

OFFICIAL JOURNAL

LUTON TOWN FOOTBALL
AND
ATHLETIC CO. LTD.



COMPLIMENTARY
PRICE 3d

Saturday, 21st August, 1954

Football League—Division II

Luton Town v. Notts. Forest

TRUE-FORM
Shoes

THE BEST VALUE
IN TOWN



32 GEORGE STREET, LUTON.

D. Duncan



LILLYWOODS

OUR TREBLE CHANCE POOL

ASK FOR IT
GET IT
PAY FOR IT

No. 1

Bobbers Odd Jobbers Pool

LARCH POLES	1	1	1	1	1
INSULATION BOARD	2	1	1	1	1
LATHS	3	1	1	1	1
LAUREL	4	1	1	1	1
YELLOW PINE	5	1	1	1	1
WATTLE HURDLES	6	1	1	1	1
HEMLOCK	7	1	1	1	1
INTERWOVEN SCREENS	8	1	1	1	1
TABLE LEGS	9	1	1	1	1
EDGING BOARDS	10	1	1	1	1
SAWDUST	11	1	1	1	1

MAXIMUM AMOUNT
(What you can afford)

If you have an outstanding account please enclose
remittance with this coupon

Post your Coupon to:

LEAGRAVE ROAD
LUTON

I have read your terms and promise to
remit the staked amount.

MR.
MRS.
MISS

BLOCK LETTERS PLEASE

Your Ref. No. is
Luton 6282

Customers of no fixed abode are not eligible

Easy Six

SOFTWOOD	1	1	1
HARDWOOD	2	1	1
PLYWOOD	3	1	1
DOORS	4	1	1
GATES	5	1	1
HARDBOARD	6	1	1

NO LIMIT

The Buyers'
Favourite Pool
3 DRAWS

KEEN PRICES	1	1	1
SERVICE	2	1	1
DELIVERY	3	1	1
YOU WIN EVERY TIME			

LILLYWHITE
(TIMBER) LTD

Have no connection
with any other firm

Luton Bobbers Stand Club

BEECH HILL PATH

Telephone
LUTON 2566

The winning number of the Penny - on - the - Ball
Ticket will be announced over the loud speakers
at the interval. The person holding the winning

ticket can go to the rear of the Main Stand after
the game and for 3d. purchase the ball from
Mr. C. W. Gregory.

FOR two seasons now we have just missed the boat
This season the supporters must have greater hopes

The Board of Directors intend to do their very best
So it is now to the players to stand up to the test

And to every supporter that follows the team

Do please remember that the "BOBBERS" have a scheme

Which is—join us by paying ONE and TWO

So that we can help the Football Club for you

Results of other Supporters' Clubs you can see in the press

Why not start today and help to make ours the best?

Purchase a penny ticket and you may win the ball

That would be a real help from one and all

All those pennies soon count up to pounds

And helps to buy a new player when one is found

So all of you make up your minds without delay

You will then enjoy the game much better today

It is the gifts we didn't give that hurts when looking back

We know we could have spared them, and need not have felt the lack..

So any supporter that wishes to become a member, please send postal order for 1/2 addressed
to me and I will send you your membership card.

J. Collier, Hon. Treasurer,
c/o Bobbers Stand Club, Luton.

LUTON TOWN FOOTBALL AND ATHLETIC Co., Ltd.

OFFICIAL JOURNAL

Luton Town Football and Athletic Co., Ltd.

Established 1885 :: Incorporated 1897 :: First Professional Side, Season 1891-92

President : Chas. Jeyes, Esq., C.A.

Directors :

Chairman : Percival G. Mitchell, Esq.

Vice-Chairman : Henry Richardson, Esq.

A. F. England, Esq.

T. Hodgson, Esq.

Horace S. Hewson, Esq.

Philip W. Wright, Esq.

