



OFFICIAL MATCH DAY MAGAZINE 15p

SWINDON TOWN FOOTBALL CLUB

SWINDON TOWN

v

PRESTON NORTH END

Swindon Town Football Co Limited

Registered Office County Ground
Swindon

Telephone No. 22118
President Mr. W. J. Castle
Directors

Chairman C.J. Green

Vice-Chairman C. Cowley

Directors
C. Day, A. W. Done, W. Dore,
M. W. Earle, T. J. Kearsey, L. Smart,
R. Stephenson, G. Whittock.

Financial Manager/Company Secretary
R. A. Morse

Administrative Manager/Secretary
R. J. Jefferies

Team Manager
D. T. Williams

Pools Manager
D. Buswell

Club Medical Officer
Dr. J. Nicholas

POP INTO THE SOUVENIR SHOP

Managed by Chris Eley
and Bob O'Neill

Waving Hands	60p*
Ballpoint Pens	12p & 28p
'Town' Papermate Pens	88p
Satin Scarves	85p
Woolen Scarves	£1.30
Rosettes	20p
Pennants	30p
Lapel Badges - Swindon Town	35p
- Supporters Club	40p*
Mugs	90p
Key Fobs	15p, 40p & 50p
Pencils	6p
Comb & Case	26p
Ties	£2.00
Players Photographs	30p
Shoulder Bags	£2.00
Duffle Bags	£1.60
Bangles	50p & 55p
Pendants	40p & 70p
Bracelets	55p
Rings	45p
Belts	£1.00
Teapot Stands	55p
Ashtrays	40p
Letter Racks	60p
Button Badges	30p
Knitted Hats	90p
Coloured Team Photographs	60p
Autograph Books	33p
Splash Patches	40p
Car Stickers	16p & 45p
Cuff Links	£1.50
Football Figures	£2.25*
Postal purchases welcome, please add postage.* New Items	

MATCH BALL

donated by
Deborah & Pearl Conner,
of The Ghost Train Purton



Previous donors:-

Julian, Jeremy, and Gordon Law
The Manager & Staff, Barclays
Bank, Old Town.
Mr. W. Collins, Turf Accountant,
Swindon (3 match balls).
Castles, 4 & 5 Market Street.
Miss W. Hudd, 34 Euclid Street,
A Well Wisher
Mr. A. Aubrey, 60 High Street,
Blunsdon.
G. Heath & Son, Building
Contractors & Loft Conversion
Specialists, 79 St. Mary's Grove,
Swindon.
Mr. Howard, Manor Farm,
Marston, Devizes.
14 Loyal Swindon Supporters
from Hungerford
Ken, Keith, Barrie & Malcolm
of Thorn T.V.
Redifussion (South West) Ltd.
43 Bridge Street, Swindon.
Trigmeats,
7/9 St. Nicholas Street, Bristol.
Mr. & Mrs. Williams of Wantage.
Supporters of No. 1 Coach who
travel to all our away games.
Supporters of No 1 Coach
W. W. Webb Offset - Banbury
Arthur Done

WOULDN'T A PINT GO DOWN WELL TONIGHT?



Bits and Pieces

Soccer has been played at Deepdale, home of Preston North End, for over a hundred years. Like many of the current names in the Football League, the club started life as an offshoot from a Cricket Club - in 1881.

Preston's first president and team manager, Major William Sudell, was largely responsible for bringing professionalism as we know it to the game. Not until 1885 did the Football Association come to accept officially the payments being made to players. This came about after a drawn F.A. Cup tie involving North End and Upton Park, who lodged a complaint with the F.A. As a result of the protest the replay never took place, Preston being expelled from the competition for that season, 1883-84.

In reaching the F.A. Cup Final of 1888, North End defeated Hyde United by a record twenty-six goals to nil, but the referee lost track of the time and it was estimated that the game ran some thirty minutes beyond its scheduled duration.

Later that year Preston became founder members of the original Football League and recorded a feat which is never likely to be approached, let alone equalled, again. The club performed the 'double' of winning both the League Championship and the F.A. Cup, but in so doing remained undefeated throughout the season and failed to concede a goal in lifting the Cup. Just four League points were dropped and only fifteen goals were conceded in 22 matches. The 'goals for' tally registered 74. Aston Villa were the nearest rivals some eleven points behind.

The League title was retained the following season and the runners-up position held for the next three campaigns.

The first appearance of a Preston side in the F.A. Cup Final since 1889 was at Stamford Bridge in 1922, the last to be played before the switch to Wembley Stadium. Huddersfield Town provided the opposition and took the Cup by virtue of a hotly disputed penalty twenty minutes from time. By a strange coincidence the clubs met again in the Final sixteen years later and again a spot kick decided the issue. Just one minute of extra time remained when George Mutch was tripped in the area. He smashed home the kick off the underside of the crossbar. This victory also made up for North End's Wembley failure a year previously when Sunderland, a goal down, fought back to win 3-1.

