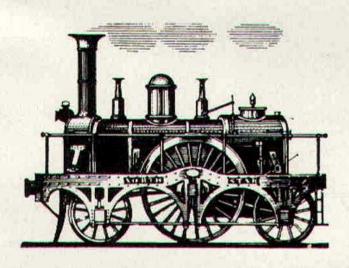


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NEWS&VIEWS NEWS&VIEWS

The game today is yet another of the utmost importance to both teams. It seems our matches, from now until the end of the season are divided into two categories, one group against opponents striving for promotion, and the second set trying to stave off relegation.

Undoubtedly the system which came into being a few seasons ago is responsible for the situation, namely the introduction of more teams than hitherto being promoted or relegated. In the case of the Third Division, three clubs going up, and four clubs going down.

Whilst we are vitally interested in the wrong end of the league table, the system surely brings added interest, and we hope larger attendances. At the top of the table at least eight clubs or even more have a chance of promotion to Division Two. At the bottom, it could be as many as twelve in danger.

Each game for many clubs, is similar to a cup tie, with the result vital.

Our visitors today, colleagues from the Southern League days, are at the time of writing in fifth place from the bottom with 24 points from 29 games. Swindon is third from the bottom with 24 points from 32 games. Todays game becomes really a "four pointer". Certainly Southend has games in hand but that often means very little as Swindon found to its cost. We had a number of home games which we thought was an advantage, but unfortunately we lost two of them in succession.

Southends league position may be low, but they enjoyed a fine cup run, ending rather unluckily with 0-1 defeat at Derby. They are probably a much better side than their position indicates, and will provide stern opposition.

Last season honours were even between the two clubs. Swindon defeated the visitors 2-0 at the County Ground on Saturday 5th October and in the return game at Rootes Hall on Friday, 11th April, Southend won by 2-0. Strange to relate, at this point in time, that had we won, or even gained one point, Swindon would have been promoted to Division 2.

Football form is very unpredictable. Probably one of the strangest concerned Swindon and Southend. In November 1950, we won 3-0 at Southend in the First Round of the F.A. Cup. The game was postponed on the Saturday because of fog, and was played on the Tuesday. In February we again travelled to Southend for the league game. Two goals up in the first fifteen minutes we lost 2-8. In the space of two months we went from 3-0 victory to a 2-8 defeat.

In December 1968 we defeated Burnley in the League Cup Semi-final but a month later lost at home 0-2 to Southend.

Southend, certainly produces reversal of work, and in some ways is one of our "bogey teams", but we hope the result will go our way today, with no surprise result.

One member of the party will feel at home, Mr. Arthur Rowley, the Manager, who paid many visits to the County Ground when at Shrewsbury.

Talk of the Town

By the Chairman

Today's game is very important to both Southend and ourselves, as we are both urgently in need of points.

Every game that we play now is vital to our future, and we can only hope that the message is as clear to our playing staff. At our Forum which was held in the Rendezvous Club on Monday last, the disappointments and the frustrations of this season's performances was apparent in the sort of questions asked, and Dannys' reasurances that we shall overcome our difficulties, must be backed by positive action if we are to keep faith. It was a pity that our local newspaper reporter was absent from the meeting because questions and answers of this nature prove to the public that we are trying to improve our public relations image.

The meeting of Club Chairman, held in London last week to discuss the future of both the players and the game, which it ultimately affects, was ended without any final decisions being taken.

The professional players union are negotiating with the League Management Committee to obtain the best results possible for their players and we the Club are agreeable to this as long as it is not harmful to the game in the long run.

This coming season will see club streamline their staff to help meet their budgets and if players are allowed to negotiate freely with other clubs once their own contract is concluded, I can forsee: a few players gaining at the expense of many others.

On the brighter side of things, we are able to report great progress on the construction of our new club, and if you are passing, why not look in and see the shape of things to come. Have you joined yet? For 50p will make sure that you can enjoy these facilities all the year round. Membership forms can be obtained from either the Supporters Club or our own Club Offices. The opening date is 9th April and we are expecting a large crowd to start it on its way. As soon as we have finalised details of entertainments etc., we shall be publicising them.

We are sorry to see Terry Hubbard leaving us for South Africa after being with us since leaving school in August 1966. Terry is going to play in Cape Town and we all wish him and his wife happiness in their new venture.

Terry was recommended to us by one of our former players Dai Edwards and another former player Bill Lloyd did a lot to help bring Terry to us.

