

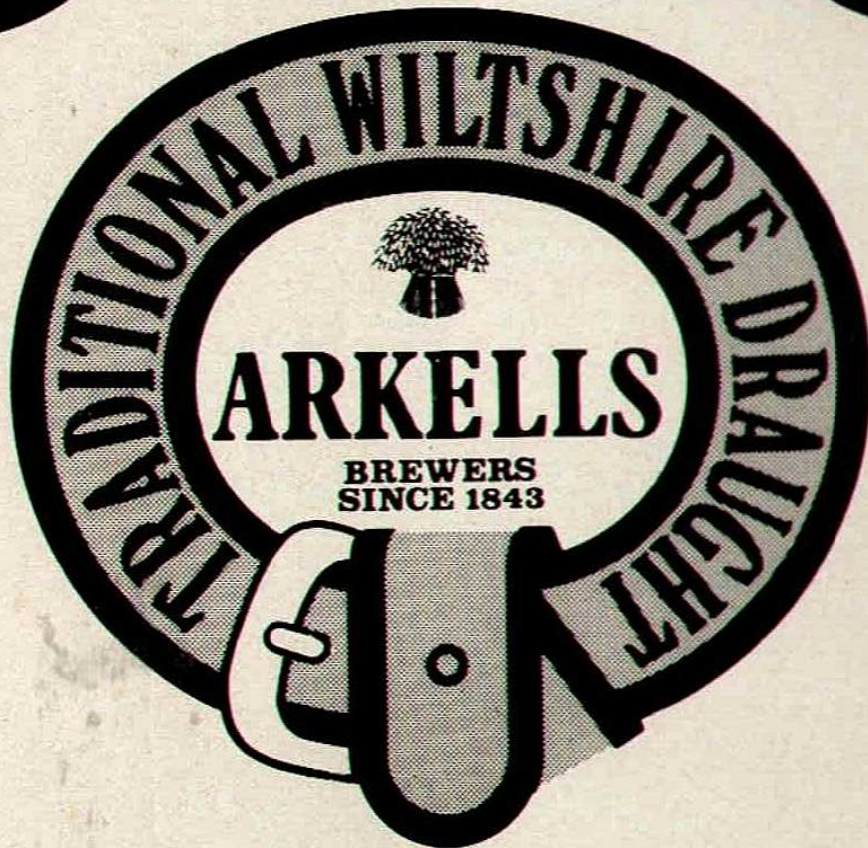
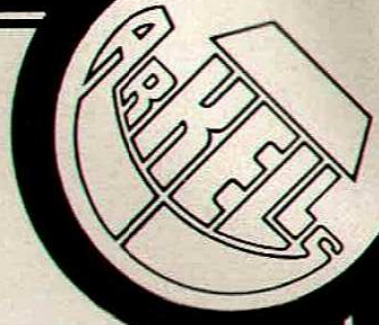


FOOTBALL LEAGUE CUP FIFTH ROUND REPLAY



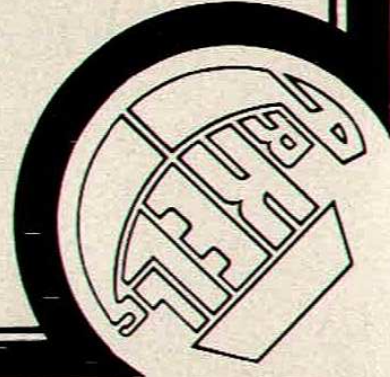
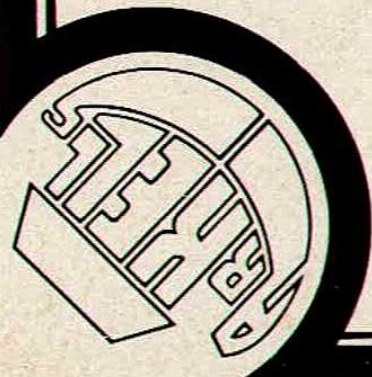
SWINDON TOWN
v
ARSENAL

Souvenir Programme 30p



Enjoy the true country taste
of our traditional beers

J. ARKELL & SONS LTD
KINGSDOWN BREWERY
SWINDON



Swindon Town Football Company Limited

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Team Manager R. W. Smith

Commercial Consultant D. Buswell

Club Medical Officer Dr. J. Nicholas

Bob Smith says.....

Firstly, because of the urgency of printing this programme early, I am unable to comment upon last Saturdays match versus Bury.

The main question I have been asked during the past few days by the media is, how important this game is tonight against Arsenal from the Club's point of view. Before I answer this question, I would like to state here and now for everyones benefit, that our priority is promotion. Having said that, games like tonight are tremendous for morale and confidence, both for the players and supporters alike.

Our display at Highbury was all the more gratifying because we matched a top class First Division side with both skill and work rate. All of these qualities we will have to have once again tonight to get the result we all want.

In conclusion I would like to thank once again, all those fantastic people who went along to the game at Highbury for the vocal support and encouragement that they gave to the players that evening and would ask for the same kind of support this evening. It is important that the crowd here this evening is so biased towards Swindon Town that the noise that they make lifts the players high above their usual standards and make no mistake about it, you are an integral part of our plan to beat Arsenal.

May I join you all in wishing the players every success.



GOING TO MILLWALL?

Leave by M4 to London. After Chiswick Flyover follow signs Central London A4. In 1.2m at rbt take 2nd exit. In 1m take right hand lanes into Hammersmith Flyover. In 1.2m take r/h lane then turn rt. A3220 SP Westminster. Earls Court Stn Underground - In 1m turn lt. for Cheyne Walk. (Thames Embankment) to Vauxhall Bridge and cross. Keep lt. (SP Kennington, Folkestone) then under rly bridge and keep fwd. one way. Then take 1st tng. right and at end take left for Oval Sta. Over X rds. then forward Camberwell Green. Over X rds. Peckam. In 0.7m t. lft. (one way). 0.2 farther cross main road into Avenley Rd. Take 3rd tng. rt. into Edric Rd. At end tn. rt. then lft. into Cold Blow Lane. Millwall F.C. on left.



You and



Midland Bank.
Together, we make
a great team.

TALK OF THE TOWN by the Chairman

We are very pleased and proud to be able to welcome the players and officials of the Arsenal Football Club to the County Ground this evening.

We are all delighted by the performance which our lads gave at Highbury on Tuesday last, and can only hope that the game will be as exciting and entertaining tonight. We know that our lads are capable of playing football to the highest standard and welcome the opportunity to match our skills with such a renowned club as the Arsenal.

The history of the Arsenal is second to none and we here in the south of England are always proud to point this fact out when comparisons are made about English league soccer.

Much has been written of our past league cup history of which we are naturally very proud, but this is all in the past and our present team squad were very young when this was taking place and naturally have no thoughts about those days. With the replay rejoicing came the usual problems of how to please all of our supporters and our decision not to make it an 'all tickets' match was taken with the interests of our own supporters in mind.

It was good to hear from our ticket office staff that they received no complaints when selling tickets for the match tonight, regarding the price increase for this particular game. We consider that the increases were justified for the following reasons.

It has become a well known fact that the Swindon Town Football Club have for the benefit of the supporters maintained low prices here at the County Ground, but on this occasion, a quarter final league cup match versus one of the leading clubs in the country, we feel justified in increasing our prices to the lowest prices charged by that club on Tuesday last.

Our receipts from the match at Highbury helped us to decide favourably upon paying £110,000 for the registration of Glenn Cockerill and any further receipts will help Bob Smith in his endeavours to further strengthen the first team squad. It is, therefore, quite apparent that we are utilising the financial benefit of the cup for the ultimate benefit of our supporters.

I next point out, yet once again, that the simple solution to any supporters problem in obtaining a match ticket in such cases as this occasion, is to become a Season Ticket holder.

May I be excused in once again pointing out that if one wishes to pay the cost of a Season Ticket in instalments our office staff are always ready to set this procedure in motion.

In Cup ties we have to allocate a quarter of our seats to the visitors and this of course is why after selling to our Season Ticket holders we have so few to sell to the remaining public.

If we had made this game all ticket then we should have also had to allocate a quarter of the ground tickets to our opponents, and of course this is why we felt it fairer to our supporters who prefer to stand, not to make it an all ticket match.

