

Saturday Telegraph

LUTON TOWN CUP FINAL

SOUVENIR



THESE MEN MAKE HISTORY

These are the men who have brought distinction to Luton and the Town F.C. . . . the eleven men who fought their way to Wembley through eight thrill-packed Cup-ties.

The long, long trail began on January 16, when Luton got off to a good start with a 5-1 Third Round win over Leeds. Next came Leicester, and a 1-1 draw at Filbert-street. But in the Kenilworth-road replay the Luton men cantered to a 4-1 victory. Ipswich were next on the list . . . and the Town won a place in the Sixth Round after winning 5-2.

Blackpool, then undefeated at Bloomfield-road, were their next opponents. And the Scorpions came perilously close to losing their record. Luton, leading by a Billy Bingham goal, were robbed of victory by a last-second equaliser.

A record Kenilworth-road crowd saw the replay . . . and Luton triumph by an Allan Brown goal. Then came the Semi-Final . . . and Norwich City. After a hard-fought thriller at White Hart Lane came yet another draw.

Another chapter in the club's history was made at St. Andrew's, Birmingham, the following Wednesday. Luton won through to Wembley when Billy Bingham booted up to score a great goal early in the second half.

These are Luton's history-makers—Trainer Frank King, John Groves, Brendan McNally, Ron Baynham, Dave Pacey, Ken Hawkes. Front row: Billy Bingham, Allan Brown, Sid Owen, Bob Morton, George Cummins, Tony Gregory.—R3270T



Luton Town's Captain, Sid Owen, with Billy Bingham and Ron Baynham ready for Wembley

Luton for the Cup!

The Luton Town team, trainer and director-in-charge will go to Wembley dressed by

Charles
Mares
LIMITED

65 GEORGE STREET :: LUTON

St. Albans, Bedford, Bletchley, St. Neots

Barathea Blazer £7/19/6. Mares "Superline" Oxford Trousers 99/6. Van Heusen Nylon Shirt 65/-. Club Tie 7/6. Luton-made Booter 28/6. The Badges are embroidered in gold and silver wire.

LOOKING BACK ALONG THE THRILLING CUP TRAIL

Town Hit Best Form At Just The Right Time

By CHILTERN

THERE can scarcely have been a less encouraging prelude to a long, successful Cup run than that that preceded the Town's entry into this season's competition.

With one notable exception, a 6-3 victory over Arsenal at Kenilworth-road on Boxing Day, they had been so much in the doldrums since the beginning of November that, from nine League matches, they had only three points to show.

That Boxing Day flash apart, their goal output had slumped to such a marked extent that they had only three goals to show from three matches.

Even the prospect of a home tie in the third round of the Cup with Leeds United, failed to raise much enthusiasm, especially as on the previous Saturday, two more home points were lost as the result of another poor forward display against Birmingham. Bravely, the team selectors took their courage in both hands and dropped Gordon Turner and Jimmy Adam, both of whom had long been regarded as fixtures in the side. Particularly was the omission of Turner in favour of Allan Brown a controversial move, and the selectors came in for criticism which has been disarmed completely since.

them on the scent of victory after 16 minutes and, with Leeds handicapped by a wrist injury to right-back Ashall, who switched to the right wing, it was Luton nearly all the way. Gregory increased their lead soon after half-time and there was only momentary panic when Shackleton pulled back a goal.

MORTON'S QUICK REPLY
Not that Leeds had much time in which to enjoy their improved position because a minute later, Morton replied for the Town and further goals came from Bingham and Gregory. The latter certainly justified his somewhat surprise selection for the left-wing position.

So, into the draw on the following Monday and no joy on this occasion in the shape of a home tie. The Town were paired with Leicester City for the third time since the war, and over 3,000 fans made the trip. This fact alone, we thought was extraordinary, and we were certainly not prepared for the size of the followings that came in subsequent matches—but more of that later.

Once again, there was a partly frozen pitch with which to contend which made conditions treacherous and which loaded the dice in favour of the defenders because the forwards found so much difficulty in turning.

In the first half, it was a grim battle in which the Town assumed the upper hand as the interval approached and missed a couple of reasonable scoring chances.

At half-time we were saying that the team that scored first would probably go through to the fifth round, and so, when Leicester took the lead five minutes after the resumption, it was a heavy blow to the Town's hopes.

Leading up to it was a series of mistakes, understandable on this surface and, after the ball had crossed and re-crossed the Town goalmouth, McNeil headed well wide of Baynam.

After that, the Town had a fight on their hands to which they measured up bravely enough, but only half-chances that they could not accept came their way, and the clock began to tick dangerously near the 90 minutes mark.

BINGHAM THE MATCH-SAVER
There were just 13 left when Bingham repaid a considerable slice of his transfer fee from Sunderland when showing determination in chasing what seemed to be a forlorn hope, he was on hand to take advantage of a misunderstanding between Cunningham and Maclaren and he was able to push the ball through.

For the 36,984 spectators, the closing minutes were full of tension, with Leicester fighting hard to regain the advantage they had allowed to slip through their fingers. So, it was on to Luton for the first replay to be held here by floodlight, and considerable confidence now in the team's ability to make further progress.

Two post-war Cup defeats at the hands of this opposition still rankled in the minds of many Town supporters, and they were thrilled to see the Town gain such a hollow victory on this occasion.



THE GOAL THAT MADE HISTORY . . . zooms into the Norwich net from Billy Bingham's right foot and Luton are booked for Wembley. The scene: St. Andrew's, Birmingham. The date: March 18.

Two post-war Cup defeats at the hands of this opposition still rankled in the minds of many Town supporters, and they were thrilled to see the Town gain such a hollow victory on this occasion.

In 19 minutes, the writing was on the wall, for the City, because, by then, both Brown and Gregory had taken advantage of chances in which Bingham had a big hand, and had put the Town comfortably ahead.

After that, despite some fight from Leicester who never gave up, but showed only a sketchy idea of marksmanship, there was never any danger, and even less when Brown scored in the 56th and 57th minute to complete a great hat-trick and to give Maclaren no chance on either occasion.

That Leek replied for Leicester two minutes from the end, was neither here nor there, and the bulk of the 27,277 fans the highest attendance of the season at that stage, went home jubilant.

DRAW LUCK WAS OUT AGAIN
Meanwhile, the Town's luck in the draw had been out again and they had to prepare for a trip to Ipswich on whose ground they had played only once previously, in their last season in the Second Division, and had gone down by 3-1.

With a ground capacity of 26,700, this was an all-ticket match, with the Town's share around the 6,000 mark, which officials thought would be more than adequate and, certainly, no one could remember the team ever taking as many as that with them for an away match.

In the event, the supply proved to be completely inadequate because, on the first morning on which tickets were available to the general public, as distinct from season ticket-holders, many were disappointed.

There is no doubt that the

unprecedented demand took the Town completely by surprise, and Secretary Phil Coley went on record as saying, "I have never known anything like it for an away match and certainly we never dream of anything like this fantastic support."

Later, the situation was eased somewhat because Ipswich, in trouble with their own fans because they had increased their prices, were able to let the Town have a further allocation, with the result that about 7,000 Luton fans made the trip.

So, to Ipswich and the most perfect playing surface the Town players had seen for

many a long day. In the preliminary planning, which was done very carefully, ignoring completely the fact that Ipswich were from a lower division, it was emphasised time and time again that the big thing to be avoided was the conceding of an early goal.

If they could get through the opening period without shocks, the Town felt that they could qualify for the last eight without trouble.

Imagine the despair of the players and their fans when the match less than a minute old, Ipswich were a goal ahead. With the town defence

pulled out of position, Rees was left unmarked to head through a cross by Millward. Through my head ran only too vividly the memory of what happened the previous season at Stockport, when the County had secured an early goal and, afterwards, had never relaxed their grip.

However, before there was time to elaborate on dark thoughts like this, the score was level again, when Snell unnecessarily brought down Pacey a yard or so outside the penalty area.

Picking himself up, Pacey had

For quite a long time at the start of the second half, the Town were thrown out of their stride by the fighting spirit and dash of Ipswich and when the home team got back into the game with a second goal from Rees after 56 minutes, there were dark thoughts that the Town might be run off their feet should Ipswich score again.

Happily that did not happen and, as the half wore on, the Town began to look the confident combination of the first half and Morton obtained a fifth goal seven minutes from the end by which time even the little thin.

STIFFEST TEST CAME NEXT
For only the third time in their long history, the Town were in the last eight and hoping fervently for ground advantage.

Things did not work out that way and they were set what

That, we thought, was that, but we reckoned without the drama that was played out in what was to be the last dying minute of the match.

The referee was looking at his watch and there were just

seconds remaining when Blackpool made a not very dangerous-looking attack.

At the edge of the penalty area it broke down because the ball went to Hawkes who, literally, could have kicked it anywhere and put a finish to the match.

Instead, for some reason, he turned around to face his own goal and attempted to pass back the ball to go anywhere near the goalkeeper and Charnley nipped in to push the ball gently into the far corner of the net.

Pandemonium broke out at that and before play could be re-started, the final whistle went.

Disappointed as the Town players were that night, their sympathy went out wholeheartedly to Hawkes whose only recorded remark in the match was, "I ought to be whipped."

With the week-end over, the Town had forgotten that bitter memory and were preparing for what they knew would be another tough battle in the replay on the Wednesday.

No floodlights on this occasion because Blackpool would not agree to their use and this, it was thought, had sabotaged the chance of a record gate.

BEAT THE GROUND RECORD
Imagine the surprise when the figures came out at 30,069, thus comfortably beating the previous ground record of 28,433.

Again, the Town relied on an unchanged team, but Blackpool had to make left wing changes because of the injury to Perry. He was replaced by switching Durie to the wing and bringing in Jim Kelly as his partner.

With so much at stake, most people expected another grim defensive battle and so it turned out with both rearguards in relentless form.

So much was the accent on defence that the first half, with neither team taking the slightest chance, produced fewer than a handful of half-scoring opportunities.

While both teams opened up

RECORD CROWD SAW TOWN ADVANCE

(Continued from Page 2)

most people regarded as the stiffest test left in the competition by being called upon to play Blackpool at Bloomfield-road.

Relief all round after that, and the hope that the Town would now settle down into the rhythm that had enabled them to blast the defences of Leeds and Leicester and, only the previous week, that of Burnley, to the tune of six goals.

Optimistic we may have been, but certainly not so optimistic as to envisage the dramatic happenings that were in store for us.

Between the 13th and 17th minutes, Morton, Bingham and Gregory each had the ball in the Ipswich net and, to all intents and purposes, the match was won and lost before it was a fifth of the way through to its allotted span.

For half an hour the Town showed scintillating form that nearly resulted more than once in them increasing their already comfortable lead, but Ipswich never gave up fighting, though their finishing was not of the strongest.

For quite a long time at the start of the second half, the Town were thrown out of their stride by the fighting spirit and dash of Ipswich and when the home team got back into the game with a second goal from Rees after 56 minutes, there were dark thoughts that the Town might be run off their feet should Ipswich score again.

