



SWINDON TOWN FOOTBALL CLUB

SATURDAY, 29th NOV., 1958

Division III

SWINDON TOWN

v.

SOUTHEND UNITED

Kick-off 2.15 p.m.

Official Programme **3^D**

**Southern Laundry
Co. Ltd.**

LAUNDERERS & DRY CLEANERS

TELEPHONE 4161

Station Rd., Swindon

C. LLOYD & SON

LTD.

Shell Service—Open 7.30 a.m. – 11 p.m.

*Agents for Borgward Cars
and Alexander Conversions*

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 . . .

F. A. CUP—SECOND ROUND

SWINDON TOWN v. NORWICH CITY

SATURDAY NEXT, 6th DECEMBER, 1958

Kick-off 2.15 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 LIMITED, BOUNDARY WORKS,
STRATTON ROAD, SWINDON**

SWINDON TOWN FOOTBALL COMPANY LIMITED

Registered Office : COUNTY GROUND, SWINDON

—o—
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. 9

29th NOVEMBER, 1958

No. 11

Club Notes

This week we begin with two apologies.

First to the spectators at last Saturday's Reserve game. We are sorry no half-time scores were displayed, but unfortunately we received nothing from the Press Association, due no doubt to the late kick-off in many matches.

We are sure you will all agree that you were rewarded with a grand game. In the words of many "The best on the County Ground this season." Fast excellent football played by both teams, with the issue in doubt to the end.

Many regular supporters are disappointed because they cannot obtain stand tickets for the Cup-tie against Norwich City on December 6th

Football Association Regulations demand we allocate in the first instance 25% of the total accommodation to our opponents. Normally at our League matches all stand seats are sold. Therefore at Cup-ties at least one quarter of our usual supporters who occupy seats must be disappointed until we get, if we are fortunate, tickets returned from the opposition.

The senior team gained a well-earned point at Bury last week, and this keeps us in the top half of the table. We hope supporters have noticed our defensive record, the best in Division 3.

Today we welcome old friends in Southend, who are enjoying quite a good season, and will no doubt put up a good fight for the points.

We were very sorry indeed to see their early departure from the F. A. Cup, but trust they will soon recover from this early set-back.

B. S. BUTLER

WATCHMAKER & JEWELLER

*Watches, Clocks, Barometers, Jewellery
Cutlery, Fancy and Leather Goods*

JOIN OUR CLUB!

72 CRICKLADE ROAD, SWINDON

Telephone 3502

W. G. SLATTER

RADIO & TELEVISION

Repairs to all Electrical Apparatus

74 Cricklade Road, Swindon

WATSON'S CENTRAL NEWSAGENCY LTD.

1 Wellington Street, Swindon

Tel. 2049

Swindon's *Leading Wholesaler*

L. WOLLEN WINES & SPIRITS



373 Cricklade Rd., Swindon

Our Visitors

HARRY THREADGOLD. Turned professional 1947 with Chester. Transferred to Sunderland 1952 and has been with Southend since July 1953. Born Tottenthall, Cheshire.

ARTHUR WILLIAMSON. With Clyde for four seasons. Transferred to Southend 1955. Born Ardlae.

SANDY ANDERSON. Born Auchtermuchty, Scotland. In his eighth season with Southend.

WILLIE MORRISON. Scottish Youth International. Born in Edinburgh, and has been with Sunderland for five seasons. 23 years of age, transferred to Southend in January.

JIMMY STIRLING. Played for Bournemouth and Birmingham before joining Southend seven years ago. Born Airdrie.

DUDLY PRICE. Schoolboy Youth International. Born in Swansea and played for Swansea, the only Club he has been with since turning professional. 23 years of age. Signed for Southend in January.

SAVOY RESTAURANT 49 REGENT STREET

OPEN FROM 9 A.M. UNTIL 9.45 P.M.

H. E. LANE

(REGENT STREET) LTD.

The Pork Sausage Specialists
117 VICTORIA RD., SWINDON

Telephone : 2336

Maylott Studios

For GROUP & SPORT Photographs

OFFICIAL PHOTOGRAPHER TO
SWINDON TOWN FOOTBALL CLUB

31 Faringdon Rd. Tel. 2792

THE NATIONAL PLAYING FIELDS ASSOCIATION

(President : H.R.H. The Prince Phillip,
Duke of Edinburgh, K.G., K.T.)

Please send a donation to The Gen. Sec.,
17 Eccleston Square, London, S.W.1., to
help in providing Playing Fields and Child-
ren's Playgrounds throughout the country.

