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NEWS&VIEWS

We open the new season with a very warm welcome to our friends from Northampton. Colleagues in the days of the Southern League before World War I.

For many years there was displayed in our Board Room a model of a Great Western Railway Train presented to Swindon by Northampton for being Champions of the Southern League. Inscribed on each carriage door was the name of a club, in the order of the League Table. Some years ago, when the club was 'broken into', it was badly damaged, and apparently unable to be repaired more is the pity. It was a grand link, with those magnificent days around 1910-11-12-13. Despite the present state of football, there is still much tradition in the game. It is grand to have Northampton back with us. We wish them well on their return to Division 3 and remember with gratitude, the happy times we have enjoyed on our visits to the County Ground. Always a friendly, and most hospitable club, may we be opponents for many seasons to come.

So to-day we begin another year in Division 3, with high hopes of a successful season.

Last year we expected great things, after ending the previous season in a blaze of glory, and just missing promotion. In the first programme we warned that after such a spendid season, there can be quite a reversal so it proved to be. After excellent results in pre-season friendly games, we struck a very bad patch, and as everyone knows, just escaped relegation.

We have now lost three 'friendly' games to date. Is that a good omen? In the past we have seen quite a turn about between preseason games and the league matches. We sincerely hope that is true this year. We certainly need good results, to attract once again large crowds to the County Ground.

We are sure, you will all admire and appreciate the neat appearance in front of the North Stand.

To-days game is of course the First Round of the League Cup Competition (2 legs in this round). Mention of League Cup takes our memories back to Season 1968-69. Can we repeat at least part of the success of that year? What a fillip it would be for everyone in Swindon.

Supporters will be sorry to hear of the death of Mr. Bert Davies, a man who spent almost the whole of his life in the service of Swindon Town F.C. A Swindonian by birth, he lived for the club, and took to heart very badly, any defeats, or incidents affecting the Welfare of the Club. A player, before and after World War I he later became Assistant Secretary, and his name was known by all supporters, and throughout the Football World. Swindon Town Football Club has lost a good friend.

It is also with great regret we have to record the death of Mr. Jack Sutton, a fine sportsman, known all over the world, in the Motor Cycle sphere. A great supporter of Swindon Town F.C., and many years Chairman and President of the Supporters Club. In a most quiet and efficient way, he gave great assistance to the Parent Club, especially in the difficult period of the early fifties.

The Club has also lost the services of another fine sportsman - Mr. Tom Hulbert. He helped in many ways Steward, Gate Man, Turnstile Operator, in fact in any capacity where he could be of use. He also helped the Swindon Cricket Club in many ways, especially as an Umpire.

The Club extends its deepest sympathy to the relatives and friends of these men. They are indeed a great loss.

Talk of the Town

By the Chairman

Today is our official opening match of the new season with a Football League cup match against Northampton Town.

I would like to take this opportunity to welcome you all and to hope that what you see today, will excite you enough to bring another supporter with you on the occasion of our first League match against Port Vale in a weeks time.

The close season has been a busy one behind the scenes, with our reorganised training system of both the senior and junior players, being managed by Frank Burrows and Jack Smith under the guidance of Danny Williams.

With a few new faces on the staff, competition for places will be keener than usual and this should make for more competitive games for our loyal supporters.

We welcome the Directors, players and supporters from Northampton today and know that they will be out to impress us.

Northampton have had their share of success & otherwise and have had the proud distinction of playing in the First Division. We have had many hard tussels with Northampton in the past and I am sure today will be no exception.

We wish Pat Crerand success in his first managerial post with Northampton and I am sure that his vast experience with Manchester United and his country will prove invaluable in his new job.

At the time of writing these notes it seems doubtful if John Trollope will be fit to play in the early games and I know that every supporter will wish John a quick recovery from his tendon trouble. With the ground so hard, it is inevitable that strains and soreness are one of our problems.

