

**SWINDON TOWN**



**FOOTBALL CLUB**

1425

SATURDAY, SEPTEMBER 1st

Division III (South)

**SWINDON TOWN**

v.

**SHREWSBURY TOWN**

Kick-off 3.0 p.m.

*Official Programme 3<sup>D</sup>*



**SOUTHERN LAUNDRY  
CO. LTD.**

*Launderers and Dry Cleaners*



TELEPHONE 4161  
STATION RD., SWINDON

**C. LLOYD & Son, Ltd.**

AUTOMOBILE ENGINEERS



Sales and Service :  
CRICKLADE Rd. SWINDON

MAKE YOUR GOAL THE

**EAGLE HOTEL**

(Prop.: Tom Hamilton)

DEVENISH BEERS :: BASS  
WORTHINGTON :: GUINNESS  
REGENT STREET, SWINDON

For Value, Service and Courtesy . . .

**LITTLE & CO. LTD.**

*Ladies' and Gents'  
Outfitters and Furnishers*

31/32 FLEET STREET, SWINDON  
Telephone : 2831

**SWINDON TOWN 'B' v. BRISTOL ROVERS**

On the County Ground

MONDAY NEXT, SEPTEMBER 3rd.

Kick-off 7.30 p.m.  
(Floodlight)

*A welcome stop*

*on your way across town . . .*

**White Hart Hotel**

(Prop.: Arthur Payne)

*Fully Licensed*

NEWPORT ST., SWINDON

**LEESE, ING & Co. Ltd.**

INCORPORATING BARKER & CO.

LANSDOWN RD., SWINDON

Mineral Water and  
Squash Manufacturers

TELEPHONE 2744/2320

**H. E. LANE**

*For Bacon and  
Cooked Meats*



47 REGENT STREET, SWINDON

For the Best Luncheon or Grill go to . .

THE

**Golden Lantern  
RESTAURANT**



48 REGENT STREET, 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.

Secretary: R. A. MORSE

---

Vol. 7

September 1st

No. 3

---

## *Club Notes*

With two points from four matches—two home and two away—we have made exactly the same start as last season with one very important difference, and that is the new determination and effort that is evident from each and every one of our players. In a thrilling and exciting tussle on Wednesday we were beaten by Brentford by three goals to one but the large crowd present would agree, we think, that they had their money's worth and that the better team won. Full marks, however, to our lads for their sterling fight. It must be our aim to strengthen the team until we are at least as good as the best in the league and it may be we have seen the best already. In the hope that some extra punch will be added to the forward line changes have been made for to-day's game and we know that our supporters will welcome Maurice Owen back into action for the first time this season.

The enthusiasm and vocal encouragement last Wednesday was a real tonic. May it continue for it does mean so much to the players who appreciate it far more than the supporters realise. Almost certainly the fact that the game started later in the evening and was completed under the floodlights helped to create what must be a record attendance for a mid-week third division fixture. It is, therefore, all the more regrettable that our next opponents at the County Ground were unable to agree to the game being completed under the lights. As a result the mid-week match against Gillingham on Wednesday, 12th September will have to commence at 5.45 p.m. There is nothing we can do about this and we hope you will make that extra effort and come along to support your team.

---

### *Next Match—*

FOOTBALL COMBINATION

## SWINDON TOWN *v.* NORWICH CITY

WEDNESDAY NEXT, SEPTEMBER 5th.

Kick-off 6.45 p.m.

