



# Triumph After Fifty Years Of Struggle

SOMEONE has well said that history makes us amends for the shortness of life.

Sport has played its part in history, much more effectively perhaps than we can truly appreciate, and certainly in British history none can truly estimate the part it has played in the development of those characteristics that have made the race respected and trusted.

The politician may have his diplomatic victories, but not always do such achievements engender trust and confidence.

Sport is different. Essentially democratic, it has brought peoples more closely together even than trade during the last fifty years, and the advance of Continental countries in sport has led to a closer kinship and esteem than could have been achieved by anything else in so short a space of time.

Surely we may say the same of the local effect of sport, and of nothing more than the great winter game of football.

Football has never relaxed in the slightest degree its grip on popular imagination. It would be hard to discover a community in which football has lost prestige.

Some of the smaller townships have had to make way for the larger centres in which the game was not developed early, but passion for the game holds, and every village and hamlet to-day

takes some pride not only in its immediate club, but in the large club nearest of situation.

## EARLY STRUGGLES AT LUTON

Luton was one of the earliest towns that welcomed the sport and struggled hard to win a prominent place.

The years that have passed—fifty-two—since the two Luton clubs, the Excelsior and the Wanderers—combined to make one organisation of which the town could be proud and to which could be given the name of the town itself, have seen many vicissitudes, many tough struggles to retain a place among the foremost clubs.

Often there have been dark days when it appeared as though the old Club could not persevere, but sturdy souls carried on, and in these later years, with the growth of the township industrially, there have come feats that have added glory to the Club and won greater prominence than ever before.

These struggles culminated on Saturday last when the end of the football season brought the greatest victory of all—promotion to the Second Division of the Football League.

## PIONEERS REJOICE

Fortunately, some of those brave men who embarked upon the task fifty-two

years ago remain with us to see and rejoice with us in this latest triumph. Even some of those early professional players, whose remuneration amounted to five shillings a match, are still able to follow the fortunes of the team of to-day, and have some of the glory reflected upon them.

More than once the names of those gentlemen who were responsible for guiding the Luton Town Club in those early days have been given in these columns, but they merit repetition.

Mr. G. H. Small, of Luton Excelsior, proposed, and Mr. E. H. Lomax, of the Wanderers, seconded the resolution that Luton Town Football Club be formed in May, 1885, and it was carried. The committee elected for that first year comprised Messrs. C. Abbott, T. C. Brown, T. Brookes, G. Deacon, G. Furlong, J. Long, S. Pakes, G. H. Small and G. Spratley, and the secretary was Mr. F. Pitkin, with Mr. P. A. Findlay as his assistant.

## THE FIRST GROUND

The first ground was the pitch that for many years now has been Messrs. Brown's timber yard at Dunstable-road, and the Club remained in occupation until 1897.

Colours then sported were shirts of navy blue and pink halves, with caps

similar. Caps have long since vanished from the game, but the committee of that day made it a rule that the cap and the shirt must be worn on the field.

The Club had early ambitions, for such famous clubs as Old Etonians, Old Foresters, Old Wykehamists, Grove House, Wellingborough Grammar School, Frome Rangers and the Hotspur were challenged, and some of them at least were made to bite the dust by the young club.

Changes were made as the years passed. After the first year Messrs. Isaac Smith, who was later to become one of the landlords of the Club, and Mr. W. G. Wheeler, took over the secretarial duties, and so continued for ten years.

## FIRST PROFESSIONALS

In the season 1886-87 a match was played for the benefit of three of the players, and in December, 1890, a payment of five shillings each per match was agreed for Frank and Harry Whitby and Tom Read.

So Luton Town were the first Club to make open payments to players in the South of England.

How far they were justified may be gathered from the fact that the receipts had evidently swollen, for the income

was £203 9s. 5d., and the expenditure £164 10s. 9d.

At the end of the year the Committee took the bold step of offering terms of half-a-crown per week, with sixpence extra for away games, and payment for working time lost after noon on the day of the match.

This generous offer had its drawbacks, for there was a penalty of a loss of one-fifth of the payment if the player were five minutes late in making his appearance for the match.

## FIRST FULL PROFESSIONAL TEAM

Of this first full professional complement, Messrs. Burley, Sanders, Hoy, Taylor, Paul, Wright, F. and H. Whitby, Ocle, Deacon and Cheshier were Luton men, and Messrs. Ocle, Paul and Taylor were Bedford players.

In 1891-92 the players' wages were doubled, and there was the special engagement of Julian from Woolwich Arsenal at a larger wage, and he became the captain.

To the oldest supporters of the Club one of the brightest memories of those very early days was the Cup-tie victory over Old Westminsters, a team that contained half-a-dozen International players, and it is noteworthy that this match was played at Wembley Park, now

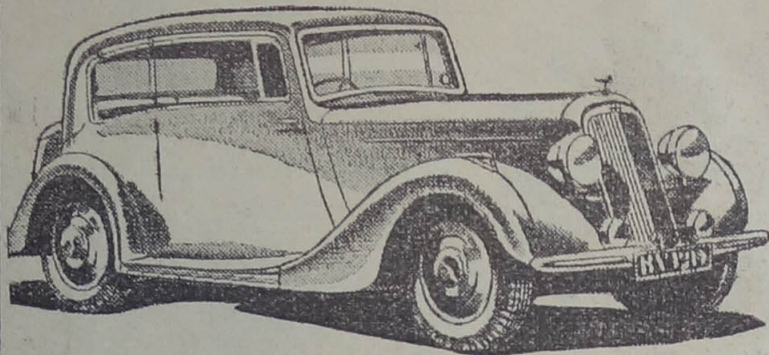
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BACK ROW:—Hodge, Dolman, King, Hall, Godfrey, Nelson, Mackey, Coen, Lutterloch, Hubbard, Gooney, Pembleton (trainer)  
MIDDLE ROW: Pakes (trainer), Mr. H. Richardson (director), Parris, Sloan, Kidd, Ball, Martin, McGinnigle, Booton, Smith, Fellowes, Rich, Mr. P. Wright (director), Mr. A. E. Wickson (secretary).  
FRONT ROW:—Mr. P. G. Mitchell (director), Dawes, Childs, Mr. S. H. Godfrey (director), Finlayson, Mr. C. Jeyes (chairman), Payne, Mr. H. Woods (vice-chairman), Roberts, Stephenson, Mr. H. S. Hewson (director).  
ON GROUND:—Hancock, Hogg, Stevens.



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# Triumph After Fifty Years of Struggle

(Continued from Page One)

so famous for its Stadium and other sporting attractions.

## THE PRESIDENT

The president of to-day, Alderman Harry Arnold, J.P., became chairman of the committee in 1893, and held that office until 1929, when he handed over the reins to Mr. Ernest G. Gibbs, and was made President.

In 1894 Luton Town joined with other Southern clubs in the formation of the Southern League, and the subsequent history as far as League data is concerned is given in another column.

After two years in the Southern League in which the final position on each occasion was that of runners-up to Millwall Athletic, the Club made application to the Football League for entry to the Second Division. Their application was refused, and for one season the club had to be content to play in the United Counties League, which comprised only nine clubs, most of whom joined out of sympathy with Luton Town.

## FAMOUS PLAYERS

It was during that time that the Club secured players whose names have been famous in football, not only with Luton, but with other clubs. With only eight League games at home and players on what were then big wages, it is no wonder that the Club suffered financially to an extent that crippled it for a quarter of a century at least.

There also came the necessity with the development of Luton of seeking a new ground, and on April 23, 1897, the Duke of Bedford opened the Town Football Club's new ground at Dunstable-road, part of which is now Hazelbury-crescent and Avondale-road.

The end of that season had not broken the spirit of the men who were in charge, and they formed the Club into a limited liability company in June, 1897. The Company was duly registered in the October following.

## SECOND DIVISION

In that year also the Club won the respect of the Football League clubs. Mr. Harry Arnold addressed the League clubs and secured admission to the Second Division.

Just what might have happened must be left to the imagination, but the third season found the Club unable to retain the best players owing to a dispute about wages, and although they might have secured re-election had they sought it, they preferred to return to the Southern League, and remained with that organisation until the amalgamation of the clubs in that organisation with the Football League in 1920.

## CHANGES OF PERSONNEL

There had been changes in the personnel of the Committee and later the Board of Directors, and also among the officials, and in turn Messrs. Jackson, Isaac Smith (a second period), Foxley, G. Barford, and H. Smart all occupied the secretarial office, and eventually Mr. Charles Green was appointed in 1901, and remained in office until 1927-28 season, when he was succeeded by Mr. John McCartney, who had worn the colours of the Club as a player thirty years previously.

In the next few years Luton were one of the bottom pair of the Southern League in 1904-5, and were challenged for possession by Crystal Palace and Leyton, but retained their membership.

## THE WORST EVER

The season 1911-12 was probably the worst in the history of the Club, and was lamentable for the death through injury of Sam Wightman, one of the players, as the result of an accident in a match with Brighton and Hove Albion.

The team could do little right, and when the season ended there was no question of re-election, for there was a Second Division of the League, with Clubs eager to be promoted, and so Luton had to go down to the Second Division.

Competition was much stronger than might appear at this distance of time, and long journeys to Wales were involved. The cost was a severe drain on the Club, but the reputation of Luton was established in Wales as a missionary club, and there can be little doubt that to Luton as much as to any club has been due to the growth of Association football in this Rugby-loving country.

## PROMOTION

Promotion was won in 1913-14, the Town finishing second to Croydon

Common, points being equal, but Croydon having the better goal average.

## THE WAR PERIOD

Following the return to the First Division there came the War, and during that dreadful period the Club endeavoured to run a team, and managed to do so for one season, in the London Combination, the Football League and the Southern League as such being disbanded.

The Southern League continued in its old form for only one season after the war, and then joined in with the Football League as the Third Division.

During the seventeen seasons Luton

and he retired in favour of Alderman Charles Jeyes, who has been a member of the Board since 1927, and Chairman since 1933.

It is no reflection on the labours and sacrifices that the members of the Board prior to this last decade to say that in recent years there has been a quickening spirit, and a degree of enterprise that has merited the success of the Club. Opportunities have been greater for the Board of recent years, and it is to their great credit that they have been able to seize those opportunities.

That they were faced with stronger opposition is also true; every club in the



LUTON v NORTHAMPTON.—A game that left its marks on players and spectators in more ways than one! Picture shows Roberts heading his goal. Luton won 3-2.

have often had a team that promised to win through, but for indefinable reasons failed again and again in the closing stages of the season.

During the last ten years ambition has been encouraged by the rapid growth of the town, and though there have been many changes in the administrative authority of the Club, the older members of the Board have never lost interest.

Mr. E. G. Gibbs was Chairman for a short period after Alderman Harry Arnold had been appointed president,

Third Division has been equally ambitious, but none has been so well served by the administration.

Each year there has been greater courage and resolution than before, and had there been no reward in the season just ended there would have been renewed effort in the season to come.

As it is those efforts will now be turned towards winning a way to the most aristocratic circle in football—the First Division.

