

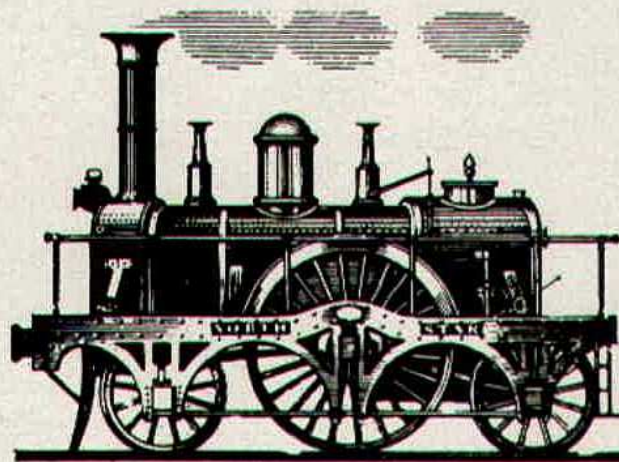


Swindon Town F.C.

HALIFAX TOWN

THIRD DIVISION
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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NEWS & VIEWS

What a wonderful tonic, the splendid result at Rotherham produced. The pleasing feature apart from the win, was the splendid form of the whole team. A fine game, which brought forth glowing reports. Is this the fore-runner, to a string of good matches, with the desired results?

However a word of caution - "one swallow does not make a summer". Remember after today's game, we face two away fixtures at Wrexham and Bury. To say they are difficult games is quite a misnomer. All matches are hard even at home.

Today's game will be no exception. Halifax has made one of their best starts to a season. At present their position in the League Table is fifth with the following fine record.

P	W	D	L	F	A	P
9	4	4	1	14	9	12

Including today's game they will have played six out of their ten matches on opponents grounds.

They have a magnificent away record having won at Aldershot and Colchester, and drawn at Cardiff, Grimsby and Gillingham. All this proves that today's game will produce a stern struggle for supremacy. Fortunately it seems we are beginning to find the form displayed in the pre-season games. We hope that improvement will continue today.

The league position of Halifax is certainly a revelation, as for a long period of last season,

they were never very far from the relegation zone. When they visited the County Ground on 19th April 1975 they occupied eighteenth place, and really were soundly beaten by three goals to one. The scorers for Swindon were Stroud, Dixon and Eastoe and for Halifax Downes.

They ended the season in seventeenth position, so were well out of danger, but remember we here in Swindon were in fourth place, although the difference between the teams was ten points. To date the difference between the two is six points after nine games.

What has caused this greatly improved record? The change in personnel is quite small. Terry Gennoe, goalkeeper transferred from Bury, Tommy Veitch, a midfield player from Tranmere. Derek Bell, 19 year-old striker free transfer from Derby, and Geoff Harris 19 year-old on loan from Oldham.

Obviously much has been devoted to tactics and training. We congratulate our opponents on their excellent beginning, and look forward to an outstanding game, but trust by our return to form we shall put a slight check on their results.

Talk of the Town

By the Chairman

The last couple of weeks has seen headlines in the local papers and television flashes concerning the financial position of our club and although these facts are so, I would like to assure all of our supporters that although we may have to make sacrifices in the club to ensure the future, we are equally keen to keep the standards of our team to enable us to progress to our ultimate ambitions of 1st Division status.

I have received several letters from you which I will endeavour to answer, but I expect that the information released by the Press will have answered many of your questions.

What steps are we taking you may ask, to enable us to be optimistic at this time of financial problems. The first good news is that Mr. Bill Dore has offered us help and has joined the board, not just to lend the club money which he so generously has, but to also help in developments which we are planning to try and bring more revenue into the club.

You may have read that we are inviting people to travel away with the team and be our guests for the day. The cost to people who take advantage of these arrangements is the sum of £20. This obviously is in the form of sponsorship for the trip. For this twenty pounds, the sponsor will travel to an away game of his choice and will be provided with a lunch with Directors and players on the outward journey at the hotel chosen for the trip, a seat in the director's box with the use at half time and full time of the visitor's refreshment lounge. On the return journey we usually eat from select packed lunch boxes and we do provide a

drink with this. The sponsorship is open for up to three people per trip but we are booking people singly. The week before the away fixture we shall make an announcement at our home game as to whom is travelling away with the team unless, of course, it is your wish to remain anonymous.

