

LUTON TOWN



OLDHAM
ATHLETIC

Football League
Division Two

Saturday
19 August 1978

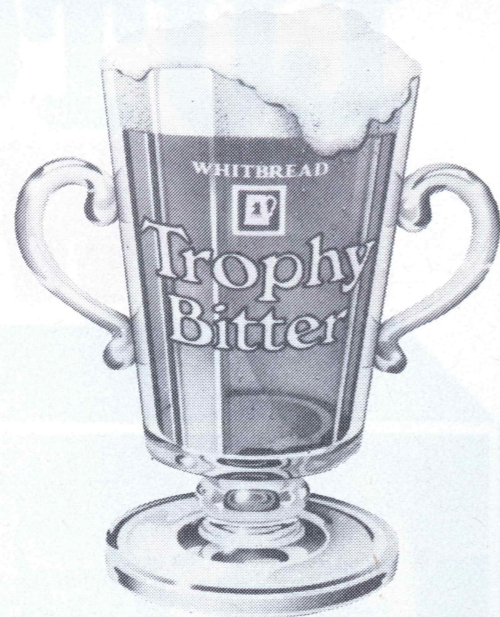
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DAVID PLEAT



WELCOME back to Kenilworth Road and the start of a new season. I hope all supporters had a good summer, and that some even managed to find a little sunshine for their holidays.

You will know that we have been very busy since last season ended. We have a lot of new faces, and I hope that our efforts will be crowned with success.

We have done a lot in a very short time, and obviously the only real danger is that it might take time for such wholesale changes to come off. But I am confident — the aim always is to improve your playing staff, and without being disrespectful to the men who were already here I am sure I have done that.

Now we are working on moulding old and new faces into a strong squad, and with the men we have recruited I think it will be done fairly quickly.

I was pleased that our only pre-season home game gave everyone full value for money. There were plenty of good things from our side and respected Coventry City people like Jimmy Hill, Joe Mercer, Gordon Milne and Ron Wylie gave us credit.

We must maintain our attitude throughout the season.

Through the signings of Bob Hatton and David Moss we have increased our goal potential. Their professionalism and ability will rub off on promising younger players such as Brian Stein and Godfrey Ingram, and everyone can thrive on competition for places.

I honestly believe that there is no team in the Second Division that we need to fear. Our ambition is simply stated: we want promotion, and I believe we have enough quality in the club to achieve it.

Whatever happens, I hope that we give you plenty of entertainment and goals, and that we all have good cause to enjoy our football this year.

Football is a game for spectators as well as teams, and we look forward to the chance of rewarding all our loyal supporters. And if they maintain last season's record of being some of the best behaved crowds in the country, so much the better — and thanks very much.

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Oldham Athletic



CHRIS OGDEN (Goalkeeper) Signed professional in July 1971 after progressing through the junior ranks. Although Chris spent most of his time in the Reserves last season Chris has the experience and ability which makes him a valuable asset to any Club.

JOHN PLATT (Goalkeeper) Ashton born aged 24 years, played regularly in the 1st team last season. Signed as a boy from Ashton United. Another goalkeeper rich in talent and experience. One of the top three goalkeepers in the Second Division.

IAN WOOD (Full Back) 28 years old, signed from Radcliffe FC 12 years ago and was considered then an outstanding capture. Ian is a firm favourite with the fans and a model professional. Consistent play has made the right back position his own.

KEITH HICKS (Centre Back) Another local boy who again came through the junior ranks. Aged 23 and is an established First Team player. Gained youth international honours in 1972.

PAUL EDWARDS (Centre Back) Ex-Manchester United and England under-23 international signed by Athletic after a loan period for £12,000. Strong and commanding at the back, with a flair for notching goals.

RON BLAIR (Midfield) Signed from Coleraine as a boy, then left the Club to join Rochdale. He came back to Oldham four years ago. An Irish international with great determination.

GRAHAM BELL (Midfield) Once again, another Oldham produced player whose father also played for Oldham for many years. Signed professional forms five years ago. One of the most exciting midfield players in the Second Division. A player who should go far in the game.

DAVID HOLT (Centre Back) Signed from Bury for £22,000 in November, 1974. One of the best young central defenders about, and at 25 years of age a bargain buy for Oldham.

LES CHAPMAN (Midfield) In his second spell with 'Latics. Signed from Huddersfield as part of the exchange deal involving Colin Garwood. Began his career as a winger, now a tireless midfield player.

ALAN YOUNG (Striker) Aged 22, represented Scotland five seasons ago at schoolboy level before joining Oldham. This tall, clever striker has all the attributes essential in a striker.

VIC HALOM (Striker) Aged 29, signed from Sunderland in the close season of '76. Vic is a prolific goalscorer and although in many respects he had an unfortunate season last season he is respected throughout the League as a danger man. He has the ability to destroy defences both in the air and on the ground.

JOHN HURST (Midfield) Started from school to Everton, where he was a consistent member of the Everton first team. Also had 12 England Under 23 international caps and was also with the England first team squad on many occasions but did not play for his full cap. A commanding player whose experience is invaluable in the Oldham defence.

CARL VALENTINE (Winger) Signed from Manchester schools. An outside left with great speed, skill and courage. He turned in very impressive performances last season and is an exciting player to watch.

MIKE BERNARD (Midfield) Signed from Everton in the close season of '77. Was previously with Stoke but was transferred to Everton for £140,000. He is able to fit in comfortably in either midfield or in a Full Back position. Was extremely unfortunate with injury last season but should realise his full worth this season.

STEVE TAYLOR (Striker) Signed from Bolton in October 1977. Local born Steve was signed for a Club record fee of £38,000. Has the ability essential in a top class striker; that of putting away half chances. Steve was top scorer with the Club last season and what is notable about this fact is that he achieved this even though he did not play the full season for Oldham.

STEVE GARDNER (Midfield) Signed from Ipswich Town in December 1977. Although Steve played mostly in the Central League for Ipswich he has the power, pace skill and courage found in the best of midfield men and his appearances with Oldham last season indicate that he is a bargain buy for Oldham.

