

OFFICIAL MATCHDAY MAGAZINE

£2.00

SWINDON



ISSUE 1

TODAY'S VISITORS

All the latest information
on Sunderland

CHAIRMAN'S MESSAGE

Rikki Hunt's view on the new season

PREMIER LEAGUE ROUND-UP

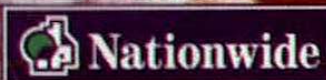
All the latest news and views
on the Premier League

SWINDON VS SUNDERLAND

Saturday 15th August 1998 3.00pm kick off



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County Ground, County Road,
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J.P. IVORY F.R.C.S.

Matchday Magazine Editor:

RICHARD MACKEY: (01793) 532121

Design: NICK PRESCOTT

DERRICK JOHNSON BA(Hons)

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(01635) 35546

Chairman's message

Good afternoon and welcome back to the County Ground for the first home League match of the season against last season's losing Play-Off finalists, Sunderland. In fact, the Football League computer sometimes works in mysterious ways as it is literally only a matter of weeks since Sunderland were last here on the final day of last season.



Obviously, all of us concerned with the Club were disappointed at the way last season finished, especially as we had such an excellent start, however a lot of hard work has been done, on and off the pitch, and it is now time to forget about 1997/98 and look forward to a successful 1998/99.

This year's summer break seems to have flown by. However, as I hope you will have noticed, we have been busy here at the County Ground and a great deal of work has been done on the stadium and the pitch, which I have to say is looking fabulous.

As you know, the future of Swindon Town Football Club depends on our efforts to attract the fans of the future and that is why so much effort and importance is placed on promoting this Club to the young people of Swindon. To this end we have launched an initiative which is unique to football - free entry to all matches to youngsters under the age of 15. This is a tremendous commitment by this Club and one which deserves your support.

I was busy myself during summer with an expedition to the Magnetic North Pole with local man Geoffrey McGonigle. Geoffrey made it to the North Pole, and in doing so stepped into the Record Books as the first disabled man to complete the trip - read about the gripping story on pages 44 and 45. You can also see a programme on this tomorrow at 5pm on Central TV

A stadium full of young people is a stadium with atmosphere and this was certainly the case when early in July we played host to 4,000 school children in a joint initiative with Swindon Borough

Council. The event was to launch the Education Business Partnership and with the help of international psychologist, Tony Buzan, we produced the largest MindMap® that the world has ever seen. A follow-up to this wonderful initiative is planned for later in the year.

With regard to team matters, Steve has brought in four excellent additions to the squad and having witnessed the team spirit for myself on the recent tour of Ireland, there is confidence amongst the squad that this will be a successful season. As I said earlier, now is the time to forget about what happened last season and get behind Steve and the boys. As today's visitors prove this is a tough Division, but we must take heart from Clubs such as Barnsley and Charlton who have proved what can be done.

I am sure, you will have heard about our initial discussions with the Council regarding our plans for a new stadium. We believe that this is the way forward for this Club if we are to retain that dream of sustainable Premier League football. I will write in more detail about our progress in this matter, later on in the season.

Finally, local band Kramer will be performing their new Club song this afternoon, so please follow their lead and 'Sing out for Swindon'. By the way if you buy 15,000 copies you'll get the song and Swindon into the charts - not there's a thought!

Rikki Hunt - Chairman

vs Sunderland

August 15th 1998

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“Few fans know the highs and the lows of football like Sunderland fans...”



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“With only days to go until the start of the season the players were focussed on the job ahead...”

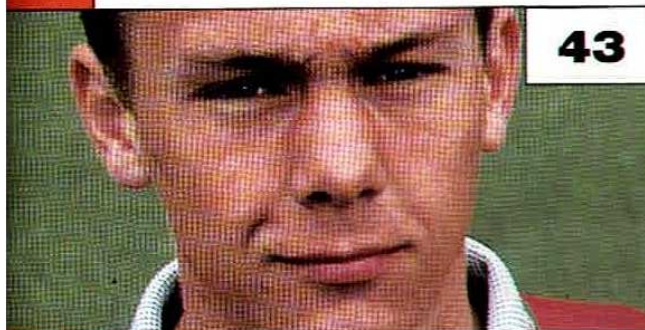
Mike Walsh shares his diary notes



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Sol Davis comment

Rising star Sol talks about today's game and the hard work done during pre-season.



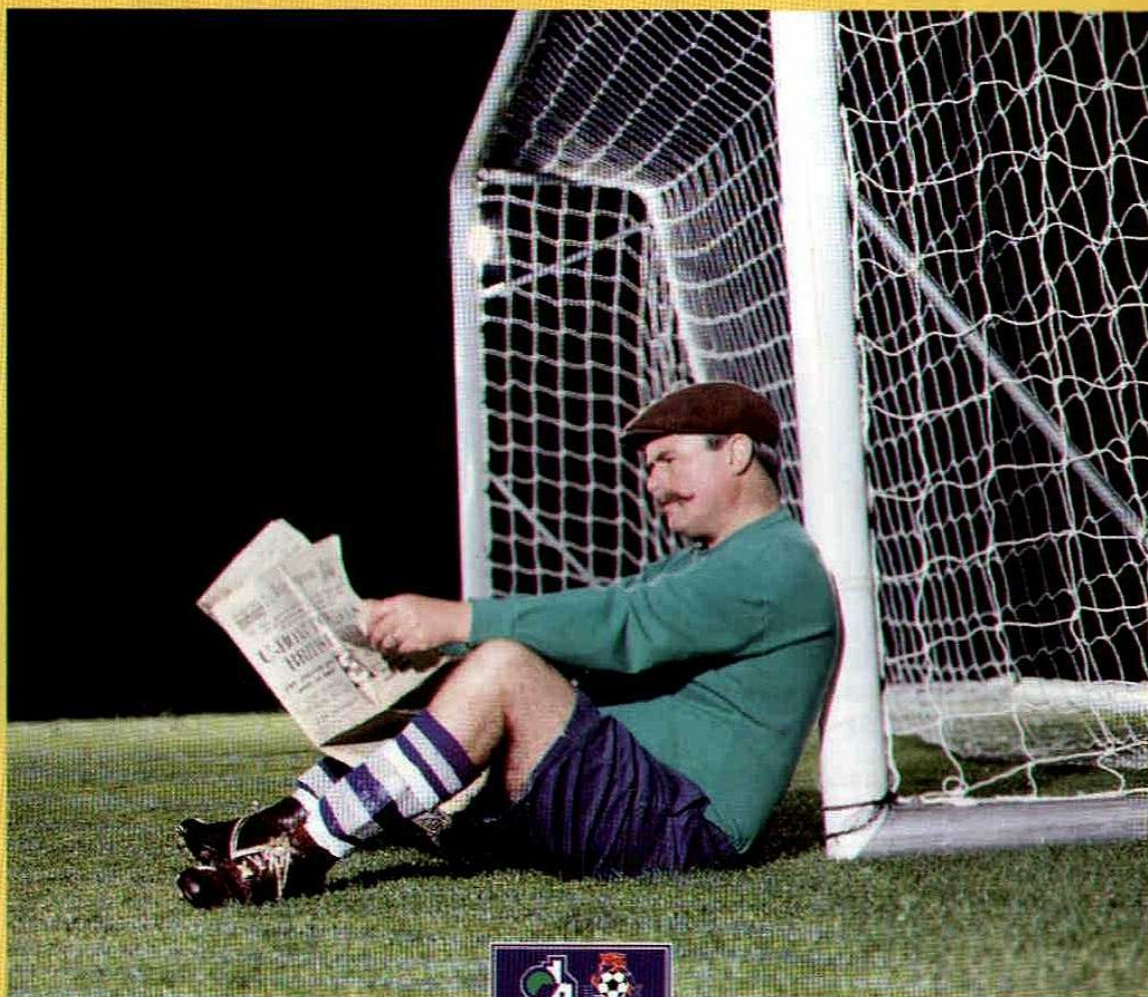
Geoffrey makes it

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Read about Geoffrey McGonicle's amazing trip to the Arctic- and becoming the first disabled man to reach the Magnetic North Pole.



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NEXT MATCH

Steve McMahon's view
(AWAY)

WYCOMBE WANDERERS
Tue 18th Aug 1998



"One things for
sure this game
won't be easy."

Wycombe Wanderers will put
up a good fight in this return leg
of the Worthington Cup First
Round, it will be good to see you
there giving your support"

Manager STEVE McMAHON

As I put pen to paper this
afternoon we are hours away
from the evening kick-off
against Wycombe Wanderers.

Suffice to say I hope that you have all
come to today's game talking about the
good performance on Wednesday night.

I would like to welcome Peter
Reid and his team to the
County Ground for this
first home League
match of the
season. This will
obviously be a
very big early test
for us as
Sunderland are
one of the strong
favourites to win this
division, which is
understandable after
their performances last
season and the size and
stature of the Club.

40,000 attendances are
common at the Stadium of Light
and whilst this brings it's own
pressure, it must be like having an
extra player on the pitch.

Knowing Peter as I do, I am
positive that the
disappointment of so
narrowly missing
promotion at the
Play-Off Final on
May 25th is now
completely
forgotten and we
know that
nothing less
than a top notch
performance
will be needed
to achieve
the desired
result today.

Obviously it was disappointing not to
come back from Bramell Lane last
Saturday without any points as we fully
deserved something from the game,
especially after our second half
performance in which we showed the
spirit that there is in the side.

We battled hard, which you have to do
in this division and with a little more luck
and the rub of the green with the
refereeing decisions, perhaps our points
account would now be in credit. The
formation we adopted seemed to
surprise people but I feel that Iffy, Chris
and George will prove a real handful for
defences this season and by playing all
three together the intention
is clear.

We are going to let teams worry about
us, rather than the other way around.
As I said in the local press this week, we
have got a 'no defeat' attitude this year,
there is a different team spirit and
attitude about the squad this season
which we have worked hard on
this summer.

There was a great atmosphere at
Bramell Lane and this really does have a
positive affect on players. So lets start
as we mean to go on by getting behind
the team and making plenty of noise.



"Obviously it was
disappointing not to
come back from
Sheffield last Saturday
without any points"

Today's visitors **SUNDERLAND**

This afternoon we welcome the players, supporters and staff of Sunderland Football Club to the County Ground for this Nationwide League Division One game. We hope you all enjoy the game and have a safe journey home afterwards.



It is difficult not to feel at least a modicum of sympathy for Sunderland after the roller-coaster last few years the club's magnificent support has had to enjoy and endure in almost equal measure.

The delight of winning the 1995/96 First Division Championship was tempered by the following season's subsequent relegation with 40 points - the equal highest total for any side dropping out of the Premiership to date.

Then came 1997/98, and the dawning of a new era with the opening of the club's awe-inspiring new Stadium of Light, just half-a-mile from the crumbling Roker Park, home of so many memories.

After a poor start, Sunderland went on a tremendous run of only three defeats in their next 36 League games to storm up the table and rack up a massive 90 points. Unfortunately for them, they chose a high-scoring year, missing out on automatic promotion to Middlesbrough (91 points) and Nottingham Forest (94).

A super two-legged victory over Sheffield United in the Play-Off Semi-Final was followed by a trip to Wembley and a date with Charlton Athletic.

It will come as little consolation to Sunderland fans to know that - to the neutral at least - the match that followed was an absolute classic. Amidst unbelievable scenes, it finished 3-3 in normal time and 4-4 after an extra 30 minutes.

Penalties followed and at 7-6 to the Londoners at the sudden death it was Michael Gray who suffered the agony of failing to convert his spot-kick. The dream was over for another year.

Sunderland did, however, finish the season as the country's leading scorers, with 102 goals in League and Cup, and with crowds regularly exceeding 40,000 it's hard to argue with assertions that they remain one of the division's big guns.

Favourites for the Division One title in 1998/99, they got off to winning ways with a 1-0 home win over QPR last Saturday and with the likes of Kevin Phillips and Niall Quinn still posing a huge attacking threat, they are sure to be among the front-runners at the end of the season.

Peter Reid and Steve McMahon enjoyed many classic encounters as players, and today's match is shaping up to be every bit as good.

**Centre Forward -
Kevin Phillips**



The team SUNDERLAND

THOMAS SORESENSEN

POSITION: Goalkeeper

HEIGHT: 6ft 4in

PREVIOUS CLUB:

OB Odense, Denmark

Danish U21 international who signed for £1m in July 1998, having previously had spells on trial at Manchester United on the recommendation of Danish number one Peter Schmeichel. He was also a target for Ajax, but plumped for the Stadium of Light and made his debut in the season's opening game v QPR.

LUKE WEAVER

POSITION: Goalkeeper

BORN: 26.09.79

AGE: 18

HEIGHT: 6ft 4in

PREVIOUS CLUB: Leyton Orient

A £250,000 signing in January 1998, this England U18 goalkeeper is regarded as one of the brightest young prospects in the country. Having had a spell on loan at West Ham, and reported to be interesting several other Premier clubs, his signing was a real coup for Peter Reid. Suffered a broken jaw in a reserve game shortly after joining the Rokermen, however, and missed a chunk of last season.

PAUL BUTLER

POSITION: Central Defender

BORN: 02.11.72

AGE: 25

HEIGHT: 6ft 2in

PREVIOUS CLUB: Bury

Another £1m summer signing, Paul previously played alongside Peter Reid's brother Shaun at Rochdale, where he made more than 150 appearances. An accomplished central defender, he made his name with Bury last season.

JODY CRADDOCK

POSITION: Central Defender

BORN: 25.07.75

AGE: 23

HEIGHT: 6ft 1in

PREVIOUS CLUB: Cambridge Utd

Initially signed as cover in August 1997, Jody was one of the finds of last season for Sunderland. He stepped into the side following an injury to Andy Melville and formed a dynamic partnership with Darren Williams which took the club all the way to Wembley in the Play-Offs. A tough tackler with good distribution skills.

MICHAEL GRAY

POSITION: Left-back/midfield

BORN: 03.08.74

AGE: 24

HEIGHT: 5ft 7in

PREVIOUS CLUB: None

Local boy who came up through the ranks to represent the club he also supports. A high-class performer down the left flank, it was Gray who missed the crucial penalty that doomed Sunderland's promotion hopes in last season's Play-Off Final shoot-out with Charlton. Likes to push forward and has the pace and technique to take on defenders.

DARREN HOLLOWAY

POSITION: Defender

BORN: 03.10.77

AGE: 20

HEIGHT: 6ft 2in

PREVIOUS CLUB: None

Another local lad who made a big impression at the Stadium of Light last season, with his competitiveness and hard work. Comfortable in the centre or at right wing-back, he won England recognition at U21 and 'B' levels in 1997/98.

ANDY MELVILLE

POSITION: Central Defender

BORN: 29.11.68

AGE: 29

HEIGHT: 6ft 1in

PREVIOUS CLUB: Oxford United

A solid and reliable Welsh international with more than 30 caps to his credit, Melville lost his place as an 'automatic choice' in the Sunderland line-up last season, after a hamstring injury in October handed Jody Craddock his first-team chance. Formerly with Oxford United, he had a period on loan at Bradford in February 1998.





The team SUNDERLAND

SAM AISTON

POSITION: **Winger**

BORN: **21.11.76**

AGE: **21**

HEIGHT: **6ft**

PREVIOUS CLUB: **Newcastle Utd**

Yet another player struck by the 1997/98 injury crisis at the Stadium of Light, flying wide-man Sam needed two knee operations to repair damaged cruciate ligaments. Began with Newcastle, but left after being told he wouldn't be considered for their Youth team while still at school. Sometimes compared with Chris Waddle for his ball-playing skills.

