



OFFICIAL
MATCHDAY
PROGRAMME
FOOTBALL LEAGUE DIVISION TWO
Saturday 1st March, 1980
LUTON TOWN v WEST HAM UNITED

PRICE
30p

LUTON TOWN



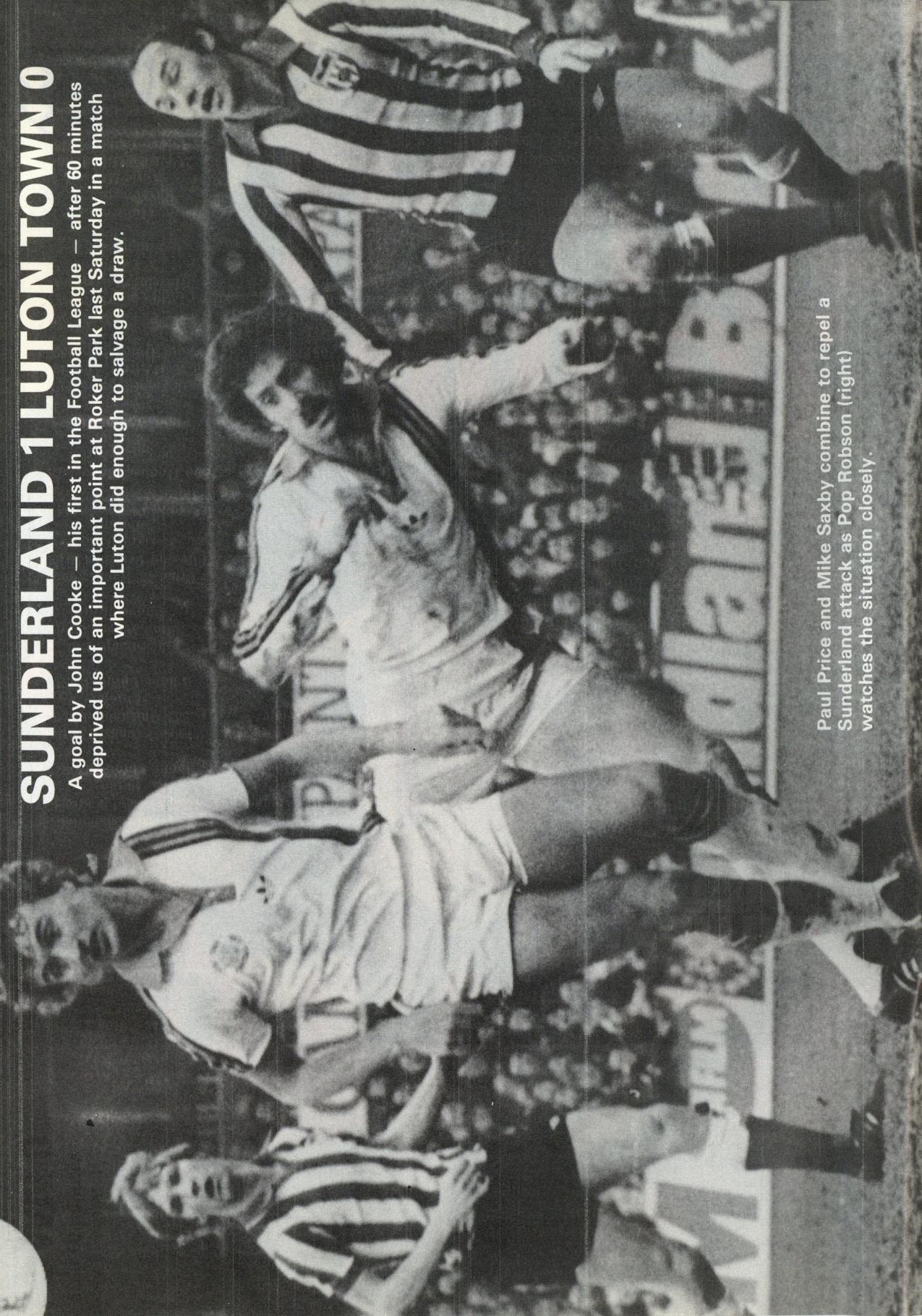
INSIDE TODAY:
David's Diary,
Around The Stadium,
Opponents, The Italian
Job, Save a Fortune on
Season Tickets.

