



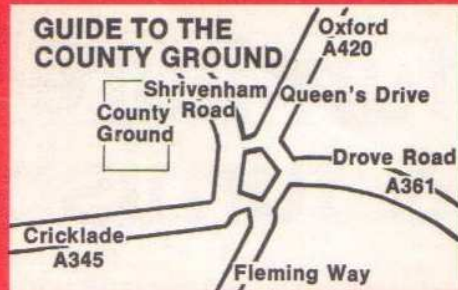
SWINDON TOWN FOOTBALL CLUB



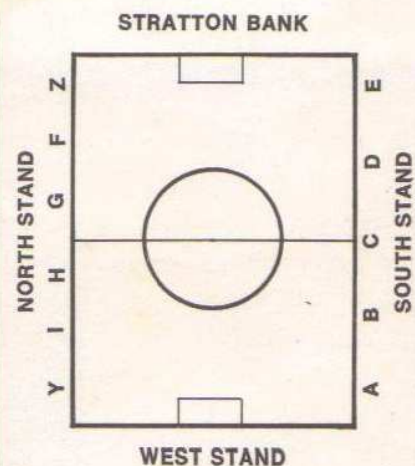
official programme 1/-



GUIDE TO THE COUNTY GROUND



KEY TO GROUND

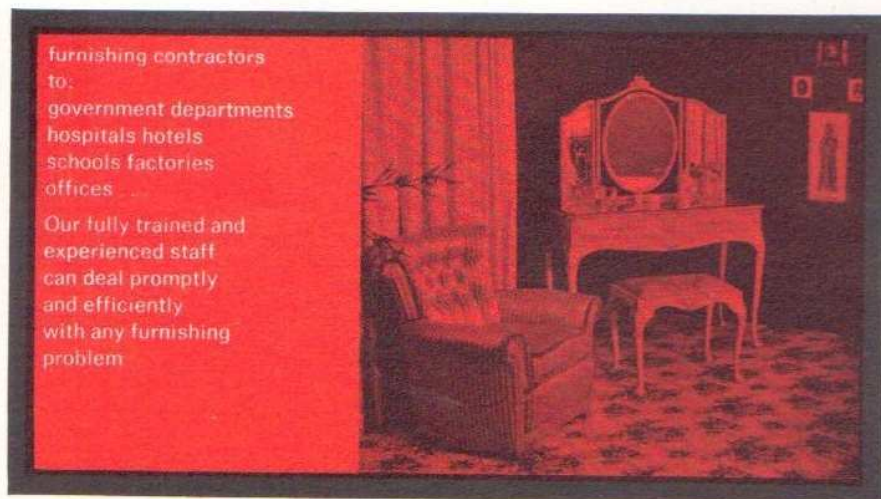


PROGRAMME CONTENTS

News and Views
Our Visitors
League Table
Teams
Supporters Club Notes
Club Information

furniture & furnishings

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



furnishing contractors
to:
government departments
hospitals hotels
schools factories
offices

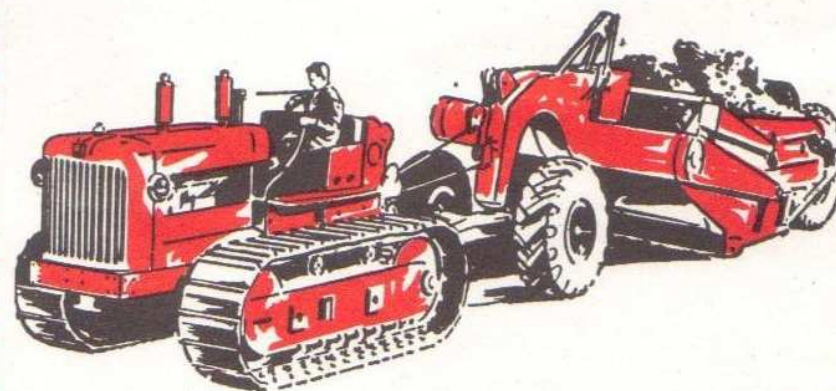
Our fully trained and
experienced staff
can deal promptly
and efficiently
with any furnishing
problem

mills+merricks
ltd 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)

Mr. J. DAVIES (Vice-President)

DIRECTORS:

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

TUESDAY, 4th FEBRUARY, 1969

No. 20

TUESDAY, 4th FEBRUARY, 1969

DIVISION III

SWINDON TOWN

V.

