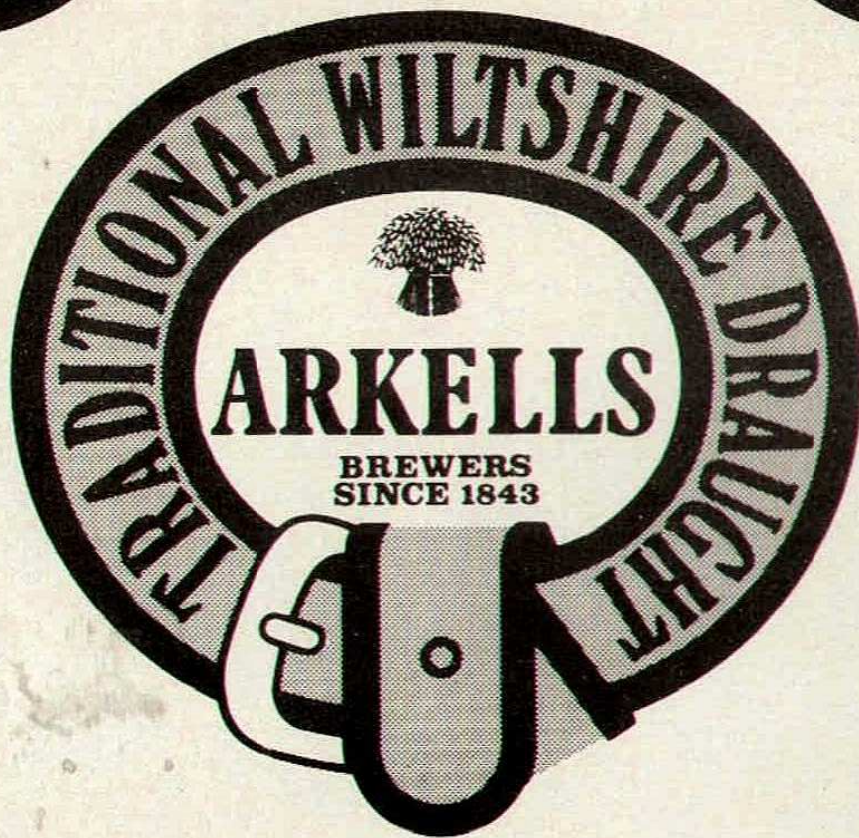


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## TALK OF THE TOWN by the Chairman

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We are pleased to welcome our friends today from Grimsby and I am sure that this fixture must revive memories to many of our senior supporters of their visits to the County Ground when we had some exciting games and their team was studded with household names.

It is a strange turn of events in our football history that in the past one could recite our International teams off by heart which seemed to remain unchanged and famous players became household names whereas today, possibly because we are rebuilding our International teams and possibly because there is much more movement of players today from one club to another that we do not seem to have so many famous individuals as we did.

This week I had the privilege of attending the centenary celebrations of West Bromwich Albion and many famous players of the past attended. Among these was Ray Barlow, a Swindon boy, many will remember as a classic half back who spent all of his career with West Bromwich after turning professional and Ray reached the heights of International class. I wonder, if there had been a youth policy in those days when Ray left school at Swindon, whether we might have had the privilege of seeing him in Swindon colours in his early playing days.

Very few local lads have made a living in football with other clubs but obviously the odd lad will opt out to try his luck elsewhere. We are doing our utmost to attract boys to our club and John Trollope leaves no stone unturned in his endeavours. Since John's young side in the South East Counties League lost their first points to Wimbledon they have drawn away to Peterborough to add to their points tally.

Our disappointment at Sheffield on Saturday last has been described in our local paper very

well by Daragh Croxon and it is not my wish to enlarge upon them and we in fact, as directors, have been instructed to be very careful with our public comments regarding match officials and not to bring the game into disrepute this way but never the less the decision to disallow our equalising goal was amazing and changed the whole course of the game.

At the time of writing these notes our cup tie at Stoke has not been played but by the time you read this programme you will have the answer.

Our manager has been working hard to strengthen the playing staff and any day may make a signing. It is taking a long time to convince people who follow football, that each team comprises twelve players and that the number twelve is a valuable part of the team squad. So often we read reports referring to the number twelve as a reserve member of the squad whereas many astute managers very often keep their substitute to play as a trump card.

With the present unrest in industry resulting in strikes, unemployment etc., the task of our commercial staff is made very difficult these days and all credit is due to them for their efforts on the club's behalf. Doug Buswell is always looking for new ideas and always looking for helpers to sell our tickets.

