

CONGRATULATIONS LAADS!

V
SUNDERLAND

INSIDE TOWN TODAY:

Harry Haslam

Action 74

Town Focus

OFFICIAL PROGRAMME

Price 10p



Football League Div 2 Wednesday 1st May 1974

Vol 1 No 25



(Back row): Reg Game (trainer), Don Shanks, Alan West, John Faulkner, Graham Horn, Alan Garner, John Ryan, Bobby Thompson (captain), Roy McCrohan (coach).

(Front row): Jim Ryan, Jimmy Husband, Peter Anderson, Harry Haslam (manager), Barry Butlin, Rodney Fern, John Aston.

LUTON TOWN



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MAN IN THE MIDDLE

ROBERT MATHEWSON (Manchester). Began refereeing in Bolton Leagues and graduated through the West Lancashire the Lancashire Combination and the Northern Premier Leagues. Went on The League line in 1966-67, and he was promoted to the referee's list two seasons later, and last season was appointed to the F.I.F.A. panel. Refereed the 1971 League Cup Semi-Final—Stoke City v West Ham United—and has been on the line for several European Cup matches, plus the 1970 F.A. Cup Final (Chelsea v Leeds United). A quality manager with an engineering firm he is married with an 11-year-old daughter. His interests include gardening, motoring, wine making and soccer at all levels. He is chairman of Bolton Referee's Society and chairman of the North West and North Wales section of the Association of Football League Referees and Linesmen.

Jimmy Ryan congratulates Barry Butlin after giving Luton a 1-0 lead after six minutes.

HARRY'S TOWN

WONDERFUL! That's the simple word which sums up the feeling that has swept over the club since the team clinched the crucial point at West Bromwich on Saturday, turning the dreams of the past two seasons into fantastic reality. Luton are back in the First Division for the first time for 14 years after living through times of tension since we first seriously thought, around Christmas, that we were going to make it.

But I am sure all closely connected with the club, and a few of the true supporters who I would like to thank for travelling to Albion on Saturday to give the lads the final 'lift' in the promotion programme could have used a tranquilliser or two when we had to endure that nail-biting finish when time seemed to freeze.

I did more good for *Embassy* than for my own health in the last quarter of an hour after a ridiculous penalty decision threw Luton on the rack. Up to that time, after Barry Butlin's 'best goal ever' for the club had put us in the driving seat, I was confident the club had done it and it was difficult to check my thoughts straying

from the immediate matters to the new world beckoning on the horizon.

I had to replace John Aston at half-time because of an 'old' knee problem and Gordon Hindson took over his role in a faultless way which had such an impact that he nearly inspired the team to a couple of second-half goals that would really have wrapped it up, nice and early. In the end, Albion's equaliser, from Tony Brown's penalty which should never have been because Willie Johnston ran into John Faulkner when their was no apparent danger, but it did not matter because we had won second place behind Middlesbrough and earned our right to join the First Division in the 'traditional' manner.

It has been the first season for the three up and three down experiment and no doubt it will be combed over, for its values and side effects, by the powers that be. I am happy to have assisted the club back without the direct assistance of this controversial change. But regardless of our situation, and that of next season when we are in the premier League, I will back the continuation of the new system all the way. I have heard and fenced with

Money, money, money— that's all Lyn Riches thinks about...

... which isn't surprising, really. With a name like Riches, she's just right for her job as Cashier at Shaw & Kilburn, Dunstable Road. She's there from Monday to Saturday in S & K's Service Department, making bill-paying as pleasant as possible for all customers. These include Luton Town players like Bobby Thomson, Jimmy Ryan, Peter Anderson—as well as hundreds of Luton Town supporters. All of them know where to get the best Vauxhall service in Vauxhall's home town—and that's at

Shaw & Kilburn Dunstable Road, Luton. 55944

all the pro's and con's of the argument, but in the end, I still feel it is a winner and I want to see it retained.

While I am overjoyed for the club for the success it has earned, leaving an envious moment to sit back and ponder over the destiny of a future in a new field, I must admit to being a little overtaken by the swiftness of it all.

It has been a tremendous first two seasons in the managers chair for me, but last summer I said that we needed a positive five-year-plan to first get us into Division One and make ourselves an established member of the elite. Luton are now there before I dared ever think possible, but it is not altogether a shock considering the way we got off the ground in our first term together.

The team and those responsible for running it successfully, have brought something back to Kenilworth Road. We have big ideas for everybody, including our supporters, now all we have to do is to make them work.

As these are my final notes of the happiest nine months of my life, I would like to thank everyone who has contributed, large and small, to enable me to enjoy the honour of becoming a manager of a First Division club, I just hope that I can justify such recognition. Rest assured, no stone will be left unturned in an effort to fulfil those responsibilities.



