



Official Programme 45p

# SWINDON TOWN

SATURDAY NOVEMBER 24

ALDERSHOT





# 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**

## **Chairman's Comments**

This afternoon we welcome the Directors, Players and Supporters of Aldershot Football Club and hope that we all see an enjoyable game. Last season Aldershot did the double against us winning 2-1 at home and defeating us by 2-0 here at the County Ground to set themselves up for a promotion push towards the end of the season which they unfortunately failed to maintain.

Our last League game away at Northampton was a tremendous disappointment with the side giving a below par performance after their previous efforts immediately prior to this when a run of two wins and two draws had made us all look forward optimistically. Once again it shows that we must bring more consistency to our game before this will happen.

Last Saturday was an anti-climax with the F.A. Cup Tie at Dagenham being postponed until Monday because of the pitch being waterlogged. On Monday, when the game did get under way we found ourselves under tremendous pressure late in the game after a fairly even and quiet first half in which neither side threatened to score very consistently. The fact that we survived the last five minutes was down to an element of good luck which all sides need, very determined defending and an absolutely outstanding save by Scott Endersby at the death when a goal seemed certain to put us out of the competition. Now we look forward to the replay on Monday evening with confidence.

Whilst on the subject of replays, John Trollope's youth team had to face Newport County here on Wednesday last after drawing 4-4 at Somerton Park the week before in what was a very exciting encounter, with our lads drawing level in the last minute with a Sheldon Lee header after previous goals by Mark Gardiner (2) and Mark Hughes. The eventual winners of the replay will visit Home Park to play Plymouth Argyle in the next round.

You may have read in the Evening Advertiser recently of our difficulties in maintaining our schedule of payments on the North Stand but I would like to reassure you that we are not sitting back and ignoring the problem but are positively putting suggestions to the Thamesdown authority to resolve this very difficult situation, our problem being that when the present schedule was worked out back in 1972 nobody foresaw that our attendances would drop to the present low level.

Finally may I thank all those supporters who travelled to Dagenham on Monday evening and also all of you present this afternoon. Enjoy the match.

Cover Aerial Photograph by  
Sealand Aerial Photography  
of Chichester.

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



# **Lowndes Lambert Group**

*sponsors of Swindon Town F.C.*

Wherever there is exposure to risk—on land, at sea or in the air—Lowndes Lambert arranges insurance protection that is secure, effective and, above all, economical.

Whether we're dealing with the factory complex or the family home, the supertanker or the supermarket we handle every assignment with an expertise founded on over eighty years experience.

*It's our business to protect your business*



**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*





Firstly, hello to everyone here this afternoon.

The big talking point this week was how lucky we are to still be in the F.A. Cup.

It's true, but now we must dispose of Dagenham in the replay to progress through the rounds. You cannot have compassion for even non-league sides.

The Cup is a chance for lower League Clubs to hit the headlines - maybe with a giant-killing.

Plus the Supporters love it too. We have a great chance of making the 3rd Round at least.

Really though, it's the League that matters we're finding it hard stringing together 3 or 4 wins that will put us in contention with the top half dozen sides. Believe me, it's so frustrating just lingering around halfway. So today against Aldershot can be the start with a good win.

Just a mention for our away supporters who braved the worst conditions I've ever played in, at Rochdale, earlier this month, and all other away games for that matter. Thank-you!

Yours in Sport.



---

# 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 Aldershot

BY DAVE KING

Change! is the operative word to describe recent happenings at the Recreation Ground. A syndicate of six new directors took control of the Club two weeks ago including former Chelsea player Ron Harris who was appointed Managing Director. But less than one week under the new administration Manager Len Walker left the Club and was promptly replaced by the former Chelsea star and Brentford Coach.

When the Recreation Ground Club visited us last April they were on the verge of promotion to the third division. That they failed and finished seven points behind fourth placed Bristol City, in fifth position, is now part of the club's history. Seven of the players in the Shot's team that gained a 2-0 win here on that April afternoon are still with the Club, while Les Lawrence joined Rochdale in a £15,000 transfer deal, Les Briley is with Third Division leaders Millwall, Steve Berry with First Division Sunderland, and Joe Jopline was given a free transfer.

Aldershot have struggled in the League so far this season, their only victories at home have come in their last two matches with Southend United, and Port Vale. They have also recorded two away wins at Halifax Town and Rochdale. Struggling to find some consistency in their results the Army Garrison Town Club have had to look to their Cup exploits for any consolation. A magnificent 5-0 aggregate win over Third Division Bournemouth in the First round of the Milk Cup, was followed by a 4-3 aggregate win in the Second round over Second Division Club Brighton. This victory earned the Shots a third round tie with First Division Norwich City, a battling display enabled them to hold the Canaries to a goalless draw at Carrow Road.

That display, creditable as it was, left the Club feeling it was a match they knew they could have won but for missed chances, and that was to cost them dear in the replay, in front of 9,773 they lost a mist shrouded replay 4-0. Their league results to date have been:- Home: Chester lost 1-2, Exeter drew 1-1, Peterborough drew 0-0, Darlington lost 3-4, Bury lost 0-1, Mansfield drew 0-0, Southend won 6-2, Port Vale won 1-0. Away: Chesterfield lost 1-2, Halifax won 2-1, Colchester lost 0-2, Rochdale won 2-1, Blackpool lost 0-1, Northampton lost 0-4, Scunthorpe lost 1-2.

With Ron Harris taking control for the first time last Saturday the Shots continued their Cup exploits of this season with a well earned 1-1 draw with Third Division Newport County in the first round of the F.A. Cup.

With Glen Burvill in a three match ban, former England International Club/Coach Ian Gillard currently absent with a groin injury, and on loan Wimbledon defender Mark Smith's loan period expiring last weekend, Ron Harris fielded the following players for his first selection at Somerton Park last Saturday.

Former Birmingham apprentice DAVID COLES signed in the summer of 1983 was in goal, ever present this season the former Mansfield player only missed the opening day League fixture with Hereford United during the 1983/84 season. The 20 year old keeper has now made 60 consecutive League appearances.