A great future looked in store for him and he obtained under-23 honours for Wales, but he was very unfortunate with injuries and after one such lay off had to have major surgery on his pelvis which resulted in Terry being out of the game for over six months, but he fought back each time, determined to beat this injury jinx and perhaps the lovely climate in Cape Town will benefit Terry this way.

Hope you will enjoy the game today and that the result will be a favourable one.

DIVISION THREE

	P	W	D	L	F	A	W	D	L	F	A	Pts
Hereford	32	9	4	2	27	16	10	3	4	32	21	45
Brighton	33	14	0	2	40	9	4	3	10	15	29	39
Crystal Pal.	33	5	7	3	24	16	9	4	5	25	20	39
Shrewsbury	31	11	1	4	27	17	5	6	4	17	17	39
Cardiff	32	11	4	2	32	11	4	3	8	21	29	37
Peterboro	31	10	4	2	30	14	3	7	5	21	26	37
Walsall	34	10	5	3	36	17	4	4	8	19	27	37
Wrexham	33	11	4	2	29	12	3	4	9	16	25	36
Millwall	33	11	5	1	27	13	1	6	9	13	27	35
Port Vale	33	9	6	2	24	13	3	4	9	15	21	34
Bury	33	7	5	2	20	7	3	7	7	18	24	32
Preston	32	10	2	4	30	20	3	4	9	12	24	32
Gillingham	32	7	7	2	26	17	2	6	8	13	29	31
Grimsby	32	11	5	0	30	12	1	1	14	13	39	30
Rotherham	32	9	3	4	26	15	3	3	10	13	32	30
Chester	31	9	5	2	25	12	2	3	10	7	28	30
Aldershot	31	9	5	2	28	16	1	3	11	17	38	28
Chesterfield	32	7	4	6	32	23	3	2	10	15	31	26
Southend	30	7	4	5	33	24	2	3	9	15	28	25
Sheffield W.	29	6	6	3	24	17	0	7	8	9	19	25
Colchester	33	7	3	6	16	19	2	4	11	13	35	25
Mansfield	32	5	6	4	21	18	3	3	11	15	26	25
Halifax	31	4	3	8	17	23	4	6	6	14	21	25
Swindon	32	8	1	6	29	22	2	3				24

TOWN SOUVENIRS

Swindon Town Papermate Pens	85p	Bracelets - Small	30p
Swindon Town Ball Point Pens	9p	Pendants - Swindon Town	30p
Satin Scarves	80p	Pendants - First Division	33p
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Rosettes	15p	Key Fob	15p
Pennants	25p	Sew on patches (First Division)	30p
Maxi Pennants	45p	tron ons	15p
Shirt Badges	13p	Swindon Town Rings	35p
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New Club Ties	£1. 60p	Swindon Town Mugs	65p
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Team Photographs - Coloured	50p	Swindon Town Ashtrays	40p
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Duffle Bags	£1. 20p	Action Pens	40p
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Pencils	6p	Splash Patches	35p
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Swindon Town Fixture List

DIVISION 3							FOOTBALL COMBINA	TION	0.55		
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	23	Walsall	A	1	1		23	Plymouth Argyle	н	2	
	27	League Cup 1 Millwall	A	1	0		26	Queens Park Rangers	A	0	
	30	Gillingham	H	2	2		30	Norwich City	- A		
pt.	6	Shrewsbury Town	A	0	3	Sept.	6	Chelsea	H	3	
	10	League Cup 2 Wolves		_2_			13	Oxford United	A	0	
	13	Sheffield Wednesday	H	2	1		20	Reading	H	0	
	16	Wolves	A	2	3_		23	Fulham	H	_1_	
	20	Port Vale	A	0	3		30	Birmingham City	A	0	
	24	Hereford United	A	0	1	Oct	4	West Ham United	H	2	
	27	Colchester United	H	0	1		11	Luton Town	A	1	1
t.	4	Rotherham United	A	2	0		18	Southampton	A	1	
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	11	Halifax Town	H	3	1	Nov.	1	Orient	Н	4	
	18	Wrexham	A	0	2	1400.	12	Cardiff City	A	3	
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	25	Grimsby Town	Ĥ	3	0		22	Southampton Southampton	H	1	
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	15	Peterborough United	A	1		CONTRACTOR C	27	Bristol Rovers	Н	- 1	_
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	29	Brighton & Hove Albion	H	3	2		10	Oxford United	Н	0	
C.				-			17	Cheisea	A	0	
	6	Mansfield Town	A	1	3		24	Norwich City	н	0	
	13	F.A. Cup 2 Hendon		1	0		31	Crystal Palace	A	0	
	20	Chester	A	1	2	Feb.	7	Queens Park Rangers	н	4	
	26	Cardiff City		4	0		14	Cardiff City	Н	0	
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May

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ALAN MOODY (Defender) Alan won England schoolboy caps and began his professional football with Middlesbrough. He made a number of Second Division appearances over five years until his transfer to Southend in 1972. League record: Middlesbrough 44 (2) aps.; Southend 145 (1) aps. 13 gls.

