



OFFICIAL

V

PROGRAMME

**WEST HAM UNITED**

FOOTBALL LEAGUE, DIVISION ONE  
WEDNESDAY, 28th AUGUST, 1974  
(Kick-off: 7-30 pm)

**INSIDE TOWN TODAY**

HARRY HASLAM

FACE TO FACE

ACTION '74

**Price 10p**





**LUTON TOWN FOOTBALL AND ATHLETIC CLUB COMPANY LIMITED**  
**KENILWORTH ROAD — LUTON — BEDFORDSHIRE**

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# HARRYS TOWN



Tonight we play only our second home game of the season. I would like to thank our fans for their performance in the first one against Liverpool. You were great and made it a marvellous day for us.

I am just sorry we didn't win. The people of the town were delighted with the conduct of both sets of fans, and the shopkeepers can have had nothing to worry them as they have in other towns after big matches.

The only thing we can try to do to repay this fine support is to get into a winning run. Obviously only time will see us over certain problems, but the trials we are going to face in the First Division have already hit us, I am sure we have the composure to ride the storm.

I am sure we will come back and do the right thing for the club and the people of the town. I know it's been hard for the fans to swallow our first two defeats. It's hard for me to swallow too. I can assure you I am still looking for players, and there is a little money available for me to go out and buy. But with players costing what they do in the First Division I have to make that little money into a lot by dashing in exchange deals as well as straight cash buys. I also have to try to get a lot for a little.

The search for talent in football never ceases—at any level. Even clubs who play on the local parks are looking for good players.

My own efforts in this department never stop. They can't. The effort it took to get to the First Division alone warrants our continuing search for talent.

I don't like keep harping back to those defeats against Liverpool and West Ham United, but people keep asking me what went wrong.

Fate seemed strangely loaded against us—in pairs. For in the matches we had two good-looking penalties turned down, we hit the bar in each match, we had two first team regulars — John Faulkner and Jimmy Ryan—missing, and we had two world class saves from Ray Clemence and Mervyn Day stop us getting back into the game.

At West Ham last week we started with a bad mistake to give them an early lead, but in the second half I thought we had sorted ourselves out. We failed to score from a good chance.

We have to start making things go our way. We hope to start that tonight by getting our own back on the 'Hammers'. We know we have a long way to go, but there are no faint hearts at this club. We'll fight all the way.

## ADRIAN ALSTON joins the team

... and chooses a Vauxhall Victor for performance and reliability.

Why not kick-off the new season with one of Luton's First Division cars and you will be watching Luton's First Division team free. The first 30 Vivas or Victors ordered from the 15th August and registered this month qualify for a free Season Ticket. So this is the month to get your new 'N' registered Vauxhall. Call in at our Dunstable Road Showrooms soon.

**GOOD LUCK LUTON TOWN**  
**Show & Kilburn**  
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FACTS & FIGURES

1—Goals Scored S—Substitute Appearance †—Withdrawal		Opponents		Date	Result	Attendance	League Position	Horn	John Ryan	Thomson	Anderson	Litt	Garner	Aston	Husband	Butlin	West	Hindson	Shanks
Aug 17	19	Liverpool	West Ham United (LC1)		1-2	21,062	—	1	2	3	4	5	6	7	8	9'	10	11	S
Aug 24	28	Middlesbrough	West Ham United		0-2	23,182	—	1	2	3	4	5	6†	7	8	9	10	11	S
Sept 7	31	Queen's Park Rangers	Leeds United (LC2)																
Sept 11	11	Ipswich Town	Arsenal																
Sept 21	21	Coventry City	Carlisle United																
Oct 5	28	Leicester City	Birmingham City (LC3)																
Oct 12	12	Birmingham City	Middlesbrough																
Oct 16	16	Manchester City	Tottenham Hotspur																
Nov 26	26	Newcastle United	Sheffield United																
Nov 9	9	Stoke City	Everton (FAC1)																
Nov 13	13	Burnley	(LC4)																
Dec 16	16	Chelsea	(LC5)																
Dec 23	23	Liverpool (FAC2)	Derby County																
Dec 30	30	Ipswich Town	Wolverhampton W.																
Jan 4	28	Chelsea (FAC3)	(FAC3)																
Jan 11	11	Burnley (LCSF)	(LCSF)																
Jan 15	15	Burnley (LCSF)	(LCSF)																
Jan 18	18	(LCSF)	(FAC4)																
Jan 22	22	Sheffield United	Newcastle United																
Feb 1	8	Everton (FAC5)	Stoke City																
Feb 15	15	Coventry City (FAC6)	Q.P.R. (LCFinal)																
Feb 22	22	Leeds United	Derby County																
Mar 1	8	Wolverhampton W.	Arsenal																
Mar 15	15	Tottenham H. (FACSF)	Leicester City																
Mar 22	22	Birmingham City	Manchester City																
Apr 1	31	(FA Cup Final)																	
Apr 5	5																		
Apr 12	12																		
Apr 19	19																		
Apr 26	26																		
May 3	3																		

