



OFFICIAL MATCH DAY MAGAZINE 15p

SWINDON TOWN FOOTBALL CLUB

SWINDON TOWN
v

OXFORD UNITED

Swindon Town Football Co Limited

Registered Office County Ground
Swindon

Telephone No. 22118

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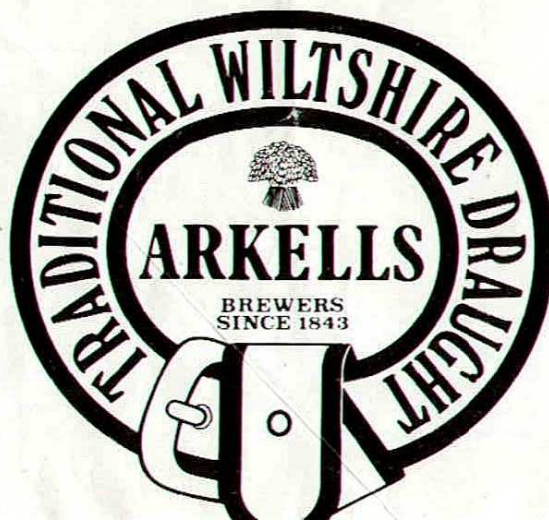
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A supporter from 1919 - 1978

WOULDN'T A PINT GO DOWN WELL TONIGHT?



Bits and Pieces

Although having only been in League membership for fifteen years, Oxford United is an old established club being formed under the name of Headington United just before the turn of the century. The change of name was made in 1960.

In the last season as Headington, the club finished as runners-up in the Southern League Premier Division and carried off the title in both 1960-61 and 1961-62. United also reached the Third Round of the F.A. Cup in 1961, before losing at Leicester to a side which went all the way to the Final. Both the Southern League wins brought Oxford more than a hundred goals. The second saw Harry Houghton contribute 35 to a total of 118.

In March 1962 Accrington Stanley resigned from the Fourth Division and for the following season Oxford United was elected to fill the vacancy.

Despite a lowly eighteenth placing in Oxford's first two Fourth Division campaigns, the club set a record for that section by progressing to the F.A. Cup Sixth Round in 1964. Blackburn Rovers, then in the top half of the First Division, lost 1-3 at the Manor Ground in the Fifth Round. Then Preston North End made the long journey south attracting a record 22,730 crowd and winning 2-1 in the process.

The 1964-65 season proved to be third time lucky for Oxford when United squeezed into the fourth promotion place ahead of Tranmere Rovers. Then a further three years passed and Oxford United climbed again. The club reached the Second Division with the lowest points total, 57, ever recorded by winners of the

Third Division title. In fact, at the end of the following season Luton Town totalled four more points but failed even to win promotion!

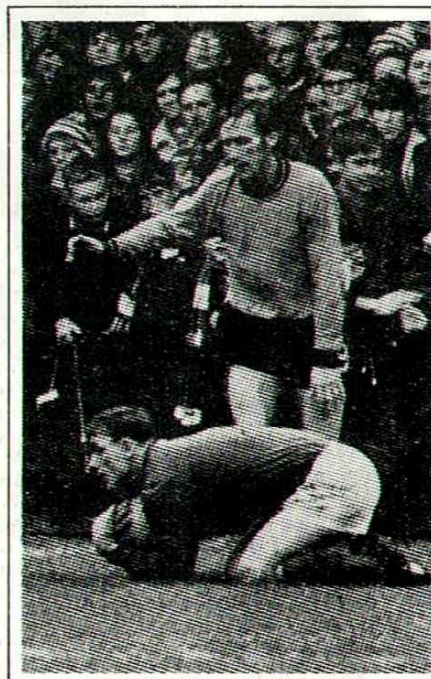
Only one club has ever put five goals past the United defence in a League game without reply. That club, Cardiff City, achieved the feat twice during Oxford's Second Division career - in February 1969 and again in September 1973.

The new manager at West Bromwich Albion, Ron Atkinson, spent twelve years as a player at the Manor Ground. He joined United in the Southern League in 1959 and had made 373 Football League appearances for the club by 1971. His younger brother, Graham, scored more League goals than any other player for the club - 73.

Owen Medlock, who made just four first team appearances for the Town during 1959-60, later joined Oxford. The former Chelsea keeper was still on United's books when the club was admitted to the League and made nineteen Fourth Division appearances in 1962-63. Another player from Swindon to link with Oxford was the full-back John Lloyd who failed to make the League grade here but turned out 58 times for United.

The former Trowbridge Town forward Ken Skeen joined Oxford from Swindon in 1967. Although only appearing for the Town in 14 League games, he was a member of the side which battled to a F.A. Cup Fifth Round second replay with Nottingham Forest earlier that year. He played in six Cup games as the Town's new centre forward at that time, Pat Terry, was cup-tied. He went on to make 233 League appearances for Oxford.

Oxford centre-forward KEN SKEEN stands guard over Town keeper Peter Downsborough in the League clash here in September 1969.



The last meeting between Oxford and Swindon saw the Town perform an amazing 'escape' act and one that had not previously been achieved in nearly eighty years. A Swindon side has never before in a Football League game recovered a point from an interval deficit of three goals. The last time that the Town managed to pull back such a lead was in a Southern League encounter with Bedminster on this ground on January 14, 1899. Second-half goals by Billy Richardson and George Richardson, added to an own goal by one of the Bristol club's defenders, levelled the scores before Jimmy Coupar netted the winner.

