

SWINDON TOWN



FOOTBALL CLUB

Official Programme

6d.

furniture and furnishings of charm and distinction

**contractors to Government departments
Hospitals and Borough Councils**

carpets - floorcoverings - loose covers
curtains - skilled workshop repair service
and removals

Mills & Merricks Ltd

16/17 BRIDGE STREET SWINDON

Telephone 5365/6

WEDNESDAY, 25th SEPTEMBER, 1963

FOOTBALL LEAGUE CUP

SWINDON TOWN

v.

CHELSEA

Kick-off 7.30 p.m.

REFEREE:

Mr. J. LOWRY (Neath)

LINESMEN:

Red Flag—Mr. R. A. C. WOODWARD (Winchcombe)

Yellow Flag—Mr. S. J. TURNELL (Bristol)

Get the best from your
PRINTING at

THE BOROUGH PRESS

Eastcott Hill, Swindon.

Telephone 4022

Maylott Studios

For **GROUP & SPORT** Photographs

Official Photographer to
Swindon Town Football Club

31 FARINGDON ROAD

TEL. 22792

NOTTON'S CAFE

COUNTY ROAD

200 yards from Ground

RIGHT ON THE BALL

L. Wollen

OFF LICENCE

WINES and SPIRITS

Arkell's Ales and Stout

373 Cricklade Rd., Swindon

Deliveries Daily

Phone 3508

C. DUNN & SON

Builders & Decorators

Alterations, Renovations,
Conversions

Plumbers & Sanitary Engineers

503 CRICKLADE ROAD

Tel. 22522

W. COLLINS (Swindon) LTD.

TURF ACCOUNTANTS

69 COMMERCIAL ROAD - SWINDON

TEL. 21333

SWINDON TOWN FOOTBALL COMPANY LIMITED

Registered Office: COUNTY GROUND, SWINDON.

Directors:

Mr. W. J. CASTLE (Chairman)

Mr. H. E. LANE (Vice-Chairman)

Mr. B. T. HAMILTON (Hon. Treasurer)

Messrs. C. CHANDLER, J.P., J. DAVIES,

R. FRICKER, C. J. GREEN, F. PLYER, H. WILLIAMS and K. H. WILMER

Manager: B. J. HEAD

Secretary: R. A. MORSE

VOL. 14

WEDNESDAY, SEPTEMBER 25th, 1963

No. 6

CLUB NOTES

We begin these notes by appealing to all our supporters to be real sportsmen. On Saturday last, when Sunderland took the field, there was mild applause but also considerable "booing". Surely, ladies and gentlemen, that is not the way to greet our visitors.

This is our first season in Division 2. Let us, please, do all we can to give our opponents a good impression of Swindon. One of the outstanding features of professional football is the hospitality provided by the home club. Surely we must not fail.

We are proud of the tremendous support now being accorded to our team, but above all—not too partisan. Our run of undefeated games has now been extended to nine, and we are proudly installed at the top of the table. This magnificent start has brought great publicity in all national papers. In many cases we feel this is being overdone, and often becoming farcical. We are getting a little tired of being referred to as "country cousins, the team with the wooden huts", and now "the little club perched on the top of the world—Swingin! Swindon." Let us, whatever we do, look at this in the right perspective.

Here we feel we must say "Thank-you" to our local press, who have faithfully and truly reported us throughout the lean and hungry years, and now the tide has turned (which must

WILSONS (SWINDON) LTD.

BUILDERS OF MODERN ATTRACTIVE
HOUSES AND BUNGALOWS

Enquiries to:

Head Office: 90 COMMERCIAL ROAD, SWINDON 6361

Site Office: COVENTRY FARM ESTATE, WROUGHTON 271

Site Office: QUEENSFIELD ESTATE, STRATTON S.M. 3405

The Rendezvous of all Sportsmen -

THE CROWN INN

(Host: Frank Plyer)

Arkell's Best Ales : Fully Licensed

Snacks, etc.

Stratton St. Margaret Tel. 2339

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

WISES CATERING SERVICE

(Reg. Wise)

Our Caterer for the past 15 seasons
Guarantees

**A GOOD CUP OF TEA AT THE
COUNTY GROUND**

A full range of Sweets & Cigarettes
at any of our five kiosks on your
way in. ENJOY YOURSELF

For Best Quality Wet Fish
9 a.m. - 6 p.m. (except Mondays)

YORK ROAD FISHERIES

Frying Mid-day Tuesday, Thursday,
Friday and Saturday

PHONE 3680

MARSHGATE GARAGE

MOTOR ENGINEERS :: ROOTES GROUP DEALERS

STRATTON ROAD - SWINDON - WILTS.

Tel. Swindon 22788

TWO MINUTES FROM GROUND

CLUB NOTES—CONTINUED

surely help them), have as always given, where due, praise and encouragement without being flamboyant. The "Swindon Advertiser" certainly does not produce the sensational headlines of some national papers.

Then to the actual report of the game. (This is usually one man's opinion, but unfortunately it often influences thousands of readers). One wonders how much some reporters see of a game, and how much they rely on hearsay. One report in a London paper stated "Smith scored the only goal with a neat header after Hunt had made the opening." A leading Sunday paper produced this statement: "One expects the Wanderers (whoever that might be) to run out, all knee breeches and moustaches, and even the modern floodlight towers—**Swindon got them second hand from Brentford**—cannot quite dispel the illusion." We willingly leave our friend of the Supporters' Club to reply. One well-known reporter stated it was the first time he had visited Swindon, but we were able to remind him of the fact that he came in 1952 on the occasion of the Stoke cup-tie.

