



OFFICIAL MATCH DAY MAGAZINE 15p

SWINDON TOWN FOOTBALL CLUB

SWINDON TOWN
V

SHREWSBURY TOWN

Swindon Town Football Co Limited

Registered Office County Ground
Swindon

Telephone No. 22118
President Mr. W. J. Castle
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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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This gentleman, a Senior Citizen, has been a supporter for more than fifty years and although his health prevents his attending matches, he donates a football every year.

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We shall be most grateful to hear from supporters who would like to donate a ball for one of our matches.

WOULDN'T A PINT GO DOWN WELL TONIGHT?



Bits and Pieces

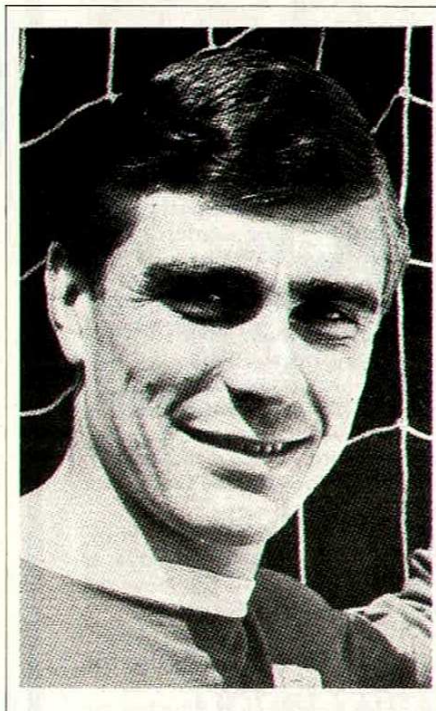
Swindon first played Shrewsbury in Season 1951/52, their first in Division (3) South, and their first visit to the County Ground resulted in a 2-1 win for them.

Shrewsbury's 7-0 victory against Swindon on May 6 1955 remains unsurpassed by the club to this day. It was the last game of the season and marked the debut of Swindon's Freddie Thompson.

At Christmas 1956, when Swindon again visited Gay Meadow, the home side repeated the seven goal treatment - but this time Bob Edwards (2) and Gordon Pembery reduced the arrears.

The most memorable season between the two Clubs was in Season 1960-61 when the teams met six times in four months. Both League games were drawn but Shrewsbury took the honours in both Cup Competitions. After three games and extra time Swindon went out of the League Cup Competition and an F.A. Cup tie at the County Ground produced a single-goal victory for the Shropshire side. One of the outstanding memories of those games was the goal scoring of Player Manager Arthur Rowley. Swindon's only consolation was a solitary win in the Football Combination when goals by David Corbett, 'Bronco' Layne and Willie Marshall saw the home side win by a 3-0 margin.

Shrewsbury featured in our promotion to Division 2 in 1963. On May 1st, 1963, the last home fixture of the season, the two teams met with Swindon needing one point from two games to clinch promotion. 20,273 fans turned up to see a Roger Smart goal give Swindon a 1-0 win.



ROGER SMART

In 1950-51 Shrewsbury Town withdrew from the F.A. Cup. The club, newly elected to the Football League, refused to play in the qualifying rounds of the competition.

During the years of 1958 to 1965 Arthur Rowley scored 152 League goals for Shrewsbury thus completing his League scoring record of 434 goals.

Alan Durban, Player Manager of Shrewsbury Town earned 27 full caps for Wales and Division 1 and 2 Championship medals.



ALAN DURBAN

Alf Wood of Shrewsbury scored five goals against Blackburn Rovers on 2nd October, 1971.

Fact finder

LEAGUE FORM - LAST FIVE SEASONS :

	Div	P	W	D	L	F - A	Pts	Pos	CUP ROUND REACHED	AVGE. HOME	Top League Scorer
76-77	: 3	46	18	11	17	65-59	47	10th 3rd	1st	4974	Chic Bates 13
75-76	: 3	46	19	10	17	61-59	48	9th 3rd	2nd	4651	Mike Kearney 13
74-75	: 4	46	26	10	10	80-43	62	2nd 1st	1st	4124	Ray Haywood 21
73-74	: 3	46	10	11	25	41-62	31	22nd 1st	1st	2506	Alan Durban 9
72-73	: 3	46	15	14	17	46-54	44	15th 2nd	1st	3004	Terry Hughes 12

COMPLETE FOOTBALL LEAGUE RECORD :

DIV.	P	W	D	L	F	A	PTS
THIRD	782	278	- 215	- 289	1153	- 1145	771
THIRD NORTH	46	15	- 7	- 24	43	- 74	37
THIRD SOUTH	322	102	- 84	- 136	455	- 547	288
FOURTH	92	50	- 20	- 22	181	- 106	120
TOTAL	1242	445	- 326	- 471	1832	- 1872	1216

SHREWSBURY

CUP ROUND REACHED
F.A.C. F.L.C. GATE

Talk of the Town

By the Chairman

Once again we play our normal Saturday fixture on a Friday night and we hope that the support will be as encouraging as it was against Bury and that the match will be as exciting. Tonight we welcome Shrewsbury Town Players and Officials.

Our game at Wrexham was disappointing for us, as we failed to get a point and we can only hope that our visit to Cambridge will have been more successful.

We had a strong following of supporters, who not only gave the team their vocal encouragement, but also proved to the locals that they know how to conduct themselves in a way that was a credit to our Club.

