

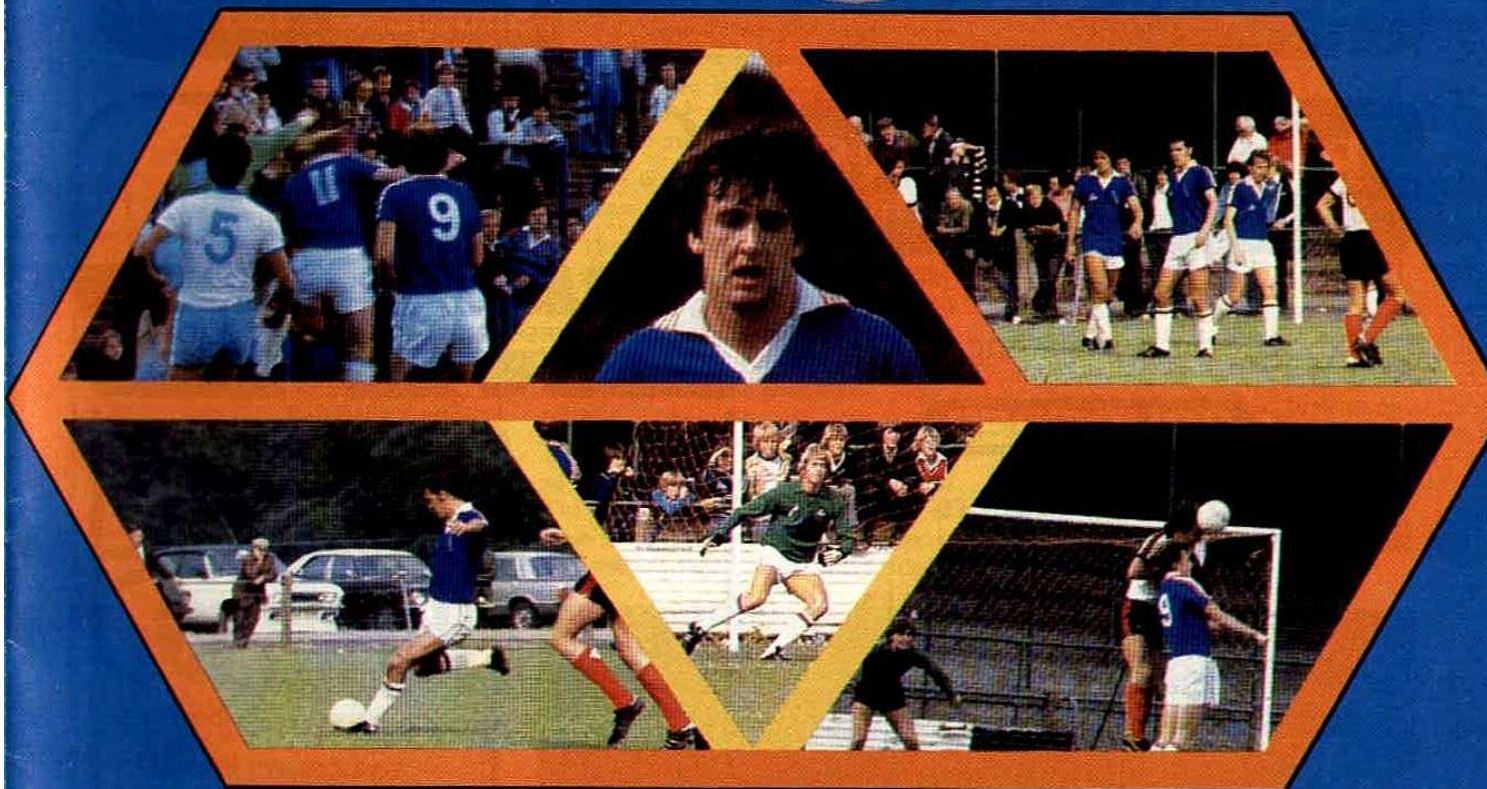
official matchday magazine 30p

SOUTHEND football club **UNITED**



LEAGUE DIVISION

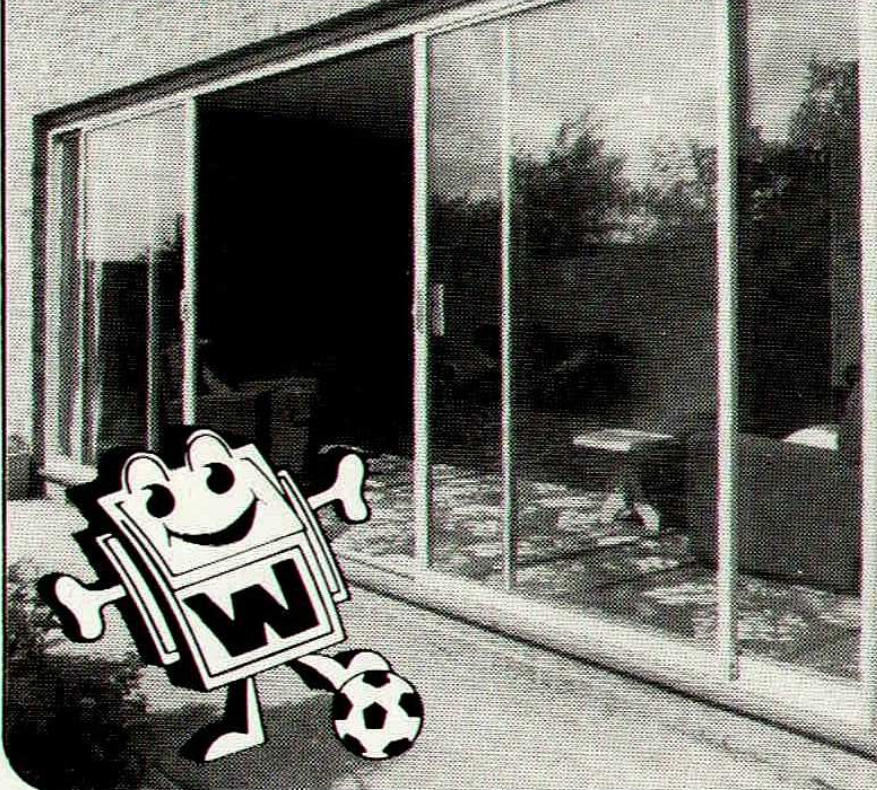
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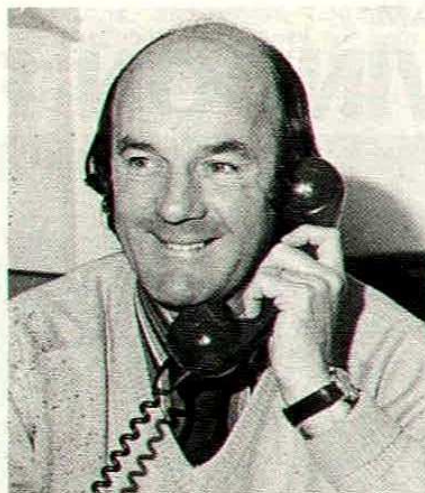
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Dave Smiths' Column



Speaking personally for a moment, after the game on Monday I was in a thunderous mood. (By the way, I am writing these notes at 9 a.m. on Tuesday morning.) I know I said certain things to the press that could have been misconstrued and being unable at the moment to read our local press, I would like to explain what I did mean.

This is my own personal plea to the fans....

The players are giving their all to you, and so they should! But they need encouragement (we all need some encouragement throughout life). A roar of appreciation – a bit of charity, will go a long way.

Even when leading 2 - 0 on Monday night there was still this air of apathy. I would like to think that I've always been honest with you, so from the heart, we need your cheers, not only tonight, but every night.

If you genuinely want us to stay in the Third Division then we need your help. We cannot do it on our own. So come on, give us a lift.

Tonight we have Swindon Town as opponents.

