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Swindon Town F.C.

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Sheffield Wednesday

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C Sheffield Wednesday F.C., 1977

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If it matters to Wednesday fans it's in MORNING TELEGRAPH



Hilsborough

are right.

The opening of another Football League season at Hillsborough can be tackled, we believe, with a quiet confidence in the ability of Sheffield Wednesday to succeed.

While soccer in general has to plead guilty to a "summer of madness" which has left a nasty taste in a lot of mouths, we have been concentrating on the serious task of continuing to improve our chances of honours this season.

Manager Len Ashurst has said: "Last season was one for rebuilding; it is now we expect to fulfil our hopes". And it is with those words ringing around Hillsborough that we go into today's match against our visitors, Swindon—and will go into the remaining 45 Third Division matches.

You may have read that Mr. Ashurst has urged more goals this season, not only from forwards, but also from the men in midfield and defence. He believes that those few extra goals will, if scored, make all the difference between last season's eighth place and promotion.

Thus supporters can expect an attacking outlook from The Owls—and if those words are easily spoken, remember that last season we were looked upon as one of the most attractive away sides in the division, and our 26 goals away from home capped by only four other teams.

There was no shortage of action around the opposing goalmouth at Hillsborough for that matter, but it is here that some would

say we missed out on promotion, losing four home matches we might have won.

We must stress that Sheffield Wednesday are always in the market for quality players with which to improve the squad. Mr.

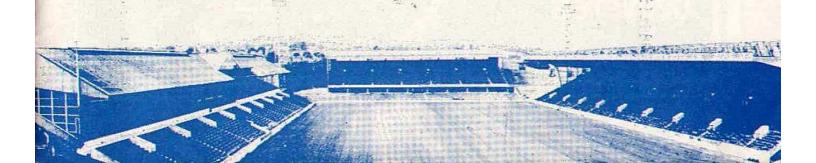
Ashurst made two close season signings, and in addition checked on many more players during the summer months. He will not stop now, and will have no hesitation in improving his squad when circumstances

Be sure that the squad and officials are aware both of last season's shortcomings, and the supporters' desire for success. The former can be remedied, and the latter can be fulfilled, though the way will be hard and all will have to play their parts properly

If home results are the key, then we can start today as we mean to go on. And do not forget—when Hillsborough is roaring, the players know and appreciate it. Their hope is that you will help lift them towards the victories which will take us closer to our target.

Our cover picture was taken last Monday when our new lights were being tried out; it proved to be an 'illuminating' experience!

Our third division match against Exeter City at St. James's Park which was scheduled for next Wednesday has now been post-poned due to Exeters' League Cup replay commitments. A new date has yet to be arranged.



Did you know...

that until 1877 Lawn Tennis was played on a court marked out in the shape of an hour glass instead of the now familiar rectangle?