THE TOWN'S

REFERENCE LIBRARY

FOOTBALL COMB. TABLE, APPS. AND GOALSCORERS							
Teams	P	W	D	L	F	A	P
Norwich City	36	21	9	6	76	36	51
Bournemouth	36	21	8	7	64	39	50
Ipswich Town	38	20	8	10	72	46	48
Leicester City	34	19	8	7	49	23	46
Luton Town	37	16	10	11	73	49	42
Arsenal	35	16	10	9	50	32	42
Tottenham H.	26	15	10	11	44	39	40
Chelsea	38	15	9	14	62	49	39
Oxford United	34	14	10	10	38	31	38
P.R.P.	32	13	11	8	54	39	37
Plymouth A.	32	13	9	10	50	43	35
Swindon T.	33	12	10	11	43	41	34
Fulham	34	12	10	12	33	35	34
West Ham U.	35	12	10	13	38	44	34
Birmingham C.	36	13	6	13	35	44	32
Bristol Rovers	34	11	9	14	43	56	31
Cardiff City	37	10	7	20	37	60	27
Crystal Palace	33	10	7	16	34	56	27
Swansea City	32	9	5	18	40	55	23
Southampton	35	8	7	20	41	73	23
Bristol City	33	9	4	20	33	60	22
Reading	36	3	5	28	27	81	11
Anscomb						1	—
Barber						26	—
Bevis						(3)	—
Biley						(2)	—
Butlin						1	—
Cruse						15	12
Coyne						6(3)	—
Fern						33	18
Finney						16	5
French						(1)	—
Fuccillo						14(6)	3
Garner						1(1)	—
Goodeve						13(2)	—
Gordon						6	—
Hindson						24	9
Holmes						27(2)	6
Horn						5	—
Litt						33	2
Malcolm						35(1)	—
Mead						3	—
Melisi						2(8)	2
Moore						38	2
O'Connor						35	5
Price						30	—
Rouse						(1)	—
Ryan John						4	—
Sparks						32	4
Sims						1	—

MID-WEEK LEAGUE TABLE, APPS. AND GOALSCORERS							
Teams	P	W	D	L	F	A	P
Watford	19	13	2	4	37	18	28
Millwall	21	11	6	4	44	31	28
Portsmouth	17	9	5	3	37	18	23
Orient	16	7	7	2	22	15	21
Peterborough	18	8	4	6	35	28	20
Southend U	22	7	6	9	36	33	20
Brighton H.A.	18	7	5	6	34	23	19
Gillingham	18	6	5	7	29	30	17
Colchester U.	23	5	6	12	29	50	16
Cambridge U.	16	6	3	7	23	23	15
Luton Town	20	5	4	11	30	52	14
Northampton	20	6	1	13	30	45	13
Charlton A.	18	3	6	9	18	38	12
Anscomb							4
Barber							5(1)
Bergara							6(1)
Bevis							11(4)
Biley							18(4)
J. Brennan							3
C. Bufton							1
Carr							18(2)
Chalmers							11(5)
Coyne							23(1)
Cruse							11
P. Elsie							1
Fern							4
Finney							8
French							1
Fuccillo							18(1)
Goodwin							2

DIVISION TWO—GOALSCORERS

<i>League and Cups</i>		Holmes	10	3
McKenzie, Nottingham Forest	25	King	17(1)	2
Byron, Bolton Wanderers	24	B. Levene	1	—
Wood, Millwall	23	Litt	15(1)	1
Brown (T), W. B. Albion	22	Malcolm	10(2)	—
Fairbrother, Orient	20	Mead	19(1)	—
Halom, Sunderland	20	Melisi	9(2)	3
Foggon, Middlesbrough	19	Moore	5	2
Bullock, Orient	16	O'Connor	7	1
Butlin, Luton Town	16	Rouse	5(4)	—
Davies, Portsmouth	16	Price	5(1)	—
Rogers, Crystal Palace	15	Ryan John	2	—
Anderson, Luton Town	14	Sarno	9(4)	—
		Sparks	10	—

