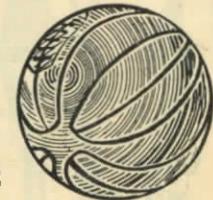




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OFFICIAL
JOURNAL

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TWOPENCE



League III (Southern)

August 25th, 1934.

LUTON TOWN v. SOUTHEND UNITED

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Luton Football and Athletic Co.,



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Percival G. Mitchell, C.C., Stewart C. Wilkinson, E. Hugh Woods, Philip W. Wright

Secretary-Manager: Mr. Harold Wightman.

Assistant Secretary: Mr. A. E. Wickson.

Honorary Medical Officer: E. J. Crarer, M.B., Ch.B.

TO-DAY we commence on our 'serious' campaign, and for our opening match we have as our visitors, our old friends and rivals, Southend United, and to them we extend a hearty welcome to our ground to-day.

The 'Shrimpers' have undergone a number of changes since last season. In the first place they have removed their headquarters from the Kursaal, and have now established themselves in more commodious premises at the Southend Stadium. Secondly they have appointed as their Manager, David B. N. Jack, the ex-Arsenal inside right, whose transfer from Bolton Wanderers caused a stir in football circles as the fee the Arsenal paid for his services was the first to reach five figures. Mr. Jack has had a famous playing career and in addition to possessing three Cup Final Medals has appeared in nine international matches, two each against Scotland, Wales and Austria, and one each against France, Belgium and Germany.

Southend finished sixteenth in the League Table last season and it was doubtless because of this that they only retained fourteen of their players, amongst whom were Donovan, Jones, Moore, Robinson and Wilson, old favourites with Luton supporters. In an endeavour to strengthen their side the Southend Directorate have launched out considerably, and proof of this can be seen from the names of the newcomers. They are L. Kelly (St. Anthony) and A. Stevenson (Brentford) full backs, W. A. Williams a half back from Sheffield Wednesday, F. Cheesmur and R. Oswald both from

Sheffield United, the latter making no fewer than 30 appearances in the first team last season, W. Johnson (Oldham Athletic), W. Jackson (Stoke), Ivor Rogers (New Tredegar), J. F. Clark (Benburb) and B. Jones (Bolton) forwards.

The results of our matches during the past three seasons with our seaside visitors have ended all square as both Clubs have been victorious on each of two occasions, whilst the remaining two have ended in draws. Southend have always been noted for their clever football and the matches between us have always produced struggles which have been continued when we have again met.

D. Whitelaw.	4th season. Formerly with Bristol City.
A. Stevenson.	Recruit. Spent many seasons with Brentford and has shown remarkable form in the trial matches.
D. Robinson	Another old servant. Had rather serious injury two seasons ago.
W. A. Williams	Recruit from Sheffield Wednesday. Shown up extremely well in trials.
J. Wilson	4th season. Formerly with Newcastle United.
W. C. Smith	2nd season. Played mostly with the Reserves.
R. Oswald	Recruit from Sheffield United. Looked upon as outstanding capture.
E. Jones	Sixth season. Only forward to retain his place.
H. Johnson	Recruit from Oldham Athletic.
F. Cheesmur	Recruit from Sheffield United. With Oswald recognised as great capture.
J. Clark	Recruit. Gained Scottish Junior Cup Medal last season with Benburb Star.

Club Notes

We wonder how many supporters would have chosen the team that has been selected to-day. As all who have witnessed the "practice games" will agree, the task of making the final selection has been very difficult, and doubtless there will be some who will disagree with us, especially those who prefer definite styles and methods of play. But in our present opinion the team that has been selected is our strongest combination, and we hope that when our boys enter the field to-day the supporters will forget all personal fancies and give the lads a rousing reception.

Greatest interest will be centred around our new goalkeeper Charlie Preedy whose transfer we obtained from Bristol Rovers on Thursday morning last. Although a native of Neemuch, India, he learnt his football after arriving in England and has seen service with Bostall Heath, Charlton Athletic, Wigan Borough, Arsenal and Bristol Rovers. He is the possessor of a Cup Final Medal and many spectators here to-day will remember his great performance on the occasion when the Arsenal defeated Huddersfield Town at Wembley by 2 goals to nil in season 1929-30. We give him a hearty welcome to Luton and trust his sojourn with us will be a very happy one.

Supporters will regret to hear that Joe Rennie, who has been training here with the other players since they reported, broke down when trying out his knee the other day. Dr Crarer has examined the knee again and has advised Joe to have a complete rest from football for at least six months in order to enable a strengthening of the knee joint.

Through the generosity and co-operation of the Managements of the Alma Theatre and the Palace Theatre we are enabled to present at each match two passes, which will enable programme holders to visit one of these places of entertainment during the following week. A board will be taken round the ground during the interval intimating the numbers selected, and purchasers, who have in their possession programmes bearing these numbers, are requested to make personal application at the office of the Club immediately after the termination of a match, to claim the passes.



