



SWINDON TOWN FOOTBALL CLUB

SATURDAY, 5th APRIL, 1958

Division III (South)

SWINDON TOWN

v.

NORWICH CITY

Kick-off 3 p.m.

Official Programme 3^D

**Southern Laundry
Co. Ltd.**

LAUNDERERS & DRY CLEANERS

TELEPHONE 4161

Station Rd., Swindon

C. LLOYD & SON

Shell : National Benzol : ^{LTD.} 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 TOWN v. SOUTHAMPTON

MONDAY NEXT, 7th APRIL, 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

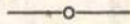
SEND FOR OUR ILLUSTRATED BROCHURE

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

5th APRIL, 1958

No. 21

Club Notes

After the unfortunate game against Walsall, the splendid result at Reading was doubly welcome. Supporters who made the journey will no doubt agree that the victory was well deserved.

Swindon were superior in every department from goalkeeper to outside-left. In the first half, playing fast, open, excellent football, we built up a four goal lead, which might easily have been six, as we missed two chances before opening the scoring.

Again in the second half we came near to scoring on several occasions. One shot by Micklewright just missed the upright after the 'keeper had been drawn out of goal.

This great victory still keeps us in the promotion race. If we can obtain four points from our two home games this Easter, we shall still be up with the leaders. Games in hand do not always mean points.

Both games are against strong opposition, and we ask all supporters to encourage the team in every way. It is hard to believe, but even now, some of our players perform better away from home. Slips can still be made, but please make allowances. The players are very keen and yet hope to win promotion. Surely we are all with them one hundred per cent in this great endeavour.

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)

Spectators at the County Ground saw a fine fight back by the Reserves after being two goals down in the first five minutes, and both own goals at that (getting quite a habit at the County Ground).

Undoubtedly the news from Reading spurred our lads, but nevertheless, congratulations to them all, for such great football and endeavour. Bournemouth Reserves were a strong side, holding a high position in the London Combination Table. In fact, they were top of the Third Division Reserve Teams in the League.

Tickets are selling extremely well for the Benefit Game on 21st April, 1958. Signs are that the gate on that evening will be the largest of the season. The kick-off is at 7 p.m., and the second half will probably have to be played under floodlights.

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

Our Visitors

It is our pleasure to welcome the Directors, Officials and Players of Norwich City Football Club. Like ourselves, the "Canaries" have been enjoying a successful season following their application for re-election last year.

To-day's team includes several new signings. Terry Allcock was transferred recently from Bolton Wanderers, where he was understudy to Nat Lofthouse. His inside partner, Derek Lithgoe, was signed on the dead-line date of March 16th from Blackpool. Former centre-forward Ralph Hunt has moved to outside-left.

In defence, England's 'B' International goalkeeper, Ken Nethercott has proved his worth, while Reading born Roy McCrohan, a former half-back, has proved his worth at right-back. Another half-back who has been successfully converted to a full-back is Ron Ashman, who appears at left-back. Further conversions are to be found in the half-back line, where former full-back John Wilson now appears at right-half, and Matthew Crowe, a forward, comes in at left-half.

Last year's game ended in a 1—1 draw. Our scorer was Micklewright.

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. NORWICH C
SWINDON T

RIGHT WING Colours : RED SHIRTS,
BURTON
NEAL (2)
OWEN (4) HUDSON
SKULL (7) MICKLEWRIGHT (8) KELLY (

Referee :

Mr. L. Callaghan
(Merthyr Tydfil)

HUNT (11) LYTHGOE (10) ALLCOCK
CROWE (6) BUTLER (

ASHMAN (3) NETHERCO

LEFT WING These teams are subject



16-17 BRIDGE ST.

Blunsdon Abbey Caravans

BLUNSDON, SWINDON, Wilts.

Tel.: Blunsdon 281

**SPECIALISTS IN RESIDENTIAL
AND TOURING CARAVANS**

Agents for PEMBERTON, BERKELEY,
STIRLING, PENARTH

Any N.C.C. approved make supplied
Used Bargains always in stock

Hire Purchase Terms Arranged
SITES AVAILABLE

ST. MARGARET

Wiltshire Bacon Factory Ltd.

