

FOOTBALL LEAGUE

DIVISION II

SHEFFIELD WEDNESDAY

versus

LUTON TOWN

At Wednesday Ground, Hillsborough, Saturday, 30th April, 1949.

Kick-off 3 p.m.



WATER LANE
SHEFFIELD.

Tel.: 23498

PROPRIETOR:
ERIC THORPE
DONCASTER

Eric's Road Cafes

TEAS
SUPPERS,
BREAKFASTS
AND DINNERS

PRIVATE PARTIES
CATERED FOR

SEATING ACCOMM. 200

ALSO AT TINSLEY, SHEFFIELD; CARBROOK, SHEFFIELD; DONCASTER RD., BAWTRY.

2d.

OFFICIAL PROGRAMME

2d.

Colours:

BLUE AND WHITE
STRIPED SHIRTS
BLACK SHORTS

Established 1866

Secretary and Manager:
E. W. TAYLORSHEFFIELD
WEDNESDAY FOOTBALL CLUB LTD.

Directors:

Chairman: W. FEARNEHOUGH, J.P.

S. H. NIXON, M.R.C.V.S., E. G. FLINT, R. P. BOWKER, C. HEMMINGFIELD, C. CARTER, F. GREEN, D. MARCROFT,
Lt.-Col. R. L. CRAIG, O.B.E., T.D., M.A., E. W. SENIOR, J.P., Dr. A. STEPHEN, M.B., Ch.B.

Vice-Chairman, Councillor J. LONGDEN.

Telegraphic Address:
"WEDNESDAY, SHEFFIELD"Wednesday Ground:
HILLSBOROUGH, SHEFFIELD 6

TODAY'S fixture with Luton Town is our last Second Division match at home this season. We, therefore, take the opportunity of thanking our supporters for good and consistent support throughout the season. The old club is happy in the possession of so many loyal friends, who stick to the ship through both bad and good times.

Naturally, we should have liked to see the team win promotion to the First Division. We entered upon the campaign with high hopes and kept in the race until a few weeks ago.

Where we have slipped back has been in away matches. Time and again, the side have played well enough only to be beaten by an odd goal. Beaten at Bury 2—1, at Luton 2—1, at West Bromwich 1—0, at Brentford 2—1, Southampton 1—0 and so on.

It was at Luton where Eddie Kilshaw, our new outside-right, made his debut in Wednesday colours; at Luton where Doug. Witcomb tore his groin muscle. The date was 4th December—an awkward time with Christmas matches so near. Jordan got a knock on Christmas Day at West Bromwich and one way or another we have had a run of injuries, from which we had been almost immune in the opening months of the campaign.

Earlier festival matches exacted a heavy toll. At one point, we had no fewer than 14 players on the "hospital list."

We have tried at various times to increase our playing resources.

RECENTLY, we secured Eddie Gannon from Notts County and you will agree the money was well spent. Gannon played for Ireland against Belgium last Sunday and was the outstanding player on the field. The wing-half is going to be very useful to us next season.

Successful team building is not a simple task. Lots of factors have to be taken into account, of which the public know very little. Resources have to be ample and at all times players have to be studied. Again, opinions differ. Diplomacy and compromise sometimes have to be brought into play.

And, of course, luck is something that cannot be ignored. Despite all arguments to the contrary, luck does play a part in a team's success; the run of the ball and so on.

HOWEVER, we feel that we have given you good entertainment. You want that as well as a successful side. We have endeavoured to

give you quality football and we trust that next season we shall also be able to give you improved results. Promotion as soon as possible is the objective.

At one time or another each of our men has done well. McIntosh has given some brilliant displays in goal and justified his promotion. Swift and Westlake have done good work in the back division, taking their partnership for all first team matches to 108. Swift is earmarked for honours sooner or later.

Our city left wing of Froggatt and Woodhead has vied with Quigley and Kilshaw for honours and Jordan has been a keen non-stop centre-forward, not always having the returns his work has merited.

Indeed, we have had an attack as good as any in the Division.

We believe that Eddie Kilshaw, making good progress in hospital from his injury, will return to action next season as fit and confident as ever.

