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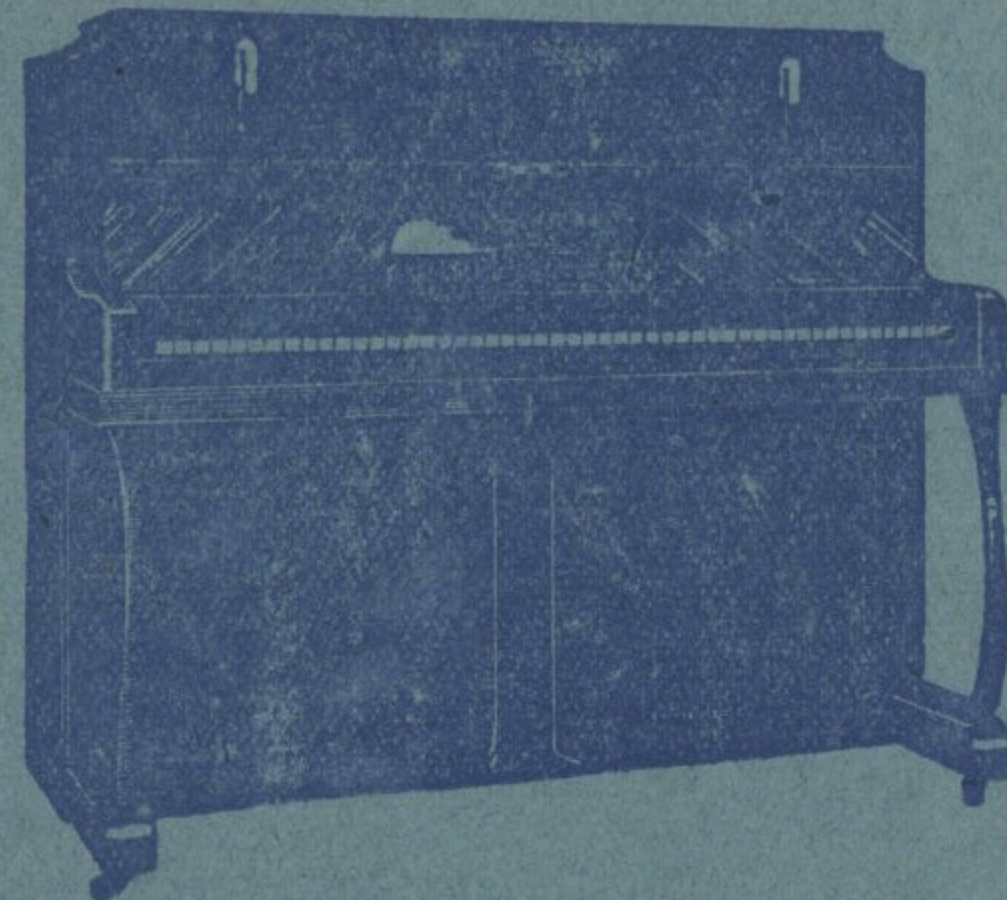
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17/12/1938 Volume 3. No 19

PRICE ONE PENNY.

CHARLES HEWITT CALLING TO ALL SPORTSMEN AT THE DEN

Luton Town, who visit the Den this afternoon were promoted to Division II. in the 1936-37 season and have fully justified their rise. Their Board of Directors are exceedingly enterprising. Besides spending large sums upon players they have expended a colossal amount of money upon ground appointments that has earned the admiration and gratitude of their loyal patrons. As you know the team is now managed by Mr. Neil McBain, ex-Scottish international centre-half and former manager of Watford F.C. Luton are well placed on the League ladder and will contest every inch of ground this afternoon. The eleven is composed of many well-known exponents, notably Coen, ex-Plymouth Argyle, Dunsmore, Hibernians, King, Bournemouth, Finlayson, Clapton Orient, Nelson, Wolverhampton, Loughran and Roberts, Birmingham, Vinall, Norwich City, Connelly, Newcastle United, and Stephenson, Aston Villa. The present leader of the attack is Billington, a youth recruited from Dunstable, whose goal-scoring feats have attracted the attention of many clubs. From what I have heard this lad is proving an excellent successor to ten-goal Joe Payne, now with Chelsea F.C. Chiverton will have to watch this young man very carefully. We are, indeed, pleased to welcome Luton Town because the respective managements have been very good friends for many years. Mr. Jeyes and his colleagues were very pleased when we gained promotion to Division II. When Luton Town visited the Den in 1936 there was a spot of bother between captain Nelson and our ex-captain Mangnall that resulted in both being suspended and fined. We sincerely

