

WOULDN'T A PINT GO DOWN WELL TONIGHT?



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ARKELLS I Traditional draught beers



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NEWS&VIEWS NEWS&VIEWS NEWS&VIEWS

This afternoon we welcome one of the oldest members of the Football League. Founded in 1867, as an activity during the winter for members of the Wednesday Cricket Club, it has become one of the outstanding clubs in the country.

Its home is Hillsborough, one of the finest grounds in the World, with its magnificent Cantilever Stand capable of seating 10,000 with an unobstructed view of the playing pitch.

If to-days game reaches the standard of last seasons match everyone present will be quite happy. It was notable for Swindons great fight back after being one goal in arrears at half-time.

Jim Barron was injured midway through the first half, and although he continued to the interval it was obvious he was in great difficulties.

In the second half Colin Prophett played in goal remarkably well, and Tom Jenkins came on as substitute.

We played with great vigour, and goals by Anderson and Eastoe produced a fine victory. Incidentally we also won the away game, by two goals to nil.

One often hears Football referred to as a "Funny Game", and after all the hullabaloo last weekend, one wonders what it is all about! How many times have we seen a name and a picture in all the papers and the mass media of a certain player.

Who is this man? One who has been referred to as a wayward genius, a managers nightmare, a man of many tantrums. One Sunday paper even wrote "Unfortunately he still lacks that devastating acceleration. I don't know whether he will get it back after years of Birds, Booze and bright disco lights".

Yet this man is being greeted with great acclaim, surrounded by a bevy of photographers, interviews on Television and Radio.

I ask you, Have we got our Sense of Values all wrong?

What about all those players, who season after season, have remained loyal to their clubs. Year after year have toiled manfully with no likelihood of any reward or honours, except their wages at the end of the week.

Such men are the backbone of every Club, and every League Organisation. They should be receiving the applause and the thanks. How grateful we in Swindon are for having had such players.

Another factor about the whole business after its initial success is – Will it last? – I very much doubt it. Can a leopard change his spots? Is this form a splash in the pan? Can it continue?

Has the club concerned invested its future in a fading talent? Could it find itself in financial trouble? Without being too much of a pessimist, I feel that is a real possibility.

Talk of the Town By the Chairman

Today we welcome the officials and players of Sheffield Wednesday, a club of distinction both from its past performances and also known for its magnificent club premises. Sharing the football following of Sheffield with Sheffield United makes it doubly hard no doubt, and over many years their fortunes have risen and fallen with such club in turn sharing its troubles and misfortunes.

Danny Williams will no doubt be wanting to win this match today to prove that our gain is their loss, after a period as Manager with them.

Our success at Chesterfield last week was a very welcome one after all the upsets in the club during the week. The upset was a tummy virus, that hit several of the lads and although only lasting for a few days left a weakness that is disastrous for any athlete. It spoke well of their fitness, that they were able to overcome this disability.

Some of our supporters might have wondered why Danny had young John Gillingham as number twelve in place of Phil Harris who has done so well when called upon for this position. This is done to give experience to our younger players and also give match practice to a player who may find himself sitting on the bench as number 12 for several games on the trot. The Manager has to be a psychologist to be able to convince his team that whatever choice he makes is for the benefit of all concerned and this must be very difficult when one is trying to convince a lad left out of the squad.

We are trying to build a squad of experienced players that will enable Danny to make changes without altering the strength of his team, when injuries and illness strike. We are doing this bearing in mind the extra cost, but gambling on the hope that it will bring success which in turn should bring back the crowds. By the time these notes are read we hope that we shall have added McHale from Halifax to our staff. The problem is, that Halifax must have a replacement before r eleasing McHale to us.

Competition for places will certainly be keen. Frank Burrows has done a magnificent job for us while Steve Aizlewood has been injured. This makes it very difficult for Frank who finds that he is having to keep match fit and also do the arduous job of training others.

There is no doubt at all that our engagement of Frank to concentrate on the training and coaching side of the game is proving very beneficial indeed. I only hope that our injuries will not interupt this progress.

Our reserve game at home last Saturday against Bristol Rovers attracted a larger gate than usual and I only hope that the diappointment of losing will not deter them from coming again. Our youngsters under the guidance of Jack Smith are proving that they have the tenacity to win as well as a lot of skill and when we are free from injuries we shall have a few experienced players to help them out. The experience of playing in the London Combination is proving invaluable in the Midland Youth League and their performance of drawing with Derby County in mid-week was very good indeed. Russell Lewis is justifying Mel Nurses recommendation at centre back and we are hoping to sign the lad.

