HEREFORD UNITED FC REVIEW

PONTIN HOLIDAY DRAW VOUCHER 10

FOOTBALL LEAGUE DIVISION THREE





VERSUS

SWINDON TOWN

ON DECEMBER 3rd, 1977



OFFICIAL MATCH MAGAZINE



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Fourth Division

Runners-up: 1972-73

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Stadium Manager:

BILL GROVES

JOHN SILLET POINT OF VIEW



ON Wednesday night we suffered a result that I have always dreaded as a player, then as a coach and finally as a manager. My playing career was spent with Football League clubs and on the occasions we met non-league opposition we came through the ties without any embarrassment. Then I became a coach and again I missed out on the type of humiliation that a team of full-time professionals suffer when beaten by non-league part-timers. But on Wednesday that day finally arrived when we were beaten by Southern League Wealdstone.

It was a nightmare for me. There is no other word I can think of to describe the experience. I have never been so deflated in my football career. I cried in my heart for the players, who seemed unable to realise the enormity of what was happening to them. I cried for the fans, who tried so hard to encourage the team. And I cried for the directors, who have done so much to make Hereford United what we are today.

Hereford United won their spurs as a great cup fighting team. We were hailed as the giantkillers on many occasions before being elected to the Football League. Now the tables have been turned and what happened to us on Wednesday night will leave a scar with me that can never be forgotten. Now I know how Goliath felt when he was slain by David.

Don't ask me for an explanation. The players are the only people who can provide the answer. They knew what to expect but failed to get the message. We should have beaten Wealdstone by four or five goals last Saturday and I impressed on the players that it would be a different game at Edgar Street. But when we scored in the first minute they thought that it was all over and that they were going to stroll to victory. It was not until we were trailing 3-1 that any real urgency came back into our game.

What happened on Wednesday is now in the past. I want to forget all about it and start building for the future. I want the players to put it out of their mind and I want you to get behind them and help to restore their confidence. I am certain that there is going to be a whiplash and there is no time like the present to show that Wednesday's result was completely out of character. If the players really take Wednesday's result to heart—and I hope they have, then I feel sorry for Swindon today. This is the time to make that whiplash really felt.

All the best, JOHN.

Cover Picture: Winger Kenny Stephens challenges for possession during Hereford United's last home league match against Walsall.

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Third Division Round-up

SWINDON Town share one thing in common with Hereford United this season and that is their failure to register an away victory in the Third Division after doing the double over Swansea City in the Football League Cup at the outset of the present campaign.

Since their Vetch Field success they have collected only two points from drawn games at Hillsborough and Gigg Lane but have returned home empty handed from their other six league trips.

Their last away league win, in fact, was over nine months ago when they beat Tranmere Rovers at Prenton Park on February 21st and since then they have been beaten in nine out of 16 away games and drawn the other seven.

Hereford, of course, have not won on opposition territory since their sensational 5-3 victory over Oldham Athletic in a Second Division match on April 16th. They've gone 11 games without an away win but have picked up five points from drawn games.

It is also seven league and cup matches since United scored a goal away from home and Dixie McNeil was the last player to find the target for them on an opponents' ground almost three months ago when they went down 2-1 at Chesterfield.

Next Saturday Dixie will be lining-up against his former team mates when United visit the Racecourse to play Third Division leaders Wrexham but I doubt if he will break the sequence for United by popping in an own goal.

Since he joined the North Wales club in September Wrexham have put together an unbeaten run of 13 games, including cup wins over First Division Bristol City and non-league Burton Albion, and have collected 20 out of a possible 22 points from their last 11 Third Division matches.

Dixie, who is still rather unbelievably Hereford's top scorer this season with four goals despite the fact that he was transferred to Wrexham a month after the beginning of the season, has played a big part in his new club's success and has already netted seven goals for them to take his tally to 11.

Swindon, in fact, also play Wrexham next week when the clubs meet in the fourth round of the Football League next Wednesday and they have good reason to remember McNeil.

He made his debut for Wrexham against the Robins in September and scored one of the goals in a 2-1 win that started the North Wales club on their present unbeaten sequence.

by TED WOODRIFFE

Hereford Times

Whatever the outcome of next Wednesday's match the Third Division are certain to have two clubs in the fifth round of the League Cup with either Swindon, former winners, or Wrexham, who knocked out Leicester City and Spurs last season, joining Bury in the last 16.

