

Go, Go, Going Up!



Luton Town

**OFFICIAL SOUVENIR BROCHURE
TO CELEBRATE WINNING THE
FOURTH DIVISION CHAMPIONSHIP
IN THE SEASON 1967-68**

Also incorporating match programme

2/6

**TOWN v.
BRENTFORD**

at Luton on May 11th



TRUE PREDICTION!

By TOM HODGSON, Chairman

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Before this season began I went on record with the confident prediction that promotion would be gained and I am most gratified that the optimism, which was greeted with some scepticism in certain quarters, has been fully justified.

It was based on the knowledge that in Allan Brown we have a manager who is a shrewd judge of a player and who knew exactly what he wanted and left no stone unturned to get it.

Now we are on the way up again after several years of declining fortunes and I would emphasise that we regard this as merely the first step towards the full restoration of the club's fortunes.

Next aim is Second Division football as quickly as is humanly possible and ambitious plans have already been made for next season.

These include the impending appointment of a coach, who can also act as assistant manager in order to give Allan Brown more freedom of action; an expansion of our scouting system, especially in Scotland; and a strengthening of the playing staff by the signing of three or four experienced men.

For the tremendous success we have had this season my thanks are due to everyone who has helped in the slightest degree.

Of course, it is the players who have done the job and no praise can be too high for the way in which they have backed the manager and enabled us to fulfil our initial ambition. The atmosphere in the dressing room has been as good as I have ever known it.



Directors and officials of Luton Town: Front row: J. A. C. Bain, A. F. England, T. Hodgson (chairman), L. S. Hawkins, B. G. England. Back row: R. Readhead (secretary), H. Richardson, A. T. Hunt, Allan Brown (manager), R. I. Burr, D. Davidson (trainer).



A happy Ian Buxton raises his arms in triumph after putting the Town ahead against Workington early in the season. This goal set the Town up for a 4-0 victory and two more points into their championship bag.

SLIPPERY SLIDE HALTED AT LAST

By ERIC PUGH, 'Chiltern' of The 'Luton News' and the 'Green 'Un'

To arrest the slippery slide that has been the Town's portion since they began on their disastrous path which plunged them dramatically from the First Division to the Fourth, in record time, has taken eight years.

Various reasons have been advanced for the drastic decline in the club's fortunes, but these have no place in a celebration brochure of this sort.

Rather should we look for the cause of the fact that Luton Town are again on the way up, with the Second Division, in which they were once a power, as the next target.

Without doubt, the major factor has been the near miracle wrought by Allan Brown, who took on a daunting task when he was appointed manager a year last November.

At that time the team were showing distinct signs of having to face up to the ultimate disaster — that of having to apply for re-election — but, under his guidance, that was averted with something to spare, thanks to a couple of shrewd signings.

At the end of last season there was severe pruning which left Brown elbow room to build a team according to his own ideas.

By applying himself indefatigably to the task during the summer he produced a side full of belief in its own ability which had been something of a rarity at Luton in the years that preceded his arrival.

In doing so, he was helped by the fact that additions to the Board brought a considerable easing of the financial position, which meant

that he could go out to spend a five-figure fee, if necessary, as it was in the case of Ian Buxton when Rodney Green went down with a severe injury.

The start of the season brought a testing period, for only four of the first 11 matches were at home, but the Town came through it with 14 points and only two defeats.

From that point onward promotion was a definite probability, especially as that opening spell was followed by seven consecutive victories.

Since then, only at the turn of the year, when consecutive defeats were suffered at Bradford and Hartlepool, has there been much doubt about the prize being won.

Even though, at times, they were badly hit by injuries, a long run of consecutive matches without defeat was reeled off.

At this critical time the reserves called upon proved their ability and that the team spirit did not suffer is a tribute to the fine atmosphere there has been in the club all season.

As the Town have proved themselves to be a cut above the run-of-the-mill Fourth Division side, I see no reason why they should not more than hold their own in the higher sphere and, maybe, go a long way towards repeating their success of this season.

Additions to the experienced playing staff, there will be, though the current heroes will have their chance first, which is only right and proper after their great season.

