SWINDON TOWN FOOTBALL CLUB

2389

SATURDAY, NOVEMBER 17th
F.A. CUP—1st Round Proper

2 SWINDON TOWN
v.

Kick-off 2.15 p.m.

COVENTRY CITY

Official Programme 3º

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. SOUTHAMPTON

SATURDAY NEXT, NOVEMBER 24th, 1956

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

November 17th

No. 11

Club Notes

For the third Saturday in succession we welcome Coventry City to the County Ground. A fortnight ago we met them in a Third Division (South) league game and after leading by 2 clear goals we were forced to concede a point, the game finishing 2-2. Last Saturday in a Football Combination fixture the result was the same. We can safely assume that this afternoon's game will be a keenly contested affair but we hope that this third encounter will result in a definite decision in our favour.

It is well perhaps, at this time, to reflect on our position last year when we were about to play our first round in the F.A. Challenge Cup Competition. Then we were desperately short of cash and our results to date had been, to say the least, very disappointing. In fact, our successful run in the Cup, ending as it did in that glorious defeat at Charlton, did much to bring back hope for the future and encouragement to carry on during a very lean time. To-day, thanks to the wonderful work of the Supporters' Club, our financial troubles, though still not entirely solved, are very much lighter and because of the splendid help we have received from them our playing difficulties are also much easier. It is therefore with confidence that we enter the Cup battle, although realizing that anything can, and very often does, happen to upset calculations.

We understand the Supporters' Club are initiating a big drive to increase their membership in order to further assist us and we wish them every success. With everybody pulling together in this way we can go a long way in our oft-repeated desire to bring better football to Swindon.

MONDAY NEXT

NOVEMBER 19th

R.A.F. INTER COMMAND CUP

TRANSPORT COM. v. 90 GROUP

Kick-off 7.0 p.m. (Floodlight)

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)

The decisive win at Norwich last week was a heartening affair and there was no doubt that the efforts of the Manager were beginning to bear fruit. We would not have been flattered had the margin of goals been much bigger.

The attendances at the Reserve and 'A' team games last Saturday was another encouragement. The record of the Reserves this year is well deserving of this increased support and they are now well up the Football Combination league table.

The 'B' team also continue on their undefeated way and whenever possible the opportunity has been seized to give some of the lads a game in higher-class football.

Congratulations to the Swindon Boys on their success in the English Schools Shield Competition. We hope they will prove victorious in their fourth-round match to-day at Aldershot. Next Monday there will be an interesting match on this ground, kick-off 7.0 p.m., when the R.A.F. Transport Command meet 90 Group in the first round of the R.A.F. Inter-Command Cup. Several well-known players in both professional and amateur circles will be on view and we are pleased to place our ground at their disposal.

It is with regret that we record the death of another of the old stalwarts of this Club, Mr. H. D. Prosser. He served as a Director for a great many years and we owe a great deal to him and his colleagues who did much to build up the traditions of which we are so proud to-day. On behalf of you all we express to Mrs. Prosser and the family our deep sympathy.

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

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

DIVISION 3 (South)	Home	Goals	Away	Goals
Southampton 18 Torquay 19 Colchester 19 Newport 19 Brentford 19 Shrewsbury 19 Bournemouth 19 Brighton 19 Watford 19 Gillingham 19 Reading 19 Q.P.R. 19 Northampton 19 Coventry 19 C. Palace 19 Millwall 19 Ipswich 19 Exeter 19 Norwich 18 Southend 19 Aldershot 19 Swindon 19 Walsall 19 Plymouth 19	W D 2 7 7 3 3 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	F A 19 5 30 11 28 10 20 5 29 20 9 4 22 7 23 12 18 12 20 12 16 11 18 6 21 5 20 10 11 12 16 14 23 8 15 11 45 9 17 8 18 17 18 22 14 8	W D 3 2 3 3 4 3 5 5 4 3 5 5 5 5 5 5 5 5 5 5 5 5	F A Pts. 10 11 26 8 17 26 12 15 23 7 12 22 12 14 22 11 21 22 11 15 21 18 18 20 14 17 20 10 18 20 14 19 20 6 20 20 10 20 19 6 20 18 14 17 18 12 23 18 9 21 17

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

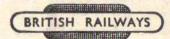
SPECIAL EXCURSION
SUNDAY, NOVEMBER 18th

TO

READING ... 5/9
SLOUGH ... 8/0
PADDINGTON ... 10/6

Swindon Jcn. depart 1.15 p.m.