Since writing my last notes our Midland Youth side has played two games at home, beating Northampton Town 3 - 1 and drawing with Leicester City 3 - 3. We have a League game each week in this competition and yesterday we had a fixture with Derby County the result of course I do not know, when writing in advance. Jack Smith has a squad of boys that look good enough to win this League, given the average breaks that are needed to win any League, but it is our intention to use this League for the purpose of bleeding potential youngsters and it was encouraging to see several new faces in the team against Northampton with those who recommended them watching their progress. One such person at the Northampton game was Michael Blick whom many will remember was an apprentice with us under the management of Bert Head, who progressed through to the first team, but the signing of Mel Nurse meant few opportunities for Mick and he eventually left us to join Corby Town where he became Player/Manager. Mick bought along a young boy of sixteen and I know that Jack will be giving this lad another trial game soon. Mick is playing his football these days for the representative team of the Prison Services, where he works as a Prison Officer.

Talking about the law, the ninety two League Clubs met in London last week to try and reach a solution over the Players Freedom of Contract. After discussing a proposition put forward by a group of Midland Clubs which gave freedom of movement to players on the completion of their contracts, it was unanimously agreed to submit the proposition to the Players Union who had spoken of strike action if agreement could not be reached. After over two years of discussion with various ideas and formulas put forward, the Clubs have

now scrapped all the new ideas, with the simple solution, that if a player is not under a contract he can move to which ever club is prepared to buy him. The length of time that it takes to settle the deal between buying and selling clubs will not stop the player playing for his new club. Whether the Players Union will accept this remains to be seen, we all hope so.

You will have read that Messrs. Bradley & Sons Limited are the first firm to accept our match sponsorship offer. Messrs. Bradleys have always been good supporters of our Club and in fact, are shareholders of our Company. At Wrexham last Saturday, a local car firm sponsored the game and talking with sponsors after the game, they told me that they were delighted with the arrangements and I know that Wrexham were happy with their end of the bargain. Any firms that are interested in sponsorship and would like further details please contact Bob Jefferies at our office.

As you will have read our Squash Courts are now ready for use. To book your game telephone Jack Conley on Swindon 21240 and the courts will be available from 10.00 a.m. to 10.00 p.m.

Our new instant bingo ticket which gives £1,000 to be won in prizes weekly is proving very popular. The tickets are a little smaller in size, but the changes made from the previous tickets are interesting. Hoping that you enjoy tonight's game, and thank you for your support.

From the POOLS OFFICE!

Good evening to all our supporters and any Shrewsbury fans that have made the journey this evening.

On the Pools front our new Bingo Ticket with £1,000 to be won each week is gathering momentum. We still need a few new agents to help us sell them each week. If you are interested just contact us at The Pools Office, Swindon 31510 or 22118 Ext. 8.

Our Christmas Draw Tickets will soon be on the market with approx. £300 - £400 in prizes. So keep your eyes peeled.

Bob Jefferies our Secretary is starting his "Sponsor a Goal" scheme this week.

Bob is a very busy man so if you cannot contact him about Sponsorship. Once again Ring us on 31510 and we will fix you up with a Sponsorship Form. These forms will also be available at each turnstile tonight.

You can sponsor every League Goal scored by the Town this season from as little as 1p per Goal.

On October 17th another Meet the Players Evening will be held for all the good people who have sponsored our Players Kit this year.

Here's wishing Danny, Frank and the team good luck tonight.

Doug Buswell
Pools Manager.

MIDLAND YOUTH LEAGUE

TABLE OF RESULTS - w/e 26.9.1977

	P	W	D	L	F	A	PTS
WBA	04	02	02	00	03	01	06
DERBY COUNTY	04	01	03	00	08	02	05
LEICESTER CITY	04	02	01	01	13	08	05
BIRMINGHAM CITY	05	02	01	02	06	04	05
SWINDON TOWN	04	02	01	01	08	07	05
WOLVERHAMPTON	04	02	01	01	06	06	05
COVENTRY CITY	05	02	00	03	06	07	04
BRISTOL CITY	04	00	01	03	03	10	01
NORTHAMPTON	02	00	00	02	01	09	00

POP INTO THE SOUVENIR SHOP

Managed by Chris Eley
and Bob O'Neill

where you can buy

Ballpoint Pens	12p & 28p
'Town' Papermate Pens	70p
Satin Scarves	85p
Woollen Scarves	£1.30
Rosettes	20p
Pennants	30p
Lapel Badges	35p
Watch Straps	35p
Mugs	45p
Key Fobs	15p, 40p & 50p
Pencils	6p
Comb & Case	26p
Ties	£2.00p
Players Photographs	30p
Shoulder Bags	£2.00
Duffle Bags	£1.60
Bangles	50p & 55p
Pendants	40p & 70p
Bracelets	50p
Rings	45p
Belts	£1.00
Teapot Stands	55p
Ashtrays	40p
Letter Racks	60p
Button Badges	30p
Knitted Hats	90p
Coloured Team Photographs	60p
Autograph Books	33p
Splash patches	40p
Car Stickers	16p & 45p

Postal purchases welcome, please add postage.

