

Swindon 97-98 SEASON

town

F.C.

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**Saturday 9th
August 1997**

NATIONWIDE LEAGUE
DIVISION ONE

← **Crewe**
vs **Alexandra**

Kick-Off 3pm

**Today's
Matchday
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Action pages 14-15
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from the
clash with
Southampton

Travel page 27
Away trip to
Reading

Profile page 44
Interview with
new signing
Chris Hay



**FREE!
INSIDE**

New Team
Poster
centre pages

**NEXT
MATCH**

Wednesday
13th August
vs Watford

**NEW
COLUMN**

From the
Press Box
Page 31

ISSUE No.1



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welcome to today's game

Not only is this our very first match of the new season but it's also my first game as Chairman of Swindon Town Football Club and I would like to say how proud I am to be Chairman of this Club.

A big thank you to Michael Spearman and Peter Archer for their magnificent work as Chairman and Vice Chairman respectively and a warm welcome to Cliff Puffett as the new Vice Chairman. In today's opening fixture against Crewe you will get the first glimpse of our two most recent signings - namely Chris Hay from Celtic and French midfielder Philip Cuervo.

We are delighted to have captured their signatures and it shows the ambition we have here at Swindon Town that we are prepared to look far and wide for the right kind of players. I heard a few comments recently at the Open Day that we should have bought more players. Well now we've done it although we had to be patient to make sure we got the right men.

What we need now is bigger and better attendances here at the County Ground. By you

turning out in force to come and watch us, you are helping to pay for a bigger more talented squad capable of reaching the play-offs and beyond.

Helping us to achieve this goal are our new Main Sponsors Nationwide Building Society and I'm looking forward to a long and healthy partnership with them. A big thank you to Castrol for their magnificent support and we are delighted that they will continue to back us as we forge ahead. Of course we are pleased that Arkell's have also teamed up with a great package which includes sponsoring the North Stand. I am disappointed with the way Intel pulled out of their sponsorship at such a late stage but we have moved on and it won't be long before there are new sponsors of the South Stand.

Last but by no means least I would like to thank all of you the supporters. Through thick and thin you always stick by us and everyone here at the Club is determined to give you something to cheer about this season.

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**The Liquid
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NEXT MATCH Wednesday 13th
August vs
Watford (CCC1)

On Wednesday we start our Coca Cola Cup campaign at home to Watford (7.45pm) and I hope you can all make it for that one.

We're all keen to get a good cup run going and who knows - we could end up meeting Manchester United again along the way - see you there.



Steve McMahon says

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We've all been working flat out over the past few weeks in readiness for the start of the season - and this afternoon we will see if all that hard work pays off.

Every pre-season game we have played has been geared towards today's fixture against Crewe and we have just one thought on our minds, a winning start and three points in the bag.

New signings

As most of you will know earlier in the week we brought in two new signings to boost the squad.

Chris Hay, a talented young striker who I have been keeping a close eye on for the past 12 months came in from Celtic.

He has bags of potential and I've no doubt you'll be pleased with what you see.

The other new face is Philip Cuervo. He impressed me during his trial period at the County Ground and I was delighted to be able to bring him in on a free transfer from St Etienne.

He's good on the ball, likes to take on players and can tackle as well so I'm sure he will prove to be a valuable member of the squad.

The other trialist we were taking a look at was Bernard Tchoutang, the Cameroon Under 21 international. He showed

some nice touches and looked a good player but there have been a few problems with his work permit and there have been a few other stumbling blocks.

As far as David Kerslake is concerned, he's been made an offer by Charlton and as I write these notes I've been trying to tempt him to come back to Swindon. We'll have to wait and see on that one.

Bully stays put

We had an enquiry about Darren Bullock this week from Stockport and although we don't want Darren to go we felt it was in the interests of the player to let him have talks.

But nothing came of it and Darren is still very much part of our plans here at Swindon, even though by his own admission, so far, he has failed to live up to his potential.

Injury update

It looks as if I will have an almost full squad to choose from for today's game which is tremendous news.

The only players struggling are Ian Culverhouse, who is still recovering from his ankle operation and Craig Taylor who needs a groin operation.

Today's visitors

A warm welcome to Dario Gradi, the longest serving manager in the league.

He did a tremendous job to get Crewe promoted last season.

They are not one of the fancied sides but that won't bother them and we will have to be at our best to come out on top this afternoon.

today's visitors *The Alex*



crewe alexandra

This afternoon we extend a warm County Ground welcome to the players, supporters and staff of Crewe Alexandra Football Club for the first League match of what promises to be a thrilling season.

We hope you all enjoy your trip to Wiltshire and hope you have a safe journey home after the match.

Dario Gradi's job must, at times, be a little soul destroying.

Despite the fact that his lovingly-built team won promotion to the exalted heights of Division One via a Play-Off victory over Brentford last season, he has still been forced to sit back and watch as the Premiership asset-strippers have stepped in.

For Crewe, perhaps more than any other club in British football, are victims of the 'build them up and sell them on'

culture that pervades the game.

Of course, financial needs make such sales not only prudent but vital for clubs like Crewe and, indeed, Swindon. However, for a consistently successful coach like Gradi, there must remain times when he thinks 'what if...'

This summer has seen two of Alexandra's highly-rated midfield triumvirate move on to Premiership pastures new: Danny Murphy to Liverpool and Welsh international Robbie Savage to Leicester City.

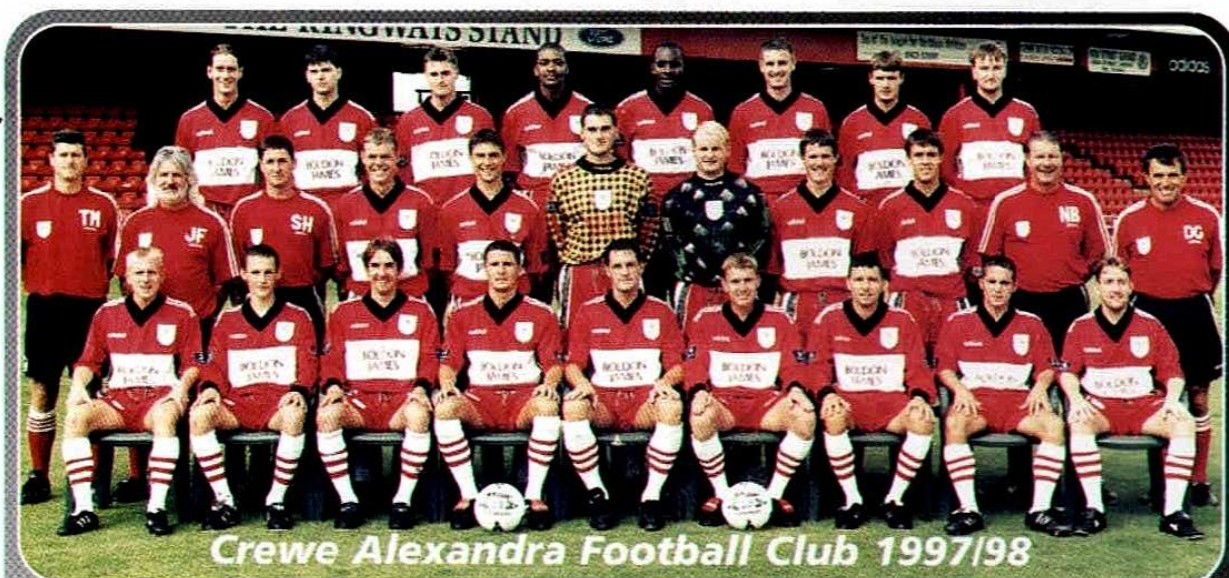
The third player, club captain Gareth Whalley, looks unlikely to be far behind, having spent a large chunk of the pre-season on trial at Tottenham, and attracting envious glances from other corners of the top table.

The problem is nothing new for Gradi, who each year sees a string of his proteges leave

Gresty Road to seek fame and fortune. From England stars like David Platt, Rob Jones and Geoff Thomas to Northern Ireland's Neil Lennon to current player coach John Pemberton who has recently returned to the club following spells with Crystal Palace, Sheffield United and Leeds United.

As a hotbed for producing top quality gems from the roughest of diamonds, there are few clubs around that can match Crewe, a fact borne out by Alexandra's historic 'deal' with Liverpool made towards the tail-end of last season.

In an Italian-style set-up Crewe and their Anfield compatriots have reached an understanding whereby the clubs will forge close links. The general feeling is that Liverpool will get first refusal when a player is to move on from Gresty Road.



Crewe Alexandra Football Club 1997/98

Back Row:

Jamie Moralee, Phil Charnock, Steve Pope, Paul Anthrabus, Dele Adebola, Chris Lightfoot, Ashley Westwood, Francis Tierney.

Middle Row:

Terry McPhillips (Assistant Youth Coach), John Fleet (Kit Man), Steve Holland (Youth Coach), Richard Norris, Lee Ursworth, Neil Cutler, Jason Kearn, Mark Rivers, Peter Smith, Neil Baker (Assistant Manager), Dario Gradi (Manager).

Front Row:

Kevin Street, Kenny Lunt, David Wright, Shaun Smith, Steve Macauley, Seth Johnson, Colin Little, James Collins, Steve Garvey.

player profile *The Alex*



crewe alexandra

Goalkeepers

Ademole Bankole

Capped at Full level by Olympic champions Nigeria this popular 'keeper made his senior debut for Crewe in April 1997, following an injury to first choice stopper Jason Kearton.

Born: Lagos, Nigeria, 09.09.69

Height: 6ft 3in

Weight: 12st 8lb

League record last season:

3 games, 0 goals

Honours: Nigeria Full caps

| Era | Club | Games |
|--------------------------------|-------|-------|
| From Nigeria | | |
| 96/97 | Crewe | - |
| Loaned to Hyde Utd, non-League | | |
| 96/97 | Crewe | 3 |

Jason Kearton

Unfortunate to have spent eight years as understudy to such an accomplished 'keeper as Neville Southall, and therefore found his chances limited at Goodison Park. An excellent shot-stopper, with good command of his area, Jason is at last getting the chance to prove himself at Gresty Road, where is undoubtedly number one.

Born: Ipswich, Australia, 09.07.69

Height: 6ft 1in

Weight: 12st 3lb

League record last season:

30 games, 0 goals

Honours: FA Cup 1995

| Era | Club | Games |
|--------------------------------|-----------|-------|
| From Brisbane Lions, Australia | | |
| 88/89 | - | - |
| 91/92 | Everton | - |
| 91/92 | Stoke | 16 |
| 91/92 | Blackpool | 14 |
| 92/93 | - | - |
| 94/95 | Everton | 6 |
| 94/95 | Notts Co | 10 |
| 95/96 | Everton | - |
| 95/96 | Preston | - |
| 96/97 | Crewe | 30 |

Other goalkeepers:

Neil Cutler (from West Brom, £25,000, June 1996)

Defenders

Chris Lightfoot

Versatile enough to play anywhere across the backline or in midfield if required. The experienced Lightfoot was formerly Wigan's record signing, but an ankle injury saw him fail to settle at Springfield Park.

Born: Penketh, 01.04.70

Height: 6ft 1in

Weight: 12st

League record last season:

25 games, 0 goals

Honours: None

| Era | Club | Games |
|-------|---------|-------|
| 87/88 | - | - |
| 94/95 | Chester | 277 |
| 95/96 | Wigan | 14 |
| 95/96 | - | - |
| 96/97 | Crewe | 31 |

Steve Macauley

Combines playing with training to become a physiotherapist. Strong in the air and dangerous at set-pieces, Steve began with Man City as a schoolboy, but failed to make the grade at Maine Road.

Born: Lytham, 04.03.69

Height: 6ft 1in

Weight: 12st

League record last season:

42 games, 2 goals

Honours: FA Youth Cup 1986 (with Man City)

| Era | Club | Games |
|----------------------------|------|-------|
| From Fleetwood, non-League | | |

| | |
|-------|-----------|
| 91/92 | - |
| 96/97 | Crewe 165 |

John Pemberton

Learned his trade under Dario Gradi at Crewe before moving to Palace, for whom he appeared in the 1990 FA Cup Final. Returned to Gresty Road in July as player-coach.

Born: Oldham, 18.11.64

Height: 5ft 11in

Weight: 12st 12lb

League record last season:

0 games, 0 goals

Honours: None

| Era | Club | Games |
|-----------------------------|-----------|-------|
| From Chadderton, non-League | | |
| 84/85 | Rochdale | 1 |
| 84/85 | - | - |
| 87/88 | Crewe | 121 |
| 87/88 | - | - |
| 89/90 | C.Palace | 78 |
| 90/91 | - | - |
| 93/94 | Sheff Utd | 68 |
| 93/94 | - | - |
| 96/97 | Leeds | 53 |

Shaun Smith

Play-Off hero Shaun scored the goal that put Crewe into the First Division. A left-footed player who likes to get forward up the flank, he is a big threat from dead-ball situations, as his goals tally shows.

Born: Leeds, 09.04.71

Height: 5ft 10in

Weight: 11st

League record last season:

38 games, 4 goals

Honours: None

| Era | Club | Games |
|-------|---------|-------|
| 88/89 | - | - |
| 90/91 | Halifax | 7 |
| 91/92 | - | - |
| 96/97 | Crewe | 195 |

Steve Macauley



Mark Rivers



Lee Unsworth

A full-back with a good turn of pace, Lee prefers to occupy the right-back berth. Recruited from non-League football he has progressed well in his two full seasons as a professional.

Born: Eccles, 25.02.73

Height: 5ft 11in

Weight: 11st 2lb

League record last season:

29 games, 0 goals

Honours: None

| Era | Club | Games |
|-----------------------------|-------|-------|
| From Ashton Utd, non-League | | |
| 94/95 | | - |
| 96/97 | Crewe | 58 |

Ashley Westwood

A natural athlete who reads the game well, Westwood has proved a sound buy for Dario Gradi. Began with Man Utd, but failed to sign professional at Old Trafford, moving instead to Gresty Road in July 1995.

Born: Bridgnorth, 31.08.76

Height: 5ft 11in

Weight: 11st 2lb

League record last season:

44 games, 2 goals

Honours: FA Youth Cup 1995 (with Man Utd); England Youth caps

| Era | Club | Games |
|-------|---------|-------|
| 94/95 | Man Utd | - |
| 95/96 | | - |
| 96/97 | Crewe | 77 |

Other defenders:

Steven Pope (from YTS), David Whittaker (from YTS), Peter Morse (from YTS), Paul Richardson (from YTS).

Midfielders

Phil Charnock

Hard-working and skilful left-sided player who failed to get a break at Anfield, and moved to Gresty Road early in the 1996/97 campaign.

Born: Southport, 14.02.75

Height: 5ft 10in

Weight: 11st 3lb

League record last season:

32 games, 1 goal

Honours: None

| Era | Club | Games |
|-------|-----------|-------|
| 92/93 | | - |
| 95/96 | Liverpool | - |
| 95/96 | Blackpool | 4 |
| 96/97 | Crewe | 32 |

Seth Johnson

Another player to have rolled off Dario Gradi's YTS production line at Gresty Road. Signed professional last season and made his senior debut against Preston in March 1997.

Born: Birmingham, 12.03.79

Height: 5ft 10in

Weight: 11st

League record last season:

11 games, 1 goal

Honours: None

| Era | Club | Games |
|-------|-------|-------|
| 96/97 | Crewe | 11 |

Gareth Whalley

Highly-rated club captain who seems destined to join former team-mates Danny Murphy and Rob Savage in the Premiership. He had a trial period with Liverpool last term and spent much of the 1997/98 pre-season training with Tottenham.

