

LUTON TOWN

INSIDE TOWN TODAY:
Harry Haslam Action 73
Gerry Harrison Viewpoint



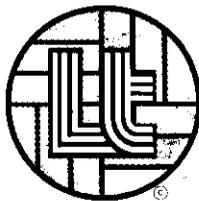
v CARLISLE UNITED

OFFICIAL PROGRAMME
Price 10p

Football League Division 2 Saturday, 1st September, 1973 Kick-off 3 p.m. Vol. 1—No. 1



LUTON TOWN



FOOTBALL & ATHLETIC CLUB LTD.

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Former England Youth International Don Shanks takes a shot at goal during last Saturday's match against Nottingham Forest

Forget about that defeat at Nottingham Forest last week. The first match of the season is the one everybody dreads—me included.

There's a lot of trial and error in an opening match. It's played at a different tempo to pre-season warm-up matches and some teams take a little longer than others to settle down.

I'm not trying to make excuses for Saturday's defeat. We were certainly disappointing, but it wasn't entirely the lads' fault.

Bad Start

And although we got off to a bad start I just hope that you, the supporters, will stick by us. In return I promise that Luton Town will do all they can to play attractive, attacking football.

It's going to be hard in the Second Division. It's full of good clubs, but they're no different to us and although I'm not going to stick my neck out by predicting promotion we've got to be optimistic.

There's bound to be disappointments and times of frustration. Obviously we would like to win

HARRY HASLAM'S TOWN



every match, but sometimes you come across a better team and this has got to be accepted.

Happy

I'm happy with the set of lads I've got at Kenilworth Road, but like nearly every other manager in the Football League I would like to boost the first team pool. In the close season we signed young Tom Finney from Irish club Crusaders. Obviously he needs time to bridge the gap from part-time Irish football to the English Second Division and when he's done that he should be a really good player. We've tried for several other

players during the close season but have just been beaten for their signatures.

Money

It's not the question of money that has beaten us for players but the fact that the players themselves have preferred to move to other towns or cities. But the search is still on for top-class players and if the right ones come along we will do our best to sign them and boost our hopes of honours.

Let's go Luton

and watch the

Shaw & Kilburn

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THE TOWN'S

Date	Opponents	Result	Att	League Position	S	†	FINNEY	ASTON	GRUSE	BUTLIN	John RYAN	Jimmy RYAN	GARNER	FAULKNER	ANDERSON	THOMSON	SHANKS	BARBER
Aug 25	Notts Forest	4 0	10,482															

REFERENCE LIBRARY

FOOTBALL COMBINATION —FINAL TABLE

	P	W	D	L	Goals		
					F	A	Pts
Ipswich Town	40	28	7	5	92	30	63
Tottenham Hotspur	40	21	15	4	73	33	57
Arsenal	40	23	11	6	79	37	57
Birmingham City	40	21	7	12	61	43	49
Oxford United	40	16	14	10	53	43	46
Queen's Park Rangers	40	19	8	13	56	46	46
Chelsea	40	17	11	12	36	38	45
Cardiff City	40	16	10	14	48	46	42
Crystal Palace	40	15	10	15	50	52	40
Bristol Rovers	40	15	8	17	54	49	38
Southampton	40	14	9	17	51	59	37
Fulham	40	12	11	17	46	47	35
Norwich City	40	13	9	18	45	56	35
Leicester City	40	12	10	18	45	55	34
Swindon Town	40	13	7	20	47	63	33
Reading	40	13	7	20	43	63	33
Bristol City	40	13	7	20	47	67	33
Swansea City	40	13	6	21	60	80	32
Plymouth Argyle	40	12	8	20	41	69	32
AFC Bournemouth	40	9	13	18	45	49	31
West Ham United	40	6	10	24	24	74	22

