

OFFICIAL MATCH DAY MAGAZINE 15p

SWINDON TOWN FOOTBALL GLUB

SWINDON TOWN

WALSALL

Swindon Town Football Co Limited

Registered Office County Ground Swindon

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WOULDN'T A PINT GO DOWN WELL TONIGHT?



In 1888 Walsall Town and Walsall Swifts amalgamated to form Walsall Town Swifts. Seven years later the club became known simply as Walsall.

As Walsall Town Swifts, The Saddlers were original members of the Second Division in 1892. Despite finishing fourteenth out of sixteen clubs in 1895. Walsall lost its League place to Loughborough Trinity but returned twelve months later at the expenses of Crewe Alexandra.

Within the space of four years in the 1890's. Walsall suffered two 0 - 12 League defeats in the Second Division one against Darwen and the other against Small Heath - better known as Birmingham City.

Walsall failed to gain re-election in 1901 and it was to be sixty years before the club again graced the Second Division.

The club ended its exile in 1921, joining the new Third Division North. Because of its geographical position, Walsall played in both the northern and southern sections according to the 'balance' of clubs relegated from the Second Division.

In 1922-23, Walsall finished in third place behind Nelson and Bradford Park Avenue. A total of eight clubs from that northern section (20 clubs) no longer reature in the Football League set-up, the others being Wigan Borough, Accrington Stanley, Stalybridge Celtic, Barrow, Ashington and Durham City. By contrast, out of the 22 in the southern only two, Merthyr Town and Aberdare Athletic, have disappeared from the League scene.

In four League encounters with Walsall at the County Ground between 1927 and 1930, Swindon hit seventeen goals with Town centre-forward Harry Morris claiming nine of them. He scored hat-tricks in a 5-0 victory on October 15, 1927 and in a 5-1 win on September 8, 1928.

Bits and Pieces Walsall notched one of its most notable FA Cup victories ever in 1933, claiming the scalp of League-champions-to-be Arsenal 2-0 at Fellows Park. The club has only ever reached the last sixteen of the F.A. Cup on three occasions. In 1888-89, Walsall's first season as a professional outfit. the Town Swifts lost to finalists Wolverhampton Wanderers by six goals to one. The second time was in the last pre-war season when Huddersfield Town defeated Walsall 3-0 in the Fifth Round after the Midlanders, one off the bottom of the League, had scored a 2-0 away victory over Third South champions, Newport County. Walsall's last appearance in the Fifth Round was in 1975 when both Manchester United and Newcastle United were defeated, before a 43,841 crowd at St. Andrew's saw Birmingham City win by the odd goal in three.

> Walsall made four consecutive applications for re-election to the League between 1952 and 1955.

In 1959-60 Walsall won the Fourth Division championship with a club record 65 points and 102 goals, Tony Richards and Colin Taylor, who jointly hold the club goalscoring record (184), netted 24 and 21 respectively. In the F.A. Cup The Saddlers defeated the Town here 3-2 in the First Round before going out to non-League Peterborough United by the same score. The tie was watched by a then record Fellows Park crowd of 20,646.

Walsall suffered relegation in 1963 on goal-average (0.053 of a goal), losing the last match of the season 1-2 to Charlton at Fellows Park. The home side played over half the game with only nine men - Graham Newton having broken an ankle and goalkeeper Alan Boswell his jaw. The club has remained in the Third Division ever since.

The former Town striker Chris Jones was top scorer for Walsall with 11 goals in 1972-73. Also in the Walsall side at that time was another former Swindon man, Willie Penman. Whilst

with the Town Willie had scored seventeen times in 100 League appearances. Chris Jones, who came here from Manchester City in the 1968 close season, scored eighteen goals in 49 full League appearances and 19 as substitute.



WILLIE PENMAN



CHRIS JONES

Current Walsall keeper Mick Kearns, an Eire international, joined Swindon in Italy during the Town's Anglo-Italian success in 1970. First-choice keeper Peter Downsborough was injured which left the Town with only Roy Jones to fill the position. Kearns, then with Oxford United, flew out with the Swindon party, but was not called upon to play.

Fact finder walsall

CURRE	TNE	FOR	M - LA	ST FI	VE SE	EASO	NS:			Roun		Avge Home	
		DIV	P	W	D	L	F-A	Pts	Posn	FAC			TOP LEAGUE GOALSCORER
76-77 75-76	•	3	46 46	13 18	15 14	18 14	57 - 65 74 - 61	41 50	15th 7th	3rd 1st	2nd 1st	5497 6136	Alan Buckley 20 Alan Buckley 34
74-75		3	46	18	13	15	67 - 52	49	8th	5th	1st	6268	Alan Buckley 21
73-74		3	46	16	13	17	57 - 48	45	15th	2nd	2nd	4789	Alan Buckley 21
72-73		3	46	18	7	21	- 56 - 66	43	17th	2nd	1st	4803	Chris Jones 11
COMPL	ET	E FOO	TBAL	LLEA	AGUE	RECO	ORD:						
DIV			P	W	D	L	F -	A	Pts				
Second		:	326	107	68	151	538 -	666	282				
Third		:	690	256	178	256	956 -	935	690				
Third N	lort	h :	452	175	85	192	720 -	743	435				
Third S	out	h :	830	248	187	395	1227 -	1499	683				
Fourth		:	92	49	19	24	197 -	124	117				
TOTAL	. :	:	2390	835	537	1018	3638-3	967	2207 (1	to end	of last	season)	

Talk of the Town By the Chairman

Tonight we welcome Dave Mackay's team from Walsall. I expect that Des Anderson will also be renewing acquaintances with friends that he made while with us at Swindon.