All did a fine job for the team

Team spirit, I am firmly convinced, has carried us through to this rich prize. It has begun at the top with the chairman and the directors, overflowed into the dressing room and on to the pitch where, of course, the doughty deeds have had to be done by the players.

For me, for everything to come off as I planned it, to be champions in my first full season with the club, has been a great thing.

When I took over here the team were second from the bottom but, even last season, I felt that there was some potential in the team which could blossom forth with strengthening in certain departments.

Before long I came to the conclusion that the back of the defence needed strengthening, which was accomplished by the signing of Terry Branston, who has brought such stability, experience and generalship that he has made others play above themselves.

For instance, John Moore has had a great season and Max Dougan, in his new-found position of right-back and Freddie Jardine, have both done well. Hereabouts, I would like to say, that Tommy Hare has been most unfortunate in that he lost a regular place through injury.

REST WILL HELP SLOUGH

Considering the fact that he had only lately recovered from a cartilage operation, Alan Slough has done a fine job, and I feel that the close season rest will enable him to fulfil all his promise of becoming a really fine player.

One has only to look at the League table and the "goals for" to see that the forwards have done a great job.

Keith Allen has come in for criticism he does not deserve because he has been making space for others like Ian Buxton and Bruce Rioch to score goals, and has even allowed the wing halves to come through by his running off the ball.

Wingers Graham French and Ray Whittaker are two of the most successful in Division IV and, as for Rioch, there is no need really to say much about him, judging from the enquiries we have had from other clubs.

A boy who can score goals from deep positions, as he can, is a tremendous asset to any team and, in my book, he has an integral role to play in our bid for Division II football.

MONEY WELL SPENT

Our biggest-ever fee went on Buxton when we had need for a striker, and he has scored so many vital goals that this cannot be regarded as other than money well spent. And, to go back to the defence, Tony Read has such potential that there is no reason why he should not reach the highest status in the game.

But the triumph was not confined to eleven men. Our reserve strength played a great part with such as Billy McDerment, who was almost the permanent 12th man and whose value is unlimited; Mickey Brown, Rodney Green, George Potter and, in fact, everyone who has appeared in the side.

Looking ahead to next season, there will be reinforcing of certain positions but, to be fair to the boys who got us promotion, we must give them a go in the Third Division.

When I first came back here the attendance was a mere 4,500. Now it is 12,000 and I feel that, if we can continue in winning vein, it will be even bigger next season. The support we have received home and away has been tremendous and a major factor in our success.



By
ALLAN BROWN,
Manager

When it last happened . . .



It was in 1955 that Luton had a promotion-year to celebrate, when they were runners-up to Birmingham City in Division Two.

Pictured above are the directors, players and officials who played their part in that promotion bid.

Back row (left to right): G. Cummins, A. Collier, R. Morton, B. Streten, C. Watkins, R. Baynham, W. Shanks, W. Dallas.

Second row: T. Mackey (assistant trainer), A. Taylor, N. Arnison, R. Davies, P. MacEwan, J. Scott, T. Kelly, A. Thompson, H. Wright (trainer), T. Kelley sen. (coach).

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. P. Wright, B. Aherne, Mr. A. F. England, J. Pye, Mr. P. G. Mitchell (chairman), S. Owen (capt.), Mr. H. Richardson, B. Mitchell, Mr. H. S. Hewson and Dr. E. J. Crarer.

The last cause for Champagne!



Last big chapter in the club's history was when they reached the FA Cup Final in 1959. The team, beaten 2-1 by Nottingham Forest at Wembley, and which played in every round up to the Final were:

Back row: Frank King (trainer), John Groves, Brendan McNally, Ron Baynham, Dave Pacey, Ken Hawkes.

Front row: Billy Bingham, Allan Brown, Syd Owen (capt), Bob Morton, George Cummins, Tony Gregory.

SPOTLIGHT ON BRENTFORD

Without any doubt, Brentford were the most publicised Fourth Division club last season, following the shock announcement of the possibility of them going out of existence through Queen's Park Rangers taking over their Griffin Park ground.

After a public outcry, a committee was formed, headed by the present chairman, Ron Blindell and, after weeks of negotiations, a reconstructed Board ensured the continuance of the club.

Like the Town, they were once a respected First Division club, losing their place in 1947.

