

THE OFFICIAL MATCHDAY MAGAZINE OF SWINDON TOWN F.C. PRICE £1.50

SWINDON TOWN

ISSUE NO. 1

NOW!

**48 full-colour
pages
for £1.50**

PROFILE

**New signing
Scott Leitch**

EXCLUSIVE

**Rikki Hunt's
North Pole
triumph**

FREE INSIDE

**Swindon Town
1996/97 Team
poster**

**TODAY'S
MATCHDAY
SPONSORS**



KIT SPONSOR



MAIN SPONSOR



SWINDON
TOWN
F.C.

**TUESDAY AUGUST 20th 1996
Swindon Town vs Wolves
COCA-COLA CUP ROUND 1 (1ST LEG)
Kick-Off 7.45pm**



PROTECTION

ATTRACTION



A RADICAL NEW ENGINE OIL FROM THE LIQUID ENGINEERS

- ***"Unique Molecular Attraction"***
- ***Protection from the moment
you turn your key***



**The Liquid
Engineers**



Swindon Town Football Club
County Ground, County Road,
Swindon, Wiltshire, SN1 2ED.

(01793) 430430 ADMINISTRATION
(01793) 536170 ADMINISTRATION FAX
(01793) 532121 MARKETING DEPARTMENT
(01793) 423771 MARKETING FAX
(01793) 529000 TICKET OFFICE
(01793) 431887 TICKET OFFICE FAX
(01793) 421303 COMMUNITY OFFICE
(01793) 423030 CLUB SUPERSTORE

Chairman:
MICHAEL SPEARMAN

Vice Chairman:
PETER ARCHER

Directors:
Sir SETON WILLS Bt., CLIFF PUFFETT
PETER GODWIN C.B.E., RIKKI HUNT

Director of Football:
RIKKI HUNT

President:
C.J. GREEN

Chief Executive:
STEVE JONES

Player/Manager:
STEVE McMAHON

Sales & Marketing Manager:
MARTIN STEVENS

First Team Coach:
ANDY ROWLAND

Reserve Team Coach:
ROSS MacLAREN

Youth Team Manager:
TOMMY WHEELDON

Youth Development Officer:
PHIL CANNON

Community Development Officers:
CLIVE MAGUIRE & JON HOLLOWAY

Safety Officer/ Stadium Manager:
MIKE HUGHES

Club Physio:
JONATHAN TRIGG

Hon. Medical Officer:
Dr. J.D. NICHOLAS

Matchday Magazine Editor:
JASON HARRIS: (01793) 532121

Design: NICK PRESCOTT
Produced & Printed by:
PIA MARKETING COMMUNICATIONS LTD.
(01635) 35546
PIA COLOUR PRINT LTD.
(01635) 582706

The views contained herein are not necessarily those of Swindon Town Football Club. No part of this programme may be reproduced without the written permission of Swindon Town F.C.

welcome to swindon town



What a way to start our home fixtures with what promises to be a sizzling Coca-Cola Cup tie against Mark McGhee's Wolverhampton Wanderers.

The Sky cameras are here to witness the first round first leg in which we try to tame the Wolves who are hungry for success after several years in the wilderness.

Mark McGhee has splashed out some big bucks in an attempt to bring the glory days back to Molineux.

In contrast Swindon boss Steve McMahon has spent a total of just £15,000 on his four new faces (three of them on free transfers).

So it is going to be interesting to see how the lads fare against the big spenders.

Hectic schedule

Tonight's match is the first of three consecutive home fixtures for the Club.

On Saturday we begin our home league account with the visit of Port Vale (3pm) and next Wednesday Oldham Athletic are the visitors to the County Ground (7.45pm).

Although no points are up for grabs tonight, they are in the next two games so if we can make the most of home advantage it could be a flying start for the team.

Open Day delight

Swindon Town opened its gates to the public a

week ago and what a response their was from you the fans.

Over 3000 supporters came to the ground to get players autographs and have a look behind the scenes.

We plan to make this an annual event so make sure you can attend next season.

New faces

A warm welcome to our four new signings who, if selected, will be making their competitive home debuts tonight.

There is now an International flavour at the ground after the arrival of frenchman FREDERIC DARRAS from Bastia.

Another "foreigner" is super-SCOT SCOTT LEITCH who joined from Hearts, while making up the quartet are Englishmen MARK WALTERS and KEVIN WATSON.

New seats & suites

During the close season the builders have been busy developing and improving the facilities at the County Ground.

The Stratton Bank (away end) has had 2000 new seats installed while other parts of the ground have been given a lick of paint.

Inside a new set of suites have been built in the Castrol Stand to further enhance the Club's corporate facilities.

A new players bar has been installed, the older suites have been re-decorated and the Club will continue to upgrade and develop the stadium, making it one of the best in the First Division.



Eat Football. Sleep Football. Drink Coca-Cola.



© 1996 The Coca-Cola Company. "Coca-Cola" and the Dynamic Ribbon device are registered trademarks of The Coca-Cola Company.

If teams could **transfer fans,**
what would you be worth?

the manager

Steve McMahon



Tonight we welcome Mark McGhee and his Wolves to the County Ground in the Coca-Cola Cup for what promises to be a big test for us.

A decent run in cup competitions is important for clubs like us as it can be a major financial boost but we have a major hurdle to clear if we are to make progress.

It shows the difference between the second and first divisions when we have to face a massive club like Wolves. I know this is a cup game but we have to play them twice in the league as well so tonight should give us a good idea of how we are going to fair against the big clubs.

It really is a heck of a game to start with and knowing Mark McGhee I'm sure he'll have his team fired up for this one.

Mark did a brilliant job at Reading with limited resources and after a short spell at Leicester he took charge at Wolves. No doubt they made him an offer he couldn't refuse and although he has taken some criticism for the move, I am sure he knew what he was doing.

He's his own man with his own principles and I hope he can bring the glory days back to Molineux - although I don't want it to be at our expense in the Coca-Cola Cup.

We are all pleased that Sky have chosen to cover tonight's game live. It gives our players the chance to be in the limelight and we'll be doing all we can to put on a show to entertain the viewers. No doubt you the fans will make sure the atmosphere is electric and I look forward to hearing you all again on Saturday when we play Port Vale here in our first home league game of the season.



today's visitors

Mark McGhee brings his Wolves side to the County Ground hoping to kick off the season on a brighter note than they finished it last term.

The men from Molineux, backed by the millions from owner Sir Jack Hayward, were many experts' choice as likely winners of the First Division last term but instead they faced a long battle against relegation, finishing in a very disappointing 20th place, only three points from the drop.

Salt was rubbed into McGhee's wounds as Leicester, the club he left to move across the Midlands, won promotion via the Play-Off Final.

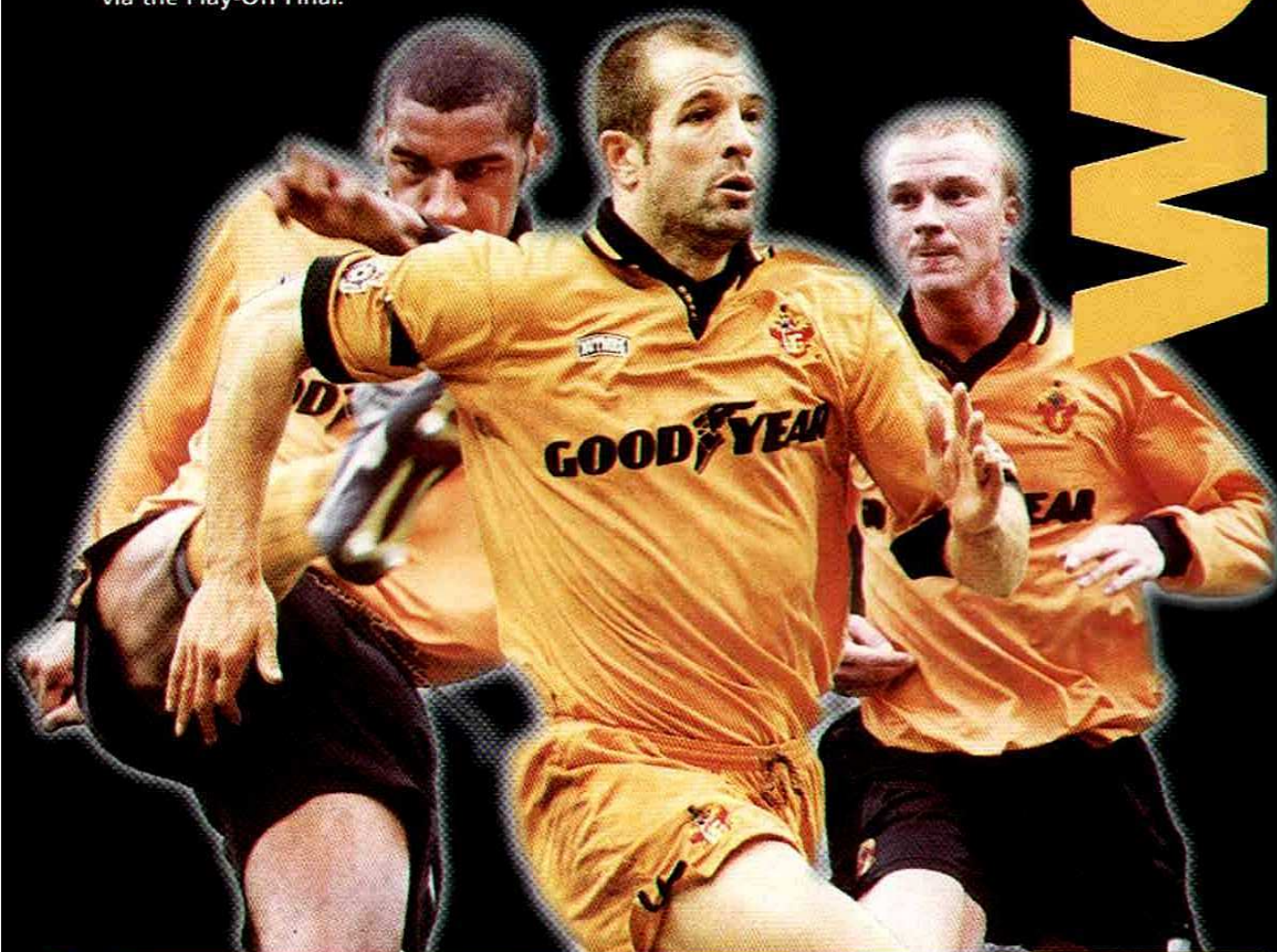
And it will be his job to make sure Wolves follow suit this season.

The boys from the Black Country will look to the arrival of former England star Keith Curle to stabilise their defence but a lot will rest on the shoulders of the Tipton terror, Steve Bull, to fire the goals to take the club back to the top flight.

Bully has smashed 217 League goals in 385 games for the club and with strike partner Don Goodman missing for at least another six months after suffering a fractured skull in their final home game of last term, his form - and more importantly - strike rate could hold the key to Wolves' destiny.



SWINDON WOLVES





one to watch Keith Curle

There is so much quality in the Wolves squad that it is difficult to pick out a single star attraction.

The goalkeeping prowess of Mike Stowell, the defensive brilliance of Dean Richards, the midfield passing range of Simon Osborn and the well-documented predatory instincts of Steve Bull are all worthy of mention.

But a few weeks before the start of the current campaign, Mark McGhee stepped into the transfer market to secure the

services of former Manchester City and England star Keith Curle - and he is hoping that Curle can be the man to help Wolves wander back into the Premiership's promised land.

Picked up by Manchester City from Wimbledon, Curle was a typical success story from the little South London club. He had spent much of his career trawling around the lower divisions when the Dons paid £500,000 for his services in October 1988.

In less than three years, the astute management team had



turned Curle from a journeyman into one of the classiest central defenders around, before selling him to Manchester City.

Era	Club	Games	Goals	Fee
81/82 - 83/84	Bristol R	32	4	From Apprentice
83/84	Torquay	16	5	£5,000
83/84 - 87/88	Bristol C	121	1	£10,000
87/88 - 88/89	Reading	40	-	£150,000
88/89 - 90/91	Wimbledon	93	3	£500,000
91/92 - 95/96	Man City	171	11	£2.5m
96/97	Wolves			£650,000

Mark McGhee the manager

He may not have won many friends in the environs of Reading and Leicester, but Mark McGhee can lay claim to being one of the brightest young managers in the British game.

A quality player in his days with Newcastle, Aberdeen, Hamburg, Celtic and

Scotland, McGhee

has obviously learned well from the leading coaches he played under and - at

Reading in particular - showed a great ability

for producing results whilst still playing some quality football.

It was as a striker with Aberdeen that McGhee first hit the headlines as he

played his part in the Dons' hugely successful sides of the mid-1980s.

A clever and thoughtful frontman,

with plenty of ball

skills, McGhee netted a

total of 63 goals in 164

League appearances for

the Dons and helped them to

an historic 1983 European Cup-Winners' Cup victory over Real Madrid, as well as three Scottish Cup triumphs.

He took over as player-manager at Reading in the summer of 1991, and the Royals only narrowly avoided relegation in his first season in charge. The 1992/93 term saw an improvement, and in 1993/94 his bright young side took the Second Division by storm to lift the title.

With the following campaign beginning in much the same style, Reading were riding high in Division One when McGhee suddenly packed his bags and moved on to Filbert Street, taking his assistant Colin Lee with him to the Midlands.

After a few months in the hot-seat there he was tempted to Molineux.

With Wolves struggling for form, McGhee was quick to steady the ship and after a quiet rebuilding period he feels that the 1996/97 campaign could finally be the one where the massive potential at Molineux is realised - and millionaire president Sir Jack Hayward can reap the rewards of his massive investment in all areas of the club.



playerprofile

W O L V E R H A M P T O N W A N D E R E R S

In **MIKE STOWELL** Wolves can boast one of the top goalkeepers outside the top flight, and his fine form and consistency have earned him the number one spot at Molineux for the past six seasons.

Stowell began with Preston before moving to Everton on a free in 1985/86. He had loan spells at Chester, Man City, Port Vale, Wolves and Preston before moving to Molineux permanently for £250,000 in June 1990.

In front of Stowell is former England Under-21 skipper, and club record buy,

DEAN RICHARDS - a £1.3m purchase from Bradford during the summer of 1995 and a repeated subject of transfer speculation thanks to his assured performances in central defence.

Welsh International **ADRIAN WILLIAMS** was a summer signing from boss Mark McGhee's old club, Reading, and is expected to slot in to the heart of the Wolves' defence.

Unfortunately, the 25-year-old suffered a cruciate ligament injury during pre-season and will be out of action for several months.

NEIL MASTERS has struggled with a series of injuries since moving from Bournemouth for a £350,000 fee in December 1993 and will be hoping for a clean bill of health this time around, while other options at the back include full-back **BRIAN LAW**, a member of the Welsh international squad, and the popular **MARK RANKINE**, a £70,000 capture from Doncaster Rovers in January 1992.

Penalty taker, and regular left-back, is the popular **ANDY THOMPSON** who joined the club in the same deal that took Steve Bull to Molineux from WBA in November 1986.

MARK VENUS has struggled for a regular first-team place, but is versatile enough to play anywhere across the back four or in midfield, while the club have high hopes for England U21 player **JAMIE SMITH** and the versatile £750,000 purchase **NEIL EMBLEN** from Millwall.

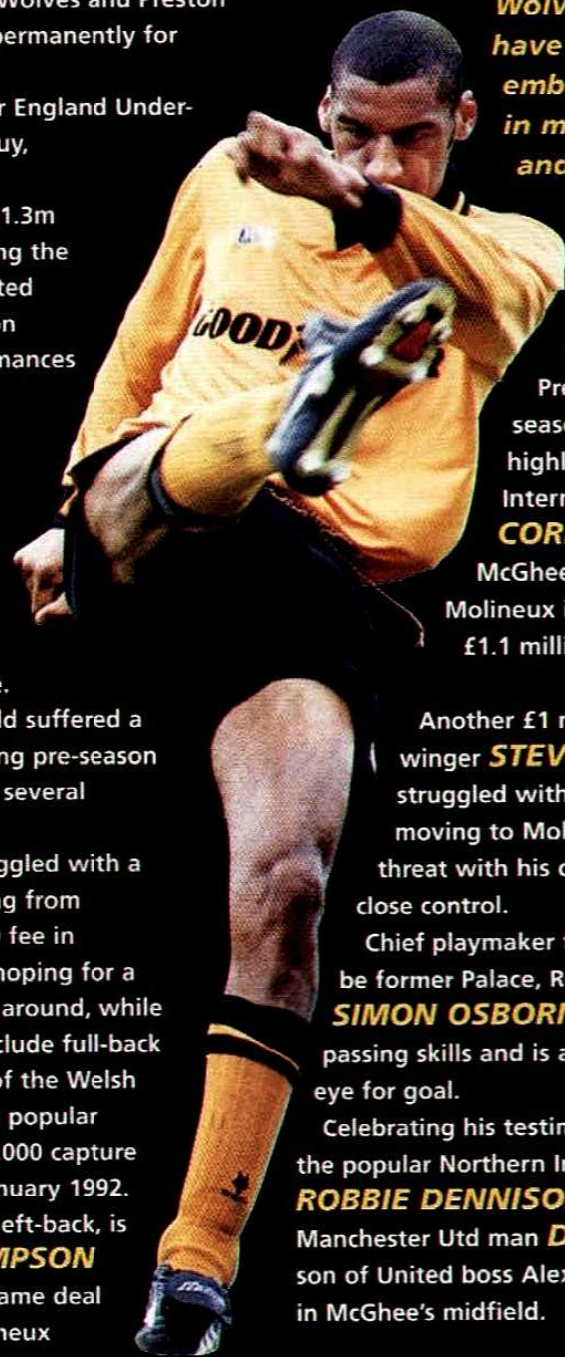
Wolves could be said to have something of an embarrassment of riches in midfield, where grit and flair combine well.

The experienced **MARK ATKINS** moved to Wolves in September 1995 after a Premier League winning season with Blackburn, while highly-rated Australian International **STEVE CORICA** followed Mark McGhee from Leicester to Molineux in February of this year for £1.1 million.

Another £1 million man is former Villa winger **STEVE FROGGATT**, who has struggled with illness and injury since moving to Molineux, but is a potent threat with his combination of speed and close control.

Chief playmaker for the Wolves is likely to be former Palace, Reading and QPR man **SIMON OSBORN** who has a good range of passing skills and is a busy midfielder with an eye for goal.