hope that there will not be any incidents this afternoon. The game is the thing that counts most. I am sure you are going to see a good game of football, contested in the best spirit by sporting rivals. Some people would have you believe that Millwall F.C. is an eldorado of wealth. They apparently forget that in 1936 the Directors were burdened with very heavy liabilities, and that during the past two seasons much money has been spent in the acquisition of new players and improvements at the Den for your greater comfort. You have only to look at the appointments to-day and compare them with those of 1936 to find a ready answer to how the surplus has been expended. True our gates have increased this season over those of the corresponding period last season, but the outgoings are very heavy. For example, entertainment tax duty has so far absorbed no less a sum than £2,874 0s. 2d., 20 per cent. pool to visiting clubs, £2,182 3s. 6d. and 1 per cent. to Football League, £140. Then there is the no little item of wages to staff, wages and bonus to players, ground upkeep, rent, rates, taxes, electricity, gas, water, travelling and hotel expenses, outfits, etc., etc. Running a football club nowadays is big business and a club must have adequate support to be able to at least balance its budget. The transfer of players is a costly item and in the majority of cases only made possible by the personal financial sacrifices of football directors who often prejudice their personal assets in order to satisfy the clamourings of the fans for new players. I assure you that the lot of a football director is not all whisky and soda and the puffing of costly

cigars. Try it and you will soon discover the difficulties. It is easy to shout from the stand and terraces, "We want new players," quite another matter being able to enter the auction mart and satisfy the colossal demands of the auctioneer. We have had some so can speak from experience. We are pleased to report the following comparisons:—

FOOTBALL LEAGUE.
Division III. (Southern).
Last Season.

Queen's Park Rangers	...	£915	7	6
Crystal Palace	...	1,504	0	0
Exeter City	...	312	15	6
Newport County	...	1,290	7	0
Walsall	...	509	3	6
Watford	...	1,901	10	6
Southend United	...	1,874	3	0
Torquay United	...	1,355	2	9
Bristol R.	...	1,357	18	0

Division II.

This season to date.

Chesterfield	1,841	15	6
Bury	1,030	10	6
Bradford	1,615	2	0
Plymouth A.	1,882	13	11
Blackburn R.	2,239	13	6
Burnley	2,032	14	0
Southampton	2,077	12	0
Notts F.	1,803	14	0
W. Brom.	2,128	19	1

London Combination.

Last Season.

Reading	£307	19	0
Charlton A.	98	10	3
Swansea T.	215	3	6
Leicester C.	244	6	9
Southampton	73	17	9
Queen's Park Rangers	£61	2	0
West Ham	326	13	0
Bournemouth	202	9	0
Northampton	241	6	3
Coventry City	223	0	3
Portsmouth	185	5	6

This Season.

Luton Town	£102	7	0
Swansea Town	212	9	0
West Ham	70	17	6
Watford	200	15	6
Clapton Orient	45	3	9
Brentford	114	14	6
Bournemouth	269	19	9
Leicester City	179	19	3
Tottenham Hotspur	210	4	5
Chelsea	—	—	—

Up to and including 3rd December, 1938, we have paid in 20 per cent. to visiting clubs, £2,182 8s. 6d., against £1,634 3s. 0d. received. I was one of

48,000 spectators who saw Millwall soundly thrashed at White Hart Lane last Saturday. The "Spurs" revelled but the "Lions" floundered in the mud. Our play was so poor that the opposition looked world beaters. Yuill allowed the greasy ball to elude his grasp when the first goal was scored. The second, from a penalty kick, was an award that passed understanding. The correct decision should have been a free kick to Millwall for dangerous play by inside-left Hall against Yuill. The third, in my opinion, was flagrantly offside, fourth and last a freakish goal. But despite all this on the run of the play we deserved to be more heavily defeated. Brolly, E. Smith, Chiverton and Dudley cleared off the goal-line when Yuill was out of position. Millwall never had a look in. There were many stupid fouls by both



teams, but I thought Spurs the greatest offenders. One Spurs forward deserved marching orders for deliberate kicking of two of our players, namely Brolly and Walsh. I have never seen Millwall give such an inept display. Have they touched rock-bottom? We hope so. Dudley and Chiverton were the only two who played well. I take off my hat to little Reg Dudley. His was a truly heroic display. Better to close down the White Hart Lane blinds. Our reserves maintained

their recent good form by defeating Chelsea two goals to nil. Well played Reserves.

