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MATCHDAY MAGAZINE
SEASON 1977-78 **15P**



SATURDAY
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Chairman's Message

I would like to extend a very warm welcome to supporters old and new. The Manager and I have had another very hectic close season, and we can only hope that the decisions that have been taken will enable the club to build (at all levels) on the very high promise of last season. The Board has kept faith in not selling its talented youngsters, and it is now up to you to support us in every way you can, not only by attending matches but by participating in the many exciting schemes being promoted by our Commercial Department.

At the beginning of a new season, all is there to be won or lost, and it is a very impetuous man who would make any firm predictions. What I will say, however, is that on paper this club now has a quality and depth of talent at its disposal that it has not been privileged to have for many years. Games are of course not won on paper, but providing the players play as we know they can, then we have every reason for optimism. May supporters and club alike have a very happy and successful season.

MALCOLM STRUEL,

Chairman.

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Manager's Notes

We are favourites for promotion. That is a fact - the bookmakers and our football last season have made it that way - and now we have to accept this challenge . . and all the problems it brings. I see this coming season as more a test of character than anything else.

From the point of view of skill, flair, goalscoring and fitness, I am not worried. All those essentials are in place: but we must never allow ourselves to be carried away by them. The moment that casualness creeps into our game is the moment that things will start going wrong for us.

The mood of the players is tremendous. They are confident that we will succeed where we failed so narrowly last season. I do not look at it that way. Nothing is that simple and I have been in football long enough to know that nothing is won simply because it is expected to be won.

You have to work hard for everything you achieve; you must put in a 100 per cent contribution to get anything out. The position of starting the season as favourites can quickly become a false impression if the effort or the commitment are permitted to slacken.

Everyone likes to run past the favourites and beat them to the finish in football. This is the way it is in every form of competitive sport - and no sport is more competitive than the Football League! That is the warning I have been instilling into every player at this club.

I have been delighted with our preparation. For the first week, with the possibility of a short tour of West Germany, we committed ourselves to a rapid stamina build up. Three highly expert members of Swansea Harriers came along to direct our running and I am most grateful to them: their advice and guidance was outstanding and we achieved a great deal.

Unfortunately the tour fell through but we have used the time since that flat out first week to tune our skills and tactical play. That, too, has progressed impressively. Our pre-season games I regard as a necessary evil - something that has to be done but which proves nothing either way in terms of indicating what lies ahead.

You can win them all and flop when the season proper gets under way: you can lose them all only for everything to fall into place the moment the programme starts. The point is that you must have match practice - one game is more valuable than running to Barnsley and back!

NEW PLAYERS

Left to right:-

KEITH BARBER

KEVIN MOORE

NEIL DAVIDS



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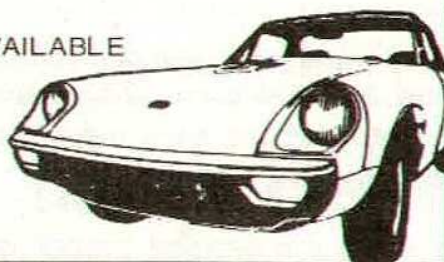
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IN OPPOSITION TODAY

RETURN TO SECOND DIVISION IS SWINDON'S AIM FOR NEW SEASON

Manager Danny Williams is working towards one aim at Swindon: to take the club back to the Second Division. Near the end of the season before last, he was far more concerned at keeping them out of the Fourth Division: but finally Swindon cleared that fear by a point.

That was the low water mark of Swindon's switchback fortunes of recent years. From then on they started to climb - and finished last season comfortably in mid-table.

Manager Williams solved one major problem: goalscoring. Each member of his front line trio - Trevor Anderson, David Syrett and David Moss topped the 20 goal mark and Town ended with 48 home goals . . . which was better than promoted Crystal Palace.

Away from home, too, they equalled prolific scoring Brighton with 20 goals and were only two fewer than Palace; that is why hopes of a revival at the County ground have not been higher for several seasons than at this moment.

The one problem that Danny Williams must now put right is the form, confidence and authority of his defence. They conceded 33 home goals which was almost the worst in the division (only bottom York City were more uncertain with 34 home goals against) and leaked more (42) away from home.

