

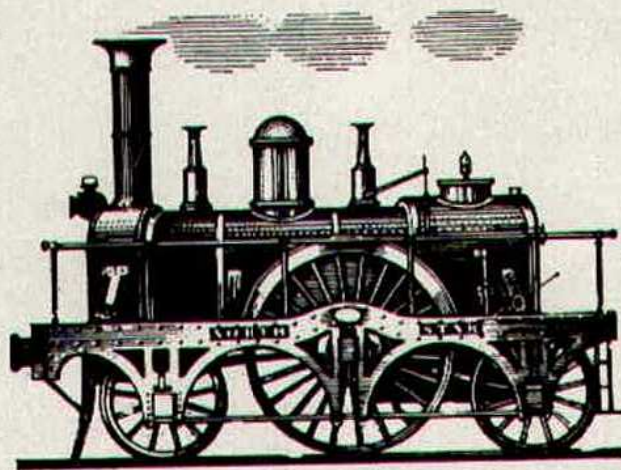


Swindon Town F.C.

MILLWALL

LEAGUE CUP ROUND ONE
Official
Programme
10p

**Arkells
North Star Keg.
A name that'll
soon be on
everyone's lips.**



NORTH STAR

A NEW KEG BEER FROM ARKELLS 



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Registered Office County Ground Swindon

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NEWS & VIEWS

Once again we begin the cup trail. This evening's game is the first leg of the first round of the League Cup. How that name revives memories. When Swindon won the Cup in 1969 we played through all the rounds defeating Torquay United in the first round. Can history repeat itself? However, staying in the present let us hope we are successful tonight, always remembering we still have to visit the Den.

We last played Millwall in Division 2 in season 1973/74. The first game at the County Ground on Saturday 22nd September 1973 resulted in a win for our visitors by 3 goals to 1. The gate on that occasion was 7,756. The return match played at Millwall on Saturday 16th February 1974 was won to everyone's surprise by Swindon 3 goals to nil. We were really in the doldrums and relegation was looming ahead, and this victory raised great hopes. However it was not to be, as within four days we lost at home to Notts County 1-4 before a gate of only 3,284. Incidentally, the win at Millwall was the only away win of the season apart from Hull City on 15th April by 1 goal to nil. By then, however, we were well bottom of Division 2.

Tonight we welcome once again old friends from Millwall. Unfortunately they followed our example and last season were relegated to Division 3. They will be anxious to do well, and like us hope to regain a place in Division 2. No doubt their present Manager — Mr. Gordon Jago (so successful at Queens Park Rangers) has spent a great deal of time on training and coach-

ing. We have always looked upon Millwall as a hard fit side, one very difficult to beat, especially on their own ground. Rest assured the new manager will not make it any easier for visitors.

They have recently transferred their goalkeeper to Coventry City, but this will not in anyway weaken the team, as provision was made for such a likelihood by the signing of Ray Goddard from Orient. Bryan King at one time had a trial with Swindon. Mr. Bert Head was manager then and many young players came for trials. Unfortunately what proved to be a good proposition was missed, although of course he has improved over the past few years.

To date the sale of Season Tickets has been most encouraging, and we hope more will be purchased. May we point out that Senior Citizens and boys can purchase a seat in the Stand for half-price. Well worthwhile a comfortable seat under cover.

The National Press seems to have started a campaign condemning defensive negative football and pressing for open attacking football. Certain First Division clubs are named as adopting that policy. Surely that was Swindon's style of play right from the beginning of the 1974/75 season. Had we been defensive in some of our away games, we might even be in Division 2 now.

Talk of the Town

By the Chairman

Tonight we welcome Millwall to the County Ground and I am sure that we shall have a real fight on our hands.

This is of course the first leg of the first round of the Football League Cup and our return game is being played at Millwall on Monday 25th August. This being a Bank Holiday we are hoping for a lot of support on the day for Swindon.

We have had to produce these notes before our opening game of the season and so, of course, cannot comment on that game but hope that the result is in our favour.

Millwall lost their second Division status last season and we at Swindon know only too well how they feel and wish them luck in their fight back.