That the Club will eventually get there is the hope of every supporter, not less than the Directors themselves.

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# Home Points Made all the Difference

## Splendid Improvement in Goal Average

When we look back to the end of season 1935-6 we saw that the loss of ten points from home games was the main reason why Luton Town had to concede to Coventry City the honour of moving to the Second Division. The amendment of that record has meant all the difference this season. Only three points have been lost at home and it can fairly be said that those points would not have been lost but for the fact that the matches with Exeter City and Queen's Park Rangers came

Very important has been the consistency with which the Club has been able to field the same team.

Two players have made the full possible appearances, and but for the misfortune at Millwall there would have been a third. No fewer than eight players have made thirty appearances, and Dolman and Mackey would have been the ninth and tenth but for the injury which kept them out of the team during the closing weeks of the season.

Here the policy of having efficient reserves at hand was a credit to the

and with a vastly superior goal average. Promotion, therefore, was well and truly won.

### THE PLAYERS

Coming to the players, we find that the defence gave away a few more goals, but that was counter-balanced by the increased capacity in attack.

Dolman kept goal well until injury caused his absence, and Coen, on promotion to the first team, revealed equal brilliance. Both have served the Club magnificently, and no other goalkeeper has been required.

Four backs only have been required, and of these Hubbard made only two appearances. Mackey and Smith were together consistently until the former was injured, and then King took his place and retained it satisfactorily, proving, indeed, one of the soundest defenders the Club have had for many years.

Similarly at half-back: week after week the doughty trio, Finlayson, Nelson, Fellowes, turned out and played the skilful and and virile football which meant stiffening in defence and powerful attack. Nelson captained the side regularly, and there could not have been a less ostentatious or more capable captain.

### OUTSTANDING FORWARD

Payne has been the outstanding forward, and it is not a matter for surprise that every first-class club in the country would like to secure his transfer.

Happily the directors have disregarded the most flattering offers that have ever been made to the Club, or perhaps to any Club save one or two.

Certainly no Third Division Club has ever been so sorely tempted by money, and it is gratifying to know that the directors so far consider their supporters and the future of Luton Town that they will entertain no offer for this clever young centre-forward, who has become the idol of the crowd.

Payne, it must not be forgotten, played just as well at inside-right as at centre-forward, and Ball took the latter position and did fine work in the early part of the season, but it was felt that Payne was the man for leadership.

Roberts and Stephenson have revealed their brilliance of previous seasons. Now and then they have disappointed, but once again the testimony to this wing is shown by the fact that Stephenson has scored seventeen goals and Roberts eight.

The right wing has always been something of a problem. Dodge was inconsistent, although often touching the highest degree of skill, and much the same may be said of Hancock, and in lesser degree Rich.

Others who have been drafted into the team in emergency did very well, and several have been retained because of their consistently good form with the Reserves.

### THE CUP TIES

The F.A. Cup Competition gave Luton the privilege exemption until the Third Round of the Competition Proper—a privilege that is automatically theirs now they are in the Second Division.

They were successful in their first tie, which brought Blackpool to Luton, but after the Second Division promotion side had held a lead of two goals by a period of brilliant football, the Town rallied and were able to earn a re-play.

On their visit to Blackpool for this they astounded everybody by a magnificent victory which earned for them the entertainment of Sunderland at home.

Sunderland may well be accounted the luckiest team in the country to be winners of the F.A. Cup Competition. They were losing by two goals at half time, and only for a very bad blunder by a Town forward the deficit would have been greater. In the second half Sunderland were able to force a re-play at Roker Park, where, after a great game, they passed into the Fifth Round.

### THE RESERVES

Last season the Town Reserves made a very fine show in the London Combination, and finished in the eighth position. This season they fell away in unaccountable fashion, and at one time were in serious danger of being in the bottom pair, faced with the humiliation of seeking re-election. Possibly the very frequent alterations that were made in order to keep players fit and in reserve for first team duty was the real cause.

Still, one can pay tribute to the very good work of such players as Coen, Booton, Kidd, Lutterloch, McGinnigle, Ball, and Sloan.

There have been some disappointments among the younger players, but there are one or two that have earned the confidence of the Directors and supporters, and we may expect them to make steady progress next season.

### THE MANAGER

It would be unkind if one were to omit mention the work of Mr. Ned Liddell, the manager, who has made clear to the team again and again what was required, and particularly in games when encouragement was very necessary. Horace Pakes and Arthur Pemberton, the trainers, have again done yeoman service, and there is no complement of players in the country that has had more patient and careful attention in this respect.

Dr. Crarer, too, has invariably been ready and anxious to do his part to keep the players fit, and his advice on the matter of injuries has been invaluable.



JUBILATION.—Scenes such as the one above—spectators prevented by the police from chaire the players—were a feature of the Luton v. Torquay match—the last game of the season played before a crowd of some 20,000.

immediately after the stress and strain of very hard Cup ties.

True there have not been so many points gained away from home, but that also applies to other teams who have been closest rivals for promotion, and Notts County alone have a better away record.

Another pleasing feature has been the splendid improvement in goal average, and it is satisfactory to know that had promotion finally been decided on goal average, Luton would still have taken the honours.

Board of Directors, who had secured recruits of first class quality just at the right time.

### HAVE DONE WELL

That the directors and Manager Ned Liddell have done their work well is shown by the results. At times we were in doubt, but equally or even more so were the supporters of other teams, and while in the last fortnight it was felt that Notts County would eventually secure the honours, the end found Luton Town two points ahead of all rivals

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## Records, Goalscorers and Appearances

### DIVISION III. (SOUTH)

Aug 29—SOUTHEND .....	H	1-0
Payne		
" 31—WALSALL .....	A	1-0
Stephenson		
Sep. 5—CARDIFF C. ....	A	0-3
" 7—WALSALL .....	H	2-0
Ball, Payne (pen.)		
" 12—CRYSTAL PALACE ..	H	5-2
Payne (3), Ball,		
Fellowes		
" 16—TORQUAY U. ....	A	2-2
Stephenson, Payne		
" 19—EXETER C. ....	A	4-2
Payne (2), Ball,		
Stephenson		
" 26—READING .....	H	4-0
Payne (3), Stephenson		
Oct. 3—QUEEN'S P.R. ....	A	1-2
Payne		
" 10—BRISTOL C. ....	H	4-0
Ball (2) Hodge,		
Stephenson		
" 17—WATFORD .....	H	4-1
Payne (3), Ball		
" 24—BRIGHTON .....	A	1-2
Payne		
" 31—BOURNEMOUTH ....	H	1-0
Payne		
Nov. 7—NORTHAMPTON ....	A	1-3
Payne		
" 14—BRISTOL R. ....	H	2-0
Payne, Ball		

" 21—MILLWALL .....	A	2-0
Roberts, Payne		
Dec. 5—ALDERSHOT .....	A	3-2
Rich, Payne, Ball		
Dec. 19—NEWPORT COUNTY...	A	1-2
Stephenson		
" 25—NOTTS COUNTY ....	H	2-1
Roberts, Payne		
" 26—SOUTHEND .....	A	0-3
" 28—NOTTS COUNTY ....	A	1-2
Rich		
Jan. 2—CARDIFF CITY ....	H	8-1
Payne (4, 1 pne.)		
Stephenson (3), Dawes		
" 9—CRYSTAL PALACE ..	A	4-0
Roberts, Payne (2),		
Dawes		
" 23—EXETER CITY ....	H	2-2
Stephenson, Payne		
Feb. 6—QUEEN'S P.R. ....	H	0-1
Payne 2		
" 10—READING .....	A	2-2
" 13—BRISTOL C. ....	A	3-2
Dawes, Payne 2		
" 20—WATFORD .....	A	3-1
Payne, Dawes, Roberts		
" 27—BRIGHTON .....	H	2-1
Payne, Stephenson		
Mar. 6—BOURNEMOUTH ....	A	1-2
Stephenson		
" 13—NORTHAMPTON ....	H	3-2
Payne 2 (1 pen.),		
Roberts		
" 20—BRISTOL R. ....	A	0-4
" 26—CLAPTON O. ....	A	2-0
Payne, Stephenson		
" 27—MILLWALL .....	H	5-0
Hancock, Roberts,		
Payne, Stephenson,		
Finlayson		
" 29—CLAPTON O. ....	H	2-0
Roberts, Payne		
Apl. 3—SWINDON .....	A	2-2
Payne, Stephenson		
" 7—GILLINGHAM .....	H	5-2
Payne 4, Finlayson		
" 10—ALDERSHOT .....	H	5-2
Payne 2 (1 pen.),		
Dawes 2, Roberts		
" 17—GILLINGHAM .....	A	0-1
" 21—SWINDON .....	H	5-1
Payne 3 (1 pen.),		
Stephenson, Dawes		
" 24—NEWPORT .....	H	5-0
Payne 3, Stephenson,		
Dawes		
May 1—TORQUAY .....	H	2-0
Payne 2		

### F.A. CUP

Jan. 16—Third Round:		
BLACKPOOL .....	H	3-3
Payne (2), Stephenson		
" 20—Replay:		
BLACKPOOL .....	A	2-1
Sloan, Roberts		
" 30—Fourth Round:		
SUNDERLAND .....	H	2-2
Roberts 2		
Feb. 3—Replay:		
SUNDERLAND .....	A	1-3
Payne		



PURPOSEFUL PAYNE.—Joe Payne, star centre forward of the Town and big factor in their promotion success is seen in a typically virile action snap taken in the Luton v. Millwall match, which was won by Luton 5-0.

### SOUTHERN SECTION CUP

Sep. 30—First Round:		
BOURNEMOUTH .....	H	3-1
Beresford, Roberts,		
Stephenson		
Oct. 28—Second Round:		
ALDERSHOT .....	H	1-0
Stevens		
Nov. 11—Third Round:		
NOTTS CO. ....	H	2-4
Hodge, Beresford		
FRIENDLY MATCHES		
Sep. 23—CLAPTON O. ....	A	3-5
R Murphy 2, Patrick		
Nov. 28—SCOTTISH CENTRAL		
LEAGUE .....	H	1-1
Hogg		
Dec. 12—CORINTHIANS .....	H	6-3
Payne 5, Hancock		
Apl. 29—VAUXHALL MOTR'S H		0-4
BEDS PREMIER CUP		
Apl. 24—BIGGLESWADE ....	A	2-1
Hosier, Stevens		
LONDON COMBINATION		
Aug. 29—READING .....	A	1-1
Ball		
" 31—SOUTHEND .....	H	5-1
Ball 2, Patrick 2, Rich		
Sep. 5—PORTSMOUTH .....	H	1-1
Stevens		
" 9—SOUTHEND .....	A	1-1
Stevens		
" 12—CHARLTON .....	A	0-3
" 19—TOTTENHAM H. ....	H	3-2
Mills, Patrick, Stevens		
" 21—LEICESTER C. ....	H	1-2
Sloan		
" 26—CHELSEA .....	A	1-2
Beresford		
Oct. 3—QUEEN'S P.R. ....	H	4-0
Barrie (o.g.), Rich 2,		
Mills		
" 7—CRYSTAL PAL. ....	A	1-2
R Murphy		
" 10—BRISTOL C. ....	A	1-1
Beresford		

(Continued on Page 5)



LUTON v. MILLWALL.—Five goals without reply was the Town's score against Millwall, one of the many interesting Promotion Year encounters. Hancock is seen scoring the first goal.