One must stand back and admire Bobby Smith's team this season. I felt genuinely sorry for the club in their endeavour for a Wembley spot. Whilst at Mansfield we just fell short of a semi-final spot in the Football League Cup, a quarter final spot in the F.A.Cup also went a begging. So I partly understood the feelings of disappointment – still a mammoth effort by Swindon who look well on course for a promotion spot.

We have a lot of respect for them and I do believe the feeling is mutual. I would like to think that we have a fine game in store for us tonight.

All I will say after Monday night is that we were all 'pig sick' to say the least. 2-0 up with six minutes to go, to be followed by the opponents equalising with two goals in a minute. To think that was their first real efforts at goal as well.

I don't blame John Keeley in this respect. We knew he had little to do, but this is the worst type of game for a goalkeeper to experience. But more experience for a young fella who with a few more games under his belt, will, I feel sure, improve his standing.

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MAN IN THE MIDDLE

Ray Lewis
(Great Bookham, Surrey)

Commenced refereeing in the Kingston and District League in 1962 and progressed through the Isthmian League to the Football League list. Was Senior Linesman at a U.F.F.A.Cup Quarter Final Tie – Levski Spartak (Bulgaria) v Barcelona (Spain), and F.A. Cup Semi-Final 1977. A married man, with one daughter, he is an Area Catering Executive who likes reading and playing bowls.

WELCOME TO

TODAY'S VISITING TEAM

SWINDON FC.



BACK ROW: (Left to Right): *Brian Williams, Kenny Stroud, Russell Lewis, John Templeman, Jimmy Allan, Kevin Roberts, Chris Ogden (now with Rotherham United), 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 Hayes, Andy Rowland.*

After their great displays in both competitions this season Swindon Town are currently trying to make up the leeway on the Third Division front runners and if they can win most of their games in hand they could well find themselves back in Division Two next season.

Certainly the quality of their football this season has been worthy of promotion and even when going out to Spurs 2-1 in the F.A.Cup in a White Hart Lane replay and to Wolves 4-3 on aggregate in the F.L.Cup semi-final they played in a way that did the Third Division great credit and made it difficult to spot at a glance which was the First Division team.

Often in our many Third Division (South) encounters with them they were amongst our most attractive visitors and it was perhaps surprising that it was not until 1963 that they first climbed to Division Two. Up to that time, they shared with us the distinction of being in the same league from 1920 onwards.

Though their first adventure in Division Two lasted only two seasons they were back again in 1969 when they not only topped Division Three but also earned a sensational F.L.Cup win against Arsenal at

Wembley.

A season later they were not far away from Division One finally ending up in fifth place, but then five years later they slipped back again to Division Three. Since then they have finished successively 4th, 19th, 11th, 10th and 5th. It was in fact defeats at Blackpool and Sheffield Wednesday in their last two games last season that prevented them from going up.

THIS SEASON

In between F.L.Cup wins over teams such as Stoke and Arsenal this season Swindon have gained some impressive away wins against Colchester and Blackburn whilst until their defeats by Exeter and Sheffield Wednesday in the past few weeks they have been amongst the most consistent home teams. We shall, however, take heart today from the fact that we ran them very close when going down 1-0 at their County Ground in October and we have happy memories of three successive wins here against them including last season's spectacular 5-3 success.

On the mark against us both last season and this, former Watford striker ALAN MAYES is currently top scorer in Division Three and we wish him a speedy recovery from the nasty facial injury he received

at Wolverhampton recently. His fellow striker ANDY ROWLANDS (ex-Bury) is also past the 20-goal mark while CHICK BATES, a one-time Shrewsbury man may be the man to deputise if Alan is still unfit today.

IAN MILLER, a useful winger-cum-midfielder, is another ex-Bury man who arrived last season via Nottm.Forest and Doncaster while penalty king RAY McHALE is a regular goalscorer, as he was with his previous clubs, Chesterfield and Halifax.

