

SWINDON TOWN



FOOTBALL CLUB

2489

SATURDAY, OCTOBER 20th

Division III (South)

SWINDON TOWN **3**

v.

EXETER CITY **5**

Kick-off 3.0 p.m.

Official Programme 3^D

**SOUTHERN LAUNDRY
CO. LTD.**

Launderers and Dry Cleaners

★
TELEPHONE 4161

STATION RD., SWINDON

C. LLOYD & Son, Ltd.

AUTOMOBILE ENGINEERS

•
Sales and Service :

CRICKLADE Rd. SWINDON

MAKE YOUR GOAL THE

EAGLE HOTEL

(Prop.: Tom Hamilton)

DEVENISH BEERS :: BASS

WORTHINGTON :: GUINNESS

REGENT STREET, SWINDON

For Value, Service and Courtesy . . .

LITTLE & CO. LTD.

Ladies' and Gents'

Outfitters and Furnishers

31/32 FLEET STREET, SWINDON

Telephone : 2831

NEXT MATCH

FOOTBALL COMBINATION

SWINDON T. v. SOUTHEND U.

SATURDAY NEXT, OCTOBER 27th.

Kick off 3.0 p.m.

A welcome stop

on your way across town . . .

White Hart Hotel

(Prop.: Arthur Payne)

Fully Licensed

NEWPORT ST., SWINDON

LEESE, ING & Co. Ltd.

INCORPORATING BARKER & CO.

LANSDOWN RD., SWINDON

Mineral Water and

Squash Manufacturers

TELEPHONE 2744/2320

H. E. LANE

*For Bacon and
Cooked Meats*

★
47 REGENT STREET, SWINDON

For the Best Luncheon or Grill go to . .

THE

**Golden Lantern
RESTAURANT**



48 REGENT STREET, SWINDON

SWINDON TOWN FOOTBALL COMPANY LIMITED

Registered Office: COUNTY GROUND, SWINDON.

President: H. V. SLADE, Esq., O.B.E., J.P.

Vice-Presidents:

Messrs. E. H. CHEGWIDDEN, S. R. GRAY.

Directors:

Mr. W. J. CASTLE (Chairman), Mr. H. E. LANE (Vice-Chairman).
Mr. B. T. HAMILTON (Hon. Treasurer), Messrs. C. CHANDLER,
J. DAVIES, R. FRICKER, F. PLYER, H. WILLIAMS and K. H. WILMER.

Secretary: R. A. MORSE

Vol. 7

October 20th

No. 9

Club Notes

We are very pleased to publicly welcome Mr. Bert Head, our new Manager, and to wish him every success in his efforts to put the Club back into its rightful position. This afternoon's game will be the first on the County Ground since he took over his task so we look to you supporters to let him know without a shadow of doubt that he has your wholehearted backing and encouragement. Results may come quickly but it is more likely to be a steady improvement rather than spectacular success and it is up to every one of us to exercise patience in our understandable desire to see quick results. The Manager has a difficult task and it could even be that for some time there will be no appreciable signs of recovery, in which case we appeal to you to continue your support and encouragement because we are confident that the results will come.

Last Saturday proved to be a successful one for all our teams. A point from the game at Selhurst Park enabled the first team to take one step up the league table and the Reserves in their Combination fixture against Plymouth Argyle had a well-merited win by 2-1. This was an attractive game and we are confident that if they maintain this standard of play they will soon be receiving far better support. The 'A' team met Spencer Moulton in the evening and a very enjoyable game under the floodlights resulted in a 5-3 win for the lads in the Wiltshire Premier League. The 'B' team maintained their unbeaten record in the Borough League in defeating Pinehurst Youth Centre by 1-0.

The Manager has spent a considerable amount of time since he has been with us in visiting various parts of the country in an effort to obtain players who will bring about an immediate strengthening of the team and maybe by the time you read these notes he will have met with some success but we are aware that he is keen in developing his own local talent and that he has great hopes for the future that first team players will be found from the ranks of the junior teams.

B. S. BUTLER

Jeweller

MAKE PRESENT BUYING A
PLEASURE, JOIN OUR CLUB

72 CRICKLADE RD., SWINDON

W. G. SLATTER

RADIO and TELEVISION

Repairs to all electrical apparatus
74 CRICKLADE RD., SWINDON

For a good cup of tea call at . . .

