

An aerial photograph of the Swindon Town Football Club stadium, showing the pitch, stands, and surrounding urban area. The stadium is a large rectangular field with a goal at each end. The stands are visible along the sides of the pitch. The surrounding area includes roads, parking lots, and some residential buildings.

SWINDON TOWN FOOTBALL CLUB

SATURDAY, 23rd AUG., 1958

Division III

SWINDON TOWN

v.

WREXHAM

Kick-off 3 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:

DIVISION III

SWINDON TOWN v. HULL CITY

WEDNESDAY NEXT, 27th AUGUST, 1958

Kick-off 6.45 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

AUGUST 23rd, 1958

No. 1

Club Notes

At the opening match last year we stated the 1957/58 season would probably be one of the most momentous in the history of the Club.

So it proved to be, not only did we achieve what we set out to do—*i.e.*, secure a place in the new Division III, but finished fourth in the league table.

Encouraged by the success of the team, and the consequent increase of gate money, plus the wonderful contribution from the Supporters' Club (without which the Football Club could not continue to function), the Board decided to add to the amenities of the ground by erecting a double-decker stand.

Unfortunately, things have not quite gone according to plan. The various adjustments and improvements have delayed the final completion. The weather could have been a lot kinder too.

We therefore appeal to all spectators to help in every way. We are sorry the stand is not ready for the opening game, because of course, it does mean loss of revenue, and the Club needs every penny, as the final figure for the stand will be very near to £20,000.

In order that results on the field will not suffer we trust, we have this year engaged a larger staff than ever before since the formation of the Club in 1894. The playing staff consists of 24 full-time professional players, 12 part-time professionals, and 2 ground-staff lads, a grand total of 38. Our earnest wish is the results will justify such a large complement of players.

B. S. BUTLER**WATCHMAKER & JEWELLER***Watches, Clocks, Barometers, Jewellery**Cutlery, Fancy and Leather Goods***JOIN OUR CLUB !****72 CRICKLADE ROAD, SWINDON**Telephone 3502

W. G. SLATTER**RADIO & TELEVISION**Repairs to all Electrical Apparatus

74 Cricklade Road, Swindon

L. WOLLEN**WINES & SPIRITS****373 Cricklade Rd., Swindon**

Club Notes (continued)

To the spectators we say "Thank you for your splendid support last season." Please keep up the good work, and bear with us any little inconvenience you may have to put up with as a result of the work going on in connection with the stand. We do hope you will all support us in our efforts. A great amount of money is now outstanding, both for players and the improvements, and we sincerely trust the playing record will enable the Club to fulfil all its commitments. May you have a happy season, and please shall we see you often? At First Team and Reserve Matches.

Finally, on behalf of you all, can we say to the Manager and all the players "Good Luck, in this the first season of the new Division III of the Football League. Can we at least have a repeat of last season?"

Maylott Studios

For GROUP & SPORT Photographs

OFFICIAL PHOTOGRAPHER TO

SWINDON TOWN FOOTBALL CLUB

31 Faringdon Rd. Tel. 2792

**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
S. J. CLINTON, 4 Carlton Drive, Barkingside**

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

GODDING (Goal)—A local boy. Came into the first team when both Ugolini and Waters were injured last season and held his place.

McGOWAN (R.B.)—A real favourite with the Racecourse crowd because of his wholehearted play. A Scotsman who was previously with St. Johnstone, he can play in either full-back position.

PARKER (L.B.)—Longest serving player with the Club, joining them from Crewe Alexandra seven years ago. Club captain. Started his football with South Liverpool.

DAVIS (R.H.)—Now in his fourth season at the Racecourse, arriving there from Reading. A most stylish player who is at home in either wing half position.

FOX (C.H.)—Is considered one of the best centre halves in the Third Division. Was amongst the final 22 players for the Welsh World Cup team but was not selected to go to Sweden. Is still serving in the Forces. A local boy.

EVANS (L.H.)—A local lad who came to the Club from neighbouring Oswestry Town at the beginning of last season. Came into the first team towards the end of last season and held the left half position.

JONES (O.R.)—Born at Nuneaton and started his football career with West Bromwich Albion with whom he was playing when Wrexham signed him four seasons ago. Has been first choice outside right since. Selected for Third North XI two seasons ago.

WESTON (I.R.)—An amateur inside forward who was spotted playing for a local army team last season. Had intended to make the army his career until he realised his potential as a footballer. A Yorkshireman.

GODDARD & Co.

Wholesale and Retail

WINE, SPIRIT, BEER
& CIDER MERCHANTS



9 REGENT STREET, SWINDON

Telephone 2415



Also at

100 NORTHERN ROAD, SWINDON

MAIN DEALERS FOR

VAUXHALL ::: JAGUAR
BEDFORD

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

H
O
U
S
E

F
U
R
N
I
S
H
E
R
S

SWINDON TOWN v. WREXHAM

SWINDON TOWN

RIGHT WING

Colours : RED SHIRTS, W

BURTON

NEAL (2) BIL

TILLEY (4) HUDSON (5)

STEPHENS (7) MICKLEWRIGHT (8) KELLY

Referee :

Mr. R. E. Smith
(Newport)



BROWN (11) SOWDEN (10) BANNAN (9)

EVANS G. (6) FOX (5)

PARKER (3) GODDING

WREXHAM

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 3 p.m.