KEVIN BALL

POSITION: **Central Midfield**

BORN: **12.11.64**

AGE: **33**

HEIGHT: **5ft 9in**

PREVIOUS CLUB: **Portsmouth**

Highly competitive midfield battler whose fighting spirit keeps driving Sunderland on. The club captain, he spent many years playing in central defence, but in recent seasons has established himself further up the park. His good distribution skills are often overlooked because of his tremendous work ethic.

ALEX RAE

POSITION: **Midfield**

BORN: **30.09.69**

AGE: **28**

HEIGHT: **5ft 9in**

PREVIOUS CLUB: **Millwall**

Fiery Scot who has been voted onto the PFA First Division Select XI in his last two campaigns at this level. Despite a combative attitude which sometimes lands him in hot water with officials, Alex remains one of the division's outstanding attacking midfielders and has proved excellent value for his £1m transfer fee. A Scottish 'B' international.

NICKY SUMMERBEE

POSITION: **Winger**

BORN: **26.08.71**

AGE: **26**

HEIGHT: **5ft 11in**

PREVIOUS CLUB: **Manchester City**

A former Swindon favourite who is the son of ex-Man City legend Mike Summerbee, Nicky arrived at Sunderland in a £1m swap deal involving Craig Russell. A great ball player with a good engine and a thumping shot, he is sure to be keen to get amongst the action on his old stamping ground this afternoon.

DANIELE DICHIO

POSITION: **Forward**

AGE: **23**

HEIGHT: **6ft 3in**

PREVIOUS CLUB: **Sampdoria**

Former QPR striker who returned to England from Italy for a £750,000 fee in January 1998, having failed to make an impact in Serie A. An England U21 international, he is strong in the air, with a good touch and expertise at bringing team-mates into the play. Played second fiddle to Phillips and Quinn last season.

KEVIN PHILLIPS

POSITION: **Forward**

AGE: **25**

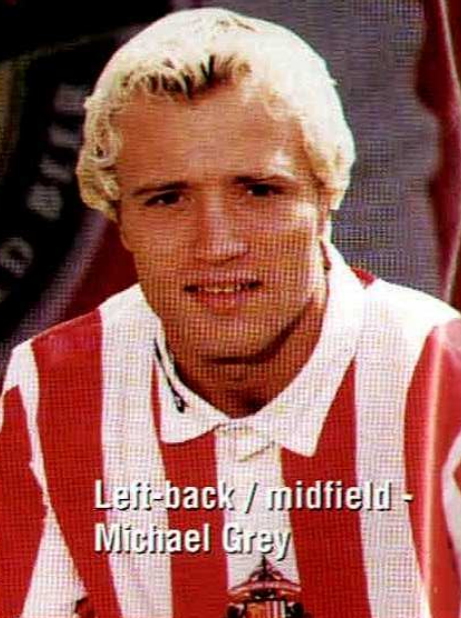
HEIGHT: **5ft 7in**

PREVIOUS CLUB: **Watford**

Signed for an absolute bargain £325,000 in July 1997, Phillips went on a one man scoring crusade for Sunderland last season. With great pace and surprising strength in the air he notched a hugely impressive 35 goals last season, breaking Brian Clough's 36-year-old club record, and being voted the Nationwide's 'Player of the Season' for 1997/98. He is already off the mark this season, having netted a penalty in the opening day victory over QPR.

Other squad members include:

Paul Beavers (forward), Lee Clark (midfield), Elliott Dickman (defender), David Duke (midfield/utility), Kevin Frampton (midfield), Paul Heckingbottom (defender), Kim Heisleberg (midfield), Stuart Ingram (forward), Kris Lamb (midfield), Chris Lumsden (midfield playmaker), George McCartney (goalkeeper), Matthew Pitts (defender), Michael Proctor (forward), Gregg Shannon (goalkeeper), Paul Thirlwell (midfield), Niall Quinn (forward), John Mullin (forward), Michael Bridges (forward), Martin Smith (midfield), Allan Johnstone (winger), Darren Williams (central defender), Martin Scott (full-back), Richard Ord (central defender), Mark Maley (defender), & Chris Makin (full-back).



Left-back / midfield -
Michael Grey

The manager

PETER REID

Peter Reid was appointed to the Sunderland hot-seat in March 1995, in succession to Mick Buxton, who had in turn replaced former Ipswich favourite Terry Butcher.



He has certainly experienced the full range of emotions while in the manager's chair, with a First Division Championship, relegation by the narrowest of margins and the agonising near miss of 1997/98 all on his CV in just three short years.

An ex-England international, with 13 Full caps to his credit, he twice won the League title at Everton, with whom he also played in three successive FA Cup Finals, a League Cup Final and won the European Cup-Winners' Cup in 1985.

The tenacious Reid also represented Bolton, Queens Park Rangers, Manchester City, Southampton, Notts County and Bury during a successful playing career when he was a formidable foe - and occasional team-mate - of current Swindon boss Steve McMahon.

He managed Manchester City for nearly three years between November 1990 and August 1993, but despite twice leading the sky blues to fifth place in the League, the Maine Road board knew better and he found himself replaced by Brian Horton.

In the five years since that fateful day, of course, City have tumbled more than 40 place in the League and dropped into the Second Division amid boardroom wrangles and dark tales from behind the barricades.

Reid himself has continued to conduct himself with dignity and humour, despite the occasional four-letter word that may have slipped out during the club's 'Premier Passions' documentary aired recently. And the results are there for all to see.

Having already led Sunderland to one promotion - in 1995/96 - Reid is keen to secure a 'double' this time around, particularly after the painfully close shave his side suffered last season.

With the season off to a good start with three early points in the bag, Sunderland fans will be hoping they'll have no need to "Cheer up Peter Reid" come May 1999.

How Clubs scored goals... and conceded them

H	CR	OB	V	FK	P	IB	OG		H	CR	OB	V	FK	P	IB	OG
11	11	7	6	2	4	17	2	Birmingham City	8	7	6	5	2	0	7	0
14	10	1	5	3	1	11	1	Bradford City	13	6	8	5	0	3	24	0
12	6	3	6	1	2	12	0	Bury	9	12	4	7	1	5	18	2
16	6	13	10	1	7	25	2	Charlton Athletic	10	9	7	11	1	5	5	1
6	11	7	5	3	3	22	1	Crewe Alexandra	10	11	3	7	2	4	27	1
8	10	5	7	0	3	16	1	Huddersfield Town	13	11	11	9	2	3	20	3
15	12	8	11	1	3	26	1	Ipswich Town	15	6	3	3	0	1	12	3
16	15	9	3	2	3	7	1	Manchester City	7	9	9	6	2	4	16	4
10	13	11	11	0	2	29	1	Middlesbrough	10	3	4	5	1	4	13	1
9	6	9	2	0	3	20	3	Norwich City	14	11	10	8	4	4	17	1
14	15	11	9	5	6	21	1	Nottingham Forest	8	5	5	9	0	4	10	1
14	7	6	11	1	5	16	0	Oxford United	13	14	4	11	0	5	13	4
19	5	7	9	3	1	11	1	Port Vale	13	15	7	5	0	5	20	1
7	14	9	7	0	2	12	0	Portsmouth	16	18	8	4	1	1	13	2
11	8	6	8	0	5	10	3	Queens Park Rangers	20	9	5	4	1	3	20	1
8	9	2	4	0	5	8	3	Reading	14	15	11	9	3	1	24	1
15	10	3	15	1	3	21	1	Sheffield United	15	12	5	6	0	1	14	1
13	16	11	10	1	5	13	2	Stockport County	14	11	10	10	2	4	18	0
5	9	6	5	1	4	13	1	Stoke City	16	12	13	9	2	4	18	0
15	15	12	14	1	2	25	2	Sunderland	5	6	7	13	0	2	15	2
10	3	6	3	0	5	14	1	Swindon Town	19	14	9	9	3	3	15	1
15	12	8	3	0	1	15	0	Tranmere Rovers	8	4	11	7	0	3	23	1
11	10	6	5	0	3	14	1	West Brom. Albion	7	16	8	6	0	3	15	1
10	10	11	6	1	0	16	3	Wolverhampton W	7	8	9	5	0	6	17	1

Yellow & Red Cards

	Y	R	Points
Swindon Town	83	4	95
Bradford City	64	8	88
Reading	73	5	88
Norwich City	75	4	87
Huddersfield Town	79	0	79
Manchester City	70	3	79
Queens Park Rangers	67	4	79
Middlesbrough	58	6	76
Bury	61	4	73
Oxford United	66	2	72
Charlton Athletic	67	1	70
Wolverhampton W.	58	4	70
Port Vale	69	0	69
Stoke City	63	2	69
Portsmouth	55	4	67
Sheffield United	61	2	67
Tranmere Rovers	61	2	67
West Brom. Albion	63	1	66
Birmingham City	53	4	65
Sunderland	54	3	63
Stockport County	62	0	62
Nottingham Forest	60	0	60
Ipswich Town	50	3	59
Crewe Alexandra	42	0	42

1997-98 Season Division One Campaign Records

Highest & Lowest Attendances:
 41,214 Sunderland v Stoke City 25 Apr
 4,176 Crewe Alex v Swindon T. 11 Jan

Highest Aggregate Scores
 Nottm Forest 5, Charlton Ath 2 22 Nov
 Crewe Alex 2, Huddersfield T. 5 6 Dec
 Stoke City 0, Birmingham C. 7 10 Jan
 Ipswich Town 5, Oxford Utd 2 24 Feb
 Wolves 3, Stockport Co. 4 25 Apr
 Stoke City 2, Manchester C. 5 3 May

Biggest Away Win:
 Stoke City 0, Birmingham C. 7 10 Jan

Biggest Home Win:
 Tranmere Rovers 6, Reading 0 20 Sept
 Manchester C. 6, Swindon T. 0 27 Sept
 Middlesbrough 6, Swindon T. 0 11 Mar

Consecutive Wins:
 Charlton Ath. - 8

Games Unbeaten:
 Ipswich Town, Sunderland - 16

Consecutive Defeats:
 Port Vale, Reading - 7

Games Without A Win:
 Bury, Huddersfield T., Norwich C. - 14

End of Season Sequences

Consecutive Wins:
 Ipswich Town - 5

Games Unbeaten:
 Charlton Athletic - 10

Consecutive Defeats:
 Reading - 5

Games Without A Win:
 Queens Park Rangers - 10

Keys: H=Home; CR=Close Range; OB=Outside Box; V=Volley; FK=Free Kick; P=Penalty; IB=Inside Box; OG=Own Goal; PU=Players Used; GF=Goals For; CA=Goals Against; CS=Clean Sheets; LP=Lowest position; HP=Highest Position

Division One Statistics, Club by Club

	PU	GF	GA	CS	LP	HP	LS	NL	FAC	CCC	T
Birmingham City	26	60	35	22	14	2	Furlong	15	2	2	19
Bradford City	32	46	59	12	13	1	Edinho/Steiner	10/10	0/0	1/1	11/11
Bury	29	42	58	13	24	6	Johnson	5	0	3	8
Charlton Athletic	30	80	49	20	15	2	Mendonca	23	1	1	25
Crewe Alexandra	30	58	65	14	23	11	Little	13	0	0	13
Huddersfield Town	37	50	72	13	24	13	Stewart	16	0	1	17
Ipswich Town	30	77	43	17	22	5	Johnson	20	2	0	22
Manchester City	39	56	57	12	23	14	Dickov	9	0	0	9
Middlesbrough	37	77	41	18	13	1	Merson	12	1	3	16
Norwich City	30	52	69	11	20	10	Bellamy	13	0	0	13
Nottingham Forest	28	82	42	22	5	1	Van Hooijdonk	29	1	4	34
Oxford United	31	60	64	16	22	10	Beauchamp	13	0	6	19
Port Vale	26	56	66	10	24	7	Mills	14	0	2	16
Portsmouth	29	51	63	9	24	6	Aloisi	12	0	0	12
Queens Park Rangers	32	51	63	10	20	2	Sheron	11	0	0	11
Reading	38	39	78	12	24	14	Asaba	8	1	3	12
Sheffield United	42	69	54	14	7	2	Fiorillo/Deane/Saunders	9/10/10	2/0/2	1/2/0	12
Stockport County	29	71	69	11	23	6	Angell	18	2	3	23
Stoke City	34	44	74	10	24	6	Thorne	12	0	4	16
Sunderland	28	86	50	14	12	2	Phillips	29	4	0	33
Swindon Town	37	42	73	12	18	1	Hay	14	0	0	14
Tranmere Rovers	24	54	57	16	22	14	Kelly	12	0	3	15
West Brom. Albion	34	50	56	12	12	1	Hunt/Hughes	13/14	0/0	1/0	14
Wolverhampton W.	34	57	53	13	15	6	Freedman	10	2	0	12

Div. 1 Average Attendances



Statistics compiled by
 Football Information Services
 Telephone: 0151-632 5679



Nationwide

PAGES from the past...

JOHN GORMAN AUGUST 1993

Well here we are at last. After a hundred years of trying, Swindon are finally in the top League and Premiership football has come to the County Ground. We all know that surviving in the Premiership will not be easy but our first visitors Oldham Athletic show it can be done.

There have been a lot of changes over the summer, I have moved up to the hot seat and David Hay, a colleague from my Celtic days, has joined me as Assistant Manager. Besides Glenn, we have also lost two other key players; Colin Calderwood and Dave Mitchell. Colin, our former captain will be a hard act to follow but in Ross McLaren, Colin's fellow Scot, we have a player who is just as determined to command success. The Board has backed me in really pushing the boat out to strengthen the squad. Jan Aage Fjortoft has been signed from Rapid Vienna. At £500,000, he is the club's record signing, but he is a real crowd pleaser and I am sure you fans will think he is worth every penny. Another overseas player joining us is Luc Nijholt who has joined us from Motherwell on a two year contract. We desperately needed a utility player and signing Luc, who is a former Dutch Under 21 International, is like getting two players for one because he can play in so many positions. Nearer home we have persuaded Adrian Whitbread to join us. I saw Adrian developing when I was at Leyton Orient and am sure he has a big future ahead of him.

We know we will concede goals but we are equally convinced we can score them.

I suppose we must aim like Danny Blanchflower when he was manager of Northern Ireland to get our equaliser before they score. In Nicky Summerbee and Paul Bodin we have two of the best crossers in the business and I am sure they can be the key to unlocking Premiership defences.

You really did the lads proud at Wembley. No team has been better supported in the play-off final. Get behind the team with the same support today and lets really make the County Ground the West Country Wembley.

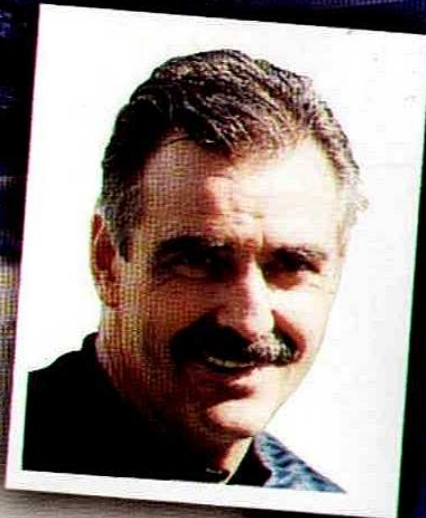
John Gorman

What was the first floodlight match ever played at the County Ground?

