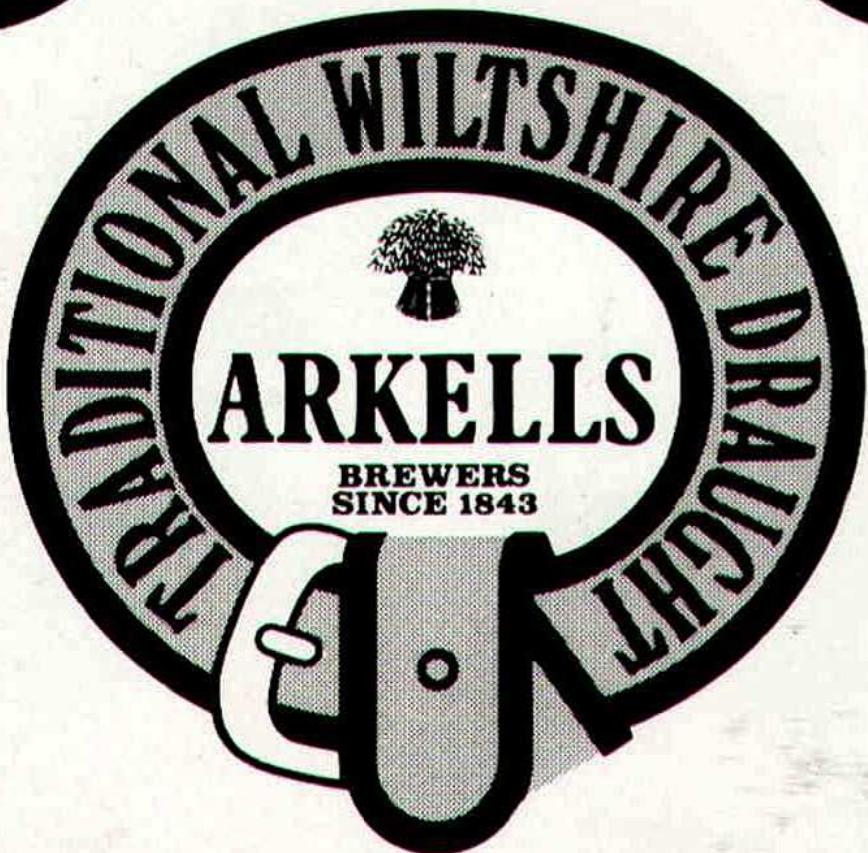




SWINDON TOWN

▼

CARLISLE UNITED



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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.

Good afternoon to you all and thanks once again for coming along to the County Ground to support us.

I am sure that everyone who was present last Saturday went away fully satisfied with the performance of the team. People might say that the high score was only achieved against a team at the bottom of the League, but to score six goals against any League side these days is an accomplishment in itself. We now approach, as most Clubs are, a very busy part of the season, this being caused through the rearrangement of postponed matches in addition to our programmed fixtures and this means that at Easter we shall be playing three matches in eight days and this pattern will be repeated throughout the season. It is, therefore, obvious that teams with a strong pool of players are going to be better equipped to play these fixtures.

I observed this week two Third Division games, one at Bury and the other at Oxford, where both the home sides were heavily depleted through injury, Bury losing 3-1 and Oxford drawing no score. I consider that we have a big advantage over most Clubs, in the depth and quality we now possess at this Club.

Probably our most important players at the Club at the moment are Chris Ogden, Chic Bates, Paul Gilchrist, Brian Williams, John McLaughlin (who is now nearly fit) and Russell Lewis, because players of this



quality are keeping the other lads on their toes and if there are injuries in the side, any of these players can come in to the team and in no way would it weaken the side. Once again I thank you for your support which is invaluable both to the team and to the Club as a whole and I ask you to get behind our team this afternoon and give them every encouragement to reach the top position of this Division.

Bits and Pieces

Last month saw the arrival of PETER DORNAN from Linfield, the Belfast club. Some eight years before, that club had sold one of its best midfield men to Ipswich Town for £26,000 - a record fee for an Irish League player. That man is also here in Swindon - BRYAN HAMILTON. Bryan played part-time in those days. He gained international recognition and made his debut for Northern Ireland in Istanbul on December 11 1968 - but although the Irish were victorious that day, by three goals to nil, he was unable to get into the national side again for two years. His next chance came on February 3 1971 in Nicosia, Cyprus - where Northern Ireland again triumphed 3-0. Bryan's international debut in front of his own fans at Windsor Park came two months later in the return game - and the Irish marched to a 5-0 win, George Best getting a hat-trick. Bryan's first goal in the green shirt came in the Home Internationals that year,

when he scored in the 1-0 win over Wales in Belfast. Up to the end of last season he had represented his country on forty-one occasions and had scored over fifty League goals in some 200 games for Ipswich, Everton and Millwall.