Douggie Woodman is another integral part of our club and apart from selling our tickets to football clubs all over the country is always to be found in the day time in charge of our Sports shop. It is a delight to visit Doug because he is always such a cheerful person and nothing is too much trouble for him and if what you need is not in his shop today he will have it there tomorrow. Doug is a former Swindon Town player and understands the problems of professional football and it's supporters. The



next time you come to the County Ground call in and see what Doug has on offer or stop for a cheerful chat.

Today commercial managers and their staffs are an essential part of any football club and they have formed their own association which

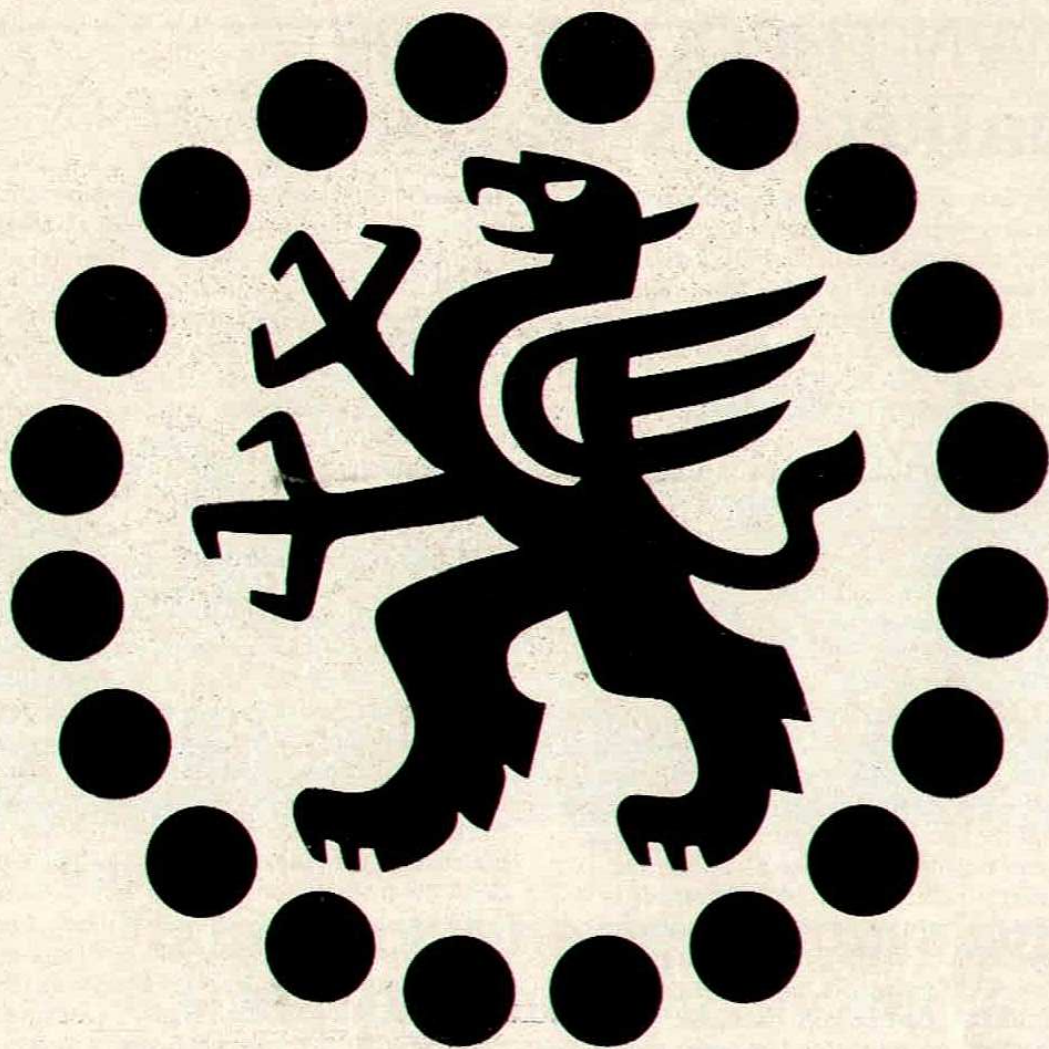
has proved invaluable I am sure to all clubs. The more that we can involve our public in our everyday activities the stronger will be our ties.

Hoping that you have enjoyed today's match and thank you for your support.



