

OFFICIAL PROGRAMME
2d.

SWANSEA
TOWN A.F.C.

LTD.

SATURDAY, JANUARY 16th, 1954

SWANSEA T. v. LUTON T.

Kick Off 2.45 p.m.

**INEXPENSIVE GIFTS FOR PEOPLE
OF GOOD TASTE**

A. G. DAVID

C.M.B.H.I

Watchmaker & Jeweller

**22 RICHARDSON STREET
SWANSEA**

**"SWANS" SUPPORTERS NEXT TIME
TRY**

D. Dewsbury-Davis

High-Class Family Butcher
Speciality—Cooked Meats

MEAT KEPT IN REFRIGERATORS

44 PLYMOUTH STREET, SWANSEA
'Phone : 4432

JOHN BRAYLEY

Motor Cycle Specialist
15 PICTON PLACE, SWANSEA

Telephone : 4733
SPARE PART STOCKIST

Agent for
A.J.S., ARIEL, B.S.A. TRIUMPH,
ENFIELD

Telephone : 50235

W. J. WOODFALL

F.B.O.A., F.S.M.C.

Consulting
Ophthalmic Optician

7 NELSON STREET, SWANSEA

SWANSEA TOWN ASSOCIATION FOOTBALL CLUB LTD.

PATRON: D. M. EVANS-BEVAN, ESQ., J.P.
PRESIDENT: W. CRAVEN LLEWELYN, ESQ.

DIRECTORS:

MESSRS. P. E. HOLDEN (CHAIRMAN), D. C. REES (VICE-CHAIRMAN), A. ADAMS.
D. J. WEAVER, H. L. SULLIVAN, M.B.E., J. LAIDLAW MURRAY, J.P.,
D. D. WILLIAMS, O.B.E., J.P.

SECRETARY
T. L. HOSKINS

MANAGER
W. McCANDLESS

ASST. SECRETARY
R. HARVEY

CLUB NOTES

By Watchman

THE occasion of our first League match at home in 1954 seems an appropriate time for reviewing our situation. Although in the first part of the season we have done a little better than in the first part of the previous season, there is no doubt that we are passing through very troubled waters. Injuries, the loss of certain players, temporary lapses of form, have all contributed to leave us with considerable problems.

We are doing all we can to solve those problems, but it requires great patience, and finding a solution is also fraught with considerable hazards. We are having to introduce players into our team and also to try out others in entirely new positions. Some progress is being made under this heading, but constant changes have an unsettling effect and render the essential good team play more difficult.

We hope we are now beginning to work through the most experimental era of these changes which have been thrust upon us and to stabilise the bulk of our team in positions in which they can continue, we hope, for a long time. This should enable a team to settle down to working as a co-ordinated unit which is such an essential to good results.

We believe our supporters appreciate what we are doing and the constructive nature of our attempts, and will hope with us that our experiments will be successful. But no-one can overlook the fact that we are passing through a worrying period, although we are both hopeful and confident that we shall emerge with the right answer and an improved record.

LUTON TOWN

There is no more improved side in the Second Division than Luton Town, our visitors this afternoon. Like ourselves, they have been engaged in a mid-week Cup replay, but that will in no way minimise their effort to become one of the top two clubs at the close of the season. Luton have a grand chance this season, but our own need, too, should ensure a grand struggle by our team.

M. POWE

General Drapers

LONDON HOUSE
SINGLETON ST., SWANSEA

A. J. ATKINS

BAKER AND GROCER
WEDDING AND BIRTHDAY
CAKES A SPECIALITY

2 Cambridge Street, Uplands,
Swansea.

N. & C.

LUXURY COACHES

Ltd.

EXPRESS SERVICE EVERY HOUR
Between

SWANSEA AND CARDIFF

Also a large Fleet of Coaches for
PRIVATE HIRE

Head Office: JAMES STREET, NEATH
Telephone: 2227/8

W. I. BRIDGMAN

Medical Herbalist

90 BRYN-Y-MOR ROAD, SWANSEA

Stockist for Spillers' Dog Biscuits, etc.

