

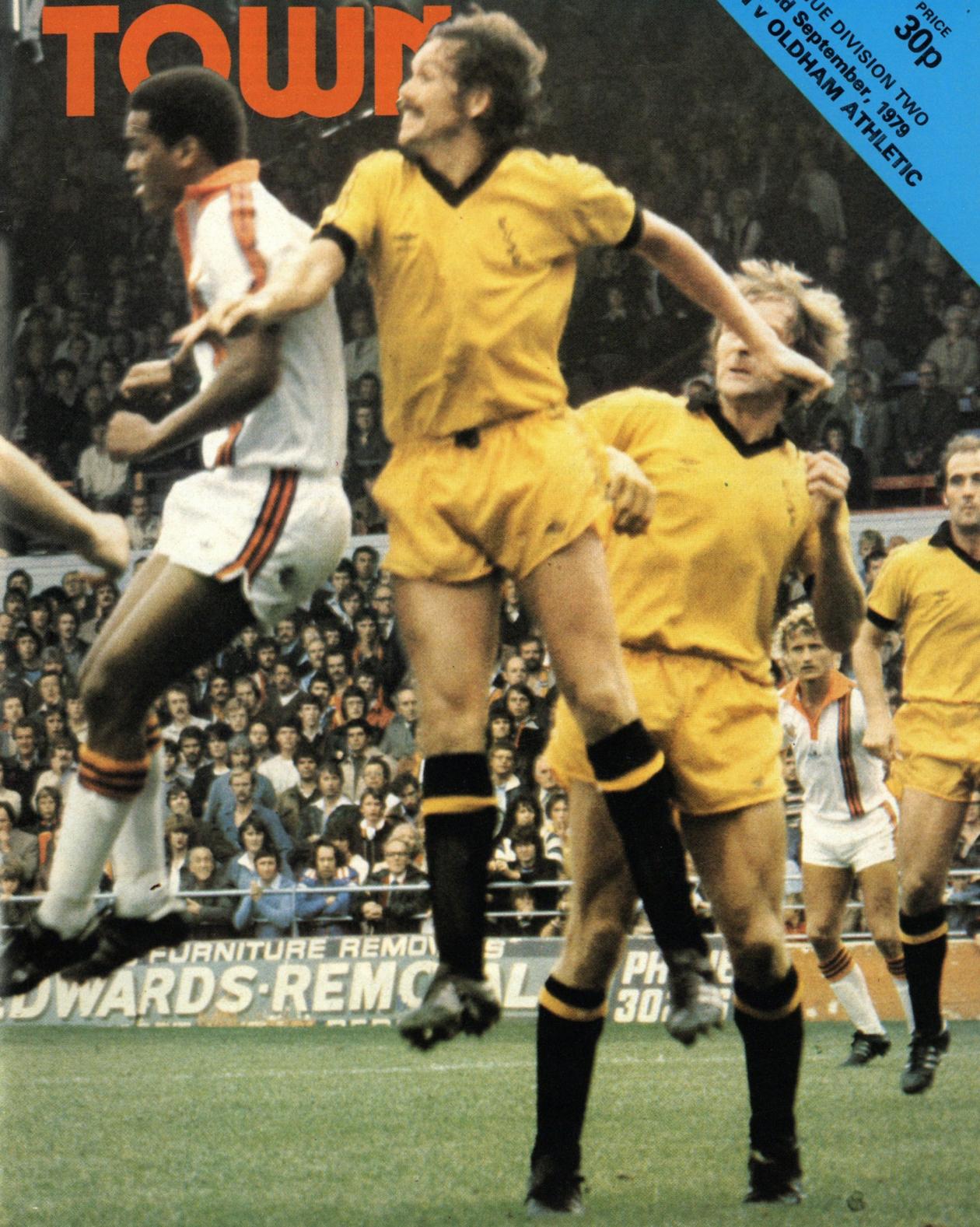
LUTON TOWN

OFFICIAL
MATCHDAY
PROGRAMME



FOOTBALL LEAGUE DIVISION TWO
Saturday 22nd September, 1979
LUTON TOWN v OLDHAM ATHLETIC

PRICE
30p



SPOTLIGHT ON THE FANS

Supporters are very important to us. Without them, there wouldn't be a football club, and we welcome your letters and constructive criticism with any views for inclusion in the matchday programme.

