

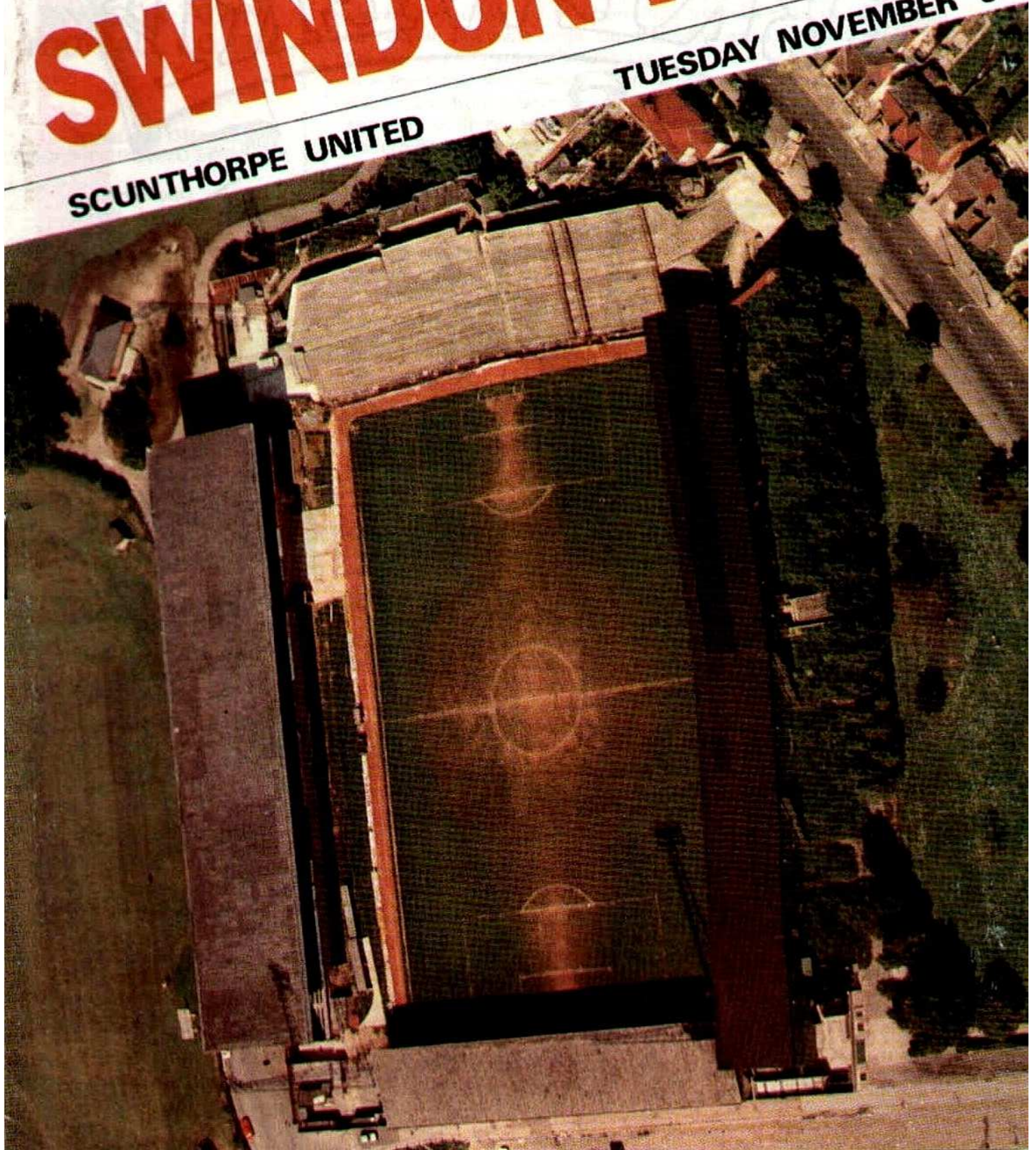
Official Programme 45p



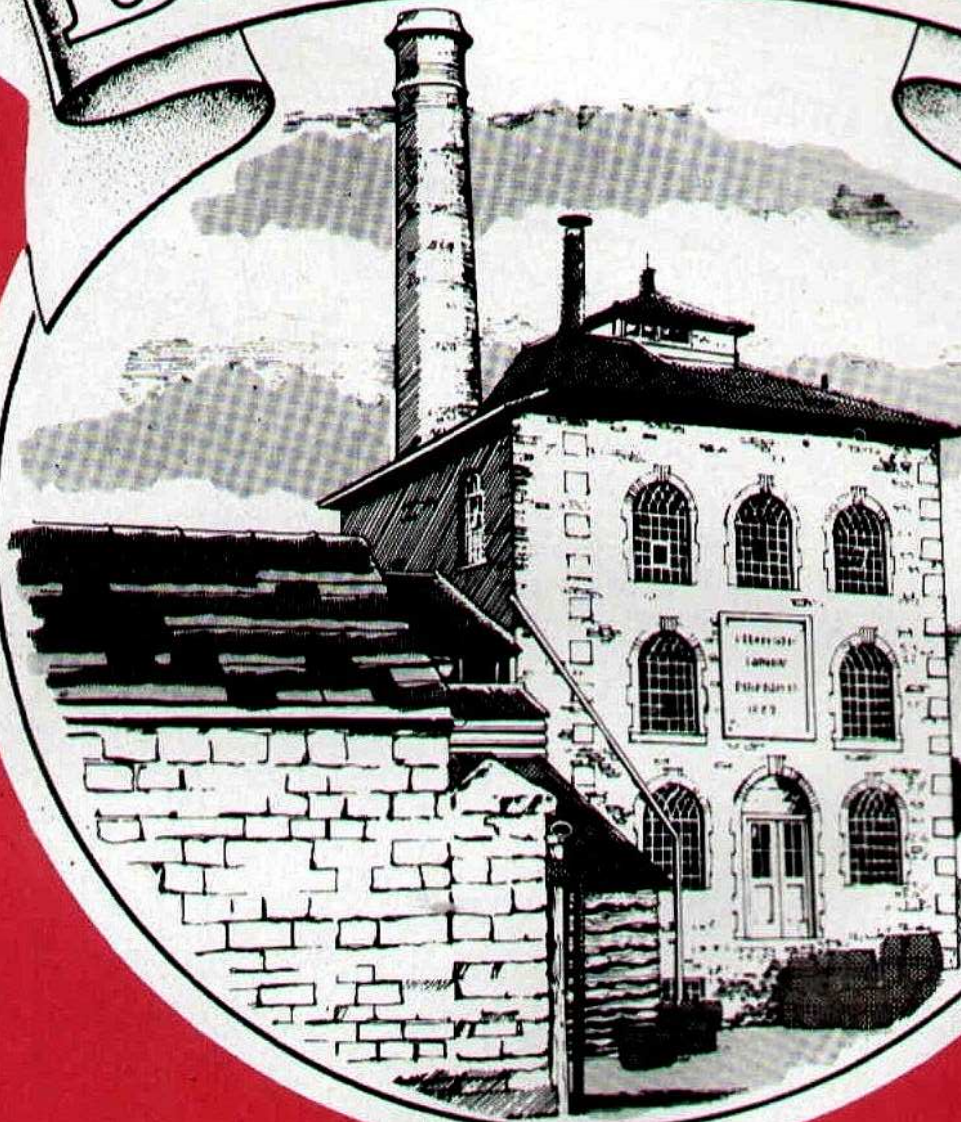
SWINDON TOWN

TUESDAY NOVEMBER 6

SCUNTHORPE UNITED



ARKELLS BREWERY



Traditional Wiltshire Beers
Enjoy a pint



SWINDON TOWN FOOTBALL CO. LTD.

