

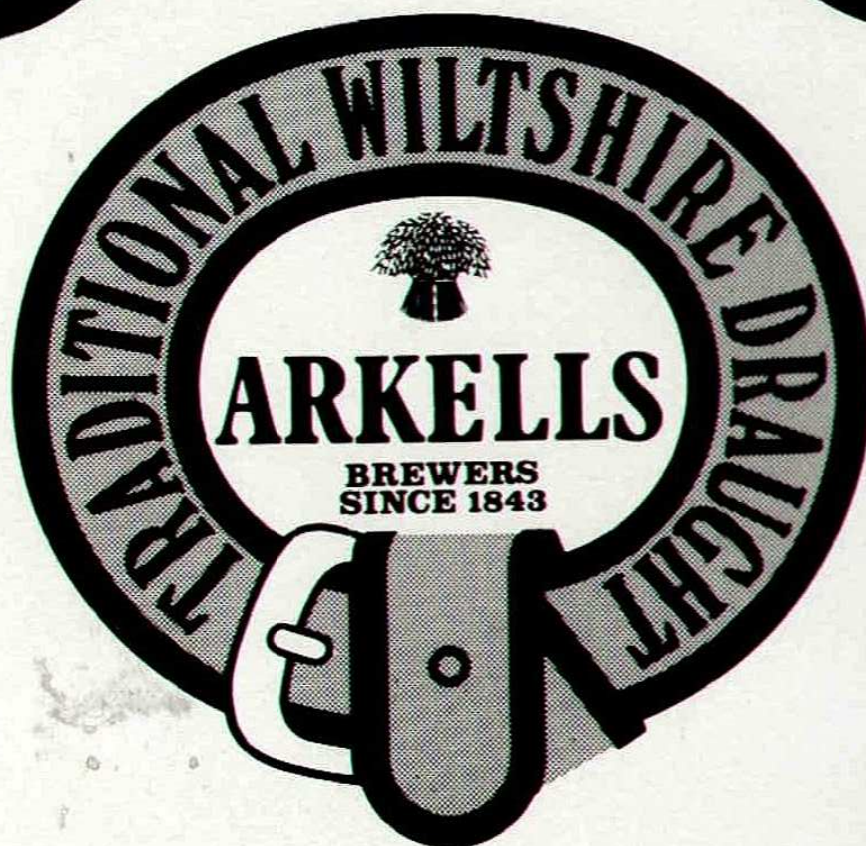
# SWINDON TOWN FOOTBALL CLUB



**Gillingham**

**Official match day magazine 30p**





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## Danny Williams says ....

I have never been so upset in my football life as I was last Saturday following another disastrous result. During the early minutes of the game, I thought we were going to carry on in the same way as we had in our victory at Exeter City, but it seems to me that we always start games as though we are going to murder the opposition, but are unable to maintain that standard throughout the game. On Saturday when we had not scored goals in the first half, and they came up and pinched one resembling the recent match against Charlton, some of our lads dropped their heads and lost all of the urgency and the will to win. Everyone seems to blame everyone else when passes go astray, and they tend to stop working hard which results in faulty passing. Individually, we have some good players, but collectively, they are not playing as a team. I have had meetings with them and told them that the only way they are going to get the Club out of trouble is to start playing as a team and if any of the players are not Swindon Town minded and did not want to give everything on the field, then we would be advised to let them go and bring in some new faces.

The Chairman of the Club has always been loyal to the players and has worked hard throughout his years as Chairman for the benefit of them. Mr Green has today undergone an operation to his hip and now would be a good time for the players to repay that loyalty by playing above themselves to give Mr Green some good news.

Very many thanks for coming along this evening and I hope that the result of the game will be more pleasing for all of us.



### Next Match

**Tuesday 11th November 1980**

**DIVISION III**

**PORTSMOUTH**

**K.O. 7.30 p.m.**



# Talk of the Town by the Chairman

Tonight we try again to win the points which are so important to us. Our visitors from Gillingham will also feel the need to fight for the same result, which should ensure a very hard tussle.

The Third division of the Football League is comprised of twenty-four teams of very equal standing and all fighting to beat each other, and when things do not go in one's favour, it often results in frustrations and we, at the County Ground, are not used to having to fight our way out of the relegation area which we find ourselves in at the present moment.

Our support last Saturday against Burnley was encouraging in view of our recent results, and I can only ask people to keep faith during this hard period and I can assure everyone that we, the Board, will do everything that we can to help.

The football that was played on Saturday last was certainly of good standard, but it is results that count and is one of the reasons that some managers play defensively, not to lose on any account, but as we all know, this kind of game is boring to watch.

Our Youth Team played at Oxford United on Saturday last and lost by two goals to one, but the local referee only played forty minutes each way, in spite of protests from Terry Wollen, in charge of our side. The South East Counties League had a ruling that all games must be of ninety minutes duration and we obviously feel that to break this rule should make the result void and we shall certainly protest on this point.

Our Reserve side lost by one goal to nil at Chelsea which, although close, resulted in a blank day for us all round on Saturday.

The aftermath of the Football League Seminar held last week in Solihull has been quite favourable by the general comments of the media and the public, who at least recognize that clubs are trying to improve the general image of the game. I have been approached by several people with suggestions that could change the pattern of the game and have had to assure them that although they could be right, there are certain facts that limit such changes, over which we have no control.

I attended a 'Football Spectacular' held at the Stratford Park Leisure Centre in Stroud on Thursday last. This was organized by the English Schools' Football Association and was sponsored by the respected companies, ASDA and Lucozade. The links between schools and professional clubs are closer today than ever before and at this gathering in Stroud, professional teams from Bristol City, Bristol Rovers, Hereford and ourselves competed and added to the evening's entertainment. There were demonstrations by the under fifteen age group. A penalty-kick competition. A Football League Apprentices' Coaching demonstration with apprentices from the four professional clubs in attendance. A five-a-side game between Cope Chat Ladies and Aylesbury Ladies, and if I was a little apprehensive of their skills before the game, I was left in no doubt at the end because they displayed ball skills equal to their male counterparts. I was given to understand that some of the ladies represented England at soccer, hence the skills. The school teachers in attendance, members of the English Schools Football Association, came from many parts of the country, and I feel that the more that we can meet and discuss our mutual interests in the game, the barriers that have in the past been apparent over the professional game, will disappear.

Mr Adrian Riddiford, who is our Divisional member of the E.S.F.A., can often be seen in the Swindon area at school matches, and through his, and the local school teachers' co-operation we have been able to have close relationships with school football which I know is very much appreciated by John Trollope, Terry Wollen, Eddie Buckley and everybody else concerned in Youth Football. Bristol City, Bristol Rovers, Hereford and ourselves, have had eleven players on their books who have played for England Boys between 1963 and 1980, and, of course, there are dozens who have played at school level playing today for professional clubs.

