

# S. STRIDE

WATCHMAKER, JEWELLER  
AND SILVERSMITH

Distinctive Jewellery

4 & 5 PLAZA CINEMA BUILDINGS

SWANSEA, GLAM.

PHONE: SWANSEA 4353

## FIXTURES

1949	HOME MATCHES	F.	A.	1949	AWAY MATCHES	F.	A.
Aug.	20—Preston N.E. Eng.	.....	.....	Aug.	20—Queens P. R. Comb	.....	.....
	25—Cwmpark Welsh	.....	.....		20—Bargoed Welsh	.....	.....
	27—Leicester Comb.	.....	.....		22—Sheffield U. Eng.	.....	.....
	29—Gwynfi Welsh	.....	.....		22—Penrhiw'ber Welsh	.....	.....
Sept.	1—Sheffield U. Eng.	.....	.....		24—Fulham Comb.	.....	.....
	3—Millwall Comb.	.....	.....		27—Cardiff C. Eng.	.....	.....
	8—North'pton Comb.	.....	.....		29—North'pton Comb.	.....	.....
	10—South'pton Eng.	.....	.....	Sept.	3—Leeds U. Eng.	.....	.....
	12—Senghenydd Welsh	.....	.....		3—Cwmpark Welsh	.....	.....
	15—Fulham Comb.	.....	.....		5—Aberaman Welsh	.....	.....
	17—Luton T. Comb.	.....	.....		7—Grimsby T. Eng.	.....	.....
	22—Arsenal Comb.	.....	.....		10—Arsenal Comb.	.....	.....
	24—Luton T. Eng.	.....	.....		10—Ton Pentre Welsh	.....	.....
	26—Ebbw Vale Welsh	.....	.....		17—Coventry C. Eng.	.....	.....
Oct.	1—Birmingham Comb.	.....	.....		17—Senghenydd Welsh	.....	.....
	6—Bargoed Welsh	.....	.....		24—Haver'dwest Welsh	.....	.....
	8—Blackburn R. Eng.	.....	.....		28—Birmingham Comb.	.....	.....
	13—Aberaman Welsh	.....	.....	Oct.	1—Barnsley Eng.	.....	.....
	15—Southend U. Comb	.....	.....		1—Ebbw Vale Welsh	.....	.....
	22—Hull City Eng.	.....	.....		8—Leicester C. Comb.	.....	.....
	24—Ton Pentre Welsh	.....	.....		8—Milford Welsh	.....	.....
	29—Leyton O. Comb.	.....	.....		15—Brentford Eng.	.....	.....
Nov.	5—Plym'th A. Eng.	.....	.....		19—Cardiff C. Welsh	.....	.....
	12—Bristol R. Comb.	.....	.....	Oct.	22—Reading Comb.	.....	.....
	19—Bradford Eng.	.....	.....		29—Sheffield W. Eng.	.....	.....
	26—(1)Crystal P. Comb.	.....	.....		29—Gwynfi Welsh	.....	.....
Dec.	1—Merthyr Welsh	.....	.....		29—Crystal P. Comb.	.....	.....
	3—Bury Eng.	.....	.....		12—Chesterfield Eng.	.....	.....
	10—(2)Cardiff C. Comb.	.....	.....		19—Cardiff C. Comb.	.....	.....
	15—Newport C. Welsh	.....	.....		26—Leicester C. Eng.	.....	.....
	17—Queens P. R. Comb	.....	.....	Dec.	3—Bristol R. Comb.	.....	.....
	24—Cardiff City Eng.	.....	.....		10—Tottenham Eng.	.....	.....
	26—Coventry C. Comb.	.....	.....		17—Preston N.E. Eng.	.....	.....
	27—West Ham Eng.	.....	.....		24—Merthyr Welsh	.....	.....
	31—Leeds U. Eng.	.....	.....		26—West Ham Eng.	.....	.....
					26—Llanelly Welsh	.....	.....
					27—Luton T. Comb.	.....	.....
					31—Bristol C. Comb.C.	.....	.....

## Arnold Engineering & Construction Co. Ltd.

Constructional Engineers : Civil Engineering Contractors

19, MANSEL STREET, SWANSEA Telephone: 3659

West Wales Branch Office: PEMBROKE DOCK.

Telephone: Pembroke Dock 219



Official  
Programme  
3d.