Signed from West London Club Fulham in the summer of 1983, 23 year old CLIVE DAY played only ten League matches for Fulham, he did spend a loan period with Mansfield playing in the twelve League matches scoring his only League goal in an away match with Crewe, although he found the net this season in the 70th minute of the 4-0 home first leg victory over Bournemouth.

Central defenders at Newport were GARY PETERS and DON SOUTER, 30 year old Gary is the Club Skipper, he began his career as an apprentice with Aldershot, later joining Guilford City. He started his League career with Reading playing in 156 League matches scoring 8 goals for the Elm Park Club, before joining Fulham. With the Craven Cottage Club he made 64 League appearances scoring twice. Gary moved to Wimbledon in 1982 and led the Club to promotion in 83/84, made 83 League appearances scoring 7 goals before joining

Former Ipswich Town defender Don Souter was signed from Barnsley in the summer of 1983, after 21 League matches with the Yorkshire Club. Has now made 41 League appearances for Aldershot, suffered from a broken nose, illness and injury that has restricted Don to the first two League matches of this season, he will be 23 next Saturday, as yet to score in League matches.

Although wearing the No.11 shirt, 24 year old GIORGIO MAZZON played at Full Back last Saturday.



Another former Fulham apprentice is PAUL SHRUBB, 29 year old Paul played in only one League match in three seasons at Craven Cottage, after a spell with the Hellenic Club in South Africa, he joined Brentford making his debut for the Bees in 1976/77.

Midfield player ANDY MASSEY joined Aldershot from Millwall in the summer in an exchange deal for Les Briley, 23 year old Andy made 88 League appearances at the Den. He spent a loan period with Port Vale last season playing in four matches. Played in ten League matches this season and come on as a substitute in two, he has yet to score for his new Club.

Scoring from the penalty spot in the 43rd minute of the Cup Tie at Newport when he scored with a hard and low shot to Mark Kendales' left hand was the vastly experienced IAN McDONALD. For 31 year old Ian today should see him make his 140th consecutive League appearance, he has not missed a League match for the Club since making his debut in a 2-1 home win over Tranmere Rovers on November 28th 1981.

The ever dangerous DALE BANTON joined the Club in 1982, ironically our away match at the Recreation Ground on April 4th 1982 is the only League match Dale has missed out of 107 appearances! Today sees his 69th consecutive League appearance. This quick moving striker has scored 47 League goals for the Club after his move from West Ham, where he made five appearances. Scored eight goals in a two

week period in April last year, with five in a 6-1 home win over Halifax, and a Hat-Trick against Rochdale. Scored the only goal of the match in Shots last League match with Port Vale.

Former Southampton forward 21 year old MARTIN FOYLE made 12 League appearances for the Saints in four seasons, scoring only once in an away match with Manchester United on April 9th 1983, signed in the close season for £20,000, he has been ever present scoring four League goals.

Signed this season after a spell in Hong Kong is former Oxford United player PETER FOLEY who scored 70 goals from two hundred and seventy five League matches at the Manor Ground, he has scored two League goals this season, at Halifax and Rochdale.

Former England Youth International 22 year old PAUL STAFF joined Aldershot from Hartlepool in the close season after scoring 14 goals in 98 League appearances, scored twice in the 6-2 home win over Southend United on October 27th, his only goals to date.

Winchester born COLIN FIELDER, former Club apprentice was the non playing substitute last Saturday, 20 year old Colin has made ten League appearances in three seasons and has yet to score in League Soccer.

Our defender Nigel Gray spent a four match loan period with Aldershot earlier this season.



Back Row: G.Mazzon, P.Foley, C.Day, D.Coles, I. Gillard (Coach), D.Banton, D.Souter.  
Front Row: J.Anderson (Trainer), A.Massey, I.McDonald, P.Shrubb, G.Peters, G.Burvill, M.Foyle, C.Fielder, L.Walker (Manager).



# The Right Attitude

BY DAVE KING

The gradual introduction of three of last years apprentices into our first team squad and eventual elevation to league soccer prompts the question of do they appreciate how lucky or fortunate they are? In the case of our three marks, Gardiner, Hughes and Payne, the attitude and appraisal from Lou Macari and John Trollope in their respective positions which have dealt with the transition from junior to a more senior status show that they have been pleased with their attitude and progress to date.

The opportunities before an apprentice with a Fourth Division club are no less than with a First Division club and in many cases are greater, Paul Rideout late of the County Ground and now a First Division regular and England under 21 International will testify to that.

While not every, if many have the undoubted skill of Paul, By no means is he the only young player to be lifted to a higher status and not all is sweetness and light when, your are with a First Division Club, the overworked phrase 'Its all down to attitude.' Nevertheless cannot be underestimated and this was given no more vivid an illustration than by Everton manager Howard Kendall early this season when he placed five young professionals - plus a sixth for an unconnected reason, on the transfer list following a central league match with Sheffield United, he was at the game in question and outlined the circumstances leading to his decision, 'We were leading 2-0 at half time and it seemed a case of how many more we might score in the second half. Instead Sheffield started putting pressure on, scored a couple of goals and went onto win 6-2.

'In a number of young players I did not see the attitude which would have put things right.

By the following morning, five players were placed on the transfer list: Darren Hughes, Ian Bishop, John Morrissey, Stuart Rimmer, and Rob Wakenshaw. Ian Macbwat was the sixth for what Howard Kendall described as, 'something else which disappointed me in his play.'

'It was important that we showed the players concerned how serious we were in our assessment of the game,' said the

manager.

'Attitude in young players is so important. These lads would not be here if we didn't think they have skill or we thought they would not have a chance of becoming First Division players.

'At some time, however, they must come to learn that football is not always a comfortable life style. There are times when the only course of action is to roll up your sleeves and battle for yourself, your team mates and your club.'

Howard Kendall was obviously not satisfied that had been the case at Bramall Lane, of course his response did not mean that those players were banished from the club, only Ian Bishop who was transferred to Carlisle United left, the rest played in subsequent 'A' Team and reserve fixtures.

But what it did mean, he said 'is that we shall be watching them very carefully over the next few months to see whether they have the right attitude in them - because it is a must.'

The initial action bemused some of the club followers but when explained they could understand the reasoning behind what may have appeared to be drastic action.