From time to time, we intend to give the fans their say. This week we start with two supporters who wrote to manager David Pleat after the first team played a friendly at Bournemouth before the start of the season. We print their letter in full.

Dear Sir,

As two football fanatics from Mansfield, we thought we would take this opportunity to thank the players, David Pleat and coach David Coates for making us most welcome and giving us the biggest thrill in all our days after the recent pre-season friendly game at Bournemouth.

We travelled down after hitch-hiking to clock our 89th League ground and, after watching the game, we thought we would try our luck for a lift back to Luton and, to our surprise, we were given one. If that wasn't a big enough thrill, we talked to Bob Hatton on the return journey in addition to Gary Heale, Kirk Stephens and Mike Saxby — whom we can recommend to Mansfield supporters as a very good prospect for the future!

All the players autographed my Rothmans Football Year

Book and my friend's team sheet. We were also given an enjoyable salad and were able to carry out interesting conversations with Mr. Pleat and Mr. Coates.

We will travel to Kenilworth Road this season, probably for the game against Watford. Your team has certainly impressed us with their friendship on our travels which has taken us from Carlisle to Plymouth. We have only three grounds — Portsmouth, Wigan and Wimbledon — to visit. But the trip to Bournemouth will stick in our memory for ever. Once again, we say a big thank you to everyone concerned.

Chris and Clive,
43 Mayfair Avenue, Mansfield.

ANY OFFERS?

We have heard from 17-year-old Paul Thomas, a keen Everton supporter, who wants a female pen friend who follows Luton. Paul says she must like Everton and be interested in football generally. Any young lady interested in writing to Paul can contact him at: 11 Shaldon Road, Southdene, Kirkby, near Liverpool.

Celia Walker, who live in Glemsford Close, Luton. Their sons, Paul and Tony, are both members of the Junior Hatters Club and Mr. and Mrs. Walker are keen supporters of Luton. They have gone to the trouble of naming their boat The Hatter, and we reproduce a picture of Paul and Tony sporting the club's former strip.



PAT ON THE BACK

We are proud of the club's record off the pitch where we always try to foster public relations by encouraging players to attend as many functions as possible.

We were particularly pleased to hear from the Brent Schools Football Association after Ricky Hill agreed to be their guest at the primary schools presentation evening. Their fixture secretary wrote: "He readily accepted the invitation and spent two hours of his own time patiently awarding medals and signing autographs.

"Everyone was extremely impressed by his professional manner which was an excellent example to set to children of an impressionable age."

On the subject of good relationships, we also received a belated letter from a Crystal Palace fan who stayed in the same hotel our senior squad used for their short tour of Spain at the end of last season.

He wrote: "The presence of your club greatly added to the general atmosphere and fun. I could not have wished to meet a nicer crowd of fellows."

SHIP AHOY!

Some people go to great lengths to show their support for their local football club — and none more than Pete and

LUTON TOWN F.C.



72 Kenilworth Road
Luton
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DAVID'S DIARY...



ALAN WEST

I have always tried to underline the value of good support — and this is eventually reflected in the strength of the first team pool. In turn, we have always attempted to provide good entertainment and those who watched our 5-0 victory over Swansea two weeks ago today can have had no cause for complaint in that department.

These notes were written just before we left to travel to Notts County last Saturday. But there is no doubt that, if we are to maintain our form and reach our ultimate First Division goal, good support is of vital importance. If we can maintain five-figure attendances, and manage to keep our financial house in order, that will eventually be reflected in the type of player we are able to attract to Kenilworth Road.