The following appeared in the issue of the "Sunday Pictorial" newspaper of the 11th December, 1938:—

"From an authoritative source came the news last night that Mr. Hewitt, the manager, and Millwall were to part company. I asked Mr. Thorne, the "Lions" Chairman, if this were true. He said: "It's absolutely untrue."

I am rather surprised that Mr. George Casey, Sports Editor of the "Sunday Pictorial," published such untrue copy. Had it come from one of the well-known clamour boys I would most certainly have treated the publication with the contempt it so richly deserves, but appearing under the name of a well-known Sports Editor, in my humble opinion, calls for denial. Well here it is. There is, as far as I know,

continued on page 7

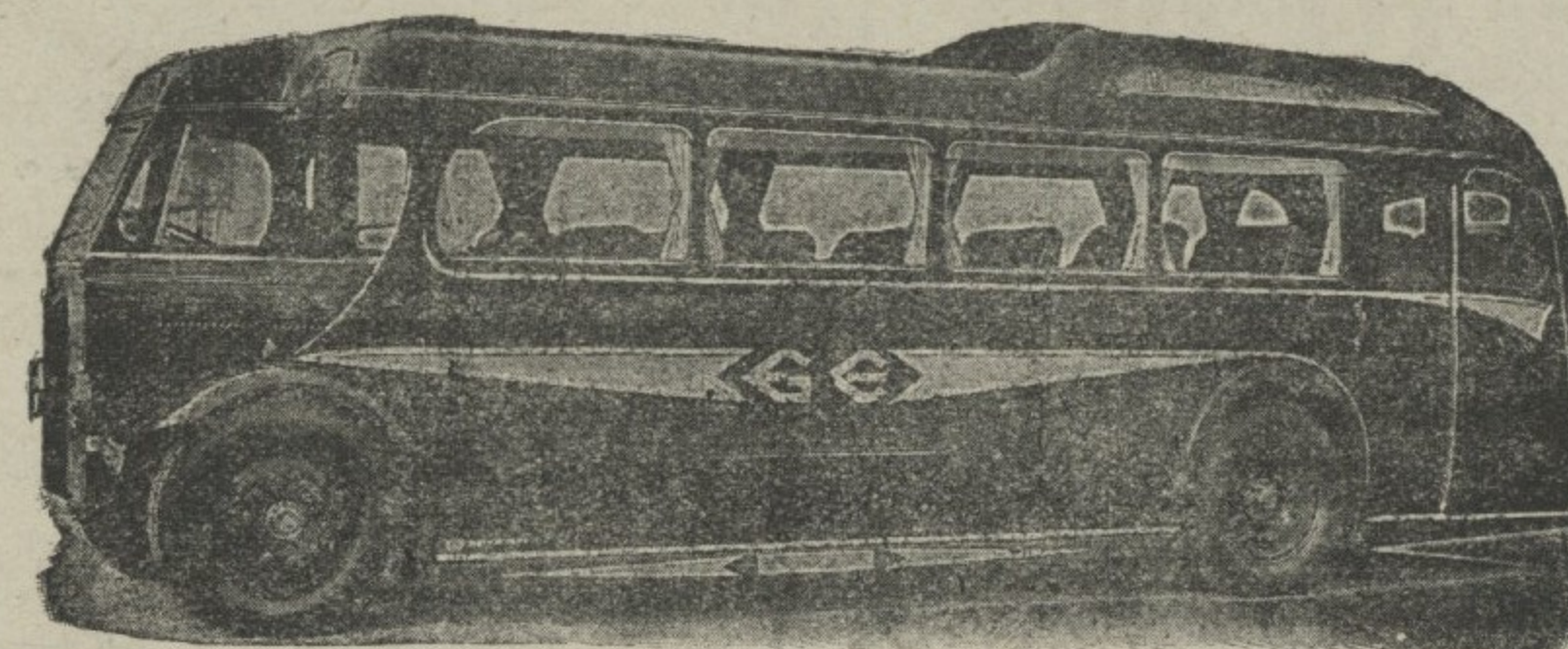
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THE FOOTBALL LEAGUE SECOND DIVISION CHAMPIONSHIP.

