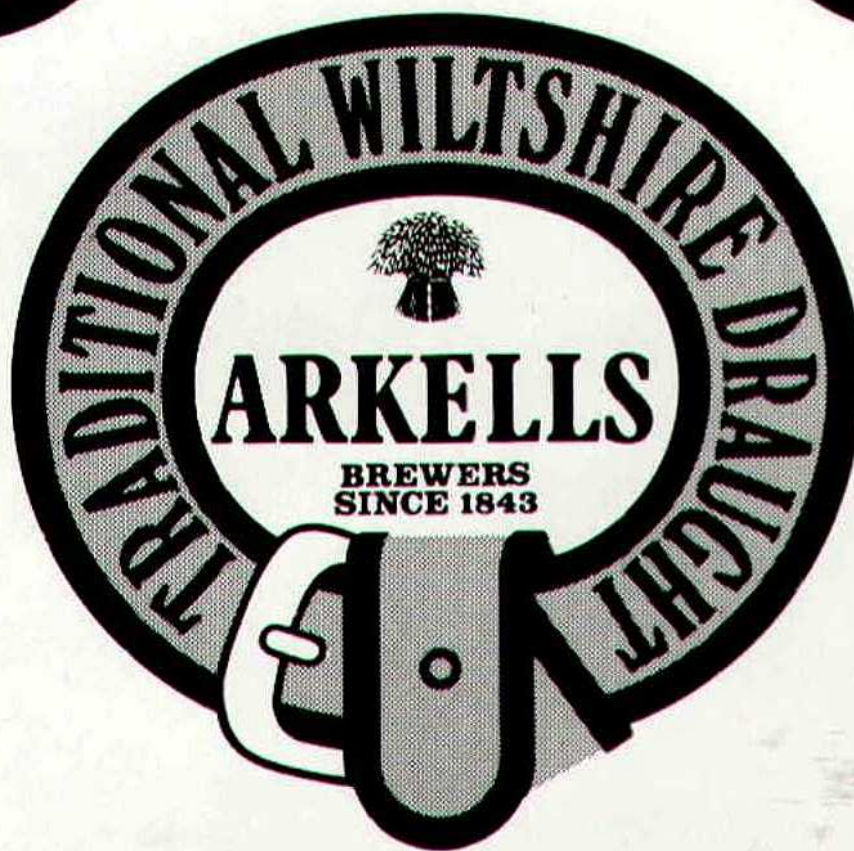




**SWINDON TOWN**  
**V**

**BURY** 7/8/9





Enjoy the true country taste  
of our traditional beers

**J. ARKELL & SONS LTD**  
**KINGSDOWN BREWERY**  
**SWINDON**



# Swindon Town Football Company Limited

Registered Office County Ground Swindon

President Directors Mr. W. J. Castle

Chairman C. J. Green

Vice-Chairman C. Cowley

Directors C. Day, A. W. Done, W. Dore,

M. W. Earle, T. J. Kearsey, L. Smart,

R. Stephenson, G. Whittock

Administrative Manager/Secretary R. J. Jefferies

Telephone No. 22118

Financial Manager/Company Secretary  
R. A. Morse

Team Manager R. W. Smith

Commercial Consultant D. Buswell

Club Medical Officer Dr. J. Nicholas

## Bob Smith says.....

Today we welcome Bury Football Club to the County Ground and what a coincidence that our first League match opponents under my managership should be the club for whom I commenced my career as a Manager in Season 1973/1974.

I know enough about the side to know that we have a tough task on our hands - they never give up. These are the qualities I helped to install in my four and a half years at Bury and in later notes these qualities will be mentioned in relation to my players at Swindon because I feel that without those attributes no team can gain the success that it seeks.

I was delighted at the teams performance at Portsmouth, they worked hard as a team and created a number of goal scoring chances. In the second leg here at the County Ground it was necessary for me to have a few harsh words with the team at half time which seemed to do the trick as the effort and determination shown in the second half was much improved and is something that is going to be required consistently if we are to expect the right results. The quality of the goals in the second half were good and, more, important, they came from four different positions, one from the defence, one from the centre and one from each wing. This is the kind of thing which happens with most good teams and I quote Liverpool, where the goal scoring ability is spread throughout the team. Judging from the buzz coming from you the supporters after Tuesday nights game, I am sure that you



appreciated the entertainment provided and I hope that you will continue to give us your support.

By now I am sure that you will all know that our next opponents in the Football League Cup Competition is West Ham United, who we have to play at Upton Park.

The Hammers are a footballing side which will suit us and as we more than held our own in the recent pre-season friendly match against them, I am sure that with extra effort which I know that our team can give, we must have a very good chance of success. This would be even more possible if we can rely upon our supporters travelling in great numbers to give the lads their verbal support - as I said in my Portsmouth programme notes - "Your part in the future success of this Club is as important as anyones" and we want the full TEAM present on this occasion.



# Bits and Pieces

## COMMENT .....

IF THE TOWN'S new team boss, Bob Smith, meets with the same kind of success as that of the last former Bury manager to arrive here, then indeed a bright future is in prospect for Swindon football.