During the close season we have been very busy with our preparations not only for the senior team but for the youth team which has a busy season ahead of them, as many of these young players will be playing in both Midland Youth and London Combination teams. Our young lads had games against Melksham, Devizes, Clanfield, Didcot. Although not winning all of them, they have been showing a lot of skill in their approach to their games and we are hoping the hard work put into their preparations will result in success this season. Maurice Owen is Youth Manager and Frank Burrows is Youth Coach. Jack Conley, our Chief Scout, of course, does a tremendous job on this side of the staff as he is responsible for the trials and organising of the youth games and tomorrow evening, kick-off 6.30 p.m., we entertain Crystal Palace in the London Combination and this will give our supporters the first glimpse of our Reserve side this year. On Saturday last, they opened their programme against Bournemouth, the result, of course, you will now know.

On Wednesday of last week the Directors and Staff of Reading, Oxford and Swindon met at Sonning for a social evening, which was very

successful and helps to cement the friendships between the clubs.

This is an annual event which is held in the area of each club in rotation. I would like to mention that each director pays his share of the costs, just in case anyone thinks that the club is burdened with it.

Last season we asked for people to write in and let us know if they had difficulties in obtaining transport to and from our games and from the information gathered are trying to find out if there is sufficient response in any particular area to warrant public transport.

We have had a letter from Flucks Luxury Coaches from the Stow on the Wold area and they intend to run coaches to our matches for the fantastic price of 40p return. They also pick up passengers in the Bourton on the Water area and also have received permission to pick up from the Burford area.

I am sure that there must be a lot of supporters from these areas who would welcome the chance to travel in comfort for such a low cost and if you would like to let us know if you are interested, we will pass on the information for you.

Our Liaison Officers who did such a good job last year must be wondering when we are holding our first meeting for this coming season. Owing to so much preparation these last few weeks, with so many meetings taking place, we have had to postpone our Liaison Officers meeting until September, and we shall be getting in touch with everyone in the next week or two.

If there is anyone interested in becoming a Liaison Officer for his or her particular area, please write in, or call and see Mr. Bob Jefferies our Secretary who will be pleased to give you any information that you may like to have.

TOWN SOUVENIRS

Swindon Town Papermate Pens	69p	Bracelets - Small	30p
Swindon Town Ball Point Pens	9p	Pendants - Swindon Town	30p
Satin Scarves	80p	Pendants - First Division	33p
Knitted Scarves	£1. 15p	Autograph Book	25p
Bob Caps	80p	Comb & Case	20p
Rosettes	15p	Key Fob	15p
Pennants	25p	Sew on patches	30p
Maxi Pennants	45p	Iron ons	15p
Shirt Badges	13p	Swindon Town Rings	35p
1969 League Cup Souvenir Ties	25p	First Division Rings	35p
New Club Ties	£1. 60p	Swindon Town Mugs	65p
Players Photographs - Coloured	20p	Swindon Town Tea Pot Stands	55p
Team Photographs - Coloured	50p	Swindon Town Ashtrays	40p
Shoulder Bags	£2. 00p	First Division Lapel Badges	28p
Duffle Bags	£1. 20p	Action Pens	40p
Ball & Boot Key Rings	22p	8 Panel Caps	70p
Pencils	6p	Splash Patches	35p
Rainhoods	5p	Car Stickers	16p
Bracelets - Large	33p		

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The Town **Focus** On

DAVID MOSS

Name: **DAVID MOSS**
Birthplace: Witney.
Height: 5'9"
Married: Yes.
Wife's name: Yvonne.
Children: Yes.
Childrens Names: Nikki.
Previous Clubs: Witney Town.
Favourite Players: Leighton James, Colin Todd.
Favourite Team: West Ham United.
Most memorable match: v Colchester 1975.
Biggest disappointment: Being relegated.
Biggest football thrill: Scoring hat-trick v Colchester.
Favourite Food: Steak, Scampi, Prawns, Trifle.
Favourite T.V. Shows: Cannon, Tommy Cooper, Benny Hill.
Favourite Singer: Elton John.
Favourite Actress: Bet Lynch (Coronation St.).
Pet Likes: Going out for meals, swimming, hot weather.
Pet dislikes: Long journeys by coach after losing.
Biggest influence on career, Father, Maurice Owen, Frank Burrows.
Professional ambition: To play at Wembley.
Personal ambition: To be successful in business.
If not a footballer, what would you like to be: An Actor.
Which person would you most like to meet: The man from Littlewoods Pools.