Being an evening match we shall be sure to attract some V.I.P's of the football world and I understand that we shall be honoured tonight with the pleasure of Sir Stanley Rous, Sir Stanley is no stranger to this part of the country having strong connections with the village of Clanfield near Faringdon. Sir Stanley has refereed here on the County Ground in pre-war days.

The winner of tonight's game is at home in the first leg of the semi-final, to the winner of tonight's match in the replay between Wolves and Grimsby. The date of these matches is the 15th January 1980 as we play our matches on a Tuesday, whereas the 16th January is the date given by the Football League. The second leg is played on the 13th February.

In case anyone is not conversant with the rules of the Football League Cup Competition the semi-final is played on a home and away basis.

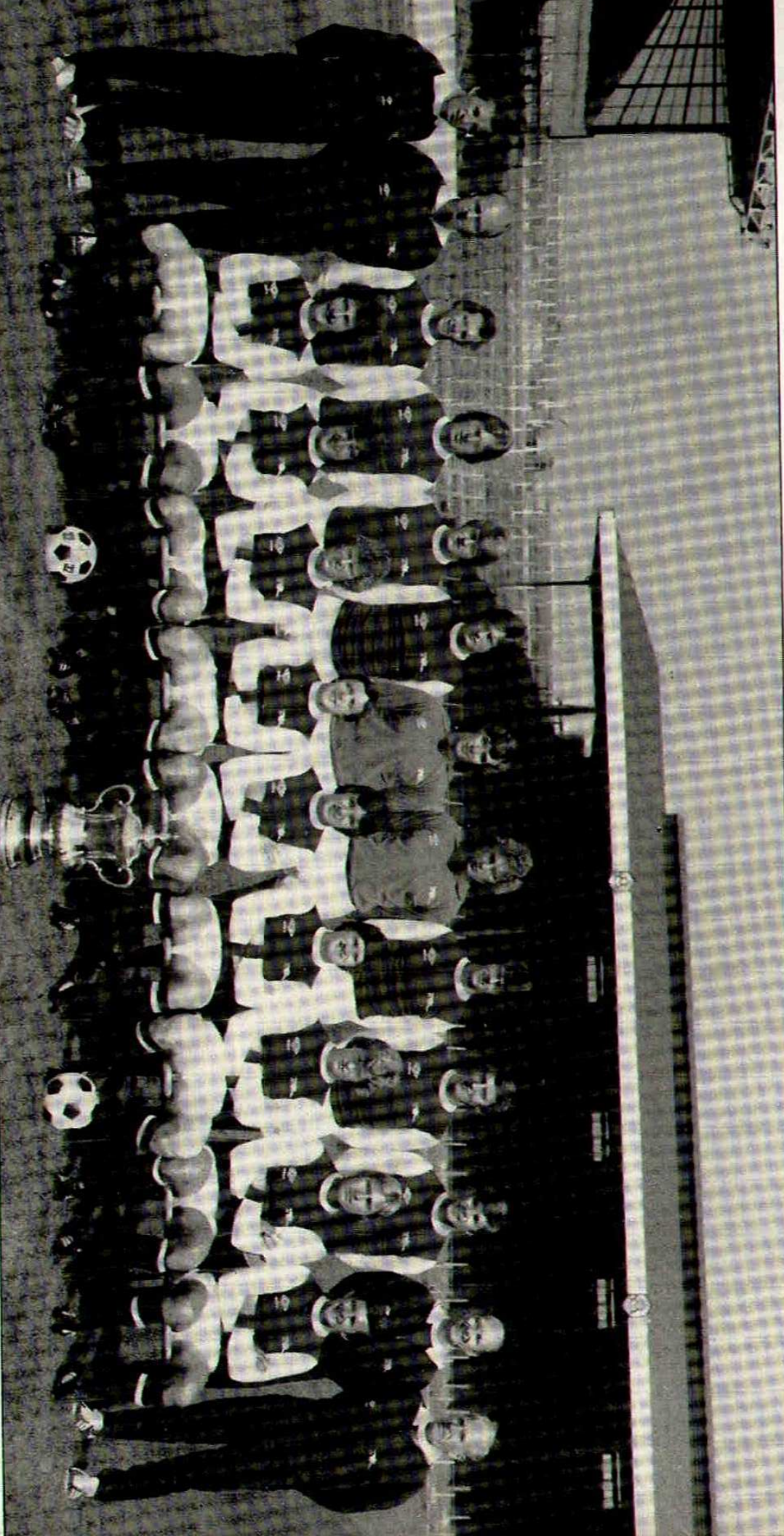
I am having to write these notes before we have played our league game with Bury and I know that in spite of all the excitement of cup ties, Bob Smith's number one priority is gaining league points.

Having committed ourselves to spending over a hundred thousand pounds in our latest transfer deal, may cause some people to ask how this kind of money can be found from our meagre gate receipts. The only way these deals are arranged is on a down payment, with the balance paid over a period of time agreed between the two clubs and in my previous programme notes, I referred to the possibility that in the near future clubs may be forced by rule to pay outright for their players, thereby eventually ruling out the present high transfer fees.

Continued on page 20

The Arsenal
Season

Football Club
1979-1980



STANDING (left to right) Terry NEILL (Manager), Don HOWE (Coach), Liam BRADY, Steve GATTING, John DEVINE, Steve WALFORD, Pat JENNINGS, Paul BARRON, David O'LEARY, Sammy NELSON, Malcolm MacDONALD, Fred STREET (Physiotherapist), Will DIXON (Assistant Manager),
 SITTING (left to right) Alan SUNDERLAND, Brian TALBOT, Graham RIX, Richie POWLING, Frank STAPLETON, Pat RICE, Willie YOUNG, David PRICE, John HOLLINS.

F. A. Challenge Cup

Arsenal's League Cup Hoodoo

Mighty Arsenal have won just about everything else they have ever played for --- except the League Cup. Though they appeared in two finals in the late 'sixties, they lost both and since we shocked them with our memorable victory at Wembley in 1969 the Gunners have never again managed to reach this final.

Indeed, their League Cup record has been something of a disappointment over the past ten years. They did manage to reach the semi-finals in 1977/78, when they lost to Liverpool, but otherwise this is only the third time they survived to the fifth round since our confrontation at Wembley.

The Gunners hope to be strengthened tonight by the return of Republic of Ireland international midfielder Liam Brady, following injury, and this is bound to boost their confidence. For Brady was the man largely responsible for their exciting Wembley victory over Manchester United in last year's F.A. Cup final.

With the elevation of full-back John Devine to the Republic of Ireland national team this season, the Gunners can now field nine internationals though they will not all be on view tonight.

Devine, in fact, has been playing at right-back at the expense of N. Ireland cap Pat Rice with another N. Ireland international, Sammy Nelson, on the opposite flank. David O'Leary, yet another Republic of Ireland man, will be one of the centre-backs with either Steve Walford or Willie Young.

Devine, an Arsenal professional since October 1976, has played only 13 League games for the club when he was called up to play for the Republic against N. Ireland in last month's European Championship tie. Rice, who had dropped out through injury, now faces the prospect of having to fight to regain his place.

It was his injury that cost his 50th international cap for N. Ireland, in fact. He first played in Arsenal's senior team in 1967/68.

Nelson, who now has 43 N. Ireland caps, became an established international before he had even earned a permanent place in the Arsenal side.

David O'Leary served his apprenticeship at Highbury and he quickly earned his place in the side after making his debut four seasons ago. He now has 14 Irish caps.

Manager Terry Neill created some controversy

last week when he decided to drop the giant centre-back Willie Young in favour of Steve Walford. Young began with Aberdeen and gained Scottish under-23 honours while with them. Tottenham paid £100,000 for him in 1975 and sold him to Arsenal for £80,000 three seasons ago.

Walford began his career with neighbouring Tottenham but didn't get many chances in their League eleven. Arsenal signed him in 1977 and have really capitalised upon his versatility, using him in several positions.

Goalkeeper Pat Jennings is, of course, one of the world's legends. A Northern Ireland international on 82 occasions, he currently holds Tottenham's club record of 472 League appearances. He joined Spurs from Watford for £27,500 in 1964 and actually won a League Cup winners' medal with them. Chosen Footballer of the Year in 1973, Pat moved on to Arsenal for £40,000 in 1977.

If Brady is fit to return tonight, the midfield will probably line up; Brian Talbot, David Price, Brady and Graham Rix. During Brady's absence, the position was filled by Steve Gattings.

