

EVENING

POST

EVENING POST PROMOTION SPECIAL, APRIL 22, 1970

**PROMOTION
SPECIAL**

JUST CALL US TOP HATTERS



The weary heroes troop tired but happy from the pitch at Mansfield. Malcolm Macdonald and Terry Branston are mobbed by jubilant Luton fans and it is perhaps significant that Post Photographer Tony Mardell caught these two players in capturing Luton's moment of triumph. Branston's rugged defence was a prime factor in the promotion drive from the Fourth. Macdonald's opportunism has helped lift them to the Second.



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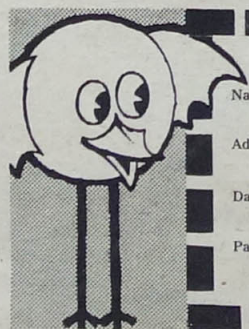
YES BERT AND OUR HOME IS REALLY BEAUTIFUL. BY THE WAY BERT HAVE YOU SEEN FIDO LATELY?



Elizabeth Ganu would like to congratulate Luton FC on their promotion to the Second Division.

ELIZABETH GANU
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HOW THEY DID IT

Opponents Venue Result Scorers Attendance

Barrow	h	W	3-0	Allen, Collins, Keen	12,080
Bournemouth	a	W	1-0	Macdonald	9,735
Orient	h	W	3-2	Collins, French, Macdonald	13,761
Halifax	h	D	1-1	Macdonald	13,759
Gillingham	a	W	2-0	Macdonald (p), Green (og)	7,792
Bristol Rovers	h	W	4-0	Collins, Tees, Macdonald, Allen	15,198
Bradford City	a	D	1-1	Allen	10,851
Southport	a	W	3-0	Macdonald, French, Nicholl	4,003
Shrewsbury	h	D	2-2	Collins, Slough	15,396
Plymouth	a	W	3-1	Tees (2), French	14,111
Walsall	a	W	3-1	Tees (2), Collins	7,557
Stockport	h	W	2-0	Nicholl, Macdonald (p)	15,944
Bournemouth	h	D	0-0		18,065
Doncaster	a	L	0-2		17,380
Brighton	a	W	2-1	Collins (2)	18,722
Torquay	h	D	1-1	Tees	16,087
Rotherham	a	D	1-1	Allen	8,727
Barnsley	h	D	1-1	Macdonald	17,422
Rochdale	h	W	2-0	Collins, Allen	15,876
Fulham	h	W	1-0	Macdonald	16,485
Bradford C	h	W	5-0	Macdonald (3), Tees, Collins	11,857
Orient	a	L	0-1		17,619
Gillingham	h	L	1-2	Keen	17,402
Shrewsbury	a	L	1-5	Harrison	4,206
Plymouth	h	L	0-2		12,358
Bury	a	W	3-1	Macdonald, Tees (2)	6,893
Stockport	a	D	1-1	Tees	3,922
Doncaster	h	W	4-0	Macdonald (2), Slough, Tees	12,826
Bristol Rov	a	L	0-3		13,297
Barrow	a	L	1-2	French	3,843
Torquay	a	D	2-2	Harrison, Macdonald	6,819
Brighton	h	D	1-1	Macdonald (p)	17,584
Tranmere	h	W	2-0	Macdonald, Ryan	11,368
Reading	a	W	1-0	Macdonald	18,782
Mansfield	h	D	2-2	Ryan, Harrison	12,690
Bury	h	D	0-0		12,751
Tranmere	a	L	2-3	Allen, Slough	4,035
Rotherham	h	W	2-1	Allen, Slough	14,315
Reading	h	W	5-0	Macdonald (3), Busby, Harrison	14,401
Barnsley	a	L	1-2	Keen	9,760
Halifax	a	D	0-0		3,482
Fulham	a	W	1-0	Macdonald	18,987
Walsall	h	W	3-0	Busby, Collins, Macdonald	17,193
Southport	h	W	1-0	Busby	16,756
Mansfield	a	D	0-0		10,301
Rochdale	a				

