



DIV. THREE

**Swindon Town**

v

**Crystal Palace**

Official Programme

10p

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## NEWS & VIEWS NEWS & VIEWS NEWS & VIEWS

So once again we meet those doughty opponents - Crystal Palace, friends and rivals of ours over many years. Results have not been very good for Swindon. Last season Palace won at Swindon by 2 goals (Swindlehurst 2) to 1 (Moss), but in the return fixture at Selhurst Park played 4th February 1976, we came away with a draw, 3 goals (Stroud 1 Syrett 2) after at one time being arrears 1 - 3. A great fight back.

It was the previous season we suffered a very heavy defeat 2 - 6 away, but in the home game, played almost at the end, we drew 1 - 1.

The Palace enjoy wonderful support; their average attendance last season was 20,123 the highest in the Division. Our average was 7,713 There is no doubt there is great potential with that kind of support, and the 'set-up' at the club is of First Division standard. At the moment they seem to be trying to reduce their bank overdraft, but are still ready and anxious to obtain new players.

This year they are settling down into a strong sound team, and to date have one point less than Swindon, but with one fewer game played. Their goal average is 13 - 10 which gives some indication of the strength and weakness of the team.

Almost everyday we read of certain football clubs in financial difficulties, and there is no doubt that the running of a Professional Football Club, is a complex and most expen-



sive business. The expenses are far greater, than would appear on the surface. For instance, if a game is postponed on the day it is due to be played, the expense incurred is far greater, than if the fixture had been fulfilled.

Then there are a hundred and one small items involved but the biggest expenses are wages and salaries - rent - rates - tax - ground upkeep - repairs - stewards and police.

It seems almost certain that one or more clubs, will be forced to close down, and yet we still hear talk of transfers amounting to £200,000 or even more. Wherever can clubs get that sum of money especially when many have to save every £ possible and what's more to the point, is any player worth that fantastic figure? More important still, will he bring success or even add to the attendance numbers?

There is not the interest in football that there was in the fifties and sixties. Maybe the standard has deteriorated, but people have many more interests and activities, and we shall never again see the large gates, except for a very few clubs.

Whatever happens here in Swindon, I don't think we shall see the return of the 20,000 etc we experienced in the early sixties, when almost every home game produced over 20,000, and they even cheered when we won the toss.

# Talk of the Town

By the Chairman

After our very pleasant trip to Bury on Tuesday last we find ourselves with two home games, but having to write these notes before our home fixture with Tranmere, I can only hope that we have earned another two points.

Tonight's game with our friends from the "Palace" will revive memories of the many hard tussles that we have had in the past. The following of Crystal Palace is fantastic as support goes today and I know that if we were as fortunate in this way, we would expect to go places as they surely do.

Many Football Clubs playing in the football league live on a shoestring, because of the small support that they receive and subsequently they never get the opportunity to improve their facilities let alone their playing staff. The result of this generally speaking is a small income, a small outlay and a comparatively small overdraft. The more successful clubs have high overheads with good facilities, larger playing staffs with higher wage bills and of course the inevitable higher overdraft.

We have the right facilities, a good staff of players, but unfortunately a dearth of support at the present time. The potential is here for larger numbers and I know that if we can produce results, the support will increase. On Saturday we travel to Brighton, and this is another club that enjoys prolific support.

The average home gate up to last week for Crystal Palace was just over 14,000 while Brighton average was nearly 17,500. Those gates are what we were enjoying a few years ago.

I know that if we could see the crowds again, it would give us the opportunity to expand where now we have to be cautious. One of the departments which could benefit from increased revenue is our youth policy. As you know we

have engaged Jack Smith to look after this side of the club for us and Jack is doing a great job in not only coaching the youngsters, but also organising trial games home and away and scouting himself whenever the opportunity arises. The scope of his work is unlimited, but there is a limit which the club can afford. For instance we have connections as far away as Scotland and sometimes the recommendations are so good, that we feel that we must bring the lads to Swindon for a trial and this means staying for a week, to give us the chance to compare the standards with our own youths and also to give the boy a chance to settle into his own natural game.