Bury, now under the managership of Bob Stokoe, who took Sunderland to cup glory four years ago, gained a sensational 1-0 win over First Division West Bromwich Albion on Tuesday night to end a bleak spell of 10 games without a win.

In the F.A. Cup, however, they were beaten last Saturday by Sheffield Wednesday who are still propping up the Third Division with only three wins from 18 matches. And like Hereford and Swindon, they are also without an away win.

Will Swindon achieve the breakthrough today? It must be on the cards if United play like they did against Wealdstone on Wednesday. It seems much more likely than Hereford breaking their sequence at Wrexham next Saturday!

THIRD DIVISION

WREXHAM TRANMERE PETERBOROUGH GILLINGHAM SHREWSBURY CAMBRIDGE PRESTON COLCHESTER EXETER WALSALL SWINDON TOWN OXFORD ROTHERHAM BURY CHESTERFIELD CHESTER CARLISLE PLYMOUTH HEREFORD UNITED BRADFORD PORT VALE LINCOLN BURY CHESTERFIELD BRADFORD BRADFO	188888888888888888888888888888888888888	W09878867867765745555353	D54674485374468396665948	L35446646757765857778697	308 15 30 32 9 12 5 22 29 25 3 9 17 20 32 24 12 0 18 17 18 7	A861457191243229126669	Pts 252 221 200 200 199 188 188 177 166 155 154 144
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* FORTHCOMING ATTRACTIONS AT EDGAR STREET

NEXT TUESDAY, DECEMBER 6th, 1977 — F.A. YOUTH CUP HEREFORD UNITED v WOLVERHAMPTON WANDERERS. Kick-off 7.30 p.m.

SATURDAY, DECEMBER 10th, 1977 — FOOTBALL COMBINATION HEREFORD UNITED v SWINDON TOWN. Kick-off 3 p.m.

SATURDAY, DECEMBER 17th, 1977 — FOOTBALL COMBINATION HEREFORD UNITED v ORIENT. Kick-off 3 p.m.

VISITORS' PEDIGREE

Formed: 1881.

Turned Professional: 1894.

Honours: Division Three Runners-up 1962-63, 1968-69. Football League Cup Winners 1969. Anglo Italian Cup Winners 1970. F.A. Cup semi-finalists 1910, 1912.

Nickname: The Robins.

Manager: Danny Williams.

Ground: County Ground (capacity 30,000).

SWINDON Town have had two spells in the Second Division and have made their intention clear that they will be challenging for a promotion place again this season after missing out by a couple of points three years ago.

Last season their promotion bid was side-tracked by an involvement in the F.A. Cup when they played a total of seven matches before being pipped by First Division Everton in a replay at Goodison Park after crushing Second Division Fulham 5-0.

The Robins, in fact, have enjoyed more cup glory than most clubs in the lower bracket of the league and earlier this season handed out another 5-1 hiding to Second Division opponents when they entertained Cardiff City in the Football League Cup.

Nine years ago the Football League Cup competition provided Swindon with their greatest triumph when they beat mighty Arsenal 3-1 at Wembley to carry off the trophy. On their way to the final they disposed of Burnley, Coventry City, Derby County and Blackburn Rovers, and a crowd of 98,189 spectators paid £104,000 to see them gain their sensational extra-time victory over the Gunners.

Founded by a clergyman in 1881 the Robins became original members of the Southern League when the competition was started in 1894 but it took them over 10 years to establish themselves after twice finishing at the bottom of the table. Between 1908 and 1914, however, they won the Southern League title twice and finished runners-up on three other occasions.

They also emerged as F.A. Cup giant-killers during this period and reached the semi-finals in 1910 and 1912 after eliminating a number of First Division clubs. In 1910 they knocked out Manchester City, Burnley and Spurs before losing 2-0 to Newcastle, the eventual winners, and two-years later disposed of Everton and West Ham to book a semi-final meeting with Barnsley, who were then in the Second Division. After a goal-less draw Barnsley pipped them 1-0.

Although a non-league club, the England selectors kept Swindon under their microscope and Harold Fleming, an inside-forward, whose skills played a major part in Swindon's success during this period, was capped nine times for the national team.

They became original members of the Third Division South when it was formed in 1920 but it took them 43 years before they gained promotion in 1963 by finishing runners-up. They started off well in the Second Division, being undefeated for their first nine matches, but they eventually finished the season well down the table and were relegated the following season.