There is, however, one major consolation for Swindon's supporters: the way that Steve Aizlewood is making the grade. All the promise that he revealed at Newport County is now showing through and his form has sharpened considerably since over a stone was shed from his 6 foot frame.

Manager Williams has provided the powerful Aizlewood with extra mobility and he emerged as one of the Third Division's finest centre-halves last season - despite all those problems around him in the defence

STEVE AIZLEWOOD - Began his League career at the age of 16 with Newport County, his home town club for whom he made 191 League appearances before his transfer to Swindon in March 1976. He won four Welsh under-23 caps with Newport and made 43 League appearances for Swindon to the end of last season.

JAMES ALLAN - Born in Inverness, he was signed from Brora Rangers in October, 1970 as an apprentice. Signed on full forms in July, 1971, he made his league debut two months later but had only occasional spells as first choice until last season by the end of which he had made a total of 114 league appearances.

TREVOR ANDERSON - Comes from Belfast and started his career with Portadown before transfer to Manchester United for whom he made 13 league appearances. Joined Swindon in November, 1974 and has played a number of times for Northern Ireland being a regular cap last season. Very much a player of pace and skill on the ball. He had made 101 League appearances for Swindon to the end of last season.

DAVID CUNNINGHAM - A Scot from Kircaldy, his first club was Brechin City for whom he made 44 league appearances before moving to Southend in 1973. He made 56 league appearances there then spent a period on loan to Hartlepool before signing for Swindon on a free transfer in 1977.

MICKY FRENCH - A native of Eastbourne, his first professional club was Q.P.R., but in season 1974/75 he moved to Brentford without any League experience. He played 56 league games for Brentford before his transfer to Swindon in February 1977, since which time he has made four full and four substitute appearances for the club.

HOWARD GODDARD - Born in Hampshire, he served his apprenticeship with Boumemouth and made 62 league appearances for them in mid-field and attack. He was overall leading goalscorer in the 1974/75 and joint leading scorer in 1975/76 but was given a free transfer at the end of the latter season. He signed for Swindon and made 10 league appearances last season during which his opportunities were restricted by injury.

JOHN McLAUGHLIN - Born in London and served his apprenticeship with Colchester United for whom he made 66 appearances. He also played for England at Youth level and attracted £25,000 fee when signing for Swindon in 1973. A regular member of the team since then he was originally a full back and spent most of last season in that position but has spent some lengthy periods in mid-field. Made 136 league appearances to the end of last season.

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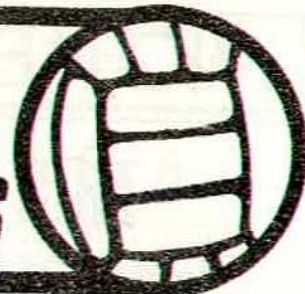
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WE SCOOP THE POOL IN TALENT SEARCH

A busy summer and a successful one! The confidence in the future of this club and its appeal has been emphasised by the way we have scooped the pool in signing the most talented youngsters in this area. All the big clubs were chasing them: we were the ones to win the race.

Let me list the new names you will get to know. Wales Schools internationals Phil Williams (centre-back) and Chris Marustic (mid-field); their Swansea Schools team-mates Hughie Jones (striker or mid-field), Phil Jones (full-back), Chris Bussutil (centre-forward), Paul Lloyd (mid-field), Michael Rees (goalkeeper) and Ian Edwards (full-back); two Burry Port youngsters in Ken Morris (centre-half) and Ian Davies (mid-field) plus versatile Port Talbot player Michael Terry. Not bad going!

All these 16-year-olds will be given every chance. They will be playing a year earlier than normal in our South West and Wales Youth League team and the room has been made available for them by last season's promising teenagers stepping up into the Welsh League football.

The success of Jeremy Charles and the intention of this club to keep its best players has visibly struck a cord with both young players and their parents. We are sure they will find that they have made the right decision in joining us.

At Welsh League level, I am now looking for young players with a measure of experience to make sustained challenges for first team places. Nigel Stevenson, Stephen Morris, Nigel Dalling, Mark Gray and Jeff Griffiths must now fix this ambition to the forefront of their minds.