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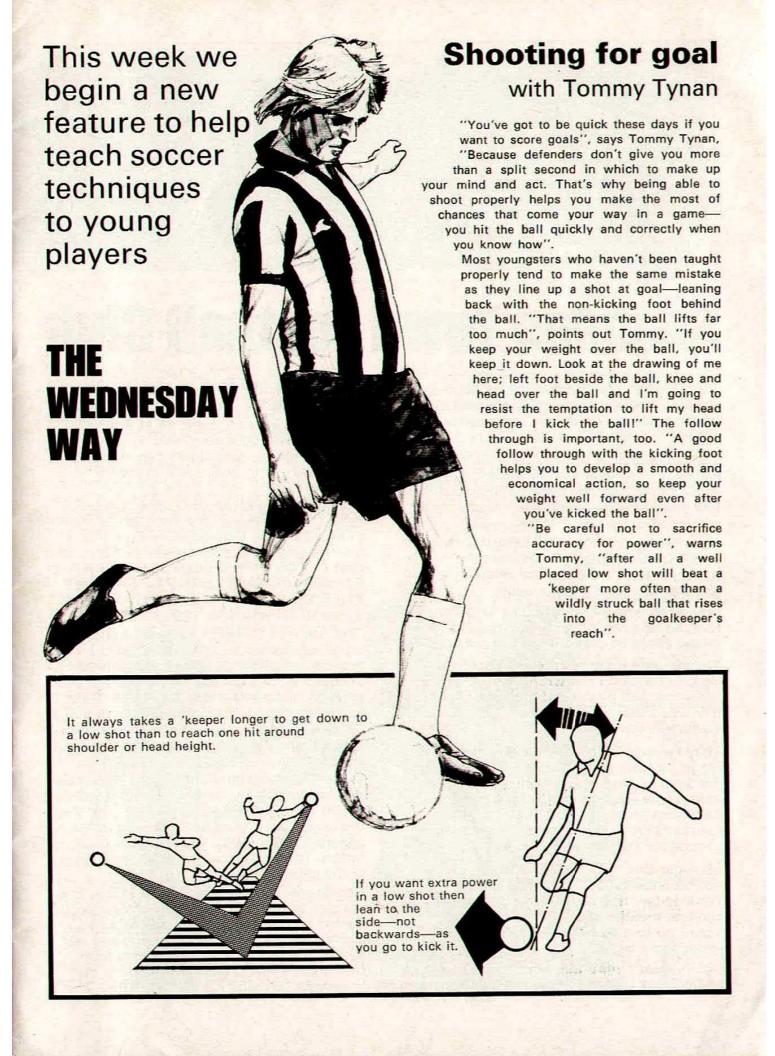
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OJPJPOJI

Swindon Town Football Club

It's now nine seasons since Swindon swung a mighty blow for the little clubs, floored Arsenal at Wembley, and swaggered away with the League Cup—and a permanent spot in soccer's hall of fame.

The temptation is always to recall that great occasion whenever the conversation turns to Swindon, perhaps because they have had few opportunities to add more happy memories.

But after two seasons of finding their feet in the Third Division, Robins fans are willing to have a modest bet on their chances of success this season.

Last season there were indications that the formula was mixing well enough, and better things could be just around the corner.

They impressed here at Hillsborough, despite being on the wrong end of a 3-1 scoreline, and by the end of the campaign it seemed that Swindon could be a name to watch this time round.

They finished 11th, after closing on the leaders at one stage and giving top teams a few qualms, and also provided one of the memorable Cup moments of the season—a 35-yard goal by Kenny Stroud against Everton that enjoyed more than a few TV re-runs for the rest of the season.

Manager Danny Williams, who was of course once the boss here at Sheffield Wednesday, has been active during the summer months to bring his first team squad up to a standard he believes will make some impact.

The biggest outlay was the £25,000 he paid to Sheffield United for big centre forward

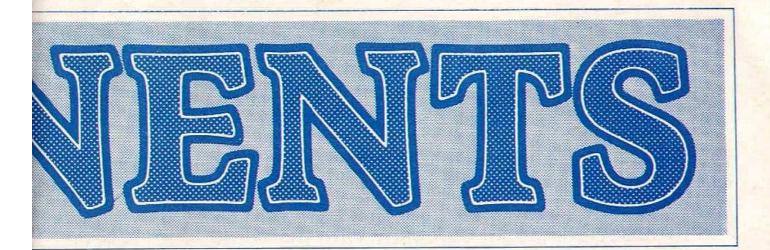
Chris Guthrie, who thus returns to the city today for his League début, having not played a League match since early March. Guthrie never really hit it off at Bramall Lane, but will be determined to prove that his dynamic heading ability can play an important role in Swindon's chase for honours.

Former Southend player Guthrie has been joined by two more men from Roots Hall—midfielder Dave Cunningham, signed on a free transfer, and defender Andy Ford, who cost £10,000. Mr. Williams has also landed Portsmouth's Chris Kamara for a reported £15,000, allowing the sale of striker Dave Syrett to Mansfield for £25,000.

