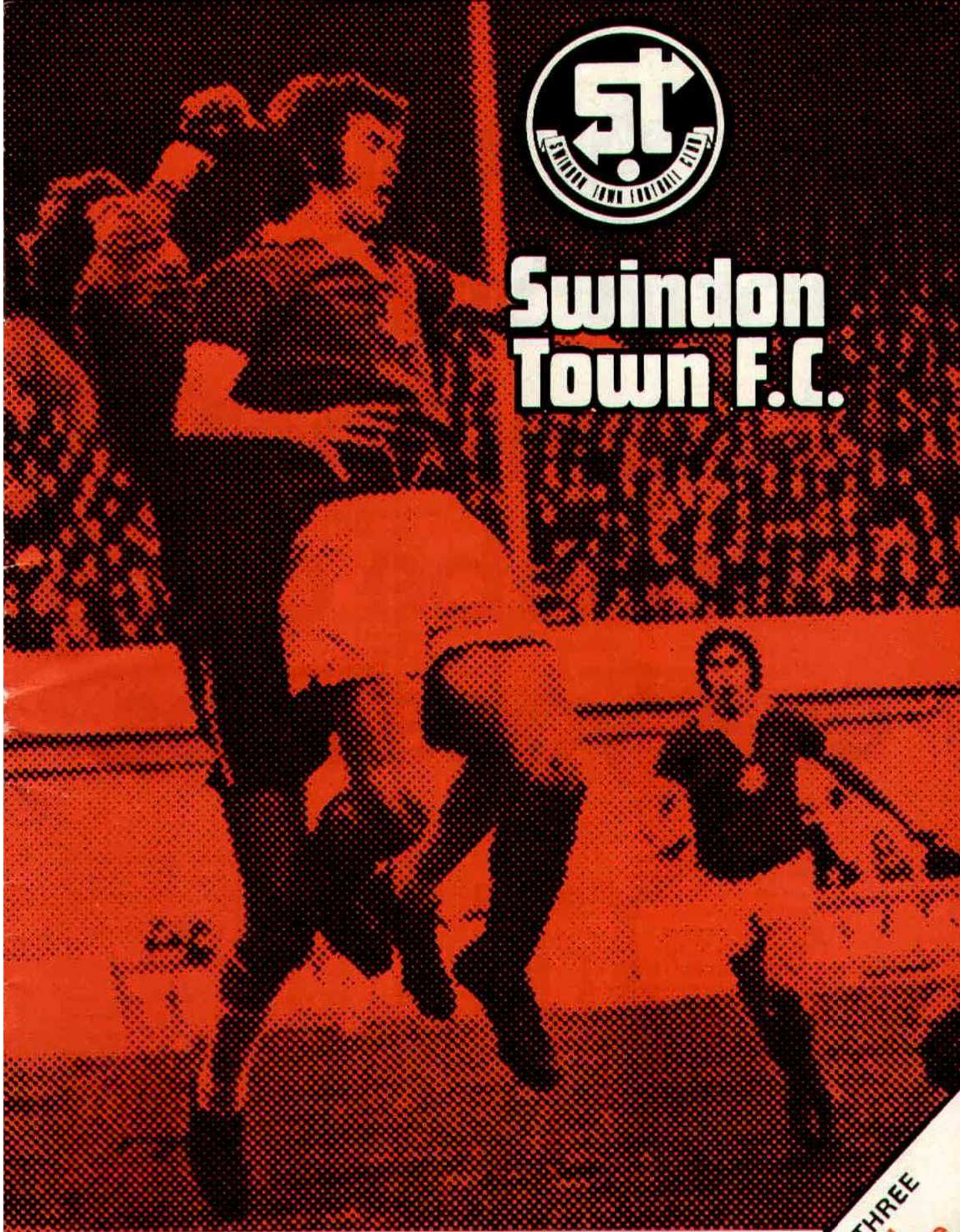




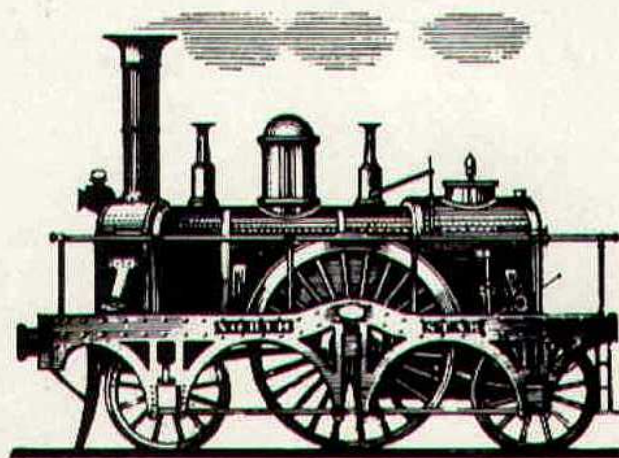
Swindon Town F.C.



MILLWALL

DIVISION THREE
Official
Programme
10p

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NEWS & VIEWS

This evening, we meet Millwall for the fourth time this season. The first occasion was the first leg of Round 1 of the League Cup which Swindon won by 2 goals to 1. The scorers Stroud and Trollope (penalty). The second leg played a week later, 25th August 1975, also resulted in a win for Swindon, by one goal to nil. Another penalty kick but this time taken by Moss.

The first league encounter was at the Den on 27th December 1975. At the time, Swindon was in bottom but one position in the league table, and Millwall in thirteenth place. Result 1-1, and a well deserved point for Swindon.

Since that time Millwall has gone from strength to strength. When the game was played in December Millwall's record was —

P	W	D	L	F	A	Pts	Position
19	6	6	7	23	29	18	13

Notice the goal average 23. 29. At the time of writing (i.e. Monday, 12th April), just prior to the Easter games, their record reads.

P	W	D	L	F	A	Pts	Position
43	17	16	10	47	42	50	4

What a remarkable achievement. So after 27th December 1975 Millwall has lost only 3 games from the 24 played, and improved the goal average from 23 - 29 to 47. 42.

Now of course they are in contention for promotion to Division 2, from which they were relegated only last season. They certainly improved their chances, by drawing 0-0 at Hereford.

So much depends on the results of the games played between 11th April and today, 20th April. But this evening's game could be a crucial one for both clubs. On the one hand for Millwall to clinch promotion, and Swindon to definitely and firmly escape relegation.

How has all this been brought about? Is it different methods, ideas or training? Credit must go to Manager Mr. Jago, who seems to have brought this great improvement by the inclusion of young local-born players, and has welded them into a formidable unit. Only 3 games lost out of 24 is really championship form. Yet at the beginning of the season Swindon defeated them twice within a week. Such is football form. A couple of defeats, and teams seem to lose confidence, with the consequence—descent in the league.

