

Sheffield United



Swindon Town

Football League Division Three
Saturday, 18th August, 1979
Kick-off 3.00 p.m.

25p

Harry Haslam



BACK to the bread-and-butter. Today sees the start of a new season in a division of the Football League the club has not experienced before. I have said already that it was a disappointment to be relegated. With the injuries we had the odds were loaded against us. But that is past history and we must look to the future. Our priority is to get back as soon as possible and to this end we have obtained players I feel are quite capable of doing the job.

I hope you agree with me that we have a firmer foundation than a year ago. We have greater ability and the financial situation is such that we can go into the season without the previous pressures.

We won all of our first three Anglo-Scottish Cup-ties and there were some supporters who asked "Why change a winning team?" That is all very well. When clearance came through for Pedro Verde and Len de Goey to play they had to be allowed to do so in a match before being thrown into Football League competition. You will have read that Pedro thought the League Cup-tie here against Doncaster Rovers was just a friendly game and he wondered why his front teeth were loose afterwards. John Flood received that shoulder injury in the first quarter of an hour and did well to stay on so long, because it really was hurting him. In fact, he was asking to be taken off long before he scored the goal. Players have to be given time to settle. Pedro and Len had not been able to do the necessary training with their new team-mates.

So I was quite satisfied with what I saw a week ago and, while I would have liked to have won, we all got some useful results from the game. Ian Benjamin hadn't missed a penalty before and John Matthews was quite right to let him take the spot-kick. "Benjy" will have learned something. So let's be fair. Neither de Goey nor Verde have had much chance to meet the other members of the team and I am not worried.

I hope you like the new-look Match Magazine and that supporters will recognise the change in format and regard it as an improvement. As I have said before, I shall use this page to try to keep you informed of what is going on.

There have been other changes. What are your views regarding the new strip? I like it and, anyway, you can see the numbers on the backs of the players clearly.

Our Chief Scout, Neville Briggs, has left us. He did a very good job for the club and served us well. I was sorry to see him go but it was obvious he had had an excellent offer and, like everyone else in life these days, he studied it hard and finally felt the move to Stoke was in his best interest. On behalf of everyone I wish him success. The things he has set up while here will carry on and, though at the moment we have no replacement as such, everything is ticking over nicely. The organisation will carry on as normal to find young players which is imperative. Eddie Edwards and George McCabe are looking after things and Eddie is coping with letters. Both are handling the situation well.

Those supporters who have had cause to visit our office in the administration block will have noticed some alterations. We have tried to improve security and the facilities for people who come in. The counter has gone and there is now a comfortable waiting-room with ticket-windows at the far end providing more speedy attention. After all, you are the people we aim to please and we hope you feel this is yet another improvement.

I do not want to say much about the Crowd Warning we have to publish. You know all about it. But at the start of the season let me appeal to you to do your part in maintaining the high standard we have always expected and received from our supporters. Don't let the club down. It takes only a few people to misbehave and we are in trouble. It's up to you and I sincerely ask you to co-operate.

Our visitors, Swindon Town, very nearly got promotion last season. Their hopes disappeared as late as 16th May when they went down 5-2 at Blackpool and were in fourth place two points behind Shrewsbury. We know they will be working hard to be successful this time and we shall have a hard game. Their general manager, Danny Williams, well-known in these parts, was at Bramall Lane watching us a week ago. We hope we can make a good start against them.



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Action



Swindon



STAR VISITOR CHICK BATES

SHREWSBURY Town are one of the clubs to realise the wealth of talent that can be obtained at bargain prices from non-league football. Swindon Town are another and though the Shropshire club were the first to snap up the exciting young striker Chick Bates when he was scoring goals galore for Stourbridge in the Southern League Swindon moved in smartly two seasons ago and signed him whilst very much in his prime.

A native of West Bromwich Chic (his Christian name is actually Phil, but only his family call him by this name) had been a part-timer with Stourbridge for several seasons, but it was his tremendous success in 1973/4 that finally brought him into league soccer. That was the season in which he netted 35 times and his club topped the First Division North of the Southern League. His team mate Ray Hayward was not far behind with 31 goals and both were signed by Shrewsbury in the summer of 1974.

This was an inspired move by Shrewsbury Player-Manager ALAN DURBAN, for in his first away game Chic scored in the 3-0 win at Stockport and by the end of the season he has played in every game, had scored 17 goals, and had helped the Shrews to promotion.

In Division Three his tally in 1975/6 was ten, followed by 15 in 1976/7. 1977/78 brought him his first hat-trick (against Port Vale) and it was with the record of scoring an average of one goal every two or three games that he moved to Swindon in February 1978.

Soon he was opening his account against Lincoln City, but it was not until last season that he really came into his own, topping the 'Robins' scoring chart with 17 goals, including the winner in the League Cup tie at West Ham.

Now after over 70 goals in five seasons he has proved his ability to score goals in any company. Rarely has he missed a game despite the knocks a goalscoring striker inevitably gets and he is one of the men expected to lead a Swindon promotion push this season.

SWINDON TOWN THROUGH THE YEARS

WHILST members of the Southern League, Swindon Town reached the last four of the F.A. Cup in both 1909 and 1912. Their inside forward of this era, HAROLD FLEMING, won eleven England caps.

One of Swindon's Managers in the 30's was TED VIZARD, who starred for Bolton in the famous 1923 F.A. Cup final and who managed Wolves just after the Second World War.

In the game against Southend in November 1948 no fewer than six 'goals' were disallowed for offside. Swindon finally drew 2-2.

Less than two years later, in March 1951, Swindon were leading 2-0 at Southend early in the game, but finally lost 8-2.

Twin brothers ALF and JOHN STEPHENS both scored for Swindon against Exeter in the Division Three (South) game on September 21, 1946.

WELCOME TO SWINDON TOWN

EIGHTH in 1977/8, fifth last season, Swindon Town are hoping to maintain this rate of progress and win promotion to Division Two for the third time since the war this season. In fact by mid-April they had high hopes of going up last season, but three defeats in their last four games left them three points short at the end.

