

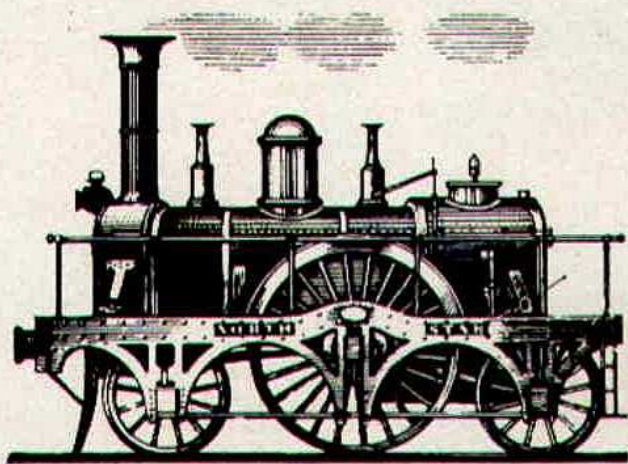


**Swindon
Town F.C.**

HEREFORD UTD.

DIVISION THREE
Official
Programme
10p

**Arkells
North Star Keg.
A name that'll
soon be on
everyone's lips.**



NORTH STAR

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Pools Manager **D. Buswell**

Club Medical Officer **Dr. J. Nicholas**

NEWS & VIEWS NEWS & VIEWS

Welcome to League leaders Hereford United a club right in the forefront, after only a short spell as a League Club.

Elected to the Fourth Division in 1972, after a fine showing in the F.A. Cup Competition they gained promotion to Division 3 after only one season, now in their third season in this Division they lead the League table, and are in a strong position to gain further promotion to Division 2.

However there is still a long way to go, and although many positions divide the two contestants today, it will be a hard fought game.

With the great improvement in Swindon's form and the urgent need for points to better our League position, the players will be out to revenge the 0-1 defeat at Edgar Street on 24th September, 1975.

Our visitors must maintain their form to hold their top of the table position, and in addition to the fact we must gain valuable points, all teams are out to beat league leaders, which tends to make all their games hotly interested ones.

It is a great tribute to all concerned with the Hereford club that they occupy this exalted position, when one considers the size of attendances at their home games. Their finances must be almost stretched to the limit.

Several well known names are connected with Hereford. Assistant Secretary - Jim Fenney, one of the best known referees of the post war era. He, it was who refereed one of the most outstanding games in which Swindon has been involved, namely the second replay versus Burnley in the League Cup Semi-Final played at the Hawthorns in January 1969. Terry Paine - coach, a player of wide experience with England and Southampton.

Ex-managers Joe Wade, Ray Daniel and John Charles. Finally Dudley Tyler, Swindon born

and a player with Pinehurst Youth Centre. Unfortunately at present he is on the injured list and it is most unlikely he will play this evening.

Last season Hereford finished in twelfth position in the League table with 46 points from 46 games. To date they occupy first place with 39 points from 29 games.

Swindon ended the season in fourth place with 53 points from 46 games, yet today we are in nineteenth position with 24 points. How can one account for this change? As has often been said. Football is full of "ups and downs", with the latter a more frequent occurrence.

Hereford is very fortunate in having great support from its Civic Authorities. At one time on the Board of Directors was the serving mayor an ex mayor, and a councillor.

Local business men form an industrious and ambitious Board. Another unique coincidence is the fact that the present chairman, Mr. Frank Miles, whose enthusiasm and flair, is driving the club forward, played for the club as an amateur, and for three years was chairman of the Supporters Club.

We can really match that as our present chairman. Mr. Cecil Green, was a professional player for Swindon, for several seasons in the thirties.

SUPPORT 'THE TOWN'.

GROUND ADVERTISING here at the County Ground will do just this. If you are interested, ring the Secretary, without obligation, and he will be pleased to give you details.