---



---

**B. S. BUTLER**

Jeweller

MAKE PRESENT BUYING A  
PLEASURE, JOIN OUR CLUB**72 CRICKLADE RD., SWINDON**

---

**W. G. SLATTER**

RADIO and TELEVISION

*Repairs to all electrical apparatus***74 CRICKLADE RD., 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 and Spirits***373 Cricklade Rd. Swindon**

---

**Club Notes (continued)**

There are, of course, other games to be seen on the County Ground before the 12th and details of our reserve games, etc., can be found elsewhere in this programme. We can promise you that if the football served up is as good as it was in the two matches played here on Saturday last then you will get good entertainment. More particularly we would like to draw your attention to this evening's game when the 'A' team play Chippenham United in the newly-formed Wilts Premier League, kick-off 6.30 p.m. We are anxious, in common with the Wilts Football Association and all connected with the League, to make it a resounding success and we feel sure, if you come along to the County Ground again this evening, you will not be disappointed.

Another attractive fixture will be next Monday's game against Bristol Rovers Juniors, kick-off 7.30 p.m., which has been arranged at short notice. The Rovers' team includes an English Youth International, a former Welsh Schoolboy International, three Professionals (all of them just seventeen) who have had Football Combination experience, and five former members of the Bristol Schoolboys Team. This game should prove another strong test for our 'B' Team, following their grand fight against the older Cardiff City side.

Famous for Rainwear

---

**HOPE & Co.**

(RAYMOND SUTTON)

**21/23 FARINGDON RD.,  
SWINDON.**

---

**MAYLOTT STUDIOS***For GROUP & SPORT photographs*

Official Photographer to

Swindon Town Football Club

**31 FARINGDON RD. 'Phone 2792**

---

**RYE & CO.**

Ironmongers

*"Everything for the Home"***43 Faringdon Rd., Swindon**



---

**C. DUNN & SON**

BUILDERS and 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 today 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**

Today we extend a sincere welcome to our visitors from Shrewsbury. Their visit to the County Ground last season recalls our 2-1 win, and also the game when our left winger Ernie Edds was injured.

Shrewsbury Town are a strong side and today they include three of their close season signings. Arnold Rodgers from Bristol City needs no introduction, we have seen him play many games at Swindon and we know just what a danger man he can be.

The other two new signings are Shields, a young inside-forward from Hibernians and outside-left Whitaker from Bradford (Park Avenue). These two new players form the left wing today.

Shrewsbury now occupy ninth position in the League Table, having taken five points from four games. In doing so they scored six goals and conceded four. Their record indicates another hard game for us today.

---

**GODDARD & CO.**WHOLESALE and RETAIL  
WINE and 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



Top of the Clothing League !

# CLIFFORDS

THE MODERN TAILORS



44, 45, 46, FLEET STREET  
SWINDON

Call and see us after the match

## 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

### SPECIAL EXCURSION

SUNDAY, SEPTEMBER 23rd

TO

ROSS-ON-WYE ... 7/3

SYMONDS YAT ... 8/3

MONMOUTH ... 8/9

Swindon Jct depart 11.25 a.m.

For full details see handbills.

BRITISH RAILWAYS

YOUR ENQUIRIES for printing by any  
process, including SILKSCREEN  
and OFFSET LITHO would receive  
our prompt and careful attention

The  
**BOROUGH PRESS**  
(Swindon) Ltd.

EASTCOTT HILL Telephone 4024

DON'T PASS THE

## SWINDON BACON CURING CO. LTD.

Specialists in :

BACON, PORK & COOKED HAM



50 FLEET STREET  
SWINDON

Telephone : 2122

## H MILLS & MER

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

SWINDON TOWN v. SHREWSBURY T

SWINDON

RIGHT WING

Colours : RED SHIRTS,

Burton

Hunt (2)

McShane (4)

Hudson

Richards (7)

Agar (8)

Owen (9)

Referee :

Mr. E. T. Jennings  
(Worcs.)



Whitaker (11) Shields (10) Weigh (11)

Simpson (6)

Maloney

Hobson (3)

Crossley

SHREWSBURY

LEFT WING

These teams are sub

16-17 BRIDGE ST.



