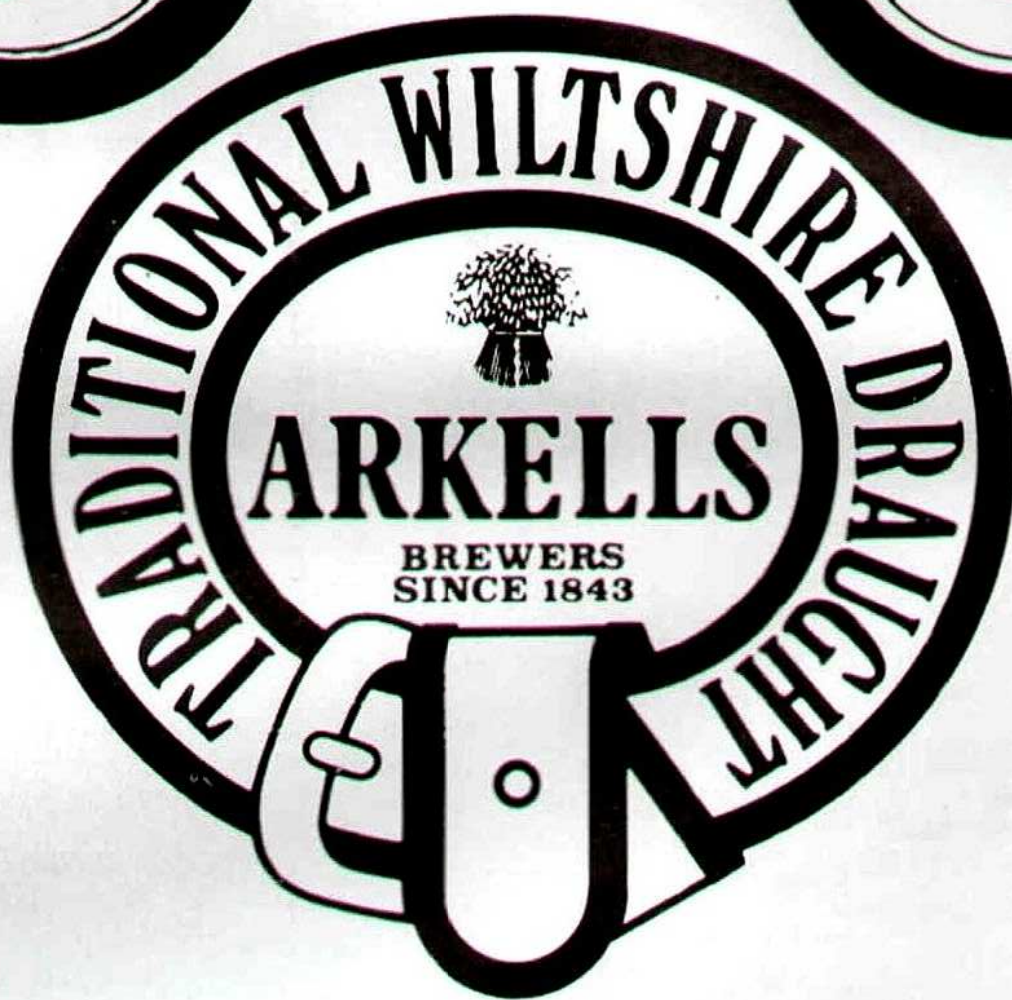


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#### HONOURS

Football League Cup Winners:  
1969  
Semi-Finalists 1980  
Anglo-Italian Cup Winners: 1970  
International League Cup  
Winners Cup, Winners: 1969  
Third Division  
Runners Up: 1962-63, 1968-69  
F.A. Charity Shield  
Finalists: 1911  
F.A. Youth Cup  
Finalists: 1964  
F.A. Cup Semi Finalists:  
1910, 1912

## Chairman's Chatter



This afternoon's match is the first opportunity that I have had in congratulating Lou Macari and his players on their fine performance at Roker Park last week against Sunderland. With a depleted squad it was a most creditable performance to return with just a single goal deficit. It would be foolish to imagine that we have anything but a most difficult task ahead in the Second Leg here at the County Ground next Tuesday evening.

Having witnessed the Roker Park roar in person last week it was obviously pleasing to hear the faithful band of Swindon Town supporters making themselves heard in defiance of the home support. Such enthusiasm will be required to help our Club into next weeks draw for the Third Round of the Milk Cup Competition.

We return to League Football in welcoming Rochdale to the County Ground for this afternoons match. While our visitors have made a commendable opening to this seasons League programme it is imperative that we begin to improve our position in what promises to be a competitive season in a Division shorn of any outstanding teams.

Having welcomed both Kenny Allen and Nicky Coleman to our Club in last Tuesdays programme may I also extend a likewise welcome to former Brentford player Paul Roberts. All three have given commendable displays in their initial matches for our Club.

I make no apology in returning to the topic of our forthcoming match with Sunderland next Tuesday in asking you to attend a little earlier than normal to avoid any congestion at the Turnstiles in what is almost sure to be an attendance larger than we have seen in recent seasons.

May I appeal to you all to please support the new Top Score Competition. We urgently require agents particularly in the country areas. I cannot stress enough that YOU can HELP the Club that is YOURS by contacting OUR Commercial Department as soon as possible.





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# Face to Face

A NEW PROGRAMME FEATURE  
WHERE LOU ANSWERS QUESTIONS  
FROM DAVE KING -



Q: Did you expect the scoreline to be so narrow at Sunderland?

LOU: While you hope for the best, on paper we realistically had little chance but I told the lads that all that could be expected of them was that they did their best. Having watched the match do you think they did that?

REPLY: Without a doubt, I am sure that I speak on behalf of many when I say it was a proud night for Swindon Town supporters despite losing!

Q: Were you especially pleased with Nicky Coleman and Paul Roberts?

LOU: I was pleased with all eleven players, but yes, I was satisfied with the two you have mentioned. It was a testing situation for both of them, they did well.

Q: What about the penalty decision against us?

LOU: From my vantage point it did not look a penalty but you have to accept decisions, right or wrong and they even out during the course of the season.

Q: Can we beat Sunderland?

LOU: Of course we can but we should not delude ourselves that we still have an awesome task in front of us. It should not be forgotten what most of the Sunderland team cost and the value of the players already on the Roker Park staff.

Q: Do you envy the money available to Lawrie McMenemy to use in the transfer market?

LOU: What manager would not do so, I only wish I had been at Swindon Town a few seasons ago when money seemed readily available for strengthening the team.

Q: Have you had money made available during the current injury crisis to strengthen the squad?



LOU: No, since I have been here I have had to make money available by transferring some players. Otherwise I have had to obtain free transfers, players on loan or use non-contract staff.

Q: Would you consider playing one or two of the younger players while you are short of senior staff?

LOU: Of course, but if you have seen our reserve matches you will know that there have been no individual performances to merit such promotion. There are positions available to all players if they show the application and form I demand.

Q: What about our current League position?