This is the first opportunity I have had of welcoming Alan West back from America. He has retained his form on the pitch but, equally important already shown his outstanding contribution to the club's public relations service by coaching youngsters and attending functions as club representative.

In this respect, we are fortunate at Luton to have players who realise their involvement with the club does not start at 3 pm and end at 4.40 pm on Saturdays. All our players have involved themselves with the community and have projected themselves, and the club, in the best possible way. Two recent transfers have made interesting news and must have sent many supporters scurrying for comparisons. Nottingham Forest bought and sold Asa Hartford for a considerable amount after he had played only four games for them. Leicester City bought and sold Gregor Stevens for a similar figure within two months of signing him. If a player is signed and a manager realises an error has been made, the difficulty is to redress the balance and be positive quickly.

There is skill in buying — but there is as much skill in selling at the right time. It has often been said that your first loss can also be your best loss. We have signed players at Luton who, for different reasons, have had to move on. Fortunately, we have been lucky and managed to find clubs willing to sign players who haven't fitted in at Kenilworth Road. I consider Brian Clough and Jock Wallace to have shown an art of management which many people may not have fully understood or been aware of.

Football is a game where, over a period of time, luck or the run of the ball evens itself out. Towards the end of last season when we were searching for safety points, we were denied some "good looking" penalties. This term, we have been awarded three which have all been successfully converted. Our style of play in attacking defenders in the penalty box is bound to provide situations where opposing players misjudge last-ditch tackles.

We aim to be very positive in the final one-third of the pitch as we strive to increase our goals tally and bring the big crowds back to Kenilworth Road.

Enjoy today's game — and let us retain our good reputation on the terraces and prove we have the best behaved supporters in the Second Division.

DAVID PLEAT



Vice Presidents of Luton Town FC

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JOHN'S JOTTINGS



How many of our older supporters can recall the first Football League meeting between Luton and Oldham? It is interesting to remember that it came on Saturday, 19th August, 1953 although it was scheduled to be played on May 1st the following year.

Because the latter date clashed with the FA Cup final, we applied successfully to the Football League for permission to bring it forward to make it the first match of a new season.

On a wet night with a 6.45 p.m. kick-off, the fans saw an entertaining game with eight goals being shared by both teams in a 4-4 draw. For the benefit of supporters who like a little nostalgia, our team that night was: Baynham, Aherne, Pemberton, Morton, Hall, Shanks, Davies, Downie, Moore, Cummins, Adams. The Oldham line-up was: Burnett, Brook, Hardwicke, Smith, Whyte, Brierley, Adams, McKennan, Gemmell, McIlvenny, Ormond.

After the game, Oldham's left winger Ormond was taken to hospital with severe concussion. The scorers for Luton were Downie (3) and Pemberton with a penalty. Oldham replied with goals from Adams, McKennan, McIlvenny and Gemmell. Let's hope we see plenty of goals this afternoon — at the right end.

It is interesting to note that six of the Town players in that team still live in the area. They are Ron Baynham, Bud Aherne, Bob Morton, Les Hall — who still does the occasional job of scouting for us — Wally Shanks and Bernard Moore. Jimmy Adam is coaching in Australia and George Cummins is living in Liverpool.

We do not know where Jim Pemberton and Johnny Downie are living, but if any of our fans know, please drop us a line.

The one name which stood out in the Oldham team was George Hardwicke's. He was formerly with Middlesbrough and was once the England captain.

The return match at Boundary Park ended in a 2-1 victory for the Town. But it was a much changed Luton team with Bernard Streten in goal, Seamus Dunne and Bud Aherne at full back and Bob Morton, Syd Owen and Charlie Watkins filling the half back positions. The forward line was Roy Davies, Gordon Turner, Jesse Pye, George Cummins and Bert Mitchell with Turner scoring both goals. Of that team, Gordon Turner and Roy Davies have sadly passed away, Bernard Streten is living in Norfolk and Jesse Pye has a guest house in Blackpool. Seamus Dunne has returned to Ireland but the whereabouts of Bert Mitchell are unknown. Again, if any supporter knows where he is, drop us a line.