We obviously cannot accept ladies for these outings as it is strictly men only who travel with our players. Many offers are often made to buy a match ball for the club, and very often we have had to disappoint our donators because we couldn't find a suitable date and we feel that here is another way in which you can help the club as well as enjoying the day. Please write in as soon as possible with the match which you would like to sponsor because you may find that if you leave it too long, the date which you have chosen, may already be taken. It was a very pleasant journey home last week from Rotherham and obviously if you are lucky enough to choose a winning day it will enhance the journey.

Each week we have a coach load at least of supporters to our away games and I am sure that they will agree that last week's game was well worth seeing. We only hope today's game will be as enjoyable. Halifax have made a great start to the season and so today's game should provide us with a good test.

Last week's reserve game was a disaster from the result, but our young team depleted by injuries was no match for the more experienced players, but I am sure that they will learn something from this experience.

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The Town Focus On

JOHN McLAUGHLIN

Birthplace: Edmonton, London.
Height: 5'8"
Married: Yes
Wife's name: Anna
Children: No.
Previous Clubs: Colchester
Favourite Players: Colin Todd
Favourite Team: Swindon
Most memorable match: Versus West Ham
last season.
Biggest football thrill: Winning and playing well.
Favourite food: I like anything one can eat.
Favourite T.V. Shows: Fawlty Towers, Two Ronnies,
Match of the Day.
Favourite Singer: Elton John.
Favourite Actress: All of them.
Pet Likes: Dining out with Anna.
Pet Dislikes: Losing and being injured.
Biggest influence on
career: My father and Jim Smith,
Ex Manager of Colchester,
now at Blackburn.
Professional ambition: To play in First Division.
Personal ambition: To be successful in everything
I do.
If not a footballer what
would you like to be: Any professional sportsman.
Which person would you
most like to meet: Muhammed Ali.



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ALBERT PHELAN (Defender) Albert spent a decade in Chesterfield's defence and won a Fourth Division championship medal in 1970. He transferred to Halifax last season.

League record: Chesterfield 384 (4) aps. 14 gls.: Halifax 45 aps. 2 gls.

PAUL LUCKETT (Defender) Paul didn't get a chance to play League football with Coventry but, following his transfer to Halifax last season, he won a regular place, appearing at both right and left-back. He was injured in the opening game of this season and recently re-appeared as the named substitute.

League record: Coventry nil aps.: Halifax 25 aps.

RAY McHALE (Midfield) Ray joined Halifax from Chesterfield last season following three years as a first-teamer. In 1972/73 he was Chesterfield's leading goalscorer. Now he is Halifax's penalty taker.

League record: Chesterfield 123 (1) aps. 27 gls.: Halifax 45 aps. 10 gls.

TOMMY VEITCH (Midfield) Tommy had four seasons of Scottish League football in the Hearts' team before trying his luck in English football with Tranmere in 1972. When freed towards the end of last season, he spent several months in American football. Halifax signed him in the summer.

League record: Hearts 37(10) aps.: Tranmere 76 (3) aps. 5 gls.: Halifax 3(1) aps.

STEVE DOWNES (Striker) Steve joined Halifax in the 1974 close-season and scored nine goals last season. He has netted three times this term. Rotherham was his first major club and he was transferred to Sheffield Wednesday in 1970. Two years later he switched to Chesterfield where he also remained for two seasons.

League record: Rotherham 54(8) aps. 18 gls.: Sheff.Wed. 26(4) aps. 4 gls.: Chesterfield 37(4) aps. 11 gls.: Halifax 29 (7) aps. 10 gls.

TERRY GENNOE (Goalkeeper) Terry has tried his luck with several clubs but is only this season enjoying a regular game in League soccer. He made his bow with Bury in 1972/73 as understudy and later moved on loan to Leeds and Blackburn. Halifax signed him during the recent close-season and he has played in every game so far.

League record: Bury 3 aps.: Leeds (loan) nil aps.: Blackburn (loan) nil aps.: Halifax 9 aps.

ALEX SMIT Halifax from thus causing goalkeeper a Smith! This City and spe Huddersfield in 1970 and later.