LOU: If you were asking me that question with six matches of the season left I would be concerned but at the moment we have thirty eight still left to be played.

Q: Fate seems to have dealt a cruel hand this season?

LOU: It appears that way at the moment but we must battle against adversity, that is what life is about and football is no different.

Q: Did the week at Durham serve any purpose?

LOU: A change of scenery is good for everyone and it gave me time to get to know some of the new players better. Living together for a short while can help to foster team spirit also.

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# Reflections of you

A NEW SERIES IN WHICH THE TOWN  
PHYSIOTHERAPIST REVEALS HIS  
THOUGHTS ON PLAYERS AND  
MANAGERS OF PAST DECADES



Swindon Town physiotherapist Kevin Morris, is not a man to mix words, when asked about the changes that he has experienced during twenty-eight years of full and part time service with the Club.

For those who may not know the man who attends the sick and injured among the Club's playing staff, a brief introduction would not go amiss. Kevin now forty-seven years of age joined the Club from Bury in November 1956.

His playing career, although at a minor level did allow him to play with Mike Summerbee, Ernie Hunt, Bob Woodruff and Don Rogers who were at that time, young players in the Town 'A' teams, that were members of the Hellenic and Wiltshire Premier Leagues. Those four young players of the late 'fifties' were to become prominent during the early 'sixties' as they scaled the ladder of success to appear for First Division Clubs and various England International teams.

Those were the days when soccer had its most profound impact on the deep thinking 'physio'. Kevin is a well read man, who is adept at observing the quirks of nature so often found in the professional footballer. His views on the modern day player compared with the player of past decades make interesting listening.

'When I first joined Swindon, no player would dare question the manager of that time, who was Bert Head. You simply did as he asked. How times have changed, today if you express or give an instruction there is invariably an answer of yes, but...and take it from me that applies to

everything'.

'In my opinion pride and discipline are words of a bygone age. Life in general has changed so. The modern day child has little or no respect for the teacher or policeman. That fact, in no small way accounts for soccer hooliganism that we have encountered in the past fifteen years or so. I am sure that if National Service was re-introduced we would find a much improved society and also a more considerate footballer'.

'Life is too easy for players, everything is done for them, they rarely have to think for themselves. Everything is arranged, transport, passports, kit, housing and cars. You name most everyday encounters and players very rarely have to consider them'.

'It can be no coincidence that the majority of England's World Cup Winning Team of 1966 served in Her Majesty's Services. A one year stint would do no harm at all to todays modern youth'.

Kevin added his further thoughts to the style of management that he first saw at Swindon under Bert Head, 'Bert made sure the players were one hundred per cent fit, he had some great allys with the experience that people like Maurice Owen and Harry Cousins provided. He was a past master at combining the experienced and inexperienced in his teams and he was not afraid to move players to find their best positions'.

Would that style of management work today? Kevin was most definite in his reply, 'Not at all, do you know why? Because the youngster in modern society has not been brought up to respect his elders. The factor that bothers me most in football is the apprentice. When they are told they are no longer wanted they seem hardly bothered. In years gone by similar rejection would have been meet by a flood of tears, but no more, it appears as though it is a pressure removed when they are no longer required to train and practice basic skills. Why? It must reflect on the way we have allowed society to change for the worst'.



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# Commercial Comment

By Doug Buswell

## TODAYS SPONSORS

Our thanks are due to Alan Vockings of Metalite Ltd., and Mr. Silk, Licensed Valuer of Highworth for Sponsoring today's game.

## TODAYS MASCOT

Is David Watts, who's brother Chris was a mascot earlier in the season, comes from Gosport Hants. David and Chris together with their mother and father attend most home games and originate from Highworth. I hope David enjoys himself this afternoon.

Whilst on the subject of Match Day Mascots, I still require a few more. If you are interested in being a mascot then ring me on Swindon 31510.

## SPORTING DINNERS

Our new season of Sporting Dinners began on Monday 16th September and was another successful night. The next dinner is on Monday 11th November and our Guest Speakers for the evening will be Englands No 1 Test

Umpire Dickie Bird and Rugby International Fran Cotton. Tickets are now available from the Commercial Department. Swindon 31510, or any Director.

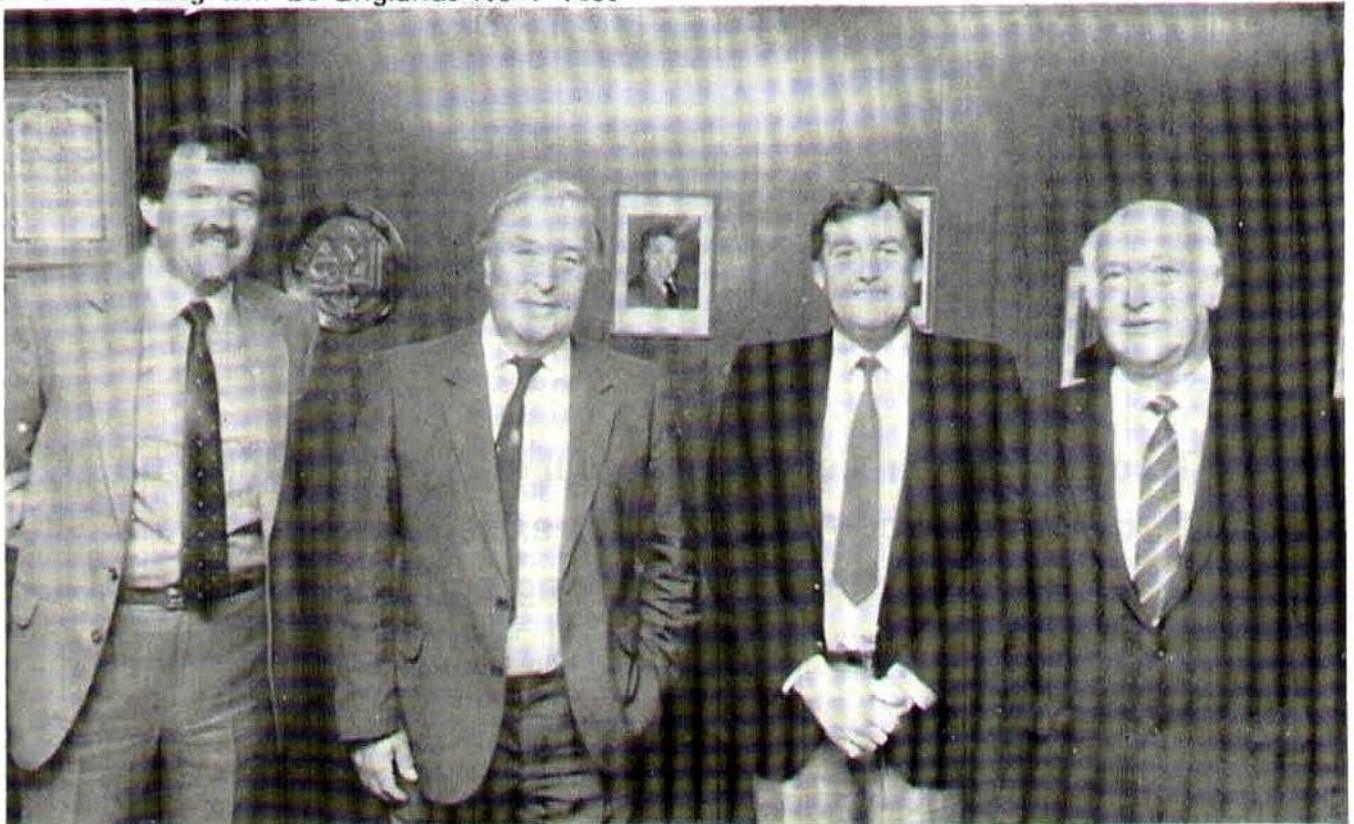
## KIT SPONSORS

Our thanks are due to our many Kit Sponsors. This scheme has been enlarged this year to include all our full time players together with the training staff.

