

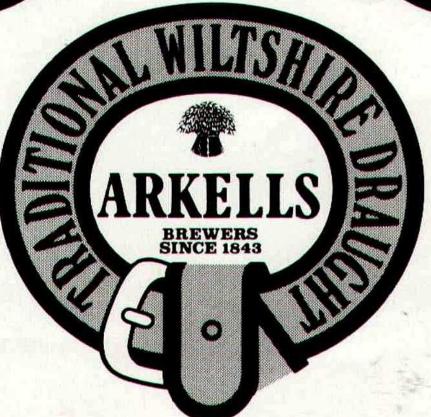
### SWINDON TOWN

### TRANMERE ROVERS

OFFICIAL MATCH DAY MAGAZINE 15p







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### Bob Smith says.....

I realise the obvious disappointment you all suffered from the result of the last match against Colchester United but I do not think it could have been any greater than that of the team in the dressing room after the match - it was there on every players face that, having worked so hard, two defensive errors had taken the game away from us but the test of any good side is how quickly they recover from a set back. This is what we will have to do in the coming weeks. The team will continue to show a positive outlook in every match we play in. This is our strength because of the ability we have in the side.

It is hoped that John McLaughlin will have had his first match today with the reserve side since his operation. This recovery has taken longer than was first thought because of the seriousness of his complaint immediately after the game on Tuesday evening we were given the news that the Colchester team coach had been damaged, presumably by Swindon 'supporters'. I and the Club deplore the actions of this minority and in no way do we want them to support the Swindon Town Football Club.

To end as I started regarding our disappointment it is necessary at such times for everyone to get their heads up and maintain their enthusiasm and I would ask you to continue to get behind the players who,



win or lose, are putting in tremendous effort to obtain the necessary points required for success. Please give the lads every encouragement both today and throughout the season. Thank you for coming today and I hope your support is rewarded by the right result this afternoon.

### Bits and Pieces

The Town face two tough away games during next week, at Bury on Tuesday and Gillingham on Saturday. At Gigg Lane, Swindon have had mixed fortunes in the past few seasons. Since receiving a 0-5 hammering there in October 1975, three points have been picked up from the last two visits. At Priestfield, the Town have shared four goals with the home side in their last two meetings - but prior to that suffered eleven consecutive defeats there!

STEWART WILLIAMSON



STEWART WILLIAMSON joined Swindon from Tranmere in 1954 after making 96 League appearances for the Rovers. Although already having twenty-three goals to his credit, he was played at wing-half on his Town debut against Gillingham here on April 3 1954. He played just seventeen League games for Swindon before joining Chippenham in 1955.

### TOWN QUIZ

- Can you identify this former Swindon star?
  Born in Middlesbrough and an England
  Youth International, he came to Swindon
  for a club record fee at the time. Made 108
  League appearances for the Town and later
  turned out for Watford.
- 2. Who was the last Town player before Alan Mayes to score a hat-trick away from home?
- Swindon's highest home gate last season was against Tranmere. Who scored the goal in the Town's 1-0 victory?
- 4. When was the last occasion on which Swindon were watched by more than forty thousand at a game?
- 5. Where and when did Kenny Stroud last score for the Town?

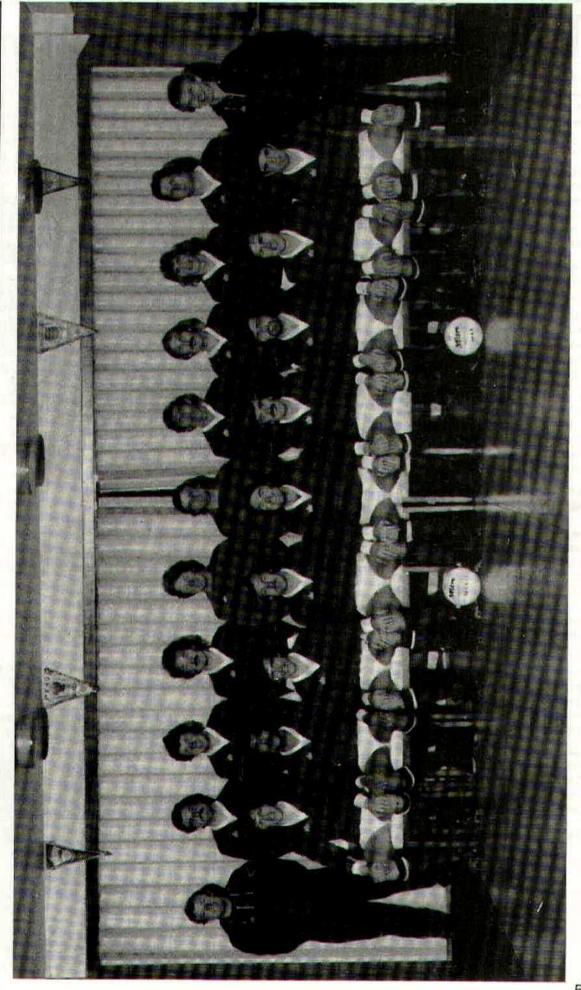
Answers in our next home programme.

