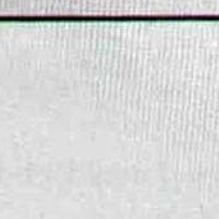






Action Replay



Chris Ramsey (left) and Colin Gordon (right) make up a Devon Sandwich in the Bank Holiday clash with Torquay at the County Ground.

Pound a Goal

A special sponsor page for those who wish to Sponsor
The Town at One pound per goal for the Season 1985-86.

 <p>Sandra Coburn</p>	<p>Ollie, Pete & Dobin (MWMM) 12 Jackson Cl. Devizes, Wilts.</p>	 <p>Guys and Dolls</p>	<p>Wyvern World Travel 28 Wood Street Swindon, Wilts.</p>	
				
				
				
				

Town Focus on David Moss



The former Town favourite returned to the County Ground in July on a free transfer from Luton Town. Dave who made rapid progress with Swindon after his League debut in 1972 is looking forward to the task of re-storing Swindon Town to a position in the Third Division hopefully next season. Dave returned on a two year contract after leaving Kenilworth Road having thoroughly enjoyed his seven years with 'The Hatters', he says, 'I will always be grateful to David Pleat for allowing me the opportunity to play at the highest level'.

How did Dave view his return to the County Ground? 'I did not regret leaving when I was given the chance, it was the right opportunity for me, it eventually led to first Division football. My decision to return is the right one I have always had a lot of respect for John and I have been impressed with Lou. There are some good players here too'.

DAVE MOSS LEAGUE/MILK CUP RECORD

	73/74	74/75	75/76	76/77	77/78	78/79	79/80	80/81	81/82	82/83	84/85	85/86	TOTAL
ASTON VILLA						1							1
BLACKPOOL					1(1)					1(1)			1(1)
CARDIFF CITY										2			1(1)
CHARLTON ATH						1							2
CREWE ALEXANDRA							2						1
GILLINGHAM						1							2
LEEDS UNITED													1
LEICESTER CITY								1			1(1)		1(1)
MANCHESTER CITY											1(1)		1
MILLWALL			2(1)										2(1)
NEWPORT COUNTY	2(1)												2(1)
ORIENT											1		1
PORTSMOUTH		1			2(2)								3(2)
READING								1(1)					1(1)
TORQUAY UNITED										1			1(1)
TOTTENHAM H.						1							1
WIGAN ATHLETIC													1
WOLVERHAMPTON W.			2(1)										2(1)
WREXHAM					1								3
SWANSEA					2(1)				2				2(1)
	2(1)	1	4(2)		6(4)	4	2	2(1)	2	4(1)	2(1)	1(1)	30(11)



Coniston House, Washington Centre,
District 4, Tyne & Wear.



A Pritchard Services Group Company

On the ball

We supply Swindon Town Football Club with Workwear and Washroom Services week after reliable week.

We're equally at home supplying dirt barrier mats, logo mats, safety products, and workwear for just about every industry and purpose.

Contact us now to find out more.

Spring Grove Services Ltd.,
Roentgen Road, Daneshill East, Basingstoke,
Hants. RG24 0NT
Telephone: Basingstoke (0256) 471311

KITCHENS
BATHROOMS
BEDROOMS
Gas Fires—
coal & log effect



SWAN
INTERIORS
Ltd

No.2 Parade Mews, Marlborough.
Tel: 54911

Fact File on Town Men

Derek Hall

FULL NAME: Derek Robert Hall

BIRTHPLACE: Manchester

BIRTHDATE: January 5th 1965

HEIGHT: 5'9"

WEIGHT: 11st 9lb

MARRIED: No/but I have a girlfriend

PREVIOUS CLUBS:
Coventry City and Torquay United

LEAGUE RECORD:
Coventry City (1-App),
Torquay United (55 App-6 goals), Swindon Town (1-App).

HONOURS: Coventry City Youth Team that won Midland Youth Final and Southern Junior Floodlit Cup.

CAR: Vauxhall Cavalier

FAVOURITE NEWSPAPER: Daily Star

PLAYER MOST ADMIRED: Graeme Souness

PLAYER FOR THE FUTURE: Mark Loram (Torquay)

FAVOURITE OTHER TEAM: Manchester United

FOOTBALL HERO AS BOY: George Best

FAVOURITE SPORTS: Fishing, Boxing.



FAVOURITE OTHER SPORTS PERSONALITY:

Barry McGuigan

BEST EVER TEAM SEEN: Manchester United European Cup Winning Team

BIGGEST

DISAPPOINTMENT:

Finishing bottom of the League with Torquay United last season.

FAVOURITE AWAY GROUND: Highfield Road, Coventry.

LIKES AND DISLIKES: Going home to Manchester/Smoking

FAVOURITE SINGERS: David Bowie/Diana Ross

FAVOURITE ACTOR/ACTRESS: Charles Bronson/Leslie Ann Down

FAVOURITE T.V. SHOWS: Dallas and Coronation Street

FAVOURITE

FOOD/DRINK: Steak/Milk

Almost like any other day

John Trollope recalls a special day in his life



This evening's match with Torquay United in the Second Leg of the First Round of the Milk Cup revokes memories in particular for one member of the Town staff.

