

# SWINDON TOWN

Official Programme 50p







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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: 1964  
F.A. Cup Semi Finalists:  
1910, 1912

## Chairman's Chatter

Once again the County Ground will vibrate to the sound of excitement that perpetrates from cup soccer. So it is with great pleasure that I welcome Sheffield Wednesday to the County Ground this evening for the Third Round of the Milk Cup. It is an honour to play host to such esteemed opposition. Few of you will need reminding that Hillsborough, the home ground of Wednesday is one of the finest stadiums in the British Isles.



May I personally thank this evenings sponsors Oldacres for their generosity in sponsoring this evenings match and thank you all for attending tonight. May I remind you that we have an equally demanding task on Saturday when we entertain Tranmere Rovers in a Fourth Division fixture. This is the first opportunity I have had to officially welcome and congratulate Robert Stephenson on his new appointment as Managing Director of Swindon Town Football Club. Robert is not new to many of you, having been a Club Director for many years. The significant factor of Robert's appointment is the support he has given the club for the majority of his life and that natural enthusiasm will serve him well in the forthcoming years. He will be able to bring to bear his business accumen to the club in a difficult period.

You may be aware that due to safety precautions regarding the access to evacuation of the ground we have been limited in the attendance we are allowed to attend this evening's match.

## COMING SOON!

### LUCKY PROGRAMME NUMBERS

AUTOGRAPHED MATCH BALL

AND

BE MY GUEST FOR AN

AFTERNOON





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# ARE YOU GUILTY?



For some, this evenings match maybe your first visit to the County Ground this season or for many seasons. You are here because of the cup glamour and the visit of a First Division Club.

Hopefully you will see a spectacle to be admired, with tension, drama and excitement. You may not, there may be a finer match here on Saturday when Frank Worthington's Tranmere Rovers visit the County Ground for a Fourth Division match.

YOU would like to see a better class of opposition, YOU have proved that by your attendance this evening. Will YOU be here on Saturday? If not YOU are GUILTY of not supporting a manager and players in trying to bring the return of a better standard.

So why not come back on Saturday irrespective of any result this evening. Saturday provides a different competition but one with longer lasting effects.

## WILL YOU STILL BE GUILTY?



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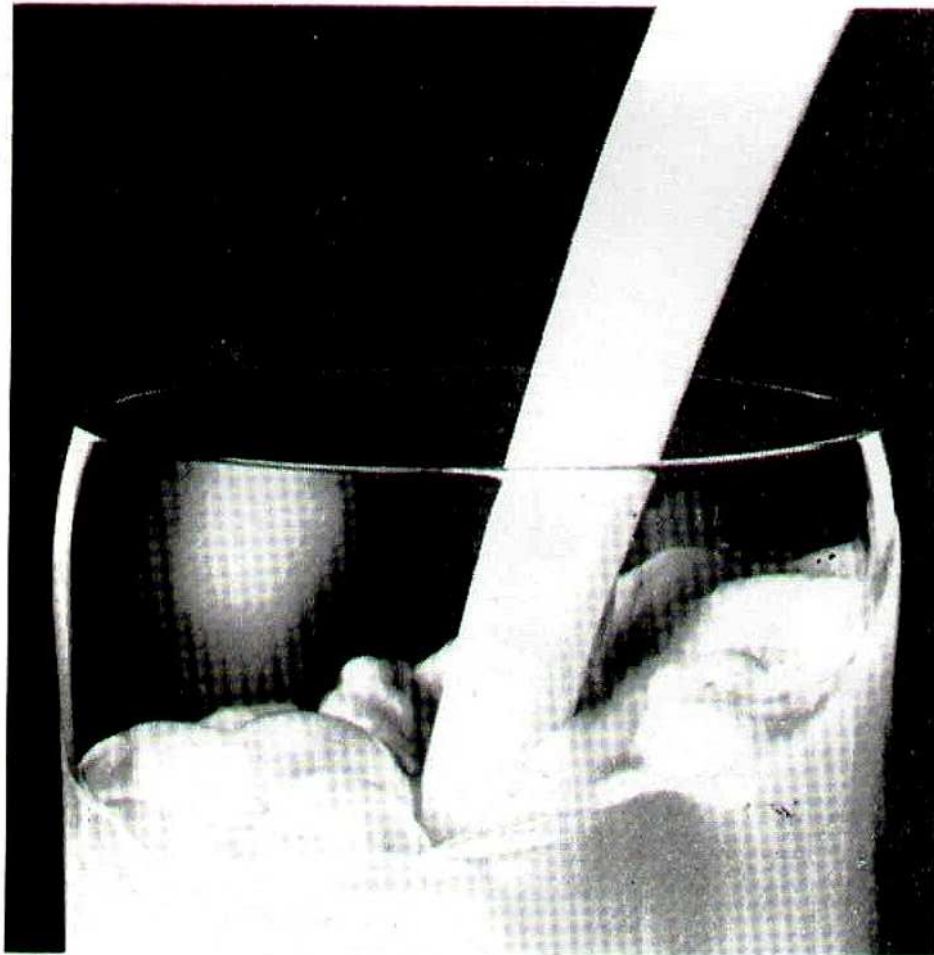
# Photo Call

# Andy Rowland



PLEASE SIGN YOUR AUTOGRAPH  
HERE





*Everybody's body  
needs bottle*

The Milk Cup  
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# OUR FUTURE?

Although the County Ground this evening may be tingling with hope and anticipation with the visit of First Division Club Sheffield Wednesday, it may not be so far removed that we could be witnessing soccer here at the County Ground in a different sphere providing certain proposals are implemented.

The following extracts are taken from a Gola League programme of recent days:-

'The Gola League scene is buzzing at the moment with proposals which have received the backing of The Football League Management Committee and will be presented for acceptance to the ninety-two League chairmen on November 12. They include an amalgamation of the existing Fourth Division with clubs from the Gola League in an 'Intermediate League' with automatic promotion between the two competitions. A bitter battle seems inevitable as the smaller clubs fight to resist any threat to their membership, but an acceptance of the proposed reforms could mean a major improvement in status for clubs like ours.

In hope of averting a damaging breakaway by the top clubs, an introduction of an 'Intermediate League' including the 4th Division and Gola, is proposed and will be accepted or rejected by the 92 chairmen on November 12. Our meeting with clubs like Hereford United, SWINDON TOWN, Torquay United or Exeter City may not be a pipe dream after all!'

