

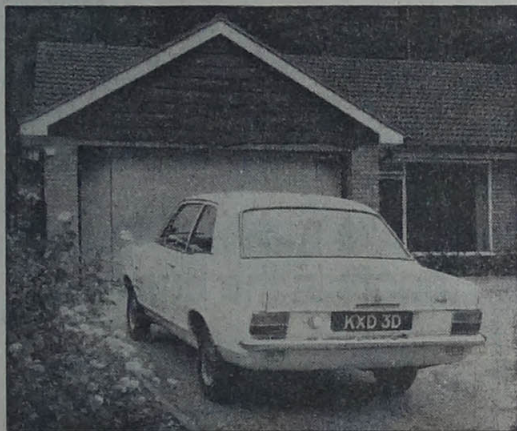
UP THE HATTERS!

SPECIAL "LUTON NEWS" FEATURE ON LUTON TOWN FOOTBALL CLUB'S PROMOTION



Historic picture taken before the home match with Crewe Alexandra of the playing staff, together with directors and officials and all those who have had a part in the smooth running of the club during the season.—GG7135K.

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Allan Brown has made the sparks fly

By CHILTERN

WHEN one looks back, it could have been considered prophetic that it was on Guy Fawkes Day, 1966, that Allan Brown took over as the Town's manager because he has certainly made the sparks fly since in guiding the Town to their first forward step in years.

Resuming his association with the Town club must have been a daunting prospect for Brown, who obviously accepted it as a challenge.

At that time, the team was struggling, lying fourth from the bottom with only 11 points from 16 matches and there were rumblings of discontent all around.

Several players had asked for transfers, and the future looked so bleak that the club were having to face up to the ultimate disaster of having to apply for re-election.

More than that, there was little money to spare for new players, but some were found to buy Max Dougan from Leicester City and Brown was in business on the way towards re-building his team.

Another deal, at a bargain price from Peterborough United, brought the Town the former England centre-forward Derek Kevan, and generally things began to take a turn for the better.

HAD THE BEST OF THE DEAL

In the event, Kevan did not stay here long because Stockport County, keen to drive home their promotion bid, offered Luton Keith Allen, plus a £2,000 fee for him, and this was a deal from which the Town certainly came out on the right end because Allen has proved to be a big asset.

Necessity of having to apply for re-election was avoided with something to spare in the finish, and the manager then obtained more freedom of action by giving free transfers to several players.

Just before this season began, the financial position of the club was eased considerably by the appointment to the Board of two wealthy businessmen, Messrs. A. T. Hunt and R. L. Burr, both self-confessed "football fanatics" and both determined to put Luton back in its rightful place on the football map.

BRANSTON WAS A FREE SIGNING

The change of circumstances made money available for new players, but there is no ground for doubt that Brown's most important signing cost nothing so far as a transfer fee was concerned.

When Northampton Town decided to release their centre-half for the past nine seasons,

especially in view of the hope that regular Saturday reserve team football will be played by the Town next season.

They have applied for re-admission to the Football Combination and, with the withdrawal of Brighton, it seems that they have a very good chance of being admitted at the annual meeting next month.

HARMONY IN THE DRESSING ROOM

Without any doubt at all, this has been a triumph for teamwork and team spirit, and the chairman, Tom Hodgson, has gone on record as saying that he cannot remember when there was so much harmony in the dressing room as there has been this season.

For that, much of the credit goes to Allan Brown for his wise and shrewd handling of the players and, certainly, I have not heard of a single case of a player asking for a move during this season.

Of course, success brings its own rewards and, with them, creates a harmonious effect. Certainly there could have been no happier bunch than the Town have been this season.

ALL HAVE PULLED THEIR WEIGHT

While I would attribute the success more than anything else to everybody pulling together, it stands to reason that there have been some outstanding performances.

The influence of Branston has already been noted and, in the attack, the name of Bruce Rioch has to be put forward.

Remarkably, because he has been used as a middle link, he has topped the 20 goals mark and is obviously far more effective coming through with the ball from behind than he was when used as a front runner.

His terrific shooting, especially from free-kicks around the 25 yards marks, have brought him some spectacular goals and, inevitably, have attracted attention from the larger clubs, Nottingham Forest, Tottenham Hotspur and Fulham among them.

SPECULATION ABOUT RIOCH

However, the Town never had any intention of parting with their greatest asset because, as Allan Brown once said, "Who wants to be the richest club in the Fourth?" (Continued on Page 12)

Without fuss or waste of time, the Town went into the market for a replacement in the person of the Derbyshire cricketer, Ian Buxton, who had had a long successful spell with Derby County.

Fee for him was in the region of £11,000 and it proved a shrewd investment, with an eye to the future, as well as immediate requirements, because there is no doubt of his skill and experience.

VITAL GOALS FROM BUXTON

Apart from that, he scored some vital goals which added up to invaluable points and the Town can regard their outlay as money well spent.