Registered Office:
COUNTY GROUND SWINDON

President:
Mr. W. J. CASTLE

Chairman:
B. HILLIER

Vice-Chairman:
G. W. HERBERT

Directors:
D. ALDERTON
N. ARKELL
W. DORE
C. J. GREEN
C. HOWARD
T. J. KEARSEY
L. SMART
R. STEPHENSON

Player Manager:
LOU MACARI

**Administrative Manager/
Secretary:**
R. JEFFERIES

Telephone No. 22118

**Financial Manager/
Company Secretary:**
R. A. MORSE

Commercial Manager:
D. BUSWELL

Club Medical Officer:
Dr. J. NICHOLAS

Cover Aerial Photograph by
Sealand Aerial Photography
of Chichester.

Printed by: EJW Colour Print Ltd.
Stratton Road, Swindon, Wiltshire.

Chairman's Comments

This evening we welcome to the County Ground the Directors, players and supporters of Scunthorpe United and let us hope that we have an enjoyable game. Our last home game against Stockport County was very enjoyable with the team returning to winning ways in a most emphatic manner. I am sure you will all agree that this result came from a team effort rather than individual performances and it is to be hoped that we shall have maintained that kind of performance at Rochdale last Saturday to keep the momentum going and consequently a gradual ascent up the league table.

Our F.A. Cup draw away to Dagenham Football Club of the Gola League creates a David and Goliath situation and obviously we must be on top of our game to go through to the next round. If progress is to be made in the F.A. Cup Competition, games such as this must be overcome and, hopefully, as many of you as possible will travel on the 17th November to help the team on their way.

You may have read in the local press of our initial talks with the Thamesdown Council whereby the proposed athletic track to be laid in the County Ground Extension might be incorporated with the facilities of this ground, with the installation of a artificial surface to replace the existing pitch. However, at this late stage, the councillors felt that the project would not be viable financially, although it is still our intention to explore the installation of an artificial pitch to ascertain if this aspect alone would be an advantage and a viable financial proposition to the Swindon Town Football Club. Such an asset would obviously permit a great usage of the County Ground facilities. I am certain that the thought of our national game being played on this type of surface permanently, would not meet the approval of everyone, but it would appear that finances will dictate that many clubs will go this way in the next few years. The standard of this product would now appear to be improving with the introduction of the sand filled surface.

Our next Sporting Dinner is arranged for Monday 10th November, when our guest speakers will be Stanley Marteson and Richard Pitman. Tickets are now available from our Commercial Office, priced £12.50 each and I would like to say thank you to our sponsors for these evenings, Mr John Jeffcoat of the Swindon Car Auctions.

My thanks also to today's sponsors, Mr Ken Knox of SW Transport, Mr Julian Wilson, the well known racing commentator, Mr Edwards of Triumph International, Mr Vockings of Metalite Engineering and Mr Nigel Eady of West Hanney.

Lowndes Lambert Group

sponsors of Swindon Town F.C.



Lowndes Lambert Group Limited

International Insurance Brokers

Aspen House Temple Street Swindon Tel: Swindon 26252

Head Office: 53 Eastcheap London EC3P 3HL *And and at Lloyd's*



I'd like to take this opportunity to thank Swindon Town for giving me the chance to play in the Football League again. Lou Macari and Harry Gregg brought me to Swindon to score goals and hopefully plenty of them so I'm aiming to beat my best season of 18 goals when I played for Crewe Alexandra.

It's up to us now to try and play as well as we did when we hammered Stockport County last week. I'm sure you'll be seeing plenty of goals at the County Ground this season if we can create as many chances in every game. All the players enjoyed last weeks victory for not only did we score 4 goals, we also knocked the ball about very well, so we'll be aiming to carry on tonight where we ended against Stockport.

I'm really enjoying playing League soccer at Swindon because once you've been a Professional Footballer its very hard to find a more enjoyable job. I was out of Professional Football for 2 years playing non-league and now I'm back I'll be trying very hard to make the most of it.

Above all I'd like to think my stay here will be a long and successful one for the club and myself.

Finally your support is much appreciated by all the players and we hope you continue to give us your full support.

Best Wishes

Peter Coyne



CASTLE'S

Office and Bakery

4 and 5 MARKET STREET SWINDON

Telephone 22017



Specialists

Wedding Cakes, Birthday Cakes.

Try our Wholemeal Bread and Wiltshire
Lardies and Delicious Dairy Cream Cakes

Welcome to Scunthorpe Utd

BY DAVE KING

Recent results prior to last Saturday's home match with Aldershot would suggest that perhaps the South Humberside club have overcome the trauma of instant relegation following their successful promotion campaign of the previous season. Along with the dismissal of former manager Allan Clarke on the eve of the current season, and the promotion of former coach Frank Barlow to replace him, caused an early season upheaval which was apparent in early season results. With only one defeat in the last seven matches, and a most creditable away win in their last away match at Bury, the team the former Chesterfield manager inherited has begun to show more consistency.

After ten away wins in their promotion winning season of 82/83 it seemed inconceivable that United would have to wait fifteen months before recording another! But, after defeating Chester City 2 - 1 on May 14th 1983, it was not until the 6th October this season at Northampton that United recorded another away win!

Their results this season have been: HOME — Colchester drew (2 - 2), Chesterfield lost (2 - 4), Crewe lost (2 - 3), Halifax won (3 - 0), Blackpool drew (1 - 1), and Torquay won (2 - 0). AWAY — Chester drew (1 - 1), Exeter lost (1 - 2), Darlington lost (1 - 2), Peterborough lost (1 - 3), Northampton won (2 - 0), Southend drew (1 - 1), and Bury won (1 - 0). In the Milk Cup United were beaten 6 - 3 by Aston Villa on aggregate in the Second Round, one of Villa's goals coming from Paul Rideout, after disposing of Mansfield on penalties after a 2 - 2 aggregate draw in the First Round.

Included in this season's squad of players are the following: Missing in recent matches through injury has been goalkeeper JOE NEENAN who was a former York City apprentice, for whom he made 56 League appearances, before joining United in 1980. His appearance in United's first ten League matches took his total of League appearances to 187 earlier this season. For United, 25 year old Joe was ever present in 1982/83.

Replacing Joe in recent matches has been 23 year old PAUL GREGORY from Doncaster Rovers, who is on a months loan. Previously with Chesterfield where he made 23 League appearances. Paul has also appeared in the Third Division for Rovers this season.

Former club apprentice NEIL POINTEN will be twenty on November 28th, he played in every League match of 82/83 season. Neil who had made his debut the previous season, played his 100th League against Chesterfield on September 15th in a home defeat. Neil has scored two League goals during his career.

Yet to score in a League match is 22 year old former Barnsley apprentice PAUL LONGDEN, after only five appearances for the Yorkshire Club in two seasons, he joined United last season and made 43 League appearances.

Central defender ALAN WHITEHEAD joined United during last season from Brentford, playing in the final fifteen matches of last season. Alan who will be 29, on the 30th of this month made 102 League appearances at Griffin Park. Played against our First Round opponents in the F.A. Cup Dagenham last season in the away 8 - 2 draw, and the 2 - 1 replay win. Originally joined his home town club Bury in 1977, and in four seasons at Gigg Lane this former club mate of Andy Rowland was one appearance short of a century of League matches for Bury before joining Brentford.

Alongside Alan in a central defenders role is usually JOHN GREEN, the former Rotherham apprentice who made 248 League appearances in eight seasons at Millmoor, he joined Scunthorpe after playing in the first match of last season for Rotherham at Southend. Twenty six year old John then played in the remaining 45 League matches for United, scoring twice, away to Newport, and home to Burnley.

Another player to join United during the course of last season was former Wolves midfield player MICK MATHEWS who after joining the Molineux Club as an apprentice made 76 League appearances before joining United, 24 year old Mick scored his first League goal for United in the home match with Bradford City last season. This season he has scored in the home match with Halifax, and the significant away match at Northampton.

Experienced 30 year old MIKE BROLLY has played for Chelsea, Bristol City, Grimsby Town and Derby County before joining United last season. Mike missed only twenty two League matches in six seasons with Grimsby Town! Scored four goals in his first season with United last season.