Arsenal paid a club record £450,000 to sign Brian from Ipswich last season. An England player on five occasions, Brian had the odd experience of winning F.A. Cup winning medals in successive seasons with different clubs --- for Ipswich (against Arsenal) in 1978 and for the Gunners in 1979.

Price, a product of the club's nursery scheme, had been a regular for two years until losing his place to newly-signed John Hollins at the beginning of this season. But he has been back in the line-up for the past few weeks.

Besides being one of the most creative midfield players in Europe, Brady is also a goalscorer of renown. He scored 17 for the Gunners last season and has hit six this term. Capped by the Republic of Ireland on 24 occasions, Liam seems certain to follow the exodus of British players to Europe when his Arsenal contract runs out at the end of this season.

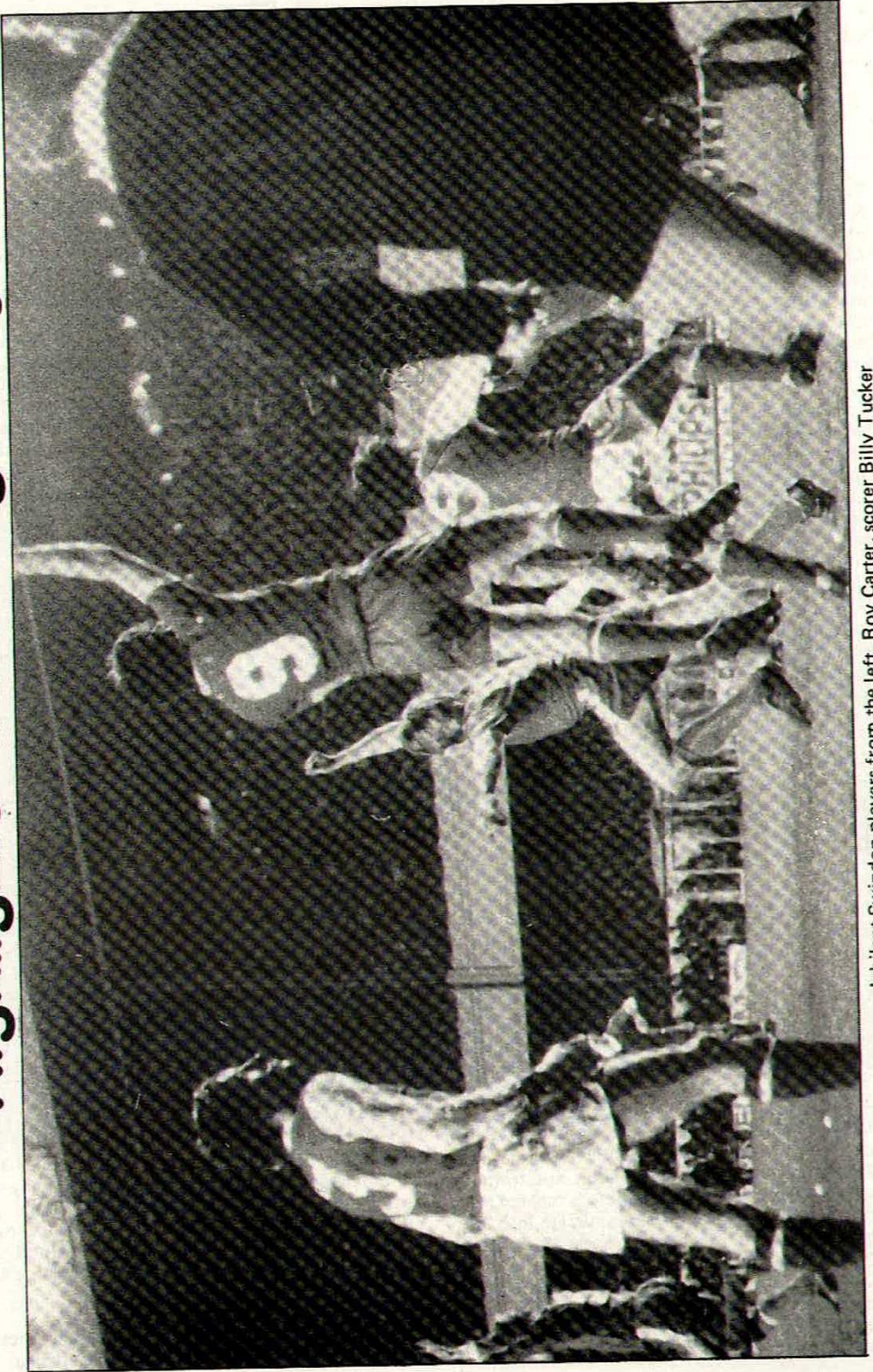
Rix and Gattings both developed in the junior team at Highbury.

The two strikers are, of course, Alan Sunderland and Frank Stapleton. Sunderland, who scored Arsenal's goal against us from the penalty spot last week, had 13 to his credit before the weekend. He was signed from Wolves for £240,000 two seasons ago and is a former England under-23 international.

At-a-glance History of Arsenal F.C.

- 1886 — Club formed and named Royal Arsenal.
- 1891 — Club turned professional.
- 1894 — Elected to Division II of the Football League. Biggest FA Cup win 12-0 over Ashford United.
- 1896 — Named changed to Woolwich Arsenal.
- 1898 — First international for the club - C. L. Jenkins for Wales.
- 1904 — Promoted to First Division after finishing Second in Division II.
- 1906 — Reached semi-final of the FA Cup for the first time.
- 1913 — Relegated to Division II. Club moved to Highbury.
- 1919 — Division I extended to twenty two clubs, and the club under their new name - Arsenal FC - were elected.
- 1920 — Leslie Knighton appointed manager. First international at Highbury - England v Wales.
- 1922 — First Royal visit to an Arsenal ground by HRH The Duke of York.
- 1925 — Herbert Chapman appointed secretary manager.
- 1926 — Runners up in Division I. Jimmy Brain broke individual club scoring record with 34 league goals.
- 1927 — First FA Cup final against Cardiff - lost 0-1.
- 1930 — Won the FA Cup for the first time. Beat Huddersfield 2-0.
- 1931 — Champions. Football League for the first time.
- 1932 — Runners up in the FA Cup and Division I. Ground named Arsenal stadium.
- 1933 — Football League champions for the second time.
- 1934 — Herbert Chapman died in January 1934. George Allison appointed secretary manager. League champions for the third time. Seven Arsenal players, Moss, Male, Hapgood, Copping, Bowden, Drake and Bastin, in England team against Italy.
- 1935 — Champions again for the fourth time. Ted Drake scored seven goals in a league match against Aston Villa. Record attendances against Sunderland - 73,295.
- 1936 — Beat Sheffield United 1-0 to win the FA Cup for the second time.
- 1938 — Champions again for the fifth time.
- 1947 — Tom Whittaker appointed secretary manager. George Allison retired.
- 1948 — Football League champions for the sixth time. Went 17 games without defeat. Director of the club Sir Bracewell Smith elected London Mayor of London.
- 1950 — Won FA Cup for the third time by beating Liverpool 2-0.
- 1953 — Football League champions for the seventh time on goal average by .01 of a goal.
- 1956 — Tom Whittaker died. Bob Wall appointed secretary. Jack Crayston manager.
- 1958 — Jack Crayston resigned. George Swindin appointed manager.
- 1962 — Billy Wright appointed manager.
- 1966 — Bertie Mee appointed manager.
- 1967 — Sir Robert Bellinger, director, elected London Mayor of London.
- 1968 — First appearance in the Football League Cup at Wembley. Beaten 1-0 by Leeds.
- 1969 — Football League Cup final for the second time, beaten by Swindon 3-1.
- 1970 — Won European Fairs Cup.
- 1971 — Football League champions for the eighth time. FA Cup winners fourth time, beat Liverpool 2-1.
- 1972 — Eighth appearance in FA Cup final, lost to Leeds 1-0. Bob Wall appointed General Manager, Ken Friar secretary.
- 1973 — Runners up Football League, semi-finalist FA Cup.
- 1975 — Recorded 1,000 League win on March 18 by beating Newcastle.
- 1976 — Bertie Mee resigned as manager. Terry Neill appointed.
- 1978 — Ninth appearance in FA Cup final, lost to Ipswich 1-0.
- 1979 — Tenth appearance in FA Cup final, beat Man. Utd. 3-2. Brian Talbot signed for club record fee of £450,000 from Ipswich.