FOOTBALL COMBINATION FIXTURES

1973	Opponents	Ground	Result
Aug 25 Sat	Crystal Palace	Home	1 2
" 29 Wed	Chelsea	Away	4 2
Sept 1 Sat	Fulham	Away
" 5 Wed	Tottenham Hotspur	Home
" 8 Sat	Arsenal	Home
" 12 Wed	Tottenham Hotspur	Away
" 15 Sat	West Ham United	Away
" 22 Sat	Queen's Park Rangers	Home
" 25 Tues	Queen's Park Rangers	Away
" 29 Sat	Ipswich Town	Away
Oct 3 Wed	Chelsea	Home
" 6 Sat	Bristol City	Home
" 13 Sat	Swansea City	Away
" 20 Sat	Bristol Rovers	Home
" 31 Wed	Cardiff City	Away
Nov 3 Sat	Swindon Town	Home
" 10 Sat	Southampton	Away
" 21 Wed	Oxford United	Home
" 24 Sat	Leicester City	Away
" 28 Wed	Norwich City	Home
Dec 5 Wed	Reading	Away
" 15 Sat	Bournemouth	Away
" 22 Sat	Plymouth Argyle	Home
" 29 Sat	Crystal Palace	Away
1974			
Jan 1 Tues	Fulham	Home
" 5 Sat	Birmingham City	Away
" 12 Sat	West Ham United	Home
" 19 Sat	Arsenal	Away
" 26 Sat	Birmingham City	Home
Feb 2 Sat	Ipswich Town	Home
" 9 Sat	Bristol City	Away
" 16 Sat	Swansea City	Home
" 23 Sat	Plymouth Argyle	Away
Mar 2 Sat	Bournemouth	Home
" 9 Sat	Cardiff City	Home
" 13 Wed	Oxford United	Away
" 16 Sat	Bristol Rovers	Away
" 23 Sat	Southampton	Home
" 30 Sat	Swindon Town	Away
April 3 Wed	Leicester City	Home
" 24 Wed	Reading	Home
" 27 Sat	Norwich City	Away

FORTHCOMING ATTRACTIONS

Football Combination:
 Wed 5th September v Tottenham
 Sat 8th September v Arsenal

League Division 2:
 Sat 15th September v Portsmouth

after the match why not visit

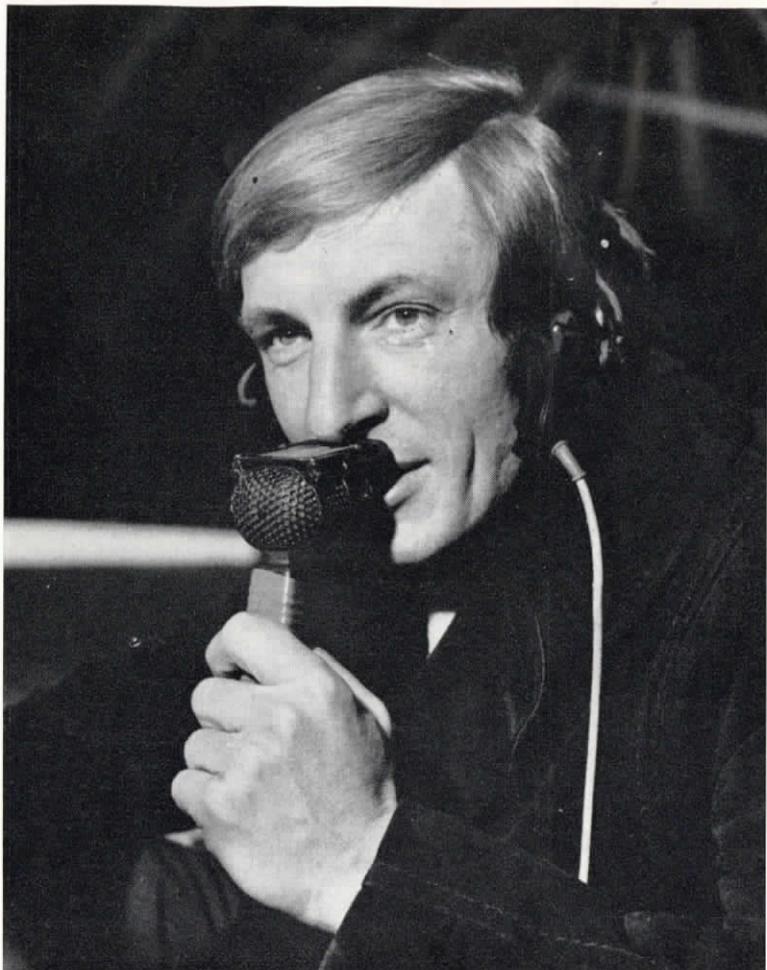
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IT'S THE ENGLISH GOAL(D) RUSH