**MISSING ANY HOME OR AWAY
PROGRAMMES FOR THE LAST
THREE SEASONS?**

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Tractors and Scrapers
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Tel: Swindon 36125 or 23876

DIVISION THREE LEAGUE TABLE
...up to and including Monday 26th September 1977

											High- est Lea- gue	Low- est Posi- tion	Avg	Best	
	HOME					AWAY									
	P	W	D	L	F-A	W	D	L	F-A	Pts	This Season	League	Gates	TOP GOAL SCORERS	
Colchester Utd.	8	3	1	0	8-1	1	1	2	3-3	10	1st	2nd	4809	5719 Bobby Gough 8(5)	
Oxford Utd.	8	3	0	1	8-4	1	2	1	8-8	10	2nd	11th	4475	4804 Peter Foley 8(6)	
Tranmere Rov.	7	3	1	0	7-3	1	1	1	2-2	10	2nd	6th	3825	5613 Russ Allen 5(4)	
Shrewsbury Town	8	1	2	1	5-6	3	0	1	8-4	10	4th	11th	3954	5261 Brian Hornsby 3(3), Paul Maguire 3(3)	
Chesterfield	8	4	0	0	8-2	1	0	3	4-7	10	1st	9th	4455	4705 Steve Cammack 4(3), Stuart Parker 4(3)	
Rotherham Utd.	7	2	1	0	2-0	2	1	1	9-8	10	5th	14th	4615	4906 Richard Finney 4(3)	
Bury	7	2	1	1	6-5	1	2	0	5-4	9	2nd	7th	5384	6769 Wayne Entwistle 4(2), Andy Rowland 4(4)	
Swindon Town	8	3	1	0	8-3	0	2	2	3-6	9	2nd	7th	7879	9396 Trevor Anderson 5(1), Chris Guthrie 5(3)	
Gillingham	8	2	1	1	7-8	1	2	1	7-8	9	6th	15th	4155	4917 Danny Westwood 8(7)	
Peterborough Utd.	8	1	3	0	5-4	2	0	2	2-4	9	10th	22nd	5121	6099 Barry Butlin 3(3), Steve Camp 3(0)	
Exeter City	8	1	1	2	6-5	2	1	1	6-3	8	2nd	11th	5310	5875 *Tony Kellow 4(4)	
Walsall	8	2	0	2	6-5	0	4	0	5-5	8	11th	17th	4849	5174 Alan Buckley 4(3)	
Carlisle Utd.	9	1	3	0	5-3	1	1	3	4-6	8	13th	18th	5053	5743 Bill Rafferty 6(4)	
Chester	8	2	2	0	8-4	0	2	2	3-8	8	7th	13th	3739	4520 Mike Kearney 5(4)	
Plymouth Argyle	7	1	2	1	5-4	1	1	1	2-3	7	8th	17th	6216	7154 Brian Hall 3(3), Mike Trusson 3(1)	
Wrexham	8	2	2	0	7-4	0	1	3	4-8	7	10th	18th	6132	8002 Bobby Shinton 6(5)	
Cambridge Utd.	7	1	1	1	4-4	1	2	1	4-7	7	14th	24th	3749	4381 Alan Biley 5(4)	
Portsmouth	7	1	1	1	3-2	1	1	2	2-5	6	13th	20th	11419	11757 Dave Kemp 6(3)	
Preston N.E.	7	1	2	0	4-3	0	2	2	1-4	6	8th	19th	5808	6014 Alex Bruce 3(2), Mike Ewiss 3(0)	
Port Vale	7	2	1	1	4-4	0	1	2	2-5	6	12th	20th	4140	5136 Jeff Hemmerman 4(3)	
Lincoln City	8	1	1	2	4-6	1	0	3	3-4	5	24th	20th	4906	6290 John Ward 4(3)	
Hereford Utd.	8	2	0	2	5-4	0	1	3	2-8	5	21st	24th	3911	4393 *Peter Spirling 3(1)	
Bradford City	8	1	1	2	8-6	0	1	3	1-8	4	11th	23rd	4144	4533 Don Hutchins 3(2), Bernie Wright 3(3)	
Sheffield Wed.	7	0	2	2	1-3	0	1	2	1-5	3	13th	24th	10645	12095 Tommy Tynan 5(2)	

*Lammie Robertson (Leicester City) 5(2) goals for Exeter City
Dixie McNeil (Wrexham) 4(3) goals for Hereford Utd.