A Town corner kick is headed forward by Roy Carter resulting in the second goal against Chester scored by Andy Rowland No.9





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# TOWN THROUGH TIME —

## Goalkeepers — part six

During Arthur Briggs's reign a number of eyes had been cast in the direction of a young Army keeper stationed at Tidworth. FRED HOULDS-WORTH was the name - and he eventually came into the Town side in September 1934. He was to achieve a rapid rise to fame for, after just thirty League games, Stoke City paid over £700 to take him into the First Division. This was in the first week of the following April - only twelve weeks after Fred had signed professional forms. Arthur Briggs thus returned to register his 299th League appearance. It turned out to be none too happy for him, as he spent over ten minutes of it off the field receiving attention for a nastily-gashed eye. After playing out the remainder of the season, he left for Newport County. His replacement, JACK RUTHERFORD - a former Watford and West Ham man - succeeded in trimming down the ratio of goals against that had hitherto proved Swindon's downfall. In seventeen out of twenty games, two goals or less was the quota allowed to opponents. Another London exile came to the fore at Christmas 1935 in ERNIE BEECHAM. After periods of service with Fulham - who he had joined ten years previously - and Q.P.R., Ernie had taken to the seas air at Brighton. Sixteen goals conceded in three matches did not help his cause, however, and Rutherford soon returned to assist the Town in winning at home for the first time in twelve weeks! When Swindon were comparatively safe from re-election worries a newcomer appeared in the shape of FRED EDMONDS. An ex-Swindon Rangers keeper whose activities had been restricted to the Western League for a year, he got his call-up when Beecham was confined to hospital with a lung disorder. Fred became an instant favourite at the County Ground with a penalty save in a faultless debut - a 3-0 victory over Gillingham.

For 1936/37, Town manager Ted Vizard went to Reading to obtain FRANK WILDMAN who, despite some incredible ill-luck, proved to be a sound investment. In his last months at Elm Park alone, Frank had had the misfortune to suffer first a broken finger and then damaged ribs. His initial absence from the Town side was enforced during December 1936 when he contracted pneumonia and was out of commission for two months. In the following November Frank was again in the wars and his stand in was a close-season signing from Southend, BILL BRYAN. At twenty-three years of age, Bryan had previously assisted his home-town side, Doncaster Rovers, then Sunderland and Walsall. Wildman declared himself fit again for the Christmas

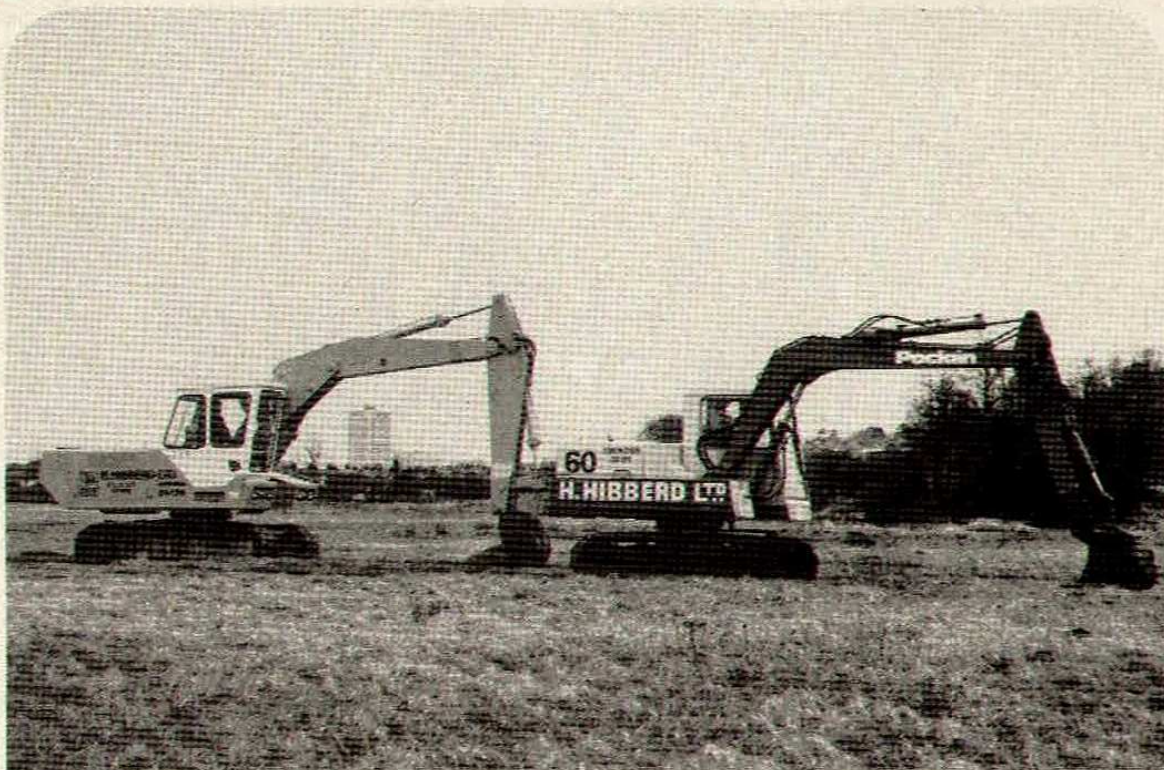
fixtures - but the month of December proved just as fateful as it had done the previous year, when he sustained a broken bone in his hand against Q.P.R. on the 28th. However, his discomfort did not prevent him from operating down the left flank from where, shortly before half-time, he supplied a perfect cross for Alan Fowler to stab home the only Swindon goal in a 1-3 defeat. It was February 12 1938 before Frank made a come-back with the reserves and one month later he was back in Division Three battle. In the interim period Bill Bryan had again taken up occupation. Better fortune was to come Wildman's way when, during the next twelve months, he missed just one game - until another striker of had luck at Ipswich in March 1939 put him out of action until the season's end. After hitting his head against a post during the first-half, he suffered delayed concussion and, fifteen minutes from time, collapsed whilst no other player was in the immediate vicinity. Doctors ordered him to rest and, as a precaution, another keeper was purchased in twenty years old GEORGE EPHGRAVE from Aston Villa. His only claim to fame was his feet - which necessitated the use of size 12½ boots - but these did not look entirely out of place on a figure with a six feet four and 13½ stone outline! He was given just one chance, after Bryan had conceded five in a match at Walsall. But the same fate was to befall Ephgrave though, to be fair, he had carried an injured shoulder from quite early on in the game. Frank Wildman came back to the fray in August but the skies over Britain were already darkening with military movements and League football came to a halt after just two Saturdays of the new season.

