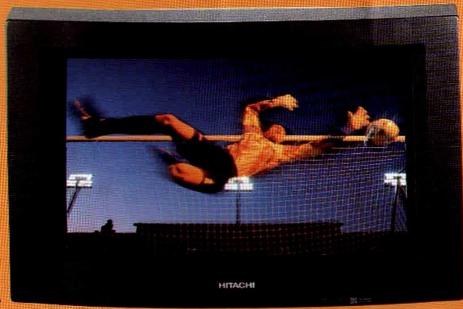


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sunday aug 15th 1999





KO 1.00pm vs ipswich town



"A stadium should be a badge of honour for the fan and for the town"

chairman's welcome 4&5



"A chance meeting for a Swindon Town fan - find out more inside"

calling all fans

"A warm welcome to George Burley and his players from East Anglia"



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the chairman's vvelcome



Before a ball is kicked in a football campaign we tend to believe that almost anything is possible. How ironic then that last week's start of the season was greeted with a devastating report on the health of our league, showing 80% of clubs are loss-making.

The dream of Premiership football is costing our league dearly, with two Division One clubs recently close to collapse. We at Swindon have been among the first to realise that you cannot spend millions on players without gambling with the very existence of the club. To best serve the ambitions we have on the pitch you MUST get a grip on the business realities off it. This is what we believe we have achieved. Today, as we tackle our first home league match, we are much better equipped to deal with these realities. With a better base we can now move forward and redirect our energies to our customers - the supporters. We have passed a vital threshold of confidence in our business, although to secure the next 2 season and to invest for the future we still need to raise another £2 million. What we must now do is refocus more directly on the needs of the fan.

I believe we have control of our costs which today, whilst now reduced to a minimal level, still outstrip our income and I expect this to continue for the next



2 years. We have captured investment partly by demonstrating our genuine ability to reduce costs and slow the trend in our debt. Around 3 years ago our share-capital was approximately £100, 000: today it is more like £4m, with the bulk coming in the last share issue. We must always remember that a potential investor will only invest if they see a profit or some other benefit. No one will volunteer to board a leaky ship not even Honda.

Now we have to steel ourselves for the challenge of increasing our income. This involves recasting the club in a far more user-friendly way, and opening up channels of profitability that benefit the

fans. We must break down the barriers and be more accessible and responsive to our supporters' demands, in a way that improves the business and ultimately boosts our chances on the pitch.

How is this to be done? Well, we have simply got to own a fully-developed, fully-utilised stadium. A stadium should be a badge of honour for the fan and for the town, especially one campaigning for city-status. It should also house the infrastructure to be self-sufficient and profit-making. If you own your ground you have a asset with which you can secure your investments, so you can go ahead and improve the stadium's facilities and image. Without ownership you are limited in your ability to make changes, although we have already made an impressive start.

Over the summer large renovation work has been completed in the Arkells Stand concourse to give the fans better refreshment and toilet facilities. A new gym has been created so our players can warm-up before matches; and terrific work has been undertaken to give them self-contained pitches and training facilities at Swindon Supermarine. Similarly, extensive work carried out on all our conferencing suites last year has greatly improved their revenue capacity. The new Winners Lounge will soon be complemented by a complete overhaul of the adjacent Family Room, including a brand new restaurant; and the Study Support Centre will soon become profit-

dub directory

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- Chairman: RIKKI HUNT Vice Chairman: CLIFF PUFFETT
- Directors: PETER ARCHER, WILLIE CARSON O.B.E., PETER GODWIN C.B.E., MICHAEL SPEARMAN, Sir SETON WILLS Bt.
 - President: C.J.GREEN Director of Finance: STEVE JONES
- Team Manager: JIM QUINN Assistant Manager: MIKE WALSH Assistant Coach: ALAN McDONALD
- Director of Youth: JIMMY SHOULDER Youth Team Manager: TOM JONES Youth Development Officer: PHIL CANNON

some of the improvements made at the County Ground during the summer



The new purpose built gym to aid training and pre-match warm-ups...



The Study Support Centre has been a great success and is due for expansion.



Alongside the Winners Lounge we are developing restaurant...

...making and then extended into the Arkells Stand. On top of this, we have created new, modern workplaces for our administration and coaching staff. This is a creditable start, but there is a long way to go. We are currently working on several projects that will both give the fans a better deal and benefit the Club. We want to revamp the refreshment facilities in the Town End to make it more attractive. Part of this is to obtain a drinks licence for this and the rest of the stadium, which we are currently working on. Another long-term plan is to redevelop the current Superstore from a facility that becomes profitable just on matchdays (only around 25 of these each year!) to one, such as a pub or a gymnasium, that may be earning all year round.

You may ask of course where all this leaves the football side of the Club. Firstly, you do not need to spend vast sums to win. Compare Watford and Bradford with Bristol and OPR, or look at the unfulfilled millions of Wolves and Manchester City and you will begin to get an idea of what can be achieved and risked. Long-term it makes far more sense to invest in a youth policy and pick up experienced talent where you can justify the cost along the way. Jim Quinn has so far spent just £10, 000 on bringing in 4 promising faces into the first team - Griffin, Davies, Grazioli and Williams. He has further strengthened the squad with 8 new professionals from last year's youth ranks, whom we also hope will break through to the first team. This must be the way forward in creating a sustainable supply of talent.

To the coaching staff we are delighted to welcome on board Jimmy Shoulder who comes with the highest of credentials in youth development and coaching, and who has the knowledge to expand and improve the structures already in place to nurture our youths. His appointment comes after us being able to secure Alan McDonald's vast experience on to our coaching staff.

In the course of our bid to strengthen the Club as a business we have had to make tough decisions that sometimes might not appear to have been in the interests of the fan. You must believe me however, that the alternative would have been the demise of the Club as we know it. Now many of these difficult issues have been addressed I am confident that the structure is correct. Outside of this, operational mistakes have been made, most obviously the giving of the Town End to away fans last season. These mistakes notwithstanding, I believe we have arrived at a point where we can look forward to a very optimistic period where we can make positive strides for the fans. This is why I have asked you all to write in to me through the Evening Advertiser, to ask me questions or make your points - I pledge to answer every one personally.

The business of football and what happens on the pitch are linked, but not how people have traditionally thought. Spending money you haven't got is a gamble, one that many clubs are clearly losing badly (in our league a combined £52m was lost last year). Instead, you need a solid base from which you can

move on to generate a healthy future and at least guarantee you a fighting chance. As this season got underway Deloitte & Touche expressed their hope that the "realisation that a sustainable future depends on building a business - a football business - will encourage investment outside the first team squad." In other words, you must fund a strategy - not fund the dream. This is exactly our plan. We will of course continue to invest in our first team where possible. Beyond that, though, it is crucial that, on the one hand, we fund a strong youth set-up and, on the other, we focus our decisions and policies according to the needs of our fans. Only that way can we continue to have our dreams at all.

As we embark on another campaign let's hope we can enjoy the season and make as much progress on the pitch as off it. I would like to wish all the best to our players and thank all of you for your support, especially those who have taken the trouble to write in with your comments.

Rikki Hunt Chairman

visitors

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

One of the most consistent sides of the last four seasons lpswich have gone agonisingly close to promotion to the top flight three times - and this term they are hoping to complete the job automatically with a second place finish. Last season they were pushed into the Play-Off lottery by Bradford City on the last day.

In 1996/97, 1997/98 and 1998/99 the Blues fell at the Play-Off Semi-Final stage, so the players, supporters and staff will be keen to avoid a similar disappointment this time around.

Deservedly famed for the quality of their passing game, lpswich can also boast one of the country's tightest defences to the credit of England's Richard Wright and the men in front of him.

When you add to that a midfield boasting the talents of Jermaine Wright and Rep Ireland B international Matt. Holland, the attacking skills of David Johnson and James Scowcroft it is easy to see why Ipswich are looked upon as one of the favourites again this term.

Cash flow problems necessitated the early close-season sale of Keiron Dyer (to Newcastle United, £6M). But manager George Burley has invested wisely, bringing in midfielder Jermaine Wright (from Crewe £500,000).

The latest loanee to be plying his trade at Portman Road is Sheff Wed midfielder Jim Magilton - although the Northern Ireland international had hoped to make his stay permanent prior to last Thursday's Iransfer Deadline Day.

Just as encouraging for Ipswich fans has been the club's continued success at youth level, from where a further two players made their way onto the first-team scene last season, following in the footsteps of such names as Richard Wright, Kieron Dyer and James Scowcroft.

IPSWICH TOWN

Titus Bramble, a 17-year-old central defender who is coolness personified on the ball, and fellow teenager Richard Logan - a striker - both point to lpswich's future being in good hands.

When the Blues visited The County Ground back in April the match finished in a 6-8 win to Ipswich.

Swindon will be hoping to reverse that result this afternoon and knock the Suffolk Promotion Express of its tracks.



david



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Man Utd Bury	31	20	DO A

An amazing 20 goals in only 31 League appearances shows you the impact Johnno made at Portman Road in his debut season at the club.

The England schoolboy international grew up at Old Trafford in the same junior side as David Beckham, Gary Neville, but moved to Bury in 1995. A £1million move to Ipswich in 1997 sparked an avalanche of goals

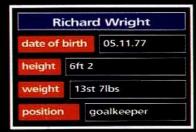
birthplace date of birth 15.11.75 height 6ft 2ins 12st 2lbs weight position forward previous dub records goals club games

Came through the youth ranks to stake his first team place in the 1995/96 season.

James has now cemented his place in the senior side with a string of outstanding displays. A regular in the England Under-21 side. James holds the ball up well and also scores his fair share of goals. His partnership with David Johnson is one of the most effective in the First Division.



players



Very highly rated youngster who progressed through the ranks at Town to become first choice in the 1995-96 season. Made his league debut in the 2-0 win over Coventry in May 6, 1995. Capped by England at youth team level and was called up to the full squad for experience during Terry Venables' reign.



Joined Ipswich Town in January '99 for a fee of £200,000 from the Dutch team De Graafshap. Fabian is a right fullback who likes to attack and is a good tackler. He has previously spent all of his playing career in Holland but has now signed a three and a half-year contract with the Blues.



Made his league debut for his hometown club in the 1984/85 season before being snapped up by Leicester. Spent three seasons at Filbert Street before heading to Wolves in 1987. He clocked up 27 appearances for the Molineux club before returning to Ipswich in a deal that saw Steve Sedgley go the other way.



Talented young central defender who made his league debut at Sheffield United on 20th December 1998. Locally born product of the successful youth team now in his second season with the Town. Has made regular appearances at youth and reserve level.





Highly rated young utility player who is a good passer of the ball and signed for Ipswich for a fee of £800,000 at the end of July'97. He was previously Bournemouth skipper and had been the club's Player of the Year for 1995/96.



Manuel signed a three-year contract to the end of season 2000/2001 from Spanish club Seville for a cutprice £50,000. A commanding central defender and former France under-21 who initially struggled to get to grips with the pace of the English game and picked up several yellow and red cards last season.



Enjoyed a successful loan period last season and joined from Sheffield Wednesday soon after in a £675,000 deal. Magilton is an established Northern Ireland international with good passing and shooting skills and bags of top flight experience. Began his career with Liverpool and also had spells with Oxford United and Southampton before moving to Hilborough in 1997.



Talented midfield who joined Town in the summer as a free transfer under the Bosman ruling. Holster is the latest in a long line of Dutchmen to arrive at Portman Road.



Mick Stockwell date of birth 14.02.65 5ft 8 11st 7lbs weight midfielder

Versatile performer who has played in defence, midfield and even upfront as an emergency striker. Joined the club in 1981 after having trials as a youngster at Leyton Orient. Voted Supporters' Player of the Year in 1992/93 and was rewarded with a well-deserved testimonial in 1993/94. He was one of Town's most consistent performers last season.