If you think you know the answer to this question - please send your answer on a Postcard to:

Dick Mattick -
'Pages from the Past Competition'
 Swindon Town F.C.
 County Ground
 County Road
 Swindon
 Wiltshire
 SN1 2ED.

**THE FIRST
 CORRECT ENTRY
 RECEIVED WILL
 WIN A PRIZE!**



compiled by Dick Mattick

MIKE WALSH'S weekly diary...August

Monday 3rd

Lads back in training today with a few glum faces at the disappointing result against Leicester, losing 2-1.

But me and the Gaffer told the lads they had nothing to be upset about because for large periods of the game we outplayed our Premiership opponents. It was just a lack of concentration at key moments that cost us the win. But we soon brushed that aside and got on with a good morning session. As it was the first training after the game on Saturday we took it pretty light. We worked on small games of 3 on 3 and some sprinting.

Tuesday 4th

As we get ever closer the first game of the season against Sheffield the team gets more focused.

The lads were in this morning and we pushed them quite hard without complaint.

We did lots of running and worked on set plays 'for and against'. After this myself and the Gaffer spent the afternoon scanning over a few video tapes of Sheffield United.

Wednesday 5th

It was back to a light session today, with some short sprints and plenty of stretching.

Thursday 6th

Today was really the last chance to improve on fitness and stamina before Saturday's game so we put the lads through their paces.

We started off with a good 20 minute warm-up and then went into some functional work including 6 against 6 on half a pitch with the emphasis on pressing the ball. After this we did plenty of sprint work with 'doggies' and then long strides. We called it a day after that and took the lads back to the County Ground for a well deserved shower and lunch.

Friday 7th

The day before the first game of the season is always tense and you could certainly feel it as we travelled up to Sheffield.

There was very little noise on the coach with all the players individually focused on the jobs ahead of them.

Once at the hotel it was a case of a light walk and an early night for the players.

Saturday 8th

The day had finally arrived and we all felt ready for it. In the morning it was a case of "feet up" and tea and toast.

Once in the changing rooms before the game we didn't have to do much in terms of motivation because the players were well up for it. It was great to see such good team spirit after all the hard work we had put in pre-season.

For this reason alone it was disappointing to lose. We just didn't play with enough composure in the first 45 minutes and when you do that a quality side like Sheffield will punish you.

Nevertheless, the team responded well to the half time team talk and completely outplayed the Blades in the second half. If we can replicate that display for the rest of the season we will be doing well.



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Great
Team!



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The authority...



The Quality of the Football

Images by Emagic 01855 240 444 Digital Artwork by PennyBox 01855 251 220

RESERVE TEAM ROUND-UP

FIXTURES 98/99

Avon Insurance Combination League Div 1

Wed Aug 19	Barnet	A
WED AUG 26	FULHAM	H
WED SEPT 02	O.P.R.	H
Wed Sept 16	Wycombe W.	A
WED SEPT 23	LUTON TOWN	H
WED SEPT 30	GILLINGHAM	H
Wed Oct 07	Watford	A
WED OCT 14	OXFORD UTD	H
WED OCT 28	PETERBOROUGH U.	H
Mon Nov 02	Northampton T.	A
WED NOV 18	BRIGHTON & H.A.	H
Wed Nov 25	Cambridge Utd	A
WED DEC 02	READING	H
Wed Dec 16	Portsmouth	A
Wed Jan 06	Crystal Palace	A
WED JAN 13	BRENTFORD	H
Wed Jan 20	Ipswich Town	A
WED FEB 03	NORWICH CITY	H
Wed Feb 10	Colchester Utd	A
WED FEB 24	WEST HAM UTD	H
Wed Mar 10	Tottenham H.	A
WED MAR 17	ARSENAL	H
Wed Mar 24	Charlton Ath.	A
WED MAR 31	CHELSEA	H
Wed Apr 07	Wimbledon	A
WED APR 14	SOUTHAMPTON	H
Wed Apr 21	A.F.C. Bournemouth	A

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.



Ross MaClaren Reports:

"As an added benefit reserve games are now free entry for everybody"

Although we haven't started our Reserve season yet in the Avon Insurance Combination League all the players have been working hard with their fitness and match sharpness.

We have had a number of pre-season friendlies where we have had the chance to rotate the teams and make sure that everybody gets a 'run-out'. This is true for the regular first team players and the one's on the sidelines.

The first few pre-season games were a bit sloppy but you expect that after the summer holidays. The first games against Supermarine and Newtown, all in the space of one weekend, worked well as we mixed and matched some youth players with the experienced pro's.

This is always a great experience for youngsters because they can learn so much from accomplished players such as Alan Reeves or Gareth Hall.

Next we face a good Fairford Town side with youngsters such as Donlon, Burke and McHugh mixing with Collins, Hay and McDonald.

The benefits of this are clear, as we have seen with the improvement with Fraser McHugh when playing against Leicester. To come on as a sub and play in the centre of midfield against a Premiership team is hard work, but the lad did well. Definitely an old head on young shoulders.

After Fairford we faced Dorchester. The Dorset side put out some good players and gave us a tough game. The 3-2 win proved we still had work to do tactically and with fitness.

But it was the tour to Ireland where things began to gel both on and off the pitch. We won all 3 games, looked tight at the back and drummed up some good team spirit to bring back to England.

But now we await the start of a new Reserve season. It promises to be a tough season but one well worth watching with plenty of good football being played and the chance to see Swindon's up and coming youngsters.

As an added benefit reserve games are now free entry for everybody so you have no excuse, make sure you're here on Wednesday 26th August as we face Kevin Keegans Fulham, kick-off 7.15 p.m.



FRASER McHUGH WORKING HIS WAY UP THROUGH THE RESERVE RANKS

NEXT HOME MATCH

**Wednesday 26th
August 1998**

& Fulham

Kick-Off 7.15pm

**All Reserve
games are
now FREE for
everyone!**

YOUTH TEAM REVIEW



Tom Jones Reports:

Saturday 22nd August 1998

**BARNET YOUTH 1
SWINDON YOUTH 0**

I was disappointed with today's result because the game was there for us but we didn't take it.

During the first half we played to deep and when we did get possession we were hoofing the ball out of defence without any purpose.

When you do this any side will take advantage. Barnet worked a lot of set plays from a young lad who could deliver long throws. We defended these reasonably well but in the 20th minute things went wrong.

Yet another long throw came in and we struggled to clear the knock-down. We didn't get enough men to close down the players and Barnet have lashed it into the back of the net to put themselves 1-0 up.

With a goal advantage Barnet took their foot off the gas and sat back to defend their lead. But instead of taking advantage of this we just kept hitting the long ball over the top and in doing this, we fell right into their hands.

We tried to get the lads to play a more attractive passing game, but I think, out of mere frustration, they didn't have the patience to do this so at this stage we were causing ourselves problems.

During the break we made a few much needed changes. We swapped from 3 centrehalves and 2 wingbacks to a more traditional 4-4-2 formation. We also brought on Neil Dix to play upfront.

This seemed to make all the difference, we began to knock the ball about well and outplayed Barnet.

Some good approach play led to a goal from Neil Dix, he was put through with the centreback to beat, he used his strength well and tapped the ball past the keeper. But it wasn't to be our day, the referee disallowed it and gave us a free kick on the edge of the box - ignoring the advantage rule.

In the dying seconds it was Neil Dix again who had a great chance taking the ball well and hitting a shot against the woodwork - the lad was bitterly unlucky.

You cannot avoid disappointment at the hands of defeat, but as well as that we just didn't play well in the first half. We were giving the ball away cheaply and you can't do that at this level.

Ricky Culbertson was our man of the match with some stout defending combined with excellent distribution from the back. As well as this, Fraser McHugh continues to show why he's becoming increasingly involved with the first team set up. He always wants the ball and nearly scored a great goal taking on two players and chipping the keeper, but this fell just wide. So plenty of positives to draw from the game.

Team: Flanagan, Peters, Halliday, Mills, Culbertson, Ratcliffe (Cairns, 70), Williams, McHugh, Burke, Hughes (Dix, 60), McAreavey (Donlon, 60)

FIXTURES 98/99

South East Counties League Division 2

Sat Aug 08	Barnet	A
SAT AUG 15	BRENTFORD	H
Sat Aug 22	AFC Bournemouth	A
WED AUG 29	BRIGHTON & H.A.	H
Sat Sep 05	Bristol Rovers	A
SAT SEP 12	OXFORD UNITED	H
Sat Sep 19	Reading	A
SAT SEP 26	WYCOMBE W.	H
Sat Oct 03	Gillingham	A
SAT OCT 10	LEYTON ORIENT	H
Sat Oct 17	Portsmouth	A
SAT OCT 24	CAMBRIDGE UNITED	H
Sat Oct 31	Colchester United	A
SAT NOV 07	LUTON TOWN	H
Sat Nov 14	Southend United	A
Sat Nov 21	Brentford	A
SAT NOV 28	BOURNEMOUTH	H
SAT DEC 05	SOUTHEND UNITED	H
SAT DEC 12	BARNET	H
Sat Jan 02	Brighton & H.A.	A
SAT JAN 09	BRISTOL ROVERS	H
Sat Jan 16	Oxford United	A
SAT JAN 23	READING	H
Sat Jan 30	Wycombe Wndrs.	A
SAT FEB 06	GILLINGHAM	H
Sat Feb 13	leyton Orient	A
SAT FEB 20	PORTSMOUTH	H
Sat Feb 27	Cambridge United	A
SAT MAR 06	COLCHESTER UNITED	H
Sat Mar 13	Luton Town	A

Home fixtures kick-off at 11.00am at the Nationwide Pavilion, Pipers Way - Kick-Off times are subject to change without prior warning.

FIXTURES 98/99

SWEB South West Counties Youth League

Aug 22	Cirencester Town	A
AUG 29	CHELTHAM TOWN	H
Sept 05	Plymouth Argyle	A
SEPT 12	EXETER CITY	H
Sept 19	AFC Newport	A
SEPT 26	YEAVIL TOWN	H
Oct 03	League Cup - Round 1	
Oct 17	Torquay United	A
OCT 24	BATH CITY	H
Oct 31	Swansea City	A
NOV 07	BASHLEY	H
Nov 14	Bristol Rovers	A
Nov 21	League Cup - Round 2	
NOV 28	CARDIFF CITY	H
Dec 05	Cardiff City	A
DEC 12	CIRENCESTER TOWN	H
Dec 19	Cheltenham Town	A
JAN 09	PLYMOUTH ARGYLE	H
Jan 16	Exeter City	A
JAN 23	AFC NEWPORT	H
Jan 30	Yeovil Town	A
FEB 13	TORQUAY UNITED	H
Feb 20	Bath City	A
FEB 27	SWANSEA CITY	H
Mar 06	Bashley	A
MAR 13	BRISTOL ROVERS	H
Mar 20	League Cup - Semi Finals	
Mar 27	League Cup - Final	

Home fixtures kick-off at 11.00am - and Wednesday fixtures kick-off at 2.00pm. At Allied Dunbar Centre or the BR Ground - Kick-Off times are subject to change without prior warning.

STFC CENTRE OF EXCELLENCE



Here we go on another season at Swindon Town Football Club. Obviously summer holidays for players means that it is the busiest time for myself and staff involved with players at the Centre of Excellence.

We took our U-14 squad to the Milk Cup in Northern Ireland in July, and what a tournament!! Our group consisted of ourselves, Blackburn Rovers, Dundalk S.B.L. and Down and Connor Y.L. with the first game against Dundalk from the republic of Ireland on the Coleraine Showground. We went ahead with a coolly taken goal from Mark Fenwick. Although we weren't playing that well at 1-0, we were comfortable.

Unfortunately, we conceded an own goal with one minute remaining, the lads were very upset but picked themselves up and won the next game against Down & Connor 2-1 with goals from Alan Young and Jordan Murdoch. Then the last game in our group v Blackburn which we had to win to progress into

WITH PHIL CANNON

the knock out stages. It was a great game but Blackburn scored two great goals from 25 yards and after missing golden opportunities we were beaten 2-0.

That result meant we went into the Northern Bank Plate along with teams like Manchester United, Middlesbrough and Charlton.

"SWINDON TOWN FOOTBALL CLUB SPOTTING THE STARS OF THE FUTURE"

We won the quarter and semi's and met the winners of Manchester United vs Middlesbrough. We played Middlesbrough in the final and were beaten 1-0. Again we had good chances but failed to convert them.

All in all a great exercise for both the players and the staff with more plusses than minuses over the week.

A special thanks to everyone in Northern Ireland, especially at the Portrush Hotel & Catering College, with special thanks to Adrian and his staff.

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shadow board



Hello and a warm welcome to the County Ground to all supporters, especially those who have come along for the first time. We hope you enjoy yourself and return again soon, bringing someone new along with you.

During close season we have been very busy. At the Shadow Board Annual General Meeting held in June two new faces were elected to the Board.

ROGER BUNCE has been watching Swindon for 40 years, both home and away. Roger lives in Southmoor, Oxfordshire and is hoping to extend the voice of the Swindon supporters in rural areas.

ANN ALDER has been a Swindon supporter for over 30 years and is involved in organising travel to away fixtures for approximately 15 years. Ann is the Shadow Board's liaison for all travelling supporters. Ann has also taken over as the Shadow Board's new secretary.

A new **CHAIRMAN** was elected in **DAVID TAYLOR**, one of the founder members of the Shadow Board. David has been a Swindon supporter for over 30 years and is delighted to be at

the helm for this season. Other members of the Shadow Board are Nigel Bennett (Vice-Chairman), Kevin Hall, Derek Hand, Sheila Maslin, Susan Tyrrell and David Waldron.

The new Shadow Board information point at the back of the Rover Family Stand will be open on match days. Supporters can ask for information, offer ideas or suggestions and we will do our best to provide a closer link between the fans and the club.

You can write to the Shadow Board with your ideas or suggestions at the new FREEPOST address: STFC Shadow Board, FREEPOST SCE4816, SWINDON, SN1 2YZ.

CHAIRMAN
DAVID TAYLOR

VICE-CHAIRMAN
NIGEL BENNETT

OTHER MEMBERS

ROGER BUNCE
ANN ALDER
KEVIN HALL
DEREK HAND

SHEILA MASLIN
SUSAN TYRRELL
DAVID WALDRON



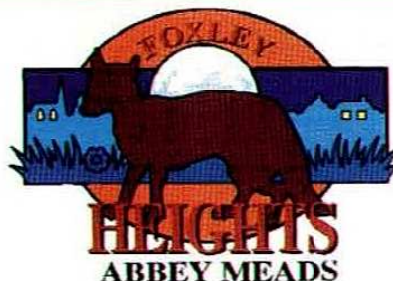
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WHERE ARE THEY NOW?

Dave Mitchell man on the move...

Many fans here today will remember the laconic Dave Mitchell. His long legs, pace and aerial ability made him one of Swindon's unsung heroes.

But the Aussie forward is a much travelled man and is now head coach of **Sidney United**. On the road to Sidney, which seems to be his objective **Mitchell** has played for **Rangers, Eintracht Frankfurt, Feyenoord, Chelsea and Millwall**, among others. As with his playing career always on the move and difficult to track down.

Mitchell was part of the **Swindon** squad that paved the way to Wembley in the 1992/93 season. Although he moved on at the end of this campaign, he left behind a lasting impression with the fans and players.

Old team mate **Tom Jones** remembers '**Mitch**' as a good player to have on the field. "He worked hard, was quick and did a lot of the unselfish running for **Duncan Shearer**.

"He was a great outlet, always making runs in the channels and finding space. Off the field he was a bit of a business man, always wheeling and dealing and watching the markets. But a great man to have around".

