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TODAY'S REFEREE

Mr. JOHN DEAKIN

RAF Flight Sergeant. Married with two boys. Commenced refereeing in 1966 and progressed via South Midlands League and the Football Combination. Interested in railways and steam locomotives. When not out running enjoys watching cricket and horse racing. Lined an FA Cup Semi-Final in 1984, an Under-21 International in 1983 and has refereed several local finals.

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Front Cover

The new front cover design heralds the emergence of Diversified Products as Sponsors for Swansea City Football Club. A bright and hopeful symbol of rising fortunes in future years.

JOHN BOND

Manager,
Swansea City
Football Club



say about him — he has done a great job at Hereford.

As for ourselves, we have improved in recent weeks and it has been most encouraging as a new manager to see our performances. However, we mustn't become complacent in this particular game which will certainly be one where we will have to be at our very best to get a result. Whilst Hereford cannot qualify for Europe by winning this competition I am sure that it will not stop them from trying to win it. I feel certain that the football public of Swansea will be encouraged by our recent good run but I must just remind you that for us to make real progress in the future, we will need your support in increasing numbers.

Best Wishes.

JOHN BOND

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LOOKING BACK — 1970

FA Cup Final Replay — the first replay for 50 years — Chelsea -v- Leeds United. Chelsea won 2-1 at Old Trafford after extra time.

Football League Cup Final
Manchester City 2, West Brom. Albion 1.

Scottish FA Cup Final
Aberdeen 3, Celtic 1.

Scottish League Cup
Celtic 1, St. Johnstone 0.

FOOTBALL LEAGUE UPS AND DOWNS

Division 1
Champions: Everton.
Runners-Up: Leeds United.
Relegated: Sunderland and Sheffield Wednesday.

Division 2
Champions: Huddersfield Town.
Runners-Up: Blackpool.
Relegated: Preston North End and Aston Villa.

Division 3
Champions: Orient.
Runners-Up: Luton Town.
Relegated: Bournemouth, Southport, Barrow, Stockport.

Division 4

Champions: Chesterfield.
Runners-Up: Wrexham, Swansea, Port Vale.

Also Elected: Cambridge United in place of Bradford PA.

Scottish Division 1

Champions: Celtic.
Runners-Up: Rangers.
Relegated: Raith Rovers and Partick Thistle.

Scottish Division 2

Champions: Falkirk.
Also Promoted: Cowdenbeath.

World Cup Final — Brazil -v- Italy.
Winners for the third time, Brazil 4, Italy 1.
Brazil keep Cup for winning it three times.

European Cup Final

Celtic 1, Feyenoord 2.
After extra time.

Cup Winners Cup Final

Manchester City 2, Gornik 1.

Fairs Cup

— Two Legs
Arsenal -v- Anderlecht. Arsenal lost 3-1, but won the second leg 3-0 to win 4-3 on aggregate.

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CLUB NEWS...

SWANSEA CITY SUPPORTERS AWAY TRAVEL

On the 27th April, 1985, the Supporters Club will be taking a weekend trip to Plymouth. The trip will be leaving Swansea on Saturday morning at 6.00am and returning on Sunday. Bookings are now being taken. For further information, contact either Cheryl Archer on 73322 or Julia Jones on 75431 (after six).

500 CLUB WINNERS

Week Ending 9th February, 1985

No.368

Week Ending 16th February, 1985

No.62

Winning Numbers also advertised in the Evening Post every Wednesday

F.O.S.C.F.A.

We are taking a coach to Walsall on Saturday, 9th March, leaving at 9.00am. Price £4.00. Bookings may be made at the Caravan, North Bank, or the Commercial Office, William Street, where enquiries can also be made for the trip to the Isle of Man on 28th July, 1985.

Details of our Match Day Mascot scheme can also be obtained from the above centres.

