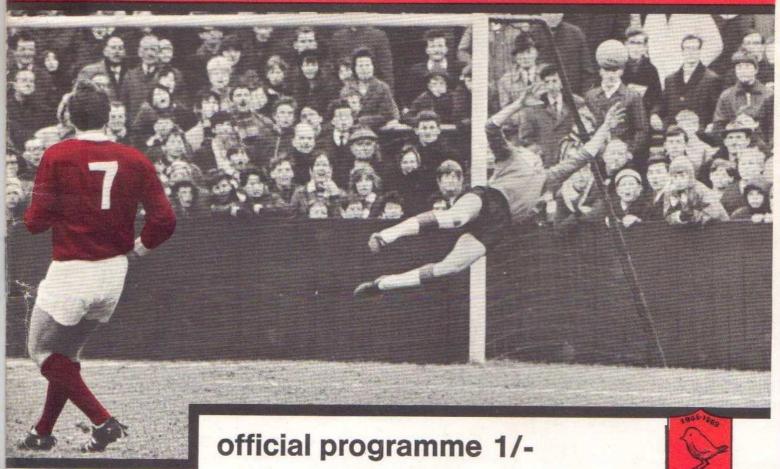
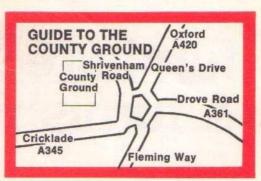
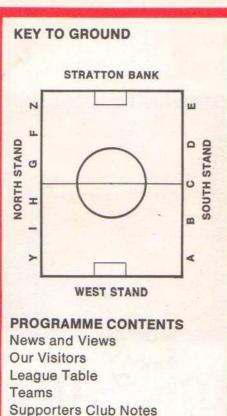


SWINDON TOWN FOOTBALL CLUB







Club Information

furniture & furnishings

of charm and distinction . . . carpets floor coverings loose covers curtains skilled workshop repair service . . .



mills+merricks

Itd

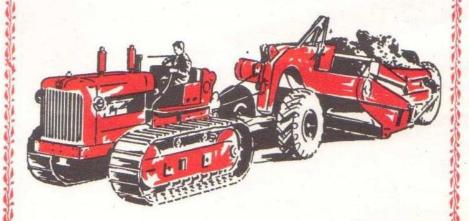
established over 65 years

16/17 Bridge Street Swindon phone 5365/6

H. HIBBERD LTD.

40 NEWPORT STREET, SWINDON

Plant Hire Contractors



FOR YOUR EARTH-MOVING EQUIPMENT

TELEPHONE SWINDON 6125

SWINDON TOWN FOOTBALL COMPANY LIMITED

Registered Office: COUNTY GROUND, SWINDON

Mr. W. J. CASTLE (President)

DIRECTORS:

Mr. J. DAVIES (Vice-President)

Mr. H. E. LANE (Chairman)

Mr. R. FRICKER (Vice-Chairman)

Messrs. F. L. COLLINGS, A. W. DONE, M. EARLE, C. J. GREEN, F. PLYER,

H. WILLIAMS, K. H. WILMER and Dr. J. NICHOLAS

Manager: D. WILLIAMS Secretary: R. A. MORSE

VOL. 19

SATURDAY, 4th JANUARY, 1969

No. 17

SATURDAY, 4th JANUARY, 1969

F.A. CUP — THIRD ROUND

SWINDON TOWN

V.

SOUTHEND UNITED

Kick-off 3 p.m.

REFEREE:

MR. M. V. SINCLAIR (Guildford)

LINESMEN:

Red Flag—MR. A. F. MYERS (Feltham)

Yellow Flag—MR. J. W. SMITH (Wimborne)

NEWS and VIEWS

So the totally unexpected has happened — Swindon go to Wembley for a Cup Final. How often have we said: "Wait until we play on that world-renowned ground". How many of us ever really expected to make such a journey.

So much has been said and written about that great game at West Bromwich in the replay Semi-Final, that there is little to add. It was a fantastic game, the like of which we may never see again. To be leading until two minutes from full-time, and then to have two goals scored against in the space of two minutes is enough to completely deflate any team. Yet, with great tenacity of spirit, and outstanding fitness, Swindon came back to win by three goals to two.

It certainly is thrilling to be in this position, but let us not be carried away by our emotions. There is still a hard slog ahead before the end of the season. Our sights must still be set on promotion, and remember also we are still engaged in the F.A. Cup today. Remember too the old adage: "It is far easier

to get to the top than remain there".

The daily press all carried "rave" notices, but the following extract is probably the best and most true: "It was an epic performance, far in advance of any Third Division standards. The spark of inspiration and sense of team work was achieved just when it mattered. Even when Burnley scored Swindon still had the courage and indeed the football to come back again. A wonderful performance from a remarkable side".

Mention has been made recently of some of our earlier exploits and our appearances in two Cup semi-finals, but it will surprise most of our readers to know that Swindon did appear in a cup-final, and it came about in this manner. In 1908 the Football Association decided to organise a Charity Shield Competition to be played annually, the object being

that charity should benefit by receiving the gross receipts of the matches. The competing clubs to be Champions of the Football League v. Champions of the Southern League. The match to be played on the ground of Chelsea F.C. in May.