The wealthy clubs can afford to spend unlimited cash on this kind of exercise, which is so important for the future of any club. While we are prepared to do this, it has to be limited and we have to economise on such things as travel etc. Our youngsters travel to away games usually in a mini-bus, with Jack Smith as the driver except of course to the longer journeys like Plymouth. Our youth side beat Birmingham City 1 - 0 last week in the Midland Youth League and this followed up our victory over the Wolves the week before. Because of the small size of the Midland Youth League this year with only nine clubs competing a cup competition is being run on the basis of three sections A, B and C being Birmingham City and Leicester in Division A, West Bromwich, Northampton and Bristol City in Division B and Coventry, Wolves and ourselves in Division C. The winners of each division play for position 1, 2 and 3 while the three clubs second and third in their sections play off for final places. We are top of our section at this time of writing and hope to be in the play-off of the top positions.

Here's hoping that tonight's game is enjoyable and that we shall still keep your support.

THE  
REF

## STEPHEN G. BATES (Bristol)

Commenced refereeing in 1965, and has progressed through various Bristol Leagues to Gloucester County League, Southern League and Football League.

Works as a Landscape Gardener. His hobbies are horticulture and sport generally.





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# OUR VISITORS

## CRYSTAL PALACE

by Tony Pullein

### **PAUL HAMMOND (Goalkeeper)**

Paul firmly re-established himself in the Palace side following his recall in September last season. He has been a Palace professional since September 1971 and made his League debut at Wolverhampton in October 1972.

League record: C. Palace 102 aps.

### **PETER WALL (Defender)**

Peter enjoyed his most successful season last term, particularly shining during Palace's F.A. Cup run. Since going to Selhurst Park in 1970 he left for one loan spell at Orient. His previous clubs were Shrewsbury, Wrexham and Liverpool.

League record: Shrewsbury 18 aps.;  
Wrexham 15(7) aps.; Liverpool 31 aps.;  
C. Palace 155(7) aps., 3 gls.; Orient (loan) 10 aps.

### **IAN EVANS (Defender)**

Ian's towering performances at the heart of the Palace defence last season earned him a regular place in the successful Wales' team and he now has seven caps. Expert in moving up for dead-ball situations, Ian scored eight goals last season, including a fantastic match-winning hat-trick against Colchester. Ian joined Palace from Q.P.R. in 1974.

League record: Q.P.R. 39 aps., 2 gls.;  
C. Palace 94 aps., 12 gls.

### **STEWART JUMP (Defender)**

Versatile Stewart played in both full-back positions, and in the centre of the defence, last season. Stewart is now into his fourth campaign at Crystal Palace after joining them from Stoke for a £70,000 fee.

League record: Stoke 36(8) aps., 1 gl.;  
C. Palace 74(1) aps., 2 gls.

### **KEN SANSOM (Defender)**

Ken was an apprentice when he made his League bow for Palace on the final day of 1974/75. He turned professional last December and was brought back into the side for the closing matches last term. Now he is the regular left-back.

League record: C. Palace 18 aps.

### **NICKY CHATTERTON (Midfield)**

Nicky developed the knack of hitting some vital goals last season, six of his nine being either winning goals or earning a draw. A regular in midfield for the past two seasons, Nicky is the son of Palace groundsman Len Chatterton.

League record: C. Palace 74(5) aps., 14 gls.

### **PHIL HOLDER (Midfield)**

Phil earned himself a regular place in League soccer last season when he played 31 times for Palace. At Spurs he was generally a reserve player, though he did play a few First Division games for them.

League record: Tottenham 9(4) aps., 1 gl.;  
C. Palace 47(2) aps., 1 gl.

### **PAUL HINSHELWOOD (Midfield)**

Martin has won himself a regular first-team place this season, and has been holding his place since September. He got his first change in 1973/74. His brother Martin was also a first-teamer until he was injured this season.

League record: C. Palace 23(4) aps., 5 gls.

