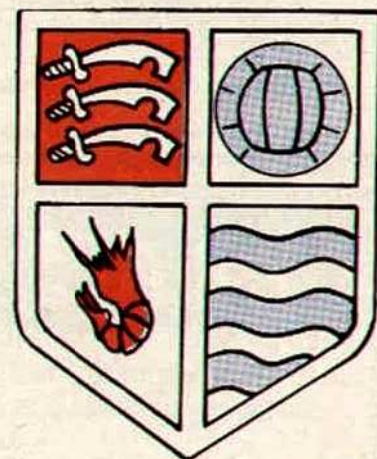


Southend United

**FOOTBALL LEAGUE
DIVISION THREE**



V

**SWINDON
TOWN**

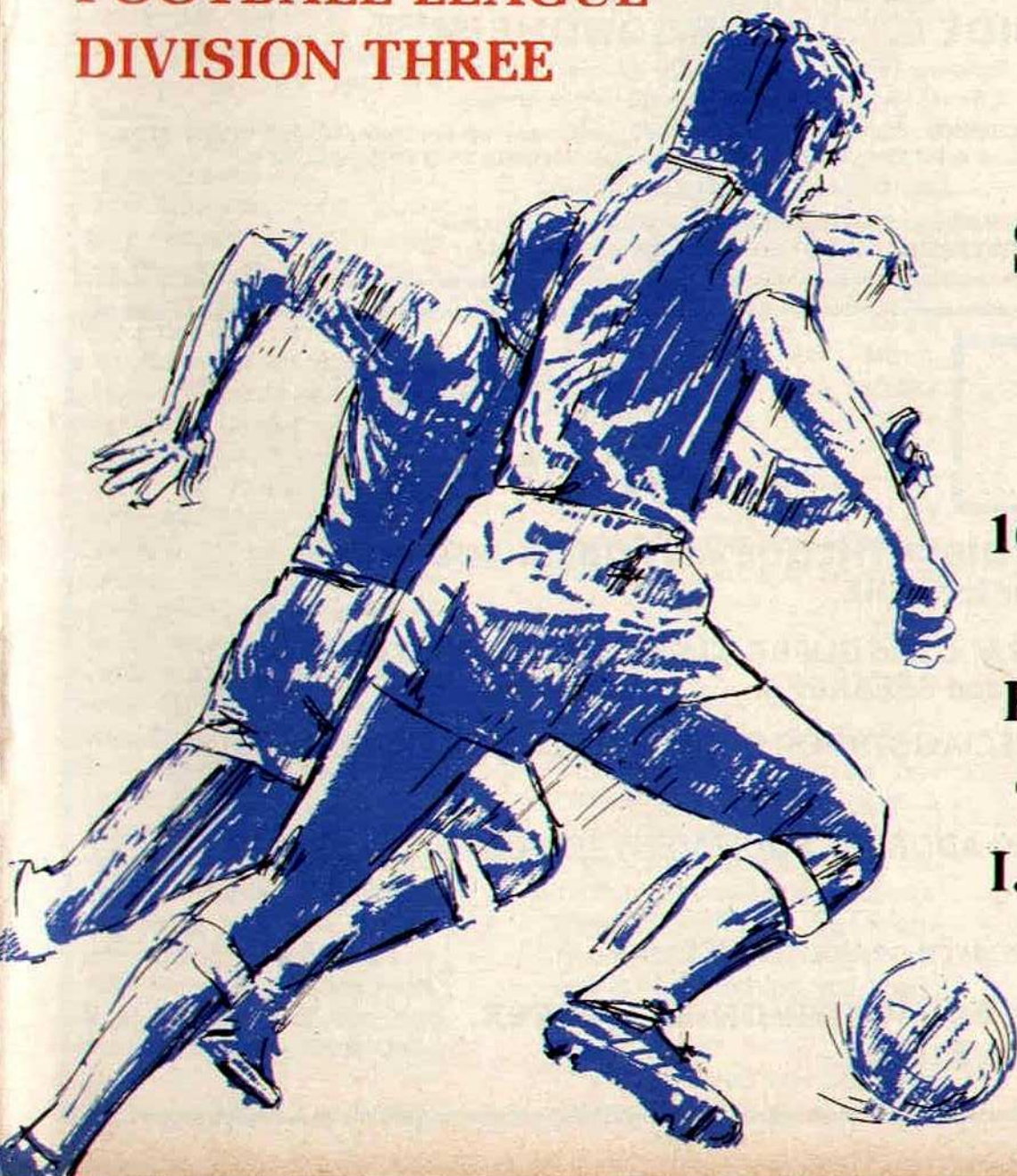
**Friday,
16th March, 1979
(or when played)**

Kick-off 7.45 p.m.