The first final between Manchester United and Queen's Park Rangers was drawn, but Manchester United won the replay by 4 goals to 0. Total receipts for charity, £1,275. The referee for this game was the redoubtable Jack Howcroft, one of the finest referees ever. Many of our supporters will remember him. He was indeed a great friend of Sam Allen (that outstanding Swindon personality). Incidentally, he refereed our Cup Replay at Highbury, after we had drawn with Arsenal (then in their heyday) 0—0 in the F.A. Cup Third Round in 1929. In 1909-10 Newcastle United defeated Northampton Town 2—0. Receipts, £226. In 1910-11, Brighton (the Southern League Champions) defeated Aston Villa 1—0. Receipts, £284.

In 1911-12, as Champions of the Southern League, Swindon had the honour of playing the famous Manchester United in the Final. Result, Manchester United 8, Swindon Town 4. This created a unique record, and one which may stand for a very long time. The highest number of goals ever scored by a losing team in a Cup-Final. Unfortunately the receipts were very low, only £154, and we do not know the reason.

The Swindon team for that game, if memory serves me right, was: Skiller; Kay, Walker; Tout, Silto, Handley; Jefferson, Fleming, Wheatcroft, Bown, Bolland.

In 1913-14 Swindon had slight revenge as they defeated Manchester United 1—0 at the County Ground in the First

Round of the F.A. Cup.

Supporters will of course realise the Charity Shield is competed for by the Champions of Division One versus F.A. Cup Winners. The match is played on the Saturday prior to the opening of the season.

NEWS AND VIEWS-continued

Amidst all this glamour and glory, let us not forget those persons behind the scenes. The men and women who really are the backbone of the Club, through fair and foul weather.

Firstly, the office staff, and the tremendous pressure under which they have worked during the past six months — no glory and little thanks for them. They must be sick of the sight of Cup-tie tickets, and must surely hear in their sleep the constant rat-tat-tat on the aperture door. Remember too, our office is by no means the largest, best-equipped, or most over-staffed in the football world.

Spare a thought, too, for those who work with the Reserves, the Hellenic and Borough League teams. No glory for them, only the constant battle of producing teams, and encouraging

young players.

Rarely if ever do they see the first team play. For them the wide open spaces and mud of the Recreation Ground, and the Junior Clubs. Yet those are the people most ready to help, and so often do the running about. Time and time again they are completely on their own, dealing with a dozen problems: kit, first aid, transport, injuries, shortage of players, etc. Yet these are the people on whom we rely to produce the Swindon Town team of the future. They certainly deserve our thanks. When the senior team is doing well, these people are completely forgotten or not wanted.

We hope we shall see them all at Wembley.

We are sorry to inform our supporters that "Jock" Walker, one of the finest full-backs to play for Swindon died recently. Also Percy Day, for many years chief gate steward at the County Ground. "Georgie" Walker, one-time amateur, and later a scout for Swindon Town F.C., died suddenly as he was returning from West Bromwich. All connected with the Club extend their deepest sympathies to the relatives of these three loyal servants.

WILTS CLEANING SUPPLIES SERVICE

30 FLORENCE STREET SWINDON WILTSHIRE

Telephone 21012

Suppliers of all types of cleaning, and ancillary materials, to Hospitals, Local Authorities, Schools, Factories, Shops, Hotels, Clubs, Churches, etc. Special prices and contract prices arranged and a prompt and free delivery within 30 miles of Swindon.

Agents for: Progress Floor Treatments, Polishes etc. S. C. Johnsons Polishes etc. Kimberly Clark Paper Products. Deb Chemicals, Swarfega, Jizer, Janitol, Verve, Lanimol, Tot etc. Geerpres Mopping Equipment, Window Squeegees etc. Floor Scrubbing and Polishing Machines Demonstrated. Electric Light Bulbs, Fluorescent Tubes and Fittings etc.

We supply everything you need for keeping your premises clean at the lowest cost. Plus a free advisory service on all aspects of cleaning problems, this is backed by over 25 years experience in the industrial cleaning field. So, if you have problems, consult us.

Comprehensive range of goods kept, Steel Wool, Floor Pads, Nylon Pads, Brillo Pads, Plastic and Galvanised Buckets, Dustpans, Boiler Fillers, Yarn and Cotton Mops, Broom Handles, Minit Mops, Addis Mops, Tea Towels, Chamois Leathers, Scrim, Disinfectants, Channel Blocks, Toilet Rings, Scouring Powder, Liquid Soap, Bleach, Dusters, Stockinette Wipers, Floorcloths, Toilet Soap, Carbolic Soap, Toilet Cleansers, Toilet Paper, Brasso, Silvo, Duraglit, Windowlene, Air Freshener and Fly Killers, Vapona etc.

MANY OTHER ITEMS STOCKED RING SWINDON 21012

SOUTHEND UNITED FOOTBALL CLUB LTD. Pen Pictures — Season 1968/69

TREVOR ROBERTS (Goalkeeper)

Has a number of Welsh Amateur International Caps to his credit. Joined Liverpool while at University there, and played in the Reserve side for two years before being transferred to Southend United in January 1966. Holds a University Degree in Geography. Born Caernarvon, North Wales. Height 6ft. Weight 13st.