A third ex-Bury man, BRIAN WILLIAMS arrived last season from Bury while ROY CARTER, a versatile player, came two years ago from Hereford. In defence young Welshman RUSSELL LEWIS has settled in nicely on the opposite flank from long-serving KENNY STROUD with BILLY TUCKER (from Bury this season) in the centre and Scotsman JIMMY ALLEN in goal and reaching his peak in this season's fast and furious cup-ties.

Manager BOBBY SMITH is now in his second season after serving Bury as both player and manager and then having a short spell in charge at Port Vale.

CLUB NEWS DESK

CLUB SCENE

By Malcolm Gamlen

For the second Friday night in a row we have a match against a side who may be described as strong championship contenders or promotion candidates for the Second Division. Although Swindon Town have now been eliminated from this season's major Cup competitions, it still seems appropriate for us to congratulate our Third Division rivals upon having reached the 1979-80 Football League Cup Semi-Finals.

It was on Friday the 16 March, the eve of the 1979 Football League Cup Final that a dramatic match took place at Roots Hall when Southend United defeated Swindon Town by five goals to three.

It is to be anticipated that a former colleague of our recent new signing KEITH MERCER may be paraded against us tonight in the role of an exceptional striker that namely being this season's leading Third Division goal-scorer. ALAN MAYES celebrated his Swindon debut last season with a hat-trick at Rotherham following his transfer from the Watford Football Club. Although KEITH MERCER was not a Southend goal-scorer upon his debut at Millwall on Tuesday the 12th February last, our team achieved an excellent 2-1 victory at the Den. By coincidence on the Saturday prior to the 9th February, our former player DERRICK PARKER also made his debut for his new club against Millwall at the Den. He had obvious satisfaction by scoring on his debut although not finishing on the winning side since Barnsley had to be content with a 2-2 draw.

It is now known of course that the 1980 Football League Cup Final will take place between Nottingham Forest and Wolverhampton Wanderers on Saturday the 15th March at Wembley Stadium. Mid-day tomorrow the 1st March is the closing time for the receipt of written applications from our supporters for tickets. A limited number of tickets are available and applications which should include a stamped addressed envelope should be sent to the Secretary. N.B. Season ticket holders will receive priority with the allocation of these tickets.

Once again we have a home Third Division match on the Football League Cup Final eve, this time

with Bury, kick-off at 7.30 p.m. when we shall again hope for your support.

Prior to this evening's match at approximately 7.10 p.m. it is anticipated that there will be an appearance by the Kenning Motor Group Ltd. Hot Air Balloon - weather permitting.

Supporters may be interested to know that the Club are to play a friendly match at Roots Hall on Monday the 10th March 1980, Kick-off 7.30 p.m. when the opponents will be Hvidore, a Danish team.

We are pleased to report that on Tuesday the 19th February 1980 our Reserve Team defeated Brentford by two goals to one. Our team line-up was:-

JOHN KEFLEY, NICK EDKINS, JOHN WHISKIN, GRAHAM LOCKE, JOHN WALKER, CHRIS JONES, ANDY POLYCARPOU, JOHN WATSON, GERRY FELL, MICKEY TUOHY and JEFF HULL. Substitutes were GLENN PENNY-FATHER and ALAN HULL.

We are planning to hold a Programme Fair on Easter Sunday, 6th April. Further details will be announced later but elsewhere inside this publication should appear details about a Programme Fair to be held at the Dagenham Football Club next Sunday, 2nd March.

SUPPORTERS' CLUB NOTES

AWAY TRIPS

Details for the next trips are as follows:-

| | |
|-----------------------|---------------------|
| Sat. March 8th | Chesterfield |
| Meet at St. Pancras | 10.30 a.m. |
| Return Fare | |
| from London | £4.90 |

There has already been a good response for this trip but there are still places available.

| | |
|------------------------|----------------|
| Sat. March 22nd | Grimsby |
| Meet at Kings Cross | 9.30 a.m. |
| Return Fare | |
| from London | £5.90 |

| | |
|------------------------------|----------------------|
| Easter Sat. April 5th | Oxford United |
| Coach leaves Roots Hall | 10.30 a.m. |
| Return Fare | £2.50 |

Please note that it is advisable to take lunch with you on this trip as there will be no lunch stop en-route.