HARTLEPOOLS UNITED

Kick-off 7.30 p.m.

REFEREE:

MR. T. E. LOCKETT (Worcester)

LINESMEN:

Red Flag—MR. M. J. JEFFERIES (Kingswood)

Yellow Flag—MR. A. W. NEWMAN (Reading)

NEWS and VIEWS

These notes must be produced before the game at Barnsley, but we sincerely hope the good work has continued. We have certainly hit the "goal standard". Five at Tranmere. To score that number away from home is in itself good going, added to which our display was first-class. The critics in all the daily newspapers could not speak too highly of the team's performance.

This game was of course followed by the Oldham Athletic match, when again Swindon scored five goals — thus ten in consecutive games. Probably the most pleasing feature was the fact that Chris Jones — centre-forward — scored five of them, after failing to score up to the Tranmere Rovers game.

Strange how adversity so often produces good from another source. We all thought what a terrible blow it was when John Trollope was injured. It was, but Owen Dawson stepped into the breach, and everyone knows how successful the team has been despite various injuries to Butler, Penman and Dawson.

Then came the suspension of John Smith, probably playing better than ever before in his career. What happened? Chris Jones came into the side, in three games has scored five goals, and on his displays merits retention in the team. Yes, every man has to fight to keep his first-team status. There are still several talented players only waiting for the opportunity to establish themselves in the team. Meantime, may the present form be maintained, and that prize so anxiously awaited — promotion — will be assured.

Our note in the Luton Town programme, regarding sugges-

NEWS AND VIEWS—continued

tions and ideas of improvement, brought forth several worthwhile replies.

Some were complaints, especially lack of toilet facilities in various parts of the ground. These facilities, or lack of them, are in the minds of the Board, but obviously with the hoped for new stand in the offing, more and better facilities will be provided. Providing toilet accommodation is not easy, I well remember the many difficulties encountered when the new toilets at the rear of Stratton Bank were built.

Next, the ever "hardy annual" — the tannoy, or public address system. This seems to be an everlasting problem. I can assure Mr. Stevens (one who wrote with quite a good suggestion) that much time, money and energy has been spent over the last 20 years to improve this system. New and additional speakers, visits from the firm's engineers — all to no avail. We agree entirely — the public address system is unsatisfactory. We will continue to try to improve it, and also ask, as you suggest, for the announcer to speak much more slowly and deliberately. We agree with you, he is inclined to speak too quickly. Your other suggestion, namely a board carried round with announcements, especially team changes, in addition to the loudspeaker, is an excellent idea, and we hope to put that into operation immediately. Thank you!

Now to a very long letter from Faringdon, and one which we like to receive.

First let me answer some of the definite questions.

1. The figure on the front of the cover is Don Heath.
2. The writer from Paris was not a "dizzy blonde". Just as well, we might have had some of the lads hareing off to France for the week-end, not to mention the Public Relations Officer.

Now may I quote from the letter itself: "Why, you may wonder, are you not receiving letters from the public? What time have we had for writing letters? It's been nothing but travelling north following the team for weeks.

You have a club drawing the biggest gate in the Third Division, so the customers must be satisfied. We have been awarded the prize for the best behaved crowd in Division III, so the management must be satisfied. The team must be happy, too. So who wants to write to you and complain?

What about those Cup Final tickets? I have been on my knees to the Boss for weeks fiddling my shift duties, so that I can come to the County Ground for every home game to be sure of a voucher.

Roll on the League Cup Final. There sits my wife knitting a great red and white scarf.

All I want in life is a dozen Cup Final tickets. Is it too much to ask?"

So there we are. Sorry Mr. Parsons. Do hope you get a voucher, we feel sure you will. We cannot fulfil your one desire in life. Do wish we could provide the tickets. Best of luck, and many thanks.