No-one can fore-tell the future but there are really only three options - Gola, Intermediate or Division Three of The Football League. On the day in question the attendance at that particular Gola League match was higher than some Fourth Division attendances, an argument for change perhaps, but with it would come part-time players and membership of The Football League is a honour and something to be cherished.

While celebrities like Kevin Keegan are advocating the abolition of the Fourth Division, the question should be asked of a man who proposes such action. Where did you start your career?

John Smith, the Liverpool chairman is another who strongly recommends drastic change, maybe. Strange how Liverpool out of the European competitions for the first season and with a loss of revenue, are bleating. That ban was exercised following the behaviour of which clubs supporters?

Strange how some people see life, they steal or borrow from the next door neighbours garden and then blame the neighbour for their own predicament. Super Leagues or European Super League are of no concern to the rural areas of England or Wales. They will concern only the large city clubs, while they may feel that they have to protect their own interests, likewise the Directors or custodians of Fourth Division Clubs have to protect their interest.

If the benefactors of Preston, Aston Villa, Wolves, Blackburn, Bolton, West Brom, Accrington Stanley, Everton, Burnley, Derby, Notts County and Stoke City had adopted the same attitude on April 17th 1888. Liverpool or even this evening's visitors Sheffield Wednesday would not be playing First Division soccer now - why?

Because the initial meeting to form the Football League had to turn down hopefuls like Sheffield Wednesday and Nottingham Forest as there were only twenty-two fixture dates available! Liverpool entered The Football League Division One in 1894 and promptly finished bottom!

There is no record of Accrington Stanley or Small Heath seeking their removal! Liverpool finished as Second Division Champions the following year while Crewe finished bottom. Of course John Smith could not remember those days, but his predecessors were pleased to entertain Alexandra and collect two points and return to Division One.

Liverpool have since built a fine history to be admired and obviously they want to safeguard their own interests, they have that fundamental right.

Whether you are Kevin Keegan, Liverpool, Swindon Town or A.N.Other or even plain old John Smith, you are entitled to an opinion.





# Seen and Heard



## Halifax Win.....

Halifax Town won the Canon League 'Spell and Win' Fourth Division prize of £1,500. Halifax amassed a huge score of 91,050 making them outright winners with 2,529 points - over 1,000 points more than their nearest rivals Blackpool...The Town finished in sixth position with 740 points and a score of 54,790. The other clubs to finish above us...Blackpool...Stockport County...Colchester United...and Tranmere Rovers.

## Disappointment No Longer!.....

For those of you who may have found the Kit Sponsorship full when you applied...Have no reason to feel disappointed any longer...Doug Buswell in the Commercial Department...Is now seeking Kit Sponsorship for the successful Town South East Counties League Team.

## Where has Lou been?.....

On his midweek travels as usual...Bristol Rovers versus Bournemouth in the new Macbar League...Coventry City versus Chester City in the Milk Cup and the Second Leg of Sheffield Wednesday versus Brentford.

## Making Progress.....

Both David Moss and Chris Kamara are making steady progress following their operations...Crutches discarded...and light exercise.

## Interested?.....

For those of you who may be interested in Programme Fairs...Make a note of the following...Sunday 17th November 1985...When the Manchester United Programme Fair will be held at Old Trafford Cricket Ground 10.30 a.m. to 3.30 p.m....Five minutes from the football ground...Also...Sunday 8th December 1985...Manchester City Programme Fair...Held at the Social Club...Maine Road...11 a.m. to 3 p.m....Going?.

## Remember?

Tony Hellin who was an apprentice at the

County Ground...in 1962...The former Welsh Schoolboy International left the Club without making a League appearance...He joined Torquay United for the 1964/65 season...The Merthyr Tydfil born full back made 29 League appearances for the Plainmoor Club...Scoring a solitary League goal...Before bowing out of League soccer...Now his son Matt is trying to go one step better...With Aston Villa...He is now in his second year of apprenticeship with the famous Midland Club...A Welsh Youth International he is still awaiting his first senior appearance.

## No Effect.....

Although County calls reduced our youth team strength...For our recent South East Counties League home match...Against Wimbledon...We still won 2-0...Dean Casserley and newcomer Jason Rickards played in unaccustomed positions at full back...On the mark were, Nick Hughes in the twentieth minute and Sheldon Lee who converted a penalty in the eighty first minute...Well done lads...Still unbeaten.

## Did You Notice?.....

How Gary Nelson rescued Plymouth Argyle in their recent away Third Division match at Walsall...2-0 down...Five minutes left...dramatic moments as Gary pulled Argyle from the brink of defeat by scoring twice!...He is now the Home Park leading goalscorer with five.

## Hot Water Again.....

Brian Williams our former midfield player was sent off for the second time this season for Bristol City...Brian took a dislike to a Notts County player...Resulting in the referee taking a dislike to him...mmm.

## Moonrakers? No Swedes!.....

\*Received a letter from Sweden...In fact from Jan Behrendtz...Who is a Swindon Town fan...Anyone care to write to Jan...At Kallhemsuagen 37...59060 Ljungsbro...Sweden...To keep him informed of Town news?.



# Backtrack

BY MIKE SKINNER

Our association with Sheffield Wednesday stretches back over 57 years, to the occasion of an F.A. Cup fourth round tie, here at the County Ground, on January 28th 1928. Swindon, for a change, were doing reasonably well in the Third Division (South), and were unbeaten in their last 16 matches, disposing of Newport, Crystal Palace and Clapton Orient to qualify for this stage of the competition. The Wednesday, on the other hand, were holding a mid-table position in the First Division and had K.O.'d Bournemouth in the last round. A large crowd was expected for the game, but a wet and windy day kept the attendance down to 17,494 and indeed it was the conditions as much as the opposition that defeated Swindon. Harry Morris gave us the interval lead, but Wednesday hit back through Seed and Harper in the second half to take the game.

Forty years later, on 17th February 1968, Swindon had the chance for revenge when they were drawn away, again in the fourth round. An estimated 6,000 travelled to Hillsborough as Swindon again took the lead, Roger Smart heading home in the 34th minute. But again Wednesday stuck twice in the second-half, Wilf Smith equalising after 65 minutes and John Ritchie getting the winner with just five minutes remaining, in front of a massive 37,457.