This will be Swindon's first visit to Bramall Lane for almost exactly nine years for it was on August 21, 1971 that we beat them 2-1 here at the start of our promotion year. In the following December they beat us 3-0 at their County Ground to inflict on us easily our heaviest defeat of that season.

They were at the time enjoying their second spell in Division Two, for they had been members of Division Three (South) throughout its existence from 1920 to 1958 and then of Division Three until winning promotion in 1963. That first spell in Division Two lasted only two seasons, but by 1969 they were back again, not only winning promotion but carrying off the Football League Cup with a sensational 3-1 win over Arsenal in extra time at Wembley.

A year later they were only a few points short of promotion to Division One, but by 1974 they were back in the Third Division and 1975/6 brought them uncomfortably close to a first-ever spell in Division Four.

The tide turned, however, and by the time BOB SMITH took over from DANNY WILLIAMS at the start of last season the corner had been turned. Under Bob the momentum was maintained and the early-season League Cup win at West Ham put everyone in good heart.

Other highlights in a good season were a 2-1 Boxing Day win at Swansea and a 2-0 win over Watford in April.

HERE TODAY

ONE close-season newcomer whom we may be seeing today is defender BILL TUCKER from Bury and he will probably be linking up with ANDY FORD, who moved from Southend in 1977, STEVE AIZLEWOOD (from Newport in 1976) and KENNY STROUD a one-club man with well over 200 appearances to his credit.

Behind them JIMMY ALLAN is a Scotsman with over 200 games to his credit while in midfield the men to look out for are RAY McHALE (ex-Chesterfield and Halifax), ROY CARTER (from Hereford two years ago) and IAN MILLER, signed from Doncaster last season.

When it comes to goals CHIC BATES in his first full season since moving from Shrewsbury got 14 last season, JOHN ROWLAND (from BOB SMITH's former club Bury) got 12 and former Watford man Alan Mayes got twelve after kicking off with a hat-trick against Rotherham in February.

Others who may be in the running include former Southampton striker PAUL GILCHRIST and long-serving JOHN TROLLOPE, who after over 750 league games is now helping with coaching though still registered as a player.

Our Visitors

ALLAN, Jimmy (Goalkeeper)

Jimmy comes from Inverness and was signed from Scottish non-league football in October 1970. Although he made his debut in September 1971 he had to wait for a first team place and had made 183 league appearances to the end of last season.

CARTER, Roy (Midfield)

The 1978 player of the year at Swindon he was born at Torpoint, Cornwall and played part-time football for Falmouth in the Western League before joining Hereford United in the summer of 1975. He played in the side which won promotion to division two and made 64 league appearances before leaving for Swindon in December 1977. He had made 66 appearances for Swindon to the end of last season mainly in a midfield role but he is a versatile player and has filled in at centre-half when required.

FORD, Andy (Defender)

From Minehead he did not make the league side at his first club, Bournemouth, but after a move to Southend in 1972 he made 135 league appearances for that club. He signed for Swindon during the 1977 close season and had made 74 league appearances to the end of last season mostly at left full back although he has also played in central defence and midfield.

GILCHRIST, Paul (Forward)

A native of Dartford he played 5 league games for Charlton and 22 for Doncaster before a move to Southampton with whom he won an FA Cup winners medal in 1976 playing in midfield. He played 96 league games for the Saints but moved to Portsmouth in November 1976 where he played 40 more league matches. In September 1976 a further move took him to Swindon on a free-transfer since when he has re-captured his form although his chances have been limited. He made 15 league appearances last season.

McHALE, Ray (Midfield)

A native of Sheffield he made his league debut for Chesterfield in season 1971/2. After 123 league games he signed for Halifax Town and did not miss a single first team game whilst there making 86 league appearances. He signed for Swindon in September 1976 and had made another 130 appearances in the league to the end of last season. He usually plays in the centre of midfield linking the play but has a hard shot when in sight of goal.

MILLER, Ian (Forward)

Ian comes from Perth but his first league club was Bury for whom he made 9 league appearances. He moved to Nottingham Forest but did not make the first team there. A move to Doncaster in August 1975 brought a regular first team place and he played 124 league games before his transfer to Swindon in the summer of 1978. A traditional right winger he played 44 league games for Swindon last season.

SWINDON TOWN

Back Row Left to Right:- Will Tranter (Coach), Brian Williams, Kenny Stroud, Russell Lewis, John Templeman, Jimmy Allan, Kevin Roberts, Chris Ogden, Andy Ford, Billy Tucker, Chris Kamara, Roy Carter, Bob Smith (Team Manager).

Front Row Left to Right:- Bryan Hamilton, Paul Gilchrist, Chic Bates, Ray McHale (Captain) Ian Miller, Alan Mayes, Andy Rowland.

ROWLAND, Andy (Forward)

From Derby he joined his home town club but was unable to break into the first team. A move to Bury in season 1973/4 gave him first team football and he made 166 league appearances before his move to Swindon in September 1978. A strong traditional centre-forward he made 28 league appearances for Swindon last season.

STROUD, Ken (Defender)

Originally from London Ken is one of the longest serving players at the club having joined from school. He signed professional in 1970 and made his league debut in 1971/2 season. He had played 200 league games to the end of last season many of them in midfield although more recently he has settled into his favourite position playing beside the centre-half in the middle of the defence.

TEMPLEMAN, John (Defender)

John comes from Yapton (Sussex) and was originally with Portsmouth although he made his league debut for Brighton in the 1966/7 season. He was a member of the side which won promotion to the second division in season 1971/2 but after 229 league games at full back he moved to Exeter City in 1974. He made over 200 first team appearances for Exeter before signing for Swindon in the 1979 close season.

TUCKER, Billy (Defender)

From Hereford he played at centre-half for Hereford in their Southern League days. He stayed with that club after election to the league and played in the side that eventually reached the second division making 135 league appearances. He moved to Bury in December 1976 and made league appearances for that club before joining Swindon in June 1979.

WILLIAMS, Brian (Midfield)

A mancurian he is another of Swindon's former Bury players having made 148 league appearances for that club in midfield and attack from 1971 until 1977 when he moved to Q.P.R. The London club were passing through a difficult time and he made only 9 full and 10 substitute appearances in one full season there. He signed for Swindon in the 1978 close season and made 23 league appearances last season. A very competitive player he is also naturally left sided.



