

2-1 Lonaile, Only WINTER'S

The Noted House for all kinds of Sport Prizes

CUPS : SHIELDS : MEDALS : TROPHIES, etc.

Designs and Estimates Free

CLUB SECRETARIES
PLEASE PHONE or CALL

WINTER'S

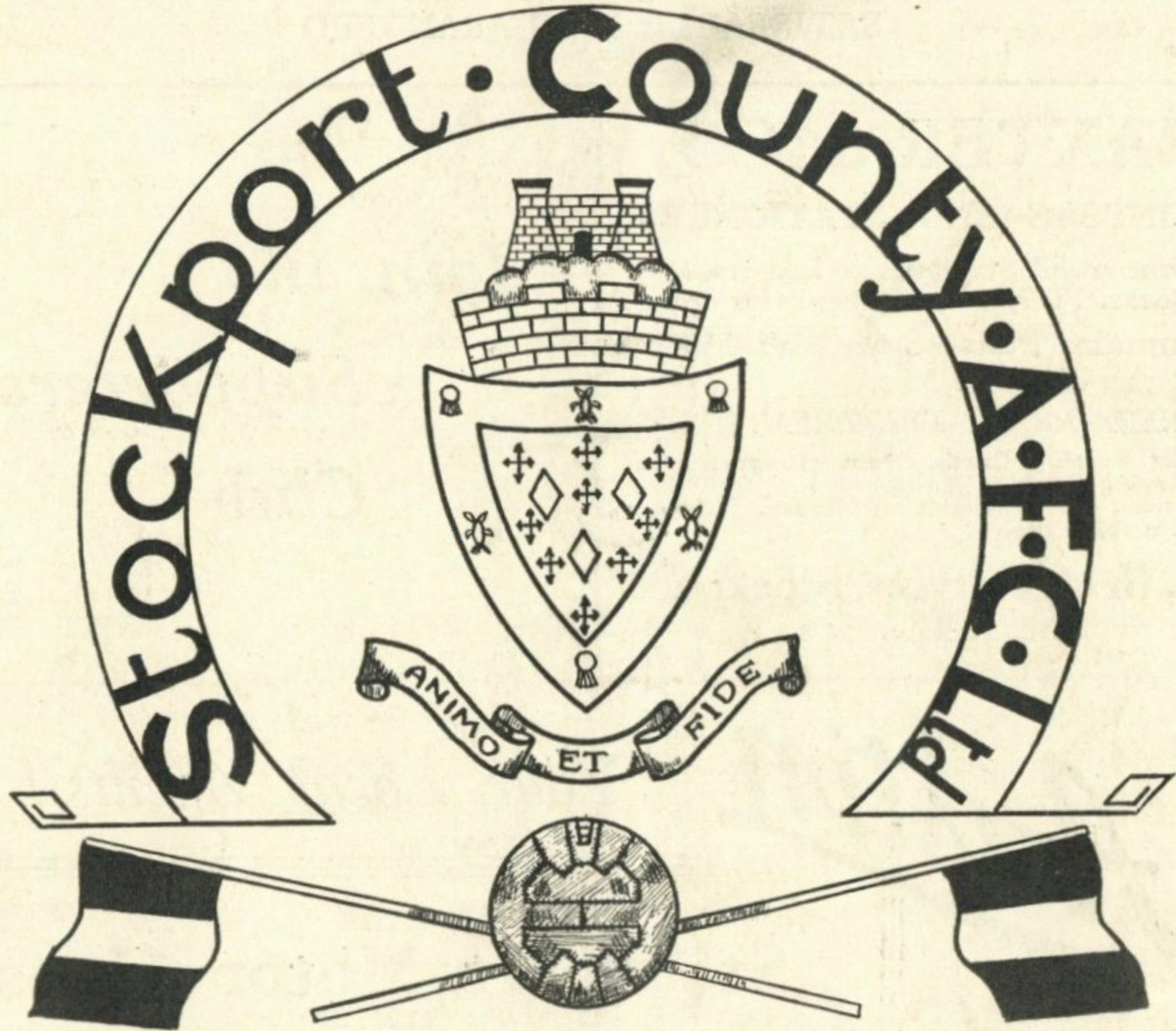
STOCKPORT'S
LEADING JEWELLERS

Watch, Clock, Jewellery and Optical Repairs a Speciality

23 & 25, UNDERBANK :: STOCKPORT

Established over 50 years

Telephone: STOCKPORT 2755



G A S

A SURE
HOME WINNER

Showrooms:

38, St. Petersgate, Stockport

34, Bramhall Lane South,
Bramhall

and London Road, Poynton



Electric Lighting, Power and Bell Installation in the NEW STAND
carried out by—

William Stanton Ltd.