We were also honoured with an article by Mr. D. Blanchflower. First he feels Reading might be a better bet for progress instead of Swindon. Why??

We would mention that Swindon is quite twice as big as when he knew it just after World War II. Yes, many of us still remember him as a frail, slim youth, with a shock of fair hair playing on the County Ground while he was stationed at a nearby aerodrome. Although he was known in Irish football, we feel Swindon helped in his football career, and, more especially, our ex-Assistant Secretary, Mr. A. S. Davies, who often "put him up" for the night.

Later in his article he suggests the club must still have a Third Division outlook. He could compare our attendance of 25,800 with that of at least six First Division clubs on Saturday

PANKHURST

The Palace - Gorse Hill - Swindon

CARS - VANS - MOTOR CYCLES

SCOOTER AND THREE-WHEELER SPECIALISTS

Open Mon. to Sat. 9 a.m. - 8 p.m.

Phone 5466

Suppliers to the Town —

Swindon Sports Centre

SUPPORTERS' SCARVES - RATTLES - Etc.

114 COMMERCIAL ROAD

Tel. 4270

B. J. MARTIN & SONS LTD.

Butcher

**10 HIGH STREET
MARLBOROUGH**

Phone 212

**126 VICTORIA ROAD
SWINDON**

Phone 4860

ESTABLISHED 1923

DOBELL SHEARMAN

& Co. Ltd.

£10 TYPEWRITERS from £10

Also full selection new standard and portable typewriters
OFFICE EQUIPMENT

26 High Street & 33 Faringdon Road, Swindon.

Tel. 4961/2

CLUB NOTES—CONTINUED

last. Then he wonders if the directors will be big enough in scope and vision to borrow the large amounts of money needed to keep step.

The Swindon Board is one of the most stable in the country. Almost everyone has given at least 10 years' service, and four or five much more. They have experienced all the vicissitudes of running a professional club. Had they not had such a sense of duty and determination, Swindon Town F.C. might not have existed today. They will progress at the right time and in the right way. They want to make money available, not have to borrow and perhaps put a loadstone round their necks and that of their successors. With the long, hard years behind them the directors, with the help of a most co-operative Town Council, will surely progress. The Borough Expansion Scheme is going ahead rapidly and is the envy and admiration of many cities and boroughs—may the football also be in that position.

Meantime, let us get down to the hard work of maintaining our position without being sidetracked by the glamour. We are on top of the world. It is hard to remain there.

To do so calls for an all-out effort by everyone. We have a great side, with a great spirit—long will that continue.

Just one last word to spectators who occupy the ring seats. Please remain until the final whistle. Last Saturday, the game, as a spectacle, was spoilt for 25,000 people because of supporters walking around the playing pitch long before the end of the game.

All our supporters—old and new—will be sorry to hear that the Treasurer (Mr. B. T. Hamilton) is in hospital. "Tom", as he is affectionately known, has been a director of the club for something like 30 years, and has given untold help throughout that period.

We are sure you will join with us in wishing him well and a quick and full return to good health.

DIVISION II

			P.	W.	D.	L.	F.	A.	Pts.
SWINDON TOWN	...		9	7	2	0	18	4	16
Sunderland	9	6	1	2	14	6	13
Middlesbrough	...		9	5	2	2	25	10	12
Preston N.E.	9	4	4	1	21	17	12
Bury	9	5	1	3	18	14	11
Leeds United	8	3	4	1	12	7	10
Manchester City	...		9	4	2	3	15	12	10
Leyton Orient	9	4	2	3	11	9	10
Derby County	9	4	2	3	10	9	10
Southampton	9	3	3	3	21	16	9
Newcastle	9	4	1	4	19	17	9
Northampton	8	4	1	3	13	12	9
Huddersfield	9	4	1	4	15	16	9
Charlton	9	4	1	4	17	22	9
Cardiff	9	3	2	4	11	16	8
Rotherham	9	2	3	4	13	17	7
Portsmouth	9	2	3	4	11	18	7
Swansea	9	2	3	4	10	17	7
Grimsby	9	2	2	5	10	19	6
Norwich	9	1	3	5	14	20	5
Plymouth	9	0	4	5	10	20	4
Scunthorpe	9	0	3	6	7	16	3

**For Quality FLOWERS - FRUIT - VEGETABLES
FROZEN FOODS - PRE-PACKED FUELS**

CLARKE'S of Old Swindon

Proprietors: A. G. G. and J. A. W. HUNT

64 DEVIZES ROAD - SWINDON Phone 22337

ORDERS DELIVERED DAILY

SEA VIEW CAMP

Camp Road, Wyke Regis, Weymouth. Tel. 3351

Site overlooks Chesil Beach - Ideal for Camping
Parties - Also Modern Caravans for Hire

THE PORK SHOP

(Swindon Bacon Curing Co. Ltd.)

Specialists in

BACON - PORK - COOKED HAM

50 FLEET STREET - SWINDON

TEL. 22122

Meet your friends for an enjoyable evening at

THE KINGSDOWN ARMS

(Host A. W. Vann)

FULLY LICENSED - ARKELL'S BEERS

SNACKS - Etc.

STRATTON ST. MARGARET

Tel. 3283

FORTHCOMING MATCHES

TUESDAY, OCTOBER 1st, 1963

DIVISION II

Charlton Athletic

Kick-off 7.30 p.m.

SATURDAY, OCTOBER 5th, 1963

DIVISION II

Bury

Kick-off 3 p.m.

TUESDAY, OCTOBER 8th, 1963

FOOTBALL COMBINATION

Watford

Kick-off 7.30 p.m.