However there are a couple of spaces still available for Sponsorship at the moment. Of course if Lou signs any more players then they also will need a sponsor. If you would like to help then contact Alison in the Commercial Department.

Once again thank you to all our previous Sponsors and the many new ones who have come forward to help.

Thank you for coming this afternoon and I hope you enjoy the match.



Our photo taken at the Sporting Dinner on 16th September shows Mr. B. Hillier, Chairman S.T.F.C.; Denis Compton; Mr. Bob Clarke, Transplant; Mr. Gusty Gale, Comedian.

Our thanks to **BOB CLARKE** and **TRANSPLANT (SWINDON) LTD.** for his generosity in sponsoring the night.



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# Backtrack

BY MIKE SKINNER

1975  
1965  
1955

## 10 Years Ago — October 1975

A surprise start to the month when Swindon (24th) travelled to mid-table Rotherham, and came off 2-0 winners, on the 4th. Trevor Anderson and a David Moss penalty ensured maximum points. A week later Halifax were the visitors when goals from Anderson (2) and Kenny Stroud saw Swindon climb to 20th place, Ray McHale replied for the visitors watched by 6,214. But, with two away games to follow, Swindon reverted to their earlier form by losing 2-0 to fellow strugglers Wrexham on the 18th, and 5-0 at Bury three days later, where two goals from Andy Rowland helped in our downfall.

During the following week Swindon secured the services of Gerry Taylor, the experienced Wolves defender, on loan. He made his debut that Saturday in the home game with Grimsby when two goals from Peter Eastoe, and one from Anderson, gave the Town two much needed points, with 5,873 present. The away form, though, still needed improvement, and it was no surprise that the Town went down by 3-0 in the Friday night match at Southend to leave them just two places off the bottom.

## 20 Years Ago — October 1965

The month started with a visit to Watford on the second, but with little success — incurring a 2-0 defeat. The game against Bristol Rovers three days later, however, made up for it. A highly entertaining game saw Swindon winning by the odd goal in seven, Eric Weaver, Roger Smart (2) and Dennis Brown being the scorers in front of a pleasing 18,063. But home again the following Saturday produced a dour encounter with Gillingham, the visitors winning by the only goal of the game. This score-line was repeated a week later, when Swindon went down at Millwall in front of a near 14,000 crowd.

Swindon made amends three days later however, when York City paid us a visit. A Dennis Brown goal gave us the interval lead, but little indication as to what was to follow. Jimmy Lawton and a John Trollope

penalty made it 3-0, when, with seven minutes remaining, Don Rogers decided to get in on the action by getting a hat-trick in the 83rd, 87th and 88th minutes to make it a rather flattering 6-0 victory. This new found goal scoring touch continued the following Saturday, with a 3-0 home win over Peterborough (Rogers, Brown and Smart netting with 12,628 present) to push the Town into 5th place. A week later Jimmy Lawton's goal nine minutes from time gave us a share of the points at Exeter.

## 30 Years Ago — October 1955

In an attempt to halt the decline Swindon secured the services of Andy Micklewright at the end of September, from Bristol City, and Geoff Fox, the experienced Bristol Rovers defender, as player/coach. However little changed as Swindon made the short trip to Coventry on the first, and returned with tails between legs following a 6-0 humiliation, enjoyed by most of the 17,185 crowd. Now firmly entrenched in the 24th spot, Swindon played host to Exeter a week later, again without joy. The visitors left with both points, winning by the only goal of the game following a goal-less first-half.

Much the same story was to be had seven days later, when the Town paid a visit to Leyton Orient to suffer a 4-0 defeat. By now, with crowds dwindling, Swindon were facing a financial crisis. Threats of closure were made if gates didn't improve, and the two amateur sides, run in the Gloucestershire Northern League and the Swindon Borough League, were disbanded to cut costs. Also affected was Harry Martin, the Reserve Team trainer, who was sacked after more than 20 years service. However with the visit of Colchester on the 22nd, the gate was down again. 6,373 saw the Town get only their second win of the season, winning 3-1 with Andy Micklewright (2) and Maurice Owen netting. But it was back to normal the next Saturday, a 4-1 defeat at Norwich ending the month much as it started.



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 EVENS      EVENS  
 5/2      2/1  
 10/1      5/1



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# Junior Robins

By D. Mattick

At long last I have begun to receive some questions from you the Junior Robins. As I am very anxious that this page should contain what you want to hear about rather than what I want to write about I will attempt to answer some of them straight away.

Simon Ward would like to know why Swindon have changed the colour of their away strip.

For those who did not know last year Swindon wore yellow shirts and blue shorts when it was necessary to change because of a colour clash. Lou Macari decided on a change this year as he felt the yellow and blue was a bit too much like our local rivals Oxford United. This season the team will wear white shirts and black shorts. White shirts reflect more heat and so keep players slightly cooler on hot days but perhaps the most encouraging thing about white shirts for Swindon is that that was the colour they wore for their Wembley victory over Arsenal in 1969.

Carl Webster asks "Why is the programme cover the same for every match?"

The simple answer to that is cost. Printing, particularly colour printing, is expensive and by using the same basic format for each match money can be saved. Clubs in the higher divisions with bigger attendances and larger programme sales can afford to change the covers as the cost can be spread over the much larger numbers of programmes sold. I am sure

that most readers would agree that in terms of content and quality the Swindon programme is better value for money than any other Fourth Division programme and a credit to its editor, Dave King.

While on the subject of programmes I would remind all members of the value that their programmes can acquire. Programmes of the 1940's originally worth 2p can now be worth over £3. The important thing to remember is to keep your programme clean, dry and uncreased as if it is damaged in any way it loses much of its value. Stack programmes away in a shoe box and you might find it has become a gold mine in thirty years time. For those who are interested in taking up programme collecting I would recommend "Collecting Football Programmes" by Phil Shaw at £1.50 an excellent introduction to the subject.

Membership is increasing and we now have around 150 paid up members. Nythe Junior School alone has 34 members, a tribute to the industry and enthusiasm of Mr. Keith Embling, a loyal supporter who teaches there, who has done much to encourage the growth of membership.