The summer of 1956 was particularly gloomy at the County Ground. The Town had just finished bottom of the League, had won only eight League games all season and had totalled a meagre 34 goals. The financial position of the club was critical and the League side had been coached and managed for seven months of the season by a free-transfer signing from Bristol Rovers, full-back Geoff Fox. In October of that year the management were able to make a full-time appointment and the job went to Bury's Bert Head. He remained in office for almost nine years and developed one of the finest crop of young players in the country. He brought with him the giant centre-half, Vincent Jack, and another of his early signings for Swindon was Wigan Athletic's Arnold Darcy - a most consistent performer who turned out for 223 League games for the Town before making a farewell appearance at Southampton on the last day of the 1963-64 season.

The Town's progress was slow at first - but when the crunch came in 1958 and Swindon had to finish in the top half of the table to avoid the new Fourth Division - it was done in fine style, fourth place being reached. During the following season the youngsters began to emerge - David Corbett, Cliff Jackson, Keith Morgan and Bobby Woodruff all making their League bows. Mike Summerbee and Ernie Hunt were to follow in 1959-60 and the club's life-long ambition of promotion was finally realised in 1963.

## GOING TO SHREWSBURY? .....

### ON SATURDAY AUGUST 26th

Swindon visit Gay Meadow hoping for a repeat of last season's encounter when, on a rain-soaked pitch, the Town pulled off a 3-2 win to complete a second 'double' of the season. Phil Bates, who made his Swindon debut in that game, will be looking to increase his goal tally against his former colleagues - who struggled on Monday to a single goal lead in the League Cup at home to Fourth Division Stockport County.

Stand Admission Prices will be £2.00, £1.50, £1.20. Junior 80p Wing Stand Only. \*\*\*\*\*



BERT HEAD



ARNOLD DARCY



# John Ward talks to

## Bobby Smith

With the first League match of the new season we begin a series of articles in which John Ward talks to key personalities who will be working to make the set-up at Swindon Town successful. Future programmes will contain interviews with new players Ian Miller and Brian Williams and with the backroom staff. To-day John Ward talks to new manager, Bobby Smith.

Four years ago Swindon were starting the season in the Third Division after five years in the Second but as the players ran out on the pitch that warm August afternoon you would hardly have thought that you were at a club which had just been relegated. As the Chairman remarked in the programme that day "After a disastrous season last year a stranger to the town might wonder at our optimism but we know that behind the scenes at Swindon many changes have and are taking place which will prove advantageous to the Club over a period of time". He went on to refer to the return of Danny Williams as team manager, improvements in public relations to bring the club closer to the supporters, fresh faces in the boardroom and new fund raising activities. On the next page Danny's Desk echoed this theme: "Do you remember the words of the song 'Let bygones be bygones and start all over again'? I hope so because that is what I am asking you to do". Ninety minutes later Swindon's new image had received its first dent, a two-nil home defeat. The visitors were newly promoted Bury, their manager Bob Smith!

Bob had taken Bury to the Third Division in his first season as manager. Before that his playing career had started at Old Trafford and continued with a number of less glamorous clubs, Scunthorpe, Brighton, Chester and Hartlepool. These experiences encouraged him in his aim to become a manager: "I played under so many bad managers it made me think I could do the job", he said. Looking back on his playing career did he see it merely as a preparation for his true vocation, being a manager? "I'm very happy as a manager but football is all about players and playing is more fun". He joined Bury as coach but within two months the manager had left and Bob took over, with instant success. Then after consolidating Bury's position he was rebuilding for further promotion, each season seeing a higher League position, until there was a disagreement with the Club - "But there's no need to talk about that" he said firmly. (The only major difficulty about interviewing Bob Smith is that he is so absorbed in his new job at Swindon he hasn't much to say about what

went before!) Bob moved to Port Vale but he had only been manager there a few weeks when Swindon made their approach.

What made him accept Swindon's invitation? "The Club has enormous potential. There is a large catchment area for attracting supporters; it's not like Bury where there were about eight clubs within a few miles. The Directors are very good here. People who say they are not ambitious are talking rubbish. Look how much money they've made available for new players.

I commented on the reputation Bury's promotion side had made by playing attacking football and scoring goals. "You win promotion by winning matches away from home. That's what we are going to try and do here and we should score a lot of goals. Maybe Swindon have let in too many in the past so we will try and put a stop to that." I asked what particular qualities Bob thought he possessed as a manager. "Managers can be successful in all sorts of different ways. One may do it by sitting in his office all day but he may be very good at choosing the right people to delegate to. Another may be good at buying and selling players. I see my job as working with the players. If I am stuck in the office then Wilf Tranter, the first team coach, is there to start the training session without me. We work very closely together. I discuss everything with Wilf but in the end it's me who has to take the decision. If you ask what I have to offer I think its honesty, dedication and, I hope, some coaching ability".

