



## THE STADIUM, SOUTHEND-on-SEA

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### Secretary-Manager

DAVID B. N. JACK.

### Telegrams

Jack. Stadium, Southend-on-Sea.

Telephone - MARINE 6463.

No 26

1934-5 Season

Compiled and  
sold by The  
Supporters' Club

Saturday, December 29th

Third Division

SOUTHEND UNITED  
v

LUTON

Kick-Off - 2.30

The Home of Amusements—

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IN THE KINEMA

Sunday, December 30th

Arthur Riscoe and Naughton Wayne in  
**FOR LOVE OF YOU**

Monday, December 31st, for three days

WHEELER and WOOLSEY in  
**HIPS-HIPS HOORAY**

Sam Livesey and Joan Marion in  
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TIM McCOY and BILLIE SEWARD in  
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Shoeburyness 10, &c.

## UNITED GOSSIP

### A Happy New Year

The Directors and the Manager hope that all the Supporters of Southend United, the players and the staff may have a very prosperous New Year.

### An Appreciation

The Club expresses its sincere appreciation of the work that is being done by the Supporters' Club. At the conclusion of the match against Cardiff City, the officials of the Supporters' Club met the Directors and handed over a cheque for £250. Coming on such a day it was a real Christmas Box, and will give much encouragement to those responsible for Southend's position in the football world.

### For Your Comfort

To prevent a waste of time and congestion will our patrons please note that on January 12th, entrance to the West Stand (Centre and Wings) is by way of Grainger Road. The following turnstiles are for their especial use:

|                  |               |
|------------------|---------------|
| Centre Stand ... | Nos. 2 and 4. |
| Wing Stands ...  | Nos. 7 and 8. |

### Xmas Review

The bitter disappointment following the inglorious display against Clapton Orient, when the form was too bad to be true, was very much relieved by the two capital games we saw during the holiday period. They have done much to re-establish our lads in the eyes of the public, who are now more than ever certain that our record of non-success is entirely at variance with the ability of the players at the disposal of the Club. It would indeed be passing strange if the friendly match, which nowadays is spoken of so disparagingly, should prove to be the harbinger of a long run of good fortune, in that case the Xmas Day match may well be a blessing.

### Redeeming the Promise

#### A CHARMING MATCH

When Mr. David Jack was negotiating with Mr. Tom Muirhead for the Xmas match, the latter who is a personal friend of Mr. Jack's, promised that the St. Johnstone team would show Southend folk how football should be played. All those who saw that charming game will bear witness that the promise was well and truly kept. Putting aside the result and ignoring goals it was a game that will remain a memory for long years.

Our Scotch friends acted the part of instructors to willing pupils, and so well did our boys emulate their example that the exchanges reached a surprisingly high standard. In fact, we surprised ourselves as well as our visitors in the response that was made to their bidding.

There was much idealistic football in many of the movements and character of a game which sent a large crowd home to the Xmas dinner delighted with the entertainment they had received.

### A Word for the Substitutes

Eleventh hour changes caused by a hitch in the arrangements which excluded Mr. David Jack and Mr. S. Gibson from participating, gave rise to many misgivings, but the substitutes, Wood and Bushby, rose to the occasion nobly and deserve a pat on the

back for the fine show they made. Woods has never played so well, and young Bushby looks like confirming the good opinion of the judges who brought him from Shildon to Southend. He fitted in admirably and gave some fine passes both right and left, and he knows the whereabouts of the goalkeeper.

Dickie and Davidson were star turns for St. Johnstone; the latter has been described recently "as the nearest approach to Alec James on the Scotch side of the Border."

We understand that St. Johnstone were loud in their praise of the arrangements made for them over the trip, that they thoroughly enjoyed the match, and expressed their surprise at the quality of the football that our lads gave.

### Great Stuff

The Boxing Day match provided glorious entertainment to another highly appreciative crowd. Both sets of players treated the conditions so lightly that it was a veritable triumph for them. Play was fast and furious, and considering the keenness, fair into the bargain. The team spirit was very much in evidence and this had a deal to do with our success.

All pulled their weight and for once there were no failures. One was particularly impressed by the strength of the half-back line. Jack Morfitt did splendidly and Joe Wilson and Carr completed a highly efficient department.

The leadership of Leo Stevens was of the right kind and although he missed a number of chances he had some excuse to offer against the conditions.

Oswald and Barrow played their best games of the season and Cheesmur's cleverness was again very much in evidence.