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15p

Official Programme



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ROOTS HALL FOOTBALL GROUND, VICTORIA AVENUE,
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Leslie H. Lesser, F.C.A., (Vice-Chairman)

John N. Woodcock, Charles G. Janes, Donald A. Smith, Fred Bonfield, Mark Rubin A.C.I.S.

Manager: Dave Smith

Secretary: Keith Holmes F.A.A.I.

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Straight talk from

Dave Smith

PLAYER OF THE YEAR

There has been the usual expected excitement and speculation for this coveted award, but should it be coveted for First Division players? Indeed, why a First Division player? I can tell you about many deserving cases. Is the award tinged with a commercial aspect? Again, does it have to be a First Division big shot that gets the award.

There has been talk of Ardiles (Spurs) and 'Chippy' Brady (Arsenal), who come highly recommended. I suppose they are the most deserving cases but they are wet behind the ears when it comes to playing experience.

I know of many people who have been in the game for longer who could, and maybe should, be rewarded. Take George McVitie of Carlisle for example, a model professional, still crosses balls over with regular accuracy, only 34 years young and has played quite a number of games if you look at his record. Is this not a deserving case? But he is only Third Division.

What about our old friend Fred Binney of Plymouth. Here is a career that spans many years and has excited many people with many goals. He is still playing football at 33 years of age but again is from the Third Division.

Finally, what of Les Bradd,



Stockport or even player/manager Bill Green, Torquay. I won't go on any further. I think I have made my point.

PS: Perhaps Ardiles might have come down and had a look at George McVitie before casting his vote. Maybe, one day.

It's all about discipline

You will be pleased to know, and you may not realise this, that we have a good disciplinary record and come somewhere in the top twenty. I hope I am not tempting providence by mentioning this in the programme but it is something you spectators usually never get to know.

We do have our bad lads from time to time. Many

bookings come through fear and stupidity by players but we do fine players for dissent, which, I think, is one of the worst offences.

I am hoping, however, we can maintain our good standard. It does provide for better concentration, better discipline and therefore a better standard of football and a better standard of football must suit the supporters.

Slender hopes

I know every year before the season starts we are always optimistic about our chances of promotion. This year was no different.

People have complained about lack of goals but we have let many silly goals in at very important times. The one on Monday that Carlisle scored was a mistake so promotion (or success generally) is on a very thin line.

We have scored goals to a reasonable standard but our goals against stands to be condemned as well. We have to be airtight there to get promotion, but let us not give up hope.

It has probably been a tall order to gain promotion immediately but I am hoping that we can further establish ourselves in the Third and look forward to a brighter future. Of course your support and vocal encouragement is necessary for all of this, so 'don't give up on us baby', yet.

CLUB SCENE

AN IMPORTANT WEEKEND

For many professional footballers, this is an important weekend finishing with the Professional Footballers Association Dinner taking place at the London Hilton Hotel on Sunday, March 18th, an event which is due to be televised.

You may remember that in our match programme against Colchester United recently, we drew attention to an article which appeared in "Shoot" magazine entitled 'Top talent from the Third'.

The magazine chose what they considered to be an ideal Third Division team. We are pleased that they selected COLIN MORRIS, now the question is will the Professional Footballers Association do likewise or indeed select another Southend United player? The best advice we may offer to any Southend United supporter, is that you should watch this programme.

Incidentally 'Shoot' magazine stated that COLIN MORRIS has a fair turn of speed, crosses a good ball, and though he doesn't score too many goals, he has sufficient attributes to make him valuable on any side.

