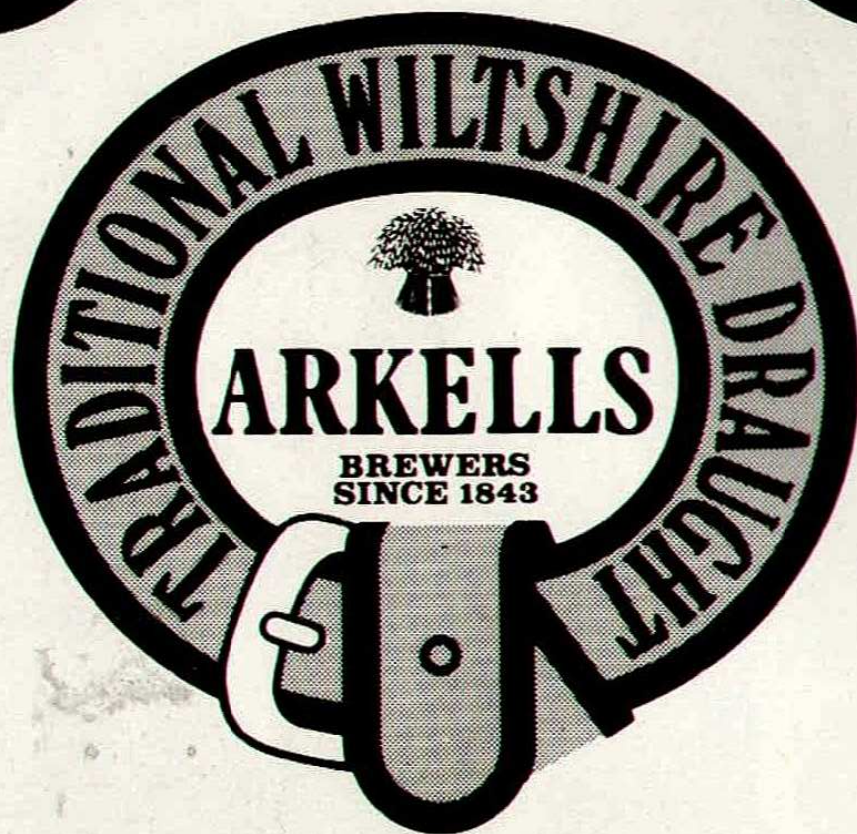


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# Swindon Town Football Company Limited

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Telephone No. 22118

Financial Manager/Company Secretary

R. A. Morse

Team Manager R. W. Smith

Commercial Consultant D. Buswell

Club Medical Officer Dr. J. Nicholas

## Bob Smith says.....

I am sure that the question on our supporters' lips at the moment is "Do we still have the chance of going up - can Swindon Town still get promotion?" The answer to that comes through loud and clear from me - YES. Including today's games, we have twelve games to go, seven of which are at home. If we can conclude the rest of our programme without another defeat, or at most two defeats, that would put us in a pretty strong position, and put us in the top three.

The bit of satisfaction I can glean out of the situation is the fact that during our Cup runs, we went as many as fifteen games without defeat, so it is obviously possible that we can go the remainder of this Season. It does, however, need for our loyal supporters that we have acquired throughout our various cup exploits, to really get behind us in this vital promotion push. Not for one moment will I accept that we are promotion 'no-hopers', and we will keep on going until it is mathematically impossible for us to find a place in the top three.

The coaching staff, and myself, will be working very hard to encourage the resurgence of the team's confidence and vitality - we don't want any signs of heads dropping, especially at this important juncture in the Season.

Last week the Reserves had a resounding win against a strong team from Leicester City, and Steve Abbley claimed his first hat trick wearing Swindon Town colours - let's hope it's the first of many. On a couple of occasions in the last two or three weeks, Steve has travelled with the First Team to away fixtures, in order to soak up First Team match atmosphere. We feel that if Steve goes on improving he can be a very valuable member of the playing staff - so keep up the good work Steve.

As usual, I ask that you let the Team know that you are behind them with your vocal support.



### GOING TO CHESTERFIELD?

(Route suggested by A.A.)

Highworth - Lechlade - Burford - Shipton-under-Wychwood - Chipping Norton - Banbury.

Follow signs Coventry A423. Ladbrook, Southam. In 0.6m turn right A426 (Sign post Rugby);

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 (sign post Motorway M1). In 0.3m at roundabout follow signs The North and join M1 Motorway. Leave Motorway Junction 29 and follow signs A617 to Chesterfield. Pass under railway bridge then turn right A61.

