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Guaranteed Pure Empire Tea

(Imitation is always the sincerest flattery, but very often the commonest and meanest fraud).

" Though rivals in plenty to *match* KOL-Y-ENTE
Have tried very hard you'll agree,
The popular favour goes out to the flavour
And health-giving charm of this Tea.
So highly it's rated, they can't imitate it,
The Blend is a secret, you see—
So, failing to track it,
They turn to the packet,
For nothing can easier be
Than to copy a label
And print on some fable,
But that won't deceive you or me!"

For the protection of the Public the name " KOL-Y-ENTE " is registered—only the colouring and the wording

On this Carton may be IMITATED
But the name is INVIOLEABLE.
The quality of the Tea is INIMITABLE.

DEMAND

'KOL-Y-ENTE'

Take no substitute which is tendered for sake of extra profit.

BEWARE!

Luton Town Football & Athletic

CO., LTD.

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SECRETARY-MANAGER : MR. HAROLD WIGHTMAN.
ASSISTANT SECRETARY : MR. A. E. WICKSON.
HONORARY MEDICAL OFFICER : E. J. CRARER, M.B., Ch.B.

The League—Div. III. LUTON v. NORTHAMPTON. Sat., Dec. 30th.

TO EVERYBODY : A BRIGHT, PROSPEROUS, AND HAPPY
NEW YEAR.

Our old friends from Northampton have been staging something like a " come-back." They have been playing splendidly of late, and have had a right good Christmas. Changes in their team as compared with the opening match of the season are numerous. Of the team we defeated at the County ground there are included only five players, and one of them, Park, who played centre-half, is down to play full back to-day as substitute for Crilly, who is on the injured list. Wells and Tolland are the only forwards who played at Northampton, the other three playing with the Reserves at Luton on that day, as also did Riches and McGuire.

A lot of hard work by the trainers has been necessary this week to get so many players sound again, for a dozen players reported more or less serious injuries on Wednesday morning. Fraser is still being rested, and so Joe Rennie makes his fourth consecutive appearance. The forward line is something like an experiment. Pease, Andy Rennie and Pearson are all nursing damaged knees, but, happily, George Martin is fit again. Freddy Holbeach thus gets his first game with the seniors, and the surprise packet is Harry Reece at outside left. Reece, when he was injured last Saturday and had to go to the wing, showed up so well when he had the opportunity that none will cavil about his chance there. Bell leads the attack.

May we get a really good game, and the worst we wish our old friends, the Cobblers, is that they will lose to-day for the last time this season, unless we have to meet them in the F.A. Cup. (No, we have not yet been beaten).

We would remind supporters that next Saturday the Arsenal Reserves are due at Luton. What about a record attendance for a Reserves' game as well as at the Cup-tie the following week?

Only 4/- Enclosure and 3/- Lane Stand Tickets left. Get these while they are available. You know what Londoners are !

LUTON TOWN F.C. :: 1st XI. FIXTURES.

THE LEAGUE, DIV. III—SOUTHERN

Date.	Opponent.	Ground.	Last Season's		F.	A.
			Results.			
Aug. 26	Northampton Town	A	(0-1)	3	2	
" 28	Charlton Athletic	H		2	1	
Sept. 2	Torquay United	H	(2-1)	10	2	
" 4	Charlton Athletic	A		0	2	
" 9	Queen's Park Rangers	A	(1-3)	1	2	
" 13	Crystal Palace	A	(0-3)	2	2	
" 16	Newport County	H	(2-2)	1	1	
" 23	Norwich City	A	(1-2)	0	4	
" 30	Bristol City	H	(5-4)	3	0	
Oct. 7	Clapton Orient	A	(0-0)	1	1	
" 14	Swindon Town	H	(6-2)	2	3	
" 21	Watford	H	(3-2)	2	1	
" 28	Reading	A	(1-4)	1	4	
Nov. 4	Coventry City	H	(4-1)	0	1	
" 11	Southend United	A	(1-2)	1	0	
" 18	Bristol Rovers	H	(1-1)	2	2	
" 25	F.A. Cup (1st Round)					
Dec. 2	Gillingham	H	(2-1)	4	2	
" 9	Exeter City	A	(0-2)	2	4	
" 16	Cardiff City	H	(8-1)	3	1	