Writing in the Millwall programme of 27th December 1975 Mr. Gordon Jago, produced a splendid article on what is needed to bring Soccer back to its heyday, called Action at all levels. He writes about improvement of Managing Directors, and office staffs — Soccer is a business. He then goes on "Most important of all Players must shoulder the full responsibility of producing a product that is skilled and entertaining. Players should ask themselves, "do I work at improving my standard of performance"? More pride and desire is needed, and unfortunately the only thing makes many a professional is that they receive money from football. Harsh words indeed, but the real skill, flair and that occasional magic does not appear often enough. The customer needs to be excited, and entertained when he attends a game, and only the player can give him that.

Action on the part of all in soccer is needed and I think that people are at long last realising that if there is not a change for the better then many clubs and players will not be around in the days to come."

FROM OUR TAME STATISTICIAN

Dr B E Cooper

At the time of writing this article there are five matches left to play and the team has just won two important matches and collected 4 valuable points. By the time you read this the team will have played its last two away games at Aldershot and Cardiff leaving tonight's match (I wonder how well placed tonight's visitors are in the promotion battle) and two more home matches against Wallsall and Wrexham.

I have produced my performance chart which shows that after 41 matches we are 7 points below one per match. I have recomputed my forecast of the number of points at the end of the season and drawn this as a dotted line on the chart ending at 7 points below one per match. That is at 39 points at the end of the season. The broken line represents Danny's target of 40 points set some time ago. You will see that at the time of writing the teams position is virtually on the target line although the forecast is 39 instead of 40.