Two years later we met on equal terms for a Second Division game, on 28th November 1970. That game saw Danny Williams, the Town's manager at the time of the last meeting, return to the County Ground, but as manager of the Sheffield club. However, he could do little to stop the Town netting three times through Don Rogers (2) and Rod Thomas, with 15,412 present. The return the following January resulted in a 2-2 draw after Swindon had taken a 2-1 half-time lead, Rogers again getting two. A season later the Town went down by the only goal of the game in Yorkshire, but managed to reverse that score-line, thanks to Frank Burrows, for the home game in February, in front of 11,589.

August 16th 1972 again saw us at Hillsborough, this time losing 2-1. Our consolation that day came from David Moss, his first League goal, making only his third full appearance. Tom Craig and Brian Joicey got Wednesdays brace to earn them the points. Two weeks later a Ray Treacy goal eight minutes from time was enough to ensure victory and push the Town into seventh spot. A year later we won here by three goals to one on the opening day of the season, but lost 2-1 away in January, Peter Eastoe getting ours. Following our relegation at the end of that season, we next met Wednesday for a Third Division match on 13th September 1975 when goals from Trevor Anderson and Peter Eastoe ensured a 2-1 success after being a goal down at half-time. With us winning 2-0 in the return, thanks to David Syrett and Wilf Dixon, we notched up our only 'double' over the Sheffield Club.

September 13th 1976 saw us record our biggest win over Wednesday, running in 5-2 winners here with 8,698 present, but we went down 3-1 in Yorkshire the following February, Colin Prophet scoring against his old Club with 11,265 in attendance. The next season saw a sharing of the points, being 1-1 here on 20th August and 2-2 away in January 1978. September of that year saw us knock in three without reply through 'Chic Bates', Andy Rowland and Paul Gilchrist, but it was the return that was crucial. Needing to win to stay in the promotion hunt, Swindon travelled to Hillsborough on 11th May full of hope. But it wasn't to be, as goals from Ian Nimmo and Brian Hornsby ensured another season of Third Division soccer. Alan Mayes netted our only reply, although Ray McHale did miss from the penalty spot. The following season we lost 4-2 away in September, and 2-1 here on 9th February, ours coming from a McHale penalty with 16,415 present.

Summary of meetings to date:-

	P	W	D	L	F-A
HOME	10	7	1	2	22-10
AWAY	10	1	2	7	12-19



# n The Ball

We acknowledge the generosity of the persons listed below who have kindly sponsored the Match Balls for the forthcoming season:-

17th Aug Wrexham	Kall Kwick, Havelock Street, Swindon.
26th Aug Torquay Utd	Mr. John Clifford of Blusdon House Hotel
3rd Sep Torquay Utd	Protun Publicity and Seymour Signs of Marlborough
6th Sep Northampton Town	Simon Bayliss of North Brickhill, Bedfordshire.
21st Sep Preston N.E.	Bampton Bros of Swindon
1st Oct Exeter City	Mr. Pat Morris of The Jacobs Ladder
5th Oct Rochdale	Mr. Arthur Done
22nd Oct Stockport County	Mr. Gerry Williams of The Ring Cafe, Swindon.
2nd Nov Tranmere Rovers	Mr. Parmenter, Wagon and Horses of Wootton Bassett.
6th Nov Cambridge Utd	Mr. White of Ecolarm, Swindon.
23rd Nov Mansfield Town	Mr. Dick Packer of The Clifton Hotel, Swindon.
14th Dec Halifax Town	Mr. Sears, Family Butchers of Highworth.
22nd Dec Hereford Town	Mr. R. Warren and Family of Lambourn
1st Jan Colchester Utd	Mr. P. Neal of The County Ground Hotel
12th Jan Southend Utd	Mr. Notton of Maxwells Restaurant, Swindon.
25th Jan Peterborough Utd	Mr. W. Collins, Bookmaker, Cricklade Road, Swindon.
8th Feb Chester City	Mr. R. Franklin of The Rat Trap, Swindon.
15th Feb Crewe Alex	Mr. J. Tremlin, Coped Hill Service Station.
2nd Mar Hartlepool Utd	Mr. Ellis of The Belle Vue, Swindon.
18th Mar Burnley	Mr. Paul Gilchrist of The Town Fitness Centre
23rd Mar Port Vale	Mr. Ted Roberts of R.A.F. Swindleby
31st Mar Aldershot	Bath Road Garage
12th Apr Scunthorpe	John Monk, 272 Ermin Street, Swindon.
27th Apr Orient	Mr. Roger Bunce of Southmoor, Oxon.



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# OWLS PARADE



PAUL HART

Born Manchester 4.5.53

LEAGUE RECORD		APPS	
GOALS			
1970-71	Stockport Co	10	1
1971-72	"	36	-
1972-73	"	42	4
1973-74	Blackpool	3	-
1974-75	"	37	5
1975-76	"	33	3
1976-77	"	42	6
1977-78	"	28	3
1977-78	Leeds Utd	12	-
1978-79	"	40	5
1979-80	"	30	3
1980-81	"	38	4
1981-82	"	32	1
1982-83	"	39	3
1983-84	Notts Forest	36	-
1984-85	"	34	1



MEL STERLAND

Born Sheffield 1.10.61

England Under-21 International

LEAGUE RECORD		APPS	
GOALS			
1978-79	Sheffield W	2	1
1979-80	"	2	-
1980-81	"	22	2
1981-82	"	27	-
1982-83	"	35	-
1983-84	"	39	8
1984-85	"	24	2



BRIAN MARWOOD

Born Seaham Harbour 5.2.60

LEAGUE RECORD		APPS	
GOALS			
1979-80	Hull City	6	-
1980-81	"	31	4
1981-82	"	42	12
1982-83	"	40	19
1983-84	"	39	16
1984-85	"	42	7



# In Town Tonight

**MARTIN HODGE** (goalkeeper). Martin started his career with Plymouth and Everton signed him for £190,000 in 1979. He did not always hold the first team spot at Goodison and spent loan periods with Preston, Oldham and Gillingham before joining Wednesday for £135,000 in 1983.

**MEL STERLAND** (defender). Mel developed in the junior teams and made his first appearance in 'The Owls' League eleven in 1978/79. He won a regular place two seasons later and he now has seven England Under 21 caps.