League recor 2 gls.: Hudd (1) aps. 1 gl. Halifax 28 ap

HALIFAX TOWN



Back Row (L to R) S. Farrimond (Coach), P. Lockett, G. Harris, Steve Be D. Gwyther, A. Phelan, A. Smith, S. Downes, M. Har

Front Row (L to R) B. Hendy (Trainer), A. Jones, D. Ford, D. Pugh, A. S R. McHale, J. Collins, K. Blair, Johnny Quinn (Manag

DAVID GWYNTER (Striker) David was top scorer with 14 goals last season. Halifax had to pay Swansea £10,000 for David a Welsh under-23 player, in 1973 but he fulfilled his part of the bargain by repeating the sort of form which made him the Swan's top scorer for his last four seasons at Vetch Field.

League record: Swansea 213 (4) aps. 59 gls. Halifax 88 aps. 24 gls.

DEREK BELL top scorer with this is his first He joined Hal Derby where h has netted in e games.

League record aps. 4 gls.

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ALEX SMITH (Defender). Alex joined Halifax from Colchester late last season, thus causing some confusion for the club's goalkeeper at the time was another Alex Smith! This Alex began with Bradford City and spent a couple of years at Huddersfield before going to Southend in 1970 and to Colchester three years later.

League record: Bradford City 59(2) aps.: 2 gls.: Huddersfield 29 aps.: Southend 130 (1) aps. 1 gl.: Colchester 51 aps. 1 gl.: Halifax 28 aps. 1 gl.

TONY RHODES (Defender) Tony served Derby County loyally for almost a decade but played only five League games during that period. He has been a permanent member of the Halifax defence since his transfer in 1970. He scored two goals in their 5-2 win over Chester a fortnight ago. League record: Derby 5 aps.: Halifax 202 aps. 8 gls.

HALIFAX TOWN



rrimond (Coach), P. Luckett, G. Harris, Steve Bell, S. Cox, T. Gennoe, Wyther, A. Phelan, A. Smith, S. Downes, M. Harrold.

endy (Trainer), A. Jones, D. Ford, D. Pugh, A. Smith, T. Rhodes, McHale, J. Collins, K. Blair, Johnny Quinn (Manager)

JOHN COLLINS (Defender) John, a Welsh under-23 left-back, had the odd experience of playing in five internationals before he ever played a League game! He was with Spurs then but didn't enjoy League football until moving to Portsmouth in 1971. He went to Halifax last season.

League record: Tottenham nil. aps.: Portsmouth 71(3) aps.: Halifax 48 aps. 1 gl.

DAVID FORD (Midfield) David began his career with Sheffield Wednesday and made over 100 First Division appearances for them prior to transferring to Newcastle in 1969. Two years later he returned to Sheffield to join rivals Sheffield United. Halifax signed him two seasons ago. League record: Sheffield Wed. 118 (5) aps. 31 gls.: Newcastle 24 (2) aps. 3 gls.: Sheffield United 21 (6) aps. 2 gls.: Halifax 79 aps. 5 gls.

DAVID PUGH (Midfield) David opened his career with Newport County and moved to Chesterfield in 1968. While with them he won a Fourth Division championship medal. Halifax signed him in 1973 and he was ever-present in his first season. League record: Newport 73(4) aps. 9 gls.: Chesterfield 212 (1) aps. 12 gls.: Halifax 63 (2) aps. 3 gls.

) David
ast season.
0,000 for
, in 1973
bargain
which made
his last

4) aps. 59 gls.

DEREK BELL (Striker) Derek is Halifax's top scorer with six goals, even though this is his first season in League soccer. He joined Halifax in the close-season from Derby where he was a reserve player. Derek has netted in each of his last three League games.

League record: Derby nil aps.: Halifax 6(1) aps. 4 gls.

ALAN JONES (Midfield) Alan was usually a defender in his Huddersfield days but he has switched effectively to midfield since his transfer to Halifax in 1973. League record: Huddersfield 30 (2) aps.: Halifax 77 aps. 6 gls.

Third Division Scene

by Tony Pullein

Millwall manager Gordon Jago took the unusual step of including two amateurs in his team against Mansfield — strikers Phil Walker and Trevor Lee. But it was a gamble which paid quick rewards for Walker scored the only goal of the game in the 63rd minute.