Date.	Opponent.	Ground.	Last Season's		F.	A.
			Results			
Dec. 23	Bournemouth	A	(2-0)	3	4	
" 25	Aldershot	A	(2-2)	0	0	
" 26	Aldershot	H	(2-1)	1	1	
" 30	Northampton Town	H	(2-1)			
Jan. 6	Torquay United	A	(1-3)			
" 13	F.A. Cup (Luton's entry)					
" 20	Queen's Park Rangers	H	(3-1)			
" 27	Newport County	A	(2-3)			
Feb. 3	Norwich	H	(1-1)			
" 10	Bristol City	A	(2-5)			
" 17	Clapton Orient	H	(4-1)			
" 24	Swindon Town	A	(1-1)			
Mar. 3	Watford	A	(1-4)			
" 10	Reading	H	(1-1)			
" 17	Coventry City	A	(0-4)			
" 24	Southend United	H	(3-3)			
" 30	Brighton and Hove	A	(0-2)			
" 31	Bristol Rovers	A	(0-0)			
Apr. 2	Brighton	H	(0-0)			
" 7	Crystal Palace	H	(1-1)			
" 14	Gillingham	A	(1-1)			
" 21	Exeter City	H	(4-0)			
" 28	Cardiff City	A	(2-3)			
May 5	Bournemouth	H	(1-2)			

That other GOAL! THE MANCHESTER CAFE

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VARIETY
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LUTON TOWN F.C. :: 2nd XI. FIXTURES.

LONDON COMBINATION.

Date.	Opponent.	Ground.	Last Season's		F.	A.
			Results.			
Aug. 26	Northampton Town	H	(2-2)	3	3	
" 28	Swansea Town	A	(1-3)	0	1	
Sept. 2	Arsenal	A	(1-3)	1	3	
" 4	Swansea Town	H	(0-2)	1	0	
" 9	Queen's Park Rangers	H	(2-3)	0	2	
" 14	Charlton Athletic	A	(2-3)	2	2	
" 16	Fulham	A	(1-5)	0	2	
" 23	Southampton	H	(3-0)	1	0	
" 27	Millwall Athletic	H	(8-0)	5	2	
" 30	Bristol City	A	(1-1)	0	2	
Oct. 7	Bournemouth	H		6	2	
" 16	Millwall Athletic	A	(1-4)	0	2	
" 21	Leicester City	A	(0-2)	0	4	
" 28	Tottenham Hotspur	H	(0-0)	1	3	
Nov. 1	Cambridge University (Friendly)	H		5	2	
" 4	Brentford	A	(0-5)	0	7	
" 11	Chelsea	H	(5-0)	5	0	
" 18	Crystal Palace	A	(1-5)	2	1	
" 25	Portsmouth	H	(3-1)	0	3	
Dec. 2	Southend United	A	(0-1)	1	0	
" 9	Coventry City	H	(4-0)	1	0	
" 16	Reading	A	(4-2)	0	3	
" 23	Watford	H	(1-1)	5	3	

Date.	Opponent.	Ground.	Last Season's		F.	A.
			Results.			
Dec. 25	West Ham United	H	(2-1)	1	2	
" 26	West Ham United	A	(0-3)	2	2	
" 30	Northampton Town	A	(2-3)			
Jan. 6	Arsenal	H	(1-0)			
" 13	Charlton Athletic	H	(5-1)			
" 20	Queen's Park Rangers	A	(1-2)			
" 27	Fulham	H	(0-2)			
Feb. 3	Southampton	A	(1-0)			
" 10	Bristol City	H	(2-6)			
" 17	Bournemouth	A				
" 24	Aldershot	H	(3-0)			
Mar. 3	Leicester City	H	(0-0)			
" 10	Tottenham Hotspur	A	(0-0)			
" 17	Brentford	H	(1-2)			
" 24	Chelsea	A	(0-3)			
" 30	Brighton and Hove	H	(1-1)			
" 31	Crystal Palace	H	(5-2)			
Apr. 2	Brighton and Hove	A	(0-1)			
" 7	Portsmouth	A	(0-1)			
" 14	Southend United	H	(3-0)			
" 21	Coventry City	A	(2-4)			
" 25	Aldershot	A	(1-1)			
" 28	Reading	H	(6-1)			
May 5	Watford	A	(1-3)			

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BESPOKE AND
SURGICAL
BOOTMAKER

Work done by Skilled Men
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Quotations on application.