Fact finder

OXFORD

CURRENT FORM - LAST FIVE SEASONS:

Div	P	W	D	L	F-A	Pts	Pos	Round Reached	Avge Home League Gate	Top League Scorer
76-77	: 3	46	12	15	19 55-65	39	17th	1st	1st 5,151	Peter Foley 12
75-76	: 2	42	11	11	20 39-59	33	20th	3rd	2nd 6,736	Mick Tait 12
74-75	: 2	42	15	12	15 41-51	42	11th	3rd	1st 8,260	Derek Clarke, Andy McCulloch 8
73-74	: 2	42	10	16	16 35-46	36	18th	3rd	2nd 8,302	Hugh Curran 12
72-73	: 2	42	19	7	16 52-43	45	8th	2nd	4th 9,197	Hugh Curran 13

PREVIOUS AVERAGE HOME ATTENDANCES AND TOP SCORERS SINCE JOINING LEAGUE :

71-72	: 9,529	- Nigel Cassidy	13	67-68	: 7,800	- Mike Bullock	13
70-71	: 11,387	- David Sloan	6	66-67	: 7,045	- Graham Atkinson	14
		Ken Skeen	6	65-66	: 5,481	- Graham Atkinson	19
		Graham Atkinson	6	64-65	: 8,744	- Colin Booth	22
69-70	: 10,612	- Ken Skeen	9	63-64	: 6,900	- Arthur Langley	12
68-69	: 12,500	- John Shuker	8	62-63	: 7,496	- Harry Houghton	15

COMPLETE FOOTBALL LEAGUE RECORD :

DIV.	PLD	W	D	L	F - A	PTS
SECOND	: 336	105	98	133	320-399	308
THIRD	: 184	68	49	67	255-252	185
FOURTH	: 138	50	43	45	216-178	143
TOTAL	: 658	223	190	245	791-829	636 (to end of last season)

Talk of the Town

By the Chairman

Today we welcome the Players and Officials of Oxford United. If this return fixture with them is as exciting as the match at Oxford, then we should see some goals.

Bill Reeves their Chairman, still thinks it was a con trick to go in at half time three goals in the lead and then surrender three goals to us in the second half, but we have remained very firm friends in spite of this and I am sure we shall whatever happens today.

I do make an appeal to our enthusiastic supporters to try and keep order if anyone steps out of line, let us all try and set an example to other Clubs.

Sing and shout by all means, but you can be witty without using offensive words. Our Supporters Club are the proud owners of the 'Best behaved crowd in the League' title. I know it was won a few years ago, but our true supporters are just as great today as they were then, so let's make a special effort.

By the time that you read these notes, we shall have played away in Devon, at Exeter and Plymouth and I hope that the results have been favourable to enable us to keep an interest in the League table. Easter is usually the time when promotion and of course relegation is affected by the holiday games. Our last couple of home games against both Wrexham and Chester disappointed us, because although we made so many scoring chances, nothing went in, and although even the most excited viewer would have to admit that we should have won both games, we didn't. The League Cup Final at Wembley produced a similar situation and Liverpool must have wondered, as we did, how goal chances can be missed even at this level, but as we all know, it does happen at all levels.

The 'Freedom of Contract' saga continues and last week I attended a meeting of all Clubs in London on this subject. The outcome was another deadlock and the meeting was adjourned to enable the negotiating committee to try yet again to persuade the Professional Players Union Committee to accept our suggestions. As I have reported before, the one big obstacle in our way of settlement, is the agreement to the Multiplying Table, when a transfer fee is involved.

The Players Union feel that high transfer fees are an obstruction to the players free movement from one club to another and in fact, they were the instigators of this proposed chart of fees.

The Treaty of Rome giving people of all races and creeds freedom to move to any country of their choice in the Common Market to work is causing Football Administrators headaches and with this in mind they have to see that there are no obstructions in their regulations to prevent them from doing this.

The Midland Clubs suggested a scheme to enable a player whom had completed his contract with his Club, to be able to move to his new Club while negotiations were still taking place between the clubs and in this way, freedom of movement was assured and we are hoping that this will be accepted by all.

I think that the eventual outcome of all this negotiating, will be appeals to a Tribunal set up between the Professional Players Union and the Football League on the majority of transfers in the future. We hope that we can build and keep together for many years a happy and successful team in spite of all these new regulations.

We also had a meeting last week with the English Schools Football Association, representatives from areas controlling Devon, Berkshire, Wiltshire and Gloucestershire etc., with Clubs from Group Five which play in all of these areas professionally, the outcome of this meeting was a mutual feeling that we can both do a lot to improve the close liaison between schools and professional football clubs.

Hoping that you will enjoy today's game and thank you for your support.



Town players left to right, Roy Carter, Chris Guthrie and Colin Prophet all fail to make headway against Chester defence in Swindon's draw at the County Ground.

From the COMMERCIAL OFFICE

Good afternoon Ladies and Gentlemen
Welcome to Oxford United and I for
one know what a hard game they will
give us today.

On the commercial side our Lottery
is still gaining ground and as from May
8th the Lottery will take place each
week and not as now fortnightly. Our
very successful Bingo Ticket will con-
tinue to run.

The prize money on the New Lottery
will be increased by £500. Thus mak-
ing £3,000 to be won each week.