No. of League Goals in brackets

DIVISION 3 1977/78

FOOTBALL COMBINATION

Date	Opponents	Ground	Score	Scorers	Attendance
1977					
Aug. 13	League Cup (1) Swansea City	A	3 - 1	11 - 3 - 9	5878
Aug. 16	League Cup (2) Swansea City	H	2 - 1	7 - 11	5415
Aug. 20	Sheffield Wednesday	A	1 - 1	8	12095
Aug. 23	Peterborough United	H	2 - 0	9 - 10	7117
Aug. 27	Portsmouth	H	3 - 1	8 - 10 - 7	9396
Aug. 31	League Cup 2 Cardiff City	H	5 - 1	9 11(2) 7 10	8919
Sept. 3	Walsall	A	0 - 2		4717
Sept. 10	Chesterfield	H	2 - 1	9 - 12	6847
Sept. 13	Preston North End	A	1 - 1	11	6014
Sept. 16	Bury	H	1 - 1	9	8139
Sept. 24	Wrexham	A	2 - 1	7	8002
Sept. 27	Cambridge United	A	2 - 5	7 - 10	4423
Sept. 30	Shrewsbury Town	H			
Oct. 4	Bradford City	H			
Oct. 8	Lincoln City	A			
Oct. 15	Port Vale	H			
Oct. 22	Chester	A			
Oct. 26	League Cup 3 Portsmouth	A			
Oct. 29	Exeter City	H			
Nov. 5	Gillingham	H			
Nov. 11	Colchester United	A			
Nov. 19	Rotherham United	H			
Nov. 26	F.A. Cup 1				
Nov. 30	League Cup 4				
Dec. 3	Hereford United	A			
Dec. 10	Carlisle United	H			
Dec. 17	F.A. Cup 2				
Dec. 26	Oxford United	A			
Dec. 27	Plymouth Argyle	H			
Dec. 31	Gillingham	A			
1978					
Jan. 2	Tranmere Rovers	H			
Jan. 7	Peterborough United (3)	A			
Jan. 14	Sheffield Wednesday	H			
Jan. 18	League Cup 5				
Jan. 20	Portsmouth	A			
Jan. 28	Walsall (4)	H			
Feb. 4	Chesterfield	A			
Feb. 8	League Cup SF				
Feb. 10	Bury	A			
Feb. 15	League Cup SF				
Feb. 18	Wrexham (5)	H			
Feb. 25	Shrewsbury Town	A			
Mar. 4	Lincoln City	H			
Mar. 7	Preston North End	H			
Mar. 11	Port Vale (6)	A			
Mar. 17	Chester (LCF)	H			
Mar. 22	Exeter City	A			
Mar. 25	Plymouth Argyle	A			
Mar. 27	Oxford United	H			
Mar. 28					
Mar. 31	Tranmere Rovers	A			
April 4	Cambridge United	H			
April 8	Colchester United (SF)	H			
April 15	Rotherham United	A			
April 22	Hereford United	H			
April 26	Bradford City	A			
April 29	Carlisle United	A			
May 6	F. A. Cup Final				

Date	Opponents	Ground	Score
1977			
Aug. 20	Birmingham	H	1 - 1
Aug. 23	Fulham	A	P
Aug. 31	Reading	A	1 - 2
Sept. 3	Ipswich Town	H	0 - 3
Sept. 10	Luton Town	A	2 - 1
Sept. 13	Crystal Palace	H	1 - 0
Sept. 20	Orient	H	0 - 0
Sept. 24	Oxford United	H	0 - 1
Oct. 4	Queens Park Rangers	A	
Oct. 8	Bristol Rovers	H	
Oct. 15	Tottenham Hotspur	A	
Oct. 22	Cardiff City	H	
Oct. 26	Chelsea	A	
Nov. 12	Norwich City	H	
Nov. 16	Crystal Palace	A	
Nov. 19	West Ham United	A	
Nov. 26	Leicester City	H	
Dec. 3	Plymouth Argyle	H	
Dec. 10	Hereford United	A	
Dec. 13	Bristol City	A	
Dec. 17	Southampton	A	
Dec. 31	Fulham	H	
1978			
Jan. 17	Reading	H	
Jan. 21	Ipswich Town	A	
Feb. 4	Luton Town	H	
Feb. 7	Arsenal	H	
Feb. 11	Orient	A	
Feb. 14	Birmingham City	A	
Feb. 18	Oxford United	A	
Feb. 25	Chelsea	H	
Mar. 7	Bristol Rovers	A	
Mar. 11	Tottenham Hotspur	H	
Mar. 15	Cardiff City	A	
Mar. 25	Southampton	H	
Mar. 27	Arsenal	A	
April 1	Bristol City	H	
April 5	Norwich City	A	
April 8	Leicester City	A	
April 15	West Ham United	H	
April 22	Plymouth Argyle	A	
April 25	Queens Park Rangers	H	
April 29	Hereford United	H	

First Team Appearances and Goals 1977-78

Totals include subs

(Goals in parentheses)

	Total	League	F.L.C.	FAC
1. Allan	12	9	3	
2. McLaughlin	12	9	3	
3. Trollope	12(1)	9	3(1)	
4. Stroud	11	8	3	
5. Aizlewood	12	9	3	
6. Prohett	12	9	3	
7. Moss	12(5)	9(3)	3(2)	
8. Kamara	10(2)	7(2)	3	
9. Guthrie	11(5)	8(3)	3(2)	
10. McHale	12(4)	9(3)	3(1)	
11. Anderson	12(5)	9(1)	3(4)	
12. Ford	8(1)	7(1)	1	
13. Cunningham	1	1		
14. French	1	1		

These fixtures are the copyright of The Football League Limited.

FOR THE RECORD

Sept. 13 - Div. 3 v. PRESTON NORTH END

Allan, McLaughlin, Trollope, Stroud, Aizlewood, Prohett, Moss, Ford, Guthrie, McHale, Anderson

Sept. 16 - Div. 3 v. WREXHAM

Allan, McLaughlin, Trollope, Stroud, Aizlewood, Prohett, Moss, Ford (Kamara), Guthrie, McHale, Anderson.

Sept. 17 - Midland Youth v. NORTHAMPTON TOWN

Lymer, Norman, Reilly, Henry, Jordan, Hatter, (Murphy) Barry, Gilligan, Wood, Lock, Durbridge.

Sept. 13 - Football Comb. v. CRYSTAL PALACE

Roberts, Kelly, Reilly, Collicutt, Lewis, Walker, Gilligan, Woodward, Durbridge, Brinkworth, Barry, (Norman).