GARY HOOLIKIN (Full Back) Another local boy who came through the Junior ranks. Has had the difficult job through Ian Wood commanding a regular place as Right Back. Gary however, has played a number of games and should become a firm candidate eventually for Ian Wood's position.

MARK HILTON (Midfield) Once again, another local boy who came up through the Junior ranks. Mark played five games last season and is a player of great promise.

Left to Right

Back Row Bob Jay (physio), Paul Edwards, David Holt, John Platt, Alan Young, Gary Hoolikin, Keith Hicks, Chris Ogden, Vic Halom, Paul Heaton, Andy Lochhead (Coach).

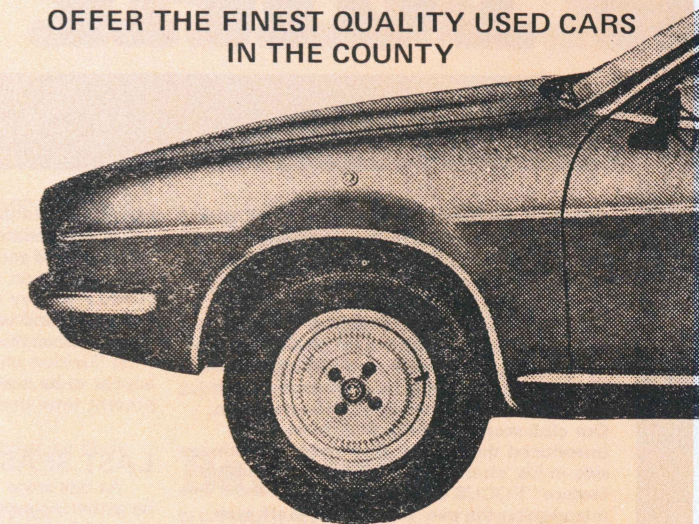
Front Row Mark Hilton, Mike Bernard, Graham Bell, John Hurst, Steve Taylor, Steve Gardner, Steve Edwards.

Photograph: R.H.H. Venables, Oldham Camera Club.



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BEFORE WE have had time to clear the back log of last seasons work the new season is upon us, the summer break seems to get shorter every year. All at the "Town" hope you have enjoyed your holidays and that you are looking forward with us to a good soccer year ahead. Quite a lot of changes have taken place since the end of last season, and a lot of new faces have appeared, both on the administration side and in the team. Our club secretary John Wilkinson, has introduced the new members of the admin. side in his 'chat' and in our new programme feature "FOCUS ON" we shall be introducing the new players and staff each week. There have been changes in the ground and stand arrangement as well, the aisles in the main stand have been widened which meant taking away 680 seats, but access will now be safer and better. The tea bar has gone but this will be replaced by a better one later in the year, so much for bringing you up to date with our news, we now have the pleasure of welcoming Oldham Football Club for the first game of the season in League Division Two.

OLDHAM ATHLETIC

A few years ago the thought of Oldham challenging for a place in Division One would have been quickly dismissed as pure fantasy, but such has been their remarkable progress over the past eight seasons that they could well be amongst the leading contenders this season.

All of which reflects tremendous credit upon JIMMY FRIZZELL, who after great service as a player, had a spell as Player-Manager before concentrating on managerial responsibilities from 1970 onwards. Without making many headlines and certainly without any spectacular signings Jimmy led them to promotion from Division Four in 1971 and then three years later lifted them to Division Two of which their only postwar experience had been a brief glimpse in season 1953/4.

It may therefore come as a surprise to our younger supporters to learn that in their

early days Oldham were amongst the country's leading teams. Three years after being elected to Division Two in 1907 they won promotion and just before the First World War they reached the F.A. Cup Semi-final and won promotion to Division One in successive seasons. They lost their First Division place in 1923 and they would appear to be nearer to regaining it at the present time than at any other period since.

LAST SEASON

At one stage last season they seemed to be gathering momentum for a strong finish that might have carried them into the final reckoning but a shock home defeat by lowly Mansfield early in April finally killed the faint hopes that they had though a week later they showed their mettle by going to Southampton and coming back with a point after looking likely winners for much of the game. We certainly saw plenty of them last season with a replayed F.A. Cup-tie as well as two league games and our hard-fought replay-win with two goals by Phil Boersma was some compensation for the fact that they did the double over us in the league.

Another outstanding performance was an early season win at Brighton in the League Cup though they were then knocked out at Hull and it was this sort of inconsistency that Jimmy Frizzell will be out to correct this season.

HERE TODAY

At the time of writing it seems that he will be relying mainly on last season's lineup with STEVE TAYLOR and VIC HALOM (33 goals between them last season) the men to watch up front. Steve, who scored in two of the matches against us last season, was a tremendous bargain when signed from Bolton a year ago while Vic (well remembered from his spell here) is now with his sixth league club and enjoying one of his best spells.

Scotsman ALAN YOUNG also got a few goals in his second full season last campaign and STEVE EDWARDS, another home-

grown player was also pressing hard for a regular place near the end. In midfield GRAHAM BELL, son of a former Oldham player and MARK HEATON, a newcomer last season, are the men to look out for while in defence GARY HOOLICKIN created a big impression last season after winning a regular place, joining KEITH HICKS, another one club man and GRAHAM BELL, who has done very well since moving from Bury in 1974. Behind them JOHN PLATT, who like Keith Hicks was born and bred in Oldham, is now nearing a century of appearances in goal.

REG GAME

A tribute from John Wilkinson

ONE FACE that will be missing this season will be that of Reg Game who passed away during the close season. He will be missed by all of us at the club and especially by myself. I had known him nearly thirty years and in that time I got to know his likes and dislikes. Reg could always be relied upon for the early morning call when away on tour. I call to mind our tour in West Germany three years ago when we had to be on the coach for the airport at 5.30 a.m. He was around knocking every one up at 4.45 ignoring the remarks coming through the doors from certain people. Reg started at Luton in the early fifties on a part-time basis being put in charge of the then Luton Town 'B' side playing in the South Midlands League. Later on he had charge of the side we used to run in the Hellenic League. After the cup final in 1959 he left the club and joined Bedford Town and was with them during their F.A. Cup runs against Arsenal and Newcastle United. He rejoined Luton again in 1965 when Allan Brown was manager and was immediately taken on a full-time capacity as physiotherapist, following the sudden death of Doug Davidson. He made many friends not only in Luton but all over the country and was well thought of by other members of his profession. His loss is a sad one to Luton



Reg Game

Town and I am sure that his memory will be with us for years to come.

