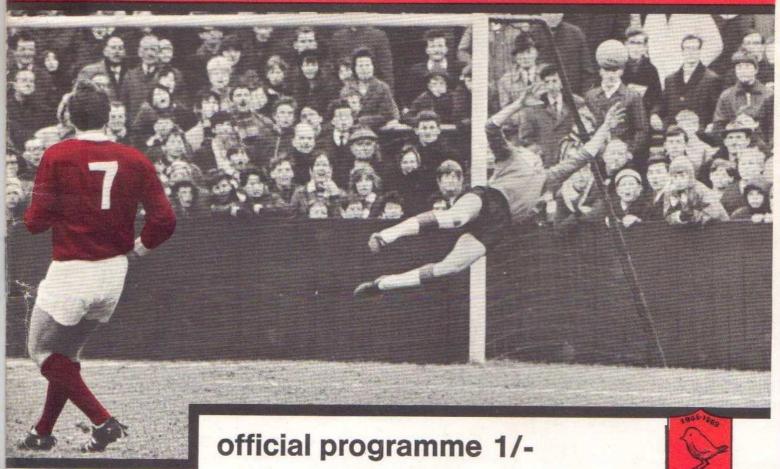
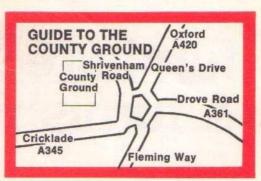
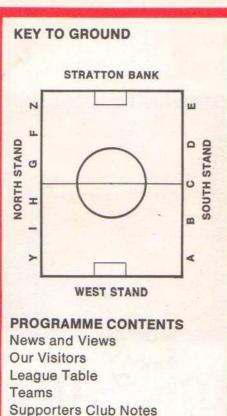


SWINDON TOWN FOOTBALL CLUB







Club Information

furniture & furnishings

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



mills+merricks

Itd

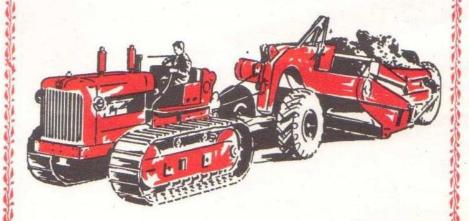
established over 65 years

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)

Mr. J. DAVIES (Vice-President)

DIRECTORS:

Mr H. E. LANE (Chairman)

Mr. R. FRICKER (Vice-Chairman)

Messrs. F. L. COLLINS, 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, 5th NOVEMBER, 1968

No. 13

TUESDAY, 5th NOVEMBER, 1968

FOOTBALL LEAGUE CUP ROUND FIVE (Replay)

SWINDON TOWN

V.

DERBY COUNTY

Kick-off 7.30 p.m.

REFEREE:

MR. A. E. DIMOND (Harlow)

LINESMEN:

Red Flag-MR. D. S. HUTCHINSON (Gloucester)

Yellow Flag-MR, N. A. LLOYD (Worcester)

IN EWS and WIEWS

One wonders why cup matches arouse such interest and enthusiasm. Yet to us, and many others, the League games are much more important. It is these games which supply us with our entertainment for almost the whole of the season, and incidentally, are the mainstay of the Club's revenue. So much of the cup receipts have to be paid out.

The cup-tie at Derby produced a tremendous demand for tickets in both towns. I well remember going to Derby at Easter 1964, for a Division 2 game, and the gate was round about twelve thousand, and I doubt if Swindon mustered fifty supporters. That was during our first season in Division 2, probably one of the best in the history of the Club. Now here we are — a gate of well over thirty thousand, long queues for tickets, fans disappointed, for an evening cup-tie. Think of the long journey home in the early hours of the morning. It is good to see the interest in the game, but the League is the first objective. Remember, we hit the Cup trail again (F.A. Cup, Round 1), in just over a week — November 16th to be precise. By the time you read these notes you will know the draw.

However, to this evening's game. May we see a repetition of last week's match — a keen, hard fought game, quick breaks and incidents in both goal areas, and played in a fine sporting spirit.

How royally Derby County greeted us all from Swindon—supporters, players and officials alike. We only hope we can return their wonderful hospitality. It was good to see our old friend "Sam", Chairman for so many years. Derby County's Boardroom wouldn't seem the same place without his genial personality.