The two players had been signed only five days before the game from Athenian League club Epsom. Said Jago: "I had no hesitation in playing them as I was convinced they had the style to suit us."

It was not quite their first taste of the big time. Both played for Epsom at Wembley in the final of last season's F.A. Challenge Vase (formerly the F.A. Amateur Cup) when they lost 1-2 to Hoddesdon Town.

By drawing 0-0 at Colchester, Bury came out of last Saturday's games with the distinction of being the only unbeaten club in the Football League. With 14 points from nine matches, Bury were only one behind leaders Crystal Palace — and they had a game in hand. The Shakers were defeated in the second round of the League Cup by First Division Middlesbrough, but only by 2-1.

Now that ITV commentator Brian Moore has joined Third Division Gillingham as a director we can expect to see some interesting developments at The Priestfield Stadium. Already the club has undertaken ground improvements.

Moore's involvement with soccer management could develop into friendly rivalry with his BBC "opponent" Jimmy Hill who is Coventry's unpaid managing director. Gillingham are not yet on the same plane as the Sky Blues but remember — Coventry were in the Third Division when Hill first joined them as manager!

When Bobby Svarc, Colchester's top scorer for the past two seasons with 25 each time, left the Third Division club on a transfer to Blackburn for £25,000 last week, he must have created something of a record by signing three times in four years for the same manager at three different clubs!

Blackburn boss Jim Smith, who took over this summer, and Svarc were once playing colleagues at Lincoln City. When Smith was given a free transfer in 1971 he took over as player-manager

of non-League Boston United. One of his first signings was — Bobby Svarc, who had also previously played for Leicester and Barrow.

When Smith was appointed manager of Colchester in 1973, his first signing was Svarc, for £6,000. In each of the last two seasons, Svarc has been Colchester's top scorer with 25 goals.

Now, as Blackburn struggle to find their feet in Division Two, Jim Smith has completed a Svarc hat-trick of signings in the belief that his goals will lift Blackburn, just as they did Boston and Colchester.

Fred Binney joined the Third Division's leading scorers with a vital goal at Shrewsbury. Leading positions:

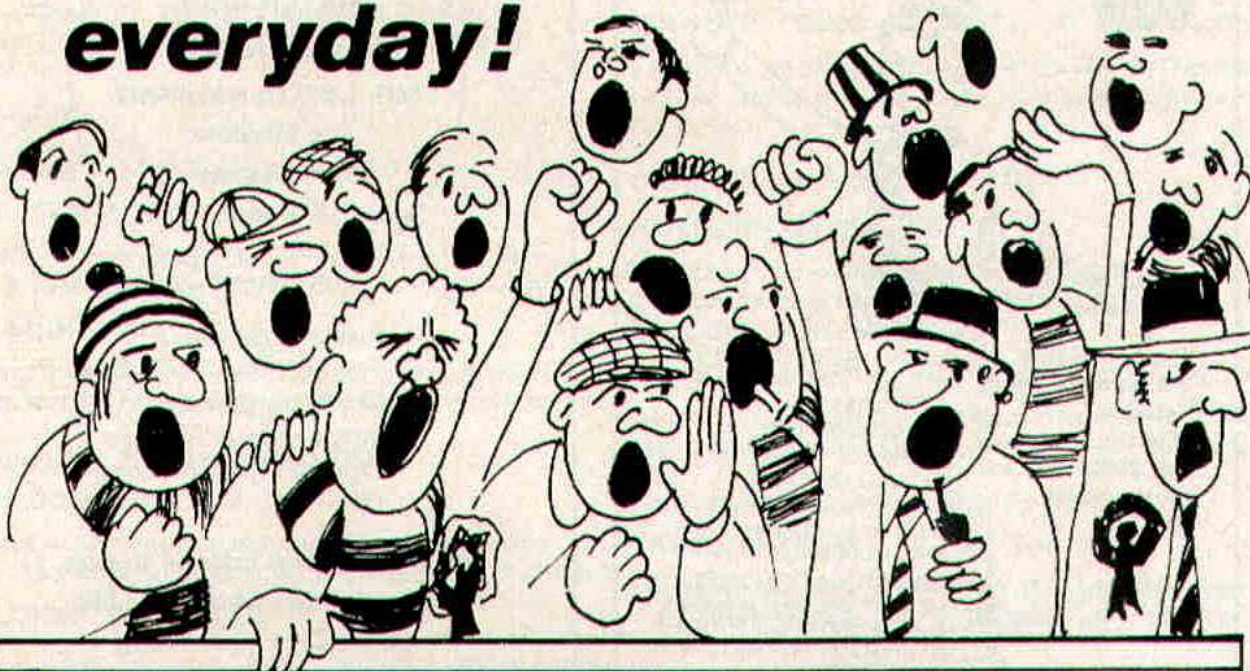
	League	L.Cup	Total
Binney (Brighton)	7	1	8
Kemp (C.Palace)	6	2	8
Silvester (Southend)	7	1	8
Treacy (Preston)	6	2	8
Cullerton (P. Vale)	4	3	7
Bell (Halifax)	4	2	6
Buckley (Walsall)	5	1	6
Rowland (Bury)	4	2	6

