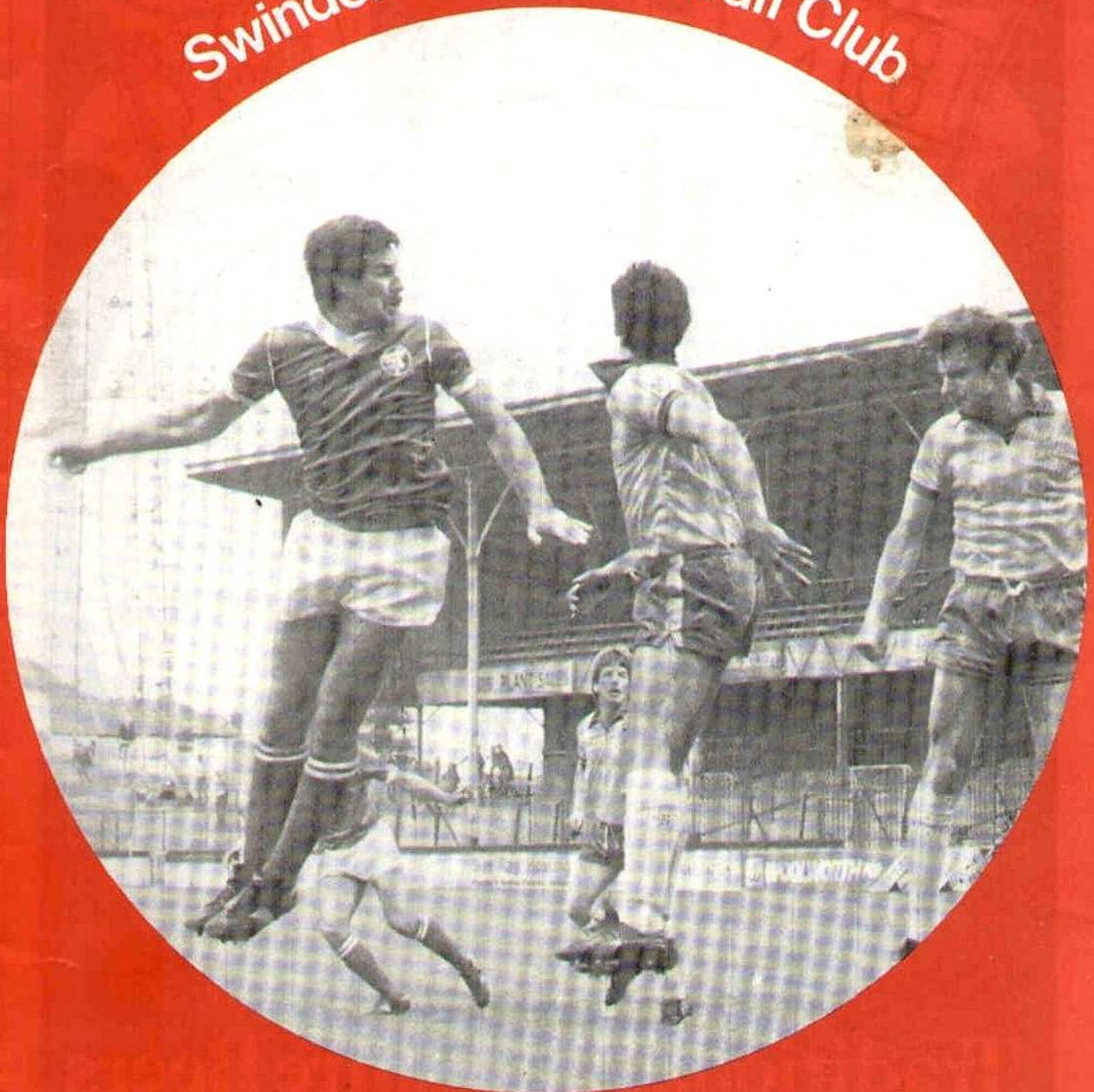




Swindon Town Football Club



CREWE ALEXANDRA

at the County Ground, Swindon Saturday, 25th September
Kick-Off 3:00p.m. Official Match Magazine 35p

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Talk of the Town by the Chairman

We welcome the players and officials today from Crewe Alexandra, Crewe being well known by the people of Swindon as a railway town like ourselves. Since writing my last notes we have made our exit from the Milk Cup, but not after putting up an impressive display at Bristol. Our supporters who witnessed this game must have been amazed at the decision to disallow the goal scored by Howard Pritchard, once again one of those controversial offside positions.