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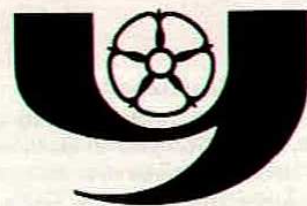
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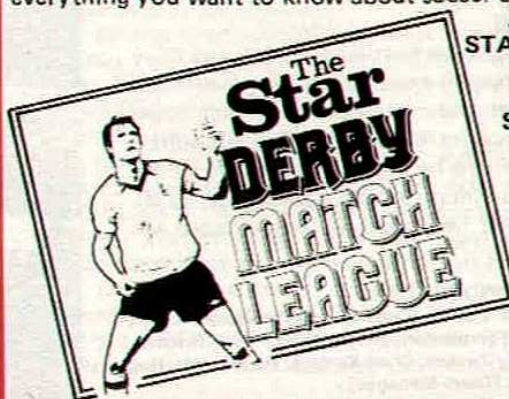
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Flashback

GAME TO REMEMBER

ARSENAL v SWINDON TOWN, March 15, 1969

WE LOOK back today to possibly the greatest day in the history of today's visitors, Swindon Town. At the time they were already looking odds-on for promotion from Division Three, but their League Cup progress must have surprised even themselves. After disposing of Torquay, Bradford City and Blackburn in the early rounds they beat First Division Coventry, then Second Division promotion hunters Derby after a replay to reach the semi-final. There they took on Burnley, a determined First Division side, and beat them 6-5 on aggregate after two replays.

Thus the Wiltshire club were at Wembley for the first time and taking on Arsenal who had gone down to a single goal defeat by Leeds in the League Cup final of the previous year. Though they had not won a major honour for some years Arsenal were a good side with penetrating forwards of the calibre of BOBBY GOULD and JOHN RADFORD, midfielders of industry and vision like GEORGE ARMSTRONG and FRANK McLINTOCK (before he moved back to defence) and no nonsense defenders like PETER STOREY and IAN URE.

It was Ian in fact who after a fairly uneventful first half hour put Swindon in with a chance of taking a shock lead. His rather careless back pass was calmly intercepted by ROGER SMART, who slid it home as though he played at Wembley every day. It was at this point that another hero emerged — goalkeeper PETER DOWNSBOROUGH, ex-Halifax Town and more recently of

Bradford City. Peter somehow held the fort as Arsenal piled on the pressure that one expects from an organised First Division team trying to crush opposition from a lower division. His interceptions of corners were as brave as they were well-judged, often plunging amongst flurries of feet to grasp the ball and when shots rained in his arms seemed like elastic.

Yet with just four minutes to go seeming tragedy struck Peter as he rather misjudged a dash from goal and Bobby Gould equalised. It seemed Arsenal must romp to victory in extra time, but it was not to be.

The First Division side had expended tremendous energy on the wet clinging turf and near the end of the first 15 minutes of extra time DON ROGERS, still bounding with energy, controlled the ball incredibly with players all round him, finally spotted a gap and calmly banged it home. A miracle now seemed more than a distinct possibility and near the end of the final 15 minutes it was clinched. This time Don Rogers ran half the length of the field to slam the final nail into a now dispirited Arsenal's coffin.

Two years late Arsenal were clinching the F.A. Cup and Football League double at Wembley, but March 15, 1969 belonged and always will belong to Swindon Town.

Teams:

ARSENAL: Wilson; Storey, McNab, McLintock, Ure, Simpson, Radford, Sammels, Court, Gould, Armstrong. Sub: Graham.

SWINDON TOWN: Downsborough; Thomas, Trollope, Butler, Burrows, Harland, Heath, Smart, Smith, Noble, Rogers. Sub: Penman.

THEY GAVE THE GAME COLOUR

Nowadays Billy Wright is well known to the younger generation as ATV's Head of Sport, but to a previous generation now well into middle age he is remembered as a captain of Wolves and England, who by his own example spurred both teams to great heights in the 50's.

That was the climax of a career which began just before the Second World War when the diminutive fair-haired Billy was first signed on amateur forms by Wolves after at first being rejected by their manager Major Buckley on the grounds that he was too small.

In the first season of wartime football Billy was playing outside right in regional matches and scoring goals freely when he sustained a broken ankle. On his recovery he was old enough to be called up, but after being stationed at nearby Cosford he was able to link up again with Wolves. By this time he had moved into midfield, his fair hair bobbing about here there and everywhere as he became a great favourite with spectators of those often exciting wartime games.

By 1945/6 he had moved to inside left, scoring over 20 goals in the last season of wartime football and it was in this position that he was first selected for England. By the time the game was played, however, he had been moved to right half to replace the injured FRANK SOO and it was as a wing half that Billy enjoyed his greatest years in the late 40's and 50's.

With the retirement of STAN CULLIS Billy took over as Wolves captain and led them to an F.A. Cup win in 1949 and five years later to their first League Championship. For years he rarely missed a game except when on England duty in the days when internationals clashed with league games.

By the mid-fifties Billy had moved to centre half and it was from that position that he led Wolves to their famous floodlight victories over Spartak, Honved and Moscow Dynamo, games that were a major factor in the setting up of an European Cup competition a few years later.

By 1959 Billy had led Wolves to two more League championships and had played in his hundredth international — appropriately enough against Scotland at Wembley in April 1959.

He was still in the England team that beat the U.S.A., 8-1 a month later, but then, with everyone expecting him to play at least one more season he announced his retirement after a pre-season practice game in 1959/60.

By this time he was married to Joy Beverley, one of the famous singing sisters and after a spell as England Under-23 and Youth team manager he had three years as manager of Arsenal.

Since 1966 he has been with A.T.V., discussing the game with the same enthusiasm with which he played it. Bare statistics tell only part of the Billy Wright story for the war years robbed him of up to 250 league games. He actually played in 490 league games, 105 internationals, 90 of them as captain and was never booked.