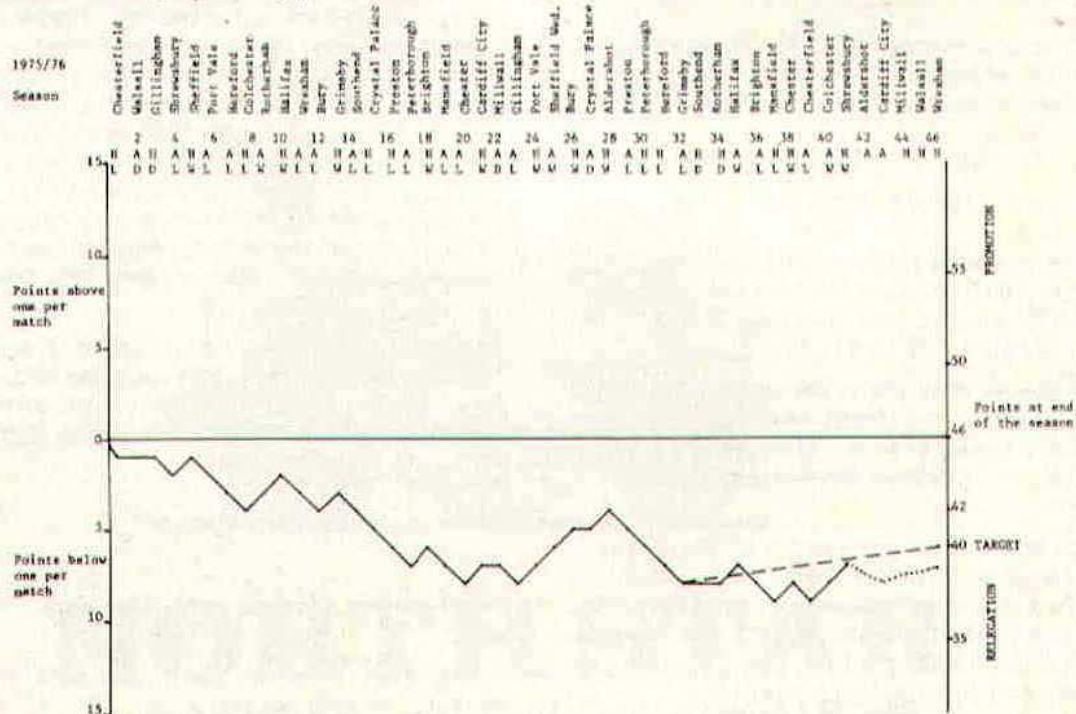
You may remember from previous articles that my last forecast uses 35 points. The new forecast of 39 shows clearly the team's recent improved form. I know actual performance varies from match to match. It always does and always will. The four point improvement however shows that averaged over a number of matches performance has improved. In fact those that have drawn on the team's performance on my previous charts will know that the team has been consistently above my previous fore-

cast line. If they continue to remain above the new forecast line they must hit or exceed Danny's target.

I have carried out the necessary arithmetic to forecast the number of points the teams currently occupying the bottom six places can expect at the end of the season. The prediction suggests that the order will remain as in the Sunday papers for 11th April with a possible interchange between Sheffield Wednesday and Halifax. The prediction for the bottom 6 places at the end of the season (remember at the time of writing we still have 5 matches to play) is as follows:

Aldershot	39
Swindon	39
Halifax	38
Sheffield Wed.	37
Southend	36
Colchester	35

Get its close but just in our favour to avoid relegation. Remember the teams performance has been consistently above the forecast for the second half of the season. I am sure it will continue to be. In addition with so many matches between these 6 clubs still to play (6 at the time of writing) the chances of survival are in our favour. I look forward to welcoming Reading to the County Ground next year in Division 3 and Oxford if they unfortunately fail in this very brave attempt not to join us in Division 3. Here's to next season.



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GORDON JAGO (Millwall's Manager)

Gordon Jago opened his professional career some 22 years ago when Charlton signed him from Dulwich Hamlet, with whom he had won England youth honours. Charlton drafted him into their League eleven in 1954/55 but it was a couple of years before he won a regular place which he held for five seasons. It was during that time that he took up coaching and, during his last two seasons at The Valley, he had so impressed on this side that he was placed in charge of England's youth team.