To be continued



Bill Bryan (left) and  
Frank Wildman





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# Third 3 Dimensions

No less than six goals came from penalties in the Third last Saturday, two of which came in the Town's game at Hillsborough. Mark Smith recorded his third success from the spot in the last five games. Ray McHale's return as penalty-taker enabled Swindon to register the first goal from a penalty since Roy Carter's effort at Oxford last Easter. Before that, one has to go right back to January 1978 to find the last successful attempt, Ray McHale's pair - against Sheffield Wednesday!

Millwall slipped to their first League defeat of the season at Barnsley. Without their top scorer - young Kevin O'Callaghan, absent for the last three games - the Lions went down 1-2. Bargain-buy John Lyons' goal was sandwiched between efforts by Derek Bell and Ronnie Glavin for the Oakwell side.

Plymouth's recent signing from Carlisle, Dave Kemp, has already four goals to his credit since leaving Brunton Park. Argyle have slumped to the bottom following a crushing 1-4 defeat at Southend last Friday. Although Kemp again supplied a goal, Plymouth conceded goals to Ron Pountney, Mich Tuohy, Colin Morris and

Terry Gray. It was Tuohy's fifth since joining non-League Redditch.

Grimsby Town have picked up just one point from their last three League games. Just two goals have come in this spell, both from new striker Kevin Kilmore from neighbours Scunthorpe.

Rotherham's Billy McEwan claimed both goals against one of his former clubs, Chesterfield, in United's 2-0 win. They came within a four-minute spell in the second-half to keep the Millers in the top four.

In a seven-goal thriller at Field Mill, Sheffield United's Jeff Bourne scored an 83rd minute winner to record his third goal in three games since returning from the States. Terry Austin put Mansfield ahead after only eight minutes but the visitors went in at half-time on level terms through Dutchman Len De Goey's first League goal. Barry Butlin put the Blades 2-1 up, then three goals followed in five minutes - from Russ Allen and Steve Taylor for the home side and Mick Speight. Bourne wrapped it up to put the Yorkshiremen top of the table.

