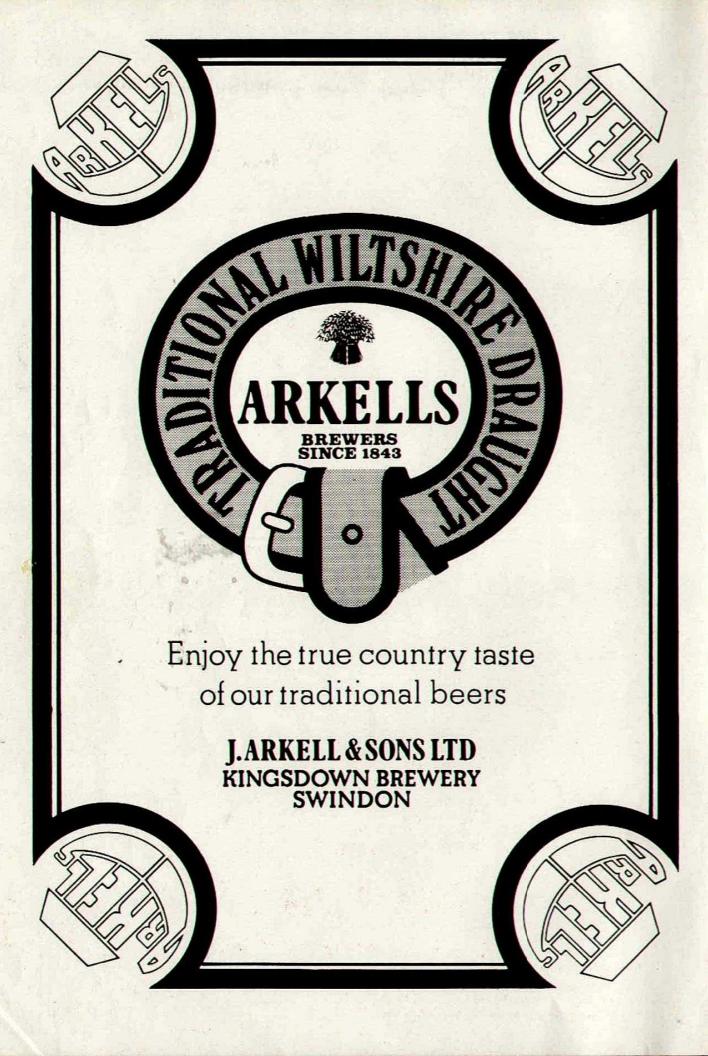


SWINDON TOWN FOOTBALL CLUB

Official Match Day Magazine 209



Swindon Town Football Company Limited

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Bob Smith says.....

What a valuable two points the win over Blackpool gave to us and the way the players accomplished the win pleased me immensely. We had over-run Blackpool in the first half without getting the goals our pressure deserved and then to go behind as we did, heads may have dropped. But the players of this Club don't do this and we kept composed and kept playing football to get the goals that won us the match. The first half was a perfect example of this when lan Miller, having beaten the full back could have been excused in rushing his cross but he took the necessary second to look up and chip it onto Ray McHale's head, and Ray finished it very well indeed.

So the message is loud and clear again - determination allied with confidence which again we will take into tonight's match to get the necessary points. Our congratulations also to Russell Lewis on his second league goal, let's hope for many more.

The Reserves had an excellent win at Southampton on Saturday and again included in the side was Roy Walsh who, by now, will have signed a professional contract and be a full time Swindon Town player. Roy is 24 years of age and was in the Glentoran side at 17, and has already European Cup experience against teams of the calibre of Ajax and Juventus. The lad has already been likened to the style of Kenny Stroud and that can't be bad. The trial period for Roy was arranged after several glowing reports from Mervyn Brown, our representative in Northern Ireland, and we will also be signing young Colin Baillie as an apprentice, a product of Irish Schoolboy football. Eventually, we hope to have scouts covering all parts of the British Isles.