If anyone has any doubts about the hard work and dedication they should have been at this interview. It began as Bob Smith walked off from a morning training session, broke off so that he could have an urgent talk with the Chairman and continued - with Bob still in his tracksuit - over orange squash and a cheese roll in the bar by the squash court. Then Bob left me talking to Wilf Tranter while he went off to talk privately to one of the apprentices and we finished the interview as he got dressed after a shower. That was the end of his lunch break and he could then get back to work! No wonder he currently sees little of his wife and nine year old son who are still living up in Sale. "I'm looking for a property down here but I simply don't have the time to go and see any. We are too busy with pre-season training. I suppose I'll get round to it in a few months".

Continued on page 13



# Talk of the Town by the Chairman

Today we open our League programme with a visit from Bury, a Club that our Manager successfully managed for several seasons and today's game will be obviously important for many reasons.

Every year ninety two League clubs start the season with great hopes and obviously a good start is everybody's wish. Our first home game in the League Cup on Tuesday last, was exciting with the one thing that every supporter wishes for, that is goals, coming fast and furious in the last quarter of an hour. We congratulate Brian Williams and Ian Miller on scoring two great goals in their home debut and of course Steve Aizlewoods great opening goal along with Chris Guthries gem of a header.

Many people were of the opinion that if the result had been level at full time, extra time would have been played, but this would not have been so, because obviously on a home and away basis this would give the second leg home team an unfair advantage.

The Football League authorities have given clubs the right of choice of replay venue and we tossed a coin after our first game played at Portsmouth, to decide whether we should replay either at Portsmouth or Swindon, if the outcome should have been stalemate on Tuesday last. We won the toss and of course we should have had the replay at Swindon, but as we now know, this wasn't necessary.

These evening games always attract other Club Managers and those of you who watch from a position near the Directors Box may have recognised the familiar faces of Ted Drake of Arsenal fame, Ted Bates of Southampton along with Bob Campbell of Fulham and Mick Brown of Oxford. Stan Harland also attended this game and will be joining Portsmouth shortly on their coaching staff.

You may have read that we have applied to the Sports Council for a grant to enable us to provide facilities at the County Ground for the enjoyment and use for all types of activities, which can be in operation for twelve months of the year. This project of the Sports Council is aimed primarily to try and interest the young people, to come and join in competing in professional sports and so hoping that it will reduce the tendency to use their energies destructively.

The Sports Council are using Football Clubs as a central point to work from and obviously the industrial centres like Manchester, Birmingham London and Bristol will be the first areas to receive these grants, and their results will be watched with interest and we envisage that Swindon will be considered in the near future.



C. J. Green

To this end we are looking ahead and as reported in the Evening Advertiser, we have visited a London County Council playground area, which has had a special composition laid by the Avon Rubber Company.

This new break through for playing areas means safety for children when falling and in such places where swings and roundabouts are literally used this is of paramount importance. Also of course that these playing surfaces can be used in all weathers and the maintenance cost is very low.

John Trollope's award as Player of the Year presented by Mr. Worsdale Editor of the Evening Advertiser before the game on Tuesday last, put the final seal to John's achievements last year, although we shall be seeing plenty of John's performances on the County Ground for a long time to come we hope, but chiefly to help his young players around him. During the past week or so John has taken teams to Clandown, the area that Don Rogers came from, Gloucester City, Chippenham Town and Welton Rovers. To play against Senior Sides is good experience for our lads whom have left school this summer term.

Steve Lymer was selected to keep goal in the representative match for the pick of the Midland Youth team against the League winners of that League last season who were West Bromwich Albion. This game played at the Hawthorns on Tuesday last resulted in a 1-1 draw.

Here's hoping for a good game today and can we hope for goals again.





