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Swansea Mumbles and the Gower Coast

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SWANSEA MUMBLES

and
The Gower Coast

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PICTORIAL SKETCH MAP OF GOWER
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SWANSEA

MUMBLES & THE GOWER COAST



Official Album Guide

ISSUED BY THE
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Foreword

FOR healthy, happy holidays few places have so much to commend them as Swansea and the Mumbles. Added to their mild and yet bracing climate, free from any extremes of heat or cold, they enjoy a higher percentage of sunny days than many other noted health resorts.

The scenery is delightful and full of variety and every form of sport is readily obtainable. The neighbouring countryside is ideal for walks and rambles, while frequent motor-coach and bus services bring all the surrounding beauty spots within easy reach.



Copyright J. B. O'feld

Sunset from Townhill

For the evening, and when a change may be desired from sight-seeing, there is always a wide choice of indoor entertainment.

This album-guide is issued primarily for the information of prospective holiday-makers and most of its pages are devoted therefore to those aspects of the town and district which will appeal to such visitors. For the benefit of other readers who are interested in Swansea's attainments as a port, or as an industrial, commercial, residential or educational centre, brief information upon these features is also included.

How to reach Swansea and Mumbles

By Rail

Swansea is 191 miles from London (Paddington). Through trains and coaches connect Swansea with the following large cities and towns: Birkenhead, Birmingham, Bristol, Carlisle, Cheltenham, Chester, Crewe, Derby, Gloucester, Leeds, Leicester, Liverpool, London, Manchester, Nottingham, Sheffield, Swindon and Wolverhampton. First and Third Class monthly return tickets, to and from Swansea, available on any day



Caswell Bay

Jack Thomas, Photo

by any train and valid for return within one calendar month, are issued at a penny a mile plus five per cent (Third Class) at nearly every railway station. Swansea is served by both the L.M.S. and G.W. Railways. Mumbles, being five miles west of Swansea, is connected by electric train and bus. Full information is obtainable at all railway stations.

By Road

Through motor-coach services connect Swansea with the following places: London, Birmingham, Bournemouth, Bristol, Cheltenham, Coventry, Gloucester, etc.

By Sea

Swansea is a world-wide-known port of call for several of the large shipping lines.

Swansea's Splendid Climate

To the wealth of advantages and natural beauty, Swansea adds the possession of a genial and salubrious climate as shown by the following averages for the past ten years:

| | |
|---|-------|
| Mean Temperature | 52 |
| Mean Temperature (in summer—April to September inclusive) | 59 |
| Mean Temperature (in winter—October to March inclusive) | 45 |
| Mean Daily Range or variation | 11 |
| Mean Daily Range (in winter) | 10 |
| Bright Sunshine (hours) | 1,513 |

Its virtues from the health point of view are well summed up in the following testimony of Dr. T. D. Griffiths, a Vice-President of the British Medical Association: "Swansea is about the best-situated industrial town in the United Kingdom as regard natural advantages, and also as regards health. It has a particularly mild and equable climate, and its upland parts and the coasts westward have a mild yet bracing air, very advantageous to certain constitutions. I constantly send patients from inland to the bays to recuperate."

General Information

ACCOMMODATION.—All classes are catered for by the Hotels, Guest Houses, Boarding Houses, etc., of Swansea, Mumbles and the Gower Peninsula. A list of Hotels, Private Hotels and Guest Houses is appended :

Swansea. Hotel Metropole (page iv of cover), Keane's Private Hotel (page 38), Pembroke Private Hotel (page 47), Phillips Private Hotel (page 36), Somerset Private Hotel (page 50), Berkeley Commercial Hotel (facing page iii of cover), Civic Hotel (page 47), Mecca Commercial Hotel (page 36).

Caswell Bay. Caswell Bay Hotel (page 16).

Horton. Lulsley Guest House (page 20), Sea Beach Guest House (page 54), Springfield Guest House

(page 54), Talbot Lodge Guest House (page 52).

Langland Bay. Ael-y-don Private Hotel (page 14), Osborne Hotel (page 12), Brynfield Hotel (page 53).

Llanrhidian. New Moon Country Club (page 46).

Mumbles. Antelope Hotel (page 47).

Pennard. "Channel View" Guest House (page 24).

Rhossilly. Wormshead Cottage Private Hotel (page 18).

(For List of Boarding Houses and Apartments, see page 55)

OFFICIAL INFORMATION BUREAU.—The Guildhall, Swansea. Telephone 82821—Extension 62.

G.W.R. INQUIRY OFFICE.—High Street Station. Telephone 2921.

L.M.S. RAILWAY INQUIRY OFFICE.—Victoria Station. Telephone 2161.

POPULATION.—Nearly 170,000 (estimated).

RATEABLE VALUE.—£1,067,317.

GAS.—Price according to consumption. Special rates for Industrial Power Users on application.

Central Heating rates, 6.25d. to 4.7d. per therm (block rates).

ELECTRICITY.—*Light*, 4½d. per unit; *Power*, 1d. per unit in winter, ¾d. in summer or all-in tariff.

TELEPHONE SERVICE.—Automatic dialling system for local calls.

POSTAL COLLECTIONS.—From G.P.O., Wind Street. Local Letters: Latest time for posting at

G.P.O. for all parts, weekdays and Sundays, 8.45 p.m. Late fee 9.15 p.m.

EARLY CLOSING.—Shops, Thursdays; Offices, Saturdays.

BANKS—Barclays Bank Ltd., Wind Street.

National Provincial Bank, Wind Street.

Lloyds Bank Ltd., Temple Street.

Swansea Savings Bank, Heathfield Street.

Midland Bank, Wind Street.

Westminster Bank, Wind Street.

National Bank Ltd., Wind Street.

Clubs, Societies, Associations, etc., for Sport and Recreation

SWANSEA BOWLING CLUB.—The Secretary, Bryn Road, Swansea.

SWANSEA CHESS CLUB.—The Secretary, Y.M.C.A., Swansea.

SWANSEA CRICKET AND FOOTBALL CLUB.—Mr. R. S. Palmer, Melbourne Place, Swansea.

SWANSEA TOWN A.F.C.—Mr. S. B. Williams, The Vetch Field, Swansea.

CLYNE GOLF CLUB.—The Secretary, c o Club House, Blackpill, Swansea.

LANGLAND BAY GOLF CLUB.—The Secretary, c o Club House, Langland, Swansea.

SWANSEA SWIMMING CLUB.—Mr. B. C. Millard, 70 Cromwell Street, Swansea.

MUMBLES ROWING CLUB.—Mr. P. Roche, 8 Heathfield, Swansea.

SWANSEA AMATEUR OPERATIC SOCIETY.—Mr. A. Simpson, 1 Cwmdonkin Drive, Swansea.

(See also "Sports and Amusements" on page 45)

Social and Political Clubs and Associations

ROTARY CLUB.—Meetings on Mondays at 1 p.m. Hotel Metropole. Hon. Secretary.

SWANSEA CONSERVATIVE CLUB.—Walter Road, Swansea.

SWANSEA LABOUR CLUB.—High Street, Swansea.

YOUNG MEN'S CHRISTIAN ASSOCIATION.—St. Helen's Road, Swansea.

YOUNG WOMEN'S CHRISTIAN ASSOCIATION.—St. Helen's Road, Swansea.

BRITISH LEGION.—Secretary, W. F. Francis, British Legion Hall, Mansel Street, Swansea.

SWANSEA BOY SCOUTS ASSOCIATION.—Walter Road, Swansea.

SWANSEA GIRL GUIDES ASSOCIATION.—Walter Road, Swansea.

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SWANSEA, MUMBLES AND THE GOWER COAST



Holiday Attractions of Swansea

“  GREAT commercial and industrial centre by the sea, with miles of perfect sands and a ‘playground’ on its western borders of about seventy-five square miles of country as romantic and picturesque as any in Britain ! ”

This reads like a description of a city of one’s dreams, but it actually depicts the very real and thriving county borough of Swansea, the second largest town in Wales. At the census of 1931 it had a population of 164,825, and is now estimated to have nearly 170,000 inhabitants. No place of like character and size in this country holds quite such a dual and unique position, for there is no other great industrial centre which is also a holiday and health resort.

Its varied attractions made Swansea a favourite haunt of holiday-makers when some of the popular “ watering-places ” of to-day were either mere villages or not yet in existence, for as early as 1804 it was described as “ a gay resort of fashion ” and its promenade as displaying “ an assemblage of beauty and elegance fascinating beyond description.”

The natural advantages of position, climate and surroundings which drew rank and fashion to Swansea in those early years of the nineteenth century have not been impaired by the town’s subsequent development as a great mineral port and as the home of tinplate making and metal smelting. Swansea has again become a favourite holiday centre, and an increasing number of visitors every year find health and enjoyment along the bracing shores of its splendid bay and amidst the unspoilt charms of the wildly beautiful peninsula of Gower, which stretches westward from Swansea for a distance of twenty miles.

To judge Swansea from the eastern approach of the G.W.R. through the grim region of its smelting furnaces and factory chimneys would be like judging London from the approach by rail through its mean and grimy outskirts. Swansea has two other approaches which produce a totally different impression from the smoky entrance through its industrial quarters.

*Famous for
more than a
century*

*Approaches
to Swansea*

(The illustration above of Mumbles Head is from a photograph by Jack Thomas)

*Approaches
to Swansea*

The approach from the Midlands and the West by the L.M.S. Railway is through the richly-wooded Clyne Valley and for nearly three miles along the shores of the bay. It gives a foretaste of the charm of Swansea's surroundings and a vivid and unforgettable impression of the miles of gleaming sands, the dancing, foam-crested waters of the bay and the lofty hills of Glamorgan beyond its eastern shores.