With the increasing cost of buying players, it is imperative that we try and coach our own boys into our teams.

Hoping that tonight's match will give us the excitement that this game is all about, and once again, thank you for your support.





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# John Ward talks to Doug Buswell

"The one thing about Swindon that's different," said Doug Buswell, with a wry smile, "is that it's one of the few clubs where the Commercial Manager and the Secretary actually get on! We help each other over advertising and sponsorship. What's more, I am one of the few Commercial Managers who feels involved in the football. Half of them don't even know the colour their team plays in."

Doug seemed in a rather cynical, almost bitter mood. You could hardly blame him: the club was languishing at the bottom of the table after the worst start in history; unemployment had reached peak levels; people were finding it difficult to afford to come to football matches, let alone buy lottery tickets. It was hardly a time to make a commercial manager feel pleased with life. "It's no good sitting down to mope," Doug continued. "We shall just have to try harder. What I should like to do is increase the maximum prize to £5,000. Then we could have a higher ticket price, say 50p. We would have to balance that by a cheap ticket with low prize money. The trouble is that we can't do any of this until the current legislation is changed. The maximum amount of prize money is limited to £2,000. The Home Office and the Gaming Board have been talking about it, but they always plead pressure of Parliamentary business when it comes to doing anything. The boom time for lotteries is over, and the novelty has worn off; they are now just part of the average run-of-the-mill fund raising. The idea is so common, you could sell tickets to a dog in the street!"

Doug is responsible for three competitions. The Swindon Town Sportsmen's Association Lottery is registered with the Gaming Board and limited to a gross take of £10,000 per lottery, with a maximum single prize of £1,000 and a minimum delay of seven days between lotteries. The second is the Swindon Town Development Fund Bingo Ticket. This is registered with the local authority, Thamesdown Council, and limited to a maximum weekly take of £5,000. Doug has plans for changes before the New Year, designed to make it more attractive, with better organisation and wider distribution. This, he hopes, will bring in more income but not at the expense of prize money, which will probably be uplifted. The third competition is a Robins Football Supporters Association Pontoon, again registered with Thamesdown, and intended more for use in pubs and clubs.

Doug's selling organisation is structured in three tiers. He has two full-time salesmen on the road,

whose task is to find new business. This means identifying both agents to sell tickets, and people to sell them to. The next is a collection and delivery service for the agents, run by part-timers. This costs money, but Doug believes that it works out cheaper in the long run. Finally, there are the agents themselves, who work on commission, and sell the tickets to the public in their own time. It is here that Doug faces some of his biggest headaches: a lot of tickets are sold at the workplace, but with factories closing, if an agent is made redundant, even if he finds a new job it will take time for him to build up new contracts. I myself overheard in the lottery office last week an agent of long standing apologizing for backing out: "I've started this new job," he explained, "and I'm on probation for six months, so I'll have to go careful till that's over. Afterwards, maybe I can start selling again." Considering what he is up against, Doug is delighted that sales are holding up so well.

In addition to the regular weekly competitions, there are also the special events like the Christmas draw, for which tickets are now on sale at 10p a time. With a first prize of £500 and other prizes worth a further £500, it must surely be one of this year's Christmas bargains.

Another of Doug's responsibilities is making arrangements for parties to visit the ground on match days. He can cater for any number between 15 and 100, and this proves a useful source of income, as well as being a good public relations exercise. Visitors have lunch at the Supporters Club, and do a tour of the ground, have an opportunity to buy souvenirs, and are given a talk by the Chairman or Secretary. It is mainly groups of children accompanied by adults, like Scout troupes and youth clubs, who have not come far but there was once a works outing from Ross-on-Wye.

Doug showed little hesitation in putting forward his own views about what is wrong with football to-day. "One of my pet moans," he said, "is the way managers are buying so many foreign players. Why have we got all these Yugoslav has-beens?" I reminded him of Sir Thomas Beecham's letter to *The Times* some years ago, enquiring why a celebrated Russian pianist whom he could not stand had been imported to play in a big concert in London when, as Beecham alleged, "we have so many second-rate pianists of our own".

"We Commercial Managers work hard at bringing

Continued



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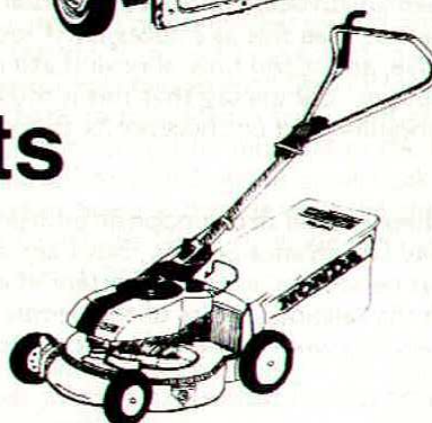
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# HONDA

IN NORTH WILTSHIRE



# From the Secretary

Firstly I would like to take this opportunity of wishing the best of luck to the Chairman, Mr Cecil Green, who entered the Princess Margaret Hospital on Sunday last for a hip joint replacement operation. He has had an extremely trying time during the past few weeks caused through the decline in the Club's fortunes, and throughout that time he has been in extreme discomfort and pain from his hip, and I sincerely hope that the results will improve as I am sure this will assist towards a speedy recovery.

The Chairmen's Meeting at Solihull is over and I think the results of the meeting were more favourable than any of us had dared hope. There can be little doubt that the Seminar's most significant achievement was to identify the full range of problems and establish a willingness to tackle them in a co-operative and progressive manner. The history of league meetings is littered with internal warfare and abortive debates, but I am sure that all who attended the discussion came away deeply impressed by the new spirit of clear sighted units. The next worry is that the Management Committee might delay or refuse to put forward the proposals discussed at the next full meeting of the League, but this need not be a problem as clubs can call an extraordinary general meeting at any time, prepare the agenda and vote upon the proposals, whether the Management Committee are in favour with them or not.

One of the most surprising decisions is the agreement to allow matches to be played on a Sunday. I have been an advocate of Sunday football for many years as I see this as a necessity if football is to survive, and it will only survive if attendances improve. Let me say that this is my own personal opinion and not necessarily that of the Club.