If memory serves me right, this is the first occasion on which we have received Hartlepool United at Swindon. We hope they enjoy their visit. Their record last season was excellent. They gained promotion to Division III by finishing in third place in Division IV, with the following results: played 46; won 25; drew 10; lost 11; goals for 60, against 46; points 60.

They come from a hot-bed of soccer, namely the north-east corner of England, and live alongside such famous clubs as Sunderland and Newcastle United. Life must be hard!

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 Cleaners, Toilet Paper, Brasso, Silvo, Duraglit, Windowlene, Air Freshener and Fly Killers, Vapona etc.

MANY OTHER ITEMS STOCKED RING SWINDON 21012

OUR VISITORS



HARTLEPOOLS FOOTBALL CLUB

Pen Pictures

Full time Professionals

TERRY BELL (Inside-forward)

Age 23. Birthplace Nottingham. Signed on a free transfer on 4.7.66. Previously with Nuneaton. Made 36 appearances last season and was top scorer with 14 goals.

TONY BIRCUMSHAW (Right-back)

Birthplace Mansfield. Age 23. Signed on a free transfer on 4.7.66. previously with Notts County. Made 34 appearances last season and scored 1 goal.

PETER BLOWMAN (Inside-forward)

Birthplace Thornaby-on-Tees, Co. Durham. Age 18. Signed full-time on 9.10.67 and scored two goals on his League debut against Notts County on 10.11.67. Made 16 appearances last season and scored 7 goals.

BOBBY CUMMINGS (Centre-forward)

Birthplace Ashington, Northumberland. Age 32. Signed from Darlington on 2.2.68. Previously with Newcastle United and Aberdeen. Has the distinction of playing for Newcastle United, Darlington and Hartlepoons United in their promotion years. Made 18 appearances last season and scored 9 goals.

BRIAN DRYSDALE (Left-back)

Birthplace Wingate, Co. Durham. Age 25. Signed on a free transfer on 23.7.65. Previously with Lincoln City. Has missed only one game in each of the last two seasons.



W. J. CASTLE

Office and Bakery
4 and 5 MARKET STREET

SWINDON

Telephone 22017

Specialists—

BIRTHDAY CAKES - WEDDING CAKES
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

OUR VISITORS—continued

JOHN GILL (Centre-half)

Birthplace Wednesbury, Staffs. Age 27. Signed from Mansfield Town on 7.2.66. Previously with Nottingham Forest. Made 43 appearances last season.

ALAN GOAD (Right-back)

Birthplace Hailsham, Sussex. Age 19. Signed on a free transfer on 20.7.67. Previously with Exeter City. Made 11 appearances last season.

WILSON HEPPLEWHITE (Left-half)

Birthplace Washington, Co. Durham. Age 22. Signed on a free transfer on 3.7.67. Previously with Carlisle United. Made 37 appearances last season and scored 2 goals.

JOHN McGOVERN (Outside-right)

Birthplace Montrose. Age 18. Made his League debut as an amateur in the final game of 1965/66 season. He was the Club's first apprentice professional when he signed on 3.9.66, and turned full-time two months later on 7.11.66. Made 32 appearances last season and scored 4 goals.

TONY PARRY (Wing-half)

Birthplace Burton-on-Trent. Age 22. Signed from Burton Albion as an inside-forward on 12.11.65 and was later converted to wing-half. Tony was elected "Player of the Year" by the supporters at the end of last season. Made 36 appearances last season.

JOHN SHERIDAN (Wing-half)

Birthplace Ramsgate, Kent. Age 30. Signed on a free transfer on 2.7.66. Previously with Notts County. Made 31 appearances last season.

GEORGE SMITH (Goalkeeper)

Birthplace Nottingham. Age 32. Signed on a free transfer on 1.7.67. Previously with Notts County. Missed only one game last season.

OUR VISITORS—continued

MICK SOMERS (Outside-left)

Birthplace Mapperley, Notts. Age 23. Signed on a free transfer on 4.7.66. Previously with Torquay United and Chelsea. Made 32 appearances last season and scored 1 goal.