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 AND HEATHER THATCHER IN
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(WHITE SHIRTS; BLACK KNICKERS)

RIGHT

LEFT

1 Harford

2 Kingham

3 Mackey

4 Kean

5 McGinnigle

6 Rennie (J.)

7 Holbeach

8 Martin

9 Bell

10 Hutchison

11 Reece

Referee—

Mr. A. J. Jewell, London.



Linesmen—

Mr. R. C. Greenwood, London (red flag); Mr. H. J. Hancock, Harlesden (blue flag).

12 Wells

13 Tolland

14 Henson

15 Frazer

16 McAlear

17 Davies

18 McGuire

19 Riches

20 Dawes

21 Park

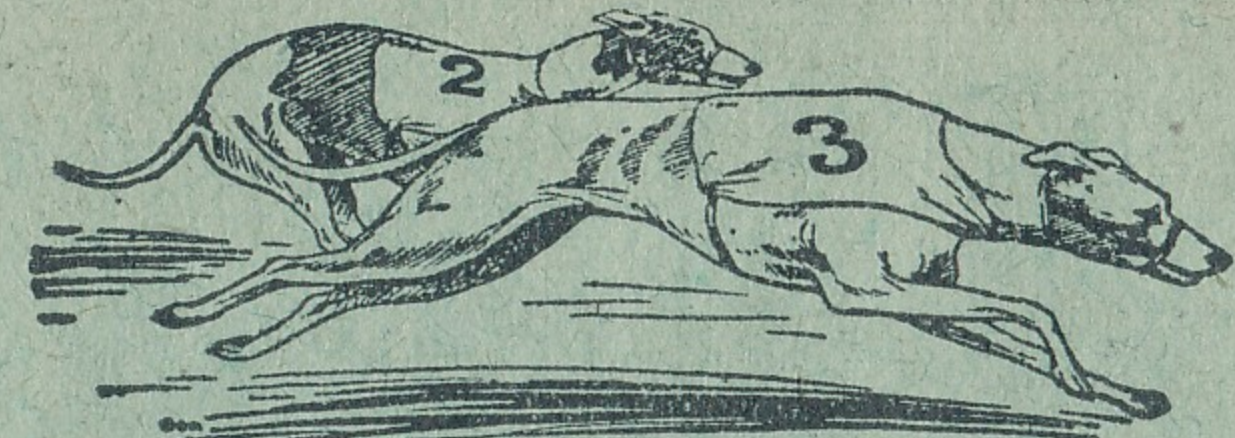
22 Allen (T.)

NORTHAMPTON TOWN

(CLARET JERSEYS; WHITE KNICKERS)

