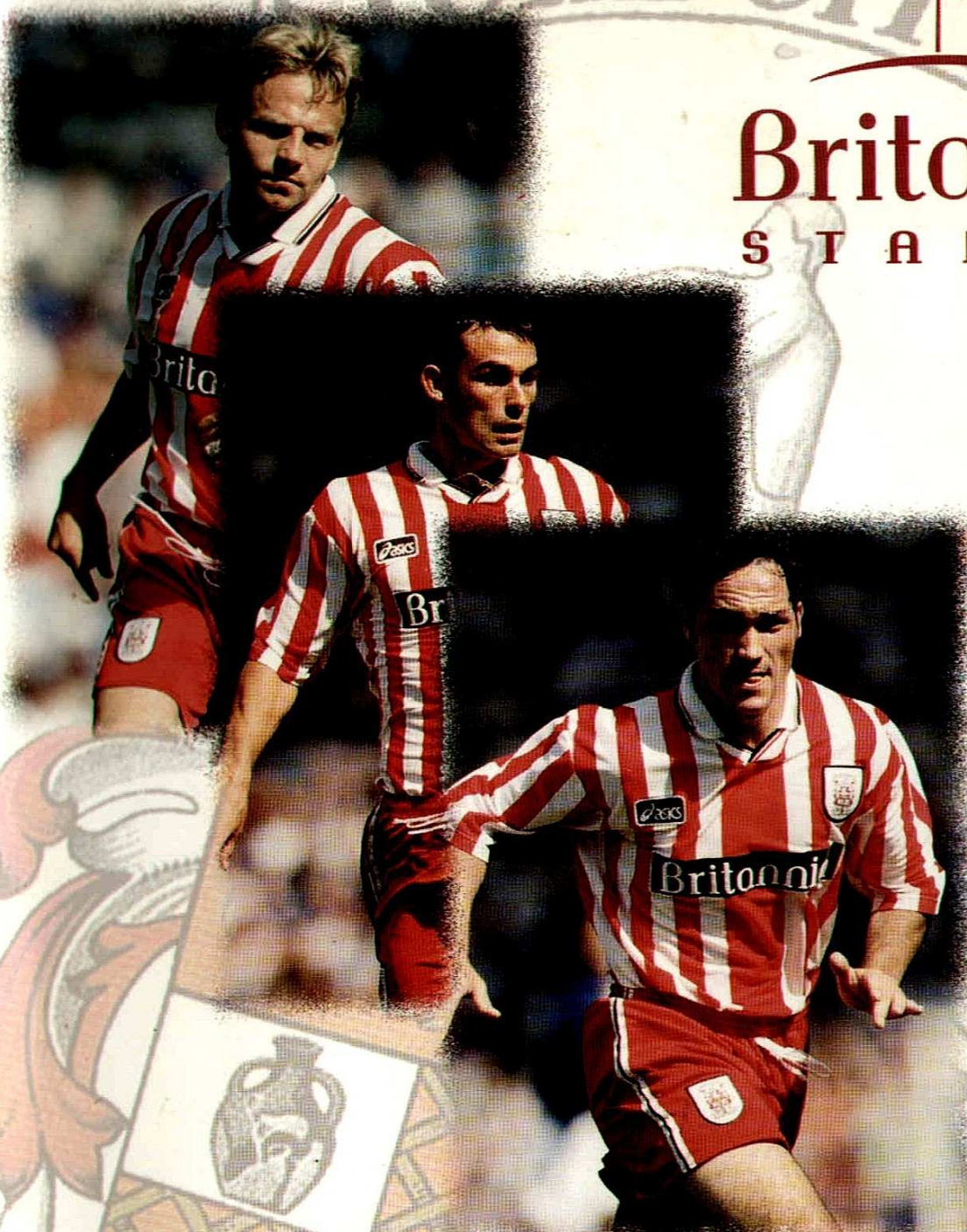
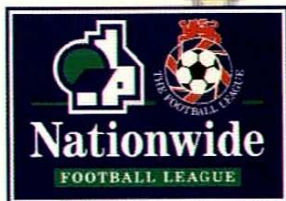


Historic First League Game At The Britannia Stadium

STOKE CITY

# Britannia STADIUM



Today's Sole  
Match Sponsor  
**THE RIP  
ROARING  
POTTERS**

# Stoke City

THE NEW ERA  
versus  
**Swindon Town**

Nationwide League Division I  
Saturday 30th August 1997  
Kick-off 3.00pm

UNITA

Special Souvenir Brochure - Price Three Pounds



## Welcome to the new Britannia Stadium.

*A personal view of this historic  
occasion from John Heaps,  
Chief Executive of Britannia.*

Today's opening ceremony of the Britannia Stadium marks the beginning of a new era for everyone connected with Stoke City Football Club and for everyone concerned about the leisure facilities available to the local community in the heart of Staffordshire.

As one of the regions major employers we are delighted to show our faith in the local community and our workforce by becoming the sponsor of the most significant building project in this area for many years. It is our hope that the spectacular Britannia Stadium will become the focal point for much local enjoyment, involvement and participation into the Millennium and well beyond.

We believe that our association with this outstanding initiative can only endorse Britannia's position as one of the country's leading independent building societies and enhance our status as a proud and modern mutual.

We congratulate the Board of Stoke City F.C. for their foresight and ambition and look forward to the Britannia Stadium becoming a proud and productive home for Stoke City F.C. and its many supporters.

Chief Executive

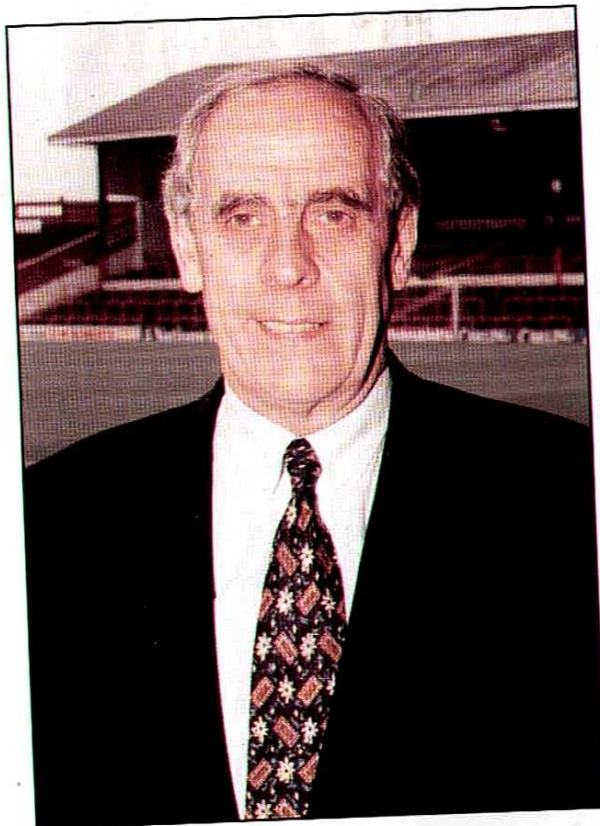


**Britannia**  
STADIUM

**Britannia**  
The Sharing Society

Britannia Building Society  
Britannia House Leek  
Staffordshire ST13 5RG

# Chairman's Welcome



Welcome to the new Britannia Stadium and a new era in the history of Stoke City Football Club, to be opened by Stoke's most famous son and the Club's greatest player, Sir Stanley Matthews.

Talks about the project started with the Council over three years ago and over this period many people have been convinced that we would not succeed. The splendour of the stadium, such an impressive addition to the Stoke on Trent skyline, proves that we have and is a testimony to all those who believed and made it happen.

The stadium is the biggest investment Stoke City has ever made. The £20million package put together with the help of the Council and Stoke on Trent Regeneration must be seen as one of the most significant landmarks in the long history of the Club.

The infrastructure to play at the highest level is now in place, it is now up to all of us to ensure the Club plays at such a level. For this to happen we need your help and support in filling the new stadium on a regular basis.

Big clubs have big support, an iron law which nobody bucks in the long run.

Thank you in anticipation of helping make such a dream a reality.

**Peter Coates**  
CHAIRMAN, STOKE CITY FOOTBALL CLUB.

# TODAY'S SOLE MATCH SPONSORS

## THE RIP-ROARING POTTERS

many thanks go to

**David Rowley**

Meir Heath

**Paul McIntyre**

Baddelley Green

**Robert Craig**

Northwood

**Barry Martin**

Basford

**Don Walsh**

Fenton

**Philip Glover**

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Norton-in-the-Moors

**Dawn Charles**

Norton-in-the-Moors

**Alan Charles**

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**Mark Shaw**

Sneyd Green

**Robert Gilbert**

Northwood

**Martin Garner**

Wolstanton

**Peter Duckworth**

Uttoxeter

**Andrew Barker**

Stoke

# City News

We welcome our special guest today, the Secretary of the Football League and Regional Representative of the Football Trust, David Dent, who will join our own Sir Stanley Matthews on the pitch to highlight the Trust's magnificent contribution of £3.25m, towards the new stadium. The presentation will take place just before kick-off of the first league match against Swindon Town in the new Britannia Stadium. The construction of the new stadium would not have been possible without the support of the Trust who contributed a grant and loans package of £3.25m. The Club are indebted to the Trust for all their help in ensuring that their dedicated fans get the very best facilities on offer.

The new stadium at Trentham North is just one example of major relocation projects made possible by Football Trust grants. It is Trust policy to provide the maximum support to clubs taking on the challenge of relocation and thanks to the Trust's support the United Kingdom boasts some of the finest stadia in Europe, if not the world. So far a total of ten new grounds have been built, a further five are under construction and thirteen clubs have plans to relocate.

The former colliery site will be transformed by this new development. The new stadium will provide 100 press seats, 160 seats for supporters with disabilities, a banqueting suite and car parking for 650 cars. This will ensure that the Potters' fans have access to some of the best facilities in the Football League.

David Dent commented: "It is a tremendous pleasure to be invited here today to see the first league game ever to be played at the magnificent new Britannia Stadium. The new stadium is a credit to the Club and I congratulate Stoke City on providing their supporters with some of the best facilities in the Football League. The Football Trust has made an important contribution towards the new stadium and has a vital role to play in helping clubs implement the recommendations of the Taylor Report and providing a grant aid to football at all levels of the game."

Sir Stanley Matthews also put on record his thanks: "The Club are extremely grateful to the Trust for its generous support, without which our impressive new stadium would not have been possible and I thank them for the valuable contribution they have made towards the cost of the project."

## HOME SUPPORTERS

The North Stand will be the traditional 'singing' end of the stadium priced at £11 adult, £7 U17/OAP's. The Sentinel Stand (East) will provide excellent seats at the side of the pitch priced at £14 Adult, £8 U17/OAP's. The McEwan's Stand (West) is a two-tiered stand offering top quality seats. Lower tier seats are priced at £15 Adults, £8 U17/OAP's, while seats in the upper tier are available on a membership basis (see Members Facilities). The north-east corner of the stadium is a designated Family Area with seasonal membership priced at £15 adults, £10 juniors and matchday ticket prices at £11 Adults, £6 U17/OAP's and £3 U13. Conditions of entry to the Family Area are the purchase of one adult and up to 5 junior tickets or a maximum of 2 adults with at least one junior.

## MEMBERS FACILITIES

Seating on the upper tier of the McEwan's Stand is available to Premier Club Members only, although the Club reserve the right to sell seats to supporters paying a 'one-day membership' premium on the matchday ticket price (£16 Adult, £9 U17/OAP's). Supporters sitting in the upper tier have exclusive use of the Premier Concourse. Legends Club members have the exclusive use of the Legends Sports Bar on matchdays, situated on the north-east corner of the stadium (capacity, 1,000) and the Club reserve the right to sell seats to supporters paying a 'one-day membership' premium on the matchday ticket price.

## CORPORATE FACILITIES

The McEwan's Stand (West) houses a range of corporate facilities including The Waddington Suite (a restaurant for up to 350 matchday diners), 50 private boxes on two levels, a members-only facility for 250 Vice Presidents Club members and The Gordon Banks Suite for up to 40 guests of the Match Sponsor. Entry to all corporate facilities is through the main entrance on the front of the McEwan's Stand. AWAY SUPPORTERS: Signal Radio Stand (South); Capacity 5,000

This is the maximum that will be allocated to visiting teams. The Signal Radio Stand is situated behind the goal and can be sub-divided into three parts which means that this figure may be reduced as required. Prices for away supporters are £14 Adult and £8 U17/OAP's (concessions on a reciprocal basis and apply to advance sales only).

## DISABLED SUPPORTERS

There will be 164 wheelchair places at the Britannia Stadium, situated in all parts of the stadium, including the away end. Prices: wheelchair season tickets, £95 (including car park space); match ticket, £5 (Escorts pay prevailing prices and places should be pre-booked to guarantee a parking space). Match commentary will be available for blind/partially sighted supporters in certain areas of the ground (contact ticket office for more information).

## AWAY TRAVEL

All bookings for away coach travel will be taken at the ticket office which will be open up until coach departure times for both Saturday and evening away games. Postal, phone and fax bookings for coach travel will be accepted.

## TRAVELLING TO THE BRITANNIA STADIUM

### BY CAR

**North/South/West:** M6 to J15. Take the A500 to Stoke-on-Trent then the A50 to Derby/Utttoxeter (the Britannia Stadium will be signposted at this point and visible on the skyline to the right). Once on the A50 you have to drive past the stadium on the right to the first exit and come back down the westbound carriageway of the A50 to get to the stadium.

**East:** A50 all the way to Stoke-on-Trent. Stadium on the left. **Please note:** on a

matchday access to the stadium from the A50 will be strictly limited to coaches, permit holders and disabled supporters who have been allocated a parking space directly outside the stadium (see **ACCESS** and **PARKING** for more details).

### BY BUS

Matchday buses will leave Hanley Bus Station (stand 11), Newcastle Bus Station (stand D) and Longton Bus Station (stand 10) and Stoke (Glebe Street) ONE HOUR before kick-off, with connecting bus services from all over the area. A shuttle bus service will then continue between Stoke (Glebe Street) and the Britannia Stadium up until 15 minutes before kick-off. Return buses will depart immediately after the match from bus terminals behind the Sentinel Stand (East). Normal bus fares will apply. For general enquiries Contact PMT on (01782) 747000.

**IMPORTANT NOTICE:** Additional signage will be in place on a matchday directing traffic to the car parks available. This signage will initially direct cars to the SOUTH car park until it is full, at which stage the signage will be adjusted by police to direct the flow of traffic to the MICHELIN car park.

**Please note:** the access road which runs through the Trentham Lakes site which has been named Stanley Matthews Way, will not provide a through road for motorists from the A50 to Trentham Road (or visa-versa) as it will be gated and only used on matchdays.