To most spectators not to have the correct attitude to want to give 100% is criminal, one of the most appalling phrases used in modern football phraseology is 'we won because all the lads gave 100% today.' Is it really too much to ask that once a week that may happen? It infers that at other times less than full commitment is given and there is no more disillusioning remark to the man on the terrace.

He is not naive, he demands genuine effort, will in most cases forgive mistakes if he sees a player try to recompense for an error. So it is important that young players begin with the right attitude, the situation is rare and concerning at a club like Everton. For in most reserve matches the spectator who watches reserve team football is more than likely to be watchful of senior players in this grade of soccer who have become disillusioned, cynical and taking life comfortably. The majority of young players have a point to prove and effort is usually the least of any deficiencies they may display





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

In our last league match at Northampton we suffered our heaviest defeat of the season when losing 4-0, the cobblers must relish playing us at present they have now scored eleven goals in the last four matches, with only one in reply.

Torquay United manager David Webb came out of retirement for their away match at Chester due to an injury crisis and proceeded to score the only goal of the match in the eighty fourth minute, not bad for a 38 year old!

Darlington lead the Fourth Division for the first time this season a brace of goals from Carl Airey in their 2-1 home win over Wrexham before their second highest crowd of the season put the Feethams Club in a position few could envisage last season. We are due to visit Cyril Knowles' team for our sternest test of the season next week, this is a match that little motivation should be required from Lou Macari, mountains are to climb and the players should relish this challenge.

The solitary goal defeat Mansfield suffered at Halifax was the first goal they had conceded in seven matches, but they have only scored four in the same sequence.

By scoring the only goal of their home match with Hartlepool in the seventy seventh minute, Colchester United's Tony Adcock took his total of League goals to fifteen to continue as the division's leading goalscorer.

Kevin Baddeley rejected the clubs offer of a further months contract and has signed for Gola Alliance Club Wealdstone. He joined us in the summer of 1981 and played in a total of 96 league matches for the club, and fifteen Cup appearances in the F.A. Cup, Milk Cup and Associate Member Cup. Although born in Swindon, Kevins' first league club was Bristol City but he only made a solitary appearance for the Ashton Gate Club in a First Division match with West Ham.

Welcome to Colin Gordon who has signed a two year contract. After signing from Olbury United the Southern League Midland Division Club, twenty one year old Colin had a dream debut by earning us three

points in atrocious conditions at Rochdale. Other transfer moves... Wrexham have signed Steve Charles from Second Division Sheffield United for a fee of £10,000.... making his debut for Northampton in their recent home match with us was on loan goalkeeper Kevin Poole from Aston Villa .. Hereford United have signed former Cheltenham Town winger Paul Tester from Shrewsbury Town on a months loan, also on two months trial at Edgar Street is Mark Hatcher from Western league club Paulton Rovers.... our next opponents Darlington have signed York City defender Steve Senior on loan... while Rochdale have signed John Seasman on a months loan form Second Division Cardiff City.

Moves that failed..... Third Division Plymouth Argyles' attempt to woo their former player John Newman away from Hereford United as their new manager, finally settling on former Southend United manager David Smith... Bury manager Martin Dobson's attempt to sign Bristol Rovers striker on a months loan.... Jim Iley of Exeter City in his attempt to sign Bruce Halliday from Third Division Bristol City, the two were at one time at Bury but Halliday stated he was not impressed with Jim Ileys' style of play at Bury. Bruce is one of several players on offer from last seasons promotion squad at Ashton Gate. .... Full back Ian Davies from Carlisle United recently released by the Cumbrian club has been interesting several Fourth Division clubs, Bristol born Ian has played for Norwich City, Newcastle United and Manchester City.

A total of six players in three matches have now been sent off in matches at Hereford United, Paul Henorie and Steve Buxton of Stockport, Colin Calderwood of Mansfield, and Steve Tupling of Darlington along with Chris Price and Ian Dalziel of the home club.

Peterborough United have a 100% home record after eight matches, while Colchester, Scunthorpe and Southend have scored in every home match.

Hereford United must have the most travelled management duo in football league, for manager John Newman commutes daily from his home in Derby, while his assist-





# TRANS PLANT

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

## CONTRACTORS PLANT HIRE



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



ant former Carlisle United and West Brom-  
wich manager Alan Ashman makes a likewise  
daily journey from his Walsall home.

Hartlepool had expected to have former  
Arsenal and Liverpool star Ray Kennedy as  
player coach this season. He was a leading  
figure in their re-election campaign at  
the end of last season, but is now playing

in Cyprus. "I was a little disappointed  
with Ray" said Chairman John Smart. "We  
offered him a good wage, but he put the  
screw on me as Chairman. Looking back his  
departure was for the better."

Former Preston and Newcastle defender  
John Bird took Kennedy's position and  
Smart said: "His enthusiasm is tremendous.  
He has made all the difference on the  
coaching side."

Another reason for Hartlepool's revival  
so far this season is the form of long  
term loan signing former England under 23  
goalkeeper Alan Stevenson.

It all adds up to a bright new dawning  
for Hartlepool, but the season is long and

there is still two thirds of it left, and  
consistency is the key.

New Rochdale manager Vic Halom in his  
first season says "there's more to being a  
manager than merely picking a team, every  
manager has got to teach them to take  
pride in putting on their club shirt. In  
ten years, the game has moved to a situa-  
tion where money is more important than  
playing. You used to get well rewarded if  
you showed commitment, a good attitude and  
could play."

"Now players expect to get well reward-  
ed in the hope they will show the right  
attributes. Great players have earned what  
they get. No professional begrudges Bryan  
Robson getting £1m. But too many young  
players want the good things of football  
without earning them."

In a poll for the most consistent play-  
ers in the Fourth Division during October,  
Ian McDonald of our visitors today Alder-  
shot came second with 7.66 marks from ten,  
Errington Kelly of Peterborough United was  
the winner, with goalkeeper Fred Barber of  
Darlington in third place.