CLIFF WRIGHT (Inside-forward)

Birthplace Lingdale, Yorks. Age 23. Signed on a free transfer on 23.6.64. Previously an apprentice professional with Middlesbrough. Cliff can also play in both wing-forward positions. Made 28 appearances last season and scored 6 goals.

Part-time Professionals

BOBBY McCLEOD (Wing-half)

Birthplace Inverness. Age 21. Signed on 15.11.65. Previously amateur. Made 1 appearance last season.

DENNIS WHITE (Full-back)

Birthplace Hartlepool. Age 19. Signed on 30.10.67. Previously amateur. Made 2 appearances, one as substitute, last season.

Apprentice Professionals

DAVID ATKINSON (Wing-forward)

Birthplace Hull. Age 17. Signed on 16.1.68. Previously with Hull City as an amateur.

ERIC TUNSTALL (Wing-half)

Birthplace Hartlepool. Age 17. Signed on 6.11.67. Previously amateur. Regular member of the Reserve Team.

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

(SWINDON) LTD.

CRICKLADE RD., SWINDON

PHONE 22422

Dulux, Brolac, Valspar, Wallcharm,
etc.

SOUTHERN LAUNDRY CO. LTD.

Launderers and Dry Cleaners

HAYDON ST. - SWINDON

TELEPHONE 4161

**The Advertisers in this
programme have supported
the Club. Will you help us
reciprocate by supporting
them whenever possible?**

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 kiosks on your
way in. **ENJOY YOURSELF**

Warnes Rentals—

To be sure!

**51 Commercial Road,
SWINDON**

Telephone 6486

THE MAN IN THE MIDDLE

MR. T. E. LOCKETT

Married with two teenage daughters, he played as an amateur and guested for a professional Club—during the latter part of the War—and Service sides. Continued playing until 1951 when he took up the "Whistle", was promoted to Football League Line in 1958.

With regard to hobbies, these are strictly curtailed during the Football Season, but he does enjoy a game of badminton when time permits. During the summer, apart from the usual "chores" around the house and garden, he enjoys a game of cricket and swimming when the temperature is right.

FOOTBALL LEAGUE CUP FINAL TICKETS

The Board of Directors have decided upon the method of distribution of tickets for the Football League Cup Final on March 15th and, throughout their deliberations, their concern has been for our regular Division III supporters. It is for this reason that the plan of distribution is not being disclosed but regular supporters may be assured that this is being done for their benefit and to prevent exploitation by ticket touts.

Our Chairman says "I realise this arrangement may cause a certain amount of frustration among our supporters but I would ask them to be patient and at this stage nothing can be gained by contacting the Club's Office for details", so please — **NO ENQUIRIES.**

— 0 —

AN OFFICIAL CLUB 'WEMBLEY' TIE AND SCARF

These will shortly be on sale throughout the town. This will be your opportunity to purchase a first class souvenir of this momentous occasion, issued by the Club itself. Watch for details of sales.

