

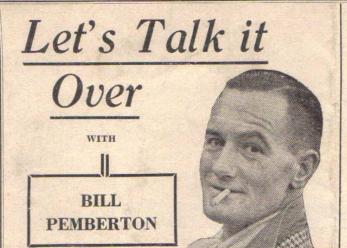
CHARLES ATTWOOD & SON LTD. WALSALL

Phone: WALSALL 5111 (4 lines)

VAUXHALL
SER VICE
BEDFORD

Main Dealers

VAUXHALL CARS , BEDFORD
TRUCKS and VANS
Also ROVER , JAGUAR



GOOD afternoon and a special welcome back to those fans who have reconverted following the victory over Ipswich on Thursday evening.

The mere fact that we beat the East Anglia side by two clear goals is good enough news in itself for they had lowered the Fellows Park colours on their previous four visits. But there was much more to it than

I make so bold as to say that in my humble opinion the first half of Thursday's game was equal to the best performance of any Walsall side in the last quarter of a century. I speak from personal experience and doubt if I shall be corrected.

I write these notes only a few hours after the game has ended and already I have heard groans and moans that Walsall did not maintain their first half form all through the game. Of course they did not -but what on earth do some people want!

To my mind there was sufficient good soccer from Walsall in the opening 45 minutes and later from Ipswich to make this game a certain crowd satisfier — and the vast majority of the supporters echoed those sentiments as they left the ground.

I know only too well that after that rather dismal showing against Torquay there were such comments as "The same old story". . "Never again". . "I have finished." Oh yes, you said it to me, and you said it to others in my hearing, and 4,000 fickle fans have kept true to their word. After Thursday's showing I hope the "Unfaithful 4,000" will be attracted back to cheer on the most hopeful combination I have seen at Fellows Park for quite a

THANKS TONY!

I am far too old a campaigner to suggest that one impressive victory makes this Walsall side promotion contenders. You and I have been led up that garden path before, have we not!

But I do suggest, in all fairness to manager and players alike, that after seeing those first 45 minutes on Thursday there is little doubt at all that Manager Jack Love has got the men capable and able to ensure that our struggle will be in the top half of the table rather than as has been our fate for the last five seasons—a battle against re-election almost from the opening game.

And here let me Thank Tony Richards for so quickly showing in practice what I had advocated in theory—the placing of a ball to beat the goalkeeper rather than the wild, smashing shot. The game was only four minutes old when Tony found himself with the ball and only goalkeeper Roy Bailey to beat. To my heartfelt relief Tony did not try the blasting-through-the-goalkeeper tactics but wiseley side-stepped to put the ball into an empty goal. Thank you again Tony—and I hope you prove the theory right many times yet.

"TOT'S" TRIUMPH.

The goal which really did bring the 9,399 crowd to its feet, however, was that which followed only ten minutes later when "Tot" Leverton opened his account in the Fellows Park "Scoring Bank."

It was Doug Taylor who "made" it with a pin point centre from the left wing which slipped over the heads of the Ipswich defence. Somehow, and I don't know how, "Tot" managed to make a flying leap into the air which enabled him to reach the ball with his head—and the ball was sagging the back of the net before the goalkeeper was aware of the danger.

As it turned out there were no more goals, but there was an abundance of copybook football before the interval and had Walsall been six goals ahead Ipswich could hardly have had a grumble.

FATEFUL FUTURE.

Now what of the immediate future? Today of course we meet Swindon-and if book form is any criterion we should certainly make certain of the best start to a season since I took over the programme editorial. For which I shall be eternally

After this afternoon's encounter we face three away games in succession. Normally that prospect would fill me with some dismay but after seeing that first half against Ipswich I am convinced that there is no reason on earth why Walsall should be "Aunt Sallies" on away pitches and I anticipate some welcome points.

Faith can build mountains. Faith can build football teams as well. Have faith!

WALSALL FOOTBALL

SUPPORTERS' CLUB NOTES

THE THE Supporters Club would like to express their grateful thanks to Mr. W. E. Wood of New Jersey, U.S.A., for the gift

TRANMERE STOCKFORT NEWPORT.

of £1 and also a golden $2\frac{1}{2}$ dollar piece—valued, we believe, at about 50/-. Mr. Wood, who lived in Walsall and was a staunch supporter of the town team before emigrating to America, is to be asked to become a vice-president of the S.C.

