SWINDON TOWN FOOTBALL CLUB

SATURDAY, 15th FEB., 1958
Division III (South)

SWINDON TOWN

GILLINGHAM Kick-off 3 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:

DIVISION III (South)

SWINDON T. v. CRYSTAL PALACE

SATURDAY NEXT, 22nd FEBRUARY, 1958

Kick-off 3 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

15th FEBRUARY, 1958

No. 17

Club Notes

Today "Warning Notices" are printed in this programme, because of incidents which took place after the game against Exeter City on 4th January, 1958.

Repetition of such incidents will only bring discredit to the Club, and could result in the closing of the County Ground for a period, with disastrous results both from the playing and financial sides.

We appeal to all spectators to help us in our efforts to ensure no interference whatsoever with players or officials, and that no missiles (yes, even cardboard cartons), are thrown.

The ring-seats have been removed, more fencing erected at the players entrance and exits closed.

We fully appreciate this has affected a portion of our supporters, but we ask you to be tolerant, and realise these alterations have been carried out for the benefit of the majority of the spectators.

There is now no exit from the North West corner of the ground, and we hope all spectators in the Central Section of the Enclosure will at the finish of the game turn left, and leave the ground by the exit under the Press-Box, not climb over the fences.

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)

Please note, we do ask spectators in all parts of the ground not to climb over the fence, and to the boys "Do not sit on the fence with your legs in front, or you may be injured by a player running into the fence."

The well-earned point at Millwall was sufficient to keep Swindon in the proud position of leaders of the Third Division (South). With two consecutive home games, we must surely now be considered as good favourites to win the league. There is still a long way to go, but it is good to see the old club in such a challenging position. We hope we keep up the wonderful home record today. Good Luck to the team, and may we enjoy a grand game.

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, SWINDON
Telephone 5562

Also at Majestic and Regal Ballrooms, Coate Water and Town Gardens High-class service for Weddings, Suppers

THE FOOTBALL ASSOCIATION

Notice to Players, Officials and Spectators

EXTRACT FROM RULES

Players, Officials and Spectators are only allowed to take part in or attend matches on condition that they observe the Rules of the Association, and every Affiliated Association or Club is required to observe and enforce such Rules.

Every Association or Club is responsible to the Council for the action of its Players, Officials and Spectators, and is required to take all precautions necessary to prevent Spectators theatening or assaulting Officials and Players during or at the conclusion of matches. An Official of an Association or Club, Referee, Linesman or Player shall not bet on any Football Match, and Associations and Clubs are also required to prevent betting and the use of objectionable language by Spectators. In the case of a breach of this Rule, any Player, Official or Spectator may be removed from any Ground, and such force used as may be necessary for the purpose of effecting such removal.

The Association shall be entitled to publish in the Public Press, or in any other manner it shall think fit, reports of its proceedings, acts and resolutions, whether the same shall or shall not reflect on the character or conduct of any Club, Official, Player or Spectator, and every such Club, Official, Player or

Spectator shall be deemed to have assented to such publication.

Issued by Order of the Council of the Football Association, STANLEY ROUS, Secretary.

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 may be.

SKURRAY'S : SWINDON

Telephone 2266

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

HALF-DAY EXCURSION BOOKINGS

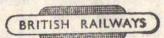
Every Wednesday

LONDON

11/3

from SWINDON JUNCTION
Depart 1.8 p.m. and 4.5 p.m.

Return from Paddington 6.35, 8.5 9.25 9.50 or 11.50 p.m. the same day.



Western Region

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

MILLS & MER

SWINDON TOWN v. GILLINGHAI SWINDON

RIGHT WING

o

U

S

E

F

U

R

N

1

5

Н

E

R

Colours : RED SHIRT

NEAL (2)

SKULL (7) RICHARDS (8) MICKLEY RI

Referee:

Mr. L. Callaghan (Merthyr Tydfil) SAUN

MORGAN (11)

FLETCHER (10) SAUN LAING (6) NEKREY

HAANAWAY (3)

LEFT WING

GILLING These teams are sub

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

ROAD, SWINDON OXFORD

Stratton St. Margaret 3211/2/3

ERRICKS L

GHAM

Kick-off 3 p.m.

DON TOWN

SHIRTS. WHITE SHORTS

LEFT WING

н

0

S

T

E R

E

R

R

E

M

O

A

BURTON

BINGLEY (3)
IUD ON (5) THOMPSON (6)
LEWRIGHT (9) EDWARDS (10)

DARCY (11)

FLEET ST.