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## Complete Record

(Continued from Page 4)

17—SWANSEA	.....A	1-0	Lutterloch (pen.)
24—SOUTHAMPTON	.....H	3-1	Stevens, Martin, Rich
26—LEICESTER C.	.....A	1-2	G. Crawford
31—BRENTFORD	.....A	0-3	
Nov. 7—FULHAM	.....H	4-0	Barrett (o.g.), Lutterloch, Rich, Sloan
14—ARSENAL	.....A	0-10	
21—MILLWALL	.....H	5-3	Sloan 2, Crompton, Beresford, Hosier (pen.)
28—COVENTRY	.....A	1-2	
Dec. 5—NORTHAMPTON	.....H	3-4	Hancock 2, Sloan
12—BOURNEMOUTH	.....A	1-3	Hosier
19—BRIGHTON	.....H	1-2	Hodge
25—CLAPTON O.	.....A	0-1	
26—READING	.....H	6-2	Hancock 4, Hogg, Hodge
28—CLAPTON O.	.....H	0-1	
1937 Jan. 2—PORTSMOUTH	.....A	0-3	
9—CHARLTON	.....H	1-1	Rich
23—TOTTENHAM	.....A	1-5	Ball
Feb. 1—CHELSEA	.....H	3-2	Hogg, J. Singlewood, Martin
6—Queen's P.R.	.....A	1-2	Ball
13—BRISTOL C.	.....H	1-1	Ball
20—SWANSEA T.	.....H	2-0	Martin, Ball
27—SOUTHAMPTON	.....A	0-5	
Mar. 6—BRENTFORD	.....H	4-2	Ball 2 (1 pen.), Hodge
13—FULHAM	.....A	1-1	Hosier
20—ARSENAL	.....H	1-1	Hodge
26—WEST HAM	.....H	1-2	Martin
27—MILLWALL	.....A	2-9	Ball, Hodge
29—WEST HAM	.....A	1-6	Hogg
Apr. 3—COVENTRY	.....H	0-5	
10—NORTHAMPTON	.....A	1-4	Lutterloch



MATCH WITH PROMOTION RIVALS.—Luton met Notts County—who became their most dangerous rivals for promotion—in an interesting match on Christmas Day at Luton. Picture shows Finlayson throwing up his hands in delight as Roberts scored first goal for the Town, who won by two goals to one.

14—CRYSTAL PAL	.....H	2-5	Rich, Mackey (pen.)
17—BOURNEMOUTH	.....H	2-1	Ball, Booton (pen.)
21—WATFORD	.....A	3-3	Ball 2, Rich
24—BRIGHTON	.....A	3-2	Parris, Rich, Cox
28—WATFORD	.....H	5-0	Sloan, Booton (pen.), Hodge, Cox, Rich
FRIENDLY MATCH			
Apr. 8—BEDFORD TOWN	.....A	1-3	Lutterloch
Team.—W. Wildman; Kingham, Hubbard; Childs, Hall, Godfrey; Hosier, Lutterloch, Ball, Hogg, Stevens.			
LONDON MID-WEEK LEAGUE			
Oct. 14—SOUTHEND UTD.	.....A	3-8	Mills, Beresford, Stevens
Nov. 4—GUILDFORD C.	.....H	5-3	Mills (2), Booton (pen.), Sloan, Lutterloch
18—FOLKESTONE	.....H	7-2	Beresford (2), Sloan (2), Mills, Crompton, Hosier
Dec. 10—FULHAM	.....A	4-4	A. Tarbox (2), Beresford, Hosier
Jan. 27—GUILDFORD	.....A	4-1	Mills (3), J. Singlewood
Feb. 10—SOUTHEND	.....H	1-2	Martin
18—ISLINGTON CORIN.	.....A	6-1	Mills (2), Hosier (2), Childs, Martin
24—FOLKESTONE	.....A	4-1	Godfrey
Mar. 3—FULHAM	.....H	3-4	Mills, Rich, Hodge
8—WEST HAM UTD.	.....A	4-4	Rich, Ball, Martin, Childs
10—WEST HAM	.....H	3-2	H. Langford, R. Allen (2)
17—ISLINGTON CORINTHIANS	.....H	4-1	V. Mayes, Kingham (pen.), H. Langford (2)
PLAYERS' APPEARANCES			
FOOTBALL LEAGUE.—Twenty-six players were called upon for duty in the League team, and of these Roberts and Smith made the full possible appearances, while Nelson and Fellowes missed only one each, Finlayson two, Payne three, and Stephenson five. Roberts, Smith, 42; Fellowes, Nelson, 41; Finlayson, 40; Payne, 39; Stephenson, 37; Dol-			

cock, 18; Hodge, 16; Ball, 15; Coen, 12; King, 11; Rich, 10; Martin, 3; Hubbard, Lutterloch, Mills, Parris, Sloan, Stevens, 2; Crompton, Godfrey, M'Ginnigle, 1. Total 462.

LEAGUE SCORERS.—Payne, 55; Stephenson, 17; Ball, Dawes, Roberts, 8; Finlayson, Rich, 2, Fellowes, Hancock, Hodge. Total 103.

### F.A. CUP

Dolman, Mackey, Smith, Fellowes, Finlayson, Nelson, Payne, Roberts, Stephenson, 4; Sloan, 3; Hodge, 2; Hancock, Rich, 1. Total 44.

GOAL SCORERS.—Payne, Roberts, 3; Sloan, Stephenson. Total 8.

SOUTHERN SECTION CUP.—Fellowes, Ball, Beresford, Hodge, 3; Coen, Booton, Finlayson, Nelson, Lutterloch, Roberts, Stevens, 2; Dolman, Hubbard, Kingham, Mackey, Smith, Rich, Stephenson, 1. Total 33.

SCORERS.—Beresford, 2; Hodge, Roberts, Stephenson, Stevens.

FRIENDLY MATCHES.—Finlayson, 3; Dolman, Smith, Hodge, Hogg, Hancock, Fellowes, 2; Gooney, M'Ginnigle, Mackey, Nelson, Beresford, Rich, Roberts, Stephenson, Payne, Kingham, Lutterloch, Boyd, Crompton, Martin, Patrick, R. Murphy, H. L. Stearn, C. Allen, 1. Total 33.

SCORERS.—Payne, 5; R. Murphy, 2; Hancock Hogg, Patrick. Total 10.

LONDON COMBINATION.—Kidd, 36; M'Ginnigle, 35; Booton, 34; Coen, 33; Sloan, 32; Lutterloch, 31; Rich, 27; Godfrey, Hodge, Hubbard, 21; Kingham, 20; Mills, 18; Hosier, Martin, 17; Ball, 16; Stevens, 15; Childs, 13; Gooney, Hogg, 12; Beresford, 11; Crompton, 9; Cox, Dolman, Hancock, 7; Parris, 6; Hall, Patrick 5; W. Wildman, 4; R. Murphy, 3; Boyd, King, M'Gowan, 2; A. Cawdell, G. Crawford, Mackey, J. Singlewood, A. Tarbox, 1. Total 506.

SCORERS.—Ball, 13 (1 penalty); Rich, 10; Hancock, Hodge, Sloan, 6; Martin, 5 (1 penalty); Stevens, 4; Beresford, Lutterloch (1 penalty); Hogg, Hosier (1 penalty), Patrick, 3; Booton (2 penalties), Cox, Mills, 2; Crawford, Crompton, Hall, Murphy, Mackey (penalty), Parris, Singlewood, 1. Opponents (own goal), 2. Total 80.

BEDS. PREMIER CUP.—W. Wildman; Kingham, A. Holt; Godfrey, Hall, E.

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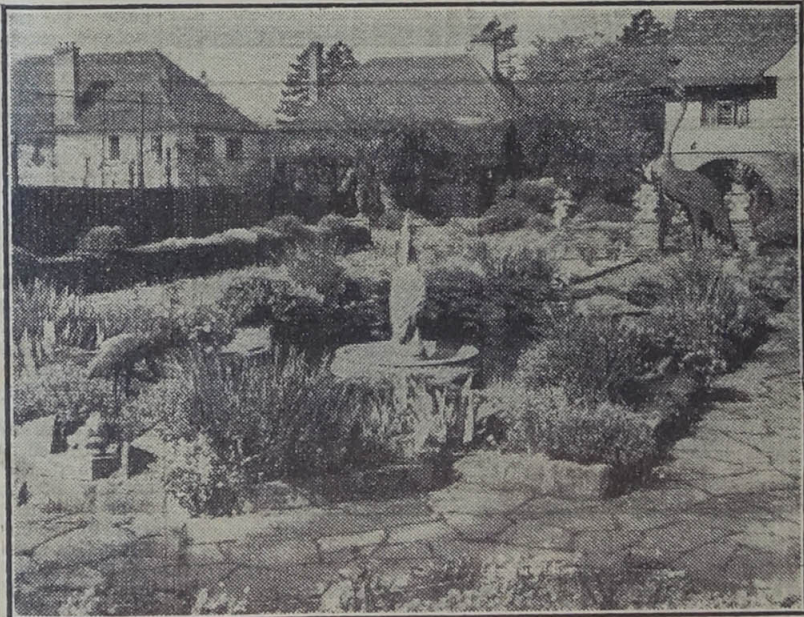
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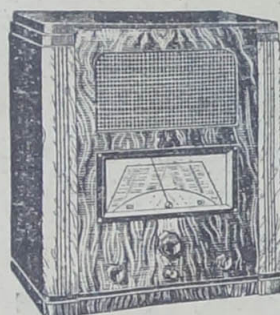
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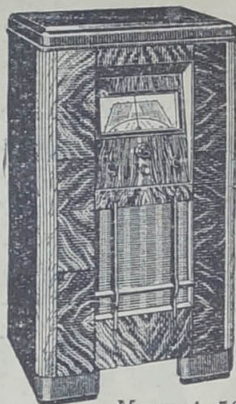
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# What Does the Future Hold?

## SECOND DIVISION WILL TAX CLUB'S RESOURCES

Luton Town Football Club is enjoying a degree of success without precedent in its history. While awarding every phase of credit and praise to the enterprise and the sagacity of the Board of Directors, we must not overlook the fact that the town of Luton itself is on the crest of industrial prosperity, and this factor must not be forgotten during these very happy days.

None could ever accuse me of being a pessimist, I hope, but I am reasonable enough to know that to every industrial centre there comes ultimately a degree of depression, more or less severe, and I do not doubt, much though I hate to say it, that there will be difficult days in store for the township generally in the future, though we hope it will be very long delayed, and will be of very brief duration when it does come.