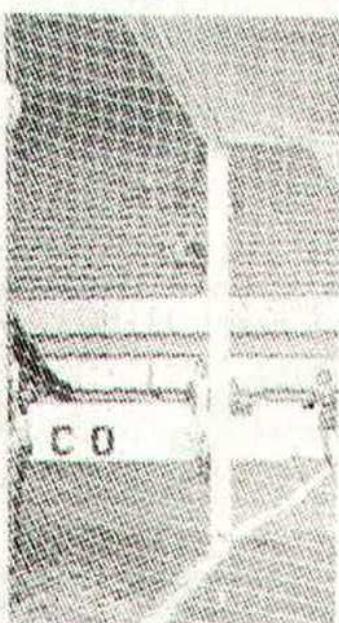
PETER DORNAN spent a short period with Sheffield United during the 1976-77 season. He left Linfield with colleague Steve McKee and made his League debut at Home Park, Plymouth on December 11. His only further outings in a Blades first-team shirt were twice as substitute in the Christmas games. He helped United to a 2-1 win at Oldham where, incidentally, former Town striker Chris Guthrie got on the scoresheet. Peter returned to Belfast at the end of the month. He opened his goal account for Swindon last Saturday at the Manor, where the Town reserves went down 1-2 to Oxford.

Meetings between Carlisle and Swindon usually provide goals - but the Town have conceded thirteen in five games since the last win over the Cumbrian side in March 1973. The two clubs, who last met on October 28, have similar records since that date - both suffering just two defeats in the League. United have gained nineteen points from fifteen games and the Town the same number from twelve.

PIC OF THE PAST

SWINDON TOWN 2 CARLISLE UNITED 2

- 3.11.73



Peter Eastoe (No. 9), on his debut for the Town, is posed to chest the ball home for his second goal of the game.

John Ward talks to

Doug Buswell

"No, I can't tell you how much the Moonraker Lottery brings in each week," said Doug Buswell, Swindon Town's Commercial Consultant. "You never know who might read the programme and I don't want to make life difficult for any of my opposite numbers at other clubs who may not be doing so well." £3,000 per week was however being brandied about in the press at the time of the Mike Channon affair and when you work that out it's a staggering amount of money in a year. As well as the lottery, which is run under the auspices of the Swindon Town Sportmen's Association, there is the football club's own Bingo Competition and the half-time jackpot. "We switched to this from The Golden Goal because we felt that a change was due," explained Doug. He admits to some disappointment at the outcome. "It's making the money all right, but not enough. The problem is finding the people to sell the tickets. The old school of sellers has gone," he lamented, "the people who positively used to enjoy standing out in the cold selling tickets." Not that Doug has any complaint about the people who do help, especially his own honest and loyal staff, as he describes them. Including Doug himself there are five full-timers and three part-time working from two offices under the Town End.

Doug spends fifty per cent of his time in the office and rest outside touting for new business around the local stores and factories or recruiting new agents. The previous day he had been to London investigating a new sort of competition. Doug reckons that some First Division clubs are not making as much out of their competitions and lotteries and that Swindon are in the top quarter of the entire Football League. Indeed Doug considers the clubs in the West to be as well organised commercially as any, something which gives him satisfaction, since he is Secretary of the South Western section of the Commercial Managers' Association. This group meets every two months, usually at Bristol City, with everyone nationally getting together twice a year. This is useful for exchanging notes and making contacts;

Doug Buswell came to Swindon from a background steeped in football, captain of Oxford City 10 years and Oxfordshire County Team. As well as playing for Oxford City he was on Portsmouth's books as an amateur. A mention of the maximum wage at that time was £20. He couldn't afford to turn professional however because he had a good job with Pressed Steel at Cowley. Eventually he saw a job on the comm-

ercial side advertised by Oxford United which he got because he was well known in the local football world. In those days fund-raising was not quite so important as to-day when, unless you have gates of 20-40,000, Doug believes then activities to be essential for survival. For a couple of years he was out of football promoting a company of his own with the Chairman of Oxford United before Bob Kearsey, now a Director of Swindon but once on the board at Oxford United, persuaded Doug to join Swindon.