Secretary : Mr. Philip Coley

Team Manager : Mr. Dally Duncan

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

Honorary Solicitors : Messrs. Machin & Co., 17-19, George Street West, Luton

Honorary Auditors: Messrs. Keens, Shay, Keens & Co., 11, George St. West, Luton



Telephone 3151

CLUB NOTES

WELCOME to you all here this afternoon on the commencement of another football season, with all its hopes and thrills being pleasantly anticipated. All Clubs begin the season with high hopes that this is going to be "our season" and it is inevitable that the greater majority will be disappointed for we all cannot win, but Luton Town begin the present season with hopes higher than ever before for we really do believe this is going to be "our season." These last two seasons in particular we have come so very near to the goal we have set our minds on one day attaining, that is First Division for Luton. We feel that with the splendid enthusiasm running right through the Club we shall really accomplish our object this time. Everybody is on his toes to do his bit and if we can only get off to a good start, thus giving the lads that confidence on the field which is so essential, then things will certainly hum at Kenilworth Road this season. And of course if our plans bear fruit a happier spirit will prevail amongst you fans, thus giving you plenty to think and talk about.

It is with pleasure therefore that we welcome this first match of the season and with very great pleasure welcome the Club called upon to open the programme with us. Notts. Forest are one of the very oldest Clubs in the country being founded in the year 1865 and joining the Football League in season 1892/93, only four years after the League's inauguration. The Forest have experienced many ups and downs during their long career, but their greatest achievement was when they met Derby County in the F.A. Cup Final at Crystal Palace season 1897/98 and ran out worthy winners to the tune of three goals to one. The Forest are another Club who are anticipating great things this season, for after they finished Champions of the Third Division season 1950/51, they have finished in fourth, seventh and fourth places in the intervening seasons, in that order. They are again being Captained by our old friend Horace Gager, who went there from us in February 1948 and who has undoubtedly been the backbone of their successes these last few years. A sensation was caused during the close season when the Forest transferred two of their most experienced players, Tommy Capel and Colin Collindridge, to Coventry City. These were the

two players who caused us the most trouble last season when scoring a double victory over us—Fulham were the only other Club to do so—so that unless the Forest have something up their sleeve we should begin with an advantage here. But no doubt there was good reason to allow the two players in question to leave their ranks and we shall have a good opportunity of seeing it this afternoon. As it is the first match of the season both sides will be eager to show their worth, and so we should enjoy the spectacle of a fine exhibition of football at its best and played in the best sporting spirit.

As the First team are on duty at Bury on Tuesday night next, kick-off 6.30, we have arranged a South Midlands fixture between our "B" team and Vauxhall Motors to be played on this ground at the same time, when we hope to give fairly frequent announcements how the game at Bury is progressing. The following evening, also timed for a 6.30 kick-off, the Reserves open their programme with a visit by Coventry City Reserves in the Combination Cup.

We take this opportunity of paying tribute for the hard work put in by the Ground Staff during the short close season in getting the big patch of bareness we saw at the last match to the present state of a lovely green sward. The weather has made it very difficult at times for any work to be carried out at all, but Johnnie Sanderson and his staff have worked at it whenever they could with the pleasing result that you see today.

The Luton Band, we are very pleased to say, will again be performing in their usual high class style at most of our First team matches this season. They are very grateful to the many people who put something in the boxes as they come round, and we trust you will continue to do so, with many new contributors throughout the season, for without your support the Band officials would have a very worrying time.

So on with the game, let enthusiasm be unconfined, and may it be that when April 30th comes round that our hopes have been well-founded.

You'll be snug and warm in a good raincoat from Mares

Charles MARES Limited

Men's and Boys' Wear

and at ST. ALBANS - KETTERING - BEDFORD - BLETCHLEY - ST. NEOTS

All parts of Luton supplied
with Milk

**Randall
& Whiting**
Limited

Duke & Burr Streets
LUTON

'Phone: LUTON 2991-2

Pasteurised & T.T.
Channel Island Farm
Bottled
Channel Island
Sterilised
Cream
Yoghurt

And at
98-100, LUTON ROAD
DUNSTABLE

'Phone: LUTON 1961
Proprietor: R. HARRIS

'Rons'
Gentlemen's
Hairdresser

6, MILL STREET
LUTON
BEDS.

