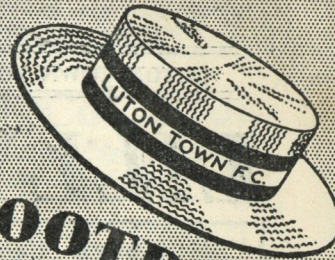


*Les Jones*

Right Back  
Luton Town F.C.

OFFICIAL JOURNAL



# LUTON TOWN FOOTBALL AND ATHLETIC CO. LTD.



COMPLIMENTARY  
PRICE 3d

Saturday, 30th October, 1954

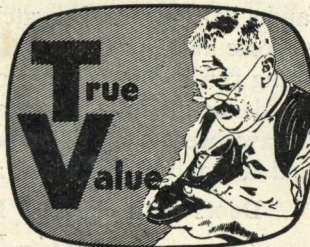
Football League—Division II

**Luton Town v. Swansea Town**

## True-Form

*Expert Shoemakers*

MENS  
SMART  
SHOES



LADIES  
FASHION  
SHOES

TAKE ADVANTAGE OF THE

TRUE-FORM

24 HOUR REPAIR SERVICE

Special offer of 2/- in the £ reduction on shoes of our own make

32 GEORGE STREET, LUTON



# LILLYWOODS

## OUR TREBLE CHANCE POOL

ASK FOR IT  
GET IT  
PAY FOR IT

Bobbars Odd Jobbers Pool		No. 1	Easy Six	
LARCH POLES	1	PASS ONE ON TO YOUR FRIEND  <b>LILLYWHITES</b> LEAGRAVE RD. LUTON  OFFER YOU THE BEST  <b>POST</b> <b>EARLY</b>	SOFTWOOD	1
INSULATION BOARD	2		HARDWOOD	2
LATHS	3		PLYWOOD	3
LAUREL	4		DOORS	4
YELLOW PINE	5		GATES	5
WATTLE HURDLES	6		HARDBOARD	6
HEMLOCK	7			
INTERWOVEN SCREENS	8			
TABLE LEGS	9			
EDGING BOARDS	10			
SAWDUST	11			
MAXIMUM AMOUNT (What you can afford)			<b>The Buyers' Favourite Pool</b> <b>3 DRAWS</b>	
<i>If you have an outstanding account please enclose remittance with this coupon</i>			KEEN PRICES	1
Post your Coupon to: <b>LEAGRAVE ROAD</b> <b>LUTON</b>			SERVICE	2
Your Ref. No. is <b>Luton 6282</b>			DELIVERY	3
I have read your terms and promise to remit the staked amount. MR. .... MRS. .... MISS ..... <small>BLOCK LETTERS PLEASE</small>			<b>LILLYWHITE LTD.</b> (TIMBER)	
Customers of no fixed abode are not eligible			YOU WIN EVERY TIME	
			<i>Have no connection with any other firm</i>	

## LUTON BOBBERS STAND CLUB

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.

The ticket number for the ball on Saturday, 16th October, 1954, was 50159 and the supporter who had this number was:—

Mr. H. R. ELLINOR,  
221, Biscot Road, Luton.

For an hour and a half you will be watching feet moving about on the grass  
So after tea come along to the **ASSEMBLY HALL** and take part in a grand **DANCE**

This is being run by the one and only "**BOBBERS STAND**"

And the dance music will be played by the well known **REGENCY BAND**

You have been many times before so you know what our dances are like

And for only 4/- you are assured of a good night

**Doors open at 7.30 Dancing from 8 p.m. to Midnight**

M.C.—Mr. George Smith

**Get there early so as to have the full 4 hours of Dancing**

On behalf of our President and the Committee I would like to take this opportunity of thanking the following for the splendid prizes that they have sent along towards making our Dance a success:—

MESSRS. FLOWERS BREWERIES LTD.    MESSRS. ROGERS, MANNING & TEARLE  
WHITBREAD & CO., LTD.                    BURGESS MINERALS LTD.  
W. D. & H. O. WILLS LTD.