By **GERRY HARRISON**
(Anglia TV)

orders. It was a great experience for all of us. I was obviously pleased with that Cup run... sixth round of the FA Cup proved a lot of things to the players and supporters. And personally, I was pleased with the confidence the directors put in me in the first place.

"This season? Well, if we look at it realistically, equalling last season's overall performances won't be so bad. But of course that isn't enough. That is only a first target."

At Hull, where goals are the primary object of Terry Neill's team, their priorities are slightly different.

"The only two clubs to score more goals than us were promoted," he says.

"We've got to tighten up in defence—and I also want to see more subtlety in the opponents' penalty area."

Ipswich, who made dramatic progress in the First Division last season will be looking for higher quality finishing. "We improved in all three departments of the team last year," says Bobby Robson.

"Our younger players like Johnson, Whymark and Lambert can only get better."

At Cambridge, making history in the Third Division, manager Bill Leivers will be working towards "more professionalism in our team work". His major disappointment last year was the gates.

Up the road at Northampton, Bill Dodgin takes over a largely unknown group of players.

"I'm not interested in last season's results," he says. "I've already seen splashes of the kind of thing—in passing for instance—which I didn't expect to show itself before October."

one... the failure to win as many games at home as we should have done. This put pressure on us to do well away from home. We managed this, but you've got to show your own supporters good results.

"There was plenty to be pleased about. The way the lads buckled down to different ideas... new faces in the team and giving the

T FOCUS W M

"Come on, break it up"—British boxing star Joe Bugner steps between our own Eric Morecambe and music's Acker Bilk during a recent "bout" at Kenilworth Road.



We begin the season at Kenilworth Road with a focus on the newly formed Luton Town Century Sporting Club. Already this club has attracted a great deal of attention, both from regular supporters and from others not previously associated with the club.

The "Club within a Club" has provided just the opportunity that Acker Bilk was looking for. Acker had been considering a season ticket to support the Hatters for some time, and when the Century Sporting Club was launched, he was one of the first to pay the £100 per year membership. He followed on his heels followed Joe Bugner with his manager Andy Smith, and now the membership tally is looking very healthy indeed.

The members have exclusive use of their own club lounge with licensed bar and colour television, plus their own reserved car parking space. However, as the membership increases, so the benefits are increasing. Joe Bugner and Andy Smith already have plans for various boxing functions during the season, and all Town supporters will now have a good chance of obtaining tickets for Joe's fights. Dave Roberts, our Commercial Manager, will be only too pleased to help out.

Another member, John Simpson of Travel House, hopes to arrange travel facilities for the club members to a number of sporting events around the world. Race meetings in France and motor racing both here and abroad are just two of the possible activities. Any suggestions by members are more than welcome, and this is the way in which activities will be decided.

So even at this early stage in the season, what started out as a social and sporting club now promises much much more, and we are sure that all Hatters' supporters will soon be feeling the benefits the club can bring.

It's new... the players' strip, the grass, a name or two... and to go hand in hand with a new season, brand new ambitions. But, first of all, taking a brief look back at 1972-73 what were the most pleasing—and disappointing things for Luton manager Harry Haslam? "The disappointments? Only one really, which was quite a big

INTRODUCING...

CARLISLE UNITED

After sweating it out while his side narrowly avoided relegation last season, Carlisle manager Ron Ashman spent heavily on new players during the close-season. His major signings were striker Frank Clarke from Ipswich—for a club record £40,000 fee—midfield player Mike Barry from Huddersfield (£35,000) and defender Billy Green from Hartlepool (£15,000).