The new-look Swindon will have to prove more successful away from home than last season's team, who managed only three victories on foreign soil—all by single goals at Bury, Chesterfield and Tranmere. They had to rely more on home form—only five defeats and 48 goals scored—to remain buoyant and finish three places behind Wednesday.

Whether they pursue an adventurous policy will be seen today, where some reward would give Mr. Williams pleasure for more than one reason. And with home matches against Peterborough and Portsmouth to follow, it could set Swindon on their way to the start they require.

Goalkeeper Jimmy Allan had to follow popular former Forest and Wolves star Jim Barron between Swindon's posts, but he passed the test with flying colours and last season was the object of some attention from First Division club scouts. Born in Inverness, he made his debut in 1971.



Long-serving John Trollope, a member of the side that beat Arsenal at Wembley in 1969, passed the 700 League matches mark last season. Made his début at the age of 16. Steve Aizlewood signed in March last year for a fee of £12,000 from Newport County, where he had totalled nearly 200 League matches. Has won a Welsh Under-23 appearance.

Colin Prophett played over 100 matches for the Owls before leaving Sheffield for Norwich in 1973. It was from the Canaries that Colin kept up the bird association and switched to the Robins after a spell on loan! Andy Ford was signed earlier this month from Southend, where he was voted "Player of the Season" by the Essex club's fans. He was originally with Bournemouth but never played a League game for them. Named best left-back in the Fourth Division in the PFA awards teams.

Londoner Kenny Stroud, a midfielder with an eye for goal, is a former England Youth international who signed professional forms in 1970 after a three-year apprenticeship.

Trevor Anderson, a Northern Ireland international, was signed by Manchester United from Portadown, but made more impact when he moved to the County Ground in 1974.

Dave Cunningham was snapped up by Danny Williams this summer after being released by Southend, who signed him from Brechin City.

Dave Moss has been with Swindon since 1969 since a club scout spotted him in a local match, and last season he was well up in the goal-scoring charts.

John McLaughlin, a former England Youth defender, was signed from Colchester three years ago, last season passing the 100 mark for League games with Swindon.

Ray McHale, the Sheffield-born striker, who numbers Chesterfield among his former clubs, was signed from Halifax for £7,000 last year.

Chris Guthrie cost rather more, but at £25,000 it was still a lot less than Southend received for him when Sheffield United paid a reported £100,000 for the centre-forward two seasons ago. Just six League goals last season, but the move could help recapture the superb form he used to show with Southend.

Howard Goddard was a free transfer signing at the end of the 1975-76 season, when he was released by Bournemouth despite hitting 13 goals in 35 games.

Chris Kamara was another close season signing by manager Williams, the fee paid to Portsmouth being reported as £15,000. Made an impact when drafted into Pompey's struggling Division Two side in the 1975-76 season.

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Have you been lucky enough to have got a super sticker FREE with your copy of THE OWL? Unfortunately, there won't be enough stickers for all our supporters, but there's always enough of SSSSH, you know who, in your magazine, so stay with THE OWL every home game.

it's a Wednesday 'owler

"I see Wednesday beat Doncaster Rovers on aggregate".

"Really; I thought they always played on grass".



We do not wish to know that. Kindly leave the page!

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Cheers to the London Owls

Here are some of the most dedicated supporters in the country . . . the London Owls.

Our picture shows some of the lads that make the 160-mile journey . . . for a home match!

Top, left to right:
Dick Hillman, Pat Pender,
Ray Arthur, Sean Birne,
Dave Cook. Bottom:
Jeremy Kerrich, Vernon
Grant, John Gosney,
Colin Grant, Cliff Alder.



FOOTBALL'S A FUNNY GAME

Transfer news is guaranteed to get football fans talking—even in the close season.

And now clubs are finding cash harder to come by there's more chat about as transfer deals become odder and odder.

