



WELCOME TO THE NEW SEASON
AND TO THE BLADES

Official
Programme

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Kick Off
3pm

Football League Division 2

LUTON TOWN V SHEFFIELD UNITED

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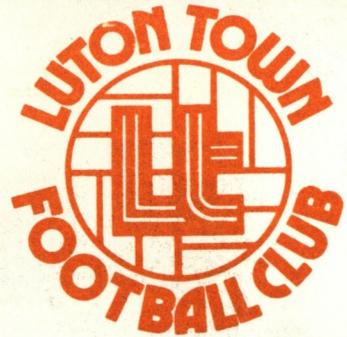
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CHAIRMAN'S MESSAGE

I would like to take this opportunity of offering a sincere welcome to all our supporters to a new season which, a few months ago, looked very bleak.

But now, thanks to a remarkable effort by all the directors, advisers and staff at Kenilworth Road, we can look forward to the future with renewed confidence.

You will all know that we have had severe financial problems at Luton Town. But good housekeeping has made the situation much easier, and we have every reason to face the new season with optimism for success.

It hasn't been easy. But to put our troubles behind us, the directors felt Luton Town had to be ruthless in certain instances to put the club back on a sound footing.

We feel we have achieved much in the last eight months since the threat of liquidation hung over Luton Town. The club is now in a position to trade viably and, although some creditors still have to be paid, we repeat our promise that everyone will eventually receive payment.

Our financial problems are now history. We at Luton must now look to the future and we are certain the new season will hold excitement for all our supporters.

Our manager, Harry Haslam, and the directors are working in close liaison to ensure a successful season. And I see no reason why we shouldn't win promotion.

That is not an idle promise. We are aware that there is tremendous talent on the playing staff at Kenilworth Road, and if the right players become available, we will try and find the necessary money to bring them to Luton.

But we cannot be successful without the help of our supporters. We need each and every one of you to support us through the turnstiles at every home game.

The players need your vocal backing and, if you give us the support we need to keep the club's head above water, I am certain we will have something to celebrate at the end of the season.

I would also like to welcome our three new Vice Presidents, Cecil Holloway, Bert England and Eric Waller, in addition to our three new senior players, Dixie Deans, Brian Gregory and Jimmy McNicholl. We also have three new apprentices, Phillip Driver, Nigel Johnson and Godfrey Ingram. I wish them every success with Luton Town.



Denis Mortimer

HARRY HASLAM

Hello again. I can't believe that I am here writing this column again so soon. I hope you have had time to enjoy a summer holiday since the end of last season. The only thing I have had time for is a few days fishing in the heart of Norfolk — but that is football! One month you will fight for promotion — or against relegation — and the next it is all over and you are starting again.

I guess you know what I am going to say in this column as an introduction to the season. Obviously I want to set the scene in the proper manner. For a start I want to digress a bit so if you will lend me an ear. . .

There is a lot at stake for Luton this time out. More than most clubs. Last season we finished off a gigantic attack of financial problems. When I say that the bailiff had one foot in the door I am not joking.

But the new Board of Directors did a marvellous job. For my money they were surprised in their efforts by one bunch of people only — the players.

If you remember we had a terrible Autumn results-wise. After starting full of hope that we would go straight back to the First Division we found ourselves glancing a bit anxiously at the wrong end of the table.

Then the financial crisis hit us — and as you often find the real character of people shows through when their backs are to the wall.

The board did their bit by dipping into their own pockets. I had to do my bit — like selling certain players. I know this is not always popular with the fans either.

But the players to their eternal credit did it all. They left the worrying to myself and the Directors and got on with the game. And they started to win.

Suddenly they were putting strings of results together that were making our critics open their eyes a bit. And with the run-in to the end of the season just over the horizon it started to look as if we had an outside chance of that promotion target we had set ourselves.

Unfortunately we just missed it. We finished seventh — four points adrift. But it wasn't a bad effort.

Today we start again. We have the same hopes — the same fears. But I am convinced that with this young and ambitious side we have at Kenilworth Road we can be there or thereabouts next May.

Now for the things you knew I was going to say. For a start we don't want any crowd trouble either at Luton or when we go on away trips.

