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THE SEASON 1969-70



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*Back Row (L-R): Bannister, Court, Ryan, Nicholl, Starling, Read, Branston, Moore, Jardine, Slough.
Front Row (L-R): Hoy, Collins, Tees, Givens, Macdonald, Phillips, Busby, French,
Keen (on ball).*



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A Message from the Chairman

There was much sweat; some blood and, from some emotional fans, even a few tears. But despite a few heart-stopping moments, Luton Town Football Club has won its promotion to Division Two.

Now as far as I am concerned, this is a temporary resting place on the march towards our rightful position in Division One. We may all take a great deal of pride in the success story of the club so far, because pride in achievement goes hand in hand with the self-confidence so necessary for further success, but the point I would like to stress is that the importance of a thriving football club to its surrounding community must not be overlooked.

Much the same can be said for most sports and social activities in an area. But because association football is our national sport, because the fortunes of one club can affect the lives and emotions of many thousands of followers and because association football these days is a major business in its own right – and must be managed like one – it assumes more importance as a community asset than is generally realised.

It can be argued quite factually that a thriving football club offers the best public image that a town can own – particularly a club which is named after the town itself. Mention the names Milan, Madrid, Liverpool anywhere in two thirds of the world today and the immediate image conjured up is of live, bustling, go-ahead areas; because those names are now identified with great football teams, though most people would find it difficult to name any other great industry associated with those same cities. There is no possible doubt that a great football team is the finest advertisement a town can produce for itself.

This applies nearer home, too. Everyone, even those people who are not soccer fans, walks a little taller and feels some degree of exhilaration when his home town team is on the crest of a wave. Studies have been made on the factory floor on Merseyside and other places which show that production, accidents and general morale can be linked not only to the general success or failure of the local team, but even to the weekend game's result.

Much has been said about community spirit, about social relationships, about the 'soul' of a town. Such a feeling crystallises in the kinship of



Mr Tony Hunt, *Chairman*

the soccer fan towards his team. And such a feeling quickly spreads outwards to embrace the rest of his community. It benefits his neighbours and it benefits the commercial interests of that town.

It is an old cliché that success breeds success. But the man who is happy with his club's success infects his family and his workmates. Such people will do their business more readily in the area which has aroused their loyalty and enthusiasm.

On a more mundane level, soccer success is just as inextricably linked with commercial success. When a club wins matches and finally promotion, it attracts more fans, from peripheral areas as well as within town boundaries. These people spend more in the market places of the towns on which they have focused their loyalty and affection. More money circulates, all of it in its turn generating more prosperity.

I mentioned earlier that professional football these days is big business. So it is. Turnover runs into many, many thousands of pounds annually. Yet a football club, whose end product is really mass entertainment, is still far too often regarded as a minor social endeavour when compared with commercial concerns which do not employ as many people, do not attract as much business to the community and certainly do not do as much to put that town on the map.

All of these remarks apply in full measure to Luton Town Football Club. Follow football or not, it is your club; its prosperity is linked with yours; it deserves your support.