I am also hoping for rapid progress from Clint Davies. This striker or outside-left with exciting potential is with us on trial and doing really well.



From Left to Right: Anthony James, Mark Gray, Stewart Dunn, Clinton Davies, Chris Marustik

THIS *MUST* BE SWANSEA'S SEASON

Not for many years has a season started with such hope at the Vetch Field. Manager Harry Griffiths has every reason to look forward more to the coming campaign than any season since he served this club with such committed loyalty as a Second Division player.

If there is any drawback in sight, it is that the football will be played in the Fourth Division - in my view that is a couple of divisions below the quality that the Swans revealed in many of their games last season.

But, having said that, let it also be made clear that the season is not about playing brilliantly in patches of games: it is more about consistency and battling for a point when you are a goal down and not playing well. Swansea were undoubtedly the most talented and attractive side in the Fourth Division last season: they still failed to gain promotion.

Now, on paper at least with three outstanding close season signings, they are a better equipped side. The bookmakers make them favourites and with every cause. The public, too, have responded handsomely.

Secretary Gordon Daniels has been delighted with pre-season ticket sales and, I understand, they have hit a record peak. This is how it should be. Enterprise and boldness deserve to reap their rewards in football and this club has showed plenty of both qualities.

Chairman Malcolm Struel regularly pins me down in the boardroom at this time every August demanding a forecast about the prospects ahead. A year ago, I was convinced that the Swans would be starting this season in the Third Division and said so.

I was narrowly wrong then: I do not believe that I will be so again.

Sadly, the Fourth Division is more about smothering the abilities of your opponents rather than relying on creating victories by your own initiative. Swansea never adopted that posture last season - although they experienced it often enough themselves.

I refuse to criticise Harry Griffiths on that score. He was the most inventive and original-thinking manager in the Fourth Division last season. If British football had more with his approach, it would be a great deal better off than it is in terms of entertainment value.

Undoubtedly, the Swans will start this season as marked men. They will have to live with it and combat each smothering tactic as it arises.

A great deal will be written and said about Alan Curtis, Robbie James and Jeremy Charles: a great deal will depend on their scoring gifts. But just as much will rest with the players who have seen it all before.

George Smith, Danny Bartley, Eddie May, Gary Moore and new goalkeeper Keith Barber know a battle when they see it; have the experience to ride out storms and have just as a great a contribution to make as the names more consistently in the headlines.

I look to Swansea City to provide the real excitement of this season. Amazing troubles - unjust and harsh in the extreme in my opinion - have shackled Cardiff City; Newport County may run into more financial problems; no one yet knows how the overwhelming disappointment of missing promotion in the final stride last season will affect Wrexham.

Only at the Vetch Field is the new season bringing with it an outlook of success from the moment the first ball is kicked.



FORTHCOMING MATCHES



TUESDAY, 23rd., AUGUST.

DONCASTER ROVERS

Kick-off 7.30 p.m.

SATURDAY, 27th., AUGUST.

BARNSELY

Kick-off 3.00 p.m.

SATURDAY, 10th., SEPTEMBER.

ROCHDALE

Kick-off 3.00 p.m.

MAN IN THE MIDDLE

Commenced refereeing in 1965, and has progressed through various Bristol Leagues to Gloucester County League, Southern League and football League.

Works as a Landscape Gardner. His hobbies are horticulture and sport generally.

St. Helens Paraders Jazz Band

The Band was formed in January, 1976 and had their first outing in July, 1976.. In all, they have won 42 Trophies and over 200 Medals.

Although the Band are prolific sellers of the Swansea City Bingo tickets as a means of raising funds, they need a great deal of extra cash to buy new Band equipment which they will use when they compete in the forthcoming World Championships. The Band qualified by winning previous competitions and are going for the World title in Birmingham at the end of August.

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ON THE COMMERCIAL FRONT

by Geoff Ford

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Good afternoon to one and all, welcome to the Vetch Field for our first game of the season.

First and foremost, I must apologise for the very small increase in the cost of your match day magazine, but to offset this cost we have increased the size of the magazine from twenty pages to twenty-four, and have endeavoured to make it as interesting as possible for you.