Advance Notice - We hope to run a coach to the fixture at Mansfield. Anyone intending travelling by rail should note that the nearest station is 7 miles from the ground and the local police advise us that connections to the ground are very difficult. It would help us considerably if you would let us know if you are interested in the proposed coach trip.

QUIZ NEWS

Our next league fixture is against APFSCIL on Thursday, 13th March at 8 p.m. in the United Blues Club. Spectators will be most welcome.

Many congratulations to Phil Esdaile who competed recently in the semi-finals of the Home Counties Individual Quiz competition and qualified for the Final to be held in London in April. Despite his success so far, Phil knows the standard will be high and expects to spend a lot of time with his reference books over the next month or so!

SOUVENIRS

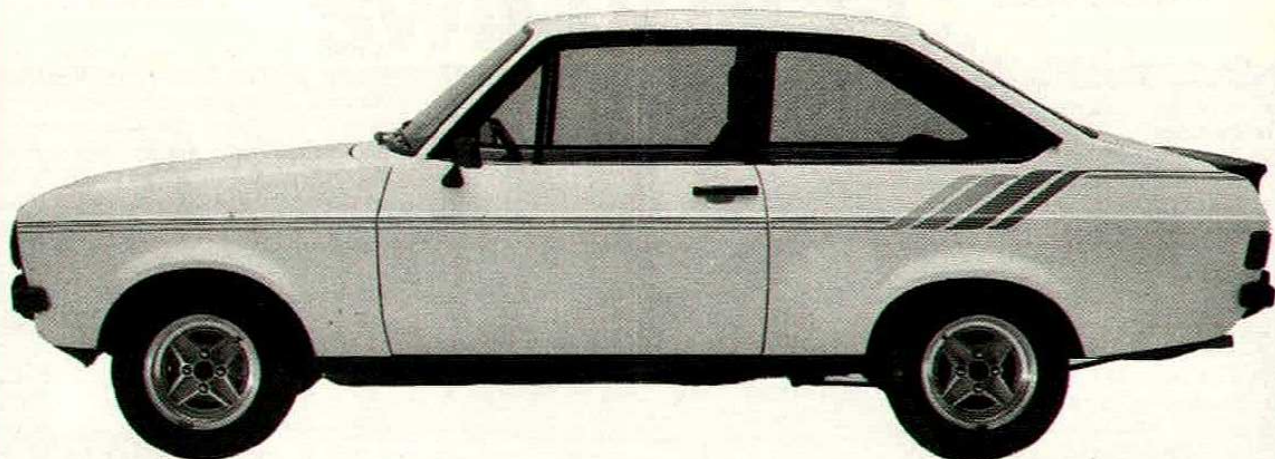
The new style Southend United key fob with the club badge in clear plastic is still available, price 30p. Please add return postage if ordering by post.

LIFE MEMBERS

In this our 50th year we would be delighted to hear news of our early Life Members and those living away from the area. Do drop us a line, c/o Roots Hall.

Incidentally our Target 200 campaign to raise 200 new life members and so raise £1000 for Multigym equipment has received national publicity through the monthly magazine sent to all member clubs of the National Federation. We still need more £5's to reach our target so, please send us your name, address and enrolment fee if you are interested and we will send you your badge and certificate.