In 0.2m at roundabout take 1st exit A619. (Sign post Buxton). In 0.5m at roundabout take 4th exit into Foljambe Road. In 0.2m turn right into Saltergate.

Chesterfield F.C. on left.



# Town through time-

## The Team Manager—Part Three by Paul Plowman

The appointment of TED VIZARD in the summer of 1933 was initially for only a twelve-month period but on the expiry of that term of office the board reached a unanimous decision to offer the Welshman a new three-year contract - proof enough that his debut in management had created as much an impact as had his playing skills as a raw twenty year old. Born Edward Thomas Vizard on June 7 1889 at Cogan, near Cardiff, he started out on the road to stardom at Bolton - going to Burnden on a month's trial in August 1910. Within six weeks he had forced his way into the League side, making his bow against Gainsborough Trinity on Guy Fawkes' Day. The international selectors were not slow in recognising his undoubted talent on the wing either, giving him the chance to represent the principality in the home championships of 1911 - his first of 22 Welsh caps. The notorious 1923 Wembley Final, made famous by the gatecrashers and Billy the white police horse, provided Ted with the first of two Cup-winners medals. He collected the other just three years later. After 466 League games and sixty-six goals - a sizeable tally for a wing player - he took over as Wanderers' coach. By the time he had arrived at the County Ground, he found the club in serious debt. So, with little or no money in the Town's purse, Mr. Vizard encouraged the amateur players of Swindon's financial plight, he also suggested a scheme whereby complimentary tickets could be distributed to youngsters through the schools. Consequently, with the Director of Education's blessing, many Swindon lads gained this privilege. Ted Vizard's first month spent in the south coincided with a massive clearance sale, when all but four of the Town's professionals were dispensed with. With

the overdraft still running into thousands, the sum of £200 was cautiously earmarked for replacements - at Ted's discretion. He spent half that on full-back Tom Duckworth from his old club Bolton in February 1934. During the course of two seasons, performances on the field had turned the tide at the bank, with four home F.A. Cup ties in 1934/35 and the sale of goal-keeper Fred Houldsworth to Stoke City for a fat profit changing the deficit into a healthy surplus. Events soon turned full circle, however, when an embarrassing cup defeat by Southall prompted a slump in League gates. Ted Vizard asked for his contract to be terminated but, on being offered new terms, he decided to stay on. His spending power was largely unrestricted and he was thus able to bring many new faces to the County Ground. Despite the board's commitments in other areas (the Town End or Hotel End, as it was then known, had just acquired the status of covered accommodation) the manager was empowered to break the four-figure barrier in order to sign a centre-forward to replace the ageing and injury-troubled Jim Cookson. Ted got his man in November 1937, in the shape of Torquay United's Ben Morton. This was to be one of his last major signings as at the end of the following season he took up an offer to occupy the managerial seat at Queen's Park Rangers. He later moved on to Wolves, where he was to succeed Major Frank Buckley - who had once been turned down as a boy by Vizard's predecessor at Swindon, Sam Allen. Ted's stay at Molineux was relatively brief with Stanley Cullis taking over in 1948. Meanwhile, the reins here were passed to NEIL HARRIS in May 1939.

## Key of the Board

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





# Midland Bank



Midland Bank Limited



# Talk of the Town by the Chairman

Our Players were honoured this week by having Ray McHale, Alan Mayes and Andy Rowland chosen to represent the Third Division Team which the Professionals voted as their strongest. Each Division select their team and from twenty-four teams in the Third Division and each team with first team squads of anything up to sixteen players, means selection has to be almost unanimous.

On Sunday last, the Professional Footballers Association, Player of the Year Award Dinner was held at the Hilton Hotel in London, and our Players were well represented, and Bob, our Manager, must have been proud of them.

News of one of our former Players, Owen Dawson, was brought back from South Africa by Mr. Allen Moody one of our supporters, and Owen wished to be remembered to all his former friends and, of course, sent his best wishes to our Club.

Today, we welcome the Players and Officials from Mansfield Town, and we look forward to an exciting game.

No doubt you will have read, and some of you will have seen for yourselves, our Team is still playing good controlled football, but not getting the goals away from home, but we are sure that this will soon change.

While we were playing in Hull last week, our Reserve side, composed mostly of our young Players, were defeating the Reserve side of Leicester City, and this performance must have given John Trollope some satisfaction to see how well some of his boys played in their first performance in the London Combination.