In conclusion, I would thank you all for supporting us once again this evening, and it goes without saying that I would ask you to give the lads your verbal encouragement throughout the 90 minutes play.



GOING TO HULL CITY

Swindon - Highworth - Lechlade - Burford - Fulbrook - Chipping Norton - Banbury - Follow signs Coventry A423 - Ladbroke - Southam - in 0.6m t. rt. A426 (SP. Rugby) to Rugby - Follow signs Leicester A426 - in 2.9m at roundabout take 2nd exit - In 1.4m at roundabout take 2nd exit - 2.4m farther at traffic signals turn right to join M1 North.

At Junction 32 take left hand lane to join M18 SP. The North, Doncaster - Junction 1 (A361) - In 6m get in lane and following signs HULL M18. At Junction 7 take right hand lane to join M62. At Junction 38 leave motorway to join A63 Junction for Hessle (A1105). At rbt. fwd. In 1.3m at rbt. fwd. 1.5m farther at rbt. branch left.

HULL CITY FC on right.

Town through timeturnstile topics by Paul Plowman

This January saw the gate receipts record at the County Ground smashed twice in the space of four days. Over sixty thousand pounds was taken at each of the Wolves and Tottenham games here five times the sum collected when a then capacity 32,000 saw Arsenal win a Third Round cup-tie just eight short years ago. The price we pay for our football today inevitably rises with the cost of living, while attendances decrease as fewer can afford what may soon become a luxury. Strict safety regulations also govern crowd sizes at grounds nowadays so that most 'record gates' in the history books will remain intact forever. It is a far cry from the days when admission prices remained on an even keel year after year and 60,000 crowds at Football League matches were commonplace.

When the County Ground first opened for football business in September 1895 the minimum admission fee to league games was 6d. (2½p) and, with gates hovering around the two thousand mark, this meant that rarely did receipts top a hundred pounds. In the F.A. Cup the Town had to suffer the indignity of playing through the qualifying rounds at some rather obscure venues, but, some of the hosts got wise to the fact that a few more pennies could be accumulated by switching the game to Swindon. Bristol East and Staple Hill both adopted this procedure in November 1900 and the Town duly defeated them both after replays - only to go out to Bristol Rovers 1-5 at the next stage. After the reckoning up had been done. Swindon's net profit from the five-game exercise amounted to £6.17s (£6.85p!) Occasionally, the opposition were 'tempted' into favouring the Town with ground advantage, but they did not always take the bait. The splendidly named Whiteheads Torpedo Works F.C. from Wyke Regis, near Weymouth, was one such example. The Town's visit there in 1902 attracted just 654 spectators who paid all of seventeen pounds in gate money - not one of the more profitable trips. But from

1908 onwards, with Swindon taking on many a First Division side in the Cup, the ground capacity of 17,000 was put more to the test and the coffers began to swell more regularly. When the old north side stand (with its seating accommodation of 516) was moved back from the pitch in 1911, the space created terracing for a further three thousand to squeeze in. That year saw Swindon drawn to play Chelsea at Stamford Bridge in the old Fourth Round and, although some eighty thousand were believed to be present, the official gate was published as 77,952. Another mammoth gate of 67,054 assembled there again to see the Town play in January 1920. Many were outraged to find the London club charging as much as 10s 6d. (52½p) for seats at the game! This probably had some bearing on the takings surpassing five thousand pounds - a colossal sum in those days. Chelsea were also guests here for the first ever twenty thousand crowd twelve months later. In League games, however, that target was not reached until Bristol City arrived in October 1926. At the other end of the scale, a February 1933 encounter with Torquay pulled in just 1,528 souls who contributed £68 to the funds.

