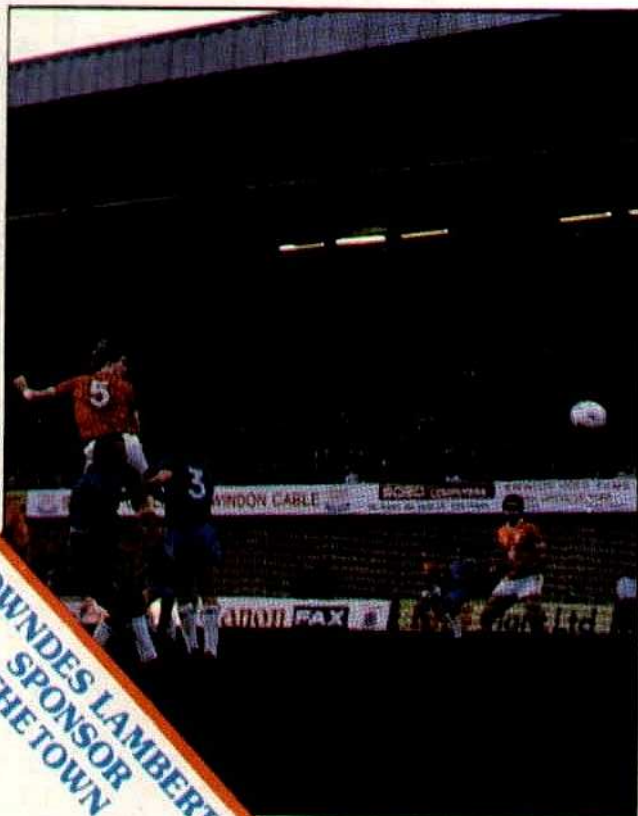
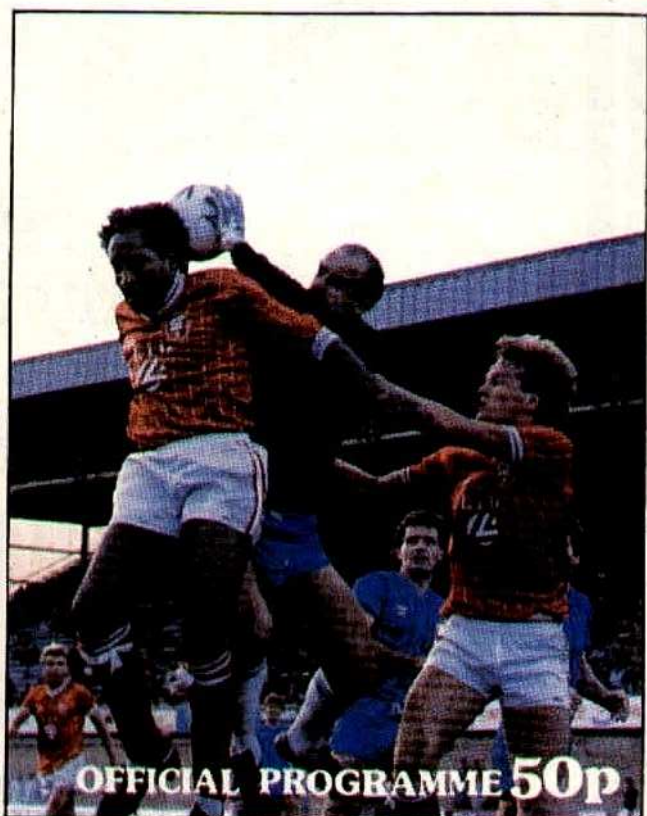


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in this programme do not  
necessarily reflect the view of  
Swindon Town Football Club

## Chairman's Chatter

May I take this my first opportunity to apologise to all of you who made the abortive trip to Aldershot on Boxing Day morning.

I am sure you will accept my profound regret that so many of you had reached the vicinity of the Recreation Ground before knowing of the late postponement. Hopefully those

of you who travelled to Torquay forty-eight hours later were somewhat compensated by the satisfactory result.

While every effort is now made by the Football League Clubs to avoid such incidents. We are, however, prone to late and diverse weather conditions. It must not be forgotten. That very often, particularly, at Christmas periods, due to late inspections by the appointed match Official. Clubs are often left with little time in which to inform the general public when morning kick offs are in operation.

Those of you who have read within the Local and Regional Press of the Annual General Meeting of the Shareholders. Will have read that the Club Directors have extended a wish to our Manager Lou Macari that he will decide to stay with Swindon Town when his contract expires this year. Lou is aware of our desire and it is the Directors earnest wish that he accepts our offer.



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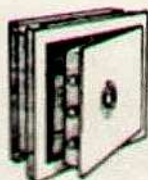




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# All Our Yesterdays

For those Town fans who can recall Trevor Anderson who played for Swindon Town from 1974 until 1977 following his transfer from Manchester United. We can assure you that thirty-four-year-old Trevor is still going strong. The Northern Ireland International, who made 22 full international appearances and who made 128 full league appearances for the Town during which he scored 34 goals is now playing for Northern Ireland Club Linfield.

In the latter half of last season the out-of-touch veteran was fading and seemed destined for the soccer scrapheap. The vastly experienced Trevor had other ideas however and confounded his critics with some stirring displays for Northern Ireland Club Linfield. At the end of October, Trevor was top of the Northern Irish scoring charts with 14 goals from his seventeen senior outings!

That impressive early season haul included two well taken goals in European Cup matches against Swiss Champions Servette. Though Linfield narrowly lost 4-3 on aggregate in the opening round of the tournament. Trevor also scored a hat-trick in the 7-0 drubbing that Linfield inflicted on Portadown in the Gold Cup.

Ironically, it was Portadown who sold the stylish Trevor to Manchester United when he embarked on his Football League career back in 1972-73.

At the time Trevor dubbed 'the new George Best', alas the potentially brilliant but unpredictable Irishman never quite fulfilled that early promise.

The youthful Trevor arrived in Manchester when the Old Trafford Club was in a state of disarray which culminated in Manchester United being relegated to the Second Division for the first time in the Post War era.

Trevor became an accomplished professional despite his limited Old Trafford career. Playing over 600 matches in a career spent with Portadown, Manchester United, Swindon Town, Peterborough United and Linfield.

Since joining Linfield in 1979, Trevor has won practically every domestic honour possible including a glittering array of Irish League and Cup Winning Medals.

It was appropriate that Trevor should approach the end of his career with Linfield, for Trevor was born next door to Windsor Park.

He was considering retirement at the end of last season but a series of sparkling displays on Linfield's close season trip to the United States and Canada changed his mind. Now all of a sudden the Northern Irishman is enjoying his football again.

Trevor was one of seven players who have established a Football League record by scoring Post War hat tricks from three penalty kicks. They were:-

GEORGE MILBURN CHESTERFIELD V (SHEFFIELD WEDNESDAY) - JANUARY 1947  
CHARLIE MITTEN MANCHESTER UNITED V (ASTON VILLA) - MARCH 1950  
JOE WILLETTS HARTLEPOOL UNITED V (DARLINGTON) - MARCH 1951  
KEN BARNES MANCHESTER CITY V (EVERTON) - DECEMBER 1957  
TREVOR ANDERSON SWINDON V (WALSALL) - APRIL 1976  
ALAN SLOUGH PETERBOROUGH UNITED V (CHESTER) - APRIL 1978  
ANDY BLAIR SHEFFIELD WEDNESDAY V (LUTON TOWN) - NOVEMBER 1984

The Northern Ireland International's League career read as follows:-

CLUB	APP	SUB	GOALS
MAN UTD	13	6	2
SWINDON	128	3	34
PETERB'H UTD	49	-	6
TOTAL	190	9	42

During his playing days spent here at the County Ground Trevor was capped by Northern Ireland in the following International matches:-

1975 - SCOTLAND  
1976 - ISRAEL  
1977 - HOLLAND, WEST GERMANY, ENGLAND, SCOTLAND, WALES AND ICELAND  
1978 - ICELAND, HOLLAND AND BELGIUM

Thirty-four-year-old Trevor is obviously now in the twilight of his career but he still offers enough to satisfy the Linfield Manager Ray Coyle.