When Colin scored from the penalty spot at Lincoln

last Saturday he brought this season's total to a tally of five goals which was exactly the number of times the Halifax goalkeeper was beaten by at Roots Hall on Friday, 17th February, 1978

In goal that day was TERRY GENNOE now with Southampton who are due to appear at Wembley Stadium tomorrow in the Football League Cup Final against Nottingham Forest. Obviously this is an important weekend for many professional footballers.

★ ★ ★

The Club are now in possession of a videotape and our Manager DAVE SMITH and his training staff are finding this device extremely useful for recording events upon the field of play. Recently a reserve team match was filmed at a time when the Manager was away at the Lilleshall Training Centre.

Our Assistant Manager, JOHN LATTIMER tells us that it is very educational for the players to see what they have done well (and not so well) as this enables the training staff to rectify mistakes more easily.

In the event of any trouble upon the terraces, no doubt a videotape may help find the culprits but of course we hope that it is not necessary for our latest acquisition to be used in such a way as generally speaking crowd behaviour has been good at Roots Hall this season.

★ ★ ★

We are pleased to report that our Supporters Club have presented to the Club a Jonas

Board. Our Physiotherapist BRIAN BECKETT tells us that this is a remedial apparatus for ankle ligaments and co-ordination.

★ ★ ★

You may remember that in our Chesterfield match programme six weeks ago we published a letter from TONY McDONALD aged 13 of 25 Hadleigh Road, Southdene, Kirkby, Merseyside expressing appreciation of the way our supporters behaved when we visited Anfield in January.

Tony has now written to tell us that he has received a letter from a Southend fan KEVIN VICKERS who has offered to swap programmes and therefore Tony wishes to thank us for helping to obtain a pen pal for him.

★ ★ ★

Upon the subject of pen friends it is pleasing to know that a 16 years old season ticket holder, ANDREW LEEDER of 36 Willow Crescent, Hatfield Peverel obtained a Swedish contact, PETTER CLASSON through our columns and apart from exchanging programmes, they met each other for the first time at our home match with Colchester United a fortnight ago and they wrote to thank the Club for allowing them to meet some of our players and also for the hospitality

★ ★ ★

Next Monday evening, March 19th an important schools match takes place here at Roots Hall, kick-off 7.30 p.m. when the Essex Pratt Cup Final will be staged.

EXHAUST GONE?

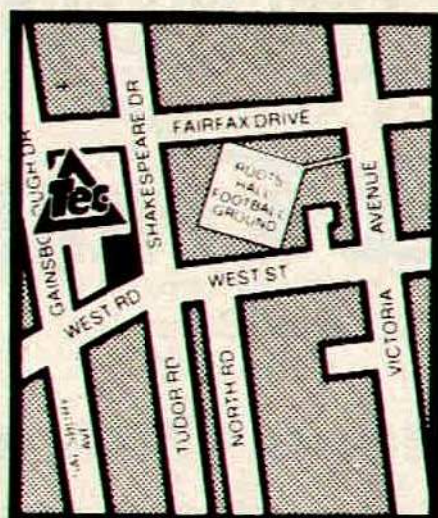


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Third Division Scene

TWENTY FIVE YEARS AGO

March 13, 1954 saw us playing our fourth game in a row without defeat and chalking up a 3-0 win over Colchester United in the process. All the goals came in the first half with BOB HOLLIS scoring two and KEN BAINBRIDGE the other and the teams were:

SOUTHEND UNITED:
Threadgold, Pavitt, Anderson, Duthie, Stirling, Brown, Sibley, McAlinden, Hollis, Bainbridge, Macdonald.

COLCHESTER:
Coombs, Harrison, Lewis, Bearryman, Stewart, Elder, McCurley, Barlow, Plant, Dale, Wright (P).

Attendance 8,100

We were now just below halfway down

It's a boy!

Heartiest congratulations to Janet and Mick Laverick on the birth of a son last Sunday.

Division Three (South). At the top Brighton led the way, a 3-0 win over Crystal Palace stretching their lead over Ipswich to three points. Coventry, Southampton and Bristol City were also in Division Three (South) in those days as were today's visitors Swindon Town, who went down 2-0 at Northampton on that particular day and were only just above the re-election zone.