Born: Manchester, 19.12.73

Height: 5ft 10in

Weight: 11st 6lb

League record last season:

38 games, 3 goals

Honours: None

| Era | Club | Games |
|-------|-------|-------|
| 92/93 | | - |
| 96/97 | Crewe | 162 |

Other midfielders:

Richard Norris (from Marine), Peter Smith (from YTS), James Collins (from YTS), Kevin Street (from YTS), Neil Critchley (from YTS), Kenny Lunt (from YTS).

Forwards

Dele Adebola

Very mobile for such a big man, and with a deceptive turn of speed, Dele's return of a goal every other game played a big part in Crewe's run to promotion last term.

Born: Lagos, Nigeria, 23.06.75

Height: 6ft 3in

Weight: 12st 6lb

League record last season:

32 games, 16 goals

Honours: None

| Era | Club | Games |
|-------|-------|-------|
| 92/93 | | - |
| 96/97 | Crewe | 97 |

Steve Anthrobus

Signed from Shrewsbury Town just before Transfer Deadline Day 1997, but has yet to register his first goal for Crewe. Physically strong, good in the air and a real handful for defences.

Born: Lewisham, 10.11.68

Height: 6ft 2in

Weight: 12st 6lb

League record last season:

43 games, 6 goals (including 33 games, 6 goals for Shrewsbury Town)

Honours: None



| Era | Club | Games |
|-------|--------------|-------|
| 89/90 | Millwall | 21 |
| 89/90 | Southend | - |
| 93/94 | Wimbledon | 28 |
| 93/94 | Peterborough | 2 |
| 94/95 | Wimbledon | - |
| 94/95 | Chester | 7 |
| 96/97 | Shrewsbury | 72 |
| 96/97 | Crewe | 10 |

Steve Garvey

More a provider than a regular goalscorer, Steve is happy on either wing and loves to run at opposing defenders and get crosses into the area for the likes of Adebola and Anthrobus.

Born: Stalybridge, 22.11.73
Height: 5ft 9in
Weight: 10st 9lb
League record last season: 16 games, 0 goals
Honours: None

| Era | Club | Games |
|-------|-------|-------|
| 96/97 | Crewe | 95 |

Colin Little

A signing from non-League who has shown a taste for Play-

Off games. He scored the goal that took Crewe into the Play-Offs in 1995/96, and then last year netted two against Luton at the Semi-Final stage. Has struggled to find the net on a regular basis, though.

Born: Wythenshawe, 04.11.72
Height: 5ft 10in
Weight: 11st
League record last season: 17 games, 0 goals
Honours: None

| Era | Club | Games |
|-------|-------|-------|
| 96/97 | Crewe | 29 |

Jamie Moralee

Yet to score his first senior goal for Crewe, after a series of injuries disrupted his 1996/97 season. Full of enthusiasm, but has yet to find a consistent goal-touch.

Born: Wandsworth, 02.12.71
Height: 5ft 11in
Weight: 11st
League record last season: 7 games, 0 goals

| Era | Club | Games |
|-------|----------|-------|
| 92/93 | C.Palace | 6 |
| 93/94 | Millwall | 67 |
| 95/96 | Watford | 49 |
| 96/97 | Crewe | 7 |

Mark Rivers

Highly-rated young forward who can operate through the middle or on either flank. Crewe-born, he made his senior debut against Brentford in October 1995, and scored twice. Missed a chunk of last season following surgery.

Born: Crewe, 26.11.75
Height: 5ft 10in
Weight: 11st
League record last season: 27 games, 6 goals
Honours: None

| Era | Club | Games |
|-------|-------|-------|
| 93/94 | | - |
| 95/96 | Crewe | 60 |

Other forwards:
 Francis Tierney,
 Lee Cox (from YTS).

Dario Gradi the manager

Arguably the most famous coach outside the top flight, and certainly one of the most respected, Dario Gradi has consistently worked miracles at Crewe.

In addition to his widely-recognised abilities as a coach there is the small matter of both his, and the club's loyalty. Gradi was appointed manager at Gresty Road in the summer of 1983 and, despite little in the way of material success before last season's promotion, he has recently signed a new contract designed to keep him at the club until the year 2006.

It's a salutary lesson in patience. The famous saying could be altered to read: 'if at first you don't succeed, stick to your principles and keep playing good football. The results will come'.

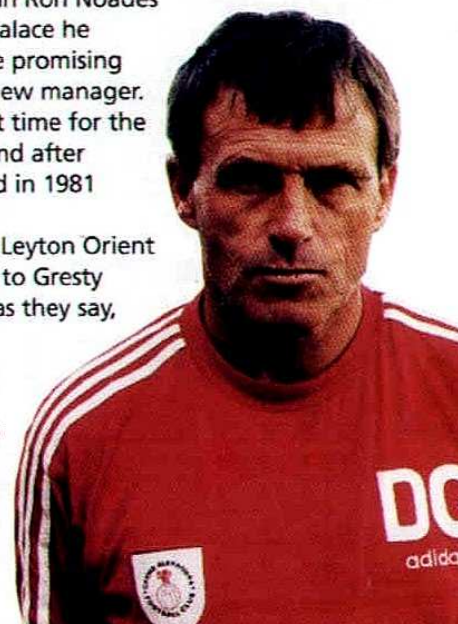
Gradi's playing career peaked with Sutton United, where he gained England honours at amateur level before joining the coaching staff at Chelsea. He later moved to Derby County but his first managerial appointment was at Wimbledon, whom he took to promotion from the old Division

Three in 1978/79, his first season in charge.

When Dons chairman Ron Noades took over at Crystal Palace he quickly appointed the promising Gradi as the Eagles' new manager. But it was a turbulent time for the south London club, and after Palace were relegated in 1981 Gradi lost his job.

He had a spell with Leyton Orient before moving north to Gresty Road... and the rest, as they say, is history.

The Milan-born 55-year-old has three times taken Crewe to promotion - in 1988/89, 1991/92 and most recently last season.



STATS...STATS...STATS swindon vs crewe

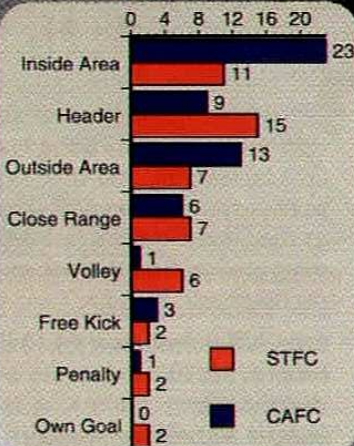
who's played for Crewe

| | A | G | C | Previous Clubs |
|-----------------|----------|------|------|---------------------------|
| Danny Murphy | 44(1) | 10 | 7 | now at Liverpool |
| 18/3/77 | Eng Yth | 6 | 3 | |
| Ashley Westwood | 43(1) | 2 | 1(1) | Man Utd |
| 31/8/76 | Eng Yth | 6 | 1 | |
| Rob Savage | 41 | 1 | 4 | now at Leicester |
| 18/10/74 | Wales | 6 | 1 | |
| Steve Macauley | 40(2) | 2 | 1 | Fleetwood |
| 4/3/69 | | 6 | 1 | |
| Gareth Whalley | 38 | 3 | 1 | |
| 19/12/73 | | 5 | | |
| Shaun Smith | 34(5) | 4 | 1(1) | Halifax |
| 9/4/71 | | 6 | 1 | |
| Jason Kearton | 30 | | | Everton Preston (L) |
| 9/7/69 | | 4 | | Notts County (L) |
| | | | | Blackpool (L) Stoke (L) |
| | | | | Brisbane Lions |
| | | | | released |
| Billy Barr | 29(5) | 5 | | |
| 21/1/69 | | 2 | | |
| Lee Unsworth | 28(1) | 1 | | Ashton Utd |
| 25/2/73 | | 2 | | |
| Dele Adebola | 27(5) | 16 | | |
| 23/6/75 | | 3(1) | 2 | |
| Phil Charnock | 24(8) | 1 | 2 | Liverpool |
| 14/2/75 | | 2 | | |
| Mark Rivers | 23(4) | 6 | | |
| 26/11/75 | | 4 | | |
| Francis Tierney | 18(14) | 3 | | |
| 10/9/75 | Eng Yth | 3(1) | | |
| Chris Lightfoot | 16(8) | 3 | | Wigan Chester |
| 1/4/70 | | 1(1) | 1 | |
| Steve Anthrobus | 10 | | | Shrewsbury Wimbledon |
| 10/11/68 | | | | Chester (L) Peterboro |
| | | | | (L) Millwall Southend (L) |
| Steve Garvey | 9(7) | 1 | | |
| 22/11/73 | | 1(3) | 1 | |
| Peter Billing | 9(6) | 2 | | now at Northwich |
| 24/10/64 | | 1(1) | | |
| Seth Johnson | 8(3) | 1 | | |
| 12/3/79 | | | | |
| Jamie Moralee | 7 | 1 | | Watford Millwall |
| 2/12/71 | | 2 | | Palace |
| Brian Launders | 6(3) | 1 | | out of contract |
| 8/1/76 | Eire U21 | 1(1) | | |
| Martin Taylor | 6 | | | on loan from Derby |
| 9/12/66 | | | | |
| Mark Gayle | 4 | | | Liverpool (L) Walsall |
| 21/10/69 | | 2 | | Worcester City |
| | | | | Blackpool Leicester |
| | | | | Hyde Utd |
| Colin Little | 3(14) | | | |
| 4/11/72 | | 2(1) | | |
| Ademole Bankole | 3 | | | Hyde Utd Orient |
| 9/9/69 | Nigeria | | | |
| Lee Ellison | 3 | 2 | | Leicester Darlington |
| 13/1/73 | | 1 | | Hartlepool (L) |

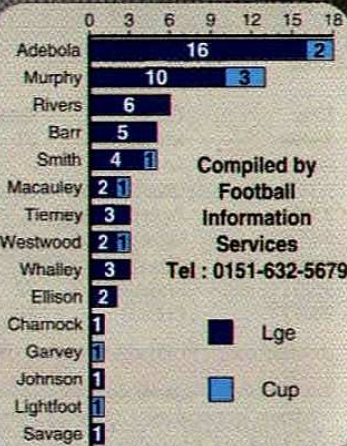
Key : A=Appearances (Sub) C=Cautions (Sent Off) G=Goals
Cup details, date of birth and international honours in *italics*

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how goals went in

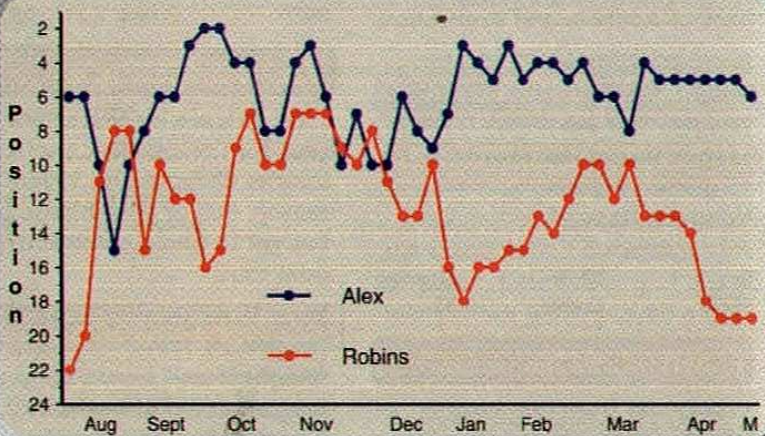


Crewe's scorers

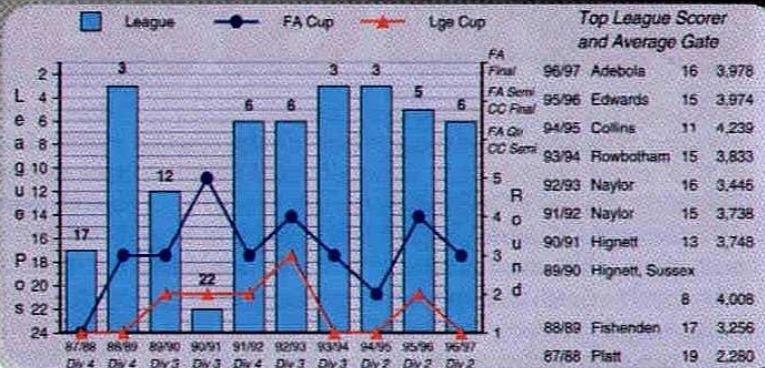


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league position throughout the season



Crewe's 10 year league and cup record



Top League Scorer and Average Gate

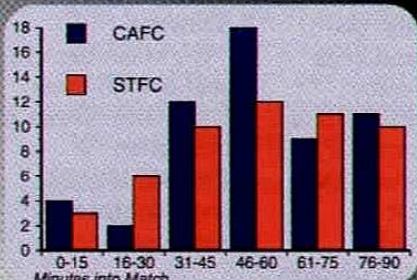
| Season | Scorer | Goals | Avg Gate |
|--------|-----------------|-------|----------|
| 96/97 | Adebola | 16 | 3,978 |
| 95/96 | Edwards | 15 | 3,974 |
| 94/95 | Collins | 11 | 4,239 |
| 93/94 | Rowbotham | 15 | 3,833 |
| 92/93 | Naylor | 16 | 3,446 |
| 91/92 | Naylor | 15 | 3,738 |
| 90/91 | Hignett | 13 | 3,748 |
| 89/90 | Hignett, Sussex | 8 | 4,008 |
| 88/89 | Fishenden | 17 | 3,256 |
| 87/88 | Platt | 19 | 2,260 |

Crewe's results analysis

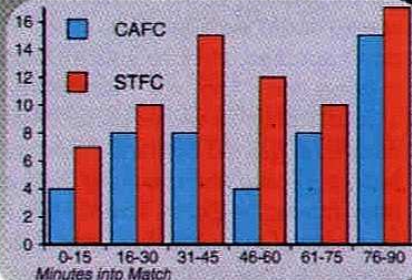
| goals agt | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
|-----------|---|---|---|---|---|---|---|
| 6 | | | | | | | |
| 5 | | 1 | | | | | |
| 4 | | 1 | | | | | |
| 3 | 3 | 1 | 2 | | | | |
| 2 | 4 | 1 | 1 | | | | |
| 1 | 9 | 4 | 4 | | | | |
| 0 | 2 | 6 | 5 | 1 | | | 1 |

shows the number of matches finishing with a variety of scores, eg Crewe won 3 games 3-0 and lost 4 games 1-2

when goals were scored



and when goals conceded



looking back...

Dick Mattick looks back

5 YEARS AGO

Five Years Ago the opening day of the season saw Glenn Hoddle score his first goal for Swindon with a left foot shot from thirty yards.

It was enough to give the Town a 1-0 victory over Sunderland in front of a crowd of 11,094. Town paraded their new signing Craig Maskell who they had bought from Reading for £250,000 during the close season. Hignett and Clarkson

score two apiece to give the Alex a home victory over Torquay United by 4-2. Maidstone's opening fixture with Scunthorpe is postponed and they are given until Monday 17th to prove they can fulfil their fixtures.

10 YEARS AGO

Ten Years Ago Swindon returned to the old Second Division after an absence of 13 years.

Swindon went down 2-0 in a carnival atmosphere after comedian Jimmy Cricket had opened the new stand at Valley

Parade Bradford. It had been built to replace the one destroyed in the fire which saw over fifty people lose their lives. Swindon fail to score but former Robins; Ray KcHale (Scarborough), Gary Nelson (Brighton), Jimmy Gilligan (Cardiff City) and Dave Cole (Torquay) all get on the score

sheet. On loan Alan McLoughlin goes one better and gets two for Torquay. A second half goal by David Platt earns Dario Gradi's men a point against Bolton at Burnden Park in a Fourth Division clash. The following February, Platt is sold to Aston Villa for £200,000, a record fee for the Railwaymen.