Our journey to Rochdale was more fruitful and the point won was well deserved. Our usual loyal supporters met us on our arrival at the ground, but I am sorry to say that our good name was dragged through the mud by a few hooligans that possibly did not travel with the official supporters coach. I understand that one person was taken to the local Police Station and on receiving details from them we shall be prepared to keep such people from our ground.

The press has recently given a lot of coverage to the comments of several First Division Chairmen, including the chairman of the Football Association, regarding their desire to see a super league, unfortunately in my opinion at the expense of the existence of the third and fourth division clubs. A super league of some of the first division clubs would obviously be of great interest to the supporters of these clubs, but what of the remaining clubs of our League whom have been in existence for nearly a century. The formation of four divisions over the years has resulted in 'creaming' the best players from the lower divisions to help form the top clubs to the present standard.

It has been suggested that the various forms of income that comes into football should be channeled into the Super League Clubs. The supporters of football clubs who follow their local team will surely be aghast at this suggestion because their pleasure comes in following the fortunes or otherwise of their own particular club and will not be in the least interested in following the fortunes of say the Spurs playing away in Timbuctoo.

There will be a league one day, of teams competing from different countries possibly. Call it what you like, but it will take more than the present economic catastrophe of this country to stop competitive football as it has been played during the last century.

There are bound to be changes in the constitution of our leagues due to the fact that clubs are having to face up to dwindling attendances, hence less income to meet present day expenditure, but football will not die because of this.

Swindon's sports followers were shocked and saddened to hear of the death of Martin Hewlett of the Robins speedway team. Many of our followers are also ardent supporters of our local speedway team.

On Tuesday last we played Chelsea in the Football Combination, with Chelsea winning an exciting game by four goals to three. Alan Mayes played in the Chelsea side and showed that he has not lost his quickness off the mark that brought him so much success when playing alongside Andy Rowland when he was with us. Alan is fighting to regain his first team status after an injury.

Today's mascot is Matthew Prior who is aged 10 and lives in Swindon. Hoping that you enjoy today's game and thank you for your support.

Since my last notes the results have not been as we would have wished due mainly to the inconsistencies of our performances. In each game we have played well enough for long periods throughout each game but have been unable to sustain such pressure through the ninety full minutes period. The game versus Halifax was the biggest disappointment as it gave our first home defeat of the season. This game supports my earlier comments for in the first half we played well enough and had many chances that had they been taken the remainder of the game would have been relatively easy for us.

Having not made the most of this superiority we lost all of our rhythm and confidence in the second half when we played very badly and received the criticism we deserved.

The second leg of the Milk Cup Competition also ended in disappointment as a good cup run could have brought much needed money into the club. Having taken a 2 - 1 lead to Bristol I was confident that we would go through to the next round but unfortunately we conceded two goals in the first half, one which was debateable and we also had a Howard Pritchard effort disallowed. This meant that we went behind on aggregate and

as those supporters who went to the match will agree the team did well enough in the second half to have taken us through to the next round but we did everything but score.

It was the same story at Rochdale where again we dominated the game for long periods but failed to kill them off, coming home with only one point which I thought on the day should have been three.

The big point that comes out of these three games is that we are capable of playing some very good football and creating good chances, but due to lack of finishing and the good football is wasted and other teams are benefitting. The players have got to start believing in themselves that they can sustain the pressure over ninety minutes and hopefully this will start today.

Although the Reserves have been defeated in their last two matches against very strong opposition we have been very pleased with their overall performance. The Youth side has been knocked out of the F.A. Youth Cup because, like the first team, although they were on top for most of the game at Newport they did not make the most of the chances that they created. However, they are more than making up for this disappointing result in the South East Counties where they are undefeated and have moved into second place.

Today we welcome the Players, Officials and Supporters of Crewe Alexandra and also you our own supporters who are sticking with us through our very thin time. I hope you will have a very enjoyable afternoon seeing some good football and hopefully the right result.

