



# SWINDON TOWN FOOTBALL CLUB

WEDNESDAY, SEPTEMBER 4th

Division III (South)

1951

SWINDON TOWN

v.

WATFORD

Kick-off 7 p.m.

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



---

**Southern Laundry  
Co. Ltd.**

LAUNDERERS & DRY CLEANERS

TELEPHONE 4161

**Station Rd., Swindon**

---

**C. LLOYD & SON**

LTD.

Shell : National Benzol : 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 T. v. PLYMOUTH ARGYLE**

SATURDAY NEXT, 7th SEPTEMBER, 1957

Kick-off 3.0 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

---

**H. E. LANE**

*For Bacon and  
Cooked Meats*

★

**47 REGENT ST., SWINDON**

---

FOR THE BEST LUNCHEON  
OR GRILL—GO TO THE

**Golden Lantern  
Restaurant**

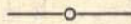
★

**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

Manager : B. J. HEAD

Secretary : R. A. MORSE

---

Vol. 8

SEPTEMBER 4th, 1957

No. 2

---

## Club Notes

So to the fourth game, and the second home match of the season. Played three, won one, lost one and drawn one. Three games—three points. So far so good, but what of the immediate future? After the splendid win over Newport hopes soared high, then followed a hard earned point at Watford. The players fought like Trojans and deserved the point, but how costly—three players injured, all forwards.

In the first programme we wrote "Can we just have that little luck, and the run of the ball which we deserve?" Well, possibly we had the run of the ball in the first game, but that little luck is still missing. At the time of writing it appears quite probable we shall be short of four of the original forward line, as Maurice Owen was injured at Port Vale. To any club the loss of four forwards is a great blow.

We feel, however, with your continued support we can soon overcome all difficulties. In the previous programme we said "Please encourage the players. The young players with little experience now being drafted into the team need that encouragement. Please give it!" May we thank you all for the great support on the first game. Almost 14,000. Will you please continue to support the team during the next few weeks and help in every way to overcome the awkward position arising from injuries? Yes, we need *your* help, all fifteen thousand of you.



---

**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)**

Missing from the match tonight are two of Swindon's most fervent and ardent supporters—Mr. and Mrs. Chandler. Mr. Chandler is well-known to many of you as one time leader of the Shareholders' Association, and latterly, as a most hard-working and enthusiastic member of the Board. They are absent because their daughter is seriously ill in Stratton Hospital. We are sure supporters will join with the players and officials in wishing a speedy recovery to Joan, meanwhile the thoughts of all of us go out to Mr. and Mrs. Chandler in their hour of trial.

Will spectators occupying the ring seats please remember what was printed in the first programme? Please do not leave your seats until the game is over. Failure to do this will cause the removal of the seats.

---

**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**

The present Watford Football Club was formed in 1898 by the amalgamation of two local clubs. Prior to becoming a member of Division III (South) they were in the Southern League. In pre-war days they could always be found near the top of the league table, finishing in fourth place in 1937, 1938 and 1939. Their highest position in post-war days was again fourth in 1953/54.

At the moment the playing strength is made up of 32 professionals, of whom 23 are full-time, 4 part-time and 5 in the services.

The Club is managed by Mr. Neil McBain, who was a player and manager with Watford before the war. After a spell in South America he returned to Scotland, and in his first season with Ayr United he took them to the top of Division II.

*(continued on page 10)*

---

## **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

## EXCURSION BOOKINGS to LONDON

from SWINDON JUNCTION  
Every Mon., Tues., Wed. and Thurs.

**16/3**

Depart 8.50 a.m.

Every Wednesday

**10/6**

Depart 1.8 p.m. and 4.5 p.m.

For full details and particulars of  
other excursions, see pamphlets

BRITISH RAILWAYS

## 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

## H O U S E F U R N I S H E R S MILLS & MER

SWINDON TOWN v. WATFORD

SWINDON

RIGHT WING

Colours: RED SHIRTS

BURTON

NEAL

HUDSON  
O'MAHONY

RICHARDS

CLAYTON  
CHAMBERLAIN

Referee :

Mr. R. H. Mann  
(Worcester)

COLLINS

GRAHAM  
BARBER

BELL

COOKE  
BILLINGTON

CURRAN

WATFORD

LEFT WING

These teams are subject to

**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

Kick-off 7 p.m.