This space generously donated by
J. RYE, 14 Grovelands Avenue, Swindon

C. Dunn & Son

BUILDERS & DECORATORS
Alterations, Renovations, Conversions
Plumbers and Sanitary Engineers
503 CRICKLADE ROAD Tel. 2522

NOTTON'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—continued

SAM McCRORY. Played for Plymouth, Ipswich and Swansea. Joined Southend in 1955. Born Belfast. Capped for Ireland against England and scored a goal towards his country's victory.

ROY HOLLIS. Leading goal-scorer. Born Great Yarmouth. Played with Norwich then Spurs. Joined Southend in 1954. Represented Third Division (South) v. Third Division (North) last two seasons.

BILL PUNTON. Played two seasons with Irish League Club Portadown F. C., was transferred to Newcastle in February 1953, five years with Newcastle. Sixty first team appearances in last three seasons.

LOU COSTELLO. Signed summer 1957 as professional. Previously with Aldershot as amateur.

JIMMY THOMSON. Raith Rovers for two seasons before coming to Southend. Born Govan.

JIMMY DUFFY. Joined from Scottish Club Celtic, with whom he had six seasons. Born Dundee.

LESLIE STUBBS. recently returned to Southend United from Chelsea, after six seasons with this Club. Born Southend.

GODDARD & Co.

Wholesale and Retail
WINE, SPIRIT, BEER
& CIDER MERCHANTS



9 REGENT STREET, SWINDON
Telephone 2415



Also at
100 NORTHERN ROAD, SWINDON

VAUXHALL JAGUAR BEDFORD CARS TRUCKS

We are your Main Dealers

Any make of Car or Truck
supplied — Used Vehicles a
specialised part of our
business.

*

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 1.0 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 : 3089

Swindon Bacon Curing Co. Ltd.

*Specialists in
Bacon, Pork & Cooked Ham*



50 FLEET STREET

SWINDON

Telephone : 2122

MILLS & MERR

H
O
U
S
E
F
U
R
N
I
S
H
E
R
S

SWINDON TOWN v. SOUTHEM U
SWINDON T

RIGHT WING

Colours : RED SHIRTS, V

BURTON

BIN

NEAL (2)

MORGAN (4)

RICHARDS (8)

HUDSON

KELLY (9)

CORBETT (7)

Referee :

Mr. H. Horner
(Coventry)



PUNTON (11)

STUBBS (10)

DUFFY (6)

ANDERSON (3)

HOUGHTON (5)

STIRLING (5)

W

RONSON

SOUTHEM U

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

ERRICKS LTD.

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

ND UNITED

Kick-off 2.15 p.m.

ON TOWN

HIRTS, WHITE SHORTS

LEFT WING

URTON

BINGLEY (3)

UDSON (5)

OWEN (6)

EDWARDS (10)

DARCY (11)

ELLY (9)

Linesmen :

Red Flag—

Mr. W. J. Mardon
(Bristol)

Yellow Flag—

Mr. H. G. New
(Havant)



HTON (9)

McCRORY (8)

STENHOUSE (7)

LIN (5)

COSTELLO (4)

WILLIAMSON (2)

RONSON

END UNITED

subject to alteration

RIGHT WING

T. SWINDON

PHONE
5365

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

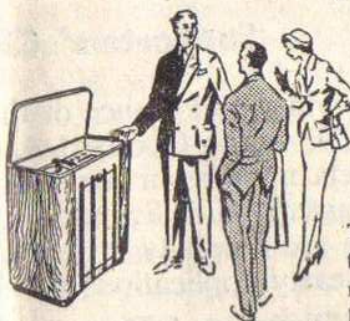
*may have
just the job for you !*



*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



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. & J. HIGGINS
39A HAVELOCK STREET

*for Civility — Service
and of course*

GROCERIES

For all your requirements

Before and After the match

Hodgetts of Swindon

5 DROVE ROAD : Tel. 4625

GROCERIES : SWEETS : CIGARETTES

Supporters' Club Notes

The Annual Dinner and Dance of the Club will be held on Saturday, 3rd January, 1959, at the Goddard Arms Hotel, Swindon, commencing at 7 p.m. Tickets may be obtained from our Social Secretary, Mr. S. G. Rouse, 70 Eastcott Hill, Swindon, or through members of the Committee. Members are cordially invited to attend and those wishing to do so should make early applications for tickets, as numbers are limited.

Prices : — Dinner and Dance 15/- each
Dinner only 12/6 each
Dance only 5/- each

It is hoped that as many as possible of the Directors, Officials and Players of Swindon Town F.C. will be present, as the first team will be playing at home that day and, at present, the Reserves appear to be without a fixture.