And I don't want any petulance or dissent on the field from the players. They know that full-well.

We want good football — plenty of goals — good refereeing — good linesmaning (if there is such a word) and we want to see the standard of English football back at it's best.

And we want support. I know I have said it before, but footballers thrive on the reaction of their fans. Luton supporters have pulled the team through on many occasions. I can assure you that the lads will be doing their utmost on the field. If we can have one hundred percent from the fans too — then we can't go far wrong.

Keep smiling — and have a good season.



Harry Haslam



Star Transfer to Norwich City

John Ryan Tuesday August 17th

The Chairman, Directors, Staff and Supporters wish John every success with Norwich and thank him for his services to the Club.

INTRODUCING THIS SEASONS NEW PLAYERS

JOHN "DIXIE" DEANS: Luton Town's major close-season signing, they paid £20,000 to bring Deans over the border after he had had four spectacular seasons with Glasgow Celtic. His sharpness in front of goal soon earned him the inevitable nickname of Dixie at Celtic, where he scored 83 league goals in 110 appearances. He has a lot of experience of European football behind him, as well as two Scottish caps.



JIM McNICHOL: The long friendship between Luton manager Harry Haslam and Bobby Robson — they were at Fulham together — helped Luton secure the services of full-back McNichol. They grabbed the bargain when Ipswich, prolific producers of young players, gave him a free transfer in the summer of 1976.

BRIAN GREGORY: Signed at the age of 20 in June 1976, Gregory was attracting the attention of several league clubs playing for Margate in the Southern League. He notched 44 goals in one season for the Kent club, and Luton hope that full-time training will turn him in to a regular marksman in the Football League as well.



MEET OUR PLAYING STAFF

SEE YOUR TEAM PHOTO

ON THE COVER

KEITH BARBER: After five years of competing for the position, Barber established himself in 1975/76 season as Luton's regular first choice goalkeeper, and at the age of 28 had his best-ever season, winning the supporters club's "Player of the Year" award, the first time it had ever gone to a goalkeeper. He joined Luton in 1971 after being spotted by a scout playing local soccer in Vauxhall, London.

TONY KNIGHT: Only 17, but already given the responsibility of understudy to Keith Barber. Luton signed him as an apprentice in the summer of 1975 after he had aroused the attentions of several clubs playing for Romford Schoolboys. England have acknowledged his promise by including Knight in their youth international training squad, but he is still waiting for his first chance in League football.

STEVE BUCKLEY: He was a free-scoring left winger with Southern League club Burton Albion when Luton stepped in to buy him for the bargain price of £2,000 in the summer of 1974. Within six months he had been converted into a First Division full-back, and has been Luton's left-back ever since his impressive debut. He still shows his old goal-scoring ability, and his fast overlapping wing runs and thundering left-foot shot make him a lethal attacking defender.

DAVID CARR: Consistent displays in the defence in youth and reserve teams have thrust Carr to the verge of League football. He comes from Margate, and became an apprentice at Luton when he left school early in 1973, and is now one of the many young players at Kenilworth Road who are pressing their claims for regular first-team football.

PAUL FUTCHER: Luton equalled their record transfer fee when they paid £100,000 for Futchter in the summer of 1974. He was still only 17, and with only a handful of Fourth Division games behind him with Chester, his home town club. But the big league clubs had already seen his potential, and Luton nipped in to beat them all. He has since become one of the most popular players with Luton's supporters: a cool, elegant centre-back, with a marvellous football brain. He reminds a lot of people of Bobby Moore at his best, a ball-winner and superb distributor. Don Revie has already called him up for training sessions with England, and no one at Kenilworth Road will be surprised to see Paul make it all the way to the England team.

RON FUTCHER: Twin brother of Paul, and identical in looks. When Luton paid £25,000 for him, it was generally reckoned that he had been transferred from Chester just because the boys wanted to stay together. But Ron soon made his mark: he was thrown in at the deep end when Luton were struggling in the First Division and marked his debut with a winning goal. He followed up with a hat-trick in his second First Division game, and has since established himself in Luton's front line.