### ON A SOUND BASIS

That the Football Club will feel something of the anxiety is certain. There is no need to invite trouble, of course, but it is wise to be prepared, and I am sure that during the next few years the Town Club directors will do their utmost to

greater than that of the individual player or even of the whole team: the man who says that this or that shall be and it is so.

Often during the last few years, in spite of the success of the Town Team, I have heard many complaints from supporters—have complained in a way myself, or at least thought that the dropping of this or that player was unwise—about the treatment of players, but I can say without fear of contradiction that scores of players would jump at the chance of coming to Luton.

We must all try now to refrain from complaint, but resolve to support in every way possible the men who have so far brightened the future. The big thing is to get into our heads the idea that the administrators of the club will rule impersonally, and to assure them because they have done so well that we trust them to do even better.

### OPPORTUNITY MAY BE INCREASED

Perhaps the annual meeting of the Football League this year will introduce the new principle of promotion and relegation—four up and four down. That

will not only increase the opportunity of further advancement, but will introduce a new spice of danger, though we shall all admit that the league game will be the better for it.

The question of the accommodation is uppermost in the minds of every supporter, but not less is it concerning the directors.

### GROUND QUESTION

While the directors have had schemes under consideration, there will be no removal from the present ground, unless, indeed, some extraordinary opportunity occurs.

There will be increased accommodation for next year, but I feel that before there is any expensive scheme launched in this direction it would be wise to ensure a playing strength that will demand it, and with that support the necessary alterations will be more easily achieved.

I do not expect an average attendance of more than twenty thousand. True we shall go nearer thirty thousand when we get London clubs here because of the

(Continued on Page 7)



IN THE OLD DAYS.—This interesting picture shows Luton's old football ground. How many readers remember it as it was then, practically surrounded by open country and with a row of trees flanking one end. In the top right hand corner the line of Warden Hills can be discerned and another landmark is Messrs. Durlers tall chimney then standing in Biscot Road.

put the club on such a basis that it will be able to weather any storm that may come along.

We have to face the fact, whatever we may have said to ourselves during the last two or three seasons, that Second Division football is going to tax the resources of the Club in every way. Personally I feel that most of the players, probably all of them, who have done so much to win promotion, will be able to hold their own with any opposition the Second Division has to offer to-day. That is not enough.

### THE POLICY

Several of the clubs that have been promoted from the Third Division have fallen back again after a short period, and others have been content, apparently, to retain places in the class. Notable exceptions have been Portsmouth, Charlton Athletic, and Brentford, and none of these clubs at one stage was more affluent than Luton.

They have reached the highest flight because the men at the top were restless, never satisfied to remain stationary, but always working steadily towards one objective.

That the same policy will be adopted by Luton I feel convinced from the conversations I have had with various members of the Board.

### A HARDER STRUGGLE

To me, however, it appears that there will be a harder struggle in the coming season than ever before, not only for Luton, but for the wealthy clubs such as Aston Villa, Manchester United, Newcastle United, Tottenham Hotspur, West Ham, and the Sheffield clubs, to say nothing of those gallant Lancastrian clubs that have held high positions for years on incomes less than that of Luton Town this season.

Competition is going to be exceedingly keen, and we can be certain that several of the clubs I have mentioned will concentrate more desperately than ever in winning back the First Division status.

### FIRST CLASS RECRUITS ONLY

It is all very well to point to what happened in the games with Blackpool and Sunderland: if we can be assured that the players available would be able week after week to play so well there would be little to fear.

To make a bid for Second Division honours, which is the avowed intention of the directors it will be necessary to secure not two or three players, but at least seven or eight of the first class only so that there will be a strengthening of weak links whenever possible.

None of us will have to quibble whether this or that player has to stand down. Every club's supporters are apt to show vexation when a player is stood down because the reason is not apparent to them as it is to the officials.

### ANY COMPLAINTS

The clubs most successful are those where the personality of the manager is

For the Sportsman  
The Family Man  
The Business Man

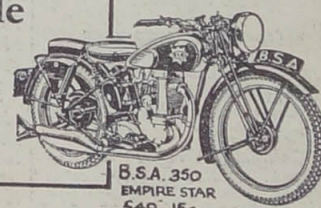
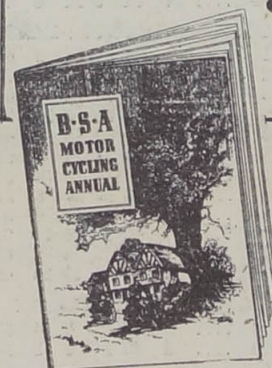
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# FIRST DIVISION FOOTBALL IS THE GOAL

(Continued from Page 6)

number of supporters who will come down to Luton. We shall also get a considerable increase of supporters from districts on the northern side of Luton, though I do not expect vast increases from the south. The main thing is to see that the teams we have will be good enough to attract and retain those general supporters, and that is why I emphasise the need for stabilising the playing strength before any ambitious scheme for increasing accommodation.

## POWER OF THE PURSE

While it would be a wonderful performance to equal Charlton Athletic's feat of winning promotion for the second year in succession, we must not forget that Charlton had a far greater opportunity to do so: firstly because the club was attracted the purse of millions, and secondly because the club is situated in a greater density of population.

We must not forget that Luton will have a much harder task than either Charlton or Brentford in this respect, for the latter club also had a greater population to draw upon.

The club has never been in better hands than it is to-day, and I feel that we can encourage them to carry on with the same spirit of enterprise, and hope that they will reap even greater reward.

CRUSADER.

## CHAIRMAN'S MESSAGE

AFTER the first excitement of victory has subsided we now have to begin preparations for the future. I may say, for the re-assurance of the supporters, that the directors have been busy every day this week, and many matters connected with the return to the Second Division have been discussed and decisions taken.

For instance, there has been no loss of time in dealing with the important question of additional accommodation, and although it will be impossible to do all that we should like to do, or all that we believe will be necessary before we are much older, we have made a start and have tried to ensure additional comfort for the supporters.

## KNOW WHAT THEY WANT

Many supporters write to myself and my colleagues on the Board telling us what we ought to do and what we ought not to do in the signing of players. We all appreciate their interest and that they mean well, but really it would be better if they would allow us to continue in our own way.

We may make mistakes sometimes, but then we know what we want and

we go for it, and if that does not prove good enough we go for something better. We all know that we need new players, and we shall try and secure the right type for the Second Division, but that does not mean we are dropping a single player who has served us so well in this year of triumph.

There cannot be a single recommendation that one or other director has not himself considered, and he has also had to consider the question of expense, too.

## A BIG OVERDRAFT

Whatever we may say about the big gates and the record receipts of the past season, supporters must not forget that we have had to spend a tremendous amount of money, and that we shall start next season with a huge overdraft because of the expenditure in increasing the accommodation, quite apart from the cost of transfer fees.

Luton Town cannot live on overdrafts, and so we shall have to spend carefully.

I am not in a position to say just what we are after in the way of players, but I believe we shall see an even better team than ever before.

As a final word I may say that I have the greatest faith in my fellow directors, in the players, and also in the loyalty of the supporters. You may take it that we shall endeavour to win promotion again next season, and if we do not manage it, neither players nor directors will be at fault, for we shall do all our utmost to take the Club into the First Division.

## MR. HUGH WOODS

(Vice-Chairman)

As far as the past season is concerned, it is outstanding in my association with the game, and naturally I am more than pleased that promotion was gained while I was associated with the Club.

Few are aware of the self-sacrifice of my fellow-directors in the search for players in an effort to strengthen the team, and in keeping in close touch with the affairs of the Club.

During the past season many miles

have been covered by the Manager and the Directors in search of players, and the difficulties that have arisen are not realised by the general public.

With regard to the future, the Directors have made up their minds that they will leave no stone unturned in order that the team may be strengthened. We have several players in view, and several clubs have been approached with regard to the possible transfer of players.

We realise that last season our Reserves did not come up to expectations. On paper, they appeared good enough for the London Combination, but they did not fit in as the Directors would have wished.

Our Ground Committee are taking their work very seriously, and have given up much of their time. The alterations at the Kenilworth-road end will be put in hand almost immediately, and we are hoping that on this side of the ground we shall have room for an additional 5,000 people.

We feel that the accommodation of the past year was nothing like enough

to enable supporters to watch the matches with as much comfort as they deserve.

## TO HOLD 40,000

Judging by the support that we received, we think we should have had larger gates had the accommodation been better. The improvement can only be done piecemeal, and at the moment all our attention is being devoted to the terracing at the Kenilworth-road end, which will cost several thousand pounds.

The ground will be continually improved during the next two or three years. The Directors are unanimous that provision can eventually be made for the accommodation of nearly 40,000.

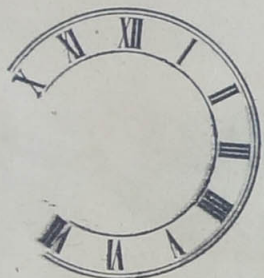
We could have gone further afield for a new ground, and its construction would not have cost as much as the alterations to the present site, but the chief thing as far as we are concerned is to keep the ground as central as possible for all followers of football.

(Continued on Page 11)



LUTON TOWN F.C. IN PROMOTION YEAR 1913-14.—This very interesting picture shows directors, players and officials of Luton Town Football Club in the season 1913-14 when Luton won promotion to the Premier Division of the Southern League. Left to right are—BACK ROW: Messrs. A. F. Durrant, M. Donaghy, R. Brevin, T. J. Mitchell, S. Hoar, F. Rollinson. SECOND ROW: J. R. Elvey, F. Hawkes, R. W. Frith, R. Abbott, E. J. Dodd, J. Robinson, H. Smart (director), W. Lawson (trainer), and C. Green (secretary). THIRD ROW: J. Jarvie, W. Soper (director), E. Stevens, W. J. Allen (director), R. M. Hawkes, F. J. Crick (director and treasurer of the Supporters' Club), J. Wilkie, E. Gibbs (director). FRONT ROW: A. Wileman, E. Simms and T. T. Wilson.

—Photo by W. H. Cox, A.R.P.S.



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40 FLYING SPRAY  
40 FULL SAIL  
50 GAINSBOROUGH LASS

12 GOYA II  
33 HONQUAN  
33 INGLEFIELD  
14 LE GRAND DUC  
6 LE KSAR  
25 LE BAMBINO  
28 MID-DAY SUN  
33 MUBARAK  
50 PASCAL  
8½ PERIFOX  
40 PHAKOS

33 PHEROZ SHAH  
40 RENARDO  
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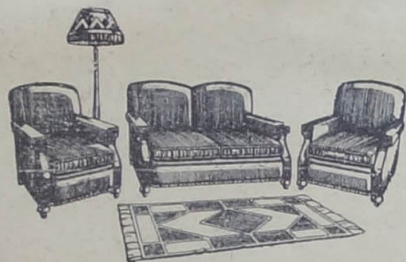
**L**UTON **F**OOTBALL **C**lub

upon attaining their ambition in promotion to the Second Division next season. They fully deserved their success, and credit is equally shared by the Board, Officials and Players.

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who since the days of Queen Victoria have satisfactorily furnished many homes in Luton and district. The frequent testimonials they receive bear out their claim that their terms and service cannot be beaten.