Derby County is a great club with a fine tradition, especially

NEWS AND VIEWS-continued

in regard to the F.A. Cup, and their record of "glorious failures". Seven times semi-finalists, and three times defeated finalists in nine consecutive seasons.

I hope I shall not be accused of living too much in the past, but Derby County has produced some of the greatest footballers ever. First, the almost legendary hero, Steve Bloomer, the finest inside right ever. He made over 450 appearances for the "Rams", and scored the club record of 352 league goals. Other players in the Bloomer era were the brothers John and Archie Goodall, Ben Warren and Frank Buckley. The latter became an outstanding manager of Wolverhampton Wanderers in the early 'thirties. A man who produced a continuous stream of young players, and subsequently transferred them.

The financial rewards to the Club were enormous. Buckley was a wizard in transfer negotiations, and he became known because of his ideas of glandular injections for footballers. He certainly established sound foundations for Wolverhampton Wanderers.

In the years which followed other famous players wore the black and white of Derby County: Tom Cooper, Jack Barker, Jack Bowers, Alf Quantrill (a great outside left), Sammy Crooks (outside right), Harry Storer (another great manager of several clubs including Derby County), the one and only "Hughie" Gallacher, "Dally" Duncan, D. McCulloch, C. Napier, Dai Astley, Peter Doherty and "Raich" Carter (what a pair of inside forwards), Billy Steel, Jack Howe, Bert Mozley, and finally, "Tim" Ward, for many years manager of Derby County.

Great players all — a wonderful example to the present team which is enjoying such a successful season. Like Swindon they are right on the crest of the wave. Success in the Cup, and a high position in the League. Somebody's record will probably go tonight. Incidentally, if the result is a draw at the end

NEWS AND VIEWS—continued

of the ninety minutes, extra time will be played.

We played Derby County in Division II in season 1964-65. The first match was played on Saturday, 3rd October, 1964.

Swindon Town: Oakley; Dawson, Trollope; Morgan, Mc-Pherson, Smart; Leggett, Hunt, Summerbee, Skeen, Rogers.

Derby County: Matthews; Barrowcliffe, Ferguson; Webster, Young, Parry; Hughes, Thomas, Buxton, Durban, Curry.

Half-time, 3—1; Result, 4—2.

Scorers: Swindon — Hunt 3 (one penalty), Dawson; Derby County — Barrowcliffe (penalty), Thomas.

Referee: Mr. G. T. Powell.

Attendance: 15,094.

The return fixture was played at Derby on Saturday, 13th February, 1965.

Derby County: Matthews; Barrowcliffe, Ferguson; Webster, Young, Parry; Hughes, Thomas, Buxton, Durban, Bowers.

Swindon: Hicks; Dawson, Trollope; Smart, McPherson, Atherton; Summerbee, Hunt, Brown, Atkins, Rogers.

Half-time, 2—0; Result, 4—1.

Scorers: Derby County — Parry 2, Buxton, Bowers; Swindon — Summerbee.

It is interesting to see how many of the above names appear on tonight's team sheet.

Now an appeal to all our spectators, especially those in the ringside seats. Please do not move until the final whistle. Walking round the pitch causes great distraction to everyone. May you all enjoy a great game of football.

Footnote: Steve Bloomer began his football career at 2/6 per week. Compare that with present day wages. Football has come a long way, but few Bloomers exist today.

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

DERBY COUNTY FOOTBALL CLUB LIMITED

COLIN BOULTON (Goalkeeper)

5ft. 10½ins. 12st. 9½lbs. Born at Cheltenham, and signed professional forms in August, 1964. Graduated to the senior side in April, 1965, and is now a regular member of the Football League team.

PETER DANIEL (Full Back)

5ft. 10¼ins. 11st. 2¾lbs. Born at Stanley, near Derby. Was signed as an apprentice professional in August, 1963 and full professional in December, 1964.

RICHARD BARKER (Centre Forward)

5ft. 11½ins. 12st. 8lbs. Signed professional forms last season, he is a strong, powerful player who has established himself in the League team.

MICHAEL JONES (Centre Half)

5ft. 114ins. 10st. 74lbs. Born in Sunderland, signed professional forms in November, 1964. A strong and forceful tackler, is now a regular member of the Central League team.

ALAN HINTON (Winger)

5ft. 10½ ins. 12st. 1lb. Signed from Nottingham Forest last season for over £30,000. An English international, he is regarded as having one of the strongest shots in English football.