Celebrating his testimonial season in 1996/97 is the popular Northern Ireland International **ROBBIE DENNISON**, while former Manchester Utd man **DARREN FERGUSON** - son of United boss Alex Ferguson - is another star in McGhee's midfield.



wolves

P L A Y E R P R O F I L E



Ex-England player **GEOFF THOMAS** has yet to make a real impact at Molineux since signing three years ago due to a series of operations on his knee. But the combative former Palace and Crewe midfielder is a natural battler and is determined to show his class this season.

A familiar figure will be leading the line for Mark McGhee's troops.

STEVE BULL has clocked up more than 250 senior goals for Wolves and is as dangerous today as he was when he made his England debut as a Third Division player back in

1989. He has smashed all sorts of scoring records and is - among other things - the club's all-time leading goal-getter.

He was partnered last term by former Sunderland forward

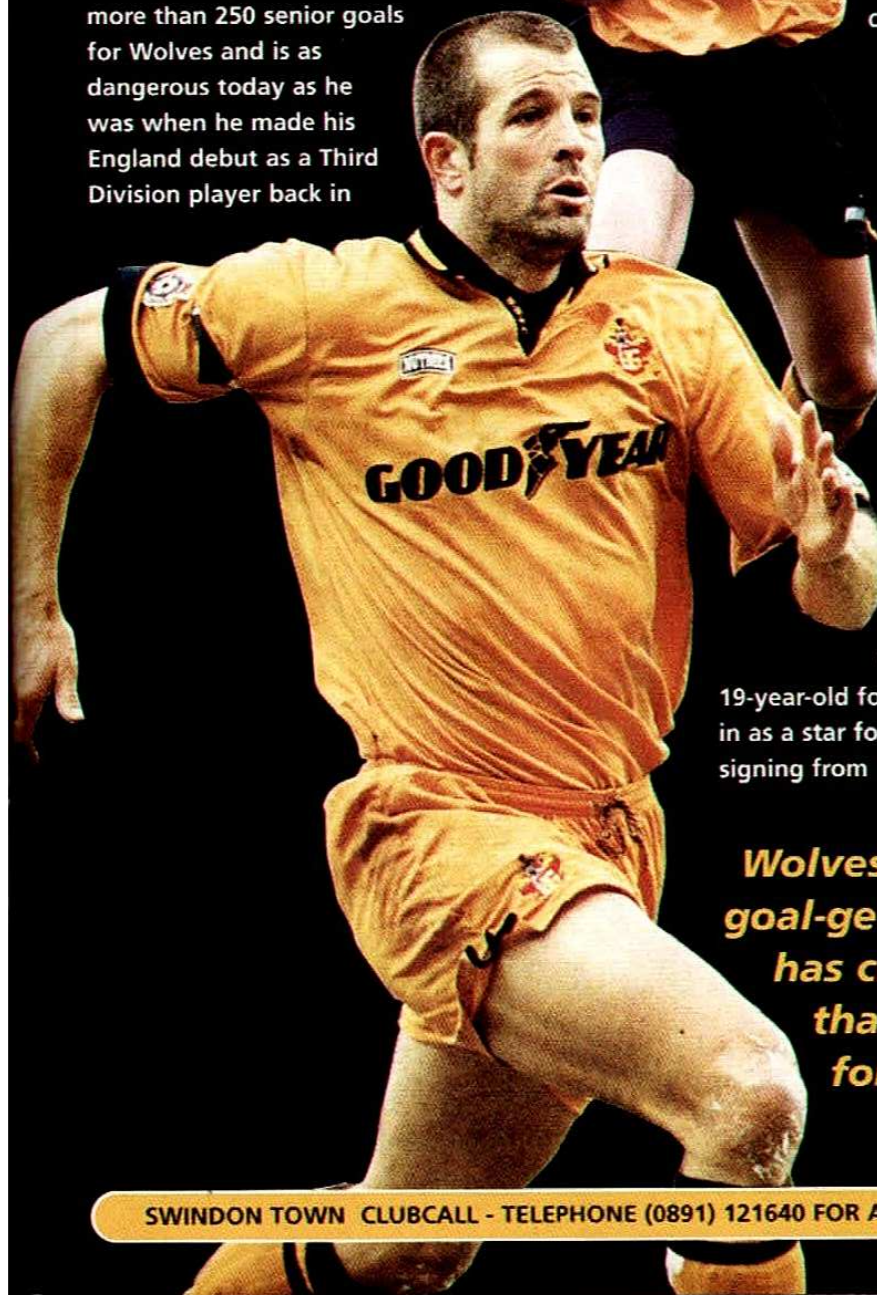
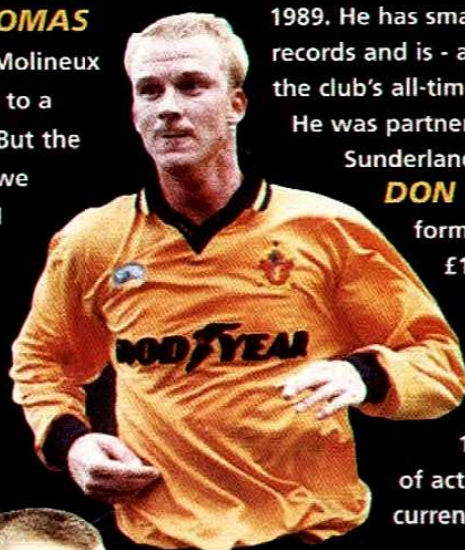
DON GOODMAN who cost former Wolves boss Graham Taylor £1.2m when he moved to Molineux in December 1994. Unfortunately, Goodman suffered a fractured skull in the last home game of 1995/96 and is likely to be out of action for much of the current campaign.

In a bid to limit the damage, Mark McGhee stepped in to sign another of his former Leicester proteges, **IWAN ROBERTS**, during the summer. Welsh international Roberts helped fire Leicester into the Premiership last term, but turned his back on the top flight to rejoin McGhee at Molineux.

Ex-England and Aston Villa wide man **TONY DALEY** is hoping that his injury nightmare is behind him as he bids to prove he is worth the £1.25 million cheque laid out for his services while **JERMAINE WRIGHT** is a

19-year-old forward who Graham Taylor invested in as a star for the future. He cost £50,000 when signing from Millwall at Christmas 1994.

Wolves' all-time leading goal-getter STEVE BULL has clocked up more than 250 senior goals for the club.



wolves

VITAL STATISTICS



WOLVES' record over the last 10 years

Season	Div	P	W	D	L	F	A	Pts	Pos
86/87	4	46	24	7	15	69	50	79	4th
87/88	4	46	27	9	10	82	43	90	1st
88/89	3	46	26	14	6	96	49	92	1st
89/90	2	46	18	13	15	67	60	67	10th
90/91	2	46	13	19	14	63	63	58	12th
91/92	2	46	18	10	18	61	54	64	11th
92/93	1	46	16	13	17	57	56	61	11th
93/94	1	46	17	17	12	60	47	68	8th
94/95	1	46	21	13	12	77	61	76	4th
95/96	1	46	13	16	17	56	62	55	20th



**10 YEAR
RECORD**

Our League record v Wolves

HOME

Div	Result
03 Sep, 1989	2 3-1
18 Sep, 1990	2 1-0
18 Apr, 1992	2 1-0
30 Jan, 1993	1 1-0
08 Oct, 1994	1 3-2

AWAY

Div	Result
20 Jan, 1990	2 1-2
16 Apr, 1991	2 2-1
21 Sep, 1991	2 1-2
22 Aug, 1992	1 2-2
07 May, 1995	1 1-1

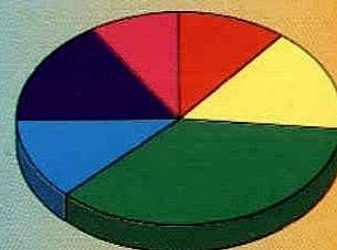
Swindon score first

How they performed last season

Date	Opps	H/A	Result	Scorers (Goal times)
Aug 12	TRANMERE	(a)	D2-2	Bull (41), Goodman (54)
Aug 20	WEST BROM	(h)	D1-1	Mardon (66og)
Aug 26	SUNDERLAND	(a)	L0-2	
Aug 30	DERBY	(h)	W3-0	Daley (12), Goodman (16), De Wolf (32)
Sep 02	LEICESTER	(a)	L0-1	
Sep 09	GRIMSBY	(h)	W4-1	Bull (42, 69), Goodman (51, 76)
Sep 13	NORWICH	(h)	L0-2	
Sep 16	SOUTHEND	(a)	L1-2	Goodman (29)
Sep 23	LUTON	(h)	D0-0	
Sep 30	PORT VALE	(a)	D2-2	Goodman (16), Daley (31)
Oct 07	IPSWICH	(a)	W2-1	Goodman (35), Atkins (42)
Oct 14	STOKE	(h)	L1-4	Thompson (71pen)
Oct 21	WATFORD	(a)	D1-1	Daley (45)
Oct 28	SHEFF UTD	(h)	W1-0	Bull (37)
Nov 04	BARNSELY	(a)	L0-1	
Nov 12	CHARLTON	(h)	D0-0	
Nov 18	OLDHAM	(h)	L1-3	Emblen (27)
Nov 22	C. PALACE	(a)	L2-3	Thompson (65pen), Young (84)
Nov 25	HUDDERSFIELD	(a)	L1-2	Bull (79)
Dec 03	IPSWICH	(h)	D2-2	Goodman (60, 70)
Dec 10	LUTON	(a)	W3-2	Richards (7), Goodman (18), Bull (41)
Dec 16	PORT VALE	(h)	L0-1	
Dec 26	MILLWALL	(h)	D1-1	Bull (10)
Dec 30	PORTSMOUTH	(h)	D2-2	Bull (5), Goodman (35)
Jan 13	WEST BROM	(a)	D0-0	
Jan 20	TRANMERE	(h)	W2-1	Bull (35), Goodman (67)
Feb 03	SUNDERLAND	(h)	W3-0	Thompson (15pen), Goodman (19), Atkins (61)
Feb 10	DERBY	(a)	D0-0	
Feb 17	NORWICH	(a)	W3-2	Bull (12, 37), Goodman (74)
Feb 21	LEICESTER	(h)	L2-3	Bull (26), Law (42)
Feb 24	SOUTHEND	(h)	W2-0	Young (29), Thompson (50)
Mar 02	MILLWALL	(a)	W1-0	Bull (68)
Mar 05	BIRMINGHAM	(a)	L0-2	
Mar 09	READING	(h)	D1-1	Atkins (42)
Mar 12	GRIMSBY	(a)	L0-3	
Mar 16	PORTSMOUTH	(a)	W2-0	Emblen (39), Goodman (41)
Mar 23	BIRMINGHAM	(h)	W3-2	Goodman (37), Thompson (88pen), Bull (89)
Mar 30	WATFORD	(h)	W3-0	Froggatt (33), Osborn (41, 54)
Apr 03	STOKE	(a)	L0-2	
Apr 06	SHEFF UTD	(a)	L1-2	Thompson (45pen)
Apr 08	BARNSELY	(h)	D2-2	Bull (16), Ferguson (51pen)
Apr 13	OLDHAM	(a)	D0-0	
Apr 20	C. PALACE	(h)	L0-2	
Apr 27	HUDDERSFIELD	(h)	D0-0	
Apr 30	READING	(a)	L0-3	
May 05	CHARLTON	(a)	D1-1	Crowe (53)

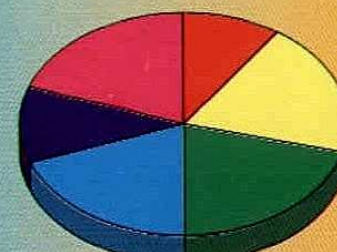
Total Matches: 46

The time the goals went in for Wolves at both ends last season.



League goals scored in 1995-96 clockwise starting at RED

0-15mins	6
16-30	9
31-45	20
46-60	7
61-75	9
76-90	5
TOTAL	56



League goals conceded in 1995-96 clockwise starting at RED

0-15	6
16-30	12
31-45	13
46-60	12
61-75	7
76-90	12
TOTAL	62

QuickQuiz!

the question is...

Settle down with your half-time cuppa and test your soccer knowledge.

1. Who scored the Villa goals in their Coca-Cola Cup Final win last season?
2. Who is the manager of Southend?
3. Where do West Brom play their home games?
4. How much did Middlesbrough pay for Ravanelli?
5. Who topped the Second Division League goalcharts last season?
6. Which country won Olympic Gold in men's football this year?
7. For which country is West Ham's Florin Raducioiu an international?
8. Name the three clubs relegated from the Premiership last term?
9. Who are the current Scottish Cup holders?
10. Which club are nicknamed The Canaries?
11. Who scored the first goal in Euro 96?
12. Against which country did Ally McCoist find the net for Scotland in the same competition?
13. Nottingham Forest have just signed which former Liverpool striker?
14. Name the Laudrup brothers in the Denmark side.
15. For how many clubs has Paul Gascoigne played League football?



WHO AM I?

1. Born in Hayes in October 1957 and became PFA Young Player of the Year in 1980.
2. Joined Tottenham as an apprentice in April 1975 and went on to play 371 League games for Spurs.
3. Moved to Monaco in 1987 before joining Swindon Town in 1991.
4. Joined Chelsea in 1993 as Player/Manager and is now England Coach.

CLOSE UP! WHO'S CREST?



HOME & AWAY..

HOME....

1. At which club did Steve McMahon start his League career?
2. Who finished top League scorer at Town last season?
3. With which other current First Division club did Steve Finney spend two seasons?

...AND AWAY

1. From which club did Wolves sign Dean Richards?
2. What record did Keith Curle break when he moved from Wimbledon to Man City?

RULE OF THE DAY!

In a Premiership game the circumference of the match ball must be between:

- A) 23-24 inches
- B) 27-28 inches
- C) 35-36 inches

Answers.... 1. Savo Milosevic, Ian Taylor and Dwight Yorke. 2. Ronnie Whelan. 3. Hawthorns. 4. £7 million. 5. Gary Martinale and Marcus Stewart. 6. Nigeria. 7. Romania. 8. QPR, Bolton and Man City. 9. Rangers. 10. Norwich. 11. Alan Shearer. 12. Switzerland. 13. Dean Saunders. 14. Michael and Brian. 15. Newcastle, Tottenham, Lazio and Rangers. **Home:** 1. Everton. 2. Wayne Allison. 3. Man City. **Away:** 1. Bradford. 2. He became the most expensive defender in British football at £2.5 million. **Who am I:** Glenn Hoddle

a brief lookback

Dick Mattick looks back ...

In the 1979-80 season a thrilling 4-3 extra time victory over Arsenal left tonight's visitors Wolverhampton Wanderers as the only obstacle between Swindon and a place beneath the Wembley Towers for a League Cup final.

The first leg at Swindon had to be postponed for a week due to snow and packed ice on the County Ground pitch.

When the game was finally played, a large crowd of 26,000 had a special souvenir programme costing 30 pence instead of the usual 20 pence to take their minds off the chilly conditions.

Swindon took the lead after 14 minutes when Chris Kamara, now manager of Bradford City, outwitted Parkin and Carr before crossing for Andy Rowland, now Town's First Team Coach, who scored with a spectacular header which was very much his trademark.

A free kick skimmed off the top of George Berry's head and was met by Daniel to put Wolves on level terms at half time and only some poor finishing by the normally reliable Richards, some good goalkeeping by Jimmy Allan and a rebound off the post, prevented the

Wanderers from going ahead.

Then in the 86th minute Alan Mayes evaded a challenge by David Bradshaw in the Wolves goal before sliding the ball home to give Swindon a narrow advantage going into the second leg.

This was staged at Molineux, undergoing the early stages of the reconstruction which has turned it into the magnificent stadium it is today. It meant however that the Swindon fans were in a stand a long way from the actual pitch which probably

spoilt the evening less than the 3-1 defeat.

After a goal-less first half, John Richards made amends with two goals either side of a lob by Eves. Swindon pulled one back with a penalty from McHale. This was awarded as a result of a challenge by Bradshaw on Mayes which might well have resulted in a sending off today.

Teams (second leg change in brackets):

Swindon: Allan, Lewis, Stroud, McHale, Tucker, Carter, Miller, Kamara, Rowland, Mayes, Williams.

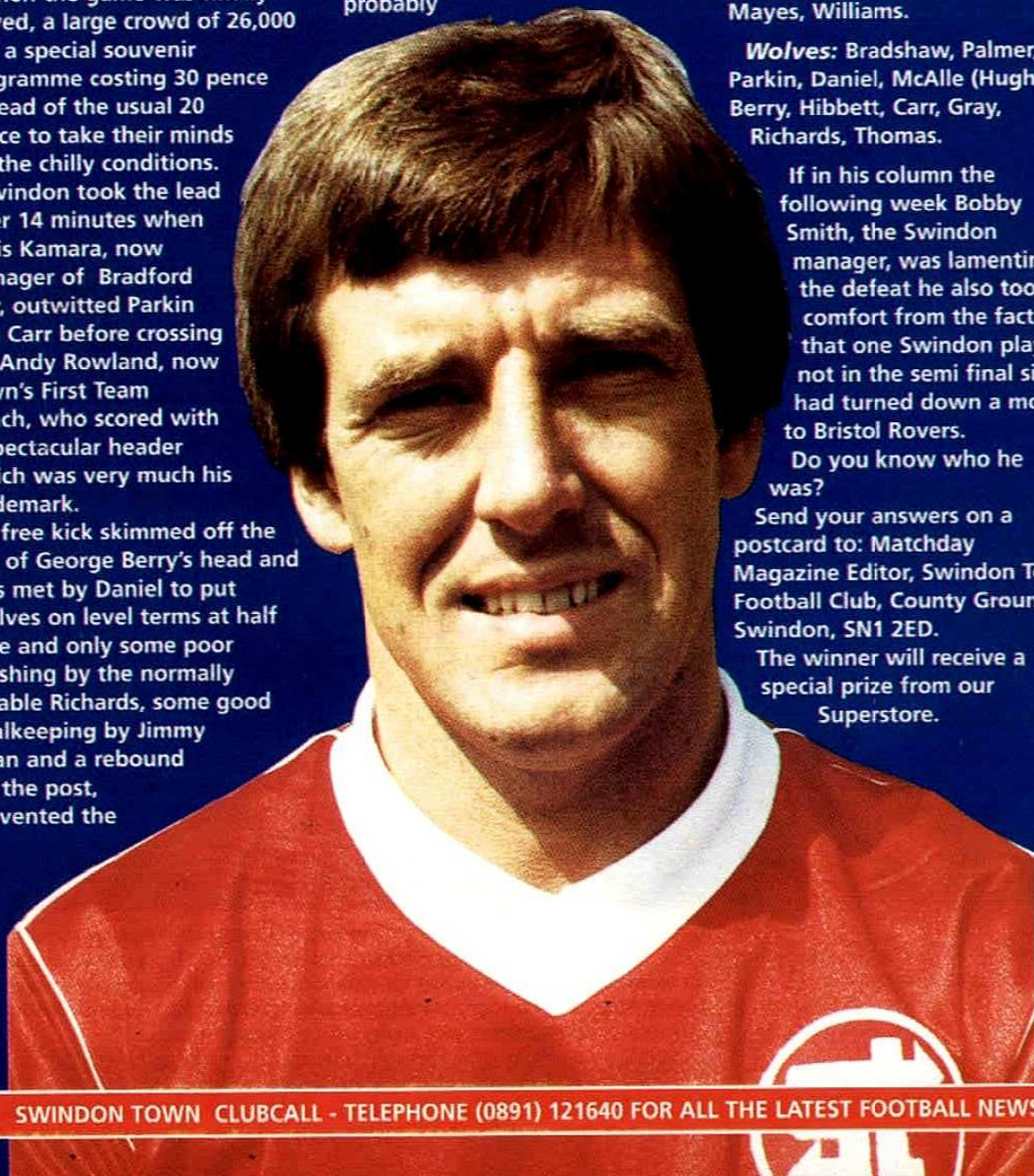
Wolves: Bradshaw, Palmer, Parkin, Daniel, McAlle (Hughes), Berry, Hibbett, Carr, Gray, Richards, Thomas.