DIVISION THREE

	P	W	D	L	F	A	Pts
Orient	44	24	12	8	65	34	60
LUTON	45	22	14	9	75	42	58
Bristol R	46	20	16	10	80	59	56
Fulham	45	20	15	10	81	54	55
Brighton	46	23	9	14	57	43	55
Barnsley	46	19	15	12	68	59	53
Mansfield	45	20	11	14	69	49	51
Reading	45	20	11	14	79	77	51
Bradford C	44	17	12	15	57	48	46
Rochdale	45	18	10	17	68	58	46
Doncaster	46	17	12	17	52	54	46
Rotherham	46	15	14	17	62	54	44
Shrewsbury	44	13	18	13	62	59	44
Torquay	45	13	17	15	59	59	43
Plymouth	46	16	11	19	56	64	43
Walsall	44	16	11	17	53	67	43
Halifax	44	14	15	15	47	60	43
Bury	46	15	11	20	75	80	41
Tranmere	44	12	16	16	54	72	40
Bournemouth	45	12	14	19	48	71	38
Southport	44	13	10	21	47	58	36
Gillingham	43	11	12	20	48	63	34
Barrow	46	8	14	24	46	81	30
Stockport	44	6	10	28	27	70	22

WHO GOT THE GOALS

	Lge	LC	FAC	Total
MACDONALD	24	2	1	27
TEES	11	0	2	13
COLLINS	10	0	2	12
ALLEN	7	2	0	9
FRENCH	4	0	0	4
HARRISON	4	0	0	4
SLOUGH	4	0	0	4
BUSBY	3	0	0	3
KEEN	3	0	0	3
RYAN	2	0	0	2
NICHOLL	2	0	0	2
SHEFFIELD	2	0	0	2
LEWIS	2	0	0	2
BRANSTON	1	0	0	1
O.G.	1	0	0	1
Total	75	9	5	89

Coincidence — Luton pass Villa again

DID YOU KNOW that Luton Town were relegated from the First Division in 1960 as Aston Villa, the Division Two champions, were being promoted?

Now the position has been reversed with Villa — and Bruce Rioch — doomed for Division Three soccer for the first time in their history.

In that season, Villa were promoted after losing only eight games, exactly the same number as they have won this term!

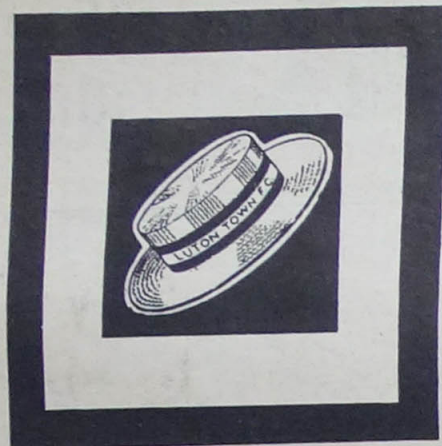
Luton started with a home game against mighty Everton, winning 2-1. Then followed a home match with Blackpool which they lost 2-1.

It was a terrible season for Luton who finished at the bottom of the table with only 30 points, four points less than Leeds United who were also relegated.

Bruce Rioch must be regretting the day Luton sold him to Villa. At the time, Villa looked set for a successful season. There's no accounting for football, though. Now the tables are turned.

DID YOU KNOW ... That during the last six years, only one Luton player has bettered Malcolm Macdonald's 27 goals in a season. That was in 1965/66 when John O'Rourke banged in 34. Bruce Rioch equalled Mac's total the season before last.

