# SWINDON TOWN FOOTBALL CLUB



Division III (South)

SWINDON TOWN 2

COVENTRY CITY

Kick-off 2.15 p.m.

Official Programme 3º

#### Southern Laundry Co. Ltd.

LAUNDERERS & DRY CLEANERS

Station Rd., Swindon

### C. LLOYD & SON

Shell: National Benzol: B.P.

Open 7 a.m. to 11 p.m.

Motor Sales and Service : CRICKLADE Rd. SWINDON

Make your Goal the

### EAGLE HOTEL

(Prop.: Tom Hamilton)
WORTHINGTON :: GUINNESS
DEVENISH BEERS :: BASS

REGENT ST., 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. NORTHAMPTON T.

SATURDAY NEXT, 7th DECEMBER, 1957

Kick-off 2.15 p.m.

A welcome stop on your way across town . . .

#### White Hart Hotel

(Prop.: Arthur Payne)

Newport Street, Swindon

LEESE, ING & Co. Ltd.

Incorporating BARKER & CO.

Mineral Water and Squash Manufacturers

LANSDOWN ROAD, SWINDON

TELEPHONE 2744/2320

#### H. E. LANE

For Bacon and Cooked Meats

\*

47 REGENT ST., 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: B. J. HEAD Secretary: R. A. MORSE

Vol. 8

NOVEMBER 30th, 1957

No. 10

#### Club Notes

Our last home game took place just four weeks ago when we defeated Colchester 4 goals to nil. Since that day we have drawn at Norwich 1—1, lost to Reading in the Cup-tie 0—1, and drawn at Walsall 1—1.

Not a feast of goal-scoring, but nevertheless, excellent performances, with Norwich League leaders and Walsall in the lower half of the table desperate for home points. The point gained at Walsall was obtained through determined play, especially by the defence, as after just one minute we were virtually reduced to 10 men owing to an injury to Macdonald.

—The list of injured players was reduced to only one—J. Fountain, but now unfortunately we must add Macdonald, who has performed remarkably well at left-half when called upon to do so in the First Team. Another casualty is Swingler, who gave some promising displays at right-back in the Reserve Team.

Incidentally, the Reserves hold quite a good position in the Combination League Table as the result of some excellent games, especially at home. Another feature has been the excellent attendances for the Second Team matches. Can we reach the 3,000 mark, or must we wait

#### B. S. BUTLER

WATCHMAKER & JEWELLER
Call and inspect our range of 'AVIA' Watches
Yours for £1 Deposit. Also SMITH'S, ORIS,
SERVICES and NEWMARK in stock

72 CRICKLADE ROAD, SWINDON Telephone 3502

#### W. G. SLATTER

RADIO & TELEVISION
Repairs to all Electrical Apparatus

74 Cricklade Road, 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 & SPIRITS

373 Cricklade Rd., Swindon

Club Notes (continued)

until the Arsenal visit the County Ground on 21st December, 1957, the Saturday before Christmas Day? The next home First Team game will be a fortnight to-day, 14th December, 1957. Reading will be the visitors, and seats are already being booked.

Several articles have appeared in the Press regarding offers of posts to Mr. Head, our Manager. All that can be said is that he is still with us, carrying out all duties connected with the five teams run by the Club.

Supporters will remember the two excellent games we had with our visitors (Coventry) last season, especially the hard fought Cup-tie. May the game to-day be equally as entertaining.

#### Famous for Rainwear

\*

HOPE & Co.

(RAYMOND SUTTON)



21/23 FARINGDON ROAD SWINDON

## **Maylott Studios**

For GROUP & SPORT Photographs
OFFICIAL PHOTOGRAPHER TO
SWINDON TOWN FOOTBALL CLUB
31 Faringdon Rd. Tel. 2792

#### C. Dunn & Son

BUILDERS & 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 to-day are supplied by . .
WISE'S Catering Service
52 GODDARD AVENUE,
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 welcome to the County Ground this afternoon the Directors, Officials and players of Coventry City.

At present in eighteenth position in the Southern Section, City have been experiencing poor fortune of late, particularly in their away games. They have scored only five goals in 7 away matches. In an effort to remedy this weakness they recently signed Ray Straw from Derby County. Last season he was Derby's top goal scorer with 37 goals.

In defence Coventry are expected to field three young players who are appearing in League football for their first season—Graham Spratt (goalkeeper), Mick Walters (full-back), and Vernon Griffiths (left-half).

The City team, with a blend of youth and experience, has a good potential, particularly with the signing of free scoring centre-forward Ray Straw.

Last season's result was a 2-2 draw, our scorers being Gibson and Edwards.

#### GODDARD & Co.

Wholesale and Retail
Wine & 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

Newsagent, Tobecomer and Confectione

SKURRAY'S : SWINDON

Telephone 2266

Any N.C.C. appn.