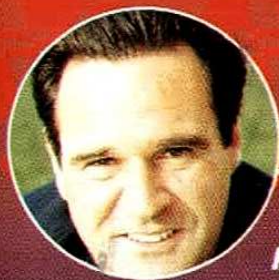
If in his column the following week Bobby Smith, the Swindon manager, was lamenting the defeat he also took comfort from the fact that one Swindon player not in the semi final side had turned down a move to Bristol Rovers.

Do you know who he was?

Send your answers on a postcard to: Matchday Magazine Editor, Swindon Town Football Club, County Ground, Swindon, SN1 2ED.

The winner will receive a special prize from our Superstore.





trainingground

with Andy Rowland

As part of our preparations for the new campaign we took the lads away on a pre-season tour of Finland and the trip proved to be a big success.

Going away gave the new signings a chance to get to know the rest of the lads and helped build up general team spirit.

Of course the main reason we went away was to improve the players' match fitness and with four games in the space of eight days the squad certainly came back looking sharper than ever.

As with all pre-season friendlies you are bound to have your ups and downs on the pitch and that was the case in Finland.

We began with a very good performance against Third Division side RIPS and a comfortable 9-0 win was not bad for starters.

Our second game was probably our best display of the tour as we played some tremendous football in a 2-0 win against Rakuunat from the Finnish First Division. I don't know whether lads

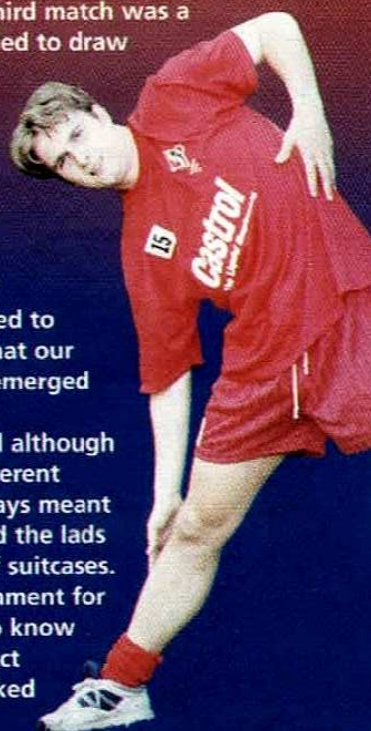
thought they had done enough and could start relaxing or what, but the third match was a real let down as we struggled to draw 1-1 with Kings SC.

We didn't play at all well in that match and carried the same poor form forward to the first 45 minutes of our last fixture against PK-35.

But in the second half we improved no end and started to pass and move which is what our game is based on and we emerged with a 3-1 win.

Overall the trip went well although having to move to five different hotels in the space eight days meant it was difficult to settle and the lads were basically living out of suitcases.

But it was a good environment for the four new lads to get to know everyone and in that respect things could not have worked out better.



SWINDON TOWN. STILL LOOKING SHARP THIS SEASON.

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



Nationwide and The Football League - A Winning team -

Nationwide Building Society is delighted to be sponsoring The Football League and is proud to be associated with the national game. Millions of people around the country enjoy League games, with an increasing number of families attending matches.

Similarly, Nationwide has a relationship with many households in the UK - around one in four. It looks after the financial needs of over seven million people and is the UK's largest building society intending to remain customer owned, committed to putting customers first.

Nationwide is an organisation with strong roots in the community and we are always looking for new ways to promote awareness of the benefits we can offer and to strengthen relationships with customers even further. With 72 league

clubs and 630 Nationwide branches throughout England and Wales, we are looking forward to working with The League and its member clubs to support community initiatives and forge even closer links with local people. Wherever you find a football team you'll find a Nationwide team.

Nationwide's philosophy is to be "in tune with people", and we believe that the help we can give in investing in football's future will further demonstrate this and underline our general commitment to meeting customer's needs.

We would like to take
this opportunity to wish your
club a successful season.



letters..letters..letters..

Just a quick note to express appreciation for the service provided by the ticket office for a friend of mine.

At a recent Governors meeting a friend (Ian Perkins) mentioned that his disabled son, Bradley was in hospital - and it transpired that he could not remember if he had returned his season ticket form.

Ian went to Bradley's house and could not find the form - and asked me if I could find out if the form had been sent and, if not, could Bradley's disabled place be reserved until the matter could be resolved.

I rang STFC the next day and was told that, even though the form had not been received, they all knew Bradley and were keeping his place for him.

This caring attitude, where people matter, is to be applauded - I'm sure you are told quickly enough when things go wrong.

By showing thought and consideration to one of the less fortunate members of the community your staff have shown that our club has a very large heart - please convey my thanks to them.

Alan Poole

P.S. When Ian was waxing lyrical about the service for his son I casually remarked that STFC is certainly trying to provide a good service.

I was then instantly rebuked - "They're not just trying" he said "they're succeeding".

I am writing to thank you. Swindon Town Football Club and your stewards for your kind co-operation at the recent Kevin Morris benefit game versus Chelsea.

My brother, his two children and myself enjoyed the match along with the excellent facilities you provide in the disabled area which do your Club proud.

I did not even receive the courtesy of a reply from Notts Forest or Exeter City!

Once again, thank you very much and good luck for the future (with the exception of against Chelsea!)

Yours Sincereley
N.M. Gotts

We will be featuring your letters in future editions of our Matchday Magazine...keep sending them in!



leagueupdate

Blues Top Spenders by Colin Benson



After the euphoria of winning the Second Division Championship we can look forward to a season of exceptional competition and don't think all the big names are in the top division. How about Kinkladze and Sinclair for starters; Steve Bruce, who has left Manchester United to hopefully lead Birmingham City to greater heights, Mike Newell, a former colleague of Peter Thorne at Blackburn, Kingsley Black and Gordon Cowans.

There are plenty of class acts in this division and there is no doubt that the clubs relegated from the Premiership retain a critical edge. Thus Manchester City and QPR will start the campaign as favourites with City's greater financial resources giving them a slight advantage. Steve McMahon's former club are 3-1 favourites.

It will be a critical year for Alan Ball who is expected to deliver the Maine Road club back to the land of milk and money at the first attempt. He has let Niall Quinn go to Sunderland for £1.3 million while Keith Curle turned his back on the club to sign for Wolves when Ball stripped him of the captaincy. In have come Elvis Brajkovic from TSV Munich and Damian Mori from Adelaide on trial.

Down at Loftus Road the coffers are bare, though they did scrape up £350,000 to take Steve Slade from Tottenham, and manager Ray Wilkins is doing all he can to hang on to the highly gifted Trevor Sinclair. No doubt all will hinge on how good a start they make. Many felt Rangers were unlucky last season for the quality of their football reached great heights at times. Their downfall was a tendency to concede "silly" goals. Daniele Dichio didn't quite fill Les Ferdinand's boots but he is still only 21 and will expect to do better in the lower division.

Bolton Wanderers, like us, spent one exciting season in the Premiership. It was a very similar scenario to the one we experienced and I think they will do well to pull themselves around this year. The departure of Sasa Curcie to Aston Villa will be an enormous blow but Colin Todd has got £4 million from that deal and £3.5 million from the sale of Alan Stubbs to Celtic. Just how much of that he will be allowed to invest and how he spends it will be decisive.

The big spenders so far have been Birmingham City (7-1). Trevor Francis is back at the place where his illustrious career started but he has no illusions. Says Francis: "We came 15th last season so there's a lot of work needed to make the top three."

The signing of Steve Bruce on a free transfer from Manchester United was a great start. Francis notes: "When you sign Steve Bruce you don't just get a footballer but the best captain

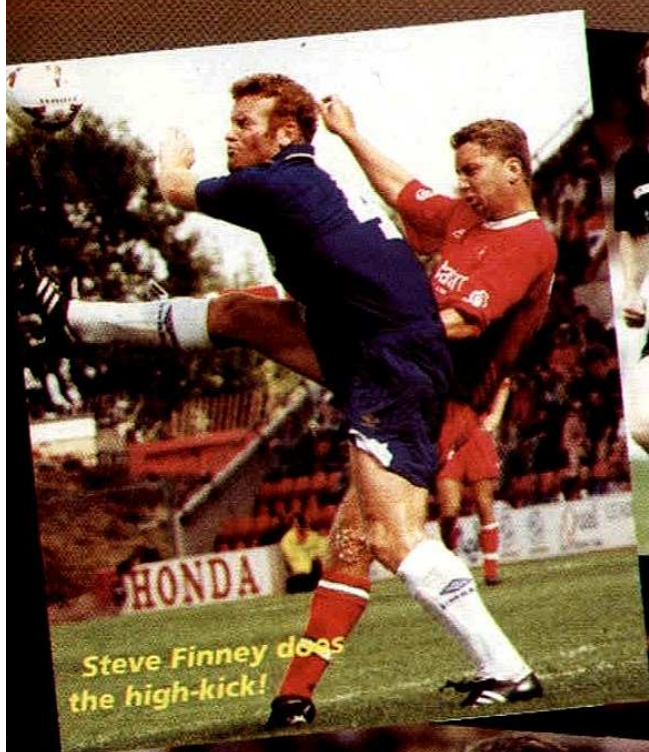
in the country. "He has also recruited a strike force in Paul Furlong (£1.5 million from Chelsea) and Mike Newell (£775,000 from Blackburn) and added the Everton duo of Gary Ablett (£390,000) and Barry Horne (£250,000) to bring more experience to midfield: while Steve Sutton was picked up on a free from Derby. Sheffield United and Wolverhampton Wanderers are also tipped as 7-1 joint second favourites.

The Blades finished ninth last term after Howard Kendall, appointed manager in December 1995, turned disaster into hope. They are a strong well organised outfit and have been boosted by the signings of Peter Kachuro (Dinamo Minsk £650,000), Lee Sandford (Stoke £500,000) and the experienced former Liverpool midfielder Nigel Spackman (free from Chelsea).

Mark McGhee has also been active with £1 million going to his former club, Leicester City, for Welsh International striker Iwan Roberts - his partnership with Steve Bull is expected to bring dividends. Keith Curle of course coming from Manchester City for £650,000; Adrian Williams from Reading (£750,000) and Serge Romano cost nothing from Martingues. The spending has not stopped for McGhee is anxious to sign a midfield play-maker.

Crystal Palace (10-1), Ipswich Town (20-1), Norwich City (no new signings) are surprisingly quoted at 25-1 alongside Lou Macari's Stoke City and ourselves with WBA (16-1) the other major contenders.

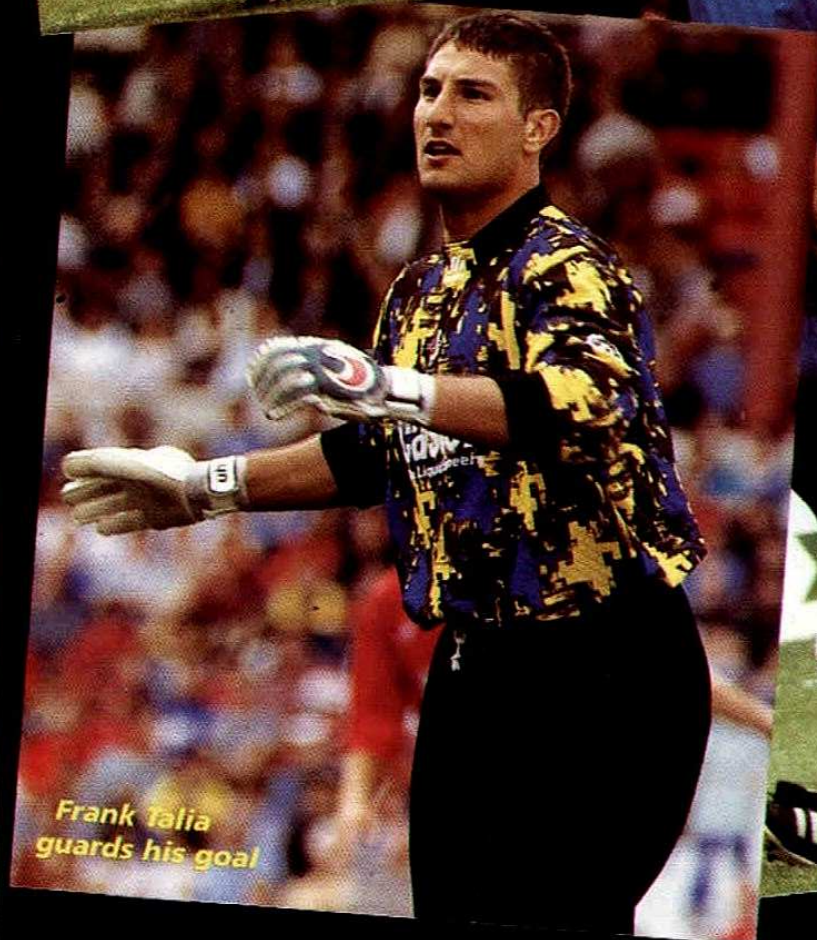
Actionreplay



Steve Finney does the high-kick!



Jason Drysdale looks on as Dan Petrescu flies past



Frank Talia guards his goal



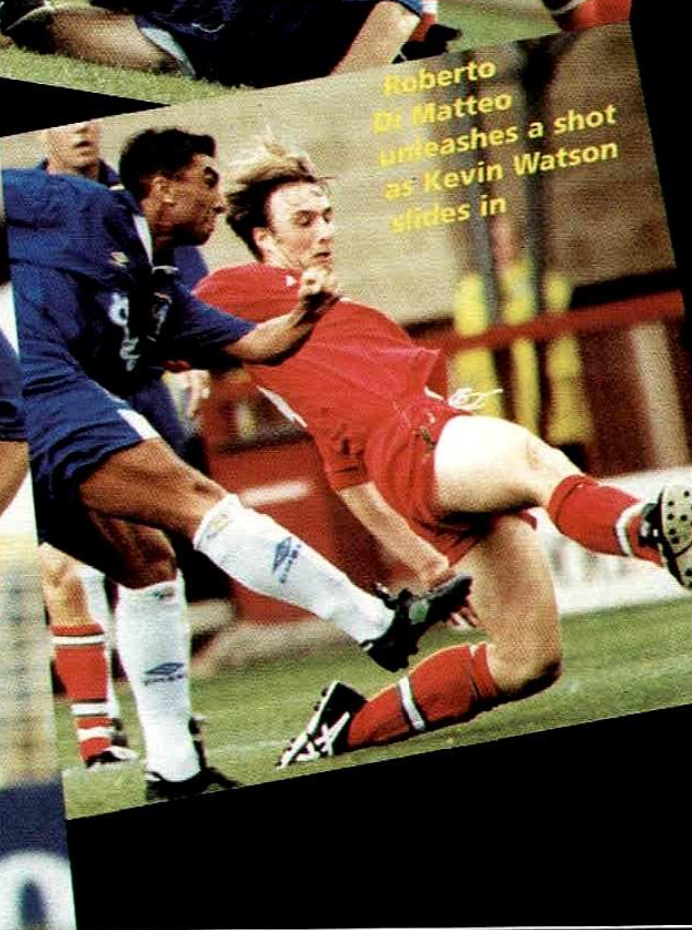
Steve Cowe battles with Chelsea's Andy Myers



Kevin Watson gets stuck in!



Steve Cove battles for the ball with Dan Petrescu



Roberto Di Matteo unleashes a shot as Kevin Watson slides in

SUNDAY JULY 28th 1996
Swindon Town 0 Chelsea 2
KEVIN MORRIS BENEFIT MATCH
Attendance 13,881



community scheme news

Yes, at last the season is now here and underway. Let's hope it is as exciting and successful as last year.

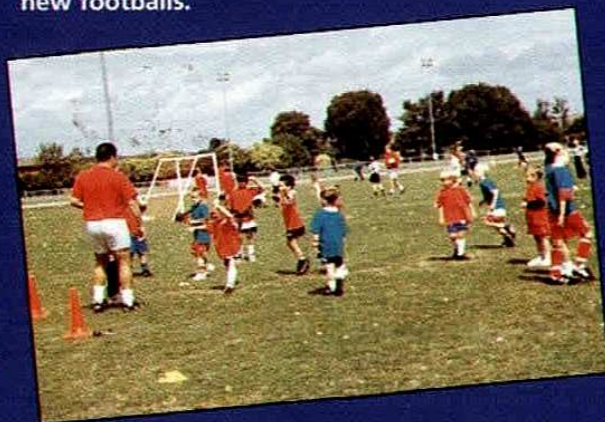
Jon and I would like to take this opportunity of wishing Steve, Andy and all the lads the very best for the forth coming season.

Well things are as hectic and busy as ever for us in the Community Office. Our Funweeks are well underway and the three days at the end of July here at the County Ground were magnificent.

A tremendous turnout of 85 kids ensured an action-packed three days of fun with all our qualified coaches doing a superb job.

James McCormack from Nationwide made a guest appearance along with our chairman Mike Spearman to present all the children with their goodie bags.

A special thank you must go to Nationwide for sponsoring our Funweeks and enabling us to purchase coaches kits, Coca-Cola goals and new footballs.