Immediately after the war the flood gates opened up and the twenty thousand barrier was smashed four times during 1946-47, with the visit of Bristol City again providing a new record of 25,007. That club's return just over a year later pushed the figure up to 26,401. Even the Combination games were proving popular, with attendances of five and six thousand the rule rather than the exception. The pre-season warmup match was traditionally the first team against the reserves, or 'Reds v. Blues' and this contest stages on August 14 1948 was witnessed by 11,882! All receipts went to local charities, who benefited to the tune of £531 on this occasion.

To be concluded.







Midland Bank



Talk of the Town by the Chairman

Tonight we are pleased to welcome the Players and Officials from Carlisle United. This fixture being re-arranged because of a previous cup date.

These notes once again, have to be written before the result of our last league game is known.

In my Wimbledon programme notes, I apologised to our Squash Club members for the condition of our Courts, and I am pleased to say that this has now been rectified. We have installed a ventilation system that should prove its worth, and the Court walls and lines have been redecorated. This work has been carried out by Mr Paul Heath who takes a great interest in our Club.

Other work nearing completion at our Ground is the erection of our safety fencing, and this has been competently carried out by Mr. Compton, whose business headquarters is in Purton.

We are indebted to these people for the efficient way in which they have carried out this work and often working late hours to fit in with football commitments. There is always work that needs doing at a Football Club to keep the property in good order.

During our Cup run when our Office Staff were beseiged by our supporters buying season tickets, etc many people must have been surprised at the activities behind the scenes of a football club, the constant ringing of the telephone, the constant stream of enquiries and callers. With Jenny leaving our employ, Pam stepped into the breach and recently we have employed Sarah to help with our office work. We have had many complaints in the past that it was very difficult, at times, to get through to our Club because the phone was constantly engaged. We are hoping that now with the extra help to man the phones, this difficulty will be overcome, and I know that your enquiries will always be welcomed and pleasantly received by either Pam or Sarah.

In my correspondence this week, I received a request from a Lady supporter to bring back the young mascot supporter, as we did at one time. I cannot answer this letter as the Lady did not give her address, but I shall be putting this

suggestion to our Manager for his reactions, but with no promise.

Our Lads were invited to tour the premises of Arkells Brewery this week, which was very interesting. Whilst on one of our pre-season tours in Scotland, we did a similar exercise around the premises of the White Horse Whisky firm.

Arkells are one of the very few local brewers in the country and was formed in 1861 and the original buildings are still being used.

Nick Arkell, who is an ardent supporter of our team, with his staff, conducted our Lads around the Plant explaining all the various stages of beer brewing, if that is the right terminology, which I rather doubt, and everyone sampled the beer, including Jimmy Allan although I don't think by the look on his face that he will be converted.

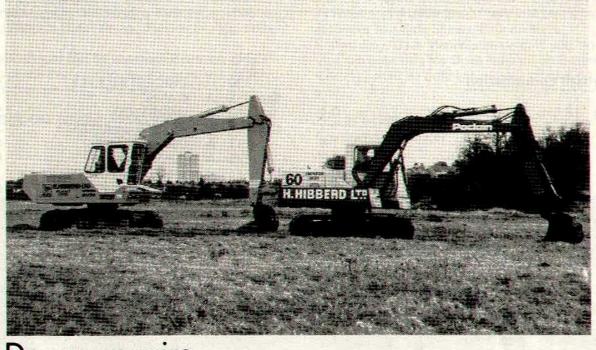
After the tour of the premises, we were all entertained to lunch and Ray McHale echoed everyone's thoughts when he thanked Arkells for their generosity.

Another newcomer to our Playing Staff is Roy Walsh, and we all wish him a happy stay with us. Roy is from Belfast and has been a regular member of Glentoren Football Club. This is not his first football visit to this country, having joined the playing staff of Manchester United as an apprentice.

Our senior Players have been busy in their spare time coaching in our local schools, and one of these lucky boys was the son of one of our former players, Terry Wollen, who is helping his former playing partner John Trollope with his Youth teams.

