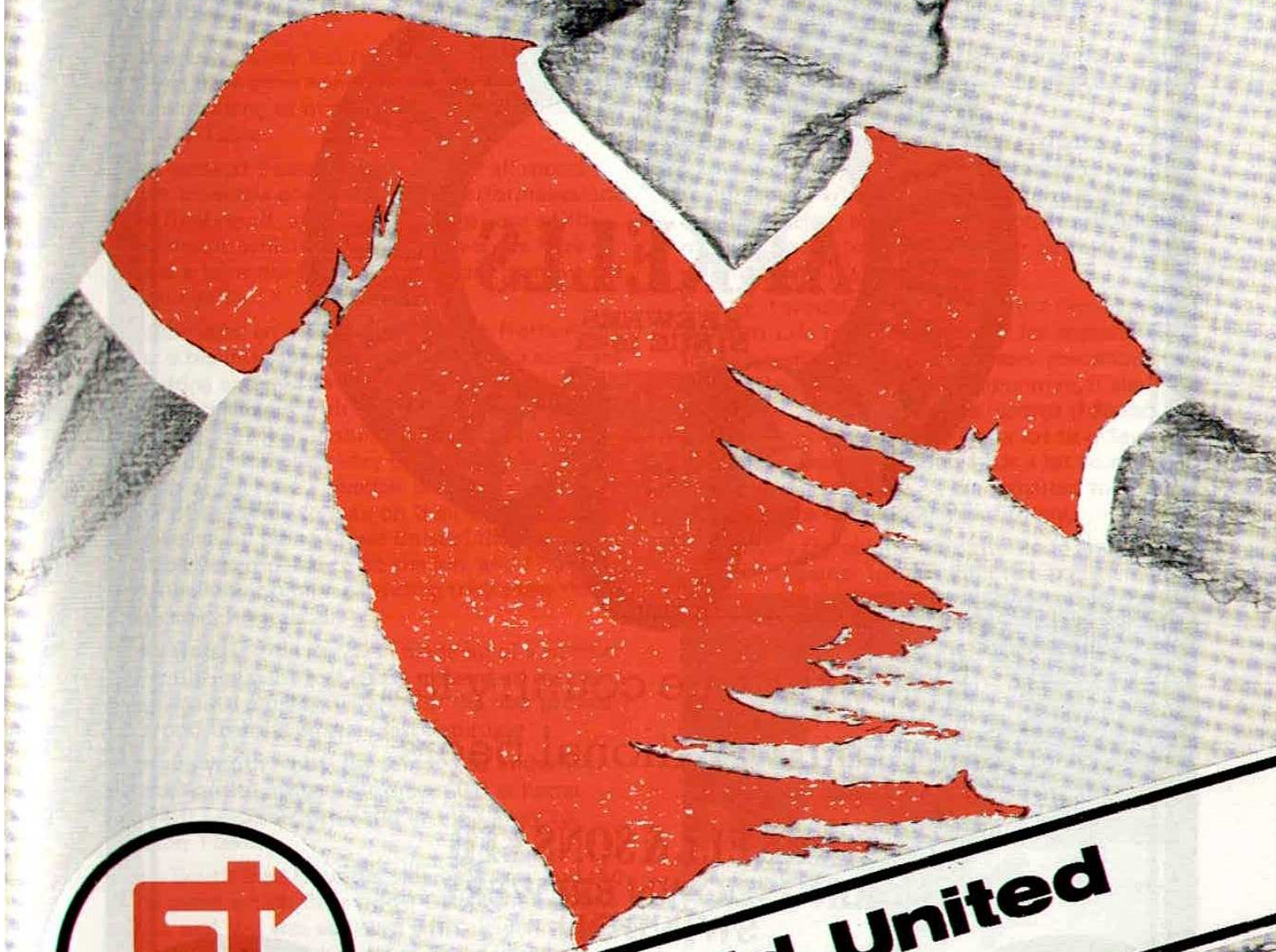


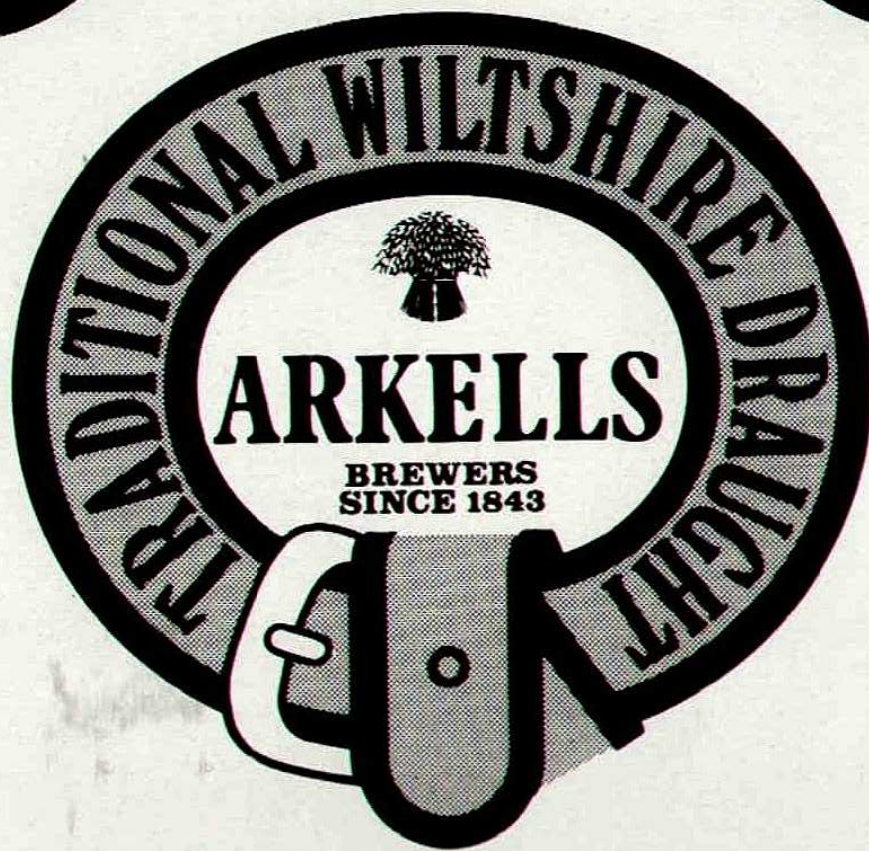
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Sheffield United

Official match day magazine 30p

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John Trollope says

Since I wrote my last notes regrettably the results have gone against us with the consequential worsening of our position in the Division III League Table.

The game at Fulham was a disaster all round both from the point of view of performance and the final result, and if we are to get out of the position in which we find ourselves, we have to show a lot more fight and character than we did in this game.

To the lads' credit the game against Rotherham was a big improvement, and with more accurate finishing and a little bit of luck we could easily have come away with two points. There is no doubt about it in looking at the remaining fixtures that we have a very difficult job on our hands as we have a number of teams in the top half of the table to play on their own ground. However, all along I have insisted that we have the players capable to do the job, and I have not changed my opinion providing they show the necessary endeavour.

The Reserve side has been made up of a number of youth players and it was pleasing to see them win against Bristol Rovers, but the task proved beyond them at Arsenal last Saturday.

On the youth front, the senior side in the Midland Youth League have drawn 0-0 at home against Leicester City, and lost 2-3 away to Luton Town.

The South East Counties side have only had the one game which they won 1-0 at home to Millwall, and this was achieved with a much younger side than usual, as a number of the younger apprentices were on Reserve Team duty.