A quick reminder about the second course at the County Ground on August 27, 28 and 29. Places are being filled quickly, so don't delay and get your forms back to Jon and I a.s.a.p.

We are also running a three day course at Greendown School on August 20, 21 and 22. Until next time, keep up the great support and practise your skills - and don't forget to enrol on the courses.

All the best!
Clive and Jon.



**Clive
Maguire**

**Jon
Holloway**



**For further information please
call us on 01793 421303.**



A big Soccer Centre Welcome to everyone for the 1996/97 season.

Swindon Town Football Club Soccer Centres are looking forward to seeing you play. Our **Oasis and Link Centre** courses will be opening again on the week commencing **September 9**. The courses will run for seven weeks, the cost is **just £17** which includes a **Soccer Centre T-Shirt** and a chance to meet a **Town player**.

And don't forget our **Marlborough and Stratton Centres** re-open on **September 9**.

To enrol simply go along to your chosen centre or contact Gary Williams on 01793 644777.

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



the junior robins

with Louise Kaye

Sponsored by



Every matchday, this page is dedicated to 'Swindon Town's official Barmy Army'. With the latest Junior Robins events, competitions, photos and reviews.

return to action

We kick off a new season this afternoon against Wolves and I know you've been looking forward to the return of some action at the County Ground. Not only are there three games this week, football training starts in a fortnight, where you can meet some of the players. There's no excuse for you not to make some noise today!

junior robins player of the year

I now have all your nominations for the Junior Robins Player of the Year award and of course the name of the winner for the mascot package.

On Saturday, you will see 15 year old Stuart Calder, not only as a Swindon mascot, but presenting the most popular player, with their award. To see the presentation being made, I shall see you a different time - same place on Saturday.



mascots 1996/97

A birthday present or gift with a difference, becoming a mascot is a day you'll never forget. Whether you're young, or young at heart, we can promise you a fantastic and memorable day. We still have a few fixtures available for mascot packages this season, although places are being snapped up fast. For availability and further details, contact me as soon as possible.

family club

Throughout the season, I will be organising trips to away fixtures which often include morning football with opposing junior supporters and lunch before watching the game.

As those of you who travelled to Norwich on Saturday received, I am also able to offer freebie tickets for various matches. Exchange visits are on a reciprocal basis and for Saturday games, you can entertain visiting juniors at the County Ground - in our **NEW FAMILY ROOM**.

today's lucky Mascots



SAMUEL BOOR, who has his dad's company - Samuel Construction - named after him is 6 year old Samuel from

Chippenham attends Heywood Preparatory School and is a big football fan. Although he supports Swindon, his favourite player is Paul Gascoigne.



10 year old **ANDREW DRINKWATER** lives in Chiseldon, Wilts and he attends Chiseldon Primary School.

Andrew's hobbies include swimming and football and his favourite Town player is Captain Shaun Taylor.



SCOTT MORLAND is 7 years old and lives in Old Town, Swindon. He attends Lethbridge School and apart from

swimming, he likes football, especially playing in goal. I am sure he'll enjoy meeting his favourite player, Fraser Digby, this evening.



Wolves' mascot this evening, is 10 year old **ANDY GODDEN**. He lives in Barnwood, Glos, and attends Dinglewell Junior School. A Wolves' fan, Andy's favourite player is Steve Bull.

Fixtures 96/97

South East Counties League Division 2

Sat Aug 17	Brighton & Hove	A
SAT AUG 24	BRENTFORD	H
Sat Aug 31	Bristol City	A
SAT SEP 07	BRISTOL ROVERS	H
SAT SEP 14	PORTSMOUTH (LC1)	H
Sat Sep 21	Reading	A
SAT SEP 28	COLCHESTER UNITED	H
Sat Oct 05	Southampton	A
SAT OCT 12	LUTON TOWN	H
Sat Oct 19	LC 2	
Sat Oct 26	Tottenham Hotspur	A
SAT NOV 02	OXFORD UNITED	H
SAT NOV 09	CRYSTAL PALACE	H
Sat Nov 16	Wimbledon	A
Sat Nov 23	LC 3	
SAT NOV 30	WYCOMBE W.	H
Sat Dec 07	Barnet	A
SAT DEC 14	AFC BOURNEMOUTH	H
SAT DEC 21	BRIGHTON & H.A.	H
Sat Jan 04	AFC Bournemouth	A
SAT JAN 11	BRISTOL CITY	H
Sat Jan 18	Bristol Rovers	A
SAT JAN 25	READING	H
Sat Feb 01	Brentford	A
Sat Feb 08	Colchester United	A
SAT FEB 15	SOUTHAMPTON	H
Sat Feb 22	Luton Town	A
SAT MAR 01	TOTTENHAM HOTSPUR	H
Sat Mar 08	Oxford United	A
SAT MAR 15	WIMBLEDON	H
Sat Mar 22	Crystal Palace	A
Sat Apr 05	Wycombe Wanderers	A
SAT APR 12	BARNET	H

All home fixtures are to be played at The Allied Dunbar Training Centre, Wanborough and will kick-off at 11.00am.

Kick-Off times are subject to change without prior warning.

Fixtures 96/97

West County TV South West Counties Youth League

SAT AUG 31	CARDIFF CITY	H
SAT SEP 14	CIRENCESTER TOWN	H
SAT SEP 28	HEREFORD UNITED	H
SAT OCT 19	TORQUAY UNITED	H
SAT NOV 02	BASHLEY	H
SAT NOV 16	BRISTOL CITY	H
SAT NOV 30	CHELtenham TOWN	H
SAT DEC 14	EXETER CITY	H
SAT JAN 11	PLYMOUTH ARGYLE	H
SAT FEB 01	AFC BOURNEMOUTH	H

(FEBRUARY 8 TO APRIL 30:
LEAGUE CUP COMPETITION)

First Fixture!

This Saturday we start our South East Counties League fixtures with a trip to BRIGHTON. Having finished near the bottom of Division Two last season we are determined to put up a better show.

And we'll be aiming to make flying start down on the south coast.

youth team

focus



with Tommy Wheeldon

We have enjoyed mixed fortunes on our travels in pre-season fixtures but at the same time have learnt a lot of valuable lessons.

Our first game took us to Icis League club **HUNGERFORD TOWN** who fielded their first XI.

The game gave me the opportunity to look at our first year intake and we got off to a bad start, conceding a goal from a corner early on and then a second just before half time.

But to their credit the young lads stuck to their task well and eventually went down by a narrow 3-2 scoreline with goals from Alex Finlayson and Chris O'Connell who played particularly well. There was also an encouraging display by Phil MacDiarmid.

The next game was also against a useful local non-league side **WOOTTON BASSETT** and once again the lads began slowly, being 2-0 down before we got going.

However the lads showed great spirit and pulled it back to 2-2 with strikes from Scott Woodman and Wayne Thorne.

Torbay Trip

The following week we left for a tough few days in Torbay where the games came thick and fast.

First port of call was **TAVISTOCK YOUTH TEAM**, who had managed to win almost every local trophy available last season in Devon.

We knew they weren't going to be pushovers but the trainees approached the game in a thoroughly professional manner and after a tough opening 20 minutes, they eventually ran out 9-0 winners with some superb football and a hat trick by Alex Meecham.

There was another terrific display the following night against **PLYMOUTH ARGYLE** when their coach Kevin Blackwell admitted he had just seen his boys taught a footballing lesson.

The final result was 2-2 with Alex Finlayson and Scott Woodman on target - but the score did not reflect the excellent play in all departments.

After hitting a high against Plymouth we reached rock bottom two days later when we were outmuscled 5-2 by **TORQUAY UNITED**.

Hopefully the boys will learn from this defeat and although we went on to lose 4-1 against Chelsea, it was quite a pleasing display considering we had three schoolboys called into the squad due to seven YTS lads being treated for various injuries.

Alex Finlayson scored our goal with Jamie Mills and Ian McSherry making promising debuts from our U16 squad.

centre of excellence

One of Swindon Town's Summer signings was Phil Cannon who was drafted in as the Club's new Youth Development Officer.

He took over the role from Tommy Wheeldon who was promoted to Youth Team boss.

The duo still work closely with the youngsters while Phil plays a major part in recruiting new youngsters and improving the Club's Centres of Excellence.

Cannon (38), a former Wrexham schoolboy and Southport player is delighted to be teaming up with the Club at such an exciting time.

"People are now looking at Swindon

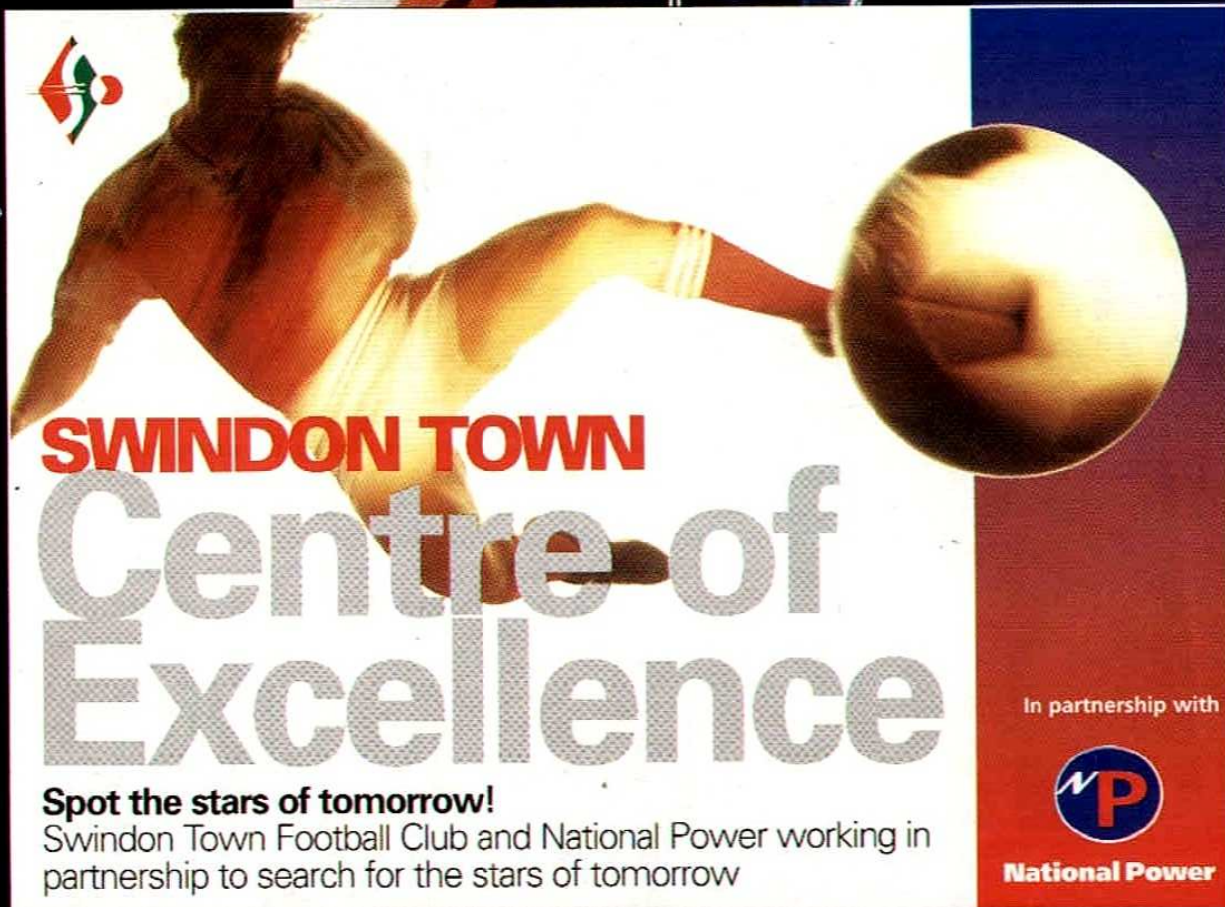
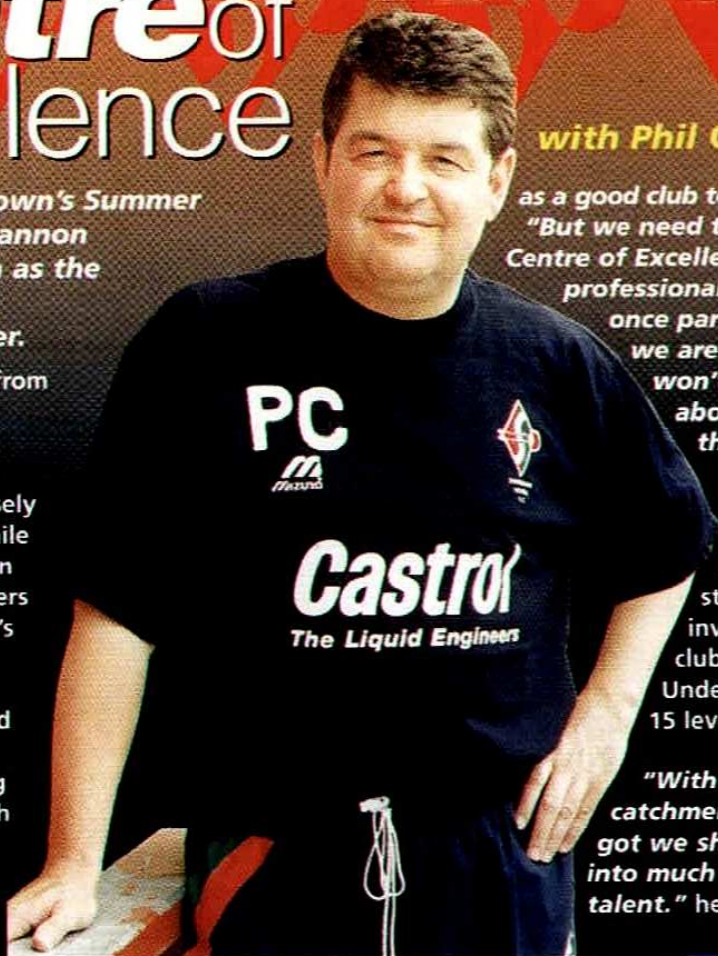
with Phil Cannon

as a good club to join.

"But we need to make the Centre of Excellence more professional and hopefully once parents see what we are doing here, they won't think twice about sending their kids to us."

Cannon is looking to improve the standard of players involved with the club right from an Under 9 to an Under 15 level.


"With the sort of catchment area we have got we should be tapping into much more local talent," he commented.



SWINDON TOWN
Centre of Excellence

Spot the stars of tomorrow!
Swindon Town Football Club and National Power working in partnership to search for the stars of tomorrow

In partnership with



National Power



WYVERN STAFF

WYVERN STAFF AGENCY

24 Commercial Road, Swindon

Telephone (01793) 513363

**ALWAYS required:
Industrial Warehouse Staff**

Rates of pay from
£4.00 to £8.40 per hour

Immediate Start

CALL NOW!



riversrun

RUSHY PLATT SWINDON

NOW OPEN...

A superb Development of three and four
bedroom homes.

SELLING NOW!

RIVERSRUN

Off Wootton Bassett Road, Swindon

*For further details contact our
Sales Complex on (01793) 533428.*

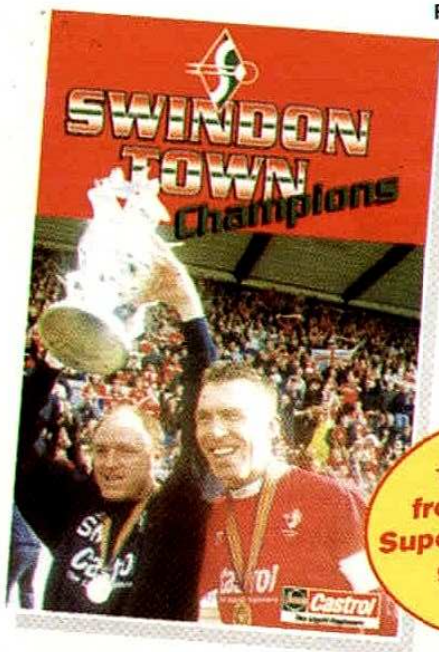
BLOOR HOMES

Making you feel at home

Selling Agents: Connell. Telephone: (01793) 512991

SWINDON TOWN - CHAMPIONS

*VSI's video tribute to Steve McMahon's Championship side of 1995/96
features all of the best action from a thrilling and glorious season!*



Relive the goals and triumphs of Swindon Town's Championship season exclusively on this eighty minute goal action video from Visionsport International. From the trouncing of Manchester United's cup slayers York City, follow the tense Coca-Cola Cup battle against Premiership Champions Blackburn through to victories over fellow promotion hopefuls Bradford City, Notts County and Crewe Alexandra. F.A. Cup goal action includes the defeats of Cambridge, Cardiff and Woking, the victory over Oldham Athletic and the two match battle with Premiership strugglers Southampton. Steve Finney, Wayne Allison and Kevin Horlock front the Robins' goal exploits in the run-in to the end of the season, concluding with the Championship celebrations after the Stockport County game, subsequent victory tour and civic reception in the town. Interviews with

£12.99
from the Club
Superstore and all
good video
stocklists.

Steve McMahon and key Swindon players, make this video a must for every Swindon Town fan's collection.



VISIONSPORT
INTERNATIONAL

reserves round up

with **Ross MacLaren**



Swindon Town Reserves chalked up two wins and suffered one defeat from their three most recent friendlies.

Ross MacLaren's team opened their account with a 3-0 defeat at Conference side Hayes where mistakes at the back proved costly.

"It was a great first half, especially by the youngsters but we lost three bad goals," said MacLaren.

"Two of them were down to goalkeeping errors and one was a mistake from a corner.

"Apart from the mistakes I was very happy with the kids that came in, particularly 16 year-old Robin Hulbert.

Next it was off to Worcester City where MacLaren had the luxury of having a number of first team players in his line-up.

"After the first team's disastrous 5-1 defeat at Wycombe the night before, five of them played again the next day and they all did a thoroughly professional job."

"The experienced players came in and helped the youngsters no end," commented MacLaren.

The final result was a 3-0 victory for Swindon with goals from Edwin Murray, Wayne O'Sullivan and Robin Hulbert, who came on as substitute to net his first goal for the club.

Swindon Reserves completed their trio of friendlies with a 2-1 triumph at Trowbridge in a Testimonial for keeper Mark Teasdale, who began his career as an apprentice with Swindon.

Scott Woodman and Michael Pattimore were on target with first team striker Peter Thorne playing for 70 minutes on his return from injury.