Talk of the Town

By the Chairman

Our visitors tonight, Hereford United, must be an inspiration to all non-league club aspiring to join the Football League. Since being successful in their application in 1972 they have proved beyond all doubt that the change over can be good for Football. Every year we read of the determination of such clubs as Yeovil, Kettering, Wigan etc., to gain admission to the League and today, with League clubs seeking re-election, and can only show a support of a couple of thousand, must mean that changes are due.

In my last notes I promised to give more information regarding our Liaison Officers, and from the following list you will see that we are well covered in many areas. Our friends who can be contacted for club news are as follows:-

Mr. D. Tyson	25, Halifax Close, Wroughton
Mr. J. Williams	3, Fyfield Close, Wantage
Mr. M. Hobbs	Rush Court Nurseries, Wallingford
Mr. M. Moore	15, Waverley Gardens, Melksham
Mr. J. Carter	Great Coxwell, Nr. Faringdon, Oxon
Mr. D. Scott	40, Springfield Drive, Abingdon
Mr. K. Smith	Carterton
Mr. K. Chilcot	34, Ash Walk, Warminster
Mr. M. Pearce	29, Station Road, Westbury
Mr. M. Smith	396, Marlborough Rd, Swindon

A change over which many supporters are not aware of is the fact that Graham Drew who was our first appointed Commercial Manager has moved to Exeter, and Dougie Buswell has been appointed as Pools Manager in his place. Dougie has been working with us now for over nine months organising our Pools and before joining us had similar experience with Oxford United.

Doug will be well pleased to see you at any time if you are interested in helping the Club.

If you are interested in Club affairs don't forget Monday 1st March when we are holding a Forum in the Rendezvous Club at 7.30 p.m.

A happy scene at the County Ground last week was the sight of a group of handicapped youngsters from Burton Hill Farm School, Malmesbury on a conducted tour of our facilities, winding up their visit, watching the team training under the supervision of Danny.

Swindon Town players are certainly their favourites. If we can bring a little happiness to youngsters who unfortunately will never be able to enjoy the professional sports, then it is well worth everybody's efforts.

I hope tonight's game will be enjoyed by all.

JOHN SILET (Hereford's Manager)

John Sillett comes from a well-known footballing family. His father played for Southampton while his brother Peter was a Southampton, Chelsea and England star. John's own playing career was one of considerable distinction, much of it being spent in the First Division.

He was originally signed by Southampton as an amateur. Brother Peter was then well established at The Dell and when he was transferred to Chelsea, one of the stipulations was that John should go to Stamford Bridge, too.

John Sillett made his League debut for Chelsea against Manchester United on New Year's Eve 1955 and still vividly recalls one aspect of that game — "The late Tommy Taylor hit two of United's goals as they beat us 3 - 1".

After four years as a regular member of Chelsea's defence John was transferred to Coventry in April 1962. Jimmy Hill had just taken over as manager and the Sky Blues were still in the Third Division. In 1964 John helped them rise to the Second Division.

Plymouth Argyle was his next stop in 1966 and by then he was beginning to take an interest in coaching. He later joined Bristol City, becoming assistant-manager to Alan Dicks. He left Ashton Gate two seasons ago after a disagreement on policy and was therefore free in the summer to accept Hereford's offer of their managerial post.

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Swindon Town Papermate Pens	85p	Bracelets - Small	30p
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Bob Caps	80p	Comb & Case	20p
Rosettes	15p	Key Fob	15p
Pennants	25p	Sew on patches (First Division)	30p
Maxi Pennants	45p	Iron ons	15p
Shirt Badges	13p	Swindon Town Rings	35p
1969 League Cup Souvenir Ties	25p	First Division Rings	35p
New Club Ties	£1. 60p	Swindon Town Mugs	65p
Players Photographs - Coloured	20p	Swindon Town Tea Pot Stands	55p
Team Photographs - Coloured	50p	Swindon Town Ashtrays	40p
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Duffle Bags	£1. 20p	Action Pens	40p
Ball & Boot Key Rings	22p	8 Panel Caps	70p
Pencils	6p	Splash Patches	35p
Rainhoods	5p	Car Stickers	16p
Bracelets - Large	33p	Swindon Town Lapel Badges	30p
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Swindon Town Fixture List