Our ground problems are now the headache of Maurice Owen and he knows only too well the conditions that are desired. During the close season the ground has been levelled and seeded under the direction and guidance of Mr. Howard Hibberd, who has given much of his own time and experience to our club not only during this close season but previous seasons as well, we are very grateful for all his help.

If Maurice gives us as good service in his capacity of groundsman as he has given the club as player coach then we shall indeed be grateful.

A further development at the ground is of course the growth and popularity of our new supporters club which Jack Conley is managing so ably, with the football season beginning we look forward to entertaining more and more of our members.

The Rendezvous Club also sees its changes. Major Eatwell, Bill to his many friends, has retired from his position with the club administration and the success of this club, both from the financial and the amenities, owe a great deal to Bill's astute management. We the Football Club are very grateful both to Bill and to Mrs Eatwell for all the time that they have so readily given, and we hope that they will now be able to enjoy the facilities of the Rendezvous without the responsibilities.

During the close season we were grieved to hear that Jack Sutton had passed away after a short illness. Jack was a hardworker for many years for the Supporters Club and only relinquished the position as President when he retired to live in Devon.

A very sad loss to us all, is the passing of Bert Davis who has served the club as a distinguished players and then later as assistant secretary. Bert was a founder member of our old 63 Club and was very respected by all who knew him.





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John Farrington, Paul Stratford, Barry Tucker, Billy Best, Derrick Christie, Gary Mabee, David Liddle. Front Row (L to R)

OUR VISITORS

by Tony Pullein

NORTHAMPTON

ALAN STARLING (Goalkeeper)

Alan began his League career with Luton Town in 1969/70, though he was never a regular. He served Torquay on loan and, initially signed for Northampton on loan in 1971, immediately taking over as number one. He scored from a penalty last season. League record: 7 aps; Torquay (loan) 6 aps; Northampton 212 aps; 1 goal.

JOHN GREGORY (Defender)

John developed in the club's junior sides, making his senior bow in 1972/73. The following season he won a regular place which he has since held. League record: Northampton 141 aps., 4 gls.

STUART ROBERTSON (Defender)

Stuart began with Nottingham Forest but he didn't get into their first-team. He made his League debut after signing for Doncaster in 1966 and he was for six years a regular member of their defence. He joined Northampton in 1972. League record: Nottm. Forest nil aps., Doncaster 225(3) aps., 8 gls., Northampton 137 aps., 13 gls.

BILLY BEST (Defender)

Billy, who made his name as a goal-scorer, switched to a defensive role last season. This is his second spell with the club which gave him his big break in 1963/64. He left for Southend in 1967 and led the Shrimpers scorers in three of his first four seasons. He returned to Northampton two seasons ago. League record: Northampton 38(2) aps., 11 gls., Southend 223(1) aps., 106 gls., Northampton 128(1) aps., 24 gls.

BARRY TUCKER (Defender)

Barry is another of the players developed by the Cobblers at the County Ground. He made his first League appearance as substitute in 1971/72 and has been a fixture in defence for the past four seasons. League record: Northampton 144(5) aps., 2 gls.

JIM McNICHOL (Defender)

Jim was spotted playing centre back for Southern League Corby Town and was signed last season as a non-contract player for the youth and reserve teams. He has not yet had his chance in the League team. League record: Northampton nil aps.

DON MARTIN (Midfield)

A former England youth international, Don he was three times Northampton's top scorer in the mid-sixties before moving on to Blackburn Rovers where he maintained his outstanding scoring records. He re-signed for the Cobblers last season. League record: N'hampton 135 aps., 52 gls., Blackburn 218(6) aps., 57 gls., N'hampton 28(1) aps., 7 gls.

STEVE PHILLIPS (Midfield)

Steve developed with Birmingham where he made some 20 first-team appearances. North-ampton signed him last season. League record: Birmingham 15(5) aps., 1 gl., N'hampton 34 aps., 6 gls., Torquay (Ioan) 6 aps.