*Swansea
from the Sea*

The finest approach to Swansea is from the sea. The broad and spacious bay, with "the most beautiful coast in the Universe," as Walter Savage Landor described it, and a backing of distant moorland heights, is seen stretching crescent-shaped from Mumbles Head to Port Talbot, with Swansea in the centre, fringed with sands and rising up in terraces along the side of a hill which, at its highest point, is 570 feet above the level of the sea.

*The Road to
Mumbles*

There are virtually two Swanseaes and the High Street is roughly the dividing line between them. All the industries of the city are more or less hidden in the valleys to the north and east of this line and along the River Tawe, which flows into Swansea Bay. Westward of the High Street is the other Swansea—a well-built residential city, with many spacious streets and beautiful parks, a foreshore of three square miles in extent and a vast expanse of gently sloping beach of amber-coloured sands. A splendid road follows the graceful curve of the bay for five miles to the Pier at Mumbles, and alongside the road runs the Swansea and Mumbles Railway, with its double-decked carriages, claiming to be the oldest line in existence. It was opened in 1807 and remained a horse-drawn railway until 1877, when steam power displaced the horses. The line has now been electrified by the South Wales Transport Company in conjunction with Swansea Corporation.

The scenery between Swansea and the Mumbles is of great beauty. There is a practically unbroken line of beach, unsurpassed for safe bathing, edging the coast-line for five miles. Tree-embowered houses dot the cliff sides. Above the cliff stretches a glorious gorse-and-heather-clothed common, while inland there are miles of delectable country untouched by the railway and offering to the jaded city-dweller a romantic haven of peace and seclusion which will bear comparison with any other beauty spot in England or Wales.



A Glimpse of the Educational Garden, Singleton Park

Copyright : Swansea Corporation



Copyright: Swansea Corporation

Mumbles—a bird's-eye view

MUMBLES

SWANSEA is particularly fortunate in its possession, within five miles from the business centre, of this charming retreat whose name has long since become familiarized throughout the land.

The real Mumbles are two rocky islets off Mumbles Point, the outer of which—Mumbles Head—has a lighthouse, and under the lighthouse a cave called Bob's Cavern—one of several to be found on the Gower coast. The name of Mumbles is now more generally applied to the residential and holiday resort of Oystermouth (now part of Swansea and popularly believed to be named after its oyster beds), which straggles picturesquely along the curving coast under the lee and along the side of a bold limestone ridge that reaches in Mumbles Hill a height of 253 feet. There is not a finer seascape in Wales than the views from Oystermouth across Swansea Bay.

This favourite resort of visitors and residents alike is notable, amongst other features, for its pier and its lighthouse.

There is a lifeboat station here, and the boat and crew have been requisitioned to useful purpose on more than one occasion in effecting rescues from vessels in distress along the neighbouring coast.

Oystermouth has a ruined and ivy-mantled late thirteenth- or early fourteenth-century castle picturesquely crowning a hillock about two hundred yards from the railway. The chapel in the Keep and two rooms are in a good state of preservation, while a path runs round the top of the outer wall. The castle has been given to Swansea by the Duke of Beaufort (see page 46). There is also an old church of Norman origin, but considerably restored, with a font dated 1251. Thomas Bowdler of Bath, who gave a new word to the English language by his expurgated or "Bowdlerized" editions of the works of Shakespeare and Gibbon, is buried in the churchyard.

*Oystermouth
Castle*



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GOWER COAST

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THE GATEWAY TO GOWERLAND



GOWER

SWANSEA, as a holiday resort, is a place of remarkable contrasts. It offers to the holiday-maker all the amusements and attractions of a populous and advancing city and the fascinations of a busy ocean port. The visitor who is so minded can here enjoy city life by the sea to the full, but when this tires or palls he can betake himself to the sylvan seclusion and quiet cliff-girdled bays of Gower, that unique little peninsula which, in relation to Swansea, is like a garden to a house. You do not *journey* to Gower from Swansea: you step into it.

*A Resort of
Remarkable
Contrasts*



Copyright : Swansea Corporation

Langland Bay

This beautiful district which lies at the threshold of Swansea is so splendid a holiday ground that a disservice would be done to readers if its charms were not justly emphasized. The southern coast-line of Gower abounds in bays, each with its characteristic and individual allure. Bracelet Bay is reached by a roadway, driven through the solid rock, which forms the gate to one of the most delightful inlets of the coast that could possibly be imagined. This pretty bay has an amphitheatre of grassy banks upon which one may, if so inclined, recline at ease and survey the scene below, included within the picture being a fine view of the lighthouse. Just beyond this bay one comes to Limeslade Bay, hemmed in on each side, except the seaward, by limestone cliffs. This bay is in great request for bathing on account of both its easy accessibility and its freedom from dangerous currents. There are parking facilities above the bay and local motorists and visitors come here, particularly on early-closing days and summer evenings, in great numbers.

Limeslade Bay marks the end of the road for vehicles but a footpath continues to Rotherlade, or Little Langland Bay, as it is often called, the walk thither yielding magnificent seaward views throughout. Rotherlade Bay is in great repute as a children's playground for it offers well-nigh every seaside joy that the juvenile heart could desire—firm sands, occasional stretches of pebbles, rock

*Magnificent
Seaward
Views*



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Rotherslade, Langland Bay

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and Gower.*

Situated in a lovely position, facing south. Two
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You are recommended to stop at

AEL-Y-DON Private Hotel

The only Residential Hotel in the Bay,

A VERY SELECT and delightfully situated Hotel
facing the Bay, standing in its own Grounds
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pools in which to hunt for marine treasures and rocks galore among which to hide and play. An hotel and numerous boarding establishments overlook this favourite bay and refreshments are obtainable at the beach cafés. Music is provided during the season and the bay is greatly resorted to for bathing.

*Attractions of
Rotherslade
Bay*

Neighbouring the last-mentioned inlet is Langeland Bay, one of the most spacious indentations on the Gower coast. With its soaring, fantastically-shaped and foliage-clad cliffs, rocky and verdurous background, and its wide-sweeping expanse of firm and immaculately clean sands, it presents a beautiful scene. There are here an hotel and restaurant and a Working Men's Convalescent Home. Bathing, tennis courts overlooking the bay, and a golf course add to the attractions.

*The Beauty of
Langeland Bay*



Copyright: Swansea Corporation

Rotherslade Bay

Continuing past this bay, either by a coast path or a cross-country road from Oystermouth—a walk of a mile and a half through the village of Newton, a favourite place of residence with Swansea business men—one reaches Caswell Bay, which does not yield in popularity to any. With splendid and perfectly safe sands and numerous caves, so gratefully cool in shade in the “dog-days” of summer, it is a very favourite resort. Here in the season the beach, with its hundreds of brightly-attired bathers and holiday crowds seeking their pleasures upon the sands, makes a wonderfully colourful and animated picture. The bay may be reached from Swansea very conveniently by motor-bus and there are cafés and tea-rooms to cater for the visitor's inner wants.

*Caswell Bay
and its delights*

Inland, Gower is a pastoral country of exceptional charm and interest. There are quaint villages like Reynoldston and Port Eynon, ruined castles like Penrice and Pennard and such relics of the pre-historic past as Arthur's Stone, a well-preserved dolmen near Reynoldston, scattered about this “land of the setting sun.” There is the romantic valley of Bishopston, typical of others; a winding

*The Country
inland*



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**Caswell Bay
Hotel**

should be your Centre.

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FULLY LICENSED
UNIQUE POSITION
LOVELY WALKS
BEAUTIFUL BAYS

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Mumbles 6184

Telegrams:
"Hinds Caswell Mumbles"

Magnificently situated, overlooking
the Bay, visitors will find "Riviera"
a homely comfortable centre for
their holidays.

NEAR ALL AMUSEMENTS

"RIVIERA"

BATHING FROM THE HOUSE

All modern conveniences. Excellent
and liberal cuisine. Terms moderate
Full particulars sent on application
to the proprietress, Mrs. Hedley
Jones.

ROTHERSLADE ROAD - - SWANSEA

gorge, two miles long, where stream, crag, wood and verdure-clad slopes make a veritable feast of wild and fascinating beauty. Parkmill, a little over two miles beyond Bishopston, is another lovely glen and ideal picnic spot.

The south coast of Gower, from Bracelet Bay to Worms Head, is a succession of picturesque bays and "holes" or caves, backed by limestone cliffs along the top of which the pedestrian can walk for miles. Half a mile west of Caswell Bay (already described) is Brandy Cove, an old haunt of brandy smugglers.

*Bishopston's
romantic valley*

*The Bays
of Gower*



Colquhoun Ltd., Photo

Caswell Bay (Pwlldu Head in distance)

Then comes Pwlldu (*black pool*) Bay, leading up into Bishopston Valley; Bacon Hole and Mitchin Hole, which have yielded an immense number of bones, tusks and horns of the mammoth and other ancient animals and fragments of primitive pottery, most of which are in Swansea Museum.

Three Cliffs Bay is a nook in Oxwich Bay, with Pennard Castle ruins on its eastern side and the enormous rock called Great Tor, towering above the glistening sands. Oxwich Bay is the largest and grandest on the coast and is accessible across the sands at low water. Beyond Oxwich Point is Port Eynon Bay, with its village of thatched cottages, and Culver Hole or Cave, almost hidden from sight, and with a staircase leading to upper floors. Further along the coast are the famous Paviland Caves, where the finds have included the skeleton of a woman known as the "Red Lady of Paviland," from the reddening of the bones with oxide of iron, presumably from water that dripped from the roof of the cave. Fragments of ivory found with the skeleton are supposed to have been part of the woman's bracelets. Last, there is Mewslade Bay, as picturesque as any in Gower, guarded by mighty cliffs which are lashed by furious seas in wild weather when the tide is high.