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Standard Ballpoint	25p
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Gold	75p
Parker Pen	£1.75
Giant Pen	40p
Ruler - Swans Rule OK	66p
Pencil Case	
For the Car, etc.	
Gear Knob	£1.80
Tax Disc Holder	45p
Car Window Stickers:	
Don't follow me ... follow the Swans	25p
Swansea City Official Crest	25p
Take off with the Swans	25p
Car Boy Mascot	£1.40
Car Sun Visor	£1.30
Car Key Wallet	
Presentation Key Ring	85p
Swim Trunks with Swan Badge	
26" - 28"	£4.50
30" - 32"	£5.00
34" - 36"	£5.00
Official Club Sweaters	
30" 32" 34" 36" 38" 40" 42" 44" 46"	£9.25
Children's 26" 28" 30" 32" 34"	£7.50
Children's Jacquard Sweaters	
26"-28", 30"-32", 34", 36"-38"	£3.50
Official Club Shirts	
Small, Medium, Large	£9.25
T-Shirts - Swansea City FC	
Lonsdale Type	£3.00
Official Club Logo	
Small, Medium, Large	£3.00
Children, 22", 24", 26", 28", 30", 32"	£3.00
Silk T-Shirt	£5.35
Pennants: Standard, PVC	
Satin Presentation	£2.00
1st Division	£1.25
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European Pennant	£1.25
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Pick of the Swansea Pack	
Autographed Wall Plaque	£5.00
Memory Board	
Golf Umbrella	12.95
Ladies Umbrellas	£7.15
Lighters	£2.20
Cushions	
Flags	
Diaries 1985	£1.40
Official Club Carrier Bag	£1.00
Official Team Poster	10p
Free Standing Photo	25p
Paddington Bear Mascot	£1.99