**PAUL HART** (defender). Paul opened his League career with Stockport in 1970/71 but moved on to Blackpool for £25,000 in 1973. Leeds paid £330,000 for him in 1978 and he remained a fixture in their defence until transferring to Nottingham Forest in 1983. Though a permanent member of the Forest defence for the past two seasons, he was released this summer.

**MIKE LYONS** (defender). Mike spent his early days with Everton, making his bow in League football in 1971. He played more than 400 games for Everton and won five England Under-23 caps before moving on to Wednesday for £80,000 in 1982. He scored their first goal of the new season in the 1-1 draw with Chelsea.

**MARK SMITH** (defender). Mark made his League debut for Wednesday in 1978, immediately after completing his apprenticeship. He now looks back on more than 250 first-team games and has been capped five times by the England Under-21s.

**LAWRIE MADDEN** (defender). Lawrie got his chance in League football with Mansfield in 1974/75. Charlton signed him in 1977 and he made well over 100 League appearances for them before moving on to Millwall in 1982. Wednesday signed him in 1983.

**PETER SHIRTLIFF** (defender/midfield). Peter played for Barnsley boys and was an England Schoolboy trialist before serving his apprenticeship at Hillsborough. He made his League debut in 1978 and now looks back on well over 150 games.

**CHRIS MORRIS** (defender). Chris is a former England Schoolboy International who developed in Wednesday's junior teams. He earned a few first team outings two seasons ago.

**ANDY BLAIR** (midfield). A Scotland Under 21 cap, Andy was signed from Aston Villa in 1984. Andy started his career with Coventry where his midfield displays earned him the first of five Scotland Under-21 caps. He moved on to Aston Villa for £300,000 in 1981. When he lost his place two seasons ago, he joined Wolves on loan.

**NIGEL WORTHINGTON** (midfield/-midfield). Nigel, who won his third N. Ireland cap against Israel last season, first came into English football in 1981 when Notts County signed him from Ballymena United. He made 67 League appearances for the Meadow Lane Club before joining Wednesday for £100,000 in 1984. He can play equally well in defence or in midfield.

**GARY SHELTON** (midfield). Gary joined Wednesday from Aston Villa for £50,000 four seasons ago. He started with Walsall, joined Villa for £60,000 in 1977 and six seasons ago spent a loan period with Notts County. Gary won his first England Under-21 cap last season.

**TONY GREGORY** (midfield). Tony was given a surprise call for first team duty in August. Though only 17 and still an apprentice, he made his debut at Manchester City and held his place for the Watford game.

**GLYNN SNODIN** (midfield). Glynn joined Wednesday from Doncaster this summer. He served his apprenticeship with Doncaster and he went on to complete more than 300 League appearances for the club. He had been top scorer for two of the past three seasons, hitting a personal best of 19 last season.

**SIGGI JONSSON** (midfield). Siggi joined Wednesday last season after impressing in International matches for Iceland. Though still only 19, he has played for his country at all levels and hopes to establish himself in English football this season. He



# SHEFFIELD WEDNESDAY

scored Wednesday's winning goal at Oxford - his first in League soccer.

**GARRY THOMPSON** (forward). Wednesday invested a club record £450,000 to sign Garry from W.B.A. this summer and he got off the mark with one of the goals in their victory at Manchester City. He won six Under-21 caps during his early days at Coventry but it was after moving to W.B.A. in 1983 for £225,000 that he produced his best form. He was Albion's top scorer in his last two seasons at 'The Hawthorns' with 18 goals in 1983/84 and 21 last term.

**LEE CHAPMAN** (forward). Lee joined Wednesday from Sunderland for £100,000 during the 1984 close season. Though he started his career with Stoke, he made his League debut with Plymouth during a loan period, in 1978/79. He got into the Stoke side the following season and he twice led 'The Potteries' scoring list with 17 in 1980/81 and 17 again the following season. Arsenal signed him for £600,000 in 1982 but that move was not a success and he moved on to Sunderland just over a year later, Lee has rediscovered his old scoring touch. Last season he was the 'Owls' second highest scorer with 20 goals.

**BRIAN MARWOOD** (forward). Brian served his apprenticeship with Hull City, making his League debut in 1980. He was top scorer with 19 in 1982/83 and 16 the

following season, form that inspired Wednesday to pay £115,000 for him in 1984. Brian scored 12 times last season and opened his account this season with two at Manchester City.

**GAVIN OLIVER** (full back). Was on schoolboy forms for us and joined Sheffield Wednesday as an apprentice in July 79, becoming a full professional in August '80'. Born in Felling in the North East.

**CARL SHUTT** (forward). A local lad who joined Wednesday from non-league football with Spalding United in April 1985.

**IAIN HESFORD** (goalkeeper). Former Under-21 goalkeeper. Born in Endola, Gambia. Joined Wednesday from Blackpool at the start of the 83/84 season. Has not played in the League as yet but is a very important member of the Sheffield Wednesday squad.

**IAN KNIGHT** (centre-half). Born Hartlepool and joined Barnsley as an apprentice after being freed by Barnsley and joined Wednesday in August '85'.

**MARK CHAMBERLAIN** (winger). Joined Wednesday from Stoke City in September. An England International, he began his career with Port Vale. An exciting winger who will be seeking to restructure a career that suffered the setback of relegation with Stoke City last season.

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Seeing is believing.....

Contrary to press reports...It was Eric Gates who scored the Sunderland penalty at Roker Park, not Barry Venison...While Peter Coyne scored our second goal at Burnley...Not Colin Gordon...Colin did in fact score the first goal.