### **JIMMY CANNON (Defender/Midfield)**

A young Scot who has made enormous strides over the past two seasons, Jimmy initially came into the side for a few games in 1972/73. For the past two seasons he had been holding the left-back position but recently he has been playing in midfield.

League record: C. Palace 101 (3) aps., 8 gls.

### **RICKY HEPPOLETTE (Midfield)**

Palace recently signed Ricky from Orient for £15,000. An Anglo-Indian, Ricky began his career at Preston, making his League debut in 1962/63. He won a Third Division Championship Medal in 1971 and the following year moved on to Orient in a £40,000 deal.

League record: Preston 149(5) aps., 13 gls.;  
Orient 111 aps., 10 gls.; C. Palace 2 aps.

### **DAVID SWINDLEHURST (Forward)**

David was Palace's leading scorer with 19 in League and Cup last season, including the one which sensationally knocked Leeds out of the F.A. Cup on their own ground. With 14 goals in 1974/75 David has now established himself as one of the game's leading strikers.

League record: C. Palace 92(8) aps., 34 gls.

### **BARRY SILKMAN (Midfield/Forward)**

Barry, disappointed when getting a free transfer from Hereford at the end of last season, has made a tremendous impact at Selhurst Park with his hard running and shooting. He scored a spectacular goal with a long, curving shot against Bury recently.

League record: Hereford 18(19) aps., 2 gls.;  
C. Palace 4 aps., 1 gl.

### **STEVE PERRIN (Forward)**

Steve recently scored on his League debut against Mansfield when he came in for the injured Silkman. Palace signed him from Wycombe Wanderers.

League record: C. Palace 5 aps., 1 gl.

N.B. Statistics up to and including Saturday, October 23rd, 1976.