Fresh Vegetables and Poultry Daily
from Our Own Farm

Bert Fisher & Son

Fruiterer and Florist

74 BRYN-Y-MOR ROAD, SWANSEA

Also at Pontardulais
Tel. Swansea 57754, Pontardulais 395
and Llangennith 203

EVAN MORRIS

2a GWYDR SQUARE, UPLANDS
SWANSEA

Full Range of Finest Quality
CONFECTIONERY, TOBACCOS, &c.
WALL'S ICES

UP THE SWANS!

TRUMAN'S — Fully Licensed
THE

Singleton Hotel

Prop. Thos. H. Lewis—(Top of the Bill)

Tel. 23348

Sketty Aquarium

CHARLES R. DICKENS - M.P.S.

(Proprietor)

1a DILLWYN ROAD - SKETTY

The Finest Display of HOME Bred and Imported Tropical Fish
in South Wales. All fish sold guaranteed free from disease.

OUR NEW LOW PRICES WILL ENABLE YOU TO RE-STOCK

YOUR TANKS AT HALF PREVIOUS COST, e.g.,

ANGELS now 2/9, NEONS 6/6, SPECIALLY BRED SIAMESE
FIGHTERS 10/-

GENERAL JOINERY & CARPENTRY

and SHOP FITTING

"THE ELAN JOINERY"

3 Dillwyn Lane, Swansea

Get Your

POSTANS CELLULOSE

AT

Peter E. Cuniffe

& CO., LTD.,

4 GROVE PLACE, SWANSEA

Tel. 2708

FRESH SUPPLIES DAILY
FINEST QUALITY AT LOWEST PRICES

WEAVERS'

FRUIT STORES

A trial is well worth while

131 OXFORD STREET, SWANSEA

H. T. PINNELL

(C.M.B.H.I.)

8 UNION CHAMBERS, UNION STREET

TRY US FOR

WEDDING, ENGAGEMENT, SIGNET
AND ETERNITY RINGS

WATCHES, CLOCKS & JEWELLERY

ALL AT MODERATE PRICES

MOTOR CYCLES

USED AND NEW MODELS

GERRY RICHARDS

31 DILLWYN STREET
SWANSEA

HIRE PURCHASE AND INSURANCE

Safe parking for your machine and clothing

SPARES — ACCESSORIES — SERVICE

SCRAP METAL WANTED

Phone : 50180

HIGHEST PRICES PAID FOR
ALL TYPES OF METALS.
WE COLLECT ANY TIME
ANYWHERE, SPOT CASH.

J. THOMAS & CO.

54 HARBOUR RD., SOUTH DOCK
SWANSEA

ARTHUR I. GARDNER

M.P.S.

Family and Dispensing Chemist

36 NEATH ROAD, HAFOD, SWANSEA
Telephone No. 5401

FABIAN FLOORS

Swansea Flooring Specialists

FABIAN STREET, SWANSEA

PHONE : SWANSEA 55481

FOR A BRILLIANT
SUMMING UP OF
TODAY'S GAME

buy
**THE
PEOPLE
TOMORROW**

MITCHELLS & BUTLERS

Right

SWANSEA TOWN

Left

Referee :
Rev. S. V. Davies,
Cheltenham

Linesmen :
R. J. Ingram (Red Flag)
T. L. Davies (Yellow Flag)

MITCHELL (11)

CUMMINS (10)
WATKINS (6)
AHERNE (3)

MOORE (9)
OWEN (5)

TURNER (8)
MORTON (4)
JONES (2)

DAVIES (7)

STRETEN (1)

Left

LUTON TOWN

Right

“Good Honest Beer”

MITCHELLS & BUTLERS

BILL EDWARDS

The County Sports Shop, SWANSEA

TEL. 57633

Near St. Helen's Cricket and Football Ground

TIVOLI GARAGE - MUMBLES

Prop. D. J. SCOTT

Phone 66005

BEST VALUE IN SECOND HAND CARS

Ford 8 De Luxe, 1939/40, Emaculate	£185 (£65 Deposit)
Ford 8 1939/40 £150 (£50 Deposit)	Morris 8 1938	£125 (£45 Deposit)
Morris 8 1937 Emaculate	£120 (£60 Deposit)

For Good Service!