Famous Caves

A mile from the mainland, rising 200 feet above the water, is the great promontory of Worms Head, which can be reached by a causeway at low water. Sheep



*Most lovely situation in
the Gower Peninsula*

RHOSSILLY

**The WORMSHEAD
COTTAGE**

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Overlooking the famous Worms Head and the beautiful Rhossilly Bay. Every convenience. Two Dining Rooms (separate tables). Large Lounge. Twenty Bedrooms

RESIDENT PROPRIETOR - - G. THOMAS

A lovely spot at which to stop for LUNCH OR TEA WHEN TOURING THE SOUTH COAST. Situated in an ideal position overlooking the Bay, within 50 yards of beach and immediately adjoining Public Tennis Courts and Golf Links. Beautifully furnished Dining Rooms. Tea Lounge, Bar and Lounge and Roof Garden. Opposite Corporation Car Park. Hot Water and Trays supplied for Beach from our special Beach Huts.

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MUMBLES
6271

LANGLAND BAY HOTEL RESTAURANT
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Private Rooms available for Meetings and Private Parties, Receptions, etc.

Motor Coach parties catered for: Accommodation for 500. Special Terms on application.

The Hotel has a magnificent Ballroom where Dances are held every Thursday during the Summer season. Moderate charges.

Under the personal management of MRS. O. M. MURISON

pasture on an adjacent islet and between the two is a dangerous track known as the Devil's Bridge. The whistling of the wind in a blow-hole of one of the rocks heralds the coming of a storm.

Worms Head

From Rhossilly Downs (633 feet high), overlooking Rhossilly Bay, which washes the western coast of Gower, Worms Head can be seen at its best, especially in stormy weather, when the dashing of the raging sea against the gigantic rock furnishes a spectacle of sublime grandeur not easily forgotten. The magnificent



Colquhoun Ltd., Photo

Three Cliffs Bay

view from the summit includes, too, Tenby, Lundy Island and the cliffs of Ilfracombe on the Devonshire coast.

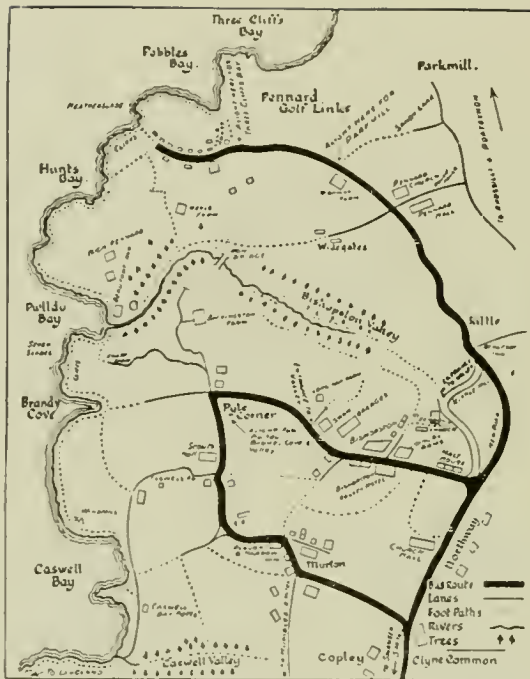
One of the charms of Gower is its uniqueness and its seclusion from the outer world. The lonely village of Rhossilly, for instance, is thirteen miles by road from the nearest railway station, yet the beauty spots of Gower are all brought within easy reach of Swansea and Mumbles by regular services of motor-buses and by daily motor-coach tours during the season.

Gower's Uniqueness

Southern Gower charms, too, by the individuality of its people, who show, in contrast with their Welsh neighbours, in their customs, in the garb of their peasant women, in their domestic architecture, and the fortress-like towers of the churches, evident traces of outside influences and, in the opinion of some, of their Flemish origin, for Henry I settled many Flemings in this little corner of "Wild Wales." Others declare that the Gower folk are descendants of immigrants from "Zummerzet."

Flemish Gower

Gower has not been over-praised, on the contrary it has not as yet received its due, and visitors in search of a holiday in a district that has not been "improved" by a host of meretricious attractions, will be delighted, it may safely be said, with the Gower Peninsula.



Frequent Daily Omnibus Services
from THE GRAND CINEMA,
SWANSEA, to the

Glorious Gower Bays

(see Sketch Map)

DAY, HALF-DAY and EVENING
TOURS to all local Beauty Spots.

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(Opposite Grand Cinema)

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When visiting Swansea, Mumbles or Gower
make your stay at

Sulsley
HORTON

Latest and most up-to-date
GUEST HOUSE
in the Peninsula.

Magnificent position, overlooking Bay, 100
yards from Beach. Private Bathing Huts.
Garages. ♡ Nine-hole Putting Course.
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For Holiday Makers and those who
attend Conferences

“Caswell Cottage” CASWELL BAY, MUMBLES

forms an excellent centre.
The house is beautifully
situated in the most lovely
part of Gower, but within
easy reach of Swansea, the
Civic centre and all amuse-
ments. Safe sea bathing from
the house. Near three Golf
courses. Moderate terms.

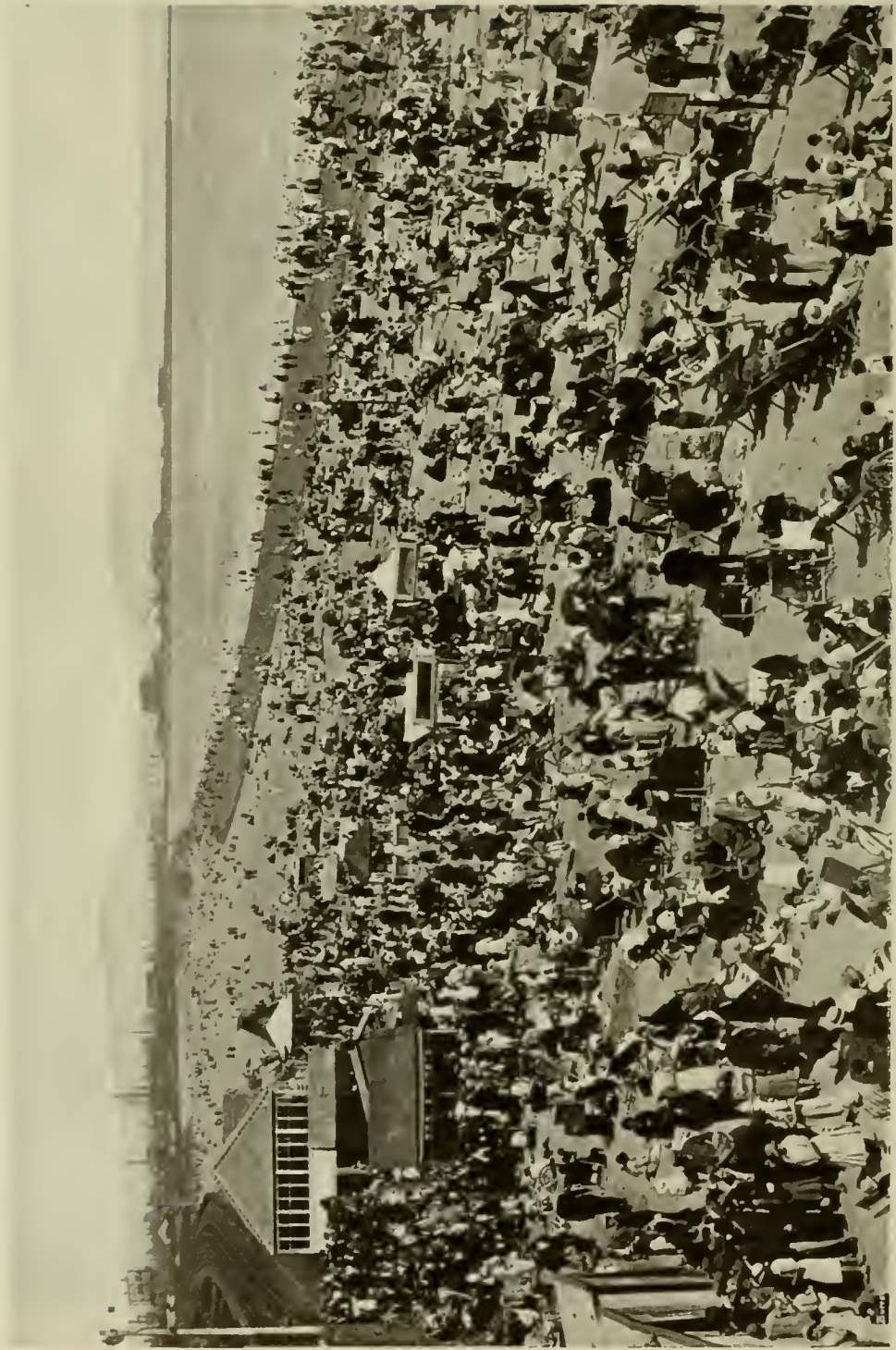
Telephone 6049

Proprietress - - Mrs. M. HARRIS

SCENES IN GOWERLAND



From photographs by Colquhoun Ltd. and Swansea Corporation



A Holiday Scene on Swansea Beach

Jack Thomas, Photo



Copyright Swansea Corporation

A County Cricket Match at St. Helen's, Swansea

Sport and Recreation

APART from the many bays along the coast where safe bathing can be enjoyed, there are five bathing places under Corporation control where tents and dressing accommodation can be hired on reasonable terms. Private Turkish and sea-water baths are provided close to the sands.

Golfers have a choice of five courses, all near the town or easily reached by bus or train. There is a 9-hole course at Blackpill, close to Mumbles Road Station, and an 18-hole course at Langland Bay (twenty minutes' walk from Oystermouth, the nearest station), while there are excellent 18-hole courses at Clyne, reached by the Bishopston bus or by train (3 miles), at Jersey Marine, Briton Ferry (600 yards from the Briton Ferry Road G.W.R. Station) and at Pennard, where the course overlooks the beautiful Parkmill Valley and faces the broad expanse of the Severn Sea. There is Sunday play on all these courses except Blackpill. A miniature golf course is also provided at the Mumbles.

At St. Helens is the fine football ground which has witnessed many triumphs of Swansea's famous Rugby football team. The Glamorgan County Cricket Club also frequently plays county matches on this ground.