FOOTBALL COMBINATION FIXTURES				
1973	OPPONENTS	V	F	A
Aug 25 Sat	Crystal Palace	H	1-2	
29 Wed	Chelsea	A	2-4	
Sep 1 Sat	Fulham	A	2-6	
5 Wed	Tottenham Hotspur	H	2-0	
8 Sat	Arsenal	H	1-0	
12 Wed	Tottenham Hotspur	A	2-2	
15 Sat	West Ham United	A	1-1	
22 Sat	Queen's Park Rangers	H	5-1	
29 Sat	Ipswich Town	A	7-1	
Oct 3 Wed	Chelsea	H	3-1	
6 Sat	Bristol City	H	3-1	
13 Sat	Swansea City	A	0-3	
20 Sat	Bristol Rovers	H	7-0	
31 Wed	Cardiff City	A	2-4	
Nov 3 Sat	Swindon Town	H	2-0	
10 Sat	Southampton	A	4-2	
21 Wed	Oxford United	H	0-0	
24 Sat	Leicester City	A	0-3	
28 Wed	Norwich City	H	1-1	
Dec 5 Wed	Reading	A	4-1	
15 Sat	Bournemouth	A	3-0	
22 Sat	Plymouth Argyle	H	2-2	
29 Sat	Crystal Palace	A	1-2	
Jan 1 Tues	Fulham	H	0-0	
19 Sat	Arsenal	A	0-1	
26 Sat	Birmingham City	H	2-0	
Feb 2 Sat	Ipswich Town	H	2-4	
23 Sat	Plymouth Argyle	A	1-1	
27 Wed	Swansea City	H	3-1	
Mar 2 Sat	Bournemouth	H	1-1	
6 Wed	Birmingham City	A	5-1	
9 Sat	Cardiff City	H	3-2	
12 Tues	Oxford United	A	0-1	
16 Sat	Bristol Rovers	A	0-1	
23 Sat	Southampton	H	1-0	
27 Wed	West Ham United	H	0-0	
30 Sat	Swindon Town	A	0-0	
Apr 3 Wed	Leicester City	H	0-0	
16 Tues	Bristol City	A	1-1	
24 Wed	Reading	H	4-0	
27 Sat	Norwich City	A		
29 Mon	Queen's Park Rangers	A		

MID-WEEK LEAGUE FIXTURES			
YEAR	OPPONENTS	V	FA
1973			
Aug 30 Thur	Northampton Town	A	1-5
Sep 5 Wed	Millwall	A	1-5
10 Mon	Gillingham	H	2-1
19 Wed	Watford	A	1-4
24 Mon	Brighton & Hove A.	H	1-3
Oct 1 Mon	Colchester United	H	3-3
15 Mon	Peterborough United	H	1-3
23 Tues	Colchester United	A	1-3
Nov 5 Mon	Cambridge United	A	4-3
19 Mon	Watford	H	0-0
21 Wed	Portsmouth	A	4-2
28 Wed	Gillingham	A	0-3
Dec 10 Mon	Millwall	H	2-3
17 Mon	Northampton Town	H	3-0
Jan 5 Sat	Portsmouth	H	1-1
15 Tues	Charlton Athletic	A	0-0
23 Wed	Southend United	A	1-4
30 Wed	Peterborough United	A	0-5
Feb 18 Mon	Southend United	H	3-2
20 Wed	Peterborough Utd (LC)	A	1-1
25 Mon	Cambridge United	H	1-3
Mar 4 Mon	Northampton T (LC)	H	1-3
13 Wed	Bright & Hove Albion	A	3-1
18 Mon	Peterborough United	H	0-5
21 Thur	Northampton Town (LC)	A	1-1
Apr 1 Mon	Cambridge Utd (LC)	H	1-1
8 Mon	Orient	H	0-0
10 Wed	Orient	A	2-1
22 Mon	Charlton Athletic	H	2-0
23 Tues	Cambridge United (LC)	A	2-1

The season that was planned to make Sunderland a First Division power has crumbled dramatically in the last two months—and Wembley-winning manager Bob Stokoe had written off all promotion hopes by the time the Roker club came to defend the F.A. Cup.

He said that "promotion would be a bigger miracle than our Cup win", expressed his concern over "letting down the fans", and following a Third-Round Cup exit against Carlisle United, he added: "I know the patience of our supporters is wearing thin."

A number of reasons can be tabled for Sunderland's failure to capitalise on last season's sensational rise from the doldrums. Stokoe prefers to believe that the players did not keep their feet on the ground following Wembley and was disappointed when star forwards Billy Hughes and Dennis Tueart asked for transfers.

However, it can also be argued that Sunderland were over-committed at the start of the campaign. Four games in the European Cup-winner's Cup—including a notable triumph over the Hungarians, Vasas, of Budapest—were crammed around a League Cup marathon of three games with Derby County and another pressure fixture with Liverpool.

INTRO SUNDE

Their recent away form shows a depressing sequence of five consecutive defeats and the emotional scenes of Wembley last May now seem years away rather than a mere nine months. So Mr Stokoe is now back to the familiar territory of rebuilding just as he did in previous management spells with Bury, Charlton, Rochdale, Carlisle United and Blackpool.