You know the kind of thing. . . . There are the player swaps—one for one, two for one, perm any three from four. Then there's the financial wizardry that would make the Gnomes of Zurich leap off their toadstools—so much cash down, more when Fred Striker's played 20 matches, plus a bonus when he represents his country, doesn't crash his car or smoke more than 100 cigs a week.

But all this is normal enough compared with a transfer deal that must rank among the strangest of all time . . . when a player changed clubs for a bag of fish and chips! It didn't happen in big-time soccer, of course, though the way the economy's going, it might yet. The way I heard it was this

A Sheffield works team had a very promising lad—Keith his name was—fast, strong, good shot in both feet. In fact the only thing wrong with him was his favourite team—Sheffield United—but that's another story. Anyway, as Keith's reputation grew, several teams from the top of the league tried to persuade him to join them. But he was the sort of lad who liked being with his mates and he always said "No".

The coach of one team was really persistent, always on at Keith to join his team, the Rangers. He'd promise a good job at his firm—he wasn't personnel manager for nothing. But the answer was always "No". One day, Keith's team were playing away at the Rangers' ground. He'd been working over that Saturday morning and had gone straight to the match with no dinner. The game ended 2-2, Keith scoring both goals, but all the time thinking about the slap-up tea he'd have at home.

But as he dashed out of the changing room the persistent coach was waiting.

"There you are, Keith lad. I thought since you're here you might like to look round the firm . . . see where you could be working eh?"

"Sorry, Mr. Johnson", said Keith, "but I've got to get home."

"Come on, lad, it won't take a minute."
So they went and, of course, it took a lot more than a minute. As they walked round, Keith's stomach grumbled louder and louder. It didn't help at all when the coach said, "Here's the canteen. Course it's not open now but they serve some lovely grub. Steak pie and chips is the best this end of town."

When, at last, they got outside, Keith thought he'd die if he didn't eat soon. And there, across the road, was the welcoming sight of a fish and chip shop. Trouble was, he'd only enough money for his bus fare home.

"Well, Keith, will you join us?" said the coach. "You won't regret it."

"I don't know, Mr. Johnson, really . . . "
"Eh, do you fancy some fish and chips, lad, you must be hungry?"
And that's how the transfer deal was clinched!



The Owl has grown bigger and better



Four extra pages, and it's bigger in size, that's what we've had to do to get in the new features and bigger pictures we have lined up for your match day magazine this season.

PICTURE PA





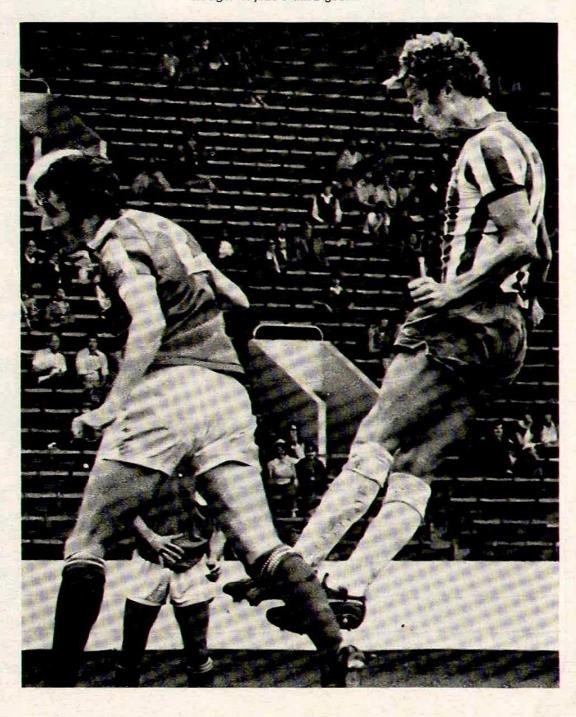


2-4-6-8... who do we appreciate

After eight super goals against Doncaster, in the League Cup, we certainly got off to a 'flyer', pictured below.

