



Burmah



**SWINDON
TOWN
F.C.**

*OFFICIAL
MATCH
DAY
MAGAZINE*

£1

MATCH SPONSOR:

**FAN
APPRECIATION
DAY**

Fabulous
prizes for
Swindon
Town Fans to
be won!!



BARCLAYS

LEAGUE DIVISION TWO

**SATURDAY 31st
AUGUST 1991**

KICK OFF:

3.00 pm

LEAGUE DIVISION TWO

SWINDON TOWN  BARNSELY



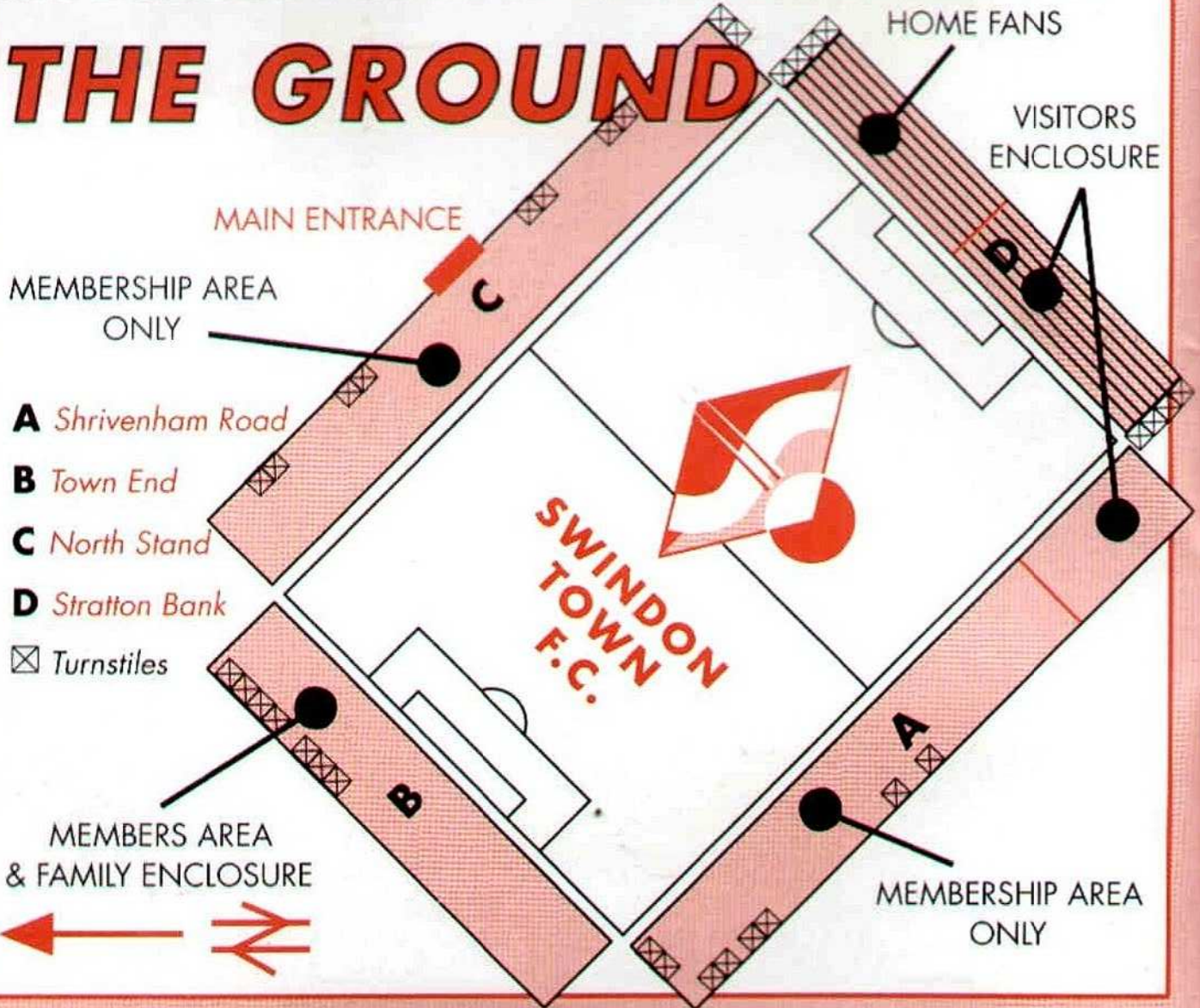
**SWINDON
TOWN
F.C.**

COUNTY GROUND,
COUNTY ROAD, SWINDON,
WILTSHIRE SN1 2ED

Telephone: Swindon (0793) 430430
Fax: Swindon (0793) 536170

- President: C J Green
 Chairman: K J Chapman
 Vice Chairman: N H Arkell
 Directors: P T Archer
 R V Hardman
 Sir Seton Wills Bt.
 J M Spearman
 C. Puffett
 Chief Executive: Peter Day
 Team Manager: Glenn Hoddle
 Club Secretary: Jon Pollard
 Marketing Manager: Mike Sullivan
 Assistant Manager: John Gorman
 Reserve Team Manager: Andy Rowland
 Youth Team Manager: John Trollope
 Youth Development Officer: Adrian Riddiford
 Chief Scout: Keith Burkinshaw
 Club Physio: Kevin Morris
 Hon. Medical Officer: Dr. J. D. Nicholas
 Hon. Club Chaplain: Rev. Paul Bennett

THE GROUND



MEMBERSHIP AREA ONLY

- A** Shrivenham Road
- B** Town End
- C** North Stand
- D** Stratton Bank

☒ Turnstiles

MEMBERS AREA & FAMILY ENCLOSURE

MEMBERSHIP AREA ONLY



IN TUNE WITH SWINDON

by Jon Pollard

For our second home Barclays League fixture of this season, we are pleased to welcome to The County Ground the players, officials and supporters of Barnsley Football Club.

BARCLAYS LEAGUE

We now have two consecutive away fixtures in the Barclays League. On Tuesday evening we meet Ipswich Town at Portman Road, kicking off at 7.45pm, and next Saturday we travel to the Potteries when we take on Port Vale at Vale Park with a 3.00pm kick off.

RESERVES

The Reserves have a game themselves next Tuesday afternoon when they play West Ham United at Upton Park in the Neville Ovenden Football Combination, kicking off at 2.00pm. Their next home League game is on Wednesday 11th September with the visit of Wimbledon to The County Ground, also kicking off at 2.00pm.

CUP

In between their next two League games, the Reserves play their first game in the new Reserve Team Cup, when Bristol Rovers come to The County Ground in the qualifying round on Monday 9th September - kick off 2.00pm.

ZENITH DATA

We have an attractive home draw in the first round of the Zenith Data Systems Cup,

when we play Oxford United. The game is scheduled for Tuesday 1st October 1991, kicking off at 7.45pm. Season ticket holders will have from Monday 9th September until 5.00pm on Wednesday 25th September to claim their tickets.

Cup voucher 'A' must accompany all applications. Normal League prices apply for this game.

Club members are reminded that they must produce membership cards or season tickets on the night to obtain reduced admission, otherwise the full price will be charged.

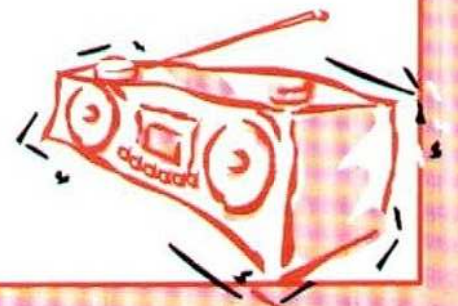
This game is not all ticket.

SOUTHERN JUNIOR

The Youth Team hit the Cup trail next Thursday evening when they meet Chelsea here in the first round of the Southern Junior Floodlit Cup competition, kicking off at 7.30pm.

REVIEW 2

The success of the first issue of SwindonReview, the new club newspaper, was very pleasing. Watch out for issue number 2 which will be on sale from Thursday 12th September, price 60p.



'Your Chance to Mix Business with Pleasure.'