BOB WORTHINGTON (Defender). Bob arrived from Notts County during the 1974 close-season. He had been a Notts' regular for six seasons and, earlier, he served Halifax and Middlesbrough. His brother David is also a Southend player. League record: Halifax 12 aps.; Middlesbrough 2 aps.; Notts Co. 230 (2) aps. 1 gl.; Southend 48 aps. 1 gl.



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ANDREW FORD (Defender). Being unable to get into Bournemouth's senior team, Andrew left for Southend in 1972. After a year in the reserves, he got his chance in League soccer two seasons ago.

League record: Southend 72(3) aps. 3 gls.

TERRY NICHOLL (Midfield). Terry joined Southend from Sheffield United last summer as part of the deal which took Chris Guthrie to Bramall Lane. He began his career with Crewe but moved up into First Division football in 1973. League record: Crewe 46 aps. 7 gls.; Sheff. Un. 12(10) aps. 1 gl.; Southend 28 aps. 2 gls.

DAVID CUNNINGHAM (Striker).
Southend signed David from Scottish club Brechin City in 1973 and he won a regular place last season. He has recently been recalled to the Shrimpers' attack after a spell in the reserves.
League record: Brechin 44(5) aps. 6 gls. Southend 36(3) aps. 3 gls.

PETER SILVESTER (Striker). Peter was a £12,000 signing from Norwich two seasons ago. He began his career with Reading, moved on to Norwich in 1969 and was their top scorer in 1970/71. He has hit three hat-tricks this season and is top scorer with 23 goals. League record: Reading 76(2) aps. 26gls Norwich 99(1) aps. 36 gls.; Colchester (loan) 4 aps.; Southend 66(2) aps.32gls.

SOUTHEND UN



Back Row.

S. Rafter, A. Little, A Moody, S. Lamb, A

S. Parker, M. Webster.

Middle Row.

T. Nichol, D. Worthington, N. Townsend,

Front Row.

S. Dyer, D. Cunningham, R. Pountney.

RON POUNTNEY (Striker). Ron is often named as substitute these days. He is in his second campaign with Southend following spells with Walsall and Port Vale. He netted his first goal against Palace last week.

League record: Walsall 1 ap.; P. Vale nil aps. Southend 15(1) aps. 1 gl.

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ender). Bob uring the een a Notts' arlier, he ough. His end player. os.; Co. 230 (2) gl. MALCOLM WEBSTER (Goalkeeper). A former England youth international, Malcolm made his League bow with Arsenal in 1970 but moved on to Fulham soon afterwards. He was Fulham's first-choice for three years and transferred to Southend in 1973. League record: Arsenal 3 aps.; Fulham 95 aps.; Southend 84 aps.

TONY HADLEY (Defender). Tony graduated through the Junior ranks to make his League debut against Grimsby in November 1974 and he has recently been holding down the centre-back position.

League record: Southend 13 aps.

DUTHEND UNITED



- B. Rafter, A. Little, A Moody, S. Lamb, A. Ford, P. Silvester, T. Hadley,
- S. Parker, M. Webster.
- . Nichol, D. Worthington, N. Townsend, B. Brace, T. Taylor.
- S. Dyer, D. Cunningham, R. Pountney.

STEVE DYER (Defender). A Southend discovery, Steve came into the side three seasons ago, gaining a regular place mid-way through the following season. League record: Southend 54(7) aps.

ALAN LITTLE (Midfield). Alan grew up with brother Brian at Aston Villa, making his League debut last season. Soon afterwards he was on the move to Southend.

League record: A. Villa 2(1) aps.; Southend 53 aps. 4 gls.

KEN FOGGO (Midfield). Ken signed for Southend early this season, following a short spell at Brentford. He entered League football with W.B.A. in 1962/63 moved on to Norwich in 1967 and topped their scorers three times. Portsmouth signed him in 1973, and he remained with them until last summer. League record: W.B.A. 128(12) aps. 29 gls.; Norwich 182(4) aps. 54 gls.; Portsmouth 47(13) aps. 3 gls.; Brentford nil aps.; Southend 20 aps. 5 gls.