BILLY WRIGHT

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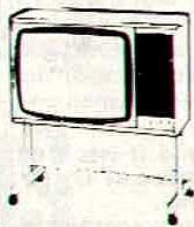
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Laws of the game

LAW ONE (extract)

The field of play

(1) **Dimensions.** In International Matches the length shall be not more than 120 yards nor less than 110 yards and the breadth not more than 80 yards nor less than 70 yards. The length shall in all cases exceed the breadth.

(2) **Marking.** The field of play shall be marked with distinctive lines, not more than 5 inches in width, not by a V-shaped rut, in accordance with the plan, the longer boundary lines being called the touch lines and the shorter the goal-lines. A flag on a post not less than 5 feet high and having a non-pointed top, shall be placed at each corner; a similar flag-post may be placed opposite the halfway-line on each side of the field of play, not less than 1 yard outside the touch-line.

(3) **The Goal-Area.**

(4) **The Penalty-Area.**

(5) **The Corner-Area.** From each corner-flag post a quarter circle, having a radius of 1 yard, shall be drawn inside the field of play.

(6) **The Goals.** The goals shall be placed on the centre of each goal-line and shall consist of two upright posts, equidistant from the corner-flags and 8 yards apart (inside measurement), joined by a horizontal cross-bar the lower edge of which shall be 8 ft. from the ground. The width and depth of the goal-posts and the width and depth of the cross-bars shall not exceed 5 inches (12 cm). The goal-posts and the cross-bars shall have the same width and shall be painted white.

Nets may be attached to the posts, cross-bars and ground behind the goals. They should be appropriately supported and be so placed as to allow the goalkeeper ample room.



... Referees should examine goal nets, seeing that there are no holes in them ...

International board decisions

1. The goal-line shall be marked the same width as the depth of the goal-posts and the cross-bar so that the goal-line and the goal-posts will conform to the same interior and exterior edges.

2. The 6 yards (for the outline of the goal-area) and the 18 yards (for the outline of the penalty-area) which have to be measured along the goal-line, must start from the inner sides of the goal-posts.

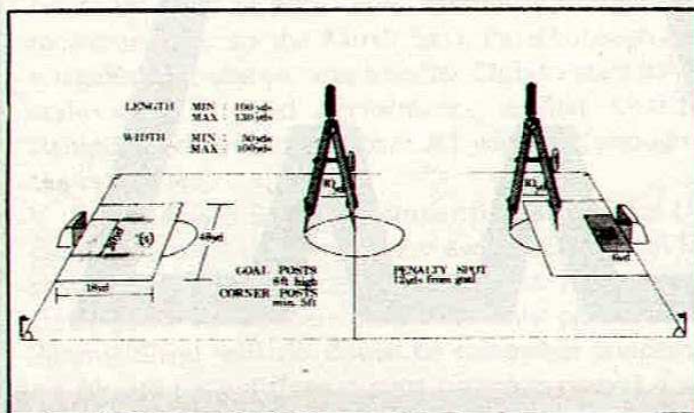
3. The space within the inside areas of the field of play includes the width of the lines marking these areas.

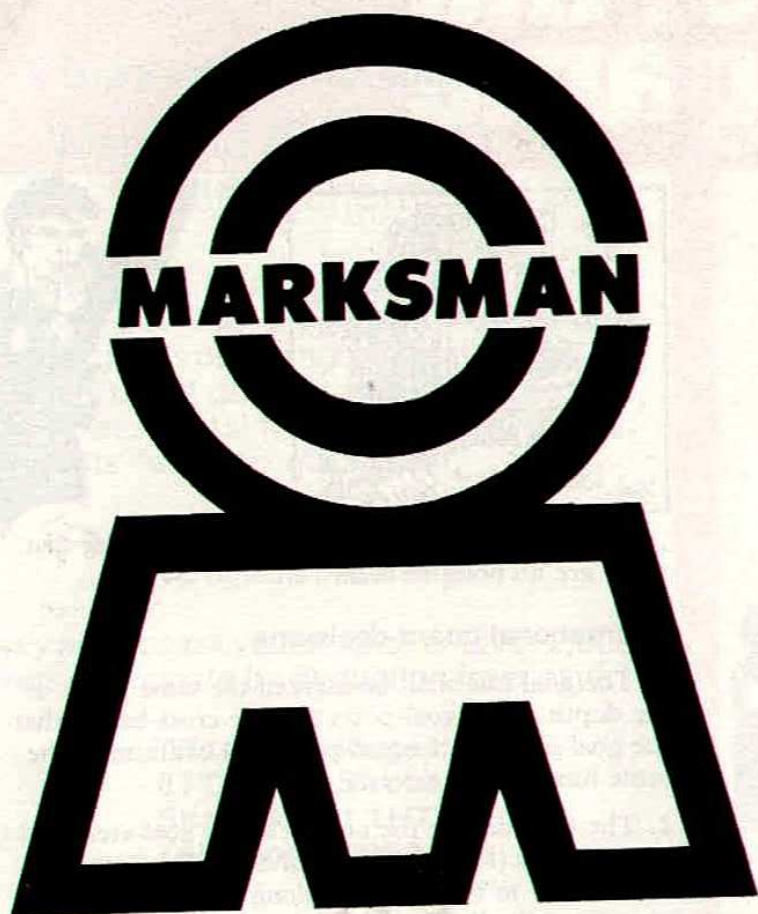
4. In a match played under the rules of a competition if the cross-bar becomes displaced or broken play shall be stopped and the match abandoned unless the cross-bar has been repaired and replaced in position or a new one provided without such being a danger to the players. A rope is not considered to be a satisfactory substitute for a cross-bar.

The game shall be restarted by the Referee dropping the ball at the place where it was when play was stopped.

5. Goal-posts and cross-bars must be made of wood, metal or other approved material as decided from time to time by the International FA Board. They may be square, rectangular, round, half round, or elliptical in shape. Goal-posts and cross-bars made of other materials and in other shapes are not permitted.

6. National Associations, particularly in International matches, should restrict the number of photographers around the field of play, have a line ('photographers' line') marked behind the goal-lines at least two metres from the corner-flag going through a point situated at least 3.5 metres behind the intersection of the goal-line with the line marking the goal area to a point situated at least six metres behind the goalposts, prohibit photographers from passing over these lines and forbid the use of artificial lighting in the form of 'flash-lights'.