Do you require

**Tracked or Wheeled Excavators**

**Tracked or Wheeled Shovels**

**Tractors and Scrapers**

**Bulldozers**

**Tipper Lorries**

**Low Loaders**

***THEN HIRE FROM***

**H Hibberd Ltd**

**PLANT HIRE CONTRACTORS**

29 Newport Street, Swindon

Tel: Swindon 36125 or 23876



# WHO WE PLAY IN 1978-79

|                   | Home Ground<br>(Capacity '000) | Telephone No.        | Approx.<br>Miles<br>from<br>Swindon | Seat Prices          | Nearest Railway<br>Station      | Colours                      |
|-------------------|--------------------------------|----------------------|-------------------------------------|----------------------|---------------------------------|------------------------------|
| BLACKPOOL         | Bloomfield Road (38)           | 0253 46118           | 200                                 | £1.60, £1.50 & £1.40 | Blackpool                       | Tangerine/White              |
| BRENTFORD         | Griffin Park (37)              | 01-560 2021          | 70                                  | £1.90 & £1.55        | Brentford Central               | Red/White Stripes            |
| BURY              | Gigg Lane (35)                 | 061-764 4881/2       | 170                                 | £1.50, £1.30 & £1.10 | Bury                            | White/Blue                   |
| CARLISLE UNITED   | Brunton Park (28)              | 0228 26237           | 270                                 | £1.85 & £1.75        | Carlisle                        | Blue/White                   |
| CHESTER           | Sealand Road Stadium (20)      | 0244 21048           | 140                                 | £1.40 & £1.20        | Chester                         | Blue/White Stripes           |
| CHESTERFIELD      | Recreation Ground (28)         | 0246 32318           | 140                                 | £1.50 & £1.25        | Chesterfield                    | Blue/White                   |
| COLCHESTER UNITED | Layer Road (16)                | 0206 74042           | 130                                 | £1.80 & £1.40        | Colchester                      | Blue/White Stripes           |
| EXETER CITY       | St. James's Park (18)          | 0392 54073           | 110                                 | £1.80                | St. James's Park Halt           | White                        |
| GILLINGHAM        | Priestfield Stadium (22)       | 0634 51854           | 110                                 | £1.75 & £1.50        | Gillingham                      | Blue/White                   |
| HULL CITY         | Boothferry Park (42)           | 0482 52195/6/7       | 200                                 | £1.60, £1.30 & £1.20 | Boothferry Park Halt            | Amber/Black Stripes          |
| LINCOLN CITY      | Sincil Bank (25)               | 0522 22224           | 140                                 | £1.40                | Lincoln St. Mark's              | Red/White Stripes            |
| MANSFIELD TOWN    | Field Mill (23)                | 0623 23567           | 130                                 | £1.80 & £1.50        | Alfreton & Mansfield<br>Parkway | Amber/Blue                   |
| OXFORD UNITED     | Manor Ground (18)              | 0865 61503           | 30                                  | £1.70                | Oxford                          | Yellow/Blue                  |
| PETERBOROUGH UTD. | London Road (30)               | 0733 63947           | 110                                 | £1.50 & £1.30        | Peterborough                    | Light Blue/<br>White Stripes |
| PLYMOUTH ARGYLE   | Home Park (40)                 | 0752 52561/2/3       | 150                                 | £2.00 & £1.50        | Plymouth                        | Green/White                  |
| ROTHERHAM UTD.    | Millmoor (24)                  | 0709 2434            | 150                                 | £1.80 & £1.50        | Rotherham                       | Red/White                    |
| SHEFFIELD WED.    | Hillsborough (55)              | 0742 343122/3        | 150                                 | £2.20 & £1.50        | Sheffield                       | Blue/White Stripes           |
| SHREWSBURY TOWN   | Gay Meadow (18)                | 0743 56068           | 100                                 | £2.00, £1.50 & £1.20 | Shrewsbury                      | Amber/Blue                   |
| SOUTHEND UTD.     | Roots Hall (35)                | 0702 40707           | 130                                 | £2.00                | Prittlewell                     | Blue/White                   |
| SWANSEA CITY      | Vetch Field (35)               | 0792 42855           | 120                                 | £2.00                | Swansea                         | White                        |
| TRANMERE ROVERS   | Prenton Park (25)              | 051-608 3677 or 4194 | 150                                 | £1.25                | Rock Ferry                      | White/Blue                   |
| WALSALL           | Fellows Park (24)              | 0922 22791           | 90                                  | £1.95 & £1.50        | Bescot                          | Red/White                    |
| WATFORD           | Vicarage Road (36)             | 0923 21759 or 24729  | 80                                  | £2.50, £2.00 & £1.50 | Watford High St.                | Yellow/Black                 |



# IN TOWN TODAY

Life has taken many unexpected turns over the past 12 months both for Bury and for our manager Bobby Smith. This time last year he was in charge of the Gigg Lane side. Since then he has been to Port Vale and to the County Ground while Bury have also seen another manager Bob Stokoe, come and go.

Bury, who won only one of their last 14 games last season, will be looking, more than anything else, for stability this season. Centre-back David Hatton has now been appointed player-manager and his first priority is to find a settled side.

Mr. Hatton, who served Bolton and Blackpool in the higher divisions for 15 years before signing for Bury in 1976, will probably fill one of the central defensive positions, alongside Billy Tucker.

Billy linked up with the Shakers in December 1976 after serving Hereford United during their remarkable run from the Southern League up to the Second Division of the Football League. His height is a great asset in the middle of the defence.

Gerry Keenan and Keith Kennedy are favourites for the full-back positions.

Keenan got his first chance four seasons ago but he really came into his own in 1976/77 when Bury sold Steve Hoolickin to Carlisle and Gerry took over at right-back.

Kennedy initially joined Bury on loan from Newcastle in 1972 and, since the transfer was completed, he maintained a wonderfully consistent record of appearances.

Three other players who could appear in defence, however, are Tony Bailey, Danny Wilson and Ronnie Evans.

Bailey spent his early days with Derby but got only one opportunity in their First Division side. He moved on to Oldham in 1974 and has been with Bury since 1974. Wilson signed professionally for the club last September. Evans signed from Manchester City this summer.

Goalkeeper John Forrest worked his way through Bury's junior teams and got his first chance in their senior side in 1967/68. He has been the Shakers' number one choice for the past seven years.

Apart from Ronnie Evans, Mr. Hatton made

## BURY LOOK FOR STABILITY

two other summer signings - - - Gordon Taylor (Blackburn) and Ray Lugg (Crewe), both players of experience.