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Monday, 25th August	MILLWALL	11 a.m.	£1.70	£1.15

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RAY GODDARD (Goalkeeper). If King's transfer has gone through, we can expect to see Ray in goal tonight. Now with his third London club, he began his professional days at Fulham. But he didn't play any League football until signing for Orient in 1966. For six-and-a-half years he was the Os regular goal-keeper but he lost his place last season when Millwall signed him. League record: Fulham nil aps.; Orient 279 aps.; Millwall nil aps.

JON MOORE (Defender). Though Jon hadn't managed to get a game in Bristol Rovers' League eleven, he walked straight into the Lions' senior side after his transfer in December last season. League record: Bristol Rovers nil aps.; Millwall 22 aps. 2 gls.

TONY HAZEL
England youth
and was a mem
winning team i
manager Gordo
last season in a
League record:
Millwall 21 aps.

RAY EVANS (Defender). One of several signings by new manager Gordon Jago last season. Ray had been Tottenham's regular right-back for some three years. He made his First Division bow back in 1968/69. League record: Tottenham 132(4) aps. 2 gls.; Millwall 13 aps. 1 gl.

FRANK SAUL (Midfield). Once with Spurs, Frank scored their winning goal in the 1967 F.A. Cup Final. Soon afterwards he transferred to Southampton and then had three years with Queens Park Rangers before transferring to Millwall in 1972. League record: Tottenham 112(4) aps. 37 gls.; Southampton 46(7) aps. 2 gls.; Q.P.R. 58(5) aps. 7 gls.; Millwall 67(4) aps. 2 gls.

BARRIE FAIRBROTHER (Midfield). Barrie signed this summer as part of the Alder deal. He first made Orient's senior team in 1969, spending much of his time as a striker. In 1972/73 he was the club's top scorer. League record: Orient 171(18) aps. 41 gls.; Millwall nil aps.

GORDON HILL (Striker). Gordon hit the League scene with a bang two seasons ago with some superb displays on the left wing and now he is firmly established in that role. League record: Millwall 64(7) aps. 12 gls.

PHIL SUMMERILL (Striker). A former England youth international, Phil first emerged with Birmingham City where he was top scorer for three successive seasons. But he lost his place and the Blues allowed him to join Huddersfield in a £40,000 deal in 1973. Millwall signed him last season for £25,000 and he scored six goals for them. League record: Birmingham 107(8) aps. 46 gls.; Huddersfield 48(6) aps. 11 gls.; Millwall 20 aps. 6 gls.

GEORGE BO
George had no
senior team be
form in the res
that he is expe
this term.
League record

MILLWALL



Left to Right.

Standing W. Neil (Coach), M. Wright, E. Jones, R. Evans, B. King, R. A. Dorney, D. Donaldson, A. Hart.

Seated G.H. Jago (Manager), F. Saul, P. Summerill, T. Hazell, A. W. T. Brisley, B. Fairbrother, G. Borg, T. Foley, (Asst. Manager)

...). Though Jon
game in Bristol
he walked straight
de after his trans-
son.
Rovers nil aps.;

TONY HAZELL (Defender). Tony won
England youth caps in his Q.P.R. days
and was a member of their League Cup
winning team in 1967. He followed
manager Gordon Jago over to Millwall
last season in a £40,000 deal.
League record: Q.P.R. 361(7) aps. 4 gls.;
Millwall 21 aps. 2 gls.

DAVID DONALDSON (Defender).
David joined Millwall from Arsenal two
seasons ago. He had been unable to break
into the Gunners' first-team but he made
his League debut for Millwall against
Bolton in October 1973.
League record: Millwall 55 aps. 1 gl.

MILLWALL



Neil (Coach), M. Wright, E. Jones, R. Evans, B. King, R. Goddard, J. Moore,
Dorney, D. Donaldson, A. Hart.

J. Jago (Manager), F. Saul, P. Summerill, T. Hazell, A. Welsh, B. Kitchener,
Brisley, B. Fairbrother, G. Borg, T. Foley, (Asst. Manager).

BARRY KITCHENER (Defender).
Another of Millwall's dependables, Barry
fought his way from the ranks of
Millwall's junior teams to make his senior
bow nine seasons ago and in one spell he
was ever-present for five seasons, an
unbroken run of 242 League appearances
for the Lions being broken when he was
suspended.
League record: Millwall 333(2) aps.
15 gls.

ALAN DORNEY (Defender). Alan
completed his apprenticeship in the
printing trade before signing professional
for Millwall. He had his first taste of
League football seven seasons ago and
last season completed a run of 174 con-
secutive League games for the club. Alan
hit his first-ever League goal against
Bristol City last season.
League record: Millwall 237(1) aps. 1 gl.