Playing in the under 19 Midland Youth League and holding fourth place with seventeen points, the same number as Birmingham City, with West Bromwich Albion on nineteen points in second place, and the Wolves on top with twenty-one, John's team have scored twenty goals from fourteen games. The boys who have scored these goals are: M. Page - 11; P. Rideout - 4; M. Rustell - 2; C. Henry - 2 and D. Cock - 1. Playing in the under 17 South East Counties League, we are top with 30 points, three clear of Wimbledon in second place. We have scored 47 goals from twenty games. Our scorers are: M. Rustell - 14; P. Rideout - 9; I. Swatton - 9;

D. Round - 6; M. Blackler - 3; D. Cock - 3; B. Mander - 1; P. Short - 1 and D. Bristow - 1. In the Cup rounds of this League, P. Short, D. Round and B. Hughes have each scored 1 goal. We are proud of Paul Rideout, who has been selected to play for his Country again, and I am certain that he has a very exciting career in front of him and we are hoping that we can enjoy this with him.

Talking of goal scorers, have you joined the scheme yet to back our First Team goal scorers? You can sign a form, available from the Office, to support our goal scoring players. Ten pence per goal placed on one, or everyone, is the scheme. One of our loyal supporters has backed Jimmy Allan each time that he keeps a clean sheet.

We have been asked many times how one can associate with the Club and the Players, and this scheme, like sponsoring individual Player's kit or sponsoring a Match Ball, is a way of achieving this. We are booked up until the end of this Season for Match Balls, so why not become involved with this new scheme.

During the week, John Tremblin of Orchard Garage, Blunsdon, presented David Peach with a Toyota car which will remind people of that Company's generosity to the Swindon Town Football Club, as he drives around. John Tremblin's Company have already given us a Mini Bus which we use everyday at the Club, either to transport our Youth Teams to matches or to training grounds in the area. We are appreciative of that Company's generosity and hope that our advertising on their behalf will be of some value to them in the future.

In these day of sponsorship, Firms are looking for outlets that will advertise their goods in fields, different from the past, and what better field to display these goods can one find than the sporting world. Adidas is an example of this kind of advertising and one can see their products being used and worn in any kind of sport. The top athletes wear their products and youngsters persuade their parents to buy these same goods for them. Our Track Suit tops acclaim a local firm, 'Isis', and our Ball Boys acclaim Swindon Permanent Building Society. Maybe a local firm would like to advertise on the players' shirts.

Our Display Boards advertise many local products and activities - why not you? Bob Jefferies will be very pleased to talk to you about these schemes.

Thanking you for your support, and I hope that you will enjoy today's game.





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# DIVISION 3 Third Dimensions