At the risk of repeating myself I would remind members of the meeting on Monday at 6.00 p.m. in the Supporters Club and the fact that prior to the meeting the heats of the Leeds Penalty Prize Competition will take place starting at 5.00 p.m.

## SOUTH EAST COUNTIES LEAGUE

### DIVISION TWO

Southampton	6	5	—	1	22	11	10
<b>Swindon Town</b>	<b>6</b>	<b>3</b>	<b>3</b>	<b>—</b>	<b>16</b>	<b>9</b>	<b>9</b>
Luton Town	6	2	3	1	20	13	7
Oxford United	6	3	1	2	14	10	7
Tottenham Hotspur	5	3	1	1	10	6	7
A.F.C. Bournemouth	6	2	2	2	12	12	6
Southend United	6	2	2	2	6	8	6
Colchester United	6	2	2	2	11	16	6
Wimbledon	6	2	1	3	11	9	5
Bristol Rovers	5	1	3	1	4	3	5
Brentford	6	—	4	2	10	12	4
Brighton & Hove	6	2	—	4	4	13	4
Reading	6	1	1	4	10	17	3
Crystal Palace	6	1	1	4	13	24	3



# Action Replay



Sunderland goalkeeper Bob Bolder collects a Town corner kick, frustrating Swindon strikers Andy Rowland (left), Colin Gordon (No 9) and Peter Coyne (right).



Peter Coyne (left), scorer of Swindon's second goal at Sunderland, prepares to take on Frank Gray, watched by Chris Ramsay (right).





# Seen and Heard



## CRISIS .....

The injury problems now facing Lou Macari seem to have reached a critical level . . . Lou was left with just twelve of his first team squad for the away match at Hartlepool last Saturday . . . Absent were the injured Dave Hockaday, Jamie Reynolds, Chris Kamara, David Moss. While both Colin Gordon and Leigh Barnard were serving suspensions . . . Colin a one match ban following his dismissal at Peterborough . . . While Leigh faced a two match ban after being dismissed from the field of play during the Football Combination match at home to Bristol Rovers . . .

## Sorry Rovers .....

Due to the lack of numbers we had to postpone our visit to Bristol last weekend when we were due to face the Eastville Club in a Football Combination match . .

## Farewell Jake .....

The Club decided not to extend the monthly contract of former Luton Town and Aston Villa goalkeeper Jake Findlay after the recent signing of Torquay United keeper Kenny Allen . . .

## Welcome Paul .....

Former Brentford player Paul Roberts gave a most commendable performance in our stirring Milk Cup tie at Roker Park . . . Paul a former Millwall apprentice has made 146 League appearances for the New Cross Club . . . And 62 League appearances for Brentford . . .

## Unwanted .....

One record Paul wants to shed . . . is the fact that he has played more League matches than any other current League player without scoring a League goal . . . The total? . . . 204 before the Hartlepool match . . .

## Down to the sea we go .....

There's nothing like a touch of the 'old briney' according to Lou . . . While staying at Durham University last week between last Tuesday's Milk Cup tie at Sunderland and the League match at Hartlepool he took the Town

players down to the North Sea . . . He remembered a remedy used by his former Glasgow Celtic Club . . . They used to send all their injured players swimming in the cold to heal injuries . . .

## No Truth .....

There was no truth to the rumour that 'physio' Kevin Morris was taking a course in Medical Studies at Durham University last week . . . He just didn't have time to do so . . . He was too busy treating injuries . . .

## Congratulations .....

Most of you will never have heard of Sharron Fletcher . . . Sharron prepares the editorial for the club printers . . . To prove she is interested in sport . . . She quietly remarked last week that she has been selected for Wiltshire . . . No . . . not football . . . But netball . . . Well done Sharron . . . How about a photograph for the club programme . . . and a promise to visit the County Ground soon? . . .

## How Unfortunate .....

One sad aspect of the recently postponed League match with Preston North End . . . Was the publicity that we were unable to afford Town Director Dick Mattick that Saturday . . . Dick who also supervises the Junior Robins . . . Was due to run in the Peoples Marathon the following day . . . Leaflets were to have been handed out at that match . . . Asking you to sponsor Dick in his brave attempt to boost the Lou Macari Appeal Fund . . . For those of you who may not know the Junior Robins Leader . . . May I assure you that he is one of the most admirable of Club supporters . . . Dick completed the course and I am sure you will offer your congratulations to him . . . A few pennies to spare . . . Ask yourself could you do it . . . Look around the Boardrooms of England . . . I am sure Dick will not wish me to say this but he really was a man apart on that Sunday . . . It is easy to forget Directors can be supporters too . . . Well done Dick . . . Can I ask you to hand any contribution into the Club Office . . . Addressed to Seb . . . Sorry Dick Mattick . . . Please support his effort.



# In Town Today

Today's visitors Rochdale have been the surprise team in the early weeks of this season. Having struggled throughout the majority of last season, the Spotland Club eventually managed to finish three points clear of the re-election zone. For his second season in charge of Rochdale, Manager Vic Halom will be hoping to repeat some of the managerial success that he encountered when he led Barrow to the Northern Premier League title. This season the former Sunderland star, who won an F.A. Cup Winners Medal with next Tuesday evenings visitors from Roker Park, has built his team around defenders of height. The following players have been included in the Rochdale team of recent matches:-

Goalkeeper DAVE REDFERN joined Rochdale during the summer for a fee of £15,000 from Sheffield Wednesday. The twenty-two year old, Sheffield born player, spent a period on loan to the Spotland Club last season, during which he played in nineteen League matches.

Twenty-four year old PAUL HEATON joined Oldham Athletic as an apprentice. He made 136 appearances for 'The Latics' scoring 28 goals as a forward. Injury retarded what had been predicted as a bright future. After joining Rochdale on loan initially at the end of the 1983-84 season, he was signed for a small fee in the summer of 1984. Paul made 46 appearances last season scoring 5 goals. His first goal of this season came in the 4-1 home win against Stockport on August 26th.

Central defender IAN JOHNSON made his debut for Rochdale last season after impressing Manager Vic Halom in reserve team displays. Ian made 12 League appearances last season.

Sheffield born DAVE GRANT partnered Ian Johnson in the recent away defeat at Burnley. The former Sheffield Wednesday, Oxford United and Cardiff City defender played fourteen League matches on loan to Rochdale from the Ninian Park Club last season, before moving north to join Rochdale on a permanent basis during the close season. The twenty-five year old defender had appeared in 203

League matches at the completion of last season.

Thirty-two year old PHIL CHAMBERS joined Rochdale from his home town club Barnsley this summer after making more than 400 appearances for the Yorkshire Club who he originally joined as an apprentice. Phil only made 7 League appearances last season.

Somerset born, IAN McMAHON began his football career with Oldham Athletic. After only two League appearances with the Boundary Park Club he moved to Rochdale in 1982. The former Oldham apprentice who will be twenty-one years old on Monday next, had made 62 League appearances for the Spotland Club at the end of last season. Ian is partnered in midfield by Liverpool born JOHN SEASMAN, who has played League football with Luton Town, Millwall, Rotherham United, Cardiff City and Chesterfield. The thirty-year old midfielder played for Rochdale on loan prior to his move to Chesterfield last season. He decided to return to Spotland during the close season. John has totalled over 300 League appearances during his eleven year career.