ALAN WELSH (Midfield). Alan this
summer returned to his first club after a
glorious tour of South Coast clubs. Mill-
wall signed him from Bonnyrigg Rose
F.C., a Scottish junior club, and he made
his League debut for them in 1965/66.
In 1967 he transferred to Torquay where
he was on two occasions their leading
scorer. Plymouth signed him for £15,000
in 1972 and he was their top marksman
in his first season. Next move was a
£30,000 transfer to Bournemouth in
1974. Now he has returned to The Den.
League record: Millwall 3 aps.; Torquay
139(9) aps. 45 gls.; Plymouth 64(2) aps.
14 gls.; Bournemouth 33(2) aps. 3 gls.;
Millwall nil aps.

...riker). A former
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addersfield in a
Millwall signed
000 and he scored
gue record: Bir-
5 gls.;Huddersfield
wall 20 aps. 6 gls.

GEORGE BORG (Striker). 17 year old
George had not played in the Lion's
senior team before this season but his
form in the reserves has been so good
that he is expected to get an early chance
this term.
League record: Millwall nil aps.

TERRY BRISLEY (Midfield). Terry
joined Millwall this summer as part of
the deal which took Doug Alder to
Orient. Terry made his League bow for
Orient in 1970/71 and was for most of
his stay a regular first-team player. Last
season he played for Southend on loan.
League record: Orient 133(9) aps. 10 gls.
Southend (loan) 8 aps.; Millwall nil aps.

League Cup Scene

by Tony Pullein

The League Cup last season once again became the Cup of cheer for smaller clubs. For the first time in the competition's history, all four semi-finalists came from outside the First Division, we saw the first all Second Division Wembley final while Fourth Division Chester got to the semi-final and to within a few moments of Wembley.

Yes, the League Cup can now truly be said to be the tournament which every participant has a chance of winning.

One curious factor is that, though the F.A. Cup has been running for more than 100 years, there has never been a single occasion since the Football League was formed of a First Division team failing to reach the final. The League Cup is only 15 years old yet it has thrown up this phenomena twice. Rochdale and Norwich disputed the 1962 final before the match was taken to Wembley.

We were, of course, one of two Third Division clubs to win the League Cup in 1969 with our epic victory over Arsenal at Wembley.

It's not that the big clubs do not take the thing seriously. With a UEFA Cup place at the end of it, the League Cup can offer the opportunity of a lucrative run in Europe. There was just no accounting for some of the phenomenal upsets which we saw last season.

Chester, for instance, did not stop at thrashing Leeds United 3-0: They then proceeded to knock out Newcastle (1-0) and only lost 4-5 on aggregate to Aston Villa in the semi-final, the Villa winner coming minutes from time.

Crew Alexandra, another Fourth Division giant-killer, ousted Birmingham 2-1 and took Aston Villa to a replay. Colchester beat First Division Carlisle 2-0 and then won 1-0 at Southampton. This after Southampton had crushed Derby 5-0!

What's more, only one First Division player managed to squeeze into the top five scorers:

Lou Macari (Manchester Un.)	7
Ray Graydon (Aston Villa)	6
Malcolm Macdonald (Newcastle)	6
Ted MacDougall (Norwich)	5
John Moore (Hartlepool)	5

Biggest attendance, outside Wembley, was for Second Division Manchester United's home semi-final leg against Norwich - 58,010. Smallest crowd of the season was 1,570 at

Brentford's ground for the first round, second replay, between Bournemouth and Gillingham.

The Bournemouth-Hartlepool and Reading-Brighton ties broke new competition endurance records. Each went to four meetings and a total of seven hours play. Bournemouth, in fact, made quite a meal of their League Cup programme - they played seven games in all (as many as some clubs do in winning the competition), though they still didn't get beyond the second round!

The rule decreeing that only First Division winners would be permitted to participate in the UEFA Cup was lifted last season so that we would have seen a Second Division side in this competition for the first time this season. But Villa, of course, subsequently gained promotion and now enter as a First Division side.

Norwich City equalled a League Cup record by reaching the semi-finals for the third season in succession, something only Tottenham (1971, 1972 and 1973) had previously achieved.

Villa were blessed with a rather easier passage to Wembley than their opponents - apart, of course, from their first match which saw them held at home by Everton but then had Villa triumphing 3-0 at Goodison Park.