Pen pictures of the players likely to be seen today:—

GORDON PHILLIPS (goalkeeper). Former junior who established himself so well last season that he allowed the experienced Chick Brodie only eight games.

ALAN HAWLEY (right-back). Only 21, yet has nearly five years' experience behind him, because he was only 16 when he made his debut. Has been the target for several big clubs.

ALLAN NELMES (right-back). Signed during the summer from Chelsea and quickly established himself. Has also figured at centre-half and centre-forward.

ALLAN JONES (left-back). Signed from Liverpool four years ago after some First Division experience. Has played in nearly 200 league games and has been watched by the Welsh selectors.

TOMMY HIGGINSON (right-half). Renowned for his stamina and, in the close season, was first home in a walk from Brighton to Brentford which raised £1,000 for the club. Has played in seven different positions for Brentford.

PETER GELSON (centre-half). An ex-Brentford junior, who began his career as an inside-forward, but later settled in at centre-half where he has made over 200 appearances. Is the team captain.

JOHN RICHARDSON (left-half). Nephew of former team manager, Billy Gray, and followed him from Millwall. Only 18, he made 20 league appearances last season before breaking a leg at Port Vale. Now he is playing with much confidence again.

GEORGE DOBSON (outside-right). A youngster spotted locally by Brentford who played two league games last season and has made great progress during this campaign.

RON FENTON (inside-right). Expensive signing in January from Birmingham City. Before that he had considerable First Division experience with Burnley and West Bromwich.

KEITH HOOKER (inside-forward). A player of high promise who is still a teenager. Made his debut last season and became the youngest Brentford player to score a league goal—a few days past his 17th birthday.

IAN LAWTHOR (centre-forward). An Irish international who played previously with Sunderland, Blackburn Rovers and Scunthorpe United. Had the distinction of signing for Brentford in the House of Commons.

BOBBY ROSS (inside- or outside-left). Was an ever-present force last season. A very versatile player who has occupied six positions since he was signed from Shrewsbury Town in March, 1966.

ALLAN MANSLEY (outside-left). Was at Wembley 12 months ago as Skelmersdale's outside-left in the Amateur Cup Final against Enfield. Signed professional forms for Blackpool during the close season and was transferred to Brentford on the same day as Fenton.

The Directors of Luton Town FC wish to thank all those members of the London, Northern and Scottish Stock Exchanges who have contributed to the success of this brochure.

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THERE WAS TENSION NEAR FINISH

By **BRUCE RIOCH**, Town's Inside-left

From all points of view this has been a good season for me. Primarily, perhaps, because I kept clear of serious injury, which was not the case the previous year, when I had to miss a number of matches.

Of course, it has always been my ambition to be a member of a promotion team with Luton, the club I joined as an apprentice straight from school in July, 1963, when Luton had just suffered relegation from Division II.

Although this season I seem to have gained something of a reputation as a marksman and am the club's leading scorer, I have not gone looking for goals, but I have been lucky in that the chances have come my way in positions from which I have been able to take advantage of them.

LUCK OF THE GAME

It is a strange fact that, when you get a few goals the others just come along. Yet there are times when it seems just impossible for the ball to go into the net, which just illustrates the luck of the game.

Around Easter I was having a lean spell when just nothing was going right and, to make matters worse, there was terrific tension building up among us just at that time.

Especially in the match against Chester. The early goals we were seeking did not come early and, after that, we were trying too hard without any result.

To me, that goal at Halifax which clinched the promotion issue so far as we were concerned was a great relief because it brought to an end a blank period.

This season I feel it has been of benefit to me to have been allotted a mid-field role because, despite the close marking, I find that there is just that fraction more time than was coming my way than I had previously as a striker.

Division III football will not be new to me because I had about 30 games in it during the club's previous spell there.

My expectations are that reactions will have to be that much quicker on the field because players in Division III as a general rule have more skill and ability.

TEAM SPIRIT

There could not have been better spirit in the team than there has been this season and everybody has been helping each other, which has had a lot to do with the success we have achieved.

Without any doubt at all Allan Brown has made a tremendous difference since he took over. When he came the club was just about at the bottom of a slump and it really is remarkable what he has achieved in a comparatively short time. A considerable factor has been the confidence he has instilled in the players.