* * *

It is not possible to mention all our players individually. All have done their best and had their outstanding days, including Turton, who has had his best days away from home. Witcomb, Bannister and Locherty too, have pulled their weight, and Packard now recovered from the cartilage trouble which has kept him out of action for most of the season is proving his worth.

Our reserves have had a good season in the Central League and will finish in a commendable position. The Yorkshire League and Hatched League teams, in which many youngsters have been tried, have performed satisfactorily. We have promising material steadily maturing.

On Monday evening next our Colts play Stocksbridge Works F.C. on the Wednesday Ground, kick-off 6.15 p.m. The players, most of whom were at school 12 months ago, are capable of good football and an entertaining game is assured. All are amateurs and the line up will be: Cook; Browse, Twelvetrees; Owen, Hussey, Dorman; Wright, Quixall, Sleight, Garside, Whiteley. Come along and have an enjoyable evening with the future stars.

Don't forget the game on Wednesday night between a Sheffield XI and Eindhoven (Holland) XI, kick-off 6.30 p.m., and next Saturday's Central League game with Barnsley.



WEDNESDAY!
AND EVERY DAY
TENNANTS is the BEER
EXCHANGE BREWERY SHEFFIELD

THE POPULAR "HATTERS"

LUTON TOWN, our visitors this afternoon, come in a more cheerful frame of mind than they would have done prior to last Saturday. For before beating Lincoln City 6—0 they had gone through seven consecutive matches without gaining a single point.

Manager Duncan re-shuffled the side and poor Lincoln went through the hoop and had their descent into the Northern Section confirmed and sealed. Unfortunately, Luton had men injured. They had seven men unfit at the beginning of the week. Mulvaney, full-back who was placed at centre-forward, scored two goals, pulled a tendon and may not play again this season.

Luton's team does not consist of men with famous names but they usually work with a will and they will not stand on ceremony today. Duke kept goal against Lincoln, but the goalkeeper who played here a year ago was Streten, the amateur international, a colourful goalkeeper who usually makes spectacular saves.

* * *

THEY MOVED ON.

Gager, the centre half-back, was transferred to Nottingham Forest and Hughes, the Welsh international back, went to a London club, while Soo is now with a non-League club in the South.

Cooke still figures in the back division and Gardiner remains at left-half, while Owen is pivot. Brennan and Waugh are lively left wing forwards; Burtenshaw and Taylor were the right wings against Lincoln.

Luton were founded in 1885 and in their early days the players wore blue and pink caps. They were amateurs for five years and then it was decided to offer each of three players five shillings a week.

SOUTHERN PIONEERS.

In 1891, the whole team became professionals, half-a-crown being paid for a home match and three shillings for an away match. They also received payment for lost time up to 12 noon on a Saturday.

Times have changed a lot since then. Old stagers of those days will think present-day players are like millionaires. Of course, the game has grown up and has become big business.

Well, Luton were among the pioneers of professional football in the South and, incidentally, their first transfer of any importance was the acquisition of a player from Woolwich Arsenal, named Julian, in 1892. He was made captain of the team.

Original members of the old Southern League, they had three seasons in the Second Division of the Football League between 1897 and 1900. The opposition was too strong for them.

They eventually became original members of the Southern Section of the Third Division and won the Section Championship in 1936-37, and it speaks well for the enthusiasm and shrewdness of those in authority that Luton have managed to retain their position in the Second Division.

* * *

WERE OLD STAR PLAYERS.

Mr. George Martin, now manager of Newcastle, did good work with Luton before going to the North-east and Mr. Dally Duncan, his successor has carried on very capably.

In these days of strenuous competition, it is no easy matter to compete successfully with the senior clubs of the League, clubs that have greater financial resources. However, Mr. Duncan served a first-class apprenticeship as a player, being one of Scotland's finest outside-lefts and winning fame with Derby County, too. He was always a delightful player to watch.

KICK-OFF NEXT SATURDAY 3.0 p.m.

On Sale at

Athol Hotel
Derwent Hotel
Maynard Arms
Millstone Inn
Sir William Hotel
Springwood Hotel

Jubilee STOUT

Brewed and bottled by
HOPE & ANCHOR BREWERIES LTD.