This week, you will have read about the Chairmans' Seminar resulting in certain changes in the League's regulations. The first important decision was that of permitting Sunday football which I feel must be given a chance here at Swindon to see whether the missing spectators would be drawn back as there are very few alternative activities on Sundays. I think that it is a fair assumption that if on a Saturday we draw say 5 percent of the non-working popula-

tion, then if we draw that same percentage of the non-working population on Sunday then our gates will increase.

The other important decision was that the number of points for a win is increased from two to three, and whether this will improve the game as a spectacle is debatable. I feel there should be more incentive to win away from home to stop visiting teams playing for a draw.

Finally, I would like to thank most sincerely the Hambro Life Insurance Limited for sponsoring today's game. Football is in a very precarious financial situation and it is imperative, if the game is to survive, that more income is found. I am sure that sponsorship has a lot to offer companies and their support has a lot to aid the future of football and we are indebted to Hambro Life for supporting us today.

Thank you for coming this afternoon and let us all work together for this vital two points.



Next Match
Saturday 28th February, 1981

DIVISION III

BARNSELY

Kick-off 3.00 p.m.

Talk of the Town by the Chairman

We are pleased to welcome to the County Ground this afternoon, our friends from Sheffield United. Sheffield United have one of the finest stadiums in the country, but like so many of us, have found that life in the football world is full of ups and downs and in the lower divisions it is just as difficult to get success as in the higher echelons. Their Manager, Martin Peters is no stranger to success, but he has only recently taken over this job, as has our own John Trollope.

We were disappointed to lose both points last week at Rotherham as we played well enough for at least one point. Talking about points, I was disappointed at our recent League Seminar and Extra-ordinary League meeting, to see the suggestion of points to be awarded for each half of the game defeated. This was not the only suggested change thrown out, and only goes to prove how difficult it is to come to any agreement on changes when ninety-two views have to approve them even though in the ultimate this is reduced to votes for forty-two first and second division clubs plus six third and fourth division clubs, and even after this, one has to have a three-quarters majority to get anything passed.

The third and fourth division clubs, known as the Associate Members have been granted an extra two votes which will have to be ratified at the next Annual General Meeting and have the consent of the Football Association. This will bring our voting power from six to eight at future meetings, and this is really to allow each group of clubs to have one member representing them.

Although the Press have announced that Sunday Football has been accepted, it is really only an experiment for the future and at the moment there will only be six games allowed to be played on a Sunday in any one week, and that six games will include any games played on a Friday night, so if the clubs that normally play on a Friday in preference to Saturday continue to play then, this will mean only two clubs will be able to play on the Sunday as there are four clubs who usually play their home games on a Friday at the moment. Clubs wishing to try this experiment will obviously have to make an early application to the league to enable the club and spectators involved enough time to make the necessary arrangements.

We at Swindon will NOT be playing any home games on the County Ground on Sundays this season, although we are not against playing an away fixture on a Sunday if we are so requested by another club. We have sold season tickets to our supporters with the understanding that we shall be playing on the fixture dates announced and this we shall do. We are in agreement to give Sunday football a fair test, but in no way would we agree to this on a regular basis if the experiment did not prove successful with our supporters as they are the life blood of our club.

Many theories are put forward to explain the reason of falling gates, from hooliganism to boring games and television etc., but we all know that the recession of our industries is one of the main causes and the revolving wheel has meant that clubs of all divisions have had to reassess the financial state of the game. Until this phase passes, clubs will have to work on reduced playing staffs and naturally will look to their Youth Policy to produce their future players.

John has taken the manager's job at a difficult time, but with his drive and experience, I am sure that he will maintain the high standard that we all want at the County Ground, and the Youth Policy that he is so interested in, will once again prove invaluable to us.

The question of artificial turf was discussed at the Seminar again — but although clubs can appreciate all the advantages that this would bring, such as the ease of maintenance, freedom from postponements, increase in community involvement, increased commercial use of facilities etc., the cost of approximately three hundred and fifty thousand pounds is the end of all discussions by most clubs today, and until all clubs can make use of such facilities, I am afraid the idea must be shelved, but what a pity.

Coming back to everyday thoughts, we hope that you will all enjoy today's game. We thank you for your support and hope that this will continue.



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John Ward at the 'Meet the Sponsors' evening

"No, I've never done anything like this before" said Roy Greenwood, looking round the room with a mixture of awe and astonishment. "If a firm had been very generous to the Club then may be we would visit their factory, meet the workers, show the flag and so on, but nothing like this." This conversation was taking place at a party at the Rendezvous Club at the County Ground to enable all sponsors to meet the players; everyone had been invited, those who had sponsored kit, given match balls, sponsored matches or given a minibus for the Youth Team: all those in fact who had rallied round at a time when it was difficult for all football clubs financially to keep their heads above water. As Chairman, Cecil Green, said in his speech of welcome, it was Swindon Town's way of saying thank you to them; and judging by the crowd, the noise and the happy faces they had certainly succeeded.

Two years ago Swindon tried a similar gathering. Half the players did not turn up (Bob Smith was so upset he arranged a second get together and ordered them to appear) and those that did, arrived late and sat at one end of the room eyeing the sponsors at the other end with suspicion until Bob Jefferies and Danny Williams almost literally dragged the two groups together. This time there were no such problems. The players had all made a point of finding out who their sponsors were and within minutes were chatting away as though they had known them all their lives.

It was very different from the reaction of the players at one of Billy Tucker's earlier clubs, which had better be nameless. The manager was extremely unpopular with the team. After a bad run of results he decided that he would try and restore falling gates by a public relations exercise in the neighbourhood. After training one day he called the players together: "I've decided to form a darts team," he announced. "We will go round the local pubs and generate a bit of interest in the football club. Now, who will be in my darts team?" He was greeted by deafening silence; nobody moved. After a very long interval the player-coach dutifully raised his hand. There were no other volunteers. The manager could hardly contain his fury. "Right", he stormed "if that's your attitude you will all play. Report to the ground at seven o'clock tomorrow night."

The players went off muttering but next evening they all arrived except for Billy Tucker and one other. The other player's wife was working that

evening and he had to stay in to baby-sit. Billy was studying for his accountancy examinations and in no way was he to be bullied into playing in the manager's darts team instead. They were both fined for disobedience; the other player took it meekly. Not Billy: he went straight to the Professional Footballers' Association. They in turn contacted the manager and after a stormy telephone conversation Billy heard that he had won a reprieve.

The players at the sponsors' night did not give the impression of having been press-ganged. The conversation flowed freely and was fascinating to overhear. "There are three players at the Club who could make the grade in the First Division, Russell Lewis, Kenny Stroud and Brian Williams (the speaker was none of those three!)" "I saw Alan Mayes the other day: he didn't know whether he was coming or going. He played in the Chelsea Reserves mid-week because he didn't have a game for the Saturday before because he was cup-tied. He scored two goals and he was told to report to the Reserves' Team training ground on the Friday. He realised he was not going to be picked for the First Team but nobody bothered to tell him straight out." In fact there was a lot of talk about Alan Mayes: "I really enjoyed playing with him," said Roy Greenwood. "We used to talk a lot about the game: we were always ready to try something new. I think we could have been a good partnership." I said that he seemed to be doing very well with Andy Rowland and was scoring some good goals. "I don't think that's really the point," he replied. "You can come off after scoring and the crowd will say that you have had a good game. I am far more pleased if I know that I have played well even if I haven't scored. The trouble is that forwards are there to score goals; you are paid to put the ball in the net."

