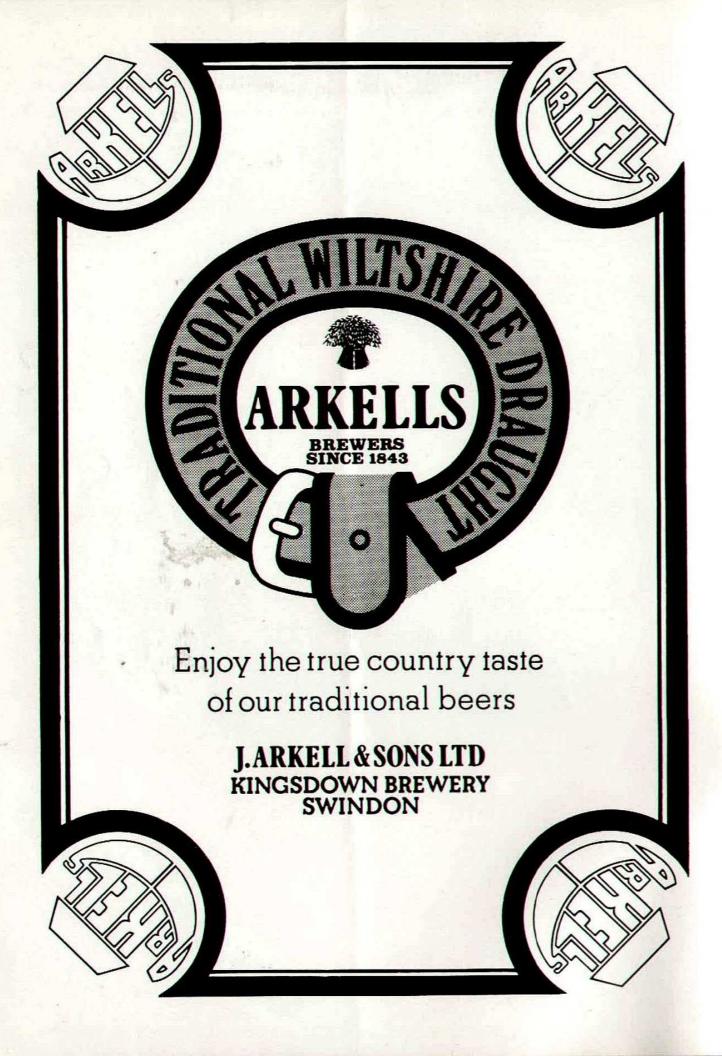


SWINDON TOWN FOOTBALL CLUB



Swindon Town Football Company Limited

Registered Office County Ground Swindon
President Mr. W. J. Castle
Chairman C. J. Green
Vice-Chairman C. Cowley
Directors C. Day, A. W. Done, W. Dore,
M. W. Earle, T. J. Kearsey, L. Smart,
R. Stephenson, G. Whittock
Administrative Manager/Secretary R. J. Jefferies

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.....

The major decision I have made over the last fortnight is to change our style of play away from home and here and now I emphasise that this is only a chance for away games. Although statistics do not always give a true picture, and not knowing the result of last Saturdays game at Exeter our record in away League games over the last two seasons reads that we have played 43 games from which a possible 86 points could have been realised but we accumulated only 32. Now, although that doesn't give a true picture of the games that we nearly won or nearly drew it still means that this is why we are still in the Third Division. No one is aware of this more than the players and for the rest of the season we will continue to work on a 4 - 4 - 2 system away from home. Played the right way and given the necessary time to perfect this system it can still produce many attacking opportunities but the first priority is for it to be a tight system and not allow the opposition any room.

Our home record is as good as anybodys over the last two seasons and I am confident that spending the rest of the time this season on this sytem away from home and in the pre season games we will be up there in contention for one of the promotion places. I have promised the Chairman of the Club that, 1981 being our centenary year, promotion will be our present to him. There is still a lot of hard work to do this season and your support has been one of the many good things that has happened to the club this year. I hope that this support will continue for the remainder of our games.

In conclusion a date for your diaries. Our game against Millwall, postponed from last Tuesday evening, has been re-scheduled for Tuesday, 29th April, kick off 7.30 p.m. thank you for coming this afternoon and I hope that the result of todays game completes your Easter enjoyment.