### BY FOOT/CYCLE

Pedestrians can walk to the Britannia Stadium on a matchday from Stoke and Michelin car park, using existing footpaths along the bridge over the A500, which lead to the incinerator access road, to link up with the new footway/cycleway (and the new bridge over the canal and railway line) to the stadium. Pedestrians will also be able to link up with the new footway from the tow path which runs along the Trent & Mersey canal. Supporters can walk from Heron Cross (Grove Road) and Hollybush (Highfield Drive) to the stadium, along a newly constructed footway/cycleway, but pedestrians coming from Heron Cross should be aware that they must cross the A50 at Heron Cross using the new footbridge as a 1.8m high fence will prevent them from crossing the road any further down. There will also be no pedestrian access along the busy A500 or A50 roads. Finally, pedestrians will be able to walk to the stadium along Stanley Matthews Way running up from Trentham Road (A5035).

### NEAREST RAILWAY STATION: Stoke-on-Trent (01782 411411)

Transportation for away supporters arriving by train can be arranged by the local bus company via Sgt Aston at Hanley Police Station on (01782) 202555. If required, this must be organised in advance by the visiting club. Supporters arriving by train can take a 2-minute walk to Glebe Street in Stoke where buses will run to the stadium at regular intervals (see **TRAVEL** for more details).

### ACCESS ON A MATCHDAY

Access to the Britannia Stadium from the A50 will be strictly limited to vehicles with parking permits, for car parks **NORTH, WEST 1** and **WEST 2** (Directors Box guests, private box holders, Vice Presidents Club members, sponsors, Waddington Suite guests, players, officials etc.), visiting coaches and supporters who have been allocated a disabled parking space outside the ground (wheelchair season/matchday ticket holders). Supporters who are allowed access from the A50 should follow directional signage on a matchday which indicates coach and disabled parking.

Access to (and egress from) the **SOUTH** car park (1600 spaces for car park season ticket holders and match day parking) is from the new traffic signalised junction on Trentham Road (A5035). On non-matchdays, access to the Britannia Stadium is from the A50 entrance for all visitors.

### PARKING ON MATCHDAYS

#### AT THE STADIUM

Matchday parking is available for supporters on the **SOUTH** car park, access from Trentham Road only (see directions below). Matchday parking on the **SOUTH** car park will be on a first-come first-served basis (cost £3 matchday or £62.50 for full season). The **SOUTH** car park will be open from 11am for an afternoon match and 4.00pm for a night match. **Tip:** tune in to one of the local radio stations, Radio Stoke (94.6Fm) or Signal Radio (102.6Fm) for updates on parking availability at the ground to avoid any unnecessary travelling. **Directions: North/South/West:** M6 Junction 15. Take the A500 to Stoke-on-Trent then at the first exit, take the A34 to Stone and follow signs for Trentham. At the next roundabout, turn left onto Trentham Road (A5035) and carry on until you reach the traffic signalised junction which sits on the southern entrance to Stanley Matthews Way. **East:** A50 to Stoke-on-Trent. Leave the A50 at the Longton exit into Trentham Road (A5035). Stay on Trentham Road (A5035). Stay on Trentham Road until you reach the traffic signalised junction which sits on the southern entrance to Stanley Matthews Way.

#### DISABLED PARKING

Supporters purchasing a wheelchair season ticket will be allocated a parking space directly outside the ground, with access from the A50. Wheelchair users purchasing a matchday ticket may purchase a parking space outside the ground at a cost of £3, subject to availability. Disabled supporters (with a valid orange badge) may park on the **SOUTH** car park, subject to availability (cost £3 matchday or £62.50 for full season), where spaces closest to the Stadium will be reserved for disabled parking. (Access from Trentham Road).

#### AT MICHELIN

**FREE** Parking for supporters will be available, as in previous seasons on the Michelin factory car park, which lies on the edge of Stoke Town Centre (approximately a 10 minute walk from the stadium). **Directions: North/South/West:** M6 Junction 15. Take the A500 to Stoke-on-Trent. After a couple of miles the road splits into five lanes. Take the far left lane, following signs for Campbell Road/Michelin. Turn left at the top and then left at the mini-roundabout into the Michelin car park. **East:** A50 to Stoke-on-Trent. Once past the stadium on the left, move over into the far left lane and stay in this lane through the roundabout and round a sharp curved road which takes you up and over the A500 (following signs for Campbell Road/Michelin). At the mini-roundabout turn left into Michelin Car Park.

For supporters wishing to visit the club shop or ticket office on the day of a match, parking will be available on the coach park behind the Signal Radio Stand up until 2hrs before kick-off, with access from the A50 permitted. **Please note:** cars left in this area after the allowed time are liable to be clamped or removed by the authorities.

#### ON NON-MATCHDAYS

Parking will be available at the stadium on non-matchdays directly outside the shop, ticket office and executive offices on car park **WEST 2**, with access from the A50. On non-matchdays there will be no access to the stadium from Trentham Road (A5035).

# From the TOP

Welcome back to the Britannia Stadium on another historic occasion as we prepare for our first-ever Nationwide League game against Swindon Town.

It only seems five minutes since we ended our Coca Cola Cup tie against Rochdale and yet we are already preparing for another fixture in our new home.

The Rochdale game on Wednesday was certainly an event to remember as we baptised the Britannia, though today promises to be an even more festive occasion with the official opening against one of my former clubs.

At this hugely exciting and transitional time, it's important that we don't lose sight of the job we have to do and that message I will be repeating to the players today.

We had ignored all the peripheral fuss to get out minds on the job against Rochdale, even though we had a cushion of a 3-1 lead from the first leg, and that's even more crucial today as we search for league points. We must be focussed.

The situation with the new ground which necessity saw us switching our first scheduled home league fixture against Bradford to Valley Parade eight days ago, and thus playing our first three league games away, made it an especially difficult start to the season for us and means we need to beat Swindon.

One thing is for sure, having now experienced the superb backroom facilities at the Britannia, the well-equipped and spacious dressing rooms being among the best of them,

our players cannot help but be inspired to give their all.

The playing surface is absolutely superb, it has to be one of the best in the country - and now we have had a 90 minute game to get used to it the players should feel settled right from the start this afternoon.

Looking back over our first couple of game, I thought we were perhaps a little unlucky not to get a draw at Birmingham and deserved our point at Bradford.

Valley Parade is never an easy place to go and they had us on the rack in the first half, when we were indebted to a couple of superb saves from Carl Muggleton.

Carl had to make two more equally good saves in the second half, but by then we were competing on level terms and could have had a goal or two ourselves.

We made chances as we made at Birmingham, and I feel confident that we will start to take them and when that happens we will surprise a few teams in this league. Enjoy the game - and let's see how much noise a big crowd can make in the Britannia Stadium!



Pictured CARL MUGGLETON

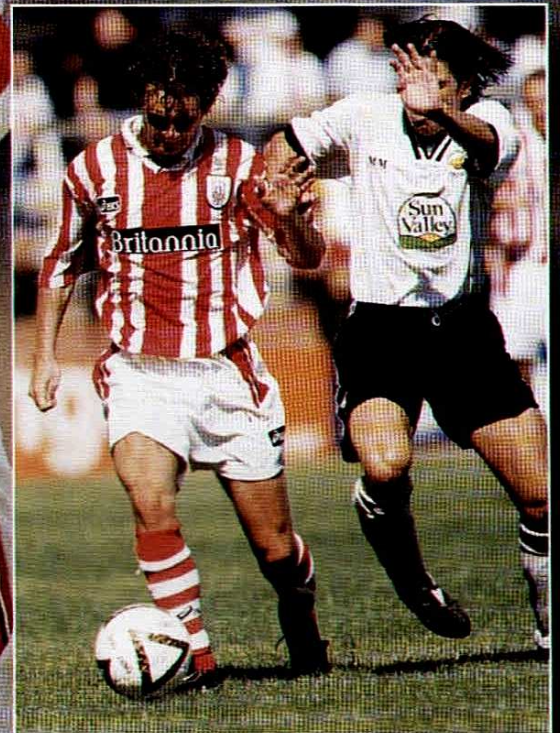


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# Match Action

Stoke City v Hereford Utd

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Elgar Retail Park,  
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SUPERSTORES



# Welcome to the Britannia Stadium



Today's match versus Swindon Town is surely one of the most eagerly awaited in Stoke City's long, long history! For the past three years we have been working towards our dream of a fantastic new home and today that dream will become reality when Sir Stanley Matthews officially opens the Britannia Stadium!

The Britannia Stadium, named so after the Club struck a

seven figure naming rights sponsorship agreement with Britannia Building Society, has been completed on time and within budget as we had promised! This is a fitting tribute to the efforts of those responsible for bringing it about.

I do not have space to mention all the people and organisations who have worked so hard on this magnificent facility, which rivals the best stadia in the country, but I do have a simple message: on behalf of Stoke City Football Club, the City Council Stoke-on-Trent Regeneration Limited and the people of Stoke-on-Trent, I wish to send our deepest thanks to everyone who has contributed to the successful completion of this £20m project. You should be proud of yourselves!

Over the next few months we will be working very hard to ensure your surroundings on match days are perfect. A "snagging list" has been drawn up because we recognise that you may well notice some parts of the Stadium requiring further attention or levels of service which might not be as we would like to provide. This is not unusual given the short period of time Mowlems had to build the Stadium, indeed initial problems have been experienced in the new stadia at Middlesbrough, Derby and Sunderland. However, if you do notice anything I hope it will not spoil your overall enjoyment of the first few matches at the Britannia Stadium and I simply ask you to be patient with us initially as we settle into our new surroundings. If I can be of any assistance or if you have any observations, please do not hesitate to write to me at Britannia Stadium, Stanley Matthews Way, Stoke-on-Trent, ST4 4EG.

All that remains for me to say is I hope you enjoy the Britannia Stadium and the football played on the pitch in what I am sure will be a fascinating season ahead.

Enjoy your afternoon  
Jex Moxey

## STOKE CITY FOOTBALL CLUB ITINERARY FOR BRITANNIA STADIUM OPENING 12.00pm ENTERTAINMENT BEGINS OUTSIDE THE STADIUM

Street entertainers and **Summer School Samba** band perform around the stadium  
**Britannia Building Society's** hot air balloon 'Piggles' is tethered outside the stadium, with Britannia staff handing out 'Piggles' shaped balloons  
Main Stand sponsors **William Younger & Company Ltd** give away branded items from their Dray Horse

Representatives of stand sponsor  
**Signal Radio** hand out fixture cards

## 12.45pm TURNSTILES OPEN 1.00pm ENTERTAINMENT BEGINS INSIDE THE STADIUM....

Street entertainers & **Summer School Samba** kick-off fun inside

**1.15pm** World champion ball-juggler  
**Rob Walters** performs

**1.25pm** **Pottermus** Time! Stoke City's new Club mascot goes crazy!

**1.35pm** The all new **Stoke City Slickers** perform with Pottermus

**1.45pm** Pop group **Juicy** perform a trio of lively hits

**2.00pm** **Red Devils Freefall Team** descend into the stadium with the match ball, dressed to impress in the new Stoke City Away Strip

**2.10pm** Tom Jones look-a-like **T.J. Slater** performs in his pink cadillac!

**2.30pm** **TEAMS WARM UP**  
**Summer School Samba** return to step up the beat!

**2.45pm** **Sir Stanley Matthews** officially opens the Britannia Stadium

**2.55pm** **TEAMS RUN OUT**

**3.45pm**  
**HALF-TIME**

**Rob Walters** returns for a ball-juggling challenge

## OUR APOLOGIES

Go to life-long 'Stokies' **STEPHEN ARMITT** and his father **FRANK ARMITT** whose names were unfortunately omitted from our last Victoria Ground game programme on May 4th. We apologise for the disappointment caused