Taylor spent eight seasons as a winger in the Bolton side before transferring to Birmingham in 1970. In 1976 he moved on to Blackburn for £18,000. Lugg played 37 League games for Middlesbrough then, in 1969, he signed for Watford. Plymouth was his next stop in 1972 but he remained at Home Park for only one season before signing for Crewe.

Lugg will probably be playing in midfield where the other contestants include Ian Robins, Brian Stanton and Peter Farrell.

Bury equalled a club record fee of £25,000 to sign Robins from Oldham in 1977 and he built up an extraordinary scoring record. Though he scored in five successive League Cup ties - - - to keep the club in the competition - - - he didn't score in a League game until the new year. He ended with a total of eight goals.

Stanton was given a couple of outings in 1976/77 but really "arrived" last season when he hit home some vital goals - - - nine all told. Farrell, like Stanton, is a Bury discovery and he got his senior chance in 1975/76.

Alan Whitehead, another youngster who was drafted in last season, can play in midfield or attack but it looked as if the front line would line up: Alan Woolfall, Andy Rowland and Taylor.

Woolfall also developed in the juniors and his promotion came in 1974/75.

Rowland has been Bury's top scorer for the past three seasons, netting 15 last term. He began with Derby without getting a first-team chance. Bury signed him in 1974.

After the departure of Bobby Smith last November, Bury asked their former boss Bob Stokoe to take over. He had been out of the game for several months after leaving Sunderland and jumped at the opportunity. But when Blackpool - - - a club he had also previously managed - - - were in such grave trouble this summer, facing their first-ever spell of Third Division football, they appealed to him to sort things out.

Now Dave Hatton has the chance to show his worth on the other side of the fence in his first managerial appointment.



# TOWN'S THIRD DIVISION RESULTS AT A GLANCE

|                   | 1974-75   | 1975-76   | 1976-77   | 1977-78   |
|-------------------|-----------|-----------|-----------|-----------|
| AFC BOURNEMOUTH   | W2-1 D1-1 |           |           |           |
| ALDERSHOT         | W3-2 W1-0 | W6-3 W1-0 |           |           |
| BLACKBURN ROVERS  | W2-0 L0-2 |           |           |           |
| BRADFORD CITY     |           |           |           | L0-1 L1-2 |
| BRIGHTON & H.A.   | W1-0 D1-1 | W3-2 L0-2 | W2-1 L0-4 |           |
| BURY              | L0-2 D0-0 | W2-1 L0-5 | L0-1 W1-0 | D1-1 D0-0 |
| CAMBRIDGE UNITED  |           |           |           | D0-0 L2-5 |
| CARDIFF CITY      |           | W4-0 D0-0 |           |           |
| CARLISLE UNITED   |           |           |           | D2-2 D2-2 |
| CHARLTON ATHLETIC | W2-0 D3-3 |           |           |           |
| CHESTER           |           | W2-1 L1-2 | W2-1 L1-2 | D1-1 L0-1 |
| CHESTERFIELD      | W1-0 W2-0 | L0-1 L0-4 | W3-0 W1-0 | W2-1 L1-3 |
| COLCHESTER UNITED | W4-1 L0-2 | L0-1 W2-1 |           | D0-0 L0-2 |
| CRYSTAL PALACE    | D1-1 L2-6 | L1-2 D3-3 | D1-1 L0-5 |           |
| EXETER CITY       |           |           |           | W4-0 D0-0 |
| GILLINGHAM        | W1-0 L1-3 | D2-2 L2-3 | D2-2 D2-2 | W3-2 D2-2 |
| GRIMSBY TOWN      | W3-2 L0-2 | W3-0 L0-1 | W4-1 L0-2 |           |
| HALIFAX TOWN      | W3-1 D0-0 | W3-1 W2-0 |           |           |
| HEREFORD UNITED   | W1-0 L1-2 | L0-1 L0-1 |           | W1-0 D1-1 |
| HUDDERSFIELD TOWN | W4-1 D2-2 |           |           |           |
| LINCOLN CITY      |           |           | D2-2 D0-0 | W1-0 L1-3 |
| MANSFIELD TOWN    |           | L0-2 L1-3 | L0-1 D1-1 |           |
| MILLWALL          |           | L0-2 D0-0 |           |           |
| NORTHAMPTON TOWN  |           |           | W5-1 D1-1 |           |
| OXFORD UNITED     |           |           | W1-0 D0-0 | W3-2 D3-3 |
| PETERBOROUGH UTD  | L0-1 D0-0 | L0-3 L1-3 | L0-4 L0-1 | W2-0 L0-2 |
| PLYMOUTH ARGYLE   | W2-0 L3-4 |           |           | W3-1 W2-0 |
| PORTSMOUTH        |           |           | W4-3 L1-2 | W3-1 W2-1 |
| PORT VALE         | W3-2 D2-2 | W2-1 L0-3 | W1-0 D2-2 | D1-1 L0-1 |
| PRESTON N.E.      | W1-0 L0-2 | L1-3 L2-4 | L0-1 L0-2 | L0-2 D1-1 |
| READING           |           |           | D2-2 L1-4 |           |
| ROTHERHAM UNITED  |           | D1-1 W2-0 | L2-4 D1-1 | W2-0 W3-1 |
| SHEFFIELD WED.    |           | W2-1 W2-0 | W5-2 L1-3 | D2-2 D1-1 |
| SHREWSBURY TOWN   |           | W3-0 L0-3 | W1-0 D2-2 | W5-0 W3-2 |
| SOUTHEND UNITED   | W2-0 L0-2 | D0-0 L0-3 |           |           |
| TRANMERE ROVERS   | D0-0 L0-3 |           | D1-1 W1-0 | W1-0 D1-1 |
| WALSALL           | W3-0 L0-2 | W5-1 D1-1 | D2-2 L0-2 | L2-3 L0-2 |
| WATFORD           | D2-2 L0-1 |           |           |           |
| WREXHAM           | W2-1 W2-1 | D2-2 L0-2 | W3-2 D2-2 | L1-2 L1-2 |
| YORK CITY         |           |           | W5-1 L2-4 |           |