CLARK'S CAFE

Hot snacks available at all times

121 CRICKLADE RD., SWINDON.

Telephone 2314

L. WOLLEN

Wines and Spirits

373 Cricklade Rd. Swindon

Club Notes (continued)

It would be well worth while, therefore, to attend some of these junior games which, as far as possible, will continue to be played on this ground under the 'lights'. You will be certain of getting good entertainment and may have the satisfaction in a few year's time of saying of an outstanding player that you have watched him from the days when he was a member of our 'B' team. This year's Swindon Schoolboys' team played their first game on this ground last Saturday, when they shared the points with Bristol in a Cabot Cup match. Next Saturday morning they play Mid-Hants on this ground in the English Shield Competition. It is, perhaps, too much to expect them to equal the fine performances of last year's team but we wish them every success and the best of luck.

A special word to those who use the Centre Enclosure. The gates leading across the players' entrance have now been permanently closed and you will not be able to cross over to the West Enclosure on your way out of the game. You should use one of the exits at the rear of the Main Stand.

Famous for Rainwear

HOPE & Co.

(RAYMOND SUTTON)

**21/23 FARINGDON RD.,
SWINDON.**

MAYLOTT STUDIOS

For GROUP & SPORT photographs

Official Photographer to
Swindon Town Football Club
31 FARINGDON RD. 'Phone 2792

RYE & CO.

Ironmongers

"Everything for the Home"

43 Faringdon Rd., Swindon

C. DUNN & SON

BUILDERS and DECORATORS

Alterations, Renovations, Conversions
Plumbers and Sanitary Engineers
503, CRICKLADE ROAD. Tel.: 2522

County Ground Hotel

(Adjoining Football Ground)

Fully Licensed

ARKELL'S ALES at THEIR BEST
Mine Host — Mr. Geo. Baillie

WILSON'S CAFE

(Prop.: BRIAN NOTTON)

200 YARDS FROM GROUND

RIGHT ON THE BALL

Your Refreshments today are supplied by

WISE'S Catering Service

52 GODDARD AVENUE, SWINDON.

Telephone 5562

Also at Majestic and Regal Ballrooms,
Coate Water and Town Gardens.

High-class service for Weddings, Suppers

Our Visitors

Goalkeeper—George Hunter. Born Troon, formerly with Derby County and Glasgow Celtic.

R.B.—Brian Doyle. (Captain) Born in Manchester, he joined the City from Stoke.

L.B.—John Ferrier. One of Exeter's close season captures, he joined them from Clyde.

R.H.—Ray John. In his third season with the Club, he was born in Newport and was signed from Barnsley.

C.H.—Keith Harway. A young local boy born Crediton, he has already been the target of many Clubs.

L.H.—John Porteous. A Scot born in Motherwell, he joined the City from Plymouth last year.

O.R.—Ted Buckle. Signed last season from Everton, he was converted to outside-right. Originally an outside-left.

I.R.—Keith Thomas. Another signing from Plymouth last year, he hails from Oswestry.

C.F.—Arnold Mitchell. In his fifth season with the Club, he can play anywhere. Recently converted from Full Back to his present position.

I.L.—Jim Currie. Another Scot, born in Glasgow, he was obtained from Falkirk during the close season.

O.L.—Graham Rees. A young Welsh lad from Pontypridd, he has been with the City 3 seasons.

Last Season's Result—Swindon Town 0, Exeter City 1.

GODDARD & CO.

WHOLESALE and RETAIL
WINE and SPIRIT MERCHANTS



9 Regent Street, Swindon

Telephone 2415



Also at

100 Northern Road, Swindon.

We are Main Dealers for Vauxhall, Bedford, Jaguar — but that doesn't mean our services are limited to these.

We are organised to supply, repair, buy or take in part-exchange any other make of car or commercial vehicle—and you get SKURRAY service whatever your choice may be.



SKURRAY'S - SWINDON

Telephone : 2266

Top of the Clothing League !

CLIFFORDS

THE MODERN TAILORS



**44, 45, 46, FLEET STREET
SWINDON**

Call and see us after the match

DON'T PASS THE

SWINDON BACON CURING CO. LTD.

Specialists in :

BACON, PORK & COOKED HAM



**50 FLEET STREET
SWINDON**

Telephone : 2122

WARNES (Swindon) Ltd.

ELECTRICAL CONTRACTORS
RADIO AND TELEVISION

Contractors to :

Swindon Town Football Club

160, COUNTY RD., SWINDON.

'Phone 3519

9, SWINDON ST., HIGHWORTH.

'Phone 379

**SPECIAL EXCURSION
SUNDAY, OCTOBER 28th**

TO

READING ... 5/9

MAIDENHEAD ... 7/3

PADDINGTON ... 10/6

Swindon Jct. depart 12.15 p.m.

For full details see handbills.