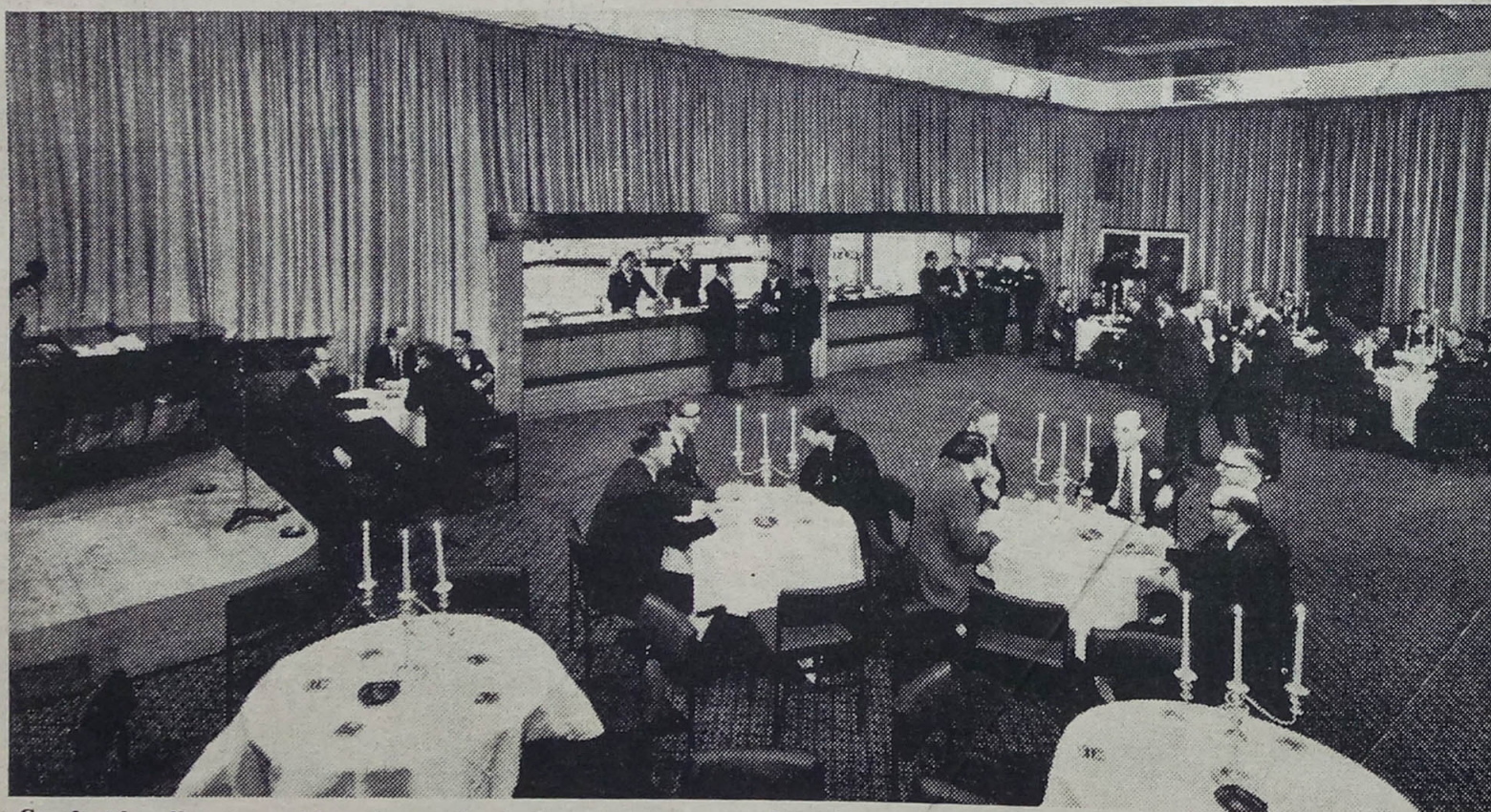
O'Rourke gave Luton good service scoring 66 times in three seasons from 1963 to 1966 before he moved on to Ipswich and then Coventry City.



Luton Town Sports Centre wish to congratulate Luton Town FC for their tremendous effort this season, and the added success of promotion to the Second Division. Good luck for the future to the team and the club as a whole.



Our new Sports Centre at 231 Dunstable Road, which offers a comprehensive list of sports goods, toys and games at competitive prices.



Comfort for all manner of functions — that is the motto of the new, luxurious Hatters' Club which is proving so popular.

The New Sports Centre

THAT MAN MAC

...and his lethal left foot

By ERIC HARRIS
EFFERVESCENT, courageous and deadly. That's Malcolm Macdonald, the man who has played a big part in getting Luton Town back into the Second Division after a break of seven years.

When Bruce Rioch left Kenilworth Road for Aston Villa, manager Alec Stock was public enemy number one as far as Luton supporters were concerned. Then Mac arrived on the scene, signed for £17,500 from Fulham. He averaged a goal a match at the beginning of the season and suddenly Mr Stock was back in favour.

Macdonald, the calm, quiet man of the side, began his career with Southern League side Tonbridge when Luton's chief scout, Harry Haslam, was manager there. Macdonald found his way to Fulham and played in their reserve side in the last match of last season at Kenilworth Road.

Johnny Haynes played too, but it was Macdonald who caught the eye playing at full back. There was little to suggest then that Macdonald would be playing in Luton's colours this season.

Lean spell

He made an immediate impact, scoring in the second game of the season at Bournemouth when Luton won 1-0. He scored in the next four matches too.

Then came a bit of a lean spell for him as he struggled to find the net. He scored the odd goal here and there until Fulham came to Kenilworth Road on November 25. Luton won 1-0

and who got the vital goal? — Malcolm Macdonald.

In the following match at home to Bradford City, Macdonald scored twice and he was back on the goal trail.

He's figured in other important results too. Like the refined display at Reading on March 11 when he scored in the last minute to end Reading's formidable run of 15 unbeaten matches.

Macdonald is lethal in the air or on the ground. He has a venomous shot and destructive heading ability.