### A Thin Stocking

The Reserves had a thin time over the holiday, one point only being their reward in three London Combination matches. There were heavy defeats at Bristol (4-1) and Lea Bridge (5-1), but in the return with the Orient under appalling conditions, there was a fine fight which they might very well have won, as it was they drew 1-1.

Young Bushby in this match again proved that he is a player with a more than promising future.

### Fathers then Sons

We entertain our old friends from Luton this afternoon, and curiously enough their Reserves are here next Saturday in the Combination.

### The late Arnold Whiting

Southend United never had a much more whole-hearted supporter than Arnold Whiting. His merry laugh and stentorian cry of "Come on the Blues" were much missed when he departed from the town. We now learn he has passed over for good.—R.I.P.

Read . . .

## "SOCCER"

by DAVID JACK—3/6

"The most instructive book on Association Football I have read."—IVAN SHARPE, *Sunday Chronicle*.

"An important contribution to the literature of football."—B. J. EVANS, *Star*.

"Excellent written and interesting reading."—L. V. MANNING, *Daily Sketch*.

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## SUPPORTERS' CLUB NOTES

### *The Committee*

Wish you all a Happy and Prosperous New Year.

### **£250**

This was the sum the Supporters' Club was able to hand over to the Directors immediately after the Cardiff City match on Boking Day. Mr. C. W. Clenshaw (Chairman) in presenting the cheque stated that knowing the money would be particularly valuable at the present moment they had seized this opportunity rather than wait later on in the season. The Ladies' (Social) Committee were anxious to help so had come along and added £50 to their £200 cheque, making the total £250. Mr. Nevill Newitt (Chairman of Directors), Mr. Jack Moss and Mr. David Jack expressed their great appreciation of this gesture, and assured the Supporters' Club that the money had come at a most opportune time and would be wisely expended. Of that I have no doubt. Wait and See!

### *Help*

You have all seen that we have already handed to the Directors a goodly sum and we would like to raise an equal amount by the end of the Season. May we ask your support of the "Penny on the Ball" and our Whist Drives every Monday. I've heard some splendid tributes to the work of the Committee and they are fully justified, living up to their motto of "Help not Hinder." If you are not a member, join to-day, subscription 1/- yearly. Every "bob" helps.

### *Unemployed*

We were delighted to welcome nearly 300 guests on Wednesday and to hear so many expressions of gratitude for this little treat.

### *Talks*

January 22nd, Mr. Frank Carruthers and Mr. J. H. Freeman of "The Daily Mail," and a surprise guest. I am hoping, too, that we shall have Mr. David Jack with us.

### *Biography*

Bert Oswald is to-day's victim.

### *Advertisers*

Next to the League Table, observe George Whittaker's announcement. He is a Sports Outfitter and can supply anything from a pair of laces to a billiard table. A keen supporter and has nearly enough green baize to cover the pitch.

### *Whist Drive*

Every Monday at 7.50 at the Masonic Hall. Free Miniature. Top Prize 1-ton of coal and many other useful prizes. Admission 1/3d. Come along and spend a good evening.

### *Answer to Correspondent*

Charlie. That's right, don't be disheartened by casual remarks on last Saturday's game. I can't tell you the name of the player who continued to suck his "moiety" of lemon during the second "moiety" of the game!! ——— 'Comprez?

### *Congratulations*

To Mr. Walker Hynds who is a keen supporter, on being elected President of the Southend-on-Sea Bowling Club.

### *Thanks*

To all those at The Kings Head, Foulness Island, who contributed to the collection of 10/- and which amount was handed to the Secretary by Mr. Nichols on Wednesday. Gentlemen, we much appreciate your action. Also to Mr. Jack Cade for his donation. Carry on like this and we shall reach that second £250.

### *Season Ticket Holders*

Owing to our representations, the Directors have been prevailed upon to open another entrance to the Stand to save waiting and agreed to staff it. "Wee" Macgregor is at present in charge and does he look the part? Yes, Sir!

I would like to remind my readers that the Committee is always open to consider any suggestion from any Spectators that will add to their comfort. As I have repeatedly stated, the Directors listen to us as your representatives with the utmost interest and sympathy and if it is at all possible, anything that will improve conditions is most carefully considered, so don't be backward in coming forward.

### *I'd Like to Know*

What Jimmy Deacon said when he took the header in the deep end on Wednesday?

If you've heard Bill Smith on criticism?

If Norman Mackay has ever heard of Billy Bunter?