Letters to the Editor

The Programme Editor,
Luton Town F.C.

Dear Sir,

I think it might do a little good if you could reprint the enclosed extract from George Allison's "Sunday Express" Broadcast in an early edition of our new programme, because quite often we do get a certain amount of unjust barracking on the Town Ground.

Yours truly,
F. P. DAY.

58, Selbourne Road,
Luton.

Extract from
George Allison's "Sunday Express" Broadcast.

And now forgive me if I preach a very short sermon.

The supporters of football have got to play their part in the game if they want to get the best out of it. Football should set a standard.

Let's leave the barracking and the bickering to other games.

Help the player, encourage him. Give him credit for doing his best. Don't discourage him by hurling criticism at him in the moment of failure. Footballers are very human. They have hearts and tender feelings.

I have found that a kind word, a little friendly and sincere encouragement, can do more to bring the best out of a man than all the harsh treatment in the world can ever produce.

The public, ever hasty to condemn, seem to forget that the players are not machines. Each player has his own troubles. He may be ill, domestic worries may be preying on his mind, there may be sickness in his family. The hundred and one things that upset us never seem to be regarded as existing among players by those who are more ready to condemn than encourage.

I have been in football for more years than I care to remember, and I say emphatically, I have seen many a side cheered to victory, but never one jeered to success.

PROGRAMME
WINNING NUMBERS

on Saturday, August 11th.

287 Mr. R. S. Clark, "Chedon,"
Stoke Road, Linslade.
719 Not Claimed

Messages
for Season 1934-5

Coun. Chas. Jeyes, C.C.
(Chairman Luton Town F.C.)

To-day we commence what I hope will be the best year in our history, that of winning the League and so gaining promotion. I believe we have the best set of players the Club has ever engaged. Let us give them all the encouragement we can, always remembering that we can get more by encouragement than by criticism.

Our manager will be all out I know, to get our boys at the top. If he fails it will not be for want of trying, and I am confident that if our boys go on the field with the will to win there is no team in the League to stop them being at the Top; but to get there they must be consistent. In wishing them the best of luck I know I am voicing the feeling of my Colleagues and of every Supporter of the Luton Town Club.

CHAS. JEYES.

Manager

We have all been looking forward to to-day, as it starts another season of our great national game. The thousands of spectators who will be attending to-day's opening matches will gladly welcome their favourite teams onto the field and trust that the future has one of the coveted but limited honours in store for them.

I, personally, should like to see one such honour come our way as without a doubt the time is long overdue; especially when you consider that this Club is the oldest League Club in the South of England.

However I can assure you we shall make every effort to achieve this ambition, as well as give the supporters entertaining and pleasing football.

HAROLD WIGHTMAN.

Next Match, Monday August 27th.

LONDON COMBINATION

LUTON TOWN v. TOTTENHAM H.

KICK-OFF 6.30 p.m.

ADMISSION. Ground 7d. Boys 4d.

Stand and Enclosure 1/-. Boys 7d. Centre Bay 6d. extra.

ALL PRICES INCLUDE ENTERTAINMENT TAX.

Captain

The boys are all very keen, and I may say impatient, to get down to serious play, and are thoroughly looking forward to to-day's game. We all hope fortune will smile sweetly upon us, and I think with any reasonable luck, we shall have a great season so that when May draws near we should be serious contenders for the championship.

We are a very happy family, and realise that there can only be eleven of us in the first team, but, at the same time, those of us who happen to be playing for the "stiffs" will always be trying to replace those who are in the first team.

I should like to ask our supporters to give us encouragement. As many of you know from your own different degrees of employment a little praise tends to increase your efforts, especially when things are not going your way any too well.

FRED. KEAN.

IMPORTANT.

The Directors have decided to create a Boys' Entrance at Maple Road. The Entrance will be that used by the Season Ticket Holders. All Boys using same must purchase a ticket from the Club Representative who is on duty there.

LUTON BAND
PROGRAMME

1 Fox Trot "The Old Covered Bridge" Brown	***	Hartland
2 Waltz "Lullaby Lady" ***		
3 Fox Trot "Waggon Wheels" ... McMichael		
4 Trombone Solo "The Joy Wheel" Sutton		
5 "Stein Song" (by request) ***		Valee
<u>Half-Time</u>		
6 March "The Great Little Army" ***		Alford

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Progressive Circulating
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and 228, Biscot Road,
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'Phone 476.

To-Days Half-Time Scores

The half-time scores are given in two lists. Copy the first list and then
watch the Board for the second list, which will be given immediately.