The 1939 success was coupled with a surge up the First Division table to put the club within sight of a second 'double' win. The championship depended on the last game of the season, a home fixture with Arsenal. A record 42,684 crowd packed Deepdale to see the Londoners snatch the title with a 3-1 victory.

In 1953 Arsenal again pipped North End to the First Division championship, but only on goal average. Twelve months later the club was back at Wembley where, despite the efforts of Tommy Docherty, Eddie Quigley, Charlie Wayman and Tom Finney, West Bromwich Albion took the trophy by the odd goal in five. Docherty had taken over from Bill Shankly in 1949 and it is rumoured that when Shankly handed his shirt to young Tommy he said "You don't have to do anything with that - it runs round by itself".

Tom Finney played for fourteen seasons at Deepdale and gained 76 England caps.

One more trip to Wembley came in 1964 when, as a Second Division club,

Preston faced West Ham United. But again there was no joy for the 'Lilywhites' as the scoreline was a repeat of that ten years before - 2-3.

In 1970, Preston found itself in the Third Division for the first time ever. Although taking the championship at the first attempt, the club suffered relegation again in 1974, along with Swindon and Crystal Palace.

Frank Becton, a forward who had played for the Football League representative side, spent two short spells with the Town around the turn of the century. He came to Swindon from Preston originally but returned to his native county to sign for Nelson before again linking up with the Town who, incidentally, went under the nickname of the 'Shunters' at the time.

The former Swindon and Preston forward Ray Treacy is now with Shamrock Rovers assisting Republic of Ireland manager Johnny Giles.



Ray Treacy

Fact finder

PRESTON

CURRENT FORM - LAST FIVE SEASONS

	Div	P	W	D	L	F-A	Pts	Pos	Cup Round Reached	Avg Home Gate	Top League Goalscorers
76-77	: 3	46	21	12	13	64-43	54	6th	2nd 1st	7,987	Alex Bruce 24
75-76	: 3	46	19	10	17	62-57	48	8th	2nd 2nd	7,069	Alex Bruce, Mike Elwiss 15
74-75	: 3	46	19	11	16	63-56	49	9th	3rd 1st	9,567	Mel Holden 17
73-74	: 2	42	9	14	19	40-62	*31	21st	3rd 1st	12,151	Alex Bruce 9
72-73	: 3	42	11	12	19	37-64	34	19th	3rd 1st	10,199	Alex Bruce 13

* One point deducted for fielding an ineligible player

COMPLETE FOOTBALL LEAGUE RECORD

DIV	PLD	W	D	L	F - A	PTS
First	: 1720	671	390	659	2701-2569	1732
Second	: 1144	450	289	405	1797-1672	1188*
Third	: 184	81	50	53	252- 195	212
TOTAL	: 3048	1202	729	1117	4750-4436	3132 (to end of last season)

Talk of the Town By the Chairman

Tonight we entertain the players and officials of one of the most respected Clubs in the Country - Preston North End. This season they look as if they will make at least a step towards the position that they held for so many years with honours.

Our home game on Saturday against Lincoln did not produce the goals that our persistent attacking deserved, but we won the two points that are so important.

We have to play two matches a week until the end of the season owing to the cancelled fixtures, due to weather and cup replays. This means that we have Wrexham, Cambridge and Walsall, at the County Ground on Tuesday evenings with Oxford United visiting us on Monday, 27th March, with a kick off time of 3.00 p.m. Easter is the time generally when one can optimistically point to clubs set for promotion although every season produces late comers on the scene, and last season when Wrexham looked certain for promotion, needing just a point from their last couple of home games, everything went wrong and Crystal Palace found themselves promoted at the expense of Wrexham.

Our Club Dinner and Dance set for April 12th, is being held at the Blunsdon House Hotel, and if you would like to attend, please contact our Secretary, Bob Jefferies. Many people are of the opinion that the this occasion is only for the invited, but what does happen is, that we send out invitations to the people that have attended in the past, but we shall be delighted to welcome anyone who wishes to attend.

Tonights game should see John Trollope gain the distinction of taking over Jimmy Dickenson's record of League and Cup game appearances. This record means that it is the number of full League and Cup games played, and by full, I mean, not appearances for part of a game coming on as a substitute.

