



OFFICIAL MATCH DAY MAGAZINE 15p

# SWINDON TOWN FOOTBALL CLUB

SWINDON TOWN  
v

SWANSEA CITY

# Swindon Town Football Co Limited

Registered Office County Ground  
Swindon

Telephone No. 22118

Directors

Chairman C.J. Green

Vice-Chairman C. Cowley

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## AWAY MATCH SPONSORSHIP

We are again inviting Supporters to join the players and officials to away matches and we shall be pleased to hear from anyone who would like to pay £20 for the following:-

1. Travel on the team coach to opponents ground.
2. Lunch with the official party.
3. Seat and tea room facilities at match.
4. Return journey with packed meal.



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# WOULDN'T A PINT GO DOWN WELL TONIGHT?



## Bits and Pieces

Swansea Town, as our opponents were known until February 1970, were formed around the turn of the century. When Southern League membership was increased after the First World War, Swansea, along with South Wales neighbours Merthyr Town and Newport County, was among the clubs elected.

The club won the Third Division South championship in 1925 and 1949. Until 1965, only seven out of thirty-eight seasons had not been spent in the Second Division. In that year Swansea and Swindon returned to the Third Division together. In 1967 Swansea failed to avoid the drop into the Fourth.

Swindon's visit to Vetch Field on a Thursday in September 1948 attracted a thirty thousand gate, nine times Swansea's average for last season. Swindon went down 0-4. In the return game on the last Saturday of the season, the Welshmen, by then divisional champions, drew a 21,390 crowd to the County Ground. This time a second-half Maurice Owen goal gave Swindon the points.

Last Saturday saw the third meeting of the two clubs in the Football League Cup and prior to then honours were exactly even. The first encounter on Tuesday 22 September 1964 resulted in a 3-1 win for the Swans, Ken Skeen scoring for Swindon. That scoreline was reversed on Tuesday 2 September 1969 in Swindon's first League Cup tie after the Wembley victory. Peter Noble scored a second hat-trick within four days, this following one against Charlton.

Prior to this season, Swindon Town had played fifty Football League Cup games with the following record:

|                     | W         | D         | L         | F         | A         |
|---------------------|-----------|-----------|-----------|-----------|-----------|
| At County Ground    | 16        | 5         | 5         | 55        | 31        |
| At Opponents Ground | 4         | 6         | 12        | 22        | 41        |
| At Neutral Ground   | 2         | 0         | 0         | 6         | 3         |
| <b>TOTAL</b>        | <b>22</b> | <b>11</b> | <b>17</b> | <b>83</b> | <b>75</b> |



T. Elwell

Among players leaving Swindon for the Welsh club have been full-back Arthur Tonner (1939), Welsh International forward Billy Lucas (1948), who went on to make 200 League appearances for the Swans and former Swindon skipper at centre-half, Mel Nurse - also an International. He returned to the Club where he had begun his League career ten years earlier.

|               |                  |                |         |
|---------------|------------------|----------------|---------|
| Swansea       | 9 apps.          |                | 1957-58 |
| Town          | 25 apps.         | 3 gls.         | 1958-59 |
|               | 42 apps.         | 4 gls.         | 1959-60 |
|               | 41 apps.         | 1 gl.          | 1960-61 |
|               | 33 apps.         | 1 gl.          | 1961-62 |
|               | 5 apps.          |                | 1962-63 |
| Middlesbrough | 33 apps.         |                | 1962-63 |
|               | 35 apps.         | 1 gl.          | 1963-64 |
|               | 41 apps.         | 7 gls.         | 1964-65 |
| Swindon       | 42 apps.         | 2 gls.         | 1965-66 |
| Town          | 44 apps.         | 6 gls.         | 1966-67 |
|               | 37 apps.         | 2 gls.         | 1967-68 |
| Swansea       | 40 apps.         | 1 gl.          | 1968-69 |
| Town          | 36 apps.         | 1 gl.          | 1969-70 |
|               | 22 apps.         | 1 gl.          | 1970-71 |
| <b>TOTAL</b>  | <b>485 apps.</b> | <b>30 gls.</b> |         |

Travelling in the opposite direction have been full-back Terry Elwell (1952), forward Sid Lowry (1935), top scorer for Swindon in 1935-36 with 14 goals, centre-half Brinley Humphries (1927) and the prolific goalscorer Harry Morris in 1926. No player has scored more League goals for Swindon than his 216, which included seventeen hat-tricks, one on his debut and another in his second game.

### TERRY ELWELL

|         |          |         |
|---------|----------|---------|
| Swansea | 11 apps. | 1948-49 |
| Town    | 28 apps. | 1959-50 |
|         | 9 apps.  | 1950-51 |
| Swindon | 31 apps. | 1952-53 |
| Town    | 30 apps. | 1953-54 |

**TOTAL 109 apps.**



MEL NURSE

## Fact finder ..... SWANSEA CITY

YEAR FOUNDED : c.1900

PREVIOUS NAME : Swansea Town

FIRST HOME LEAGUE MATCH : v. Watford - Sep. 2 1920 (W 2-1)  
 FIRST AWAY LEAGUE MATCH : v. Portsmouth - Aug. 28 1920 (L 0-3)  
 FIRST LEAGUE CUP TIE : Swansea Town 1 Blackburn Rovers 2 (1960-61)  
 FIRST F. A. CUP TIE (Comp. Proper) : Swansea Town 2 Merthyr Town 0 (1913-14)  
 RECORD ATTENDANCE 32,796 v. Arsenal (F.A. Cup) - Feb. 17 1968  
 HIGHEST LEAGUE POSITION FINISHED : 5th. in Div. 2 - 1925-6  
 LOWEST LEAGUE POSITION FINISHED : 22nd. in Div. 4 - 1974-5  
 RECORD VICTORY : 8-1 v. Bristol Rovers (Div. 3S) - Apr. 15 1922  
 and v. Bradford City (Div. 2) - Feb. 22 1926  
 RECORD DEFEAT : 1-8 v. Fulham (Div. 2) - Jan. 22 1938

# Talk of the Town

By the Chairman

I would like to welcome you all today to this our first home game of the season. We are all full of hopes and we feel that we have done everything possible to strengthen our squad of players.