Third Division clubs were also to the fore in the Sixth Round F.A. Cup-ties played on the same day with Port Vale going through 1-0 at Leyton Orient, as they were then known. W.B.Albion beat Tottenham 3-0 and the other two ties were drawn, Leicester against Preston and Sheffield Wednesday against Bolton.

In Division One wooden-spoonists Liverpool went down 2-1 at Sheffield United and it

is interesting to modern eyes to see third place Huddersfield beating Newcastle 3-2. The Yorkshire lads, however, had little chance of catching leaders W.B.Albion or second place Wolves.

Stoke romped home 6-0 at Bury in Division Two, but they were still only halfway up the league with Everton and Blackburn holding on to the top two positions with wins over Rotherham and West Ham respectively.

Hat-tricksters in Division Three (North) included two men who have since made their mark as Managers, JIMMY McGUIGAN for Hartlepool and ALAN ASHMAN for Carlisle. Chester then occupied bottom place while Gateshead, Barrow, Bradford, Accrington, Workington and Southport were all comfortably placed.

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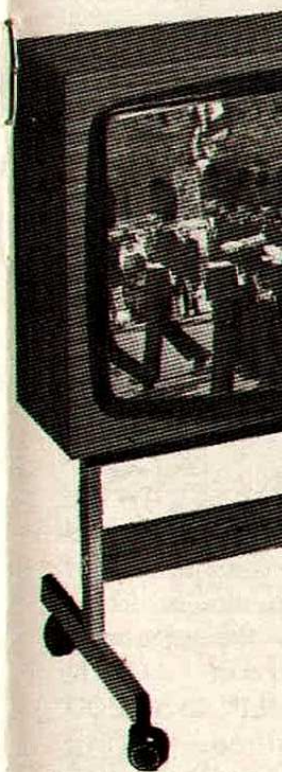
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The opposition

WELCOME to SWINDON TOWN

Today we welcome old friends from our Third Division (South) days who are currently well placed for winning promotion to Division Two for the third time since the war.

Like ourselves they were founder members of Division Three (South) in 1920 and it was not until 1963 that they played in any division besides the Third. That spell lasted just two seasons and after climbing back up again in 1969 the year of their sensational League Cup final victory over Arsenal they were only a few points short of a First Division place a year later.

1974 saw them back in Division Three, however, and 1975/6 brought them uncomfortably close to a first-ever spell in Division Four. They survived, however, and last season climbed as high as eighth.

This gave new Manager **BOB SMITH**,

formerly with Bury and briefly with Port Vale, a useful launching pad and they have gathered momentum as the season has developed. A League Cup win at West Ham boosted their confidence and though they ultimately went out to Peterborough they also progressed to Round Four of the F.A. Cup before going down at Aldershot. Though losing at home to Plymouth and Blackpool, and being held 0-0 by Carlisle last Saturday, they have won their other twelve home games in the League while on their travels they have won at Lincoln, Mansfield, Swansea and Rotherham.

HERE TODAY

It was in the game at Rotherham that **ALAN MAYNES**, newly signed from Watford, kicked off with a hat-trick and another striker in form recently has been **ANDY ROWLAND**, signed from

Bob Smith's former club, Bury. **CHIC BATES** (from Shrewsbury last season) completed the likely front trio while from midfield **CHRIS KAMARA** (from Portsmouth last year) and **PAUL GILCHRIST** (ex-Southampton) have both slotted home goals this season as has **ROY CARTER**, who came from Hereford last season.

In defence **ANDY FORD** of course moved from us in the summer of 1977 and he is likely to be on the opposite flank from **JOHN McLAUGHLIN** (over 200 games since moving from Colchester) with **STEVE AIZLEWOOD** (from Newport three years ago) and one-club man **KENNY STROUD** in the centre and either **CHRIS OGDEN** (from Oldham this season) or home-grown **KEVIN ROBERTS** in goal.

Swindon's last visit here was in October 1975 when we beat them 3-0.