The Directors



L. S. Hawkins, *Joint Vice-Chairman*



R. I. Burr, *Joint Vice-Chairman*



J. A. C. Bain



Tommy Hodgson



Eric Morecambe



H. Richardson

Results and Goalscorers

SEASON 1969-1970

Teams in italics show away matches

Opponents	Result	Scorers	Attendance	Opponents	Result	Scorers	Attendance
Barrow	Won	3-0 Keen Collins Allen	12,080	Mansfield	Drawn	2-2 Ryan Harrison	12,690
<i>Bournemouth</i>	Won	1-0 Macdonald		Bury	Drawn	0-0	12,751
Orient	Won	3-2 Collins Macdonald French	13,761	<i>Tranmere</i>	Lost	2-3 Allen Slough	
Halifax	Drawn	1-1 Macdonald	13,759	Rotherham	Won	2-1 Allen Slough	14,315
<i>Gillingham</i>	Won	2-0 Macdonald, o g		Reading	Won	5-1 Macdonald (3) Busby Harrison	14,401
Bristol Rovers	Won	4-0 Collins Macdonald Allen Tees	15,148	<i>Barnsley</i>	Lost	0-1	
<i>Bradford City</i>	Drawn	1-1 Allen		<i>Halifax</i>	Drawn	0-0	
<i>Southport</i>	Won	3-0 Macdonald French Nicholl		<i>Fulham</i>	Won	1-0 Macdonald	
Shrewsbury	Drawn	2-2 Collins Slough	15,396	Walsall	Won	3-0 Collins Macdonald Busby	17,193
<i>Plymouth Argyle</i>	Won	3-1 French Tees (2)		Southport	Won	1-0 Busby	16,756
<i>Walsall</i>	Won	3-1 Collins Tees (2)		<i>Mansfield</i>	Drawn	0-0	
Stockport County	Won	2-0 Macdonald Nicholl	15,944	<i>Rochdale</i>	Won	2-0 Macdonald Busby	
Bournemouth	Drawn	0-0	18,065				
<i>Doncaster R</i>	Lost	0-1					
<i>Brighton</i>	Won	2-1 Collins (2)	16,087				
Torquay	Drawn	1-1 Tees					
<i>Rotherham</i>	Drawn	1-1 Allen					
Barnsley	Drawn	1-1 Macdonald	17,422				
Rochdale	Won	2-0 Collins Allen	15,876				
Fulham	Won	1-0 Macdonald	16,485				
Bradford City	Won	5-0 Collins Macdonald (3) Tees	11,857				
<i>Orient</i>	Lost	0-1					
Gillingham	Lost	1-2 Keen	17,402				
<i>Shrewsbury</i>	Lost	1-5 Harrison					
<i>Plymouth Argyle</i>	Lost	0-2	12,358				
<i>Bury</i>	Won	3-1 Macdonald Tees (2)					
<i>Stockport</i>	Drawn	1-1 Tees					
Doncaster R	Won	4-0 Macdonald (2) Slough Tees	12,828				
<i>Bristol Rovers</i>	Lost	0-3					
<i>Barrow</i>	Lost	1-2 French					
<i>Torquay United</i>	Drawn	2-2 Macdonald Harrison					
Brighton	Drawn	1-1 Macdonald	17,584				
Tranmere	Won	2-0 Ryan Macdonald	11,368				
<i>Reading</i>	Won	1-0 Macdonald					

At the Turnstiles . . .

Figures show average attendance at Home matches during the last two seasons.

THIRD DIVISION

	1969/70	1968/9	Up or down
Luton	14,808	15,000	— 192
Brighton	14,711	10,755	+ 3,956
Bristol R.	11,870	7,032	+ 4,838
Orient	11,369	5,265	+ 6,104
Fulham	10,259	14,000	— 3,741
Barnsley	10,234	9,259	+ 975
Reading	9,855	6,403	+ 3,452
Bradford City	9,427	7,214	+ 2,213
Plymouth	9,112	10,159	— 1,047
Doncaster	8,560	10,211	— 1,651
Rotherham	8,294	8,418	— 124
Mansfield	7,143	7,021	+ 122
Torquay	6,884	8,131	— 1,247
Rochdale	6,425	5,476	+ 949
Walsall	5,428	5,913	— 485
Bournemouth	5,410	7,664	— 2,254
Gillingham	5,401	5,392	+ 9
Halifax	4,674	5,655	— 981
Bury	4,512	7,761	— 3,249
Tranmere	4,394	6,040	— 1,646
Shrewsbury	4,289	5,600	— 1,311
Barrow	3,642	4,588	— 946
Stockport	3,506	7,200	— 3,694
Southport	3,428	5,000	— 1,572

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How we got there . . .

By ERIC PUGH

An amazing run of five consecutive matches in April in which they did not concede a goal and gained eight points finally sealed the Town's promotion bid which at one time, particularly in February, and once or twice during March, was on the point of being written off.

Yet, at Christmas if ever a team were odds-on favourites for the prize then it was the Town. At that stage, they had lost only one of their twenty-one League matches and were holding a three points lead, plus three games in hand over the then second placed team, Rochdale.

As it happened, the Christmas matches turned out to be a disaster. After one of the best games of the season in appalling conditions at Brisbane Road on the morning of Boxing Day, the Town lost unluckily to Orient, the eventual champions, by the only goal.

Possibly, the reaction of that fight caused their much cherished unbeaten home record to go by the board the following day when Gillingham came and turned form upside down.

Hereabouts, the flu bug hit the Town camp severely, causing the postponement of a couple of matches and when they were back in action, there was a humiliating defeat at Shrewsbury by 5-1 and another home setback at the hands of Plymouth.