**DIVISION THREE LEAGUE TABLE.....up to and including Wednesday March 19 1980**

	Home					Away					Pts	Avge Home Lge Gate	TOP GOALSCORERS (incl. Cups)
	P	W	D	L	F-A	W	D	L	F-A				
Sheffield Wed	36	9	4	5	35-18	8	8	2	33-22	46	16,730	Terry Curran 19, Mark Smith 11	
Grimsby T	36	14	1	3	36-15	6	5	7	17-20	46	9,174	Bob Cumming 16, Kevin Kilmore 13	
Chesterfield	35	12	4	1	37-14	5	5	8	19-36	43	7,304	Ernie Moss 17, Alan Birch 14	
Blackburn R	35	9	5	3	24-11	8	4	6	19-16	43	8,247	Andy Crawford 15, Duncan McKenzie 13	
Sheffield U	36	12	4	3	32-15	5	4	8	23-31	42	15,879	Jeff Bourne 11, Barry Butlin 7	
Colchester U	36	7	8	3	28-18	9	1	8	19-26	41	4,016	Trevor Lee 14, Bobby Gough 11	
Millwall	35	13	4	2	45-20	2	4	10	11-27	38	6,180	John Lyons 18, Tony Towner 10	
Chester	34	10	5	1	21-10	3	6	9	19-30	37	3,869	Ian Rush 13, Peter Henderson 8	
Exeter C	36	10	5	4	29-20	4	4	9	19-36	37	4,170	Keith Bowker 13, Steve Neville 10, Dave Pullar 10	
<b>SWINDON TOWN</b>	<b>34</b>	<b>11</b>	<b>3</b>	<b>2</b>	<b>35-12</b>	<b>4</b>	<b>3</b>	<b>11</b>	<b>18-33</b>	<b>36</b>	<b>8,777</b>	<b>ALAN MAYES 24, ANDY ROWLAND 22</b>	
Carlisle U	36	10	5	3	36-19	3	5	10	15-26	36	4,593	Paul Bannon 14, Steve Ludlam 10	
Reading	35	12	4	2	37-15	1	6	10	14-36	36	6,384	Pat Earles 15, Mike Kearney 15	
Barnsley	35	8	5	5	22-18	4	5	8	15-29	34	11,432	Ronnie Glavin 19, Derrick Parker 12	
Oxford U	36	8	4	7	31-21	3	8	6	19-28	34	4,753	Paul Berry 13, Peter Foley 10	
Gillingham	36	7	8	3	21-13	4	4	10	19-29	34	6,312	Ken Price 16, Danny Westwood 8	
Plymouth A	36	10	5	3	31-16	2	4	12	18-34	33	5,661	Dave Kemp 13	
Brentford	37	8	5	5	30-22	4	4	11	22-38	33	8,268	Steve Phillips 10, Jim McNichol 8	
Rotherham U	34	10	1	5	30-19	3	5	10	16-35	32	6,884	Richard Finney 13, Phil Henson 11	
Southend U	36	8	5	6	27-20	3	3	11	12-27	30	4,212	Terry Gray 7, Derek Spence 7	
Hull C	35	7	6	3	20-15	1	8	10	18-40	30	5,848	Keith Edwards 14	
Mansfield T	36	7	8	3	25-17	1	5	12	12-26	29	5,170	Terry Austin 19, Steve Taylor 8	
Blackpool	36	9	3	6	33-29	2	4	12	16-33	29	5,633	Stan McEwan 11, Colin Morris 9	
Bury	35	8	3	7	27-19	3	2	12	10-31	27	3,514	Craig Madden 9, Steve Johnson 8	
Wimbledon	36	4	6	7	21-22	4	4	11	15-35	26	3,617	John Leslie 15, Alan Cork 8	

Goals scored for other clubs this season included

**A DATE FOR YOUR DIARY**  
**THE SECOND SWINDON TOWN**  
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**WILL BE HELD HERE ON SUNDAY MAY 4th**  
**\* LOOK OUT FOR FURTHER DETAILS\***



# From the Commercial Office

Good Afternoon Ladies and Gentlemen, I hope you all see a good match.

While the results have not been going our way on the field the Lottery and Bingo Competitions have been going about quite steadily.

We require four part time canvassers to help during the Spring and Summer months. No direct selling involved. Transport would be an advantage but not essential. Hourly wage plus commission paid. If you are interested in earning some extra money then contact me Doug Buswell on Swindon 42984 or 31510.

**DONKEY DERBY August 2nd 1980**

Firms, Businesses and other organisations are invited to apply for stands at the Swindon Town Football Clubs' 1st Donkey Derby on August 2nd, 1980 at Wroughton. Swindon 42984 or 31510 for details.

