

LUTON TOWN F.C.

PROMOTION

SOUVENIR

"DIVISION I HOLDS NO TERRORS FOR US," SAYS TOWN CHAIRMAN



Mr. P. G. Mitchell

Less than 12 months after his appointment as Chairman of the Town F.C., Mr. P. G. Mitchell has helped to steer the club into the First Division.

In an interview with "Chiltern," he describes his feelings about this proud accomplishment.

"This is the realisation of an ambition which we have had ever since we got into the Second Division.

Never have we ceased to strive for the prize, with varying degrees of success, and we have always been gazing steadfastly ahead at the higher sphere.

"To realise this ambition, which sometimes seemed to come almost in the category of a dream, in my first year of office as Chairman is an achievement of which, obviously, I am intensely proud.

"We could not possibly have done it without the fine team spirit that has existed right from the Boardroom through the various sections of the staff and, particularly, of course, the players.

"I think everybody connected with the club has believed increasingly in the probability of winning through as the season has advanced, and then that feeling became a crescendo in the closing weeks.

"Nothing could have been achieved without a united feeling in the Boardroom about their confidence in the young players of the club and their determination to give them their chance.

PAID HANDSOME DIVIDENDS

"We think that it is a policy that has paid very handsome dividends and that it was only plain justice to the younger element, hoping and expecting that the opportunity would come their way

and that they would not be stalemated by the acquisition of expensive stars who often do not appear to fit in here.

"The players have been really wonderful. Their response to the new policy and to any and every call on them has been something that has been very gratifying to us, and of which we are very proud.

"It is really only that knowledge that the team has been solidly behind us in our ambition that has made this tremendous success possible.

"As for the future in the First Division, that holds no fears or terrors for us. We will start completely confident in the ability of our boys to uphold the prestige of the club.

"We know they can, and will, play football of the highest quality, and at the present time the club has its best-ever batch of young players.

"If in the light of experience any more mature player, or players, is felt to be necessary to weld this youth together, the club will have no hesitation in going out for the man they feel will fill the bill and, within limits, regardless of cost.

"Our main policy will be to develop our own young players, as we have this season. As for local talent, we do feel that now we have the backing of the county and the remaining area around us, so that any player who is good enough for a better class of

football will come to us. We want it to continue that way.

"We are confident that the support forthcoming will be adequate to enable us to maintain our station and to give us the working funds to maintain a successful First Division side.

"So far as ground improvements are concerned, the addition to the main stand will be tackled immediately the steel is obtainable and if possible, we would even be prepared to start the work during the playing season.

"That we can only find out through the advice of the contractors. We have under review the possibility of extending the Oak-

(Continued on Page ix)

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— AND SOME OF



FLASHBACK...to February 12—and the Town were at home to Rotherham. We were at the top of the League table, and stayed there with a 4-0 win. And this is the first goal coming up. Groves, deputising for Cummins, went up to meet a Cullen corner...beat 'keeper Bolton...and nodded the ball into the net—R6733K.



THE (88) GOALS THAT DID IT!

Goals...goals...goals...And every one a winner.
Here we print just four of the 88 that took the
Hatters into Division I.

FLASHBACK...to the same day (February 12), and the same match. But this time it's an "own goal"; Turner shot—wide. The ball hit Rotherham half-back Williams, and went in. And we pipped Rotherham for promotion on goal average—R6731K.

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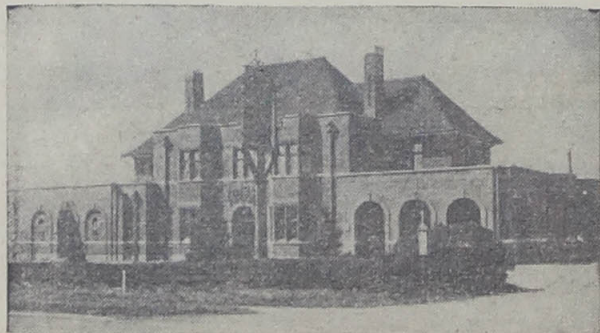
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on their

Promotion to the First Division



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FLASHBACK...to November 13, a tough game against Liverpool which the Town just won 3-2. But this was Bob Morton's day—he scored two. And this is his second coming up. Liverpool 'keeper Ashcroft, and centre-half Hughes, are on the floor—after a defensive mix-up—as Bob sails through and cracks the ball home—R4505K.



FLASHBACK...to March 12. Fulham visited Kenilworth-road, and left two points behind. The Hatters beat them 3-0. And this is one of the three—but, again, an "own goal". Turner headed for goal, but the ball hit the crossbar and span into the air. Fulham right-back, Chenhall (behind the bar) tried to head out, but the ball span into the net. And Michael Cullen, running in hopefully, didn't even get a chance—R7293K.

Congratulations to all the Players who have put us in the First Division



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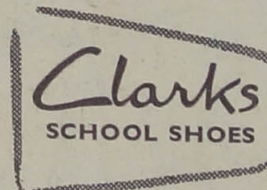
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"Chiltern" Looks Back On A Triumphant Season

EVERYBODY PULLED HIS WEIGHT

GOOD FOOTBALL & TEAM-WORK

Strain And Tension Of Hectic Closing Weeks

When I wrote a review of the Town's previous promotion season 18 years ago, the heading was "Team Work Won The Prize," and the same description could be applied on this occasion, for it has been a triumph gained only by everybody pulling together.

What brought success in the end was the fine finish of three victories in a row which the Town players knew had to be their objective after their narrow defeat at Birmingham.

Following that, there was some deep thinking about the constitution of the team and the failure of the forwards to get among the goals.

As a result, there was a round table conference into which the captain, Sid Owen, was called and it was decided to rely on ripe experience for those last three vital matches.

Charlie Watkins, who deputised ably at left-half during the Easter holidays, was recalled to inside-left for the first time since the early part of the season and formed a new left wing with Jim Pemberton, who had held down the right-half position ever since the conversion of Bob Morton into a centre-forward.

On the surface, these moves were not only unorthodox, but they smacked of being something of a gamble, but the Town relied on the experience of these two players and they were not let down.

For years, everyone will remember that great, final bow which Watkins made before the home crowd by scoring both

goals against Bristol Rovers and with Pemberton doing a reasonable job at outside-left, and Peter MacEwan adding more thrust in the middle, the forward line had more punch all together.

So, the move which might have been regarded in some quarters as one of panic, paid out handsome dividends, for the attack scored nine goals in the last three matches and the defence was stiffened, too, by the return of Morton to the right-half position, the one in which he is most effective.

Early in the season, the Town adopted not only a Continental type of playing outfit, but borrowed a leaf from the Hungarian note-book by using Jesse Pye as a deep-lying centre-forward, tactics that proved to be a big success.

Admittedly, there were disappointments as when the team lost 2-1 at Bury after having had the opportunities to clinch a handsome victory. That day, Pye was absent through injury, but his role was filled well by George Cummins, also playing the unorthodox type of game.

RUN OF SIX CONSECUTIVE WINS

The failure the following Saturday at Ipswich was rather more disappointing but, probably the Town were unfortunate in the light of later events, that they were the first Second Division visitors to Portman-road and they found the opposition keyed up for the occasion.

After those two consecutive defeats which followed a victory over Nottingham Forest, the Town put together a string of six consecutive wins, including two away from home obtained in the course of four days at Lincoln and Middlesbrough and it was after this that we first began to think along the lines of promotion this season.

It was during this period that a serious blow came the Town's way when Jesse Pye asked to be placed on the transfer list, and when he left for Derby County early in October the club were left with a centre-forward problem.

Other than converting an inside forward, they had no one who could play the part Pye had been doing, and the first chance of finding the solution went to Terry Kelly at Bristol. However, he did not spend many minutes there, for Sid Owen was injured early on, went up into the middle, and Kelly was switched inside.

This was one of the matches the Town were unlucky to lose by the odd goal, but Kelly had the satisfaction of marking his League debut with a goal.

Next to be given a turn there was Peter MacEwan, who had only one game at Fulham before being passed over in favour of Kelly again.

After the home defeat by Swansea, which proved to be the only League failure at Kenilworth-road this season, there was some deep thought, with the result that the somewhat drastic move of switching Bob Morton to the leadership of the attack was tried.

His first appearance there was at Notts County, where he scored twice in the first 20 minutes and, with a few exceptions, such as when he deputised for Owen at centre-half and when illness kept him out over Easter, he remained in the position until the last three matches.