Who is the player owning plus fours reputed to be bullet-proof?

If we shall be saved the repetition of "sphere"?

Where George Woods spends a little spare time?

*The Scribe*

### **"1d. on the BALL" FUND**

### **PROGRAMME PRIZES**

Winning Number: Two "Wing" S. and Tickets for the next Home Match.

Holder of Lucky Numbers are requested to call at Supporters' Club Headquarters after the match for Tickets and Football.

Winning numbers will be displayed at Half-time on the Greyhound Result Board.

## WESTCLIFF Motor Services, Ltd.

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Whist Drives.*

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*Secretary.*

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## Gaumont Palace

SOUTHEND-ON-SEA.

**Sunday, Dec. 30th for 7 days**

## CONRAD VEIDT

— IN —

## JEW SUSS

**TIM McCOY**

— IN —

**NO SPEED LIMIT**

## Southend United v Luton Town.

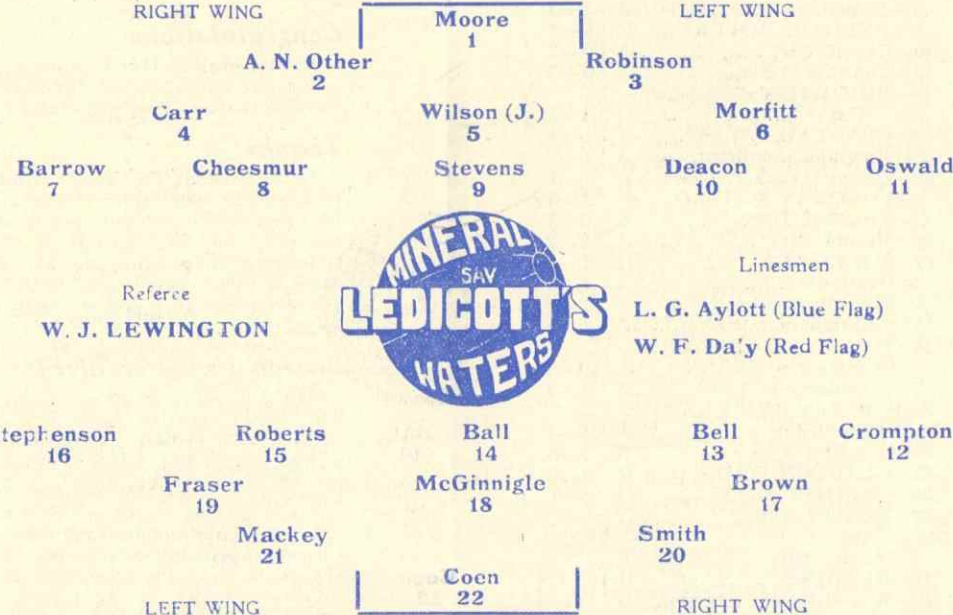
KICK-OFF 2.30 P.M.

### SOUTHEND UNITED

Colours: Blue Shirts, White Collars and Cuffs.

RIGHT WING

LEFT WING



Referee  
**W. J. LEWINGTON**



### LUTON TOWN.

Colours: White Shirts, Black Knickers.

## FOLLOW THE GAME THROUGH THE

# Daily Mail

Best Reports by the finest team of football writers in Journalism — exclusive criticisms by the leading authority — *Arbiter* (Frank M. Carruthers) — inimitable cartoons by *Tom Webster*.

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UP-TO-DATE BRIGHT CHEERFUL

Extensive Menu High Grade Food  
Moderate Prices

**(Sutton Road Entrance)**

**Cycles Stored Free for Customers**

Meat Pies & Chips **6d**

Eggs & Chips **6d**

Boiled Egg with Bread  
& Butter **6d**

Tea, Coffee and  
Cocoa **1½d & 2d**

Filleted Fish from **2d**

Milk : Minerals : &c.

SPECIAL  
FISH TEA

**8d**

Fillet Fish .  
Chips . . .  
Roll & Butter  
Cup of Tea .

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SOUTHEND.**

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:: The ::  
**Southend Standard**  
(Every Thursday)

For Special Reports of Southend  
United's Matches.

*Pictures and all the News of the Week.*

*Southend Standard*

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Published Monthly—2d.

**"Southend Pictorial  
Telegraph"**

(Friday Evening)

— THE WEEK-END —  
PENNY PICTURE PAPER.

Pictures of the Week : : :  
: : : Latest Football Gossip.