I know there will be strong opposition from the Lords' Day Observance Society, but I am sure it would not be soccer's wish to interfere in any way with the religious habits of the people of this country and we would time our matches to

ensure that this would not happen. I understand that the local churches are talking of re-timing their services to enable their congregations to get home to see the new series of 'Dallas' and I am sure that the Swindon Town Football Club is of more importance to the inhabitants of Swindon than is 'J.R.'!! Seriously, matches timed at 3.30 p.m. or 4.00 p.m. on a Sunday afternoon would attract supporters from all walks of life other than essential services. Those interested in playing soccer do so on a Saturday afternoon or Sunday morning, and these folk could pursue their active interest in the game and still attend league games. Pubs and shops would be shut and their staff would have the opportunity of viewing weekend soccer which is now not available to them. Statistics, therefore, indicate that this

innovation must be successful but, of course, only time will tell.

I was also glad to hear that the season is to start later and that the programme will not commence with the First Round of the Football League Cup Competition. Although we have been fortunate to overcome that hurdle for the past few years, those Third and Fourth Division Clubs who are eliminated from the Competition in the opening match of the season must lose the support of very many prospective customers before the season commences because they lose interest immediately their club is no longer in one of the two major football cup competitions.

Another agreement to give me pleasure was the appointment of a Marketing Supremo to sell the game and all that it has to offer. Yes - altogether a very pleasing weekend! Things will not be achieved overnight, but at least a start has been made.

In conclusion, I would like to thank all of those persons who supported our Stall in the Normans Furnishing Centre during the Swindon Shopping Spree last week. We hope to carry out this exercise again before Christmas.



# Gillingham settle down

COLIN BENSON

FOR GILLINGHAM football club this is very much another run of the mill season, another season where the team are averaging about a point a game, not good enough to make them contenders for promotion and yet not bad enough to give rise to fears of relegation.

In actual fact things at Priestfield are very much as they were some twelve months ago, which for manager Gerry Summers is somewhat of a disappointing situation.

You see by the end of the 1978/79 season 'the Gills' were just a hair breadth away from clinching a place in the Second Division. They failed by just one point and you can't get much closer than that. One point more from those 46 highly charged League matches and Gillingham would have pipped Swansea City on goal difference.

It was not to be, although obviously the sides impressive form that season filled their supporters with optimism for the next campaign. Alas the team that looked an odds on certainty to make it last season flopped, their aspirations evaporating in a sea of inconsistency.

Strange really, because they proved in patches that they could play very well as their comprehensive 4-1 aggregate defeat of Second Division Luton Town in the Football League Cup confirmed.

Mind you it is not a new experience for the home fans, because since Gillingham joined the Football League in 1920 as one of the founder members of the Third Division, that season of 1978/79 stands out as their best ever, as far as achievement goes.

They did win the Fourth Division championship in 1964 and finished as runners-up in that same competition ten years later, but those are the only tangible rewards they have to show from nearly 50 years of League football, although they can proudly claim to have been the pioneers of the professional game in the South of England.

You see some 70 years ago the pessimists were claiming that no club from Kent could ever achieve great things in football until the population of the area increased to sufficient numbers to maintain good gates.

At that time Rochester and the famous Royal Engineers of Chatham were the pride of the country and probably the inspiration behind the formation of the New Brompton club in 1893.

The club became a leading light in local soccer circles and was the first club in the South to take the giant step to professional soccer, a step which at that time, even the officials of Arsenal had not ventured to tread. In 1914 the name of the club was altered to Gillingham Football Club and a new era commenced.

Looking back at the clubs history it is apparent that they have had to battle all the way. Over the years they have experienced more than their fair share of crisis, most of them financial and in 1938 were actually booted out of the Football League when they failed to gain re-election.

In fact things became so serious that the club was forced into liquidation with the Football League taking over the players contracts and handing their transfers to other clubs.

The club was quickly reformed and twelve years later had some luck when the League expanded its Southern section and the door was opened for a grateful return to the big time.

Today under the guiding influence of Gerry Summers the 'Gills' young team are gradually putting their game together again and after what is now a traditionally poor start to the season, things are beginning to gel.

Summers says: "We are playing quite well at the moment and we have embarrassed quite a few sides in recent weeks.

"We had a bad start and just could not put the ball in the net and not only that we did not look like putting it in. But I have made one or two positional changes with Steve Bruce dropping back to the defence from midfield, Billy Hughes moving from midfield to the front and of course Terry Nicholl has come back into midfield after being in dispute with the club since last Christmas. So all in all we seem to have a better balance now.

"We are certainly competing and if we can keep this mood going then we must remain optimistic for the future."

Although they are basically a young side, Mr. Summers points out that they are inexperienced youngsters, Billy Hughes for instance who is not yet 20 has over 100 League games under his belt. Now that he has the formula right, Summers hopes that experience will come to the fore.



# FOOTBALL COMBINATION

# 80-81

# SOUTH-EAST COUNTIES DIV 2

			Score		Score		
Aug.	16	Bristol C.	Away	1 - 3	Cambridge U	Home	4 - 3
	20	Tottenham H	Away	0 - 6			
	23	Bristol R	Away	Postp.	Luton T	Home	4 - 1
	30	Ipswich Town	Home	1 - 2	Peterborough	Home	1 - 0
Sep.	6	Oxford U	Home	1 - 2	Reading	Away	3 - 1
	9	Arsenal	Home	0 - 1			
	13				Tottenham H	Home	4 - 1
	20	Cardiff C	Home	3 - 1	Millwall (Cup)	Away	1 - 0
	24	Reading	Away	3 - 1			
	27	Bristol Rovers	Away	0 - 2	West Ham U	Away	0 - 1
Oct.	4	Norwich C	Away	0 - 2	Crystal Palace	Home	2 - 0
	7	Q.P.R.	Home	1 - 3			
	11	West Ham U	Home	0 - 7	Millwall	Away	3 - 0
	14	Orient	Home	2 - 0			
	18	Plymouth A	Away	0 - 0	Orient	Home	2 - 1
	22	Leicester	Away	2 - 2			
	25	Southampton	Home	1 - 2	West Ham (Cup)	Away	3 - 0
Nov.	1	Chelsea	Away	0 - 1	Oxford U	Away	1 - 2
	8	Birmingham C	Home		Wimbledon	Away	
	15	Bristol C	Home		Bristol R	Home	
	22	Orient	Away		Brentford	Away	
	29				Charlton A	Home	
Dec.	2	Tottenham H	Home				
	6				Chelsea	Away	
	9	Fulham	Away				
	13	Leicester	Home		Chelsea	Home	
	20	Q.P.R.	Away		Cambridge U	Away	
	27				Luton T	Away	
	29	Luton T	Away				
Jan.	3	Crystal Pal.	Home		Peterborough U	Away	
	10				Reading	Home	
	17	Ipswich T	Away		Tottenham H	Away	
	20	Hereford U	Home				
	24				West Ham U	Home	
	31	Bristol R	Home				
Feb.	7	Arsenal	Away		Millwall	Home	
	14	Oxford	Away				
	21	Reading	Home		Oxford U	Home	
	28	Cardiff C	Away		Wimbledon	Home	
Mar.	7	Norwich C	Home		Bristol R	Away	
	11	Hereford U	Away				
	14	West Ham U	Away		Brentford	Home	
	21	Plymouth A	Home		Charlton A	Away	
	28	Southampton	Away				
Apr.	4	Chelsea	Home		Crystal Pal	Away	
	11	Birmingham C	Away		Cup		
	18	Luton T	Home		20th Sept. Millwall	Away	1 - 0
	22	Crystal Pal	Away				
	25	Fulham	Home				