Highlights from Highbury



Jubilant Swindon players from the left, Roy Carter, scorer Billy Tucker and Andy Rowland (No. 9) cheer the Town's equaliser at Highbury.

Spotlight on some of the Arsenal Stars

by Colin Benson

There is no doubt that PAT JENNINGS, Arsenal's Northern Ireland International Goalkeeper is one of the best in the world. Described by former Arsenal goalkeeper and T.V. presenter Bob Wilson as a "physical freak", because he has literally got "shovels for hands", Pat's handling of the ball is impeccable and dealing with high crosses he is capable of pulling down balls with one hand.

For instance most keepers make errors of misjudgement at some time and most are happy when beaten by the flight of the ball to pat it down and hopefully smother it at the second attempt. But Jennings can get away with such basic errors, throw one arm back and pluck the ball out of the air in one of his massive hands.

The other part of his game that makes him so extraordinary is his deceptive speed. Pat, despite being one of the senior members of the Highbury staff, is still one of the fastest men on their books. This point was ably demonstrated in last week's game at Highbury when the big number one rushed out of his penalty area to thwart a Swindon breakaway. The Irishman's long clearance not only spiked the Town attack but he put Frank Stapleton clear through for what could have been the killer goal. Thankfully the Arsenal centre forward lobbed his shot on to the roof of the net.

Probably the best testimony one can give Pat Jennings, a modest man who maintains his composure on the field is that, as the years roll on, the stories about his exploits will get greater.

Full Back, SAMMY NELSON, is much more to the Highbury set up than a left back of the highest quality. The Irishman is also the Club comedian - a comic of the highest order. Sammy is a real character, a prolific joke teller and micky taker, who really only shows his true colours when a match draws close. He was understudy to Bob McNab in that Arsenal double team of 1970/71, having joined the London club from his native Belfast as a winger but before making his first team debut, Sammy was converted into his present successful role as a left back. It is because of his original flair for attacking that you will see the Gunners utilise him on the overlap so often, and indeed there is no question now that he is one of the best attacking left backs in the League.

Sammy is always prepared to go forward and take people on and at the end of his runs he is a very accurate crosser of the ball.

Capped by Northern Ireland before he even broke into the Arsenal team, for which he has now made 228 League appearances, the highlight of his career came last May when he traipsed off the hallowed turf of Wembley clutching his Cup Final Winners Medal. This only twelve months after he had been the most upset member of Arsenal's defeated side, when Ipswich denied him of his first major medal. Now, Sammy is going all out to help Arsenal through to-night's hurdle and hopefully a place in the semi-finals and who knows yet another trip to Wembley.

LIAM BRADY described as the best left sided mid field player in Europe is all set to pack his bags and further his football education on the fields of Europe. But in the meantime this artistic genius is hoping to conduct the Arsenal to victory over Swindon Town.

An unpredictable footballer with the ability to wrong foot opponents with repeated ease with a feint of the body or that magic wand of a left foot. A match winner and will on course to becoming a great player - in world class terms - Liam Brady was introduced into the Arsenal first team at the age of eighteen.

Many think that the young Irishman from Dublin, was perhaps given too much responsibility in a very young Arsenal side that probably needed one or two more experienced players. The experience of course has now been drafted in with the arrival of mid field players Brian Talbot and the remarkable John Hollins, which of course has lifted some of the burden from Liam's young shoulders.

In the past two seasons Liam has emerged as a player possessing fantastic ability. His overall authority, tight control and accurate passing is also backed by a venomous shot which, if anything he probably does not use as often as he might. This is a pity because he has an uncanny knack of knowing when to use power behind his shot and when to bend it with that mercurial left peg.

Whatever the outcome of to-night's replay, most fans should go home happy in the knowledge

that they have seen one of the great masters of the golden touch perform on their ground.

ALAN SUNDERLAND, one of the few Englishmen in Terry Neil's line up is a small agile striker, the perfect foil for his partner up front, Frank Stapleton.

The Gunner's leading scorer this season (not including last Saturday's goals) with twelve conversions - seven in the League, three in the Football League Cup and two in the European Cup Winners Cup - his quick bursts are a problem for even the most accomplished defenders.

You will notice how well he shows himself to his

mid field colleagues and his brilliant control of the ball, whether it is played up to him chest high or to feet. An ideal target man with the ability to lay on goals as well as take them, sometimes quite spectacularly.

Alan notched his fiftieth goal in the Football League, when he scored in Arsenal's 3-0 win over Brighton on November 3rd, an important milestone in a career that started at Wolverhampton Wanderers.

An England Under 23 International, he is still very much a part of Ron Greenwoods overall plans and scored for the England B side that defeated New Zealand 4-1 last October.

Liam Brady



flashback

flashback

SWINDON v ARSENAL

Just over fifty years ago, in February 1929, it was the Fifth Round of The F.A. Cup that brought together Swindon and Arsenal. The Londoners, managed by former Town player Herbert Chapman, arrived at this stage having beaten Stoke City 2-1 and then non-League Mansfield Town 2-0. Swindon's progress had included a fine 2-0 win over Newcastle United - Hughie Gallagher and all - followed by a replay win after a 3-3 result at First Division Burnley. Town centre-forward Harry Morris, with 24 goals to his credit - including five in the Cup so far - was carrying a badly swollen thigh and was the only injury doubt in an otherwise full-strength side. Morris recovered to take up his position when the teams kicked off here at the County Ground on Saturday February 16, but his performance was to suggest that perhaps he was not fully fit after all. His duel with Arsenal centre-half Herbie Roberts was overshadowed by other intriguing personal battles that afternoon. The speedy Joe Hulme got little change out of the Town's Archie Archer, Dan Bew kept the Arsenal leader Brain under strict control whilst David Jack, the first-ever £10,000 footballer, was rarely in the picture either. On several occasions the

Arsenal defence came near to breaking point when under severe pressure, but the Town just could not get the ball past keeper Dan Lewis - and when they did just two minutes before the final whistle Tom Parker was there to clear off the goal line. The vital goal would not come and the 16,692 crowd had to be content with a 0-0 scoreline and a Highbury replay on the following Wednesday.

Arsenal's Maycock was the only change made to the two sides, replacing the injured Jones on the left-wing. The home side got off to just the start they wanted with a goal after barely two minutes. Hulme escaped the attentions of the Town defence to put in a perfect cross which was not cleared. The ball bobbed about and ran loose to Brain who drove it past Teddy Nash into the corner of the net. Arsenal's lead was almost increased when Peel scraped the top of the crossbar but Swindon fought back with a flurry of corners - alas all proved fruitless. Hence most of the 49,382 assembly went away happy with the single goal victory and a Sixth Round trip to Aston Villa.

ARSENAL FOOTBALL CLUB OFFICIAL PROGRAMME

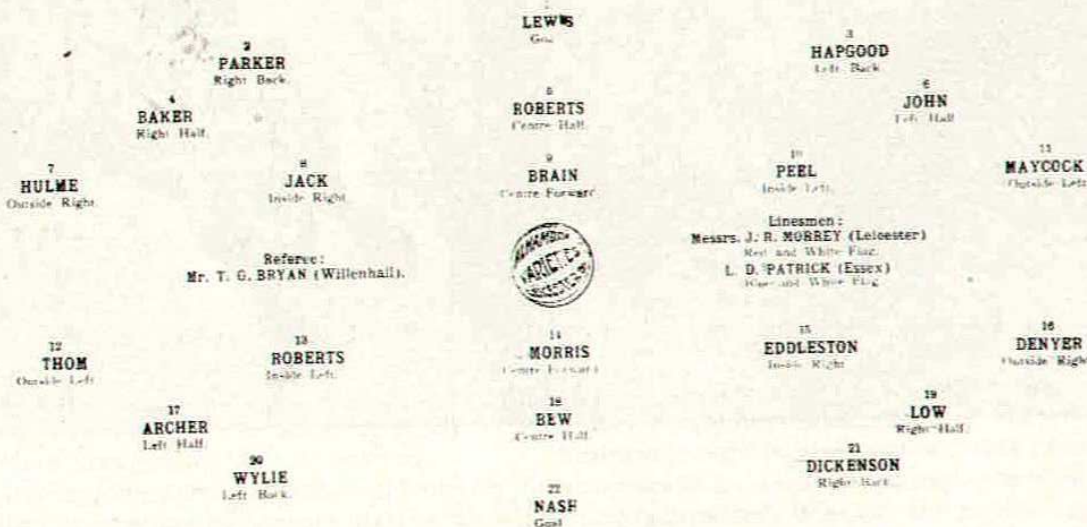
TEAMS FOR TO-DAY

F.A. Cup, 5th Round, Replayed Tie.