We would appreciate any comments and opinions of what we now consider to be a fully comprehensive magazine - you may think differently, if so please write to me personally, and all letters will be answered wherever possible.

Our first away coach trip is to Swindon for the 2nd. Leg of the First Round of the Football League Cup on Tuesday, 16th. August. The Coach will leave Glamorgan Street at 3.30 p.m. and the Return fare will be £1.75. The second coach trip to be arranged is to Huddersfield on Saturday, 20th. August for the first game of the Football League season. The return fare for this trip will be £3.75 and the coach will leave Glamorgan Street at 7.00 a.m. .

For those of you wishing to travel by car, please find useful information below - 'How to get there'.

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HOW TO GET THERE →

SWINDON

WEDNESDAY, 17th. AUGUST. Take the A48 to Cardiff. By-pass Cardiff City centre along Western Avenue joining M4 at Tredegar Park. Continue along motorway and over Severn Bridge. Leave motorway at junction 15 and proceed to county Ground, Swindon. Telephone Swindon 22118.

HUDDERSFIELD

SATURDAY, 20th. AUGUST. A48 to Cardiff. Proceed along Western Avenue and Eastern Avenue (Cardiff By-pass). At the end of By-pass join A48 to Tredegar Park, Newport. Leave A48 and proceed along M4 for approx. 8 miles. Look out for Road Signs, M50 and Midlands. Follow M50 until roundabout which is M5 to Birmingham and join M6 going North. Leave M6 at junction 21 joining M62. Leave M62 at junction 23. Follow A640 to Huddersfield. The ground is situated at Leeds Road, Huddersfield, Telephone:- 20335/6.

WITH THE V.P'S.

Tyssul Lewis



When Tyssul Lewis came to live in the city from Aberystwyth in 1958, Swansea Town, as many of you will remember, were in the Second Division, and justifiably proud of their status.

Now his dearest wish is to see the club "back where they belong" and he feels the current Swansea team have the players to replace household names of the past like Ivor Allchurch and Cliff Jones.

He is well qualified to assess the strength and ability in the side. After watching from a distance for many years, Mr. Lewis became a vice president and in 1974-75 was elected the club's chairman and then made its first President when his year in the hot seat ended.

Mr. Lewis is still the club's president and finds the "spirit of comradeship" one of the most rewarding aspects of membership.

"Of course," he adds, "we have been able to raise some finance for Swansea City during the past few years, and will continue to help in every possible way."

John Kissick



John Kissick, a life-long supporter of Swansea, comes to the end of his year in office as chairman of the Vice Presidents convinced that the contribution being made by his fellow members is apparent for all to see.

"During the past year we have raised a record amount of money from our various functions, £2,000 of which went towards the first phase of improving the Vetch floodlights.

Mr. Kissick, head of an engineering company in the Swansea Valley, has been a Vice President for the past four years, the last two of which he has spent actively involved as a member of the committee.

It is that involvement, he feels, which makes membership of the Vice Presidents Club so rewarding.

"As far as I am concerned it has never been a case of what I get out of being a V.P. I know there are many additional privileges of being a member but while I get pleasure in watching the club I like to feel I am putting a little something back into it."

SWANSEA CITY A.F.C. VICE PRESIDENTS

SOCIAL CLUB

are holding

A PLAYER OF THE YEAR PRESENTATION CABARET AND DANCE

at the BLACKHILLS GRILL, Fairwood on TUESDAY, 6th SEPTEMBER, 1977
7.30 p.m. till 1.0 a.m. Chicken in the Basket Tickets £2.00 each

A limited number of tickets are available and can be obtained from the Swansea City Supporters Club Kiosk behind the Main Bank or from Ray Trotman or any member of the Committee in the Vice-Presidents Lounge under the Centre Stand immediately following today's game.