After leaving **Swindon** **Mitchell** spent 2 unsuccessful weeks playing for a **Turkish** side. After this didn't work out he was back to England and the den of **Millwall**. His style of play featured plenty of hustle and bustle which suited the English game.

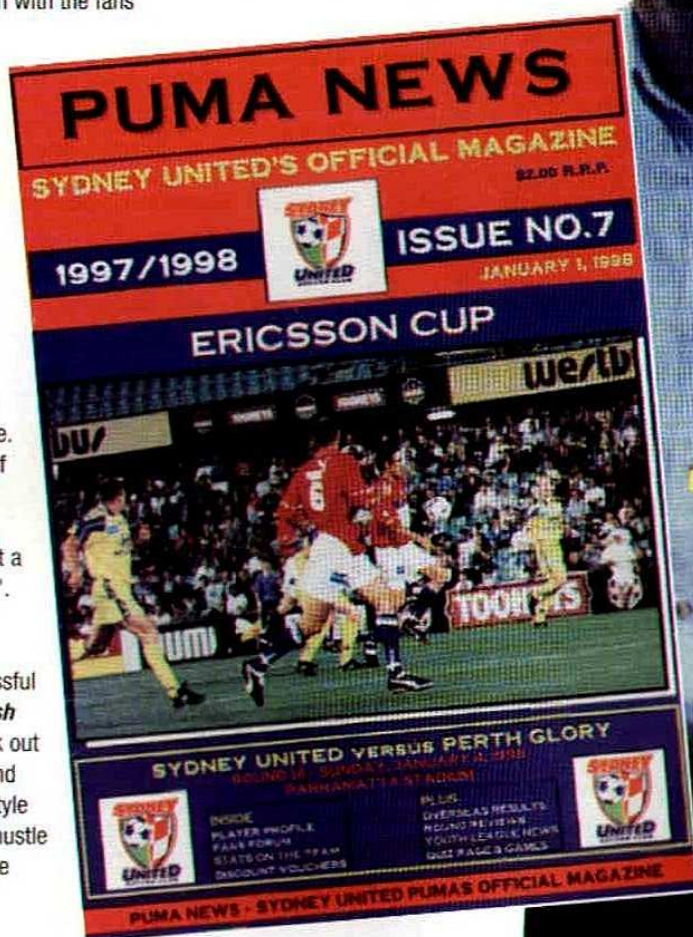
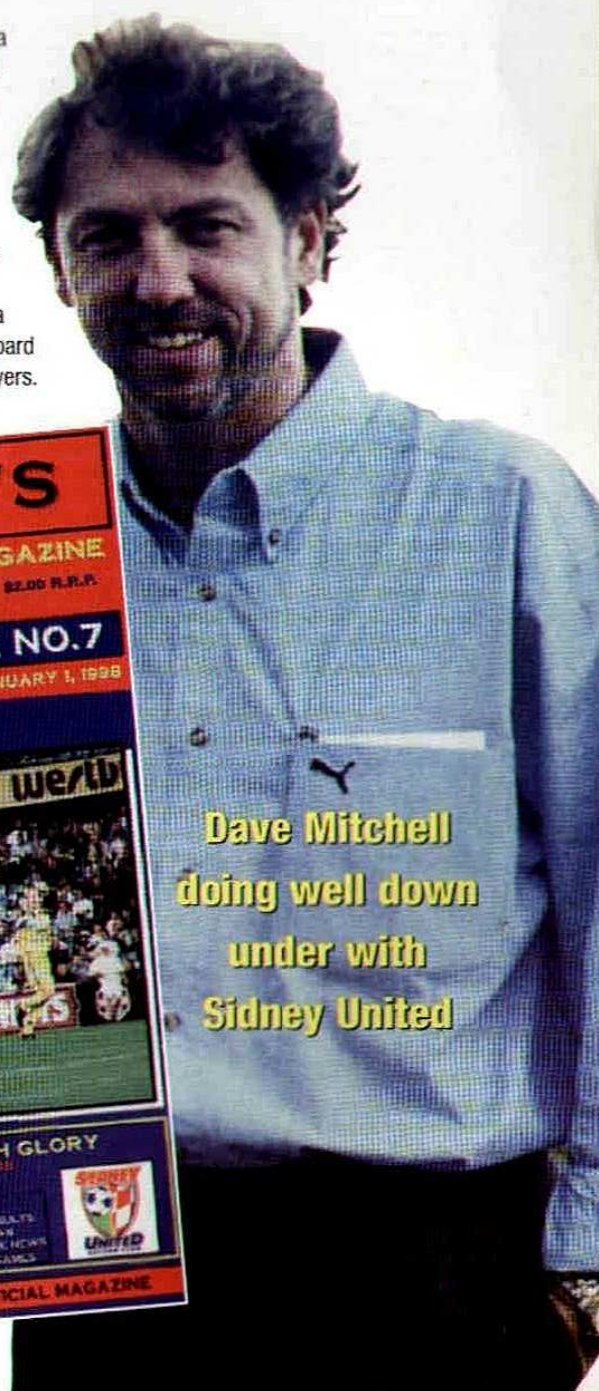
After a number of successful seasons with the London Club, **Mitchell** moved on to pastures new and it was not long before he was back to his homeland of Australia.

He is now bringing his experience to bear on **Sidney United** and has expertly led them to the top of the table in recent seasons. Local press in Australia have pronounced him to be a laid back character who uses his head. With a description like that it is easy to link him back to **Swindon's** past where he played under **Glenn Hoddle** - a manager of similar temperament.

Talking of what he learnt from **Hoddle**, **Mitchell** said "The way we play is based on the way **Hoddle** believed it should be played. He is a lovely person and I have taken on board a lot of what he preached to his players.

"If I can achieve what he managed at **Swindon** I'll be happy. That means being in the top six and successful".

Mitchell was a great asset to **Swindon** and seems to have settled in to management in Australia. I'm sure we'd all like to wish him a G'day mate and hope his success continues.



Dave Mitchell
doing well down
under with
Sidney United

COMMUNITY NEWS

Good afternoon and welcome to our first home League game of the season against Sunderland.

Let's hope today's game is as exciting as last seasons but this time its us that bags the three points.

We'd like to extend a very warm Community office welcome to **Carterton Rangers** under 9's and under 10's, who are here again this season on our Saturday team club programme. A special thank you to **Fran Brearley** for all her hard work in co-ordinating the day. The group have been put through their paces this morning, an 1 1/2 hr coaching session, they've had a good hearty lunch and lets hope they enjoy the game this afternoon and the result goes our way.

Any of you out there that think you're local club or scout group, cub group etc. would like to spend a day with us on our Saturday team club programme please contact **Jon Holloway** as soon as possible, as bookings are coming in thick and fast for the forthcoming season. Our fun weeks are well under way this summer seeing us travel to Corsham, Chippenham and Cirencester with our 2 massive courses here at the Football Club. Next week see's us on our travels to Hungerford and Marlborough, the week after we're back here at the Club with a course running at the same time at the Fairford airbase. Our final course of the summer takes us to Box, near Bath at the beginning of September for another intensive 3 day coaching programme.

The course we held here at Whitsun was a huge success with 130 plus children joining us out on the County Ground extension for another 3 day fun packed course. A special day on the Friday of that week was arranged when a coach load of us went down to Southampton for the **PFA Golf Classic** day



which was a smashing day. All of the children attended the football coaching and golf coaching clinics, and everybody came away with baseball caps and T-shirts. Many thanks to some of the parents who helped out on the day.

One of our new initiatives for the forthcoming season is our birthday party extravaganza, this project is being run by our very own **Luke Sharps** where we take in groups of up to 20 children for a 2 hour visit to the Club inclusive of coaching, ground tour, birthday tea, goodie bags for all the Children and the birthday child receives and signed football from the first team squad. We have had several successful parties and are open now for bookings, so please don't hesitate in contacting **Luke Sharps** to book your special day.

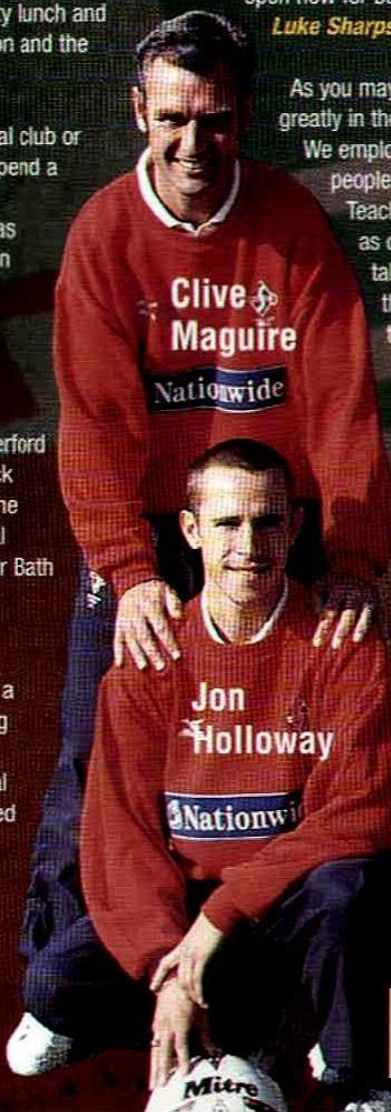
As you may be aware the Community Office has expanded greatly in the 2 1/2 years since Jon and I took over.

We employ a number of part-time staff and 2 of these people, **Natasha Holt** our Learning Through Football Teacher and **Nick Vitali** who needs no introduction as one of our top coaches. Jon and I would like to take this opportunity in thanking them both for their dedication and hard work over the period of time they've actually been with us. We would like to wish you both all the very best for the future, and again many thanks.

Our final thank you goes to **Keith Thomas** from **Coca-Cola Schweppes** who again has come up trumps this summer in providing us with 100's of canned drinks for the children's goodie bags on our courses. Many thanks Keith for all your support and your help is very much appreciated.

Jon and I would like to wish the lads all the very best for the forthcoming season, and lets hope we get off to a good start today.

**Until next time,
keep cheering.**



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





JR'S AND THE R'S

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WITH HELEN MERCER

A BIG welcome to all the Junior Sunderland supporters, we hope you have a wonderful afternoon here at the County Ground.

We are only a week away from the Wolves trip, so if you haven't done so already then book your place today. We will be "Singing out for Swindon" all the way and that includes Funky Fledgling too!

It is worth booking all 6 trips as there is a saving and you can either do that by using the Jr's & R's kiosk on matchday or writing to me at the club. To book all 6 trips it will be a cost of £49 for the Jr's & R's.

JR'S & R'S WELCOME PACKS

Your membership packs are available from today. These will be at the Jr's & R's kiosk on match days. In the packs is a membership card, you will need to sign the back and keep in a safe place as you will need to show your cards at the organised events. Don't miss this opportunity for a fix it on Robin Radio, or to interview your favourite player - you can only do this if you are a member.

MASCOT'S

It's a wonderful feeling running on to the pitch, leading out your team to the sound of Kramer. 'Singing out for Swindon'. The chance to warm up with the lads before a game, personally get all the signatures on a football and even when the memories fade the souvenir photo will be a constant reminder of that brilliant day.

If you fancy being a Swindon Town Mascot, give me a call on 01793 532121 and I will send you all the details, you can get 10 per cent off if you are a Junior Member.

*Is it a bird...
is it a plane...
no it's Swindon's
NEW mascot -
'FUNKY FLEDGLING'
WOW!*

MATCHDAY MASCOTS



TIM HALL

Tim is the Swindon Town Mascot for today, he is 10 years old and attends Eldene Juniors. Tim's hobbies are football, football and more football. He is a Jr and goes on all the away trips, I can vouch for that! Tim's favourite player is Iffy.



STEPHEN COUPLAND

Stephen is Sunderland's mascot for this afternoon, he is 11 years old and his hobbies are Football, Golf and Snooker - what a sportsman! Stephen's favourite Sunderland player is Kevin Phillips.

Welcome to the County Ground Stephen, have a brilliant afternoon.

Have a great day
and give the lads
a cheer...



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SWINDON **report**

Saturday 8th August 1998 3.00pm kick off

SHEFF UTD 2 SWINDON 1

It just wasn't our day today. We battled hard, knocked the ball around well in the second half but didn't get the break we deserved.

We didn't get off to the best of starts. It was disappointing to see us immediately under the kosh. Only 10 minutes had gone when Sheffield go 1-0 up as Graham Stuart gets on the end of a great cross to glancing a header past Frank Talia.

But Swindon came back well from this. Bullock had the perfect answer a minute after their goal as we watched his powerful free kick tipped over by Kelly.

After this fists were flying after a few high tackles. Predictably, Bullock is booked and the game settles down once more. But it is United who take the advantage as they create a number of chances before half time.

Then the killer blow as they score again. The old adage that just before half time is a good time to score a goal was proved right as Sheffield scored from a brilliant 30-yard effort.

Our boys went in a half time looking dejected and we feared there could be more goals to come.

But these fears were unfounded because Swindon came out for the second half with a bit of bounce in their stride. We started to knock the ball around and looked a lot more creative. This had a lot to

do with the fact that Mark Walters was getting the ball a lot more.

It was Mark Walters who was involved with Swindon's goal, he chipped one over for Onuora and it was turned into the net by a Sheffield United defender - but I'm sure Iffy would have finished it if it had come through to him!

From this point on we were easily the better side and had two clear cut chances. Ty Gooden's free kick reached the head of George Ndah on the edge of the 6 yard box but he flipped it just over the bar.

Then in the dying minutes a short back pass was intercepted by Iffy Onuora with only the keeper to beat. The Blades keeper seemed to bring down Onuora and the whole crowd held it's breath as we waited for the ref's decision. But he didn't give it!

So near, yet so far is the only cliché I can think of that describes this game. In the second half Walters and Bullock ran the show but couldn't end the performance with the goal we needed.

VIEW FROM SHEFF UTD...



A good win against Swindon is just what we needed to kick off the season, we got off to a dream start when Quinn knocked a short corner to Borbokis and his cross was nodded in by Graham Stuart.

After this it was Hamilton's turn to turn on the style as he had his shot tipped over by Swindon's goalkeeper - a good chance.

As the game wore on we continued to create more chances. The nippy Saunders broke through their defence with a one-on-one with the goalkeeper but couldn't get his shot in. Minutes later Hamilton's cross was met by Taylor who headed just wide. But in the 45 minute Borbokis showed some real class curling a 30 yard free kick around Swindon's wall to put the game beyond Swindon's reach.

That said the second half was a different story as Swindon began to look the better side and it was our skipper, David Holdsworth, who gifted them a stunning own goal in the 58th minute.

At 2-1 we began to get worried about Swindon scrapping the draw, and the last 10 minutes were really backs against the wall stuff. In the last few minutes the ref should have given a penalty to Swindon as their forward was pulled down by Kelly but luckily for us the ref saw it otherwise. A narrow escape but the 3 points have given us a great start to the season.



So near, yet so far -
George Ndah heads wide.



Battle of the blondes -
TY Gooden & Frank Talia
scramble to clear the ball.



SHEFF UTD 2 SWIN



Out of my way! - Frank
Talia punches clear at
Brammall Lane.





Brian Borrows puts himself in where it hurts against Sheffield.



Darren Bullock isn't scared!
- The lads line up to face United's free-kick.