**JOHN
TROLLOPE**





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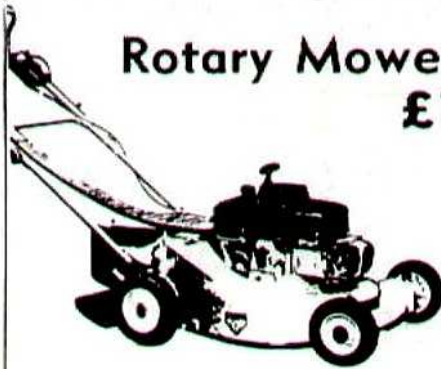
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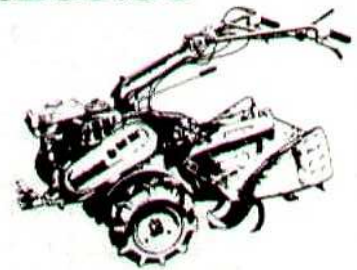
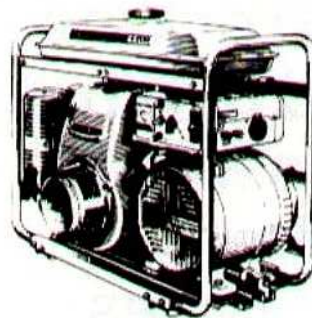
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HONDA

IN NORTH WILTSHIRE

John Ward talks to....

Roy Carter

The last time I talked to Roy Carter was early in 1978 when he had just arrived at Swindon, one of the last, and, some would say, one of the shrewdest of Danny William's buys. The economy was booming, compared with today anyway, and was thankful for the Club's good relations with a local building society so that he could get a mortgage at a time when demand far outstripped supply. With advent of freedom of contract footballers' wages were bid up rapidly as clubs struggled to keep their best players. Roy himself was soon the subject of press speculation; Manchester United were reported to be about to offer £250,00 for him. It all seems along time ago.

DISASTER

Naturally we spent some time discussing what had happened since he joined the Club. "We were on a par with Swansea or Watford", Roy reflected. "In fact you could say that the game we lost one nil against Swansea at Easter 1980 was the turning point: they have gone from strength to strength and we have declined. It shows the narrow dividing line between success and failure in football. You cannot accuse the directors of lack of ambition: they made the money available. With hindsight it must be down to buying policy. The manager identified what he thought were weaknesses in the defence but bringing a whole lot of new players all at once was bound to upset the ones already there.

"Last season was a disaster for us. It was my own worst ever: we started so well and I was scoring a lot of goals but then things began to go wrong. We never thought we would go down: it was obvious there were far worse sides than us but then came a whole lot of results which we lost when they could have gone either way. You have put it down to lack of confidence. You must have experienced it, being down at the bottom of league, to know what it's like. Things go all right in training, it's totally lacking on the pitch. It goes right through the Club, you talk and talk about it and everyone knows

that something has gone wrong, but what? You can't put your finger on anything definite. It's no good blaming the manager: it's up to the players to do it out on the pitch.

"At the end of last season I was utterly dejected. I hadn't planned a holiday but I had to get away. I went down to my family in Cornwall but of course everyone was full of Swindon being relegated. It was only then that it really began to sink in, the thought of going to places like Crewe and Halifax. I felt worse than ever. But then a miracle happened: as the new season approached it all came back to me; I was looking forward to playing football again

FAILING IN THE FOURTH DIVISION

"In preparing for the Fourth Division we have concentrated more on the physical side. I had never played in it before. Ken Beamish has been telling us all about it.

Roy is now ensconced with his wife Wendy and their one year old daughter Vicky in Swindon. They have a house at Nythe. He is 27 and while conscious of the depression hanging over the game and the consequent effect on players' prospects he is determinedly optimistic about his future. "A number of people ask me what I am doing to prepare for when I stop playing," Roy said. "I coached in some schools last year when it was arranged through the Club and I enjoyed it but I am not going out of my way to look for more. I am still looking to better myself as a player. It's no good getting depressed about the state of the game; you just have to go out and perform on a Saturday. This summer was a bad year for contracts to come up; the transfer market had got out of hand; there no longer seemed to be any £30 to £40,000 deals which are the life blood of small clubs. Players seemed to be going for nothing or a million pounds. I think that possibly things will sort themselves out a bit now; the structure of the league could become better balanced.

CREWE ALEX

Manager of the Crewe Alexandra side is **ARFON GRIFFITHS** and this will be his second season at Gresty Road. During his playing career he played with Wrexham, had a spell with Arsenal and then returned to the Racecourse Ground and eventually became Manager of that Club. Was capped for Wales and was also awarded the M.B.E. for services to football.