Midfield player MIKE LESTER has now played for eight League Clubs. After joining Oldham as an apprentice, Mike joined Manchester City for £80,000 after only 27 League appearances at Boundary Park. That early promise was not sustained and after only two League matches with the Maine Road Club, and nine on loan to Stockport County, he left the country to play for Washington Diplomats in America on his return subsequent moves to Grimsby Town, Exeter City, and Bradford City led to United paying £7,000 for 30 year old Mike in 82/83. He scored in our 2 - 0 defeat at Scunthorpe that season, and scored the only goal of the match at Bury last Saturday week to end the Gigg Lane Clubs unbeaten home record, his third goal of the season.

This season's leading goalscorer is 22 year old CHRIS COWLING, now in his sixth season with the club he joined as an apprentice, Chris scored in all of United's first four home matches of this season. Before last Saturday's home match with Aldershot he had scored 7 League goals this season.

Former Bramall Lane apprentice **JULIAN BRODDLE** had to return to his former club Sheffield United to score his first League goal when netting for Scunthorpe in a 3 - 5 defeat last season. Julian who was 20 on Sunday, has scored in home matches with Chesterfield, Halifax and Torquay this season.

Returning to United's line up in recent matches is **STEVE CAMMACK** after injury. Leading goalscorer for the last two seasons with 25 goals in 82/83 and 18 last season, the 30 year old former England Youth International scored his only League goal to date this season in the 2 - 2 draw at home to Colchester on August 31st. Steve who commenced his career as an apprentice with Sheffield United is now in his second spell with United, for after signing from Chesterfield for £12,500 in 1979 he was transferred to Lincoln City for £29,000 plus a player in 1981. A £3,000 fee and player exchange deal brought him back to United in the same season! A veteran now of 345 League matches Steve must retain some favourable memories of us for he scored in both the home and away matches of United's promotion year fixtures with the Town.

Recently signed after returning from a spell in Holland is 32 year old defender **TERRY LEES**

who commenced his career as an apprentice with Stoke City, making 24 League appearances for the Potteries Club before having spells with Crewe and Port Vale and Birmingham City.

Glasgow born **TOMMY GRAHAM** joined United from Doncaster Rovers on a free transfer during 82/83. Twenty six year old Tom was with Aston Villa before a £25,000 fee took him to Barnsley, after 38 appearances in League football, a £20,000 deal took him to Halifax Town, but after 71 League matches he joined Doncaster Rovers on a free transfer.

Midfield player **GEOFF DAY** has made 17 League appearances for United, his only League goal came in the away match with Sheffield United last season, his former Club, a rare feat that both Geoff and Julian Broddle should score their first League goals against their former Club!

Scoring from the penalty spot in the recent home match with Blackpool took **DEREK BELL'S** total of League goals to 85. Previously with Halifax, Barnsley, Lincoln and Chesterfield, Derek who will be 28 on the last day of this month, joined United last season, scoring five goals in his fifteen League appearances. Played against the Town in the opening League match of last season for Chesterfield in our 1 - 0 defeat.



Left to Right:

Back Row: S. Shaw, S. Stobart, R. Passmoor, D. Hill, D. Meadows, G. Dey

Middle Row: J. Broddle, C. Cowling, A. Whitehead, J. Neenan, J. Green, I. Webster, N. Pointon

Front Row: M. Brolly, S. Cammack, M. Matthews, P. McLoughlin (Physio) F. Barlow (Manager), D. Bell, M. Lester, P. Longden.

The Ups and Downs

BY DAVE KING

What is the formula needed for any manager to build a promotion winning team? How long does it take? If managers could find the answers none would suffer the ignomy of losing their jobs. Here at Swindon only Bert Head in 1962-63 and Danny Williams in 1968-69 have found the answer to this problem.

When our current management team of Lou Macari and Harry Gregg took over here at the County Ground they quickly stressed they were not miracle workers, most managers need three years, and this club needs a period of stability and consistency. For any manager to gain promotion in his first season, he needs to have been fortunate to inherit good players, and lady fortune. Lou Macari's situation is very similar to the one Danny Williams found when he joined the club nearly twenty years ago, except Danny took over a newly relegated club from Division Two, while Lou has inherited a club now in its third season of Fourth Division football. But they both arrived at a period when an approaching season was upon them, and little room to manoeuvre. A look at what actually occurred under Danny Williams' first period with the club may help the more impatient to understand the dilemma a new manager is confronted with.

Danny's years as manager culminated in the euphoria of promotion and a magnificent Wembley triumph, it took him four years to reach this pinnacle, and Danny would be the first to praise the excellent backroom staff he had at his disposal in Jack Conley and the late Harry Cousins.

Arriving here in 1965, he had little chance to appraise the staff he inherited from the previous seasons relegation from Division Two, he quickly recruited Peter Downsborough from Halifax Town in goal and took a gamble on Ken Heyworth from Coventry City, a player with knee problems, it was a gamble that failed, and his opening team of the 1965-66 season was Downsborough, Dawson, Trollope, Morgan, Hallett, Atherton, Weaver, Hunt, Keyworth, Brown and Rogers. In all he was to use twenty four players that season, during the course of which he signed Mel Nurse from Middlesbrough, Joe Butler of Newcastle, Jim Lanton from Darlington, Brian Richardson of Sheffield United and Tommy Henderson from Bury. Of those players recruited only Downsborough and Butler were to appear in his promotion team four years later.

The twenty four players used that season were Downsborough, Dawson, Trollope, Morgan, Hallett, Atherton, Weaver, Hunt, Keyworth, Brown, Rogers, Nurse, Smart, Butler, East, Lawton, Shergold, Walker, Hicks, Richardson, Henderson, Thomas, Giles and Skeen. Of these only Don Rogers, Joe Butler, John Trollope, Rod Thomas, Peter Downsborough and Owen Dawson were to appear in the victorious 1968-69 season, the rest were discarded.

The following season 1966-67, newcomers

among the twenty two players utilised were Stan Harland from Carlisle who was to become the captain of 1968-69, Willie Penman from Newcastle, Bobby Jones from Northampton and Pat Terry of Reading, only Harland and Penman were to figure in his plans two years later.

Barry Lowes from Coventry, Dave Harper of Orient, Don Heath from Norwich and Peter Noble from Newcastle were new signings for and during the 1967-68 season, twenty one appeared during the season and of these the basis for the following seasons promotion was taking shape. Downsborough, Thomas, Trollope, Harland, Smart, Penman, Rogers, Butler, Dawson, Heath and Noble were to figure prominently the following season.

Frank Burrows from Scunthorpe United, Chris Jones of Manchester City and John Smith from Torquay United, were to bolster the ranks of Danny's playing staff for Swindon's finest ever season, supplementing the players already at the County Ground. Sixteen players were used and of these Mike Block with two appearances and David Dangerfield with a substitute appearance were barely able to register amongst the fourteen others who were to form the backbone of Danny's successful strategy.

From using twenty four players in his initial season as manager he was to use sixteen in 1968-69, fourteen basically, showing that he had built a settled team after four years.

During those seasons of forming his promotion winning combination Danny had discarded 22 players some of whom were his own signings, but he was always quick to ascertain whether they would meet his demands, on reflection it is interesting to note the players who did not measure up to requirements, whether through injury, demanding moves of their own design, or unable to be an integral part of the magic formula.

The period of time allowed to Bert Head who was appointed in 1957 and led the club to promotion in 1963, and Danny Williams from 1965 to 1969 emphasise the need for continuity, luck plays a part in football but so does planning and in the search for the right formula patience by all is required.

We are now in our third season of Fourth Division football, many predicted at the outset of our first season in this Division, a quick return, even some of the players have predicted a squad good enough to win promotion, they like we, now know different and for those who can fill the basis of a squad to eventually aim for promotion, more consistency is needed than has been displayed in the last three seasons.