John's Midland Youth Team had a great battle against the Wolves on Shrivenham Road on Thursday last, losing the game 2 - 1. The standard of play was very high and with this Wolves Youth team leading the pack, this result was no disgrace.

Hope that tonight's game will be enjoyable and thank you for your continued support.



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foot	ball	cor	mbination_					LEICESTER CITY	5-2
		91-1			Sep	5	A	Wolves	1-1
Aug	18	H	BRISTOL CITY	0-4		13	H	DERBY CO.	2-1
	20	A	Luton Town	1-1	Oct	- 3	H	BIRMINGHAM CITY	2-2
	25	A	Oxford Utd.	1-4		11	A	Derby Co.	0-2
Sep	1	A	Norwich City	0-3	1307	25		Luton Town	0-1
	8	Н	BRISTOL ROV.	0-1	Nov	14	HI	NORTHAMPTON TOWN	3-0
	12	A	Reading	1-2		21	A	Birmingham City	0-0
	22	Н	CHELSEA	0-2	Jan	10	H	BRISTOL CITY	1-1
	27	A	Cardiff City	1-5	Feb	- 5	A	Leicester City	2-1
	29	A	Hereford Utd.	3-1		18	A	Northampton Town	2-2
Oct	2	A	Leicester City	0-1		27	A	Bristol City	1-0
	9	H	LUTON TOWN	1-1	Mar	6	H	WOLVES	1-2
	13	H	ORIENT	1-0		20	H	COVENTRY CITY	
	20	A	Tottenham H	0-4	Apr	2	A	Coventry City	
	23	A	Crystal Palace	0-1		16	H	LUTON TOWN	
	27	H	SOUTHAMPTON	2-2		24	H	WEST BROMWICH A.	
Nov	3	A	Bristol City	2-3					
	10	Н	PLYMOUTH A.	5-3					
	17	A	Birmingham C.	2-0					
Dec	5	H	ARSENAL	2-5					
	18	H	WEST HAM UTD.	3-1	south-east counties				
	20	Н	IPSWICH TOWN	0-0		Na.E	9 1		
	29	H	OXFORD UTD.	3-0	Aug	18	H	CRYSTAL PALACE	2-0
Jan	5	Н	Q.P.R.	3-2	Sep		Н	CAMBRIDGE UTD.	4-2
	29	A	Bristol Rov.	5-0		15		WIMBLEDON	2-3
Feb	2	H	CARDIFF CITY	1-0		22	A	Peterborough Utd.	0-0
	16	Н	HEREFORD UTD.	1-2		29	H	BRISTOL ROV.	6-0
	23	A	Orient	1-1	Oct	6	A		5-0
	26	A	Plymouth A.	0-1		13	Н	CHELSEA	3-1
Mar	1	H	TOTTENHAM H.	0-1		20	A	Cambridge Utd.	1-1
	8	A	Southampton			27	Н	CHARLTON ATH.	2-1
	14	H'	LEICESTER CITY		Nov	17	A	Crystal Palace	1-2
	29	Н	BIRMINGHAM CITY		11724	24	Н	PETERBOROUGH UTD.	3-1
Apr	5	H	CRYSTAL PALACE		Dec	1	Α	Reading	0-1
	7	A	Ipswich Town			8	H	WEST HAM UTD.	3-1
	19	A	West Ham Utd.		Jan	5	A	Oxford Utd.	2-0
	26	Н	FULHAM			12	A	West Ham Utd.	1-2
May			Arsenal			26	H	TOTTENHAM H.	2-1
		15			Feb		H	OXFORD UTD.	3-0
							Α	Chelsea	2-0
					1	16	A	Tottenham H.	3-1
midland youth					23	A	Wimbledon	2-0	
		, ,			Apr	9	A	Bristol Rov.	
Aug	20	A	West Bromwich A.	1-0			Н	Reading - to be arranged	