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# Commercial Comment

By Doug Buswell

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## OUR MASCOT

Is Jason Daly of Jennings St, who attends Commonweal School. Jason is 13 years old and plays for Ferndale's under 14 team.

Congratualtions to Dave Bamber on winning the player of the month award for December. These monthly awards are donated by Mr. and Mrs. Cound of The Oxford Hotel, Drove Road, Swindon. Thank you both very much.

## CHRISTMAS DRAW

The draw was held in the Rendezvous Club after the Hereford match. All winners have been notified but a full list of the lucky ticket holders is printed elsewhere in the programme.

To all our ticket agents and season ticket holders thank you. Your support was tremendous and a sum in the region of between £1800 and £2000 by your efforts.



## n The Ball

We acknowledge the generosity of the persons listed below who have kindly sponsored the Match Balls for the forthcoming season:-

17th Aug Wrexham	Kall Kwick, Havelock Street, Swindon.
26th Aug Torquay Utd	Mr. John Clifford of Blunsdon House Hotel
3rd Sep Torquay Utd	Protun Publicity and Seymour Signs of Marlborough
6th Sep Northampton Town	Simon Bayliss of North Brickhill, Bedfordshire.
21st Sep Preston N.E.	Bampton Bros of Swindon
1st Oct Exeter City	Mr. Pat Morris of The Jacobs Ladder
5th Oct Rochdale	Mr. Arthur Done
22nd Oct Stockport County	Mr. Gerry Williams of The Ring Cafe, Swindon.
2nd Nov Tranmere Rovers	Mr. Godwin, Wagon and Horses of Wootton Bassett.
6th Nov Cambridge Utd	Mr. White of Ecolarm, Swindon.
23rd Nov Mansfield Town	Mr. Dick Packer of The Clifton Hotel, Swindon.
14th Dec Halifax Town	Mr. Sears, Family Butchers of Highworth.
22nd Dec Hereford Town	Mr. R. Warren and Family of Lambourn
1st Jan Colchester Utd	Mr. P. Neal of The County Ground Hotel
12th Jan Southend Utd	Mr. Notton of Maxwells Restaurant, Swindon.
25th Jan Peterborough Utd	Mr. Scratchley, Newsagents, Marlowe Avenue, Swindon.
8th Feb Chester City	Mr. R. Franklin of The Rat Trap, Swindon.
15th Feb Crewe Alex	Mr. J. Tremlin, Coped Hill Service Station.
2nd Mar Hartlepool Utd	Mr. Ellis of The Belle Vue, Swindon.
18th Mar Burnley	Mr. Paul Gilchrist of The Town Fitness Centre
23rd Mar Port Vale	Mr. Ted Roberts of R.A.F. Swindleby
31st Mar Aldershot	Bath Road Garage
12th Apr Scunthorpe	John Monk, 272 Ermin Street, Swindon.
27th Apr Orient	Mr. Roger Bunce of Southmoor, Oxon.



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W.L. Fouracre. 14 Hornsey Gardens, Stratton, Swindon.  
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P. Bolger. Red House Club, Purton, Swindon.  
Mrs. E. Badcock. 24 Charnwood Road, Trowbridge, Wilts.  
Mark Smith. c/o Lowndes Lambert, Swindon.

All winners have been notified. Thank you for your support.



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# The Town Crier Looks



Southend United Manager Bobby Moore the former England World Cup winning Captain of 1966.

No fewer than seven of the eleven players who appeared in the World Cup Final of 1966 with West Germany at Wembley have since tried their luck at club management.

Those seven players were playing for the following clubs when the Final was played in July 1966. Jack Charlton was at Leeds United, Alan Ball was between clubs for he was set to leave Blackpool, then a First Division Club, for Everton. Norbert Stiles and Bobby Charlton were with Manchester United, while the trio of Geoff Hurst, Martin Peters and Bobby Moore were with West Ham United.

There were mixed fortunes ahead for those seven World Cup winning stars as they entered club management.

None has fared as well as the former Leeds United defender Jack Charlton. The forthright Geordie was to finish his playing career at Elland Road at the completion of the 1972-73 season after a

total of 771 first team appearances. In his first season as a manager with North Eastern Club Middlesbrough he led the Club to promotion as Second Division Champions by a staggering record fifteen point margin! This accomplishment won Jack the 1974 'Manager of the Year Award'. He later took Sheffield Wednesday to promotion from Division Three in 1980. After a short period away from the rigours of club management Jack returned to guide Newcastle United last season, on their return to the First Division. He quit the Tyneside Club on the eve of this season after barracking by the St. James Club supporters who wanted his resignation.

Norbert Stiles, one of the most unlikely looking heroes, with his toothless grin and thick rimmed spectacles, played for Second Division Middlesbrough after leaving Old Trafford in 1971, he completed his playing career during the 1974-75 season after a career of 506 first team appearances. Affectionately known as 'Nobby', he managed Preston to promotion from Division Three in 1978. Nobby was also in charge when the Deepdale Club were relegated back to the Third Division in 1981. He is now Manager at First Division Club West Bromwich Albion.

With the appetite he displayed in the World Cup Final of 1966 for honest endeavour and not a little skill, who could possibly imagine the red haired Alan Ball living without soccer. He virtually covered every blade of grass at Wembley that July afternoon. His enthusiasm for the game is still undiminished. Alan's playing career came to an end in the 1982/83 season. After a total of 851 first team appearances in a career that was spent in two spells with Blackpool and Southampton and five and a half seasons each with Everton and Arsenal. His career came to a conclusion after a short spell with Third Division Bristol Rovers. Alan accepted the dual role of Player/Manager in his second spell with Blackpool which ended when he was dismissed in March 1981, two months before they were relegated. Alan is now Manager of South Coast Club Portsmouth, they were to finish in fourth position in last season's



# At Who Needs Football

Second Division promotion race on goal difference! The issue in doubt until the final day of the season.

The versatile Martin Peters was involved in an exchange deal with Tottenham Hotspur and West Ham United for his World Cup team mate Jimmy Greaves in 1969. Martin later played for Norwich City and Sheffield United. His playing career came to a close in the 1980/81 season after a total of 880 first team appearances. He was appointed Manager of the Bramall Lane Club when they were relegated to Division Four in 1981. He left the Club after only a few months in office.

The hat-trick hero of England's World Cup Final win was Geoff Hurst who left West Ham United in 1972, to play for Stoke City for three seasons. He completed his playing career with Bromwich Albion in 1975 after a career which included 635 first team appearances. After a short spell



1970 - Bobby Charlton along with Gordon Banks leaving Wembley after his 100th appearance for England.

with Seattle Sounders, Geoff entered football management with non-league Telford United. He was eventually appointed Manager of Second Division Club Chelsea after serving the Club as Assistant to Danny Blanchflower. Geoff Hurst lost his position with Chelsea in April 1981.

Bobby Charlton had made a total of 708 first team appearances at Old Trafford before he joined Preston North End as Player/Manager for the 1973/74 season. Bobby was in charge when Preston were relegated in 1974, he left the club the following season. Bob is now a Club Director of Manchester United.

