

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. TOTTENHAM H.

SATURDAY NEXT, APRIL 13th, 1957

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.

> Manager: BERT HEAD Secretary: R. A. MORSE

Vol. 7.

April 10th

No. 21

Club Notes

After last Saturday's spirited display which enabled us to gather two very much needed points, another win this evening would raise hopes that even at this late stage in the season we could avoid the depressing business of seeking re-election.

Another good win last Saturday was recorded by the 'B' team, who defeated Amesbury 4-1 in the replayed Semi-final of the Wilts County F.A. Youth Challenge Cup. This now means they are in three Cup finals, the other two being the Brother-hood and Groombridge Cups. Altogether a splendid record and for good measure they are still in a challenging position for the championship of the Borough League, but their commitments during this last month of the season are very heavy.

Congratulations to Cliff Jackson on being selected to play for England against Scotland in the Schoolboy International on Easter Tuesday. This means that for two years in succession the Swindon Schoolboy's team has had a representative playing for his country and reflects great credit on those concerned.

Last week another £1,000 was handed over by the Supporters' Club, and at their Club dinner on Saturday evening the Chairman was able to offer his thanks, not only for this gift, but for the whole of their extraordinary efforts this season. He also took the opportunity of explaining in detail how the money had been spent. It was a most convivial and pleasant evening, attended not only by a large number of Supporters' Club members, but also by a good many of the players and Directors.

Next Saturday the Reserves have an interesting match in the Football Combination against Tottenham Hotspur, and should attract all those of you who do not travel to see the first team in action at Reading. In the evening the 'A' team play Devizes again, this time in the Subsidiary Cup Competition.

B. S. BUTLER

Jeweller

MAKE PRESENT BUYING A
PLEASURE, IOIN 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)

Our Easter fixtures offer good football entertainment as we are fortunate enough to have first team home games on both the Saturday and Monday. We are pleased to announce that the collection taken at Saturday's game in aid of G. William's benefit amounted to £36.7.0. It is pleasing to know that the loyalty and good service we have received from this player is so well appreciated by the Supporters.

Reference is made in the Supporters' Club Notes to the time of the kick-off this evening. May we point out that there are all kinds of matters to be taken into consideration when fixing the time, not least of which is the views of the visiting Club. Millwall very kindly acceded to our request to play the game partly under floodlights so that as many as possible of our supporters could attend, but a later kick-off would have meant that they were unable to catch a train back to London to-night. We are as anxious as anybody to pick the best possible time.

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

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

We are pleased to be able to welcome the Directors, Officials and Players of Millwall F.C. to the County Ground this evening. The "Lions" have had a very mixed season. Their League record has not been an exceptional one, but they had a grand run in the Cup before losing 4-1 to Birmingham City in the Fifth Round.

Today's team includes Alex Jardine, currently rated as one of the best full-backs in the Southern Section which he represented against the Third Division North last week.

Another player to note is Stan Anslow at centre-forward. He was originally a fullback who was converted to forward this season and has quickly become the Club's leading goalscorer.

For the record our meeting at Swindon last Season ended in a 1-0 win for Swindon,

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 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 fown Football Club

160, COUNTY RD., SWINDON.

9, SWINDON ST., HIGHWORTH.

'Phone 379

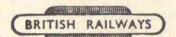
Reading v. Swindon Town
SATURDAY, APRIL 13th
SPECIAL EXCURSION

to

READING

s. d. 5/9

Swindon Jct. dep. 12.55 p.m. For full particulars see handbill.



MILLS & MERF

SWINDON TOWN v. MILLWALL

RIGHT WING

SWINDON TO Colours: RED SHIRTS, W

Burton

Hunt

Cross

Hudson

Richards

Owen

Micklewrigh

Referee :

Mr. R. H. Mann (Worcester)



Hazlett

LEFT WING

S H

E

R

S

O

U

S

E

F

U

R

N

Ro

Summersby Rawson Anslow

Smith

Lloyd MILLWALL

These teams are subject

These teams are subject

16-17 BRIDGE ST. S

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

Kick-off 6.30 p.m.

Linesment

Mr. H. G. Stennett

Mr. D. W. Smith

ON TOWN

LEFT WING

H

O

S

Ť

E

R

E

R

S

.

R

E

M

O

٧

A

L

S

irton

Earl

son lewright Fountain

Red Flag-

Yellow Flag-

Edwards

Darcy

nslow

Iurley

Shepherd

Haynes

(Stonehouse)

(Bristol)

Craig

Jardine

loyd

LWALL

subject to alteration

RIGHT WING

WINDON

PHONE

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 HANUFACTURING 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 SELL

ELECTRIC HOISTS

MARSHGATE WORKS SWINDON 5543

One Quality only — The Best Fresh Supplies Daily

York Road Fisheries

WET, DRY or FRIED.