## MIDLAND YOUTH FIXTURES

Season 1980/81

### Cup Competition

Aug	21	Luton Town	Away	1-2
Sept	6	Bristol City	Home	3-2
	10	West Bromwich Albion	Away	1-1
	17	Leicester City	Home	6-0
	25	Luton Town	Home	3-3
Oct	11	Bristol City	Away	0-1
	16	West Bromwich Albion	Postponed	
	23	Leicester City	Away	0-1

### F. A. YOUTH CUP

Nov 6 Portsmouth Home

### League

Nov	6	Luton Town	Home	Postponed
	15	Northampton Town	Away	
	26	West Bromwich Albion	Home	
WE.	Dec	6	Wolverhampton Wanderers	Away
WE	13	Birmingham City	Home	
	15	Northampton Town	Away	
WE.	Jan	10	Bristol City	Away
	14	Coventry City	Home	
	21	Leicester City	Away	
	29	Leicester City	Home	
WE.	Feb	7	Luton Town	Away
WE.	14	Northampton Town	Home	
WE.	28	West Bromwich Albion	Away	
WE.	Mar	7	Wolverhampton Wanderers	Home
WE.	14	Birmingham City	Away	
WE.	21	Bristol City	Home	
	25	Coventry City	Away	



# Town Statistics 80-81

S.	Aug	9	AFC Bournemouth (FCL1)	A	Result	Gate	1	2	3	4	5	6	7	8	9	10	11	Sub. (if used)
T	12	AFC Bournemouth (FCL1)	H	1-1	5121	Allan	Barrett	Peach	Kamara	Rollings	Walsh	Miller	Cockerill	Rowland	67	Mayes	Carter	-
S	16	BLACKPOOL	H	2-0x	5814	Allan	Barrett	Peach	Kamara	Rollings	Walsh	Miller	Cockerill	Rowland	69	MAYES118	Carter	-
T	19	Portsmouth	H	1-2	7008	Allan	Barrett	Peach	Kamara	Rollings	Walsh	Miller	Cockerill	Rowland	69	Mayes	Carter	-
S	23	FULHAM	H	0-1	15810	Allan	Barrett	PEACH 16P	Kamara	ROLLINGS 13	Walsh	Miller	Cockerill	Rowland	69	Mayes	Carter	-
W	27	Lincoln City (FLC2)	A	3-4	6473	Allan	Lewis	Peach	Kamara	ROLLINGS 48	Walsh	Miller	Cockerill	Rowland	69	MAYES 74	Greenwood	Hamilton
S	30	Reading	A	1-1	4940	Allan	Lewis	Peach	Kamara	ROLLINGS 48	Walsh	Miller	Cockerill	Rowland	69	MAYES 89	Greenwood	Templeman
T	2	LINCOLN CITY (FLC2)	H	1-4	6665	Allan	Lewis	Peach	Kamara	ROLLINGS 48	Walsh	Miller	Cockerill	Rowland	69	MAYES 88	Carter	-
S	6	Sheffield United	A	2-0	4907	Allan	Lewis	Peach	Kamara	ROLLINGS 48	Walsh	Miller	Cockerill	Rowland	69	MAYES 88	Greenwood	Henry
S	13	ROTHAM UNITED	A	0-3	12089	Allan	Lewis	Peach	Kamara	ROLLINGS 48	Walsh	Miller	Cockerill	Rowland	69	MAYES 88	Greenwood	Henry
T	16	OXFORD UNITED	H	2-1	5498	Allan	Henry	Trollope	Kamara	ROLLINGS 48	Walsh	Miller	Cockerill	Rowland	69	MAYES 88	Greenwood	Henry
S	20	Barnsley	H	1-0	7709	Allan	Henry	Trollope	Kamara	ROLLINGS 48	Walsh	Miller	Cockerill	Rowland	69	MAYES 88	Greenwood	Henry
T	23	Liverpool (FLC3)	A	0-2	9747	Allan	Henry	Trollope	Kamara	ROLLINGS 48	Walsh	Miller	Cockerill	Rowland	69	MAYES 88	Greenwood	Henry
S	27	HUDDERSFIELD TOWN	H	0-5	16566	Allan	Henry	Trollope	Kamara	ROLLINGS 48	Walsh	Miller	Cockerill	Rowland	69	MAYES 88	Greenwood	Henry
W	Oct 1	Oxford United	H	1-0	5856	Allan	Henry	Trollope	Kamara	ROLLINGS 48	Walsh	Miller	Cockerill	Rowland	69	MAYES 88	Greenwood	Henry
S	4	CHESTER	H	0-0	6333	Allan	Henry	Trollope	Kamara	ROLLINGS 48	Walsh	Miller	Cockerill	Rowland	69	MAYES 88	Greenwood	Henry
T	7	Gillingham	A	1-2	5574	Allan	Henry	Trollope	Kamara	ROLLINGS 48	Walsh	Miller	Cockerill	Rowland	69	MAYES 88	Greenwood	Henry
S	11	Millwall	A	0-0	4066	Allan	Henry	Trollope	Kamara	ROLLINGS 48	Walsh	Miller	Cockerill	Rowland	69	MAYES 88	Greenwood	Henry
S	18	CARLISLE UNITED	H	1-3	3571	Allan	Henry	Trollope	Kamara	ROLLINGS 48	Walsh	Miller	Cockerill	Rowland	69	MAYES 88	Greenwood	Henry
T	21	CHARLTON ATHLETIC	H	1-1	5789	Allan	Templeman	Trollope	Kamara	ROLLINGS 48	Walsh	Miller	Cockerill	Rowland	69	MAYES 88	Greenwood	Henry
S	25	Exeter City	H	0-3	5672	Allan	Trollope	Peach	Kamara	ROLLINGS 48	Walsh	Miller	Cockerill	Rowland	69	MAYES 88	Greenwood	Henry
T	28	Cherfield	A	4-3	4688	Allan	Trollope	Peach	Kamara	ROLLINGS 48	Walsh	Miller	Cockerill	Rowland	69	MAYES 88	Greenwood	Henry
S	Nov 1	BURNLEY	H	(Postponed)														
T	4	GILLINGHAM	H	0-3	6191	Allan	Trollope	Peach	Kamara	ROLLINGS 48	Walsh	Miller	Cockerill	Rowland	69	MAYES 88	Greenwood	Henry
S	8	Colchester United	H															
T	11	PORTSMOUTH	H															
S	15	Blackpool	A															
S	22	HULL CITY	H															
S	29	Brentford	A															
S	Dec 6	Brentford	A															
F	13	WALSALL	H															
F	19	Newport County	A															
F	26	PLYMOUTH ARGYLE	H															
S	Jan 3	Carlisle United	A															
S	10	CHESTERFIELD	H															
S	17	Hull City	A															
S	24	READING	H															
S	31	Fulham	A															
S	Feb 7	Rotherham United	A															
S	14	SHEFFIELD UNITED	H															
S	21	Huddersfield Town	A															
S	28	BARNESLEY	H															
S	Mar 7	Cherfield	A															
S	14	MILLWALL	H															
S	21	Charlton Athletic	A															
S	28	EXETER CITY	H															
S	Apr 4	Burnley	A															
S	11	COLCHESTER UNITED	H															
S	18	Plymouth Argyle	A															
M	20	NEWPORT COUNTY	H															
S	25	Walsall	A															
S	May 2	BRENTFORD	H															
S	9	(F.A. CUP FINAL)	H															