In 1968-69 they climbed back into the Second Division after finishing level on points with Watford, who pipped them on goal average for the title.

The following season they reached the quarterfinals of the F.A. Cup and a crowd of 27,500 packed the County Ground for a visit from Leeds United, whose team was packed with internationals. Allan Clarke snapped up a couple of first half goals to give Leeds a 2-0 victory. It was a season packed with action for Swindon and they finished only three points behind runners-up Blackpool in the Second Division following a spirited effort to get into the top section.

After five seasons in the Second Division they were relegated at the end of the 1973-74 campaign when they finished at the foot of the table with only 25 points from their 42 games. They managed only one away win, and in fact, their poor form on opposition territory has also been a major handicap in their bid to get back into the Second Division.

MAN IN THE MIDDLE

KEN BURNS, of Stourbridge, commenced refereeing locally in 1949 and

progressed to the Football League line by way of the Worcestershire Combination and the West Midland League. He was appointed to the full list of league referees in 1961, the F.I.F.A. list in 1969 and U.E.F.A. in 1970. He has refereed many international and European championship matches as well as top domestic cup games. Married with two daughters, he is a legal executive and his hobbies are snooker, cricket and golf.

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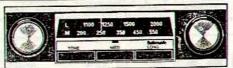
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Swindon Town's first team squad: Back Row, left to right—John Trollope, Colin Prophett, Russell Lewis, Jimmy Allen, David Syrett, Steve Aizlewood, Micky French, Frank Burrows. Front Row—David Cunningham, Ken Stroud, David Moss, John McLaughlin, Howard Goddard, Ray McHale.

Meet the ROBINS

OALKEEPER Jimmy Allen joined the Robins as an apprentice in 1970 and hails from Inverness. He made his league debut 12 months later but did not command a regular first team place until last season when he missed only three Third Division matches taking his appearance total to 114. His deputy Kevin Roberts was a part-timer with Welton Rovers for several seasons before he joined Swindon earlier this year in March.

John Trollope is the club's appearance record holder with over 700 league games to his credit and around 800 in all competitions. He started with the club as an apprentice and signed professional in 1960. He is the last survivor of the club's promotion sides of 1963 and 1969, and won a league cup medal when the Robins beat Arsenal in 1969. He was born only a few miles from Swindon's County Ground.

Andrew Ford played for Minehead in the Western League while still at school before joining AFC Bournemouth when 17 and spent two years at Dean Court. He then moved to Southend and during four years with the club made 135 appearances, winning the club's Player of the Year award last season when he was also nominated by the P.F.A. in their representative Fourth Division team. Kenny Stroud, signed in 1970, had to wait several seasons to establish but has now made over 150 first team appearances.

Steve Aizlewood began his league career with Newport County when still 16 and made over 200 league and cup appearances for his home town clubs before being transferred to Swindon for a £15,000 fee in March, 1976. He won four Welsh under-23 caps when at Somerton Park and since his move to the County Ground he has added another 60 league games to his tally.

Colin Prophett was initially an amateur with his home town club Crewe Alexandra but made his league debut as a professional with Sheffield Wednesday and had a spell of first team football with Norwich City before linking up with the Robins three years ago. He has made in the region of 300 league appearances with the three clubs, including over 120 with Swindon. David Cunningham moved from Brechin City to Southend with whom he played 56 league games and then received a free transfer joining Swindon during the summer.

John McLaughlin, an England Youth international, cost the Robins £25,000 when signed from Colchester in December 1973. He made 66 league appearances for the Essex club and has since taken his total over the 200 mark. Chris Kamara joined Portsmouth as an apprentice and signed professional two years ago. He made 64 league appearances before signing for Swindon in August.

Chris Guthrie, another newcomer this season, cost Swindon £25,000 when they signed him from Sheffield United, who paid £100,000 for his signature when he joined them from Southend in 1975. He has made in the region of 200 league appearances, including five in the First Division with Newcastle United with whom he started his career. David Moss is in his sixth season with the club and topped their scoring list with 21 league and cup goals last term. He has netted over 50 in his 200 league games.

Trevor Anderson, a current Northern Ireland player, has won 16 caps and made 19 league appearances with Manchester United before joining the Robins for whom he has played over 130 league games. Ray McHale has collected over 60 league goals in 200 games with Chesterfield, Halifax Town and Swindon, and Trevor Goddard twice topped Bournemouth's list of marksmen before moving to Swindon in 1976.