After our last few results from our home fixtures, I am sure that we shall be eager to get amongst the goals again.

Walsall like us have been on the fringe of promotion for some time now, but in spite of good performances, they look as if they will have to wait for another year before attaining this goal.

I know how frustrating it is for our loyal supporters to see us get so close to promotion and then see it slip away from us, but I cannot understand the comments of people who declare that we, the Club, do not want promotion. These kind of statements I am afraid, only show a lack of understanding of the economics of football. To be full members of the Football League is every Clubs ambition and it is very much easier to keep players happy in the higher divisions than in the lower divisions.

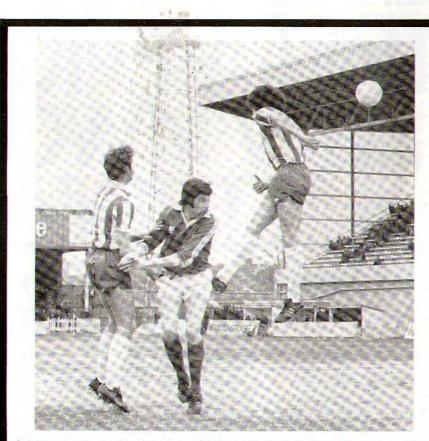
Football, as supported today through the turnstiles, cannot pay the costs of its players and adminstration and it is only through supporting activities, such as Supporters Clubs and Competitions run to raise money that the Club can maintain the standards that are necessary to keep a professional football club in existance. We feel that we at Swindon are as ambitious as any club can be and we have given our Manager every support to build up a team capable of getting us success, but in our present League there are twenty three other Managers trying their hardest to get the same success. Clubs like Newcastle in the First Division have spent millions over the years trying for this success and find themselves in spite of changes in management and costly buying, struggling to stay in their League. Portsmouth is another example of a Club that has spent large sums of money on players and also have had changes in management. No one has tried harder than Portsmouth to be successful and yet I suspect that they have their critics like we have, although they are a club whose supporters have rallied round them and a gate of ten thousand for them is low in spite of their struggles.

While on the subject of critics and I think we all belong to this group, because this has always been a healthy part of the game. I would like to reply to Mr. A.D. Aussey of Devizes who I

notice received a prize of £5 from the Advertiser for his comment. He has misquoted my comments from my notes for the Cambridge programme. He says that I said "that the Town End Supporters sing and chant in the way that we all like to hear it done". My remarks came at the end of my condemnation of the minority of hooligans who came to the Oxford fixture, of which he did not mention and then I paid a tribute to the Town End supporters who did sing and chant in the way that we all like to hear. I can only hope that our decent supporters at the Town End will be able to drown the filth that some persist in. Of course we the Management are upset by this kind of behaviour but I think that to try and drown their voices by an amplifier would drive everybody away.

We the Board are considering several suggestions to improve crowd behaviour and the ideas from Mr. D. G. King from Stonehouse, with many others are being given a lot of thought. I hope that next season we shall see some improvements. With regard to

Mr. King's comments that we shall ban all under 18's from our ground unless they have an identification ticket, the problems could arise when local visitors arrive without identification cards. I should hate to think that we were letting a crowd of young frustrated hooligans loose on our town, but we are giving this problem serious thought. Tonight we are issuing forms for our supporters who wish to be Season Ticket holders next season. As you may have seen in the national newspapers the Football League have decreed that the minimum charge for admission to league games shall be £1.00p next season. This will mean an increase of 20p on our present minimum ground charges and will necessitate small increases on seat charges. I dislike increases as much as anybody, because we know that everything appertaining to life is constantly increasing and it is for this reason that we at Swindon have one of the lowest priced stands in the country. I only hope that we can forget our disappointments tonight and enjoy a rousing game and once again thank you all for your support.



Colchester defender Steve Dowman (right) heads the ball clear of Swindon skipper Colin Prophett (white shorts) to halt a Town attack during Saturday's draw at the County Ground.

From the COMMERCIAL OFFICE

We are now going weekly

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The New Moonraker Lottery

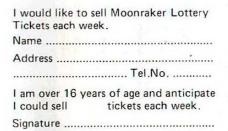
1st Prize £1,000 2nd Prize £500 3rd Prize £200

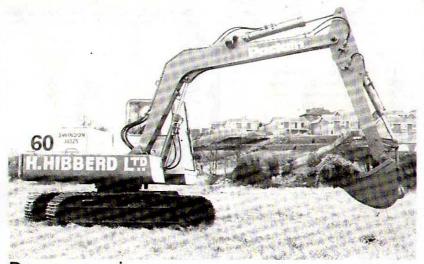
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If you can help fill in the form below and return to: The Lottery Office, County Ground, Swindon or Ring 42984 or 31510.