FOOTBALL COMBINATION TABLE, APPEARANCES AND GOALSCORERS 1973-74										Player			Apps			Goals			FOOTBALL COMBINATION FIXTURES									
Teams										P	W	D	L	A	F	P				Date	Opponents	V	FA					
Bournemouth										42	25	9	8	73	44	59				Aug 17 Sat	Bristol City	A	2-3					
Norwich City										42	23	12	7	86	42	58				21 Wed	West Ham United	H	3-1					
Ipswich Town										42	22	10	10	77	48	54				24 Sat	Crystal Palace	H						
Leicester City										42	20	12	10	56	33	52				26 Mon	West Ham United	A						
Luton Town										42	18	13	11	81	53	49				31 Sat	Bournemouth	A						
Tottenham H										42	19	11	12	60	43	49				Sept 4 Wed	Arsenal	H						
Oxford United										42	18	12	12	48	40	48				7 Sat	Oxford United	H						
Q P R										42	18	11	13	74	51	47				14 Sat	Ipswich Town	A						
Arsenal										42	16	13	13	51	38	45				18 Wed	Crystal Palace	A						
Plymouth A										42	16	13	13	59	54	45				21 Sat	Swansea City	H						
Swindon Town										42	15	14	13	55	51	44				28 Sat	Plymouth Argyle	A						
Chelsea										42	17	9	16	63	53	43				Oct 5 Sat	Leicester City	H						
Birmingham C										42	16	7	19	41	48	39				12 Sat	Birmingham City	A						
West Ham U										42	14	11	17	46	56	39				19 Sat	Norwich City	H						
Fulham										42	13	12	17	38	46	38				26 Sat	Tottenham Hotspur	A						
Southampton										42	14	8	20	54	75	36				Nov 2 Sat	Bristol Rovers	H						
Bristol Rovers										42	12	12	18	51	70	36				6 Wed	Cardiff City	A						
Crystal Palace										42	12	11	19	51	70	35				16 Sat	Swindon Town	H						
Bristol City										42	13	6	23	46	74	32				30 Sat	Southampton	A						
Swansea City										42	11	8	23	53	88	30				Dec 7 Sat	Chelsea	H						
Cardiff City										42	11	8	23	41	70	30				14 Sat	Bristol City	H						
Reading										42	5	6	31	35	92	16				21 Sat	Queen's Park Rangers	A						
																				28 Sat	Arsenal	A						
																					Jan 8 Wed	Reading	A					
																						11 Sat	Chelsea	A				
																						18 Sat	Southampton	H				
																						25 Sat	Ipswich Town	H				
																						Feb 1 Sat	Cardiff City	H				
																						8 Sat	Swindon Town	A				
																						15 Sat	Reading	H				
																						18 Tue	Fulham	A				
																						22 Sat	Bristol Rovers	A				
																						Mar 1 Sat	Bournemouth	H				
																						4 Tue	Swansea City	A				
																						8 Sat	Oxford United	A				
																						15 Sat	Queens Park Rangers	H				
																						29 Sat	Plymouth Argyle	H				
																						April 5 Sat	Birmingham City	H				
																						12 Sat	Leicester City	A				
																						19 Sat	Tottenham Hotspur	H				
																						23 Wed	Fulham	H				
																						26 Sat	Norwich City	A				



# FACE TO FACE



## Gerry Harrison of Anglia TV talks to Bobby Thomson



### **Before you signed for Luton, Bobby, how was your career progressing?**

I was playing in midfield for Walsall at this time and enjoying my game, although basically I wasn't very happy at all. I had spent two very lean years at Birmingham City, where as things were so low, I spent my Saturday afternoons playing golf. I wasn't able to get a game and I was beginning to wonder whether I had a future in football. The loan period at Walsall came as a great relief to me because at least I was playing, and if Luton had not come along with their offer I probably would have signed for Walsall at the end of this period. In fact, at one point, I was negotiating terms with Walsall when my wife rang to tell me not to sign yet because Harry 'Someone-or-other' from Luton was on the telephone wanting to have a chat.