Injuries play an important part in the planning for the future and to this end we have built up our playing strength.

The coaching staff have worked hard during the close season at all levels and Jack Smith has added several new faces to his Youth Team. Paul Cox has joined us from Yate, Nr. Bristol as a left winger, Nigel Barry from Cirencester as a right winger and Ken Norman as a full back from Long Levens, near Stroud.

These boys have joined us as apprentices and we hope that they will be happy with us and who knows, stay as long as John Trollope has with the Club.

Both Gus Gilligan and Dick Brinkworth were picked for the Midland Youth Representatives side in a match against the Champions of the League last season and this match was played on Leicester City's ground last Wednesday, 10th August, Leicester winning by two goals to nil.

At Senior Level Danny as you now know, has been successful in signing Chris Guthrie, David Cunningham, Andy Ford and Chris Kamara. We wish them well and I know you will all be eager to see them perform. In trial games they have all been impressive and there will be obvious keen competition this year to keep a First Team place. Chris Kamara is a single lad and therefore the problems of accommodation do not arise and we hope that Chris Guthrie and Andy Ford will soon find houses suitable in

areas that their wives and family will enjoy. David Cunningham has already settled into a house in Upham Road. This question of accommodation is very important to the players and we are always looking for people that might be willing to accommodate our single lads.

Our hostel is always used to the full and Mrs. Conley has her hands full with her large family. The parents of our apprentices appreciate this excellent home and the home cooking that Mrs. Conley provides.

A welcome visitor to our ground last week was Jim Barron home from America where he enjoyed his first taste of overseas competitive football. He is expected to sign for Peterborough on a short term contract to enable him to rejoin his Club in America for their season which starts before ours finishes. Another popular visitor was Joe Butler who looked in for some treatment from Kevin Morris our physio. Joe is doing well at Aldershot and they played against the Arsenal at Aldershot the other evening. Pleasant memories for Joe, I expect when he must have revived memories of his last appearance against them at Wembley.

I am sure that you will be pleasantly surprised by the appearance and condition of our playing surface this year and we can only hope that our coming winter weather will be kind to us and enable the new grass to take some root.

This close season we have reseeded by the up to date method of seed injection which they tell us gives the grass a stronger root. Phil Webb our new groundsman, with Maurice Owen, has also given our Training Ground at Shrivensham Road a new look. This ground is used extensively for training, trials and Midland Youth games.

## FIVE YEAR'S LEAGUE CUP FORM

### SWANSEA CITY

|         |      |   |
|---------|------|---|
| Aug. 15 | 1972 | Round 1 Newport Co. home 1-1, Att:3,998 (Thomas)                    |
| Aug. 22 |      | Replay Newport Co. away 0-3, Att:5,220                              |
| Aug. 28 | 1973 | Round 1 Exeter City home 1-1, Att:3,036 (Screen)                    |
| Sep. 5  |      | Replay Exeter City away 1-2*, Att:3,023 (Lally)                     |
| Aug. 21 | 1974 | Round 1 Exeter City away 1-3, Att:3,472 (Abbott)                    |
| Aug. 19 | 1975 | Round 1 Torquay Utd. home 1-2, Att:2,143 (Bekker)                   |
| Aug. 27 |      | 2nd. Leg Torquay Utd. away 3-5, Att:3,197 (Leitch 2, Bruton)        |
| Aug. 14 | 1976 | Round 1 Newport Co. home 4-1, Att:3,281 (Charles 2, Chappell, Bray) |
| Aug. 17 |      | 2nd. Leg Newport Co. away 0-1, Att:2,692                            |
| Aug. 31 |      | Round 2 Chester away 3-2, Att:3,326 (Bartley, Curtis, Charles)      |
| Sep. 22 |      | Round 3 Torquay Utd. away 2-1, Att:4,439 (James, Curtis)            |
| Oct. 26 |      | Round 4 Bolton W. home 1-1, Att:13,620 (Curtis)                     |
| Nov. 2  |      | Replay Bolton W. away 1-5, Att:14,955 (James)                       |

### SWINDON TOWN

|         |      |   |
|---------|------|---|
| Sep. 5  | 1972 | Round 2 Derby County home 0-1, Att:15,730                         |
| Aug. 28 | 1973 | Round 1 Newport Co. home 3-3, Att:6,873 (Treacy, Moss, Legg)      |
| Sep. 4  |      | Replay Newport Co. away 2-1, Att:6,007 (McGovern, Legg)           |
| Oct. 10 |      | Round 2 Chesterfield away 0-1, Att:4,639                          |
| Aug. 20 | 1974 | Round 1 Portsmouth home 0-1, Att:4,779                            |
| Aug. 19 | 1975 | Round 1 Millwall home 2-1, Att:6,164 (Stroud, Trollope)           |
| Aug. 25 |      | 2nd. Leg Millwall away 1-0, Att: 5,935 (Moss)                     |
| Sep. 9  |      | Round 2 Wolves home 2-2, Att:12,252 (o.g., Trollope)              |
| Sep. 16 |      | Replay Wolves away 2-3, Att:14,072 (Moss, Eastoe)                 |
| Aug. 14 | 1976 | Round 1 Northampton home 3-2, Att:6,253 (Stroud, Goddard, Syrett) |
| Aug. 18 |      | 2nd. Leg Northampton away 0-2, Att:7,037                          |