1975-76

		DIVISION 3		RESULTS	
DATE	OPPONENTS			F	A
1975					
Aug. 16	Chesterfield	H		0	1
19	League Cup 1 Millwall	H		2	1
23	Walsall	A		1	1
27	League Cup 1 Millwall	A		1	0
30	Gillingham	H		2	2
Sept. 6	Shrewsbury Town	A		0	3
10	League Cup 2 Wolves	A		2	2
13	Sheffield Wednesday	H		2	1
16	Wolves	A		2	3
20	Port Vale	A		0	3
24	Hereford United	A		0	1
27	Colchester United	H		0	1
Oct. 4	Rotherham United	A		2	0
11	Halifax Town	H		3	1
18	Wrexham	A		0	2
21	Bury	A		0	5
25	Grimsby Town	H		3	0
31	Southend United	A		0	3
Nov. 4	Crystal Palace	H		1	2
8	Preston North End	H		1	3
15	Peterborough United	A		1	3
22	F.A. Cup 1 Newport C.	A		2	2
25	Newport	H		3	0
29	Brighton & Hove Albion	H		3	2
Dec. 6	Mansfield Town	A		1	3
13	F.A. Cup 2 Hendon	A		1	0
20	Chester	A		1	2
26	Cardiff City	H		4	0
27	Millwall	A		1	1
1976	3 Tooting & Mitcham	H		2	2
Jan. 6	"	A		1	2
10	Gillingham	A		2	3
17	Port Vale	H		2	1
24	Sheffield Wednesday	A		2	0
31	Bury	H		2	1
Feb. 7	Crystal Palace	A		3	3
10	Aldershot	H		6	3
14	Preston North End	A		2	4
21	Peterborough United	H		0	3
24	Hereford United	H			
28	Grimsby Town	A			
Mar. 6	Southend United	H			
9	Rotherham United	H			
13	Halifax Town	A			
16	Wrexham	H			
20	Brighton & Hove Albion	A			
27	Mansfield Town	H			
30	Chester	H			
Apr. 3	Chesterfield	A			
6	Colchester United	A			
10	Shrewsbury Town	H			
14	Aldershot	A			
17	Cardiff City	A			
20	Millwall				
24	Walsall	H			
May 1	F.A. Cup Final				

		FOOTBALL COMBINATION		RESULT	
DATE	OPPONENTS			F	A
1975					
Aug. 16	Bournemouth	A		1	0
19	Crystal Palace	H		3	1
23	Plymouth Argyle	H		0	2
26	Queens Park Rangers	A		2	1
30	Norwich City	A		0	2
Sept. 6	Chelsea	H		3	3
13	Oxford United	A		0	1
20	Reading	H		0	0
23	Fulham	H		1	0
30	Birmingham City	A		0	1
Oct. 4	West Ham United	H		2	9
11	Luton Town	A		1	0
18	Southampton	A		1	5
21	Fulham	A		Postponed	
25	Ipswich Town	A		1	3
Nov. 1	Orient	H		4	0
12	Cardiff City	A		3	2
15	Tottenham Hotspur	H		1	3
22	Southampton	H		1	1
29	Leicester City	A		0	5
Dec. 6	Bristol City	H		0	5
13	Plymouth Argyle	A		0	4
20	A.F.C. Bournemouth	H		0	1
27	Bristol Rovers	H		1	0
1976					
Jan. 3	Arsenal	A		0	0
10	Oxford United	H		0	0
17	Chelsea	A		0	2
24	Norwich City	H		0	1
31	Crystal Palace	A		0	1
Feb. 7	Queens Park Rangers	H		4	2
14	Cardiff City	H		0	0
21	Tottenham Hotspur	A			
28	Ipswich Town	H			
Mar. 6	Orient	A			
13	Luton Town	H			
20	Leicester City	H			
27	Bristol City	A			
Apr. 3	Birmingham City	H			
14	Reading	A			
17	Arsenal	H			
20	Bristol Rovers	A			
24	West Ham United	A			

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TOMMY HUGHES (Goalkeeper) Though Tommy won two Scottish under-23 caps in his Chelsea days, he was usually kept out of his club side by Peter Bonetti. It was after moving to Aston Villa in 1971 that he played regular League football. Hereford paid a then club record £12,000 fee for him in 1973.