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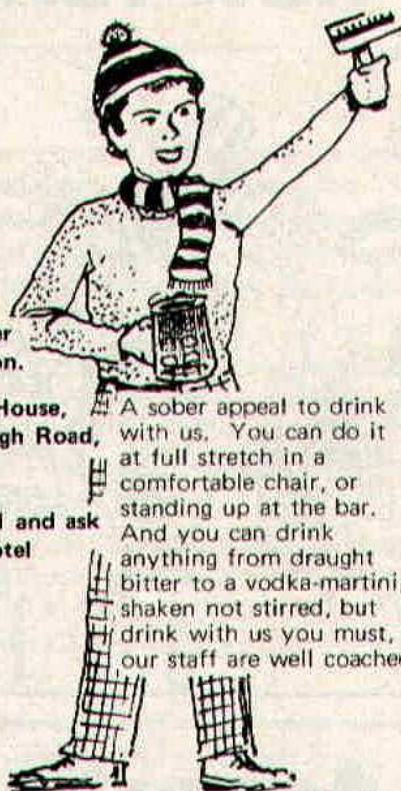
SEVEN

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VOUCHER 1975
1976



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We shall be most grateful to hear
from supporters who would like
to help the Club by donating a
football.

Danny's Desk

Last Saturday's win at Rotherham was a well needed tonic and the compliments paid to our team by the officials of Rotherham, coupled with my belief in the capabilities of the team, convinces me that we are one of the best teams of the Third Division. Although we have lost more games than we have won this season we are creating goal scoring chances. If these chances were not being made then I would be a worried man — and this I am not. Last season if the ball hit the upright, invariably it finished in the net, this season in similar circumstances the ball is going outside. We are not having the luck of last season but this of course does not excuse the missing of easy scoring chances and this problem we are working on in training sessions.

I am sure you have all read the large headlines in the papers recently regarding the finances of the Club. I am not the person to argue the rights and wrongs of these stories for I am not a finance expert but I do reckon to have my fair share of common sense and I would like to record my assessments of the situation. When I came back to Swindon the Club was at a very

low ebb and folk were saying that they would not support the Club again until the team was strengthened. Fair comment. The Directors, by personal guarantees and cash injection, then made it possible for the signing of players, Eastoe, Prophett, Barron and Anderson and what happened then. Last season we missed promotion by just two points, we had the best home record of all 92 League Clubs and Peter Eastoe was the joint top scorer of the Football League. Not a bad performance by anyone's standard but still we haven't the support behind us. If the population of the town and district care anything about having a football team here at Swindon then I hope that they will accept that we carried out our share of the bargain and it is imperative for the future of the Club that they now do their part by supporting us. I know that many would like us to spend even more but in the same context these folk I am sure would like a better house and a bigger car but are precluded from obtaining them because they haven't the money to do so and this is no different from the position we now find ourselves.

Cont'd on Page 14.

FOR THE RECORD

Football Combination — 23rd September 1975

SWINDON TOWN 1
Parry, Chalklin, Tanner, Thompson, Broom,
Hanney, Gilligan, Ingram, Edwards, Pike, Farr(s)
T. Brinkworth.

FULHAM 0

Division 3 — 24th September, 1975

HEREFORD UNITED 1 (Emery)

Charlton, Emery, Ritchie, Galley, Tucker, Lindsay,
Paine, Tyler, Redrobe, McNeil, Silkman(s) Davey.