:: Registered Plumbing and Electrical Contractors ::

37/39, LONGSHUT LANE WEST

34, LORD STREET, ST. PETERSGATE

STOCKPORT

ESTABLISHED 1909

Telephone STOckport 2048

SATISFACTION GUARANTEED

BAXTER & CO.

PRINTERS AND STATIONERS

Commercial Stationery—Ledgers, Day Books, Files, Account Books to order.

Fountain Pens—Swan, Waterman, Parker-Duofold, etc.

REPAIRS ON THE PREMISES.

Whist Scoring Cards, Dance Programmes, Playing Cards, Suitable Prizes for Whist Drives, etc. Circulating Library. Always something new.

14, Bridge Street, Stockport

Tel. STOckport 2478,

*Join the
Supporters
Club*

Austin **Your Local Agents !**
THE
Stockport Motor House
LIMITED
BUXTON ROAD, STOCKPORT
SALES & SERVICE
Tel. STO 2120

**Motors and Cycles may be parked
at the Cleansing Department Depot
adjoining this Ground**

STOCKPORT COUNTY A.F.C. Ltd.

Ground : EDGELEY PARK.

Phone No. STOckport 3022

Directors : Mr. E. BARLOW (Chairman), Alderman H. PATTEN, J.P. (Vice-Chairman), Councillor T. BALDWIN, Mr. H. GREENALL, Mr. C. T. O'BRIEN, H. PONSONBY, J.P., Mr. G. WORSLEY.

Manager : Mr. BOB KELLY.

Trainer : Mr. W. NEWTON.

Secretary : Mr. C. H. MARTIN.

Assistant Trainer : Mr. T. DAWSON.

Saturday, 28th August, 1937.

Kick-off 3-0

COUNTY v.

LUTON TOWN

Chairman's Remarks.

*“A ground big enough to hold 50,000
and a team good enough to fill it.”*

I HAVE been asked to write a few words for the Programme for the opening match. The close season has seemed a particularly short one. The sound of cheering at the Lincoln City match has scarcely died away before we meet again—this time as supporters of a Second Division Club. May I remind you that the enthusiasm which our supporters showed towards the end of last season is needed just as much to-day as it was then. You do the cheering and the players will do their level best to give you something worth cheering. We are very grateful for the signs of enthusiasm which surround us. Already we are assured of a record in Season Tickets—and a very pleasing feature of the bookings is the fact that we are securing many members who have not before been supporters of the Club. Since we were last in the Second Division there has been much development around our town. This new population we mean to attract to our ground and make loyal supporters of the Club.

We are going to try and give you better value in your Programme. We are making a new departure. It is, this season, being run by us and not for us. This means that we can use it as a vehicle for speaking to you direct from the Board Room, and by this means and by the occasional use of the microphone we hope to establish a closer relationship between the Management and the supporters of the Club. Will you help by buying your Programme

every week, and by supporting those who advertise in the Programme, and by please telling the advertisers that you have been attracted by their advertisement.

And now a word about the Club's policy. The words which head this article express the goal to which we shall press forward steadfastly in the coming years. I am not going to say there will be no transfer of players in the future. I am, however, going to say that we shall do nothing except as part of a scheme to achieve that which we have set before us. We want you to have confidence in the Board and to trust us. There may be things which you cannot understand, but please reflect before you criticise unduly, that these things are done by seven men who are prepared to make sacrifices of time and money in their efforts to secure the success of the Club, and that they have in their possession information which would probably make all the difference to your opinion if you had that advantage. We shall, of course, make mistakes. The people who never make a mistake never accomplish anything. We believe, however, that our experience of football management will help us to make our successes far outnumber our mistakes.