Happily that did not happen and, as the half wore on, the Town began to look the confident combination of the first half and Morton obtained a fifth goal seven minutes from the end by which time even the little thin.

STIFFEST TEST CAME NEXT
For only the third time in their long history, the Town were in the last eight and hoping fervently for ground advantage.

Things did not work out that way and they were set what

seconds remaining when Blackpool made a not very dangerous-looking attack.

At the edge of the penalty area it broke down because the ball went to Hawkes who, literally, could have kicked it anywhere and put a finish to the match.

Instead, for some reason, he turned around to face his own goal and attempted to pass back the ball to go anywhere near the goalkeeper and Charnley nipped in to push the ball gently into the far corner of the net.

Pandemonium broke out at that and before play could be re-started, the final whistle went.

Disappointed as the Town players were that night, their sympathy went out wholeheartedly to Hawkes whose only recorded remark in the match was, "I ought to be whipped."

With the week-end over, the Town had forgotten that bitter memory and were preparing for what they knew would be another tough battle in the replay on the Wednesday.

No floodlights on this occasion because Blackpool would not agree to their use and this, it was thought, had sabotaged the chance of a record gate.

BEAT THE GROUND RECORD
Imagine the surprise when the figures came out at 30,069, thus comfortably beating the previous ground record of 28,433.

Again, the Town relied on an unchanged team, but Blackpool had to make left wing changes because of the injury to Perry. He was replaced by switching Durie to the wing and bringing in Jim Kelly as his partner.

With so much at stake, most people expected another grim defensive battle and so it turned out with both rearguards in relentless form.

So much was the accent on defence that the first half, with neither team taking the slightest chance, produced fewer than a handful of half-scoring opportunities.

While both teams opened up

afterwards, scoring chances were few and far between and the deciding goal did not come until 16 minutes from the end when Brown obtained it against his old colleagues and was completely overwhelmed by the congratulations of his team mates.

CROWD INVADDED PITCH
A shrewd through pass by Cummins that split the Blackpool defence, led to the triumph and Brown, at full speed, reached it and swept it into the far corner of the net well out of the reach of the advancing Farm.

With little trouble, the Town held on to their slender lead and, as the final whistle went, the crowd invaded the pitch to congratulate the tired Town players.

Owen, who had scarcely recovered from an injury in the previous match, was lost from view for seconds on end as he began his long trek back to the dressing rooms from the Kenilworth-road end.

The Town were in the semi-finals and the cheers and celebrations went on for hours after the final whistle.

Then, it was generally conceded that the Town had surmounted the most difficult hurdle facing them, but we have to wait until next Saturday to discover the truth of that.

Had they been able to choose their semi-final opponents, doubtless, they would have delighted on Norwich City, the Third Division side, who had shocked the football world by dismissing from the Cup such teams as Manchester United, Cardiff City, Tottenham and Sheffield United.

As things turned out, the Canaries were to be the Town's opponents, and so Luton fans had a first-hand view of the fanaticism that had helped carry them so far in this competition.

Because both teams had mid-week replays, there was little time in which to settle the venue on which the match was to be played.

In the first instance, the Football Association plumped for Stamford Bridge, but

Norwich City protested against that on the grounds that the Town were playing there on the following Saturday.

Their point was upheld and the match switched to Tottenham's White Hart Lane ground. Unfortunately, this had the effect of making difficulties in the printing of tickets and produced some of the most amazing crowd scenes ever seen outside Kenilworth-road.

When Luton began selling on the Sunday morning the tickets they had been able to secure from Tottenham, the queue of many thousands was headed by two coach-loads of Norwich fans who had travelled overnight.

When the supply of tickets ran out, many thousands were disappointed and there were further long queues the following evening when, once again, the demand exceeded the supply.

With a spectacularly headed goal by Allan Brown, the Town took a well-deserved lead at White Hart Lane and, at half-time, there seemed to be no doubt about them emerging as Wembley qualifiers.

There was just one cloud in the sky and that was their failure to make the most of their superiority.

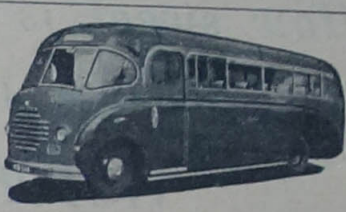
As things turned out, that forced them into another replay because Norwich showed their never-say-die spirit and former Town player, Brennan, enabled them to fight again with a great goal.

And that is the end of my story because illness prevented me from seeing the replay and I hand over to "Onlooker," who writes:—

CLASS DID TELL IN THE END
Many harsh words were written about Luton after they had disposed of gallant Norwich in the replay at St. Andrew's, Birmingham. No doubt the Town's critics were sorry to see a small team that had fought their way through from the first round proper, fall one step from Wembley. But if they are truthful they

(Continued on page 6)

Congratulations to Luton F.C. on reaching Wembley. We are proud to be associated with the Club in their transport requirements.



Support the Club and travel in comfort by **COSTIN'S COACHES**

LATEST LUXURY COACHES AVAILABLE FOR YOUR OUTING

Just write, phone, or call **G. E. COSTIN, LTD.** 67 WEST STREET, DUNSTABLE Telephone: Dunstable 30

The GUARDS at WEMBLEY!

You are bound to see many Town supporters . . . at ease in the famous range of Guards Sportswear—Suits, Sports Jackets and Trousers, and Blazers—cheering the Town on to victory.

You may not be able to get to Wembley, but you can get your Guards Sportswear from Lacey's with every satisfaction.



Look and feel right in a Guards 2-piece Sports Suit. Herringbone, check and fancy all-wool worsted, and Yorkshire, Scotch and Irish tweed. Choice of styles, 8-16 gns. Come and try one on!

GUARDS SPORTS SUIT **Lacey's** "The House that Value Built."

14 WELLINGTON STREET, LUTON LACEYS FOR GUARDS—LUTON FOR THE CUP!

THE TOWN for the Cup LACEYS

for the famous MARLSBRO RAINCOAT



Laceys have pleasure in announcing the MARLSBRO Drip Dry Washable Coat as supplied by us to the Luton Town F.C. Team in the Cup Final.

The Coat you can wash at home with no more cleaning worries.

Up-to-date Styles and Shades at only **£5-19-6**

— SEE SPECIAL WINDOW DISPLAY —

Lacey's "The House that Value Built."

14 WELLINGTON STREET LUTON Phone 342 14

WELL DONE LUTON TOWN!

We're proud of our team!

Luton Town you've done us proud by fighting your way into the Cup Final. We salute you! We know how you feel because in our own field we are pioneers too. In Luton and district every family can meet all its needs at our modern super departmental store and strategically placed branches. We offer unrivalled quality, value and service—and the fairest easy payment terms in town. And of course, there's Dividend on purchases. That's where Co-operative members score.

To the pioneers of the football field— from the pioneers of the trading field

LUTON INDUSTRIAL

CO-OPERATIVE

SOCIETY LIMITED

*"How sweet is the taste
of Victory to the
VICTOR"*

Congratulations to the Luton
Town Football Club on its
magnificent achievement.

PLOWMANS LTD., Vauxhall Agents, Hitchin Rd., Luton

Round By Round Progress... ...TO WEMBLEY LUTON TOWN

THIRD ROUND	
LUTON TOWN (Bingham 2, Gregory 2, Morton)	LEEDS UTD. (Shankleton)
18,354	
FOURTH ROUND	
LEICESTER CITY (McNeill)	LUTON TOWN (Bingham)
36,984	
LUTON TOWN (Brown 3, Gregory)	LEICESTER CITY (Leek)
27,277	
FIFTH ROUND	
IPSWICH TOWN (Rees 2)	LUTON TOWN (Morton 2, Bingham, Gregory, Facey)
26,700	
SIXTH ROUND	
BLACKPOOL (Charley)	LUTON TOWN (Bingham)
30,634	
LUTON TOWN (Brown)	BLACKPOOL
30,069	
SEMI-FINAL	
LUTON TOWN (Brown)	NORWICH CITY (Brennan)
63,500	
LUTON TOWN (Bingham)	NORWICH CITY
49,500	
NOTTINGHAM FOREST	
THIRD ROUND	
TOOTING & MITCHAM (A. Grainger, E. Murphy)	NOTTM. FOREST (E. Murphy o.g., Gray pen.)
14,300	
NOTTM. FOREST (Imlach)	TOOTING & MITCHAM
42,362	
FOURTH ROUND	
NOTTM. FOREST (Whitefoot, Gray 2, 1 pen, Wilson)	GRIMSBY TOWN (Scott)
34,289	
FIFTH ROUND	
BIRMINGHAM (Astall)	NOTTM. FOREST (Wilson)
55,300	
NOTTM. FOREST (Dwight)	BIRMINGHAM (Gordon)
39,431	
SIXTH ROUND	
NOTTM. FOREST (Dwight 3, Gray 2, 1 pen, At Leicester)	BIRMINGHAM
34,458	
NOTTM. FOREST (Wilson 2)	BOLTON WANDERERS (Birch)
45,000	
SEMI-FINAL	
NOTTM. FOREST (Quigley)	ASTON VILLA
65,107	

Every footballer's dream is a
appearance at **WEMBLEY**
and we congratulate the Luton team on their fine achievement

Every housewife's dream is a
BENDIX WASHING MACHINE
and we shall be pleased to explain and demonstrate the wonders of this superb appliance



MINE!
for only—
82 GNS.

BENDIX Dialomatic

ALSO AVAILABLE WITHOUT HEATER **78 GNS.** TAX PAID

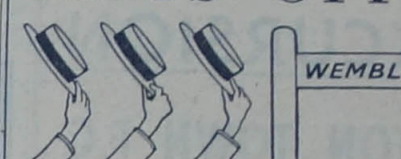
THERMOLUX HOME APPLIANCES
56 CHAPEL STREET, LUTON
Tel. 374

Down Memory Lane THAT 1920 TEAM



For the first time in their 74-year history, Luton Town Football Club have played their way to Wembley. And that's top news today. But let's take a stroll down Memory Lane and have a look at the team which, in a sense, started it all going: the team of 1920-21, when Luton first stepped into League football. Ernest Simms was Captain of this team, and Sid Hoar and Louis Bookman were just two of the well-remembered "names." This was Luton's first season in Division III (South) but they were making news long before that. In 1891, they became the first Club in the South of England to turn professional, and pay their players: half-a-crown for a home match, sixpence extra for away games! This picture was taken in front of the old Grandstand which was burned down in 1922.

HATS OFF



to Luton Town F.C. for their
gallant achievement

HATS OFF



to London or Birmingham — will
arrive Quickly and Safely if sent by

GARRATT & WRIGHT
LIMITED

Phone LUTON 6081-2
with your

Transport Requirements

LUTON FOR THE F.A. CUP DUNSTABLE FOR THE CUP THAT CHEERS!

—AND THE TABLE THAT RUINS THE FIGURE!

