

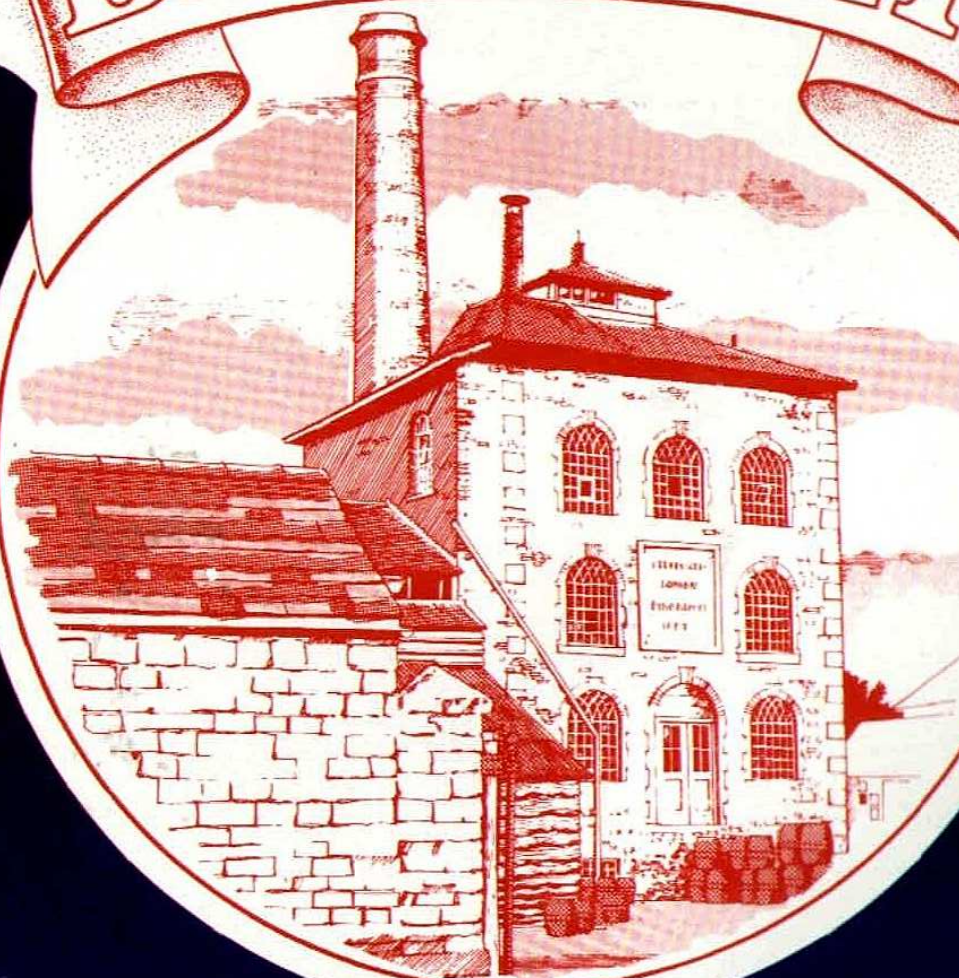
Swindon Town Football Club



PRESTON NORTH END

at the County Ground, Swindon Saturday, 12th September
Kick-off 3.00p.m. Official Match Magazine 35p

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Talk of the Town by the Chairman

Today we are pleased to welcome the Players and Officials of Preston North End to the County Ground. Preston North End has a football history second to none until the latter years and I am sure they are hoping that Tommy Docherty, their new manager, will bring back the crowds to a winning side.

Although the Football League started its fixtures a couple of weeks later than usual this year, it did not encourage more spectators to attend the opening matches. Each year we look for the answers to this, blaming either holidays, the weather or Christmas, and, of course, we always fall back on television and now with high unemployment we do have a real problem. A successful side is the only real answer to a well supported team and most clubs are having to employ more players than they can afford to try and achieve this success. People on the outside of football business must be amazed when they read that clubs are prepared to spend over a million pounds to obtain the services of just one player and with no guarantee that that is the answer to all of their problems.

The exchange of players between clubs can also be a little confusing sometimes to the lay man, particularly if they are both priced very high. There was a time when players received a bonus of 5% from these transfers, but that no longer exists because of an arrangement with the Football League and the Professional Footballers' Union, for a payment from these transfers which benefits their pension scheme. V.A.T. is also payable on transfer fees and so the Government takes its share as well. While a few clubs can think of spending out these vast sums of money, the majority need every penny of income to keep up with the Joneses.

John has played through his football career without being involved in the high finance and has learned to value honesty and integrity, and I am sure will, one day, produce this success which we all strive for, without putting a millstone stone around the club financially.

John has started this new season with eight new faces and, including the friendly matches on the County Ground, has introduced them all to you. We have made a promising start to the season and I am sure that John will have a very entertaining as well as successful team. All we need is your support and the usual run of the ball to make this a very interesting season. The coaching staff to help John is also new this season, with Ken Beamish who has joined us as a player/coach and Don Rogers who is new to the coaching side, being John's youth manager. Don has told me that he is delighted to be a part of Swindon Town again and we are all delighted to have him, and his experience and know-how will be invaluable to our young players. Ken's experience playing alongside our young players in the Reserve Team will be equally as valuable.

The change of points system will soon begin to show the difference between winning and drawing, whereas last season if a team drew away it halved the points, this season one only gets a third. It is the same for all clubs I know and will average itself out, but I feel that if a club should draw more games away than it loses it should be worth a relatively higher position in the table than a club which wins its home games and loses its away points. This is the experimental season and I am sure that we can improve only by being bold and trying something new. We are a very conservative body in the football world and cannot make any changes that are not approved or rather that do not interfere with the running of our World Football affairs.

Hoping that you enjoy today's game and thank you for your support.

Our front cover feature

Swindon's Roy Carter (right) leaps to head home the Town's first goal against Wimbledon in the 4-1 win at the County Ground.