# Swansea Town A.F.C

TO-DAY'S GAME—Kick Off 3.15 p.m.

## SWANSEA TOWN v PRESTON

For Quality and Style...

**MORGAN & LOTT LTD.**

HOUSE FURNISHERS

206 HIGH STREET, SWANSEA

Telephone: SWANSEA 2506

## FULL SOCCER COVERAGE

BEST FOR FOOTBALL NEWS AND FORECASTS

## SPORTING RECORD

The Family All-Sports Weekly, 3d.



Phone : 82122

## Elsmore's Radio

91 MANSEL ST. (Nr. Albert Hall)  
SWANSEA

FOR EVERYTHING RADIO AND  
ELECTRICAL

Refrigerators, Washing Machines,  
Cookers, Kettles,  
Irons, etc.

LATEST RECORDS IN STOCK

TYPEWRITER  
TECHNICIANS

**F. C. ROGERS & Co. Ltd.**

55 WIND ST.  
SWANSEA

Tel.  
4636

OFFICE  
EQUIPMENT

## G. Edgar Williams (Builders) Ltd.

BUILDERS  
&  
CONTRACTORS

WHITE STREET YARD  
SWANSEA

Tel. Swansea 3435

IRONMONGERY AND TOOLS  
for service and value

## Cash Hardware Stores Limited

DILLWYN STREET, SWANSEA

Tel. 4842



## DAN MORGAN

"HIS MASTER'S VOICE"  
SPECIALISTS

RECORDS—RADIOGRAMS

16 ST. HELEN'S RD., SWANSEA

## W. J. HOLT

RADIO RADIO REPAIRS  
ELECTRICAL & TELEVISION  
SERVICES

Agent for McMichael, Ultra, G.E.C.,  
Pilot, Marconi, etc. Authorised  
dealers for Hoover Cleasers and  
Washing Machines

BRYNHFRYD SQUARE

and

23 BRYN-Y-MOR ROAD, SWANSEA

## J. CECIL JONES

MEMORIAL SPECIALIST

59 Oxford St.  
SWANSEA  
Tel. 5011

17 Alfred St.  
NEATH  
Tel. 197

## Lloyd's Sales Agency

Specialists in Cafe, Canteen, Hotel,  
Restaurant, Milk and Snack Bars and  
Cocktail Bar Equipment

99 HIGH STREET, SWANSEA  
Tel. 55012

Distributors for "Minimax" Tea and  
Coffee Sets and for FROZT-ED-AER  
Refrigerators

# Swansea Town Association F.C.

LIMITED

PRESIDENT : W. CRAVEN LLEWELYN, ESQ.

DIRECTORS :

MESSRS. A. FREEDMAN (CHAIRMAN), D. C. REES, A. ADAMS, B. T. REES, D. J.  
WEAVER, H. L. SULLIVAN AND D. M. EVANS-BEVAN

SECRETARY/MANAGER : W. McCANDLESS

ASSISTANT SECRETARY : R. HARVEY

## CLUB NOTES

By Watchman

THIS afternoon we take our place among the Second Division clubs of the English League, with whom we operated proudly for over twenty years. Needless to say we hope for another long and successful run in the higher grade of football, and feel confident that we have the material to enable us to gain a prominent position.

Of one thing we feel certain : our players will maintain the high reputation of Swansea Town wherever they play in the Second Division, and that our opponents will be glad to welcome us again next season.

There could be no more fitting engagement to mark the opening of the season than the visit to our ground of Preston North End, one of the most famous clubs in the country, with a great history as founder members of the League. Preston have had many notable players in their ranks during a long and historic career as an English League club, but probably no player has had a more colourful run in soccer than Tom Finney, who operates at outside-right this afternoon. Those of our supporters who have had opportunities to see England in action in recent seasons will recall the thrills provided by Finney's grand left-wing play for his country.