SWINDON TOWN 1 TRANMERE ROVERS 0 (18.2.69)



Rovers keeper Jim Cumbes turns anxiously as the ball beats the defender, only to rebound off the post

# Our New Team Photograph



### Talk of the Town by the Chairman

Will today see us return to our former winning ways? We hope so, because although we have dropped valuable points recently, the efforts have deserved better results and without making excuses, it does seem that our efforts, bring out the best in the visiting club goal keepers.

Our Manager has faith in the ability of our players to get the success we are all hoping for and we must have confidence as well. It is amazing how the critics always have the answers and I always wonder if they have ever played themselves.

Our severe winter weather has certainly turned some results upside down.

Tonight we welcome our friends from Tranmere Rovers, who are not as fortunate as we are this season and in fact are fighting hard to remain in the Third Division. This does not mean that they are not capable of making us fight for points as we found on our visit to Tranmere.

In my last notes, I was looking forward to joining in a discussion with Referees and Linesmen from the West Country in our group meeting at Bristol held this week, but this part of the meeting was cancelled because the powers that be did not approve of such a meeting.

Referees are encouraged to join in with discussions at Club level, but it seems not with groups of Clubs. I felt that this was a pity because I am sure much good would have come out of the meeting for both sides. In mentioning Referees, I would like to congratulate Mr. A. Hamil from Wolverhampton for his handling of our game on Tuesday evening last when the conditions were atrocious, but he allowed the game to flow. It must have been difficult for him getting around in the mud.

On Thursday evening last, the committee of the "Sportsmens Association" held a social gathering in the Rendezvous Club to celebrate the fifty second week of our Lottery Club. This was an occasion to say a few thank yous to some of our hardworking people.

Our celebrity guests for the evening were His Worshipful the Mayor and Lady Mayoress. Alderman Ashley Roberts has been a life long supporter of our team, we all hope that he will be with us for another celebration later.

The success of the lottery competition has been due to the hard work of the organising staff, the agents and every helper that buys a ticket.

There was a time when we thought that to be able to collect a thousand pounds a week for the use of the club's everyday expenses was only a dream, little did we think that the value of that thousand pounds would shrink to such proportions, due to the rising costs of today. Not that we are not thankful for every pound collected, only that what we had once dreamed of achieving with this help has had to be used to help us pay our everyday expenses.

This perhaps is not quite true to date because we have renewed our floodlights, built clubs, re-roofed the South Stand and, of course, enabled our Manager to build up his side, but to really realise our ambitions we are hoping that our crowd support will increase which will enable us to put our Lottery proceeds to the purpose of our dreams.

As every shareholder now knows, the Board are seeking to change the articles of the Company to enable us to increase our overdraft at the Bank, by means of an issue of Management shares. Before anyone thinks that this is an open share issue to raise capital from the public, I wish to say that these management shares have to be shared by any existing Board of Directors and that these shares do not carry any extra voting powers.

Our articles decree that a shareholder of Swindon Town Football Company have one vote and in this way no one person can get a monopoly of the Club.

Any Director of Swindon Town present or future will have to hold an equal share of these management shares.

This is the latest move in the Boards determination to further the progress of our Club.

There is no immediate guarantee of success in the football world as we all know but those of us who know our Manager will be convinced that success is not far away.

Hoping that you will enjoy todays game and thank you for your support.

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## IN TOWN TODAY



### TRHIMERE Gent ROUERS Front Lt

Back L to R: S. Craven, G. West, R. Johnson, R. Hughes, C. Evans, J. Bramhall

Centre L to R: D. Johnson (Sec.), S. Eaton, S. Peplow, R. Moore, L. Parry, A. Lacey, S. Whittingham, E. Robertson (Trainer/Ass. Manager)

Front L to R: E. Flood, H. McAuley, J. Verr, J. King (Manager), R. Mathias (Capt.), T. O'Neil, D. Postlewhite

### IN TOWN TODAY TRANMERE LET DOWN BY AWAY FORM

Relegation clouds loom ominously over Tranmere Rovers after a run that has seen them win only once in 16 League games since the beginning of November. Though they have been picking up a few home points during this dark period, the Rovers have still looked impotent when playing away from home.