Those who recall the very successful trip we ran to Southend last season will be pleased to hear we are embarking on an even more ambitious venture this season. Next April in connection with Walsall's visit to Southampton, the S.C. is to organise a week-end outing. The party will travel overnight on the Friday and after the match go on to Southsea until Sunday mid-day. All meals and hotel bills will be covered in the charge, the actual cost of which has not yet been fully ascertained. Supporters can rest assured however that it will be very moderate. To help we are prepared to accept weekly subscriptions right away. These should be handed to Miss E. Siddons.

Another memo: we have a supply of lead pencils at 4d. each. And don't be the man without his "Sports Express." You can get your copy from any S.C. official for 6d.

VISITORS TO FELLOWS PARK TO-DAY

SWINDON TOWN

VISITORS to Fellows Park this afternoon, Swindon Town, have been having a very rough time of it of late. Last season, of course, they donned the robe so often worn by ourselves and had to apply for re-election.

Despite close season efforts to strengthen the side, this campaign has opened little better. All three home games against Aldershot, Brentford and Shrewsbury have been lost, while the visit to Brentford was equally unrewarding. Their only victory—a 4-3 win at Watford—must rank as one of the season's biggest surprises. They will doubtless be anxious to give a repeat performance today!

In the corresponding game last season Walsall chalked up one of their biggest victories by 4-0 and completed the "double" in winning away—only the third time they had achieved this distinction since 1927.

Yet Swindon have no reason to regard Fellows Park with fear for they have quite a good record here. Of the past 17 encounters they have won 7 to Walsall's 6 with 4 games drawn. At Swindon they have proved even better with 9 victories to Walsall's 4 and again 4 matches ended all-square.

Three men to watch today will be goal-keeper Sam Burton, pivot George Hudson and centre forward Maurice Owen. A formidable trio in any company.

Consult the

Specialists in Modern Office Appliances

Distributors for: British Olivetti Typewriters and Adding Machines and Tape-Riter Dictating Machines and equipment.

Supplies and service for all types of home and commercial tape recorders.

BAKER'S TYPEWRITER AND OFFICE SUPPLIES

203 STAFFORD STREET WALSALL

'Phone 4786.

Branches:

49a, Worcester Street, Wolverhampton. 'Phone 26032.

34, High Street Aldridge. 'Phone 52262.
90. King William Street, Coventry.
'Phone 64831.

Next Home Game

Saturday, September 15th
BIRMINGHAM LEAGUE — DIV. 1

WALSALL RESERVES v.

STOURBRIDGE

Kick-off 3 p.m.

Reserve Team Prices.

BRIGHT BRAZING LIMITED

Controlled Atmosphere Brazing MACHINING & PRESSWORK

BOTT LANE, WALSALL

Telephone: 6043



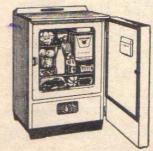
WALSALL & DISTRICT CO-OPERATIVE SOCIETY LTD.

OUR CREDIT TERMS ARE BEST AVAILABLE

> Full particulars from any shop, or ask the agent for your area to call

TRADING CLUB . CREDIT SALES . HIRE-PURCHASE

Fresh Food keeps Fresh longer



EASICLENE

REFRIGERATOR

For operation by Town's Gas, Electricity, Bottled Gas or Kerosene, the Easiclene Mk.II Refrigerator can be obtained in gay contemporary colours to match your kitchen decor—AT NO EXTRA COST!
Enquire at your local Gas Board Showroom or Easiclene Stockists.

EASICLENE PORCELAIN-ENAMEL (1938) LTD.

P.O. Box 10, Darlaston, Wednesbury, Staffs.

Member of the Owen Organisation

YOUR NEXT GOAL??

PAWSONS' STORES

Complete Family Outfitters

1. TOWNEND STREET

(Rear of Savoy Cinema)

WALSALL

EDGAR TOON LTD.