The ties with Oxford remain: for three and a half years Doug still lived there driving over to work each day. Now he and his family are settled in Highworth and one of his daughters (Alison) works in the Swindon pools office even though she is still an Oxford United supporter. The elder, married daughter gave them up in disgust the day they sold Jim Barron, subsequently of course a Swindon player, to Nottingham Forest. Doug himself travels over to watch Oxford if Swindon are playing a long way from home on a Saturday and he sponsors the kit of John Milkins, their reserve team goalkeeper, who is a personal friend and ex-neighbour.

Although the club are determined that Doug shall be free to concentrate on fund-raising - Secretary Bob Jefferies described his pools as "the lifeblood of Swindon Town" - he nevertheless becomes involved in other activities like arranging for groups of schoolboys to visit home matches, planning Swindon Town's Open Day and editing the occasional Town newspaper. In his spare time he is the Third Division judge for the Commercial Managers' Association's football programme of the year. But Doug's main task is the continuing expansion of the club's lottery and competitions. "I enjoy the full backing of the Directors," he says. "The Chairman is always popping in but otherwise I am left to get on with it."

Like the players and everyone else whom I have been able to talk to Doug Buswell is doing his bit to put Swindon Town in the Second Division. The question is are we, the supporters. Can you sell some lottery tickets? If you are too shy or too busy at least you could buy some. Doug and Swindon need our help. Call in at the Pools Office at the Town End before or after a game or give them a ring on Swindon 31510. Every extra 20p ticket sold brings the Second Division that little bit nearer.

Talk of the Town by the Chairman

Today we play our second successive home game after nearly a month of either cancellations or away games. We welcome the players and officials from Carlisle. We travelled to Carlisle on the last Saturday of October and from that experience we know that todays game will be very competitive. Carlisle, like ourselves, are very progressive and are fighting for a place in the top three of our Division. There has always been a difference of opinion over the number of clubs that should be relegated and promoted but I am sure that none can really disagree that since changing the original two up and two down it has resulted in an immense upsurge of interest in the fortunes of Clubs both from the chances of promotion and of course for survival. This year will be no exception to the rule, in fact, with the season being extended to accommodate cancelled matches it could well mean promotion and relegation being decided at a very late date.

Every week we seem to read of the lack of support at matches and if we are to attract more people it will obviously have to be through our own efforts to be near or at the top. I feel that one of the best ways of doing this is for you as a regular supporter to try and encourage any former supporter to come along too.

Our scheme organised by Bob Jefferies to issue identity cards to boys and girls under the age of sixteen to enable them to come to our games for a reduced admission price of 80p is proving to be very successful in as much that the behaviour of this age group is very much improved upon last season. If any supporter in this age group arrives at the ground without an identity card they can obtain one from the match day ticket office otherwise they must pay the full entry fee of £1.00. On non match days the identity cards are available at the main office within the North Stand. The scheme does occasionally cause a little confusion when, for instance an adult comes to the match with a juvenile without knowledge of the arrangement. In this case he is informed by the Gate Steward of the procedure. The visiting Club are advised

Here's how the Automobile Association suggest's you travel to Southend F.C.
SWINDON Follow signs Marlborough A345
In 0.7 miles at roundabout take 1st exit signs London to join Motorway M4
12.5 MEMBURY SERVICE AREA
57 HESTON SERVICE AREA
In 4.5 miles branch left and leave Motorway
5 CHISWICK FLYOVER (Roundabout)
Follow signs North Circular Road A406

6

that their Junior Supporters will only be admitted if they are in possession of a form of identity from their home club otherwise pay the full price.

Our performance at home on Saturday last against Lincoln City was very pleasing to say the least. It is often difficult to score in such matches when one side dominates the game and one has only to cast their mind back to last season when we played Bradford City at home and after completely overwhelming the opposition we finally lost the game in the last few minutes of the match in an isolated break away.

Our Reserve side were playing at Oxford while the senior side were scoring so prolifically. They received the half time score of 4-0 which obviously delighted them, although they were a goal down themselves. Although John Tropes side dominated the second half we finally went down by two goals to one. Peter Dornan scored his first goal for us. An unusual incident occurred just before the half time break when the Referee had to hand over his whistle to the senior linesman because of illness and then called on the Oxford substitute to run the vacant line. John protested and rightly so that the substitute should not take the Oxford forward line but for some unknown reason the substitute referee would not agree with John and for a few minutes there was deadlock but eventually he obtained a qualified linesman from the crowd. Many of the spectators thought that John was being a bad sport and lost no time in voicing their opinions but they of course did not know John's objections which were quite valid and in fact proved a point that the professionals do know the rules and certainly think about the game. Things turned out right for John because later in the game, Oxford had to use their substitute player.