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

Complete meals served all day

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

DIVISION III

Date	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)	0-0
31	Plymouth Argyle	12,302	(H)	3-0
September 4	Bradford City (League Cup)	7,806	(A)	1-1
7	Watford	8,709	(A)	0-0
10	Bradford City (League Cup Replay)	12,214	(H)	4-3
14	Walsall	10,593	(H)	1-0
18	Bournemouth & Boscombe Athletic	11,920	(A)	0-2
21	Bristol Rovers	10,364	(A)	1-2
24	Blackburn Rovers (League Cup)	15,402	(H)	1-0
28	Shrewsbury Town	12,087	(H)	3-0
October 5	Orient	12,450	(H)	1-0
9	Reading	17,450	(A)	1-0
12	Brighton & Hove Albion	7,547	(A)	3-1
16	Coventry City (League Cup)	23,810	(A)	2-2
19	Torquay United	15,152	(H)	2-1
21	Coventry City (League Cup Replay)	23,828	(H)	3-0
26	Oldham Athletic	4,238	(A)	3-2
30	Derby County (League Cup)	35,104	(A)	0-0
November 2	Southport	18,910	(H)	5-1
5	Derby County (League Cup Replay)	26,449	(H)	1-0
9	Luton Town	17,250	(A)	0-2
16	(1) F.A. Cup Canterbury		(A)	1-0
20	Burnley (League Cup Semi-Final)		(A)	2-1
23	Manfield Town		(A)	0-2
26	Northampton Town	6,827	(A)	6-2
December 4	Burnley (League Cup Semi-Final)	28,000	(H)	1-2
7	(2) F.A. Cup Grantham		(A)	2-0
14	Brighton & Hove Albion	10,907	(H)	1-0
18	Burnley (League Cup Semi-Final)	20,000	(A)	3-2
21	Torquay United	8,327	(A)	1-0
26	Orient	7,101	(A)	0-1
January 4	(3) F.A. Cup Southend United	18,528	(H)	0-2
11	Southport	5,232	(A)	1-1
18	Luton Town	18,903	(H)	0-0
24	Tranmere Rovers		(A)	5-3
28	Oldham Athletic	21,316	(H)	5-1
February 1	Barnsley		(A)	1-1
4	Hartlepool United		(H)	
8	Barnsley		(H)	
11	Barrow		(H)	
22	Rotherham United		(H)	
March 1	(6) Northampton Town		(H)	
5	Gillingham		(A)	
8	Stockport County		(A)	
15	Arsenal (Wembley)		(H)	
18	Rotherham United		(A)	
22	(S.F.) Plymouth Argyle		(A)	
29	Watford		(H)	
April 4	Crewe Alexandra		(A)	
5	Shrewsbury Town		(A)	
8	Bournemouth & Boscombe Athletic		(A)	
12	Bristol Rovers		(H)	
15	Crewe Alexandra		(H)	
19	Walsall		(A)	

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 1969/8 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



Thinking of

BRISTOL
BUILDING

A member of The B...

SWIN

Dow

Thomas (2)

Butler (4)

Bur

Rogers (7)

Noble (8)

Jo

Swindon's Colours
Red Shirts, White Shorts

KEEP
EV
ADV
WITH

Swindon's 12th Man
Heath

Young (11)

Cummings (10)

T

Goad (6)

Gi

Drysdale (3)

HARTLEP

Mills & M

Complete Hou
Furnishing

16-17 BRIDGE STREET, SW

le invest in the & WEST SOCIETY

ng Societies Association

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

Shares and
Deposits in this
Society are
trustee investments

N TOWN

orough

Trollope (3)

s (5)

Harland (6)

(9)

Smart (10)

Smith (11)

N TOUCH

NING

RTISER

HE NEWS

These teams are subject
to alteration

Hartlepoons 12th Man
Wright

mpson (9)

Blowman (8)

Parry (7)

5)

Sheridan (4)

len

OLS UNITED

erricks Ltd.

e Furnishers and
Contractors

NDON

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)

McILROY'S

REGENT STREET
SWINDON 5294



THE ALCOHOL FUEL

COATE GARAGE

REPAIRS - OVERHAULS - WELDING
SERVICING - REBORING - TYRES

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

DIVISION III

(up to and including Saturday, 1st February, 1969)

	P	W	D	L	F	A	Pts
Watford	26	15	7	4	39	13	37
Swindon Town	26	15	6	5	44	22	36
Bournemouth & B.A.	28	16	4	8	46	26	36
Stockport County	28	12	10	6	48	35	34
Luton Town	27	14	4	9	40	26	32
Plymouth Argyle	28	12	7	9	33	29	31
Tranmere Rovers	28	14	3	11	43	43	31
Torquay United	27	12	6	9	36	27	30
Reading	28	11	7	10	44	37	29
Northampton Town	28	10	8	14	36	32	28
Barnsley	28	9	9	10	35	40	27
Barrow	27	11	5	11	39	46	27
Walsall	28	8	10	10	30	28	26
Southport	27	11	4	12	45	43	26
Rotherham United	28	9	8	11	31	30	26
Brighton & H. A.	30	9	8	13	41	45	26
Mansfield Town	26	8	8	12	32	31	24
Bristol Rovers	25	9	6	10	39	42	24
Orient	26	7	10	9	30	37	24
Crewe Alexandra	28	9	6	13	36	48	24
Hartlepoons United	28	6	11	11	25	43	23
Gillingham	28	8	6	14	37	49	22
Shrewsbury Town	27	7	6	14	23	39	20
Oldham Athletic	28	5	5	18	23	56	15

Suppliers to the Swindon Team

MAY WE SUPPLY YOU?