\* After extra time

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## Colin Prophett

Colin Prophett demonstrating  
a training exercise at  
the recent 'Open Day'

# DIVISION 3 1977

# FOOTBALL COMBINATION

| Date        | Opponents                   | Ground | Score | Attendance | Date                          | Opponents           | Ground | Score | Attendance |
|-------------|-----------------------------|--------|-------|------------|-------------------------------|---------------------|--------|-------|------------|
| <b>1977</b> |                             |        |       |            | <b>1977</b>                   |                     |        |       |            |
| Aug. 13     | League Cup (1) Swansea City | A      |       |            | Aug. 20                       | Birmingham          | H      |       |            |
| Aug. 20     | League Cup (2) Swansea City | H      |       |            | Aug. 23                       | Fulham              | A      |       |            |
| Aug. 23     | Sheffield Wednesday         | A      |       |            | Aug. 31                       | Reading             | A      |       |            |
| Aug. 27     | Peterborough United         | H      |       |            | Sept. 3                       | Ipswich Town        | H      |       |            |
| Aug. 31     | Portsmouth                  | H      |       |            | Sept. 10                      | Luton Town          | A      |       |            |
| Sept. 3     | League Cup 2                |        |       |            | Sept. 13                      | Crystal Palace      | H      |       |            |
| Sept. 10    | Walsall                     | A      |       |            | Sept. 20                      | Orient              | H      |       |            |
| Sept. 13    | Chesterfield                | H      |       |            | Sept. 24                      | Oxford United       | H      |       |            |
| Sept. 16    | Preston North End           | A      |       |            | Oct. 4                        | Queens Park Rangers | A      |       |            |
| Sept. 24    | Bury                        | H      |       |            | Oct. 8                        | Bristol Rovers      | H      |       |            |
| Sept. 27    | Wrexham                     | A      |       |            | Oct. 15                       | Tottenham Hotspur   | A      |       |            |
| Sept. 30    | Cambridge United            | A      |       |            | Oct. 22                       | Cardiff City        | H      |       |            |
| Oct. 4      | Shrewsbury Town             | H      |       |            | Oct. 26                       | Chelsea             | A      |       |            |
| Oct. 8      | Bradford City               | H      |       |            | Nov. 12                       | Norwich City        | H      |       |            |
| Oct. 15     | Lincoln City                | A      |       |            | Nov. 16                       | Crystal Palace      | A      |       |            |
| Oct. 22     | Port Vale                   | H      |       |            | Nov. 19                       | West Ham United     | A      |       |            |
| Oct. 26     | Chester                     | A      |       |            | Nov. 26                       | Leicester City      | H      |       |            |
| Oct. 29     | League Cup 3                |        |       |            | Dec. 3                        | Plymouth Argyle     | H      |       |            |
| Oct. 31     | Exeter City                 | H      |       |            | Dec. 10                       | Hereford United     | A      |       |            |
| Nov. 5      | Gillingham                  | H      |       |            | Dec. 13                       | Bristol City        | A      |       |            |
| Nov. 11     | Colchester United           | A      |       |            | Dec. 17                       | Southampton         | A      |       |            |
| Nov. 19     | Rotherham United            | H      |       |            | Dec. 31                       | Fulham              | H      |       |            |
| Nov. 26     | F.A. Cup 1                  |        |       |            | <b>1978</b>                   |                     |        |       |            |
| Nov. 30     | League Cup 4                |        |       |            | Jan. 17                       | Reading             | H      |       |            |
| Dec. 3      | Hereford United             | A      |       |            | Jan. 21                       | Ipswich Town        | A      |       |            |
| Dec. 10     | Carlisle United             | H      |       |            | Feb. 4                        | Luton Town          | H      |       |            |
| Dec. 17     | F.A. Cup 2                  |        |       |            | Feb. 7                        | Arsenal             | H      |       |            |
| Dec. 26     | Oxford United               | A      |       |            | Feb. 11                       | Orient              | A      |       |            |
| Dec. 27     | Plymouth Argyle             | H      |       |            | Feb. 14                       | Birmingham City     | A      |       |            |
| Dec. 31     | Gillingham                  | A      |       |            | Feb. 18                       | Oxford United       | A      |       |            |
| <b>1978</b> |                             |        |       |            | Feb. 25                       | Chelsea             | H      |       |            |
| Jan. 2      | Tranmere Rovers             | H      |       |            | Mar. 7                        | Bristol Rovers      | A      |       |            |
| Jan. 7      | Peterborough United (3)     | A      |       |            | Mar. 11                       | Tottenham Hotspur   | H      |       |            |
| Jan. 14     | Sheffield Wednesday         | H      |       |            | Mar. 15                       | Cardiff City        | A      |       |            |
| Jan. 18     | League Cup 5                |        |       |            | Mar. 25                       | Southampton         | H      |       |            |
| Jan. 20     | Portsmouth                  | A      |       |            | Mar. 27                       | Arsenal             | A      |       |            |
| Jan. 28     | Walsall (4)                 | H      |       |            | April 1                       | Bristol City        | H      |       |            |
| Feb. 4      | Chesterfield                | A      |       |            | April 5                       | Norwich City        | A      |       |            |
| Feb. 8      | League Cup SF               |        |       |            | April 8                       | Leicester City      | A      |       |            |
| Feb. 10     | Bury                        | A      |       |            | April 15                      | West Ham United     | H      |       |            |
| Feb. 15     | League Cup SF               |        |       |            | April 22                      | Plymouth Argyle     | A      |       |            |
| Feb. 18     | Wrexham (5)                 | H      |       |            | April 25                      | Queens Park Rangers | H      |       |            |
| Feb. 25     | Shrewsbury Town             | A      |       |            | April 29                      | Hereford United     | H      |       |            |
| Mar. 4      | Lincoln City                | H      |       |            |                               |                     |        |       |            |
| Mar. 7      | Preston North End           | H      |       |            | <b>First Team Appearances</b> |                     |        |       |            |
| Mar. 11     | Port Vale (6)               | A      |       |            | <b>1976-77</b>                |                     |        |       |            |
| Mar. 17     | Chester (LCF)               | H      |       |            | (Totals include subs.)        |                     |        |       |            |
| Mar. 22     | Exeter City                 | A      |       |            |                               |                     |        |       |            |
| Mar. 25     | Plymouth Argyle             | A      |       |            | Aizlewood, Steve              | 38                  |        |       |            |
| Mar. 27     | Oxford United               | H      |       |            | Allan, Jimmy                  | 43                  |        |       |            |
| Mar. 28     |                             |        |       |            | Anderson, Trevor              | 41                  |        |       |            |
| Mar. 31     | Tranmere Rovers             | A      |       |            | Barron, Jim                   | 3                   |        |       |            |
| April 4     | Cambridge United            | H      |       |            | Burrows, Frank                | 3                   |        |       |            |
| April 8     | Colchester United (SF)      | H      |       |            | Dixon, Will                   | 39                  |        |       |            |
| April 15    | Rotherham United            | A      |       |            | French, Micky                 | 7                   |        |       |            |
| April 22    | Hereford United             | H      |       |            | Gilligan, John                | 1                   |        |       |            |
| April 26    | Bradford City               | A      |       |            | Goddard, Howard               | 13                  |        |       |            |
| April 29    | Carlisle United             | A      |       |            | Hooper, Wyn                   | 6                   |        |       |            |
| May 6       | F. A. Cup Final             |        |       |            | Harris, Phil                  | 1                   |        |       |            |