Indeed, their away form has been letting them down all season and they have yet to win an away game. Their four away points were collected from drawn games at Oxford (0-0), Mansfield (0-0), Plymouth (2-2) and Chester (1-1).

In view of their precarious League position, it was rather surprising that Tranmere should recently agree to sell top scorer Ronnie Moore to Cardiff. Financially the deal made sense in the short term — for they received an all-time club record £120,000 — but the long-term cost of relegation could prove costlier.

Moore was the country's level-top scorer with 37 goals in 1975/76, he scored 17 last season and was leading with ten this term.

His departure has caused a re-arrangement in attack and manager John King may well have decided to give young John Kerr an extended run, probably with Steve Peplow and Hugh McAuley his partners in attack.

Kerr came through from the juniors to make his League bow this season and scored his first goal in only his second League appearance against Oxford last month. He has now netted three times, an initial scoring rate that, if maintained, could see him scoring as many as Moore did when he has gained in experience.

Peplow, of course, is a former Swindon player. He came to the County ground in 1970 after making a couple of First Division appearances for Liverpool. He left for Nottingham Forest in 1973, then spent a loan period with Mansfield before signing for Tranmere in 1974. He has scored seven goals this season.

McAuley was signed from Charlton for £15,000 last summer, after he had spent the latter period of last season on loan to them. Hugh began his career with Liverpool but it was during an earlier loan period with Tranmere, in 1973/74, that he gained his first League experience. He moved from Liverpool to Plymouth in 1974 and to Charlton in 1976.

Choice of midfield players rests between Mark Palios, Tommy O'Neil, Clive Evans and Steve Craven.

Apart from O'Neil, all came from the Tran-

mere junior set-up. Palios was first blooded in the senior team in 1973/74, Evans came in when he was still an apprentice towards the end of last season and Craven was also introduced at around the same time.

O'Neil joined Tranmere last summer after his old club, Southport, had been voted out of the League. Tommy began his career with Manchester United and made more than 50 appearances in their First Division side. After a loan period with Blackpool, he joined Southport in 1973 and last season he was their top scorer with 12 goals.

Ray Mathias and Eddie Flood normally fill the full-back positions with two of Les Parry, Dennis Postlewhite and John Bramhall appearing in the centre of the defence.

Mathias is another local discovery who came into the side in 1967/68 and who has played both in defence and midfield over the years. Flood began with Liverpool but the prospects at Anfield were none-too-bright. So he signed for Tranmere in 1972 and has not looked back since.

Parry turned professional with the club in August 1972 and got his chance in the first-team the following season. Postlewhite made his first League appearances as substitute two seasons ago but had to wait until this season for a further chance. Bramhall joined the club as a professional in July 1976 and made his League bow the following season.

Goalkeeper Dickie Johnson developed in the juniors and made his first League appearance in 1971/72. Apart from absences due to injury, he has been the first choice for over five years now.

Tranmere last won away from home at Portsmouth (5-2) in November 1977, since then they have played 35 away League and Cup games without a victory.

They were beaten in the early stages of both Cup competitions this season, going out 2-3 on aggregate to League newcomers Wigan Athletic in the first round of the League Cup and to Sheffield Wednesday (0-4 away, after a 1-1 home draw) in the second round of the F.A. Cup.

Unless there is a dramatic improvement in results it's beginning to look, sadly, as if Tranmere will return to the Fourth Division this year after three years in this higher section.