15 YEARS AGO

Fifteen Years Ago a 63rd minute goal by Paul Rideout is enough to give Swindon victory in their first ever Fourth Division fixture which is watched by less than four thousand.

Gary Emmanuel is Town's new captain but free transfer man Leigh Barnard is the star of the show. Chester inflict a 1-0 defeat on Crewe on the opening day of the season. It is the first of many defeats in a season which sees Crewe finish 23rd and having to

apply for re-election. The disappointing form leads to the dismissal of Peter Morris and the appointment of Dario Gradi as new manager. Kevin Keegan scores the only goal for Newcastle on his debut against QPR.

FLASH-BACK

Ouch That's My Ear - Town centre half Simon Gibson seems to be saying as Crewe's Stuart Naylor punches clear in the 1983-4 Fourth Division match at the County Ground.

The only goal of the game was scored by Dave Hockaday (number 7 in the picture) in the 26th minute. It was set up by Mayes, who missed a penalty later in the game, and Rowland. Charlie Henry (number 2 in the

picture) was stretched off towards the end of the first half. Scott Endersby was the man who saved the day for



Swindon with a fine save from a Bob Scott header three minutes from time. Evidence of the small size of the crowd, 2,960, is given by the almost deserted terraces behind the goal.

Mike Walsh's diary of the week



Wednesday

July 30th. Having drawn 2-2 with Spurs the previous Saturday all the lads were buzzing as they prepared for the visit of Southampton.

The Gaffer was still searching for new players and after speaking to several contacts he had lined up two new trialists who were arriving the next day.

Cameroon Under 21 international Bernard Tchoutang and French midfielder Philip Cuervo were both on their way to the County Ground.

Thursday

July 31st. Thursday was a hectic day for all concerned at the Club as we held our official team photocall in the morning followed by the annual Open Day.

As well as posing for pictures for the press we also managed to squeeze a training session in.

After the team photo the lads grabbed something to eat before preparing themselves for the thousands of autograph hunters who came to the ground during another highly successful Open Day.

In a bid to cut down on queueing the lads were split up into small groups and were dotted all over the ground.

Fair play to them all as they spent two hours signing autographs, posing for pictures with fans and generally having a chat.

Friday

August 1st. It was back to the more serious business of getting

ready for the friendly with Southampton.

We had a good training session, a brief chat about the following day and as part of our build up to the game on Saturday we all went upstairs to the Executive lounge for a pasta meal.

The lads took time out to sign photo's and balls for local charities before going off to relax and get themselves in the right frame of mind for the next day.

Saturday

August 2nd. We followed the same routine of any home game and the players all started to arrive at about 1.30pm.

The team was announced, the lads went out for a warm-up and I thought we gave a good account of ourselves against the Premiership Club.

In the end only the deadly finishing of Egil Ostenstad proved to be the difference between the two sides.

Both trialists showed some good touches in what was difficult circumstances for them. Playing with a group of strangers and not being able to speak the language.

There were a lot of positives to take from the game but of course there is still much room for improvement.

Sunday

August 3rd. Everyone enjoyed a welcome day off, giving them a chance to spend some time with their families.

Monday

August 4th. Another hectic day with two games to prepare for.

Of course Manchester United were the visitors for Fraser's Testimonial and the players not involved with that travelled to Worcester City for another friendly fixture.

There was a tremendous turn-out for Fraser and I think all the fans were highly entertained in the 1-1 draw.

Meanwhile we beat Worcester 3-2 with Mark Walters scoring another superb goal and youngster Alex Finlayson adding the other two.

Tuesday

August 5th. Our sights were now firmly set on the big one - Saturday's first Division Fixture at home to Crewe.

And to give everyone a boost we made two new signings with Chris Hay coming in from Celtic and French midfielder Philip Cuervo also joining the Club.

I'm sure both will be valuable additions to the squad.

Wednesday

August 6th. As this programme went to print we were focusing all our attentions on the Crewe game with just one thing on our minds - three points come 4.45pm this afternoon.





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SANDY MARTIN IN THE MORNING

PRE-DICTA-SCORE



PRE-DICTA-SCORE AND WIN
AN AUTOGRAPHED FOOTBALL



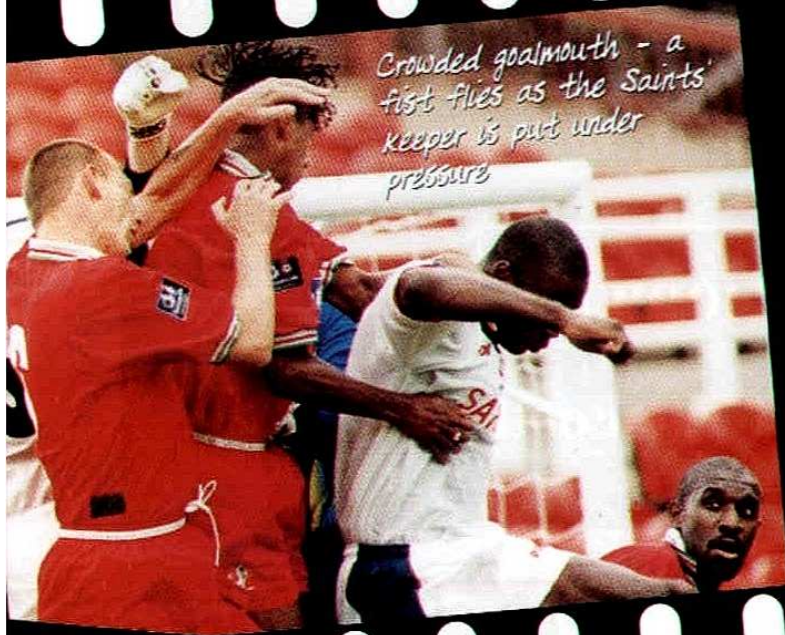
IT'S NOT JUST "YOU"
STEVE McMAHON LISTENS TOO!



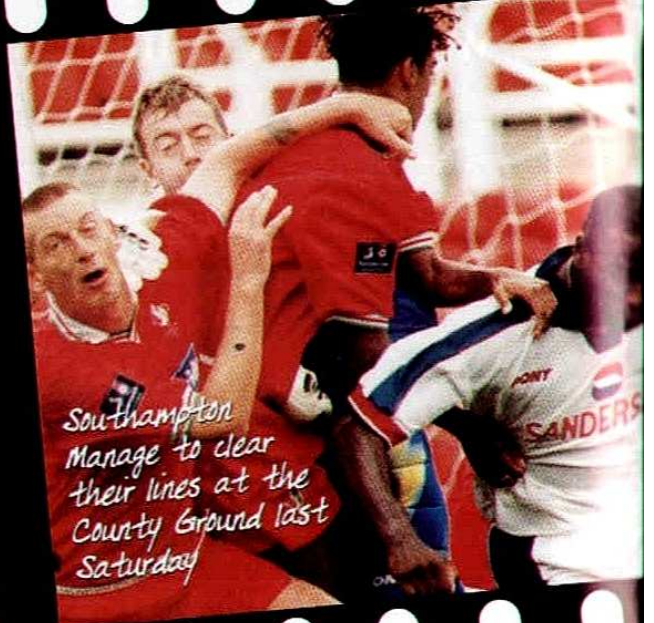
action *replay* vs Saints



Saints



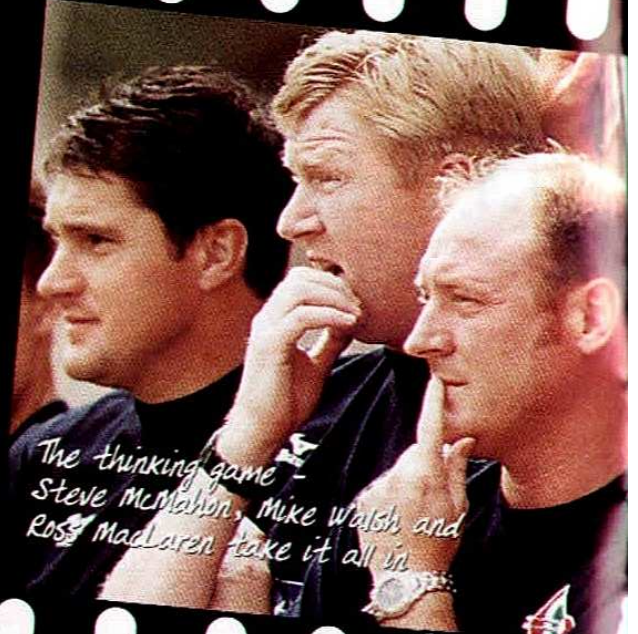
Crowded goalmouth - a fist flies as the Saints' keeper is put under pressure



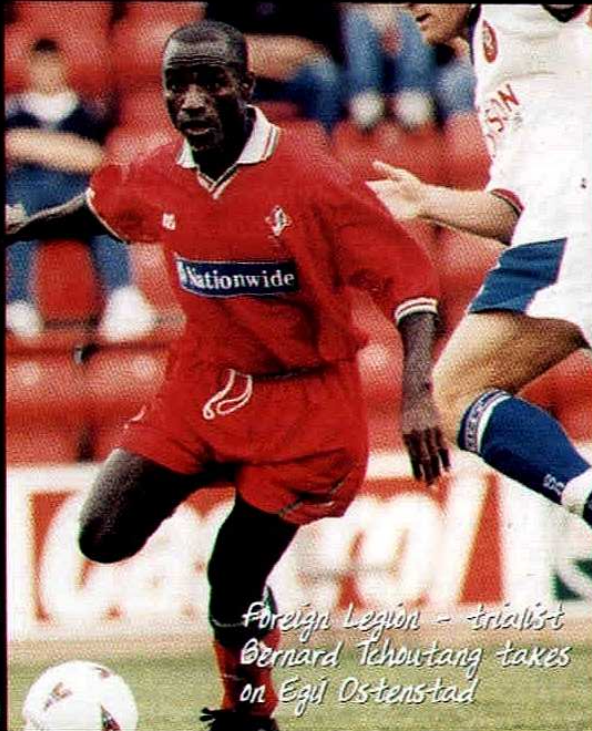
Southampton Manage to clear their lines at the County Ground last Saturday



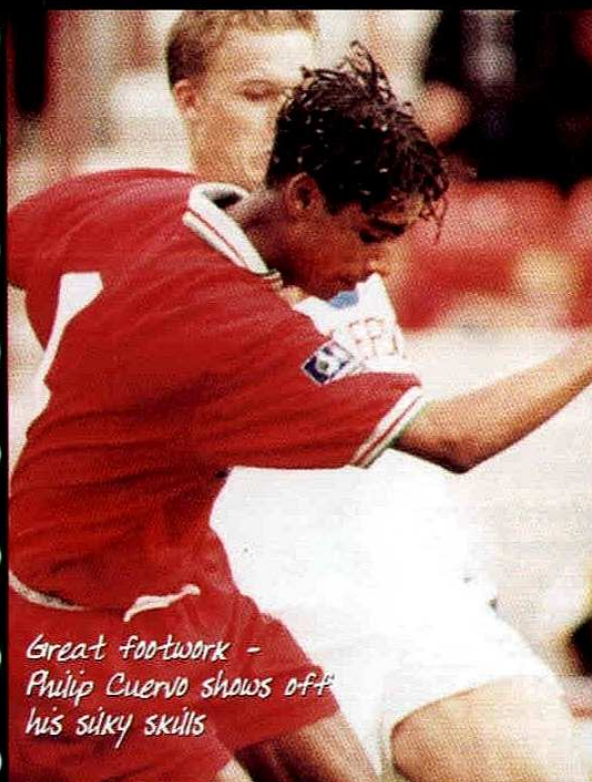
Scott Leitch blocks the path of a Saint



The thinking game - Steve McMahon, Mike Walsh and Ross MacLaren take it all in



*Foreign Legion - trialist
Bernard Tchoutang takes
on Egil Ostenstad*



*Great footwork -
Philip Cuervo shows off
his silky skills*



RESULT...

SATURDAY 2ND AUGUST
PRE-SEASON FRIENDLY

**Swindon Town 0
Southampton 1**

Attendance 3,693

TEAM...

- 1 Frank Talia
- 2 Frederic Darras
- 3 Jason Drysdale (T.Gooden 70mins)
- 4 Philip Cuervo
- 5 Mark Seagraves
- 6 Alan McDonald
- 7 Mark Robinson
- 8 Scott Leitch (A.Smith 80mins)
- 9 Steve Finney (S.Cowe 65mins)
- 10 Wayne Allison
- 11 Bernard Tchoutang (Walters 65mins)
- Subs not used:**
- ⬆ Fraser Digby, Kevin Watson.

MATCH REPORT

A goal early in the second half by Southampton's ace marksman Egil Ostenstad was all that separated the two sides last Saturday.

Ostenstad raced clear to slot the ball past Frank Talia five minutes after the re-start to leave Swindon on the end of their first pre-season defeat.

Trialist Philip Cuervo caught the eye with a fine display and was unfortunate not to get on the scoresheet as three times he was denied by goal-line clearances.

Cameroon Under 21 international Bernard Tchoutang showed some quality touches but was unable to find a way through the Saints defence which was well marshalled by former Dutch International Ken Monkou.

The Gaffer Steve McMahon said: "I was disappointed to lose because we created enough chances to have maintained our unbeaten record."

reserve round-up

with Ross McLaren



WEDNESDAY NIGHT FOOTBALL!

Welcome back everyone for today's first team curtain-raiser against Crewe and don't forget that the Reserves' opening Avon Insurance Combination clash is also fast approaching.

We start with a tough trip to Crystal Palace next Tuesday (2pm) but what we are really looking forward to is our first home game which takes place here at the County Ground on Wednesday August 20th against Tottenham Hotspur.

As you may already know, this season the league has been restructured.

There are now 18 clubs who will play each other home and away and with the likes of Spurs, West Ham, Arsenal, Chelsea, Southampton, QPR and Wimbledon taking part there will be some really attractive games.

With that in mind we have tried to make our home matches more accessible to you the fans by arranging them all on Wednesday nights with 7.15pm kick-offs.

Ticket prices will be just £4 for adults and £1 for concessions

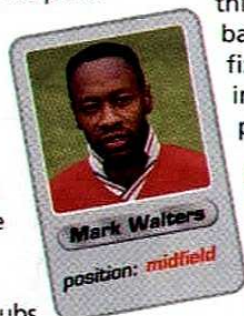
We hope this will help attract bigger crowds and with some major Premiership Clubs on show, we're sure you will get value for money and some

great entertainment.

Now that the first team squad has been extended, it means that Reserve team football takes on even more importance.

Not only is it an excellent way for some of our youngsters to gain valuable experience by playing against top class opposition, but it also means that those players not in the first XI get an opportunity to stake their claim for a call-up as well as keeping their match fitness at the highest level possible.

If last season is anything to go by then we're expecting great things from the second string this term and with your backing at all our home fixtures I'm sure we can improve on last year's final position of eighth.



Match report.
Pre-season friendly.
Worcester City 2
Swindon Town XI 3

Mark Walters scored an absolute stunner with his head during a tremendous first half display by the lads.

Alex Finlayson struck twice as we stormed into a 3-0 lead but we were sloppy after the break and Worcester hit back to give us a scare.

Match report. Pre-season friendly.
Fairford Town 1
Swindon Town XI 9



Steve Finney fired home a hat trick as we overwhelmed Fairford.