MORTON'S 14 GOALS

It always seemed a pity that such a class half-back as Morton should have to be used in a different position, but he did a great job and became second leading scorer with 14 goals.

The move paved the way for the introduction at right-half of Jim Pemberton, who put together 24 consecutive appearances in the position and was outstanding for a long spell, especially in his support to the forwards.

The following week, another vital alteration in the team involved the recall of Ron Baynham as goalkeeper after an absence from the first team of 13 months.

Omission of Bernard Streten brought to an end a long string of successive appearances by him, and this decision caused perhaps the biggest controversy of the season.

After virtually earning a point on his own at Port Vale, Baynham was remarkably consistent and was out of the team only three times after that when he was recovering from an injury received at Watford.

November 27 is a day that the Town fans will remember, for it brought a brilliant performance against the League leaders, Blackburn Rovers, whose defence was completely unable to combat the power of the Town attack which scored seven times and thus set up a new Second Division record for the club.

Not only did this defeat point a finger to Blackburn's fundamental weakness in defence but, taking confidence from their performance, the Town began a spell in which they played 10 League matches without being beaten and gained 16 points in the process.

At the start of this period, a change had to be made in the attack that had been so successful, for Jim Adam, who had been playing brilliantly and threatening to break the club's scoring record for a winger, injured a knee at Port Vale and

after being out for some weeks, never really recovered his best form.

THREE BRILLIANT AWAY VICTORIES

Hereabouts, there were three brilliant away victories by 5-1 at Nottingham Forest, 4-0 at Hull and 5-1 in the Cup-tie at Rotherham.

The football that the Town played in the first half at Millmoor had to be seen to be believed and the Town certainly reached the heights that afternoon when most of their fans expected them to have a hard struggle to survive.

Dismissal from the Cup came on February 19 at the hands of Manchester City and then came rather an uncertain spell that threatened to undermine the strong position which the Town had carved out for themselves.

In terrible going provided by thick mud at the Baseball Ground, they held on by dint of courageous defensive work to force a goalless draw with Derby County and then, playing at Plymouth three days later, found themselves faced with a great change in the playing conditions.

The pitch was firm and the ball lively and Plymouth, encouraged by the first home appearance of their new player-manager, Jack Rowley, and by two away victories behind them, beat the Town 2-1.

That was on March 5 and counted as the Town's first defeat in the League since they lost unluckily at West Ham on November 20.

It was an unlucky circumstance for the Town that lumbago struck Owen before the match, and his place was taken by Leslie Jones for what proved to be his only outing in the team of the season.

After it, Jones was found to be a casualty and, later, had to have a cartilage operation which was a blow to the Town at that late period of the season.

SAME TEAM IN NINE MATCHES

For nine consecutive matches, including the three Cup-ties, the Town kept the same team together, with Michael Cullen doing a most useful job on the left wing, to which he was a comparative stranger.

Without Owen, the Town had to play three matches, in two of which Morton filled the bill most capably, but even his steadiness could not prevent the Town from going down to defeat, again on firm going, at Swansea where Ivor Allchurch was in his best form.

As the season neared its end, it was seen that the Town had several of their chief rivals to meet, and they effectively pegged back Notts County, who had begun to appear a real danger.

A striking, thrilling rally enabled them to wipe out arrears of 3-1 at Liverpool and actually go ahead at 4-3, though, in the end, they had to yield a point to the Anfield team.

That was an invaluable point, doubly so, it seemed, when Leeds United held the Town to a draw before 25,775 people at Kenilworth-road on Good Friday.

Despite the disappointment about that result, the gate rose to 27,148 the following day when West Ham, who were also in the running at that stage, were the visitors.

After a rather uneasy first half, the Town picked up the points safely, and then went on to Leeds where they had the setback of meeting with their heaviest defeat of the season.

Score against them was 4-0 and it included two goals blasted in nightly from the penalty spot by the Welsh International John Charles.

Hereabouts, the Town seemed to run into an epidemic of penalty kicks awarded against them. Yet another came the following Saturday at Blackburn and the fact that Bobby Langton shot wide from that point that made all the difference in the final reckoning.

Before 35,800 people the Town defence took a tremendous battering from the lively Blackburn forwards in the second half but, thanks to some heroic work, particularly by Owen and Baynham, the sheet was kept clean and promotion hopes soared again.

BLEW HOT, THEN COLD

The closing weeks provided something of a see-saw with the chances blowing first hot, then cold, and the prospects took another dive the following Wednesday when 36,000 people saw Birmingham strengthen their claims with a 2-1 victory, the winning goal coming from the fourth penalty awarded against the Town in three matches.

Th's fact alone, was a clear instance of the strain and tension under which the Town played in that last hectic month of the season when they had to contend with a hectic programme of nine matches in exactly four weeks.

After the Birmingham setback, it was realised by Town officials that only six points from the last three matches would give them a real chance of promotion and this was the target the players were set.

The Port Vale hurdle was overcome, though not without the shock of seeing the Town lose a two goals lead and then, in a rough and tumble of a game before the third attendance of over 20,000 in a League game at Kenil-

(Continued on Page ix)

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"ACHIEVED MY GREATEST AMBITION," SAYS MANAGER

"Since I first came into football some 25 years ago, I have had some exciting moments, including the honour of earning Scottish international caps and the thrill of receiving a Cup-winners' medal from the hands of the late King but, I think, that in helping Luton to gain promotion, I have achieved my greatest ambition."

So, Manager Dally Duncan summed up his feelings about the triumph on the homeward journey from Doncaster last Saturday night.

"My main feeling is one of pride that the club which was my last as a player and which gave me my chance on the management side, should reach the highest circle and I hope we shall go on to further success. "Ever since I have been with the club, the policy has always been to try to play skilful, attractive football and it is one from which we have never deviated, even when results have not been coming our way."

"Always, I have told the players that good football must bring its reward in the end and this has been proved up to the hilt by the triumph they have gained."

"Maybe, we shall find that in the First Division we shall have problems to face, but I have faith in the ability of the players to take this step in their stride. "We have the best bunch of players ever and the finest crop of youngsters coming on that the club has had in its history."

"So, I do not think we shall have to worry unduly about the future, though I am alive to the possibility that there may be weaknesses to strengthen and I have the assurance of the Board that they will not hesitate to

spend if the necessity does arise. "Several of the younger players did a great job this season and, with that experience behind them, it will be surprising if they do not make big strides next season."

FUTURE LIES IN YOUTH

"Luton's future lies in its young players, but there may be an interim period before they reach full development and that is something that we shall have to watch closely."

"From everybody connected with the club I have had the maximum backing and support and the knowledge that the Directors, with their whole-hearted belief in the team's ability to win promotion, were solidly behind me, has been most helpful."

"For the players, I can have nothing but praise for the way they have come through this arduous season and stood the strain of that most busy final month on which everything depended."

"From the captain, Sid Owen, right down to the youngest professional, I have had full support and the team

spirit and morale has been high throughout."

"To the players, I say 'Thank you' for a great job for the way in which they responded in those last three matches when nothing but full points from each was good enough."

"I was sorry that Tim Kelly left the club before he could see the fulfilment of his hopes and the crowning of his work as coach in the past years, and I am glad to be able to refer to his part in the triumph."

NO FITTER TEAM

"The trainers, Harry Wright and Tom Mackey, have given the fullest support and the results are a tribute to their work in keeping the players at peak fitness."

"There was no fitter team in the Second Division and a tremendous amount of work was put into the treatment of injuries by both the trainers and the club doctor."

"With the comparatively small playing staff we had, it was essential that the time lag, so far as injuries were concerned, should be as short as possible and the keenness of the players has helped considerably in this respect."

"Those whose labours are apt to be forgotten because they seldom catch the limelight, are the ground staff, particularly John Sanderson, for they had a most trying time during the spell of bad weather and that the pitch was in such good condition in the closing weeks of the season is a tribute to them."

"Altogether it has been a most happy and exciting season and I am most optimistic about our chances in the First Division."



Dally Duncan

"Good Name All Over The Country"

One who has had a deal to do with the Town's triumph is Tim Kelly, who until just before Easter was the club's assistant-manager and coach, and who is now manager of Bedford Town.

In congratulating the team on their success, he said, "In the four years I was with the Town my one aim was to get the boys playing football, and it brought results as can be seen by the record of the first team and that of the Reserves, who topped



Division II of the Football Combination and also became runners-up in Division I.