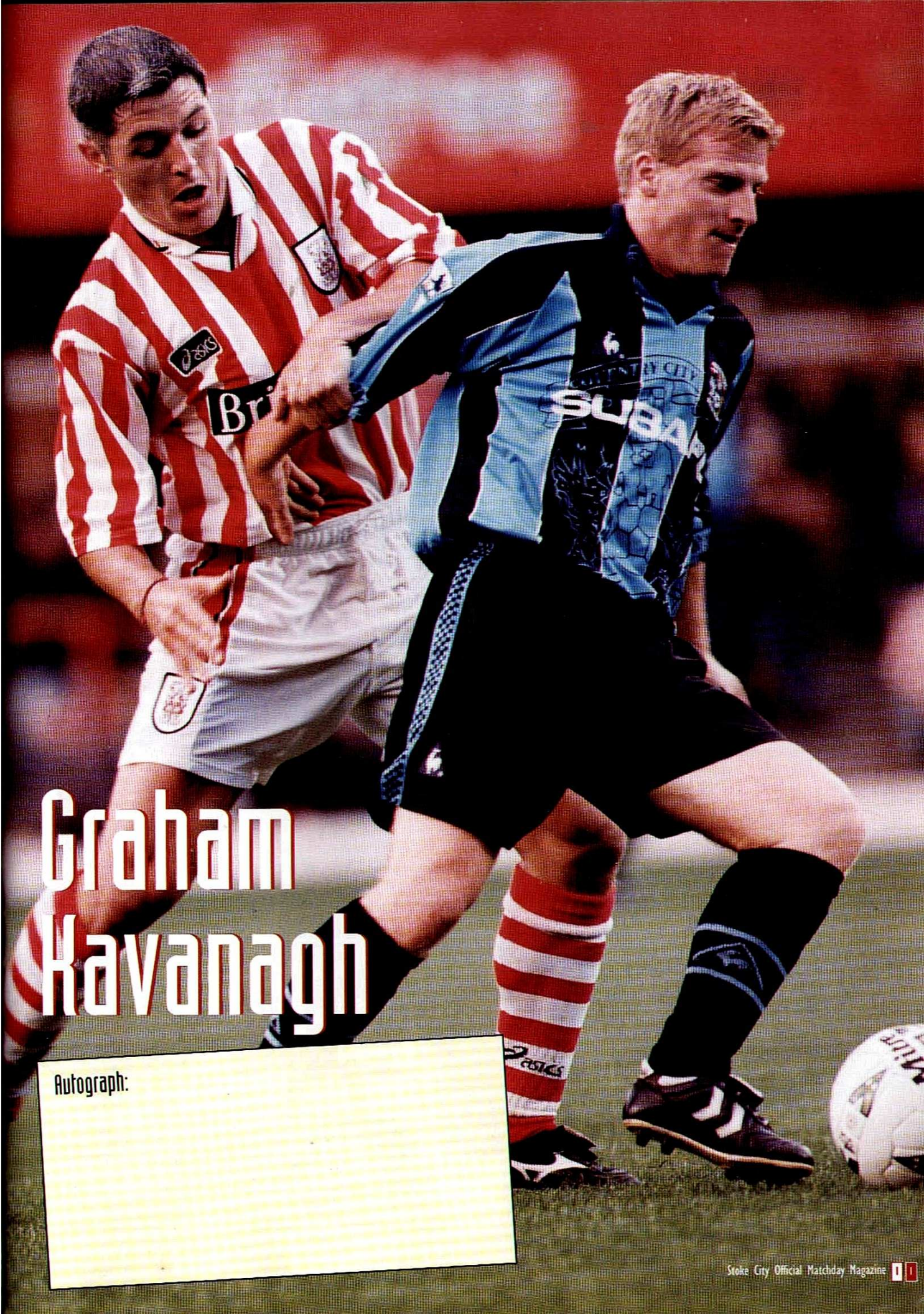
# TAKE possession



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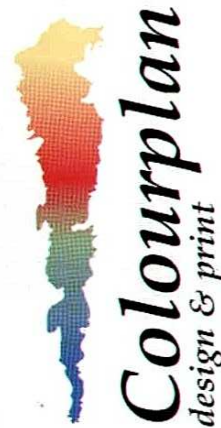
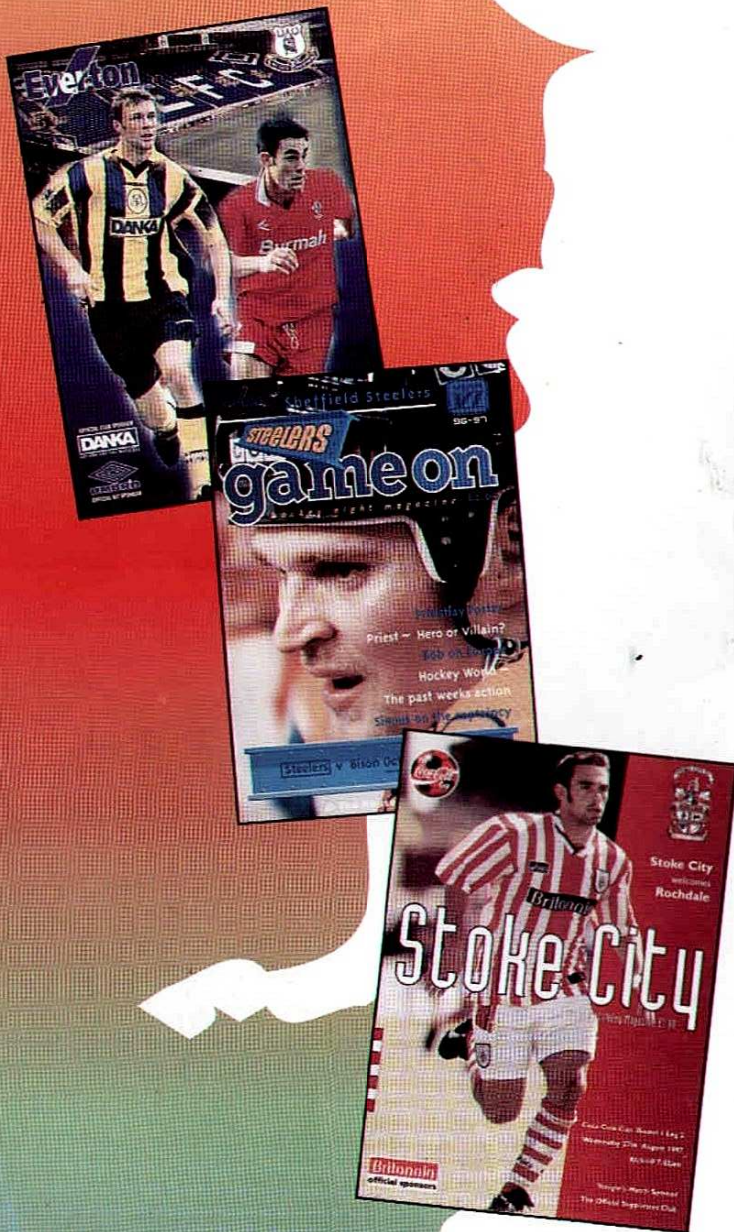


# Graham Kavanagh

Autograph:

A rectangular area with a yellow background and horizontal lines, intended for a player's autograph.

# Better by design



Colourplan Design & Print  
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*Designers & Printers of this programme*

# Business is THE BUSINESS

**DATELINE:** Saturday August 30th 1997  
**TIME:** 15.00 Hours  
**LOCATION:** Britannia Stadium  
**HAPPENING:** Stoke City versus Swindon Town,  
 Nationwide League Division I

Good afternoon to each and every one of you who are here at our new home - **The Britannia Stadium** for today's first League match on home turf. We wish today's visitors from Swindon Town an enjoyable day especially **Steve Jones**, Chief Executive of the 'Robins' As Ronnie Barker often said "it's a fun packed programme" and today is certainly just that!!

Our 'history making' first match sponsors are **The Rip Roaring Potters**. We would like to thank **Bob Charles** for all of the work that he does on behalf of 'RRP' and hope he and all of his guests enjoy their 'special' fay with us!

Today's Matchball Sponsors are from **Pipemaster**, we hope that Barry Roden and his party enjoy their 'bumper' day. Our Programme today is sponsored by **R & A Malkin** - we hope that Roger Malkin and his party enjoy their visit.

Today's Man of the Match Sponsors are **GMR Plumbing** and **Gary Randall** and his party will be presenting the Man of the Match with his award after the game.

Many thanks to all our Sponsors today - you all know how we value your support

For any details on availability of matchday sponsorship be it - match sponsorship, matchball sponsorship, programme sponsorship, man of the match sponsorship, Waddington suite places, associate match sponsorship or any other type of matchday facility call us now on 01782 592222 for your copy of our **Business Opportunities** brochure.

## For less than a pint of beer...

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Executive Boxes Man of Match Graham Kavanagh being presented with a bottle of Champagne by former favourite Jimmy Greenhoff



Man of the Match presentation by Kath Wheelton to Graham Kavanagh



Programme Sponsor Rowley Electrical Distributor being presented with programme by director David Edwards



Matchball sponsor Ken Jervis



Joint Match Sponsors Sovereign presents Man of Match Champagne to Graham Kavanagh



Joint Match Sponsor (Jenny Muir) Pertemps presents Man of Match award to Graham Kavanagh

## EXECUTIVE SUITE / SHY BOX HOLDERS


# Swindon TOWN

**Back Row:** Wayne Allison, Mark Seagraves, Fraser Digby, Steve Mildenhall, Frank Talia, Steve Finney, Kevin Watson  
**Middle:** Alan McDonald, Mark Walters, Craig Taylor, Gary Elkins, Mark Robinson, Scott Leitch, Ian Culverhouse, Frederic Darras, Alex Finlayson  
**2nd Front Row:** Lee Collins, Peter Holcroft, Phil King, Darren Bullock, Wayne O'Sullivan, Ty Gooden, Steve Cowe  
**Front Row:** Jason Drysdale, Jonathan Trigg (Physiotherapist), Ross MacLaren (Reserve team Coach), Steve McMahon (Team Manager), Mike Walsh (1st Team Coach), Les O'Neill (Chief Scout), Alex Smith



**FRASER DIGBY (Goalkeeper)**

Town's longest serving player celebrated his Testimonial Season in 1996/97 and to cap another marvellous campaign was voted Player of the Year. Served his apprenticeship at Manchester United and after a successful loan spell at the County Ground, signed for the Club in a £32,500 deal. This former England Under 21 international returned to United on loan in 1992/93 but his only senior appearance at Old Trafford was for Town during their season in the Premiership. BORN: Sheffield, 23.4.67.

**FRANK TALIA**

Was spotted playing for Australia's Under 21 team and after being invited over for trials with several English clubs, eventually signed for Blackburn Rovers in August 1992. Failed to make a first team appearance and was brought in on loan at Swindon before signing in November 1995. Recently put pen to paper in a new three year deal. BORN: Melbourne, Australia.



20.7.72

**MARK SEAGRAVES (Defender)**

Mark was installed as Club Captain last season and played a leading role at the heart of the defence before injury brought a premature end to his season. A former Liverpool apprentice and England Youth international, Mark made his league debut while on loan at Norwich City before signing for Manchester City. He then signed for Bolton Wanderers and made 180 appearances for the Trotters before coming to Swindon in a £100,000 deal in June 1995. BORN: Bootle, 22.10.66.

**MARK ROBINSON (Defender)**

Started his career at West Bromwich Albion, moved on to Barnsley and such was his form that Newcastle swooped in for his services at a cost of £450,000 in March 1993. After losing his place in the first team through injury Mark came to Swindon for a then Club record fee of £600,000 in July 1994 and has been a regular at full-back although he can also play in the centre of defence. BORN: Rochdale, 21.11.68.

**JASON DRYSDALE (Defender)**

Another former Newcastle player who joined Swindon in a £340,000 deal

in March 1995. A series of injuries have limited his appearances in a Swindon shirt. Most at home at left back, Jason began his career at Watford where he won an FA Youth Cup winners medal. BORN: Bristol, 17.11.70.

**FREDERIC DARRAS (Defender)**

This free transfer from French Club Bastia is a former Under 18 and Under 21 international for France. Spent 11 years with double winners Auxerre during which time he made no fewer than 19 appearances in the European Cup. Came over on a three year deal in August 1996 and is comfortable playing anywhere across the back line. BORN: Calais, 19.8.66.

**ALAN McDONALD (Defender)**

After spending his entire career at Queens Park Rangers, Alan made his first ever move - to the County Ground during the summer on a two year deal. A highly committed defender, his wealth of experience attracted Steve McMahon when he realised the Northern Ireland International's contract was up at Loftus Road. This former Northern Ireland skipper has 53 international caps to his name. BORN: Belfast, 12.10.63.

**DARREN BULLOCK (Midfielder)**

This tough tackling central midfielder signed a three and a half year contract in February 1997 after a £400,000 move from Huddersfield Town. Scored 20 goals in 156 appearances for the Terriers and could be described as a late developer as he was only drafted into the full time professional game in November 1993 following a £55,000 step up from Nuneaton Borough. BORN: Worcester, 12.2.69.

**TY GOODEN (Midfielder)**

Signed by John Gorman in 1993 after being released by Wycombe Wanderers following a successful trial period. Made over 30 appearances during Swindon's Championship season but was hindered by injuries last term and played on a handful of games. BORN: Canvey Island 23.10.72.



**SCOTT LEITCH (Midfielder)**

This former Motherwell, Dunfermline and Hearts midfielder signed for Swindon last Summer for a bargain price of just £15,000. Enjoyed a successful loan spell at the County Ground when the Club coasted to the Second Division title and was delighted to make a permanent move down south. BORN: 6.10.69.

**MARK WALTERS (Midfielder)**

On his day one of the most talented wingers around, Mark showed the skills which made him a hit at Aston Villa, Glasgow Rangers and Liverpool before a serious knee injury left him sidelined for the last few months of the season. Joined Swindon on a free transfer last Summer and once fully fit, this former England international could hold the key to a successful season for his side. BORN: Birmingham 2.6.64.



**LEE COLLINS**

Missed the majority of last season through injury but signed an extension to his contract and is keen to get a regular place in mid-field. Signed in November 1995 after impressing during a period on trial. BORN: Bellshill 3.2.74.

**PHILIPPE CUERVO (Midfielder)**

This gifted Frenchman impressed manager Steve McMahon during a trial period at the County Ground and signed a three year contract on a free transfer from Sochaux just before the new season started. A talented midfield player who likes to run at opponents. Philippe's previous clubs include Saint Etienne. BORN: Ris-Orangis 13.8.69.

**WAYNE ALLISON (Forward)**

Top scorer for the past two seasons, "The Chief" has proved to be a valuable asset since his £475,000 move from local rivals Bristol City. A big, strong target man, Wayne served his apprenticeship with Halifax Town before playing for Watford and then making a name for himself at Bristol. BORN: Huddersfield 16.10.68.

**STEVE FINNEY (Forward)**

A series of injuries restricted Steve to just nine starts last season, this after suffering a broken ankle at the tail end of the previous campaign. Prior to this had netted 16 times after signing on a free transfer from Manchester City. BORN: Hexham 31.10.73.

**CHRIS HAY (Forward)**

This pacy young striker was drafted in from Scottish giants Celtic a week before the new campaign for £330,000. A three year contract was agreed and Swindon believe they have got a bargain for a player who made more than 20 first team appearances for Celtic. BORN: Glasgow, 28.8.74.

**THE MEN IN CHARGE**

**Manager**

**STEVE McMAHON**

In his first full season as player-manager he led Swindon to the Second Division Championship in fine style making 21 appearances despite a series of injuries. As a player collected almost all the honours available for both Club and country. Began his career at Everton scoring 11 goals in 100 league games before a £175,000 transfer to Aston Villa. Kenny Dalglish then took him to Liverpool for £375,000 where he emerged as a midfield general of the highest quality bagging League and FA Cup winners medals galore during the glory years at Anfield. He also gained international recognition collecting 17 full England caps and being part of the 1990 World Cup squad. Christmas of 1991 saw Manchester City pay £900,000 for his services and he continued to perform at the highest level until taking over as Swindon manager in November 1994. BORN: Liverpool, 20.8.61.



**First Team Coach**

**MIKE WALSH**

This former Bolton Wanderers, Everton, Manchester City and Blackpool defender became Steve McMahon's number two in October 1996. He came to the County Ground with a wealth of experience having managed Bury for five years, leading them to three play-offs. Mike also has four Republic of Ireland caps to his name. It was during his time at Everton that Mike met Steve McMahon and was delighted to be given the opportunity to renew acquaintances last year after being enticed away from Unibond Premier League side Barrow where he was manager. BORN: Manchester, 20.6.56.

**A Brief History of Swindon Town Football Club**

**Origins**

The Club was founded in 1881 by Reverend William Pitt as a result of a merger between two teams from the old and new areas of the Town. There were signs of success even in those early years as the Club won the Wiltshire Senior Cup from its inception in 1887 and for the next six years.

**Giant killers**

After a disappointing spell at the turn of the century Swindon Town improved drastically from 1908 to 1914, guided by Secretary/Manager Sam Allen.

**SWINDON TOWN**

**QUICK FACTS**

Last Season's League Position: 20th

This Season's Results So Far:

Sat 9 Aug - Crewe Alex - H Won 2-0

Sat 16 Aug - Reading - H Won 1-0

Sat 23 Aug - Huddersfield Town - Drew 1-1

Inspired by such players as Harold Fleming and Jock Walker the team never finished lower than fourth in the Southern League. They were Champions twice and Runners-Up three times.

In the 1909-10 season Crystal Palace, Tottenham and Manchester City were among the victims in Swindon's FA Cup run which eventually came to an end when they were beaten 2-0 in the semi-finals by Newcastle United - who went on to lift the Cup.

The next season the Club won its first Championship but when they played Manchester United for the FA Charity Shield, they lost by an amazing 8-4 scoreline.

In the 1911-12 campaign Swindon progressed to the semi-finals of the Cup again, seeing off the likes of Manchester United, Everton and West Ham before going down to the eventual winners Barnsley.

#### **Hot shot Harry**

David Hyman Morris moved from Swansea to Swindon for £110 in 1926 and what a bargain price that proved to be.

Better known as Harry, he stole the show during the next seven years with a feast of goalscoring records which still stand to this day.

Most goals in a League match, most goals in a season, most goals in a career - all these records still belong to Harry.

#### **Mixed fortunes**

Although the Second World War had a major affect on football, Swindon prospered financially as players were paid only appearance money, thus reducing the wage bill.