Jer	maine Wright
date of I	21.10.75
height	5ft 9
weight	11st 9
position	midfielder

This talented midfielder signed for Crewe in 1998 for £25,000. This summer, Ipswich paid £3.5million pounds for his services and is charged with the responsibility of filling the void left by the exit of Kieron Dyer to Newcastle. A former England Youth international who is comfortable in a central midfield role or can be pushed wider to patrol down the flanks.

R	ichar	d Naylor
date of	birth	28.02.77
height	6ft	
weight	13st	7lbs
position	F	orward

Another who graduated through the youth ranks at Portman Road and he made his debut in the 1996/97 season. This energetic, hard-working forward is a real handful for opposition defenders, however, he is third in the pecking order at Portman Road behind Scowcroft and Johnson.

Himself a product of the famous Ipswich youth set-up, and now its keenest promoter, George Burley was born in Cumnock, Ayrshire on June 3rd, 1956.

He joined Ipswich as an apprentice in 1972 and made his senior debut the following year against Manchester United at Old Trafford, when he was responsible for marking the legendary George Best.

He was an integral part of the Ipswich Town side that became a European force in the game in the late 1970s and early 80s, tasting FA Cup glory in 1978 when The Blues beat Arsenal 1-0. Unfortunately, injury robbed him of a place in Town's other major success of that period, a UEFA Cup Final triumph over AZ67 Alkmaar in 1981.

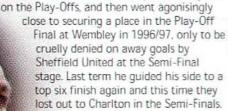
In total, this polished attacking left-back made more than 500 appearances for the club as well as picking up 11 caps for Scotland at full level.

In 1985, he headed north to Sunderland, a move that started a mini-tour of Britain. George came South again to join Gillingham, then packed his bags and set off for Scotland and Motherwell in 1989.

In 1990 he was appointed player/manager of Ayr United, three years later he moved to Falkirk as a player then became player/coach back at Motherwell.

But a year on, he was on his way across the border again - this time to Colchester to become player/manager in June 1994. A fine start at Layer Road soon brought him to the attention of Ipswich Town once more, and he resigned at Colchester on December 24th, 1994 before being appointed Portman Road boss four days later. The circle was complete.

Under the chairmanship of David Sheepshanks, he has built an entertaining young team at Portman Road that topped the divisional goalcharts in the 1995/96 season, just missing out



With his policy of promoting from within and encouraging youth, Burley will be hoping that the end of the 1998/99 campaign doesn't see his players fall short once more.



jim quinn's

Welcome to the County Ground for today's match against Ipswich Town. Today marks the start of our league campaign at the County Ground. As you are aware we are on Sky today, and we are hoping for a good show.

As far at the game on Tuesday is concerned it's obvious that we must play a hell of a lot better than we did. I had a long chat with the players the day after and sorted the problems out. I think the players pride's have been hurt because they realise they let a lot of people down on Tuesday including themselves. I can assure you they will want to put the record straight today.

Today's game is of great interest because it will tell me how we will cope in this division; if we put on a good performance against one of the best teams in this league then that will give the whole club a great boost for the coming games.

lpswich narrowly missed out again last year, they will be hoping to go one better this term. I wish George Burley and his staff the best for the season except our two fixtures with them.

I have set a target of 10 points out of 15 for this month which I don't think is unrealistic and it certainly gives us a mark which we can all try to achieve. If we have targets to achieve it will go a long way to getting to that target of 50 as soon as possible.

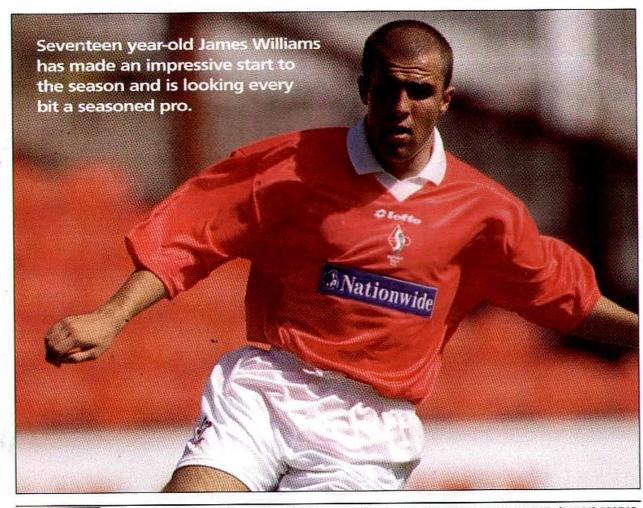
Hard work is the motto today, we must work hard against a fine lpswich



side to get the right result. A warm welcome also for my old (fat) mate Jim Magilton and to you the supporters. Remember we can't achieve anything without your valued support.

Enjoy the match.





JRNING BACK

1978 - Jimmy

Welcome to our A to Z of former Swindon Town players. This week in the first of our new series we take a look back at former Town goalkeeper Jimmey Allan.

When a red haired, raw boned young keeper from Brora Rangers travelled south at the invitation of Town manager, Fred Ford, it was to be the starting point for a long and successful career.

Jimmy Allan impressed during his trial period and was to go on to make more first team appearances that any other Swindon keeper except Sam Burton and Fraser Digby.

He made his first team debut in 1971 against Queens Park Rangers on the same day as the present Arkell's Stand was opened. Despite the presence of Rodney Marsh in the Rangers team Jim kept a clean sheet and under the headline " Jimmy Allan makes dream debut", Dave Russell, the Football Pink reporter, described how Jimmy made some fine saves. Jimmy made only six more appearances during the season and the presence of some experienced keepers like Peter Downsborough and Jim Barron meant it was several seasons before he became a fixture in the side.

At the end of January 1974, Jimmy made history by becoming the first

professional player in the country to refuse to play on a Sunday. The Miners strike meant that electricity was only available in some areas on certain days and consequently Swindon were forced to switch their home game with Bolton to a Sunday. Les Allen the Town manager said "Jimmy told me it would be against his religious beliefs to play on a Sunday and I respect his views."

It was not until the 1976/7 season that Jimmy really established himself making 43 League appearances. He also took party in a good Cup run which included a 7-0 victory over Bromley and a 5-0 demolition of a Fulham side containing Bobby Moore, Rodney Marsh and George Best. Jimmy again experienced the joys and disappointments of Cup football when he was in the Town team that defeated Arsenal in the League Cup of 1979-80 to earn a place in the semi-final. At Molineux a disallowed goal and a dreadful challenge by Jimmy's opposite number, a foul that would have brought a red card today denied Jimmy a Wembley appearance. Sadly, it was when he had established himself, missing only four games in as many seasons that a broken left arm sustained in a match at the



County Ground against Rochdale meant he would never fully straighten his arm. It was exactly thirteen years to the day since the start of Jimmy's career and at 29 as a goalkeeper he could have expected his best years to be ahead of him.

Bravery was probably the one word that best described Jimmy's goalkeeping. He was very quick off his line and sometimes too quick as his big heart led him to try to make up for deficiencies in front of him only to be stranded out of goal. His career did not coincide with the most successful period in the club's history but he still managed 108 clean sheets in 371 League appearances. Jimmy's loyalty was rewarded with a testimonial against Chelsea and he now lives in Devon with his wife and three children working for a box manufacturing firm.

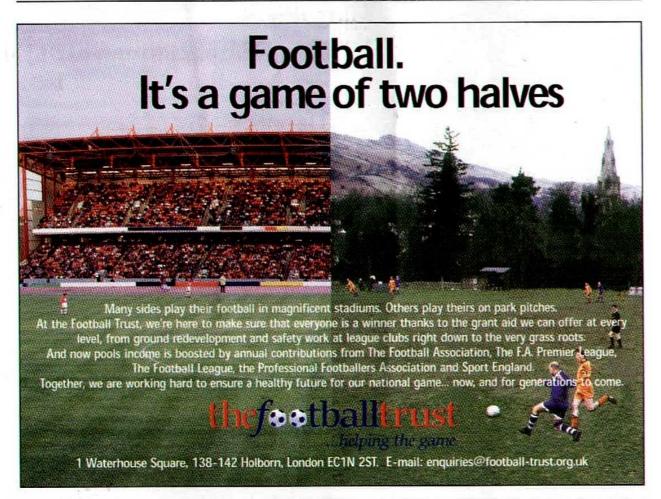


competition TIME

How many first team appearances did goalkeeper Fraser Digby make in the Swindon Town colours?

If you think you know - send your answers on a postcard to: History Competition, Swindon Town F.C., County Ground, County Road, Swindon, Wiltshire SN1 2ED.

The first correct entry received will win a great STFC Mystery Prize!





premier league CARLING

newcasite out of toon



Ruud Gullit's summer spending spree has not lifted the gloom over Tyneside.

Last weekend saw his new look squad lose 1-0 at St. James Park to Aston Villa. If the defeat wasn't bad enough, the red mist descended on Gullit as his captain. Alan Shearer, was shown a red card for what looked like an innocuous incident. Two days later while the Dutchman was still furning over the one match ban the England captain is likely to receive the Magpies were shown up on the Monday night match, losing to Spurs 3-1

Guillit has gambled over £30 million in his spell with the Magpies and while his new squad might need time to gel, the Toon Army are restless and if results do not come. soon, the dissatisfaction since the departure of Keegan may gather strength

leeds in for huck

Leeds have partly solved their striker crisis by signing Coventry's Darren Huckerby for £4 million - with the promise of another forward to come.

United chairman Peter Risdale and manger David O'Leary have moved swiftly to help fill the void created by Jimmy Floyd Hasselbaink's £12 million transfer to Atletico Madrid last week. Huckerby, who has already finalised personal terms, will complete the deal - which rises to £5.5 million relating to 'add ons' upon completion of a medical later this week



keane stalling



Manchester United's Roy Keane is still stalling over signing a new contract for the European Champions'

Everybody at Old Trafford is desperate for the club captain Both Inter Milan and Juventus are among a host of clubs monitoring the situation. If Keane does fail to sign a new contract, then it is possible that the Red Devil's will sell him sooner rather than later because he could leave the for the influential midfielder is likely to top the £20 million

mark and it is reported that United might use the cash to tempt the Brazilian. Rivaldo away from Barcelona

jeffers wants out

Teenage striker Francis Jeffers could spend another game in solitary confinement as Everton bid to build on their encouraging start to the season, but Goodison legend Graeme Sharp has urged the youngster to patch up his differences with the Toffees.

The shadow of the transfer row still hangs over the club. The player claims his transfer request was not motivated by money, amid rumours that he was not made aware of a bid for him from Arsenal last week. something which he should have been informed of in accordance with his contract.



But Smith, is confident the will keep Jeffers after the two have reconciled any differences there may have been between them and the young striker made a late appearance for the Toffees as a late substitute in Wednesday night's defeat at Aston Villa



Sutton out of luck

The biggest domestic transfer this summer was the sale of Chris Sutton from Blackburn to Chelsea. After the 1995 Premiership Champion's were relegated at the end of last season question marks over Sutton's future at the club, especially as he had a relegation release clause in his contract. Chelsea came up with the fee of £10 million that was necessary to fulfil the necessities of the buy-out clause and the deal was done.

Since his arrival he has had to deal with the heavy price tag securely fastened around his neck, very similar to the £5.5 million tag which took him to Rovers in the first place. For Sutton, goals have not been easy to come by in Chelsea's buildup to this season and in Chelsea's 4-0 victory over Sunderland in the opening Premiership game last weekend, Sutton drew a blank after missing two great chances. If the pressure is starting to tell, then Sutton will have to get off the mark soon or risk losing his place to Tore Andre Flo, Michael Forscell and possibly Pierre Luigi Casirangi.