HOW THEY PLAYED

- 1 **FRANK TALIA** had a fairly good game looking confident with crosses - could be questioned over second goal.
- 2 **MARK ROBINSON** had a difficult afternoon - under constant pressure.
- 3 **GARETH HALL** looked accomplished on his debut! made some vital clearances - looked very solid.
- 4 **TY GOODEN** worked exceptionally hard to create openings - great pace.
- 5 **ALAN REEVES** after a busy pre-season coped very well - an excellent game.
- 6 **BRIAN BORROWS** another trademark solid display from the the skipper
- 7 **MARK WALTERS** the midfield maestro still showing his class - creative.
- 8 **CHRIS HAY** not an easy game for Chris in the new formation - didn't see much of the ball.
- 9 **IFFY ONOURA** caused problems for Sheffield United with his strength - had a busy game.
- 10 **DARREN BULLOCK** battled well in midfield showing his usual bull-dog spirit! - our Man of the Match.
- 11 **GEORGE NDAH** caused problems with his electric pace but like Chris Hay needs to see more of the ball.

THE SUBS:

- 12 **SOL DAVIS** (for Hay, 83)
- 13 **PHILIPPE CUERVO** (not used)
- 14 **CRAIG TAYLOR** (not used)

The opposition line-up

SHEFFIELD UNITED: Kelly, Borbakis, Quinn, Bruce, Nilsen, Holdsworth, Saunders, Hamilton, Taylor, Stuart, Woodhouse (Devlin 77).

Subs not used: Twiss, Sandford

Our next two away days take us to Wycombe and Wolves - a Wanderers double!



WYCOMBE WANDERERS

**WORTHINGTON CUP
1ST ROUND 2ND LEG**

**TUESDAY 18 AUG
7.45PM KICK-OFF**



WOLVERHAMPTON WANDERERS

NATIONWIDE LEAGUE

**SATURDAY 22 AUG
3.00PM KICK-OFF**

We travel to Molineux for what promises to be another top battle with Mark McGhee's Wolves.

WHAT DO YOU KNOW?

DO YOU KNOW WHEN WYCOMBE WANDERERS WERE FOUNDED?

Wycombe's former grounds: The Rye, Spring Meadows, Loakes Park.

IN WHICH YEAR DID THEY MOVE TO ADAMS PARK?

The current capacity at Adams Park is 10,000 of which 7,500 are seats.

WHAT IS FAIRLY UNIQUE ABOUT ADAMS PARK?

In 1993 Wycombe played their last game as a non-League team...

DO YOU KNOW WHICH GAME THAT WAS?

WHO WAS THE OPPOSITION WAS ON THAT DAY & WHERE WAS THE VENUE?

TRAVEL NEWS



Following Wednesdays exciting 2-1 victory over Wycombe Wanderers the second leg of this Worthington Cup fixture will be a real nail bitter.

HOW TO FIND ADAMS PARK

Leave the M40 at Junction 4 and take the A4010 (John Hall Way signposted "Aylesbury"). Cross over three small roundabouts into New Road continuing down the hill to two mini roundabouts at the bottom. Turn sharp left at the first into Lane End Road and continue to the next mini roundabout at which turn right into Hillbottom Road. Adams Park is situated at the very end of the road.



TRAVEL CLUB

TEL: 01672 540330
(BARNES COACHES)



WYCOMBE WANDERERS

**TUESDAY 18 AUG
7.45PM KICK-OFF**

DEPART COUNTY GROUND: 6.00PM

Adult Fare: £8.00

Under-16 Fare: £5.00

All coaches start at Aldbourne with scheduled pick-ups en route including Ashington Way (for West Swindon) and Cirencester when travelling north. Please ask for these options and times when booking.

All coaches are either Executive or Luxury standard and for added comfort for our travellers, we enforce our NON SMOKING policy on board.

Our stewards are happy to serve a selection of drinks and snacks throughout your journey. On longer journeys we will offer on-board entertainment as well.

WOLVERHAMPTON WANDERERS

**SATURDAY 22 AUG
3.00PM KICK-OFF**

DEPART COUNTY GROUND: 6.00PM

Adult Fare: £9.00

Under-16 Fare: £5.00

Huge reductions available with our unbeatable Travel Club Season Ticket Offer - Please ask for details. Membership is still only £1.00 per person.

Please make sure you book right now at: Travel Club Office (Arkell's Stand, Supporters Club Entrance) open every Tuesday, Wednesday & Thursday: 7.00pm until 8.45pm & every matchday until 20 minutes before kick-off.

24-HOUR ANSWERPHONE
booking available on: (01793) 611499.

S.A.S. TRAVEL

TEL: 01793 825935
(24-HOUR SERVICE)



WYCOMBE WANDERERS

**TUESDAY 18 AUG
7.45PM KICK-OFF**

Depart WEST SWINDON: 4.15PM

Depart COUNTY GROUND: 4.30PM

Depart ERMIN STREET: 4.45PM

Adult Fare: £6.50

Under-15 Fare: £4.50

- Match Tickets available when booking coach travel
- All major credit/debit cards accepted
- Hostess service hot/cold drinks and light refreshments



WOLVERHAMPTON WANDERERS

**SATURDAY 22 AUG
3.00PM KICK-OFF**

Depart WEST SWINDON: 10.30AM

Depart COUNTY GROUND: 10.45AM

Depart ERMIN STREET: 11.00AM

Adult Fare: £7.50

Under-15 Fare: £5.50

COUNTY GROUND BOOKING OFFICE
(Old Matchday Ticket Office off County Road)
Tel: (01793) 536757
Open Tuesdays, Wednesdays & Thursdays: 10.00am - 2.00pm
Thursday evenings 7.00pm - 9.00pm
Saturday Matchdays 1.30pm - 2.45pm
Wednesday Matchdays 6.30pm - 7.30pm

TICKET NEWS

**DON'T MISS THE
NEXT HOME MATCH**

**SWINDON VS
PORT VALE**

**SATURDAY 29 AUG
3.00PM KICK-OFF**

This should be a great occasion
so don't miss out, tickets are
ON SALE NOW.



Tickets for the following
games are now on sale at the
Advanced Ticket Office.



**WYCOMBE
WANDERERS**

**WORTHINGTON CUP
1ST ROUND 2ND LEG**

**TUESDAY 18 AUG
7.45PM KICK-OFF**



**WOLVERHAMPTON
WANDERERS**

**NATIONWIDE LEAGUE
SATURDAY 22 AUG
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We travel to Molineux for what
promises to be another top battle with
Mark McGhee's Wolves.



PORT VALE

**NATIONWIDE LEAGUE
SATURDAY 29 AUG
3.00PM KICK-OFF**

We look forward to welcoming
John Rudge's Valiants to the County
Ground. Last time we met Port Vale at
home Swindon won 4-2. Lets hope for
more of the same later this month.



BURY

**NATIONWIDE LEAGUE
MONDAY 31 AUG
7.45PM KICK-OFF**

We travel to North to Lancashire
where the Gigg Lane faithful eagerly
await the Robin's return. A crowd of
just over 5,000 saw Swindon drop to
a 1-0 defeat last season.

TICKET OFFICE OPENING

Monday - Friday 9.00am - 6.00pm
Saturday (non-match days)
10.00am - 4.00pm
Saturday (match days) 9.00am -
Kick-off & 15mins after match.
Reserve Games - 9.30am - 7.30pm

MATCH DAY ONLY TICKETS

Matchday Ticket Office
Saturday (match days)
11.00am - half time
Midweek (match days)
5.30pm - half time

Tickets for home matches go on
general sale 4 weeks before the match

**Ticket Office
01793 529000
Fax Hotline
01793 431887**

Make sure you book your tickets early
to avoid disappointment.

IMPORTANT ANNOUNCEMENT

Make sure you check
all ticket details.
Match dates and
Kick-off times are
subject to change
without prior notice.

**S.T.F.C.
PARK & RIDE
HAS BEEN
SUSPENDED
UNTIL FURTHER
NOTICE...**



FOR MORE INFORMATION

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

**(01793) 529000
or FAX them on:
(01793) 431887**

WE ARE PLEASED TO ACCEPT





WHAT'S on at swindon



..... at look at what's on at the County Ground

KRAMER HIT THE HIGH NOTE...

Today will see Kramer performing live the new Swindon Town song "Singing out for Swindon." The single which is now on general sale and available today from the Club Superstore is selling well since its launch a week or so ago.

The bands debut album which has also been released recently is getting rave reviews and chances are the Kramer crew are destined for stardom.

Steve McMahon, holder of a gold and silver disc from his singing days at Liverpool (!) is delighted with what Kramer have produced - you may well have heard Steve singing along to it on Wiltshire Sound - don't give up your day job Steve!!

MITEL IS LATEST SIGNING...

Swindon Town have agreed a new sponsorship package with one of the Towns expanding high tech firms - Mitel Semiconductor.

With facilities at Cheney Manor and Kembrey Park, Mitel Semiconductor has agreed a one year deal to back the club's push for promotion to the Premier League. The package includes branding at the stadium, along with sponsorship of a number of games during the campaign.

Jeff Salter, Mitel Semiconductor's Marketing Communications Manager

said: "We are very pleased to be involved with Swindon Town FC this season. As a key employer within Swindon we are keen to play our part in the local community and we see this package playing an important part in enhancing Mitel's profile in the area."

SATURDAY CRECHE...

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

It is limited to 24 children aged between 2 and 8 years of age. Each session from 1.30 to 5.00pm costs just £2.00 per child and places must be booked in advance by phoning Ann Read on 01793 - 514055 between 9.30am and 4.30pm, Monday to Friday.

Remember that as an alternative kids go free at STFC - so why not bring them along to the game!



WORLD CUP MAGIC AT THE THREE LIONS BAR...

The World Cup seems to have happened an age ago yet it is only weeks since the final. The Three Lions Bar at the County Ground showed every game live and was one of the busiest bars in town during the event.

Karaoke Commentary which was introduced for the competition received extensive interest from the press with a French TV crew travelling to the ground to gain footage. Our thanks go to all the people that came down to the bar and we hope to see you all again soon.

JULIAN'S ON THE MOVE...

Swindons Head of Sales and Marketing has decided to move onto pastures new and will be leaving the Club at the end of November.

Julian will be moving back north with his family and we wish him the best of luck.

FAMILY NIGHT RESERVE TEAM FOOTBALL FREE OF CHARGE...

All supporters will get free entry to reserve games during the 1998/9 season. Ross Maclaren's side will play Kevin Keegan's Fulham on Wednesday 26th August kick off at 7.15pm and supporters need simply turn up on the night and enter for free.

This game will be a great opportunity to see members of the squad that Keegan believes will take Fulham up the divisions over the next few years.

Suthers SAYS

With the visit of last May's beaten finalists, Head of PR Steve Sutherland, looks at the impact the play-offs have.

As it turned out, my last ever Wembley occasion as a Football League employee was the incredible Play-Off Final last May between today's visitors Sunderland and my old club Charlton Athletic.

All of my colleagues at The League, the people at Sky and the Wembley officials who worked at the Stadium on that day believe that the **Sunderland v Charlton** match was one of the best, matches ever seen at Wembley, which is saying something when you consider the amazing games that the **Play-Off Finals** alone seem to deliver practically every season. The fabulous match when Swindon beat **Leicester** to win a place in the Premier League in 1993 being a particularly memorable one. (As an aside, my ex-colleague Graham Walker and I successfully used a video of the **Swindon v Leicester Play-Off Final** in our presentation to Endsleigh Insurance when Graham and I were negotiating Endsleigh's sponsorship of the Football League Championship).

The atmosphere generated by the **Sunderland** and **Charlton** fans was amazing and watching as I was from the bench area at Wembley, I could almost touch and feel the tension in both camps. Love them or hate them, one thing is certain, the **Play-Off Finals** are here to stay as they have been an incredible success since they were launched in the late 80's. Almost 150,000 fans attended the 3 finals last season and this produced net match proceeds of approximately £2 million which is vital income to the 72 Football League Clubs. All of us I'm sure remember the days when teams fought out almost meaningless middle of the table clashes. Now, every match has an impact which has to be good for the game and obviously, the fans. However, whether the team managers of the finalists would agree is debatable having witnessed the full range of

emotions that **Peter Reid** and **Alan Curbishley** went through on May 25th!

Without a doubt, though, the success of the **Play-Off Finals** over the past two seasons owes much to the commitment and vision of sponsors **Nationwide Building Society**. The three days are now a feast of football and entertainment and I believe that the atmosphere generated by the fans and **Nationwide** at these finals is unique in football. Today, with the support of Nationwide we will be re-creating a little bit of that Wembley atmosphere with the live performance of **"Singing out for Swindon"** by Kramer and the now familiar **Play-Off Final** sight of the massive **Nationwide** balloon release. The **Sunderland** fans are renowned for their vocal support, they were brilliant at Wembley, let's see if we can replicate a little of the atmosphere of our own great day at the Twin Towers in 1993, by really getting behind Steve and the boys and **"Singing out for Swindon."**

"YOU CAN USE MY PAGE AS A POINT OF VIEW AREA, SO WRITE INTO MYSELF AT THE CLUB WITH YOUR VIEWS. THOSE LETTERS PUBLISHED WILL WIN TWO FREE TICKETS FOR THE NEXT HOME GAME"



Charlton Athletic lifting the Nationwide First Division play-off Trophy.

DAVE HOLLISTER'S WINNING WAYS



Whichford Hyundai
Kennedy Drive, Eldene, Swindon, Wiltshire SN3 3SB 01793 614855



WHEN ALL YOU WANT IS EVERYTHING

For the benefit of those attending the County Ground for the first time this season, I respectfully seek the understanding of the rest of you.

Reiteration how the new **GOLDEN HARVEST** half-time draw functions is, without doubt, beneficial to everyone. Tickets bear one number and the draw is conducted on the pitch during the interval. There are three cash prizes constituting 70%, 20% and 10% respectively of the legal permissible prize pool. Winners should come to the Promotions Office as soon as possible after the final whistle. **ALL OTHER TICKETS** ending with the same final digit as apply to **ANY** of the cash-winning tickets qualify for the end of season draw. These tickets should be handed in at Reception at the earliest convenience. The picture at the foot of this page shows **Philip Peters** collecting the car he won last season from **Whichford Hyundai Principle Dealer Cyril Carpenter** (centre). With up to 30% of this seasons tickets meeting car draw requirements compared with 1% last year, it could well be YOU in that photograph next time. All proceeds from the **Golden Harvest** draw are a donation to the STFC Development Fund.

Supporters of our popular Quiz Nights will be pleased to know that we shall be holding six such events during the coming season. Details of the initial occurrence will appear in the next programme. Our regular **"race goes"** need not despair, however. We have five Race Nights lined up between now and the end of the season, the first of which is being sponsored by **Whichford Hyundai**. Watch this space for details. Fans of Country Music are also in for a treat during the winter months as are those who love traditional jazz. I'll hold back details for the meantime because to release them in this heat could easily see people fainting with excitement!

In the **Leicester City** programme, I asked which club lost only nine home games in nine consecutive seasons in the 1920's. I was delighted with the response, particularly as everybody came up with the right answer. It was, of course, **Plymouth Argyle** and the first correct entry drawn was by

Alan Harding, or Roseberry Street, Swindon.

The Autographed ball is yours Alan.

The rebirth of **"The Pink"** gave many of us an opportunity to wallow in nostalgia for a while. But let there be no dwelling in the past. It is what happens in future copies that is important and passionate support produces the best headlines! It always did and it always will!



World Cup Chat

By Colin Benson

I don't know about you, but the World Cup Finals in France left me a little empty... For a start, Brazil never reached the heights that have taken our breath away in previous tournaments and yet they reached the final without a single fright.