# TODAY'S

THE CANON LEAGUE



TEAM CHANGES	SWINDON TOWN	
	SCOTT ENDERSBY	1
	DAVID HOCKADAY	2
	COLIN BAILEY	3
BARNARD	LOU MACARI	4
	ANDY ROWLAND	5
	MIKE GRAHAM	6
	PAUL BATTY	7
	PETER COYNE	8
	ALAN MAYES	9
	COLIN GORDON	10
NELSON	<del>LEIGH BARNARD</del>	11
MACARI	<del>MARK GARDINER</del>	12

**Referee:**

Mr. K.W. Baker (Rugby)

**Linesmen:**

Red Flag - Mr. K.F. Bissex (Bristol)

Yellow Flag - Mr. P.J. Hanock (Cardiff)



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



# 5 LINE-UP

LEAGUE DIVISION FOUR

	<b>ALDERSHOT</b>	TEAM CHANGES
1	DAVID COLES	
2	PAUL SHRUBB	
3	<del>CLIVE DAY</del>	BILLARD
4	ANDY MASSEY	
5	GARY PETERS	
6	DON SOUTER	
7	<del>GEORGIO MAZZON</del>	SMITH
8	<del>DALE BANTON</del>	MCCULLOUGH
9	MARTIN FOYLE	
10	<del>IAN McDONALD</del>	MCCULLOUGH
11	PETER FOLEY	
12	<del>COLIN FIELDER</del>	MAZZON

Next Match

F.A. Cup Replay

DAGENHAM

Monday, 26th November, 1984

Kick off 7.30pm

## REFEREE:

BAKER, KEN - Security and services executive at N.E.C., Birmingham. Married with four children. Amongst other sports, plays tennis for local police team (prior to joining N.E.C. served with the Metropolitan and Warwickshire police force rising to rank of Detective Inspector). President of Rugby & District Referees' Association and Chairman of Midland section of A.F.L.R. & L.

## Today's Sponsors

### CROSBY DOORS LTD

Door Manufacturers  
Greenbridge Industrial  
Estate Swindon.  
Telephone Nos. 35012  
Sales. 724373

\* \* \* \*

Today's mascot is  
Christian Stephenson Age  
from London.



# PHOTO CALL BY DAVE EVANS



Gary Nelson takes on the full back during last Monday's Cup tie.



Dagenham's Roger Wade makes no mistake in clearing his area during the goalless draw last Monday night.



## JOHN WARD TALKS TO HARRY GREGG

The first time I saw Harry Gregg in action was towards the end of the first home game of the season against Wrexham. With a few minutes to go and a final extra effort needed to ensure maximum points for Swindon, Garry Nelson was tripped and sent hurtling over the touchline to fall flat on his face on the hard track running alongside the pitch. He lay motionless and one feared, at the very least, concussion, if not more serious injury. Seconds later a grey tracksuited figure erupted from the dugout and in a few strides was standing over Garry's prostrate form. With one hand he picked him up by the scruff of the neck, with the other by the seat of the pants and, so it seemed from the stand, hurled him unceremoniously back on the pitch. Garry shook his head in a dazed sort of way and pursued by a stream of verbal encouragement staggered back into position where Swindon duly proceeded to their first win.

It was with some trepidation therefore that I waited to talk to Harry, not entirely reassured by Andy Rowland's insistence that I had no need to worry. "He has this reputation for always being the sergeant major", Andy acknowledged, "but he's not always like that. At times he can be a real softie." Andy was right. I was soon to find out that one of the key points in Harry's technique in getting the best out of players is to adapt his approach to the individual and the circumstances.

### GLAMOUR AND HONESTY

"I started my career at Doncaster under Peter Doherty", Harry told me, choosing his words carefully, as he was to do throughout the interview. "He was the greatest player ever". He paused to make sure I realised he really meant it and had not just tossed it off for effect. "What's more, he was an intelligent man. He would laugh with you, cry with you... and walk all over you if the need arose. It was only a modest Club but he kept it in the top half of the Second Division. After him it tumbled. So I served my apprenticeship with a good craftsman. I was determined to copy him. Above all he talked about the good things; the other things were kept inside.

"I worked with, and I mean with, not for, good players, Harry continued, "and exceptionally good administration, managers and coaches. The most famous was Matt Busby: his flair for public relations was his greatest asset. He made his own side feel better. On the outside at Manchester United there was glamour, on the inside,

honesty; and he was matched by a great Chairman.

"I can't stand all this nonsense about flamboyant managers. I like people who win medals as opposed to buying them. The new breed of managers and directors have a lot to answer for. I remember later on, when I was coaching at Old Trafford, begging the Chairman not to scrap the "B" team. He said the Manager had been told there must be economies; the recession meant they had to cut their expenditure. I said they should not scrap the "B" team: it was vital for the strength in depth which was the heritage of Manchester United and their supporters. Instead they should do without air travel to away games and free cigars for the Directors.

### BISCUIT TIN FOR BRAINS

If Peter Doherty and Matt Busby are his role models Harry also has a textbook, and an unlikely one at that. After the Munich air disaster, whenever Manchester United played in Germany, Harry was in demand for German television. He appeared with one Dr Willy Misiel from whose book "Soccer Revolution" he has become inseparable (It's out of print and copies are virtually unobtainable, but it's no use asking Harry to borrow his, he's far too afraid of never seeing it again.)

"He forecast everything that has come to pass", Harry claimed, "He was the one who backed the horse before it ran. As Willy Misiel predicted, the game has fallen at the alter of speed. Too often the manager is the man who stands at the dressing room door as the players run out, holding the biscuit tin for them to leave their brains in; they are allowed to collect them again after the game, having made the manager's mistakes and not their own."

I thought this sounded all very well if you were lucky enough to have a squad of outstanding players. But surely, I ventured to suggest, if you were a Fourth Division Club you couldn't leave all to natural ability, a little coaching might not come amiss.

"Who said I didn't believe in coaching?", asked Harry indignantly, "I am a coach. That means I can help people. I don't try to change them from what they are into something else. My aim is to make each play to the best of their ability. If I can teach him to appreciate and therefore use his gifts, then I have helped. I can get to know a player in between a week and a month. He must believe in me, I believe in him and most of all, he must believe in himself. It all starts will respect."



# COMMERCIAL BREAK

## BY DOUG BUSWELL

# KEY OF THE BOARD

### XMAS DRAW

This will be held in the Rendezvous Club on Wednesday 19th December. There is £700 in prize money GUARANTEED to be won. Tickets are 10p each and are available from all lottery agents and from the Commercial Department.