Here is hoping that last Saturdays performance will encourage a few more supporters to attend today and once again thank you for your support.

- 16.1 EDMONTON Follow sign to Chelmsford
- 6.9 GANTS HILL
At roundabout take 2nd exit A12
- 6.6 AA ROAD SERVICE CENTRE (19)
In 0.2 miles take right hand lane & cross flyover.
- 0.4 GALLows CORNER
Follow signs Southend A127
- 17.5 RAYLEIGH ROUNDABOUT
Take 2nd exit By Princes Avenue enter
- 6 SOUTHEND At roundabout take 3rd exit into Victoria Avenue
- 6.3 SOUTHEND UNITED F.C.



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INTOWN TODAY



CARLISLE UNITED

BACK ROW: Left to Right
D. McLean, G. McVitie, M. Tait, P. Bonnyman, I. MacDonald, J. Lumby, S. Hoolickin.

MIDDLE ROW: Left to Right
H. Neil - Chief Scout (Deceased), M. Harvey (Trainer/Coach), D. Crombie (now with Lincoln),
T. Swinburne, T. Harrison, J. Hamilton, R. Moncur (Team Manager), H. Nicholson (Physio).

FRONT ROW: Left to Right B. Parker, K. Sawyers, G. Fell, M. McCartney, A. Collins, D. Kemp, S. Ludlam.

IN TOWN TODAY

Carlisle's promotion hopes took a jolt when they were beaten in successive games against Bury and Plymouth in mid-February. But they are still well in contention and will be hoping to improve this very good away record this afternoon. Last week's 3-1 win at Rotherham did a great deal to boost morale.

So far they have been beaten only four times in 15 away League matches. They have won only three times it is true, but they drew the remainder.

A return to the Second Division is paramount in everyone's mind at Brunton Park. Manager Bobby Moncur had been hoping his side might return to the Second Division at the first attempt last season but it turned into a bitter disappointment. In fact, they were more concerned with relegation for much of the time.

Towards the end of the season Carlisle agreed to sell striker Bill Rafferty to Wolves for £125,000 and midfield men John Latham (to Portsmouth for £25,000) and Dennis Martin (to Newcastle for £20,000). Right-back Peter Carr was also released at the end of the season.

Mr. Moncur re-invested some of that cash received in two new strikers, paying a club record £75,000 to Portsmouth for Dave Kemp and £35,000 to Scunthorpe for Jim Lumby. Both responded quickly with goals in the few games before the close of the campaign.

Kemp became a goalscoring sensation immediately Crystal Palace signed him from Slough Town in 1975. Portsmouth signed him two years later and he was their leading scorer with 15 in 1976/77 and 21 last season. He joined Carlisle shortly before the transfer deadline and now he is their top scorer with 14 so far.

Lumby joined Carlisle from Scunthorpe at the tail end of last season after a most successful campaign in the Fourth Division - he scored 21 goals. Jim's first club was Grimsby but they gave him a free transfer in 1975.

Lumby, in fact, has been sitting on the substitute's bench for some recent games and the attack has comprised of George McVitie, Kemp and Steve Ludlam. A recent signing from non-League Bridgend, Paul Bannon, may well have earned his chance by now, though.

McVitie is in his second spell with Carlisle for whom he made his League debut in 1966. He moved on to West Bromwich in 1970 and to Oldham two years later but returned to Brunton Park in 1976. He is a former England schoolboy international and in 1970 he went on the F.A. tour to Australia.

CARLISLE STILL IN CONTENTION

Ludlam learned his game with Sheffield Wednesday and made 27 League appearances for the Owls. Carlisle signed him for £20,000 last season.

Bannon was once on Nottingham Forest's books but he decided to return home to Swansea. He joined Bridgend and, with his height, was a powerful leader of their attack in the Southern League.

The midfield will probably line up with Phil Bonnyman, Ian MacDonald and Jimmy Hamilton.

Bonnyman opened his career with Glasgow Rangers though he was only a reserve player at Ibrox. The situation changed when he joined Hamilton in 1973 and in 1976 Carlisle signed him for £22,500. Phil has scored five times this season.

Carlisle had to pay a £47,500 fee to sign MacDonald from St. Johnstone in 1976 but he has been a key member of their defence ever since. He made his League debut in the Scottish League during 1972/73.