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## GREYHOUND RACING

And Every Monday,  
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Admission · 1/3 & 3/6

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'Phone: Marine 4413.

### FIRST TEAM FIXTURES

|         |                         |   |      |
|---------|-------------------------|---|------|
| 1934.   |                         |   |      |
| Aug. 25 | Luton Town              | A | 1-1  |
| " 29    | ALDERSHOT               | H | 2-1  |
| Sept. 1 | EXETER CITY             | H | 1-2  |
| " 5     | Aldershot               | A | 2-3  |
| " 8     | BRISTOL ROVERS          | H | 5-1  |
| " 10    | Cardiff City            | A | 0-2  |
| " 15    | Charlton Athletic       | A | 0-3  |
| " 19    | BRIGHTON (Southern Cup) | H | 1-1  |
| " 22    | CRYSTAL PALACE          | H | 1-4  |
| " 26    | Brighton (Southern Cup) | A | 1-3  |
| " 29    | Queen's Park Rangers    | A | 1-1  |
| Oct. 6  | TORQUAY UNITED          | H | 2-3  |
| " 13    | Swindon Town            | A | 0-5  |
| " 20    | Bristol City            | A | 0-2  |
| " 27    | MILLWALL                | H | 2-1  |
| Nov. 3  | Watford                 | A | 1-3  |
| " 10    | NEWPORT COUNTY          | H | 0-1  |
| " 17    | Gillingham              | A | 2-2  |
| " 24    | F.A. Cup (1st Round)    |   |      |
| "       | GOLDER'S GREEN          | H | 10-1 |
| Dec. 1  | Northampton Town        | A | 1-1  |
| " 8     | F.A. Cup (2nd Round)    |   |      |
| "       | Wimbledon               | A | 5-1  |
| " 15    | Coventry City           | A | 3-6  |
| " 22    | CLAPTON ORIENT          | H | 0-2  |
| " 26    | CARDIFF CITY            | H | 2-1  |
| " 29    | LUTON TOWN              | H |      |
| 1935.   |                         |   |      |
| Jan. 5  | Exeter City             | A |      |
| " 12    | READING (3)             | H |      |
| " 19    | Bristol Rovers          | A |      |
| " 26    | CHARLTON A. (4)         | H |      |
| Feb. 2  | Crystal Palace          | A |      |
| " 9     | QUEEN'S PARK R.         | H |      |
| " 16    | Torquay United (5)      | A |      |
| " 23    | SWINDON TOWN            | H |      |
| Mar. 2  | BRISTOL CITY (6)        | H |      |
| " 9     | Millwall                | A |      |
| " 16    | WATFORD (S.F.)          | H |      |
| " 23    | Newport County          | A |      |
| " 30    | GILLINGHAM              | H |      |
| April 6 | Reading                 | A |      |
| " 13    | NORTHAMPTON T.          | H |      |
| " 19    | Brighton & Hove A.      | A |      |
| " 20    | Bournemouth             | A |      |
| " 22    | BRIGHTON & HOVE         | H |      |
| " 27    | COVENTRY CITY (F)       | H |      |
| May 4   | Clapton Orient          | A |      |

### NEXT HOME MATCH

**Saturday, January 5th**

LONDON COMBINATION

**LUTON Res.**

KICK-OFF 2.30 P.M.

Admission - - 7d., Boys 3d.  
Stands Extra.