CUP FINAL NIGHT
SATURDAY MAY 2
CELEBRATION
DINNER

at the
HALFWAY HOUSE
DUNSTABLE

PERSONAL APPEARANCE OF
THE FAMOUS COMEDIAN

BOB MONKHOUSE
who will help us CELEBRATE
or Console us if the Fates are Unkind

ALL TICKETS SOLD

TELEPHONE DUNSTABLE 1924



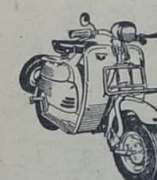
It's A Whitbread's House

FOR LICENSED CATERING OF ALL DESCRIPTIONS
A BALLROOM TO DANCE UP TO 300 PEOPLE

CAR PARK FOR 150 CARS
UP TO 250 PERSONS CAN BANQUET in our CHILTERN ROOM
Private room available for PARTIES, MEETINGS, etc., etc.

Mr. and Mrs. WALTER CREASEY extend a hearty
invitation to all to enjoy the friendly and congenial
atmosphere at the Halfway, rapidly becoming one
of the most popular rendezvous for miles around

TO WEMBLEY via TURNKEYS GARAGE ON YOUR NEW



MOBY

150 c.c. Two-tone finish. Including spare wheel, tyre and tube, two saddles, tools, interchangeable 10in. wheels. A really low-priced scooter.

£145.0.0

FREE DELIVERY



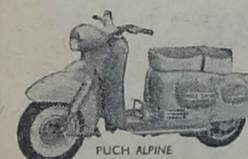
D.K.R.

Dove, Defiant, Pegasus and Manx. These all-British machines range from 150 c.c. to 250 c.c., and offer a model to suit every requirement in a wide choice of colours.

FROM
£157.10.0

FREE TUITION

FIRST-CLASS SERVICE



PUCH

With its new 150 c.c. engine, offers punch with comfort. Fitted extra prop stand, stop-light, stand-by lighting and hosts of other extras. Supplied with two saddles or dual seat.

FROM
£162.10.0

PART EXCHANGES

LOW H.P. RATES



A FULL RANGE OF MOPEDS PRICED FROM £50 INCLUDES—

MOBYLETTE N.S.U. QUICKLY BINETTA
MOBYMATIC NORMAN NIPPY VICTORIA

APPOINTED SACHS SERVICE STATION FOR BEDFORDSHIRE
For ILLUSTRATED LEAFLETS — ROAD TEST REPORTS AND FURTHER INFORMATION —

Write, Phone or Call —

TURNKEYS GARAGE 128—130 LEAGRAVE ROAD, LUTON
Telephone: Luton 52207/8

SPARES AND SERVICE
WE PRIDE OURSELVES ON OUR REALLY COMPREHENSIVE STOCK OF ENGINE SPARES, TYRES, TUBES, CABLES, ETC. OUR WORKSHOPS ARE FULLY-TOOLED, AND STAFFED BY FACTORY-TRAINED MECHANICS

CUP FINAL EXCURSION

LUTON TOWN F.C.

VERSUS

NOTTM. FOREST

☆ ☆ ☆

WEMBLEY — SATURDAY, 2nd MAY

Depart

DUNSTABLE (The Square): 12 noon

LUTON (Park Square): 12.30 p.m.

FARE **6/-** RETURN

BOOK YOUR SEATS NOW AT

LUTON: Company's Office, 41 Bute Street. Phone 5862

DUNSTABLE: Mr. Barber, 43 High Street. Phone 269

Dunstable Travel Agency, 14 Albion Street. Phone 1022

Universal Travel Services Ltd., West Street. Phone 1595

TODDINGTON: Mr. Hart, Newsagent, High Street. Phone 219

TRAVEL BY

UNITED COUNTIES

SID OWEN, THE CAPTAIN COURAGEOUS

A captain courageous, indeed, this great player whom everybody in Luton hopes will have the crowning honour to a great career of receiving the F.A. Cup.



Cup from the hands of the Queen next Saturday.

Unfortunately, this will be the last time we shall see Sid wearing the Luton colours in a major match because he has made up his mind to retire when at the peak of his prowess.

Originally, he had decided to do so at the end of last season but, in view of his fine, consistent form, the Directors persuaded him to carry on for another term and his change of mind was undoubtedly the first decisive step the Town took along the road to Wembley.

As a player, he has been an adornment to the game into

which he has put so much and from which he has gained so many honours. This was recognised this week when he was elected Footballer of the Year by the Football Writers' Association.

Everyone in football has a good word for this tall, fair-haired player, who is so well known as a dominating figure on most of the first-class grounds of this country.

Off the field, he long ago devoted his time to learning all there is to know about coaching, with the result that he has been a qualified F.A. coach for a considerable time and, in fact, is the Town's official coach.

In that capacity, he has gained a widespread reputation and for the last two seasons has been in charge of the preparation of the Oxford University team.

Popularly, he is tipped to be the next manager at Kenilworth-road but, whether or not this becomes an accomplished fact, there is no doubt that a distinguished career awaits him on the administrative side of the game, and deservedly so.

One regret that the fans have is that he has just failed to reach the 400 mark in League appearances for the club.

LUTON'S CUP TRAIL

(Continued from page 3)

must admit that class did, and always will, tell in the end. Thousands of Luton supporters travelled the 90 miles to Birmingham. There, black and white favours were to be seen all around the spacious St. Andrew's arena, and they gave strong vocal competition even to those fanatical East Anglian fans.

An hour before the kick-off, roads for many miles around the ground were congested. Long queues formed at every turnstile, and a few thousand fans were unable to get into the stadium until half-time.

They had missed some entertaining, but unproductive football in the first half, but they were more than compensated because they saw Billy Bingham score the goal that took Luton to Wembley for the first time in the club's long history.

That history-making goal came in the 55th minute. George Cummins swung a long cross-field pass out to Allan Brown, who intelligently flicked it inside to Bob Morton.

Another cunning flick from Bob set up a great chance for Bingham. Wee Billy came flashing down the centre and then smashed a thunderbolt shot into the roof of the Norwich net.

Sandy Kennon, the Norwich goalkeeper who performed many miracles in the game at White Hart Lane, never had a chance to save. It was a story-book goal in a fairy-tale setting.

UNCONTROLLED ATTACKS

It was after this that the difference between First Division football and Third could be clearly seen. Norwich threw caution and tactics to the wind and launched frantic, but uncontrolled attacks on Luton's goal.

Sid Owen and his men, however, knew how to combat these tactics, and although Norwich did 90 per cent of the pressing in the last half-hour they rarely looked good for a goal.

When Referee Bill Hickson blew the final whistle to end this epic struggle thousands of deliriously happy Luton fans swarmed on to the field and Sid Owen and Billy Bingham were carried off the field shoulder high.

In the dressing room, Sid, as cool and calm as ever, paused for quiet reflection. He said: "This is a great day for me. In my last season as a professional footballer I have achieved one of football's most coveted honours—to captain a side at Wembley."

In the adjoining room, Archie Macaulay, Norwich's despondent, yet still sporting manager, said: "I am a very disappointed man. I thought we deserved to win this game. If our forwards had taken their chances in the first half we would have been as good as at Wembley at the interval. Still, that's football, and I say good luck to Luton. I hope they will go on to win the Cup."

PLAYER ENGLAND FORGOT

Wherever one goes in football, south, midlands or north, among the people who ought to know, there is a solid opinion that **RON BAYNHAM** is the best goalkeeper in England at the present moment.

One exception to the rule is



LUTON WOULD NOT
BE AT WEMBLEY UNLESS
THEY HAD PLAYED
WELL

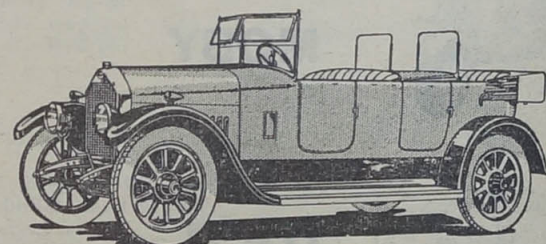


FOR ALL SMOKERS'
REQUIREMENTS YOU
WILL NOT GET BEST
VALUE UNLESS YOU
CONSULT

COVINGTONS
5, CHEAPSIDE, LUTON

AGENTS FOR LEADING BRANDS OF
TOBACCOS • PIPES • LIGHTERS
AND ELECTRIC SHAVERS

Luton for the Cup!



**"BARRETT'S
FOR THE CAR"**

For over 50 years

BARRETT'S GARAGE
CASTLE STREET LUTON

SELL AND SERVICE ALL MAKES OF CARS

WE ARE COUNTY DISTRIBUTORS FOR THE NEW

RENAULT Dauphine
AND OFFICIAL AGENTS FOR

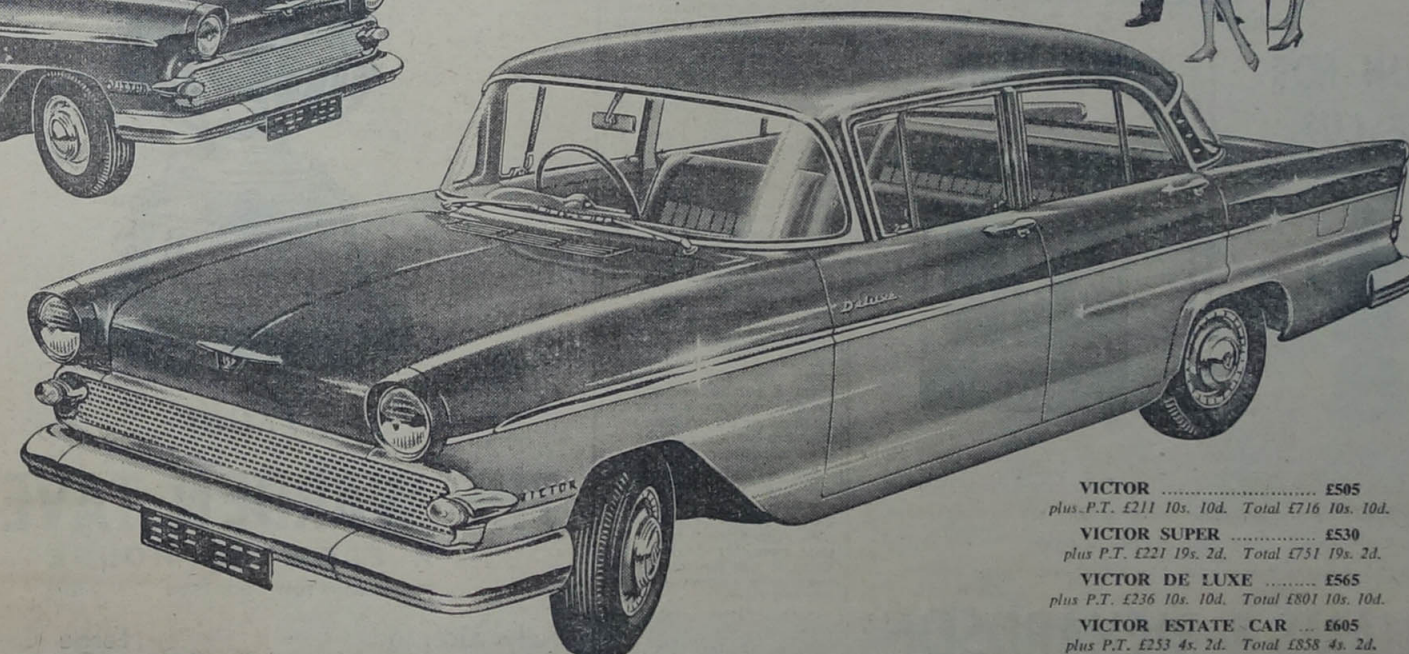
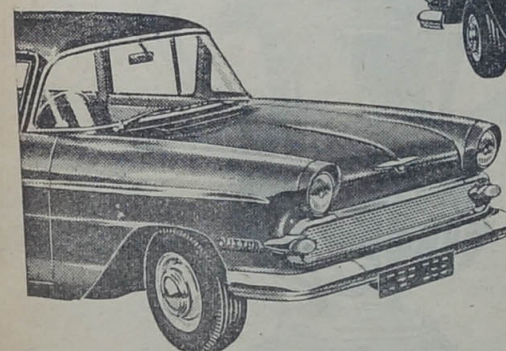
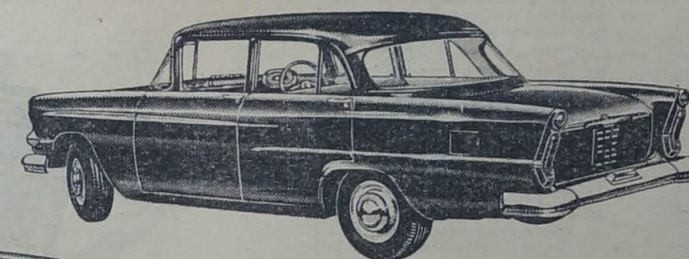
AUSTIN & FORD