WILLIE CARLIN (Inside Forward)

Willie Carlin was signed from Sheffield United earlier this year for a Club record fee of over £60,000. Willie started his career with Liverpool, moving to Halifax Town and later to Carlisle United. A marvellous ball player and a glutton for work.

DAVE MACKAY (Wing Half)

Signed from Tottenham Hotspur during the close season, Mackay is said to be Derby County's best buy. An absolute credit to the game, he has been bought so that some of his skill and experience will help younger players at Derby.

BARRY BUTLIN (Inside Forward)

5ft. 11½ins. 10st. 8½1bs. Born Rosliston, Burton-on-Trent. Signed professional January, 1967.



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

ALAN DURBAN (Inside Forward)

5ft. 9ins. 10st. 9lbs. Born at Port Talbot and played for Cardiff City before his transfer to Derby County. A full Welsh international.

LES GREEN (Goalkeeper)

5ft. 8\frac{3}{4}ins. 11st. 13\frac{3}{4}lbs. Signed from Rochdale during the close season having previously played for Hartlepools United. He is regarded as very competent.

JOHN O'HARE (Inside Forward)

5ft. 8½ins. 12st. Signed from Sunderland last season for over £20,000. Very highly regarded, he is a player of immense skill.

ANTHONY RHODES (Half Back)

5ft. 11ins. 11st. 7½lbs. Signed professional in October, 1963. A regular member of the Central League team.

JOHN RICHARDSON (Full Back)

5ft. 6ins. 9st. 8lbs. Signed professional in 1962. He is one of Derby County's most promising finds and has now established himself as a regular member of the Football League team.

JOHN ROBSON (Wing Half)

5ft. 7½ins. 9st. 7½lbs. Signed professional last season, and has made exceptional progress, now settling down to First Team football.

RON WEBSTER (Wing Half)

5ft. 8½ins. 11st. 3½lbs. Locally born player who signed professional forms in 1960. Despite unlucky breaks with injuries, is now an established member of the Football League team.

KEVIN HECTOR (Inside Forward)

5ft. 8ins. 10st. 11lbs. Signed from Bradford Park Avenue in 1967 for a record fee. Has scored many goals and is one of the most exciting players in English football.

JAMES WALKER (Winger)

5ft. 9½ins. 11st. 2lbs. Signed as an amateur having played in the Cheshire League. Has made great strides during the six months he has been with Derby County.

ROY McFARLAND (Centre Half)

5ft. 11ins. 11st. 4lbs. Signed from Tranmere Rovers last season. He is said by Manager Brian Clough to be the best centre half in the country.

LAST WEEKS MATCHES

FOOTBALL LEAGUE CUP - FIFTH ROUND

Wednesday, 30th October, 1968.

Drew with DERBY COUNTY (Away) 0-0.

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

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

Attendance: 35.000.

Referee: Mr. K. Howley (Billingham).

STAND TICKET PRICES SEASON 1968-69

SOUTH ST	AND	NORTI	H ST	TAND			
Stand A	7/6	Stand	F	7/6			
Stand B	8/6	Stand	G	7/6	&	9/6	
Stand C	9/6	Stand	Н	9/6			
Stand D	8/6	Stand	1	7/6	&	9/6	
Stand E	7/6	Stand	Υ	7/6	&	8/6	
		Stand	Z	7/6	&	8/6	

Seats may be booked in advance and a stamped addressed envelope with the correct remittance will bring you any tickets you require.

FRUN

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 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 klosks on your way in.

ENJOY YOURSELF

Warnes Rentals-

To be sure!

51 Commercial Road, SWINDON

Telephone 6486

DIVISION III Date | Opponents Ground Result August 13 Torquay United (League Cup) 14.702.....(H Stockport County 13.350.....(H Hartlepool 5,732....(A Reading 16,765.....(H Plymouth Argyle 12.302.....(H September 4 Bradford City (League Cup) Watford 8.709.....(A Bradford City (League Cup Replay) 12.214.....(H 10.593.....(H Bristol Rovers Blackburn Rovers (League Cup) Shrewsbury Town 12,087.....(H October 5 Orient 12,450.....(H Reading 17,450.....(A) Brighton & Hove Albion Coventry City (League Cup) 19 Torquay United Coventry City (League Cup Replay)(A) Oldham Athletic Derby County (League Cup)(A) Southport..... Derby County (League Cup Replay)(H)(H) Luton Town(A) (1) F.A. Cup Mansfield Town Barrow December 7 (2) F.A. Cup Brighton & Hove Albion Torquay United Orient Oldham Athletic (3) Gillingham Southport Luton Town Tranmere Rovers 25 (4) February 1 Barnsley (5) Mansfield Town Barrow Rotherham United (6) Northampton Town Gillingham Stockport County Barnsley Hartlepool Rotherham United (S.F.) Plymouth Argyle Watford Crewe Alexandra Shrewsbury Town Bournemouth & Boscombe Athletic Bristol Rovers Crewe Alexandra 19 Walsall