Phones 2154-3760

Plumbing

The Sports People

Lawrence & Plater SPORTS LTD.

81, BRIDGE ST., WALSALL

Phone 6575

IS IT TIMBER? - IS IT JOINERY?

WILLIAM BIRD LIMITED

LICHFIELD ROAD RUSHALL Telephone: 5681 (3 lines)

RYECROFT SAWMILLS NORTH ST., WALSALL also

Telephone: 4544

TIMBERS - JOINERY - PLYWOOD - WALLBOARDS FORMICA - PACKING CASES

MITCHELLS

RIGHT

MORRIS (7)

WAL

DAVI

GUTTERIDGE (2)

DORMAN (4)

LEVERTON (8)

TARR

THE 1

FINEST

MEAT, I AND S

RICHAR

Kick-off 3-0 p.m.

Colours:

Walsall-Red and White

MILLER (11)

EDWARDS (10)

PEMBERY (6)

FOX (3)

LEFT

RICH

WHY

BURT

SWI

MITCHELLS

Follow the Football News with

"THE PHILISTINE"

weekly commentary in

The Walsall Observer

FRIDAY

Over 46,000 Weekly

PRICE 3d.

Don't take chances SAVE in safety with



Bull Stake, DARLASTON Phone: James Bridge 2562 Lower High Street, WEDNESBURY

Phone: Wednesbury 1031

"TAX FREE" INTEREST

E BUTLERS

SALL 2

10,000.

ES (1)

LEFT

PERKINS (3)

ANT (5) 1 PE

RAWLINGS (6)

DS (9) BROWN (10)

TAYLOR (11)

ALSALL
OP
OR
QUALITY
ORK PIES
USAGES

Referee:

Mr. A. BOND (Fulham)

Linesmen:

Messrs. H. L. P. HOLMES (Red Flag) and A. REES (Yellow Flag).

RDS (9)

GIBBS (8)

OWEN (7)

(5)

CROSS (4)

HUNT (2)

DN (1)

RIGHT

VDON 6

E BUTLERS

IF IT'S A WINNER YOU ARE LOOKING FOR

THE CO-OP BREAD

IS YOUR BEST BET. It is fresh, it is really delicious to eat and we deliver daily in your district. Why not give it a trial to-day?

'PHONE OUR BAKERY, WALSALL 2545

and ask for our deliverer to call. Let the Dividend pay for your season ticket to these matches.

THE WALSALL AND DISTRICT

CO-OPERATIVE SOCIETY LTD., BAKERY DEPT., SHAW STREET, WALSALL

JOHN S. KEEP, LTD.

CIVIL, MILITARY and SPORTING TAILORS
MORNING and EVENING WEAR
HIRE-SERVICE

Established 150 Years

Clients waited upon at their convenience

FREER STREET, WALSALL

Telephone 3868

Keep your car The essence of Healthy

reliable day - to
day running is
regular service
by skilled mechanics — only by
having your car
periodically



checked and overhauled can you expect unfailing service. Bring your car to Kennings, where you are assured of first-class workmanship, genuine maker's parts and moderate charges.

DISTRIBUTORS FOR AUSTIN and WOLSELEY



Kennings

HATHERTON ROAD . WALSALL . PHONE 2283

SIX WAYS GARAGE

AUTOMOBILE ENGINEERS

Complete Overhauls, Cellulosing Spraying, Petrol, Oils, P.S.V. Work, and High-Pressure Greasing USED CAR SPECIALISTS

SPRINGHILL ROAD, WALSALL

Telephone: 3607

WULFRUN **ENGINEERING &**

CASH BUYERS OF NON-FERROUS SCRAP

METALS LTD.

CHARLES STREET

Phone: WALSALL 4937

WALSALL

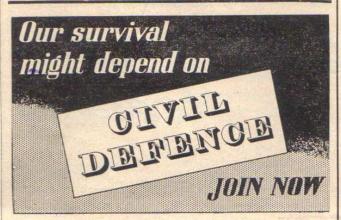
The New Terracing Constructed by

Pioneer Construction Co.

