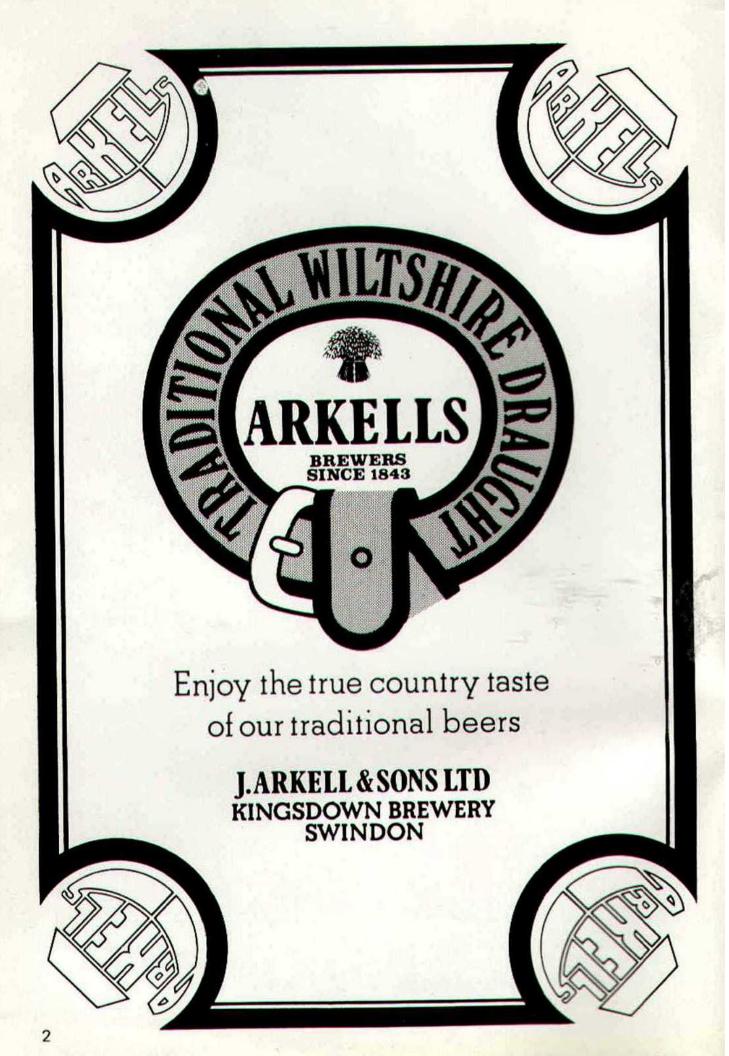


SWINDON TOWN

SOUTHEND UNITED

OFFICIAL MATCH DAY MAGAZINE 15p



Swindon Town Football Company Limited

Registered Office County Ground Swindon
President Mr. W. J. Castle

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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 Southend United and it is vital that we continue our excellent home form in order that we can keep in touch with the teams at the top of the League. In view of the fact we have suffered so many injuries over the last month I feel the players have done well to get the results they have and if I could have one wish, it would be to come in one morning to see an empty medical room. These injuries necessitated calling off our reserve match with Chelsea last Saturday when we had no fewer than eight players receiving treatment for injuries. For those of you who are interested, this match will now be played on Tuesday next here at the County Ground, kick off at 7.30 p.m.

On top of and coupled with our injury problems, we have this week received the bad news regarding Gerry Kelly who is suffering with rheumatoid arthritis in the knee. The specialists and doctors he has visited have stated that it would be too much to expect of the lad to continue playing and training every day as a professional footballer as this would only aggravate the condition. Having seen the lad work in my short time as Manager I would like to put on record that whatever career Gerry chooses he has the character and dedication to do well and this he has shown in his efforts to overcome his medical problem. Kevin Morris our physiotherapist has also shown a lot of patience and carried out a lot of hard work in an effort to cure the lad's prob-



lem before the final diagnosis was made.

On a light hearted note, people have asked me if I shall fine myself for being booked when I played for the reserves at Luton. My answer to this is no as the booking was not for dissent or retaliation - in fact, I did not have the wind to make dissent nor the strength to retaliate, but nevertheless I thoroughly enjoyed the game.