SWINDON TOWN MATCH DAY SPONSORSHIP

Our Match Day Sponsorship package is designed to provide the very best in corporate entertainment; an unbeatable way of cementing relationships with important clients, or of expressing gratitude to valued employees. Depending on your budget, you can choose a part sponsorship package for 10, 20 or 30 guests. Or, as a sole Match Day Sponsor, you can entertain up to 40 guests. Each Match Day sponsorship includes the following:

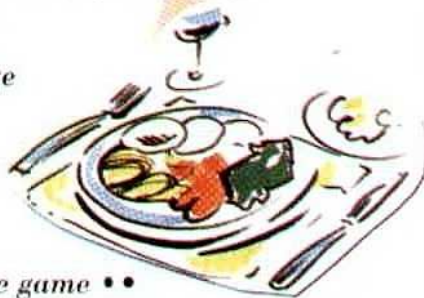
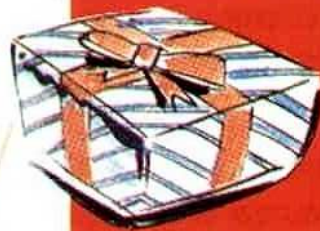
- Champagne reception
- Tour of the stadium (available Saturday games only)
- Three course meal including wine
- Use of Match Day Sponsors Lounge
- Complimentary programmes
- Refreshments at half-time
- Post Match buffet
- Use of pay bar before and after the game ••
- Tickets in North Stand for the game
- Company logo on front cover of programme
- PA announcements identifying Match Day Sponsors
- Electronic scoreboard advertising on Match Day
- Gift for each guest
- Company gift award to your Man of the Match
- Photo souvenir presentation to your Managing Director
- Cash bar available until 5.45 pm on Saturdays and 10.45 pm evenings.

You will be asked to arrive at 12.30 pm for matches with a 3.00 pm kick-off or 6.00 pm for a 7.45 pm kick-off. Maps and invitations will be sent to you approximately 14 days in advance of your visit. Match tickets will be issued on the day. The menu will normally be chosen by the Club and will be a three course meal of a high standard served with a choice of red or white wines.

For further information please contact Mike Sullivan, Marketing Manager at Swindon Town on 0793 430430.



SWINDON
TOWN
F.C.



Prelude

by
Glenn Hoddle



My feelings were pretty mixed on the way back from Cambridge last Saturday. On that performance we didn't really deserve to get anything out of the game so it was a just result. What niggled was the fact that we had withstood their pressurised play quite impressively for most of the game. But when we gained possession we just didn't play.

The Cambridge style is a very difficult system to play against and John Beck's team takes the long-ball game to further extremes than most sides who adopt this style. But we went there with the intention of playing football - it would have been wrong to have done otherwise - and on the day were unable to impress our play on the game.

The disappointing thing was that when we did have the ball we didn't make it work for us. Players abandoned their principles and lost their composure.

It is a conscious problem really. We used to suffer the same way at Spurs when we came up against teams like Wimbledon. Instead of sticking to our normal pattern, there was always the compulsion to match fire with fire. We got drawn into their game and consequently lost our way.

Cambridge play their game very effectively and I can see few sides upsetting them on their own ground this season. But football has to win in the long run. If not we might as well all pack in. The game becomes robotic rather than artistic and I'm sure that if the majority of League clubs played that way the kids would soon turn their backs on the game and look to play other sports.

So it is up to teams like us to show that football can be an exciting, creative game. We must not abandon our principles. We must nurture the game as we believe it should be presented.

We owe it to ourselves to play well against Barnsley this afternoon. From what I know of Mel Machin we can expect a good footballing joust with the accent on skillful passing.

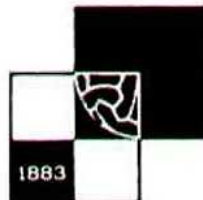
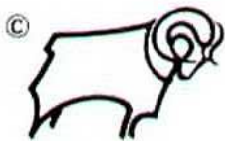
Of course we would have loved to have got off to a flyer and won all our games. We did enough to beat Leicester I thought and will need a similar performance today if we are to make headway against The Tykes.

Both sides were in action midweek; Barnsley playing at Port Vale in the Second Division and us involved in the Rumbelows League Cup with West Bromwich Albion. We were pleased to be able to take a two goal lead to the Hawthorns. It could have been more but that's the way things go on the night.

We were without David Mitchell, Nick Summerbee and Steve Foley for Tuesday's tie, and Dave, who has torn ankle ligaments, could be out for some time. Steve, who has a troublesome knee, is unlikely to be fit to resume today and the same applies to Nicky, who is also suffering from an injured ankle.

So already we have injury disruptions, but we do have a stronger squad this season and this will give us the opportunity to see how the back up players perform. As I mentioned in my last notes, the use of other players will give us some different options.

Enjoy the game,



IF YOU'RE AGED 11-16, THERE'S ONE CLUB YOU SHOULD KNOW MORE ABOUT.



For the best save this season, open a BarclayPlus account. You'll automatically become a member of BOP MC.



(BarclayPlus Our Price Music Club) and get great discounts on music and videos at any Our Price Music store.



You'll also receive regular BOP MC bulletins, packed with music features and details of mega prizes to be won.

And you'll enjoy a good rate of interest on your savings in your BarclayPlus account.



Call in to any Barclays branch to pick up a BarclayPlus leaflet. It could be a right result.



After surrendering a three goal lead on the opening day of the season at Bristol Rovers, Ipswich Town head the Second Division after winning their first two home games over Port Vale 2-1 and Middlesboro' last Saturday. Following a goalless first half in which Ipswich were twice denied by the woodwork, the game came to life in the second period with Town taking the lead through former England U21 International, Jason Dozzell. Ipswich extended their lead through ex-West Ham, Derby, Newcastle and Millwall striker, Paul Goddard, who scored his second goal of the season. However, 'Boro came back with a goal from Paul Wilkinson in the 81st minute, his first since signing from Watford for £700,000. Despite this promising start, attendances at Portman Road have slumped with neither home game attracting more than 10,000 fans.

Bristol City have also made a good start to the season with a goal from Wayne Allison, enough to beat Blackburn Rovers 1-0 at Ashton Gate. Although Blackburn had Tony Dobson sent off in the 27th minute, City hit the visitors' woodwork twice. Neighbours, Bristol Rovers, remain unbeaten following a 2-2 draw at Tranmere Rovers on Friday night, although it required a last minute penalty by Stewart, who had also scored the game's opening goal, to salvage a point. Summer signing, John Aldridge, continued his impressive start at Prenton Park, scoring again to bring his season's tally to six, including a hat trick scored at Halifax in the Rumbelows League Cup. Rovers' manager, John King, who has taken the Birkenhead club from the Fourth Division to the Second in three seasons, is not short of ambition. "We have a great relationship with both Liverpool and Everton and I can think of nothing better than all three of us being in the First Division. The club is buzzing at the moment and John's arrival has kept the momentum going". Of his star striker Ian Muir, currently sidelined through injury, King is relishing a partnership with Aldridge, saying "Muir was the ace striker in Division Three and when he is back and fully recovered, I have no doubt that he will be the ace striker in Division Two".

The only side in the Division with a 100% record intact is Cambridge United, who beat Town 3-2 at The Abbey last Saturday. In a game of conflicting styles, Cambridge always had the upper hand but were left to hang on at the end after a series of missed opportunities. United winger, Lee Philpott, netted twice and took the corner that led to Nicky Summerbee putting through his own goal. The Robins replied with goals from Duncan Shearer, his first of the season, and a Micky Hazard penalty. Hoddle was gracious in defeat, saying after the game, "They make it difficult for you to play football. You just get on with it and hope you can get the ball down at times." United manager, John Beck, refutes his side's critics, "We play a lot of football. We get the ball wide and get a lot of early crosses in. I think that is exciting for the fans and the team".