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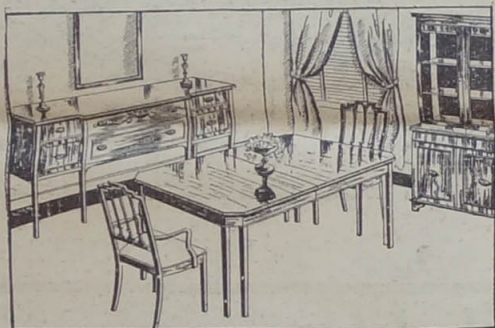


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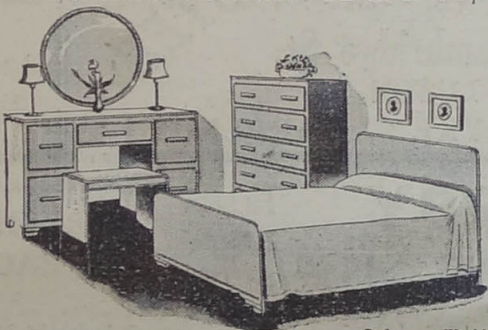
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# The Players Who Won Promotion

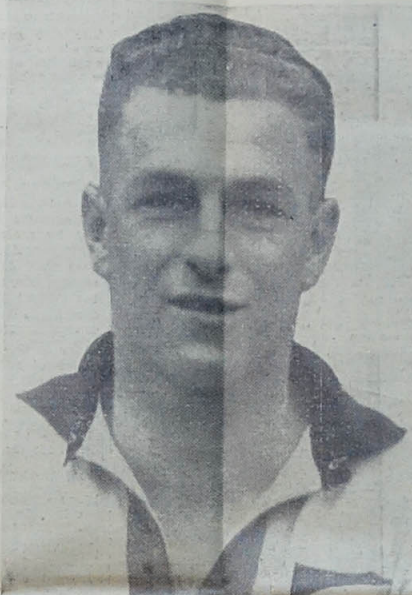
Herewith, we give a complete list of Players who figured in the First Eleven during the past season. It will be observed that only Tom Smith and Fred Roberts put in the full number of appearances, whilst Nelson and Fellowes run them close with 41. At the other end of the scale, Crompton, Godfrey and McGinnigle only once played in the Senior Eleven.



J. L. COEN,  
12 appearances.



H. W. DOLMAN,  
30 appearances.



JOE PAYNE,  
Luton's leading goal-scorer and who ties with Harston (Mansfield) and the largest number of goals scored during the season.  
39 appearances, 55 goals.



T. S. MACKEY,  
29 appearances.



T. SMITH,  
42 appearances.



W. J. FELLOWES,  
41 appearances,  
1 goal.



J. NELSON (captain),  
41 appearances.



J. FINLAYSON,  
40 appearances,  
2 goals.



T. KING,  
11 appearances.



E. HANCOCK,  
18 appearances,  
1 goal.



J. HODGE,  
16 appearances,  
1 goal.



J. BALL,  
15 appearances,  
8 goals.



A. DAWES,  
20 appearances,  
8 goals.



F. ROBERTS,  
42 appearances,  
8 goals.



G. STEPHENSON,  
37 appearances,  
17 goals.



L. RICH,  
10 appearances,  
2 goals.



W. CROMPTON,  
1 appearance.



A. HUBBARD,  
2 appearances.



B. LUTTERLOCH,  
2 appearances.



H. M'GINNIGLE,  
1 appearance.



G. MARTIN,  
3 appearances.



H. MILLS,  
2 appearances.



J. E. PARRIS,  
2 appearances.



F. SLOAN,  
2 appearances.



R. F. STEVENS,  
2 appearances.



W. GODFREY,  
1 appearance.



H. PAKES,  
Trainer.

TOP OF THE DIVISION!

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and  
HIGH TOWN RD.  
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13/9 16/6

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Flannel Jackets and Shorts (as illustrated on right) in Navy, Grey and Brown, with 2 pairs Shorts, 10/6. Other prices 5/11 to 25/-.

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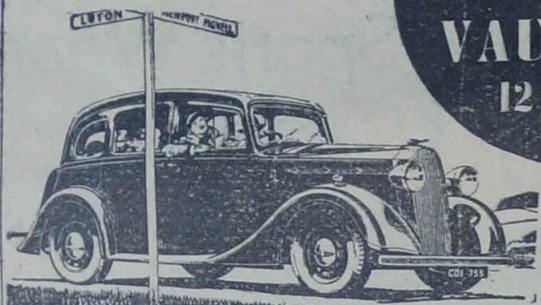
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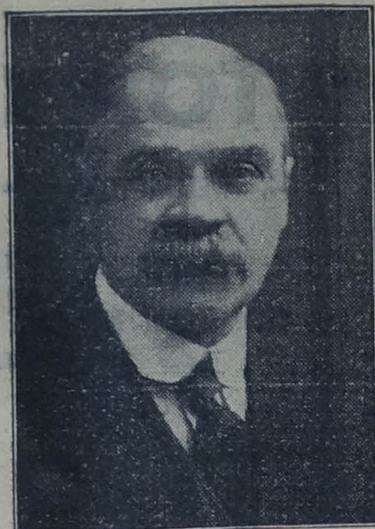
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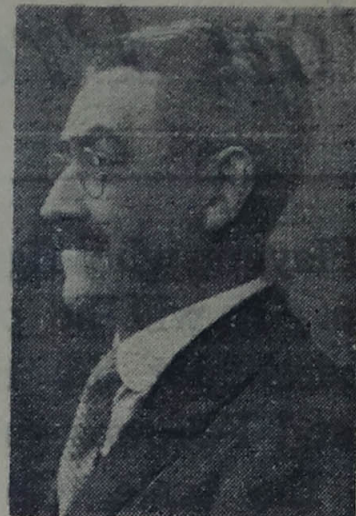
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CHAIRMAN  
Alderman Chas. Jeyes



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Mr. E. Hugh Woods



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DIRECTOR  
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DIRECTOR  
Mr. Stanley H. Godfrey



DIRECTOR  
Mr. Philip W. Wright



DIRECTOR  
Mr. H. Richardson



TEAM MANAGER  
Mr. E. Liddell



SECRETARY  
Mr. A. E. Wickson



MR. C. GREEN,  
Secretary of Luton Town  
F.C. in the 1913-14  
Promotion season.



FORMER TRAINER,  
Mr. W. Lawson.



MR. H. SMART,  
A Director of Luton Town  
F.C. 1913-14, when the  
Town won Promotion.



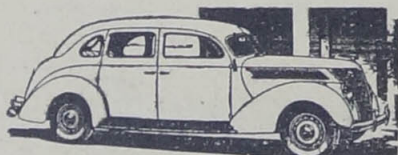
GROUNDSMAN,  
Bert Day.

# CHAMPIONS OF THE DIVISION

## FORDS

## CHAMPIONS OF THE ROAD

### THE NEW FORD TEN

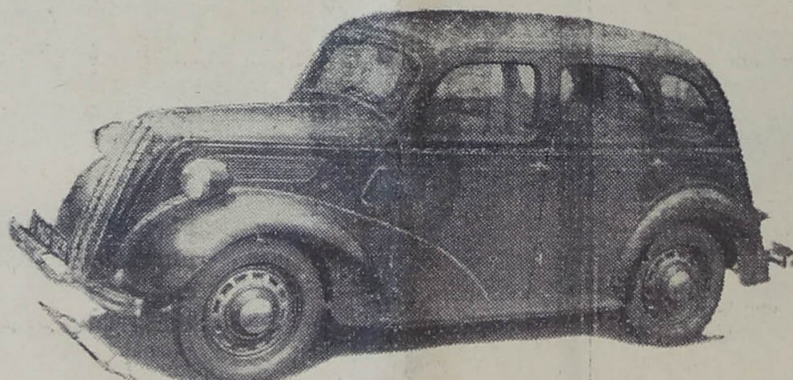


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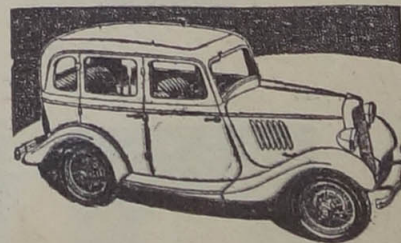
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## Enthusiastic and Determined Board

(Continued from Page Seven)

### MR. NED LIDDELL, MANAGER

MANY times during the season I have said that no manager in the country has been more beset by his directors than has the Luton manager.

It came as a surprise to me to know that the Luton Directors were not only willing, but anxious to travel far and wide in the search for players, and their promptness in making an offer for a player whom they fancied sometimes left me breathless.

In a rather long experience of this game I can say that no Club has a more enthusiastic or determined Board of Directors, and the supporters have reason to be grateful to them for the time they have devoted to the Club, and their resolution to get the very best possible.

### A STRENUOUS SEASON

The season has been very strenuous, and I am sure I can congratulate Directors and players very sincerely on their achievement. To me Saturday was a very proud day, but I personally do not want to take any credit. What I had to do has been done to the very best of my ability, and the chief praise has been earned by the Directors and the players.

Perhaps I may have more to do with the future, and you may take it from me that I shall be just as keen to see promotion won for the second year. I know how hard it is, but it can be done if we all do our best, and nothing but the best is good enough for me.

### COURAGE ESSENTIAL

Especially does that apply to players. When I speak of the best I mean that every individual should put his Club's interests first all the time. In these days courage is a very essential factor, and while I am the last in the world to condemn a player for a poor game, since by experience I know that luck does play a part, I do feel that every player should give of his best not only on the field of play, but also in keeping himself fit and well and living a steady life.

Already people are asking what sort of team we shall have for the Second Division. All I can say is that we have the players who have won promotion, and such reinforcements as are necessary will be of the type that will hold their own in the higher class.

The future should be very bright indeed for the Club, and I trust that the supporters will continue to rally round and help us in the struggle to the top.

### MR. CHARLES GREEN

Mr. Charles Green, President of the Beds. F.A., and Secretary of Luton Town for a quarter of a century, writes:

Last Saturday's triumphant return to the Second Division of the Football League after thirty-nine years' absence probably gives the greatest amount of pleasure to those "old timers" (of whom I claim to be one) who followed the Town during their previous three years' membership of the Second Division.

To us at least it will seem quite familiar to welcome clubs like Barnsley, Burnley, Newcastle United, Sheffield Wednesday and Manchester United, although the last-mentioned club of that period was known as Newton Heath.

Indeed, I recall the fact that when this club visited Luton on one occasion the match was described by one Northern journal as Newton Heath Past v. Present, for Luton numbered quite a sprinkling of old Manchester players in its ranks.

One of those players in the person of Johnny Dow will doubtless be an interested spectator when the two clubs meet next season on the Kenilworth-road ground.

Present day supporters will miss many of the Third Division clubs during 1937-38, but it is interesting to note that nine of Luton's opponents in the Second Division are former colleagues of their Southern League days. Indeed, with the exception of two, as far as my memory goes, all the clubs have previously met Luton on the football field during previous seasons. I cannot recall any encounter with Blackburn Rovers or Notts Forest.