League record: Chelsea 11 aps, A.Villa 16 aps., Brighton (loan) 3 aps., Hereford 92 aps.

STEVE EMERY (Defender) Steve served his apprenticeship with Hereford and won his way into the first-team two seasons ago. He remembers Swindon well for it was against us at Edgar Street in September that he scored his first League goal to win the match.

League record: Hereford 79 aps., 2 gls.

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League rec...

DIXIE McNEIL (Striker) Dixie maintains his magnificent scoring record and was the Third Division's top scorer with 22 goals before the weekend. Once with Leicester and Exeter, he went non-League and then made a come back with Northampton. Lincoln signed him in 1972 and he joined Hereford last season.

League record: Leicester nil aps., Exeter 31 aps. 11 gls. Northampton 84 (1) aps., 33 gls, Lincoln 96(1) aps., 53 gls. Hereford 67 (1) aps. 50 gls.

HEREFORD UTD



STEVE DAVEY (Striker) With 10 goals before the weekend, Steve was Hereford's second-highest scorer. A one-time England youth international, Steve was a Plymouth regular for eight years prior to joining Hereford last summer.

League record: Plymouth 214 (12) aps 48 gls. Hereford 25(3) aps. 10 gls.

BARRY SILKMAN (Midfield) Hereford signed Barry from Southern League Barnet and he made his League debut against Colchester in October 1974. In recent weeks he has often been nominated as substitute.

League record: Hereford 18 (12) aps. 2 gls.

SHANE WALKER (Midfield) Shane spent his early days with Arsenal, though he was not given a chance in their first-team. He joined Hereford last season and played in their final three matches of the season.

League record: Arsenal nil aps., Hereford 10 (1) aps 2 gls.

ROY CARTER (Midfield) Roy has made rapid strides since joining Hereford from Falmouth last summer. He made his senior bow in August, against Rotherham, and is now holding a regular place.

League record: Hereford 16 aps., 2 gls.

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JOHN LAYTON (Defender) Another local lad, John got his chance in the first-team last season, thus continuing a family tradition. His father, John Layton senior, still holds the club record for most appearances.

League record: Hereford 41 aps., 6 gls.

JOHN GALLEY (Defender) This one-time top-scorer for Rotherham, Bristol City and Nottingham Forest has now switched positions. His first club was Wolves and, after serving the others, he spent a period on loan to Peterborough before joining Hereford last season.

League record: Wolves 5 aps, 2 gls. Rotherham 111 aps. 48 gls, Bristol City 175 aps., 82 gls., Nott For. 31 (6) aps 6 gls. Peterborough (loan) 7 aps. 1 gl., Hereford 41 aps., 6 gls.

HEREFORD UTD.



STEVE RITCHIE (Defender) Steve served Bristol City but got only one chance in their senior eleven. In 1973 he moved into Scottish football with Morton where he held a regular place until signing for Hereford last summer.

League record: Bristol City 1 ap., Morton 54 aps., 2 gls., Hereford 29 aps., 1 gl.

BILLY TUCKER (Defender) Though not currently holding a first-team place, Billy is one of Hereford's longest serving players, having played for them in their Southern League days.

League record: Hereford 127 (2) aps. 12 gls.

JIMMY LINDSAY (Midfield) A former Scottish youth international, Jimmy made his League bow for West Ham in 1968/69. Watford signed him in 1971 and he spent last season with Colchester.

League record: West Ham 35(3) aps. 2 gls. Watford 64 (1) 12 gls. Colchester 45 aps 6 gls. Hereford 29 aps., 2 gls.

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DUDLEY TYLER (Midfield) Dudley sprang to prominence in Hereford's famous Cup run and West Ham signed him on the strength of those performances. He spent a year in the Hammers' First Division side before returning to Hereford in 1973.