LOADS OF OTHER ITEMS IN STOCK TOO NUMEROUS TO LIST

LINE UP 1984-85

DATE	DAY	OPPONENT	GATE	SCORE	POS.	1	2	3	4	5	6	7	8	9	10	11	12			
Aug. 25	Sat.	Millwall	A	4,600	2-0	Rimmer	Evans	Lewis	Hughes	Stevenson	Rajkovic	Saunders	Robinson	Loveridge	M'borough	Pascoe	Hough	McQuillan		
Aug. 28	Tues.	Walsall	H	3,633	0-2	Rimmer	Evans	McQuillan	Lewis	Stevenson	Rajkovic	Saunders	Robinson	Loveridge	M'borough	Pascoe	Hough	Milk Cup Rd.1 1st Leg		
Sept. 1	Sat.	York City	H	4,211	1-3	Rimmer	Evans	Marustik	Hough	Stevenson	Williams	Saunders	Robinson	Cottee	M'borough	Pascoe	McQuillan			
Sept. 4	Tues.	Walsall		4,108	3-1	Rimmer	Evans	McQuillan	Hough	Stevenson	Rajkovic	Saunders	Williams	Marustik	M'borough	Pascoe	Andrews	Milk Cup Rd.1 2nd Leg		
Sept. 8	Sat.	Bristol City	A	8,614	2-2	Rimmer	Evans	Marustik	Lewis	Stevenson	Richardson	Saunders	Robinson	Richards	M'borough	Pascoe	Rajkovic			
Sept. 15	Sat.	Bradford City	H	4,196	1-2	Rimmer	Evans	Marustik	Lewis	Stevenson	Richardson	Saunders	Robinson	Richards	M'borough	Pascoe	Hough			
Sept. 18	Tues.	Bolton Wanderers	H	3,636	2-1	Rimmer	Evans	Marustik	Lewis	Stevenson	Hughes	Saunders	Robinson	Richards	M'borough	Pascoe	Loveridge			
Sept. 22	Sat.	Brentford	A	4,219	3-0	Rimmer	Evans	Marustik	Lewis	Hughes	Richardson	Cole	Wellings	Richards	M'borough	Pascoe	Saunders			
Sept. 29	Sat.	Gillingham	H	3,784	0-1	20th	Rimmer	Evans	Hough	Lewis	Hughes	Richardson	Saunders	Wellings	Richards	M'borough	Pascoe	Marustik		
Oct. 2	Tues.	A.F.C. Bournemouth	A	2,847	1-2	Rimmer	Evans	Marustik	Lewis	Hughes	Richardson	Williams	Hough	M'borough	Wellings	Pascoe	Richards			
Oct. 6	Sat.	Orient	H	4,109	3-1	Rimmer	Evans	Hough	Lewis	Hughes	Richardson	Gardiner	Wellings	Marustik	M'borough	Pascoe	Kellow	Milk Cup Rd.2 2nd Leg		
Oct. 13	Sat.	Newport County	A	5,006	2-0	Rimmer	Evans	Hough	Lewis	Hughes	Richardson	Gardiner	Wellings	Marustik	M'borough	Pascoe	Kellow			
Oct. 20	Sat.	Walsall	H	4,124	1-2	Rimmer	Evans	Gardiner	Lewis	Hughes	Richardson	Saunders	Francis	Marustik	M'borough	Pascoe	Hough			
Oct. 23	Tues.	Hull City	A	6,706	4-1	Rimmer	Evans	Gardiner	Lewis	Hughes	Richardson	Saunders	Francis	Marustik	M'borough	Pascoe	Williams			
Oct. 27	Sat.	Cambridge United	A	2,087	0-2	Rimmer	Evans	Hough	Lewis	Hughes	Richardson	Saunders	Williams	Marustik	M'borough	Pascoe	Loveridge			
Nov. 3	Sat.	Wigan Athletic	H	3,883	2-2	Rimmer	Evans	Hough	Lewis	Hughes	Richardson	Saunders	Williams	Marustik	M'borough	Pascoe	Wassell			
Nov. 6	Tues.	Preston North End	A	3,200	3-2	Rimmer	Lewis	Hough	McQuillan	Richardson	Saunders	Loveridge	Marustik	M'borough	Pascoe	Richards				
Nov. 10	Sat.	Reading	H	3,618	1-2	Rimmer	Lewis	Hough	Cole	McQuillan	Richards	Saunders	Loveridge	Marustik	M'borough	Pascoe	Wassell			
Nov. 17	Sat.	Bognor Regis	H	2,434	1-1	Rimmer	Lewis	Hough	Cole	Stevenson	Evans	Wassell	Loveridge	Richards	M'borough	Pascoe	Saunders	FA Cup 1st Round		
Nov. 21	Wed.	Bognor Regis	A	3,642	3-1	Rimmer	Lewis	Hough	Cole	Stevenson	McQuillan	Saunders	Marustik	Richards	M'borough	Pascoe	Wassell	FA Cup 1st Rd Replay		
Nov. 24	Sat.	Doncaster Rovers	A	3,575	4-1	Rimmer	Marustik	Hough	Lewis	Stevenson	Richardson	Saunders	Francis	Wassell	M'borough	Pascoe	Loveridge			
Dec. 1	Sat.	Plymouth Argyle	H	3,124	0-2	Rimmer	Marustik	Evans	Lewis	Stevenson	Richardson	Saunders	Richards	Cole	M'borough	Pascoe	Webber			
Dec. 15	Sat.	Burnley	A	1-1	Rimmer	Mullen	McQuillan	Cole	Stevenson	Lewis	Saunders	Marustik	M'borough	Richards	Pascoe	Hough				
Dec. 22	Sat.	Bristol Rovers	A	4-2	Rimmer	Mullen	McQuillan	Cole	Stevenson	Lewis	Saunders	Marustik	M'borough	Richards	Pascoe	Evans				
Dec. 26	Wed.	Rotherham United	H	3,814	1-0	Rimmer	Marustik	McQuillan	Cole	Stevenson	Lewis	Saunders	Cottee	M'borough	Richards	Pascoe	Evans			
Dec. 29	Sat.	Derby County	H	5,187	1-5	Rimmer	Marustik	McQuillan	Cole	Stevenson	Lewis	Saunders	Williams	M'borough	Richards	Pascoe	Evans			
Jan. 1	Tues.	Lincoln City	A	1-0	Hughes	Marustik	Hough	Evans	Stevenson	Lewis	Saunders	Loveridge	M'borough	Richards	Pascoe	Cole				
Jan. 12	Sat.	York City	A	6,644	1-0	Hughes	Marustik	Hough	Price	Stevenson	Lewis	McHale	Williams	Parlane	M'borough	Pascoe	Williams			
Jan. 22	Tues.	Bristol Rovers	H	2,648	2-0	Hughes	Marustik	Hough	Price	Stevenson	Lewis	McHale	Williams	Parlane	M'borough	Pascoe	Saunders	Fright Rover Trophy		
Jan. 26	Sat.	Bradford City	A	6,001	1-1	Hughes	Marustik	Hough	Price	Stevenson	Lewis	McHale	Williams	Parlane	M'borough	Pascoe	Saunders			
Jan. 29	Tues.	Sally	H	1,057	7-1	Hughes	Holmes	Wassell	Hough	Stevenson	Lewis	Marustik	Saunders	M'borough	Pascoe	Sander	Welsh Cup			
Feb. 2	Sat.	Gillingham	A	4,821	1-1	Hughes	Marustik	Hough	Price	Stevenson	Lewis	McHale	Williams	Parlane	Saunders	Pascoe	M'borough			
Feb. 9	Sat.	Brentford	H	4,400	3-2	Hughes	Marustik	Hough	Price	Stevenson	Lewis	McHale	Williams	Parlane	Saunders	Pascoe	M'borough			
Feb. 12	Tues.	A.F.C. Bournemouth	A	4,121	0-0	Hughes	Marustik	Hough	Price	Stevenson	Lewis	McHale	Williams	Parlane	Saunders	Pascoe	M'borough			
Feb. 16	Sat.	Bolton Wanderers	A	5,448	0-0	Hughes	Marustik	Hough	Price	Stevenson	Lewis	McHale	Williams	Parlane	Saunders	Pascoe	M'borough			
Feb. 23	Sat.	Wigan Athletic	A																	
Feb. 27	Wed.	Herford United	H																	
Mar. 1	Fri.	Cambridge United	H																	
Mar. 5	Tues.	Hull City	H																	
Mar. 9	Sat.	Walsall	A																	
Mar. 17	Sun.	Newport County	H																	
Mar. 23	Sat.	Orient	A																	
Mar. 24	Sun.																			
Mar. 30	Sat.	Preston North End	H																	
Apr. 6	Sat.	Rotherham United	A																	
Apr. 9	Tues.	Lincoln City	H																	
Apr. 13	Sat.	Reading	A																	
Apr. 20	Sat.	Doncaster Rovers	H																	
Apr. 27	Sat.	Plymouth Argyle	A																	
May 4	Sat.	Burnley	H																	
May 6	Mon.	Derby County	A																	
May 11	Sat.	Bristol Rovers	H																	