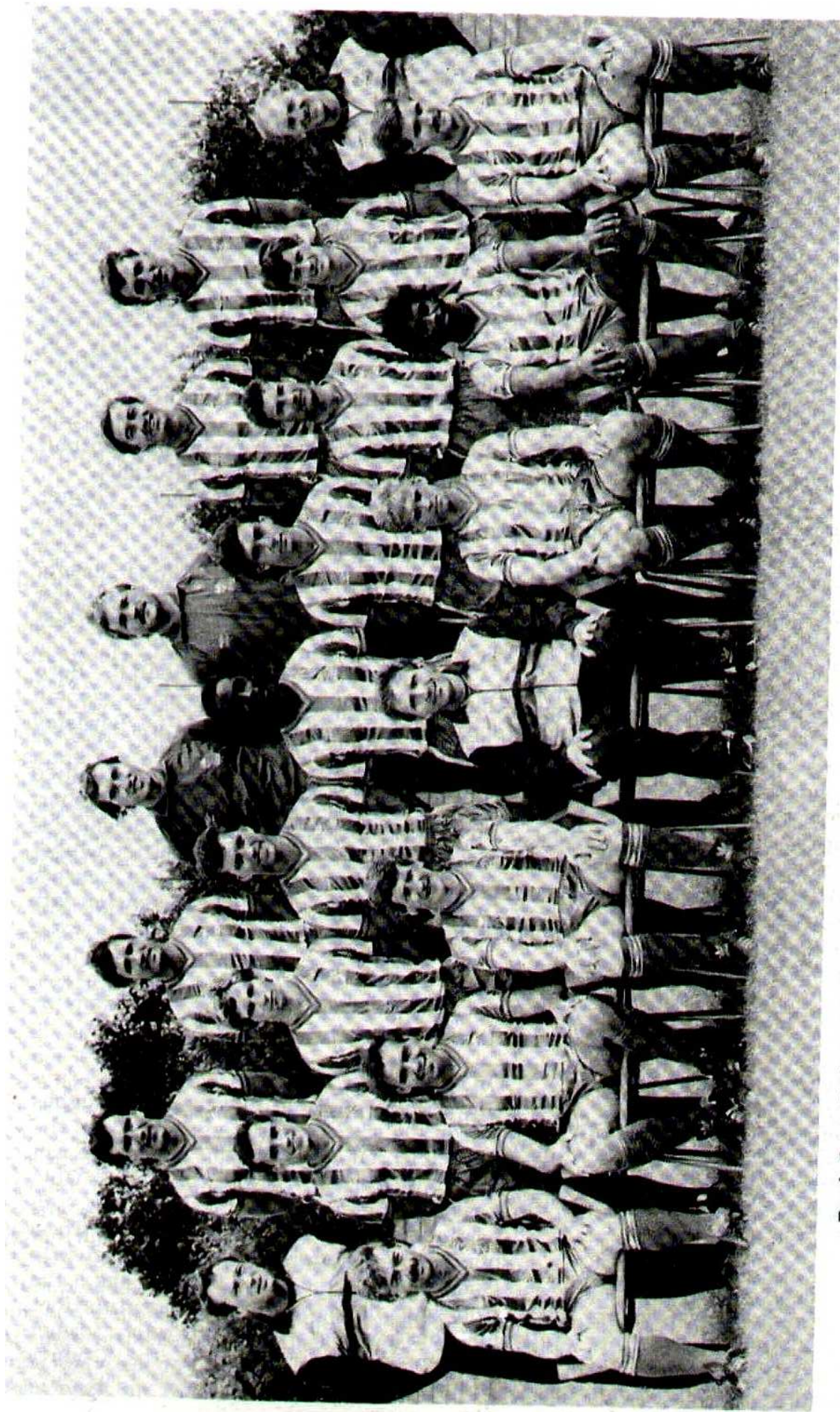
Represented.....

There were ten scouts or managers watching our recent Milk Cup tie with Sunderland...Including our former full back from the fifties'...John Neal the former Wrexham, Middlesbrough and Chelsea manager.

On The Spot.....

Our former midfield player Brian Hughes was on the mark with two penalties...In the first half...Of Cheltenham Towns 5-1 win over Kettering Town in the Gola League...A happy weekend in particular...For another former Town player...Ray Baverstock who is also with Cheltenham...Wedding Bells rang the following day for Ray...Congratulations and best wishes from all your former colleagues and friends...At the County Ground.





Back Row: Left to Right: L. Madden, M. Lyons (Capt), M. Hodge, I. Hesford, L. Chapman, P. Hart.

Middle Row: Left to Right: P. Eustace (Asst Mgr), G. Shelton, C. Morris, P. Shirtliffe, G. Thompson, M. Smith, A. Blair, B. Marwood, A. Smith (Physio).

Front Row: Left to Right: G. Snodin, M. Sterland, N. Worthington, H. Wilkinson (Manager), S. Jonsson, M. Chamberlain, C. Shutt.





Dianne Jones who was our Mascot for the Stockport County match is seen here at the toss up before the game.



# Action Replay



Leigh Barnard (right) shoots just wide against Stockport.