We have played two league games prior to this afternoon and I am pleased that the results have surpassed those for the same period last season. The result of the first game against Wimbledon was very pleasing although I thought the 4-1 result flattered us a little. But this game is all about putting the ball into the back of the net and we certainly had our shooting boots on that day. This result can only be good for the confidence of the team and hopefully we can continue in this winning vein and give you good goal scoring entertainment throughout the season.

At Chester, although the result was a good one, I felt that if the opportunities made within the opponents box had been taken then we could easily have come away with a good away win. Although the final result was a no score draw be assured that we did not set out to play defensive football and neither shall we throughout the season. I am looking for far more goals than we scored last season but, there again, the priorities after I took over then were far different than at this present time, the main task then was to avoid relegation.

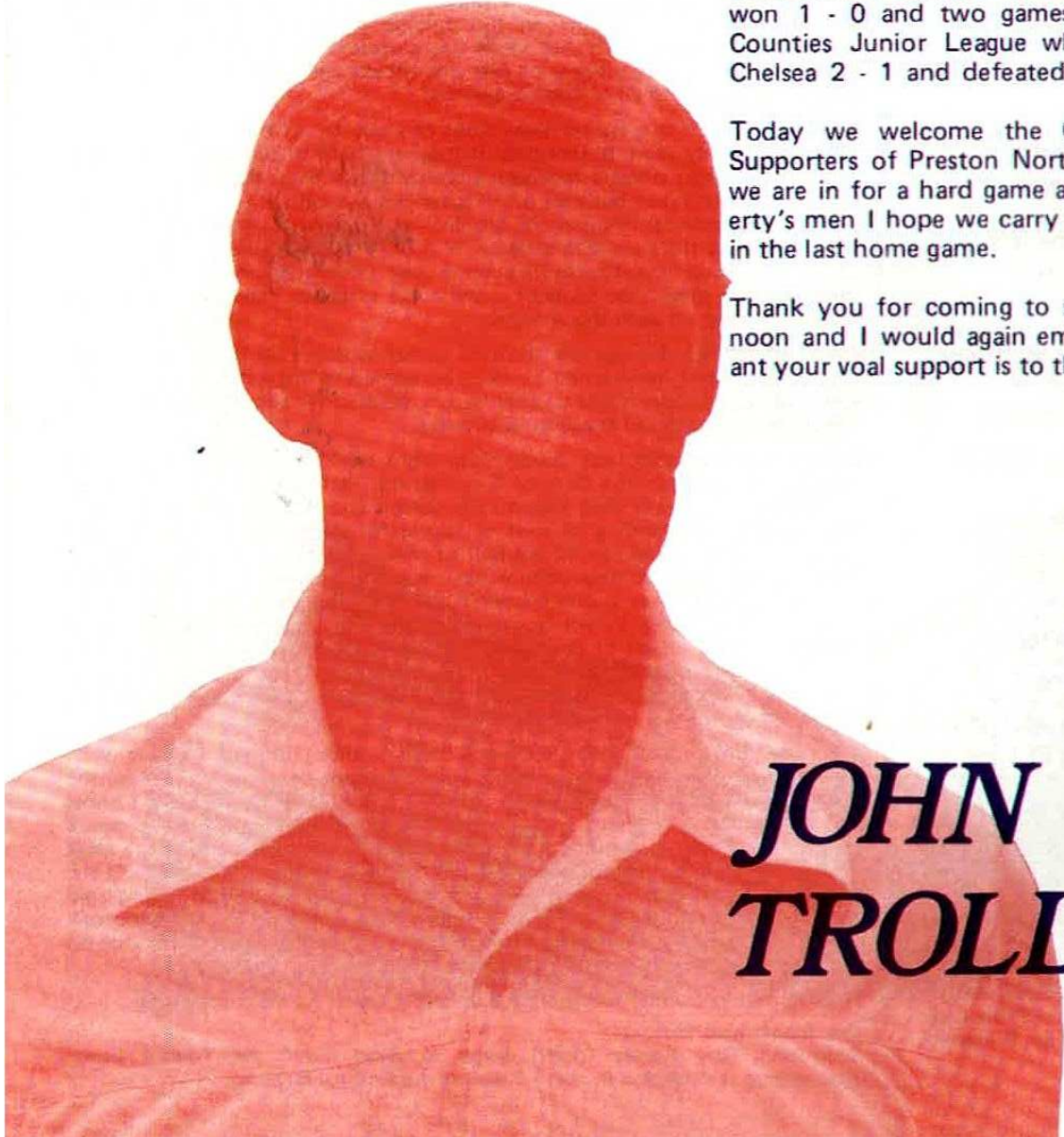
One of the pleasing features of the games so far played is the way that the new players have fitted into the way of things for it is always a difficult time when a new player has to become accustomed to his new team mates and their style of play. Bearing in mind the lads who have not yet had an opportunity to play in the First Team, given time I think that the present squad have the ability to blend into a very useful unit.

The Reserve Team have drawn two and lost one match so far this season and, as other reserve coaches have found, Ken Beamish is having a trying time in not being able to field a settled side as I must, of necessity, have first choice of the players available and fit. He is having to rely on a side containing very young players but when the early season knocks are put right then I am sure we shall have a much stronger side than last season, as indeed we must, for we had to seek re-election then, a chore we must avoid next May.

Don Roger's Youth sides have played three games so far, one in the Midland Youth Cup Competition against Leicester City which we won 1 - 0 and two games in the South East Counties Junior League where we lost against Chelsea 2 - 1 and defeated Luton Town 2 - 1.

Today we welcome the Officials, Team and Supporters of Preston North End and although we are in for a hard game against Tommy Docherty's men I hope we carry on where we left off in the last home game.

Thank you for coming to support us this afternoon and I would again emphasise how important your voal support is to the team.