For full details see handbills.



MILLS & MER

SWINDON TOWN v. COVENTRY CI

RIGHT WING

SWINDON Colours I RED SHIRTS

Chandle

Hunt

Cross

Jack

Gibson

Richards

Owen

R

0

U

S

E

F

U

R

N

1

S

H

E

R

Referee: Mr. H. J. Husband (London) SAUNUE HOUSE AGEN

HOUSE AGEN

Ferguson

Hill

N 16-6

POPUL

Ferguson Hill

an Kirk

Curtis TOM MINIS Mothball

LEFT WING

These teams are subject

16-17 BRIDGE ST

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

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

Y CITY.

Kick-off 2.15 p.m.

ON TOWN HIRTS, WHITE SHORTS

LEFT WING

andler

Earl

ck

Pembery

Edwards

Darcy

H

0

S

T

E

R

E

R

S

R

E

M

0 V

Δ

S

Dwen

Linesmen:

Red Flag:

Mr. L. A. Hill

(Reading)

Yellow Flag:

Mr. J. Finney

(Hereford) JOH ASON

Zirk.

Walton

Jamieson

Timmins PATRICK

TRY CITY

RIGHT WING

subject to alteration

WINDON

PHONE

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

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



THE GARRARD ENGINEERING AND MANUFACTURING CO LTD. Swindon Wiles England

COOPERS

SCRAP LEAD and CAR BATTERIES

MARSHGATE WORKS SWINDON 5543

One Quality only — The Best Fresh Supplies Daily

York Road Fisheries SWINDON

WET, DRY or FRIED.

Tel.: 3680

H. MILLARD

Confectioners and Tobacconists Newsagents and Stationers

3 HANNINGTON CLOSE. PENHILL, SWINDON.

PRINCE

Fruiterer and Greengrocer DELIVERED FRESH DAILY

1B Rodbourne Road, Swindon.

For all your requirements Before and After the match

HODGETTS of Swindon 5 DROVE ROAD.

Groceries - Sweets - Cigarettes

Supporters' Club Notes

An event which has passed almost unnoticed was the 25th birthday of this Club. Ignoring the five years of enforced idleness, between 1940 and 1945, we have, therefore, been working on behalf of the Football Club for 20 years — surely a cause for celebration.

We intend now to launch the most intensive drive for membership ever known in those 20 years. We intend to ask, invite, plead, cajole and bully 20,000 people to enrol at one shilling each for the season, making another £1,000 for the Football Club. Let all who have been members in the past rejoin, and let those who have not been interested till now please do something about it.

One of the Sunday papers recently commented on Swindon with the words—"If you want to get ahead, get a Head." It is now our business to let Head get ahead.

All who join will have the right to a ticket at any "All-ticket" match at the County Ground during 1956-7 and to participate in the draw for the right to purchase our allocation of Cup Final tickets.

Our Committee Members are waiting to receive your shillings. Our Office is open at every match. Our Membership Secretary is Mr. E. Clarke of 8, Calvert Road, Walcot, Swindon, if you prefer to enrol by post.

If you want Service, consult . . .

CARTER BROS.

80 COMMERCIAL ROAD, SWINDON.

For Electrical, Radio and Television Sales and Service

Tel.: Swindon 5832 & Wootton Bassett 471

All your PET requirements can be found at . . .

RON'S PET STORES

Prop.: R. R. Gosling.

Budgerigars, Canaries, Foreign Birds Seed, Cages, Aquaria, etc.

196 Rodbourne Rd. 54 Cricklade Rd. Telephone 3262 Telephone 3193 Swindon

Telephone: OXFORD 2860

The Oxford Asphalt Co.