If part appearances counted, then Roy Sproson formerly of Port Vale would still hold this record, as he appeared as a substitute on five occasions compared with John's one. The way that John has achieved his record is as follows:-

	Lg. Aps.	Gls.	F.A.Cup Aps.	Gls.	F.Lg.Cup Aps.	Gls.
1960-61	44	1	3		3	
1961-62	46	1	2		3	
1962-63	46	1	4		2	
1963-64	42		3		4	
1864-65	42	2	1		1	
1965-66	46	3	3		1	
1966-67	46	2	8		5	1
1967-68	46	2	4		2	
1968-69	19	1	1		2	
1969-70	42	3	4	1	2	
1970-71	39		2		3	
1971-72	42	1	1		1	
1972-73	34	1	2		1	
1973-74	36		2	1	3	
1974-75	46	2	5		1	
1975-76	46	1	5	1	4	2
1976-77	35	1	7			
1977-78	30	1	4		6	1
TOTAL	727	22	61	3	44	4

SUMMARY

League	727	Appears.	22	Goals
F.A. Cup	61	Appears.	3	Goals
F.L. Cup	44	Appears.	4	Goals
TOTAL	832		29	

I am sure that everybody will appreciate what a wonderful feat this has been and everybody interested in football, I know, will join me in saying 'thank you' to John, for all the enjoyment that you have given to us and we hope that you will remain with the Club for many years to come.



Swindon players Steve Aizlewood and Chris Guthrie (dark shirts) challenge Lincoln City goalkeeper Peter Grotier to a corner kick in the Town's win at the County Ground on Saturday.

From the POOLS OFFICE!

Welcome once again to the County Ground

THE NEW MOONRAKER LOTTERY with our first two lotteries behind us and the third one due on Monday 13th March. Now is the time to take stock. While we have been satisfied with the outcome of the first and second lotteries we still need a few more agents to sell our lottery tickets, particularly in the Newbury, Chippenham, Melksham, Cirencester and Warminster areas. If you can help ring SWINDON 31510 and ask for details.

Our new Lottery Office could be ready tonight. Its situated a few yards from the Pools Office in the rear of the town end stand.

Lottery 3 tickets are in short supply and tickets for no. 4 are going fast. If you haven't purchased yours yet you had better hurry. Lottery 3 will be held at the Black Swan, Devizes. So all you supporters from that area why not come along at about 8.30 on 13th March.

Who know's it may be your turn for £1,000.

Good luck to Danny, Frank and the team tonight and from us all at the Pools Office congratulations to John on his record breaking appearance. Well done John you're a credit to the game.

Doug Buswell
Commercial Manager



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 36125 or 23876

	P W D			L F-A		W D	L F-A			Pts.	Lge. Posns. This Season		Home Lge. Gates		Top Goal-Scorers
	P	W	D	L	F-A		L	F-A	High		Low	Avge.	Best		
Preston N.E.	32	14	2	1	41-16	1	9	5	6-12	41	1st	19th	7884	11920	Alex Bruce 23(21)
Wrexham	30	10	6	0	31-15	6	3	5	17-16	41	1st	18th	9306	16281	*Dixie McNeil 27(16)
Cambridge U.	33	12	3	1	37-9	4	6	7	20-32	41	1st	24th	5206	10998	Alan Biley 22(19)
Gillingham	33	9	6	1	30-14	4	8	5	25-27	40	1st	15th	6726	10541	Danny Westwood 17(15)
Tranmere R.	32	11	2	3	30-13	3	8	5	14-14	38	1st	6th	4500	7250	Ronnie Moore 14(14)
Walsall	31	8	5	3	24-12	3	8	4	16-21	35	6th	17th	5167	8341	Alan Buckley 23(18)
Swindon Town	29	10	4	1	32-12	2	6	6	17-26	34	2nd	17th	7558	11054	Dave Moss 16(10)
Bury	31	7	8	1	27-13	4	4	7	17-24	34	2nd	14th	4810	6769	Andy Rowland 11(10)
Peterborough U.	30	8	6	1	17-9	4	4	7	8-14	34	2nd	22nd	5803	10156	†Trevor Anderson 12(7)
Shrewsbury T.	33	7	5	5	30-18	4	6	6	17-24	33	1st	13th	3742	6116	Ian Atkins 8(8), Brian Hornsby 8(7), Sam Irvine 8(8)
Chester	32	8	7	0	25-15	0	10	7	12-28	33	7th	18th	4020	9514	Paul Crossley 10(6)
Chesterfield	30	9	5	2	23-8	3	3	8	13-21	32	1st	19th	5049	12395	Rod Fern 8(7)
Colchester U.	32	6	8	1	24-11	4	4	9	16-24	32	1st	13th	4938	6447	Bobby Gough 16(12)
Carlisle U.	32	6	7	2	23-17	3	7	7	19-24	32	13th	23rd	5597	11309	Mick Tait 10(9)
Oxford U.	33	9	6	2	27-15	1	4	11	19-34	30	2nd	17th	4950	8746	Peter Foley 18(16)
Lincoln C.	33	5	6	5	19-18	4	5	8	14-23	29	15th	24th	4794	6463	Peter Graham 8(8)
Exeter C.	32	7	4	4	20-15	3	5	9	15-30	29	2nd	20th	5097	6722	Tony Kellow 14(11)
Sheffield W.	32	8	5	3	19-11	0	6	10	14-29	27	13th	24th	11029	18803	Tommy Tynan 16(11)
Port Vale	32	5	8	3	24-17	1	5	10	11-33	25	12th	23rd	3840	5136	Ken Beamish 12(9)
Rotherham U.	28	6	4	4	16-12	2	4	8	18-31	24	2nd	21st	4898	6599	Alan Crawford 10(7), Richard Finney 10(7), Trevor Phillips 6
Plymouth A.	31	3	6	6	18-19	3	6	7	19-29	24	8th	23rd	6632	12399	Terry Austin 11(11)
Bradford C.	31	7	4	4	27-20	1	3	12	11-35	23	11th	24th	5136	12857	Bernie Wright 10(10)
Hereford U.	31	6	7	3	18-15	0	4	11	4-26	23	14th	24th	4758	6392	**Billy Holmes 9(7)
Portsmouth	33	3	9	5	24-25	1	5	10	7-29	22	13th	24th	10376	13152	Dave Kemp 21(16)