Going to Carlisle? Route suggested by AA Swindon - leave by A419 to Cirencester. Follow signs Gloucester A417. Birdlip Turn right. "Air Balloon Inn" At roundabout take 1st exit & desc. Crickley Hill (1 in 10) Brockworth ("Cross Hands Inn") At roundabout take 2nd exit In 1.2m at roundabout take 3rd exit 1.5m father at roundabout take 3rd exit (SP Cheltenham, Motorway M5) In 1m at roundabout take 3rd exit A40 2.1m father branch left (SP The Midlands) and at roundabout take 1st exit. to join Motorway M5 Follow Signs The Midlands, Birmingham. Then join m6 At Junction 43. Leave Motorway. At roundabout take 1st

exit A69 (SP Carlisle).

After 1 mile Carlisle United F.C. on right.

Sponsor a Player

Once again we are asking for sponsors for the players kit for Season 1980/81 and would ask those wishing to associate themselves with the players in this way to write or visit the Secretary, Bob Jefferies who will be pleased to discuss the matter with you.

	Playing Strip £15,00	Football Boots £21.00	Training Boots £18.00	Running Spikes £15.00					
Jimmy ALLAN	Mr. G. Carter Bentham Farm Purton, Wilts	Mr. Niblett Rose Osttop Marie Hill, Chippecham	Mr. G. Carter Beetham Ferm Purton, Wilts	Peul Jenkins 30 County Road Swindon					
Roy CARTER	MR, KEN SMITH, PORCH CO ROSS-ON-	Mrs. J. M. Chilcott 34 Ash Walk Warminster							
Glen COCKERILL	The Fant at R & K Wise Ltd	The Fans at D. Langton Car Repairs R & K Wise Ltd Sta Chaney Manor Road, Swindon							
Roy GREENWOOD	Mr. R.	Mr. G. Groombridge Bath Road Garage Swindon							
Chris KAMARA	Darryl Davis Pressed Steel Social Club Bridge End Road Stratton	Mr. Tim Barnes 13 Inneworth Lane Longievens, Glos	Rayner's CerBrackers of Wootton Bassett	Mr. Clive Eckersall, 19 Mill Farm Drive Pagenhill, Stroud					
Russell LEWIS	Miss. D. Higgins c/o Bentham Ferm Purton, Wilts	Miss, T. Veriod 6, Scarborough Road Swindon	Mas Jenine Karby 53 Whitworth Road Swindon						
Alan MAYES	Mr. Roger Bunce Supporters from Hanney British Legion	Miss Winifred Hudd 34, Euclid Street Swindon	The Black Capri Crew						
lan MILLER	Miss Janet French 43 Trent Road Greenmesdow	Rayner's Car Breaker							
Ray McHALE	Mr. F. Tomlin 21, Westfield Close Cane Lane, Grove Nr. Wantage	Mr George S. Snook 7, Cornwall Ave, Swindon	Miss P. J. Teylor & Mr. K. J. House of Chippenham	The Sleck Capri Craw					
David PEACH	Mr. Mertin Buckland 32 Coxyasib Wootton Basett	Mr. & Mrs. Phillip Marston, Devices	or, Mansion Farm	Mr. Roger Roberts Dairy Farm Hayes Knowle, Purton					
Andy ROWLAND	Mr & Mrs M. Alder 3, Abingdon Road, Tubney, Nr. Abingdon	Mr. T. Herman 9, St. Ives Road Grove, Wantage	Mr. Nick Coots 17 Holmss Rd Goring-on-Thames	My, K. R. Chikott 34 Ash Walk Warmingter					
Kenny STROUD	Mr. A. Love & Mr. A. J. Thor 11, Lovell Close, Covingham Park	npson Miss Cherryl Baniel 7, Larksfield, Covingham Park	Mr. Howard Manor Farm Marston, Devizes	Mark Horsington Garry Wetts Stave Annold Jim Ennis					
Billy TUCKER	Mr. Martin Draper New Inn Minster Lovell	Mr. John Ward 18 Nelson Place London	Mr & Mrs E. A. Sowerny 6 Wyvern Ave Calne						
Brian WILLIAMS	Miss T. S. Cawte 10, Bucklebury Close, Lower Stratton	The Edmonds Femily 125 Morrison Street Swindon	Mr. R. J. Walmeright 47 River View Springfield Ross-on-Wye	Karan Jenkina 30 County Ground Swindon					







Talk of the Town by the Chairman

Today, we welcome our neighbours and friends from Oxford United. These derby games are always strongly contested and I am sure, that todays game, will be no exception.