During this period in the doldrums, there were isolated improved displays, but the fact remained that when Brighton held them at Kenilworth Road, it was only the seventh point the Town had secured out of the last twenty-two.

In retrospect, possibly the narrow victory at Reading secured in a downpour that turned the pitch into a quagmire, was a turning point in their fortunes, but an even more important one was the only goal that gained them two points against Fulham at Craven Cottage on 8 April.

That had a double-edged effect because it gave the Town's promotion chances a fillip and pushed the London side back into the ruck.

Meanwhile, Bristol Rovers had emerged as the biggest single threat to the Town accompanying Orient into the Second Division but, unaccountably, they 'blew up' when the strain was really on.

While the Town were beating Southport, the Rovers lost at home to Gillingham who made some-

thing of a habit of upsetting the calculations of the leading teams. The same week the Rovers crashed at Tranmere.

So, instead of facing the necessity of gaining three points from their last two matches at Mansfield and Rochdale which could have been a tough task, the Town found that opposition removed from their path.

In the event, the Town did secure three points from those last two games and promotion was finally clinched in the penultimate match when they earned a goalless draw at Mansfield and hundreds of their supporters cheered them back into the Second Division.

At the end of the story there was no doubt that the Town thoroughly deserved their reward – but they did make hard work of it at times!

Final Third Division table:

	P	W	D	L	F	A	Pts
Orient . .	46	25	12	9	67	36	62
Luton . .	46	23	14	9	77	43	60
Bristol R	46	20	16	10	80	59	56
Fulham	46	20	15	11	81	55	55
Brighton	46	23	9	14	57	43	55
Mansfield	46	21	11	14	70	49	53
Barnsley	46	19	15	12	68	59	53
Reading	46	21	11	14	87	77	53
Rochdale	46	18	10	18	69	60	46
Bradford C	46	17	12	17	57	50	46
Doncaster	46	17	12	17	52	54	46
Walsall	46	17	12	17	54	67	46
Torquay	46	14	17	15	62	59	45
Rotherham	46	15	14	17	62	54	44
Shrewsbury	46	13	18	15	62	63	44
Tranmere	46	14	16	16	56	72	44
Plymouth	46	16	11	19	56	64	43
Halifax	46	14	15	17	47	63	43
Bury . .	46	15	11	20	75	80	41
Gillingham	46	13	13	20	52	64	39
Bournemouth	46	12	15	19	48	71	39
Southport	46	14	10	22	48	66	38
Barrow	46	8	14	24	46	81	30
Stockport	46	6	11	29	27	71	23

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. . . and where we're going

By ROGER DUCKWORTH
of the Evening Post

Luton Town are back where they belong – in Division Two. And with the sort of drive that has swept the Hatters from Division Four in three exciting years, I reckon it won't be long before they are knocking on the door of Division One.

This bold statement, of course, will be chucked in my face as soon as the lads have a bad game. But journalists, especially football ones, get used to taking almost as much stick as the footballers, and I'm quite prepared to stick to what I have said.

The reason is obvious. The men that steer the ship at Kenilworth Road are master mariners.

When you weigh up the business acumen and experience in the ranks, stretching down from chairman Mr Tony Hunt and manager Alec Stock, through the directors, coach Jimmy Andrews and the players themselves, you must be prepared to put your money where your mouth is.

Luton Town aim to give the people of Luton top class football. More than £150,000 was spent on new players in the past year, and there are ambitious plans for an ultra-modern stadium that will hold 40,000 spectators. Work has already begun on the first phase, and soon the rest will be taking shape.

A fortune has already been poured into the club. There have been considerable ground improvements, and last season the innovation of the Hatters Club made Luton the envy of many more fashionable clubs.

These are just a few of the reasons why Luton cannot fail on the field now. There's too much at stake.

But it's going to be hard going. Just look at the current Second Division table. Birmingham, Middlesbrough, Leicester, Sunderland, Portsmouth, Sheffield United, Sheffield Wednesday. The very names and traditions of these clubs have had the Luton fans waiting for the start of this season with itchy feet – and a certain apprehension.

But let's not forget that Luton have not been standing still during the long, hot summer. Even before last season ended Jimmy Ryan, Don Givens, Ken Goodeve and Peter Woods were recruited from Old Trafford. Then there was the tour of Spain. This gave the younger players invaluable experience.

Roger Hoy and David Court cost the club £55,000 during the summer, and they are bound to add a touch of class to the exuberance of the side.