After the war, things took a turn for the worse both on and off the field with inconsistent displays and money problems.

#### **Golden years**

The period surrounding the famous League Cup victory of 1969 was a golden time for the Club.

Town were only denied promotion as Champions by goal difference but of course the highlight for the Swindon faithful was the visit to the Twin Towers of Wembley to see their side beat Arsenal 3-1 after extra time. The 1969/70 season brought more silverware as the Club won both the Anglo-Italian Cup Winners Cup and the Anglo-Italian Cup, beating AS Roma and Napoli respectively.

Swindon also reached the sixth round of the FA Cup and finished fifth in the second division - the best position the Club had achieved to that point.

#### **The Macari Years**

In the early 1980's Swindon were languishing in the Fourth Division. Something had to be done and Lou Macari became the Club's new Manager.

After a shaky start in the 1984/85 season (he was sacked for nine days before being reinstated), Macari's belief in fitness and the direct game paid off as Swindon were promoted as Champions with a record total of 102 points.

Next season promotion was achieved again - by beating Gillingham in the play-offs.

#### **Ups and Downs**

In 1990 the team, now under the guidance of Ossie Ardiles, beat Sunderland at Wembley in the play-offs to gain promotion to the Premiership for the first time in the Club's history.

But players and fans alike were devastated when the Football League decided the punishment for financial irregularities was to demote the team two divisions.

This was later reduced to a drop of one league, back to Division One, while Sunderland took Town's place in the top flight.

However in 1993, with Glenn Hoddle in charge, Swindon grabbed a place in the Premiership by beating Leicester City 4-3 in a nail-biting Play-Off Final at Wembley.

This was followed by two disappointing seasons which resulted in relegation from the Premiership to Division Two.

The yo-yo effect, now clearly a feature of virtually every campaign returned in 1995/96 with the Club climbing back to the First Division as runaway Division Two Champions.

#### **Did You Know?**

In 1946 a little known 19-year-old Irishman from Glentoran named Richard Blanchflower guested for Swindon Town in a game at Reading. He later became known as Danny!

Town equalled their highest ever league place of fourth in the old Third Division South in 1957/58 - but would have finished as runners up had

they not conceded a last minute goal on the final day at Bournemouth. Fortunately the lapse was not costly as only champions were promoted in those days.

In February of 1967 there was a higher gate at Town's home reserve game against Chelsea (9,786) than for the first team's fixture at Doncaster (7,935) - as FA Cup vouchers were being distributed at the turnstiles!

During defender Colin Prophet's four year stay at Swindon, between 1974 and 1978, he twice went in goal following injury to the keeper.

Both occasions were against Sheffield Wednesday - his old club!

Duncan Shearer notched 98 goals in four seasons at the County Ground but his first for the club came four months before he joined! In a 3-0 win at Huddersfield in February 1988 the third Swindon goal was accredited to Dave Bamber - but Duncan actually knocked the ball into his own net. Adrian Viveash became the first Swindon substitute to be substituted in a league game when manager Ossie Ardiles pulled him off after just 21 minutes against Middlesbrough in September 1990.

#### **SWINDON TOWN FACT FILE**

Full-back John Trollope appeared in a record 889 first-class games for the Robins between 1960 and 1981. Of these 770 were in the Football League and only five players, two of them ex-Stokies, Peter Shilton and Robbie James plus Terry Paine, Tommy Hutchison, Robbie and Alan Oakes, have appeared in more in this competition. Trollope also managed the Robins for three years: 1980-83.

More than 70 years ago Harry Morris was the star marksman of Swindon Town and between 1926 and 1933 he netted a club record 230 goals, 216 of which came in the Football League. He twice hit five in a game - against Q.P.R. in 1927 and Norwich City three years later. In 1926-27 Morris weighed in with a record 48 goals, all but one coming in the Third Division South.

The first player to score four goals in a Third Division match was Swindon's Harold Fleming who did so against Luton Town in August 1920. Twenty five years ago the former Scottish international wing-half Dave Mackay handed over the managerial duties at the County Ground to Les Allen - both men had previously played together for Tottenham Hotspur in the 1960s.

Ten years ago the Swindon Town manager was Lou Macari and five years ago the current England coach, Glenn Hoddle was in charge of the Robins.

Striker Paul Rideout became the youngest player ever to appear in a League or senior Cup game for Swindon Town when he made his debut for the club against Hull City in the Third Division in November 1960 at the age of 16 years, 107 days.

Swindon Town won the Football League Cup at Wembley in 1969 when they beat the strong favourites Arsenal 3-1 after extra time on a strength-sapping surface. Star of the show for the Robins was winger Don Rogers who scored twice, one a classic effort when he raced half the length of the pitch before netting.

In successive seasons of 1909-10 and 1911-12 Swindon played in the FA Cup semi-final. They lost on both occasions - to Newcastle United and then Barnsley, the latter after a replay.

Former Welsh international full-back Rod Thomas appeared in a total of 30 full caps for his country during his playing days with Swindon, being the club's most capped player.

The first referee reported to be knocked-out whilst officiating in a Third Division game was Alf Bond who was struck by the ball during Swindon Town's clash with Newport in September 1958.

Swindon Town received a club record fee of £1.3 million from Middlesbrough for striker Jan Aage-Fjortoft in March 1995. Two years earlier, in July 1993, Swindon had recruited Fjortoft from Rapid Vienna for a then record lay out of £500,000.

Swindon's only flirtation with the Premiership came in season 1993-94 when unfortunately they had a disastrous campaign, managing only five wins and five draws from their 42 matches, going down with a mere 30 points.

Twenty-five years ago a record crowd of 31,668 packed into the County Ground to witness the Swindon-Arsenal FA Cup-tie. Today the same ground can house half that number of fans.

Bradford's Field, Globe Field and The Croft were Swindon Town's three previous grounds.

Tony Matthews



# Ticket and Travel

## v West Bromwich Albion (Home)

Wed 3rd September 1997, 7.45pm Kick Off  
Tickets now on sale

## v Sheffield United (A)

Sat 12th September 1997, 3.00pm Kick Off \*  
Tickets £10 Adult, £7 Child  
Available from 28th August  
Premier and Legends Members

29th August

1st September

2.00pm

Members

Tickets Holders

£10

\*please note this fixture may be re-arranged due to international matches

Price list and 24hr credit card hotline  
0990 133 221 (Service charges apply)

## v Stockport (Home)

Sat 13th September 1997, 3.00pm Kick-Off  
Tickets now on sale

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NORTH STAND:	£11 Adults £7 U17s/OAPs
SENTINEL STAND:	£14 Adults £8 U17s/OAPs
FAMILY ARENA:	£11 Adults £6 U17s/OAPs £3 U13

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### STADIUM INFORMATION

<b>Ticket Office:</b>	01782 592200	<b>Fax:</b> 01782 592201
<b>24hr Credit Card Ticket Bookings:</b>	0990 133221 (service charge applicable)	
<b>Ticket Information Line:</b>	0891 332940 (Calls cost 50p per minute)	
<b>Hospitality, Sales, PR &amp; Marketing:</b>	01782 592211	<b>Fax:</b> 01782 592210
<b>Football Administration (switchboard):</b>	01782 592222	<b>Fax:</b> 01782 592221
<b>Events, Conferences &amp; Banqueting:</b>	01782 592233	<b>Fax:</b> 01782 592232
<b>Britannia Stadium Superstore:</b>	01782 592244	<b>Fax:</b> 01782 592243
<b>Football In The Community:</b>	01782 592255	<b>Fax:</b> 01782 592254
<b>CLUBCALL:</b>	0891 121040 (Calls cost 50p per minute)	

### CLUB COLOURS

**Home:** Shirts: red & white stripes, Shorts: white, Socks: red & white  
**Away:** Shirts: jade, Shorts: jade, Socks: jade  
**Third:** Shirts: sky blue & navy blue, Shorts: navy blue, Socks: sky blue & navy blue  
**Nickname:** The Potters  
**Main Club Sponsors:** Britannia Building Society. **Team Kit Sponsors:** Asics  
**Pitch Size:** 105 metres x 68 metres (115 yds x 75 yds)  
**Capacity:** 28,000

**North Stand:** 6,000 **McEwans Stand (West):** Upper Tier 2,750, Lower Tier 5,650 **Sentinel Stand (East):** 7,600; **Family Stand:** 1,000  
**Signal Radio Stand (South):** 5,000

### TICKET INFORMATION

There will be NO CASH ON TURNSTILES at the Britannia Stadium for home supporters. Tickets must be purchased before the match from the Main Ticket Office located on the south-west corner of the stadium or the Satellite Ticket Office in the Sentinel Stand. Visiting supporters will be able to purchase tickets in advance from their club or pay cash on the Signal Radio Stand turnstiles (unless match is all ticket).

### 24 HOUR TELEPHONE/CREDIT CARD BOOKINGS

Supporters can now purchase home match tickets by calling 'Ticket Master' on 0990 133221. 24 hours a day during the season. Bookings will be accepted up to 2 hours before kick off and tickets will either be posted or available for collection at the Ticket Office. (Service Charge applicable).

### AWAY MATCH TICKETS AND TRAVEL

Telephone and credit card bookings can be made for away match tickets and/or travel by calling the Ticket Office on 01782 413961 during normal opening hours. Tickets will be posted or available for collection at the Ticket Office (Service Charge applicable).

### POSTAL/FAX APPLICATIONS

Tickets for both home and away matches can be made by postal or fax applications. Postal applications require a stamped addressed envelope and full payment (cheque, postal order or credit card), fax applications require full payment (credit card). (Service charge applicable with credit card bookings).

### TICKET OFFICE OPENING HOURS

**Monday - Friday:** 9.00am - 5.30pm  
**Saturday (matchday):** 9.00am - kick off, final whistle - 5.30pm  
**Saturday (non-matchday):** 9.00am - 12pm (or until away travel coaches depart)  
**Evening match:** 9.00am - kick off, final whistle - 10pm  
**Satellite Ticket Office:** open matchdays only (2hrs before kick-off)

### OTHER INFORMATION

There will be a full range of services (food, licensed bar, betting shop, etc) in all parts of the ground (including visiting supporters' section). Turnstiles and concourse facilities will open 1 1/2 hrs before kick off on a Saturday match and 1 1/4 hrs before a night match. The Legends Sports Bar (members only) will open from 12.00noon until kick-off (last orders 15 mins before kick off) and will re-open after the match (subject to licensing). Concourse bars will not open after the match, with the exception of the Premier Club concourse (members only).

### CLUB SHOP OPENING HOURS

**Monday - Friday:** 9.00am - 5.30pm  
**Saturday (non-matchday):** 9.00am - 12pm  
**Saturday (matchday):** 9.00am - kick off, final whistle - 5.30pm  
**Evening Match:** 9.00am - kick off, final whistle - 10pm

**POSTPONED**

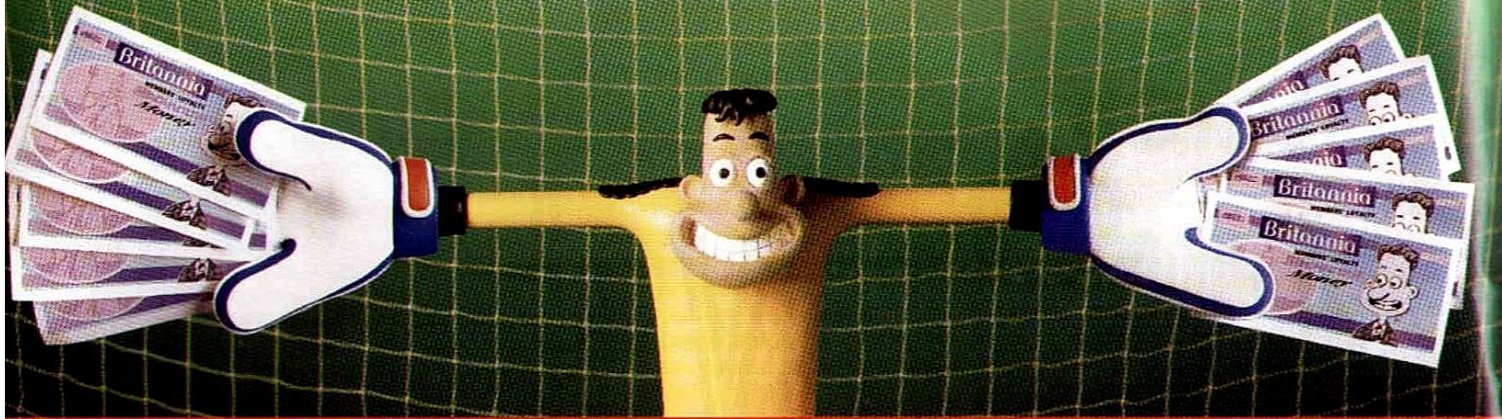


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# What the Papers Say

**Stewart  
hits the  
jackpot**

Misprints are an occupational hazard for journalists and they can be an embarrassment at times for players too.

It's a lucky star who's never had his name misspelt in some publication or other. Some are a little more than obvious typographic errors - Smith easily becomes Snith, while those familiar with the standard keyboard layout and the proximity of other letters know why they must take great care with the name White, given the dreadful alternative of a single finger-slip. Some errors, though leave you scratching your head. The team sheet when Stoke played Rochdale in the Coca Cola Cup at Spotland recently, for example. Who is the City players wearing the number two shirt, Ally Pick? And on the substitutes bench a new signing by boss Chic

Bates. Tusin Whittle wore number 14 and is surely related to centre-back Justin.

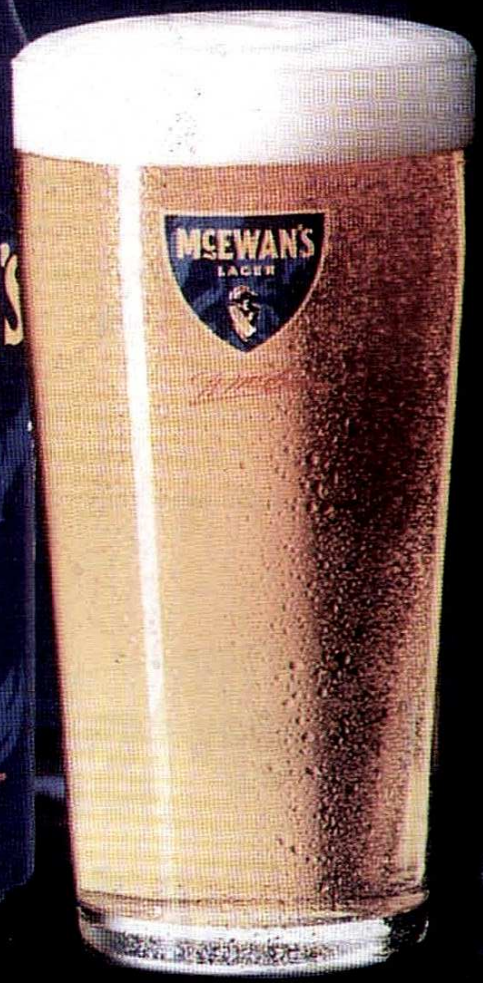
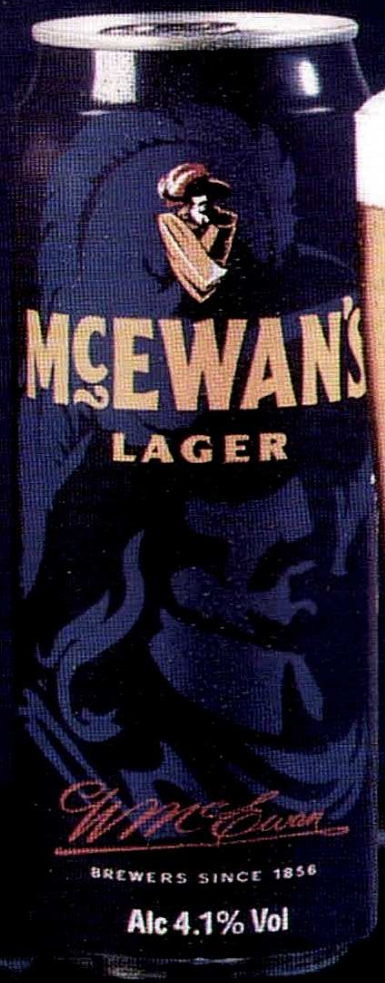
Given the influx of foreign stars into the British game in recent years there's now more scope than ever for the gremlins to go to work.