\* \* \* \*

### SWINDON TOWN HANDBOOK 84/85

This is now available at 20p pence each from our souvenir shops and Supporters Clubs and also from the Commercial Office. If you would like one sent please enclose a P/o/Cheque to include return postage.

### CHRISTMAS SPORTING DINNER

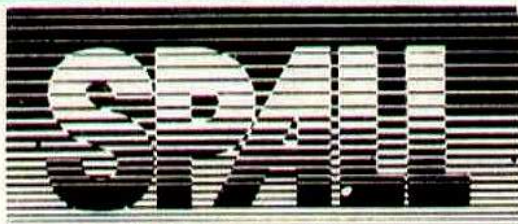
The venue is once again the Rendezvous Club on Monday 10th December when our guest speakers will be Richard Pitman of the BBC's National Hunt Racing team and Mr Stan Mortenson who is famous for a hat-trick in an F.A. Cup Final which is known as "The Matthews Final". Stan is a tremendous character as well as being a fine after dinner speaker.

Tickets are available from any director or from the Commercial Manager, Commercial Department, County Ground Swindon. Tel: (0793) 31510.

### REQUIRED

Two part-time canvassers for our lottery operations. Must be of smart appearance. Hours by arrangement. Basic wage + bonuses available. Interested? Contact Mr D. Buswell at the Commercial Department.

A Hartlepool v Scunthorpe  
B Hereford v Blackpool  
C Mansfield v Bury  
D Peterborough v Darlington  
E Rochdale v Colchester  
F Stockport v Exeter  
G Torquay v Chesterfield  
H Wrexham v Southend  
I Liverpool v Ipswich  
J Luton v West Ham Utd.  
K Norwich v Everton  
L Q.P. Rangers v Aston Villa  
M Southampton v Newcastle  
N Stoke v Watford  
O Sunderland v Manchester Utd.  
P West Brom. Albion v Coventry  
Q Oxford Utd. v Leeds  
R Bristol Rovers v Millwall  
S Preston N.E. v Bristol City  
T Reading v Cambridge Utd.



**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*



# 'IT'S A FAMILY GAME'



says **Bob Wilson** in **RADIO TIMES**

There are terrific prizes on offer for your family and your club. Is your club trying to encourage family attendance at its matches. What are they doing?

RADIO TIMES and the Canon League have joined forces to reward outstanding efforts by clubs every month until the end of the season.

Nominate your club and each month you can win a Canon camera and a free family day out to see a Canon League match at your club. And, for the best overall nomination, there's a fabulous prize – a free family holiday to see England play in Mexico in summer 1985! Full details and entry form on page 48 of RADIO TIMES 1-7 December.

RADIO TIMES/CANON LEAGUE FAMILY AWARDS

RADIO TIMES/CANON LEAGUE FAMILY AWARDS

**Canon**



**Buy RADIO TIMES – and win  
for your family and club**



**Klammer's downhill struggle**



# FLASHBACK

BY MIKE SKINNER

10 YEARS AGO - NOVEMBER 1974

The signing of Trevor Anderson for £25,000 from Manchester Utd. on the 1st came to late for him to be included in the side that faced Grimsby the next day. An own goal and one from John McLaughlin saw a 2-2 interval score, David Syrett getting the winner with one minute to go. Three days later, a Tuesday night, Anderson made his debut against Chesterfield at Home, and scored the only goal of the game to push the Town into 2nd place. The following Saturday a trip to Brighton produced a point in a 1-1 draw, Frank Burrows scoring in the 35th minute.

The visit of Gillingham seven days later produced another single goal victory, Peter Eastoe doing the honours in front of 8,847. A week later the crowd was boosted to 13,365 for the F.A. Cup first round when Reading were convincingly beaten 4-0, Anderson, Eastoe, an own goal and David Moss did the damage, and it was Moss who scored a hat-trick when Colchester were the visitors on the 30th. Eastoe scored the other in a 4-1 win to keep the Town in 2nd place.

\*\*\*\*\*

20 YEARS AGO - NOVEMBER 1964

November 1964 will not go down as one of Swindon's best months as all four games were lost, with a goal difference of 4-15. It started on Saturday the 7th with a trip to Plymouth where Peter Leggett gave the town the lead in front of 16,215, but despite having the better of the play in the first-half Argyle equalised and grabbed a second-half winner. The following Saturday Bolton were the visitors to the County Ground, meeting with little resistance in running up a 3-1 win, John Trollope getting the consolation with a penalty after 56 minutes.

The trip to Ayresome Park seven days later saw three team changes with Dennis Brown, a £15,000 signing from Chelsea the previous day, making his debut at inside

left, Keith East at Centre-Forward and Norman Oakley back in goal. East scored after 35 minutes to make it 1-1 at the interval, but a further three Middlesbrough goals sank the Town. Worse was to come as when Newcastle came to Wiltshire on the 28th the Town conceded six for the second time that season - John Trollope getting a consolation with a penalty. Willie Penman, later to join Swindon, scored twice for 2nd place United.

\*\*\*\*\*

30 YEARS AGO - NOVEMBER 1954

The 3rd of the month saw Swindon journey to Poole Town to play a friendly arranged by ex-Town star Jimmy Ithell, now in charge at the Dorset club. Maurice Owen scored 10 minutes from the end to give the Town a single goal victory, but the following Saturday, a Home game with Brighton, Swindon's forwards failed to come up with the goods as the visitors ran in 2-0 winners in front of 8,864. Six days later, due to an October injury to Bob Hunter, 22 year old David Gibson was signed on loan from Everton, making his debut the following day at Brentford. Unfortunately, despite goals from Owen and Matt Gemmell, Sam Burton had to pick the ball out of the net on four occasions.

Meanwhile, some 200 miles away at Plymouth, the Town's youth team were making their first ever appearance in the F.A. Youth Cup, but came off 6-3 losers. The following week it was the turn of the seniors as Crystal Palace were the visitors for the F.A. Cup 1st round. 11,359 saw the Town unable to recover from the two first-half Palace goals to make an early exit from the competition. Some credit was restored seven days later however when Swindon were unlucky to come away from the Dell with just a point. Jimmy Cross gave the Town a 1-0 half-time lead and only a late penalty save prevented the Town from getting both points.