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THIRD DIVISION CHATTER

These notes have to be prepared before the outcome of the 2nd leg of the League Cup ties are known so one is left to reflect back on last Saturdays encounters.

Six clubs enjoying at least a three goal advantage — Blackburn Rovers 0-3 victors at Gigg Lane, Chesterfield 5-1 at home to Hartlepool, Gillingham 3-3-0 at home to Luton Town, Reading convincing 5-1 victors at Oxford, Swansea Town 4-1 at home to Bournemouth, and Wimbledon comfortable 4-1 winners over Aldershot — should now be looking forward to a secure place in the hat next time round.

Of the local clubs Barnsley surprisingly came away from Sincil Bank with a one goal deficit with the twin striking pair of Mick Harford and Tony Cunningham, causing Norman Hunter and Mick McCarthy severe aerial problems. Jim McGuigans Rotherham created quite a surprise with a 2-1 victory at Filbert Street which must have dented a little pride in Jock Wallaces plans. Mick Jones now making his presence felt in the hot seat at Field Mill saw his Mansfield team taking a one goal advantage up to York, with our City neighbours Wednesday sharing the spoils against Hull City — Keith Edwards continuing his goal scoring habits from where he left off last year.

Watford — under the guidance of Graham Taylor — must have been quietly optimistic after last years tremendous league cup run when the draw was made pairing them against last seasons fellow rivals Colchester Utd. The result will now be a known fact but it would be no surprise if the two goal deficit was too much to make up at Vicarage Road where some results last season were on the "shaky" side.

Darlington who last season sought re-election started this seasons campaign in fine style with a two goal advantage at Bradford City, and Blades fans will no doubt want to wish John Clarke well following his recent transfer to the North East. Peterborough Utd, relegated last season, was another Club to start in fine style with a good performance against Charlton Athletic and should find that 3-1 win good enough in the return leg.

In the Anglo Scottish competition Cambridge Utd continued their very impressive away record from last season by visiting Notts County and leaving with three goals under their belts with only one in reply. Jimmy Sirrel will no doubt be somewhat concerned by his teams indifferent start having managed a win

against Mansfield Town only. Last seasons second division hopefuls — and this seasons strong tip for honours — Sunderland again fell short of their expected form loosing to Oldham Athletic with Ex Blades Simon Stainrod notching the winner.

Speculating on this season's 3rd Division prospects as clubs do their final bit of pre-season shopping. It is interesting to note how several teams likely to be in the running for honours have strengthened their teams from Division Four. Carlisle for example have swapped JIM LUMBY for HUGH CAULEY from newly-relegated Tranmere.

Though Walsall have gone down three of their players from last season have stayed up with STEVE JONES moving to Wimbledon, ALAN BIRCH to Mansfield and JEFF KING to Sheffield Wednesday.

In fact the Dons are not the only promoted side to shop in the division which they have just left. Reading have signed HUGH CHEETHAM, Crewe's promising young midfielder and Grimsby Town have snapped up JOHN STONE, a most useful dual purpose defender or attacker from Darlington.

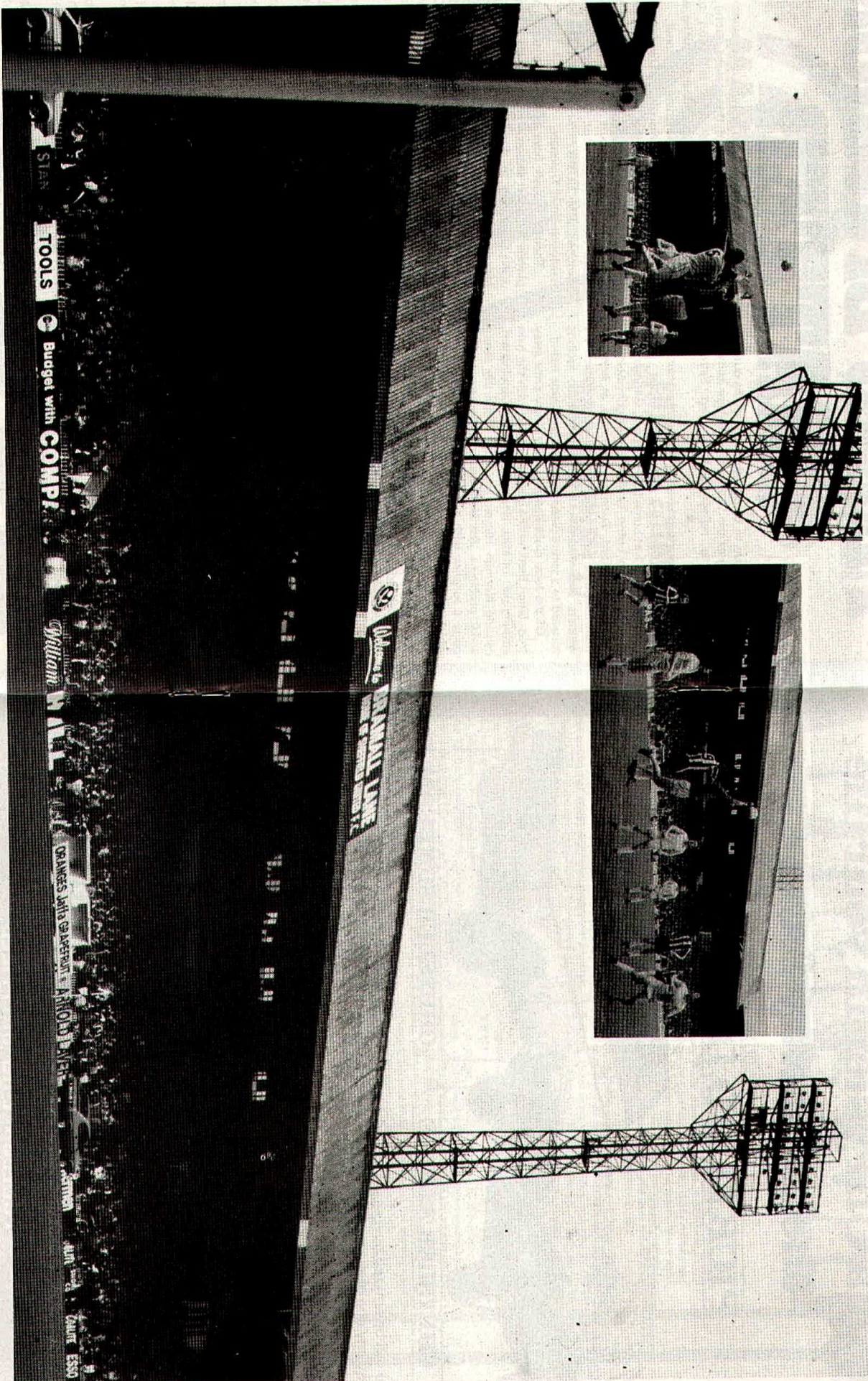
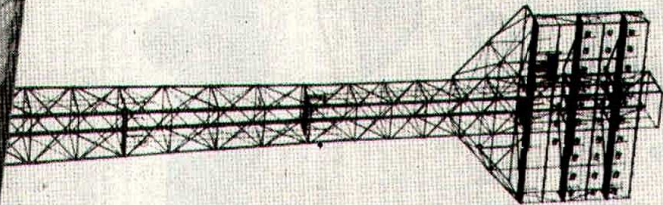
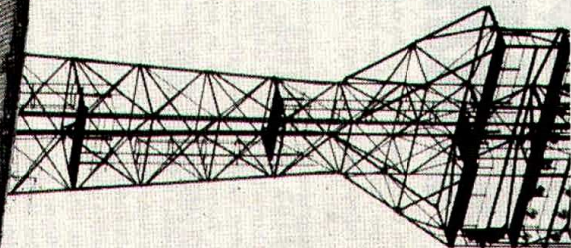
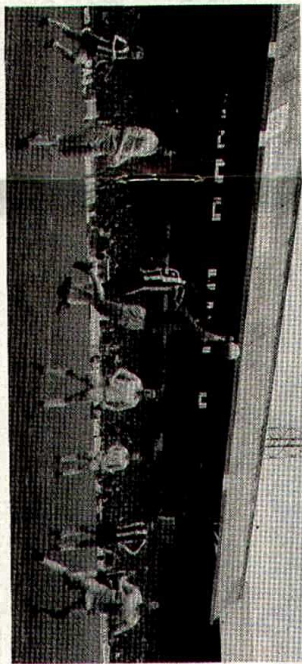
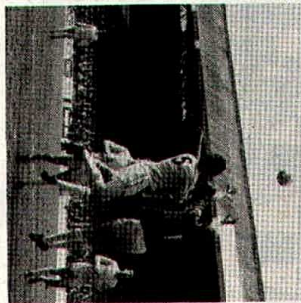
Grimsby are one of the teams operating with a new manager this season. By the time you read this the successor to JOHNNY NEWMAN, who has moved to Derby as assistant manager will probably be known. But currently the hot seat is held by George Kerr on a caretaker basis.