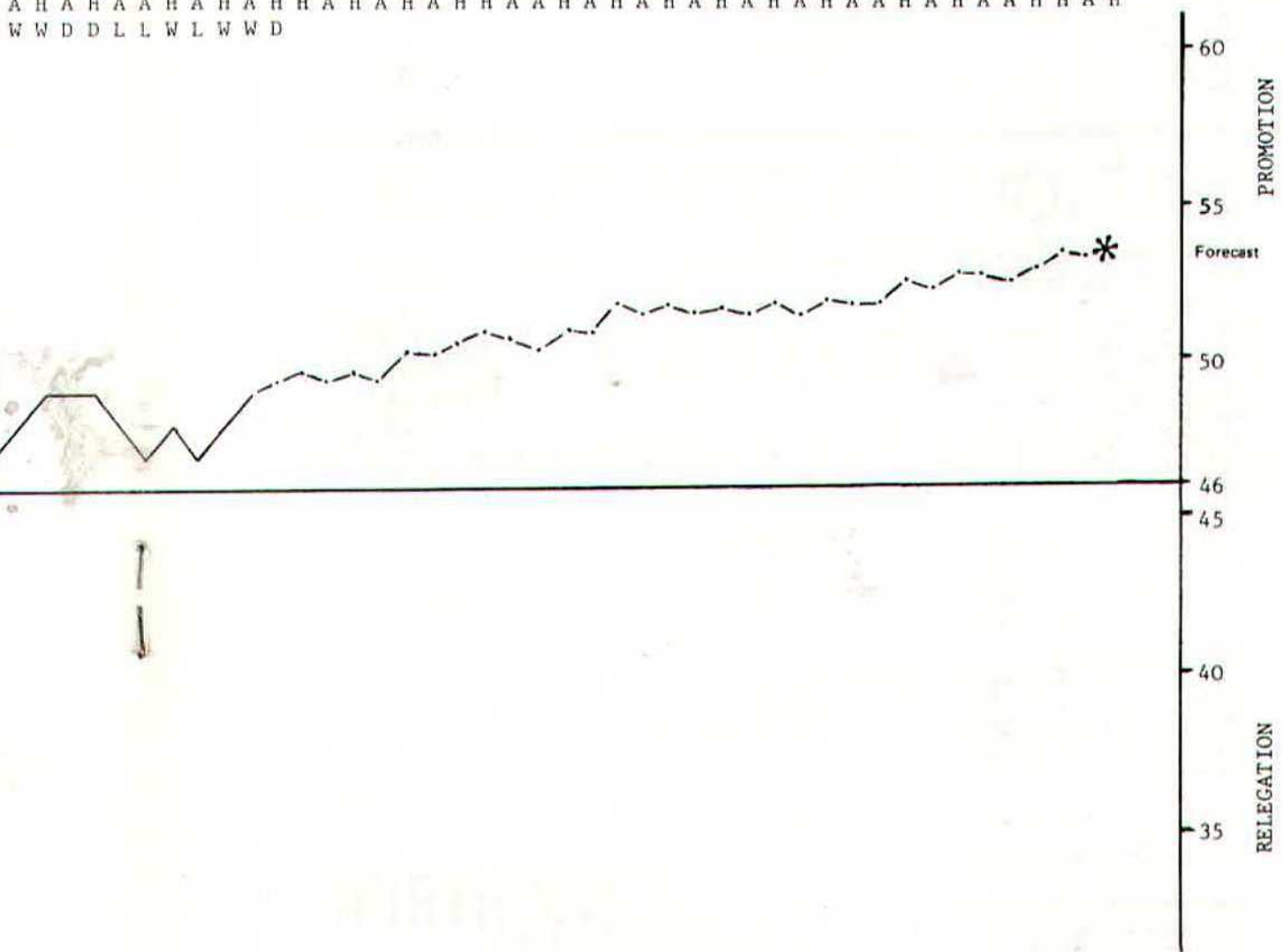




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 Shrewsbury  
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 Northampton  
 Bury  
 Tranmere  
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 Brighton  
 Rotherham  
 Mansfield  
 Grimsby  
 Chester  
 Oxford  
 Brighton  
 Tranmere  
 Preston  
 Portsmouth  
 Port Vale  
 York  
 Wrexham  
 Chesterfield  
 Sheffield W.  
 Lincoln  
 Gillingham  
 Reading  
 Shrewsbury  
 Walsall  
 Northampton  
 Oxford  
 Peterborough  
 Crystal Palace  
 Bury  
 York  
 Rotherham  
 Mansfield  
 Preston  
 Grimsby  
 Chester

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PREVIOUS ENCOUNTERS

# SWINDON v CRYSTAL PALACE

PREVIOUS ENCOUNTERS

FULL POST-WAR LEAGUE RESULTS : (Swindon Score First)						Gate
Nov	9	1946	Away	1 - 4	Lucas	15750
Mar.	15	1947	Home	1 - 0	Stephens (W) pen.	13711
Sep.	6	1947	Home	0 - 0		17619
Jan.	17	1948	Away	1 - 1	Kaye	11800
Oct.	30	1948	Away	1 - 1	Jones	12250
Mar.	26	1949	Home	1 - 0	Jones	11678
Oct.	15	1949	Away	2 - 2	Simner, Jones (pen)	15656
Mar.	4	1950	Home	4 - 2	Onslow, Dawson, Jones 2	15067
Aug.	26	1950	Home	2 - 0	Peebles, Hudson	13648
Dec.	23	1950	Away	0 - 2		7237
Sep.	8	1951	Away	1 - 0	Onslow	14204
Jan.	5	1952	Home	0 - 2		10663
Nov.	1	1952	Home	3 - 6	Owen 2, Bain	9080
Mar.	21	1953	Away	0 - 3		9983
Sep.	26	1953	Away	2 - 3	Lambert, Cross	18615
Feb.	13	1954	Home	1 - 1	Lunn	8907
Sep.	25	1954	Away	0 - 0		11483
Feb.	12	1955	Home	0 - 0		4715
Dec.	26	1955	Home	0 - 0		9082
Dec.	27	1955	Away	2 - 0	Edwards, Micklewright	10608
Oct.	13	1956	Away	0 - 0		13459
Feb.	23	1957	Home	3 - 1	Fountain, Edwards 2 (1 pen)	6499
Oct.	12	1957	Away	1 - 4	Micklewright	14943
Feb.	22	1958	Home	0 - 0		10303
Aug.	26	1961	Away	1 - 3	Trollope	24184
Dec.	23	1961	Home	5 - 0	Smith 2, Atkins 2 Hunt (E)	7707
Sep.	15	1962	Away	0 - 0		16376
Feb.	2	1963	Home	1 - 0	Darcy	9712
Aug.	25	1964	Home	2 - 0	Hunt 2	17446
Sep.	2	1964	Away	1 - 3	Summerbee	18517
Dec.	1	1973	Away	2 - 4	Eastoe, Syrett	17881
Apr.	27	1974	Home	0 - 1		11964
Sep.	7	1974	Away	2 - 6	Eastoe 2	13964
Mar.	22	1975	Home	1 - 1	Eastoe	11545
Nov.	4	1975	Home	1 - 2	Moss	10599
Feb.	7	1976	Away	3 - 3	Stroud, Syrett 2	15844