J. COLLIER, Hon. Treasurer.

# Luton Town Football and Athletic Co., Ltd.

Established 1885

::

Incorporated 1897

::

First Professional Side, Season 1891/92

## CLUB NOTES

THE LADS from the valleys of Wales are our visitors this afternoon and we welcome them once again to Kenilworth Road. Although their record away from Home must make sad reading for them in that they have lost all seven matches so far played we have always found them a most difficult team to beat. We remember when they visited us in our opening match of the 1951/52 season and we were coasting along to a comfortable two clear goal victory when only five minutes from the end the "Swans" struck, and struck again two minutes later to level the scores. If the match had lasted much longer we would most likely have been defeated for the Welsh lads were attacking for all they were worth when the final whistle blew. It was further proof of that old saying that a game is not won until the ninety minutes are up. Swansea have relied for a number of years on local talent, and still are great believers in that policy, with some justification. They have however extended this limit somewhat lately by obtaining the services of two experienced players, Ronny Burgess and Arthur Willis, both from Tottenham, to help blend the team together. Swansea's home record is excellent, having dropped only one point to date, so that their away record of no points at all is hard to understand. Let us hope they do not break that sequence today, for if they do they will spoil our 100 per cent home record. But whatever the result we hope to see a most enjoyable game with the spoils going to the side most deserving of them.

After an excellent first half display at Craven Cottage last Saturday when, without any doubt, we should have been in the happy position of at least a two goal lead at half time but had to be satisfied with level pegging, our lads fell away after the change of ends and were defeated in the end by three goals to one. The football from our lads during those first forty-five minutes was well worth going a long way to see, and in fact we have received letters from several Fulham fans congratulating them on their excellent display. There was all the difference in the world between the match played here the previous Saturday against Plymouth and this one at Craven Cottage, which only went to prove, what we already knew, that the football is there if given the opportunity to produce it. Our Reserve side too is giving us some excellent football. Everybody who saw the game here last Saturday for instance when we won by six goals to one must have been pleased with our lads display. And yet there were only 2,779 spectators to see it. There were of course quite a good few of you at Craven Cottage, but as you will see elsewhere in this programme our highest attendance to date for Combination matches for a Saturday fixture is 3,298. The attendances at our First Team matches are down by 16,713 on the aggregate, an average of 2,388 per match, and yet we are the only team in the whole of the four Leagues, with the single exception of Leyton Orient, who can boast of not having dropped a point at home. If this record had been gained by merely trying to stop the other team from scoring and relying on a break-away for a goal to win the match such apathy

could be understood, but we have attained by attacking football, and most of it very good football at that. The poor attendances caused the Chairman to say to "Chiltern" recently: "What must we do to attract the crowds?" which remark has caused one or two of you to write in to the Club expressing your views. The two main themes are: (1) That we want a first class centre forward and (2) That we do not want promotion but are quite content to stay near the top of the Second Division. Now we are quite aware a first class centre forward is our main problem. We who are in the game all the time know this and have been aware of it since we knew Jesse Pye requested to move back North. Can any of you recommend to us the player we are looking for who is prepared to change his Club? We have scoured the country for such a player, have spent a small fortune on telephone calls, helped the income of British Railways appreciably, all in an effort to find the right player. Every Club up and down the country is looking for just that very thing, and even the Arsenal have to call on the services of 34 year old Tommy Lawton to fill their centre forward position. We feel we have already on our books players just as good as can be bought these days and we are giving them the chance to prove themselves. Our record to date shows whether or not that policy is justified. The second theme really is not worth denying, but it appears so persistently that once more we must refer to it, but by adopting a different approach. We have a new Chairman. Do you really think he would be content for the Club to stay in the Second Division if by buying a player he was sure we would be promoted to the First Division in his first year of office? The Board and Players are behind him to a man to get promotion, and if you had been in the Board Room after the Stoke City match when the news came through that we headed the Second Division you would have had no doubt at all that it is the dearest wish of all the Officials of this Club, and of the players too, that this be our year for promotion. We invite letters from you giving your criticisms, for we know there is room for improvement, and a suggestion might lead to something tangible, but let your letters be constructive and please, please, leave out the promotion angle. We hope by the above remarks, if not by previous denials of apathy in that direction, that we have killed such thinking once and for all. An observation we must make in passing is that the present gates certainly do not give us much encouragement to go out and spend big money.

British Railways and Travel House are running Excursions to Nottingham next Saturday for our game with Notts. County. Further details can be obtained by applying direct to the offices concerned. Travel House refer elsewhere in this programme to the arrangements they have made.

Next Saturday morning, on this Ground, kick-off 11.15, our Youth Team play the winners between Bedford Avenue and Spalding in the Second Round of the F.A. Youth Challenge Cup. Our lads beat Holbeach here last Saturday morning by 8 goals to 3 for the right to enter the Second Round and some good football was seen. Come along and give your support to these youngsters.