Souther	THE PERSON NAMED IN	16		1. C. II.	/D	Hall)			
At Swin	don			At Southend	(Roots	Hall)			
Dec. 19	1908	4-2	Mar. 21 1914 5-0	Apr. 24 1909	2-6	Nov. 15 1913	0-2		
Jan. 29	1910	6-1	Apr. 3 1915 4-0	Sep. 18 1909	1-1	Dec. 2 1914	1-2		
Oct. 15	1910	4-0	May 1 1920 3-2	Feb. 18 1911	1-0	Dec. 27 1919	1-0		
Footbal	I Leagu	e	THE HALLES PUT						
At Swin	don			At Southend	(K =Kı	ırsaal, G = Gre Sta	yhound dium)		
Sep. 18	1920	3-0	Feb. 21 1931 1-1	Sep. 11 1920	3-1K	Oct. 18 1930	3-5K		
Apr. 17	1922	6-1	Feb. 27 1932 1-2	Apr. 14 1922	2-1K	Oct. 17 1931	0-3K		
May 5	1923	3-0	Mar. 1 1933 2-2	Apr. 28 1923	0-2K	Apr. 8 1933	0-0K		
Apr. 2	1924		Oct. 21 1933 1-4	Feb. 9 1924	2-0K	Mar. 3 1934	1-4K		
Sep. 24	1924	3-0	Oct. 13 1934 5-0	Mar. 21 1925	0-0K	Feb. 23 1935	0-2G		
Oct. 31	1925	2-0	Mar. 7 1936 1-3	Mar. 13 1926	0-3K	Apr. 29 1936	0-1 G		
Aug. 28	1926	5-1	Sep. 26 1936 4-0	Jan. 15 1927	2-2K	Jan. 30 1937	0-2G		
Apr. 28	1928	0-1	Apr. 30 1938 1-1	Mar. 14 1928	1-1K	Dec. 18 1937	0-0G		
Dec. 15	1928	3-1	Feb. 18 1939 2-1	Apr. 27 1929	1-1K	Oct. 15 1938	3-2G		
Nov. 9	1929	5-1		Mar. 15 1930	1-3K				
May 10	1947	2-1	Stephens-W., Owen	Oct. 12 1946	0-2G				
Feb. 28	1948	0.0		Oct. 11 1947	0-1 G				
Aug. 28	1948	2-1	Dawson, Jones	Jan. 1 1949	4-3G	Owen 2, Jones,	Bain		
Nov. 5	1949	2-2	Bain, Owen	Mar 25 1950	0-2G				
Oct. 7	1950	4-1	Williams, Bain, Simner, Owen	Feb. 24 1951	2-8G	Onslow, Owen			
Apr. 26	1952	1-0	Kaye	Dec. 8 1951	2-2G	Owen, Millar			
Aug. 27	1952	1-3	Ryder (pen.)	Sep. 2 1952	0-3G				
Jan. 9	1954	3.0	Lunn, Onslow, o.g.	Jan. 30 1954	1-3G	Sampson			
Apr. 20	1955	0-1		Sep. 4 1954		Owen			
Apr. 2	1956	1-1	Owen	Mar. 30 1956	0-0		++3		
Oct. 6	1956	3-2	Pembery, Richards, Gibson	Feb. 16 1957	0-1	-	7		
Oct. 2	1957	2-1	Richards 2	Sep. 25 1957	3-2	O.g. Micklewrig	ght, Sku		
Nov. 29	1958	2-1	Kelly, Hudson (pen.)	Apr. 18 1959	2-0	Richards 2			
Nov. 28	1959	2-0	Edwards, Hoskins	Mar. 19 1960	3-1	Layne 3			
Feb. 11	1961		Hunt (pen.)	Sep. 24 1960	2-0	Jackson 2			
Dec. 9	1961	0.0	South Alichites e cost	Apr. 28 1962	2-0	Jackson 2			
Nov. 17	1962	4-1	Smith 2, Summerbee, Jackson	Apr. 6 1963	101	Stevens			
Mar. 19	1966	4-0	Rogers 2, Brown, East	Sep. 24 1965	2-4	Skeen, Rogers			
Oct. 5	1974	2-0		Apr. 11 1975	0-2				
Mar. 6	1976	0-0		Oct. 31 1975	0-3				
Summar	y of Foo	otball	League Games 1920 to da	ite:					
		W	D L F - A		W.				
Home	. 1	24	9 6 87 - 35	All home games played at County Ground					
Away	1	10	9 20 44 - 75	Away games since 1955 played at Roots Hall					
TOTAL	:	34	18 26 131 - 110						

The highest attendance were recorded at Swindon on 28.8.48 - 19,863 and at Southend on 11.10.47 - 14,500

Four Town players have scored hat-tricks against Southend - Archie Bown on 21.3.14, Harry Morris on 28.8.26 (on his debut for the club), Alan Fowler on 13.10.34 and 'Bronco' Layne on 19.3.60.

Swindon's Andy Ford and Dave Cunningham were both on Southend's books at the same time as two other players who later joined the Town - Tony Taylor and Chris Guthrie.

Before the last war Southend goalkeeper Bill Bryan joined Swindon as cover for Frank Wildman.

