

LUTONTOWN

FOOTBALL CLUB

1970-71 SEASON

PROMOTION YEAR - DIVISION II



DIVISION II

v OXFORD UNITED

Tuesday 1 September 1970 Kick-off: 7.30 pm

Official Programme: Price 1/-

FIXTURES 1970-71

DIVISION TWO

Date	Opponents	Attendance	Result
August			
Sat 15	Bolton W	11,350	(A) 2-4
Wed 19	(LC1)Gillingham	7,328	(A) 1-0
Sat 22	NORWICH CITY	16,110	(H) 0-0
Sat 29	Birmingham City		(A)

September

Tues 1	OXFORD UNITED		(H)
Sat 5	MIDDLESBRO'		(H)
Tues 8	(LC2) WORKINGTON		(H)
Sat 12	Leicester City		(A)
Sat 19	ORIENT		(H)
Sat 26	Swindon Town		(A)
Tue 29	Queens Park Rangers		(A)

October

Sat 3	BRISTOL CITY		(H)
Wed 7	League Cup 3		
Sat 10	Sheffield Wednesday		(A)
Sat 17	BOLTON W		(H)
Tue 20	BLACKBURN R		(H)
Sat 24	Charlton Athletic		(A)
Wed 28	League Cup 4		
Sat 31	SUNDERLAND		(H)

November

Sat 7	Hull City		(A)
Sat 14	CARLISLE U		(H)
Wed 18	League Cup 5		
Sat 21	PORTSMOUTH (1)		(H)
Sat 28	Cardiff City		(A)

December

Sat 5	Sheffield U		(H)
Wed 9	League Cup Semi-Final		
Sat 12	Watford (2)		(A)
Wed 16	League Cup Semi-Final		
Sat 19	Norwich City		(A)
Sat 26	MILLWALL		(H)

1971

January

Sat 2	FA Cup 3		
Sat 9	QPR		(H)
Sat 16	Blackburn Rovers		(A)
Sat 23	FA Cup 4		
Sat 30	CARDIFF CITY		(H)

February

Sat 6	Sheffield United		(A)
Sat 13	WATFORD (5)		(H)
Sat 20	Portsmouth		(A)
Sat 27	Sunderland (LCF)		(A)

March

Sat 6	CHARLTON A (6)		(H)
Sat 13	Carlisle United		(A)
Sat 20	HULL CITY		(H)
Sat 27	Middlesbrough (SF)		(A)

April

Sat 3	BIRMINGHAM C		(H)
Fri 9	Bristol City		(A)
Sat 10	Millwall		(A)
Mon 12	LEICESTER C		(H)
Tue 13			
Sat 17	SHEFFIELD W		(H)
Sat 24	Orient		(A)
Wed 28	Oxford United		(A)

May

Sat 1	SWINDON T		(H)
Sat 8	FA Cup Final		

LONDON MID-WEEK LEAGUE

Date	Opponents	Attendance	Result
August			
Tue 18	CHARLTON A	989	(H) 2-1
Tue 25	SOUTHEND U	975	(H) 5-0

September

Tue 1	Charlton Athletic		(A)
Fri 11	MILLWALL		(H)
Wed 16	Colchester United		(A)
Tue 22	ORIENT		(H)
Wed 30	Millwall		(A)

October

Wed 7	Brighton & Hove		(A)
Wed 14	Aldershot		(A)
Wed 28	Orient		(A)

November

Tue 3	WATFORD		(H)
Tue 10	BRIGHTON		(H)
Wed 18	Southend United		(A)
Tue 24	ALDRSHOT		(H)
Mon 30	Peterborough United		(A)

December

Tue 8	COLCHESTER U		(H)
Tue 15	PETERBORO' U		(H)
Wed 23	Watford		(A)
Tue 29	BRIGHTON (LC)		(H)

1971

January

Wed 6	Millwall (LC)		(A)
Tue 12	ALDRSHOT (LC)		(H)
Tue 19	WATFORD (LC)		(H)
Mon 25	Peterborough U (LC)		(A)

February

Wed 3	Orient (LC)		(A)
Wed 10	Watford (LC)		(A)
Tue 16	COLCH'TER U (LC)		(H)
Tue 23	CHARLTON A (LC)		(H)

March

Wed 3	Aldershot (LC)		(A)
Tue 9	SOUTHEND U (LC)		(H)
Tue 16	Charlton Athletic (LC)		(A)
Tue 23	ORIENT (LC)		(H)
Wed 31	Southend United (LC)		(A)