Captain of the World Cup winning team was Bobby Moore who left West Ham United in 1974 to play for Second Division Club Fulham. He was to complete his playing career with the Craven Cottage Club at the end of the 1976/77 season. Bob made a total of 794 first team appearances during his career. He was appointed Manager of Oxford City shortly after, his first Club management in the Football League came in May 1984 when he was appointed to a similar position with today's visitors Southend United.

## DID YOU NOTICE?.....

That Alistair Sperring who appeared for the Town in our Milk Cup tie with Bristol Rovers last season...appeared for Bognor Town in their F.A. Cup Second Round tie at Gillingham on December 7th...The twenty-two-year-old former Southampton goalkeeper says that he is still haunted by the memory of a collision with England defender Mark Wright while playing for the Saints...It was in another Milk Cup tie at Rotherham when Alistair had replaced his great mate and tutor Peter Shilton...'It was my debut', said Alistair...'I raced from my line and collided with Mark. He went down with a broken jaw and nose...I was crucified by the press...Words like 'nightmare' were put before my name. I didn't play in the first team again'. Alistair went off to Reading...After leaving the County Ground...Before deciding that it was time to leave Southampton...Now he is re-launching his career in the unlikely setting of the Vauxhall Opel League with non-league Bognor!





# THE TOWN CRIER WITH JUNIOR ROBINS

The postponement of a number of matches over the Christmas period set me thinking about the large number of indoor games that have been devised to try and reproduce the thrills of football.

I suppose the simplest of all is Blow Football. This is a game which may be a useful time filler at a party (not to mention a good way of developing a thirst) but it has little relationship to the game of football itself.

Perhaps the nearest one is ever likely to get to proper football, that can be played on a tabletop is Subbuteo. This game has miniature teams of eleven players and the ball is moved by flicking the players' bases at the ball so that they actually "pass" the ball to one another. Teams can be obtained in the colours of all the famous League and continental teams and with extras, such as floodlights and fencing, it creates a very realistic effect. One word of warning if you decide to go in for all the extras: they may look very pretty but they can create problems when you actually start playing. A number of "players" have been severely injured when floodlights have crashed down on them.

For those who possess the Spectrum Computer there is a most enjoyable programme for would be football managers. You have a squad of players to select from (you can type in your own player names providing they are not too long) and highlights of each match flash up on the screen. The Computer prints out the results of other matches in your league and the League Table. The chance is given to you to purchase players in the transfer market but beware, the Computer keeps a record of the money you spend and your bank overdraft is limited. You start off in Division four but with skill and patience you can progress all the way to the First Division and an F.A. Cup Final.

There is a box game called Soccerboss which puts you in a similar situation of

being a manager trying to build a winning team. This game gives you less control over your own destiny however with Chance Cards turning up where your directors sell three of your best players just when you think you have a winning combination.

Penalty is a card game played on a squared pitch. Directions on the cards enable you to move the ball and a number of cards feature aspects of the game, such as free kicks (give you an extra turn), goalkeepers (save shots going into the square area representing your goal), corners and penalties.

What football games have you played and enjoyed? Why not write in and tell me so that other Junior Robins can share your knowledge. Next time bad weather strikes we all might be able to enjoy some "football" even if it is not the real thing.

Dick Mattick  
Organiser Junior Robins

---

## EMERGENCY.....

Facing a desperate New Year emergency over his goalkeeping situation...Bristol Rovers Manager...Bobby Gould signed Mark Stevens on Football League forms in case his regular goalkeeper Ron Green had not recovered from his attack of flu...While the Eastville Reserve goalkeeper Tim Carter was also out of action...Due to suspension...You will recall that Mark made one solitary appearance in the Town goal in the final match of the 1982-83 season against Bristol City.



# Photo Call Andy Wollen



PLEASE SIGN YOUR AUTOGRAPH  
HERE







# The Town Crier Fact File on Town Men

## Mark Gardiner

FULL NAME: Mark Christopher Gardiner  
BIRTHPLACE: Cirencester  
BIRTHDATE: 25th December 1966  
HEIGHT: 5' 11"  
WEIGHT: 11 stone  
MARRIED: No  
PREVIOUS LEAGUE CLUB: None  
LEAGUE RECORD: Five Appearances  
CAR: Datsun 120Y  
FAVOURITE NEWSPAPER: The Mirror  
PLAYERS MOST ADMIRER: Mark Hughes (Man

Utd), Ian Rush (Liverpool)

FAVOURITE OTHER

TEAM: Tottenham Hotspur

FOOTBALL HERO: Jimmy Greaves

FAVOURITE OTHER

SPORTS: Cricket, golf, tennis, snooker.

FAVOURITE SPORTS

PERSONALITY: Ian Botham

BEST TEAM EVER SEEN:

France 1984/85

BIGGEST

DISAPPOINTMENT: None yet

LIKES AND DISLIKES:

Most sports/travelling away.

FAVOURITE SINGERS:

George Benson, Diana Ross, Madonna.



FAVOURITE ACTOR: Clint Eastwood, Charles Bronson.

FAVOURITE ACTRESS:

Leslie Ann Down

FAVOURITE T.V. SHOWS:

Young Ones, Minder, Just Good Friends.

FAVOURITE FOOD: Steak and Chips

FAVOURITE DRINK:

Orange Juice and Lemonade

AMBITION: To make it somewhere in football,

hopefully in a higher grade.

FAVOURITE HOBBY:

Playing golf or snooker.



# Pound a Goal

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# *The Town Crier sees Southend*

The Roots Hall Club come to the County Ground this afternoon showing a commendable improvement in their playing fortunes compared to last season. That marked change of fortune has seen the Essex Club managed by former England World Cup winning Captain of 1966, Bobby Moore, arrive in Swindon with one of the best away records in the Division. Having recorded away wins at Cambridge United (2-1), Exeter City (2-0), Halifax Town (3-2) and 3-1 scorelines at Aldershot and Burnley. United have also taken a point from their visits to Crewe (1-1), Torquay United (2-2) and Peterborough United (1-1). They have been emphatically defeated on their visits to fellow promotion contenders Mansfield Town (0-3) and by a similar scoreline at Orient. Port Vale went one better against the Roots Hall Club by scoring four goals without reply. On our early season visit to Southend we returned home with a point from a goal-less encounter despite having gilt edged opportunities to return home with maximum points. Included in today's squad for this important promotion tussle are the following players:

Twenty-three-year-old JIM STAN-NARD has established himself as the Roots Hall custodian this season. He moved to the Essex Club from Fulham last summer after spending a six match loan period with the Essex Club last season.

The recent departure of Micky Stead to Doncaster Rovers from £12,000 has seen WARREN MAY (21) take over the right full back berth. He originally joined Southend on apprentice forms. Former Fulham and Wimbledon defender STEVE HATTER (27) is partnered on loan from Charlton Athletic before his move became permanent last season. While Steve is still waiting to score his first goal in League soccer, Shane opened his account in a 3-0 home win against Wrexham last September. The experienced FRANK LAMPARD

completes the Southend back four. The former West Ham United full back made 551 League appearances for the East London First Division Club before joining his former Upton Park colleague Bobby Moore at Roots Hall as Player-Coach this season.

The Southend midfield section comprises of former Arsenal apprentice, DANNY O'SHEA (22) who joined Southend from Exeter City last summer, the experienced BARRY SILKMAN (33) who in over 300 League matches has played for Hereford United, Crystal Palace, Plymouth Argyle, Manchester City, Brentford, Queens Park Rangers and a brief loan spell with Luton Town before his move from Orient last summer. GLENN PENNYFATHER who joined Southend as an apprentice has now made over 160 League appearances for Southend. These three have contributed eleven goals this season, primarily through Danny O'Shea and Glenn Pennyfather who have scored five goals each.