These fixtures are the copyright of The Football League Limited.

|                  |    |
|------------------|----|
| Aizlewood, Steve | 38 |
| Allan, Jimmy     | 43 |
| Anderson, Trevor | 41 |
| Barron, Jim      | 3  |
| Burrows, Frank   | 3  |
| Dixon, Will      | 39 |
| French, Micky    | 7  |
| Gilligan, John   | 1  |
| Goddard, Howard  | 13 |
| Hooper, Wyn      | 6  |
| Harris, Phil     | 1  |
| Lewis, Russell   | 4  |
| McHale, Ray      | 41 |
| McLaughlin, John | 38 |
| Moss, Dave       | 44 |
| O'Brien, Gerry   | 15 |
| Prophett, Colin  | 46 |
| Rogers, Don      | 2  |
| Stroud, Kenny    | 42 |
| Syrett, Dave     | 43 |
| Taylor, Tony     | 26 |
| Trollope, John   | 35 |

**KEITH BARBER (Goalkeeper).** Swansea signed Keith from Luton during the close-season and he is sure to be pressing hard for his place. Keith was for several years Luton's goal-keeper until losing his place last term.

League: Luton 143 aps; Swansea nil aps.

**WYNNDHAM EVANS (Defender).** Wyndham developed in the Swans' juniors, earning his senior chance in 1971. He has been a permanent member of their defence for the past six seasons.

League: Swansea 232(5) aps., 16 gls.

**EDDIE MAY (Defender).** Eddie gained considerable experience in European football during ten years with Wrexham. He began his League career with Southend in 1965, moved to Wrexham in 1968 and to Swansea last season.

League: Southend 107(4) aps., 3 gls; Wrexham 329(4) aps., 34 gls; Swansea 46 aps., 6 gls.

**NEIL DAVIDS (Defender).** Neil learned his game with Leeds United and was transferred to Norwich in 1975. Soon after going to Carrow Road, Neil went to Stockport on loan. Swansea signed him this summer.

League: Leeds nil aps; Norwich 2 aps; Stockport (loan) 5 aps., 1 gl; Swansea nil aps.

**DANNY BARTLEY (Defender).** Danny served Bristol City splendidly for eight years following his debut in 1966 but decided to switch loyalties to Swansea in 1973. He missed only one game last season. He is a former England youth international.

League: Bristol City 93(6) aps., 7 gls; Swansea 108(2) aps., 2 gls.

**LES CHAPPELL (Midfield).** Once a striker, Les topped Rotherham's scoring list in 1966/67 and was later Reading's best marksman on three occasions. From Reading, he went to Doncaster in 1974. Swansea signed him last season.

League: Rotherham 106(2) aps., 36 gls; Blackburn 7 aps; Reading 193(8) aps., 80 gls; Doncaster 57(1) aps., 10 gls; Swansea 39(1) aps., 5 gls.