**DOUG BUSWELL**  
Commercial Manager

## **NEXT MATCH**

**Tuesday, 1st April, 1980**

**Division III**

**MILLWALL**

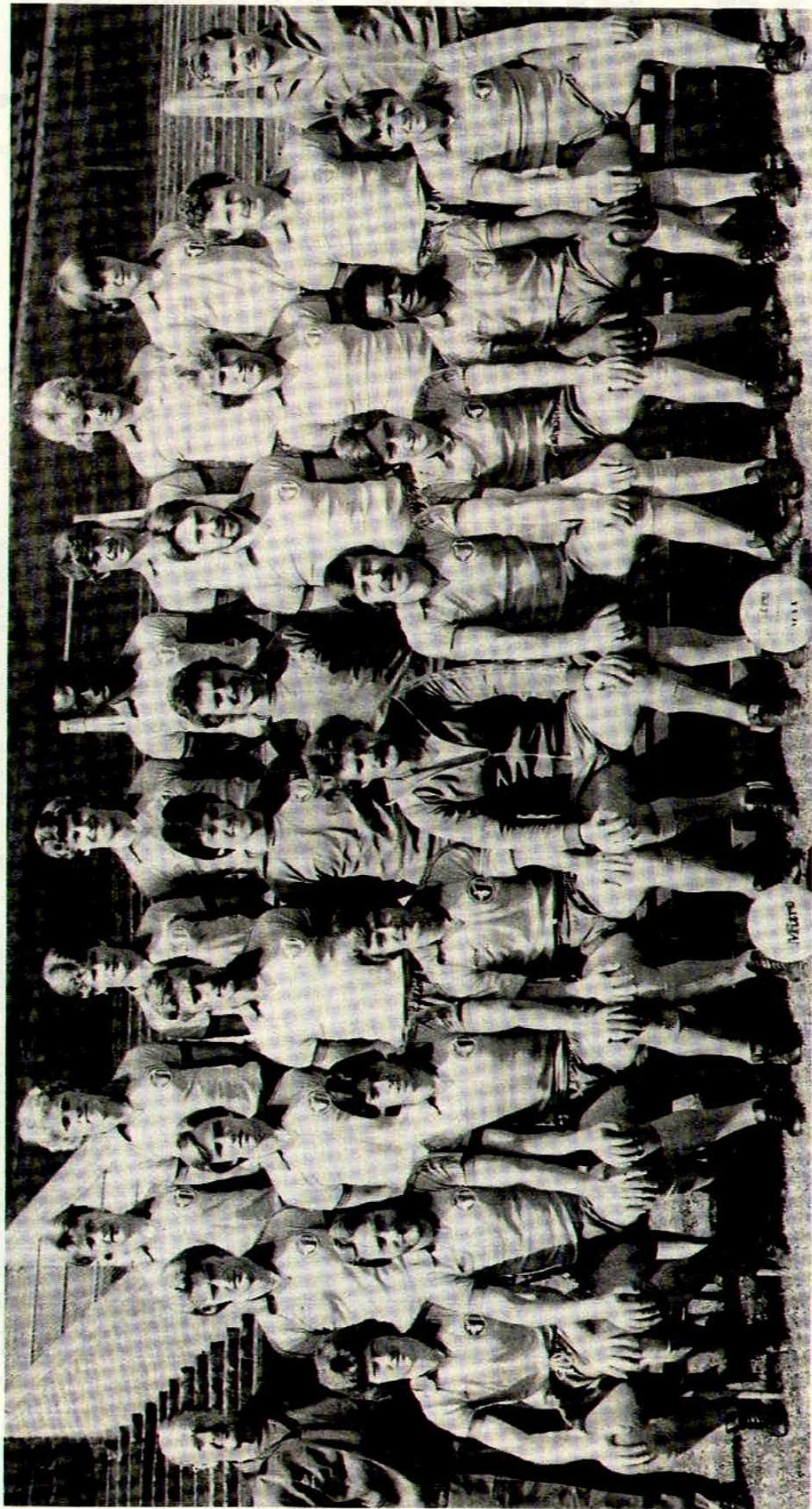
**K.O. 7.30 p.m.**



Mr. Tony Holland winner of Moonraker Lottery No. 2. Seen here receiving his cheque for £1,000 from Mr. Bunny Griffin, the Chairman of The Swindon Town Sportsmans Association with him is Mr. Jack Jones the vice-chairman.



# In Town Today: Mansfield



Back Row: (L to R) I. Jamieson, G. Chambers, L. McLannet, A. Burrows, D. Dawkins, S. Johnson, P. Bardbury, P. Saunders  
 Middle Row: (L to R) J. Basford (Youth Team Coach), I. Wood, D. Caldwell, T. Austin, M. New, R. Arnold, J. McClelland,  
 D. Goodwin, S. Taylor, J. Lea (Trainer/Coach).  
 Front Row: (L to R) C. Guy, K. Bird, R. Allen, B. Foster, M. Jones (Manager), R. Curtis, G. Saxby, M. Hamilton,  
 B. Thomson.



# Mansfield on cliff edge

By Tony Pullein

Mansfield's mini-revival has seen them collect six points from their past five games and, if they can continue to maintain this form, they might just escape the drop into Division Four. It was a run of 12 winless games, between November and February, that left them hanging so precariously on relegation's cliff edge.

Having invested something like £150,000 in new players since the beginning of the season, manager Peter Morris did not have any more cash to play with when the flush of pre-deadline transfers approached. He's hoping the team's new-found confidence will see it through to a position of safety.

Shortly before this season's big kick-off, Mansfield paid a club record £75,000 to sign striker Steve Taylor from Luton. The Stags later signed defender Arthur Mann from Shrewsbury for £30,000, midfielder man John Latham from Portsmouth for £20,000 and another midfielder, Brian Pollard, from Watford for an undisclosed fee.