While talking about our youngsters, I must mention the great interest that Jim Barron is taking in these lads and Jim is showing great form in these games.

It is always a problem for a club to keep two experienced goalkeepers happy and I often wonder how the top clubs manage when a player of Shelton and Clemence's experience never miss a game and yet keep their understudies content, not just for one season but very often for many years.

Club news is very encouraging with the Supporters Club premises being used to the full. The first wedding reception to be held on the premises took place last week and by the favourable comments made by the guests it looks as if many more will follow.

Bingo sessions are very popular and Jack Conley is doing a great job both for the members and for the Football Club. The future of the Football Club hinges around the success of both our clubs and also of course our competitions.

Doug Buswell commences the new 10p. ticket next week and we are all expecting this to be a success. Most of the League Clubs engage a Commercial Manager to run their fund raising activities for them and the Commercial Managers have formed themselves into an association and often meet to discuss their problems. It is suprising how changes of ideas can benefit one another and we are all ready to help one another.

Heres hoping you enjoy todays game.

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Len Ashurst (Manager), R. Hill, I.Nimmo, P.Henson, G.Johnson, P.Fox, F. Smith, A.Clark,E.Potts,U.Dowd,D.Cusack, J.Mullen,M.Prendergast G. Hull, G.Simmonite,N.O'Donnell. R. Wylde, R. Walden, P.Seely, J.Collins, T.Toms (Asst.Manager) Front Row - (L to R) Back Row - (L to R)



CHRIS TURNER (Goalkeeper)

Chris was given his chance in Wednesday's senior side at the beginning of the season, only a couple of weeks after turning professional. He went to Hillsborough straight from school. League record: Sheff. Wed. 3 aps.

RICHARD WALDEN (Defender)

Wednesday signed Richard towards the end of last season after he had spent almost ten years as a fixture in the Aldershot defence. League record: Aldershot 401(4) aps. 16 gls. Sheff. Wed. 11 aps.

HUGH DOWD (Defender)

Hugh had the quite rare distinction of winning three N. Ireland caps while playing with Irish League clubs Glentoran and Glenavon. Wednesday signed him in 1974. League record: Sheff. Wed. 42(2) aps.

JIMMY MULLEN (Defender)

Jimmy is one of the club's own discoveries joining them as a schoolboy and making his League debut in December 1970 against Hull. League record: Sheff. Wed. 109(6) aps. 3 gls.

DAVID CUSACK (Defender)

Born in nearby Rotherham, David progressed through the club's junior ranks to make his League debut against Millwall last October at left-back. He later switched to the middle of the defence. League record: Sheff. Wed. 39 aps.

JOHN COLLINS (Defender)

John joined Wednesday from Halifax this summer. In his Spurs days John won six Welsh under-23 caps while in the reserves. He added two more after signing for Portsmouth in 1971. Halifax signed him in 1974. League record: Tottenham nil aps.; Portsmouth 71(3) aps.; Halifax 82 aps. 1 gl.; Sheff. Wed. 1 ap.

PHILLIP HENSON (Midfield)

Wednesday paid £50,000 to sign Phillip from Manchester City shortly before the 1975 transfer dead-line. He spent 1972/73 season on Ioan to Swansea and was beginning to establish himself in Manchester City's First Division team when he was transferred. League record: Man. City 12(5) aps.; Swansea 1 ap, Sheff. Wed. 44(2) aps., 8 gls.

IAN NIMMO (Midfield)

Ian was another of the youngsters introduced by manager Len Ashurst when he was rebuilding the team last season. Ian made his first appearance at Grimsby in January. League record: Sheff. Wed. 16(6) aps., 5 gls.

JEFF JOHNSON (Midfield/Defence)

Versatile Jeff arrived at Hillsborough this summer following three seasons with Crystal Palace. He began with Manchester City but spent season 1972/73 on Ioan to Swansea. League record: Man. C. 4(2) aps.; Swansea (on Ioan) 37(2) aps., 4 gls.; C. Palace 82(5) aps., 4 gls.; Sheff. Wed. 3 aps.