Phone: LUTON 846 (3 Lines)

Salute the VICTORS



Vauxhall Motors salutes the Victors to be—and wishes the Town the same rugged staying power and sparkling vivacity that has earned Luton's other Victors first place for performance and value.



VICTOR £505
plus P.T. £211 10s. 10d. Total £716 10s. 10d.
VICTOR SUPER £530
plus P.T. £221 19s. 2d. Total £751 19s. 2d.
VICTOR DE LUXE £565
plus P.T. £236 10s. 10d. Total £801 10s. 10d.
VICTOR ESTATE CAR £605
plus P.T. £253 4s. 2d. Total £858 4s. 2d.

VAUXHALL • MOTORS • LTD. • LUTON

LUTON TOWN



AT WEMBLEY

WELL DONE

In extending our sincere congratulations to our local team we are echoing the feelings of every sportsman and woman for many miles around. The road to WEMBLEY has not been easy, and the realisation of every footballer's dream is a triumph of skill, honest endeavour and leadership. We trust the ball will "run" for them next Saturday and that the coveted F.A. CUP will come to Luton.

WELL DONE

Every decorator—amateur or professional—feels a tingle of satisfaction and pride when complimented upon his work. His skill and endeavour are acknowledged and rewarded and he knows that the job has been WELL DONE. Choice of the right paint and paper is all-important. For years now, we have specialised in all aspects of decorating and at our MODERN SHOW-ROOMS, every facility and amenity exists to help you in your choice. The advice of an experienced staff is yours for the asking. So remember—when it's decorating time...

YOU'RE MORE THAN HALF-WAY
TO YOUR "GOAL" WHEN YOU
OBTAIN DECORATING MATERIALS

from

O GDEN & C LEAVER LTD.

STUART STREET, LUTON. Tel. 746 & 747



SNAP GOAL!

ATTAINED WITH A
CAMERA from

UNIVERSITY CAMERAS

22 Bute Street — Luton
Telephone 5173

Family CHOICE

LUTON FOR
THE CUP



Are you ready for the most popular Luton family TV date in 1959? No Television? Visit our showrooms and arrange for a free demonstration of the latest models. The new purchase tax reductions are now operative. Rentals from 8/6 per week. Television in need of repair? We are skilled Radio and Television engineers and have a first-class repair service.

WILLIAMS & RICHARDSON

PROP: H. R. WILLIAMS

Electrical, Radio and Television Engineers
174, BISCOT ROAD, LUTON
Telephone: LUTON 6897

FOREST — PIONEERS OF SOCCER

THEIR RECORD IS ONE OF UPS AND DOWNS

Now They Are "Up" — And Mean To Stay There

NOT the oldest of Football League clubs but only three years younger than Notts County, their neighbours who hold that distinction, Nottingham Forest take pride in their unique standing as the only private club in the League, run by a Committee and not a board of Directors.

The club was originally founded in 1865 by a group of young men who played a form of old-fashioned hockey called shinny, in the Nottingham Forest—hence the name—and wore shirts of



Billy Walker

Garibaldi red, the regimental colour of the cadets of the Robin Hood Rifles. They have stuck to that colour ever since.

First matches were with Notts County and the old Sheffield teams, who were also pioneers, and once football had become organised,

Forest began to play an important part.

They entered the F.A. Cup in 1879 and reached the semi-final, as they did the next year and in 1885. In 1889 they adopted professionalism and in 1892 were elected to the League and again got to the Cup semi-final.

It was in this era that Forest made their only final appearance, to win the Cup in 1898 by beating Derby County 3-1 at Crystal Palace when they were very much the under-dogs, not at all popular because of their semi-final defeat of popular Southern club, Southampton.

In the same year, and to start



the following season they moved to their present ground with the same players "rotund and looking past it" according to a newspaper report of those days.

Two years later Forest were again semi-finalists, but their First Division career was fading out and in 1906 they went down into the Second Division, but

WELL DONE, BOBBERS

Luton Town F.C. can be justifiably proud of their most enthusiastic band of supporters—the Bobbers' Stand Club. Since it was formed in 1933, the club has worked in close liaison with the parent body and has performed many splendid deeds, both for the football club and fellow supporters.

The Bobbers' Club came into being when a group of men interested in the amenities available to Luton supporters gathered together to try to devise ways and means of improving on the covered accommodation at Kenilworth-road.

Several schemes were planned and it was not long before concrete steps replaced the wooden terrace structure on the Bobbers' Stand, and the whole area covered with a roof.

This done, this enthusiastic band of soccer fans decided it was time to improve the social life of the club. The result was the Club's headquarters under the Bobbers' Stand. From a humble beginning it has developed into a fine meeting place for Luton's fans, with a modern bar and facilities for other activities.

Still not satisfied with their endeavours, the club put into operation a plan for covering the terrace behind the Oak-road goal. After a lot of hard work and money raising this objective was finally achieved, and many supporters have benefited from it.

Bobbers' Club officials did not rest from their labours. In addition, 12 tea bars were erected in various parts of the ground.

All this activity cost the club close on £20,000, and many more thousands of pounds have been donated to the Football Club's coffers.

This is the kind of constructive support that a football club cannot do without—support that allows a club to thrive and grow.

returned to the higher section the following year. Four years later it was Second Division football again. In 1922 they returned to the First for only three years and then came the long period in which they were a club of Second Division status and nothing more. Just prior to the Second World War and just after it they were a struggling club and after some few escapes nobody was surprised when the final ignominy was reached—relegation to the Third Division.

In the 1930's the old tradition had gone by the board. No longer could the club rely on a Secretary-Manager and so it was that after a short spell of management by Harold Wightman, who had Luton connections in the managerial role—he was a Derby County and Forest centre-half before going to Luton—Billy Walker, famous Aston Villa international, became the second manager and is today the only pre-war manager left in the game.

DOWN AGAIN

Billy Walker joined the club in 1939 when it was apparently

doomed for relegation and although escape was made the club struggled after the war until the inevitable. Down went Forest into the Third South and Billy Walker, in his blackest hour, made a prediction: That it would take two years to get back, with 70 points, a joint record for the section, and six years later, in 1957, came the great day of promotion to the First.

The promotion was assured, not at the City Ground, but at Bramall Lane, Sheffield, when former Arsenal star, Doug Lishman, scored a wonderful hat-trick—and then retired from Forest and football.

In the two seasons subsequent, Forest have made themselves a reputation as a class side, worthy to rank as one of the most attractive teams in the country, playing cultured football of high entertainment value.

Yet it is most surprising that they are in the Cup Final against Luton, for Forest are not a Cup fighting side, by tradition.

They have had successes without suggesting ultimate success, most notably four years ago when in three games they literally "wiped out" Newcastle United, but Newcastle got through to win the trophy that year.

This year they have had the run of the ball, opposition of the calibre of amateur club Tooting and Mitcham, and

Grimby Town, while the giants have been knocking out each other.

Nevertheless, having got to Wembley, they are the kind of footballing side likely to do well on that famous turf and they have one big asset. Supreme confidence in themselves. Confidence bolstered by what they saw at Birmingham when Luton met Norwich in the replay; Forest players were more impressed by the losers than by the winners.

Many famous players have worn the red shirt and many more would have gained honours had the club been more than a Second Division side for so much of its history.

Trainer Tommy Graham would have been capped more times had he been associated with a more fashionable club—he was the Sid Owen of his day—masseur Bob Davies played for Wales, ex-Luton man Horace Gager gained only one representative honour, deserving more, years ago there were Greenville Morris, the Welsh prince of inside-lefts, amateur Clive German, and many others.

Forest boast that they founded Arsenal, through one of their old players, Fred Beardsley, who worked at Woolwich and started a club there with Forest shirts. They introduced the referee's whistle, shinguards and goal-nets and so have made many important contributions to the development of the game.

CONGRATULATIONS to LUTON TOWN F.C.



from

THE WARDEN TAVERN

A FLOWERS HOUSE

(Proprietor TOM HODGSON ex-captain)

Fully Licensed

Large Car Park

THE STAFF AND ALL THE PATRONS OF THE
WARDEN TAVERN WISH THE TOWN THE
BEST OF LUCK NEXT SATURDAY

Drink their Health with Keg!

YOUR FINAL CHOICE

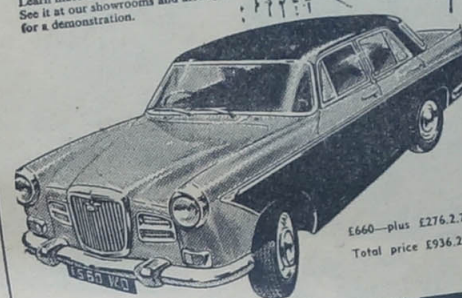
MUST BE FROM THE



FAMOUS CAR RANGE

A new Italian line for Wolseley

The inspiration of Farina; the proven excellence of Wolseley engineering; and the result... the new, exciting Wolseley 15/60. "Bellissima"—very beautiful in any language, this is definitely your car—14 litre O.H.V. engine—4-speed gearbox—central floor gear change—panoramic vision—safety glass all round—wide four-door entry to luxury interior. Learn more about the delightful 15/60. See it at our showrooms and arrange for a demonstration.



