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AND

# SUPPORTERS' CLUB

OFFICIAL HANDBOOK



**SEASON 1968-69** 

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#### Luton Town F.C. Bobbers' Stand and Supporters' Club

BY L. S. HAWKINS, PRESIDENT and CHAIRMAN.

The brilliant performance of the team in winning, not only promotion, but the championship of the Fourth Division was reflected in the progress made by the Bobbers' Club.

It is estimated that we acquired around 250 new members to swell the ranks and there has never been a time when the Town was better supported in away matches.

However, far the journey, even to Workington, a faithful band of fans appeared and, at times there were three coachloads

of supporters for away games.

With more short journeys in prospect during the coming season, we confidently expect this support to increase and, in this respect, I would mention the efforts of Frank Shephard and Ken Emmerton, who have been largely responsible for the travelling arrangements.

Yet another milestone in our support to the parent club was reached during the summer when we were able to hand over a sum of £4,500 to bring our total donations in hard cash to around the £60,000 mark, apart from having made ourselves responsible for ground improvements in the past.

Two very successful social events were held at the club during the season. One was the election of the Football Queen, which has become a highly popular event, and the other, the presentation of the player of the year award to the club captain, Terry Branston.

This is the prerogative of the flourishing junior section who put up a handsome trophy annually and it is something that is

much appreciated.

Although the dominoes section did not have too happy a time in the League, they did win the Whittemore Cup, a trophy that has always eluded them in the past.

Once again, I would pay tribute to the support I have received from the Officers and committee and would mention particularly, Arthur Wright, the vice-chairman, who has combined that office with that of the Hon. treasurer.

Another who does a tremendous amount of work for the club is Joe McVay, the hon. secretary, on whose shoulders falls a heavy burden at times.

### Luton Town Football Club Pool

BY Mr. E. PAYNE.

(Administrator)

Once again the Pools Office would like to convey to you -Agents and Supporters our thanks for the support you have given us the past year.

Now the team has gained promotion to the third Division we are looking forward to greater enthusiasm in the coming season and with the 1/- Pools Ticket on sale now - featuring £200 in LUCKY NUMBERS Plus £200 in Football and I.O.U.'s Prizes Plus £150 in Bingo Prizes - we feel this offers good value.

So a word to our agents, if you are unable to increase your sales, but have a friend or relative who may be able to help would you be good enough to get them interested - and a word to our supporters - you can sell the pool tickets among your fellow workers and friends and earn yourself a good commission.

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To the Committee of The Broadway Club:

I, the undersigned, apply to be elected a Member of the above Club and if approved, undertake to be bound by the Rules, Regulations

on request.	of the Club, copies of whic	h are available to :	any member
Received	Surname		
Elected	Christian Name(s)		
Notified	Address		
Registration No.			
	Profession or Occupation		
Signature of Pro		Card No.	
Signature of Sec	onder	Card No.	
Signature of Ant	licant	Date	

Please Note. Applicants are reminded that the committee has the right to refuse election to the club without stating any reason. The committee have the right to suspend or terminate membership without giving any reason. There is no appeal against suspension or termination of membership.

Subscription must be accompanied with application for membership.

If applicant is not elected, money is refunded.

### Supporters' Shop . . .

Sales in the Supporters' Shop have increased greatly since our first opening, four seasons ago, when we were one of the very first clubs to have a Supporters Shop.

The past Season saw the start of our mobile selling trays. These are around on match days selling the badges and rosettes that you, the supporter, needs.

We produced Division IV Championship-Pennant at the end of the Season and we still have a few of these left for sale at 3/each.

For those of you who have not visited the shop, we would like to invite you to come along and have a look at the many things we have on sale:- Badges - 2/6d; Ties - 18/-; Cuff links 14/- and Car stickers - 6d. and 9d., to name but a few of the articles that have become part of a supporter's collection. You can also obtain information regarding travelling arrangements from the Shop.

I would also like to take this opportunity of thanking all members of my staff, who have worked in this shop during the past Season, and the mobiles, for their hardwork on behalf of the Supporters' Club.

> FRANK SHEPHARD Sales Organiser

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### TRAVEL SECTION

The time: 4.00 p.m.

The date: 20th April, 1968.

The place: The "Shay" Ground, Halifax.