DAVID CARLTON (Midfield)

David served his apprenticeship with Fulham, making his senior bow in 1971/72. It wasn't until he joined the Cobblers, however, that he began to enjoy regular League football. He is now in his fourth season with the club. League record: Fulham 5(4) aps.; N'hampton 93(5) aps., 6 gls.

ANDY McGOWAN (Midfield)

Andy broke into the Cobblers senior team early last season and proved an important factor in their promotion winning team.
League record: N'hampton 38(4) aps., 5 gls.

DERRICK CHRISTIE (Midfield)

Derrick served his apprenticeship with the Cobblers, winning his initial chance in the League eleven in 1972/74. He's not yet a regular member of the senior side. League record: N'hampton 25(11) aps., 1 gl.

JOHN FARRINGTON (Midfield)

John played a considerable amount of First Division football for Wolves prior to his £25,000 transfer to Leicester in 1969. Two years later he won a Second Division Championship medal. Cardiff paid £45,000 for him in 1974, then he joined the Cobblers two seasons ago. League record: Wolves 31(3) aps., 2 gls., Leicester 114(3) aps., 19 gls., Cardiff 23 aps., 6 gls., N'hampton 70(2) aps., 7 gls.

PAUL STRATFORD (Striker)

Paul has been one of Northampton's most successful strikers, topping their scorers with 15 goals in 1974/75, and grabbing 16 last term, including a last-match hat-trick against Stockport. Another local discovery. League record: N'hampton 127(1) aps., 46 gls.

JIM HALL (Striker)

Jim now in his second spell with the club, was top scorer with 22 goals last season. He left the club in 1967 to join Peterborough where he was four times top scorer and returned last season. A former England youth international. League record: N'hampton 54(2) aps., 7 gls., Peterborough 298(4) aps., 120 gls., Northampton 48 aps., 25 gls.

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DATE POS		OPPONENTS		H-T F-T		SCORERS
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W 18/ 8/76() A NOR	NWOT NOTAMAHT	(FLC1)	-		
5 21/ 8/761) H POR	T VALE				
TU24/ 8/76() A POR	TSMOUTH				
5 28/ 8/76() H WRE	XHAM				
TU31/ 8/76()		(FLC2)			
5 4/ 9/761) A CHE	STERFIELD		-		
5 11/ 9/76() H SHE	FFIELD WEDNESD	AY.			22
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TU21/ 9/761)		(FLC3)			1.0
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W 29/ 9/76(ERBOROUGH UNIT	ED		the same and the	
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M 3/ 1/77(NMERE POVERS	ALD TON			
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DENOTES SUBSTITUTED PLAYER

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SWINDON TOWN PLAYING STAFF 1976-77
                                                                (INC. SUBS)
                                                                   CAREER
                                             THIS SEASON
                                                                APPS/GOALS
                                             APPS/GOALS
          STEVE AIZLEXOOD
JIMMY ALLAN
TREVOR ANDERSON
JIM BARRON
GEOFF CHALKLIN
                                                                  202/17
                                                                   90/19
           WILL DIXON
                                                                  254/8
           JOHN GILLIGAN
HOWARD GODDARD
                                                                   64/18
          ALAN GREEN
PHIL HARRIS
JOHN MCLAUGHLIN
DAVE MOSS
GERRY OBRIEN
COLIN PROPHETT
                                                                  NIL
                                                                  NIL
                                                                  167/8
                                                                   93/2
                                                                  222/10
           DON ROGERS
                                                                  498/181
           KENNY STROUD
                                                                   86/6
           DAVE SYRETT
TONY TAYLOR
           JOHN TROLLOPE
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SWINDON TOWN (2) 3 Moss Stroud Syrett Att : 1,888

Allan; KcLaughlin, (O'Brien), Taylor; Stroud, Burrows (Aizlewood), Prophett; Dixon, Harris, Goddard, Anderson (Green), Rogers.

Barron; McLaughlin, Taylor; Stroud, Aizlewood, Prophett; Dixon (Harris), O'Brien, Syrett, Anderson, Moss (Rogers).