**JOHN
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PRESTON



JOHN BLACKLEY — Central Defender - born West-quarter, Falkirk. Appeared in over 260 League games during a twelve year stay with Ib Hibernian FC before coming South and joining Newcastle United in 1977. Made 46 League appearances before being given a free transfer by Newcastle in July 1979, from where he joined PNE. Has seven full caps for Scotland. Made 21 full League appearances last Season.



ALEX BRUCE — Forward - born Dundee. Had trials with Dundee, Manchester United and Chelsea before signing for PNE as an apprentice in April 1968. Turned professional two years later and made his League debut against Swindon Town in May 1972. Made 55 appearances scoring 22 goals before joining Newcastle United in January 1974. Made just 16 full appearances scoring three goals before returning to Preston in September 1975. Since his return has scored 110 goals in 220 full appearances up to the start of the current season. Has won an Under 23 cap for Scotland.

JOHN ANDERSON — Central Defender - born Dublin. Joined West Bromwich Albion as an apprentice in March 1976 turning professional in November 1977. Did not appear in Albion's first team eventually signing for PNE in August 1979 for £40,000 this fee being set by an Independent Tribunal. Has won Schoolboy, Youth, Under 21 and Senior honours for Eire. Made 7 full League appearances last Season.

MICK BAXTER — Central Defender - born Birmingham. Joined PNE as an apprentice in December 1971 turning professional three years later. Has represented both Fife Schools FA and Warwickshire Schools FA. Made his League debut at Grimsby Town in April 1975 and played in all 42 League games last Season, scoring four goals. He is our current Team Captain.

GRAHAM BELL — Midfield - born Oldham. Joined Oldham Athletic as a professional from local Amateur Club Chadderton FC in 1973. Made his League debut in August 1975 against Bristol City and went on to complete over 150 appearances for Oldham before signing for PNE in March 1979 for a fee of £80,000. Has represented England at Amateur Youth Level and is the son of former long serving Oldham Athletic player Tommy Bell.

JONATHAN CLARK — Midfield - born Gorseinon, Swansea. Joined Manchester United straight from School in 1975 turning professional in November of the same year. Made one appearance as substitute for them before signing for Derby County in September 1978 for a fee of £50,000. Made over 60 appearances for Derby before signing for PNE on the 1 August 1981 after being given a free transfer. Has won Youth and Under 21 honours for Wales.

STEPHEN DOYLE — Midfield - born Neath, Glamorgan. Signed for PNE as an apprentice in July 1974. Started with Afan Lido in Port Talbot, the same team that produced such stars as Brian Flynn and Leighton James. Made his League debut against Tranmere Rovers in November 1974 whilst still an apprentice. Turned professional in June 1975 and has since made nearly 150 League appearances. Has represented Glamorgan County Schools FA and has won Youth and Under 21 honours for Wales.

STEVE ELLIOTT — Forward - born Haltwistle, Northumberland. Joined Nottingham Forest as an apprentice in July 1975 turning professional in September 1976. Made his League debut against Coventry City in August 1978 but made only three more appearances in Forest's First Team. Was non-playing substitute in the 1978 Football League Cup Final Replay. Signed for PNE in March 1979 for £95,000 making his League debut later the same month against West Ham United. Finished top scorer for Preston at the end of Season 1980/81 with 16 goals. Made 32 full League appearances last term scoring 9 goals.

GRAHAM HOUSTON — Forward - born Gibraltar. Joined PNE in March 1978 as a part-time professional combining his football with History and Sociology studies at a local College of Further Education. Eventually went full-time in July 1979 and made his League debut coming on as substitute against QPR in February 1980. Made 17 appearances Last Season scoring 1 goal.

ANDREW MCATEER — Fullback - born Preston. Local born player who first joined PNE as an Associate Schoolboy before signing as an apprentice in May 1977. Originally a midfield player he was converted into a fullback after turning professional in April 1979. Made his League debut against Shrewsbury Town eight months later in December 1979. Has represented Lancashire Schools FA. Made 20 League appearances last Season.

NORTH END

PAUL McGEE — Forward - born Sligo, Eire. Played for Sligo Rovers in the League of Ireland before joining QPR for £15,000 in November 1977 making his League debut the same month against Coventry City. Scored 7 goals in 39 appearances for QPR before signing for PNE in October 1979. Has won Under 21 and Full honours for Eire scoring on his senior debut against Turkey in Dublin in April 1978.

WILLIE NAUGHTON — Forward - born Catrine, Ayr. Signed for PNE as an apprentice in January 1979 after being recommended to Alan Spavin whilst playing local Football in Nuneaton, Warwickshire. Turned professional in March 1980 and made his League debut at Wrexham on New Years Day 1980 whilst still an apprentice. Scored his first goals when he netted twice against QPR in November 1980 in a 3-2 win. Made 9 League appearances last Season.

DON O'RIORDAN — Central Defender - born Dublin. Joined Derby County as an apprentice in 1972 turning professional three years later. Appeared in Derby's First Team six times (four as substitute) scoring 1 goal before being loaned to Doncaster Rovers making 2 appearances. Was given a free transfer by Derby County and signed for Tulsa Roughnecks in the North American Soccer League in March 1978. PNE paid £30,000 to bring him back to English Football in October 1978. Has represented Eire at Youth and under 21 Level. Made 19 League appearances last Season plus 2 as substitute.

PETER SAYER — Forward - born Cardiff. Made over 80 appearances for Cardiff City scoring 14 goals before signing for Brighton and Hove Albion for whom he scored 6 goals in 46 games. Joined PNE on the 26th August, 1980 for a fee of £85,000 and made his League debut for Preston at Sheffield Wednesday four days later. Troubled by injury he appeared in only 7 more games including three as substitute during the rest of last Season. Has seven full caps for Wales.