This was the climax for those of us who had followed the "Town" through the six lean years of this travel section.

We had just seen the team clinch promotion - and what a feeling it was as we returned to the "Shay's" fine club to celebrate. We were soon joined by the team, led by Terry to share the first of many celebrations.

It had appeared for weeks previous that promotion would be ours but to feel the tension and excitement of some of the most ardent football supporters in the country, was to be a never forgotten experience. This was only one of the many successful trips we had last season.

We covered every away game and were entertained by our old friends from Yeovil, Newport, West Bromwich Albion, Birmingham, Oxford City, Bradford City and others.

Last Easter was spent at Keswick in the Lake District and there was a game at Workington on the Saturday which proved to be a great success. It is hoped to arrange a similar trip next Easter, when we will be going to Torquay.

During these trips the behaviour of our younger supporters was a credit to the "Town" and I have been personally congratulated on this by many officials from other Clubs.

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The one criticism, however, which has been made is that sometimes we do not return home directly from away games. This arises because either we stay at the Club of the team we are visiting or call at other Clubs on the return journey. This of course, causes a great deal of delay and seems to prevent some members from joining us. It is realised that many members enjoy these visits of friendship with other supporters' Clubs and we hope they will continue. In order to solve this problem we hope to be able to run two coaches which will allow one to return straight away after the game. This we feel sure will encourage more people to use the Club transport during the coming season.

May I take this opportunity of thanking all our members for making my job such an enjoyable one and I would also like to thank Ken, my assistant, and our drivers for all their hardwork.

We are now looking forward to another Saturday such as April 20th last, when we can celebrate our promotion to Division II.

To the team we would like to say that the usual crowd will be "rooting" for you at every away match and that we wish you every success.

To those of you who have yet to join us one of these trips I can only say that you are missing some of the enjoyment of football supporting and hope you will decide to come with us.

Frank Shephard

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#### "1969 AREA QUEEN FINAL"

It is an honour for us to have been asked to stage the "1969 National Federation Queen" final for the Midland area at Luton sometime in April next year.

May we point out that, by staging this area final, we will have made one more attempt to put the Luton Supporters' Club amongst the top-ranking Clubs in the country. However, more information about this, and our own "Queen" competition will be given later in the season.

For those of you who are interested, the result of last season's can be found elswhere in this Handbook.

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#### **CLUB NOTES**

### By Luton Town Manager A.D. Brown

Welcome back to the fold! After a very brief close season, which has passed so quickly, I feel this season will be a continuation of our very successful year 1967/68.

First of all, I would like to thank all the supporters, for your wonderful attendance last season. It gave the boys great heart to play in front of such an enthusiastic audience, especially after playing away when we were having gates as low as 2,000.

When a player plays he is only as good as his last game, so the same applies to the Club - we are only as good as our last game. We have to forget about the water that has passed under the bridge, and build for the future, thinking only of one aim, and that is promotion to Division II. This will take its one step nearer our ultimate goal, which is to be back amongst the big boys in the First Division.

Our close season has really been occupied to the full in two ways, firstly with the reconstruction of the new dressing rooms. However, this has meant our pre-season training taking place un der very trying circumstances as we haven't had proper facilities for washing and getting our kit dry for the next training session., but now we can see the new set of dressing rooms, we consider that all these inconveniences have been worthwhile. More important, these new facilities give the players the uplift they want when using them; also they are no longer ashamed to show their friends around.

Secondly, a lot of my time was occupied negotiating for players I had in mind to strengthen our Championship-winning team. This is one of the harder jobs of our trade, especially after the success we had, when you have to go out and look for players to replace boys that have pulled their weight for you all the season previous, but that it football.

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My first signing was Mike Harrison, a left-winger I had seen playing for Blackburn Rovers when I was Manager with Wigan Athletic. That was only two seasons ago, and he struck me then as being a strong player with a powerful shot. He was one for the be in football, there is always something that makes it worthwhile, to go and watch a game. Anyway, Mike was my number one, and I think he will prove to be a good acquisition when he settles in.

The second transfer deal, Brian Lewis, left me with no problems about his ability, as I had played with him in my Portsmouth days, but a bit of haggling went on before the deal was completed. Brian is another boy I think will bring back the pride to you supporters when you are at home or away matches.