Tel.: 3680

H. MILLARD

Confectioners, Tobacconists and Stationers

3 HANNINGTON CLOSE, PENHILL, SWINDON.

H. 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. Tel. 4625

Groceries - Sweets - Cigarettes

Supporters' Club Notes

We have just voted another £1,000 to the Football Club out of Competition profits, making £10,000 to date. It is anticipated that, by the end of the season, the total will be in the neighbourhood of £12,000.

The Directors of the Football Company have indicated, in advance, that they propose to increase our allocation of Cup-Final tickets, in appreciation of the Financial assistance we have been able to render.

We hope to be able to deal with the additional tickets in such a way that the number for distribution among ordinary members may be increased, and also to distribute a small number amongst those ladies and gentlemen, who, although not members of our Committee, have given us such loyal and regular help during the season in connection with the Competition, and without whose assistance we should have been unable to have coped with such an ambitious scheme.

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 Swindon Telephone 3193

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.

At the time of writing it is not known when this evening's match will begin. Some country supporters have asked us to approach the Directors for a later kick-off than 6.30 p.m., otherwise they cannot arrive to see the commencement. Others have asked for an earlier hour, otherwise they cannot get home afterwards! It appears that, after all, the matter might best be left to suit the majority.

Some of the most attractive teams in the League have still to visit the County Ground before the season closes, and we therefore urge our members, and indeed all supporters, to maintain regular attendance until the end of the season.

Holders of Lucky Programmes on 6th April were:-

No. 1099. Mr. R. Hill, St. Julien's Road, Newport.

No. 2901. Mr. N. White, Perry's Lane, Wroughton.

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.

LUNCHEONS - TEAS - SNACKS

RESTAURANT :: SNACK-BAR

Telephone 364

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

THIRD DIVISION SOUTH

THE RESERVE OF THE PARTY OF THE	Home			Goals			Away		Goals		
P	W	D	L	F	A	W	D	L	F	A	Pts
COLCHESTER40	13	7	0	44	17	7	6	7	32	28	53
TORQUAY40	16	4	0	62	18	5	6	9	17	42	52
1PSW1CH40	16	2	2	64	15	4	6	10	23	32	48
SOUTHAMPTON39	12	4	3	41	17	7	5	8	26	26	47
BRIGHTON40	13	5	2	47	22	4	6	10	25	36	45
BOURNEMOUTH39	12	7	0	46	16	3	6	11	26	36	43
WALSALL40	10	7	3	46	20	5	5	10	27	41	42
BRENTFORD40	10	8	2	49	28	4	6	10	21	40	42
READING40	11	4	5	40	28	5	5	10	32	40	41
Q.P.R39	11	5	4	35	19	5	4	10	17	31	41
SHREWSBURY39	8	9	2	37	20	4	8	8	24	47	41
MILLWALL39	12	6	2	40	23	3	4	12	16	50	40
NORTHAMPTON39	12	5	3	44	21	3	4	12	16	37	39
NEWPORT33	12.	6	2	43	18	1	6	11	11	31	38
WATFORD39	9	5	6	38	29	5	4/	10	24	35	37
SOUTHEND39	10	3	6	31	20	3	7	10	25	41	36
ALDERSHOT39	9	5	5	37	31	4	5	11	33	51	36
GILLINGHAM40	7	7	6	27	24	5	5	10	25	44	36
COVENTRY41	11	4	6	45	31	1	7	12	17	46	35
CRYSTAL PALACE40	7	7	6	27	24	3	7	10	27	43	34
PLYMOUTH39	7	7	5	30	27	5	2	13	25	38	33
EXETER40	8	7	5	34	24	2	5	13	19	45	32
SWINDON39	9	2	8	34	32	3	3	14	23	59	29
NORWICH40	6	5	9	28	33	1	9	10	26	50	28

THE EMBASSY RESTAURANT

(Over Barkham's)

Victoria Rd., Swindon

SPECIAL THREE COURSE LUNCHEON

Good Food, Excellent Service

Under New Management

HOTEL THE ANGEL

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

(Hosts: Mr. & Mrs. Joe Woods)

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

WILTS. PREMIER LEAGUE SUBSIDIARY CUP

SWINDON T. v. DEVIZES T.

SATURDAY NEXT, APRIL 13th, 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.

BELL BROS. (A.C

(A. C. Bell)

Boot and Shoe Makers and Retailers

6 REGENT CIRCUS, SWINDON.

Tel.: Swindon 3297.

The Rendezvous of all sportsmen . . .

The GARDENERS ARMS

(Hosts: Mr. & Mrs. Stan Rider)

Arkell's Beers at their Best WESTCOTT PLACE, Swindon

Tel.: 3108

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 Licenced :: 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.4. Printed by The Borough Press (Swindon) Ltd., Eastcott Hill, Swindon. Telephone 4022.