Hamilton was only 16 when he made his League debut for Sunderland in 1972 but, unfortunately, he didn't get very many chances at Roker. Plymouth signed him in 1976 but within a year he had moved on to Bristol Rovers and, with them, scored the goal that cost Carlisle their Second Division status! Carlisle signed him last season.

Steve Hoolickin, Bobby Parker, Mick Tait and Mike McCartney usually play in the back four.

Hoolickin made a few appearances in Oldham's League team but didn't really establish himself until moving to Bury in 1973. Carlisle signed him two seasons ago. Parker served his apprenticeship with Coventry and won England youth honours while at Highfield Road. When Carlisle signed him in 1974 they paid what was then a club record £52,000 fee for him.

Tait made his name as a striker with Oxford, leading their scorers in 1975/76. Carlisle paid £65,000 to sign him the following season.

McCartney developed with West Bromwich. Carlisle signed him in 1973. When McCartney was injured, Andy Collins returned at left-back. He made his debut last season when he played 27 games at right-back.

Goalkeeper Trevor Swinburne is now enjoying a regular game in League soccer following many heartbreak years at Sunderland where he was for so long understudy to the so-consistent Jim Montgomery. Trevor joined Carlisle on a free transfer in 1977 and soon established himself in the first team.

DIVISION 3 - 1978-79

Date	Opponents	Ground	Score	Scorers	Attendance
Aug. 12	Portsmouth	FLC1	A 0 - 0		9261
15	Portsmouth	FLC1	H 4 - 2	Aizlewood, Miller, Williams, Guthrie	7165
19	Bury	H	H 2 - 1	Bates, Miller	5428
21	Tranmere Rovers	A	A 1 - 1	Carter	2150
26	Shrewsbury Town	A	A 0 - 0		2672
30	West Ham	FLC2	A 2 - 1	Miller, Guthrie.	19672
Sep.	2 Mansfield Town	H	H 1 - 0	Bates	6195
9	Walsall	A	A 1 - 4	Williams	5024
12	Brentford	H	H 2 - 0	McHale, Bates	6685
16	Plymouth Argyle	A	A 0 - 2		6099
23	Blackpool	H	H 0 - 1		6609
27	Chester	A	A 0 - 2		3556
30	Sheffield Wednesday	H	H 3 - 0	Bates, Rowland, Gilchrist	5857
Oct	3 Peterborough	FLC3	A 1 - 1	Aizlewood	6132
6	Colchester United	A	A 2 - 3	Gilchrist, Bates	3324
10	Peterborough	FLC3R	H 0 - 2		7674
14	Rotherham United	H	H 1 - 0	Bates	4476
17	Peterborough United	H	H 3 - 1	Bates 2, Carter	4352
21	Lincoln City	A	A 3 - 0	McLaughlin, Williams, McHale	2982
28	Carlisle United	A	A 0 - 2		5141
Nov	4 Southend United	H	H 1 - 0	Gilchrist	5647
	11 Mansfield Town	A	A 1 - 0	Bates	4721
	18 Shrewsbury Town	H	H 2 - 1	Gilchrist, Aizlewood	7317
	25 F.A. Cup 1 March	Town H	H 2 - 0	Bates, Gilchrist	5633
Dec.	9 Hull City	H	H 2 - 0	Miller, Carter	5697
16	Enfield (FAC2)	H	H 3 - 0	Bates, Carter, Gilchrist	5681
26	Swansea City	A	A 2 - 1	Bates, Gilchrist	16159
30	Watford	A	A 0 - 2		15292
1979					
Jan.	6 Cardiff City (FAC3)	H	H 3 - 0	McHale, Kamara (2)	9983
16	Walsall	H	H 4 - 1	Kamara o.g., Bates, Gilchrist	7282
20	Plymouth Argyle	H	H 1 - 3	Carter	7780
27	Aldershot (FAC4)	A	A 1 - 2	Rowland	10913
Feb.	3 Chester	H	H 2 - 0	McHale, Carter	6036
	24 Rotherham United	A	A 3 - 1	Mayes (3)	5128
	28 Chesterfield	A	A 1 - 1	Kamara	4112
Mar.	3 Lincoln City	H	H 6 - 0	Rowland (2), Mayes, McHale, Bates, Miller	6649
	10 Carlisle United (6)	H			
	16 Southend United (LCF)	A			
	20 Colchester	H			
	24 Tranmere Rovers	H			
	27 Bury	A			