Fulham must be counting the cost of letting him go at such a low price. Bill Dodgin must be gnashing his teeth.

THIS IS THE MAN who has set the Third Division scoring pace this season. Luton's Malcolm Macdonald combines power, ball-control and speed, and the result of this recipe has made him the Division's leading goal-grabber. Twice this season he has netted hat-tricks

DID YOU KNOW ...

that Luton Town's last match in the Second Division was on May 18, 1963, when they lost 2-0 at Stoke before a crowd of 33,644 — and Stanley Matthews scored Stoke's second goal in the 47th minute. It was his first goal of the season for Stoke.

Fred Jardine, Luton's longest serving player, played at outside left that day.



THERE IT IS. Mac rattles home his third goal in Luton's 5-0 drubbing of Reading at Kenilworth Road. Afterwards the club presented him with the ball, which he took proudly home



Tough Orient on the way back

By PAUL HARRISON

AN IRON-TIGHT defence and strikers with the knack of scoring vital, point-winning goals has seen Orient back into the Second Division they left in 1965-66.

So they are half-way along the tortuous road back to the First Division. Orient knew the delight and the torment of what is generally acknowledged to be the hardest league in the world for one brief season in 1962-63.

After finishing second in Division Two, the year before, Orient, after years of struggle and middle-of-the-table mediocrity in



JIMMY BLOOMFIELD ... shrewd manager

Division Two and Division Three, knew the sweet taste of the good time.

Crowds bulged the Brisbane Road stadium in East London and everybody wanted to know Orient. Alas, the bubble burst. In one short year they plunged back to Division Two and three years later back into Division Three.

The crowds that had flocked to Leyton in the good years vanished. Attendances sunk to an average of below 5,000. Orient looked to be destined to become another soccer backwater.

Struggled

Orient even struggled in Division Three, last season, finishing 18th. But in the club things were happening. Good youngsters with the promise of greatness were developing through the youth team, and being given the chance of first team experience.

Teenagers like Tommy Taylor, England Youth international and the target of literally dozens of League scouts, goalkeeper Steve Bowtell, another Youth international, and fancied full back Dennis Rofe.

At about the same time, a smart Cockney became Orient's manager. Jimmy Bloomfield turned out himself at the start to help the youngsters on. His cool generalship, both on and off the field, has been a major factor in Orient's revival.

He tempted to Brisbane Road a mixture of canny experience and dashing youth. Peter Brabrook, who gained England caps while with Chelsea, came to exercise his wingman's skills before an Orient crowd that has swelled week by week this season.



MAC IN full-flight is a sight worth seeing. This picture shows why every defender he comes up against has reason to fear the fire-power of Luton's leading marksman

Success means everybody

First Division—
that's our aim
says Hunt

'Easy' matches worried Town

JIMMY ANDREWS, Luton's coach assesses the season

LOOKING back on the season, it wasn't the hard games we slipped up on, it was the easy ones. We came through the hard ones. The bad sides made us struggle. We were not able to raise our game. It's horrible when you think back to Southport, Stockport, Halifax, Gillingham, Bury and Barrow.

Yet we never really struggled against the top sides. We should have won the league by six points.

Tactics

The blokes have been tremendous. As far as professionals go, they are certainly as good as any I have ever handled. We played it tactically most of the season. We had obvious weaknesses, and we had to cover these up, and make up for them.

I know there times when the crowd was not too pleased, but it's a long term policy we are working on. We are up there now. I



JIMMY ANDREWS

think we will do well in the Second Division.

There's no earthly reason why we shouldn't. We are well organised and very professional. I think we can only improve.

The main thing was to get out of this division — no matter how we played. There's teams who have played better football than us, but they did not do better than us in the end. We were working for results.

LAST DITCH RALLY SEES LUTON HOME

IN THE LUTON TOWN dressing room at Mansfield on Monday night one of the players stuck a bottle of champagne into my hand and said: "Get stuck into that". It brought home to me the fact that everyone connected with the club, no matter in what capacity, is made to feel one of the gang. It also made me realise that everything that had been fought for so diligently over the last nine months was in that swig of bubbly.

This is the sort of thing that makes a soccer journalist's job worthwhile. For however unbiased we are all season, success is as important to us, and the paper concerned, as to the players, the manager and the fans.

Papers are sold on success. Failure is no good to anyone. But Luton only just made it with a great last ditch rally, and when I look back over the season, I can find almost as many miseries as jubiliations.