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					+						Lge. Posns		ge. Posns Home		
											This S	eason	Lge.	Gate	
	P	W	DL	. F	-A	W	D	L	F-A	Pts.	High	Low	Avge.	Best	Top Goalscorers
Vrexham	39	13	7 1	41	-18	9	4	5	26-20	55	1st	18th	10853	19125	Dixie McNeil 28(16)
reston N.E.	41	15	4 2	42	-17	3	11	6	12-16	51	1st	19th	8337	11920	Alex Bruce 25(23)
ambridge U.	42	16	3 1	44	-10	4	8	10	23-40	51	1st	24th	5319	10998	Alan Biley 23(20)
eterborough U.	39	12	7 1	27	-11	5	7	7	9-14	48	2nd	22nd	5712	10156	Trevor Anderson 13(8), Tommy Robson 11(1
illingham	41	10	9 2	34	-20	4	9	7	27-31	46	1st	15th	7247	10978	Ken Price 19(18)
lalsall	40	10	7 3	29	-14	4	9	7	19-26	44	5th	17th	5394	8341	Alan Buckley 27(22)
hester	41	10	8 1	31	-20	1	14	7	16-31	44	7th	18th	4119	9514	Paul Crossley 13(9)
WINDON TOWN	39	11	7 3	37	-19	3	8	7	20-28	43	2nd	17th	7450	11054	DAVE MOSS 21(15)
ranmere R.	41	12	5 3	35	-16	3	8	10	16-28	43	1st	9th	4198	7280	Ronnie Moore 15(15)
ury	41	7	11 3	32	-20	6	5	9	25-28	42	2nd	14th	5177	9783	Andy Rowland 14(13)
hesterfield	39	12	6 2	31	-11	3	6	10	17-28	42	1 st	19th	4995	12395	Rod Fern 13(12)
olchester U.	41	10	8 2	34	-14	4	6	11	16-28	42	1st	13th	4639	6447	Bobby Gough 17(13)
hrewsbury T.	41	8	7 5	33	-19	5	7	9	19-31	40	1st	15th	3558	6116	Ian Atkins 8(8), Sam Irvine 8(8)
arlisle U.	41	8	8 4	27	-24	3	10	8	25-31	40	11th	23rd	5502	11309	Dave Kemp 24(19)
incoln C.	42	8	8 5	30	-23	5	6	10	18-31	40	13th	24th	4985	8811	Peter Graham 9(9)
heffield W.	40	11	6 3	25	-13	2	7	11	19-34	39	13th	24th	11155	18803	Tommy Tynan 18(13)
xeter C.	41	10	6 4	26	-16	3	6	12	16-38	38	2nd	20th	5076	8334	Tony Kellow 16(13)
xford U.	41	10	8 2	32	-17	2	4	15	25-42	36	2nd	18th	4769	8746	Peter Foley 20(18)
ort Vale	41	7	10 3	27	-18	1	9	11	15-39	35	12th	23rd	3811	5136	Ken Beamish 14(11)
totherham U.	38	9	5 5	22	-14	2	6	11	22-38	33	2nd	23rd	5083	12630	Richard Finney 15(12)
radford C.	41	10	6 4			1	4		14-48	32	11th	24th	5183	12857	Bernie Wright 10(10)
lymouth A	40	4	7 8			4	8	9	26-36	31	8th	23rd	6712	12635	Brian Johnson 6(5), Brian Taylor 6(4)
lereford U.	40	9	8 4	4500		0	66	15	E 1955	30	14th	24th	4691	6392	
ortsmouth	42	4	11 7	31	-36	1	6	13	7-35	27	13th	24th	9811	13152	Colin Garwood 13(8)
															No, of League goals scored in brackets.

FOOTBALL COMBINATION

Date		Opponents	Ground	Score	Scorers	Attendance
1977						
Aug.		League Cup (1) Swansea (City A	3 - 1	11-3-9	5878
Aug.		League Cup (2) Swansea (2 - 1	7 - 11	5415
Aug.			Α	1 - 1	8	12095
Aug.		Peterborough United	Н	2 - 0	9 - 10	7117
Aug.		Portsmouth	Н	3 - 1	8- 10 - 7	9396
	31	League Cup 2 Cardiff Cit		5 - 1	9 11(2) 7 10	8919
Sept		Walsall	A	0 - 2	0 10	4717
CANAL SERVICE	. 10	Chesterfield Preston North End	H	1 - 1	9 - 12	6847
Sept			Н	1 - 1	9	6014 8139
	. 24	Wrexham	A	1 - 2	7	8002
The second	27	Cambridge United	A	2 - 5	7 - 10	4423
Sept		A STATE OF THE PARTY OF THE PAR	H	5 - 0	8-5-7-9-3	6809
Oct.		Bradford City	н	0 - 1	00,00	7569
Oct.		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	1 A	1 - 1	7	14955
Oct.		Exeter City	Н	4 - 0	7 - 10 - 11(2)	
Nov.		League Cup 3 Portsmouth		4 - 3	8 - 11 - 7 - 10	
Nov.		ALCOHOLOGICAL CONTRACTOR OF THE CONTRACTOR OF TH	Н	3 - 2	5 - 7 - 11	7080
Nov.		Colchester United	A	0 - 2		4788
Nov.			Н	2 - 0	10 - 9	6008
Nov.				0 - 0	7 - 10	2242
Dec.		Replay Boreham Wood Hereford United	H	1 - 1	10	7016
Dec.	-	League Cup 4 Wrexham	A	0 - 2		10015
Dec.			H	2 - 2	7 - 4	5889
Dec.		F.A. Cup 2 Brentford	Н	2 - 1	6 - 10	8447
Dec.		Oxford United	A	3 - 3	8(2) - 9	8746
Dec.		Plymouth Argyle	Н	3 - 1	7-9-8	9732
Dec.		Gillingham	A	2 - 2	7 - 8	7477
1978			5,5		, ,	
Jan.	2	Tranmere Rovers	H	1 - 0	10	11054
Jan.	7	Nottingham Forest	Α	1 - 4	7	28953
Jan.	14		Н	2 - 2	10(2)	7609
Jan.	20		A	2 - 1	7 - 8	11451
Feb.	25	Shrewsbury Town	A	3 - 2	4 - 7 - 8	3112
Feb.	28	Bury	A	0 - 0	5	4423
Mar.		Lincoln City	H	1 - 0	19	6945
Mar.			H	0 - 2		10211
Mar.		Port Vale (6)	Α	0 - 1		3723
Mar.		Wrexham	H	1 - 2	7	7697
Mar.			Н	1 - 1	8	4275
Mar.		Exeter City	A	0 - 0		4449
Mar.		Plymouth Argyle	A	2 - 0 3 - 2	13 - 9 7 (3)	9174 9517
Mar. Mar.		Oxford United	Н	3 - 2	/ (3)	9517
Mar.		Tranmere Rovers				2046
Apri		Cambridge Utd.	A	1 - 1	9	2812
Apri		Colchester United (SF)	Н	0 - 0		6774 4596
Apri		Walsall	Н	0.0	100	4550
Apri		Rotherham United	A			19
Apri			A			
Apri		Hereford United	Н			
Apri		Bradford City	A	-		B .
Apri		Carlisle United				
May	3	Chesterfield	A			
May	6	F.A. Cup Final				