ADVERTISING SPACE TO LET

Apply :-
SECRETARY,
SWINDON TOWN F.C.,
COUNTY GROUND, SWINDON

BRISTOL OMNIBUS CO. LTD.

REGENT CIRCUS, SWINDON

Tel. 22243

For all your travel requirements

- ★ **Express Coach Service**
- ★ **British and Continental Holidays**
- ★ **Air Travel bookings**
- ★ **Butlin's Camps and Hotels**
- ★ **Bus Services in the West**

LUXURY COACHES FOR PRIVATE HIRE



W. J. CASTLE

Office and Bakery:

4 and 5 MARKET STREET

Branch:

57 BRIDGE STREET
SWINDON

Telephone 22017

Specialists —

BIRTHDAY CAKES - WEDDING CAKES
DAIRY CREAM - PASTRIES
BUNS - ROLLS - SPONGES

Do not let **CHILBAINS** spoil a good game

RELAPERNE

Price 2/6 from your CHEMIST

2/10 Post Paid from

BALLARD & CO. (CHEMISTS) LTD.

FARINGDON - BERKS.

RINGSIDE SEATS

We would like to draw the attention of our supporters who use the seats around the ground to the increased charge for these seats. These will now cost 6/-.

This will be made up as follows: Payment of 4/6 through the turnstiles admitting to the Enclosure and a surcharge of 1/6 which will be collected from persons actually occupying the seats at each match. The surcharge will be payable by adults and children; it is regretted that no reduction can be made for children using these seats.

DIVISION 2 FIXTURE LIST

Date	Opponents	Ground	Result
1963			
August 24	SCUNTHORPE UNITED	(H)	3-0
28	GRIMSBY TOWN	(A)	2-1
31	PORTSMOUTH	(A)	4-1
September 3	GRIMSBY TOWN	(H)	2-1
7	ROTHERHAM UNITED	(H)	3-1
10	MANCHESTER CITY	(H)	3-0
14	LEEDS UNITED	(A)	0-0
18	MANCHESTER CITY	(A)	0-0
21	SUNDERLAND	(H)	1-0
28	NORTHAMPTON TOWN	(A)	
October 1	CHARLTON ATHLETIC	(H)	
5	BURY	(H)	
12	PRESTON NORTH END	(A)	
19	LEYTON ORIENT	(H)	
26	PLYMOUTH ARGYLE	(A)	
November 2	SOUTHAMPTON	(H)	
9	MIDDLESBROUGH	(A)	
16	(1) NEWCASTLE UNITED	(H)	
23	HUDDERSFIELD TOWN	(A)	
30	DERBY COUNTY	(H)	
December 7	(2) SWANSEA TOWN	(A)	
14	SCUNTHORPE UNITED	(A)	
21	PORTSMOUTH	(H)	
26	NORWICH CITY	(A)	
28	NORWICH CITY	(H)	
1964			
January 4	(3)		
11	ROTHERHAM UNITED	(A)	
18	LEEDS UNITED	(H)	
25	(4)		
February 1	SUNDERLAND	(A)	
8	NORTHAMPTON TOWN	(H)	
15	(5) BURY	(A)	
22	PRESTON NORTH END	(H)	
29	(6) NEWCASTLE UNITED	(A)	
March 7	PLYMOUTH ARGYLE	(H)	
14	(S.F.) CHARLTON ATHLETIC	(A)	
21	MIDDLESBROUGH	(H)	
27	CARDIFF CITY	(H)	
28	LEYTON ORIENT	(A)	
30	CARDIFF CITY	(A)	
April 4	HUDDERSFIELD TOWN	(H)	
11	DERBY COUNTY	(A)	
18	SWANSEA TOWN	(H)	
25	SOUTHAMPTON	(A)	
May 2	(FINAL)		

H. HIBBERD LIMITED

40 NEWPORT STREET - SWINDON

PLANT HIRE

A black and white line drawing of two pieces of heavy construction equipment. On the left is a bulldozer with a large front blade and a person operating it. To its right is a scraper, which has a large, rounded front bowl and a rear-mounted motor. Both machines are shown from a side profile, facing left.

TRACTORS and SCRAPERS

BULLDOZERS

DOTT SHOVELS

J.C.B. and DINKUM DIGGERS

ROAD ROLLERS

TELEPHONE: SWINDON 6125

H. HIBBERD LIMITED

40 NEWPORT STREET - SWINDON

PLANT HIRE

A black and white line drawing of two pieces of heavy construction equipment. On the left is a bulldozer with a large front blade and a person operating it. To its right is a scraper, which has a large, rounded front bowl and a rear-mounted motor. Both machines are shown from a side profile, facing left.

TRACTORS and SCRAPERS

BULLDOZERS

DOTT SHOVELS

J.C.B. and DINKUM DIGGERS

ROAD ROLLERS

TELEPHONE: SWINDON 6125

H. HIBBERD LIMITED

40 NEWPORT STREET - SWINDON

PLANT HIRE

A black and white line drawing of two pieces of heavy construction equipment. On the left is a bulldozer with a large front blade and a person operating it. To its right is a scraper, which has a large front-mounted bowl for digging and a scraper blade at the rear. Both machines are shown from a side profile, facing left.