FIRST MEETING OF CLUBS IN FOOTBALL LEAGUE:

March 12, 1921 SWINDON TOWN 1 (Denyer) CRYSTAL PALACE 3

Swindon Town: Skiller, Kay, Weston, Langford, Hawley, Wareing, Jefferson, Fleming, Denyer  
Batty, Davies.

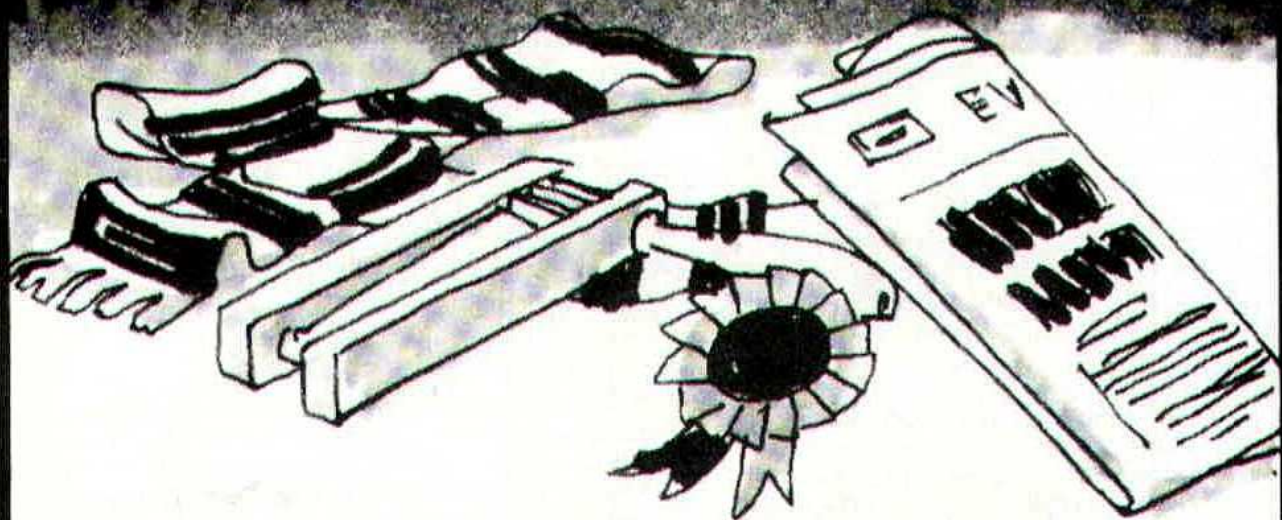
LEAGUE SUMMARY

	W	D	L	F	A	
Pre-War Home	9	4	2	41	24	Biggest Pre-War Victory : 6 - 1 4.12.26
Pre-War Away	1	3	11	8	37	Heaviest Pre-War defeat : 0 - 7 19. 4. 35
Post-War Home	8	6	4	25	16	
Post-War Away	2	7	9	20	39	
<b>TOTAL</b>	<b>20</b>	<b>20</b>	<b>26</b>	<b>94</b>	<b>116</b>	Swindon Success Rate : 45.45%