# YOUTH TEAM FEATURE

BY JOHN TROLLOPE

The Reserves have only played one of their scheduled four games, Arsenal home being postponed because the ground was unfit after the Scunthorpe game, Swansea away due to them having a home tie in the F.A. Cup and last Tuesday's game against Brighton because of injuries and the unavailability of players. The one game played was at Reading where although fielding a number of Senior players we went down 3-1. Several players were played out of position for different reasons and this didn't help to get our game together. We continue to find it hard to gain results but must fight on and make things happen whatever team is fielded.

The South East Counties team have played two games, winning 3-1 in the Junior League Cup against Southend and winning 1-0 away to Bristol Rovers in the League. The Southend game was like Chalk and Cheese, for, in the first half our performance was poor but what a difference in

the second. In a twenty minute spell we really came good and scored our three goals with Southend replying in the last few minutes. This win sees us through to the semi finals where we meet Brighton at home. In the League things haven't gone so well so it was good to see a performance rewarded with a 1-0 win at Bristol.

In the F.A. Youth Cup we visited Newport County last week and came away with a 4-4 draw. If a spectator, it must have been a great game to watch but for those involved, to give four goals away as we did took the edge off a good performance. However, we have another chance and if we can repeat our attacking play and tighten up at the back, we must have a great chance to progress to meet Plymouth away in the next round. In this game Andy Wollen had his first game since breaking his leg last March and it was pleasing to see that although a little rusty he came through alright.

## Some great TOWN gift ideas at the Souvenir Shop

Ashtrays	E.p	2.00	Notebooks - Plastic	0.50
Address Books - Plastic Cover	0.50		- Hard	0.85
	Hard Cover	0.85	Pens - Shaefer Fountain Pens	1.50
Belts	1.10		Shaefer Ball Point	1.30
Bob Hats	1.30		Papermate	2.35
Bob Hats - Pin Striped	1.50		Teak	1.00
Book Markers	0.20		Silver or Gold	0.90
Luminous Calender	4.50		White Carefree	0.20
Car Stickers - Straight	0.80		Telestar - Red & White	0.25
	Rosette	0.60	Sentinel - Red	0.60
Coasters (Beer Mats)	0.45		Carefree - Blue	0.25
Diaries 1985	0.60		Jetstar - Black	0.70
Defrosters	0.10		Pennants	1.95
Flasks	4.50		Patches	0.60
Flat Hats	1.55		Photographs - Individual	0.60
Holdall Bags	4.50		- Team	0.80
Key Cases	0.95		Scarves - University	1.80
Key Fobs - Clearview	0.60		- Bar	1.80
- With Tape Measure	1.00		- Named	1.95
- Leather	0.30		Season Tickets Cases	0.20
- Red with Medallion	0.85		Tankards - Porcelain	2.20
Lapel Badges	0.80		Tea Pot Stands	1.50
Letter Racks	1.50		Ties	3.00
Money Boots	1.35		Waving Hands	0.25
Mugs	1.10		Sweat Bands	1.00
Necklets with St Christopher	0.70		Scarves - Taffeta	1.10



# Junior Robins Page



Last Saturday morning came the disappointing news that the Cut tie at Dagenham had been postponed. As a result of this it was decided to postpone the Junior Robins meeting which was to have been held on the Monday following as it would have clashed with the new date for the match. Chairman, manager, and players were all anxious to be at our first meeting and I am sure their absence would have taken away much of the pleasure for you the members. Wiltshire Radio and the Evening Advertiser were both extremely helpful in getting out the news of the meeting postponement but my apologies to those people who made a fruitless journey to the ground.

One should always look for silver linings in disappointments and perhaps the one to be found from this one is that when we do have our meeting on Monday, 3rd December in the Supporters' Club at 6.30pm, the attendance may well be greater due to the publicity we have been receiving. Wiltshire Radio and Cable Television have run features on the Junior Robins and I am informed even national newspapers have been writing about us. It is good to see the friendly face of football getting some publicity as opposed to the violence which is sometimes highlighted out of all proportion. I feel sure the publicity our Club is getting will reflect well on Swindon Town and help football in general.

Membership has now gone past the hundred mark and all members have received their cards and the Club's first news-

letter. While on the subject of membership cards, I must thank Clare Fernandes who has been a great help in assisting in the writing out of cards and addressing of the envelopes. Also I would like to thank Paul French for his help in delivering the cards to schools.

Congratulations to Robert Foster, age 10, of 54 Huntingdon Crescent, Sheffield. He submitted the first all correct entry in the Find the Keeper wordsearch. Well done Robert, a Swindon Town penant will soon be on its way to you. It is good to see that Manchester United are not the only club with supporters all over the country.

While writing these notes I have learnt that Swindon have managed to earn a replay in the tie with Dagenham. I hope nobody regards a draw at Dagenham as a poor result. It is far too easy to underestimate non league teams and adopt a superior attitude. One of the things that some football supporters do all too often is to mock opposition. This is the wrong attitude. Whoever a team is playing one expects the players to treat the opposition with respect and give one hundred per cent. Supporters should do no less. I look forward to the replay with Dagenham and shall take the chance in this column for that match to say something about the behaviour which is expected from Junior Robins supporters.



# FACTS AND FIGURES

## COMPREHENSIVE LEAGUE TABLE

1984-85

(UPTO AND INCLUDING NOV. 10TH)