## SWANSEA

### BACK ROW:

J. Pursey (Trainer), S. Morris, A. Curtis, N. Stephenson, D. Bruton, K. Barber, S. Potter, J. Charles, G. Moore, E. May, N. David, J. Griffiths, K. Moore, R. Saunders (Coach).

### MIDDLE ROW:

N. Dalling, C. Chappel, D. Bartley, R. James, P. Lally, H. Griffiths (Manager), G. Smith, W. Evans, M. Conway, M. Hopkins

### FRONT ROW:

A. James, M. Gray, S. Dunn, C. Davies, C. Marustick.

**GARY MOORE (Midfield/Forward).** Sunderland gave Gary his first chance in 1965/66 but he transferred to Grimsby the following season.

League: Sunderland 11 aps., 2 gls; Grimsby 52 aps., 15 gls; Southend 157(6) aps., 46 gls; Colchester (loan) 11 aps., 7 gls; Chester 29(14) aps., 4 gls; Swansea 16(4) aps., 6 gls.

**GEORGE SMITH (Midfield).** Barrow were still in the League when George made his debut for them in 1964/65. Swansea signed him in 1975.

League: Barrow 91(1) aps., 11 gls; Portsmouth 64 aps., 3 gls; Middlesbrough 74 aps; Birmingham 36 (3) aps; Cardiff 43(2) aps., 1 gl; Swansea 78(2) aps., 8 gls.

**ROBBIE JAMES (Forward).** Robbie, who scored 16 goals last season, earned a place in the Welsh under-21 side for both games last season. A Swansea find, he made his League debut in 1973.

League: Swansea 161(2) aps., 32 gls.

**JEREMY CHARLES (Forward).** Jeremy is a "natural", just like his Dad, Mel Charles. Though it was his first season in the League last season, he led the Swans' scoring list with 26 goals! He can play in almost any position in the team.

League: Swansea 36 (5) aps., 23 gls.

**ALAN CURTIS (Forward).** Alan is a member of the Welsh national squad and has nine caps so far. He also played for the under-21 XI last season. Swansea blooded him in their league side in 1972/73 and last season he was second highest scorer with 17 goals.

League: Swansea 171 (4) aps., 27 gls.

**KEVIN MOORE (Midfield).** Another close-season signing, Kevin arrived at Field Mill from Blackpool. He grew up at Bloomfield Road and made his League debut for the club in 1974/75. Last season he went to Bury on loan.

League: Blackpool 33(5) aps., 3 gls; Bury (loan) 4 aps; Swansea nil aps.

# FOCUS ON

## Chris Guthrie

By Tony Pulein

# FOOTBALL LEAGUE

|                | 71/2 | 72/3   | 73/4        | 74/5   | 75/6         | 76/7      | Total          |
|----------------|------|--------|-------------|--------|--------------|-----------|----------------|
| Aldershot      |      |        | 2           | 2      |              |           | 4              |
| Arsenal        |      |        |             |        | 2            |           | 2              |
| A. Villa       |      |        |             |        | 2(2)         |           | 2(2)           |
| Birmingham     |      |        |             |        | 1            |           | 1              |
| Blackburn      |      | 2(1)   |             | 2(1)   |              | 1         | 5(2)           |
| Blackpool      |      |        |             |        |              | 1         | 1              |
| Bolton         |      | 1      |             |        |              | 1         | 2              |
| Bournemouth    |      | 1(1)   | 2(2)        | 2      |              |           | 5(3)           |
| Brentford      |      | 1(1)   |             |        |              |           | 1(1)           |
| Brighton       |      |        | 1(1)        | 1      |              |           | 2(1)           |
| Bristol Rovers |      | 2(2)   | 2           |        |              | 1(1)      | 5(3)           |
| Burnley        |      |        |             |        | 2(2)         |           | 2(2)           |
| Bury           |      |        |             | 2      |              |           | 2              |
| Cambridge      |      |        | 1(1)        |        |              |           | 1(1)           |
| Cardiff        |      |        |             |        |              | 1         | 1              |
| Carlisle       |      |        |             |        |              | 1         | 1              |
| Charlton       |      | 1      | 2           | 2      |              | 1         | 6              |
| Chelsea        |      |        |             |        |              | 1         | 1              |
| Chesterfield   |      | 2(4)   | 1           | 2      |              |           | 5(4)           |
| Colchester     |      |        |             | 1(1)   |              |           | 1(1)           |
| Coventry       |      |        |             |        | 2            |           | 2              |
| C. Palace      |      |        |             | 2      |              |           | 2              |
| Derby          |      |        |             |        | 2            |           | 2              |
| Everton        | 1    |        |             |        | 1+s          |           | 2+s            |
| Fulham         |      |        |             |        |              | 1         | 1              |
| Gillingham     |      |        |             | 2      |              |           | 2              |
| Grimsby        |      | 1      | 2           | 2(1)   |              |           | 5(1)           |
| Halifax        |      | 1      | 2(1)        | 2(3)   |              |           | 5(4)           |
| Hereford       |      |        | 2           | 2      |              | 1(1)      | 5(1)           |
| Huddersfield   |      |        | 2           | 2(1)   |              |           | 4(1)           |
| Hull           |      |        |             |        |              | 1(1)      | 1(1)           |
| Ipswich        |      |        |             |        | 2            |           | 2              |
| Leeds          |      |        |             |        | 2            |           | 2              |
| Leicester      |      |        |             |        | 2            |           | 2              |
| Liverpool      |      |        |             |        | 2            |           | 2              |
| Luton          |      |        |             |        |              | 2         |                |
| Man. City      |      |        |             |        | 2(1)         |           | 2(1)           |
| Man. United    | 1    |        |             |        | 1(1)         |           | 2(1)           |
| Middlesbrough  |      |        |             |        | 2            |           | 2              |
| Newcastle      |      |        |             |        | 2(1)         |           | 2(1)           |
| Norwich        |      |        |             |        | 1(1)         |           | 1(1)           |
| Nott. Forest   |      |        |             |        |              | 1         | 2              |
| Notts. Co.     |      | 1      |             |        |              | 1(1)      | 2(1)           |
| Oldham         |      | 1      | 2           |        |              | 1(1)      | 4(1)           |
| Peterborough   |      |        |             | 2(1)   |              |           | 2(1)           |
| Plymouth       |      | 1      | 2           | 2      |              | 1         | 6              |
| Port Vale      |      | 1(3)   | 2           | 2      |              |           | 5(3)           |
| Preston        |      |        |             | 2(1)   |              |           | 2(1)           |
| Q.P. Rangers   |      |        |             |        | 2            |           | 2              |
| Rochdale       |      |        | 1+s(1)      |        |              |           | 1+s(1)         |
| Rotherham      |      | 2(1)   |             |        |              |           | 2(1)           |
| Shrewsbury     |      | 1      | 2(1)        |        |              |           | 3(1)           |
| Southampton    |      |        | 2           |        |              | 2(1)      | 2(1)           |
| Southport      |      |        |             |        |              |           | 2              |
| Stoke          |      |        |             |        | 1+s          |           | 1+s            |
| Swansea        |      | 1      |             |        |              |           | 1              |
| Swindon        |      |        |             | 1      |              |           | 1              |
| Tottenham      |      |        |             |        | 2            |           | 2              |
| Tranmere       |      | 1(1)   | 2           | 1      |              |           | 4(1)           |
| Walsall        |      |        | 2           | 2(1)   |              |           | 4(1)           |
| Watford        |      | 1      | 2           | 2      |              |           | 5              |
| West Ham       |      |        |             |        | 2(1)         |           | 2(1)           |
| Wolves         |      |        |             |        | 2            | 2         | 4              |
| Wrexham        |      | 1(1)   | 2(1)        | 2(2)   |              |           | 5(4)           |
| York           |      | 2      | 2           |        |              |           | 4              |
|                | 3    | 25(15) | 40+s<br>(8) | 42(12) | 37+2s<br>(9) | 21<br>(6) | 168+3s<br>(50) |