### **You have been a Luton player for two seasons, joining the club in July, 1972. What does Luton mean to you now?**

A great deal. Luton, and Harry Haslam in particular, gave me another chance—a chance to prove one or two people wrong, and I think I have succeeded in doing this. That is all one can ask for really. When you reach the stage of questioning your own ability and think that your footballing career may be finished, it is tremendous to be offered a great opportunity. I shall always be grateful for that. I spent eight marvellous years at Wolves, but since that time, joining Luton was the happiest move I have made. I am a different man now—you ask my wife.

### **How do you feel about playing in the First Division again?**

Well, obviously, it is a great thrill for me and I shall enjoy playing against all the famous names. In particular, I am looking forward to the two games with Birmingham City. But the important point is that I am lucky to have been given this opportunity again. How many other players—particularly at my age—have been able to get back into the First Division after being out for five years?

### **As a full-back, Bobby, would you say that your role has changed very much during those last five years?**

Almost completely. When I was in the First Division last, wingers were being used and there was very little over-lapping by the full-backs. Strangely enough, it seems that wingers are coming back now—most sides appear to be playing with one orthodox winger. Now, as well as doing a defensive job, a full-back must be better at coming forward.

### **In your opinion, how else will First Division football differ from that of the Second Division?**

All of us are delving into the unknown a little, I suppose. We will certainly be punished more for our mistakes and this means that we shall need to concentrate more all round. Although we played some very physical sides last season, I shouldn't think the First Division will be any more physical than the Second, but quite honestly we won't be really sure until we have played a few games, although I don't think we have anything to be afraid of. Personally, the better the opposition, the better I usually play and I think that would go for most of the lads.

### **A lot of young boys have the ambition of becoming professional footballers. If you were advising such a boy, would you tell him to concentrate on his strengths or work on his weaknesses?**

Both. If your weaknesses are too great, you will never make the grade, but your strengths are the qualities which will get you noticed. There are one or two First Division full-backs who are short of a yard or two of pace, but they rarely get caught out because they can employ their other skills. For instance, Norman Hunter rarely gets exploited on his right foot because his other skills are so good. Hard work is important, but it will only get you so far—you must have the natural qualities to work on.



Tonight for the first time in the League since April, 1960, we welcome to Kenilworth Road West Ham United from London's East End.

The two clubs have met twice already this season and no doubt they have learnt a bit about each other's type of play.

Under the shrewd guidance of ex-Chelsea player Ron Greenwood West Ham, over the past ten years or so, have built up a strong reputation for being a methodical, highly skilful and extremely entertaining side—one which is capable of matching and even beating the best teams in the land.

Yet so often they fail to reach the standard expected of them and this has led to frustration, not only inside the club but between their faithful supporters, who, since 1959 have had very little to cheer, apart from two major Cup triumphs—namely the winning of the F.A. Cup in 1965 and the E.C.W.C. in 1966.

The Hammer's League record since their Division Two title success of 1958-59 is not at all good—in fact it has been very inconsistent. Positions of 6, 14,