FIXTURES 97/98

Avon Insurance Combination Div 1

| | | |
|-------------|------------------|--------|
| Tue Aug 12 | Crystal Palace | A 2.00 |
| Wed Aug 20 | TOTTENHAM | H 7.15 |
| Thur Aug 28 | West Ham United | A 7.30 |
| Wed Sep 03 | LUTON TOWN | H 7.15 |
| Wed Sep 10 | CHALTON ATHLETIC | H 7.15 |
| Mon Sep 15 | Brighton & H.A. | A 2.00 |
| Wed Sep 25 | NORWICH CITY | H 7.15 |
| Wed Oct 01 | Portsmouth | A 2.00 |
| Wed Oct 08 | Wimbledon | A 2.00 |
| Wed Oct 15 | IPSWICH TOWN | H 7.15 |
| Wed Oct 22 | Watford | A 7.30 |
| Wed Oct 29 | ARSENAL | H 7.15 |
| Mon Nov 03 | Chelsea | A 7.00 |
| Wed Nov 12 | OXFORD UNITED | H 7.15 |
| Thur Nov 20 | QPR | A 2.00 |
| Wed Nov 26 | MILLWALL | H 7.15 |
| Wed Dec 03 | WEST HAM UNITED | H 7.15 |
| Mon Dec 08 | Luton Town | A 7.00 |
| Wed Dec 17 | BRIGHTON & H.A. | H 7.15 |
| Wed Jan 07 | Chalton Athletic | A 2.00 |
| Wed Jan 14 | PORTSMOUTH | H 7.15 |
| Thur Jan 22 | Norwich City | A 7.30 |
| Thur Jan 29 | WIMBLEDON | H 7.15 |
| Wed Feb 04 | Ipswich Town | A 7.00 |
| Wed Feb 11 | SOUTHAMPTON | H 7.15 |
| Wed Feb 18 | Millwall | A 2.00 |
| Wed Mar 04 | CHELSEA | H 7.15 |
| Tue Mar 10 | Arsenal | A 7.00 |
| Wed Mar 18 | Oxford United | A 7.30 |
| Wed Mar 25 | CRYSTAL PALACE | H 7.15 |
| Wed Apr 01 | Q.P.R. | H 7.15 |
| Wed Apr 08 | Southampton | A 7.30 |
| Wed Apr 15 | Tottenham | A 7.30 |
| Wed Apr 22 | WATFORD | H 7.15 |

All home fixtures are to be played at The County Ground and will kick-off at the time indicated above.
Kick-Off times are subject to change without prior warning.

THE LEAGUE

Avon Insurance Combination Div 1

| | P | W | D | L | F | A | Pts | GD |
|------------------|---|---|---|---|---|---|-----|----|
| Portsmouth | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Wimbledon | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Ipswich Town | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tottenham H. | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chelsea | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Arsenal | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Q.P.R. | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Brighton & H.A. | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Millwall | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Luton Town | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Crystal Palace | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| SWINDON TOWN | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Oxford United | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| West Ham United | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Southampton | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Watford | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Norwich City | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chalton Athletic | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

NEXT HOME GAME

**Wednesday 20th
August 1997**

**Tottenham
Hotspur**

Kick-Off 7.15pm



Also on target were Steve Cowe, Mark Walters, Lee Collins, Peter Holcroft, Alex Finlayson and Alex Meechan.

Match report.

Pre-season friendly.

**Supermarine 2
Swindon Town XI 1**

Disappointing performances from senior pro's let us down badly against the non League side.

The kids battled hard against physically stronger opponents but some of the more senior players did not perform.

After falling behind, Gary Elkins scored from close range to level the scores but Supermarine scored late on against the run of play to come out on top.



WEDNESDAY NIGHT FOOTBALL

Don't miss out!

This season all of Swindon Town's Reserve Team's home matches will be played here at the County Ground on Wednesday evenings - kick-off 7.15pm.

**Prices: Adults £4.00 Concession £1.00
Free admission to Season Ticket Holders!**



Caught.
Ball watching!

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FIXTURES 97/98

South East Counties League Division 2

| | | |
|------------|-------------------|---|
| SAT AUG 09 | BRENTFORD | H |
| Sat Aug 16 | Southampton | A |
| SAT AUG 23 | LUTON TOWN | H |
| Sat Aug 30 | Reading | A |
| Sat Sep 06 | | |
| SAT SEP 13 | PORTSMOUTH (LC1) | H |
| Sat Sep 20 | Colchester United | A |
| SAT SEP 27 | AFC BOURNEMOUTH | H |
| Sat Oct 04 | Bristol Rovers | A |
| SAT OCT 11 | WYCOMBE W. | H |
| Sat Oct 25 | Wimbledon | A |
| Sat Nov 01 | Tottenham Hotspur | A |
| SAT NOV 08 | OXFORD UNITED | H |
| Sat Nov 15 | Barnet | A |
| SAT NOV 29 | BRIGHTON & H.A. | H |
| Sat Dec 06 | Bristol City | A |
| SAT DEC 13 | BRISTOL CITY | H |
| Sat Dec 20 | Brentford | A |
| SAT JAN 03 | SOUTHAMPTON | H |
| Sat Jan 10 | Luton Town | A |
| SAT JAN 17 | READING | H |
| Sat Jan 24 | | |
| SAT JAN 31 | COLCHESTER UNITED | H |
| Sat Feb 07 | AFC Bournemouth | A |
| SAT FEB 14 | BRISTOL ROVERS | H |
| Sat Feb 21 | Wycombe Wdres | A |
| SAT FEB 28 | WIMBLEDON | H |
| SAT MAR 07 | TOTTENHAM HOTSPUR | H |
| Sat Mar 14 | Oxford United | A |
| SAT MAR 21 | BARNET | H |
| Sat Mar 28 | Brighton & H.A. | A |

Home fixtures kick-off at 11.00am at the British Rail Ground. Kick-Off times are subject to change without prior warning.

FIXTURES 97/98

West County Television South West Counties Youth League

| | | |
|---------|----------------------|---|
| Aug 23 | Bristol Rovers | A |
| AUG 30 | CARDIFF CITY | H |
| Sept 06 | Cheltenham Town | A |
| SEPT 13 | CIRENCESTER TOWN | H |
| Sept 20 | Exeter City | A |
| SEPT 27 | HEREFORD UNITED | H |
| OCT 04 | (LEAGUE CUP ROUND 1) | |
| OCT 11 | Plymouth Argyle | A |
| OCT 18 | SWANSEA CITY | H |
| OCT 25 | YEOVIL TOWN | H |
| Nov 01 | Exeter United | A |
| NOV 08 | AFC NEWPORT | H |
| Nov 15 | Bath City | A |
| NOV 22 | (LEAGUE CUP ROUND 2) | |
| NOV 29 | BRISTOL CITY | H |
| Dec 06 | Bristol City | A |
| DEC 13 | BRISTOL ROVERS | H |
| Jan 03 | Cardiff City | A |
| JAN 10 | CHELTERHAM TOWN | H |
| Jan 17 | Cirencester Town | A |
| JAN 24 | EXETER CITY | H |
| Jan 31 | Exeter United | A |
| FEB 07 | PLYMOUTH ARGYLE | H |
| FEB 14 | Swansea City | A |
| FEB 21 | Yeovil Town | A |
| FEB 28 | TORQUAY UNITED | H |
| Mar 07 | AFC Newport | A |
| NOV 02 | BATHLEY | H |

All home Saturday fixtures kick-off at 11.00am. Wednesday fixtures kick-off at 2.00pm. Kick-Off times are subject to change without prior warning.

youth team focus

with Tommy Wheelodon

Once again we will be running two Youth teams this season.

The A team will be playing in Division Two of the South East Counties League with the B team or Academy team taking part in the South West Counties League.

Both sides performed with great credit last season and with several talented newcomers now on our books, I'm expecting the young lads to go onto bigger and better things during the 1997/98 campaign.

As most of you will know, both Alex Finlayson and Michael Pattimore have been rewarded for their tremendous work with first year professional contracts.

It is great to see some of our young stars are finally making the grade and being signed up as pros and our aim over the next few years is to bring more and more through into the first team squad.

England International Robin Hulbert also got called up into the first team squad last season and both he and Wayne Thorne were fortunate enough to be called into the team which took on a Manchester United XI in Fraser Digby's Testimonial last Monday night.

Second year YT's Sol Davis, Anthony Betterton, Stuart Hodson Phil MacDiarmid, Chris O'Connell and Alex Meechan will all be pushing hard this year

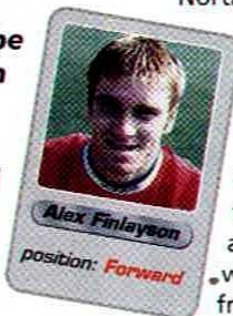
as will Chris Organ who is now in his third year after breaking his leg badly last term.

Joining us this year are Northern Ireland youngsters

Ricki Culbertson, Paul McAreavey and Peter Cairns who all look to have bright futures ahead of them as do Wesley Garton, signed from Manchester United and Carl Robinson who was brought in from Liverpool.

Completing the line-up of trainees are Jamie Mills, Ian McSherry, Bradley Peters (all from Phil Cannon's Centre of Excellence) and Sam Campagna (ex Nottingham Forest).

As far as the Academy team goes, there are several lads with lots of potential who will be keen to show what they can do.



Alex Finlayson
position: Forward



Michael Pattimore
position: Defender

NEXT HOME GAME

Saturday 23th August 1997

Luton Town

Kick-Off 11am

NEXT HOME GAME

Saturday 30th August 1997

Cardiff City

Kick-Off 11am



For the record the players signed up for the Academy team are: Gareth Cope, Carl Taylor, Stephen Bennett, Simon Futchter, Mark Simpkins, Luke Sharps, Kevin Campello, Alan Hughes, Michael Tarran, Daniel Clayton, Dale Pottinger, Giovanni Sperti, Daniel Kimber, Brian Brogdan, James Jordan, Neil Dix and Nick Mackey.

PRE-SEASON BUILD UP

I've been really impressed with the youngsters in their pre-season build-up. They have looked stronger and fitter than last year and there have been some good signs on the ability front as well.

We've played a number of friendlies including a 5-2 victory over Highworth's first team and from there we went on a five day tour of Torbay where we

drew 4-4 with Torquay before beating Plymouth 5-2.

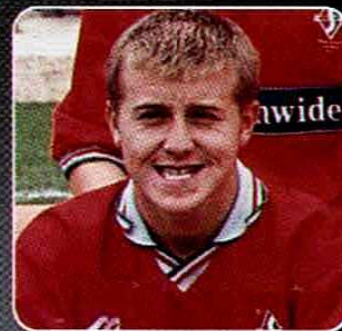
The lads gave an excellent account of themselves away at Everton where they were unfortunate to go down 1-0 to the Premiership outfit and then last week we took on Southampton Youth and picked up a 1-0 victory which could easily have been more convincing.

On Wednesday we entertained Tottenham and chalked up a superb 2-0 victory.

We could have won by a much bigger margin but in the end goals from Alex Meechan and Stuart Hodson were more than enough.

Alex Meechan also missed a penalty and a goalbound shot got stuck in the mud when on a normal pitch it would have gone in.

As you may have gathered the weather was atrocious.



FACT FILE...

Name: Phil MacDiarmid

Position: Midfield

D.O.B: 17.06.80

Birthplace: Liverpool

Previous Clubs: QPR, Derby County, Liverpool

Biggest Influence on career: Brother

Favourite Player:

John Barnes

Swindon Town Youth Team 1997/98



community scheme news

with Clive & Jon

A warm welcome back to everyone as we kick-off the new season against Crewe this afternoon.

Jon and I would like to take this opportunity to wish Steve McMahon, Mike Walsh and the lads the best of luck for the new campaign.

As most of you are well aware now is a busy time for us in the Community Office.

We had a brilliant start last week when an unbelievable 120 kids turned up for one of our most successful Funweeks ever.

There was a special treat for the youngsters last Thursday as all the course members were able to visit the training ground and watch the first team squad in a full training session.

Even the wet and miserable weather couldn't dampen the spirits of the children who were in great form.

The second week has seen us working out at Cirencester where we have been teaching the technical side of the game to 35 enthusiastic youngsters.

Fun has been had by all and a big thank you to Brian Hudson for helping to co-ordinate the course.

Future weeks will see us going to Marlborough where 80-100 children will be put through their paces by a group of qualified coaches.

From there we go out to Chippenham and our final course of the summer is back at the County Ground where once again we will have 120 taking part.

Because of the popularity of our courses, in the future you need to return your application forms as soon as possible to avoid disappointment.

Another thank you needs to go to the various companies who have donated prizes and quality giveaways. Jon and I will be saying a personal thanks to you all over the next few weeks.

Both of us look forward to seeing you on our courses and let's hope we have a successful season on the pitch.



Clive
Maguire

Jon
Holloway



Before the final game of last season here at the County Ground we staged the final of our prestigious Community Office 8-a-side Tournament.

Windmill Hill Primary School took on Lethbridge Junior School and after a hard fought final it was Windmill Hill who emerged victorious.

Town skipper Mark Seagraves presented the medals and thanks to Siggy for his help.



**Windmill Hill
- winners of
the 8-a-side
competition.**

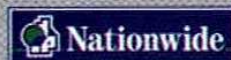


**Runners-up
Lethbridge.**



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Swindon Town Football Club's Community Scheme is kindly supported by:



JUNIOR ROBINS

with Louise Kaye

Sponsored by



Welcome back to the County Ground for the 1997/98 season to all Swindon Town Junior Robins.

It's great to know so many of you are here to support the lads this afternoon for the first match of the campaign. Let's hope that this time next year you'll be watching the team in the Premiership! This season however, promises you much in the way of quality players, visits to fantastic stadiums and exciting football. Steve McMahon and Swindon Town are proud of our young fans and their support and look forward to another action-packed year with the Junior Robins!

On The Ball

If you haven't yet caught on to the benefits of becoming a Junior Robin then hurry up before you get found out! For only £10-00 you will receive more perks than the Chairman, including a superb welcome pack, weekly training sessions, monthly newsletters, various discounts and invitations to away games and events throughout the year. You'd have to be mad as a hatter not to join the Town's official Fan Club! Collect a form from the Superstore or call the Marketing Department on 01793 532121 for more details.

All Barmy Army youngsters should look out for the first Newsletter of the season for details of the fab year ahead. Enjoy the game and make some noise!



Junior Robin new recruit training with the players.

Is It A Bird? Is It A Plane?

Well, he's definitely a bird but certainly not plain and I would think twice about telling him otherwise. The Town's mascot, Rockin Robin, went away on holiday and came back a changed bird and very soon you will be able to see for yourself how cool he's become.

mascots...mascots...

A warm welcome to today's mascots, brothers Michael and Paul Banks, from Carlisle.

Michael is 13 years old and a pupil at Caldew High School. His hobbies include football, golf and motor racing.

Ten year old brother Paul attends Ivegill Primary School and enjoys football, golf, playing the keyboard and violin. Both boys agree that Steve Finney is their favourite player - but there could be trouble if they didn't - Michael and Paul are his nephews!

We wish both our mascots a fantastic day at the County Ground.



tony horne's view from a far

*Hello, and welcome to the
1997/98 season.*



I must confess that I tried to make the column so bad last season that I wouldn't get invited back to write for another season but Jason in the office has been on the phone, simply begging me to write some more!

There can be no greater feeling in the world than marching down County Road at around 2pm for the first proper match of the season. Some of you will, of course, have been to some of the pre-season friendlies but it is a different ball-game when the very first three points are on the table. You have been waiting all summer, you hear little snippets of grapevine gossip about the club during the off-season, and the cricket is so depressing that by the time August 9 arrives, it does not matter if it is Crewe or Brazil, the very first game of the season always feels like a cup final.