Striker BARRY DIAMOND was Vic Halom's first signing when he moved to Rochdale from Northern Premier League Club Barrow for a fee of £3,500. Barry repaid his managers faith when he scored fifteen goals last season. Dumbarton born, Barry, has played for Gillingham, Workington and also spent a period in Finland. Alongside Barry in Rochdale's attack this season is summer signing RONNIE MOORE from Charlton Athletic. The 32 year old Liverpool born striker once scored 34 League goals in a season for Tranmere Rovers! The former Cardiff City and Rotherham United player is now nearing a career total of 500 League appearances. He opened his goalscoring account for Rochdale with a forty-sixth minute effort against Torquay United at Plainmoor on August 24th.

FRANK GAMBLE appeared in 27 League matches last season during which he scored 5 goals after joining Rochdale from Vic Halom's former club Barrow. Liverpool born Frank, had a spell with Derby County before joining



# Rochdale

MANAGER: Vic Halom

the Northern Premier Club. Royton born STEVE TAYLOR who will be thirty-years old on the eighteenth of October, started his career with Bolton Wanderers as an apprentice. After 40 senior appearances for 'The Trotters' he has a spell on loan to Port Vale before joining Oldham Athletic. Steve scored 25 goals in forty-seven League matches for the Boundary Park Club before moving onto Luton Town for £50,000. He later moved on to Mansfield Town for a similar fee. In 1980 he joined Burnley for £35,000 and bagged 37 goals in 86 League matches. He later played

for Wigan Athletic and Stockport County before arriving at Spotland midway through last season to score 12 League goals from his thirty League appearances. Former Hereford United defender KEITH HICKS who moved to Spotland this summer on a free transfer and JOE COOKE who has seen service with Bradford City for seven seasons, also playing for Peterborough and Oxford United before joining Exeter City complete the Rochdale squad.



Back Row, from the Left: Keith Hicks, Dave Grant, Ian McMahon, Jim McCluskie, Dave Redfern, Steve Taylor, Ronnie Moore, Ian Johnson, John Seaman, Barry Diamond.  
Front Row: Graham Hurst, Shaun Reid, Paul Heaton, Joe Cooke, Frank Gamble, Neil Ashworth.



# The Prince and the Pauper



The fortunes and circumstances of Lawrie McMenemy and Lou Macari can easily be likened to the Prince and the Pauper.

The recent Roker Park thriller between Sunderland and Swindon Town in the First Leg of the Second Round of the Milk Cup Competition left Lou Macari's men trailing by a single goal after the 3-2 Roker Park result.

Unexpected? Astonishing when you consider the facts available, if the case for Swindon Town had been presented before a soccer jury what would the verdict have been?

Appearing for the defendant — The Pauper — On the night in question, the Town Manager was forced to field his reserve goalkeeper, a full back on loan from another League club, who had played only one League match before and who had only met his new team mates three days previous. A non-contract player who was normally a defender in midfield. The player in question was also appearing in his first match for Swindon and had not been able to train to his full potential, also arriving in town only days previously. No recognised winger available and the following unavailable, David Moss, Dave Hockaday, Chris Kamara,



Charlie Henry, Kenny Allen, Leigh Barnard and Jamie Reynolds. Experience of nearly 1,600 League matches!

Standing for the accused — The Prince, the highest paid Manager in the Canon League and twelve players with an estimated value of £1,700,000 with International Caps at all levels, Schoolboy, Youth, Under-21 and 23, England 'B' and Full International honours. Experience of First Division soccer and a Wembley appearance of this year.

What was available for the defence of the Pauper on the evening in question?

Goalkeeper (free transfer) full back (£5,000) full back (on loan) central defender (free transfer) central defender (paid for by sale of Colin Bailie) midfield players (non-contract, non-League team, free transfer and £1,500) forwards (non-League and £80,000 paid for five seasons previous).

The Verdict? The case rests adjourned until next Tuesday evening when fate and faith may decide against all logic. The jury may stand down but they are asked to return on the night in question to see judgement administered. The defendant (The Pauper) and the accused (The Prince) are expected and charged to return to the dock at 7.30 p.m. on Tuesday October 8th.





# Travel Club



This season it has been most encouraging to see a great many new faces travelling with us. This is no doubt due to the new found enthusiasm about the club created by Lou Macari's leadership. From all of us on the Travel Club committee a big welcome to our travelling band.

Now for a little moan! If you do intend to travel with us can I plead with you not to leave things until the very last minute. I say this because we have had people contacting us late on an evening prior to a trip who have got most indignant when told the coaches are full. We have to finalize travelling arrangements with our coach company 2 days prior to each trip and for that reason do not normally sell tickets on the eve of a match unless by chance there are any seats remaining. As a rule we are open the 3 nights prior to the eve of each away fixture from 7 - 10 p.m. as well as before and after each home game, so there is ample opportunity to book. Our office is to be found in the Squash Club, which is situated under the North Stand adjacent to the Stratton Bank Turnstiles.

I know a number of people were disappointed that a train wasn't organised for the Sunderland trip. We did make enquiries at British Rail but found the minimum we

could have charged was £14.85. Our decision not to organise such a train was therefore based upon the fact that we felt that at that price very few could afford to travel and also most people would find difficulty in getting the necessary time off work. In actual fact I am sure the 6 hour journey each way by coach was quicker than a train could have travelled the distance in.

We were pleased to be able to reward the loyalty of some of you that travelled to Roker Park by holding a free raffle on each of the coaches for a number of complimentary tickets given to us for the match. I am sure we all felt well rewarded anyway by the performance given by the lads on the night, which made the long journey more than worth it.

Finally belated congratulations to David Norcliff who won an autographed match ball in the free membership raffle held on the final trip of last season.

Chris Hook

The Travel Club will be running coaches to Burnley, leaving the County Ground Car park at 9.00 a.m. The fare will be £6.25. Coaches will also be running to Chester leaving County Ground Car park at 9.30 a.m. The fare will be £5.75.

Welcome to our latest signing, goalkeeper Kenny Allen from Torquay United. The 6ft 4 inch giant is more than welcome at the County Ground, if only for the reason that we will not have to face the Thornaby born player again. If you took a census of opinion among the supporters of Swindon Town as to the goalkeeper who in recent seasons has thwarted and frustrated our hopes and aspirations more than any keeper in the Fourth Division, they would probably name the former A.F.C. Bournemouth keeper. The photograph shows the recent Plainmoor custodian in action against the Town in our recent home League win against the Devon Club on August 26th.