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

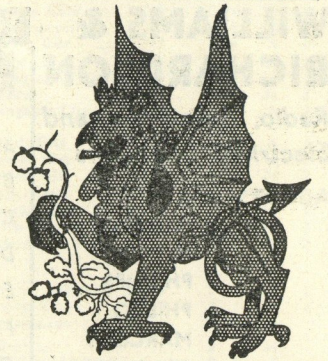
Charles MARES Limited

Men's and Boys' Wear 65, George Street, Luton, Beds.  
and at ST. ALBANS - KETTERING - BEDFORD - BLETCHLEY - ST. NEOTS

Keep out the Cold with

**Dragon's Blood**

The Famous Old English Ale



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 :: Yoghourt

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. H. VICKERS (Crewe)

11 Jones Outside Left  
6 Burgess Left Half  
3 Thomas Left Back  
10 Allchurch, I. Inside Left

**SWANSEA TOWN**

Shirts Blue  
Knickers White  
Stockings Blue

Streten Goal

5 Hall Centre Half

9 Kelly Centre

9 Medwin Centre

5 Kiley Centre Half

King Goal

**Football League—Div. II**

3 Aherne Left Back

6 Shanks Left Half

10 Groves Inside Left

Linesmen—  
Red Flag: Mr. C. H. GAYLER (Harrow)  
Orange Flag: Mr. S. J. DANT (Cambridge)

8 Griffiths Inside Right

2 Willis Right Back

11 Adam Outside Left

7 Allchurch L. Outside Right

4 Charles Right Half

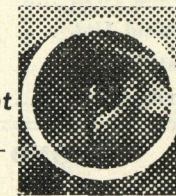
Kick-Off 2.45 p.m.

Spectators are asked NOT TO CROSS THE PLAYING FIELD after the match

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 CANHAM**  
and Son

★ Export Packers  
★ Export Leatherboard Post Boxes  
★ Cardboard Box, Packing Case  
Ply Box and Crate Manufacturers

GROVE ROAD, LUTON Telephone: LUTON 458

**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  
Sicolin Distemper: Enamels and Water Paint

Wallpapers and Borders etc.

ALL GARDEN REQUISITES

106, Dunstable Road, Luton

Telephone 329 Enquiries Invited

*Make your savings  
earn as much as  
possible - safely*

Call, telephone or write  
for full particulars

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

**BEDFORDSHIRE BUILDING SOCIETY**

16 KING STREET, LUTON Telephone: 4577

**HELEY'S Restaurant**

MILL STREET, Next to Gaumont Cinema

SPECIAL

**FISH & CHIP  
DINNERS & TEAS**

SERVED ON MATCH DAYS

Seating Accommodation: 90

'Phone: Luton 3730 Proprietor: R. A. Heley



**WILLIAMS & RICHARDSON**

Radio, Television and Electrical Engineers

AGENTS FOR

- ★ MURPHY
- H. M. V.
- PHILLIPS
- PHILCO
- MARCONI
- FERGUSON

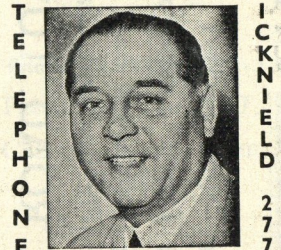
174, Biscot Road  
AND 17, DURHAM ROAD  
Luton

'Phone: 593 and 2012

**Warden Tavern**

2½ miles out of Luton  
on main Bedford Road

Proprietor **Tom Hodgson**  
Ex-Captain, Luton Town F.C.



TELEPHONE 277  
Wedding Receptions  
Luncheons Social Functions  
Evening Parties

Fully Licensed Large Car Park

**Good Introduction**

to your customers is achieved through



Printing 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	Sunderland
B	Burnley	Portsmouth
C	Cardiff City	Bolton W.
D	Chelsea	Charlton Ath.
E	Everton	Manchester U.
F	Leicester City	Blackpool
G	Manchester C.	Huddersfield
H	Newcastle U.	Wolverh'pton
K	Preston N.E.	Sheffield Wed.
L	Sheffield Utd.	Tottenham H.
M	West Brom.	Aston Villa
N	Birmingham	Derby County

**SECOND LIST**

A	Bury	Bristol Rovers
B	Hull City	Notts. County
C	Ipswich Town	Doncaster R.
D	Leeds United	Plymouth A.
E	Lincoln City	Liverpool
F	Middlesbro'	West Ham U.
G	Notts. Forest	Port Vale
H	Rotherham U.	Fulham
K	Stoke City	Blackburn R.
L	Brentford	Bournemouth
M	Brighton & H.	Q.P.R.
N	Bristol City	Exeter City

**THIRD LIST**

A	Coventry City	Watford
B	Gillingham	Aldershot
C	Leyton O.	Swindon T.
D	Millwall Ath.	Crystal Palace
E	Reading	Southend Utd.
F	Shrewsbury T.	Norwich City
G	Southampton	Northampton
H	Torquay Utd.	Newport Co.
K	Walsall	Colchester
L	Accrington	Rochdale
M	Scunthorpe	Stockport
N	Bourne'th Res.	Luton T. Res.