To date he has been here at the County Ground fourteen weeks, it took Bert Head six years, Danny Williams four, time will tell whether Lou Macari and Harry Gregg can achieve the same goal, or whether they can find the same 'Magic Formula'.



Do you require

Tracked or Wheeled Excavators

Tracked or Wheeled Shovels

Tractors and Scrapers

Bulldozers

Tipper Lorries

Low Loaders

THEN HIRE FROM

H Hibberd Ltd

PLANT HIRE CONTRACTORS

29 Newport Street, Swindon

Tel: Swindon 36125 or 23876

FOCUS ON FOUR

BY DAVE KING

With a quarter of the season played, it is of interest to reflect on the progress each club in our Division has made. While it is far too early to even attempt to forecast which clubs are likely to make the four final promotion places, or to say who will figure in the resultant chase, the guideline as the season progresses is that no club has gained promotion losing more than fourteen matches. In fact in twenty six seasons since its formation only Carlisle United in 1961/62 and Wimbledon in 1980/81 have lost fourteen matches and gained promotion.

Aldershot who were the surprise team of last season when finishing in fifth position have found this season to date more difficult, losing seven of their first thirteen matches. Their home form has been poor with their first victory not coming until October 27th when they defeated Southend United 6 - 2. Some consolation has been their progress to the Third Round of the Milk Cup.

Blackpool who are fancied by many to gain promotion have remained unbeaten at home, but have only won away on the opening day of the season at Halifax. They have benefited more than any team in the Division so far from penalty awards and have to date successfully scored from five of them!

Bury have made a good start to this season and have only recently suffered their second defeat of the season when tonight's visitors Scunthorpe inflicted a solitary goal victory in the Shakers first home defeat of the season. Manager Martin Dobson added some fine acquisitions to the squad he took over in March of this year. So far, Leighton James, Trevor Ross, Andy Hill and Kevin Young have proved his judgement sound.

With ten new signings in John McGrath's Chester squad, their results have been inconsistent, but after a dismal season at last there is improvement, although goalscoring seems to be more than a problem at Sealand Road where midfielder Peter Sayer with three goals is joint leading scorer.

Chesterfield with only one defeat in their first thirteen matches are obviously intent to return to the Third Division that they left the season before last. With the goals coming from all departments, and the one goal defeat at Hartlepool the only blemish, they must be among the fancied candidates for promotion.

Although having the Division's leading goalscorer in Tony Adcock the Essex Club continue to frustrate their followers. Always promising so much, and achieving less, with surprise home defeats by Exeter and Halifax more consistency will be needed to sustain a genuine promotion attempt.

When we visited Crewe not so long ago they were one position lower than us on goal difference, after suffering three consecutive defeats, including their win over us and a further three consecutive victories they were last weekend in

fifth position! Hope springs eternal for the rest, with three points for a win?

Darlington are this season's surprise team, or are they? For last season they were undefeated in their final ten matches and with only one defeat so far this season, Cyril Knowles' team are heading for a position of contention. With little money, the departure of Alan Walsh to Bristol City, his attempt to build a physically well built team appears to be paying dividends.

Relegated Exeter City under new manager Jim Hey have made a modest start, and no doubt will undergo a gradual rebuilding process. Their only highlights so far have been a 5 - 0 home win over Devon neighbours Torquay United, and an unexpected 4 - 3 away win at Colchester.

Like Darlington, John Newman's squad at Hereford have carried on where they left off last season, a magnificent home record coupled with three consecutive away wins to start the season have made the Edgar Street Club strong contenders for promotion.

With seven matches without defeat, the last two home gates over 4,000 these are certainly halcyon days for the so often beleaguered Hartlepool Club like their North East neighbours Darlington, they are experiencing an up turn in fortune. Interesting to see if this is sustained at Halifax.

The recent departure of manager Mick Bullcock was a result of their poor start, and the only bright spot for the Yorkshire Club was the Second Round tie with Spurs in the Milk Cup which helped alleviate the financial state if only briefly. Mansfield have somewhat disappointed, with a paucity of goals the problem, while Northampton Town were unfortunate to have their manager Tony Barton missing through illness for the season's start.

Away form last season was Peterborough United's problem and to date the same could mar this season's promotion attempt if not improved. Port Vale like tonight's visitors have begun to settle after last season's traumas and recent results have put them on the fringe of the top four places.

Despite the introduction of Vic Halom as manager and an outlay of £15,000 on former Aldershot forward Les Lawrence, Rochdale are languishing near the bottom of the League, with only four goals at home, single victories at home and away, they will be hard pressed to not seek re-election again.

Off field problems have not helped Southend United who were relegated last season to settle this season, and with only three wins to date, there could be many a change at Roots Hall before the season's end.

Since their Milk Cup ties with Liverpool, Stockport County have found their League form suffering while Torquay United with only two wins have disappointed, and goals are virtually non existent, except when they visited us!



Transplant (Swindon) Limited
Broad Hinton, Swindon, Wiltshire.
Telephone: Broad Hinton (0793 73) 671

CONTRACTORS PLANT HIRE



EXCAVATORS TRACAIRS COMPRESSORS ROAD BRUSHES DUMPERS
FORK TRUCKS MIXERS BOWSERS PUMPS MISC. SMALL PLANT ROLLERS.



Swindon's Andy Rowland (left) thunders in a header as boss Lou Macari gets out of the way in the Town victory over Stockport at the County Ground.

TODAY'S

THE CANON LEAGUE



TEAM CHANGES	SWINDON	
	SCOTT ENDERSBY	1)
	NIGEL GRAY	2
	COLIN BAILIE	3
	LOU MACARI	4
	ANDY ROWLAND	5
	MIKE GRAHAM	6
	LEIGH BARNARD	7
	PETER COYNE	8
	ALAN MAYES	9
	PAUL BATTY	10
	GARRY NELSON	11
		12

Referee:

Mr. A. Seville (Birmingham)

Linesmen:

Red Flag — Mr. C. J. Henderson (Bisley, Surrey)

Yellow Flag — Mr. C. Hill (Minehead)


ROLEX

DEACONS
SWINDON
 EST 1848

Coniston House, Washington Centre,
District 4, Tyne & Wear.

5 LINE-UP

LEAGUE DIVISION FOUR

	SCUNTHORPE UNITED	TEAM CHANGES
1	PAUL GREGORY	
2	TERRY LEES	
3	NEIL POINTON	
4	MICK MATHEWS	
5	ALAN WIDEHEAD	
6	JOHN GREEN	
7	JULIAN BRODDLE	
8	TOM GRAHAM	
9	STEVE CAMACK	
10	MICK LESTER	
11	CHRIS COWLIN	
12	MIKE BROLLY	

Next Match

Canon League Division Four

ALDERSHOT Kick off 3.00 p.m.

SATURDAY, 24th NOVEMBER, 1984

REFEREE:

SEVILLE, ALAN — Toolmaker. Married with three children. Commenced refereeing in 1962 progressing via Birmingham and District Works and West Midlands (Regional) League. Apart from football and his family, enjoys playing crown green bowls. Linesman, U.E.F.A Cup match 1978, F.A. Cup semi-final 1979; Referee, Birmingham County Cup Final, Alliance Premier League Cup, semi-finals of the F.A. Trophy, Vase and Youth competitions.

Today's Sponsors

MR. KEN KNOX
S.W. Transport (Swindon) Ltd

* * * * *

MR. JULIAN WILSON
Racing Commentator

* * * * *

MR. G. EDWARDS
Triumph International

* * * * *

MR. A. VOCKINS
Metalite Engineering Co. Ltd

* * * * *

MR. NIGEL EADY
West Hanney, Nr. Wantage

PHOTO CALL

BY DAVE EVANS



Scorer of the third goal Lou Macari (left) tries for another in the home win over Stockport.



Town striker Peter Coyne (left) wins a corner in the 4 - 0 win over Stockport at the County Ground.