Enough of this! Here's a hearty welcome to Second Division football and all it means to us. We are going to meet on equal terms Clubs with huge bank balances and with great traditions. Let us put on our side of the scales all our enthusiasm and determination. If we do this we shall earn a proud position in the football world, and much sooner than many people believe possible we shall be in sight of the ground and the team that we have set our hearts upon.

So—on with the game.

ERNEST BARLOW.

Telephone - - STOCKPORT 2949

FOR MODERN
MEN'S WEAR

R. LUDLOW
TAILOR AND OUTFITTER
St. Petersgate, Stockport

What's this space?

MUSICAL PROGRAMME.

A PROGRAMME OF GRAMOPHONE RECORDS, selected from the following list, will be played, by arrangement with **Messrs. J. NIELD & SON, LTD., 14, Great Underbank, Stockport**, who supplied and installed the Amplifying equipment.

OPENING.

MARCHING WITH SOUZA (Columbia).....	DX455.
ACCORDION HITS MEDLEY (Columbia).....	FB1632
MEDLEY OF STEPHEN FOSTER MELODIES (H.M.V.).....	BD431
BELL MEDLEY (H.M.V.).....	BD399
WALTZES ROUND THE WORLD (Rex).....	8724

INTERVAL.

GONDOLIERS SELECTION (H.M.V.).....	C1273
CHAMPAGNE WALTZ SELECTION (H.M.V.).....	BD415

FINALE.

HERE'S TO THE NEXT TIME (Columbia).....	CB439
HITS OF THE MOMENT (H.M.V.).....	BD422
TOYLAND MEDLEY (H.M.V.).....	BD392

Supporters' Club Notes.

AS Chairman of the Supporters Club I would like to take this opportunity of wishing the County every success in the coming season. I would, however, remind the Supporters that some responsibility for the success of the team rests on ourselves, and I hope we shall do our part. I feel that the good results obtained last season, were due in no small part to two factors; the magnificent way in which the Supporters rallied round, especially in away matches, and the splendid team spirit amongst the players. I would ask the Supporters for that same measure of support which was so effective last season, and also appeal to the players for that harmony and good fellowship which is so essential to success.

Just a word in regard to our Supporters Club and its activities. We want to be of service, and we can only do this if you help and support us. First of all I want you to join our organisation, Subscription 1/- per annum. Membership Cards are just issued and can be supplied at the Supporters Club Hut on the Stand Side of the Ground. Our Penny on the Ball effort is a great help financially. A penny ticket purchased by 10,000 spectators would give us £40. Please help us to secure this by getting your ticket on entering the Ground.

Then we have the Cushions for our Stand seat patrons, these are loaned for the nominal sum of 1d. Last but not least our cups and cartons of Tea, at 2d. each, are provided to give service and to meet your requirements. May I appeal to you to support our efforts, particularly as any financial gain will be used as in the past, for providing greater comfort and improved facilities for the spectator.

J. HOLLAND.

SCORE BOARD KEY.

	HALF-TIME	
	Goals	Goals
A—Bolton Wanderers v. Brentford.....		
B—Charlton Athletic v. Leeds United.....		
C—Chelsea v. Liverpool.....		
D—Everton v. Arsenal.....		
E—Huddersfield v. Blackpool.....		
F—Leicester City v. Derby County.....		
G—Portsmouth v. West Bromwich Albion.....		
H—Preston North End v. Grimsby Town.....		
I—Stoke City v. Birmingham.....		
J—Sunderland v. Middlesbrough.....		
K—Wolves v. Manchester City.....		
L—Aston Villa v. West Ham United.....		
M—Bradford v. Barnsley.....		
N—Burnley v. Bury.....		
O—Chesterfield v. Sheffield Wednesday.....		
P—Manchester United v. Newcastle United.....		
Q—Norwich City v. Southampton.....		
R—Plymouth Argyle v. Fulham.....		
S—Sheffield United v. Nottingham Forest.....		
T—Swansea Town v. Blackburn Rovers.....		
U—Tottenham Hotspur v. Coventry City.....		
V—Accrington Stanley v. Carlisle United.....		
W—Chester v. Halifax Town.....		
X—Gateshead v. Crewe Alexandra.....		
Y—Oldham Athletic v. Port Vale.....		
Z—Tranmere Reserve v. County Reserve.....		