"We have concentrated in training on using the football and it has been ball, ball and more ball which, in my opinion, is the logical thing."

"I am terribly pleased that the boys have won promotion and just as pleased at the good name they have gained all over the country for the class of football they have played."

"In a way, it was a big wrench to me to leave the club, as I got on so well with the Directors, staff and players, but it was a chance to take a manager's job in my own right, and I could not ignore it."

"I am very grateful to the club for releasing me immediately, and it helped considerably that I was able to take over at Bedford before the strenuous Easter programme."

"To the Town, I wish every possible success in the First Division and may there be fresh honours to record."



During the season John Groves played at inside-forward, centre-forward and on the wing. Whatever position he filled he gave of his best for 90 minutes. He is one of the brightest of the Town's younger players.

CAPTAIN SAYS, "WE CAN HOLD OUR OWN IN DIV. I"

When the dust of battle had settled down a bit, the Town captain, Sid Owen, gave me his views and reflections on this most successful season, writes "Chiltern."

"First and foremost, you can put our success down to the team spirit that runs right through the club, always a tremendous asset when a team is striving for a prize."

"Another major point was that, with only a small playing staff, we managed to keep comparatively clear of injuries, and were able to retain the same team for quite a long time."

Continuing, he said, "I feel we have got by this season by trying to play good, constructive football and I think that will be to our advantage in the First Division."

"Admittedly, we struck a sticky patch when the bad weather set in and my opinion is that that was due to the fact that we could not carry out our normal training because of the ground conditions."

"Before that, we had been playing a lot of six-a-side competitive football which calls for much of first-time passing and, as it is played in a small area, it makes players react more quickly, both physically and mentally."

"Our former coach, Tim Kelly, was a strong advocate of six-a-side and this style of training must be carried on next season because it has proved itself from the point of view of team-work."

"CAN HOLD OUR OWN" Considering the prospects for next season, Sid said, "I feel we have proved beyond doubt that when we have met First Division teams in Cup-ties, we can more or less hold our own."

"In recent seasons, we have

had good games with Manchester City, Bolton, Arsenal, Portsmouth and Charlton, and I consider that we matched Manchester City this season, although we did not get the right result."

"Much was made of the Revie plan, but it was not that that beat us, but a couple of defensive mistakes which brought the two goals. I thought that Jim Pemberton was more outstanding than Revie on that occasion."

"Yes, I feel we can hold our own quite comfortably in the First Division."

"Quick thinking will be necessary in the First Division where I feel that we shall have to rely more on interceptions. In the Second Division, you always seem to be chasing the ball but in the higher sphere, I fancy that, with most of the opposing teams trying to play attractive football, we shall find more opportunity for interception, and to do that, you have to be mentally alert for the whole 90 minutes."

"It would be nice next season if the football public of Bedfordshire would show us that they appreciate the efforts of the club by filling the ground for each home match and thereby encourage the team to reach even higher honours."

"There is nothing worse or more depressing to the professional performer than to play before a half-empty ground and

if the crowd is behind you, then that is half the battle."

"This season, it has been good from our point of view to know that the Board of Directors have had every confidence in the players on the books."

"They did not go out to buy players and upset the blend of the team, but depended entirely on the material they had."

"Nothing has been too much trouble for the Directors and whenever we wanted anything discussed, they have always been willing to listen to our point of view."

"There is no doubt that Manager Dally Duncan is as much backed about this success as the players and he has always been confident that we could do it and, at every pre-match tactical talk, he has stressed the point that he has every confidence in the players and that had a tonic effect on us."

"From the trainers and the club doctor, we have had every assistance and Harry Wright has worked tremendously hard to keep the lads fit and has done some fine work in the treatment of injuries. Not only that, but he has kept a cheerful atmosphere in the dressing room."

"So, too, has Tom Mackey and it must be a matter of great satisfaction to him to still be connected with the club of whose previous promotion team he was a member."

"From all the players, I as captain, have had the maximum of backing and it has been a very happy season for us all."

"Nor should I forget the Secretary, Phil Coley and the office staff, who do not receive a lot of the limelight, but who do much to make things run smoothly for us."

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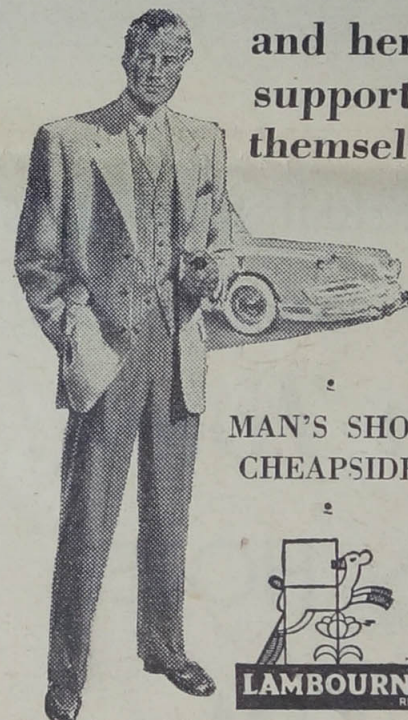
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FULL DETAILS OF SEASON

SATURDAY TELEGRAPH, Saturday, May 7, 1955

1954-55: DIVISION II

1954		
Aug. 21	NOTTINGHAM FOREST	(H) 3-0 Att: 19,832 (Pye, Turner, Davies)
" 24	BURY	(A) 1-2 Att: 15,535 (Turner)
" 28	IPSWICH TOWN	(A) 1-3 Att: 20,652 (Adam)
Sept. 1	BURY	(H) 3-2 Att: 13,653 (Turner, Mitchell, pen., Adam)
" 4	BIRMINGHAM CITY	(H) 1-0 Att: 16,347 (Adam)
" 8	LINCOLN CITY	(A) 2-1 Att: 13,390 (Pye 2)
" 11	MIDDLESBROUGH	(A) 2-0 Att: 18,000 (Turner, Davies)
" 15	LINCOLN CITY	(H) 2-1 Att: 11,972 (Turner 2)
" 18	STOKE CITY	(H) 3-1 Att: 17,325 (Watkins, Adam 2)
" 25	ROTHERHAM	(A) 0-2 Att: 18,000 (Turner 2, Morton 2)
Oct. 2	DERBY COUNTY	(H) 2-0 Att: 17,156 (Turner, Pye)
" 9	BRISTOL ROVERS	(A) 2-3 Att: 30,623 (Kelly, Turner)
" 16	PLYMOUTH ARGYLE	(H) 3-1 Att: 15,059 (Adam, Davies, Turner)
" 23	FULHAM	(A) 1-3 Att: 33,500 (Turner)
" 30	SWANSEA	(H) 1-2 Att: 15,555 (Turner)
Nov. 6	NOTTS COUNTY	(A) 3-3 Att: 10,500 (Morton 2, Adam)
" 13	LIVERPOOL	(H) 3-2 Att: 15,886 (Morton 2, Adam)
" 20	WEST HAM	(A) 1-2 Att: 23,000 (Morton)
" 27	BLACKBURN ROVERS	(H) 7-3 Att: 17,313 (Turner 3, Davies 2, Adam, Pemberton)
Dec. 4	PORT VALE	(A) 1-1 Att: 14,065 (Davies)
" 11	DONCASTER ROVERS	(H) 3-0 Att: 14,441 (Turner 2, Morton)
" 18	NOTTINGHAM FOREST	(A) 5-1 Att: 11,793 (Pemberton, Cummins, Davies, Turner 2)
" 25	HULL CITY	(H) 1-1 Att: 15,853 (Turner)
" 27	HULL CITY	(A) 4-0 Att: 39,843 (Morton 2, Turner, Cullen)