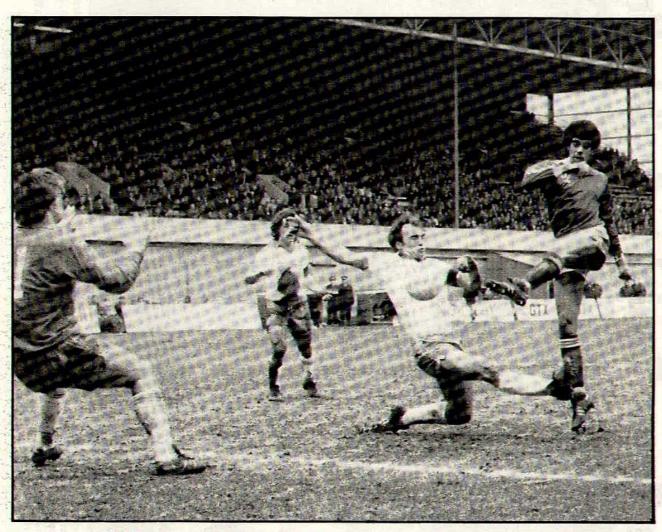
From the Commercial Office

With Easter approaching our Easter Draw tickets are going quite well. With a First Prize of £500 and £500 in Other Prizes, Tickets are 10p each.

If you would like to purchase a ticket/s please call at the Pools Office or if you have a weekly collector ask him/her for one.

SWINDON TOWNS FIRST DONKEY DERBY AUGUST 2nd 1980 I am looking for some of our keen supporters to help us in August 2nd. There will be various activities like Side Shows, Balloon Race, Stewarding, Gate Men/Women etc. If you think you can help ring me Doug Buswell on Swindon 42984, I shall be only too pleased to hear from you.

DOUG BUSWELL, Commercial Manager



Chris Kamara (right) shoots for the Blackpool goal during Saturday's win at the County Ground

In Town Tonight: Carlisle United



Back Row (L to R) S. Ludlam, D. Kemp (Now Plymouth), R. Parker, K. Sawyers, A. Collins, M. McCartney
Centre Row (L to R) H. Nicholson (Physio), J. Hamilton, I. MacDonald, T. Swinburne, T. Harrison, P. Bannon,
G. Winstanley, Martin Harvey (Caretaker/Manager)
Front Row (L to R) G. McVitie, G. Fell, M. Tait (Now Hull), Robert Moncur (Manager) (Now Hearts), P. Bonnyman,
S. Hoolickin and J. Lumby (Now Tranmere Rovs)

Loss of Manager upsets Carlisle

No one could blame Carlisle manager Bobby Moncur from jumping at the chance to manage Scottish First Division side Hearts. But the timing was all wrong for the Cumbrians who need every point they can grab if they are to avoid relegation.

A new manager may have been appointed by now, of course. Indeed, the directors had hoped that assistant-manager Martin Harvey would take over but he turned down the offer, with thanks, because he feels at this state of his career he is not ready for the job.

One name that had been connected with the post was Ian Greaves, who recently left Bolton Wanderers.

Carlisle have won only two away League games -- at Exeter (2-1) and Blackburn (2-1). They drew at Colchester (1-1), Gillingham (1-1) and Barnsley (1-1) but were beaten in their other away games at Southend (0-1), Millwall (0-1), Reading (0-2), Rotherham (1-4), Hull (0-2), Oxford (0-1), Mansfield (1-2), Plymouth (2-4, Chesterfield (2-3) and Chester (0-1).

Last season Carlisle made a push for promotion but they were not quite good enough so Mr. Moncur decided he would have to go into the transfer market. During the summer he signed winger Hugh McAuley from Tranmere and defender Graham Winstanley from Brighton.

McAuley began his career with Liverpool but didn't get into their League team. He made his League bow whilst on loan to Tranmere in 1973/74 and was then transferred to Plymouth in 1974. He joined Charlton in 1976 and returned to Tranmere in 1978.