Wadsley Bridge,
Sheffield.

NATIONAL AND NUTRITIOUS

SHEFFIELD WEDNESDAY

Colours : Blue and White Striped Shirts, Black Knickers.

McINTOSH

2 SWIFT 3 KENNY

4 GANNON 5 PACKARD 6 WITCOMB

7 MARRIOTT 8 FROGGATT 9 JORDAN 10 TOMLINSON 11 WOODHEAD

Referee :

R. J. LEAFE
(Nottingham)



Linesmen :
J. J. RUSSELL (Leeds)
(Red and White Flag)
A. W. LUTY (Leeds)
(Blue and White Flag)

11 WAUGH 10 WATKINS 9 BRENNAN 8 TAYLOR 7 BURTONSHAW, C.

6 GARDINER 5 OWEN 4 MORTON

3 COOKE 2 WILSON

DUKE

LUTON TOWN

Colours : White Shirts, Black Knickers.

1948-49	Day	FOOTBALL LEAGUE	F.A.	Gen.	F. A.	1948-49	Day	CENTRAL LEAGUE	F.A.	Gen.	F. A.
Aug. 21	Sat.	Tottenham Hotspur	(1 5)	Away	2 3	Aug. 21	Sat.	STOKE CITY	(1 1)	Home	3 2
23	Mon.	WEST HAM UNITED	(5 3)	Home	3 0	25	Wed.	Everton	(2 3)	Away	2 1
26	Sat.	BRANTFORD	(1 1)	Home	0 0	28	Sat.	Burnley	(1 2)	Away	0 2
30	Mon.	West Ham United	(4 1)	Away	2 2	30	Mon.	EVERTON	(3 0)	Home	4 2
Sept. 4	Sat.	Leicester City	(3 2)	Away	2 2	4	Sat.	PRESTON NORTH END	(0 3)	Home	2 0
8	Wed.	Bury	(2 1)	Away	1 2	6	Mon.	CHESTERFIELD	(12 1)	Home	0 1
11	Sat.	LEEDS UNITED	(3 1)	Home	3 1	11	Sat.	Leeds United	(0 2)	Away	1 1
13	Mon.	BURY	(3 2)	Home	4 3	15	Wed.	Chesterfield	(2 0)	Away	1 1
18	Sat.	Coventry City	(1 3)	Away	4 3	18	Sat.	MANCHESTER CITY	(2 3)	Home	1 1
25	Sat.	SOUTHAMPTON	(1 2)	Home	2 0	25	Sat.	Sheffield United	(0 1)	Away	2 2
Oct. 2	Sat.	LINCOLN CITY	(1 2)	Home	2 2	2	Sat.	West Bromwich Albion	(5 1)	Away	0 3
9	Sat.	Barnsley	(1 3)	Away	0 4	9	Sat.	MANCHESTER UNITED	(2 4)	Home	4 1
16	Sat.	GRIMSBY TOWN	(1 3)	Away	4 1	16	Sat.	Huddersfield Town	(0 2)	Away	3 1
23	Sat.	Nottingham Forest	(0 0)	Home	2 1	23	Sat.	BLACKBURN ROVERS	(1 0)	Home	6 1
29	Sat.	FULHAM	(2 0)	Home	1 2	30	Sat.	Derby County	(1 2)	Away	1 0
Nov. 6	Sat.	Plymouth Argyle	(2 0)	Away	2 3	6	Sat.	BLACKPOOL	(1 2)	Home	3 0
13	Sat.	BLACKBURN ROVERS	(2 0)	Home	3 0	13	Sat.	Liverpool	(1 5)	Away	2 4
20	Sat.	Cardiff City	(1 2)	Away	1 1	20	Sat.	BOLTON WANDERERS	(4 0)	Home	3 0
27	Sat.	QUEEN'S P. RANGERS	(1 1)	Home	2 0	27	Sat.	Aston Villa	(2 5)	Away	2 4
Dec. 4	Sat.	Luton Town	(1 1)	Away	1 2	4	Sat.	WOLVERHAMPTON W.	(1 1)	Home	0 2
11	Sat.	BRADFORD P.A.	(2 1)	Home	2 1	11	Sat.	Barnsley	(3 2)	Away	0 0