League record: West Ham 29 aps. 1 gl., Hereford 80 (3) aps., 8 gls.

TERRY PAINE (Midfield) Terry has now played more League games than anyone in the game's history. He holds both the appearances (713) and scoring (160) records for Southampton and he was capped by England on 19 occasions.

League record: Southampton 709(4) aps. 160 gls, Hereford 66(2) aps. 4 gls.

HEREFORD UNITED Club History

Hereford United celebrated their 50th anniversary last season and though they are the youngest club in the Football League, they have made tremendous strides since being elected in 1972. They won promotion from the Fourth Division at their first attempt and finished in the top half of the Third Division last season.

Formed in 1924 they originally competed in the Birmingham Combination but switched to the Birmingham League five years later and were elected to the Southern League in 1939. During their non-league days they never won a championship at top level but finished runners-up four times in the Southern League.

Their forte was cup football and they set a non-league record by reaching the first round of the F.A. Cup 23 times in 24 years before their election to the Fourth Division. They fought their way through to the second round 13 times during that period, the third round three times and the fourth round once. In 1971-72 they were named Sunday Mirror Giantkillers after eliminating First Division Newcastle United in a replay and then holding West Ham United to a goalless draw.

In 1973/74 season they maintained their fine Cup record when they were paired with West Ham United for the second time in three years and

gained a 2 - 1 revenge after drawing at Upton Park. Before their election to the League they won the Southern League Cup three times, the Southern League Charity Cup and also reached the Welsh Cup Final before losing to Cardiff.

Hereford have always been fortunate in their choice of managers and since the war their affairs have been directed by the great John Charles, former Middlesbrough and Northampton Chief Bob Bennison, ex-Villa and Torquay United Manager Alex Massie, and three former Arsenal players Joe Wade, Ray Daniel and Colin Addison.

Last season they came under new management and the man in charge is former Bristol City assistant manager and chief coach John Sillett, ex-Chelsea, Coventry and Plymouth Argyle. His right hand man is Terry Paine, who, after 18 years with Southampton, moved to Edgar Street in July 1974 to take over as player-coach. Hereford's motto is: "Our greatest glory lies, not in never having fallen, but in rising when we fall". During 50 years as a professional club they have encountered many difficulties and it is to their credit that they have overcome them all!