LAWRIE LESLIE (Goalkeeper)

An experienced and fearless goalkeeper who joined Southend United from Millwall in July 1968 as Player/Assistant Coach. In a successful career he has won 9 full Scottish International Caps, and been a regular choice for West Ham United, Stoke City, Millwall and Airdrie. Born Edinburgh. Height 5ft. 10½ ins. Weight 13st. 2lbs.

TONY BENTLEY (Right Back)

Joined Southend United from Stoke City as a right winger in 1961. After a spell at wing half has now found his best position. An experienced player with over 300 first team games to his credit. Born Trent Vale. Height 5ft. 7ins. Weight 11st.

GRAHAM BIRKS (Left Back)

Signed from Peterborough United in January 1966, and before that was with Sheffield Wednesday. His consistent and polished displays have attracted the attention of several clubs. Born Sheffield. Height 5ft. 9ins. Weight 11st. 3lbs.

SAMMY McMILLAN (Wing Half)

A-"Busby Babe" who has played in several first division games and was capped twice by Northern Ireland. A prolific scorer for Wrexham for four years before joining Southend United for a substantial fee in September 1967. Now converted into a successful wing half. Born Belfast. Height 5ft. 8ins. Weight 12st. 3lb.



W. J. CASTLE

Office and Bakery
4 and 5 MARKET STREET
S W I N D O N

Telephone 22017

Specialists-

DAIRY CREAM - PASTRIES
BUNS - ROLLS - SPONGES

Dobell Shearman & Co. Ltd. High Street, Swindon

Telephone: 4961

FANCY AND COMMERCIAL STATIONERS

TYPEWRITERS & OFFICE EQUIPMENT

Greetings Cards for all Occasions from Leading Art Publishers

Heating Services (C.G.H.) Ltd.

HEATING, PLUMBING & VENTILATING ENGINEERS

INSTALLATION & REPAIRS

24 HOUR MAINTENANCE SERVICE

28 BUCKINGHAM RD. Tel: SWINDON 27630

Men

OUR VISITORS—continued

JOHN KURILA (Wing Half)

Joined Southend United from Northampton Town in July 1968. Played a leading role in the "Cobblers" rise from Fourth to First Division. A strong, forceful defender. Previous clubs include Celtic, Bristol City and the Canadian club, Hamilton Steelers. Born Glasgow. Height 5ft. 10½ins. Weight 12st. 8lb.

MEL SLACK (Wing Half)

Signed from Sunderland, his only previous professional club, in August 1965. A strong, tenacious player who has also played at inside forward. Born Bishop Auckland. Height 5ft. 6½ ins. Weight 12st. 2lbs.

EDDIE CLAYTON (Inside Forward)

Joined Southend United from Tottenham Hotspur for a large fee in March 1968. In 10 years service with the Londoners he made over 100 first team appearances, scored over 20 goals and played in seven different positions. An extremely skilful ball player. Born Bethnal Green, London. Height 5ft. 7ins. Weight 11st. 9lbs.

JOHN BABER (Forward)

Joined Southend United from Charlton Athletic, where he was an apprentice professional, as an amateur and signed professional forms in September 1966. A fast, thrusting striker who can play in any forward position. Born London. Height 5ft. $6\frac{1}{2}$ ins. Weight 11st.

BILLY BEST (Forward)

Signed from Northampton Town in January 1968. An ever-present for the rest of the season, scoring 14 goals in only 20 matches. A fast, dangerous striker who has played in all four League divisions and yet is still in his early twenties. Height 5ft. 6ins. Weight 10st. 9lb.

GARY MOORE (Centre Forward)

Signed from Grimsby Town at the beginning of November, and has scored 10 goals in 9 appearances to date. Previous club, Sunderland; joined Grimsby Town in 1967.

PHIL CHISNALL (Inside Forward)

Most expensive signing in the history of Southend United. Former "Busby Babe", and an under-23 International for England. Was transferred from Manchester United to Liverpool for £30,000 four years ago. Joint leading goalscorer last season with 17 goals. Born Manchester. Height 5ft. 7ins. Weight 11st.

OUR VISITORS—continued

JOHN McKINVEN (Outside Left)

Signed from Raith Rovers in 1960. Ball playing left winger who has always retained a first team spot during his service with Southend United. Joint top marksman last season with 17 goals. Born Campbelltown, Scotland. Height 5ft. 94ins. Weight 10st. 5lbs.

MIKE BEESLEY (Utility Player)

A utility man who filled several different positions admirably last season. Joined West Ham United straight from school and signed for Southend United for a substantial fee in August 1963 as a centre forward. Went to Peterborough United in 1964 but re-signed for Southend United in August 1967. Height 5ft. 10ins. Weight 12st.

HOWARD MOORE (Outside Right)

Young winger who played regularly for Gillingham at the start of last season, his first in League soccer. Joined Southend United in January 1968. Height 5ft. 10ins. Weight 10st.

IAN RILEY (Full Back)

Promising young full back. Joined Southend United in November 1967 as full-time professional. Had first team experience last season. Born Tollesbury. Height 5ft. 9ins. Weight 10st. 7lbs.

IAN HAMILTON (Inside Forward)

Signed for Southend United in September 1968 from Chelsea, with whom he made several first team appearances when only 16 years old. Holds an England Youth Cap. Born Streatham, London. Height 5ft. 93 ins. Weight 10st. 8lbs.