And so the talk went on. Autograph books were passed round, Russell Lewis, normally so shy and withdrawn, went over to talk to three girls who had been sitting on their own all evening. Physio-therapist, Kevin Morris, almost played the spoons "That's his party piece," explained one of the players. "He's really a good musician, When we go on tour in Scotland he teams up with a pianist at one of the hotels and they always give a concert." Glen Cockerill looked alarmed at the suggestion that Kevin was going to make him sing.

Continued

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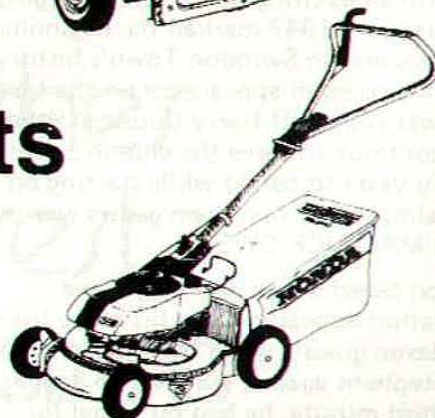
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IN NORTH WILTSHIRE

Town through time

Centre forwards

by paul plowman



The eleven men who took the field at Northampton for the Town's first post-war Division Three fixture on August 31 1946 included just two who had made the same journey seven years earlier - Welshmen Eddie Jones and Billy Lucas. Neither of the two players who had appeared at centre-forward during 1938-39 was still at the club. Alan Fowler was killed whilst serving his country abroad in 1944 and Ben Morton had gone to Stourbridge a year later.

The new Swindon number nine signed for the 1946-47 season was JOHN WILLIAM STEPHENS, bought from Leeds United with his twin-brother Alf - who was to play alongside him at inside-left. More popularly known by his second name, 'Bill' Stephens scored twice on his home debut against Cardiff on September 4 and blasted four goals as the Town destroyed Aldershot 7-0 three days later. He followed this with four out of nine away goals during the next week (a 5-1 victory at Norwich and 4-1 at Brighton!) and notched his eleventh in five outings when an ecstatic 20,831 crowd turned up for a home game with Exeter. Brother Alf scored the other goal in a 2-0 win. Bill was top scorer for the club at the end of the 1946-47 term with twenty-six League goals but for much of the latter-half of the season he had been operating on the right-wing, with an exciting new talent emerging as leader. January 1947 marked the beginning and end of two eras in Swindon Town's history. Making his farewell appearance on the field that month was wing-half Harry Cousins (although he was to continue to serve the club in other areas for many years to come) while starting on the way to almost 600 first team games was centre-forward MAURICE OWEN.

Abingdon-based Owen had only three Combination appearances to his name (in which he hit eleven goals!) when he stepped in for the rested Stephens against Watford on January 11. In the third minute, he laid on a goal for G.G. 'Slacker' Williams and bagged a hat-trick himself in a 5-0 win. Another one-man show followed on March 1 against Mansfield when he slammed home four goals - witnessed by Arsenal manager George Allison. By the close of 1946-47 he had made 17 appearances and had been on target sixteen times - and very soon a number of clubs were showing interest in obtaining his

signature. But Maurice was to remain loyal to the club which had given him his first taste of League football.

During 1947-48, Owen led the Town on a F.A. Cup run which grossed over £4,000 for the club (then equivalent to the takings at a Wembley Final) and he scored one of the goals in a fairy-tale 2-0 away win over First Division giants Burnley in the Third Round. That season saw the Stephens twins go their separate ways. Bill joined West Ham, where injury halted his career after only twenty-two games, while Alf was soon to sample the lesser delights of Southern League football with Dartford. With Owen having not recovered from an injury, another youngster made his debut at number nine for a Division 3 South fixture at Ipswich on November 8 1947. He was ROY ONSLOW (one of three footballing brothers), although most sources erroneously credit that appearance to wing-half Les who was also on Swindon's books at the time. William Morris Jones, a £2,500 signing during the same month also appeared briefly at centre-forward soon after his arrival from Port Vale - but then Maurice Owen took charge for an unbroken run of 77 League and Cup games.

Roy Onslow was to make 140 League appearances for the Town but he was unable to command a regular place in the side until switching to outside-right in January 1950.



TO BE CONTINUED

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Sheffield will do it Peters' Way

By Colin Benson

Once upon a time Sheffield was continually shrouded beneath smoke filled skies. Now the biggest depression hangs low over Bramall Lane, the home of Sheffield United, a proud and famous club who have lost their way.

Until 1979, United had never been out of the top two divisions of the Football League and when disaster did befall them at the end of the 1978-79 season, the shock waves were somewhat tempered by the view that the club had the resources to bounce right back.

Indeed the optimism seemed well founded, as by the end of September last season, manager Harry Haslam had guided the 'Blades' to number one spot in the Third Division. It was a position they were more or less to retain until early February when a shock 2-1 defeat at Reading triggered off an astonishing sequence of 15 games in which they won only two, and gathered just nine points.

Thus the 'Blades' had been well and truly blunted and had to be satisfied with a final position of 12th. The upshot of it all, was the sale last summer of their gifted Argentinian, Alex Sabella, who moved across to Leeds United for a £400,000 fee.

This deal gave Haslam the opportunity to strengthen his squad and a flush of new signings including the classical Martin Peters, Stewart Houston and that veteran goal getter Bob Hatton, once more gave rise to fresh optimism for this current campaign.

Alas performances have not met with expectation and Sheffield United come to the County Ground today in 13th place, a clear 12 points short of a promotion spot.

It is a situation that prompted the Board to relieve Harry Haslam of his managerial responsibilities and hand team affairs over to Peters, the man once described by Sir Alf Ramsey as being "ten years ahead of his time."

Well, Martin probably stepped into the managers seat a little ahead of the time he had planned but he has no fears, saying: "I feel that I am quite capable of dealing with the situation."

Indeed this quietly spoken Londoner might play his cards close to his chest, but he thinks people will be quietly surprised at how firm he

can be when it comes to running the affairs of Sheffield United.

Already in these first few weeks of his reign he has made important decisions. Firstly to stop playing himself and secondly to tell five players that their services are no longer required.

"I am 37 and there aren't too many go on playing till that age, so I don't regard it as a question of finishing playing earlier than expected," explains Peters who adds, "I always knew it was around the corner and this appointment as manager seemed like the ideal time to do it."

It is a great pity that Third Division crowds are not going to have the opportunity to see Peters' quality on the field of play, but he says: "I don't think there is any point in me going on as a player-manager when it would place me under more pressure. Now I can sit back and analyse our team and play from the stand, which is very difficult to appreciate when you are out there in the thick of it. My incentive now is to make the managers job work and so that is where I must direct all my energies."

It is a fact, that Martin Peters found it somewhat difficult to impose his refined technique on the vigorous game played at this level, but he has no reservations as to the style he wants his team to adopt. "I hope to get them up playing attractive football," he says adamantly.

Has he got any set ideas on the way he wants Sheffield United to play?

"Oh yes!" is the instant response. "I would like to have a genuine winger in the side. This is something we haven't really got on the books and hopefully we will find someone somewhere who will fit the bill."

Cash, or rather the lack of it, is one problem but the Sheffield boss is hopeful he might be able to do a swap deal. "Of course we are under pressure when the results are not good, but I am not moaning," he says, "although I must admit that these first few weeks in charge have really been eye openers."

Already Martin Peters has faced a meeting of the clubs shareholders - no mean task - and asked them to be patient. Ironically the 'Blades' kicked off last week with a 2-0 win over Reading. Could that be an omen of better times ahead?