BRIAN TAYLOR — Fullback - born Gateshead. Was originally with Coventry City whom he joined as a professional in March 1968 but did not appear in their First Team. Was given a free transfer in May 1971 and signed for Walsall for whom he made over 250 appearances before moving to Plymouth Argyle in October 1977. Made 35 appearances for Plymouth scoring 5 goals before PNE paid £30,000 for his services in October 1978. Appeared in 22 League games last Season including two as substitute.

ROY TUNKS — Goalkeeper - born Wuppertal, W. Germany. Started his career with Rotherham United making 138 League appearances for them. Whilst with Rotherham he also had spells on loan to York City for whom he played four games, Ipswich Town and Newcastle United. PNE paid £7,000 for him on the 1 November 1974 and he made his League debut for Preston later in the same month against Tranmere Rovers. At the start of the current Season he has 277 League appearances with PNE to his credit.

MARK WALSH — Midfield - born Preston. Local born player who was originally on Associate Schoolboy Forms with PNE before signing as an apprentice in May 1979. Turned professional in October 1980 and has been a regular member of our Central League side for the past two Seasons but had not at the start of the current season appeared in the first team.

SIMON WESTWELL — Fullback - born Oswaldtwistle, Lancs. Was on Associate Schoolboy forms with Hull City. Offered trials with PNE after being released by Hull and impressed Alan Spavin enough to warrant signing as an apprentice in August 1978. Turned professional in October 1979 and made his League debut against Chelsea at Stamford Bridge on 20 September 1980. Made a total of 20 League appearances last Season.



PETER LITCHFIELD — Goalkeeper - born Manchester. Was on Manchester City's books for a short spell but was playing for Cheshire League Club Droylsden when PNE paid a small fee for his services in December 1978. Waited a long time before making his League debut against Chelsea on the 28 February 1981. Finished last Season with 3 League appearances.



GORDON COLEMAN — Midfield/Defender - born Nottingham. PNE is his only League Club having joined them from Padstow youth and amateur club in Nottingham, signing professional in August 1973. He made his league debut a month later against West Bromwich Albion. Has represented Nottinghamshire Schools at both Rugby and Cricket. A versatile player he has appeared in numerous positions for Preston and has now played well over 200 League games. He is currently Club Captain.

Season 1981-82

DIVISION 3

FOOTBALL COMBINATION

Date	Opponents	Ground	Score	Opponents	Ground	Score
1981				1981		
Sat. Aug. 29	Wimbledon	H	4 - 1	Watford	A	3 - 3
Tues. Sept. 1	Wrexham LC 1 (1)	A	2 - 3	Queens Park Rangers	H	0 - 3
Sat. Sept. 5	Chester	A	0 - 0	Hereford United	H	1 - 1
Sat. Sept. 12	Preston North End	H		Tottenham Hotspur	A	
Tues. Sept. 15	Wrexham LC 1 (2)	H				
Sat. Sept. 19	Exeter City	A		Birmingham City	H	
Mon. Sept. 21	Southend United	A				
Sat. Sept. 26	Reading	H		Southampton	A	
Tues. Sept. 29	Chesterfield	H		Bristol City	A	
Sat. Oct. 3	Burnley	A		Norwich City	H	
Wed. Oct. 7	League Cup 2 (1)					
Sat. Oct. 10	Carlisle United	H		Leicester City	A	
Sat. Oct. 17	Bristol Rovers	A		Luton Town	H	
Tues. Oct. 20	Walsall	A		Chelsea	A	
Sat. Oct. 24	Doncaster Rovers	H				
Wed. Oct. 28	League Cup 2 (2)					
Sat. Oct. 31	Gillingham	A		Bristol Rovers	H	
Tues. Nov. 3	Brentford	H				
Sat. Nov. 7	Millwall	H				
Wed. Nov. 11	League Cup 3			Reading	A	
Sat. Nov. 14	Huddersfield	A		West Ham United	H	
Sat. Nov. 21	F.A. Cup 1			Crystal Palace	A	
Tues. Nov. 24				Bristol City	H	
Sat. Nov. 28	Lincoln City	A		Orient	H	
Wed. Dec. 2	League Cup 4					
Sat. Dec. 5	Bristol City	H		Ipswich Town	A	
Tues. Dec. 8				Plymouth Argyle	H	
Sat. Dec. 12	F.A. Cup 2			Arsenal	H	
Tues. Dec. 16				Fulham	A	
Sat. Dec. 19	Portsmouth	H				
Sat. Dec. 26	Plymouth Argyle	A				
Mon. Dec. 28	Fulham	H		Oxford United	A	
Wed. Dec. 30						
1982				1982		
Sat. Jan. 2	Newport County	A				
Wed. Jan. 6				Hereford United	A	
Sun. Jan. 10	Chester	H				
Wed. Jan. 13	League Cup 5					
Sat. Jan. 16				Watford	H	
Sun. Jan. 17	Oxford United	A				
Sat. Jan. 23	Wimbledon (FA-4)	A		Oxford United	H	
Sat. Jan. 30				Birmingham City	A	
Sun. Jan. 31	Exeter City	H				
Wed. Feb. 3	League Cup SF1					
Sat. Feb. 6	Preston North End	A		Tottenham Hotspur	H	
Tues. Feb. 9	Southend Utd. League Cup SF2	H				
Sat. Feb. 13	Burnley (FA-5)	H		Norwich City	A	
Sat. Feb. 20	Reading	A		Southampton	H	
Sat. Feb. 27	Carlisle Utd.	A		Leicester City	H	
Sat. Mar. 6	Bristol Rovers (FA-6)	H		Luton Town	A	
Tues. Mar. 9	Walsall	H				
Fri. Mar. 12	Doncaster Rovers	A				
Sat. Mar. 13	League Cup Final			Chelsea	H	
Mon. Mar. 15	Brentford	A				
Tues. Mar. 16				Bristol Rovers	A	
Sat. Mar. 20	Gillingham	H				
Sat. Mar. 27	Millwall	A		Reading	H	
Sat. Apr. 3	Huddersfield Town FA SF	H		West Ham United	A	
Sat. Apr. 10	Plymouth Argyle	H				
Tues. Apr. 13	Fulham	A				
Sat. Apr. 17	Bristol City	A		Crystal Palace	H	
Tues. Apr. 20				Plymouth Argyle	A	
Sat. Apr. 24	Lincoln City	H				
Tues. Apr. 27				Orient	A	
Sat. May 1	Chesterfield	A		Ipswich Town	H	
Tues. May 4	Oxford United	H		Queens Park Rangers	A	
Sat. May 8	Newport County	H		Arsenal	A	
Sat. May 15	Portsmouth	A		Fulham	H	
Sat. May 22	FA Cup Final					