A couple of players who had free transfers, Tom Hare and Mickey Brown, also played useful roles.

The former was probably the most unlucky player on the books because he was holding down a regular place at right-back until injury befell him at Doncaster and he could not get back in the face of the consistency of Dougan, who took over from him.

TWO WINGERS WERE SIGNED

To cover a period when Graham French was under suspension, Brown went back to his old club, Wigan Athletic, for John Ryan, with whom he had played on the right wing, but neither he nor Peter Denton, who cost a substantial fee from Coventry City, were able to replace French, who was most consistent in the second half of the season.

Money was available to secure a couple of experienced players before the transfer deadline in March to press on the drive for promotion.

However, the manager felt that the players he had could do the job without further reinforcements, and he refused to be stampeded into hasty decisions.

MONEY READY FOR PLAYERS

So, that money is still there for outlay during the close season, when doubtless there will be additions to the ranks.

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Town "rode" a fine, waiting race

In racing parlance, the Town rode a perfectly judged waiting race because it was not until February 17 after their 2-0 win over Brentford at Griffin Park that they went to the top, and stayed there.

From the end of September, they were lying handily on the fringe of the top four and their decisive upward move really began at the end of January.

On the other hand, early front-runners, like Chesterfield and Southend United, "blew up" when the pressure was really on them, and missed the boat in the end.

They had a fantastic run of 19 matches, nine of them away, without defeat, and that consistency was the recipe for success.

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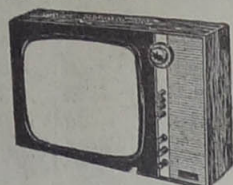
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GATES DOUBLED IN SEASON OF GLORY

Half-backs
obtained
15 goals

While, obviously the outstanding scoring feat of the season has come from Bruce Rioch, with 23 League goals, and three more in cup-ties, there is another, quite remarkable fact.

From the three regular half-backs, Slough, Branson and Moore, have come a total of 15 goals, several of them having earned absolutely vital points.

Which puts completely out of court any suggestion that the Town have been defensively minded in their approach. In any case, their average of nearly two goals a match refutes it.

THE MARKSMEN

B. RIOCH	23
K. ALLEN	14
I. BUXTON	13
R. WHITTAKER	9
A. SLOUGH	6
T. BRANSTON	5
G. FRENCH	5
J. MOORE	4
R. GREEN	3
M. BROWN	2
J. RYAN	1

By CHILTERN

WHEN the 7,103rd paying customer goes through the Kenilworth Road turnstiles on Saturday, as he assuredly will, then the Town will have exactly doubled their crowd aggregate of last season.

At the moment, the total to have watched them in home league games is 270,533 for an average of 12,296, compared with the paltry 138,818 and 6,035 of the previous season.

To have attracted substantially over a quarter of a million people after an unpromising sort of start in which the first three attendances averaged only a little over 8,000 is remarkable, but there was a progressive increase which was climaxed recently when Crewe were here for a mid-week match.

Then, on a night charged with emotion, the Town duly collected the two points they needed to make sure of the Fourth Division title.

There to see them crowd in was a fine crowd of 18,904, the biggest for four years, and which was followed three days later by the biggest Saturday attendance of the season, 14,147.

15,000 AVERAGE IS EXPECTED

Obviously, with the winning 5-1 which the Town are determined to have next season—and I am assured that money will not be spared if it is necessary to accomplish this—an overall average of over 15,000, with some crowds comfortably topping the 20,000 mark, is more than a pipe dream.

Local derby clashes with Watford and Northampton Town, both crowd-pullers in their own right, will help towards that aim.

This season's increased support was achieved with not a great deal of help, except on the rare occasion, by visiting teams bringing any weight of support.

Yet, despite the vast distances involved at times, there was never an away match in the whole of the campaign on which the Town did not have their faithful following from the Bobbers' Stand and Supporters' Club.

At Crewe last Saturday, I heard one young member of this loyal band calculate that he had travelled over 7,000 miles in support of the team this season, at goodness knows what total cost.

regret to Town officials that Oxford United have gone up into Division II because they would have provided another near local derby.

At one time, the Town players regarded Southend as the biggest threat to their ambition to win the title and there was an unaccountable fade-out by them in the closing weeks.

POETIC JUSTICE FOR THE TOWN?

Perhaps the Town might be forgiven if they feel that there was some poetic justice in this because Southend pipped them to the signing of Eddie Clayton, the all-purpose player from Tottenham Hotspur, for whom they had bid £10,000.

In the event, the Town won the prize without needing that sort of outlay and Manager Allan Brown has that much more to spend on his recruitment during the close season.

In the last couple of sea-

sons the north has had something of a stranglehold on the promotion stakes in Division IV because four northern clubs went up last time.

Of these, only Tranmere Rovers, due mainly to the unfortunate loss through injury of their leading scorer, George Yardley, who has a month's trial with the Town, have been in any sort of relegation trouble.