Don Rogers made his League debut in the number eleven shirt against Southend on 17.11.62.

ohn Ward talks to Andy Fitzgerald

"And who is Andy Fitzgerald?" you may be asking. Not many people who read this programme will know the name. Supporters who regularly take the coach to away games may recall seeing a slight figure with fair hair and glasses weaving his way past them through the car park fishing anxiously for his pocket watch and clutching a plastic carrier bag. Inside the bag you would most likely find a collection of football programmes and press cuttings which he has swapped with the friends he has just left on the terraces, some cheese and pickle sandwiches, a railway timetable and the Good Beer Guide. This is Andy Fitzgerald. He is hurrying for while you can look forward to a relatively comfortable and straightforward coach ride back to Swindon, Andy has got to get back to Brighton and if fails to catch the train he is running for he could miss his connection in London. This could mean at best a long wait or at worst, if it's an evening game, not arriving home that night at all.

Andy was born in Swindon twenty two years ago. At the age of nine he was taken to a floodlit evening game at the County Ground and it was love at first sight. Moving with his parents to Brighton made watching more difficult but it did not dampen his ardour. Nor did the advent of lean times for the club; in Swindon's relegation year Andy began his sequence of 167 consecutive first team games, home and away; and home games, remember, meant travelling from Brighton! Most of his journeys are made by rail, getting up at five a.m. for the trip to Carlisle for example; but on one memorable Boxing Day, when there were no trains running, Andy started hitching from Brighton at five o'clock in the morning. He was home again at one o'clock the next morning, in the meantime having been nearly mown down by a coach from Cardiff coming off the motorway and having seen Swindon win 4 - 0. Before the 125 high speed trains came into service the last train from Swindon to London used to leave at ten past nine. There was no way in which Andy was going to miss the last five minutes of play in mid-week matches so it was a case of waiting on the station platform until the 2.20; hard going when he had to be at work in Croydon at 8 a.m!

Andy works for British Rail as a pay clerk. As well as supporting Swindon he has always played football. He is left back for a Brighton Junior League team which has won promotion two years running. This year he made a momentous decision; up till now he has only played on Sundays. This season, he admits rather sheepishly, he has begun to play on Saturdays as well which means that he can only get to Swindon's midweek games. At first it was a great wrench to give up the Saturday matches. It is less so now but he will be delighted to go back to full-time watching, which he intends to do when he is thirty-five.

Andy admits to one other hobby apart from supporting Swindon: watching other teams! When he was going to Saturday matches he used to see around eighty games a year. He is working his way round the ninety two Football League grounds. So far he has managed seventyfour. Earlier this season he was at Wigan Athletic's first home League game. His holidays are usually spent clocking up more league grounds armed with the Good Beer Guide to find his way round previously unvisited towns. The two best holidays were with the club when they played in football tournaments in Tunisia and Marjorca. A group of supporters accompanied the party of players, officials and directors. While the other supporters went off sight seeing on their own Andy and two friends became very close to the players, sharing the same kitty for drinks and being treated very much as part of the team. This summer, much to his disgust, Andy only managed one game of Swindon's pre-season Scottish Tour because he had booked another holiday before he realised that Swindon were going away. This game nevertheless provided him with his most embarrassing moment in all his travels supporting Swindon; finding himself at the bar next to Colin Prophett he started to make polite conversation by enquiring if Colin had had a nice break. It was only when he looked more closely that he saw to his horror that Colin was nursing a badly broken nose.

Talk of the Town by the Chairman

We welcome our friends from Southend today for their first appearance on our ground since March 1976 and, like ourselves, they are ambitious for a higher status.

Recently the press have published our intentions to strengthen our squad and the Manager I know has been frustrated at times when negotiations have broken down through no fault of our own. While we remain in the Third Division we shall find it difficult to attract other players although the facilities at the ground must surely impress people of our intentions. Our latest development is the changing of the floodlighting system and work has already started on this project. Another alteration at the Club will be the introduction of a laundry room where our kit will be laundered on the premises. We hope that this will be a success and save a lot of time eventually and, we hope, expense in the long run.

As Daragh Croxon has mentioned in the Evening Advertiser, we are holding another Football Forum in the Supporters Club on Monday next, 6th November at 7.30 p.m. when we hope that Supporters will come along and air their views. I receive many letters in the course of a season and I do try to answer them all to the best of my ability but a forum holds the opportunity to ask the Manager questions relevant to our football business. The Directors will also be in attendance at this meeting and I am sure they will be pleased to answer any questions you may wish to put to them. I hope that Doug Buswell will be there to perhaps enrol more agents for the pools.