Wed. 4 August DUNFERMLINE ATHLETIC (2) 2 SWINDON TOWN (1) 1 Anderson

Allan; Dixon (McLaughlin), Taylor; Goddard, Stroud, Prophett; Moss, C'Brien, Green, Anderson (Harris), Rogers (Syrett).

Allan, McLaughlin, Taylor, Stroud, Aislewood, Prophett, Moss, (Rogers), Dixon, Goddard, O'Brien, Anderson.

Mon. 2 August AYR UNITED (1) 2 SWINDON TOWN (1) 1 Burrows

Tue.10 August SWINDON TOWN (3)
TOTTENHAM HOTSPUR (1)

PRE-SEASON FRIENDLY MATCHES

Sat.31 July

SWINDON v NORTHAMPTON

PREVIOUS ENCOUNTERS - League Cup

League Cup

F. A. Cup

Dec. 6th 1952

(Round 2)

SWINDON TOWN (1) 2 NORTHAMPTON (0) 0

Scorers: Owen, Millar

Swindon Town:

Burton; Hunt; Radford; Betteridge; Hudson; Prouton; Lunn; Millar; Owen; Ryder;

Attendance:

12,936

Receipts: £1,300

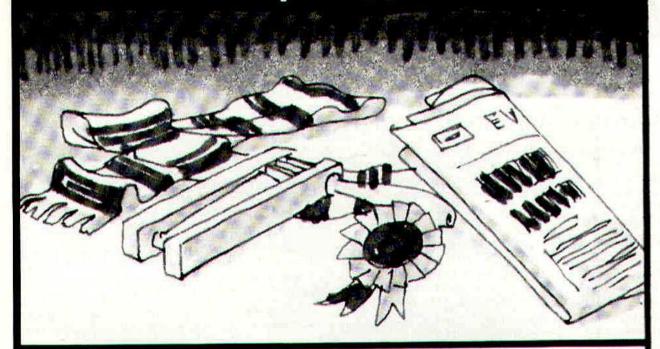
NORTHAMPTON TOWN - LEAGUE CUP HISTORY

Oct.	18 1960 25	Round 2 Replay	Home Away	Wrexham Wrexham	1 - 1 0 - 2	Mills
Sep.	13 1961	Round 1	Away	Luton	1 - 2	Cooke
Sep. Oct. Oct.	26 1962 16 29	Round 2 Round 3 Replay	Home Home Away	Colchester Preston Preston	2 - 0 1 - 1 1 - 2	Holton Ashworth Lines Reid
Sep. Oct. Nov.	25 1963 14 4	Round 2 Replay Round 3	Away Home Away	Brighton Brighton Colchester	1 · 1 3 · 2 1 · 4	Mills Hails, Lock, Reid (pen) Robson
Sep. Oct. Nov. Nov.	23 1964 20 4 25	Round 2 Round 3 Round 4 Round 5	Away Home Home Away	Bournemouth Portsmouth Chesterfield Plymouth	2 · 0 2 · 1 4 · 1 0 · 1	Etheridge, Robson Livesey, Martin Hunt, Martin 2, Foley (pen)
Sep. Oct.	21 1965 13	Round 2 Round 3	Away	Blackburn Fulham	1 - 0 0 - 5	Everitt
Sep. Sep. Oct. Oct. Nov.	14 1966 26 5 26 1	Round 2 Replay Round 3 Round 4 Replay	Home Away Home Away Home	Peterborough Peterborough Rotherham Brighton Brighton	2 · 2 2 · 0 2 · 1 1 · 1 8 · 0	Best, Brown Best, Martin Mackin, Bell Best Martin 4, Moore 2, Best, Gall o.g.
Aug. Sep. Oct. Oct.	23 1967 13 11 16	Round 1 Round 2 Round 3 Replay	Home Home Home Away	West Bromwich A. Peterborough * Aston Villa Millwall Millwall	1 - 3 3 - 2 3 - 1 0 - 0 1 - 5	Hall Kiernan, Martin, Large Mackin (pen), Hall, Large Best
Aug. Aug.	14 1968 21	Round 1 Replay	Home Away	Crewe Crewe	1 - 1 0 - 1	Brown
Aug.	13 1969	Round 1	Away	Oxford	0 - 2	
Aug. Sep. Sep. Sep. Oct. Oct.	19 1970 9 14 23 6 13	Round 1 Round 2 Replay Replay Round 3 Replay	Away Away Home ** Home Away	Scunthorpe York York York Aston Villa Aston Villa	3 - 2 0 - 0 1 - 1 2 - 1 1 - 1 0 - 3	Fairbrother, East, Brookes Brookes East, Fairbrother Large
Aug.	18 1971	Round 1	Away	Watford	0-2	
Aug.	15 1972	Round 1	Home	Charlton	0 - 3	
Aug.	28 1973	Round 1	Away	Grimsby	1 - 2	Buchanan
Aug. Sep. Sep.	20 1974 10 18	Round 1 Round 2 Replay	Home Home Away	Port Vale Blackburn Blackburn	1 - 0 2 - 2 0 - 1	Robertson Neal, Hawkins o.g.
Aug. Aug.	19 1975 27	Round 1 Round 1	Away Home	Watford Watford	0 - 2	Hall