Goals in attack have come mainly from RICHARD CADETTE (20) a £5,000 summer signing from Orient who has scored fifteen League goals to date. He is joined in the Roots Hall Clubs front trio by the much travelled STEVE PHILLIPS (31) who has played in over 450 League matches, scoring 170 goals. After serving his apprenticeship with Birmingham City, Edmonton born Steve made 20 League appearances for the St. Andrews Club, scoring one goal. He moved on to appear as follows for Torquay (6/0), Northampton Town (51/8), Brentford (157/65), Northampton Town (75/29) - in a second spell at the County Ground and Southend United (160/65).

Solihull born, ROY McDONOUGH (27) is another former Birmingham City apprentice who has spent his career travelling the Clubs of the lower Divisions. Making the following appearances for his



# United arrive in town



seven Clubs - Birmingham City (2/1), Walsall (82/15), Chelsea (No appearances), Colchester United (93/24), Southend United (22/4), Exeter City (20/1), Cambridge United (32/5). It was from the Abbey Stadium Club that Roy joined Southend on a free transfer during last summer. He has scored three League goals this season including the 83rd minute winner against his former Club - Cambridge United on the last Saturday of 1985.

In comparison the relatively inexperienced JOHN GYMER (19) who joined Southend as an apprentice has found it difficult to stake claim to a regular position in the Roots Hall Clubs attack this season. Although he has shown his opportunism when given his chance, having scored nine goals from 34 League appearances.

Winger ALAN ROGERS (31) makes up the contingent of players available to

Bobby Moore in the United attack. Plymouth born, Alan, joined his home Town Club as an apprentice making 137 First Team appearances. Alan moved to Portsmouth in a £15,000 transfer deal in 1979. In four seasons with the Fratton Park Club he made 187 appearances before joining United in 1984.

## SOUTHEND (Away Results)

Aug 17th - Crewe D1-1 (Pennyfather). Aug 27th - Cambridge United W2-1 (Cadette, O'Shea). Sep 7th - Exeter City W2-0 (Pennyfather). Sep 14th - Halifax Town W3-0 (O'Shea, Cadette). Sep 28th - Mansfield Town L0-3. Oct 12th - Aldershot W3-1 (Pennyfather 2, Cadette). Oct 19th - Port Vale L0-4. Nov 2nd - Burnley W3-1 (Gymer, Cadette, O'Shea). Nov 6 - Torquay United D2-2 (O'Shea, Pennyfather). Nov 21st - Orient L0-3. Jan 1st - Peterborough D1-1 (Cadette).



Back Row: Danny O'Shea, Steve Hatter, Jon O'Brien, Jim Stannard, Steve Oliver, Shane Westley, Roy McDonough.

2nd From Back: Buster Footman (Physio), Kevin Lock (Youth Team Coach), Alan Rogers, John Gymer, Micky Engwell, John Seaden, Frank Lampard (Player/Coach), Bobby Moore (Manager), Harry Cripps (Assistant).

3rd From Back: Barry Silkman, Steve Phillips, Glen Pennyfather, Richard Cadette, Micky Stead (now Doncaster), Warren May, Paul Clark.





# THE TOWN CRIER

## BACKTRACKS WITH MIKE SKINNER

This afternoon, with any luck, should see Swindon equal the sequence of 13 straight home League wins established in 1924. The present squad, though, could already be considered as having bettered this, having accomplished the feat in a single season where as their counter-parts of sixty-two years ago did so over two campaigns.

It all started on Easter Saturday, April 19th 1924, when Brighton were beaten 4-0, the previous home game having been a goal-less draw with Bristol Rovers some two weeks earlier, and ended when Swansea inflicted a 2-0 defeat on the Town on December 27th 1924. It is perhaps fitting that the great Harold Fleming made his last senior appearance in the game that started the run, scoring to mark the occasion.

Here, for comparison with the present run, are those games of 1924...

Apr	5	H Bristol R	0-0
	19	H Brighton & H.A.	4-0
		Arthur Ruddlesdin (2), Harold Fleming, Bert Davis	
	21	H Gillingham	4-1
		Jack Johnson (Pen), Davies, Arnold Broadhead (2)	
May	3	H Luton Town	3-2
		Cyril Daniel, Dave Rogers, Anderson	0.G.
Sep	1	H Plymouth A	1-0
		Charlie Crossley	
	6	H Aberdare Ath	2-0
		Johnson (2-1 pen)	
	20	H Brentford	2-0
		Johnson, Dan Bew	
	24	H Southend U	3-0
		Johnson (2 pens), Crossley	
Oct	4	H Luton T	4-1
		Bert Denyer, Frank Richardson, Ruddlesdin, Davies	
	18	H Bourne'th & H A	4-0
		Davies (2), Johnson, Ruddlesdin	
Nov	1	H Bristol R	3-0
		Richardson, Johnson,	

		Davies	
15	H Queens P.R.	5-3	
	Ruddlesdin (3), Davies Richardson		
29	H Northampton T	5-0	
	Richardson (3), Johnson, Ruddlesdin		
Dec 25	H Reading	2-1	
	Johnson, Daniel		
27	H Swansea T	0-2	

	P	W	D	L	F-A
1924	13	13	0	0	42-8
1985-86	12	12	0	0	27-10

A few interesting facts emerge from those games, such as Arnold Broadhead's appearance in the Gillingham game was his one and only senior outing for the Town...The Luton game in May was the closest Swindon came to a defeat, the visitors led 2-1 with three minutes remaining and Swindon down to ten men, Danny Bew having been injured off. Rogers got the Town's equaliser and a shot from Bert Benyer went in off Luton's Anderson for a last minute winner...Danny Bew and Luton didn't get on - in the October game he played for 50 minutes with a fractured shoulder without realising it...During this run of home wins Swindon only had two away successes - 2-1 at Millwall on September 27th and 5-1 at Merthyr Town on 20th December...The biggest win, 5-0 over Northampton, was also the biggest surprise. The 'Cobblers' were 3rd and Swindon 4th. The win took the Town to the top spot...Swansea went top as a result of ending our run, and finished there at the seasons close...Swindon went on to win seven of the remaining ten home games of that season to finish in fourth spot.

There is however, still a long way to go before beating Rotherham's record of 22 consecutive home League wins (1938-39 and 1946-7). If my calculations are correct then the record will be ours following our first home win of next season - in the Third Division!



# OFF OFF



In a season which threatens to finish with a higher percentage of dismissals than ever before. We chart the players who have been sent off in matches concerning Fourth Division Clubs this season. John Sittton, the Orient full back has incurred the wrath of Referees on no fewer than three occasions this season. It would seem that John at least can have little reason to complain. The full list of players involved upto the end of 1985 is:-