The truth is, the rest were all very mediocre in terms of world class. I mean you can think back to previous tournaments and recall great matches that stick in the memory; England 4 West Germany 2 in the '66 final; England 2 Portugal 1 and Hungary 3 Brazil 1 from that same tournament. Brazil 4 Italy 1 in 1970; Italy 3 Brazil 2 and West Germany 3 France 3 in 1982 and so the list goes on. But what lasting memory is there from France 98?

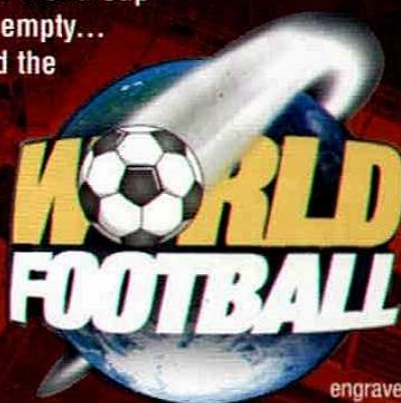
There certainly were no epic encounters it all seemed rather staid, even the final, which was probably the one that most neutrals would have wished for. France against Brazil was a total let down. Brazil not only did not warm up, but might as well of not turned up.

This was the ultimate example of player-power. Ronaldo billed as the greatest footballer in the world but yet to really live up to that acclaim, had collapsed and been rushed to hospital on the day of the match with some mystery illness. Such was the state of Brazil's jewel that coach Zagalo did not include him on the team sheet handed to FIFA.

Then the Brazilian ace arrived in the dressing room Zagalo did not want to play him as he was obviously unwell but the team refused to warm-up and insisted that if Ronaldo did not play then neither would they. The gaffer bowed to the mass and sought permission from FIFA to change the team.

It was a wrong move. Even at junior level you do not go into a final with players who are not fully fit, it is suicide. The fact that, in their own minds at least, the Brazilian players felt they could not beat France without Ronaldo proved their undoing.

The "seizure" that Ronaldo suffered on the afternoon of the final proved a devastating blow. He was not fit to play, he could hardly summon up the strength to trot, and as he loped around aimlessly Brazil's world cup dream died around them.

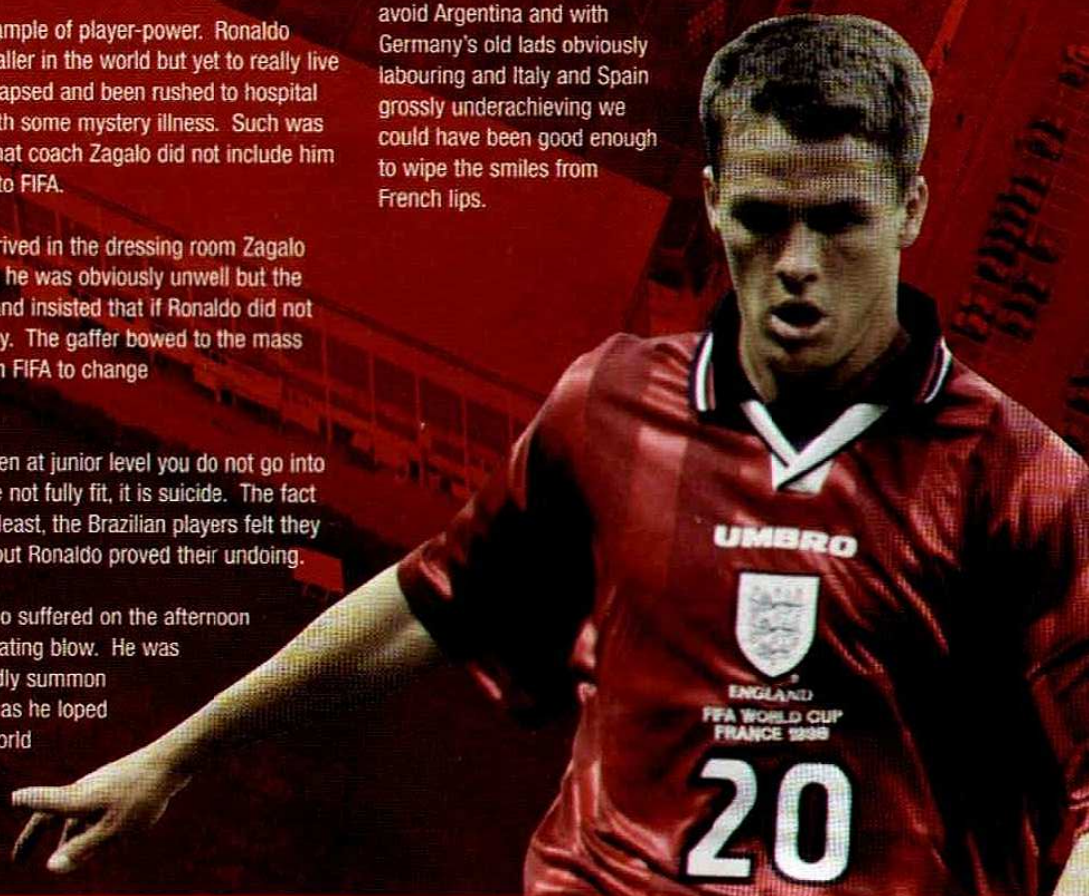


The puzzling thing is why Zagalo did not substitute him. Was the players' influence on his decisions that strong?

It cost Brazil the championship and handed the title to a grateful host nation. France had proved strong defensively but hardly looked the part in midfield and attack. The names of Zidane, Dugarry, Petit and Hemy and the rest will be forever engraved as the annals of French football history of course but this team never came close to producing the magic of the eleven which starred Platini, Giresse and Tigana.

Whatever England's failings it proved Glenn Hoddle was right to ditch unfit Paul Gascoigne. Teams that rely on one individual are always vulnerable and when that individual is not on form the consequences can be terminal.

If Hoddle did make an error, and I believe he did, it was in not using Michael Owen in the starting line against Romania. Victory in that tie would have seen us avoid Argentina and with Germany's old lads obviously labouring and Italy and Spain grossly underachieving we could have been good enough to wipe the smiles from French lips.



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MARKETING NEWS

Today we are delighted to welcome our match sponsors for today's game against Sunderland.

Matchday sponsors

Today's Match Day sponsors are **Clarion (GB) Limited** who are regular visitors to the County Ground.

Swindon based **Clarion (GB) Limited** are really on the ball when it comes to superb car radios and audio equipment. And, as regular match day sponsors, **Clarion** are in perfect tune with Swindon Town. **Clarion's** radio - CD and radio cassette units, amplifiers, loudspeakers, CD changers and much more form an award - winning line up. Not to mention its incredible VRX8370R multi - media system, which can bring radio, TV, video, CD/MD and navigation right to your dashboard.

Clarion has a stunning new squad of products for the 1998/99 season - all carrying the unmistakable stamp of quality from the world's leading car audio manufacturer. It's the best team there is!

Matchball sponsors

We would like to thank today's Match Ball Sponsors, **Thames Water** and **Arriva Ford**, for their continued support. **Thames Water** employ over 1,000 people in and around Swindon, mostly in their Customer Service Centre at Kembrey Park. They are big supporters of Swindon Town and we are pleased to welcome them here today.

Arriva Ford in Swindon, which is part of the £1.3 Billion turnover motor transport group **Arriva Plc**, is Wiltshire's largest motor retailer selling around 9,000 new cars each year.

Arriva Ford is one of only 160 Ford dealerships selected to supply specialised Ford vehicles, including sports Coupe and off road vehicles in addition to the full Ford range.

Also on offer at **Arriva Ford** is a business and fleet centre, extensive finance facilities, a rental operation and a dedicated team for Mobility customers. **Arriva Ford** also offers a national computer link which gives details of over 3,000 vehicles situated at **Arriva** motor retailers throughout the UK and can usually provide a used car of the customers choice within 4 hours.

WHY NOT ENTERTAIN YOUR CLIENTS AT SWINDON TOWN THIS SEASON?



Matchday Sponsorship

Matchday Sponsorship offers a very powerful package of benefits that enables your company to maximise on a wide range of promotional and hospitality opportunities.

Matchball Sponsorship

Our Match Ball Sponsorship package offers a unique opportunity for you to create your own occasion in a personal and relaxed atmosphere and is guaranteed to make a big impression on you and your guests.



Executive Membership

The Executive Suite is an ideal venue for Corporate entertainment or simply for enjoying football in comfort and style.

For more information please call: 01793 532121

Marketing Department, Swindon Town FC, County Ground Road, Swindon, SN1 2ED.

DAVE MOORE AND DICK MACKEY'S

TREATMENT room

Putting pen to paper for today's game against Sunderland, it is difficult to know where to begin with so much happening in pre-season.

As you probably read in the local press we have been assisted with our fitness work by Graeme Tanner of Oxford University and Pierre Faber a decathlete. It was very interesting to get an insight into different training techniques which we will certainly be using in the future.

And, while the players may not always enjoy lots of running, it certainly prepared them well for the coming season.

While in Ireland the pre-season regime was just as tough. We were training every day: running and football in the morning with gym work in the afternoon- not much of a holiday!

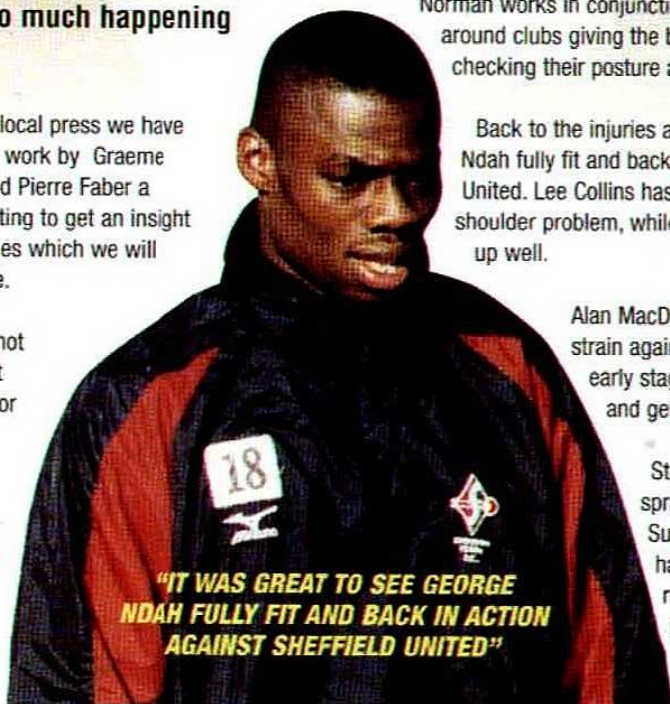
In addition, we also had ex-Manchester United player Norman Whiteside provide some expert advice for our young players.

Norman works in conjunction with the PFA, and travel around clubs giving the bio-mechanical assessments- checking their posture and running style.

Back to the injuries and it was great to see George Ndah fully fit and back in action against Sheffield United. Lee Collins has had a reoccurrence of his shoulder problem, while his bruised foot has cleared up well.

Alan MacDonald picked up a lower calf-strain against Gloucester and is in the early stages of recovery with walking and gentle stretches.

Steve Cowe suffered a nasty sprain to his ankle against Supermarine in pre-season. He has been undertaking limited running on soft surfaces and is improving every day.



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ComTel offers sports fans unbeatable cable TV coverage including live F.A. Carling Premiership and Nationwide Football League action every week of the season.

Every Friday, ComTel's own local channel brings you 'Local Sport' an exclusive preview of the weekends action including all the latest news from the County Ground.

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Swindon Road,
Lower Stratton, Swindon.



Undsworth Back To Villa

Defender David Undsworth has rejoined Aston Villa days after his supposed move to Everton worth £3 million.



Villa agreed to sell him only days after the signing due to Undsworth's desire to be close to his family, but this latest deal has fallen through and so he is back training with Villa- this story may have changed by the time of going to press!

Villa have had less trouble securing new deals with their current squad.

Mark Draper and Gary Charles have both signed new long-term contracts.

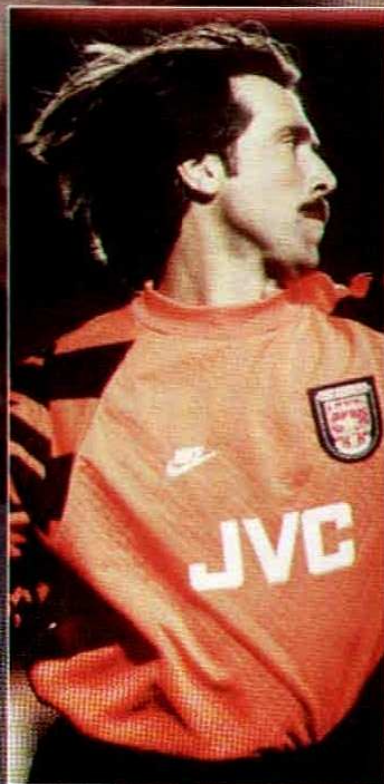
United Move Falls Flat



Manchester United appear to have given up on trying to sign talented forward Dwight Yorke.

United had a £9 million bid rejected by Aston Villa who believe Yorke is worth closer to £16 million.

United have also said no to any suggestion of a swap deal with Andy Cole. It looks as if, with the failure of this, Manchester United will not be making any more big buys before the start of the Premiership season.



PREMIERSHIP



CARLING
F.A. PREMIERSHIP

Hodde Rejects Spurs



England Coach Glenn Hoddle has revealed that Tottenham once offered him a lucrative deal to become Spurs manager.

In an interview with The Sun Glenn described that between leaving Swindon and going to Chelsea he was offered a job that would have paid three times the salary he earned at Chelsea, but he felt it wasn't the right time to go back to his old club.

ROUND-UP

Johnson's Welsh Duties



Nottingham Forest defender Andy Johnson is set to be called up by Bobby Gould to be for Wales in the European Championships against Italy next month.

Despite being born in Bristol Andy can play for Wales due to a grandmother who was born in Maesteg.

Seaman For Sale



Arsene Wenger has had to refute claims that he wants to sell David Seaman.

This has been reported since the Gunners are set to sign Belgian international goalkeeper Ronny Gaspercic for £420,000. Staying with Arsenal, French international Thierry Henry's transfer to Arsenal appears to be off.

Henry was reported as being keen on a move to Highbury, but his current club Monaco have stated he is not for sale and that his contract is likely to be extended over the next few days.

Arsenal have also been linked with Montpellier striker Ibrahim Bakayoko.



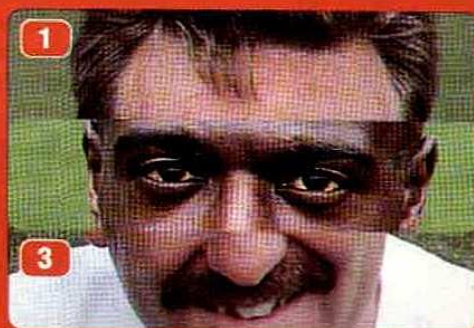


Odd one out...

Identify which Swindon Town player is the odd one out and why?

WHO AM I?

Name the three faces from Swindon Town FC.



who's kit



show yer' colours!



Send us your picture sporting the Swindon Town colours and you just may be filling this space!

Pictured here are Tracy Prescott, Nick Prescott, Derrick Johnson, Bob Magill, and Matt Hirst who all work for PIA who design our very own Matchday Magazine.

TOP SNAP

Send your photo to: Richard Mackey, Swindon Town Football club, County Ground, County Road, Swindon, SN1 2ED.

unscramble

can you unscramble these Premier League players?