ON TOWN LEFT WING  
HIRTS, WHITE SHORTS

JRTON  
IDSON LEE FOUNTAIN EDWARDS  
MAHONY DARC

Linesmen :

Red Flag—

Mr. N. E. Fox  
(Bristol)

Yellow Flag—

Mr. K. R. B. Hale  
(Bristol)

COOK CHUNG WALKER  
NGTON CATLEUGH

SHIPWRIGHT  
JRRAN  
ATFORD

subject to alteration RIGHT WING

T. SWINDON PHONE 5365

## Haskins Garage

Sales : Wroughton : Service  
263

AUSTIN MORRIS  
LAND ROVER ROVER

## Avon Vale

SWINDON'S DEPENDABLE  
LAUNDRY AND CLEANERS  
158 WESTCOTT PLACE Tel. 3039  
We shall be delighted to serve you

# PLESSEY

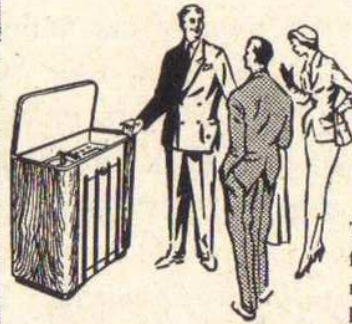
may have  
just the job for you !



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. 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 following are some of our main Officials for Season 1957/58 :

*President* : S. CLAYTON, Esq., "Over 'ome," Bishopstone.

*Chairman* : W. J. MITCHELL, 29 Newhall Street.

*Vice-Chairman* : T. H. SMITH, 326 Cricklade Road.

*Hon. Secretary* : J. J. PLUNKETT, 9 Lulworth Road, Moredon.

*Hon. Treasurer* : H. A. ANN, 32 Ponting Street.

*Hon. Competition Secretaries* : F. N. DEANE, 93 Clifton Street;  
and T. W. STENNING, 4 Croft Road.

*Hon. Social Secretary* : S. G. ROUSE, 70 Eastcott Hill.

Lists of Committee Members and "Ministers without Portfolios" will follow in future programmes. It is hoped that this information will assist Supporters who may require information, or, indeed, may be able to make useful suggestions in the running of the Club. We are always grateful for new ideas, particularly if they are legal.

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)*

We met an interesting type from Newport on August 24th. At 2.55 p.m. he suggested a £5 bet with the writer that Newport would win—greeted his team with enthusiastic cheers and prophesied that they would win the League this season—3.20 p.m. wanted to bet £1 that Newport would still make a draw of it. At half time, as the teams left the field, pointed to Newport as "Founder Members of Division IV"—tried a bet of 5/- that Swindon would not reach double figures. After half time greeted his team as a crowd of old women, particularly Mrs. ———, Miss ———, Auntie Alice, Grandma and Elsie—at full time said that Rugby was a much better game, anyway, and said that he was going back to Newport via Marlborough, where he knew some good spots in his "Army days!!!"

## 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

LUNCHEONS : TEAS : GRILLS

**Cafe Miranda**

**HIGHWORTH** Telephone 364  
RESTAURANT : SNACK BAR

Xmas and New Year Parties now booking

---

**Our Visitors—continued**

Their team to-day is expected to be :—

- Goal*—JOHN CURRAN—A close season capture from Shrewsbury T.  
*R.B.*—BILL SHIPWRIGHT—Previously a centre he has improved tremendously since moving to full back. Very quick in recovery.  
*L.B.*—BOB BELL—Signed from Ayr United during the close season.  
*R.H.*—GEORGE CATLEUGH—Came to Watford from Nuneaton Borough as an inside forward.  
*C.H.*—CHARLIE BILLINGTON—Came to Watford from Norwich in the close season. Was born in Chesterfield. Tallest player in the team at 6ft. 3ins.  
*L.H.*—BILL BARBER—A product of the Watford Youth Team, he signed professional shortly after reaching his 17th birthday.  
*O.R.*—PETER WALKER—A Watford boy, Peter is at home in any forward position.  
*I.R.*—SAMMY CHUNG—Joined Watford from Norwich with Billington, formerly with Reading.  
*C.F.*—MAURICE COOK—Maurice is a local boy, and was selected for the Southern Section in 1954/55.  
*I.L.*—LES GRAHAM—Ex-Blackburn and Newport, Les has been with the Club for two seasons and was leading goalscorer each season.  
*O.L.*—TONY COLLINS—In his second spell with Watford, Tony rejoined the Club from Torquay in the close season after being with Norwich.

---

**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**

**WEDNESDAY NEXT, SEPTEMBER 11th, 1957**

DIVISION III (South)

## SWINDON TOWN v. QUEENS PARK R.

Kick-off 7 p.m.

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 GARDENERS ARMS

(Hosts.: Mr. and Mrs. Stan Rider)  
Arkell's Beers at their Best  
WESTCOTT PLACE, SWINDON  
Tel.: 3108

## 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. 1188

## 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

GROCER & PROVISION STORES

*The Shop for Good Value*

27 SHRIVENHAM ROAD, SWINDON  
Phone : 3306