BY DAVE KING

LAST SEASONS FINAL POSITION	HOME GATE THIS SEASON	AVERAGE GATE 83-84	* or -	Manager	PLAYING RECORD			W D L F A	CLUB	W D L F A	PTS	GOAL DIFF	LEADING GOALSCORERS	WHERE CAREER SCORED GOALS								
					P	W	D							L	F	A	TOTAL	H	A	TOTAL		
14	2,660	1,507	+	CYRIL KNOWLES	16	6	1	16	5	3	5	0	9	6	33	+14	CARL AIRCY	6	5	1	11	
13	3,714	3,414	+	JOHN DUNGAN	15	6	2	0	19	8	3	1	11	6	32	+16	ERLIE MOSS	8	6	2	205	
15	3,048	2,104	+	MARTIN DOBSON	16	5	2	1	15	7	4	3	9	6	32	+11	WAYNE ENTISTLE AND CRAIG MADDEN	7	each			
11	3,510	2,984	+	JOHN NEWMAN	16	6	1	1	11	3	3	2	3	12	9	30	+11	STUART PHILLIPS	9	2	7	54
7	3,601	3,424	+	JOHN WILE	16	8	0	0	17	4	1	3	4	7	10	30	+10	FRANCIS CASSIDY AND ERRINGTON KELLY	5	each		
16	2,236	2,454	-	DARIO GRADI	16	6	0	2	17	10	3	1	4	10	14	28	+3	GARY BILSETT	7	5	2	10
6	4,222	3,936	+	SAM ELLIS	16	5	3	0	14	4	2	2	4	10	14	26	+6	KEVIN STONEHOUSE	7	4	3	43
10	1,664	2,138	-	BRYAN HAMILTON	16	6	0	2	17	8	2	1	5	10	15	25	+4	JOHN CLAYTON	13	10	3	22
DIV 3	3,673	4,023	-	JOHN RUDGE	16	4	2	2	12	8	3	2	3	9	9	25	+4	EAMON O'KEEFE	7	4	3	48
8	2,004	2,220	-	CYRIL LEA	16	4	2	2	16	12	3	2	3	13	16	25	+1	TONY ADCOCK	15	9	6	63
23	2,726	1,505	+	BILLY HORNOR	16	3	4	1	11	8	2	3	5	8	11	24	E	GRAEME HOLETY, ROY HOGAN & LES MURIE	3	each		
DIV 3	2,223	3,349	-	FRANK BARLOW	16	3	3	2	16	12	2	3	3	8	9	21	+3	CHRIS COMLING	7	4	3	24
19	2,182	2,440	-	IAN GREAVES	16	4	2	2	9	4	1	4	3	2	6	21	+1	DAVE CALDWELL	6	4	2	54
17	3,064	3,344	-	LOU MACARI	16	3	2	3	12	10	2	3	3	8	12	20	-2	ALAN WATTS	8	7	1	116
9	1,334	1,922	-	DAVID WEBB	16	2	4	2	8	9	2	1	5	6	12	17	-7	DEAN MOONEY	3	2	1	16
DIV 3	1,943	3,142	-	BOBBY MOORE	16	3	4	1	10	10	1	1	6	10	20	17	-10	STEVE PHILLIPS	8	6	2	154
DIV 3	2,485	3,380	-	JIM ILEY	15	2	5	1	11	7	1	2	4	7	16	16	-5	HAT PRATT	8	5	3	48
12	2,494	2,098	+	ERIC WEBBER	15	3	2	2	11	7	1	2	5	7	20	16	-9	JOHN KERR AND TOMMY SWOOP	3	each		
5	2,143	2,483	+	LEN WALKER	16	2	3	3	12	10	2	0	5	6	13	15	-5	DALE BAYTON AND MARTIN FOLEY	4	each		
24	1,857	1,764	+	JOHN MCGRATH	16	2	2	4	10	12	1	3	4	6	12	14	-8	DAVID BRETT, OWEN BROWN, PATER SAYER & PETER ZALM	3	each		
18	1,936	2,343	-	TONY BARTON	16	2	1	5	10	10	2	0	6	10	17	13	-7	JAN BENJAMIN	6	3	3	23
21	1,341	1,412	-	BILLY AYRE	14	2	0	4	4	8	2	1	5	14	13	-13	BARBY GALLAGHER	3	3	0	39	
20	1,656	2,083	-	BOBBY ROBERTS	14	2	2	2	12	12	1	0	6	8	14	11	-6	JIM STEEL	8	5	3	46
22	1,490	1,491	-	VIC HALDM	16	1	2	5	5	10	1	3	4	7	14	11	-12	LES LAWRENCE	4	1	3	74

### THREE OR MORE GOALS

Aug 25 Tony Adcock 3 - Colchester v Southend, 3-3 Div 4  
 Oct 2 Alan Mayes 3 - Swindon v Blackpool, 4-1 Div 4  
 Oct 20 Ian Benjamin 3 - Northampton v Aldershot, 4-0 Div 4

### MANAGERIAL DISMISSALS

MICK BULLOCK (HALIFAX)

### SENDINGS OFF

R MDDONOUGH BLACKPOOL v EXETER SEPT 1  
 R RAMSEY HARTLEPOOL v SWINDON SEPT 1  
 R BRIDGAS BURY v PORT VALE SEPT 4  
 S RODWAY STOCKPORT v TRAMWRE SEPT 8  
 K YOUNG CHESTER v BURY SEPT 8  
 P HENDRIE HEREFORD v STOCKPORT SEPT 15  
 S DUXTON HEREFORD v STOCKPORT SEPT 15  
 B WUNDEE NORTHAMPTON v COLCHESTER SEPT 29  
 P CAVANAGH STOCKPORT v ROCHEDALE OCT 1  
 C CALDERWOOD HEREFORD v MANSTFIELD OCT 6  
 C PRICE HEREFORD v MANSTFIELD OCT 6  
 T SMITH TRAMWRE v HARTLEPOOL OCT 6  
 C RAMSEY SWINDON v PETERBOROUGH OCT 7  
 G GROVES DARLINGTON v COLCHESTER OCT 13  
 S FOX EXETER v CHESTER OCT 13  
 C BURGESS TRAMWRE v BLACKPOOL OCT 23  
 T DALZIEL HEREFORD v DARLINGTON NOV 7  
 S TURLING HEREFORD v DARLINGTON NOV 7  
 P COYLE BLACKPOOL v STOCKPORT NOV 10

### LONGEST UNDEFEATED RUN AT HOME

DARLINGTON 8 (CURRENT) PETERBOROUGH UNITED 8 (CURRENT) ALL MINS

### SUCCESSIVE WINS

BURY 5 DARLINGTON 8 (CURRENT) 5 MINS, 5 DRAWS

### SUCCESSIVE DEFEATS

HALIFAX 5 BLACKPOOL 5

### LONGEST UNDEFEATED RUN IN AWAY MATCHES

DARLINGTON 8 (CURRENT) 5 MINS, 5 DRAWS

### HIGHEST PENALTY SCORERS

BLACKPOOL 5



# BEHIND THE SCENES

BY BOB JEFFERIES



As you may be aware we have, for a number of years, had a family ticket scheme whereby Mums and/or Dads can bring their children to our games and sit anywhere in the stands at very considerably reduced charges. We have also recently introduced the Junior Supporters club scheme and members can come to the County Ground with or without their parents and watch the games in seating accomodation for just 50p.