1955

Jan. 1	IPSWICH TOWN	(H) 3-2 Att: 16,570 (Davies, Cummins, Morton)
" 23	MIDDLESBROUGH	(H) 2-0 Att: 13,370 (Turner, Davies)
Feb. 5	STOKE CITY	(A) 0-0 Att: 21,156
" 12	ROTHERHAM	(H) 4-0 Att: 18,450 (Groves, opponent, Turner 2)
Mar. 2	DERBY COUNTY	(A) 0-0 Att: 5,987
" 5	PLYMOUTH ARGYLE	(A) 1-2 Att: 25,995 (Morton)
" 12	FULHAM	(H) 3-0 Att: 17,966 (Turner 2, Groves)
" 19	SWANSEA TOWN	(A) 1-2 Att: 19,000 (Turner)
" 26	NOTTS COUNTY	(H) 3-1 Att: 16,917 (Morton 2, Cummins)
Apl. 2	LIVERPOOL	(A) 4-4 Att: 30,710 (Turner 2, Morton 2)
" 8	LEEDS UNITED	(H) 0-0 Att: 25,775
" 9	WEST HAM	(H) 2-0 Att: 27,148 (Turner, Cummins)
" 11	LEEDS UNITED	(A) 0-4 Att: 29,500
" 16	BLACKBURN ROVERS	(A) 0-0 Att: 35,800
" 20	BIRMINGHAM CITY	(A) 1-2 Att: 36,000 (Turner)
" 23	PORT VALE	(H) 4-2 Att: 16,700 (Turner 2, Davies, MacEwan)
" 27	BRISTOL ROVERS	(H) 2-0 Att: 20,097 (Watkins 2)
" 30	DONCASTER ROVERS	(A) 3-0 Att: 12,585 (MacEwan 2, Pemberton)

F.A. CUP

Third Round		
Jan. 8	WORKINGTON	(H) 5-0 Att: 18,833 (Cullen 2, Cummins, Turner 2)
Fourth Round		
Jan. 29	ROTHERHAM	(A) 5-1 Att: 21,231 (Cullen, Cummins, Turner 3)
Fifth Round		
Feb. 19	MANCHESTER CITY	(H) 0-2 Att: 23,104

Appearances And The Marksmen

PLAYERS' APPEARANCES

DIVISION II
42 Dunne, Aherne, Turner; 39 Morton, Shanks; 36 Owen; 33 Davies; 28 Cummins; 27 Pemberton; 25 Adam; 23 Baynham; 19 Stretten; 16 Cullen; 13 Groves; 11 Watkins; 8 Pye; 6 MacEwan; 3 Kelly; 2 Smith, Mitchell; 1 Allen, Jones, Pearce.

DIVISION II SCORERS

32 Turner; 14 Morton; 10 Davies; 9 Adam; 4 Cummins, Pye; 3 MacEwan, Watkins, Pemberton; 2 Groves; 1 Kelly, Cullen, Mitchell, opponent.

FOOTBALL COMBINATION

DIVISION I
27 Thompson; 25 Kelly; 23 Smith; 21 MacEwan, Dallas; 18 Taylor; 17 Hawkes, Cullen; 16 Pearce, Jones, Allen, Groves; 14 Stretten; 12 Watkins, McGuffie; 11 McLeod; 10 Adam; 8 A. Collier; 5 Baynham; 4 Cummins; 3 Hall, Brown, R. Cullis, Pemberton, P. Petersen; 2 N. Arnison; 1 Bell, Collins, G Norman, K. Underwood.

FOOTBALL COMBINATION

DIVISION I SCORERS
17 MacEwan; 13 Kelly; 6 Groves; 5 Taylor, Cullen, Allen; 3 Pearce; 2 Brown, McLeod, opponents; 1 Smith, Adam, N. Arnison, Cummins, P. Petersen.

COMBINATION CUP

14 Pemberton; 12 Allen; 11 Baynham, Kelly; 10 Thompson, MacEwan, Taylor; 8 Dallas, McGuffie; 7 Cullen, Smith, Jones, Watkins; 6 Cummins, Hall; 5 Hawkes; 4 Scott; 3 A. Collier, Mitchell; 2 Groves, N. Arnison; 1 Brown.

SCORERS

10 Allen; 7 Kelly; 5 MacEwan; 4 Cullen; 3 opponents; 2 Cummins, Scott; 1 Brown, Watkins, Groves.

DIVISION II

FINAL TABLE 1954/55

	P	W	D	L	F	A	P
Birmingham	42	22	10	10	92	47	54
LUTON TOWN	42	23	8	11	88	53	54
Rotherham Utd.	42	25	4	13	94	64	54
Leeds Utd.	42	23	7	12	70	53	53
Stoke City	42	21	10	11	69	46	52
Blackburn Rvrs.	42	22	6	14	113	79	50
Notts County	42	21	6	15	74	71	48
West Ham Utd.	42	18	10	14	74	70	46
Bristol Rvrs.	42	19	7	16	75	70	45
Swansea Town	42	17	9	16	86	83	43
Liverpool	42	16	10	16	92	96	42
Middlesbrough	42	18	6	18	73	82	42
Bury	42	15	11	16	77	72	41
Fulham	42	14	11	17	76	79	39
Nottm. Forest	42	16	7	19	58	62	39
Lincoln City	42	13	10	19	68	79	36
Doncaster	42	14	7	21	58	95	35
Port Vale	42	12	11	19	48	71	35
Hull City	42	12	10	20	44	69	34
Plymouth	42	12	7	23	57	82	31
Ipswich	42	11	6	25	57	92	28
Derby County	42	7	9	26	53	82	23

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70 YEARS TO



The year? 1891. It was then that Luton Town became the first Club in the South of England to turn professional. They were, also, the first Club in this part of the country to pay their players... the princely sum of 2s. 6d. a week for home matches, 6d. extra for away games! Here is their first "pro" team: I. Smith, B. Saunders, J. Burley, J. Hoye, F. Pitken, "Hod" Paul, A. Taylor, F. Whitby, G. Deacon, W. Oclee, W. Cheshire, H. Whitby.



SHOOTING STAR

The man defences couldn't stop, the man goal-keepers had nightmares about—goal-hungry Gordon Turner. He netted 32 League goals last season, to become leading Town, Division II, and Division I scorer. And don't forget those five Cup goals.



RON BAYNHAM (23 appearances) BERNARD STRETEN (19 appearances) SEAMUS DUNNE (42 appearances) BUD AHERNE (42 appearances)



BOB MORTON (39 appearances—14 goals) SID OWEN (36 appearances) WALLY SHANKS (39 appearances) CHARLIE WATKINS (11 appearances—3 goals)



JIM PEMBERTON (27 appearances—3 goals)



LES HALL (3 appearances)



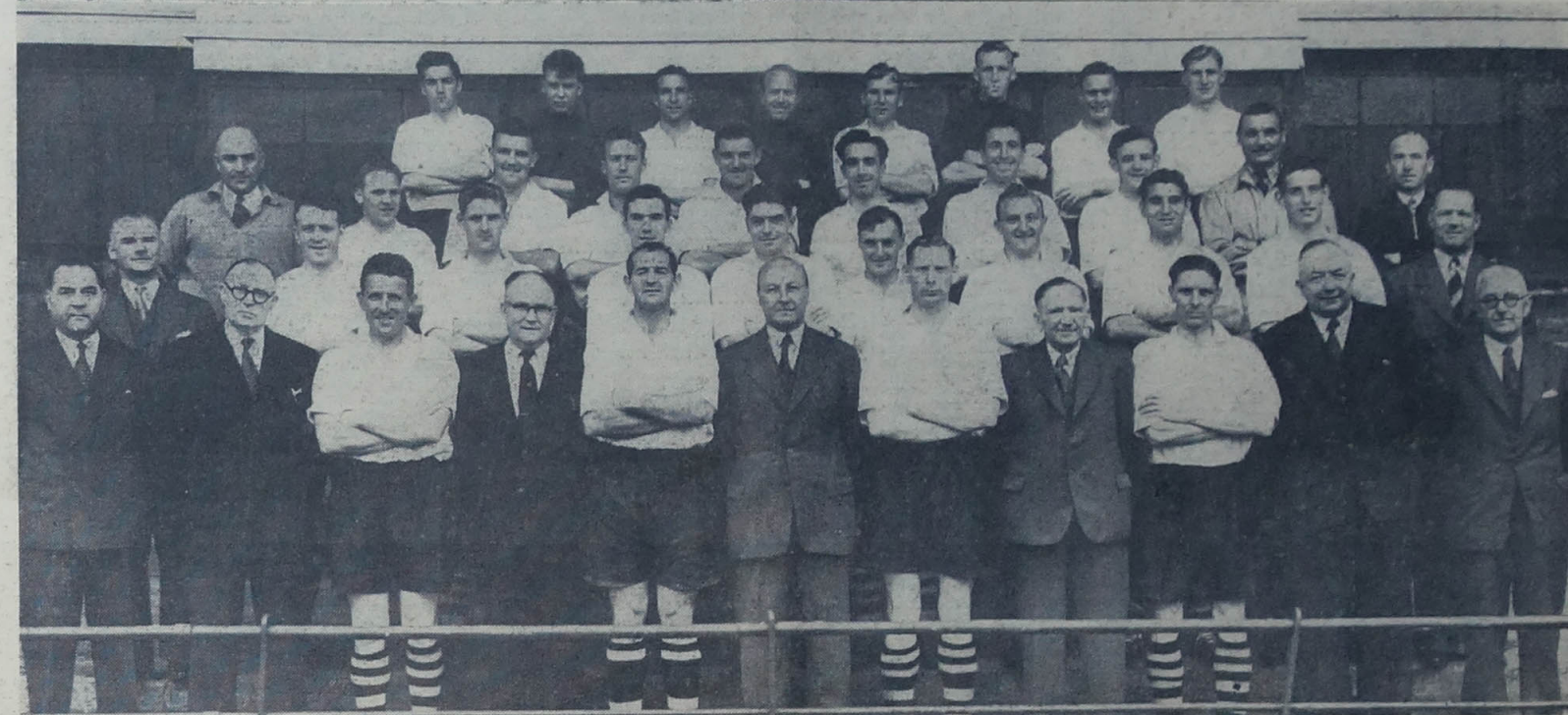
LES JONES (1 appearance)