TODAY'S
MATCH
SPONSOR

Tricentrol
CARS (LUTON) LIMITED

SUNDERLAND 1 LUTON TOWN 0

A goal by John Cooke — his first in the Football League — after 60 minutes deprived us of an important point at Roker Park last Saturday in a match where Luton did enough to salvage a draw.



Paul Price and Mike Saxby combine to repel a Sunderland attack as Pop Robson (right) watches the situation closely.

Move over . . . Brian Stein evades a strong tackle from Sunderland's Rob Hindmarch.



AROUND THE STADIUM

AND NOW, A WORD FROM OUR SPONSORS...

Elsewhere in today's match magazine, you will have read of Tricentrol's magnificent sponsorship of the football club over the next two years. It is a deal for which we are extremely grateful and we are pleased to cement our relationship with this major company even further. In addition to their two-year sponsorship, Tricentrol are also responsible for sponsoring this afternoon's attractive game, and providing the pre-match entertainment.

The company are Bedfordshire's largest main Ford dealers and expansion throughout the years has provided development of new modern workshop facilities at Chaul End Lane in addition to the second largest parts operation

in the United Kingdom. The company have also found it necessary to develop a specialist body division incorporating the latest technology at Covent Garden Close, enabling them to offer a second-to-none service to Bedfordshire's motoring public.

Bill Tomlins, Tricentrol's director of sales, said: "Over the years, there have been a number of joint promotions with Luton Town FC, and we are proud and pleased to be associated with them. We have a reputation as being the major Ford dealers in Bedfordshire, and we are delighted to be able to help the football club project their First Division image.

FROM THE JUNIOR HATTERS CLUB . . .

We would like to offer some special Easter prizes for this week's Junior Hatters competition. Through the good offices of Dave Hercock, one of our regular gatemen and also Mr. Tom Hunt, secretary of the Excelsior Travel Club, we are giving six good Easter eggs. The questions for this competition, devised by Mr. Hunt, are:

1. Which player later became Luton Town's president?
2. What and when was Luton's record League victory?
3. Who were the last three pairs of brothers to play for Luton Town?
4. Which player scored for Luton Town in every round of the FA Cup except the final in 1958-59?
5. An England international goalkeeper played at centre forward in a Football League game, who was he?

All entries should reach us by 17th March, 1980 and the first six all correct answers opened will each receive one of these super Easter eggs.

Send your entries to the Junior Hatters Club, Luton Town FC, 70-72 Kenilworth Road, Luton, Beds. LU1 1DH. Please include your membership number. The six winners will be

published in the Burnley programme on the 29th March, 1980 and the Easter eggs may be collected AFTER the WATFORD game on Easter Saturday.

As you have probably already seen in other parts of the magazine, it will be possible to buy a season (members) ticket for next season if you are under 15 for only £15.00.

This offer also applies to full time students who are not earning. The same price applies to the seating and standing areas. At an average match price of 71p there cannot be a better bargain in football.

Shortly we hope to announce the re-organisation of the Junior Hatters Club and hope to make special offers and facilities available for all our younger supporters. We would really like to make all our junior supporters feel they are part of the club and, as it is the juniors who eventually become the main following of the Town team, we feel if we can inject a real pride in the club by our junior members now, this will help to foster the type of supporters whose good behaviour is very much appreciated by Luton Town.

TICKET OFFICE NEWS

Tickets for seats for the Cardiff and Burnley games are now on sale at the ticket office, at the usual £3.50 and £2.50 prices.

With a surge of supporters buying tickets for the remainder of this campaign to be able to retain those tickets for next season, seats for the central areas of both stands are inevitably at a premium. We hope supporters will bear with us if their usual seats are not available, but we urge you to obtain your tickets for the remaining games as soon as it is announced they are available. It will also assist the ticket office staff if you can avoid buying tickets for future matches during the hour before the kick-off on match days. Everyone is anxious to get into the ground for the kick-off and on occasions, we have had to confine selling tickets to matchday tickets only during the last half hour before the game starts. If you have been queuing for tickets for a future match and are then asked to come back after the game you must feel frustrated with the staff on duty and it does not help our good relations with our supporters. The best way to purchase tickets is to send a postal application together with your remittance and a stamped addressed envelope. These applications are dealt with on the same day and saves you the time of queuing for tickets.

On page nine you will see details regarding the purchase of season (members) tickets for next season. Judging by the number of enquiries we have already received, we may have to produce a waiting list. However, we do not require applications until Monday 31st March, but suggest applications should be sent in as soon as possible from that date.