JOHN WARD TALKS TO LOU MACARI

There were clothes scattered everywhere in Lou Macari's office: Tracksuit, socks, shorts, a shirt and tie. "I'm sorry about the mess," he said, clearing space on two chairs so that we could sit down. "It looks as if you live here", I remarked, "yes, it sometimes feels like it," he agreed. "The kids don't even know they have a father at the moment!"

When I met him, the Macari family were on the point of moving into a house in Broome Manor, Lou had no doubt about adapting to Swindon even though they had spent so long in the North. He has an American wife, Dale. "She comes from Kentucky," Lou said. "I've told her she's started and ended in racing country! We met in Glasgow when her father was there working for IBM. We have three boys, Michael, who's 12, Paul 8 and Jonathan 4. They are still at an age when they can settle anywhere. As far as Dale was concerned my priority was to find a house which she was happy with. Apart from that the main question I considered about Swindon was the same as with all offers I've had in football: Is it the right job? Now I'm here" and he looked again at the gear strewn round the office, "it's football, football, football."

New Players

"I would have liked the job at the end of the last season," Lou continued. "That's the time for transfers. Now the potential market is reduced to players who still have not been fixed up. Nine times out of ten it will be their ability that is wrong so you have to be very careful before you made a firm offer. Even at this stage of the season, with money so tight, clubs are reluctant to part with players. Take a club with the resources of Manchester United. They have players for whom they see no long term future but they want cover for reserves who are already covering first teamers in case they have a crop of injuries while they are still involved in so many competitions."

"New players are as important each day in the dressing room as out on the pitch," Lou explained, "You need a good mix of characters. If things are going badly (and we were talking after the home defeat by Port Vale) you need a bouncy bunch of players. You want some live wires. I often like the people others call problem players: they are the only ones who have bounce. So I am looking for new players not just to strengthen the squad and provide competition for places but because a new face or two would be good for morale."

Player - Manager

Lou made no attempt to duck my blunt question about how he assesses the season up to the Port Vale game. "Of course, it's disappointing", he admitted, "One of the problems is that I haven't been able to send out the team to play the way I want. Up to now, the more attacking options have not been open to us but maybe the time has

come to gamble on playing more forwards. I would like to play up front. I am the sort of person to take risks personally and perhaps we should do it as a team. But you can't expect miracles overnight. If you look at the clubs at the top of the table I think you'll find that the first three have managers in their second year with the clubs. They are all finding it easier in their second season. I hope that it will turn out like that at Swindon."

I asked Lou how he coped with his two roles in one as Player-Manager. "I am a players' man," he insisted. "I don't naturally look to the people at the top of an organisation. People often comment on the risks of spending too much time with the team, trying to be one of the lads still. My problem has been the opposite. I've tended to be stuck here in the office for fear of not being available when the phone rings about a player I am interested in. If we had a winning team, maybe I could merely come in as a player and do the training. As it is, on the coaching side there is a combined effort. Harry takes the training but, of course, I pick the team. Because of the need to be in the office, I often arrive at training late and have to leave early. We improvise, depending on what happens on a particular day."

"Deep down I'm shy," Lou continued, "not the person you see on television passing opinions about players or the game. That's something which anyone in football should be prepared to do if he's asked but it doesn't come naturally to me. As for the social side, I will do what is required for the good of the club but I don't drink and I'm happier in the environment of my own players".

Dave Sexton

I asked whether any managers had made a particular impression on him. "Dave Sexton," was his immediate reply. "It's a great pity the public always judge by appearances. Deep down Dave was a hard man and he was Manchester United through and through. Because he wasn't a flamboyant character, people thought he was not concerned about how the club fared. In fact, if the team lost he suffered personally, more than anyone I know because of the let down to the public. The other one was Jock Stein. It was his upbringing which gave me the fitness I still have today. He imbued in us working and tackling and the will to win at all costs. There's not enough of that attitude today amongst young players."

I couldn't resist asking Lou whether he had ambition to be a Dave Sexton and Jock Stein. "Luck plays a very important part both on the field and in management," Lou replied. "At the moment I have no ambitions beyond running a successful club here. In the first instance, that means getting out of Division Four. I don't like backing or being involved with losers. In football you can't plan ahead: the future will have to take care of itself. You simply can't plot out a football career".

COMMERCIAL BREAK

BY DOUG BUSWELL

NATIONAL SPORTS POOL

Some of you may have heard or read various items on **The National Sports Pool** which will commence at the start of next season 1985/86. You may think that this is some way off. However this will be a competition run on the scale of Littlewoods and Vernons etc and vast organisation will be needed.

The No 1 fact is that all benefit from **The National Sports Pool** will be retained by The Football League and Scottish League Clubs themselves.

Having been involved with fund raising in The Football League for the last sixteen years I still find it difficult to believe that at last the vast majority of Football League Clubs are at last getting together in this way.

We in The Commercial Managers Association have advocated something like this for as long as I can remember.

It has taken a long time for anything like **The National Sports Pool** to come anywhere near the kick off point.

All profits and benefits will be retained by each club on a pro rata basis.

It has always been my view that the pools giants such as Littlewoods and Vernons should pay more of their vast profits back into the game in return for the use of the fixtures instead of spending them on race horses and mail order firms etc.

It also has to be said that other organisations use if not the fixtures then the names of the Football League Clubs for commercial use, sometimes free of charge.

There is today in my view a different attitude in football not only on the field but also off it with a lot of new Directors coming into the game who are more commercial minded than their predecessors.

We at Swindon Town will not be left behind. Our Chairman Mr Brian Hillier is an elected member of The National Sports Pool Board of Directors which is composed of a cross section of Directors from various clubs and also Commercial Managers.

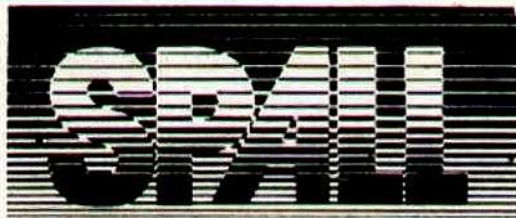
Approached in a proper manner **The National Sports Pool** could go a long way to alleviate some of the pressing financial problems that we have in The Football League today.

However it will not be a success without the support of you the punters.

In the coming months you will hear a lot more about this venture and as the kick off time gets closer this will be supported by advertisements in all the national papers.

As I have said we shall not be left behind at kick off time and I hope that when **The National Sports Pool** hits the general public you will once again support us as you have done so magnificently in the past.