18	Sat.	TOTTENHAM HOTSPUR	(1 0)	Home	3 1	18	Sat.	Stoke City	(1 2)	Away	2 2
25	Sat.	West Bromwich Albion	(1 1)	Away	0 1	25	Sat.	BURY	(1 1)	Home	4 1
27	Mon.	WEST BROM. ALBION	(1 2)	Home	2 1	27	Mon.	Bury	(0 2)	Away	1 1
Jan. 1	Sat.	Brentford	(0 1)	Away	2 2	Jan. 1	Sat.	BURNLEY	(2 1)	Home	2 0
8	Sat.	F.A. Cup (3rd Rd) S'HAMPTON	(1 1)	Home	2 1	8	Sat.	Preston North End	(1 1)	Away	0 4
15	Sat.	CHELSEA (Friendly)	(1 1)	Home	2 0	15	Sat.	LEEDS UNITED	(1 1)	Home	1 1
22	Sat.	Leeds United	(2 2)	Away	1 2	22	Sat.				
29	Sat.	F.A. Cup (4th Rd) Portsmouth	(1 1)	Away	1 2	29	Sat.				
Feb. 5	Sat.	COVENTRY CITY	(1 1)	Home	2 1	5	Sat.	Manchester City	(2 2)	Away	0 3
12	Sat.	SHEFFIELD U. (City Cp, Semi-F)	(1 1)	Home	2 4	12	Sat.	Newcastle United	(1 0)	Away	0 0
19	Sat.	Southampton	(1 3)	Away	0 1	19	Sat.	SHEFFIELD UNITED	(8 1)	Home	1 3
26	Sat.	Lincoln City	(1 1)	Away	1 3	26	Sat.	WEST BROM. ALBION	(6 3)	Home	1 0
Mar. 5	Sat.	BARNLSLEY	(5 2)	Home	0 2	5	Sat.	Manchester United	(1 1)	Away	0 1
12	Sat.	Grimby Town	(1 1)	Away	2 1	12	Sat.	HUDDERSFIELD TOWN	(1 0)	Home	3 1
19	Sat.	NOTTINGHAM FOREST	(2 1)	Home	1 1	19	Sat.	Blackburn Rovers	(0 1)	Away	1 1
26	Sat.	Fulham	(2 0)	Away	1 1	26	Sat.				
29	Sat.	F.A. Cup (5th Rd) Wolves v Man. U.	(1 1)	Home	2 1	29	Sat.	Blackpool	(4 1)	Away	0 0
April 2	Sat.	PLYMOUTH ARGYLE	(1 1)	Home	2 1	2	Sat.	DERBY COUNTY	(6 1)	Home	0 2
9	Sat.	Blackburn Rovers	(1 1)	Away	1 1	9	Wed.	LIVERPOOL	(1 1)	Home	3 1
11	Mon.	LEICESTER CITY	(1 1)	Home	0 1	16	Sat.	Bolton Wanderers	(1 0)	Away	0 2
15	Fri.	Chesterfield	(2 0)	Away	1 1	16	Mon.	NEWCASTLE UNITED	(2 3)	Home	0 0
16	Sat.	CARDIFF CITY	(2 1)	Home	0 0	18	Sat.	ASTON VILLA	(0 3)	Home	1 1
19	Tu.	CHESTERFIELD	(1 0)	Home	0 0	28	Sat.	Wolverhampton Wanderers	(0 1)	Away	
26	Sat.	Queen's Park Rangers	(1 0)	Away	3 1	30	Sat.	BARNLSLEY	(1 1)	Home	
30	Sat.	LUTON TOWN	(1 9)	Home		7	Sat.				
30	Sat.	F.A. Cup (Final)	(6 5)	Away							
May 7	Sat.	Brentford F.A.	(6 5)	Away							

(Last season's result shown in parentheses)

THE LODESTAR MOTOR COMPANY

ENGINE RECONDITIONING SPECIALISTS
DIESEL AND PETROL—UP TO 150 BRAKE HORSE POWER

50 EFFINGHAM RD., SHEFFIELD 4

WHATEVER YOUR HARDWARE NEED
YOU CAN GET IT AT . . .