JOHN FAULKNER: Don Revie was the first man to give Faulkner his league chance: he was the centre-half in the Sutton United team that played Leeds in an FA Cup-tie, and did so well that Revie, then Leeds boss, immediately bought him. But he was unlucky at Leeds, and a broken leg threatened to end his career. He overcame it and joined Luton for £6,000 in March 1972, and has been a regular member of Luton's defence ever since.

PETER MEAD: Born in Tilsforth, a village ten miles from Luton, Mead had been watched since he was at junior school, and was signed as an apprentice in 1973. His steady performances at full-back took him through Luton's junior teams, and late last season he was on the fringe of League football. He was in the Luton league squad as substitute, but is still waiting to make his debut on the field.

GRAHAM JONES: Watched by a Luton scout while playing in schoolboy football in his native Manchester, Jones was signed as an apprentice in the summer of 1975. A big, tenacious defender, he made rapid strides through Luton's reserve and youth teams, and made his League debut, at the age of 17, in Luton's last Division II game of last season.

PAUL PRICE: Another player snapped up as a youngster, defender Price has had to fight harder than most to break through — he broke a leg early in the 1974/75 season, fought his way back to fitness, then broke it again. His determination overcame his atrocious luck, and he came back to make his debut in Division II last season. Still only 22, he comes from Welwyn Garden City.

ALAN WEST: Luton broke all club records when they splashed out £100,000 to buy West from Burnley in October 1973, and he and Jim Husband, who was signed a few weeks later, helped the club to win promotion to the First Division within six months. An England under-23 international, West is one of the many stars to emerge from Burnley's "football production line". He comes from Hyde, in Cheshire, and almost went to Sunderland. Luton stepped in after that deal fell through, and West has become a mainstay of their side. Brilliant in his use of the ball, he has been club skipper since early 1975, and in his first full season with the club was named by the supporters as their "Player of the Year". Still only 24, he is one of the stars Luton Town want to keep, despite his transfer market value.

JIM HUSBAND: Joined Luton in November 1973 with a string of honours already collected with Everton. A Geordie, he was capped by England as a schoolboy, as a youth, and at under-23 level. He went to Goodison Park as soon as he left school, and became a Merseyside favourite in a ten-year stay there in which he hit 75 goals. Luton paid Everton £70,000 for his services and he was their leading goal-scorer last season.

RICKY HILL: A 17-year-old mid-field player, Hill exploded into league soccer as Luton's season looked as though it were fading away quietly at Easter, 1976. An apprentice, signed by Luton after impressive displays for Cricklewood Schoolboys, Hill was an unknown reserve when he was named as substitute. An injury gave him his big chance: he made his debut with 22 minutes to go in a match against Bristol Rovers, and made one goal and scored a cracker to become an instant sensation with supporters and Fleet Street.

PASQUALE FUCCILLO: Son of Italian parents who settled at Bedford, players and supporters at Kenilworth Road give this strong mid-field player the nickname of "Lil" to overcome their difficulties with his tongue-twisting name. But there is no mistaking his footballing ability: he joined Luton as a 16-year-old apprentice in the summer of 1973, and worked his way through to the League side. He scored on his debut in February 1976, and shows every sign of being a regular marksman on his thrusting runs from the middle of the field.

BRIAN CHAMBERS: A Geordie, Chambers made his name and reputation as a mid-field player at Sunderland, and they collected £70,000 for him when he was transferred to Arsenal in 1973. But he never broke through to the First team at Highbury, and Luton got him for £30,000 only a year later, when he was 25. He had a patchy start at Luton, flitting in and out of the league side, but finally established himself last season when he became a regular member of the Kenilworth Road team. He reinforces his mid-field value by breaking forward to score the occasional goal.

JIM RYAN: No relation to full-back John Ryan, Jim was a winger in the Manchester United squad which won the European Cup in 1968, but unable to hold down a regular place at Old Trafford. A Scot, he joined Luton at the age of 24 in the summer of 1970 in a four-player package deal which also took Don Givens from Manchester United to Luton Town, at a total transfer price of £35,000. It must rank as one of the best bargains ever because Luton later recouped £60,000 by selling Givens and Ken Goodeve, and they still have the considerable talents of Jim Ryan. He operates either in mid-field or as a winger, and packs a useful shot.