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League Cup Scene by Tony Pullein

A Great Cup Final-Another Exciting Season In View.

Last season's League Cup final between Manchester and Newcastle was one of the most entertaining club matches seen at Wembley in many a year, a magnificent advert for a competition which has grown out of all recognition since its inauguration in 1960.

By carefully slotting into a void the League Cup has added variety to our soccer entertainment. This year's decision to play the first round - where only the financially insecure Third and Fourth Division clubs were involved - in the week prior to the League season's opening provided an extra fixture and additional revenue to those clubs which most need it.

Apart from the final, we had many other fine performances last season, Mansfield's contribution in beating First Division giants Coventry and Wolves - whilst they were fighting for life at the foot of the Third Division - being one of the most notable.

In the final we had great individual performances from Mike Doyle, Peter Barnes, Denis Tueart, Asa Hartford and Gerry Keegan, of City and from Irving Nattrass, Mick Burns and Alan Gowling of Newcastle.

Gowling failed only marginally in his bid to become the first man to finish top scorer in both F. A. and League Cups in the same season. Though his timely equaliser took him level with Tueart on seven, Tueart's spectacular-overhead shot for City's winner gave him top place in the end. A week later Gowling hit his seventh F. A. Cup goal to take him two clear of his closest rival.

Following Tueart and Gowling, other leading League Cup scorers were Joe Royle (Manchester City) and Fren O'Callaghan (Doncaster) with six each, Peter Noble (Burnley), John Duncan (Tottenham) and John Ward (Lincoln) with four. Ward scored all four in the first leg of the first round against Chesterfield.

To City's Tony Book went the honour of becoming the first man to play in, and manage, a League Cup winning team.

One question often raised about the League Cup is as to whether it will ever quite match its F.A. rival for splendour and grandeur? For, though Wembley's tenth League Cup final produced a match fit for the occasion, one was left with the feeling that the marriage between this newish tournament and its Wembley bride had yet to be consumated. Indeed, it is doubtful if it ever will be.

This is not to detract in any way from the League Cup's value as an additional competition, and important fund raiser, for the 92 League clubs, or indeed, from the growing interest it attracts from the public.

It's just that, somehow, the League Cup final as an occasion cannot, and will not match that of the F. A. Cup final.

The Football League, of course, has never intended that it should in any way compete with, or detract from, it's long established F. A. rival. It was introduced in 1960 as a supplementary competition and, though it has grown tremendously in stature since then, it has retained to a lesser degree its image as a free, bonus, give away entertainment.

In the public's eye, the League Cup will never compare with the world's oldest knockout tournament for, by its very nature, the League Cup is a contest strictly for the Establishment; No Yeovils, or Tootings or Wimbledons can ever invade its privacy, however momentarily to compete with the fairy tale magic of the F. A. Cup.