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SOUTH EAST COUNTIES LEAGUE

| | | | | F | A |
|-------------|----|------|----------------|---------|-----|
| 1979 | | | | | |
| Sat | 18 | Aug | Orient | A | 0 1 |
| Sat | 25 | Aug | Gillingham | H | 3 0 |
| Sat | 1 | Sept | Crystal Palace | A | 0 0 |
| Sat | 15 | Sept | Q.P.R. | H | 1 4 |
| Sat | 22 | Sept | Norwich (LC) | A | 1 4 |
| Sat | 29 | Sept | Charlton Ath. | H | 2 3 |
| Sat | 6 | Oct | West Ham Utd. | A | 1 1 |
| Sat | 13 | Oct | Q.P.R. | A | 1 4 |
| Sat | 20 | Oct | Orient | H | 1 4 |
| Sat | 27 | Oct | Portsmouth | A | 4 3 |
| Sat | 10 | Nov | Charlton Ath. | A | 3 4 |
| Sat | 17 | Nov | Norwich | H | 1 2 |
| Sat | 24 | Nov | Watford | H | 0 2 |
| Sat | 1 | Dec | West Ham Utd | H | 2 5 |
| Sat | 8 | Dec | Millwall | A | 0 1 |
| Sat | 15 | Dec | Ipswich | A | 0 3 |
| Sat | 29 | Dec | Tottenham | A | 3 0 |
| 1980 | | | | | |
| Sat | 5 | Jan | Crystal Palace | H | 2 4 |
| Sat | 12 | Jan | Millwall | H | 2 0 |
| Sat | 2 | Feb | Tottenham | H | 3 2 |
| Sat | 16 | Feb | Chelsea | H | 0 2 |
| Sat | 23 | Feb | Gillingham | A | 2 3 |
| Sat | 8 | Mar | Chelsea | A | |
| Sat | 15 | Mar | Portsmouth | H | |
| Sat | 22 | Mar | Watford | A | |
| Sat | 29 | Mar | Arsenal | H | |
| Sat | 12 | Apr | Fulham | H | |
| Sat | 3 | May | Ipswich | H | |
| To arrange: | | | | Norwich | A |
| | | | | Fulham | A |
| | | | | Arsenal | A |

MIDWEEK FOOTBALL LEAGUE

| | | | | F | A |
|------|----|------|----------------------|---|---|
| 1979 | | | | | |
| Tues | 28 | Aug | Charlton Athletic | 4 | 1 |
| Tues | 4 | Sept | Brentford | 2 | 0 |
| Tues | 11 | Sept | Brighton & H. Albion | 2 | 1 |
| Tues | 25 | Sept | Portsmouth | 3 | 0 |
| Wed | 3 | Oct | Gillingham | 4 | 3 |
| Wed | 10 | Oct | Watford | 1 | 5 |
| Tues | 16 | Oct | Millwall | 4 | 1 |
| Wed | 31 | Oct | Northampton | 3 | 1 |
| Tues | 13 | Nov | Watford | 1 | 1 |
| Tues | 20 | Nov | Cambridge Utd. | 0 | 1 |
| Tues | 27 | Nov | Cambridge Utd | 3 | 1 |
| Tues | 4 | Dec | Brighton & H. Albion | 4 | 0 |
| Tues | 11 | Dec | Northampton | 1 | 2 |
| Wed | 19 | Dec | Charlton Athletic | 6 | 0 |
| 1980 | | | | | |
| Tues | 8 | Jan | Aldershot | 2 | 2 |
| Wed | 23 | Jan | Portsmouth | 3 | 1 |
| Tues | 29 | Jan | Peterborough Utd | 2 | 1 |
| Wed | 30 | Jan | Gillingham (LC) | 1 | 2 |
| Wed | 13 | Feb | Gillingham | 2 | 2 |
| Tues | 19 | Feb | Brentford | 2 | 1 |
| Wed | 27 | Feb | Millwall | | |
| Tues | 18 | Mar | Wimbledon | | |
| Tues | 25 | Mar | Aldershot | | |
| Tues | 1 | Apr | Peterborough Utd | | |

To Arrange: Wimbledon(H)