**CLOTHES FOR
EVERY OCCASION**

PHILIP BURMAN

Modern Tailor to Ladies and Gentlemen

**21, UNION ROAD
STOCKPORT**

Telephone

— — — STO 3186

STOCKPORT Industrial and Equitable Co-operative Society Ltd.

THE Largest Distributive Trading Organization in Stockport and District, where the association of men and women is to the mutual advantage of all and to the hurt of none.

MEMBERSHIP EXCEEDS 28,000
SHARE CAPITAL IS OVER £850,000
ANNUAL TRADE IS MORE THAN.. £1,000,000

There is a Co-operative shop in every part of the town and in every one of the surrounding villages, quite close to where you live, and the services at the command of our members include:—

Grocery	Boots and Shoes
Provisions	Boot Repairs
Fruits and Flowers	Laundry
Butchery	Furniture and Furnishings
Bakery and Confectionery	Radio and Electrical
Catering and Wedding Carriages	Pharmacy
Milk and Dairy Produce	Optical
Drapery	Painting and Decorating
Mantles and Millinery	Coal and Coke
Tailoring	Joinery and
Outfitting	Funeral Furnishing

To meet the convenience of members a Delivery Service is maintained from each Grocery Branch, and for members who reside some distance from our shops we have provided Grocery, Butchery, and Bakery Sales Vans.

In addition, there is a collective life assurance scheme in our Society, whereby all members, and the husbands and wives of members, are insured against death, and at the end of each trading quarter a standard dividend of 2/- in the £ is returned to members on all purchases made throughout the quarter.

Our Visitors.

Luton Town, like ourselves, had to wait until the last day of last season before they were assured of promotion, which they achieved by defeating Torquay United by 2 goals to nil.

The fact that the champions of the Northern Section and the Southern Section of the 3rd division should meet in the first match of the season has added interest to a game which in any event would have been keen. The County will be all out to gain some solace for the cup-tie defeat which they sustained at the hands of to-day's visitors in December, 1932. On that occasion Luton knocked us out of the National tourney by 3 goals to 2.

Like Stockport, Luton is also noted for its hats, and we have something else in common with the Bedfordshire club in as much as their strip, like ours, is white jerseys and black knickers, though to-day they will of course be seen in different colours. Last season Luton won the Southern Section with 58 points, two more than Notts County, their record being:— Played 42, Won 27, Lost 11, Drawn 4, Goals for 103, Against 53, Points 58.

Our record last season was:— Played 42, Won 23, Lost 5, Drawn 14, Goals for 84, Against 39, Points 60.

They have a prolific goalscorer in Payne who found the net on 55 occasions last season, and who jumped to fame by scoring 10 goals against Bristol Rovers on April 13, 1936. That day Capt. Prince-Cox, the Bristol Rovers manager was at Edgeley Park, and his expression of incredulous dismay when he heard the news over the telephone had to be seen to be believed. Here are particulars of the players on the Luton staff.