GEORGE J. MARIN LIMITED

Olympic Garage, Oxford Street, Swansea
Humber, Hillman, Sunbeam-Talbot Cars

SOME OF OUR USED CARS

1953 Hillman Saloon ...	£655
1950 Austin A40 Saloon ...	£515
1949 Austin A40 Saloon ...	£450
1949 Morris Minor Saloon ...	£425
1948 Morris 8 Saloon ...	£360
1947 Morris 8 Saloon ...	£325

Tel.: Swansea 4564

Established over 35 years

OSCAR CRESS LIMITED

MOTOR ENGINEERS

The Motor House, Port Talbot Phone 832
King Edward Road, Swansea Phone 56013
Blue Street, Carmarthen Phone 7439

Main Office, Works & Service:
Gloucester Place, Swansea Phone 2086

The DISTRIBUTORS South West Wales

HUMBER—HILLMAN—SUNBEAM
TALBOT—COMMER & KARRIER

MAYFLOWER RESTAURANT

(SWANSEA) LTD.

KINGSWAY - SWANSEA

RENDEZVOUS of all SPORTSMEN for:—

LUNCHEONS - TEAS

DINNERS

AFTER THE MATCH

MAKE THE

MAYFLOWER

YOUR NEXT FIXTURE

Kick off each day 9 a.m. Final Whistle 9 p.m.

C. E. M. DAY LTD.

Phone 55181



MAIN DEALERS
SWANSEA

59-62 ST. HELEN'S ROAD

EVERYONE IS INVITED TO

visit and inspect our
New Showrooms. One of the largest
Hardware Stores in South Wales,

Stocked with all
**MODERN HOUSE-BUILDING
APPLIANCES**

also

Everything for the Gardener
and Housewife.

Evan Jenkins & Co. Ltd.

Castle Sq., Swansea Tel. 55245/6 (2 lines)

Abertawe Building Co.

E. LAMPREY H. STEVENS
BUILDERS AND CONTRACTORS
Painting and Decorating : Sanitary Work
Repairs of all kinds promptly executed

Rear 134/137 St. Helen's Ave., Swansea
Terms: Monthly Telephone: Swansea 59159

BEFORE AND AFTER THE MATCH VISIT

TONYS RESTAURANT

8 DILLWYN ST., SWANSEA

Good Food, Very Reasonable Charges
Varied Menu

LUNCHEONS - TEAS SUPPERS

Proprietor: MARIA MARCARI

ESTIM8TES FREE

THE KINGSWAY WINDOW CLEANERS

AT YOUR SERVICE

52 Prescelli Road, Penlan, Swansea

The Haven Restaurant

54 ST. HELEN'S ROAD, SWANSEA

Telephone: Swansea 55651

**MORNING COFFEE, LUNCHEONS
AND TEAS**

We specialise in Parties & Wedding
Receptions on or off the premises

DIVISION TWO

	P.	W.	D.	L.	F.	A.	Pts.
Leicester City	26	13	8	5	62	40	34
Everton	25	12	9	4	50	38	33
Doncaster Rovers	26	15	3	8	43	30	33
Notts Forest	26	13	6	7	57	38	32
Luton Town	26	12	7	7	46	39	31
Birmingham City	26	12	6	8	57	36	30
Blackburn Rovers	26	12	6	8	50	37	30
Rotherham United	27	13	3	11	49	51	29
Fulham	26	10	7	9	58	49	27
Leeds United	26	9	8	9	58	52	26
Stoke City	26	7	12	7	43	39	26
Bristol Rovers	26	8	9	9	46	41	25
Derby County	26	10	5	11	47	51	25
West Ham United	25	10	4	11	43	49	24
Hull City	24	10	2	12	37	33	22
Swansea Town	26	9	4	13	34	50	22
Notts County	26	8	6	12	25	51	22
Plymouth Argyle	26	5	11	10	33	46	21
Lincoln City	25	8	5	12	36	50	21
Bury	25	5	9	11	24	49	19
Brentford	26	6	7	13	21	49	19
Oldham Athletic	25	5	5	15	26	51	15

FUTURE HOME MATCHES

Saturday, Jan. 23rd

ALDERSHOT

Combination League

Kick off 2.45 p.m.

Saturday, Jan. 30th

QUEENS PARK RANGERS

Combination League

Kick off 3.0 p.m.