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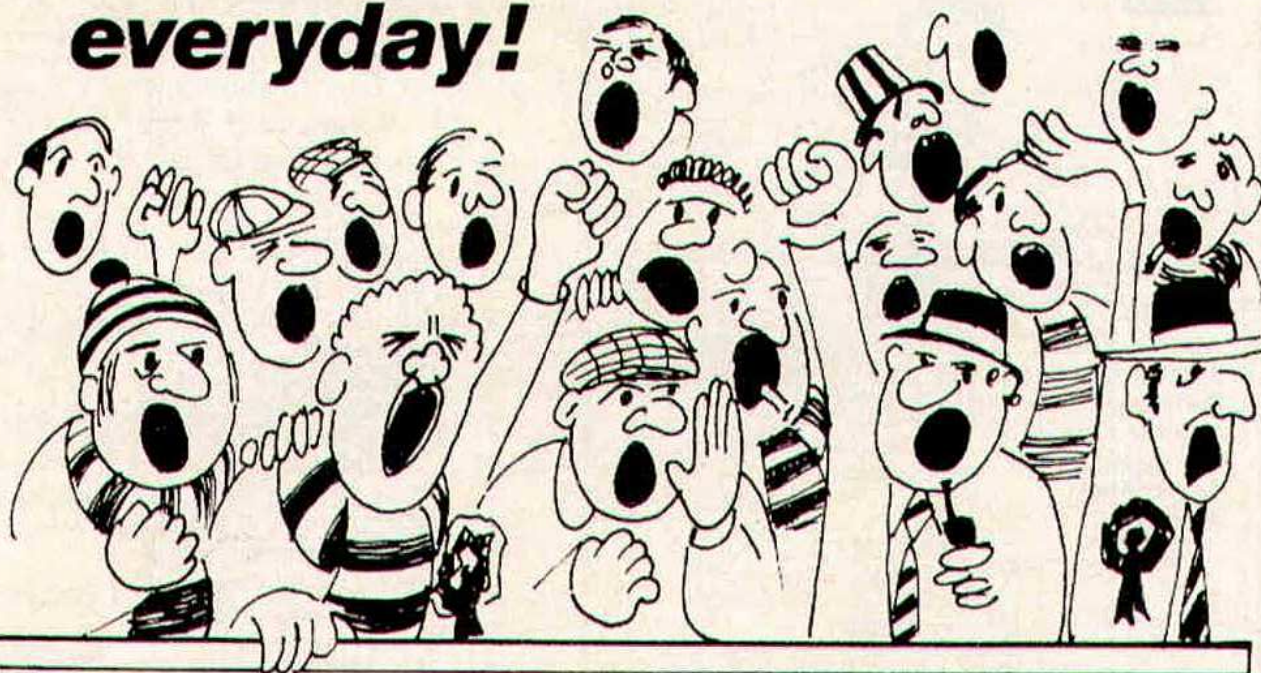
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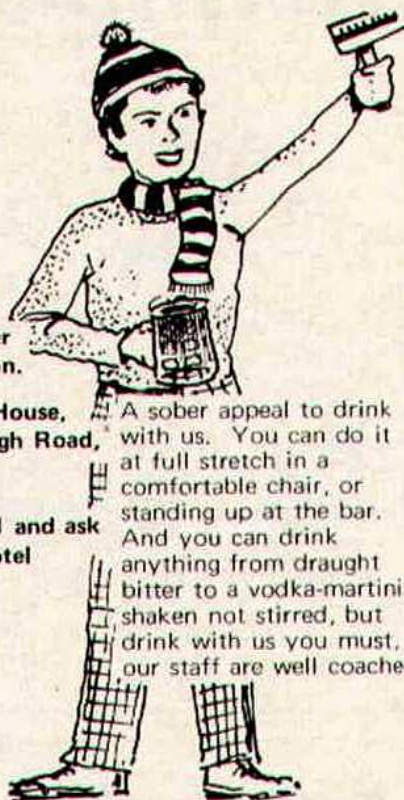
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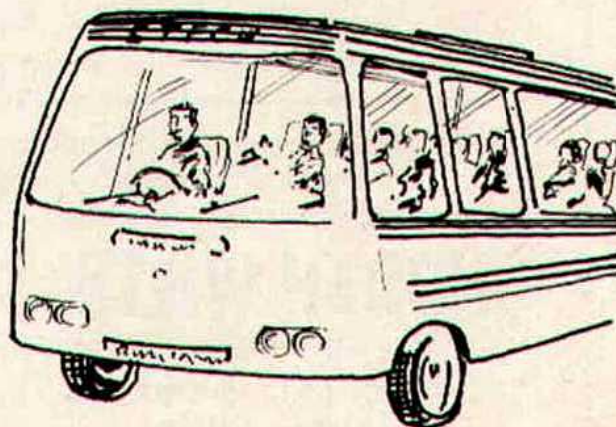
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Mr. J. Jones, Mr. Griffin.



'Sponsor a Player'

Our request for folk to sponsor a player for his kit next season has met with fantastic support, just look at how quickly the chart has become almost half completed. We shall invite all sponsors along for a chat and a drink with the players when the list is finally completed — and that shouldn't be too long — so if you would care to assist the Club in this project and form a closer liaison with the players in doing so, please ring or write to me, Bob Jefferies, or to Danny Williams. We shall be pleased to talk to you and explain the scheme in further detail.