Winstanley is now in his second spell with the club. After making some half-a-dozen First Division appearances for Newcastle, he initially joined Carlisle in 1969. Brighton paid £20,000 for him in 1974 but he lost his place in their first-team last season.

Carlisle have sold two strikers this season. David Kemp, last season's top scorer with 21 goals, was anxious to return south and he was sold to Plymouth for £75,000. Mick Tait joined Hull for £150,000.

The need for a new goalscoring forward became paramount Mr. Moncur spent £100,000 on York's David Staniforth, who had scored five goals prior to Saturday's game. Gordon began his

League career with Hull in 1974 but was transferred to York in 1976. For the past two seasons he had been York's leading scorer with 13 goals in 1977/78 and 19 last season. He had scored eight goals for York before his transfer this season.

Staniforth has been playing in attack with George McVitie and Peter Beardsley, with Paul Bannon often coming on as substitute.

McVitie is a former England schoolboy international who made his League bow for Carlisle in 1966. Four years later he was taken on the F.A. tour to Australia and, upon his return, he joined W.B.A. for £33,000. In 1972 he moved to Oldham for £20,000 and he returned to Carlisle in 1976.

Beardsley was discovered in non-League soccer and was snatched from beneath the nose of Newcastle United at the beginning of this season. He had scored seven goals before the weekend.

Bannon was once with Nottingham Forest but didn't make their first-team. Carlisle signed him in 1978 but he didn't get many senior chances until this season. Paul had scored 11 goals before Saturday's game.

The midfield has been well settled with Phil Bonnyman, Ian MacDonald and Jimmy Hamilton operating here.

Bonnyman is Carlisle's leading scorer, with 13 goals prior to the weekend. He was orginally with Glasgow Rangers but did not get a game in their League side. He joined Hamilton and made his League bow in 1973. Carlisle paid £22,500 for his transfer in 1976.

MacDonald played his first League soccer for St. Johnstone in 1972/73 and made more than 100 senior appearances before transferring to Carlisle for £47,500 in 1976.

Hamilton was only 16 when he made his League debut for Sunderland in 1971/72 but he got only a handful of subsequent first-team games. In 1976 he moved on to Plymouth but he stayed at Home Park for only a few weeks before signing for Bristol Rovers. He joined Carlisle in 1977.

The defence is likely to be selected from Steve Hoolickin, Winstanley, Bobby Parker, Steve Ludlam and Mike McCartney.



Swindon's Billy Tucker leaps into goalmouth action in the Blackpool penalty area watched by Andy Rowland and Alan Mayes (No. 10) during the Town's win at the County Ground on Saturday.



A near thing for Alan Mayes (left) as his shot is well saved by Blackpool goalkeeper Hesford on Saturday.



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Soccer Scene by Tony Pullein

WHY THE FOOTBALL LEAGUE IS UNIQUE

The Football League is often described as the best league in the world. This is no idle praise. This can be proved in many ways, not the least by studying the results obtained by English clubs in European competitions. But the point was probably brought most forcibly home one day last October when the Football League had no fewer than 53 representatives playing in full international matches on the same day.

No other league in the world has ever achieved that distinction.

Five international teams were playing in the European Championship and the League provided 11 players for England, 13 for Wales, 12 for N. Ireland, nine for the Republic of Ireland and eight for Scotland.

Such a situation does work against the League in one sense, though. It adds fuel to the UEFA argument that the United Kingdom should have only one team, instead of four, in the World Cup and the European Championship. With the players being drawn very nearly exclusively from one League, UEFA argue that we should have only one international team.

Whether a Great Britain XI would be any better than any of the four home countries individually is questionable. We have an abundance of talent in the Football League and only eleven players can actually be on the field in an international match at any one time.

Any amalgamation would deprive places like Belfast, Wrexham, Cardiff and Hampden Park of a lot of international football. It is reasonable to believe that the bulk of any Great Britain matches would be played at Wembley and Hampden.