September 11th was a special day for one of our back-room staff. It was the birthday of Mrs. Milemore, known affectionately to us as "mum". She won't complain at us for revealing it was her 81st birthday — and she has been making tea for the players for the last 17 years. She lives in Solway Road and, incidentally, her daughter, Connie, works alongside her. Connie has been with us for 18 years and these are the type of people the fans never see. But they are also people we couldn't do without. Keep up the good work ladies.

AWAY TRAVEL

Our next away match is at Fulham and I have found the following route to be the best. South on the M1 to the very end. Turn right on to the North Circular Road (A406) to Hanger Lane. Turn left into Western Avenue (A40). Leave the A40 by the slip road signposted Shepherds Bush. Go round Shepherds Bush Green then turn left into Shepherds Bush Road. Go under Hammersmith Flyover into Fulham Palace Road. Approx. 1 mile turn right into Finlay Street and Craven Cottage is at the end of the Street. Travelling time 1½ hours. Subject to the traffic.

Tickets are available for our away game at Cardiff City. Priced at £3.20, £2.65 and £2.15 with appropriate reductions for children and senior citizens, they are available from Cardiff City FC, Ninian Park, Cardiff CF1 8SX. Applications must include a stamped addressed envelope.

John Wilkinson

OLDHAM ATHLETIC

Former Luton player Paul Futcher killed any hopes of a return to Kenilworth Road this afternoon when he rejected a move to Oldham last week after their manager agreed terms with Manchester City for his transfer.

But Oldham manager Jimmy Frizzell was successful in persuading Futcher's City colleague, defender Kenny Clements, to move across Lancashire from Maine Road.

But one former Luton player who is expected to play this afternoon is striker Vic Halom, who left Kenilworth Road six years ago for £30,000.

Halom scored 17 times for Luton in 57 League appearances after joining from Fulham with a £30,000 price on his head. But it wasn't until he moved to Sunderland that he really made a name for himself.

Halom played a major part in the Roker Park side's glorious FA Cup run in 1973 when Bob Stokoe's Second Division team beat Leeds 1-0 in the final.

He has come down to earth since those heady days, moving on from the North East to join Oldham in the close season of 1976.

Although now aged 30, he is still respected as a dangerman throughout the League and has the ability to destroy defences both in the air and on the ground.

He is always keen to do well against Luton but has some bitter memories of last season's clash between the sides on the first day of the season when Luton won 6-1.

Up front Halom's partners are Jim Steele and Simon Stainrod.

Steele made his mark last season, scoring twice on his debut, while

Stainrod was a £60,000 buy from Sheffield United in March. A former England youth international he is a player of great promise.

These three rely on young Paul Heaton to provide them with the right sort of service from the wings. A product of Oldham's youth team, Heaton established himself in the side last season and looks set for a long stay.

Paul Atkinson is another first teamer who came through the Oldham youth pool and is currently making his mark in midfield where he teams up with Ged Keegan.

Keegan was a real bargain buy at £25,000 from Manchester City where he made 30 first appearances including one at Wembley in the League Cup final against Newcastle.

Also in midfield Oldham have the power, pace, skill and courage of Steve Gardner who was spotted by the Boundary Park side playing in the Central League for Ipswich and has since proved a bargain buy.

In defence Oldham have plenty of experience in the form of ex-Everton player John Hurst.

A commanding player, Hurst joined Everton straight from school and was soon a regular member of their side. He made 12 England under-23 appearances and was a regular member of the full England squad although never quite earning his cap.

Hurst's partner in the centre of defence is local boy Keith Hicks who gained youth international honours back in 1972 and is now 24.

Ian Wood has made the right back position his own since he joined the club 13 years ago from Radcliffe and is still a firm favourite with the fans and a model professional.

However, he now faces strong competition from Gary Hoolikin who has come through the junior ranks and is knocking on the first team door.