JOHN ASTON: Like his famous father before him, also named John Aston, John broke into professional football with Manchester United, and achieved international fame with an out-of-this-world performance on United's left wing in their European Cup Final triumph against Benfica at Wembley in 1968. Aston destroyed their defence, but a broken leg interrupted his career at Old Trafford. He was 25 when Luton manager Harry Haslam, a former Manchester United player himself, stepped in to secure his services for £30,000 in July 1972, and Aston has been one of Luton's most consistent players ever since. He can tantalise full-backs and provide inch-perfect crosses — a winger in the traditional style.

ALL OUR YESTERDAYS

By Brian Swain
Sports Editor, *Luton News*

ONLY TEN short years ago English football ruled the world — or at least we all thought so at the time, after England won the World Cup at Wembley.

Soccer was about to go through a boom, with thousands returning to the terraces, interest rekindled by the success of Alf Ramsey's heroes.

At Kenilworth Road, of course, booms tend to be less noticeable, but hope was beginning to burn anew after the Town had gone through the worst playing period of their history.

From the giddy heights of an FA Cup Final appearance at Wembley in 1959, they had slid to soccer's basement. In those days you were a real supporter if you watched Luton Town.

But as the 1966/67 season dawned, the crowds were beginning to come back. In the previous season the Town had gone desperately close to making the first step in the long haul back to the top. They had just finished sixth in Division IV, and only inferior goal average stopped them winning promotion.

At Kenilworth Road, ten years ago, the Town opened their season with a home match against Halifax. It was August 20, 1966, and on a hot sultry afternoon the crowd of 6,149 spent most of the first half moaning at the Town's failure to mount sustained attacks.

At half-time manager George Martin's traditional pep-talk seemed to have the desired effect. Within a minute of the restart Gerry King, a new signing from Torquay, marked his league debut for the Town with a goal, and within 60 seconds a second goal had been knocked in by a promising young local lad, Bruce Rioch.

David Pleat, now on the Town's coaching staff, played on the right-wing, and made Rioch's goal. He also switched into the centre and came close to putting his own name onto the score-sheet, but his shot after a centre by Ray Whittaker was kicked off the line, with the goalkeeper beaten.

The 2-0 win left George Martin and the fans reasonably happy with life — except for the general agreement that what was badly wanted was someone to take the chances that were being missed. Football hasn't changed so much in ten years, has it?!

The Town's team that day was: Read; Slough, Jardine; Thomson, Rivers, Moore; Pleat, King, Riddick, Rioch, Whittaker. Sub: Thear. And they really did play in a 2-3-5 formation, although the change to 4-3-3 was beginning to come in as teams followed the Alf Ramsey style.

LUTON TOWN

By Tony Pullein

Luton's hopes of making an immediate return to the First Division last season were killed by a disappointing start which saw them win only three of their opening ten matches. Yet, in spite of the fact that financial problems forced them to sell some of their best players, Luton continued to play attractive football and by the end of the season results were such that they will start the new campaign confident they can win one of those elusive top three positions this season.

The Hatters' recent stay in the First Division was of the briefest possible nature, lasting only the duration of the 1974/75 campaign. After looking doomed from an early stage, Luton made a fantastic recovery and were desperately unlucky not to escape relegation. In spite of relegation, they opened last season full of hope but, when early results went against them and the crowds began to dwindle, the club's serious financial problems came to a head.

The only solution was to sell players, much to the disappointment of manager Harry Haslam who had done such a magnificent job in building the side. Australian World Cup star Adrian Alston was sold to Cardiff, mid-field man Peter Anderson moved on to the Belgian side Royal Antwerp, to give the club temporary relief.

Later in the season Andy King was transferred to Everton and strikers John Seasman and Peter Spring were sold to Millwall and Hereford respectively.

Many teams would have crumbled under these blows. But Mr Haslam somehow managed to keep morale high throughout the playing staff. The players themselves, determined to show the board and supporters that they would do their fighting to save the club, won magnificently 5-1 away to Charlton just a couple of days after the announcement that the club could fold.

They continued their great run to win seven games in succession and, as the season drew to a close, Luton were playing the sort of football that had taken them to promotion two years earlier. In the end they finished sixth, only five points behind the promoted clubs.