DIVISION THREE LEAGUE TABLE ..... up to and including September 25

		Home				Away				Pts	Avg Home		Top Goalscorer (Lge & Lge Cup)
		P	W	D	L	F-A	W	D	L	F-A	Lge	Gate	
Sheffield U	(-)	8	4	0	0	10-3	1	1	2	6-8	11	15086	Jeff Bourne, Mick Speight 3 each
Oxford U	(11)	7	4	0	0	13-2	0	2	1	3-4	10	4612	Paul Berry 5
Millwall	(-)	8	3	1	0	11-5	0	3	1	4-5	10	5843	Kevin O'Callaghan 5
Rotherham U	(17)	8	4	0	0	10-1	1	0	3	6-11	10	4779	Dave Gwyther 6
Blackpool	(12)	8	4	0	0	10-4	1	0	3	6-11	10	6952	Stan McEwan 5
Gillingham	(4)	7	1	2	0	4-3	2	1	1	6-4	9	8080	Ken Price 8
SWINDON TOWN	(5)	8	3	1	0	9-2	1	0	3	6-11	9	7202	ALAN MAYES 8
Sheffield W	(14)	8	1	1	2	4-7	2	2	0	9-4	9	12963	Terry Curran 4
Hull C	(8)	8	1	2	1	5-5	1	3	0	3-2	9	6047	Keith Edwards 4
Colchester U	(7)	8	2	1	1	5-4	2	0	2	4-7	9	3201	Trevor Lee 5
Southend U	(13)	7	2	0	2	6-5	1	2	0	3-2	8	4801	Colin Morris 6
Grimsby T	(-)	8	3	0	1	10-6	0	2	2	2-5	8	6857	Bob Cumming 8
Brentford	(10)	7	2	0	1	4-3	1	2	1	4-6	8	6896	John Fraser, Lee Holmes 2 each
Barnsley	(-)	8	3	0	1	5-4	1	0	3	1-5	8	13796	Ronnie Glavin 4
Chesterfield	(20)	8	3	1	0	9-2	0	0	4	4-10	7	5597	Alan Birch, Ernie Moss 7 each
Carlisle U	(6)	8	2	1	1	6-4	1	0	3	2-5	7	4440	Paul Bannon 4
Chester	(16)	8	1	2	1	5-5	1	1	2	6-9	7	4209	Peter Henderson 4
Reading	(-)	8	1	2	1	6-6	1	1	2	2-6	7	6232	Pat Earles 6
Blackburn R	(-)	8	0	3	1	2-3	1	1	2	5-4	6	7823	Duncan McKenzie 5
Exeter C	(9)	8	2	0	2	4-5	1	0	3	5-12	6	3482	Keith Bowker 7
Bury	(19)	8	2	1	1	6-2	0	0	4	1-7	5	3523	Dave Gregory 3
Mansfield T	(18)	8	2	1	1	8-7	0	0	4	3-7	5	6358	Terry Austin 7
Plymouth A	(15)	8	2	1	1	7-4	0	0	4	3-10	5	5783	*Dave Kemp 5
Wimbledon	(-)	8	1	1	2	3-4	1	0	3	2-7	5	4229	John Leslie 5

Figure in brackets denotes last season's final position

\*Includes one goal for Carlisle



# From the Commercial Office

On calling on many families in my capacity as Commercial Manager very many people say, "Yes we used to go to every game at the County Ground but there's now too much trouble with the hooligan element for us to return".

I would like to diverse from the usual talk on our weekly competitions to another aspect of income to the club which, if increased would make a big difference to all of us at Swindon Town F.C.

There is no doubt that the upsurge of the hooligan element has driven great numbers of spectators away not only from Swindon Town but from football in general. This means fewer spectators and less revenue to the club through the turnstiles. This in turn puts more pressure on the other Fund Raising activities that the Club runs through its Commercial Operations.

I would like to put forward the main reasons which in my own personal opinion are responsible for hooliganism.

1. Glorification by all kinds of the media of the hooligan's activities.
2. Lack of parental control.
3. Lack of discipline at schools.
4. The easy access to alcohol by persons under age.
5. The lack of deterrent sentences to those found guilty of hooliganism.

As to Item No. 1 the media is just playing into the hands of these louts by continually keeping the trouble and trouble makers in the full glare of publicity.

No. 2 Parents have no idea where their offspring are, not only at football matches but also any other time of the week.

No. 3 Discipline in the schools is now so lax that in some schools the teachers are frightened of the pupils.

No. 4 Alcohol can be purchased at will by persons of any age from Supermarkets, Off Licences etc.

No. 5 The punishments handed out are not, in ninety per cent of the time adequate. A puny fine of a certain sum of money is not enough because the hooligan's friends etc. then have a collection to pay for it. The Police, in my view, do a great job but until the laws are changed and a vigorous deterrent punishment allowed they will always fight a losing battle.

I relate that the majority of people who support Clubs throughout the Country are good

decent supporters. Neither have I done any research like two or three supposedly human nature psychologists involved in football who say in their reports that the fighting is tribal feudism going back to the middle ages. I am a Commercial Manager of a Football Club which needs every spectator it can get through the turnstile to boost its income. If these hooligans have kept 300 people away from an average 30 home games at the County Ground each season then that amounts in the financial stakes to approximately £10,000 per annum plus programme sales, refreshments etc. On Points 2 and 3 there will be a lot of decent parents and families, teachers and pupils and to these I say it's not your fault that the small minority, as usual, causes trouble for the majority. On Point 4 the Supermarket and Off Licence managers have a tough time deciding who is under the age to purchase alcohol and in some cases take a great chance in having their premises wrecked when the mob descends upon them.