Well-kept bowling greens and hard courts for tennis are provided in each of the large public parks, while there are miniature golf and putting courses at Ravenhill Park, Langland Bay Grounds, Underhill and Swansea Promenade, and croquet can be played on Swansea Bay Recreation Ground.

The angler will find good sea-fishing from the piers at Swansea and Mumbles, the fish to be caught including soles, cod, gurnet, ling, and whiting.

Motor-boats and rowing-boats are available for visitors, and the Mumbles boatmen also ply for hire at the various bays along the coast. Aquatic sports are naturally popular.

Bathing

Golf

*Football and
Cricket*

*Bowls, Tennis,
Miniature
Golf, etc.*

Angling

Boating

GOWER COAST

PENNARD, SWANSEA

An excellent centre for your stay is

"CHANNEL VIEW"

GUEST HOUSE

A Charming Bungalow Guest House, situated on the Gower Coast and overlooking the Bristol Channel. Five minutes from famous Pennard Golf Links. Safe Bathing. Every comfort. Electric Light. Indoor Sanitation. Sun Lounge facing due South. Excellent Cuisine. Moderate Terms.

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UNDER SAME MANAGEMENT

PENNARD CAFE

Situated at Bus Terminus, overlooking Bays, near the famous Pennard Golf Links.

OPEN SUMMER AND WINTER

- Only Home-made Cakes served in the Cafe.

ICES - MINERALS
GENERAL GROCERIES

Large or Small Parties catered for.

Telephone: Southgate 233

Proprietress - Mrs. M. EVANS



In this great centre of public entertainments, operatic, dramatic and musical, are given at frequent intervals, these being held in the beautiful Brangwyn Hall.

Swansea, with its large permanent population, has an advantage over the majority of coast resorts in the matter of indoor amusements. The theatre can always rely on full houses and is, consequently, visited by first-class London companies and by London variety artists of the front rank. Musical dramatic productions are also presented from time to time by the Swansea Amateur Operatic Society. There are six principal cinemas in Swansea, one of them seating 4,000 people, the largest of its kind in the Principality, and two at Mumbles, and several excellent halls where private, public and charitable balls are held during the winter.

The historic places and beauty spots of South Wales and the Border are brought within easy reach of Swansea by the ubiquitous motor-coach. There are tours to ancient Carmarthen, Cardigan and Fishguard—the last-mentioned the starting-place on the shortest sea-route to Ireland—to Cardiff; to Chepstow, and its grim castle, and Tintern Abbey, the exquisite Cistercian ruin standing in a "garden of sleep" on the banks of the lovely Wye; to the Welsh spas of Builth Wells and Llandrindod Wells; to ancient Monmouth and to Hereford, with its splendid cathedral; to picturesque Brecon and the foot of the Brecon Beacons; to Cray Reservoir, which supplies Swansea with water, through a glorious mountain country as grand and inspiring as any in Wales; and to the vast and magnificently situated ruin of Carreg Cennen Castle. Other grand ruins, such as those of the castles of Kidwelly and Manorbier, can all comfortably be reached.

Famous places on the Somerset, Devon and South Wales coast, such as Ilfracombe, Lynmouth, Clovelly, Minehead, Lundy Island, Weston-super-Mare, Cardiff, Porthcawl, Penarth and Tenby, can be visited by excursion steamers from Swansea and Mumbles Piers.

Music

*Indoor
Amusements*

*Motor-coach
Trips from
Swansea*

*Excursions
by Sea*



Colquhoun Ltd., Photo

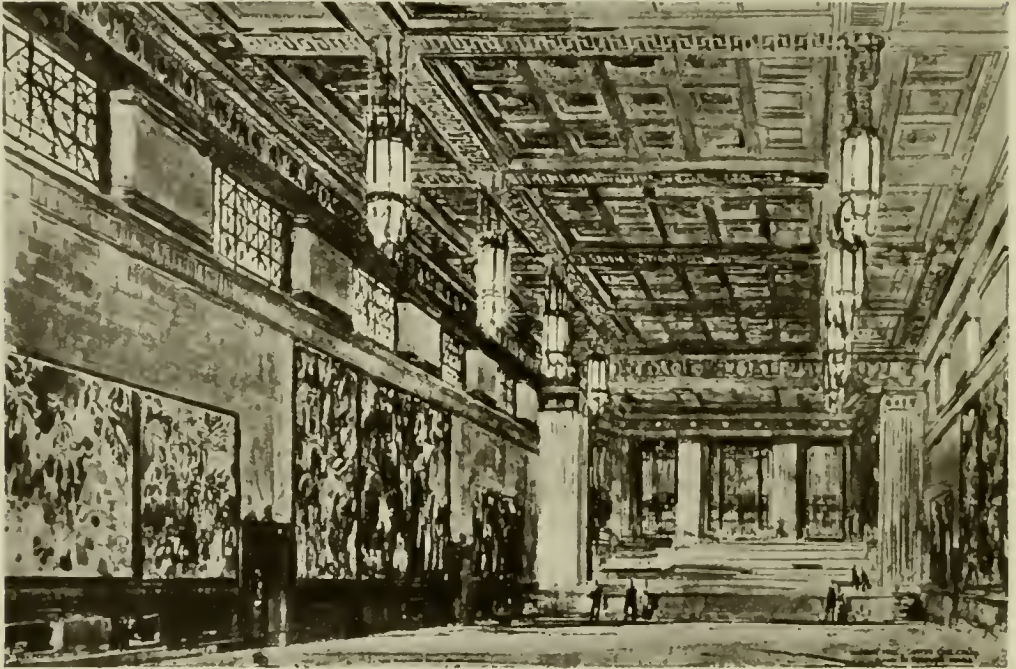
Pennard Castle and Golf Links—Approach to Seventh Green

Pennard Castle stands on a cliff overlooking a small arm of the sea and, as seen from any of the neighbouring vantage points, presents an attractive picture. The castle, built in the thirteenth century is now a ruin, half concealed by the sand that has been slowly burying it for centuries. An easy walk from the castle is Pennard Church containing an old barrel-organ, the mechanical music from which, generations ago, led the congregation in the singing.

The British Empire Panels in the Brangwyn Hall

By W. GRANT MURRAY, A.R.C.A.

SWANSEA is indeed fortunate in being the proud possessor of the British Empire Panels which adorn the walls of the Brangwyn Hall in the New Guildhall. The acquisition of these masterpieces will place Swansea on the Art map of the world. The panels were painted by a Welshman—Mr. Frank Brangwyn, R.A.—probably one of the best known artists of the twentieth century.



The Brangwyn Hall
(showing panels by Mr. Frank Brangwyn, R.A.)

Through the generosity of Viscount Iveagh and his Co-Trustees Swansea now possesses one of the most beautiful halls in Great Britain, and its fame will spread far and wide. The Brangwyn Hall will become one of the recognized centres for visitors who possess a love for beauty. Architecturally, the Brangwyn Hall is a shrine of beauty, and with the addition of the Panels it becomes an idyll—

“With the glories of the purple Spring
To dress thy Bower and trim thy new abode.”

To Brangwyn the Empire is a pageant which he has transferred into the sphere of Art with an intense flame-like imagination that will awaken in us the sense of wonder to which romance always appeals, that imaginative sympathy which is the secret of artistic creation and can only be realized by it.

The wonder and loveliness of the Empire as seen by the master mind are as exquisite as the coming of Spring and quite as natural—the life of man, the life of a flower, and Life's manifold mysteries, as musical as Apollo's lute. At the touch of the magic hand the hall blossoms and becomes full of the fragrance of Spring.

The hall will become a retreat for those harassed by the routine of daily cares, or troubled by the jarring of nations, while those stirred by æsthetic tastes will be drawn as by a mystic magnet to sojourn, if but for a moment, where the "Falling fruit and berries paint the ground and lavish Nature laughs and strews her stores around."

The British Empire Panels symbolize in lyrical form and colour the flora, fauna and ethnography of the British Empire.

On the North Wall commencing on the left, are two panels symbolic of the West Indies and West Africa; in the centre a group of three panels of Canada (industrial), and on the right two panels of Canada and England.

On the East Wall is a group of three panels symbolizing North Africa and the East Indies, with a small connecting panel over the doorway which was specially painted by Mr. Brangwyn to complete the scheme for Swansea.

On the South Wall commencing at the left, are two panels of Australia and East Africa; in the centre a group of three panels of India, and on the right, next the platform, two panels of Burma and Siam.

Though depicted in separate panels and groups the main theme is one—the unity of the British Empire, one great family living in peace and harmony.

Approach the masterpiece in the same spirit as you would listen to an oratorio, enjoy the rhythm, the harmony, the design and the joyous colour, and on each succeeding visit you will find some added pleasure, till

" All its fire is in your bosom,
All its beauty in your spirit,
All its mystery in your being,
And all its splendour in your language."