Asphalt & Flexible Roofing Contractors also Coloured Asphalt Flooring.

> 77A ST. CLEMENTS STREET. OXFORD

To be well shod-

is to be well dressed.

VICTORIA Shoe Repairs 129, Victoria Road, Swindon.

For first class materials and workmanship

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 Drink and a chat after the match

THE SUN INN

(Prop. W. E. Huck)

Tel. 3292

Fully Licensed - - - Arkells Ales

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

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.

In order to assist supporters who may wish to get in touch with our Committee Members and helpers we are printing a further list below:—

Mr. S. Jeffs, 60, Deacon Street.

Mr. R. Head, 2 Manor Cottages, Ogbourne St. George.

Mr. H. Huish, High Street, Market Lavington, Nr. Devizes.

Mrs. I. Orchard, "Ye Old Forge," Bishopstone.

Mr. A. Frost, 5, Gordon Gardens.

Mr. C. Francis, 38, Radnor Street.

Mr. M. E. Pyper, 30 Bouverie Avenue.

Mr. E. Watkins, 12, The Circle, Pinehurst.

Mr. W. J. Cherry and Mr. D. Cherry, both of 52 Birch Street.

Another list will appear in the next programme.

Holders of the "Lucky number" programmes on 3rd November were:-

No. 176. Mr. F. E. Waldron, Watermoor Road, Cirencester.

No. 3003 Mr. M. Collett, Shrivenham Road, Swindon.

COATE GARAGE



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	- Bournemouth	ν.	Burton Alb.	
В	- Brentford	ν.	Guildford	
C	- Brighton	v.	Millwall	
D	— Cheltenham	v.	Reading	
E	— Colchester	v.	Southend	
F	— Crystal Palace	v.	Walthamstow A	
G	— Ely City	ν.	Torquay	
H	— Exeter	v.	Plymouth	
1	— Ipswich	v.	Hastings	
J	— New Brighton	ν.	Stockport	
K	- Newport I.O.W.	v.	Watford	
L	— Norwich	v.	Bedford	
M	— Q.P.R.	v	Dorchester T.	
N	- Southampton	ν.	Northampton	
0	- Walsall	v.	Newport	
P	— Weymouth	ν.	Shrewsbury	
Q	— Yeovil	v.	Peterborough	
R	— Yiewsley	v.	Gillingham	

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

Fully Licensed Simonds Ales - Snacks, etc. Coach Parties Welcomed

PRIORS HILL :: WROUGHTON

Tel.: Wroughton 380

Meet your friends at ...

THE

SOUTHBROOK INN

(Hosts: Mr.& Mrs. Jack Scutts)

Fully Licensed.

Clinch Beers, etc.

SOUTHBROOK STREET SWINDON. 5837

"COAL!"

"COAL!"

"COAL!"

J. WILMER

ST. MARGARET'S ROAD, SWINDON.

Telephone: 2535

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.

(Hosts: Mr. & Mrs. Stan Rider)
Arkell's Beers at their Best
WESTCOTT PLACE, Swindon

The Rendezvous of all sportsmen . . .

The GARDENERS ARMS

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











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 FERNDALE RD., SWINDON
Telephone: 3809

Make your goal

THE FALCON INN

(HOST : ARTHUR FLEMING)

Fully Licensed :: Simonds Beers Snacks, etc.

WESTCOTT PLACE - SWINDON

Telephone: 5363

R. G. & E. W. Reynolds

Family Grocers and Provision Merchants
DELIVERIES ALL DISTRICTS

34, HUNT STREET, SWINDON

Telephone: 2596

HAYES METALS

Buyers of all Surplus Scrap for Spot Cash

252 CRICKLADE ROAD and CROMWELL STREET, SWINDON

Tel.: 5146

Advertising Rights acquired by Sports Publications, 46, Watford Way, London, N.W.a. Printed by The Borough Press (Swindon) Ltd., Eastcott Hill, Swindon. Telephone 4022.