### RESERVE TEAM FIXTURES

|         |                      |   |     |
|---------|----------------------|---|-----|
| 1934.   |                      |   |     |
| Aug. 25 | TOTTENHAM H.         | H | 2-6 |
| Sept. 1 | Luton Town           | A | 1-3 |
| " 8     | Portsmouth           | A | 1-2 |
| " 12    | LEICESTER            | H | 0-2 |
| " 15    | SOUTHAMPTON          | H | 1-1 |
| " 19    | Watford              | A | 0-2 |
| " 22    | Charlton Athletic    | A | 2-2 |
| " 26    | WATFORD              | H | 0-2 |
| " 29    | CRYSTAL PALACE       | H | 2-0 |
| Oct. 6  | Chelsea              | A | 0-1 |
| " 10    | SWANSEA              | H | 1-0 |
| " 13    | QUEEN'S PARK R.      | H | 0-0 |
| " 20    | WEST HAM UNITED      | H | 1-3 |
| " 27    | Arsenal              | A | 1-4 |
| Nov. 3  | BOURNEMOUTH          | H | 1-0 |
| " 10    | Northampton Town     | A | 0-2 |
| " 17    | READING              | H | 0-1 |
| " 24    | Brentford            | A | 1-3 |
| Dec. 1  | FULHAM               | H | 0-1 |
| " 8     | Coventry City        | A | 3-5 |
| " 15    | MILLWALL             | H | 2-2 |
| " 22    | Bristol City         | A | 1-4 |
| " 25    | Clapton Orient       | A | 1-5 |
| " 27    | CLAPTON ORIENT       | H | 1-1 |
| " 29    | Tottenham Hotspur    | A |     |
| 1935.   |                      |   |     |
| Jan. 5  | LUTON TOWN           | H |     |
| " 19    | PORTSMOUTH           | H |     |
| " 26    | Southampton          | A |     |
| Feb. 2  | CHARLTON ATH.        | H |     |
| " 7     | Swansea Town         | A |     |
| " 9     | Crystal Palace       | A |     |
| " 16    | CHELSEA              | H |     |
| " 23    | Queen's Park Rangers | A |     |
| Mar. 2  | West Ham United      | A |     |
| " 9     | ARSENAL              | H |     |
| " 16    | Bournemouth B.A.     | A |     |
| " 21    | Leicester            | A |     |
| " 23    | NORTHAMPTON T.       | H |     |
| " 30    | Reading              | A |     |
| April 6 | BRENTFORD            | H |     |
| " 13    | Fulham               | A |     |
| " 19    | BRIGHTON & HOVE      | H |     |
| " 20    | COVENTRY CITY        | H |     |
| " 22    | Brighton & Hove A.   | A |     |
| " 27    | Millwall             | A |     |
| May 4   | BRISTOL CITY         | H |     |

### WHO'S WHO in Southend Football Circles

**No. 19.—Robert Oswald**

BORN Bo'ness. Height 5ft. 7ins. Weight 10st. 2lbs. Familiarly known as Bert. Outside left or right. Commenced with Bo'ness and transferred to Reading in 1928 where he stayed two seasons. Sheffield United secured him in 1930 where he under-studied Tunstall for a time, subsequently playing for the first team. Joined Southend this season. A clever dribbler, fast and a good shot. I do not think we have yet seen his best form, but here's to a good Cup win Bert.

**SANDY.**

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Century.

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'Phone: Southend 6116.

### THIRD DIVISION

|                | P. | W. | D. | L. | F. | A. | Pts |
|----------------|----|----|----|----|----|----|-----|
| Charlton Ath.  | 21 | 13 | 4  | 4  | 57 | 28 | 30  |
| Reading        | 20 | 12 | 3  | 5  | 49 | 24 | 27  |
| Coventry City  | 20 | 11 | 4  | 5  | 47 | 22 | 26  |
| Crystal Palace | 20 | 9  | 6  | 5  | 40 | 38 | 24  |
| Luton Town     | 21 | 9  | 6  | 6  | 38 | 27 | 24  |
| Watford        | 20 | 11 | 3  | 6  | 43 | 24 | 25  |
| Bristol City   | 20 | 9  | 5  | 6  | 26 | 26 | 23  |
| Brighton       | 20 | 9  | 4  | 7  | 33 | 23 | 22  |
| Millwall       | 21 | 9  | 4  | 8  | 31 | 32 | 22  |
| Northampton    | 20 | 8  | 5  | 7  | 28 | 30 | 21  |
| Torquay        | 20 | 9  | 2  | 9  | 43 | 39 | 20  |
| Bristol Rovers | 20 | 7  | 6  | 7  | 31 | 41 | 20  |
| Clapton Orient | 29 | 8  | 3  | 9  | 34 | 34 | 19  |
| Cardiff City   | 21 | 7  | 5  | 9  | 30 | 42 | 19  |
| Newport        | 21 | 8  | 3  | 10 | 28 | 47 | 19  |
| Swindon Town   | 20 | 6  | 6  | 8  | 43 | 36 | 18  |
| Exeter City    | 20 | 6  | 5  | 9  | 34 | 36 | 17  |
| Queen's Pk. R. | 20 | 6  | 5  | 9  | 26 | 34 | 17  |
| Bournemouth    | 20 | 6  | 2  | 12 | 26 | 39 | 14  |
| Gillingham     | 21 | 4  | 6  | 11 | 29 | 46 | 14  |
| Aldershot      | 20 | 4  | 5  | 11 | 19 | 32 | 13  |
| SOUTHEND U.    | 20 | 4  | 4  | 12 | 26 | 45 | 12  |

Up to and including December 26th.