**BUNTY COACHES**

**SPECIAL EXCURSION**

Sat., 6th November, 1954

**Notts. C.**

v. LUTON TOWN  
Depart Luton 8.30 a.m.

Book your seat at

**Travel House**

21, Leagrave Rd., Luton  
Tele.: 5855/6

202, High Street South  
Dunstable Tele.: 100

**Paint  
Wallpaper  
Glass**

**OGDEN & CLEAVER**

Limited  
Stuart St., Luton  
'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	19,832	0 1 H	3 0
Tues., " 24	Bury	15,535	1 0 A	1 2
Sat., " 28	Ipswich Town	20,265	...	A 1 3
Wed., Sept. 1	Bury	13,654	3 2 H	3 2
Sat., " 4	Birmingham City	16,347	2 0 H	1 0
Wed., " 8	Lincoln City	13,390	1 1 A	2 1
Sat., " 11	Middlesborough	15,891	...	A 2 0
Wed., " 15	Lincoln City	11,972	1 0 H	2 1
Sat., " 18	Stoke City	17,325	0 1 H	3 1
Sat., " 25	Rotherham United	17,114	1 2 A	0 2
Sat., Oct. 2	Derby County	17,156	2 1 H	2 0
Sat., " 9	Bristol Rovers	30,623	3 3 A	2 3
Sat., " 16	Plymouth Argyle	15,059	2 1 H	3 1
Sat., " 23	Fulham	33,500	1 5 A	1 3
Sat., " 30	Swansea Town	...	2 0 H	...
Sat., Nov. 6	Notts. County	...	2 1 A	...
Sat., " 13	Liverpool	...	...	H
Sat., " 20	West Ham United (1)	...	0 1 A	...
Sat., " 27	Blackburn Rovers	...	2 1 H	...
Sat., Dec. 4	Port Vale	...	...	A
Sat., " 11	Doncaster Rovers (2)	...	2 0 H	...
Sat., " 18	Nottingham Forest	...	1 2 A	...
Sat., " 25	Hull City	...	3 1 H	...
Mon., " 27	Hull City	...	2 1 A	...
Sat., Jan. 1	Ipswich Town	...	...	H
Sat., " 8	F.A. Cup—Round 3	...	...	...
Sat., " 15	Birmingham City	...	1 5 A	...
Sat., " 22	Middlesborough	...	...	H
Sat., " 29	F.A. Cup—Round 4	...	...	...
Sat., Feb. 5	Stoke City	...	1 1 A	...
Sat., " 12	Rotherham United	...	1 1 H	...
Sat., " 19	Derby County (5)	...	2 1 A	...
Sat., " 26	Bristol Rovers	...	1 1 H	...
Sat., March 5	Plymouth Argyle	...	2 2 A	...
Sat., " 12	Fulham (6)	...	1 2 H	...
Sat., " 19	Swansea Town	...	1 1 A	...
Sat., " 26	Notts. County	...	2 1 H	...
Sat., April 2	Liverpool	...	...	A
Fri., " 8	Leeds United	...	1 1 H	...
Sat., " 9	West Ham United	...	3 1 H	...
Mon., " 11	Leeds United	...	1 2 A	...
Sat., " 16	Blackburn Rovers	...	0 2 A	...
Sat., " 23	Port Vale	...	...	H
Sat., " 30	Doncaster Rovers	...	3 1 A	...