SWINDON TOWN FOOTBALL CLUB



Back Row (Left to Right): John McLaughlin, Chris Kamara, Steve Aizlewood, Colin Prophet (transferred to Chesterfield), Jimmy Allan, Roy Carter, Kevin Roberts, Russell Lewis, Andy Ford, Phil Bates, Chris Guthrie (transferred to Fulham). **Front Row:** David Cunningham (transferred to Aston Villa), Kenny Stroud, Brian Williams, Bob Smith (Team Manager), Ian Miller, Ray McHale (Captain), Gus Gilligan.

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Supporters' club news

Here are the details of trips being run to forthcoming away matches. Early booking is essential for Easter trips.

CHESTER

Wednesday 21st March

Depart Noon. Fare £4.25

TRANMERE

Friday 30th March

2 Day Trip

Coach departs 9.00 a.m. Friday 30th March to Guest House in Chester, 5 minutes walk from City Centre. Then on to see Tranmere v Southend. Return to Chester for bed and breakfast.

On Saturday the party will travel to see Stoke City v Blackburn returning to Southend after the game.

The fare for this trip, which includes bed and breakfast is £15.00. Bookings for this trip can still be made this evening.

BRENTFORD

Good Friday, 13th April

(11.30 a.m. Kick-off)

Depart 8.30 a.m. Fare £2

If there is sufficient interest one coach will go on to Fulham v Cardiff in the afternoon.

WATFORD

Tuesday 17th April

(7.30 p.m. Kick-off)

Depart 4.00 p.m. Fare £2

Coaches to Brentford and Watford will not stop en route. You are advised to take food with you.

League Cup Final

March 17th

There will be a coach for ticket holders only.

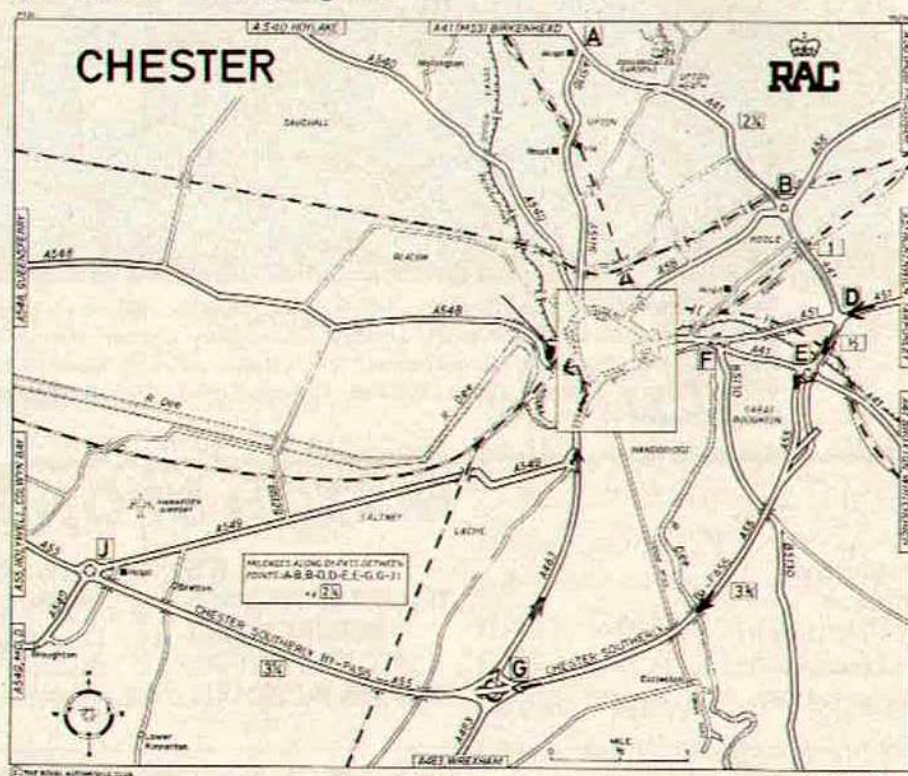
Depart 11.00 a.m. Fare £2

Please remember to carry your membership card when booking and travelling. Bookings are taken at home first team and reserve matches and as advertised.

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Saturday, 24th

March, 1979

v.

BURY

Kick-off 3.00 p.m.

**FOOTBALL LEAGUE
DIVISION THREE**

Wednesday, 28th

March, 1979

v.