TRACTORS and SCRAPERS

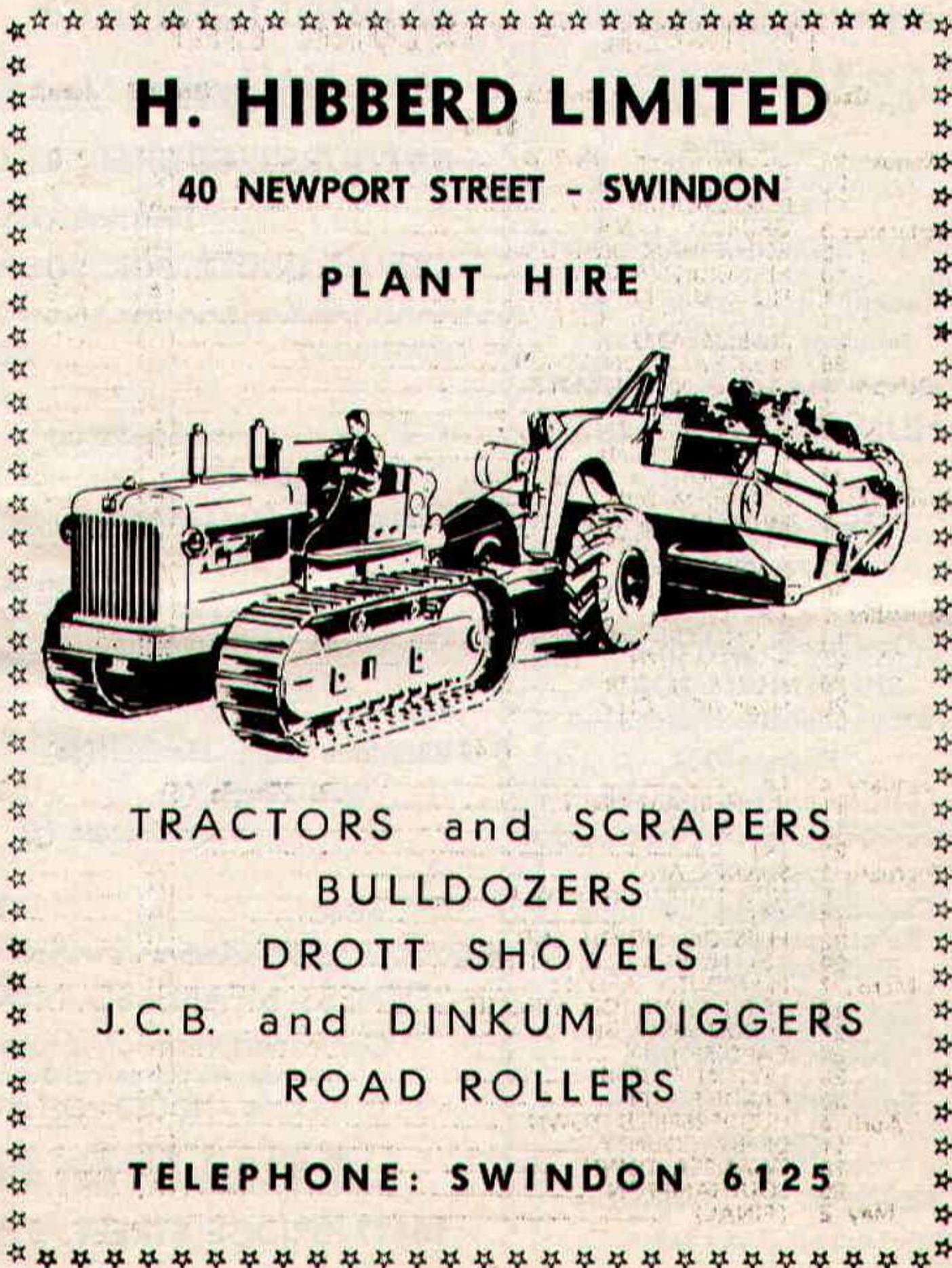
BULLDOZERS

DOTT SHOVELS

J.C.B. and DINKUM DIGGERS

ROAD ROLLERS

TELEPHONE: SWINDON 6125



H. HIBBERD LIMITED

40 NEWPORT STREET - SWINDON

PLANT HIRE

A black and white line drawing of two pieces of heavy construction equipment. On the left is a bulldozer with a large front blade and a person operating it. To its right is a scraper, which has a large front-mounted bowl for digging and a scraper blade. Both machines are shown from a side profile, facing right.

TRACTORS and SCRAPERS

BULLDOZERS

DOTT SHOVELS

J.C.B. and DINKUM DIGGERS

ROAD ROLLERS

TELEPHONE: SWINDON 6125

H. HIBBERD LIMITED

40 NEWPORT STREET - SWINDON

PLANT HIRE

A black and white line drawing of two pieces of heavy construction equipment. On the left is a bulldozer with a large front blade and a person operating it. To its right is a scraper, which has a large, rounded front bowl and a rear-mounted motor. Both machines are shown from a side profile, facing left.

TRACTORS and SCRAPERS

BULLDOZERS

DOTT SHOVELS

J.C.B. and DINKUM DIGGERS

ROAD ROLLERS

TELEPHONE: SWINDON 6125

H. HIBBERD LIMITED

40 NEWPORT STREET - SWINDON

PLANT HIRE

A black and white line drawing of two pieces of heavy construction equipment. On the left is a bulldozer with a large front blade and a person operating it. To its right is a scraper, which has a large front-mounted bowl for digging and a scraper blade. Both machines are shown from a side profile, facing right.

TRACTORS and SCRAPERS

BULLDOZERS

DOTT SHOVELS

J.C.B. and DINKUM DIGGERS

ROAD ROLLERS

TELEPHONE: SWINDON 6125

H. HIBBERD LIMITED

40 NEWPORT STREET - SWINDON

PLANT HIRE

A black and white line drawing of two pieces of heavy construction equipment. On the left is a bulldozer with a large front blade and a person operating it. To its right is a scraper, which has a large, rounded front bowl and a rear-mounted engine compartment. Both machines are shown from a side profile, facing left.