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jimmy shoulder

introducing town's other summer signing

I'm a Northeast boy from Durham, I went to school in Sunderland and I signed for my hometown club. I was at Sunderland for about six years in all from 1964 to 1969.

I only played a handful of first team matches in the First Division, which is now the Premiership. The problem was that I was understudy to Len Ashurst who holds the club record for over 700 appearances.

I was released by the club and went part-time for three years at Scarborough, while I did a degree at Durham University. One of my last games for Scarborough was leading them to the trophy win against Wigan at Wembley.

Later, I went back full-time with Hartlepool and I was half way through my second season when my knee gave out and I had to retire from playing. However, in my late teens I got involved in coaching by a magical bloke by the name of George Wardle. He has

been responsible for introducing coaching to many top-class managers.

By the time I was 21 I had an 'English FA full badge' and by 22, I was staffing courses for the English FA as well. It was something that just happened really. George inspired me and where as a lot of lads would leave training and spend the afternoon in a bowling ally, I would always go back to George's place at Durham Tech, and start doing part-time work on the PE side of things, especially football. It was through his encouragement that I was one of the youngest people to hold a full FA badge. So by time I got to my mid-twenties, I was nearly as well known for my coaching, as I was a professional footballer.

I retired from playing in 1975, I was 28 years old and through my work at he FA, they recommended me for a coaching job in Australia. Within three months of working in a regional directors job. I ended up as the national team manager, attempting to qualify for the 1978 World Cup.

Unfortunately, we didn't qualify, the team in that day were nearly all foreigners, players from various parts of Europe who had emigrated to Australia.

On the coaching side, it was a great experience because it was exposure to different philosophies of coaching, different ways of training people and



At the moment the building blocks are there at Swindon Town F.C. and it's a question of looking at the good things we have in place and adding to them and then also develop, so if they're adequate or good they can be excellent.

different approaches to games. I found that people who live in one environment are shaped by that environment.

Fortunately I was able to talk and listen to people, and ask why they do certain things; as an example - the South Americans can't understand why, in English football, we always get the ball wide because it was further away from the goal.

After three years over there I returned to Britain to work with Bill Elliott as his assistant at Sunderland and then at Darlington where I was basically team manager.

Again, into my second year there, I got a call from Australia saying that the Government were establishing the Institute of Sport and they wanted me to develop the football side of things. It was a very exciting challenge so I went back out there in 1981.



trainir

I'm looking to sit down with players, as well as the coaching staff and talk about different approaches to things. It's working and already I'm starting to get a really positive response.

What I want to bring to the club I can sum up in two words 'honesty' and 'respect', admittedly respect has got to be earned but, we need to give the same respect to every member of the squad.

I had the best part of seven years there, starting from scratch. We had to build everything including all the training facilities and the development programme, which I think is now second to none in the world.

That set-up plus a lot of work that was done during the 70s, means that you now have a situation where Australia is producing its own footballers, at present there are around 70 playing in top divisions in Europe as a direct result of that programme.

The institute programme has now spawned all across the country and the whole thing has lifted and it has snowballed out of sight.

I came back here in 1989 really to get back into European football and when you're away it's fairly hard to get back into it. I spoke to the late Mick Parry and he got me into the job with the English FA in Wiltshire, which was considering the jobs I'd had, was quite low-key but, it was a foot back in the door.

It was during my first year that I was approached by the Welsh FA to take on the job as technical director. Later I was coach of the national youth teams; Under16, Under 18, Under21s and when Terry Yorath was manager of Wales I helped out with the first team as well. Basically I was back onto the international scene in a big way. It was the whole spectrum, from the young upand-coming lads, right through to lan Rush, Mark Hughes and Neville Southall. Even Ryan Giggs had a few games for me in the Under18s before he made his full debut. It was a job that required establishing a programme and building on it. I had nine years there, I probably reached the stage where

My first club had always been Sunderland; it was the result I always looked for with Swindon very close behind because by this time, I had lived there the best part of ten years. I knew a lot of people at the club and it was initially Steve McMahon who invited me in to do a little bit of work last year. Then with this new position being available because of the grants from the Football Association, Jim Quinn asked me if I was interested. I felt I was ready to get back into the club set-up, so the right time to do it was the close season because I had a lot of work to finish with the Welsh FA. It took me about three seconds to get back into the rhythm of club football, even though I've been out of it for twenty years in Britain. I'm loving it

because it's given me the opportunity to get my boots back on get out with the lads. The Welsh job was slowly becoming a car and in the office job that's one of the problems with international football is that you don't have the players every day and you cover a vast amount of distances. Whereas now I'm out everyday, up on the training pitch and I'm enjoying working with all the staff and players.

What I'm looking to do is to work with all the staff at the club, from those involved with the Community Coaches, the coaches who work in the Centre of Excellence programme, right through to the professional staff that work here at the club up to and including the manager. Hopefully to develop a production line for player development, to certainly improve the methods and standard of our coaches right through the club and then work with the senior staff like Mike Walsh and Jim Quinn in looking at, maybe' there are some different ways of working with players. Slightly different approaches than those used by traditional coaches.

With being a product of the English football system myself and now approaching my 53rd year involved with it, I've never earnt my living any other way than being a professional footballer, or coach. I was brought up in the English football culture but I've always had an enquiring mind. I've always been open to outside influences; if I think I've been doing something, which I think is right and then I look at something which is better, I'd be quite happy to except that. That's something that English football culture does not tend to be, generally speaking we tend to be very defensive and very parochial. We only fell comfortable with something that is familiar. That's what's always happened in the past, so I've got to be fairly open to change to take on new ideas. One of the things that I can bring to the game is that I've been open to so many different experiences. What I can do now is attempt to try and share that. I'm definitely not coming in here to impose anything, I'm looking to sit down with players, as well as the coaching staff and talk about different approaches to things. It's working and already I'm starting to get a really positive response. I do think that one of the things that has been part of the English football culture, is that the first team squad have been sacrosanct. They're over there and the ham and eggers', as we used to be called, the reserves, were kind of accepted because we might come in and out of the first

team but, the kids were always the Skivey's.

What I want to bring to the club I can sum up in two words 'honesty' and 'respect', admittedly respect has got to be earned but, we need to give the same respect to every member of the squad. Not to treat the young players any differently to the senior first team players and try and build the feeling that they are worth something but, if they get that respect, then what they then have to have is responsibility because they go hand in hand. You can bring in Alex Ferguson, Marcello Lippi or Sir Alf Ramsey in and they can't make a player. It is really the responsibility of the player to look after their own game. That's what we're saying if we treat you as individuals rather than as a flock of sheep but, in return you've got to start taking responsibility for your own game. Over the next 12 months I'll be looking at a few devices where we might change certain things but, again only with agreement and maybe we will help the process of getting players though the system. We'll also try to build this philosophy into the football culture so as the players get older and sign pro-forms then they'll already have in built in them.



Jimmy Shoulder is looking at ways the club can modify it's coaching & training system.

the editor talks to new boy Giuliano Grazioli...

Welcome to Swindon Town Football Club, so what do you think of it so far?

I love it! The lads have made me very welcome and when that happens it's so easy to get involved and to get involved I've had to get my hair cut but that's the price you pay, but seriously, I really enjoying it.

How did your move to Swindon come about?

I was delighted to get a call from him asking me if I was going to sign my contract, I wasn't so he said he wants me out here, and then I couldn't believe. I was looking ahead to playing against the lower teams such as Hartlepool and now I will be playing at the County Ground week-in week-out and travel to places like Ewood Park, it's a dream come true.

You've got fond memories of Swindon, what do you wan to say about that?

Well fond memories for me. I don't know about anyone else. Everybody remembers that goal I scored in the FA Cup, but I actually made my Football League debut on my 21st birthday for Peterborough at the County Ground when Swindon were in Division Two. It's strange how Swindon has always been involved in my career, so as soon as he asked me to sign I said yes. It's a fantastic opportunity to play for Swindon and also to work with Jim Quinn again. He helped me so much when he was at

continue here at Swindon.

Can you give me a brief history of your career so far?

I was with a very successful youth side from the age of about 11 to 16 years of age and most of those lads turned pro and I was left behind, I think because I was a late developer; I was quite small and I wasn't strong enough. I went to a non-League club called Wembley and I managed to get into their first team at the age of about 16 to 17, I scored loads and loads of goals, which attracted attention from League clubs and I signed for Peterborough. I was there a couple of years, I went on loan a couple of times to the likes of Yeovil and Woking and then I signed for Stevenage. That's when everything got going really - the goal here and the goal up at Newcastle. I was only there six months and then Barry Fry took me back to Peterborough due to a clause in the contract and I did well for Peterborough that year, I was top goalscorer, I scored 15 goals in 20 starts, so I was very happy with that. Peterborough offered me a new contract with good terms and I would have signed it if I hadn't

your knees. I'm probably not going to stand out from the rest of the team like the likes of George Ndah, Ty Gooden and Iffy Onuora. But I work hard and I always give 100%, closing down players and do all the little things that can make a difference.

How do you think your form has been in the pre-season?

Well, I was very happy with my first three minutes! I couldn't believe it but, I haven't scored since and being a goalscorer - I want to score goals all the time. I've still been working hard and playing well and the gaffer seems to be happy with me, so that" the main thing really because he picks the team. I'm not going to let it get to me because I'm still creating things and helping the team.

How's the mood among the

It's been excellent. We had a great tour to Northern Ireland and played very well over there. In all three games we've got a good little system together, which is working well and we had a really good laugh as well. There was a good bit of bonding going on, it was to get away and a few of the lads lost their hair, but that's all part of getting prepared for the new season.









grazioli



birthplace

London

date of birth

23.03.75

height

5ft 11ins

weight

12st

position

forward

previous dub records

games	goals	
23 (starts)	17	
14 (starts)	9	
13 (starts)	19	
	23 (starts) 14 (starts)	

getting personal..

favourite film

goodfellas

favourite tv show

only fools & horses

favourite band/musician

madonna

favourite sporting event

the world cup

favourite footballer

diego maradonna

favourite food

pasta

favourite drink

jack daniels & coke

favourite hobbies

snooker & golf

favourite colour

black





A warm welcome to all supporters and as we enter this new season we can all look forward with renewed optimism.

Thank you to all supporters who have already enrolled for membership of the Supporters' Club which was launched last season. Many of you may recall that our official launch date coincided with a heavy home defeat. This perhaps, took the wind out of our sails a little, but even so, by the end of the season we had around 300 members registered. Our first target. this season is to push this number into four figures and we will let you know just as soon as we reach the thousand mark.

There are a number of benefits available to our membership and although these may not be doubled up with any offers already given to season ticket holders, there are benefits which are unique to all, such as discounted away travel and affiliation to the National Association of Supporters' Clubs. Plus nonseason ticket holders additionally have access to ticket priority behind season ticket holders.

Season ticket holders are entitled to membership at no cost and all they have to do is complete an application form, other costs are detailed below.

We have a number of ideas, which we hope to pursue this season and the committee is happy to listen to any supporter who feels that they are able to contribute in any way with ideas or assisting with our organisation. We are particularly looking for someone who would be willing to act as a general secretary, to work closely with the Chairman, Michael Wilks.

Please collect application forms from the Ticket Office, Information Centre, Winners' Lounge and Away Travel on matchdays.

Please write to us C/O Swindon Town F.C., County Ground.