Once again the new season is upon us and like every year we are full of confidence that this is going to be our year. This close season has been a hectic one for those left behind. Not only have new players been signed but we have new faces on the administration side. In the ticket office Bill Butler has taken over from Wayne Morgan who left us to go into industry. Bill is no stranger to football as he was secretary of the now defunct Old Lutonians for a few years. He is also taking charge of the Junior Hatters, so any lads wishing to join or renew their membership contact Bill and he will do the necessary. Mrs. Pat Johnson (wife of our new physiotherapist) has taken over the typing from Mrs. Kent and between us all she is kept rather busy. Reg Maltby is taking over some of Doug Lygos advertising and programme work in fact his main job is editing the programme. Reg is a former B.O.A.C. pilot with many years experience behind him and one of his local loves is music. He is the treasurer of the Luton Music Club so with the two jobs running he is kept on his toes. It is a long time since so many new faces have appeared on the scene at Kenilworth Road during a close season so to the players (no doubt David Pleat has mentioned them elsewhere in this programme) and the new administration staff we wish you every success with us and hope that your efforts on and off the field are well rewarded.

CONGRATULATIONS TO:—
Our Chairman and Mrs Mortimer who celebrated their Silver Wedding Anniversary in June

Alan and Cathie West on the birth of their first child — a son in July in Minnesota

Graham and Beverly Jones who were married in July

and to Paul and Collette Futch on their marriage in June.

COMMERCIAL NOTES

IT WAS a very enjoyable evening when Eric Morecombe joined members of the Board and Staff to welcome the £1000 winners in the "Town Lottery". The most recent winners at that time were two of the Clubs' most loyal supporters, Mr & Mrs Whitehead who travel from Aylesbury not only for every home first team match but are also almost always present at our Football Combination fixtures. They also responded by buying shares when our financial fortunes were at a low ebb and characteristically have now offered to sponsor a match ball this season. If any company, organisation or supporters' group would like details of our Ball Sponsorship scheme please contact Doug Lygo on Luton 411622 without delay.

Vouchers

ALTHOUGH last season we did not have the need to use our voucher scheme for the allocation of tickets, we are introducing the scheme again. If needed, it will certainly ensure that the people who deserve tickets most will get them. Voucher No. 1 will be found on the back page and will appear in subsequent programmes.

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Mascot

The mascot for today's match against Oldham Athletic is Paul Stillwell. Paul lives at Caddington and in September will be starting at Five Oaks School, Caddington. Among Paul's hobbies are Aeroplane Modelling and swimming and of course, football. Paul has full Luton Town kit and has been a Hatters supporter for some considerable time.

Kenilworth Club

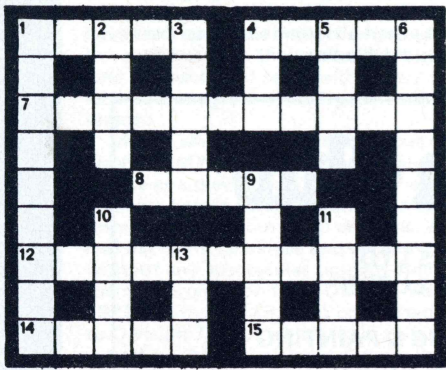
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CROSSWORD 1

- CLUES — Across
- Answers in next home programme
- 1. He has captained England Under Ron Greenwood (5)
 - 4. ... Hölzenbein (Eintracht Frankfurt & West Germany) (5)
 - 7. Nominal soccer shut-down time (5,6)
 - 8. For whom Langan was their only League ever-present last season (5)
 - 12. Hull's highest League scorer last season (4,7)
 - 14. Only Group One of the World Cup finals was free of such games (5)
 - 15. One of television's World Cup panellists (5)

- CLUES — Down
- 1. Arsenal international (9)
 - 2. Creature in the crests of Middlesbrough and Millwall (4)
 - 3. One of the Buckley brothers (5)
 - 4. Free pass into the next round (3)
 - 5. Everton midfielder (4)
 - 6. He became manager of Portland Timbers last season (3,6)
 - 9. Footballer of the Year 1977/78 (5)
 - 10. Either of two brothers who turned out for Italy in Argentina (4)
 - 11. Plymouth's Park (4)
 - 13. 1dn wrote a book called "...!" (3)