	31 Gillingham (SF)	A			
Apr.	3 Exeter City	H			
	7 Chesterfield	H			
	11 Exeter City	A			
	14 Swansea City	H			
	16 Oxford United	A			
	21 Watford	H			
	24 Peterborough Utd.	A			
May	1 Oxford United	H			
	5 Gillingham	H			
	11 Sheffield Wed.	A			
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	15 Blackpool	A			
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	Home				Away				Pts.	Top Goalscorers (incl. Cup)	
	P	W	D	L	F-A	W	D	L	F-A		
Watford	30	10	4	2	34-16	7	4	3	26-19	42	Ross Jenkins 32, Luther Blissett 24
Shrewsbury T	29	9	6	0	22-6	5	6	3	16-13	40	Paul Maguire 14, Ian Atkins 10
Gillingham	29	10	4	1	25-11	2	8	3	12-13	37	Danny Westwood 11, Ken Price 8
Swansea C.	30	10	4	1	37-21	5	3	7	15-19	37	Jeremy Charles 15, Alan Curtis 15
SWINDON TOWN	27	12	0	2	30-8	4	3	6	14-19	35	CHIC BATES 14, PAUL GILCHRIST 9*
Carlisle U.	30	7	7	1	20-7	3	8	4	11-13	35	Dave Kemp 14, Phil Bonnyman 6
Plymouth A	31	8	6	2	25-16	4	3	8	20-24	33	Fred Binney 23, Keith Fear 5, Gary Megson 5
Exeter C	29	11	4	2	29-12	1	4	7	12-22	32	Keith Bowker 10, John Delve 7
Chester	31	9	6	1	32-14	2	4	9	10-26	32	Ian Edwards 19, Ian Mellor 9, Ron Phillips 9
Southend U	30	8	3	3	22-10	2	8	6	15-20	31	Derrick Parker 9, Gerry Fell 7
Rotherham U	28	10	0	6	20-17	2	5	5	13-17	29	Dave Gwyther 13, Trevor Phillips 13
Blackpool	29	9	2	3	22-9	3	3	9	12-27	29	Derek Spence 15, Tony Kellow 13*
Chesterfield	28	7	4	3	23-19	2	6	6	12-18	28	Rod Fern 12, Phil Walker 7
Oxford U	30	6	7	3	15-13	2	5	7	11-23	28	Peter Foley 9, Jason Seacole 9
Colchester U	28	8	5	1	21-11	0	6	8	9-22	27	Bobby Gough 13, Steve Foley 6
Bury	28	4	6	4	22-21	2	8	4	15-18	26	Ken Beamin 17*, Dave Gregory 17*
Brentford	29	8	4	3	16-11	1	4	9	8-20	26	Andy McCullock 8, Dean Smith 6, Steve Phillips 6
Sheffield W	27	3	7	2	10-10	3	6	6	14-22	25	Brian Hornsby 13, Rodger Wylde 12
Hull C	27	6	5	2	23-10	3	1	10	14-26	24	Keith Edwards 14, Bruce Bannister 12
Walsall	30	5	5	4	24-19	3	3	10	17-26	24	Terry Austin 12, Alan Birch 7, Roy McDonough 7
Peterborough U	29	4	5	5	13-15	2	5	8	13-24	22	Joe Cook 11*, Barry Butlin 7
Mansfield T.	26	2	7	2	10-11	2	6	7	14-21	21	Kevin Bird 5, Dave Goodwin 4
Tranmere R	30	4	7	3	18-16	0	4	12	12-32	19	Steve Peplow 7, Clive Evans 5
Lincoln C	27	1	5	5	10-20	1	1	14	8-39	10	Glenn Cockerill 3, Gordon Hobson 3

*Includes goals for previous clubs this season

TOWN APPEARANCES AND GOALSCORERS 1978-79

Up to and incl. Sat. March 3
(Goals in parentheses)

	League	League Cup	F. A. Cup	First Team Total	F. Comb.
Kevin Roberts		1		1	2
John McLaughlin	18(1)	3	3	24(1)	1
Andy Ford	27	5	4	36	1
Ray McHale	27(4)	5	4(1)	26(5)	1
Steve Aizlewood	26(1)	5(2)	4	35(3)	1
Kenny Stroud	25	5	3	33	2
Ian Miller	25(3)	4(2)	4	33(5)	
Chris Kamara	23(2)	5	3(2)	31(4)	1
Chic Bates	27(12)	5	4(2)	36(14)	
Brian Williams	18(2)	3(1)	1	22(3)	7(1)
Roy Carter	27(5)	4	4(1)	35(6)	
Chris Ogden	22	4	3	29	3
Russell Lewis	7	2	1	10	18(1)
Paul Gilchrist	15(6)		4(2)	19(8)	7(1)
Andy Rowland	9(3)		1(1)	10(4)	11(3)
John Trollope	3	2		5	22
Jimmy Allan	5		1	6	19
Bryan Hamilton	6		1	7	8
Alan Mayes	3(4)			3(4)	1(2)
Andy Hatter					3
Brian Hughes					19
Charlie Henry					11
Steve Abbeley					17
Michael Page					22(2)
Nigel Barry					19(1)
David Wood					4
Steve Lymer					2
Kenny Norman					15
Jimmy Walters					13
Ken Hehir					6(1)
Peter Dornan					3(1)