All in all with our Bingo Competition
we shall be offering over £4,000 every
seven days in prize money. Winning
numbers for the Lottery can be seen
in the Evening Advertiser, The Wilt-
shire Gazette and The Wiltshire Star.

The draw for Lottery 3 was held on
Monday 13th March at The Black
Swan, Devizes. Chic Bates, Chris Guth-
rie, Mick French and Andy Ford
attended all the landlord Mr. McBride
and his regulars made us most wel-
come. The winner of the £1,000 was
Mrs. Jones of 12 Forezeshoh Road,
Devizes.

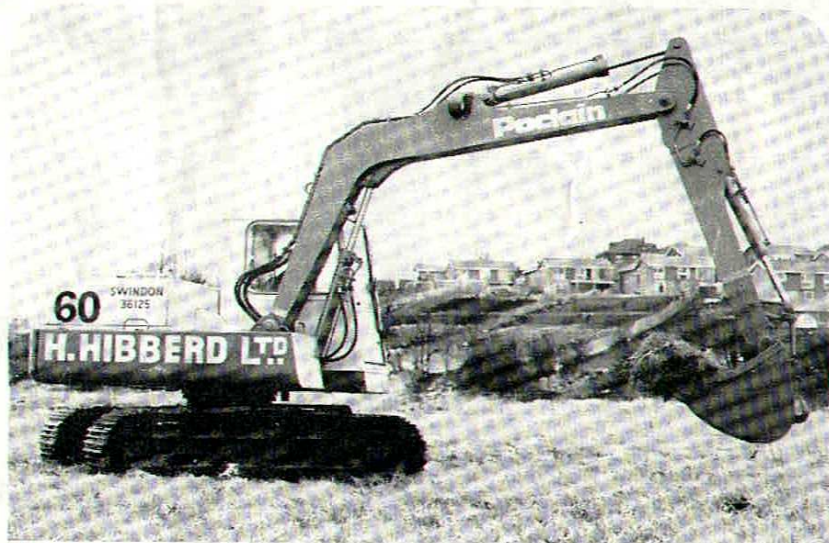
Details of the Lottery can be obtained
at the Commercial Office or Ring
SWINDON 31510.

Good Luck to Danny, Jack and the
lads this afternoon.

Doug Buswell
Commercial Manager

Mrs Gillian Jones (centre), winner of
Swindon Town's Moonraker Lottery
No. 3 held in Devizes, receives her
£1,000 cheque from Mr Dick McBride,
landlord of the Black Swan, Devizes.

On the left is Miss Sarah Hill, who
collects £100 for selling the winning
ticket.



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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	1 - 2	7	8002
Sept. 27	Cambridge United	A	2 - 5	7 - 10	4423
Sept. 30	Shrewsbury Town	H	5 - 0	8-5-7-9-3	6809
Oct. 4	Bradford City	H	0 - 1		7569
Oct. 8	Lincoln City	A	1 - 3	9	4852
Oct. 15	Port Vale	H	1 - 1	5	6132
Oct. 22	Chester	A	0 - 1		3539
Oct. 25	League Cup 3 Portsmouth	A	1 - 1	7	14955
Oct. 29	Exeter City	H	4 - 0	7 - 10 - 11(2)	7021
Nov. 1	League Cup 3 Portsmouth	H	4 - 3	8 - 11 - 7 - 10	9378
Nov. 5	Gillingham	H	3 - 2	5 - 7 - 11	7080
Nov. 11	Colchester United	A	0 - 2		4788
Nov. 19	Rotherham United	H	2 - 0	10 - 9	6008
Nov. 26	F.A.C. 1 Boreham Wood	A	0 - 0		2242
Nov. 29	Replay Boreham Wood	H	2 - 0	7 - 10	7016
Dec. 3	Hereford United	A	1 - 1	10	4547
Dec. 7	League Cup 4 Wrexham	A	0 - 2		10015
Dec. 10	Carlisle United	H	2 - 2	7 - 4	5889
Dec. 17	F.A. Cup 2 Brentford	H	2 - 1	6 - 10	8447
Dec. 26	Oxford United	A	3 - 3	8(2) - 9	8746
Dec. 27	Plymouth Argyle	H	3 - 1	7 - 9 - 8	9732
Dec. 31	Gillingham	A	2 - 2	7 - 8	7477
1978					
Jan. 2	Tranmere Rovers	H	1 - 0	10	11054
Jan. 7	Nottingham Forest	A	1 - 4	7	28953
Jan. 14	Sheffield Wednesday	H	2 - 2	10(2)	7609
Jan. 20	Portsmouth	A	2 - 1	7 - 8	11451
Feb. 25	Shrewsbury Town	A	3 - 2	4 - 7 - 8	3112
Feb. 28	Bury	A	0 - 0		4423
Mar. 4	Lincoln City	H	1 - 0	19	6945
Mar. 7	Preston North End	H	0 - 2		10211
Mar. 11	Port Vale (6)	A	0 - 1		3723
Mar. 14	Wrexham	H	1 - 2	7	7697
Mar. 17	Chester (LCF)	H	1 - 1	8	4275
Mar. 22	Exeter City	A			
Mar. 25	Plymouth Argyle	A			
Mar. 27	Oxford United	H			
Mar. 31	Tranmere Rovers	A			
April 4	Cambridge Utd.	H			
April 8	Colchester United (SF)	H			
April 11	Walsall	H			
April 15	Rotherham United	A			
April 18	Peterborough	A			
April 22	Hereford United	H			
April 26	Bradford City	A			
April 29	Carlisle United				
May 3	Chesterfield	A			
May 6	F.A. Cup Final				