FIRST YEAR OF DIV. III

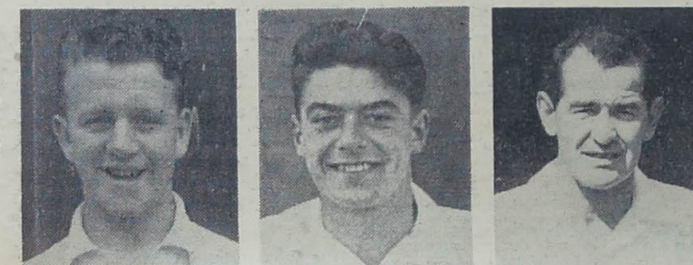


Luton played as members of the Southern League until 1920, when the Football League formed a Third Division (Southern Section). The Hatters joined it. And this is the 1920-21 season team. They finished ninth in the table that year.

REACH THE TOP RUNG



—And now the directors, officials and players of the Club in promotion year 1955. This picture was taken in April. Some of the players and officials are no longer with the Hatters. But they played their part — and so this picture is printed. Back row, left to right: G. Cummins, A. Collier, R. Morton, B. Streten, C. Watkins, R. Baynam, W. Shanks, W. Dallas. Second row: T. Mackey (Assistant Trainer), A. Taylor, N. Arnison, R. Davies, P. MacEwan, J. Scott (now with Middlesbrough), T. Kelly, A. Thompson, H. Wright (Trainer), T. Kelly, senior (formerly Assistant Team Manager and Coach, now Manager of Bedford Town). Third row: Mr. P. Coley (Secretary), M. Cullen, R. Smith, J. Adam, G. Turner, D. Allen, S. Dunne, J. Pemberton, J. Groves, "Dally" Duncan (Team Manager). Front row: Mr. T. Hodgson, Mr. P. W. Wright, B. Aherne, Mr. A. F. England, J. Pye (now with relegated Derby County), Mr. P. C. Mitchell (Chairman), S. Owen (Captain), Mr. H. Richardson, B. Mitchell (with Middlesbrough), Mr. H. S. Hewson, and Dr. E. J. Crarer.—R1862K.



MICHAEL CULLEN (16 appearances—1 goal) GORDON TURNER (42 appearances—32 goals) JESSE PYE (8 appearances—4 goals)



PETER MacEWAN (6 appearances—3 goals) GEORGE CUMMINS (28 appearances—4 goals) JOHN GROVES (13 appearances—2 goals)



JIMMY ADAM (25 appearances—9 goals) DEREK ALLEN (1 appearance) REG PEARCE (1 appearance) BERT MITCHELL (2 appearances—1 goal)

THEN INTO DIV. II

AND THE MEN WHO



MADE IT POSSIBLE



TERRY KELLY (3 appearances—1 goal)



ROY DAVIES (33 appearances—10 goals)



Season 1936-37, the year Second Division football came to Luton. And this is the team that did it! In that year the team won 27 games, drew 4, and lost 11. They scored 103 goals, to 53 against — and Joe Payne shared with Harston, of Mansfield, the honour of being the highest goal-scorer, with 55 each!

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ALL-THE-YEAR-ROUND CLUB

CONGRATULATIONS!

From near and far, messages of congratulation have been reaching the Town club's offices this week and, perhaps the most satisfying thing about them all is the welcome they have been given by several First Division clubs.

Arsenal sent the following message, "The Directors and all at Arsenal send heartiest congratulations on your magnificent achievement. We extend a cordial welcome to First Division football next season."

From WOLVES, there was this, "Heartiest congratulations and welcome to the First Division," and from EVERTON, "Heartiest congratulations on achieving promotion to the First Division."

PORTSMOUTH wired, "Heartiest congratulations," and, among other messages from League clubs was one from the MILLWALL manager, Charles Hewitt, who wrote to the secretary, "Will you please convey to your Directors, manager and players our sincere congratulations upon their magnificent achievement in winning promotion to Division I."

"We sincerely hope that you will enjoy a large measure of success in the upper circle."

In a letter, ASTON VILLA say, "May we all at Aston Villa congratulate you most heartily on gaining promotion to the First Division. Also on a splendid all-round display due, we are sure, to excellent management, good training and true and loyal players."

From Andie Beattie, of HUDDERSFIELD, to Dally Duncan, "Hope your troubles will be at the top for they are more pleasant that way."

CHELSEA'S message was, "Heartiest congratulations on your achievement. Best wishes from all at Chelsea F.C."

ROTHERHAM UNITED, whom the Town pipped for promotion by a fraction of a goal, sent, "Congratulations on winning promotion and best wishes for the future."

BRISTOL CITY, themselves promotion winners, wrote, "Heartiest congratulations on your promotion to Division I and the very best wishes for the coming season."

BRENTFORD'S message was, "Heartiest congratulations on your success and every good wish for 1955-56."

BARNLEY, to whom the Town had sent a good-wishes message on their success in the Northern Section, wrote to thank the Town and to reciprocate the congratulations.

"A GREAT DAY FOR CLUB AND COUNTY"

Chairman of the BEDFORDSHIRE F.A., of LUTON AND SOUTH BEDS LEAGUE and the BEDFORDSHIRE F.A. YOUTH COMMITTEE, Will Pease, wrote, "Will you please convey to your Chairman, Directors, Manager and players, my very heartiest congratulations on their great win at Doncaster on Saturday, thus making sure of their promotion to the First Division."

"A great day for the club and for Bedfordshire football. I have followed the Town's results with great interest and hope during this great struggle and can safely say that no club is more deserving. A wonderful achievement!"

William J. Hervet, F.A. DIVISIONAL REPRESENTATIVE and a Director of TOTTENHAM HOTSPUR, wrote, "Please convey to your Board my sincere congratulations on securing promotion to Division I. Kind regards and all good wishes."

Hon. secretary of the METROPOLITAN LEAGUE in which the Town "A" compete, Lawrence Brown, wrote, "On behalf of the officers and clubs of the League will you please accept and convey to your Directors and Mr. Duncan our warmest congratulations upon your most praiseworthy feat of winning promotion to the First Division and may you have a long stay in that exalted atmosphere."

From Frank Crompton, hon. secretary of BEDFORDSHIRE COUNTY CRICKET CLUB was this letter to Dally Duncan, "We of the County Cricket Club send you, and all, warmest congratulations on Luton's promotion to the First Division."

"REFLECTS HIGHEST CREDIT"

"It reflects the highest credit on all concerned and especially

your good self. The skill of the team and the very good sportsmanship displayed have combined to bring about this great success."

"As you very rightly predict, problems will exist in the future, but I feel sure that you will be able to surmount all difficulties. Good luck in the new venture and the best of wishes."

LUTON TOWN CRICKET CLUB wired, "Congratulations and best wishes."

OLD LUTONIANS R.F.C. wrote, "We exponents of the handling code would like to offer our heartiest congratulations to the Town on this wonderful achievement of First Division status in the realm of soccer! "Something achieved, something gained and now, we hope retained. With every good wish."