Southend United, playing in the Second Division for the first time this season, won 2-1 at The Baseball Ground. Andy Sussex, signed by Southend for £100,000 from Crewe in the pre-season, netted the first for the visitors with a 20 yard free kick which Peter Shilton, approaching his 42nd birthday next month, was unable to hold, with the ball bouncing over the line. Southend scored again



NEWS

with Brett Angell scoring his first of the season before Derby got a late consolation through Geraint Williams. Millwall gained their first points of the season with a convincing 4-1 win over Sunderland at The Den. New signings Mark Falco and Phil Barber, signed from QPR and Crystal Palace respectively, found the net for The Lions on their home debut, as did Leicester City striker, Colin Gibson, in his side's 2-0 victory over Plymouth at Filbert Street.

Grimsby Town won 2-1 at Oxford with goals from John Cockerill and defender John McDermott. The crowd at The Manor Ground was the smallest in the Division of the day, at only 4,511, although attendances in Division Two are slightly down on last season's average of 11,381 at 10,749 - a 5% drop. Biggest gate of the day was up at Newcastle, where 22,440 fans saw a 2-2 draw with Watford. Newcastle's new Czech goalkeeper, Pavel Srnec, blundered for the visitors' goals, although he pulled off three exceptional saves to keep his side in the game. One of Watford's goals was scored by the experienced Luther Blissett, his first since rejoining the club from Third Division Bournemouth. Blissett, a former England International, will do well to perform to the standard he set during his first spell at Vicarage Road, when he scored 95 goals in 246 games, and his second spell, when he scored 44 times in 127 games. Portsmouth's Northern Ireland International, Colin Clarke, scored on the half hour to earn Pompey all three points in their game against Port Vale at Fratton Park, whilst at Molineux, Wolves' International striker, Steve Bull, took his season's tally to two, scoring for Wolves in their 1-1 draw against Charlton Athletic - for whom Robert Lee scored. There was an encouraging crowd of 16,309 at Molineux. Wolves have received the blessing of the local council for an £8.5 million redevelopment at Molineux and will hope they do not experience the same problems as Charlton who are now not anticipating playing at The Valley until the New Year. Former Norwich City striker, Mark Barham, scored in the last minute at Barnsley, to earn Brighton a 2-1 victory. Barnsley are rooted to the bottom of the table, having lost all three of their opening games - two of which have been at Oakwell.

FORTHCOMING • ATTRACTIONS



SUNDERLAND ARE SERIOUS MAN!

SUNDERLAND were more than disappointed when they were edged out of First Division by Luton Town at the tail-end of last season, after just one year back with the elite.

The Rokerites courage was never in question. But in the final hothouse, at Manchester City, they just didn't have enough quality to prevent a 3-2 defeat. Sunderland were relegated.

Now, they don't take demotion sitting down in the North East and though manager Denis Smith made no new signings in the summer Sunderland have made a positive start to the season, drawing 1-1 at home to Derby County and thrashing today's visitors, Barnsley, 3-0 on their own patch of Yorkshire turf.

Gary Owers, Gordon Armstrong and substitute Colin Pascoe were the scorers leaving sharp-shooters Marco Gabbiadini - who is on the fringe of England recognition - and Thomas Hauser, the well muscled German centre-forward, still seeking their opening strikes of the season.

Oh, and while name dropping how about these to chew over...Peter Davenport, Paul Bracewell and Gary Bennett. Yes all three are in the Sunderland squad seeking an early return to Division One.

Will they make it? Who knows. The bookies gave them

odds of eight to one. But what odds will Swindon be to defeat this North East challenge?

It's SWINDON TOWN v SUNDERLAND next at this stadium. Don't miss it. Saturday, 14th September, and the kick-off, as always, is at three o'clock.

Before that the Robins fly away to Ipswich - next Tuesday - and Port Vale on Saturday. Two very different venues against sides who also have deep convictions to make the top grade next season.

John Lyall is now the boss at Portman Road and in Paul Goddard and Jason Dozzell has two of the most accomplished performers in the Second Division. While John Rudge, at Port Vale, invested some of the near £1 million he received from Norwich City for the sale of Darren Beckford on strikers Martin Foyle and Keith Houchen, who scored in Coventry City's FA Cup Final win over Spurs.

Division Two is littered with talent... And Swindon town have as much quality as any side. You'd better believe it. Sunderland do and they are winding themselves up for the big clash at the County Ground... It could be a real classic... Make sure you are here for SWINDON TOWN v SUNDERLAND in two-weeks time.



SWINDON
TOWN
F.C.

SWINDON TOWN TRAVEL CLUB

To Ipswich Town Tuesday 3rd
September 1991 Depart County
Ground 13.45 Fare: £8.50
To Port Vale Saturday 7th
September 1991 Depart County
Ground 10.15 Fare: £7.00

To Ipswich. M4 to M25 to M11, then A45 or M25 to A12, then A45 following signs for Ipswich West only. Proceed through traffic lights at Forte Posthouse Hotel and at 2nd roundabout turn right into West End Road. Ground is a quarter of a mile on left.

To Port Vale. Exit M6 Junction 15. A5006 to A500. After 6 and a quarter miles. branch left (signed Tunstall) and take 1st exit at roundabout onto A50. After a quarter mile. turn right into Newcastle Street. Cross into Moorland Road. Then left into Hamill Road where the visitors terraces are located

Marketing Matters

by Mike Sullivan



In the last programme notes I mentioned that I would be announcing details of some exciting news for all Swindon Town fans.

Today, through the match day programme we will be launching something unique to both football and Swindon Town Football Club. This new promotion is called

'FAN APPRECIATION DAY'.

WHAT IS 'FAN APPRECIATION DAY'? This is our opportunity to say **THANK YOU** for all your support throughout the season and as a club we are pleased and proud to be able to recognise the fantastic commitment that thousands of our fans make following the 'Robins'.

Elsewhere in this programme you will find a card insert for you to keep. All you need to do is to collect 16 different numbered corner vouchers from the Kit-Sponsors page of the Swindon Town programme and stick them into the spaces provided on the card.

Once you have collected all 16 vouchers and your card is complete, send it to the Marketing Department here at The County Ground by **NO LATER** than **MONDAY 13th April 1992**. All completed cards will then go into a **GRAND FAN APPRECIATION DAY DRAW** at 2.30pm on the pitch on Saturday 18th April 1992 prior to our home match v **WOLVERHAMPTON WANDERERS**. You must

be present at the game to qualify for a prize, because the winners will be invited down onto the pitch to receive their prizes. There are 13 prizes in all to be won and we'll be announcing full details of the fabulous prizes we'll be giving away in future programmes.

MATCH DAY MASCOTS

We have two Match Day Mascots today. First of all, we have Stephen Blake, who is 6 years old and comes from Verwood in Dorset. Stephen attends the Verwood C of E First School and names Glenn Hoddle as his favourite player.



Our second mascot today is 8 years old Richard Bradley from Upper Stratton, Swindon. Richard attends the Ruslain County Junior School in Swindon and names Duncan Shearer as his favourite player. We hope you both enjoy your day.



A warm welcome to local company **EMERY, McLAVEN, ORR** who are the Mitre Match Ball Sponsors for today's game. They are represented by Mr David Turner, Mr Glenn Orr, Mr Simon McLaven and Mr Ewan Shepherd from Volvo. We hope you enjoy the game.



Burmah

A WARM WELCOME FROM MANAGING DIRECTOR RIKKI HUNT

Burmah Petroleum Fuels Ltd is very pleased to be associated with Swindon Town Football Club as their principal sponsors.

With the club launching into a new season under the very capable leadership of the dynamic team - Chairman Ken Chapman, Chief Executive Peter Day and new Manager Glenn Hoddle - the future looks very bright. Not only have the Football Association recognised the team's supporters as being one of the top three best behaved groups of supporters in the country, but the squad itself is looking extremely fit and strong and, above all, totally committed to the challenge which lies ahead.

Burmah took very little time to come to a decision on this sponsorship agreement once the initial seed had been sown. From the outset this significant sponsorship deal was seen as an exciting opportunity, a chance to sponsor a young team with a dynamic philosophy in what is our national sport. Football, after all, is very close to the hearts of our customers and Swindon Town, being a local club, is in an area in which we are a major employer.