MILLWALL

Kick-off 7.00 p.m.

MID-WEEK LEAGUE

Monday, 2nd

APRIL, 1979

v.

WATFORD

Kick-off 7.45 p.m.

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Facts & figures 1978/79

APPEARANCES & GOALSCORERS DIV III

(Up to and including 12.3.79)

	Appearances			Goals		
	League	League Cup	F.A. Cup	Total	Division F.A. Cup	Tot.
Abbott P.	4(4)	2		6(4)	1	1
Cawston M.	32		5	37		
Cusack D.	25		1(2)	26(2)	1	1
Dudley P.	32	(2)	5	37(2)	3	3
Fell G.	20(1)	2	2	24(1)	7	7
Franklin G.	(2)			(2)		
Goodwin S.	2	1		3		
Hadley A.	22(5)	2	4	28(5)		
Horn G.		2		2		
Laverick M.	25(2)	2	5	32(2)	5	5
Moody A.	24	2	5	31	3	3
Morris C.	32	2	5	39	6	6
Parker D.	29	2	5	36	7	2
Polycarpou A.	15(6)		3	18(6)	1	1
Pountney R.	30	2	5	37	3	1
Stead M.	25		5	30	1	1
Townsend N.	1	1		2		
Walker J.	6(12)		2(3)	8(15)	1	own goal
Yates S.	28	2	3	33	1	goal

3rd Division League Table

	Home			Goals			Away			Goals			Pts
	P	W	D	L	F	A	W	D	L	F	A	Pts	
Watford	31	10	4	2	34	16	7	5	3	26	19	43	
Shrewsbury	29	9	6	0	22	6	5	6	3	16	13	40	
Gillingham	30	11	5	1	27	12	2	8	3	12	13	39	
Swansea	31	10	4	1	37	21	5	3	8	15	21	37	
Swindon	28	12	1	2	30	8	4	3	6	14	19	36	
Carlisle	31	7	7	1	20	7	3	9	4	11	13	36	
Plymouth	32	8	6	2	25	16	4	4	8	20	24	34	
Exeter	30	11	5	2	29	12	1	4	7	12	22	33	
Southend	31	8	3	3	22	10	2	9	6	16	21	32	
Chester	32	9	6	1	32	14	2	4	10	10	32	32	
Chesterfield	29	8	4	3	28	21	2	6	6	12	18	30	
Blackpool	30	9	3	3	22	9	3	3	9	12	27	30	
Rotherham	28	10	0	6	20	17	2	5	5	13	17	29	
Colchester	29	9	5	1	22	11	0	6	8	9	22	29	
Brentford	30	9	4	3	22	11	1	4	9	8	20	28	
Oxford	31	6	7	3	15	13	2	5	8	12	25	28	
Sheff Wed	28	3	7	2	10	10	4	6	6	16	22	27	
Hull	28	7	5	2	27	11	3	1	10	14	26	26	
Bury	29	4	6	4	22	21	2	8	5	16	22	26	
Walsall	31	5	5	5	24	21	3	3	10	17	26	24	
Peterboro	30	5	5	5	15	15	2	5	8	13	24	24	
Mansfield	27	2	7	2	10	11	2	6	8	14	22	21	
Tranmere	31	4	7	3	18	16	0	4	13	14	37	19	
Lincoln	28	1	6	5	11	21	1	1	14	8	39	11	