APPRENTICE PROFESSIONALS

PETER HUNT (Forward)

Only 16 years old and signed apprentice professional forms with Southend United in July 1967 direct from school. Played regularly in the Reserve side last season and scored several goals. Born London. Height 5ft. 6ins. Weight 10st.

MIKE O'CONNOR (Forward)

Signed as an apprentice professional in the summer of 1968. Prolific goalscorer in local Junior soccer last season. Born Romford. Height 5ft. 101/2 ins. Weight 12st. 11lbs.

DAVID BARNETT (Centre Half)

Like fellow apprentice Peter Hunt, David was a member of the Fryerns Boys Club for 6 years before signing apprentice professional forms for Southend United in July 1968. Born London. Height 5ft. 9½ins. Weight 10st. 10lbs.

BRETTS

PET AND GARDEN SUPPLIES

32-33 Commercial Rd. Swindon 6 Cromwell St. Swindon

At Your Service

A. E. LUDLOW LTD.

Wholesale Fruit and Potato Merchant
COLBOURNE STREET, SWINDON, WILTSHIRE
Telephone Swindon 3583

We deliver Fresh Fruit, Vegetables and Potatoes daily
WHOLESALE ONLY

FOR ALL YOUR ANGLING NEEDS
CONSULT

FRANK WOODWARD

Swindon's Fishing Tackle Specialist

25 HAVELOCK ST., SWINDON PHONE 3879 For Paints of Good Quality

H. S. HODGES & SONS

CRICKLADE RD., SWINDON

Dulux, Brolac, Valspar, Walicharm, etc.

SOUTHERN LAUNDRY CO. LTD.

Launderers and Dry Cleaners

HAYDON ST. - SWINDON TELEPHONE 4181 The Advertisers in this programme have supported the Club. Will you help us reciprocate by supporting them whenever possible?

6.0

W. J. SELWOOD

Telephone Swindon 5884 Saddlery

General Leather Goods Manufactured and Repaired to Your Individual Requirements

> 103 BROAD STREET SWINDON, WILTSHIRE

Always at your service

L. BIBBY

For all Types-Rags, Iron and Metal, etc. Spot Cash Paid. Please Tel. 2101 and our van will call.

THE PADDOCK, ERMIN STREET STRATTON ST. MARGARET

COWLEY BROS (WROUGHTON) LTD

Building Contractors

28 NEWPORT STREET SWINDON

Telephone 6870

WISES CATERING SERVICE

(Reg. Wise)

Our Caterer for the past 20 seasons Guarantees

A GOOD CUP OF TEA AT THE COUNTY GROUND

A full range of Sweets and Cigarettes at any of our five kinsks on your way in. ENJOY YOURSELF

May

Warnes Rentals-

To be sure!

51 Commercial Road. SWINDON

Telephone 6486

DIVISION III							
Date I	Opponents 1968	Ground	Result				
August 13	Torquay United (League Cup)	14,702(H)	2—1				
17	Stockport County	13,350(H)	1—0				
24	Hartlepool	5,732(A)	0—0				
27	Reading	16,765(H) 12,302(H)	0—0				
31	Plymouth Argyle	7.806(A)	1—1				
September 4	Bradford City (League Cup)	8,709(A)	0—0				
10	Watford	12.214(H)	4—3				
14	Walsall	10 593 (H)	1-0				
18	Walsall	11,920(A)	0—2				
21	Bristol Rovers	10,364(A)	11-2				
24	Blackburn Rovers (League Cup)	15,402(H)	1—0				
28	Shrewsbury Town	12,087(H)	3—0 1—0				
October 5	Orient	47 AEO (A)					
9	Reading	7 F 47 (A)	2_1				
12 16	Brighton & Hove Albion	23,810(A)	2—2 2—1 3—0				
19	Torquay United	15,152(H)	2—1				
21	Coventry City (League Cup Replay)	23,828(H)	3—0				
28	Oldham Athletic	4,238(A)	3—2 0—0				
30	Derby County (League Cup)	35,104(A)	0—0				
November 2	Southport Derby County (League Cup Replay)	18,910(H)	5—1 1—0				
5	Derby County (League Cup Replay)	26,449(H)					
9	Luton Town	17,250(A)	0—2 1—0				
16	(1) F.A. Cup Canterbury Burnley (League Cup Semi-Final)	(A)	2—1				
23	Manager and Taxable	(1)	0—2				
26	Northampton Town	6,827(A)	6—2				
December 4	Northampton Town Burnley (League Cup Semi-Final)	28,000(H)	1—2				
7	(2) F.A. Cup Grantham	(A)	2—0				
14	(2) F.A. Cup Grantham Brighton & Hove Albion	10,907(H)	3—2				
18							
26	Torquay United Orient (3) F.A. Cup Southend United Southport Luton Town	7 101 (A)	0—1				
January 4	(3) F A Cun Southend United	(H)					
11	Southport	(A)					
18	Luton Town	(H)					
24	Tranmere novers						
25	(4)	(4)					
February 1	Barnsley(5) Mansfield Town) ₁ (
15	Barrow	(A)	I constitution to the second				
22	Barrow Rotherham United (6) Northampton Town Gillingham Stockport County	(H)					
March 1	(6) Northampton Town	(H)					
5	Gillingham	(A)					
8	Stockport County	(A)					
11 15	During J	(1.1)					
18	Potherham United	(A)					
22	(S.F.) Plymouth Arayle	(A)					
29	Watford	(H)					
April 4	Hartlepool Rotherham United (S.F.) Plymouth Argyle Watford Crewe Alexandra	(A)					
5	Shrewsbury Town Bournemouth & Boscombe Athletic	(A)					
8	Bournemouth & Boscombe Athletic	(H)					
15	Bristoi Hovers						
19	Walsall	(A)					