Left, Paul Bradshaw; centre, lan Porterfield celebrates his first ever goal for the Owls; right, Rodger Wylde's third goal.





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Rodger Wylde

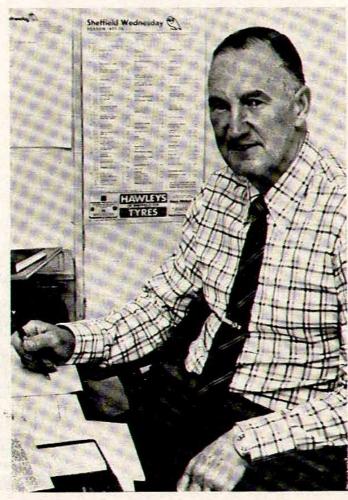
What a start! Rodger Wylde receives the match ball from Len Ashurst after his first-ever hat-trick for the first team. Also pictured are lan Porterfield and Tommy Tynan who joined Rodger on the score sheet last Tuesday night at Belle Vue, to win through to the second round of the League Cup by an impressive 8-2 aggregate.

John Harris

In welcoming John Harris to Hillsborough, the obvious question was "What will be the supporters' reaction to you crossing the city?"

The answer was typical of a man admired throughout football for his knowledge and experience.

"Some people talk about partisanship; that's important for clubs to survive, but really you know, it's the **game** that matters, and that's why I shall be working just as hard for Sheffield Wednesday as I have done for the other clubs I have been with. As chief scout, I won't be seeing many games at Hillsborough. I shall be elsewhere, doing my job. However, since I've been here, I have seen training sessions and practice games and met a lot of people. I would like to thank everyone for the warm welcome they have given me and I hope that I can contribute to the future success of Sheffield Wednesday."



Greaf sporfsmen

Randolph Turpin

ex-middleweight champion of the world

Quite recently, in the Top Rank Suite, Sheffield, professional boxing made a long overdue return to this city. It was a gala occasion with sportsmen of many creeds there and it revived the interest in boxing that South Yorkshire has always had.

We spotlight, today, one of the greatest boxing names in history, a man who captured the imagination of the British post-war fighting public as few others have ever done, the legendary Randolph Turpin.

Turpin was a holy terror of a fighter; a man who would take on anyone; a man who two-fisted his way to the world championship; lost it in controversial circumstances and then went down the slippery slope to oblivion that many great boxers before him had sadly taken.

Yet those of you old enough to remember the golden days of the early fifties will agree that Turpin was then a national hero; a coloured kid who brought British boxing to a peak of excitement and achievement. He was a box office draw from his first fight to his last, a world champion at 23 and holder of a victory over perhaps the greatest pound-for-pound fighter boxing has ever produced, Sugar Ray Robinson.

In London's Earls Court, before a crowd of 18,000 ecstatic fans, Turpin won a unanimous points verdict over Robinson, who may have under-rated him. Outside London there was a vast radio audience which thrilled to every round with Turpin staying in front.

There had to be a re-match and it came, in New York, 64 days later before a vast crowd of over 61,000, paying three-quarters of a million dollars.

Turpin was in front and Robinson was desperate, and then the Englishman was caught by a tremendous blow. Down he went for a long count and Robinson was not the man to let a wounded opponent escape.

The American pounded Turpin mercilessly and the referee stopped the fight. The verdict: Robinson by a technical knockout, and Britain had lost a world champion.



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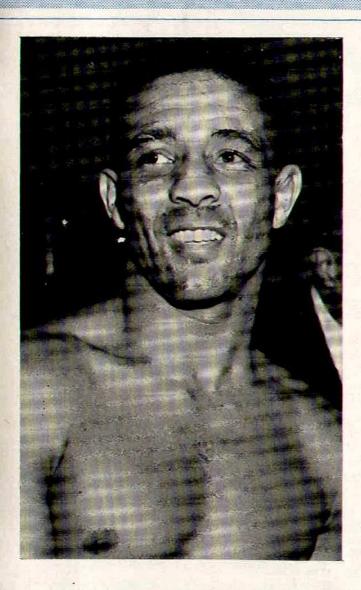
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...........

past and present



Disappointed, Turpin moved up a scale and took the British and Empire titles from the tubby Don Cockell.