On Point 5 there is in my view only two deterrents:

1. A long prison or borstal sentence.
2. Birching.

On Point (1) that the many good things that go on in football be more publicised than the continual front page stock headline "Football Hooligans". No one denies that they exist, they do, but they also exist in other sports but are conveniently forgotten like the drunks at Cricket matches, where spectators invade the pitch or in Rugby where hotels are smashed up and this is put down to high spirits. Quite a difference to hooliganism.

To all our supporters I would like to add Swindon Town is not free from the hooligans but they are far from the worst in the country. I appeal to all of you whether you are a "Town-ender" or a season ticket holder, we need you and thousands more like you and if we can stamp out what little violence there is at 'The County Ground' then the spectators of the past will return. This will mean more finance to boost the clubs aim which is the very top of the tree.

I would add these are my own personal views and not necessarily the views of Swindon Town F.C.

Doug Buswell,  
Commercial Manager.





Back Row ( L to R ) George Keer (Caretaker/ Manager, Mike Lester, Garry Liddel, John Stone, Nigel Batch,  
Harry Wainman, Martin Young, Clive Wiggington, Kevin Moore, David Moore,  
David Booth (Youth Team Coach)

Front Row ( L to R ) Peter Wainwright, Dean Crombie, Shawn Mawer, Bobby Cumming, Joe Waters, Capt)  
Mike Brooly, Tony Ford, Bobby Mitchell



# Cup and league success for Grimsby

Grimsby Town, promoted from the Fourth Division this year, look as if they could well be mounting a challenge for further promotion. And they coupled an encouraging run of League results with a good run in the League Cup.

The Mariners beat Scunthorpe United 2-0 on aggregate in the first round of the League Cup and then ran up a splendid 5-1 aggregate win over the very useful Huddersfield side in the next round. Though they faced one of the Second Division pacemakers Notts County in the next round, Grimsby had ground advantage this week and went into the tie with an even chance of making further progress.

Grimsby were beaten only once in their opening nine League and Cup games --- at Chester (1-3) --- and won all their first five home matches. Scunthorpe (2-0 LC), Exeter (4-1), Blackpool (4-3), Huddersfield (1-0 LC) and Plymouth (1-0) were all beaten at Blundell Park. But their home run came to an end last Saturday when they were surprisingly beaten 1-2 by Colchester.

Away results have gone: Scunthorpe (0-0 LC), Chester (1-3), Blackburn (0-0), Brentford (0-1) and Bury (1-1).

Grimsby have not suffered any adverse affects from the decision of manager Johnny Newman to join Derby County as Colin Addison's assistant-manager. Trainer-coach George Kerr was quickly appointed the successor and he has carried on much in the same pattern.

The only major summer signing was the arrival of defender John Stone from Darlington. He has been playing in the middle of the defence with Clive Wigginton with David Moore and Kevin Moore occupying the full-back positions. Stone was formerly a full-back with Middlesbrough but he left Ayresome Park for York City in 1972 and remained for four years with the Bootham Crescent club. Darlington signed him in 1976. Wigginton is in his second spell with the club. He made his League debut for them in 1968/69 and completed almost 200 first-team outings before being given a free-transfer in 1975. He joined Scunthorpe United for a couple of seasons and then spent 1977/78 with Lincoln. Grimsby had to pay £10,000 to get him back again last season.

Goalkeeper Nigel Batch served his apprenticeship with Derby County but they released him and he was snapped up by Grimsby in July 1976. He made his League bow a few months later and is now the number one choice.

Mr Kerr has been able to keep virtually the same side together so far and we have seen Joe Walters, Bobby Mitchell and Bobby Cumming filling the midfield positions with Mike Lester often being named as substitute.

Waters made a sensational debut for Leicester City, scoring two winning goals in a sixth round F.A. Cup tie at Q.P.R. in 1974. But he didn't get many subsequent chances so he agreed to join Grimsby in 1976. A year later he was capped for the Republic of Ireland.

Mitchell made a couple of appearances in Sunderland's League eleven and moved on to Blackburn in 1976. He made occasional first-team appearances for the Ewood Park club until moving on to Grimsby during the 1978 close-season.

Cumming was discovered in Scottish junior football and made his Grimsby debut in 1974/75. Normally a defender, he has been playing in midfield more recently. Last season he scored ten goals, including a hat-trick against York and now he is Grimsby's leading scorer with seven goals after last Saturday's game.

Lester developed with Oldham and Manchester City paid £80,000 for him in 1973. But he was given scant encouragement at Maine Road so, after a loan spell with Stockport, he went across to the U.S.A. to join Washington Diplomats in 1976. He returned a year later to sign for Grimsby.

The 60,000 signing of striker Kevin Kilmore from Scunthorpe, where he was top scorer with 17 last season, paid quick dividends for the new man scored in his first two games. Mike Brolly, Gary Liddle and Tony Ford had formed the attack, prior to Kilmore's arrival. Brolly, who scored nine goals last season, first played League soccer with Chelsea and moved on to Bristol City in 1974. Grimsby signed him two years later.