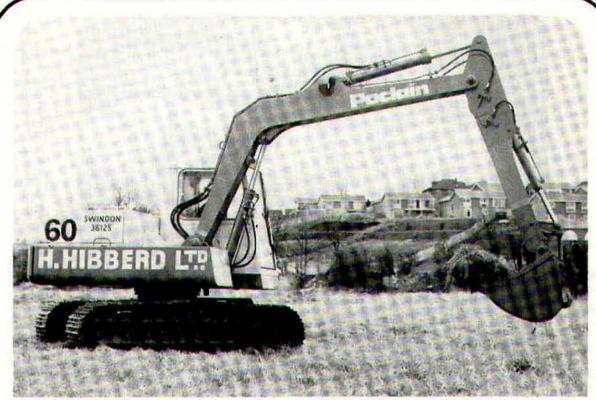
Another date to put in your diary is Sunday 19th November when we shall be holding an open day. We plan to open the proceedings at 11.30 a.m. with an introduction to the playing staff when you will all have the opportunity to obtain their autographs. After this, demonstrations of training methods will be shown and the facilities of the Club will be open for inspection with guided parties to explain the various departments.

Our Youth Team were defeated 2-0 by Oxford United in the Football Association Youth knock out competition on Tuesday last, but the game was very keenly fought and John Trollope must have been very pleased with the efforts of his young squad, particularly in view of having to draft in boys to fill the places of Charlie Henry and Paul Cox both injured and also Andy Hatter who was not available.

Our Football Combination fixture with Chelsea has been re-arranged for Tuesday next the 7th November on the Country Ground, why not come and support them, I am sure that you will enjoy the game.

Danny Williams is being kept busy watching players and teams that we are interested in and of course this involves evening matches very often. It is surprising the amount of travelling and hours that are spent by all clubs in this kind of preparation for their football programme throughout the season.

Hoping that the game is entertaining and that a few more supporters have come back into the habit of regular following.



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Tracked or Wheeled Shovels
Tractors and Scrapers
Bulldozers
Tipper Lorries
Low Loaders

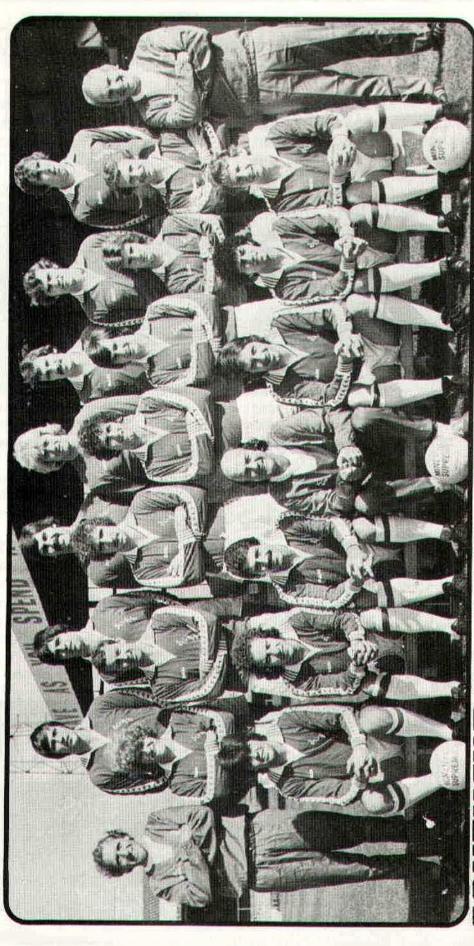
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IN TOWN TODAY



Back Row: (I to r)

Middle Row:

Front Row:

Pic. Southend Evening Echo.

or) Neil Townsend, Steve Yates, Graham Horn, Mervyn Cawston, Peter Abbott, Alan Moody, Tony Hadley.

John Lattimer (Coach), Micky Stead, John Walker, Dave Cusack, Gerry Fell, Derrick Parker, Jeff Hull, Colin Morris, Brian Beckett (Physiotherapist Youth Coach).

Graham Franklyn, Ron Pountney, Steve Goodwin, Dave Smith (Manager), Micky Laverick, Andy Polycarpou, Phil Dudley.

IN TOWN TODAY

Southend United, who extended their unbeaten run to five games with 2 - 0 victory over Lincoln last weekend, are now in an execellent position to challenge for promotion. Having lifted themselves out of the Fourth Division last season, the Shrimpers are now poised to jump up again for what would be their first-ever taste of Second Division football.

Manager Dave Smith has made three new signings since promotion was achieved, all of them in defence - goalkeeper Mervyn Cawston and defenders Mike Stead and David Cusack Southend paid £20,000 to sign Cawston from Chicago Stings. Mervyn began his career with Norwich but the so-consistent Kevin Keelan kept him in the reserves. He spent loan spells with Southend, Leicester and Newport before transferring to Gillingham in 1976. A year later he moved into US soccer.