The squad for the current Season comprises the following:

IAN (DANNY) BOWERS. Now starting his fourth Season here at Gresty Road after making the relatively short move from Stoke City. He is a natural left sided player and has played in a variety of positions for the club but mostly at full back. He had to miss a large part of the 1981/82 Season to correct a long standing wrist injury.

NEIL SALATHIEL. He is now starting his second Season at Gresty Road and he became a firm favourite with the fans last Season with his consistent displays. He had previously played with Wrexham and has been capped at under 23 level for Wales.

BOB SCOTT. The club captain and normally occupies the No. 5 spot. A very experienced player who was born on Merseyside and started his career with Wrexham and then with Reading on loan, Hartlepool and Rochdale. This will be his fourth Season at Crewe and has only missed one game in the last two Seasons.

STEVE SMITH. Born at Lydney, Glos. His career started with Birmingham City and was capped 3 times for England Youth. Made his First Division debut against Liverpool only being beaten by a penalty in the last minute. He then moved to Bradford City and held a regular place until part way through last Season. Is keen to make the No. 1 spot his own and get back into the First Division if at all possible.



Back Row (L to R)

Jimmy Dyer (Physiotherapist), Owen Brown, Dave Goodwin, Steve Cr Neil Salathiel, Danny Bowers, Alan A'Court (Coach)

Front Row (L to R)

Sean Haslegrave, Steve Jones, Bernard Purdie, Arfon Griffiths (Manager) Clive Evans.

MARK PALIOS. Was the clubs leading scorer last Season with 12 goals. A part time player he came to Crewe from Tranmere Rovers during the 1979/80 Season. A mid-field player who always gets amongst the goals. This Season he should achieve the 300 mark in appearances for to date his total is Tranmere 190, Crewe 101, Total 291.

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ALEXANDRA



Dave Goodwin, Steve Craven, Steve Smith, Mel Dutton, Coach)

Arfon Griffiths (Manager) Bob Scott (Captain) Tony Moore,

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BERNARD PURDIE. He is no stranger to Gresty Road for prior to his move to Huddersfield he had played for the Crewe side making over 200 appearances for them. His career started with Wrexham and then had a spell with Chester. Had three Seasons at Huddersfield and can play either as a defender or in a midfield role.

STEVE CRAVEN. Another of the newcomers to the Crewe staff during the close Season. He was born at Birkenhead and joined his local club Tranmere Rovers and up to the end of last Season he had just topped the 100 mark in league appearances. Has played in a variety of positions but operates mainly as a striker.

CLIVE EVANS. Another player from Merseyside who had made over 150 league appearances for Tranmere Rovers before moving to Wigan Athletic last Season. Was released by Wigan and came to Crewe. Is a midfield player and always manages to get on the scoring lists each Season.

DAVE GOODWIN. Born Locally in Nantwich and his career started with Stoke City but then had a spell on loan to Workington before signing for Mansfield Town. After making almost 50 appearances for Mansfield he moved to Bury and shortly afterwards joined Rochdale. He came to Crewe during the last close Season. Plays in any of the forward positions.

SEAN HASLEGRAVE This will be his second Season at Gresty Road and will be hoping to top his total of appearances for last Season which was 40. A very experienced player, he had previously been with Stoke City, Notts. Forest on loan and also the Preston North End. Normally plays in a mid-field role.

STEVE JONES. This will be the second time that he has been with Arfon Griffiths for he was signed by him at Wrexham. He was released by the Welsh Club and came to Gresty Road, he is a very promising player and will gain a lot as he acquires league experience.

TONY MOORE. Born in Wolverhampton he played in non league football with Kidderminster and Burton Albion before he joined Sheffield United. Was with Sheffield for three Seasons and played close on 50 games for the Yorkshire side. He has always played in the full back position. Should prove to be a useful acquisition for the club.