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. Gosting)

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

PLEASE HELP

CANCER RESEARCH

by sending a gift to

BRITISH EMPIRE CANCER
CAMPAIGN

11 GROSVENOR CRESCENT, LONDON, S.W.1
or to your local committee

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

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

Mention of the Reserves reminds us to congratulate them on returning to the top of the table of Division 2 of the Football Combination. Once again they gave us a most enjoyable game last Saturday. Many of us look forward to seeing the Reserve Team in action, and this season they have rarely disappointed us in providing excellent fare. Again we commend these matches to all supporters.

Our competition continues to flourish, and other activities still provide useful smaller sums. Many who do not belong to the competition are still enrolling as members of the Club, and supporters who have overlooked renewing their membership this season, are cordially invited to rejoin the family. The humble sixpence is all we ask as a minimum subscription for the season. Just call at our office before any match. You will find us under the stand near the car park. (We are gradually breaking ourselves of the habit of calling it the "new stand").

How imposing the new stand, or rather THE NEW STAND looks now. The writer is staying put in his old seat in the 'cow shed' as someone disrespectfully called the old stand, but all who have sampled the

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

JESMOND HOUSE HOTEL Highworth

A.A. R.A.C.
(5 miles from Swindon on A 361
.....)

Superb Food until 10.30 p.m.

First Class Accommodation

Club Cocktail Bar
.....

Telephones : HIGHWORTH 364 — 241

KEY OF THE BOARD

A —	Luton T.	v.	Wolverhampton
B —	Bristol Rovers	v.	Middlesbrough
C —	Fulham	v.	Barnsley
D —	Ipswich Town	v.	Liverpool
E —	Leyton Orient	v.	Bristol City
F —	Lincoln	v.	Rotherham
G —	Swansea Town	v.	Grimsby
H —	Chesterfield	v.	Colchester U.
I —	Halifax	v.	Stockport County
J —	Mansfield	v.	Norwich City
K —	Notts County	v.	Bournemouth
L —	Barrow	v.	Torquay U.
M —	Darlington	v.	Port Vale
N —	Gillingham	v.	Hartlepoons
O —	Oldham	v.	Crewe A.
P —	Shrewsbury	v.	Crystal Palace

THE EMBASSY RESTAURANT

(Over Barkham's)

Victoria Rd., Swindon

**SPECIAL THREE
COURSE LUNCHEON**

Good Food. Excellent Service

Don't buy a Car, Motor Cycle or Scooter
until you have seen the wide selection we
have to offer at

CORONATION CAR SALES

68 VICTORIA ROAD

Telephone : 6106

THE SWAN

(Hosts : Mr. and Mrs. Joe Woods)

PRIORS HILL : WROUGHTON

.....

Fully Licensed

Simonds' Ales : Snacks, etc.

Coach Parties Welcomed

Family Room Now Open

.....

Telephone : 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

Supporters' Club Notes *(continued)*

new have testified to the comfort and splendid view. It has been suggested that, when winter really comes, we might derive a useful income from hiring out hot water bottles as well as cushions, to people sitting upstairs, but time will tell.

Holders of 'Lucky Programmes' on 15th November were :—

No. 371 Mr. D. Potter, Cricklade Road, Swindon.

No. 4430 Mr. C. C. Pembroke, Love Lane, Shaw, Newbury.

TO BE SURE
YOUR CLOTHES ARE NOT
WASHED WITH OTHERS

take them to

**THE
LAUNDERETTES**

at

59 WELLINGTON ST.

or

186 VICTORIA ROAD
SWINDON

*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

SWINDON 2526

CAN ALSO BE YOUR LUCKY NUMBER!!!

if you ring

HOLMES & LUCAS

14A REGENT STREET :: SWINDON

for all your

TELEVISION, RADIO AND ELECTRICAL REQUIREMENTS

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 1149

L. E. GUNNING

Painter and Decorator

Colour Schemes submitted on request

ESTIMATES FREE

64 ST. MARY'S GROVE, SWINDON

'Phone 4938

15 Regent Circus (near G.P.O.)
Telephone Swindon 2731

HATTON'S NEWSAGENCY
A. J. D. WOODHOUSE & A. SMITH
Newsagents : Tobacconists : Confectioners
Agents for Wessex School of Motoring
Book your Coach for Private Parties
or for your Football Outings

Bell Bros.

(A. C. BELL)

Boot and Shoe Makers and Retailers

6 Regent Circus, Swindon

Tel.: Swindon 3297

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