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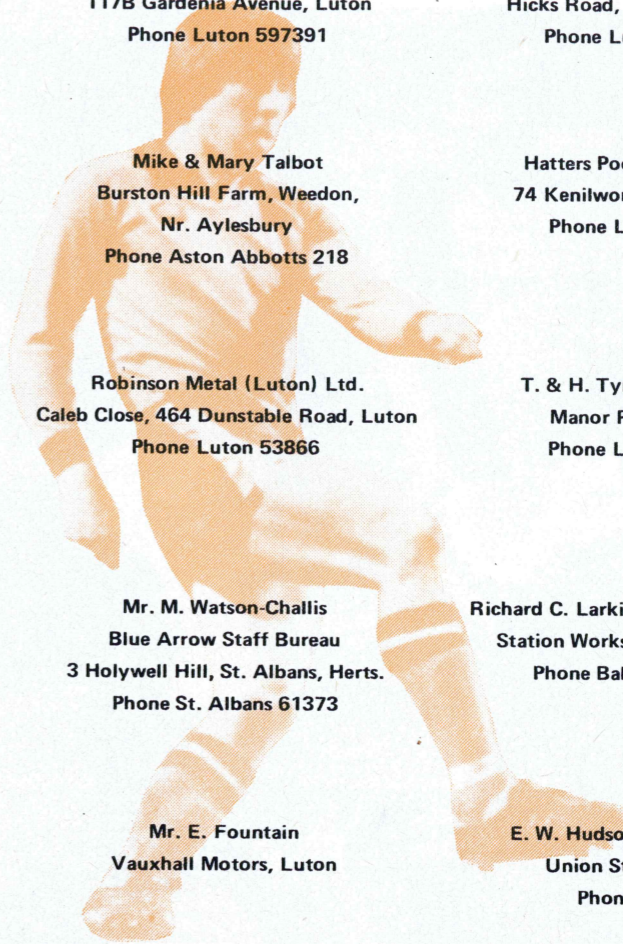
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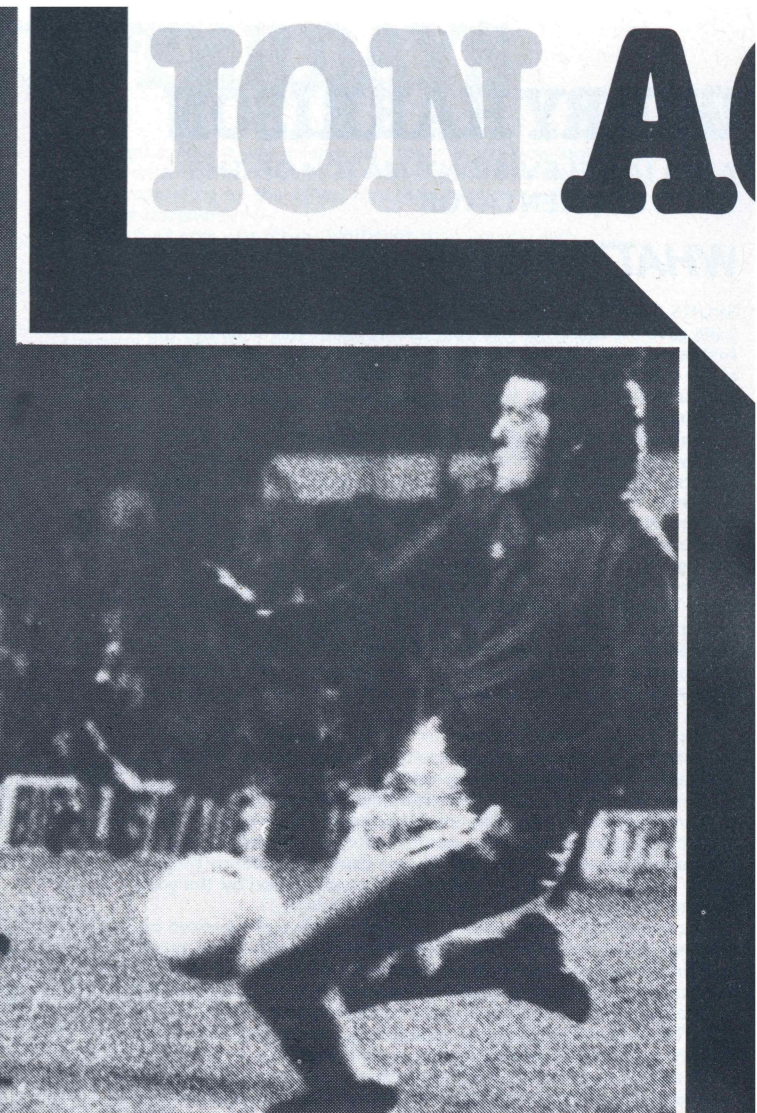
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MANAGER David Pleat talks elsewhere in this programme about the problems associated with bringing in a lot of new faces. But the way things developed in the pre-season friendlies gave him a lot of enjoyment and optimism for the new campaign.

Eight goals in three matches isn't bad going, and our pictures show two of the main reasons why Mr. Pleat looks forward to seeing a bigger goal output from his

attack: David Moss and Bob Hatton.

Both have come to Kenilworth Road with proven scoring records, Moss with Swindon and Hatton with Birmingham City, Carlisle and Blackpool.

They both like raiding down the flanks and shooting for goal at every opportunity.

On the left is a scene from the match at Oxford, with Moss accelerating forward after Brian Stein dispossessed a defender.

On the right, Hatton gets in where it

matters in our game at Kenilworth Road against Coventry. Unfortunately the team couldn't produce the result we all wanted, and the main reason was Coventry's stand-in goalkeeper Les Sealey.

This desperate blocking save was one of many incidents in which the keeper stood alone against our attacks. We wish Oldham well today, but hope that their goalkeeper is not quite so inspired as Sealey was!

Pictures: LUTON NEWS.

GERRY HARRISON

ANGLIA TELEVISION'S MATCH OF THE WEEK COMMENTATOR

WHAT'S NEW?

SPURS SIGNING of the Argentines Osvaldo Ardiles and Ricardo Villa gave the season an exciting talking point weeks before the first whistle was blown. Inevitably it set the fans — and other clubs — talking about what their own clubs could pull off along the same lines . . . now that the law regarding foreign players has changed.

But what other things are new for this season? First, just to clarify the regulations about foreign players coming to this country, the development came about as a result of the Treaty of Rome. For the moment, clubs are allowed to play two foreign players, although there is no limit to the number who can be members of a club at any one time. So there is nothing to stop the signing of foreign apprentice professionals, for instance.

There have been two changes in the laws of the game on the field. The off-side law has been tightened up. A player can no longer be played on-side when he is in an off-side position and the ball is deflected to him by an opponent. The elimination of one seven word phrase has cut out the situation which made it impossible for a player to be off-side if the ball was last touched by an opponent.

There is no change however in the highly sensitive business for referees, of having to decide when a player is in an off-side position, whether he is actually interfering with play.

One other law change. If a defending side is awarded a free kick inside its own goal area, the kick can be taken from anywhere in that area on the side the offence was committed. So if a goalkeeper is fouled on his own goalline he doesn't have to try to take the kick off a two pace run, restricted by the goal netting. It becomes in effect another goalkick.