# ST. MARGARET

**Wiltshire Bacon Factory Ltd.**

BACON and HAM CURERS

Lard Manufacturers and  
Canned Goods Distributors

**OXFORD RD., SWINDON.**

Stratton St. Margaret 3211/2/3

*WIN*  
confidence

*LOSE*  
nothing

*DRAW*  
satisfaction

by enquiring about present skilled,  
semi-skilled and clerical vacancies.

## PLESSEY

PERSONNEL MANAGER Tel.: 5461

# RRICKS LTD.

7 TOWN. Kick-off 3.0 p.m.

N TOWN LEFT WING  
RTS, WHITE SHORTS

rtion  
Fox (3)  
ion (5) Williams (6)  
1 (9) Pembery (10) Miller (11)

**AGENTS**  
**T ST.**

Linesmen:  
Red Flag:  
Mr. E. G. Dodge (Som.)  
Yellow Flag:  
Mr. H. N. Lye (Som.)

gh (9) Rodgers (8) O'Donnell (7)  
ey (5) Wallace (4)  
Bannister (2)

ssley  
**RY TOWN** RIGHT WING  
ubject to alteration

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

**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

# COOPERS SELL

ANGLE IRON  
and STEEL TUBES

**MARSHGATE WORKS**  
**SWINDON 5543**



<p>One Quality only — The Best Fresh Supplies Daily</p> <p><b>York Road Fisheries</b> SWINDON</p> <p>WET, DRY or FRIED.      Tel.: 3680</p>	<p><b>H. MILLARD</b> Confectioners and Tobacconists Newsagents and Stationers</p> <p>•</p> <p><b>3 HANNINGTON CLOSE, PENHILL, SWINDON.</b></p>
<p><b>H. PRINCE</b> Fruiterer and Greengrocer DELIVERED FRESH DAILY</p> <p>+</p> <p><b>1B Rodbourne Road, Swindon.</b></p>	<p><i>For all your requirements Before and After the match</i></p> <p><b>HODGETTS of Swindon</b> <b>5 DROVE ROAD.      Tel. 4625</b></p> <p>Groceries — Sweets — Cigarettes</p>

### *Supporters' Club Notes*

The supporters who saw the Combination match with Aldershot Reserves must have felt well satisfied with the entertainment provided and with the result. If this match is typical of what we may expect from the Reserves this season, it will not be long before attendances at these matches increase considerably.

Our Social Secretary hopes to arrange coach trips for the Division III matches at Walsall (September 8th) and Bournemouth (September 22nd). The fares will be 11/6 and 10/- respectively. Anyone interested in either trip should get in touch with Mr. S. G. Rouse, at 70, Eastcott Hill, or at our Office, not later than Wednesday prior to the match concerned.

We very much appreciate the loyal help we receive from our friends outside Swindon. We are also willing to welcome new workers, and at present we particularly require them at Ramsbury, Aldbourne, Hungerford, Shrivenham and Faringdon.

Competition membership grew from 8740 in the first week to 10,200 in the second. Our Competition Secretary, Mr. F. N. Deane, 93, Clifton Street, will gladly furnish details.

<p>If you want Service, consult . . .</p> <p><b>CARTER BROS.</b></p> <p>For Electrical, Radio and Television Sales and Service</p> <p>Tel.: Swindon 5832 &amp; Wootton Bassett 471</p>	<p>All your PET requirements can be found at . . .</p> <p><b>RON'S PET STORES</b> Prop.: R. R. Gosling.</p> <p>Budgerigars, Canaries, Foreign Birds Seed, Cages, Aquaria, etc.</p> <p><b>196 Rodbourne Rd.      54 Cricklade Rd.</b> Telephone 3262      Swindon      Telephone 3193</p>
<p>Telephone : OXFORD 2860</p> <p>The <b>Oxford Asphalt Co.</b> Asphalt &amp; Flexible Roofing Contractors also Coloured Asphalt Flooring.</p> <p><b>77A ST. CLEMENTS STREET, OXFORD</b></p>	<p><i>To be well shod— is to be well dressed.</i></p> <p><b>VICTORIA Shoe Repairs</b> <b>129, Victoria Road, Swindon.</b></p> <p>For first class materials and workmanship</p>



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 and 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 - - - Arkells 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

### THE FOOTBALL ASSOCIATION

### NOTICE TO PLAYERS, OFFICIALS AND SPECTATORS

(Extract from Rules)

Players, Officials and Spectators are only allowed to take part in or attend matches on condition that they observe the Rules of the Association, and every affiliated Association or Club is required to observe and enforce such rules.