This season we have enjoyed great support from the fans and there has been a terrific atmosphere on the ground at home matches which has meant a great deal to us.

There has been much speculation about my future. All I will say is that I am ambitious to get on in the game and that I shall be seeing the manager at the end of the season.



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Also those who have given us donations but have preferred to remain anonymous.

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BOBBERS' CLUB IS DOING WELL

By **LEN HAWKINS,**
President and Chairman

Success which the team has had on the field this season has been reflected, undoubtedly, by a faster growth than ever before in the membership of the Bobbers' Stand and Supporters' Club.

Through the dark days, the loyalists of the Bobbers have stuck to the parent club through thick and thin and they are only too pleased to welcome new recruits to their ranks.

This has been another year of sustained effort from all concerned and, as president and chairman of this flourishing concern, I am happy to report that there has been the fullest support from the officers and committee.

COMBINED OFFICE

In this respect, I would mention, particularly the vice-chairman, Arthur Wright, who has for long combined that office with the duties of honorary treasurer.

Now, some of the responsibility has been taken off his shoulders by the appointment of Stan Hudson as assistant treasurer, and he has settled in to do an invaluable job.

Another who has done a tremendous amount of work over the years is the secretary, Jim McVay, who has quite an arduous job at times.

Always the aim of the Bobbers' Club has been to provide maximum support, financial and otherwise, for the parent club.

This season, in place of our usual annual donation, we assumed responsibility for the installation of the new rainbow seating in the main stand at a cost of around £9,000.

Undoubtedly this has been a major step towards improving the amenities of the ground and has certainly meant more comfort for the supporters.

OVER £50,000

Apart from that, the total handed over in hard cash through the years is considerably

in excess of £50,000 and that takes no account of the early work done on improving the ground under the guidance of the former president, Mr. Phil Wright.

Money-raising activities aside, the club has done much to organise social events and there is a lively indoor games section with teams operating in the local leagues.

A comparatively recent innovation is the Football Queen competition which has proved so popular and which has drawn a full house to the club on each occasion it has been held.

JUNIOR SECTION

From the Bobbers there has been a fine following at nearly every away match, whatever the distance, led invariably by Frank Sheppard and his wife and Ken Emmerton.

In addition, there is a flourishing junior section, who recently elected the Town skipper, Terry Branston, as their player of the year, and a popular choice it proved to be.

In respect of fund raising, it is opportune here to pay tribute to our pools organiser, Ted Payne, and his assistants, for the fine job they are doing.

The pools are still very much on the up and up and, for the past few years, have provided a source of income with which the football club simply could not have done without.



Front row: C. Ellis, J. McVay (hon. secretary), L. S. Hawkins (president and chairman), A. C. Wright (vice-chairman and hon. treasurer), S. Hudson (assistant hon. treasurer).
Back row: L. Hawes, D. Bailey, B. Spittles, S. Short (steward), F. Sheppard, K. Emmerton.

SOLID EFFORT FROM THE TEAM

By **TERRY BRANSTON**, Club Captain

During my playing career, something important, whether it has been being involved in promotion or relegation, has happened to me every second year.

At Northampton, it was both, because we won promotion three times and suffered the drop twice, and I am only too glad that the honours have come during my first season at Luton.

After about a dozen games this season I was confident that we had a team with the ability to make a successful bid for promotion and, in fact, there has never been any real doubt in my mind that we would land the promotion prize and, for quite a few months, I have been certain that the championship would come our way as well.

ONE ROUGH PATCH

Apart from one rough patch recently when we had three or four players in the hands of the trainer, we have been reasonably fortunate with injuries. When the testing time came, the other members of the first-team pool — they are not reserves to me — came in to do a remarkable job.

Since I came here, I have earned the nickname of "Shouter" because of the way I make certain that my instructions on the field are heard.

I have heard some supporters telling me to "shut up," but that does not worry me because I am only doing my best to ensure that victory will come our way.

The main thing is that the other players do not mind and however demonstrative I may have seemed at times on the field, I can assure you that we are all the best of friends and there has never been a single instance of recrimination afterwards.

GOALS FROM HALF-BACKS

In this respect, without seeking any credit for myself, I would point to the 15 goals which have come from the half-back line, and proves that even defenders like John Moore and myself can go up there and snatch one when the heat is really on. And, of course, Bruce Rioch has always been there, ready to knock one in just when we needed it.