The coming season will form the soccer character of young Viv Busby who came into the side with such a bang at the end of last season. His progress is going to be one of the most important issues. Much is expected of him, and I believe he is well capable of delivering the goods.

When you look forward to a new season you cannot get far without mentioning the top goal-scorer. Malcolm Macdonald was the star in this department last season, and a lot will depend on his prowess in the coming months.

We could talk for ever about the shape of things to come. Action is what we want. With a bit of luck, a lot of hard work, and the full-throated support of the people of Luton, the Hatters can once again become a soccer power.

The lean years are now a thing of the past. Let us look forward with confidence to a prosperous future. I am certain it can be achieved.

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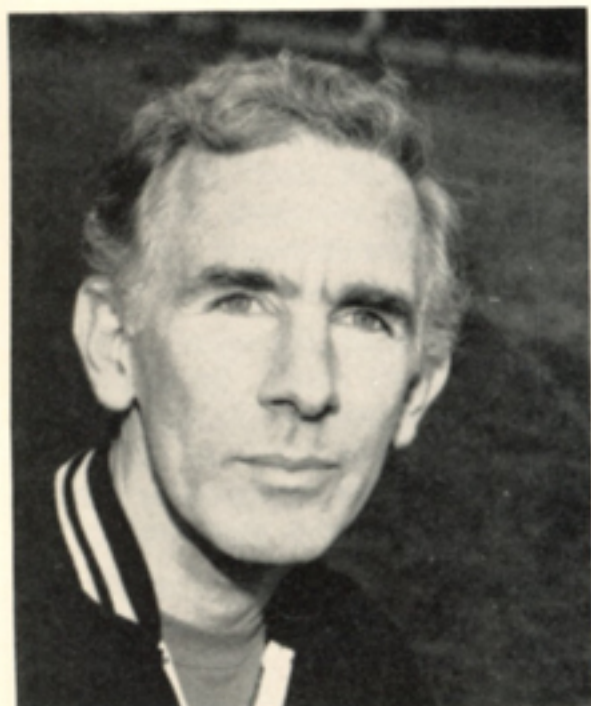


Alec Stock, *Chief Executive*



Bob Readhead, *Secretary*

THE STAFF



Jimmy Andrews, *Chief Coach*



Ken Whitfield, *Coach*



Harry Haslam, *Chief Scout*



Reg Game, *Physiotherapist*



Dr Chris Buckingham



Dr Peter Burrows

behind the scenes



Maurice Lemaitre, *Accountant*



Terry Newman, *Asst Secretary*



Eddie Hartley, *Groundsman*



Derek Morson, *Asst Groundsman*



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Miss Judith Morvan, *Secretary*



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Former Club Crystal Palace



Terry Branston
Position Half-back
Joined Club 15.6.67
Former Club Northampton



Viv Busby
Position Forward
Joined Club 12.1.70
Former Club Wycombe Wanderers



John Collins
Position Forward
Joined Club 6.8.69
Former Clubs QPR, Oldham
 Reading