EARLE

of Chippenham Limited

MAIN

FORD

DEALERS

COCKLEBURY ROAD - CHIPPENHAM

Telephone 3255

SUPPORTERS CLUB NOTES

Obviously, the main talking point amongst supporters, other than the League Cup Final, concerns the last two matches — Tranmere Rovers and Oldham Athletic — during which five goals were scored in each match and the team lifted themselves to the top of the League — second to Watford on goal average only. Also, I detected a note of pleasure in the fact that Chris Jones broke into League scoring with almost a sonic boom — two at Tranmere and a hat-trick last Tuesday against Oldham Athletic. The three at home were all good goals, and a magnificent header early in the second half was, perhaps, the most goal-worthy effort of the lot, although it missed by a fraction.

One recalls a few years ago, when “Bronco” Layne played at centre-forward. Another youngster at the time, he also was a slow starter at goal scoring, but once the tension was broken, goals came most regularly. I feel sure that supporters will be behind Chris now, and look forward to seeing him score many more.

The heavy League programme between now and the League Cup Final — two matches every week — will keep the lads in match practice with a vengeance. By 15th March, given reasonable freedom from injuries and that little bit of luck every promotion team must have to help out ability, it would be reasonable to think that promotion will either be very close to reality or still very much in the balance. One thing would seem to be evident, and that is that at home the lads can, at least, expect plenty of support in the way of higher attendances. The 21,000 last Tuesday would seem to indicate that interest is not lacking. With an average gate of 14,500, there are obviously a lot of missing supporters returning to the fold. It is to be hoped that this interest will remain after the Cup

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

Premix

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

Final. To the newcomers, we would extend a welcome, with the hope that the high standard of Swindon supporters, recently awarded the John White accolade as the best behaved football supporters for the month, will continue on the same high plane.

Also for the benefit of the newcomers, I would like to remind them — and also our regulars — that the Supporters' Club have a souvenir shop attached to the Social Club, in the car park, where a wide variety of articles of interest to our supporters can be obtained, in particular a special Wembley rosette, made of plastic, which is being produced locally, and which is designed to last many years. Another very popular item is a Conway pen, in red and white, inscribed "Swindon Town v. Arsenal, Football League Cup Final, 1969". The rosettes, which can only be obtained from the Supporters' Club, are good value at 2/6 and the pens, at 1/6, mustn't be missed. Adding to these items, jockey caps in the Town colours, scarves, wool bobble hats and so on, we have tried to make available everything a Swindon supporter needs to identify himself at Wembley. There is, in addition to the main kiosk, a smaller sales shop just inside the Shrivenham Road entrance, and another just inside the fence leading to the back of the Shrivenham Road stand.

The Annual Dinner and Dance of the Supporters' Club has been fixed for Wednesday, 23rd April, at McIlroys Restaurant and Ballroom. It has been arranged rather later this year, as we hope that it will be a celebration for promotion as well as reaching the Cup Final. Full details will be given in these Notes as details become available.

Social Club members should note that on Saturday next, 8th February at the Saturday Party Night, will be the very popular MARK FIVE Group. This Group has quickly made its mark at the Social Club with a very wide repertoire.

Meet the



"ROGUES", "CADS" and "JUNIORS"

Shoes too comfortable to take off



at the

Swindon Co-op Society Limited

**Fleet Street
Swindon**

Going By Car?

SWINDON to BARROW . . .

Leave by Cricklade Road, A345, to A419,
along which turn left to Cirencester.

15 miles

Continue by A417 for 1 mile, then turn
right, A435, to Cheltenham.