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HONDA

IN NORTH WILTSHIRE

John Ward talks to Don Rogers

"It all started over a drink," explained Don Rogers. "It was after John Trollope and I had played in a charity match. I mentioned to him that my leg was much better and I wanted to get involved in football again. If he needed any help he had only to let me know. That was just before he took over at Swindon. Then during the summer he gave me a call; he said he needed a youth team coach and that was that."

Swindon's most famous player of modern times made it all sound remarkably straightforward but in fact it is an amazing turn of events for someone who a few years ago was so crippled by an arthritic condition that he could not even run. After leaving Swindon and playing for a dramatic season in the First Division with Crystal Palace, when television captured a series of individual goals unsurpassed for skill, speed and class, Don found things beginning to go wrong; he was getting slower without realizing it. For someone whose game depended so much on speed the result was disastrous. After a spell at Queens Park Rangers he returned to Swindon, but apart from scoring a vital goal in the battle against relegation in his first game he admits that he had little to contribute: the cartilage had worn away in the ball and socket joint of his hip and the pain became excruciating. "The hospital said that I could normally have expected this to happen when I was around 50 - 55: I had it coming to me anyway but football brought it on that much quicker. They are normally reluctant to operate but they decided in my case that there was no alternative."

The risks were not borne out however and the operation has been a complete success, so much so that in the past two years Don has played about twenty games for charity, mostly with his contemporaries from the Swindon team of the late 1960's. "The doctor told me that my surgeon would be very proud if he knew what I was doing," said Don "but he would also be furious!" For a time Don has been content to play the occasional charity game while supervising his two businesses, the sports shop and building and plumbing firm, both of which have been going for ten years or so. These are not just a case of a famous footballer giving his name to a business but taking no interest in its activities; although Don has a manager to look after the day to day matters he is adamant that he is actually in charge; nothing is paid out without his authority. While he was playing he thought that when he retired he would make a clean break from football but now he is fit again the pull has proved too great and here he is installed as Swindon Town's youth team coach.

"I couldn't have asked for a much better grounding," said Don. "I've worked with the two best coaches in the business; Malcolm Allison is a good talker about football. We would sit up until 2 o'clock in the morning chatting about the game. He had the knack of making training interesting; we never did the same thing and he knew exactly when we needed a change. Dave Sexton was much quieter but he had a way of getting the best out of players. If he had something critical to say he would walk away with you and talk to you quietly, not in front of everyone else. Everybody enjoyed their football with Dave. What they both share is a love of the game and a willingness to try different things."

"That's how I hope we shall run things here," Don continued. "We have a good cross section of coaches and we will work as a threesome except when each of us has our own match to prepare for. It makes sense to split the coaching so that each of us does his own speciality."

He soon returned to the theme of the need for variety in training. "Footballers have a reputation for liking routine. That's nonsense; it's not that they want it, it's been forced on them too often. They get bored easily so at the beginning of the season, when they have to do a lot of running, we take them to different places, to the Lawns, over the Downs or along the roads. There is a great contrast with my time as a player; today we put less emphasis on the quantity of the running and more on the quality; if they perform really well we let them off early. This afternoon we are going up to the Downs and we are taking salt tablets and bottles of orange. In my day, if we wanted a drink we had to wait until we came back to the ground. But it's right that they should have an orange ready in the cars; they will earn it!"

Don takes his own job as youth team coach very seriously: "I am well aware," he said "that as well as actual coaching there's chatting up parents and school teachers, watching trials, the lot. Anyone under seventeen is going to be my responsibility, to watch and to sign. If I can find a few players for the club it will give me as much satisfaction as if I were manager. I enjoy working with young lads and the ones here are all mad keen. The secret of coaching boys in my view is to be able to do something rather than just telling them, like kicking a ball for example."

I asked Don whether he intended to encourage his youth team to play in the entertaining manner of Swindon teams since his own day. "My team will attack," was his simple and emphatic reply. "If you score goals the other side has to score more if it's going to win."



TOWN THROUGH TIME: a season to remember - 1909-10

compiled by paul plowman

League Results:

Sep	1	Coventry City	home	W2-1	Fleming 2		
	4	Watford	away	W1-0	Jefferson		
	8	Brentford	home	W4-0	Bannister, Jefferson 2, Bown		
	11	Reading	home	W9-1	Wheatcroft 4, Bannister, McCulloch 2, Tout (pen), Jefferson		
	18	Southend United	away	D1-1	Wheatcroft	League Apps	(Goals)
	25	Leyton	home	L0-1			
	27	Brentford	away	D1-1	Wheatcroft	Bannister C	34(3)
Oct	2	Plymouth Argyle	away	D0-0		Boland W	1
	4	Luton Town	away	D1-1	Fleming	Bolland W T	20(2)
	9	Southampton	home	D1-1	Fleming	Bown A J W	29(17)
	16	Croydon Common	away	W3-0	Fleming, Wheatcroft 2	Chambers	2
	23	Millwall Athletic	home	W4-0	Fleming, McCulloch, Jefferson, Bolland	Fenton F	15(2)
						Fleming H J	33(19)
	30	New Brompton	away	L2-3	Wheatcroft, Fleming	Hemmings F	1
Nov	6	Northampton T	home	L1-4	Jefferson	Hornby E O	1
	13	Q P R	away	W3-0	Lavery, Fleming, Jefferson	Jefferson R W	32(12)
	20	Reading	away	W4-1	Wheatcroft 3, Bown	Kay H	29
	27	Exeter City	home	W3-1	Wheatcroft, o.g. Fleming	Lavery W J	20(3)
Dec	4	Crystal Palace	away	L0-2		McCulloch A	21(3)
	11	Brighton & H A	home	W1-0	Fleming	Marshall W	9
	18	West Ham United	away	D2-2	Fleming, Lavery	Rushton G	7
	25	Portsmouth	home	W3-1	Jefferson, Bown 2	Saunders A W	1
	27	Portsmouth	away	L1-3	Wheatcroft	Silto W A	36(2)
	28	Norwich City	home	W7-1	Fleming 3, Bown 2, Tout, Jefferson		
Jan	1	Coventry City	away	W2-0	Fleming, Wheatcroft		
	8	Watford	home	D3-3	Bown, Wheatcroft 2		
	29	Southend United	home	W6-1	Bown 2, Wheatcroft, Silto, Tout, Fleming		
Feb	12	Plymouth Argyle	home	W4-1	Bannister, Wheatcroft, Jefferson 2		
	26	Croydon Common	home	L1-2	Chambers		
Mar	12	New Brompton	home	W4-1	Lavery, Wheatcroft, Bown, Fleming		
	19	Northampton T	away	L0-3			
	25	Bristol Rovers	away	D0-0			
	28	Bristol Rovers	home	W2-0	Fleming, Bown		
	29	Norwich City	away	W3-1	Bolland, Bown, o.g.		
Apr	2	Luton Town	home	D0-0		Skinner L F	41
	4	Southampton	away	D1-1	Wheatcroft	Tout W E B	41(4)
	9	Exeter City	away	W1-0	Jefferson	Walker J	40
	11	Millwall Athletic	away	L0-1		Wheatcroft F G	33(22)
	16	Crystal Palace	home	W2-1	Wheatcroft, Bown	Woolford O C	1
	18	Leyton	away	L2-3	Bown, Fenton		
	23	Brighton & H A	away	L1-3	Fenton		
	27	Q P R	home	W1-0	Tout (pen.)		
30		West Ham United	home	W5-0	Silto, Bown 3, Fleming		



HAROLD FLEMING
24 League & Cup Goals

F A Cup Results:

- (1) C Palace 1 Swindon T 3
- (2) Swindon T 2 Burnley 0
- (3) Swindon T 3 Tottenham H 2
- (4) Swindon T 2 Manchester C 0
- (SF) Newcastle U 2 Swindon T 0
at White Hart Lane

F A Cup Goalscorers

Fleming 5
Bown
Jefferson, Tout each 1

Southern League Final Table - Top positions

	P	W	D	L	F - A	Pts
Brighton & H A	42	23	13	6	69 - 28	59
SWINDON TOWN	42	22	10	10	69 - 46	54
Q P R	42	19	13	10	56 - 47	51
Northampton	42	22	4	16	90 - 44	48

From the Secretary

Sponsorship is becoming increasingly important to the future of football and not only to those few clubs who involve themselves in £1 million transfer fees. We are fortunate in that ISIS sponsor us by carrying their name on the players' track suits, the Swindon Permanent Building Society sponsor the ball boys' track suits, Walker Jackson have loaned us a coach for the use of the youth team, Bath Road Garage has supplied the Commercial Department with a van and, of course, many of our supporters have sponsored the players' kit and match balls. We are however, still searching for a Company willing to assist the club in the form of shirt front advertising and if anyone who reads these notes finds this advertising media of interest I shall be pleased to meet them to discuss the matter, entirely without any obligation.

Why do clubs need sponsorship? Simply because the money available to them from other sources is insufficient for their needs if they are to stand any chance of improving their League status and ground facilities or indeed, in some cases, surviving. I have heard so many times people say that they are not going to watch their team again until they improve their performance and who can blame them? But such an attitude can only worsen the situation - reduced support - less money - reduced skills on the field of play and so the circle goes on. Yes, I can hear you say that if clubs are struggling how on earth can they justify those large transfer fees. Most of us cannot, and those that can must receive instant success with

their expensive purchase or they too will soon join the ranks of the impoverished. Witness the sale of Trevor Francis by Nottingham Forest, the sale being forced upon them by the weight of their overdraft.

In the last two programmes I illustrated how the receipts from pre-season games were swallowed up and perhaps you will bear with me if I explain the 'vanishing trick of the League gate receipts'. Firstly we must pay three-twenty-thirds of the total to the Custom and Excise Department in the form of V.A.T. which means £130 from every £1000. For a match drawing little or no away support the police charge £418 but this increases in proportion to the expected number of visiting supporters. It costs £264 for the services of gatemen and stewards, printing and posting charges total £90 and we pay £2 per 1000 spectators for the assistance of first aid helpers. From what is left, i.e. the net gate, we pay 4% to the Football League. The final payment is to the visiting club based on 30 pence per adult and 15 pence per junior attending. What does this mean in money terms? From the first game of the season when the total receipts were £6,511.80, we were left with the sum of £3,189.82 and remember, we stage only one game every two weeks on average. From this balance we have to meet two wage bills, pay electricity and gas bills maintaining overheads need to be met as does a high rent to the civic authorities which includes repayments for the money borrowed for the building of the North Stand.

That, in essence, is why this Club needs as much sponsorship as it can get because, if we do not improve our income we shall need to sell our better players and there we are back to the vicious circle of less skillfull players - lower gates - lower income.