Printed below is an application form for use by prospective members. Supporters may photocopy it if they do not wish to remove it from the programme.

swindon town fc



membership form

1) Single Application		Address:		
2) Couple/Famil		nust have same place of residence)		
(please specify in boxes h		,		
	HICH SECTION	YOU MAY BE INTERESTED IN		
Red Army Disabled Group		Junior Robins Satellite Group(Please specify which)	Away travellers	
Are you	a) a season ticke b) a Wiltshire So	et holder ound Gold Club member	Yes/No (delete as applicable) Yes/No (delete as applicable)	
PLEASE RETURN	WITH PAYMEN	NT TO:		
The Membership Se	cretary, Swindon T	own Supporters Club, County Grou	nd Swindon Wiltshire, SN1 2ED	
		ole to STFC supporters Club) rough SAS Travel/Information Point	t)	

Your personal details will be held by the Swindon Town Club, within current Data Protection Law and you consent that this information may be passed to other businesses or groups. If you do not wish to give the above consent, or wish to exercise your rights to a copy of the information held, please write to Swindon Town Supporters Club, c/o County Ground, Swindon, Wiltshire SN1 2ED. Full club rules available on request.

No fee payable for season ticket holders: Please quote stand....



with clive maguire and jon holloway



Good afternoon everybody and welcome to the new season, which seems to have come around quicker than ever. Jon and I would like to take this opportunity of wishing Jim and all the lads the very best for the forth coming season.

I have been extremely busy during the past few months, and at present, we are half way through our

summer coaching courses. Since we last spoke, at the start of May plenty has happened. The Whitsun Course was a huge success here at the club, with a fantastic 170 people turning up for a great three days of coaching.

After the course we ran our ever-popular school coaching fun days, where we had twelve schools come down to the club in June. They had an opportunity to participate in a coaching session and also to have a look behind the scenes, and everybody went away with a bag full of Swindon Town F.C. goodies. The weather was extremely hot and the 400 plus local children who took part did brilliantly to keep going under such hot conditions. Jon and I have been delighted to receive so many letters from the children saying how they enjoyed the visit.

Our first course of the summer took place on the 26th, 27th and 28th July with 160 up-and-coming young stars attending the course. We would like to thank Roy Arnold and everybody at the G.W.R. British Rail Sports Ground for allowing us to use their excellent facility for the three days.

Our second week saw us on our travels to Marlborough and Chippenham. Jon ran the proceedings at Chippenham whilst I attended the Marlborough course. We had just over 40 at each venue and a good time was had by all.

This week has seen us back here at the club, whilst our remaining two weeks we are back at Marlborough and off to Wroughton, finishing off with our last course back here at the County Ground.

For details of any of the courses mentioned, please do not hesitate in contacting us on 01793 421 303

Finally you may have read the programme notes from Jon a few weeks ago, announcing that he got married back in May. It was a great honour for me to be Jon's Best Man on his big day. It was an even greater honour looking after him on his Stag Weekend in Hamburg. Pictured here are all the lads who attended and all contributed to make the weekend a huge success.

A special welcome to Mark Batterham, who is here today with his mum and dad to watch his first ever professional match. We hope you enjoy your day with us.

Until next time all the best and keep cheering

Clive and Jon







Sponsors of the Saturday Team Club Tel: 01793 432840



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











We hope you attended the Open Day last Sunday. It was a pity about the weather but, we all hope you had a great day, It was great to meet everyone who came up to the Junior Robin's stall. With the new season underway, we hope you have all renewed your Junior Robins Membership. If you have not then why don't you pick up a form from the Superstore or Information Centre, this season it's only £2 to join, unless you're a season ticket holder, then it's FREE! We are busy organising our Away Trips for the season.

We have also organised three more discos on the following dates:

Tuesday 14th September Tuesday 12th October Tuesday 9th November

We hope these discos are going to be a big success like the first one last Thursday.

If anyone has any ideas of things we could possibly organise, please contact us on the phone number below or write to us CO Swindon Town F.C., County Ground, Swindon, SN1 2ED

jointeday

Join STFC's Junior Robins and Robins club today!

JR's - 0 to 10 Yrs, R's - 11 to 16 yrs What's in it for you:

Radio Robin - Your very own Radio show. First Friday and Second Saturday of every month. Exclusive competitions on BBC Wiltshire Sound (103.6 FM). The Jr's can win a Fix it' and the R's get the chance to interview a player of their choice.

Away Travel - Discounts on away games. Organised away travel with your very own coach. To book please contact SAS Travel.

Football Courses - Ir's and R's received is a fixed in the school breaks organised by the

Football Training - Exclusive to members. It's and R's receive training Monday evenings at the Oasis.

Be a Swindon Town Mascot - 10% discount on Mascot Packages. This is one not to be missed by all ages

Plus Much Much More... Call 01739 333757

today's



Callum McKenzie is celebrating his 8th birthday tomorrow and attends Wanborough Primary School. His hobbies include football, rugby, cricket and golf. His favourite Swindon player

Elliott & Alfie

Watson, Elliott is five years old and goes to St. **Peters School in** Gloucester. His younger brother Alfie is 3 years old and they both enjoy playing football. This is a special day for the boys because their father is here on holiday from Australia.



every season a whole host of lucky people get the chance to lead the team out as a swindon town mascot. This year it could be your turn, or you may even want to make someone else's dream come true.... we are still taking bookings for 1999/2000 so don't delay!

for more information call 01793333757



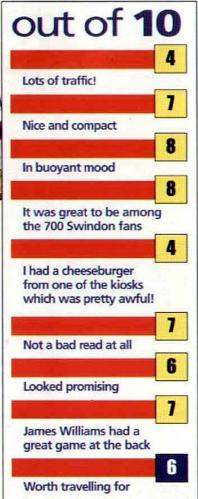
the fans verdict on his trip to Walsall

Despite the fact that we didn't score, it was reassuring to see that we didn't concede any either. We had a few chances but as time went on it did look like it might end up as a 0-0 draw. The lads worked hard and got a sound draw against a team that were definitely fired up for a season in a new division. In the end, I think the fans that watched were satisfied with a point but knew that it was a performance we can build on.

It was a typical captain's performance by Scott Leitch, he was committed to every ball and fought until the final whistle. I think he just shaded it for my 'Man of the Match'; I thought James Williams put in a superb display for a 17 year old who is new to the professional game.

I was especially pleased to see so many fans travelling away. There is still a special atmosphere between the fans that travel away, which is different to the mood at the County Ground. There was around 700 Swindon fans there and the support we all gave was tremendous.

We asked Jon if he would make notes and give us his marks out of ten for various elements of the day. The results of his research are shown in our 'Out of 10' panel - as you can see all-in-all it was a good day out.



coming soon...

the official swindon town website

www.swindonfc.co.uk

look out for details in forthcoming matchday programmes

Pre-season was slightly different this year, we cut the time down that the players come in for. In previous years we've done it between five to six weeks.

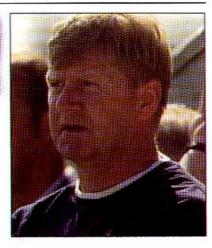
This year we kept it to four weeks because we felt there's been a reaction after Christmas where results have deteriorated and one reason behind that is the players were doing too much pre-season. We've tried it and the players certainly look as fit, the work we did at the Army camp worked well and since then we've played friendlies and trained in between them and we don't think it's been detrimental to the players fitness.

The players were given a programme on the 15th June at home, which involved some running exercises, plus a weight programme it looks like the players did stick to it, so therefore we haven't seen the necessity to bring them in for more than four weeks.

The players seemed to be a lot happier with the new system, we did all the running and it was difficult but, we seemed to do everything with the ball. We paid more attention to heart monitoring, which certainly interested the players and it showed that you can work just as hard with the ball as you can without it.

The pre-season friendlies are designed to get you fit for the season and I think the players looked very fit against Walsall, it's an on-going process and we're looking to build and see a continual improvement.

We had the players in on Sunday after a good workmanlike performance against Walsall. We thought it was ok and we can certainly improve in a few



areas but we looked like a solid unit. We've been up to Supermarine during the week looking ahead to Tuesday's game. Everybody's a lot happier with the facilities at Supermarine. The feeling is that it's more professional and the players know that's their base camp. They report to Supermarine every morning, whereas before we'd come into the County Ground to get showered and changed, some days we went to Supermarine, the BR Club or even the extension out the back. It's a good investment for the club and the facilities will certainly improve over the next couple of years.



news from the treatment

with Dick Mackey & Dave Moore room

Philippe's treatment is on going and he's got to see the specialist in September, but he's swimming on a daily basis at the moment. He had a further operation in June to make sure the ankle is absolutely perfect.

Now everything is ok and that's great news because it has been a real trial for him, so now he needs to take it gently and build up his legs and try to get as much mobility in the ankle as he can. We've got a special regime for him, which has been constructed for him to work on a daily basis.



Gareth Davies is another lad that didn't finish with us until the end of June. He had a hamstring strain that we wanted to make sure was right before he left. We got that right but, unfortunately he sprained his ankle

in the match against Chippenham. It meant that he missed the tour to Ireland because it was quite a nasty sprain, but he's back running again, a bit of turning and a little bit of kicking. We hope he's going to be fit for the Ipswich game.



Lee Collins had a sprained ankle, which was complicated a bit by this poronial tendon, which runs down the side of his leg, he stressed that as well but an x-ray showed there was no problem. He did it in Ireland and

he's getting much better now.



Paul McAreavey had a direct blow onto his kneecap in the match against Wimbledon and it was what they call a full boggy knee, where you get fluid on it. The knee reacts quite dramatically to these bashes and they

swell up. We let the fluid subside on it's own because if you take it away, it can complicate matters. It's a lot better, but he's still a few days away from full training.



Frazer McHugh kicked an opponents foot at the bottom of the lad's studs, we thought about doing a precautionary x-ray, but he danced in this morning like a young dear, so it's almost better.

around the county Ground

christmas party nights...

Christmas Party Nights at Swindon Town Football Club

Party the night away with our resident DJ, while enjoying superb food and drink. Choose from either the Iraditional Carvery menu for £20.00 or Silver Service menu for £25.00. Both packages include disco and party novelties.

- Traditional Carvery Menu Turkey, beef etc
- Silver Service Menu Home Made Soup

For further details or to book your party please call Carol Salter in the conference department on 01793 333741

sporting dub dinner...

Sporting Club Dinner with special guest Wilf McGuinness & comedian Rod Woodward on Thursday 30th September, 7.30 for 8pm.

Put this date in your diary! Ticket Information and details to follow.

seventies disco night...

If you're a groover, then you'll wanna be seen at our 70's Disco Night...

This fab night will be in September but the date is to be confirmed.



at Swindon Town Football Club

featuring the Billy Fury Band

& 60's disco

Tickets are available on 01793 333741 and are priced at £6.50

this will be popular so don't delay BOOK NOW!



the gripton

with our matchday announcer jon gripton of BBC Wiltshire Sound B B C WILTSHIRE SOUND

103.6, 104.3 & 103.5 FM

Here we go again! The home kick-off of the Nationwide First Division for another season. Who knows what drama, action, arrivals and departures are in store over the next nine months? And who can't admit there are more than a few butterflies in the stomach as we await the 1pm whistle this afternoon.

After last weekend's impressive performance at Walsall - we should have won it, shouldn't we - I'm sure we're able to put three past Ipswich this afternoon. We've one or two changes to our 'County Ground Experience' before kick-off, with some exciting new ideas and tunes to entertain you. And remember you can always write to me at the ground with requests or your own suggestions for the big match build-up.

In the last few days my thoughts have turned to traditions in the football world, and how the great games continues to change. We can 'hear' commentary from our computers; and tune into games being played around the world. Soon we are told we can choose the TV camera angles we want to view from our armchairs, and dial up action replays of the clips we want to see again. A cyber-waitress will serve chilled beers and hotdogs at half-time, and at the press of a button, Manchester United will instantly demoted to Division Two.

But am I alone in not welcoming the technology and the hype that threatens to swallow up my enjoyment of the football season?