RESERVE FIXTURES	Combination Cup	Attendance	1953/54	F. A.
Wed., Aug. 25	Coventry City	2,833	2 0 H	2 2
Sat., " 28	Northampton T.	3,045	1 2 H	8 2
Mon., " 30	Coventry City	2,759	1 4 A	0 3
Sat., Sept. 4	Watford	3,417	1 2 A	2 4
Wed., " 8	Birmingham City	1,999	4 0 H	4 2
Sat., " 11	Watford	3,109	2 1 H	4 1
Wed., " 15	Birmingham City	1,638	1 1 A	3 0
Sat., " 18	...	...	...	...
Wed., " 22	Norwich City	3,667	0 0 A	1 4
Sat., " 25	Leicester City	1,913	2 1 A	3 1
Wed., " 29	Norwich City	3,372	2 0 H	2 1
Sat., Oct. 2	Ipswich Town	3,814	4 1 A	0 0
Wed., " 6	Leicester City	3,398	3 4 H	2 2
Sat., " 9	Ipswich Town	3,298	1 2 H	3 0
Thurs., " 14	Northampton Town	360	3 1 A	2 0
<b>Football Combination</b>				
Sat., Oct. 16	Charlton Athletic	1,216	1 1 A	1 1
Sat., " 23	Norwich City	2,779	2 1 H	6 1
Sat., " 30	Bournemouth	...	...	...
Sat., Nov. 6	Arsenal	...	5 3 H	...
Sat., " 13	West Ham United	...	0 1 A	...
Sat., " 20	Coventry City	...	...	H
Sat., " 27	...	...	...	...
Sat., Dec. 4	Portsmouth	...	4 2 H	...
Sat., " 11	Tottenham Hotspur	...	0 0 A	...
Sat., " 18	Birmingham City	...	...	H
Sat., " 25	Norwich City	...	1 1 A	...
Mon., " 27	Bristol City	...	...	A
Sat., Jan. 1	Brighton & Hove	...	...	A
Sat., " 8	Charlton Athletic	...	3 2 H	...
Sat., " 15	Cardiff City	...	4 0 H	...
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., March 5	Birmingham City	...	...	A
Sat., " 12	Tottenham H.	...	2 1 H	...
Sat., April 2	Bristol City	...	...	H
Fri., " 8	Coventry City	...	...	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	...	...	H
	Cardiff City	...	2 1 A	...
	Chelsea	...	0 0 A	...

**NEXT MATCHES**

Saturday, 6th November, 1954

F.A. YOUTH CUP—2nd Round

**Luton T. Youth XI**

**Spalding or Bedford Avenue**

Kick-Off 11.15 a.m.  
Prices of Admission:  
Grandstand and Enclosure Entrance only - 1/-  
Boys 6d.

Saturday, 6th November

FOOTBALL COMBINATION

**Luton Town Res.**

**Arsenal Res.**

Kick-Off 2.45 p.m.  
Usual Reserve Team Prices of Admission

**League Table : 1954-1955**

Up to and including Saturday, October 23rd, 1954.

**Football League—Division II**

	Pld.	Won	Drn	Lost	For	Agst.	P.
Blackburn Rov.	14	10	1	3	44	25	21
Rotherham Utd.	14	9	1	4	36	25	19
Fulham	14	9	1	4	38	28	19
Stoke City	15	8	2	5	19	13	18
<b>LUTON TOWN</b>	14	9	0	5	26	19	18
Bristol Rovers	14	8	2	4	39	28	18
Hull City	14	7	3	4	17	11	17
West Ham Utd.	14	7	2	5	28	24	16
Notts. County	14	7	2	5	20	20	16
Leeds United	14	7	1	6	26	28	15
Doncaster Rov.	13	7	1	5	22	28	15
Birmingham C.	13	5	3	5	18	14	13
Bury	14	5	3	6	27	28	13
<b>SWANSEA TOWN</b>	14	6	1	7	28	30	13
Lincoln City	14	6	1	7	24	26	13
Liverpool	14	5	2	7	30	30	12
Port Vale	14	3	4	7	13	24	10
Notts. Forest	14	4	1	9	17	24	9
Plymouth A.	14	2	5	7	19	27	9
Middlesbrough	14	4	1	9	14	29	9
Derby County	14	3	2	9	24	37	8
Ipswich Town	15	3	1	11	24	35	7



# 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**

**FIREWORK TIME IS HERE AGAIN**

*Make your choice from  
our Super Assortment of*

**BROCK'S, PAIN'S and STANDARD**

**Rockets 3d. to 3/-**

**Catherine Wheels : Coloured Fountains : Squibs  
Roman Candles : Aeroplanes : Jumping Crackers  
Jack-in-the-Box : Cascades : Guy Fawkes Mines, Etc.  
1½d. to 10/-**

**BANGERS BANGERS BANGERS**

**Boxes, 2/6, 5/-, 10/- and 20/-**

***Buy for the 5th Now!***