Also appeared: Chris Guthrie (transferred to Fulham) 6.3121.0.9121.0. Dave Cunningham (transferred to Aston Villa) 2.2.0.4.6(1). Colin Prophett (transferred to Chesterfield) 0.0.0.0.2. Glyn Brown (Thame United) 0.0.0.0.2. Paul Collicutt (transferred to Trowbridge Town) 0.0.0.0.21(2). Gus Gilligan (transferred to Trowbridge Town) 0.0.0.0.18(6). Peter Prince (trialist) 0.0.0.0.1. Paul Cox (now with Mangotsfield) 0.0.0.0.2. Wilf Tranter 0.0.0.0.4. Bobby Smith 0.0.0.0.2. Totals include appearances as substitute

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15 Burden Close, Stratton St. Margaret, Swindon.
12 Latton Park, Cricklade.

ACTION REPLAY



Swindon striker Andy Rowland (extreme right) shoots through a crowded penalty box to score the first of the Town's six goals against Lincoln at the County Ground last Saturday.



A delighted Alan Mayes turns after beating grounded Lincoln goalkeeper Peter Grotier to score the Town's second goal out of six at the County Ground last Saturday.

From the COMMERCIAL OFFICE

With the team putting us right in the promotion race things are really buzzing at the County Ground. However we in the commercial section are continuing to work hard to provide the finance for the Club to look towards the 2nd Division with confidence in that they will be able to compete with the best.

Many of you who read my programme notes each match are already helping us towards this aim by selling Lottery and Bingo tickets each week. All of us connected with the Club appreciate this continuing loyalty. But we can never be satisfied and I am once again appealing for people to sell a few tickets each week to your workmates or friends etc. Fill in the form below and return to the Commercial Office or ring Swindon 31510 or 42984 and ask for Alison.

Some of our loyal away supporters are running a Disco in the Supporters Club on Monday March 12th at 7.30 p.m. Admission at the door 50p. All the profits will go towards the Sponsorship of Players Playing

and Training Kit. So come on you youngsters, come and enjoy yourself.

Doug Buswell
Commercial Manager.

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NATION WIDE

By Tony Pullein

Yugoslav international goalkeeper Petar Borota joined the growing army of foreign imports in League soccer when he made a colourful debut for Chelsea against European champions Liverpool last Saturday. He had been signed only a couple of days earlier, from Partizan Belgrade, for £80,000 and became the fourth goalkeeper to play in Chelsea's First Division side this season.

Borota is clearly going to add to the entertainment value at Stamford Bridge for he is a goalkeeper who enjoys coming off his line --- even though he doesn't always seem to get the ball! He caused many palpitations in the Chelsea defence with some indiscriminate dashes from goal and some uncertain punching.

But when many of us were beginning to doubt his stability, Borota brought off a wonderful flying save to a Kenny Dalglish first-timer at a critical moment --- just 15 minutes from time. Manager Danny Blanchflower smiled after the game: "If Petar is going to make an ass of himself he will do it in style!"

Chelsea produced their best performance of the season against Liverpool and were desperately unlucky not to win. In the first-half they had two shots hit a post and another cleared off the line with Ray Clemence beaten. Even Liverpool boss Bob Paisley had to admit: "They were very unlucky not to win. But, if they had played like this all season, they would not be where they are today."

On the other side of London, another of our foreign guests stole the limelight with his first two goals in League soccer --- Argentine World Cup star Osvaldo Ardiles. Ossie killed visiting Derby with the only goals of the game and gave further weight to the campaign by a section of Derby supporters to have manager Tommy Docherty replaced.

Many Rams' followers consider the experimenting should now be nearing completion after 18 months of Mr Docherty's rule. They have become disconcerted at the continual changes in the side --- 27 players have been used so far. With only one win in 10 League games behind them, plus a 0-3 F.A. Cup defeat by Second Division Preston, the record certainly doesn't

look very good at the moment.