Building and Public Works Contractors Pioneer Works, Church Street

BLOXWICH, WALSALL Telephone: Bloxwich 66791

ROADS, DRIVES, PATHS, PAVED WITH TARMACADAM, ETC.



Further particulars can be had from :-THE CIVIL DEFENCE OFFICER. 47, BRADFORD STREET WALSALL

WALSALL SOCIETY & DISTRICT LIMITED

Be in the FORWARD LINE

AND SCORE BY BUYING ALL YOUR DECORATING MATERIALS FROM OUR BRANCHES AT

WEDNESBURY BLOXWICH

CALDMORE DARLASTON

CANNOCK

A SUCCESSFUL SEASON TO ALL FANS.

W. A. LONSDALE & SON

NON - FERROUS METALS. IRON, STEEL, RAGS, WOOL

. WALSALL 154, GREEN LANE

Telephone: 2490

BESCOT,

Tel.

WALSALL.

2257

	HALF-TIME	KEY	FULLTIN
A	BIRMINGHAM PRESTON	2 7	3
B	BLACKPOOL LUTON	0	0
C	EVERTON ASTON VILLA	7	3
D	TOTTENHAM WOLVES	0	3
E	WEST BROM. BURNLEY	8	1
F	BOURNEMOUTI BRIGHTON	12	3
G	CRYSTAL PALA EXETER	CE	1
H	IPSWICH GILLINGHAM	0	0
_ 1	COVENTRY	片	3
J	PLYMOUTH COLCHESTER	0	0
K	Q.P.R. NORWICH	3 2	5
L	READING NEWPORT	0	1
M	SHREWSBURY BRENTFORD	9	2
N	SOUTHEND SOUTHAMPTON	1 -	2
0	TORQUAY MILLWALL	0	3
P	WATFORD ALDERSHOT	3	3

THE ARCADE CAFE, Walsall

SNACK BAR, COOKED MEALS SANDWICHES for the MATCH

G. ELLIOTT & SON, LTD.

Chemists

LEICESTER SOUARE

FOR ALL MEDICINES, SURGICAL DRESSINGS, PHOTOGRAPHIC and TOILET GOODS Established 1840

OUR FIXTURES FOR THE SEASON

Football League Division 3 Southern Section

(With results of corresponding matches last season).

	1956 AUGUS	ST R	lesult	DEC	EMBEF	3	Re	
	18—Millwall 23—Torquay U. 25—Brighton 29—Torquay	(2-3) a (1-4) h (2-2) h (2-3) a	0—1 3—2	26—S'bur, 29—Gillin	gham	(2-1)		
	8—Swindon 12—Ipswich 15—Brentford 19—Bournem'th 22—Aldershot		0—2 2—0	5—(3) N 12—Swind 19—Brent 26—(4) N 2—Alders 9—Watte	ford Wich EBRUA	(2-1) (1-2) (2-0) ARY (1-2)	a h h	
	27—Bournem'th 29—Watford	(0-0) h (2-4) a	*	16—(5) N 23—Readi	N'port ng	(0-2) (1-0)	a	
	OCTO	BER		MARCH				
	6—Newport C. 13—Reading 20—Plymouth A. 27—Q.P.R.	(0-2) a (—) h (2-3) a		2—(6) P 9—Cover 16—North 23—(SF) 30—Crysta	try 'ton S'end	(2-0) (1-3) (3-1)	h a h	
	3-North'ton	(240) h			APRI	L		
	10—Southend 17—F.A. Cup (1 24—Exeter	(2-3) a round 1) (1-1) a		6—Exeter 13—South 19—Colch 20—Q.P.R	r C.	(3-1) (1-4) (1-1) (2-2)	a a	
Ī	DECEM			22-C'che	ster	(0-0)		
	1—South'ton 8—F.A. Cup (r 15—Millwall	ound 2) (2-1) h		27—Crysta 29—Coven		(4-0) (0-1)		
	22—Brighton 25—S'bury T.	(0-3) a		4	MAY			

Birmingham & District Football League — Division 1

ult

26-S'bury T. .. h

FOR DUPLICATING OF DISTINCTION

Duplicating & Calculating Service Ltd.