Robinson eventually retired. Turpin was named to meet Carl Bobo Olsen for the vacant crown and returned to New York. All thought he would win but by now Randy had domestic and personal problems piling up on him. He failed to give of his best and lost. Next came humiliation with a first round defeat by the Italian Tiberio Mitri and it looked like the end.

But Randy came back, won two more Lonsdale Belts and had more successes. Then along came Yolande Pompey, a man who would never have lived with Turpin in his prime. Pompey knocked him out and Turpin retired. He tried all sorts of gimmicks to stay in the public eye but tragically died from his own hand eight years after the Pompey fight and boxing had lost one of its greatest crowd pullers. Will there ever be another like him? His name was mentioned at the recent Sheffield boxing tournament but anyone who hopes to step into Turpin's shoes will have to win adulation and admiration that few British sportsmen since the war have achieved.

Quite simply, he was the greatest of his day. His day, however, was too short.

NEXT ISSUE: DOROTHY HYMAN

THE SUPER NEW OWL SHOP IS NOW OPEN

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Here's where the facts are

Saturday, 13th August, 1977 LEAGUE CUP 1st Round, 1st Leg

SHEFFIELD WED. 5 DONCASTER ROVERS 2

Turner, Walden, Rushbury, Cusack, Dowd, Leman, Wylde, Johnson, Tynan, Porterfield, Bradshaw.

Scorers: Wylde (3), Porterfield, Walden.

Tuesday, 16th August, 1977 LEAGUE CUP 1st Round, 2nd Leg

DONCASTER ROVERS 0 SHEFFIELD WED. 3

Turner, Walden, Rushbury, Cusack, Dowd, Leman, Wylde, Johnson, Tynan, Porterfield, Bradshaw.

Scorers: Porterfield, Wylde, Tynan.

Last season's final tables

DIVISION THREE P W D L F A Pts

DIVISION THREE	F	**	D	-	A COLUMN			
Mansfield Town	46	28	8	10	78	42	64	
Brighton	46	25	11	10	83	40	61	
Crystal Palace	46	23	13	10	68	40	59	
Rotherham United	46	22	15	9	69	44	59	
Wrexham	46	24	10	12	80	54	58	
Preston	46	21	12	13	70	33	54	
Bury	46	23	8	15	79	59	54	
Sheffield Wed.	46		09	15	65	55	53	
Lincoln	46	19	14	13	77	70	52	
Shrewsbury	46	18	11	17	65	60	47	
Swindon	46	15	15	16	68	75	45	
Gillingham	46		12	18	55	64	44	
Chester	46	18	8	20	49	54	44	
Tranmere	46	13	17	16	51	53	43	
Walsall	46	13	15	18	57	65	41	
Peterborough	46	13	15	18	55	66	41	
Oxford	46	12	15	19	55	65	39	
Chesterfield	46	14	10	22	56	64	39	
Port Vale	46	11	16	19	47	72	39	
Portsmouth	46	11	14	21	53	70	36	
Reading	46	13	9	24	49	73	35	
Northampton	46	13	8	25	60	75	34	
Grimsby	46	12	9	25	45	69	33	
York	46	10	12	33	50	89	32	
N.I.L.	Р	w	D	L	F	A	Pts	
Barnsley	28	18	6	4	73	34	42	
Middlesbrough	28	17	7	4	72	27	41	
Chesterfield	28	16	7	5	44	19	39	
Sunderland	28	13	8	7	64	36	34	
Grimsby Town	28	13	7	8	51	37	33	
Newcastle Utd.	28	13	7	8	36	34	33	
Leeds United	28	14	3	11	48	31	31	
Scunthorpe Utd.	28	10	6	12	41	51	26	
Sheffield Wed.	28	10	5	13	30	39	25	
Hull City	28	9	5	14	38	48	23	
Sheffield United	28	9	4	15	25	54	22	
York City	28	6	- 7	15	20	52	19	
Huddersfield T.	28	7	5	16	33	70	19	
Lincoln City	28	8	2	18	39	54	18	
Rotherham Utd.	28	6	3	19	30	58	15	