NEIL O'DONNELL (Midfield)

Mr. Ashurst signed Neil from his old club Gillingham last season. Neil initially made his mark with Norwich City in the late 'sixties, moving to Gillingham in 1974. League record: Norwich 31(19) aps., 2 gls.; Gillingham 18(6) aps.; Sheff. Wed. 31 aps., 1 gl.

PETER FEELY (Striker)

Peter won England youth honours in his Ipswich days. He then joined Enfield and won two amateur caps before turning professional with Chelsea. Bournemouth signed him in 1973 but freed him a year later. He joined Fulham but didn't play for them, moving quickly to Gillingham where he remained until last season. League record: Ipswich nil aps.; Chelsea 4(1) aps., 2 gls.; Bournemouth 8(1) aps., 2 gls.; Fulham nil aps.; Gillingham 41 aps., 22 gls.; Sheff. Wed. 13 (2) aps., 1 gl.

ROGER WYLDE (Striker)

Roger rose to first-team status for Wednesday against Middlesbrough in November 1972, scoring on his debut. Last season he spent a period on loan to Burnley. League record: Sheff. Wed. 30(9) aps., 4 gls.; Burnley (on Loan) nil aps.

ERIC POTTS (Striker)

Another product of Wednesday's youth scheme, Eric made his initial appearances in the firstteam during 1970/71 but had been only an occasional performer until gaining a regular place three seasons ago. League record: Sheff. Wed. 132(11) aps., 19 gls.

STEVE BRYANT (Forward)

Steve is on Ioan from Birmingham City. He has played a considerable amount of First Division football for the Blues and last season he settled well at left-back. He has been playing on the wing for Wednesday, though. League record: Birmingham 34(2) aps., 1 gl.; Sheff. Wed. 2 aps.

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ABOVE			APPS/GOALS	APPS/GOALS
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		MCLAUGHLIN	4	171/8
03		TAYLOR	4	277/16
04		Y STROUD	4	90/6
05		E AIZLEWOOD	2	204/17
		N PROPHETT	4/1	226/11
07	And the second second	ROGERS	1/1	499/182
08		DIXON	1/1	257/8
		RD GODDARD	3 4	68 /18
		Y O'BRIEN	4	94/2
		OR ANDERSON	4/1	94/20
12	DAWE	SYRETT	4/1	83/23
		MOSS	3/2	144/32
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15	FRAN	K BURROWS	2	403/14
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WITH THE	RESER	VES AND YOUTH	I TEAM	
Sat.2	8 Aug.	Football Con	bination	
		AWAY SOUTH	MPTON 1-1	(Rogers)
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		Collicutt. (Hilligan (A).	Brinkworth, Gilligan (J),
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Wed.	1 Sep.	Midland Yout	h League	10
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21.105	2 2	Root noll Con	bination	
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Sat.	4 Sep.	HOME BRISTO	L ROVERS 1-2	(Gilligan A) Thompson, Lewis, Tanner,

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PREVIOUS ENCOUNTERS SWINDON V SHEFFIELD WEDNESDAY PREVIOUS ENCOUNTERS

Goals

FULL LEAGUE RESULTS (Swindon score first)

						Gouis
*	NOV	28 1970	HOME	3-0	Rogers 2 (1P) Thomas	15,412
	JAN	30 1971	AWAY	2-2	Rogers 2 (1P)	12,964
	OCT	23 1971	AWAY	0 - 1		19,993
	FEB	12 1972	HOME	1 - 0	Burrows	11,589
	AUG	16 1972	AWAY	1-2	Moss	20,841
	AUG	29 1972	HOME	1-0	Treacy	11,376
	AUG	25 1973	HOME	3 - 1	Moss, Treacy, McGovern	8,267
	JAN	19 1974	AWAY	1 - 2	Eastoe	11,944
	SEP	13 1975	HOME	2 - 1	Anderson, Eastoe	6,993
	JAN	24 1976	AWAY	2 - 0	Dixon, Syrett	8,342

* Swindon team in first football league fixture between clubs:

Downsborough, Thomas, Trollope, Butler, Burrows, Harland, Porter, Gough, Horsfield, Noble, Rogers.

First meeting of clubs in F.A.Cup

(Round 4) Jan. 28 1928 SWINDON TOWN 1 (Morris) SHEFFIELD WEDNESDAY 2

Swindon Town: Nash, Dickinson, Wylie, Low, Humphries, Archer, Denyer, Roberts, Morris, Eddleston, Thom.