April

Tue 6	MILLWALL (LC)		(H)
Wed 14	Brighton & Hove (LC)		(A)
Tue 27	PETERBORO' U (LC)		(H)

May

Mon 3	Colchester United (LC)		(A)
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©Football League Ltd, 1970

Published by

Luton Town Football and Athletic Company Limited,
Kenilworth Road, Luton LU1 1DH

Printed by

White Crescent Press Limited, Crescent Road,
Luton LU2 0AG
Telephone Luton 23122



LUTON TOWN FOOTBALL AND ATHLETIC CO, LTD

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OFFICIAL
PROGRAMME
1 SEPTEMBER
1970

Vol. 2 No. 2

Established 1885 Incorporated 1897
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ERIC PUGH'S PAGE



Apologies in advance to readers of this programme.

As a general rule, the object is to keep our records and statistics bang up to date but, because of the Bank Holiday, it was impossible to do so on this occasion.

In fact, printing had to start before the result of last Saturday's match at Birmingham was known, which rather limits the scope of my comments.

Tonight, we welcome Oxford United, visiting us for the first time in our history for a competitive match. There have been friendly meetings between the clubs in the fairly recent past but our paths in the League, of which Oxford are comparatively new members have not crossed before.

Headington. Much of the credit for their rise belongs to Arthur Turner, who is now their general manager.

Tremendous feat by Oxford

Much has been written about the feat of Oxford in raising themselves from the Southern League in which they were a power for so long, to the Second Division of the Football League in so short a time.

More than that, it has been achieved on a more or less shoestring budget because crowds have never been consistently high on the compact Manor Road ground at

Turner set his sights high

Leaving Birmingham City while Oxford were still in non-League football, he set his target high, admission to the Football League, no less, and achieved it when Accrington Stanley finally folded up through lack of support.

Patiently, he built a team worthy of the target on which he had set his sights and Oxford have carved a separate niche for themselves in the annals of football.

Never much money to spare

Not that there has ever been much money to spare and, even last season, their average gate was no more than 10,612 which means that there is not a great deal of cash to spare for buying players.

Yet, they did find about £10,000 during last season to pay the Town for Brian Lewis, that very dangerous striker, and he is likely to be seen in action tonight.

Oxford still have some players on their books who were with them before they gained League recognition and it is good to see a club like this doing well.

Got off to a bright start

Certainly, they made a bright start by winning at Millwall and gained a home point in a hard contested game with newly relegated Sheffield Wednesday last Saturday week.

This is the first of three consecutive home matches in a week for the Town. Next is the visit on Saturday of Middlesbrough, who made a brave, but unavailing bid last season to regain their First Division status.

Beaten into fourth place

In the end, they were beaten into fourth place, three points behind Blackpool who finished second and accompanied Huddersfield Town into Division One.

They missed out because their away form, though not bad by any means, did not match that of the two clubs who won the promotion prize.

They must be strongly fancied to be among the front-runners again and this is likely to be a pretty searching test for the Town.

On the face of things, the Brough should attract a big attendance – at least considerably in advance of the 16,110 who attended the Norwich match.

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Last season's first gate was low

Manager Alec Stock was recalling afterwards that the gate at the first home match of last season was considerably below what proved to be the final average and, no doubt, the club are hoping that the same will obtain again.

In all probability, they were hoping that the crowd would be nearer to the 20,000 mark, especially as there was a following from East Anglia for the Canaries.

Workington cup visitors

After Middlesbrough, comes another team from the far north, Workington, who are due here a week tonight in the League Cup.

From the Town point of view, there could have been more attractive, and probably more lucrative pairings, but the main point is that it gives them an outstanding chance of winning through to the third round.

Interesting menu for the fans

This is a stage past which the Town have never advanced so far, but it could happen this time if the luck of the draw is in their favour, always assuming, of course, that they overcome their opponents from the Fourth Division.