To mark the occasion "The Red Arrows" from the Royal Air Force Aerobatic Team, stationed at Royal Air Force Kemble have promised a flypast over the County Ground. This of course is subject to numerous factors, the most important of course being suitable weather and of course subject to the exigencies of the Service. I understand that they hope to fly a formation of nine and should be over at about 2.30 p.m.

We hope to be able to publish the date and venue of our Annual Club Dinner in our next programme notes. This event has always proved to be very popular and if you are interested please contact Bob Jefferies as soon as the details are released.

We apologise to all supporters for any inconvience caused by the late postponement of our game with Millwall on Tuesday last. This was caused by the very heavy rain which bucketed down from lunch time. Our local weathermen from Lyneham were also caught out, as we do rely a lot on their forecasts.

It is an odd coincidence that the Millwall players and officials travelled to our ground for the game, as we travelled to Millwall to find the fixture cancelled through a heavy snowfall.

This past week, has been a busy one, at Football League Headquarters and a meeting was convened for all League Clubs to meet at the Cafe Royal in London.

As the members of the third and fourth division clubs have only a representation of six votes at these meetings they usually meet before hand to decide by majority which way their votes will be used.

The important business discussed, included the phrasing of the players contract, which to the average football follower would appear to be a jargon of legal terms, but absolutely necessary to cover all the possibilities that might happen during the employment of the player by the Club.

Advertising on players shirts etc. came in for discussion and in relation to present day practices, it looks as if we shall see our favourite teams in the near future, wearing slogans that

will ensure more revenue to the Clubs. At the moment Television companies have to agree and this could be a stumbling block.

A lot has been written recently about football clubs being near bankruptcy and bank managers having sleepless nights and yet in the same breath we read of new clubs stumbling over themselves to join the Football League.

This week the administrators of the newly formed Alliance League and the administrators of the Isthmian League met to discuss an alliance to form a new set up which would result in a pyramid formation of clubs involving many Leagues, such as the Souther League, the Northern Premier League, the Western League, etc., with the ultimate goal the Football League.

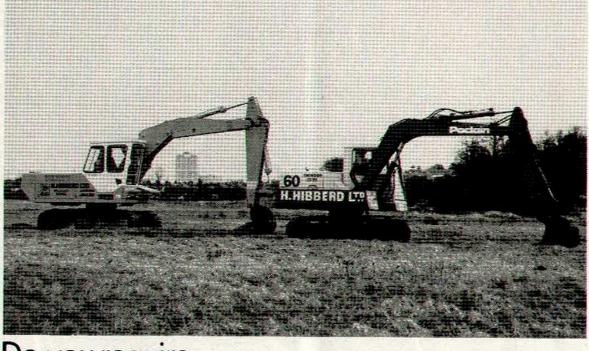
We football league clubs are firmly opposed to any automatic inclusion into the football league at the exclusion of any present member, but like any autocratic member of society welcome the opportunity of member clubs to make their own choice of new clubs.

We are told that the newly formed league would be a god-send for clubs excluded from the Fourth Division, with another Professional league already formed to take them in. Can anyone really imagine being relegated with players of league status and having to meet its financial obligations from gate receipts from clubs with no previous league experience, but time will not stand still and new ideas must make for progress, so we are told.

While we were commiserating with ourselves on Tuesday last our Reserve team had travelled all the way to Ipswich only to find that their game also had to be postponed, but with Ipswich having fixture congestions we agreed to stay the night and play the fixture the next day. At the time of writing these notes, the result is not known.

We also have the same problems with fixtures and cancellations at this time of the season, mean that our ground is not available sometimes for local cup-finals at the end of the season. The County Professional Shield Final has still to be played and we can only hope that there will no further cancellations of our league games.

Hope that the sun will shine today and wishing you all a very Happy Easter.



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Town Statistics '80

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3 Barnsley	22 Colchester United		15 Botherham United	12 Carliela United	7 Outand United	5 Exeter City	29 Blackburn Rovers	25 Chesterfield	22 Manstiero Lown	- O Cricosco	19 Chester	14 Hull City	11 Carlisle United	8 Blackpool	4 Millwall	29 Southend United	23 Wimbledon	16 Grimsby Town	12 Wolverhampton W.	9 Sheffield Wednesday	6 Oxford United	30 Tottenham H.	26 Tottenham H.	22 Wolverhampton W.	12 Barnsley	5 Luton Town	Opponents
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From the Commercial Office

Good afternoon ladies and gentlemen. Welcome to all from Oxford. Let's hope the game is as exciting as the last one in February.