Taylor was put in as a joint spearhead, with Terry Austin, and Russ Allen has been their third forward.

Taylor made some three dozen League appearances for Bolton and, following a loan spell with Port Vale, he really came into his own in 1976/77 when he scored 20 goals. But shortly after the commencement of the following season Bolton, quite remarkably, allowed him to go. Oldham snapped him up for £38,000 and he immediately topped their scoring list with 21 in his first campaign. Mid-way through last season he was transferred to Luton for £50,000 but he was unable to find his old scoring touch at Kenilworth Road. Since joining Mansfield during the last close-season, Steve has scored nine goals.

Austin has been one of the Third Division's leading scorers all season and he currently has 19 goals to his credit. Terry didn't get a game in Crystal Palace's League eleven and made less than 20 League appearances for Ipswich Town. The move to Plymouth in 1976 enabled him to play regular League soccer for the first time and he was Argyle's top marksman in 1977/78. Walsall paid £25,000 for him in 1978 and last season, though he left for Mansfield in a £30,000 deal before the end of the season, he was the Saddlers top scorer with 13.

Allen served Arsenal and Wolves as a junior and did not make much progress with either West Bromwich or Cambridge. It was after moving to Tranmere in 1973 that he became a League

player. In 1976/77 he was their top scorer with 16 goals and he joined Mansfield in 1978.

Arthur Mann is a player of great experience who can also play in midfield. He has been playing left-back for Mansfield, the position in which he started his career with Hearts. Manchester City signed him for £65,000 in 1968 and, after a loan spell with Blackpool in 1971/72, he moved on to Notts County where he remained for seven seasons. Shrewsbury signed him at the beginning of this season but he played only a handful of senior games for the Gay Meadow side.

Mann has been appearing on the left-flank of the defence with Derek Dawkins on the right. Kevin Bird, Bob Curtis, John McClelland and Adrian Burrows have all appeared at centre-back.

Dawkins made his League bow for Leicester in 1977/78 and moved on to Leicester last season. Bird joined Doncaster as an amateur but never progressed to their first team. Mansfield signed him and he has been in the Stags' side since 1972. He has now made more than 270 League appearances for the club.

Curtis spent many years with Charlton, totting up more than 350 League appearances for the club. Mansfield signed him in 1978.

McClelland is a former N. Ireland youth international, who originally left Portadown to join Cardiff City. He then joined Welsh non-League side Bangor City and Mansfield signed him for £10,000 during the 1978 close-season. Burrows is a Mansfield discovery who was given his chance in the League side a few weeks ago.

Newcomer John Latham has been out of the side through injury. He spent his opening seasons with Sunderland and originally joined Mansfield in 1974. He stayed for just under two years on that occasion, then signed for Carlisle. Portsmouth signed him for £25,000 in 1978 and he re-joined Mansfield during the opening weeks of this season.