Stockport County, who looked promotion contenders at one time, and Barrow, will finish in respectable positions, and Southport have never had much anxiety about their future status.

SECOND DIVISION IS THE AIM

All of which must be a matter of encouragement to the Town who, however, are not aiming at mere respectability.

"The Second Division in the shortest possible time," is the avowed intention, and there are those who are confident that it can be achieved in one fell swoop.

With this, I can find no sound reason for disagreeing because the manager has a very clear idea of his needs and the financial backing to fulfil them.

This promotion is regarded confidently as merely a stepping stone to even bigger things and I will back the present, ambitious mood of the Board and the shrewd judgment of Allan Brown to bring about just that.

Well played LUTON TOWN!

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Aug. 19	Wrexham	9514	A	1	1
" 26	Barnsley	7887	H	2	0
Sept. 2	Swansea Town	6674	A	2	2
" 4	Southend United	11355	A	0	3
" 9	Hartlepool United	8347	H	1	0
" 16	Newport County	4625	A	1	1
" 23	York City	7977	H	3	1
" 27	Southend United	13332	H	3	1
" 30	Rochdale	1884	A	2	2
Oct. 3	Doncaster Rovers	5529	A	0	2
" 7	Chester	3967	A	3	1
" 14	Chesterfield	10441	H	1	0
" 21	Exeter City	3434	A	5	0
" 25	Doncaster Rovers	13925	H	5	3
Nov. 11	Workington	10935	H	4	0
" 13	Swansea Town	14975	H	4	0
" 18	Lincoln City	17752	A	2	0
" 25	Hull City	11572	H	2	0
Dec. 2	Bradford City	7957	A	0	2
" 16	Wrexham	9598	H	2	1
" 23	Barnsley	8704	A	2	2
" 26	Bradford	16699	H	2	0
" 30	Bradford	3674	A	1	2

1968					
Jan. 13	Hartlepool United	4728	A	1	2
" 20	Newport County	10992	H	1	1
" 27	Port Vale	5970	A	0	0
Feb. 3	York City	2747	A	1	1
" 10	Rochdale	10040	H	4	1
" 17	Brentford	7752	A	2	0
" 24	Lincoln City	11139	H	4	2
" 26	Darlington	13948	H	3	1
Mar. 2	Chesterfield	14075	A	0	0
" 9	Port Vale	12749	H	2	0
" 16	Exeter City	12409	H	0	0
" 20	Aldershot	9724	A	1	0
" 23	Darlington	4336	H	2	1
" 30	Aldershot	10618	H	3	1
April 6	Workington	2195	A	1	0
" 12	Notts County	16631	H	2	0
" 13	Chester	13266	H	0	0
" 15	Notts County	7920	A	2	2
" 20	Hull City	5991	H	4	0
" 24	Crewe Alexandra	18904	A	1	0
" 27	Bradford City	14147	H	1	3
May 4	Crewe Alexandra	8634	A	1	2
" 11	Brentford		H		

Great impact by manager

(Continued from Page 11)

Division?" And, of course, he was so right.

Now there is speculation about whether the Town can keep Rioch, who would be most difficult to replace, and who could well be the means of helping the club to a quick passport to the Second Division, which is the next most immediate aim.

DETERMINED TO KEEP HIM

Doubtless some pressure will be exerted on them to part with him and Rioch, when he is 21 in September, will be free to negotiate a new contract.

However, the Town are determined to keep him if it is humanly possible, and there seems a more than reasonable chance that he will help them in their fight to get up out of the Third Division as quickly as possible.

Rioch, of course, is ambitious to get on in the game, but with the present enterprising spirit which permeates Kenilworth Road, he could well go a long way towards

realising those ambitions by staying with the club.

Undoubtedly, he is one of the finest young inside-forwards prospects in the game and nobody is more keenly aware of that than Allan Brown himself.

DARK YEARS HAVE ENDED

So the dark years through which the Town have been have come to an end. The club is on the upgrade again, the future looks brighter than it has for many years, and there is not the slightest reason to fear life in the Third Division.

Certainly, the Town will be more adequately prepared and equipped for it than they were during their two years in it, at a time when they were slipping down the ladder so alarmingly.

Allan Brown can be said to have brought a new miracle in bringing the days of triumph back to Kenilworth Road again, and it has certainly been an experience to see the fans crowding the terraces again.

That in itself is a tribute to the measure of the success he has achieved in rather less than 18 months.



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THE MEN WHO DID THE JOB



Here are the 11 players, plus the substitute of the day, Rodney Green, who were the regulars in the Town's successful title bid. Back row: Doug. Davidson (trainer), Rodney Green, Terry Branstom, Tony Read, Max Dougan, Alan Slough, Freddie Jardine, John Moore. Front row: Graham French, Ian Buxton, Keith Allen, Bruce Riach, Ray Whittaker.—RB5951K.

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