The third deal was a case of when "someone drops you in the cart" YOU HAVE TO LOOK round and see who's available and then make the necessary negotiations, hence the signing of Laurie Sheffield. When he settles down, I am sure Laurie, with his heading ability, will be high on the list of goalscorers this season. He is a lad that has a big heart, is very strong and is willing to challenge and work and these are the essentials required of our Centre Forwards.

Well folks, I would just like to wish you everything I wish the boys on the field, a very happy entertaining season with promotion at the end of it.

Yours always willing to be criticised,

ALLAN BROWN

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#### LUTON TOWN FOOTBALL CLUB

Back Row	(Left to Right)	Micky Brown, John Jefferson, Billy McDerment, Alan Starling, Bill Taylor, Tony Read, Neil Rioch, George Potter.
Second Row	(Left to Right)	Charlie Williams, Peter Denton, John Ryan, Keith Allen, Alan Slough, Max Dougan, Terry Branston (Capt.), Freddie Jardine, John Moore.
Third Row	(Left to Right)	Allan Brown (Manager), Graham French, Brian Lewis, Laurie Sheffield, Bruce Rioch, Ray Whittaker Mike Harrison, Brian Whitehouse (Trainer).
Front Row	(Left to Right)	Alan Jackett, Tom Sweeney, Robin Wainwright, Graham McDonald, Derek Meldrum, Jeffrey Hodgkinson.

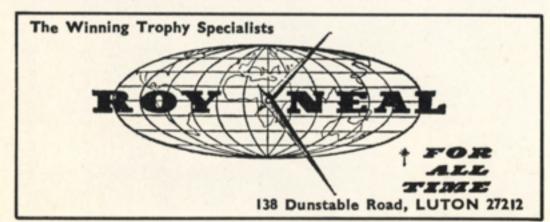


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The players gather around Terry Branston, having just received their medals as Champions of Division Four, and prepare for their lap of honour. On the left of the picture is Manager Alan Brown and Secretary Bob Readhead.



A PROUD MOMENT FOR OUR CAPTAIN TERRY BRANSTON. He has just been presented with the Fourth Division Champions Cup by Mr. L. Shipman, President of the Football League.

### By Tom Hodgson, CHAIRMAN LUTON TOWN F.C.

Twelve months ago I made the prediction that promotion for Luton Town was just around the corner and now, I say boldly that we are out to gain a place in Division II at the end of this season.

Certainly, it will not be for the want of trying because we feel that we are fully equipped from the playing point of view to make a real bid for further success.

Under the managership of Allan Brown, a tremendous transformation has been achieved at Kenilworth Road in a comparatively short time.

To a large extent, the team has been re-built and the manager has made some shrewd signings as he presses on with his ambition for Luton to regain all its former glory.

Over £30,000 was spent on three players during the summer and we feel confident that this will serve to increase the striking power of the attack.

The success we achieved last season was not through negative football but, apart from rare occasions, through attack and our aim is to give the fans what they require — goals in plenty.

Should the need arise through injuries or any other reason for positions to be strengthened, then there will be no hesitation in entering the transfer market again and the manager knows that he has the full backing of the whole Board in this matter.

Last season was a triumph for the new spirit that is abroad in the club. I have never known the atmosphere in the dressing room more friendly or better, and I firmly believe that this was a major factor in the success achieved.

That will be evident again and I do not feel over-optimistic in forecasting that the team will be in the hunt for honours when next April comes around.

I cannot end without making reference to the wonderfully increased support we received last season. That was a matter of great encouragement in the efforts of all concerned and I am confident that the public will rally around us in even greater numbers this time.

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# Pen Portraits - Season 1968-69

Mike HARRISON (Outside Left) During the latter part of last season, several favourable reports were submitted on this player, who was then with Plymouth Argyle. These induced the Town Manager to make a £7,000 offer to his former Luton right-wing partner, Billy Bingham, who is now in charge at Home Park. Born at Ilford, Harrison began his first-class career with Chelsea, from which club he moved on to Blackburn Rovers where he established a first-team place.

Max DOUGAN (Right Back) First signing made by Allan Brown shortly after he rejoined the club' A fee of about £7,000 changed hands when this ex-Scottish amateur International left Leicester City, his caps having been earned with Queen's Park. With the arrival of Terry Branston, the idea was to convert Dougan into a right half, but he finally settled in at right-back where he was a regular for the greater part of last season.