Mansfield now have MICK JONES at the helm and at Blackburn HOWARD KENDALL has joined the increasing band of Player-Managers in Division Three. DAVE HATTON is filling this role at Bury and ALAN OAKES at Chester.

Chesterfield are now the club with the longest current spell in Division Three, having been there since 1970, when they came up from Division Four. Apart from them, there are only three teams with five or more successive seasons there, namely Gillingham, Bury and Swindon.

Twelve of this season's 22 First Division clubs have been in Division Three since the war and three of them (Brighton, Coventry and Crystal Palace) have been in Division Four.

Oxford, who like Grimsby have lost their Manager to an assistant's post at a First Division club, showed no sign of being temporarily without a man at the helm when drawing 1-1 against First Division Wolves in a pre-season friendly.



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What's On

From Keith Farnsworth

1979 sees Sheffield United Football Club celebrating its 90th anniversary, the club having come into being one day in March 1889 when a group of men connected with the Bramall Lane Ground Committee decided it was time the ground had a team of its own.

In the face of considerable opposition locally – several other clubs in the town saw the new club as a threat to their existence – United kicked off in the autumn of 1889; and, from humble beginnings, had, within a decade, established themselves as one of the country's leading teams.

To mark this 90th anniversary, we are introducing a special feature in our match-day programme – the Sheffield United Story, told in parts by former Morning Telegraph sports editor, Keith Farnsworth. We shall kick off with a number of introductory pieces, covering the pre-history of the football club and the period up to the club's election to the Football League in 1892. Then will follow a unique season-by-season commentary highlighting the main events and recording the ups and downs of the Blades.

Most people know that the Blades came into being because of the existence of Bramall Lane – opened in the mid 1850s as a cricket ground, but quickly becoming popular as one of the best-known all-sports arenas in the country.

Bramall Lane is special in the sporting record books in that it has staged both a cricket Test and a number of international soccer matches, and, as well as a run of FA Cup semi-finals between 1889 and 1938, in 1912 it was the venue for that astonishing FA Cup final replay between Barnsley and West Bromwich Albion.

Until 1973 Bramall Lane was a cricket and football ground, unique as a dual purpose stadium where top-class soccer and first-class cricket was played. For more than a century it was a home for Yorkshire cricket, and while that era has now ended, the memory of countless great county players and matches will always live on.

But our story concerns the great winter game – a game in which the old steel and cutlery town of Sheffield played a significant part as a pioneering area of organised football. And though, in the beginning, the Lane was predominantly a cricket ground, it made an important contribution in fostering the development of football in these parts.

The ground was ideal as a venue for big matches, and countless local cup finals were staged long before United had a football team. It was,

even then, the mecca for local soccer enthusiasts, and any really significant game in Sheffield in the last three or four decades of the 19th century was almost invariably played at the Lane. Many local clubs used to hire the ground for special occasions; and, of course, Wednesday played here before they acquired their own ground at Olive Grove.

And, in those days, too, the Lane housed much more than football and cricket. Many stories could be told about such events as the first visit to the colourful American baseball players as long ago as the 1870s, the staging of a Rugby League "international", school and twon sports, cycling, tennis, lacrosse, athletics, bowls – indeed, just about every sport which ever captured the imagination of local man has been played here over the years.