After the game we shall be holding the Grand Easter Draw in the Rendezvous Club. Some lucky person will be £500 better off. I would like to thank everybody who has purchased a ticket and wish them the best of luck. Also a big thank you to all the Agents who have helped make this draw a success.

The "AWAY SUPPORTERS" are holding a DISCO EVENING in the Supporters' Club on Easter Monday, 7th April and they would like your support. All proceeds will go to the "SPONSOR- A - PLAYER" Scheme.

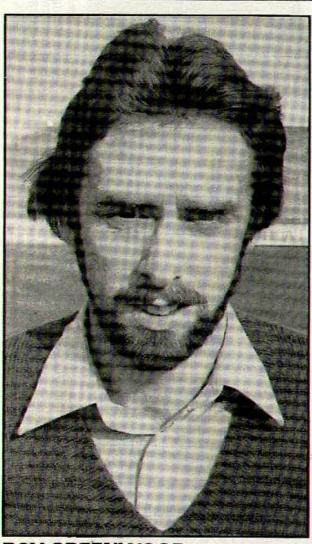
Finally a notice to all youngsters. Tonight in the Supporters Club there is a Disco being held in aid of SPONSORED PLAYERS KIT. The price is 50p at the door. So come along and enjoy yourselves.

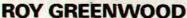
May the best team win.

Alison Buswell Commercial Office

NEXT MATCH

Tuesday, 15th April, 1980 ROTHERHAM UNITED K.O. 7.30 p.m.

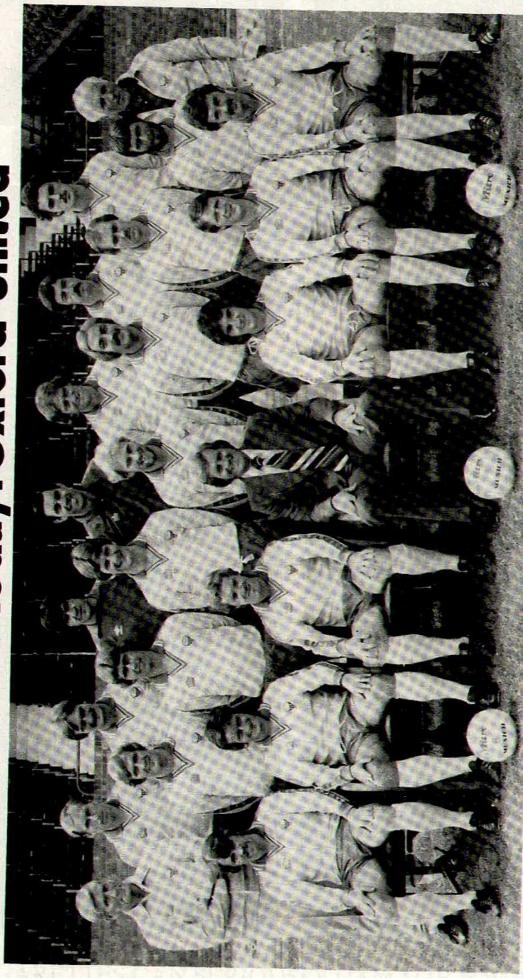






DAVID PEACH

In Town Today: Oxford United



BACK ROW (L to R) Ray Graydon, Phil Emsden, Roy Burton, John Milkins, Paul Berry, David Fogg, Gary Briggs.
MIDDLE ROW (L to R) Ken Fish (Trainer), Jason Seacole, Malcolm McIntosh, Gary Watson, Jimmy Sweetzer, Gordon Hodgson, Peter Foley, Archie White, Fred Ford (Chief Scout)
FRONT ROW (L to R) Colin Duncan, Hugh McGrogan, Les Taylor (capt) Bill Asprey (Manager), Andy Bodel, Andy Kingston, Billy Jeffrey.

Oxford look safe again By Tony Pullein

Oxford United are poised to finish in the middle of the table, as they did last season. But they will have to maintain their impressive away record to do that.

Though they have won only three away League games — at Rotherham (2-0), Blackpool (2-1) and Bury (2-1) — they have collected many valuable points from drawn games at Hull (2-2), Plymouth (1-1), Chesterfield (2-2), Sheffield Wednesday (2-2), Exeter (0-0), Brentford (1-1), Southend (1-1) and Carlisle (2-2).