Sept. 20 - Football Comb. v. ORIENT

Roberts, Kelly, Reilly, Collicutt, Lewis, Kamara, Durbridge, Woodward, Brinkworth, Gilligan, Walker, (Norman).

Sept. 24 - Football Comb. v. OXFORD UNITED

Roberts, Kelly, Reilly, Collicutt, Lewis, Walker (Barry) Gilligan, Woodward, Durbridge, Brinkworth, Hatter.

IN TOWN TODAY

KEN MULHEARN (Goalkeeper)

Once an Everton reserve, Ken began his League career with Stockport. Manchester City signed him in 1967 and he played 50 First Division games for them before signing for Shrewsbury in March 1971.

League record: Everton nil aps; Stockport 100 aps; Man. City 50 aps.; Shrewsbury 288 aps.

STEVE HAYES (Defender)

Steve was re-introduced to middle of the defence towards the end of last season. He first appeared in the senior side in 1974/75 and the following season he was loaned to Torquay.

League record: Torquay (loan) 1 ap; Shrewsbury 25(3) aps.

COLIN GRIFFIN (Defender)

Colin, who has settled so well at centre-back, made a quick rise to League soccer. He turned professional with Derby in 1975/76 but within weeks he was transferred to Shrewsbury for £10,000.

League record: Derby nil aps. Shrewsbury 74 aps., 3 gls.

CARLETON LEONARD (Defender)

Carleton earned his chance in the first-team two seasons ago. Last season he took over the left-back position and missed only one match throughout the campaign.

League record: Shrewsbury 66(1) aps. 1gl

BRIAN HORNSBY (Midfield)

Brian was a 1976 close season signing from Arsenal. Though he enjoyed several runs in the Gunners' side he was never a regular. He celebrated his Shrewsbury debut at Lincoln last season with a point-earning goal.

League record: Arsenal 23(3)aps., 5 gls; Shrewsbury 51 aps., 11 gls.

IAN ATKINS (Midfield) Ian was drafted into the first-team two seasons ago and quite early on took over the penalty-taker's job. Last season he scored eight times - five from the spot.

League record: Shrewsbury 77(3) aps., 11 gls.



SHREWSBURY

BACK ROW Lee Roberts; Bob Wardle; Billy Trench; Ken Mulhearn; Steve Hayes.

MIDDLE ROW Richie Barker (Coach); Kevin Moore; Stephen Cross; Paul Hampson; Alan Durban (Manager); Ian Loughnane; Trevor Jones; Jimmy Steele; John Malam (Trainer).

FRONT ROW Sam Irvine; John King; Ian Atkins; Carleton Leonard; Chick Bates; Graham Turner; Colin Griffin; Peter Loughnane; Jon Nixon; Brian Hornsby; Paul Maguire.

PAUL MAGUIRE (Midfield) Paul discovered in Scottish junior football in the 1976 close-season, was given an early chance to show his paces in League football. Paul registered his first hat-trick in their 4-3 F.A. Cup victory over Doncaster last November. He scored 9 goals last season.

League record: Shrewsbury 43 (4) aps., 7 gls.

ALAN DURBAN (Midfield) Alan is Shrewsbury's player-manager.

Capped 27 times by Wales, he opened his career with Cardiff but moved to Derby in 1963. It was at the Baseball Ground that he enjoyed his most successful days. Shrewsbury signed him in 1973. League record: Cardiff 52 aps., 9 gls; Derby 336 (9) aps., 91 gls; Shrewsbury 134 (6) aps., 31 gls.

SAM IRVINE (Midfield) Sam, a former Shrewsbury apprentice, made his debut in 1972/73 and has been on regular duty for the past four years.

League record: Shrewsbury 158 (8) aps., 10 gls.

JIMMY LINDSAY (Midfield)

Jimmy is a former Scottish youth international who spent his early days with West Ham. Watford signed him in 1971.

League record: West Ham 35(3) aps., 2 gls; Watford 64(1) aps., 12 gls; Colchester 45 aps., 6 gls; Hereford 79 aps., 6 gls; Shrewsbury 3 aps.

CHIC BATES (Forward)

Chic has been a consistent scorer since he was introduced to the team on the opening day of 1974/75. He scored 17 that term, adding 11 more in 1975/76. Last season he was top scorer with 15 goals.

League record: Shrewsbury 139 aps 37 gls.

JON NIXON (Forward) Jon was signed from Peterborough during the summer. He gave up a teaching career to sign for Notts. County in 1970 and in 1973/73 he was their second-highest scorer with 20 goals. Peterborough signed him for £15,000 in 1974.

League record: Notts. Co. 167 (12) aps., 32 gls; Peterborough 104 (6) aps., 16 gls; Shrewsbury 3 aps.