Date	Opponents	Ground	Score
1977			
Aug. 20	Birmingham	H	1 - 1
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	1 - 8
Oct. 8	Bristol Rovers	H	4 - 3
Oct. 15	Tottenham Hotspur	A	1 - 3
Oct. 22	Cardiff City	H	2 - 1
Oct. 26	Chelsea	A	0 - 2
Nov. 12	Norwich City	H	2 - 2
Nov. 16	Crystal Palace	A	1 - 4
Nov. 19	West Ham United	A	0 - 3
Nov. 26	Leicester City	H	0 - 5
Dec. 3	Plymouth Argyle	H	1 - 1
Dec. 13	Bristol City	A	3 - 1
Dec. 17	Southampton	A	0 - 4
1978			
Jan. 21	Ipswich Town	A	0 - 3
Feb. 7	Arsenal	H	2 - 0
Feb. 11	Orient	A	6 - 3
Feb. 14	Birmingham City	A	P
Feb. 18	Oxford United	A	1 - 3
Feb. 25	Chelsea	H	3 - 3
Feb. 28	Fulham	A	1 - 2
Mar. 7	Bristol Rovers	A	1 - 2
Mar. 11	Tottenham Hotspur	H	0 - 2
Mar. 15	Cardiff City	A	1 - 2
Mar. 21	Luton	H	1 - 1
Mar. 25	Southampton	H	
Mar. 27	Arsenal	A	
April 1	Bristol City	H	
April 5	Norwich City	A	
April 8	Leicester City	A	
April 12	Hereford	A	
April 15	West Ham United	H	
April 18	Fulham	H	
April 22	Plymouth Argyle	A	
April 25	Queens Park Rangers	H	
April 29	Hereford United	H	
May 2	Reading	H	

First Team Appearances and Goals 1977-78

Totals include subs (Goals in parentheses)

	Total	League	F.L.C.	F.A.C.
1. Allan	41	32	5	4
2. McLaughlin	41	32	5	4
3. Trollope	40(2)	30(1)	6(1)	4
4. Stroud	40(2)	30(2)	6	4
5. Aizlewood	34(3)	25(3)	6	3
6. Prophet	42(1)	33	5	4(1)
7. Moss	42(18)	32(12)	6(4)	4(2)
8. Kamara	41(11)	31(10)	6(1)	4
9. Guthrie	36(10)	28(8)	4(2)	4
10. McHale	43(13)	33(9)	6(2)	4(2)
11. Anderson	27(9)	19(4)	6(5)	2
12. Ford	28(1)	22(1)	4	2
13. Cunningham	11	8	1	
15. Gilligan	3	3		
16. Roberts	2	1	1	
17. Lewis	4	2	1	1
18. Carter	12	12		
19. Bates	7	7(1)		

These fixtures are the copyright of The Football League Limited.

FOR THE RECORD

17th March v Chester (Div. III)

Allan, McLaughlin, Ford, Stroud, (Cunningham), Carter, Prophet, Moss, Kamara, Guthrie, McHale, Bates.

21st March v. Luton (Football Combination) 1 - 1

Roberts, Norman, Walker, Reilly, Gardiner, Collicutt, Barry, Gilligan, French, Brinkworth, Diaper. (Scorer: Gilligan)

IN TOWN TODAY

ROY BURTON (Goalkeeper)

Roy was once given a free transfer by Oxford, then he was recalled after a change of mind. He made his first League appearance in 1971/72, lost his place to John Milkins three seasons ago but quickly won his way back again.
League record: Oxford 219 aps.

ANDY KINGSTON (Forward)

Andy made a brief appearance as substitute in the final match of last season and has been playing quite regularly at right-back this season.
League record: Oxford 16(1) aps.

ANDY BODEL (Defender)

Andy grew up in the junior teams at The Manor and was introduced to their League eleven for a few matches a couple of seasons back. Adept at going up for corners and free-kicks, Andy netted six times last season when he was ever-present.
League record: Oxford 76 aps., 7 gls.

GARY BRIGGS (Defender)

Gary is on loan from Middlesbrough until the end of the season. He turned professional with the Ayresome club last May but he has not yet played in their First Division side.
League record: Middlesbrough nil aps; Oxford (loan) 11 aps.

DAVID FOGG (Defender)

David took part in Wrexham's run to the quarter-final of the European Cup-Winners' Cup two seasons ago when they lost only marginally to the eventual winners Anderlecht. A one-time Wrexham amateur, he made his League bow in 1971.
League record: Wrexham 159(2) aps; Oxford 71(2) aps., 2 gls.

BILLY JEFFREY (Midfield)

Billy is a Scottish lad who served his apprenticeship with Oxford and turned professional in October 1973. He has been a fairly regular member of the side for almost four years.
League record: Oxford 137(1) aps., 14 gls.