*Dixie McNeil 4(3) goals for Hereford Utd.
†Trevor Anderson 9(4) goals for Swindon T.
**Billy Holmes 7(5) goals for Wimbledon

No. of League goals scored in brackets

SPONSOR A PLAYER

	PLAYING STRIP £9.50	FOOTBALL BOOTS £16.00	TRACK SUIT £15.00	TRAINING BOOTS £13.00	
Jimmy Allan 		Mr. Niblett Rose Cottage Marle Hill, Charlford, Stroud			 John McLaughlin
Kenny Stroud 	MR. HOWARD,	MANOR FARM,	MARSTON,	DEVIZES	
Colin Prohett 	Mr. R. W. Johnsey, 1, Tedder Close, Pinehurst, Swindon	The Supporters, who travel away		Mr. Ted Sandell Old Town Swindon	 Steve Aizlewood
Ray McHale 	Mr. C. G. Johnsey 1, Tedder Close, Pinehurst, Swindon	Mr. K. Wood, & Mr. P. Godwin Mrs. Wood & Mrs. Godwin 158, County Road, Swindon	Mr. C. Jones, Mr. B. Duggan & Mr. I Griffiths		 David Moss
Chris Kamara 	Mr. Ron Clark, Barclays Bank, Old Town, Swindon				 Chris Guthrie
Micky French 	Mr. B. F. & Miss T. M. Goddard, 2, Surrey Road, Swindon	Mr. R. C. E. Rivett, 45, Bevisland, Buredrop View, Swindon			 Andy Ford
Kevin Roberts 	Mr. B. F. & Miss T. M. Goddard, 2, Surrey Road, Swindon				 Dave Cunningham
Roy Carter 	Mr. S. Mahoney, 130, Lennox Drive, Walcot, Swindon.	Mr. & Mrs. E. Spearey 6, Wyvern Avenue, Calne, Wilts.			 Chic Bates

IN TOWN TODAY

ROY TUNKS (Goalkeeper)

Roy, who commenced his career with Rotherham, joined Preston for £15,000 in 1974. In 1968/69 he spent a loan period with York City and in later years also played for Ipswich and Newcastle

League record: Rotherham 138 aps.; York (loan 4 aps; Ipswich (loan nil aps; Newcastle (loan) nil aps; Preston 138 aps.

JOHN McMAHON (Defender)

John has been a Preston first-teamer for several years. He began as a forward and actually played his first League games for Southend when he was on loan to them in 1970/71. He later won his place in the Preston side and eventually moved to full-back

League record: Southend (loan) 4 aps; Preston 233(1) aps., 6 gls.

MIKE BAXTER (Defender)

Mike made his League debut in 1975 and was carefully groomed to take over from former England star David Sadler. He had been a fairly regular member of the squad for two seasons and is now very much a number one choice for the number five shirt.

League record: Preston 78(1) aps. 5 gls.

GRAHAM CROSS (Defender)

A former England youth and under-23 international, Graham enjoyed his finest years with Leicester, playing in four cup finals for them.

League record: Leicester 496(3) aps., 29 gls; Chesterfield (loan) 12 aps; Brighton 46 aps., 3 gls; Preston 25 aps., 1 gl.

DAN CAMERON (Defender)

Dan is enjoying regular first-team football at Deepdale left for a loan spell at Colchester two seasons ago and he joined Preston in 1976.

League record: Sheff. Wed. 31 aps 1 gl; Colchester (loan) 5 aps; Preston 38(2) aps.

FRANCIS BURNS (Midfield)

Southampton paid £50,000 for him in 1972 but he didn't settle in the South and left after only one season to sign for Preston at £40,000.

League record: Manchester Un. 111(8) aps., 6 gls; Southampton 20(1) aps; Preston 178(2) aps., 9 gls.