When he left Charlton he became an F.A. Staff Coach — an appointment open only to the top men — and, by an arrangement between the club and the Association, became manager of Eastbourne United, the amateur club which gave men like Ron Greenwood and George Smith a first taste of managerial experience.

Later he became Fulham's assistant manager but he resigned after 18 months in November 1965 — "they were still in the First Division then!" he smiles — to join the band of English

pioneers trying to introduce soccer in a big way to the United States.

During the summer of 1970 he decided that he had seen enough of the United States set-up and returned home to join Queen's Park Rangers as chief coach. Within seven months he was promoted to manager.

At Rangers he encouraged his young players and he also used the transfer market to good effect. Gerry Francis — now England's captain — and Ian Gillard were among the younger players he coaxed along. He used his judgement to buy Dave Thomas, Don Givens, David Webb and Frank McLintock until he had shaped a team good enough to take the club back into the First Division and earn a reputation for playing attacking football.

He left Rangers last season, following a disagreement with the board, but it was only a matter of days before Millwall had snapped him up.



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RAY GODDARD (Goalkeeper). Ray 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 O's regular goalkeeper but he lost his place last season when Millwall signed him. League record: Fulham nil aps., Orient 279 aps.; Millwall 43 aps.

JOHN SEASMAN (Striker). John's also on loan, from Luton Town. They signed him from Tranmere Rovers last season after being impressed by his displays in the reserves. He has so far, however, not gained a regular place at Luton. League record: Tranmere 15(2) aps.; Luton 7(1) aps. 2 gls. Millwall 13 aps. 1 gl.

CHRIS McGRATH (Striker). Though Chris was a great success in four international matches for Northern Ireland, he has not been able to get into Tottenham's team much this season so he is happy to play out the campaign on loan to Millwall. League record: Tottenham 32(7) aps. 5 gls.; Millwall 13 aps. 1 gl.

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. League record: Birmingham 107(8) aps. 46 gls.; Huddersfield 48(6) aps. 11 gls.; Millwall 54(1) aps. 13 gls.

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 Queen's 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 85(11) aps. 4 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 69 aps. 1 gl.

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MILLWALL



Left to Right.

Standing W. Neil (Coach), M. Wright, E. Jones, R. Evans, B. M. A. Dorney, D. Donaldson, A. Hart.
Seated G.H. Jago (Manager), F. Saul, P. Summerill, T. Haze T. Brisley, B. Fairbrother, G. Borg, T. Foley, (Asst. M)

TREVOR LEE (Midfield). Trevor signed for Millwall at the same time as Walker and also won immediate selection for the first-team against Mansfield. League record: 30 aps. 5 gls.

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BARRY KITCHENER (Defender). One 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 376(2) aps. 20 gls.

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 63 aps., 3 gls.

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 Rov. nil aps.; Millwall 53 aps. 3 gls.

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 45 aps. 2 gls.

TERRY BRISLEY (Midfield). Terry joined Millwall last summer as part of the deal which took Doug Allder to Orient. Terry made his League bow for Orient in 1970/71 and was for most of his stay a regular first-team player. League record: Orient 133(9) aps. 10 gls. Southend (loan) 8 aps.; Millwall 39 aps. 3 gls.

PHILLIP WALKER (Midfield). Phillip walked straight out of non-League football into Millwall's first-team last October, making his League debut against Mansfield Town, and he has remained in the side since. League record: Millwall 32 aps. 3 gls.

BARRY SALVAGE (Midfield). Barry considered returning to full-time taxi driving when Brentford released him last season. Then Millwall gave him a comeback chance. This is his second spell with the Lions whom he originally joined from Fulham. He then went to Q.P.R. League record: Fulham 7 aps.; Millwall 1(1) aps.; Q.P.R. 16(5) aps. 1 gl.; Brentford 87 aps. 8 gls.; Millwall 26 (8) aps. 6 gls.

MILLWALL



h), M. Wright, E. Jones, R. Evans, B. King, R. Goddard, J. Moore, Donaldson, A. Hart.