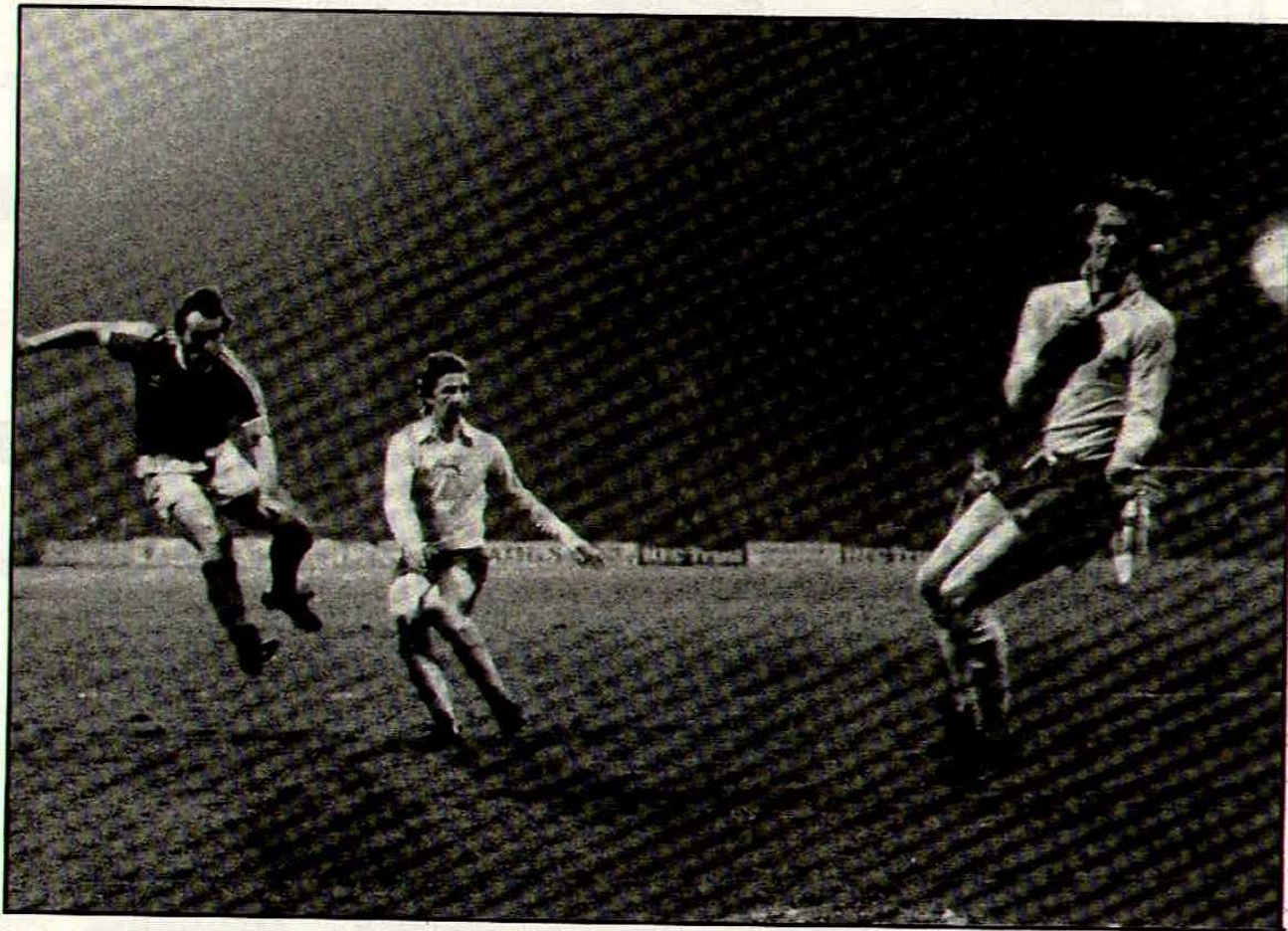
Brian Pollard, their other new midfield player, spent six years as a York first-teamer, twice topping their scoring list. He moved on to Watford in 1977 and to Mansfield this season.

While Latham has been out of the side, John Miller and Neville Hamilton have been playing in midfield. Miller played about 50 First Division games for Ipswich before moving on to Norwich for £45,000 in 1975 just in time to play in their League Cup final team that year. Mansfield signed him in 1976.





Striker Alan Mayes has a goalbound shot blocked during the goalless draw against Carlisle at the County Ground.



Swindon skipper Ray McHale blasts the ball goalwards against Carlisle but the ball would not go in.





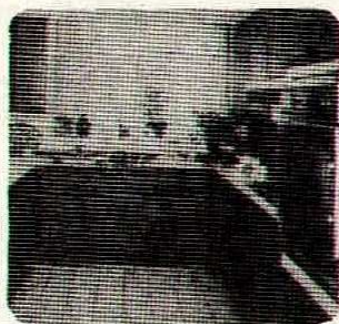
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**KITCHENS**



**KITCHENS**



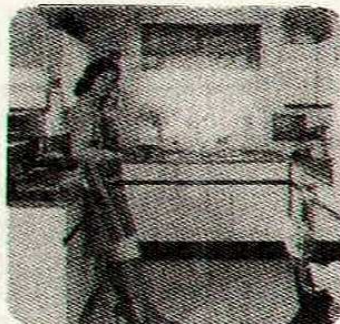
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# Soccer Scene by Tony Pullein

## Another Transfer Record for Man. City!

In a season in which Manchester City's name has dominated the transfer scene, it was not surprising to find Malcolm Allison discarding another £1-million-plus shortly before deadline day. It finally enabled him to sign Norwich and England striker Kevin Reeves. Now City have become the first British side to field two £1-million footballers.

Earlier this season City paid Wolves £1,450,277 for midfielder Steve Daley who has been unable to hold his place in the side for some recent games.