TRANSFERS BETWEEN CLUBS

Bob Shanks to Crystal Palace last app. v Newport home Feb. 6 1937  
 Bob Shanks returned from Crystal Palace only app. v Bristol Rover away Feb. 22 1947  
 Morris Jones to Crystal Palace last app. v Bristol City Home May 6 1950  
 Gordon McDonald from Crystal Palace debut v. Northampton home Sep. 21 1957  
 Ken Jones from Crystal Palace debut v. Bradford City home Mar. 11 1961  
 Don Rogers to Crystal Palace last app. v. Brighton home Oct. 28 1972

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# The Trials And Tribulations Of Don Revie

by Tony Pullein

Don Revie really is on to a hiding to nothing Criticised for being "too defensive", "unimaginative" and "lacking in courage" after England had struggled to draw 1-1 with the Republic of Ireland at Wembley, the England manager went over-board to attack against Finland. He picked four forwards for the first time and instructed all outfield players to attack when given the opportunity. Yet, at the end of a disappointing game, the same critics slated England for being weak in midfield and poor in defence!

Everyone agreed before the important World Cup tie with Finland that Revie had picked the right sort of team. There was talk of England scoring six, seven or eight goals to boost up our goal difference.

Alas, it is an accepted fact of football life that, however many people might have selected a similar team, only the manager has to answer for its shortcomings afterwards. And Revie, as always, was honest enough to accept that his team had had a real off-day and apologised to the crowd for their performance.

While everyone at Wembley had to agree that England were poor, few stopped to think that Finland were in some way responsible!

The Finns had put in a lot of practice following England's 4-1 victory in Helsinki in the first game. They learned to cope with England's long crosses to the far post, they marked up tightly in the penalty box and didn't commit themselves to the tackle in midfield. And, when England did get in some telling shots and headers, goalkeeper Enckelman's safe hands seemed to be everywhere they were needed.

Finland were no mugs, bearing out Don Revie's earlier contention that "there is no longer any such thing as an easy game in the World Cup".

While he was preparing for the World Cup, Don Revie told me: "Everyone keeps telling me that Italy will be our most difficult opponent and, of course, they will be a very difficult side to beat - but I'm taking Finland very seriously indeed. You have to. Though their players are amateurs, they have been expertly coached and are well organised. Their aim will obviously be to spring a surprise on England".

After the Finland game he added: "What the average fan doesn't always appreciate is that a World Cup tie is very different to a friendly international. If you place too much emphasis on attack you must leave gaps behind and even Finland showed that they were very good indeed at exploiting them".

"After we had failed to add to our early goal, the Finns grew in confidence. They began to realise that they had some sort of chance and they went out to try and score goals. When they equalised it caused concern to our players and transferred the pressure to us."

"In the long run I think the crowd would prefer us to play defensively in the World Cup - so long as we qualify for the finals - rather than see us go out into attack but make mistakes in defence which might ruin our chances".

Upon the question of playing England's matches on one of the major club grounds, Revie is equally as adamant.

"The Wembley crowd is the best in the world for England", he maintained. "We have wonderful supporters. The 92,000 who turned up for the Finland game was way beyond my expectations."

"While it is true that England have suffered some set-backs at Wembley in recent years, I don't think it would help to play anywhere else. Much as I admire the tremendous supporters at places like Liverpool and Manchester United, I think the Wembley crowd is the best of all for England".

After all that has already happened in this World Cup competition, England's task is now clear. Three points from Italy - provided we get the expected four points from Luxembourg - will guarantee our passage to Argentina for the 1978 finals.

The next game is against Italy in Rome on November 17th where the aim must be at all costs to avoid defeat. Revie **MUST** play a defensive formation for this game for, if England lose, it would mean we would have to beat Italy in the return and score sufficient goals against Luxembourg to improve upon Italy's goal difference.