WMHCAOEIENL
OIDVIGNLAAD
EEEILLYEMHSK
TAWNGRIHI

UEMNPALTLEEITE
TTHRISCSUNO
ERRKPPDRMAA
DSMAIAVDNEA

ANSWERS:

WAYNE G SULLIVAN
IS THE ODD ONE OUT
BECAUSE HE NO
LONGER PLAYS FOR
SWINDON TOWN
(PHYSIO)

WHO AM I?

1. ALAN MCDONALD
2. IFFY ONOUBA
3. DICK MACKAY

WHO'S KIT

SHIRT:
WYOMBE MANCHESTER
SHORTS:
LEICESTER CITY
SOCKS:
SWINDON TOWN

unscramble

MICHAEL OWEN
DAVID GUNOLA
EMILIE HESKEY
IAN WRIGHT
EMANUELLE PETIT
CHRIS SUTTON
MARK DRAPER
DAVID SEAMAN

quick questions THE FIRST ELEVEN...

- Which two British players have played in European Cup Finals for more than one club?
- Who were the last two men to manage English clubs to European Cup success.
- Who scored Manchester United's goal at Old Trafford against Rotor Volgograd in the UEFA Cup in 1995?
- Who was the last person to score in a European Final for a British club?
- Name the five clubs that have won the European Cup at Wembley.
- Who were Nottingham Forests first opponents in the European Cup?
- Who is the only British manager to have won the European Cup Winners Cup with different clubs?
- Which team did Manchester United play in their first European Cup tie?
- Which club did Manchester United defeat to win the 1968 European Cup Final?
- Which team did Chelsea beat in the Final to win the European Cup Winners Cup in 1971?
- Which other English team did Chelsea beat in the semi-final to reach the 1971 European Cup Winners Cup Final?

ANSWERS: 1. Kevin Keegan (Liverpool & Hamburg), Frank Gray (Leeds & Nott'm Forest)
2. John Hartson, 5. AC Milan, Manchester United, 4. John Hartson, 5. AC Milan, Manchester United, 7. Alex Ferguson (Aberdeen & Manchester United), 8. Anderlecht, 9. Real Madrid, 10. Real Madrid, 11. Manchester City.



CARIBBEAN BEACH PARTY

At The Swindon Town Supporters Club • Starts 7.00pm

SATURDAY 29TH AUGUST

Listen to Hurricane Force (steel band) • Dance away to M&R Disco

Watch Serena Lyn limbo dance with her flames of fire!

Join in if you dare! • Beachware optional • Food will be available.

Tickets £5.00 each



**NEXT THEME NIGHT : 12th SEPTEMBER
GERMAN EVENING**

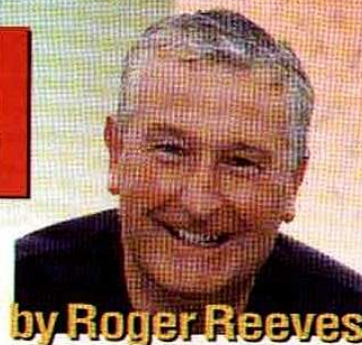


For further information on Tickets or Membership call Chris on (01793) 533212

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THIRTY SEVEN

SWINDON TOWN Ladies



by Roger Reeves

The Town Ladies, who last season finished runners up in the Southern Region League Premier Division, will now play in the newly formed South West Combination League this season.

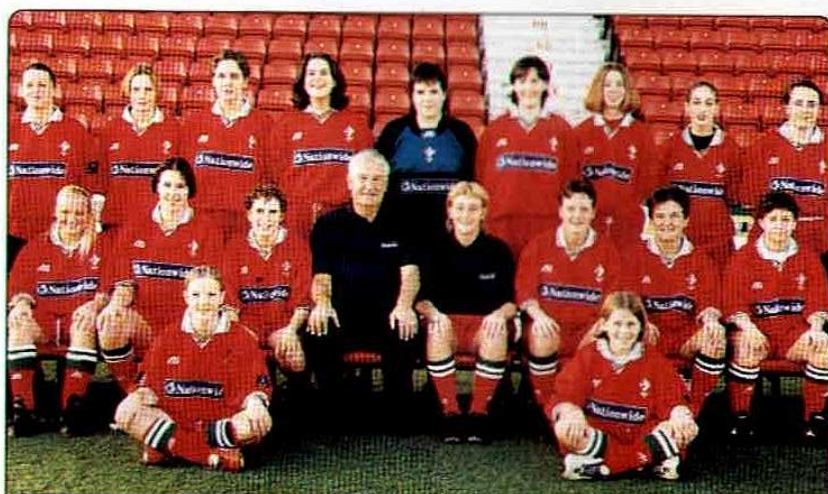
This season women's football has been reorganised with the introduction of the Combination Leagues. Nationally there is the Premier League where Arsenal, Millwall Lionesses and Doncaster Belles play. There is then a Division One North and a Division One South. From this season there are four Combination Leagues who will feed directly into the National Leagues Division One. The ten existing Regional Leagues feed into the Combination Leagues. The South West Combination League, that will only have one division, will comprise of six teams from the

Southern Regional League Premier Division and six from the South West Premier Division.

The South West Combination League will be made up of Swindon Town, Oxford United, Portsmouth, Cheltenham, Swindon Spitfires and Denham United, who won Division One. Plus Bristol City, Bath City, Saltash Pilgrims, Bristol Rovers, Sherbourne and Cardiff County from the South West Region.

The Town are also running a second team this season who will play in the Southern Region League Northern Division. This division is made up of Swindon Town, Oxford United, Risborough Rangers, Bushey Rangers, Aylesbury Stocklake, Carterton Town, Witney Town, Newport Pagnell and Tring.

The Town are training on the County Ground extension, if anyone is interested in joining the club come along any Tuesday or Thursday at 7.00pm.



Swindon Town Ladies - Southern Region League Premier Division Runners-up 1997-98

LEAGUE 97/98

Southern Region League Premier Division 1997-98

	P	W	D	L	F	A	Pts
@Reading Royals	20	16	4	0	75	14	52
*Swindon Town	20	14	2	4	86	34	44
*Cheltenham	20	12	3	5	56	27	39
Southampton	20	9	4	7	48	39	31
*Swindon Spitfires	20	8	7	5	39	43	31
*Portsmouth	20	3	5	7	44	31	29
*Oxford United	20	7	3	10	31	40	24
Southampton S.	20	7	2	11	36	46	23
Launton	20	6	3	11	32	63	21
Binfield	20	4	2	14	19	63	14
Havant Town	20	1	1	18	17	86	4

DIVISION ONE

*Denham United	18	18	0	0	144	7	54
* Promoted to South West Combination League.							
@ Reading Royals won play-offs and were promoted to National League.							

LEAGUE 97/98

South West Regional League Premier Division

	P	W	D	L	F	A	Pts
*Cardiff County	22	17	5	0	119	22	56
*Bath City	22	15	5	2	92	32	50
*Bristol Rovers	22	16	2	4	78	33	50
Elmore Eagles	22	11	3	8	61	45	36
*Saltash Pilgrims	22	11	4	7	75	56	34
Truro City	22	11	1	10	65	50	34
Frome	22	7	4	11	63	73	25
*Sherbourne	22	6	6	10	54	55	24
*Bristol City	22	7	2	13	39	68	23
Newton Abbot	22	7	2	13	39	82	23
Cam Bulldegs	22	6	1	15	43	98	16
Bristol Freeway	22	0	1	21	26	140	0
(one point deducted)							

*Promoted to South West Combination League.

Nationwide Building Society would like to wish all clubs success in this 1998/99 centenary season of The Football League



OFFICIAL SPONSOR OF THE FOOTBALL LEAGUE



The Football Trust has been providing support for football throughout the UK for 22 years.

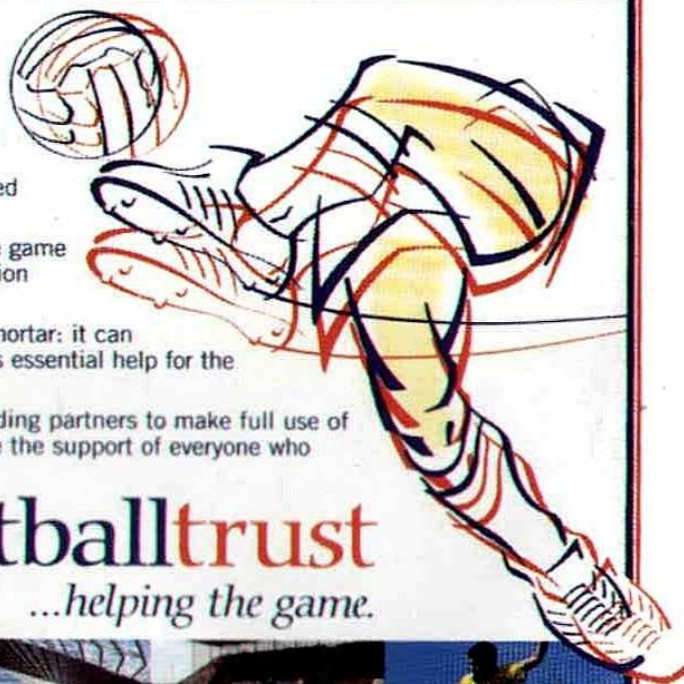
A major new funding package made up of annual contributions from The F.A. Premier League, The Football Association, The English Sports Council, The Football League and The Professional Footballers Association has been added to the Trust's pools derived income to secure its future.

The Trust has a major part to play in the success of the game and will continue its vital grant support for lower division clubs to complete the Taylor programme.

The Trust is about a great deal more than bricks and mortar: it can handle grant aid programmes of every sort and provides essential help for the game at all levels.

The commitment of the Government and the new funding partners to make full use of the Trust's grant aid experience and expertise will have the support of everyone who cares about the future of our national game.

the football trust
...helping the game.



The Football Trust, Walkden House, 10 Melton Street, London NW1 2EB

SWINDON
PHONE: 01793 520002

CHIPPENHAM
PHONE: 01249 653255

ARRIVA	Cowie	ARRIVA/Cowie Ford Fleming Way Roundabout, Swindon ARRIVA/Cowie Ford Coddlebury Road, Chippenham	
---------------	--------------	--	--

ON 1 JANUARY 1998 YOUR LOCAL COWIE FORD DEALER CHANGED ITS NAME TO ARRIVA FORD

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MIZUNO
 SERIOUS PERFORMANCE

City get an international

City's new signing Soren Andersen has capped a memorable weekend by being called up for Denmark against Czech Republic next week.

The 28-year-old striker, signed from Aalborg for £410,000 in the close season, scored both goals in his debut during the 2-2 draw with Oxford on Saturday, and scored the 3rd goal in Bristol City's 4-0 win in the Worthington Cup against Shrewsbury.



Nationwide FOOTBALL LEAGUE 1 NATIONWIDE DIVISION 1 ROUND-UP

Arsenal keen on Keane

There have been rumours that Arsenal are targeting Wolves prodigy Robbie Keane as their next big signing.



But Wolves want more than the £5 million for Keane, who manager Mark McGhee calls "the most naturally gifted attacker in the country behind Michael Owen."

Arsenal boss Arsene Wenger, talking of his No.1 priority said: "We need another mobile striker and it does not necessarily need to be a big name".

Eye spy Management



Eye Spy Management with Terry Venables.

The players at Crystal Palace will now be watched with SPY CAMERAS... and tracked with electronic BUGS in their BOOTS! At least that's what is reported in "The Sport" last Wednesday. Tel's high-tech Eagle eye will follow player's every move, pass and tackle on the pitch. The technology is the brainchild of new chairman Mark Goldberg, who aims to take Palace back into the Premiership. He said "If a player is supposed to man-mark an opponent, we're able to see how far away he was from that player for the whole of the 90 minutes. Terry can look at every move, recapture it within seconds, and show the players where they are going wrong."

Venables hopes his "spy" info will be helpful to develop the players skills and bring Palace back to the Premiership.

Making come back

Sunderland midfielder Lee Clark is determined to make a swift return to action.



After breaking his leg against QPR on the opening day at the season his doctor have advised the player to rest for three months, but Clark believes he will be back sooner.

"It's a clean break, there's no ligament damage" Clark said. The doctor could have said "your season may be over" but I'm hoping to be back within three months".

Huddersfield beat Utd

The wrangle surrounding Huddersfield's signing of ex-Man Utd player Ben Thornley seems to have been finally resolved.



Alex Ferguson wanted £500,000 for the young player, but a transfer tribunal ruled that Huddersfield should pay £175,000 rising to a maximum of £275,000. Huddersfield boss Peter Jackson said: "Ben can now relax and get on with his football."

League Rules Change

At recent divisional meetings held by the Football League, the Club's voted to adopt the same system as the Premier League for substitutions, i.e. any three from five named subs.

In addition, squad numbers and players names on shirts were also voted through.

These changes will come into effect at the start of next season.

Nationwide Division One Fixtures 15/8/98

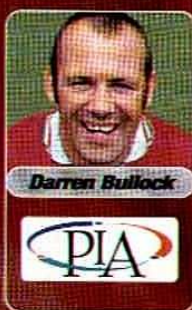
BOLTON WINDS	vs	GRIMSBY TOWN
CREWE ALEX.	vs	BARNLEY
HUDDERSFIELD	vs	PORT VALE
IPSWICH TOWN	vs	BURY
OXFORD UTD	vs	WOLVES
QPR	vs	BRISTOL CITY
STOCKPORT CO.	vs	NORWICH CITY
TRANMERE	vs	PORTSMOUTH
WATFORD	vs	BRADFORD CITY
WEST BROM	vs	SHEFFIELD UTD
SUNDAY GAME:		
BIRMINGHAM	vs	CRYSTAL PALACE

KIT SPONSORSHIP 98/99 SEASON

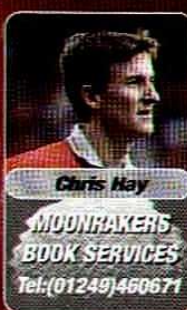


Lee Collins

**VICTORIA
ASHFORD
&
EMMA
SYMS**



Darren Bullock



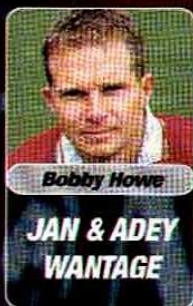
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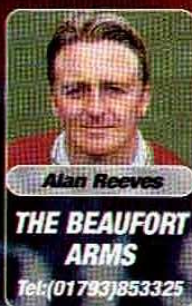
Philippe Cuervo

KDI INTERNET WEB
PAGE AUTHORS
Tel: (01793) 512612



Bobby Howe

**JAN & ADEY
WANTAGE**



Alan Reeves

**THE BEAUFORT
ARMS**
Tel: (01793) 853325



Ty Gooden

LANBASE
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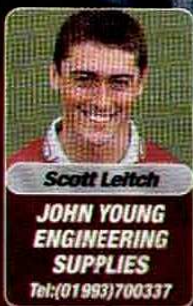
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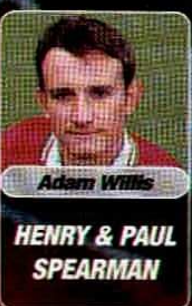
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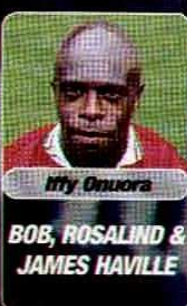
Steve McMahon

