

# SWINDON TOWN



## FOOTBALL CLUB

1815

SATURDAY, 6th APRIL

Division III (South)

SWINDON TOWN

v.

NEWPORT

Kick-off 3.0 p.m.

*Official Programme 3<sup>d</sup>*



---

**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 . . .

DIVISION III (SOUTH)

**SWINDON T. v. MILLWALL**

WEDNESDAY NEXT, APRIL 10th, 1957

Kick-off 6.30 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.

Manager : BERT HEAD

Secretary : R. A. MORSE

---

Vol. 7.

April 6th

No. 20.

---

## Club Notes

To have gained a point at Colchester last week was an excellent performance and almost certainly exceeded everyone's expectations. The uncertainty of football is part of its fascination and one can never be sure how any game will finish. After the team's performances in the preceding matches even the most ardent supporter must have forecast another defeat but, in fact, on the chances offered it appears we could have won the game. A winning run now until the end of the season could still mean that we avoid the two bottom places and the fact that we have five home fixtures out of the eight games remaining to be played this month adds somewhat to the chances.

Altogether this will be a crowded month. In addition to the first team and reserve team games to be played on the County Ground there are several 'A' and 'B' team fixtures to be fitted in. There are also other finals organized by the local amateur circles scheduled to be played and generally the ground staff will be working at full pressure.

This evening the 'A' team meet Chippenham United in the Wilts. Premier League, kick-off 6.30 p.m. and on Wednesday next there is a first team game against Millwall, kick-off 6.30 p.m. This is the match postponed from Christmas Day and it will be played partly under the floodlights.

This afternoon's match has been chosen by G. Williams as his 'benefit' game and we hope he will receive a 'bumper' collection. The Supporters' Club notes in this programme refer to this event and we endorse their appeal.

We are very pleased to welcome home Roy Sampson from Cyprus. Roy is spending a month's leave in England before returning to his military duties. We understand that he has made a name for himself in Army football circles and look forward to the day when he is back with us permanently.

Another pleasant piece of news is that Tony McShane has now got his leg out of plaster and is able to walk without the aid of a stick.

This evening the Supporters' Club are holding their Annual Dinner. We hope they will enjoy a convivial and pleasant evening and that the result of this afternoon's game will give us all added cause for celebration.



## 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

### THIRD DIVISION SOUTH

	P	W	D	L	Home F	Goals A	W	D	L	Away F	Goals A	Pts
COLCHESTER	39	13	7	0	44	17	7	5	7	31	27	52
TORQUAY	39	15	4	0	60	18	5	6	9	17	42	50
IPSWICH	39	15	2	2	60	13	4	6	10	23	32	46
SOUTHAMPTON	37	12	4	3	41	17	6	4	8	23	24	44
BRIGHTON	39	12	5	2	44	21	4	6	10	25	36	43
BOURNEMOUTH	33	12	6	0	45	15	3	6	11	26	36	42
Q.P.R.	33	11	5	4	35	19	5	4	9	17	29	41
BRENTFORD	37	10	7	2	48	27	4	6	10	21	40	41
WALSALL	39	10	7	3	44	20	5	5	10	27	41	40
READING	39	11	4	5	40	28	5	4	10	32	40	40
SHREWSBURY	38	8	8	2	37	20	4	8	8	24	47	40
NORTHAMPTON	38	12	5	3	44	21	3	4	11	16	35	39
NEWPORT	35	12	6	1	41	15	1	6	9	11	28	38
MILLWALL	38	11	6	2	33	23	3	4	12	16	50	38
WATFORD	38	8	5	6	37	29	5	4	10	24	35	35
SOUTHEND	38	10	3	6	31	20	3	6	10	24	40	35
ALDERSHOT	38	9	4	5	37	31	4	5	11	33	51	35
GILLINGHAM	39	7	6	6	27	24	5	5	10	25	44	35
CRYSTAL PALACE	39	7	7	6	27	24	3	7	9	25	39	34
PLYMOUTH	38	7	7	5	30	27	5	2	12	24	35	33
COVENTRY	39	10	4	6	43	31	1	7	11	17	45	33
EXETER	39	8	7	5	34	24	2	5	12	19	43	32
NORWICH	39	6	5	9	28	33	1	8	10	26	50	27
SWINDON	38	8	2	8	33	32	3	3	14	23	59	27

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

YOUR IRONMONGERS . . .