WILKS

DOMESTIC HARDWARE
GARDEN EQUIPMENT
LOCK & SAFE REPAIRS

ELECTRICAL GOODS
BUILDERS' HARDWARE
TOOLS

WILKS BROTHERS & CO., LTD. Estd. 1744

"The Ironmongers," 49 NORFOLK ST., SHEFFIELD 1. Phone: 26555

RESULTS BOARD FOR TO-DAY

A Wolverhampton W.	20	31	L Coventry City	10	11
Leicester City			Queen's Park Rangers		
B Birmingham City	01	01	M Leeds United	00	00
Aston Villa			Cardiff City		
C Middlesbrough	31	31	N Lincoln City		
Sheffield United			Bradford P.A.		
D Newcastle United	00	01	O Tottenham Hotspur	10	11
Manchester United			Fulham		
E Portsmouth	10	20	P West Bromwich Albion.....	10	20
Huddersfield Town			Barnsley		
F Preston North End	10	11	Q West Ham United	01	05
Bolton Wanderers			Nottingham Forest		
G Stoke City	21	32	R Doncaster Rovers	00	10
Blackpool			York City		
H Brentford	22	22	S Hull City	10	61
Plymouth Argyle			Stockport County		
J Bury	31	51	T Rotherham United	10	11
Grimsby Town			Carlisle United		
K Chesterfield	00	10	U Wolverhampton Reserves....	00	30
Southampton			Sheffield Wednesday Res....		

THE LEAGUE—DIVISION I.

	P.	W.	L.	D.	Goals		Pts.
					F.	A.	
Portsmouth	39	24	7	8	78	36	56
Newcastle United	40	20	9	11	70	55	51
Derby County	39	19	11	9	62	53	47
Manchester United	38	17	10	11	69	40	45
Arsenal	40	16	11	13	69	42	45
Manchester City	41	15	11	15	47	50	45
Wolverhampton W.	38	16	11	11	76	59	43
Charlton Athletic	40	15	13	12	62	60	42
Sunderland	40	12	12	16	47	57	40
Aston Villa	40	15	16	9	58	75	39
Stoke City	40	15	16	9	62	62	39
Liverpool	39	12	13	14	51	38	38
Burnley	40	12	15	13	42	47	37
Blackpool	40	11	14	15	51	63	37
Chelsea	39	12	15	12	67	65	36
Birmingham City	40	11	15	14	35	36	36
Everton	40	12	17	11	40	62	35
Bolton Wanderers	39	13	18	8	56	66	34
Sheffield United	39	11	18	10	54	72	32
Middlesbrough	39	10	18	11	42	54	31
Preston North End	39	10	19	10	58	72	30
Huddersfield Town.....	39	10	19	10	35	67	30

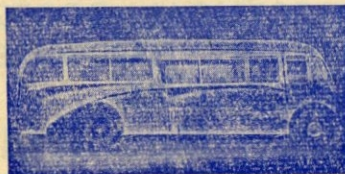
THE LEAGUE—DIVISION II.

	P.	W.	L.	D.	Goals		Pts.
					F.	A.	
Southampton	41	23	9	9	69	35	55
Fulham	40	23	9	8	74	36	54
West Bromwich Albion	39	22	9	8	64	38	52
Cardiff City	40	19	10	11	61	46	49
Tottenham Hotspur	40	16	9	15	66	43	47
West Ham United	40	18	12	10	56	51	46
Chesterfield	40	13	10	17	49	45	43
Sheffield Wednesday	40	15	14	11	62	55	41
Barnsley	40	14	14	12	62	58	40
Bury	39	16	17	6	61	72	38
Luton Town	39	13	15	11	52	55	37
Grimsby Town	39	13	16	10	68	70	36
Leeds United	40	12	16	12	55	61	36
Coventry City	40	15	19	6	54	61	36
Bradford P.A.	40	13	17	10	64	74	36
Queen's Park Rangers	40	13	17	10	41	61	36
Blackburn Rovers	41	14	19	8	51	62	36
Brentford	40	11	16	13	39	49	35
Plymouth Argyle	40	12	17	11	47	57	35
Leicester City	39	9	15	15	59	74	33
Nottingham Forest	40	12	21	7	44	54	31
Lincoln City	41	7	22	12	50	91	26
LAST SEASON							
Sheffield Wednesday	41	20	11	10	65	52	50