BRITISH RAILWAYS

MILLS & MERR

SWINDON TOWN v. EXETER CITY.

RIGHT WING

3 SWINDON TO
Colours : RED SHIRTS, WH

Chandler

Hunt (2)

Cross (4)

Whyte (5)

Richards (7) Gibson (8) Owen (9)

Referee :

Mr. C. G. Porter
(Taunton)



Rees (11) Currie (10) Mitchell (9)

Porteous (6) Harvey (5)

Ferrier (3)

Hunter

LEFT WING

5 EXETER CIT

These teams are subject to

16-17 BRIDGE ST. SW

POSTERS

SPECIAL CHEAP LINE FOR THE
SMALLER ORGANISATIONS



Letterpress, Offset Litho, Silk
Screen, Handwritten, large or
small.

**THE
BOROUGH PRESS (Swindon) Ltd.**

EASTCOTT HILL.

Telephone: Swindon 4022

BLUNSDON ABBEY CARAVANS

BLUNSDON, SWINDON, Wilts.

Tel.: Blunsdon 281

Specialists in RESIDENTIAL AND
TOURING CARAVANS.

Agents for Pemberton, Penarth & Eccles



Any make new caravan supplied
Used Bargains always in stock
Hire Purchase Terms Arranged
Sites Available

ST. MARGARET

Wiltshire Bacon Factory Ltd.

BACON and HAM CURERS

Lard Manufacturers and
Canned Goods Distributors

OXFORD RD., SWINDON.

Stratton St. Margaret 3211/2/3

WIN
confidence

LOSE
nothing

DRAW
satisfaction

by enquiring about present skilled,
semi-skilled and clerical vacancies.

PLESSEY

PERSONNEL MANAGER Tel.: 5461

RRICKS LTD.

Kick-off 3.0 p.m.

ON TOWN

IRTS, WHITE SHORTS

LEFT WING

andler

Fox (3)

Pembury (6)

e (5)

x (9) Edwards (10) Williams (11)

Linesmen :

Red Flag :

Mr J. J. Bailey (Glam.)

Yellow Flag :

Mr. W. J. Mardon
(Bristol)

ell (9) Thomas (8) Buckle (7)

rvey (5) John (4)

Doyle (2)

inter

ER CITY

subject to alteration

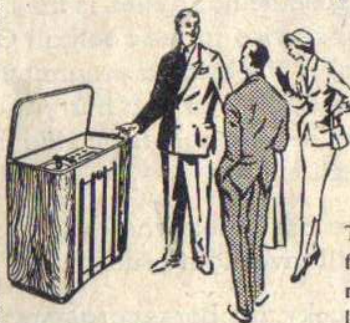
RIGHT WING

SWINDON

PHONE
5365

U
P
H
O
L
S
T
E
R
S
•
R
E
M
O
V
A
L
S

Garrard
for preference



There is a preference
for Garrard equipped
radiograms. A closer
look at the new

Garrard models and the reason for such preference
becomes obvious. The buying public recognises
superior sound reproduction, and knows that the Garrard
autochange and pick-up are kindest to both
standard and microgroove records.

The finest record-playing equipment in the world



Garrard
record playing units

THE GARRARD ENGINEERING AND MANUFACTURING CO LTD

Swindon Wilts England

HASKINS GARAGE

Sales **WROUGHTON** Service

263

AUSTIN
LAND ROVER

MORRIS
ROVER

Avon Vale

SWINDON'S **DEPENDABLE**
LAUNDRY & CLEANERS

158, WESTCOTT PLACE. Tel. 3039

We shall be delighted to serve you

COOPERS BUY

SCRAP LEAD and
CAR BATTERIES

MARSHGATE WORKS
SWINDON 5543

<p>One Quality only — The Best Fresh Supplies Daily</p> <p>York Road Fisheries SWINDON</p> <p>WET, DRY or FRIED. Tel.: 3680</p>	<p>H. MILLARD Confectioners and Tobacconists Newsagents and Stationers</p> <p>3 HANNINGTON CLOSE, PENHILL, SWINDON.</p>
<p>H. PRINCE Fruiterer and Greengrocer DELIVERED FRESH DAILY</p> <p>1B Rodbourne Road, Swindon.</p>	<p><i>For all your requirements Before and After the match</i></p> <p>HODGETTS of Swindon 5 DROVE ROAD. Tel. 4625 Groceries — Sweets — Cigarettes</p>

Supporters' Club Notes

One of our less spectacular duties is the sale of Match Programmes, which, nevertheless, is a useful service to the Football Club. Occasionally we hear of someone who has been unable to obtain a programme, but investigation usually shows that the supporter in question was in a hurry to get to his favourite spot on the ground, and, having passed several sellers outside the ground, found nobody on duty where he took up his position.

