



SWINDON TOWN FOOTBALL CLUB

FRIDAY, 26th DEC., 1958

Division III

SWINDON TOWN

v.

BRENTFORD

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 :

SWINDON TOWN v. SSV REUTLINGEN
(GERMAN FIRST DIVISION)

TOMORROW, SATURDAY, 27th 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

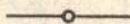
SEND FOR OUR ILLUSTRATED BROCHURE

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



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

26th DECEMBER, 1958

No. 14

We take this opportunity

to wish

all our supporters

A

HAPPY AND PROSPEROUS

NEW YEAR

B. S. BUTLER WATCHMAKER & JEWELLER <i>Watches, Clocks, Barometers, Jewellery</i> <i>Cutlery, Fancy and Leather Goods</i> 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 <i>Swindon's Leading Wholesaler</i>	L. WOLLEN WINES & SPIRITS □ 373 Cricklade Rd., Swindon

SALE OF TICKETS

TICKETS FOR OUR MATCH AGAINST SSV REUTLINGEN
 WILL BE ON SALE AT THE ENQUIRY OFFICE BEFORE AND
 AFTER TODAY'S GAME.

SAVOY RESTAURANT 49 REGENT STREET OPEN FROM 9 A.M. UNTIL 9.45 P.M.	Maylott Studios For GROUP & SPORT Photographs OFFICIAL PHOTOGRAPHER TO SWINDON TOWN FOOTBALL CLUB 31 Faringdon Rd. Tel. 2792
H. E. LANE (REGENT STREET) LTD. <i>The Pork Sausage Specialists</i> 117 VICTORIA RD., SWINDON Telephone : 2336	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

G. CAKEBREAD—Born Acton. Joined Junior side 1954, turned professional June 1955. Reserve for England Under 23 team last season.

T. WILSON—Born Southampton. Transferred from Fulham prior to commencement of the present season.

K. HORNE—Joined from Blackpool in 1950 as a centre forward, but played for the Bees at full back.

G. BRISTOW—Joined as a Junior, making his professional debut at 17 years of age, and has missed very few League matches since then.

I. DARGIE—London boy. Played for Southern League team Tunbridge Wells. Amateur with the Club in 1950, signed professional 1952.

K. COOTE—One of the longest serving members of the Club, joining from Wembley Town in 1949. Played for London Football Association versus Basle in May 1956 ; also for Division III (South) last season.

D. HEATH—Another Junior product. Made a regular place in the first team towards the end of last season, following injury to E. Parsons.

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 1.8 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 : 3089

Swindon Bacon Curing Co. Ltd.

*Specialists in
Bacon, Pork & Cooked Ham*



50 FLEET STREET

SWINDON

Telephone : 2122

MILLS & MERR

SWINDON TOWN v. BRENTFORD

SWINDON TO

RIGHT WING

Colours : RED SHIRTS, W

BURTON

NEAL (2) LE

FOUNTAIN (4) HUDSON

CORBETT (7) MICKLEWRIGHT (8) KELLY (

Referee :

Mr. C. W. Kingston
(Newport)

McLEOD (11)

TOWERS (10)

FRANCIS (9)

COOTE (6)

DARGIE (5)

HORNE (3)

WILLIAMS

CAKEBREAD

BRENTFORD

LEFT WING

These teams are subject



16-17 BRIDGE ST. S

Blunsdon Abbey Caravans

BLUNSDON, SWINDON, Wilts.

Tel.: Blunsdon 281

**SPECIALISTS IN RESIDENTIAL
AND TOURING CARAVANS**

Agents for PEMBERTON, BERKELEY,
STIRLING, PENARTH

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

Hire Purchase Terms Arranged
SITES AVAILABLE

ST. MARGARET

Wiltshire Bacon Factory Ltd.

BACON and HAM CURERS



Lard Manufacturers and
Canned Goods Distributors



OXFORD ROAD, SWINDON

Stratton St. Margaret 3211/2/3

RRICKS LTD.

Kick-off 2.15 p.m.