As another season gets under way, we extend a warm welcome to our new striker Chris Guthrie, who joined us from Sheffield United for a £25,000 fee this summer. Chris began his career in the First Division with Newcastle United, making his League debut against Manchester United in October 1971.

The following season he was transferred to Southend United for £10,000 but he made such a big impression - twice topping the Shrimps' scoring list - that he returned to the First Division following a £100,000 transfer to Sheffield United in 1975.

Chris, who has scored three hat-tricks so far, scored his 50th goal in League football against Hull City last February. Soon after that he sustained an injury which kept him out of the side for the remainder of the season.

Here we analyse his first-class career to date, the first in a series which will include all our first team players.

Chris's appearances are shown in season-by-season form against each club with his goals noted in brackets. "S" denotes he played as substitute.

| F.A. CUP         |      |      |      |      |       |
|------------------|------|------|------|------|-------|
|                  | 73/4 | 74/5 | 75/6 | 76/7 | Total |
| A. P. Leamington |      | 1(1) |      |      | 1(1)  |
| Boreham Wood     | 1    |      |      |      | 1     |
| Ilford           |      | 1(1) |      |      | 1(1)  |
| Newcastle        |      |      |      | 2    | 2     |
| Peterborough     | 1    |      |      |      | 1     |
| Q.P.R.           |      | 2(1) |      |      | 2(1)  |
| Reading          | 1    |      |      |      | 1     |
|                  | 3    | 4(3) | —    | 2    | 9(3)  |
| LEAGUE CUP       |      |      |      |      |       |
|                  | 73/4 | 74/5 | 75/6 | 76/7 | Total |
| Cambridge        |      | 1(2) |      |      | 1(2)  |
| Chelsea          |      |      |      | 1    | 1     |
| Colchester       |      | 1    |      |      | 1     |
| Halifax          |      |      | 1(3) |      | 1(3)  |
| Hull             |      |      | 1    |      | 1     |
| Portsmouth       | 1    |      |      |      | 1     |
|                  | 1    | 2(2) | 2(3) | 1    | 6(5)  |

# From the POOLS OFFICE!

Welcome to all of you for the 1977-78 season.

During the close season the Pools Office staff has been very active organising a "Grand Summer Jubilee Draw". The draw for £500 First Prize together with £300 worth of other prizes will be made at half time by the match referee. To all of you who have made this draw a success by selling or purchasing a ticket we say thank you.

Our Moonraker Draw is still going strong and our Rocket Instant Bingo Ticket has been such a success that starting in a few weeks the prize money is being increased to £1000 weekly. So watch out for the **GREAT NEW ROCKET**. If you can sell ten tickets each week please contact us at The Pools Office or ring Swindon 31510 or fill in the form below. No expense is needed and commission is paid on all shares plus a bonus of 10% on all winnings over £500. Why not help the club and earn yourself some cash at the same time.

To all of you who are car owners and would like to get your tyres and batteries with a 20% to 30% discount contact the Pools Office and ask for Mr. Moore or Jo Dean.

Here's wishing Danny, Frank and the lads all the best for the new season.