From the Crewe Alexandra Archives

Compiled by PAUL PLOWMAN

Crewe's compact little Gresty Road ground may now be overshadowed by a giant British Railways office block, but long before that appeared on the skyline the Cheshire club was firmly in the minds of the football authorities. Back in 1887 Crewe had been chosen as one of the venues for the F.A. Cup semi-finals. It was still at a time when Scottish and Irish clubs were allowed to compete (there were no fewer than seven entrants from north of the border that season) and thus Aston Villa met and defeated Glasgow Rangers there by three goals to one and went on to lift the trophy. The Crewe club itself reached the last four a year later, although they actually suffered a defeat along the way. It was not unknown in those days for opponents not to turn up - and when they did there were numerous disagreements concerning rules. One such dispute followed Alexandra's 2 - 3 dismissal at the hands of a collection of soccer nomads calling themselves the Swifts, in a Fourth Round replay in Kensington London. A Crewe official discovered that the crossbar at one end of the ground was all of two inches lower than the stipulated height! The club's protest was upheld and they went on to dispose of Derby County 1 - 0 and Middlesbrough 2 - 0 away, before going down 0 - 4 to Preston. Crewe was elected to the Football League upon the formation of the Second Division in 1892 but the club was not one of the more successful. 'Alex' made their League bow at Burton United on September 3 and the 1 - 7 reverse set the pattern for the four seasons to come. The following team represented Crewe on that opening day:

Hickton, Moore, Cope, Linnell, Osbourne Bennett, Pearson, Bailey, Barnet, Roberts

John Pearson was the goalscorer. Crewe managed just two draws in eleven away games during the first season - but worse was to follow as they failed to gain a solitary point from their travels in 1894/95 and scored just six goals for the loss of 69! Alex said goodbye to the Second Division follow-

ing one more dismal season. After a 1 - 4 defeat at Loughbrough Town on April 18 1896, Crewe could muster only four re-election votes and lost their Football League status.

A quarter of a century had passed before Alexandra returned as associate members. They kicked off at Tranmere on August 27 1921 and although Billy Caulfield opened Crewe's account, Rovers came back to win 4 4-1. They finished a respectable sixth in the Third North at the end of the season - a position that the club has never since been able to improve upon. In the late 'twenties and early 'thirties Swindon had a Harry Morris on their books, but Crewe were able to boast two - both half-backs! Alex signed a Harry Morris from Wigan Borough in the summer of 1925 and Harold Morris from Shropshire club Whitchurch a year later, at the same time that the Town were signing Harry 'Abe' Morris from Swansea. By 1931 one of the Morris's at Gresty Road had given way to Welsh international Fred Keenor - who had won a Cup-winner's medal with Cardiff City - and who finished his League career with Crewe before becoming player-manager to Oswestry Town in 1934.

KEY OF THE BOARD

- A Aldershot v Hull City
- B Bristol City v Scunthorpe
- C Chester v Hereford
- D Colchester v Blackpool
- E Darlington v Port Vale
- F Hartlepool v Tranmere
- G Mansfield v Rochdale
- H Wimbledon v Torquay
- I York City v Peterborough
- J Aston Vill v Swansea
- K Brighton v Birmingham
- L Coventry v Everton
- M Liverpool v Southampton
- N Manchester Utd v Arsenal
- O Norwich v West Brom. Alb.
- P Notts. County v Ipswich
- Q Stoke v Luton
- R Tottenham H. v Nottm. Forest
- S Watford v Sunderland
- T West Ham Utd. v Manchester Utd.