8, FREER STREET, WALSALL Telephone: WALSALL 4543

For Lunches, Teas, Snacks the BEST in town

CHATTINS CAFE

(Opposite Station)

PARK STREET

The Sportsmen's Centre

ELEPHONE 3561



For RELIABLE WATCHES by LEADING MAKERS

LONGINES, CYMA, SMITHS, ACCURIST, AVIA. INGERSOLL. SERVICES —All Fully Guaranteed

4, BRADFORD STREET :: WALSALL

DON'T FORGET TO REGISTER IN MARCH

WITH

CHARLES SWANN

Proprietors:

CHARLES B. PUGH (WALSALL) LTD.

For Coal, Coke, Anthracite, etc.

MIDLAND WHARF, WALSALL

'Phone 2060.

Est. 1882.

Telephone 3063

OFFICIAL SERVICE STATION FOR OLDHAM BATTERIES — BUILT TO LAST. LOAN BATTERY SERVICE FOR CARS AND COMMERCIAL VEHICLES COLLECTION AND DELIVERY SERVICE.

The WALSALL ACCUMULATOR CO.

Battery Replating Specialists

CAR RADIOS.
FULL AUTO ELECTRICAL SERVICE.

20-21, Lower Hall Lane, Walsall

THIS SPACE IS RESERVED FOR

GARRINGTONS LIMITED

BROMSGROVE & DARLASTON

HOW WE STAND

FOOTBALL LEAGUE

Div. 3 (South)

(Table To Date)

				Goals			
	P.	W.	D.	L.	F.	A. Pts.	
Norwich City	6	4	2	a	7	1 10	
Southampton	6	4	1	1	14	4 9	
Watford	6	4	1	1	19	9 9	
Reading	6	3	2	1	11	6 8	
Newport Co	6	3	2	1	13	8 8	
Torqual United	6	3	2	1	9	6 8	
Brentford	6	4	0	2	16	13 8	
Coventry C	6	3	2	1	7	6 8	
Gillingham	6	3	1	2	11	7 7	
Northampton	6	3	1	2	9	6 7	
Bournemouth	6	3	1	2	11	8 7	
Brighton	6	3	1	2	17	14 7	
Shrewsbury T	6	3	1	2		11 7	
Colchester U	6	2	2	2	12	11 6	
Queen's Park	6	2	2	2	7	7 6	
Aldershot	6	2	1	3	8	11 5	
Millwall	6	2	1	3	6	9 5	
Walsall	6	2	0	4	6	8 4	
Exeter City	6	1	2	3	3	7 4	
Crystal Palace	6	0	3	3		13 3	
Southend U	6	0	2	4	4	8 2	
Swindon Town	6	1	0	5	8	17 2	
Ipswich Town	6	1	0	5	4	12 2	
Plymouth A	6	1	0	5	4	19 2	

BIRMINGHAM LEAGUE (Division One)

(Positions up to Saturday Last

(Positions up to Saturday Last)							
			Goals				
	P.	W.	D.	L.	F.	A. 1	Pts.
Brierley Hill	5	5	0	0	16	3	. 10
Burton	4	4	0	0	21	6	. 8
Rugby	5	3	0	2	7	5	. 6
Bromsgrove	3	2	1	0	5	3	. 5
Walsall	3	2	1	0	10	6	. 5
Banbury	4	2	1	1	7	6	. 5
Brush Sports	5	2	1	2	10	8	. 5
Worcester	2	2	0	0	7	3	. 4
Shrewsbury	4	2	0	2	7	5	. 4
Bedworth	5	2	0	3	11	13	. 4
Wolves	4	2	0	2	9	15	. 4
Nuneaton	5	2	0	3	5	10	. 4
A. Villa	3	1	1	1	7	7	. 3
Atherstone	4	1	1	2	8	11	. 3
Stourbridge	3	1	0	2	2	6	. 2
Tamworth	2	0	1	1	1	2	. 1
Oswestry	3	0	1	2	3	6	. 1
Halesowen	4	0	1	3		10	
Lockheed	5	0	1	4	9	16	. 1
Whitwick	3	0	0	3		11	