SWANS' GOAL SCORERS 1953-54

Including Jan. 9th, 1954

English League

Allchurch, I.	10
Charles	7
Beech, C.	5
Griffiths	5
Palmer	2
Scrine, F.	2
Jones, C.	1
Medwin	2

Football Combination

Palmer	11
Harrop	5
Scrine, F.	5
Hole, C.	5
Allchurch, L.	4
George	4
Price	4
Hole, A.	2
Rowden	2
Jones C.	2
Kiley	1
Medwin	1
Jones, B.	1

FOR PERSONAL SERVICE
AND QUALITY

FRED BEER

GROCER

218 OXFORD ST., SWANSEA

**BLUE LINE LUXURY
COACHES**

for ALL JOURNEYS

DANCES, DINNERS SUPPERS, etc.
Prop. I. G. Murphy, 8 Pwll St., Landore
Phone: 50236

FOR A GOOD MEAL
AT A REASONABLE PRICE
AND QUICK SERVICE
CALL AT THE

NEWMARKET CAFE

LOWER UNION STREET

A. HUTIN

Cash Buyer of all Scrap Metals

THE YARD, WYCHTREE STREET
MORRISTON Tel.: Swansea 71947

"THE HOUSE FOR GOOD PRINTING"

SWANSEA PRINTERS LTD

BELLEVUE STREET - SWANSEA

Telephone 2548

JAMES EVANS

Fresh Fruits & Vegetables

82 ST. HELEN'S ROAD, SWANSEA
ORDERS DELIVERED DAILY

SMITH'S

MOTOR TRIMMERS

Personal Supervision Expert Workmanship
Always Good Quality Materials

Rear of 53 King Edwards Rd., Swansea

T. J. SHORT

MOTOR COACH PROPRIETOR

TREWYDDFA COMMON

PLASMARL - SWANSEA

Private Care Hire Telephone 71061

S. STRIDE

WATCHMAKER, JEWELLER
AND SILVERSMITH

Distinctive Jewellery

4 & 5 PLAZA CINEMA BUILDINGS
SWANSEA, GLAM.

PHONE: SWANSEA 4553

TELEPHONE 55660

VICTOR L. LACEY

Dealer in

**Scrap Machinery,
Metals, etc., etc.**

47, 48 THE STRAND, SWANSEA

HALF-TIME SCORES

A	Bristol Rovers v. Brentford
B	Everton v. Bury
C	Fulham v. West Ham United
D	Hull City v. Doncaster Rovers
E	Leicester City v. Birmingham City
F	Lincoln City v. Derby County
G	Notts County v. Blackburn Rovers
H	Plymouth Argyle v. Oldham Athletic
K	Rotherham United v. Notts Forest
L	Stoke City v. Leeds United
M	Sunderland v. Cardiff City
N	Newport County v. Shrewsbury

SUPPORTERS' CLUB CHATTER

EVERTON TRIP—Information regarding this trip can be obtained from any Member of the Committee or the Secretary, 7 Pantygydr Road, Uplands, Swansea. Early bookings essential. Bookings can be made after the match to-day at the Players' Entrance.

BALL COMPETITION—the winning number at the last match was 2542. Tickets are on sale again to-day, price 2d. each.

DANCE AT THE EMBASSY BALLROOM, Thursday, 28th January, 8.0 p.m. to 1 a.m. Licensed Buffet. Late Buses. Tickets 5/- exclusive, obtainable from Members of the Committee, Lewis Lewis, Market Cafe, Atherton's, Oxford Street, Cresci's, 51a High Street.

SOUVENIR HANDBOOKS, PRICE 1/-, are now obtainable from any Member of the Committee, Bill Edwards, the Sports Shop, King Edward Road, and Latham's, the Man's Shop, St. Helen's Road.

After the match why not pay a visit to
THE

Half-Way House LANDORE

with your friends for a jolly evening
FULLY LICENCED (prop. G. Spalding).

LARGE SINGING ROOM

MORRIS BROS.

for

LUXURY COACHES & CARS

Tel. Swansea 50100

YSGOL ST., SWANSEA

Distance no object,
Wedding and Funeral Cars at Short Notice.