Oxford were beaten at Mansfield (0-1), Sheffield United (1-3), Gillingham (0-4), Blackburn (1-2), Barnsley (0-2), Millwall (0-3), Chester (0-1) and Reading (0-2).

New manager Bill Asprey can be satisfied with his achievements in his first campaign in charge. The former Stoke City defender was a member of Oxford's coaching staff until last summer. But, when manager Mick Brown accepted the post of assistant-manager at West Bromwich, Mr. Asprey was placed in charge of the team.

He has relied mainly upon the players who were already on his staff, though he did sign goal-keeper David Brown from Middlesbrough and forwards Joe Cooke (Peterborough) and Adrian O'Dowd (Aston Villa).

Brown made his League bow for the Borough in 1977/78 and, before signing for Oxford, he played for Torquay and Plymouth on loan this season. Oxford paid £40,000 for him.

Though Joe Cooke has spent most of his career as a forward, he has been playing in Oxford's back four for the past few weeks. Bradford City introduced him to League football in 1971/72 and he was on two occasions their top scorer. Peterborough paid £40,000 for him in 1978 and Oxford signed him for £45,000 during the early weeks of this season.

O'Dowd scored his first goal in League football against Wimbledon at The Manor a couple of weeks ago. Oxford signed him from Aston Villa for £15,000 a few weeks ago and gave him an early chance in their League team.

O'Dowd has been playing in attack with Paul Berry and Peter Foley.

Berry is Oxford's leading scorer, with 12 goals before the holiday. Yet another Oxford find, Paul made his League debut in 1976/77. Foley who had scored 11 goals prior to the holiday, has twice been the club's top scorer. He hit 13 in 1976/77 and 21 the following season. Yet another product of the youth team.

Midfield players include Billy Jeffrey, Gordon Hodgson, Hughie McGrogan, Kevin Brock and Les Taylor.

Jeffrey served his apprenticeship with Oxford and has been a member of the first-team squad since his debut in 1974.

Hodgson played First Division football for Newcastle and was transferred to Mansfield for £8,000 in 1974. He scarcely missed a game in four years with the Stage, and Oxford paid £30,000 for his transfer in 1978.

McGrogan is yet another player who graduated from the juniors. His first-team chance came in 1974/75 and he completed 100 League appearances for the club last season. Brock was introduced to the League side this season and is an England youth international. Oxford have agreed that he should go to a First Division club when the right offer comes but Kevin has already turned down the chance to join Brighton for £135,000 this season.

Versatile Taylor, who can play in midfield or at full-back, was ever-present for the past two seasons. He initially came into the senior side in 1974/75.

The back four will probably be selected from John Doyle, David Fogg, Cooke, Gary Briggs and Malcolm McIntosh.

Doyle is one of several products of the youth scheme to make his mark in the Oxford first-team. He came through for his debut two seasons ago. Fogg joined Wrexham as an amateur and made his League debut in 1970/71. After four seasons as a senior players. David transferred to Oxford in 1976.

Briggs didn't get into the first-team at Middlesbrough and he made his League bow whilst on loan to Oxford in 1977/78. At the end of that season Oxford completed the transfer for £12,500. McIntosh, another product of the junior team, Malcolm was introduced to the first eleven last season and has been holding his place much of the time since.

Oxford received a bitter blow in the F.A. Cup when they were beaten 1-2 at Barking in the first round. Their League Cup aspirations also took an early knock when they were thrashed 2-7 on aggregate by Reading in the first round.