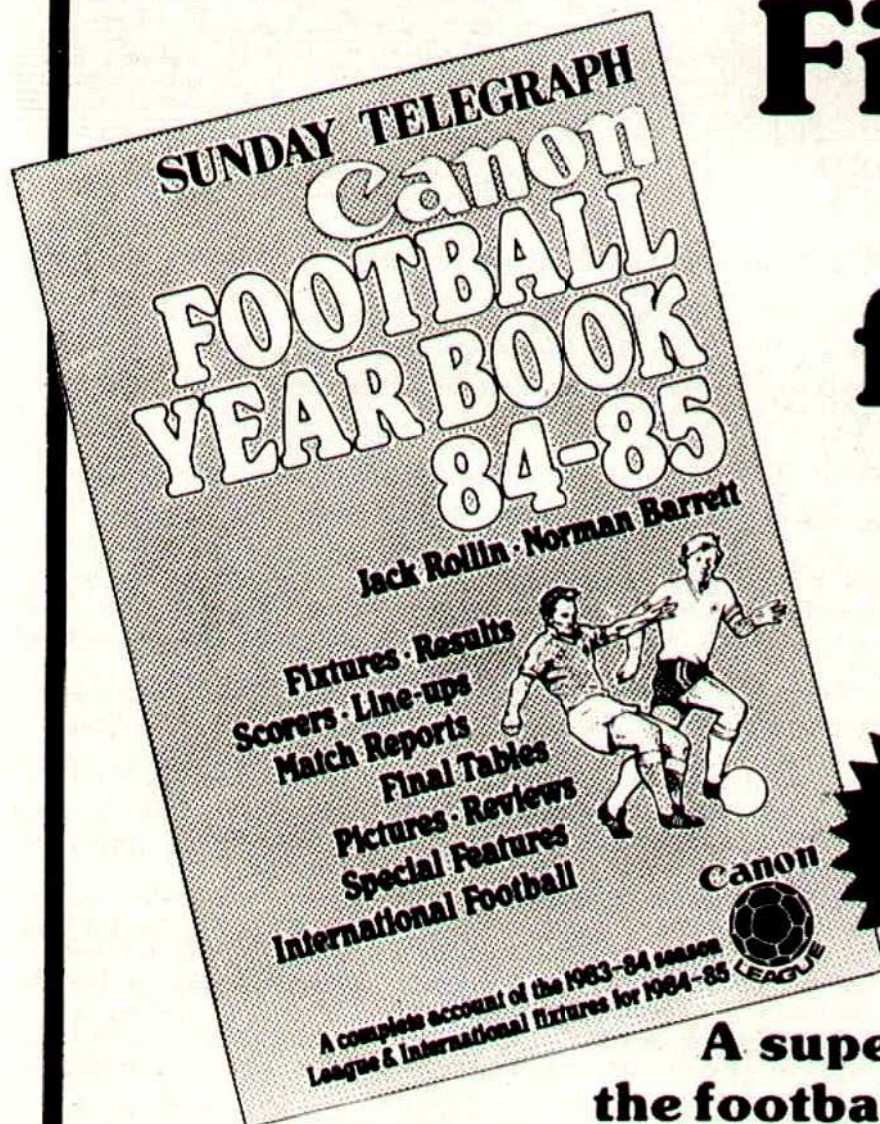
Its a great challenge and we at Swindon will be ready to meet it and hopefully use it to the advantage of Swindon Town Football Club.



SPALL SPORTSWEAR LIMITED
Official Suppliers of Swindon Town Football Kit
and Many Other Leading League Clubs

A LARGE RANGE OF FOOTBALL AND OTHER SPORTS CLOTHING
AVAILABLE FROM THE OFFICIAL CLUB SHOP

Please Call In and Ask for a Free Colour Brochure



First in the field!

**Now in its
second
successful
year**

**£5.95
(+P&P)**

**A superb record of
the football season, edited
by Sunday Telegraph columnist
Jack Rollin, and football writer
Norman Barrett.**

Available from your local bookseller and from the Telegraph Bookshop at 130 Fleet Street. To order by post, send a cheque/postal order for £6.50 to Dept. FYB, Sunday Telegraph, 135 Fleet Street, London EC4P 4BL

Please send me _____ copies of the Canon Football Year Book 84-85 at £6.50. I enclose a cheque/postal order for £ _____ made payable to the Sunday Telegraph.

Name _____

Address _____

Telegraph
PUBLICATIONS

FLASHBACK

BY MIKE SKINNER

Swindon Town v Scunthorpe United

Full Football League results:	HOME	SEASON	AWAY
(Swindon score first)	24 Aug 3 - 0	1963 - 64	0 - 3 14 Dec
7	May 0 - 0	1965 - 66	1 - 2 11 Dec
22	Apr 2 - 1	1966 - 67	2 - 1 12 May
25	Nov 2 - 0	1967 - 68	1 - 3 19 Apr
3	Jan 2 - 2	1982 - 83	0 - 2 2 May

F.A. Cup 1969 - 70 5th Round Home 3 - 1 Feb 7

August 1963 saw Swindon start their League campaign as members of the 2nd Division after 43 years of Third Division football, Scunthorpe were the visitors for the historic opening game. United were in their sixth, and last, season in the Second and if they expected the newcomers to make a cautious start they were in for a surprise.

The expected nerves failed to materialise as Swindon started the game showing the same confidence with which they had finished on last season, taking just 16 minutes to bag the first 2nd Division goal in their history. The honours went to Ernie Hunt who headed in a Roger Smart knock on from a Don Rogers corner, and it was Hunt who got the second before half-time with a fierce shot, after a brilliant run and cross by Rogers had left Scunthorpe wondering what had hit them. Swindon had further chances with Hunt having a shot headed off the line after beating keeper Brian Reeves, and Bobby Woodruff had a good attempt saved.

The second-half continued in much the same vein, Rogers being unlucky when after beating Reeves with a clever lob he saw the ball bounce off the cross-bar, and another good save saw Woodruff denied again. Despite being in total control Swindon were finding it hard to add to the score, mainly due to hard working Peter Neale, the visitors centre-half. Neale was the busiest man on the field, cutting out many a Swindon attack, taking the credit for keeping the score so low, but even he was unable to prevent a well deserved third goal. Despite being injured in the first half and spending the rest of the game on the wing, John Stevens was still able to head in a Rogers corner just before the whistle to make it 3 - 0 to Swindon.

Swindon: Turner, Dawson, Trollope, Morgan, McPherson, Woodruff, Summerbee, Hunt, Stevens, Smart, Rogers. Attendance 18,415.

By the time Scunthorpe were the visitors for the F.A. Cup 5th round tie they were in the Fourth Division, but had proved their mettle by winning at First Division Sheffield Wednesday in the previous round. Once again the County Ground pitch was in a terrible condition, a mixture of sand, mud and water — indeed if it hadn't been for the fact that the gates were open so early the referee would have thought harder about postponing the game. But the game was played, and despite the pitch the 24,612 present saw a good game.

Despite Kevin Keegan being in the side Scunthorpe's outstanding player was Nigel Cassidy, and it was he who put United into the lead after 9 minutes from a George Kerr cross. Playing simple, straight forward football Scunthorpe gave Swindon a few frights in the early stages, helped slightly by a hesitant Swindon defence, but the Town never lost their composure and were back on equal terms seven minutes before half-time. Don Rogers supplied a pin-point cross for Peter Noble to side-foot past Geoff Barnard, and it was Rogers who made Swindon's second after 64 minutes. The Scunthorpe defence was left standing as Rogers set off on a 10 yard run before crossing for Arthur Horsfield to shoot goalwards. Barnard was unable to hold the shot and Horsfield made no mistake with the rebound, falling to his knees to head it home.

Swindon continued to hold the upper hand, but with Scunthorpe always threatening to equalise through Cassidy and Kerr, it was left to John Trollope to set the seal on the game in the 80th minute after running through from the defence to make it 3 - 0. Cassidy had the last say though, as in the last minute Rod Thomas had to clear a header off the line, but Swindon were through to the sixth round for the first time since 1924.

Swindon: Downsborough, Thomas, Trollope, Butler, Burrows, Harland, Smith, Smart, Horsfield, Noble, Rogers.

YOUTH TEAM FEATURE

BY JOHN TROLLOPE

We continue to give non-league players their chance in the Reserves, the latest being Colin Gordon from Oldbury in the Midlands and Paul Lawson from the Sunderland area. Having used thirty odd players so far this season, it doesn't give the side stability, as the players never get together as a team. However, it is the best way of assessing players as it is in games where a player's ability is evident. The last two games have been disappointing to say the least losing 4 - 1 to both Reading and Portsmouth. Most of our trouble emanated from mistakes made by our defence giving silly goals away. Winning becomes a habit as does losing, for when on a winning streak players express themselves without thinking but when up against it they hide and don't accept responsibility.

Results with the South East Counties team continue to be erratic for the two games played resulted in a 5 - 0 defeat at home to Brentford and a 1 - 1 draw away to Brighton. The Brentford game summed up our season so far, playing well for 35 minutes, then falling apart and in the end going down without too much fight. The Brighton games was so different, we created so many chances that we could have won by 7 or 8 goals for we hit the post 4 times, clear with only the keeper to beat on 3 other occasions plus some good saves from the Brighton keeper. We only had ourselves to blame for not winning and the fact that we

have only scored 6 goals proves that the lack of goals compared to last season is the difference between winning and losing.