Graham FRENCH (Outside Right) Born at Wolverhampton. Has previously played for Shrewsbury, Swindon, Watford and Wellington before joining Luton in October 1965. Has several Youth International Caps for England.

Bill TAYLOR (Goalkeeper) Came here on trial from Partick Thistle and was signed last Christmas for the remainder of the season. The Town are fortunate to have such an experienced player in reserve.

Ray WHITTAKER (Outside Left) A Londoner from Bow, he played for the Arsenal with whom he gained England Youth International Caps before coming to Luton in March 1964.

Keith ALLEN (Centre Forward) At the moment it is difficult to forecast exactly where Allen will settle down this season. Originally he began at inside right, but spent the bulk of last season in the middle; in the pre-season practice matches; he has been playing at right half, where he turned in some superlative performances in emergency during last season. This is a position for which competition is likely to be particularly brisk. Was signed from Stockport County in exchange for Derek Keaven and has previous spells with Portsmouth and Grimsby Town.

Terry BRANSTON (Centre Half) For him last season was a personal triumph because, not only was he a member of a promotion team for the fourth time during his career, but he fulfilled his ambition of making the full quota of League appearances. Born at Rugby, where he still lives, Branston spent nine seasons with Northampton Town, accompanying them in their rise from Division IV to Division I.

Mickey BROWN (Centre Forward) Goes down officially as a leader but, in point of fact, was seldom in that position last season. Appeared in the First Team on the wings, at inside forward and also at wing half, so it is difficult to see what is destined for him this time. However, where-ever he is asked to play he puts up a whole-hearted 100 per cent performance. A Londoner, he was previously with Fulham and Millwall.

Ian BUXTON (Inside Right) When Rodney Green went down with cartilage trouble early last season, there had to be an immediate search for another striker, and Buxton was from Derby County for about £11,000. Will miss the beginning of the season because of his committments with Derbyshire for whom he is a very useful all-rounder.

Peter DENTON (Outside Right) Cost quite a substantial fee from Coventry City shortly before the deadline date for transfers when the Town were looking for extra cover on the wing. Apart from the Town, Workington and Brentford were in the negotiations. In the event, he did not receive many chances in the First Team, mostly because French recovered his best form.

#### LUTON TOWN FOOTBALL CLUB

# FIXTURES, 1968-69 COMBINATION LEAGUE

#### COMBINATION CUP

August	17 - Birmingham	A	 
"	21 - West Ham	Н	 
"	24 - Leicester City	A	 
"	28 - QPR	A	 
,,	31 - Walsall	Н	 
September	4 - QPR	Н	 
,,	7 — Peterborough	A	 
,,	11 - Leicester City	Н	 
"	14 — Northampton	A	 
33	21 - Birmingham	Н	 
	COMBINATION L	EAGUE	
October	5 - Bristol Rovers	Н	 
>>	12 – Birmingham	A	 
"	19 - Northampton	Н	 
"	26 - Tottenham	A	 
November	2 - Crystal Palace	Н	 
"	9 - Swindon Town	A	 
"	16 – Ipswich Town	A	 
>>	23 - Chelsea	A	 
- >>	30 - Norwich City	Н	 
December	7 – Leicester City	Н	 
,,	14 – West Ham	Н	 
,,	21 - Peterborough	A	 
,,	28 – Walsall	Н	 ************
January	4 - Arsenal	Н	 
,,	18 - Southampton	A	 
,,	25 - Bristol City	A	 
February	1 – Bournemouth	A	 
"	8 - Gillingham	Н	 
>>	11 - Swansea Town	A	 
>>	22 - Cardiff City	A	 
March	1 - QPR	Н	 
,,	15 - Oxford United	A	 
. "	26 - Reading	A	 
April	5 - Plymouth Argyle	Н	 
>>	19 - Fulham	Н	 