ARE YOU ON THE ITALIAN SHORTLIST?

See page 14

LUTON TOWN F.C.



72 Kenilworth Road
Luton
Tel: Luton 411622

President: T. Hodgson

Deputy President: J. A. C. Bain

Honorary Vice-Presidents: Lord Hill,

Sir Reginald Pearson OBE, J. B. Brent,

B. England, C. Holloway, L. Leppington,

Eric Morecambe OBE, E. Waller

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R. J. Smith, J. R. Yates

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Team Manager: D. Pleat

Assistant Team Manager: K. Gutteridge

Coaches: D. Coates, J. Moore

Club Secretary: J. Wilkinson

Assistant Secretary: W. Butler

Physiotherapist: J. Sheridan

Commercial Manager: M. Hardwicke

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Catering Manager: C. Hustwitt

Official Club Photographer: Gareth Owen

Solicitors: Lathom and Co.,

King Street, Luton

Auditors: Hillier, Hills, Fray and Co.

Medical Officer: W. A. C. Berry MBBS

Match-Day Magazine published by

Luton Town FC

Designed and printed by

Hemmings & Capey (Leicester) Ltd.

Today we welcome "footballing" visitors who have always placed the emphasis on skill. Although criticised in some quarters for lack of success, they have stuck to their principles and interestingly enough, their crowds have appreciated their qualities and have stayed faithful to them. I hope today's game will be value for money, and our supporters will analyse the efforts we are making to emulate West Ham's principle that there is no substitute for loyal clubmen who are good skilful players. The likes of Brooking, Lampard, Bonds, Ferguson, Holland and Pike are the vital base of any sound club.

Recently we suffered the typical football week. Dejected after a poor second half at Oldham, where we lost our discipline, we bounced back to give a good creative performance against Fulham. Some of our fast open play was exciting, and once we gain more experience we shall be able to sustain these spells in our game for longer periods. David Moss scored three fine goals and we hope he can continue his form as we move into the final third of the season.

Anyone who went to Wembley to see England beat Eire must have been impressed with Tony Grealish's

DAVID'S DIARY

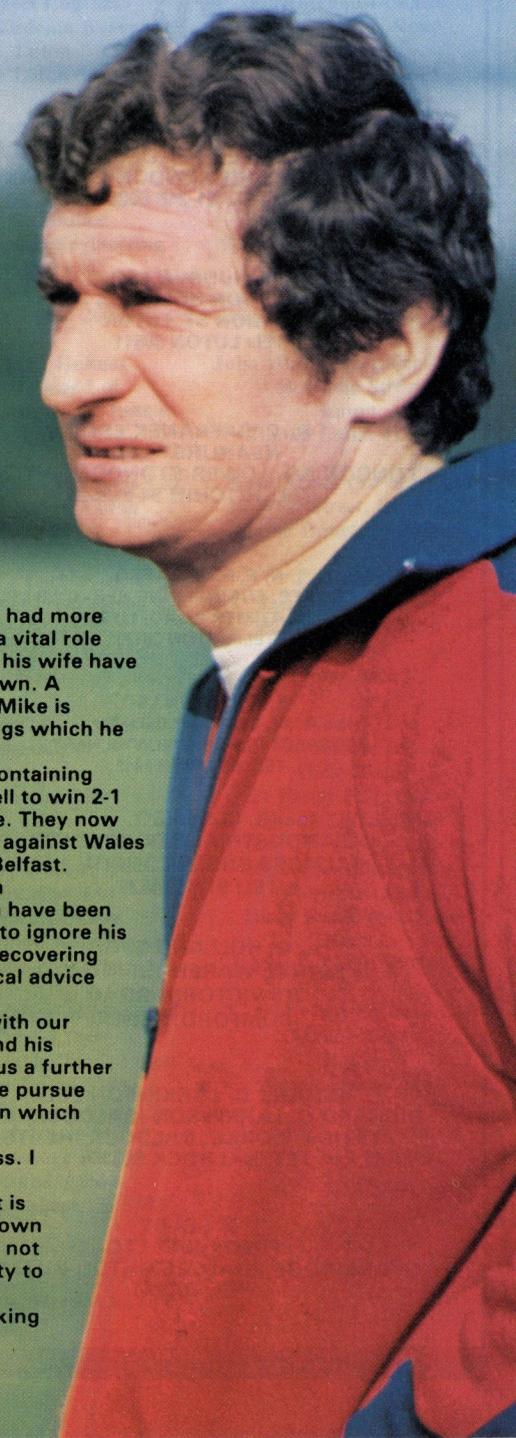
display. He played with sound sense and never wasted a pass. He also had more goal attempts than any other Irish player. For Luton, Tony has played a vital role in establishing much of our midfield superiority this season. Tony and his wife have recently moved into the area, and we are pleased they have settled down. A neighbour of his will soon be our other summer signing, Mike Saxby. Mike is getting married this summer and will be moving out of his excellent digs which he now shares with Ricky Hill.