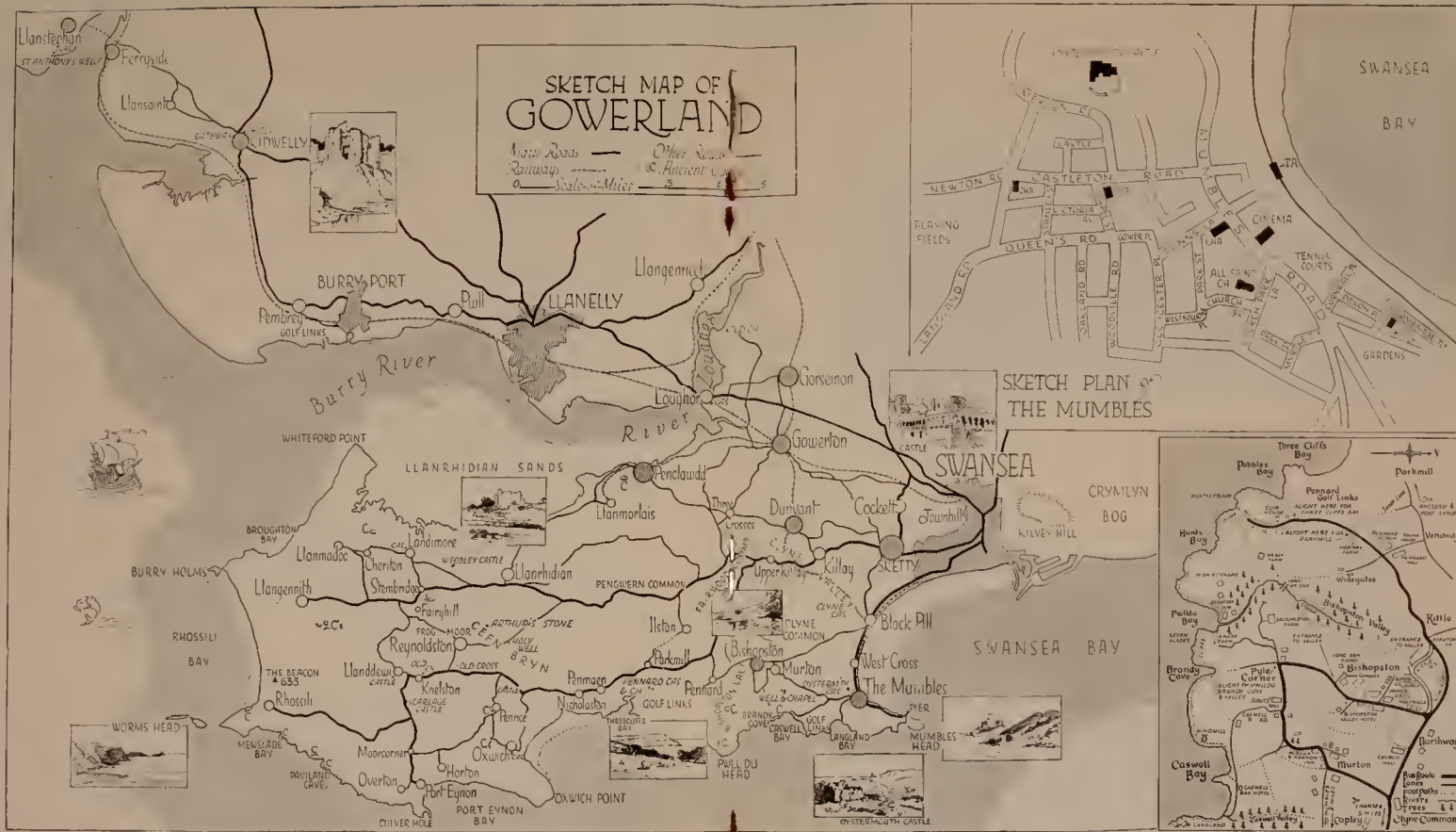
Viewing the mural decorations we cannot but be conscious of the master mind that created them and also of the abundance of Nature's gifts to our Empire. "Thou openest Thine hand, and satisfiest the desire of every living thing."

OVERLEAF will be found a pictorial map of the Gower peninsula showing the situation and extent of this delightful holiday district.

No visitor who has the time to spare should leave Swansea without seeing some of the beauty spots of Gower. Once somewhat inaccessible, these can now be reached with ease and comfort by means of the daily motor-omnibus services and summer motor-coach tours of the South Wales Transport Co. Ltd., the services of the Gower Vanguard Motors (1920) Ltd., and those of the Swan Motor Co. (Swansea) Ltd. Excellent motor-coach facilities for private parties are also provided by the foregoing. Private motorists will find that every provision for garaging their cars combined, when desired, with expert technical attention, is made by the various local motor-engineering firms whose names are given in the list on page 55.

Nor should it be overlooked by readers who can make a stay of some duration that throughout Swansea, Mumbles and the Gower Peninsula splendid accommodation is now afforded by hotels, boarding houses and apartments, at terms suited to visitors of all classes (see pages 7 and 55).

This delightful corner of Glamorgan, although rapidly becoming more widely known, is by no means overrun, nor does it suffer from the unsightly commercialism which has assailed so many other holiday haunts.



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THE RIDING SCHOOL N.H.A.

PENNARD, SOUTHGATE
Near SWANSEA

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SOUTHGATE 228



Tuition on modern lines in enclosed School and Jumping Paddock. Rides through the less well-known corners of Gower, and in the Bays Wonderful Riding Centre (no roads). Quiet, fit horses and ponies Resident Students taken (See also page 49)

Full particulars on application to
MISS B. C. BROOK
●
FREQUENT BUS SERVICE (SWAN CO) TO SCHOOL GATES



The Rockery, Educational Garden, Singleton Park

Copyright: Swansea Corporation



A part of the Ornamental Garden, Singleton Park

Copyright: Swansea Corporation

Swansea as a Place of Residence

THE county borough of Swansea, much enlarged in recent years, covers an area of forty square miles. This is more than twice the area of Nottingham, which has 100,000 more inhabitants than Swansea, and only a fifth less than the area of Edinburgh, which houses two and a half times Swansea's population.

The old Welsh city, therefore, has plenty of lung space. It actually has within its borders extensive residential districts only partly built on, some of which are being developed by the Corporation and others by private enterprise. In these desirable portions of the new Swansea that is coming into being as a direct result of the expansion of old Swansea's industries, the prospective resident has a wide choice in the matter of the situation and type of his future home.

Other municipalities may well envy the splendid housing estates of the Swansea Corporation. The most interesting and attractive are the 600 acres on the southern slopes and the plateau of Town Hill, where out of three thousand seven hundred dwellings provided for in the scheme of development, three thousand two hundred have been built and are already occupied. The monotony of design and detail which is a defect of most schemes of concentrated housing has been avoided on the Town Hill estate by giving variety of treatment to each block. Brick, coloured roughcast and pebble dashings; Mansard type roofs and different kinds of tiles and slates—all these have been successfully utilized, while the craftsmen have been left free to vary such features as chimney caps and gables.

The magnificent panorama of sea and land views from Town Hill is described on a subsequent page. To beauty and healthiness of situation may be added convenience of transport, for a regular service of splendid motor-buses covers the journey to the centre of the town and the docks in a few minutes. The buses at Sketty can also be reached by an easy and interesting walk westward.

Typical of what is being done by private enterprise in developing outer Swansea and in setting a high standard of domestic architecture, are the houses on the Llanfair Gardens Estate, West Cross—one of Swansea's most attractive suburbs. The houses, of late Tudor design, and the last word in labour-saving, planning and equipment, are effectively grouped around an octagonal garden and protected on the north side by a belt of fine old oaks and elms. The fortunate house-owner has a charming outlook southwards over Oystermouth Castle and Mumbles Head. He can enjoy quiet and seclusion and yet is within three minutes of motor-buses and electric train.

A town so admirably situated as Swansea, endowed with a health-giving climate, and environed by a beautiful countryside of inexhaustible attractions, makes an appeal as a place of residence to many besides the business and professional men whose local interests compel them to live in Swansea. Here is a great centre by the sea with advantages and equipment that enable its citizens to live the full and varied life—to enjoy the amenities of the town and the delights of the country at will. This close combination of the urban and rural—of the busy, throbbing borough and the peace and spaciousness of Nature—is rare in Britain and probably exists nowhere else in the same degree as in Swansea.

A panoramic view of this combination of town and country can be gained from the top of Town Hill, on the slopes of which most of Swansea is built. From this point of vantage the prospect embraces nearly the whole of the borough and a vast stretch of surrounding sea and land. North-east, east and south-east lies industrial and maritime Swansea—a region by itself. To the south the

*The New
Swansea*

*Corporation
Estates*

Ideal Homes

Rus in Urbe

*Swansea
from
Town Hill*

Swansea
from
Town Hill

town is seen below, spreading down the hillside to the magnificent bay, with the coast of Somerset and Devon often visible on the horizon, while west and south-west it is all God's country—glorious woods and commons beyond the suburb of Sketty and along the curving coast as far as Mumbles, and then inland the hills, glens and pastures of Gowerland, bounded on three of its sides by the sea.

The Central
Area

Central Swansea is gradually putting on a new garb. Buildings that are architecturally satisfying are replacing meaner structures—legacies of the days



Jack Thomas, Photo

A corner of the Educational Garden, Singleton Park

Notable
Buildings

when "sweetness and light" were purely secondary considerations. There are many fine, wide streets and a considerable number of striking public buildings. The most ancient and interesting structure in Swansea is the CASTLE, built by Bishop Gower about the middle of the fourteenth century, but now largely hidden by modern encroachments. Its most notable feature is the fine arcading round the external wall, very similar to Bishop Gower's palace at St. David's. The Old Guildhall or TOWN HALL, a few yards from the docks, is in the Italian style and was built in 1847. The NEW CIVIC BUILDING in Victoria Park, embracing The New Guildhall, Law Courts and Brangwyn Hall, is one which would grace any city in the kingdom. Other imposing buildings are the ROYAL INSTITUTION OF SOUTH WALES, containing a splendid museum, a library and a reading room; the PUBLIC LIBRARY, which includes the Corporation Art Gallery and contains, with its ten branch libraries, about 89,000 books; the GLYNN VIVIAN ART Gallery, with a fine collection of curios, old china and objects of art, and the EXCHANGE BUILDINGS, the home of the Chamber of Commerce. The PARISH CHURCH has been twice rebuilt, but it includes a chapel which was part of a fifteenth-century structure. The chapel contains a monument to Sir Matthew Craddock and his wife, who was the widow of the Pretender, Perkin Warbeck.



Copyright: Aerofilms Ltd.