Home Fixtures

SWANS FACTS

DATE	OPPONENTS	RESULTS	ATTENDANCE	K. BARBER	D.R. BARTLEY	D.E. BRUTON	J.M. CHARLES	M.D. CONWAY	L.A. CHAPPELL	A.T. CURTIS	N.G. DAVIDS	N.A. DALLING	W.E. EVANS	M. HOPKINS	R.M. JAMES	J. GRIFFITHS	P.A.M. LALLY	E.C. MAY	G. MOORE	K.J. MOORE	S.D. POTTER	G. SMITH	N.C. STEVENSON	OWN GOAL
Aug. 13	SWINDON TOWN (F.L. CUP 1)																							
23	DONCASTER ROVERS																							
27	BARNSELY																							
Sept. 10	ROCHDALE																							
16	GRIMSBY TOWN																							
Oct. 1	ALDERSHOT																							
4	SOUTHPORT																							
15	YORK CITY																							
29	READING																							
Nov. 12	CREWE ALEXANDRA																							
26	F.A. CUP Round 1.																							
Dec. 3	NORTHAMPTON TOWN																							
26	TORQUAY UNITED																							
Jan. 2	WIMBLEDON																							
14	HUDDERSFIELD TOWN																							
28	DARLINGTON																							
Feb. 17	NEWPORT COUNTY																							
Mar. 3	WATFORD																							
7	SOUTHEND UNITED																							
17	STOCKPORT COUNTY																							
25	A.F.C. BOURNEMOUTH																							
Apr. 1	HARTLEPOOL																							
15	BRENTFORD																							
25	SCUNTHORPE UNITED																							
29	HALIFAX TOWN																							

FIGURES INDICATE GOALS SCORED

*PLAYED

†SUBSTITUTE

‡SUBSTITUTE USED

Away Fixtures

AND FIGURES

DATE	OPPONENTS	RESULTS	ATTENDANCE	K. BARBER	D.R. BARTLEY	D.E. BRUTON	J.M. CHARLES	M.D. CONWAY	L.A. CHAPPELL	A.T. CURTIS	N.G. DAVIDS	N.A. DALLING	W.E. EVANS	M. HOPKINS	R.M. JAMES	J. GRIFFITHS	P.A.M. LALLY	E.C. MAY	G. MOORE	K.J. MOORE	S.D. POTTER	G. SMITH	N.C. STEVENSON	OWN GOAL
Aug. 16	SWINDON TOWN (F.L. CUP 1)																							
20	HUDDERSFIELD TOWN																							
Sept. 3	DARLINGTON																							
12	SOUTHEND UNITED																							
24	NEWPORT COUNTY																							
27	SCUNTHORPE UNITED																							
Oct. 8	WATFORD																							
21	STOCKPORT COUNTY																							
Nov. 5	WIMBLEDON																							
19	BRENTFORD																							
26	F.A. CUP Round 1.																							
Dec. 10	HALIFAX TOWN																							
27	A.F.C. BOURNEMOUTH																							
31	HARTLEPOOL																							
Jan. 7	DONCASTER ROVERS																							
21	BARNSELY																							
Feb. 4	ROCHDALE																							
11	GRIMSBY TOWN																							
25	ALDERSHOT																							
Mar. 11	YORK CITY																							
24	READING																							
27	TORQUAY UNITED																							
Apr. 4	SOUTHPORT																							
8	CREWE ALEXANDRA																							
22	NORTHAMPTON TOWN																							

FIGURES INDICATE GOALS SCORED

*PLAYED

†SUBSTITUTE

‡SUBSTITUTE USED

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Full details from the Manager

CAROL & MICK invite you to visit the

Garibaldi Inn

(150 yards from the Vetch Field)

THEY ALSO WISH
THE "SWANS" A SUCCESSFUL SEASON



HELP TO KEEP
SWANSEA A SAFE CITY
AND DRIVE WITH

***CARE
***COURTESY
***CONSIDERATION

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COMMITTEE, WEST
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Back Row Standing (L to R): John Pursey (Trainer), Stephen Morris, Alan Curtis, Nigel Stephenson, David Bruton, Keith Barber, Steve Potter, Jeremy Charles, Gary Moore, Eddie May, Neil Davids, Jeff Griffiths, Kevin Moore, Roy Saunders (Coach).
Second Row (L to R): Nigel Dalling, Les Chappell, Danny Bartley, Robbie James, Pat Lally, Harry Griffiths (Manager), George Smith (Captain), Wyndham Evans, Mickey Conway, Mark Hopkins.
Front Row (L to R): Anthony James, Mark Gray, Stewart Dunn, Clinton Davies, Chris Marustik.