RESULTS 7 FIXTURES

Aug	11 Portsmouth (L.Cup 1-Leg 1) 14 Portsmouth (L.Cup 1-Leg 2)		A 1-1	football combination	
	18 Sheffield Utd.		H 2-0	Aug 18 H BRISTOL CITY	0-4
	21 Reading		A 1-2	20 A Luton Town	1.
	25 Brentford		H 0-0	25 A Oxford Utd. Sept. 1 A Norwich City	1-
	28 Chester (L.Cup 2 - Leg 1)		H 4-0	Sept. 1 A Norwich City 8 H BRISTOL ROV.	0-1
	31 Colchester		H 1-0	12 A Reading	1-3
Sep			A 3-2	22 H CHELSEA 27 A Cardiff City	0-3
	8 Rotherham Utd.	- 16	A 1-1	29 A Hereford Utd.	3-1
	15 Chesterfield		A 0-3	Oct 2 A Leicester City	0-1
	18 Chester		H 2-1	9 H LUTON TOWN 13 H ORIENT	1-1
	21 Sheffield W.		4 3-1	20 A Tottenham H	0-4
	26 Stoke City (L.Cup - 3)		4 24	23 A Crystal Palace	0-1
	29 Grimsby Town		2-2	27 H SOUTHAMPTON Nov 3 A Bristol City	2.2
Oct.			1 3-0	10 H PLYMOUTH A.	5-3
100000	6 Hull City		1 2-1	17 A Birmingham C.	2-0
	10 Reading		1 0-0	Dec 5 H ARSENAL 18 H WEST HAM UTD.	2.5
	13 Wimbledon		1 1-2	20 H IPSWICH TOWN	3-1
	20 Southend Utd.	A		29 H OXFORD UTD.	3-0
	23 Plymouth A	+	A CONTRACTOR OF THE PARTY OF TH	Jan 5 H Q.P.R. 29 A Bristol Rev.	3-2
	27 Blackpool	H	Market State	Feb 2 H CARDIFF CITY	5-0 1-0
	30 Wimbledon (L.Cup - 4)		1-0	16 H HEREFORD UTD.	1-2
Nov.	3 Sheffield Utd.	A	Vincia de la Companya	23 A Orient 26 A Plymouth A.	1-1
	6 Plymouth A		1 3-2	Mar 1 H TOTTENHAM H.	0-1
	10 Mansfield T.	Α		8 A Southampton	1-0
	17 Blackburn Rovers	A	The state of the s	14 H LEICESTER CITY 25 H NORWICH CITY	4-2
	24 Brentford (F.A. Cup 1)	H		29 H BIRMINGHAM CITY	0-6
Dec.	1 Gillingham		4-1	Apr 2 A Ipswich Town	217
Dec.	4 Arsenal (L.C.6)	A	Phillips Committee	5 H CRYSTAL PALACE 19 A West Ham Utd	
	8 Bury	A		23 A Chelsea	
	11 Arsenal (L.C. 5) replay	Н	SE SECTION OF	26 H FULHAM	
	18 Torquay (F.A. Cup 2)	Н		May 3 A Arsenal	
	22 Torquay (F.A. Cup 2)	A	41/12/2017		
	22 Torquay (F.A. Cup 2) replay 26 Exeter City	Н		midland youth	
	29 Brentford		2-3	Aug 20 A West Bromwich A.	
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	22 Wolverhampton W (FLC-Semi F Leg 1)	Н	100	Jan 10 H BRISTOL CITY	1-1
	26 Tottenham H. (F.A.Cup 4)	Н		Feb 5 A Leicester City	2-1
Feb.	29 Tottenham H (FA Cup 4 - replay) 6 Oxford Utd.	- 15	1-2	18 A Northampton Town 27 A Bristol City	1-0
· cb.	9 Sheffield Weds.	A	2-2	Mar 6 H WOLVES	1.2
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	19 Chester	A	0-1	29 H BRISTOL ROV.	6-0
	22 Mansfield Town	H	2-1		5-0
	25 Chesterfield	A	1-2	25 4 5	3-1
	29 Blackburn Rovers	A	0-2	27 H CHARLTON ATH,	2-1
April	5 Exeter City	A			1.2
	7 Oxford United	H			3-1 0-1
	12 Carlisle United	A		8 H WEST HAM UTD.	3-1
	15 Rotherham	H			2-0
	19 Gillingham	Н			1.2
	22 Colchester Utd.	H		Feb 2 H OXFORD UTD.	3-0
	26 Bury	A		9 A Chelsea	2-0
	29 Millwall	H			3-1 2-0
May	3 Barnsley	H		Apr 7 H READING	
		in a		9 A Bristol Rov.	



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Soccer Scene by Tony Pullein

Easter is the make or break time for all clubs involved in promotion or relegation issues. When this year's holiday games are complete, some clubs --- Liverpool, Walsall and Sheffield Wednesday, maybe? --- will already have the champagne on ice. A few others will be planning for life at a lower level.

Liverpool's 0-2 defeat at Tottenham last Saturday did at least add spice to the meeting with their closest challengers, Manchester United, at Old Trafford. If United should have managed to win that one then there will still be just a chance that they can catch the Anfield side and wrest the championship from them.