Wednesday, February 20th, 1929.

KED JERSEYS, WHITE KNICKERS.

ARSENAL



BLUE JERSEYS, WHITE KNICKERS.

SWINDON TOWN

HOW THE TEAMS LOOKED FIFTY YEARS AGO although numbers are shown they were not actually worn - this was not enforced until ten years later.

THE SECRETARY'S PAGE

In the match programme for our game versus Grimsby Town, I expressed doubts about the players so called 'Freedom of Contract', in that the ultimate consequences of this charter would have an adverse effect upon the game as a whole and it now appears that my opinions are proving correct.

The Team Managers are being flooded with lists of players whose registrations are available for transfer and despite denials by the Professional Football Association, it is certain that at the end of this season many members of that Association are going to be sacrificed for the benefit of the star players. At this time next season there will be far less players in the game than there are to-day, thus the availability of players for transfer is becoming more acute. This is the reason why we have the upward spiral of transfer fees and unless a ceiling is set on these fees they will continue to rise. We must bring some sanity into this game for the good of the players, clubs and spectators alike.

We have received a number of suggestions from the "experts" on how to fairly allocate tickets for the big matches and if anyone has an absolute fool proof system they will be welcomed with open arms by every secretary in the football league. It has been suggested to me that we should put vouchers into the programme, but only one in two and a half persons purchases a programme and if a family of four or five persons attends our matches, they would be required to purchase 4/5 programmes and this system, therefore, is most unfair to the family supporter. It has been suggested that match tickets for the Arsenal game should have been sold on entry to the Bury Game last Saturday, but the consequences of this system would have been that 1,500 persons going into the stand would still be without a Cup Tie ticket, this being the number of tickets claimed by Arsenal as their fair allocation.

We have issued vouchers at certain games in the past, but on these occasions, we are led to believe that such days are those when many of our "regular" supporters could not attend for various reasons.

No there is only one fool proof way of being recognised as a regular supporter and that is to be in possession of a season ticket and if we are successful in this evenings match, I would implore you to purchase such a ticket which we are now selling at half the seasonal price to ensure that you get a ticket for the semi-final match.

For those of you who are still looking for those final Christmas presents, I would recommend that you visit our souvenir and sports shops. We

have a multitude of suitable gifts on sale there including Solid Silver Pendants priced £8.50, Paper Mate Pens priced £1.20 and hundreds of other items, but the bargain of them all is our Swindon Town Calendar featuring a 23" x 10" team photograph for the price of Fifty pence. A full list of souvenir items is given on an alternative page.



Mrs. Jenny Wood is leaving our staff to become a 'Mum' after serving four years as Reception/ Shorthand Typist/Wages Clerk. We wish her the best of good luck. Mrs. Pam Turner is to replace Jenny and we wish her good luck also - she will need it!

Finally as this is our last home game before Christmas, I would like to wish you all a 'Very Happy Christmas' and the wish that you will see a higher grade of football here at the County Ground next year.

**PURCHASE YOUR CHRISTMAS PRESENTS
FROM THE
SWINDON TOWN SOUVENIR SHOP**

SWINDON TOWN CALENDAR		50p
PENS:	RED & WHITE TELESTAR	25p
	TEAK	64p
	CONSUL	20p
	AMBASSADOR	40p
	SENIOR	45p
	DIPLOMAT	20p
	STYLO	10p
	PAPERMATE	£1.20p
PENCILS:		0.6p
KEY FOBS:	LEATHER	16p.
	LEATHER WITH MEDALLION	48p
	WITH TAPE MEASURE	90p
	ATTACHMENTS (BOTTLE OPENER or NAIL CLIPPERS) add to the cost of the fob.	32p
	STAINLESS STEEL	60p
	WITH BADGE & ST. CHRISTOPHER	58p
ADDRESS BOOKS		37p
ROSETTES		25p
SCARVES:	BAR	£1.50p
	UNIVERSITY	£1.76p
	SATIN	£1.10p
	NAMED	£1.60p
BOB HATS		£1.06p
PANELLED CAPS		£1.06p
PENNANTS		48p
MUGS		£1.00p
TANKARDS		£1.40p
TIES:	DAVE MACKAY	£2.25p
	TUDOR	£2.50p
CAR STICKERS:	SMALL	22p
	MEDIUM	£1.01p
	LARGE	48p
	ROSETTE	53p
LAPEL BADGES		50p
SPLASH PATCHES		48p
COMB & CASE		37p
WATCH STRAP		42p
AUTOGRAPH BOOKS		42p
FOOTBALL FIGURES		£2.40p
WAVING HANDS		64p
NECKLET WITH BADGE & ST. CHRISTOPHER		58p
CAR DEFROSTER		37p
PHOTOGRAPHS	PLAYERS	32p
	TEAM	64p
SEASON TICKET HOLDERS		42p
DART CASES		50p
BOOK MARKERS		32p
COASTERS		32p
BELTS		£1.00p
NOTE BOOKS		40p
DIARIES		45p
SATIN BANNERS		£1.10p
POTTERY ASHRAYS		75p./95p
RINGS		50p
I.D. BRACELETS		75p
WALL PLAQUES		£1.00p
SOLID SILVER PENDANT		£8.50p
CAR BADGE		£2.50p
BEANY HATS		99p
Swindon Town 'Robin' Jumpers		£9.50p

League Cup, Five-Year Form Guide

SWINDON

- 1 - TOWN 2 (Stroud, Trollope pen.) 75-76
 Millwall 1
 Millwall 0 TOWN 1 (Moss, pen.)
- 2 - TOWN 2 (Eastoe, Trollope)
 Wolves 2
 Wolves 3
 TOWN 2 (Moss, Eastoe)
- 1 - TOWN 3 (Stroud, Goddard, Syrett) 76-77
 Northampton 2
 Northampton 2 TOWN 0
- 1 - Swansea 1 77-78
 TOWN 3 (Anderson, Trollope, Guthrie)
 TOWN 2 (Moss, Anderson)
 Swansea 1
- 2 - TOWN 5 (Guthrie, Anderson 2, Moss, Cardiff 1, McHale)
- 3 - Portsmouth 1 TOWN 1 (Moss)
 TOWN 4 (Kamara, Anderson, Moss, Portsmouth 3, McHale pen.)
- 4 - Wrexham 2 TOWN 0
- 1 - Portsmouth 0 TOWN 0 78-79
 TOWN 4 (Aizlewood, Williams, Miller, Guthrie)
 Portsmouth 2
- 2 - West Ham 1 TOWN 2 (Miller, Guthrie)
- 3 - Peterborough 1
 TOWN 1 (Aizlewood)
 TOWN 0 Peterborough 2
- 1 - Portsmouth 1 TOWN 1 (Rowland) 79-80
 TOWN 2 (Mellor o.g., Carter)
 Portsmouth 0
- 2 - TOWN 1 (Mayes) Chester 0
 Chester 1 TOWN 1 (Mayes)
- 3 - Stoke C 2 TOWN 2 (Mayes, Rowland)
 TOWN 2 (McHale, Mayes) Stoke C 1
- 4 - Wimbledon 1 TOWN 2 (Rowland, Bates)