FOCUS ON

Jimmy Allen

By Tony Pulein

FOOTBALL LEAGUE



	71/72	72/73	73/74	74/75	75/76	76/77	77/78	TOTAL
A. Villa		1(3)	2(1)					3(4)
Blackpool		1(2)	2(2)					3(4)
Bolton			1(2)					1(2)
Brighton						2(5)		2(5)
Bris. City		1(3)	2(2)					3(5)
Bury					1(5)	2(1)	1(1)	4(7)
Cambridge Utd.							1(5)	1(5)
Cardiff			1(2)					1(2)
Carlisle			2(7)					2(7)
Chester						2(3)		2(3)
Chesterfield						2	1(1)	3(1)
Colchester					1(1)			1(1)
C. Palace			2(5)			2(6)		4(11)
Fulham	1(2)	1(2)	2(5)					4(9)
Gillingham					1(2)	2(4)		3(6)
Grimsby					1	1(2)		2(2)
Halifax				1(1)	1(1)			2(2)
Hereford					1(1)			1(1)
Huddersfield		1(1)		1(2)				2(3)
Hull			2(1)					2(1)
Lincoln						2(2)		2(2)
Luton			1(2)					1(2)
Mansfield						2(2)		2(2)
Mid'brough		1	1(1)					2(1)
Millwall		1(1)	2(6)					3(7)
Northampton						2(2)		2(2)
Nottm. For.			2(2)					2(2)
Notts. Co.			2(6)					2(6)
Orient	1(2)	1(1)	2(2)					4(5)
Oxford		1(1)	1			2		4(1)
Peterborough						2(5)	1	3(5)
Portsmouth	1(1)	2(2)	1(3)			2(5)	1(1)	7(2)
Port Vale				1(2)	1(3)	2(2)		4(7)
Preston	1(2)		2(2)			2(3)	1(1)	6(8)
Q.P.R.	2(3)	1(5)						3(8)
Reading						1(4)		1(4)
Rotherham					1	2(5)		3(5)
Sheff. Wed.			2(3)			2(5)	1(1)	5(9)
Shrewsbury					1(3)	1		2(3)
Southeast				1(2)				1(2)
Sunderland		1(1)	1(4)					2(5)
Tranmere				1(3)		2(1)		3(4)
Walsall						2(4)	1(2)	3(6)
Watford	1							1
W.B.A.			2(2)			2(2)		2(2)
Wrexham				1(1)	1(2)	2(4)	1(2)	5(9)
York						2(5)		2(5)
	7 (10)	13 (22)	35 (60)	6 (11)	10 (18)	43 (70)	9 (14)	123 (195)

Patience paid off for Jimmy Allen when he regained his place in our first-team last season. He had been the regular choice in goal during the 1973/74 campaign but, after later losing his place, he decided he would fight to regain it. It took him two years but he now considers the wait worth while.

Jimmy has been a Swindon professional since July 1971. He made his League debut against Queen's Park Rangers at the County Ground in September 1971, coming through satisfactorily in a 0-0 draw.

He has now played over 200 games for us and here we analyse his appearances against each opponent. The figures in brackets denote the goals he has conceded.

F.A. CUP

	72/73	73/74	74/75	75/76	76/77	TOTAL
Birmingham	1					1
Bromley					1	1
Everton					2(4)	2(4)
Fulham					2(3)	2(3)
Hitchin					2(2)	2(2)
Portsmouth		2(4)				2(4)
W.B.A.	1(2)					1(2)
	2(2)	2(4)	-	-	7(9)	11(15)

LEAGUE CUP

	73/74	74/75	75/76	76/77	77/78	TOTAL
Cardiff	1(1)				1(1)	1(1)
Chesterfield	1(1)					1(1)
Newport	2(4)					2(4)
Northampton				2(4)		2(4)
Swansea			1(3)		2(2)	2(2)
Wolves						1(3)
	3(5)	-	1(3)	2(4)	3(3)	9(15)

DANNY'S DESK



Today we are launching a new sponsorship scheme where we are asking you, the supporters, to sponsor every goal scored in our League matches throughout the season. I think that everyone appreciates the precarious state that football finances are in and many a club is struggling for it's survival but we at Swindon do not wish only to survive, we earnestly desire to progress. To do this we need your help as well as your continued support. If each and everyone present here today will join the 'Sponsor a Goal' scheme for whatever sum they can afford, then the resultant receipts would be tremendous. The amount per goal can be tailored to suit your pocket and if you can only manage 1p. per goal, well that will be just great with us. Of course if you can afford 10p. then that will be even more wonderful. We shall acknowledge every individual sponsor in the match programme and I sincerely hope that it will take us until the end of the season to do so. If our entire support of last season, which averaged 7800, had sponsored us last season, when we scored 68 goals, the income would have been as follows:-

at 1p. per goal - cost to sponsor 68p.
- Total £ 5,304.
at 2p. per goal - cost to sponsor £1.36
- Total £10,608.
at 5p. per goal - cost to sponsor £3.40
- Total £26,520
at 10p. per goal - cost to sponsor £6.80
- Total £53,040

So please everyone, send us your agreement to 'Sponsor a Goal' - in fact, why not hand it in to the office before you leave for home this evening, you will be doing the Club a great service.

Let us show the rest of the football world that the supporters of the Swindon Town Football Club really do care about their club and are prepared to help it attain the greatness for which we have for so long been striving.

We were all very disappointed with our performance at Wrexham last Saturday, three of our best players had an off day and we were unable to put our game together. We were our own enemy during the first half giving the ball away far too often. We improved during the second half and in fact during the last twenty minutes Wrexham's Manager was biting his finger nails. One thing is certain, I shall have to have better performances away from home or there will have to be changes.