David Court
Position Half-back
Joined Club 8.7.70
Former Club Arsenal



Robert Delgado
Position Half-back
Joined Club 20.1.70
Former Club Barry Town

The players



Don Givens

Position Forward

Joined Club 20.4.70

Former Club Manchester Utd



Ken Goodeve

Position Half-back

Joined Club 20.4.70

Former Club Manchester Utd



Alan Guild

Position Centre-half

Joined Club 2.7.69

Former Club East Fife



Roger Hoy

Position Half-back

Joined Club 28.5.70

Former Club Crystal Palace



Gary Hooper

Position Full-back

Joined Club 22.10.68

Former Club Junior



Fred Jardine

Position Full-back

Joined Club 16.5.61

Former Club Dundee



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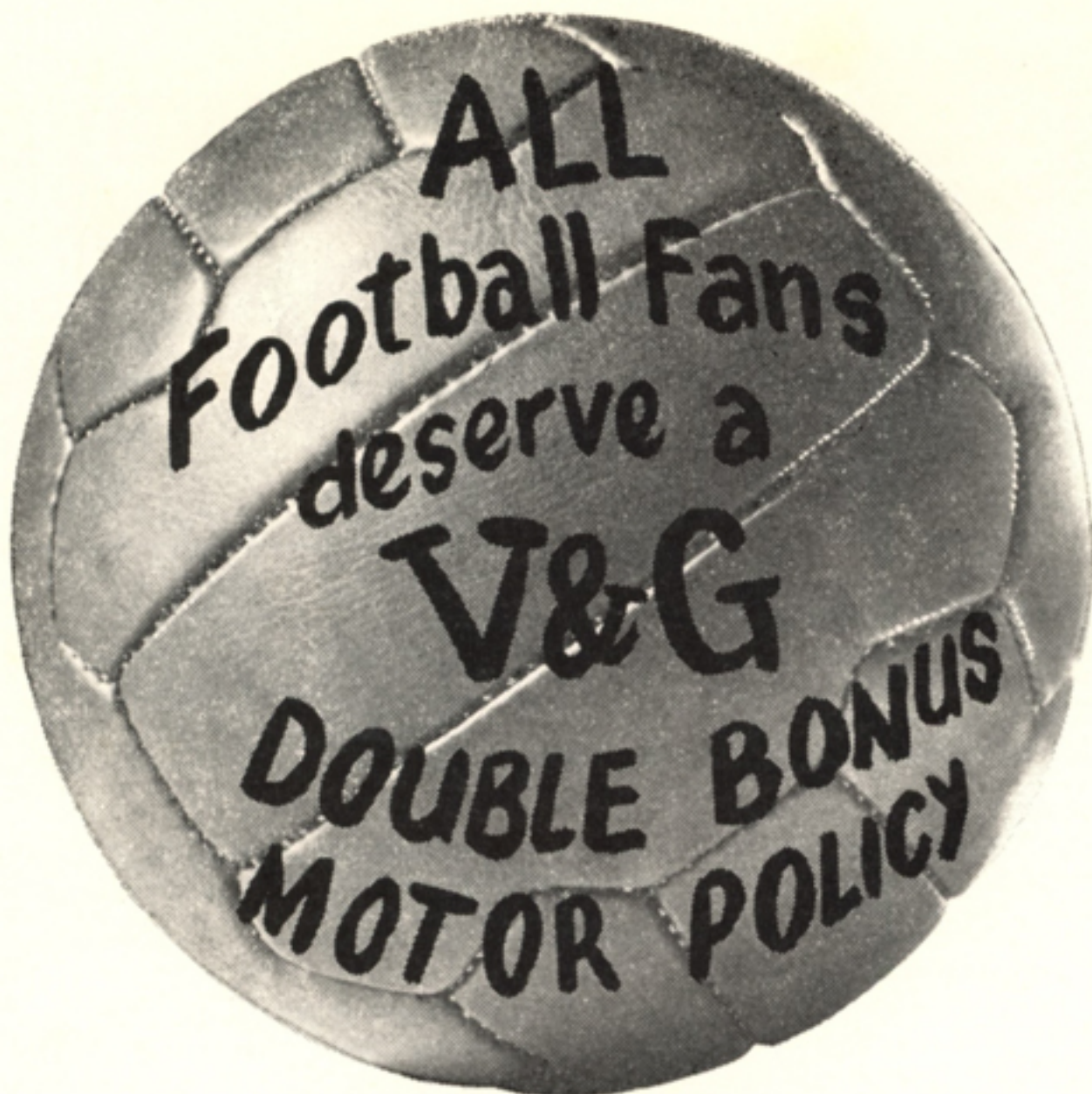
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The players



Mike Keen

Position Half-back
Joined Club 22.1.69
Former Club QPR



Malcolm Macdonald

Position Forward
Joined Club 23.7.69
Former Club Fulham



John Moore

Position Half-back, Full-back
Joined Club 5.5.65
Former Club Motherwell

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The players



Chris Nicholl

Position Centre-half
Joined Club 27.8.69
Former Club Halifax



Peter Phillips

Position Forward
Joined Club 27.5.69
Former Club Bishop Stortford



Tony Read

Position Goalkeeper
Joined Club 10.3.65
Former Club Peterborough Utd



Jimmy Ryan

Position Forward
Joined Club 20.4.70
Former Club Manchester Utd



John Ryan

Position Full-back
Joined Club 1.7.69
Former Clubs Arsenal, Fulham



Don Shanks

Position Full-back
Joined Club 23.1.70
Former Club Fulham

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LUTON TOWN F.C. HATTERS CLUB

PROPOSAL FOR MEMBERSHIP

Date

I, of

HEREBY APPLY for Membership of THE LUTON TOWN F.C. HATTERS CLUB. In the event of my election I undertake to be bound by the rules and bye-laws of the Club. I enclose postal order/cheque/cash for One Pound (£1).