The Secretary of LUTON BREWERY wrote, "May I, on behalf of all associated with the Luton Brewery, offer our sincere congratulations to the Luton Town Football Club upon their well-earned promotion to the First Division and to extend every good wish for their continued success."

The MAYOR OF WATFORD in a telegram to the Mayor of Luton, said "Congratulations. Mighty achievement to First Division."

RANG FROM INVERNESS

Mr. Rogers, manager of INVERNESS CLACHNACUDDIN from which club the Town signed George McLeod rang from Inverness to add his congratulations.

LUTON BAND said, "It gives us great pleasure on this momentous occasion to ask you to convey to the Board of Directors, the Manager, the players and the staff our most sincere congratulations on the wonderful feat of achieving First Division status. "We have never wavered in our belief that Luton Town F.C. were all out for promotion and the realisation gives us, too, a great measure of satisfaction."

"Now we look forward to season 1955-56, confident that the spirit which prevailed this season will suffice to ensure that the presence of Luton F.C. will be strongly felt."

A former DIRECTOR OF THE TOWN F.C., who was on the Board when they gained their

last promotion success, Mr. S. H. Godfrey, wrote, "As an old Director of the club, I should like to offer to the Board my very sincere congratulations on their promotion to the First Division."

"I know something of the strain it must have been both on the Board as well as the team."

"I am only sorry that I dare not risk seeing any matches, but my interest has been there at every match, home and away."

From the PAPWORTH VILLAGE SETTLEMENT there was this letter, "Well done! I believe I have mentioned to you in the past that Papworth's interest in your club is by no means confined to your many gifts to the Settlement, and I cannot let this occasion pass without letting you know how gratified we all were by your splendid achievement last Saturday."

"This will, I know, be a particular source of satisfaction to the considerable number of our settlers and staff whom you number among your supporters."

CHIEF CONSTABLE OF MONMOUTHSHIRE and formerly of Luton, Mr. R. Alderson wired, "Congratulations and best wishes for the future."

CAPTAIN'S PARENTS SEND GOOD WISHES

MR. AND MRS. OWEN, of Birmingham, parents of Sid Owen, sent this message, "Congratulations on your success and good luck in the future."

A LUTON EXILE living in Liverpool, wrote "Though now an exile, I have followed the matches with keen interest and after their splendid fight in the Anfield mud a few weeks ago, I had little doubt that this would be your year."

Two lots of Lutonians now living in SOUTHSEA, wrote letters of congratulation and said they were looking forward to seeing the team at Fratton Park, Portsmouth, next season.

A supporter in GILLINGHAM wired, "Congratulations on magnificent victory. Thank you for season's excellent football."

Four season ticket-holders from LEIGHTON BUZZARD wrote expressing their appreciation of the grand football they had had the privilege of seeing at Kenilworth-road this season and expressed the view

that Luton will finish well up in the First Division. A Lutonian in ABERDEEN, Dally Duncan's home town, wired his best wishes and there was also a message from the Stationmaster of Bushey.

Former ARSENAL centre-half, Bernard Joy, now of "The Star," wrote, "Heartiest congratulations for your fine effort in gaining promotion to the First Division. "I realise that your insistence on good football is the cornerstone of the club's triumph."

Scott Hall, of the "Daily Sketch," also sent his good wishes.

In addition, there have been many congratulatory messages by letter, phone and telegram from regular supporters.

From the President of the club, Mr. Charles Jeyes, came the following message, "Now that the season is finished, my congratulations to the club and players in getting promotion."

"It has been a great, grand struggle, but the aim has been achieved and I wish you every success in the new company."

.297 Of A Goal Decided Title

In the closest ever finish in the Second Division in which the three leading teams had the same number of points the Town were beaten for the title by Birmingham by .297 of a goal.

Their margin over Rotherham United was rather less, being only .22. Goal averages of these three teams worked out like this: Birmingham, 1.97, Luton 1.66, Rotherham 1.46.

Fact that Birmingham are to accompany the Town into the First Division completes a notable double for the Town captain Sid Owen who is Birmingham born and who played for the St. Andrew's club before he was transferred to the Town.

LUTON TOWN'S RECORD IN THE SECOND DIVISION

		P	W	D	L	F	A	P
1937-38	.. 12th	42	15	10	17	89	86	40
1938-39	.. 7th	42	22	5	15	82	66	49
1946-47	.. 13th	42	16	7	19	71	73	39
1947-48	.. 13th	42	14	12	16	56	59	49
1948-49	.. 10th	42	14	12	16	55	57	40
1949-50	.. 17th	42	10	18	14	41	51	34
1950-51	.. 19th	42	9	14	19	57	70	32
1951-52	.. 8th	42	16	12	14	77	78	44
1952-53	.. 3rd	42	22	8	12	84	49	52
1953-54	.. 6th	42	18	12	12	64	59	48
1954-55	.. 2nd	42	23	8	11	88	53	54

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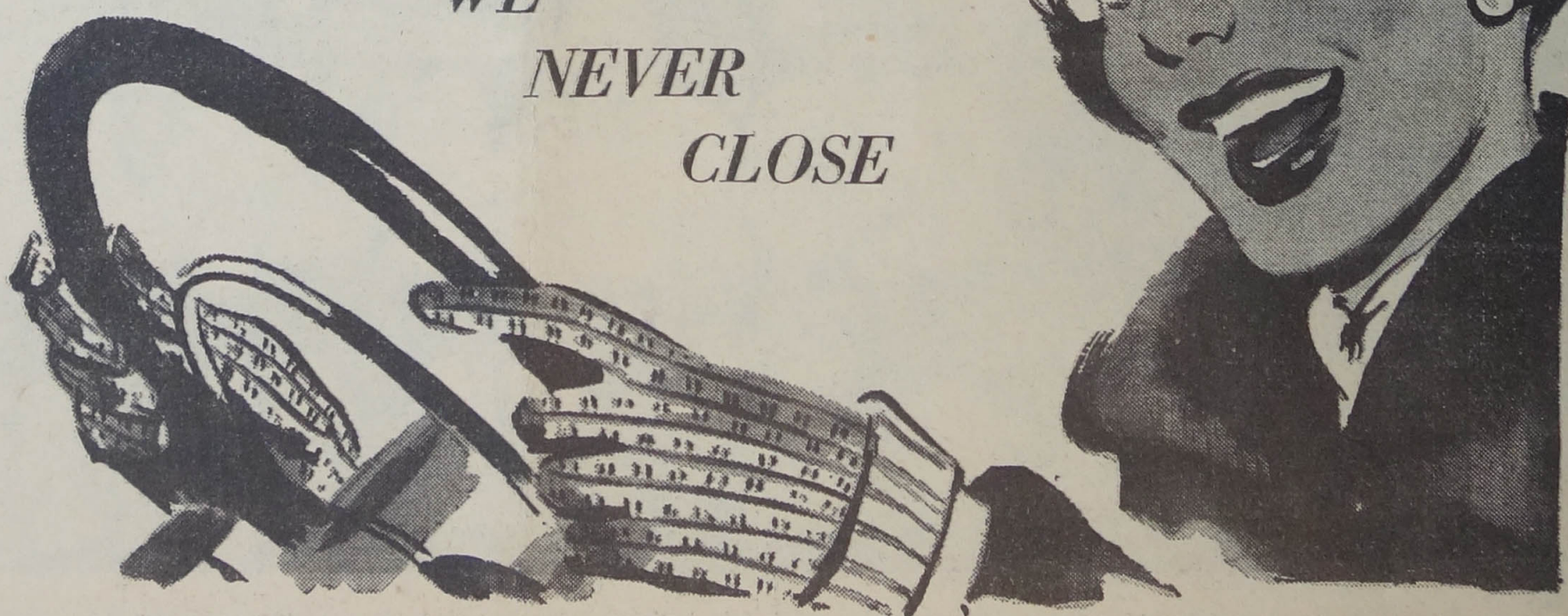
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WILL NOT BE AMONG STRANGERS

TOWN HAVE MET ALL THE CLUBS BEFORE

Some Of The Stars Fans Will See Next Season

They will be by no means strange surroundings in which the Town find themselves when they make their First Division bow next season.

Twelve of their new opponents they have met in the Second Division since their promotion in 1937—Manchester United, Manchester City, Aston Villa, Newcastle United, Burnley, Everton, Preston North End, West Bromwich Albion, Huddersfield Town, Sheffield United, Tottenham Hotspur and Cardiff City.