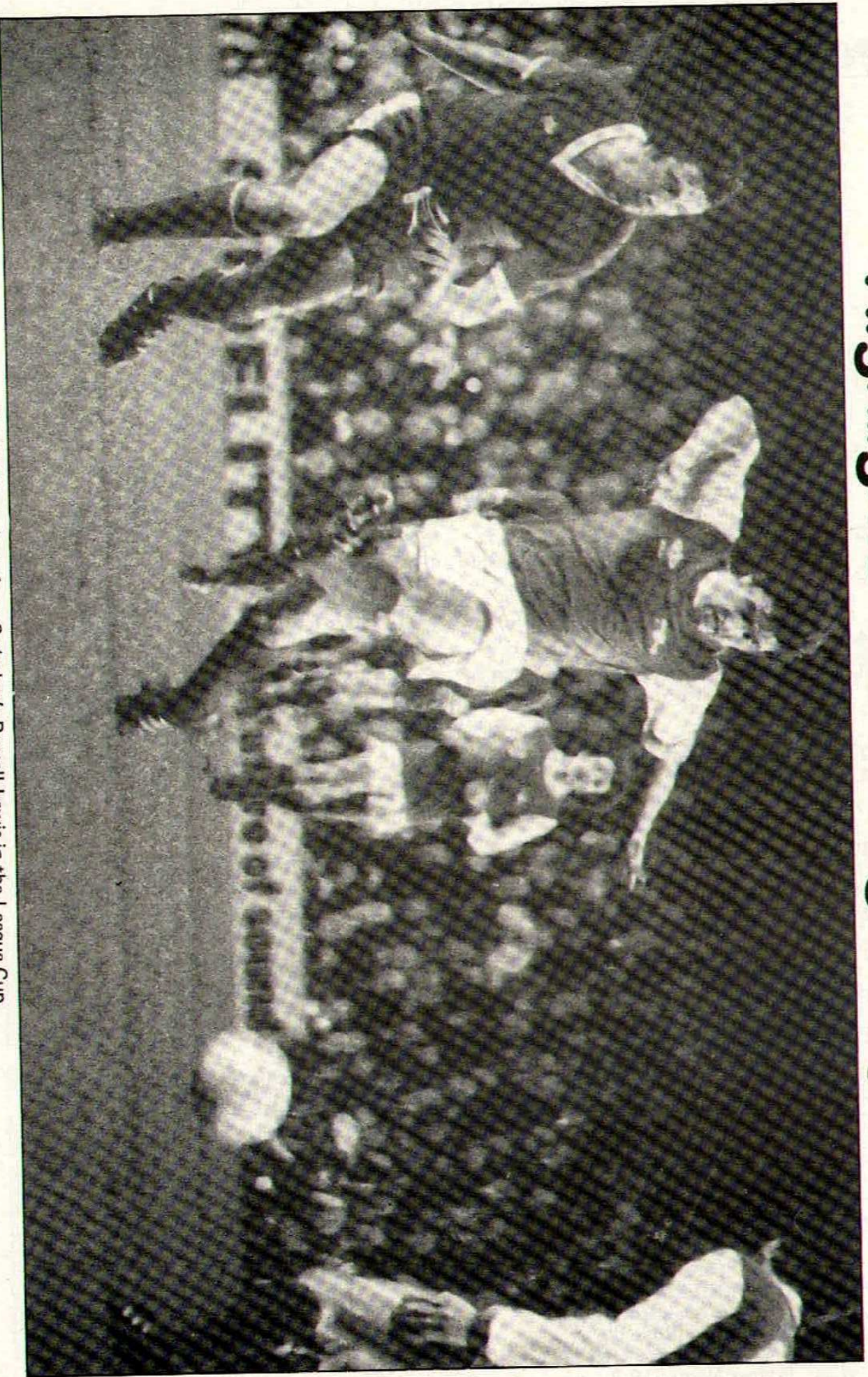
ARSENAL

- 2 - Everton 2
 Arsenal 2 (Cropley, Stapleton)
 Arsenal 0 Everton 1
- 2 - Arsenal 3 (MacDonald, Ross 2) Carlisle 2
- 3 - Blackpool 1 Arsenal 1 (Armstrong)
 Arsenal 0 Blackpool 0 a.e.t.
 Arsenal 2 (Stapleton, O'Leary) Blackpool 0
- 4 - Arsenal 2 (Ross, Stapleton) Chelsea 1
- 5 - Q.P.R. 2 Arsenal 1 (Stapleton)
- 2 - Arsenal 3 (MacDonald 2, Brady) Man. Utd. 2
- 3 - Arsenal 2 (Brady pen., Stapleton)
 Southampton 0
- 4 - Arsenal 5 (Brady, Stapleton, MacDonald, Hull 1, Matthews 2)
- 5 - Manchester C 0 Arsenal 0
 Arsenal 1 (Brady) Manchester C 0
- SF - Liverpool 2 Arsenal 1 (MacDonald)
 Arsenal 0 Liverpool 0
- 2 - Rotherham 3 Arsenal 1 (Stapleton)
- 2 - Leeds U 1 Arsenal 1 (Stapleton)
 Arsenal 7 (Sunderland 3, Nelson, Brady 2 pens. Stapleton)
 Leeds U 0
- 3 - Arsenal 2 (Stapleton, Brady)
 Southampton 1
- 4 - Brighton 0 Arsenal 0
 Arsenal 4 (Stapleton 2, Caessen 2)
 Brighton 0

LEAGUE CUP – TOP MARKSMEN Season by Season

- | | | | |
|---------|--|---------|---|
| 1960-61 | Gerry Hitchens (A Villa) 11 | 1970-71 | Martin Chivers (Tottenham) 7 |
| 1961-62 | Ray Charnley (Blackpool) 6 | 1971-72 | Martin Chivers (Tottenham) 7 |
| 1962-63 | Ken Leek (Birmingham) 8 | 1972-73 | Martin Peters (Tottenham) 5
Kevin Keegan (Liverpool) 5 |
| 1963-64 | John Ritchie (Stoke) 10 | 1973-74 | Francis Lee (Manchester C) 8 |
| 1964-65 | Tony Hateley (A Villa) 10 | 1974-75 | Lou Macari (Manchester U) 7 |
| 1965-66 | Tony Brown (West Brom A) 11
Geoff Hurst (West Ham) 11 | 1975-76 | Dennis Tueart (Manchester C) 8 |
| 1966-67 | Rodney Marsh (Q.P.R.) 11 | 1976-77 | Brian Little (A Villa) 10 |
| 1967-68 | Jim Fryatt (Torquay) 6
John O'Hare (Derby) 6 | 1977-78 | Kenny Dalglish (Liverpool) 6 |
| 1968-69 | DON ROGERS (SWINDON) 7 | 1978-79 | Luther Blissett (Watford) 7 |
| 1969-70 | Jeff Astle (West Brom A) 5
John Byrom (Bolton) 5
Francis Lee (Manchester C) 5
Rodney Marsh (Q.P.R.) 5 | | |

Highlights from Highbury



Brian Talbot clears from Swindon's Russell Lewis in the League Cup draw at Highbury.

LEAGUE CUP SCENE by Tony Pullein

Top Scorer at County Ground Tonight

Arsenal's Frank Stapleton has the chance to take an outright lead in the League Cup scorers' list if he can find the target tonight. At the moment he is one of five players who have netted five goals in this season's competition — but he is one of only two with the opportunity to add to his score.

The other is West Ham's David Cross who travels to Nottingham Forest for this week's fifth round replay. But if Peter Shilton is in the sort of form he displayed in the goalless draw at Upton Park last week, then Cross's task will be pretty difficult.

Keith Bowker (Exeter) and Pat Earles (Reading) have no further interest in the competition, their clubs having been eliminated. Tony Woodcock, who scored five for the holders Nottingham Forest, has now moved into West German football with Cologne.

Forest, in fact, seem now to have a very good chance of taking one further step towards what would be the first-ever League Cup hat-trick. Having won the trophy in 1978 and 1979, Forest have already made League Cup history. With their home replay with Second Division West Ham the only obstacle in their march towards the semi-finals, Forest should make it at least to the next stage.

Forest have already achieved another League Cup record likely to stand for a very long while. Since losing at home to Coventry in September 1976, Forest have remained unbeaten in 22 League Cup games — something no other club can match.

As a matter of interest the F.A. Cup record is 24 unbeaten games, held by Blackburn Rovers since 1886.

As things stand at the moment, there is the possibility that two Third Division sides could appear in the semi-finals for Grimsby are still not without hopes of beating Wolves, even though they must travel to Molineux for the replay.

Grimsby, who have equalled their club record by appearing in the fifth round, have had a wonderful run this season. They ousted Scunthorpe 2-0 on aggregate in the first round and then scored an impressive 5-1 win over two legs against Huddersfield Town, a 3-1 home success over Notts County, one of the Second Division pacemakers, was followed by a splendid 2-1 home win over Everton.