Luton's late run gave Mr Haslam added satisfaction for, when he felt the genuine chance of promotion had passed them by, he decided to blood some of his younger players. Paul Price, Graham Jones (defenders), Pasquale Fuccillo and Ricky Hill (mid-field) all got their chance in the closing games.

Mr Haslam was allowed to re-invest some of the cash from his sales and he certainly pulled off a master stroke when persuading Celtic and Scotland striker Dixie Deans to join the Hatters during the summer. In five years Dixie scored more than 100 goals for Celtic.

Luton's present problems are nothing new to this old established club, of course. Like most football clubs they have suffered many disasters over the years, though their many successes have faded the bad times from the memory.

It was back in 1885 that the club was founded and by 1897 they had won admission to the Second Division of the Football League. Their first major disaster came three years later when they failed to gain re-election and it wasn't until 1920 that they re-appeared as a founder member of the Third Division (South).

They had to wait until 1937 before they regained Second Division status which they held until a fantastic finish to the 1954/55 campaign saw them scrape into the First Division on goal-average. Contrary to most people's expectations, Luton made a good impression in the highest sphere and by 1959 they were good enough to earn themselves a place at Wembley in the F.A. Cup final.

Unfortunately, they struck a complete off-day and, though their opponents Nottingham Forest played most of the game with only 10 men, Luton were still defeated by 2-1.

Luton's fortunes took a dramatic turn from that day at Wembley. Twelve months later they were relegated to the Second Division, in 1963 they sank into Division Three and two years later they plummeted into the Fourth Division!

They recovered to win the Fourth Division championship in 1968 and two years later they gained promotion to Division Two.

The Hatters celebrated their return to Division Two, after a seven year absence, by making a magnificent challenge for further promotion. It didn't quite come off then but in 1974 they did make it to complete a unique achievement — Luton are the only club ever to drop from the First Division to the Fourth and later make it all the way back to the top again.



Jimmy Husband follows the ball into the Portsmouth net.



Roy McCrohan treats John Faulkner at Watford with Paul Price and Paul Futcher in the background.



Ricky Hill making a typical run at the Portsmouth defence.



The new Luton signing Dixie Deans putting the right boot to work at Portsmouth.



PHOTO

ACTION

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SHEFFIELD UNITED



GOALKEEPER

JIM BROWN: Signed from Third Division Chesterfield on 14th March, 1974 and quickly established himself as one of the best Scots-born keepers in the game. Named in the Home International Squad in 1974 and won his full cap for Scotland in Romania in June, after under-23 experience. Debut for United against Manchester City on 16th March, 1974. First club — Albion Rovers.

DEFENDERS

PAUL GARNER: Joined Sheffield United initially on a month's loan from Huddersfield Town, but in December 1975 signed permanent forms. Has been regular choice full-back and has on several occasions deputised as Team Captain.

CLIFF CALVERT: Signed from York City in September 1975 and since then has made several first team appearances in either full-back or mid-field position.

EDDIE COLQUHOUN: Born in Prestonpans and had experience with Bury and West Brom before United signed him in October 1968. Missed an appearance in the F.A. Cup Final and West Brom because of injury but with United gained full Scottish honours and holds eight caps. Former Club Captain and made his debut against Huddersfield on 19th October, 1968.

JOHN FLYNN: Signed by United from Workington on 17th July, 1969 and had a promising cricketing career with a County Trial. Established himself in the back four at the beginning of last season, but injury kept him out towards the end.

TONY KENWORTHY: Signed apprentice professional in April 1975 after playing for Leeds Schoolboys and Yorkshire Boys. Just one year after signing he made his first team debut at Norwich on 3rd April and has since been regular member of first team squad.

STEVE LUDLAM: Joined Sheffield United as an apprentice in April 1971. He played for Sheffield Boys and Yorkshire Boys and has come up through the ranks to make his first team debut against Tottenham in December 1975. Held his place until March 1976 when cartilage operation kept him out of action for the remainder of the season.

DAVID BRADFORD: A bargain buy from Blackburn Rovers on 9th July, 1974 after experience as youngster with Manchester City. Has played regularly since joining the Club.