For it was on a Tuesday evening seventeen years ago that John Trollope faced the Plainmoor Club in a First Round match here at the County Ground in a 2-1 home win that was to signal the beginning of a Cup campaign that was to lead to the culmination of a euphoric Wembley victory.

John recalls the events of the day and the preceding week as though they were yesterday, 'We left Swindon on the Friday afternoon for Gerards Cross where we were staying overnight. In the evening we watched Watford play a League match at Vicarage Road, everyone thought that it was a strange thing to do on the eve of a Wembley Final, but we enjoyed it'.

'We went to bed at the usual time and we were virtually treating it like another game. There was hardly any mention of Arsenal, Danny told us a few things about them but it was not wise to dwell too much on opponents. As long as you are aware and it is not over emphasised that is fine'.

'I remember not really feeling anything special until we got near to Wembley, then we began to see a lot of Swindon people about. The atmosphere and occasion only began to get through to the players when we went onto the pitch before the game'.

What about the dressing room beforehand and the actual game? 'The dressing room was really as normal and honestly once the match started it was just another game, I remember thinking after how quick it all seemed to go, you really need to go twice to appreciate it, like most players tell you'.

Why did John think Swindon proved to be superior on that March afternoon? 'We were a fit side, the pitch which was in a terrible state suited us but there was no doubt that Pete Downsborough kept us in the game for the first twenty minutes. We eventually came out on top though'. John added, 'In those days both teams received a tankard the only difference was, the winners and losers inscribed on them. We had a good reception afterwards at the Royal Gardens Hotel where Bob Monkhouse was the cabaret act'.

We came back to Swindon on the Sunday morning, I remember how cold it was, we began a tour of Swindon and I have never seen so many people, they began forming right out at Coate

Did John believe the Town were heading for Wembley during the Club's memorable run? 'It was on the cards, when we didn't play well we won, we were 3-1 down to Bradford City and won 4-3. Stan Harland was a good Captain and leader, the best I have played with. Danny had got a good bunch of lads together and for that he deserves a lot of credit. We had one hard day each week of training and slackened off on the others'.

What were John's reactions when Danny eventually left for Sheffield Wednesday at the seasons end? 'I was disappointed, but I liked Fred Ford his successor, Fred was a good coach and a nice man'.

It was almost as if unknowingly John was talking about himself.

BAMPTONS



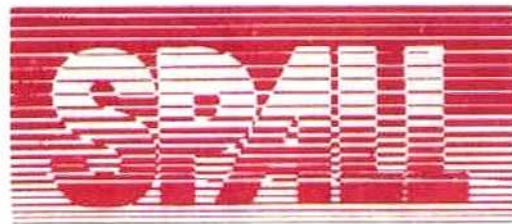
STRATTON ROAD,
SWINDON,
WILTSHIRE.

TEL: (0793) 35547/8/9

MOTOR VEHICLE ACCIDENT REPAIR SPECIALISTS

Approved by Major Insurance Companies

APPROVED
PORSCHE
BODY REPAIRER



SPALL SPORTSWEAR LIMITED
Official Suppliers of Swindon Town Football Kit
and Many Other Leading League Clubs

A LARGE RANGE OF FOOTBALL AND
OTHER SPORTS CLOTHING
AVAILABLE FROM THE OFFICIAL CLUB SHOP

*Please Call In and Ask for a
Free Colour Brochure*



Insight by Bob Jefferies

Richer Milk!

Tonight is Milk Cup night and we are all hopeful that, with an advantage from the first leg tie at Torquay, we shall go forward into the next round against hopefully a First Division side.

The prize money has been increased this season by £70,000, the additional funds boosting the prize money throughout all stages of the competition. The 1985/86 prize fund is £560,000 with the allocation to the winning club increased to £72,000, still the biggest team prize in British sport.

The complete allocation is:-

Winner	£72,000
Runner Up	£48,000
Losing Semi-Finalists	£36,000
Fifth Round Losers	£18,000
Fourth Round Losers	£ 9,000
Third Round Losers	£ 4,500
Second Round Losers	£ 3,000
First Round Losers	£ 1,750

As you can see, a win this evening would increase our prize money by at least £1,250 with the opportunity of much more lucrative rewards the farther we progress in the Competition.

We have certain obligations to the Milk Marketing Board in return for their involvement, the chief one being the provision of one free advertising board in a prime site.

Our Chaplain, the Rev Nigel Sands, has a very great interest in the game and he was recently meditating about the old League Cup Competition, now of course the Milk Cup, as follows:-

When the League Cup was introduced precisely 25 years ago the addition to the programme of a new competition was viewed with scepticism and even disdain by many clubs and commentators. Some felt that there was already too much football crammed into a busy season; others expressed the view that an extra competition was ill-conceived because it

would be an obstacle to a higher standard of play. Several top clubs simply said that they would not take part, and nor did they for various periods - it was not till 1969/70 that all 92 Football League Clubs entered the League Cup and it is only since 1971/72 that there has been a full complement every season.