31 miles

Leave by Tewkesbury Road, A4019, then
5 miles on, turn right along A38 to M50

Motorway.

43 miles

Follow signs "Birmingham M50";
at 1½ miles on, join M5 and continue to end
of Motorway.

76 miles

Proceed as signed "North West", following
A456 for 2½ miles, then A4123 to
Wolverhampton.

91 miles

Continue by A449 for 6 miles, then turn
right along A5 to M6, along which proceed
north to end of Motorway.

213 miles

Follow signs "Kendal A6", then 9 miles on,
turn left and continue by A590 to Barrow,
then just after crossing railway turn right
to BARROW FOOTBALL GROUND.

251 miles

Route kindly supplied by R.A.C.

HALF PRICE SEASON TICKETS

A limited number of 'B' issue half price Season Tickets will be available for sale from tomorrow, Wednesday, 5th February, 1969. Prices of these tickets are:—

£4 15s. 0d.

£4 5s. 0d.

£3 15s. 0d.

'B' issue means that should these tickets be renewed next season, we should be unable to guarantee tickets next season at 'All ticket matches'.

The ticket office is open from 9.30 a.m. until 5 p.m., and should you wish to avail yourselves of this cheap method of assuring a seat for all future matches this season, don't delay!

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!"
"COAL!"

J. WILMER

St. Margaret's Road
Swindon

Telephone 22535

LEESE, ING & CO. LTD.

Mineral Water and Squash Manufacturers

LANDSOWN ROAD - SWINDON

TELEPHONE 22744

Football League Cup Final

ARSENAL v. SWINDON

Saturday 15 March

SPECIAL THROUGH TRAINS TO
WEMBLEY and PADDINGTON

Return fare
each person **15/-**



Inter-City

For further details
apply 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, 8th FEBRUARY, 1969.

DIVISION III

BARNSELY

Kick-off 3 p.m.

TUESDAY, 11th FEBRUARY, 1969.

DIVISION III

BARROW

Kick-off 7.30 p.m.

SATURDAY, 15th FEBRUARY, 1969.

ENGLISH SCHOOLS TRIAL MATCH

NORTH v. SOUTH

Kick-off 2.30 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

COUNTY ROAD
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

Delivers 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

Friday, 24th January, 1969.

Beat TRANMERE ROVERS (Away) 5—3.

Team: Downsborough; Dawson, Thomas; Butler, Burrows, Harland; Heath,
Noble, Smart, Jones, Rogers.

Scorers: Jones (2), Noble, Smart, Rogers.

Referee: Mr. A. A. Green (Sheffield).

Tuesday, 28th January, 1969.

Beat OLDHAM ATHLETIC (Home) 5—1.

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

Scorers: Jones (3), Burrows, Smart.

Attendance: 21,316.

Referee: Mr. G. W. Hill (Leicester).

FOOTBALL COMBINATION

Saturday, 25th January, 1969.

Drew with WEST HAM UNITED (Home) 1—1.

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

Scorer: Fry.

HELLENIC LEAGUE

Saturday, 25th January, 1969.

Lost to CHIPPING NORTON (Home) 2—1.

Team: Grzadkowski; Blake, Allen; Stroud, Grubb, Claypole; Aldworth, Webb,
Collins, Eeles, Dudden.

Scorer: Eeles.



In a photo-finish to the ball, Gordine (Oldham goalkeeper) beats Chris Jones by a fist.

Cecil Green

Artistic Decorations in all its branches

12 Armstrong Street, Swindon, Wilts. Tel. 4593

W. COLLINS (Swindon) LTD.

TURF 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, Dorset
- ☐ Harkwood Farm Estate, Poole, Dorset
- ☐ Roman Way Estate, Bourton-on-the-Water, Gloucestershire

Name

Address



BRADLEYESTATES



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.

**T RUSTEE
S AVINGS
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**



Telephone
21844

**FAST EFFICIENT SERVICE BY
MARTYN LYNshaw LIMITED**

BOUNDARY WORKS - STRATTON ROAD - SWINDON