HELLENIC LEAGUE — PREMIER DIVISION TABLE

(up to and including 28th December, 1968)

	Р	W	D	L	F	Α	Pts
Wallingford Town	 17	13	1	3	60	20	27
Morris Motors	 19	10	4	5	55	39	24
Witney Town	 14	8	4	2	29	15	20
Chippenham	 16	9	2	5	43	32	20
Hazells	 18	8	2	8	32	29	18
Thame United	 12	8	1	3	29	20	17
Didcot Town	 16	7	3	6	26	23	17
Abingdon Town	 15	6	5	4	21	22	17
Pinehurst	 14	8	0	6	50	27	16
Amersham	 16	7	2	7	43	33	16
Henley Town	 19	7	2	10	31	38	16
Bicester Town	 15	4	7	4	35	33	15
Chipping Norton	 18	4	4	10	35	47	12
Swindon Town	 18	4	3	11	27	65	11
Newbury Town	 13	3	4	6	24	25	10
Aston Clinton	 16	3	3	10	29	54	9
Waddesdon	 16	2	3	11	20	63	7

The Borough Stationers

6 Commercial Road Swindon

For all office stationery

Backed by the resources of the Borough Press

The most comprehensive stock in the District

LUNN'S

FISH BAR and RESTAURANT

COMMERCIAL ROAD, SWINDON Telephone 3203

Call before the match and on your way home

WILSONS (SWINDON) LTD.

BUILDERS OF MODERN ATTRACTIVE HOUSES AND BUNGALOWS

Developments at:

Upper and Lower Stratton - Blunsdon and Highworth

Head Office:

90/91 COMMERCIAL ROAD - SWINDON

Telephone Swindon 6361/3

KEY OF THE BOARD

First Section

A-Aston Villa v. Queen's Park Rangers

B-Barnsley v. Leicester City

C-Birmingham City v. Lincoln City

D-Blackburn Rovers v. Stockport County

E-Bolton Wanderers v. Northampton Town

F-Bristol Rovers v. Kettering

G-Burnley v. Derby County

H-Bury v. Huddersfield Town

I-Cardiff City v. Arsenal

J-Charlton Athletic v. Crystal Palace

K-Chelsea v. Carlisle United

L-Coventry City v. Blackpool

M-Everton v. Ipswich Town

N-Exeter City v. Manchester United

O-Hull City v. Wolverhampton Wanderers

P-Liverpool v. Doncaster Rovers

Q-Manchester City v. Luton Town

R-Mansfield Town v. Sheffield United

S-Middlesbrough v. Millwall

T-Newcastle United v. Reading

Second Section

A-Oxford United v. Southampton

B-Portsmouth v. Chesterfield

C-Preston North End v. Nottingham Forest

D-Sheffield Wednesday v. Leeds United

E-Sunderland v. Fulham

F-Swansea Town v. Halifax Town

G-Walsall v. Tottenham Hotspur

H-Watford v. Port Vale

I-West Bromwich Albion v. Norwich City

J-West Ham United v. Bristol City

K-York City v. Stoke

L-Bournemouth & B.A. v. Tranmere Rovers

M-Crewe Alexandra v. Orient

N-Hartlepools United v. Torquay United

O-Plymouth Argyle v. Brighton & H. A.

P-Aldershot v. Newport County

Q-Brentford v. Workington

Hatton's Newsagency

A. J. D. & N. J. Woodhouse

Newsagents :: Tobacconists
Confectioners

Agents for Wessex School of Motoring

Booking Agents for Rimes Coaches

6 Regent Circus (near G.P.O.)

Telephone Swindon 22731

HULFORD MOTORS LTD.

SELF DRIVE HIRE

Fleet of 1968 Fords
Escorts De-Luxe - Cortinas De-Luxe
Cortinas 1600 Estate (Bench Seat
Column Change) - Zephyr V4s.

SHRIVENHAM ROAD (200 yards from Football Ground) Telephone 4934

Large Car Park Available

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

NORTH WILTS Sanitary and Heating Co. Ltd.

NEWPORT ST., SWINDON Telephone 5373/4



Heath (7)

Hamilton (11)

Thinking peop BRISTO BUILDING A member of The Build

)

Downs Dawson (2)

SWIND

Burro

Smith

KEEP I

ADVE

WITH 1

Mod

Beesle

EVE

Trollope (4)

Smart (8)

Smart (8)

Swindon's Colours Red Shirts, White Shorts

Swindon's 12th Man Penman

Best (10)

Kurila (6)

Birks (3)

Birks (3)

SOUTHE

Mills & M

Complete Hous Furnishing

16-17 BRIDGE STREET, SWI

invest in the

Societies Association

Swindon Office Bristol & West House Regent Circus Swindon Tel: Swindon 6340

Shares and Deposits in this Society are trustee investments

TOWN rough

Thomas (3)

(5) Harland (6)

Noble (10)

Rogers (11)

Clayton (7)

TOUCH ING TISER NEWS

These teams are subject to alteration

Southend's 12th Man Baber

(9) Chisnall (8) McMillan (4)

Bentley (2) SARCK

UNITED

ricks Ltd.