OUR NEXT HOME MATCH

CAMBRIDGE UNITED

CANON LEAGUE — DIVISION THREE

Friday, 1st March, 1985

KICK-OFF 7.30pm

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Rub the three cards and add. Any picture card counts 10. Ace 1 or 11. Score 16-20p; 17-40p; 18-£1; 19-£5; 20-£10; 21-£50.

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ACTION REPLAY



Dean Saunders in goalmouth action in our game against Bournemouth.

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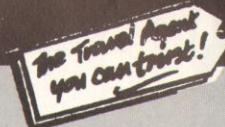
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Todays Opponents:

Hereford United FC (1939) Ltd

The club was formed by two local clubs, namely St. Martins and RAOC, amalgamating to call themselves Hereford United, in June 1924. They had to share the use of Edgar Street ground with the still powerful Hereford City. Dr. W. E. Maples, OBE, who helped to form the club, became the first Chairman.

The club's very first Birmingham Combination match was against Atherstone Town on 30th August, 1924, when they lost 2-3. The following week the club played Kidderminster Harriers (away) in an Extra Preliminary Round of the FA Cup, losing 7-2 but how many clubs can claim to have taken part in an FA Cup match only one week after their first ever competitive game.

The club became a Limited Company in 1939. They then joined the Southern League. United were elected to the Football League on Friday, 2nd June, 1972, after a tie with Barrow (26 votes each). After a second ballot, United were elected by 29 votes to Barrow's 26.