But it's not the obvious errors which deserve the limelight. Anyone can mis spell a Poborsky or a Miklosko. Like the game itself, it's the simplest blunders which are usually the most hilarious, because you never see them coming.

This column, therefore, has a double mission this season. It will review the media view on Stoke as well as being on constant lookout for the errors which make us smile, putting them together at the end of it all in a Top Ten, Twenty or maybe even Thirty.

**Potters'  
shocker  
for boro**

**Super Stew has  
City on the boil!**



**MCEWAN'S**

**IT'S WHAT WE STAND FOR.**

# FOOTBALL in the Community



Firstly I would like to take this opportunity to welcome everybody to the Britannia Stadium. For everyone concerned the achievement of the Britannia Stadium is something to be very proud of. Exciting times are ahead for this football club let's hope we can mount a serious challenge to join the elite in the Premier League.

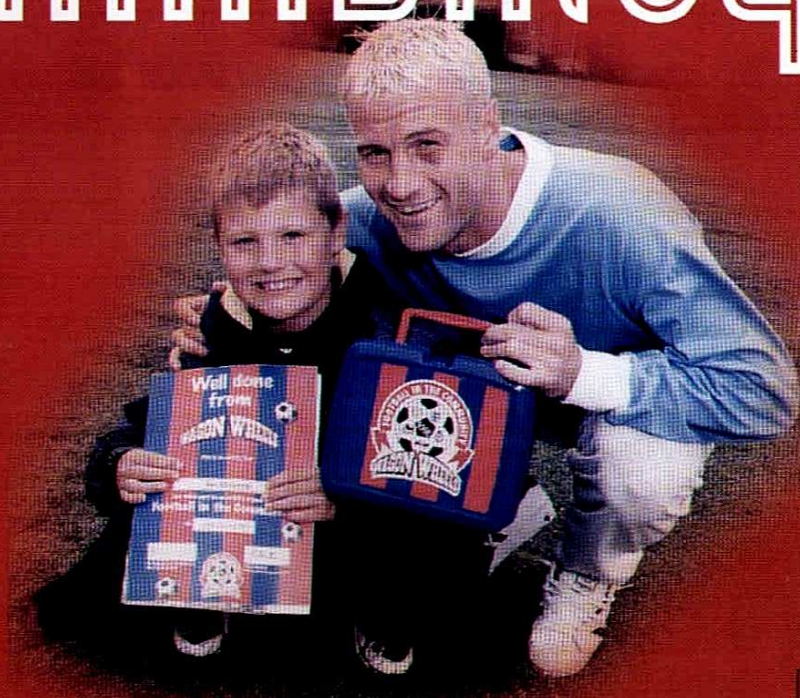
The new 'Football in the Community' offices at the Britannia Stadium can be found in the West Stand office block next to the new Club Shop. Since the last time I wrote to you in this column we have had several new editions to the 'Football in the Community' team they are: Rob Ellis, Albert Altenor, Jason Harrison and Steve Harp. These four lads have joined the Training for Work programme and will be with us for the next 26 weeks working towards their Coaching Certificate.

## Happy Birthday

For this afternoon's game we have two Matchday Birthday Parties. We would like to wish a happy birthday to James Salt and Dave Smith.

Pictured opposite is Ian McGarrity from Trentham receiving his achiever of award (Wagon Wheels Lunchbox full of Wagon Wheels) at the Ash Green Soccer School the awards were presented by Ally Pickering Stoke City's full back.

Hippo 'Potter' Mus pictured (right) at the Cheadle Soccer School. Hippo was guest of honour at the presentation and is pictured with the prize winners.



City in the Community



British Car Rental



# The 92 Club = Today is a very special day in the long history of

Stoke City Football Club. Some members of the 92 Club will be here today to witness the first ever League game at The Britannia Stadium. There will also be no doubt be many more visitors here in the coming weeks keeping up their '92'.

Formed in June 1978 with just 39 members for those football fans who have visited all 92 Premier and football League grounds for first team soccer matches, membership is

now approaching 1000. The aim of the club is to provide formal recognition of this special achievement and bring all known qualifiers together. At the present time six Stoke City supporters have reached this goal but if any

other supporter has visited all grounds or is likely to in the coming months, full details of the club can be obtained by sending an s.a.e. to The 92 Club, 104 Gilda Crescent, Whitchurch, Bristol, BS14 9LD.

To assist in keeping records of matches

attended, the club also produce an excellent 'complete statistical record book' with space for team line-ups, substitutions, scorers, bookings, officials, attendance and even the weather! This book can be obtained for only £2.00 inc. p&p from the above address.

## "THE LADY OF THE LAKES"

The dawn of a new era shimmers seductively over the innocent fresh-faced arena.

Casting an expectant glow over the virgin sward.

The curvaceous figure of the stadium that will welcome many a person into her heart,

Proudly reveals it's charms for all to behold.

The alluring call to her adoring fans echoes all around,

Beseeching them to tarry a while in her opulent splendour.

Where the heroes of a brighter tomorrow will glide across the hallowed turf,

As they aspire to flaunt their soccer sorcery upon a carpet of emerald green.

A majestic theatre, in which all who contemplate such magical moments will unite,

And imbibe the heady atmosphere that is "Britannia" at her most vivacious.

Are we about to witness the renaissance of a once magnificent football club?

The hopes and dreams of so many rest in the hands of a few entrusted people.

PD BARKER

We would like to take this opportunity of wishing Stoke City Football Club every success for their future at the Britannia Stadium.

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Telephone: 01782 592244

New run out kit (right)....  
available Late August / Early September at  
the Britannia Stadium Superstore  
(Red shorts not available)





...get to  
**the point**



**The Sentinel**

**GREEN 'UN**

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# Chatfield

# Ford

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### ALSAGER

Sandbach Road South, Alsager

**01270 873241**

### LEEK

Sneyd Street, Leek

**01538 399114**

# Away Days With LAWSON

**Saturday: 9th August 1997**

**Birmingham City:** 2

**Stoke City:** 0

**Venue:** St Andrews

**Attendance:** 20,608 (Stoke following 2,214)

**Journey:** By Coach. 13 Travel Club coaches travelled down to Birmingham. Heavy traffic on M6 resulted in approximately 30 minutes extra journey time. Traffic crawled from Hilton Park services to M6/M5 junction at Bescot. Weather was extremely hot.

**Mileage:** 88 Miles (round trip)

**Coach Parking:** Surfaced coach park adjacent to away supporters accommodation in the City Stand (Railway End).

**Admission:** All seated - price £11.00.

**Visitors' Stand:** Showing its age now - access to seats via narrow staircases led to congestion because of queues for toilets and access to refreshment bars.

**Ground:** St Andrews is impressive on two sides which have been redeveloped but Blues have a way to go to match their neighbours and main rivals Aston Villa to provide a stadium worthy of the second city.

**Catering:** Regular Stadia fayre.

**Toilets:** (Female) - Described as "dreadful" - dark, dingy and flooded - at the foot of a ten step staircase. Not a good start. (Male) - Also at the foot of a staircase - adequate.

**Programme:** Nice presentation - plenty of factual content but few individual contributors.

**Potters' Performance:** Unfortunately, a feeling of deja vu. Missed chances and mistakes at the back cost us the game - how many times did we say that last season. Debuts for Paul Stewart and Peter Thorne. The game turned on two incidents - Justin Whittle's error that let in Blues Paul Devlin to open the scoring and a glaring miss in the second half by Peter Thorne who did everything right in rounding the 'keeper when put through by 'Bruce' Forsyth but then proceeded to place his shot over the bar 12 yards out from an open goal. A cracking free-kick from Graham Kavanagh after only 90 seconds was superbly saved by home 'keeper Bennet.

**Stoke Man of the Match:** Paul Stewart

**Home Team:** Looked useful at times - new signing Peter Ndlovu was always dangerous and took his goal well. Defensive frailties still evident though.

**Return Fixture:** Saturday 10th January 1998.

**Tuesday, 12th August 1997**

**Coca-Cola League Cup, 1st Round, 1st Leg,**

**Kick-off 8.00 pm**

**Rochdale A.F.C.:** 1

**Stoke City:** 3 (Kavanagh, Forsyth, Thorne)

**Venue:** Spotland

**Attendance:** 2,509 (Stoke following 912)

**Journey:** By car for me. Three Travel Club coaches made the trip. No traffic problems via the M6 and M62 Motorways.

**Mileage:** 118 (round trip)

**Parking:** Plenty of off street parking for cars - official car park reserved for ticket holders only. Coaches parked in side street with short walk to the ground.

**Admission:** £8.00 to stand. Seats at £10.00.

**Visitors' Accommodation:** Standing supporters on the very shallow Willbutts Lane terrace opposite the seated Stoke fans in the Main Stand. Early arrivals were able to claim a place on the perimeter wall.

**Ground:** My first visit to Spotland. Main Stand was compact and neat. The regular away terrace in Pearl Street was under re-construction - due to be re-opened at the end of October to provide 2,700 seats.

The Willbutts Lane terrace has a low pitched roof covering the middle third. Very shallow terrace with newly installed crush barriers. Current capacity on the three sides in use is 4,895. Spotland had a good atmosphere on the night with travelling Stokies making up over a third of the attendance.

**Catering:** None-franchised - good selection of pies, pasties etc at £1.00.

**Programme:** Price £1.50. 32 pages - plenty of adverts - otherwise regular features re news, commercial activities etc. Interesting to note that Man City Supporters Club (Rochdale Branch) meet regularly at Spotland.

**Potters' Performance:** In the end a comfortable win, although we had a few uneasy moments in the first half. Graham Kavanagh's superb 25 yard strike after 25 minutes led the way with two more goals in the space of three minutes in the second period - Peter Thorne's close range header from Kevin Keen's excellent cross was his first for the Club. Richard Forsyth completed the scoring after Paul Stewart headed on Keen's corner kick. The game also saw Steve Tweed making his debut - the Scottish defender looked the part at centre half with a determined display.

**Stoke's Man of the Match:** Ally Pickering

**Home Team:** Were without regular central defenders and always looked suspect at the back. Former Stoke YTS Mark Bailey played well on his 21st birthday but Dale never really threatened to take the spoils. However, many Rochdale fans were intending to travel for the return leg to witness the first game at the Britannia Stadium.

# A LEGEND IN THE MAKING



# - THE BRITANNIA STADIUM



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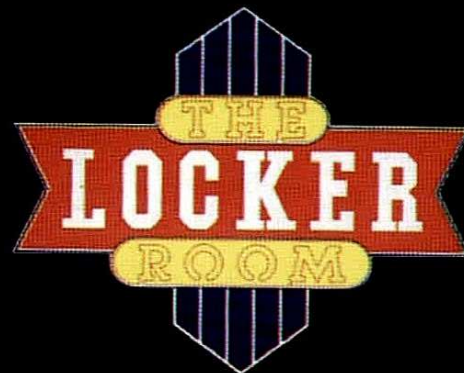
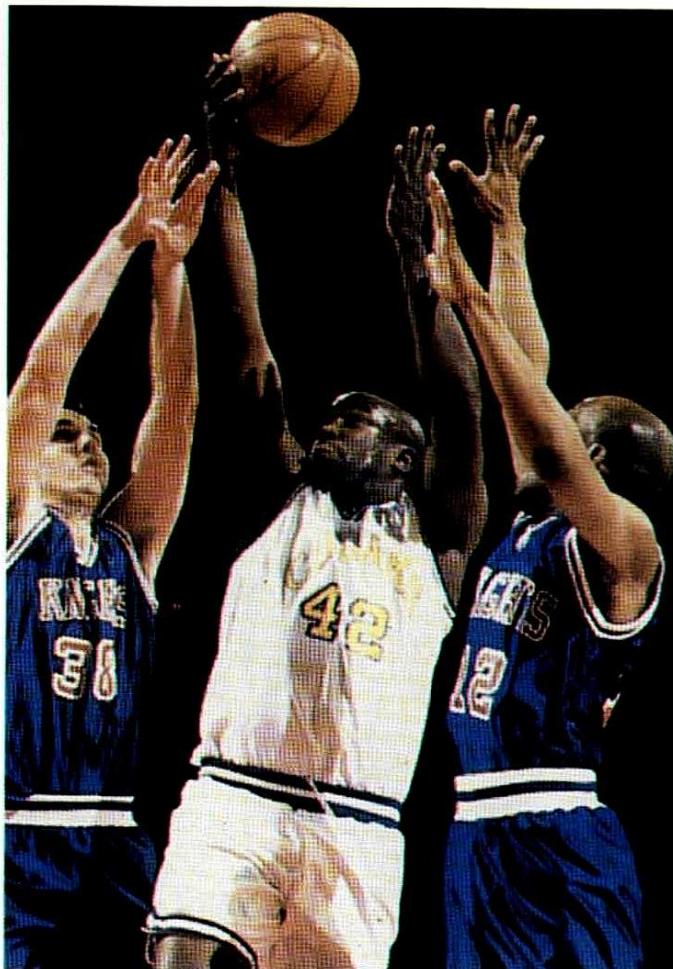
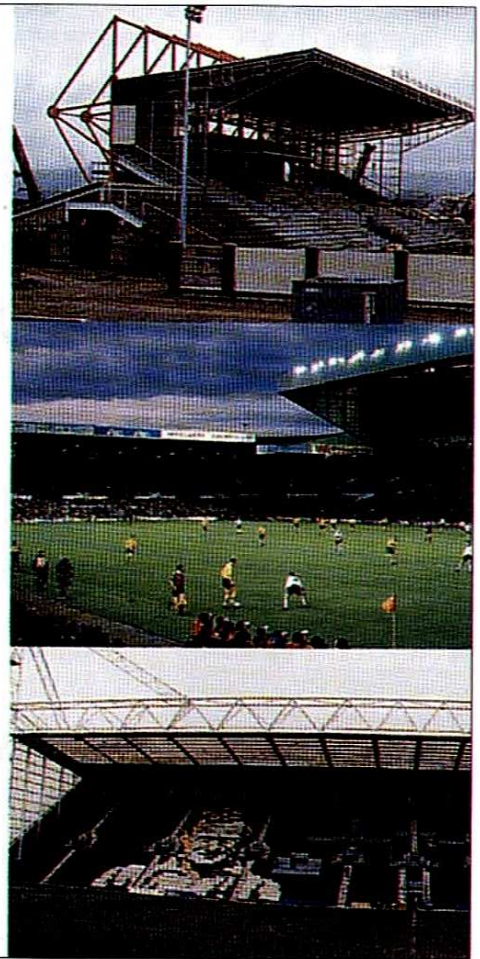
Thanks to the Government and to the Football Association, the FA Premier League and the English Sports Council, a major new funding package to secure the future of the Trust has been put in place.