## Ken's League Career Record

1978-79	BOURNEMOUTH	46 APPS
1979-80	BOURNEMOUTH	34 APPS
1980-81	BOURNEMOUTH	44 APPS
1981-82	BOURNEMOUTH	10 APPS
1982-83	BOURNEMOUTH	18 APPS
1983-84	TORQUAY UTD	11 APPS
1984-85	TORQUAY UTD	44 APPS
1985-86	TORQUAY UTD	4 APPS

TOTAL 211 APPS



# Facts & Figures

1985/86

DATE	OPPONENTS	VENUE	RESULT	GOALSCORER	ATTENDANCE
SAT AUG 17	WREXHAM	H	0-1		4,195
TUE AUG 20	Torquay Utd (Milk Cup 1)	A	2-1	Moss, Hockaday	1,266
SAT AUG 24	Hereford Utd	A	1-4	Calderwood	4,049
MON AUG 26	TORQUAY UTD	H	2-1	Coyne, Henry	3,378
FRI AUG 30	Southend Utd	A	0-0		4,037
TUE SEP 3	TORQUAY UTD (Milk Cup 1)	H	2-2	Coyne, Pugh OG	2,846
FRI SEP 6	NORTHAMPTON TOWN	H	3-2	Coyne 3(2 Pens)	3,879
SAT SEP 14	Peterborough Utd	A	0-3		2,946
TUE SEP 17	Crewe Alexandra	A	0-2		1,699
SAT SEP 21	PRESTON NORTH END	H	Postponed		
SAT SEP 28	Hartlepool Utd	A			
TUE OCT 1	EXETER CITY	H			
SAT OCT 5	ROCHDALE	H			
SAT OCT 12	Burnley	A			
SAT OCT 19	Chester City	A			
TUE OCT 22	STOCKPORT COUNTY	H			
SAT OCT 26	Port Vale	A			
SAT NOV 2	TRANMERE ROVERS	H			
WED NOV 6	CAMBRIDGE UTD	H			
SAT NOV 9	Scunthorpe Utd	A			
SAT NOV 16	F.A. CUP 1				
SAT NOV 23	MANSFIELD TOWN	H			
SAT NOV 30	Orient	A			
SAT DEC 7	F.A. Cup 2				
SAT DEC 14	HALIFAX TOWN	H			
SUN DEC 22	HEREFORD UTD	H			
THU DEC 26	Aldershot	A			
SAT DEC 28	Torquay Utd	A			
WED JAN 1	COLCHESTER UTD	H			
SAT JAN 4	Tranmere Rovers	A			
SUN JAN 12	SOUTHEND UTD	H			
SAT JAN 18	Wrexham	A			
SAT JAN 25	PETERBOROUGH UTD	H			
SAT FEB 1	Northampton Town	A			
MON FEB 3	Stockport County	A			
SAT FEB 8	CHESTER CITY	H			
SAT FEB 15	CREWE ALEXANDRA	H			
SAT FEB 22	Preston North End	A			
SUN MAR 2	HARTLEPOOL UTD	H			
WED MAR 5	Exeter City	A			
SAT MAR 8	Rochdale	A			
SAT MAR 15	BURNLEY	H			
SUN MAR 23	PORT VALE	H			
FRI MAR 28	Colchester Utd	A			
MON MAR 31	ALDERSHOT	H			
SAT APR 5	Cambridge Utd	A			
SAT APR 12	SCUNTHORPE UTD	H			
SAT APR 19	Mansfield Town	A			
SUN APR 27	ORIENT	H			
FRI MAY 2	Halifax Town	A			



Peter — who scored our second goal from the penalty spot in our thrilling first leg match at Sunderland in the Milk Cup took his total of goals for the season to six.



# Action Replay



Swindon's man of the moment Peter Coyne with his children Tony and Sophie after collecting the match ball for scoring a hat trick against Northampton



# In Reserve

Keep in touch with the Towns

## FOOTBALL COMBINATION

Table of Results to Tuesday, 24th September 1985 (Not inclusive)

	Pld	Won	Dwn	Lost	Goals		Points
					For	Agst	
Arsenal	7	7	0	0	38	1	14
West Ham United	8	6	2	0	26	6	14
Chelsea	7	6	1	0	29	1	13
Watford	7	5	2	0	15	1	12
Ipswich Town	6	5	1	0	13	5	11
Norwich City	7	3	2	2	13	8	8
Oxford United	7	3	2	2	16	12	8
Queens Park Rangers	8	3	2	3	16	16	8
Bristol Rovers	6	3	1	2	15	16	7
Crystal Palace	8	2	3	2	11	12	7
Luton Town	5	3	0	2	4	8	6
Birmingham City	7	3	0	4	13	18	6
Reading	7	3	0	4	7	14	6
Fulham	6	3	0	3	13	21	6
Charlton Athletic	7	2	1	4	13	23	5
Millwall	7	2	1	4	4	15	5
Tottenham Hotspur	6	2	0	4	6	9	4
Portsmouth	6	1	1	4	6	10	3
Southampton	7	1	1	5	8	21	3
Swindon Town	6	0	1	5	7	15	1
Brighton & Hove Albion	5	0	1	4	1	15	1
Swansea City	8	0	0	8	2	29	0

## Youth on our side

Have you paid a Saturday morning visit to Shrivenham Road yet this season? If not try and make time to watch our unbeaten South East Counties Youth Team.

Last Saturday they defeated Tottenham Hotspur with an encouraging display of good football, Terry Woollen reports that the Town Juniors are welding into a formidable unit. The Town took the lead in the 23rd minute of their League Cup Match when Paul Blakeley netted with a shot into the roof of the net from a Sheldon Lee corner. We increased our lead five minutes later when John Hammersley collected a Tottenham clearance and with a diagonal through ball found Nick Hughes who rounded Howells in the Spurs goal to put the Town two goals in front.

Shortly after Dean Casserley headed against the crossbar from a Sheldon Lee cross, Martin Davison put the Town three up after thirty-

five minutes when he headed home a Sheldon Lee cross after an earlier exchange of passes with the flying winger.

With a 3-0 half-time scoreline the Town dominated the second half with Martin Tucker substituting for Paul Blakeley who was unwell. He was soon instrumental in putting the Town Juniors four up when after David Law sent him clear with a pass from midfield Martin crossed and Sheldon Lee netted with a rasping shot.

A defensive lapse allowed Ingleton to reduce the arrears in the seventieth minute when the Town defence failed to clear following a goal-mouth scramble.

Team: Churchward, Bell, Davison, Hughes, Hammersley, Marshall, Lango, Casserley, Blackley, Lee, S. Law. Substitutes: Tucker for (Blakeley) and D. Lee for (Davison) in the 75th minute.