FACE IN THE CROWD

Please claim Two Grand Stand Tickets for next Home Match from Secretary's Office.

Lex Mead



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Swansea 57264

"Dart" in and have
a "Double"

Snacks and best
Whitbread Beers

Meet the Players



KEITH BARBER

Name - KEITH BARBER

Birthplace - London

Career Record - 7 years Luton

Family - Wife, Annette

Car - Triumph 2500

Favourite food - Steak

Other Sports/Hobbies - Most Ball Games.

Pet Like - Winning

Pet Hate - Losing

Player most admired - Peter Bonnetti

Match best remembered -

Beating Newcastle at St.James' Park

Biggest thrill - Signing Pro.

Biggest disappointment -

Losing to Sunderland in 6th.

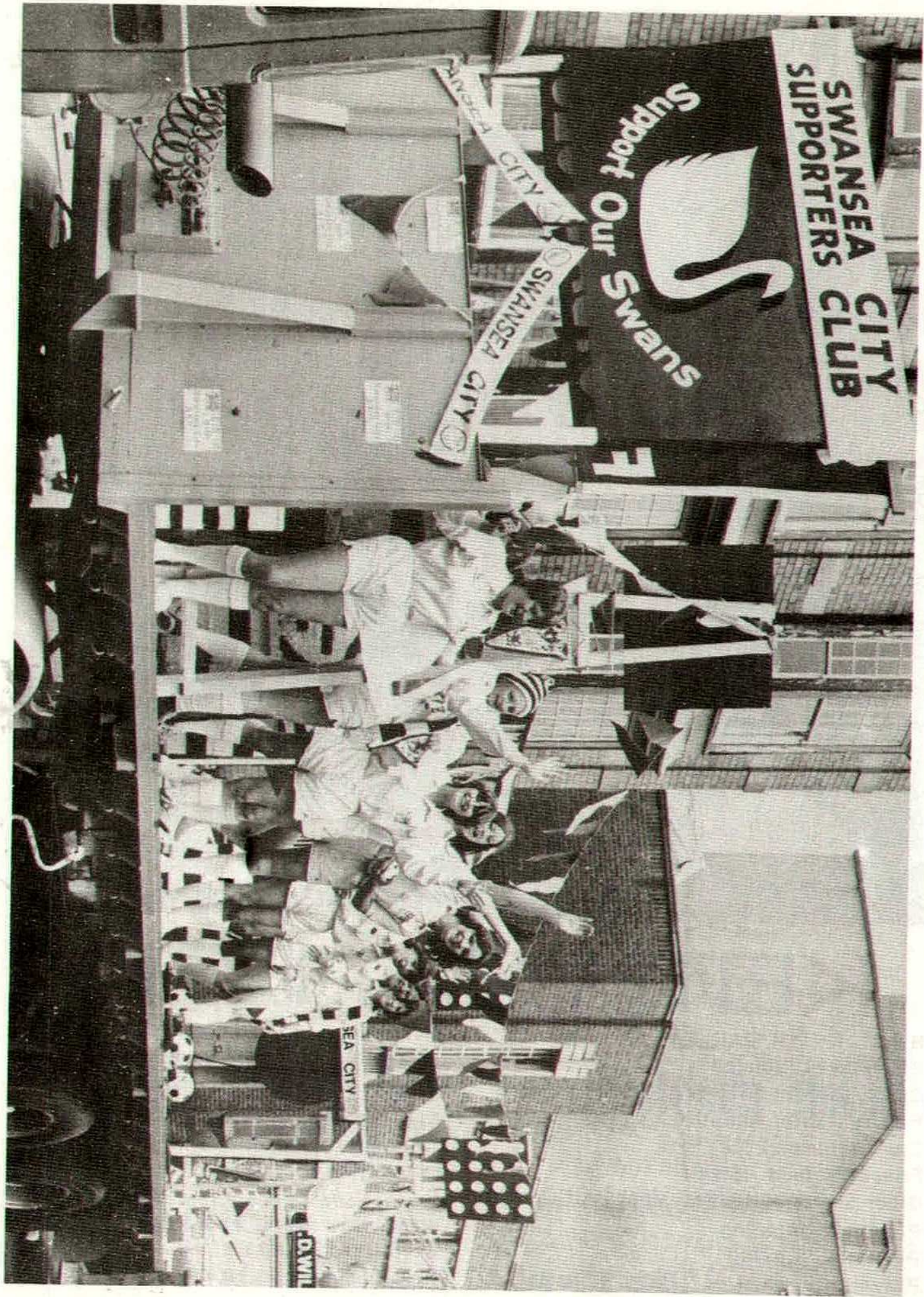
Round, F.A. Cup

If you hadn't been a footballer

what other career would you

have liked? - Was a Lift Engineer.

Ambition - To be happy



Supporters Club News

As you are aware, the present Supporters Club came into being on the 24th. of January, 1977 by an amalgamation of the Dragons and the old Supporters Club.

A lot of hard work has been done by the elected committee in putting the Club on a firm foundation. Meetings of the committee have taken place every two weeks at the Vetch Field and if any member has any subject which he would like to see brought forward, he should contact any of the following members of the committee who will ensure that it is discussed as soon as possible.

The committee is made up as follows: Chairman - Mr. Roger Draisy; Vice-Chairman - Mr. John Davies; Secretary - Mr. John Button; Treasurer - Mr. Fred Leach. Committee Members: Messrs. F. Curtis, D. A. Hughes, E. J. Thomas, A. S. George, C. Davies, D. Howells, K. Lloyd, A. Dacey.

A Special Sub-committee was formed to organise the selling of the Swansea City Bingo tickets. This committee was made up of Mr. & Mrs. Evans, Mr. A. S. George, Mr. E. J. Thomas, and Mr. A. Curtis. It is hoped that all Supporters will give the sale of Bingo tickets their support.