TRACTORS and SCRAPERS

BULLDOZERS

DOTT SHOVELS

J.C.B. and DINKUM DIGGERS

ROAD ROLLERS

TELEPHONE: SWINDON 6125

H. HIBBERD LIMITED

40 NEWPORT STREET - SWINDON

PLANT HIRE

A black and white line drawing of two pieces of heavy construction equipment. On the left is a bulldozer with a large front blade and a person operating it. To its right is a scraper, which has a large, rounded front bowl and a rear-mounted motor. Both machines are shown from a side profile, facing left.

TRACTORS and SCRAPERS

BULLDOZERS

DOTT SHOVELS

J.C.B. and DINKUM DIGGERS

ROAD ROLLERS

TELEPHONE: SWINDON 6125

H. HIBBERD LIMITED

40 NEWPORT STREET - SWINDON

PLANT HIRE

A black and white line drawing of two pieces of heavy construction equipment. On the left is a bulldozer with a large front blade and a person operating it. To its right is a scraper, which has a large, rounded front bowl and a rear-mounted motor. Both machines are shown from a side profile, facing left.

TRACTORS and SCRAPERS

BULLDOZERS

DOTT SHOVELS

J.C.B. and DINKUM DIGGERS

ROAD ROLLERS

TELEPHONE: SWINDON 6125

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 1963 Fords

Anglias De-Luxe - Cortinas

De-Luxe - Zephyr 4s.

SHRIVENHAM ROAD

(200 yards from Football Ground)

Phone 4934

Large Car Park available

For High Class
Central Heating, Plumbing
Painting and Decorating
Electrical Installations
and Repairs

NORTH WILTS

Sanitary & Heating
Co. Ltd.

NEWPORT ST., SWINDON

Phone 5373/4

FLOODLIGHTING?

Warnes Installation

BATHURST CORNER, COUNTY RD

Electrical Contractors to t

LET US QUOTE FOR YOUR ELECTRIC

RIGHT WING

SWINDON

Turner

Dawson (2)

Morgan (4)

McPherson (5)

Summerbee (7)

Hunt (8)

Smith (9)

Swindon Colours:

RED SHIRTS, WHITE SHORTS



Blunstone (11)

Harmer (10)

O'Rourke (9)

R. Harris (6)

Hinton (5)

McCreadie (3)

Bonetti

CHELSEA

LEFT WING

"FITNESS MEANS SO MUCH"

Our expert team of carpet planners, v
are fit to carry out the comple

ROOM - HOUSE - OFFICE - HOTEL -

MILLS & MERRI

16-17 BRIDGE STREET, SWINDON.

Installations Limited

COUNTY RD., SWINDON. Tel. 27291

Contractors to the "Town"

OUR ELECTRICAL CENTRAL HEATING

SWINDON

LEFT WING

Turner

Trollope (3)

McPherson (5)

Woodruff (6)

Smith (9)

Smart (10)

Rogers (11)

FOOTBALL
PINK

These teams are subject
to alteration

O'Rourke (9)

Tambling (8)

Brown (7)

Hinton (5)

Hollins (4)

A. Harris (2)

Bonetti

CHELSEA

RIGHT WING

UCH

et planners, workroom and sales staff
at the complete furnishing of a
ICE - HOTEL - HOSPITAL - FACTORY

MERRICKS LTD.

SWINDON.

Tel. 5365/6

McILROYS

RESTAURANT

for morning coffee,
luncheon and
afternoon tea - in
pleasant surroundings -
you will find McIlroys
are top of the
'league'.

Full table service, best Beers
and Wines. Parties and
Functions catered for.

McIlroys Restaurant

64-72 Regent Street

Tel. 5294



THE ALCOHOL FUEL

COATE GARAGE

REPAIRS - OVERHAULS - WELDING
SERVICING - REBORING - TYRES

Props. E. V. & W. H. Mattick
Marlborough Rd., Swindon

SUPPORTERS' CLUB NOTES

Supporters of Sunderland (rather aggressive in their remarks before the match) were, nevertheless, generous after. One said that he thought this might have been his team's promotion season but that Swindon should go up as well!

It seems likely, too, that many Sunderland "exile" supporters, living in Swindon, will be making their way to the County Ground regularly in future. We can assure them that they will be very welcome.

We have recently seen newspapers from Leeds and Manchester in which, particularly the latter, generous tributes were paid to the Swindon players.

We know that most supporters are interested only in the games themselves, but there may be some who would like some information on the work behind the scenes, as reported at our Annual General Meeting held on 18th September.

Our Honorary Secretary was pleased to be able to state that donations made to the Football Club during the past season had enabled the debt on the Floodlight installation (originally £15,000) finally to be cleared.

Many more supporters are now taking advantage of the facilities whereby they may purchase season tickets through this Club, on an instalment system.

The amount now involved is £1,000 as compared with about £600 in previous years.

Donations to the Football Club last season amounted to £17,560, of which £12,500 went to General Funds and £5,060 to the Floodlighting Fund.

Membership subscriptions last season were somewhat lower than for several years, owing to the fact that it was unnecessary last season to become a member of the Club in order to participate in our Competition, but modifications to the rules of

6d.
FRIDAYS

SWINDON ECHO

6d.
FRIDAYS

THE PAPER THAT FOLLOWS THE 'TOWN'

Regular Football Colour Pictures and Reports

Try us for
Clothes for all
the family on
all occasions

Little & Co. Ltd.