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FAN OF THE WEEK: The supporter ringed in our pictuhome league match against Peterborough United on Decemb

EDGAR STREE

ON a recent visit to Hereford as a guest of club chairman Mr. Frank Miles, Lt. Col. Freddie Franklin, who lives near Brighton, was pressed into service to play darts for the Vice-Presidents' Club in a city league match. To express his appreciation for the hospitality he received he has presented the club with a shove ha'penny board which he hopes will provide members with an additional pastime and he will be willing to take on all comers at the game on his next visit take on all comers at the game on his next visit to the city.

United's Players' Committee is back to full strength again with the co-option of Peter Mellor, Roy Carter and Kevin Sheedy to join club captain Tommy Hughes and player-coach Derek Jefferson, and the committee has now taken on the responsibility of the new Community Liason Project which has been set-up by the local Social Services Department.

A total of 15 city schools are taking part in the scheme and players, in pairs, will visit them on a weekly or fortnightly basis for coaching lessons. The project has been formulated following a suggestion by Derek Jefferson to set up a schoolboy clinic in the city.

United did the double over Swindon when the clubs last met during the 1975-76 season and the four points helped Hereford establish themselves as promotion contenders at the time. Steve Emery got the goal that gave United a 1-0 win at Edgar Street and Steve Davey was the marksman when they gained a similar success in the return encounter.

Honours were shared the previous season when Swindon were the promotion candidates. They were second in the table when they visited Edgar Street and United pipped them 2-1 with goals from Eric Redrobe and Dixie McNeil. Peter Eastoe, now with Queens Park Rangers, replied for the Robins, and in the return match Joe



picture can claim two grandstand tickets for our next cember 26th if he identifies himself at the club office.

T SPOTLIGHT

Butler gave Swindon a 1-0 revenge with a 20-yard dipping shot.

United's only other competitive match with Swindon at first team level was back in 1955 when the clubs were paired in the first round of the F.A. Cup. Swindon proved much too powerful for United on that occasion and cruised to a comfortable 4-0 victory.

Gillian Dove, of Lansdown Road, Worcester, will represent the Malvern Supporters' Club branch in the finals of the Miss Hereford United 78 Beauty Queen competition later in the season. She was nominated when the branch held a disco recently and will join Susan Staite, of Holmer Road, Hereford, who was selected by the city branch in the initial heat held at the Starlite Room.

Our thanks go to Pauline and Barbara Weaver, of Radale Bank, Leysters, North Herefordshire, who organised a jumble sale to raise the cash to purchase a match ball for United.

Primrose Motor Services will be catering for the requirements of the newly formed Bromvard branch of the Supporters' Club as well as Leominster members whenever possible in the future. They will be running a coach to next Saturday's match at Wrexham and transport will leave from the Falcon Hotel, Bromyard, at 11 a.m., picking up passengers from Leominster But Station at 11.30 a.m. The fare is 85p for adults and 57p for children. Yeomans Canyon Travel's coach will leave St. Martins Garage at 10.30 a.m., depart Hereford but station 11 a.m., price £1.50.

Unreserved seats in the Len Weston Grandstand can be booked a fortnight before any Third Division match at Edgar Street. Postal applications must include a stamped addressed envelope and the correct monies.

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SUPPORTERS' **CLUB CORNER**

IT is with regret that we record the deaths of two former Hereford United stalwarts, Cyril Meredith and Billy Watts, since the publication of our last match magazine.

Cyril, aged 64, worked behind the scenes for 30 years to help improve conditions and amenities for supporters and Billy, 47, was a popular member of the club's playing staff for 10 years.

Until he retired from the position in February 1975 Cyril was secretary of Hereford United Supporters' Club for a period of 12 years and recognition for the contribution he made to the game came from the National Federation of Supporters' Clubs when they awarded him their gold medal for outstanding service to football—their highest honour.

He joined the club committee in the early days after the war and when

he was appointed secretary he played a leading role in cementing the foundations of our present club structure. Nothing was ever too much trouble for him when there was a job to be done for Hereford United and he tackled every task with enthusiasm and unbounding energy. He often neglected other commitments to put the club's interests first in his daily life and we all owe him a deep debt of gratitude for what he did

for United over the years.

Billy Watts was a local lad who made good. He played for the club when a teenager and between 1951 and 1961 made over 200 appearances in United colours, including 32 for the senior team. He was a reliable, hard-tackling full-back, who always gave 100 percent effort, and was a great favourite with the fans. It is sad to lose him at such a young age and our deepest condolences go to his wife and family. Kind Regards, Mick POWELL.