More than anything else, though, this has been a solid team effort in which players have proved that they can occupy more than one position when we have been really pushed. Readily to mind comes the switch of Keith Allen to right-half at Workington where he played a blinder.

During last summer, I was considering several lucrative efforts from non-league clubs, with the intention of combining football with a business interest.

Then Allan Brown came to see me and convinced me that there was a place for me at Luton and a real job to be done. I did not need a great deal of persuading and can only say how pleased I am that it turned out so well.

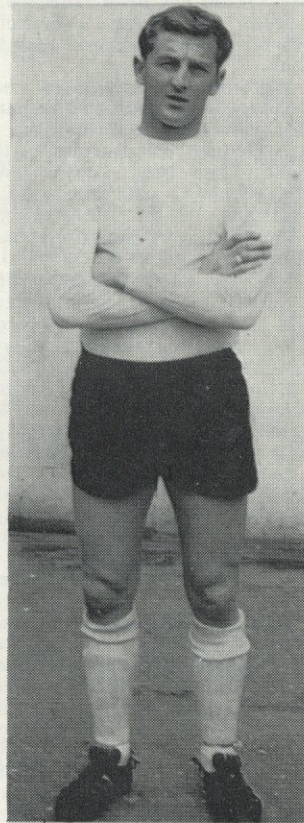
All this season we have tried to play attractive, attacking football, especially at home and have gone on to negative defence only on rare occasions in away games when circumstances dictated that this was absolutely necessary.

Yet, I am a defensive player and a big believer in the fact that the defence must be right before success can be expected.

Games are won down the middle, not through the wings, and for that reason good cover on a centre-half is absolutely essential. I have certainly had that.

Trainer Doug Davidson has been a lucky talisman to us since he joined the club and was associated with us almost throughout our long, unbeaten run.

To everybody who has helped us land this prize, I say "Thanks" on behalf of the boys and particularly to those fans who have followed us through thick and thin, especially those who never miss an away match.



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THESE ARE THE PLAYERS

Here are brief biographical details of all the players who have helped to land the coveted prize of the Fourth Division championship and the chance of a higher grade of football at Kenilworth-road next season.

TONY READ (goalkeeper). At one time combined his goalkeeping duties with that of a scoring inside-forward and is probably the only regular wearer of the green jersey with a League hat-trick to his credit. Began his career with Sheffield Wednesday and moved on to Peterborough United, from whom he joined Luton in March, 1965.

BILL TAYLOR (goalkeeper). A Scot, who came here initially on a trial period from Partick Thistle. Was given his chance in the League side around Christmas when he played in three consecutive matches and showed sufficiently impressive form to be given terms for the remainder of the season, and a fee was duly paid to Thistle.

MAX DOUGAN (right-back). Was the first signing made by Allan Brown when he joined the club about 18 months ago and cost a sizeable transfer fee to Leicester City as a centre-half. There he played regularly for the latter half of the season, but was converted successfully to his present position. Gained five Scottish amateur caps whilst with Queen's Park.

TOM HARE (right-back). One of the unlucky players this season because he was holding down a regular place until he suffered a nasty injury at Doncaster. Afterwards, Dougan took his chance so well that Hare has been in only rarely since. A Scot, he was signed from Southampton.

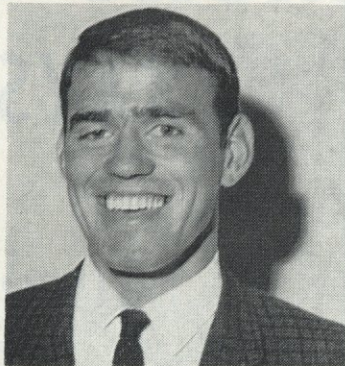
FREDDIE JARDINE (left-back). Longest serving player on the books because he has now completed seven seasons. Originally he was signed from Dundee as an outside-left, and it was after his ability as a defender in practice matches was noted that he was converted into a defender and he has proved most consistent.

ALAN SLOUGH (right-half). A local product who graduated through the amateur and apprentice ranks to the League side, where he has played in a variety of positions. Had a cartilage operation at the end of last season, but has played a full part in the success.