Stead, who scored one of their goals against Lincoln, has joined the club on loan from Tottenham but it is hoped soon to complete the transfer. Cusack, a regular member of the Sheffield Wednesday side for the past three years, was signed during the early weeks of this season.

The back four could comprise of Stead, Alan Moody, Cusack and Steve Yates, but Tony Hadley and Phil Dudley have also appeared in defence.

Moody is a former England schoolboy international who gained his first League experience with Middlesbrough in 1968/69. He made some 50 first-team appearances for the Ayresome Park club and was transferred to Southend in 1972.

Yates' first club was Leicester City for whom he made his League bow in 1973/74. Most of his games for Leicester were as a central defender and that was his position when he first signed for Southend last season. But he has recently been filling the left-back spot.

Hadley came through the nursery at Southend and made a few League appearances during the 1974/75 campaign. He won a regular place the following season and he can also play in midfield or attack. Dudley came through the juniors and he was given his first chance in the League side for the final three matches of last season.

Midfield men include Mike Laverick, Ron Pountney, Andy Polycarpou and Steve Goodwin. Laverick has now made over 100 appearances for Southend following his transfer from Mansfield in 1976.

Pountney made only one League appearance for his first club Walsall, in 1972/73, and he was transferred to Port Vale at the end of that campaign. He remained in the reserves at Vale Park, however, and it wasn't until he moved to Southend in 1974 that he began to establish himself.

Polycarpou came into the side two seasons ago but he had played only occasional matches, many of them as substitutes, before this season.

Goodwin's League experience with Norwich City was limited to three appearances so, after a loan period with Scunthorpe, he transferred to Southend in 1975 and he has since been a fairly regular member of their squad.

An injury may keep Gerry Fell out of the side today but we can be reasonably sure that Colin Morris and Derrick Parker will be in the centre of the attack, possibly with Phil Dudley moving forward to join the front line or with the introduction of Graham Franklin on the wing.

Fell is Southend's leading scorer with six goals. Gerry held his place in the Brighton side for three years but was dropped last season when Alan Mullery took over as manager and he transferred to Southend in mid-season.

Morris was a persistent goalscorer last season when he netted on 13 occasions. He has scored three times this season. Colin has also spent his early days with Burnley and was transferred to Southend two seasons ago.

Parker was Southend's top scorer with 23 goals last season and has already hit five this term. After serving his apprenticeship with Burnley. Derrick made six League appearances for the Turf Moor club and initially joined Southend on loan two seasons ago.

Franklin was signed from Lowestoft Town in November 1977 and was introduced to Southend's League eleven towards the end of last season.

Southend have yet to win away from home but they have drawn at Bury (3-3), Mansfield (1-1), Carlisle (0-0), Walsall (1-1) and Colchester (1-1)

They were beaten at Sheffield Wednesday (2-3) and Chesterfield (2-3) in the League and at Wimbledon (1-4) in the League Cup.