After that it was Third and Fourth Division opposition all the way. Crewe and Hartlepool both forced them to replays while Colchester were no push-over in the fifth round, Villa winning 2-1 at Layer Road.

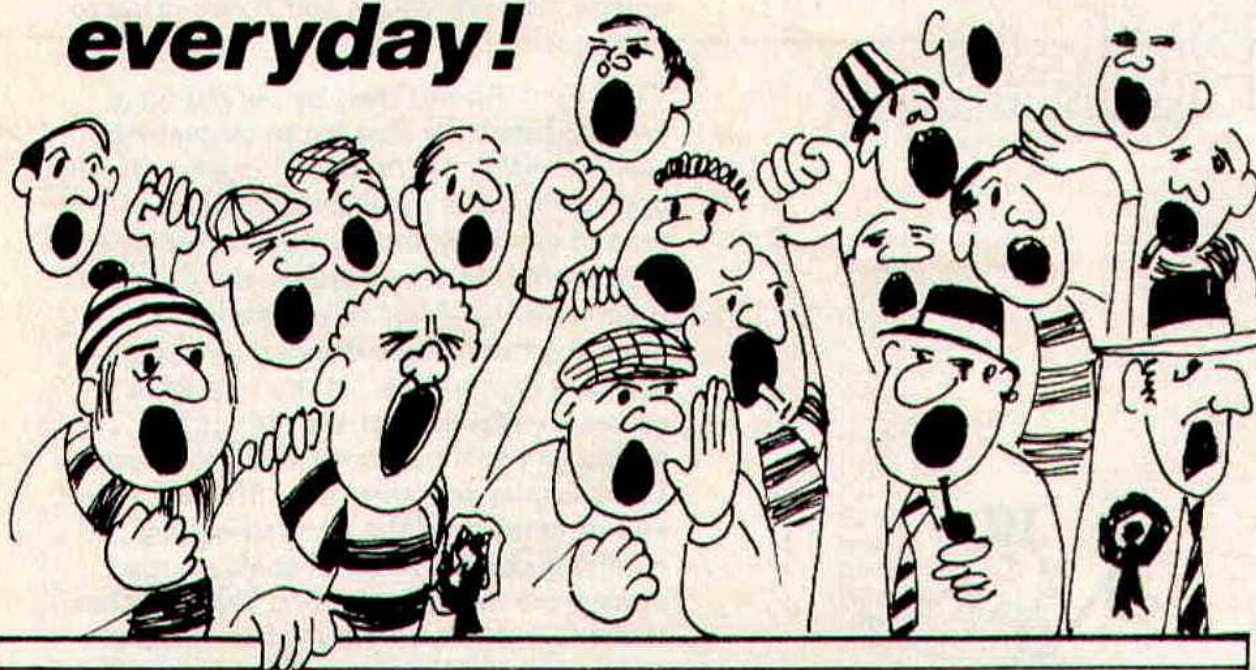
Biggest obstacle of all was Chester in the two-legged semi-final. Twice behind on their own ground, Chester recovered to draw 2-2. At Villa Park they pulled back from 0-2 to level at 2-2 before finally succumbing to a goal from Brian Little ten minutes from time.

Norwich had to replay in every round, winning at the second attempt at Carrow Road again Bolton, West Bromwich and Sheffield United.

The process was reversed against Ipswich. The first game was 1-1 at Norwich but the Canaries won 2-1 at Portman Road.

The semi-final clash with runaway Second Division leaders Manchester United proved one of Norwich's sternest tests. But they laid the ground for success by drawing 2-2 at Old Trafford and then made sure of another trip to Wembley with a scrambled Colin Suggett goal in the return.

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TWO

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VOUCHER 1975
1976

The Cup Rules



At the last Annual General Meeting of the Football League the rules relating to the first round of the competition were altered and, to keep you in touch, we bring to your notice the new rule.

"The First Round shall be played on a two-leg basis, the first leg to be played on the ground of the first Club drawn. If the aggregate scores are level at the end of the second game the match shall be replayed on a ground to be agreed by the Clubs or, if agreement cannot be reached on a neutral ground to be decided by the Management Committee. If the aggregate scores are still level at the end of the replay an extra half-hour shall be played. If the aggregate scores are still level at the end of extra-time the tie shall be decided by giving double value to goals scored away from home in the first two matches. If the teams remain equal after this procedure the tie shall be decided by a penalty competition played in accordance with the Laws of the Game".