# INTRODUCING WEST HAM UNITED

1 Mr Ron Greenwood

4 Clyde Best

2 John McDowell

5 Tommy Taylor

3 Frank Lampard

6 John Ayris



7 Pat Holland

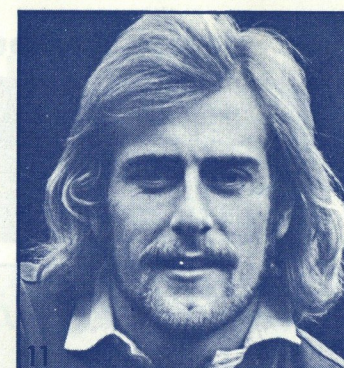
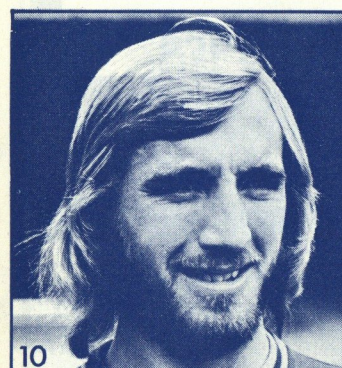
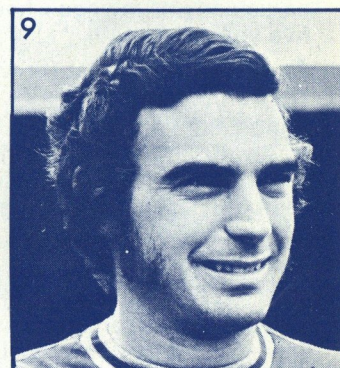
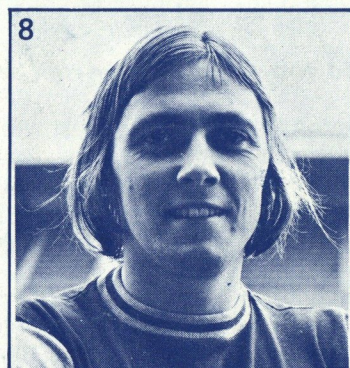
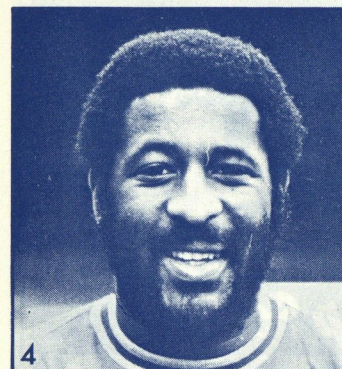
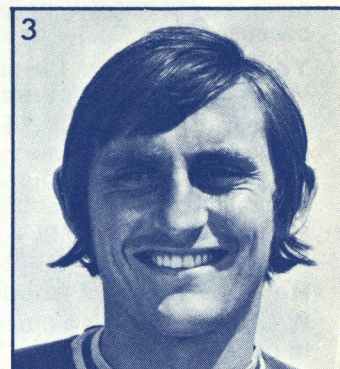
10 Billy Bonds

8 Keith Coleman

11 Graham Paddon

9 Trevor Brooking

12 Mervyn Day



16, 8, 12, 14, 9, 12, 16, 14, 8, 17, 20, 14, 6 and 18 last season, makes sombre reading for the Upton Park loyalists when they notice that only five times in 16 instances have the club finished in the top half of the table.

Their tally before the start of this campaign was 988 from 1,050 games—a little under a point per game.

In the West Ham line-up this evening we are likely to see, in goal, Mervyn Day, a Chelmsford lad who came on a bundle last term, and must surely be destined to become a full England international.

In the back-four division, Keith Coleman, ex-Sunderland, and Frank Lampard, a full England cap, with over 200 League games to his credit, will wear numbers two and three, respectively, while the other two places will probably go to England Under-23

star Tommy Taylor, formerly of Orient, who has topped 250 League appearances in his career, and Mike McGiven, a bargain buy from Sunderland and an apt replacement for the legendary Bobby Moore. In midfield there will be skipper Billy Bonds, once of Charlton Athletic, and a player who gives everything for his club. He has over 400 first-team games behind him.

England man Trevor Brooking, a local lad, and John McDowell will accompany Bonds in this sphere. The frontrunners will be led by the big Bermudan, Clyde Best, who, at 6ft 1in and 12st 3lb is a mighty heavy guy to push off the ball.

Bobby Gould, has served Coventry City, Arsenal, Wolverhampton Wanderers, West Bromwich Albion and Bristol City during his footballing days and will

share the brunt of the action with 'Besty', while Pat Holland is likely to be the third striking 'Hammer'. Defender Kevin Locke, and forwards, Ade Coker and John Ayris are three more contestants for a spot in this fluent-looking West Ham United line-up. Well, it is good to once again renew acquaintance with the 'Claret and Blues' of Upton Park. They always offer good football, and with it the competitive spirit which makes for interesting watching.

## FOR THE RECORD...

LUTON TOWN 3, WEST HAM 1  
Scorers: Luton: Lansdowne(og)  
McBride, Cummings. West  
Ham: Dunmore. Attendance:  
12,034.



## DATES IN WEST HAM UNITED'S HISTORY...

1895—Thames Ironworks F.C. founded, the fore-runners of West Ham United.

1898—Thames Ironworks became a professional organisation.

1900—5th July—Formation of West Ham United.

1904—2nd September—First game at the Boleyn Ground. (Beat Millwall 3-0 in the Southern League).

1919—Elected to the Second Division of the Football League. (Drew first game 1-1 at home to Lincoln City).

1921—Played first game on the Continent—against Madrid (Spain) won 4-0.

1923—Beaten 2-0 by Bolton Wanderers in the first F.A. Cup Final at Wembley.