The Centre of Excellence has started well, with the boys setting about the sessions with enthusiasm and the amount of skill shown in very encouraging. To have the 11 and 12 year old lads with us for two or three years coupled with them attending schoolboy training and playing representative football, must help to improve their skills and we can certainly look forward with hope.



Paul Batty (No 10) overjoyed at scoring the first goal against Stockport

Junior Robins Page



I thought I would devote these notes to explaining the long term aims of the Junior Robins. Unless football can attract young supporters back to the ground in fairly large numbers it is doomed as a spectator sport as we know it. To do this we must give children the chance to watch it at a price they can afford and we must convince their parents that they will be safe and well cared for. This is what the Junior Robins Club is trying to do at present. In the longer term I hope there are two other things we can develop. These are good behaviour and real supporters.

Young children only begin to behave in a rude and loutish fashion because they imitate what they see around them. The Junior Robins Club will aim to show its members the right way to behave so that when they become adults they in turn will set an example of good behaviour. In 1969 Swindon supporters won the title of the League's best supporters. It would be nice to think that we are still worthy of that title and that the Junior Robins has a role to play in maintaining Swindon's reputation for fair play and sportsmanship.

Supporting a Club does not just mean turning out to watch the first team play. It means many other things besides. You have supported the Club by buying this programme. You can support the Club by buying your chocolate and crisps in the ground rather than on the way to it. If you need sports equipment buying it from Swindon Town Sports Shop helps the Club (and I might add insures you of really first class personal service from Mr. Doug Woodman). I hope, that as the present Junior Robins get older, many of them will help the Club in a practical fashion by helping out with odd jobs around the ground. Such jobs are extremely important if the stadium is to be kept in a smart condition yet the Club cannot afford to have them done commercially. It is volunteer work like this that keeps hundreds of part time and amateur clubs up and down the country going. Swindon has far more spectators than these clubs. If each of us was to become a true supporter there is no telling what the Town could achieve. In December 1982 8,164 turned up to watch Swindon play Wimbledon in a Fourth Division match. This year, Oxford United at the top of the Second Division only had 8,082. It shows the potential of Swindon if only we can turn spectators into real supporters.

Finally a big thank you to the team for their excellent performance against Stockport. I know at least one lad who was watching the Town for the first time, displays like this will bring him and many others back for more.

FIND THE KEEPER WORD SEARCH

Ten Goalkeepers are hidden below. How many can you find?

P	N	O	O	C	L	Y	R	M	T	V
D	E	R	A	L	R	E	S	O	N	A
K	E	N	D	E	R	S	B	Y	S	S
E	N	O	R	M	I	H	K	S	V	E
R	A	P	E	E	M	I	A	A	B	Z
E	N	I	N	N	J	L	U	L	A	M
R	O	K	T	C	E	T	B	M	T	A
W	C	E	T	E	A	O	A	O	M	R
D	O	E	J	E	N	N	I	N	G	S
A	D	O	A	D	K	C	L	A	I	H
N	I	E	D	Z	W	I	E	C	K	I
T	R	P	D	S	H	V	Y	Z	A	G

The first entry opened will receive a Swindon Town Pennant. Mark your envelope "Word Search" and address to me at the County Ground, Swindon.

FACTS AND FIGURES

Date	Opponents	Results	1	2	3	4	5	6	7	8	9	10	11	12
1984														
Sat Aug 25	Wrexham	2 - 1	Endersby	Baillie	Nelson	Macari	Henry	Graham	Barnard	Batty	Rowland	Mayes!	Hockaday	Coyne for 5
Mon	27 Bristol Rovers (Milk Cup 1)	1 - 5	Sperrings	Baillie	Graham	Macari	Gibson	Rowland	Hockaday	Coyne!	Mayes	Barnerd	Nelson	Hughes not used
Sat Sep	1 Hartlepool United	2 - 2	Endersby	Ramsay	Baillie	Macari	Rowland	Graham	Batty	Coyne!	Mayes	Wilson	Barnard	Payne not used
Tues	4 Bristol Rovers (Milk Cup 1)	1 - 0	Endersby	Graham	Baillie	Macari	Rowland	Gray	Batty	Barnard	Mayes!	Gardiner	Nelson	Henry not used
Sat	8 Torquay United	1 - 3	Endersby	Ramsay	Baillie	Macari	Rowland	Graham	Batty	Barnard	Mayes!	Coyne	Nelson	Payne for 7
Sat	14 Tranmere Rovers	2 - 0	Endersby	Ramsay	Baillie	Macari	Rowland	Graham	Batty	Coyne	Gardiner	Barnard	Nelson	Mayes for 3
Tues	18 Bury	0 - 2	Endersby	Batty	Baillie	Macari	Rowland	Graham	Barnard	Garline	Mayes	Coyne	Nelson	Payne for 8
Sat	22 Hereford United	0 - 3	Endersby	Baillie	Baillie	Macari	Rowland	Graham	Batty	Coyne	Gardiner	Barnard	Nelson	Payne for 2
Sat	29 Mansfield Town	0 - 0	Endersby	Ramsay	Baillie	Macari	Rowland	Graham	Barnard	Coyne	Mayes!	Coyne	Nelson	Gardiner not used
Tues Oct	2 Blackpool	4 - 1	Endersby	Ramsay	Baillie	Macari	Rowland	Graham	Barnard	Coyne	Mayes!	Coyne	Nelson	Gardiner for 8
Sun	7 Peterborough United	1 - 1	Endersby	Ramsay	Baillie	Macari	Rowland	Graham	Barnard	Coyne	Mayes!	Coyne	Nelson	Baillie not used
Sat	13 Crewe Alexandra	2 - 3	Endersby	Ramsay	Baillie	Macari	Rowland	Graham	Barnard	Coyne	Mayes!	Batty	Nelson	Baillie for 3
Sat	20 Port Vale	0 - 1	Endersby	Ramsay	Baillie	Macari	Rowland	Graham	Barnard	Coyne	Mayes	Batty	Nelson	Gibson for 10
Sat	24 Exeter City	1 - 1	Endersby	Gray	Baillie	Macari	Rowland	Graham	Barnard	Coyne	Mayes	Batty	Nelson	Gibson not used
Wed	27 Stockport County	4 - 0	Endersby	Ramsay	Baillie	Macari	Rowland	Graham	Barnard	Coyne	Mayes	Batty	Nelson	Gibson for Baillie
Sat Nov 3	Rochdale													
Tues	6 Scunthorpe United													
Sat	10 Northampton Town													
Sat	17 F.A. Cup Round 1 Dagenham													
Sat	24 Aldershot													
Sun Dec 2	Darlington													
Sat	8 F.A. Cup Round 2													
Sat	15 Colchester United													
Sat	22 Halifax Town													
Wed	26 Southend United													
Sat	29 Chester													
1985														
Tues Jan 1	Chesterfield													
Sat	5 Wrexham (F.A. Cup 3)													
Sat	12 Hartlepool United													
Sat	19 Torquay United													
Sat	26 Tranmere Rovers (F.A. Cup 4)													
Sat Feb 2	Mansfield Town													
Sat	9 Hereford United													
Tues	12 Blackpool													
Sat	16 Bury (F.A. Cup 5)													
Sat	23 Rochdale													
Fri Mar 1	Stockport County													
Tues	5 Exeter City													
Sat	9 Port Vale (F.A. Cup 6)													
Sat	16 Crewe Alexandra													
Sat	23 Peterborough United													
Sun	24 Milk Cup Final													
Fri	29 Scunthorpe United													
Sat Apr 6	Southend United													
Tues	9 Chesterfield													
Sat	13 Northampton Town (F.A. Cup SFH)													
Sat	20 Aldershot													
Sun	28 Darlington													
Fri May 3	Colchester United													
Mon	6 Chester													
Fri	10 Halifax Town													
Sat	18 F.A. Cup Final													

	Appearances	Substitute	Goals	
			Lge	Cup
Endersby	13	1		
Baillie	9	1		
Nelson	13	2		
Macari	13	1		
Henry	1	-		
Graham	13	2		
Barnard	13	1		
Batty	13	1		
Rowland	13	2		
Mayes	11	2		
Hockaday	1	1		
Coyne	12	1		
Sperrings	-	-		
Gibson	3	1		
Gardiner	5	1		
Baillie	-	-		
Payne	1	1		
Gray	1	1		
Ramsay	9	-		

BEHIND THE SCENES

BY BOB JEFFERIES



As you will all no doubt be aware we have been drawn away from home to Dagenham Football Club in the First Round Proper of the Football Association Challenge Cup Competition, a disappointing draw I am sure you will all agree. Dagenham's ground is situated in Victoria Road and for those who travel by rail I understand that in London you take the LTE District Line to Dagenham East, turn left out of the station and Victoria Road is the fifth turning on the left. Their ground capacity is 9,000, 5,000 of which is in covered accommodation.