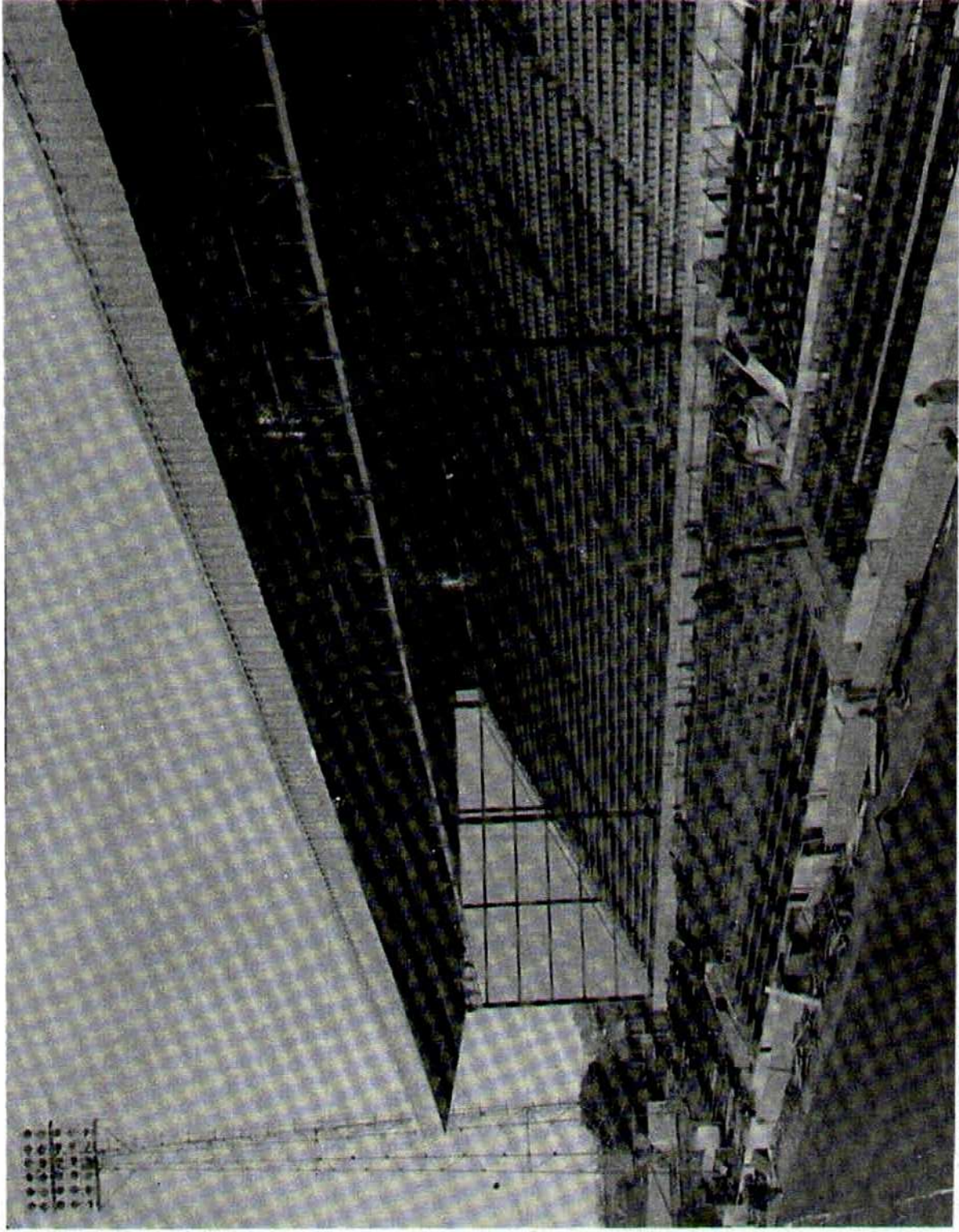
# Action Replay



A close thing for Colin Gordon as the Swindon striker beats advancing Stockport goalkeeper Salmon but shoots across an empty net.



# IT WAS ALL WORTHWHILE!



The photograph above shows the North Stand overshadowing the remnants of the previous stand which was in the final throes of destruction.



# Commercial Comment

By Doug Buswell

## SPORTING DINNER NO.6.

Will be held in the Rendezvous Club on Monday 11th November when our guest speakers will be Mr. Dickie Bird The Worlds No.1 Test Match Umpire and Mr. Fran Cotton the England Rugby International. There are still a few tickets left for sale. Anyone interested in coming along please ring Swindon 31510 for details.

## TONIGHTS MASCOT

Is Paul Carter of Greenmeadow. Paul who is nine years old is a keen supporter of the Town and attends Haydon Wick Primary School. Enjoy your evening Paul.

## ERNIE HUNT

Ernie will be joining us in the Commercial Department in November.

Ernie needs no introduction to a lot of you. He was a very highly thought of member of Manager Bert Head's team in the early sixties and went on to Wolves, Everton and Coventry City. I would like to welcome Ernie back and hope he has a long and happy time with us.

## PLAYER OF THE MONTH AWARD

This will be the last opportunity for our players to impress the panel of judges who consist of our Chairman Brian Hillier, John Trollope and Kevin Morris. The October award will be presented before our match against Tranmere Rovers. The presentation will be made by Mr. Selwyn Cound of The Oxford Hotel who kindly donated the Trophy.

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# SHEFFIELD WEDNESDAY



Sheffield Wednesday have made a dream start to this season having already established themselves as serious contenders for the League Championship. Something they have not won since 1930.

When the Hillsborough Club returned to First Division soccer last season after being absent for fourteen years, it was regarded by the Owls Manager Howard Wilkinson as merely a stepping stone in his bid to put Wednesday on the way to lifting one of the games major trophies.

During the summer Howard Wilkinson completed several important signings despite the disappointment of having lost last seasons leading goalscorer, 21-goal Imre Varadi to West Bromwich Albion he soon snapped up a replacement when he secured the signing of the Hawthorns striker Gary Thompson for £450,000. The England Under-21 International had been expected to join a European Club instead. Central defender Paul Hart was signed from Nottingham Forest and immediately secured a first team place but Glynn Snodin who was signed from Third Division Doncaster Rovers has been kept on the sidelines as the competition for places in the Hillsborough line up gains momentum.

The Sheffield Wednesday chief did not hesitate to move into the transfer market soon after the season began when he signed England and Stoke City winger Mark Chamberlain for a Football League Tribunal settled fee. While selling striker Simon Stainrod to Aston Villa for £400,000 last month.

MEL STERLAND



MILE LYONS



PETER SHIRTLIFF



NIGEL WORTHINGTON



GARY THOMPSON







# THE WILKINSON WAY



Not regarded as a headline maker during his playing days Howard Wilkinson has more than made amends as a Manager.

It is of particular self satisfaction that he has been able to bring success to Hillsborough, the home of Sheffield Wednesday for they were the Club that launched his own professional career.

Sheffield born, Howard joined Sheffield United as an amateur. He failed to make any impression at Bramall Lane. From there he moved to Hillsborough. After turning professional in June 1962 he had to wait for two years before making his debut in attack for 'The Owls'.

His opportunities were limited in the Wednesday League team and Howard accepted an opportunity to join Brighton in 1966. His career began to take off at the Goldstone Ground and he found little difficulty in maintaining his position in the Brighton Team during their Third Division days.

In 1971 he left League soccer to take over as Player/Manager of Boston United. During that period of his life Howard put good use to his spare time by studying and achieving his Bachelor of Education Degree at Sheffield University, spending two years teaching at a Grammar School. Football still remained very much a large part of his life though and Howard gained a lot of self satisfaction as he was appointed an Official F.A. Coach.

Notts County appointed him to their coaching staff in 1980 and Howard had a big influence upon the Club's rise from the bottom of the Second Division to regain a place in the First Division in 1981.

Those efforts were rewarded when Notts County appointed him as their Team Manager in 1982.

One year later when the Sheffield Wednesday post became vacant Howard could not refuse the opportunity to take charge of his old club. In spectacular fashion he led Wednesday to Division One soccer at the end of his first season in charge. Last season saw the Sheffield club finish in eighth position in the First Division.