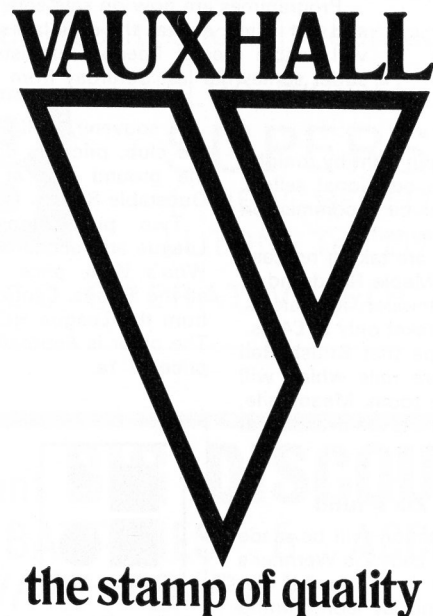
So, the next week brings a varied and interesting menu for the fans and victory in all three matches would be a great fillip to the Town and also fan the interest among those fans who appear to be among the ditherers, not quite being able to make up their minds whether to support the team or not.

OUR COVER PICTURE

Kevin Keelan, Norwich City's agile goalkeeper, successfully prevents a high centre from reaching Malcolm Macdonald.

Picture by courtesy of 'Luton News'.

A sign of the
times



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FROM BOB'S OFFICE

Season-ticket holders are reminded that, for the home League Cup-tie with Workington a week tonight, it is a case of 'all pay'.

Tickets for the stand are available at the ticket office, Kenilworth Road, at 14s and 11s and are also on sale for next Saturday's game with Middlesbrough which should attract a bigger attendance than last Saturday week's figure of 16,110.

Programmes are now on sale solely outside the ground and not inside, as was the case last season. This, it is felt, will enable greater freedom of distribution, but we did suffer somewhat last Saturday from a shortage of sellers.

Bob Readhead, Secretary

Additional sellers

This we hope to have put right by tonight, but we can use some additional sellers, who are offered 5 per cent commission on each programme they sell.

At the moment, we are taking no cash for car parking at the Maple Road end of the ground where admission for cars is, at present, by season ticket only at £4 4s.

Quite soon, we hope that British Rail will be removing more rails which will give a good deal more room. Meanwhile, few parking season tickets are available at this office.

Collection for Lady Zia's fund

Next Saturday, a collection will be made outside the ground for Lady Zia Wernher's 'Children's Fund' and it is hoped that supporters will respond by contributing generously.

The next specially chartered train for supporters will be to Leicester on Saturday, 12 September, and I hope to be in a position to give details of times and fare in next Saturday's programme.

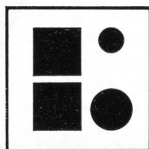
Now settled in is the new manager of the Hatters' Club, Les Richardson, formerly of the Black Bull, Park Street and he will be glad to be of help to anyone who is contemplating booking this spacious, well-appointed hall for a private function.

Encouraging bookings

Bookings, in fact, for the winter, have been most encouraging and we have some already for the Christmas period. Snacks at reasonable prices are available to members on match days.

A souvenir, well illustrated brochure of the club, price 2s 6d, is now on sale at the ground and at the Sports Centre, Dunstable Road.

Two publications by the Football League are recommended. One is *Soccer Who's Who*, price 7s 6d and available at the Sports Centre or 8s 6d post free from the League HQ, Lytham St Annes. The other is *Football League Book No 1*, price £1 1s.



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Back row: Robin Gladwin, Ken Skeen, Graham Atkinson, Rodney Smithson, Mick Kearns, Colin Clarke, Dick Lucas, Brian Thompson, Peter Hatch, John Shuker.
Front row: John Evanson, Colin Harrington, David Sloan, Ron Atkinson, Brian Lewis, Roy Clayton.
Picture by courtesy of the 'Oxford Mail'.

Oxford United achieved a minor miracle

by Tony Pullein

Oxford United moved into the new season in splendid style, pulling off a 2-1 win at Millwall – a club not easily beaten on its own ground.

Some United fans have pointed out that the last time they won their opening game (in 1964) they won promotion and, perhaps, this was a good omen!

Certainly, according to the Oxford pattern, they are due to go up this season.

They were elected to Division Four in 1962, won promotion in 1965 and then moved up into Division Two in 1968. Now another three years is about to be completed and promotion is due again!

Their rise is a miracle

If the sensational happens, and Oxford indeed find themselves in the First Division it would only add one more instalment to the story of their miracle rise to date.

When Oxford United came from the obscurity of Southern League football to the Second Division of the Football League they claimed a new record for the fastest rise from non-League soccer to Division II through the Fourth Division.

Never before had a club risen through three divisions of the League within seven years of its election.