The NEW
WOLSELEY

Twelve Months' Warranty and backed by B.M.C. Service—the most comprehensive in Europe.

£660—plus £276.2.7 P.T.
Total price £936.2.6.

ASSOCIATE COMPANIES:

Dickinson and Adams (Welwyn) Ltd.
BRIDGE ROAD, WELWYN GARDEN CITY

Dickinson and Adams (Harpden) Ltd.
HIGH STREET, HARPENDEN



Who says dreams never come true!



ALL THIS—
AND MORRIS VALUE TOO!

* Long, low, lithe... beauty from end-to-end * Fashion-plate colours and ducotones * Big-muscled performance... With economy * Full 6-seater comfort * Panoramic-plus vision all round * 'Safety Drive' features for family confidence * Holiday-size luggage trunk

12 Months' Warranty and backed by B.M.C. Service—the most comprehensive in Europe.

PRICES FROM £575
(PLUS £240.14.2 PURCHASE TAX)

Together... you'll
choose the NEW

MORRIS
OXFORD

100% B.M.C.

Distributors and Dealers
WE COVER YOUR AREA

Austin, Morris, M.G., Riley, Wolseley

Austin Commercial
Morris Commercial

Demonstration runs arranged
for any model by appointment

the sports saloon
with the
spacious
air...

You'll like every new feature of this all-new M.G. Magnette—the avelle continental styling, panoramic vision, the extra spaciousness and luxury. And performance has the authentic sport and sparkle of a true sporting thoroughbred.

the completely new

MAGNETTE
MARK III



Price £714.0.0 plus
£298.12.6 P.T.
Varitone Colours extra.

Twelve Months' Warranty and backed by B.M.C. Service—the most comprehensive in Europe.

ASSOCIATE COMPANIES:

Dickinson and Adams (Leighton Buzzard) Ltd.
HIGH STREET, LEIGHTON BUZZARD

Dickinson and Adams (Letchworth) Ltd.
EASTCHEAP, LETCHWORTH

We're proud to show you the
brilliant new Rileys

Riley One-Point-Five

A compact four-seater Riley with the big sports performance. Thrilling acceleration. Extra high top gear for fast and safe cruising. Speeds up to 90 m.p.h. Low running costs. Luxuriously finished with real leather and polished walnut veneer. Price £575 plus £240.14.2 P.T.

Riley Two-Point-Six

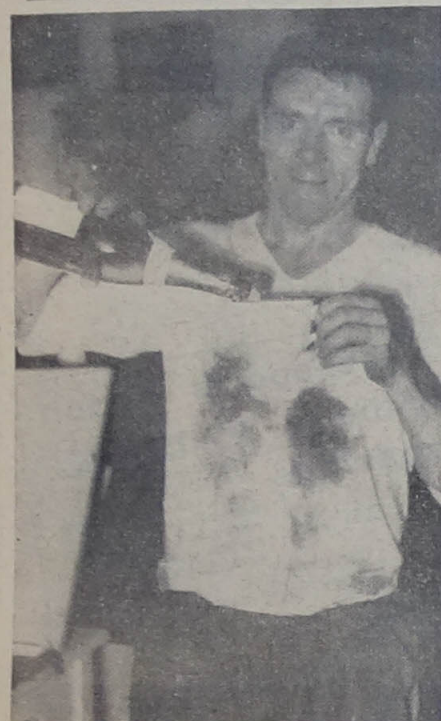
One of the most advanced cars you can buy today. Riley 6 cylinder power for silky smooth running. New suspension gives wonderful road-holding. Power assisted brakes for extra safety. Luxurious finish with fine leather seating and polished walnut veneer. Price £640 plus £240.14.2 P.T.

Riley for Magnificent Motoring

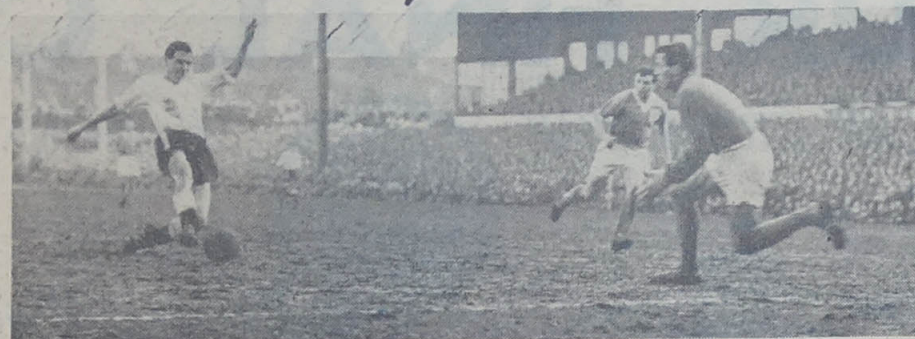
LEAGRAVE RD.
LUTON

Dickinson & Adams
(LUTON) LTD.
LUTON

PHONE
51221



A LONG, LONG . . .



Tea-cup Toast

The 74th minute in that quarter-final replay against Blackpool. The Kenilworth-road crowd is roaring for goals as Allan Brown picks up a be-a-944-foot pass from Bob Morton and—thump, it's in the back of the net. Goalkeeper Farm doesn't stand a chance. That's it; the one and only goal. And Luton are through to the semi-final. — R27211. **LEFT:** Champagne toast from a teacup for the man who took the Hatters to Victory on that muddy March afternoon.—Photo: TOM SHEEN.



A high corner from Bingham on the right. A goal-hungry leap from Bob Morton—and the fists of Blackpool 'keeper Farm keep Luton out on this Blackpool replay raid.—R27281.



"The Cat"

They nicknamed him, "The Cat." Kennon, the Norwich goalkeeper, who held out the Luton forwards almost single-handed. High ones, low ones, dippy, tricky and powerful shots; he stopped them all. This was one of those five-star saves in the semi-final at White Hart Lane; a leap which took him head and shoulders above Brown and Morton.—R32131.



7 GAMES TO FINAL

WELL, THEY'RE THERE. NEXT SATURDAY. THE HATTERS ARE GOING TO WEMBLEY.

It's been a long, long road to the Cup Final—a road with away games against Leicester, Ipswich, Blackpool and Norwich, and three replays. And that includes the Birmingham fight-to-the-death.

Seven more days and Luton meet the men of Nottingham Forest. In the meantime, let's go back and have a look at the matches which made it possible.



The date: February 28; The place: Blackpool. And the occasion is Luton's first visit North to meet Stan Matthews and his men. Six minutes from time and the Hatters go mad as Billy Bingham skims a shot past Farm. Baffled Farm just lies, and looks.—Photo: TOM SHEEN.



The first step on the ladder to Wembley; that 5-1 victory over Leeds United. Bob Morton runs towards Allan Brown (on the extreme right) as his shot beats Woods and makes it 3-1.—Photo: TOM SHEEN.

FIVE-GOAL IPSWICH RIOT

IT'S A GOAL! And it's that man Bingham behind the shot—although he's masked in this picture by one of the Ipswich defenders. Yes, a flashback to that fifth round, 5-2 victory over Ipswich. Allan Brown jumps for joy as Bingham's header whistles up and over goalkeeper Bailey.—R24211.



. . . ROAD TO WEMBLEY



The picture of them all; the picture which symbolises those two, hectic, hard-fought games against Norwich. Cameraman REG COOPER'S split-second timing catches that moment of horror when Kennon and Crowe spin round and watch Allan Brown's shot skate into the net. This, thought the Luton fans, was it; but Norwich equalised—and booked a trip to Birmingham.—R27951.



The two men who were going to meet twice before a Wembley date was fixed: Sid Owen, and Ron Ashman, the Norwich skipper, shake at White Hart Lane.—R27961.

We are proud to sell
VIYELLA . . .
which comes from Nottingham

'Viyella House' shirts
styleful - colourful - comfortable

The Corker - a practical, care-free shirt in new 'Clydella' jersey knitted fabric - and it's drip-dry. In four sizes, and a choice of colours and styles.



Slash neck, shirt style in plain colours.

29/6

Shirt style with collar or blouse style, slash neck, in contrasting stripe

39/6

We are proud of our
LUTON TEAM . . .
Good luck to them and to you in your Viyella

Buttons of Luton



LUTON 5990/1 HARPENDEN 60

ASK FOR DETAILS OF OUR MONTHLY SUBSCRIPTION ACCOUNT



A near-miss for Luton as Leicester 'keeper MacLaren dives at a Gregory centre, just pushes it out to Morton and Brown, and watches the ice beat the Town forwards. The Filbert-street pitch was bone-hard and slippery, and neither player could control the ball. Result?—a 1-1 draw, and the first of three replays.—R18321.

Congratulations and Good Luck to
Luton Town Football Club

GIBBS AND DANDY, LTD.

IRONMONGERS and BUILDERS' MERCHANTS



GIBBS AND DANDY, LTD.

Registered Office: Telephone: Luton 4110 (10 lines)

34 GEORGE STREET, LUTON

Luton Showrooms:

34 George Street,
14, 16 and 26b Chapel Street,
9 and 15 Cheapside.

and at

7 High Street South,
6, 8 and 10, Church Street, Dunstable. Telephone: Dunstable 21

WE EXTEND OUR CONGRATULATIONS TO THE TOWN TEAM ON THEIR WONDERFUL PERFORMANCE — YOU, TOO, CAN OBTAIN THE BEST PERFORMANCE FROM YOUR CAR IF IT IS SERVICED BY US.



"Why worry about your car?"

"But, John... I don't, not really. Mind you, it's a bit of a bind, all this monkeying with the engine."

"Bit of a bind... what does Stella say, every time you cover your clean shirt with grease?"

"Don't let's be morbid."

"Morbid, just down-to-earth, old man. If I spent all my week-ends underneath my car, life wouldn't be worth living."

"How do you do it, then? Your car runs better than mine, if anything."

"Of course, I have it serviced, regularly — by experts."

"By experts?"

"Yes — by F. H. Moss... that's the garage... if you like to be sure of your car, you really ought to take it to Moss's."



F.H. MOSS LTD

PARK STREET LUTON Telephone: LU56-5825

Established over 30 years

TO BE SURE



HERE'S WISHING THE CLUB EVERY SUCCESS AT WEMBLEY

From The Directors and Staff of

LIMBURY SUPPLIES LTD.

15 THE ARCADE DUNSTABLE ROAD LUTON

Credit Drapers : Household Furnishers FOR THE FINEST VALUE ON CREDIT TERMS

Phone Luton 4906 for our representative to call

Climax Of 75 Years' Hard Work

FROM BARE MEADOW TO WEMBLEY'S PLUSH TURF

If the Town win the F.A. Cup this season, it will be a fitting reward for much hard and unremitting work through the years to raise Luton to the status of a first-class club.

More than that, if success comes their way, they will celebrate their 75th anniversary next April as Cup-holders and what could be more appropriate?

On April 11, 1885, the Town F.C. was formed at a public meeting at the Town Hall by the amalgamation of Luton Wanderers with Luton Excelsiors.