OXFORD UNITED



Back Row (L to R) A. White, M. Briggs, J. Sweetzer, C. Clarke, D. Fogg, A. Kingston, F. Ford (Chief Scout)
Middle Row (L to R) K. Fish (Trainer), G. Watson, J. Seacole, M. McIntosh, R. Burton, J. Milkins, P. Berry, P. Emsden, J. Doyle
Front Row (L to R) B. Jeffrey, L. Taylor, C. Duncam, H. McGrogan, M. Brown (Manager), P. Foley, H. Curran, B. Drisdale, A. Bodel

LES TAYLOR (Midfield)

Though Les normally plays in midfield, he is also an accomplished right-back and, in fact, he reverted to this position earlier this season in a re-arranged side when Brian Drysdale was absent. Les came into the Oxford side for his first games three seasons ago.
League record: Oxford 108 aps., 7 gls.

COLIN DUNCAN (Midfield)

Colin is another Oxford discovery. He, too, won his big change in the first-team during the 1974/75 campaign.
League record: Oxford 108(1) aps., 2 gls.

PETER FOLEY (Forward)

Peter scored in four of his first five games of this season and is currently Oxford's leading scorer with 18 goals as the holiday started. This indicates that he lost none of the touch which made him top scorer last season with 13.
League record: Oxford 108(6) aps., 32 gls.

JASON SEACOLE (Forward)

Jason earned his place in Oxford's side last season when he was still an apprentice and he immediately earned himself a regular place. He has scored 6 goals this season.
League record: Oxford 42(10) aps., 8 gls.

HUGH CURRAN (Forward)

Hugh's remarkable career took another twist when he rejoined Oxford on a free transfer last summer - three years after they had sold him to Bolton for £50,000.
League record: Third Lanark 9 aps., 4 gls; Millwall 57 aps., 27 gls; Norwich 112 aps., 46 gls; Wolves 77(5) aps., 40 gls; Oxford 69(1) aps., 26 gls; Bolton 40(7) aps., 13 gls; Oxford 27(4) aps., 11 gls.

HUGHIE MCGROGAN (Forward)

Hughie is another former apprentice to make the grade at The Manor. He came in for a few matches in 1974/75 and won a regular place last season.
League record: Oxford 59(19) aps., 6 gls.

SWINDON AND THE 'DERBY' GAMES

After six long seasons without League football crowds flocked to grounds everywhere in 1946-47. Over five and a half million people watched Division 3 South matches that season and the figure had steadily risen to over seven million by 1950-51, the best post-war return in this section. The highest total recorded since the new Third Division was formed in 1958 came in the first season when just under six million attended. Nowadays, it has fallen to around the four million mark.

In the early days after the war, football fans in this part of the country saw both Bristol clubs, Reading and Swindon fighting it out in the same League every season. Bristol Rovers departed to the Second Division in 1953 and City followed just two years later, leaving the Town with only one local derby with Reading. Not until 1962 did all four meet again briefly before Swindon gained promotion. On returning to the Third in 1965 the Town found a new local rival in Oxford, the two clubs meeting here on the opening day of the season. The chart below shows Swindon's average gates since the War and the clubs which attracted the highest attendance to the County Ground each season. On the right are the figures for games against the other local clubs.



Chester defender Walker concedes a corner as he blocks a centre from Swindon's Roy Carter (right), during the Town's draw at the County Ground.

(P) indicates a club which won promotion that year

Cup games have not been included

Season	Average	Highest	'Derby' games							
1946-47	: 16,006	25,007	v.	Bristol City	18,534	v.	Reading	16,015	v.	Bristol Rov.
1947-48	: 15,879	26,401	v.	Bristol City	17,674	v.	Bristol Rov.	16,876	v.	Reading
1948-49	: 16,599	22,932	v.	Bristol City	20,720	v.	Bristol Rov.	16,590	v.	Reading
1949-50	: 14,035	24,379	v.	Reading	11,955	v.	Bristol Rov.	10,401	v.	Bristol City
1950-51	: 10,690	21,485	v.	Reading	13,079	v.	Bristol City	7,033	v.	Bristol Rov.
1951-52	: 10,588	17,984	v.	Reading	16,296	v.	Bristol City	12,425	v.	Bristol Rov.
1952-53	: 9,292	24,459	v.	Bristol Rov.	(P) 10,026	v.	Bristol City	9,496	v.	Reading
1953-54	: 10,763	15,481	v.	Bristol City	12,743	v.	Reading			
1954-55	: 8,165	19,880	v.	Bristol City	(P) 5,147	v.	Reading			
1955-56	: 7,379	10,909	v.	Ipswich Town	7,397	v.	Reading			
1956-57	: 8,739	11,995	v.	Brentford	10,257	v.	Reading			
1957-58	: 12,040	15,170	v.	Southampton	14,418	v.	Reading			
1958-59	: 11,351	19,837	v.	Reading						
1959-60	: 10,233	16,645	v.	Southampton	(P) 14,706	v.	Reading			
1960-61	: 11,045	16,618	v.	Bristol City	9,703	v.	Reading			
1961-62	: 9,692	17,301	v.	Reading	12,936	v.	Bristol City			
1962-63	: 13,530	23,239	v.	Peterborough	16,778	v.	Bristol City	16,345	v.	Reading
					15,028	v.	Bristol Rov.			
1963-64	: 18,277	28,173	v.	Manchester City						
1964-65	: 15,090	19,311	v.	Southampton						
1965-66	: 12,937	20,409	v.	Oxford United	18,065	v.	Bristol Rov.	15,627	v.	Reading
1966-67	: 12,297	21,210	v.	Q.P.R.	(P) 16,964	v.	Reading	15,473	v.	Bristol Rov.
					13,981	v.	Oxford Utd.			
1967-68	: 13,456	18,161	v.	Torquay United	17,240	v.	Reading	16,418	v.	Oxford Utd.
					11,438	v.	Bristol Rov.			
1968-69	: 17,856	28,898	v.	Watford	(P) 20,401	v.	Bristol Rov.	16,765	v.	Reading
1969-70	: 19,838	28,520	v.	Blackpool	(P) 23,289	v.	Bristol City	21,903	v.	Oxford Utd.
1970-71	: 15,799	21,158	v.	Cardiff City	17,744	v.	Oxford Utd.	16,453	v.	Bristol City
1971-72	: 13,356	21,383	v.	Bristol City	14,743	v.	Oxford Utd.			
1972-73	: 10,024	15,304	v.	Bristol City	11,712	v.	Oxford Utd.			
1973-74	: 7,104	13,991	v.	Bristol City	7,537	v.	Oxford Utd.			
1974-75	: 8,067	11,892	v.	Preston N.E.						
1975-76	: 7,514	13,757	v.	Millwall	(P)					
1976-77	: 7,625	13,491	v.	Oxford United	9,886	v.	Reading			