DATE	PLAYER	MATCH	COMP	REFEREE
Aug 23	Geoff Scott	Tranmere v CAMB UTD	Div 4	N. Glover (Chorley)
31	Bob Newton	HARTLEPOOL v Orient	Div 4	A. Robinson (Manchester)
31	Pat Corbett	Hartlepool v ORIENT	Div 4	" "
31	Tom Cunningham	Hartlepool v ORIENT	Div 4	" "
Sep 3	Steve Charles	Rochdale v WREXHAM	M.C.	M. Peck (Kendal)
7	Chris Pearce	Chester v HEREFORD	Div 4	A. Banks (Manchester)
25	Darren Gale	EXETER v Aston Villa	M.C.	M. Cotton (Camberley)
Oct 1	John Sittton	ORIENT v Rochdale	Div 4	J. Martin (Alton)
1	Ronnie Moore	Orient v ROCHDALE	Div 4	" "
1	Gary Blissett	Scunthorpe v CREWE A	Div 4	T. Simpson (Sowerby Bridge)
5	Mark Jones	Crewe A v PRESTON NE	Div 4	J. McAuley (Leeds)
5	Richard Hill	NORTHAMPTON v Hereford	Div 4	M. Scott (Notttingham)
12	John Turner	PETERB'H v North'ton	Div 4	D. Axcell (Southend)
19	Wayne Foster	Rochdale v PRESTON NE	Div 4	R. Bridges (Deeside)
30	John Sittton	Torquay v ORIENT	Div 4	R. Milford (Bristol)
Nov 16	Roy McDonough	SOUTHEND v Newport C	FAC 1	T. Ward (London)
16	John Rutter	STOCKPORT C v Telford	FAC 1	T. Holbrook (Wolverhampton)
23	Tom Finney	Crewe A v CAMBRIDGE	Div 4	T. Fitzharris (Bolton)
30	Tom Graham	SCUNTHORPE v Burnley	Div 4	K. Hackett (Sheffield)
Dec 7	Andy McAteer	Swindon T v PRESTON NE	Div 4	K. Miller (Harlow)
10	Frank Worthington	Bury v TRANMERE ROV	FAC 2	M. Heath (Stoke)
14	John Sittton	Burnley v ORIENT	Div 4	K. Lupton (Stockton)
14	Mark Hughes	Hereford v TRANMERE	Div 4	K. Cooper (Pontypridd)
22	Ian Dalziel	Swindon T v HEREFORD	Div 4	M. Dimblebee (Stevenage)

\* CLUBS CONCERNED ARE IN CAPITALS



# Looking Ahead

Following this afternoon's match with Southend United we travel to North Wales next Saturday to meet Wrexham. The match will provide the Town with an opportunity to reverse the only defeat that we have encountered at the County Ground this season.

Despite that opening day win here on August 17th, it was not a victory that was to be the forerunner of a sustained promotion challenge by Dixie McNeil's team. Just a mere hic-cup in our most impressive home form of this season. Nevertheless Wrexham have had the satisfaction of taking maximum points from our last two meetings. A comprehensive 4-0 victory at the Racecourse Ground last season was a prelude to their victory of August.

Only two Clubs have managed to win at Wrexham in League matches this season. Orient who won 2-1 in September and Hereford United at the commencement of November have taken maximum points from their travels to North Wales. Only Chester City of the leading ten Clubs in the Division, apart from Orient have visited the Racecourse Ground to date. They were forced to share the points in a one all local Derby fixture.

Former Sheffield United midfield player Steve Charles who scored the seventy-third minute winner here at the County Ground last August is the Wrexham leading marksman with eleven goals. Steve is looking forward to the Town's visit for he also scored the opening goal in our heavy 4-0 defeat last term.

The following Tuesday enables all to take a break from consuming League action. When we travel the relatively short distance to Bristol to meet Rovers in the Freight Rover Trophy. Once again it provides an opportunity to test our ability against opposition from a higher Division. The Eastville Club have produced a mixed bag of results at home this season. With the following Third Division Clubs having left Bobby Gould's team pointless after their visit to Eastville Stadium -

Brentford, Walsall and York City by a single goal margin. While runaway Third Division leaders Reading went one better by producing a 2-0 winning margin on the last Saturday of 1985. A local Derby always provides exciting action and few Rovers and Swindon encounters in recent seasons have failed to produce that. Another difficult away match for the Town, but it is difficult to find one that is not, until the match has been played.

The following Saturday January 25th we have an opportunity to put right what was undoubtedly our worst display of the season when we lost 3-0 to Peterborough United at London Road in mid-September. That was a match that provided no joy for the Town players. Their performances were below par in a defeat which could have been much heavier. The London Road Club won their opening day fixture at Preston but have failed to win an away match since! Included in their seven away defeats is the widest margin of victory recorded in this season's Fourth Division. A 7-0 deficit at the completion of October, provided Tranmere Rovers with an unexpected bonus. With Ian Muir once on loan here at the County Ground from Brighton providing inspiration to his manager Frank Worthington as both strikers notched hat tricks before a meagre attendance of 1,310 at Prenton Park. John Wile's team have suffered defeat at Hartlepool and Chester City on visits to promotion contending teams, losing 2-1 at both venues.

Other Clubs to inflict defeat upon 'The Posh' have been Hereford United and Rochdale by a similar scoreline. Their two other defeats have been at Cambridge United (3-1) and a single goal defeat at Aldershot.

Our last fixture of the month sees the return of Hereford United to the County Ground in a Freight Rover Trophy match. The Edgar Street Club will be hoping to avenge their pre-Christmas defeat when a late effort by Charlie Henry gave the Town part compensation for their 4-1 defeat last August.



# The Town Crier takes a look at The Freight Rover Trophy

Delighted by last season's successful sponsorship, Freight Rover, the Birmingham based manufacturer of the Sherpa range of Light Commercial Vehicles, will continue it's support of the Football Leagues Knockout Competition for Third and Fourth Division Clubs.

Last season's Wembley Final, won by Wigan Athletic, was promoted as the 'Family Final'. It was attended by almost 40,000 and featured Wembley's first family enclosure. A concept which has since been copied for International matches.

After agreeing a new four year sponsorship deal worth £350,000 with Freight Rover Limited during the summer. The Football League feel that the Freight Rover Trophy will now provide the additional means to secure the future of the Third and Fourth Divisions. The Football League Secretary, Mr. Graham Kelly says, 'At a time when the financial structure of the Football League is undergoing change, Clubs in the lower Divisions are coming under increasing pressure. The popularity of last season's Freight Rover Trophy indicated that the competition can provide a lifeline for many Clubs as well as a realistic opportunity to experience a Wembley Final. Last season's competition produced aggregate receipts of more than £500,000 from only 75 matches. To put this in perspective, a total of 1,104 Third and Fourth Division League matches generated £8,086,938 including season ticket sales'.

'The Prize Fund for this season has been almost doubled and both finalists will again win a 15 seater Sherpa Minibus delivered in their respective Club colours. The structure of the Competition has, however, been revised in order to produce a more equitable format'.

The revised format for this season, briefly, will show this structure:

The North/South Division will be retained throughout the Competition. There will be a Preliminary Round consisting of sixteen Mini-Leagues, each containing three Clubs, i.e. 8 x 3 Clubs in the Northern Section and 8 x 3 Clubs in the Southern Section.

Each Club will play two matches, one at Home and one Away. Three points will be awarded for a Win, one for a Draw. The top Clubs will qualify for the area Quarter-Finals. In the event of two or more Clubs having the same number of points, goal difference will apply, followed by the highest aggregate number of goals scored.

The successful Clubs (eight North, eight South) will contest the area Quarter-Finals. Matches will be played on a knockout basis with extra time, if necessary, then penalties.

Eight Clubs (four North, four South) will then compete the area Semi-Finals on the same knockout basis.

The area Finals will be contested by four Clubs (two North, two South) on a two leg basis with extra time at the end of the second leg, if necessary, then Penalties.

The National Final will be played at Wembley. The scheduled dates for the Competition are as follows:

Preliminary Round (Mini-Leagues of Three): January 15th, 22nd and 29th. The Area Quarter-Finals will be played on February 19th and the Area Semi-Finals on March 12th.

The Area Final played in two legs are scheduled for April 9th and 16th. With the Wembley Final to be played on May 24th.