STUART BRACE (Striker). Stuart was top scorer with 19 goals two seasons ago after Joining them from Grimsby in the early weeks. Only once in five seasons did he fail to top Grimsby's scoring chart and earlier he had served Peterborough, Mansfield, Watford and Plymouth. League record: Plymouth 9 aps. Watford 16 aps. 4 gls.; Mansfield 55(1) aps. 25 gls.; Peterborough 22(1) aps. 5gls. Grimsby 205(1) aps. 82 gls.; Southend 98(4) aps. 35 gls.

Ron is ese days. He h Southend and Port against

P. Vale 1 gl. STUART PARKER (Striker). Stuart is Southend's second highest scorer with 10 goals and is enjoying his change of seaside air. Until this season he had played for Blackpool, getting only occasional first-team outings.

League record: Blackpool 10(6) aps. 2 gls.; Southend 27(1) aps. 5 gls.

For the Record

MIDLAND YOUTH 18th February 1976. SWINDON TOWN 2 (Brinkworth R 2) Jones, Andrews, Tanner, Taylor, Thompson, T. Brinkworth, Gilligan, Phillips, Farr, Woodward, R. Brinkworth, Hooman.

OXFORD UNITED 1

DIVISION III 21st February 1976. SWINDON TOWN 0

Barron, Taylor, Trollope, Stroud, Butler, Prophett, Jenkins, Dixon, Eastoe, McLaughlin, Anderson (s) Hubbard

PETERBOROUGH UTD 3 (Moss, Eustace, Gregory)

Steele, Murray, Nixon, Eustace, Turner, Carmichael, Cozens, Gregory, Moss, Hughes, Robson (s) Jones.

FOOTBALL COMBINATION 21st Feb. 1976. TOTTENHAM HOTSPUR 4 SWINDON TOWN 1 (Gardner)

Allan, J. Gilligan, Tanner, Thompson, Broom, T. Brinkworth, Harris, A. Gilligan, Woodward, R. Brinkworth, Gardner (s) Farr.

MIDLAND YOUTH 24th February 1976. SWINDON TOWN 2 (own goal, Farr) Jones, Riley, Tanner, Andrews, Thompson, T. Brinkworth, Gilligan, Harris, Farr, Woodward R. Brinkworth (s) Barlow.

LEICESTER CITY 1

DIVISION III 24th February 1976 SWINDON TOWN 0

Barron, Taylor, Trollope, Stroud, Burrows, Prophett, Syrett, Dixon, Eastoe, McLaughlin, Anderson (s) Butler.

HEREFORD UTD 1 (Davey)

Charlton, Emery, Ritchie, Layten, Galley, Lindsay, Paine, Tylor, Davey, McNeil, Carter (s) Silkman.

DIVISION III 28th February 1976 GRIMSBY TOWN 1 (Partridge) Wunman, Marley, Booth, Barton, Czuczman, Gray, Lewis, Walters, Partridge, Boylow, Wigg, (s) Young.

SWINDON TOWN 0

Barron, Butler, Trollope, Stroud, Burrows, Prophett, Moss, Dixon, Eastoe, McLaughlin, Anderson (s) Syrett.

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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.

Arthur Rowley -Southend's Manager

Arthur Rowley broke almost every goalscoring record in the book during a playing career which spanned 21 years and four clubs. He started with West Bromwich but moved to Fulham in 1948. Later he spent eight seasons with Leicester, hitting 251 League goals, his 44 in 1956/57 making him the competition's top scorer. During his stay at Leicester he shared in a remarkable scoring achievement with his brother Jack, then playing for Plymouth Argyle. On October 22, 1955, they both scored their 200th League goal on the same afternoon!

When he went to Shrewsbury as player-manager in June 1958 it seemed his chances of reaching Dixie Dean's League aggregate of 379 goals were small. But he continued to score with remarkable consistency for the Gay Meadow club and in his third season he hit his 380th

goal against Bradford City.

It wasn't long before he overhauled Hughie Gallacher's combined Scottish-England total of 387 but he had to wait until the early part of 1962/63 before surpassing the British record of 410 held by Jim McGrory of Celtic and Clydebank. He went on to score 434 League goals before retiring.

He left Shrewsbury to manage Sheffield United in July 1968 and took over at Southend in March 1970, a few months after leaving the Blades.