Liddle made a few appearances in Leeds' First Division side but has been on regular duty since signing for Grimsby in 1977. Ford joined the club from school, stepped into their League side in 1975/76 and last season topped their scoring list with 15 goals.

Grimsby were among the promotion-chasers right from the beginning of last season and looked set to take the divisional championship at one stage. But they dropped five points in their last three games and in the end settled for runners-up spot with a tally of 61 points.

By Tony Pullein



# John Ward Still at the Forum

Under further cross-examination by Swindon Town supporters at the Open Forum earlier in the month, Manager Bob Smith acknowledged a lack of cover for the back four and admitted that he had been looking for a full back. He had watched three candidates while on the club's pre-season tour in Scotland, but had concluded that his existing players were as good if not better than the others. "There is no point in buying if you are not going to improve the team by doing so", he said. But why, somebody asked was he not prepared to spend the sort of money he had offered for Mike Channon on a class defender. "There were three reasons why we wanted Mick Channon: first, he is still a very good player, secondly his name and class would bring in the missing crowds and thirdly having someone like that in your club has a tremendous motivating effect on your younger players. So at around £200,000 Mike Channon would have been a good buy. Today if you enquire about a young defender, say at First Division reserve team centre half, the asking price starts at £100,000; that is for someone who has had at most about five first team games. To pay that sort of money for a young, untried player is too big a gamble and if you go for an experienced, older defender, the Club will never let him go because he is too valuable an influence on the pitch. It's all too rare for someone of Mike Channon's calibre to come on to the market at a figure which at todays inflated prices represents guaranteed value for money".

A crowd puller of some years back, Don Rogers, was the subject of another question, a supporter claimed that he used to exert himself for only ten minutes in a game, but what a ten minutes! He used to pack 20,000 into the County Ground to watch him. Would Bob Smith with his well known insistence on a high work rate and consistency, have had him in the team or would he be on the transfer list for lack of effort? Bob Smith well remembered playing against Don Rogers himself and felt that it was somewhat unfair to Don to say that he only played for ten minutes! "The point is though, he went on, during the time he exerted himself he didn't just look good, he was also a great goalscorer and often at crucial stages in the game. When Don played there were ten others helping him. They ran and ran for him while he did for them what they couldn't do so well, put the ball in the back of the net. The one place where you can perhaps afford to have a lazy player in your side is as a goal scorer. But to go back to Don Rogers, with his talent he should have played for England and if only he had

worked far more than your ten minutes; he would have done".

There were a number of questions about tactics: Why didn't Swindon vary the type of corner they took, particularly since an endless succession of corners against Reading had failed to produce a single goal; and in view of Swindon's appalling record of penalties why didn't they practice taking these! First Team coach Wilf Tranter spluttered a bit at this comment. "We practice taking penalties at the end of each training session", he replied. A player can score five out of ten in practice, but it is entirely different out in the middle under pressure. It is like a golfer in a tournament with a three foot putt to sink for £10,000. In practice he would knock it in with his eyes closed. It is almost entirely a matter of temperament. Ray McHale is probably our best penalty taker, this morning he scored twenty one out of twenty five, but last season he wanted to stop. There is a case for giving the job to the player who is confident and wants to take them, but personally I wish Ray had never given up. Anyway he is back now". How ironic that a few days later Swindon should be awarded a penalty against Chester minutes after Ray McHale had left the field injured, with the result that the inevitable list of penalty misses received another edition!

As for corners, Bob Smith was unrepentant. "At the Forum a year ago I said that we were having difficulty in getting them right. It has taken a long time to perfect but now we're there. It may lack variety but the statisticians worked out that last season, Shrewsbury scored twenty goals from the same sort of corner so we will continue to aim for the same spot every time. If we continue to take corners up to the standard which we have now established, I guarantee that we shall score at least ten goals from corners this season ourselves".

The Open Forum ended with a question about Swindon Town's Youth Policy, but Bob Smith had so much to say about this that I hope to devote a special article to the subject later in the season.

**Bob Smith apologises for not writing his notes due to his involvement with Cup Replay with Stoke City on Tuesday night.**



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# SOCCER SCENE by Tony Pullein

## MAYES IS ENGLAND'S TOP SCORER

Alan Mayes' goal at Bramall Lane last Saturday came too late to salvage the match but it did make him level - top scorer in English football. Alan's 88th minute effort took his season's total to eight, a tally shared by only five other players.