"Thorne did well and it was great to see him back in action," said MacLaren whose first competitive Reserve team fixture is next Monday away at Swansea City in the League Cup.

Fixtures 96/97

**Avon Insurance
Combination Div 1**

Mon Aug 26	Swansea City (LC)	A 2.00
MON SEP 16	TOTTENHAM	H 2.00
Wed Sep 25	Charlton Athletic	A 2.00
MON OCT 07	LUTON TOWN	H 2.00
MON OCT 21	PORTSMOUTH	H 2.00
Thur Oct 31	Bristol City	A 7.30
Wed Nov 06	Oxford United	A 7.30
MON NOV 11	CRYSTAL PALACE	H 2.00
WED NOV 20	BRISTOL ROVERS (LC)	H 2.00
Wed Nov 27	Swansea City	A 2.00
Wed Dec 04	Oxford United (LC)	A 7.30
MON DEC 09	BRISTOL ROVERS	H 2.00
Wed Dec 18	Cardiff City	A 2.00
MON JAN 06	IPSWICH TOWN	H 2.00
Wed Jan 15	Brighton & H.A.	A 2.00
MON JAN 20	ARSENAL	H 2.00
Wed Feb 05	AFC Bournemouth	A 2.00
MON FEB 10	SOUTHAMPTON	H 2.00
MON FEB 17	BRISTOL CITY (LC)	H 2.00
Tue Feb 25	Watford	A 7.30
WED MAR 05	CARDIFF CITY (LC)	H 2.00
MON MAR 10	NORWICH CITY	H 2.00
Mon Mar 17	Chelsea	A 7.00
MON MAR 24	MILLWALL	H 2.00
Tue Apr 08	West Ham United	A 2.00
MON APR 14	Q.P.R.	H 2.00
Wed Apr 23	Wimbledon	A 2.00

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.

Friendly Fixture!

**Tomorrow
(Wednesday August 21)
the Reserves have
arranged an extra
friendly against Oxford
United at the
Wanborough
Training Ground.
The game will kick-off
at 12-noon.**

STFC Supporters Club

Membership renewals are now due for the Supporters Club, and should all be applied for by Saturday 31st August 1996. The cost is £5 and £2.50 for OAP's.

New members are welcome to apply after 31st August and the cost will be £6 and £3.50 for OAPs.

May we remind you that as well as the main club our premises in the Intel Stand are open on Matchdays.

During the week we are open every evening, normal licensing hours apply.

We have regular darts, snooker and skittles teams as well as entertainment which is always at a reduced rate for members.

Watch these notes for forthcoming events.

If you would like further information please contact Sandie Cobern on 01793 725218 evenings only.



SWINDON
TOWN
F.C.

Swindon Town Football Club

1996/97 Season



SWINDON
TOWN
F.C.



The Liquid Engineers



The Liquid Engineers

Back Row: Peter Thorne, Wayne Allison, Fraser Digby, Steve Middennall, Frank Talia, Shaun Taylor, Kevin Watson, Kevin Horlock

Middle Row: Jonathan Trigg (Physio), Lee Collins, Mark Robinson, Edwin Murray, Steve Finney, Mark Seagraves, Mark Walters, Ty Gooden, Frederic Darras, Dean Hooper, Steve Cowe, Ross MacLaren (Reserve Team Coach)

Front Row: Scott Leitch, Ian Culverhouse, Jason Drysdale, Andy Rowland (First Team Coach), Steve McMahon (Team Manager), Paul Allen, Alex Smith, Wayne O'Sullivan

Picture by Keith Powditch, CBM

KIT SPONSOR



MAIN SPONSOR



Castrol
The Liquid Engineers



Tony Horne's pre-match party

with Tony Horne

Sponsored by

SWINDON
CONTACT LENSES
VISION FOR TODAY



As we prepare for tonight's opening encounter of the 1996/97 season, I have just heard the exclusive news from Tyneside that Kevin Keegan has now not opened his cheque book for nearly three weeks and is having withdrawal symptoms. This must be awful for the lad who made a nation laugh with his 1970s perm.

Can you imagine writing a cheque for £15 million. My bank manager runs a mile at the thought of me borrowing just

£15. Big Al's move back home to St James' Park has, though, prompted an immigration frenzy in Geordieland. I understand that plane loads of Australians have been turning up from the sheep industry, looking for work and saying..

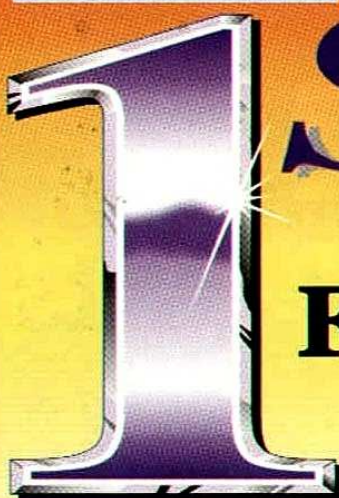
'G' day mate, I understand you guys are paying £15 million for a Shearer.'

As we turn to tonight's game against Wolves, I remember not too fondly that it was that man Shearer and Blackburn who ended our Coca-Cola Cup crusade last season. If you were here for the home leg, you won't forget the barrage of noise that

reverberated around The County Ground after we took a 2-0 lead. You were louder that night than Oasis - and more tuneful too. Please make as much noise again tonight and let's hope this is the start of a Coca-Cola Cup trail to match our run to the semi-finals two years ago.

Finally, thanks very much to you if you made the effort and popped down to our big pre-season open day last week. When you are used to just watching the action on the pitch and then suddenly you're in the dressing room where all those famous bums have sat, it sheds a new light on everything. Enjoy the game!

COWIE FORD Swindon



1st for FORD



SALES • SERVICE • PARTS



Your local Ford Main Dealer



OVER 3000 GROUP STOCK VEHICLES TO CHOOSE FROM **OPEN 7 DAYS**

COWIE FORD

FLEMING WAY ROUNDABOUT,
SWINDON

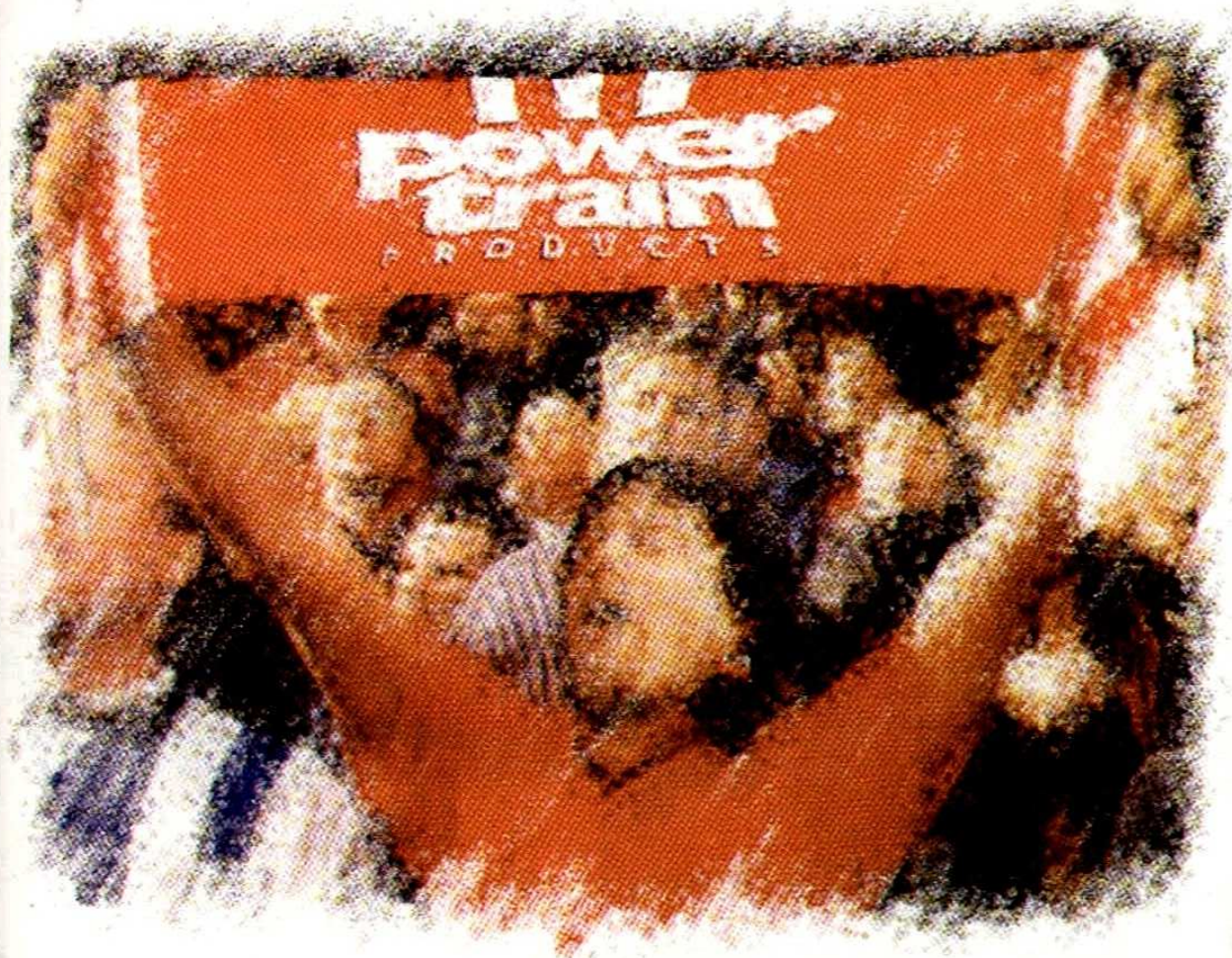
01793 520002



OPENING TIMES: MONDAY-FRIDAY 8.30am-7pm. SATURDAY 8.30am-5pm. SUNDAY 10am-4pm.

Cars shown for illustration purposes only.

FIT THE BEST



The Name In The Game For Replacement Car Parts

- Engine Parts
- Electrics
- Cooling
- Steering &
- Transmission
- Braking
- Lighting
- Suspension



the Swindon Town ticket office

County Ground, Swindon



After tonight's match we have two more home matches to look forward to and tickets for both games are on sale at the box office.



This Saturday **PORT VALE** are the visitors (3pm) with **OLDHAM ATHLETIC** coming to town next Wednesday (7.45pm).



On Saturday August 31 Swindon play away at **SOUTHEND UNITED** (3pm). Tickets are already on sale and the first 500 places in the family enclosure can be picked up for £8 and £4. Some 2000 places in the away end will be available on the day priced £12.

Other games already on sale at the ticket Office (situated next to the Swindon Town



Superstore) are **PORTSMOUTH**, Wednesday September 11 (7.45pm) at the County Ground;



TRANMERE ROVERS, Saturday September 14 (3pm) at the County Ground.

OPENING TIMES

MONDAY - FRIDAY

8.30am - 5.45pm

LATE NIGHT

WEDNESDAY

6.45pm

MATCHDAYS

9.00am until kick-off

STFC HALF PRICE TICKETS - PORTSMOUTH/OLDHAM

Buy any **OLDHAM** ticket and get the same value **PORTSMOUTH** ticket **HALF-PRICE**, this offer is only open for a limited period and will close on August 27 1996.

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

(01793) 529000

To order by fax:

(01793) 431887

WE ARE PLEASED TO ACCEPT



CHOOSE FROM NUMBERS 1-42

Stanley Racing
Golden Numbers
IRISH LOTTERY BETTING

Win up to
£50,000

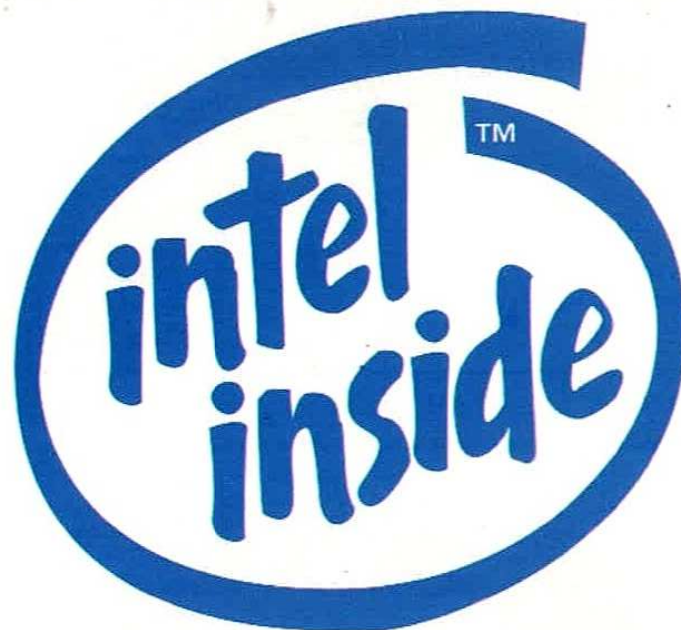
OUR PRICES BEAT THE LOTTERY!

PAYOUT BASED ON £1 STAKE ON THE SIX NUMBER GAME

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

Stanley Leisure

LEADING BOOKMAKERS
IN U.K. & IRELAND



pentium®
P R O C E S S O R



...AND
STAY
ON THE
BALL.

HAINE & SMITH

REGISTERED OPTICIANS

Sponsors of the Match Officials for 1996/7

winning ways

with Dave Hollister

I am pleased to announce that Lee Llewellyn and Mecserflex Ltd have generously sponsored our 'Robins Half Time Nest Egg' for yet another season. If you haven't purchased your tickets for today's draw, you will find additional sellers are inside the ground as from today!

It could well be that, due to the euphoric atmosphere at the Stockport County game on 4th May, you missed the 'Nest Egg' result in the interval. One person who didn't, however, was Mr. P. Jefferies of Pinehurst. When he checked the winning number on the result board he couldn't believe his luck. He made such good time from the

ground to the Promotions Office that I was astounded not to hear his name mentioned during the Atlanta Olympics!

If you are today's lucky winner, I would like you to come down to the players tunnel at half time. Not only can you have your cheque there and then, it will also be presented to you by a member of the playing staff. So don't be shy...Come On Down!!!

Our other lottery activities continued non-stop through the close season. One in particular - 'The Moonraker Chase Tricast' - saw 54 winners share £6,536. Had they had similar success on the national lottery (three correct numbers) they would have shared £540. Whilst on this subject, the 72 Football League



Clubs are estimated to be losing £1.5 million per annum in lottery income due to competition from the national lottery.

For the very same reason the Football Trust - which uses its income to make grants available to clubs for Taylor-related improvements to stadia - is losing around £7 million per annum as the result of the downturn in pools betting. Those are good enough reasons to support your local clubs lotteries...and that goes for Wolves fans too!

Trust us to help football

The Football Trust is helping the game at all levels - from providing kit for school teams, pitches and changing rooms for grass roots football, safety and improvement work throughout the game right up to providing vital assistance to help League clubs complete the essential task of redeveloping their grounds in line with the Taylor Report.

Over the last 20 years the Trust has received and distributed £250m from Littlewoods, Vernons and Zetters Pools and Littlewoods Spot the Ball competition for the benefit of football.

Up and down the country, clubs are building new grounds and stands, installing seating, and providing safe and comfortable facilities for their spectators to enjoy. Every club depends on the support of the FOOTBALL TRUST and the success of the pools companies. Both are crucial for football's future.



THE FOOTBALL TRUST
Helping the game

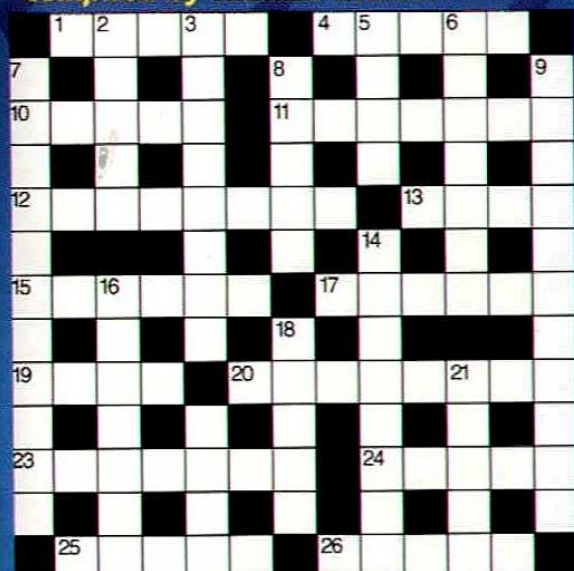


LITTLEWOODS VERNONS ZETTERS
Making sure football wins
the Pools each week

THE FOOTBALL TRUST, WALKDEN HOUSE, 10 MELTON STREET, LONDON NW1 2EB

crosswordtime...

compiled by Thomas Trickett



clues across...

1. Football Associations (5)
4. Paul, early 1980's England Striker (5)
10. Grimsby Town defender Mark Lever
o produces a young eel, apparently (anag) (5)
11. Vince, 1970/80's Crystal Palace forward (7)
12. Deceptive appearance for soccer conjuror (8)
13. Hide Arsenal with a thought, maybe (4)
15. Goal..... (6)
17. Watford Player (nick) (6)
19. Not so good when finishing level (4)
20. Forthcoming Matches (8)
23. 1993 Runners-up European Cup-Winners Cup (7)
24.Italian Cup (5)
25. MiguelNadal Euro '96 Spanish Defender (5)
26. Celebrities found at Red Belgrade team,
apparently (5)

clues down...

2. Equalise the score (5)
3. Yorkshire Club and English FA Cup
Winners 1912 (8)
5. Mr MacLeod, former Scotland Manager (4)
6. League Cup Winners 1969 (7)
7. Newcastle United boss (5) & (6)
8. Foul (5)
9. Visible mark in goal area (7) & (4)
14. Player agreement (8)
16. Joe Royle's Premier Outfit (7)
18. Hobbles like injured players do (5)
21. Ageless Cameroon Player Milla (5)
22. Lake found at Prenton Park, apparently (4)

across
1. CLUBS 4. WALSH 10. ELVER 11. HILLAIRE 12. ILLUSION 13. IDEA 15. KEEPER
17. HORNET 19. EVEN 20. FIXTURES 23. ANTWERP 24. ANGLO 25. ANGEL 26. STARS
down
2. LEVEL 3. BARNSELEY 5. ALLY 6. SWINDON 7. KEVIN KEEGAN 8. THROW 9. PENALTY
14. CONTRACT 16. EVERETT 18. LIMP 21. ROGER 22. MERE



face in the crowd

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

In every Matchday Magazine we will be publishing a photograph with a face circled. If you are the winner please call into the Club's Main Reception in person within 14 days of the date of publication to collect your prize!