I've only just about come to accept that goalkeepers don't have to wear green jerseys any more, and referees aren't always black. Why does there have to be a 'total footballing experience' when all I really want is Match of the Day on a Saturday night, an accurate write-up in the Sunday afternoon. I want to play in numbers 1 to 11; so I know that the man wearing 9 is a striker (does anyone know where the small red-haired wearing 23 will be on the pitch?)

Matchdays should mean a pint or two before kick-off, a comfortable seat in the chilly north wind, a cup of Bovril and a pie at half-time, and the rest of the evening to reflect on what might have been. I don't want to read about players' private lives, how much they earn, or who they are sleeping with. But, I DO want them wearing shirts with round necks and elasticised cuffs; knee length shorts and socks with hoops!

I don't want much from the game. Just promotion and a Wembley final next May.



Good afternoon and welcome to our first home Nationwide League Division One match of the season. We hope you all enoy your day here at the County Ground.



McLean Cractice Builden

We would like to welcome McLean Homes as Matchball Sponsors for today's fixture against Ipswich Town.

McLean Homes South West Ltd is a subsidiary of George Wimpey Plc, the country's largest housebuilder.

McLean Homes South West have been building homes in the Swindon area since 1963, with its business specialising in detached properties, with a wide variety of floorplans and elevations, the company has established itself as the market leader in this sector.

All McLean Homes are carefully designed and traditionally built.

Here at the County Ground we offer a number of corporate hospitality packages to suit all occasions.

If you would like to discuss the range of options we have available please contact the Marketing Department on 01793 333 718



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Frank Talia



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The Two Peters

Mark Robinson 02



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Scott Leitch



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Gareth Davies 05



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D.O.B. 24/01/74

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S.T.F.C. Travel Club

Bobby Howe



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George Ndah 08



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www.swindon/fc.demon.co.uk/index.htm

Iffy Onuora

09



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Giuliano Grazioli

gned From Peterborough Utd. 99/00 L'ge & Cup apps

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Ty Gooden

D.O.B. 23/10/72

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Alan Reeves



Playing Position Defender Signed From Wimbledon 99/00 L'ge & Cup apps 0 99/00 1999 Goals D.O.B. 19/11/67

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Jimmy Glass

Playing Position Goalkeeper Slaned From 99/00 L'ge & Cup apps 0 99/00 1999 Goals

KIT SPONSORED BY



Mark Walters 14



Playing Position Midfielder signed From 99/00 L'ge & Cup apps 99/00 1999 Goals

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Chris Hay

15



Playing Position Forward Signed From Celtic (Scotland) 99/00 L'ge & Cup apps 99/00 1999 Goals D.O.B. 28/08/74

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Lee Collins

16



Playing Position Midfielder Signed From Albion Rovers (Scot) 99/00 L'ge & Cup apps 99/00 1999 Goals D.O.B. 03/02/74

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Jim Quinn

Manager

Mike Walsh

Ass't Manager



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Steve Cowe





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Steve Mildenhall 18





Playing Position Goalkeeper Signed From STFC Youth m/00 L'ge & Cup apps 9,500 1999 Goals

D.O.B. 13/05/78

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Henry & Paul Spearman

Charlie Griffin 20



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KIT Sponsor Required please call for details (01793) 333718

Sol Davis

Signed From STFC Youth

99/00 Lige & Cup apps

99/00 1999 Goals 0 D.O.B. 04/09/79

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Round One First Leg

Swindon Town 0 Leyton Orient 1





match facts



Date: Tuesday 11th July

Pitch: Superb Weather: Mild Attendance: 3,587

Referee: Peter Dowd (Average)

HOW THEY LINED UP

Frank Talia, Robin Hulbert, Gareth Hall, James Williams, Mark Robinson, Sol Davis, Scott Leitch, George Ndah, Mark Walters, Giuliano Grazioli, Iffy Onuora.

Substitutes:

Craig Taylor (for Gareth Hall, 55) Charlie Griffin (for Giuliano Grazioli, 58) Bobby Howe (for Robin Hulbert, 66) No other subs were used.

Shots on target: Town 3, Orient 4
Shots off target: Town 7, Orient 9
Free Kicks: Town 22, Orient 21
Caught Offside: Town 9, Orient 5
Corners: Town 5, Orient 6
Bookings: Talia, Robinson.

It was a poor display from a Swindon side that lacked any real enthusiasm for the game. Perhaps, the players felt they would walk all over the Third Division side but, as the match wore on it looked as if the East Londoners were going to stroll away with it. It was former fown star, Martin Ling, who ran the show for the visitors: it was a familiar sight for the lown faithful as Ling manoeuvred his slight frame over every blade of grass. Surprisingly the visitors had to wait until the 77th minute before Ling created the goal which scaled the victory for the 0's Amara Simba cleverly knocked the ball into the path of Ling who crossed for linglethorpe to guide the ball past the despaining Talia. On the bright side, James Williams again looked strong at the back and Frank Talia made some fine saves to alive Town some chance in the return length.



Orients' Martin Ling is surrounded by red shirts.



"Heads I win" - Sol Davies goes in where it hurts.



IT'S ARRIVED...

1999/2000 Season Kit





aa brand new feature for this season.... Nationwide Football League Statistics with Carling Opta FOOTIE TACTS

Have you ever wondered which player in the Nationwide League is the most accurate passer, sharpest shooter or the cleanest tackler?

As from this season, that information will be available to all, thanks to the introduction of a compelling new statistics service which will make essential reading for all supporters.

We will be printing regular features compiled by Carling Opta, the official player performance analysts to both the FA Carling Premiership and Nationwide Football League, to provide a unique insight into the game. Opta produce the most intriguing statistics available for English football, illustrating the key strengths and weaknesses of teams and particular players.

The system of analysis, which was developed by Opta in conjunction with former England coach and QPR boss Don Howe, involves monitoring each touch of the ball by each player in ever single league match.

There are 92 distinct actions for players that are recorded, ranging from different kinds of shots and passes to tackles or defensive blocks and from foul play to of various kinds to saves made by the goalkeeper.

This allows Opta to directly compare opposing players in the same position, so you can see if Ty Gooden has a better pass completion rate than say Bobby Howe or if George Ndah for example has had more shots on target than Iffy Onuora!



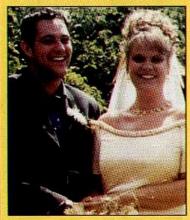




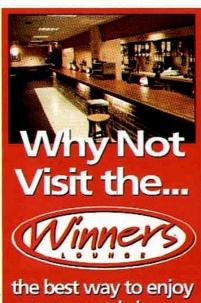
Every action made by a player earns a plus or minus score and over the course of the season his total scores are averaged out to give an indication of both current and season-to-date form. Using this system, Opta are able to tell you everything about a player's overall performance in an instant and, using their unique points scoring system, rate him against any other player in the country in the acclaimed Opta Index to show just who the in form players are.

The stats are sure to create great debate and arm you with plenty of ammunition to help settle a few old footballing arguments or perhaps create a few new ones.

wedding bells in the ticket office



Congratulations go to Mark Rogers, who on the 10th of July at Blunsdon House, married his long term girlfriend Luisa Allen. Mark has worked in the STFC Ticket Office since1996. Both herself and her family are avid Swindon Town fans....



your matchday...

For more information on Swindon Town's Winners Lounge and future functions call the Swindon Town Marketing Department on

01793 532121

this is your chance to get a mention in the proggy....

From match to match, on this page, we will be showing you all the best bits from our bulging mailbag.

If you've got anything which you think we should publish then drop us a line (address below).

show yer colours!



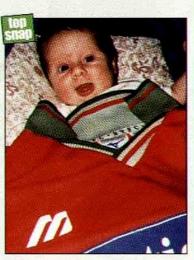
derrick meets eric!

Derrick Johnson couldn't believe his eyes when he bumped into the oneand-only Eric Cantona whilst on holiday in the Greek Islands. Could it be a chance encounter or is there something a little bit fishy about this pic!... by the way Derrick, what were the sardines like in Greece?

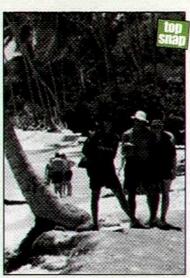
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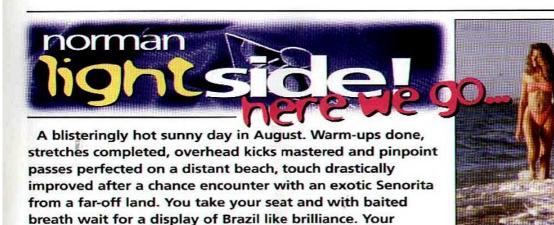
STFC Matchday Magazine co. PIA Sport, The Litten, Newtown Road, Newbury, Berkshire, RG14 7BB.



Swindon Town's youngest fan, Charlotte Slade, aged 7weeks. She is already trying on her shirt for size. Her proud dad, Alan, can't wait to take her to cheer on the reds.



Pictured here is big Town fan Stuart Lynch and his friends Dan & Nicola. He is showing his colours on Bacardi Beach in the Dominican Republic.



Ninety minutes later after a display more River Itchen than Rivelino and with the mood appreciably more sombre than samba, the stark realisation hits home that another nine months on the footballing rollercoaster is about to begin and that nothing you can say or do will influence the way your team plays or how you feel at 4.45 on a Saturday afternoon. You could even liken a football season to a pregnancy with all the pain and emotion but without the initial joy of conception.

Of course defeat and despondency does not make up the staple diet of every supporter. Those who inhabit Old Trafford, Highbury and Starnford Bridge can reasonably look forward to a season of footballing debauchery, whilst the rest of us are content to live off scraps and leftovers.

football season is about to begin.

For many though the highs that their teams can propel them to and the lows to which they are often subjected is the primary reason for their impassioned following.

The bond between a supporter and fan is a strong one, often unbreakable even in the bleakest times. As Colin Shindler (who should know more than most about disappointment being a Manchester City fan) claims in his book 'Manchester United ruined my Life' -

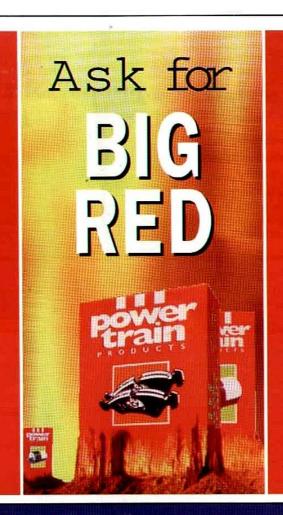
"Changing one's Footballing allegiance is as impossible as changing ones religious affiliation."

Every supporter feels like quitting at times but football isn't smoking it's far more addictive. That's it, I'm never coming to this hole again' is often heard in grounds up and down the country but, they'll return, they know they will, besides what else can you do on a Saturday afternoon except go down the pub and watch the results come in on final score.

If you're one of the lucky ones and your club finally manages to break the seemingly endless cycle of mediocrity then you can sit in the stands and tell everyone what it was like in the old days when corners were greeted with wild celebrations. You're also entitled to the additional bonus of being able to sing 'Where were you when we were bad!' to the new fan base which miraculously springs up whenever cash is splashed.

So as we cast our jealous glances towards the hierarchy of English football we should console ourselves with the thought that maybe the continual monotony of victory is equal to the persistent despair of failure. We should then thank our lucky stars that the majority of us will never find out.

by Richard Edwards





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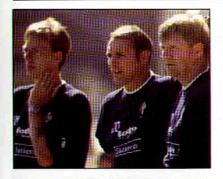
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looking ahead

Today we take a look at Swindon Town's next two away fixtures. Next week we travel to Selhurst Park to meet Crystal Palace. Following that a visit to Leyton Orient in the Cup

Crystal Palace

the lowdown...

What a year it has been for the South London club! Mark Goldberg took over from Ron Nhodes and promised a revolution with Premier League aspirations. However, 12 months on the club were on the brink of collapse as the administrators were called in to manage the club's crippling debts. A rescue package was put together by a consortium to maintain the club's survival and ensure they start the 99/00 season.

the reason to watch...