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DIVISION 4

FOOTBALL COMBINATION

DIVISION 4					FOOTBALL COMBINATION		
Date	Opponents	Ground	Score	Opponents	Ground	Score	
1982							
Sat. Aug. 28	Port Vale	H	1 - 0	Southampton	A	0 - 0	
Tues. Aug. 31	Bristol City MC1 1L	H	2 - 1				
Sat. Sept. 4	Blackpool	A	1 - 2				
Wed. Sept. 8	Hereford United	A	2 - 1	Bristol Rovers	H	1 - 0	
Sat. Sept. 11	Halifax Town	H	0 - 1	Swansea City	A	0 - 1	
Tues. Sept. 14	Bristol City MC1 2L	A	0 - 2				
Sat. Sept. 18	Rochdale	A	1 - 1				
Tues. Sept. 21				Chelsea	H	3 - 4	
Sat. Sept. 25	Crewe Alexandra	H					
Tues. Sept. 28	Northampton Town	A		Birmingham City	A		
Sat. Oct. 2	Hull City	A					
Tues. Oct. 5	MC2 1L			Charlton Athletic	H		
Sun. Oct. 10	Colchester United	H					
Tues. Oct. 12				Watford	H		
Sat. Oct. 16	Bury	A					
Wed. Oct. 20	Torquay United	A		Leicester City	A		
Sat. Oct. 23	Mansfield Town	H					
Tues. Oct. 26	MC2 2L			Norwich City	H		
Sat. Oct. 30	Chester	A		Tottenham Hotspur	A		
Tues. Nov. 2	Tranmere Rovers	H					
Sat. Nov. 6	Darlington	A					
Tues. Nov. 9	MC3			Reading	H		
Sat. Nov. 13	York City	H					
Tues. Nov. 16				Fulham	A		
Sat. Nov. 20	F.A. Cup Round 1			Ipswich Town	A		
Fri. Nov. 26	Stockport Co.	A					
Tues. Nov. 30	MC4			Brighton & Hove A	H		
Sat. Dec. 4	Peterborough United	H					
Tues. Dec. 7				Queens Park Rangers	A		
Sat. Dec. 11	F.A. Cup Round 2						
Tues. Dec. 14				Crystal Palace	H		
Sat. Dec. 18	Hartlepool United	H		West Ham United	A		
Tues. Dec. 21				Arsenal	A		
Mon. Dec. 27	Aldershot	A					
Tues. Dec. 28	Wimbledon	H					
1983							
Sat. Jan. 1	Bristol City	A		Luton Town	H		
Mon. Jan. 3	Scunthorpe United	H		Bristol Rovers	A		
Sat. Jan. 8	Blackpool (FA3)	H					
Tues. Jan. 11				Millwall	A		
Sat. Jan. 15	Port Vale	A					
Tues. Jan. 18	MC5			Southampton	H		
Sat. Jan. 22	Rochdale	H					
Tues. Jan. 25				Chelsea	A		
Fri. Jan. 28	Halifax Town	A					
Sat. Jan. 29	FA4						
Tues. Feb. 1				Ipswich Town	H		
Sat. Feb. 5	Crewe Alexandra	A					
Tues. Feb. 8	MC SF1			Swansea City	H		
Sat. Feb. 12	Hereford United	H					
Tues. Feb. 15	Torquay United (MC SF2)	H		Charlton Athletic	A		
Fri. Feb. 18	Colchester United	A					
Sat. Feb. 19	FA5			Watford	A		
Tues. Feb. 22				Arsenal	H		
Sat. Feb. 26	Bury	H					
Mon. Feb. 28	Tranmere Rovers	A					
Tues. Mar. 1				Leicester City	H		
Sat. Mar. 5	Mansfield Town	A					
Wed. Mar. 9				Norwich City	A		
Sat. Mar. 12	Chester (FA6)	H					
Tues. Mar. 15				Tottenham Hotspur	H		
Sat. Mar. 19	Darlington	H					
Wed. Mar. 23				Reading	A		
Sat. Mar. 26	York City (MC F1)	A					
Tues. Mar. 29				Fulham	H		
Fri. Apr. 1	Wimbledon	A					
Mon. Apr. 4	Aldershot	H					
Wed. Apr. 6				Oxford United	A		
Sat. Apr. 9	Peterborough United	A					
Tues. Apr. 12				Millwall	H		
Sat. Apr. 16	Hull City (FA SF1)	H					
Mon. Apr. 18				Luton Town	A		
Sat. Apr. 23	Hartlepool United	A					
Tues. Apr. 26				Queens Park Rangers	H		
Sat. Apr. 30	Stockport County	H		Brighton & H.A.	A		
Mon. May 2	Scunthorpe United	A					
Tues. May 3				Birmingham City	H		
Sun. May 8	Northampton Town	H					
Tues. May 10				West Ham United	H		
Sat. May 14	Bristol City	H					
Tues. May 17				Crystal Palace	A		
Sat. May 21	F A CUP FINAL						
Tues. May 24				Oxford United	H		

Picture Parade...