Season 1938-39

MILLWALL v. LUTON TOWN
Saturday, 17th December, 1938, Kick-off 2.30 p.m.

MILLWALL

Colours—Royal Blue Shirts, Knickers White.

Right	2—LEA	1—PEARSON	3—DUDLEY	Left
4—BROLLY	5—CHIVERTON	6—FORSYTH		
7—FISHER	8—RICHARDSON	9—BARKER	10—SMITH, J. R.	11—HEDLEY
REFEREE— Mr. S. B. LAW (West Bromwich)				
				
LINESMEN— Mr. R. E. TARRATT (Red Flag) Mr. K. D. EAMES (Blue Flag)				
12—STEPHENSON	13—CONNELLY	14—BILLINGTON	15—REDFERN	16—CLARK
17—ROBERTS	18—NELSON	19—FINLAYSON		
20—DUNSMORE	22—COEN	21—KING		
Left				Right

LUTON TOWN

Colours—White Shirts, Knickers Black

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	P.	W.	D.	L.	F.	A.	Pts.
The Arsenal...	22	16	2	4	63	29	34
Luton Town...	22	13	4	5	58	31	30
Chelsea ...	20	13	1	6	46	28	27
Queen's Pk. Rangers	20	11	4	5	52	24	26
Brighton ...	20	12	2	6	39	34	26
Tottenham Hotspur...	21	11	3	7	53	29	25
West Ham ...	20	11	3	6	55	37	25
Brentford ...	21	10	5	6	55	39	25
Coventry City ...	19	12	0	7	53	27	24
Watford ...	21	10	3	8	32	41	23
Portsmouth ...	21	8	6	7	48	40	22
Swansea Town ...	23	9	4	10	29	46	22
Bournemouth ...	22	7	7	8	41	51	21
Fulham ...	21	8	5	8	32	31	21
Southend United ...	18	8	4	6	32	28	20
Crystal Palace ...	21	8	4	9	45	40	20
Charlton Athletic ...	21	6	6	9	29	31	18
MILLWALL ...	21	7	4	10	30	45	18
Leicester City ...	22	7	2	13	39	59	16
Bristol City ...	23	8	0	15	34	61	16
Southampton ...	21	5	3	13	33	52	13
Reading ...	20	4	5	11	38	70	13
Northampton Town...	20	4	2	14	22	50	10
Clapton Orient ...	22	2	3	17	18	77	7

FOOTBALL LEAGUE—DIVISION 2.

	P.	W.	D.	L.	F.	A.	Pts.
West Bromwich Albion...	19	12	1	6	50	35	25
Sheffield United...	18	9	6	3	31	19	24
Blackburn Rovers ...	19	11	2	6	44	27	24
Fulham ...	19	9	6	4	33	22	24
Newcastle United ...	19	10	3	6	28	25	23
Tottenham Hotspur ...	18	8	6	4	23	25	22
Coventry City ...	18	9	4	5	27	23	22
Sheffield Wednesday ...	18	7	5	6	41	32	19
West Ham ...	19	8	3	8	38	39	19
Manchester City...	18	8	3	7	41	38	19
Luton Town ...	18	8	3	7	33	32	19
MILLWALL ...	18	7	4	7	34	26	18
Plymouth Argyle ...	18	7	4	7	23	21	18
Burnley ...	19	6	6	7	25	29	18
Bradford ...	18	6	5	7	29	34	17
Chesterfield ...	18	7	3	8	25	30	17
Bury ...	18	5	6	7	24	35	16
Southampton ...	18	6	2	10	28	38	14
Nottingham Forest ...	18	4	5	9	23	37	13
Norwich City ...	18	6	1	11	24	42	13
Swansea Town ...	18	1	9	8	20	41	11
Tranmere Rovers ...	18	3	1	14	18	41	7

CLUB GOSSIP—continued.