LEFT

RIGHT



Proprietors:
 Luton & Dunstable
 Greyhound Racing Club, Ltd.
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EVERY WEDNESDAY AND SATURDAY EVENING AT
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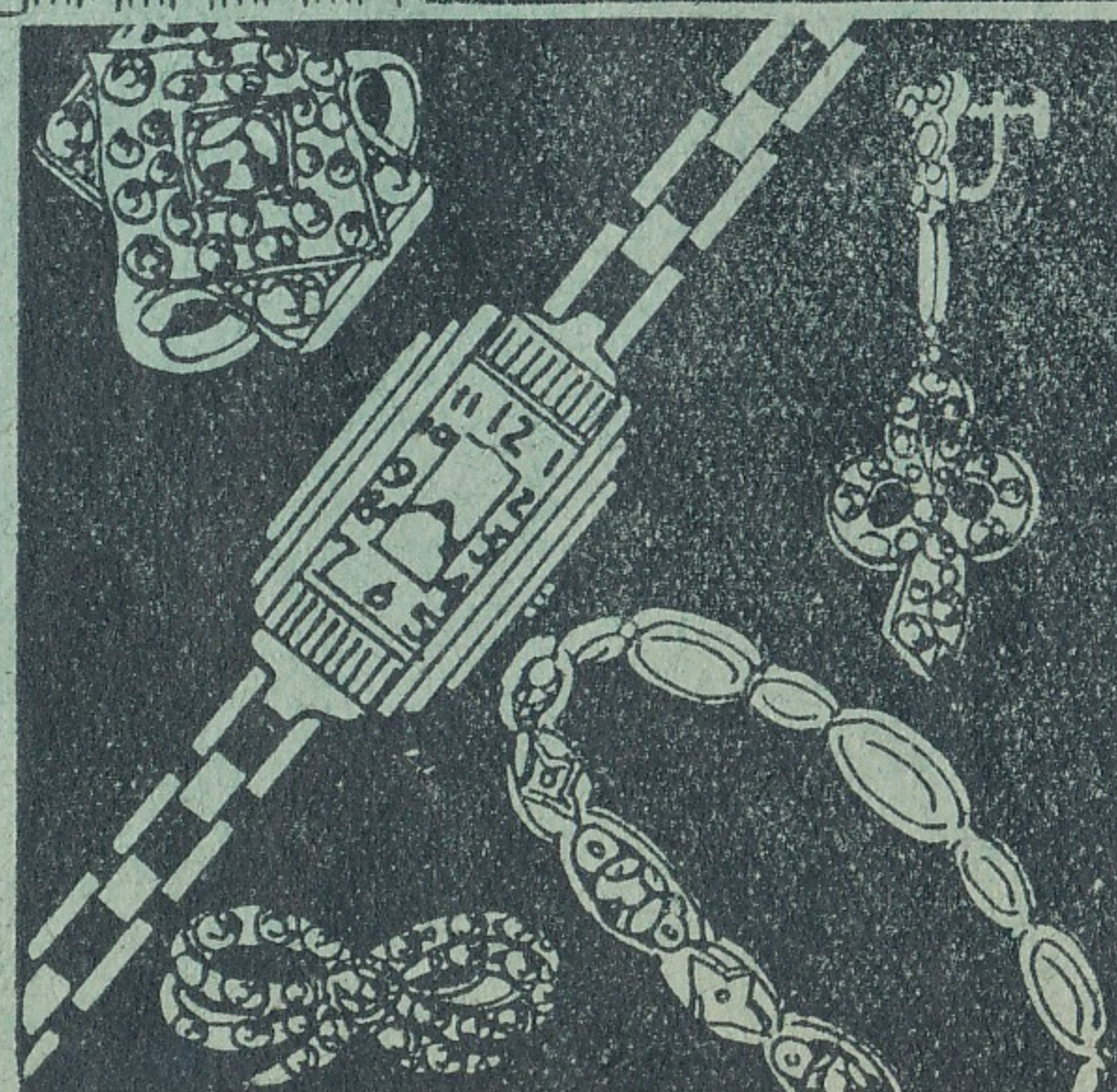
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THE JEWELLERS.
 SEE SPECIAL XMAS DISPLAYS OF CLOCKS, SILVER AND CENTURY PLATE, ETC.
 48 GEORGE STREET

ATTENDANCES BAROMETER

Figures of Attendances and Receipts compared with those of last season. Receipts are given to the nearest £. Reserves' games marked (R). (Charlton take place of Brentford. In Reserves' games Bournemouth take the place of Orient).