SWINDON TOWN 0

Allan, Dixon, Trollope, Hubbard, Burrows, Stroud,
Moss, McLaughlin, Eastoe, Butler, Anderson(s) Jenkins

Division 3 — 27th September, 1975

SWINDON TOWN 0

Allan, Dixon, Trollope, Hubbard, Burrows, Stroud,
Moss, McLaughlin, Eastoe, Butler, Anderson(s) Jenkins

COLCHESTER UNITED 1 (Packer)

Walker, Dyer, Williams, Lesley, Dominey, Packer, Cook
Starc, Froggatt, Foley, Anderson(s) Burkell

Football Combination — 30th September, 1975

BIRMINGHAM CITY 1

SWINDON TOWN 0

Lawrence, Chalklin, Tanner, Thompson, Broome,
T. Brinkworth, J. Gilligan, N. Gilligan, Farr, Ingram,
Gardener (s) R. Brinkworth.

Midland Youth — 2nd October, 1975

BRISTOL CITY 2

SWINDON TOWN 2 (Farr, R. Brinkworth)

Lawrence, Hooman, Tanner, T. Brinkworth, Thompson,
Gilligan, Jones, Farr, Daubney, Harris, R. Brinkworth,
Andrews.

Division 3 — 4th October, 1975

ROTHERHAM UNITED 0

McDonagh, Green, Breckin, Phillips, Stancliffe,
Spencer, Leng, Eades, Habbin, Goodfellow,
Crawford (s) Dorsett

SWINDON TOWN 2 (Anderson, Moss(pen))

Allan, Dixon, Trollope, Jenkins, Burrows, Stroud, Moss
McLaughlin, Eastoe, Butler, Anderson (s) Hubbard

Football Combination — 4th October, 1975

SWINDON TOWN 2 (Farr 2)

Lawrence, Hooman, Chalklin, A. Gilligan, Broome,
T. Brinkworth, Daubney, J. Gilligan, Farr, R. Brink-
worth, Gardner (s) Harris

WEST HAM UNITED 9

JOHN QUINN

John Quinn turned his hand to soccer management last season for the first time, following a long and successful playing career, half of which was spent in the First Division.

Sheffield Wednesday was his first big club and he made rapid progress with them. Only weeks after joining them from Prescot Cables, he was in their first-team. Though he made only a couple of appearances during the 1959/60 campaign — in what was previously described as an inside-forward position — he was clearly destined to carve a niche for himself at Hillsborough.

It took him about three years to win a regular place but, once in the side, he stayed in. His greatest day was probably at Wembley in 1966, even though it ended in disappointment. Having gained a reputation, by then, for his

versatility, he turned out at outside-left in the F.A. Cup final against Everton. Wednesday led 2-0, soon after the interval, and it seemed certain he would gain a winner's medal. But Everton embarked upon their famous recovery to win 3-2.

Mr. Quinn made some 200 first-team appearances for Wednesday and then transferred to local rivals Rotherham United in 1967. He remained at Millmoor for five years until signing for Halifax during the 1972 close-season.

He was still playing in the opening weeks of last season but when George Mulhall resigned, and he was invited to take over as Manager, he dropped his playing duties in order to concentrate full-time upon the task of hoisting Halifax out of the relegation Zone.

FROM OUR TAME STATISTICIAN

Dr B E Cooper

Do you remember the statistician fellow who made bold predictions from time to time in the programme last season? You do? Great! Oh, how did his predictions turn out I hear you ask? That's a fair question so I have devoted the latter part of this article to discussing last years predictions. Comparison with what actually happened produces some interesting features.

But first let's consider the team's performance so far this season. I have to confess that, as much as I would like to, the higher intellectual mathematics upon which my predictions are based will not allow me to predict enough points for promotion. It is hardly necessary for me to say that any prediction that I might make from the present tally of six points from nine matches will put the town in the bottom half of the table. Remember an average of one point per game usually means a position in the middle of the table. Although this may sound gloomy we should consider the other evidence available to us. That is the team's performance in the League Cup. These were all good performances and made nonsense of our current League position. Thus the currently available evidence is somewhat conflicting. Predictions based on League cup performance would be exciting where as those based on league performance would not. My conclusion faced with this conflicting evidence would therefore be to wait until a few more league matches had taken place before making forecasts. These statisticians — always evading issues at the slightest opportunity. If I was not one of them I would advise you to have nothing to do with statisticians. Still, we all have to earn a living somehow.