BIGGER PRIZES

Due to the initial success of Hereford United Development Association's weekly lottery prize money has been increased from £600 to £750.

Payment for the middle full house has been increased from £75 to £100 and for the bottom full house from £50 to £100. The top full house remains at £100.

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In two miles turn right A483 (signs Wrexham). Follow A483 to Wrexham. On reaching Ring Road turn left. Continue to junction with A541 where turn left (signs Mold)

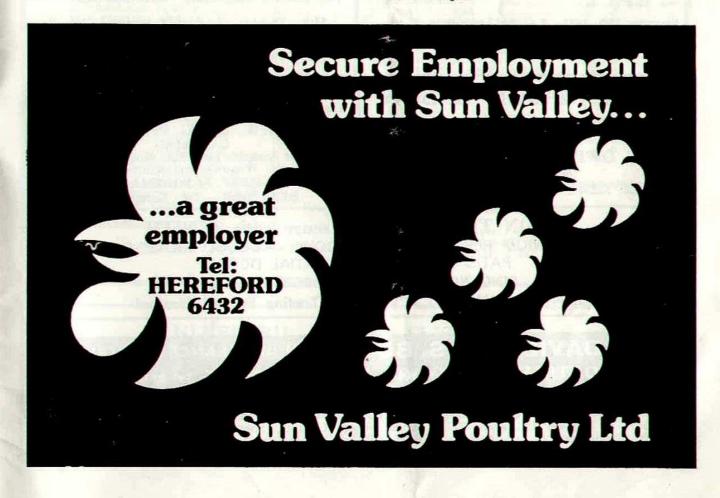
Wrexham Football Club

Total Mileage 86.

(Route provided by the Automobile Association, Edgbaston, Birmingham, in conjunction with Hereford United Supporters' Car Club).



STEVE EMERY, Hereford United's longest serving player, has now made 130 league appearances for the club and is all set to beat Billy Tucker's record of 137—which stands as the most league games since United were elected to the Football League.



VITAL STATISTICS

	Club		rances		
App. C	ioals	Lea	gue Cup	Goa	ils
61(2) 18	5	BRILEYBURROWS	18	3 5	1
84(8) 66 6(1)	13	CARTER CHARLTON CROMPTON	12(1) 1 5(1)	5	2
109(5) 164(1)	32 4	DAVEY	12 15	5 5	2
6 5 1	1	FEAR HOLMES (B.) HOLMES (K.)	6 3 1	2	1
154		HUGHES JEFFERSON	7	3	
129 37	14	LAYTON MARSHALL	16 16	5 5 3	2
155(1) 12 4	93	McNEIL MELLOR PRICE	7 10	3 2	4
5(4) 114(1)	4	PROUDLOVE	4(3) 18	(1) 1(1)	1
25(5) 21(2)	3	SHEEDY	6(1)	4(1)	2 2 3
63(10)	12	SPIRING	15(2)	5	3

November 12th, 1977. Third Division. Hereford United 3 (Marshall, Emery, Holmes), Walsall 2 (Birch, Buckley p). Half-time 2-1. Hereford team: Mellor; Emery, Ritchie; Layton, Marshall, Briley; Stephens, Carter, Holmes, Davey, Proudlove. Sub: Spiring.

November 19th, 1977. Third Division....Portsmouth 2 (Kemp, Pollack), Hereford United 0. Half-time 0-0. Hereford team: unchanged. Spiring substituted for Davey in the 63rd minute.

November 26th, 1977. F.A. Cup. Wealdstone O, Hereford United O. Half-time O-O. Hereford team: Mellor; Emery, Burrows; Layton, Marshall, Sheedy; Stephens, Carter, Holmes, Davey, Spiring. Sub: Jefferson.

DATES FOR THE DIARY

Don't forget that there is plenty of entertainment at the Starlite Room over the Christmas period and members are advised to book as soon as possible. Topping the bill on New Year's Eve is ATV's warmup comic Norman Norman.

DECEMBER

3rd. Saturday. Starlite Cabaret. Steve Lucas, the man with the Golden Voice. Admission £1.

4th. Sunday. Roger Dean plus Bingo at the Starlite Room. Admission 30p.

5th. Monday. Leominster Supporters' Club monthly meeting. Talbot Hotel, Leominster. 8 p.m.