DATE		OPPONENTS	F	A	ATT.
Aug 12	Sat	Wimbledon (FL Cup)	1	0	4,893
15	Tue	Wimbledon (FL Cup)	1	4	2,687
19	Sat	Chester	0	1	4,223
22	Tue	Bury	3	3	3,243
26	Sat	Mansfield Town	1	1	5,500
Sept 1	Fri	Plymouth Argyle	2	1	5,911
9	Sat	Sheffield Wednesday	2	3	11,327
11	Mon	Oxford United	2	0	5,260
15	Fri	Rotherham United	2	1	6,515
23	Sat	Carlisle United	0	0	4,957
27	Wed	Chesterfield	2	3	4,153
29	Fri	Shrewsbury Town	0	1	6,783
Oct 7	Sat	Walsall	1	1	4,803
14	Sat	Blackpool	4	0	6,484
20	Fri	Colchester United	1	1	5,647
23	Mon	Hull City	3	0	6,629
27	Fri	Lincoln City	2	0	7,338
Nov 4	Sat	Swindon Town	0	1	5,647
11	Sat	Plymouth Argyle	1	1	6,786
17	Fri	Mansfield Town	1	1	7,139
25	Sat	Peterborough U (FA Cp1)	3	2	6,510
Dec 2	Sat	Exeter City	0	0	2,974
8	Fri	Swansea City	0	2	8,969
16	Sat	Watford (FA Cup 2)	1	1	13,377
18	Mon	Watford (FA Cup 2 Replay)	1	0	15,635
23	Sat	Brentford	1	1	13,552
26	Tue	Gillingham	0	1	6,644
30	Sat	Peterborough United	1	0	3,371
Jan 10	Wed	Liverpool (FA Cup 3)	0	0	31,036
17	Wed	Liverpool (FA Cup 3 Rep)	0	3	37,797
Feb 2	Fri	Chesterfield	2	0	5,499
6	Tue	Rotherham United	1	2	4,048
9	Fri	Shrewsbury Town	0	2	5,546
13	Tue	Sheffield Wednesday	2	1	4,544
24	Sat	Blackpool	2	1	4,586
Mar 2	Fri	Colchester United	1	1	6,957
7	Wed	Oxford United	0	0	2,913
10	Sat	Lincoln City (6)	1	1	2,559
12	Mon	Carlisle United	1	1	4,573
16	Fri	Swindon Town (LCF)			
21	Wed	Chester			
24	Sat	Bury			
30	Fri	Tranmere Rovers (S.F.)			
April 2	Mon	Watford			
6	Fri	Exeter City			
13	Fri	Brentford			
14	Sat	Gillingham			
17	Tue	Watford			
21	Sat	Peterborough United			
24	Tue	Hull City			
28	Sat	Swansea City			
30	Mon	Walsall			
May 4	Fri	Tranmere Rovers			
12	Sat	F.A. Cup Final			

Mid-week Football League

DATE	OPPONENTS	F	A
Tue 22 August	Northampton Town	0	3
Tue 29 August	Wimbledon	1	2
Tue 19 September	Wimbledon	3	0
Mon 25 September	Peterborough United	3	0
Tue 3 October	Cambridge United (LC)	3	2
Tue 10 October	Brentford	2	1
Tue 17 October	Charlton Athletic	1	1
Tue 24 October	Cambridge United (LC)	3	0
Tue 7 November	Watford (LC)	3	1
Wed 15 November	Watford (LC)	4	1
Tue 21 November	Portsmouth	4	1
Tue 28 November	Brighton & Hove Albion	3	0
Tue 5 December	Brighton & Hove Albion	1	0
Tue 19 December	Northampton Town	3	0
Mon 29 January	Brighton & Hove Albion (LC)	3	6
Tue 6 February	Brentford	4	1
Tue 13 February	Charlton Athletic	1	2
Wed 21 February	Cambridge United	3	1
Wed 28 February	Portsmouth	3	1
Mon 5 March	Watford	2	2
Wed 21 March	Watford		
Wed 28 March	Millwall		
Tue 3 April	Cambridge United		
Mon 9 April	Peterborough United		
Wed 11 April	Millwall		
Mon 23 April	Gillingham		
Tue 1 May	Gillingham		

LEAGUE TABLE

(Up to and including 5.3.79)

	P	W	D	L	F	A	Pts
Southend Utd.	15	10	2	3	34	15	22
Brighton & Hove	15	9	3	3	30	19	21
Northampton	14	7	2	5	29	20	16
Peterborough	13	6	4	3	19	14	16
Charlton Ath.	15	5	5	4	23	18	15
Watford	15	5	5	5	24	24	15
Brentford	14	7	0	7	28	28	14
Millwall	12	4	3	5	19	15	11
Wimbledon	13	5	1	7	16	27	11
Cambridge	13	3	4	6	15	26	10
Portsmouth	15	4	0	11	18	41	8
Gillingham	10	2	1	7	6	14	5