As one of the stages towards the introduction of freedom of contract a player is now in a position to negotiate his own terms and find a new employer once his contract has ended. So if a player's contract had expired at the end of July he was perfectly entitled to pick up the phone and ring Manchester United and say: "What about it?" By the same token, once a player has become a free agent, clubs can approach him.

If terms are settled it is up to the two clubs to agree a compensation fee. "Compensation" is the official word for it although I dare say we shall be calling it "transfer" for some time. If the clubs can't agree the case goes before FLAC, the Football League Appeals Committee which consists of four members — an independent chairman, Alan Hardaker, Cliff Lloyd and a member of the Secretaries and Managers Association.

And of course the referees are under more pressure at the moment. To bring them in line with every other FIFA European nation Football League referees have this year to pass a minimum fitness test. More of that next time. Do you think you are fit enough to be a Football League referee?

Club Shop

IF YOU have not visited this shop at 66 Kenilworth Road — now is the time. Many souvenirs are in stock and others are arriving every day. Keep in touch with whats new.

Season 1978/79 Souvenir price list

SCARFS		
Best College		£1.60
Knitted printed		£1.40
Bar		£1.20
Taff		75p
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	Size 34	£3.70
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	Size 3-5	£1.20
	Size 6-11	£1.35
Admiral track suits	from	£11.75
Many old programmes in stock.		

ALL OUR YESTERDAYS

A look back at Luton Town a decade ago.
By BRIAN SWAIN, Sports Editor, Luton News

TODAY'S visitors are in for a hiding . . . or at least they are if it is really true that history repeats itself. For by co-incidence Oldham Athletic were the visitors to Kenilworth Road when the new soccer season dawned a decade ago. And they were crushed 4-0, and lucky to escape as lightly as that.

The Town's transfer dealings in the close season had been modest by this year's standards — three new men were recruited at £10,000 each. Mike Harrison came from Plymouth, Laurie Sheffield from Oldham and Brian Lewis from Coventry City.

Newly promoted to the Third Division, the Town cashed in by upping main stand seat season tickets to the then princely sum of nine guineas — £9.45 to those of you too young to remember real money. Minimum admission prices to the terraces went up to five bob by order of the Football League.

The fans managed to afford their football — the average factory wage was £15 a week and you could still buy a quality new car at under £1,000 — and 14,747 paid to see the Town open their 1968/69 campaign.

We all agreed it was money well spent as the new-look attack, with Harrison fizzing on one wing and Graham French sparkling on the other, tore huge gaps through the Oldham rearguard.

The first goal was more significant than we realised: tricky Lewis showed a lot of individual skill, and twice in the first 17 minutes he went flying dramatically after tackles in the penalty area. Claims on the first occasion were turned down, but a penalty was awarded the second time, and Harrison marked his Luton debut by scoring. We were to realise later that Lewis was a quite remarkable asset at winning penalties.

It was 2-0 by half-time, with Keith Allen scoring after Sheffield hit the bar, and in the second half further goals came from Fred Jardine, after an over-lapping run from full-back, and Lewis.

In addition David Best, Oldham's England under-23 goalkeeper, made a string of good saves, and two efforts by Harrison and one by Rioch came to his aid by hitting the woodwork.

It was a highly promising start to the season, but our friends from Oldham won't take kindly to the reminder — it was the start of a disastrous campaign for them, which was to end nine months later in relegation to the Fourth Division.

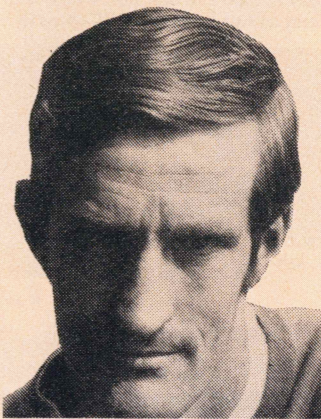
THE LUTON Youth team start their league programme next Thursday 24th. August when they visit Derby County in the Midland Youth League. This is a new venture for the club, comprising most of the midland professional clubs plus Bristol City and Swindon. All these games are to be played in Mid-Week afternoons.

Over the past weeks, several local youth players have been invited to take part in training and coaching and some of the boys have been included in the youth team's pre-season practice matches at Coventry, Eaton Bray and Shillington. The Chiltern League start their league games in September and this is where they will be given further opportunity to make the grade in professional football. With most of the apprentices taking part in the Midland Youth League more of these promising youngsters will be given their chances in the Chiltern League during the coming months. One of the boys taking part, Robert Walker, who only signed Associated Schoolboy forms in July, found himself playing for the reserves in pre-season matches at Dover and Leamington because of injury to Alan Judge, the reserve keeper.

During the summer months, the last year

YOUTH

By George Rogers



John Moore

apprentices have been making the dressing room area's spick and span but in July they were joined by a further 5 apprentices, who are John Woodward from Luton, playing last season for Stopsley B.C., Neil Maddon (Luton) who played at A.C. Delco, Martin Conquest (Leighton Buzzard) playing last season for Leighton Pioneers, Rob. Johnson (Bedford) from the Marston Shelton club and Tom Murphy (Watford) coming from the Leverstock Green club. All these lads were noticed playing for their school and youth teams, so all you lads who are wishing to become professional footballers remember where ever you are playing, someone from a professional club is on the side lines.

All the lads that report to the club are received by John Moore. John needs no introduction as he wore the No. 5 shirt in the Luton team for many years and will be remembered for his excellent services over these years. He holds an F.A. Coaching Certificate, has also sampled management, being manager of Dunstable Town for 2 seasons and was invited by David Pleat to assist with the training and coaching of the younger players towards the end of last season.

FOCUS ON

BOB HATTON

BY DOUG LYGO

WHEN BOB Hatton scored on his debut for Luton Town on Saturday, 5th August on the Oxford United ground he was repeating a feat he achieved as a nineteen year old with Wolverhampton Wanderers. Born in Hull, Bob joined the Wolves at seventeen and within two years had gained promotion from the Central League to the first team which was destined to return to the 1st Division at the end of the season. On his debut versus Mansfield in the League Cup Bob scored Wolves winning goal and he followed this by also scoring in his first ever league match — versus Portsmouth the same season. On the latter occasion the goal was timed at 30 seconds from kick-off and it is difficult to imagine that there have been any faster debut league goals than this.