DIVISION THREE LEAGUE TABLE up to and including Tuesday March 21, 1978

	Home				F-A	Away				Pts	Lge. Posns. This Season		Home Lge. Gates		Top Goalscorers
	P	W	D	L		W	D	L	F-A		High	Low	Avg.	Best	
Wrexham	33	12	6	0	38-16	7	3	5	19-17	47	1st	18th	9820	16281	*Dixie McNeil 28(16)
Cambridge U.	37	14	3	1	41- 9	4	6	9	21-35	45	1st	24th	5258	10998	Alan Biley 22(19)
Preston N E	35	14	3	1	41-16	2	9	6	9-14	44	1st	19th	7957	11920	Alex Bruce 24(22)
Gillingham	36	10	6	2	33-19	4	8	6	25-28	42	1st	15th	6958	10541	Ken Price 18(17), Danny Westwood 18(16)
Walsall	35	9	6	3	27-14	4	8	5	17-22	40	5th	17th	5379	8341	Alan Buckley 26(21)
Tranmere R.	36	11	3	3	31-14	3	8	8	15-24	39	1st	6th	4454	7250	Ronnie Moore 14(14)
Peterborough U	34	9	7	1	19-10	4	6	7	8-14	39	2nd	22nd	5635	10156	*Trevor Anderson 12(7)
Bury	35	7	9	2	27-14	5	4	8	22-27	37	2nd	14th	4742	6769	Andy Rowland 12(11)
Chester	35	9	7	0	27-16	0	12	7	14-30	37	7th	18th	3983	9514	Paul Crossley 11(7)
Colchester U	36	8	8	1	30-12	4	4	11	16-28	36	1st	13th	4876	6447	Bobby Gough 16(12)
Carlisle U.	35	7	8	2	24-17	3	8	7	21-26	36	11th	23rd	5507	11309	*Dave Kemp 22(17)
Swindon Town	33	10	5	3	34-17	2	6	7	17-27	35	2nd	17th	7531	11054	Dave Moss 18(11)
Chesterfield	33	10	5	2	25-9	3	4	9	16-25	35	1st	19th	4982	12395	Rod Fern 10(9)
Lincoln C	37	7	6	5	23-19	5	5	9	16-27	35	14th	24th	4967	8811	Peter Graham 8(8)
Shrewsbury T.	36	7	6	5	30-18	4	6	8	17-28	34	1st	15th	3678	6116	Ian Atkins 8(8), Brian Hornsby 8(7), Sam Irvine 8(8)
Exeter C.	35	9	4	4	24-15	3	6	9	15-30	34	2nd	20th	4986	6722	Tony Kellow 15(12)
Oxford U.	36	10	6	2	30-15	1	4	13	20-37	32	2nd	17th	4900	8746	Peter Foley 18(16)
Sheffield W.	35	9	6	3	22-12	0	6	11	15-32	30	13th	24th	11080	18803	Tommy Tynan 17(12)
Plymouth A	36	4	6	7	21-22	4	7	8	25-32	29	8th	23rd	6495	12399	Terry Austin 11(11)
Port Vale	35	6	8	3	25-17	1	7	10	13-35	29	12th	23rd	3833	5136	Ken Beamish 12(9)
Rotherham U.	32	8	4	4	19-12	2	4	10	19-34	28	2nd	23rd	4748	6599	Richard Finney 12(9)
Bradford C.	36	8	6	4	32-23	1	3	14	12-39	27	11th	24th	5270	12857	Bernie Wright 10(10)
Hereford U.	34	8	7	3	22-17	0	4	12	4-28	27	14th	24th	4708	6392	*Billy Holmes 9(7)
Portsmouth	37	4	9	6	27-30	1	6	11	7-33	25	13th	24th	10314	13152	*Colin Garwood 13(8)

*Dixie McNeil 4(3) goals for Hereford Utd. Dave Kemp 21(16) goals for Portsmouth
Trevor Anderson 9(4) goals for Swindon T. Billy Holmes 7(5) goals for Wimbledon
Colin Garwood 12(7) goals for Colchester Utd.