For Clarke it was his third transfer. He initially left Shrewsbury for Queen's Park Rangers in 1968 for £30,000 and then moved to Ipswich for £50,000 two years later.

His arrival now means that Carlisle have strength in depth and when it

comes to forwards it also means that Dennis Martin, Bobby Owen or Kenny Wilson may have to stand down.

Martin made the big time with West Bromwich after being spotted in the Southern League with Kettering and he was transferred to Carlisle in 1970.

The Cumberland Club then paid a record £25,000 fee for Owen in 1970 and he was second highest scorer with 13 goals last season. He first made his name with Bury in 1964-65 and in 1968 he signed for Manchester City in a £45,000 transfer. He didn't settle at Maine Road so, after a spell on loan to Swansea, he went to Carlisle.

Wilson also commanded what was a

club record fee of £36,000 at the time when he joined the club from Dumbarton last season. In the previous two seasons he had scored no fewer than 83 goals for the Scottish Club. He had earlier spent a couple of years with St Johnstone.

Last season's top scorer was midfield player Joe Laidlaw who netted 15 times. For the previous three seasons he had been a Middlesbrough regular but this term he will be challenged for a midfield spot by new signing Mike Barry, Les O'Neill and Ray Train.

Barry developed in Huddersfield's junior teams rising to the first team three seasons ago. Carlisle paid

£35,000 for his transfer. O'Neill started with Newcastle but didn't meet with much success until moving to Darlington in 1964. For six years he was a regular, then he moved on to Bradford City where he was top scorer two seasons ago. He joined Carlisle in 1972.

A £5,000 fee clinched Train's transfer from Walsall to Carlisle in December 1971. He had grown up in Walsall's junior teams, making his League debut in 1968-69.

One of Carlisle's best known players is likely to be missing today. Chris Balderstone, who opened his League career with Huddersfield back in

1959-60, decided to continue his other sporting interest—county cricket—until the end of the summer season.

Carlisle have excellent cover in defence too. New centre half Billy Green, a Hartlepool regular for the past three seasons, will be pushing for one of the places held by Bob Delgado and Eric Winstanley. Delgado needs no introduction to Kenilworth Road fans for he was a Luton player until his transfer two years ago. Winstanley is a Durham lad who spent several seasons with Newcastle but because of the big names at St James Park, he got only a handful of League games with them. Peter Carr, the former Darlington

player, and Steve Derrett, a Welsh international signed from Cardiff two seasons ago, are the likely contenders for the right back spot with the highly-rated John Gorman—a one-time Celtic man—looking fairly certain to be on the opposite flank.

Brian Tiler, who began with Rotherham and then served Aston Villa before his move to Carlisle last season, could win one of the defensive positions with another ex-Luton player, Allan Ross, playing in goal. Allan didn't make the senior side at Luton but has made over 300 first team appearances in goal for Carlisle in the ten years since his transfer.



Back row left to right:

R. Owen, S. Ternent, T. Clarke, A. Ross, B. Tiler and P. Carr

Centre row left to right:

S. Derrett, D. Martin, R. Delgado, W. Green, G. Winstanley, M McCartney and K. Wilson

Front row left to right:

M. Barry, J. Gorman, J. Laidlaw, L. O'Neill and R. Train

IT'S A SWINGING TOWN

Noticed anything different about the Bobbers' Stand? No! Look again—those seats weren't there last season, surely?

Of course, but why isn't there seating throughout the Stand, you reply immediately? Well, the whole Stand should be seated by now, but unfortunately the world steel shortage has had its effect and the work has fallen behind schedule.

However, the installation of the seats will be completed in time for the Football Combination match versus Arsenal on 8th September 1973. Until that date you may use the seats already installed at no extra charge.

We are always concerned for our supporters' comfort and that is why we are rushing through the final stages of the work. We hope you are not inconvenienced while this work is in progress.

When the seating plan is complete, season tickets for the Bobbers' Stand will be available at £19. Match day tickets are available for this Stand at £1 for each Second Division game.

Bobbers' Club membership is still 27p and all enquiries should be addressed to Mike Ogden, Secretary of the Club.