Existing Supporters Club members who joined during the 1976/77 season should note that present Membership Cards have now been extended and will be valid until 1st. August, 1978.

Following a Meeting with the Chairman of Swansea City A.F.C., we have been assured by Mr. Struel that supporters club members will be guaranteed a ticket for any big game at the Vetch Field (not necessarily a Stand ticket, of course).

If anyone would like to join the Supporters Club, we have a hut on the North Bank, which will be manned before all matches. The annual subscriptions are: Adults - 50p; Children - 25p. We require your fullest co-operation in all our activities.

That's all for now, folks. Let's have more of you as members.

(PHOTOGRAPH LEFT)

THE SWANSEA CITY SUPPORTERS CLUB FLOAT WHICH APPEARED IN THE SWANSEA & MUMBLES CARNIVALS. THE SWANS TEAM left to right - ELIZABETH LEWIS, LYNDIA WILLIAMS, CAROLINE REES, DONNA SKEATS, BELINDA MILLS, SUSAN MANOREK, HILARY SHEPPARD, TINA BRITON, HELEN BROMHAN, NOT IN VIEW - LYN POWNEY, JULIE WAGSTAFF, JULIE THOMAS. ALL THE LADIES ARE EMPLOYED AT THE D.V.L.C. AT MORRISTON AND THE SUPPORTERS CLUB WOULD LIKE TO EXPRESS THEIR SINCERE THANKS TO MRS. ANN HUGHES FOR MAKING THE NECESSARY ARRANGEMENTS, AND TO CALOR GAS FOR THE LOAN OF THE VEHICLE.

Modern mining adds muscle to the Welsh economy!



Gone are the days of pick and shovel.
Today's miner is a man who knows about big machines –
and when we say big, we mean big!
Coal is sliced from the face by the lungsten teeth of
nugged 150 horsepower shearer and ploughs.
New roadways are cut through solid rock and coal by
big, tough tunnelling machines.
Coal is hauled out by modern 100 horsepower locos
and sped to the surface by huge electric winding engines.
£20,000 a throw for a modern mining machine is quite
common and a single pit may have over a million pounds
worth on its books.

Coal-a big industry with a big future

MCB

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