Last season Swindon went to Selhurst Park to meet a side that had not been beaten for 11 matches. It was an entertaining match despite limited chances at either end. Iffy Onuora slotted home a cross from Man of the Match George Ndah to grab another excellent away win. Hopefully the Town will follow that result swiftly with another win over the troubled club.

the connection...

Former Swindon keeper, Fraser Digby, made 21 appearances for Palace last season after joining them on a free transfer in Aug98. Plus last season's Player of the Year, George Ndah, began his career at Selhurst Park, making 33 starts before his £500,000 move to Swindon in Nov'97.

the player to watch...

Simon Rodger is the Eagle's longest serving player and this good all-round midfielder is planning to make up for lost time after a series of injuries kept him out of the game. He works hard on the left side of midfield and creates numerous goalscoring opportunities, as well as scoring a few of his own.

Leyton Orient

the lowdown...

Again Swindon will face another team who experienced bitter disappointment in the play-offs last season. However, Leyton Orient actually made it to Wembley before being beaten by Scunthorpe. The O's have the look of a team ready to challenge for automatic promotion this season. Tormmy Taylor has developed the side and is putting together a squad full of youth and experience. Boxing promoter and Chairman Barry Hearn is determined to develop the club and take the East London club upwards and onwards. This is the second leg of the Worthington Cup and Leyton Orient will prove to be very difficult to beat, especially considering 'The Connection'.

the reason to watch...

Swindon have not enjoyed much success in this competition over recent years. Despite a trip to Old Trafford three years ago, the Town have since been knocked out in the first round by Watford and Wycombe respectively. This club

needs a good cup run and will be determined to get over the first hurdle in what can potentially b a lucrative cup campaign.

the connection...

The O's have a familiar look about them having two former Swindon players on their books. Martin Ling made 153 over 180 appearances for the Robins before he moved to Leyton Orient on a free transfer in July 96. He has since made around 150 appearances for The O's but did not enjoy a Wembley win as he did with Swindon: Also joining him was former Town striker Craig Maskell.

the player to watch...

Amara Simba signed from Mexican club Leon for an undisclosed fee in Oct'98. He was an instant hit with the fans and enjoyed cult status in his 32 appearances last season. In his first seven months with the O's Simba netted 11 goals and it is thought he will improve on this tally in this, his first full season in the Third Division.



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The system we have set-up here is pretty good, certainly in terms of the individual parts. I think what it probably needs is a longterm strategic approach, which is hopefully my area of expertise. When someone asked me about the job, I was guite amused because I've done it on a continent (Australia), then I've done it in a country (Wales) and now I'm doing it at a club.

It does seem if I'm coming down the scale but in fact, it is very much the same. You have some of the same problems but you've also got different problems as well. It doesn't necessarily mean it's going to be any easier. I think what I'll bring to the system is a strategic approach.

I always like to look long-term and everything that I've ever done is always shaped by where we're looking to end up. I imagine what we'd like to have in an ideal world and then work backward from that, rather than starting from where we are now and trying to work forwards. I'll be looking at a long-term plan, which will always be a long-term plan. We're always looking to develop and evolve. I also take in to account what outside influences might change e.g. the structure of the football league.

At the moment the building blocks are there at Swindon Town F.C. and it's a question of looking at the good things we have in place and adding to them and then also develop, so if they're adequate or good they can be excellent.

There will be two main areas we'll be looking at, one will be coaching education, which I don't think English football culture has paid nearly enough attention to, we've had some good coaches and some not so good coaches enter the game with their FA coaching badge. Now not only do they have to be qualified but they have to be



assesses the current set-up of the Club's development system...

accredited as well. We want to incorporate continual in service training for all of our coaches, right through to the manager. Also, a philosophy of coaching, in other words, how you would actually go about working with individuals; do you tell them what to do? How do you present ideas to players? basically looking at effective ways of doing that. Hopefully in the longer term, the criteria for being one of Swindon Town's coaches, whether it's with the first team or coaching centres the standard will get higher and higher.

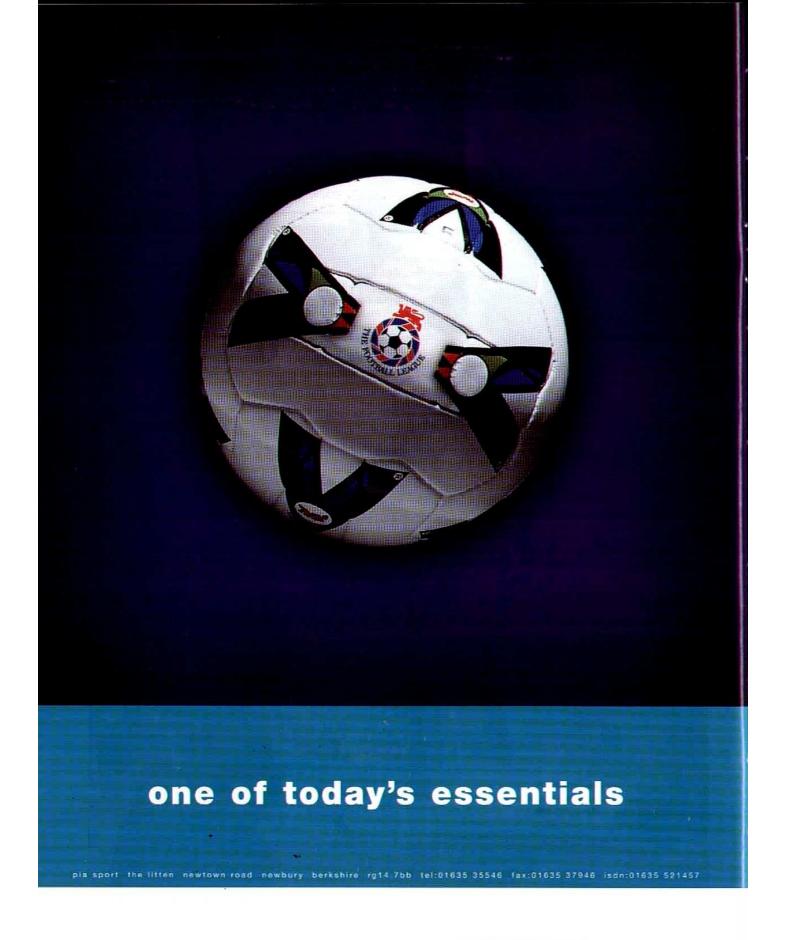
I think that in the past English football clubs, historically, have spent a lot of time, money and energy scouting for players but, haven't done nearly as good of job of coaching and developing youngsters. So I'm going to change the emphasis of that here, so that all the emphasis is that we work with the players we've got and make the best of what we've got. I'm sure we can make a significant improvement in the players, as we ourselves develop our coaching styles and systems.

The second thing is that we want to develop players. Again changes will have to be made, because the old sureties of the past have disappeared. When I was a kid everybody played football in the street, you develop your skills there. Then when you went to school there was always after school teams. The system was in place. Now, the way society has changed over the past ten years has meant that those systems are no longer in place. So what we, as a club, have to do is develop our own systems. Historically football clubs would not go near young players until they were around 14 years of age. We're now saying that we have to start getting our hands kids at five or six years old. We will first give the opportunity to youngsters in Swindon, boys and girls, then the children of the outlying districts. Firstly to give them the opportunity of playing football, then from that we will try to identify the better ones, then stream them into the Excellence programme. I don't think this is mind boggling or particularly brilliant, it's just basic common sense.

If you then have the right coaches giving the right sort of coaching, then you stand a much better chance of getting a higher quality of players through the system.

The way we have it at the moment is that you have the community side with the people like Clive McGuire, Jon Holloway, Jimmy Fraser and all their coaches as the foundation stones. Then the next step will be Phil Cannon and his Centre of Excellence coaches. followed by what we now call the Scholarship Programme, the young pro's with Tom Jones. We can then start moving the better players in the first team. Most of that is already in place in terms of structure, it's just a matter of approaching it in a more strategic fashion and getting everybody tuned in to what we're trying to achieve here and hopefully Swindon Town F.C. will reap the benefits in the coming years.





the other is







We took the Under11s-12s-13s to the English Riviera International Cup held in Torquay. Teams from Brazil, Holland, USA, Slovakia as well as Torquay Utd and Plymouth Argyle Centre of Excellence.

After the wet week for the Milk Cup in N. Ireland we were treated to some 85 degree temperatures in Torquay. This was great for the staff, but a killer for the young players.

What we werelooking for out of the week, as a whole, was how the players progress from the start of the week to hopefully the finals at the end of the week and how they can take on board the various coaching points outlined for them.

We took large squads in all three age groups, with the emphasis on giving all the players equal playing time. This worked really well as the temperatures saw the players tire very quickly during games.

The preparation for games was exactly the same as for the first team with emphasis on eating the right foods before games, resting and preparing properly.

Getting 54 Under13s to sleep and rest whilst away from home isn't easy, especially in the evenings.

All the age groups played extremely well all week and progressed to their respective finals.

The Under11s played well but lost their final to Torquay Utd. The Under12s won their final in a very exciting manner; with two minutes remaining they trailed Torquay Utd 2-1, only to score twice in the closing minutes to snatch a 3-2 victory. It was great game with our players trying to do the right things all game and eventually, that paid off with a fantastic result. Congratulations to all the squad but, especially to Lance Lewis who came on at half-time as a sub and scored a hat-trick.

The Under13s played on a league basis playing five games in five days. The football played by this group was a joy to watch. These lads have been together for three years getting constant coaching at the Centre of Excellence and their performances, both with and without the ball, was first class. The best of these was against a team called SB Frankfurt, which was made up of seven Plymouth Argyle players and two players who are currently on trail at Manchester Utd. The game was played at breath-taking pace with both teams closing each other down very quickly. SB Frankfurt had two great chances in the second half but failed to take them. Then with the score tied at 1-1 we got a free-kick just. outside the box. Justin McKay bent the ball around the wall and into the top corner, from then on the Under13s stepped up a gear and wen ton to win 4-1. They returned home with their winners' medals and trophy completing which was all in all, a very successful week for the players and staff alike.

the cup

Roger Reeves

The Town Ladies finished last season by lifting the "Ambassador" South West Combination League Cup.

The competition was run after the league programme had finished and the Town got off to a great start with a 10-3 home win over Bath City. A local derby against Oxford United and a 3-1 victory lined the Town up with a trip to the South Coast to face Portsmouth. Again, 3-1 was enough to secure a place in the final.

Cheltenham won through in the other semi-final to meet the Town at Denham. The Gloucestershire side had already completed the double over the Town in the League and also beat them in a Cup Final last season, so were the favourites.



Within nine minutes Pam Laker played the ball into the path of Leanne Taylor who shot low into the net. Kim Reeves added a second when she headed in Pam Lakers's corner and Nadine Lloyd out-jumped the Cheltenham defenders following a neat build-up between Leanne Taylor and Holly Ashman. Cheltenham tried to pull the game back but, Town defenders Netti Wyness and Diane George and keeper Jo Sharpe held firm. This is the first time that this

competition has been organised and Swindon Town is the first name on the new trophy.

The Town's Cup winning squad:

Back row: Diane George, Natalia Zarczynski, Clare Wheeler, Pam Laker, Jo Sharpe, Annie Nichols, Max McQue, Kim Reeves.

Front row: Adelle Taylor, Netti Wyness, Leanne Taylor, Holly Ashman, Katy Lemon and Nadine Lloyd. WITH OUR CHOICE, DEALS AND PRICES OUR CUSTOMERS REACH...

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transporting swindon town fans into the new millennium

Welcome to tonight's Worthington Cup-tie with Leyton Orient. After an excellent turnout at Walsall on Saturday, we look forward to two trips to the capital in a fortnight's time.