Saloon Service - Ground Floor
Appointments - First Floor

LUTON TOWN

Shirts White
Knickers Black
Stockings Black with White Tops

2 Dunne
Right Back
4 Morton
Right Half
7 Davies
Outside Right
8 Turner
Inside Right

Referee—

Mr. A. W. LUTY
(Leeds)

11 McLaren
Outside Left
10 Martin
Inside Left
6 Burkitt
Left Half
3 Hutchinson
Left Back

NOTTS. FOREST

Shirts Red
Knickers White
Stockings Red and White Hoops

SPECTATORS ARE ASKED NOT TO CROSS THE PLAYING FIELD AFTER THE MATCH

Football League—Division II

3 Aherne
Left Back
5 Owen
Centre Half
9 Pye
Centre
10 Groves
Inside Left
11 Adam
Outside Left

Linesmen—

Red Flag: Mr. N. ONLEY WILDE
(London)
Orange Flag: Mr. K. G. ASTON
(Ilford)

8 Turner, K.
Inside Right
5 Gager
Centre Half
2 Thomas
Right Back
4 Orr
Right Half
7 Moore
Outside Right

Kick-Off 3 p.m.



Walker
Goal

Distance
Lends
Enchantment

To see what it is—
hold at arm's
length



And MIRRORS lend
Enchantment, too.

Make your Home,
Shop, Office
BRIGHTER and BIGGER

CHARLES BIRD
& Sons, Ltd.

Tel: Luton 1255-6
Glass Grinding,
Polishing, and
Silvering Works

Collingdon
Street
LUTON

HARRY CHAMBERLAIN
and Son

★ Export Packers
★ Export Leatherboard Post Boxes
★ Cardboard Box, Packing Case
Ply Box and Crate Manufacturers
Telephone: LUTON 458

GROVE ROAD, LUTON

W. CHAMBERLAIN
& Co. (Luton) Ltd.

GENERAL HARDWARE MERCHANTS

VALSPAR Lacquer and Flat Wall Paint

MEREDITH'S

Celebrated Merlac Paint, Stains and Varnishes

SISSON'S

PARIPAN

Siscolin Distemper : Enamels and Water Paint

Wallpapers and Borders etc.

ALL GARDEN REQUISITES

106, Dunstable Road, Luton

Telephone 329

Enquiries Invited

BEDFORDSHIRE BUILDING SOCIETY

16 KING STREET, LUTON

Telephone 4577

Managing Director:
H. J. WELLER, J.P., F.C.I.B.

Served on Match Days

HELEY'S
Restaurant

MILL STREET, Next to Gaumont Cinema

SPECIAL

FISH & CHIP
DINNERS & TEAS

Seating Accommodation : 90

Telephone: Luton 3730 Proprietor: R. A. Heley



Keep out the Cold with

Dragon's Blood

The Famous Old English Ale

WILLIAMS &
RICHARDSONRadio, Television and
Electrical Engineers

AGENTS FOR

★ MURPHY
H. M. V.
PHILLIPS
PHILCO
MARCONI
FERGUSON174, Biscot Road
AND 17, DURHAM ROAD
Luton

'Phone: 593 and 2012

Warden Tavern

2½ miles out of Luton
on main Bedford RoadProprietor Tom Hodgson
Ex-Captain, Luton Town F.C.Wedding Receptions
Luncheons · Social Functions
Evening Parties
Fully Licensed Large Car ParkGood Introduction
to your
customers
is
achieved
throughPrinting that Pleases
by

E. A.

ALLEN
& SON (LUTON) LTD.
424, DUNSTABLE ROAD
'Phone 1626 LUTON

TODAY'S HALF-TIME SCORES

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.

FIRST LIST

A	Arsenal	Newcastle U.
B	Aston Villa	Tottenham H.
C	Bolton W.	Charlton Ath.
D	Burnley	Cardiff City
E	Huddersfield	Blackpool
F	Leicester City	Chelsea
G	Manchester U.	Portsmouth
H	Preston N.E.	Manchester C.
K	Sheffield Utd.	Everton
L	Sunderland	West Brom.
M	Wolverhampton	Sheffield Wed.
N	Bristol Rovers	Port Vale

SECOND LIST

A	Fulham	Blackburn R.
B	Hull City	Leeds United
C	Lincoln City	Bury
D	Liverpool	Doncaster R.
E	Notts. County	Derby County
F	Plymouth A.	Middlesb.
G	Rotherham U.	Ipswich Town
H	Stoke City	Birmingham
K	Swansea T.	West Ham U.
L	Colchester	Swindon T.
M	Coventry City	Bournemouth
N	Exeter City	Crystal Palace

THIRD LIST

A	Gillingham	Bristol City
B	Leyton O.	Torquay Utd.
C	Millwall Ath.	Brighton & H.
D	Newport Co.	Northampton
E	Norwich City	Aldershot
F	Q.P.R.	Watford
G	Reading	Walsall
H	Southampton	Brentford
K	Southend Utd.	Shrewsbury T.
L	Barnsley	Oldham Ath.
M	Gateshead	Chesterfield
N	Rochdale	Grimsby T.