By Tony Pullein

DIVISION THREE LEAGUE TABLE	SION THREE LEAGUE TABLE up to and it	ncluding Wednesday	March 21 197
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				H	ome			Aw	av			
	P	W	D	L	F-A	W	D	L	F-A	Pts.	Highest	League Gate
Watford	32	10	4	2	34-16	7	5	4	28-21	43	20,276	v Shrewsbury
Shrewsbury T	31	9	6	0	22-6	5	7	4	17-19	41	8,567	v Swansea
Swansea C	33	12	4	1	43-24	5	3	8	15-21	41	19,850	v Watford
Gillingham	32	11	5	1	27-12	3	8	4	14-16	41	11,329	
Carlisle U	34	8	8	1	25-9	3	10	4	12-14	40	8,489	
Southend U	34	9	4	3	28-14	3	9	6	17-21	37	13,189	v Brentford
SWINDON TOWN	30	12	1	3	31-10	4	3	7	17-24	36	8,386	v Carlisle
Plymouth A	34	8	7	2	26-17	4	4	9	20-29	35	12,637	v Exeter
Exeter C	31	11	5	2	29-12	1	5	7	14-24	34	7,697	v Swansea
Blackpool	32	10	3	3	27-9	4	3	9	15-28	34	9,403	
Colchester U	32	9	5	1	22-11	1	7	9	12-25	32	5,881	v Southend
Chester	34	9	6	3	32-16	2	4	10	10-32	32	8,583	v Swansea
Rotherham U	29		0	6	20-17	3	5	5	14-17	31	13,746	v Sheffield W
Chesterfield	30	8	4	4	29-24	2	6	6	12-18	30	13,332	v Sheffield W
Sheffield Wed	29	4	7	2	11-10	4	6	6	16-22	29	12,590	v Lincoln
Oxford U	32	6	7	3	15-13	2	6	8	13-26	29	10,310	v Watford
Hull C	29	8	5	2	28-11	3	1	10	14-26	28	7,739	v Watford
Brentford	32	9	4	3	22-11	1	4	11	8-22	28	13,860	v Watford
Bury	30	4		4	23-22	2	8	5	16-22	27	5,852	v Rotherham
Walsall	33	6	5	6	28-23	3	3	10	17-26	26	6,423	v Watford
Peterborough U	31	5	5	5	15-15	2	5	9	14-28	24	8,048	v Watford
Mansfield T	28	3	7	2	15-11	2	6	8	14-22	23	11,366	v Sheffield W
Tranmere R	32	4	8	3	20-18	0	4	13	14-37	20	5,587	v Chester
Lincoln C	30	2	6	5	12-21	1	1	15	9-43	13	7,005	v Sheffield W

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### ACTION REPLAY



Swindon's Brian Williams (right) crosses the ball into the Colchester goalmouth for a possible scoring chance for the Town during their Tuesday night's defeat at the County Ground.



Swindon's Roy Carter and Ray McHale (in background) are well surrounded by Colchester defenders during a Town attack in Tuesday night's game at the County Ground.

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- 17 Dave Gregory (Bury, 4 for Blackburn)16 Tony Kellow (Blackpool, 9 for Exeter)
- 16 Tony Kellow (Blackpool, 9 for Exeter) Dave Kemp (Carlisle)
- 15 Jeremy Charles (Swansea)
   Keith Edwards (Hull)
   Robbie James (Swansea)
- Derek Spence (Blackpool)

  14 CHIC BATES (SWINDON)
  Bobby Gough (Colchester)
  - Dave Gwyther (Rotherham) Brian Hornsby (Sheffield W)

- Paul Maguire (Shrewsbury)
- 13 Terry Austin (Walsall)
  Bruce Bannister (Hull)
  Rod Fern (Chesterfield)
  Trevor Phillips (Rotherham)
  Rodger Wylde (Sheffield W)
- 12 Joe Cook (Peterborough, 10 for Bradford)
   Richard Finney (Rotherham)
  - Danny Westwood (Gillingham)
- 11 Ian Atkins (Shrewsbury) John Toshack (Swansea) Alan Waddle (Swansea)
- 10 Keith Bowker (Exeter)
- 9 Steve Biggins (Shrewsbury) Peter Foley (Oxford)
  - PAUL GILCHRIST (SWINDON, 1 for Portsmouth)
  - Andy McCulloch (Brentford)

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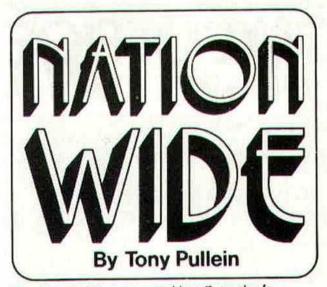
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The Football League used last Saturday's Wembley Cup Final to launch their new all-weather football which will come into general use next season. The soon-to-become-familiar red and white, 32-panelled, ball was developed by Stuart Surridge & Co and, after long research, it is believed that it will prove visible by both players and spectators against all types of backgrounds and in all weather conditions. Until now the League has always frowned upon two-coloured balls, though the black and white spotted ball has been in use on the continent and in South America since the introduction of floodlit football.

Certainly, the League couldn't have chosen a better occasion to display their new product. The Nottingham Forest - Southampton game turned out to be one of the finest League Cup finals yet, a great credit to both teams.