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## Congratulations From All Quarters

League President and "Richly  
Deserved Honour"

### THE MAYOR'S CONGRATULATIONS

The Mayor of Luton, Alderman C. C. Dillingham, congratulated the players on their fine performance, and for the teamwork and great spirit they have shown in all their matches this season.

He referred not only to those who played on Saturday, but to every player who had been called upon during the course of the season.

All concerned with the Club were deserving of the heartiest congratulations, and especially the Board of Directors for their ambitious policy.

He thought there was no reason why Luton should not reach a high position in the Second Division, and eventually gain First Division status. The quality of play in the Second Division was no better than that of the higher clubs in the Southern Section.

### THE MAYOR OF DUNSTABLE

The Mayor of Dunstable, Councillor Frank Kenworthy, who is one of the Town's most ardent supporters, wishes to offer Dunstable's congratulations to the victors. After the match he said:

"On behalf of the Town's supporters in Dunstable, may I express our hearty congratulations to every member of the team, which has gained the coveted position of champions of the Third Division Southern Section.

"Last year you almost accomplished

it; this year you have quite accomplished it. This is a success that is well merited. It has been gained as a result of every member of the team giving of his best.

"As a regular supporter of the team I would like to express my appreciation of the way in which the team has worked together during the whole of the season.

"We now look forward with great anticipation to Second Division football at Luton, and believe that our players will welcome this opportunity of showing us what they really can do."

### THE PRESIDENT

Alderman Harry Arnold, J.P., President of the Club, who actually made the appeal on behalf of the Club when they were elected to the Second Division over forty years ago:

Mrs. Arnold and I extend our very

### LEAGUE PRESIDENT

The President of the Football League, Mr. C. E. Sutcliffe, has written as follows:—

"Please convey to your Directors, trainer and staff my hearty congratulations on the magnificent performances of the Club during the season, and in winning the Third Division (Southern Section) Championship, and thus gaining promotion. An honour well won and richly deserved."

heartiest congratulations to the players and not less to the directors of the Club upon the success which has attended their efforts.

Promotion has been due very largely to the fine team work. One cannot particularise, although the fact cannot be overlooked that a marked feature has been the skill of Payne. However, it is team work that has made this possible.

Then the directors have shown enterprise and determination to reach the Second Division, and they are no less deserving of our congratulations.

I can only hope that they will have equal success in the Second Division, and I do not see why they should not. The very fact that they dealt with Blackpool as they did in the Cup-tie is an indication that the team will not be outclassed.

Our heartiest congratulations to all concerned.

ALDERMAN CHAS. JEYES,  
Chairman of Luton Town F.C.

My first words are of gratitude to my fellow directors, officials, players and supporters.

Each has played a vital part in the rise of the Luton Town Football Club to the class it belongs, or perhaps I should say that it has taken a step nearer the class to which it belongs.

In the hour of triumph I am not forgetting all those splendid men who have kept the flag flying during long and weary years when there seemed nothing to gain in the way of honours other than the honour of providing the townspeople and the thousands of loyal followers from the district with the game they love so much.

At this stage I cannot say a great deal beyond that. The future of the Club rests to-day just as much with

(Continued on Page 13)

## LUTON TOWN FOOTBALL and ATHLETIC Co., Ltd.

### SEASON TICKETS 1937-38

The following prices of tickets will be in operation if purchased BEFORE 15th June next.

CENTRE BAY (RESERVED AND NUMBERED SEATS) - - - - - £3-3-0  
STAND AND ENCLOSURE - - - £2-5-0

All prices include Entertainment Tax.

The following prices of tickets will be in operation if purchased AFTER 15th June next.

CENTRE BAY (RESERVED AND NUMBERED SEATS) - - - - - £3-10-0  
STAND AND ENCLOSURE - - - £2-10-0

All prices include Entertainment Tax

The Directors desire to inform supporters that the existing Centre Bay is to be increased by taking in the Front Rows of Blocks D. and E., thus increasing the Reserved Accommodation by 319 seats.

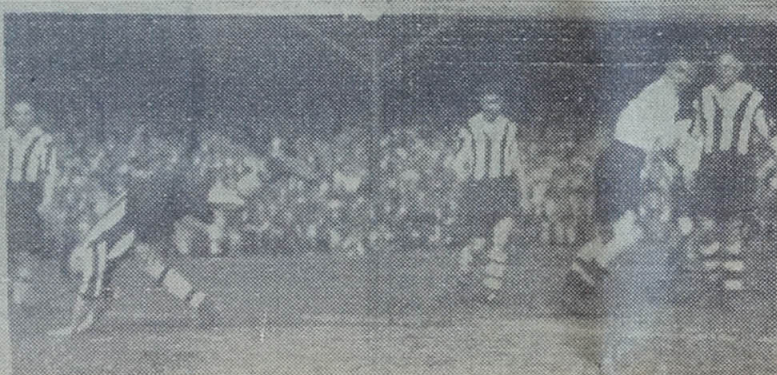
Supporters who were in possession of Reserved and Numbered Season Tickets during Season 1936/7 will have the option to re-purchase their Ticket up to and including 15th June, 1937, after which date they will be available to the general public.

BOTH CLASSES OF SEASON TICKETS WILL BE TRANSFERABLE.

The Issue of GROUND SEASON TICKETS has been discontinued.

Applications for Season Tickets should be made to the Secretary, at the Registered Office on the Ground viz. 84, Kenilworth Road, Luton, accompanied by the remittance. The Seating Plan can also be inspected here.

By Order of the Board of Directors,  
A. E. WICKSON,  
Secretary.



LUTON V. TORQUAY.—A Torquay defender nearly stood on his head trying to save this goal of Payne's—and Luton Town supporters nearly stood on THEIRS at the finish when it was known that promotion had been won.

# LUTON TOWN SUPREME IN FOOTBALL SUGAR LOAF HOTEL SUPREME IN VALUE

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or JAMAICA RUM

5d.

Highstepper

The Perfect Cocktail

per 5d. Glass



# "THE LADS WON ON MERIT"

(Continued from Page 12)

those sections I have mentioned as in the past two or three seasons, but I am sure my colleagues on the Board of Directors will join me in saying that we are not only delighted with the success achieved, but that it will be spur to greater things.

We shall not rest until we have made Luton Town Football Club a First Division Club, holding its own with the strongest and best of the Metropolis and the provinces, and we feel that with a continuance of loyal support we shall succeed.

Next season we shall have at Luton some of the most famous clubs in the country, and we shall be proud to welcome them.

We all feel that in attaining our first ambition of promotion to the Second Division we have won something for the town, and that we also have served the best interests of a sport-loving people.

Saturday was the happiest day I have had in football, but I hope there are greater days in store.

## MR. HUGH WOODS, Vice-Chairman

Oh, this is a great day for all of us! Luton, Dunstable, Leighton Buzzard, every township and village must share in the joy we all feel that this grand old club, with all its troubles and trials and its differences during the last fifty years, has won its first championship.

Yes, and won it when times are harder than ever before, because competition is so keen.

As Vice-Chairman of the Board, I am going to say for every member of the Board that if we were not delighted for any other's sake we should be glad for the sake of our Chairman, whose mind has been so set on giving Luton the best football.

He has had the fullest confidence of all of us on the Board, and we rejoice with him that promotion has come our way.

I have felt once again the same thrill that I felt—well, too many years ago to mention—when I was playing, and when we won an important game. It is grand to capture again that thrill, and to-day we are all as happy as sandboys.

I am immensely proud of the team and everybody connected with it, and I am sure all the supporters join with us in that delight.

May none of us ever have less joy than we have to-day is the best wish I can express.

## JACK NELSON

It has been a very hard season. Some people thought we were lucky that Brighton beat Notts County, but

it was not really surprising, and Walsall's success over the County emphasised the difficulty of beating any club in the Division away from home, however wide the difference between the teams.

Third Division is as hard as any for the leading clubs, and whatever good luck we have had has been balanced by bad luck. The lads have won promotion on merit, and we are all pleased for the sake of the Club and supporters.

Only one club can go up, unfortunately, and we are sorry that Notts County, Brighton, and Watford have to stay down for another season, but most of them recognise that none has earned the honour more than Luton.

We shall work hard for further success next season, and I think we shall hold our own in the Second Division. There is a difference in the class, but our lads have shown they are worthy of playing in that class, and perhaps the end of the season will find us once more in a happy position.

If we are not, it will not be for the want of trying. We shall do our very best to get there.

## ROTARY CLUB OF LUTON

The Rotary Club of Luton shares in the town's joy at the success of the Luton Town Football Club in gaining promotion to the Second Division of the League, and most heartily congratulates the Chairman, his co-directors, and the players.

It has meant much hard work, enthusiasm, and the gift to see things through; to slightly vary Pope: "Success in sport comes from art, not chance."—F. C. LINES, President.

## MR. R. G. RUDD, Cup Final Referee

"Will you please be so kind as to convey my heartiest congratulations to everyone who has helped to put your club in the Second Division.

"Here I must say a word about Notts County.

"They lost a vital match against Brighton by the narrow margin of one goal in the truest possible sporting manner.

"They were certainly disappointed, naturally, but from the directors downwards they took their defeat and disappointment in really British fashion."

## FROM OTHER SOURCES

BLACKPOOL, whom Luton conquered in the F.A. Cup, wrote:—

"On behalf of the directors, officials, and players I desire to extend to you our heartiest congratulations on your magnificent performance.

"Your achievement is all the more noteworthy when one takes into consideration the difficult programme

you have had owing to Cup-ties.—E. Crabtree, secretary."

MR. W. H. MACNAMARA, whose interest in Luton football has been continuous since the Town Club's formation, writes to express his delight at the success of the Club Mr. Macnamara was a director for several years, and even now holds shares in the Club. He intimates that the football success pleased him as much as when he heard the Luton Band win the championship some years ago.

He sent his congratulations and best wishes for the future.

## BRIGHTON AND HOVE ALBION:

Mr. Charles Webb, secretary of Brighton and Hove, wrote as follows: "My directors have requested me to write you and express their very hearty congratulations on the success you have achieved on gaining promotion to the Second Division. They trust and feel that you will prove, by your exhibitions during the coming season, that such promotion was fully justified."

## KINGSTONIANS:

"In 1932-33 we all well remember two memorable and enjoyable games with your Club in the F.A. Cup competition and since then we have followed your vicissitudes with great interest.

"It is pleasing to note that since our meeting you have not looked back, and it is more pleasing to see that you have gained promotion to the Second Division.

"I have to convey the heartiest congratulations of the Executive of my Club to you on your wonderful achievement, and wish you every success in your new sphere.—C. S. Brockwell, hon. secretary."

## TORQUAY UNITED

Mr. R. E. Narracott, vice-chairman of Torquay United, wrote: "I wish to express my best thanks for the genial manner in which you and your directors received myself and fellow directors of Torquay United on Saturday. At the same time, may I add my congratulations on your club's success in gaining promotion to Division II."