CENTRAL	P	W	D	L	F	A	Pts
Liverpool	42	30	9	3	122	41	69
Manchester Utd.	42	22	12	8	76	54	56
Wolves	42	22	10	10	70	41	54
Bury	42	20	11	11	60	45	51
Nottm. Forest	42	21	8	13	67	53	50
Manchester City	42	21	7	14	65	56	49
Leeds United	42	19	10	13	84	54	48
West Bromwich	42	15	14	13	52	49	44
Everton	42	15	14	13	51	46	44
	42	13	18	11	49	50	44
Stoke City Derby County	42	15	13	14	48	52	43
	42	18	5	19	61	65	41
Coventry City		16	9	17	46	54	41
Sheffield United	42				49	59	38
Aston Villa	42	15	8	19			38
Sheffield Wed.	42	11	16	15	41	55	the state of the s
Burnley	42	11	14	17	55	64	36
Newcastle Utd.	42	10	15	17	50	55	35
Blackburn Rovers	42	13	9	20	51	83	35
Blackpool	42	11	11	20	50	66	33
Bolton Wands.	42	9	10	23	44	75	28
Huddersfield T.	42	9	9	24	55	85	27
Preston N.E.	42	5	10	27	45	89	20

Half-times

- A Birmingham City v Manchester United
- B Middlesbrough v Liverpool
- c Newcastle United v Leeds United
- Mansfield Town v Stoke City
- F Tottenham Hotspur v Sheffield United
- F Bradford City v Cambridge United
- G Bury v Lincoln City (3.15)
- H Chester v Hereford United
- J Gillingham v Colchester United
- K Oxford United v Rotherham United
 - Peterborough United v Portsmouth
- M Plymouth Argyle v Preston North End
- N Port Vale v Chesterfield
- Shrewsbury Town v Wrexham
- P Tranmere Rovers v Carlisle United
- Q Walsall v Exeter City
- R Barnsley v Rochdale
- S Doncaster Rovers v Newport County
- Wimbledon v Halifax Town
- U Sheffield U. Res. v Sheffield W. Res.

Fixtures for this Season

DIVISION THREE

August, 1977 13—LC1: DONCASTER ROVERS 16—LC1: Doncaster Rovers

20—SWINDON TOWN

-Exeter City 27-WALSALL 31-LC2

September

3-Bury

10—SHREWSBURY TOWN 14—Chester 17—Port Vale

24—PETERBOROUGH UNITED

27—PLYMOUTH ARGYLE (7.30)

October

1-Portsmouth

-Preston North End

-CHESTERFIELD

15-Wrexham

22—LINCOLN CITY 26—LC3

29—Bradford City

November

5—CARLISLE UNITED 12—Oxford United

19—GILLINGHAM

26-FAC1

30-LC4

December

3—COLCHESTER UNITED 10—Cambridge United

17-FAC2

26—Tranmere Rovers

27—ROTHERHAM UNITED

31—HEREFORD UNITED

January, 1978

2—Carlisle United

-EXETER CITY (FAC3)

-Swindon Town

18—LC5 21—PRESTON NORTH END

28-BURY (FAC4)

February

4—Shrewsbury Town

8—LC.SF: 1st Leg 11—PORT VALE

15-LC.SF: 2nd Leg

18-Peterborough Utd. (FAC5)