Incorporating United Motor Services and Hancock's Motor Tours

Head Office & Garage:
CHARLOTTE ROAD, SHEFFIELD 2.
(Phone 25153-9)



★ The largest fleet of Motor Coaches in Sheffield and District at your disposal for Private Hire—a reliable organisation with long experience in conveyance of private parties, means that we can do everything to cater for your enjoyment. Now booking for the 1949 Season.

Private Hire Dept.: 33 UNION STREET, SHEFFIELD
(Phone : 25084)

VISIT THE

CAMBRIDGE RESTAURANT

after the match
CAMBRIDGE STREET

Adjoining R.A.F. Recruiting Centre

Telephone : 22523

SEASON TICKETS 1949/50—PRICES

	Price (inc. Tax)
	£ s d
SHAREHOLDERS (Registered prior to 1st May, 1921)	
£20 Ordinary. Reserved Seat Ticket—Single	3 0 0
Reserved Seat Ticket—Double	6 0 0
£5 Original. Reserved Seat Ticket—Single	3 0 0
Reserved Seat Ticket—Double	6 0 0
Reserved Seat Ticket—Treble	9 0 0
SHAREHOLDERS (Registered subsequent to 1st May, 1921)	
Reserved Seat	4 15 0
NON-SHAREHOLDERS	
Reserved Seat	5 0 0
Terrace	2 10 0
Ground	1 10 0

1948-49 Seat Holders wishing to retain their seats must make application BY POST—enclosing remittance, stamped addressed envelope and details of seats held—on or before **TUESDAY, 31st MAY, 1949.**

NOTICE TO NEW APPLICANTS FOR RESERVED SEATS

Applications for new seats will be dealt with from **MONDAY, 4th JULY** to **SATURDAY, 16th JULY.**

Applications for **TERRACE** and **GROUND TICKETS** will be dealt with on and after **MONDAY, 8th AUGUST.**

Cheques, Postal Orders, etc., to be made payable to the **SHEFFIELD WEDNESDAY FOOTBALL CLUB LIMITED** and crossed /& Co./.. Envelopes to be marked in the top left hand corner 'SEASON TICKETS.'



SUPPORTERS' CLUB NEWS

NOW BOOKING for coach trip to **BRADFORD, 7th May**, Fare 7/-. A Summer Trip has been arranged for **SUNDAY, 17th JULY**, to **WINDERMERE** and **MORECAMBE**. Fare and details later.

Established 1880

John Heath & Sons

THE LEADING FUNERAL DIRECTORS

14 Earsham Street, Sheffield 4

BRITISH RAILWAYS—LONDON MIDLAND REGION

BRADFORD v. SHEFFIELD WEDNESDAY, Saturday, 7th May

HALF-DAY EXCURSION TO BRADFORD

SHEFFIELD (LMR) depart 11.10 a.m., 6/-

Return from Bradford (F. Sq) 7.5, 8.0 and 9.0 p.m.

For a "Sound" Job consult

BOWNES & CO.

Electrical Engineers and Contractors

NIAGARA WORKS - WADSLEY BRIDGE
SHEFFIELD

★ Telephone : Owl. 43609

★ Contractors to the Sheffield Wednesday Football Club Limited

JACK ARCHER ATHLETIC OUTFITTER

Contractor to Sheffield Wednesday F.C. Ltd., also to Sheffield United Cricket and Football Clubs.

Every Requisite for
Football - Hockey - Cricket - Tennis - Etc.

90 BRAMALL LANE, SHEFFIELD 2 - Telephone : 20593

Greenup & Thompson Ltd., Printers, Wellington Street, Sheffield 1.