WIN A WEEKEND BREAK DURING TODAY'S HALF-TIME BREAK WITH SWINDON TOWN & JARVIS



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

random, and you don't have to enter any competition. We're just going to give it away there and then.

The weekend break is for two people for two nights and can be taken at any of Jarvis' 61 fine hotels across the UK.

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

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

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



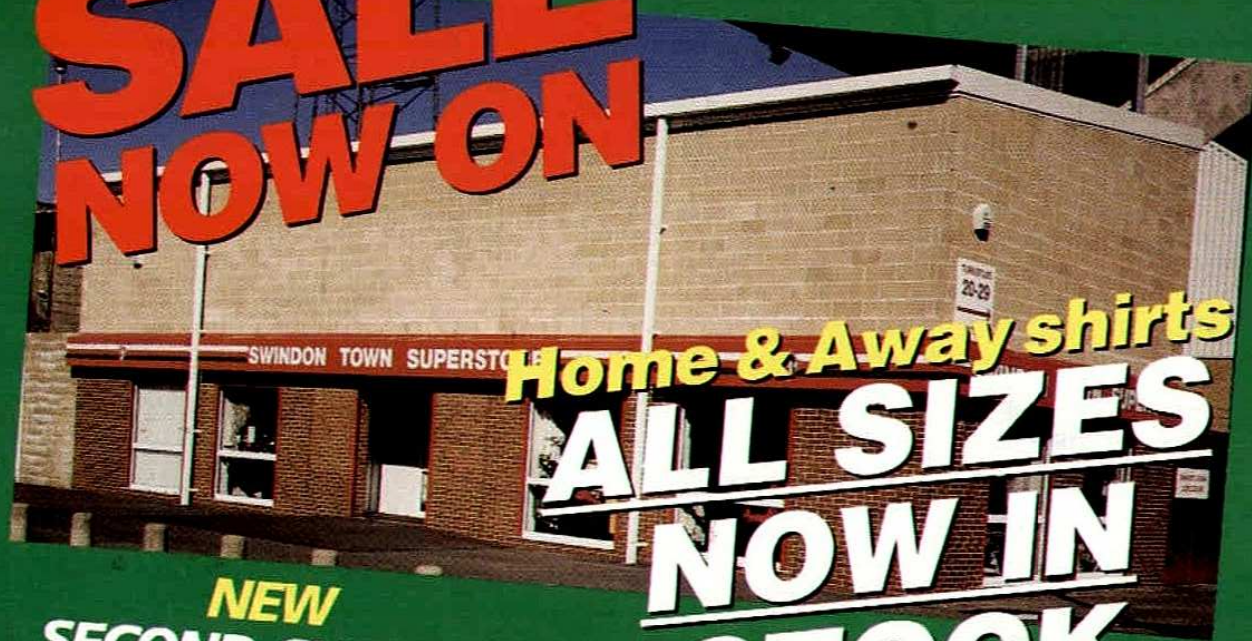
the swindon town superstore

County Ground, Swindon



**SUMMER
SALE
NOW ON**

A large range
of Mizuno
Sportswear
NOW IN STOCK



NEW
SECOND CHANGE
shirts available in
September

Home & Away shirts
ALL SIZES
NOW IN
STOCK

- DON'T MISS OUT!

Open 8.30am - 5.45pm Monday to Friday
and 9am - 5pm Saturdays with extended hours on matchdays,
the Superstore prides itself on its top quality goods.

To contact the Club Superstore and for Mail Order
details call **01793 423030**.

WE ARE PLEASED TO ACCEPT



MAIN SPONSOR



marketingnews

with Martin Stevens Sales & Marketing Manager

A warm welcome to everyone from all of us in the Marketing Department for today's game.

matchdaysponsors

We are delighted to welcome back **DANA Ltd** as today's Match Day Sponsors.

Powertrain continues to offer the most reliable, up to date car parts in the industry. Its comprehensive range of quality products spans brakes to indicators and headlamps to clutches. Ask your local independent workshop to fit Powertrain at your next service and enjoy the drive.

matchball sponsors



We are pleased to welcome **Serobex - Screen Printers** as new sponsors to Swindon Town. We hope today is the beginning of a long and prosperous relationship.

Serobex Specialise in Polycarbonate & Polyester overlays panels and labels for the electronics industry. We would like to congratulate Steve McMahon and the team for their outstanding achievements of last season and wish them every success for the coming season.

Superstore draw

The stock clearance sale at Swindon Town's Superstore was a massive success with customers flooding in the pick up bargains.

An added incentive was that anyone spending over £20 was automatically entered into a free draw to win a pair of executive tickets for a home game this season.

And Swindon Town's Public Relations Manager Jason Harris, along with Store Manager Simon Hunt, recently picked the winner, with Carol Chant being the first out of the box.

Carol and her 12 year old son Mark will now enjoy an exciting day out at the County Ground watching their favourite team.

The Superstore has regular sales and special offers so don't delay, get along to the shop and make the most of some massive reductions.

PresentationTime

Nationwide Building Society, sponsors of the Football League, were Matchday Sponsors at the Kevin Morris Benefit match against Chelsea. Tracy Morshead, Head of Marketing, receives a signed

framed shirt from STFC Chairman Mike Spearman. Tracy also presents their "Man of the Match" Shaun Taylor with a bottle of Champagne.



Martin Harvey and guests from Telecental receive an autographed Football from

Team Captain Shaun Taylor. Telecental were Matchball Sponsors at the Kevin Morris Benefit Match against Chelsea.

Rockin Robin Saturday Creche continues

Situated in the Lifestyle Centre at the Stratton Bank end of the Castrol Stand, the Creche is managed by qualified staff from Swindon Child Carers and is for kids aged between 2-8 years.

Limited to 26 children, the facility is available for home and away fans on Saturday's only. Each session from 1.30-5pm costs just £2 per child and places must be booked in advance.

For more information contact ANN READE on Swindon (01793) 514055 between 9.30am and 4.30pm, Monday to Friday.

OUR CORPORATE SUITE SPONSORS



treatment room

Sponsored by
Ridgeway Hospital

with Jonathan Trigg



Like everyone at the club I was hoping that we would start the season with a clean bill of health - with nobody cluttering up the treatment room. Unfortunately and probably expectedly, this hasn't happened.

The good news however is that Peter Thorne looks to have shrugged off his hamstring problems that have hampered and plagued him over the last 12 months.

Peter pulled out of our pre-season tour to Finland and spent three weeks at Lilleshall sports Injury clinic working intensively on a one to one basis on strengthening his hamstring groups, utilising the most up to date isokinetic weight machines.



Peter Thorne in pre-season training at Wanborough.

He returned to training last week and has suffered no ill effects.

Paul Allen has also shrugged off a thigh injury which prevented him from playing in all of our pre-season matches.

Alex Smith has also returned to full squad training after damaging ankle ligaments.

But Lee Collins has not been successful in his bid to regain full fitness for the first league game of the season after suffering an injury to the medial ligament on the inside of his right knee during the second week of pre-season training.

I do not envisage this being a long term injury and Lee should be able to join in full training by the end of this week.

Ian Culverhouse and Ty

Gooden both have ankle injuries with Ty requiring surgery on Wednesday of this week.

Cully meanwhile will continue to receive treatment on the injury sustained in Finland.

the shadowboard

What a fantastic summer for all football fans.

Euro '96 was so much better than most England fans would have thought possible, then there was the amazing transfer to Newcastle for Alan Shearer and all the while we Swindon fans were looking forward to the new season in Division one.

Makes it rather strange that our first home game should be in the Coca-Cola Cup!! It does give us an immediate opportunity to benefit from the new Sky TV contract and allow soccer fans throughout the country to enjoy some Swindon goals!!

It is amazing where Swindon fans are to be found. Personally I have met Swindon supporters and been able to relive the highlights of last season in Ohio, USA and in St Ives Cornwall - about as big a contract as you will find!! Please write to the Shadow Board and let us know the oddest places you have met Swindon supporters this summer.

We are also waiting to hear whether your family can match - or even beat the Povey family of Grange Park as our biggest family of supporters. Write in with details of your family and we will feature your family photos in future programme spots.

Heres to a great season back in the First Division!!



Shadow Board

CHAIRMAN
John Lodge

VICE CHAIRMAN
Sheila Maslin

SECRETARY
David Taylor

MEMBERS
Nigel Bennett
Doug Coombs
Derrick Hand
Alan Poole
Neil Seamark
Keith Vowles
David Waldron
David Wiltshire

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

Benno gives his view

After the almost impassioned symbolism of Euro '96 comes the bread and butter of domestic fair. Norwich City in Division One last Saturday; Wolverhampton Wanderers in the Coca-Cola Cup tonight.

It is a tough start to our return to Division One but a truly stimulating menu to place before our discerning public. Norwich City have Mike Walker back in charge and are convinced he will lead them back to the promised land of the Premiership. Wolves, should be there also if tradition has anything to do with status.

Thankfully it doesn't of course and that is good news for clubs like ourselves who have only ever flirted with life at the top. The one season we had in the Premiership was hugely memorable if not successful but the fact that we are now again in Division One means that the possibility of repeating that experience is there to be had, dangling in front of us like the proverbial carrot.

If football was a normal business we would look to consolidate this year then plan to advance from that foundation. Yet we all know that you can't play the field that way. In this game you have to take what you can get when you can get it.

Certainly that will be the case if the opportunity to win promotion next spring materialises. There will be no hanging back saying we are not prepared for the Premiership. It will be take the bull by the horns time and into the big pool come what may.

For this is the risk business and no matter how thoroughly Steve McMahon lays his plans for development, he knows that he will never have complete control on the outcome. Ask Wolves' chairman Sir Jack Hayward, he has invested a fortune on new players in the past few years and in business terms is entitled to have expected a return on his investment in the form of promotion to the top sphere by now. But disappointment in 1995 was followed by disappointment in 1996 and thus the men from Molineux are, at this moment in time, in the same boat as ourselves.

It is this uncertainty that really is the lifeblood of English football. There are few national competitions as competitive as ours and although there has always been an elite, the composition of that special band has not been exclusive. In the formative years Proud Preston ruled the roost.

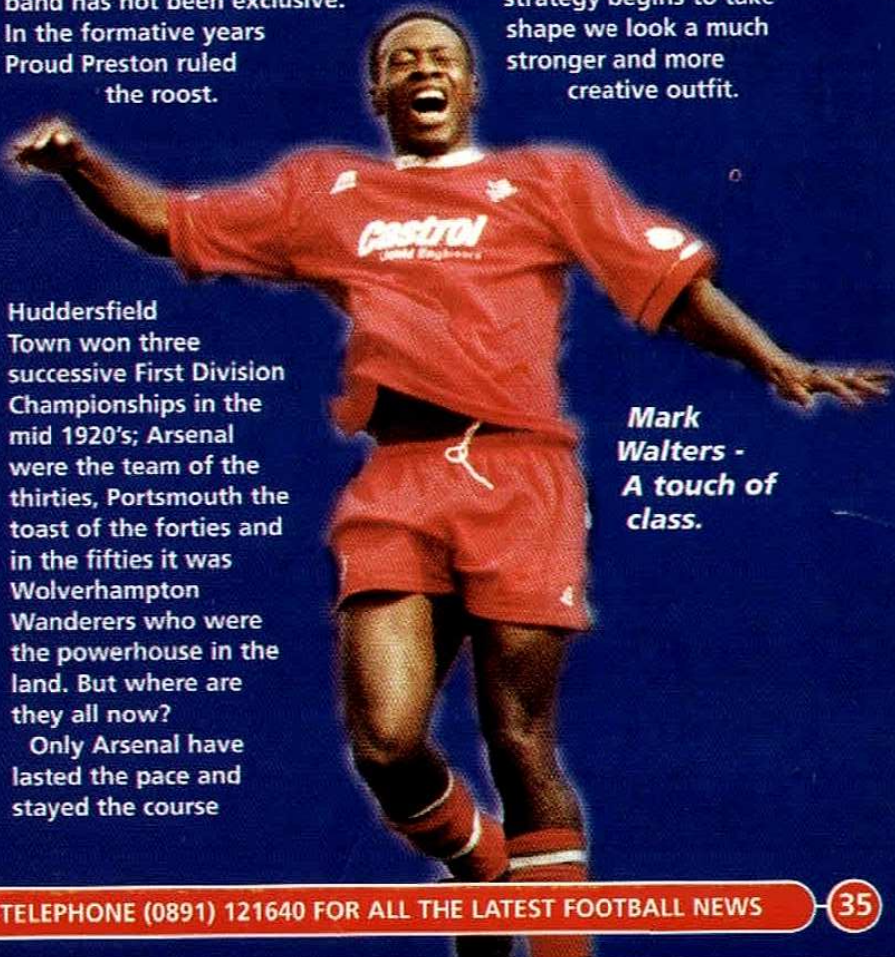
Huddersfield Town won three successive First Division Championships in the mid 1920's; Arsenal were the team of the thirties, Portsmouth the toast of the forties and in the fifties it was Wolverhampton Wanderers who were the powerhouse in the land. But where are they all now?

Only Arsenal have lasted the pace and stayed the course

(Liverpool's domination has been in the last three decades). Consequently the names of Burnley, Ipswich Town, Derby County and Nottingham Forest are engraved on the roll call of English League Champions to show that it is not only the fashionable names who can achieve ultimate success.

We know that with the coming of the Premiership and the uneven distribution of wealth, the divide is becoming more pronounced even within the Premiership itself. But English football has thrived on the success of the underdogs and despite all the big names, it could be ours that appears on the Coca Cola Cup on April 6th.

We have won it before so why not again! We were oh so close to a final appearance the season before last and now as Steve McMahon's rebuilding strategy begins to take shape we look a much stronger and more creative outfit.



Mark Walters - A touch of class.



ALWAYS FOUND AT THE TOP OF THE TABLE

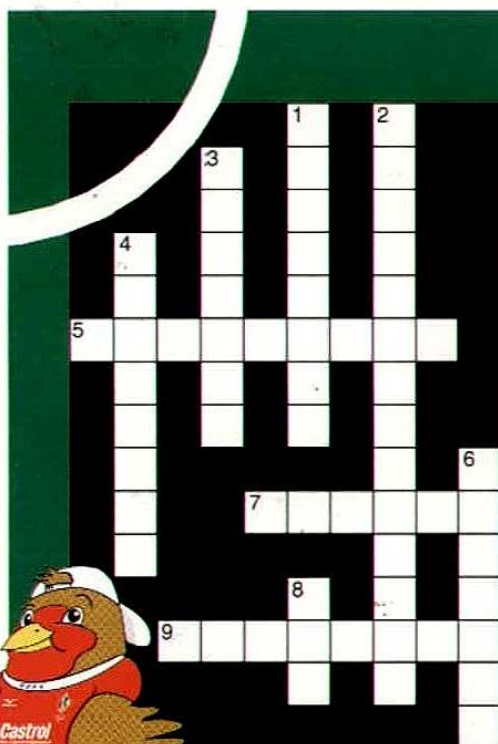
You've come to the right place for quality football. Next time Mum takes you shopping, make sure she chooses one of Anchor's superb range of Cheddars.

SWINDON TOWN & ANCHOR -
THE TOP PERFORMERS



LEAGUE TABLE

1. SWINDON TOWN
2. ROVERS
3. THE CITY
4. UNITED



kiddiescorner

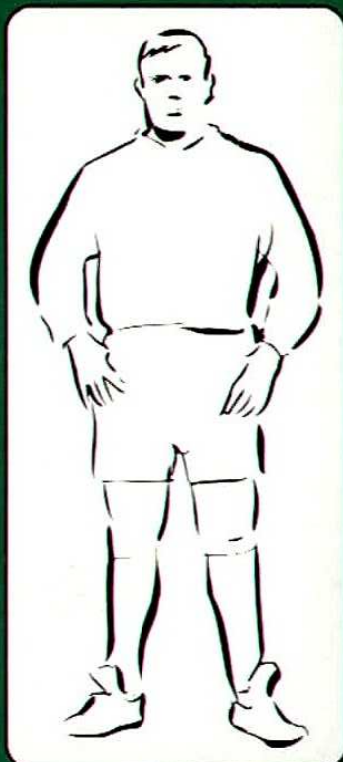
kids crossword

Across

5. Joined Premiership through Play-Offs in 1996 (9)
7. Poborski first name (6)
9. Vialli joined Chelsea from this club (8)

Down

1. Alex, Manager of Manchester United (8)
2. Steve McMahon joined Swindon from this club (7)
3. New Manager of Birmingham City (7)
4. Scorer of 2 goals in Euro'96 final (14)
6. Swindon's leading goal-scorer 1995/96 season (7)
8. Main colour in Liverpool kit (3)



DESIGN-A-KIT & WIN A PRIZE!

Your chance to design your own kit.

Colour in the player or trace another and send it to:
Louise Kaye - Marketing Department, Swindon Town FC,
County Ground, County Road, Swindon SN1 2ED.

captain's column

with **Shaun Taylor**



What a delight it is to be back where we belong - in the First Division.

There is no doubt that we were too good for Division Two and this is the league we should be in.

It is vitally important that we make sure we stay here and don't slip back down but of course as a player, the incentive is always to play at the highest level, so it is the Premiership we are now looking towards.

Saying that, we have still got some big clubs to face in the First Division, none more so than Wolverhampton, who we are taking on tonight in the Coca-Cola Cup.

No disrespect to the teams in

the Second Division but this year we will be meeting

far more quality sides. And as a team I feel we will do better against stronger opposition.

The introduction of four new faces means we have got more strength in depth than I have ever seen at the club.

Before we've had good teams but if there were injuries or suspensions there wasn't enough cover. We definitely won't have that problem this time around.

A warm welcome to the newcomers including Frenchman Frederic Darras who is picking up the language by the day.

Sponsored by

BBC



WILTSHIRE
SOUND

**WHERE ALL THE
SWINDON TOWN
ACTION IS**

103 - 105FM

He seems a really nice chap and a very good footballer and I'm looking forward to playing alongside him this season.

Finally I would just like to thank you the fans for all your magnificent support last season, I know you will get right behind us again this year.

**today's Matchday Magazine -
designed, produced & printed by..**



**for all your... Design, Direct Mail
Public Relations, Exhibitions
Reprographics & Print call us now...**

tel: 01635 35546

PIA Marketing Communications Ltd.

The Litten, Newtown Road, Newbury, Berkshire, RG14 7BB

at touch of **france**

NEW SIGNING **Frederic Darras**

"He is a class act with a lot of experience and I'm certain he will prove to be a valuable addition to the squad," were Steve McMahon's words after signing Frenchman Frederic Darras.