Collated by Paul Plowman



## MILESTONES IN THE HISTORY OF SWINDON TOWN F.C.

- |   |   |
|---|---|
| <p>1881 Club Founded by the Preb. W.B. Pitt of the Swindon Spartans.</p> <p>1887 First ever winners of Wiltshire Senior Cup. Retained the trophy every season until 1892-93, when it went to Swindon Athletic.</p> <p>1889 Entered the F.A. Cup competition for the first time. Knocked out in the first qualifying round by Watford Rovers.</p> <p>1894 Elected to the Southern League as founder members.</p> <p>1895 Club adopted professionalism. Home games switched from the Croft to the County Ground. First-team admission price raised to 6d (2½p.)</p> <p>1899 Town skipper Jimmy Monro died from spinal meningitis at the age of 28.</p> <p>1901 Due to the critical state of the club's finances the paybill was out to under £20. The players appealed through the local press for members of the public to make donations to supplement their wages.</p> <p>1902 Sam Allen appointed part-time secretary manager. Town colours changed to red.</p> <p>1907 Harold Fleming signed for the Town aged twenty. Scored on his first team debut - a 4-0 win over Luton Town.</p> <p>1910 Swindon reached the F.A. Cup semi-finals by defeating Crystal Palace (away), Burnley, Tottenham and Manchester City.</p> <p>1911 Won the Southern League championship for the first time with 53 points from 38 matches, five clear of Northampton T.</p> <p>1912 Again got to the last four in the F.A. Cup with victories over Notts County, West Ham and Everton. Lost to the eventual winners Barnsley in a replay at Meadow Lane, Nottingham.</p> <p>1914 Second Southern League championship win - on goal average from Crystal Palace.</p> <p>1920 Elected to the Football League as founder members of the Third Division.</p> <p>1924 Harold Fleming made his last appearance for the Town, scoring in a 4-0 home victory over Brighton.</p> | <p>1933 Town finished at the bottom of Div. 3(S) and had to apply for re-election for the first time. After scoring 216 League goals in 260 games, Harry Morris left to sign for Clapton Orient. The former Welsh International, Ted Vizard, took over as team manager.</p> <p>1938 Town players wore numbered shirts for the first time in a 4-1 home League win against Notts County.</p> <p>1946 Sam Allen died in his eighty-third year. Maurice Owen made his League debut.</p> <p>1951 First floodlit match at the County Ground - a friendly against Bristol City.</p> <p>1955 Harold Fleming died at the age of 67.</p> <p>1956 Second application for re-election after finishing at the bottom of the League again. Bert Head appointed manager.</p> <p>1957 Little improvement in League form - 23rd position and another successful re-election.</p> <p>1960 John Trollope made his League debut. Don Rogers signed on as an apprentice.</p> <p>1963 Town gained promotion for the first time ever, being runners-up to Northampton T. Maurice Owen retired as a player after 555 League appearances.</p> <p>1965 Suffered relegation from the Second Div. along with Swansea Town. Danny Williams joined Swindon.</p> <p>1969 Lifted the Football League Cup at Wembley and again promoted from the Third as runners-up to Watford on goal average.</p> <p>1970 Won the Anglo-Italian Cup in Naples after remaining undefeated in three games in Italy.</p> <p>1974 Relegated once again after being at the bottom of the Second for half of the season. Danny Williams rejoined the Town.</p> |
|---|---|

Collated by Paul Plowman



# ACTION REPLAY



Swindon's John McLaughlin brings a fine save from Portsmouth goalkeeper Mellor at the County Ground on Tuesday, when the Town won their League Cup 2nd leg game 4 - 2.



Portsmouth goalkeeper Mellor dives to save Chris Guthrie's penalty kick during Tuesday's League Cup victory at the County Ground.



# From the COMMERCIAL OFFICE

## FROM THE POOLS OFFICE

Good afternoon ladies and gentlemen. Welcome once again to the County Ground.