Suddenly everybody has a clean slate, and last season's league position is erased from the memory, its new labour new optimism! Even if we nearly went down at the end of last season, we know deep down that we are heading for the play-offs, and that nothing else will do, and that optimism starts today. The start of the season is always preceded by rumour after rumour and nobody can have missed the Rushie comes to town story. I have to say that I have been hearing this story since The Gaffer was staying in The De Vere when he first came to Swindon late in 1994. It is one of those stories that begins with the words 'a friend of friend saw' and ends with the words 'Ian Rush talking to Steve McMahon in the De Vere'. Then there was the charity game in May 1996 when Rushie played and everyone started up again.

Only the relevant parties can confirm or deny. The rest of us can wait and dream. I shall definitely get to see Swindon this season on at least two occasions and I can now confirm that if you get the chance to make the long trek to the Sunderland fixture, you should. I was at the opening of the new Stadium of Light (!) on the 30th July and it is absolutely fantastic. The opening night featured a game against Ajax, and Status Quo landing by chopper to sing a few numbers. Obviously we should have had a whip round to ask them to not bother but what can you do? I don't know who came up with the 'Stadium of Light' which is a bit weak - especially when Benfica already have a stadium called this....apparently Barcelona vetoed The Nou Camp North East and The Olympic Stadium North East was no-go!

That is for later in the season. For now, enjoy today, and get behind the lads for the 97/98 season.

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centre of excellence

with Phil Cannon

During the close season Swindon Town's Under 14's participated in one of the top tournaments in Europe - the Northern Ireland Milk Cup.

The lads were able to rub shoulders with the likes of Manchester United, Newcastle United, Everton and West Ham which was an experience in itself.

This gave our lads a great opportunity to compete at the top level for their age group and to see how they could perform against quality opposition.

The start of the tournament will stay in the minds of all our players for many years to come as there was an Olympic style parade through the streets of Coleraine where some 10,000 people were cheering and applauding the teams onto the

Coleraine Show Ground.

Yet more fans cheered each team onto the pitch for the opening ceremony which was performed by the legendary Pat Jennings.

Then the action really started and in our first game against Coleraine and District Youth League we ran out 2-1 winners with goals from Alan Young and Kevin Halliday.

Next we faced Middlesbrough and despite creating several chances we had to settle for a goalless draw.

It was a pleasing performance because Boro were to progress all the way to the final only to be beaten by West Ham.

We knew we had to win our third game to make it into the quarter finals but we came up against a very resilient Ballymena and District Youth side.

We threw everything at them but could not find a way through, and when we did in the last minute, the effort was ruled out for off-side.

The lads were devastated to learn that had they won they would have faced Man Utd in the last eight.

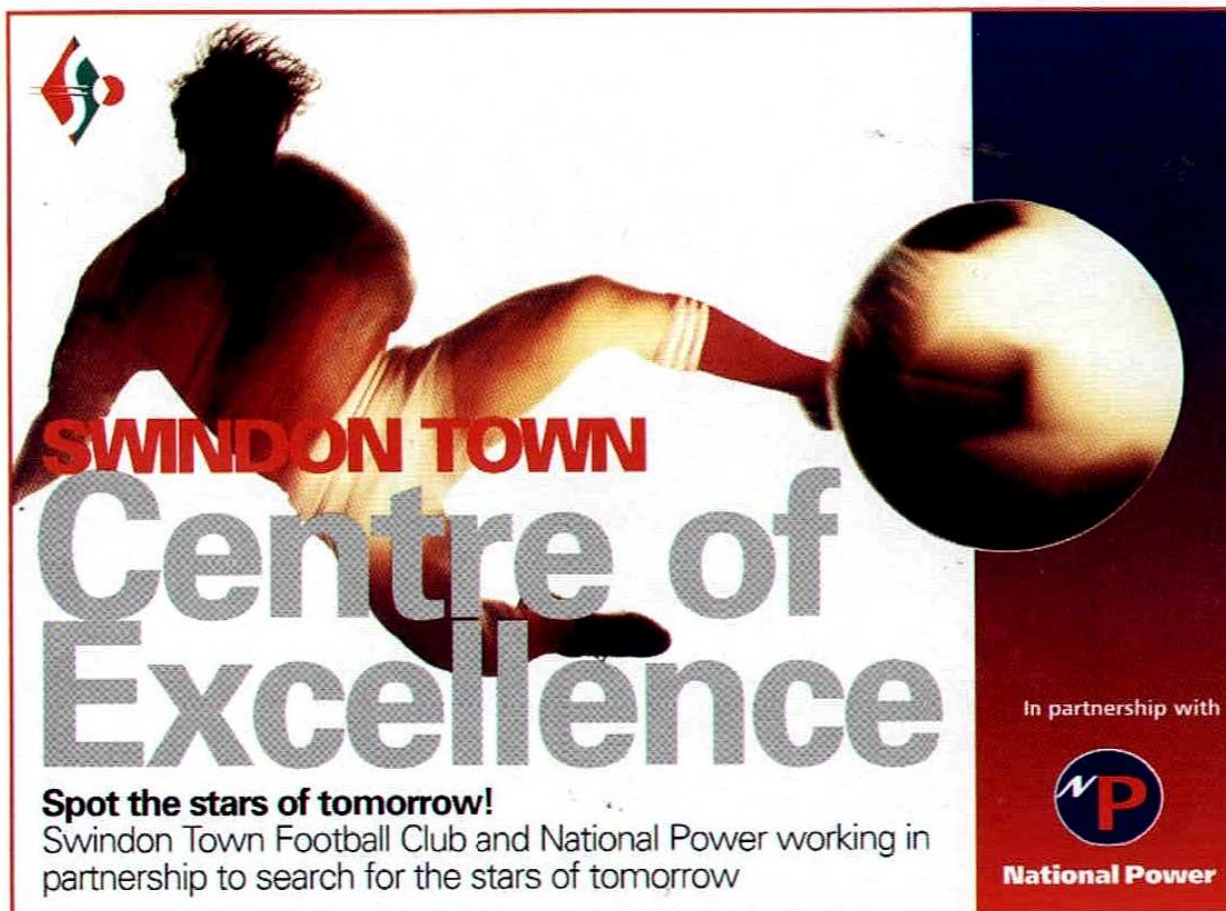
This tournament was a great eye opener for the lads who will learn from the experience.

Well done - I hope you enjoyed the week.

Other results.

Swindon Town 1 Motherwell 1
(Motherwell won 4-3 on penalties)
Goal: Kevin Halliday.

Swindon Town 0 Charlton Ath 2.




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SEASON 1997/98



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Middle Row: Alan McDonald, Mark Walters, Craig Taylor, Gary Elkins, Mark Robinson, Scott Leitch, Ian Culverhouse, Frederic Darras, Alex Finlayson.
2nd Front Row: Lee Collins, Peter Holcroft, Phil King, Darren Bullock, Wayne O'Sullivan, Ty Gooden, Steve Cowe.
Front Row: Jason Drysdale, Jonathan Trigg (Physiotherapist), Ross MacLaren (Reserve Team Coach), Steve McMahon (Team Manager), Mike Walsh (1st Team Coach), Les O'Neil (Chief Scout), Alex Smith.

the ticket office @swindon town tickets



After this afternoon's game against Crewe we have another home match to look forward to on Wednesday August 13th (7.45pm) when we take on Watford in the first round, first leg of the Coca Cola Cup.

Tickets for this game are now on sale and season ticket holders are reminded that their ticket includes entry to this tie.

Reading

Next Saturday, August 16th there is the big local derby at Reading's Elm Park to look forward to.

THIS GAME IS ALL TICKET.

There are 200 seats available at £11 (adults) and £6 (concessions) with 2,800 terrace tickets up for grabs at £9 and £6.

Matchday Ticket Office:
For Saturday matches throughout 1997,
tickets will go on sale at 11am.

For further details on ticket availability
contact the Ticket Office on:

(01793) 529000
To order by fax:
(01793) 431887

WE ARE PLEASED TO ACCEPT



Huddersfield

following Saturday, August 23rd we are back in action on home soil with Huddersfield Town the visitors.

Who can forget the 6-0 hiding we handed them here last season so make sure you get your tickets for that one.

As from Monday August 11th, tickets for the following matches will go on sale:

Notts Forest

Saturday September 6th,
Nottingham Forest (HOME)
3pm.

Tranmere

Saturday September 13th,
Tranmere Rovers (HOME), 3pm.

Port Vale

Saturday October 4th, Port
Vale (HOME), 3pm

Bury

Saturday October 11th, Bury
(HOME), 3pm.

Norwich

Saturday October 25th,
Norwich City (HOME) 3pm.

DON'T MISS OUT

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Late night Wednesday's 6.45pm
SATURDAY'S
9am - 12 noon (non matchdays)

DID YOU KNOW?

The first Football League
meeting at Reading's Elm Park:
December 25th 1920 -
Reading 2 Swindon Town 3

on the road... travel...



Reading
Saturday Aug 16th
Kick-Off 3.00pm

What better way to start a new season for Town's travelling army than a local 'derby'! but remember if you are making the trip, this is an **ALL TICKET** match - so make sure you have one before you start your journey.

Going to Watford?

All your travel details for Town's Coca-Cola Cup First Round Second Leg tie at Vicarage Road will appear in our next matchday magazine



TRAVEL CLUB

READING Fare £5.00 Under 16's £3.00

Depart County Ground: 12.45pm

Our coaches start at Aldbourne and we offer pick ups at Ashington Way plus other destinations en route. Please ask for these options and times when booking. Our coaches are either Executive or Luxury standard and we enforce our Non Smoking policy. Our Stewards are pleased to provide a selection of drinks and snacks throughout your journey, as well as the other on board entertainment we offer as well. Up to 25% reduction off our already excellent match day travel prices with our unbeatable Travel Club season ticket offer. Please ask for details. Special offers for our members - just £1.00 fee each season.

Make Sure You Book Now At:
Travel Club Office (Arkell's Stand, Supporters Club entrance) Open Every Tuesday, Wednesday and Thursday: 7.00 p.m. - 9.00 p.m. Also Open Every Matchday until 20 minutes before kick off Plus 24-hour Travel information answerphone service: Telephone (01793) 611499

Or book through Barnes Coaches Ltd Information Centre or telephone any day on (01793) 540330

DID YOU KNOW?

Between 1966/67 and 1981/82, Town played at Elm Park seven times - winning one, drawing one and losing the other five. But on all seven occasions, they scored one goal!

Travelling by Road...

Take the M4 east, leaving at Junction 12. Take the first exit and follow signs for Reading centre. Turn left at Parkside Road, then right into Tilehurst Road. For the visitors' end of the stadium, turn left into Cranbury Road, left again into Gloucester Road and then turn left into Kent Road.



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READING Fare £5.00

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WEST SWINDON 12.15pm ERMIN STREET 12.45pm

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Thanks to the Government and to the Football Association, the FA Premier League and the English Sports Council, a major new funding package to secure the future of the Trust has been put in place.

These funds will be in addition to income derived from the football pools companies Littlewoods, Vernons and Zetters, and will enable the Trust to complete its Taylor task, carry on its essential safety work and continue to grant aid football at every level. The Government's commitment to the Trust has the support of everyone who cares about our national game.



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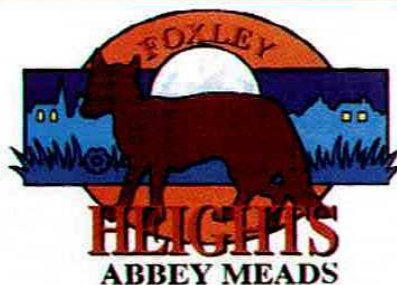
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WHEN ALL YOU WANT IS EVERYTHING

WIN 1

For the benefit of those who did not attend the pre-season friendlies but are now here to stay, I would like to explain the new-look Nest-Egg Draw in detail.

As previously, the number drawn will win the cash prize. All other tickets ending with the same last three digits as the drawn number will go forward for the draw at the last home fixture. This draw is for a brand new car supplied by Whichford Hyundai of Kennedy Drive, Swindon.

Example

Winning number is, say, 12345. This number will win for its purchaser the cash prize announced. All other tickets bearing a number ending 345 will go in the draw for the new car. The winner of the cash prize will not qualify for the draw due to Lotteries Act Legislation but that winner has all the season in which to qualify for a car with future ticket purposes. Supporters with tickets bearing the numbers qualifying for the car draw must take their tickets to the Superstore - within eight days - for registration.

Nest-Egg winners in the pre-season friendlies were as follows:-

vs Spurs (26/7/97) John Fox of Salisbury Ticket No. 09259 £302

vs Southampton M.Sprules of Thatcham Ticket No. 21141 £237

vs Man Utd. (4/8/97) A.Fitchett of Swindon Ticket No.18413 £658

For those who have not registered their qualifying tickets for the car draw yet from the above games. I am willing to extend the period to 13th August (vs Watford). From today's game, however, the eight-days ruling strictly applies.



from the press box

by Shaun Hodgetts
BBC Wiltshire Sound

life behind the microphone

All you need to know about life behind the microphone!! We've come a long way from Huddersfield!

That was the venue for our last major Nationwide League outside-broadcast at the beginning of May...and it nearly never happened!! - strict rules govern attire in the press-box at the plush McAppline Stadium - nobody told me before setting out from Wiltshire you couldn't wear smart jeans!! - but *"the gift of the gab"* got us in!! There was a distinct end-of-term feel to the fixture - now it's very different - there's an air of anticipation and excitement all around - the media is no exception!

We're looking forward to the big kick-off and this afternoon's game against Crewe, while desperately searching for those quirky anecdotes about the opponents e.g did you know that Swindon's accommodation on the pre-season tour of Ireland was used by Dario Gradi's squad 12 months ago - I think! The Dublin experience

was...interesting...and makes you appreciate facilities back home - a telephone would have been nice at some of those grounds, never mind ISDN - that's the high-tec gismo-thingy we use to broadcast exclusive live commentaries in studio-quality. We're preparing to offer the *"best possible coverage"* of as many games as possible again this season - new features and competitions are on the way as well for the country's most-listened-to programme on a Saturday afternoon... which now starts at 1.30...a bigger sports extravaganza on a brighter, better BBC Wiltshire Sound - Always where the action is!