	Playing Strip £7.50 each player	Track Suit £13 each player	Football Boots £14 each player	Training Boots £11 each player
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John Gilligan	Group of Away Match Supporters No. 1 Coach			
Tommy Jenkins	Reserved			
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Frank Burrows	Miss. W. D. Hudd, 34, Euclid Street Swindon	Miss. W. D. Hudd 34, Euclid Street Swindon	An anonymous fan from Poulton, Cirencester	
Joe Butler	Group of Away Match Supporters No. 1 Coach		Mr. Bert Dagger 10, Omdurman Street Swindon	
Colin Prohett	Mr & Mrs Vass 30 The Oaklands Kidderminster.	Moreton Bros 28, Nindum Road Stratton	Moreton Bros 28, Nindum Road, Stratton	Moreton Bros 28, Nindum Road, Stratton
Trevor Anderson	Mr. S. Gregory 203, Old Bath Road, Cheltenham, Glos	Miss. K. M. Debourne Ralescombe Hill Farm Clanch Common	A Loyal Supporter from Chippenhams	Mr. R. Bruce & Mr. O. Walsh
Jimmy Allan	Mr. Pat Seaman Burmah-Castrol Co.			
Kenny Stroud	Loyal Seven 114 D. Night Shift Plesseys	Miss. Heather Gaine 5 Silbury Road, Calne	Mr. Gawthrop East End Farm Little Somerford	Mrs. S. Large 71 Fernside Road Swindon
Ian Farr				

Third Division Scene by Tony Pullein

HEREFORD TO LOSE TITLE?

Hereford United will NOT win the Third Division championship! Neither will Crystal Palace. Top place will go to Shrewsbury Town ----providing clubs continue to perform at current levels. The following table reveals details of each club's last three home and away League matches.

If clubs continue on the present course Crystal Palace will miss out on promotion altogether. The three promoted clubs will be Shrewsbury, Hereford and Cardiff City.

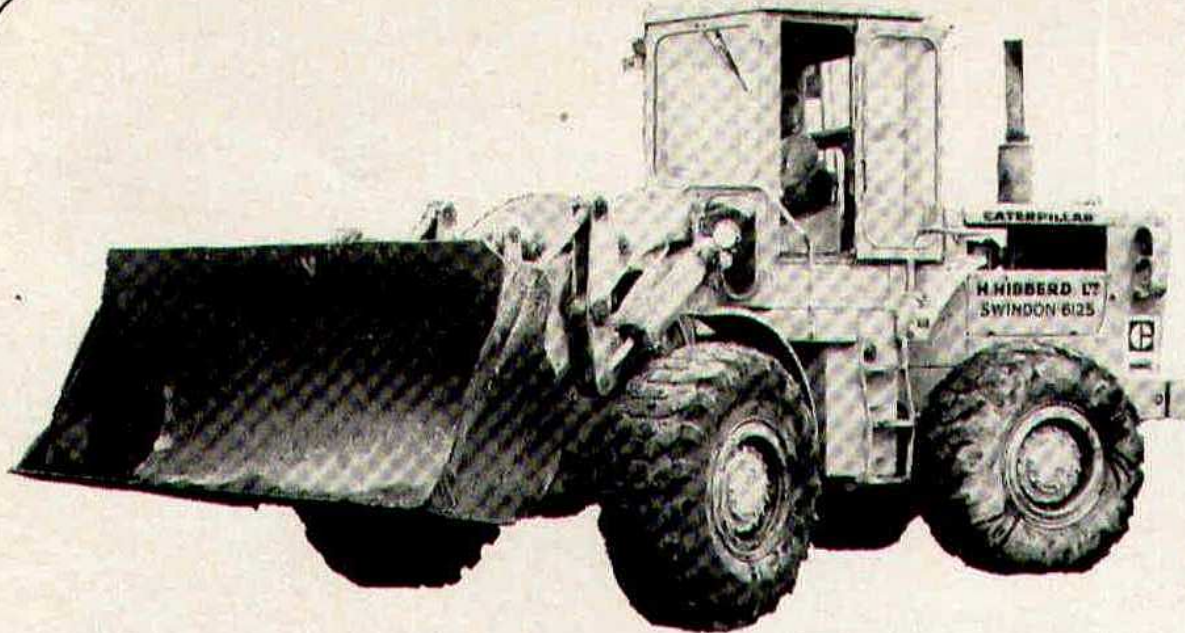
At the other end of the table, Mansfield Town are set for a remarkable escape. Apparently doomed all season, Mansfield will struggle to climb into 18th or 19th place and the four relegated clubs will be Bury, Chesterfield, Halifax and Colchester.