1932—33.				1933—34.*				
Date.	Atten.	Gross Rec.	Net Rec.	Date.	Atten.	Gross Rec.	Net Rec.	
		£	£			£	£	
Northampton	Aug. 27	11414	661	551	(R) Aug. 26	3140	97	82
Bristol C. (R)	" 29	2367	72	61	" 28	11904	663	553
West Ham (R)	Sept. 3	3894	128	109	Sept. 2	10475	596	497
Orient	" 5	4496	296	247	(R) " 4	1704	51	43
Southampton (R)	" 12	1095	33	28	(R) " 9	2437	74	63
Brentford (R)	" 17	2214	68	58	" 16	10072	559	466
Torquay	" 24	8424	475	396	(R) " 23	1899	79	66
Reading (R)	" 28	823	25	21	(R) " 27	728	23	19
Swansea (R)	Oct. 1	1645	67	56	" 30	8831	492	411
Gillingham	" 8	6244	360	300	(R) Oct. 7	2634	83	76
Newport	" 15	6504	362	302	" 14	7756	458	382
Millwall (R)	" 22	1468	47	40	" 21	10674	617	575
Cardiff	" 29	6002	366	305	(R) " 28	1343	64	53
'Spurs (R)	Nov. 5	2771	86	73	Nov. 4	7690	437	365
Notwich	" 12	5501	324	270	(R) " 11	2802	87	74
Brighton (R)	" 19	1577	50	43	" 18	6778	374	311
Portsmouth (R)	Dec. 3	2180	68	57	Dec. 2	5447	295	246
					(R) " 9	1665	51	43
Southend (R)	Dec. 17	2268	71	60	" 16	5984	321	268
Palace	" 24	7042	397	331	(R) " 23	2106	65	55
Arsenal (R)	" 26	4659	151	128	(R) " 25	3439	107	91
Bournemouth	" 27	10428	617	514	" 26	8301	488	407
Totals	...	93016	4724	3950	Totals	117809	6081	5080

*Clubs as per fixture list.

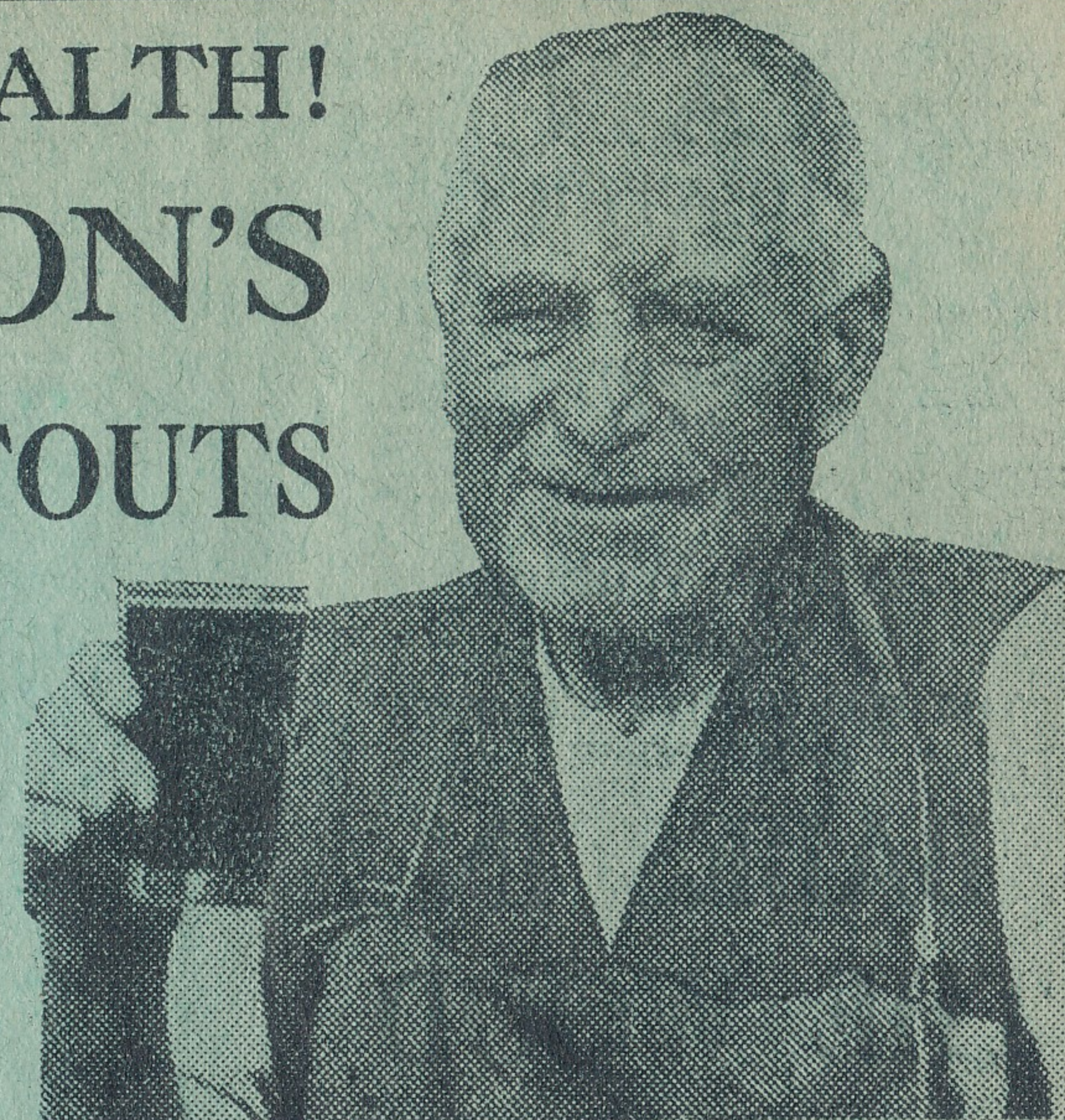
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ARTHUR WATSON AND TOM MAYNARD