The secretary of Torquay United added the club's congratulations to those of the vice-chairman, and said Luton would take the sincere good wishes of all their former colleagues.

OTHER clubs who have written are West Bromwich Albion, Manchester United, and Accrington Stanley.

W. J. C. Rees, Carshalton, a linesman, also wrote:—"I have officiated as linesman for nine years, and have been with your club on a good many occasions.

"Not only have you played good football, but you have impressed by the fair tactics you have always adopted."

Mr. Rees, by the way, was one of the linesmen in the Luton-Northampton match.

Another linesman, J. E. Coxson, Harrow, wrote:—"Your club is thor-

(Continued on Page 14)

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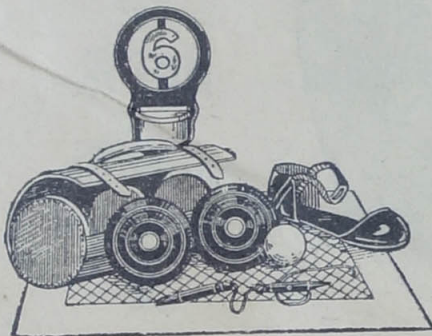
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£1-12-6 Ekco Eliminator for . . .	15	0	0
17 gns. D.C. Pye for . . .	3	10	0
12 gns. D.C. Marconi for . . .	4	0	0
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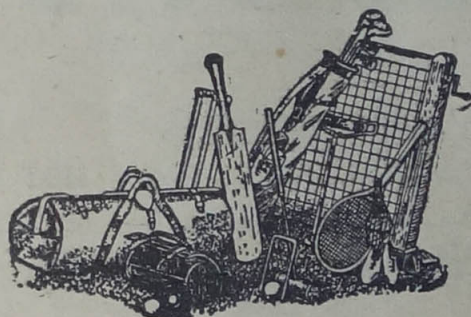
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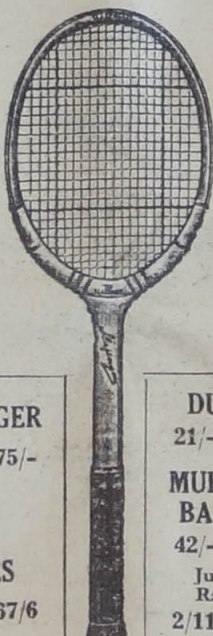
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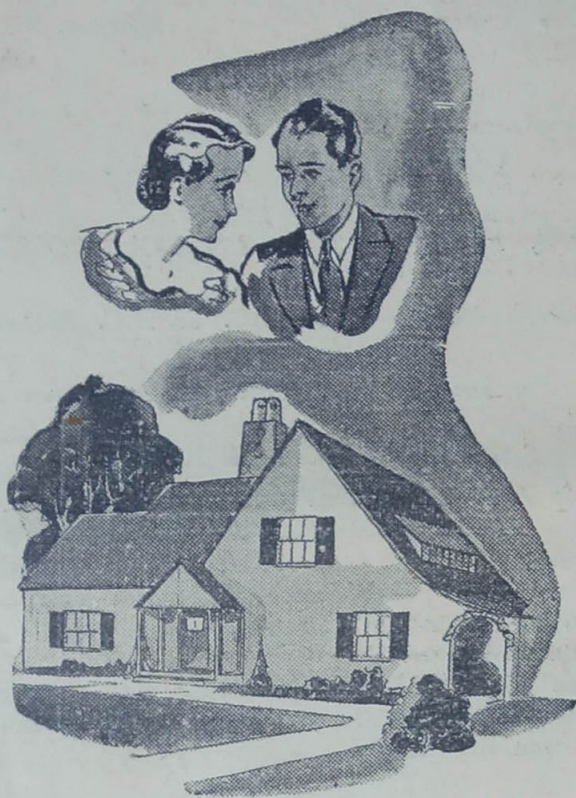
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## —and More Congratulations

(Continued from Page 13)

oughly worthy of promotion, and it would have been sheer bad luck if you had failed."

Other messages were received from the South Beds Golf Club; the committee and members of the Bobbers' Stand Club; Mr. G. A. R. Mead, a director of Skefko; Mr. W. B. Hurst, Westcliff-on-Sea; Mr. A. R. Sinfield, Aspley Guise; "Clerk of the Weather, Margate."

BRADFORD.—Mr. George H. Briggs also wrote on behalf of the directors and officials of Bradford Park Avenue. "We look forward with pleasure to our engagements with you during the coming season," he said.

NOTTS FOREST.—Congratulations from Notts Forest were received from the Chairman, Mr. H. R. Cobin, who wrote: "We shall look forward to meeting you next season, and can assure you of a hearty welcome on our ground."

HARTLEPOOL UNITED.—"Your success is very well merited, and I trust you will continue to operate successfully in your new sphere.—Frank S. Perryman, secretary."

LUTON & DISTRICT LEAGUE came via the Chairman, Mr. Will Pease, and the hon. secretary, Mr. F. E. Hawkes, who referred to the high standard of play and the clean exhibitions given.

Some of their clubs had been tempted to watch the matches, but they thought that in some instances the instruction gained would prove beneficial.

BURNLEY.—"Bravo, boys! You have done it at last. Congratulations and best wishes from a Burnley well-wisher."

BRENTFORD.—Heartiest congratulations on gaining promotion. Looking forward to meeting you in First Division soon.—Harry Curtis.

COVENTRY CITY.—Heartiest congratulations. See you next season.

HUDDERSFIELD TOWN

WEST HAM UNITED

CHARLTON ATHLETIC.—A good job well done. Heartiest congratulations.—Jimmy Seed.

NORWICH CITY.—Congratulations. Assuring you of a good reception in Norwich next season.

SAM ALLEN, SWINDON TOWN F.C.—Heartiest congratulations to you all. "We didn't want to lose you, but we know you have to go." May all good



Former Director and Chairman of the Club—Mr. E. E. Gibbs.

luck attend your efforts, and may you finish up in Division I is the sincere wish of Sam Allen. Kindest regards to all old friends in Luton.

JACK MARLOW, Secretary of Northampton; NEVILLE NEWITT, Chairman of Southend United; and ANGUS SEED, Manager of Barnsley; Walsall F.C.; Fulham F.C.; Swindon Town F.C.

Other messages were received from:

LUTON AMATEUR OPERATIC AND DRAMATIC SOCIETY.

MR. L. LYONS, President of Luton District Wednesday League.

MR. W. G. TOYER, Chairman of South Beds Society of Association Referees.

MR. CHARLES S. MAFFEY, Surrey Docks. He was present in the Council Chamber of the old Town Hall when the Town Club was formed in 1885.

MR. S. G. BLOW, Houghton Regis: "As one of your oldest supporters, I offer my heartiest congratulations on your triumph, which has thrilled us all."

BERT SANDERS, Banbury, one of the Town's first professional players.—Please accept my congratulations. It must be a great day for all concerned.

GEORGE A. MOULES, Manitoba, cabled.—Congratulations on promotion.

LOVELL, Hotel Continental, Arras.—Keep smiling.—Continental Supporter.

ROTARY CLUB OF LUTON, Mr. F. C. LINES.

MCDONALDS, Harpenden.

OLIVER SMALL, Torquay.

CAPTAIN MARTIN, Swansea Town.

CHAS. CALDICOTT, Holborn.

ALLENDER FRYER, Odeon Theatre, Llandudno.

REV. N. H. SNAITH, M.A., Wesley College, Headingley, Leeds.

ERIC TOMKINS, former Northampton Town half-back, F.A. coach to Bedfordshire schools.

BON ACCORD, Masonic Lodge, London.

OLD LUTONIAN, Blackpool.

OLD TRAINER.—Horace Pakes, the trainer, received a letter of congratulation from Billy Lawson, a former Luton Town trainer.

Hearty congratulations to the Luton Town footballers. May they be top of Division II next season.—A LUTONIAN IN KENT.

From a number of old players, several of whom played for Luton Clarence or Luton Amateurs and assisted the Town Reserves many years ago, also came the heartiest of congratulations: R. M. Hawkes, L. J. Hawkes, John M. Dow, E. Dimmock, Tom Hawkes, Arthur Eling, A. E. (Peter) Heley, Harry Lane, Ernest Jeakings, Jack Allen, Tom H. Burgess.

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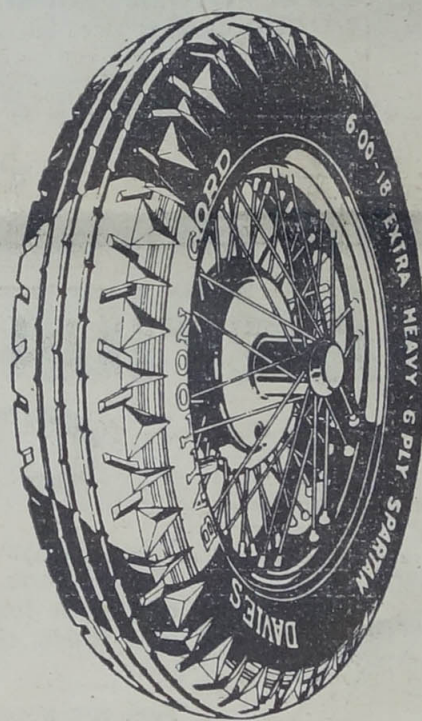
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# TEAM WORK WON THE PRIZE

## All Out for the Good of the Side

### Looking Back on a Season of Triumph

(By CHILTERN)

[Chiltern has seen every Luton Town match this season.]

In almost every type of sport, teamwork is the most important factor. In football it is even more necessary, and very little can be done without it.

I think every supporter will agree that the excellent teamwork and the spirit among the players has brought Second Division football to Luton.

All through the season, there has been no room for individualism. Every

worship, have been inclined to forget the other members of the team, but every man has pulled his weight to the full.

Payne has had a great season. He has improved immensely, and is now one of the most talented leaders in the land, a fact that has been recognised by the England selectors.

He has been the inspiration of the side, and as a matchwinner he has had no peer. Some of his goals have been outstanding, and I am convinced that

his usual game, and his 17 goals from the wing are an ample tribute to his opportunism.

Roberts' play does not always receive its full recognition. Not often in the picture as a goalscorer, he has been the fetcher and carrier. In every match he has worked terrifically hard, and has ably donned the mantle of George Martin, who was the schemer last season.

#### RIGHT WING TROUBLES

The right wing has not been altogether satisfactory. Hodge, after a bright start, did not fill the bill; then Rich was given a chance, and he, too, fell away after a flattering start.

Hancock proved the best of the three, but his play has been curiously inconsistent. Brilliant at one moment, he has been the despair of supporters the next. I think his best match was at Ashton Gate against Bristol City. He was in wonderful form that day, and if he can attain that next season there will be no qualms about the right wing.

Albert Dawes has been the inside right since Christmas, and to many he has been disappointment. However, I am hoping for big things from him next season, for it must be remembered that he broke his jaw twice at the beginning of the season, and since he has been at Luton, he has been troubled by a knee injury.