N TOWN

TS, WHITE SHORTS

LEFT WING

TON

BINGLEY (3)

ON (5)

OWEN (6)

ELLY (9) EDWARDS (10) DARCY (11)

Linesmen :

Red Flag—

Mr. R. J. Edwardes
(Newport)

Yellow Flag—

Mr. D. King
(Pontypridd)

N (9) D. WESTON (8) JONES G. (7)

X (5) DAVIS (4)

DING McGOWAN (2)

CHAM

bject to alteration

RIGHT WING

U
P
H
O
L
S
T
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

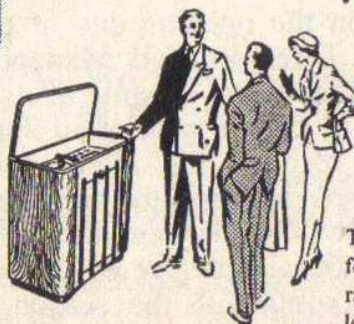
*may have
just the job for you !*



*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. 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

It is traditional, on the opening day of the season for us to wish the best of luck to the Directors and Management of the Football Club, and to the players themselves. In spite of its repetition, this is not merely a formality, but a very sincere wish of all Supporters.

Some may have read of the increase in sales of Season Tickets. A number of the new holders are acquiring their tickets through our own scheme, whereby we purchase the tickets from the Football Club on behalf of the holders who pay us by convenient instalments spread over the first few months of the season. Further particulars of the scheme may be obtained through members of the Committee, on enquiry at our headquarters, or particularly of Mrs. L. Smith of 27 Avenue Road, Swindon, who is the member of the Committee who has charge of the scheme.

We are also willing to collect payments (if desired by instalments) from Supporters who have reached the age of 21, and who may wish to acquire shares in the Football Company. The Directors are always gratified when further Share Capital is subscribed.

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)

Our donations to the Football Club last season amounted to £15,350. We cannot let that remain a record, and rely on all to help us beat that total this year. Early indications are that the Competition will again prove very successful. Entrants for this must automatically become members of the Supporters' Club. Supporters who wish to join the Club, without participating in the Competition, may now do so on payment of a minimum sum of sixpence for the season. Members of the Committee will be available for enrolments before any match in our Office, beneath the stand at the County Road end. (We are getting used to refraining from calling it the 'new stand' in view of latest developments).

Supporters living in the Devizes area may be interested to know that, if sufficient numbers are forthcoming, Messrs. Card's Luxury Coaches of Devizes will be willing to run a coach, via Alton Barnes, to home matches. Enquiries should be made of Mr. R. G. Clark, 5 Council Cottages, Rowde, Devizes.

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 —	Manchester Utd.	v.	Chelsea
B —	Tottenham H.	v.	Blackpool
C —	Wolverhampton	v.	Nottingham Forest
D —	Bristol City	v.	Rotherham
E —	Lincoln	v.	Sunderland
F —	Middlesbrough	v.	Brighton
G —	Bournemouth	v.	Southend United
H —	Colchester U.	v.	Bury
I —	Hull City	v.	Plymouth Argyle
J —	Mansfield Town	v.	Southampton
K —	Norwich C.	v.	Newport County
L —	Notts County	v.	Accrington S.
M —	Reading	v.	Q. P. Rangers
N —	Stockport C.	v.	Rochdale
O —	Bradford	v.	Workington
P —	Carlisle Utd.	v.	Aldershot
O —	Coventry City	v.	Darlington
R —	Crystal Palace	v.	Crewe A.
S —	Hartlepoons	v.	Shrewsbury
T —	Watford	v.	Southport

THE EMBASSY RESTAURANT

(Over Barkham's)

Victoria Rd., Swindon

**SPECIAL THREE
COURSE LUNCHEON**

Good Food. Excellent Service

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

BANNAN (C.F.)—Returned to the Racecourse soon after the start of last season after two seasons with Lincoln City. Previous to that he had scored almost 80 goals for Wrexham in five seasons, most of them from centre forward. A Scotsman, only other Club—Airdrie.

SOWDEN (I.L.)—Close season signing from Accrington Stanley, whom he joined from Gillingham. On the small side for an inside forward, but a great ball-player.

BROWN (O.L.)—A close season signing from Southampton, for whom he played several times in Third South. Can play in any of the inside forward positions, or on the right wing. On the small side, but a great hearted worker who likes to be among the goals.

The FOOTBALL PINK



A
WINNER
EVERY
WEEK



*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

Bell Bros.

(A. C. BELL)

Boot and Shoe Makers and Retailers

6 Regent Circus, Swindon

Tel.: Swindon 3297

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 0390

L. E. GUNNING

Painter and Decorator

Colour Schemes submitted on request

ESTIMATES FREE

64 ST. MARY'S GROVE, SWINDON

'Phone 4938

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