Last week The Mariners held Wolves to a 0-0 draw before a crowd of 23,115 at Blundell Park.

Liverpool were the only side to get through to the semi-final at the first attempt and now they

look to be in the mood to end their dismal record in this competition. The Reds scored a comfortable 3-1 win at Norwich and, apart from making tough work of their second round tie against local rivals Tranmere Rovers, Liverpool haven't really been troubled at any time.

Last season Liverpool were beaten 0-1 at Sheffield United at the first stage and that, really, was typical of their record throughout the history of this competition. They did to get to the final in 1978, when they lost to Forest, but apart from that they have always given the impression that the League Cup has held little interest for them.

Following their early exit from the European Cup, though, Liverpool have gone into every match determined to win and they certainly seem the obvious danger to Forest in their treble attempt.

Arsenal, incidentally, are the only club to have appeared in more than one final without winning the trophy. They were beaten by Leeds in 1968 and by us a year later. Every other club has managed at least one win after two appearances in the final.

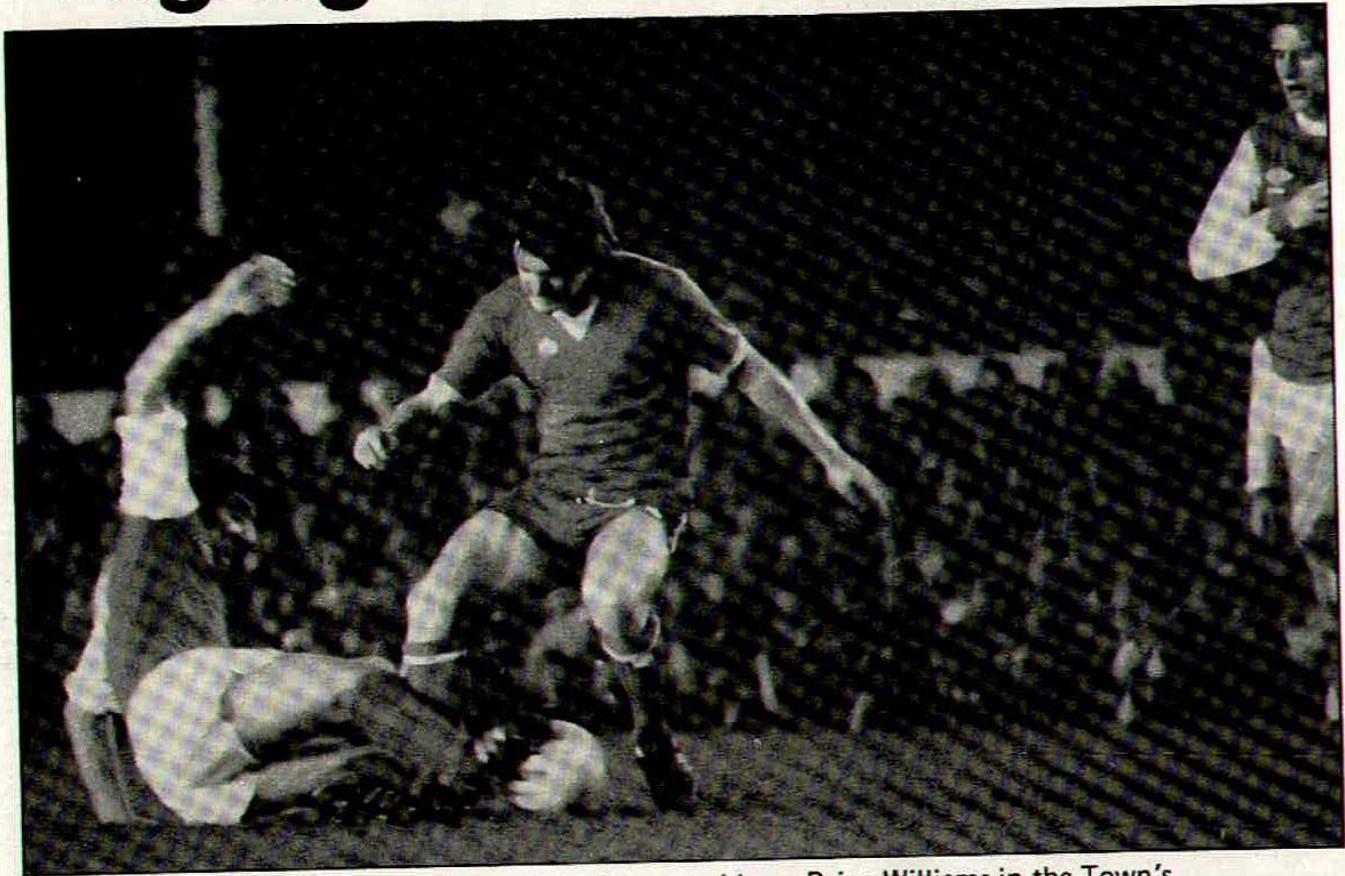
They say that luck is one of the most important aspects to any club in Cup football. And, if that is the case, then Wolves could surprise us all. They appeared to be out in the last round when they were a goal down and their tie at Q.P.R. was well into injury time. But Wolves snatched a later equaliser and went on to win the replay 1-0.

Last week Wolves came under a tremendous barrage from the Grimsby attack and they needed all the luck imaginable to hold things at 0-0.

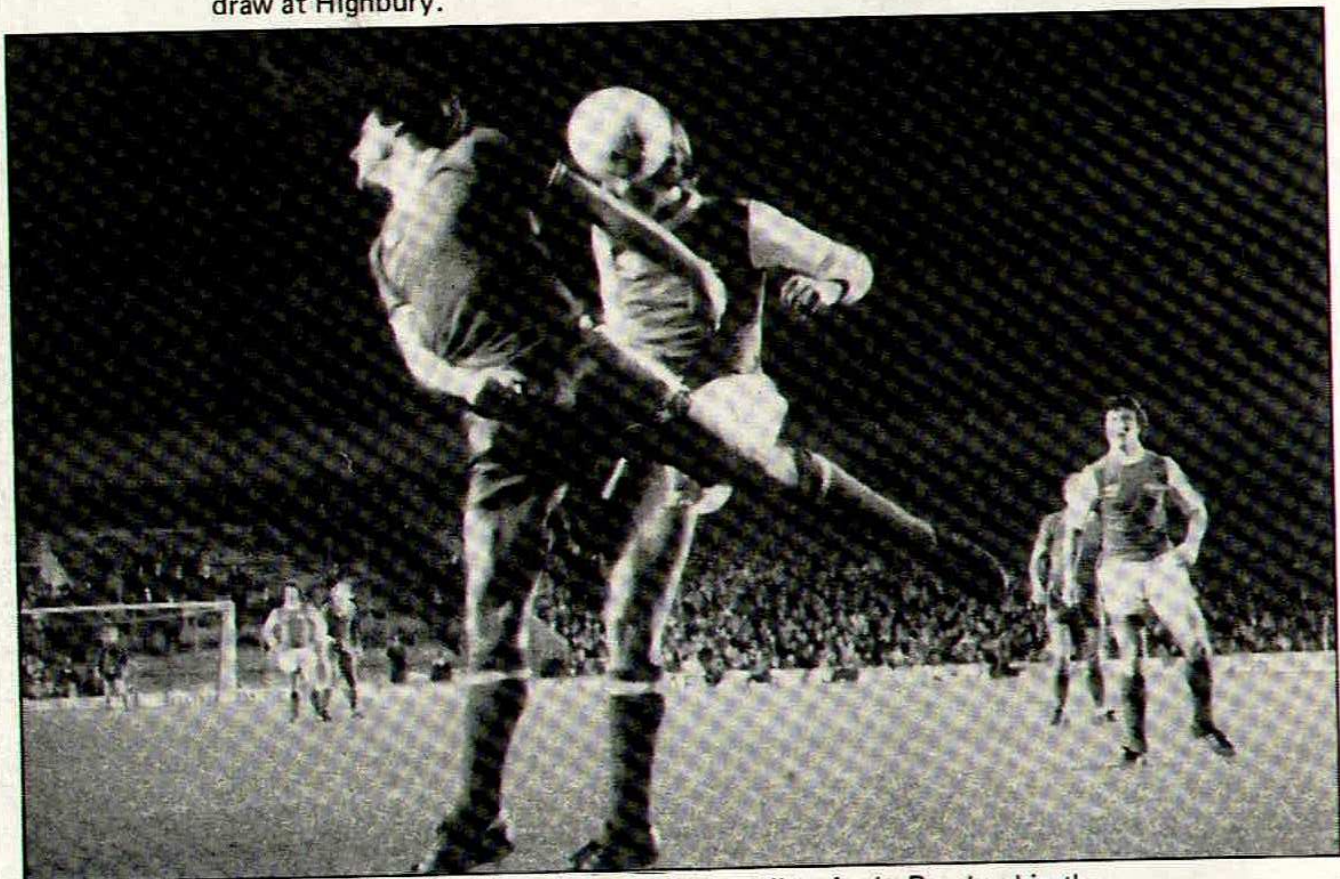
If Grimsby do pull off a surprise in their replay, and we can succeed tonight, then it is very possible that the League Cup could once again be won by a team from outside the First Division. It has happened quite often in the past, chiefly because some of the major clubs did not take the competition seriously in its early days. Two finals, in fact, were fought by non-First Division sides. In 1962 Second Division Norwich defeated Rochdale (Division Four) while in 1975 Aston Villa defeated Norwich when both clubs were in the Second Division. We were one of two Third Division clubs to win the League Cup, following Queen's Park Rangers' success over West Bromwich Albion in 1967.