Town Statistics 80-81

S	Aug	9	AFC Bournemouth	(FCL1)	A	1 - 1	51:21	Allan Barrett	2	3	4	5	6	7	8	9	10	11	Sub (if used)
T	12	AFC Bournemouth <td>(FCL1)<td>H</td><td>2 - 0</td><td>x</td><td>58:14</td><td>Allan Barrett</td><td></td><td>Peach</td><td>Kamara</td><td>Rollings</td><td>Walsh</td><td>Miller</td><td>Cockerill</td><td>Rowland</td><td>Mayes</td><td>Carter</td><td></td></td>	(FCL1) <td>H</td> <td>2 - 0</td> <td>x</td> <td>58:14</td> <td>Allan Barrett</td> <td></td> <td>Peach</td> <td>Kamara</td> <td>Rollings</td> <td>Walsh</td> <td>Miller</td> <td>Cockerill</td> <td>Rowland</td> <td>Mayes</td> <td>Carter</td> <td></td>	H	2 - 0	x	58:14	Allan Barrett		Peach	Kamara	Rollings	Walsh	Miller	Cockerill	Rowland	Mayes	Carter	
T	16	Blackpool		H	1 - 2		70:08	Allan Barrett		Peach	Kamara	Rollings	Walsh	Miller	Cockerill	Rowland	Mayes	Carter	
T	19	Portsmouth		H	0 - 1		158:10	Allan Barrett		Peach	Kamara	Rollings	Walsh	Miller	Cockerill	Rowland	Mayes	Carter	
S	23	Fulham		H	3 - 4		64:23	Allan Barrett		Peach	Kamara	Rollings	Walsh	Miller	Cockerill	Rowland	Mayes	Carter	
W	27	Lincoln City	(FCL2)	A	1 - 1		49:40	Allan Lewis		Peach	Kamara	Rollings	Walsh	Miller	Cockerill	Rowland	Mayes	Carter	
S	30	Reading		A	1 - 4		66:55	Allan Lewis		Peach	Kamara	Rollings	Walsh	Miller	Cockerill	Rowland	Mayes	Carter	
T	2	Lincoln City	(FCL2)	H	2 - 0		49:07	Allan Lewis		Peach	Kamara	Rollings	Walsh	Miller	Cockerill	Rowland	Mayes	Carter	
S	6	Sheffield United		A	0 - 3		120:59	Allan Lewis		Peach	Kamara	Rollings	Walsh	Miller	Cockerill	Rowland	Mayes	Carter	
S	13	Rotherham United		H	2 - 1		54:38	Allan Henry		Peach	Kamara	Rollings	Walsh	Miller	Cockerill	Rowland	Mayes	Carter	
T	16	Oxford United		H	1 - 0		77:09	Allan Henry		Trolope	Kamara	Lewis	Carter	Miller	Cockerill	Rowland	Mayes	Carter	
T	20	Barnsley		A	0 - 2		97:47	Allan Henry		Trolope	Kamara	Lewis	Carter	Miller	Cockerill	Rowland	Mayes	Carter	
S	23	Liverpool	(FCL3)	A	0 - 5		16:56	Allan Henry		Trolope	Kamara	Lewis	Carter	Miller	Cockerill	Rowland	Mayes	Carter	
S	27	Huddersfield Town		A	1 - 0		58:56	Allan Henry		Trolope	Kamara	Lewis	Carter	Miller	Cockerill	Rowland	Mayes	Carter	
W	1	Oxford United		H	1 - 0		63:33	Allan Henry		Trolope	Kamara	Lewis	Carter	Miller	Cockerill	Rowland	Mayes	Carter	
T	4	Chester		H	1 - 2		55:74	Allan Henry		Trolope	Kamara	Lewis	Carter	Miller	Cockerill	Rowland	Mayes	Carter	
T	7	Gillingham		A	0 - 0		40:66	Allan Henry		Trolope	Kamara	Lewis	Carter	Miller	Cockerill	Rowland	Mayes	Carter	
S	11	Millwall		A	1 - 3		35:71	Allan Henry		Trolope	Kamara	Lewis	Carter	Miller	Cockerill	Rowland	Mayes	Carter	
S	18	Carlisle United		H	1 - 1		57:59	Allan Templeman		Trolope	Kamara	Lewis	Carter	Miller	Cockerill	Rowland	Mayes	Carter	
S	21	Charlton Athletic		H	0 - 3		56:72	Allan Trolope		Trolope	Kamara	Lewis	Carter	Miller	Cockerill	Rowland	Mayes	Carter	
T	25	Exeter City		A	4 - 3		48:88	Allan Trolope		Peach	Kamara	Lewis	Carter	Miller	Cockerill	Rowland	Mayes	Carter	
S	1	Burnley		H	0 - 3		61:91	Allan Trolope		Peach	Kamara	Lewis	Carter	Miller	Cockerill	Rowland	Mayes	Carter	
T	4	Gillingham		H	0 - 0		47:19	Allan Trolope		Peach	Kamara	Lewis	Carter	Miller	Cockerill	Rowland	Mayes	Carter	
T	8	Colchester United		H	0 - 1		21:53	Allan Trolope		Peach	Kamara	Lewis	Carter	Miller	Cockerill	Rowland	Mayes	Carter	
T	11	Portsmouth		H	0 - 2		81:64	Allan Lewis		Peach	Kamara	Lewis	Carter	Miller	Cockerill	Rowland	Mayes	Carter	
S	15	Blackpool	(FAC1)	A	1 - 1		37:58	Allan Henry		Peach	Kamara	Lewis	Carter	Miller	Cockerill	Rowland	Mayes	Carter	
S	22	Weymouth		H	3 - 2		54:77	Allan Henry		Peach	Kamara	Lewis	Carter	Miller	Cockerill	Rowland	Mayes	Carter	
S	29	Hull City		H	3 - 1		52:75	Allan Walsh		Peach	Kamara	Lewis	Carter	Miller	Cockerill	Rowland	Mayes	Carter	
S	6	Brentford	(FAC2)	A	1 - 1		52:27	Allan Walsh		Peach	Kamara	Lewis	Carter	Miller	Cockerill	Rowland	Mayes	Carter	
S	13	Wimbledon		A	0 - 2		34:70	Allan Walsh	x	Peach	Kamara	Lewis	Carter	Miller	Carter	Rideout	Mayes	Williams	
S	19	Walsall		H	3 - 1		45:23	Allan Henry		Peach	Kamara	Lewis	Carter	Miller	Carter	Greenwood	Mayes	Williams	
F	26	Newport County		A	2 - 0		70:86	Allan Henry		Peach	Kamara	Lewis	Carter	Miller	Carter	Rowland	Greenwood	Williams	
F	27	Plymouth Argyle		H	3 - 0		97:10	McAllister Henry		Peach	Kamara	Lewis	Carter	Miller	Carter	Rowland	Greenwood	Hughes	
S	3	Carlisle United (Postponed)		A						Walsh	x				Carter	Rowland	Greenwood	Williams	
S	10	Chesterfield		H	0 - 1		67:17	Allan Henry		Walsh	Kamara	Lewis	Carter	Miller	Carter	Rowland	Greenwood	Williams	
S	20	Reading		H	3 - 1		81:00	Allan Henry		Walsh	Kamara	Lewis	Carter	Miller	Carter	Rowland	Greenwood	Williams	
S	31	Fulham		A	0 - 2		47:85	Allan Henry		Peach	Kamara	Lewis	Carter	Miller	Carter	Rowland	Greenwood	Williams	
S	7	Rotherham United		A	0 - 1		71:62	Allan Henry		Peach	Kamara	Rollings	Carter	Miller	Cockerill	Rowland	Greenwood	Williams	
S	14	Sheffield United		H															
S	21	Huddersfield Town		A															
S	28	Barnsley		A															
S	7	Chester		A															
T	10	Chesterfield		A															
S	14	Millwall		A															
S	21	Charlton Athletic		A															
S	28	Exeter City		A															
S	4	Burnley		A															
S	11	Colchester United		A															
T	14	Hull City		A															
S	18	Plymouth Argyle		A															
S	20	Newport County		A															
M	25	Walsall		A															
S	2	Brentford		A															
S	9	(F.A. Cup Final)		A															