At the moment, Sunderland continue to rely on the basic Wembley formation and the manager believes that the answer to the decline does not lie in the reserves. So far this season, his buying has been restricted to £65,000 for Rod Belfitt, the former Leeds United, Ipswich Town and Everton centre-forward, and around £5,000 for Irish international Danny Hegan, who started his English career at Sunderland but didn't make the League until playing for Ipswich

Town, West Bromwich Albion and Wolverhampton Wanderers.

The defence has been upset somewhat by injuries to Ron Guthrie, the former Newcastle United full-back, and Ritchie Pitt, the Durham-born discovery who played such a storming game against Leeds United in the Cup Final. Joe Bolton, one of the younger school of home-produced players, has appeared at left-back and Pitt's place has gone to David Young, another signing from Newcastle United, who was unlucky to miss the Cup run after losing his place because of injury.

The other back-four positions have been filled as usual. Dick Malone, a

HISTORY

Founded: 1879.

Elected to League Division One: 1890.

Ground: Roker Park.

Record attendance: 75,000, v Derby County (FA Cup), March 1933.

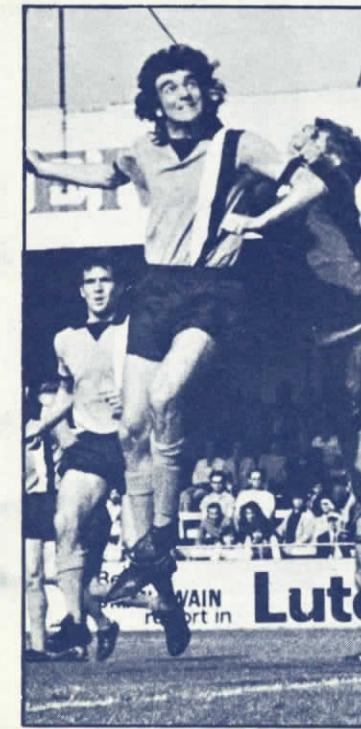
Division One Champions: 1891-92, 1892-93, 1894-95, 1901-02, 1912-13, 1935-36.

Division One Runners-up: 1893-94, 1897-98, 1900-01, 1922-23, 1934-35.

Division Two Runners-up: 1963-64.

F.A. Cup Winners: 1937, 1973.

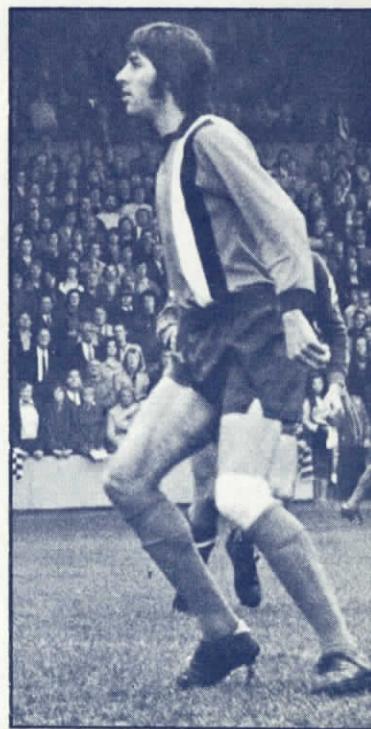
F.A. Cup Runners-up: 1913.



GOAL GETTERS

Go for Goals! That's the Harry Haslam message for 'The Hatters'—and the call was well answered by three members of the strike force reaching double figures. Barry Butlin (right) headed the list before Saturday with 16 League and Cup goals and was chased by Peter Anderson (left) with 14 and Jim Ryan (above) with 10.