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FOR THE RECORD

4th April v. Cambridge United (DIV III)

Allan, McLaughlin, Ford, Trollope, Carter, Prophett, Moss, Kamara, Guthrie, McHale, Cunningham

8th April v. Colchester United (DIV. III)

Allan, McLaughlin, Ford, Trollope, Carter, Prophett, Moss, Kamara, Bates, McHale (Stroud), Cunningham

25th March v. Southampton (Football Comb.)

Lymer, Norman, Walker, Reilly, Lewis (Walters), Collicutt, Barry, Taylor, French, Brinkworth, Cox.

27th March v. Arsenal (Football Comb.)

Lymer, Norman, Walker, Reilly, Walters, Collicutt, Barry, Gilligan, French, Brinkworth, Taylor.

	Date		Opponents (Ground	Score
	1977				
	Aug.	20	Birmingham	н	11-11
	Aug.	31	Reading	A	1 - 2
	Sept.	3	Ipswich Town	Н	0 - 3
	Sept.	10	Luton Town	A	2 - 1
	Sept.	13	Crystal Palace	Н	1 - 0
	Sept.	20	Orient	Н	0 - 0
	Sept.	24	Oxford United	Н	0 - 1
	Oct.	4	Queens Park Range	rs A	1 - 8
	Oct.	8	Bristol Rovers	Н	4 - 3
	Oct.	15	Tottenham Hotspu	r 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	Н	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	Н	3 - 3
	Feb.	28	Fulham	A	1 - 2
	Mar.	7	Bristol Rovers	Α	1 - 2
	Mar.	11	Tottenham Hotspu	r H	0 - 2
	Mar.	15	Cardiff City	A	1 - 2
	Mar.	21	Luton	H	1 - 1
	Mar.	25	Southampton	Н	1 - 2
	Mar.	27	Arsenal	Α	0 - 4
	April	1	Bristol City	Н	1 - 1
	April	5	Norwich City	Α	0 - 2
	April	8	Leicester City	A	0 - 3
	April	12	Hereford	A	
	April	15	West Ham United	H	
	April	18	Fulham	H	
	April	22	Plymouth Argyle	Α	E 10
8	April	25	Queens Park Range	rs H	
	April	29	Hereford United	Н	
	May	2	Reading	Н	

First Team Appearances and	Goals 1977-78
Totals include subs (Goals in	parentheses)

		Total	League	F.L.C.	F.A.C.
1.	Allan	47	38	5	4
2.	McLaughlin	47	38	5	4
3.	Trollope	46(2)	36(1)	6(1)	4
4.	Stroud	46(2)	32(2)	6	4
5.	Aizlewood	34(3)	25(3)	6	3
6.	Prophett	48(1)	39	5	4(1)
7.	Moss	48(21)	38(15)	6(4)	4(2)
8.	Kamara	47(11)	37(10)	6(1)	4
9.	Guthrie	40(12)	32(10)	4(2)	4
10.	McHale	48(13)	38(9)	6(2)	4(2)
11.	Anderson	27(9)	19(4)	6(5)	2
12.	Ford	34(1)	28(1)	4	2
13.	Cunningham	14	13(1)	1	
15.	Gilligan	3	3		
16.	Roberts	2	1	1	
17.	Lewis	4	2	1	1
18.	Carter	18	18		
19.	Bates	10	10(1)		

IN TOWN TODAY

MICK KEARNS (Goalkeeper)

Mick is a Republic of Ireland international and now has nine caps, He began with Oxford and was transferred to Walsall in 1973 after serving both Plymouth and Charlton on

League record: Oxford 69 apps; Plymouth (loan) 1 ap.; Charlton (loan) 4 aps; Walsall 217 aps.

COLIN HARRISON (Defender)

Colin is Walsall's longest-serving player and he still turns up in any of the back four positions. He made his League debut for the Saddlers back in 1964/65.

League record: Walsall 394(15) aps., 33 gls.