The 29 year old became the manager's fourth pre-season signing, teaming up with fellow newcomers, Kevin Watson, Mark Walters and Scott Leitch.

And if the early signs are anything to go by, Darras could have a major impact on the First Division.



Despite speaking very little English, the ice cool defender has hardly put a foot wrong. There is no doubt that he is a great reader of the game - no matter what language it is played in!

At home playing anywhere along the back line, Darras oozes class and has picked up massive amounts of experience in a successful career.

He spent 11 years with French double winners Auxerre before moving to Bastia. He has represented France at Under 18 and Under 21 levels and has no fewer than 19

European Cup appearances under his belt, including a quarter final tie against Fiorentina.

Darras originally joined Swindon on a two week trial but after impressing during the club's tour of Finland, Steve McMahon had no hesitation in signing him on a permanent basis.

Under the Bosman ruling he was brought in on a free transfer from Bastia where he was out on contract.

He signed a three year deal and is eager to help bring more success to the County Ground.



CAMBERLEY AUTO FACTORS LIMITED



**GET YOUR
SPARES
WHERE THE
TRADE BUY
THEIRS**

**TOP OF THE LEAGUE
FOR MOTOR SPARES
IN SWINDON**

**UNIT 8, LYNTON
ROAD, CHENEY
MANOR IND. EST.
TELEPHONE
01793 532891**

profile NEW SIGNING Scott Leitch



After a successful spell on loan at the Club last season, midfielder Scott Leitch was delighted when Swindon boss Steve McMahon swooped in to sign him on a permanent basis during the Summer.

The 26 year old didn't take long to say yes when McMahon popped the question and with a price tag of just £15,000 - Town look to have invested in a bargain.

"The manager convinced me that Swindon was the club to join. And since

signing I have no doubt that I made the right decision because there is a tremendous team spirit here."

Leitch had spells at his home town club Motherwell before moving on to Dunfermline and then Hearts. He has now made a move South of the border and has no regrets.

"It could have been a wrench leaving Scotland not to be honest I haven't felt at all homesick because all the players and staff at Swindon have been so helpful and made me feel very welcome."

During the pre-season build up, Leitch has been pleased with his level of fitness and he hopes he can grab a place in the starting line-up - and keep it!

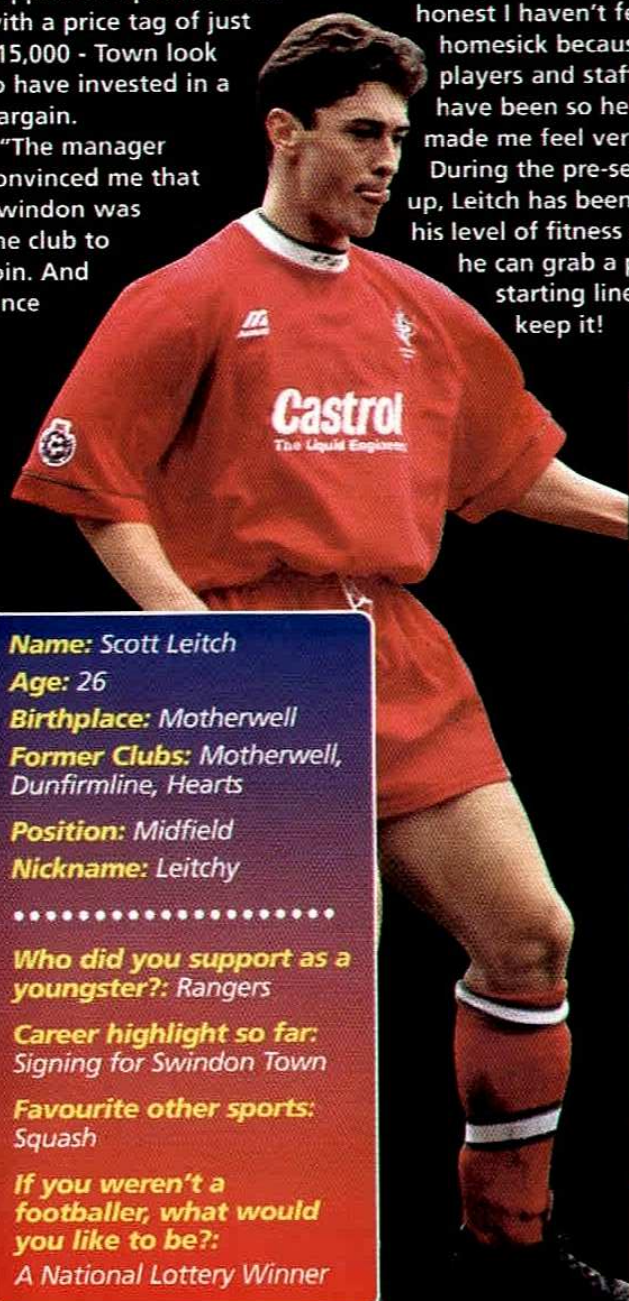
"With competition for places so hot I know I will have to keep on top of my game but I'm looking forward to the challenge."

"There are some big matches to look forward to and part of the attraction of coming here was the high standard of opposition I would be facing in the First Division."

"I'm certain that with the squad we have got we can be up there challenging with the top teams in the league."

"We will need a bit of luck but if we can make a good start I'm confident we can do well."

"I've been impressed with the amount of support Swindon get and with the fans cheering us on it could be another season to remember," he commented.



Name: Scott Leitch

Age: 26

Birthplace: Motherwell

Former Clubs: Motherwell, Dunfermline, Hearts

Position: Midfield

Nickname: Leitchy

Who did you support as a youngster?: Rangers

Career highlight so far: Signing for Swindon Town

Favourite other sports: Squash

If you weren't a footballer, what would you like to be?:

A National Lottery Winner

NON-STOP PROMOTIONS

Making your good name look even better

Telephone today for our current brochure, opening up a world of possibilities for your Promotional Product needs

Telephone: 01672 563030

Non-Stop Promotions & Marketing Ltd.,
Fordbrook Business Centre, Marlborough Road,
Pewsey, Wiltshire, SN9 5NU.

1996/97 kit sponsorship



Paul Allen



Wayne Allison



Steve Cowe



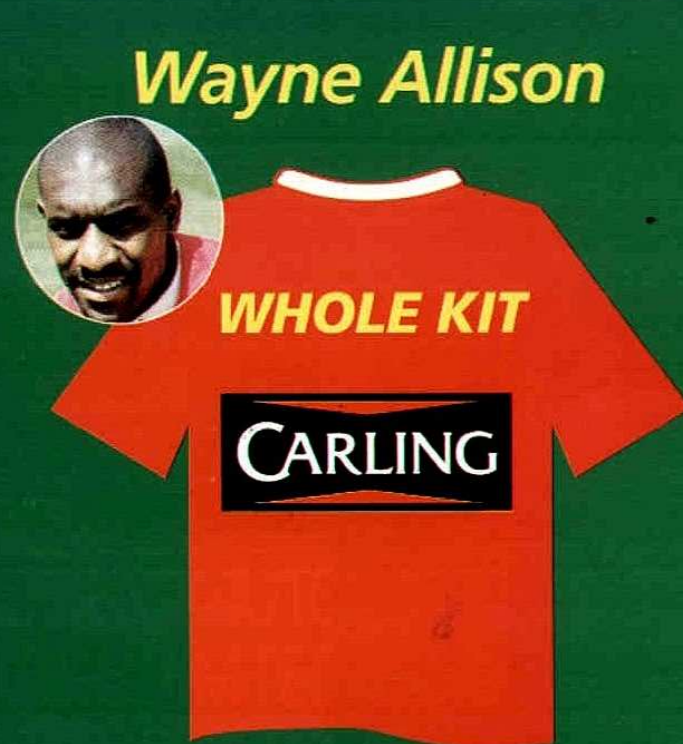
Ian Culverhouse



Fraser Digby



Jason Drysdale



Wayne Allison



Steve Finney



Ty Gooden



Kevin Horlock



Steve McMahon



Wayne O'Sullivan



Mark Seagraves



Alex Smith



Shaun Taylor



Peter Thorne



Kevin Watson



Mark Robinson



Frank Talia



Mark Walters



Kevin Watson



Scott Leitch

Sponsor your favourite Swindon Town player's **WHOLE KIT**

1996/97 season £330.00

1-Shirt £90.00 2-Shorts £60.00 3-Socks £40.00 4-Match Boots £80.00 5-Tracksuit £90.00

All prices are subject to VAT.

around the **County** ground

Away Day Specialists

Swindon Town added another piece of silverware to their trophy cabinet at the tail end of last season.

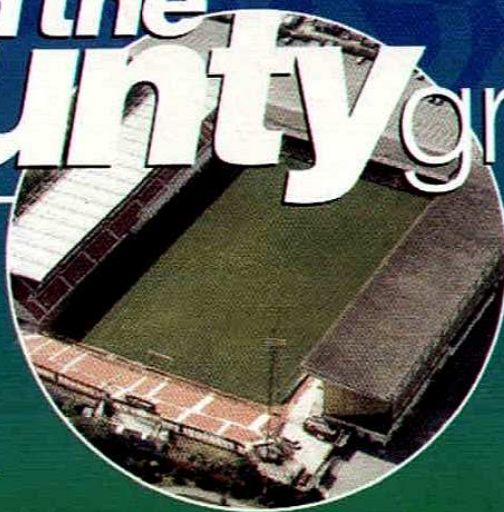
Now standing proudly alongside the Division Two Championship Trophy is the Yokohama Tyres **Best Performance on the Road Award**.

This was presented to club chairman Mike Spearman by Mr. Katsuragawa from Yokohama Rubber Company, prior to the Division One play off game between Leicester City and Crystal Palace at Wembley last May.

Launched last season, the award was originally given out on a monthly basis to the First Division club who, in the opinion of the judges, had produced the outstanding away display of the month.

The scheme was so successful that Yokohama decided to finish the season off in style by presenting a special award to the club with the best away record in all three divisions.

And that club was Swindon Town who collected no fewer than 46 points on their travels during their championship winning campaign.

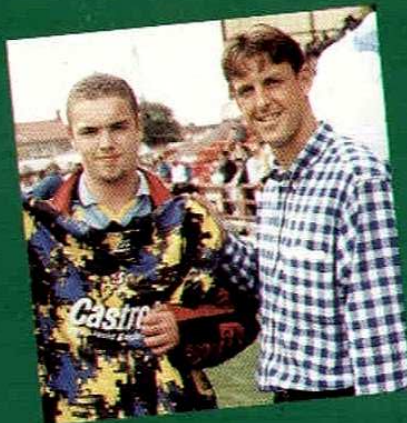


Fraser Presents

Swindon Town goalkeeper Fraser Digby presented a signed goalkeepers shirt to local lad Phil Manning prior to the recent pre season friendly against Chelsea.

Phil, who used to play in goal for a local team, nearly lost his hand in a recent accident but has shown great bravery in fighting through the pain barrier.

And in recognition of his courage, Fraser was delighted to hand over a special gift to Phil.



Glenn Helps Out

Former Swindon boss and new England coach Glenn Hoddle was on hand to help present a mini bus to Brimble Hill Special School before the friendly against Chelsea.

Nearly £14,000 was raised at the Swindon Marriott Annual Charity Ball in February in association with the Rotary club of Swindon. This amount was matched by the Allied Dunbar Staff Charity fund.

This meant that a VW VLT 35 specially adapted mini bus could be purchased for Brimble Hill School.

And Glenn Hoddle officially handed over the keys to Bob Walker, Headmaster at Brimble Hill.



Signed Shirts

Swindon chairman Mike Spearman teamed up with his Chelsea counterpart Ken Bates to hand over signed shirts to the family of Steven Kehoe who sadly passed away recently at the tender age of 13.

Steven was an avid Chelsea fan who had been suffering from cancer.



swindon town ladies



by Roger Reeves

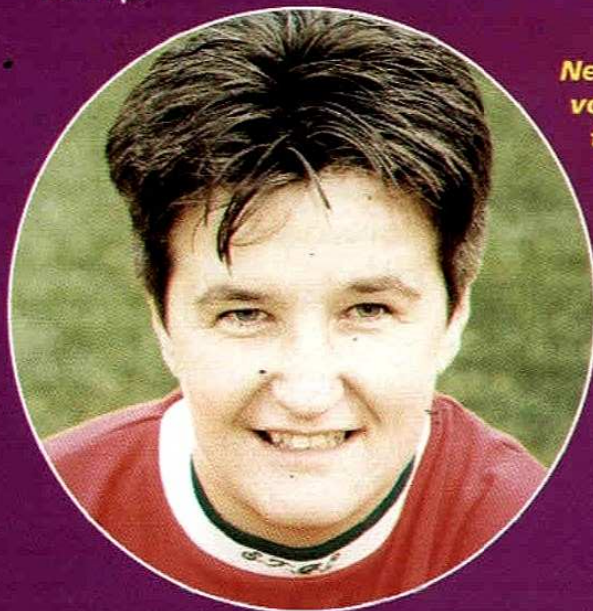
The Town Ladies were promoted to Division One as Champions of Division Two - that sounds familiar.

When the Town completed their fixtures at the end of March, although they had gained promotion the final position was not known because rivals Reading Royals still had games to play. The Town eventually became champions in a somewhat bizarre fashion. In the scramble to complete their fixtures the Royals, on two occasions, played an ineligible player and the league docked them six points. The Town players were not aware of this until the League presentation evening held at Newbury Town's Ground on 19th May. When the announcement was made the biggest cheer of the evening went up.

The first record that the DJ just happened to play after the presentation was 'Simply the Best!'

History has a habit of repeating itself. In 1993 both the Town and Reading Royals joined the Southern Region League in Division Four. At the end of the season the Town were promoted as champions and the Royals as runners up.

The next season in Division Three the same thing happened with the Town taking top spot and pushing the Royals into second place. Then once again last season the Town eventually finished first with the Royals in second place. This year, as always the Royals will be out for revenge so when the fixtures are announced for the coming season the first game that both clubs will look for will be the Town against Reading clashes.



Netti Wyness
voted 'Player of the Season'

Fixtures 95/96 Southern Region League Division 2

Sun 3rd Sep	Milton Keynes Utd	A	4-0
Sun 10th Sep	Reading Royals	A	4-1
	FA Cup 1st Round	Bye	
Sun 17th Sep	Eastleigh	H	4-0
Sun 1st Oct	Basingstoke Town	A	8-0
Sun 8th Oct	Gosport Borough	H	4-2
Sun 15th Oct	Plymouth Pilgrims FAC 2	A	0-3
Sun 22nd Oct	Oxford University	H	5-1
Sun 29th Oct	Thame	A	5-1
Sun 5th Nov	Milton Keynes Utd	H	13-0
Sun 19th Nov	Eastleigh	A	7-0
Sun 26th Nov	Leighton Linlade	A	7-0
Sun 3rd Dec	Basingstoke Town	H	18-0
Sun 10th Dec	Gosport Borough	A	5-3
Sun 17th Dec	Bracknell Town LCP	A	4-0
Sun 14th Jan	Carterton	H	1-1
Sun 21st Jan	Oxford University	A	5-3
Sun 4th Feb	Thame	H	2-0
Sun 18th Feb	Oxford United LC1	H	w/o
Sun 3rd Mar	Leighton Linlade	H	12-0
Sun 10th Mar	Aldershot LC2	A	10-1
Sun 17th Mar	Carterton	A	3-0
Sun 24th Mar	Reading Royals LC3	H	2-7
Sun 31st Mar	Reading Royals	H	3-5

Final Table 95/96 season Southern Region League Division 2

	P	W	D	L	F	A	Pts
Swindon Town	18	16	1	1	110	17	49
Reading Royals	18	15	1	1	101	17	43*
Thame University	18	13	1	4	55	29	40
Gosport	18	9	2	7	61	42	29
Oxford University	18	7	4	7	45	35	25
Milton Keynes Utd	18	5	6	7	31	49	21
Basingstoke Town	18	6	0	12	25	64	18
Leighton Linlade	18	3	2	13	13	93	11
Eastleigh	18	3	1	14	23	77	10
Carterton	18	1	3	14	9	48	6

* six points deducted

Player Appearances 95/96 season

	APPS	GOALS
Kerie Garwood	22	41
Jane Hawkins	1	0
Justine Hume	15	5
Pam Laker	18	10
Nadine Lloyd	22	45
Tracy Mackeddle	4	1
Deb Martin	17	7
Vikki McCann	21	1
Sarah Privett	18	1
Kim Reeves	18	5
Alison Richards	4	0
Jo Sharpe	21	0
Clare Tyson	20	1
Clare Wheeler	18	8
Netti Wyness	18	1

the ultimate challenge

By Jason Harris

Imagine travelling over 350 miles of ice in 30 days, on skis pulling sledges that weigh around eight stone, in temperatures as low as minus 50 degrees.

Well that's exactly what Swindon Town's Director of football Rikki Hunt did earlier this year to help raise money for charity.

The 42 year old father of two took on the challenge of walking to the Magnetic North Pole in a group led by intrepid explorer and keen Swindon fan David Hempleman-Adams - and the mission was a complete success.

"It was much harder than I thought it would be physically, whereas mentally I coped a lot better than I thought," said Rikki.

"A week before I was due to leave I was told that I had arthritis so I knew every step would hurt.

"For the record I took 269,000 steps - some 13,000 a day, but it was worth it." he added.

After conquering Mont Blanc in his first ever climb and having now reached the Magnetic North Pole, Rikki has caught the bug.

"In October of 1997 I hope to conquer Summit Choyi, the fifth highest in the world.

"It's only 800 metres shorter than Mount Everest so if this climb is a success, Everest could be next."

"It's all about personal challenges. In life you can't succeed or fail - you only fail if you don't try."

"Some I will win, some I will lose, but whatever happens I'll be giving everything I've got."

The Mitchemp Trust, which helps youngsters get involved in outdoor activities, will be receiving its biggest single



donation ever before tonight's game when Rikki Hunt will be officially handling over the cash to David Hempleman-Adams.