In 1972 he guided the club into Division Three, winning promotion for the first time in the club's history.

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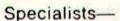
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NINETEEN

VOUCHER 1976

Third Division Scene by Tony Pullein

Lowly Mansfield show the way

Mansfield's shock 1-0 victory over Brighton took them out of the bottom four for the first time this season and extended their unbeaten run to five matches — bettered only by Shrewsbury (11) in Third Division circles. And, with nine points from those five games, Mansfield now have a better recent record than any of the promotion chasers!

Mansfield had been in bottom place for most of the season, apparently resigned to a quick return to Division Four. Now they have more than an evens chance of escaping the drop.

Hereford dealt a severe blow to Peterborough's promotion hopes, beating them 3-0 at London Road to increase their own lead at the top of the table to six points. But the chase for the remaining two promotion places is developing into the closest the Third Division has seen for many years.

Nine clubs can be said to be in with an excellent chance of succeeding, while six more must still be considered to have an outside chance.

While Palace falter, one of the favourites to oust them is Shrewsbury Town whose match with Sheffield Wednesday was postponed last Saturday. Shrewsbury have not been beaten in 11 League games in which they have dropped only three points.

Shrewsbury player-manager Alan Durban recently achieved what could be a unique record when he completed an appearance on all the 92 League grounds. Previously with Cardiff and Derby, where he visited all the First and Second Division grounds, he was in the Fourth with Shrewsbury last season.

Cardiff City, another club making an impressive challenge for promotion, left it late in their home game with Chester. More than an hour had gone before Adrian Alston gave them the lead. John Buchanan hit another to make the game safe. Alston, the Australian international World Cup player, has now hit 14 goals since his transfer from Luton. Tony Evans, a Blackpool discard last summer, has hit 18 goals for the Bluebirds.

As Cardiff forge relentlessly on towards their target, it is being suggested in the Principality that there could be a double celebration for Wales. Wrexham have crept, almost unnoticed into the race. Their 3-0 victory over Brighton took them to within three points of the third placed club. With only two defeats in 17 league games, and with the incentive of their European Cup-Winners' Cup run to stimulate, Wrexham could prove this season's dark horse.

Three weeks ago Bury were concerning them selves with keeping clear of relegation. Now a spell of five points from three games has put them back on the fringe of the promotion reckoning. So the Shakers may well decide to hold on to Irish international striker Derek Spence for the time being. Several clubs have made bids for the blond striker who hasn't always been able to get into the Bury side this season.

Gloom time in Sheffield last weekend when a glance at the bottom places in the First and the Third Divisions showed Sheffield United and Sheffield Wednesday in the places of dishonour. 'Flu-hit Wednesday, who have been making stringent economies to cope with their more restricted income in Division Three, may have to wait until the final day of the season before knowing if yet another relegation is to befall them. With Mansfield's rapid rise, the situation has suddenly become very much closer down at the bottom.

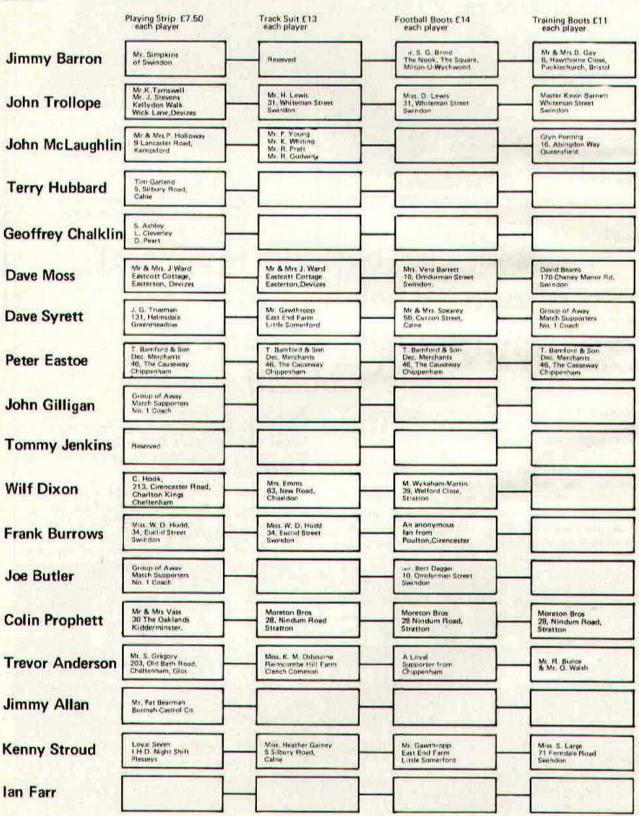
Aldershot's Neil Warnock had the satisfaction of scoring against one of his former clubs last Saturday. He opened the scoring in the Shots' 3-0 victory over Rotherham.