Peter Reeves, the Leicester referee, deserves high praise, too, for allowing play to continue sensibly without ever letting play get out of hand. Not that either of these clubs would have taken advantage, for both are pledged to play entertaining football with high respect for all referees.

Though Southampton folded after controlling the first-half, it was something of a coincidence that their two goals should be scored by the only two survivors of their famous F.A. Cup final victory over Manchester United --- David Peach and Nick Holmes.

To Ivan Golac went the distinction of becoming the first of our recent influx of foreigners to play at Wembley. "It was a most moving experience," said the Southampton defender afterwards. "Without doubt, this is the finest stadium to play in in the world."

While Forest and the Saints were enjoying their Wembley glory, the fight for League honours went on elsewhere last weekend. Our 3-5 defeat at Southend was a disappointment though we did contribute to one of the most exciting games seen at Roots Hall for over ten years.

The last time they saw as many as eight goals in a senior game at Southend was in December 1968 when the Shrimpers crushed Brentwood 10-1 in an F.A. Cup tie. It was rather sad, then, that last week's game should have been witnessed by one of their smallest crowds (4,303) of the season.

Another club that had been secretly dreaming of Wembley --- Shrewsbury Town --- had their hopes shattered when they were beaten at home 3-1 in a sixth round F.A. Cup replay against First division Wolves. But their consolation is that they can now concentrate solely upon promotion.

Having already smashed one club record, by appearing in the sixth round of the F.A. Cup for the first time, the Gay Meadow side now aims to pass another milestone — by making their first appearance in the Second Division of the Football League.

Shrewsbury were a little lucky to collect a point at Carlisle last Saturday because it wasn't until the last minute that Steve Biggins hit their equaliser --- his ninth goal of the season. Fourth Division leaders Reading had a shock when lowely Scunthorpe beat them 1-0 at Elm Park to end their unbeaten run of 25 home League and Cup games. And scunthorpe achieved their success without top goalscorer, 14-goal Kevin Kilmore.

Wimbledon, with games in hand, seem a fairly safe bet for promotion now while Wigan Athletic made it seven games without defeat when they beat Stockport 2-0 to establish themselves in fifth position.

Even if Wigan do not clinch promotion in this, their first season as a League club, their success coupled with last season's newcomers Wimbledon --- has struck a mighty blow for all the ambitious non-League clubs queueing up to get into the Fourth Division and, likewise, placed a cloud over the future of such oldestablished clubs as Rochdale, Halifax and Crewe who all look likely to have to make further applications for re-election this year. With the current wind of change blowing through the Football League, there must now be a possibility that two clubs could lose their League status this season! The last time that happened was way back in 1931 when Newport County and Nelson were both ejected. Newport were fortunate to regain their place a year later --- when Thames, the bottom club, did not bother to apply for re-election --- but Nelson are still endeavouring to return to the

Several well-known clubs have disappeared from the League during the 'seventies --- Bradford P.A. in 1970, Barrow in 1972, Workington in 1977 and Southport in 1978 --- and we must now wonder who will be next.

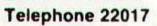
One move that must give the strugglers hope is the formation next season of the Football Alliance, which will be the premier non-League competition split up into Northern, Midlands and Southern sections. It is understood that the Alliance will recommend one club each season for admittance to the Football League.



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- 6. K. STROUD
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- 8. R. CARTER
- 9. A. ROWLAND
- 10. A. MAYES
- 11. B. WILLIAMS
- 12. P. BATES

at 3.00 pm



NEXT MATCH Tuesday, April 3rd, 79

K.O. 7.30 p.m.

### TRANMERE

- 1. JOHNSON
- 2. CLIFF
- 3. MATHIAS
- 4. PARRY
- 5. BRAMHALL
- 6. EVANS
- 7. O'NEIL
- 8. CRAVEN
- 9. KERR
- 10. PEPLOW
- 11. McAULEY
- 12. PALIOS

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- F Hull City v Rotherham
- G Lincoln v Swansea
- H Peterborough v Plymouth
- I Shrewsbury v Oxford Utd.
- J Southend v Bury
- K Walsall v Chester
- L Arsenal v Manchester City
- M Bolton v Southampton
- N Chelsea v Wolverhampton
- O Derby v Everton
- P Liverpool v Ipswich
- Q Manchester Utd. v Leeds
- R Norwich v Bristol City
- S Nottm. Forest v Coventry
- T West Brom. Albion v Q.P. Rangers

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