IF IT'S TRAVEL
FOR BUSINESS
OR PLEASURE
we are here to help you
A Complete Travel Service
... at Your Service

TRAVEL
HOUSE
21, Leagrave Rd., Luton
Tele.: 5855/6
202, High Street South
Dunstable Tele.: 100
World Wide Travel Service

Paint
—
Wallpaper
—
Glass
—
OGDEN &
CLEAVER
Limited

Stuart St., Luton
Off 'Phone 746-7

For ALL your
Pharmaceutical
Toilet and
Photographic
Requirements

THOMAS
REID, M.P.S.

Pharmaceutical Chemist

169, Dunstable Road

LUTON
(Corner of Kenilworth Road)

'PHONE - - LUTON 760

Fixtures

1954 - 1955

FIRST XI Division II		Attendance	1953/54	F. A.
Sat.,	Aug. 21	Notts. Forest	0	H
Tues.,	24	Bury	1	A
Sat.,	28	Ipswich Town	0	A
Wed.,	Sept. 1	Bury	3	H
Sat.,	4	Birmingham City	2	H
Wed.,	8	Lincoln City	1	A
Sat.,	11	Middlesbrough	0	A
Wed.,	15	Lincoln City	1	H
Sat.,	18	Stoke City	0	H
Sat.,	25	Rotherham United	1	A
Sat.,	Oct. 2	Derby County	2	H
Sat.,	9	Bristol Rovers	3	A
Sat.,	16	Plymouth Argyle	2	H
Sat.,	23	Fulham	1	A
Sat.,	30	Swansea Town	2	H
Sat.,	Nov. 6	Notts. County	2	A
Sat.,	13	Liverpool	0	A
Sat.,	20	West Ham United	0	A
Sat.,	27	Blackburn Rovers	2	H
Sat.,	Dec. 4	Port Vale	0	A
Sat.,	11	Doncaster Rovers	2	H
Sat.,	18	Nottingham Forest	1	A
Sat.,	25	Hull City	3	H
Mon.,	27	Hull City	2	A
Sat.,	Jan. 1	Ipswich Town	0	H
Sat.,	8	F.A. Cup—Round 3	0	H
Sat.,	15	Birmingham City	1	A
Sat.,	22	Middlesbrough	0	H
Sat.,	29	F.A. Cup—Round 4	0	H
Sat.,	Feb. 5	Stoke City	1	A
Sat.,	12	Rotherham United	1	H
Sat.,	19	Derby County	2	A
Sat.,	26	Bristol Rovers	1	H
Sat.,	March 5	Plymouth Argyle	2	A
Sat.,	12	Fulham (6)	1	H
Sat.,	19	Swansea Town	1	A
Sat.,	26	Notts. County	2	H
Sat.,	April 2	Liverpool	0	A
Fri.,	8	Leeds United	1	H
Sat.,	9	West Ham United	3	A
Mon.,	11	Leeds United	1	A
Sat.,	16	Blackburn Rovers	0	A
Sat.,	23	Port Vale	0	H
Sat.,	30	Doncaster Rovers	3	A