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

signed
walker
for

Talk of the Town

By the Chairman

Without knowing the results of our games over Easter, tonight's game with Millwall could be vital for us both, with of course the chance of promotion for Millwall and survival for ourselves. After tonight's game, we have our last two games to play at home, and no-one, can blame anyone but ourselves if we fail to get the points.

This must have been one of the most interesting seasons in the history of the league, with the championships and relegation problems so open at this late stage of the programme.

With the economics of the game as they are today, we are more than anxious to stay in the Third Division if only because of the loss of revenue from the gates, both home and away, and before anyone thinks that this should be the last of our considerations, may I point out that the whole structure of team building from the buying of new players, to the raising of our youth policy hinges on the economics.

To this end, the opening of our new club got away to a good start on the 9th April. This evening proved so popular, that we had to quickly draft in more tables and chairs to accommodate our members. The Sunday evening "Bingo" session also proved very successful and both Friday and Sunday "Bingo" nights look like becoming a regular must for the enthusiasts. A date to keep at the club is Thursday evening the 22nd April, when we are holding a "Race Night". There are eight sponsored races, with eight horses in each race and each horse can be bought for £1 with, of course, the usual good prize for the winner. This race meeting will be well organised because Ladbroke's are the organisers and there will be ample opportunity for everyone to back their favourites. Another popular feature of the new club is the skittle alley which contains its own bar.

We are trying to create a happy family atmosphere which is bound to reflect right through the football club and I know that with a little more success on the field, we shall all benefit, unfortunately no one can guarantee success with any one game, as chance plays such a big part, such as an injury which throws the best laid plans about. At no time in the history of the club have we suffered with so many injuries together and as Danny says, this luck must soon change.

During our last few games at home, we are hoping to meet our generous supporters of the Club who have either advertised on the ground, in the programmes or sponsored away trips this season, to give us the opportunity to say a personal thank you. We shall also be holding a get-together for our kit sponsors as soon as we obtain a 'full house'. I only wish that we had the room to say thank you to everyone who helps in their different way.

One great Club man who has been helping the club for over fifty years is Bill Harris, who has organised an important side of the business, the organisation and control of all the turnstiles and entrances. These are jobs which men do for the club with very little compensation, except to know that they help us.

I would like to take this opportunity to thank Bill and his staff for their great loyalty over the years, and when Bill retires from this job at the end of this season, we hope that he will enjoy many years in our company as a spectator without the problems that he has endured for so many years.

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TWENTY FOUR VOUCHER 1975
1976

Third Division Scene

by Tony Pullein

Brighton's 3-0 victory over Port Vale last Saturday gave them the best current home run in the Football League — only one point dropped in 18 League matches at the Goldstone Ground. With Crystal Palace, Walsall and Millwall all dropping points, Brighton's victory over Vale almost guarantees that this season's promotion will remain wide open until the final matches of the season.

Millwall, who drew 0-0 at Hereford, kept their goal intact for the seventh game in succession. Indeed, since embarking on their remarkable run of 12 undefeated games in February, the Lions have conceded only three goals. At the beginning of that sequence Millwall were tenth in the table, six points behind the third club. Yet it seems their gallant bid for promotion may just fail. For as the tension has built they have shown a weakness for scoring goals, four of their last five games ending 0-0.

Walsall's chances of finishing in the top three almost certainly disappeared at Southend where they drew 2-2. With four points dropped in three games, and only three more to play, the Saddlers did not appear to have much chance of closing the three point gap above them.

The most astonishing collapse is that of Crystal Palace. With manager Malcolm Allison commenting upon the four players he needs to ensure promotion to the First Division in 1977, Palace failed to score for the fourth game in a row and lost at home again, this time to promotion rivals Cardiff City.

Palace, who once held a seven point lead at the top, are not even going to get out of the Third Division unless they show a dramatic improvement in their closing games. The Selhurst lads went to the top of the table playing strong attacking football, their first 20 League games producing 36 goals and only one defeat.

But they have scored only 20 goals in their last 20 games, their switch to defensive strategies being even more marked over their last half-a-dozen games when they have scored only four times.