In Ron Blair, Oldham have a player who has played in almost every position for the club with great success. He signed from Coleraine as a boy but left Oldham for a spell with Rochdale.

Five years ago he returned to Oldham and has been established in the first team since.

In goal, Oldham are stuck for choice. In John Platt they have one of the best goalkeeper's in the Second Division. But his appearances were restricted last season when he broke a leg in the Anglo-Scottish Cup against Sheffield United.

His rival is former Liverpool keeper Peter McDonnell. He joined Oldham for £18,000 from Liverpool where he was kept out of the first team by the form of England international Ray Clemence.

Back row (left to right): Jim Steele, Steve Gardner, John Platt, David Holt, Peter McDonnell, John Hurst, Keith Hicks.

Middle row: W. Urmson (Youth Team Coach), Bob Jay (Physiotherapist), Ronnie Blair, Martin Nuttall, John Ryan, Darren McDonough, Nick Sinclair, Paul Atkinson, Andrew Birchenough, Chris Willis, Bill Taylor (Assistant Manager/Coach).

Front row: Vic Halom, Ged Keegan, Steve Edwards, Mark Hilton, Paul Edwards, Tim Jordan, Simon Stainrod, Gary Hoolikin.

Inset: Ian Wood.



LUTON TOWN 5 SWANSEA CITY 0

Five goals — and all of them crackers. Swansea had no answer to the Town's punch in our last home game and these pictures show three of the goals. David Moss strikes the ball past Crudgington for the first goal from a penalty. The Swansea keeper Crudgington is down and out again as Alan West slips through for his first goal of the season.

Pictures: EVENING POST-ECHO

ACTION



RESERVE REPORT

Luton Town 5 Bedford 1

The Town's youngsters were far too strong for Bedford in this Wallspan Southern Combination game. Baker hit Luton in front just before half-time, but Bedford hit back shortly after the break with a good goal to equalise.

But that was the end of their challenge and, from a short corner, Sisman put Luton in front again before clinical finishing from Cole (penalty), Bunn and Brammer gave the Town a thoroughly deserved victory.

Team: Walker, Woodward, Foote, Murphy, Sisman, Cole, McErlane, Conquest, Brammer, Baker, Bunn.

Luton Town 2 Bristol City 2

This Midland Youth League match produced an evenly contested affair. Heath put Luton in front before City hit back with an equaliser before half-time. In the second period, the visitors took the lead before trialist Foot equalised.

Team: Green, Woodward, Goodyear, Foote, Turner, Madden, Martin, Ollis, Pearson, Small, Heath.

Aylesbury 4 Luton Town 1

Luton's youngsters, whose team included three schoolboys, found themselves playing second fiddle to a very competent Aylesbury side. After going two down, Cole pulled a goal back. But Aylesbury increased their lead in the second half and were worthy winners on the night.

Team: Judge, Murphy, Harriott, Bradshaw, Sisman, McErlane, Johnson, Conquest, Baker, Bunn, Cole.

Luton Town 2 Norwich City 1

Our youngsters recorded an excellent result to eliminate First Division Norwich City from the Southern Junior

Floodlight Cup at Kenilworth Road to earn a home tie against Spurs in the next round.

And there was no fluke about their performance which delighted youth team coach John Moore. The Town took the lead after seven minutes with a fine goal from Cole and, although Butcher equalised when he lobbed the ball over Walker's head, Small regained Luton's lead before half-time.

Defender John Woodward was carried off in the second half with a badly injured leg. But despite this setback, Luton maintained their lead and were unlucky not to increase their tally.

Team: Walker, Johnson, Murphy, Madden, Foote, Woodward (Bradshaw), Cole, Cosby, Small, Bunn, Heath.

Luton Town 0 Reading 0

This was a Football Combination game Luton should have won convincingly but one which they almost lost. Good approach work was ruined by wild finishing and the nearest the Town came to scoring was when Heath hit a post.

Team: Judge, Cox, Turner, Johnson, Goodyear, Jones, Madden, Ollis, Small, Pearson, Heath. Sub: Harriott.