Furnishers and ontractors

ON

Tel: 5365/6

DINNERS DANCES LADIES' NIGHT ANNUAL BALLS

McIlroy's Ballroom

COMMITTEE MEETINGS RECEPTIONS **ENGAGEMENT PARTIES** PRIVATE LUNCHEONS McIlroy's Barbary Room

MORNING COFFEE LUNCHEON AFTERNOON TEA SILVER GRILL

> McIlroy's Restaurant (Fully Licenced)

McILROYS

REGENT STREET SWINDON 5294



COATE GARAGE

REPAIRS - OVERHAULS - WELDING SERVICING - REBORING - TYRES

Props. E. V. & W. H. Mattick Marlborough Road, Swindon

DIVISION III

(up to and including Saturday, December, 28th, 1968)

	P	W	D	L	F	Α	Pts
Watford	23	13	6	4	31	13	32
Bournemouth & B.A.	23	14	3	6	38	20	31
Stockport County	23	11	7	4	45	28	31
Swindon Town	21	13	3	5	32	16	29
Luton Town	22	12	3	7	36	20	27
Tranmere Rovers	23	12	3	8	34	30	27
Barrow	23	11	5	7	37	34	27
Reading	23	9	6	8	36	28	24
Torquay United	23	10	4	9	30	24	24
Plymouth Argyle	24	9	6	9	25	27	24
Northampton Town	23	8	7	8	28	28	23
Southport	24	10	3	11	41	41	23
Rotherham United	23	7	8	8	24	26	22
Barnsley	23	7	8	9	.27	35	22
Walsall	24	6	9	9	27	26	21
Mansfield Town	23	8	5	10	31	30	21
Bristol Rovers	23	8	5	10	36	40	21
Crewe Alexandra	23	7	6	10	30	38	20
Orient	22	6	8	8	26	33	20
Gillingham	24	7	5	12	32	40	19
Brighton & H. A	25	7	5	13	32	41	19
Hartlepools United	23	5	9	9	19	37	19
Shrewsbury Town	23	6	5	12	18	32	17
Oldham Athletic	22	4	3	15	16	44	11

1.0

Suppliers to the Swindon Team

MAY WE SUPPLY YOU?







of Chippenham Limited

MAIN

FORD

DEALERS

COCKLEBURY ROAD - CHIPPENHAM
Telephone 3255

SUPPORTERS CLUB NOTES

On behalf of the Chairman, Officers and Committee members of the Supporters' Club, a very Happy and Prosperous New Year to all members of the Supporters' Club, and supporters of Swindon Town generally.

The cancelling of the home match against Oldham Athletic last Saturday, the 28th December, apart from being the reason for the belated New Year's Greetings above, has, perhaps, prevented the Old Year from ending on the happy note of two more points towards promotion, rather than with a 1—0 defeat away to Orient. There is always the thought, however, that if the home match had been played, in conditions which made good football a matter of luck and the ability to skate rather than to run, a win on merit is never certain. So, perhaps, the benefit will be reaped later on in 1969.

Today, we welcome the team and supporters of Southend United, in the third round proper of the F.A. Cup. Attractive as a further run in this Competition might be, the main target still remains promotion to Division 2. Nevertheless, the fact that Southend are in Division 4 does not ensure entry into the next round. We have seen some hard tussles with Southend United in the past, and no doubt we shall see another today.

As for last New Year's Eve (1967), the Social Club celebrated 1969 in the traditional Scottish manner, with a local troupe of Scottish dancers, and a Piper, whisky and haggis heralding in 1969 in the approved manner.

GREAT WESTERN HOTEL

SWINDON

Telephone 22047

Weddings, Parties, Business Lunches and Dinners a Speciality

Excellent Food and Quick Service A must before or after the match

VISIT OUR NEW STEAK BAR

... not just concrete, but



SWINDON AREA OFFICE c/o COLN GRAVEL CO. LTD. CLAYDON PIKE LECHLADE GLOS.

phone LECHLADE 461/2

Premix—an Amey company—serves 21 counties

SUPPORTERS' CLUB NOTES—continued

Tonight's Party Night at the Social Club will enjoy music for dancing by the Mark Five.

The Friday and Sunday Bingo and Dancing evenings are still going strong, and the extra space and tables makes life more pleasant for all concerned. If you are a Social Club member, make these nights — or one of them — a weekly MUST.