Were a tiny amateur set-up

After the last war the Oxford club was still a tiny amateur set-up playing in the Spartan League. They were still known in those days as Headington United, the title adopted upon the club's formation in 1896.

Nothing of greater than local importance was achieved for fifty years and it wasn't until the late 'forties that the Oxford revolution really got under way.

Professional status in 1949

Only a handful of Football League clubs had installed floodlights when Headington proudly opened theirs, when still an amateur club, in 1949.

Later that year, upon election to the Southern League, the club was reconstituted as a professional unit.

By 1953 they had won the first of their three Southern League Championships and chalked up the first of their Southern League Cup successes.

Modern stand was built

Ambitious ground improvements were undertaken, one of the most modern stands in the land being erected in antici-

pation of the day when Football League soccer would be seen at The Manor.

In 1960 the name was changed to Oxford United to make the club more representative of the area it served.

When Accrington Stanley folded in 1962, Oxford were almost an automatic choice to fill the vacancy in Division Four. When most other clubs might justifiably have felt their ambitions had been realised, Oxford looked upon this as only the first step in their development.

Reached sixth round of Cup

The careful planning continued. Manager Arthur Turner, now elevated to the post of general manager, had the distinction of leading Oxford into the sixth round of the FA Cup in 1964 – the only Fourth Division club ever to get that far.

One year later Oxford crept into the Fourth Division's last promotion space and then, after three seasons in Division Three they found themselves in the Second Division. A Cinderella tale come true!

Abysmal support of the public

Saddest aspect of Oxford's performances is the abysmal support of the local public. The Manor usually houses one of the Second Division's smallest crowds, which must be most frustrating to everyone who has worked so hard to put the club on its present footing.

Consequently, Oxford can rarely afford to enter the transfer market in more than the most modest way.

This probably restricted manager Gerry Summers this summer – for he didn't involve himself in any serious incoming transfer activity.

Today's team will probably be made up of men who took the club into fifteenth position – a club record for Division Two – last term.

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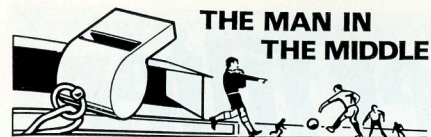
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FOOTBALL LEAGUE

REVIEW



Famous for Flavour



BRIAN DANIELS (Rainham)

Started refereeing when he was only 16 years old and progressed through the Essex Junior and Intermediate Leagues to the Isthmian and Athenian Leagues.

Was appointed to the Football League's list of linesmen in 1965 and promoted to the referees' list two years later.

Married with three children, two boys and a girl, Mr Daniels is employed as a senior accounts officer.

His hobbies are ballroom dancing and coarse fishing and he is also interested in the promotion of financial support to youth football in Essex.

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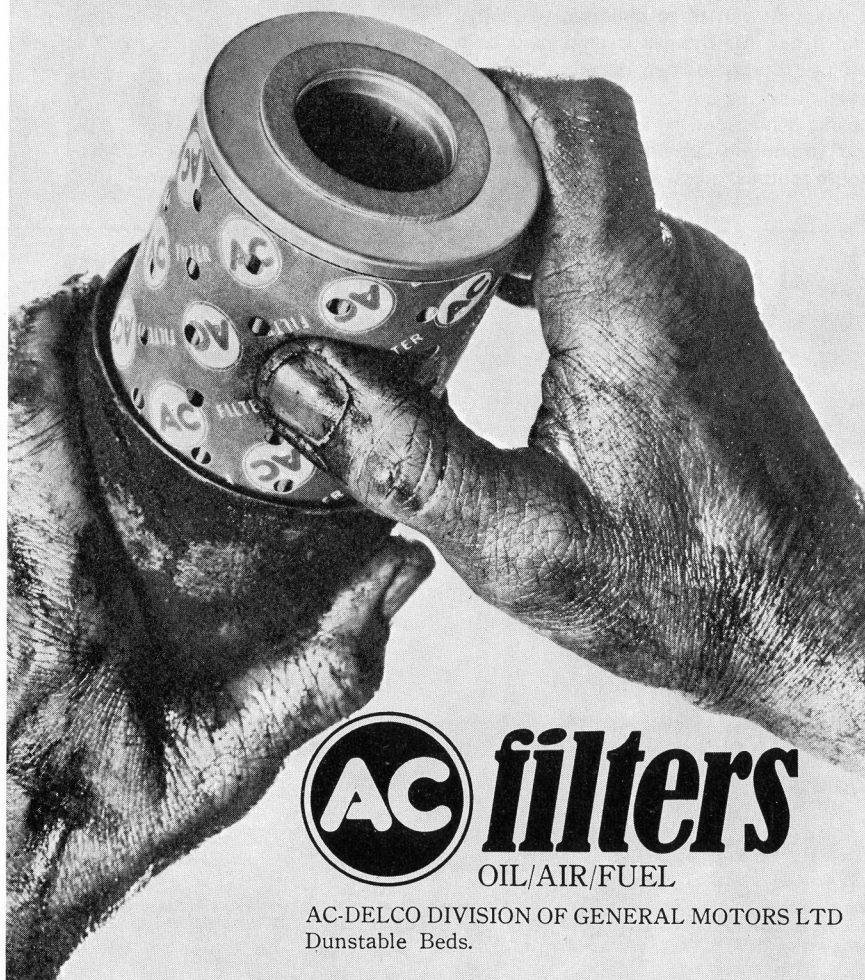
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Transfer of Barron gave a chance to young goalkeeper