However, if there are cases where supporters regularly find it difficult to obtain programmes we will investigate such matters.

Holders of the "Lucky number programmes" on 1st October, were:—

627 Mr. Wickendon, Salisbury Street, Swindon.

1761 Mr. Iles, Stanier Street, Swindon.

In order to assist those of our members and supporters generally, who may wish to get in touch with us on any particular matter, we propose to publish in this, and in future programmes, when space is available, names and addresses of Committee members and helpers, with some indication of any special duties for which these may be responsible.

<p>If you want Service, consult . . .</p> <p>CARTER BROS. 80 COMMERCIAL ROAD, SWINDON. For Electrical, Radio and Television Sales and Service Tel.: Swindon 5832 & Wootton Bassett 471</p>	<p>All your PET requirements can be found at . . .</p> <p>RON'S PET STORES Prop.: R. R. Gosling. Budgerigars, Canaries, Foreign Birds Seed, Cages, Aquaria, etc.</p> <p>196 Rodbourne Rd. 54 Cricklade Rd. Telephone 3262 Swindon Telephone 3193</p>
<p>Telephone : OXFORD 2860</p> <p>The Oxford Asphalt Co. Asphalt & Flexible Roofing Contractors also Coloured Asphalt Flooring. 77A ST. CLEMENTS STREET, OXFORD</p>	<p><i>To be well shod— is to be well dressed.</i></p> <p>VICTORIA Shoe Repairs 129, Victoria Road, Swindon. For first class materials and workmanship</p>

The Rendezvous of all Sportsmen . . .

THE CROWN INN

(Host : Frank Plyer)

Arkell's Best Ales • Fully Licensed
SNACKS, etc.

STRATTON ST. MARGARET. Tel. 2339

A. DUNMORE

Off-Licence and General Stores

Arkell's B.B.B. Ales and Stout. Ace
Minerals, Weston's Cider and Leading
Brands of Wines and Spirits.

60 RODBOURNE RD., SWINDON 3224

A Drink and a chat after the match

THE SUN INN COATE

(Prop. W. E. Huck) Tel. 3292

Fully Licensed - - - Arkells Ales

After the match for a drink and a chat,
call at the . . .

RUNNING HORSE INN

(Prop.: H. E. Bathe)

Fully Licensed

WOOTTON BASSETT RD., SWINDON

Supporters' Club Notes—cont.

On this occasion we append particulars of some of the leading Officials of the Club:—

President: S. Clayton, "Over 'ome", Bishopstone.

Chairman: W. J. Mitchell, 29, Newhall Street.

Vice-Chairman (and Collections Secretary): T. H. Smith, 326, Cricklade Road.

General Secretary: J. J. Plunkett, 9, Lulworth Road.

Assistant Secretary: Miss V. Bennett, 97, Linslade Street.

Treasurer: H. Ann, 32, Ponting Street.

Membership Secretary: E. Clark, 8, Calvert Road.

Programme Sales Organisers: D. J. Lambdin, 1, Durham Street, and R. C. Lawrence, 7, Masefield Road.

Competitions Secretaries: F. N. Deane, 93, Clifton Street, and T. W. Stenning, 4, Croft Road.

Social Secretary: S. G. Rouse, 70 Eastcott Hill.

Ladies' Secretary: Mrs. E. Pike, 77, Ponting Street.

COATE GARAGE



THE ALCOHOL FUEL

REPAIRS
SERVICING
TYRES

OVERHAULS
REBORING
WELDING

Props. E. V. & W. H. Mattick
MARLBOROUGH ROAD, SWINDON.

Phone : Stratton St. Margaret 3152

NEWELL'S AUTO SALES

B.M.T.A.

USED CAR SPECIALIST

49 SWINDON ROAD
Stratton St. Margaret, Swindon.

Typewriters

from £10

FULLY GUARANTEED

**DOBELL SHEARMAN
& CO., LTD.**

26 HIGH ST. & 33 FARINGDON RD.,
SWINDON. Telephone 2312.

After the match :

Snacks, Teas and Grills —

Café Miranda

Telephone :
Highworth 364

Where excellent food is served
in ideal surroundings.