MID-WEEK FOOTBALL LEAGUE GOALSCORERS

P. Abbott	14	A. Moody	1
G. Fell	4	G. Nelson	2
G. Franklin	7	D. Parker	2
S. Goodwin	6	A. Polycarpou	1
J. Hull	8	N. Townsend	2
S. Leahy	1	J. Walker	1

South-East Counties League

DATE	OPPONENTS	F	A
Aug 19 Sat	Tottenham Hotspur	3	1
26 Sat	West Ham	1	4
Sept 2 Sat	Charlton Athletic	3	1
9 Sat	Fulham	1	2
16 Sat	West Ham League Cup 1	1	4
23 Sat	Orient	1	2
30 Sat	Arsenal	1	3
Oct 7 Sat	Arsenal	0	1
14 Sat	Crystal Palace	0	5
21 Sat	Portsmouth	2	3
28 Sat	Orient	1	3
Nov 4 Sat	Gillingham	1	4
11 Sat	Norwich	1	1
18 Sat	Queens Park Rangers	1	4
25 Sat	Chelsea	0	3
Dec 2 Sat	Millwall	1	3
9 Sat	Charlton Athletic	1	5
16 Sat	Portsmouth	2	1
Jan 20 Sat	Tottenham Hotspur	2	4
Feb 10 Sat	Crystal Palace	0	3
24 Sat	Fulham	1	0
Mar 10 Sat	Ipswich	2	4
17 Sat	Gillingham		
24 Sat	Ipswich		
31 Sat	Queens Park Rangers		
April 14 Sat	Watford		
21 Sat	Norwich		
28 Sat	West Ham		
May 5 Sat	Watford		

To arrange: Millwall (H)
Chelsea (H)

DIV. 1 LEAGUE TABLE 3.3.79

	P	W	D	L	F	A	Pts
Tottenham	21	16	3	2	62	31	35
Gillingham	23	13	2	8	45	30	28
Millwall	21	12	3	6	38	23	27
Crystal P	21	12	3	6	47	36	27*
Arsenal	24	11	5	8	39	29	26*
Chelsea	21	13	2	6	51	38	24*
Portsmouth	22	10	4	8	39	37	24
Ipswich T	19	9	4	6	41	30	22
West Ham U	22	8	5	9	38	40	21
Charlton A	23	9	1	13	46	53	19
Orient	19	8	1	10	25	32	17
Queens P R	18	6	2	10	28	39	14
Norwich C	20	6	2	12	21	40	14
Fulham	20	3	5	12	23	37	11
Watford	20	5	1	14	17	36	11
Southend U	20	4	1	15	24	53	9

* Points Deducted

Today's teams

SOUTHEND UNITED

Mervyn CAWSTON

Alan MOODY

Steve YATES

Mike STEAD

Tony HADLEY

Dave CUSACK

Colin MORRIS

Peter ABBOTT

Derrick PARKER

Phil DUDLEY

Micky LAVERICK

SWINDON TOWN

1 Jimmy ALLAN

2 Bryan HAMILTON

3 Andy FORD

4 Ray McHALE

5 Steve AIZLEWOOD

6 Ken STROUD

7 Ian MILLER

8 Roy CARTER

9 Andy ROWLAND

10 Alan MAYES

11 Chris KAMARA

12 Chic BATES

MAN IN THE MIDDLE

TONY COX from South Croydon began refereeing with the Ilford Borough League in 1962. He progressed through the Great London and South Essex Leagues to the Isthmian League before joining the Football League in 1972. He was a linesman in the International between Northern Ireland and Wales in 1975 as well as a Reserve Linesman for the Centenary game between England and West Germany in the same year.

A married man with two children, he is a company director dealing as a hide, skin and leather broker. He served as an amateur upon West Ham's books and he enjoys all sporting activities and overseas travel.

Linesmen:

(Red) S. Atmore,
(Folkestone)

(Yellow) A. J. Taylor,
(St. Albans)

*The records played at today's match are supplied by J. R. Records and Tapes
and presented by S. M. Leisure Services*

Today's match ball

generously donated by:
MR. E. S. HUBIE