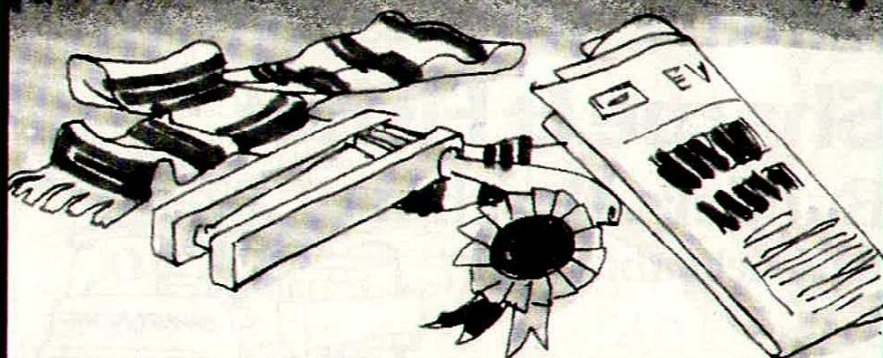
This evening we welcome Shrewsbury Town whose Player/Manager Alan Durban, has the distinction of having appeared on all 92 League Clubs. I went to Chesterfield to see them play Shrewsbury earlier in the month and found them to be a very good footballing side and I am sure we shall see an entertaining game.

Enjoy yourselves and please —
'SPONSOR A GOAL'.

THE FOOTBALL COMBINATION Table of Results to Tuesday, 27th September (Not inclusive)

	Goals						
	P	W	D	L	For	Ag	Pts
Southampton	6	6	0	0	16	2	12
Q.P.R.	7	5	1	1	11	2	11
Chelsea	7	4	1	2	18	6	9
Tottenham Hotspur	7	3	3	1	13	6	9
Hereford Utd	7	4	1	2	11	9	9
Bristol City	6	3	2	1	11	7	8
Birmingham City	7	2	4	1	8	6	8
Fulham	7	2	4	1	8	6	8
Luton Town	8	3	2	3	14	12	8
West Ham United	5	2	2	1	11	6	6
Arsenal	8	2	2	4	9	8	6
Crystal Palace	7	2	2	3	6	8	6
Swindon Town	7	2	2	3	5	8	6
Bristol Rovers	5	2	2	1	4	8	6
Leicester City	7	3	0	4	6	10	6
Norwich City	6	2	2	2	5	10	6
Ipswich Town	6	1	3	2	7	7	5
Orient	5	1	1	3	2	7	3
Oxford United	6	1	1	4	5	11	3
Plymouth Argyle	6	1	0	5	6	11	2
Reading	5	1	0	4	4	14	2
Cardiff	5	0	1	4	5	21	1

Part of every supporter's kit.



The Evening Advertiser

Spotlight on Division 3

By Tony Pullein

PLAYER TRANSFERRED FROM "GHOST" CLUB

Carlisle United have found themselves involved in one of the strangest transfer deals of our time. For they are committed to paying hire-purchase instalments to a club that no longer exists!

It all began in the summer when Carlisle signed Les Mutrie from Gateshead United, the Northern Premier League club. The agreed fee was £5,000 and Carlisle paid the first instalment of £1,500. So they have £3,500 still to pay, plus further bonuses of £2,000 every time Mutrie signs on for a further season.

During the summer, however, Gateshead United folded up. A new club, Gateshead F.C., was formed and took its place in the Northern Premier League but it has no connections with the previous club.

The question is — who gets the balance of the transfer fee?

An F.A. spokesman confessed that he couldn't be sure. "There has never been a case like this before, as far as I can trace," he said. "I would imagine the money is still due to Gateshead United but I cannot be sure."

But there is no Gateshead United F.C. any more.

Carlisle secretary David Dent said his club will be getting legal advice. "Our agreement was with Gateshead United and when the time comes for the next instalment to be paid I shall be contacting our lawyers. We shall have to see whether we are legally or morally obliged to meet any further payments to them."

Meanwhile, Mutrie himself is not concerned. "I have at last achieved my ambition to play in League football," he smiled. "I shall leave others to sort out the transfer tangle."

Mutrie, now aged 24, has been a leading striker in the Northern Premier League for some years. Last season he hit 19 for Gateshead United. This summer Mutrie had a three-week trial with Newcastle United but they felt he was too old to sign. He then spent a week with Southampton and Lawrie McMenemy was keen to sign him. But Mutrie had doubts about moving home to the South.

Eventually he joined Carlisle in a transfer deal that has earned a special place in football's case histories.

Portsmouth manager Jimmy Dickinson, known throughout his career for keeping his cool in all situations, lost his composure after his side's 0-2 home defeat by Lincoln.

"I am disgusted and ashamed," he raged. "We were a disgrace and we gave the goals away. There are going to be changes made you can be sure. The main difficulty is in knowing where to start!"

That was Lincoln's first victory of the season.

That was one joy still awaiting Sheffield Wednesday last week. The Hillsborough situation had deteriorated to the point where they had collected only three points from six matches and they shared bottom place with Hereford and Lincoln.

For a club in difficulties, Hereford took the unusual step of selling their great goalscorer Dixie McNeill to Wrexham for £60,000. Wrexham manager Arfon Griffiths is hoping McNeill will maintain his scoring record of recent years and prove an able successor to Billy Ashcroft who was recently sold to Middlesbrough for £120,000.

McNeill scored 18 goals for Hereford last season and had hit almost 100 in three seasons since joining the club from Lincoln.

Another striker poised to change clubs was Fred Binney who was given a free by Brighton. Binney, a former Torquay and Exeter player, scored 27 goals for Brighton two seasons ago and he was Exeter's top scorer for three successive seasons until signing for Brighton in 1974.