1932—Relegated to Division Two.

1953—Floodlights 'switched on' at Upton Park.

## POINTS OF INTEREST...

Record win—8-0 against Sunderland (home) in Division One—19th October, 1968.

Record defeat—8-2 against Blackburn Rovers (home) in Division One—26th December, 1963.

Record crowd at Upton Park—44,810 against Birmingham City (before alteration). F.A. Cup 1933. 42,322 against Tottenham Hotspur, Division One 1970 (after alteration).

Most League goals in his career—306—Vic Watson (1920 to 1935).

Most League goals in a season—41—Vic Watson (1929-30).

Most goals in a game—six—Vic Watson against Leeds United (home) February, 1929.





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★ Our first winner was Mr G. Pell of Luton who won £10.  
The winning time was:  
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IF ONLY ONE GOAL IS SCORED THE PRIZE MONEY IS DOUBLED  
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TICKETS WILL EACH RECEIVE **£5**

We are looking for new **AGENTS**. Those of our supporters who would like  
to help the club can do so by becoming Luton Pools Agents, selling either  
Luton Lottery, Bingo or Golden Goals Tickets.

Apply to: **Mike Hardwicke, Pools Office, 66 Kenilworth Road, Luton**  
Telephone: 30748





# IN ACTION

**FLASHBACK—LUTON TOWN v LIVERPOOL  
SATURDAY, 17th AUGUST, 1974**

Two action pictures where faces speak louder than words. (Below): A jubilant Barry Butlin after scoring our first League Division One goal in 1974. (Left): Phil Boersma doesn't look very happy with Alan West's Challenge. Pictures: Coloursport.





# SOUVENIR SHOP

Printed Scarves . . . . . 50p and 65p

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Printed Badges and Patches 15p

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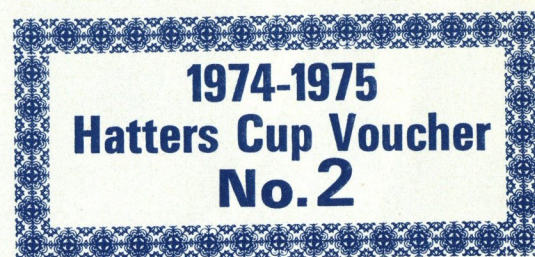
Tie Clips

Blazer Badges

Woven Patches

Etc, Etc

Our new Admiral Strip can be purchased from 'Wilds' of Gordon Street, Luton and 'Wilds' of Dunstable.



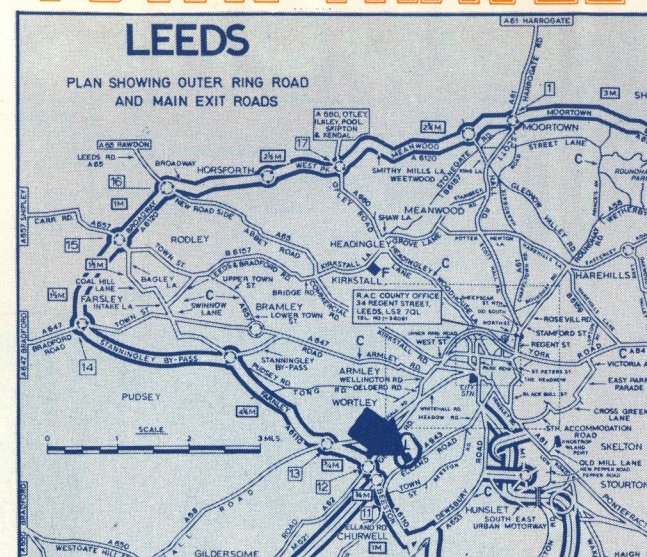
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# TOWN TRAVEL



For those supporters wishing to travel by road the R.A.C. map of Leeds should assist you in finding the exact location of Elland Road.

Leave Luton via the M.1 motorway. Proceed North to Leeds leaving the motorway at intersection 46. Continue along the A.653 to City Square roundabout. Turn right into Elland Road.