Over and above the purely financial backing we are able to give Swindon Town as a prominent local company, we shall also be looking at other ways of promoting the team nationwide. Although the very strong local presence of Burmah sites was a consideration, we see this as a national deal. All but four of the 2nd Division clubs have Burmah sites in the vicinity and we intend to capitalise on the position of our sites in order to broaden support and extend the association nationally. We will also shortly be selling Swindon Town Football Club merchandise and lottery tickets from our local sites, so watch out for these!

At the press conference someone said that £500,000 seemed a lot for a current 2nd Division club. My spontaneous reply was that I have not sponsored a 2nd Division club but a future top division club. After what is only a short association with Swindon Town Football Club I believe this was a very well-judged statement.

We are delighted with this partnership and wish the team the very best of luck for a successful football season.

Together we are going to drive to the top.

Backing Vocals

RESERVES

Our Reserve Team's season kicked off with a 2-1 home win over near neighbours Reading.

It was a game which we could have won by five or six clear goals but in the end we were happy to have got the victory.

Fielding one of our strongest sides in the Football Combination for a very long time we dominated the game for long periods.

Our opening goal came after twenty minutes when defender Adrian Viveash broke from the back, played a one-two on the edge of the box and calmly slotted the ball home past the Reading keeper.

Unfortunately for us we could not turn our overall dominance into goals, several chances going begging - even hitting the woodwork four times and the visiting keeper having an inspired day.

In a rare Reading attack just before half time, the experienced Trevor Senior scored heading in at the back post.

This came as quite a setback considering the amount of play we had.

The second half was played with Swindon camped around the Reading box trying to break the deadlock. After several near misses, we finally got the

goal we deserved with Steve White scrambling the ball home with seven minutes to go.

On the whole quite an encouraging start to the season and hopefully in future games we will be able to convert our chances into goals.

Team: Hammond; Murray; Trollope; Green; Lorenzo; Viveash; Bennett; Jones; White; Close; Ling.

Subs - Hunt; Hall.

NEVILLE.OVENDEN FOOTBALL COMBINATION

League Table up to and including 24.8.91

	Pld	Won	Dwn	Lost	Goals		Pts.
					For	Against	
ARSENAL	3	2	0	1	7	3	6
FULHAM	2	2	0	0	4	1	6
SOUTHAMPTON	3	2	0	1	5	4	6
CHELSEA	2	1	1	0	4	2	4
OXFORD LTD.	2	1	1	0	3	1	4
WIMBLEDON	2	1	1	0	6	5	4
NORWICH CITY	1	1	0	0	5	1	3
TOTTENHAM HOTSPUR	2	1	0	1	5	2	3
BRIGHON	2	1	0	1	5	4	3
LUTON TOWN	1	1	0	0	2	1	3
SWINDON TOWN	1	1	0	0	2	1	3
IPSWICH TOWN	1	0	1	0	4	4	1
MILLWALL	2	0	1	1	2	5	1
CRYSTAL PALACE	2	0	1	1	2	6	1
CHARLTON ATHLETIC	1	0	0	1	1	2	0
QPR	1	0	0	1	1	2	0
WATFORD	1	0	0	1	0	2	0
PORTSMOUTH	1	0	0	1	1	4	0
WEST HAM LTD.	2	0	0	2	0	3	0
READING	2	0	0	2	1	7	0

DRIVE TO THE TOP WITH BURMAH



*From our great team to yours –
every success in the Club's drive
to the top.*



Burmah

Top of the League with Motorists

Offbeat WITH JOHN GORMAN

It's so important to have a good strong first team squad. With the season only two weeks old, already four players have been out with injury.

All the permutations we tried on Tour may prove very important in the coming weeks.

Glenn, Colin Calderwood, Shaun Taylor and myself went to an interesting forum held by G.W.R. recently, and over one hundred fans turned up to fire some good questions in a light hearted way at us. We all had a good night in doing so. Some of the questions included, How some of the young players have already broken into the squad. Nicky Summerbee has really settled in well and looks a very exciting prospect for the Club. Fitzroy Simpson has found a new maturity this year and should go from strength to strength, with Richard Green and Dave Bennett now back fully fit both boys, are a real bonus when you consider the injuries they sustained, if they continue this progress they also will be challenging for a first team place in the future.

Injury to Dave Mitchells' ankle at Cambridge will keep him out for a few weeks , but we wish him a speedy recovery. David Kerslake, Steve Foley and Nicky Summerbee also are carrying injuries at present, and along with intensive treatment from Kevin Morris we have sent the lads up to The South Marston Country Club to use their excellent facilities there. This should help their progress along even quicker. We also acquired some valuable help recently from an old non-contract player, Steve Slattery a qualified masseur who gave up his time to assist us before matches. Glenn and I feel all these aspects are very important for players to keep on top shape for a long hard season, especially with midweek games taking their toll.





The Football Trust has been created to help football at all levels and especially to meet the requirements of Lord Justice Taylor's Final Report.



Annual income is expected to exceed £32 Million – £20 Million as a result of the reduction in Pool Betting Duty and the continuing contribution of over £12 Million annually from the Spotting-the-Ball competition organised by Littlewoods, Vernons & Zetters.



THE FOOTBALL TRUST
Helping the game

**YOU SUPPLY THE TALENT
MITRE SUPPLY THE REST !**



F O O T B A L L



MITRE ARE THE SOLE MANUFACTURER & SUPPLIER TO THE ENGLISH FOOTBALL LEAGUE
OF THE EXCLUSIVE DELTA DESIGN OFFICIAL MATCH BALL.

SHAUN TAYLOR

By COLIN BENSON



WHEN GLENN HODDLE realised he had a leaking defence at Swindon Town, he had no hesitation in calling in the plumber. It cost the Club £200,000 to secure the services of Shaun Taylor from Exeter City but it is an investment that promises to reap great dividends.

Taylor, is a solid, dependable defender who has missed just two games in the past three seasons, and though he was a late developer in terms of League football - he didn't join Exeter City from Bideford Town until he was 23 - he has not found the step up to Second Division problematic.

"It may be quite a big step from the Third to the Second but so far so good" says Shaun who hopes it will continue that way.

He admits that at one stage he wondered whether he would ever achieve his ambition to be a League player. The Devonshire brogue is distinctive as he reflects "When I was getting towards 23 I thought that maybe it had all passed me by. I felt that I was probably playing better at 21 but I have always wanted to be a footballer and luckily I was still single at the time. So though I had a good job I took the gamble to come into the Football League when Exeter City offered me the opportunity."

Born and bred in Plymouth, Shaun was on schoolboy forms with Argyle but when it came to handing out the Apprenticeships he was left high and dry.

His father advised him to get a trade and after a four year apprenticeship with the Council as plumber, Shaun went self-employed, bending water pipes by day and playing football for Bideford Town part-time.

"I really did enjoy it" claims Shaun, who adds "If I had been married when Exeter approached me I think I may have turned them down. In a way I was a lot better off plumbing and playing part-time, but when you are single and you have craved to play in the League since you were a small child then it is perhaps worth the gamble.

"When I first joined Exeter I was glad to be playing in the Fourth Division. We got promotion and that

fired the ambition and now that I am playing Second Division football the incentive is to go even further. Obviously my dream is to play in the First Division.

"Swindon have the potential and that is why I was delighted to be given the chance to come here. There are more supporters here and I don't know what it is, exactly, but everything here seems more important.

"There are a lot more skillful players at this level. More chances are snapped up than would be in the third or fourth divisions which means that there is no room to relax at the back.

"I can see this being a very hard season but hopefully I can do well and play my part in a Swindon success."

Shaun will experience great contrasts in this division. From the rather spartan facilities of the Abbey Stadium, where our lads were certainly not made to feel at home by a Cambridge United side who blasted three goals into our net, to rather grander stadium of Newcastle United, Sunderland and Leicester the venues and the opposition are mixed and stimulating.

"It is going to be interesting," agrees Shaun. "I have played at Cambridge a few times and as expected it was a battle, but it will be nice to play at Sunderland, Newcastle and places like Derby-Clubs who have a great tradition in the game." The former Western League strong-man has only played four competitive games for Swindon but does he think the side are good enough to go up?