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Today's Half-time Scores



The half-time scores are given in two lists.
for the second list will be given

CLUBS	SCORES
FIRST NAMED IS HOME TEAM	
FIRST LIST.	
A Birmingham v. Arsenal	
B Chelsea v. Stoke	
C Derby C. v. Middlesbrough	
D Leeds v. Blackburn	
E Leicester v. Villa	
F Liverpool v. Wolves	
G Portsmouth v. Newcastle	
H Wednesday v. Manchester C.	
K Sunderland v. Huddersfield	
L 'Spurs v. Sheffield United	
M West Bromwich v. Everton	
N Bolton v. West Ham	

NOTE.—The letter in the Programme corresponds
that the first-named Club has scored

time Scores

Copy the first list and then watch the Board
immediately.

CLUBS	SCORES
FIRST NAMED IS HOME TEAM	
SECOND LIST.	
A Brentford v. Forest	
B Burnley v. Grimsby	
C Millwall v. Lincoln	
D Aldershot v. Torquay	
E Bournemouth v. Charlton	
F Brighton v. Q.P.R.	
G Bristol R. v. Bristol C.	
H Cardiff v. Watford	
K Orient v. Norwich	
L Palace v. Southend	
M Gillingham v. Coventry	
N Swindon v. Newport	

with the letter on the Board—thus A 0-1 means
a and their opponents 1.

