



SWINDON TOWN FOOTBALL CLUB

SATURDAY, JANUARY 4th

Division III (South)

SWINDON TOWN

v.

EXETER CITY

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

Shell : National Benzol : ^{LTD.} 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 :

FOOTBALL COMBINATION

SWINDON T. v. SWANSEA T.

SATURDAY NEXT, 11th JANUARY, 1958

Kick-off 2.30 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

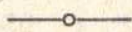
***Golden Lantern
Restaurant***



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

4th JANUARY, 1958

No. 14

Club Notes

Today we entertain Exeter City for this, the first game of 1958. The last month of 1957 proved most unsuccessful on the part of the first team. Five points gained out of a possible twelve. May the results prove more satisfactory in the coming weeks. The struggle to obtain a place in the top twelve of the League, will become more and more desperate as the season progresses. After today's game we travel to Plymouth on 11th January, and then entertain Aldershot on 18th January, and Bournemouth on 25th January, so when we take stock at the end of the month may we still be in the promotion race.

It is at such times as this, that we need the help and support of all of you—the spectators. When things are not going well, encouragement on your part is most important. Please continue to attend the matches 15,000 against Port Vale was a large attendance indeed, and do please help the players. The way you cheered them on against Brighton on Christmas Day was magnificent. Undoubtedly the crowd won for us a point that day.

Our visitors today have just struck top form, gaining 6 points during the Christmas period, so we should see a very entertaining and hard game.

Congratulations to the Reserve Team on the magnificent victory at Plymouth. The Argyle have a large complement of players, and are always a difficult side to beat either at home or away. While the team as a whole played well, reports praise highly the work of Chandler—in goal and Jack—centre-half.

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)

On Monday, many of the players accompanied by their wives attended the Annual Dinner and Dance of the Supporters Club. It was very pleasing to see so many of them present at this happy little function, graced by the presence of the Mayor and Mayoress. The manager was in fine form leading the Dance. We understand his lady partner needed treatment the next morning for badly bruised shins. Another casualty who reported for treatment on Tuesday, was our reporter, to whom we wish a speedy and complete recovery.

Finally a tribute to our friend Harry Ann. A great worker for, and true supporter of the Club for over fifty years. A short time ago he was made a Life-member of Swindon Town F.C. in recognition of his fine work. He will indeed be missed. To everyone connected with the Club Supporters—Players—Officials, and Sports Editors, we say "A Happy and Prosperous New Year". Shall we be playing in Division 2 in 1959?

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

Supporters' Club Notes

It has not been possible previously to include an appreciation of our late Honorary Treasurer, Mr. Harry Ann, who died on the 22nd December, after a comparatively short illness.

Mr. Ann came to Swindon as a boy and became a Supporter of the Town when matches were played on "The Croft" and remained a loyal supporter, and a worker until his death.

In the early years of this century there was formed what might be regarded as the first Supporters' Club although it did not go by that name. The members paid voluntary weekly subscriptions to assist the finances of the Football Club and also undertook duties voluntarily as gate stewards at matches.

Harry was one of the first members of this body and he remained a vountary gate steward for many years after the organisation had ceased to exist. He was also one of the earliest applicants for a share when the Football Club became a limited Company.

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

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 : 3809

Swindon Bacon Curing Co. Ltd.

*Specialists in
Bacon, Pork & Cooked Ham*

50 FLEET STREET

SWINDON

Telephone : 2122

MILLS & MER

H
O
U
S
E

F
U
R
N
I
S
H
E
R

SWINDON TOWN v. EXETER CITY
SWINDON

RIGHT WING Colours : RED SHIRTS

BURT

NEAL (2)

HUDSON

OWEN (4)
SKULL (7) RICHARDS (8)

MICKLEVICK

Referee :

W.O. J. J. Baxter
(R.A.F.)

DALE (11) CHURMS (10)
MITCHELL (6)

McDONALD (3)

NICH

HAR

BEL

EXETER

LEFT WING

These teams are sub

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.

R CITY

Kick-off 2.15 p.m.

DON TOWN

SHIRTS, WHITE SHORTS

LEFT WING

BURTON

LEE (3)

THOMPSON (6)

SON (5)

EVRIGHT (9)

EDWARDS (10)

MOORE (11)

UNDERS

ISE AGENTS

FLEET ST.