31-32 FLEET STREET

SWINDON

Tel. 22831

We have a
reputation for
Value & Service
that is second
to none

**THE POPULAR MEN'S & LADIES'
COMPLETE OUTFITTERS**

**SEE THE LOVELY SELECTION OF
CHOCOLATES AND SWEETS**

Greetings Cards a Speciality

CECIL GREEN

CONFECTIONER AND TOBACCONIST

13, VICTORIA ROAD

Telephone 4416

**THE ADVERTISERS IN THIS PROGRAMME HAVE
SUPPORTED THE CLUB. WILL YOU HELP US
RECIPROCATE BY SUPPORTING THEM WHEN-
EVER POSSIBLE?**

SUPPORTERS' CLUB NOTES—CONTINUED

the latter now involve prior membership of the Club.

It is therefore certain that revenue from this source will this season return to the normal level.

Since 1956, when the present types of Competition were inaugurated, a total sum of £96,800 has been paid to the Football Club.

This, reduced to terms of sales of one shilling tickets weekly, represents a tremendous amount of work carried out by our Competition Secretaries and their Agents, and provides an illustration of the loyalty of the general public of Swindon and the surrounding areas.

This season's Competition has made a most encouraging start, but we can still accommodate more patrons to reach the maximum permitted sales of 15,000 tickets weekly.

Newly elected Committee Members were: Mr. and Mrs. Bridgman, Mr. J. A. Smith, Mr. G. L. Beard, Mr. C. J. Wheeler, Mr. Bamford and Mr. W. Pinder, the last-named having been a Committee Member of Burnley F.C. Supporters' Club.

We hope that they will enjoy their work with us.

All former Officials of the Club were re-elected, and we all look forward to another successful season. With the continued support of the general public, this should be assured.

We take this opportunity to issue a final reminder regarding the Gala Performance of Bertram Mills' Circus for which this Club is responsible. Remember Monday, 30th September, at 7.45 p.m. Tickets will be on sale at our Club Offices tomorrow (Thursday) and on Friday from 7 p.m. to 9 p.m.

Seats normally priced at 7/6 and 5/6 will be 5/6 and 4/6 respectively at this performance.

Please help to make this a happy and memorable evening.

F. J. ROPER
Devizes Rd.
Swindon
Phone 22341

FERNDALE
FISHERIES
Ferndale Rd.
Swindon
Phone 3614

Swindon's
Finest
FISH and CHIPS

**CALL ON
YOUR
WAY
HOME**

F. J. ROPER
Cliftonian
38 William St.
Swindon
Phone 3785

**WE SHALL BE
WAITING
TO
SERVE YOU**

Menu

**PLAICE
HAKE
COD
SKATE**

F. J. ROPER
High St.
W'tton Bassett

F. J. ROPER
Cross Hayes
Malmesbury

OUR VISITORS

It is our pleasure to welcome the Directors, Officials, and Players of Chelsea Football Club to the County Ground for this evening's League Cup game. Newly-promoted this year to Division I, Chelsea are more than holding their own in the Premier Division, and our match today promises to be a real football feast.

Details of the Chelsea players are as follows:

(Excerpt from "Who's Who at Stamford Bridge")

GOALKEEPERS

BONETTI, PETER

Signed professional in April, 1959 after one full season with our Juniors. Made League debut against Manchester City in April, 1960 and has been regular first-choice since. Has played seven times for England Under-23's, including five last season. League appearances 114. 5ft. 10½ins., 10st. 9lb. Born Wandsworth.

COWEN, JOHN

Another goalkeeper-product of our Youth Scheme, he became a professional last October. Was in England's team that won the 16-nations International Youth Tournament at Wembley in April without conceding a goal in the competition. 5ft. 10ins., 11st. 2lb. Born Lewisham.

DUNN, JOHN

Ex-Junior who signed professional in January, 1962, he made three League appearances last season. 5ft. 10½ins., 12st. 3lb. Born Barking.

McNALLY, ERROL

Joined us from Irish League club Portadown in December, 1961. His eight League appearances so far were all made at the end of season 1961-62, when Bonetti was out with an injured hand. 5ft. 10½ins., 11st. Born Lurgan, Northern Ireland.

Eric

(E. Ayliffe)

GENTLEMEN'S HAIRDRESSER

57/59 Faringdon Road, Swindon.

Phone 4569

APPOINTMENTS MAY BE BOOKED IN PRIVATE SALON

ALSTON & YOUNG LTD.

121-123 CRICKLADE ROAD, SWINDON. Tel. 6671

Scooter and Three-Wheeler Specialists

Main Agents - LAMBRETTA - VESPA - TROJAN

First class after sales service Open daily 9.0 a.m. to 7.30 p.m.



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 3417/8/9**

OUR VISITORS—CONTINUED

FULL-BACKS

HARRIS, ALAN

Turned professional in May, 1960 after two seasons as left-back in our Junior team. A former England Youth cap he made his League debut at Preston in October, 1960 and his 59 League appearances have been spread over the past three seasons. Brother of our wing-half, Ron Harris. 5ft. 8ins., 10st. 6lb. Born Northampton.

McCREADIE, EDDIE

Was transferred from Scottish Second Division club East Stirling in April, 1962 and quickly established himself here last season (32 League appearances) as a dynamic full-back with a flair for attack. Was originally a wing-half. 5ft. 10ins., 11st. 3lb. Born Glasgow.

SHELLITO, KEN

One of the boldest fastest full-backs in the game, he burst upon the International scene last season, playing for England's Under-23 team against Yugoslavia at Old Trafford and taking over in the full England side on the summer tour against Czechoslovakia when Armfield was unfit. Another of our Junior products, he played for Essex and London Schoolboys before coming to Stamford Bridge and signed professional in April, 1957. League debut away to Nottingham Forest in April, 1959, when captain of Chelsea Youth. League appearances: 67. 5ft. 9½ins., 12st. 12lb. Born East Ham.