FORWARDS

ALAN WOODWARD: One of the most outstanding discoveries from the South Yorkshire area since the war. Woodward has developed into one of the most consistent scorers in the League. Played for Barnsley Boys, Yorkshire Boys, England Youth and Football League. Made his first team debut at 17 against Liverpool and scored his 100th league goal at Tottenham in September 1973. Top scorer of league goals last season. Appointed Club Captain June 1976.

CHRIS GUTHRIE: United's most expensive signing, reported to have cost £100,000 when signed from Southend United at the end of 1974/75 season. Originally with Newcastle was top scorer and "Player of the Year" with Southend. Highest overall scorer last season.

JOHN McGEADY: Came to Sheffield United as an apprentice professional in June 1974 and has played regularly in the Central League team. Made his league debut against Middlesbrough on Boxing Day 1975, but in March he sustained a fractured knee cap which kept him out of action for the remainder of season 1975/76.

Sheffield United was founded in 1889 and up to Season 1973/74 was known as Sheffield United Cricket and Football Club. However, ambitious plans for the football aspect has led to many changes and the Club's name was officially changed following the departure of County Cricket from Bramall Lane at the end of the 1973 Cricket Season.

For the first game of the season at Bramall Lane on 16th August, 1975, when United entertained Derby County, the new £750,000 stand at the former cricket end of the ground was opened. The new South Stand which seats 8,000 spectators, will eventually house the administration and dressing rooms.

Another stand, the Bramall Lane Stand, was opened for the local derby game with Sheffield Wednesday on 4th February, 1967.

Mr Jimmy Sirrel, the Manager, joined the Club in October 1975. He had previously been with Notts County and Brentford Football Clubs. He has been appointed an F.A. Staff Coach and has great experience in the football world.

League honours include Championship 1898, Division I runners-up 1897-1900, Division II Champions 1953, Division II runners-up 1893, 1939, 1961 and 1971. The F.A. Cup was won in 1899, 1902, 1915 and 1925 and they were finalists also in 1901 and 1936. They have played in ten semi-finals.

United were the first club to part with two players for the sum of £100,000 in two months. Mick Jones went to Leeds United and Alan Birchenall to Chelsea in September and November 1967. On 9th July, 1974, Geoff Salmons who came up through the juniors and had been a first team player since 1967 moved to Stoke City for a fee of £180,000. In May 1975, the Blades purchased striker Chris Guthrie for a fee of £100,000 from Southend United. Back in 1904 there were 12 internationals on the Club's books. The present playing staff includes Alan Woodward who is surely regarded by many as the best and hardest kicker of a ball in the game. Alan has scored many spectacular goals during his 15 years with the Club and was recently appointed Club Captain. Scottish Internationals Jim Brown (goalkeeper), Eddie Colquhoun, who was a few years ago the regular Scottish pivot and Jimmy Johnstone (Jinky) Scotland's 1974 World Cup forward who joined the Blades last season after a highly successful career with Celtic. Young players to watch with a promising future are Steven Ludlam (mid-field) John McGeady, Keith Edwards, Simon Stainrod (strikers) Tony Kenworthy (mid-field) and Paul Garner (defender).

Firsts which can be claimed by United include, Alf Common, who created the first record transfer fee of £1,000. United's first division game with Arsenal at Highbury on 22nd January, 1927, was the first game to be broadcast in this country. The first close-circuit television screening was made by A.T.V. of the Birmingham City match at Bramall Lane on 7th December, 1966. The first electric floodlights in Britain illuminated a match at Bramall Lane on 14th October, 1878. Another first game was when Sheffield United became the first British club to visit Algeria in 1974 and have also blazed a trail into Tunisia in July of 1975. They have first-hand knowledge of the development of football in North Africa where no expense is being spared to provide facilities for an attack on the European/South American domination of the game.

The Club unfortunately were relegated from Division One at the end of the 1975/76 season and now approach the coming season with a firm resolve to try and gain promotion back to the First Division of the Football League as quickly as possible.

OUR COACHING STAFF



PHYSIOTHERAPIST
REG GAME

'Everyone at Luton Town Football Club would like to wish Reg a speedy recovery from his recent illness.'