RESERVE FIXTURES		Combination Cup	Attendance	1953/54	F. A.
Wed.,	Aug. 25	Coventry City	2	0	H
Sat.,	28	Northampton T.	1	2	H
Mon.,	30	Coventry City	1	4	A
Sat.,	Sept. 4	Watford	1	2	A
Wed.,	8	Birmingham City	4	0	H
Sat.,	11	Watford	2	1	H
Wed.,	15	Birmingham City	1	1	A
Sat.,	18	Leicester City	0	0	A
Wed.,	22	Norwich City	2	1	H
Sat.,	25	Leicester City	3	4	H
Sat.,	29	Norwich City	2	0	H
Sat.,	Oct. 2	Ipswich Town	4	1	A
Wed.,	6	Leicester City	3	4	H
Sat.,	9	Ipswich Town	1	2	H
Thurs.,	14	Northampton Town	3	1	A
Football Combination					
Sat.,	Oct. 16	Charlton Athletic	1	1	A
Sat.,	23	Norwich City	2	2	A
Sat.,	30	Bournemouth	2	2	A
Sat.,	Nov. 6	Arsenal	5	3	H
Sat.,	13	West Ham United	0	1	A
Sat.,	20	Coventry City	0	1	A
Sat.,	27	Port Vale	4	2	H
Sat.,	11	Tottenham Hotspur	0	0	A
Sat.,	18	Birmingham City	1	1	A
Sat.,	25	Norwich City	1	1	A
Mon.,	27	Bristol City	0	1	A
Sat.,	Jan. 1	Brighton & Hove	3	2	H
Sat.,	8	Charlton Athletic	4	0	H
Sat.,	15	Cardiff City	2	2	A
Sat.,	22	Portsmouth	2	2	A
Sat.,	29	Millwall Athletic	5	1	H
Sat.,	Feb. 5	West Ham United	2	1	H
Sat.,	12	Arsenal	3	2	A
Sat.,	19	Bournemouth	2	2	H
Sat.,	26	Birmingham City	2	1	A
Sat.,	19	Tottenham H.	2	1	H
Sat.,	April 2	Bristol City	0	1	A
Fri.,	8	Coventry City	0	1	A
Mon.,	11	Leicester City	5	2	H
Sat.,	16	Chelsea	2	2	H
Sat.,	30	Millwall Athletic	3	1	A
Sat.,	May 7	Leicester City	4	3	A
To be arranged		Brighton & Hove	2	1	A
Cardiff City		Cardiff City	0	0	A
Chelsea		Chelsea	0	0	A

League Tables (Final Positions)

LEAGUE DIVISION II		Pld.	Won	Drn.	Lost	For	Agst.	P.
LEICESTER CITY	42	23	10	9	97	60	56	
EVERTON	42	20	16	6	92	58	56	
Blackburn Rov.	42	23	9	10	86	50	55	
Notts. Forest	42	20	12	10	86	59	52	
Rotherham Utd.	42	21	7	14	80	67	49	
LUTON TOWN	42	18	12	12	64	59	48	
Birmingham C.	42	18	11	13	78	58	47	
Fulham	42	17	10	15	98	85	44	
Bristol Rovers	42	14	16	12	64	58	44	
Leeds United	42	15	13	14	89	81	43	
Stoke City	42	12	17	13	71	60	41	
Doncaster Rov.	42	16	9	17	59	63	41	
West Ham U.	42	15	9	18	67	69	39	
Notts. County	42	13	13	16	54	74	39	
Hull City	42	16	6	20	54	66	38	
Lincoln City	42	14	9	19	65	83	37	
Bury	42	11	14	17	54	72	36	
Derby County								

G. A. WILD & SONS

The Town's
Leading Sports Outfitters

14, Manchester Street - Luton

'Phone No. 780

Also at

103, High Street North, Dunstable

'Phone No. 275

Suppliers to the Luton Town Football Club

Your Goal

FOR ALL LEADING MAKES OF SPORTS GOODS

Stocks of Embekay, Manfield, Cotton Oxford, T. Finney
Kingswell, Shillcock, Arthur Rowe **FOOTBALL BOOTS**

In Great Variety

FOOTBALL JERSEYS : SHIRTS : KNICKS : HOSE
GOAL KEEPERS' SWEATERS : SHIN GUARDS : GOAL POSTS
GOAL NETS : BALL CARRYING NETS : TRACKS SUITS
REFEREE'S OUTFITS, ETC.

Agents for

Thomlinson's Improved T Pattern, Stuart Surridge Straight Eighteen,
Webber's Premier, Slazenger's All White Association Footballs
in valve or nozzle pattern

We hold a grand range of

RUGBY :: BADMINTON :: SQUASH :: BOXING EQUIPMENT

Our Winter Catalogues Free on Application

We welcome all enquiries

BRISTLE, PLASTICINE AND COMPRESSED PAPER DART BOARDS

DARTS TO SUIT EVERY PLAYER

Super Range of Feather, Plastic and Cane Flights

Call and see

OUR EXTENSIVE ALTERATIONS TO SHOP AND WINDOWS

UPSTAIRS SHOWROOMS OF TRAVEL GOODS AND LADIES' HANDBAGS