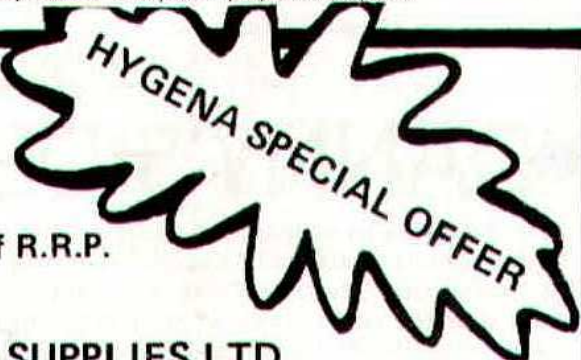
Italy's failure to beat Luxembourg by more than 4-1 gave Revie heart for it left England with the best goals difference in the qualifying group:

	P	W	D	L	FOR	AG.	POINTS
ENGLAND	2	2	0	0	6	2	4
Italy	1	1	0	0	4	1	2
Finland	3	1	0	2	9	7	2
Luxembourg	2	0	0	2	2	11	0



# Crystal Palace

Back Row L to R Tony Burns, Ken Sansom, David Swindlehurst, Rachid Harkouk, Ian Evans, Peter Wall, Paul Hammond, Jim Cannon, Terry Venables (Manager).  
 Front Row L to R David Horn (trainer), Peter Taylor, Phil Holder, Derek Jeffries, David Kemp, Nick Chatterton, Martin Hinshelwood, Mark Nightingale, Charlie Simpson (physiotherapist).



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## FROM THE POOLS OFFICE!!!

What a tremendous result at Bury! Congratulations to the lads. I hope the same result transpires tonight, but as we all know Palace will be no pushover.

The Sponsored Run on Sunday, 7th November at 11 o'clock is receiving good support. However it's not too late to Sponsor a Player of your choice. So contact us at The Pools Office.

We are now acting as a Booking Agency for **PONTINS AND PONTINENTAL HOLIDAYS**. So if you are considering a holiday at one of The Holiday Camps in Great Britain or with Pontinental in Spain we can help you.

### AGENTS BEWARE

To all the good people who are our Agents, Moonraker and Rocket, who week in an week out give us tremendous support, there will be a grand Christmas Holiday Draw. This will take place on Boxing Day by the Referee of the match between Swindon and Oxford Utd. The prizes will be Two £100 holidays at Pontins (No cash substitute. Holidays must be taken). A Portable Television and other prizes. So why not become an Agent and participate in the Great Draw. Fill in the coupon below if you would like to be an Agent. There is no obligation whatsoever. Commission and Bonus paid. All monies are collected.

Here's hoping to see a good match to-night.

DOUG BUSWELL,  
Pools Manager.

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I am over 16 years of age. ....

Signature



## DANNY'S DESK

It is a pleasure to welcome the players, officials and supporters of Crystal Palace this evening and of course, their Manager Terry Venables who took over the vacant chair of Malcolm Allison. Last season Palace looked as though they were going to Wembley and win promotion as we did in 1969 but Lady Luck passed them by. Now Terry has to try to do the same again this year, but in this Division attaining one's target is very difficult. I consider the Third Division to be the hardest of the League so if we and Palace go up Terry and I will be very happy men indeed.

Frank Burrows and Terry Venables were at Lilleshall together during the summer and Frank has a message for him "Terry, you are a rotten five-a-side player". I hope that they both did not absorb all the same teachings on the course or today's match will be a bit of a stalemate. Seriously though, Terry Venables is a very hard worker for this game of football and as a P.F.A. official, has worked very hard for the betterment of the conditions of his fellow players.

Youth is an accepted and vital part of any football club and Swindon Town is no exception.