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



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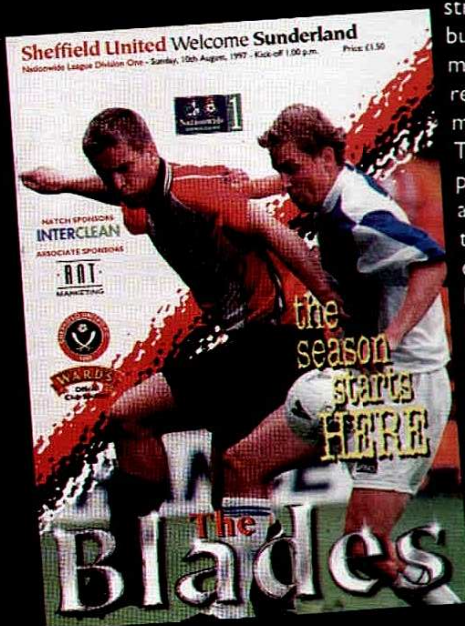
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# Dave Coxon's Travel Guide

## SHEFFIELD UNITED SEPTEMBER 6 BRAMALL LANE

£1.50 Pages: 46 Adverts: 8 pages Mark: 88/100

I always felt that last season's giant poster of a United player, while being a big favourite with the junior blades,



stretched the budget a bit too much and as a result the magazine suffered. This season the poster has gone and in its place the reader gets 6 extra pages that helps to make this a programme that will be in the shake up come the end of seasons awards. There's 4 pages on the visitors who in this case were Sunderland

who are described as a Premiership club on loan to the First Division. So that's another name to add to list of clubs who feel that they are only on loan to the First Division. Editor Andy Packnas managed to achieve a good mix of interesting reading and colour shots of which the clarity of first class. Excellent value for money programme.

### Fanzines

Flashing Blade:- 50p Cross Myrtle Road, Sheffield S2 3EL.  
The Red and White Wizaard:- 50p BIFA PO Box 111, Sheffield S2 3EL

The Greasy Chip Buttie:- Produces a video fanzine which I am told is quite funny, if you want to see for yourself send £4.99 to 48 Grove Avenue, Hemsworth, West Yorkshire.

### Wet your Whistle

A big favourite with Stokies is the Peacock up on the moors but if you need more than one stop if you've got Nick the beer monster in your car how about The Earl of Arundel and Surrey in Queens Road. Children are welcome in the function room upstairs in this pub that is open all day. The house speciality is Waggledance and is well worth a try. If you prefer it a bit more basic how about The Crenmore a spit and sawdust pub that doesn't get too full. You'll find it right behind the visitors end.

### Where's the Ground

Take the A50 Uttoxeter to Derby then join A38 north. Join the M1 north junction 28 and exit at junction 33 and follow signs to Sheffield centre A630 onto the dual carriageway. At Park Square roundabout after 5.4 miles take 3rd exit (signposted Ring Road, Chesterfield A61). Pass railway station on left hand side and get into middle lane for Sheaf Square roundabout. Take 1st exit signposted Chesterfield A61, Bramall Lane and keep in the right hand lane turning right at the lights (signposted Ring Road, Bakewell A621, The Lead Mill) into Shoreham Street straight through the first set of traffic lights (sign posted Ring Road, Bramall Lane) and straight on at the next ignoring Bramall Lane sign post. You'll find the ground on your right hand side. If however like me you decide to go over the moors I'll see you in the Peacock at twelve o'clock.

**Did you know:-** Sheffield United's biggest crowd for last season was against Stoke. 25,596 saw United win 1-0. Hi there Stokies welcome to the Brit.

Two years ago the mention of a new stadium was nothing more than a pipe dream today though that dream becomes reality and whether you were for or against our move you can't help but be impressed by our new home. Well it may have taken over 80 days and twice as many rumours to land our new manager but I believe, provided he is given the financial clout that is needed to get out of this division, we have in Chic the right man in charge. So what can we expect from our new manager well he's certainly got his own views on how the game should be played which should lead to a far more adventurous approach which should particularly please our away supporters who at times last season had to witness some very negative performances. He is obviously no stranger to anyone indeed at times last season you would be forgiven for thinking it was Chic and not Lou in the hot seat as he answered the post match questions. Chic will openly admit that in such a tough division it's not an easy job but it's a job he looks forward to. I think we owe it to him to give him nothing less than he gives the club 100% not just on this historic day but for the season ahead.

As you can see my article this season will be different in that I will be looking ahead to our next away game featuring information that could be useful to the travelling Stokie. If there is anything you would like including or have any comments on the new programme please drop me a line. Also once again I will, throughout the season, be running a competition with some super prizes up for grabs so watch this space.

Well that's it Stokies, enjoy the game and the celebrations.

D.C.

# Reserves And Youth

Welcome to our four new first year YTS youngsters.

Goalkeeper - Calvin Dixon from Walsall

Matthew Bullock - Leek

Stuart Scheuber - Chester

Ben Davies - Walsall

Beginning their second year YTS are Jamie Godbold, Jamie Cartwright, James O'Connor, Clive Clarke, Steven Thaite, Ashley Wooliscroft, Kwesi Cairns and Courtney Simon

Moving up to first year professional

Richard Burgess, Dean Crowe, Robert Heath and Goalkeeper Stuart Fraser Ashley Grimes will take charge of the Pontins league side with David Kevan taking the Lancashire League 'A' team and the central conference 'B' side.

Our School of Excellence will continue to run on a Tuesday and Friday evening, with David Kevan in charge, assisted by former players Ian Cranson and Cliff Carr. The age groups involved will be under 12's to under 16's. Bernard Painton is Chief Scout and Dick Bradshaw Youth Development Officer

## PONTINS LEAGUE TABLES

### SEASON 1996/97

PREMIER DIVISION	PL	W	D	L	F	A	PTS
Manchester United	24	15	6	3	56	24	51
Blackburn Rovers	24	13	4	7	28	23	43
Sheffield Wednesday	24	12	4	8	42	32	40
Stoke City	24	11	2	11	34	37	35
Leeds United	24	10	4	10	29	34	34
Derby County	24	9	6	9	41	32	33
Birmingham City	24	8	7	9	34	31	31
Notttingham Forest	24	9	4	11	33	45	31
Tranmere Rovers	24	9	3	12	48	48	30
Everton	24	8	6	10	31	42	30
Liverpool	24	8	5	11	32	39	29
Bolton Wanderers	24	7	5	12	31	38	26
Oldham Athletic	24	5	8	11	27	40	23

DIVISION ONE	PL	W	D	L	F	A	PTS
Preston North End	24	16	6	2	42	14	54
Aston Villa	24	16	4	4	62	25	52
Notts County	24	12	5	7	38	35	41
Middlesbrough	24	10	8	6	42	36	38
Wolverhampton Wdrs	24	11	5	8	37	32	38
Leicester City	24	11	3	10	37	42	36
Sunderland	24	9	8	7	47	37	35
Huddersfield Town	24	8	5	11	32	39	29
Port Vale	24	7	6	11	30	37	27
Coventry City	24	6	8	10	22	25	26
West Bromwich Albion	24	6	6	12	21	38	24
Sheffield United	24	7	3	14	26	44	24
Blackpool	24	1	5	18	12	48	8

DIVISION TWO	PL	W	D	L	F	A	PTS
Grimsby Town	24	15	5	4	64	29	50
Manchester City	24	14	6	4	43	28	48
York City	24	13	6	5	41	30	45
Wrexham	24	13	5	6	51	30	44
Barnsley	24	12	5	7	53	39	41
Shrewsbury Town	24	10	5	9	42	38	35
Rotherham United	24	10	4	10	29	30	34
Burnley	24	9	5	10	46	41	32
Carlisle United	24	10	2	12	37	38	32
Stockport County	24	7	5	12	34	43	26
Bradford City	24	7	5	12	36	47	26
Hull City	24	7	4	13	27	45	25
Mansfield Town	24	0	1	23	29	88	1

DIVISION THREE	PL	W	D	L	F	A	PTS
Rochdale	20	14	4	2	39	20	46
Lincoln City	20	11	7	2	35	20	40
Walsall	20	9	8	3	35	16	35
Doncaster Rovers	20	7	5	8	37	35	26
Bury	20	6	7	7	20	25	25
Chesterfield	20	7	4	9	25	31	25

## LANCASHIRE FOOTBALL LEAGUE

### FINAL LEAGUE TABLE 1996/97

DIVISION ONE	P	W	D	L	F	A	PTS
Manchester United A	28	22	4	2	108	30	70
Stoke City A	28	18	5	5	57	24	59
Crewe Alexandra Reserve	28	17	4	7	64	34	55
Everton A	28	13	7	8	58	46	46
Liverpool A	28	14	4	10	46	36	46
Oldham Athletic A	28	13	5	10	41	42	44
Tranmere Rovers A	28	13	4	11	40	48	43
Wrexham A	28	13	3	12	49	45	42
Burnley A	28	12	3	13	44	49	39
Bury A	28	10	4	14	26	47	34
Blackburn Rovers A	28	9	6	13	44	40	33
Bolton Wanderers A	28	6	4	18	38	52	22
Marine Reserve	28	5	7	16	28	68	22
Preston North End A	28	6	3	19	26	65	21
Morecambe Reserve	28	6	3	19	31	74	21

DIVISION TWO	P	W	D	L	F	A	PTS
Manchester United B	32	20	4	8	89	53	64
Manchester City A	32	19	7	6	56	29	64
Liverpool B	32	19	3	10	67	39	60
Crewe Alexandra A	32	17	6	9	72	63	57
Chester City A	32	15	7	10	49	44	52
Everton B	32	14	7	11	74	58	49
Burnley B	32	15	3	14	55	51	48
Oldham Athletic B	32	12	10	10	54	46	46
Blackburn Rovers B	32	12	9	11	53	40	45
Stockport County A	32	12	6	14	52	62	42
Blackpool A	32	11	7	14	50	49	40
Tranmere Rovers B	32	11	7	14	60	62	40
Carlisle United A	32	11	7	14	50	60	40
Wigan Athletic A	32	10	9	13	49	58	39
Rochdale A	32	10	5	17	43	64	35
Bury B	32	8	5	19	40	69	29
Marine Youth	32	2	6	24	29	95	12

## OPTIMUM INTERIORS CENTRAL CONFERENCE

### SEASON 1996/97

#### FINAL TABLE

	HOME GOALS					AWAY GOALS					GD	PTS
	P	W	D	L	F A	W	D	L	F A			
Worcester City	16	5	3	0	15 5	4	2	2	9	9	+10	32
Hereford United	16	5	2	1	19 9	4	1	3	12	9	+13	30
Stoke City	16	4	3	1	14 7	4	0	4	16	17	+6	27
Gloucester City	16	5	0	3	24 18	2	5	1	14	13	+7	26
Cheltenham Town	16	4	2	2	12 9	3	2	3	14	17	0	25
Kettering Town	16	2	2	4	14 28	4	2	2	14	12	-12	22
Kidderminster Harriers	16	3	1	4	16 14	2	2	4	21	19	+4	18
Hednesford Town	16	2	1	5	11 13	1	2	5	16	19	-5	12
Bromsgrove Rovers	16	1	2	5	12 20	1	0	7	7	22	-23	8

# Supporters Club & Julian Boodell

## TOWN TESTER

Following Wednesday's first ever fixture at the Britannia Stadium we now welcome Swindon Town and their supporters for the first League fixture in the Club's new home. City supporters will be hoping that the move will bring about a change in the Clubs fortunes, and a win to follow last week's victory at Middlesborough would do very nicely for a start!

## SPONSORSHIPS TO COME

The Supporters Club plan to be involved in more sponsorship ventures building on the success of our sponsorship of the first game in the 'Britannia'. For Boxing Day's clash with Sheffield United we are to sponsor the Matchball, the Programme and the Man of the Match in an unprecedented sponsorship package. As part of our involvement we have secured eighteen places in the Waddington Banqueting Suite and once again these will be going to Supporters Club members who will be drawn from a hat. Full details will be published at a later date but it's best to join now, as you've got to be in it to win it!

## DIARY OF EVENTS

The Supporters Club are planning an extensive diary of events to be based around the luxurious new surroundings here at the Britannia Stadium. A Meet the Management, a Meet the Players/Social Evening, quizzes, games nights with Stoke Police, a Race Night and much more are in the pipeline. Full details will be published as soon as they are available.

## CLUB CARDS

Supporters Club applications for membership have been rolling in during the last few weeks and membership cards should have now been sent out to all those concerned. Membership costs just £5.00 and entitles Supporters to all the usual benefits.

You won't get better value for money anywhere else!

## CLUB CONTACT

Please write to the Secretary, 11 Westland Street, Penkhull, Stoke-on-Trent, ST4 7HE, remembering to enclose a stamped S.A.E. for a reply. Please note: no personal callers at this address. You can also telephone or FAX us (24 hours) on 01782-744674.