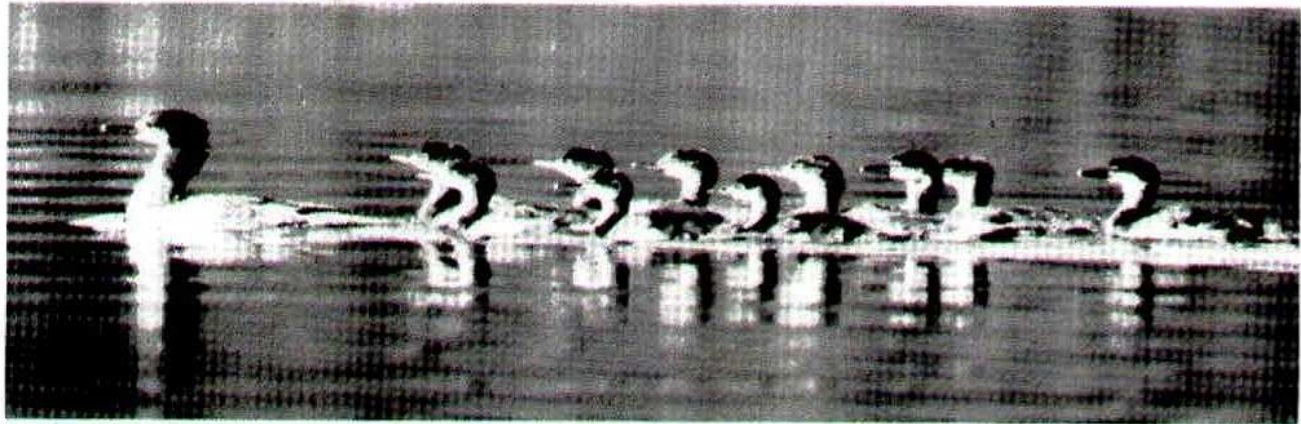
"I wouldn't be here if I was going to say 'oh no'" he retorted instantly. "I believe we have a great chance. We have a good blend of strong defenders, creative playmakers, and goal scorers, so given the rub of the green anything is possible. If we get it right this season could be ours."

As Shaun plugs the gaps in the town defence his ambitions remind one to the words of Ralph Hodgson "The song of men divinely wise / Who look and see in starry skies / Not stars so much as robins' eyes."





WALKER JACKSON



All WJ staff are trained to care for you and your Ford.

	All Fiesta except XR2 & RS Turbo	Escort/ Orion 1.1/1.3/1.4	Escort/Orion 1.6 + INJ exc. RS Turbo	Granada & Sierra 1.6/ 1.8/2.0/2.0i	Granada all V Engines	Transit Petrol Engine	Transit Diesel Engine
6000 mile Interim Service	£39.99	£39.99	£42.99	£44.99	£49.99	£42.99	£49.99
12000 mile Standard Service	£69.99	£69.99	£73.99	£79.99	£99.99	£89.99	£99.99
Fit Rear Seat Belts	£104.99	£104.99	£104.99	SIERRA ONLY £99.99	£109.99	N/A	N/A

ALL PRICES INCLUDE FITTING AND VAT



No-one takes training more seriously than Ford, whose Service Training College is the largest institute of its kind in the country. With their help, we're constantly enhancing our team's skills with the latest training courses. Our technicians are kept up-to-date with sophisticated technology; our receptionists are coached in looking after you courteously and professionally. We want to care for your Ford. Please contact our Service Receptionists for more details.



Walker Jackson & Co. Limited
CAR SERVICE
 Marlborough Road
 Tel: Swindon 520002

SERVICE CENTRE
OPEN SIX DAYS A WEEK
 Monday to Friday
 8.00 am - 6.00 pm
 Saturday 8.00 am - 12.30 pm



Walker Jackson & Co. Limited
VAN AND TRUCK SERVICE
 Coped Hall, Wootton Bassett
 Tel: Swindon 853344

SERVICE CENTRE
OPEN SIX DAYS A WEEK
 Monday to Friday
 8.00 am - 6.00 pm
 Saturday 7.00 am - 3.00 pm

It may be your car, but it's still our baby.



A VERY WARM

Welcome

TO

BARNESLEY



Barnsley By John Nolan

When Mel Machin was installed as the new manager at Oakwell, in January, 1990, he pledged to take Barnsley into Division One within three years. That was a bold prediction, for the 'Reds' have never finished higher than third in Division Two, and that feat was achieved in 1915 and again in 1922.

Yet, seventy years on, there is a great wave of optimism sweeping this Yorkshire mining town for though Mr Machin is only halfway through his projected scenario, there are positive signs that Barnsley, who just missed the play-offs last May, on goal difference, are making positive strides towards their first ever appearance in Division One.

The squad has been further strengthened during the summer by six new signings; Lee Butler, a 25 year-old goalkeeper, who played for Harworth Colliery before joining Lincoln City and was understudy to Nigel Spink at Villa Park until his £165,000 move to Yorkshire - being the only one not to make a starting line on the opening day of the season at Plymouth. Charles Bishop, Steve Davis, Gareth Williams, Deiniol Graham and John Pearson were all involved in the 2-1 defeat at Home Park where John Pearson made a scoring debut. But in their opening home game, against Sunderland, The Tykes crashed 3-0 before 12,454 disappointed fans.

Machin will be looking to shake his team up before they lose too much ground and with veterans such as Owen Archdeacon, the former Celtic midfielder, and Mark Smith to call upon, there could be some changes.

THE MAN IN CHARGE

MEL MACHIN, born at Newcastle-under-Lyme, on the 16th April 1945, was, in his playing days a cultured fullback, though he had started out as a striker.

He first came to prominence with the Stoke-on-Trent Schoolboy team and was soon persuaded to join the apprentice ranks at Port Vale. Turned professional in 1962 and four years later joined Gillingham.

Adapted successfully to a midfield role and in December 1970 moved to Bournemouth before joining the exodus to Carrow Road, along with John Bond and Ken Brown in December 1973.

Played for the Canaries for five years and scored hat-tricks in both the first team and reserves before joining the Seattle Sounders in the NFL. While in America Mel sustained a knee injury which led to his retirement in 1977.

Took up coaching with Norwich City working his way through the youth and reserve sides to become chief coach and Ken Brown's assistant in a highly successful partnership.

It was no surprise when he was offered the manager's chair at Maine Road in May 1987.

After missing promotion at his first attempt Manchester City clinched a place in Division One next time round. Machin's reward was the sack in December 1989. Within a month he was back in business with Barnsley and plotting another push for Division One.



BARNSLEY FOOTBALL CLUB LIMITED SEASON 1991/92
FRONT ROW (LEFT TO RIGHT) John Deeham (First Team Coach), Michael Jackson, Gary Fleming, Brian McCord, Mark Robinson, Mel Machin (Team Manager), Colin Marshall, Owen Archdeacon, Dean Connelly, Paul Cross, John Benson (Chief Scout),
MIDDLE ROW (LEFT TO RIGHT) Mark Nile (Physiotherapist), Brendan O'Connell, Andrew Liddell, Nicky Eaden, Mark Burton, Ian Banks, Charlie Bishop, Daniel Graham, Wayne Bullimore, Gareth Williams, Steve Davis, Eric Winstanley (Youth Coach)
BACK ROW (LEFT TO RIGHT) Alan Wilkinson, Colin Hoyte, Andy Rammell, Gerry Taggart, Phil Whitehead, Lee Butler, John Pearson, Mark Smith, Andy Saville, Phil Griderlet.

THE ABC OF BARNLSLEY

IAN BANKS - Midfield. Born 9-1-61; he originally joined Barnsley in 1977 as an apprentice and made his debut at Wigan (3-3-79). In August 1983, Leicester City signed for £100,000 and three years later he moved to Huddersfield Town. Subsequently played for Bradford City and W.B.A. before returning to Oakwell in July 1989 for £100,000.

CHARLES BISHOP - Defender. Born 16-2-68, in Nottingham. An apprentice with Stoke City he moved on to Watford then Bury, with whom he made his League debut v Grimsby (15-9-87). Made over 130 appearances before joining Barnsley in July 1991 for £50,000, making his debut at Plymouth.