absolutely no foundation for the statement published in the "Sunday Pictorial." My contract with the Millwall Football Club has still a long period to run before it expires by the effluxion of time. The relationship as between the Board of Directors and myself is as cordial to-day as it was on the first day of my appointment, therefore please dismiss from your minds the subject matter complained of. I am always willing to acknowledge letters from our supporters, but in the matter of my alleged departure I find it quite impossible to personally reply to the many good sportsmen of South-East London who have so kindly written me thereon. The foregoing I sincerely hope will be accepted as genuine. No, friends, Millwall F.C. is good enough for Charles Hewitt. I am not a rambling stone. My ambition is to pilot the old club to the first division—its rightful place. You know as well as I do where it ought to be. Don't get panicky because of two successive defeats to the tune of 1—9. Your directors have no intention of hoarding up cash. I told you in the previous issue of this programme that they haven't had the chance to hoard. Their record of the past two years must command the appreciation and gratitude of their patrons. We will not hesitate to spend money upon the best type of player. I will be away again this week-end and if I am satisfied with what I see, my Board will make a splash. I have seen the team play during the past two weeks, and, of course, seen them soundly thrashed. Perhaps, latterly, I may be foolishly regarded as a Jonah. But I have also this season seen them win and draw. We have gone through one of those bad spells common in football. I honestly believe the "Lions" will rise again to the form that earned them unstinted praise and admiration. Football form will ever remain difficult to understand. It is the glorious uncertainty of results that appeal to the masses. It is sheer nonsense to suggest our lapses can be traced to discontent in the dressing-rooms. The feeling that exists cannot possibly be improved upon. No such charge can be laid upon our threshold.

I think our supporters realise that what I say herein to be true.

In support of this contention I can point to the hundreds of letters I have received begging me not to be discouraged, for which I am indeed grateful. Here I will quote from two letters received from Mr. H. L. Ancell, of Wallington, and Mr. S. R. Newbury, of Catford. The former writes: "On behalf of the 3/6 patrons, rest assured we shall turn up in full strength next week (meaning this week); two reverses don't matter much. What a gate at Tottenham! The Lions were the draw and made Tottenham play better than usual. We are all proud of our strong manager, and look to you to do the right thing as you see it." Mr. Newbury commences his letter: "I sincerely hope that there is no truth in the statement that appeared in a certain Sunday paper that you contemplated resigning. I am just one of thousands who hope that this is not true; we dread to think what would happen to our "Lions" if this should happen. I suppose we should allow for a certain amount of rumours that circulate when a team is having a lean spell." Nice words, friends, you almost make me blush. But remember no person is indispensable. Have no fear about relegation. This will not happen. In March, 1939, Millwall will be sitting pretty. Next season? Well, wait and see.

The Cup-ties will now soon be upon us. To the "Minnows" the competition is the eldorado of wealth. Not so to the big guns unless Wembley is reached. Why do I write thus? Simply because of the disturbance of Saturday League fixtures, and the playing off of same in mid-week and the payment of heavy compensation. I will deal with this subject after the holidays and will furnish some astonishing facts. But it is the Cup that cheers, and a good run excites enthusiasm and often aids a club in its League programme. Can the "Lions" repeat their great run of successes which took them to the Semi-Final tie in April, 1937? Will they try? I am sure they will. We are not dead yet. Forward Millwall!

Charles Hewitt

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B Aston Villa	▼ Leeds United
C Blackpool	▼ Birmingham
D Brentford	▼ Manchester United
E Derby County	▼ Middlesbrough
F Everton	▼ Charlton Athletic
G Grimsby Town	▼ Leicester City
H Huddersfield	▼ Preston North End
J Portsmouth	▼ Chelsea
K Sunderland	▼ Liverpool
L Wolverhampton	▼ Bolton Wanderers
M Blackburn Rovers	▼ Plymouth Argyle
N Bradford	▼ West Bromwich Albion
O Bury	▼ Tottenham
P Chesterfield	▼ Notts Forest
Q Fulham	▼ Sheffield United
R Manchester City	▼ Norwich City
S Sheffield Wednesday	▼ Burnley
T Swansea Town	▼ Newcastle United
U Tranmere Rovers	▼ Coventry
V West Ham United	▼ Southampton
W Clapton Orient	▼ Ipswich Town
X Crystal Palace	▼ Mansfield
Y Port Vale	▼ Southend United
Z Watford	▼ Queen's Park Rangers

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