NICHOLAS J. MANSFIELD  
SECRETARY

STOKE CITY SUPPORTERS CLUB

The Stoke City Southern Supporters Club was set up in 1968 to keep exiled Potters in touch with their team and with the input of a one Monica Hartland to arrange group travel by train to watch their heroes. Originally known as the London South & West branch, the club changed their name in the late 80s to the S.C. Southern Supporters Club to reflect the geographical location of their fan base. With some 560+ members based in all parts South including 30 overseas (predominantly Scandinavia) the club is well supported. Last

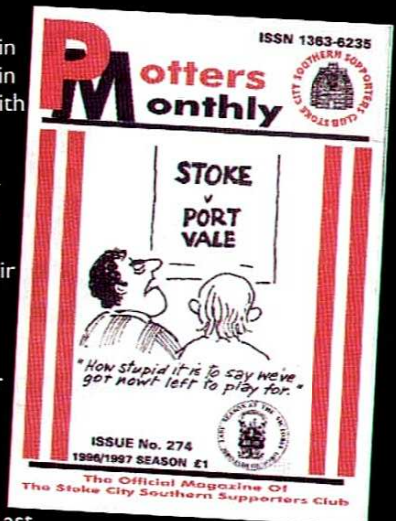
season over 100 made the trip to the Victoria Ground for the last time and many of the Southern Stokies who stayed the weekend of the West Brom game found themselves showing a hotel filled with members of the Scandinavian Branch reflecting the clubs size and footballing importance. The half price travel by British Rail is one of the major benefits and the SCSSC are always represented at Stoke matches many members being not only season ticket holders but travelling to every away game as well. Their benefits include a Sunday Football Team promoted last season into Div 2 of APFSCIL - Association of Football Supporters Clubs in London), a pool team who won the league and were beaten finalists in the cup and a cricket team (who lost their one and only friendly last week @ Wandsworth Common). In addition membership allows long distance fans to keep up with comings and goings at the Britannia Stadium with a monthly magazine - Potters Monthly, 40 plus pages dedicated to the Potters - boasting it's/our own professional cartoonist and a host of writers who have one common interest -STOKE CITY. Nearing it's 300th issue with a 30th anniversary just around the corner the fickle nature of the football fan is clearly not evidenced here, but the magazine is full of honest and sometimes hard hitting appraisal of the club and its ambitions.

If you would like further information on the Stoke City Southern Supporters Club or just to receive the latest edition (out v Rochdale) please send 5 x 1st class stamps (unused!) to Julian Boodell, 22 Eayville Road, Battersea, London, SW11 6JP or tel 0171 350 1183\*

As a serious collector of Stoke City memorabilia I can offer the highest price form any items I need for my collection - pre-war homes £75 minimum offered & always £30 offered - call or write to the above.

**Julian**

\*The club have 3 official lapel badges for sale if interested please write for details.







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# Nationwide Headlines

## LATEST TRANSFER NEWS

### WOLVES

Have signed former Wimbledon Goalkeeper Hans Segers on a one year deal.

### NOTTINGHAM FOREST

Have taken Goalkeeper Dave Beasant (38) on loan from Southampton

### NORWICH CITY

Have paid Celtic £200,000 for Central Defender Peter Grant from Celtic.

### BRADFORD CITY

Paid £150,000 for Goalkeeper Robert Zabica from Australian side Spearwood Dalmatinic.

### IPSWICH TOWN

Have taken Mark Stein on loan from Chelsea.

### SUPER DARIO STILL ON TOP

Crewe Alexandra's 56 year old boss Dario Gradi is not only the longest serving manager in the Nationwide Football League but also the most senior according to information just released by the Association of Football Statisticians.

Steve Parkin, the 31 year old manager at Third Division Mansfield Town, holds the honour of being the youngest boss in the three divisions followed by Swansea City's Jan Molby and Ian Holloway at Bristol Rovers. Lists of the longest serving, oldest and youngest managers in the Nationwide Football League are shown below.

### TOP TEN LONGEST SERVING NATIONWIDE FOOTBALL LEAGUE MANAGERS

	APPOINTED
Dario Gradi - Crewe Alexandra	8 June 1983
John Rudge - Port Vale	6 December 1983
Brian Flynn - Wrexham	24 November 1989
Alan Curbishley - Charlton Athletic	24 July 1991
John Duncan - Chesterfield	18 February 1993
Alan Little - York City	12 March 1993
David Webb - Brentford	17 May 1993
Sammy McIlroy - Macclesfield Town	20 May 1993
Denis Smith - Oxford United	9 September 1993
Bryan Robson - Middlesbrough	18 May 1994

### TOP TEN OLDEST NATIONWIDE FOOTBALL LEAGUE MANAGERS

Dario Gradi - Crewe Alexandra	8 July 1941
Frank Clark - Manchester City	9 September 1943
Dave Bassett - Nottingham Forest	4 September 1944
Graham Taylor - Watford	15 September 1944
John Rudge - Port Vale	21 October 1944
Barry Fry - Peterborough United	7 April 1945
Mel Machin - AFC Bournemouth	16 April 1945
Ray Harford - West Brom	1 June 1945
Mike Walker - Norwich City	28 November 1945
David Webb - Brentford	9 April 1945

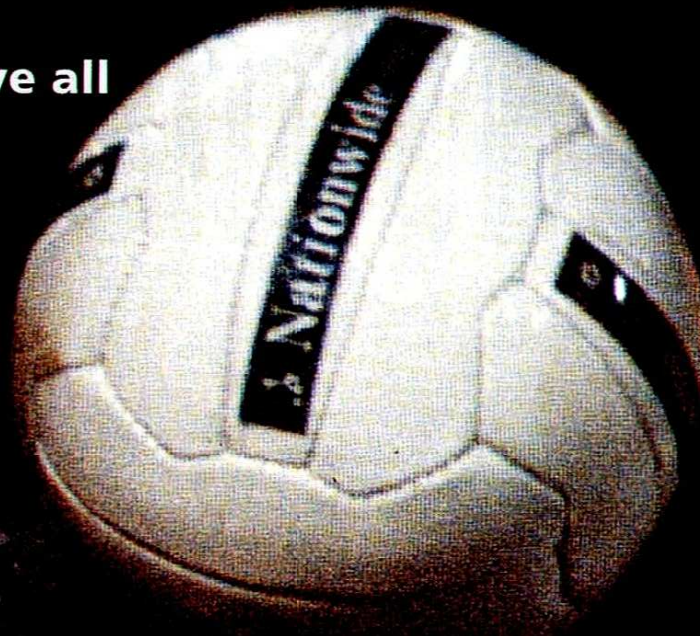
### TOP TEN YOUNGEST NATIONWIDE FOOTBALL LEAGUE MANAGERS DATE OF BIRTH

Steve Parkin - Mansfield Town	7 November 1965
Jan Molby - Swansea City	4 July 1963
Ian Holloway - Bristol Rovers	12 March 1963
Micky Adams - Fulham	8 November 1961
Mark Hateley - Hull City	7 November 1961
Nigel Worthington - Blackpool	4 November 1961
Brian Laws - Scunthorpe United	14 October 1961
Steve McMahon - Swindon Town	20 August 1961
Kerry Dixon - Doncaster Rovers	24 July 1961
Chris Waddle - Burnley	14 December 1961

### TODAY'S OTHER FIXTURES SATURDAY 30TH AUGUST 1997 NATIONWIDE FOOTBALL LEAGUE - DIVISION ONE

Charlton Athletic v Manchester City
Huddersfield Town v Sheffield United
Ipswich Town v West Brom
Nottingham Forest v Queens Park Rangers
Portsmouth v Oxford United
Reading v Bradford City
Sunderland v Norwich City
Tranmere Rovers v Middlesbrough
Wolverhampton Wdrs v Bury

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# World Wide Fan Club

**STOKE STRIKERS** City TEENS



UNDER 13

AGES 13-17

OVER 17

## JOIN THE WORLDWIDE FAN CLUB BENEFITS INCLUDE

- Official Membership** of Stoke City F.C.
- Reduced Season Ticket & Matchday Prices** in the East Stand Family Area
- Free Admission** to Family Night Football
- Personalised WFC Welcome Pack**, including membership card and certificate
- Quarterly Newsletters** packed with information on the Club, team, competitions and more
- 5% Discount** off Club merchandise, including mail order (purchases over £5)
- 10% Discount** off the official Britannia Stadium Tour
- Exclusive WFC Family Trips** to selected away matches
- Exclusive Invitations to Open Days** and **WFC "Meet the Players" EVENTS** held at the Britannia Stadium
- Your Chance to Vote for the WFC "Player of the Year"** - and the chance to present the trophy to the winner at the Britannia Stadium

### ADDITIONALLY FOR YOUNGER MEMBERS

**Reduced Price Junior Tickets** in the East Stand Family Area

- Chance to be a Matchday Mascot** at the Britannia Stadium, or an away mascot
- The Opportunity to be a Ball Boy or Ball Girl** at a home game
- Chance to take part in Pre-Match and Half-Time Activities** on the pitch with visiting junior supporters
- Exclusive Christmas Card** signed by the Stoke City Players
- An Invitation** to the Stoke Strikers Christmas Party or City Teens Fun Day

### BALL BOY OR BALL GIRL

At selected home games six members of the Worldwide Fan Club will be chosen as Ball Boys or Ball Girls. A unique experience to view the game from pitchside and pass the match ball back to your favourite Stoke City player.


#### You'll Receive

- A keepsake certificate, signed by the players.
- Your photograph in the match day programme.
- A complimentary programme.

### STOKE MASCOT PACKAGE INCLUDES

- A trip to the dressing room to meet the players with plenty of time for autographs and photographs.
- Leading the team out onto the pitch.
- Having a kick around with the players as they warm up before the game.

**HIPPO 'POTTER' MUS**  
**FACTFILE**  
**NICKNAME:** Pottermus  
**HEIGHT:** 5'10"  
**WEIGHT:** 20 stone  
**SHOE SIZE:** Size 18  
**FAVOURITE FOOD:**  
 Veggie burgers  
**FAVOURITE SONG:**  
 Mud Glorious Mud  
**HOBBIES:**  
 Wallowing in mud, dancing, playing football



- Taking a few shots at goal.
- Join the team captain and officials in the centre circle before kick off.
- Plus You'll Receive**
- 3 match tickets
- Your photograph in the matchday programme.
- A complimentary programme.
- Tour of the ground.
- Refreshments before the match.
- Autographed football.
- A set of photographs taken by our official club photographer and mounted in a Stoke City photo album.\*

\*(a charge is made for this item)

**WFC membership cards** have now been posted to all members who joined before 1st August 1997. If you have not yet received your card please inform the ticket office of your details and your card will be sent as soon as possible. For those who joined after 1st August please allow 28 days after the date you applied.

**Welcome packs** and the first **quarterly newsletter** will be sent out in September. Look out for details of away trips and how to apply for the chance to be a matchday mascot and ball boy/ball girl!

### WFC COMPETITION

For the chance to win a football signed by the 1997/98 first team squad and management team just answer the three simple questions below:

1. What size football boots does Pottermus wear?
2. What nationality is new signing Dick Schreuder?
3. Who were the last ever league opponents to play Stoke at the Victoria Ground?

Send your answers to WFC Competition, Stoke City Football Club, Britannia Stadium, Stanley Matthews Way, Stoke-on-Trent, ST4 4EG giving your name, address and WFC membership number. Competition open to WFC members only. Closing date for entries Monday 8th September 1997.

**For more details call into the Club Shop and pick up a leaflet. All correspondence to Stoke City FC, Britannia Stadium, Stanley Matthews Way, Stoke-on-Trent, Staffordshire, ST4 4EG**

# More Match Action

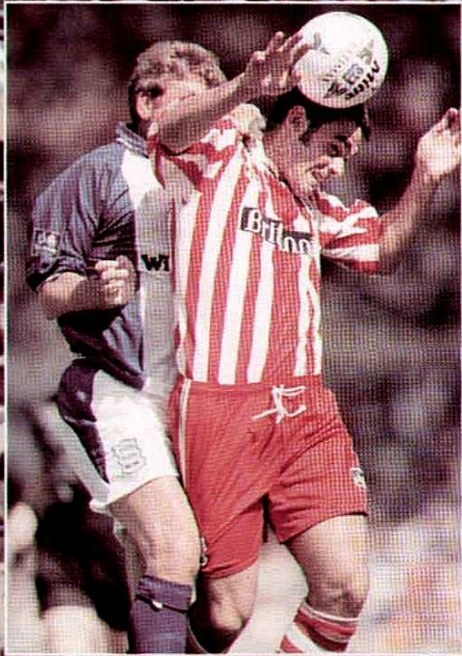
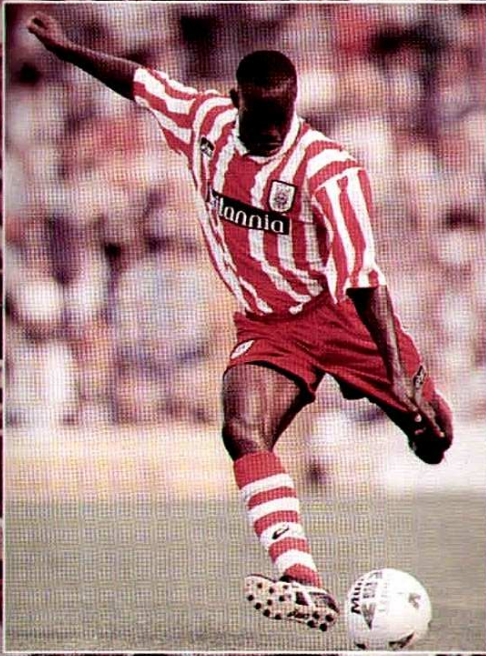
## Stoke City v Birmingham



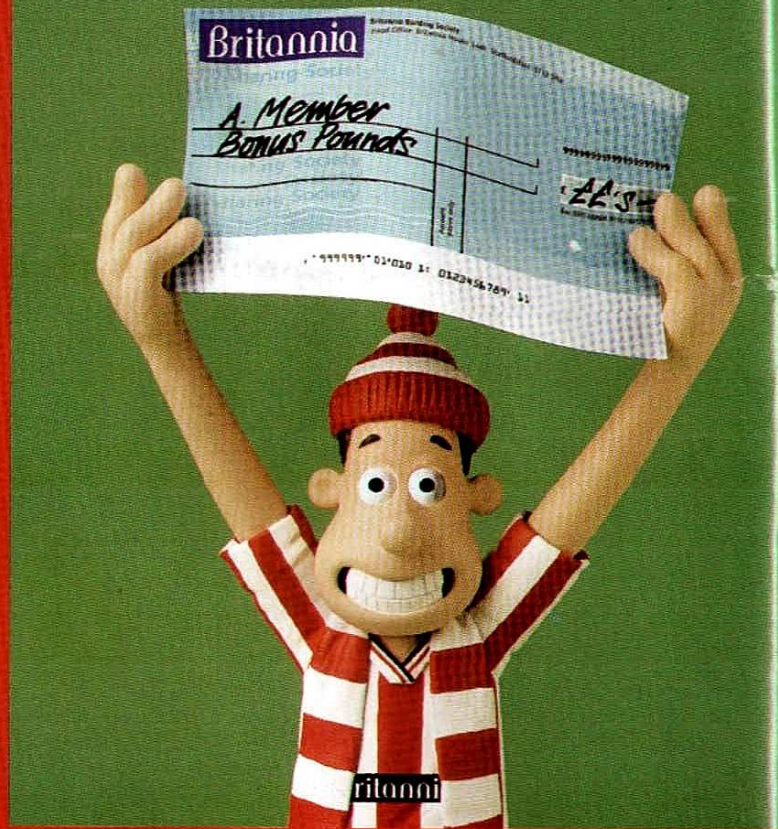
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your loyalty each and  
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If you'd like something to cheer about every year call the number below.