Meet the



"ROGUES", "CADS" and "JUNIORS"

Shoes too comfortable to take off

•

•

at the

Swindon Co-op Society Limited

Fleet Steet Swindon

COUNTY GROUND REGULATIONS

- 1. All matches are played in accordance with the Rules and Regulations of the Football Association and the Football League.
- 2. Play cannot be guaranteed on any day and accordingly no refund of cash admission charges paid at the turnstile can be made.
- 3. Refunds will be made in respect of seats booked in advance where a match is postponed, subject to a time limitation, details of which can be obtained from the Box Office. No such refunds will be entertained in respect of abandoned matches.
- 4. No unauthorised person is permitted to enter upon the field of play. Persons carrying flags, banners, sticks, or any objects likely to cause obstruction or lead to a breach of the peace will not be admitted.
- 5. With the exception of authorised Press representatives holding official passes, the taking of photographs or cinéphotographs inside the ground is prohibited.
- 6. Only persons specially authorised are permitted to offer newspapers, periodicals or any other goods for sale on the property of the Swindon Town Football Club Ltd.
- 7. Betting and the use of radio sets is not permitted in any part of the ground.
- 8. All persons visiting the County Ground are admitted subject to the above Ground Regulations, the Rules and Regulations of the Football League and of the Football Association. Swindon Town Football Club Ltd. reserve the right to refuse admittance or to remove from the ground any person who shall refuse to comply with them, or whose presence is a source of danger or annoyance to others.

FOOTBALL COMBINATION

Date	Opponents	IGround I	Result
Date	Орроненть	Giodila	ricourt
ALL PROPERTY.	1968		Description of the second
August 10	Oxford United (C)	3,647(H)	8—0
17	Oxford United (C)	(A)	1—0
20	Reading (C)	1,667(H)	1—1
24	Bournemouth (C)	(A)	0—3
September 4	Bournemouth (C)		0—1
11	Arsenal (C)		0—2
14	Southampton (C)		1—6
21	Southampton (C)		0—3
October 5	Arsenal		0—3
8	Arsenal (C)	(A)	***************************************
12	Cardiff		1—2
15 26	Bristol City		1—3
November 2	Gillingham	(n)	0—1
November 2	Luton		
23	Ipswich		0—2
30	Southampton		0—2
December 7	Crystal Palace		0—3
14	Fulham		0—4
16	Chelsea		1—3
_ 21	Swansea	(H)	4—1
January 4	Chelsea	(A)	
January 4	Peterborough United		
25	West Ham United		**************
February 1	Oxford United		
12	Reading		
19	Plymouth Argyle	(A)	
March 8	Bristol Rovers		
15	Birmingham	(A)	
April 12	Tottenham Hotspur	(A)	
19	Northampton Town	(H)	
To be	THE RESERVE OF THE PARTY OF THE		
arranged	Bournemouth & Boscombe Athletic		
		CALL PROTE	100
	AND STREET	Tion Was	WILLIAM TO
	THE THE STATE OF	ENGS / TOAS	OUT THE
		BOTH CO.	
	MONTAL MENTAL AND	TOTAL	
	A CONTROL OF THE PROPERTY OF	1370	
	The state of the s		
- 1		10000000	-
	THE RESERVE OF THE PARTY OF THE	THE PROPERTY.	
	THE RESERVE OF THE PARTY OF THE	15 700 ml 1	
	CALLES OF SHIPE STATE	F STATE OF THE STA	100
	The second secon	1	

G. H. FLOWER & SON LIMITED

WOOD LANE, CHIPPENHAM

LICENCE No. S.2802

PHONE 2017

SCRAP METAL

and

GENERAL WASTE SALVAGE DEALERS

Plant dismantling carried out

Members of

National Association of Non-Ferrous Metal Merchants

G. A. STREETLY

Tobacconist and Confectioner

10 BOURNE ROAD - MOREDON - SWINDON Telephone 4956

"COAL!"
"COAL!"

J. WILMER

St. Margaret's Road Swindon

Telephone 22535

LEESE, ING & CO. LTD.

Mineral Water and Squash Manufacturers

LANSDOWN ROAD - SWINDON

TELEPHONE 22744

Train for the soccer season shoot from Swindon every day to

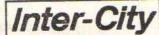
LONDON (over 15 trains)
BRISTOL (9 trains)
CARDIFF (9 trains)

All the services are in the free pocket timetables

Going out for the day?
Ask for the Western Bargains folder

Get these travel aids at stations or travel agents





DO not let CHILBLAINS spoil a good game



RELAPERN

Price 2/6 from your CHEMIST

2/10 Post Paid from

BALLARD & CO. (CHEMISTS) LTD.
FARINGDON - BERKSHIRE

FORTHCOMING MATCHES

SATURDAY, 11th JANUARY, 1969

FOOTBALL COMBINATION

PETERBOROUGH UNITED

Kick-off 3 p.m.

SATURDAY, 18th JANUARY, 1969

DIVISION III

LUTON TOWN

Kick-off 3 p.m.

SATURDAY, 25th JANUARY, 1969

FOOTBALL COMBINATION

WEST HAM UNITED

Kick-off 3 p.m.

DON ROGERS SPORTS

29 FARINGDON ROAD, SWINDON

Stockists of all leading sports equipment
Discount to all clubs
Suppliers to Swindon Town Football Club
Telephone 27378

Maylott Studios

For Group & Sport Photographs

Official Photographer to Swindon Town Football Club

31 FARINGDON ROAD Telephone 22792

Notton's Cafe

200 yards from Ground

Perfect meals at all times

L. Wollen

OFF LICENCE

WINES and SPIRITS

Arkell's Ales and Stout

373 Cricklade Road, Swindon

Deliveries Daily Phone 3508

C. DUNN & SON

Builders and Decorators

Alterations, Renovations Conversions, Plumbers and Sanitary Engineers

503 Cricklade Rd. Tel: 22522

THE PORK SHOP

(Swindon Bacon Curing Co. Ltd.)