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		TOOL DIVISION		11230	-10 170			
Aug.	19	Wrexham			9514	A	1	1
33	26	Barnsley			7887	H	2	0
Sept.	2	Swansea			6674	A	2	2
33	4	Southend United			11355	A	0	3
**	9	Hartlepools United			8347	H	1	0
**	16	Newport County			4625	A	1	1
33	23	York City			7977	H	3	1
99	27	Southend United			13332	H	3	1
99	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
33	25	Doncaster Rovers			13925	H	5	3
Nov.	11	Workington			10935	H	4	0
33	15	Swansea Town			14975	H	4	0
**	18	Lincoln City			6052	A	3	2
99	25	Halifax Town			11572	H	2	0
Dec.	2	Bradford City			7957	A	0	2
**	16	Wrexham			9598	H	2	1
**	23	Barnsley			8704	A	2	2
99	26	Bradford			16699	H	2	0
**	30	Bradford			3674	A	1	2
Jan.	13	Hartlepools United			4728	A	1	2
yan.	20	Newport County	***		10992	Н	1	1
33	27	Post Volo	•••		5970	A	0	0
Feb.	3	Vork City	***	***	2747	A	1	1
19	10	Pochdale	***		10040	Н	4	1
519	17	Brentford	***	***	7752	A	2	0
33	24	Lincoln City		***	11159	Н	4	2
**	26			***	13948	Н	3	1
Mor	2	Darlington Chesterfield		***	14075	A	0	0
Mar.	9		***	***		H	2	0
**	-	Port Vale	***	***	12749			
**	16	Exeter City	***	***	12409	H	0 -	0
**	20	Aldershot	***	***	9724	A	1	0
**	23	Darlington	•••	***	4336	A	2	1
	30	Aldershot	***	***	10618	Н	3	1
Apl.	6	Workington	***	***	2195	A	1	0
22	12	Notts. County	***	***	16631	H	2	0
**	13	Chester	•••		13266	Н	0	0
"	15	Notts County	***	***	7920	A	2	2
22	20	Halifax Town	***	***	5091	A	1	0
**	24	Crewe Alexandra	***	***	18904	H	4	0
	27	Bradford City	•••	***	14147	Н	1	2
May	4	Crewe Alexandra	***	***	8634	A	1	
	11	Brentford	***	***	14643	Н	2	1

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Bury — — —	46	24	14	8	91	66	56
Shrewsbury Town	46	20	11	15	61	49	55
Torquay United	46	21	14	11	60	56	53
Reading	46	21	16	9	70	60	51
Watford	46	21	17	8	74	50	50
Walsall	46	19	15	12	74	61	50
Barrow	46	21	17	8	65	54	50
Swindon Town	46	16	13	17	74	51	49
Brighton & Hove Alb.	46	16	14	16	57	55	48
Gillingham	46	18	16	12	59	63	48
Bournemouth & B. A.	46	16	15	15	56	51	47
Stockport County	46	19	18	9	70	75	47
Southport	46	17	17	12	65	65	46
†Bristol Rovers	46	17	20	9	72	78	43
†Oldham Athletic	46	18	21	7	60	65	43
Northampton Town	46	14	19	13	58	72	41
Orient	46	12	17	17	46	62	41
Tranmere Rovers	46	14	20	12	62	74	40
Mansfield Town	46	12	21	13	51	67	37
Grimsby Town	46	14	23	9	52	69	37
Colchester United	46	9	22	15	50	87	33
Scunthorpe United	46	10	24	12	56	87	32
*Peterborough United	46	20	16	10	79	67	31

<sup>\*</sup> The Management Committee deducted 19 points from the Points Total of Peterborough United for disciplinary reasons.

#### DIVISION IV.

					Goals			
		P.	W.	L.	D.	F.	Α.	Pts
Luton Town		46	27	7	12	87	44	66
Barnsley	-	46	24	9	13	68	46	61
Hartlepools United	-	46	25	11	10	60	46	60
Crewe Alexandra		46	20	8	18	74	49	58
Bradford City		46	23	12	11	72	51	57
Southend United	-	46	20	12	14	77	48	54
Chesterfield		46	21	14	11	71	50	53
Wrexham		46	20	13	13	72	53	53
Aldershot		46	18	11	17	70	55	53
Doncaster Rovers		46	18	13	15	66	56	51
Halifax Town		46	15	15	16	52	49	46
Newport County		46	16	17	13	58	63	45
Lincoln City	-	46	17	20	9	71	68	43
Brentford	-	46	18	21	7	61	64	43
Swansea Town		46	16	20	10	63	77	42
Darlington	-	46	12	17	17	47	53	41
Notts County	-	46	15	20	11	53	79	41
Port Vale		46	12	19	15	61	72	39
Rochdale	-	46	12	20	14	51	72	38
Exeter City		46	11	19	16	45	65	38
York City	-	46	11	21	14	65	68	36
Chester	-	46	9	23	14	57	78	32
Workington	-	46	10	25	11	54	87	31
Bradford (P.A.)	-	46	4	27	15	30	82	23

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<sup>+</sup> Equal Goal Average.