Cardiff, with four wins in a row and only one defeat in 12 outings, are the team most likely to pip Palace now. Their vital goal at Palace was scored by Australian World Cup star Adrian Alston whose scoring form this season is almost certain to earn him more caps as the Australians prepare for the 1978 qualifying tournament. Australia last week appointed Hartlepool's Jimmy Shoulder as team-manager. Shoulder previously played for Sunderland and Scarborough.

Walsall's Alan Buckley, who hit their goals at Southend, remains at the head of the Third Division scorers:

	League	L.Cup	FA Cup	Total
Buckley (Walsall)	32	1	-	33
McNeil (Hereford)	29	1	2	32
Binney (Brighton)	22	1	3	26
Clarke (Mansfield)	21	3	-	24
Evans (Cardiff)	21	-	3	24
Silvester (Southend)	19	1	3	23
Rowland (Bury)	16	2	3	21
Cullerton (Port Vale)	16	3	1	20

Sheffield Wednesday's dismal away record seems likely to send them down into the Fourth Division. The only club without an away win in the Third Division, Wednesday conceded three second-half goals at Wrexham to lose 0-3.

The Third Division was the only section not to have at least one aspect of the promotion or relegation issues decided by last weekend. The relegation problem is even more exciting than the chase for promotion with all four bottom clubs in with at least a sporting chance of escape.



Swindon Town Fixture List

1975-76

DATE 1975	DIVISION 3 OPPONENTS		RESULTS	
			F	A
Aug. 16	Chesterfield	H	0	1
19	League Cup 1 Millwall	H	2	1
23	Walsall	A	1	1
27	League Cup 1 Millwall	A	1	0
30	Gillingham	H	2	2
Sept. 6	Shrewsbury Town	A	0	3
10	League Cup 2 Wolves		2	2
13	Sheffield Wednesday	H	2	1
16	Wolves	A	2	3
20	Port Vale	A	0	3
24	Hereford United	A	0	1
27	Colchester United	H	0	1
Oct. 4	Rotherham United	A	2	0
11	Halifax Town	H	3	1
18	Wrexham	A	0	2
21	Bury	A	0	5
25	Grimsby Town	H	3	0
31	Southend United	A	0	3
Nov. 4	Crystal Palace	H	1	2
8	Preston North End	H	1	3
15	Peterborough United	A	1	3
22	F.A. Cup 1 Newport C.	A	2	2
25	Newport	H	3	0
29	Brighton & Hove Albion	H	3	2
Dec. 6	Mansfield Town	A	1	3
13	F.A. Cup 2 Hendon	A	1	0
20	Chester	A	1	2
26	Cardiff City	H	4	0
27	Millwall	A	1	1
1976 3	Tooting & Mitcham	H	2	2
Jan. 6	"	A	1	2
10	Gillingham	A	2	3
17	Port Vale	H	2	1
24	Sheffield Wednesday	A	2	0
31	Bury	H	2	1
Feb. 7	Crystal Palace	A	3	3
10	Aldershot	H	6	3
14	Preston North End	A	2	4
21	Peterborough United	H	0	3
24	Hereford United	H	0	1
28	Grimsby Town	A	0	1
Mar. 6	Southend United	H	0	0
9	Rotherham United	H	1	1
13	Halifax Town	A	2	0
20	Brighton & Hove Albion	A	0	2
27	Mansfield Town	H	0	2
30	Chester	H	2	1
Apr. 3	Chesterfield	A	0	4
6	Colchester United	A	2	1
10	Shrewsbury Town	H	3	0
14	Aldershot	A	1	0
17	Cardiff City	A	0	0
20	Millwall	H		
24	Walsall	H		
29	Wrexham	H		
May 1	F.A. Cup Final			