Our commercial activities have continued throughout the summer and the support from our ticket sellers has been tremendous.

However we are always in need of a few extra agents. If you think you could help by selling a few Lottery or Bingo Tickets please give us a ring on SWINDON 31510 or 42984 or call at the Lottery or Pools Office.

We shall also have a new match day ticket which is on sale for the first time today. The prize will be 50% of the receipts and will be paid in cash prizes. Each ticket is 10 pence. The winning number will be announced over the loudspeaker and can also be seen on a board carried around the perimeter track at half time. Numbers and

winners names will also be published in the next programme.

We shall always need your support in any venture we undertake and I only hope you will support us once again.

Here's hoping for a successful season and I hope you all enjoy it.

DOUG BUSWELL

## POOLS OFFICE

Half-time Jackpot 18th August 1978 v Portsmouth.

1st 00266 £14.50

2nd 01396 £ 8.73

3rd 01203 £ 5.82

All claims to the Pools Office.

## The Football Association Notice To Spectators

Every Club is responsible to the Council for the action of it's spectators and is required to take all reasonable precautions to prevent spectators throwing missiles on to the pitch and/or threatening or assaulting officials and players before, during or at the conclusion of matches. In the case of a breach of this rule any spectator may be removed from the ground and such force used as may be necessary for the purpose of effecting such removal. The Club has been ordered to print this notice because of incidents at a match at the conclusion of last season. Spectators are warned that a repetition of misconduct may result in the closing of the ground.

## Continued from page 5

During the whole time that he was talking Bob Smith exuded a determination to bring success to Swindon Town. "I want to create the same sort of spirit that they must have had at Bolton Wanderers. That's one of the greatest character jobs there ever was in football. Two years running they just missed promotion but nobody rocked the boat, players, managers or directors. They kept at it and made it the third time. That's the sort of character I'm looking for here. Anyone giving less than 100% won't be in my team. But if the supporters want success they've got to play their part too. For a team to win promotion it needs tremendous support from the fans".

The only time Bob Smith was reluctant to answer my questions was when I asked about David Moss's departure. "That's history", he said firmly. "I'm here to make a fresh start and to bring in some fresh thinking. Wilf and I are going to try to help Swindon Town live up to their potential. I know other managers will have said this sort of thing before but this time we really mean it".

Certainly after talking to Bob Smith I have no doubts about that. There's just one slight problem. I've noticed who are today's visitors!



# NATION WIDE

By Tony Pullein

Mick Walsh, the striker who joined Everton from Blackpool for £325,000 on the eve of the new season, hopes his elevation to First Division status will enable him to win back his international place. Mick was capped four times by the Republic of Ireland side during 1975/76 and the following season and it was because he feared for his international future that he sent in regular transfer requests.

It was felt that he would move to a First Division club during the 1977 close-season but Blackpool managed to hold him then. Relegation to the Third Division this season made it inevitable that he would go. Birmingham were among the interested clubs but Everton produced the most money. In just over four seasons, Walsh hit 76 goals for Blackpool. When Watford paid Ipswich £30,000 for defender John Stirk in the summer they knew they were risking a considerable sum on a player with little League experience behind him. Yet, though Stirk played only eight League and Cup matches for Ipswich, he faced some of the world's biggest stars.

Stirk made his League debut for Ipswich against Manchester City last November, when George Burley was out through injury, and he faced Scotland World Cup stars Asa Hartford and Willie Donachie plus England giants Dave Watson and Mike Channon.

A few days later Stirk found himself marking such legendary figures as Johan Cruyff and Johan Neeskens, two great Dutch internationals who were in the Barcelona side for a UEFA Cup tie.

In his other first-team appearances, Stirk played against Denis Tueart, Andy Gray and Bob Latchford, among others.

Alun Evans, once the first teenager to transfer for £100,000, spent the summer in Australian football after being unable to agree terms with Walsall. It was Liverpool who paid Wolves that £100,000 fee and Alun later won England under-23 caps. His next club was Aston Villa and he linked with Third Division Walsall in 1975.

He spent three happy seasons with Walsall and last season made the headlines again with a

spectacular goal which knocked First Division Leicester out of the F.A. Cup. The South Melbourne club Hellas paid £10,000 for him this summer to provide one of only a handful of instances where an Australian club has paid a fee for an English player.

Bristol City, who face a critical season in the First Division, start the season without star midfielder man Gerry Gow. The player had been in dispute with the club throughout the summer over terms for a new contract but, when this problem appeared to have been settled, Gow learned that he would have to miss the first three games of the season. He surpassed the 20 point disciplinary mark towards the end of last season and must now pay the penalty.

City manager Alan Dicks also had one or two injury problems to make life more difficult. Defender Geoff Merrick, injured on a pre-season tour, seemed likely to miss the kick-off and there was some doubt about a niggling injury to former England defender Norman Hunter. And Chris Garland, who missed nearly the whole of last season because of injury, will be treading very gingerly into the new season hoping to prove himself fully fit again.