WATSON, IAN

Made his first-team debut at right-back in last season's F.A. Cup replay against Tranmere and played at Swansea in the following League game. A real "local" he was discovered for our Youth section by scout Wilf Chitty, the pre-war Chelsea winger. Holds London County soccer honours and signed professional in February, 1962. 5ft. 11ins., 11st. 9lb. Born Fulham.

HALF-BACKS

HARRIS, RON

Had a great 1962-63 season, captaining England's Youth team when they won the International Tournament at Wembley and then clinching a place in our promotion-winning League side. Another ex-Junior—and younger brother of Alan Harris—he became a professional in November, 1961. Made three League appearances in 1961-62 and seven more last season. 5ft. 7½ins., 11st. Born Hackney.

BRETTS PET AND GARDEN SUPPLIES

**32-33 COMMERCIAL ROAD and
6 CROMWELL STREET - SWINDON**

HOLMES & LUCAS

FOR

**A COMPLETE RANGE OF THE VERY LATEST
IN RADIO, TELEVISION AND ALL DOMESTIC
APPLIANCES**

Home Demonstrations

Top Part Exchanges

HOLMES & LUCAS, 14 Regent Street. 22526 & 4721

**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
(SWINDON) LTD.**

**CRICKLADE RD. - SWINDON
PHONE 22422**

**Dulux, Brolac, Friary, Valspar,
Wallcharm, etc.**

**SOUTHERN LAUNDRY
Co. Ltd.**

Launderers and Dry Cleaners

HAYDON ST. - SWINDON

TELEPHONE 4161

COMLEY'S

Modern Music Centre

26 HAVELOCK ST., SWINDON

RECORDS - MUSIC - INSTRUMENTS

**Top Twenty 'Pops' always in stock
and wide selection of Jazz & Classics
Personal Supervision Phone 3874**

OUR VISITORS—CONTINUED

HOLLINS, JOHN

Brother of Dave Hollins, Newcastle United's Welsh International goalkeeper, John is a close-season professional signing, moving up from junior ranks in July. Skipped Chelsea Youth last season when Ron Harris was playing elsewhere. 5ft. 7ins., 10st. 7lb. Born Guildford.

MORTIMORE, JOHN

Ever-present at centre-half in last season's promotion side, he has made 180 League appearances, a total beaten only by Frank Blunstone among our present players. Former England Youth and Amateur International—and schoolmaster—he played three League games (when with Woking) before signing professional in August, 1957. 5ft. 11½ins., 11st. 13lb. Born Farnborough.

SORRELL, DENNIS

Joined Chelsea from Leyton Orient in March, 1962 and made one First Division appearance (against Birmingham City) three days later. Topped last season's list of appearances (30) for our reserves, who won the Football Combination Midweek Section. 5ft. 5½ins., 10st. 7lb. Born London.

UPTON, FRANK

Began his career with Northampton Town, then joined Derby County, for whom he played 233 League games before transferring to Chelsea in August, 1961. Has added 47 League appearances in our colours, 37 of them last season, which he finished as emergency centre-forward. Still lives at Derby. 5ft. 11½ins., 13st. 4lb. Born Nuneaton.

VENABLES, TERRY

Has played for England at Schoolboy, Youth, Amateur and Under-23 level—will it be full honours in 1963-64? His Under-23 cap came against Greece and he went on the Intermediate tour in May, but did not play because of indisposition. Joined our Juniors in the 1958 summer, made League debut in February, 1960 away to West Ham and became a professional in the following August. Like Mortimore played every match last season and starts 1963-64 with a total of 91 League appearances. Is also a talented "pop" singer. 5ft. 8½ins., 11st. 6lb. Born Dagenham.

EDWIN H. BRADLEY & SONS LTD.

OKUS - SWINDON



**HOUSING ESTATES UNDER
DEVELOPMENT THROUGHOUT
THE COUNTRY**



Full details from our Estate Office:

74 VICTORIA ROAD - SWINDON

Telephone No. 5865

OUR VISITORS—CONTINUED

YOUNG, ALAN

Followed Manager Tommy Docherty from Highbury to Stamford Bridge in November, 1961 and played six times for our League eleven in 1961-62 season. Signed professional for Arsenal in April, 1959 after two years in their juniors. 6ft. 0½ins., 12st. 8lb. Born London.

FORWARDS

BLUNSTONE, FRANK

Signed from Crewe Alexandra in February, 1953, he is now our longest-serving player, taking a testimonial to mark ten years' fine and courageous service. Was in our League Championship team of 1955 and gained five England caps at outside-left—against Wales, Scotland, France, Portugal and Yugoslavia—in seasons 1954-55, 1956-57. Broke a leg in fourth round F.A. Cup-tie at Tottenham in January, 1957—and broke it again the following August in pre-season practice match against Ajax in Amsterdam. Missed whole of 1957-58, but made a great comeback the next season. His League appearances for Chelsea total 276 (41 goals). 5ft. 6¼ins., 11st. 1lb. Born Crewe.

BRIDGES, BARRY

Was a Chelsea junior with numerous England Youth honours when signing professional in May, 1958. A centre-forward, he has played in most other forward positions and, with 36 games last season, raised his League appearances total to 73 (36 goals). 5ft. 9¼ins., 12st. 1lb. Born Horsford, near Norwich.

BROWN, DENNIS

Signed professional in June, 1962 after one season at centre-forward with the Juniors. Was a "regular" in our successful Football Combination side last season, when playing mostly at outside-right. 5ft. 8¼ins., 10st. 7lb. Born Reading.