DATE 1975	FOOTBALL COMBINATION OPPONENTS		RESULT	
			F	A
Aug. 16	Bournemouth	A	1	0
19	Crystal Palace	H	3	1
23	Plymouth Argyle	H	0	2
26	Queens Park Rangers	A	2	1
30	Norwich City	A	0	2
Sept. 6	Chelsea	H	3	3
13	Oxford United	A	0	1
20	Reading	H	0	0
23	Fulham	H	1	0
30	Birmingham City	A	0	1
Oct. 4	West Ham United	H	2	9
11	Luton Town	A	1	0
18	Southampton	A	1	5
25	Ipswich Town	A	1	3
Nov. 1	Orient	H	4	0
12	Cardiff City	A	3	2
15	Tottenham Hotspur	H	1	3
22	Southampton	H	1	1
29	Leicester City	A	0	5
Dec. 6	Bristol City	H	0	5
13	Plymouth Argyle	A	0	4
20	A.F.C. Bournemouth	H	0	1
27	Bristol Rovers	H	1	0
1976 3	Arsenal	A	0	0
10	Oxford United	H	0	0
17	Chelsea	A	0	2
24	Norwich City	H	0	1
31	Crystal Palace	A	0	1
Feb. 7	Queens Park Rangers	H	4	2
14	Cardiff City	H	0	0
21	Tottenham Hotspur	A	1	4
Mar. 6	Orient	A	0	0
13	Luton Town	H	0	2
15	Fulham	A	0	2
20	Leicester City	H	0	3
27	Bristol City	A	0	2
Apr. 3	Birmingham City	H	0	2
7	Ipswich Town	H		
14	Reading	A		
17	Arsenal	H		
20	Bristol Rovers	A		
24	West Ham United	A		

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News & Views

MEMBERSHIP APPLICATION FORM

We are not able to stop inflation but we can save you substantial sums of money to help counter those ever rising prices. How? By simply joining the SWINDON TOWN DISCOUNT CLUB. Our Directory has 13 pages of shops and businesses willing to give discounts to our members, just look at the wide range of services.

Angling Supplies, Artists Supplies, Building, Plumbing & Electrical Supplies, Cars, Car Accessories, Car and Van Hire, Car Spares and Repairs, Clothing, Coal and Solid Fuels, Cycles and Motor Cycles, Do-it-Yourself, Drapery, Dry Cleaning, Electrical Goods, Food, Furnishing and Carpets, Ladies and Gents Hairdressing, Home Decorating, Ironmongers and Hardware, Jewellery, Kitchen and Bathroom Fittings, Photographs, Pet Shop and Garden Centres, Radio and T.V., Records, Riding Centre, Roofing Repairs, Shoes, Sports Goods, Toys, Windscreens, Heated Rear Windows, Garden Machinery, Driving Lessons.

You can't afford not to join so do yourself a favour and fill in the application form.

Name.....

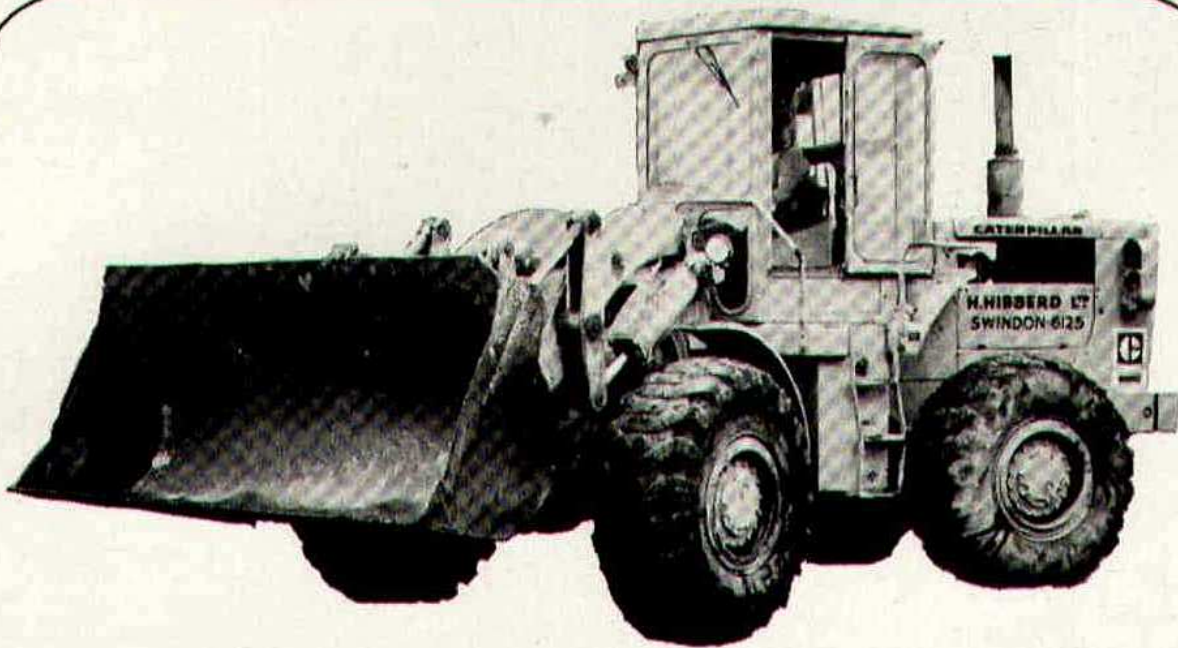
Address.....