Arsenal's Alan Sunderland was the only First Division player on that figure and one of his was scored in the European Cup-Winners' Cup. Fulham's Gordon Davies scored twice in the 3-3 draw at Leicester to give him the lead in the Second Division which Gillingham's Kenny Price was the only other Third Division man to equal Alan's total. Tony Kellock (Peterborough) and Ian Robins (Huddersfield) were the two Fourth Division men on eight.

Portsmouth fans have not had a lot to shout about in recent years so the joy at their fine start to the current campaign is understandable. Pompey picked up 14 points from their first eight League games --- their best start for 31 years!

The last time Portsmouth equalled that was in 1949/50 when they powered their way on to win the first of their two League Championships. The fans have been pouring back to the ground as a result and the 15,524 attendance for the visit of Bournemouth was the largest at Fratton Park for a League game since New Year's Day 1977.

One club that eyes Portsmouth's attendance with envy is Wimbledon. Promoted to the Third Division after only two seasons in the Football League, the Dons had a home game with one of their closest neighbours, Brentford, last Saturday. And, while the 5,524 crowd was good by Wimbledon's standards, it was remarkably low for this clash of neighbours.

Wimbledon's problem piled up after the goalless draw with the Bees. It put them into bottom place in the Third Division --- and left them with only ten players to fulfil this week's League clash at Plymouth!

Defender Steve Jones was sent off in the Brentford match, leading to automatic suspension. Sighed manager Dario Gradi: "I've already got six players on the injured list and they don't look likely to be fit for some while! With Jones unavailable I'm in real trouble."

Mr. Gardi was hoping to sign former Chelsea midfielder p: 'yer Ray Lewington this week.

Lewington spent the summer in the U.S.A. and there was some dispute over his transfer back to English football which the Football League was looking into.

How ironical for Carlisle United that their former striker David Kemp should start his new career with Plymouth with four goals in his first three games! The Cumbrians had scored only three goals in their opening six League games but Kemp has been anxious for a move for some while so it made sound business sense to sell him to Argyle for £75,000. Carlisle also sold another striker, Mick Tait, to Hull City and manager Bobby Moncur had been searching desperately for at least one replacement.

The strange thing is that, after selling those two players, Carlisle won two games in a row and scored five goals in the process! The Cumbrians beat high-flying Rotherham 3 - 1 at Brunton Park and then travelled to Exeter to win 2 - 1.

Norwich manager John Bond is wondering what he must do to please his fickle local public. The Canaries made their best ever start to a season, they topped the First Division for a while, and they won their first four home games against Tottenham (4-0), Leeds (2-1), Gillingham (4-2 L. Cup) and Nottingham Forest (3-1).

They were the first club to defeat European Champions Forest this season. Yet Carrow Road crowds are down on last season and are currently 5,000 per match lower than during the club's relegation season of 1973/74!

The Norwich average of 18,245 in one of the worst in the First Division, only Bolton and Coventry falling below that mark. In view of the team's magnificent performances it is difficult to throw any light on Norwich's plight unless it can be part of the general downwards trend following another increase in the cost of watching football?

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## SWINDON TOWN

1. Jimmy Allan
2. Russell Lewis
3. John Templeman
4. Ray McHale
5. Billy Tucker
6. Kenny Stroud
7. Ian Miller
8. Roy Carter
9. Andy Rowland
10. Alan Mayes
11. Brian Williams
12. Chris Kamara

## GRIMSBY TOWN

1. Nigel Batch
2. Dave Moore
3. Kevin Moore
4. John Walters
5. Clive Wiggington
6. Dean Crombie
7. Mike Brolly
8. Gary Liddle
9. Bob Mitchell
10. Bob Cummings
11. Kevin Drinkell



### REFEREE:

CLIVE B. WHITE (Harrow) Commenced refereeing in 1962 and progressed via the South Eastern Counties, Metropolitan and Isthmian Leagues to the Football League full list. Is a member of the F.I.F.A. panel of referees.

Linesmen: Mr. E. W. Burns, Bath  
Mr. L. T. Radford, Bristol

A	Blackburn v Rotherham
B	Brentford v Southend
C	Carlisle v Chester
D	Chesterfield v Sheffield Wednesday
E	Colchester v Barnsley
F	Gillingham v Exeter
G	Millwall v Hull City
H	Plymouth v Blackpool
I	Reading v Mansfield
J	Sheffield Utd. v Oxford Utd.
K	Arsenal v Wolverhampton
L	Coventry v Tottenham H.
M	Crystal Palace v Ipswich
N	Everton v Bristol City
O	Leeds v Manchester City
P	Manchester Utd. v Stoke
Q	Middlesbrough v Aston Villa
R	Norwich v Bolton
S	Nottm. Forest v Liverpool
T	Southampton v Derby

**SATURDAY SEPTEMBER 29**

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