TONY MACKEN (Defender)

Manager Dave Mackay signed Tony from his old club Derby for £10,000 a few weeks ago and he has now taken over at right-back. Tony made a number of First Division appearances for the Rams, beginning with his debut in 1975/76 League record: Derby 20(3) aps., 1 gl; Portsmouth (loan) 10 aps.. gl.; Walsall 25 aps.

BRIAN CASWELL (Defender)

Brian developed in the club's junior teams and made his League debut in 1972/73. For much of last season he held the left-back position though he has also played in mid-

League record: Walsall 114(10) aps., 6 qls.

DAVID SERELLA (Defender)

David was signed from Nottingham Forest towards the close of 1975/ 76. There was a time, in 1972/73, when he was a regular member of the Forest senior team, but he later became only an understudy and so decided to leave.

League record: Nottm. For. 65(3) aps.; Walsall 89(2) aps., 5 gls.

MICK BATES (Midfield)

Walsall paid a club record fee of £25,000 to sign Mick from Leeds in 1976 and he was quickly appointed club captain. Mick was for long periods a regular senior player at Leeds where he made his League bow in 1966/67.

League record: Leeds 106(21) aps., 4 gls.; Walsall 78(1) aps., 2 gls.

WALSALL



Back Row left to right: Dave Mackay (Manager), Ron Green, Alf Wood, Dave Serella, Kelvin Clarke, Roger Hynd, Miah Dennehy, Brian Caswell, Alun Evans, Colin Harrison, Mick Kearns, Des Anderson (Assistant Manager)

Front Row left to right: Henry Newton, Alan Buckley, Gary Shelton, Donald Penn, Wayne Secker, Brian Taylor, Mick Bates, Reproduced by kind permission of the "Express & Star" Wolverhampton.

ALUN EVANS (Midfield)

Alun became the first £100,000 teenager when he left Wolves for Liverpool in 1968. He won four England under-23 caps and topped Liverpool's scorers in 1970/71.

League record: Wolves 20(1) aps., 4 gls.; Liverpool 77(2) aps., 21 gls; A. Villa 53(9) aps., 11 gls; Walsall 71(9) aps., 6 gls.

MIAH DENNEHY (Forward)

Migh is another Republic of Ireland international, with eight caps. He gained the first while with Cork Hibs, Nottingham Forest paid £20,000 for him in February 1973 and he moved on to Walsall two seasons ago.

League record: Nottm. For. 37(4) aps., 4 gls.; Walsall 116(5) aps., 20 gls.

JEFF KING (Midfield)

Jeff was another arrival at Fellows Park from Derby this season. He originally set his career under way with Albion Rovers in Scotland and Derby signed him in May 1974. League record: Albion Rovers 40(2) aps., 7 gls; Notts. Co (loan) 3 aps.; Portsmouth (loan) 4 aps; Derby 12(2) aps.; Walsall 18 aps.,

TERRY AUSTIN (Forward)

Walsall paid Plymouth £25,000 for Terry on eve of this season's transfer deadline. Once a Crystal Palace reserve, Terry moved on to Ipswich and made his First Division debut in 1974/75.

League record: C. Palace nil aps: Ipswich 10(9) aps., 1 gl; Plymouth 59 aps., 18 gls.; Walsall

ALAN BUCKLEY (Forward)

Alan has been Walsall's top scorer ever since he joined the club from Nottingham Forest for £18,000 in 1973. His tally from 1973/74 on has been 24, 27, 35 and 23 last season -- a phenomenal achievement in modern football.

League record: Nottm, For, 16(2) aps., 1 gl.; Walsall 220 aps., 118 gls.

ALF WOOD (Forward)

Hestarted with Manchester City and then, after transferring to Shrewsbury, set up that club's scoring record with 37 goals in 1971/72. League record: Manchester City 24(1) aps; Shrewsbury 257(1) aps., 64 gls; Millwall 99(1) aps., 38 gls; Hull 50(2) aps., 11 gls; Middlesbrough 21(1) aps., 2 gls; Walsall 23(1) aps., 2 gls.

John Ward talks to Roy Carter and Chic Bates

I met Swindon's newest signings Roy Carter and Chic Bates together. Unlike most of the players I had interviewed previously both had had other jobs outside football for some time after leaving school and had come into League football after making their mark with non-League clubs.

Chic Bates is a toolmaker by trade. He played in the Youth team at West Bromwich and the coach, Albert Mc-Pherson taught him one of the most important football lessons he has learned: "don't be afraid to play it back to someone who can see what's going on. At school I had only one thought in mind, 'which is the quickest way forward'?" Now 28 he remains a hardened West Brom, supporter. They didn't take him on however and he went off to play for Stourbridge in the Southern League for seven years until one day after a particularly successful season Alan Durban signed him up for Shrewsbury.

Roy Carter comes from Tor Point in Cornwall just across the River Tamar from Plymouth. He played for Falmouth while learning the trade of carpenter. "Most of Falmouth's best players come from Plymouth. I used to play for Argyle reserves on Wednesday nights and any other days when Falmouth didn't have a game." He has a lot of respect for Falmouth's manager and their coach, the former Argyle right half John Williams. (It was John Williams whom some of the Home Park crowd started calling for when Swindon completely dominated the midfield on Easter Saturday). They pushed him on when they realised that he had the ambition and potential to be a full time professional but he bided his time until he got his trade. He had a week's trial at Southampton and then Hereford made him a firm offer. He was a member of their promotion team two years ago: "it was a good little club but when they were promoted the manager sold all the best players and the team spirit went. In the end everyone was hoping it was their turn to leave. In my case the move to Swindon came as a complete surprise. After training one day the manager said that he had had an offer for me from Swindon that the directors wouldn't let him refuse."