Goal scorers Shown in BOLD - figures denote minutes of goals x After extra time * Player replaced by substitute
P = penalty † = Own goal



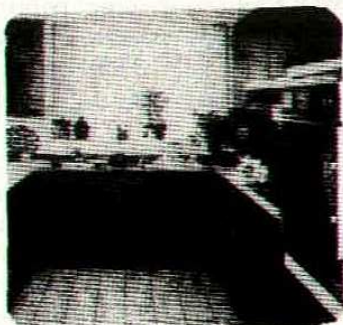
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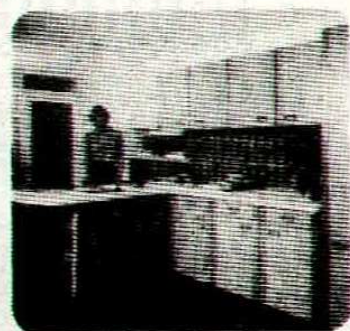


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A-Z of Swindon Town

Part Three - by Tony Pullein

CUP FINALS One of the greatest days in the history of the club was March 15, 1969, when we met mighty Arsenal in the League Cup final at Wembley. Arsenal were fourth in the First Division at the time and we were lying second in Division Three. Though we had knocked out First Division sides Coventry and Burnley on the way to Wembley, few people gave us any chance of beating the Gunners. Even the most ardent Swindon fans went there with the idea of enjoying the day out. "At least we shall be able to say we were here when Swindon played at Wembley" was the general attitude.

The Wembley pitch, having been damaged by horse jumping shows, was uncharacteristically bald in places. The match was played on a surface of rolled mud. Swindon had to defend desperately at times as Arsenal attempted to assert their authority and Peter Downsbrough had a magnificent game in goal. Always eager to break into a scoring position, Swindon snatched a shock lead in the 36th minute when an ill-conceived back pass from Ian Ure was intercepted by Roger Smart who ran happily on to slam the ball past Bob Wilson in the Arsenal goal. Arsenal really turned on the pressure in the second-half but, as time ran out, it looked as if Swindon's over-worked defence would hold out. But, with only four minutes remaining, Arsenal equalised. Bobby Gould rounded Downsbrough close to the edge of the penalty box and then slid the ball into an empty net. Few people expected that Swindon would come back now. In the event, extra-time belonged to us --- and to winger Don Rogers. It was just before the end of the first period of extra-time that Don controlled the ball swiftly and created enough space for himself to crack an unstoppable shot into the net. Moments before the end Rogers scored an even more brilliant goal after picking the ball up on the half way line and sprinting into the Arsenal penalty-box before finishing with another finely executed shot. The final whistle went shortly after that. And Swindon had upset all the odds by winning 3-1.

Swindon team: Downsbrough, Thomas, Trollope, Butler, Burrows, Harland, Heath, Smart, Smith (Penman), Noble, Rogers.

Swindon appeared in another Cup final a year later --- in the Anglo-Italian Cup. We met Naples on their own ground in a final that was never completed. Swindon ran into a 3-0 lead with goals from Peter Noble (2) and Arthur Horsfield and this so annoyed the home fans that they rioted on the field. The game had to be abandoned in the 79th minute but the organisers decided to award the trophy to Swindon.

Swindon team: Jones, Thomas, Trollope, Butler, Burrows, Harland, Smith, Smart, Horsfield, Noble, Rogers.

As holders of the Football League Cup in 1969, we were invited to participate in a two-legged tie against the Italian League Cup holders Roma the following season. The first leg was played in Rome on August 27, 1969 where we were beaten 1-2, our goal being scored by Peter Noble.

Swindon team: Downsbrough, Thomas, Trollope, Butler, Burrows, Harland, Smith, Horsfield, Smart, Noble, Rogers.

The second-leg was staged at the County Ground on September 10, 1969, where we ran out easy winners by 4-0 to win the trophy on aggregate. Our scorers were Don Rogers and Arthur Horsfield, who hit a hat-trick.

Swindon team: Downsbrough, Thomas, Trollope, Butler, Blick, Harland, Smith, Horsfield, Smart, Noble, Rogers.

DAVIES Bert Bert Davies devoted much of his life to Swindon Town. He played in our Southern League days prior to the first war and in 1913 he was transferred to Middlesbrough. But he returned in 1919 to help re-establish the club and in 1920 he was picked for the England party for a Commonwealth Tour. After our election to the Football League, Bert remained a key figure in the side for over six years. After retirement he joined the club's coaching staff and he was once again instrumental in picking up the pieces after the second war. Bert kept in touch with local schools football and, when the club re-assembled in 1945, Bert produced 21 youngsters and three professionals for the transitional season of 1945/46.

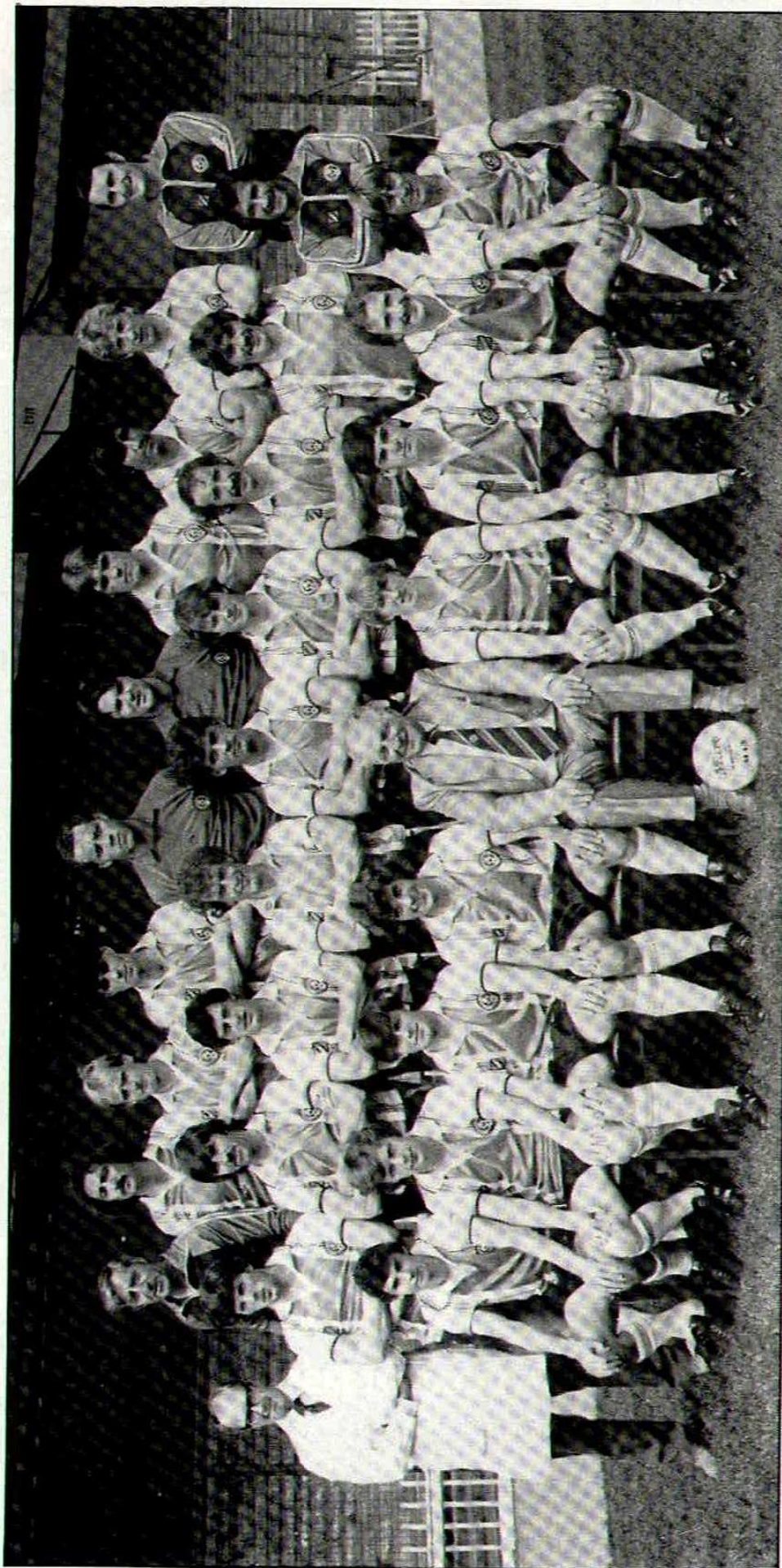
League record:

		Aps.	Gls.
MIDDLESBROUGH	1913/14	+	+
	1914/15	+	+
SWINDON	1920/21	32	5
	1921/22	23	3
	1922/23	40	3
	1923/24	42	3
	1924/25	38	5
	1925/26	34	3
	1926/27	8	-
		217	22

+Middlesbrough details unavailable.

The main feature in the next instalment of the A-Z OF SWINDON TOWN will be a complete check of all our F.A. Cup results. Make sure you get your copy!

Sheffield United



Back Row:

Cec Coldwell (Chief Scout), John Matthews, Les Tibbott, Steve Paterson, Derek Richardson, Steve Conroy, Phil Jones, Pedro Verde, Craig Renwick, Geoff Vowden (Youth Coach)

Middle Row:

Geoff Goodall (Physiotherapist), Dougie Brown, Barry Butlin, Steve Charles, Stewart Houston, John MacPhail, Mike Trusson, Bob Hatton, Tony Kenworthy, Danny Bergara (Youth Development Officer)

Front Row:

Gary Brazil, Paul Garner, P. Casey, Mark Smith, Harry Haslam (Manager), John Flood, John Burke, Tony Moore, John Cutbush.

Sheffield United Pen-Pictures

STEVE CONROY (Goalkeeper) Steve developed in the Blades' junior teams and made his League debut during the 1977/78 season. He won a regular place which he held until the arrival of Derek Richardson last season. He has recently been recalled.

DEREK RICHARDSON (Goalkeeper) Derek began his career with Chelsea but didn't get into their League eleven. He joined Q.P.R. in 1976 and got occasional outings in their first-team. It was after transferring to Sheffield United for £50,000 last season that he earned a regular game in League soccer.

JOHN CUTBUSH (Defender) John was a reserve player with Tottenham but he quickly established himself after getting a chance in Fulham's first-team in 1972. He made 135 League appearances for the Cottagers before joining Sheffield United, initially on loan, in 1977.

TONY KENWORTHY (Defender) Tony developed in the Blades' junior teams and came through for his League bow in 1975/76. He recently celebrated his 150th League appearance for the club.

JOHN McPHAIL (Defender) John established himself as a regular member of Dundee's Scottish League eleven for three years and Sheffield United had to pay £50,000 for his transfer two seasons ago.

PAUL GARNER (Defender) Paul established himself in the Huddersfield team in the early 'seventies. Sheffield United signed him in 1975 but two years later he was injured in a car crash and missed almost a complete season.

MIKE TRUSSON (Midfield) Mike is enjoying a splendid season following his £70,000 summer transfer from Plymouth. He made his senior bow for Argyle soon after turning professional with them in January 1977.

JOHN RYAN (Midfield/Defender) Versatile John can play in several positions. He made his way into League soccer with Fulham in 1966 via Tonbridge and Arsenal. He was freed in 1969 when he signed for Luton and he became a fixture in their side until his transfer to Norwich in 1976. Last year he moved to Seattle Sounders but has recently returned to link up with the Blades.

LES TIBBOTT (Midfield) Normally a full-back, Les has been turning out in midfield for the Blades this season. A Welsh under-21 international, Les opened his League career with Ipswich in 1975/76 and joined the Blades for £100,000 in 1979.

MICK JONES (Midfield) Mick made his League debut for the Blades at Carlisle on the opening day of this season and has been appearing fairly often in midfield.

STEVE NEVILLE (Forward) Sheffield United signed Steve earlier this season for £80,000 shortly after he had played an outstanding game against them for Exeter City. He began his League career with Southampton in 1977/78 but moved on to Exeter the following season.

BOB HATTON (Forward) Bob, who has been a prolific goalscorer throughout his career, is continuing in the same vein with the Blades following his £75,000 summer transfer from Luton. He made his early League appearances with Wolves and was transferred to Bolton for £30,000 in 1967. He spent a brief period with Northampton before signing for Carlisle in 1969. Two years later they sold him to Birmingham for an £85,000 Blues' club record fee. After twice topping their list, he went to Blackpool for £50,000 in 1976. A chart topper for the Tangerines, too, he moved on again in 1978 to Luton.

STEVE CHARLES (Forward) Another of the Blades' own discoveries, Steve got his chance in the senior side last season.

John Ward Continued

Ten o'clock drew near. Those of us who had come from London had to sprint for the last train. As we left, Secretary Bob Jefferies was pretending to look worried: "How can I get people to go," he was saying. Underneath he must have been a very happy man. The party had

been a resounding success; he had signed up an unprecedented number of kit sponsors for next season; the players had done their duty and made it seem like pleasure; and a hundred or so guests had had the time of their lives, feeling they really were part of Swindon Town Football Club.

SWINDON PERMANENT BUILDING SOCIETY FOOTBALL COMPETITION

PLAYER OF THE SPRING PERIOD WINS £100 – FIRST SPECTATOR WHO AGREES WITH THE PANEL'S DECISION WINS £100.

Today's game starts the Spring Competition – mark players out of 20 for skill and team work for each match. (Less 5 points for dissent)

Name of Player	Sheffield United	Barnsley	Millwall	Exeter City	Colchester United	Newport County	Total Marks

Presentation of £100 to Mr J Staley of Euclid St, the prize winner of the Winter Competition will be made prior to today's match.

From the Commercial Office!!!

With the world in a state of change so is the world of the Football Leagues Clubs commercial operations. On July 1st the new laws on Lotteries and Gambling will change and in our own case with lotteries in mind the limits on prize money and gross takings etc. will be doubled. This will enable organisations like ourselves who run lotteries to double the top prize from £1,000 to £2,000.

We at Swindon will not be left behind when the times come and with our Development Fund Bingo Ticket soon to take on a new look you can see the time of change is at hand.