BY DAVE EVANS



Brian Hughes leaps into midfield action against Halifax, watched by Mike Graham (right)

Town through time

A match to remember

NUMBER 2.

by paul plowman

SWINDON TOWN 4 LUTON TOWN 0
October 19, 1907

The footballing fraternity in Swindon was hungry for success in 1907, the Town club having only once finished above the bottom five places in the Southern League since the turn of the century. In 1907/08 Swindon had made yet another inauspicious start and were in twelfth position, having failed to score more than once in a game since a 2 - 1 opening day victory over West Ham at Upton Park. Changes would have to be made. At the back, Jimmy Gill came in for Danny Aitken and halves Billy Tout and veteran Bob Innes changed places. In the forward line, the right-wing pairing of Harry Lyon and Jimmy Johnston gave way to Johnny Kidd and a largely unknown reserve player by the name of Harold John Fleming, who was making his debut. Luton, having finished fourth in the previous two seasons found themselves propping up the rest of the League - and they were without regular keeper Peter Platt. The following teams took the field:

Swindon Town: Ling; Gill; Walker; Innes; Tout; Chambers; Fleming; Kidd; Rushton; Warburton; Fenton.

Luton Town: Jarvis; Hogg; McCurdy; Hawkes; (R M), White; Jones. Rigate; Hawkes (F); Hall; Moody; Walders.

A breeze blew diagonally across the ground as Peter Chambers won the toss for Swindon. Luton's amateur England international, the auburn-haired Bob Hawkes, was given the task of policing Freddy Fenton but the Town winger was far from subdued. The Borough Press (forerunner of the Swindon Football Pink) commented '..... much amusement was caused by the good-natured tussles between Fenton and Hawkes, the forward though getting the best of it . . . ' Young Fleming's first touch came when he took a Kidd pass, danced round McCurdy and gave Jarvis plenty to think about. George Rushton was heading stright for goal when he was brought down on the edge

of the area. From the freekick, Fleming again tested the reserve keeper and when he was unable to hold the shot FRANK WARBURTON was on hand to head home. Rushton should have made it 2 - 0 when he was left with an open goal, but he fell over the ball - whilst at the other end Fred Hawkes (no relation to Bob) went down in the area and there was a 'strong appeal for the extreme punishment' which referee Fallowfield chose to ignore. As Jarvis saved from Kidd, he was almost bundled into the net by a combination of Rushton and Warburton - a perfectly legitimate action in those days! It was Kidd who increased Swindon's lead when a Rushton shot cannoned off McCurdy and fell into his path. Five minutes before the break Jarvis was once more troubled by Fleming and RUSHTON made it 3 - 0. The first corner of the game did not come until after the interval and, as the North Wilts Herald explained '..... the ball, taken by Rigate, was falling in dangerous proximity to the goal when Chambers fisted out ' Much to the delight of the home crowd, Abe Jones blasted the resultant penalty high over the bar. There soon followed a spot-kick at the other end and when McCurdy handled, but the inexperienced Fleming shot straight into Jarvis' hands - and then Rushton netted only for a linesman to intervene and deem FLEMING to be offside. But the 20 year old from St. Mark's had the final word when he beat two defenders to blast the ball home and complete the scoring.

Attendance: 4,000 Gate Receipts: £107 '..... He has the requisite build and speed and is a model of coolness ' spoke the Herald on their first glimpse of Harold Fleming - and that coolness brought him close to 200 goals and eleven England caps in a career lasting until 1934.

Next in this series Swindon v Manchester City in 1910.



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TODAY'S TEAMS

SWINDON

- 1 JIMMY ALLAN
- 2 CHARLIE HENRY
- 3 KEVIN BADDELEY
- 4 GARY EMMANUEL
- 5 RUSSELL LEWIS
- 6 MIKE GRAHAM
- 7 HOWARD PRITCHARD
- 8 PAUL BATTY
- 9 PAUL RIDEOUT
- 10 ANDY ROWLAND
- 11 LEIGH BARNARD
- 12

CREWE

- 1 STEVE SMITH
- 2 TONY MOORE
- 3 DANNY BOWERS
- 4 NEIL SALATHIEL
- 5 BOB SCOTT
- 6 MARK PALIOS
- 7 SEAN HASLEGRAVE
- 8 MEL SUTTON
- 9 STEVE JONES
- 10 CLIVE EVANS
- 11 STEVE CRAVEN
- 12



REFEREE:

MR. ALAN E. CRICKMORE (Plymouth). Started refereeing in 1966 in the Plymouth and District League and has progressed through the Western League to the Football League List. In 1982 acted as linesmen in an F. A. Cup semi-final.

A married man with two children he works as a Senior Purchasing Officer with Devon County Council. His hobbies include cricket and chess, and he enjoys giving talks to local referees societies.

LINESMEN:

MR. R. B. GIFFORD - Hengoed, Mid. Glam.

MR. D. S. JOSHAM - Bristol