25—PORTSMOUTH

March

4-Chesterfield

-CHESTER

11—WREXHAM (FAC6)

18—Lincoln City (LCF) 21—BRADFORD CITY (7.30)

25-Rotherham United

27-TRANMERE ROVERS

April

1-Hereford United

-Plymouth Argyle -OXFORD UTD. (FAC.SF)

Gillingham

22—CAMBRIDGE UNITED

-Walsall 25-

29—Colchester United

May

6-FAC Final

All home matches at 3.00 p.m., unless otherwise shown

CENTRAL LEAGUE

August, 1977

20-Sheffield United

23-LIVERPOOL (7.00)

27-West Bromwich Albion

September

3-NEWCASTLE UNITED

10-Bury

14—Stoke City 17—COVENTRY CITY

24-Blackpool

October

1-DERBY COUNTY

-WOLVES (7.00)

8-Manchester United

11—Liverpool 15—LEEDS UNITED 18—BLACKBURN R. (7.00)

29-STOKE CITY

November

5—Everton

12—BOLTON WANDERERS

19-Burnley

26-NOTTINGHAM FOREST

December

10-Preston North End

17—Manchester City

20-ASTON VILLA (7.00)

January, 1978

2—SHEFFIELD UNITED

-WEST BROMWICH A.

21-Newcastle United

February

4-BURY

-Coventry City

18-BLACKPOOL

25—Derby County

March

4-MANCHESTER UNITED

11-Leeds United

14—HUDDERSFIELD T. (7.00) 18—Blackburn Rovers

25-MANCHESTER CITY

29-Aston Villa

April

1-EVERTON

-Bolton Wanderers

-Nottingham Forest

15—BURNLEY

22—Huddersfield Town 25—Wolverhampton Wanderers 29—PRESTON NORTH END

All home matches at 3.00 p.m., unless otherwise shown

NORTHERN INTERMEDIATE LEAGUE

August, 1977

20—GRIMSBY TOWN (12.00) 27—Rotherham United

September

24—Sunderland

3—BARNSLEY 10—Leeds United

17—CHESTERFIELD

October

1-HARTLEPOOL (2.00)

-NILC1 1st Leg:

HUDDERSFIELD TOWN

15—NiLC1 2nd Leg: Huddersfield Town

22-LINCOLN CITY (12.00)

29-Hull City

November

5-SHEFFIELD UNITED

12-SCUNTHORPE U. (12.00)

19—NILC2 1st Leg 26—NILC2 2nd Leg

December

3-York City

10-Huddersfield Town 17-MIDDLESBROUGH (2.00)

31—Newcastle United

January, 1978

7-NEWCASTLE UTD. (2.00)

14-Grimsby Town

21—YORK CITY 28—Barnsley

February.

4-LEEDS UNITED

11—Chesterfield

18—SUNDERLAND (2.00) 25—Hartlepool

March

4-Lincoln City

11-HULL CITY (12.00)

18-Sheffield United

25—Scunthorpe United

-ROTHERHAM UNITED

8-HUDDERSFIELD TOWN

15-Middlesbrough

All home matches at 11.00 a.m., unless otherwise shown

THE

The Owls

CHRIS TURNER
RICHARD WALDEN
DAVID RUSHBURY
DAVID CUSACK
HUGH DOWD
DENNIS LEMAN
RODGER WYLDE
JEFF JOHNSON
TOMMY TYNAN
IAN PORTERFIELD
PAUL BRADSHAW

The Robins

JIMMY ALLEN
JOHN McLAUGHLIN
JOHN TROLLOPE
KENNY STROUD
STEVE AIZLEWOOD
COLIN PROPHETT
DAVID MOSS
CHRIS KAMARA
MICK FRENCH
RAY McHALE
TREVOR ANDERSON

MATCH OFFICIALS

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Red Flag: R. A. BANKS (Manchester)
Orange Flag: A. ROBINSON (Manchester)

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