Leaving home in Cornwall presented no problems to Roy. He knew that this was something he would have to do when he made up his mind to play in League football. He lived in digs at Hereford and at present is lodging with Kenny Stroud. He is buying a house in Swindon which he plans to move into in the summer when, at the age of 24, he is marrying a girl from Hereford. I wondered whether footballers were considered a good risk for mortgages. "I didn't have any problems," said Roy. "But then the man at the building society was a Swindon supporter!" For holidays in the summer he returns to Cornwall where he goes surfing, one of his main interests outside football.

Chic Bates is also in temporary digs with Ray McHale but he is going to live in Stratton St. Margaret with his wife and two children, Philip and Llania. Although he admits that travelling to and from the family in Shrewsbury at weekends after the match on Saturday must have some effect on his game he says that it's not something he notices if Swindon have won and he has played well. As with Roy the transfer to Swindon came out of the blue. He had thought that after being with Shrewsbury for three and a half years there was no chance of leaving. He seemed pleased with the move so I asked why. "The set up at Swindon is much bigger and more professional. Also you feel that you're in a football town. Back in Shrewsbury you were lucky if there was a brief mention of the football team in the local paper."

We talked about what they both considered to be their strengths and weaknesses. I said how much I had noticed Chic tackling back and suddenly appearing in his own half, especially in away games. "Yes, I suppose my stamina is one of my main attributes. Maybe one of the reasons they signed me was to get the side working in away games. I like to get involved in the building to a move right at the start rather than staying up at the front flicking on long balls." I asked whether there weren't occasions since he had arrived when he had passed the ball in front of goal when perhaps he should have had a shot. "I've come to look on myself as a goal maker rather than a scorer but certainly when the goals are going in you take pot luck and have a go. If they're not you're tempted to pass it on to someone else."

I asked how difficult it was to settle down in a new team with what might well be a completely different pattern of play. How did Chic play with Chris Guthrie, for instance? "Terribly!" he replied. "It's not just a question of you adapting to new team mates," added Roy. "They must appreciate your strengths too otherwise you are wasted." Converted by Hereford from a striker to midfield Roy regards his particular strong point as running off the ball from deep positions.

Having seen the number of times he surges forward, unnoticed, alas, by Swindon as much as by the opposition, at Port Vale and Exeter especially, I can see what he means about it taking time for others to adjust to a new player. He prefers playing on the right of midfield although when Swindon are only playing one winger, David Moss, on the left he is happy to alternate with Chris Kamara on the right during a game: running up and down the empty space on the right wing is, he reckons, the hardest job on the field. His main worry at the moment is that he isn't scoring goals. "I normally count on getting into double figures. This is my worst season so far.'

We talked about what it needs to get promotion from Division Three. "You can win the Fourth Division and maybe the Third" said Roy "merely by using the long ball, winning corners and knocking it in from there. But if that's all you can do you come unstuck in the Second. It's difficult for a team like Swindon to get out of the Third. We are a ball playing side but you get promoted by picking up points at places like Port Vale against teams who just won't let you play football."

Roy and Chic both came to full time football relatively late and so keen are they on the game that you would think they were living on borrowed time. "Of course training every day can get you down a bit," said Roy. "If only I was 18 . . ." "Yes," agreed Chic wistfully. "I sometimes think these young apprentices don't appreciate what a marvellous life they have. Anyone starting at their age, if they worked at it instead of idling their time away could easily get in the First Division. I know what it's like to work in a factory so I enjoy every minute."

What's In a Programme?

A SURVEY OF SWINDON TOWN PROGRAMMES OVER THE PAST 30 YEARS.

Part Two: 1963 to date

The handy pocket-sized publication produced by the Town from 1962 was also popular with other clubs at that time. During Swindon's first spell in the Second Division, Northampton Town, Portsmouth, Sunderland, Plymouth Argyle, Crystal Palace and Ipswich Town all chose this format.

Late in 1964 a readers' letters column entitled "In off the Post" was commenced but it met with little response. Those who wrote to the club then, appear to have continued to do so ever since - whether encouraged by the programme or not.

Very little change in style occurred before 1969. An annual change of cover was made and once, in 1965-66, it was altered mid-season to a more austere two-tone pattern.

In 1968-69 the programme included no additional features, but carried a new price tag of 1/- (5p), the first increase for six years, and was an elongated sixteen pages instead of the compact thirty-two. It did, however, incorporate a free insert of the now defunct Football League Review. For the League Cup semi-final edition against Barnsley in December 1968, a special souvenir was produced at no extra cost to the customer. It featured full colour photographs of the teams in opposition and many action pictures from previous League Cup ties that season.

On returning to the Second Division the Town Programme appeared in a totally new guise, behind a coloured cover. The 2-3-5 team formation was scrapped in favour of the present. 'twelve in line' and it was moved to a more accessible position on the inside front page. A caricture of a player was sketched each week and although appearing under varying labels of 'Personality Spot' 'Focus' etc., this feature has remained a popular item in the programme since 1970. The players family groups appeared during 1972/ 73, as did members of the Town youth squad.