### GOAL SCORERS

|               |    |
|---------------|----|
| JOHNSON.....  | 10 |
| CHEESMUR..... | 5  |
| LANE.....     | 3  |
| CLARK.....    | 3  |
| BARROW.....   | 1  |
| DEACON.....   | 1  |
| OSWALD.....   | 1  |
| STEVENS.....  | 1  |

### HALF-TIME SCORES

|                     |                     |
|---------------------|---------------------|
| <b>A</b> Arsenal    | <b>J</b> Charlton   |
| Portsm'th           | Cardiff C.          |
| <b>B</b> Chelsea    | <b>K</b> Crystal P. |
| Derby C.            | Aldershot           |
| <b>C</b> Everton    | <b>L</b> Newport    |
| 'Spurs              | Exeter C.           |
| <b>D</b> Norwich    | <b>M</b> N'ampton   |
| Brentford           | Coventry            |
| <b>E</b> Plymouth   | <b>N</b> Q.P.R.     |
| Fulham              | Swindon             |
| <b>F</b> West Ham   | <b>O</b> Reading    |
| Hull City           | Clapton O           |
| <b>G</b> B'rnm'th   | <b>P</b> Torquay    |
| Millwall            | Gillingh'm          |
| <b>H</b> Bristol R. | <b>R</b> Watford    |
| Brighton            | Bristol C.          |

### LONDON COMBINATION

|                | P. | W. | D. | L. | F. | A. | Pts |
|----------------|----|----|----|----|----|----|-----|
| Crystal Palace | 25 | 14 | 5  | 6  | 57 | 38 | 33  |
| Arsenal        | 22 | 15 | 2  | 5  | 62 | 27 | 32  |
| Brentford      | 24 | 12 | 6  | 6  | 40 | 28 | 30  |
| Tottenham      | 20 | 13 | 2  | 5  | 61 | 27 | 28  |
| Portsmouth     | 22 | 11 | 6  | 5  | 44 | 29 | 28  |
| Leicester City | 23 | 11 | 6  | 6  | 42 | 31 | 28  |
| Watford        | 24 | 10 | 5  | 9  | 41 | 48 | 25  |
| Luton Town     | 22 | 10 | 4  | 8  | 43 | 33 | 24  |
| Reading        | 23 | 10 | 4  | 9  | 45 | 40 | 24  |
| Queen's Pk. R. | 22 | 9  | 6  | 7  | 31 | 34 | 24  |
| Chelsea        | 21 | 8  | 7  | 6  | 37 | 34 | 23  |
| Coventry City  | 21 | 10 | 2  | 9  | 40 | 35 | 22  |
| Clapton Orient | 24 | 10 | 2  | 12 | 49 | 53 | 22  |
| Fulham         | 23 | 9  | 3  | 11 | 29 | 29 | 21  |
| West Ham Utd.  | 23 | 10 | 1  | 12 | 40 | 45 | 21  |
| Brighton & H.  | 22 | 10 | 1  | 11 | 36 | 47 | 21  |
| Charlton Ath.  | 24 | 7  | 6  | 11 | 43 | 49 | 20  |
| Bournemouth    | 21 | 6  | 8  | 7  | 25 | 33 | 20  |
| Swansea Town   | 20 | 7  | 5  | 8  | 32 | 28 | 19  |
| Northampton    | 22 | 9  | 1  | 12 | 29 | 44 | 19  |
| Bristol City   | 22 | 6  | 3  | 13 | 40 | 58 | 15  |
| Millwall       | 21 | 3  | 8  | 10 | 25 | 54 | 14  |
| Southampton    | 23 | 4  | 5  | 14 | 22 | 44 | 13  |
| SOUTHEND U.    | 22 | 3  | 4  | 15 | 20 | 46 | 10  |

Up to and including December 22nd.

### GOAL SCORERS

|               |   |                   |   |
|---------------|---|-------------------|---|
| STEVENS.....  | 4 | ROGERS.....       | 1 |
| JOHNSON.....  | 3 | JONES (Benny) ... | 1 |
| CHEESMUR..... | 3 | OSWALD.....       | 1 |
| MORFITT.....  | 2 | WILSON, T. ....   | 1 |
| LANE.....     | 2 | DONOVEN ...       | 1 |
| BARROW.....   | 2 |                   |   |

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