DIVISION 3 - 1978-79

Date		Opponents Gr	ound	Score		Scor	ers Att	endance
Aug.		Portsmouth FLC1	A	0-0			navaranta.	9261
	15	Portsmouth FLC1	H	4 - 2	Aizlewoo	d, Miller,	Williams, Guthrie	7165
	19	Bury	H	2 - 1	Bates, Mi	iller		5428
		Tranmere Rovers	A	1 - 1	Carter			2150
	26	Shrewsbury Town	A	0 - 0				2672
		West Ham FLC2	A	2 - 1	Miller, G	uthrie.		19672
Sep.	2	Mansfield Town	H	1 - 0	Bates			6195
		Walsall	A	1 - 4	Williams			5024
		Brentford	H	2-0	McHale,	Bates		6685
		Plymouth Argyle	A	0 - 2	BEDDELS AND STREET			6099
		Blackpool	H	0 - 1				6609
	27	Chester	A	0 - 2				3556
	30	Sheffield Wednesday	H	3 - 0	Bates, Ro	owland, G	ilchrist	5857
Oct		Peterborough FLC3	A	1 - 1	Aizlewoo			6132
-555	6	Colchester United	A	2 - 3	Gilchrist,			3324
	10	Peterborough FLC3R	H	0 - 2				7674
		Rotherham United	н	1 - 0	Bates			4476
		Peterborough United	H	3 - 1	Bates 2,	Carter		4352
		Lincoln City	A	3-0	McLaugh	ilin Willia	ms, McHale	2982
		Carlisle United	A	0 - 2		Missie Service		5141
Nov		Southend United	Н					
		League Cup 4		FIRST TEAM	PPEAR	ANCES	AND GOALSCO	RERS
		Mansfield Town	A					ILLIIO
		Shrewsbury Town	H	(TOTALS INCI	LUDE AF	PPEARA	NCES AS SUB)	
		F.A. Cup 1						
Dec.		Chesterfield	A	Goals in parent	heses	Lge.	FLC FAC	TOTA
		Hull City	Н					4
		League Cup 5		KEVIN ROBER		700000000		
		F.A. Cup 2		JOHN McLAUC	SHLIN	12(1)	3 :	15(1)
		Exeter City	Н	ANDY FORD		15	5	20
		Swansea City	A	RAY MCHALE		15(2)	5	20(2)
		Watford	A	THE RESERVE THE PROPERTY OF TH	WOOD			
1979				STEVE AIZLE		14	5(2)	19(2)
Jan.		Oxford United	Н	KENNY STRO	UD	15	5	20
		Brentford (3)	A	IAN MILLER		13(1)	4(2)	17(3)
		Walsall	Н	CHRIS KAMAI	A C	13	5	18
		League Cup SF	156	A THE CONTRACTOR AND A STATE OF THE	14	The second secon		
		Plymouth Argyle	Н	CHIC BATES		15(8)	5	20(8)
		League Cup SF		BRIAN WILLIA	AMS	10(2)	3(1)	13(3)
		Blackpool (4)	A	ROY CARTER		15(2)	4	19(2)
Eah		Chester	Ĥ					
reb.		Sheffield Wednesday	A	CHRIS OGDEN		14	4	18
		Colchester United (5)	Ĥ	RUSSELL LEW	/IS	4	2	6
		Rotherham United	A	PAUL GILCHE	IST	7(2)		7(2)
Mar		Lincoln City	Ĥ	ANDY ROWLA		5(1)		5(1)
viai .	10	Carlisle United (6)	н			2000	2	
		Southend United(LCF		JOHN TROLLO		3	2	5
		Tranmere Rovers	Ĥ	DAVE CUNNII	NGHAM	2	2	4
			A	JIMMY ALLAN	J	1		1
		Bury						
۸		Gillingham (SF)	A	Also appeared:	Chris Gu	ithrie (tr	ansferred to Full	nam) —
Apr.		Chesterfield		9 apps. 2 goals.				
		Exeter City	A	S upps. 2 gouls.				
		Swansea City	H					
		Oxford United	A					
		Watford	H					
		Peterborough Untd.	A					
		Hull City	A					
viay	5	Gillingham	Н					

12 F.A. Cup Final

Football Combination

1978	4	OPPONENTS		FA	APPEARANCE	ES (Goal	s)	
	19 22 26 2 9 16 26 7 14 21 24 28 4 11 18 21 25 2	Ipswich Town Fulham Tottenham Hotspur Plymouth Argyle Leicester City Birmingham City Bristol Rovers Hereford United Norwich City Oxford United Luton Town Chelsea Orient Ipswich Town Tottenham Hotspur Plymouth Argyle Queens Park Rangers Crystal Palace	ATTATAA AATATATAT	F A 0-4 0-0 1-3 0-2 0-1 1-1 0-0 0-2 0-4 2-3 1-0	J. Allan A. Hatter J. Trollope B. Hughes C. Henry P. Colicutt S. Abbeley M. Page N. Barry P. Cox Also appeared: Chesterfield) -	9 3 9 8 7 9(1) 10 11 10 2 C. Prop 2 apps.	D. Wood R. Lewis K. Norman P. Gilchrist D. Cunningham G. Brown J. Walters K. Hehir K. Roberts J. McLaughlin B. Williams hett (transferred to	
	9	Bristol City Southampton	A					
	16	West Ham United	Н					
	20 30	Cardiff City Arsenal	A					