by Tony Pullein

Here are pen pictures of the twelve Oxford players who are most likely to be seen in action tonight.

MICK KEARNS (Goalkeeper). When Oxford sold Jim Barron to Nottingham Forest this summer it gave young Mick the chance to step into the big time. He showed up well when tried towards the end of last season so manager Gerry Summers had no worries about him.

League record: Oxford 5 aps.

DICK LUCAS (Right-back). Dick came into his own last season with some solid displays at full-back. Previously Dick, a local lad, had made only occasional first-team appearances.

League record: Oxford 53 (1) aps.

JOHN SHUKER (Left-back). Versatile John moves around the Oxford team almost as rapidly as a ball-bearing flipping around a pin-table. Currently he's at left-back, the eighth position he has filled for Oxford. Two seasons back he was a striker — and topped their scoring list! Oxford discovered him playing junior football in Manchester in 1960.

*League record: Oxford 204 (6) aps, 37 gls.
Division Three Championship Medal (1968).*

RODNEY SMITHSON (Right-half). One of the strong men in Oxford's defence for the past three years, Rodney has vindicated himself for deciding to leave the marble-walled Highbury in 1964. With Arsenal, he had been given only rare chances to show his ability in the senior team. A former England youth international, Rodney has been an Oxford regular for three years now.

*League record: Arsenal 2 aps; Oxford 105 (4) aps, 1 gl.
Division Three Championship Medal (1968).*

COLIN CLARKE (Centre-half). Another former Arsenal player. Colin didn't get a solitary first-team outing with the Gunners so, after eighteen months with them, he decided to try his luck with Oxford where he is now in his fifth campaign as a first-team regular.

*League record: Oxford 149 (1) aps, 4 gls.
Division Three Championship Medal (1968).*

BRIAN THOMPSON (Left-half). Brian arrived at The Manor last season from Wolves, where he had been confined to reserve team football. He made his League debut shortly after his transfer.

League record: Oxford 22 (2) aps, 2 gls.

DAVID SLOAN (Outside-right). A Northern Ireland youth, amateur, under-23 and full international, David first tasted English football with Scunthorpe United, whom he joined from Bangor (NI). Oxford signed him two seasons ago and he hit ten goals last season.

League record: Scunthorpe 133 (3) aps, 42 gls; Oxford 87 (1) aps, 18 gls.

BRIAN LEWIS (Inside-right). A player of vast experience, Brian started with Crystal Palace, making his League debut in 1960–61. Portsmouth signed him in 1963 and he matured rapidly with them, commanding a large fee when he moved to Coventry in January 1967. Eighteen months later he joined Luton, topping their scoring list with twenty-four goals in 1968–69. Oxford signed him last season.

League record: C Palace 32 aps, 4 gls; Portsmouth 134 aps, 23 gls; Coventry 33 (2) aps, 2 gls; Luton 45 (4) aps, 24 gls; Oxford 12 (1) aps, 4 gls.

GRAHAM ATKINSON (Inside-forward).

Graham started his professional career with Aston Villa, joining Oxford in 1960. Apart from a break of one season — when he left on loan to Cambridge United — he has been a regular member of the side ever since.