Discovering and nurturing youngsters is not that easy and many heart-breaking hours go into our youth work. A high standard must be set otherwise you will have a big staff with little opportunity to give personal attention to the better players. The sifting of the good from the not so good is in itself time consuming. And, at the end of it all, the percentage of youth who finally make it is so very small. As you know, Jack Smith has accepted this task at the County Ground and his efforts are already beginning to show fruit as the Midland Youth results indicate. Jack will write an article in the programme very shortly to tell you of his ideals and aims but in the meantime I wish him every success in this important job. The future of any Club more and more rests with its youth in these days when money is not readily available to buy fresh players.

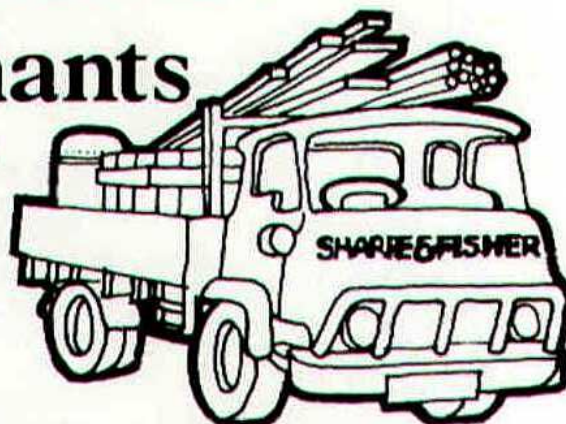
Thank you for coming this evening, I hope you enjoy the game and, if you are a Swindon Supporter that you go home contented with the result.

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# TUESDAY 2nd NOVEMBER 1976

## SWINDON TOWN

1. Allan
2. Dixon
3. Trollope
4. Stroud
5. Aizlewood
6. Prophet
7. Moss
8. O'Brien
9. Syrett
10. McHale
11. Anderson
12. Rogers

at 7.30 p.m.



## CRYSTAL PALACE

1. Hammond
2. Cannon
3. Sansom
4. Heppolette
5. Jump
6. Evans
7. Chatterton
8. Hinshelwood, P.
9. Perrin
10. Swindlehurst
11. Holder
12. Wall

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 Yellow Flag: Mr. D. Woodward, (Welland, Worcester)

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#### DIVISION THREE LEAGUE TABLE as at 30th October, 1976

	HOME					AWAY					Pts
	P	W	D	L	F A	W	D	L	F A		
Brighton	13	5	1	0	22 6	3	2	2	8	8 19	
Wrexham	12	5	2	0	11 3	3	0	2	13	7 18	
Shrewsbury	13	6	0	0	17 3	2	2	3	8	9 18	
Lincoln	13	2	4	0	9 5	4	1	2	11	8 17	
Swindon	14	5	2	0	18 8	2	1	4	4	9 17	
C. Palace	13	5	1	1	12 7	1	3	2	3	4 16	
Bury	13	6	0	1	16 5	0	3	3	5	14 15	
Mansfield	12	3	2	0	13 3	3	0	4	7	8 14	
Preston	13	4	2	0	17 6	0	4	3	6	10 14	
Rotherham	13	3	3	1	14 8	1	3	2	7	8 14	
Sheff. W.	13	4	2	2	12 6	1	2	2	6	10 14	
Reading	13	4	1	1	11 4	2	1	4	8	14 14	
Tranmere	13	3	2	2	7 5	1	3	2	6	7 13	
Chester	13	2	1	2	4 5	3	2	3	6	9 13	
Peterboro	15	5	1	2	10 7	0	2	5	6	17 13	
Gillingham	12	2	3	1	8 7	2	1	3	9	12 12	
Chesterfield	13	3	1	3	8 11	2	1	3	7	10 12	
Port Vale	14	3	1	3	11 9	0	3	4	4	13 10	
Walsall	13	2	2	2	10 9	1	2	4	3	12 10	
Oxford	13	1	3	2	11 12	1	2	4	9	12 9	
Northampton	13	2	0	4	5 8	1	2	4	8	14 8	
Portsmouth	13	1	4	2	5 7	0	2	4	6	14 8	
Grimsby	12	3	2	1	6 3	0	0	6	4	17 8	
York	13	2	2	3	7 11	0	0	6	4	18 6	