Linesmen:

Red Flag-

Mr. A. Guise (Strat.-on-Avon)

Yellow Flag-

Mr. H. Williams (Aberdare)

SAUNDERS (9) HUTTON (8) JEKREWS (5) RIGGS (4)

PARRY (2)

TAYLOR (7)

SIMPSON

LLINGHAM

ire subject to alteration

RIGHT WING

r. SWINDON

Haskins Garage

Sales: Wroughton: Service 263

AUSTIN

MORRIS

LAND ROVER

ROVER

Avon Vale

SWINDON'S DEPENDABLE LAUNDRY AND CLEANERS

158 WESTCOTT PLACE Tel. 3039

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



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

COOPERS BUY

SCRAP LEAD CAR BATTERIES

MARSHGATE WORKS SWINDON 5543

ONE QUALITY ONLY-THE BEST! FRESH SUPPLIES DAILY York Road Fisheries SWINDON

WET, DRY or FRIED

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

This is the first opportunity we have had to make any expression of sympathy following the Manchester United air disaster, and, now that

the opportunity has arisen, we find words totally inadequate.

Last Saturday an elderly gentleman who does not usually attend our Reserve matches (having about 12 miles to travel), was present at the County Ground, as he stated that he felt he could thus observe the two minutes silence better, and it may be that many of us felt that, on this occasion, silence was more eloquent and more effective.

We have been asked what we intend to do by way of contributions to any fund which may be launched following the disaster. At the time of writing no decisions have been made, but supporters may rest assured that when a suitable fund has been launched, we are confident that, both the Football Club and we ourselves, will play our parts to the full.

Supporters generally will be gratified that a testimonial match is to be played on behalf of Mr. A. S. (Bert) Davies, Assistant Secretary and former player of the Town. The writer first made his acquaintance as a very youthful autograph hunter when football was resumed after the

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

Tel. OXFORD 2860

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)

1914-18 war, and has known him throughout the intervening years, during which time Mr. Davies has been associated with the Town in varying capacities. It was at the end of the 1919-20 season that he toured South Africa with the English team. If memory serves aright his partner on the left wing was Joe Smith, the Bolton international, who has been Manager of Blackpool for a number of years and whose retirement has just been announced.

Older supporters of the Town will remember Bert Davies as a very successful left-winger (so many today seem unable to use their left foot, as he could), but he played quite a number of games at inside-left, once or twice at inside-right, and on one occasion, in an emergency (we believe against Brighton), at left full-back. Supporters will be pleased to assist the Testimonial Fund in addition to having the opportunity of seeing some first-class players in action.

Holders of Lucky Programmes on 25th January were :-

No. 1510 Mr. A. Szynnelski, Ponting Street, Swindon. No. 3785 Mr. S. J. Styles, Hinton Street, Swindon.

COATE GARAGE



REPAIRS SERVICING 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 5 Miles from Swindon-

JESMOND HOUSE HOTEL Highworth

Beautifully appointed Georgian Restaurant open to non-residents till 10.30 p.m.

All Bedrooms H. & C. Spacious Car Park Members' Cocktail Bar

Telephones: Highworth 364 & 241
Management : : : Miranda Catering

KEY OF THE BOARD

		KEI OI IIIE	DUANL	
A	-	Bristol City	٧.	Bristol Rovers
В	-	Bolton W.	v.	Stoke City
C		Cardiff C.	v.	Blackburn Rovers
D	-	Scunthorpe	V.	Liverpool
E	-	Sheffield United	v.	West Brom. A.
F	-	West Ham United	- v.	Fulham
G		Wolverhampton W.	v.	Darlington
H	_	Burnley	v.	Luton Town
1	_	Nottingham Forest	v.	Tottenham Hotspur
J	_	Sheffield Wed.	V.	Chelsea
K	-	Sunderland	V.	Blackpool
L	_	Derby County	v	Notts County
M	-	Swansea Town	v.	Ipswich Town
N	-	Aldershot	V.	Exeter City
0	_	Bournemouth	٧.	Southampton
P	-	Colchester U.	v.	Coventry City
Q		Newport County	V.	Brighton
R	_	Norwich City	v.	Walsall
S	_	Torquay United	v.	Reading
T	-	Watford	V.	Millwall

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

"COAL!"
"COAL!"

J. WILMER

ST. MARGARET'S ROAD, SWINDON

Telephone: 2535

MEET YOUR FRIENDS AT THE

Southbrook Inn

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

SOUTHBROOK STREET, SWINDON Tel.: 5837 C. & M. LITTLE

FAMILY GROCERS AND PROVISION MERCHANTS

The Shop for Good Value

190 COUNTY ROAD, SWINDON

STAND SEATS

Tickets for seats in the stands for our next match against CRYSTAL PALACE on Saturday, 22nd February, are now on sale at the Enquiry Office. Postal applications should be accompanied by a remittance and stamped, addressed envelope and forwarded to:—Secretary, Swindon Town F.C., County Ground, Swindon.

Prices—Centre Stand 6/-, Side Stands 4/3

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 standing numbers should call at the office after the game and claim their seats.

Nº 4216

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.I.

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