Fulham 3 Luton Town 0

Fulham maintained their 100 per cent Football Combination record with a fine display. Luton defended well until the stroke of half-time when Hatter scored following a corner. Mahoney added the second with a superb shot immediately after the restart and substitute Gummer knocked in the third near the end.

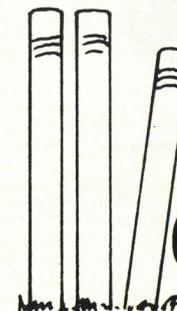
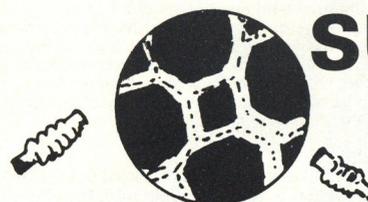
Team: Judge, Woodward, Turner, Birchenall, Goodyear, Jones, Madden, Ollis, Small, Pearson, Heath. Sub: Harriott.

TODAY'S PRE-MATCH ENTERTAINMENT

LUTON UNITED

V

SUNDON PARK



SOCCER AND CRICKET

IN THE POST-ECHO/
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SIX-A-SIDE

CRICKET TOURNAMENT

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HERE & THERE

A new idea in sponsorship was introduced for our last home game against Swansea. And 200 local children benefited from the magnificent gesture shown by Ludlows, a local company who paid for the youngsters' admission to the Bobbers Stand. In addition to watching Luton score five goals, there was also the attraction of the youngsters being introduced to former Tottenham manager Bill Nicholson who also watched the game.

Luton Chief Executive John Smith and Advertising Executive Mike Beevor hope to expand the scheme to include as many home games as possible. If any local company is interested in taking advantage of the scheme, they should contact Mike Beevor. Pictured are the Ludlow brothers with Bill Nicholson before the match.



Picture by: Colin Bowerman, Evening Post-Echo.

THE NEWCOMERS

It's not only players and their manager who can bring success to a team. There are also the backroom people who are a most vital cog in soccer's machinery. In that respect, we welcome new physiotherapist John Sheridan to Kenilworth Road.

Well known in local soccer circles, John has been associated with local Sunday side Taverners and, two years later in 1967, moved to Vauxhall Motors before a spell with Tring Town.

A qualified FA physiotherapist, he has been trainer to the Bedfordshire county team and has also been physiotherapist with the England schoolboys side for the last two years. He is also a lay instructor with the St. John's Ambulance Brigade.

He lectures for the English and Bedfordshire Football Associations on sports injuries and said: "Sports injuries are a very specialised subject. I have been interested in physiotherapy for several years and look forward to a long and successful association with Luton."

One of the guests at our recent match at Leicester was Keith Wright, an FA registered coach who has worked with John on several occasions. When we were looking for a new physiotherapist, Keith gave John a fine reference. The Leicester game gave John his first taste of hectic activity when he was forced to give Jake Findlay, injured just before half-time, some urgent treatment.

JUNIOR HATTERS

This week's competition takes a new format. Instead of us asking the questions we want members to help us and, in turn, the results may help us to help you. We want Junior Hatters members to write to us at the club saying why you are a regular Luton Town supporter and what you think could be done to encourage other young people to come to Kenilworth Road regularly to watch matches.

Letters, containing up to 50 words, should be sent to Junior Hatters, Luton Town FC, Kenilworth Road, Luton and should also include your membership number. All entries should reach us by September 28. The winners will be announced in the programme for our home game against Sunderland.

This week, we have the answers to two competitions. The answers for the questions in the Gillingham programme are: 1. Navy blue and pink halved shirts with caps to match; 2. Cochineal shirts; 3. Sky blue shirts with white shorts and, in 1920, white shirts and black shorts.

The answer to the questions in the Cambridge programme are: 1. Chelsea — Pensioners; Birmingham — Blues; Watford — Hornets; Q.P.R. — Rangers or R's; Shrewsbury — Salopians; Swansea — Swans; 2. Dunstable Road; 3. Sunderland.