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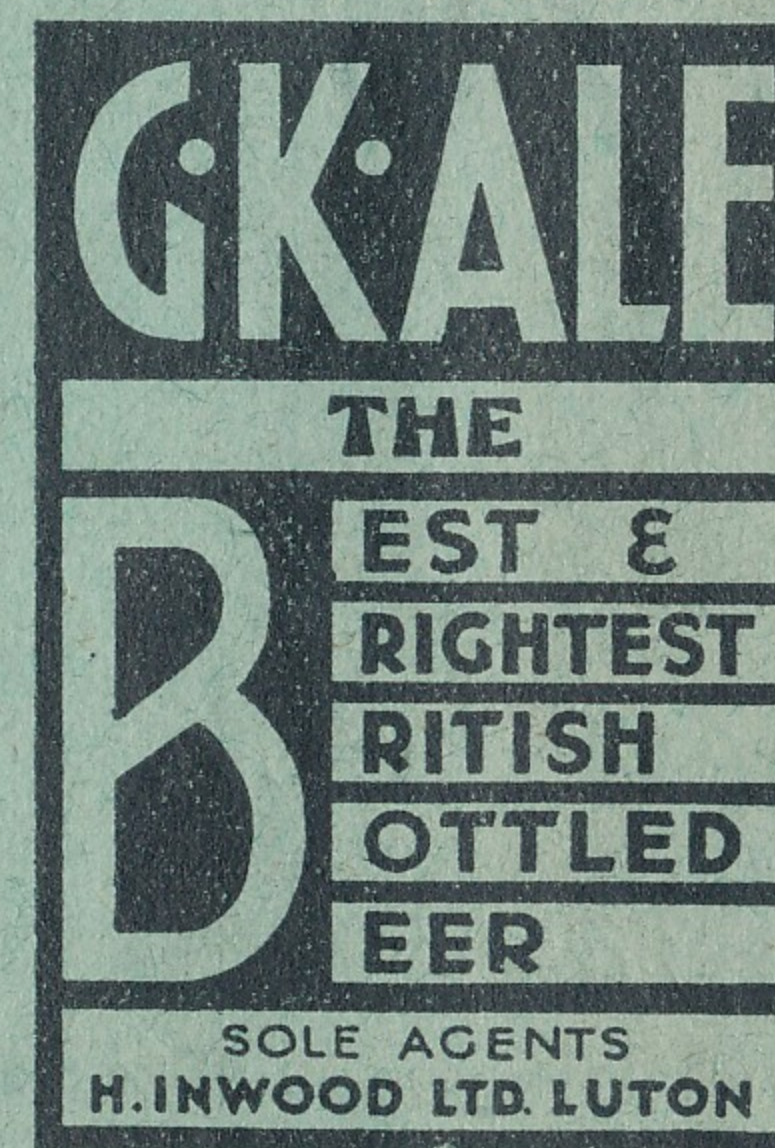
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	SMALL BOTTLES	LARGE BOTTLES	FLAGONS
G.K.	4d.	7d.	1/1
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How They Stand in the League

DIVISION III (SOUTH)

	P	W	L	D	F	A	P
Norwich	21	13	4	4	47	27	30
Rangers	20	12	4	4	40	21	28
Coventry	21	10	4	7	49	27	27
Reading	20	11	5	4	45	25	26
Charlton	20	12	6	2	49	30	26
Exeter	22	10	8	4	41	32	24
Bristol Rov.	20	10	7	3	38	27	23
LUTON TOWN	22	8	8	6	44	40	22
Swindon	20	9	7	4	29	34	22
Palace	21	8	8	5	37	35	21
Brighton	21	7	9	5	33	32	19
Northampton	20	7	8	5	37	39	19
Bournemouth	20	7	9	4	33	42	18
Aldershot	20	5	7	8	17	24	18
Torquay	20	8	10	2	26	46	18
Orient	21	6	10	5	29	39	17
Newport	20	4	7	9	19	29	17
Watford	21	6	11	4	35	35	16
Gillingham	20	6	10	4	36	48	16
Southend	20	6	10	4	21	33	16
Bristol C.	20	3	9	8	26	44	14
Cardiff	20	5	12	3	28	50	13