CHAT FROM DAVE ROBERTS

At the start of another season, I should like to thank all those people who have helped prepare the Club during the close season.

Many of those willing helpers must of course remain nameless, but one or two people spring to mind as being particularly worthy of thanks.

The ground is looking much smarter now, and I must thank Croda Paints Limited for supplying all the necessary materials to bring about this transformation.

Particular thanks must go to Skipper Bobby Thomson and all the others who worked so hard to make the new strip available to supporters. It is unfortunate that the souvenirs in the new colours are not yet ready but they will be on sale very shortly.

COME AND JOIN US! LUTON LOTTERY

We are going all out for success this season—off the field as well as on it. Harry Haslam will be urging the team on to greater things, while we at the Luton Lottery also hope to carry on an upward trend. Become a member or even an agent for Luton Lottery.

All enquiries to:

MR MIKE HARWICK

Telephone: Luton 30748

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MAN IN THE MIDDLE

Today's referee MR D R G NIPPARD, from Bournemouth has refereed in the Hampshire League and the Football Combination. He also refereed the Belgium v Luxembourg Youth

International. In 1970-71 he refereed the FA Youth Cup Final. He is an Installation Supervisor for the Southern Gas Board. Mr Nippard's interests include cricket, do-it-yourself, committee and youth activities connected with youth soccer.

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YOUR NEWS— YOUR VIEWS

Write in to let us know what you are thinking—about Luton Town or about football in general. We will publish those letters with something to say, and the more you have to say the more space we will give you.

Write to:

TERRACE TALK
c/o Mr D. Roberts
70-72 Kenilworth Road
Luton, Bedfordshire

CAMERA IN ACTION

Although we unfortunately went down last week to Nottingham Forest our lads certainly got in among the action as our cameras prove



VIEWPOINT



■ Bob Stokoe... celebrates last May's Wembley Cup Final triumph

Making predictions at the start of a new soccer season is about as risky as selling tape-recorders to the White House.

Anything can happen between now and next May but there's one thing that's certain—the battle for Second Division honours this season will be the toughest in years.

One glance at the Second Division line-up proves that and a further look shows that it will be consistency—plus a bit of luck and freedom from injuries—that will win promotion.

Determined

Newly relegated Crystal Palace, for example, with Malcolm Allison determined to justify the cash the club spent last season trying to stay up by making sure they are promoted at the first attempt.

Then there's FA Cup winners Sunderland where manager Bob Stokoe is just as determined to fulfil his fans' demands for First Division soccer at Roker Park.

Stokoe says of the Second Division battle: "It's a really tough one. Only a really consistent team can hope to win it."

Celebrated

Soccer's most celebrated brothers, the Charltons—Jackie at Middlesbrough and Bobby at Preston—will both be wanting to show they've got what it takes to be a top manager in their first season in the "hot seat".

And they are both on record as regarding the Division 2 title race as the toughest for years.

Relegation also upset West Bromwich Albion and with such stars as the much sought after Asa Hartford they are bound to provide tough opposition, too.

Blackpool will have a much strengthened attack with the close season signing of Wyn Davies from Manchester United for £60,000.

Aston Villa, always a classy side, showed it again last season by giving the mighty Leeds a tough

time in the third round of the League Cup, holding them to a 1-1 draw at home before losing at Elland Road.

Although they went out in the third round of the FA Cup, their record of seven wins in the competition still stands. And they were runners-up in the League Cup two seasons ago.

Shouting

Let it be said, though, that Luton Town don't feel in any way out of their depth—just glad that there will be so many chances to show that this is a team worth shouting for.

And don't forget that there is an extra chance of winning a place in Division 1 this season, with three promotions and relegations instead of two.

Sunderland's great win at Wembley showed that last year was the year of the underdog. With the strength and class of this Division there's more than a chance that history will repeat itself this season.

Ibbotson

joins

Town

One of our latest recruits at Kenilworth Road is famous world record miler Derek Ibbotson.

Derek will be helping out with the Youth Team and with any other players who Manager Harry Haslam feels could benefit from Derek's advice.