However, it is interesting to contemplate a Great Britain line-up. Players like Liam Brady, of the Republic of Ireland, would still be beyond our reach, of course. But we would have the choice of the other four countries.

The choice for goalkeeper would again come down to the England pair of Ray Clemence and Peter Shilton. Scotland have had problems with their goalkeeping position for years, Wales have found some good, solid 'keepers and Ireland's Pat Jennings, though once unquestionably the world's best, has age against him now.

There is little doubt that Dave Watson would fill one of the central defensive positions and Gordon McQueen, on current form, would be the choice to go with him. The problem here is that both are similar players who like to go for high centres and, initially, they could be caught going

for the same balls.

Sandy Jardine, of Scotland, would probably win the right-back position but the occupants for the number three shirt would be harder to find. Sammy Nelson, of N. Ireland, would probably get the vote though Mick Mills (England) would not be far behind.

In midfield the question would be – who to leave out. We have so many fine players here. Glenn Hoddle, Ray Wilkins, Trevor Booking are all outstanding for England. And, if we wanted to field a winger as a midfield choice we could go for Steve Coppell or Peter Barnes. Wales have the ball-winning qualities of Terry Yorath and the delightful creative skills of little Brian Flynn; Scotland could put forward Graeme Souness, Archie Gemmill and Asa Hartford.

In trying to find a balance of defensive and attacking qualities in midfield, you might probably come up with Hoddle (England), Yorath (Wales), Flynn (Wales) and Souness (Scotland).

Kevin Keegan would be an automatic choice in attack, probably with Kenny Dalglish (Scotland) or Tony Woodcock.

One could pick numerous permutations and come up with several excellent teams. As we shall probably never see our selections on the field, our choices will never have to undergo the acid test of actually playing a game of football. So often a team, that excites on paper, can flop when put on the field. This is often because we tend to pick the most skilful players, in our view, and such teams tend to lack the necessary hard men who win the ball.

We all err in believing that the great names of the past are better than today's stars. I recently quoted this England team to a colleague bemoaning the lack of talent today:

Bert Williams; Alf Ramsey, John Aston; Billy Wright, Laurie Hughes, Jimmy Dickinson; Tom Finney, Wilf Mannion, Roy Bentley, Stan Mortensen and Jimmy Mullen.

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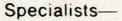


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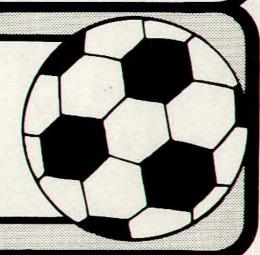
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1 ALLAN		SWINBURNE SWINBURNE	1
2 Russell LEWIS		HOOLICKIN	2
3 David PEACH		McCARTNEY	3
4 Ray		MacDONALD	4
5 Billy	R	Steve LUDLAM	5
6 Kenny STROUL		Graham WINSTANLEY	6
7 Ian MILLER	ROLEX 3 DEACONS	George McVITIE	7
8 Chris KAMAR	CWINDON	Keith HOUGHTON	8
9 Andy ROWLA	Commenced refereeing in 1961 and progressed	Paul BANNON	9
10 Alan MAYES	via local leagues through the Spartan and Isthmian Leagues to the Football League List. Refereed the 1973 Oxford v. Cambridge Univer-	Jim HAMILTON	10
11 Brian WILLIA	sity match at Wembley and has officiated in the home championships. MS A married man, with two children, he is a	Peter BEARDSLEY	11
12 Glen COCKER	Marketing Services Manager in the textile trade		12
Linesment Community			

Red Flag: Mr. J. M. CARTER (Christchurch, Dorset) Yellow Flag: Mr. D. G. FRAMPTON (Poole, Dorset)

NEXT MATCH

Saturday 22nd March, 1980

DIVISION III

MANSFIELD TOWN

K.O. 3.00 p.m.

TUESDAY MARCH 100

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