No. of League goals scored in brackets

MIDLAND YOUTH FIXTURES

Thursday	30 March	Leicester	Away	K.O. 2.0 p.m. Cup
Monday	3 April	West Brom Alb.	Home	K.O. 2.0 p.m. League
Monday	10 April	Derby	Away	K.O. 2.0 p.m. League
Thursday	27 April	Northampton	Away	K.O. 2.0 p.m. Cup

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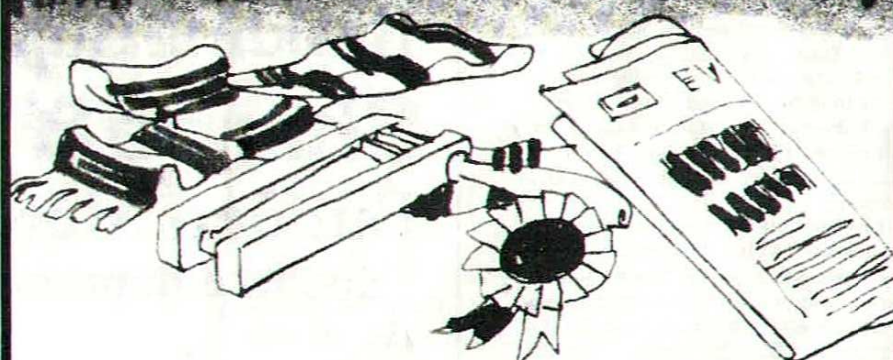
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Spotlight on Division 3

TRANSFER DEALS PAY OFF

By Tony Pullein

David Kemp made his first repayment on the £75,000 Carlisle invested in his transfer from Portsmouth by hitting the only goal of the game against Gillingham last Saturday. It halted a run of six matches without a win for the Cumbrians and proved yet another blow to Gillingham's promotion hopes. Once strong favourites to go up, the Gills have won only one of their last six games and must make a vast improvement if they are to keep in touch with the leaders. The £75,000 paid by Carlisle for Kemp beat their club record by £10,000 but they are still well in pocket for they received £75,000 from Wolves when they sold their leading scorer Bill Rafferty.

Portsmouth didn't seem to miss Kemp for they ran up their first victory in twelve games when they beat Shrewsbury 2-0. Scorer of one of their goals was Colin Garwood - - - the man they signed to fill Kemp's place. Pompey, too, are well in pocket for they paid Colchester only £25,000 for Garwood.

In spite of this rare victory, Portsmouth were still in bottom place though manager Jimmy Dickinson refuses to concede defeat. "Don't write us off just yet" he said. "We shall keep fighting."

In addition to Garwood, Portsmouth also made two other signings shortly before the deadline. Midfield man John Latham arrived from Carlisle as part of the Rafferty deal - - - he was value at £25,000 - - - and winger Jim McCaffrey, was signed from Huddersfield for a fee in the region of £25,000. McCaffrey is the former Nottingham Forest and Mansfield player.

Another relegation-haunted club in transfer business as the embargo approached was Plymouth Argyle, who have Malcolm Allison back in charge of the team, at least until the end of the season. Mr. Allison is entitled Consultant Manager - - - as was Sir Alf Ramsey at Birmingham - - - and he has promised to save their Third Division status.

To do that he will need a little more luck than he suffered when he first took over at Crystal Palace earlier in his career. For he fell with Palace from first to the third division in successive seasons.

At Home Park he took over a struggling team that had just been bolstered by three new signings. Steve Parrin, who plays in midfield or attack, had been signed from his old club Crystal Palace for £30,000, full-back Tyrone James arrived from Fulham for £15,000 while Bristol City striker Keith Fear's transfer had been completed at £20,000.

Argyle raised some of that money by selling John Delve to Exeter City for £15,000 - - - their club record - - - and Terry Austin to Walsall for £25,000. Mr. Allison did get off to a winning start, however, when Plymouth beat Oxford 2-1 - - - their first win in eight matches.

Cambridge haven't had much luck yet with their new signing Gordon Sweetzer, the former Brentford goal-scoring machine. They paid a Club record £30,000 to sign Sweetzer but he hasn't scored for them yet and last week they lost a vital match 1-2 at Colchester.

Cambridge have played more games than most of their promotion rivals and they have been showing signs of cracking as the pace has hotted up. Wrexham, who collapsed when promotion looked certain last season, are in no mood to repeat that performance. Their 1-0 victory over Walsall was their fourth successive win and gave them a two-point lead over Cambridge - - - with four games in hand.

Wrexham have been beaten only once in their last 12 League games. Hereford continue to win their home games - - - they defeated Bradford City 2-1 last Saturday - - - but they will need to improve upon their away performances if they are to escape relegation for the second successive season.

They haven't won away this season at all and they have lost their last nine away League games.

The only other Third Division sides without an away win are Chester and Sheffield Wednesday. Chester drew for the 19th time at Swindon and are now only three short of a League record. Wednesday were well beaten at Lincoln and remain in serious danger of going down into the Fourth Division.

OXFORD UTD

By Tony Pullein

Oxford United now seem to be safe from the relegation worries that threatened at one stage. Though their away form is rather poor, Oxford have achieved outstanding results on their own pitch at The Manor.

Their solitary away win prior to the holiday was at Bradford City (3-2) in August and their only other away points were achieved at Wrexham (2-2), Carlisle (2-2), Colchester (1-1) and Port Vale (1-1).