Key of the board

A — Wales	v.	Scotland
B — Arsenal	v.	Tottenham H.
C — Birmingham	v.	Luton
D — Chelsea	v.	Wolverhampton
E — Portsmouth	v.	Charlton
F — Bristol Rovers	v.	West Ham
G — Leyton Orient	v.	Swansea
H — Aldershot	v.	Southend
I — Bournemouth	v.	Newport
J — Brentford	v.	Crystal Palace
K — Brighton	v.	Coventry
L — Gillingham	v.	Southampton
M — Ipswich	v.	Reading
N — Millwall	v.	Norwich
O — Shrewsbury	v.	Q.P.R.
P — Torquay	v.	Colchester
Q — Walsall	v.	Plymouth
R — Watford	v.	Northampton

***THE EMBASSY
RESTAURANT***

(Over Barkham's)

Victoria Rd., Swindon

SPECIAL THREE
COURSE LUNCHEON

Good Food. Excellent Service

Under New Management

**THE ANGEL HOTEL
PURTON**

(Hosts : Mr. and Mrs. Stanley Reeves, late of
Pontefract Castle, Wigmore Street, London, W.1)

Dancing in the Ballroom every Saturday

ALSO AVAILABLE FOR PRIVATE PARTIES

Telephone : Purton 248

Make your Evening Rendezvous

THE SWAN

(Hosts: Mr. & Mrs. Joe Woods)

Fully Licensed

Simonds Ales — Snacks, etc.

Coach Parties Welcomed

PRIORS HILL :: WROUGHTON

Tel.: Wroughton 380

"COAL!"

"COAL!"

"COAL!"

J. WILMER

ST. MARGARET'S ROAD, SWINDON.

Telephone : 2535

Meet your friends at ...

THE

SOUTHBROOK INN

(Hosts : Mr. & Mrs. Jack Scutts)

Fully Licensed.

Clinch Beers, etc.

SOUTHBROOK STREET

SWINDON. 5837

C. & M. LITTLE

Family Grocers and

Provision Merchants

The Shop for good value

190 COUNTY RD., SWINDON

Urgently required for player.

FURNISHED ACCOMMODATION

Replies to Secretary:

SWINDON TOWN FOOTBALL CLUB, COUNTY GROUND, SWINDON

Telephone : 2118

Whatever the result

READ

THE

FOOTBALL PINK

For High Class

CENTRAL HEATING and PLUMBING

PAINTING and DECORATING

NORTH WILTS

SANITARY & HEATING Co. Ltd.

BRADFORD ROAD, SWINDON.

'Phone : 4201

Always at your service.

L. BIBBY

For all Tyres, Rags, Iron and Metal, etc.
Spot Cash Paid. Please Telephone 2101
and our van will call.

**THE PADDOCK, ERMIN STREET,
STRATTON ST. MARGARET.**

The Rendezvous of all sportsmen...

The **GARDENERS ARMS**

(Hosts : Mr. & Mrs. Stan Rider)

Arkell's Beers at their Best

WESTCOTT PLACE, Swindon

Tel.: 3108

BELL BROS. (A. C. Bell)

Boot and Shoe Makers and Retailers

6 REGENT CIRCUS, SWINDON.

Tel.: Swindon 3297.

E. E. SLATER

For your

Grocery, Greengrocery, Confectionery
and Chemist Sundries.

Agent Wall's Ice Cream

63 HAYDON STREET, SWINDON

Telephone : 3966

WYBORN'S *for*
46 KINGSHILL
Telephone 2485

S I G N S

Lucky Programme

Please retain your programme. An announcement will be made at half time of two numbers and the holders will be given a stand seat at the next Division III game. The persons who purchased the programmes bearing the winning numbers, should call at the office after the game and claim their seats.

L. E. GUNNING

Painter and Decorator

Colour Schemes submitted on request

ESTIMATES FREE

64, ST. MARY'S GROVE, SWINDON.

Phone 4938

HENRY BEST LTD.

For the most up-to-date MENS' WEAR



HENRY BEST LTD.

123 VICTORIA RD., SWINDON. 4288

W. B. CARTER

Newsagent, Tobacconist and Confectioner

Large selection of Boxes of Chocolates
always in stock.

CORONA, TIZER, DRINKS, Etc.

Agents for Wall's Ice Cream

188-190 FERNDAL RD., SWINDON

Telephone : 3809

R. G. & E. W. Reynolds

Family Grocers and Provision Merchants
DELIVERIES ALL DISTRICTS



34, HUNT STREET, SWINDON

Telephone : 2596

Make your goal

THE FALCON INN

(HOST : ARTHUR FLEMING)

Fully Licensed :: Simonds Beers
Snacks, etc.

WESTCOTT PLACE - SWINDON

Telephone : 5363

HAYES METALS

*Buyers of all Surplus Scrap
for Spot Cash*

**252 CRICKLADE ROAD and
CROMWELL STREET, SWINDON**

Tel.: 5146