Player.	Position.	Birthplace.	Height.	Weight.
Coen, J. L.	Goalkeeper	Glasgow	5ft. 10½in.	12st. 12lb.
Dolman, H. W.	Goalkeeper	Bloxwich	5ft. 11½in.	13st. 10lb.
Mackey, T. S.	Right back	Cassop	5ft. 10½in.	12st. 7lb.
Smith, T. S.	Left back	Higham	5ft. 10in.	12st.
Finlayson, J.	Right half	Thornliebank	5ft. 11in.	12st.
Fellowes, W. J.	Left half	Bradford	5ft. 9½in.	12st.
Nelson, J. H.	Centre half	Chorley	6ft. 1½in.	12st. 7lb.
Payne, J.	Centre forward	Bolsover	5ft. 10½in.	12st.
Stevens, R. F.	Outside left	Luton	5ft. 7in.	10st. 7lb.
Rich, L. T.	Outside left	Plymouth	5ft. 9½in.	11st. 3lb.
Roberts, F.	Inside left	Birmingham	5ft. 8in.	11st. 7lb.
Stephenson, G. H.	Outside left	Stillington	5ft. 9in.	12st. 10lb.
Lutterloch, B. R.	Left back	London	5ft. 10in.	11st. 10lb.
Parris, E. J.	Outside left or right	Chepstow	5ft. 10in.	11st. 7lb.
King, T. P.	Right back	Grantham	5ft. 10in.	12st.
Dawes, A. G.	Inside right	Frimley Grange	5ft. 10in.	11st. 7lb.
Hancock, E.	Outside right	Rotherham	5ft. 8in.	11st.
Hogg, F.	Inside left	West Auckland	5ft. 6in.	10st. 7lb.
Childs, C.	Right half	Cockfield	5ft. 10in.	11st.
Hall, L.	Centre half	Cockfield	5ft. 10½in.	11st. 7lb.
Loughran, J.	Left half	—	5ft. 9½in.	11st.
Strathie, J.	Centre half	Edinburgh	6ft.	12st.
Dreyer, G.	Right half	North Shields	5ft. 10in.	11st. 4lb.
Griffiths, E. O.	Outside left	Kidderminster	5ft. 9in.	11st.
Ferguson, C.	Inside right	Glasgow	5ft. 7in.	11st.
Kidd, G. I.	Right half	Motherwell	5ft. 11in.	12st.
Cox, G.	Centre forward	Horsham	5ft. 11in.	12st. 7lb.

NEXT MATCHES AT EDGELEY PARK.

Cheshire County League

Wednesday, 1st September, 1937

County Res. v. Congleton T.

Kick-off 6-30 p.m.

Saturday, 4th September, 1937

County Res. v. Macclesfield

Kick-off 3-15 p.m.

Monday, 6th September, 1937

League Division II

COUNTY v. NOTTS FOREST

Kick-off 6 p.m.

FIXTURES AND RESULTS, 1937-38.

Date. 1937.	Goals.			Date. 1937.	Goals.		
	Opponents.	Ground.	F.A.		Opponents.	Ground.	F.A.
Aug. 28	Luton Town.....H			Aug. 28	Tranmere Rovers...A		
Sept. 1	Nottingham Forest.A			Sept. 1	Congleton Town....H		
" 4	Barnsley.....A			" 4	Macclesfield.....H		
" 6	Nottingham Forest.H			" 11	Manchester N.E....A		
" 11	West Ham United..H			" 15	Altrincham.....A		
" 13	Coventry CityA			" 18	Port Vale.....A		
" 18	Manchester United .H			" 20	Stalybridge.....A		
" 25	Sheffield United...A			" 25	Hyde UnitedH		
Oct. 2	Tottenham Hotspur H			" 29	Altrincham.....H		
" 9	Burnley.....A			Oct. 2	MossleyA		
" 16	Southampton.....A			" 6	Ashton National...H		
" 23	Blackburn Rovers..H			" 9	Witton Albion.....H		
" 30	Sheffield Wed.....A			" 23	Hurst.....A		
Nov. 6	Fulham.....H			" 30	Port Vale.....H		
" 13	Plymouth Argyle...A			Nov. 6	Nantwich.....A		
" 20	Norwich City.....H			" 13	Hurst.....H		
" 27	Swansea Town....A			" 20	Hyde UnitedA		
Dec. 4	Chesterfield.....H			" 27	MossleyH		
" 11	Aston Villa.....A			Dec. 11	Crewe Alexandra...H		
" 18	BradfordH			" 18	Rhyl.....A		
" 25	Newcastle United ..A			" 25	Chester.....H		
" 27	Newcastle United ..H			" 27	Chester.....A		
1938				1938			
Jan. 1	Luton Town.....A			Jan. 1	Tranmere Rovers...H		
" 8	3rd F.A. Cup			" 8	Congleton Town....A		
" 15	BarnsleyH			" 15	Winsford.....A		
" 22	*West Ham United..A			" 22	Winsford.....H		
" 29	Manchester United .A			Feb. 5	Macclesfield.....A		
Feb. 5	Sheffield United...H			" 12	Buxton.....H		
" 12	*Tottenham Hotspur A			" 19	Witton Albion....A		
" 19	Burnley.....H			" 26	Ashton National...A		
" 26	Southampton.....H			March 5	Runcorn.....H		
Mar. 5	*Blackburn Rovers..A			" 19	Nantwich.....H		
" 12	Sheffield Wed.....H			" 26	Buxton.....A		
" 19	Fulham.....A			April 2	Rhyl.....H		
" 26	*Plymouth Argyle...H			" 6	Stalybridge.....H		
Apl. 2	Norwich City.....A			" 9	Crewe Alexandra...A		
" 9	Swansea Town....H			" 15	Wigan Athletic....H		
" 15	Bury.....A			" 18	Wigan Athletic....A		
" 16	Chesterfield.....A			" 27	Runcorn.....A		
" 18	Bury.....H			" 30	Northwich Victoria..H		
" 23	Aston Villa.....H			May 4	Manchester N.E....H		
" 30	*BradfordA			" 7	Northwich Victoria..A		
May 7	Coventry CityH						
	* English Cup Dates						