The New Civic Building



Copyright Swansea Corporation

A part of Victoria Park

The Market

Swansea possesses the largest and most important Market in Wales. It is housed in a spacious, glass-roofed building erected in 1887, covering about two acres, and here, on Saturdays, the musical Cymric tongue can be heard at the busy stalls, where the commodities for sale include cockles from the Loughor Estuary and "laver bread," a dainty made of seaweed gathered from the rocks of Gower, and esteemed both as a luxury and as a medicine.

Beau Nash's Birthplace

A tablet in the wall of a house in Upper Goat Street records the fact that the house marks the place of birth, in 1674, of Richard Nash, famous in the history



Swansea's New Civic Centre, showing the lofty tower

From the Architect's drawing

of Bath as "Beau Nash," master of the ceremonies and arbiter of fashion in that ancient Spa. After reigning for many years over the social life of Bath like an autocrat, he died in comparative poverty in 1762.

Parks and Open Spaces

All the amenities and services which one expects in a well-governed city are provided in full measure in Swansea. Its many parks and recreation grounds cover an area of 635 acres, and the foreshore accounts for 2,187 acres in addition. Victoria Park runs parallel with the sands, and quite near is a fine Marine Parade immediately beside the beach. Here is Swansea's War Memorial, a simple and dignified Cenotaph, while in the park is the Patti Pavilion—where dances and other functions are held—and a floral clock which is a popular feature of interest with visitors. Other beautiful "breathing spaces" are Cwmdonkin Park, close to the Corporation 'Town Hill estate and, in Swansea's "West End," Brynmill Park and Singleton Park.

Cwmdonkin Park, thirteen acres in extent, is perhaps the most beautiful of Swansea's parks and includes a small botanical garden. The park is laid out on a hillside and from its terraced walks there is a fine view of the bay.

Brynmill Park, nearly ten acres in extent, has an ornamental lake and a good collection of waterfowl. Attractive flower-beds border the lake.

*Parks and
Open Spaces*

Singleton Park, acquired by the Corporation from Lord Swansea's family, is by far the most important addition to the amenities of Swansea which has been made for many years. It is referred to under "Swansea as a University Town" (page 39).

This does not exhaust the list of Swansea's parks, for there are a number of such public open spaces in the suburbs.



Jack Thomas. Photo

A Vista in Ravenhill Park

Both gas and electricity are available in Swansea for power and lighting purposes. The electricity supply is in the hands of the Corporation. The establishment of new industries is also encouraged by the offer of exceptionally favourable power rates to prospective manufacturers.

*Power and
Lighting*

The Swansea Gas Light Company has been in existence for more than a century. Its development, which has kept pace with the continuous growth of Swansea, has necessitated the erection of a completely new works.

Copious supplies of water of a remarkably pure and soft character are obtained from the great moorland catchment areas at Cray in Breconshire and near Velindre, Glamorganshire, the combined areas of the two being 5,156 acres. The impounding reservoirs which are fed from these areas have a capacity of 1,520 million gallons, while there are a number of service reservoirs situated at various points. A constant and ample supply of water is thus assured throughout the whole of the borough.

*Water
Supply*

Swansea, being a favourite holiday centre as well as a great port, is well-served, it need hardly be said, in the matter of communications by road and rail, and its facilities in this all-important direction add to its attractions as a place of residence.

*Communica-
tions*

A SPLENDID CENTRE FOR YOUR HOLIDAYS

*This Hotel is situated on the Sea Front
and commands splendid views
of Mumbles Head and
Swansea Bay . . .*

PHILLIPS (PRIVATE) HOTEL
11 PRIORTON TERRACE - SWANSEA

*One minute Civic Centre,
Shops and all Amusements. Nine
Bedrooms, Lounge and Dining Room
comfortably furnished. Highly recommended*

MODERATE TERMS.

Tariff on application.

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EXCELLENTLY SITUATED IN THE BEST PART OF SWANSEA

The **MECCA COMMERCIAL HOTEL**
PRIORTON TERRACE

STANDS on the Sea front commanding magnificent views
of Swansea Bay, Mumbles Head and the Sands. One
minute Civic Centre, Patti Pavilion, Shops and all Amuse-
ments. Near G.P.O. Garage accommodation available.
13 bedrooms. Sitting rooms and Lounge. Bathing from house.
Bed and Breakfast. Lunch. Tea. Personal Supervision.



The **MECCA CAFE**

Accommodation for 60 persons

Proprietress

Mrs. M. PERRY

LUNCHEONS, TEAS
etc.

• Parties catered for by
arrangement.

From London the approach is by the Great Western Railway and the journey of 191 miles is covered in about four hours. The main line is continued from Swansea to Carmarthen, Tenby, Milford Haven and Fishguard (for Ireland). Swansea is linked with Shrewsbury, the Midlands and the North of England by the L.M.S. Railway. The great manufacturing areas of England are thus brought into direct connection with a port through which they can draw their supplies of raw materials and export their own products in return. The private

*Trains and
Buses*



Jack Thomas, Photo

Cwmdonkin Park

resident in turn reaps a benefit from the transport facilities provided for Swansea as a port.

Eight different routes of motor-buses operate in the borough and provide a convenient means of transport in all directions.

A self-evident proof of the progress and prosperity of Swansea is provided in the principal shopping districts of the borough, where the visitor will see a number of splendid shops and stores which, in their fine architectural proportions, in their extent and in the variety and quality of their stock, are not unworthy of comparison with the great emporiums in the West End of London.

*Shopping
Facilities*

The prospective resident—and more especially the housewife—can be assured that Swansea is a first-class shopping centre and the natural market of a wide and populous district. One of its palatial stores has a floor space of over three acres and supplies every conceivable article for the person, the house and all forms of sport. In more than one of its stores there are luxurious cafés where the shopper can obtain anything from a cup of tea to a table d'hôte luncheon. As far as shopping is concerned Swansea is self-contained.

SWANSEA



The
CRICKETERS'
HOTEL

KING EDWARD ROAD
(Facing St. Helen's Cricket and Football Ground)

FULLY LICENSED.

LUNCHEONS. TEAS.

SNACK SERVICE AT BAR.

Catering for Parties or Conferences of any size.

PERSONAL SUPERVISION

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2577

Proprietor:
C. C. JAMES.

SWANSEA

Keane's Private Hotel

3 PRIORTON VILLAS
SEA FRONT

Superior Apartments

SITUATED ON SEA FRONT.
OVERLOOKS SEA AND SANDS.
EXCELLENT ACCOMMODATION
AND COOKING. MODERATE
TERMS.

●
Proprietress: Mrs. K. KEANE.

When in GOWER go to
The GOWER PETROL FILLING STATION



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All kinds of repairs
executed with
dispatch

W. G. WATERS

All Motor
Accessories Stocked

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Near SWANSEA

GREENSLADE

6 ROTHERSLADE ROAD

PRIVATE
APARTMENTS

One minute Sea and Bus

Telephone 6686

Proprietress - Mrs. McGAIRL



Colquhoun Ltd., Photo

The University College of Swansea

Swansea as a University Town

THE Welsh people have a passion for education and Swansea provides an educational ladder from the elementary school to the University.

The old Grammar School, founded in 1682 by Bishop Hugh Gore is now an Intermediate School for boys under the control of the Swansea Corporation and there is a similar school for girls. There are also well-equipped elementary schools, a training college for schoolmistresses and a technical college where courses are given in chemistry, metallurgy and engineering.

The pride of Swansea is its great University College, partly housed in a noble building which was formerly Singleton Abbey and the seat of the Vivian family. The magnificent park of 249 acres surrounding the mansion is grandly situated on the shores of Swansea Bay and is notable for the beautiful display of rhododendrons in the summer; thirty-four acres of this park are appropriated for the use of the College.

The University College of Swansea is one of the four constituent colleges of the University of Wales, the other three being at Aberystwyth, Cardiff and Bangor. Swansea is therefore a University town and all qualified men and women students can use this splendid foundation for a liberal education, for specialized study, or to become graduates of the University of Wales in Arts, Pure Science or Applied Science (Engineering and Metallurgy).

A special feature of the College is the provision of hostels for men and women who desire to go into residence, and seven large houses, secured by gift or purchase, are already occupied.

The Grammar School

University College

Hostels



Port Eynon Head, as seen from Horton

Copyright : Swansea Corporation



The Lake, Brynmill Park, Swansea

Copyright : Swansea Corporation

Maritime and Industrial Swansea

INDUSTRY has a romance of its own not less enthralling than the romance of history or the romance of war. It becomes still more fascinating when, as in the case of Swansea, one can go down to a great harbour with its miles of quays and hundreds of acres of docks and see the raw materials and products of that industry coming and going from or to the farthest ends of the earth.

Swansea is an important metallurgical centre; it is also the leading centre of the tinplate trade and the premier oil and coal port of Great Britain. Its equipment for the loading and unloading of vessels, as one would expect, is up-to-date and complete in every particular. The four modern docks cover a water area of nearly 300 acres and there are more than six miles of quays, while the vast warehouses have not far short of a million square feet of floor space.

A group of three "royal" docks represents the modern development of the Port of Swansea. Queen's Dock is 150 acres in extent, and was opened by Queen Mary in 1920. Here, there are great oil storage tanks connected by miles of pipe lines with the refineries at Llandarcy.

The King's Dock—area 221 acres—is a cargo dock with great storage sheds and coaling quays, while the Prince of Wales's Dock is similarly equipped. Then there is South Dock, and many smaller docks and basins as well as six dry docks. Work can be carried on night and day, if necessary, for the docks are lighted throughout by electricity and electric power is used for operating some of the great cranes and other port equipment, which includes fifty hydraulic and over thirty electric cranes, capable of lifting loads up to seventy tons. Accommodation can be provided in these docks for the largest sea-going cargo ships afloat, and regular sailings are made by one of the most important cargo lines to the principal ports in North and South America, the Far East, Africa, Australia, and the Continent.