(continued on page 6)

FOR PERFECT TRAVEL WITH  
GUARANTEED COMFORT

## MATHIAS LUXURY COACHES LTD.

15 WOODFIELD ST., MORRISTON  
SWANSEA

YOU WILL "SCORE" IF  
YOU ARE COACHED BY US

Follow the "SWANS" in  
**MATHIAS LUXURY  
COACHES**

Tel. 71718 SWANSEA Tel. 71718



AFTER THE MATCH VISIT

## THE CASTLE CAFE

2 CASTLE SQUARE, SWANSEA

FOR DELICIOUS MEALS AT POPULAR PRICES  
MORNING CONTINENTAL COFFEE  
LUNCHEONS, TEAS ALSO LATE SUPPERS  
OPEN EVERY DAY-8 A.M. TILL 10 P.M.  
ICE CREAM A SPECIALITY

ALSO AT THE GRAND  
**FISH AND CHIPS RESTAURANT**

38 SINGLETON STREET, SWANSEA

FOR DELICIOUS FISH AND CHIPS  
DINNERS, TEAS, SUPPERS

Established 50 years

## E. BROOKS

★ BUTCHER ★

Canteens Supplied

WARWICK HOUSE  
PICTON PLACE, FFORESTFACH

Tel. SWANSEA 58705

## Atkinson Sports

(N. Atkinson)

26, OXFORD STREET

Late of 31 Oxford Street

SWANSEA

SUPPLIERS OF ALL  
SPORTING GOODS

Tel. 4647

Telephone 7696

## BAXTERS(Swansea) LTD.

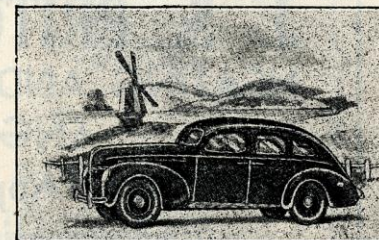
131 WOODFIELD ST., MORRISTON  
SWANSEA

Specialists in Equipment for  
Caterers  
Clubs  
Hotels  
Institutions and  
Shops

RUBBER FLOOR COVERING  
EXPERTS

## SILVERLINE

FOR INEXPENSIVE CAR HIRE



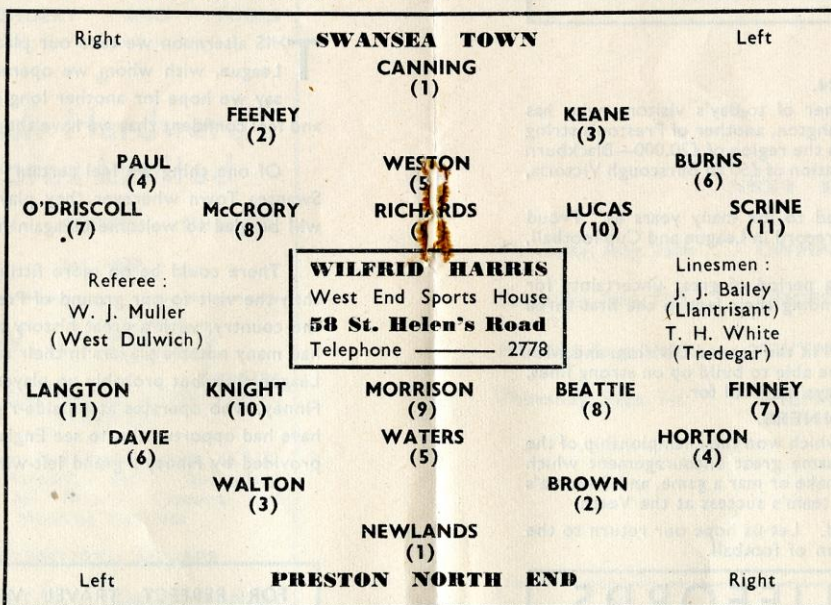
PHONE: 3055 and 2802

## FFORESTFACH BILLIARD HALL

Phone 58689

THE HALL WITH A FRIENDLY ATMOSPHERE

REFRESHMENT BUFFET (Prop. V. H. V. JAMES)



MEMBERS OF SWANSEA WELFARE SNOOKER LEAGUE

## Ernest Williams

(Contractors) Ltd.

BUILDING AND CIVIL  
ENGINEERING CONTRACTORS

&

## E. Edgar Williams & Son

INDUSTRIAL PAINTERS AND  
LIGHT CONSTRUCTIONAL WORK

ARGYLE WORKS, RICHARDSON RD.