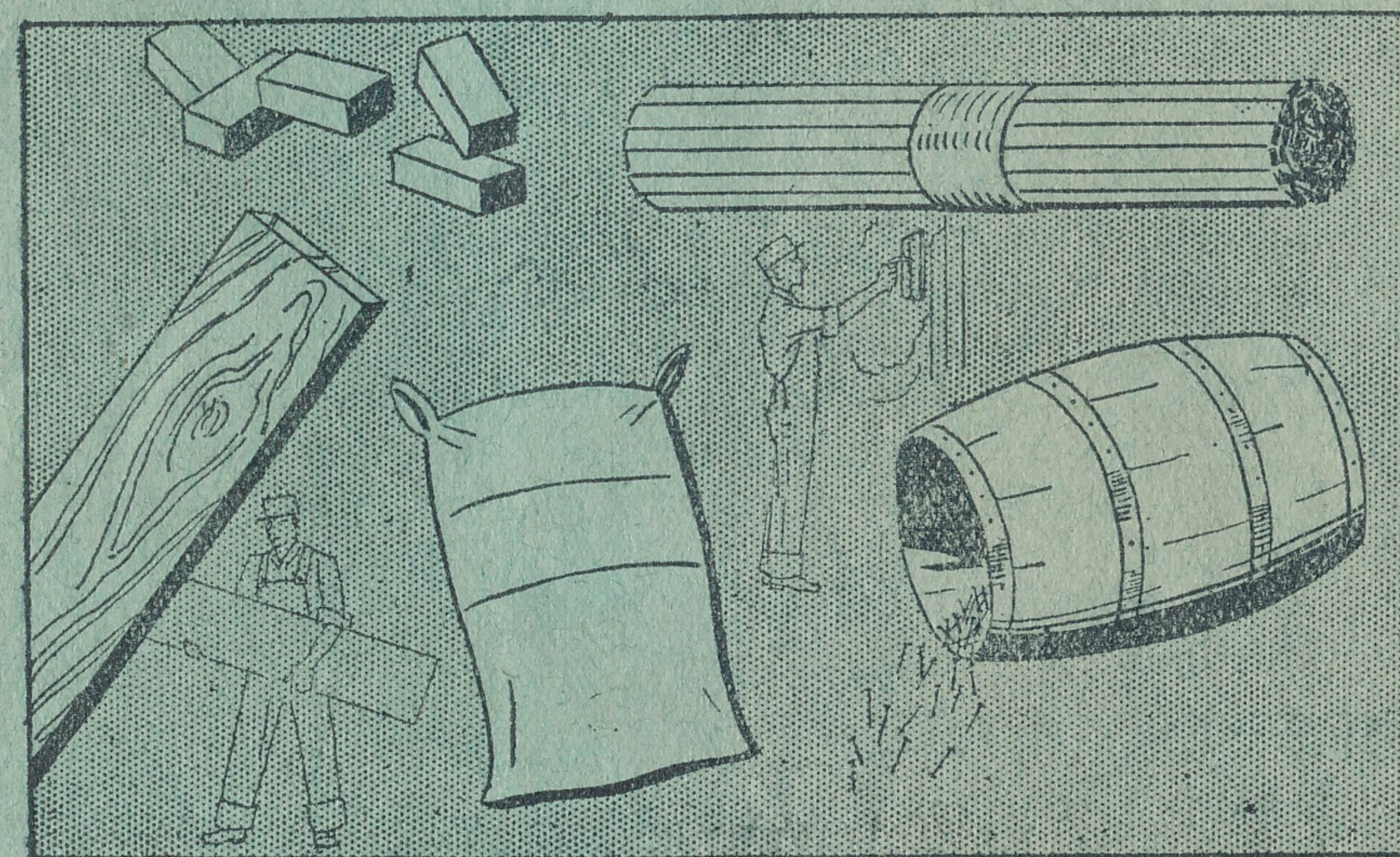
LONDON COMBINATION

	P	W	L	D	F	A	P
Arsenal	24	17	6	1	70	29	35
Brentford	23	14	4	5	51	26	33
Chelsea	23	14	5	4	43	34	32
Spurs	22	14	6	2	64	35	30
West Ham	22	12	5	5	63	38	29
Reading	24	12	7	5	47	32	29
Bristol C.	24	10	7	7	49	50	27
Southend	24	11	10	3	43	40	25
Southampton	26	9	10	7	37	36	25
Rangers	22	10	8	4	48	41	24
Fulham	24	9	9	6	46	49	24
Coventry	23	8	8	7	36	29	23
Portsmouth	24	9	10	5	39	43	23
Leicester	25	9	12	4	44	47	22
Palace	25	10	13	2	50	55	22
Brighton	24	9	11	4	39	43	22
LUTON TOWN	24	9	12	3	37	49	21
Swansea	26	6	12	8	26	37	20
Watford	22	7	10	5	52	49	19
Charlton	25	6	12	7	34	52	19
Millwall	25	6	12	7	36	62	19
Aldershot	25	7	15	3	39	59	17
Bournemouth	23	7	14	2	36	68	16
Northampton	22	5	12	5	26	52	15

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PHONE 197.

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