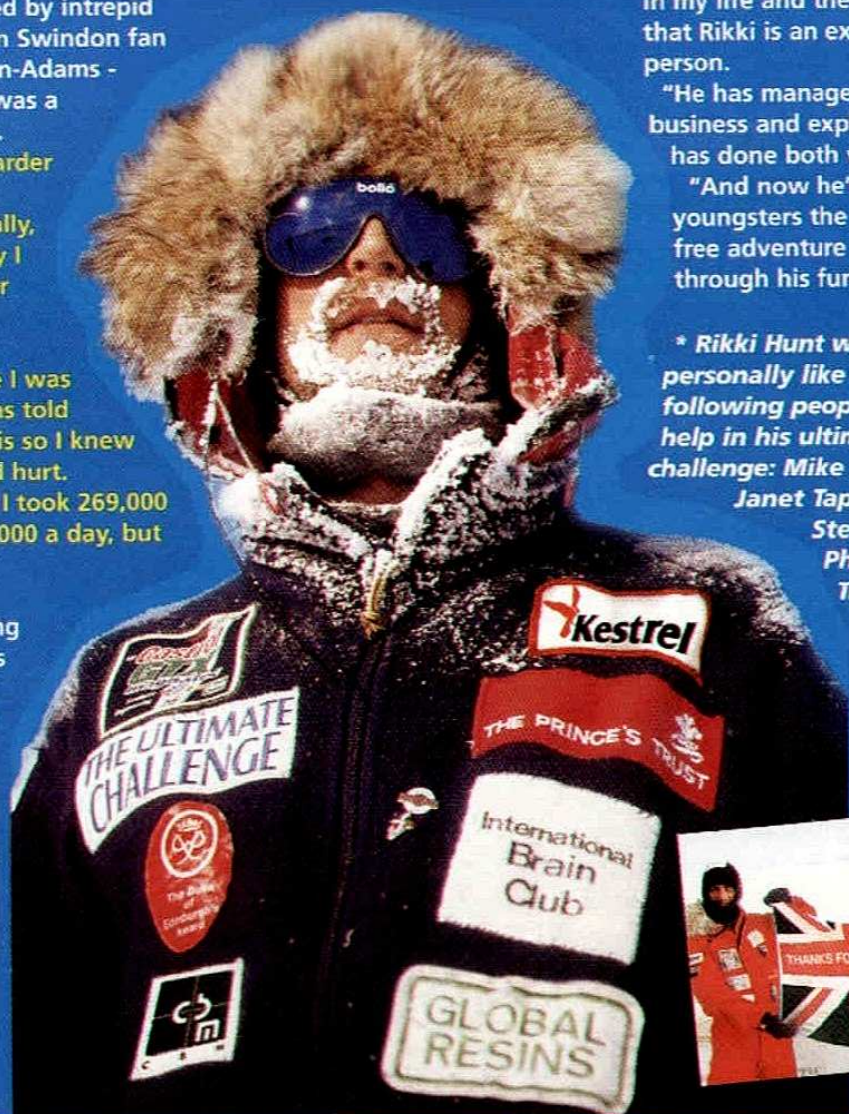
David said "I've done a lot of things and met a lot of people in my life and there is no doubt that Rikki is an extraordinary person.

"He has managed to combine business and exploration and has done both very well.

"And now he's giving youngsters the chance of a free adventure holiday through his fund raising."

*** Rikki Hunt would personally like to thank the following people for their help in his ultimate challenge: Mike Spearman, Janet Tapsell,**

Steve Jones, Phil Young and Tracy Bond.



football shorts

by M.J. Evans

Quick Swap

Ever since the first four-figure transfer—£1,000 was paid by Middlesbrough to Sunderland for Alf Common back in 1905—the whole transfer system has hit crazy heights. On February 7, 1925, Clapton Orient travelled to meet Manchester United in a Second Division game and with them went their centre forward, A. Pape. Imagine the crowd's complete surprise when, as the two teams came out on to the field, Pape was wearing United's colours. He had been transferred just a few minutes before the kick-off and helped his new club to defeat his former club 4-2.

Going Underground

After weeks of negotiating with the London Passenger Board, Herbert Chapman, the Arsenal manager, was successful in persuading them to rename

Gillespie Road Underground Station, from November 5, 1932, it became known as Arsenal.

On Both Sides Now

In a Third Division game between Port Vale and Charlton Athletic at the Valley on Boxing Day 1932, J. Oakes was Vale's left back. The game was abandoned before the end because of poor visibility. But the rearranged fixture, staged some weeks later, Oakes was left-back for Charlton against his former club. He had been transferred to the London club in the meantime, in so doing, he became the only man to play for both teams in a single League match!

Expensive Change

Scottish club Aberdeen once bought a centre-half named Jock Wylie from Clyde for £20. Later

they sold him to Bradford City for £250, but they soon missed him and bought him back—for £500. But it's not always money that changes hands between clubs. Just before the last war, Figolia, one of the stars of the Genoa club, was transferred to Rio de Janeiro for 416 sacks of best coffee.

Any Old Iron

Not long after the turn of the century, a club by the name of Mossend Celtic decided they were in urgent need of 30 sheets of corrugated iron to complete the fencing of their ground. Being low on funds, they "put up for sale" one of their forwards named Spelton. The fee asked was 30 sheets of iron. Neighbours Holytown United paid up and the deal was completed. Was this player worth his weight in iron? (sic).



Reproduced by Sportbox Ltd. 01895 251220

Caught.
Ball watching!

The official ball supplier to:



on the road...

Southend United

Saturday 31st August
Kick-Off 3.00pm

Steve McMahon will not want to be reminded of his last visit to Roots Hall, when he made his debut in a Town shirt.

The home side were a goal up after only three minutes and eventually won 2-0. A miserable afternoon for the new boss was complete when he was sent off fifteen minutes from time!

Did you know?

After leading 2-0 at Southend inside the first 15 minutes of a Third Division South fixture in February 1951. It looked as though Town's dreadful away run of 14 defeats in 15 games was at an end. But Southend soon hit back - and finished 8-2 winners!

Going to Wolves? Don't miss our travel round-up for Molineux in next Saturday's Matchday Magazine

TRAVEL CLUB

Southend United

Fare £9.50

Depart County Ground: 10.00am

Bookings taken at the Travel Club Office in the Castrol Stand before and after all home games and Tuesday to Thursday evenings from 7.00 - 9.00pm, or at the Information Centre in Regent Street. Pick-up points are available - please enquire when booking.

You can also book by telephone at Barnes Coaches on the number below.

A £2 reduction is available for all children accompanied by an adult.

For Bookings
Tel: (01672) 540330

Travelling by Road.....

Take the M4 and M25 (northbound), leaving the M25 at Junction 29. Follow the A127 through Rayleigh past the Bell public house on the left. At the first roundabout, turn right onto a dual carriageway (Victoria Avenue). At the end of the dual carriageway, turn right at the traffic lights. The visitors turnstiles at Roots Hall are approximately 200 yards on the left.

Or by Rail...

The nearest rail station is at Prittlewell, just five minutes walk from Roots Hall. A frequent service runs from London Liverpool Street (three trains an hour) and the journey time is approximately one hour.

Recommended departure times from

Swindon to London Paddington:

10.29 or 10.55

Saver Return Fare from Swindon:

£38 (incl. tube fare)

S.A.S TRAVEL

Southend United

Fare £9.50

Depart:

West Swindon 9.30am

County Ground 9.45am

Ermin Street 10.00am



**24 HOUR
SERVICE**

Bookings can be made at the old Matchday Ticket Office on Tuesdays, Wednesdays and Thursdays between 10.00am and 2.00pm on Thursday evenings between 7.00 and 9.00 and before all home games. Bookings are also taken in association with Silver Knight Coaches on 01249 720360 on Mondays to Fridays between 9.00am and 5.00pm. All coaches are fitted with seat belts throughout and are NON SMOKING. A hostess service of hot and cold drinks and light refreshments is also provided.

Reductions available for under-15's.

Tel:(01793) 825935
Fax:(01793) 821015

statistics 1996/97 season

last update August 18th 1996



Endsleigh League Division 2 1995/96 Season Final Table

	P	W	D	L	P	W	D	L	F	A	Pts	GD
SWINDON TOWN	46	12	10	1	13	7	3	71	34	92	27	
OXFORD UNITED	46	17	4	2	7	7	9	76	39	83	36	
BLACKPOOL	46	14	5	4	9	6	6	67	40	82	20	
NOTTS COUNTY	46	14	6	3	7	9	7	63	39	76	24	
CREWE ALEXANDRA	46	13	3	7	9	4	10	77	70	73	7	
BRADFORD CITY	46	15	4	4	7	3	13	71	69	73	2	
CHESTERFIELD	46	14	6	3	6	6	11	56	51	72	5	
WREXHAM	46	12	6	5	6	10	7			56	70	
STOCKPORT COUNTY	46	8	9	6	11	4	8	61	47	70	14	
BRISTOL ROVERS	46	12	4	7	8	6	9	56	60	70	-4	
WALSALL	46	12	7	4	7	5	11	58	45	69	-13	
WYCOMBE WANDERERS	46	9	8	6	6	7	10	63	59	60	-4	
BRISTOL CITY	46	10	6	7	5	9	9	55	70	60	-10	
AFC BOURNEMOUTH	46	12	5	6	4	5	14	52	70	58	-18	
BRENTFORD	46	12	6	5	3	7	13	43	49	58	-6	
ROTHERHAM UNITED	46	11	7	5	3	7	13	56	62	56	-8	
BURNLEY	46	9	8	6	5	5	13	56	68	55	-12	
SHREWSBURY TOWN	46	7	8	8	6	6	11	58	70	53	-12	
PETERBOROUGH UNITED	46	9	6	8	4	7	12	59	76	52	-17	
YORK CITY	46	8	6	9	5	7	11	58	73	52	-15	
CARLISLE UNITED	46	11	6	6	1	7	15	58	72	49	-14	
SWANSEA CITY	46	8	8	7	3	6	14	43	79	47	-36	
BRIGHTON & HOVE ALB	46	6	7	10	4	3	16	46	68	40	-22	
HULL CITY	46	4	8	11	1	8	14	36	73	31	-37	



First Team Player Appearances 95/96

Player Name:	League		Cup		Total	
	Apps.	Gls.	Apps.	Gls.	Apps.	Gls.
Fraser Digby	25	-	11	-	36	-
Ian Culverhouse	46	-	11	-	57	-
Jason Drysdale	13	-	5	-	18	-
Steve McMahon	21	-	9	-	30	-
Mark Seagraves	28	-	10	-	38	-
Shaun Taylor	43	7	13	-	56	7
Mark Robinson	46	-	12	1	58	1
Wayne O'Sullivan	33	3	7	-	40	3
Peter Thorne	26	10	8	1	34	11
Wayne Allison	44	17	12	3	56	20
Ty Gooden	25	2	9	1	34	3
Steve Finney	30	12	13	4	43	16
Kevin Horlock	45	12	13	4	58	16
Paul Bodin	33	2	9	1	42	3
Martin Ling	16	-	6	2	22	2
Eddie Murray	5	1	2	-	7	1
Steve Mildenhall	-	-	2	-	2	-
Joey Beauchamp	3	-	1	1	4	1
Dean Hooper	-	-	3	-	3	-
Frank Talia	16	-	-	-	16	-
Paul Allen	27	-	6	1	33	1
Gary Thorne	-	-	2	-	2	-
Lee Collins	5	-	2	-	7	-
Alex Smith	8	-	-	-	8	-
Shay Given	5	-	-	-	5	-
Steven Cowe	10	1	-	-	11	-
Scott Leitch	7	-	-	-	7	-
Tony Grant	3	1	-	-	4	-
David Preece	8	1	-	-	8	1

Swindon Town Fixtures 1996/96 Season

Date	Opponents	Res	Att.
Sat Aug 17	Norwich City	A 0-2	15,165
TUE AUG 20	WOLVERHAMPTON W. C.C.C 1 (1)	H	
SAT AUG 24	PORT VALE	H	
WED AUG 28	OLDHAM ATHLETIC	H	
Sat Aug 31	Southend United	A	
Wed Sep 4	Wolverhampton W. C.C.C 1 (2)	A	
Sat Sep 7	Grimsby Town	A	
WED SEP 11	PORTSMOUTH	H	
SAT SEP 14	TRANMERE ROVERS	H	
Wed Sep 18	Coca-Cola Cup 2 (1)		
Sat Sep 21	Queens Park Rangers	A	
Wed Sep 25	Coca-Cola Cup 2 (2)		
FRI SEP 27	WOLVERHAMPTON W.	H	
Tue Oct 1	Bradford City	A	
Sat Oct 5	Ipswich Town	A	
SAT OCT 12	OXFORD UNITED	H	
WED OCT 16	HUDDERSFIELD TOWN	H	
Sat Oct 19	Crystal Palace	A	
Wed Oct 23	Coca-Cola Cup 3		
Sat Oct 26	Reading	A	
WED OCT 30	WEST BROMWICH ALBION	H	
SAT NOV 2	MANCHESTER CITY	H	
Sat Nov 9	Sheffield United	A	
SAT NOV 16	BARNSELY (F.A. CUP 1)	H	
Sat Nov 23	Birmingham City	A	
Wed Nov 27	Coca-Cola Cup 4		
SAT NOV 30	READING	H	
Sat Dec 7	Charlton Athletic (F.A. Cup 2)	A	
Sat Dec 14	Stoke City	A	
SAT DEC 21	BOLTON WANDERERS	H	
Thu Dec 26	Portsmouth	A	
SAT DEC 28	GRIMSBY TOWN	H	
WED JAN 1	QUEENS PARK RANGERS	H	
Sat Jan 4	F.A. Cup 3		
Wed Jan 8	Coca-Cola Cup 5		
Sat Jan 11	Tranmere Rovers	A	
SAT JAN 18	BRADFORD CITY	H	
Sat Jan 25	F.A. Cup 4		
Wed Jan 29	Wolverhampton Wanderers	A	
SAT FEB 1	SHEFFIELD UNITED	H	
Sat Feb 8	West Bromwich Albion	A	
SAT FEB 15	BIRMINGHAM CITY (F.A. Cup 5)	H	
Wed Feb 19	Coca-Cola Cup SF (1)		
Sat Feb 22	Manchester City	A	
SAT MAR 1	CHARLTON ATHLETIC	H	
Tue Mar 4	Barnsley	A	
Sat Mar 8	Bolton Wanderers (F.A. Cup 6)	A	
Wed Mar 12	Coca-Cola Cup SF(2)		
SAT MAR 15	STOKE CITY	H	
Sat Mar 22	Port Vale	A	
SAT MAR 29	NORWICH CITY	H	
Mon Mar 31	Oldham Athletic	A	
SAT APR 5	SOUTHEND UNITED	H	
Sun Apr 6	Coca-Cola Cup Final		
SAT APR 12	IPSWICH TOWN (F.A. Cup SF)	H	
Sat Apr 19	Oxford United	A	
SAT APR 26	CRYSTAL PALACE	H	
Sun May 4	Huddersfield Town	A	
Sat May 17	F.A. Cup Final		

NEXT HOME GAME:
SAT AUGUST 24TH



Swindon Town vs Port Vale
NATIONWIDE LEAGUE DIVISION 1
Kick-Off 3.00pm

FAC = F.A. Cup C.C.C = Coca-Cola Cup
©. The Football League Ltd 1996

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



Goalscorer = Name in Red Substitute used = o

1	2	3	4	5	6	7	8	9	10	11	12	13	14
TALIA	DARRAS	DRYSDALE	LEITCH	ALLEN	TAYLOR	ROBINSON	WALTERS	FINNEY	ALLISON	HORLOCK	THORNEo	SEAGRAVESo	WATSONo

Football For All

Swindon Town Football Club is proud to welcome both professional footballers and supporters from all nationalities to the County Ground. It is our aim that people from all races enjoy football at the County Ground without fear of harassment or intimidation and while recent research shows that we do not seem to have a problem with racism here at the Club, we musn't become complacent. Therefore, any supporter found distributing literature of a racially intolerant nature, or hurling racial abuse at players or fellow supporters, will be ejected from the ground immediately and will attract a lengthy ban from the Club.

Mike Spearman
Chairman

IMPORTANT NOTICE

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



24 HOUR INFORMATION

0891 12 16 40

FOR ALL THE LATEST FOOTBALL NEWS FROM THE COUNTY GROUND.

0891 14 16 40

FOR TICKET, TRAVEL AND COMPETITION NEWS.

*CALLS ARE CHARGED AT 30P PER MINUTE (CHEAP RATE)
AND 40P PER MINUTE AT ALL OTHER TIMES.



teamcheck



Swindon Town vs Wolverhampton Wanderers

Swindon Town

1	Frank Talia
2	Frederic Darras
3	Jason Drysdale
4	Scott Leitch
5	Paul Allen
6	Shaun Taylor
7	Mark Robinson
8	Mark Walters
9	Steve Finney
10	Wayne Allison
11	Kevin Horlock
12	Peter Thorne
13	Mark Seagraves
14	Kevin Watson

Team Changes

Wolves

1	Mike Stowell
2	Jamie Smith
3	Steve Froggatt
4	Keith Curle
5	Neil Emblem
6	Dean Richards
7	Andy Thompson
8	Steve Corica
9	Steve Bull
10	Iwan Roberts
11	Simon Osborn
12	
13	
14	

Team Changes

Today's Officials:



Referee: **C.R. Wilkes** (Gloucester)



Linesman: **B. Ingram** (Midsomer Norton)



Linesman: **Mrs W. Toms** (Poole Dorset)

HAINE & SMITH

REGISTERED OPTICIANS



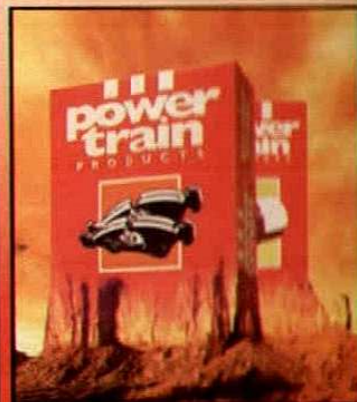
Today's Mitre Matchball Sponsors:

SEROBEX



**power
train**
PRODUCTS

THE RED SUCCESS



POWERTRAIN CAR PARTS- AN AWESOME RANGE



Powertrain Products
Greenbridge Road
Swindon, Wiltshire
SN3 3LB



24 HOUR INFORMATION

0891 12 16 40

FOR ALL THE LATEST FOOTBALL NEWS FROM THE COUNTY GROUND.

0891 14 16 40

FOR TICKET, TRAVEL AND COMPETITION NEWS.

*CALLS ARE CHARGED AT 300 PER MINUTE CHEAP RATE
AND 40P PER MINUTE AT ALL OTHER TIMES

NEXT HOME GAME:
SAT AUGUST 24TH



Swindon Town vs Port Vale
NATIONWIDE LEAGUE DIVISION 1
Kick-Off 3.00pm