Signed

Proposed by

Seconded by

Address

Address

N.B. Rule 6 of the Club Rules reads as follows:

"The Company shall be entitled to let or hire out the club premises on such occasions and for such purposes as in its sole discretion it shall think fit but on such occasions will provide the members of the club with alternative accommodation."

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The players



Alan Slough

Position Half-back

Joined Club 3.10.63

Former Club Junior



Alan Starling

Position Goalkeeper

Joined Club 22.1.68

Former Club Junior



Matt Tees

Position Forward

Joined Club 28.8.69

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The players



Paul Thompson

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Robin Wainwright

Position Forward
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Former Club Junior



Peter Woods

Position Full-back
Joined Club 20.4.70
Former Club Manchester Utd

And . . .

Stephen Baker

Position Apprentice
Joined Club 7.1.70
Former Club Junior

Graham Bazley

Position Full-back
Joined Club 28.5.70
Former Club Junior

Michael Gilchrist

Position Apprentice
Joined Club 19.6.70
Former Club Junior

Vic Hines

Position Apprentice
Joined Club 30.4.69
Former Club Junior

Terry Robinson

Position Apprentice
Joined Club 3.6.70
Former Club Junior

Charlie Sorbie

Position Apprentice
Joined Club 15.8.69
Former Club Junior

Nick Sparks

Position Apprentice
Joined Club 7.7.69
Former Club Junior

Graham Stewart

Position Winger
Joined Club 1.7.70
Former Club Amateur

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WELL PLAYED . . .



1. To our supporters for winning the 'John White Award'.



2. Mr Tony Hunt receiving the 'John White Trophy' on behalf of our supporters.

***Best Wishes from
Everton and Liverpool
supporters***

3. Mr Alan Hardaker (secretary of the Football League) congratulating Malcolm Macdonald on being the leading goalscorer in Division Three with 28 goals.



4. Mr Alan Hardaker and the chairman congratulating Jack Bannister on winning the 'Gillette Sportsman's Award'.



5. The chairman and vice-chairman thanking the ever-faithful Bobbers' Club for their donation of £5,000.



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Fixture List 1970-71

DIVISION TWO

<i>Date</i>	<i>Opponents</i>	<i>Ground</i>					
Sat Aug 15	Bolton Wanderers	Away	Wed Dec 9	League Cup Semi-Final			
Wed Aug 19	League Cup 1		Sat Dec 12	Watford (2)	Away		
Sat Aug 22	Norwich City	Home	Wed Dec 16	League Cup Semi-Final			
Sat Aug 29	Birmingham City	Away	Sat Dec 19	Norwich City	Away		
Tue Sep 1	Oxford United	Home	Sat Dec 26	Millwall	Home		
Sat Sep 5	Middlesbrough	Home	Sat Jan 2	FA Cup 3			
Wed Sep 9	League Cup 2		Sat Jan 9	Queens Park Rangers	Home		
Sat Sep 12	Leicester City	Away	Sat Jan 16	Blackburn Rovers	Away		
Sat Sep 19	Orient	Home	Sat Jan 23	FA Cup 4			
Sat Sep 26	Swindon Town	Away	Sat Jan 30	Cardiff City	Home		
Tue Sep 29	Queens Park Rangers	Away	Sat Feb 6	Sheffield United	Away		
Sat Oct 3	Bristol City	Home	Sat Feb 13	Watford (5)	Home		
Wed Oct 7	League Cup 3		Sat Feb 20	Portsmouth	Away		
Sat Oct 10	Sheffield Wednesday	Away	Sat Feb 27	Sunderland (LCF)	Away		
Sat Oct 17	Bolton Wanderers	Home	Sat Mar 6	Charlton Athletic (6)	Home		
Tue Oct 20	Blackburn Rovers	Home	Sat Mar 13	Carlisle United	Away		
Sat Oct 24	Charlton Athletic	Away	Sat Mar 20	Hull City	Home		
Wed Oct 28	League Cup 4		Sat Mar 27	Middlesbrough (SF)	Away		
Sat Oct 31	Sunderland	Home	Sat Apr 3	Birmingham City	Home		
Sat Nov 7	Hull City	Away	Fri Apr 9	Bristol City	Away		
Sat Nov 14	Carlisle United	Home	Sat Apr 10	Millwall	Away		
Wed Nov 18	League Cup 5		Mon Apr 12	Leicester City	Home		
Sat Nov 21	Portsmouth (1)	Home	Tue Apr 13				
Sat Nov 28	Cardiff City	Away	Sat Apr 17	Sheffield Wednesday	Home		
Sat Dec 5	Sheffield United	Home	Sat Apr 24	Orient	Away		
			Wed Apr 28	Oxford United	Away		
			Sat May 1	Swindon Town	Home		
			Sat May 8	FA Cup Final			

We express support too!