Having scored seven times in ten league appearances Bob moved to Bolton for £30,000 and then in fairly quick succession to Northampton and Carlisle. Whilst with the Cobblers he made his first appearance at Kenilworth Road — in a 2-1 defeat in October 1968 and he remembers the two Rioch goals that enabled Luton to complete the double two months later in the snow. But it was in the far north west at Carlisle that the name of Bob Hatton began to be recognised as one of the league's top strikers. Not perhaps in his first campaign with the 2nd Division side although he finished with a creditable total of fifteen goals but certainly in 1970/71. When his twenty four goals helped his club to fourth place in the division and placed him third amongst the scorers behind Luton's MacDonald and Hickton of Middlesbrough. The following season saw an improvement of two goals and one place as the new Birmingham striker played a vital role

in the successful St. Andrew's side which gained promotion to the 1st Division. He was only one goal behind his club colleague Bob Latchford who topped the division list with twenty seven goals.

There followed a period of four years of struggles against relegation by the midland club and yet Bob Hatton continued to be a threat to 1st Division defences with twenty goals in 1973/74 and sixteen in 1974/75.

Highlights included two F.A. Cup Semi-Finals v. Leeds in 1972 and v. Fulham in 1975 whilst Bob also vividly remembers the final match of the 1973/4 season when Birmingham, needing two points to stay up, went one down to Norwich at home. A Hatton goal brought new hope and survival was ensured when Kenny Burns added the second in front of over 44,000 agonised supporters. Following his transfer to Blackpool in 1976 he quickly struck up a successful relationship with Mick Walsh who benefited to the tune of 27 goals in 1976/77. There it was Bob's turn and at the end of last season his 24 goals in



Cup and League made him the leading marksman in the Second Division. He also recorded no fewer than four league hat-tricks during the season equalling the pre-war Blackpool record of the great Harry Hampson and we would be interested to know if this has been bettered in post-war league football. Bob Hatton is no stranger to Kenilworth Road having played here for Northampton, Carlisle, Birmingham and Blackpool. In 1971 he and Chris Balderstone scored the two goals which ensured Carlisle's success whilst later the same season he scored the 89th minute winner for Birmingham against us at St. Andrews. He did not endear himself to Town supporters who travelled to Blackpool in April 1977 either when another late goal from him denied them the point that seemed to be safe.

From now on the early goals and the last minute Hatton goals will be a source of pleasure to Luton supporters and we all wish him well at the start of yet another campaign. Bob and his wife, Christine have two children, Zoë, 8 and James 5 and the family will live in the Midlands. With several English league clubs interested in signing him and the attractions of Europe and the United States beckoning why did Bob Hatton choose Luton? He says it was because of the progressive and straightforward attitude of David Pleat and Ken Gutteridge and the quality of the players at Kenilworth Road. We are glad you came Bob and we hope that you enjoy your football with us.

Bob Hatton scoring in his first game in Luton colours against Oxford.

POOLS NEWS

AS THE new season commences, I would like to thank all our customers and agents for their continuous help with high volume sales and purchases of our many fund raisers. "The Pools Business" is ever increasing, the revenue is most welcome to the "TOWN" and at present the yield is about £150,000 a year. This season with your help we are going for £250,000. We know it can be done, so if you are not already involved, please call into "The Pools Office" 74, Kenilworth Road, or give us a ring on Luton 30748, we will be so pleased to enrol you in "Our Army". The picture below shows our latest £1,000 winner Mrs. Whitehead together with her husband, plus 10 previous £1,000 winners all in

celebration, Coupled with these very happy winners is our No. 1 "Sunbeam" Eric Morecambe as pleased and excited at our latest "Town Lottery" as we are. Rest assured that we are no longer poor relations to any club in the league now that we have financial stability restored once again. We are going to "make it count" on and off the pitch and, please remember, *you* can be part of this huge success as well. Thank you for all your help. Good Luck this season.

*Mike Hardwicke and the Pools Office Staff
Managing Director
Hatters Pools (MFH) Ltd.*



DIV.2

Attendance

F.A.

Aug	19 S	Oldham Athletic													
	22 T	Crystal Palace													
	26 S	Newcastle Utd													
	30 W	League Cup 2													
Sept.	2 S	Charlton Ath.													
	9 S	Bristol Rovers													
	16 S	Cardiff City													
	23 S	Cambridge Utd.													
	30 S	Sheffield Utd.													
Oct.	4 W	League Cup 3													
	7 S	Wrexham													
	14 S	Blackburn													
	21 S	Notts County													
	28 S	Orient													
Nov.	4 S	Leicester City													
	8 W	League Cup 4													
	11 S	Oldham Athletic													
	18 S	Newcastle Utd.													
	21 T	Charlton Ath.													
	25 S	Sunderland (1)													
Dec.	2 S	Burnley													
	9 S	Preston													
	13 W	League Cup 5													
	16 S	Brighton (2)													
	23 S	West Ham													
	26 T	Millwall													
	30 S	Fulham													
1979															
Jan.	1 M	Stoke City													
	6 S	F.A. Cup 3													
	13 S	Bristol Rovers													
	17 W	League Cup SF													
	20 S	Cardiff City													
	24 W	League Cup SF													
	27 S	F.A. Cup 4													
Feb.	3 S	Cambridge Utd.													
	10 S	Sheffield Utd.													
	17 S	Wrexham (5)													
	24 S	Blackburn													
Mar.	3 S	Notts County													
	10 S	Orient (6)													
	17 S	Leicester City (LCF)													
	24 S	Crystal Palace													
	31 S	Sunderland (SF)													
April	7 S	Burnley													
	9 M	West Ham													
	14 S	Millwall													
	16 M	Stoke City													
	21 S	Brighton													
	28 S	Preston													
May	5 S	Fulham													
	12 S	F.A. Cup Final													

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PRE-SEASON FRIENDLIES

First team friendlies:
Oxford Utd 2
Bournemouth 1
Luton 0
Luton XI
Dover 2
AP Leamington 3
Corby 1
Dunstable 1
Luton 1 (Ingram)
Luton 2 (Stein, Sperrin)
Luton 1 (Pearson)
Luton 3 (Ingram 2, Sperrin)

Town Away

CRYSTAL PALACE v. LUTON TOWN
TUESDAY AUGUST 22
KICK OFF 7.00 P.M.