An action photograph and the team line-ups appeared on the front cover for the 1971/72 season. By now the price was up to 6p and the size, at almost eight inches square, was then unique amongst other Second Division productions.

With the arrival of Dave Mackay in 1972, the manager was given his own column - the first since Maurice Lindley back in the fifties, to be allotted a regular space.

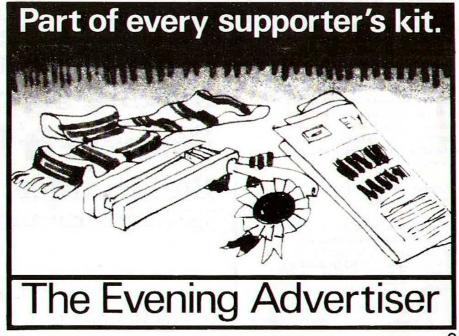
In order to hold the price at 7p, drastic cuts had to be made for 1973/74 The content was restricted to a mere eight pages. 'News and Views' received the axe, the only editorial being provided by manager Les Allen. When he was sacked in March 1974 'News and Views' was reprieved. But there was no room for a League Table and until the first Sunday programme appeared, in February, no League fixture list was forthcoming. A serialised Swindon Encyclopaedia had only reached 1947/48 by the close of the season and failed to make any reappearance. Forced to play afternoon

games during the enery crisis, the meagre attendances did not warrant the production of a programme on two occasions. For an F.A. Cup replay with Portsmouth in January 1974, a typed sheet was produced whilst for the League game against Luton in February a printed single sheet appeared.

Since 1974, regular features in the programme have remained largely unchanged. During 1974/75 supporters lost the Football League Review and a 'kitchen and garden' idea was not retained. The present programme is based on a souvenir Everton edition produced in January 1977. Its increased size allows a more flexible presentation of articles.



This request appeared in the programme throughout the sixties its message is still as important today.



Spotlight on Division 3

TWENTY YEARS ON

by Tony Pullein

We are now nearing the close of the 20th season since the Third Division's regional sections were re-organised as national Third and Fourth Divisions. Since then arguments have raged as to whether or not the regionalised sections were better, as far as the fans were concerned, and whether the additional travelling expenses incurred by clubs were justified.

The Third Division was officially launched on August 23, 1958, and it's interesting to reflect upon some of the attendance figures that day. We had a crowd of 15,299 for the visit of Wrexham, Norwich drew 25,918 for a game against Newport and there were 16,684 at Reading for the match against Q.P.R.

Other crowds that day --- Bourne-mouth (14,213), Brentford (15,750), Chesterfield (10,685), Hull (14,318), Mansfield (14,038), Notts County (14,872), Stockport (12,000) and Tranmere (12,648).

The smallest attendance of the day was 9,394 at Colchester.

It is a long while since crowds of such proportions flocked to Third Division grounds. The opening games this season drew only one five-figure attendance — at Sheffield Wednesday. None of the others even reached the nine thousand mark, which was the smallest in 1958.

The drop in attendances in modern times certainly does not indicate that Third Division football has lowered its standards over the years. Indeed, in most people's view, the quality of Third Division play today is higher than it has ever been. This is often reflected in Cup results. Now it has become almost common place for Third Division sides to knock out teams from Division One.

It is safe to say that, however we had re-organised things in the lower divisions, a dramatic drop in attendances was inevitable. The growth of television, the five-day week, the growth in ownership of cars, the appearance of motorways have all had the effect of hitting the smaller clubs.

Football itself has had little control over such events.

The worrying thing is --- can the game stand a continuing drop of such magnitude? Will the normal Third Division gate of 1988 be down to 2,000; the Fourth Division club's expectancy, say 500?

It is logical to think along these lines for, if we study some of the Southern

League attendances of 20 years ago, we find several of the major clubs attracting between 5,000 and 8,000 while today 1,000 is considered very good.

Many of the smaller clubs, aided by the new lottery acts, are making a lot of money from outside activities. Gate receipts now make up a small part of the smaller club's income. Yet, if we take this line of thought a little farther we reach the point where clubs will no longer need any spectators so why waste money on footballers' wages?

Indeed, if most Third and Fourth Division clubs cut out all their travelling and hotel expenses, and sacked all their professional players, most of them would be quite rich organisations!

If we are cruelly honest with ourselves we should consider re-naming many of our football clubs. Wouldn't it be accurate to call them drinking or gambling clubs? In many cases more revenue is drawn from the public's gaming and boozing instincts than is ever paid over the turnstiles.

Talking in this way, however, is depressing and one cynically asks oneself what is the point in the smaller clubs carrying on. On the other hand, if we ask ourselves the question: How many other forms of live entertainment in Britain draws crowds of even 5,000 to watch regularly. I don't think there is any.

So when we take this view, we find ourselves thinking optimistically of football's future. At grass roots level there is more football being played, from a much earlier age, than ever before.

With that sort of interest at the bottom, football is likely to thrive at the top for many more years. But — and this is the crunch — all clubs must make adjustments to meet the changing needs of the times.

WALSALL by Tony Pullein

Walsall have enjoyed one of their finest seasons in years and at one stage it seemed they might cap it by winning promotion. That now seems unlikely but they will certainly finish well up the table in the League and they have already equalled their club record by suriving to the fifth round of this season's F.A. Cup.

The draw threw up a fascinating repeat of the classic clash with Arsenal. Back in the 'thirties Walsall became the first of modern F.A. Cup giant-killers by shocking Arsenal — then in the midst of their hat-trick of Championships and several Cup successes — and putting them out 2-0.