At the present our Fund Raising operations pay out between £4,000 and £5,000 pounds each week in prizes and sales commission. If we

are to continue and progress we need your help in the selling of Lottery and Development Fund Tickets. I appeal to any of you who think you could sell a few tickets each week to fill in the form below and return it to the Commercial Office or ring Swindon 42984

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Doug Buswell
Commercial Manager.

Third Dimensions

Charlton surrendered their position at the top of the table after crashing 0-4 at Chester - only their second defeat since the end of September. Four goals was more than the Seals had managed in their last six games put together!

Fulham's John Beck was the first to score against Brentford since Boxing Day when he put the Cottagers ahead on Saturday. Bees' Gary Roberts was booked and then scored - all within ten minutes of coming on as substitute.

Over at New Cross, Peter Anderson's young Millwall side saw off Colchester with two goals in seven minutes from David Martin and Dean Horrix - on his League debut.

Dave Gwyther gave Newport a second-minute

lead at Oxford, the County had to successfully negotiate eighteen corners from Ian Greaves' side!

Exeter, unbeaten away since November 1, crashed twice on their travels within four days. At Turf Moor on Saturday, it was the tale of two penalties. Martin Dobson put one away for Burnley but 25-goal Tony Kellow blasted his over the bar. City had no answer to Portsmouth's goal power on Tuesday when Mick Tait hit a five-minute hat-trick in a 5-0 win.

A penalty also proved to be the decider at Gillingham, where Steve Bruce handled to give Carlisle a gift, which Gordon Staniforth gratefully accepted.

Fellow strugglers Blackpool had defender Ricky Sbragia sent off in the 1-2 defeat at Hull.

LEAGUE TABLEup to and including Tuesday February 10th

	Home					Away					Ave Home					TOP GOALSCORER
	P	W	D	L	F-A	W	D	L	F-A	Pts	Lge	Gte				
Rotherham Utd	33	12	5	0	32- 5	4	6	6	13-18	43	6,907	Ronnie Moore 17 (15)				
Charlton Ath	30	12	2	1	30-11	7	3	5	17-16	43	6,323	Derek Hales 21(15)				
Huddersfield T	32	12	4	1	30- 5	4	6	5	19-16	42	11,884	Terry Austin 15 (13)*				
Barnsley	31	10	4	2	31-12	6	6	3	19-16	42	11,342	Ronnie Glavin 16 (10)				
Portsmouth	32	12	2	3	29-14	6	2	7	14-16	40	14,447	David Gregory 12 (10)				
Burnley	31	10	3	3	28-14	4	6	5	14-16	37	6,724	Steve Taylor 13 (13)				
Chesterfield	31	10	2	2	25- 9	5	4	8	21-19	36	8,639	Alan Birch 18 (17)				
Plymouth Arg	32	10	2	4	28-15	2	8	6	14-19	34	8,028	David Kemp 23 (19)				
Exeter C	32	6	5	5	25-24	7	2	7	22-23	33	4,457	Tony Kellow 25 (17)				
Reading	32	10	3	3	29-12	2	5	9	11-26	32	5,225	Pat Earles 9(7)				
Brentford	33	4	6	6	19-17	6	6	5	18-20	32	6,862	Tony Funnell 8(6)				
Chester	33	9	3	5	20-12	3	4	9	9-22	31	2,631	Trevor Phillips 7(7)				
Sheffield Utd	32	10	4	2	27- 9	2	2	12	20-31	30	12,499	Bob Hatton 15(13)				
Walsall	33	6	7	3	33-29	4	3	10	12-26	30	4,272	Alan Buckley 11(9)				
Millwall	32	9	6	2	25-14	2	2	11	8-32	30	3,803	Nick Chatterton 9(8)				
Colchester Utd	32	9	6	1	27-14	1	2	13	9-34	28	2,436	Kevin Bremner 8(6)				
Newport Co.	31	6	3	6	20-16	4	3	8	19-25	27	6,057	Tommy Tynan 11(7), Dave Gwyther 11(8)				
Gillingham	32	5	6	5	15-16	3	5	8	18-30	27	4,982	Ken Price 10(8), Trevor Lee 10 (8)†				
Fulham	31	4	7	5	16-20	3	5	7	20-24	26	4,813	Gordon Davies 17(13)				
Oxford Utd	32	4	4	8	11-19	5	4	7	12-18	26	3,870	Kevin Brook 6(5)				
SWINDON TOWN	30	7	2	7	22-22	2	4	8	10-22	24	6,455	Andy Rowland 8(7)				
Carlisle Utd	30	5	5	4	23-23	3	3	10	16-32	24	3,814	Peter Beardsley 11(6), Gordon Staniforth 10(10)				
Blackpool	31	2	6	6	15-22	4	4	9	21-34	22	6,556	Colin Morris 16(12)				
Hull C	30	5	3	6	15-15	1	4	11	13-40	19	4,507	Keith Edwards 15(11)				

* Includes 9 goals for Mansfield T
† Includes 9 goals for Colchester U

League Cup, F.A. Cup & E.C.W.C. goals included (League goals in brackets)

RESULT ROUND UP

Football Combination

- Jan.20th Swindon Town 1 (Williams) Hereford United 1
Allan, Lewis, Walsh, Kamara, Rollings, Stroud, Miller, Couter, Rowland, Greenwood, Williams, Henry (s)
- Jan.31st Swindon 2 (Rollings,Bristow) Bristol Rovers 1
McAlister, Barrett, Walsh, Batty, Rollings, Round Cockerill, Carmichael, Rideout, Bond, Short, Bristow (s)
- Feb. 7th Arsenal 2 Swindon Town 0
McAlister, Barrett, Bailie, Hughes, Round, Walsh, Abbley, Carmichael, Slattery, Bond, Batty, Bristow (s)

South East Counties

- Jan.24th Swindon Town 0 West Ham United 2
Pullen, Baverstock, Bailie, Batty, Shaw, Byrne, Jefferies, Bristow, Furley, Short, Evans, Donovan (s)

- Feb. 7th Swindon Town 1 Millwall 0
Pullen, Holdsworth, Baverstock, Smith, Shaw, Westlake, Jefferies, Donovan, Furley, Niblett, Evans.

Note: Jan 14th should read v Luton Town not Coventry (last programme)

Midland Youth League

- Jan 21st Leicester City 1 Swindon Town 1 (Rideout)
Twigger, Baverstock, Bailie, Batty, Round, Westlake, Jefferies, Bristow, Rideout, Short, Hughes.
- Jan 28th Swindon Town 0 Leicester City 0
Twigger, Baverstock, Bailie, Batty, Round, Blackler, Hughes, Bristow, Rideout, Short, Coleman.
- Feb. 5th Luton Town 3 Swindon Town 2 (Hughes, Coleman)
Twigger, Baverstock, Bailie, Batty, Round, Westlake, Hughes, Bristow, Rideout, Short, Coleman.

Picture



Roy Greenwood shoots home goal number one against Reading.



Reading goalkeeper Death smotheres a shot and a scoring chance by Roy Carter in the Town's last County Ground victory.

Parade



A packed Reading defence is too much for the outstretched leg of grounded Chris Kamara.



Swindon's Andy Rowland (left) and Russell Lewis are outnumbered by Reading defenders during the Town's win at the County Ground.