GOAL GETTERS

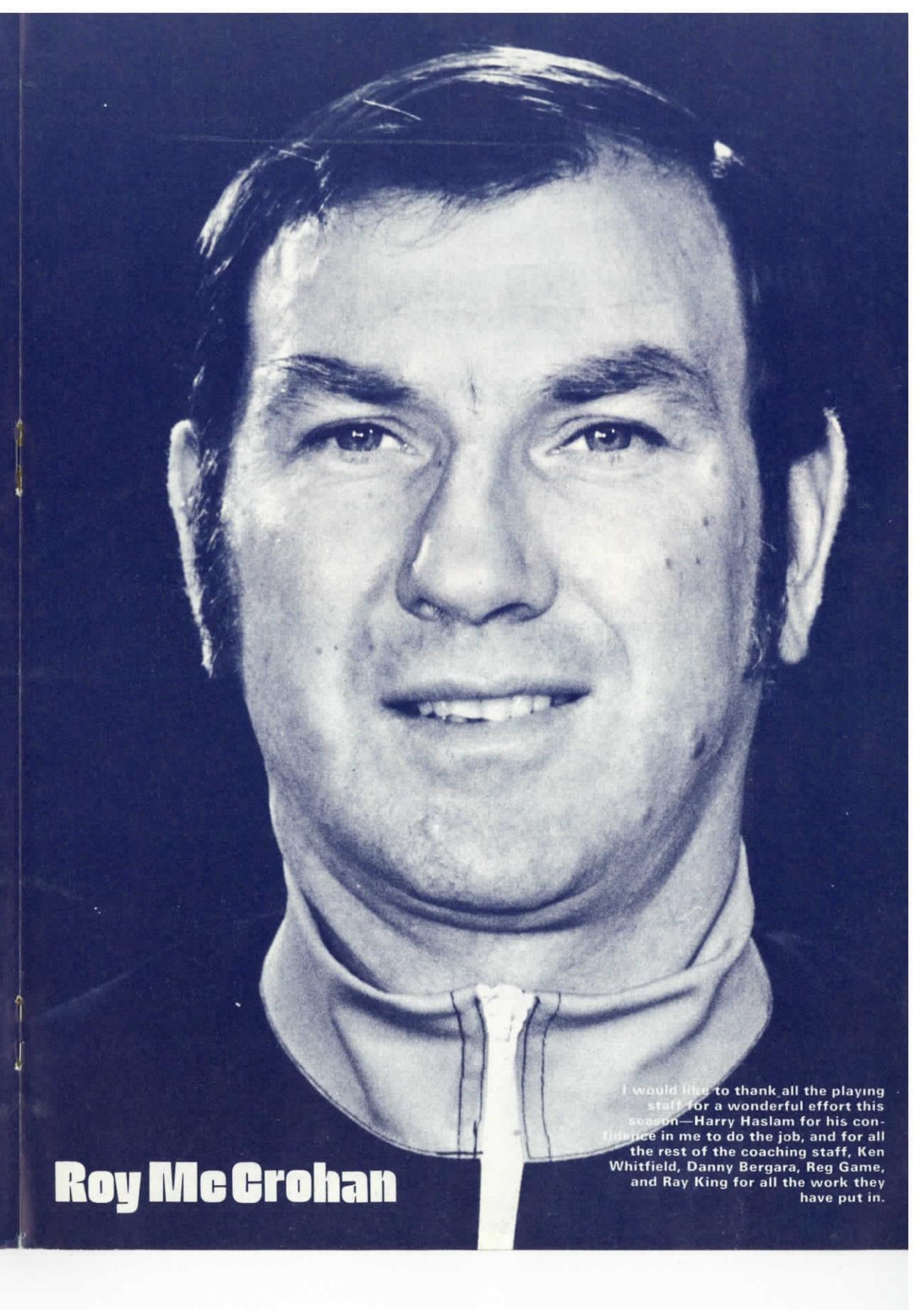




Harry Haslam

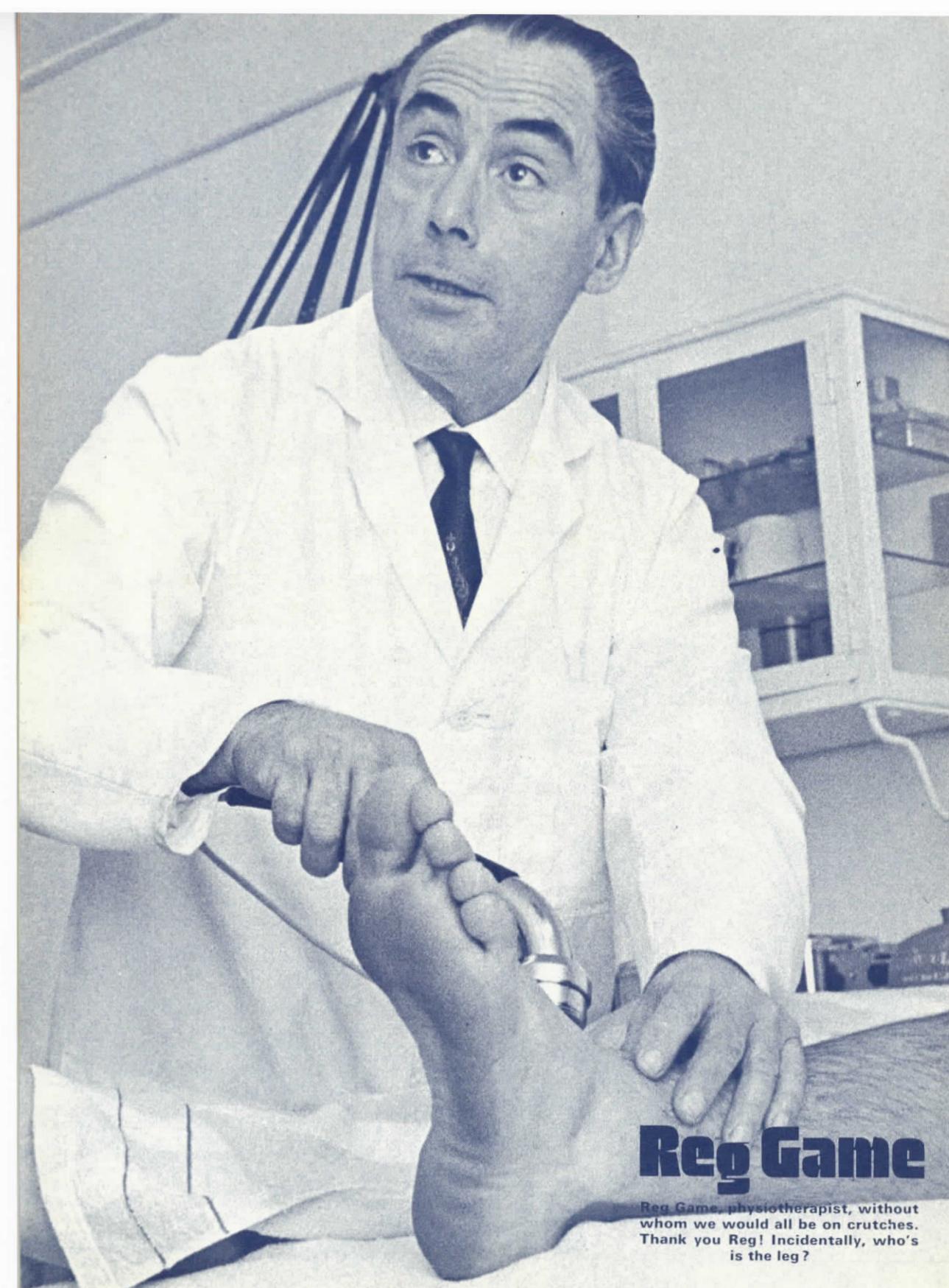
I would like to take this opportunity to say what a wonderful job Roy McCrohan has done for me this Season. He deserves a special pat on the back. May I add the complete justification of my confidence in Roy at the time of his appointment.

All the players, from Juniors to Seniors, have done a terrific job, for they have had disappointments but have always bounced back which is a feature of any Club that is successful.



Roy McCrohan

I would like to thank all the playing staff for a wonderful effort this season—Harry Haslam for his confidence in me to do the job, and for all the rest of the coaching staff, Ken Whitfield, Danny Bergara, Reg Game, and Ray King for all the work they have put in.



Reg Game

Reg Game, physiotherapist, without whom we would all be on crutches. Thank you Reg! Incidentally, who's is the leg?

DUCHING ERLAND

Scottish Under-23 international who was bought from Ayr United, continues to play with attacking flair from right-back and centre-half David Watson confirmed his high reputation when called into the England international squad. Watson, signed from Rotherham United for £100,000, was used mainly as a centre-forward by previous manager Alan Brown, but Mr Stokoe was quick to return him to his original centre-half role.

Of course, the rearguard is completed by Jim Montgomery, the 20-year-old goalkeeper who made his first-class debut 12 years ago this month and completed a club record of 500 senior

appearances on New Year's Day. Jim has played for the England Under-23 team and the Football League.