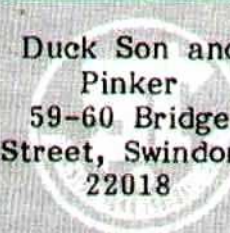






If Howard can lead Sheffield Wednesday to one of this season's honours it will be the first time that either of the Sheffield clubs have lifted a major honour since 1935. Tonight will see another step towards what Howard will regard as THE WILKINSON WAY to reach next year's Milk Cup Final.





# Pound a Goal

A special Sponsor page for those who Ground in League, Milk Cup, F.A. Cup and wish to Sponsor the Town at One Pound Per Freight Rover Trophy matches. Goal for every goal scored at the County

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## THANK YOU CHIPPENHAM TOWN

On Sunday October 11th Lou Macari took a representative Swindon Town Team to Chippenham to commemorate the opening of their new changing quarters. The match ended goalless on a beautiful autumn afternoon, a fair sized crowd attended and left well satisfied with the entertainment.

Swindon Town would like to record their appreciation and grateful thanks to

Chippenham Town Football Club who received the players and officials of the Club in a most pleasant and grateful manner. Tonight will see the officials and some of the Chippenham players here at the County Ground to witness this evenings match. We welcome you to our Club and hope you enjoy your visit and can we say to anyone who is unable to travel away to watch the Town why not enjoy a pleasant afternoon's drive to Chippenham to watch the Town side in action in the Great Mills Western League.



# Facts & Figures

1985/86

DATE	OPPONENTS	VENUE	RESULT	GOALSCORER	ATTENDANCE
SAT AUG 17	WREXHAM	H	0-1		4,195
TUE AUG 20	Torquay Utd (Milk Cup 1)	A	2-1	Moss, Hockaday	1,266
SAT AUG 24	Hereford Utd	A	1-4	Calderwood	4,049
MON AUG 26	TORQUAY UTD	H	2-1	Coyne, Henry	3,378
FRI AUG 30	Southend Utd	A	0-0		4,037
TUE SEP 3	TORQUAY UTD (Milk Cup 1)	H	2-2	Coyne, Pugh OG	2,846
FRI SEP 6	NORTHAMPTON TOWN	H	3-2	Coyne 3(2 Pens)	3,879
SAT SEP 14	Peterborough Utd	A	0-3		2,946
TUE SEP 17	Crewe Alexandra	A	0-2		1,699
TUE SEP 24	Sunderland (Milk Cup 2)	A	3-2	Rowland, Coyne Pen	14,204
SAT SEP 21	PRESTON NORTH END	H	Postponed		
SAT SEP 28	Hartlepool Utd	A	0-1		2,727
TUE OCT 1	EXETER CITY	H	2-1	Gordon, Calderwood	3,118
SAT OCT 5	ROCHDALE	H	4-0	Coyne, Cole, Wade, Hockaday	3,086
TUE OCT 8	Sunderland (Milk Cup 2)	H	3-1	Rowland, Wade 2	9,111
SAT OCT 12	Burnley	A	2-0	Gordon, Coyne	2,927
SAT OCT 19	Chester City	A	1-0	Gordon	3,109
TUE OCT 22	STOCKPORT COUNTY	H			
SAT OCT 26	Port Vale	A			
TUE OCT 29	SHEFFIELD WEDNESDAY (Milk Cup 3)	H			
SAT NOV 2	TRANMERE ROVERS	H			
WED NOV 6	CAMBRIDGE UTD	H			
SAT NOV 9	Scunthorpe Utd	A			
SAT NOV 16	F.A. CUP 1				
SAT NOV 23	MANSFIELD TOWN	H			
SAT NOV 30	Orient	A			
SAT DEC 7	F.A. Cup 2				
SAT DEC 14	HALIFAX TOWN	H			
SUN DEC 22	HEREFORD UTD	H			
THU DEC 26	Aldershot	A			
SAT DEC 28	Torquay Utd	A			
WED JAN 1	COLCHESTER UTD	H			
SAT JAN 4	Tranmere Rovers	A			
SUN JAN 12	SOUTHEND UTD	H			
SAT JAN 18	Wrexham	A			
SAT JAN 25	PETERBOROUGH UTD	H			
SAT FEB 1	Northampton Town	A			
MON FEB 3	Stockport County	A			
SAT FEB 8	CHESTER CITY	H			
SAT FEB 15	CREWE ALEXANDRA	H			
SAT FEB 22	Preston North End	A			
SUN MAR 2	HARTLEPOOL UTD	H			
WED MAR 5	Exeter City	A			
SAT MAR 8	Rochdale	A			
SAT MAR 15	BURNLEY	H			
SUN MAR 23	PORT VALE	H			
FRI MAR 28	Colchester Utd	A			
MON MAR 31	ALDERSHOT	H			
SAT APR 5	Cambridge Utd	A			
SAT APR 12	SCUNTHORPE UTD	H			
SAT APR 19	Mansfield Town	A			
SUN APR 27	ORIENT	H			
FRI MAY 2	Halifax Town	A			

## BELOW - OUR NON-LEAGUE STRIKE FORCE

As we face the might of Fourth Division Sheffield Wednesday this evening - Reflect that only one year ago these three players were playing Non-League football! - Colin Gordon with Oldbury - Bryan Wade with Trowbridge Town - While Peter Coyne had been at the County Ground only a matter of weeks after his move from Hyde United.







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



## On the ball

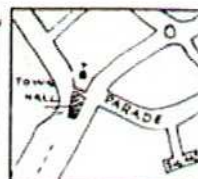
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## INTO THE WILDERNESS

Sheffield Wednesday might never have enjoyed playing at their Hillsborough home had one suggestion been taken up in the late 1800's.

The idea was that they would share Bramall Lane with City rivals United but talks broke down and Wednesday settled on a new site at Owlerton.

In 1899, Owlerton was not even in Sheffield but in the unspoilt hills on the other side of the City and so began the task of building 'Out in the Wilds'. The ground was opened for Wednesday's first match in Division Two (v Chesterfield) on

September 2nd 1899 and fifteen years later Owlerton became part of the new Parliamentary Constituency of Hillsborough and the ground changed its name accordingly.

The existing South Stand was opened in January 1914 but it was in 1961 that the most impressive change came with the opening of the new North Stand.