ON TOWN

IR. WHITE SHORTS

LEFT WING

RTON

LEE (3)

UDSON (5)

OWEN (6)

KELLY (9)

EDWARDS (10)

DARCY (11)

Linesmen :

Red Flag—

Mr. F. J. Higgins
(Somerset)

Yellow Flag—

Mr. D. H. Counsell
(Bristol)

NCIS (9)

RAINFORD (8)

HEATH (7)

GIE (5)

BRISTOW (4)

WILSON (2)

EBREAD

NTFORD

subject to alteration

RIGHT WING

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

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

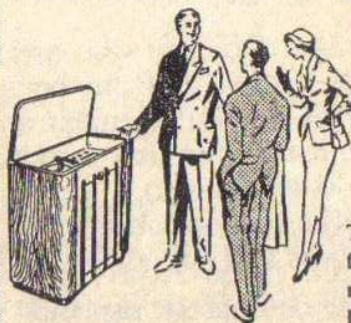
may have
just the job for you !



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. & J. HIGGINS
39A HAVELOCK STREET
*for Civility — Service
and of course*
GROCERIES

H. MILLARD

The Valley Stockists (PENHILL)

TOBACCONIST, CONFECTIONER, MINERALS
Ice Cream, Stationery, Toys, Fancy Goods
Toilet Requisites, Kiddies' Socks, Canvas Shoes
NYLONS WOOL

For all your requirements

Before and After the match

Hodgetts of Swindon

5 DROVE ROAD : Tel. 4625

GROCERIES : SWEETS : CIGARETTES

Supporters' Club Notes

The Football League Officials who are responsible for drawing up the fixture lists have prevented us from being able, this year, to offer our good wishes to Directors, Management and Players for a Happy Christmas, but we can at least hope that a successful result this afternoon will be forthcoming to contribute to a generally happy week-end. We can, at the same time, take this opportunity to extend our good wishes to all, including our members and supporters generally, for a Happy New Year.

For ourselves, we can safely say that we undertake to continue our efforts on behalf of the Football Club, not only to raise money but to perform such services as may be within our powers, and to do what we can to keep the gates to satisfactory proportions.

As we have said previously, for some the season begins when a team plays its first cup-tie, and ends when it is knocked out. Yet such people would be indignant if accused of not being true supporters. We appeal to all to use their best endeavours to bring their friends regularly to the County Ground, and to the more luke-warm supporters, to consider if

IF YOU WANT SERVICE, CONSULT . . .

Carter Bros.

60 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

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

Supporters' Club Notes (continued)

they can attend more often, both at the Division III and the Football Combination matches.

Our visitors today are always very popular at the County Ground, and have had some great personalities in their teams in the past. One of the earliest memories of the writer—as a small boy—is of seeing Harold Fleming of Swindon and Hendren of Brentford, both nearing the ends of their great careers, walking around the touch-lines chatting, with the referee in the middle blowing his whistle for them to come and “toss-up,” while they seemed to be entirely oblivious of the fact that the game was being held up by them. Eventually a linesman had to fetch them.

Holders of the “Lucky Programmes” on December 13th were :—

No. 347 Not claimed.

No. 2009 Mr. E. Yeo, Swindon Road, Stratton St. Margaret.

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 Town	v.	Arsenal
B —	Fulham	v.	Brighton
C —	Ipswich Town	v.	Bristol Rovers
D —	Leyton Orient	v.	Stoke City
E —	Rotherham U.	v.	Liverpool
F —	Chesterfield	v.	Wrexham
G —	Notts County	v.	Bradford City
H —	Bradford	v.	Oldham
I —	Gillingham	v.	Northampton T.
J —	Hartlepoons	v.	Darlington
K —	York City	v.	Barrow

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

OUR VISITORS—*continued*

J. RAINFORD—London boy. Previous Clubs Cardiff City and Crystal Palace.

G. FRANCIS—Product of the Junior side, turned professional January 1953.

J. TOWERS—Another product of the Junior side, turning professional May 1951. Leading goal scorer for one season.

S. RUSSELL—Born Feltham. At present doing National Service. Made League debut last season. Also on staff of Middlesex C. C.

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 4449

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