Mr. Allison has smashed most transfer records since he took over at Maine Road. In less than a year he has invested more than £4-million in new players. City paid £750,000 for the comparatively unknown Second Division forward Mick Robinson and equalled the highest fee ever paid for a player never to have played in League soccer when they paid Crystal Palace £250,000 for Steve Mackenzie. Steve had been a professional for less than 24 hours when that deal went through.

Mr. Allison's other signings included Yugoslav international defender Dragošlav Stepanovic (£200,000), midfielder man Barry Silkman (£65,000) and strikers Bobby Shinton (£350,000), Stuart Lee (£100,000), Kazu Deyna (£100,000) and Dennis Tueart (£150,000).

So Manchester City now possess, if not the best team ever fielded in the Football League, certainly the most expensive. Costly City's only immediate objective, however, is to avoid relegation to the Second Division.

Today City make the short journey to Old Trafford for the 100th meeting of the Manchester giants in Football League games.

Apart from Manchester City's intervention, the pre-deadline days were conspicuous for their absence of any other really big deals. Indeed, it was clubs in the lower divisions who were most active.

One of the biggest scoops was pulled off by Third Division Hull City who persuaded Welsh international midfielder man Nick Deacy to return home from the continent to join their Third Division survival campaign. Deacy has been capped by Wales on 12 occasions and the key figure in that deal was, of course, Hull manager Mike Smith who was in charge of the Wales' team until moving into club management this season.

Deacy's potential was never spotted in his early career with Merthyr, Hereford and Workington

and he moved over to Holland to join PSV Eindhoven in 1975 for £20,000. He later transferred to Vitesse Arnhem and Hull had to pay £93,000 to sign him.

Hull were also involved in another big deal when signing defender Dale Roberts from Ipswich for £60,000.

Rotherham's new boss Ian Porterfield was also active in pre-deadline transfer activity. His major signing was striker Vic Halom whom he purchased from Oldham for £30,000. Halom, in fact, can also play in midfield and Rotherham is his seventh club. He previously played for Charlton, Orient, Fulham, Luton, Sunderland and Oldham.

Porterfield and Halom were last together at Sunderland and they played in the Roker club's sensational F.A. Cup final victory over Leeds in 1973. Mr. Porterfield also signed midfielder man Phil Henson from Stockport and goalkeeper Graham Brown from York.

Barnsley manager Allan Clarke completed the transfer from Crystal Palace of Welsh international centre-back Ian Evans who had been on loan to the club.

Brentford invested a club record £55,000 in Gillingham striker Tony Funnell, the former Southampton player. And Chesterfield paid Torquay £50,000 for goalkeeper John Turner. Torquay turned to Exeter 'keeper Vincent O'Keefe as their replacement, paying their Devon rivals £30,000.

Everton's chances of First Division survival improved when they defeated Ipswich Town to move into the semi-finals of the F.A. Cup. Confidence is higher than ever at Goodison now and, even though they appear to have a formidable task when Arsenal visit them next week, the Toffees are confident of success.

It's now more than 21 years since Arsenal won a League game at Everton!

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**SWINDON**

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- 2** Russell LEWIS
- 3** David PEACH
- 4** Ray McHALE
- 5** Billy TUCKER
- 6** Kenny STROUD
- 7** Ian MILLER
- 8** Chris KAMARA
- 9** Andy ROWLAND
- 10** Alan MAYES
- 11** Brian WILLIAMS
- 12** Roy CARTER

**LINESMEN:**

Red Flag: MR. J.L. CONNOCK (Bristol) Yellow Flag: MR. D. DELANEY (Merthyr Tydfil)

**MANSFIELD**

- 1** Rod ARNOLD
- 2** Derek DAWKINS
- 3** Arthur MANN
- 4** Bob CURTIS
- 5** John McCLELLAND
- 6** Adrian BURROWS
- 7** Kevin BIRD
- 8** Brian POLLARD
- 9** Terry AUSTIN
- 10** John LATHAM
- 11** Russ ALLEN
- 12**

**REFEREE:**

MR. COLIN DOWNEY (Hounslow, Middlesex)

Commenced refereeing with Middlesex F.A. in 1965 and has progressed via Spartan and Rothman's Isthmian League to the Football League list. Refereed an Anglo-Italian semi-professional tournament in 1976, also the Middlesex County Senior Charity Cup Final. Has also refereed other League and County Cup finals. In 1977 was Linesman in the second round U.E.F.A. Cup and lined an International in 1979.

**SATURDAY MARCH 22**

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