## MIDLAND YOUTH LEAGUE CUP

Oct. 23 Leicester City 0 Swindon Town 1 (Long)  
 Twigger, Baverstock, Bailie, Batty, Round, Blackler,  
 Rustell, Bristow, Henry, Short, Long.

## SOUTH EAST COUNTIES

Oct. 18 Swindon Town 2 (Bristow, Jefferies) Orient 1  
 Pullen, Baverstock, Bailie, Batty, Shaw, Westlake,  
 Bristow, Jefferies, Niblett, Short, Evans.

Oct. 25 West Ham 0 Swindon Town 3 (Short 2, Miblett 1)  
 Pullen, Baverstock, Bailie, Batty, Byrne, Westlake,  
 Bristow, Jefferies, Furley, Short, Niblett.



# Swindon Permanent Building Society Autumn Competition

Swindon Permanent Building Society will give £100 to a Swindon Town player every 2 months.

What is more, if you can agree with the Judges who the deserving player should be and how many points he has scored YOU TOO CAN WIN £100.

For each home game, commencing 4th October you will award points to each player to a maximum of 20 under the following heading:

(a) Ability	Points
(i) Ball control (or handling for the goalkeeper)	5
(ii) Positional play (this will again include the goal keeper)	5
(b) Effort - not necessarily based on skill but proven willingness to make the club succeed	10
(c) Four points will be deducted for a booking for dissent	

Add together the points against each player for all home games to the 29th November, 1980.

At the end of the period, you only have to submit the marks for the player to whom you have awarded the most points.

Entries must be received at SWINDON PERMANENT BUILDING SOCIETY, COMMERCIAL HOUSE, 1/2 COMMERCIAL ROAD, SWINDON BY TUESDAY THE 2nd DECEMBER, 1980 FOR THE AUTUMN PRIZE.

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# Charlie Henry



Charlie has been enjoying his first taste of League soccer this season, following his debut, as substitute, against Reading in August.

He was initially signed as an apprentice in June 1978, turning professional in February 1980. Undoubtedly, his most impressionable experience so far was his League Cup appearance against mighty Liverpool at Anfield.

Though Charlie is only as yet beginning his career, we chart his senior appearances to date:

## FOOTBALL LEAGUE

1980/81

Barnsley	1
Chester	1
Gillingham	1
Huddersfield	1
Millwall	1
Oxford	2
Reading	S
Rotherham	1
Sheff. Un.	S
	8(2)