Goalscorers

| | | | |
|--------------------------|----|---------------------------|---|
| DERRICK PARKER | 10 | MICK STEAD | 2 |
| TERRY GRAY | 7 | OWN GOALS | 2 |
| COLIN MORRIS | 7 | DAVID CUSACK | 1 |
| MICK TUOHY | 4 | PHIL DUDLEY | 1 |
| RON POUNTNEY | 3 | GERRY FELL | 1 |
| TONY HADLEY | 2 | GRAHAM FRANKLIN | 1 |
| KEITH MERCER | 2 | ANDY POLYCARPOU | 1 |
| DEREK SPENCE | 2 | JOHN WALKER | 1 |



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|------------|------|----|---|-------|----|----|------|---|----|-------|----|----|-----|
| | P | W | D | L | P | A | W | D | L | F | A | | |
| Grimsby | 33 | 12 | 1 | 3 | 33 | 15 | 6 | 4 | 7 | 17 | 20 | 41 | |
| Colchester | 33 | 7 | 8 | 2 | 28 | 17 | 9 | 1 | 6 | 19 | 23 | 41 | |
| Sheff.W. | 31 | 8 | 4 | 5 | 32 | 17 | 6 | 6 | 2 | 27 | 20 | 38 | |
| Sheff.Utd. | 32 | 11 | 2 | 3 | 30 | 14 | 5 | 3 | 8 | 22 | 30 | 37 | |
| Chesterfd | 31 | 11 | 4 | 1 | 36 | 14 | 3 | 4 | 8 | 15 | 23 | 36 | |
| Blackburn | 31 | 7 | 4 | 3 | 17 | 9 | 7 | 4 | 6 | 18 | 16 | 36 | |
| Swindon | 28 | 10 | 2 | 2 | 33 | 11 | 4 | 3 | 7 | 16 | 24 | 33 | |
| Millwall | 30 | 11 | 3 | 2 | 35 | 16 | 2 | 4 | 8 | 11 | 24 | 33 | |
| Chester | 29 | 9 | 4 | 1 | 20 | 10 | 3 | 5 | 7 | 18 | 27 | 33 | |
| Exeter | 32 | 9 | 4 | 4 | 26 | 18 | 4 | 3 | 8 | 18 | 34 | 33 | |
| Oxford | 32 | 7 | 4 | 5 | 26 | 16 | 3 | 7 | 6 | 17 | 26 | 31 | |
| Brentford | 32 | 8 | 4 | 5 | 30 | 22 | 4 | 3 | 8 | 21 | 31 | 31 | |
| Reading | 30 | 10 | 4 | 2 | 32 | 15 | 1 | 5 | 8 | 12 | 32 | 31 | |
| Plymouth | 33 | 9 | 5 | 3 | 30 | 16 | 2 | 3 | 11 | 17 | 31 | 30 | |
| Gillingham | 30 | 5 | 7 | 2 | 17 | 11 | 4 | 4 | 8 | 18 | 25 | 29 | |
| Carlisle | 29 | 9 | 4 | 2 | 32 | 15 | 2 | 2 | 10 | 12 | 25 | 28 | |
| Rotherham | 30 | 9 | 0 | 5 | 27 | 18 | 3 | 4 | 9 | 16 | 34 | 28 | |
| Barnsley | 30 | 7 | 3 | 5 | 20 | 17 | 3 | 4 | 8 | 13 | 28 | 27 | |
| Southend | 31 | 7 | 2 | 6 | 23 | 17 | 3 | 3 | 10 | 12 | 26 | 25 | |
| Blackpool | 32 | 7 | 3 | 6 | 31 | 29 | 2 | 4 | 10 | 15 | 29 | 25 | |
| Hull | 31 | 5 | 6 | 3 | 18 | 15 | 1 | 7 | 9 | 16 | 37 | 25 | |
| Mansfield | 31 | 6 | 6 | 3 | 23 | 16 | 1 | 4 | 11 | 11 | 23 | 24 | |
| Wimbledon | 29 | 4 | 4 | 5 | 19 | 18 | 4 | 4 | 8 | 13 | 25 | 24 | |
| Bury | 30 | 7 | 3 | 6 | 26 | 17 | 2 | 0 | 12 | 9 | 31 | 21 | |