STEVE DAVIS - Defender. Born 26-7-65. Was Burnley's 'Player of the year' last season as he completed 140 appearances for the Turf Moor club. Came into the game with Stoke City but did not make his League debut until August '84 for Crew Alexandra at Rochdale. Made 145 League appearances before signing for Burnley in October '87. Gained England Youth honours.

GARY FLEMING - Defender. Born Londonderry 17-2-67 Gary was recruited to the Nottingham Forest youth ranks and made his League debut at Highbury (13-4-85). Met Machin at Oakwell in March 1990 for £65,000.

DENIOL GRAHAM - Forward. Born Stafford 4-10-69, of Welsh parents he was on Manchester United's books until last August when he transferred to Barnsley for £50,000.

BRIAN McCORD - Midfield. A Derby lad, born 24-8-68, he graduated through the Rams ranks to make his League debut, at Wimbledon, (1-1-88). Moved to Barnsley in March 1990 - the fee £80,000 - after an impressive loan spell.

BRENDON O'CONNELL - Midfield. Born 12-11-66 in London he joined Portsmouth as an apprentice but did not gain first team recognition until joining Exeter City in 1986. Scored 19 goals in 81 games for City and was top scorer at Burnley in 1988-89 with 13 goals. Barnsley paid £45,000 for his transfer March 1990.

JOHN PEARSON - Forward. Born Sheffield 1-9-63. John is hoping to make this a fourth promotion season to Division One having achieved this success with Sheffield Wednesday, Charlton Athletic and Leeds United. Moved from Elland Road this July for £135,000.

ANDY RAMMELL - Forward. Started with his home-town side Nuneaton Borough and was with Atherstone when Manchester United snapped him up in 1989 for £60,000. Scored 16 goals in the 'Reds' reserves that season and joined Barnsley for £100,000 in September 1990.

MARK SMITH - Central Defender. Was tipped as a future England star when he commenced his career with his home-town club Sheffield Wednesday. Made 282 League appearances for the Owls but a horrific leg fracture nearly ended his career. Moved to Plymouth in 1988 and in December 1989 returned to Yorkshire for £150,000. Born: 21-3-60.

GERRY TAGGART - Defender. Current Northern Ireland international, Gerry is a former captain of the Manchester City youth team. Made 9 appearances for their promotion side 1988-89 and joined Barnsley in January 1990 for £70,000. Born: 18-10-70.

PHILLIP WHITEHEAD - Goalkeeper. A Halifax lad, born 17-12-69 - Philip made 52 League appearances for Halifax Town before moving to Oakwell for a down payment of £60,000 which will increase to £150,000 as he clocks up more games. Stands 6'2" and has been with Barnsley since March 1990.

GARETH WILLIAMS - Midfield. Hails from the Isle of Wight (born 12-3-67), and was with Gosport Borough before joining Aston Villa in 1987. Made his League debut at Crystal Palace 9-4-88 and had played a dozen games before £150,000 transfer to Barnsley in August 1991.

KIT SPONSORS

Glenn Hoddle

FULL KIT

Swindon Town London

Supporters Club:

Contact David Mouland:

081 503 3735

Paul Rowe:

081 202 4070

Darren Hall

KEY

----- A

----- B

----- C

----- D

----- E

----- F

John Gorman

F - Mr. Tim Barnes

A - B - C - D - E:

Silver Knight

Coaches Ltd

Andy Rowland

John Trollope

Highworth

B - C - Jefferies

DIY Supplies

E - Hirst Garages

Tom Jones

FULL KIT



Bass Brewers South

Kevin Morris

E - Geoff James

of Banbury

Frazer Digby

A - Mr. & Mrs. J Fisher

B - D - F - Semitron Ind Ltd.

C - Simon & Kate Peet,
White Hart, Oare.

E - The Brown Family,
Carterton

Nicky Hammond

FULL KIT

Cleaning

Enterprizes of
Wroughton.

Adrian Viveash

FULL KIT

Flow Forms

David Kerslake

B - Mick Roberts,

Trowbridge

Nestor Lorenzo

FULL KIT

Haine & Smith

Opticians;

Swindon & Throughout

Wiltshire

Colin Calderwood

D - Nigel, Sam and

Roland Jones with

Peggy Postma

E - Mr. & Mrs. Peet,

White Hart, Oare.

Ross MacLaren

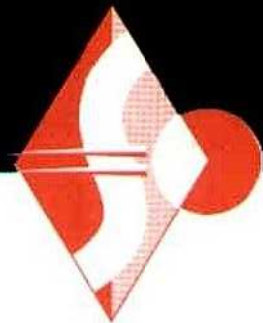
E - Lynne Stevens,
Warminster.

D: Mrs. J. Chilcott,
Warminster.

C: Sharon Adams &
Michelle Zydovich

Why not support your favourite player by sponsoring either whole or part of thier kit. The First Team squad plus the management team and physiotherapist are made available for sponsorship . Each item of kit may be sponsored as listed below, or you can sponsor your chosen players entire kit for just £250. For details telephone Sharon Gentry on 0793 430430.

Shirt £75 - Shorts £40 - Socks £20 - Boots £60 - Tracksuit £50 - Training Shoes £40



**SWINDON
TOWN
F.C.**

Micky Hazard

FULL KIT
Marchants
Contract Ltd
Cleaning &
Britannia Life
Services

Shaun Taylor

FULL KIT
Wessex
Conservatories

Eddie Murray

Steve Foley

A - E - Mrs.J.Chilcott,
Warminster.
D - Lynne Stevens,
Warminster.
C - Top Table
Posse.

Fitzroy Simpson

FULL KIT
Ray Hardman

Steve White

FULL KIT
G & M
Alexander

David Mitchell

FULL KIT
The Sun,
Marlborough.

Duncan Shearer

FULL KIT
Mary Hewer,
Take-Away.

Shaun Close

Paul Hunt

Richard Green

Paul Trollope

Martin Ling

Dave Bennett

B - C - Colin Aldridge,
Highworth.
E - Mr. & Mrs. J Fisher

Nicky Summerbee

FULL KIT
Sir.Seton Wills.



Burmah

FAN APPRECIATION
1
DAY

CLUB SHOP

**ORDER YOUR NEW KIT
FROM THE CLUB SHOP NOW**



Classics

1 9 6 9

March 25th. Swindon 2 Barnsley 0

Two of the last three County Ground clashes between the two clubs have been goalless draws and could hardly be described as 'classic encounters'.

We return instead to a March evening 22 years ago, when the result was of more importance to the town than the quality of the football.

The game came just ten days after that remarkable 3-1 victory over Arsenal in the League Cup Final. But in the challenge for the Third Division title, Swindon had just suffered three successive defeats - all away from home.

The Town lined up without full-back Rod Thomas, who was in Frankfurt on international duty with Wales. Owen Dawson, who had missed the last eleven games with a hip injury, was ready to step in. The only other change to the side that had triumphed at Wembley was at number seven, where the injured Don Heath made way for Willie Penman.

And it was Penman who set up the first goal for Swindon five minutes after the break. His cross from the right found Joe Butler on the edge of the area and the midfielder hit a tremendous drive which Roy Ironside somehow managed to tip on to the crossbar. But in so doing, the unfortunate keeper crashed against an upright and Peter Noble pounced while

Paul Plowman

continues to look back at previous encounters with today's visitors



he lay injured. A somewhat jittery Town side finally made certain of the points four minutes from the end, after Penman had been fouled on the half-way line. John Trollope's long free-kick floated into the area, where the uneven bounce deceived Ironside as he raced out to meet the chasing Noble and defender Brian Raggett. The ball hit the keeper on the legs, spun loose and fell invitingly for the Swindon striker to hit home.



*Peter Noble...
Two opportunist goals*

It was the Town's fifth successive home win and put them level on goal average with leaders Watford.

Town:

Downsborough, Dawson, Trollope, Butler, Burrows, Harland, Penman, Smart, Smith, Noble, Rogers. Sub not used: Desmeules.

Barnsley:

Ironside, Murphy, Booth, Bettany, Raggett, Brookes, Earnshaw, Dean, Loyden, Robson, Hamsted.