Linesmen :

Red Flag—

Mr. D. King
(Glam)

Yellow Flag—

Mr. R. J. Ingram
(Cardiff)

NICHOLS (9)

REES (8)

RAPLEY (7)

HARVEY (5)

JOHN (4)

BELL

FOLEY (2)

ETER CITY

e subject to alteration

RIGHT WING

U
P
H
O
L
S
T
E
R

L
M
O
V
A
L
S

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

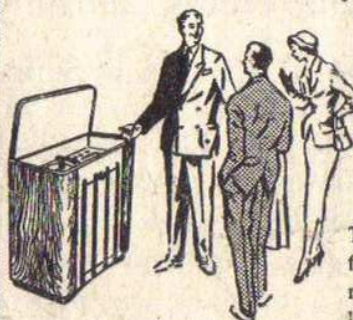
may have
just the job for you !



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. 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 (continued)

In March 1931, the present Supporters' Club was formed. Mr. Ann once more was one of the founder members and an enthusiastic worker on the Committee until 1935 when he was elected to succeed the late Mr. J. Lock as Honorary Treasurer—an office which he held without interruption until his death.

Until the introduction of the present Competition he was also our Competitions Secretary and was thus associated with all the major money making efforts organised to carry out the various ground improvements for which we were responsible.

Apart from his enthusiasm Harry was a man of high integrity and great sincerity and commanded the admiration and respect of all with whom he came into contact. The writer knew him for a number of years before becoming a worker for the Supporters' Club, and for the past ten years was in close contact with him. The Club's Auditors always spoke very highly of his work.

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)

His knowledge of football and footballers was very deep. He was a severe critic of the team without losing his loyalty. In spite of his slight physique he enjoyed extraordinarily good health and was rarely absent from the County Ground. He could talk very entertainingly of players of the past—not only of the Swindon Club but of most of the Clubs in the Football League.

A former Director of the Northampton Football Club was in conversation with the writer on one occasion and referred to Harry as a most remarkable man and said that if he were "for transfer" any Club would be glad to have him working on its behalf.

This is not the place to mention in detail his work for cricket, for various charities, and particularly for his Parish Church where he worked as indefatigably as for our own Club. Certainly he will be missed everywhere.

On behalf of all members, we extend to his daughters our very sincere sympathy and our assurance that we shall retain very happy and grateful memories of their father and the work which he performed so capably, so loyally, and so enthusiastically for so many years.

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

5 Miles from Swindon—

JESMOND HOUSE HOTEL **Highworth**

Beautifully appointed Georgian
Restaurant open to non-residents
till 10.30 p.m.

All Bedrooms H. & C.
Spacious Car Park
Members' Cocktail Bar

Telephones: Highworth 364 & 241
Management Miranda Catering

KEY OF THE BOARD

A —	Bristol Rovers	v.	Mansfield T.
B —	Burnley	v.	Swansea T.
C —	Crystal Palace	v.	Ipswich T.
D —	Doncaster R.	v.	Chelsea
E —	Fulham	v.	Yeovil
F —	Hereford United	v.	Sheffield W.
G —	Huddersfield T.	v.	Charlton A.
H —	Hull City	v.	Barnsley
I —	Leeds United	v.	Cardiff City
J —	Leyton O.	v.	Reading
K —	Lincoln C.	v.	Wolverhampton
L —	Liverpool	v.	Southend U.
M —	Northampton	v.	Arsenal
N —	Norwich C.	v.	Darlington
O —	Notts County	v.	Tranmere R.
P —	Nottingham F.	v.	Gillingham
Q —	Plymouth A.	v.	Newcastle United
R —	Rotherham U.	v.	Blackburn R.
S —	Stoke City	v.	Aston Villa
T —	Tottenham H.	v.	Leicester City

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

LUCKY PROGRAMME WINNERS

CHRISTMAS DAY—BRIGHTON

1005—Not Claimed

2799—Mr. S. W. Townsend, Hillside Avenue, Swindon

SATURDAY, DECEMBER 28TH—PORT VALE

3715—Mr. White, Evelyn Street, Swindon

4020—Mr. J. Eldridge, Wheeler Avenue, Swindon

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 0848

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 & Son

GROCER & PROVISION STORES

The Shop for Good Value

27 SHRIVENHAM ROAD, SWINDON

'Phone : 3306

Advertising Rights acquired by Sports Publications, 46 Watford Way, London, N.W.4

Printed by Swindon Signcraft Ltd., Henry Street Works, Swindon : Telephone 3282