If you want to go by train, journey into St. Pancras, and take the Northern line to London Bridge. From there British Rail will take you to Norwood Junction, which is the nearest station.
The AA recommend this route if you prefer to travel by road:
Take the M1 South till it joins the A1 which you follow to the A41 (Watford Way). Follow this road into London, and turn on to the A5 (Edgware Road). Past Marble Arch, along Park Lane and over Vauxhall Bridge, turn right on to A203 (South Lambeth Road) and follow on to the A23. After ¼-mile, turn left on to the A203 again and follow this road to Tulse Hill, and the A215, which takes you to South Norwood and Selhurst Park.
TRICENTROL COACHES
DEPART THE SQUARE, DUNSTABLE 1700
DEPART MAPLE ROAD 1730 FARE £1.25

NEWCASTLE UNITED v. LUTON TOWN
SATURDAY AUGUST 26
KICK OFF 3.00 P.M.

To travel by road take the M1 — M18 — A1(M) to Newcastle. Enter Newcastle via Durham Road, Prince Consort Road, Mulgrave Terrace, Tyne Bridge, Pilgrim Street, Market Street, St. Andrew's Street, Gallowgate and Barrack Road.
The Newcastle ground is on the right.
TRICENTROL COACHES
DEPART THE SQUARE, DUNSTABLE 0730
DEPART MAPLE ROAD 0800
FARE £5.45

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Division Two		Combination	
Table of Results — at the end of season 1977-78		Season 1977-78 Final Table	
P	W D L F A W D L F A Pts	P	W D L F A Pts
Bolton	42 16 4 1 39 14 8 6 7 24 19 58	West Ham	42 24 11 7 80 37 59
Southampton	42 15 4 2 44 16 7 9 5 26 23 57	Southampton	42 27 3 12 85 35 57
Spurs	42 13 7 1 50 19 7 9 5 33 30 56	Ipswich Town	42 25 7 10 80 41 57
Brighton	42 15 5 1 43 21 7 7 7 20 17 56	Norwich City	42 23 11 8 64 36 57
Blackburn	42 12 4 5 33 16 4 9 8 23 44 45	Leicester City	42 24 6 12 74 50 54
Sunderland	42 11 6 4 36 17 3 10 8 31 42 44	Tottenham H.	42 19 14 9 86 52 52
Stoke	42 13 5 3 38 16 3 5 13 15 33 42	Plymouth	42 21 8 13 63 44 50
Oldham	42 9 10 2 32 20 4 6 11 22 38 42	Chelsea	42 18 12 12 68 42 48
C. Palace	42 9 7 5 31 20 4 8 9 19 27 41	Q.P.R.	42 16 15 11 71 53 47
Fulham	42 9 8 4 32 19 5 5 11 17 30 41	Arsenal	42 15 14 13 60 45 44
Burnley	42 11 6 4 35 20 4 4 13 21 44 40	Hereford Utd.	42 18 7 17 70 79 43
Sheffield Utd.	42 13 4 4 38 22 3 4 14 24 51 40	Crystal P.	42 16 10 16 50 53 42
Luton	42 11 4 6 35 20 3 6 12 19 32 38	Birmingham C.	42 13 14 15 45 48 40
Orient	42 8 11 2 30 20 2 7 12 13 29 38	Bristol Rovers	42 15 8 19 58 66 38
Notts County	42 10 9 2 36 22 1 7 13 18 40 38	Oxford Utd.	42 13 11 18 50 57 37
Millwall	42 8 8 5 23 20 4 6 11 26 37 38	Fulham	42 13 11 18 43 58 37
Charlton	42 11 6 4 38 27 2 6 13 17 41 38	Luton Town	42 11 9 22 57 88 31
Bristol R.	42 10 7 4 40 26 3 5 18 21 51 38	Bristol City	42 9 13 20 56 89 31
Cardiff	42 12 6 3 32 23 1 6 14 19 48 38	Swindon Town	42 11 8 23 51 87 30
Blackpool	42 7 8 6 35 25 5 5 11 24 35 37	Cardiff City	42 7 10 26 35 84 24
Mansfield	42 6 6 9 30 34 4 5 12 19 35 31	Orient	42 5 13 24 28 74 23
Hull	42 6 6 9 23 25 2 6 13 11 27 28	Reading	42 8 7 27 30 95 23
GOAL SCORERS		GOAL SCORERS	
LEAGUE/CUP		LEAGUE/CUP	
Buckley 4		Buckley 4	
Carr 1		Carr 1	
Faulkner 2		Faulkner 2	
Husband 8		Husband 8	
Boersma 11		Boersma 11	
Fuccillo 6		Fuccillo 6	
Hill 5		Hill 5	
Price 2		Price 2	
West 4		West 4	
Fletcher R. 11		Fletcher R. 11	
Heale 3		Heale 3	
Stein 3		Stein 3	
Ingram 1		Ingram 1	
FOOTBALL		FOOTBALL	
COMBINATION		COMBINATION	
Turner 4		Turner 4	
Ingram 14		Ingram 14	
Hill 1		Hill 1	
West 1		West 1	
Heale 5		Heale 5	
Johnson 7		Johnson 7	
Smith 4		Smith 4	
Carr 2		Carr 2	
Bowen 2		Bowen 2	
Boersma 2		Boersma 2	
Stewart 1		Stewart 1	
Sperrin 8		Sperrin 8	
Stein 4		Stein 4	
Hayes 1		Hayes 1	
All Saturday Matches Kick-off 3pm		All Fixtures subject to alteration	
Aug. 19 S Oxford United	18 S Birmingham City	Feb. 3 S Norwich City	...
22 T Cardiff City	21 T Bristol Rovers	10 S Swindon Town	...
26 S Birmingham City	29 W Reading	17 S Chelsea	...
30 W		24 S Orient	...
Sept. 6 W Hereford United	Dec. 2 S Fulham	Mar. 3 S Tottenham H.	...
9 S Southampton	9 S Arsenal	10 S Plymouth Argyle	...
13 W Bristol Rovers	11 M West Ham	17 S Leicester City	...
23 S Norwich City	16 S Bristol City	21 W Crystal Palace	...
30 S Swindon Town	19 T Crystal Palace	28 W Cardiff City	...
	30 S Q.P.R.	31 S Reading	...
Oct. 4 W Chelsea	1979	April 7 S Fulham	...
7 S Orient	Jan. 1 M Ipswich Town	16 M Ipswich Town	...
14 S Tottenham H.	6 S Southampton	21 S Bristol City	...
21 S Plymouth Argyle	13 S	24 T West Ham	...
28 S	17 W	28 S Arsenal	...
Nov. 4 S Leicester City	20 S Hereford United	May 5 S Q.P.R.	...
8 W	24 W		...
11 S Oxford United	27 S		...