NEWS WAVE



A disappointing start to the season both fixtures ending in defeats. Although losing both games the performances were totally different.

The game against Brighton gave some promising performances both individually and as a team keeping to the three central defenders as in the pre-season games which gave us a good part of possession, playing some good football but did not create too many openings, as the ball was given away in vital areas. Both sides tried to play good constructive football and could have gone either way but slack play allowed Brighton to score a goal in each half.

Promising signs from some players and on the new formation and with more concentration when not in possession and more care with the ball can progress and look forward to a good season.

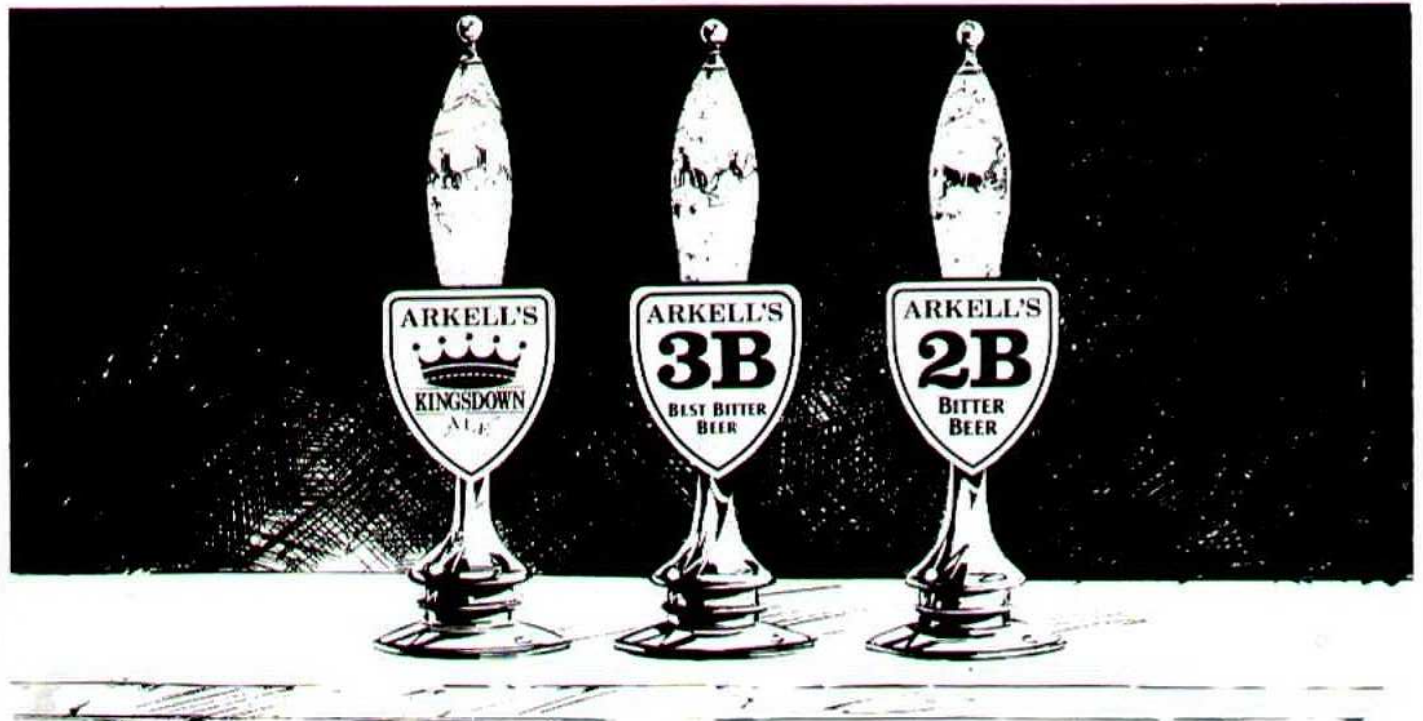
Unfortunately this optimism was short lived with a post performance

against Bristol Rovers. Never getting into the game we were second best in every department mainly by not applying ourselves properly or making things happen. To play a passing game you must have movement and players giving the man on the ball options. Poor control and awareness gave away the ball far too much, losing concentration when defending set plays, proved very costly.

But for Barry Williams in goal and Andy Thomson in defence the outcome could have been more than the 3-0 defeat. Players must apply themselves better, keeping the game simple and early and play for the team more.

John Trollope
Youth Team Manager.

ARKELL'S EST 1843



A welcome name wherever you go.

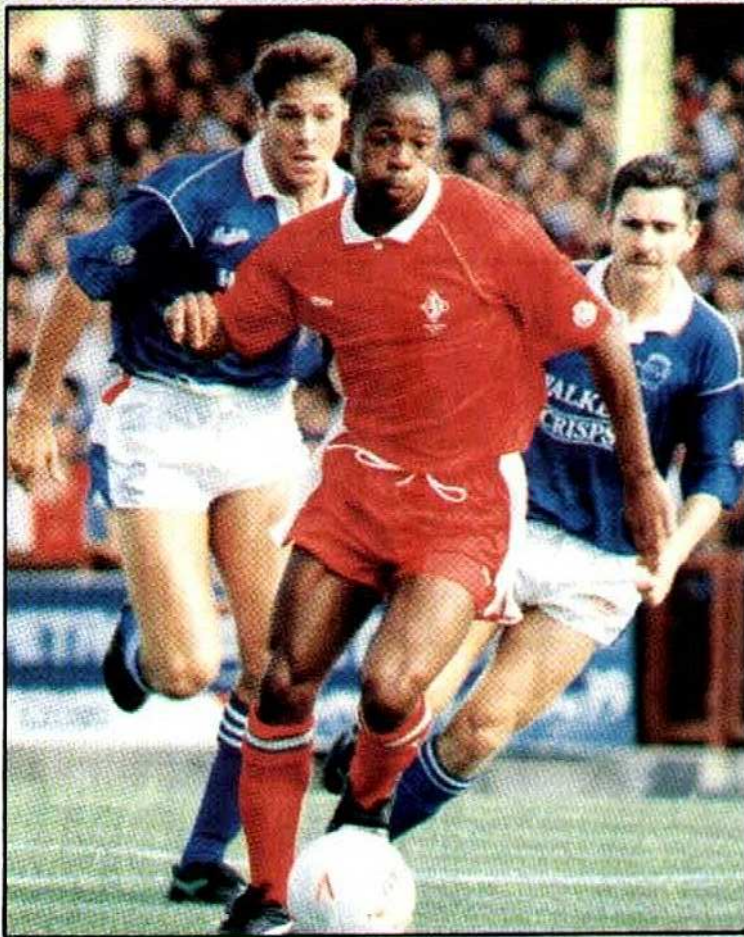
Arkell's Brewery Ltd., Kingsdown, Swindon, Wilts. SN2 6RU. Tel: 0793 823026.

**We've got the Jewson
lot at over 200
branches nationwide.**

FIND US IN YOUR LOCAL YELLOW PAGES.