Every Association or Club is responsible to the Council for the action of its Players, Officials and Spectators, and is required to take all precautions necessary to prevent Spectators threatening or assaulting Officials and Players, during or at the conclusion of Matches. An Official of an Association or Club, Referee, Linesman, or Player, shall not bet on any Football Match, and Associations and Clubs are also required to prevent betting and the use of objectionable language by Spectators. In the case of breach of this Rule, any Player, Official, or Spectator may be removed from any ground, and such force used as may be necessary for the purpose of effecting such removal.

The Association shall be entitled to publish in the public Press, or in any other manner it shall think fit, reports of its proceedings, acts and resolutions whether the same shall or shall not reflect on the character or conduct of any Club, Official, Player or Spectator, and every such Club, Official, Player or Spectator shall be deemed to have assented to such publication.

Issued by order of the Council of the Football Association

STANLEY ROUS, Secretary.

22, Lancaster Gate,  
London, W.2.

## 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.

After the match :

Snacks, Teas and Grills —

*Café Miranda*

Telephone :  
Highworth 364

Where excellent food is served  
in ideal surroundings.

**KEY OF THE BOARD**

A—Arsenal	2	v.	1	West Brom. A.
B—Aston Villa	2	v.	1	Blackpool
C—Luton	3	v.	0	Manchester City
D—Bristol Rovers	1	v.	0	Stoke
E—Fulham	1	v.	0	Huddersfield
F—Leyton Orient	1	v.	2	Bury
G—Swansea	1	v.	1	Nottingham F.
H—Brentford	0	v.	1	Watford
I—Brighton	2	v.	0	Ipswich
J—Colchester	1	v.	0	Q.P.R.
K—Coventry	0	v.	0	Southend
L—Exeter	1	v.	1	Torquay
M—Gillingham	1	v.	1	Walsall
N—Millwall	0	v.	2	Bournemouth
O—Newport	3	v.	1	Plymouth
P—Norwich	1	v.	1	Northampton
Q—Reading	0	v.	1	Aldershot
R—Southampton	2	v.	0	Crystal Palace



Make your Evening Rendezvous

## THE SWAN

(Hosts: Mr. & Mrs. Joe Woods)

Fully Licensed

Simmonds 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

(Host : Jack Scutts)

Fully Licensed. Clinch Beers, etc.

SOUTHBROOK STREET

SWINDON. 5837

## C. & M. LITTLE

Family Grocers and

Provision Merchants

*The Shop for good value*

190 COUNTY RD., SWINDON

*F.A. Diary* for Season 1956 - 57. 3/3 post free



*F.A. News* Annual Subscription 10s. post free



These publications may be obtained from the Football Association  
Offices, 22 Lancaster Gate, London, W.2.

**START THE SEASON**

**ON THE RIGHT FOOT . . .**

*Make sure*

*of your copy of*

**THE  
FOOTBALL PINK**

For High Class

CENTRAL HEATING and PLUMBING

PAINTING and DECORATING



## NORTH WILTS

SANITARY & HEATING Co. Ltd.

BRADFORD ROAD, SWINDON.

Phone : 4201



---

### *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.

---

#### **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 MENS' WEAR



**HENRY BEST LTD.**

**123 VICTORIA RD., SWINDON. 4288**

---

#### **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 FERNDALE RD., SWINDON**

Telephone : 3809