Next home games

v CHAR

Century Club

by Catherine Ball, Secretary

LIKE ALL football supporters we have come back to Kenilworth Road today full of hope and optimism for the new season, and we extend our best wishes to David Pleat, his coaches, and all the players.

When you look back over the last few months the changes the manager has made have been tremendous. I don't think anyone can remember a bigger change-over of staff in a close season, and we would like to join all Luton Town supporters in offering a warm welcome to the new players.

Whatever else has changed, Luton Town is still a friendly family club, and for our part in the Century Club we look forward to meeting all the players, and cheering them on towards promotion.

Mr. Pleat and his staff are all honorary members of the Century Club, and we hope they will find time to relax with us from time to time.

On a sad note, we would also like to express our sympathy with the family of Reg Game, who died in the

summer. We often enjoyed his company, and he will be much missed.

While most of our thoughts centre on the hopes of Luton Town on the field, we have also been busy in the close season in our attempts to make sure that the Century Club plays a full part in helping Luton Town, and in giving even more enjoyment to our members.

As players are the most important people of all, we decided that our first social event should be an evening with them, and we now look forward to a full season of social events.

We have at least one event every month, including a quiz night, two or three parties, an "Any Questions" session and a sports forum.

We will wind up the season with our annual ball and the election of our "Player of the Year" award. No doubt there will be plenty of names in contention, and we look forward to turning that party into a promotion celebration as well!

Junior Hatters Club

Here we are again members and welcome to a new season.

In another part of this programme you will read all about the Mascot for today's match, but we would like to remind you that to have your name included in the ballot to be a Mascot, your membership must be up-to-date. As being a Junior Hatter only costs 40p for a whole year, this must be very good value for the concessions given to members.

First of all they receive an autographed photo of their favourite Luton player on their Birthday. Secondly they receive a mention in the nearest first team match programme and we try whenever possible to offer the position of team Mascot to a lad whose Birthday falls on a match day.

Now for this weeks' birthdays:— Member number 247 Dean Brown (8th), No. 226 Steven Brown (19th), No. 197 Bobby Cooper (17th), No. 219 Brian Ickes

(4th), No. 199 James Palmer (18th), No. 79 Carrie Pilgrim (11th), No. 236 Paul Rolt (20th), No. 99 Paul Stillwell (11th), and No. 110 William Turner, 27th August, Many Happy Returns of the Day to you all.

Finally this weeks competition:—

- (1) Which famous ex-Luton player collected his third losing finalists' medal at Wembley this year?
- (2) This famous manager won a League Championship last season and will be visiting Luton this season with his new club?

Entries please to Junior Hatters Competition, Luton Town F.C., Kenilworth Road, Luton. Entries to arrive by not later than Saturday 26th August, 1978 and the first correct entry opened will receive a Supporters Scarf.

(An assortment of photographs of players who were with the Club until this season are available in the Souvenir Shop at 2p each).

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Surveyors for Luton Town F.C.

LUTON TOWN

- 1 MILIJA ALEKSIC
- 2 KIRK STEPHENS
- 3 STEVEN SHERLOCK
- 4 MAL DONAGHY
- 5 CHRIS TURNER
- 6 MARK AIZLEWOOD
- 7 RICKY HILL
- 8 PASQUALE FUCCILLO
- 9 BRIAN STEIN
- 10 BOB HATTON
- 11 DAVID MOSS
- 12 PHIL BOERSMA

Oldham

- | | |
|-----------------|----|
| PETER McDONNELL | 1 |
| GARY HOOLICKIN | 2 |
| STEPHEN EDWARDS | 3 |
| STEPHEN GARDNER | 4 |
| DAVID HOLT | 5 |
| JOHN HURST | 6 |
| RONALD BLAIR | 7 |
| STEVE TAYLOR | 8 |
| ALAN YOUNG | 9 |
| VIC HALOM | 10 |
| PAUL HEATON | 11 |
| | 12 |

Half Times

Man Utd	Blackburn	Millwall
Birmingham	C Palace	Newcastle
Middlesbrough	Bristol R	Sheff Utd
Coventry	Fulham	Orient
Norwich	Burnley	Sunderland
Southampton	Leicester	Charlton
Nottm For	Cambridge	West Ham
Spurs	Stoke	Notts Co
WBA	Cardiff	Wrexham
Ipswich	Preston	Brighton

Officials

Referee: Mr. Kenneth Baker, (Rugby). Commenced refereeing in 1959. Was appointed to the Football League line in 1967 and has been on the full list for several years. Linesman in the Northern Ireland v. Wales match (1975), also the Fulham v. Birmingham City F.A. Cup Semi-Final Replay. In 1977 was linesman for the Charity Shield match between Manchester United and Liverpool.

Linesmen: Mr. G. J. Prevett (New Malden Surrey); Yellow Flag — Mr. E. G. Scales (Cheshunt) Red Flag.