The import of crude oil and its export, after refining, in the form of petrol, kerosene and fuel oil, forms one of Swansea's major industries. The oil is transported by great tank steamers specially designed for service to and from Swansea and each has a capacity of between 8,000 and 10,000 tons. So efficient is the organization and equipment that a cargo of 10,000 tons of crude oil can be discharged from one of these tankers in twelve hours. The unloading and shipment of the oil is confined to the splendid Queen's Dock, where the most scientific methods of handling the oil can be seen in operation.

It is estimated that the coal reserves of the Swansea district will last for 1,800 years, and coal has already been dug for 900 years past. Millions of tons of coal—mainly steam and anthracite—are exported from Swansea yearly. An important subsidiary industry is the production of patent fuel, made of small coal mixed with pitch in the form either of briquettes or ovoids, the size and shape of a large hen's egg.

"Treasure" ships from every clime come to Swansea laden with ores, including the precious metals, to be smelted and refined. This is one of the great industries of Swansea, and in many cases the ores are not only smelted, but the finished products such as tubes, sheets and copper bottoms, are prepared for the market. It is interesting to note that the scientific process of copper refining originated in the Swansea district.

Swansea contributes the greater portion of the total output of tinplates in Great Britain while it produces a great variety of steel products, such as weldless tubes, flanged pipes, coils for refrigerators and heaters, and poles for lighting, traction

*Chief Coal
and Oil Port*

The Docks

Oil Tankers

*Coal and
Patent Fuel*

Smelting

*Tinplates
and Steel*

and telegraph purposes. The tinplate industry in Swansea is so highly developed that it is capable of producing nearly one million tons of tinplate a year.



Tankers in the Queen's Dock, Swansea

By courtesy of the Anglo-Iranian Oil Co. Ltd.

Oil Refining

The story of the petroleum refining industry at Swansea from its inception is a real romance which deserves more space than can be given in this guide. The explorer, the geologist, the engineer and the chemist have all played their part in the establishment of this local industry since the discovery of the Iranian oilfields in 1902 by the representatives of Mr. W. K. D'Arcy, whose name is incorporated in that of the great refinery at Llandarcy—a few miles from Swansea—belonging to the National Oil Refineries Limited, a subsidiary of the Anglo-Iranian Oil Company Limited.

In its great tank "farm" seventy-five million gallons of crude oil can be stored ready for the process of refining which transforms it into fuel and lubricants for millions of motor-cars and power units of all kinds.

The refinery itself, opened in 1922, is an outstanding example of modern industrial development, producing a wide range of petroleum products and giving employment to a large personnel, the majority of whom are housed on or near the property. The inflammable nature of most of the material concerned demands special protection against fire, risk of which is reduced to a minimum by elaborate precautions embodying the most up-to-date fire prevention and fire fighting installations.

Swansea in History

A SCANDINAVIAN rover named Sweyn was apparently the founder of Swansea long before the Norman Conquest, if we are to accept as correct the derivation of the town's name from "Sweyn's ey," the "ey" being the inlet or estuary of the River Tawe, where a settlement was established.

Under the Normans, who began the conquest of Gower within thirty years of the Battle of Hastings, the town was variously named Sweynesse and Sweyneshe, as we know from two charters—one granted by William Earl of Warwick, in the last quarter of the twelfth century, and the other by King John in 1215—but it was not mentioned under its Welsh name of Aber Tawe until the beginning of the thirteenth century.

The town grew up around the castle which Henry de Beaumont, the Norman invader of Gower, built in 1099—one of the many fortresses that made South Wales a "land of castles." It was repeatedly attacked by the Welsh in their heroic attempts to wrest Gower and Swansea from the Norman grasp and was finally destroyed in 1260 by Llewelyn, the last Prince of North Wales. The existing castle, or fortified palace, was built towards the middle of the fourteenth century by the palace-building prelate Bishop Gower, the "William Wykeham of Wales," on the site of Henry de Beaumont's demolished castle.

The conflicts between Normans and Welsh failed to prevent the town from making steady progress and securing charters and trading rights from Kings and Lord Marchers. It was visited by King John and by the first and second Edwards and as early as the twelfth century had become a port of some consideration. Swansea shared in the great sea exploits of Elizabeth's reign and furnished ships for the defence of the coast against the Spaniards, while in the following century it took the side of King Charles in the Civil War, but Cromwell, who visited Swansea more than once after its occupation by the Parliamentary forces, nevertheless granted it a new charter with greater privileges and powers. The Parliament, in 1646, had ordered the castle to be dismantled, but the Royal troops, under the command of Major-General Llangharne, seized and garrisoned it. They were unable to hold it against Cromwell, who quickly regained possession when he visited the town and for a time made the castle his headquarters.

The history of Swansea during the last two centuries has been politically uneventful, but commercially and industrially it has been a record of continuous development. Four dates, which may be regarded as historic, mark the town's progress to its present position: 1719, when its first copper-smelting works were established; 1798, when the Swansea Canal was constructed; 1836, when the River Tawe was dammed; and 1847, when the first dock was built. Swansea has since then continued to make industrial history.

"Sweyneshe"

*The Norman
Castle*

*A Medieval
Port*

*Royalist
Swansea*

*Four Historic
Dates*

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Places of Interest

ROYAL INSTITUTION OF SOUTH WALES contains valuable Museum Collection and Library.

THE GLYNN VIVIAN ART GALLERY, Alexandra Road, open 10 a.m. until dusk, admission free, contains works of French and Italian Masters. Two or three loan collections yearly.

THE CENTRAL LIBRARY contains many thousands of volumes. Has three departments, Lending, Reference and News Room.

THE DEFFETT FRANCIS ART GALLERY (adjoins Public Library). The collection includes : Drawings, Water-colours, Wood-cuts, Lithographs, Etchings and Engravings of every description.

THE OLD GUILDHALL and ASSIZE COURTS are at the bottom of Wind Street, but have now been superseded by the

NEW GUILDHALL AND LAW COURTS in Victoria Park, near the Foreshore, which with the prominent tower form an imposing architectural ensemble. In this building the Brangwyn Panels may be inspected any day with the exception of Sunday.

THE PATTI PAVILION at the Mumbles end of Victoria Park, a spacious structure for dances and other functions. Presented to the town by Madame Patti.

SWANSEA MARKET, situated in Oxford Street. The largest in Wales. Glass-roofed building covering two-acres.

CINEMAS. Swansea is well provided with cinemas, of which the Albert Hall and Plaza are the largest.

THE KING'S DOCK. A visit to this dock (by arrangement) is well worth while. Covering an area of 221 acres it is one of the largest in the world.

SINGLETON PARK, containing University College of Swansea (originally the seat of Lord Swansea), covers 249 acres.

The Educational Garden, with its collection of rare and sub-tropical plants, attracts large numbers daily. Seasonal floral displays are an added attraction.

BRYNMILL PARK, close by, contains a lake with waterfowl, and also an interesting collection of small animals, etc.

VICTORIA PARK has an interesting exhibit during the summer months—a floral clock, a delightful attraction to young and old.

RAVENHILL PARK, situated at Fforestfach, about three miles from Swansea, has a fine view of the surrounding country, the panorama embracing four counties.

THE SANDS. A wonderful stretch of firm clean sand commencing from the docks and extending to Mumbles, about five miles.

YE OLDE CROSS KEYS in St. Mary Street, built in 1332, a hoary vestige of antiquity, is a mecca for artists and connoisseurs.

BEAU NASH. The birthplace of Beau Nash in Upper Goat Street, in 1674, is recorded by a tablet in the wall. He was famous as the leader of fashion in the social life of Bath for many years.

OYSTERMOUTH CASTLE. An ancient ruin overlooking the Mumbles Bay, built seven centuries ago. Remains of huge banqueting hall, dungeons and whipping posts. Still in a fair state of preservation. A small charge is made for admission and a reduction is made for parties (see page 46).

BISHOPSTON VALLEY—a winding gorge which runs inland from Pwlldu Bay ; steep slopes, sylvan glades, and luxurious growths make this valley of outstanding beauty.

PARKMILL—a favourite haunt for picnic parties, a lovely glen.

LANGLAND BAY—one of the largest of the bays. Its firm clean sands and magnificent background of rocks, trees and green slopes, make a visit here a lasting memory.

BRANDY COVE—a smugglers' haunt in olden times. Less than half a mile west from Caswell Bay.

PWLLDU (*black pool*) is the outlet of Bishopston Valley and the stream which flows from there forms a pool which gives its name to the bay.

THREE CLIFFS Bay—a delightful corner. The bay is surrounded by high cliffs, the summits of some of them being the sites of ruined castles—Pennard, Penrice, etc.

BACON HOLE, MITCHIN HOLE AND PAVILAND CAVES, all with their history in the dim and distant past, and from which bones of mammoths have been obtained (now in the Museum).

HORTON AND PORT EYNON—a picturesque village of thatched cottages ; quiet, and with an old-world atmosphere.

WORMS HEAD terminates the peninsula about a mile from the mainland ; reached at low water by causeway. Stands 200 feet above sea level.

Sports and Amusements

When the holiday-maker desires to vary his programme and take a rest from exploring, he will find that Swansea provides generous facilities for all forms of sport and recreation.

Angling

The angler will find good sea-fishing from the piers at Swansea and Mumbles ; the fish to be caught include sole, cod, gurnet, ling and whiting.

Bathing (outdoor)

The numerous bays along the coast offer a variety of choice for safe bathing ; there are several bathing stations under the control of the Corporation where tents and dressing accommodation can be hired on reasonable terms.

Bathing (indoor)

The covered bath is situated near the sands where private Turkish and sea-water baths are provided.

Boating

Motor and rowing boats are available for visitors, and the Mumbles boatmen ply for hire at the various bays along the coast.

Bowling

Bowling greens are provided in all the large public parks, and the popularity of this pastime increases each year. Charges—4d. per hour per person, including the hire of slips.

Cricket

The principal cricket matches are played at St. Helens, and the Glamorgan County Cricket Club play a number of their county matches at Swansea.