For more information call  
**0800 132 304**

Lines open 9am - 7pm weekdays and 9am - 12noon Saturday



**Britannia**  
The Sharing Society

Britannia Building Society Britannia House Leek Staffordshire ST13 5RG

Tony Matthews'

# Hat-Trick Heroes

## **Bowyer's Fourtimer Rocks The Pool**

Frank Bowyer scored Stoke City's first FA Cup hat-trick after the Second World War - achieving the feat (a fourtimer in fact) against Hartlepool United in a third round tie at The Victoria Ground on 9 January 1954.

This encounter was a rather one-sided affair with the Third Division (North) side, although inferior in all departments to a stern-looking Potters line-up, giving a good account of themselves in front of almost 24,000 fans.

Bowyer's goals were all well taken, two of them being set up by the industrious Johnny King, who got on the scoresheet himself, while Joe Hutton claimed the other.

Bowyer was born in Chesterton 75 years ago and joined Stoke as a junior at the start of the Second World War. He remained at the club for 21 years, right up until he signed for Macclesfield Town in the summer of 1960. In all he scored 149 competitive goals for the Potters (in 435 appearances) and during the hostilities he netted another 56 goals (in 162 outings). A very fine footballer indeed, who was perhaps unlucky not to gain international honours - simply because during a six year period in the late 1950s, the Potters played in the Second Division. If they had been in the top-flight, then Bowyer may well have represented England! All he had to show for his efforts was to go on tour with FA XI to Canada (1950).

## **Hat-Trick Blues For Birmingham**

In contrast to Bowyer scoring Stoke's first post-War Cup treble, Freddie Steele had the honour of scoring the Potters' last in this competition before the 1939-45 hostilities. Sixty years ago, he grabbed three goals in Stoke's 4-1 home win over Birmingham in a third round encounter at The Victoria Ground in January 1937, witnessed by 31,480 fans.

At the time both teams were in the First Division - and both were to be involved in relegation battle later in the campaign. In the end the Potters finished 17th in the table with Blues one place below them, each on 38 points, two clear of danger!

As for Steele's feat in that Cup-tie, he was in great form and although the scoreline perhaps flattered Stoke to a certain degree, there was no denying that hot-shot Steele was the star performer. Joe Johnson, who aided and abetted in one of Steele's goals, also got on the scoresheet, netting with a thumping drive from the edge of the area. NB - Freddie Steele - hat-trick hero-is featured again in our next programme against West Bromwich Albion.

## **Shrimpers Poached!**

Simon Sturridge hit his first treble for Stoke in a fine 4-2 victory at Roots Hall in November 1995. The former Birmingham City striker found the net in the 33rd, 64th and 76th minutes. Nigel Gleghorn netted the Potters' other goal and almost 6,000 were there to see 'Studger' walk off with the ball.

T.M.

## **STOKE CITY FC**

Britannia Stadium  
Stanley Matthews Way  
Stoke on Trent  
ST4 4EG  
Founded: 1863  
Tel: 01782 592222  
Fax: 01782 592221

### **Honours:**

**Division 2 champions:**

1932-33, 1962-63, 1992-93

**Runners Up:** 1921-22

**Division 2:** Promoted (3rd place) 1978-79

**Division 3 (N) Champions:** 1926-27

**Football League Cup Winners:** 1971-72

**Runners-Up:** 1963-64

**Autoglass Trophy winners:** 1991-92

**FA Cup semi-finalists:** 1898-99, 1970-71, 1971-

72

**Life President:** Sir Stanley Matthews, CBE

**Vice President:** Alex Humphreys

**Chairman:** Peter Coates

**Vice Chairman:** Keith Humphreys

**Directors:** David Edwards, Paul Doona

**Chief Executive:** Jez Moxey

**Secretary:** Mike Potts

**Assistant Secretary:** Mrs Diane Richardson

**Manager:** Chic Bates

**First Team Coach:** Mike Pejic

**Coach:** Ashley Grimes

**Physiotherapist:** Ian Liversedge, M.C.R.P., S.R.P.

**Football In The Community Officer:**

Andy Morgan

**Head of Sales and Marketing:** Nick Johnson

**Marketing Services Manager:** Tony Tams

**Business Development Manager:** Ben Hallam

**Marketing & PR Officer:** Lorraine Hampson

**Stadium & Safety Manager:** John Alcock

**Ticket Office Manager:** Dave Money

**Club Shop Manager:** Paul Gerkin

### **BRITANNIA STADIUM CONTACT NOS**

**Ticket Office:** 01782 592200

**Fax:** 01782 592201

**24hr Credit Card Ticket Bookings:**

0990 133221 (service charge applicable)

**Ticket Information Line:** 0891 332940

(Calls cost 50p per minute)

**Hospitality, Sales, PR & Marketing:**

**Tel:** 01782 592211 **Fax:** 01782 592210

**Football Administration (switchboard):**

**Tel:** 01782 592222 **Fax:** 01782 592221

**Events, Conferences & Banqueting:**

**Tel:** 01782 592233 **Fax:** 01782 592232

**Britannia Stadium Superstore:**

**Tel:** 01782 592244 **Fax:** 01782 592243

**Football In The Community:**

01782 592255

**Fax:** 01782 592254

**Accounts:** 01782 592266

**Fax:** 01782 592221

**Safety & Maintenance:** 01782 592277

**Fax:** 01782 592221

**Lotteries:** 01782 592288

**Club Call:** 0891 121040 (call cost 50p per minute)





# STOKE CITY FC EMERGENCY PROCEDURE

- Important announcement regarding public safety will be notified to spectators by means of the Public Address System.
- The announcement will be preceded by a loud warning signal to catch the attention of the crowd.
- Listen carefully to the announcement and be ready to respond in a calm and controlled manner.
- Stewards and/or police will assist and direct spectators to the nearest safe exit where necessary
- It is imperative in an emergency situation that spectators conform to instructions of Stewards/Police.



Nationwide, the World's No.1 Building Society, wishes all clubs a successful 1997/98 season



Official Sponsors of The Football League



FOR THE FACTS NOT FICTION CALL STOKE CLUBCALL

# 0891 12 10 40

Calls charged at 50p per minute

# Potters - 96/97 statistics

## Player Roll Call

	lg A	lg C	cp A	cp C
Sigurdsson	45	5(1)	5	
Wallace	45	8	5	
Sheron	41	1	5	
Forsyth	40		4	
Pickering	39(1)	2	5	
Whittle	35(2)	6	3	
Muggleton	33		4	
Kavanagh	32(6)	3	3	
McMahon	31(4)	1	4(1)	
Griffin	29(5)	1	1(1)	
Beeston	17(1)	2		
Macari	15(14)		(4)	
Devlin	13(8)	2	4	1
Prudhoe	13		1(1)	
Dreyer	12	1	3	1
Worthington	12		3	1
Stein	11	1		
Gayle	8(4)	1	2	
Cranson	6	1		
Mackenzie	5(17)	1	(1)	
Keen	5(11)	1	2(2)	
Sturridge	5			
Rodger	5			
Flynn	5	1		
McNally	3			
Da Costa	1(1)	1	1(1)	
Nyamah	(7)			
Stokoe	(2)	1		
Carruthers	(1)		(1)	

A=Appearances (as Sub) C=Cautions  
(Sent Off) for League (lg) & Cup (cp)

## league position through the season



## League Results

Oldham	A	2-1
Man City	H	2-1
Bradford	H	1-0
Reading	A	2-2
Palace	H	2-2
Barnsley	A	0-3
Birmingham	A	1-3
Huddersfield	H	3-2
Bolton	A	1-1
Port Vale	A	1-1
West Brom	A	2-0
Sheff Utd	H	0-4
Portsmouth	H	3-1
Oxford	A	1-4
QPR	A	1-1
Grimsby	A	1-1
Southend	H	1-2
Portsmouth	A	0-1
Charlton	H	1-0
Tranmere	H	2-0
Swindon	H	2-0
Ipswich	A	1-1
Barnsley	H	1-0
Huddersfield	A	1-2
Birmingham	H	1-0
Charlton	A	2-1
Norwich	H	1-2
Bolton	H	1-2
Wolves	A	0-2
Oxford	H	2-1
Southend	A	1-2
QPR	H	0-0
Tranmere	A	0-0
Grimsby	H	3-1
Ipswich	H	0-1
Swindon	A	0-1
Wolves	H	1-0
Man City	A	0-2
Oldham	H	2-1
Bradford	A	0-1
Reading	H	1-1
Norwich	A	0-2
Palace	A	0-2
Port Vale	H	2-0
Sheff Utd	A	0-1
West Brom	H	2-1

## Potters' results analysis

5 shows the number of matches finishing with a variety of scores eg they

goals for	goals agt	won	drawn	lost
5	2	1	6	2
4	1	5	6	5
3	1	6	5	1
2	1	5	6	5
1	1	2	5	4
0	1	2	5	4

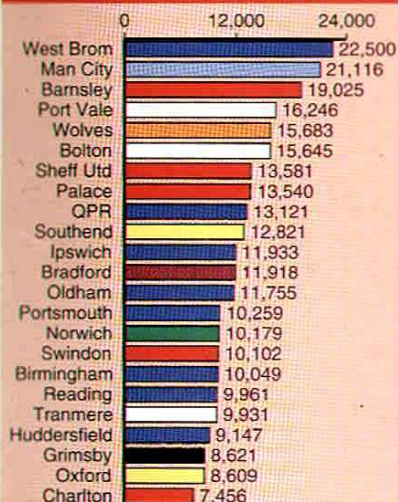
won 6 games 2-1 and lost 1 game 0-3

all charts and tables show League data for the 96/97 season

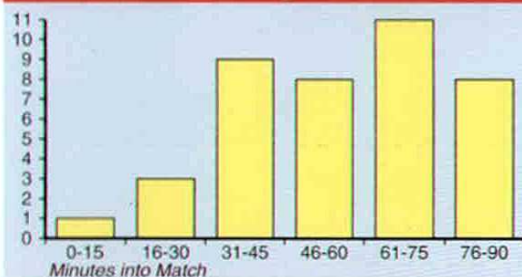
## number of goals scored in games

	home for	away for	home agt	away agt
0	3	10	9	2
1	9	9	8	11
2	8	4	5	7
3	3			
4			1	1
5				

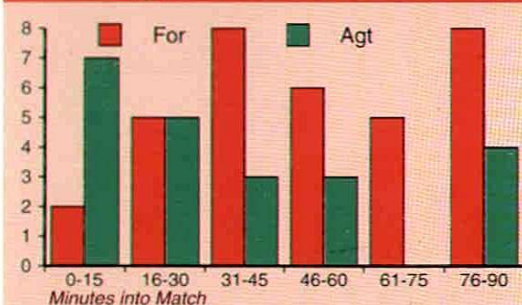
## Victoria Ground gates



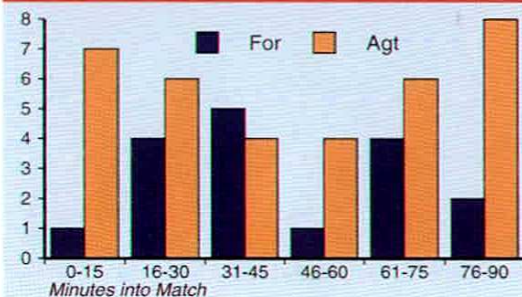
## when bookings occurred



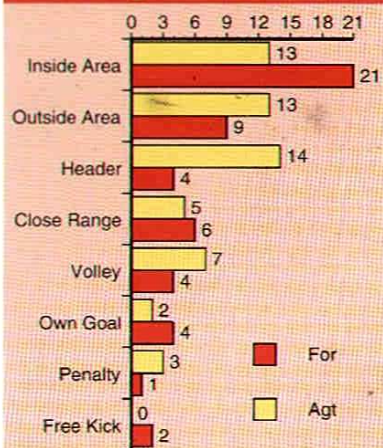
## when goals went in at home



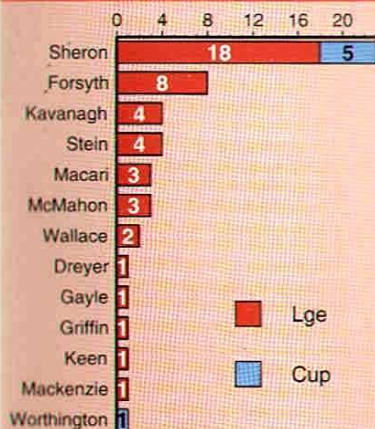
## away from The Victoria Ground



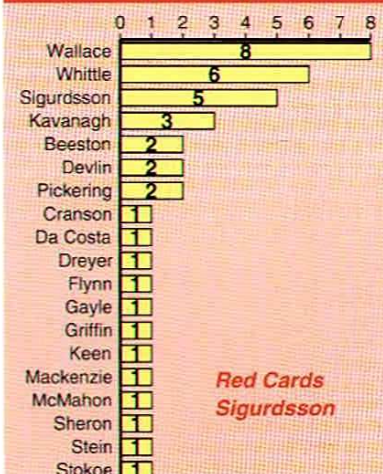
## how goals went in



## goal scorers



## bookings



# Today's Line Ups

## STOKE CITY FC

1 CARL MUGGLETON

2 ALLY PICKERING

3 ANDREW GRIFFIN

4 LARUS SIGURDSSON

5 STEVEN TWEED

6 KEVIN KEEN

7 RICHARD FORSYTH

8 RAY WALLACE

9 PETER THORNE

10 PAUL STEWART

11 GRAHAM KAVANAGH

12 JOSE ANDRADE

13 GERRY MCMAHON

14 JUSTIN WHITTLE

## SWINDON TOWN

1 FRASER DIGBY

2 FREDERIC DARRAS

3 JASON DRYSDALE

4 SCOTT LEITCH

5 MARK SEAGRAVES

6 ALAN MCDONALD

7 MARK ROBINSON

8 PHILIPPE CUERVO

9 CHRIS HAY

10 WAYNE ALLISON

11 TY GOODEN

12 DARREN BULLOCK

13 STEVE FINNEY

14 MARK WALTERS

## TODAYS OFFICIALS

REFEREE:

G B FRANKLAND



D R WOOD



S J FRENCH

RESERVE OFFICIAL: S R WINTON

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Official Bookmakers to Stoke City FC

## Today's Mascots

### Simon Smith:

Simon is 8 years old and is from Talke Pit in Stoke. His hobbies include playing football and riding his bike. Simon's favourite players are Gerry McMahon and Graham Kavanagh



### Gregory Charles:

Greg is 12 years old and lives in Bucknall. His hobbies include football, tennis, swimming and playing computer games. Greg's favourite players are Simon Sturnage, Andrew Griffin and Ally Pickering.



### David Charles:

David is 9 years old and lives in Bucknall. His hobbies include football, tennis, swimming and playing computer games. David's favourite players are Simon Sturnage and Andrew Griffin



### Jayde Edwards:

Jayde is 5 years old and lives in Alsager. Her hobbies include swimming and singing. Her favourite player is Graham Kavanagh



### Jenna Edwards:

Jenna is 7 years old and lives in Alsager. Her hobbies include swimming and reading. Jenna's favourite player is Andrew Griffin



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