The last four finals have all been fought by First Division clubs and, since we went to Wembley in 1969, only one other Third Division club has been in the final and Aston Villa (in 1971) were beaten.

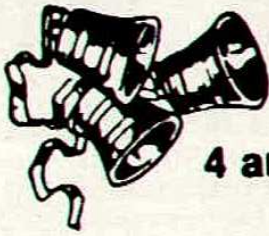
Highlights from Highbury



Arsenal's Brian Talbot slides into a tackle on Brian Williams in the Town's draw at Highbury.



Sammy Nelson heads away from Town striker Andy Rowland in the Arsenal penalty area at Highbury last Tuesday.



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From the Commercial Office

Good evening Ladies and Gentlemen.

What a performance at Highbury last Tuesday not only by the team on the field but a great team off of the field. By that I mean you the supporters who travelled to Highbury and with your fantastic support helped to fill another page of Swindon Towns Cup History. Also your behaviour was of the highest order and everyone of you deserve a very big vote of thanks from all at the County Ground.

The team I know appreciated it and now I am appealing to all of you for a little more help. We in the Commercial Office are always looking for people to help us sell our competition tickets each week.

Our Lottery and Bingo Competitions are going quite well but if we are to progress into the Second Division then a little extra income to the Club will help a good deal. A commission on all

sales is paid plus a bonus at 10% on all winning tickets sold to the value of £5 or above: Interested? Then fill in the form and return to the Commercial Office, Swindon Town F.C., County Ground, Swindon, Wilts, or ring Swindon 42984 or 31510.

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Continued from page 5

When one considers that every transfer deal is for a player that started at his own local level, then it becomes very clear that the club who develops their youngsters on the right lines will be the winners in the long run. We have always been interested in developing our own players, but our present system with John Trollope in command, is really set up on a professional basis.

Every player that reaches a high standard in any game has to receive coaching and although one sometimes hears remarks that some players lose

their natural ability when coached into a stereotyped pattern, I am sure that if this is so then it is a very rare case. I would like to pay a tribute to our coaching staff under the direction of Bob Smith, which is to Wilf Tranter, Bryan Hamilton and John Trollope.

Heres hoping that you all enjoy tonights game and thanking you for your support, I ask that some of you here tonight that only visit us occasionally, please make it a regular habit and help us bring a better standard of football to Swindon.

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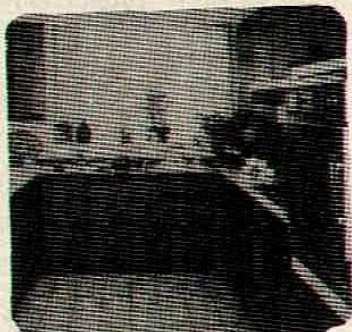
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John Ward talks to Bryan Hamilton

A number of things had changed since I last talked to Bryan Hamilton about a year ago. Then we had been in the windowless office which he shared with Danny Williams under the main stand at the County Ground; and when Bryan had to deal with the telephone I was entertained by his dreamy four year old daughter Danielle who drew me pictures of their house and garden. This time we were in the Hamiltons' spacious modern house on the rural fringe of Shrivenham with grass fields stretching beyond the bottom of the garden. Gareth, Danielle's boisterous younger brother, wearing one of Bryan's international caps, demanded attention and Mac the brown, wire-haired sausage dog begged for biscuits.

A year ago Bryan was concentrating on holding down a first team place coaching as and when it could be fitted in. Now his official position is reserve team manager although he still makes occasional appearances as substitute with the first team. Remembering how he had expressed a passion for playing I asked whether he had hesitated before committing himself to this change of emphasis. "The choice wasn't easy," Bryan admitted. "The Manager was very good: he made me the offer and then gave me plenty of time to think it over. On the one hand I wanted to go on playing; if you are honest there is only really one place to play and that's in the first team. But if I took this new job I still had a chance of making the first team and I would be selecting the reserves so I could pick myself each week! I really like the club, my wife Colette and I have become very attached to the area and I want to stay in the game. This seemed to offer the best opportunity".

"Being Reserve Team Manager means that I am responsible for picking the team, for the tactics, for the training, for the travel arrangements, for everything. It gives you a good insight into management and so far we haven't missed the bus! I work very closely with John Trollope. We decide when the young players are ready for the Combination team. We don't want to put them in too early as may have happened in the past. Ideally we want a reserve team of nineteen and twenty year olds with a sprinkling of experienced players. It's a challenge to motivate a reserve side. The crowds are small; there are players who have been left out of the first team and are unhappy about that and you have players who are out of form. I've been lucky so far: Paul Gilchrist and Chic Bates have been superb. They've been with me a lot this season and they've played really well."

I asked Bryan what effort he thought his new job would have on his international career. "It has meant a gradual run down," he replied. "When Bob Smith asked me to take on the reserve team I had just come back from playing a World Cup qualifier against Denmark. I realised that if I took the job I would not get the fifty caps which I had set my heart on. I would probably still be in the squad but I couldn't expect to be picked. Northern Ireland is in a state of change now that Danny Blanchflower has gone. He knew exactly what he wanted. I had been in the squad for eleven years. Lately it had been my job to help with the younger players but I don't expect to be involved in the new set up: there's likely to be a clean break."

I remarked on the number of reports I had read in the press tipping him to become Blanchflower's successor. Bryan dismissed this as unlikely. "I don't think the Irish F.A. has made up its mind yet but I really don't expect to be offered the post. If I were though I would probably take it assuming it was part-time and we didn't have to move. It would be good for the club in that I think Swindon would benefit from the experience of having an international team manager in its ranks. It would mean more work but I could cope."

This I could well believe: there can be few people so unobtrusively well organised as Bryan Hamilton. While he was at Everton he found time to go to college to obtain two diplomas in personnel and sports and recreation management. He is now taking a correspondence course in sales and marketing. These have been designed to help if he stays in the game "but they'll be useful if I ever get the sack!" he joked.

The Hamiltons are already well established in Shrivenham: Bryan exchanged waves with all the neighbours who were around when we drove up, Danielle has taken to the local school and Colette has started a small business with a friend selling Portmeirion pottery. When it was time for me to go, leaving Bryan free to give his individual attention to the family whom he sees all too little, he asked three year old Gareth what he thought of Swindon Town. Gareth blew a well practised raspberry and everyone dissolved in laughter. On a more serious plane at this transitional stage in his career in football Bryan Hamilton is clearly active, thriving and happy at Swindon.



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Commenced refereeing in 1959 and via local leagues, Midland Combination and West Midlands League reached the Football League in 1973. In 1973, refereed the West Midlands Cup (1972) and Birmingham Senior Cup (1973) Finals and F.A. Cup (1974). Also refereed the Scotland v. Ireland International in 1976, and Wales v. Ireland in 1978.

Married, and with one son, he is a Senior Foreman in Government Workshops and is interested in training and local football competitions.

Linesmen: Red Flag: Mr. B.A. Champion, Avonmouth
Yellow Flag: Mr. A.J. Phillips, Newport

TUESDAY DECEMBER 11

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