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League Summary

	W	D	L	F-
Home	5	0	0	10-
Away	1	1	3	6-
Total	6	1	3	16-

Swindons success rate: 65%

Transfers between clubs

Wally Dickenson from Sheffield Wednesday debut v. Bournemouth home Aug. 23 1923 Chas. Petrie from Sheffield Wednesday debut v. Merthyr home Sep. 19 1925 Walter Bingley from Sheffield Wednesday debut v. Exeter home Jan 4. 1958

SWINDO	N'S PAST MARKSMEN		PARTO	NE	1920-1939
(Top Sco	rers in Football League gam	nes only)			
	Harold Fleming	16 goals	1930-31	Harry Morris	35 goals
1921-22	Tom Phillipson	12	1931-32	Harry Morris	29
1922-23	Jack Johnson	20	1932-33	Harry Morris	12
1923-24	Jack Johnson	15	1933-34	Tommy Armstron	ng 21
1924-25	Jack Johnson	17	1934-35	Alan Fowler	19
1925-26	Frank Richardson	17	1935-36	Sid Lowry	14
1926-27	Harry Morris	47	1936-37	Jim Cookson	25
1927-28	Harry Morris	38	1937-38	Alan Fowler	15
	Harry Morris	28	1938-39	Ben Morton	28
	Harry Morris	27			



We Only Miss Them When They've Gone

by Tony Pullein

Everyone appreciates what a precarious state football's finances are in. For years most of the little clubs have made losses, with only the likes of Arsenal and Manchester United experiencing the pleasure of announcing a profit. Yet, when in recent months, we have been hit by the news that such famous clubs as Chelsea, Portsmouth and Luton could all go to the wall quite soon, it comes home to us how much we have taken the whole situation for granted for so many years.

Most people's immediate reaction to Luton's shock revelations last season was — bad luck, but what does it matter if Luton do go to the wall? Some ambitious non-League club will take over the vacancy.

In reality, the demise of a football club leaves an un-fillable void for anyone who has been deeply interested in the game. Do we not still hark after Accrington Stanley? It's 14 years since they were bankrupted and resigned from the League. They were never a successful club, and many fans never even saw them play, yet their odd-sounding name was such a familiar feature of Saturday's night's results on Sports Report.

Accrington Stanley broke the hearts of their supporters for many years, but a few thousand still turned up each week to watch them and suffer. Maybe those hardy Northern folk were masochistic creatures - who can say? - but the weekly visit to Peel Park was part of their lives. Many neutral fans used Accrington as the butt for corny jokes. Yet, whatever image Accrington Stanley conjured up in one's mind and however we might have abused them when they existed, we all missed them when they had gone.

Peel Park is now a housing estate. So, I understand, is Cathkin Park. The latter once throbbed with crowds of 45,000 as Third Lanark, one of Scotland's oldest and most famous clubs, chased one top honour or another. Now they are no more, another victim of cash problems; but speak to any Scottish fan to-day and he will roll off the name of Third Lanark, with due reverence, and recall some pleasure that they brought into his life long ago. Hamilton Accademicals were apparently doomed, too, in 1970 but, by some miracle, they were able to continue so that we still enjoy to-day the pleasure of listening to the football results man reeling off one of football's most romantically-sounding names.

The truth is that all our established football clubs are important to us. The shock of learning that one of them may disappear merely underlines how much the average fan takes them for granted; and, indeed, it underlines what a tremendous job the directors of smaller clubs are doing in keeping the things afloat.

Indeed, it has taken a good deal of ingenuity by directors and staff to keep this club afloat during the country's current economic storm.

When the Luton news broke, Jimmy Husband their former Everton and England under-23 forward - told me: "None of us realised how serious the position was. When I first heard it, my immediate reaction was - that's nothing to do with the players, that's the directors' problem. But when it sank in I began to think about a number of things. How I would have to uproot home again. How I would have to find another club. Would I, indeed, be able to find another club with these financial problems affecting every club? Perhaps I would join the ranks of the un-employed. It had one good effect, however. It made the players come close together and we really played our hearts out. We weren't going to let the club die if we could help it".

No, it's not a simple thing to bury a well-known football club. When things go wrong we all realise just what these institutions - the Football League clubs - mean to us.