## WEDNESDAY LAST SEASON

### LEAGUE APPEARANCES

Andy Blair	41
Lee Chapman	40
Pat Heard	1
Martin Hodge	42
Siggi Jonsson	5
Mike Lyons	37
Lawrie Madden	19
Brian Marwood	42
Simon Mills	3
Chris Morris	17
Gavin Oliver	12
John Pearson	12
John Ryan	8
Gary Shelton	41
Peter Shirliff	35
Mark Smith	36
Simon Stainrod	13

Mel Sterland	24
Imri Varadi	38
Nigel Worthington	38

LEAGUE GOALS (58) Varadi 16, Chapman 15, Marwood 7, Shelton 4, Blair 3, Lyons 3, Pearson 2, Smith 2, Sterland 2, Ryan, Stainrod and Worthington 1 each.

MILK CUP GOALS (17) Marwood 4, Blair 3, Sterland 3, Chapman 2, Lyons 2, Madden, Shelton and Varadi 1 each.

F.A. CUP GOALS (10) Varadi 4, Chapman 3, Lyons, Madden and Sterland 1 each.

AVERAGE HOME GATE: 27,786

WEDNESDAYS RECORD ATTEN-

DANCE: 72,841 v Manchester City (F.A. Cup) February 17th, 1934.



## SHEFFIELD WEDNESDAY LANDMARKS

MOST APPEARANCES: Andy Wilson:- League 502 F.A. Cup 44.

MOST CAPPED PLAYER: Ron Springett: England 33.

RECORD GOALSCORER IN A MATCH: Doug Hunt 6 v Norwich City 19.11.38.

RECORD GOALSCORER IN A SEASON: Derek Dooley 46.

ALL COMPETITIONS: Derek Dooley 47 (League 46, F.A. Cup 1) in 1951-52 making 31 appearances!

RECORD LEAGUE GOALSCORER IN CAREER: Andy Wilson 200.

ALL COMPETITIONS: Andy Wilson 216 (League 200, F.A. Cup 16).

RECORD LEAGUE VICTORY: 9-1 v

Birmingham City Division 1 December 13th 1920.

RECORD LEAGUE DEFEAT: 0-10 v Aston Villa Division 1 October 5th 1912.

MOST LEAGUE GOALS: 106 Division 2 1958-59.

BEST PERFORMANCES: League Champions 4, F.A. Cup Winners 3, League/Milk Cup 5th Round 1982-83.

RECORD RECEIPTS: £192,162 Tottenham Hotspur v Wolves F.A. Cup Semi-Final April 11th 1981.

GROUND CAPACITY: 50,174.





# Fact File on Town Men

## Peter Coyne

FULL NAME: Peter David Coyne

BIRTHPLACE: Manchester

BIRTHDATE: November 13th 1958

HEIGHT: Five foot eight and a half inches

WEIGHT: 10st 10lbs

MARRIED: Yes to Susan

CHILDREN: Tony (7) and Sophie (3)

PREVIOUS CLUBS: Manchester United, Ashton United and Hyde United

LEAGUE RECORD: Crewe 126 apps (48 goals) Swindon Town 51 (20)

NICKNAME: Coyney

CAR: Talbot Horizon

FAVOURITE NEWSPAPER: Daily Star

PLAYER MOST ADMIRED: George Best

FAVOURITE OTHER TEAM: Manchester United

FOOTBALL HERO AS BOY: George Best

FAVOURITE SPORTS: Racing, Snooker, Cricket.

FAVOURITE SPORTS PERSONALITY: Lester Piggott

BEST EVER TEAM SEEN: Brazil 1970 World Cup Team

BIGGEST DISAPPOINTMENT: Being released from Manchester United



LIKES AND DISLIKES: Driving, T.V. Racing/Coach travelling, bad referees.

FAVOURITE SINGERS: Rod Stewart and Beatles

FAVOURITE ACTOR/ACTRESS: George Cole/Victoria Principal

FAVOURITE T.V. SHOWS: Minder/Dallas

HOW DO YOU ENJOY A DAY OFF: Playing with the children/Horse Racing

BIGGEST INFLUENCE ON CAREER: Frank Blunstone

FAVOURITE FOOD/DRINK: Steak and Chips/Cup of Tea



# **BAMPTONS**



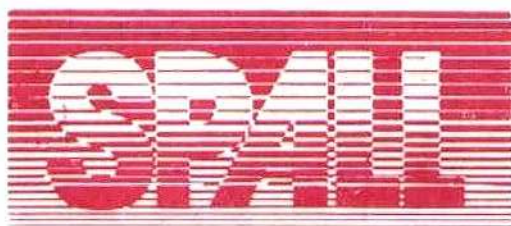
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# TEAM CHECK

Swindon Town TUESDAY, OCTOBER 29TH, 1985  
(Red & White) Kick-off 7.30 p.m.

**SHEFFIELD  
WEDNESDAY**

RICHARD KEY	1 MARTIN HODGE
CHRIS RAMSEY	2 MELVIN STERLAND
NICKY COLEMAN	3 GLYN SNODIN
LEIGH BARNARD	4 MARK SMITH
DAVID COLE	5 MIKE LYONS
COLIN CALDERWOOD	6 PAUL HART
DAVE HOCKADAY	7 BRIAN MARWOOD
PETER COYNE	8 ANDY BLAIR
COLIN GORDON	9 LEE CHAPMAN
BRYAN WADE	10 CARL SHUTT
ANDY ROWLAND	11 SIGGI JONSSON
PAUL ROBERTS	12 NIGEL WORTHINGTON

Referee:

Mr. A. Robinson

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R. Pardoe

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Cup Fixtures of this week.....

Birmingham City	v Southampton
Chelsea	v Fulham
Coventry City	v West Brom
Derby County	v Notts Forest
Grimsby Town	v Ipswich Town
Leeds United	v Aston Villa
Liverpool	v Brighton
Luton Town	v Norwich City
Manchester City	v Arsenal
Manchester Utd	v West Ham Utd
Tottenham Hotspur	v Orient
Oxford United	v Newcastle Utd
Portsmouth	v Stoke City
Shrewsbury	v Everton
Watford	v Q.P.R.



We have a re-arranged  
Combination Fixture here  
at the County Ground  
against Luton Town on  
Thursday afternoon Kick  
off 2.30 p.m... On Saturday  
next November 2nd Frank  
Worthington's Tranmere  
Rovers are the visitors  
Kick off 2.30 p.m... And  
then on Wednesday  
November 6th Ken  
Shellito brings his  
Cambridge United team  
here to the County Ground  
for another Canon League  
Division four Fixture...