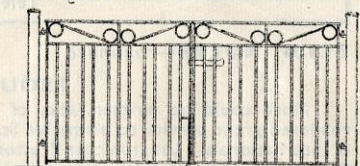
Phone: Swansea SWANSEA 2104 (3 lines) After Hours: Swansea 55746

BUY YOUR HOME THROUGH

## THE SWANSEA IMPERIAL PERMANENT BUILDING SOCIETY

38 WALTER ROAD  
SWANSEA

PLAIN AND ORNAMENTAL GATES



## Tom Smith & Clarke LTD

Chain Works

NEW CUT ROAD, SWANSEA Tel. 3106-7

'BANK' on a 'CERTAINTY'

of Personal and prompt Service and  
Satisfaction by obtaining your Radio  
and Electrical Requirements at

## "BANBURY'S"

Phone 5251

PARK ST. ST. MARY'S SQ.

Your local 'SOUND' people for  
Murphy, Bush, K.B., G.E.C., Etc.

BRITISH RAILWAYS

CARDIFF CITY v. SWANSEA TOWN  
SATURDAY, AUGUST 27th

Limited Football Excursions to  
CARDIFF

Leaving Swansea (High Street) at  
10.10, 11.5, 11.15, 11.25, 11.50 a.m. and  
12.5 p.m.

Return Fare 5/- Third Class

For full details see handbill obtainable  
at Stations and Agencies.

BOOK EARLY



# J. S. PRITCHARD LTD.

## HEATING AND REFRIGERATION ENGINEERS

Gas Appliance and  
Refrigeration Equipment  
**68 OXFORD STREET, SWANSEA**

Telephone : 2559

### CLUB NOTES—continued

#### PROUD PRESTON.

Much could be written, too, of Beattie, another of to-day's visitors, who has rendered grand service to his native Scotland, and Langton, another of Preston's string of internationals. Langton cost Preston something in the region of £20,000—Blackburn Rovers, his original League club, signed him for a donation of £50 to Burscough Victoria, a Lancashire village club.

Not unjustly have our opponents been referred to for many years as "Proud Preston." They have reason to be proud of a grand record in League and Cup football, and to-day we should witness a first-class display.

These early weeks, however, must constitute a period of great uncertainty for all clubs. It is a period of trial, and clubs will be finding their feet in the first three matches.

We believe the Swans have the ability to do well in the Second Division, and with the wholehearted support of our followers we shall be able to build up on strong lines, and adopt any remedial measures which early displays may call for.

#### CHAMPIONSHIP WINNERS.

To-day, however, we commend to you the side which won the championship of the Third Division last season. Give the players the same great encouragement which marked their triumph last winter. Supporters can make or mar a game, and Swansea's vociferous followers have done much to ensure the team's success at the Vetch.

Welcome to a grand team in Preston North End. Let us hope our return to the Second Division is marked by a first-class exhibition of football.

FOR PERSONAL SERVICE  
AND QUALITY

**FRED BEER**

**GRO CER**

218 OXFORD ST., SWANSEA

## CLIFFORDS

154 WESTERN STREET, SWANSEA

All makes of SEWING MACHINES  
REPAIRED - SOLD - BOUGHT

Also at

7 CWMAYON ROAD, ABERAVON

Telephone : 55298

## CATERER

LUNCHES AND TEAS

**C. C. JAMES**

GOWER INN, PARKMILL  
SWANSEA—Southgate 214

## D'AMBROSIO



the other name for QUALITY  
in ICE CREAM

HOSPITAL SQUARE, SWANSEA

## 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 4759

## SWAN SPORTS

6a QUAY PARADE

Opp. Weavers

SWANSEA

Specialize in Sports Equipment

Suppliers to all Leading Clubs

## H. GOODING

GLASS MERCHANT

All types of Glass supplied

139 HIGH STREET, SWANSEA

Tel. Swansea 3329

## A. P. BARKER

PORTABLE BUILDING AND  
JOINERY MANUFACTURER

13 GARDEN STREET

SWANSEA

Ministry of Works Regd. No. 24/156341/I.C.

### NEXT HOME MATCHES

Thursday, Aug. 25th	... CWMPARK	k.o. 6 p.m. (Welsh League)
Saturday, Aug. 27th	... LEICESTER CITY	k.o. 3.15 p.m. (Combination)
Monday, Aug. 29th	... GWYNFI	k.o. 6 p.m. (Welsh League)
Thursday, Sept. 1st	... SHEFFIELD UNITED	k.o. 6 p.m. (English League)

## Swansea Printers

FOR

High-class Printing

**Trevor  
Lewis**

—of course!

Building and Civil Engineers

**Griffith Davies & Co. Ltd.**

PAXTON YARD, SWANSEA

TELEPHONE : 2146