*League record: Oxford 227 (2) aps, 72 gls.
Division Three Championship Medal (1968).*

KEN SKEEN (Centre-forward). Ken was top scorer with fourteen goals last season, yet he once thought he'd never play top football again. When he was with Swindon, his first big club, he suffered a severely burned leg which put him out of action for a year. Fortunately he recovered but, unable to command a regular first-team place, he signed for Oxford in 1967.

League record: Swindon 14 aps, 4 gls; Oxford 105 (3) aps, 16 goals.

ROY CLAYTON (Inside-forward). Roy is one of Manager Gerry Summers' big hopes for the future. A clever forward, he knows how to shoot, and he opened the season as a first-teamer. He made his bow towards the end of last season.

League record: Oxford 10 (1) aps, 2 gls.

RON ATKINSON (Outside-left). Like his brother Graham, Ron first tried his luck with Aston Villa. He didn't make the first-team and he went into Southern League football with Oxford in 1959. In 1968 he created a new record by becoming the first man to captain his club in the Southern League and three different divisions of the Football League.

*League record: Oxford 337 aps, 10 gls.
Division Three Championship Medal (1968).*

NB All statistics up to and including game played on 2 August 1970. Figures in brackets denote additional appearances as substitute.

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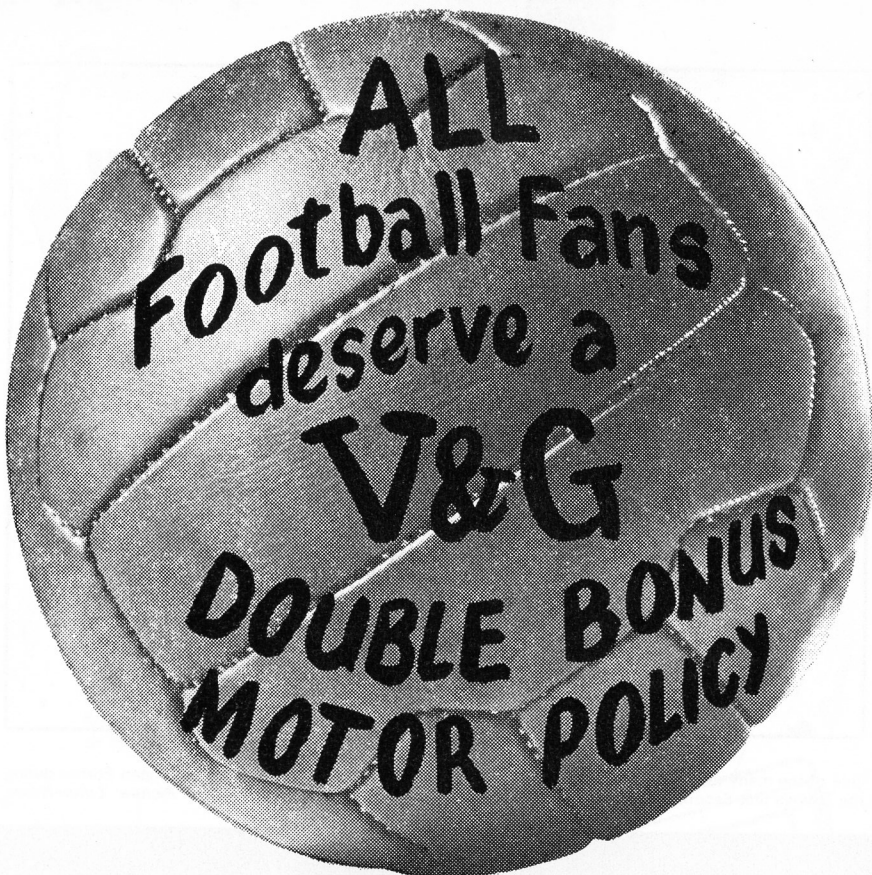
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One of the many tussles Town centre-forward, Malcolm Macdonald (left) had with Duncan Forbes during the Town's first Second Division match of the season with Norwich City.