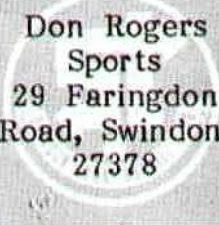
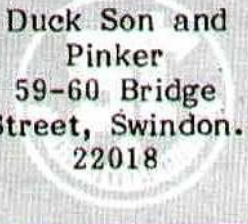
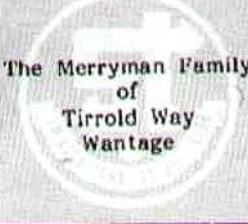




















# Photo Call Lee Barnard



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 <p>Sandra and Chris</p>	<p>Ollie, Pete &amp; Dobin (MWM) 12 Jackson Cl. Devizes, Wilts.</p>	 <p>Guys and Dolls Unisex Hairdresser Calne, Wilts.</p>	<p>Wyvern World Travel 28 Wood Street Swindon, Wilts.</p>	 <p>Don Rogers Sports 29 Faringdon Road, Swindon. 27378</p>
<p>Lights'n'Shades 33 Faringdon Road, Swindon. 27239</p>	 <p>Duck Son and Pinker 59-60 Bridge Street, Swindon. 22018</p>	<p>Purpose Made Windows 13 Market Street Swindon Tel No. 695802 or 616442</p>	 <p>The Merryman Family of Tirrold Way Wantage</p>	<p>Goddard Photography Victoria Road Swindon 38367</p>
 <p>Chris Parker The Old Swan Hotel Minster Lovell Oxon.</p>	<p>NIMSFIELDE Press Ltd Church Street Nympsfield Nr. Stonehouse Glos</p>	 <p>'We Coach The Team Barnes Executive Coach Travel Marlborough</p>	<p>'The Lou Macari Appreciation Society'</p>	
				
				
				



# Town Focus on Colin Gordon

	1984/85	1985/86
ALDERSHOT	2(1)	
BLACKPOOL	1	
BURY	1	
CHESTER	2(1)	
CHESTERFIELD	2(2)	
COLCHESTER UTD.	2(1)	
CREWE ALEX	1	1
DARLINGTON	2	
EXETER CITY	1(2)	
HALIFAX TOWN	2	
HARTLEPOOL UTD.	1(1)	
HEREFORD UTD.	1(3)	1
MANSFIELD TOWN	1	
NORTHAMPTON TOWN	2(1)	1
PETERBOROUGH UTD.	1	1
PORT VALE	1	
ROCHDALE	1+s(3)	
SCUNTHORPE UTD.	2	
SOUTHEND UTD.	2(2)	1
STOCKPORT COUNTY	1	
TORQUAY UTD.	1	1
TRANMERE ROVERS	1	
WREXHAM	1	1
<b>TOTAL</b>	<b>32 + s(17)</b>	<b>7</b>



BORN: Stourbridge  
DATE: January 17th 1986

TOWN DEBUT: November 3rd 1984 v Rochdale (away) 0-1  
ATTENDANCE: 1,071

TEAM: Endersby, Gray, Bailie, Macari, Rowland, Graham, Barnard, Coyne, Mayes, Batty, Nelson  
SUB: Gordon for Macari

GOALSCORER: Colin Gordon

FIRST LEAGUE HAT TRICK: April 17th 1985 v Hereford United (away) 0-3  
ATTENDANCE: 4,092

TEAM: Endersby, Graham, Bailie, Hockaday, Cole, Rowland, Coyne, Barnard, Gordon, Batty, Nelson.  
SUB: Mayes for Coyne





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



## On the ball

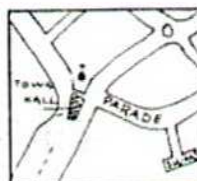
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# Fact File on Town Men

## David Hockaday

FULL NAME: David Hockaday  
 BIRTHPLACE: Sedgefield  
 BIRTHDATE: November 9th 1957  
 HEIGHT: 5ft 10 ins  
 WEIGHT: 12st 2lbs  
 MARRIED: No  
 PREVIOUS LEAGUE CLUB: Blackpool  
 LEAGUE RECORD: Blackpool 147 apps - 24 goals  
 Swindon Town 60 apps - 4 goals  
 CAR: Opel Asconai  
 FAVOURITE NEWSPAPER: Daily Express  
 PLAYER MOST ADMIRER: Bryan Robson

FAVOURTIE OTHER  
 TEAM: Liverpool  
 FOOTBALL HERO: Kevin Keegan  
 FAVOURTIE OTHER  
 SPORTS: Golf and tennis  
 FAVOURITE SPORTS  
 PERSONALITY: Ian Botham  
 BEST TEAM EVER SEEN: Liverpool under Paisley  
 BIGGEST  
 DISAPPOINTMENT: Losing to Q.P.R. in F.A. Cup when I was with Blackpool  
 FAVOURITE AWAY  
 GROUND: Blackpool  
 LIKES AND DISLIKES: Winning/Smoking and drinking



FAVOURITE SINGERS: Bryan Ferry and Bruce Springstein  
 FAVOURITE  
 ACTOR/ACTRESS: Harrison Ford/Barbara Carrera, Meryl Streep  
 FAVOURITE T.V./SHOWS: Hill Street Blues and Cheers  
 FAVOURITE FOOD AND DRINK: Steak and Tea  
 AMBITION: To be fully fit and help the Club to promotion  
 HOW DO YOU RATE OUR CHANCES THIS SEASON: We have some good players here and I am sure one match we will pulverise the opposition.  
 FAVOURITE HOBBY: Reading and learning





# n The Ball

We acknowledge the generosity of the persons listed below who have kindly sponsored the Match Balls for the forthcoming season:-

17th Aug Wrexham	Kall Kwick, Havelock Street, Swindon.
26th Aug Torquay Utd	Mr. John Clifford of Blusdon House Hotel
3rd Sep Torquay Utd	Protun Publicity and Seymour Signs of Marlborough
6th Sep Northampton Town	Simon Bayliss of North Brickhill, Bedfordshire.
21st Sep Preston N.E.	Bampton Bros of Swindon
1st Oct Exeter City	Mr. Pat Morris of The Jacobs Ladder
5th Oct Rochdale	Mr. Arthur Done
22nd Oct Stockport County	Mr. Gerry Williams of The Ring Cafe, Swindon.
2nd Nov Tranmere Rovers	Mr. Parmenter, Wagon and Horses of Wootton Bassett.
6th Nov Cambridge Utd	Mr. White of Ecolarm, Swindon.
23rd Nov Mansfield Town	Mr. Dick Packer of The Clifton Hotel, Swindon.
14th Dec Halifax Town	Mr. Sears, Family Butchers of Highworth.
22nd Dec Hereford Town	Mr. R. Warren and Family of Lambourn
1st Jan Colchester Utd	Mr. P. Neal of The County Ground Hotel
12th Jan Southend Utd	Mr. Notton of Maxwells Restaurant, Swindon.
25th Jan Peterborough Utd	Mr. W. Collins, Bookmaker, Cricklade Road, Swindon.
8th Feb Chester City	Mr. R. Franklin of The Rat Trap, Swindon.
15th Feb Crewe Alex	Mr. J. Tremlin, Coped Hill Service Station.
2nd Mar Hartlepool Utd	Mr. Ellis of The Belle Vue, Swindon.
18th Mar Burnley	Mr. Paul Gilchrist of The Town Fitness Centre
23rd Mar Port Vale	Mr. Ted Roberts of R.A.F. Swindley
31st Mar Aldershot	Bath Road Garage
12th Apr Scunthorpe	John Monk, 272 Ermin Street, Swindon.
27th Apr Orient	Mr. Roger Bunce of Southmoor, Oxon.