There is a £47,500 Prize Fund for the participating Clubs which will be allocated as follows:

WINNER - 15 Seater Minibus plus £4,500  
LOSING FINALIST - 15 Seater Minibus plus £3,000

LOSING AREA FINALISTS - £1,500 each  
LOSING AREA SEMI-FINALISTS - £1,250 each

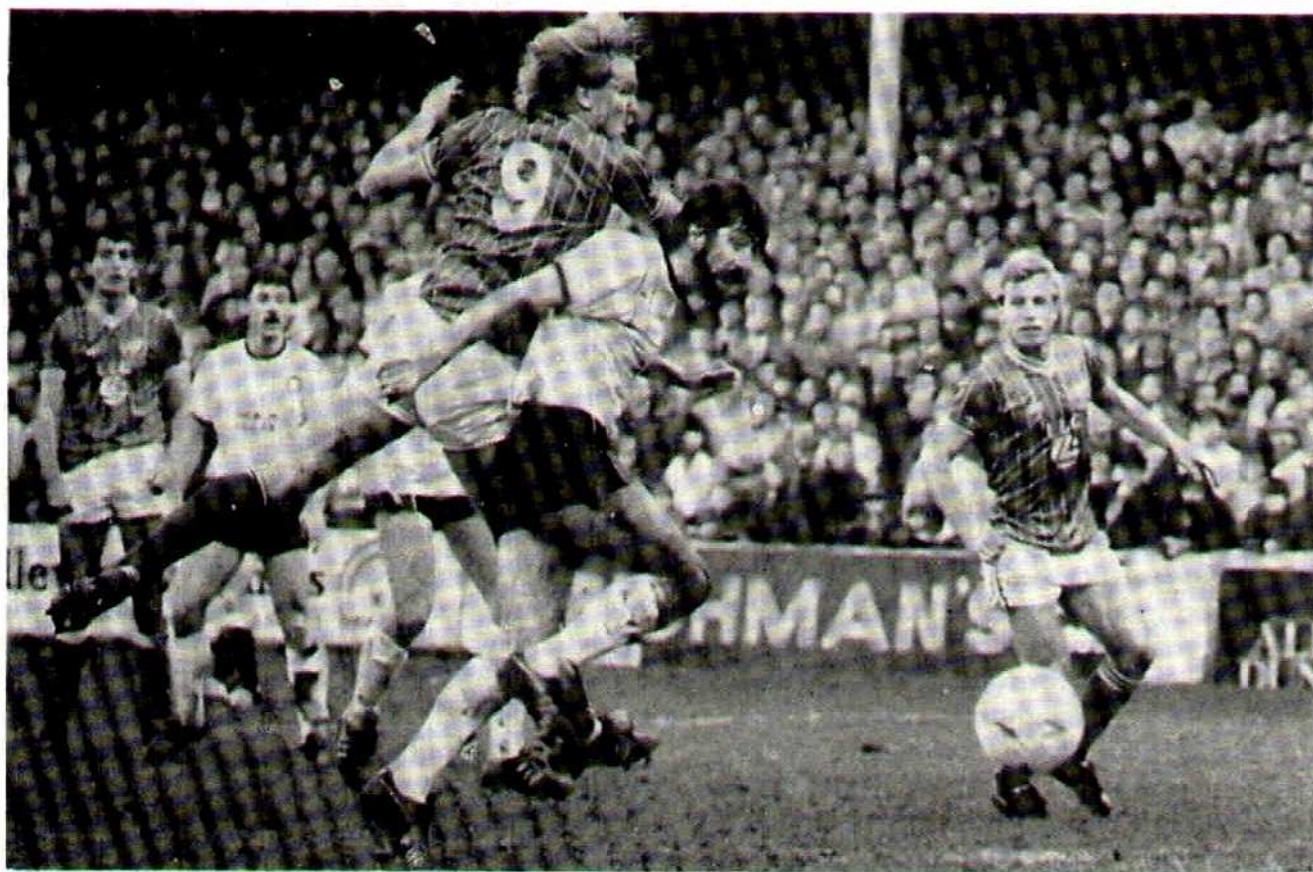
LOSING AREA QUARTER-FINALISTS - £1,000 each

FIRST ROUND LOSERS - £750 EACH

We have been drawn Away to BRISTOL ROVERS on Tuesday January 21st Kick Off 7.45 p.m. and we entertain HEREFORD UNITED at the County Ground on Tuesday January 28th Kick Off 7.30 p.m.



# Action Replay



Striker Colin Gordon heads towards the Hereford goal during the Town's narrow win.



Hereford 'keeper Rose dives at the feet of Leigh Barnard just before the Town's last gap winner.



# Action Replay



Rev. Nigel Sands presents Steven Foster and Paul Wells with Rothman Football Annuals which they won in a recent Junior Robins Competition.



Colin Calderwood receives the November player of the month award from Selwyn Cound of the Oxford Hotel, Swindon.



# The Town Crier asks have you Noticed!

Although Colin Gordon has struggled to get among the goals so frequently this season. His tap in effort at Torquay on the last Saturday of 1985 was a vital touch. Seeing that it decided the destiny of the three points on that freezing December afternoon. Since Colin joined Swindon Town, nearly fifteen months ago, he has provided several instances, where his personal contribution of being the only Town goalscorer on a particular day has brought vital points to the County Ground Club.

Remember his League debut for Swindon at Rochdale last season? Colin came on as a substitute for injured Town Boss Lou Macari. It was his seventy-third minute effort that ensured that the Town returned South with maximum points from their single goal win on a rainy and freezing cold afternoon of November 3rd 1984.

Colin's two goals, one in each half, settled the return fixture here at the County Ground on February 23rd 1985. Despite Shaun Reid, brother of Peter, of Everton and England fame, producing an intervening effort for Rochdale.

Two goals in the space of four minutes during our home match with Exeter City, ten days later. Saw the Town collect three more points, when Colin's sixtieth minute effort was followed by another goalscoring contribution a few minutes later.

The most memorable moment in Colin's short League career to date came on April 17th 1985. When Colin hit a hat-trick against Hereford United at Edgar Street. Which saw the Town record a welcome 3-0 away win against John Newman's Team.

This season Colin was once again on the mark with his own version of his solo act when the Town upset the odds on their visit to Chester on October 19th. When his thirty-eighth minute goal inflicted the only defeat the Sealand Road Club have endured at home.

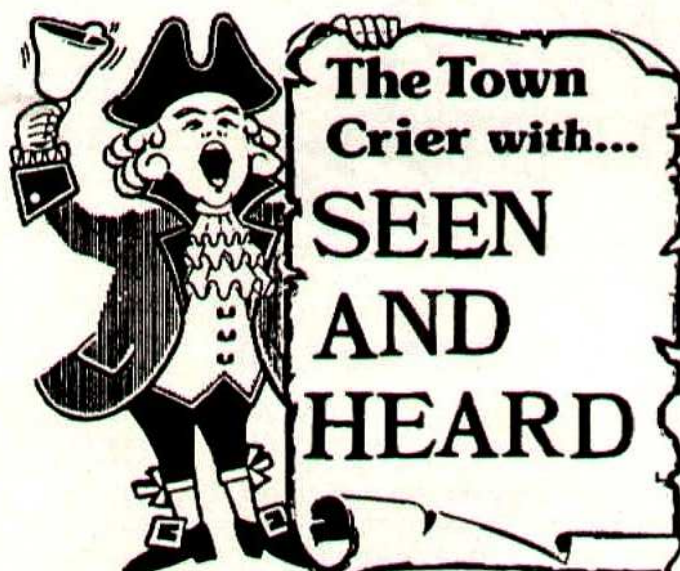
The follow up to Dave Bamber's crashing twenty-yard shot in the last



Colin Gordon in typical action for the Town.