Goal average

Let's remember the happy times first. Happiest of all, of course,

was Monday night. Champagne and success cling together like a centre forward and his opposing centre half. That was a great occasion. The edge was taken off it a bit by the fact that we had to wait to clinch it after being there on goal average for several days.

Immediately before that we had, in quick succession, Bristol Rovers being knocked out of the running at Tranmere, Viv Busby's winning goal against Southport, and leading goalscorer Malcolm Macdonald ramming in the only goal of the match to steal two crucial points at Fulham.

A month previously he had done the same thing, in the last minute of that thriller at Reading.

Those were the real turning points — along with that heady 5-0 thrashing of Reading at Kenilworth Road.

From Christmas to the beginning of March had been a lean time. Luton had suffered some terrible defeats, and even their own fans had turned against them.

'Old Macdonald'

Two of the highlights immediately before and immediately after the bad spell, were magnificent hat-tricks from Macdonald. "Old Macdonald" as the fans call him, is only 20. And this season he's rattled in 27 goals. Since he's joined the club from the Fulham bargain basement for £17,500, he's proved himself worth his weight in goals.

He has scored some memorable ones. Remember that one against Fulham in the blizzard at Kenilworth Road? That was worth two more points.

Keeping to the bright side, another great win came at Brighton back in October, when John Collins collected two opportunistic goals and Luton won 2-1.

Luton did not lose a match until October 11. On that day they went to Doncaster, and received a bit of a rousing. Perhaps they were getting complacent but the Rovers didn't half look a good team that day. Luton lost 2-0.

Before that there had been wins for the Hatters at Walsall, Plymouth, Southport, Gillingham and Bournemouth. Luton

certainly led the field at the first bend.

At the half-way stage Luton were still in the lead. This was the position after 23 matches:

	P	W	D	L	F	A	Pts
Luton	23	13	7	3	42	17	33
Bradford	23	13	5	5	30	20	31
Oxford	24	11	9	4	31	19	31
Rochdale	24	13	4	7	46	33	30
Torquay	25	9	11	5	37	28	29

Black spot

Black spot of the season was that 5-1 hammering in the Shrewsbury mud in January, followed by a 2-0 humiliation at home to Plymouth in front of the television cameras.

But it's all turned right in the end. In the middle of the troubles the fans turned sour. In that match against Plymouth they gave skipper Mike Keen the bird when he went on as substitute after an hour.

That provoked a stormy reply from chairman Mr Tony Hunt, and for a week or so, he and the fans were at loggerheads. But everything simmered down, and Luton were able to get back into their stride in time.

Most improved player of the season must be full back John Ryan. He's lost a lot of his wildness, and now looks a seasoned, capable full back.

Most consistent player has been Malcolm Macdonald. He's never stopped trying, and those 27 goals have made him the target for the big clubs. Luton won't want to part with Mac, in the consistent bracket.

DID YOU KNOW...

that 10 years ago Luton Town opened their programme with an away game against Huddersfield Town in the Second Division. That was the season Luton reached the fifth round of the FA Cup when they were beaten 1-0 at Barnsley.

In the fourth round they played their never-to-be-forgotten tie with Manchester City at Kenilworth Road with Dennis Law scoring all six of City's goals before the match was abandoned. Luton won the replay 3-1.

FURPHY SAYS 'WELL DONE LUTON'

WATFORD manager Ken Furphy, who guided the Hornets out of the Third Division last season, was quick with his congratulations for his closest rivals.

"I am very pleased for Luton and everyone concerned that the Hatters have made it," he said.

"Now we can look forward to more of those local derbies — and the bumper gates that go with them."



THE MEN BEHIND LUTON TOWN. This unusual picture taken at a recent match shows the tension in the trainer's box on a big-match night. Crouching on the left is groundsman Eddie Hartley, with trainer Reg Game standing behind him. In the centre is manager Alec Stock, and on his left is his right-hand man, coach Jimmy Andrews. On the extreme right is Matt Tees, substitute on this occasion

Eddie Hartley—Luton's best 'signing'



IF YOU forget the players for a moment, the man who has probably done as much for football at Luton as anyone is groundsman Eddie Hartley.

He's worked from dawn to dusk on the once notorious Luton pitch, and it is to his everlasting credit, that for once Luton have gone through a season without having to postpone a single match because of the state of the ground.

All hours

Time and time again I have heard the Luton chairman and directors congratulate him on being able to prepare a pitch in conditions that once would have made football impossible at Kenilworth Road.

Eddie's son Derek has joined him in the job, and the two of them work all

hours, along with the rest of the ground staff, on keeping the pitch in good shape.