## A LACK OF GOALS

At the beginning of this season there were fourteen players who had made more than 50 League Appearances and were still to score their first League goal.

PLAYER	CLUB	LEAGUE APPS.
PAUL ROBERTS	— SWINDON TOWN	204
GARY WILLIAMS	— ASTON VILLA	200
JIMMY HAGAN	— BIRMINGHAM CITY	129
BRIAN BORROWS	— COVENTRY CITY	122
PAUL FRIAR	— CHARLTON ATHLETIC	108
RUEBEN AGBOOLA	— SUNDERLAND	97
KEITH STEVENS	— MILLWALL	90
IAN BUTTERWORTH	— NOTTS. FOREST	89
DAVID BARDSLEY	— WATFORD	87
MARTIN DICKENSON	— LEEDS UNITED	85
CHRIS FAIRCLOUGH	— NOTTS. FOREST	80
WES SAUNDERS	— NEWCASTLE UNITED	79
BARRY COWDRILL	— WEST BROMICH	60
PETER HADDOCK	— NEWCASTLE UNITED	52

## WHO DID WHAT IN 84/85

**BIGGEST WIN:** Scunthorpe United 7  
Exeter City 1

**HIGHEST ATTEND:** 8,585  
(Blackpool v Hereford United)

**LOWEST ATTEND:** 890  
(Halifax Town v Torquay United)

**TOP LEAGUE GOALSCORER:**  
John Clayton (Tranmere Rovers) 31 goals

## CANON PRIZE MONEY

**CHAMPIONS:** CHESTERFIELD £8,000

**RUNNERS UP:** BLACKPOOL £4,000

**THIRD PLACE:** DARLINGTON £2,000

**FOURTH PLACE:** BURY £1,000

**FOURTH DIVISION HIGHEST SCORERS:**  
COLCHESTER UNITED (87 goals) £2,500





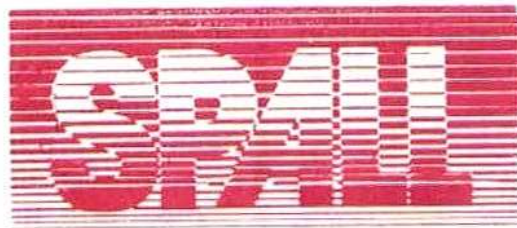
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# Insight

The Town's Secretary/Administrative Manager takes you on the inside of Football Club Administration.



by

**Bob Jefferies**

As you are aware, the Football League Negotiating Committee have been unable to arrive at a satisfactory agreement with the Television Authorities for the television of matches, either live or recorded. As a result of this breakdown in negotiations Clubs have lost considerable sums of money. We have now been advised that the Canon sponsorship benefits are to be reduced as a further result of lack of televised soccer.

As you will be aware, Canon have been very supportive of the Football League over the last two seasons and have continued to support us even through some of the difficult situations we have experienced recently.

They are now implementing a programme for this season which is imaginative and constructive and the Football League will be administering this programme as in previous seasons.

However, at the outset of the sponsorship (at the League's suggestion) it was agreed that should we be unable to provide the full sponsorship benefits as laid out in the contract, a reduced level of sponsorship monies would be provided by Canon.

In view of the difficulties currently being experienced by the television committee to negotiate a satisfactory package of live and recorded football with the television companies the League are honour bound to activate the reduced level of payment received from Canon.

There is still a possibility that the League will be successful in concluding an agreement with the broadcasters but, obviously, they cannot spend in accordance with the original budget until they are certain that we can

provide all our contractual obligations to our sponsor.

Although this will not affect many of the activities planned, it will reduce the funds available for prizes. The first Canon awards to be announced this season will be for goal-scoring and though the prize fund has been reduced, club prizes will be equivalent to the cash awards of last season. These prizes will be as follows:-

	Div I	Div II	Div III	Div IV
First team to score:	£	£	£	£
25 Goals	1,000	750	500	250
50 Goals	1,000	750	500	250
75 Goals	1,000	750	500	250

May I remind you that on Tuesday evening next the Second Round, Second Leg match in the Milk Cup Competition takes place here on the County Ground against Sunderland. In the first Leg away at Roker Park the players put up an excellent fight to keep us in the Competition and I hope that you will reward them by turning up on Tuesday evening to give them every support in their endeavours to pass through into the Third Round of the Competition. Enjoy your afternoon.

---

## UP AND DOWN .....

Along with the travelling loyalists . . . Town Directors Brian Hillier, Gary Herbert and Cecil Green watched the Roker Park thriller . . . They were back in the North East four days later at the Victoria Ground to watch the League match with Hartlepool United . . .

## DEBUTS .....

Kenny Allen at Crewe . . . Paul Roberts and Nicky Coleman at Sunderland.





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**DEACONS**  
**SWINDON**  
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### Canon League

#### Half-time Results

- A - Arsenal v Aston Villa
- B - Birmingham City v Sheffield Wednesday
- C - Everton v Oxford United
- D - Luton Town v Manchester United
- E - Manchester City v Chelsea
- F - Newcastle United v West Ham United
- G - Nottingham Forest v Ipswich Town
- H - Q.P.R. v Liverpool
- I - Southampton v Watford
- J - West Brom. v Tottenham Hotspur
- K - Barnsley v Portsmouth
- L - Huddersfield Town v Leeds United
- M - Norwich City v Wimbledon
- N - Bristol City v Chesterfield
- O - Plymouth Argyle v Bristol Rovers
- P - Reading v Bolton Wanderers
- Q - Cambridge United v Mansfield Town
- R - Chester v Burnley
- S - Hartlepool Untd. v Peterborough Untd.
- T - Port Vale v Wrexham





# TEAM CHECK

SATURDAY, OCTOBER 5th, 1985

Swindon Town

Kick-off 3.00 p.m.

Rochdale

	KENNY ALLEN	1	DAVE REFERN	
	CHRIS RAMSEY	2	IAN JOHNSON	
	NICKY COLEMAN	3	PHIL CHAMBERS	
	PAUL ROBERTS	4	IAN McMAHON	
	DAVID COLE	5	JOE COOKE	
	COLIN CALDERWOOD	6	DAVE GRANT	
	ANDY ROWLAND	7	PAUL HEATON	
	PETER COYNE	8	STEVE TAYLOR	
	COLIN GORDON	9	RONNIE MOORE	
	LOU MACARI	10	JOHN SEASMAN	
	DAVE HOCKADAY	11	FRANK GAMBLE	
	DEREK HALL	12	DAVE TONG	

## REFEREE

Mr. J. C. Deakin

## LINESMEN

Red Flag: P. Hughes

Yellow Flag: F. Pardoe

# The Town Crier says..

DON'T FORGET THE COUNTY GROUND  
SHOWDOWN.NEXT TUESDAY EVENING  
KICK OFF 7.30 p.m.

# Sunderland