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### **FIXTURES**, 1968-69

FOOTBALL LEAGUE DIVISION III

COTBALL LEAGUE DIVISIO	JIV III	
10 - Oldham Athletic H		
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20 - Northampton Town A		•••••
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22 - Bristol Rovers A		
	10 — Oldham Athletic H 14 — Watford (League Cup) H 17 — Barrow A 24 — Rotherham United H 28 — Barnsley H 31 — Gillingham A 7 — Orient A 14 — Tranmere Rovers H 18 — Mansfield Town H 21 — Brighton A 28 — Torquay United H 5 — Watford A 19 — Plymouth Argyle A 10 — Plymouth Argyle A 11 — Crewe Alexandra A 12 — Watford A 13 — Stockport County A 14 — Tranmere Rovers A 15 — Watford A 16 — FA CUP (first round) 17 — FA Cup (second round) 18 — Stockport County A 19 — Stockport County A 10 — FA Cup (second round) 11 — Crewe Alexandra H 12 — Plymouth Argyle H 13 — Swindon Town H 14 — Hartlepools United A 15 — Watford H 16 — FA Cup (second round) 17 — FA Cup (second round) 18 — Shrewsbury Town A 19 — Shrewsbury Town A 11 — Crewe Alexandra H 11 — Reading H 12 — Resignal H 13 — Reading H 14 — Reading H 15 — Stockport County A 15 — Stockport County H 16 — Resignal H 17 — Reading H 18 — Bournemouth A	10 - Oldham Athletic

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March	1 -	Oldham Athletic	 A	 
,,	5 —	Shrewsbury Town	 H	 
,,	8 -	Barrow	 H	 
,,	12 -	Reading	 A	 
,,	15 -	Rotherham United	 A	 
,,	19 -	Bristol Rovers	 H	 
**	22 -	Gillingham	 H	 
,,	29 -	Orient	 H	 
April	4 -	Torquay United	 A	 
,,	7 -	Mansfield Town	 A	 
,,	8 -	Southport	 H	 
,,	12 -	Brighton	 H	 
,,	14 -	Southport	 A	 
,,	18 -	Tranmere Rovers	 A	 

# APPEARANCES AND SCORERS

46 - T. Branston	3 – W. Tayor
45 - K. Allen, J. Moore	2 - B. Johnson, H. Mc-
44 – B. Rioch	Leish
43 - A. Read	1 - C. Tinsley, D. Walker,
41 - F. Jardine	K. Beaven.
40 - M. Dougan	SCORERS
38 - R. Whittaker	24 - B. Rioch
36 – I. Buxton	14 - K. Allen
35 - A. Slough	13 – I. Buxton
31 - G. French	10 - R. Whittaker
20 - W. McDerment	6 – A. Slough
12 - M. Brown, T. Hare	5 - T. Branston, G. French
11 - R. Green	4 – J. Moore
10 - J. Ryan	3 - R. Green
5 - G. Potter	2 – M. Brown
4 – P. Denton	1 – J. Ryan

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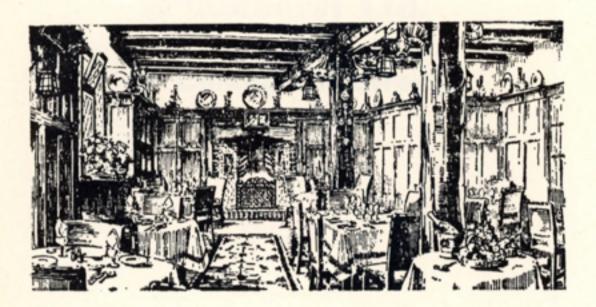
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