We hope that those availing themselves of these concessions appreciate the offer so much so that they will nominate the Club for the Family Award Scheme which is part of the Canon League Sponsorship. A part of the overall sponsorship programme provides for cash awards for Clubs who do most to stimulate family attendances at matches. The programme has been developed in conjunction with the Radio Times who will be devoting a full page to the launch and providing regular monthly features in the magazine throughout this season.

The prizes, not only the the Club but also for the winning reader's nomination, are very impressive. Each monthly prize winning nomination will go forward to a special judging for three end-of-season awards the first prize being a trip for a family of four to see England play in Mexico during summer 1985 or £3,000 in cash.

Neither this Club or any of it's supporters will benifit unless nominations are made so please keep your eye open for the entry details and nominate the Swindon Town Football Club.

The Smiths Cup begins its 1984/85 season with another record-breaking entry of nearly 8,000 schools now embarking on the road to Wembly.

The six-a-side tournament, open to all ESFA affiliated schools for under 11 year old boys, has attracted praise from many famous names in the world of football including that of England Manager, Bobby Robson, who last year endorsed the importance of the small sided game and complimented the organisation of the tournament which culminates with the finals at Wembly Stadium - an ambition sought by many famous players but often not fulfilled.

This competition cannot be praised too highly as it not only gives youngsters the unique opportunity of playing at Wembly but encourages them to play six-a-side football which is vital to the development of skills.

\* \* \* \*

When the Football League conceived their three points for a win "experiment" four years ago they hoped that more enterprising football could follow naturally.

"Those expectations have been fully justified", said Graham Kelly, Secretary of The Football League. "If the present goalscoring rate is maintained, the Canon League will achieve its highest scoring level for 18 years."

Four seasons ago, the 1980-81 League programme yielded 5,002 from 2,028 matches. In 1981-82, the first three-points-for-a-win season, the figure increased to 5,277. It rose again in 1982-83 to 5,672. Though last season's total dropped slightly to 5,574 it was, significantly, 572 more than that of 1980-81.

So far this season 623 Canon League fixtures have yielded 1,793 goals at an average of 2.88 a match. At the current rate therefore the seasonal total could be more than 5,800 for the first time since 1966-67.

\* \* \* \*

Finally, many thanks for your presence this afternoon and I hope we will see you again on Monday evening to cheer the lads on into the next round of the F.A. Cup.



# Ford at Walker Jackson

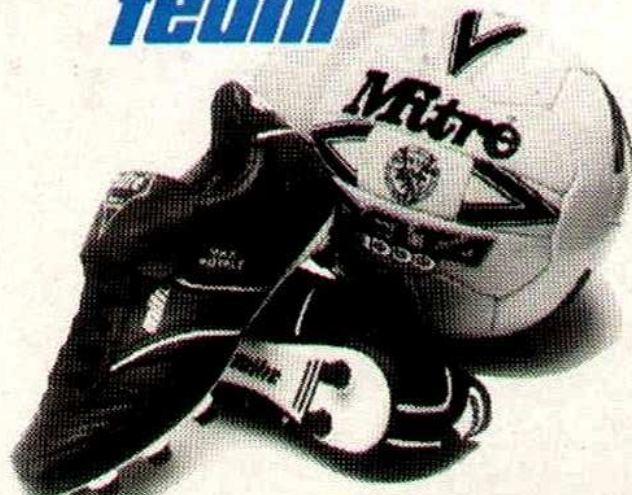
more value, less price, better deal!



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**<sup>®</sup>

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

Today's *mitre* Delta Matchball donated by



BALL DONOR  
Mr. K. Judkins  
Andover  
Hampshire

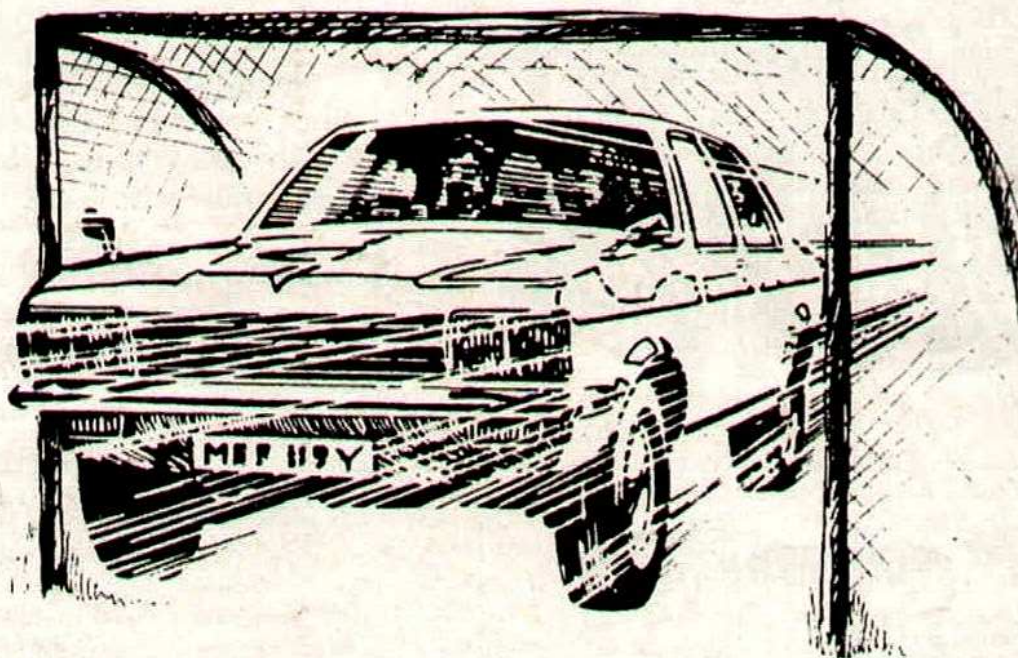




**SCORE**  
every time with

# 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**