## RYE & CO.

43 and 45, FARINGDON ROAD,  
SWINDON

Telephone 2938



---

## C. DUNN & SON

BUILDERS and DECORATORS

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

## WILSON'S CAFE

(Prop.: BRIAN NOTTON)

200 YARDS FROM GROUND

**RIGHT ON THE BALL**

---

## County Ground Hotel

(Adjoining Football Ground)

**Fully Licensed**

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

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

It is our pleasure to extend a very warm welcome to Billy Lucas and his team today. Most of our supporters will remember him as our captain, and it is with real regret that we learn that it is unlikely that he will be in today's line-up, particularly as this is to be his last season as a player.

However, the Newport team is not without its stars even with its Player-Manager missing. The defence contains three former Cardiff City players. Ken Hollyman at right-back, George Thomas at right-half, and perhaps the most outstanding figure of the team, Alf Sherwood who has captained the Welsh International XI this season. He plays at left-back, but no doubt he will also be remembered for a brilliant display in goal, when Wales played England at Wembley this season, following an injury to Kelsey the Welsh 'keeper.

The attack has the worst Away record in the Division having scored only 11 goals on opponents grounds. The County top goalscorers are Harris with 14 goals, Terry 13 and Hudson 11.

Our meeting at Swindon last season ended in a 2-1 win for Newport.

---

## 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

---



# CLIFFORDS

THE MODERN TAILORS

44, 45, 46, FLEET STREET  
SWINDON

GENT'S DUFFLE COATS

£4 - 15 - 0

## 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

Reading v. Swindon Town  
SATURDAY, APRIL 13th  
SPECIAL EXCURSION

to  
**READING**

s. d.

5/9

Swindon Jct. dep. 12.55 p.m.

For full particulars see handbill.

BRITISH RAILWAYS

## 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

DON'T PASS THE

## SWINDON BACON CURING CO. LTD.

Specialists in :

BACON, PORK & COOKED HAM



50 FLEET STREET  
SWINDON

Telephone : 2122

## MILLS & MERR

H  
O  
U  
S  
E  
F  
U  
R  
N  
I  
S  
H  
E  
R  
S

SWINDON TOWN v. NEWPORT COUNTY

RIGHT WING

SWINDON TOWN  
Colours: RED SHIRTS, W

Burton

Hunt

Cross

Hudson

Richards

Owen

Micklewright

Referee :

Mr. S. W. Barker  
(Kent)

Williams

Harris

Terry

Docherty

Wilcox

Sherwood

Weare

LEFT WING

NEWPORT COUNTY

These teams are subject



16-17 BRIDGE ST. SWINDON

## BLUNSDON ABBEY CARAVANS

BLUNSDON, SWINDON, Wilts.

Tel.: Blunson 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

## ERRICKS LTD.

COUNTY Kick-off 3 p.m.

ON TOWN LEFT WING

urton

Earl

son

Fountain

lewright

Edwards

Darcy

Linesmen:

Red Flag—

Mr. S. Yates

(Bristol)

Yellow Flag—

Mr. F. J. Jensen

(Trowbridge)

ry

Sheppard

Hudson

Wilcox

Thomas

ear

Hollyman

T COUNTY

RIGHT WING

subject to alteration

U  
P  
H  
O  
L  
S  
T  
E  
R  
E  
R  
S  
.  
R  
E  
M  
O  
V  
A  
L  
S

SWINDON

PHONE  
5365

## 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 SELL

ELECTRIC  
HOISTS

MARSHGATE WORKS  
SWINDON 5543

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 Wilts England



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

### *Supporters' Club Notes*

The proceeds of this afternoon's collection will be devoted to G. Williams' Benefit Fund. Although this player has been less in the public eye of late, most supporters will remember him as an enthusiastic player and a loyal servant of the Club, and we have no doubt, will welcome the opportunity of showing their appreciation of his services, in a tangible way.