Most changes during the campaign have occurred in the midfield department. Although Scottish-born captain Bobby Kerr and Wembley goalscorer Ian Porterfield, formerly with Raith Rovers, have held down regular places, various permutations have been tried in the other position.

Mick McGiven, subsequently sold to West Ham United, started off in the number four shirt before Mick Horswill, the young Durham prospect, took over for an extended run. However, since Christmas, the position has been taken by Belfitt, Hegan and Jackie Ashurst, another apprentice discovery.

Perhaps the biggest disappointment stems from the scoring record of Scotsman Billy Hughes, who was leading marksman with 15 League

goals last season. Apart from three goals early in the season, he has not made the impact expected.

Tueart, second leading scorer last term, carries a £200,000 transfer rating from the time he was briefly listed at his own request. He has reached double figures again with the help of a hat-trick against Swindon Town in November.

The most consistent striker has been our old friend, Vic Halom. Since leaving Kenilworth Road last winter, he has scored 20 first-team goals and left a deep impression in the Derby defence by slamming a hat-trick past Colin Boulton in the League Cup. Vic was with Bob Stokoe at Charlton and later moved to Orient and Fulham before his spell with 'The Hatters'.

Sunderland are covered in the front-line positions by John Lathan, a former schools star in the town team. Considering his limited opportunities, he has a good scoring record which shows a League hat-trick against Portsmouth in 1972 and a couple of goals against Derby County this season.

One newcomer to the scene is Bobby Mitchell, a teenage winger who hails from Durham. He played his first League game at Hull in November.