5th. Monday. Supporters' Club of Ross monthly meeting.

6th. Tuesday. Bingo. Starlite Room.

9th. Friday. Dance to the Starlite Duo and the swinging Disco sound. Special guest band. Resident compere Brian Farley. Admission 50p.

10th. Saturday. Starlite Cabaret presents Brian Chaplin, three times British national harmonica champion. Admission £1.

11th. Sunday. Comedy impressionist Ken Price plus Bingo at the Starlite. Admission 30p.

13th. Tuesday. Ledbury Supporters' Club Bingo, Community Centre.

13th. Tuesday. Bingo, Starlite Room.

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RESULTS AND FIXTURES

	THIRD DIVISION	FOOTBALL COMBINATION
1977		1977
AUG.	13 BOURNEMOUTH (LC)3,582 H 2—0 16 BOURNEMOUTH (LC)2,198 A 2—4 20 CHESTER	AUG. 20 QUEENS PARK RANGERS 414 H 0—1 SEPT. 3 PLYMOUTH ARGYLE455 H 2—1 8 BRISTOL CITY
SEPT.	3 PLYMOUTH ARGYLE5,732 A 0—2 7 GILLINGHAM3,441 H 2—0 10 ROTHERHAM UNITED4,393 H 2—3 14 CHESTERFIELD4,368 A 1—2 17 PRESTON NORTH END 5,447 A 0—0	14 READING
ост.	24 CARLISLE UNITED 3,750 H 1—0 28 LINCOLN CITY 4,973 A 0—0 1 OXFORD UNITED 5,218 H 2—1 5 BURY 4,918 H 1—0	OCT. 1 LEICESTER CITY A 0—2 8 NORWICH CITY 670 H 1—2 11 BIRMINGHAM CITY A 2—2 15 WEST HAM UNITED A 0—3 19 OXFORD UNITED A 2—0
	8 COLCHESTER UNITED4,586 A 0-0 15 CAMBRIDGE UNITED5,181 H 0-0 22 BRADFORD CITY4,645 A 0-0 29 PORT VALE5,393 H 1-1	22 SOUTHAMPTON631 H 3—4 26 READING A 1—2 NOV 5 BRISTOL ROVERS354 H 3—2
NOV	5 SHREWSBURY TOWN6,116 A 0—3 12 WALSALL	12 LUTON TOWN A 3—1 19 CHELSEA
DEC.	30 WEALDSTONE (FAC)4,144 H 2—3 3 SWINDON TOWN H 10 WREXHAM A 17 F.A. CUP 2ND ROUND 26 PETERBOROUGH UNITED H 27 EXETER CITY A	DEC. 6 PLYMOUTH ARGYLE A 10 SWINDON TOWN H 17 ORIENT H 31 OXFORD UNITED H
	31 SHEFFIELD WEDNESDAY A	1978
1978 JAN.	2 SHREWSBURY TOWN H 7 GILLINGHAM A	JAN. 7 CRYSTAL PALACE
	14 CHESTER	FEB. 4 ARSENAL H 11 FULHAM A 18 CRYSTAL PALACE A
FEB.	4 ROTHERHAM UNITED A 11 PRESTON NORTH END H 18 CARLISLE UNITED A	25 LEICESTER CITY H 28 BRISTOL ROVERS A
MAR.	25 OXFORD UNITED A 3 COLCHESTER UNITED H 8 CHESTERFIELD H 11 CAMBRIDGE UNITED A 18 BRADFORD CITY H	MAR. 4 NORWICH CITY
	20 PORT VALE A 25 EXETER CITY H 28 PETERBOROUGH UNITED A	APR. 8 CARDIFF CITY H 15 CHELSEA A 22 IPSWICH TOWN H
APR.	1 SHEFFIELD WEDNESDAY H 5 LINCOLN CITY H 8 WALSALL A F.A. Cup Semi-Final	26 BIRMINGHAM CITY
	15 PORTSMOUTH H 22 SWINDON TOWN A 25 BURY A 29 WREXHAM H	FRIENDLY GAMES
Copyri	ght of The Football League and not to be reproduced	AUG. 5 WIMBLEDON1,200 A 1—4 6 ASV BLAUW-WIT1,481 H 1—0

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LUCKY PROGRAMME

Nº 1175

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Linesmen: T. Hardman

(Strensham)

Red Flag

T. K. Mitchell

(Bath)

Orange Flag

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