Have you yet done yourself a favour and joined the Swindon Town Discount Scheme. We now have more than 100 shops who are prepared to give you discount so go ahead — do yourself a favour, and us, by completing the form below. After all — it only costs ½p a day. If you would prefer a few more details, call at the office, or write, and we shall be pleased to finally convince you.

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Swindon Town Fixture List

1975-76

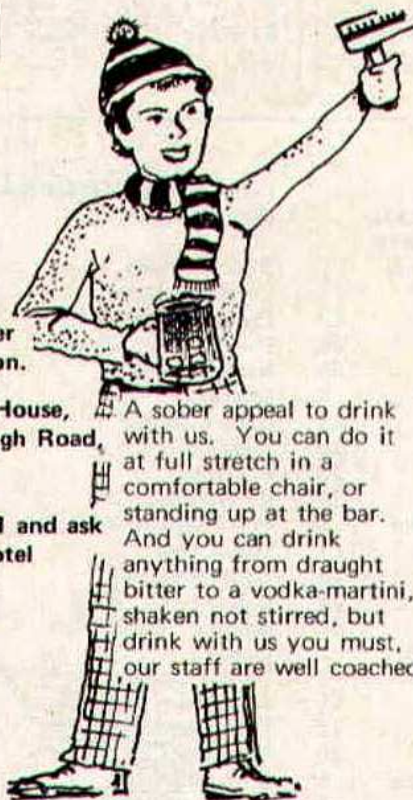
DATE	DIVISION 3 OPPONENTS	RESULTS
Aug. 1975		
16	Chesterfield	H
19	League Cup 1 Millwall	H
23	Walsall	A
27	League Cup 1 Millwall	A
30	Gillingham	H
Sept. 6	Shrewsbury Town	A
10	League Cup 2	
13	Sheffield Wednesday	H
20	Port Vale	A
24	Hereford United	A
27	Colchester United	H
Oct. 4	Rotherham United	A
8	League Cup 3	
11	Halifax Town	H
18	Wrexham	A
21	Bury	A
25	Grimsby Town	H
31	Southend United	A
Nov. 4	Crystal Palace	H
8	Preston North End	H
12	League Cup 4	
15	Peterborough United	A
22	F.A. Cup 1	
29	Brighton & Hove Albion	H
Dec. 3	League Cup 5	
6	Mansfield Town	A
13	FA Cup 2	
20	Chester	A
26	Cardiff City	H
27	Millwall	A
1976		
Jan. 3	Aldershot	H
10	Gillingham	A
14	League Cup S.F.	
17	Port Vale	H
21	League Cup S.F.	
24	Sheffield Wednesday	A
31	Bury	H
Feb. 7	Crystal Palace	A
14	Preston North End	A
21	Peterborough United	H
24	Hereford United	H
28	Grimsby Town	A
Mar. 6	Southend United	H
9	Rotherham United	H
13	Halifax Town	A
16	Wrexham	H
20	Brighton & Hove Albion	A
27	Mansfield Town	H
30	Chester	H
Apr. 3	Chesterfield	A
6	Colchester United	A
10	Shrewsbury Town	H
14	Aldershot	A
17	Cardiff City	A
20	Millwall	H
24	Walsall	H
May 1	F.A. Cup Final	

DATE	FOOTBALL COMBINATION OPPONENTS	RESULT
Aug. 1975		
16	Bournemouth	A
19	Crystal Palace	H
23	Plymouth Argyle	H
26	Queens Park Rangers	A
30	Norwich City	A
Sept. 6	Chelsea	H
13	Oxford United	A
20	Reading	H
23	Fulham	H
30	Birmingham City	A
Oct. 4	West Ham United	H
11	Luton Town	A
18	Southampton	A
21	Fulham	A
25	Ipswich Town	A
Nov. 1	Orient	H
12	Cardiff City	A
15	Tottenham Hotspur	H
22	Southampton	H
29	Leicester City	A
Dec. 6	Bristol City	H
13	Plymouth Argyle	A
20	A.F.C. Bournemouth	H
27	Bristol Rovers	H
1976		
Jan. 3	Arsenal	A
10	Oxford United	H
17	Chelsea	A
24	Norwich City	H
31	Crystal Palace	A
Feb. 7	Queens Park Rangers	H
14	Cardiff City	H
21	Tottenham Hotspur	A
28	Ipswich Town	H
Mar. 6	Orient	A
13	Luton Town	H
20	Leicester City	H
27	Bristol City	A
Apr. 3	Birmingham City	H
14	Reading	A
17	Arsenal	H
20	Bristol Rovers	A
24	West Ham United	A