It might be said, too, that in those very early days, cricket was king, and those responsible for running the ground did not look too kindly on the new craze called association football. They tried for years to limit the number of soccer matches played, because they did not want the playing area to get damaged and so affect the cricket.

Indeed, when the very first football match was played at the Lane – between Sheffield Club and Hallam, for the Lancashire Distress Fund – match reports indicated a greater concern for the safety of the playing area from damage than for the success of the venture to raise much-needed cash for cotton operatives in dire need.

On report, incidentally, *did* comment on the football. "This new game," said the writer, "will never catch on." Perhaps he thought soccer was just a passing fad. How wrong can you be?

He made those comments in the early 1860s, when, of course, the game as we now know it hardly existed. Yet within 20 years football had swept across the nation, its strongholds being in the north. The introduction of the FA Cup competition in 1872 fuelled the nation's enthusiasm, inspired the birth of professionalism, and, in 1888, led to the founding of the Football League.

Bramall Lane witnessed the early growth of soccer, and, significantly perhaps, the birth of the Blades (though they were originally The Cutlers) came towards the end of that first season of the League.

How United started, and the problems the founders faced, will be told in our next programme.

Action



(above) The one that got away: — Ian Benjamin's penalty.

(below) The one that mattered: — John Flood's equaliser.



ALL SPECTATORS

AS A RESULT OF SPECTATOR MIS-CONDUCT DURING AND AT THE END OF OUR FINAL FOOTBALL LEAGUE GAME VERSUS LEICESTER CITY ON THE 8th MAY, 1979, HERE AT BRAMALL LANE GROUND, I HAVE BEEN INSTRUCTED BY THE FOOTBALL ASSOCIATION'S DISCIPLINARY COMMITTEE TO DRAW TO THE ATTENTION OF ALL SPECTATORS THE SERIOUS CONSEQUENCES FOR THE CLUB SHOULD THERE BE A FURTHER BREACH OF THE GROUND REGULATIONS.

THE LATEST INCIDENTS HAVE RESULTED IN FENCES HAVING TO BE ERECTED TO MEET THE REQUIREMENTS OF THE SAFETY AT SPORTS GROUND ACT, A REGRETTABLE COURSE OF ACTION AND AT A COST THE CLUB CAN ILL AFFORD AT THIS POINT IN TIME. IT IS VITALLY IMPORTANT FOR THE CLUB TO MAINTAIN IT'S EXCELLENT NAME IN FOOTBALL THEREFORE IT IS ESSENTIAL FOR FULL OBSERVANCE OF THE GROUND REGULATIONS BY ALL SPECTATORS IN THE FUTURE.

J.C. HASSALL
CHAIRMAN

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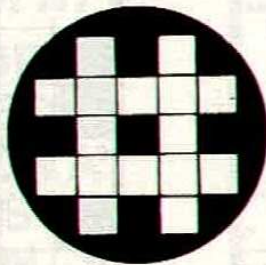
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Kids Corner

ON THE BALL No. 1

Every answer has five letters and the first one fits into the top line, but you have to decide where the rest must go.



Next World Cup venue
Wembley match perhaps
Double-winners
Clough, say

HAT-TRICK No. 1

These centre-forwards were on opposite sides in a post-war Wembley F.A. Cup final. Maybe they scored, maybe not. But can you score a hat-trick naming the teams, result and year?

JIMMY MURRAY & DEREK DOUGAN

GRUNDER No. 1

Solve this clue and you'll have identified a League ground (the word 'Ground', 'Park', etc. is omitted). What ground – and whose?

Jimmy's town? (12)

CROSSWORD

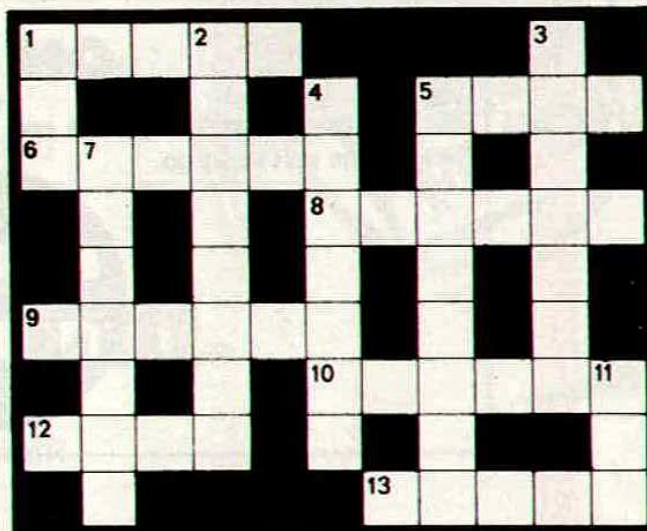
No. 1

CLUES — Across

1. He succeeded Harry Haslam as Manager of Luton (5)
5. Port Vale are visited at — Park (4)
6. Sponsors of a short-lived cup won, for example, by Newcastle... twice, both times in 1974 (6)
8. The name of the game! (6)
9. Top Czechoslovakian team in the early 70's: Spartak — (6)
- 10 & 3dn. World Cup-winning captain of Brazil who subsequently starred for Cosmos (6,7)
12. Infringement on the field (4)
13. Needham or Nish (5)

CLUES — Down

1. Holland or Howard (3)
2. Ex-England winger with his fourth club who last season passed 100 League games per club for the fourth time (4,4)
3. See 10ac.
4. Promotion-winning manager for the second successive time last season (7)
5. The 1976/77 giant-killing FA Cup run of Northern Premier League side Northwich — accounted for Rochdale, Peterborough and Watford (8)
7. One of the Football League's founder-member clubs (and one club of 2dn) (7)
11. Footballer of the Year twenty years ago: — Owen (3)



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Monday, 20th August — 7.30 p.m.
Monday, 24th September — 7.30 p.m.
Monday, 22nd October — 7.30 p.m.
Thursday, 27th December — 2.30 p.m.

Commercial News

Commercial Page

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- Three ground display boards.
- Block of match tickets including director's box tickets.
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- Advert in the match day programme.
- Publicity over the Tannoy system before the kickoff and at halftime.