BURTON, JOHN

One of this summer's newcomers to Stamford Bridge—signed in July—he is an England Youth inside-forward and played last season for Southampton. 5ft. 8ins., 11st. Born Dagenham.

T. QUALITY (Swindon) LTD

Licensed Fruit, Vegetable and Potato Merchant

HOLBROOK STREET - SWINDON

Telephone Swindon 5446/7

G. A. STREETLY

Tobacconist and Confectioner

10 BOURNE ROAD - MOREDON - SWINDON

Telephone: 4956

"COAL!"
"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

OUR VISITORS—CONTINUED

FASCIONE, JOE

This Scottish Junior "cap" joined us from Kirkintilloch Rob Roy last September and played inside and outside-right for both Junior and Combination teams in 1962-63. 5ft. 7½ins., 10st. 8lb. Born Coatbridge.

HARMER, TOMMY

Made his reputation as an artistic little inside-forward with Spurs through the 1950's. Then moved to Watford, from whom he was signed by Manager Tommy Docherty last September. Came principally to help bring on our young reserves, but finished the season with a remarkable first team record—five games, all won. And his only League goal for us made him a real promotion hero; it was the winner at Sunderland in the vital last-but-one-fixture. 5ft. 6ins., 9st. 7lb. Born London.

HOUSEMAN, PETER

Joined our Youth Scheme at the start of last season, and signed as a professional in December. Plays inside or outside-left. 5ft. 10ins., 10st. 2lb. Born Clapham.

KNOX, TOMMY

Scottish outside-left, signed from East Stirling in June, 1962 while still on Army service. Made six League appearances last season. 5ft. 9ins., 11st. Born Glasgow.

MOORE, GRAHAM

Was transferred from Cardiff City in December, 1961 at the then record Chelsea fee. Made his debut for Cardiff in season 1958-59 and was capped by Wales the following season, since when he has played frequently in their full and Under-23 teams. Favours the deep-lying forward role and in two seasons has made a total of 53 League appearances (10 goals) for Chelsea. 5ft. 11½ins., 13st. 11lb. Born Hengoed, Radnorshire.

MULHOLLAND, JIMMY

Was a colleague at East Stirling of Eddie McCreddie and Tommy Knox, following them to Chelsea in October, 1962. Made his League debut at outside-left at Newcastle in November and in the course of four Second Division appearances last season also played at centre-forward and inside-right. 5ft. 8½ins., 10st. 10lb. Born Knightswood.

Suppliers to the Swindon Team and
Manager (Mr. Head) of FORD CARS

MAY WE SUPPLY YOU?



EARLE

of Chippenham Limited

MAIN



DEALERS

COCKLEBURY ROAD - CHIPPENHAM

Telephone 3255

OUR VISITORS—CONTINUED

MURRAY, ALBERT

Filled the right-wing position in 39 out of last season's 42 League fixtures after 18 the previous season. Signed professional in May, 1961, having been three years with the Juniors. 5ft. 7½ins., 10st. 2lb. Born Shoreditch.

O'ROURKE, JOHN

Was an Arsenal junior when Tommy Docherty was at Highbury, and joined Chelsea as a professional in April, 1962. Top scorer from centre-forward for our Football Combination side last season, when still eligible for the Junior team. 5ft. 8½ins., 10st. 3lb. Born London.

SHAW, COLIN

High-scoring Junior inside-forward who signed professional in May, 1961. One League appearance—against West Ham, February 1962. 5ft. 6½ins., 10st. 6lb. Born St. Albans.

SOMERS, MICK

Smallest player on the books, but packs a tremendous shot. Played outside-left for our Junior and Combination teams last season, signing as a professional in November. 5ft. 3ins., 9st. 4lb. Born Nottingham.

TAMBLING, BOBBY

At 21 became one of the youngest-ever Football League club captains last season—and subsequently the youngest player to lead a promotion-winning side. This distinction climaxed a great season for Bobby, who made his full England debut against Wales at Wembley in November—a surprise selection at outside-left when O'Grady (Huddersfield) withdrew on the morning of the match. Gained another full cap—and scored—against France in Paris in February and made Under-23 appearances against Belgium, Greece and Yugoslavia. Like Jimmy Greaves before him, was a prolific scorer as a Chelsea Junior and signed professional in September, 1958. Scored on League debut v. West Ham in February, 1959. His League record reads 103 appearances (66 goals), and last season was his best as a marksman—his 35 League goals have only once been beaten for Chelsea (Greaves 41 in 1960-61). Twice scored four in a match, at Charlton and v. Portsmouth. 5ft. 8ins., 11st. 7lb. Born Storrington, Sussex.

always on the ball

THE MIDLAND-WEST LANDSCAPE CO LTD

(formerly E. A. Roberts)

WESTBURY, BRACKLEY, NORTHANTS **Finmere 392**
109 NEW ROAD, WOOTTON BASSETT **Wootton Bassett 579**
88 HIGH STREET, PURTON

Agency:

JOHNSONS FRUIT SHOP, 30 HIGH STREET, WINCANTON 3383

- Complete Design and Landscape: Hotels, Factories, Bowling Green, and all Playing Fields maintained.
- Plants, Roses, Shrubs, Trees, Peat, supplied in season.
- Fencing of all kinds supplied and erected.
- Cotswold stone walls, Coloured Paving and Terraces our speciality.
- Contractors to County Councils.
- All work guaranteed
- ESTIMATES FREE

Gates from £3

Singles and Doubles

If you live in the Swindon area
we will measure your gateway
for you

Manufacturers of tip-up stadium
seating

Send for free catalogue

MARTYN LYNshaw LIMITED

20 Boundary Works

Stratton Road SWINDON 4177



Gatemaster