CHIEF COACH
ROY McCROHAN



YOUTH TEAM COACH
DANNY BERGARA

ASSISTANT COACH
DAVID PLEAT

'Do YOU want to air YOUR VIEWS in this programme then just phone BRIAN MORGAN on LUTON 416711.'

TOWN TRAVEL

HULL CITY v LUTON TOWN

Tuesday 24th August 1976 Kick-off 7.30 pm

Leave Luton via the Dunstable Road towards the M1 Motorway. Proceed North on the M1 through Northampton, Coventry, Leicester, Nottingham to Rotherham. Join the M18 until junction No. 1. Leave the M18 at the junction with the A631 to Bawtrey, then take the A614 to Howden and the A63 to Hull. Enter Hull along Boothferry Road, turn right down North Road, Football ground is on the left.



The New Vice-Presidents Club

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LUTON FORWARD

Luton Town Football Club are planning to make their 1976/77 season a memorable one for both the players and spectators, and will be carrying out a number of exciting projects. These projects offer all Companies the use of a marvellous promotional medium which gains the attention of a regular and enthusiastic audience as well as the many millions who watch the televised matches; there were nine televised matches featuring Luton Town F.C. last season.

Programme Advertising

One of the best ways to allocate your advertising budget, as 60% of the fans buy and read a copy at every match. Taken together with the special quantity discount rates a small amount of money can reap great benefits. The rates are as follows:

Rates per single insertion	Full Page	Half Page	Quarter Page	Eighth Page
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6 to 12 insertions	£70.00	£40.00	£21.00	£11.00
13 and over insertions	£60.00	£35.00	£18.00	£9.50

Key Publicity Sites

Although located around the ground they are in short supply and vary in cost dependent on siting, but are very good value when you take into account the number of TV screenings Luton Town F.C. have had during this past season. In addition to these ground perimeter signs a number of others are shortly to be provided in key crowd areas of the Stadium. As these will be strictly limited early application is advised. Prices range from £175-£550 per season.

The Stadium also offers the facility to stage Exhibitions, Demonstrations and other entertainment on a large or small scale. If you wish to know more of the plans for 1976-77 season telephone Luton 41611, extension 39, or write to:

BRIAN MORGAN, PROMOTIONS EXECUTIVE, LUTON TOWN F.C.

The Chairman and Directors welcome the founder members of

THE KENILWORTH SUITE CLUB

Robinson Metalworks (Luton) Ltd 464 Dunstable Road, Caleb Close, Luton. Phone 53866
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'The Directors of Luton Town Football Club are pleased to welcome as their guests to today's match, the Directors of Motor-Rail Ltd, of Southdown Road, Harpenden. We hope you enjoy the match and that you will come again.'

FOOTBALL LEAGUE FIXTURES

DIVISION TWO - 1976 - 1977

All Saturday Matches Kick-off 3 p.m.