PRESTON NORTH END

GORDON COLEMAN (Midfield)

Gordon made his way through the junior teams to earn his big break in the League football in 1973/74. He earned himself a regular place for the first time last season, when he hit three goals. He has recently been playing at right-back.

League record: Preston 105(12) aps., 10 gls.

SEAN HASELGRAVE (Midfield)

Sean starred in the First Division with Stoke City for several years, following his debut in 1970/71 and was transferred to Nottingham Forest for £40,000 in 1976. Preston signed him this season.

League record: Stoke 106(7) aps., 5 gls; Nottm. For. 5(2) aps., 1 gl; Preston 22 aps.

STEVE DOYLE (Midfield/Defender)

Though normally a midfielder player, Steve can also play in the back four. A product of the club's nursery set-up, Steve came through for his League debut in 1974/75.

League record: Preston 77(6) aps., 2 gls.

MIKE ELWISS (Forward)

Mike topped Doncaster's scoring list in his first two seasons in League football in the early 'seventies and in 1975 commanded a £70,000 fee when he joined Preston.

League record: Doncaster 106(1) aps., 30 gls; Preston 175(1) aps., 55 gls.

ALEX BRUCE (Forward)

Alex is once again Preston's top scorer with 23 goals to his credit before the weekend. Last term he topped their list with 26. Alex began with Preston but left for Newcastle in a £150,000 deal in 1974.

League record: Preston 55(7) aps. 22 gls; Newcastle 16(4) aps., 3 gls. Preston 113(2) aps., 60 gls.

RICKY THOMSON (Forward)

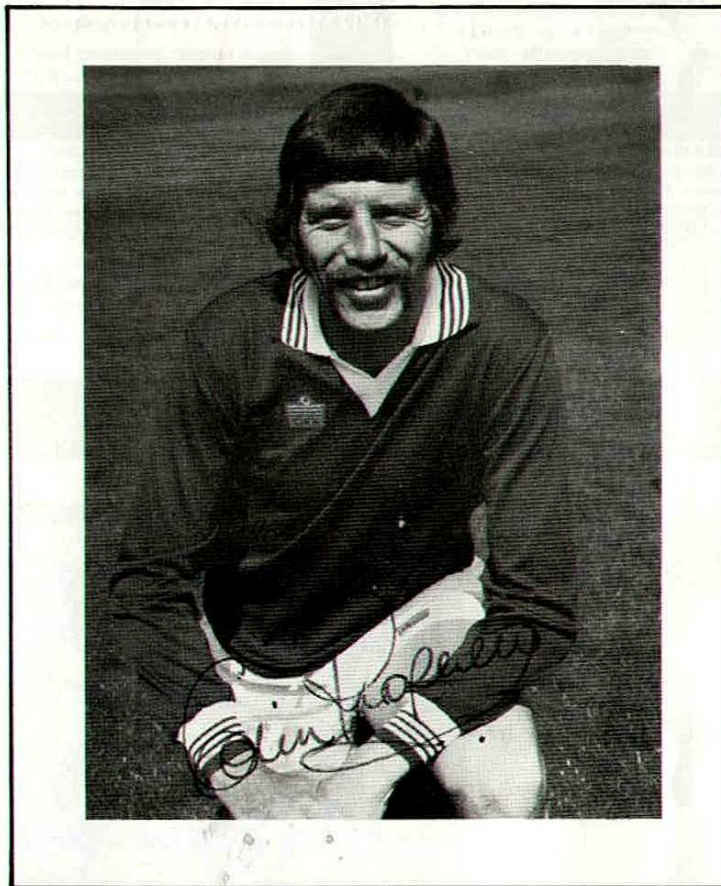
Ricky has been challenging strongly with John Smith for the centre-forward spot and at the moment is in possession. He came through the juniors to take his place in the League side in 1974/75.

League record: Preston 27(6) aps. 9 gls.

John Ward talks to Colin Prophett

When Colin Prophett left school he became an apprentice with Rolls Royce Car Division in his home town of Crewe. He played for Crewe Alexandra as an amateur and caught the attention of Sheffield Wednesday. Their manager Alan Brown insisted that he finished his apprenticeship before he signed as a professional. No sooner had he done so than Alan Brown was off to Sunderland to be replaced by Jack Marshall. There were two more managers during Colin Prophett's time at Sheffield Wednesday, one of them Danny Williams. Once he had made the first team, apart from a few games when he gave way to Peter Swan he held his place, normally at centre-half, until he left. He turned down a move to Carlisle but accepted Ron Saunders offer to go to Norwich in May, 1973. In December the same year however Ron Saunders left Norwich and when John Bond arrived with a strong contingent of players from Bournemouth Colin became unsettled by being expected to play in a variety of positions, full-back, and midfield as well as the more similar centre half and sweeper. He did not need much persuading to link up again with Danny Williams in 1974 at Swindon.