Football (Association)

Association football has a very considerable following, the Swansea Town Football Club being members of the Second Division English League ; their ground is situated right in the centre of the town and is readily accessible by motor bus.

Football (Rugby)

Swansea is widely known for its Rugby activities. The premier club occupies a foremost place amongst the leading clubs of the country. There are in addition several other smaller clubs. St. Helens, the headquarters of the senior club, is near the sands, and frequent services of electric trains and buses pass the ground. International matches are played at St. Helens.

Golf

Golfers have a wide choice of courses, all near the town or easily reached by bus. There is a 9-hole course at Blackpill, an 18-hole course at Langland Bay (about 5 miles), while there are excellent 18-hole courses at Clyne (3 miles), Jersey Marine, Briton Ferry, Royal Porthcawl, Pyle and Kenfig, and Pennard. Sunday play is allowed on all these courses with the exception of the one at Blackpill.

Miniature Golf and Putting

Courses are laid out at Ravenhill Park, Langland Bay Grounds, Underhill Recreation Ground and the Swansea Promenade.

Tennis

Hard tennis courts are provided in all the large public parks.

Summer Carnival

The Annual Hospital Carnival takes place in August Bank Holiday week of each year.

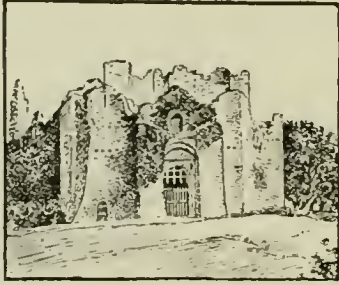
Indoor Amusements

There is no dearth of these, and enjoyable entertainment can always be found at one or other of the various places, which include the Empire Theatre, several cinemas, and the Patti Pavilion—the last-mentioned being principally devoted to dancing.

Lantern Lectures

A set of Lantern Slides, illustrating Swansea, Mumbles and the Gower coast as a holiday resort, are loaned free of charge. Application for the loan should be made to the Publicity Department, Guildhall, Swansea.

(See also notes regarding "Sport and Recreation" on page 23)



A Fascinating Tourist Haunt !!

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Oystermouth Castle

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PERCHED on the brow of a rocky eminence, the massive white ivy covered walls of this ancient Fortress have witnessed the passage of seven centuries of stirring episode and fierce siege. It is the Castle of the Fairy Tale—a favourite alike with the Artist and Photographer. See the great GATEWAY with walls of the Portcullis drawbridge and much machicolations through which the inmates poured boiling oil or molten lead upon the heads of daring assailants. Also the huge Banqueting Hall and State Apartments upstairs, with their fine windows and spacious fireplaces, the old keep, with the gloomy prison dungeon with its gruesome whipping post, the PRIVATE CHAPEL, still preserving its beautiful piscina and ambry used during the celebration of Mass, and the vast kitchen with walls of the old time roasting jack—a relic of good living in the days when Knights were bold.

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LLANRHIDIAN

LLANRHIDIAN is a pleasant old village standing about $2\frac{1}{2}$ miles north-east of Reynoldston, somewhat less from the north coast of Gower, and readily reached from Swansea by motor-bus. The village, which retains much of its ancient charm, makes a convenient centre for visiting the many beautiful bays for which Gower is so justly famed. Evidence of Llanrhidian's colourful past is afforded by the old village stocks which are of stone and rare in type. A mile or so to the south of the village, on the north-western flank of Cefn-y-Bryn, a ridge of high ground reaching at its highest point an elevation of over 600 feet, is the famous dolmen called "Arthur's Stone," a huge block supported by nine lesser ones, the whole probably erected in prehistoric times.

Of interest to many visitors will be the fact that at Llanrhidian the New Moon Residential Country Club is to be found, of which further particulars are given on the page opposite.

VISITORS TO SWANSEA

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23 GLANBRYDAN AVENUE
UPLANDS

Notes in Passing

Motor-omnibus services are also run throughout the Gower Peninsula by the SOUTH WALES TRANSPORT CO. LTD., who are the largest operators of road transport services in the vicinity extending as far afield as Carmarthen, Llandilo, Brecon and Porthcawl, and cover intensively the intervening country. Throughout the summer months the Company also conducts special day, afternoon and evening tours in its luxurious vehicles to all the noted beauty spots and places of interest in the district. Special facilities are provided for private parties.

THE VANGUARD BUS SERVICES have been running between Swansea and Gower since the days of the horse buses (1910). They are the only services that enable visitors to explore the whole of the Peninsula, running to Rhossilly (Worms Head), Llangennith and Llanmadoc. Although the Company has been established since 1910, the fleet of coaches is the most modern and luxurious in the district, and is in great demand for private hire during the busy holiday months.

A frequent daily omnibus service covering the district between Brandy Cove, Pwlldu, Bishopston Valley, Pobbles Bay, Pennard Golf Links and Caswell Bay is run from opposite the Grand Cinema by the SWAN MOTOR CO. (SWANSEA) LTD., whose headquarters are at Singleton Street, Swansea. The Company also conducts day, half-day and evening tours to all the neighbouring beauty spots and provides luxury coaches for private hire.

ST. JOHN'S COLLEGE, MORRISTON, which has accommodation (boys only) for boarders, either weekly or full term, has the distinction of being the only private school in North Swansea. A co-educational establishment, conducted by Mr. E. J. Hopkins, B.Sc., assisted by a graduate staff, it provides full preparation for boys and girls, from four to eighteen years, for School Certificate, Matriculation, Scholarships (School and University), Inter. B.A. and B.Sc. (London), including *Applied Science*. Although it is in the heart of the industrial area, it is surrounded by beautiful scenery and playing fields, and swimming baths are favourably situated—an important point in view of Swansea's hilly nature. The school is easily reached from all parts of the Swansea district and from Neath and Llanelly. Application for prospectus should be made to the Headmaster.

The RIDING SCHOOL, PENNARD, GOWER, near SWANSEA, is staffed by real horse-lovers and experienced instructors, and the welfare of the rider and the horse are recognized as being essentially inseparable. Children and beginners of all ages are taught by methods and in environments best calculated to foster confidence and consequently enjoyment even in the early stages of instruction. Tuition is given also in the care of horses, and saddlery, and in the breaking and making of young horses. Situated in its

own grounds, a few yards from Pennard Golf Course, and within 5 minutes walk of one of the most beautiful bays in Gower, the vicinity of the School offers plenty of occupation to resident pupils and to the non-riding members of families on holiday. Gower provides the most unique and varied riding country in the kingdom. (See centre page.)

The "SOUTH WALES EVENING POST" is the only evening newspaper circulating in South-West Wales and thus covers not only the densely populated industrial territory within a radius of ten miles from Swansea, where over five hundred works, collieries and industrial undertakings are located, but also the whole of the agricultural counties of Carmarthenshire, Pembrokeshire, the greater part of Cardiganshire and portions of Brecknock and Radnorshire. An elaborate network of correspondents throughout this area enables the paper to give a first-class service of local news while, of course, all national, international and sporting events are catered for. There is hardly any event of pictorial importance in the district which is not recorded in the *Evening Post*, the value of which as an advertising medium for the territory it serves has been recognized on every hand.

W. NORDHOFF, GENERAL HAULAGE AND TRANSPORT CONTRACTOR, BLACKPILL, by reliability, promptitude and quickness of despatch, combined with moderate charges, has built up an enviable connection amongst industrial and commercial firms. Full particulars will be gladly accorded to any who are interested in the services Mr. Nordhoff provides.

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giving the South Wales Laundry a trial will be quickly convinced of the quality, really excellent value and of either, **the fully hand finished,** or **machine finished service,** and will almost certainly follow up the experiment by employing the laundry regularly. Not only has it a great and growing connection among Swansea housewives, but also with hotels, schools and important business establishments. It is important to note that this Laundry is in no way connected with any other laundry in South Wales. *Telephone 3380.*

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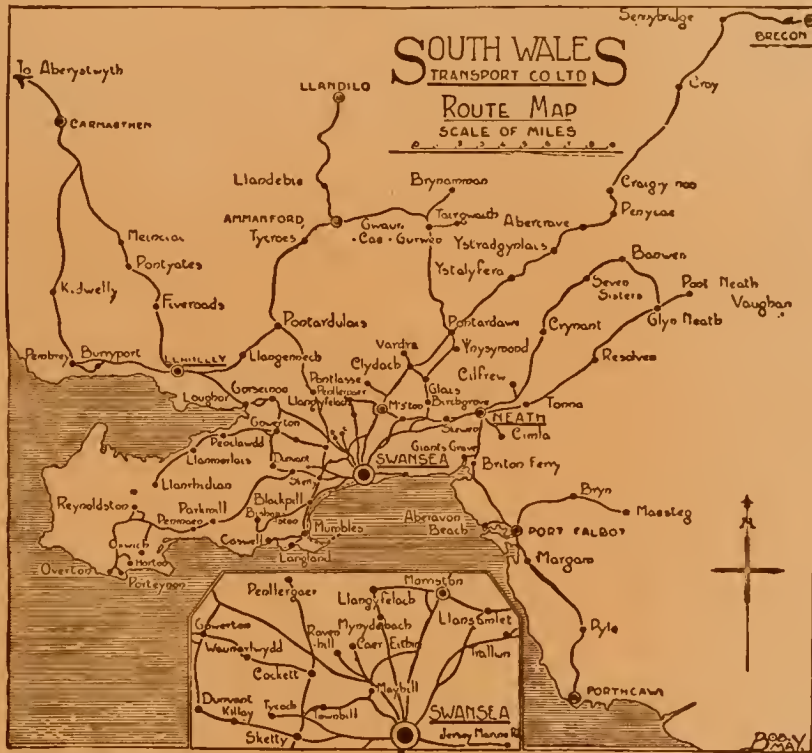
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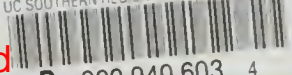
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