British Rail

London Midland

Fixture List *(continued)*

SOUTH EAST COUNTIES LEAGUE

Date	Opponents	Ground
Sat Aug 15	Fulham	Home
Sat Aug 22	Gillingham	Home
Sat Aug 29	Watford	Away
Sat Sep 5	Charlton Athletic	Home
Sat Sep 12	(LC)	
Sat Sep 19	Ipswich Town	Home
Sat Sep 26	West Ham United	Away
Sat Oct 3	Reading	Home
Sat Oct 10	Tottenham Hotspurs	Away
Sat Oct 17	(LC)	
Sat Oct 24	Millwall	Away
Sat Oct 31	Brentford	Home
Sat Nov 7	Crystal Palace	Away
Sat Nov 14	Watford	Home
Sat Nov 21	Orient	Home
Sat Nov 28	Ipswich Town	Away
Sat Dec 5	Crystal Palace	Home
Sat Dec 12	Gillingham	Away
Sat Dec 19	Arsenal	Home
Sat Jan 2	Chelsea	Away
Sat Jan 9	Queens Park Rangers	Away
Sat Jan 16	Tottenham Hotspurs	Home
Sat Jan 23	Fulham	Away
Sat Jan 30	West Ham United	Home
Sat Feb 6	Orient	Away
Sat Feb 13	Millwall	Home
Sat Feb 20	Charlton Athletic	Away
Sat Feb 27	Reading	Away
Sat Mar 6	Queens Park Rangers	Home
Sat Mar 13	Arsenal	Away
Sat Mar 20		
Sat Mar 27		
Sat Apr 3		
Sat Apr 10	Chelsea	Home
Sat Apr 17	Brentford	Away
Sat Apr 24		
Sat May 1		
Sat May 8		

LONDON MID-WEEK LEAGUE

Date	Opponents	Ground
Tue Aug 18	Charlton Athletic	Home
Tue Aug 25	Southend United	Home
Tue Sep 1	Charlton Athletic	Away
Tue Sep 8	Millwall	Home
Wed Sep 16	Colchester United	Away
Tue Sep 22	Orient	Home
Wed Sep 30	Millwall	Away
Wed Oct 7	Brighton & Hove Albion	Away
Wed Oct 14	Aldershot	Away
Wed Oct 28	Orient	Away
Tue Nov 3	Watford	Home
Tue Nov 10	Brighton & Hove Albion	Home
Wed Nov 18	Southend United	Away
Tue Nov 24	Aldershot	Home
Mon Nov 30	Peterborough United	Away
Tue Dec 8	Colchester United	Home
Tue Dec 15	Peterborough United	Home
Wed Dec 23	Watford	Away
Tue Dec 29	Brighton & Hove Albion (LC)	Home
Wed Jan 6	Millwall (LC)	Away
Tue Jan 12	Aldershot (LC)	Home
Tue Jan 19	Watford (LC)	Home
Mon Jan 25	Peterborough United (LC)	Away
Wed Feb 3	Orient (LC)	Away
Wed Feb 10	Watford (LC)	Away
Tue Feb 16	Colchester United (LC)	Home
Tue Feb 23	Charlton Athletic (LC)	Home
Wed Mar 3	Aldershot (LC)	Away
Tue Mar 9	Southend United (LC)	Home
Tue Mar 16	Charlton Athletic (LC)	Away
Tue Mar 23	Orient (LC)	Home
Wed Mar 31	Southend United (LC)	Away
Tue Apr 6	Millwall (LC)	Home
Wed Apr 14	Brighton & Hove Albion (LC)	Away
Tue Apr 27	Peterborough United (LC)	Home
Mon May 3	Colchester United (LC)	Away

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Designed and printed by White Crescent Press Ltd, Luton