**THE TWO
PETERS**



Adam Willis

**HENRY & PAUL
SPEARMAN**



Iffy Onuora

**BOB, ROSALIND &
JAMES HAVILLE**



Mark Robinson

FARRAGO
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Alan McDonald

impact
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George Ndah

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Craig Taylor

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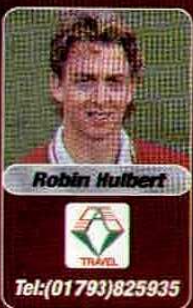
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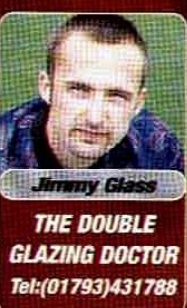


Brian Borrows



Gareth Hall

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Jimmy Glass

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Kevin Watson



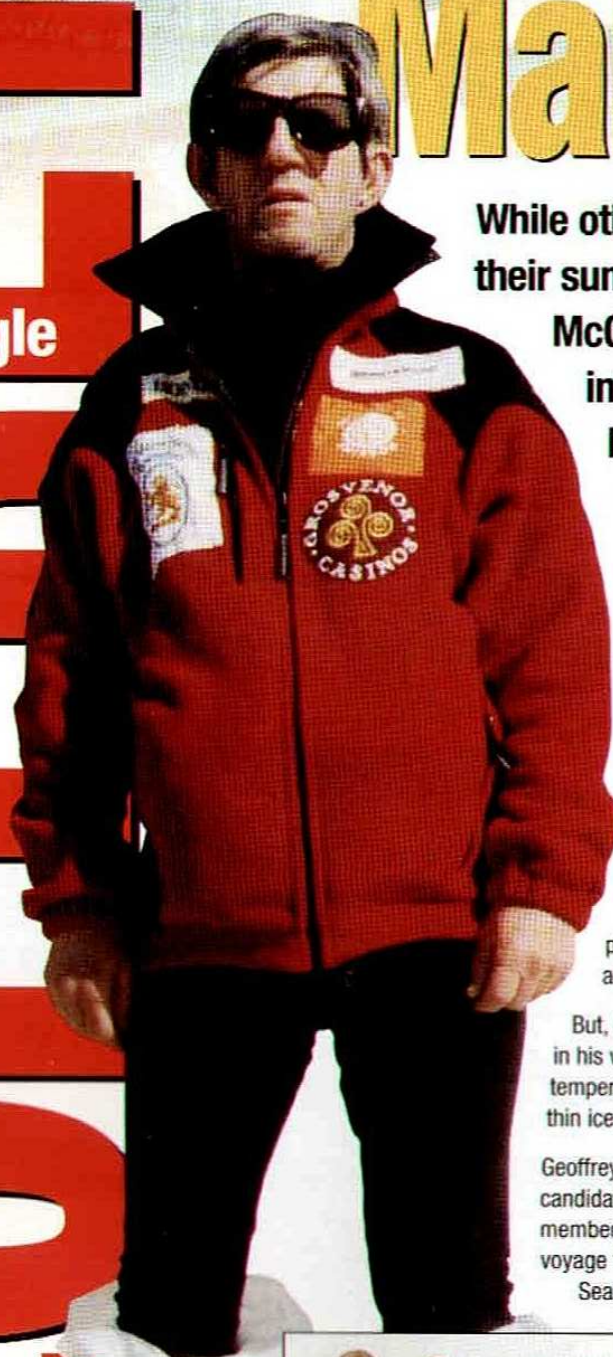
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Tel: 01793 532121 for more details.**

FORTY THREE

Y
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B
E
F
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E
C

McGonigle



Makes it

While others were enjoying their summer holiday, Geoffrey McGonigle was stepping into the record books by becoming the first disabled person to reach the magnetic North Pole.

Joined by Swindon's Chairman Rikki Hunt, local explorer David Hempleman-Adams and Geoffrey's professional career Bruce Merrett, Geoffrey undertook the long 30 mile trek from Resolute Bay to the North Pole and completed it on June 6th 1998.

Geoffrey, aged 53, has learning and physical disabilities following a road accident and a stroke.

But, like any true explorer, he didn't let this get in his way, battling through snow storms, freezing temperatures, deep snow, slush, and treacherously thin ice to complete this amazing challenge.

Geoffrey was assessed as one of the ideal candidates to make the trip after serving as a crew member on the STS Lord Nelson during a tall ship voyage for disabled people- supported by the Sealegs and Mitchemp Trust.



Geoffrey McGonigle celebrates his exceptional achievement with the expedition team.

to the North Pole



Geoffrey looks on as Rikki Hunt checks his sled.

He faced up to that challenge by demonstrating great determination and skill. But it was only after careful consideration by his career, Bruce, and the local Social Services that this ambitious Arctic expedition was given the go-ahead.

One of the expeditions main objectives was to raise awareness of just what a disabled person can achieve. Geoffrey certainly fulfilled all these things and seems to have enjoyed the experience.

"The trek was really hard going, but I am really excited now that I am here" said Geoffrey at the time of reaching his goal. ***"I would like to take this opportunity to thank my support team, and especially Bruce my career, for all their hard work, in preparing me for this brilliant trip."***

Rikki Hunt, who conceived and led the expedition, was overwhelmed by the work Geoffrey put into the project. He said: ***"This has been a Herculean effort by Geoffrey who has proved what he set out to prove, which is, if we focus on what we can do and not on what we cannot, we inevitably achieve more."***

A Central TV Cameraman, Keith Wootton, was also part of the team and filmed the trip for a documentary called ***"Headliners"*** which is due for

screening tomorrow at 5pm on Central TV.

The incredible journey also raised money for the Sealegs and Mitchemp Trust- as well as other Swindon-based charities.

But more valuable than the money raised was the bravery shown by Geoffrey McGonigle. His efforts serve as an inspiration to others as he proved that, no matter what the obstacles, you can achieve anything.



Time for a rest - Rikki Hunt takes a breather amidst the arctic landscape.



the swindon fact files

the key:

FAC = F.A. CUP
WC = WORTHINGTON CUP

DATE			OPPONENTS	RESULT	ATT.	 1	 2	 3	 4	 5	 6	 7	
Sat	Aug	08	Sheffield United	A	1-2	15,937	TALIA	ROBINSON	HALL	GOODEN	REEVES	BORROWS	WALTERS
WED	AUG	12	WYCOMBE W. WC1 (1)	H	2-1	4,682	GLASS	ROBINSON	HALL	GOODEN	REEVES	BORROWS	WALTERS
SAT	AUG	15	SUNDERLAND	H									
Tue	Aug	18	Wycombe W. WC1 (2)	A									
Sat	Aug	22	Wolverhampton W.	A									
SAT	AUG	29	PORT VALE	H									
Mon	Aug	31	Bury	A									
SAT	SEPT	05	BRISTOL CITY*	H									
WED	SEPT	09	OXFORD UNITED*	H									
Sat	Sept	12	Portsmouth	A									
SAT	SEPT	19	WATFORD	H									
Fri	Sept	25	Tranmere Rovers	A									
Tue	Sept	29	Bolton Wanderers	A									
SAT	OCT	03	STOCKPORT COUNTY	H									
SAT	OCT	10	HUDDERSFIELD T.	H									
Sat	Oct	17	Ipswich Town	A									
Tue	Oct	20	Birmingham City	A									
SAT	OCT	24	W.B.A.	H									
SAT	OCT	31	QUEENS PARK RANGERS	H									
Sat	Nov	07	Crewe Alexandra	A									
Sat	Nov	14	Bradford City (FA.C1)	A									
SAT	NOV	21	CRYSTAL PALACE	H									
Sat	Nov	28	Grimsby Town	A									
SAT	DEC	05	NORWICH CITY (FA.C2)	H									
SAT	DEC	12	BRADFORD CITY	H									
Sat	Dec	19	Barnsley	A									
SAT	DEC	26	WOLVERHAMPTON W.	H									
Mon	Dec	28	Bristol City	A									
Sat	Jan	02	(FA.C3)										
SAT	JAN	09	SHEFFIELD UNITED	H									
Sat	Jan	16	Port Vale	A									
Sat	Jan	23	(FA.C4)										
SAT	JAN	30	BURY	H									
Sat	Feb	06	Sunderland	A									
Sat	Feb	13	Oxford Utd (FA.C5)	A									
SAT	FEB	20	PORTSMOUTH	H									
Sat	Feb	27	Watford	A									
WED	MAR	03	TRANMERE ROVERS	H									
SAT	MAR	06	BOLTON W. (FA.C6)	H									
Tue	Mar	09	Stockport County	A									
SAT	MAR	13	CREWE ALEXANDRA	H									
Sat	Mar	20	Queens Park Rangers	A									
Sat	Mar	27	W.B.A	A									
SAT	APR	03	IPSWICH TOWN	H									
Mon	Apr	05	Huddersfield Town	A									
SAT	APR	10	BIRMINGHAM C. (FA.CSF)	H									
Sat	Apr	17	Crystal Palace	A									
SAT	APR	24	GRIMSBY TOWN	H									
Sat	May	01	Norwich City	A									
SUN	MAY	09	BARNSELY	H									
Sat	May	22	F.A. Cup Final										

LAST SEASONS TOP SCORERS

CHRIS HAY	14
MARK WALTERS	5
STEV FINNEY	4
WAYNE ALLSION	3

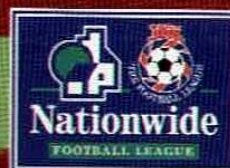
LAST SEASONS TOP GATES

SUN 3 RD MAY VS SUNDERLAND	15,740
SAT 22 ND NOV VS MIDDLESBROUGH	15,228
SUN 7 TH SEPT VS NOTT'M FOREST	13,051
SAT 21 ST FEB VS MANCHESTER CITY	12,280

LAST FOUR GAMES 97-98

SHEFFIELD UNITED	H	DRAW 1-1
BIRMINGHAM CITY	A	LOST 0-3
NORWICH	A	LOST 0-5
SUNDERLAND	H	LOST 1-3

FRONT COVER PHOTO... TY GOODEN



1



**PLAYER IN RED
DENOTES SCORER**

**NUMBER IN BRACKETS
DENOTES PLAYER REPLACED ()**

8	9	10	11	12	13	14
HAY	ONOURA	BULLOCK	NDIAH	DAVIS (8)	QUERO	TAYLOR
HAY	ONOURA	BULLOCK	NDIAH	KERSLAKE	WATSON(8)	TAYLOR

the **GRIPTON** factor

By our matchday announcer JON GRIPTON of BBC Wiltshire Sound



trying to ensure that you get a real matchday experience every time you come back to the County Ground. But all the summer activity will be forgotten when the Gaffer and the lads walk up the tunnel ready for kick-off. Then it's down to YOU.

It's a new season, a chance to wipe the slate clean and start over. And a chance for you to get right behind Steve McMahon and the team to show we'll be there giving 100 per cent support in the next eight months.

It only seems like a few weeks since Mark Walters scored his late goal in the thrilling clash with Sunderland at the end of last season.

It was a glorious finale to a campaign that threw up so many "if-only" and "maybes" for the Town. And what an atmosphere! Anyone who was inside the County Ground on May the 3rd can tell you it was electric! Unfortunately, on that day most of the vocal support was coming from the away fans. I'm sure the noise was a lift to the Rokerites, but imagine how different the result could have been if most of the singing, cheering and chanting was by us, the Barmy Army faithful!

There have been a number of changes at Swindon in the closed season - and I don't just mean a lick of paint on the Rover stand and a wash for the burger bars! There are new faces to welcome on the field this afternoon. And there are new faces behind the scenes

As the players come onto the field today, you'll hear the brilliant new song by Kramer - "Singing out for the Town". The band are a great bunch of lads, all die-hard Swindon fans and their song is a real passionate footballing anthem. We want you to learn the words and sing along, to give the players a real boost right before kick-off. Don't worry - I'll tell you when to start singing! And listen out on the stadium speakers for interesting matchday facts, the latest Swindon Town gossip - and if you like I'll give YOU a mention. Just drop me a line at BBC Wiltshire Sound, PO Box 1234, Swindon, with your comments, queries, or just for a birthday mention and I'll do the rest. In fact why not come to the County Ground a little earlier than usual in future - there's a lot to see and listen to each week in the hour before kick-off.

Enjoy today's game. It's now our turn to show Sunderland that we can sing and shout for OUR team!

Designed and Produced by



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BBC WILTSHIRE SOUND
103.6, 104.3 & 103.5 FM

FORTY SEVEN



MATCH..... STATS



the officials

Referee:
Mr W Mathieson

Wayne Mathieson works in the building trade as a Joiner. Wayne is 35 and married with two children. He became a panel referee in 1990 and was promoted to Football League status in 1994. In his spare time Wayne likes to take part in various sporting activities.

Assistant Referees:

Mr P. Armstrong
Mr A. C. Howells

match facts

Half-Time Score

Full-Time Score

Today's Attendance



ClubCall

0891 121 640

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

TODAY'S TEAMS.....



**SWINDON
TOWN**



SUNDERLAND



JIMMY GLASS	<input type="radio"/>	<input type="radio"/>	THOMAS SORESENSEN
FRANK TALIA	<input type="radio"/>	<input type="radio"/>	LUKE WEAVER
STEVE MILDENHALL	<input type="radio"/>	<input type="radio"/>	GEORGE McCARTNEY
CRAIG TAYLOR	<input type="radio"/>	<input type="radio"/>	DARREN WILLIAMS
MARK ROBINSON	<input type="radio"/>	<input type="radio"/>	RICHARD ORD
BRIAN BORROWS	<input type="radio"/>	<input type="radio"/>	PAUL BUTLER
ALAN McDONALD	<input type="radio"/>	<input type="radio"/>	JODY CRADDOCK
ALAN REEVES	<input type="radio"/>	<input type="radio"/>	MICHAEL GRAY
ADAMS WILLIS	<input type="radio"/>	<input type="radio"/>	DARREN HOLLOWAY
DAVID KERSLAKE	<input type="radio"/>	<input type="radio"/>	ANDY MELVILLE
GARETH HALL	<input type="radio"/>	<input type="radio"/>	SAM AISTON
TY GOODEN	<input type="radio"/>	<input type="radio"/>	KEVIN BALL
SOL DAVIS	<input type="radio"/>	<input type="radio"/>	ALEX RAE
DARREN BULLOCK	<input type="radio"/>	<input type="radio"/>	NICKY SUMMERBEE
BOBBY HOWE	<input type="radio"/>	<input type="radio"/>	KIM HEISLEBERG
PHILIPPE CUERVO	<input type="radio"/>	<input type="radio"/>	DAVID DUKE
KEVIN WATSON	<input type="radio"/>	<input type="radio"/>	KEVIN FRAMPTON
ROBIN HULBERT	<input type="radio"/>	<input type="radio"/>	KRIS LAMB
SCOTT LEITCH	<input type="radio"/>	<input type="radio"/>	LEE CLARKE
LEE COLLINS	<input type="radio"/>	<input type="radio"/>	DANIEL DICHIO
MARK WALTERS	<input type="radio"/>	<input type="radio"/>	KEVIN PHILLIPS
GEORGE NDAH	<input type="radio"/>	<input type="radio"/>	NIALL QUINN
IFEM ONUORA	<input type="radio"/>	<input type="radio"/>	PAULK BEAVERS
CHRIS HAY	<input type="radio"/>	<input type="radio"/>	JOHN MULLIN
STEVE COWE	<input type="radio"/>	<input type="radio"/>	MICHAEL BRIDGES

NEXT HOME MATCH

Sat 29th Aug 1998 Nationwide League Div 1

3.00pm kick off VS **PORT VALE**