The Utopia would be for the good folk of Swindon and surrounding towns and villages to forget their differences with the club and the broken promises (yes, there have been some over the years) and rally round, filling the stadium for our Centenary Year. Providing the money is spent wisely then I am sure the club would stand in its rightful place in the League. But that, of course, is Utopia - an imaginary perfect society and we must, I fear, concern ourselves with the harsh realities.

We are grateful to you, the gallant few, who support us through thick and thin, and those who sponsor us in various ways, but it is the nature of man that he wishes to improve himself. So I would ask for improved support and place this advertisement before all Managing Directors:—

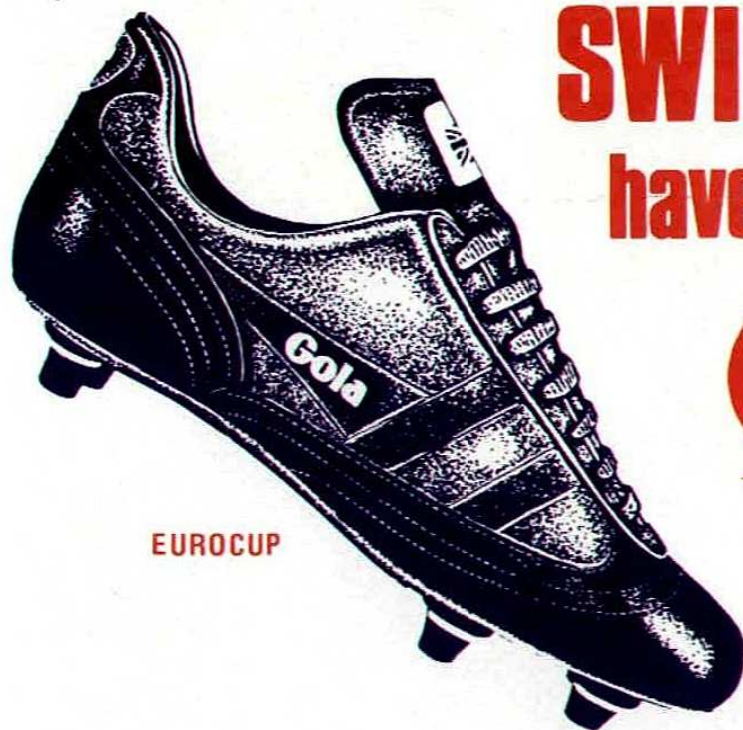
"WANTED — SPONSORS"





TOMMY DOCHERTY

Born in Glasgow in 1928, Tommy Docherty enjoyed a distinguished career as a player, joining Preston North End from Celtic as a wing-half. Taking over from Bill Shankly, he made his league debut on Christmas Day 1949 and went on to play in 324 League games for the club before going south to assist Arsenal in 1958. Twenty-two of his 25 caps for Scotland were gained whilst at Deepdale. Mr. Docherty's managerial career commenced at Stamford Bridge on January 2, 1962 when, after a period as coach, he succeeded Ted Drake.



EUROCUP

SWINDON TOWN
have chosen to wear

Gola

Available from all leading stockists

FOOTBALL BOOTS



BACK ROW (Left to Right)
 Brian Taylor, Andy McAteer, John Blackley, Mike Farrelly, Peter Litchfield, Roy Tunks, Don O'Riordan, John Anderson, Stephen Doyle.
MIDDLE ROW (Left to Right)
 Ken Shellito (Asst. Manager), Stuart Wilcock, Neil Hanson, Stuart Flannagan, Chris Hunter, Mark Walsh, Danny Cameron, Simon Westwell, Peter Sayer, Francis Burns, Alan Kelly (Reserve Team Coach), Alan Spavin (Youth Development Officer).
FRONT ROW (Left to Right)
 Paul McGee, Graham Houston, Jimmy Bell, Alex Bruce, Gordon Coleman, Tommy Docherty (Manager), Mick Baxter, Steve Elliott, Graham Bell, Ricky Thomson, Willie Naughton.



COMMERCIAL SPEAKING

Welcome once again to the County Ground. Let's hope it's a good game and may the best team win.

With the present money being thrown about on transfers by the more wealthy clubs nothing seems to be said about clubs such as Swindon, Oxford or Reading who really have to look at every penny to survive.

Having been involved in the commercial side of The Football League for a long time I would like to make the following observations which are my own personal views and not necessarily the views of Swindon Town F.C. My view on a club's income is that it should pay its operating costs through money taken from gate receipts, catering, programmes etc, and that the money made from Lotteries, Sponsorship and Advertising should be put towards improving facilities at the Football League Ground.

However this is not now possible with escalating wages, rates, transport costs etc. The Lotteries are now a very major part of the League Clubs set up and without these many clubs would be in dire trouble.

Here at Swindon we have seen a drop in the income from our competitions especially over the last two years with unemployment rife in the area. Back to the subject of facilities our secretary Bob Jefferies and myself are very often stopped and complained to about some small problem or another concerning the County Ground facilities. I know for a fact that Bob is always looking to improve conditions for everyone who visits us. I may add a lot of the complaints are made by people who never visit the ground and see some of the facilities that are available to them or better still not available to them.

The people of Swindon and the surrounding areas have by supporting the Lottery and Bingo competitions in no small way contributed to some of the best facilities outside the First Division. Everyone of you who have purchased a ticket have contributed and we at the Club appreciate it: It may be in the future that the money taken by the pools companies will come back into football and not subsidise race horses and studs etc. What could be better than the Football League running its own pools instead of Littlewoods and Vernons. It's a sure thing that these companies could not survive without the Football League fixtures as indeed would any other pools competition and many other fund raising organisations totally unattached to soccer.