Colours were navy blue and pink and the first ground was a meadow in Dallow-lane for which scaffold poles were bought for conversion into goal-posts.

The first few years were uneventful, with friendly matches being played and the total gate money for the 1886-7 season was only £41. By 1889-90, it had advanced to £87.

In December, 1890, it was decided to pay 5s. a week to three players and, in the following August a decision

'A Tremendous Achievement'



"Next Saturday will be a great climax to many years of hard struggling and fighting to improve our football status and, as such, I regard it as a tremendous achievement."

Thus, the Town F.C. Chairman, Mr. P. G. Mitchell, summed up his feelings with the team's appearance at Wembley just a week away.

"If, as I hope and believe, we return triumphantly with the Cup, it will be the crowning point of achievement in the history of our club."

However, there are still heights to be reached and work to do, and the backs of every body will be bent to "at aim after we have brought the Cup back to the Town," he said.

So, Luton became the first professional club in the south of England and the receipts at their first match after taking that status were £3 0s. 1d.

In 1894, they became one of the original members of the Southern League and in the first season finished second to Millwall and were runners-up again the following year.

With the club now more flourishing, application was made successfully in 1897 for admission to the Second Division of the Football League and the team finished a respectable eighth.

IN FINANCIAL STRAITS

However, fortunes began to fall and with the team finishing fifteenth and then next to bottom in the following season, support suffered and the club was in financial straits.

But for the Directors taking the whole burden on their shoulders, the club might have passed out of existence at that disastrous time, and it was decided to be less ambitious and return to the Southern League.

Meanwhile a limited liability company had been formed and a move was made to a ground in Dunstable-road where the Odeon Cinema now stands.

However, this was found to be too small and negotiations were completed for the present

Kenilworth-road site.

So, a club that had the

Official opening took place on September 4, 1905, when Plymouth Argyle were the opponents and the match is memorable to many old-timers for the word "Green."

Plymouth wore this colour, Mr. J. W. Green kicked off, the referee's name was Green and the Secretary of the Town was Charles Green.

THREE IN ONE INTERNATIONAL MATCH

When in 1920, the Football League formed a Southern Section of the Third Division, Luton joined and during those early years such well-remembered players as Tom Gibbon, Harry Bailey, George Lennan, Alf Tirrell, Sid Hoar, George Butcher, Bill Jennings, Harry Higginbotham, Ernie Simms, Allan Mathieson and Louis Bookman wore their colours.

Indeed, in 1922, Luton had three players in the same International match, Simms playing for England and Mathieson and Bookman for Ireland.

Gradually, the Town became a team to be reckoned with, finishing fourth in 1934-35, second the following season and in 1936-37 they gained their first promotion.

In that triumph, Joe Payne played a leading part with 55 goals, which consistent effort followed his great feat of the previous season when he scored 10 goals against Bristol Rovers.

After that, the Town were really on their way and they probably suffered more than many by the outbreak of war because, by then, they had come through with flying colours the early teething troubles in the Second Division and had got together a fine team.

HEART-BREAKING EXPERIENCE

With the war came the break-up of this combination from which so much had been expected and, when peace reigned again, the rather heart-breaking experience of trying to pick up the pieces.

However, in the latter war years, some rebuilding had been possible and this, combined with some shrewd buying, enabled the team to hold its own during a difficult period.

Shrewd husbandry has always been a key-note of the Luton club, as it had to be, because support was never generous enough to give them much money to spare.

However, they bought well and sold even better, netting £20,000 fees for players like Bobbie Brennan and Willie Davies and were in other spectacular deals which turned out much better than many of the pessimists thought they would.

Of course, mistakes were made, but when they became obvious there was no crying over spilt milk, but rather a disposition to cut the losses and get back to work.

DREAM CAME TRUE

Always there had been a dream of bringing First Division football to the town and this was to become a reality in the 1954-55 season when the team was set with what seemed to be the abnormally stiff task of winning their last three matches in order to gain promotion, which they did to emerge into the top circle.

Thus, even the most severe critics will agree they have done nothing but grace.

Under the guidance of Manager Dally Duncan, that great Scottish outside-left, who left the club to join Blackburn Rovers at the outset of their greatest ever season, there was an inflexible rule, "Keep on playing football."

Rarely has there been any deviation from that and the Town have reaped their just reward by the chance to tread on Wembley's plush turf.

And, when they do so, there will be six players in their team who have represented their countries and another who has been on the verge of

So, a club that had the

smallest of beginnings on a bare meadow that is now built up, will next Saturday provide a team to play before the Queen and 100,000 of her subjects at the world's most famous football stadium.

And before that comes about, let us spare a thought for the old-timers who had the ambition and the patience to set the club going along the right lines.



Dally Duncan

Congratulations to Luton F.C. on reaching the Cup final for the first time

THERE ARE NO SHORT CUTS TO WEMBLEY BUT THERE ARE SHORT CUTS TO SHOPPING

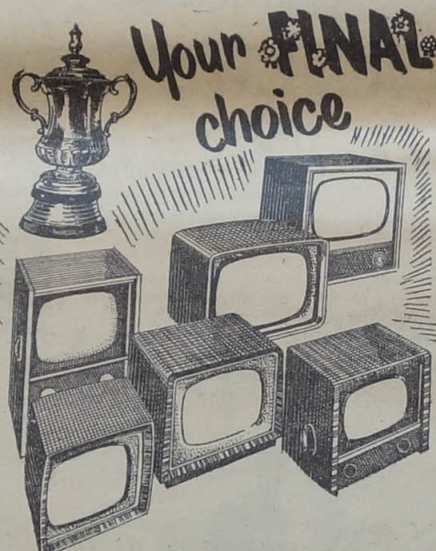
if you save time and trouble at Cartwright's up to the minute self service store

CARTWRIGHTS

(R. J. CARTWRIGHT)

187 DUNSTABLE ROAD

Telephone LUTON 2890



THE PHILCO Slender Seventeen

will provide you with a Grandstand Seat For the Cup Final at Wembley

FAMILY TICKET FOR 10/6 AERIALS TO RENT or on H.P. TERMS

Visit our Showrooms at Manchester St., Luton or Phone 6436-7 for full details

£2/10/0 DEPOSIT ONLY!

10/6 weekly, reducing to 1/- weekly

SCIENTIFIC RADIO

SERVICE CO., of

LUTON and STEVENAGE

LUTON FOR THE CUP— and PHILCO for Better Viewing



The Treble Chance!

OXO LUTON TOWN F.C.

and

W. G. DURRANT Luton's Leading Butchers



THE BEST IN FOOTBALL THE BEST IN MEATS

32 MANCHESTER STREET, LUTON AND BRANCHES

NO BLARNEY ABOUT THIS PREDICTION

If, just over four months ago, someone had told **BRENDAN McNALLY** that on the first Saturday in May he would be trotting out on to the Wembley turf and that, in the meantime, he would win his first cap for



Eire, I fancy that he would have written it off as good old-fashioned Irish blarney.

At that time, McNally, regaining confidence after a knee operation, was in the Reserves and his only first team appearance was a somewhat ill-fated one at centre-forward.

Then came his big chance on December 27 at Arsenal when Seamus Dunne had to stand down because of a toe injury.

In went McNally to put up a very useful show indeed and, with Dunne's trouble persisting, he had a great opportunity of consolidating his place in the team.

Patience Of Great Value In This Case

If **KEN HAWKES** had not shown monumental patience and been content to await a change of luck, this chance of gaining a Cup winners' medal would never have come his way.

There must have been times when he despaired of making the grade during the six long years he spent in either the Reserve or "A" teams, appear-



ing in a variety of positions. Then came the break, twelve months last December, when he went into the side for the first time and did so well that he proceeded to put together a string of consecutive appearances that did not end until last Easter Monday when he was rested.

Not in the classic mould maybe, but this Geordie has natural toughness and tenacity of purpose and these qualities have enabled him to reach the top and stay there

BIG CHANCE AFTER ONLY TWO YEARS

Some players spend a lifetime in the game and the nearest they get to a Cup Final is a seat in the Wembley stand. In the case of **DAVE FACEY**, this big chance has come his way in exactly two years because it is just that time since



he signed professional forms for the Town. A local schoolboy star, it was natural that he should become a Luton player, but other clubs would have liked to have had a chance to add him to their playing stalls.

It was not long before Facey's displays in the reserve team were attracting attention and when the time came for him to step up, he showed that he was more than ready for promotion.

It was a year last February that his big chance came when Reg Pearce left for Sunderland,

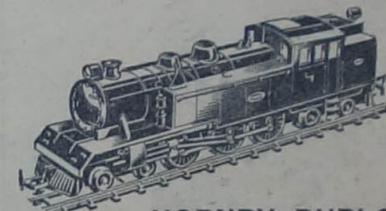
ALL THE BEST

from

AEROMODELS (LUTON)

For

MODEL PLANES MODEL SHIPS and MODEL TRAINS



HORNBY DUBLO, TRI-ANG "OO" and "TT" MODEL RAILWAYS

Dinky and Corgi Toys

Also a wonderful selection of Plastic Construction Kits

at

59 WELLINGTON STREET

Telephone Luton 7858

LUTON TOWN FOR THE CUP!

WELWYN Department STORE

for exciting SHOPPING



BRITAIN'S FINEST 'Out-of-Town' STORE

- ★ Spacious Free Car Parks
- ★ The County's Finest Food Hall
- ★ Fully Licensed Restaurant
- ★ Open until 6 p.m. Friday and Saturday

WELWYN DEPARTMENT STORE LIMITED • WELWYN GARDEN CITY • Telephone 3456



A pint of the Best ...
to wish them Good Luck

THE
"MIDLAND" HOTEL
Williamson Street — Luton
Telephone: Luton 2185

Mr. & Mrs. F. G. WELLS
(Late of the "Globe" Inn, Bedford)

ANGLING SUPPLIES
(LUTON) LTD.



DINGHIES
AND
OUTBOARD
MOTORS
NOW STOCKED IN LUTON
Also
DINGHY ROOF RACKS

- BRITISH SEAGULL
- SEA BEE
- BRITISH ANZANI
- COVENTRY APEX
- ATCO

H.P. TERMS AVAILABLE ON ABOVE

SEA TACKLE ALSO IN STOCK

Our Fishing Tackle is the best in the area:
HARDY'S, ALLCOCKS, MILBROS,
and EDGAR SEALEY'S Etc.