Explained Eddie: "It's got to be your hobby as well as your job. It's no good otherwise — you'd never stick it. In the summer I'll be down there until 10 o'clock at night. I love it."

From Barnsley

"And when the weather's good, my wife will bring her deck chair over and sit and have a read on the pitch."

"It's the only way. This is a job you have to live with."

A jovial Yorkshireman, Eddie came to Luton from Barnsley. It was known throughout football that he had made Barnsley into one of the best playing surfaces in the game.

When the vacancy for a groundsman at Luton cropped up Eddie was favourite for the job. He was taken on, and it's one of the best signings Luton have made for a long time.

Viv's great goal



YOUNG VIV BUSBY bursts between two Southport defenders to slam in the only goal of the match last week. This was the highlight of Viv's short career, and it could well have been the goal that won Luton promotion. Afterwards he gasped: "I couldn't believe it. I thought it was going over the top."

LUTON TOWN chairman, Mr TONY HUNT talks to the Evening Post

WELL, we've made it. It's not always been easy, but we have done what we set out to do. It's been a team effort, and I think we owe a debt of gratitude to manager Alec Stock and to his coach Jimmy Andrews.

We are extremely fortunate in having a chap like Alec as manager. He's so experienced. He's proved that by coming back from what at one time seemed a hopeless position, by sheer guts and determination.

I look on a board of directors as temporary custodians of a club that belongs to everyone. Everything we do, even if people do not always agree with it, is what we believe to be the best for the club. People must be assured of that.

First goal

We have achieved our first goal in getting out of the Fourth and Third Divisions. Now it is essential that everyone — the club, the fans, and the local authorities work together to achieve our ultimate aim which is, of course, the First Division.

But we must be sure not to over-reach ourselves. We don't want to go straight up. We want to build, to consolidate. We shall have a club in which everyone can be absolutely proud — sta-



Chairman TONY HUNT celebrating promotion

dium-wise, player-wise and fans-wise.

I would like to thank everyone who has helped us to achieve promotion — right from the management, the players, and the fans, to the behind-the-scenes-workers. Even people like our tea ladies have played a part. They do a great deal for very little reward — except to belong to the club.

It's been a team effort from top to bottom. I am very proud of everyone.

Congratulations

LUTON TOWN



Heartiest congratulations on your fine achievement, may we wish the team continued success in the second division — and to further honours.

Team up with the
**LUTON
CO-OPERATIVE
SOCIETY**

**CO
OP**

It's been an up and downer, says Mike Keen

WHEN I heard that Bristol Rovers had been hammered at Tranmere the other night I could hardly believe it. It was fantastic. It was unbelievable. Now we have done it, I am on top of the world.

It's been a bit of an up and down season for us really, but in the last couple of months the lads have played really well. Everyone came on at the right time, and we have

had some great results. Look at those wins at



Reading and Fulham. They were the turning point for us.

Now for Division Two. I have played in it, and I

think we will do well. Obviously we don't yet know what the team will be, but I don't think we'll have much trouble in finishing around the halfway mark. Division Two has more skill. In the Third Division you find teams have three or four really skilful players. In the Second they have six or seven.

Mac's pace

You have more people who can play. It's also stronger and faster. This is why I think it will suit Luton Town. Take Alan Slough for instance. He's a good player now, but he will be a lot better in the Second Division because the pace and skill will suit him more.

Then we've got Malcolm Macdonald. He's had a terrific season. Look at all those goals he's scored — and with a bit more luck he could have had a lot more. His pace will see him through in the Second Division.

We will have a mixture of experience and youth — and that's what's wanted there.

Youthful confidence

Two of the reasons why we have won promotion are the performances of young Alan Starling and Viv Busby. These two youngsters came into the side and influenced everyone with their sheer confidence. Their enthusiasm rubbed off on the rest of us and we started to think: "Hell, look at these two. They obviously think we can do it — so let's get on with it. They have both been terrific."

I am very sorry for Alan, who has to have a cartilage operation. He's played some great games for us. So has Viv. He's been terrific in the last few matches and worked really hard. He's done better than anyone thought he could.

Crowd reaction

It's been a funny season. Early on we were at the top of the division, but not playing really well. In the last couple of months we have played well and pulled back. We had a bad patch but we rode it well. I think Jimmy and the boss (Alec Stock) were a bit worried at one time. We all were. It was a difficult time but we came through OK.

Then there was my own bad patch. I think it started when I had flu. I would have been out of the side at Torquay — but Jack Bannister was not fit and I had to play. I had a bad time and when the crowd start to get on your back you are frightened to do things.