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Statistics

DATE	OPPONENTS	RLT	1	2	3	4	5	6	7	8	9	10	11	12
July 31	Mansfield Town (Anglo-Scott)	1-0	Conroy	Speight	Tibbott	Kenworthy	McPhail	Matthews	Flood	Benjamin	Guy	Brown (1)	Garner	Moore
Aug 4	Cambridge Utd (Anglo-Scott)	1-0	Conroy	Speight	Tibbott	Kenworthy	McPhail	Matthews	Flood (1)	Benjamin	Butlin	Brown	Garner	Windridge
7	Notts County (Anglo-Scott)	1-0	Conroy	Moore	Tibbott	Kenworthy	McPhail	Matthews	Flood	Benjamin	Butlin (1)	Brown	Garner	Jones
11	Doncaster Rover (L.C.)	1-1	Conroy	Speight	Tibbott	Kenworthy	McPhail	Matthews	Flood (1)	Benjamin	Butlin	Verdi	Garner	Benjamin

Referee.
K.A. Redfern
(West Monkseaton)

Commenced refereeing at University but tended to be a player until 1970. Northern League 1972 and Football League in 1973. Refereed the Northumberland Senior Cup Final in 1976 and lined a European Cup match in 1978. A former County Schoolboy and Under 18 Amateur with Newcastle United. His hobbies are cricket and athletics. A married man with three children and is a self-employed jeweller.

Linesmen:
Red Flag — T.A. Jones
(Macclesfield)
Yellow Flag — A.T. Scholes
(Halliwell)

NEXT MATCH
AT
BRAMALL LANE

EXETER CITY

FOOTBALL LEAGUE DIV 3
KICK-OFF 3.00 p.m.

SHEFFIELD UNITED QUIZ 2

1. When were the 'Blades' last top of Division One?
2. Who is the former 'Blades' goalkeeper who recently moved to Blackpool?
3. Which team has won the League Cup three times?
4. Which county cricketer has played for both Sheffield United and Doncaster in recent seasons?
5. Which were the last pair of brothers to play for the Blades?
6. Who netted the winner in last season's European Cup final?
7. In which year did Sheffield United join the Football League?
8. Which famous Irish international was Player-Manager of Doncaster just after the last war?
9. What do Doncaster Rovers and Barnsley have in common?
10. Who knocked the 'Blades' out of the League Cup last season?

79-80

SHEFFIELD



- 1 STEVE CONROY
- 2 TONY MOORE
- 3 LES TIBBOTT
- 4 TONY KENWORTHY
- 5 JOHN McPHAIL
- 6 JOHN MATTHEWS
- 7 JOHN FLOOD
- 8 LEN DE GOEY
- 9 BARRIE BUTLIN
- 10 PEDRO VERDI
- 11 PAUL GARNER
- 12 IAN BENJAMIN

HALF TIME SCORES

A. Birmingham City v. Fulham	_____
B. Chelsea v. Sunderland	_____
C. Leicester City v. Watford	_____
D. Luton Town v. Cambridge United	_____
E. Newcastle United v. Oldham Athletic	_____
F. Notts. County v. Cardiff City	_____
G. Orient v. Burnley	_____
H. Q.P.R. v. Bristol Rovers	_____
J. Swansea City v. Shrewsbury Town	_____
K. Wrexham v. West Ham United	_____
L. Bolton Wanderers v. Aston Villa	_____
M. Brighton & Hove Albion v. Arsenal	_____
N. Ipswich Town v. Nottingham Forest	_____
P. Manchester City v. Crystal Palace	_____
Q. Southampton v. Manchester United	_____
R. Tottenham Hotspur v. Middlesbrough	_____
S. West Bromwich Albion v. Derby County	_____
T. Blackburn Rovers v. Millwall	_____

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- 3 ANDY FORD
- 4 RAY McHALE
- 5 BILLY TUCKER
- 6 KENNY STROUD
- 7 IAN MILLER
- 8 ROY CARTER
- 9 ANDY ROWLAND
- 10 PAUL GILCHRIST
- 11 BRIAN WILLIAMS
- 12 CHRIS KAMARA

Sheffield United Quiz 2 Answers

1. October 1971
2. Tom McAllister
3. Aston Villa
4. Ted Hemsley
5. Barrie and Tony Wagstaff
6. Trevor Francis
7. 1892
8. Peter Doherty
9. Both are managed by ex-Edds players
10. Both are managed by ex-Leeds players

SUPPORTERS CLUB NEWS

Why not join the Sheffield United Supporters Club and help us support this fantastic club. Membership is only 30p for Adults and 20p for Children under 16.

Below is a list of names and addresses of all the branches where you can join.

Headquarters	J. Jenkins, 5 Audrey Road, Richmond, Sheffield S13 8DQ 396248
Headquarters	In the Lane Social Club match days or by obtaining a membership form from the development office in Cherry Street.
Creswell	A.J. Fiddler, 116 Elmton Road, Creswell, Nr. Worksop.
Eckington	Mr. G.D. Starbuck, 36 Sitwell Street, Eckington S31 9SR.
Killamarsh	S. Vernon, 14 Kirkcroft Lane, Killamarsh, Nr. Sheffield
Kiveton Park	P. Dregorius, 151 Wales Road, Kiveton Park, Worksop

Retford Sportsman	G. Dornie 12 Denman Close, Retford. Sportsman Pub, Denby Street Mr. B.P. Moore
Junior Blades	K. Marriott 76 Richmond Park Crescent, Sheffield 13
Worksop	P. Wilson, 8 Rowan Crescent, Worksop
Gainsborough	Dave Carr, 44 Grey Street Gainsborough DN21 2PP
Mosborough	Mr. Warwick, 18 Elmwood Drive Mosborough Sheffield.
London	Mr Neill A. Parker 4 Rothay Court, Riverdene, Basingstoke Hampshire.

If you require any information besides membership please contact Mrs. J. Jenkins, 5 Audrey Road, Richmond, Sheffield S13 8DQ, 396248 secretary Sheffield United Supporters Club.

All the branches of the Supporters Club would like to wish Sheffield United all the best for this season and we hope promotion straight back to the second division this year.

Good luck for todays game.
Up the Blades.

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