



SWINDON TOWN FOOTBALL CLUB

SATURDAY, 8th MARCH, 1958

Division III (South)

SWINDON TOWN

v.

BRENTFORD

Kick-off 3 p.m.

Official Programme **3^D**

***Southern Laundry
Co. Ltd.***

LAUNDERERS & DRY CLEANERS

TELEPHONE 4161

Station Rd., Swindon

C. LLOYD & SON

LTD.

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 TOWN v. PORTSMOUTH

SATURDAY NEXT, 15th MARCH, 1958

Kick-off 3 p.m.

A welcome stop
on your way across town . . .

White Hart Hotel

(Prop.: Arthur Payne)

FULLY LICENSED

Newport Street, Swindon

LEESE, ING & Co. Ltd.

Incorporating BARKER & CO.

*Mineral Water and
Squash Manufacturers*

LANSDOWN ROAD, SWINDON

TELEPHONE 2744/2320

STADIUM SEATS

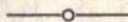
SEND FOR OUR ILLUSTRATED BROCHURE

We can manufacture to suit your requirements

**MARTYN LYNshaw COMPANY, BOUNDARY WORKS,
STRATTON ROAD, 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

8th MARCH, 1958

No. 19

Club Notes

Despite the fact we gained a valuable point at Torquay, we lost valuable ground in the League Table because all our nearest rivals won their games.

However, hopes still exist that we may yet reach the top because many of the Clubs holding high positions have yet to play one another. For instance, today, Reading visit Southampton and, of course, Brentford visit Swindon.

Swindon made a great start at Torquay, leading by 2 goals to nil after only a quarter of an hour. Apparently the forwards cleverly lead by newcomer Kelly excelled themselves and made the Torquay defence look poor indeed.

Gradually our opponents came back to their form of the past weeks, and scored before half-time and equalised soon afterwards. Supporters were probably disappointed with a draw when they had learned the early score. Nevertheless, a draw away from home against a team fighting desperately to get away from the bottom of the table was no mean performance. It was very pleasing to read the remarks in the London press regarding the superb fitness of the Swindon team.

The 2,500 spectators at the County Ground saw a most entertaining game against Leyton Orient Reserves. Undoubtedly our lads deserved to win, and would have done so but for the display of goalkeeping by Groom-

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)

bridge. He gave a dazzling performance of the art of goalkeeping aided by that "little bit of luck" so necessary.

We thought the sportsmanship of our supporters splendid by the way they applauded his efforts, even though they robbed us of victory. The applause was most noticeable after the two penalty saves, although many spectators thought he moved even more on the second occasion. Well done supporters, please keep up the good work. No doubt you will have much to applaud today, as Brentford always give excellent displays at the County Ground. No one, I'm sure, can forget the game against Brentford at the beginning of last season.

May we see equally as good a game today, but please may Swindon be the winners.

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 threatening 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

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
to

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.

BRITISH RAILWAYS

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 FERNDAL RD., SWINDON

Telephone : 3809

Swindon Bacon Curing Co. Ltd.

*Specialists in
Bacon, Pork & Cooked Ham*



50 FLEET STREET

SWINDON

Telephone : 2122

MILLS & MER

H
O
U
S
E

F
U
R
N
I
S
H
E
R
S

SWINDON TOWN v. BRENTFORD

SWINDON T

RIGHT WING

Colours : RED SHIRTS, V

BURTON

NEAL (2)

HUDSON (1)

SKULL (7)

OWEN (4)
RICHARDS (8)

KELLY (9)

Referee :

Mr. R. H. Mann
(Worcester)

SAUNDE
HOUSE AGE
FLEET ST

NEWCOMBE (11) TOWERS (10) FRANCIS
COOTE (6) DARGIE (5)

HORNE (3)

CAKEBREA

BRENTFOR

LEFT WING

These teams are subject

16-17 BRIDGE ST. S

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.

ORD

Kick-off 3 p.m.

ON TOWN

HIRTS, WHITE SHORTS

LEFT WING

URTON

BINGLEY (3)

EDSON (5) FOUNTAIN (6)

LLY (9) EDWARDS (10) DARCY (11)

NDERS

SE AGENTS

FEET ST.