The timing of the final has a lot to do with it, of course. The League Cup final interposes, and brings a taste of Cup Final glamour, during a normally routine stage of the season. When it is all over, the Cup taken back to its lodging place for the ensuing year, the most important part of the season is still to come.

The F. A. Cup final, when tradition is followed, really is a Grand Finale. Even if the match itself - as it often is - offers little as a spectacle, it somehow capsulates all the joys and frustrations of a dying season.

Maybe in a hundred years the League Cup might be able to accumulate sufficient magic moments, and occasions, to challenge the F. A. Cup's indisputed superiority!

Swindon Town F.C.



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From the Pools Office!!

GOOD AFTERNOON

Well, here we go again. Another season begins and I hope we do not have too many heart attacks like last term.

Once again I am appealing to you to support our fund raising competitions. The response from a lot of you during the summer has been fantastic. Our agents have done a wonderful job collecting from you each week and to you and all our agents please accept our thanks.

Have you purchased one of our FOOTBALL TREBLE CARDS? These give you 25 weeks membership for only 50p, just 2p per week. £35.00 guaranteed to be won each week, no checking needed. Ask your agent or if you want to purchase one after todays match call at the Pools Office and get one. You can if you wish fill in the form below and send it to us.

Good Luck to the boys today and lets hope it's the start of a successful season.

P.S. HAVE YOU GOT YOUR GOLDEN GOAL TICKET?

Doug Buswell - Pools Manager.

Please s	end me			. TREBI	E CARDS	
Name						
Address					*********	
enclos	e cheque	e/postal o	order !	50p/£1.0	0/£1.50	
POOLS	OFFICE	, COUN	TY G	ROUND	, SWINDO	١

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JACK SMITH Youth Team Manager





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SATURDAY 14th AUGUST 1976

SWINDON TOWN

- 1. Allan
- 2. McLaughlin
- 3. Taylor
- 4. Stroud
- Aizlewood
- 6. Prophett
- 7. Moss
- 8. Dixon
- Goddard
- 10. O'Brien
- 11. Anderson
- Rogers
- 13. Syrett

Referee:

Linesmen:

at 3.00 p.m



NORTHAMPTON TOWN

- 1. Starling
- 2. Gregory
- 3. Tucker
- 4. Best
- Robinson
- 6. Phillips
- 7. Christie
- 8. McGowan
- Hall 9.
- 10. Martin
- 11. Stratford
- 12. Farrington

Mr. L. F. G. Burden (Broadstone, Dorset)

L. A. Fricker (Bristol) Red Flag:

Yellow Flag: S. G. Phelps (Longlevens, Glos)

LESLIE BURDEN(Broadstone, Dorset)

Qualified as a referee in Dorset (1953), then via Southern League to Football League in 1970. Has acted as linesman in England v. Denmark - Under 23 - in 1974 and a U.E.F.A. Cup match in 1975. Married with three children, he is a Design/Company Director and lectures to local societies on interior furnishing. Is President of Pools Referees' Association, Chairman of East Dorset (County) Association and Secretary to Association of Football League Referees and Linesmen (West of England Section).

NEXT MATCH

Division III August, 21st K.O. 3.0 p.m. PORT VALE

KEY OF THE BOARD

- Aldershot v Gillingham А
- В Bournemouth v Torquay
- C Bradford City v Oldham
- D Cardiff v Bristol Rovers
- E Chester v Hereford
- Crewe v Tranmere
- G Crystal P. v Portsmouth
- Doncaster v Lincoln
- Grimsby v Sheffield Wed.
- Halifax v Darlington
- K Huddersfield v Hartlepool
- Mansfield v Scunthorpe
- Millwall v Colchester M
- Oxford Utd. v Cambridge Utd. N
- Plymouth v Exeter 0
- P Port Vale v Wrexham
- a Reading v Peterborough
- R Rochdale v Blackburn
- Swansea v Newport
- Watford v Brentford