UNDER THE MICROSCOPE

Club	Season	Apps.	Goals
Raith	62/3	15	1
10.90	63/4	31	÷
2.5	64/5	29	*
Scunthorpe	65/6	19	1
	66/7	41	1
	67/8	46	2
Swindon	68/9	44	3
2.5	69/70	38	2
**	70/1	37	1
	71/2	38	1
	72/3	34	4
	73/4	30	
Mansfield	73/4	6	2
Swindon	74/5	32(3)	2
	75/6	37(1)	2
		477(4)	14

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FROM THE POOLS OFFICE !!!

GOOD AFTERNOON LADIES AND GENTLEMEN

Congratulations to Danny and the lads on their tremendous start to the season.

Our new Rocket Ticket starts this Monday 13th September. Their are over 2,000 prizes to be won each week varying from 10p to £100.00 also included are meat vouchers, Green Shield Stamps and a Portable Television. We still need agents to sell our tickets and commission is paid on all sales. Bonus is paid to agents on all winners over £5.00.

If everyone of you could sell just 5 of these tickets each week the financial security of the Town would be very near. SO WHY NOT HELP US? If you can sell a few each week. Fill in the coupon under these notes, or ring us on SWINDON 31510-22118 office hours 9 - 5.

Moonraker Draw Winners for Week 32.

£100	Mr. Cowley, 1 Thames Avenue, Swindon
£ 75	Mr. Chivers, 24 Nindum Drive, Swindon
£ 50	Miss. Turbard, 10 Queens Way Kintbury

Agent M103 receives £10.00 Agent M224 receives £7.50 Agent M 84 receives £5.00

Golden Goal Winners v Wrexham

First Goal £10.00 S. Woodley, 8 Islandmead, Swindon Last Goal £5.00 Mr. Barratt, 57 Swindon Road, Swindon

To: POOLS MANAGER

I would like to become an Agent for the New Swindon Rocket

Phone

I understand I am under no obligation and I am over 16 years old.

Signature



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FOOTBALL EXCURSIONS

Sat.	18th September	LINCOLN	0900	2.00
Wed.	29th September	PETERBOROUGH	1430	1.70
Sat.	2ndOctober	READING	1300	1.00
Fri.	15th October	WALSALL	1600	1.55
Tue.	26th October	BURY	1300	2.25

All starting from County Ground Car Park.

SERVICE DIRECT TO THE GROUND ALL SEATS NUMBERED AND RESERVED

Book now at 102 Commercial Road, Swindon Telephone 27113

46 Cricklade St., Cirencester. Telephone 3479

or any Rimes Booking Agents

or

15

SATURDAY 11th SEPTEMBER 1976

SWINDON TOWN

SHEFFIELD WEDNESDAY

Turner

1

- Allan 1
- 2 McLaughlin
- 3 Taylor
- Stroud 4
- Aizlewood 5
- Prophett 6
- 7 Moss
- 8 Dixon
- Syrett 9
- Goddard 10
- 11 Anderson
- 12 McHale (s)



- 2 Walden 3 Collins
- 4
- Mullen
- 5 Dowd
- 6 O'Donnell
- Wylde 7
- 8 Johnson
- 9 Nimmo
- 10 Seelv
- 11 Potts

Mr. L. C. Shapter (Paignton) Linesmen: Red Flag: Mr. C. W. Cottam (Corsham) Yellow Flag: Mr. A. E. Garland (Bristol)

LESTER C. SHAPTER (Paignton).

Commenced refereeing in the South Devon League and graduated through the Western League to the Football League full list. Was linesman for an England v. Italy Amateur International in 1972 and lined a European Cup Winners Cup match in East Germany. A married man, he has three children, and is a Police Officer, and played for the British Police team at Rugby. His interests are cross-country running and flat green bowls.

Referee:



Division III September 25th K.O. 3.0 p.m.

GILLINGHAM

KEY OF THE BOARD

- Chester v Preston N.E. A
- B **Crystal Palace v Bury**
- C Grimsby v Brighton
- D Northampton v Reading
- E Portsmouth v Lincoln F
- Port Vale v Gillingham
- G Rotherham v Oxford Utd. H Tranmere v Peterborough
- ۱ Walsall v Shrewsbury
- York City v Mansfield J
- K Birmingham v West Brom. Albion
- L **Coventry v Norwich**
- M Derby v Liverpool
- N **Everton v Stoke**
- 0 **Ipswich v Leicester**
- P Manchester City v Bristol City
- Q Middlesbrough v Sunderland
- R Newcastle v Manchester Utd. S
 - **Q.P. Rangers v Aston Villa**
- т Tottenham H. v Leeds