SUNDERLAND

Season 1973-74

Back Row: Bob Stokoe (manager), Mick McGiven (now West Ham United), Vic Halom, John Lathan, Trevor Swinburne, Jim Montgomery, Ritchie Pitt, Joe Bolton, Keith Coleman (now West Ham United), Arthur Cox (assistant manager).

Front Row: Mick Horswill, Dick Malone, David Watson, David Young, Bobby Kerr, Denis Tueart, Billy Hughes, Ian Porterfield, Ron Guthrie.





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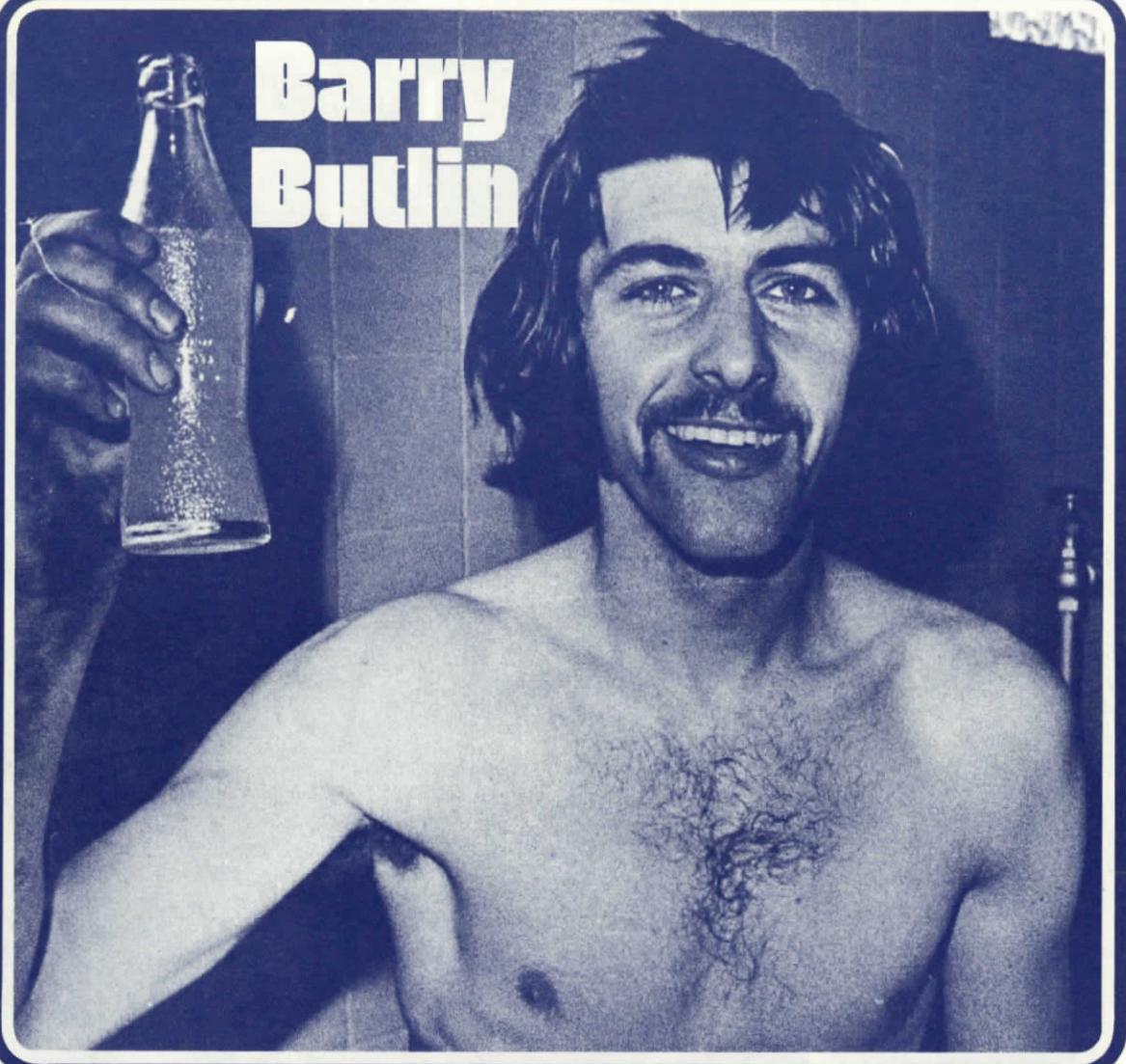


Flashback: Barry Butlin races in on Oxford goalkeeper Roy Burton, in our recent Easter game at the Manor.

DIVISION ONE - HERE WE COME . . .