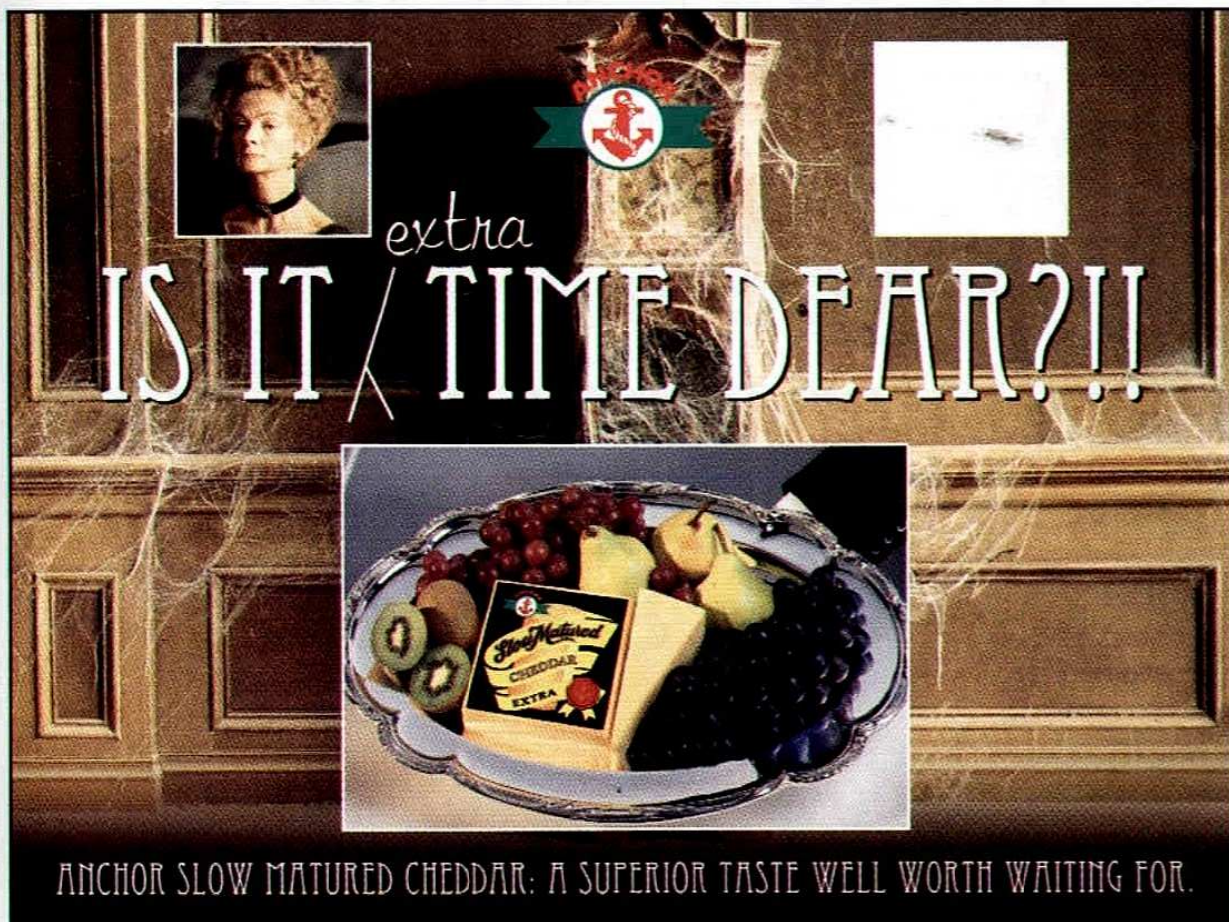
For fixtures here, we've now got reporters all around the stadium for the complete picture - look out for Arthur Hunt and Chris Kelly - they'll have aerials sticking out of their heads! Away, we'll be able to run the rule over the impressive-looking new homes of Sunderland and Stoke - in fact, we play the first competitive match at the

Potters' new base - Chic Bates and Peter Thorne beware!!

The County Ground fares well by comparison with many places - the tea and sarnies are much appreciated, although the climb to the back of the new Arkell's Stand seems to get longer every time! *"Smaller"* clubs don't always have a press-box to write home about - I remember the promotion-clincher at Blackpool last year, being moved three times just before 3pm! - hassless like that are quickly forgotten with the right result - here's hoping for three points today and a trouble-free commentary on the Town's official radio station!! - Come On You Reds!!!

We like to think that radio is the next best thing to *"being there"* but a big crowd is a priority for the club, so encourage your friends to come along and recreate the atmosphere of Fraser Digby's testimonial - where have all the thirteen-thousand-plus fans gone?

If you can't ever get to a game, Stay Tuned!!



extra

IS IT TIME DEAR?!!

ANCHOR SLOW MATURED CHEDDAR: A SUPERIOR TASTE WELL WORTH WAITING FOR.



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with Martin Stevens

marketing news

A warm welcome to the County Ground for the first home game of the 1997-98 season against today's visitors Crewe Alexandra.

Matchday Sponsorship

We are pleased to welcome **Bowerhill Machine Tools** as today's Matchday Sponsors.

It is always a pleasure to welcome Dave Wiltshire and his guests from Bowerhill Machine Tools.

Based in Melksham, they primarily look after all the machinery situated in the Design and Technology Departments in schools in the South of England.

Match Hospitality

In today's ever more competitive market place managing the relationship with your clients becomes more important than ever. Entertaining valued customers through top class hospitality at the County Ground moves your relationship on to a more personal basis, allowing you to do more business, generate new leads and make it more difficult for clients to say no to new products.

A limited number of hospitality opportunities exist for the coming season for both Matchday and Matchball sponsorships, all include the very best in food and entertainment so why not contact the **Marketing Department on 01793 532121** to discuss your company's requirements.

Advertising

Why not promote your company or business through the County Ground?

Your message reaches not only a quarter of a million people visiting the ground over the season but also forms the back drop to many action photos in papers and magazines and in some areas features prominently in any television coverage.

With sites available from around £100 per month, stadium advertising has to be one of the most effective mediums through which to promote your business.

Christmas Party Nights

Christmas in July! We are now taking bookings for Swindon Town Christmas Party nights. A limited number of dates are still available for you to book your Christmas party.

Your fun-filled evening will consist of a traditional three course Christmas meal, followed by dancing to the Stuart Mac Roadshow.

Places are available at only £20 per head, so why not contact **Sam Sheridan on 01793 532121** to book your date.



The County Ground



Executive Lounge

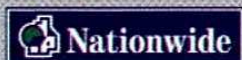


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Jonathan Trigg's treatment room

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We have come through some very competitive pre-season friendlies relatively unscathed which is great news as we prepare for the start of the 1997/98 campaign.

Early casualties included Darren Bullock (hamstring), Scott Leitch (neck), Phil King (knee) and Wayne O'Sullivan (thigh).

All these players have now fully recovered and played in a number of friendly fixtures.

A big bonus for everyone here at the Club has been Mark Walters recovering from major surgery to his knee so soon.

Mark has worked very hard since March and has now reaped the obvious benefits with his return to first team action two to three weeks earlier than expected.

Another player who has spent most of the summer in the gym on an exercise bike and in the swimming pool doing endless lengths is Ian Culverhouse.

"Cully" underwent arthroscopic surgery to his ankle to remove loose fragments of bone in the joint.

He has now regained full movement in the ankle for the first time in two to three years.

Unfortunately he has now undergone three operations on this ankle and therefore his rehabilitation has had to be more gradual than Ian or ourselves would have wished. However he continues to improve - albeit slowly.

Only Craig Taylor is keeping Cully company in the treatment room. Craig undergoes surgery to his right groin on Monday and it is expected he will miss the next four weeks - much to his frustration.

the shadow board

An Open Letter to David Mellor

Firstly, congratulations on your appointment as the new 'Champion of the Fans'. Anyone who has listened to your Radio 5 program on Saturday evening - usually while driving home from watching Swindon play (and win!!) - will surely agree that you are well suited to your new role. You have never been afraid to tackle controversial issues and you are prepared to stand alongside of the fans. Secondly, the published remit for the new Soccer Task Force includes a number of interesting topics:-

- * identify potential conflicts between shareholders and supporters,
- * improve access for disabled supporters,
- * eliminate racism,

- * address spiralling ticket prices, and
- * look at why fans feel they are the last people to be consulted about the radical changes which are sweeping through our national game.

David - these are all topics which have been tackled by the Swindon Board during the last two years. Swindon fans do now have a direct voice into the Board - indeed they have enjoyed this access for the last two seasons. While the bigger premiership clubs may ignore their fans and communicate directly with the London Stock exchange instead, the Swindon Board and management appear regularly at Open Forums to hear the opinions of all Swindon fans who wish to attend.

The last few seasons have been a roller-coaster ride for Swindon

fans - with Wembley, the Premiership, relegation and the second division championship. We Swindon fans have been breathless at times! In creating the Shadow Board, the Club has had the vision to build a bridge to its supporters which will endure for many more seasons.

Come to Swindon, Mr Mellor and we will help you to start the Soccer Task Force in the right direction. Of course we still have improvements to make, but our Shadow Board is an exciting role model for other clubs. We look forward to welcoming you to the County Ground!!

David Waldron



Write to us at the Swindon Town Shadow Board at: P.O. Box 663, Swindon SN1 2NX.

In just under a year's time, the 1998 FIFA World Cup Finals will be dominating the sports pages while wall to wall television coverage will reach saturation point with the images from France beamed into out living rooms for more than a month.

This is why we kick off the 99th Football League campaign so early.

The 9th of August being, in my opinion, at least three weeks too soon but evidently necessary for our top players who will hopefully be involved in the last World Cup competition of the century.

I say hopefully because of course we have not qualified yet and despite the encouraging signs emanating from last June's success in the Tournoi de France, we still have a little matter with Italy to sort out.

This early start might not affect the likes of Manchester United and Liverpool but I am sure that the majority of gates in the Nationwide Football League will reflect the situation with a downward slant.

August is traditionally the month when the majority take their holidays and it will be club's like ours who suffer the most.

It will be interesting to see the attendance figures this afternoon.

Crewe Alexandra we know are not one of the fashionable soccer institutes but their reputation as a "footballing" side is well deserved and we can anticipate a contest of real quality. You will recall Dario

Gradi's side were one of our keenest rivals when we won the Second Division title two seasons ago and the Alex boss has never flinched from his principles on how he believes the game should be played.

I hope I am proved wrong about the attendance because thriving as football's popularity is these days, we need to cash in at every opportunity and that means good gates for all home games. When all said and done the turnstiles are limited by the number of home fixtures to what revenue they can generate in a year.

To my mind it is time for a serious review of the whole fixture process. Last season's programme was

decimated not by the weather but by the farcical free Saturday's set aside for international matches. At one stage some teams were without a fixture for three weeks then had to cram in three games in a week as the competition reached its climax. Surely things could be better managed than this.

Manchester United goalkeeper Peter Schmeichel demonstrated the advantage the new rule change has given his ilk at penalties. As from this season goalkeeper's are now allowed to move along their line prior to the kick being taken.

The big Dane's antics in the Charity Shield penalty shoot-out at Wembley proved the match winner. Unlike his Belgian counterpart, De Goey, who

stood upright in the Chelsea goal in traditional fashion, Schmeichel was like a dancing dervish moving one way, swaying back again, and clearly unsettling the Blues spot kickers.

The alterations to the rules are not the only changes this season either. If you were confused by the yellow and red cards, flashed almost incessantly last season it seems, then hear this.

The FA are going to reward any player who goes five consecutive games without receiving a warning card by striking a booking from their records.

It seems to me that the governing body are going to need to recruit a whole team of statisticians to keep abreast of the situation though they have made one thing easier. Previously, a yellow card could land a player with anything from two to four penalty points depending on the nature of the offence. From now on all bookings will be of equal value.

Finally, just a little tip, from the horses mouth so to speak, to the national newspaper journalist who told me this week that the First Division Championship was going to be a three-horse race...Tell me which club has a better jockey than Willie Carson on its books!

from the *Colin Benson* sidelines



Peter Schmeichel made the best of his new freedom



clues across...

1. Brazilian Ace (7)
5. Frequently Attacks At Wembley (5)
8. Little Professional? (3)
9. Team From Hell? (3-4)
10. Pools Winter Boffins (5)
11. Ref' Does This With Injury Time (4)
12. Friendly Games Finish Like This? (3-4)
14. Sheffield Wednesday Juniors (6)
16. Some Transfer Fees Hold Clubs To This (6)
19. Final Whistle Means This (5-2)
21. Players Take This For Half-Time Snooker? (4)
24. Stadium (5)
25. Temperature That Freezes The Pitch (3-4)
26. On Derby County Shirts (3)
27. Team That Doesn't Win Does This (5)
28. Substitutes Don't Do This On Bench (3-4)

clues down...

1. Barnes Follows It Everywhere (4)
2. Bookings Are This By Assessor (5)
3. Last Minute Winner Does This (5-2)
4. Dazzling Run Is This To Offsider Trap? (6)
5. Unbeaten Goalkeeper Did This (5)
6. Yearly Football Books (7)
7. Argyle Wanderers? (8)
13. Long Standing Everton keeper (8)
15. Pre-Match Exercise (7)
17. Goalkeeper has to be one (7)
18. Muscle Problems (6)
20. Clubs Heavenly Possessions? (5)
22. Gary Does At Leeds (5)
23. Away Team Can't Be (4)

answers across...
 1 JUNINHO, 5 CRAMP, 8 PRO, 9 HOTSIDE, 10 PANEL, 11 ADDS, 12 ENDFEAR, 14 OWLETS, 16 HANSON, 19 TIMESUP, 21 REST, 24 ARENA, 25 SUBZERO, 26 RAM, 27 LOSSES, 28 SITDLE
answers down...
 1 JOHN, 2 NOTED, 3 NAILS IT, 4 OPENER, 5 COPEL, 6 ANNUALS, 7 PILGRIMS, 13 SOUTHAL, 15 LIMBERS, 17 ACROBAT, 18 SPASMS, 20 STARS, 22 SPEED, 23 HOME

MYSTIC nut-meg PREDICT THE SCORE

See if you can predict today's results....

| | | | |
|-------------------|--|--|-------------------|
| Birmingham City | | | Stoke City |
| Bradford City | | | Stockport County |
| Bury | | | Reading |
| Manchester City | | | Portsmouth |
| Middlesbrough | | | Charlton Athletic |
| Norwich City | | | Wolves |
| Oxford United | | | Huddersfield Town |
| Port Vale | | | Notts Forest |
| QPR | | | Ipswich Town |
| Swindon Town | | | Crewe Alexandra |
| West Bromwich Alb | | | Tranmere Rovers |

pick a team!

| | | | |
|-----------------|----------------|----------------|----------------|
| Mark Robinson | Fraser Digby | Julian Dicks | Paul Bodin |
| Lee Dixon | Gordon Banks | Chopper Harris | Kenny Sansom |
| David May | Dino Zoff | Neil Ruddock | Roberto Carlos |
| Keith Gillespie | Tony Adams | Emerson | David Ginola |
| Phil Neville | Shaun Taylor | David Batty | Mark Walters |
| N. Summerbee | Terry Butcher | Dunga | Rule Fox |
| | Paul Ince | Juninho | |
| | Paul Gascoigne | Pele | |
| | Roy Keane | Roberto Bagio | |
| | Renaldo | | |
| | Alan Shearer | | |
| | Ian Wright | | |

Pick your team from the names above and try to match the team selected by today's special guest! ...answers in next edition of the matchday magazine!

SPORT-IN-QUESTION

1. This famous standing enclosure was closed at the end of the 1993-93.
2. Name the Columbian footballer murdered after the 1994 World Cup.
3. Arsenal beat this Italian team to win the European Cup Winners Cup.
4. This team were relegated from the top football division after conceding 100 goals.
5. Which Spaniard won the 1994 Tour-de-France for his fourth of five consecutive wins?
6. Who rode Minnehoma to win the 1994 Grand National?
7. This man from Zimbabwe won the 1994 Open Golf at Turnberry.
8. Michael Schumacher was F1 World Motor Racing Champion driving for this team?
9. How many goals were scored in the 1994 World Cup Finals? 101, 141 or 201

ANSWERS.....
 1 THE KOP, 2 ANDRES ESCOBAR, 3 PARMA, 4 SWINDON TOWN, 5 MIGUEL INDRUAIN, 6 RICHARD DUNWOODY, 7 NICK PRICE, 8 BENNETTON FORD, 9 141



WHO'S THIS?

WHO'S KIT?



FACE in the crowd

Are you the lucky winner of our 'Face in the Crowd' competition?



In every Matchday Magazine we will be publishing a photograph with a face circled. If you are the winner please call Louise Kaye in the Marketing Department on (01793) 532121 in person within 14 days of the date of publication to collect your prize!