Most neutral Third Division eyes will be looking for the result at Sunderland today.

Crystal Palace aim to step one stage closer to becoming the first Third Division side to reach the F.A. Cup final by beating Sunderland in the sixth round this afternoon.

'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 longso 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.





MATCH BALL donated by

C.J. GREEN

12 Armstrong Street,
Swindon.

DECORATORS

Previous Donors:-

The Swindon Town Girls
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S.T.F.C. Supporters Club
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Danny's Desk

I am sure that we are all equally disappointed about our current league position and recent results have proved that we can no longer rely on the failure of other teams to improve our position - we have to do it ourselves. We must take advantage of the goal chances that we have been missing for the last four games and also have a serious look at those corner kicks and free kicks from which so many goals are being scored against us throughout the season. We have now just eight games at home and six away left this season to accumulate enough points to ensure our staying in the Third Division and every game must be fought as a Cup Tie with the Club's existence in the way that we know it as the prize.

I understand that I was criticised for playing David Syrett as substitute at Grimsby and for finally taking Kenny Stroud off when perhaps the performance of other players justified their removal rather than Ken. The facts are that both Syrett and Moss were doubtful starters, both receiving injections before the match, and my intention was to give them half a game each. However, during the course of the game Stroud received an injury and asked to be taken off at half

time but I persuaded him to carry on but he was not able to continue for very much longer and therefore David Syrett replaced him leaving David Moss to carry on to the end of the game.

We are still looking for a half a dozen folk to join us on our close season tour to Majorca. The tour will take place from the 15th to 22nd May at Playa de Palma so if you are interested in an early holiday contact Bob Jefferies. There will be three matches played during the course of the week, two semi-finals and the final to determine the winner of the Cankin Tournament. Transport to and from Gatwick will be arranged by us.

Finally, can I appeal to you all to keep supporting us through this very difficult time for without your support we cannot hope to succeed. When I speak of support I mean vocal as well as physical, so please — cheer the lads constantly and let them know you are behind them.



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SATURDAY, 6th MARCH, 1976 at 3.00 p.m.

SWINDON

- Barron 1
- 2 Butler
- 3 Trollope
- 4 Stroud
- Burrows
- Prophett
- 7 Moss
- Dixon
- 9 Eastoe
- 10 McLaughlin
- 11 Anderson
- 12 Syrett



SOUTHEND

- Webster
- 2 Worthington
- 3 Ford
- Little
- 5 Hadley
- 6 Moody
- 7 Foggo
- Pountney
- Parker
- 10 Silvester
- 11 Nicholl

Referee:

Linesmen Red Flag:

Yellow Flag:

Mr. A. E. Morrissey (Bramhall, Cheshire)

Mr. J. Brimble (Hengoed) Mr. G. L. Harrhy (Newport)

TONY MORRISSEY (Bramhall, Cheshire) Started refereeing while at school and went on the League List in 1968/69 after refereeing in the Cheshire County and Northern Premier League. Refereed a League Cup semi-final in 1971 and was senior linesman at the 1973/73 F.A. Cup Final at Wembley. Has also officiated in Italy. Married with two children, he is a financial controller.

THANK YOU FOR YOUR SUPPORT

AND PLEASE DON'T FORGET

Division Three ROTHERHAM UNITED Tuesday 9th March, 1976 K.O. 7.30 p.m.

KEY OF THE BOARD

- Brighton v Peterborough
- B Chester v Shrewsbury
- Colchester v Millwall
- CD Gillingham V Aldershot
- Hereford v Preston N.E.
- HFG Mansfield v Wrexham
- Rotherham v Port Vale
- H Sheffield Wednesday v Walsall Bradford City v Southampton
- Derby v Newcastle
- K Manchester Utd v Wolverhampton
- Sunderland v Crystal Palace
- M Liverpool v Middlesbrough
- N Manchester City v Sheffield Utd.
- 0 Norwich v Tottenham H.
- Q.P. Rangers v Coventry
- Q West Ham United v Birmingham
- R Blackburn v Bristol Rovers
- S Bristol City v Luton
- Hull City v Oxford Utd.