In its first season in the Football League, the club won promotion to the Third Division and in 1975 won promotion to the Second Division. The record attendance for Edgar Street was established in January 1958 when a crowd of 18,114 watched a Third Round FA Cup Tie against Sheffield Wednesday. The ground capacity has been reduced in recent years by the installation of extra seating and additional safety features.

CLUB LANDMARKS

Founded: As Hereford United 1924. Limited Company 1939.

Football League Record:

1972 — Elected to Division Four.

1973-76 — Division Three.

1976-77 — Division Two.

1977-78 — Division Three.

1978- — Division Four.

Record Victory: 11-0 -v- Thynnes (FA Cup), September, 1947.

Record Defeats: 0-5 -v- Wrexham, December, 1973; 1-6 -v- Trammere Rovers, January, 1975; 1-6 -v- Wolves, October, 1976.

Most League Points: 63, Division 3, 1975-76.

Most League Goals: 86, Division 3, 1975-76.

Highest League Scorer in Season: Dixie McNeil, 35. 1975-76.

Most League Appearances: Tommy Hughes.

Most League Goals in Total Aggregate: Dixie McNeil, 85, 1974-77.

Most Capped Player: Brian Evans 1 (7), Wales.

Record Transfer Fee Received: £100,000, from Derby County for Steve Emery, September, 1979.

Record Transfer Fee Paid: £25,000 to Aston Villa for David Cunningham, 1979.

FA of Wales Cup Finalists, 1981.



HEREFORD UNITED F.C.

Pen Pics...

Hereford's team this evening will probably be selected from:

KEVIN ROSE (Goalkeeper) — Born in Evesham.

Kevin joined United from Ledbury Town during the 1982/83 season, and has developed into a most reliable keeper. Ever present last season.

CHRIS PRICE — Born in Hereford.

He is United's longest serving player, having joined the club straight from school as an App/Pro. Chris is a very experienced young player with 276 first team appearances to his credit. Was selected by the PFA for the 4th Division team in 1983 and 1984. 36 first team appearances last season.

CARL LEONARD — Born in Oswestry.

Signed professional for Shrewsbury Town in 1975 making over 250 appearances for that club. Carl is a very experienced defender signed for United during the close season of 1983. Made 25 first team appearances last season.

IAN BRAY — Born Neath, S.Wales.

Joined the club as an App/Pro in 1979. Appearances restricted due to injury in 1982. Now fully recovered and made 21 consecutive appearances at the end of last season.

KEITH HICKS — Born in Oldham.

Gained an England Youth Cap in 1972. Made over 300 appearances for Oldham Athletic before joining United in 1980. Strong, hard working defender who made 44 appearances last season.

TONY LARKIN — Born in Liverpool.

Started his career with Wrexham before moving to Shrewsbury where he won a 3rd Division Championship medal. Moved to Carlisle where once again he was in a promotion winning team to the 2nd Division. Tony signed for United just before the 'deadline' in 1983 and is the club captain.

MEL PEJIC — Born in Newcastle, Staffs.

Mel signed professional for Stoke City in 1977 but unfortunately his first team appearances were limited, so he joined United in 1980, since when he has made over 90 first team appearances. A most consistent and popular player who has been the supporters' selection as 'Player of the Year' for the last two years.

JIMMY HARVEY — Born in Lurgan, Northern Ireland.

Played for Irish League team Glenavon before signing for Arsenal in 1976. Jim joined United in 1980 and has turned out to be a most constructive midfield player. Made 44 first team appearances last season.

JOHN DELVE — Born in Isleworth.

English schoolboy captain in 1970. First signed as an App/Pro then full professional for Queens Park Rangers. Moved to Plymouth Argyle and then to

Exeter City, he was made captain at both clubs. Another important signing by United during the summer of 1983, was and still is team captain. Made 35 appearances last season.

STEVE EMERY — Born in Hereford.

Signed as an App/Pro by United in 1972, then professional one year later. Steve made over 300 appearances for United before being transferred to Derby County in 1979, for £100,000. He played regularly for Derby County before suffering a broken leg which kept him out of the game for 18 months. Made a determined effort last season and regained full fitness, making 33 first team appearances.