Doug Buswell  
Pools Manager.

SWINDON TOWN F.C.

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Swindon Town F.C. ....

..... Tel. No. ....

I am over 16 years old

Signed. ....

## DANNY'S DESK

Good evening everyone and welcome to the County Ground for yet another season. Really it seems but yesterday that I was wishing you all a happy summer's close season and already we are back together to share the joys and disappointments of another session. Although the break has been all too short a lot has been happening during that time here at the Club. Players have departed from us and others have joined the staff. I am aware that not all of the departures met with the approval of many of you, but I must stand or fall by my actions and contrary to the belief of some people I, the Board of Directors and the staff, desire most earnestly a higher grade of football at Swindon and it was apparent to all who consider the situation with their heads rather than with their hearts that some improvement was necessary to last seasons team if our goal is to be attained. Taking this into consideration it was not financially visible for us to add to our staff ad infinitum and therefore sacrifices were necessary and these were governed by two factors, (1) the fact that only a proportion of players' contracts expired at the end of last season and (2) the law of supply and demand. The outcome is that we have some new faces for the commencement of the new season and I am sure that our squad is that more ably suited to the task of gaining promotion to the Second Division. We wish the lads who are no longer with us the best of good fortune with their new Clubs and we hope, also that the boys who have joined us will experience great success with Swindon Town.

We hope that you like our new style of programme. With the cost of printing going up, and what isn't these days, we could no longer publish a programme at the same price as for many seasons past, but we have ensured that, although you have to pay more you have as much for your money as it is possible to give.

Some of the new items stem from suggestions submitted by readers and if you would like to see something particular why not drop us a line - we cannot promise to adopt your suggestion but it would certainly receive our fullest consideration.

Tonight is of course not only our opening home match, but also the commencement of the Football League Cup Competition. What folly to schedule this important competition to the beginning of the season - folly for the supporters of those Clubs who exit from the competition for they have to wait a full season for the next time, and folly for the Clubs, many of whose players have not had sufficient competitive play together, whose exit deprives them of much needed finance for it is an accepted fact that gates fall when Clubs drop out of a Cup Competition and goodness knows gates are often low enough, during the first few weeks of the season. It is quite apparent that those 'upstairs' who make such decisions have no experience of running an Associate Member Club and have little regard for those who must do so.

Have an enjoyable evening and let us hope that our exit in the competition is not so early as last season.

## Part of every supporter's kit.



## The Evening Advertiser

# Spotlight on League Cup

By Tony Pullein

Wimbledon, who have thrilled the World with some fabulous Cup performances in recent times when eliminating First Division Burnley and drawing with Leeds and Middlesbrough in the F.A. Cup, this week join the Establishment. Newly-elected to the Fourth Division this year, Wimbledon switch from the role of giant-killers to the business of establishing themselves as a League club.

The Don's first appearance in the League Cup this week sees them visit Gillingham for what looks like being a tough introduction and they must be wondering if they are destined to follow in the footsteps of other famous F.A. Cup minnows who failed to make much impression in the League Cup.

Hereford United, for instance, gained their League place in 1972 as a direct result of knocking Newcastle out of the F.A. Cup and drawing with West Ham. Since becoming a Football League Club, however, Hereford have never beaten a club of a higher Division in the League Cup. Their best feat was in reaching the third round in 1974/75.

And, incredible as it may sound, another new League club Cambridge United would equal their best League Cup achievement if they reach this season's second round. Though they have been a member of the Football League since 1970 --- and twice gained promotion to the Third Division --- they didn't manage to record their first League Cup victory until last season!

The League Cup has, of course, now established itself as one of Europe's top competitions, with a EFFA Cup place the winners. Current holders Aston Villa have now won both English Cups more often than anyone else! Their victory over Everton gave them the League Cup for the third time and, though their last

F.A. Cup success was back in 1957 their seven wins is a record for that competition.

Villa's Brian Little was the League Cup's highest scorer for ten years with ten goals in last season's success. He was followed by Tony Evans (Cardiff) and Neil Whatmore (Bolton) with six and Bob Latchford (Everton) and Andy King (Everton) with five each.

The League Cup record is 11 goals shared by Gerry Hitchens (A. Villa), Tony Brown (W.B.A.), Geoff Hurst (West Ham) and Rodney Marsh (Q.P.R.).

It now seems certain that, in spite of the competition's popularity, the record attendance --- apart from the Wembley final --- will never be broken. Only one stadium in the country could now beat the 63,418 for the Manchester United v Manchester City semi-final in 1969/70.

With new safety regulations for First Division grounds being introduced this season, the largest --- Manchester United's --- is being limited to around 57,000. So only Second Division Charlton Athletic --- with a 66,000 capacity --- would be able to top that record. Alas, it is a long, long while since a crowd of that proportion converged upon the Valley and, if they should threaten to fill it again, it is likely that the local police would recommend something in the range of 50,000 today.

Last seasons League Cup final was the first ever to go to a replay. For several years since the competition's inception in 1960, the final was played on a two-legged basis on the ground of the clubs involved.

The first Wembley final was in 1967 when Third Division Q.P.R. shocked W.B.A. --- and it has always been a complete sell-out.