The following are the names and addresses of supporters who drew the right to purchase our allocation of the tickets for the England v. Scotland International Match:—

Mr. R. Seager, 2, Morrison Street, Swindon.  
Mr. F. Hinder, 55, The Circle, Pinehurst.  
Mrs. K. English, 144, Morrison Street, Swindon.  
Mr. N. Cottle, Wharf Farm, Wroughton.  
Mr. R. G. Kent, 32, Purley Road, Liddington.  
Mr. W. Salisbury, Lower Everleigh, Marlborough.

<p>If you want Service, consult . . .</p> <p><b>CARTER BROS.</b> 80 COMMERCIAL ROAD, SWINDON. For Electrical, Radio and Television Sales and Service Tel.: Swindon 5832 &amp; Wootton Bassett 471</p>	<p>All your PET requirements can be found at . . .</p> <p><b>RON'S PET STORES</b> Prop.: R. R. Gosling. Budgerigars, Canaries, Foreign Birds Seed, Cages, Aquaria, etc. 196 Rodbourne Rd. 54 Cricklade Rd. Telephone 3262 Swindon Telephone 3193</p>
<p>Telephone : OXFORD 2860</p> <p>The <b>Oxford Asphalt Co.</b> Asphalt &amp; 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><b>VICTORIA Shoe Repairs</b> 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 Drink and a chat after the match

## THE SUN INN COATE

(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.*

As usual the tickets available were allocated equally between town and country members and the names of all of our members were included in the draw.

This evening a number of our members will be holding the Club dinner, (once it was an annual function), and will be joined by a number of the Directors and Management of Swindon Town F.C., and the players.

The visit of Newport County today will probably bring to the County Ground a very old friend, Mr. Billy Lucas. We were asked recently when he signed for Swindon. The answer is May, 1937, the Swindon manager at the time being Mr. Ted Vizard. Incidentally, the announcement of the signing was in the "Evening Advertiser" containing the report and photographs of the Coronation of King George VI.

The holders of the Lucky Programmes on 23rd March were:—

No. 556. Mr. P. G. Silk, Mill Lane, Stanton Fitzwarren.

No. 1781. Mr. R. Hill, Southwick Avenue, Penhill, Swindon.

## 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.

LUNCHEONS - TEAS - SNACKS

*Café Miranda*

**HIGHWORTH** Telephone 364  
RESTAURANT :: SNACK-BAR

GRILLS ALWAYS AVAILABLE  
Open until 10.30 p.m. from April 1st.

### *Key of the Board*

A — England	v.	Scotland
B — Arsenal	v.	Leeds
C — Cardiff	v.	Luton
D — Chelsea	v.	Aston Villa
E — Portsmouth	v.	Manchester C.
F — Bristol R.	v.	Nottingham F.
G — Leyton Orient	v.	Lincoln
H — Aldershot	v.	Norwich
I — Bournemouth	v.	Southend
J — Brentford	v.	Colchester
K — Brighton	v.	Plymouth
L — Gillingham	v.	Reading
M — Ipswich	v.	Crystal Palace
N — Millwall	v.	Q.P.R.
O — Shrewsbury	v.	Southampton
P — Torquay	v.	Northampton
Q — Walsall	v.	Exeter
R — Watford	v.	Coventry

**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

WILTS. PREMIER LEAGUE

## SWINDON T. v. CHIPPENHAM U.

TONIGHT, SATURDAY, APRIL 6th, 1957.

Kick-off 6.30 p.m.

*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 Licenced :: 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**