Dagenham will not be printing any advance tickets for this game, their 507 seats will be available on a first come, first served basis on the day of the match. As West Ham United are at home to Sunderland on that day, it is not anticipated that any gate records will be broken at Dagenham and those of our supporters who travel will have no difficulty in getting in.

The Travel Club are running coaches to Dagenham at a cost of £3.00 for members, non-members paying £3.50. The provisional time of departure is 9.30 a.m. and anyone interested should reserve their seats in the Squash Club, telephone number 22511.

I have been asked to say a few words to inform those who do not use our licenced clubs of the facilities these clubs offer. They all, of course, have the usual bar facilities, the Supporters Club, under the managership of Ron Manners, opening every evening, having pool tables and a skittle alley, and the ladies may be interested to hear that this club also holds regular bingo sessions offering excellent prizes.

The Squash Club has, as the name suggests, squash courts two in number, together with billiard, snooker and pool tables. This club is open every morning and evening and Manager,

Alex Hayes would love to see more use being made of this club.

The Rendezvous Club is available every evening except Monday and offers very comfortable facilities with bingo and entertainment being provided by Manager, Trevor Titcomb. It is also available for functions.

By the way, we can also provide excellent conference facilities here at the County Ground with or without meals being provided.

Our ex-Manager, Danny Williams, now deals solely with sponsorship and advertising at this ground. The reputation Danny has built in the game, and indeed in the town, stands him in good stead for undertaking this kind of job and those of you who have not met him will know that you can be assured of an enjoyable chat when dealing with your sponsorship — that is if you can understand his broad Yorkshire accent.

Danny is still looking for one or two sponsors and should you wish to assist the club in this way he will be pleased to hear from you. It is no longer necessary to sponsor a whole game and for £100, a sponsor is offered four seat tickets in the Rendezvous Box, the facilities of the Sponsors' Lounge with its private bar, buffet refreshments, free car parking and acknowledgement in the match programme and over the public address system, a fair package I am sure you will agree. Interested? Then please give Danny Williams a ring.

We have now fixed the date of our F.A. Youth Challenge Cup tie at Newport County, the game being played at Somerton Park on Tuesday, 13th November, 1984. Kick off 7.30 p.m. Should a replay be necessary, then this will be played on the County Ground the following Thursday, 15th November, 1984. It would be great for the lads if some of you could travel to Newport for this game and I am sure they would value your support.

Finally, may I thank you for joining us this evening and let us hope that the result of this game is as favourable to us as was the last match played on this ground. Enjoy your evening.

Ford at Walker Jackson

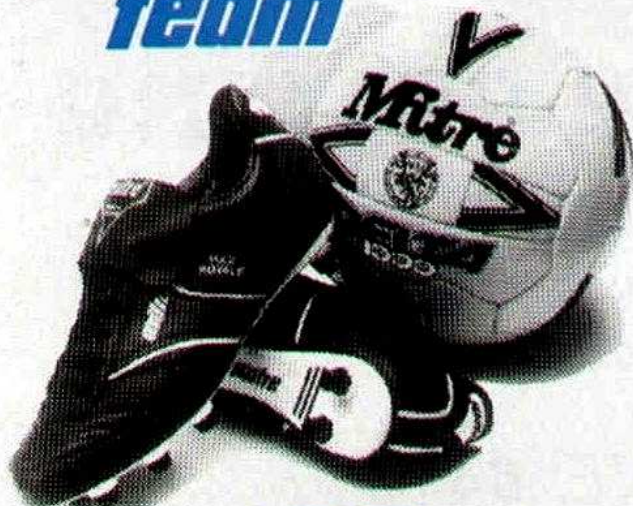
more value, less price, better deal!



There's always
plenty to cheer about
when your driving force is
FORD from Walker Jackson.
Score now with a call to:

Fleming Way, SWINDON 20002

***your winning
team***



mitre®

Mitre Sports, Bayhall Works, Birkby, Huddersfield, Yorks. UK
Tel: 0484 37488 Telex: 517470

Today's **mitre** Delta
Matchball donated by



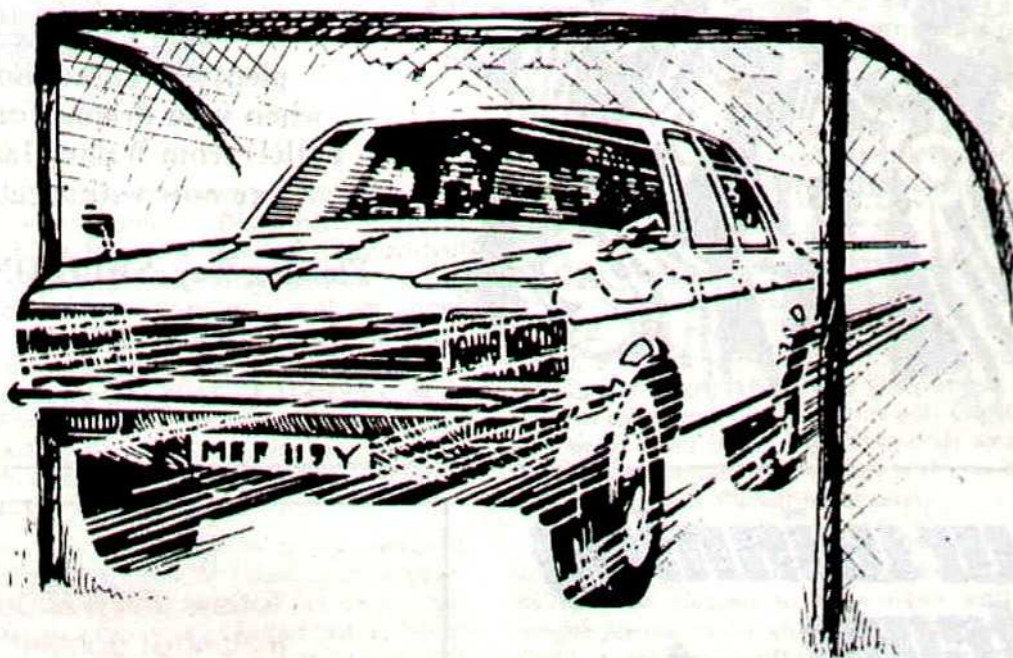
Mr. Tony Britton
Ecco Industrial Agency,
Employment Agency,
30, Commercial Road,
Swindon.
Tel. 694751



SCORE
every time with

SWINDON CAR AUCTIONS

"Small enough to care, Big enough to matter"



BUYING OR SELLING

Viewing six days a week
AUCTIONS EVERY TUESDAY
AND FRIDAY EVENINGS
AT 7.00 pm

TELEPHONE: 641617

and speak to Derek Hunt, our Auction Manager
Only 3 minutes from the County Ground

BRS FREIGHT TERMINAL, GREENBRIDGE, SWINDON