From an earlier talk I had had with Danny Williams it was clear how important he considers the part played by his captain. I asked Colin how he liked the job. "When you are geeing up the others it's a bit difficult to concentrate on your own game. Frank Burrows is always telling me to put my own game first. Off the field all the players have to remember that in a sense they are representing the club but with the captain it's even more so. If a group of players goes to a function it's the captain who has to make a speech and if any of the players says anything against the manager or the club it's the captain's job to put a stop to it." I asked him if he ever became fed up with some of the crowd barracking him at the County Ground. "It doesn't really bother me. At least I know that if they were on at me they are probably leaving the others alone. The way I look at it is this: probably they have a row with the wife to get to the game when she wanted them to take her out shopping and they are taking it out in the players!"



Colin lives with his wife Cathy and three year old daughter Emma in Stratton St. Margaret. Like her mother Emma is already football mad. This is just as well since in addition to playing Colin coaches Hambro Life on Wednesday evenings and watches their games in the Sunday League, not to mention taking a keep fit class on Monday evenings. In the summer he plays cricket two days a week for Swindon BR. He could have a game every day but limits himself to be fair to the family. A medium pace bowler, he has been picked for Wiltshire against Hampshire Second Eleven. He became a professional footballer rather than a cricketer simply because the opportunity for the former was there. Even now he talks of one day becoming a Saturday professional in the North Staffordshire League.

What of the future? Colin has his eye firmly fixed on football management in due course. "I've played under enough to find out a bit about it," he said, with this end in view he is learning all he can from Danny Williams. He has passed the preliminary stage of the F.A. Coaching Badge and is putting theory into practice by coaching Hambro Life. They are doing well in the league and he clearly gets a kick when the change of tactics he suggests in the half-time talk brings results in the second half: "It shows that I can do it with the players," he says. But if anyone has the idea that Colin is preparing to bow out gracefully as a player he should think again. I asked him what he thought of the forthcoming freedom of contract. "It could be great for young players who want to move on. But for me, I want the longest contract I can get!"



Swindon striker Chris Guthrie (white shorts) is well tackled in the Lincoln City penalty area during the Town's victory at the Country Ground on Saturday.

DANNY'S DESK

Another good result last Saturday to lift us into seventh position in the League, but make no mistake, this evening's match will be no walk over, 'Nobby' Stiles has certainly inspired the Deepdale players and this evening they occupy top place in the League. I am sure this match will be a cracker and let us hope that the result will be such that I receive a hot supper and not a cold reception after the match.

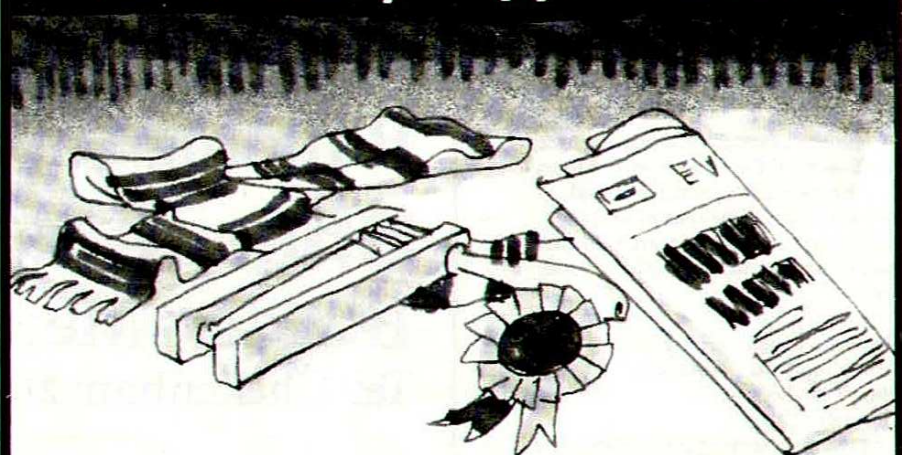
It was reported in the Football Pink on Saturday under Town Topics that the Bury Secretary complained that I had made wholesale team changes in the space of ten minutes before the kick off to the team printed in the programme. To anyone who took the trouble to look at the programme carefully, the answer was clear, they used the same programme printed for the postponed match on Friday, 10th February, merely blocking out the original date and printing the new one underneath. The team printed was that selected for the first match and the programme Editor just did not take the trouble to ring up to see if there was any alteration. As for the ten minute comment, Football League Regulation No. 26 states that each Club must hand copies of a list of it's players taking part in the game to their opponent at least 30

minutes before kick off, failure to do so can result in a fine of £100.