## HATTER'S SPECIAL

LEEDS UNITED v LUTON  
Saturday, 7th September, 1974

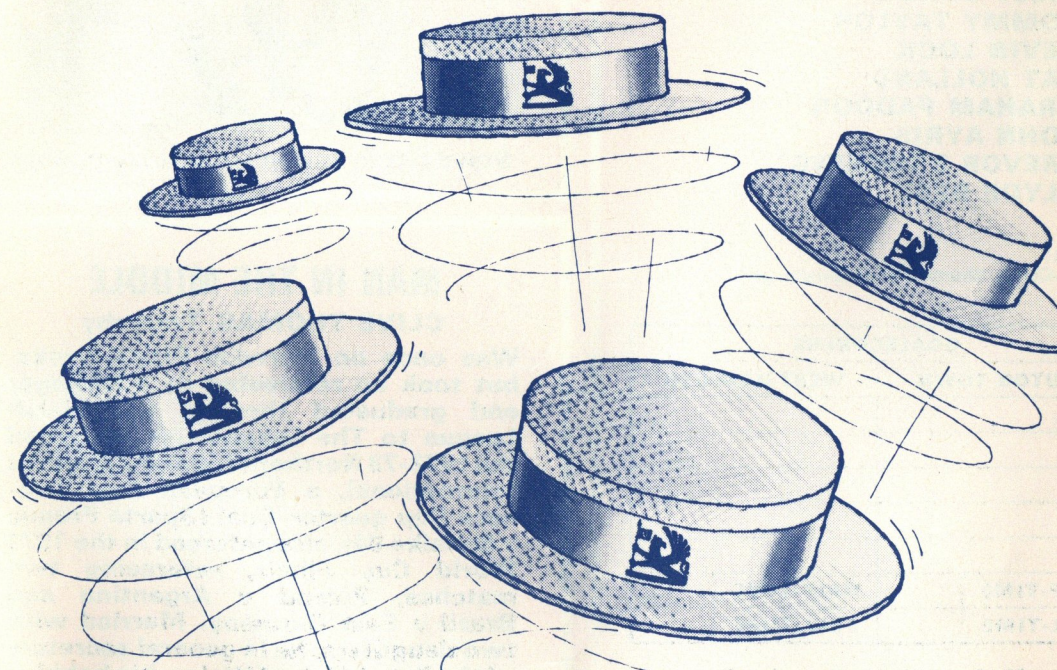
TRAIN TIMES:  
Depart Luton . . . . . 09.50 hours  
Depart Bedford . . . . . 10.14 hours  
Arrive Leeds . . . . . 13.23 hours

Depart Leeds . . . . . 17.50 hours  
Arrive Bedford . . . . . 20.53 hours  
Arrive Luton . . . . . 21.20 hours

Fare . . . . . £1.50

Supporters travelling on the train should purchase their tickets as soon as possible as we have had many enquiries and you could be disappointed if you leave it until the last minute.

Details kindly provided by the R.A.C.



The other great Luton team wishes Harry and the boys every success in the first division.





# TEAMS

## LUTON TOWN

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

Colours :

Shirts—Orange with a White and Navy Stripe. Shorts—Navy. Stockings—Orange

# WEST HAM UNITED

- 1 MERVYN DAY
- 2 JOHN McDOWELL
- 3 FRANK LAMPARD
- 4 BILLY BONDS
- 5 TOMMY TAYLOR
- 6 KEVIN LOCK
- 7 PAT HOLLAND
- 8 GRAHAM PADDON
- 9 JOHN AYRIS
- 10 TREVOR BROOKING
- 11 CLYDE BEST
- 12

Colours :

Shirts—Claret. Shorts—White. Stockings—White.

GOALSCORERS			
LUTON TOWN		WEST HAM UTD	
HALF-TIME		HALF-TIME	
FULL-TIME		FULL-TIME	

**Referee: Mr C. THOMAS, Treorchy, Glamorgan**

**Linesmen:**

**Mr P. C. WRENNALL, Slough—Red Flag**

**Mr R. CHINN, Coventry—Orange Flag**

# SCORES

LIST ONE		SCORE
A	Leicester City v Birmingham City	
B	Stoke City v Everton	
C	Tottenham Hotspur v Man City	
D	Aston Villa v Hull City	
E	Fulham v Notts County	
F	Manchester United v Portsmouth	



## Steve Litt in action against Liverpool

## MAN IN THE MIDDLE

## CLIVE THOMAS, Treorchy

**Was once on Norwich City's books, but took up refereeing as a teenager and graduated through the Welsh League to The League list. Refereed the 1972-73 Northern Ireland v England international, a European Cup Winners Cup quarter-final (Sparta Prague v Schalke 04), also refereed in the 1974 World Cup Finals, refereeing two matches, Poland v Argentina and Brazil v East Germany. Married with two daughters, he is general secretary of the Boys' Club of Wales, his hobbies include basketball and table tennis.**

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