SWINDON TOWN PLAYING STAFF

GOALKEEPERS						Height	Weight
Peter Downsbor	ough	100,000		100.00		5′ 10½″	12st. 2lbs.
Roy Jones	******	34444	******	C+++199	******	5′ 11″	11st. 12lbs.
FULL BACKS							
Owen Dawson						5' 9½"	11st. 12lbs.
Rod Thomas	cine.		191111		*****	6'	12st. 10lbs.
John Trollope	4,444	-1440	******			5' 10"	11st. 13lbs.
Dennis Fry	******	- No.	100				
HALF BACKS							
Joe Butler						5' 71"	11st.
Keith Morgan	-				*****	6' 1"	13st.
Roger Smart					*****	5' 11½"	12st. 11lbs.
Jimmy Giles	*****				111700	6' 01"	12st. 11lbs.
Frank Burrows		41014				6′ 1″	12st. 8lbs.
Stan Harland	*****			*****		6'	12st. 5lbs.
Michael Blick	anovik		TATORES .	*******			
Rod Desmeules		100000					
FORWARDS							
Don Rogers	20000				****	5' 101"	12st. 10lbs.
Don Heath						5' 8"	11st. 8lbs.
Willie Penman	SWAME	******	2000	2000		5' 8"	10st. 10lbs.
Peter Noble	******	117117	anner.	(300000	******	5' 8"	10st. 10lbs.
John Smith	******		277648	*****		5' 8"	13st.
Chris Jones				****		5' 11"	11st. 11lbs.
John Bailey	197745	titett:	******	199700		5' 11"	12st.
Barry Lowes					1	5' 8½"	11st. 8lbs.
Vincenzo Mascia						5' 7"	11st. 7lbs.
		******	******	******	******	•	1101. 1100.
APPRENTICE PRO	DFESSI	ONAL	S				
Peter Aldworth	*****	*****	*****		201144	5' 8"	10st. 5lbs.
Keith Allen	*****	*****	*****	44177		5' 7"	10st. 9lbs.
Darryl Claypole	*****		10000		*****	5' 101"	12st. 2lbs.
David Dangerfie						5' 8"	11st.
Terry Hubbard				*****	*****	5′ 8″	10st. 8lbs.

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.

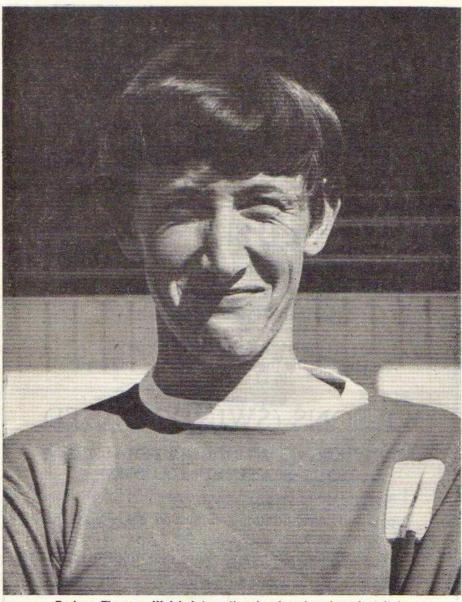
BUILDERS OF MODERN ATTRACTIVE HOUSES AND BUNGALOWS

Developments at:
Upper and Lower Stratton — Blunsdon and Highworth

Head Office:

90/91 COMMERCIAL ROAD - SWINDON

Telephone Swindon 6361/3



Rodney Thomas, Welsh International, who played against Italy in the recent World Cup match.