Unfortunately, the prices at Palace (£20 and £12) might deter a few from travelling, but we hope more of you will decide to go to the second leg of tonight's tie in East London. Admission prices for this one are £15 and £10 for concessions, with special rates for family groups. This game will be pay on the day - no tickets on sale in advance. Those of you who have purchased away Season Tickets will be able to travel for just £4. On all trips this season we will be offering reductions of up to £1 for those presenting their Supporters' Club membership card when booking. So if you haven't completed your application form yet, please ask at our office.

We still have no news of any changes to our booking facilities at the County Ground, so we will continue to operate from our present location just off County Road until further notice.



leyton orient

SAT 21ST AUG 3.00PM

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ticket office opening times

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

hints... the rough guide to selhurst Dark



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the STFC Ticket office are pleased to accept...











Nationwide division one

platt left flat



David Platt was welcomed to First Division management with a 3-1 drubbing at the bands of Ipswich Town.

Platt belatedly took charge of Forest after Ron Atkinson's contract wasn't renewed after their relegation at the end of minutes. Platt will be keen to get out of a rut of poor defeats he has suffered since his brief spell in charge of Sampdoria towards the end of last season. Forest are among the favourite to bounce straight back into the Premiership. but on this form, Ipswich look far more likely

r's off to flying start

QPR got of to a flyer this last week defeating fancied Huddersfield 3-1 at Loftus Road.

His squad has been strengthened by the emergence of several promising youngsters including Jermaine Darlington, who scored the R's opener on Saturday, Chris-Kiwomya has finally settled down and is returning to the



all keane



Robbie Keane gave us another reason why the Republic of Ireland international is so highly rated by the Premiership's top clubs.

His goal after 30 minutes gave perennial also-rans, Wolves, an impressive win at newly promoted Manchester City. A bumper crowd, as there always is at Maine Road, of 32,000 tuned up on Sunday to see Joe Royle's resurgent side struggle to make any impact on a well-marshalled Wolves defence. Keane stole the show like he did so many times last season and after offers from Aston Villa and Leeds and on this form, the 19 year-old Irishman may well be on his way out of the club before long.

nendonca in form

Clive Mendoca started life back in the First Division in much the same style as he started his Premier League campaign last season.

A hat-trick was confirmed when he put away his second penalty of the game in the 80th minute to make it 3-1. Chariton came out on top in the battle of the newly relegated teams, but it was not all plain sailing. Darren Barnhard pulled one back to make it 2-1 at the break. But, the crowd of over 19,000 at the Valley were delighted to get back to winning ways.



brace for impact

Ambitious Fulham came away happy with a draw on opening day at St. Andrews. Two goals from striker Geoff Horsfield helped the Londoners to a well earned away point.

Paul Bracewell's men look certain to make an impression on the top half of the First Division this season. No doubt future additions are likely.



simon rodger

Palace kick-started their 1999/00 season off with a 1-1 draw courtesy of a Simon Rodger goal. The Eagles of Selhurst looked as though they might be grounded for this campaign as their financial crisis deepened during the summer months. A last ditch attempt to save the club looks as though it has succeeded...for now at least!

Nationwide One									
	P	W	D	t	f	A	PTS		
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New Atletico Madrid coach, Claudio Reiner, has told former Middlesbrough forward, Juninho, that he is not in his plans for the coming season.

This will come as no surprise to interested parties: Middlesbrough and Aston Villa, who have been closely monitoring the situation of the Brazilian international. It is believed that Boro' have first refusal on his signature and could team him up with England 'old boys', Paul Gascoigne and Paul Ince, in their new look midfield.

Last week former Blackburn and Inter coach, Roy Hogdson, was named the new boss of Swiss side Grasshoppers. The news came just 24 hours after they sacked former boss, Roger Hegi. Last season Hodgson finished the campaign as Inter's caretaker boss, keeping the seat warm for the incoming Marcello Lippi. Hodgson is still regarded as a hero in Switzerland after leading their national side to the 1994 World Cup and the 1996 European Championships.

destoerate times for the 880



After 30 years service Des Lynam, or simply "Des" as he's known to millions of sports followers, last week became the latest in a long line of major departures from the BBCS once proud, now dwindling, sports department.

"Des" follows the F.A Cup, live premiership football, and the Ryder cup and test cricket out of the B.B.C door. The fact that the countries most well known and popular anchorman has joined the beebs direct rival (I.T.V) must particularly grate with the top brass at television house. But what is the future for televised sports coverage on what used to be the home of top level sport?

Des cited his reasons for leaving as a desire for a fresh challenge; he felt he was in danger of turning stale. We can read into this that the whole of the BBC's sports programming has become a poor relation to the likes of the excellent coverage of Sky sports, ITV, and even the strategies and innovations being introduced by Channel 4.

Of course a significant factor in both

Lynams departure, and the loss of so

many major events, is the huge

amount of money involved in

sports media and the football

bucks bidding, and as a result

industry. The BBC appear

reluctant to join the mega

this year's expansion of the Champions league, which no doubt Lynam would love to be a part of. UEFA had to react quickly to the threat being posed by the Italian based Media Partners organisation, who were proposing to set up a Breakaway European superleaugue with a reported prize money pot of around £1 billion. More than ever the television and media companies now call the tune, the game has gone global from a media standpoint, and take-over bids from the likes of BSKYB, Carlton, and Cable-Tel must be viewed with some caution. Football is in danger of being carried away in the whirlwind that is the media-communications business, leaving in its wake the 100 or so years of tradition and history.

late news...

News just in... It was also revealled last night (Tuesday) that Cheeky Scot, Ally McCoist, has also left the BBC's floundering Sports Department.

The ex Rangers front man is hoping for greater exposure on ITV's UEFA Champions' League programme.

Of course we have to move with the times, embrace new technology and cash in on the fantastic product that is the game of football. But it would be refreshing if the media moguls who are running the game, could spare a quick thought for the supporters who once the very fibre of our game now seem to be regarded as surplus to requirements.

Moving from the boardroom to the men in front of the camera, with no natural successor in place to fill Des's shoes it will be interesting to see how the B.B.C are going to replace a man who has become a British

> institution. Their loss is certainly ITV's gain, the housewife's favourite has gone and he has taken his moustache with him. Match of the Day will never be the same again that's for sure.

are being left behind as we enter the digital age. The ever growing relationship between sport and the media

is typified by



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half-time teasers

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Where in the

Norld?

1 - Ajax 2 - Anderlecht

3 - Benfica

5 - Castilla

6 - Espanol

8 - Fevenord

4 - Boca Juniors

7 - Vasco da Gama

9 - Real Sociadad

10 - Sampdoria

quick quiz

- Which two internationals moved from Derby County to Liverpool in July 1991 for a combined total of over £5m?
- 2) What sum did Lazio originally offer Tottenham for Paul Gascoigne in 1991?
- 3) How much did they eventually receive for Gascoigne?
- Who was Wimbledon's 1st £1m signing in 1996?
- 6 In 1973 Johan Cruyff was involved in the first £1m transfer, which two clubs were involved?
- 6 When Kevin Keegan left Liverpool in 1977, how much did Hamburg pay for his services?
- 7 How much did Kevin Keegan spend on players in his four years as Newcastle manager?
- 8) At the start of the 1996-97 season, only one British player had been transferred for more than £5m on three occasions, who was he?
- 9) Which Premiership club had three players costing £5m or more on their books at the start of the 1996/97 season?
- Name the first 10 British players to cost £5m or more?

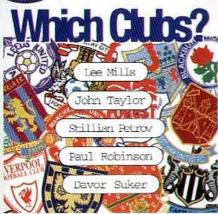
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which

- AS Monaco knocked Newcastle Utd out in the quarter final of the **UEFA Cup.**
- · Paris St. Germain knocked Liverpool out of the Cup Winners' Cup in the semi-final.
- · Middlesbrough had three points deducted for cancelling a Premiership fixture without sufficient notice.
- Macclesfield Town won the GM Vauxhall Conference to gain entry to the Football League.





captain's COMMET

Good afternoon and welcome to today's match against Ipswich Town.

It is an honour to play for a club like Swindon, but to be asked to be captain of the club was an even higher honour and I haven't taken on the job lightly.

As most of you know I'm always shouting on the park as much as I can, I try to keep the lads ge'ed up throughout the 90 minutes, so that certainly won't change. The greater responsibility lies off the pitch and the manager wants me to take on more, which I have done and if I can help the manager, players and staff at all, then I am pleased to do so because ultimately it will help Swindon Town F.C..

We went away to Ireland got the lads together for a while. It was really hard work and the manager put us through our paces and in the games we played well. We played against teams that didn't give up for the 90 minutes and worked really hard. It was a tough challenge and it was really what we

needed to get us match fit. You've got to lift the mood, because at times, there is a lull in activities and a little prank here and a little prank there goes a long way to building team morale. Needless to say, I was slightly involved - Graz's hair was a bit too nice, so that had to go!

As far as, this season's squad goes, most of the lads have been here a few years now so we know each other well and how we play and it's just a matter of who gets picked for the games. I'm sure the boys will do their best every Saturday.

I'm looking forward to today's game against Ipswich, they have turned us over a few times in recent years, especially last season, but that's behind us now and it's a new season. We're looking forward to playing in front of the County Ground fans and hopefully get a win under our belts.

The Football League will again adopt these procedures in all Football League matches including the Worthington Cup and Auto Windscreens Shield competitions for season 99-00.

Time Allowed will be based on:

Substitutions, Assessment of injury, Removal of players from the field of play for treatment, Wasting time, Any other causes



Procedure:

Time allowed will be indicated at the end of each half.

The Fourth Official must position himself at the halfway line, two minutes before the expiry of each half, kneel down and establish eye contact with the Referee.

> During the remaining two minute period, preferably during a stoppage in play the referee must inform the Fourth Official, either visually or verbally, of the amount of time to be allowed.

The Fourth Official will acknowledge this information and confirm the amount of time allowed to the Referee.

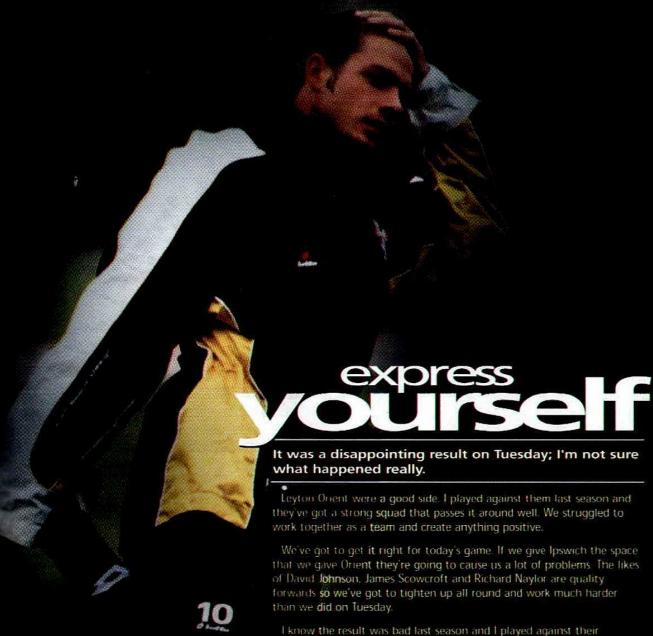
At the expiry of each 45 minute

period and not before, the Fourth Official will hold up the appropriate time allowed board, in a clear and positive manner, to all points of the ground.

Any subsequent injuries, or additional delays, including time wasting, will result in further time being allowed, however, no further communication with the Fourth Official will be necessary.

The Fourth Official must be briefed before the game.