Specialists in

BACON - PORK - COOKED HAM

50 FLEET STREET - SWINDON

TELEPHONE 22122

LAST WEEKS MATCHES

DIVISION III

Saturday, 21st December, 1968.

Beat TORQUAY UNITED (Away) 1-0.

Team: Downsborough; Dawson, Thomas; Butler, Burrows, Harland; Penman, Smart, Smith, Noble, Rogers. Sub. Heath.

Scorer: Smith.

Attendance: 8,327.

Referee: Mr. P. R. Walters (Bridgewater).

Thursday, 26th December, 1968.

Lost to ORIENT (Away) 1-0.

Team: Downsborough; Dawson, Thomas; Butler, Burrows, Harland; Penman,

Smart, Smith, Noble, Rogers. Sub. Heath.

Attendance: 7,101.

Referee: Mr. R. V. Spittle (Gt. Yarmouth).

FOOTBALL COMBINATION

Monday, 16th December, 1968.

Lost to CHELSEA (Away) 3-1.

Team: Jones; Allen, Fry; Desmeules, Blick, Handrick; Mascia, Bailey, Smith, Dangerfield, Hubbard.

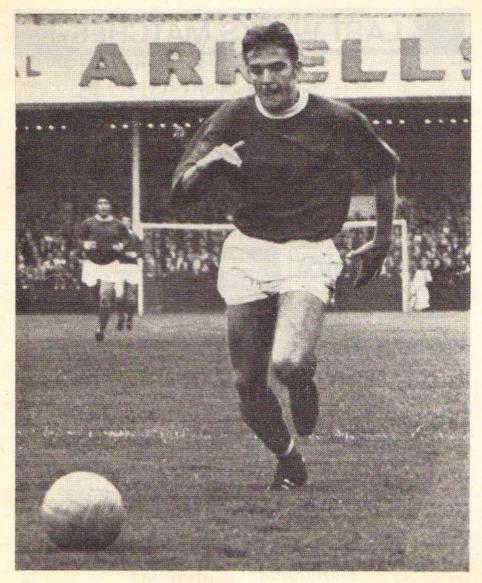
Scorer: Dangerfield.

Saturday, 21st December, 1968.

Beat SWANSEA TOWN (Home) 4-1.

Team: Jones; Desmeules, Trollope; Handrick, Blick, Hubbard; Mascia,

Bailey, Jones, Dangerfield, Fry.



Chris Jones.



Don Heath.

Photographs by R. Marsh.

Cecil Green

Artistic Decorations in all its branches

12 Armstrong Street, Swindon, Wilts.

Tel. 4593

W. COLLINS (Swindon) LTD.

TURE ACCOUNTANTS 69 COMMERCIAL ROAD - SWINDON TEL. 21371 AND AT THE GREEN, LYNEHAM



CLARK BROS. (Swindon) Ltd.

Building and Civil Engineering Contractors

CONSULT US FOR BUILDING AND CIVIL ENGINEERING CONSTRUCTION IN ALL ITS PHASES

STRATTON ROAD **SWINDON**

Telephone Swindon 27261



throughout the West

you will find Bradley Estates beautifully situated to meet the requirements of modern living. If you are thinking about a new home and would like to receive full details of our current and planned estates write now to 74 Victoria Road Swindon Wiltshire. Please send me details of

Green Meadow Estate, Swindon, Wiltshire ☐ Nythe Estate, Swindon, Wiltshire Monkton Park Estate, Chippenham, Wiltshire ☐ Park Hill Estate, Frome, Somerset ☐ Damory Down Estate, Blandford Forum. ☐ Harkwood Farm Estate, Poole, Dorset ☐ Roman Way Estate, Bourton-on-the-Water,

Address

Gloucestershire





MY MASTER SAYS THAT

MAN'S SECOND BEST FRIEND
IS A SAVINGS BANK ACCOUNT

INTEREST 6% IN THE SPECIAL INVESTMENT DEPT.

Local Offices 17 Commercial Road, Swindon 6 Maryport Street, Devizes. TRUSTEE

SAVINGS

B)ANK

8,000 SEATS FOR SHEFFIELD WEDNESDAY F.C.

7,000 SEATS FOR ASTON VILLA F.C.

6,000 SEATS FOR SHEFFIELD UNITED F.C.

3,500 SEATS FOR LEEDS UNITED F.C.

3,000 SEATS FOR OLDHAM F.C.

4,000 SEATS FOR PETERBOROUGH AGRICULTURAL SOCIETY

13,500 SEATS FOR HULL CITY F.C.

3,200 SEATS FOR COVENTRY CITY F.C.

FAST, EFFICIENT SERVICE FROM MARTYN LYNSHAW LTD.

THE LATEST THING IN STADIUM SEATING

- MANUFACTURED IN HIGH-DENSITY POLYTHENE
- NO MAINTENANCE
- ANY COLOUR
- SEND FOR DETAILS
- LIGHT CONSTRUCTIONAL STEELWORK
- ANCILLARY WORK FOR THE BUILDING TRADE



FAST EFFICIENT SERVICE BY

MARTYN LYNSHAW LIMITED

Telephone 21844

BOUNDARY WORKS - STRATTON ROAD - SWINDON

THE BOROUGH PRESS (SWINDON) LTD.