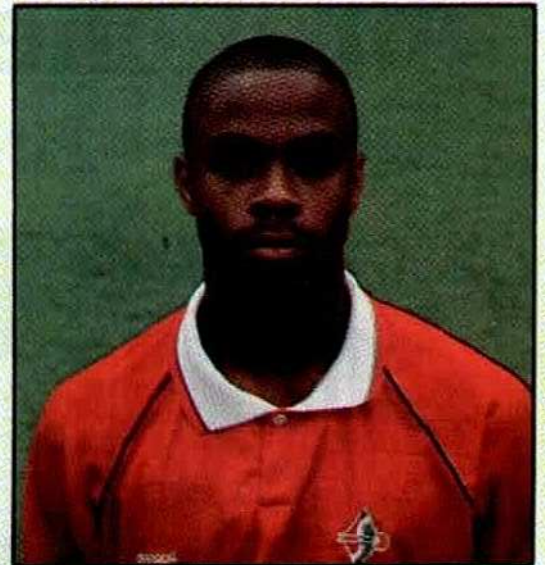
ENCORE



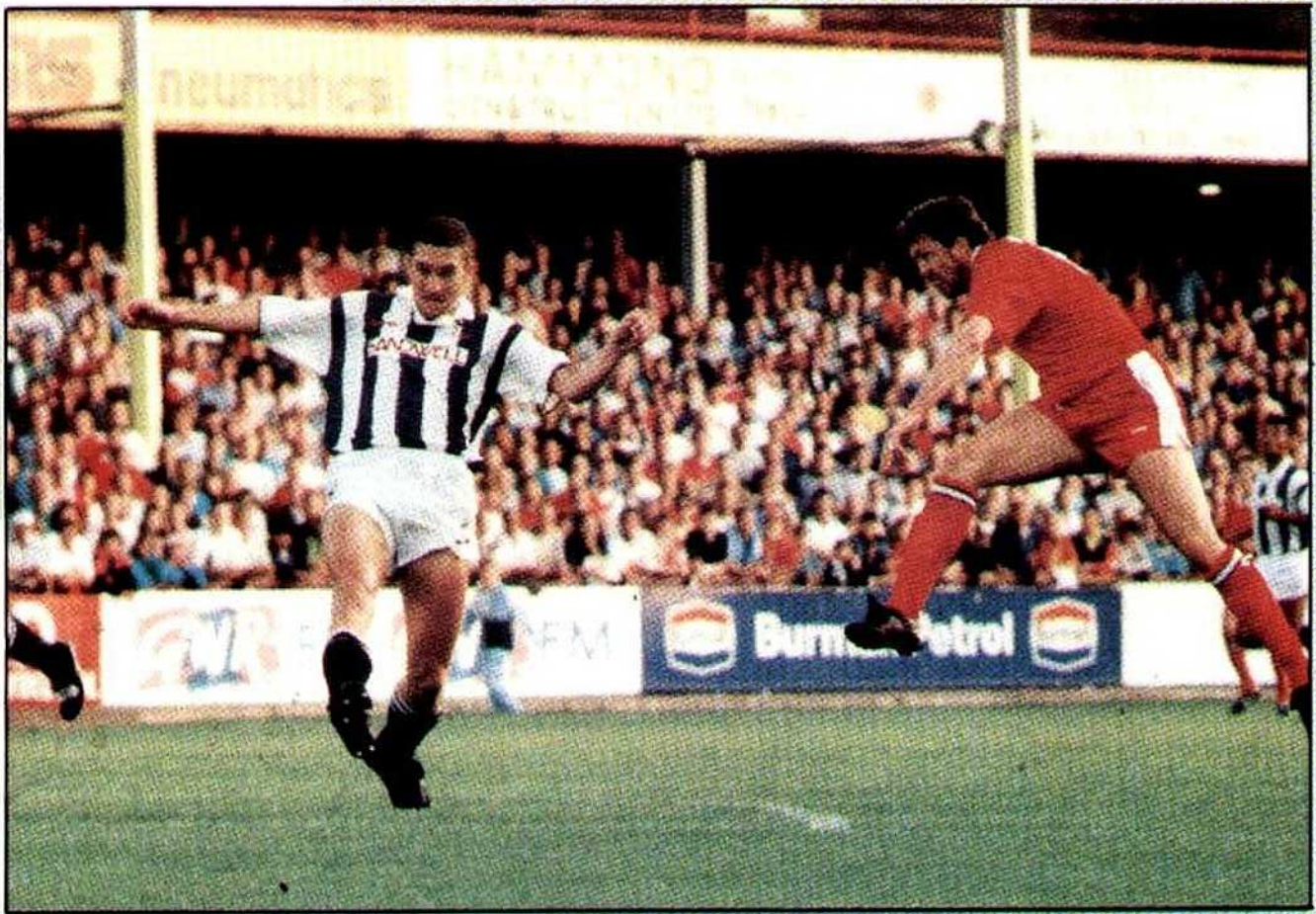
Fitzroy Simpson on the ball
against Leicester City



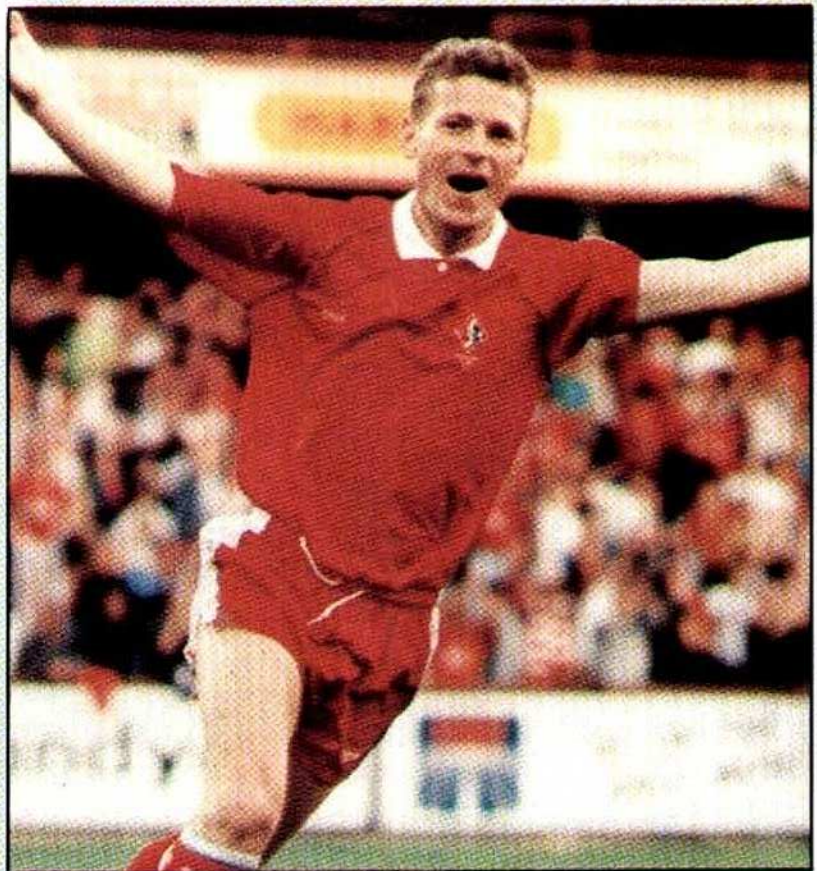
Dave Mitchell



Fitzroy Simpson



Dave Mitchell flies home against West Bromwich Albion last week



Mickey Hazard in jubilant celebration with his first goal of the season

TODAYS LINE UP



**SWINDON
TOWN
F.C.**

TONIGHTS MITRE
MATCHBALL
SPONSOR IS:

**EMERY,
McLAVEN,
ORR**

FORTHCOMING GAMES AT
THE COUNTY GROUND:
Thursday 5 September 1991
Southern Junior Floodlit Cup
1st Round vs CHELSEA
Kick Off: 7.30pm.

Monday 9 September
Reserve Team Cup
vs BRISTOL ROVERS
Kick Off: 2.00pm.

SWINDON TOWN

TEAM
CHANGES

- 1 Fraser Digby
- 2 Tom Jones
- 3 Adrian Viveash
- 4 Glenn Hoddle
- 5 Colin Calderwood
- 6 Shaun Taylor
- 7 Micky Hazard
- 8 Duncan Shearer
- 9 Steve White
- 10 Ross MacLaren
- 11 Fitzroy Simpson

SUB: **12**

14

Referee: M.J. Bodenham (East Looe, Cornwall) Linesman Red Trim: M.J. Holohan (Swansea)
Linesman Yellow Trim: D.J. Rowley (Bristol) Reserve Official: R. Stephen (Pewsey)

BARNSELY

TEAM
CHANGES

- 1 Phil Whitehead
- 2 Charlie Bishop
- 3 Mark Smith
- 4 Ian Banks
- 5 Steve Davis
- 6 Gerry Taggart
- 7 Brendan O'Connell
- 8 Andy Rammell
- 9 John Pearson
- 10 Gary Fleming
- 11 Dean Connelly

SUB: **12**

14

HALF-TIME
SCORE

FULL-TIME
SCORE

ATTENDANCE