League match of last year at Torquay. Ensured that the Midland born striker had once again brought joy for his team-mates and anxious Town followers. The goals that attracted Southampton, Huddersfield, Wimbledon and other First and Second Division Clubs to the County Ground last season maybe coming a little less frequently as we or Colin would like. No one can deny that when they do, they are often crucial efforts. Heavier grounds may assist last season's leading goalscorer, for most of Colin's goals came in the second half of last season. Interesting to see if they do! If so, those same scouts and managers who were attracted to the County Ground last season, will be back.





**EIOIN HAND**

## FAREWELL TO EIOIN

In June 1964 a eighteen year old Dublin born winger was persuaded to try his luck in the Football League with Swindon Town. It was a move that did not work in favour of both player or club and a somewhat disillusioned Irishman returned home to rejoin Drumcondra. Just over four years later he returned to England to join Portsmouth.

This time Eoin Hand was able to make his Football League debut. The County Ground reject went onto carve out a successful career and appear in 277 League matches for the Fratton Park Club. Those appearances came in two spells with 'Pompey' although the majority - 260 were made in his first spell with the Naval Port Club. A two year interlude in South Africa interrupted his final total.

Eoin returned to Southern Ireland at the end of his playing career. His skirmishes with League of Ireland Club

management eventually led to his appointment as the Eire Team Manager. Now his reign as the National Team boss is coming to an end. Several big names have been mentioned including Billy McNeil the Manchester City Manager and Brian Clough of Nottingham Forest. None of course Irish, while among their own, the former Chelsea, Crystal Palace and West Bromwich defender Paddy Mulligan who is currently managing Shelbourne is mentioned. Others to have their name linked with the post include Shamrock Rovers boss Jim McLaughlin who played against the Town in the sixties for Shrewsbury Town.

Others include former Scottish International Pat Crerand and even Liverpool's Bob Paisley! Whoever takes over from Eoin will have a most difficult task and yet it is difficult to say that Eire have not mismanaged the talent that has been available to them in recent years. The likes of Liam Brady, David O'Leary and Frank Stapleton should have been able to display their talents in a series of World Cup Finals. But Eire never look likely to achieve that aim. Whoever succeeds the former Swindon Town hopeful of the 'sixties' will find the job as frustrating. For Eoin was never able to enjoy the freedom to travel regularly to watch the players at his disposal play in the Football League. Invariably having to select his team on second-hand information.

## EXCHANGE OF PENNANTS.....

Before the Colchester match went almost unnoticed...When a member of the United Supporters Branch...Exchanged pennants with Sandra Coburn...Of the Supporters Club in a...Move to extend goodwill among the Supporters of Football Clubs.

## WE WERE FIRST IN 1986!.....

Did you notice that two of our former players...Were on the mark on the first day of the year...Gary Nelson netted in the first half of Plymouth Argyles four all draw with Cardiff City...At Home Park...To re-establish his position as the Argyle leading goalscorer this season...While on the Non-League scene 'Mushy Page', with two second half goals gave Melksham Town a 2-0 win...over Frome Town in their Western League encounter.





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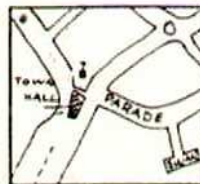
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# FACTS AND FIGURES WITH THE TOWN CRIER

DATE	OPPONENTS	VENUE	RESULT	GOALSCORER	ATTENDANCE
SAT AUG 17	WREXHAM	H	0-1		4,195
TUE AUG 20	Torquay Utd (Milk Cup 1)	A	2-1	Moss, Hockaday	1,266
SAT AUG 24	Hereford Utd	A	1-4	Calderwood	4,049
MON AUG 26	TORQUAY UTD	H	2-1	Coyne, Henry	3,378
FRI AUG 30	Southend Utd	A	0-0		4,037
TUE SEP 3	TORQUAY UTD (Milk Cup 1)	H	2-2	Coyne, Pugh OG	2,846
FRI SEP 6	NORTHAMPTON TOWN	H	3-2	Coyne 3(2 Pens)	3,879
SAT SEP 14	Peterborough Utd	A	0-3		2,946
TUE SEP 17	Crewe Alexandra	A	0-2		1,699
TUE SEP 24	Sunderland (Milk Cup 2)	A	3-2	Rowland, Coyne Pen	14,204
SAT SEP 21	PRESTON NORTH END	H	Postponed		
SAT SEP 28	Hartlepool Utd	A	0-1		2,727
TUE OCT 1	EXETER CITY	H	2-1	Gordon, Calderwood	3,118
SAT OCT 5	ROCHDALE	H	4-0	Coyne, Cole, Wade, Hockaday	3,086
TUE OCT 8	Sunderland (Milk Cup 2)	H	3-1	Rowland, Wade 2	9,111
SAT OCT 12	Burnley	A	2-0	Gordon, Coyne	2,927
SAT OCT 19	Chester City	A	1-0	Gordon	3,109
TUE OCT 22	STOCKPORT COUNTY	H	1-0	Coyne	7,172
SAT OCT 26	Port Vale	A	0-3		5,073
TUE OCT 29	SHEFFIELD WEDNESDAY (Milk Cup 3)	H	1-0	Coyne	12,110
SAT NOV 2	TRANMERE ROVERS	H	2-1	Barnard, Wade	4,358
WED NOV 6	CAMBRIDGE UTD	H	1-0	Henry	5,489
SAT NOV 9	Scunthorpe Utd	A	2-0	Henry, Wade	1,902
SUN NOV 17	BRISTOL CITY (F.A. Cup 1)	H	0-0		10,468
WED NOV 20	Bristol City (F.A. Cup 1 Replay)	A	2-4	Ramsey, Barnard	8,979
SAT NOV 23	MANSFIELD TOWN	H	2-1	Coleman Pen, Wade	4,784
TUE NOV 26	Ipswich Town (Milk Cup 4)	A	1-6	Yallop O.G.	12,083
SAT NOV 30	Orient	A	0-1		3,120
SAT DEC 7	PRESTON NORTH END	H	4-1	Henry 3, Coleman Pen	3,945
SAT DEC 14	HALIFAX TOWN	H	3-2	Coleman 2 Pens, Henry	4,516
SUN DEC 22	HEREFORD UTD	H	1-0	Henry	7,364
THU DEC 26	Aldershot	A	Postponed		
SAT DEC 28	Torquay Utd	A	1-0	Gordon	1,702
WED JAN 1	COLCHESTER UTD	H	2-1	Cole, Wade	8,802
SAT JAN 4	Tranmere Rovers	A	1-3	Gordon	
SUN JAN 12	SOUTHEND UTD	H			
SAT JAN 18	Wrexham	A			
TUE JAN 21	Bristol Rovers (F.R.T.)	A			
SAT JAN 25	PETERBOROUGH UTD	H			
TUE JAN 28	HEREFORD UTD (F.R.T.)	H			
SAT FEB 1	Northampton Town	A			
MON FEB 3	Stockport County	A			
SAT FEB 8	CHESTER CITY	H			
SAT FEB 15	CREWE ALEXANDRA	H			
SAT FEB 22	Preston North End	A			
SUN MAR 2	HARTLEPOOL UTD	H			
WED MAR 5	Exeter City	A			
SAT MAR 8	Rochdale	A			
SAT MAR 15	BURNLEY	H			
SUN MAR 23	PORT VALE	H			
FRI MAR 28	Colchester Utd	A			
MON MAR 31	ALDERSHOT	H			
SAT APR 5	Cambridge Utd	A			
SAT APR 12	SCUNTHORPE UTD	H			
SAT APR 19	Mansfield Town	A			
SUN APR 27	ORIENT	H			
FRI MAY 2	Halifax Town	A			