It was more than 16 years ago that the Yorkshireman thrilled the crowds at the White City Stadium, London with the then world record of 3 minutes 57.2 seconds.

Derek started his top-class career in 1946, and his first international appearance was in 1955 when he helped Chris Chataway to the world three mile record in an international against West Germany.

He then went to the Melbourne Olympic Games the following year and followed home the great Vladimir Kuts and Gordon Pirie for the bronze medal in the 5,000 metres.

He retired in 1964 and has since then helped several top-class soccer clubs with their training. Now Derek hopes to help Town in their battle for promotion.

TOWN Travel

HATTERS' SPECIAL

BRISTOL CITY v LUTON TOWN

Saturday 8th September 1973

<i>Depart</i> Luton	10.04
Harpenden	10.12
St Albans	10.21
<i>Arrive</i> Ashton Gate, Bristol	13.24
<i>Depart</i> Ashton Gate	17.35
<i>Arrive</i> St Albans	21.06
Harpenden	21.14
Luton	21.22

Fare £1.50 Tickets from Club Offices

Supporters Club News

Almost 200 loyal supporters travelled with us on the Hatters' Special to Nottingham last week and proved that we have every right to be proud of our away record!

While trains across the country were being wrecked, and football specials were being banned, the only hint of trouble on the Nottingham train was quickly and efficiently dealt with by the club stewards.

We hope that our next outing to Bristol will be equally well supported

and that at the end of the day we can still say that Luton Town supporters are the best behaved supporters in the land.

Our travel record plus our good behaviour award in the Anglo-Italian Tournament, pays a just tribute to our supporters. May it forever more be so!

REMEMBER—any enquiries on membership, etc to Mike Ogden, Luton Bobbers' Stand and Supporters' Club. Membership is still 27p.

Car Parking

Please note that the car park arrangements for this season have been changed.

All paying members and car park season ticket holders should now enter from Maple Road. The price is 30p inclusive of VAT.

The entrance in Hazelbury Crescent is not a paying entrance and is now for Century Sporting Club members, visiting directors and guests.

Souvenir Shop

The new strip has certainly turned out to be a winner with the supporters!

There has been a flood of enquiries for souvenirs in the new colours and for your own strip.

We can now tell you that the strip is ready and can be obtained from today at the shop in Oak Road. With every strip sold there will be a club badge to go with it... FREE.

The souvenirs in the new colours are almost ready and they will be on sale in the shop very shortly.

We are pulling out all the stops for

you, the supporters, because we know you can't wait to get hold of these souvenirs. There will be rings, badges, key fobs, cuff links, ties, scarves, pennants and plenty more, so everyone has the chance to sport the club colours.

As well as all these souvenirs, the shop will be selling sports equipment this season. Skipper Bobby Thomson has agreed to put on sale all types of sports equipment and Bobby will make certain he is there when he can give time, to supervise the selling of any articles he has supplied.

YOUR PROGRAMME—

SEASON 1973/74

THE PROGRAMME THIS YEAR HAS BEEN REDESIGNED TO GIVE YOU MORE COLOUR, MORE ACTION, AND MORE INFORMATION.

In a football club it is YOU, the supporters, that count, and we want to keep you up to the minute with news, views, and action pictures.

During this season, TOWN FOCUS will put the spotlight on a different aspect of Kenilworth

Road each week—this week it is the Century Sporting Club. In future weeks we will cover the playing staff, the ground staff, the administration and the Hatters' and Bobbers' Clubs. CAMERA IN ACTION will carry photo coverage of the previous week's league game, whenever possible. You can always be sure of the best action shots available.

HARRY HASLAM will keep you informed of his hopes and plans each week, while the REFERENCE LIBRARY provides an

easy check on the season's record.

And when the first team is away from home, you can travel with the LUTON TOWN NEWS, which will also be on sale at the Football Combination matches. We don't want you to lose touch when the lads are away from home!

It's going to be a great season—let's make it a great programme. Send any ideas—something we should add, something we should take out—to Dave Roberts at the Club Offices.