1976			
Aug. 21	Sat.	Sheffield United	... H.....
.. 24	Tues.	Hull City	... A.....
.. 28	Sat.	Burnley	... A.....
Sept.			
1	Wed.	League Cup—2	
.. 4	Sat.	Nottingham Forest	... H.....
.. 10	Fri.	Charlton Athletic	... A.....
.. 18	Sat.	Fulham	... H.....
.. 22	Wed.	League Cup—3	
.. 25	Sat.	Wolverhampton W.	A.....
Oct.			
2	Sat.	Plymouth Argyle	... A.....
.. 9	Sat.	Hereford United	... H.....
.. 16	Sat.	Carlisle United	... A.....
.. 23	Sat.	Southampton	... H.....
.. 27	Wed.	League Cup—4	
.. 30	Sat.	Blackburn Rovers	... A.....
Nov.			
6	Sat.	Bristol Rovers	... H.....
.. 13	Sat.	Millwall	... A.....
.. 20	Sat.	Cardiff City (1)	... H.....
.. 27	Sat.	Notts. County	... A.....
Dec.			
1	Wed.	League Cup—5	
.. 4	Sat.	Blackpool	... H.....
.. 11	Sat.	Bolton Wand. (2)	... A.....
.. 18	Sat.	Oldham Athletic	... H.....
.. 27	Mon.	Orient	... A.....
.. 28	Tues.		
.. 29	Wed.	Chelsea	... H.....
1977			
Jan. 1	Sat.	Bristol Rovers	... A.....
.. 3	Mon.	Blackburn Rovers	... H.....
.. 8	Sat.	F.A. Cup—3	
.. 15	Sat.	Hull City	... H.....
.. 19	Wed.	League Cup Semi-Final (1)	
.. 22	Sat.	Sheffield United	... A.....
.. 29	Sat.	F.A. Cup—4	
Feb.			
5	Sat.	Burnley	... H.....
.. 12	Sat.	Nottingham Forest	... A.....
.. 16	Wed.	League Cup Semi-Final (2)	
.. 19	Sat.	Charlton Athletic	... H.....
.. 26	Sat.	Fulham (5)	... A.....
Mar.			
5	Sat.	Wolverhampton W.	H.....
.. 12	Sat.	Plymouth A. (LCF)	H.....
.. 19	Sat.	Hereford United (6)	A.....
.. 26	Sat.	Carlisle United	H.....
April			
2	Sat.	Southampton	A.....
.. 9	Sat.	Chelsea	A.....
.. 11	Mon.	Orient	H.....
.. 12	Tues.	Millwall	H.....
.. 16	Sat.	Cardiff City	A.....
.. 23	Sat.	Notts. County (SF)	H.....
.. 30	Sat.	Blackpool	A.....
May			
7	Sat.	Bolton Wanderers	H.....
.. 14	Sat.	Oldham Athletic	A.....
.. 21	Sat.	F.A. Cup Final	

The figures 1, 2, 5 and 6 refer to F.A. Cup Tie dates Copyright of the Football League Ltd. and not to be reproduced without permission

TOWN TRAVEL

Luton Town v Burnley Saturday August 28th 1976

Tricentrol Coaches depart Maple Road Luton 9.30 a.m Cost £3-00

Leave Luton via Dunstable Rd to M1 M1 thro Northampton to Coventry
 Leave at M6 intersection. M6 via Coventry Birmingham Stafford
 Stoke-on-Trent Warrington Leave M6 at Junction 31 for Preston
 Proceed A677 to Blackburn & A679 to Burnley In Burnley at junction
 with Yorkshire St Turn Right to Brunshaw Rd Football Ground on Left



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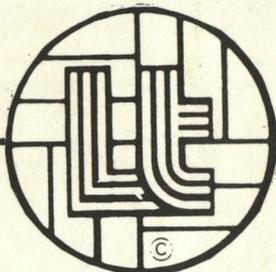
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SCORES

LUTON TOWN

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3. FAULKNER
4. P. FUTCHER
5. BUCKLEY
6. HILL
7. CHAMBERS
8. FUCCILLO
9. HUSBAND
10. DEANS
11. ASTON

Blackburn Rovers	v	Bolton Wanderers	
Bristol Rovers	v	Blackpool	
Charlton Athletic	v	Cardiff City	
Fulham	v	Nottingham Forest	
Hereford United	v	Hull City	
Luton Town	v	Sheffield United	
Notts County	v	Millwall	
Oldham Athletic	v	Plymouth Argyle	
Orient	v	Chelsea	
Southampton	v	Carlisle United	
Wolverhampton	v	Burnley	



SHEFFIELD UNITED

1. BROWN
2. CALVERT
3. GARNER
4. KENWORTHY
5. COLQUHOUN
6. FLYNN
7. McGEADY
8. BRADFORD
9. GUTHRIE
10. LUDLAM
11. WOODWARD

*Subject to Alteration

REFEREE John Hunting

Commenced refereeing whilst with the Royal Signals in Egypt and Cyprus, then via Leicestershire Senior League and Football Combination, has been on the Football League List since 1968. Was appointed to the F.I.F.A. Panel of International Referees in 1973. Officiated in the F.A. Cup Final of 1971/72 and, last

season, the Wales v Scotland Under 23 International, the U.E.F.A. Youth International - Portugal v Switzerland - also the Womens' F.A. 'Mitre' Cup Final.