DIVISION THREE LEAGUE TABLE up to and including Saturday October 28 1978

		Ho	me			Away						
	P	W	D	L	F-A	W	D	L	F-A	Pts.	Top Goalscorer (inc. Lge. Cup)	
Watford	15	6	0	2	19-8	5	0	2	18- 9	22	Ross Jenkins 16	
Shrewsbury T.	15	4	3	0	10-4	4	3	1	9- 6	22	lan Atkins, Paul Maguire 6	
Swansea C.	15	7	1	0	23-11	2	2	3	9-10	21	Robbie James 11	
Gillingham	15	4	2	1	11-6	1	6	1	8-8	18	Ken Price 5	
Chester	15	6	2	0	15-4	1	2	4	5-13	18	lan Edwards 14	
Southend U.	15	6	0	2	15- 4	0	5	2	10-12	17	Gerry Fell 6	
Carlisle U.	15	4	4	0	12-3	0	4	3	4-8	16	Dave Kemp 6	
Plymouth A	14	3	2	1	8-6	3	2	3	12-11	16	Fred Binney 12	
SWINDON TOWN	15	6	0	1	12- 3	1	2	5	7-14	16	CHIC BATES 8	
Blackpool	15	6	1	0	12- 2	1	1	6	4-19	16	Vic Davidson, Derek Spence 6	
Walsall	15	3	3	1	16-11	2	2	4	10-12	15	Terry Austin 7	
Chesterfield	15	4		3	12-12	1		2	8-8	15	Rod Fern 7	
Colchester U.	15	4	3	0	12- 7	0	4	4	5-12	15	Bobby Gough 6	
Sheffield W.	15	2	4	2	8-9	2	3	2	6-9	15	Brian Hornsby 6	
Exeter C.	15	4	3	1	12-6	1	1	5	5-11	14	Tony Kellow 9	
Rotherham U.	15	5	0	3	10- 7	0	4	3	6-10	14	Richard Finney 8	
Peterborough U.	14	3	4	0	9-4	1	2	4	8-17	14	Alan Slough 6	
Hull C	15	2	4	1	12- 7	2	1	5	7-12	13	Keith Edwards 7	
Oxford U.	15	2	4	2	7-8	1	3	3	6-10-	13	Peter Foley, Jason Seacole 5	
Bury	15	1	4 5 4	2	13-13	1	3 2	3	3- 6	12	Ken Beamish 6	
Mansfield T.	14	1	4	1	6- 7	1	2	5	10-14	10	Kevin Bird 4	
Tranmere R.	14	2	5 0 3	1	14-11	0	1	5	4-13	10	Ronnie Moore 7	
Brentford	15	4	0	3	6- 7	0	1	7	5-16	9	Andy McCulloch 5	
Lincoln C.	15	1	3	3	5-13	0	0	8	4-19	5	Glenn Cockerill 2	

ACTION REPLAY



Two goal hero Chic Bates (right) tries another goalbound shot against Peterborough at the County Ground, where the Town won 3 - 1.



Swindon's Roy Carter and substitute Paul Gilchrist join forces in a Town attack during their 3 - 1 win over Peterborough at the County Ground.

From COMMERCIAL OFFICE Magnificent

That's the only word to use. Who am I talking about? The people deserving this praise are the small army of Lottery and Bingo Tickets Sellers.

The Swindon Town Sportsmans Association who are responsible for the New Moonraker Lottery now in it's 33rd week has donated to the Football Club

OVER £100-000

Yes £100,000 that is a tremendous feat which together with the sales of Bingo Tickets keeps the bank manager happy in these days of falling gates.

Without all of the people who sell our tickets to their friends and neighbours

and in the pubs, clubs, factories and our street collectors the Lottery and Bingo Competition would flop.

To all of you whether you sell 5 or 500 tickets. The Directors, Players and all the staff at the County Ground would like to say thank you for your tremendous efforts on their behalf.

HALF TIME JACKPOT

We are still trying to improve the Half Time Jackpot and we require four sales persons to help sell these tickets before all home matches. If you are over 16 years old and sales minded we would like to hear from you at the Pools Office.

DOUG BUSWELL Commercial Consultant.

CARTERTON BUILDING SUPPLIES LTD.

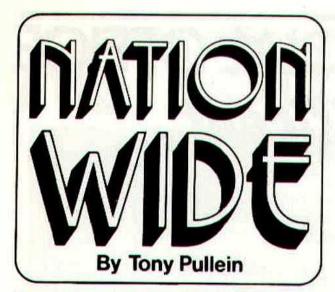
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If anyone needed proof that the Football League is the strongest competition in the world, they saw it in abundance a couple of weeks ago. Players from the English League provided five full international teams for vital European Football Championship ties. With two exceptions, the Football League

provided all the players for England, Scotland, N. Ireland, the Republic of Ireland and Wales for last week's important European Champ-

ionship ties.

Perhaps the biggest irony was that one of the teams fielding an "outsider" was England! Kevin Keegan is now with West German club Hamburg SV. The only other player who started the matches, and who is no longer with a Football League side, was Northern Ireland's Sammy Morgan, who joined Sparta Rotterdam this season.

Including substitutes, the Football League actually had 58 players in international action.

What a week it was recently for Chester's lan Edwards! Three days after celebrating his first full match in the Welsh national team with four goals against Malta, lan hit a hat-trick in 17 minutes for Chester against Brentford.

Yet prior to last week's extraordinary efforts, lan had only once scored more than twice in a senior game. In January 1977 he claimed a hat-trick for Chester in a 4-0 F.A. Cup victory over Southend.

lan was eased into the Welsh team last season when he was called on as substitute against Kuwait. Now he seems assured of further games for his country as Wales try to qualify for the quarter-finals of the European Football Championship.