Tonight we are launching our kit sponsorship scheme for next seasons kit and we hope that many of you will once again rally round to assist the Club. A couple of weeks ago we held the second of our social evenings when last season's sponsors met the players and we thought it only fair that they should have the first opportunity to put their names down. We realise that last season a few sponsors were under 18 years of age and therefore, couldn't be invited to the social evenings in licenced premises and we apologise

to them that they have not had the 'first chance' opportunity. For your information because these lads and lassies cannot be invited to the 'get-togethers' we invite them to the ground during their holidays when they may meet the players and watch them during training sessions. I cannot let this evening go by without saying 'well done' to John Trollope who tonight makes his 832nd full appearance for this Club, thereby breaking Jimmy Dickinsons long preserved record. Well done John. Thank you for coming this evening everyone and please give the lads every encouragement.

Part of every supporter's kit.



The Evening Advertiser

Spotlight on Division 3

By Tony Pullein

SWINDON FOURTH IN CROWDS CHART

Swindon are the fourth best supported side in the Third Division. Surprisingly, struggling clubs like Portsmouth and Sheffield Wednesday come above us and Plymouth, another relegation-haunted side, are only just below us.

Last Saturday's games are not included

	Aggregate	Average
Sheffield Wed.	176,470	11,029
Portsmouth	143,525	10,252
Wrexham	133,583	8,906
SWINDON	106,437	7,603
Preston	112,893	7,526
Gillingham	107,646	6,728
Plymouth	94,161	6,726
Peterborough	82,158	5,868
Carlisle	78,632	5,617
Cambridge	83,308	5,207
Walsall	76,612	5,107
Exeter	76,469	5,098
Bradford City	70,991	5,071
Rotherham	64,847	4,988
Oxford	79,453	4,966
Colchester	74,076	4,938
Bury	72,541	4,836
Hereford	72,298	4,820
Lincoln	76,714	4,795
Tranmere	80,953	4,762
Chesterfield	63,846	4,560
Chester	57,380	4,099
Port Vale	53,259	3,804
Shrewsbury	60,554	3,785

The largest Third Division crowd so far was the 16,281 that gathered for the top-of-the-table clash between Wrexham and Gillingham at New Year. The smallest was Tranmere's 2,136 for the visit of Carlisle on the opening day of the season.

Plymouth's meagre attendance of 2,843 for Bradford City's visit in February was Home Park's smallest crowd since the War. The reason was the snow and ice and the match, in fact, had to be abandoned in the second half.

Our best League crowd was 11,054 to see Tranmere Rovers over the New Year holiday.

The rather alarming point about the above chart is that only four clubs show an increase on last season's average --- Cambridge and Exeter, who were both in the Fourth Division last season, plus Gillingham and Tranmere.

It's true that crowds generally show an increase as the promotion race hots up at the end of the season, and that we still have the Easter Holiday games to come. Even so, it seems unlikely that more than about eight clubs will finish with a higher average than last season.

The bad weather of January and February didn't do the crowd figures much good, of course, yet a large percentage of the games scheduled for that period were postponed and will be played later in the season when we can expect better weather.

It seems to be a fact that interest in Third Division football is declining at the moment. The question as to what clubs can do about it remains somewhat vague.

Television has taken its toll, of course. But we cannot do away with television so we must live with it. Such suggestions as reverting to regionalised divisions would certainly save money but there is no guarantee that it would bring an increase in crowds.

In the end it is the quality of the play that draws the fans.

PRESTON NORTH END

By Tony Pullein

Preston have a better chance now of promotion now than at any time since losing their Second Division place in 1974. And no one appreciates more than manager Nobby Stiles that his side would be in an even stronger position if it could win more of its away games.

Preston have won only one away game so far (by 1-0 at Chesterfield over Christmas) - an astonishing situation for a club with its eye on higher things. On the other hand, they have drawn nine times away, and been beaten only five times, so that levels things up a little.

Their other away points were collected at Plymouth (0-0), Colchester (0-0), Walsall (0-0), Bradford City (1-1), Port Vale (0-0), Lincoln (2-2), Shrewsbury (0-0), Hereford (0-0) and Cambridge (1-1).

They were beaten at Oxford (0-1), Carlisle (1-3), Exeter (0-2), Peterborough (0-1) and Tranmere (0-1).

It can be seen, then, that Preston rely heavily upon their defence when playing away. They have one of the lowest goals-against tallies for away matches in the whole of the Football League.

They are fortunate in having that outstanding central defender Graham Cross who has built up an excellent understanding with Mike Baxter in the middle. The full-backs are John Mahon and Dan Cameron and they play in front of the experienced Roy Tunks in goal.

In midfield they have Scottish international Francis Burns with Sean Haselgrave and Grodon Coleman. When Coleman recently switched, in an emergency, to right-back, Stephen Doyle was recalled in midfield.

For fast deliveries of all
Building Supplies contact
Sharpe & Fisher
Builders Merchants
Tel: Cheltenham 21477



Also at Hereford · Bicester · Cardiff · Llanelli

Up front Preston have those prodigious goalscorers Mike Elwiss and Alex Bruce though, of the 35 goals they have scored between them before the weekend, only five have been registered on the grounds of their opponents.

Ricky Thomson has now taken over the third forward position from John Smith.