Signed..... Date.....

Type of Membership required: HALF YEAR — £1.00

ONE YEAR — £2.00

I enclose Cheque/Cash/Postal Order for the sum of £.....Half/One Year
Membership. (Delete as applicable)



Do you require

Tracked or Wheeled Excavators

Tracked or Wheeled Shovels

Tractors and Scrapers

Bulldozers

Tipper Lorries

Low Loaders

THEN HIRE FROM

H Hibberd Ltd

PLANT HIRE CONTRACTORS

29 Newport Street, Swindon

Tel: Swindon 6125 or 23876

TUESDAY, 20th APRIL, 1976

SWINDON

- 1 Barron
- 2 McLaughlin
- 3 Trollope
- 4 Rogers
- 5 Burrows
- 6 Prophett
- 7 Moss
- 8 Dixon
- 9 Syrett
- 10 O'Brien
- 11 Anderson
- 12 Butler

K.O. 7.30p.m.



MILLWALL

- 1 Goddard
- 2 Donaldson
- 3 Moore
- 4 Brisley
- 5 Iitchener
- 6 Hazel
- 7 McGrath
- 8 Seasman
- 9 Summerhill
- 10 Walker
- 11 Lee

Referee: Mr. P.G. Reeves (Leicester).
 Linesmen: Red Flag: Mr. V.A. Lewis (Bridgend).
 Yellow Flag: Mr. T. Atkins (Exeter).

MR. PETER REEVES, Leicester. A sales director for a hosiery manufacturer he started refereeing in the Leicestershire Senior League and served in the Football Combination for four years before going on the League line, the Supplementary List and the full list three years ago. Refereed a Texaco Cup semi-final match last season and was on the line for one of last season's F.A. Cup semi-finals. A linesman for a UEFA Cup match in Belgium in the 1973-74 season. Enjoys cricket, squash, tennis, doing crossword puzzles and gardening. Played for England schoolboys and as a professional with Leicester City and Mansfield Town.

THE FOOTBALL COMBINATION

Results to Monday, 12th April (not inclusive)

	P	W	D	L	F	A	Pts
Birmingham City	39	22	11	6	49	21	55
Ipswich Town	39	22	10	7	83	45	54
Southampton	39	20	11	8	72	43	51
Chelsea	40	20	10	10	80	47	50
Bristol City	38	19	11	8	68	34	49
West Ham United	36	21	4	11	80	41	46
Luton Town	38	19	8	11	72	50	46
Plymouth Argyle	40	16	12	12	48	49	44
Arsenal	36	14	11	11	45	36	39
Tottenham Hotspur	39	13	13	13	63	56	39
Fulham	39	10	18	11	47	50	38
Queens Park Rangers	40	13	11	16	57	61	37
Cardiff City	36	13	8	15	44	51	34
Norwich City	38	12	9	17	38	50	33
Leicester City	37	12	8	17	53	50	32
Orient	38	8	16	14	44	59	32
Reading	39	12	8	19	45	77	32
Crystal Palace	37	9	12	16	42	59	30
Oxford United	35	11	8	16	35	57	30
Swindon Town	38	10	7	21	32	70	27
A.F.C. Bournemouth	38	5	14	19	38	62	24
Bristol Rovers	37	6	4	27	41	108	16

Re-arranged Fixtures

Monday 19th April
 Norwich City v Bristol City
 (from 24th April, 1976) 3 p.m.

DON'T FORGET!

Division Three

WALSALL

Saturday, 24th April, 1976

K.O. 3.00 p.m.