Oxford were defeated at Gillingham (1-2), Hereford (1-2), Peterborough (0-1), Cambridge (1-2), Exeter (1-2), Walsall (1-2), Bury (2-3), Tranmere (1-4), Chesterfield (0-3), Rotherham (0-2), Preston (2-3), Lincoln (0-1) and Plymouth (1-2).

With very little cash available to buy players, manager Mick Brown has concentrated largely upon producing his own players and the Oxford team today could well include as many as eight teenagers.

Mr. Brown has the experienced Roy Burton in goal and often has the veteran Colin Clarke at the centre of the defence. Up front he has the much-travelled Scottish international Hugh Curran who, after a slow start, has been finding his old scoring touch again.

Now in his second spell with the club, Curran has scored 11 times since his return from Bolton this season. This includes a recent burst of five in five games.

Until taking over as Oxford's manager three seasons ago, Mick Brown had spent most of his soccer life as the loyal number two. Even as a player, he did not get an awful lot of luck in his early days. He spent some ten years with Hull City where, as a defender, he had the misfortune to be a contemporary of that so-consistent Andy Davidson.

It was a frustrating time for Mr. Brown. For Davidson was ever-present for one spell of five out of six seasons and

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he eventually set-up the existing Hull record of 511 League appearances. Mr. Brown got in only on the rare occasion when Davidson was injured and, as Davidson looked like going on forever, Mick Brown eventually transferred to Lincoln City where he at last came into his own as a League player.

In 1968 he went non-League with Cambridge United, initially as a player. It wasn't long before he was taken onto the coaching staff as assistant to manager Bill Leivers. Mr. Brown remained for two seasons, Cambridge winning the Southern League championship both times, before linking with Oxford as assistant-manager in 1970.

Oxford United made one of the most remarkable starts to a League career ever recorded, rising from the Southern League to the Second Division of the Football League in six years!

That was the fastest rise on record since the formation of the Fourth Division until Hereford beat it. For the first 50 years of its life, the club drifted around in amateur football. After the last war they were members of the Spartan League. They were still known in those days as Headington United, the title adopted upon the club's formation in 1896. Nothing of greater than local importance was achieved for fifty years and it wasn't until the late 'forties that the Oxford revolution really got under way.

Ambitious ground improvements were undertaken, one of the most modern stands in the land being erected in anticipation of the day when Football League soccer would be seen at The Manor. In 1960 the name was changed to Oxford United to make the club more representative of the area it served.

In 1962 they were elected to the Fourth Division of the Football League.

When most clubs might justifiably have felt their ambitions had been realised, Oxford looked upon this as only the first step in their development. The careful planning continued. Manager Arthur Turner had the distinction of leading Oxford into the sixth round of the F.A. Cup in 1964 - the first Fourth Division club ever to get that far - when The Manor's record crowd of 22,730 saw Preston end their ambitions by winning 2-1.

One year later Oxford crept into the Fourth Division's promotion space and, only three years later they found themselves in the Second Division. A Cinderella tale come true.

Unfortunately, they lost their Second Division place in 1976.



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MONDAY 27th MARCH 1978

SWINDON

at 3.00 p.m.

OXFORD

- 1 ALLAN J.
- 2 McLAUGHLIN J.
- 3 FORD A.
- 4 STROUD K.
- 5 CARTER R.
- 6 PROPHETT C.
- 7 MOSS D.
- 8 KAMARA C.
- 9 GUTHRIE C.
- 10 McHALE R.
- 11 BATES C.



REFEREE

MR. ERIC A. READ (Frampton Cotterell)
Commenced refereeing in 1962 in Chippenham, Wiltshire local leagues and progressed via the County and Western Leagues to the Football League list. Was linesman for a U.E.F.A. Cup Third Round match in West Germany (1974), and has lined two County Professional Cup Finals.

A married man, with one daughter, he is an Associate Director (General Manager). His interests include travelling, photography, underwater swimming, watching all sports and listening to music - country and wester. His wife and daughter share his football commitments.

- 1 BURTON R.
- 2 KINGSTON A.
- 3 FOGG D.
- 4 BRIGGS G.
- 5 BODEL A.
- 6 JEFFREY B.
- 7 SEACOLE J.
- 8 TAYLOR L.
- 9 FOLEY P.
- 10 CURRAN H.
- 11 DUNCAN C.

Linesmen: Red Flag: MR. L. B. BEGAM - EXETER Yellow Flag: MR. H. W. KING - MERTHYR TYDFIL

NEXT MATCH

Saturday 1st April, 1978
Football Combination - 3.0 pm.

BRISTOL CITY

Tuesday 4th April 1978
Division III - 7.30 pm.

CAMBRIDGE UNITED

KEY OF THE BOARD

- A Bradford City v Shrewsbury
- B Carlisle v Wrexham
- C Chester v Walsall
- D Lincoln v Colchester
- E Portsmouth v Gillingham
- F Sheffield Wednesday v Tranmere
- G Chelsea v Arsenal
- H Derby v Q.P. Rangers
- I Ipswich v Ncrwich
- J Leeds v Wolverhampton
- K Manchester Utd v. Everton
- L Middlesbrough v Leicester
- M Newcastle v Manchester City
- N Blackburn v Burnley
- O Blackpool v Sunderland
- P Luton v Crystal Palace
- Q Notts. Co. v Bolton
- R Oldham v Hull City
- S Orient v Sheffield Utd
- T Tottenham H. v Millwall

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