Preston looked a good bet for promotion last season, too, until a disastrous run of defeats at a critical time killed their ambitions. Their slump was the sadder because they are one of the great names in English football. The Third Division is no place for them. Preston, in fact, were the first of football's giants and some of their early feats will probably never be beaten.

They were either Champions or runners-up in each of the first five years of the Football League's existence - Huddersfield and Arsenal established similar sequences later but never beat Preston's achievement - and in 1889 they won the Championship without losing a game and the F.A. Cup without conceding a goal. In such resounding fashion was football's first League-Cup double achieved.

When one thumbs through the record books one expects to find more material gains registered against Preston's name and it's perhaps sad to note that, though they won the championship in the first two years it was run, they have never again reached the top.

And, after that F.A. Cup success of 1889, they only once again (in 1938) took that trophy.

The string of near-misses is impressive, though. Runners-up in Division I in 1891, 1892, 1893, 1906, 1953 (when they also missed the title only on goal-average) and 1958; F.A. Cup finalists in 1888, 1922, 1937, 1954 and 1964. There was some consolation in winning the Second Division championship in 1904, 1913 and 1951 and in achieving promotion as runnersup in 1915 and 1934.

When Preston went down into Division Three in 1970 they became one of only three ex-champion clubs to suffer that fate.

Preston soon proved that such a misfortune need not necessarily lead to disaster. As their promotion campaign reached its peak, Deepdale was several times packed to near-capacity and their final attendance figures, as they clinched the Third Division championship, were their best for three years.

Yet, three years later they were back in the Third Division again and today they are still striving to claim back their Second Division status.



CASTLE'S

Office and Bakery

4 and 5 MARKET STREET SWINDON

Telephone 22017

Specialists—

Birthday Cakes : Wedding Cakes : Dairy Cream :
 Pastries : Crusty Bread : Buns : Rolls : Sponges



HYGENA SPECIAL OFFER

QA & White Space — Less 33% off R.R.P.

CARTERTON BUILDING SUPPLIES LTD.

1/2 THE PARADE,
BURFORD ROAD,
CARTERTON.

Enquiries welcome for all types
of Building Materials

Tel. 841665

Tel. 841904

RIMES OF SWINDON

INTERNATIONAL TRAVEL AGENTS

LUXURY COACH HIRE

FOOTBALL EXCURSIONS

Dep. from
County Ground

All starting from County Ground Car Park.

SERVICE DIRECT TO THE GROUND
ALL SEATS NUMBER AND RESERVED

Book now at

102 Commercial Road,
Swindon.
Telephone 27113

or

46 Cricklade St.,
Cirencester.
Telephone 3479

or any Rimes Booking Agents

TUESDAY

7th MARCH

1978

SWINDON

at 7.30p.m.

PRESTON

- 1 ALLAN J.
- 2 McLAUGHLIN J.
- 3 TROLLOPE J.
- 4 STROUD K.
- 5 AIZLEWOOD S.
- 6 PROPHETT C.
- 7 MOSS D.
- 8 KAMARA C.
- 9 GUTHRIE C.
- 10 McHALE R.
- 11 BATES C.
- 12 CARTER R.



- 1 TUNKS R.
- 2 COLEMAN S.
- 3 CAMERON D.
- 4 BURNS F.
- 5 BAXTER M.
- 6 CROSS S.
- 7 DOYLE S.
- 8 HASLEGROVE S.
- 9 THOMSON R.
- 10 ELWISS M.
- 11 BRUCE A.

REFEREE:

MR. DEREK CIVIL (Birmingham)
Commenced refereeing in 1956, and via Worcester-shire Combination, Football Combination and Football League line, qualified for the full list in 1969. Has refereed the F.A. County Youth Cup Final in 1971/72, and was linesman in a European Cup Quarter Final (1972) also Scotland v. Switzerland in 1975/76.

A married man with two sons, he works in the printing industry. Helps with coaching and running a local junior team, with help and advice to young referees. Trains with West Bromwich Albion and favours "off the field" discussions of problems between referees and players.

Linesmen: Red Flag: MR. P. K. HELSBY - SOUTHSEA Yellow Flag: MR. R. DIX - PORCHESTER

NEXT MATCH

Saturday 11th March 1978

Football Combination - 3.00pm
TOTTENHAM HOTSPUR

Tuesday 14th March 1978
DIVISION III - K.O. 7.30pm
WREXHAM

For High Class Central Heating, Plumbing
Painting and Decorating
Electrical Installations and Repairs

NORTH WILTS

Sanitary and Heating Co. Ltd.
NEWPORT STREET, SWINDON
Telephone: 35373

Mr. John Dee
278 York Road
Stevenage, Herts
Tel. 52732

wishes to hear from anyone in the South of England who would like to join the Preston North End Supporters Club (London Branch) who run cheap train trips to PNE matches.