Linesmen :

Red Flag—

Mr. H. V. Gisborne
(Sherborne)

Yellow Flag—

Mr. W. J. Mardon
(Bristol)

FRANCIS (9) RAINFORD (8) PARSONS (7)

EGIE (5) BRISTOW (4)

WILSON (2)

KEBREAD

NTFORD

subject to alteration

RIGHT WING

T. SWINDON

PHONE
5365

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

Haskins Garage

Sales : Wroughton : Service
263

AUSTIN
LAND ROVER

MORRIS
ROVER

Avon Vale

SWINDON'S DEPENDABLE
LAUNDRY AND CLEANERS
158 WESTCOTT PLACE Tel. 3039
We shall be delighted to serve you

PLESSEY

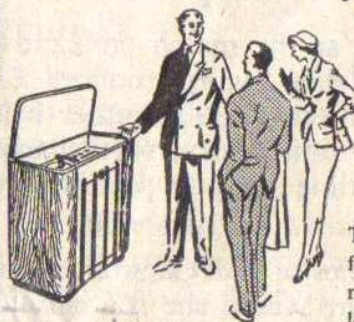
may have
just the job for you !



Why not enquire
about present

SKILLED and SEMI-SKILLED
VACANCIES

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



Garrard
record playing units

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 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 collection at the match on 22nd February on behalf of the Manchester United Relief Fund, produced £102. In view of the fact that the gate on that day was 10,300—rather below average—this amount may be regarded as very satisfactory, particularly as the necessary permission was not received in time for any preliminary advertisements or notices to be issued.

One of the ladies of our Committee, at present in Canada, has sent us a list of people there whom she has enrolled as members of the Club. This "missionary spirit" has much to commend it, and we hope that our supporters nearer home will do all possible to introduce newcomers to Swindon to the County Ground.

We know that this is by no means easy, having tried to bring people along to matches. Some have said quite frankly that they would prefer to go to London for the day and watch the team which they have habitually supported. This attitude can readily be understood. Others have said that, having supported one of the bigger London clubs, they do not relish the

IF YOU WANT SERVICE, CONSULT . . .

Carter Bros.

80 COMMERCIAL ROAD, SWINDON

For
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

THE 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 **COATE**

(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)

idea of watching a Division III team. However, on occasions, we have been successful in bringing newcomers to the County Ground, and a number of them have acquired the habit of attending regularly.

One of the London papers last week-end referred to Swindon players as "a magnificently trained team, lacking, near goal, some of the killer-instinct necessary to a promotion team." On behalf of all supporters we wish the forwards "good hunting" today, in order to recover some of the ground which has been lost during the last few weeks. We hope that J. Kelly's stay with Swindon will be happy and successful.

The holders of the "Lucky Programmes" on 22nd February were :—

No. 391 Mr. C. Hughes, Tydeman Street, Swindon.

No. 2404 Mr. H. Vizer, Brokenborough, Nr. Malmesbury.

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

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

A — Arsenal	v. Chelsea
B — Aston Villa	v. Burnley
C — Blackpool	v. Nottingham Forest
D — Bolton W.	v. Birmingham
E — Leeds U.	v. Tottenham Hotspur
F — Leicester C.	v. Portsmouth
G — Luton Town	v. Manchester City
H — Manchester Utd.	v. West Brom. A.
I — Wolverhampton W.	v. Newcastle United
J — Blackburn R.	v. Grimsby
K — Bristol Rovers	v. Liverpool
L — Derby County	v. Middlesbrough
M — Fulham	v. Charlton A.
N — Ipswich	v. Stoke City
O — Lincoln City	v. Cardiff City
P — Notts County	v. Bristol City
Q — Sheffield United	v. Huddersfield
R — Aldershot	v. Torquay
S — Queen's Park R.	v. Walsall
T — Southampton	v. Reading

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!"

"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

THE FOOTBALL LEAGUE

v.

THE SCOTTISH FOOTBALL LEAGUE

at ST. JAMES' PARK, NEWCASTLE-UPON-TYNE on

WEDNESDAY, 26th MARCH, 1958

Kick-off 7.45 p.m. (Floodlight)

Prices of Admission : Wing Stands 7/6; Centre Paddock 5/-; Wing Paddock 4/-;

Goal Enclosures 3/-; Popular Side 2/6

Tickets may be obtained from Newcastle United F.C., St. James' Park,
Newcastle-upon-Tyne, to whom all applications should be sent together
with remittance and stamped addressed envelope.

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 WHITE HOUSE

(Hosts : Mr. and Mrs. Stan Rider)

1 CORPORATION ST., SWINDON

We sell USHERS BEERS

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 FOR WALL'S ICE CREAM

63 HAYDON ST., 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 grand 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 0158

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

PLEASE HELP 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