Hire Purchase SITES AV. 188/190 FERNDALE RE. TAINDON

-nones

#### RENTACAR

(KEMBREY STREET CORNER)

'Phone SWINDON 5809 for Contract or Short Period Self Drive

CARS : VANS : SCOOTERS

# 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

#### **EXCURSION BOOKINGS to** LONDON

from SWINDON JUNCTION Every Mon., Tues., Wed. and Thurs.

16/3

Depart 8.50 a.m.

Every Wednesday 10/6

Depart 1.8 p.m. and 4.5 p.m.

For full details and particulars of other excursions, see pamphlets



## 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

SWINDON TOWN V. COVENTRY C RIGHT WING

O

U

S

E

F

U

R

N

1

S

H

E

R

SWINDON Colours: RED SHIRTS

NEAL (2) HUDSO CLAYTON (4) RICHARDS (8) ROOS SKULL (7)

Referee: Mr. S. W. Barker (Bexley Heath)

FLEET

STRA HILL (10) SAMBROOK (11) GRIFFITHS (6) WALTERS (3) KIRK

COVENTR

LEFT WING

These teams are subj

16-17 BRIDGE ST.

## Blunsdon Abbey Caravans

BLUNSDON, SWINDON, Wilts.

Tel.: Blunsdon 281

SPECIALISTS IN RESIDENTIAL AND TOURING CARAVANS Agents for PEMBERTON, BERKELEY, STIRLING, PENARTH

Any N.C.C. approved make 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 ROAD, SWINDON

Stratton St. Margaret 3211/2/3

# ERRICKS LTD

RY CITY

Kick-off 2.15 p.m.

DON TOWN 2 HRTS, WHITE SHORTS

LEFT WING

н

0

S

T

E R

E

R

S

R

E

M

0

V

A L

BULTON

LEE (3) IUDSON'(5)

OWEN (6) EDWARDS (10)

DARCY (11)

LEET ST.

Linesmen:

Red Flag-

Mr. D. A. Munday (Mon.)

Yellow Flag-

Mr. H. G. Stennett (Bristol)

KNOX (8) STRAW (9) JAMIESON (4) KIRK (5) AUSTIN (2)

ROGERS (7)

SPRATT

NTRY CITY

subject to alteration

RIGHT WING

### SWINDON

PHONE

## Haskins Garage

Sales: Wroughton: Service

263

AUSTIN

MORRIS

LAND ROVER

ROVER

#### Avon Vale

SWINDON'S DEPENDABLE LAUNDRY AND CLEANERS

158 WESTCOTT PLACE We shall be delighted to serve you PLESSEY

may have just the job for you!

Why not enquire about present

SKILLED and SEMI-SKILLED **VACANCIES** 

# 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

# COOPERS BUY

SCRAP LEAD CAR BATTERIES

MARSHGATE WORKS SWINDON 5543

York Road Fisheries
SWINDON

WET, DRY or FRIED

Tel.: 3680

#### H. MILLARD

The Valley Stockists (PENHILL)

TOBACCONIST, CONFECTIONER, MINERALS Ice Cream, Stationery, Toys, Fancy Goods Toilet Requisites, Kiddies' Socks, Canvas Shoes

NYLONS WOOL

#### H. PRINCE

Fruiterer & 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

The absence of these notes from recent programmes has been due, not to inactivity of the Club, but to the illness of the writer, who is very grateful for many kind enquiries.

In fact the Committee has been very busy, and, as recently announced in the Press, a further sum of £2,000 has been handed to the parent

club, making £4,000 to date during the present season.

Our Honorary Secretary, too, is launching out into bigger business. In addition to the lapel badges at 1/- he now has car pennons at 2/- and blazer badges at 6/6. For those supporters who wish to look really gay he will also, in the near future, have a supply of red and white headgear—of which we will say more later.

Our veteran Honorary Treasurer, Mr. Harry Ann is ill. He is the doyen of voluntary workers for Swindon Town F.C., and a Life Member of the Club. We hope soon to see him back at the County Ground.

We have had a number of enquiries regarding the statement in the Reading F.C. programme that Swindon Town F.C. was founded in 1908. We have seen this error in programmes at Bournemouth and other places.

IF YOU WANT SERVICE, CONSULT . . .

#### Carter Bros.

80 COMMERCIAL ROAD, SWINDON

ELECTRICAL, RADIO AND TELEVISION SALES AND SERVICE

Tel.: Swindon 5832 and 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. Tel. 3262 SWINDON Tel. 3193

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

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. DUNMORE

Off-Licence and General Stores

Arkell's B.B.B. Ales and Stout
Ace Minerals::: Weston's Cider
Leading Brands of Wines and Spirits
60 RODBOURNE RD. Swindon 3224

A Drink and a chat after the match

# THE SUN INN

(Prop.: W. E. HUCK) Tel.: 3292 Fully Licensed: :: Arkell's 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 (continued)

Presumably these Clubs have all obtained their information from one

Agency, whose records are at fault.

To correct matters we may say that our Club-was founded in 1881, and professionalism was adopted in 1894 when the old Southern League was formed. Reading officials will find that their Club and ours were two of the founder members.