In the last two or three matches he showed something approaching his last season's form, and he may again reach the front rank of sharpshooters next season.

#### THE BACKBONE OF THE SIDE

The half-back line has been the backbone of the side. Finlayson, Nelson and Fellowes have missed only four matches between them, and all have played consistently well. Nelson has been an ideal skipper, and has had the backing of last season's captain, Billy Fellowes.

Fellowes has always played football, no matter what the circumstances, and he has been one of the outstanding successes of the season.

Nelson must be ranked among the best in the country. He has had his off days, it is true, but often he has carried the team on his shoulders when things were going badly. A great player and a great sportsman.

Finlayson has been a brilliant attacking half, and though he has sometimes earned black marks for his slowness in getting back, his power in attack has more than made up for this fault.

#### MACKEY'S BEST SEASON

Match after match, Mackey was the hero of the defence, and much of the credit for the feat must go to him. He has had his best season since joining the club until injury laid him aside.

Tom King, secured from Bournemouth, was drafted in at a critical time, but he has played so well that the absence of Mackey was not felt.

In him the Club have made one of their most notable captures. Smith, who shares with Roberts the honour of being ever-present, has also been a defensive stalwart.

His Corinthian methods and grim determination have proved a deterrent to many opposing wingers, and he is well in the four figure list as far as transfers are concerned.

#### COEN TOOK HIS CHANCE

Dolman kept goal in 30 League matches, and then, after being injured at Bristol, could not get his place back. Dolman played some grand games, but Coen took his chance with both hands, and showed all his old form.

He played his part in the triumph, and I shall not forget in a hurry one wonderful save he made at Gillingham.

Promotion is an honour well-deserved. Everywhere they have been, the players have built up a reputation for clean, sportsmanlike play. The prize has been won by skill and clean football, not by brute force, and this has shattered some of the illusions about the Third Division.

It has been evident all through the season that Luton were not a Third Division side. Their feats against Sunderland and Blackpool clinched this, and now they are in their proper sphere I feel sure that they will go on to further success.

#### CURIOUS SEASON

It has been a curious season. At times it has seemed impossible for the Town to finish top. At other times we have been buoyed up to the skies as the result of some magnificent win.

But whatever has happened, no matter how black things seemed, the players have always been confident that they would reach their goal.

Well, I remember that Saturday at Gillingham. It did look as if Luton would have another season in the Third Division then, but the players made up their minds that there was still a chance, and they made sure that they did not trip up again.

Looking back over the season, I think the most thrilling victories were those at Millwall, Crystal Palace and Watford. Here we saw the Town use a big ground to the fullest advantage, and absolutely over-play teams that were ranked high in the football world.

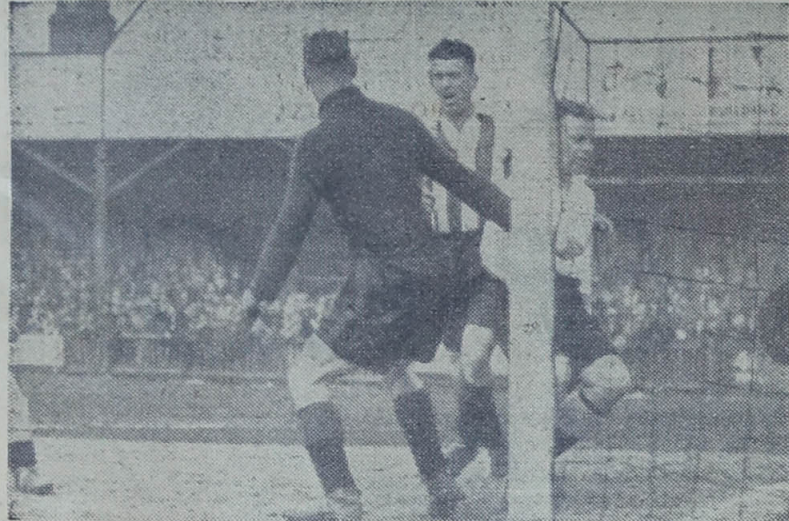
#### THE EXETER RECOVERY

Then I remember the shock we had at Exeter early in the season. Two goals down inside seven minutes was a bad blow, but the Town showed their powers of recovery and their refusal to be despondent by hitting back, and scoring four times.

Aldershot, too, comes to mind. Two goals in the last five minutes, to win the points. Jack Ball's goal in that match will long be remembered, and it is probably the best he has scored for the Club.

I could go on writing in this strain, picking out the thrilling moments. The Cup-ties, of course, have been fought and re-fought time and again in conversation, and on that memorable day in Blackpool, I felt proud to have some remote connection with Luton.

We now say farewell to Third Division football. The future is bright, and I think Luton will go on carving fresh niches in football history. Congratulations and good luck!



LUTON v NEWPORT.—Last but not one match of the season and the day of Notts County's defeat at the hands of Brighton, to make Luton's position almost secure. Stephenson is seen scoring his goal. Luton won 5-0.

player has been all out for the good of the team generally, and it has been a common saying among the players, "It does not matter who gets the goals as long as they come."

That is the spirit that breeds success, and I am sure that but for that the Town would not have finished in their proud position.

#### THE OUTSTANDING PLAYER

There is no doubt that Payne has been the outstanding player. He has received wide publicity for his scoring feats, and deservedly so. However, all this is not of his seeking, and he will be the first to pay tribute to the support he has received from his colleagues.

At times, supporters, in their hero

no other player could have scored some of them.

At times he has been the one forward likely to score, but this has been due in some measure to the unselfishness of his colleagues.

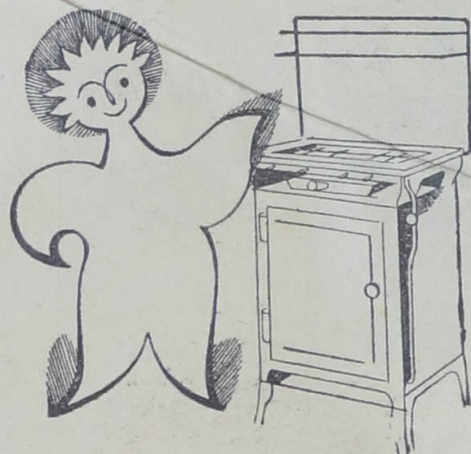
#### BALL'S PART

At the beginning of the season, when he was playing at inside right, Jack Ball was the provider in chief, and he made many goals for Joe.

Then, when Payne moved to the centre, Roberts and Stephenson made the opportunities. The left wing has had its off days, but generally throughout the season, both men have played brilliant football.

Stephenson had a bad spell at the beginning, but he settled down to play

## PROMOTION POINTS TO MR. THERM

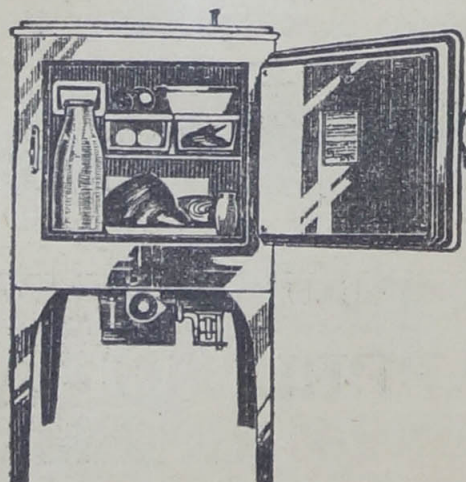


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DURING CORONATION WEEK, 10th to 15th MAY inclusive, deduction will be made on all appliances purchased for cash or hire purchase terms.

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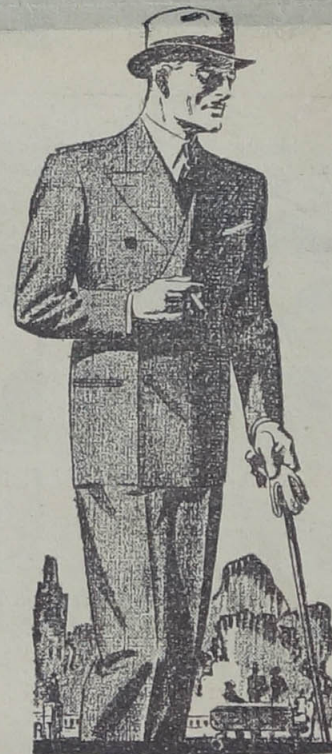
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# Quality tells!



In the long run quality will assert itself. Cheap clothes may start well; but don't last the season. Everything we sell, branded or not, carries our personal guarantee. That's why it pays you to buy from us.

For the early Summer.—Christy hats, 10/6 to 21/-; Battersby hats, 17/6 and 22/6. Caps, 2/6 to 7/6. Shirts: Vantella, 9/3, 10/6; with Trubenised collars from 7/6; Martus, 10/6 with collars; Arrow and others with collar attached from 5/11. Ribbed wool sports shirts, 7/6 to 12/6. Tennis Shirts in poplin, Aertex, Clydella, flannel, taffeta and pure silk, 3/11 to 17/6.

Underwear, in athletic and ordinary styles. Interlocks from 1/6; Sea Island cotton from 2/6, net 6/6; Rayon from 2/6, Celanese 5/-; Two Steeples 'Siltaray' 8/6; Lightweight wool from 5/-, Jaeger from 6/9. Also pure silks, Arrow trunks, B.V.D. 'Union Suits,' and so on. Pyjamas in lighter weights; Poplins, Luvisca, Celanese, pure silk, Japshan, etc., 7/6 to 48/6.

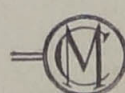
Sports Jackets in an enormous range of patterns and the latest styles for smartness and comfort, 21/- to 50/-.

Flannel and worsted trousers in all shades of grey as well as the new blues and greens, and including Sumgrips, from 10/6 to 30/-.

Two-piece worsted flannel Suits, ready-to-wear, 63/- and 70/-.

Also swimwear, including Jantzen; bath wraps, dressing gowns, and everything for those week-ends and holidays to come.

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Of course, if you want really marvellous reception, buy one of the new Murphys in place of your present set.

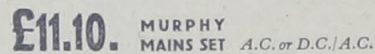

to listen to the Coronation programmes on the ceremonies that some of us will never have on the

Don't put yourself in the position of being let down

Make sure that you will receive everything clearly

serviced” by us *now*. We are Murphy dealers and

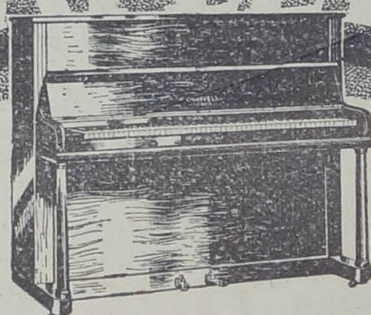
are able to take on all kinds of radio service



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Depth: 1 ft. 9½ ins.  
Width: 4 ft. 4 ins.

Mahogany,  
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Casework.  
Compass :  
7 octaves.

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An innovation in piano construction, the "Chaplette" owes its remarkable success to its superb qualities of tone and touch, comparable only to much larger instruments.

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