But Alan Hardaker, then the General Secretary of the Football League and a man of vision, acuity and acumen, whose brain-child the League Cup was, had not got it wrong. He saw that in spite of the pettyfogging and patronising complaints the new competition would kindle new interest for the fans and generate a valuable source of additional income for the hard-pressed smaller clubs. History has proved Hardaker right and most of the jaundiced opinions voiced with such arrogance and condescension in 1960 have been completely dispelled.

All right, the early competitions were disjointed, and failed immediately to capture the full interest of the clubs which did take part, or of the supporters: gates and receipts didn't exceed the initial 1960 figures for five and four years respectively, while the first final (a two-legged affair between Aston Villa and Rotherham which Villa won 3-2 on aggregate) had to be held over till the early part of the 1961/62 season!

But look at the League (Milk) Cup now! Attendances aggregate around the two million mark each season, receipts exceed five million pounds, the Wembley final is firmly established as a highlight in the soccer calendar and the competition is a passport into the UEFA Cup. Alan Hardaker's brain-child has matured into an attractive and valued competition that is welcomed by clubs, players and fans whenever it is played.

Ford at Walker Jackson

more value, less price, better deal!

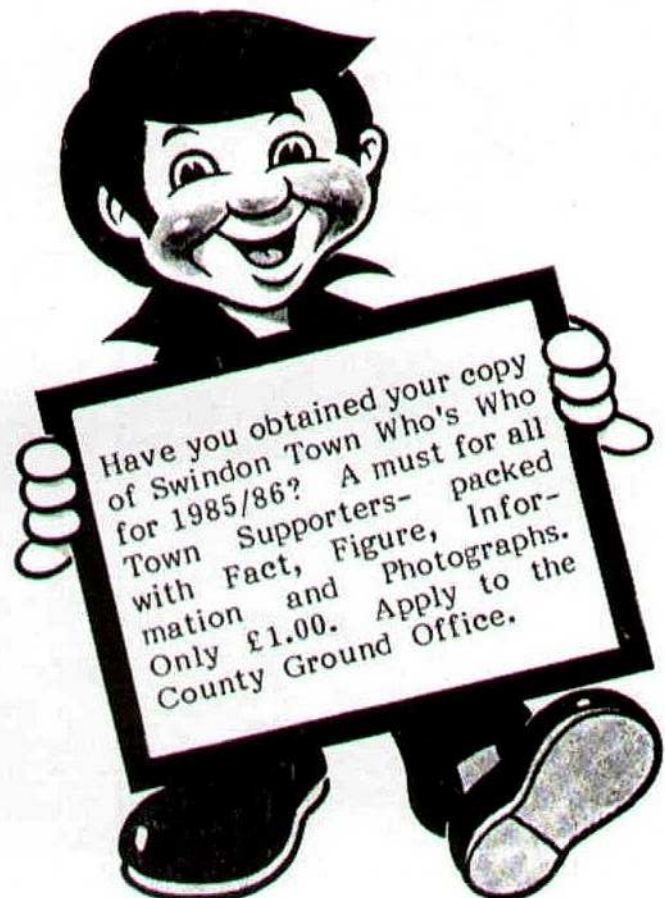


There's always
plenty to cheer about
when your driving force is
FORD from Walker Jackson.
Score now with a call to:

Fleming Way. SWINDON 20002


ROLEX

DEACONS
SWINDON
EST 1848



Have you obtained your copy
of Swindon Town Who's Who
for 1985/86? A must for all
Town Supporters- packed
with Fact, Figure, Infor-
mation and Photographs.
Only £1.00. Apply to the
County Ground Office.

MILK CUP

MILK CUP

TEAM CHECK

Swindon Town

(Red & White)

TUESDAY, SEPTEMBER 3RD, 1985
Kick-off 7.30 p.m.
Torquay United

JAKE FINDLAY	1	KENNY ALLEN
CHRIS RAMSEY	2	DEREK FOWLER
CHARLIE HENRY	3	MARK CROWE
TONY EVANS	4	STEVE WRIGHT
DAVID COLE	5	PAUL COMPTON
COLIN CALDERWOOD	6	DEREK DAWKINS
DAVE HOCKADAY	7	STEVE PUGH
PETER COYNE	8	MARK LORAM
COLIN GORDON	9	MICK PERRY
LOU MACARI	10	MARTIN LAMBERT
DAVID MOSS	11	KEVIN SMITH
DEREK HALL	12	

REFEREE

Mr. H.W. King

LINESMEN

 Red Flag: D.V. Earl
 Yellow Flag: J. Pearce

...OYEZ...OYEZ!

A Reminder.....

That the 'Cobblers' are at the County Ground on Friday evening September 6th when Graham Carr's Northampton Town visit the Town in a Canon League Fixture Kick off 7.30 p.m. Also next Tuesday afternoon September 10th Kick off 2.30 p.m. the Reserves are in action versus Bristol Rovers.