In 1896 the Club moved to the County Ground, and, after one season on the Cricket Ground, has been in the present quarters through-

out.

The Club became a Limited Company many years before 1908. However, Harold Fleming became a Town player during 1907/8 and the Club achieved prominence with a win in a Cup-tie against Sheffield

United at Sheffield. Possibly this is the reason for the error.

About this time of the year we usually say a word about the Football Combination matches. Gates this season, generally speaking, have been higher at these games, and all attending must have been well satisfied. Those who have not yet come along would, we feel, be well satisfied if they made the experiment.

#### 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 : GRILLS

#### Cafe Miranda

HIGHWORTH

Telephone 364

RESTAURANT : SNACK BAR

Xmas and New Year Parties now booking

#### KEY OF THE BOARD

	Aston Villa	v.	Preston N. E.
	Blackpool	v.	Portsmouth
_	Luton Town	V.	Notts Forest
	Sunderland	V.	Manchester C.
	Barnsley	v.	Bristol City
	Blackburn	v.	Middlesbrough
	Derby C.	v.	Huddersfield
	Fulham	V.	Stoke City
	Ipswich	v.	Leyon Orient
	Lincoln	v.	Doncaster R.
	Notts County	v.	Charlton A.
-	West Ham U.	v.	Cardiff
_	Gillingham	V.	Reading
	Millwall	V.	Shrewsbury
	Port Vale	V.	Norwich City
, —	Southend U.	V.	Crystal Palace
_	Bradford C.	v.	Hartlepools
	Gateshead	v.	Chester
	Halifax	v.	Southport
10	Hull City	V	Bradford
		<ul> <li>Blackpool</li> <li>Luton Town</li> <li>Sunderland</li> <li>Barnsley</li> <li>Blackburn</li> <li>Derby C.</li> <li>Fulham</li> <li>Ipswich</li> <li>Lincoln</li> <li>Notts County</li> <li>West Ham U.</li> <li>Gillingham</li> <li>Millwall</li> <li>Port Vale</li> <li>Southend U.</li> <li>Bradford C.</li> <li>Gateshead</li> <li>Halifax</li> </ul>	<ul> <li>Blackpool</li> <li>Luton Town</li> <li>Sunderland</li> <li>Barnsley</li> <li>Blackburn</li> <li>Derby C.</li> <li>Fulham</li> <li>Ipswich</li> <li>Lincoln</li> <li>Notts County</li> <li>West Ham U.</li> <li>Gillingham</li> <li>Millwall</li> <li>Port Vale</li> <li>Southend U.</li> <li>Bradford C.</li> <li>Gateshead</li> <li>Halifax</li> <li>V.</li> </ul>

#### 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 St., 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. and Mrs. Joe Woods) Fully Licensed

Simonds' Ales : Snacks, etc. Coach Parties Welcomed

PRIORS HILL : WROUGHTON

Tel.: Wroughton 380

C & M LITTLI

"COAL!"

"COAL!"

"COAL!"

J. WILMER

ST. MARGARET'S ROAD, SWINDON

Telephone: 2535

FAMILY GROCERS AND PROVISION MERCHANTS

The Shop for Good Value

190 COUNTY ROAD, SWINDON

MEET YOUR FRIENDS AT THE

#### Southbrook Inn

(Hosts.: Mr. and Mrs. Jack Scutts)
FULLY LICENSED
CLINCH BEERS, ETC.

SOUTHBROOK STREET, SWINDON Tel.: 5837

#### LUCKY PROGRAMMES

The holders of the lucky programmes on November 2nd, were :—

1178 W. Winters, Meadowcroft, Upper Stratton.

4120 Mr. C. Richien, Upper Churnside, Cirencester.

# The FOOTBALL PINK

completes
the
Sportsman's
Saturday

For High Class
Central Heating, Plumbing
Painting and Decorating
Electrical Installations
and Repairs

NORTH WILTS
Sanitary & Heating
Co. Ltd.

**NEWPORT ST., SWINDON** 

'Phone: 4201

Always at your service.

#### L. BIBBY

For all Types, 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. and 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

Grocery, Greengrocery, Confectionery and Chemist Sundries AGENT FOR WALL'S ICE CREAM

63 HAYDON ST., 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.

Nº 3861

#### 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 MEN'S WEAR

HENRY BEST LTD.

123 VICTORIA ROAD, SWINDON
TELEPHONE 4288

# SPASTICS

NATIONAL SPASTICS SOCIETY

28 Fitzroy Square London, W.1.

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: Simond's Beers: Snacks, Etc.

WESTCOTT PLACE, SWINDON

Telephone 5363

# J. J. Jefferies & Son

GROCER & PROVISION STORES

The Shop for Good Value

27 SHRIVENHAM ROAD, SWINDON

'Phone: 3306

Advertising Rights acquired by Sports Publications, 46 Watford Way, London, N.W.4 Printed by Swindon Signcraft Ltd., Henry Street Works, Swindon: Telephone 3282