89 CHAPEL STREET
Tel. LUTON 1878

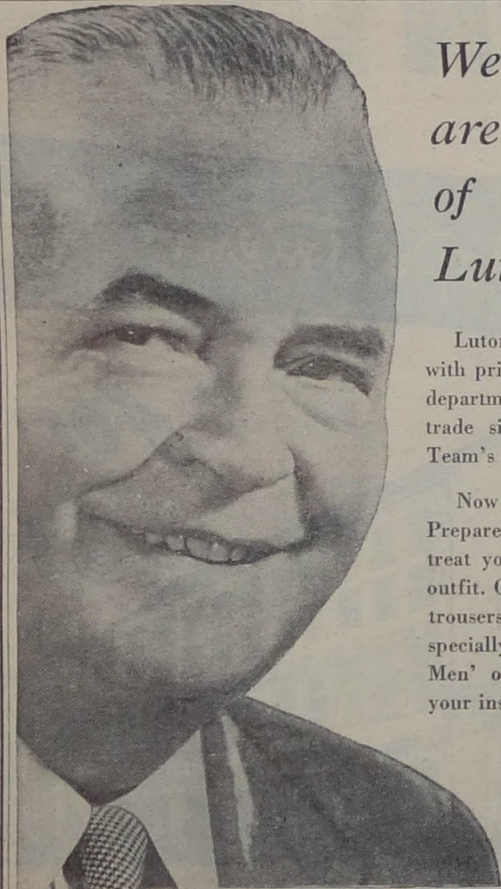
THE FANS GO MAD



The date: March 18. The place: St. Andrew's, Birmingham. The final whistle rips out, and Luton have played their way to Wembley. As the players jump and dance around the pitch, cameramen sprint on to the field followed by hordes of shouting, cheering supporters. Billy Bingham—the man who pipped the Canaries—is chaired to the dressing room; the rest of the team is mobbed.—R32201.



Another day when the crowd took over. This time it's Kenilworth-road, on Wednesday, March 3. Allan Brown's goal puts Blackpool out of the Cup in the quarter-final replay, and the supporters storm the pitch.—R27351.



Webb's
are proud
of
Luton Town

Luton chests are swelling with pride, and our 'Big Man' department is doing a roaring trade since the news of our Team's success!

Now is the time to celebrate. Prepare for 'Final' week-end—treat yourself to a new sports outfit. Our selection of jackets, trousers, shirts and knitwear, specially designed for the 'Big Men' of Luton, are awaiting your inspection.

Webb's

George and Bute Street Corner, Luton
and at 35 Midland Road, Bedford

OUTSTANDING PERFORMANCE

of the
VOLKS WAGEN



De Luxe Saloon

£505 (plus £211.10.10 P.T.)

Long Engine Life. Super Comfort. Built-in Heater. All-round independent suspension.

Local Dealers:

LYNDHURST MOTORS LTD.

KINGSWAY GARAGE

391-3 DUNSTABLE ROAD, LUTON

SALES SERVICE SPARES

CONGRATULATIONS
TO THE TOWN
and may they bring the
CUP TO LUTON



OPEN A CREDIT ACCOUNT

78 Cromwell Road, Luton
Telephones LUTON 7611/6

CONGRATULATIONS TO
LUTON TOWN ON
REACHING WEMBLEY
FOR THE FIRST TIME



We wish them every success in the Cup

SEAMARK BROS.
LTD.

46 NEW BEDFORD ROAD
LUTON 7701

AN OUTSTANDING
PERFORMANCE

By Luton Town — Cup finalists for the first time
in their history

—Given by any typewriter sold by Brooks
Typewriters of Waller Street

BROOKS (TYPEWRITERS)
LTD.

16 WALLER STREET
Telephone: LUTON 1196

The Staff of
BLAKE MORRIS
AND CO. LTD.

Congratulate

LUTON TOWN F.C.

and wish them
every success
at

WEMBLEY

BLAKEY MORRIS
AND CO. LTD.

THE LEADING WALLPAPER AND PAINT SPECIALISTS
3 BUTE STREET, LUTON
10 HIGH STREET NORTH, DUNSTABLE
Also at 22 BRIDGE STREET, HEMEL HEMPSTEAD
Branches throughout London

BINGHAM PUTS LUTON ON THE WEMBLEY ROAD



The first step to the Final . . . Billy Bingham, Luton's scintillating Irish international right-winger, tied the Leeds defence in knots before he smashed the ball into an empty net. The date: January 10. The scene: Kenilworth-road. The final score: Luton 5, Leeds 1.

LUTON FOR THE CUP—
BLUNDELLS FOR VALUE!

HERE'S LUXURY WITHIN YOUR GRASP — SO GIVE YOURSELF A REAL TREAT!

Easier Terms than Ever Before!

AT BLUNDELLS HOUSEHOLD STORE, WALLER ST.



Delivered on
first of 149
weekly
payments of

8/-
NEW
BUDGET
CASH
PRICE
49
GNS.

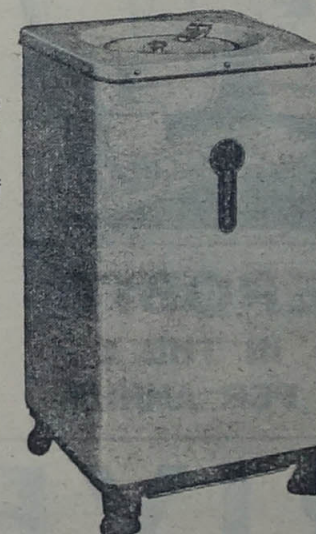
NO DEPOSIT!

Every day is a drying day with the fabulous new Goblin Spin-Quick spin drier. Beautifully finished, easily moved into position, it is rapidly becoming Britain's most popular low-priced drier.

- * Takes 5-6 lbs. dry weight of clothes.
- * Simplicity itself to operate.
- * Costs practically nothing to run.
- * Clothes are as sweet as if sun-dried.
- * No pegging out.
- * Square cabinet fits snugly into any corner of the kitchen.

Delivered on
first of 146
weekly
payments of

5/-
NEW
BUDGET
CASH PRICE
£31.11.6



and other famous
makes including
HOOVERMATIC, HOTPOINT,
SERVIS, ELECTROLUX,
FRIGIDAIRE and the ADA

Blundells

HOUSEHOLD STORE, WALLER STREET



**GROVES HAS
SINGLENESSE
OF PURPOSE**

If ever singleness of purpose were personified in a footballer, then it is in John Groves. He thinks football, reads about and, literally, lives for his football which is not all that surprising in view of the fact that his father was a fine



inside-forward before the war. Not only that, but John has been in the atmosphere of a professional club since he left school because Dally Duncan brought him from his native Derby and kept a close eye on him during the formative years. At first, it was thought that this clever ball player would follow his father as an inside-forward and, indeed, he made many appearances in the senior side in this position. However, emergencies and experiments at one time or another gave the obvious hint that wing-half would be his best position and so it has turned out. Facing the ball, he is completely happy, being hard in the tackle and he hates to have to waste any material.

THE LUTON MOTOR COMPANY
LIMITED

in association with
Luton Commercial Motors
Limited
DUNSTABLE
and
Motor Bodies (Luton)
Limited



raise their
hats to the
LUTON
TOWN FOOTBALL CLUB
and wish
them luck
at Wembley

DUNSTABLE ROAD • LUTON 3713

**SCORE A
GOAL FOR
YOUR HOME**

SUCCESS IS ASSURED
WITH OUR WINNING

LINES OF

**Furnishing
FABRICS**



JACKS
LUTON

18 & 64 LEAGRAVE ROAD
Tel. LUTON 1979

FOLLOW, FOLLOW

We
Will
Follow
Luton

Follow, follow, we will follow
Luton... Wherever the Town
went—Leicester, Ipswich,
Blackpool, Tottenham, Bir-
mingham—the fans followed
on. Bells, boaters, bugles,
rattles and rosettes; they were
there in their thousands.
RIGHT: And they had their
day of triumph when they
chaired Billy Bingham from St.
Andrew's, the day he put the
"Canaries" out of the Cup on
that cold afternoon in March.



The man in the black and
white suit and the "half-
and-half" bowler; the man
who tramped the touchline
before every Cup game, blow-
ing a rasp on the bugle to draw
a roar from the Luton crowds.
It's Lionel Griffiths, of Dun-
stable. RIGHT: And just one
of the placards.—Photo: TOM
SHEEN.



CONGRATULATIONS TO
SID OWEN AND LUTON TOWN
ON REACHING THE CUP FINAL



FROM

**W. H. LANCASTER
& SONS**

Still giving good service to sportsmen as we have
done since 1907

FOOTBALL • HORSE RACING • GREYHOUND RACING

TELEPHONE:
2340
6 Lines

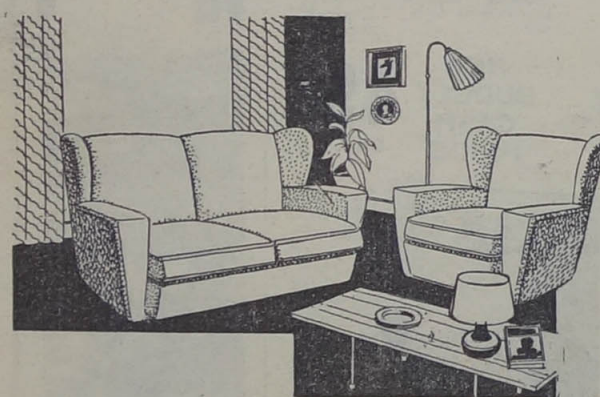
MEMBERS OF THE NATIONAL SPORTING LEAGUE



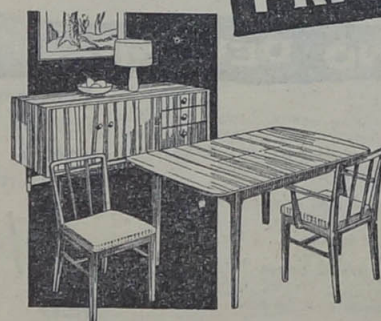
BEDROOM SUITES
DINING SETS
LOUNGE SUITES
FIRESIDE CHAIRS
Large Selection of
LINO and CARPETS

Ask our Representative to call
Free Delivery
Provident Checks Taken

**LUTON TOWN in the FINAL
RIVERS for
Highest Furniture VALUES**



at
**LOWEST
PRICES**



**NO DEPOSIT
ONLY 1/- IN THE £
INTEREST PER ANNUM**

A. C. RIVERS

The local firm with a Local Reputation for Honest-to-goodness Value

203 DUNSTABLE ROAD - (Tel. 4565) - LUTON

JOINT SUPPLIERS TO THE LUTON TOWN F.C.

G. A. WILD & SONS LTD.

14 Manchester Street, Luton Tel. 780

9a Wellington Street, Luton Tel. 1842

and at

41 High Street North, Dunstable Tel. 275

SHANKS & TURNER

Sports Outfitters

109/111 Bury Park Road, Luton Tel. 7634

and at

20 West Street, Dunstable Tel. 1533

**SELECTED FOR USE IN THE
F.A. CUP FINAL AT WEMBLEY**



The Sportswear people

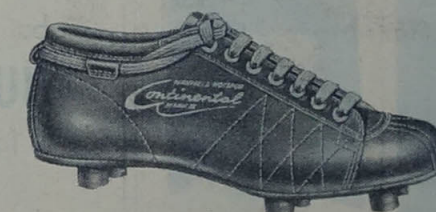


THE CHOICE OF CHAMPIONS

Jerseys • Shorts • Hose
Slips • Tracksuits • Badges



ALL BRITISH FOOTWEAR



THE MANFIELD — Hotspur Continental Mark II

G. A. Wild & Sons Ltd. and Shanks & Turner, in conjunction with
the manufacturers, are co-operating to supply
THE BEST TO "THE TOWN" for the GREAT DAY

*Congratulations
and
Good Luck
to the
Hatters*



Come and celebrate at
the George—Private
Parties arranged

CUP FINAL NIGHT—Sat., May 2nd
CARNIVAL DANCE

8 p.m. to midnight TICKETS 10/- each
Application should be made early
NO TICKETS SOLD AFTER 10 P.M. ON THE NIGHT

**GEORGE HOTEL
LUTON**

SNOWDENS



Good Luck,
Luton Town F.C.
BRING IT HOME

Avoid disappointment... Order now for
installation before the **BIG DAY**

ALL SETS CHEAPER!