But we got over it and the crowd have really been behind us in the last few games. It's made all the difference in the world.

Dougan's comeback

It's funny you know. I have never been in a team before when everyone played badly at the same time. It suddenly happened here. None of us played really well from Christmas to the end of February.

Now we are in Division Two again. It's great for the Town. The fans will know that everyone in the side will be fighting like mad to do well for them.

MIKE KEEN, the Luton Town skipper, is a man who seems to court success. He led Queens Park Rangers from Division Three to Division One, and led them out at Wembley to win the League Cup against West Brom. They were the first Third Division Club to win the trophy.

Still only 30, Mike has completed 12 seasons in senior football and in seven of those seasons played in every match. He has made over 500 League and Cup appearances.

Now Mike has led Luton to Division Two in his first season at Kenilworth Road. Here he tells the Post how promotion was won, and takes a perceptive look over his shoulder at a season in which not everything went right.

Luton lucky with keepers



ALAN STARLING

SANDY DAVIE

TONY READ

LUTON TOWN have been lucky this season in that they have three competent goalkeepers on their books. All have been called upon for first team duty.

And when Tony Read returned for the home match against Southport, the full cycle had been completed.

Sandy Davie was injured towards the end of last season, and Read made a good job of standing in for him. Manager Alec Stock played fair and gave Read the chance to carry on at the start of this season.

He played the first six matches, but then received a kick in the side in the home match against Bristol Rovers. He was replaced by Davie for the League Cup replay at The Den against Millwall, and Davie kept his place for most of the season.

Poor match

But with one or two exceptions, Davie did not look as good as he did the previous season. Some people said that he had lost a bit of nerve after having a couple of ribs broken.

He continued to show bravery on the ground, but

was not always up to it when under pressure in the air.

He had a poor match at Tranmere on March 21, when Luton almost lost their promotion chances with a 3-2 defeat, and Davie was left out for the next match, at home to Rotherham.

Dilemma

In came 19-year-old Alan Starling for his League debut, and he played a blinder. He retained his place, but in his sixth match, at home to Walsall, he damaged his knee, and had to be replaced by Keith Allen.

An exploratory operation under anaesthetic showed that the trouble was a damaged cartilage, and he goes to have it out next month.

Mr Stock was faced with a dilemma. Who replaced Starling? He quickly decided that Davie must be overlooked, and brought Tony Read back.

It will be interesting to see if Mr Stock retains all three goalkeepers. Alan Brown is interested in Tony Read going to Torquay, but Mr Stock may well think that the "big fella" is too valuable to release at this juncture.

Finds of the season



LUTON's two new starlets VIV BUSBY (above) and goalkeeper ALAN STARLING (below). Both have potentially great futures — and neither cost the Town a transfer fee

New vigour

SINCE coming into the first team at Easter, Luton Town's two newcomers, Viv Busby and Alan Starling have injected new vigour into the Hatters.

Both are great finds — and neither cost the Town money.

At Christmas Viv was playing for Wycombe Wanderers in the Isthmian League.

He has all the skills, plus a big heart. He wants goals and success. He is obviously going to have plenty of both at Luton Town.

Alan Starling will not play again this season. He faces a cartilage operation next month. But it has been sheer hard work and patience that has seen him in the first team.

Starting on the ground staff, Alan has been in the background at Kenilworth Road for four seasons. When Sandy Davie recently lost his form he grabbed his chance with both hands, and has shown that he is a great asset to the Town and to football as a whole.

ROGER DUCKWORTH



FLASHBACK



What it's all been about... Branstons with the Division Four cup
In the dressing room, a champagne shower for John Moore



Those wild scenes from 1968

LUTON TOWN fans will never forget these scenes. They were pictured after the club had won the Fourth Division championship in April 1968. Now those heady days are here again. Once again the champagne flows at Kenilworth Road.

There are new faces in the team from that title-winning side of 1968, and some of the old faces are still there. From the team pictured on this page Bruce Rioch, Ray Whittaker and Billy McDerment have all gone. So has Ian Buxton, who is not on the picture.

Those who are gone are not forgotten. Ask any Luton fan, and he'll reel off that championship team as quick as you like.



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Division 2 will be far from easy

WHAT DOES the Second Division hold for Luton Town? The question was being asked as long ago as Christmas, but now it has become a reality Alec Stock, the players and supporters can start to prepare and build for their toughest test for years.

The Second Division is hard. Mr Stock knows that — and it will provide the kind of opposition that will stretch the Town's resources to the limit.