# History of Swindon Town

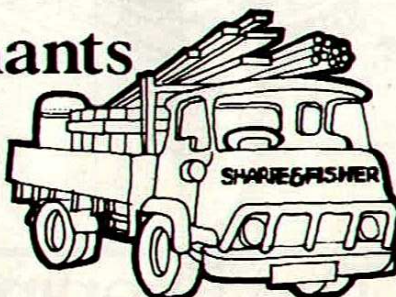
This year marks the 96th, in the history of the Swindon Town Football Club. The nucleus of the early playing staff was provided by a team known as the Spartans, the captain of which was Prebendary W.B. Pitt. With a collection of players from the local amateur side of the day, he formed a team and friendlies were organised, home games being played at Bradford's Field - where railings protected spectators from a quarry at one end of the pitch. Unfortunately, at least one fan is known to have fallen into the quarry whilst a game was in progress!

Fourteen matches were played in the 1883-84 season, ten being won with a goal average of fifty-three against eight. The venue for home matches was switched to Vickery's Field for a short while until the move was made to the Croft. The club became the first holders of the Wiltshire Senior Cup in 1886-87 and held the trophy each year until 1892-93 when Swindon Athletic claimed it. In 1894 Swindon Town became a founding member of the Southern League, but at the end of the first season finished at the foot of the table. The club turned professional in February 1895 and the first professional player to be engaged was believed to be James Munro, from the Burton Swifts club. The County Ground was used for League matches from September 1895. Under the guidance of captain Dick Jones, the club gradually climbed the table until reaching fifth place in 1899-1900. However, two seasons followed as wooden-spoonists of the division. The green jerseys used until this time were changed in favour of white - but in 1902-03 a further switch was made to the red of today.

Swindon gained exemption until the first round of the F.A. Cup Competition for the first time in 1907-08, the season that Harold Fleming - later an England International - was signed. The Town first gained recognition in the football world when Burnley, Tottenham and Manchester City were all defeated in the cup run of 1909-10. Swindon fell to Newcastle United in the semi-final. This stage was reached again only two years later when Barnsley won through to the Final at the second attempt.

Sandwiched between, in 1911, was the first of two Southern League championship wins, giving the club the right to meet the Football League champions, Manchester United, in the Charity Shield. Swindon was defeated by eight goals to four. First place was

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attained again - on goal average this time - in 1914. With the entire Southern League First Division, Swindon Town was elected to the Third Division of the Football League in 1920 and started with a bang! Luton Town was defeated in the first match by nine goals to one, a margin of victory the club has been unable to surpass in League games to this day.

In 1926, Harry Morris joined the club and netted 47 goals in his first season, amassing 216 in only 260 appearances before joining Clapton Orient in 1933. It was in his last season with the club that Swindon finished in bottom place and thus had to seek re-election for the first time.

After a post-war boom assisted by the consistent goal-scoring of Maurice Owen, the club fell upon hard times in the mid-fifties applying for re-election to the League in two consecutive years 1956 and 1957. When Bert Head took over as manager towards the end of 1956, he began a youth policy which produced such talent as Ernie Hunt, Don Rogers and Mike Summerbee. Blended with the experience of players such as Sam Burton and Maurice Owen - each playing for fifteen seasons Swindon Town reached the Second Division for the first time in 1963. After an impressive start in the higher sphere - nine games without defeat - the Town ended the 1963-64 season in a modest 14th place and when Danny Williams arrived in 1965, he found the club back in the Third Division. In four years he moulded a side which brought about the finest achievement in the history of the club - the winning of the Football League Cup at Wembley on March 15, 1969, coupled with the regaining of Division Two status less than two months later. Swindon secured fifth place at the end of 1969-70 - the highest League position ever attained - and became the first winners of the Anglo-Italian Cup by defeating S.S. Napoli in Naples by a 3 - 0 margin. After making his 400th League appearance for the club in October 1972, Don Rogers left Swindon for a club record fee. In 1974 the Town was left stranded at the bottom of the Second Division when Danny Williams returned. Peter Eastoe, brought to Swindon for another club record fee after a loan period late in 1973, notched 26 League goals in 1974-75. But efforts to regain a Second Division place at the first attempt fell short of the target by just two points.



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# TUESDAY 16th AUGUST 1977

## SWINDON

at 7.30p.m.

## SWANSEA

- 1 ALLAN
- 2 McLAUGHLIN
- 3 TROLLOPE
- 4 STROUD
- 5 AIZLEWOOD
- 6 PROPHETT
- 7 MOSS
- 8 KAMARA
- 9 GUTHRIE
- 10 McHALE
- 11 ANDERSON
- 12 FORD



### Referee:

THOMAS, G. O. P. BUNE, (Billingshurst, Sussex)

Began refereeing whilst at school then via local, Spartan and Isthmian Leagues to Football League line in 1968 and subsequently to full list. Refereed England v. Scotland Amateur International (1974), and Oxford v. Cambridge at Wembley in 1972, linesman in European Nations Cup match (1975) and reserve official for the Sunderland v. Leeds F.A. Cup Final in 1973.

Married, has two boys and is a Computer Salesman. Helps to run a local boys football team, and likes village cricket, swimming, squash and tennis.

- 1 BARBER
- 2 EVANS
- 3 BARTLEY
- 4 SMITH
- 5 MAY
- 6 MOORE, K
- 7 CHAPPELL
- 8 JAMES
- 9 CURTIS
- 10 MOORE, G
- 11 CHARLES
- 12 DAVIDS

Linesmen: Red Flag: Mr. D. Letts (Basingstoke) Yellow Flag: Mr. S. G. Phelps (Longlevens, Glos.)

## NEXT MATCH

Saturday, August 20th - 3.0 p.m.  
Football Combination - BIRMINGHAM

Tuesday, August 23rd - 7.30 p.m.  
Division III - PETERBOROUGH  
UNITED

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