MIDWEEK LEAGUE

| | P | W | D | L | F | A | Pts |
|------------|----|----|---|----|----|----|-----|
| Watford | 16 | 13 | 3 | 0 | 42 | 13 | 29 |
| Southend | 19 | 13 | 3 | 3 | 49 | 24 | 29 |
| Charlton | 17 | 10 | 3 | 4 | 40 | 29 | 23 |
| Nhampton | 16 | 8 | 3 | 5 | 21 | 20 | 19 |
| Wimbledon | 15 | 6 | 6 | 3 | 28 | 24 | 18 |
| Gillingham | 18 | 8 | 2 | 8 | 39 | 37 | 18 |
| Portsmouth | 18 | 5 | 5 | 8 | 26 | 27 | 15 |
| Peterbro | 16 | 5 | 4 | 7 | 27 | 26 | 14 |
| Brighton | 18 | 5 | 3 | 10 | 23 | 39 | 13 |
| Millwall | 13 | 5 | 1 | 7 | 15 | 22 | 11 |
| Aldershot | 16 | 3 | 3 | 10 | 25 | 36 | 9 |
| Cambridge | 15 | 4 | 1 | 10 | 17 | 33 | 9 |
| Brentford | 15 | 1 | 3 | 11 | 12 | 33 | 5 |

PROGRAMME FAIR

at Dagenham F.C.
 Sunday, 2nd March 1980
 10.30 a.m. to 2 p.m.

We are pleased to announce that we hold our second annual programme fair on Sunday, 2nd March 1980 in the clubhouse of Dagenham Football Club.

The clubhouse is in Victoria Road, Dagenham which has the 103 bus route from London Transport running across the top entrance and also the 174 bus route which drops passengers about one hundred yards along the road. For the underground the District Line Dagenham East station drops you about one hundred yards from the ground.

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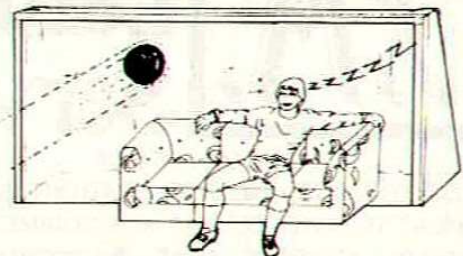
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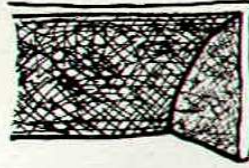


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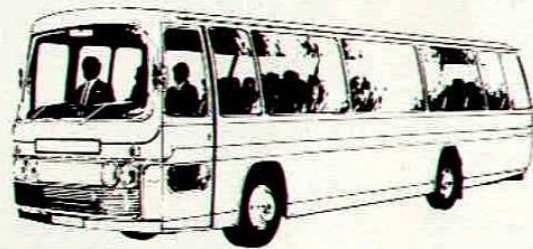
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Today's Teams

SOUTHEND v SWINDON

| | | |
|-------------------|----|----------------|
| MERVYN CAWSTON | 1 | JIMMY ALLAN |
| ALAN MOODY | 2 | RUSSELL LEWIS |
| STEVE YATES | 3 | KENNY STROUD |
| MICKEY STEAD | 4 | RAY McHALE |
| TONY HADLEY | 5 | BILLY TUCKER |
| DAVE CUSACK | 6 | ROY CARTER |
| TERRY GRAY | 7 | IAN MILLER |
| RON POUNTNEY | 8 | CHRIS KAMARA |
| DEREK SPENCE | 9 | ANDY ROWLAND |
| KEITH MERCER | 10 | ALAN MAYES |
| ANTON OTULAKOWSKI | 11 | BRIAN WILLIAMS |
| | 12 | |

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match officials

Referee:
Mr. R.S. Lewis (Great Bookham)
Linesmen:
Mr. M.K. Bullivant (Cambridge)/ red
Mr. E.D. Griffiths (London)/ yellow

next home game

HVIDORE
Friendly
Mon. 10th March 1980, K.O. 7.30 p.m.



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