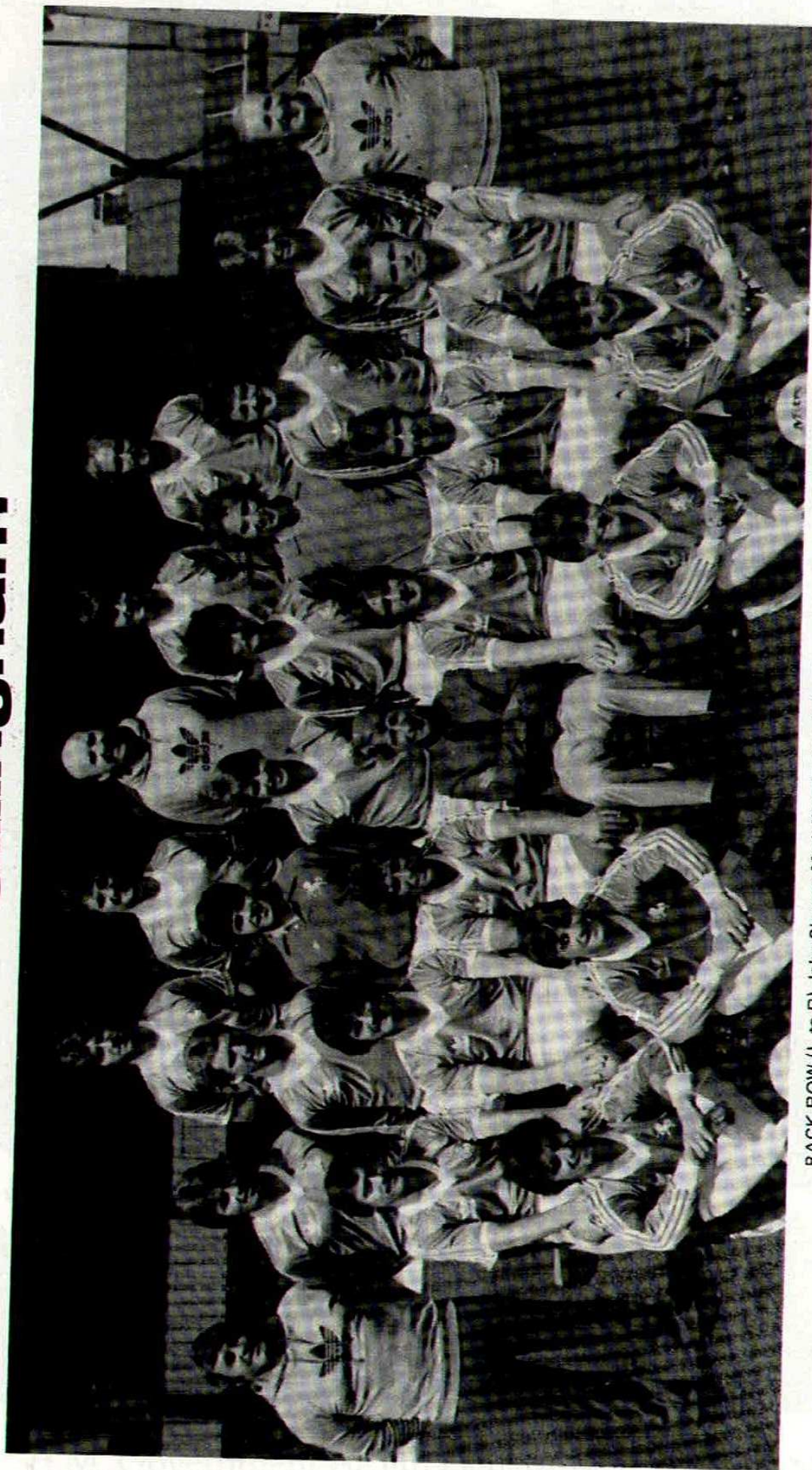
## LEAGUE CUP

1980/81

Lincoln	1
Liverpool	1
	2



# Gillingham



BACK ROW (L to R) John Sharpe, Mark Weatherley, John Short (Chief Scout) John Overton, Andy Ford.  
 STANDING (L to R) Alan Hodgkinson (Assistant Manager), Mick Barker, Dean White, Gary Sutton, Colin Duncan,  
 Charlie Young, Ron Hillyard, Steve Bruce, Nigel Donn, Bill Collins (Youth Team Manager)  
 SEATED (L to R) Danny Westwood, Damien Richardson, Ken Price, Gerry Summers (Manager), Peter Henderson,  
 Kevin Lloyd, John Crabbe.  
 FRONT ROW (L to R) Terry Jolley, Pat Walker, Mick Adams, Tony Bottiglieri.



# Gillingham Pen-Pictures

**RON HILLYARD (Goalkeeper)** Ron entered League soccer with York City in the early 'sixties and he had loan spells with Hartlepool, Bury and Brighton before arriving at Gillingham in 1974. He has been their first-choice 'keeper since then and has now made more than 300 appearances for the club.

**JOHN SHARPE (Defender)** John appeared in Southampton's League eleven but he has flourished more since moving on to Gillingham for £30,000 two seasons ago.

**JOHN OVERTON (Defender)** John played three times in Aston Villa's First Division side and it was following a loan spell with Halifax that he signed for the Gills in 1976.

**MARK WEATHERLEY (Defender)** Mark opened his career as a striker and was initially most reluctant to switch to a defensive role. But it is as a centre-back that he has established himself in League soccer.

**ANDY FORD (Defender)** Former Swindon player Andy didn't make the first-team at Bournemouth and he had to wait for more than a year until getting his League chance with Southend in 1973. We signed him in 1977 and he became a fixture in our first-team. Gillingham signed him this summer.

**BILLY HUGHES (Midfield)** Billy was the youngest player ever to appear in Gillingham's League eleven when he made his bow against Southend at the age of 15 in 1976.

**STEVE BRUCE (Midfield)** Steve is an England international who earned an immediate place in the Gills' senior side following his debut in August 1979.

**COLIN DUNCAN (Midfield)** Colin began his career with Oxford and he made some 200 first-team appearances for them prior to his £50,000 transfer to Gillingham last season.

**JOHN CRABBE (Midfield)** John made occasional appearances in Southampton's first-team and was transferred to Gillingham in 1977.

**PAT WALKER (Midfield/Defender)** Pat has developed in the junior sides at the Priestfield Stadium. He made his League debut in 1977/78 and, though not yet a regular, has now made more than 30 appearances in the first-team.

**DEAN WHITE (Midfield)** Dean is a former Chelsea reserve player who earned his chance in League soccer after transferring to Gillingham in 1978.

**TERRY NICHOLL (Midfield)** Terry began his League career with Crewe in 1971 then moved on to Sheffield United two years later. Southend signed him in 1975 and it was just over a year later when he moved on to Gillingham.

**PETER HENDERSON (Forward)** Gillingham invested £40,000 in Chester forward Peter this summer. He joined Chester from Witton Albion and had a couple of seasons in their League eleven.

**DAMIEN RICHARDSON (Forward)** Damien was capped twice by the Republic of Ireland and has on three occasions been the Gills' top scorer. Signed from Shamrock Rovers in November 1972, Damien has now scored more than 100 goals for the club though, in recent seasons, he has become more of a creator, than a scorer, of goals.

**KEN PRICE (Forward)** Ken, top scorer with 17 goals last season, is a man with a proven scoring record, grabbing 20 in 1977/78 and 15 the following season. He was first spotted playing for Dudley Town and was snapped up by Southend United. After a short stay with the Essex club, Ken initially joined Gillingham on loan in 1976.

**DANNY WESTWOOD (Forward)** Danny scored on his League debut for Q.P.R. yet they never gave him another chance. Gillingham signed him in 1975 and he has been a consistent scorer for them ever since.



# Town through time

## Centre forwards

by paul plowman



In April 1899 centre-half NEIL LOGAN, who had come from Sheffield United the previous summer, was called upon to lead the attack in a Southern League fixture with Tottenham at Gilpin Park - and he scored in a creditable 1-1 draw. Logan became one of Swindon's first utility players, filling in where and whenever necessary and was also the first to top one hundred League appearances for the Town - rare loyalty in the days when considerably higher wages than the £2 per week offered by Swindon could be gained elsewhere. Apart from one season with Blackburn Rovers, he was to stay with the club until 1906. For the visit of Brighton United (no connection with the present Albion Club) on March 3 1900, the directors decided to give a trial at Centre forward to a new man and, not wishing to disclose his identity to an often fickle public, submitted to the press the name 'A. Newman'! He was in fact TOMMY GREEN, a young Welshman from Ebbw Vale and he celebrated his debut with the third goal in a 4 - 0 win. Unfortunately for him - and the Town - his efforts came to nothing as Brighton United folded up before the end of the season, the six goals and three points which Swindon had taken from the two encounters being eradicated from the records. Green failed to impress his employers sufficiently and left to join Middlesbrough in the 1900 close season.