PAUL MADDY — Born in Cwmarn, S.Wales.

Capped by Wales at Under 23, whilst with Cardiff City. Played for United first on loan from Cardiff City in 1983 but was signed by Swansea City at the end of that season. Joined United in March 1984. Another very constructive midfield player.

IAN DALZIEL — Born in South Shields.

Started his career at Derby County under the present manager, John Newman, as an App/Pro, then signed professional. Ian is a very tenacious player who made 31 appearances in the first team last season.

GARY BEACOCK — Born in Scunthorpe.

First signed as App/Pro with Sheffield United. Then had a 2 year spell in Holland before joining Grimsby Town in April 1980 where he made 30 first team appearances. Scored United's quickest goal last season against Cwmbran in the Welsh Cup, timed at 7 seconds. Was injured in the same game which limited his appearances last season to 14.

MIKE CARTER — Born in Warrington.

First signed professional for Bolton Wanderers in 1977, where he made over 100 first team appearances before moving to Plymouth Argyle. First played for United in 1983 on loan from Plymouth, then he signed for United at the end of that season.

OLLIE KEARNS — Born in Banbury.

Started his career with Reading before moving to Oxford United, then Walsall. Ollie has scored approximately 100 goals in his short career. His brother Mick, used to keep goal for Walsall. Made 39 first team appearances last season.

STEWART PHILLIPS — Born in Halifax.

Joined United straight from school as an App/Pro before signing professional. Stewart is United's youngest player in the Football League, making his debut when only 15 years old. Has made over 160 appearances with the first team, 46 last season.

ACTION REPLAY



Derek Parlane outjumps two Bournemouth defenders.



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Combining Music and Sport THE VOICE OF THE SWANS



Last Saturday saw Watford chairman Elton John and soccer TV personality Jimmy Hill on the BBC's 'Superstore' discussing how they are attempting to bring the family back to watch an afternoon's game of football. Of course the main problem keeping people at home has been the violence and hooliganism. It's certainly not the atrocious winter weather — look at our attendance for the Bournemouth game on what was the coldest night of the year!

Although nobody really likes to admit it, violence has been a major problem on the terraces made worse in the long term by the media placing greater emphasis on the fighting than the football. As Jimmy Hill pointed out, though we are only talking about a small minority, the answer to the problem has had to come from the clubs themselves.

Spearheaded by Watford's extrovert chairman, clubs across the country are trying to make the supporter feel someone special — a part of a small community. The younger supporters in Watford's case are given free sweets, a birthday card signed by their favourite players and their names on seats in a family enclosure in which no adult is allowed unless accompanied by a child!

Here at the Vetch our finances are not as healthy as Watford's at the moment! This obviously means we are hindered in lots of ways. However, we are trying in our own way to 'Bring the family back.' Let's not forget why Radio Vetchfield was formed at the start of the 1983/84 season — to provide a stronger link between the club and its supporters. To form a community whose sole aim is to have an enjoyable afternoon out watching their favourite team play football.

Next time bring the whole family down to the game. Tell me you're coming and I'll dedicate a record to you. If the Swans win as well — what a perfect way to spend an afternoon out!

JAMES LEWIS

All communications to: James Lewis, Radio Vetchfield, Swansea City FC, Swansea. Tel: (0792) 474114.

Radio Vetchfield Sponsors: John Ham Sound Studio and Fringe Promotions. Contact Peter Vaughan. Tel: Swansea 50968; The Insurance Shop — Mortgage and Insurance Advice (Killay Office). Contact Ray Hughes/Gary Cosgrove. Tel: Swansea 296969 or Pontardulais 884244.



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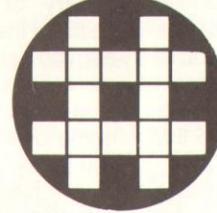
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QUIZ PAGE

ON THE BALL No.17

Every answer has five letters and the first one fits into the top line — but you have to decide where the rest fits.