FIRST LIST

A Birmingham v. Aston Villa
B Derby C. v. Chelsea
C Leeds U. v. Middlesbrough
D Leicester C. v. Wolverhampton
E Liverpool v. Blackburn R.
F Portsmouth v. Arsenal
G Preston N. E. v. Grimsby T.
H Sheffield W. v. Stoke C.
K Sunderland v. Huddersfield T.
L Tottenham H. v. Everton
M West. Brom. A. v. Manchester C.
N Brentford v. Norwich C.

NOTE—The Letter in the Programme corresponds with the letter on the Board—
thus A 0-1 means that the first-named Club has scored 0 and their opponents 1.

SECOND LIST

A Burnley v. Southampton
B Fulham v. Plymouth A.
C Notts. F. v. Newcastle U.
D Port Vale v. Sheffield U.
E Aldershot v. Crystal P.
F Bristol C. v. Watford
G Cardiff C. v. Charlton A.
H Clapton Orient v. Reading
K Coventry C. v. Northampton T.
L Exeter City v. Newport County
M Gillingham v. Torquay U.
N Swindon v. Queens Park R.

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attention.

THE SUPPORTERS CLUB

Chairman: Mr. P. A. EDWARDS.
Vice-Chairman: Mr. H. JENKINS.
Hon. Treasurer: Mr. W. PEASE.
Hon. Registrar: Mr. F. E. LLOYD.
Hon. Secretary: Mr. C. W. GILDER,
"News Office," Luton.

FIRST of all it is my pleasant duty to wish the
Town Club (Officials and Players alike) every
success possible for 1934-35.

We were very sorry to hear at the meeting on
Thursday, August 16th, of the accident to Geo.
Harford and sincerely hope that he will soon be
alright. It was good to notice the feeling of
keenness at the Supporters Club Meeting last week.
As most of you already know we have several
schemes on the go and we are now finding that
people outside the Club are prepared to help. The
number of Vice-Presidents (and the coloured paper
which accompanied the letters) made one stare.
Not only that, but most of them have offered to
help in other ways. For instance, the respective
managers of the Grand Theatre, Palace Theatre and
the Alma are all going to help to get some real tip-
top artistes and leading radio and film stars to
appear at the Assembly Hall. We hope you will
all "come up and see us" on November 14th and
so on.

We could do with more helpers to take over
some of the stop watch competition cards. Will
anyone oblige? If so please enquire at the
Supporters Club Hut.

This week I am able to let you know definitely
the amount of profit made at the Boxing Tournamen-
t. It was approximately £40. This statement
is made at the request of several friends who were
anxious to know. It is a nice little sum but by no
means sufficient to warrant the amount of work
and worry entailed.

Don't forget—if you have any ideas which you
would like to be considered, then we are at your
service. Call at the Supporters Club Hut and you
will be heartily welcomed.

Finally we welcome any member of the
Southend Supporters Club who may be present.
May you see a good game and the best team win
but we hope that team will be LUTON.

The attendance and gate receipts of the match on
Saturday last were 3,702 and £100/4/9 respectively.
The figures and receipts for the corresponding match
last year were 4,448 and £120/18/6 respectively. The
total receipts of the two practice matches this season
is therefore £191/14/3 as against £209/5/3 for season
1933/4 or a decrease of £17/11/0.

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heaters. There's one
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FIXTURES 1934-35

First XI Division III (Southern):

Sat., Aug. 25	Southend United	H	/	/
Mon. ..	27	Cardiff City	A	
Sat., Sept. 1	Bristol Rovers	A		
Mon. ..	3	Cardiff City	A	
Sat. ..	8	Charlton Athletic	H	
Sat. ..	15	Crystal Palace	A	
Sat. ..	22	Queens Park Rangers	H	
Sat. ..	29	Torquay United	A	
Sat., Oct. 6	Swindon Town	H		
Sat. ..	13	Aldershot	AA	
Sat. ..	20	Exeter City	AA	
Sat. ..	27	Bristol City	H	
Sat., Nov. 3	Bournemouth	A		
Sat. ..	10	Watford	H	
Sat. ..	17	Clapton Orient	AA	
Sat. ..	24	Millwall	H	
Sat., Dec. 1	Reading	A		
Sat. ..	8	Northampton	H	
Sat. ..	15	Millwall	AA	
Sat. ..	22	Coventry City	HH	
Tues. ..	25	Brighton & Hove A.	HH	
Wed. ..	26	Brighton & Hove A.	AA	
Sat. ..	29	Southend United	A	
Sat., Jan. 5	Bristol Rovers	H		
Sat. ..	12	Gillingham	HH	
Sat. ..	19	Charlton Athletic	AA	
Sat. ..	26	Crystal Palace	H	
Sat., Feb. 2	Queens Park Rangers	A		
Sat. ..	9	Torquay United	H	
Sat. ..	16	Swindon Town	AA	
Sat. ..	23	Aldershot	H	
Sat., Mar. 2	Exeter City	H		
Sat. ..	9	Bristol City	AA	
Sat. ..	16	Bournemouth	HH	
Sat. ..	23	Watford	AA	
Sat. ..	30	Clapton Orient	H	
Sat., April 6	Gillingham	A		
Sat. ..	13	Reading	HH	
Fri. ..	19	Newport County	AA	
Sat. ..	20	Northampton Town	AA	
Mon. ..	22	Newport County	H	
Sat. ..	27			
Sat., May 4	Coventry City	A		