CHOOSE FROM NUMBERS 1-42

Stanley Racing

Golden Numbers

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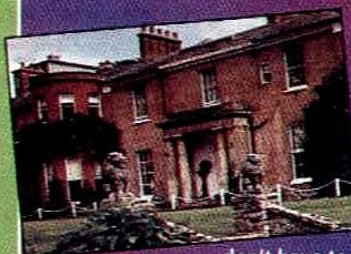
PAYOUT BASED ON £1 STAKE ON THE SIX NUMBER GAME

| PICK ANY | OUR RETURNS | THE LOTTERY |
|-----------|-------------|-----------------|
| 1 NUMBER | £6 | NIL |
| 2 NUMBERS | £49 | NIL |
| 3 NUMBERS | £422 | £10 |
| 4 NUMBERS | £4096 | typically £65 |
| 5 NUMBERS | £44371 | typically £1250 |

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During the half time break at today's game Swindon Town and Jarvis Hotels will be giving away a superb weekend break free of charge, to someone in the crowd. It will be completely at random, and you

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The weekend break is for two people for two nights and can be taken at any of Jarvis' 63 fine hotels across the UK.

All you need to do to win a Jarvis weekend break is hold onto your ticket stub until half-time. Straight after the half time scores are announced, we'll call out a seat number, which one of the Swindon Town players will randomly pick for us at half-time.

If it's your seat, come along with your ticket, to the Reception and ask for Louise Kaye and pick up your Free Jarvis Weekend Break voucher. It's as simple as that.

So listen out at the half-time break and you could be going on a superb weekend break with JARVIS HOTELS.



swindon town ladies

by Roger Reeves

Women's football is being reorganised over the next few years so it was essential that the Town retained their First Division status in the Southern Region League.

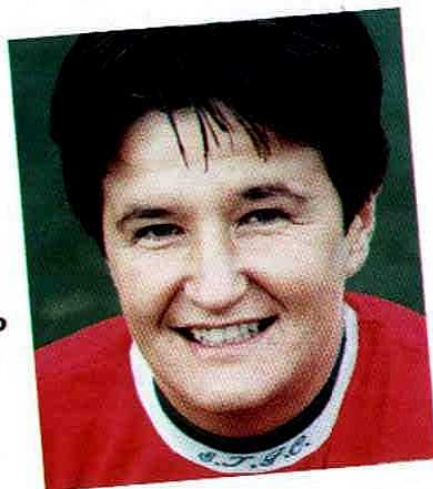
This season the division has been renamed the Premier Division.

At present there is a National Premier League (Arsenal and Doncaster Belles play in that League) and a Division One North and a Division One South. The rest of the country is split into ten Regional Leagues. The Town play in the Southern Region League which stretches from Bedfordshire and Buckinghamshire, the edge of London and down to the south coast. The winners of the Southern Regional League go into a play off competition with the other Regional winners in the Southern half of the country and the winners then go into the National League Division One South. The same thing happens in the North of England. Last season Reading Royals, who won our League, were beaten in the play offs by the South West Region Champions, Barry Town in the Southern Play Offs. This season the Regional League Premier Division was increased to twelve teams but since the Annual General Meeting of the League, Newbury have withdrawn reducing the Division to eleven clubs. The old Division Two has now become Division One and

the other three Divisions have been merged and new area Divisions formed; Northern, Central and Southern. Next season four new combination Leagues will be created. One in the North, one in the Midlands and one each in the South East and South West. The top six Southern Region Premier Division teams will merge with the top six south West Region League teams to form the new Combination League - South West. This season it will be important that the Town do well so that they can be part of this new Combination League. The Regional Leagues will continue as they are at present but with promotion into the Combination League. Entry into the National League will be through the new Combination League.

It is hoped ultimately, to set up County Leagues to feed into the Wiltshire League, the Town and Swindon Spitfires who play in the Premier Division, Salisbury City, who play in the Southern Section League and Salisbury Girls who play in the Dorset League but with the rapid growth of girls football there will soon be a need for these additional competitions.

Netti Wyness who was "Player of the Season" last year.



FIXTURES 97/98

Southern Region League Premier Division

| | | |
|---------------|----------------------|---|
| SUN 31ST AUG | HAVANT TOWN | H |
| Sun 7th Sept | Southampton Saints | A |
| Sun 14th Sept | Launton | A |
| Sun 21st Sept | TBA | |
| Sun 28th Sept | Swindon Spitfires | A |
| SUN 5TH OCT | BINFELD | H |
| Sun 12th Oct | Reading Royals | A |
| SUN 19TH OCT | PORTSMOUTH | H |
| SUN 26TH OCT | CHELTHENHAM | H |
| Sun 2nd Nov | Oxford United | A |
| SUN 9TH NOV | SOUTHAMPTON | H |
| Sun 16th Nov | Havant Town | A |
| SUN 23RD NOV | SOTON SAINTS | H |
| SUN 30TH NOV | LAUNTON | H |
| Sun 7th Dec | League Cup (1st Rnd) | |
| Sun 14th Dec | TBA | |
| Sun 11th Jan | Swindon Spitfires | H |
| Sun 18th Jan | Binfield | A |
| Sun 25th Jan | League Cup (2nd Rnd) | |
| 1st Feb | Reading Royals | H |
| 8th Feb | Portsmouth | A |
| 15th Feb | Cheltenham | A |
| 22ND FEB | OXFORD UNITED | H |
| 1st Mar | Southampton | A |

THE LEAGUE

Southern Region League Division 1 final table 1996-97 season

| | P | W | D | L | F | A | Pts |
|--------------------|----|----|---|----|----|----|-----|
| Reading Royals | 18 | 15 | 0 | 3 | 76 | 23 | 45 |
| Portsmouth | 18 | 10 | 6 | 2 | 37 | 20 | 36 |
| Southampton Saints | 18 | 11 | 2 | 5 | 39 | 30 | 35 |
| Southampton | 18 | 10 | 2 | 6 | 66 | 33 | 32 |
| Cheltenham | 18 | 8 | 6 | 4 | 36 | 38 | 30 |
| Swindon Spitfires | 18 | 8 | 2 | 8 | 42 | 42 | 26 |
| Swindon Town | 18 | 6 | 2 | 10 | 46 | 57 | 20 |
| Binfield | 18 | 6 | 1 | 11 | 22 | 42 | 19 |
| Havant Town | 18 | 2 | 4 | 12 | 15 | 43 | 10 |
| Ringwood | 18 | 0 | 3 | 15 | 14 | 66 | 3 |



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Pay & Display at the Ground

A proposal has been made by the local council to turn the County Ground car park into a pay and display facility.

If this proposal goes ahead the Club are concerned it will create major problems for the 100's of conference clients using the car park during the week and of course people visiting the Ticket Office and Superstore.

How do you feel about this proposal?

Please write to us here at the Club with your comments.

Write to: Programme Editor, Swindon Town FC, County Ground, Swindon, SN1 2ED.

Saturday Crèche

Once again Swindon Childcarers will be running a Crèche at the Lifestyle Centre here at the County Ground for all home Saturday matches.

It is limited to 24 children aged between 2 and up to eight years of age.

Each session from 1.30 to 5pm costs just £2 per child and places must be booked in advance.

For further information contact Ann Read on 01793 514055 between 9.30am and 4.30pm, Monday to Friday.

Falkland Fan

Pictured is Town fan Adam Thackeray with some of his mates - King Penguins!

Adam is serving a four month

tour in the Falkland Islands away from his home at Lyneham.

And Adam wonders if he is wearing the most Southerly Swindon shirt in the world!



in & around the county ground

African Connection

Pictured are some pupils from a West African school proudly showing off some of their Swindon Town goodies.



The Club donated old footballs and Swindon Town goodies to Robert and Anne Lampard who regularly visit The Gambia to

take much needed equipment to the children.

And this group were delighted with their STFC donations.

Craig's guest appearance

Swindon defender Craig Taylor made a guest appearance to help officially start a recent Pets as Therapy Walk.

The charity organises specially tested and selected dogs and their owners to visit nursing homes, hospitals and hospices where their visits are of great therapeutic value.

Craig made sure the Wiltshire walk at Coate Water was a great success raising almost £2000 for the charity.



Town defender Craig Taylor starts the Charity Walk.

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SERIOUS PERFORMANCE

Swindon Town FC

Swindon Town Football Club will be looking just as good this season. Thanks to their exclusive Mizuno strip.

Today is the only Saturday in the season when all 24 First Division clubs stand on level terms and as to who will feature in the leading pack come next April is anybody's guess.

Certainly route one to the Premiership looks even more precarious than last year's, in fact on paper this Division appears stronger than for some time, and as to whether this is good for **Swindon Town** or not is a matter for personal conjecture.

The fact that we will probably have the delight of seeing such super stars as Ravanelli, the Brazilian Emerson and Kinklaze, at the County Ground is of course tempered by the realisation that winning promotion is going to be even more difficult this term than for many a season.

Just look at the names which are adorning the First Division this season. **Manchester City, Middlesbrough, Nottingham Forest, Sheffield United, Sunderland and Wolverhampton Wanderers.** Surely these are the teams we have to top to return to the Premiership.

Those clubs have financial clout but amongst the leading challengers we also expect to be involved with Norwich City, Ipswich Town, Portsmouth and Queens Park Rangers in the battle for First Division supremacy.

It really is an intriguing prospect and probably offers even greater competition than the Premiership will provide for when it comes to money talking there is no greater divide than that which separated the wealthy from the rest in the FA

Carling Premiership.

Money isn't always everything as they will tell you from bitter experience up on Teesside. Bryan Robson shelled out a king's ransom to take some of the most colourful players to the Cellnet Riverside Stadium and though they played to packed-houses they tumbled out of the Premiership on the final day of last season.

Juninho, who got my vote for the Football Writers Player of the Year, has left the sinking ship, but no recriminations due, he did all he could to keep Boro afloat. The same though can not be said of Ravanelli, who every time he returned to Italy bad mouthed the club who were

pie...mind you I wouldn't say no to a crumb or two!

Boro were relegated because they conceded too many goals again but I fancy their defence, with former Inter Milan central defender Gianluca Festa now at home with the English game, will cope adequately enough at this level.

Boro and **Manchester City** are my favourites for the Championship title. City are not only a big club with vast resources, and of course former Town favourites Kevin Horlock and Nicky Summerbee, but are led by Frank Clark, a manager I have the utmost respect for.

Forest bounced back at the first attempt last time they were relegated but somehow one doesn't have the same feeling about their prospects

this time. They will be there or thereabouts come the final fling no doubt but it will be interesting to see how their defence copes at **Port Vale** this afternoon now that Stuart Pearce has gone and skipper Colin Cooper, who had 30 stitches inserted in a wound following a challenge

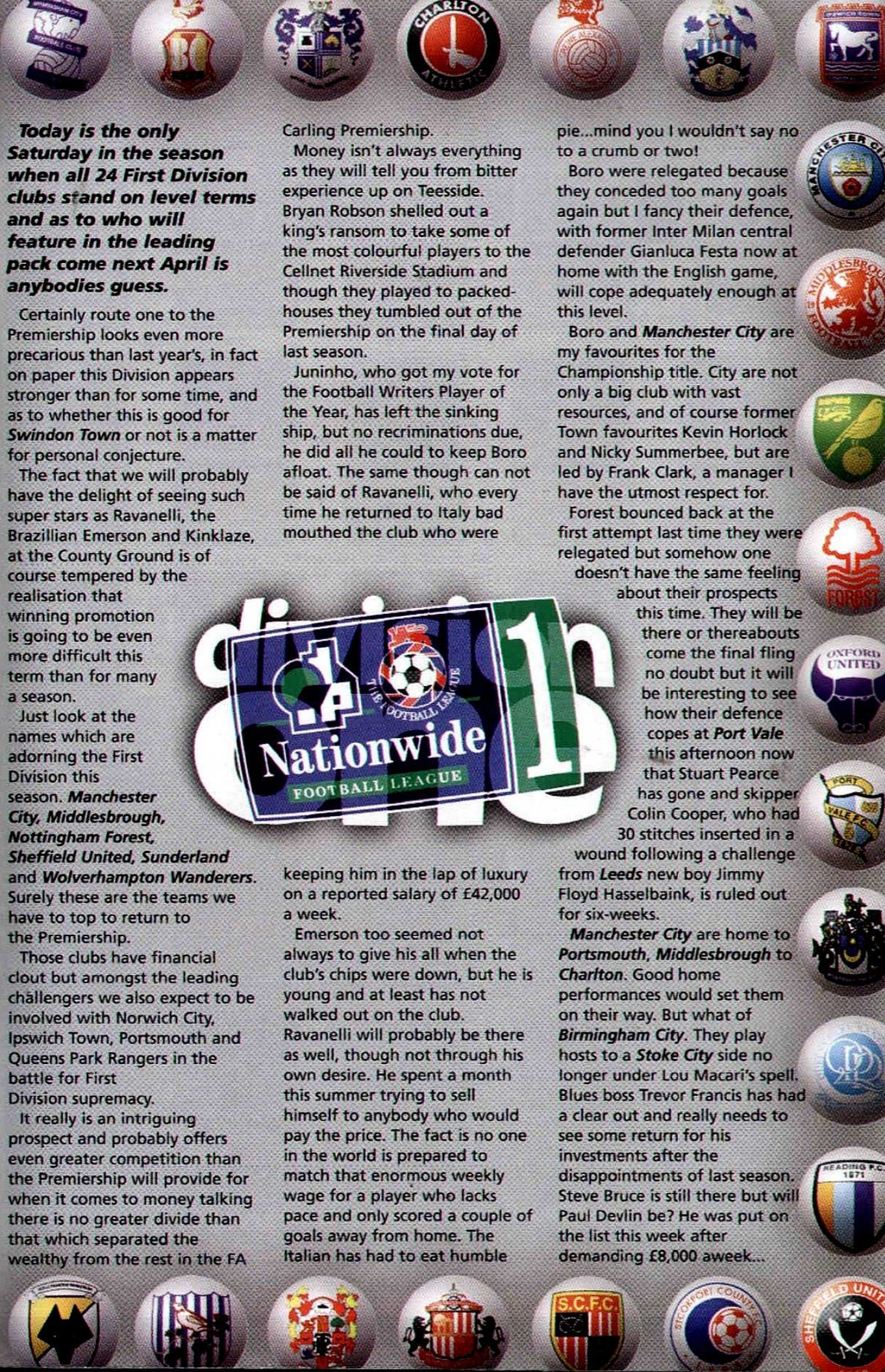
from **Leeds** new boy Jimmy Floyd Hasselbaink, is ruled out for six-weeks.

Manchester City are home to **Portsmouth, Middlesbrough to Charlton.** Good home performances would set them on their way. But what of **Birmingham City.** They play hosts to a **Stoke City** side no longer under Lou Macari's spell. Blues boss Trevor Francis has had a clear out and really needs to see some return for his investments after the disappointments of last season. Steve Bruce is still there but will Paul Devlin be? He was put on the list this week after demanding £8,000 a week...




keeping him in the lap of luxury on a reported salary of £42,000 a week.


Emerson too seemed not always to give his all when the club's chips were down, but he is young and at least has not walked out on the club. Ravanelli will probably be there as well, though not through his own desire. He spent a month this summer trying to sell himself to anybody who would pay the price. The fact is no one in the world is prepared to match that enormous weekly wage for a player who lacks pace and only scored a couple of goals away from home. The Italian has had to eat humble




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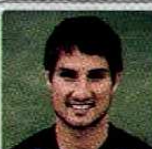
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WILTSHIRE
SOUND

WHERE ALL THE
SWINDON
TOWN
ACTION IS

103 - 105FM

with Mark Seagraves

Here we all are again, ready for the start of another new season and if our recent form is anything to go by we should be in for a successful campaign.

Apart from the defeat last week against Southampton we have picked up some useful results, including a 2-2 draw with Spurs.