Teams like Swindon, Leicester, Middlesbrough, Sheffield United and Queens Park Rangers are all strong enough to "live" in the First Division. No one will expect Luton to paint the town red straight away and any-

BY BRIAN WOOLNOUGH

thing above halfway will be regarded as a success.

But the prospect of players such as Rodney Marsh, Terry Venables, Eric McMordie and Don Rogers at Kenilworth Road next season leaves a nice flavour of things to come.

At Christmas Luton were walking towards the Second Division, six weeks ago they were half accepting another

season in the Third. Now the tables have turned again and we are home and dry.

No one can deny Luton and Mr Stock their success. The manager has bought, moulded and finally taken his team to promotion. It continues a remarkable record that he has celebrated with Leyton Orient, Roma, Arsenal and Queens Park Rangers.

I wonder what other clubs will think when they look and see Luton joining them in the Division that separates the hard and hopeful teams from the brilliant and skilled.

Ask Watford

It's hard — ask Watford. They went up last year and have just avoided the quick drop by the skin of their teeth. Luton will not want to do the same.

Leicester will provide colourful opposition for the Town. Any side that can boast a World Cup goalkeeper — Peter Shilton — an England defender in David Nish, and brilliant forward in Len Glover is worthy of credit.

For glamour the Town's visit to Loftus Road will take some beating. Alec Stock, Mike Keen and John Collins will want to win there, but will find Marsh, Venables, Mobley, Morgan, and Bridgess tough opposition.

The long journeys to places such as Middlesbrough and Sunderland will pair Luton with players such as McMordie, Jim Montgomery, Joe Baker and Colin Todd.

Don Rogers is a household name not only in Swindon and when on peak form he provides the fans with excitement galore.

DID YOU KNOW . . .

the total number of full-time staff in Luton's employ would make the poorer relations of the Football League shake in their boots when it comes to pay day. They have a total of 24 people on the payroll excluding players.

There are five in the offices, six ground staff, five in the shop and Sports Centre, plus three full-time pools men, three Hatters Club staff not to mention the manager and coach.

If that's not enough, there are two part-time scouts and a part-time youth team manager.

On the playing staff Luton have 27 full-time professionals and four apprentices.

Some of the stars they'll meet



BOLTON's ROGER HUNT



QPR's RODNEY MARSH



SUNDERLAND's COLIN TODD



SUNDERLAND's JIM MONTGOMERY



LEICESTER's DAVID NISH



SWINDON's DON ROGERS



LEICESTER's PETER SHILTON

Luton poised for the top

By ALAN MANLEY

THE start of a new decade sees Luton back in Division Two, and no one should underestimate just what a great performance it has been to get back from the doldrums of Division IV to a division which really is a springboard to the very top.

No one should say, either, that Luton will be satisfied to stay in the Second Division or that they have not got the means or the will to reach the summit of the First.

They most certainly have, and what is more, they have been there before, so they know what it is all about.

Admittedly none of the present playing staff were with the club in the old Division One days, but behind the scenes there is a team rich in experience and, perhaps more important, even richer in ambition.

Consolidation

But let us not jump the gun. There must obviously be a period of consolidation. The proper foundations are there. Now they must be built on surely and wisely until Luton Town is a club to be spoken of in the same breath as the Leeds and Evertons.

And that isn't so high-flown, either. I remember Leeds United, currently the most talked-about team in England in the days of John Charles when they were no more than an average Second Division outfit. Few people then, I imagine, would have visualised that they were going to reach today's dizzy heights in what is, comparatively, a short period.

Most people who can remember the Luton Town of the mid-fifties will agree that

they were a good side (the team was certainly handsomely full of international or near-international players), but that there was no real building for the future.

The Luton Town of today is very, very different. The emphasis is on young blood and it seems that Alec Stock and Jimmy Andrews are planning not only for next season, but for the season after that and the one after that!

It all looks extremely encouraging.

No one should forget, though, the board of directors — a team of men who have given unstintingly their valuable time, inspiration, and in some cases, money.

Another chapter

At times, particularly in those shaky weeks just after Christmas, it did not always look as if their dreams were going to be fulfilled this year.

But even if they were secretly a little dismayed they did not show it and their confidence must have rubbed off onto the players.

Manager Alec Stock is a man whose name is synonymous with success, and Luton's promotion is just one more chapter in a happy history book of victories that started way, way back when he was in charge of little Yeovil.

Let us not forget, either, the fans who, for the most part, have cheered on their side from the first match.

So, one way and another, it has been a team victory — a team consisting of players, administrators and fans. And that, to borrow one of Mr Stock's favourite phrases, is what it is all about!