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Glenn Cockerill	Mrs. Kay Coppock Rendezvous Club			
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Brian Hughes	Bunny Shayler Carterton	Mr. A. Coppock Rendezvous Club		
Chris Kamara	J.R. Rayner & Sons, Motor Vehicle Dismantlers of Bushton & Broad Town			
Russell Lewis	G. Heath & Son (Builders) Ltd. & Staff, 79 St. Mary's Grove, Swindon			
David Round	Mr. A. Coppock Rendezvous Club	Glen & Dave Rideout 1 Shrivenham Road.	Sharon & Julie Keyse 48 Mosley Road Cashes Green	
Ian Miller	Miss Janet French 35 Cricklade St. Old Town	Mrs. June Beckett 33, Oakfield Carterton	Mr. Carter Bentham Farm Purton	Mr. M. Meredith & Colleagues
Tom McAlister				
David Peach	Mrs. N. Phillips, Mansion Farm, Devizes		Martin Buckland 32 Coxstalls Wootton Bassett	Roger & Nicholas Roberts 16 Waylands Cricklade
Paul Rideout	Miss Nicky Heath 7 The Crescent Common Platt	Miss Karen Jenkins County Road Swindon	Miss T. Cawte London	Mrs Josie Heath 7 The Crescent Common Platt
Andy Rollings				
Andy Rowland	Mr. Nick Coote 17 Holmlea Rd. Goring on Thames	The Edmonds Family 125 Morrison St. Swindon	Miss Janine Kirby 53, Whitworth Rd. Swindon	Mr John Freeman, Crouch Farm Highworth
Kenny Stroud	Mr. H. Howard, Manor Farm, Marston, Devizes.			
Roy Carter	Miss Dianne Niblett Rose Cottage Marle Hill, Charlford	Mr & Mrs E Spearey 6 Wyverne Ave. Swindon	Mr J. Fisher 30 Severn Ave Swindon	Mr. C. Eckersall & Colleagues
Billy Tucker	Ken Turner, Liden			
Roy Walsh				
Brian Williams	Hirst Garages Group, Orchard Garage of Blunsdon			

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Mr. Stephen Clayton	Stratton Rd	20p
Bunny Shaylor	Carterton	20p
Mr. Ronnie Solis	Chadlington	10p

Soccer Scene

by Tony Pullein

The soccer world was stunned by Leicester's 2-1 victory at Anfield a fortnight ago that ended Liverpool's fantastic run of 85 unbeaten home games. How was it that humble Leicester - - - then bottom of the First Division and with scant hope of avoiding relegation - - - could succeed where famous teams like Benfica, Borussia Moenchengladbach and Nottingham Forest had failed so abysmally over the previous three years?

In fact, given hindsight, we can appreciate that the Anfield stage provided a classic example of how the mighty can be slain.

This type of football record is almost invariably smashed by the unlikeliest of opponents. There are deep, psychological reasons behind it.

Liverpool's previous defeat at Anfield had been on January 21, 1978, at the hands of Birmingham, who were fifth from bottom in the First Division at the time. Liverpool then reigned supreme at home over 63 First Division games, six F.A. Cup ties, nine League Cup matches and seven games in Europe.

Previously the record had been held by Millwall who extended their run to 59 League games at The Den between 1964 and 1967. In their case the sequence was broken by defeat in a cup-tie but that tally of 59 unbeaten home League games remained a record in the Football League until Liverpool surpassed it.

Millwall's record looked in absolutely no danger when they ran onto the pitch to face Plymouth Argyle in January 1967. The Lions were second in the Second Division, level on points with the runners-up. Plymouth were struggling at the wrong end of the table with no win in 12 away League games that season; they had, in fact, picked up but two paltry points from drawn games.

Yet Argyle went into a two-goal lead by half-time and held on to win 2-1.

The reason why these things happen is rather similar to the upsets we get in cup-ties.

Take Liverpool, for example. Manager Bob Paisley has to try to motivate his men before every match which, for the Reds in recent years, have all been like cup-ties. He will, no doubt, have insisted of his players that they should disregard Leicester's League position; he will have told them that Leicester had still not given up hope of First Division survival and that they would be fighting all the way.

It's a human fact of life that those Liverpool players will have disregarded his advice. "He's only doing his job. He knows, as we do, that Leicester are the worst team in the First Division," will have been their attitude.

After all, Leicester had lost their previous five games with a goals record of 0-9.

How could such a team be of any danger to a side containing such famous international as Ray Clemence, Phil Neal, Phil Thompson, Graeme Souness and the like?

Liverpool's false sense of security will have been enhanced by the fact that they went in at the interval with a 1-0 lead handed to them by a Leicester player's own-goal.

Again, Mr Paisley's words of wisdom no doubt meant little to a Liverpool team that believed it had only to show its face for a further 45 minutes before extending its run. It was all being taken for granted.

By the time Pat Byrne and Jim Melrose had turned the game in Leicester's favour there was only 12 minutes left for play and Liverpool were so much out of their stride that there was no hope of recovery.

It's all in the mind, as they say.

Some folk accused Liverpool of lack of professionalism. But that's a charge that could surely not be levelled against a team of their achievements? In reality, it comes down to the human fault from which all of us suffer - we all believe the good times can go on forever. When they come to an end we are often ill-prepared to deal with the situation.

The boot was on the other foot for Leicester last season. They were pressing strongly for promotion from the Second Division when they were drawn at home to Isthmian League Harlow Town in the third round of the F.A. Cup.

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Saturday February 14 1981

SWINDON

- 1 Jimmy ALLAN
- 2 Charlie HENRY
- 3 Dave PEACH
- 4 Chris KAMARA
- 5 Andy ROLLINGS
- 6 Kenny STROUD
- 7 Ian MILLER
- 8 Roy CARTER
- 9 Andy ROWLAND
- 10 Roy GREENWOOD
- 11 Brian WILLIAMS
- 12

SHEFFIELD UTD

- Steve CONROY 1
- Tony MOORE 2
- Les TIBBOTT 3
- Tony KENWORTHY 4
- John MacPHAIL 5
- Mike TRUSSON 6
- Gary BRAZIL 7
- Steve NEVILLE 8
- Paul GARNER 9
- Bob HATTON 10
- John RYAN 11
- Steve CHARLES 12



Linesmen: Red Flag: Mr. J.L. CONNOCK - Bristol Yellow Flag: Mr. R.J. HORSWELL - Bristol

REFEREE:

BERT L. NEWSOME (Broseley, Shrops).

Started refereeing whilst in the Army then progressed through local Shropshire Leagues, Midland Intermediate and Central Leagues to the Football League. Refereed the 1975 England v. Wales Youth International, and lined the France v. Spain International - in Paris - in 1961. Officiated in Italy for the 1972 Anglo-Italian competition and also at the Bayern Munich v. Anderlecht European Super Cup in 1976, and also England v. Wales Youth International.

He is an industrial representative with Telford Development Corporation, and his interests are gardening, home decorating, cooking, antiques and most sports - but especially squash.

Key of the Board

- A Blackpool v Fulham
- B Brentford v Portsmouth
- C Carlisle v Plymouth
- D Chesterfield v Oxford Utd.
- E Colchester v Burnley
- F Reading v Huddersfield
- G Walsall v Hull City
- H Ipswich v Charlton
- I Middlesbrough v Barnsley
- J Newcastle v Exeter
- K Nottm. Forest v Bristol City
- L Peterborough v Manchester City
- M Southampton v Everton
- N Tottenham H. v Coventry
- O Wolverhampton v Wrexham
- P Leeds v Stoke
- Q Liverpool v Birmingham
- R Norwich v West Brom Albion
- S Sunderland v Leicester
- T West Ham Utd. v Chelsea