BACON and HAM CURERS



Lard Manufacturers and
Canned Goods Distributors



OXFORD ROAD, SWINDON

Stratton St. Margaret 3211/2/3

PLESSEY

*may have
just the job for you !*



*Why not enquire
about present*

**SKILLED and SEMI-SKILLED
VACANCIES**

RRICKS LTD.

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

H CITY Kick-off 3 p.m.
ON TOWN
RTS, WHITE SHORTS LEFT WING
RTON
BINGLEY (3)
SON (5) FOUNTAIN (6)
LLY (9) EDWARDS (10) DARCY (11)

Linesmen :

Red Flag—

Mr. A. Rees
(Glamorgan)

Yellow Flag—

Mr. D. Underwood
(Mon.)

COCK (9) MORAN (8) GAVIN (7)
LER (5) WILSON (4)
McCROHAN (2)

IERCOTT

ICH CITY

subject to alteration

RIGHT WING

SWINDON

PHONE
5365

Garrard

for preference



There is a preference
for Garrard equipped
radiograms. A closer
look at the new

Garrard models and the reason for such preference
becomes obvious. The buying public recognises
superior sound reproduction, and knows that the Garrard
autochange and pick-up are kindest to both
standard and microgroove records.

The finest record-playing equipment in the world



THE GARRARD ENGINEERING AND MANUFACTURING CO LTD

Swindon Wilts England

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

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 for the "Toc H Relay to Hospitals Fund" produced £45. We know that the commentaries given week by week from the County Ground are very much appreciated by Swindon football enthusiasts who have to go into hospital, and we are grateful to all who contributed to this collection.

To-day the collection will be devoted to George Hunt's Benefit Fund. This very popular player has not been in the eye of the footballing public quite so much of late but he remains a loyal and conscientious servant of the Club and well deserves this second Benefit in recognition of his services in the past.

George had a variety of partners at full-back during his first team service. It will be remembered that he joined the Club originally as an outside-right, but later came into the first team as right-back. He recalls, among other left full-backs who played with him, Albert Young, Harry May, T. Elwell, P. Hilton and G. Fox, apart from players still on the books.

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)

The Football Combination match on Saturday last (which at one time looked likely to develop into Water Polo, but the rain stopped before the referee took to his punt) was considerably enlivened by the periodical announcements from Reading. Those of us who were at the County Ground would have been pleased with such a victory anywhere, but, coming against our nearest rivals, especially during one of their best seasons, it was all the more welcome.

We have just read that Newcastle United would like to have Mr. Bert Head as Manager. Possibly before these notes have reached the Press we shall have been reassured. Supporters generally would be most reluctant to lose him.

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

No. 3995—Mr. F. W. Palmer, St. Philip's Road, Swindon.

No. 4068—Mr. A. Barrett, Kelmscott, Lechlade.

COATE GARAGE



THE ALCOHOL FUEL

REPAIRS OVERHAULS
SERVICING ★ REBORING
TYRES 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.	Nottingham F.
B	— Aston Villa	v.	West Brom. A.
C	— Blackpool	v.	Newcastle U.
D	— Bolton Wanderers	v.	Manchester City
E	— Everton	v.	Tottenham Hotspur
F	— Leeds U.	v.	Sheffield Wed.
G	— Leicester C.	v.	Burnley
H	— Luton Town	v.	Chelsea
I	— Manchester U.	v.	Preston N. E.
J	— Sunderland	v.	Birmingham
K	— Blackburn R.	v.	Rotherham U.
L	— Bristol Rovers	v.	Bristol City
M	— Derby County	v.	Cardiff City
N	— Ipswich	v.	Huddersfield T.
O	— Lincoln City	v.	Stoke City
P	— Notts County	v.	Grimsby
Q	— Sheffield United	v.	Doncaster R.
R	— West Ham	v.	Charlton A.
S	— Queen's Park R.	v.	Shrewsbury T.
T	— Southampton	v.	Watford

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

A. S. DAVIES' TESTIMONIAL MATCH SWINDON TOWN v. ALL STAR TEAM

MONDAY, 21st APRIL, 1958 :: Kick-off 7.15 P.M.

The All Star Team includes such stars as
STANLEY MATTHEWS AND GEOFF BRADFORD

Tickets for this game are on sale at the Enquiry Office outside the Ground.
The usual Division 3 prices will be charged for this match.

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 stand seat at the next Division III game. The persons who purchased the programmes bearing the winning numbers should call at the office after the game and claim their seats.

No 3825

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