Following the 1900-01 campaign, when a total of only nineteen goals were scored, the management injected some fresh blood into the forward line with the signings of Davie Cowan (from Dumfries), TOM BRADSHAW (Nottingham Forest) and FRANK BECTON (Preston North End). Frank was one of the 'old invincibles' from Preston's all-conquering days of the early 'nineties. He had twice been chosen to represent the Football League, blasting a hat-trick in a 4-1 win over the Scottish League in Glasgow in April 1895 and hitting two more against them in a 5-1 rout at Liverpool a year later. Cowan had played alongside Becton at Deepdale some years earlier and it was hoped that the old partnership would again produce the goals. But it was not to be. The 'goals for' column registered just sixteen at the close of business in the spring of 1902 - with only three coming away from home (and one of

those was scored by a Kettering full-back!) Becton's contribution was six. Ironically, he and Davie Cowan provided the goals when Swindon faced the crucial 'test match' against Fulham at Reading on the last day of April. The Town won 3-1 and thus rejoined the County Ground staff in February 1903. One player worthy of a mention at this juncture is A. E. 'Teddy' Bullock - in later years company chairman - who put in some sparkling displays with the reserve side and, on one of his rare outings with the first eleven, hit a hat-trick in a 9-0 F.A. Cup demolition of Poole Town.

Sam Allen, now installed as secretary-manager, added numerous new faces to the payroll for the 1903-04 term. Tommy Green made a short re-appearance in the Town's colours and amongst other arrivals were LOUIS LEAN, who was to give Swindon over seven years' service and JIM HOGAN, later to become a manager of renown with Aston Villa, who joined the Town from his native Burnley. Lean spent most of his later years in the second team - after having a brief change of environment with Third Lanark during 1905-06 - but his league career here might well have been extended had not a young centre-forward by the name of FREDDY WHEAT-CROFT arrived on the scene late in 1904.

To be continued.



LOUIS LEAN



# Town roll-call 80-81

APPEARANCES—GOALS . . . . . up to and incl. Saturday October 25 1980 . . . . .  
Totals include apps. as substitute.

	DIVISION THREE	LEAGUE CUP	FOOTBALL COMB.	S.E. COUNTIES DIV. 2	TOTAL
ALLAN Jimmy	16	5			21
BARRETT Colin	3	2	11		16
PEACH David	7-1	4	9		20-1
KAMARA Chris	16	5			21
ROLLINGS Andy	5-1	4-1	9-1		18-3
WALSH Roy	3	3	10		16
MILLER Ian	13-2	5			18-2
COCKERILL Glenn	12	3	3-1		18-1
ROWLAND Andy	15-5	3-1			18-6
MAYES Alan	16-6	5-3			21-9
CARTER Roy	16	5			21
McALISTER Tom			15		15
TEMPLEMAN John	2		11-1		13-1
HUGHES Brian	5	2	6		13
HENRY Charlie	10	2	6		18
ROUND David			12-1		12-1
RUSTELL Micky			12-2		12-2
BLACKLER Martin			12-1		12-1
RIDEOUT Paul			12-5	3-6	15-11
SHORT Paul			3	7-3	10-3
COCK David			3		3
PULLEN Callum				9	9
BAVERSTOCK Ray			1	8-1	9-1
BAILIE Colin			1	8	9
BATTY Paul			1	8-4	9-4
SHAW Neil				5	5
WESTLAKE Mark				9	9
DONOVAN Richard				2	2
BRISTOW Dave			1	7-3	8-3
FURLEY Rob				8	8
JEFFERIES Ross				7-3	7-3
EVANS Nigel				6-1	6-1
BYRNE Dave				6	6
LEWIS Russell	13	3	1		17
GREENWOOD Roy	12-1	3	3		18-1
LEWIS Nigel				1-1	1-1
MILES Neil				5	5
HOLDSWORTH Peter				2	2
COLEMAN Chris				3-1	3-1
TROLLOPE John	11	1	1		13
CARMICHAEL Jack			8		8
TURNER Chris	3		4		7
TUCKER Billy			5		5
WILLIAMS Brian	4		1		5
ABBLEY Steve			2		2
NIBLETT Jason				1	1
STROUD Kenny			1		1

Also appeared : Brendan Guest (triallist not retained) Comb. — 5 apps.

Bryan Hamilton (transferred to Tranmere Rovers) Lge. — 2 apps., Comb. — 4 apps.

John Bond (triallist) Comb. — 1 app., 1 goal.

## S.E. COUNTIES DIVISION TWO LEAGUE TABLE

Junior League Div. 2.	P	W	D	L	F	A	Pts.
Swindon Town	9	8		1	23	8	16
Oxford United	9	7	1	1	31	15	15
West Ham United	8	6	2		20	8	14
Luton Town	10	6	1	3	21	10	13
Cambridge United	9	6	1	2	26	16	13
Tottenham Hotspur	9	5	2	2	27	19	12
Charlton Athletic	10	4	2	4	18	17	10
Wimbledon	8	4	1	3	19	19	9
Reading	10	2	4	4	14	21	8
Brentford	8	3	1	4	19	13	7
Orient	8	2	1	5	15	17	5
Millwall	7	2	1	4	9	12	5
Chelsea	8	1	2	5	12	28	4
Peterborough United	9	2		7	7	24	4
Crystal Palace	9	1	1	7	16	35	3
Bristol Rovers	7			7	9	24	0



# TODAY'S SPORTS **Picture**



Burnley's Hamilton heads away from Swindon's Russell Lewis during a Town attack at the County Ground on Saturday.



Burnley 'keeper Stevenson leaves his goal to collect the ball from Swindon's Chris Kamara on Saturday.



# Parade



Russell Lewis (dark shirt) is well shackled by the Burnley defence as the Town pressed for a goal on Saturday.



Burnley's Martin Dobson clears from David Peach in Saturday's defeat at the County Ground.



ITEMS ON SALE IN

# Souvenir Shop

Pens:	Shaefer Pens	£1.80p	Bob Hats	£1.25p
	Shaefer Ball Point	£1.30p	Wristbands	£1.00p
	Red & White Telestar	25p	Lapel Badges	55p
	Teak (six sided, square end)	75p	Letter Rack	£1.50p
	Lisbon (six sided, round end)	50p	Tea Pot Stands	£1.60p
	Papermate	£1.50p	Splash Patches	50p
	Silver (with badge)	£1.00p	Leather Comb and Case	40p
Pencils		06p	'Fold In' Comb and Case	90p
Key Fobs:	Leather with medallion	50p	Watch Straps	50p
	With tape measure	90p	Dart Cases	55p
	Stainless steel	60p	Season Ticket Cases	45p
	With badge and St. Christopher	60p	Football Figures	£2.40p
	Attachments. (Bottle opener or		Waving Hands	65p
	Nail clippers)	add 32p	Necklet with Badge and St. Christopher	60p
Key Case		95p	Car Defroster	35p
Scarves:	Bar	£1.50p	Book Markers	30p
	University	£1.80p	Diaries	45p
	Named	£1.75p	Securikey	45p
	Satin	£1.20p	Rings	50p
Mugs		£1.00p	Playing Cards	£1.10p
Tankards		£1.40p	Beaney Hats	£1.00p
Ashtrays	Oval	£1.20p	Panelled Caps	£1.50p
	Round	95p	Photographs - Individual players	35p
Pennants		50p	Team	65p



## Swindon Town Football Club SAVINGS SCHEME

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# Commercial Office!!!