There have been recent Cup encounters, too, with Portsmouth, Charlton Athletic, Bolton Wanderers, Blackpool and Arsenal.

Going a little further back, there was a Cup meeting with Sunderland before the war, and both Wolves and Chelsea were played at various times when wartime sectional football was in being.

So, in point of fact, there is no team in the First Division whom the Town have not met during the last 20 years.

Now, there will be no need for local fans to go to Highbury, Stamford Bridge or White Hart Lane to see the top stars in football—they will all be appearing at Kenilworth-road in turn.

"We should get a lot of the support that goes to London at the moment," says the Town Chairman.

When one thinks of the players who will be playing here next season, it is no wonder that enthusiasm is already at a high pitch, as is proved by the application for season tickets.

Blackpool will be bringing the immortal Stanley Matthews against whom Bud Aherne had four such very good games in the Cup-ties last season.

WOLVES' ENGLAND MEN

With Wolves, there will be the England captain, Billy Wright, together with fellow - Inter-

nationals, Johnny Hancocks, Bert Williams, Roy Swinbourne and Denis Wilshaw.

With Sunderland, fabulous spenders in the past, will be Len Shackleton, Ken Chisholm, Charlie Fleming, Billy Elliott and Ted Purdon, to mention only five of their stars.

Of Manchester City and Don Revie, the player of the year, we have recent knowledge, while their Wembley opponents to-day have a host of top-class names such as Jackie Milburn and Bobby Mitchell.

"Spurs, now going through the transitional period that comes to every club; Arsenal, pulled back to something like their mighty best, mainly through the introduction of youth, and Chelsea, with England men, Roy Bentley and Frank Blunstone in their forward line, are obvious crowd-pullers.

With Preston North End, we shall hope to see the great Tom Finney, out of action recently because of injury, and Sheffield United's Jimmy Hagan is still one of the most accomplished inside-forwards in the game.

Another first-class attraction will be Manchester United with their talented youngsters, including Duncan Edwards, who has burst on the International scene at almost an incredibly early age, and with Portsmouth, there will be England wing-halves Len Phillips and Jimmy Dickinson, together with Scottish cap, John Henderson.

Plenty here to whet the appetite of the local supporters on the threshold of what should be the most exciting season in the club's long history.

EVERYBODY PULLED HIS WEIGHT

(Continued from Page III)

worth-road, they beat Bristol Rovers.

So, to last Saturday when, accompanied by hundreds of supporters, they tackled perhaps their most difficult task of all—to make sure of winning at Doncaster. That is too recent history for me to need to remind the fans of what happened there, but it was a thrilling climax to a season which has been full of thrills and interest.

In a season in which team spirit has played such a big part, one hesitates to single out individual players, but special mention must be made of the magnificent captain's part played by Owen.

Right through, this most consistent player has been the sheet anchor of the defence, as we have quickly realised when he has been missing from the line-up. No player is more fitted to lead an F.A. touring party than the Town centre-half, who has been given this honour in the West Indies.

Behind him, all this season, has been the all-Eire full-back partnership of Seamus Dunne and Bud Aherne, both of whom have not missed a single match.

Aherne has been one of the stoutest pillars in this solid Town defence and another has been the hard-working Wally Shanks, a player who does not seek the limelight, but does his job in a quiet, workmanlike manner.

TURNER DID A "PAYNE ACT"

In several matches only Baynham's brilliance has stood between the Town and defeat, as happened on occasion when Stretton was in the side early in the season, and the Town are fortunate to have two such capable goalkeepers, and another coming along of the calibre of Alan Collier.

Forward, the outstanding part has been played by Gordon Turner, and, if Joe Payne "shot" the Town into the Second Division, it is fair to say that Turner has done the same to lift them into the higher sphere.

In 42 League games, he has scored 32 goals and five more in Cup-ties bring his tally to 37, a magnificent performance which was rewarded to some extent by his selection as reserve to the England "B" team.

That the forwards should overcome the handicap left by the departure of Payne to such a marked extent is a most creditable performance and it was noticeable last season that there were more goals from the extreme wings.

Roy Davies got into double figures for the first time and Adam would have done so, but for that unfortunate mishap in December, after which he did not find the net.

Injury, too, affected George Cummins in the closing phase of the season, but he had a brilliant spell in which he schemed most effectively.

On the occasions on which he has been called upon, and he has filled gaps at inside-left, centre-forward and outside-left, young John Groves has emphasised his high promise for the future and he should reap the benefit next season of the experience he has gained.

One of the most satisfactory features has been that whenever reserves have been called upon, they have done their job well and the confidence which the Directors placed in them by their refusal to be stampeded into buying players to fill gaps that occurred through injury, was designed to give them confidence.

It is mainly, on youth that the town are banking for the future, and their policy of bringing along their own talent and of giving every encouragement to youth football in the county is one that cannot be other than correct.

One of the mysteries this season has been why bigger attendances have not been the rule at Kenilworth-road.

RESULTS JUSTIFIED BIGGER GATES

The Town have been playing attractive football and, what is more, getting the results through it, but even that failed to rouse real enthusiasm until near the end of the season.

The 21 home League games were watched by 363,385 people, giving an overall average of 17,300 and this was only made possible by a decided increase in the gates during the latter half of the season.

Up to the end of 1954, the average was only 15,866, but thanks chiefly to the three attendances of over 20,000, the average since January has been 19,221.

For a team that has achieved such success, the support has been far from adequate but, with new and better class opposition due next season, this should be speedily remedied.

In the previous season, the average League gate was 16,036, compared with 17,213 in 1952-53 and 16,280 in 1951-52.

To make ends meet in the First Division, the Town will need to average over 20,000 and, given reasonable success on the

field, there should be no reason why this figure should not turn out to be substantially higher.

So, the Town can look back on their greatest ever season with a considerable amount of pride, for their success has been brought by sheer football ability and they have gained the reputation for playing attractive football.

Admittedly, they have had a fair share of the run of the ball, as Sid Owen admitted to me this week, but without a slice of luck no team can hope to achieve anything of a spectacular nature.

It has been a great fight from start to finish and, apart from their other qualities, the Town have shown that they are fighters who can hit back in the face of adversity.

These twin attributes should stand them in good stead in the First Division to which we are all looking forward so much.



Penalties' Vital Part

The vital part that penalty kicks have played in the Second Division promotion struggle makes interesting reading and emphasises just how narrow is the margin between success and failure in a race of this nature.

Had Reg. Noble scored from the spot for Rotherham against Port Vale last Saturday, probably the Millmoor club would have deprived the Town of success.

The one that Bobby Langton missed at Blackburn was a further slice of fortune for the Town, and Peter Murphy's successful shot from the penalty spot against Luton had a big part in Birmingham's success.

DIV. I HOLDS NO TERRORS

(Continued from Front Page)

road end terrace, which would provide additional accommodation for about 4,000 under cover, and we are also examining the possibility of putting a double-decker stand above the Bobbers' Stand.

This would seat approximately 1,400, also under cover, and the Bobbers' Stand Club are likely to help us in this direction.

"In all, when we get around to doing all these things, and we have every intention of doing so just as soon as it is practicable, the ground capacity will be about 35,000 and there will be 2,000 additional seats.

Consideration of the double-decker is still in its early infancy, but it is an indication that we are much alive to the necessity of not only increasing the capacity of the ground, but improving the amenities, and special attention will be paid to the comfort of women supporters, who are perhaps ignored too much by some football clubs.

AIM TO GIVE EVERY COMFORT

"Our aim is to give supporters every possible comfort and we want to increase the capacity so that we do not get a lot of the trouble that arises when far too many people want to see a certain key match.

"Obviously, it is impractical to enlarge a ground sufficiently to cater for everyone when there is a special attraction, perhaps only once or twice a season.

"So many hundreds of letters offering suggestions about the distribution of Cup-tie tickets were received after the match with Manchester City that it was quite impossible to answer each individually.

"Many of them contained practical suggestions, most of which had already been explored by the Board in their endeavour to devise the best method to ensure that no regular supporter would be able to complain that he cannot secure a ticket for a Cup-tie.

"At the same time, it is an almost impossible job, but we will do our best to meet the situation.

"So, forward to 1955-56 confident in our ability to acquit ourselves well as a First Division club and confident, too, that this new venture will be a big success."