But those results don't matter, what is vitally important is that we focus on today's game and go flat out to grab all three points and give us a flying start in the First Division.

The good news is that we have got over most of our injury problems which should auger well for the coming season.

Confidence is sky high after doing well during pre-season and I think the Gaffer has been

quite pleased with the way we have been performing.

We've been defending better which is a good thing and if we can continue to score goals and keep things tighter at the other end then we should do well.

We played today's opponents Crewe in Division Two a couple of years ago and we know they are a good passing side who will

the captain's comment

certainly be up for it come 3pm.

Last season we seemed to do well against the better sides and struggled against the lesser teams. Crewe are supposed to be one of the lower sides but we won't under estimate them that's for sure.

We must go out and play the

way we would against the likes of Manchester City and Middlesbrough.

Next Wednesday we take on Watford in the Coca Cola Cup which will be another tough game.

But before that we have to concentrate fully on this afternoon's fixture and if we can get a good result we'll be up for the game on Wednesday.

Finally I would like to ask all of you to get right behind us from the first whistle.

This year is going to be a lot better than the tail end of last term. We are going to be much tighter and stronger and we need your vocal support to push us on towards the play-offs.

swindon town's matchday magazine

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Former Celtic striker Chris Hay is keen to impress at the County Ground



FACT FILE...

Name: Chris Hay

Age: 22

Birthplace: Glasgow,

Position: Forward

Months of wheeling a dealing paid off earlier in the week when Town boss Steve McMahon finally got a long term transfer target - former Celtic striker Chris Hay.

The 22 year old forward was prized away from the Scottish Premier giants for £330,000 as he signed a three year deal at the County Ground and Swindon manager Steve McMahon reckons he's got a bargain.

And Chris is determined to repay the faith the Gaffer has shown in him by hitting the net at regular intervals this season.

"I've been really impressed with the place since I came down from Scotland and I've been really impressed with Steve McMahon as well and I just can't wait to get into the action." he commented.

And Chris already had some inside information on the Club he was about to join even before he came down for talks.

"I knew a little from a team mate of mine, Stuart Kerr the goalkeeper who was down here on loan a few seasons ago, so he told me a lot about the place. Obviously it was all good so I had no doubts about signing."

Although Celtic were reluctant to let their young starlet go, Chris was adamant he wanted to leave as he felt he had not been given a fair chance in the first team.

He didn't want to go anywhere else in the Scottish league and so turned his attentions towards a taste of English First Division football.

"I was flattered when I heard

that Steve McMahon was keen to sign me and I feel that Swindon is an ideal place for my career to really get going properly."

Chris has been at Celtic since he was 18 and worked his way up through the Youth team and Reserves before breaking into the first team which was a big boost for the striker.

"I think I made about 30 appearances altogether for the Celtic first team, mind you about 20 of them were as a substitute."

Last season Chris had an immaculate record of four goals in four games but still didn't feel happy with the amount of first team matches he was getting.

So after lengthy negotiations he was finally allowed to sign for Swindon and his aims are simple.

"I want to play in the first team all the time and score as many goals as possible."

Chris feels one of his main qualities is his pace and ability to get away from defenders, a sentiment echoed by Steve McMahon who is confident the young Scot will give the other First Division defenses a torrid time.

After packing his cases and travelling down from Scotland Chris is looking forward to making his debut for Swindon and showing the County Ground faithful what he is capable of and he had no doubts about up rooting and coming south of the border.

"It's going to be a wrench leaving my family but my girlfriend is moving down with me so that should help me to settle in quickly." he said.

close-up
profit
Chris Hay



*Steve McMahon welcomes new signing
Chris Hay to the County Ground*

statistics 1997/98 season



**Crewe
Alexandra**



All home Saturday fixtures will kick-off at 3.00pm.
Home Sunday and Bank Holiday fixtures will kick-off as advertised.
Home midweek fixtures will kick-off at 7.45pm.
All dates and times of kick-offs are subject to change.



1 **NATIONWIDE LEAGUE DIVISION 1 FINAL LEAGUE TABLE 1996/97**

| | P | W | D | L | W | D | L | F | A | PTS. |
|----------------------|----|----|----|---|----|----|----|-----|----|------|
| BOLTON WANDERERS | 46 | 18 | 4 | 1 | 10 | 10 | 3 | 100 | 59 | 98 |
| BARNLEY | 46 | 14 | 4 | 5 | 8 | 10 | 5 | 76 | 55 | 80 |
| WOLVES | 46 | 10 | 5 | 8 | 12 | 5 | 6 | 74 | 51 | 76 |
| IPSWICH TOWN | 46 | 13 | 7 | 3 | 7 | 7 | 9 | 68 | 50 | 74 |
| SHEFFIELD UNITED | 46 | 13 | 5 | 5 | 7 | 8 | 8 | 75 | 52 | 73 |
| CRYSTAL PALACE | 46 | 9 | 7 | 6 | 9 | 7 | 7 | 78 | 48 | 71 |
| PORTSMOUTH | 46 | 12 | 4 | 7 | 8 | 4 | 11 | 59 | 53 | 68 |
| PORT VALE | 46 | 9 | 9 | 5 | 8 | 7 | 8 | 58 | 55 | 67 |
| QUEENS PARK RANGERS | 46 | 10 | 5 | 8 | 8 | 7 | 8 | 64 | 60 | 66 |
| BIRMINGHAM CITY | 46 | 11 | 7 | 5 | 6 | 8 | 9 | 52 | 48 | 66 |
| TRANMERE ROVERS | 46 | 10 | 9 | 4 | 7 | 5 | 11 | 63 | 56 | 65 |
| STOKE CITY | 46 | 15 | 3 | 5 | 3 | 7 | 13 | 51 | 57 | 64 |
| NORWICH CITY | 46 | 9 | 10 | 4 | 8 | 2 | 13 | 63 | 68 | 63 |
| MANCHESTER CITY | 46 | 12 | 4 | 7 | 5 | 6 | 12 | 59 | 60 | 61 |
| CHARLTON ATHLETIC | 46 | 11 | 8 | 4 | 5 | 3 | 15 | 52 | 64 | 59 |
| WEST BROMWICH ALBION | 46 | 7 | 7 | 9 | 7 | 8 | 8 | 68 | 72 | 57 |
| OXFORD UNITED | 46 | 14 | 3 | 6 | 2 | 6 | 15 | 64 | 68 | 57 |
| READING | 46 | 13 | 7 | 3 | 2 | 5 | 18 | 58 | 67 | 57 |
| SWINDON TOWN | 46 | 11 | 6 | 6 | 4 | 3 | 16 | 52 | 71 | 54 |
| HUDDERSFIELD TOWN | 46 | 10 | 7 | 6 | 3 | 8 | 12 | 48 | 61 | 54 |
| BRADFORD CITY | 46 | 10 | 5 | 8 | 2 | 7 | 14 | 47 | 72 | 48 |
| GRIMSBY TOWN | 46 | 7 | 7 | 9 | 4 | 6 | 13 | 60 | 81 | 46 |
| OLDHAM ATHLETIC | 46 | 6 | 8 | 9 | 4 | 5 | 14 | 51 | 66 | 43 |
| SOUTHEND UNITED | 46 | 7 | 9 | 7 | 1 | 6 | 16 | 42 | 86 | 39 |



First Team Player Appearances 96/97

| Player Name: | League | | Cup | | Total | |
|-------------------|--------|-----|-------|-----|--------|-----|
| | Apps. | Gl. | Apps. | Gl. | Apps. | Gl. |
| PAUL ALLEN | 5(3) | 1 | 2 | 0 | 7(3) | 1 |
| WAYNE ALLISON | 39(2) | 11 | 5 | 2 | 43(2) | 13 |
| GRAHAM ANTHONY | 3 | 0 | - | - | 3 | 0 |
| MARLON BROOMES | 12 | 1 | - | - | 12 | 1 |
| DARREN BULLOCK | 12(1) | 1 | - | - | 12(1) | 1 |
| LEE COLLINS | 3(1) | 0 | 1 | - | 4(1) | 0 |
| GRAHAM COUGHLAN | 3 | 0 | - | - | 3 | 0 |
| STEVE COWE | 28(10) | 7 | 4(1) | 0 | 32(11) | 7 |
| IAN CULVERHOUSE | 31 | 0 | 5 | 0 | 36 | 0 |
| FREDERIC DARRAS | 30(5) | 0 | 4 | 0 | 34(5) | 0 |
| FRASER DIGBY | 31 | 0 | 1 | - | 32 | 0 |
| JASON DRYSDALE | 13(1) | 0 | 2(1) | 0 | 15(2) | 0 |
| GARY ELKINS | 19(4) | 1 | 3 | 0 | 22(4) | 1 |
| STEVE FINNEY | 8(12) | 2 | 1(1) | 0 | 9(13) | 2 |
| TY GOODEN | 7(6) | 1 | 0 | 0 | 7(6) | 1 |
| PETER HOLCROFT | 2(1) | 0 | - | - | 2(1) | 0 |
| KEVIN HORLOCK | 28 | 8 | 6 | 0 | 34 | 8 |
| ROBIN HULBERT | 0 | 0 | (1) | 0 | (1) | 0 |
| DAVID KERSLAKE | 8 | 0 | - | - | 8 | 0 |
| PHIL KING | 5 | 0 | - | - | 5 | 0 |
| SCOTT LEITCH | 36 | 0 | 6 | 1 | 42 | 1 |
| STEVE McMAHON | 2(1) | - | - | - | 2(1) | 0 |
| STEVE MILDENHALL | (1) | - | - | - | (1) | 0 |
| WAYNE O'SULLIVAN | 16(9) | 0 | 2(1) | 1 | 18(10) | 1 |
| MICHAEL PATTIMORE | (1) | - | - | - | (1) | - |
| MARK ROBINSON | 43 | 1 | 5 | 0 | 48 | 1 |
| MARK SEAGRAVES | 28(1) | 0 | 4(1) | 0 | 32(2) | 0 |
| ALEX SMITH | 13(5) | 1 | 0 | 0 | 13(5) | 1 |
| FRANK TALIA | 15 | 0 | 5 | 0 | 20 | 0 |
| SHAUN TAYLOR | 2 | 0 | 1(1) | 0 | 3(1) | 0 |
| PETER THORNE | 24(8) | 8 | 2(1) | 2 | 26(9) | 10 |
| MARK WALTERS | 24(3) | 7 | 5 | 1 | 29(3) | 8 |
| KEVIN WATSON | 17(9) | 1 | 1(2) | 0 | 18(11) | 1 |

Date Opponents Res Att.

| | | | |
|-------------|---------------------------------|---|--|
| SAT AUG 9 | CREWE ALEXANDRA | H | |
| WED AUG 13 | WATFORD CCC 1 (1) | H | |
| Sat Aug 16 | Reading | A | |
| SAT AUG 23 | HUDDERSFIELD TOWN | H | |
| Tues Aug 26 | Watford CCC 1 (2) | A | |
| Sat Aug 30 | Stoke City | A | |
| Tues Sep 2 | Ipswich Town | A | |
| SAT SEP 6 | NOTTINGHAM FOREST | H | |
| SAT SEP 13 | TRANMERE ROVERS | H | |
| Sat Sep 20 | West Bromwich Albion | A | |
| Sat Sep 27 | Manchester City | A | |
| SAT OCT 4 | PORT VALE | H | |
| SAT OCT 11 | BURY | H | |
| Sat Oct 18 | Wolverhampton W. | A | |
| Tue Oct 21 | Sunderland | A | |
| SAT OCT 25 | NORWICH CITY | H | |
| Fri Oct 31 | Portsmouth | A | |
| WED NOV 5 | QUEENS PARK RANGERS | H | |
| SAT NOV 8 | BRADFORD CITY | H | |
| Sat Nov 15 | Stockport County (F.A. CUP 1) | A | |
| SAT NOV 22 | MIDDLESBROUGH | H | |
| Fri Nov 28 | Charlton Athletic | A | |
| SAT DEC 6 | OXFORD UNITED (F.A. Cup 2) | H | |
| Sat Dec 13 | Sheffield United | A | |
| SAT DEC 20 | BIRMINGHAM CITY | H | |
| Fri Dec 26 | Nottingham Forest | A | |
| SUN DEC 28 | IPSWICH TOWN | H | |
| Sat Jan 3 | (F.A. CUP 3) | | |
| Sat Jan 10 | Crewe Alexandra | A | |
| SAT JAN 17 | READING | H | |
| Sat Jan 24 | (F.A. CUP 4) | | |
| WED JAN 28 | STOKE CITY | H | |
| Sat Jan 31 | Huddersfield Town | A | |
| SAT FEB 7 | WEST BROMWICH ALBION | H | |
| Sat Feb 14 | Tranmere Rovers (F.A. Cup 5) | A | |
| Tue Feb 17 | Port Vale | A | |
| SAT FEB 21 | MANCHESTER CITY | H | |
| WED FEB 25 | WOLVERHAMPTON W. | H | |
| Sat Feb 28 | Bury | A | |
| Tue Mar 3 | Bradford City | A | |
| SAT MAR 7 | PORTSMOUTH (F.A. CUP 6) | H | |
| Sat Mar 14 | Queens Park Rangers | A | |
| SAT MAR 21 | STOCKPORT COUNTY | H | |
| Wed Sep 25 | Middlesbrough | A | |
| SAT APR 4 | CHARLTON ATHLETIC (F.A. Cup SF) | H | |
| Sat Apr 11 | Oxford United | A | |
| MON APR 13 | SHEFFIELD UNITED | H | |
| Sat Apr 18 | Birmingham City | A | |
| Sat Apr 25 | Norwich City | A | |
| SUN MAY 3 | SUNDERLAND | H | |
| Sat May 16 | F.A. Cup Final | | |

Stats table key

FAC = F.A. Cup
C.C.C = Coca-Cola Cup
* After Extra Time
^ Indicates own goal

Substitutes Used

SUB 1 ■
SUB 2 ▲
SUB 3 ●
Goalscorer

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Front Cover Picture: Alan McDonald



Next Home Match

**Wednesday
13th August**

COCA COLA CUP
FIRST ROUND, FIRST LEG

 **Watford**

Kick-Off 7.45pm

CLUBCALL



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news updates, match commentaries
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* Calls charged at 50p at all times

Information

**IMPORTANT
NOTICE**

Important safety
announcements by the Club
Management over the public
address system will be preceded
by a loud signal to catch the
attention of spectators.



team check



Swindon Town

FRASER DIGBY

FREDERIC DARRAS

JASON DRYSDALE

PHILIP CUERVO

MARK SEAGRAVES

ALAN McDONALD

MARK ROBINSON

SCOTT LEITCH

CHRIS HAY

WAYNE ALLISON

TY GOODEN

TEAM MANAGER
STEVE McMAHON

Crewe Alexandra

JASON KEARTON

LEE UNSWORTH

SHAUN SMITH

ASHLEY WESTWOOD

CHRIS LIGHTFOOT

PHIL CHARNOCK

MARK RIVERS

JOHN PEMBERTON

DELE ADEBOLA

SETH JOHNSON

STEVE GARVEY

TEAM MANAGER
DARIO GRADI

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Today's Result and Attendance

Swindon ☐ v ☐ Crewe
Attendance



Referee:

Gurnam Singh (wolverhampton)



Assisted by:

M.J. Cairns (Coventry)

K.R. Torrance (Camberley, Surrey)

Reserve Official:

C. Ward (Bristol)

Gurnam Singh

Gurnam, a 43 year old accountant is married with two children aged six and seven. He started refereeing in Wolverhampton in 1978, became a Football League linesman in 1986 before stepping up as a league referee in 1989.

His interests include most sports but mainly football and cricket.

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Matchday Magazine

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