Edwards began his career with West Bromwich and he made 16 League appearances for the Throstles. Chester paid £20,000 - equalling a club record - to sign him two seasons ago and this season he has scored 14 goals for them. League leaders Wimbledon have been going through the gravest injury crisis of their League career and it looked as if they might have to field several of their under-18 team against Doncaster Rovers at Plough Lane last Saturday.

The problems arose after the Dons had suffered their first League defeat of the season, 0-3 at Huddersfield the previous week. Manager Dario Gradi, concerned lest another defeat might seriously erode their confidence, decided to gamble on two new signings on the Thursday prior to the game.

He signed two young players from Queen's Park Rangers, Steve Perkins and Paul Haverson, and with this pair and several patched-up players he just managed to field twelve men. Brighton manager Alan Mullery has denied emphatically that he intends to make a come-back as a player, in spite of his club's sorry slump. Speculation arose after he turned out for his reserve team promptly reacted by scoring six goals. "Let's get this in perspective," said Mr. Mullery, who is now 37. "I don't suppose I touched the ball more than half-a-dozen times. It was a question of orgnisation. I only turned out because we were down to 11 fit men and the youth team was playing at Plymouth. There are far better players than me at Brighton and I don't intend to play again."

Watford appear to be firmly back on course again, after a brief lapse in September, and yet another goal from Luther Blissett gave them a 1-0 win over Exeter City last Saturday. It was the Hornets' fourth victory in a row and served as a rehearsal for next week's League Cup battle

between the sides at Exeter.

Exeter proved, even at Vicarage Road, that they are no pushovers and Watford, the only team in the Football League who have yet to draw a match this season, may well be happy to do so when they meet in the Cup at Exeter. The Devon side, who beat First Division Bolton 2-1 at St James Park in the last round, have been beaten at home only once this season - by Shrewsbury (0-1).

Blissett's goal against Exeter was his 12th of the season. But he still trails a little way behind leading scorer, 16-goal Ross Jenkins who revealed this week that he was scolded by manager Graham Taylor after scoring only 18 goals last season!

Taylor, the former Lincoln manager, confirmed his opinion. "He scored 18 but I told him, as far as I was concerned he had only scored six. He's six foot four inches and, in a good team like ours, he should get 12 goals before he even starts. I accused him of not finishing well enough."

Ralph Coates, the former England midfield player, hit his first goal for Orient last Saturday - and what a vital goal is proved to bel Orient, who had not won at home since early August, looked destined for another defeat when Luton's Lil Fuccillo opened the scoring after only 13 minutes at Brisbane Road. Five minutes later Coates, who joined the club from Tottenham last month, floated in a high ball from way out and it deceived the defence and goalkeeper alike to roll into an unguarded net.



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(We are indebted to Paul not only for this ball but also for the voluntary work he does for the Club)



SATURDAY 4th NOVEMBER 1978

SWINDON TOWN

- 1. C. Ogden
- 2. J. McLaughlin
- 3. A. Ford
- 4. R. McHale
- 5. S. Aizlewood
- 6. K. Stroud
- 7. I. Miller
- 8. R. Carter
- 9. P. Gilchrist
- 10. C. Bates
- 11. C. Kamara

at 3.00 pm



NEXT MATCH

Tuesday next, 7th November, 78
Football Combination

CHELSEA

K.O. 7.30 p.m.

SOUTHEND

- 1. M. Cawston
- 2. M. Stead
- 3. S. Yates
- 4. M. Laverick
- 5. D. Cusack
- 6. A. Moody
- 7. C. Morris
- 8. R. Pountney
- 9. D. Parker
- 10. P. Dudley
- 11. A. Polycarpou

LINESMEN: Red Flag: Mr. E.T. Attwood, Radstock, Bath. Yellow Flag: Mr. D. Letts, Basingstoke

REFEREE:

Stephen G. BATES (Bristol)

Commenced refereeing in 1965, and has progressed through various Bristol Leagues to Gloucester County League, Southern League and Football League, Linesman Wales Centenary International against West Germany in 1976.

Works as a Landscape Gardener. His hobbies are horticulture and sport generally.

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KEY OF THE BOARD

- A Blackpool v Sheffield Wed.
- B Brentford v Oxford United
- C Chesterfield v Chester
- D Exeter v Tranmere
- E Gillingham v Swansea
- F Hull City v Watford
- G Lincoln v Mansfield
- H Peterborough v Bury
- I Shrewsbury v Carlisle
- J Walsall v Rotherham
- K Arsenal v Ipswich
- L Aston Villa v Manchester City
- M Bolton v Coventry
- N Derby v Wolverhampton
- O Liverpool v Leeds
- P Manchester Utd v Southampton
- Q Middlesbrough v Bristol City
- R Norwich v Tottenham H.
- S Nottingham Forest v Everton
- T Queen's Park Rangers v Chelsea