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)

Walker (11)

Thinking peo A member of The Buil

SWIND

Down

Dawson (2)

Smith (4)

Burro

Noble (8)

Jone KEEP

EVE ADVE

WITH 1

Swindon's Colours Red Shirts, White Shorts

Swindon's 12th Man Penmon

Hector (10)

Mackay (6)

McFa

Robson (3)

DERBY

Mills & M

Complete Hous Furnishing

16-17 BRIDGE STREET, SWI

e invest in the



g Societies Association

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

Shares and Deposits in this Society are trustee investments

TOWN (1)

Thomas (3)

(5) Harland (6)

Smart (10)

Rogers (11)

Barker (7)

TOUCH VING RTISER

IE NEWS

(9)

These teams are subject to alteration

Derby's 12th Man Butlin

and (5)

Carlin (8)

Durban (4)

Webster (2)

en

COUNTY (O)

erricks Ltd.

Furnishers and Contractors

IDON

Tel: 5365/6

DINNERS
DANCES
LADIES' NIGHT
ANNUAL BALLS

McIlroy's Ballroom

COMMITTEE MEETINGS
RECEPTIONS
ENGAGEMENT PARTIES
PRIVATE LUNCHEONS
Mcllroy'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 Mariborough Road, Swindon

DIVISION III

(up to and including Saturday, 2nd November, 1968)

	OY	P	W	D	L	F	Α	Pts
Swindon Town	*****	15	10	3	2	24	9	23
Bournemouth & B.	A.	16	10	2	4	27	12	22
Watford		16	9	4	3	20	9	22
Barrow		16	10	2	4	28	20	22
Torquay United		17	9	3	5	28	17	21
Luton Town		15	9	2	4	29	14	20
Tranmere Rovers		17	9	2	6	24	22	20
Stockport County		16	7	5	4	27	23	19
Reading	*****	16	7	4	5	27	20	18
Rotherham United	*****	16	6	6	4	20	17	18
Plymouth Argyle	*****	17	7	4	6	21	18	18
Northampton Town		14	5	5	4	15	14	15
Mansfield Town		17	5	4	8	23	21	14
Walsall	*****	17	3	8	6	16	18	14
Bristol Rovers	*****	16	5	4	7	24	29	14
Barnsley		17	4	6	7	19	25	14
Shrewsbury Town	*****	16	5	4	7	14	21	14
Southport		16	6	1	9	25	31	13
Hartlepools United	b	16	3	7	6	10	25	13
Orient		15	3	6	6	19	25	12
Brighton & H. A.		17	4	4	9	22	31	12
Gillingham		16	4	3	9	20	27	11
Crewe Alexandra		15	3	4	8	21	28	10
Oldham Athletic		16	1	3	12	10	35	5

Suppliers to the Swindon Team

MAY WE SUPPLY YOU?







of Chippenham Limited

MAIN

FORD

DEALERS

COCKLEBURY ROAD - CHIPPENHAM
Telephone 3255

SUPPORTERS CLUB NOTES

Congratulations to the team for the fine display at Derby in the League Cup. Swindon supporters who went will remain convinced that the difference between the two teams was not so marked as a number of reports suggest. One noticed the small size of the Derby County playing field. The home team, used to this, obviously made full use of the fact that the defence were always reasonably close together and could cover easily. Swindon's pitch is the second largest in all four Leagues, which must surprise many people. Only one pitch is larger — Doncaster Rovers'. How Derby County will cope when their defence find themselves in the wide open spaces — with many yards extra to go for goal — remains to be seen, tonight.

The return match has enabled a very large number of Swindon fans to see the replay. This, with an all ticket match, as usual, raised innumerable problems. All the regular supporters from the average gates of 14,000 wanted to get in. So did about 10,000 other supporters who claim (at every all-ticket match) to be "regular supporters". The Board decided, that to be fair to the average 14,000, they should get the chance to buy their tickets at a normal League match. Any reasonably minded regular supporter would concede that this is a reasonable assumption. No doubt there has been disappointments. This is inevitable, as every football club has the same problem and, to my knowledge, not one of them have

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

solved it. If any supporter can provide the answer I am positive that not only Swindon, but every other club in the League, would accept the solution. The Club arranged three separate turnstiles at which every Supporters' Club member could get their ticket, on production of their Supporters' Club membership card, without queueing with the remaining masses. It meant that every Supporters' Club member had a clear cut advantage over non-members, provided they choose to collect one ticket each on a day when they would normally be supporting their club, at a home League match. We have done our best to cover the members who, genuinely, were unable to attend through work. In the limited time available to fall in with the Football Club's plan (48 hours), I am told that a number were too impatient to wait and see how the Board's new idea worked out in practice. There will be a discussion on it between the Board and Supporters' Club. If anyone has the answer, please tell us.