Call, phone or write for immediate
attention

171 DUNSTABLE ROAD
Telephone 7367
17 THE GREEN, LEAGRAVE
Telephone 51638

MEN OF THE ATTACK

BINGHAM WAS A BARGAIN

When this season is viewed in retrospect, there is likely to be unanimity of opinion that by far the best bargain of the summer was the £15,000 the Town paid Sunderland for BILLY BINGHAM.



Not only was it his opportunistic goal that enabled the Town to qualify for their first Wembley visit, but he saved the situation in the fourth round at Leicester, and in most of the other matches he played a completely outstanding role.

Cheery Billy has amazed Town supporters with the tenacity of purpose he has shown on the field since he joined the Town, and, considering his slight build, he has taken a shoal of hard knocks uncomplainingly.

Obviously, Bingham will be one of the Town's key-men in the Final, and their chances depend to a marked extent on whether he can establish an ascendancy over his former Sunderland team-mate Joe McDonald.

Fast and direct, Bingham has brought what the Town have not had from the right wing for the best part of 20 years—power play and the ability to score vital goals.

STAGE IS SET FOR ALLAN

If anyone has been under a tremendous strain during these last weeks of waiting, it is ALLAN BROWN, one of the most unlucky players in the game in the matter of missing vital



important matches through injury. Now the stage is set for his first Wembley appearance, and for him it will be fifth time lucky, because misfortune has dogged him previously when he was within sight of Wembley's twin towers.

If he earns a Cup-winners' medal, most footballers in the country will be glad, because Allan is well liked in the game, and there has been a deal of sympathy for him through the rough deal he has had in missing Cup medals and International caps.

Before Christmas, things were

GREGORY TOOK HIS CHANCE

going far from right for him, and it was not until he was switched from the middle to inside-right that he began to show top form.

TEAM FIRST IS BOB'S MOTTO

There is a solid school of thought within the game that had not BOB MORTON been willing to switch his position in order to accommodate the club, he would have won England caps at right-half. That he has been one of the most accomplished wing-halves in the country for several seasons, there can be no argument.

Twice this season, he has been reserve to England, during the



time he was playing at right-half and, reasonably enough, he must have assumed that he was in line for a place.

Yet, when the necessity arose, not for the first time by any means, Morton cheerfully accepted the move to centre-forward.

Apart from isolated matches at wing-half during the recent heavy programme, he has stayed in the middle and has done his part as an integral part of the attack.

A one-club man, few players would have taken the many changes of position he has undergone with such a cheerful attitude.

CUMMINS IS THE KEY-MAN

This season began none too well for GEORGE CUMMINS who found himself in the comparative obscurity of the reserve team during the opening matches.

However, once he gained a place in the side, he showed the



form that made him one of the best inside-forwards in the country before a knee injury badly interrupted his career.

Since he came back into the side, he has never looked back and his through passes, made with slide-rule accuracy, have had much to do with the series of successes that have landed the Town at Wembley.

When he steps out on to that green turf, it will be with the tremendous responsibility on his shoulders of providing the accurate material necessary to break down the Forest defence.

More than that, he is the man to whom, more than anyone else, the Town will look to for the work to break down the offside trap which the Forest are expected to operate.

An Eire International a dozen times, Cummins is an automatic choice for his country against Czechoslovakia next month.

FARMERS

Opposite the

TOWN HALL

LUTON

and

2 CHURCH STREET, DUNSTABLE



WISH
THE TEAM
EVERY SUCCESS
AT
WEMBLEY
ON
SATURDAY NEXT

For

MUSIC and RECORDS

Phone

LUTON 7374/5

also

DUNSTABLE 3



Proprietors: SOUTHBOLD GARAGES LTD.
Tel. ST. ALBANS 52050 & 53830

CONGRATULATIONS!

LUTON FOR THE CUP

but for a certain **WINNER** try the
HUMMING BIRD GARAGE
for your next car or motor-cycle

Agents for all the leading manufacturers

Have you seen our stock recently? A complete selection of new and used vehicles, all guaranteed. You can inspect them any time and without obligation. Lowest terms and insurance effected on the spot. Best possible part-exchange prices.

BUY WITH CONFIDENCE FROM

The Humming Bird Garage
547, 549, 551, WATFORD ROAD, ST. ALBANS
Tel. 52050 & 53830

★ ★ ★ Open every day including Sunday ★ ★ ★

Down Memory Lane

JOE MADE SURE



Sixteen years after that first season in Division III (South), Second Division football came to Luton. And what excitement down at the Town ground that May afternoon, in 1937, when "ten goal" Joe Payne (that's him, sitting in the centre of the front row) cracked in two goals against Torquay to clinch the climb up. The crowd went mad and stormed on to the pitch shouting "We want Joe." Another happy day in the Scrapbook of Memories. In that year, Luton won 27 games, drew four, and lost 11. They scored 103 goals, against 53, and Joe Payne shared with Harston, of Mansfield, the honour of being highest goal-scorer—55 each! Exactly 19 years elapsed before the Club climbed the next rung of the ladder of success; promotion to Division I came in 1955. And now they've made Wembley.

best bitter?

KEG BITTER
of course



brewed by
FLOWERS

FLOWERS BREWERIES LTD.

congratulate LUTON TOWN

on reaching Wembley, and wish

them success on May 2nd

Electrolux *excels*



with the **CLEANER MODEL 62**

Unrivalled in suction power, easiest and quietest of all cleaners to use, Model 62 is a proven example of Electrolux leadership.

£27.12.6

with the **REFRIGERATOR MODEL L.37**

Never has a refrigerator proved so popular! This de luxe Electrolux offers the fullest ever value for money with its many refinements and superb quality.

£61.5.9

with the **FLOOR POLISHER MODEL B9**

The Electrolux floor polisher, light and easy to handle, is another outstanding Electrolux success.

£27.12.6

Electrolux Ltd.

153 REGENT STREET, LONDON, W.1. WORKS: LUTON, BEDFORDSHIRE



By Appointment
Refrigerator Makers
to the late King George VI



By Appointment
Suction Cleaner and
Refrigerator Manufacturers
to the late Queen Mary

HEARTY CONGRATULATIONS

to Luton Town in getting
to Wembley to play

Nottm. Forest in the
FINAL—Good Luck to

Sid and our Lads, and
may they bring the Cup

back to Luton

Unlike the "Hatters" team who CAN beat Nottm. Forest,
Lillywhite's Team cannot beat a Forest free of Knots!

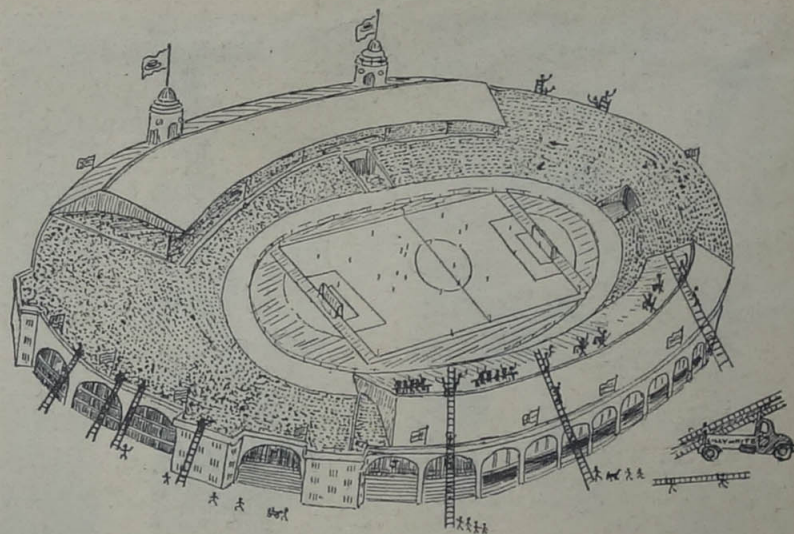
Lillywhite's Team v. A Knotty Forest Any Colour

		1 GOAL S. Erviss			
		2 RIGHT-BACK F. Loring		3 LEFT-BACK L. Adders	
4 RIGHT-HALF P. Lywood		5 CENTRE-HALF M. Oldings		6 LEFT-HALF D. Ores	
7 OUTSIDE-RIGHT S. Hingals	8 INSIDE-RIGHT C. Ederwood	9 CENTRE-FORWARD P. Oles	10 INSIDE-LEFT C. Hares	11 OUTSIDE-LEFT T. R. Ellis	
RESERVES: N. P. Banks C. Ashorcheck					

We are retaining all our Players and look forward
with confidence to Next Season

Our Subsidiary Company
"LILLYWOODS POOLS"
have pleasure in announcing
stupendous results for 1958-59
and hope for even better
results in 1959-60

LILLYWOODS Pools		OUR TREBLE CHANCE ASK FOR IT GET IT PAY FOR IT	
Do It Yourself Pool (A Right Lot Here)		Ladies "Halfway" Pool	
Ladders	1	Line Posts	1
Insulation Board	2	Props	2
Lights	3	Pellets	3
Laths	4	Platform Steps	4
Young Trees	5	Shelving	5
Wattle Screen	6	Storage Chest	6
Hardwood Chairs	7		
Interwoven Screens	8		
Tool Kits	9		
Exterior Doors	10		
Sheds	11		
MAXIMUM AMOUNT (as much as you can afford)		The Buyers Favourite Pool 3 DRAWS	
You don't believe it? Then please call at 39 Castle St. for verification		Low Prices	
Post your coupon early to: 39 CASTLE STREET LUTON		Service	
I promise to pay.....		Delivery	
CREDIT-ONLY		YOU MUST WIN	
OUR REF. Nos. ARE LUTON 6282 LUTON 51421 DUNSTABLE 634 LUTON 52140	MRS. MISS ANY OTHER	Lillywhite (Timber) Ltd. have connections with other firms! LILLYWHITE (Houghton Regis) LTD. LEAGRAVE TIMBER CO. LTD.	



Lillywhite's are on the spot for any emergency . . .
Even for those who are unable to get tickets
for the Final . . . Or even to supply Timber to
erect a double-decked stand to accommodate all the
Town's Supporters NEXT YEAR

LILLYWHITE (TIMBER) LTD., The Timber Merchants, Head Office : 39 Castle Street, Luton Tel. 6282-3-4