On that occasion they had ground advantage but this year they had to travel to Highbury where the Gunners gained full revenge with a 4-1 victory.

En route to that fifth round tie Walsall had knocked out Dagenham, Port Vale, Swansea and Leicester.

In an effort to boost his side for a final push for promotion, manager Dave Mackay beat the transfer deadline by signing Plymouth's leading scorer Terry Austin. That was Mr. Mackay's third major deal of the season. Earlier he went back to his old club to sign midfield player Jeff King and defender Tony Macken.

Walsall have several very experienced players in their side, starting with Republic of Ireland international goal-keeper Mick Kearns. In midfield they have former Leeds' man Mick Bates, plus Alun Evans, who spent many years in First Division football. Up front they have another Irish international in Miah Dennehy plus the much-travelled Alf Wood.

The latter, however, did drop out of the side when Austin arrived.

The Saddlers have won four away games in the League --- at Chesterfield

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They drew at Lincoln (2-2), Sheffield Wednesday (0-0), Plymouth (3-3), Shrewsbury (0-0), Peterborough (0-0), Colchester (1-1), Exeter (1-1), Tranmere (0-0), Port Vale (2-2) and Chester (1-1).

Walsall were beaten at Rotherham (0-3). Hereford (2-3), Gillingham (1-3), Carlisle (0-2), Wrexham (0-1) and Cambridge (1-2).

Walsall were due at Preston last Tuesday.

The Walsall club was formed as Walsall Town Swifts in 1868 and gained admission to the Second Division of the Football League in 1892. Since then they have had to apply for re-election ten times and have on two occasions been thrown out of the competition --- in 1895 and 1901.

Their seven re-election applications in the Third Division is a record that can never be beaten and this included a run of four successive pleas in the 'fifties when they were fortunate not to have been ejected again.

In spite of their long record of membership in the Football League, Walsall spent most of their time in the lower divisions. Some of their best years began with their Fourth Division championship campaign of 1960. A year later they won further promotion as runners-up in Division Three.

That spell of Second Division football lasted only two seasons, however, and since their relegation in 1963 they have become the Third Division's oldest inhabitants --- all the others have either gone up or down at least once since then.

After their two early ejections from the Football League, Walsall had to await the formation of the Third Division (North) in 1921 for their return to the fold. They made a couple of switches to the Southern Section and in 1958 became founder members of the Fourth Division.

They remained there until winning the championship in 1960.

The Saddlers have made one or two attempts to get back into the Second Division in recent years but in 1971 they had a miraculous escape from relegation when a Reading player's own goal in their last match put them down, and saved Walsall.

Manager Dave Mackay took over after last season after a successful spell at Derby County. He earlier managed Nottingham Forest and, of course, it was here at the County Ground that he experienced his first taste of management.

He spent his playing days with Hearts, Tottenham and Derby, winning many honours and a string of international caps for Scotland.

(2-1) and Bury (1-0).



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- 9. Bates C
- 10. McHale R
- 11. Cunningham D
- 12. Stroud K

at 7.30p.m.



REFEREE:

MR. ALAN C. F. TURVEY (Basingstoke)
Commenced refereeing in the Southend-on-Sea area and graduated via the metropolitan and Isthmian Leagues to the Football League full list. Refereed the Isthmian and Athenian League Cup Finals in 1975, and also in last year's Anglo-Italian Tournament. Was linesman for a European Cup match, in Norway, in 1974. A married man with two daughters, he is a

A married man with two daughters, he is a Sales Director. Speaks at Referees Societies meetings and is a member of Basingstoke Golf Club. Is Chairman of both the Rothmans Isthmian Association of Referees and Linesmen, and the Basingstoke and District Society of Referees. He is also Vice President of the Basingstoke Round Table.

WALSALL

- 1. Kearns M
- 2. Paul I
- 3. Caswell B
- 4. Harrison C
- 5. Serella D
- 6. Evans A
- 7. Dennehy M
- 8. Bates M
- 9. Austin T
- 10. Buckley A
- 11. Birch A
- 12. Wood A

Linesmen: Red Flag: MR. W. G. CLEEVE - DOWNLEY, HIGH WYCOMBE Yellow Flag; MR. K. W. DEANE - RHONDDA, MID GLAMORGAN

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P.C. to	Р	W	D	L	+	A	Pts
Leicester City	15	08	04	03	44	24	20
Coventry City	15	08	04	03	37	22	20
W.B.A.	14	08	04	02	28	14	20
Derby County	14	05	07	02	26	13	17
Wolverhampton	15	07	03	05	31	25	17
Birmingham City	16	06	04	06	27	21	16
Swindon Town	14	03	05	06	17	27	11
Bristol City	16	02	04	10	19	36	08
Northampton	15	02	01	12	08	55	05

Cup Competition - Part 1

			The Control of				
GROUP 'A'	P	W	D	L	F	Α	Pts
Leicester City Swindon Town Northampton	04 03 03	02 02 01	00 00	02 01 02	15 05 04	07 06 12	04 04 02
GROUP 'B'							
Derby County Wolves W.B.A.	03 04 03	03 01 00	00 01 01	00 02 02	06 03 02	03 03 05	06 03 01
GROUP 'C'							
Coventry Bristol C	04 04	03 01	00 02	01 01	14 04	02 08	06 04

Birmingham C. 04 00 02 02 02 10 02