Time allowed will apply in all Football League matches. When necessary this procedure is to be used at the end of extra time periods in Football League Cup competitions.



I know the result was bad last season and I played against their Reserves last season and they had a lot of young 16 and 17 year olds and they played us off the park. George Burley is a good coach and he'll have his players ready for another go at promotion. This year they're going to really go for it after the disappointment of recent seasons and they are my favourite for the League.

The last televised game I played in was for Stevenage up at Newcastle and I got a goal, so hopefully that trend will continue. I do need a goal at the moment; I don't care if it's a tap-in or if it goes in off my shin. I haven't had a great deal of chances but, I am feeling a bit anxious and I need any kind of goal to settle my nerves. I think I'm rushing a little bit and snatching at things, I was holding the ball up well in the friendlies but, as soon as the season started I got a bit nervous and the boss has told me to relax and take my time. But I know that I'm here for a reason, not just to make up the numbers, he's given me the number 10 shirt to show that he wants me to play. I know I can score goals and today will be the perfect time to do it, so I've got faith in my ability and myself. I'm by no means a seasoned pro, I've only played 23 games for Peterborough, so the lads have had to help me and they've been superb. I've been working hard on the training field and hopefully it will go right for me today.

giuliano grazioli

Here at the County Ground we offer a number of corporate hospitality packages to suit all occasions. For matchdays we offer the following:

Package for 10 - 40 guests in the 'Matchball' Suite.

- Three Course Meal including Coffee
- Behind the scenes tour (weekends only)
- Licensed Bar facility
- · Complimentary Matchday Magazine
- · Seats in the Executive Box-
- Cover endorsement and editorial in the Matchday Magazine.
- Endorsement of sponsorship over the PA system
- Presentation of autographed football by 'Man of the Match'
- · Half Time refreshments

Α	Gold	£880.00	
В	Silver	£780.00	
C	Bronze	£680.00	

Package for 20 - 40 guests in the 'Matchday' Suite

- Champagne reception
- Three course meal
- Seats in the Executive Box
- Front cover flash, editorial and full ad page in the Matchday Magazine
- Behind the scenes tour (weekends only)
- An opportunity to vote for your 'Man of the Match'
- Post-match presentations with your nominated 'Man of the Match'
- Two directors car park passes
- Acknowledgement over PA system
- Licensed cash bar facilities
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A	Gold	£4150.00	
В	Silver	£3500.00	
C	Bronze	£3100.00	

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swindon town



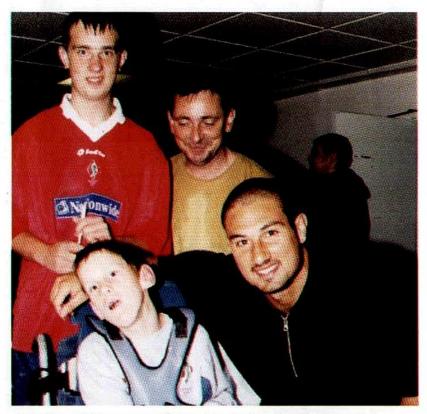
Last Sunday the County Ground opened its doors to welcome all the Swindon Town fans on our annual Open Fun Day.

Despite the typically appaling weather the Town fans were undeterred as they turned up in their droves. It was a case of trying to shelter from the harsh weather and as a result the squad photos and pitch events were cancelled.

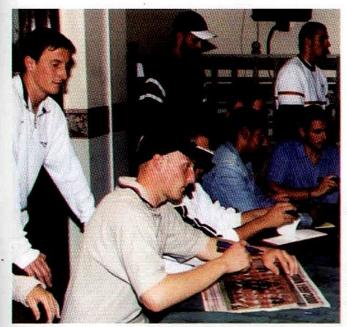
However, the Ladies team and Youth Squad did move out onto the County Ground extension and those who were brave enough wrapped up and witnessed a great display.

The first team soon followed and treated the fans to alight training season after their draw up at Walsall.

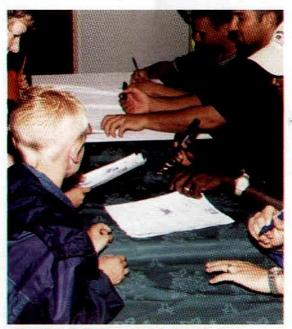
Once the players had dried off they greeted the autograph hunters in the warmth of the family room. It was a worthwhile day which embodied the spirit of football fans who always triumph in the face f adversity.



above:Frank Talia meets the Coldwell family from Cirencester. top right: Scott Leitch takes a well earned rest from signing autographs



Chris Hay waits in the wings as Charlie Griffin fills up the squad photo with his all-important scribble.



Iffy Onuora had as much fun meeting the fans as they did meeting him.

MAZ football

haircut 2000

During the summer tour, I read that a shaved head was this years fashion statement for Swindon Town.

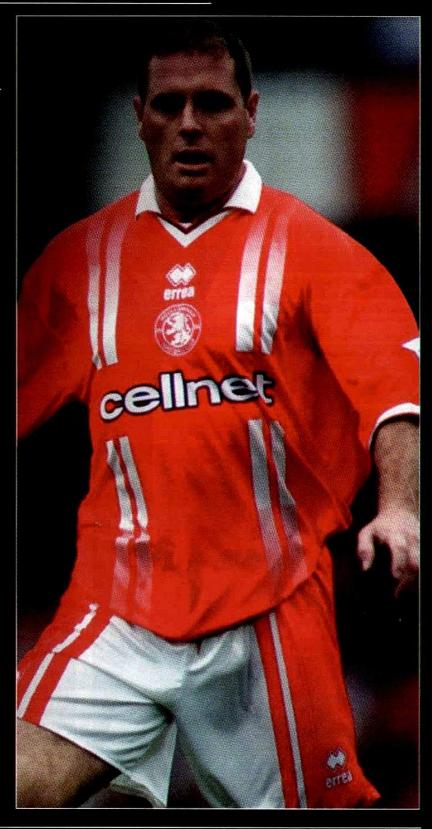
Apparently two newly elevated members of the squad had had their heads shaven as a sort of initiation ceremony. From what I car gather they actually found this quite amusing. I can imagine the look on their mothers faces when they first laid eyes on their freshly shorn sons displayed quite a different opinion. It will only serve as a reminder of seeing your sons beautiful curls lying on the hairdresser's floor after their first grown up cut a right of passage that tears at the heartstrings. It's a murnithing trust me.

Why is it whenever you put people into a uniform they strive for individuality? Waitresses' sport lacy frankies and badges Airline Pilots funcy moustaches and badges Airline Pilots funcy moustaches and badges footballers do it with haircuts. The prime exponent of this is Guzza having a smile like a paritorium datae has never stopped him from extending, bleaching and crimping. He has styled himself on everything from the early Roman Empire to Judge Dredd. He's had more styles than the National Trust rural rightway commission.

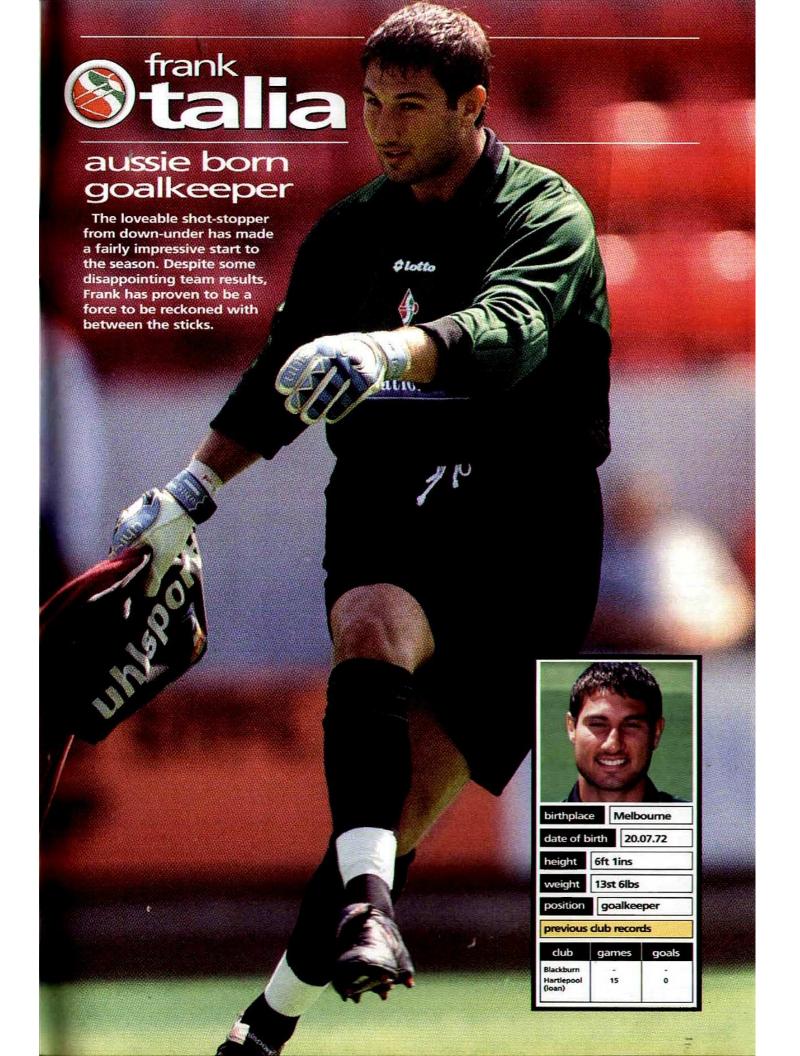
This is one area of Gazzas profession that he does not walk alone. Even before King Key got the curly perm, star players have been easily spotted by their flowing manes and stylish locks. Last season Swindon players all became bottle blondes which was a bit disconcerting for anyone with my sort of eyesight, too vain to wear my glasses in the stand I would frequently have to wait to the appopulation and season.

At least you don't see the once popular centre parting so beloved of referees and lines men (or referees assistants) these days. Not since officials have been permitted to wear designer impressionist artwork instead of all black (broken up only by the snowy white of the three inches or so of leg between shorts and socks). They all go on the sunbods and have foil highlights and Im Im guitts.

Another style we are all thankful for the disappearance of is the comb over so popular with the likes of Bobby Charlton and Swindon sixties star Peter Noble, Equess they just shave their heads to disguise receding hair lines now, which is where I came in







swindon town statistics 1999/2000

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Sat Oct 23	Sheff Utd	(H)										
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front cover photograph... giuliano grazioli





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first team appearances

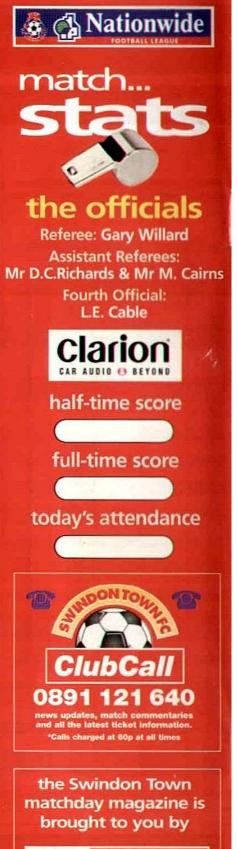
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8	George Ndah		Matt Holland	8
9-(Iffy Onuora	0	David Johnson	9
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15-(Chris Hay	0	Marco Holster	15
16-(Lee Collins	0	Adam Tanner	16
1	Steve Cowe	0	Wayne Brown	1
	Steve Mildenhall	0	Titus Bramble	18
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20-(Charlie Griffin	0	Richard Logan	20
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	Jim Quinn		George Burley	







tel: 01635 35546

the views expressed in the STFC Matchday Magazine are not necessarily the views of PIA SPORT or Swindon Town Football Club. @1999

60)111105001

Sat 28th August 1999, our next home league game vs **NEST BROM 3.00pm Kick-Off**