ALL SPORTSMEN AGREE

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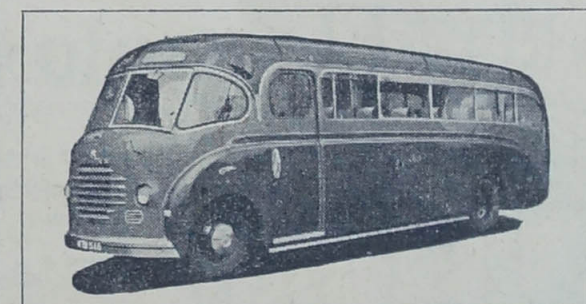


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Old England

* Old England Winchester shirts, with two trubenised collars, cost 32/6.



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HARPENDEN 60

THE PATH HAS BEEN LONG AND SOMETIMES THORNY

Since their formation 70 years ago by the amalgamation of two Luton clubs, the Excelsior and the Wanderers, the Town have come a long way and, on the threshold of the entry into the highest circle, it is interesting to look back on their early days of struggle.

It was in May, 1885, that the amalgamation took place and the first ground was on what has been for many years now, Messrs. Brown's timber yard in Dunstable-road.

The first few years were comparatively uneventful, with fixtures being made with such clubs as Wellingborough Grammar School, St. Albans, Clapton, Old St. Paul's, and London Calendonians.

In 1886-7, the gate money for the season amounted to £41 4s., next year it increased by about £9 and in 1889-90, the last season of pure amateurism, the takings advanced to £87 7s. 5d.

During the following season, it was found desirable to pay some of the players for time lost and, in 1891-92, the plunge into professionalism was made, the whole of the players being paid, though the amount was necessarily very small.

In point of fact, the Town were the first club in the South of England to make open payments to players, and the fully-paid pro-

fessional was not long in making his appearance.

Results were not entirely gratifying for, although the gate money increased, expenses rose at an even greater rate.

However, such strides had been made that in 1897, Luton were elected to the Second Division of the Football League after having been one of the founder-members

IN SORE FINANCIAL STRAITS

The same year, the club became a limited company, but although the playing record in the first season in the Second Division was quite good, and the team finished eighth, travelling expenses were so heavy, and wages so high, that the club became involved in debt.

Next season, they finished 15th,

and in 1889-90 were last but one. Support had been so poor in the last two seasons that the club was then in sore financial straits, and but for the Directors taking over the whole burden, the club might have passed out of existence.

Then, the decision was taken to return to the Southern League for which they were accepted.

Worst season in history was 1911-12 after which they were relegated to Division II of the Southern League, but promotion was won in 1913-14, Luton finishing second to Croydon Common, who had a better goal average.

It was for the first match of the 1905-6 season that the present ground was opened and this was an occasion made remarkable by a strange coincidence of names.

Mr. J. W. Green, of Green's Brewery, kicked off, the referee's name was Mr. Green, Mr. Charles Green was the club Secretary, and Plymouth, their opponents, were wearing their traditional green shirts.

Came the hiatus caused by the First World War and Luton retained membership of the Southern League until 1920 when they were one of the original

clubs to form the new Southern Section of the Third Division.

Then followed 17 seasons of struggle to really put Luton on the football map, culminating with their promotion to the

a unique distinction in that they had three players chosen to play in an International match.

This was at Belfast on October 22, 1921, when Ernie Simms led the England attack and Alan Mathieson and Louis Bookman formed the Irish right wing.

One who did much in the early days of the club was the late Mr. Harry Arnold, who was Chairman for a long spell and then President from 1929 until his death in 1946.

Following him as Chairman was Mr. E. G. Gibbs and then Mr. Charles Jeyes, who had been a Director since 1927, was appointed Chairman in 1933.

He continued to hold that position, apart from a break of two years at the latter end of the last war until his resignation from the Board nearly 12 months ago.

It has been a long, sometimes thorny path that the Town have trodden over the years, but far-sightedness and determination has enabled them to realise the ambition which they have cherished for so long.

There is no doubt that the biggest task yet lies before them now, but it is in good heart and with full confidence that they join the aristocracy of the First Division.



Second Division at the end of the 1936-37 season, made memorable by Joe Payne's remarkable record of 55 goals in League matches.

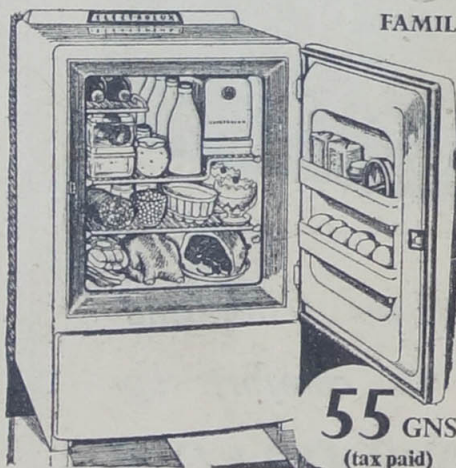
While they were still in the Third Division, the club gained



This interesting picture shows Luton's ground as it was before they moved to Kenilworth-road. How times change! In those days the ground was practically surrounded by open country, with a line of tall trees flanking one end.

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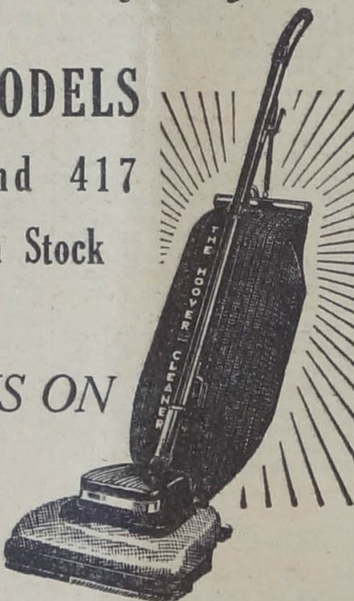
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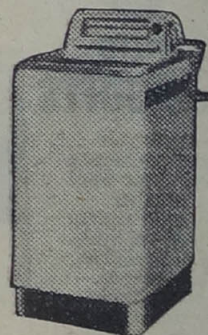


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* Oh, what excitement there was on the Town ground that May afternoon in 1937 *
* when Luton pulled off the 2-0 win over Torquay that clinched promotion. The *
* tense crowd had roared its appreciation when Joe Payne scored the first goal; *
* and as Payne flicked in the second (inset above) the ground rocked. The final *
* whistle—and fans stormed on to the pitch chanting "We want Joe". Coen and *
* King, last players to leave the field, had to be rescued from their supporters by *
* police. *



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7 OUTSIDE-RIGHT S. Hingals					9 CENTRE-FORWARD P. Oles				
8 INSIDE-RIGHT S. Ederwood					10 INSIDE-LEFT S. Proose				
					11 OUTSIDE-LEFT T. R. Ellis				

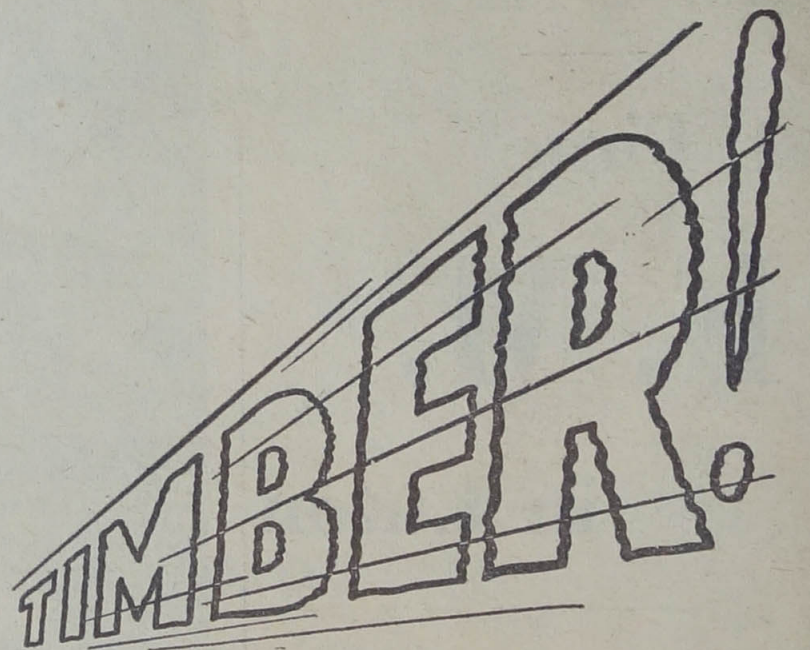
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