Doug Buswell
Commercial Manager

THE FOOTBALL COMBINATION

1980-81

Football League Appearances — 1980-81

FINAL LEAGUE TABLE

	P	W	D	L	F-A	Pts.
Southampton	42	27	7	8	100-45	61
Tottenham H.	42	22	13	7	99-56	57
Norwich C.	42	23	10	9	77-43	56
Ipswich T.	42	19	16	7	66-38	54
Plymouth A.	42	21	12	9	73-54	54
Arsenal	42	20	13	9	68-48	53
Birmingham C.	42	18	14	10	60-41	50
Chelsea	42	21	7	14	80-58	49
Q.P.R.	42	19	9	14	80-64	47
Leicester C.	42	18	9	15	71-58	45
Crystal Pal.	42	18	9	15	74-64	45
Luton T.	42	17	10	15	63-55	44
West Ham U.	42	15	10	17	81-63	40
Bristol Rov.	42	11	12	19	45-63	34
Fulham	42	10	14	18	33-64	34
Oxford U.	42	11	9	22	47-81	31
Bristol C.	42	12	6	24	37-65	30
Orient	42	11	8	23	48-78	30
Reading	42	12	6	24	50-87	30
Hereford U.	42	8	12	22	41-91	28
SWINDON TOWN	42	11	4	27	44-91	26
Cardiff C.	42	6	12	24	39-69	24

(Goals shown in parentheses)

S. G. Abbley	3
J. Allan	45
C. Barrett	3
R. W. Carter	41(5)
G. Cockerill	16
R. T. Greenwood	26(4)
B. Hamilton	2
C. A. Henry	32
B. D. Hughes	19(1)
C. Kamara	45(4)
R. Lewis	37(2)
T. G. McAlister	1
A. K. Mayes	24(8)
I. Miller	43(4)
D. S. Peach	33(2)
P. D. Rideout	16(4)
A. N. Rollings	12(1)
A. A. Rowland	42(12)
K. A. Stroud	29(1)
J. H. Templeman	2
N. J. Trollope	14
C. J. Turner	3
R. Walsh	7
B. Williams	31(3)

Totals include appearances as substitute

Picture Parade...



Swindon winger Craig Moores (left) and Wimbledon's Gary Armstrong get tangled up at the County Ground on the first League day of the new season.



Town striker Andy Rowland using his head against Wimbledon.

PHILATELIC COVERS — CENTENARY YEAR

On 29 August 1981 a commemorative cover was issued to mark the centenary of Swindon Town Football Club.

The cover, depicting the Club centenary logo and bearing a 14p 'Royal Wedding' stamp cancelled with a pictorial handstamp, is priced at £1.00. Alternatively a limited number of covers are available signed individually by members of the 1981/82 First Team squad, price £1.50 each.

The covers are available, at the prices quoted, to personal callers at the Souvenir and Sports Shops at the County Ground, Swindon, or by post, with remittance payable to 'Swindon Town Football Club', from:

The Secretary
Swindon Town FC
County Ground
Swindon SN1 2ED

OR

Mr. K. Morford
18 Howard House
Howardsgate
Welwyn Garden City
Hertfordshire AL8 6PA

accompanied by a 9" x 5" stamped addressed envelope, or, with an additional 15p for return postage and packing.

NEXT MATCH

Football League Cup Competition

First Round — Second Leg

WREXHAM

Tuesday Next, 15th September
K.O. 7.30 p.m.

KEY OF THE BOARD

- A Bristol Rovers v Burnley
- B Carlisle Utd. v Southend Utd.
- C Fulham v Bristol City
- D Gillingham v Chester
- E Huddersfield Town v Wimbledon
- F Plymouth Argyle v Lincoln City
- G Portsmouth v Brentford
- H Walsall v Chesterfield
- I Arsenal v Sunderland
- J Aston Villa v Manchester Utd.
- K Coventry City v Leeds Utd.
- L Everton v Brighton & Hove Albion
- M Ipswich Town v Liverpool
- N Manchester City v Southampton
- O Middlesbrough v Birmingham City
- P Nottingham Forest v West Bromwich Albion
- Q Swansea City v Notts. County
- R West Ham Utd v Stoke City
- S Wolverhampton v Tottenham Hotspur
- T Chelsea v Watford

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RIMES OF SWINDON

INTERNATIONAL TRAVEL AGENTS

LUXURY COACH HIRE

FOOTBALL EXCURSIONS

Dep. from
County Ground

Saturday	19th September	Exeter	10.30 a.m.	£4.20
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All starting from County Ground Car Park.

SERVICE DIRECT TO THE GROUND

Book now at

102, Commercial Road,
Swindon
Telephone 27113

or

65a Cricklade Street.
Cirencester.
Telephone 3479

or any Rimes Booking Agents

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TODAY'S TEAMS

SWINDON

- ☐ JIMMY ALLAN
- ☐ CHARLIE HENRY
- ☐ GARY WILLIAMS
- ☐ BRIAN HUGHES
- ☐ RUSSELL LEWIS
- ☐ MIKE GRAHAM
- ☐ STEVE ABBLEY
- ☐ GARY EMMANUEL
- ☐ ANDY ROWLAND
- ☐ ROY GREENWOOD
- ☐ ROY CARTER
- ☐

PRESTON

- ☐ PETER LITCHFIELD
- ☐ GORDON COLEMAN
- ☐ SIMON WESTWELL
- ☐ JONATHON CLARK
- ☐ DON O'RIORDAN
- ☐ JOHN BLACKLEY
- ☐ GRAHAM HOUSTON
- ☐ STEPHEN DOYLE
- ☐ PAUL McGEE
- ☐ ALEX BRUCE
- ☐ WILLIE McNAUGHTON
- ☐



The exact numberings of both teams will be announced over the PA system to enable spectators to insert the relevant numbers prior to the kick-off.

REFEREE

MR. KEREN. P. BARRATT (Coventry)
Commenced refereeing in 1968 and progressed via the West Midlands League to the Football League List. Has refereed various local Cup Finals, including the West Midland League Premier Cup Final in 1980.

LINESMEN:

Red Flag: **Mr. K. F. BISSIX (Bristol)**

Yellow Flag: **Mr. R. M. PITMAN**
(Christchurch)