Last year. Ah, now that's something I can really talk about. During the season I made three predictions of the number of points we could expect at the end. These were made after 13, 22 and 32 matches has been played. The predictions were:

50 to 51 points 52 points 49 to 50 points

These are remarkably consistent throughout a long season and show not how good I am at forecasting (although I usually claim credit when I can) but that the team's performance as measured by groups of matches was pretty consistent. The drop in the last forecast was due to the four consecutive away matches that followed the F.A. Cup run. In the programme for the Crystal Palace match on 22nd March, 1975. I carried out my forecasting computations for

nine teams. This produced 3 clear favourites, Blackburn, Charlton and Plymouth and six teams including Swindon who were all very close and in with a chance of promotion if one of the top three slipped. The forecasts and actual points are reproduced below

Team	Points Forecast	Actual Points
Blackburn	59	60
Charlton	56	55
Plymouth	56	59
Crystal Palace	52	51
Preston	52	49
Port Vale	51	51
Peterborough	51	50
Swindon	49	53
Walsall	49	49

The top three were, in fact, promoted although the remarkable thing about these results apart from the fact that Preston slipped away when the pressure was on and Plymouth got 3 more points than expected was that Swindon responded to Danny's challenge and raised their game to gain 4 points more than could have been expected on their previous form.

The conclusion I draw from this is that the team can respond to a challenge. They certainly have a challenge now. Three more wins than losses will bring them up to one point per match, further wins will take them into the top half of the table. The team responded at the end of last season and in the cup this season. Come on Town, respond now. Start with a win today against Halifax.

Danny's Desk

Cont'd from Page 12

So please — spread the message and when you come along to the next match make sure that you bring a mate, or even the mate of someone else. We must have more support if we are to carry out our ambitions. It has been said that we are content with Third Division soccer here at the County Ground — what nonsense. We are an ambitious lot and we have our sights on a much higher level but cannot achieve our ambitions without support. Thank you for reading this and please accept that this appeal is a heartfelt plea.



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SATURDAY, 11th OCTOBER 1975

SWINDON TOWN

- 1 Allan
- 2 Dixon
- 3 Trollope
- 4 Jenkins
- 5 Burrows
- 6 Stroud
- 7 Moss
- 8 McLaughlin
- 9 Eastoe
- 10 Butler
- 11 Anderson
- 12 Prophet



HALIFAX TOWN

- 1 Gennoe
- 2 Smith
- 3 Collins
- 4 McHale
- 5 Rhodes
- 6 Phelan
- 7 Jones
- 8 Veitch
- 9 Bell
- 10 Gwyther
- 11 Pugh
- 12 Blair

Referee: Mr. C.A. Maskell (Stapleford, Cambridge)

Linesmen: Red Flag: Mr. T. Atkins (Exeter)

Yellow Flag: Mr. G.B. Bird (Shaftesbury, Dorset)

CLIFF MASKELL (Cambridge). Began refereeing in Chiswick (London) and served in the Football Combination and on the League line. Promoted to the Supplementary List for last season. A regional sales manager for a business system organisation, he is married with two children and interested in tennis and swimming. Played representative football for the R.A.F. and senior amateur soccer for London clubs.

Key of the board

- A Brighton v Preston N.E.
- B Chester v Aldershot
- C Colchester v Walsall
- D Crystal Palace v Grimsby
- E Gillingham v Port Vale
- F Hereford v Wrexham
- G Mansfield v Peterborough
- H Rotherham v Cardiff
- I Sheffield Wed. v Millwall
- J Arsenal v Coventry
- K Aston Villa v Tottenham H.
- L Leeds v Manchester United
- M Leicester v Middlesbrough
- N Liverpool v Birmingham
- O Manchester City v Burnley
- P Norwich v Derby
- Q Q.P. Rangers v Everton
- R Stoke v Ipswich
- S West Ham United v Newcastle
- T Wolverhampton v Sheffield United

**DON'T
FORGET**

SWINDON TOWN

V

GRIMSBY TOWN

SATURDAY 25th OCTOBER 1975