BILLY McDERMENT (right-half). Quite an expensive close-season signing from Leicester City, he has been a most useful asset because he has gone in cheerfully in several positions, though, for the most part, he has been kept in reserve as the substitute. Another Scot.

TERRY BRANSTON (centre-half). The man around whom the defence has revolved this season and who has done a great deal to strengthen and stabilise it. Had nine seasons with Northampton and shared in their rise from Division IV to Division I.

JOHN MOORE (left-half). Has had a remarkably good season, falling naturally into line as one of the back four, where he and Branston have developed a fine understanding. Joined Luton three seasons ago after Motherwell had given him a free transfer.



Billy McDerment



Mickey Brown



Tom Hare

WHO WON THE TITLE

GRAHAM FRENCH (outside-right). Has sound claims to being described as the cleverest winger in Division IV and, on his day, he can be a match-winner. A former youth international, a brilliant career was predicted for him and he had spells with Shrewsbury Town, Swindon Town, Watford and Wellington before joining the Town.

JOHN RYAN (outside-right). Was at Wigan, when Allan Brown was player-manager, and was signed in October to cover a period when French was under suspension. Can count some useful performances among his ten appearances in the first team.

PETER DENTON (outside-right). Was secured as extra wing cover from Coventry City shortly before the deadline date for transfers and in the face of competition from Workington and Brentford. Has found his opportunities limited.

IAN BUXTON (inside-right). Cost the club their biggest fee for a long time from Derby County and it is generally acknowledged that he has been worth every penny. Was signed when Rodney Green went down with cartilage trouble and has scored some vital goals. A county cricketer, he has already begun the season with Derbyshire.

KEITH ALLEN (centre-forward). Was signed midway through last season from Stockport County in part-exchange for Derek Kevan and the Town are highly pleased with their part of the deal. Took over in the middle when Green was injured and has done a great job. Was previously with Grimsby Town and Portsmouth.

RODNEY GREEN (centre-forward). Much was hoped from him when he was signed for a big fee from Charlton in the close season, but he went down with a serious injury in the first week in September and has not had a regular place since. His previous clubs include Bradford, Gillingham and Grimsby Town.

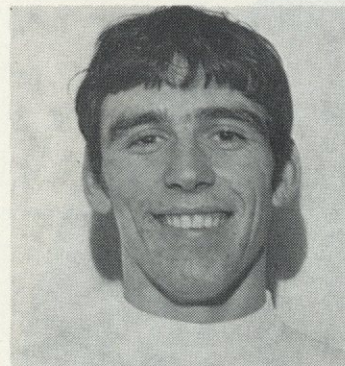
MICKEY BROWN (centre-forward). Has never appeared in the team in that position but, nevertheless, has played a great part as a utility player and turned in some good displays on the wing. Was previously with Millwall and Fulham.

BRUCE RIOCH (inside-left). Like Slough, he came through the junior and youth teams and has developed into one of the most sought after, young inside-forwards in the game. Despite the fact that he has been played as the midfield link, he has scored over 20 goals this season.

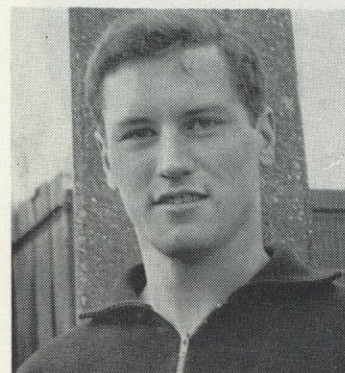
RAY WHITTAKER (outside-left). Like French, he was a youth international and joined Arsenal, from whom Luton signed him in March, 1964. A natural left-footed player, he lays on a number of chances and is the acknowledged expert from the penalty spot.

BRIAN JOHNSON (wing-man). Has had an unfortunate time because two serious knee injuries have retarded his progress and limited his first-team appearances this season to only two. Hails from the north-east and was with Sunderland when Luton signed him two seasons ago.

GEORGE POTTER (wing-half). A Scot who is still on an extended trial period from Forfar Athletic, but who has turned in two or three sterling displays in the League side, particularly at Aldershot when we were up against it through injuries.