Swindon are currently playing as well as all the leading clubs but, unfortunately, it seems we are too far behind the leaders to catch up on the promotion runners.

Crystal Palace, pacemakers all season, are really on relegation ratings at the moment and it's beginning to look as if they are paying a high price for their extraordinary run in the F.A. Cup, and for Colchester, with no points from six games, there now seems no escape from another drop into Fourth Division Football.

	Home					Away					
	W	D	L	For	Ag	W	D	L	F	Ag	Pts.
Shrewsbury	3	0	0	4	0	2	1	0	5	2	11
Hereford	2	1	0	6	2	2	0	1	7	3	9
Brighton	3	0	0	8	0	1	1	1	2	4	9
Cardiff	3	0	0	6	1	1	1	1	5	7	9
Swindon	3	0	0	10	5	1	1	1	7	7	9
Port Vale	1	2	0	3	1	1	0	2	2	4	8
Walsall	2	0	1	10	5	1	1	1	3	3	7
Peterborough	3	0	0	8	1	0	1	2	3	8	7
Gillingham	1	2	0	4	3	1	1	1	3	5	7
Mansfield	1	2	0	6	4	1	0	2	2	3	6
Millwall	2	1	0	4	2	0	1	2	0	2	6
Wrexham	2	0	1	5	4	0	2	1	3	4	6
Southend	1	1	1	3	4	1	1	1	3	4	6
Rotherham	3	0	0	8	1	0	0	3	2	11	6
Grimsby	1	2	0	3	2	0	1	2	1	3	5
Sheffield Wed.	1	0	2	3	4	0	3	0	1	1	5
Chester	2	1	0	7	2	0	0	3	0	6	5
Aldershot	2	1	0	6	2	0	0	3	3	8	5
C. Palace	0	2	1	4	5	1	1	1	5	5	5
Chesterfield	1	0	2	3	4	1	0	2	6	9	4
Preston	2	0	1	6	5	0	0	3	1	7	4
Bury	0	3	0	2	2	0	0	3	4	7	3
Halifax	0	1	2	3	6	0	0	3	1	6	1
Colchester	0	0	3	3	10	0	0	3	0	9	0





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Tuesday 24th February 1976

SWINDON TOWN

at 7.30p.m.

HEREFORD

1. Barron
2. Taylor
3. Trollope
4. Stroud
5. Burrows
6. Prophett
7. Moss
8. Dixon
9. Eastoe
10. McLaughlin
11. Anderson
12. Butler



- 1 Hughes
- 2 Emery
- 3 Ritchie
- 4 Layton
- 5 Galley
- 6 Lindsay
- 7 Paine
- 8 Spiring
- 9 Davey
- 10 McNeil
- 11 Carter

Referee: Mr. M. J. TAYLOR (Deal, Kent)
Linesmen: (Yellow Flag) Mr. A. J. PHILLIPS (Newport, Gwent)
(Red Flag) Mr. S. G. BATES (Horfield, Bristol)

MICHAEL TAYLOR (Deal, Kent) Took up refereeing in the Royal Marines and is now a staff physical training instructor. Refereed in the Kent and Southern Leagues and went on the League line, the Supplementary List and the full list two years ago. Linesman for a European Cup Winners Cup semi-final in the 1973/74 season, has also officiated in Italy and refereed the Southern League Cup Final in 1971/72. Plays golf and is a qualified coach at tennis, squash, badminton and fencing. Secretary of his local branch of the Referees' Association.

**Thank you for your support
and please don't forget**

**Division Three
SOUTHEND UNITED
Saturday 6th March, 1976
K.O. 3.0 p.m.**

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31510**

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