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Danny's Desk

This evening I should like to write a few words to our younger supporters, especially those who come to football for what has become known, for want of a better word, as "agro". We all know what the translation of that word is — immature childish behaviour. The perpetrators know full well that, by their actions, they are spoiling the entertainment of the true supporters, but do they realise that they are doing immeasurable harm to the game, the off spin of which is that a number of players, many of them with families, are out of work. We were very fortunate here at the County Ground last season, the incident of bad behaviour was very slight indeed and I would like to thank the "Town Enders" for rallying around the team and giving them their vocal support. I would ask you to keep cheering and chanting but please "KEEP IT CLEAN". A few years ago we won the Supporters of the Year award and I reckon we are not far away from that standard once again.

For the few who are bent on trouble despite this entreaty I give you the following warning. Anyone ejected from the ground, for whatever reason, will be banned from entry for the remainder of the season and a letter will be

sent to the offenders parents informing them of the fact. This in addition to the punishment of the authorities. So come on lads, team up with 'the Town' and help the Club to the higher divisions. Make no mistake about it, we can't do it without your assistance — every successful Club has enthusiastic support behind it and we are no exception. We need your help!

There is no need for you to be bored whilst waiting for the match to begin. I am sure you all like the Top Ten music and we welcome record requests. You know what sound you prefer so why not ask for it. Just hand in a postcard marked "D.J." giving your choice and it will be played. I've got my ear plugs ready. This applies to anyone else as well — I mean the requests not the ear plugs. We look forward to receiving your record requests and if we don't receive them you will just have to listen to our choice and we are more accustomed to picking teams not 'pop'.

Thank you for coming this evening — everyone of you — make your presence known to the players for the result of this game is so important to us.



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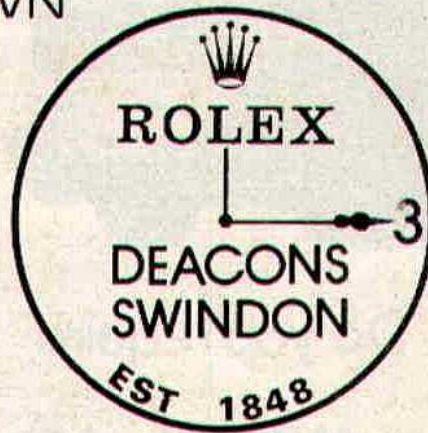
29 Newport Street, Swindon

Tel: Swindon 6125 or 23876

TUESDAY 19th AUGUST 1975 at 7-30p.m.

SWINDON TOWN

- 1 Barron
- 2 McLaughlin
- 3 Trollope
- 4 Hubbard
- 5 Burrows
- 6 Prophet
- 7 Moss
- 8 Stroud
- 9 Eastoe
- 10 Jenkins
- 11 Anderson



MILLWALL

- 1 Goddard
- 2 Evans
- 3 Moore
- 4 Brisley
- 5 Titchener
- 6 Hazell
- 7 Fairbrother
- 8 Welsh
- 9 Summerhill
- 10 Saul
- 11 Salvage

Referees: Mr. L.F. Burden (Broadstone, Dorset)
Linesmen: Red Flag: Mr. K. Swift (Ilminster)
Yellow Flag: Mr. J. Brimble (Hengoed, Glam.).

LESLIE BURDEN (Broadstone, Dorset).
Refereed in the Southern League for five years and went on the League line in 1970. Promoted to the Supplementary List for last season and to the full list this year. Refereed a Southern League Cup semi-final in 1971-1972 and was on the line for the England v Denmark Under 23 match in 1973-74. A married man with three children, he works as an interior furnishing and design director and lectures to local societies. President of Poole Referees' Association and Chairman of East Dorset (County) Referees Association.

We should like to hear from any Business Man who is anxious to bring his products to the notice of many thousands of people every other Saturday.

GROUND ADVERTISING here at the County Ground will do just this. If you are interested, ring the Secretary, without obligation, and he will be pleased to give you details.
SUPPORT 'THE TOWN'.

**DON'T
FORGET**

**SWINDON
V**

GILLINGHAM

SATURDAY, 30th AUGUST