98,621 Have watched the Town at Home  
 66,917 Have watched the Town Away  
 165,538 Have watched Town Home and Away  
 5,801 Average Home Attendance  
 4,929 Average Home Attendance (League Only)



# KIT SPONSORSHIP

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DEREK HALL	THE SWINDON TOWN TRAVEL CLUB			
MARK HUGHES	County Ground Bookmakers	Tidworth Coaches are the choice of Swindons Town Travel Club		Brewster Hire Centre Swindon 22306
DAVID MOSS	Mr. & Mrs. D. Hollister 65 Newcastle St Swindon		Mrs Barrett Brighthampton Oxford	Mr Mrs Slater The Hope Inn Purton
CHRIS RAMSEY	June and Alan Beckell Oakfield Road Carterton	Simon Bayliss North Brickhill Bedfordshire	ROBINS OUT OF TOWN	
ANDY ROWLAND	Akers Garage The Street Moreton	Mrs C Weavers Haydon Wick Swindon	Alexander Insurance Services Regent Circus Swindon	Mr Godwin Wagon and Horses Wootton Bassett
BRYAN WADE	Bells Silencer Centre Swindon	Sandra Coburn 12 Deburgh Street Swindon	Coote's Estate Agency Buckingham Palace Rd, London	Mrs Maslen Keen Supporter Tiverton Devon
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CHRIS KAMARA	Mrs Tucker Bath Road Garage Seend	Chris Scott	John Ward 18 Nelson Place London	
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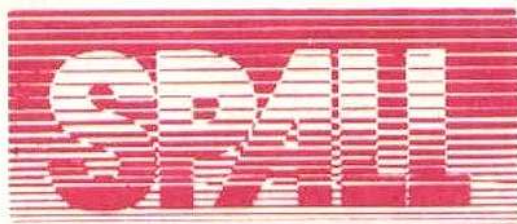
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# *The Town Crier on the Touchline*

WITH ROBERT STEPHENSON  
THE TOWN'S MANAGING DIRECTOR



**EDITOR:** Could you explain to our supporters the reasons for such a dramatic improvement in the Club's recent report to the Shareholders whereby a loss of £114,000 the previous year was reduced to £10,000 last year.

**ROBERT:** During the past year the Club has reduced its wage bill and also reduced the staff here at the County Ground. Particularly in respect of management, ground staff and players. The stringent financial restraint that has been imposed on the Club's finances has improved our situation and without doubt this will continue.

The extra revenue that has been generated by the increase in attendances and particularly with regard to sponsorship have been extenuating factors in a marked improvement. However I must stress that last year's financial accounts still showed a loss and it is our earnest wish to make next year's accounts show an operating profit. We really do have an excellent opportunity of doing this in view of the considerably higher gates that we have enjoyed this season and the further improvement there has been in income with the close control of expenditure.

**EDITOR:** What do you think of the new format of the Freight Rover Trophy?

**ROBERT:** It is hoped that a mini-league of three clubs at the commencement of the competition. Will prove to be more attractive, on the basis that supporters will see Swindon Town playing two different teams as opposition. Where as last season we had Torquay as opponents in two matches. Hopefully this will prove to be much more appealing. With sponsorship doubled this season for the Freight Rover Trophy. It certainly shows that the

sponsors commitment which is for the next four years is given with the intent that it is a worthwhile and flourishing competition.

**EDITOR:** With the Club seemingly having a definite chance of promotion this season. Some supporters have been expressing concern at the wear the pitch is showing. Could it jeopardise our chances if we lose a home match or two at a vital time?

**ROBERT:** We really are at the mercy of the elements and there is no reason for anyone to think that any matches need to be postponed. For instance the week preceding the recent Preston match the ground was used for a schoolboy match and a reserve game. Also it was a case of both matches taking place in the space of 12 hours. It was also a week of heavy rain but the ground coped amazingly well. Therefore I have no reason to envisage problems. Really our supporters should have no fears.

**EDITOR:** Would you like to expand upon the duties of the Board of Directors which are not always obvious to the Club supporters?

**ROBERT:** Our Board is made up of a number of two or three sub-committees who have a specific responsibility regarding various aspects of the Club. Such as finances, commercial, which also includes lottery and sponsorship. Also the ground licensing clubs and match day hospitality. In fact any specific matters concerning the operation of any of these areas of the Club. Can then be brought to the fortnightly Board Meeting by the relevant committees. I think it is fair comment to say that my colleagues on the Board are dedicated and hardworking in the pursuit of maintaining and improving our Club for the good of all of us.





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DON ROGERS ON 0793 (27378)  
OR  
EDDIE BUCKLEY 0793 (25631)



# TODAYS TEAMS

## Swindon Town

## Southend United

	KENNY ALLEN	<b>1</b>	JIM STANNARD	
	CHRIS RAMSEY	<b>2</b>	WARREN MAY	
	PAUL ROBERTS	<b>3</b>	FRANK LAMPARD	
	LEIGH BARNARD	<b>4</b>	PAUL CLARK	
	DAVID COLE	<b>5</b>	SHANE WESTLEY	
	COLIN CALDERWOOD	<b>6</b>	STEVE HATTER	
	DAVID BAMBER	<b>7</b>	GLENN PENNYFATHER	
	CHARLIE HENRY	<b>8</b>	BARRY SILKMAN	
	COLIN GORDON	<b>9</b>	RICHARD CADETTE	
	BRYAN WADE	<b>10</b>	ROY McDONOUGH	
	DAVE HOCKADAY	<b>11</b>	ALAN ROGERS	
	CHRIS KAMARA	<b>12</b>	JOHN GYMER	
CHANGES				CHANGES

### REFEREE



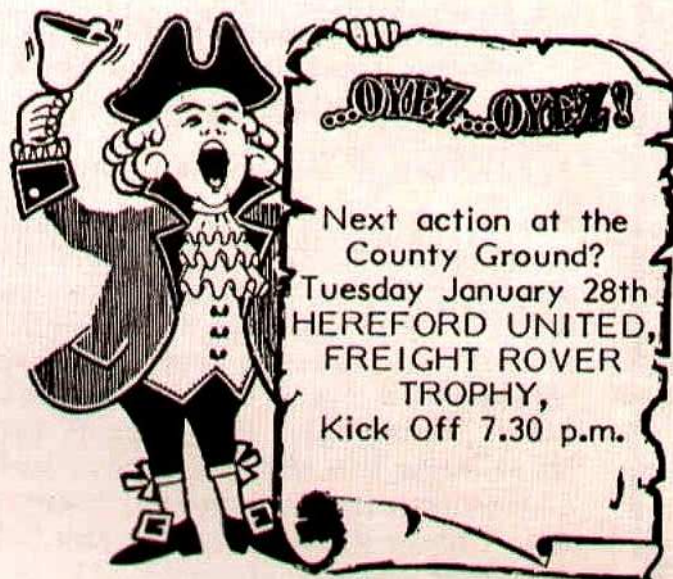
Mr. Ken Baker

(Ken's last visit to the County Ground was on November 24th 1984 for our Division Four fixture with Aldershot).

### Linesmen



Red Flag:  
W.K. Burge  
Yellow Flag:  
J. Byles



Next action at the  
County Ground?  
Tuesday January 28th  
**HEREFORD UNITED,**  
**FREIGHT ROVER**  
**TROPHY,**  
Kick Off 7.30 p.m.

Before today's match a presentation will be made to our Manager Lou Macari. Who will be presented with his award for being Bell's December Manager of the Month for December. This is Lou's Third Award since his appointment at the County Ground in July 1984 and his second this season. Cheer's Lou - Now complete the season by leading us into Division Three.