Meet the



"ROGUES", "CADS" and "JUNIORS"

Shoes too comfortable to take off

at the

Swindon Co-op Society Limited Fleet Steet Swindon

FOOTBALL LEAGUE CUP

Tonight's attendance, and the interest aroused in this game,

shows how this competition has developed.

When it was first inaugurated in season 1960-61, clubs were rather apathetic, but all entered with the exception of the following five: Arsenal, Sheffield Wednesday, Tottenham Hotspur, West Bromwich Albion and Wolverhampton Wanderers. Matches had to be played by a given date, but the actual day was left to mutual arrangements by the clubs. Gates were rather poor, due to lack of interest.

It looked at one time as if this competition would fade out, because the following season ten clubs refused to enter. The other five in addition to those previously mentioned were Burnley, Chelsea, Everton, Manchester United and Liverpool. The two finalists were Rochdale and Norwich City, and the winner was decided by home and away ties. Norwich City

won at Rochdale 3-0, and at home 1-0.

The following season, 1962-63, two more clubs, Ipswich Town and Nottingham Forest, joined the list of non-starters, but despite that, the competition gained impetus, especially as Birmingham City and Aston Villa contested the Final. The former were eventual winners, as a result of a 1-0 victory at Villa Park and a 3-1 win at home.

Gradually clubs realised the importance of the League Cup, its crowd-pulling ability, and of course the financial rewards. With the opportunity of participating in European football, and the status given by playing the Final at Wembley, the competition became really established. This season only one team - namely, Manchester United - did not enter.

The attractiveness of the competition has been reflected by the rising attendances at the semi-final and final ties. Three years ago the four semi-final matches drew a total of 73,489 spectators. A year later the total reached the figure of 125,018. The crowds at the Final have increased from 47,647 in 1965

FOOTBALL LEAGUE CUP-continued

(two matches) and 60,246 in 1966 (two matches) to 97,952 for one game. The first of these Finals to be played at Wembley was the match in which Queen's Park Rangers won a great victory over West Bromwich Albion by three goals to two after being two goals down at half-time. Last year the gate for the Final between Leeds United and Arsenal, exceeded 100,000. Another pleasing factor about the League Cup Final is that the competing clubs receive a large proportion of the tickets.

Reverting back to the first year of the competition, the actual Finals were played at the beginning of the next season 1961-62. The two competing clubs were Rotherham United (yes, our present manager, Mr. Williams, was then coach to that club) and Aston Villa. The first leg took place at Rotherham on 22nd August, 1961. Result: Rotherham United 2 (Webster, Kirkham), Aston Villa 0. The second leg was played at Villa Park on 5th September. Result: Aston Villa 3 (O'Neill, Burrows, McParland), Rotherham United 0.

Thus Aston Villa, the name most often engraved on the F.A. Cup, was the first to go on the new League Cup. The

names of the players make interesting reading.

Aston Villa: Sidebottom; Neale (transferred from Swindon), Lee; Crowe, Dugdale, Deakin; O'Neill, MacEwan, McParland, Thomson, Burrows.

Rotherham United: Ironside; Perry, Morgan; Lambert, Madden, Waterhouse; Webster, Weston, Houghton, Kirkham, Bambridge.

Finally, to end on an optimistic note. Dates for your diary:

Saturday, 16th November, F.A. Cup, First Round;

Wednesday, 20th November, League Cup Semi-Final, First Leg at Burnley;

Wednesday, 4th December, League Cup Semi-Final, Second

Leg;

Saturday, 7th December, F.A. Cup, Second Round.

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 seasonshoot 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



Inter-City

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**

SATURDAY, 9th NOVEMBER, 1968 FOOTBALL COMBINATION

LUTON TOWN

Kick-off 3 p.m.

SATURDAY, 16th NOVEMBER, 1968

FOOTBALL COMBINATION

NORWICH CITY

Kick-off 3 p.m.

SATURDAY, 23rd NOVEMBER, 1968

FOOTBALL COMBINATION

IPSWICH TOWN

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





Willie Penman scoring the second goal against Coventry City in the League Cup replay.

Photo 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.