Picture: 'Luton News'





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<i>Goalkeepers</i>						
READ, A.	1	1	—	—	—	—
STARLING, A.	1	—	2	—	—	—
*DALRYMPLE, M.	—	—	—	—	—	—
<i>Full backs</i>						
BANNISTER, J.	—	—	2	—	—	—
HOOPER, G.	—	—	—	—	—	—
JARDINE, F.	—	—	2	—	—	—
RYAN, J.	2	1	—	—	—	—
SHANKS, D.	—	—	—	—	—	—
WOODS, P.	—	—	1	—	—	—
<i>Half Backs</i>						
BRANSTON, T.	1	—	2	—	—	—
COURT, D.	1	1	—	—	—	—
DELGADO, R.	—	—	1	—	—	1
GUILD, A.	—	—	2	—	—	2
GOODEVE, K.	—	—	2	—	—	—
HOY, R.	2	1	—	—	—	—
KEEN, M.	2	1	—	1	—	—
MOORE, J.	2	1	—	—	—	—
NICHOLL, C.	1	1	—	—	—	—
SLOUGH, A.	2	1	—	—	—	—
THOMPSON, P.	—	—	—	—	—	—
<i>Forwards</i>						
BUSBY, V.	2	—	2	—	—	—
COLLINS, J.	—	—	1	—	—	—
GIVENS, D.	2	1	—	—	—	—
MACDONALD, M.	2	1	—	1	1	—
PHILLIPS, P.	—	—	2	—	—	3
RYAN, J.	2	1	—	—	—	—
TEES, M.	—	—	1	—	—	1
WAINWRIGHT, R.	—	—	2	—	—	—

* On loan to Margate.

FL — Football League; FLC — Football League Cup; M-WL — Mid-Week League.

COMING MATCHES

DIVISION II

SATURDAY, 5 SEPTEMBER 1970

LUTON TOWN v MIDDLESBRO'

KICK-OFF 3 p m

Admission: Centre Stand 14s, Wing Stand 11s, Enclosure, Bobbers' Stand and Oak Road terrace 8s (children 4s), Kenilworth Road terrace 6s (children 3s).

FOOTBALL LEAGUE CUP

TUESDAY, 8 SEPTEMBER

LUTON TOWN v WORKINGTON

KICK-OFF 7.30 p m

Admission: Centre Stand 14s, Wing Stand 11s, Enclosure, Bobbers' Stand and Oak Road terrace 8s (children 4s), Kenilworth Road terrace 6s (children 3s).

LATEST RESULTS

FOOTBALL LEAGUE CUP

Gillingham 0 Luton Town 1

Read: Ryan (John), Slough; Hoy, Nicholl, Moore;
Ryan (Jimmy), Court, Macdonald, Keen, Givens.
Substitute: Bannister.
Scorer: Macdonald

DIVISION II

Luton Town 0 Norwich City 0

Read: Ryan(John), Slough; Hoy, Nicholl, Moore;
Ryan (Jimmy), Court, Macdonald, Keen, Givens.
Substitute: Busby.

SOUTH-EAST COUNTIES LEAGUE

Luton Town 4 Gillingham 0

Burdett; Bazley, Hines; Thompson, Baker, Shanks;
Sparks, Stewart, Robinson, Gilchrist, Sorbie.
Scorers: Gilchrist (2), Robinson (2).

LONDON MID-WEEK LEAGUE

Luton Town 5 Southend United 0

Starling; Jardine, Bannister; Guild, Branston,
Goodeve; Busby, Tees, Phillips, Wainwright, Woods.
Substitute: Delgado.
Scorers: Phillips (2), Guild (2), Tees.

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SKF

The Skefko Ball Bearing Company Limited,
Luton, Bedfordshire

BALL DONOR: Mr FRED STURGE, *Three Horseshoes, Luton*

LUTON TOWN

Colours: Shirts White
Shorts Black

Coach: JIMMY ANDREWS

1 Tony Read		
2 John Ryan		3 Alan Slough
4 Roger Hoy	5 Chris Nicholl	6 John Moore
7 Jimmy Ryan	9 Malcolm Macdonald	11 Don Givens
8 David Court		10 Mike Keen

Substitute:

Referee
B. H. DANIELS
(*Rainham*)



Linesmen
K. A. DUFF (*West Molesey*)
Red Flag
R. E. EVANS (*Upminster*)
Yellow Flag

Substitute:

10 Roy Clayton		
11 Ron Atkinson	9 Ken Skeen	8 Graham Atkinson
6 Brian Thompson	5 Colin Clarke	7 David Sloan
3 John Shuker		4 Rodney Smithson
	1 Mick Kearns	2 Dick Lucas

Colours: Shirts Gold with Black Trimmings
Shorts Black

Team Manager: GERRY SUMMERS

OXFORD UNITED

Result: LUTON TOWN

OXFORD UNITED