QUICK QUIZ

- Which was the first ever club to lose League status?
- Real Madrid won five successive European Cup Finals — under how many managers?
- Jimmy Greaves scored in five successive England games — what was his longest non-scoring run?
- What kind of hat is associated with Malcolm Allison?
- Did Allison ever manage Arsenal?

CLEVER DICK

Which football clubs play on the following grounds?

- Ninian Park
- The Dell
- Vicarage Road
- Goldstone Ground
- Ayresome Park

Answers in next home programme.

QUIZ ANSWERS

(From Bournemouth
Programme)

ON THE BALL

- Tommy;
- North;
- Smith;
- Toros.

QUICK QUIZ

- Dynamo Kiev;
- By the book;
- QPR (1966/67);
- Fourteen;
- 7.32 x 2.44 metres.

CLEVER DICK

- Rugby League;
- Cricket;
- Rugby Union;
- Football;
- Motor Sport.

MARKETING & SPONSORSHIP

In all industry and business houses, it is considered absolutely necessary to have marketing departments, thus enabling the continuous progression that is needed to survive.

Until recently, i.e. the last two or three years, it was considered a little revolutionary for a football club to have a marketing department, the reasons for this being rather obvious, the lack of commercial expertise within the football clubs.

Fortunately for Swansea City, we have always been aware of the importance of a good sound commercial department. We have naturally had a few hiccups over the last few seasons, what organisation wouldn't have had under the circumstances, but our strength and organisation managed to hold on. Now, thank goodness, we can see a little light at the end of the tunnel. Not only has our new manager pulled the football side around, he is also very much aware of the necessity of public relations. With this kind of attitude from John Bond, and all his coaching and playing staff, and a lot of hard work from the commercial department, there is no reason, given a little luck, why we can't get back to the highlights of only a couple of years ago.

We are, as you are all probably aware, being sponsored on a seasonal basis, by the internationally known company **Diversified Products**. We thank Harry Hyde, who is a Swansea City Director, for his unstinted enthusiasm in recommending his company to sponsor the Swans.

We are also very fortunate in having the backing of two of Swansea's leading car

sales companies. Fletchers of Swansea still sponsor the football club with two mini-buses, for the use of the football team, and Siloh Motors are forever helping the club by way of sponsored cars. Not a day goes by when one of the staff or one of the players needs a car because their own cars have had a breakdown. We only have to ask Siloh, and before we know where we are, there is a car at the club with the courtesy of Siloh Motors. To these companies, may we say a big thank you.

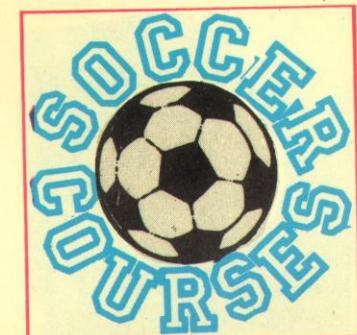
We have the benefit of two experienced lottery personnel, employed by the Commercial Department, namely Wynne Hooper and Geoff Thomas. Both of them would welcome a call from you, stating that you would like to participate in our successful lotteries by enrolling as an agent. All you need to do is to ring up the office and ask for Myra, Angela or Kim. State whether you would like to sell either the Bingo/Lottery or the Moonraker Lottery, or both. This is a good way of helping the Swans and another way of earning some extra money for your summer holidays. We will be only too pleased to hear from you. If you are not at home during the day, let us know when you apply, and an evening call to you will be our pleasure.

We invite enquiries from any company wishing to advertise in our club programme for next season. Terms are very competitive for both the programme and perimeter ground advertisements. We also specialise in match day sponsorship. Write to us and we shall be pleased to discuss with you a Match Day Sponsorship Package Deal.

For all enquiries relating to Match Day Sponsorship, Ground Advertising, Programme Advertising, Match Ball Donations, Lottery Agencies, or anything of a commercial nature, please get in touch with David Savage, Commercial Director, on **Swansea 42182**, or write to the **Commercial Office, 33 William Street, Swansea, West Glamorgan, South Wales SA1 3QS**.

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