This week we list those members with birthdays in the second half of September. They are: 16th Peter Read; 20th John Townsend; 23rd Scott Canupp; Clair Gates, Darren Booth; 25th Kathryn Murden; 26th Paul Miller; 27th Kerry Lague; 28th Kevin Folland, David Gorbitt; 30th Roy McAvoy. A very happy birthday to you all.

TOWN TOPICS

FROM THE CENTURY CLUB

Today, we look forward to meeting friends from Oldham V.P. Club who always give us a very warm welcome when we visit them. We are sure we shall see a good game, and we naturally hope for a good result.

Talking of results, what a tonic the Orient and Leicester ones were, particularly at Leicester, although at times the pitch began to look like a casualty clearing station. Those of us who made the journey to Filbert Street came away feeling really good.

The pre-match entertainment provided by the six-a-side cricket has been most interesting. Spectators who get to the ground early find their waiting time enjoyable. It is also good to see Century Club members' involvement in the encouragement of young supporters, and congratulations go to Ludlows of Luton for their sponsorship at the Swansea game. We are sure that this scheme will catch on.

Our quiz contest with the players should have taken place this evening, but we have had to change the date. However, our team are busy swotting up their general knowledge ready for the event!

TRIAL SURPRISE

Who knows where the next application for a trial will come from? Luton, like every other Football League club, receives dozens of applications from aspiring players anxious to make the grade and asking for a trial.

Yet, even David Pleat was surprised when

he received a letter from one of H.M. prisons from a youngster who wanted a trial. The result? "We never refuse anyone a trial," said the manager. "When he is available, he will be welcome here."

CRICKET

While Viv Richards was laying the foundations for a convincing victory for Somerset in the Gillette Cup Final at Lord's during our game against Swansea, Ossie Clark was doing a similar job for his team, Luton United, in the second of the two semi-finals of the six-a-side tournament played on the Kenilworth Road pitch.

The innovation of playing 20-over cricket on the pitch as pre-match entertainment has really caught on and is proving to be very successful for players and spectators. The entertainment provided by the second match between Luton United and Luton Saracens was of the highest quality. Little did Rob Everitt, Saracens' captain, know when he won the toss and put United in to bat, that his team was going to have to chase a mammoth score — his tactics were to "run from the back" — but running "from behind" and trying to catch 115 runs in 10 overs is a very formidable task!

Of course, Rob wasn't to know that his opposite number, Ossie Clark, was going to have one of his "on days" because this is just what he did and his contribution to United's big hit was a personal total of 66. This was made up of five 4s, three 6s, two of

which went out of the ground, and one 8 — yes an EIGHT! The modified rules for the competition permit an 8 if the ball actually enters either of the goals. Ossie was ably supported by his colleague, Abraham, as United quickly amassed their magnificent total of 115 runs, losing only 3 wickets in the process — eleven and a half runs an over is remarkable by any standards.

When Saracens had recovered enough to open their innings with Carrigan, who bowled well against United, and Briggs, they set about their up-hill task manfully but the run-target set was beyond them and they ran out of overs with 81 runs on the score-sheet for the loss of four wickets. Despite being well beaten, it is worth noting that their total was higher than either of the other two sides who met in the first of the semi-finals. So it was a fine achievement, although they lost.

So United went into the final. The bigger than usual crowd who came early to watch the game seemed to catch the relaxed, yet infectious enthusiasm of United's approach to the game, and many must have been looking forward to their performance in the final, which is being played today. The other finalists are Sundon Park, who knocked out the Luton Indians.

The club is most grateful to the four teams for taking part in this tournament, and to the joint sponsors, the *Evening Post-Echo* and *Bernard World of Sport* for backing the venture, which hasn't gone unnoticed.

Interest in the venture has been shown by Leeds United, who have been in touch with Luton for details of the competition and its organisation.

Alec Bedser will present the trophies after the final.

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