Barry Butlin



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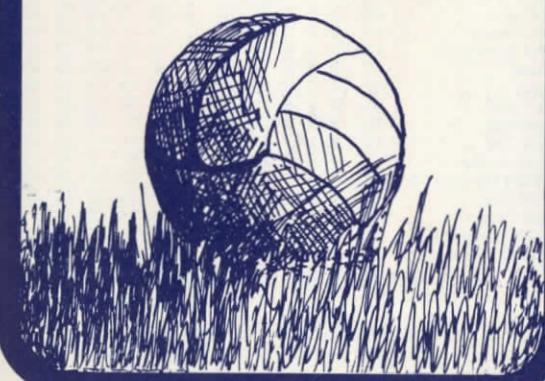
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TEAM SCORES

LUTON TOWN

- 1 GRAHAM HORN
- 2 JOHN RYAN
- 3 BOBBY THOMSON
- 4 PETER ANDERSON
- 5 JOHN FAULKNER
- 6 ALAN GARNER
- 7 JIMMY RYAN
- 8 JIMMY HUSBAND
- 9 BARRY BUTLIN
- 10 ALAN WEST
- 11 JOHN ASTON
- 12 GORDON HINDSON

Colours:

Shirts: Orange with White and Navy Vertical Stripe.

Shorts: Navy. Stockings: Orange.

SUNDERLAND

- 1 JIM MONTGOMERY
- 2 DICK MALONE
- 3 RON GUTHRIE
- 4 DENNIS LONGHORN
- 5 DAVE WATSON
- 6 ROD BELFITT
- 7 BOBBY KERR
- 8 BILLY HUGHES
- 9 VIC HALOM
- 10 JACKIE ASHURST
- 11 TONY TOWERS
- 12 BONINGTON

Colours:

Shirts: Red and White Stripes. Shorts: Black.

Stockings: Red with White Tops

GOALSCORERS	
LUTON TOWN	SUNDERLAND
HUSBAND (1)	HUGHES (1)
RYAN (1)	TOWERS (1)
BUTLIN (3)	ASHURST (3)
	HALOM (4)
HALF-TIME 3	HALF-TIME 3
FULL-TIME	FULL-TIME

Referee:

Mr R. MATTHEWSON, Bolton

Linesmen:

Mr B. M. JAMES, Croydon—Orange Flag

Mr P. STOAKLEY, Chelmsford—Red Flag

LIST ONE	SCORE
A Cambridge Utd. v Plymouth Argyle	
B Blackburn Rovers v Wrexham	
C Chester v Northampton Town	
D Peterborough United v Gillingham	



Geoff Wright, 'Express & Star' photographer supplies the celebration pictures after our 1-1 draw at West Brom last Saturday.

LEAGUE DIVISION TWO

Teams	HOME						AWAY					
	P	W	D	L	F	A	W	D	L	F	A	P
Middlesbrough	42	16	4	1	40	8	11	7	3	37	22	65
LUTON TOWN	41	12	5	3	39	21	7	7	7	22	26	50
Carlisle United	42	13	5	3	40	17	7	4	10	21	31	49
Blackpool	42	11	5	5	35	17	6	8	7	22	23	47
Orient	41	9	7	4	27	16	6	10	5	27	25	47
Nottingham Forest	42	12	6	3	40	19	3	9	9	17	24	45
Sunderland	41	11	6	4	32	15	7	3	10	22	26	45
West Bromwich Albion	42	8	9	4	28	24	6	7	8	20	21	44
Hull City	42	9	9	3	25	15	4	8	9	21	32	43
Notts County	42	8	6	7	30	35	7	7	7	25	25	43
Bolton Wanderers	42	12	5	4	30	17	3	7	11	14	23	42
Millwall	42	10	6	5	28	16	4	8	9	23	35	42
Fulham	42	11	4	6	26	20	5	6	10	13	23	42
Aston Villa	41	8	9	4	33	21	5	5	10	14	23	40
Portsmouth	42	9	8	4	26	16	5	4	12	19	46	40
Bristol City	42	9	5	7	25	20	5	5	11	22	34	38
Oxford United	42	8	8	5	27	21	2	8	11	8	25	36
Sheffield Wednesday	42	9	6	6	33	24	3	5	13	18	39	35
Cardiff City	41	8	6	6	26	19	2	9	10	22	42	35
Crystal Palace	41	6	7	8	24	24	5	4	11	18	31	33
Preston North End	42	7	8	6	24	23	2	6	13	16	39	31
Swindon Town	42	6	7	8	22	27	1	4	16	14	45	25

Up to and including Saturday, 27th April, 1974

Designed and produced by Midland Sports Magazines.
Printed for Luton Town Football and Athletic Club Ltd., by
Peerless Press Ltd., Spon Lane, West Bromwich.