One newcomer in the Bristol City side is former England and Leeds left-back Terry Cooper, signed from Middlesbrough for £20,000.

In 11 years with Middlesbrough goalkeeper Pat Cuff earned the reputation of being one of the most dedicated trainers in the game - - - and one of the club's best club men. Pat joined Middlesbrough as an amateur in June 1967, served his apprenticeship at Ayresome Park and went on to make three dozen First and Second Division appearances for the club.

Just as he began to establish himself in the first-team last season, though, the club went in to buy Jim Stewart from Kilmarnock for £150,000 but, in recognition of Cuff's valued service, they gave him a free transfer.

He has now joined Millwall where manager George Petchey has promised him the chance to make the first-team spot his own. The Lions sold their previous keeper, Nicky Johns, to Tampa Bay Rowdies last season.

Brentford, Southend, Swansea and Watford are four clubs with a special mission as the new season kick-off. All are disturbed at the recent trend of clubs promoted from the Fourth Division being relegated straight back again. Northampton and Reading, who both won promotion in 1976, went down together a year later; Bradford City came up in 1977 and went back again at the end of last season.

In the 20 years of the Fourth Division's existence there have been 15 instances of clubs being relegated twelve months after gaining promotion. On five occasions two clubs have made the quick return together.

It's not a particularly good record so no wonder the four most recently promoted clubs are feeling uneasy.





# CASTLE'S

Office and Bakery

4 and 5 MARKET STREET SWINDON

Telephone 22017

Specialists—

Birthday Cakes : Wedding Cakes : Dairy Cream :

Pastries : Crusty Bread : Buns : Rolls : Sponges



## RIMES OF SWINDON

INTERNATIONAL TRAVEL AGENTS

LUXURY COACH HIRE

### FOOTBALL EXCURSIONS

|                      |            | Dep. from<br>County Ground |      |
|----------------------|------------|----------------------------|------|
| Monday 21st August   | Tranmere   | 1330                       | 3.00 |
| Saturday 26th August | Shrewsbury | 1130                       | 2.20 |

All starting from County Ground Car Park.

SERVICE DIRECT TO THE GROUND

ALL SEATS NUMBER AND RESERVED

Book now at

102 Commercial Road,  
Swindon.  
Telephone 27113

or

46 Cricklade St.,  
Cirencester.  
Telephone 3479

or any Rimes Booking Agents

### MATCH BALL

donated by

The Family of the Late  
Mr. W.G. 'Pop' King  
who died 23 May 78, Aged 84





# SATURDAY 19th AUGUST 1978

SWINDON TOWN

at 3.00pm

BURY

1. C. OGDEN
2. J. McLAUGHLIN
3. A. FORD
4. S. AIZLEWOOD
5. C. BATES
6. C. GUTHRIE
7. R. CARTER
8. I. MILLER
9. R. McHALE
10. K. STROUD
11. B. WILLIAMS
12. D. CUNNINGHAM



1. J. FORREST
2. G. KEENAN
3. K. KENNEDY
4. R. LUGG
5. B. TUCKER
6. D. HATTON
7. D. WILSON
8. P. FARRELL
9. A. ROWLAND
10. I. ROBINS
11. G. TAYLOR

NEXT MATCH  
Tuesday next, 22 August  
7.30 p.m.  
Football Combination  
Fulham

Linesmen: RED FLAG: Mr. R. L. Hammel - Middle Barton, Oxon  
YELLOW FLAG - Mr. R. G. Smith - Kingswood, Bristol.

## REFEREE:

**SHAPTER, LESTER C. (Newton Abbot).**  
Commenced refereeing in the South Devon League and graduated through the Western League to the Football League full list. Was linesman for an England v. Italy Amateur International in 1972 and lined a European Cup Winners match in East Germany in 1975.

He is a Police Officer, and played for the British Police team at rugby. His interests are cross-country running and flat green bowls.

For High Class Central Heating, Plumbing  
Painting and Decorating  
Electrical Installations and Repairs

## NORTH WILTS

Sanitary and Heating Co. Ltd.

NEWPORT STREET, SWINDON

Telephone: 35373

## KEY OF THE BOARD

|   |                                |
|---|--------------------------------|
| A | Blackpool v Oxford Utd.        |
| B | Chesterfield v Plymouth        |
| C | Colchester v Swansea           |
| D | Exeter v Mansfield             |
| E | Gillingham v Rotherham         |
| F | Hull City v Carlisle           |
| G | Lincoln v Tranmere             |
| H | Peterborough v Sheffield Wed.  |
| I | Shrewsbury v Brentford         |
| J | Southend v Chester             |
| K | Walsall v Watford              |
| L | Arsenal v Leeds                |
| M | Aston Villa v Wolverhampton    |
| N | Bolton v Bristol City          |
| O | Chelsea v Everton              |
| P | Derby v Manchester City        |
| Q | Liverpool v Q.P. Rangers       |
| R | Manchester United v Birmingham |
| S | Norwich v Southampton          |
| T | Nottm. Forest v Tottenham H.   |