John Ryan



George Potter



Peter Denton



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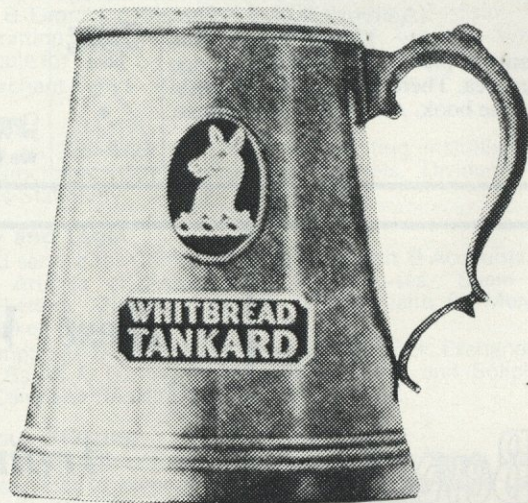
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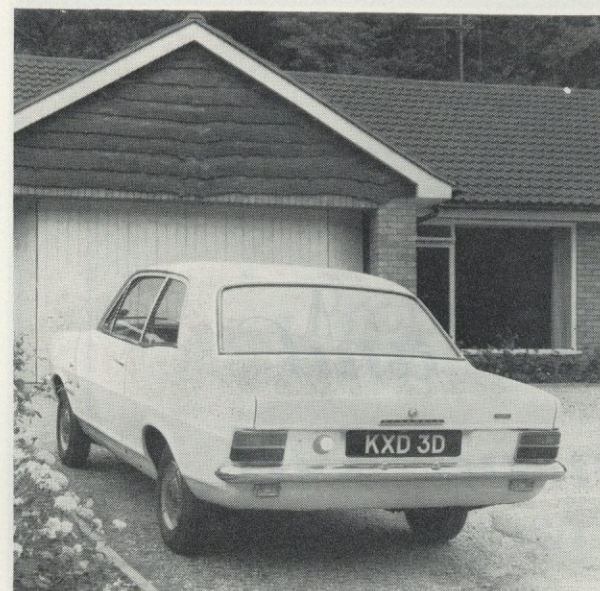
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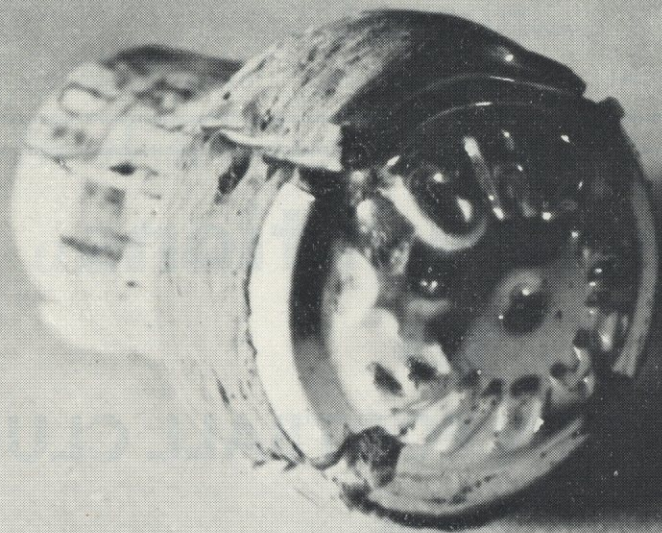
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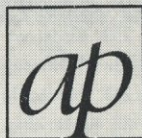
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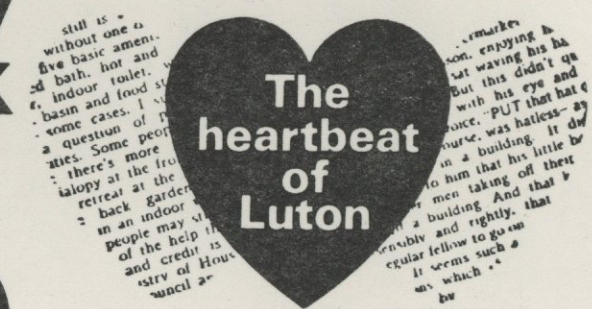


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Front row: Graham French, Ian Buxton, Keith Allen, Bruce Rioch, Roy Whittaker.

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