Marsden's Coal

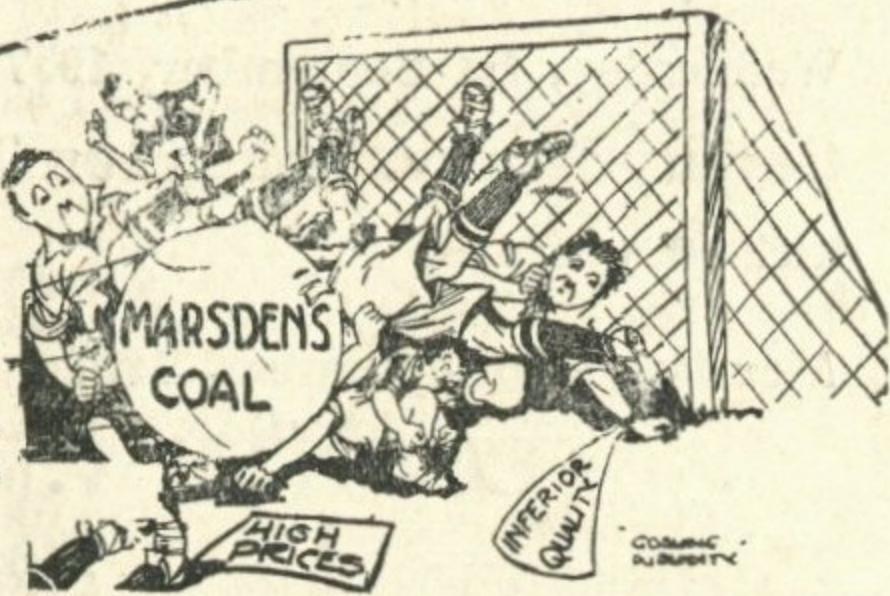
KNOCKS "INFERIOR
QUALITY" FLAT.

Established 1871

The heat specialist. The Arcade
Bridge Street, STOCKPORT

The Square, Bramhall
107 London Rd., Hazel Grove
Midland Rly. Yard, New Mills

FREE FIRELIGHTER
SERVICE



Telephone Nos.:

STOCKPORT 4256
Great Moor 2587
New Mills 67
Bramhall 143

Strong Athletic Young Men Wanted

Between 17 and 38 years
for the 60th (6th C. & S.)
Medium Brigade

JOIN YOUR LOCAL TERRITORIALS

Healthy and Instructive
Exercise

Free Holidays in Camp
with pay & Allowances

APPLY for PARTICULARS
AT THE
ARMOURY, STOCKPORT

Good Class Printing . .

EFFICIENTLY PRODUCED

Swain & Co. Ltd.

"Advertiser" and "Echo" Offices
HIGH ST., STOCKPORT

SEE THE—

"ECHO"

For NOTES and NEWS of
Stockport County A.F.C. and
RESULTS of all important
Association and Rugby Games

Try **GEORGE WORSLEY** for
Removals, Carrying
and Motor Coaches

Hatton Street (off Prince's St.) Stockport

Telephone: STOCKPORT 2614