Reserve Fixtures London Combination

Sat., Aug. 25	Watford	...	A	/
Mon. ..	27	Tottenham Hotspur	H	
Sat., Sept. 1	Southend United	...	H	
Mon. ..	3	Tottenham Hotspur	AA	
Sat. ..	8	Southampton	A	
Sat. ..	15	Charlton Athletic	AA	
Mon. ..	17	Leicester City	H	
Sat. ..	24	Crystal Palace	A	
Sat. ..	31	Chelsea	H	
Wed., Oct. 3	Brighton & Hove	...	AA	
Sat. ..	6	Queens Park Rangers	AA	
Sat. ..	13	Clapton Orient	AA	
Sat. ..	20	Arsenal	H	
Wed. ..	24	Brighton & Hove A.	H	
Sat. ..	27	Bournemouth	A	
Sat. ..	10	Reading	AA	
Sat. ..	17	Brentford	AA	
Sat. ..	24	Fulham	AA	
Sat., Dec. 1	Coventry City	...	H	
Sat. ..	8	Millwall	AA	
Sat. ..	15	Bristol City	H	
Sat. ..	22	Portsmouth	AA	
Tues. ..	25	West Ham	AA	
Wed. ..	26	West Ham	H	
Sat. ..	29	Watford	H	
Sat., Jan. 5	Southend United	...	AA	
Sat. ..	12	Leicester City	AA	
Sat. ..	19	Southampton	AA	
Sat. ..	26	Charlton Athletic	AA	
Sat., Feb. 2	Crystal Palace	...	AA	
Sat. ..	9	Chelsea	AA	
Sat. ..	16	Queens Park Rangers	HH	
Sat. ..	23	Clapton Orient	HH	
Sat., Mar. 2	2	Arsenal	AA	
Sat. ..	9	Bournemouth	AA	
Sat. ..	16	Northampton Town	AA	
Sat. ..	23	Reading	AA	
Sat., April 6	Fulham	...	AA	
Sat. ..	13	Coventry City	AA	
Fri. ..	19	Swansea Town	AA	
Sat. ..	20	Millwall	AA	
Mon. ..	22	Swansea Town	AA	
Sat. ..	27	Bristol City	AA	
Sat., May 4	Portsmouth	...	H	

LEAGUE TABLES

League III (Southern)

Pld. Won Lost Drn. For Agst. P.

Aldershot	...
Bournemouth	...
Brighton & Hove A.	
Bristol City	...
Bristol Rovers	...
Cardiff City	...
Charlton Athletic	...
Clapton Orient	...
Coventry City	...
Crystal Palace	...
Exeter City	...
Gillingham	...
LUTON TOWN	...
Millwall	...
Newport County	...
Northampton	...
Queens Park Rangers	...
Reading	...
Southend United	...
Swindon Town	...
Torquay United	...
Watford	...

London Combination

Pld. Won Lost Drn. For Agst. P.

Arsenal	...
Bournemouth	...
Brentford	
Brighton & Hove A.	
Bristol City	...
Charlton Athletic	...
Chelsea	...
Clapton O.	...
Coventry City	...
Crystal Palace	...
Fulham	...
Leicester City	
LUTON TOWN	...
Millwall	...
Northampton	...
Portsmouth	...
Queens Park Rangers	...
Reading	...
Southampton	...
Southend United	...
Swansea Town	...
Tottenham Hotspur	
Watford	...
West Ham United	...

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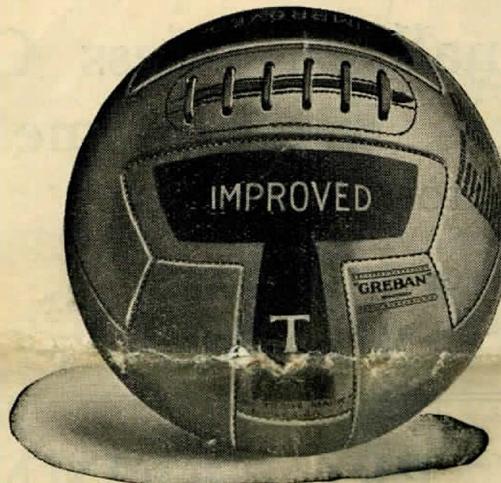
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The Genuine "Hotspur," Man's ...	18/-
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