During the Swindon Shopping Spree Week we were fortunate enough to have a stand in **Normans Furnishing Store**. This created a lot of interest among the shopping public who bought our Lottery Tickets together with souvenirs. During the afternoons our First Team Squad were available for autographs and this was appreciated by a lot of fans who had purchased our Souvenir Handbook and then were able to get the photographs inside signed by the players.

Our thanks are due to Mr Richard Wallis and his staff at Normans for allowing us to use the space in their store. It was very much appreciated.

## Swindon Town 1980/81 Souvenir Handbooks

There are still a few left and if you would like one then call at the Commercial Office or send a Postal Order or Cheque for 70p to The Commercial Office, County Ground, Swindon, Wilts.

Doug Buswell,  
Commercial Manager

**John Ward** Continued  
money into the game", Doug continued, "and there is it, going out of English football."

He feels the same way about the pools. "We really ought to run our own, and keep the proceeds in the game. It would take a few million to set up but it would be so worthwhile. What football needs is a Mark McCormick, a commercial supremo covering both the FA and Football League. He could overcome the present fragmentation and go in for bulk buying with kit, for example. Imagine how much easier it would be to sell advertising space nationally with a guarantee of reaching around 500,000 spectators each Saturday, compared with Swindon trying to do a deal on its own with Esso, and only able to offer a crowd of about 6,000."

Doug is fully conscious of the separate identity, as well as the importance of the Commercial Manager. "We have just amalgamated with John Camkin's organisation, the Football League Secretaries, Managers and Coaches Association, and I'm afraid we may be swallowed up," he said. He had now cheered up a lot however and we parted on an outrageous note: "The players think they are the bees' knees," he cracked. "In fact, they aren't worth one lottery ticket salesman!"




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# Soccer Scene

Former Swindon player Bryan Hamilton, who left to take over as manager of Fourth Division Tranmere Rovers in September, is thoroughly enjoying his new job. Bryan, who was our reserve-team manager until the time of his departure, received a rousing welcome from home fans.

Now he has set himself a high target. "I've already set my sights upon winning promotion in 1981", he says. "I have taken over a good playing staff, one I'm sure is quite capable of winning promotion. I have always been an ambitious player and now I want to become an even more ambitious manager."

One of Mr. Hamilton's biggest disappointments so far at Prenton Park has been the size of the crowds. They are hovering around the 2,000 average mark at the moment.

Tranmere were level with the 21st club when Mr. Hamilton took over at the end of September. They won four and drew two of the first seven games he was in charge and then found themselves only three points behind then fourth club.

Norwich full-back Kevin Bond will not be permitted to follow his father John Bond to Manchester City because Norwich chairman Sir Arthur South has placed an embargo on all deals between the clubs for the time being. But Bond junior is still determined to leave Carrow Road.

After posting a written transfer request, he explained: "My heart is no longer in Norwich City. The arguments when my father left the club to become manager of Manchester City were most unpleasant. In all my life, I never seen my father so upset before. I can't really have any feelings for the club anymore."

Northampton Town have been forced to close a quarter of their ground, even though they have never experienced crowd problems. The football club shares the ground with Northamptonshire County Cricket Club and one length of the soccer pitch - known as the "Cricket Side" had always had wooden terracing placed along it for the football season.

The problem was that only a loose rope separated spectators from the pitch. It's probably another sad reflection of these times that, though the club had never suffered any problems from that section of the crowd, they have been advised by the F.A. and the police to close it to the public.

The decision will not hit the club financially. With gates of around 2,000, there is ample room for everyone in other sections of the stadium.

Striker Keith Bowen has been absent from the Cobblers' team for three weeks due to his studies. Keith is studying to become an accountant and, as such, is not permitted to earn money from football. He is currently a non-contract player with the club but he was still top scorer with 12 goals last season.

Now that he is reaching an advanced stage in his studies, Keith has had to abandon all training and playing temporarily while going away on a course.

Aldershot maintained their remarkable home record, and gave a considerable boost to their promotion drive, when they defeated Doncaster 1-0 at the Recreation Ground. That extended their run to ten home games without conceding a goal - the only club in the country with such a claim.

Stuart Robinson, their close-season signing from Newcastle, netted the all-important goal. It was his second since joining the club.

Lincoln's Gordon Hobson hit a career-best four goals against unlucky Northampton Town. Hobson is the only survivor of the Lincoln team taken over by Colin Murphy when he was appointed manager in November 1978 and his judgment has certainly been proved exceedingly sound.

Hobson's four-goal hit against Northampton took his season's tally to 13 goals. That already surpasses his previous best tally of 10 for a whole season achieved last term.

Torquay United have launched a special discount scheme for young spectators and their parents who can now obtain seats at Plainmoor at half-price. "This means they can obtain a seat for the same price it costs to stand on the terraces," explained manager Mike Green.

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# Tuesday November 4 1980

## SWINDON TOWN

- 1 Jimmy ALLAN
- 2 John TROLLOPE
- 3 David PEACH
- 4 Chris KAMARA
- 5 Russell LEWIS
- 6 Roy CARTER
- 7 Ian MILLER
- 8 Glenn COCKERILL
- 9 Andy ROWLAND
- 10 Alan MAYES
- 11 Brian WILLIAMS
- 12 Andy ROLLINGS



## GILLINGHAM

- 1 Ron HILLYARD
- 2 John SHARPE
- 3 Andy FORD
- 4 John OVERTON
- 5 Mark WETHERLY
- 6 John CRABBE
- 7 Dean WHITE
- 8 Terry NICHOLL
- 9 Ken PRICE
- 10 Danny WESTWOOD
- 11 Billy HUGHES
- 12

Linesmen: Red Flag: MR. J.M. CARTER, Christchurch, Dorset Yellow Flag: MR. B.S. LOCK, Yeovil, Somerset

### REFEREE:

#### PETER G. REEVES (Leicester)

Started refereeing with the Leicestershire County F.A. in 1958, then graduated via the Football Combination to the Football League's full list. Refereed the Charity Shield in August 1978, the Football League Cup Final in March 1979, a European Cup Winners Cup match and an International match. Appointed to the F.I.F.A. panel of referees in 1978/79.

A married man, with two sons, he is Sales Director for a hosiery company. Played football for England schoolboys in 1947 and continued to play - until 1958 - was a professional with Leicester City and Mansfield Town. His interests are walking, tennis, squash, cricket and gardening and he also likes crossword puzzles.