Down in the Fourth Division, Halifax Town fans are wondering if luck has at last turned for them. Until three weeks ago, Halifax were burdened with a run of 22 League games without a win. Then an own-goal by Port Vale's Bill Bentley gave them their second win of the season. Last week Portsmouth's Peter Ellis headed into his own goal to set Halifax on the way to a shock 2-0 victory.

Defeat at Halifax was a bitter blow to Portsmouth's promotion hopes for it knocked them out of the top four places. That was their second successive defeat and they had won only once in seven League outings.

With most of their promotion rivals in top form, Pompey will have to call upon a super-human effort to halt the slide. Reading, for example, won their fifth game in succession thanks to a Pat Earles goal at York. It was his 17th of the season. That 1-0 success at York kept Reading two points clear at the top of the Fourth Division table but Wimbledon, their closest rivals, had four games in hand.

Wimbledon had a shock, though, when lowly Huddersfield took the lead at Plough Lane just before half-time. Fortunately, John Leslie reacted swiftly after the break to equalise with an angled drive but it was left to substitute Phil Driver to score Wimbledon's winner late in the game.

A few days earlier Wimbledon equalled their best-ever League victory with an astonishing 6-1 success away to Torquay. Alan Cork, who hadn't scored in the League since early December, scored four of the goals to take his tally up to 21.

Watford manager Graham Taylor rang the changes for their home game against Chesterfield, dropping three regular first-teamers. His tactics paid off for the Hornets ended a run of five consecutive draws to win 2-0.

The Football League's top scorer Ross Jenkins hit one of Watford's goals to put him on the 32 mark.

In spite of their recent "bad" run, when they dropped five points, Watford are still in a very strong position. They are unbeaten in their last 14 League games.

One Watford player spent most of this week pondering over his future. Club captain Sam Ellis has been told by Mr Taylor that his first-team days are over --- but has offered him a job on the coaching staff.

"I want to consider the whole thing very carefully before making a decision," said Ellis. "I still feel I've got a couple of seasons of League soccer left in me but, on the other hand, if I turn down this chance to establish myself on the coaching side I might not get another opportunity."

Southampton have been running into form at precisely the right time for next week's League Cup final at Wembley. A 2-0 win over Arsenal at The Dell last Saturday was their fourth win in a row without conceding a goal.



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SWINDON

1. ALLAN J.
2. HAMILTON B.
3. FORD A.
4. McHALE R.
5. AIZLEWOOD S.
6. STROUD K.
7. MILLER I.
8. CARTER R.
9. ROWLAND A.
10. MAYES A.
11. KAMARA C.
12. BATES P.

Linesmen:

Red Flag: Mr. K.R. Bell, Hythe, Southampton. Yellow Flag: Mr. B.A. Champion, Bristol.

at 3.00pm



NEXT MATCH

Saturday, March 24th

TRANMERE ROVERS

K.O. 3.00 p.m.

CARLISLE

1. SWINBURNE T.
2. HOOLICKIN S.
3. McCARTNEY M.
4. MacDONALD I.
5. TAIT M.
6. PARKER B.
7. McVITIE G.
8. BONNYMAN P.
9. LUDLAM S.
10. KEMP D.
11. MacLEAN D.
12. To be named

REFEREE:

THOMAS G.O.P. BUNE, Plaistow, Billingham

Began refereeing whilst at school then via local, Spartan and Isthmian Leagues to Football League line in 1968 and subsequently to full list. Refereed England v. Scotland Amateur International (1974), and Oxford v. Cambridge at Wembley in 1972, linesman in European Nations Cup match (1975) and reserve official for the Sunderland v. Leeds F.A. Cup Final in 1973.

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- A West Brom. Alb. v. Southampton
- B Ipswich v Liverpool
- C Tottenham H. v Manch. Utd.
- D Wolverhampton v Shrewsbury
- E Arsenal v Bristol City
- F Birmingham v Coventry
- G Derby v Leeds
- H Everton v Nottm. For.
- I Middlesbrough v Aston Villa
- J Norwich v Chelsea
- K Blackpool v Plymouth
- L Brentford v Chester
- M Chesterfield v Tranmere
- N Exeter v Watford
- O Gillingham v Oxford Utd.
- P Hull City v Bury
- Q Lincoln v Southend
- R Peterborough v Swansea
- S Walsall v Sheffield Wed.
- T West Ham Utd. v Brighton