Last season he lost his place to Peter Ward and, after going to the U.S. this summer, Binney was poised to sign for Bournemouth. Last week it seemed he might sign for Portsmouth.

WHAT'S IN A PROGRAMME?

A Survey of Swindon Town Programmes over the past 30 years - Part One : Up to 1963

Followers of the Town soon after the War got a single sheet of paper folded in two for a contribution of 2d (1p). The programme consisted of the teams in the centre spread - a feature which remained unaltered until 1969 - a quiz on the outer covers and the total remaining space was devoted to advertisements.

Club Notes, the predecessor of News and Views, appeared for the 1946-47 season, when the content was doubled to eight small pages. The colour of paper used was changed for each match.

Few people in those days travelled to away games, except perhaps cup-ties, and so attendances at Reserve games warranted a similar programme to that produced for League matches. A fixture list was included in the programme from August 1946, but had disappeared again by the end of 1949.

The autumn of 1950 saw the programme take on a completely new look - and a new price of 3d (little over 1p), at which it would remain for nine years. It sported a bright red cover, twelve larger pages and featured a precis on the visiting club, Manager's Notes - written by the late Louis Page - and space allotted to the Supporters Club. The fixtures reappeared together with League tables not only for the Third South, but the First and Second Divisions also.

For the 1951-52 season, the format differed very slightly. The tables for the top two divisions were axed and the programme received a facelift. This cover design then remained unchanged until August 1956.

Programme buyers for the 1952-53 season were treated to a portrait of a first team player for each issue, a practice that was not repeated with any consistency until 1965.

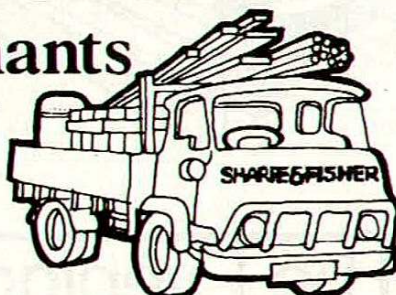
The aerial view of the County Ground first appeared on the programme cover for the 1956-57 season and remained in use right up to promotion in 1963, although the photograph was changed to show the new Shrivensham Road stand from 1959.

Very brief pen pictures of the visiting team began to appear from 1956.

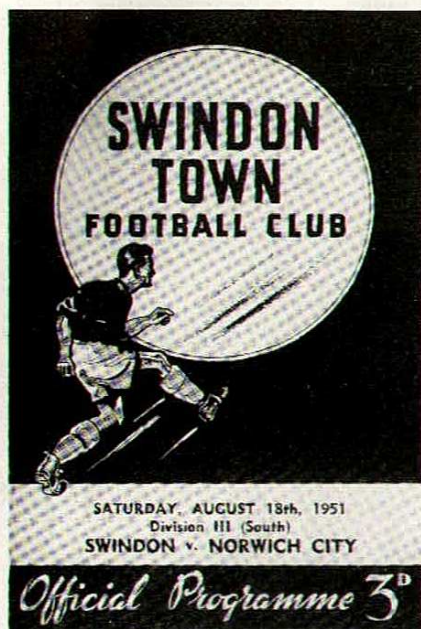
October 1959 saw the price increased to 4d (under 2p) but the content also expanded to sixteen pages, the extra space allowing inclusion of a regular Saturday Summary - equivalent to today's For the Record - and League tables for the Town's reserve and junior sides.

The programme received a major overhaul in August 1962 when it was shrunk to a thirty-two page pocket-sized edition. The pen picture section was expanded to cover three or four pages and full fixture lists appeared for the Combination and 'A' teams.

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..... How the programme looked for the opening match of the 1951-52 season.



..... and its successor which lasted until 1962. One has to read the small print within to determine its exact vintage.



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FRIDAY 30th SEPTEMBER 1977

SWINDON

at 7.30p.m.

SHREWSBURY

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



REFEREE:

Mr. GOW, W. JOHN (Swansea).
An experienced League referee has been on the list since 1963. Refereed the Football League Cup Semi-Final - Manchester City v. Middlesbrough in 1976 and has, in addition, handled many important Home and European matches, including the 1974/75 and 1976/77 Welsh Cup Finals. Reserve referee for 1977 League Cup Final and also referee of the Scotland v. Northern Ireland International.

A married man, with two children, he is a Schoolmaster and his hobbies are swimming and painting. He is a past President of the Football League Referees and Linesmen's Association.

- 1 MULHEARN
- 2 KING
- 3 LEONARD
- 4 DURBAN
- 5 GRIFFIN
- 6 ATKINS
- 7 IRVINE
- 8 HORNSBY
- 9 LINDSAY
- 10 BATES
- 11 McGUIRE

Linesmen: Red Flag: Mr. T.D. Raymond (Andover)

Yellow Flag: Mr. D. Woodward (Welland)

NEXT MATCH

Tuesday next 4th October, 1977

DIVISION III

BRADFORD CITY K.O. 7.30 p.m.

SPONSOR A GOAL

How it works.

1. You simply decide how much to donate to the Swindon Town Football Club everytime we score a League goal.
2. The amount per goal can be tailored to suit your desired involvement in the scheme from 1p upwards, e.g. If you decide to donate 10p per League goal and at the end of the season we have scored 60 League goals, your sponsorship would amount to £6.00p.
3. At the end of the season you simply remit to the Swindon Town Football Club the appropriate amount.
4. All sponsors will be acknowledged in the Club Programme.

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