But, if Liverpool came out of that game with at least a point, then we can safely assume that they will take the title for a record breaking 12th time. But, whatever happened, Liverpool must surely finish in one of the top two places in the First Division for the eighth season in succession --- another record.

Two clubs went into the Easter games fearing this might be their last Easter as a Football League club. Rochdale and Crewe, the two bottom clubs in Division Four, have little hope now of escaping the relegation net --- unless either can repeat Rochdale's phenomenal of last season when they won seven of their last eight games to pull clear of the danger zone by just two points.

Crewe would appear to be the more vulnerable club should Altrincham win the Alliance Premier League and be the club put forward for election to the Football League. For Crewe were beaten 0-3 at Altrincham in the first round of the F.A. Cup this season.

But Crewe manager Tony Waddington, the former Stoke boss, has not given up hope. "We've tried to show everyone that we are still a very ambitious club," he explained. "We have been doing a lot of improvements to our ground and we have signed several players of experience. I hope these things will be taken into consideration if we have to apply for re-election."

Fourth Division Walsall's run of 21 unbeaten
League games came to an end when they were
beaten at home 3-2 by Peterborough last week.
But that left them still with a nine point lead
over the fifth club and it is inconceivable that the
Saddlers will be overtaken by four clubs and so
miss promotion. The chances are that this
weekend's results will have established Walsall
as certain promotion candidates.

Jack Charlton hopes successfully to complete the first step in Sheffield Wednesday's recovery by taking them back into the Second Division this year. Wednesday fans don't need reminding how vital an affect the Easter games can have on their future. Four years ago they looked doomed to go down into Division Four for the first time as the holiday games approached.

By winning their two home games, against Bury and Halifax both by 1-0, Wednesday managed to pull up to sixth-from-bottom and then did sufficiently well to keep their survival hopes alive. In the end, Wednesday knew they had to beat Southend in their final match to pull clear. This they did, by 2-1, and they missed the drop by one point.

Last year's Easter games were critical for several Second Division clubs. Crystal Palace took maximum points whilst Stoke picked up five out of six. Both virtually booked their promotion places at Easter.

Sometimes a club that has no hope at the beginning of Easter comes out with a glimmer of a chance. Five years ago Derby County had long given up hope of winning the Championship. They were seventh in the table, four points behind leaders Everton, and there were only eight games left to play.

Possibly because they had no pressure upon them, Derby enjoyed a glorious Easter, picking up full points from smashing victories over Luton (3-0), Burnley (5-2 away) and Manchester City (2-1). At the end of the holiday Derby were level with the new leaders Ipswich!

Later the Rams went on to take the title.

The 1975/76 First Division championship was also settled by the Easter events. Queen's Park Rangers, who looked an outstanding bet, lost a silly game at Norwich 2-3 while Liverpool took full points from Stoke (5-2) and Manchester City (3-0 away).

That reverse at Norwich was Q.P.R.'s only defet defeat in their last 15 games. But it was to cost them the title. Liverpool pipped them by one point.

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5	Billy TUCKER	Joe	5
6	Russell LEWIS	Billy JEFFREY	6
7	lan MILLER	ROLEX 3 Hughie McGROGAN	7
8	Chris KAMARA	DEACONS SWINDON EST 1848 TAYLOR	8
9	Andy ROWLAND	Mr. Ronald C. Challis (Tonbridge, Kent) Paul BERRY	9
10	Alan MAYES	Commenced refereeing with R.A.F. in Singapore (1952) then progressed via Kent League. Southern League - referee for 10 seasons - Foot-	10
11	Brian WILLIAMS	ball League line to full list in 1968. Has refereed F. A. Challenge Trophy Final and a European Competition Final in 1976. Lined the Football Association Cup Final in 1978. In 1979 was	11
12		Reserve Referee for Football I eague Cup Final	12

- A Blackburn v Sheffield Utd
- B Blackpool v Carlisle
- C Brentford v Mensfield
- D Chesterfield v Chester
- E Colchester v Bury
- F Grimsby v Hull City
- G Plymouth v Exeter
- H Rotherham v Barnsley
- I Sheffield Wed. v Gillingham
- J Southend v Millwall
- K Wimbledon v Reading
- L Bolton v Manchester Utd
- M Brighton v Bristol City
- N Coventry v Derby
- O Manchester City v Aston Villa
- P Norwich v Crystal Palace
- Q Tottenham v Arsenal
- R West Brom. Albion v Ipswich
- S Birmingham v West Ham United
- T Cardiff v Swansea