A word of praise for our youth side who travelled to a Coventry side containing several players of first team experience. They played outstandingly well to win 2-1 after drawing the first game (2-2) of this Midland Youth League Cup tie. They now play Wolves in the semi-final. Outside left Seamus Heath also did well against Wales in a Youth international and scored a tremendous goal in a 2-0 win in Belfast. Supporters will be pleased to know that Lil Fuccillo is working hard on rehabilitation exercises and is shedding a few pounds of weight which have been caused by his inactivity. Lil is determined that we shall find it difficult to ignore his claims for a place by the beginning of next season. When players are recovering from serious injury, it is vital they have confidence and trust the medical advice they receive.

Recently we had an international midfield player from Peru working with our players. We decided, after discussion with the player, Raoul Goritti, and his agent, that we would be unable to sign him. However, the talks gave us a further insight into the possibilities and problems that we may encounter if we pursue our interest in the overseas' players. What delighted me was the way in which our players accepted Goritti and made him welcome. Also a couple of supporters came to our rescue with expert interpretations and kindness. I would particularly like to thank Mr. Tony Baltierrez.

Finally, a reminder that the Hatters Community five-a-side tournament is in full swing and the response has been excellent. Our players have shown by their willingness to attach themselves to this scheme, that they are not only outstanding players but also players with a feeling of responsibility to put something back into the game.

Our next games are vital, and I hope you will give the team all the backing you can muster. It has been an interesting season, and it is our responsibility to continue the excitement we have generated.



Vice Presidents of Luton Town FC

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JOHN'S JOTTINGS



Today's visitors were formed in 1900 when the Thames Ironworks Club were disbanded, and have always been noted for playing good, attractive football. FA Cup winners in 1964, and European Cup winners in 1964-65 are just two of the many honours the club has won over the years.

When you talk of West Ham, one name springs to mind immediately and that is Bobby Moore, the former England captain who won 108 caps for his country and made 544 League appearances. No club could ask any more from any player.

Many other names also come to mind — John Bond, Ted Fenton, Ernie Gregory, Frank O'Farrell, Dick Walker, John Dick, Malcolm Musgrove, Jimmy Andrews, Geoff Hurst, to name a few. The managerial chair is also usually taken up by former Hammers' players, and in fact I think they have the unique record of having had only four managers since the war — Charlie Paynter, Ted Fenton, Ron Greenwood and John Lyall, the present manager.

The first meeting between our two clubs was on 23rd October, 1937, at Kenilworth Road, when the teams drew 2-2. The Town team that day was Dolman, King, Smith, Findlayson, Nelson, Fellows, Griffiths, Dawes, Vinall, Roberts, Stephenson. The return match at Upton Park on Saturday 5th March, also ended in a draw, but on that occasion no goals were scored. The team that day showed many changes from the match earlier. It was Coen, Smith, Lutterloch, Findlayson, Lewis, Loughran, Ferguson, Payne, Vinall, Roberts, Stephenson. That should stir a few memories from our older supporters.

Going back still further, our current president, Tom Hodgson, was also a West Ham player, and I know he always looks forward to meeting old friends.

A welcome visitor to Kenilworth Road last week was Seamus Dunne, who held the right back position for many seasons, and also represented Eire on many occasions. It was his first visit for many years, and he was surprised how little the ground had changed, although the "behind the scenes" part was hardly recognisable to him. He sends his best wishes to all his friends — obviously he couldn't get around to see everyone, and asked me to do it for him through my notes.

THE FOOTBALL ASSOCIATION AND LUTON TOWN WISH TO DRAW THE ATTENTION OF SPECTATORS TO THE POTENTIAL DANGER TO PLAYERS AND MATCH OFFICIALS AND ALSO SPECTATORS WHEN ANY MISSILE IS THROWN AT A MATCH AND ALSO THE POSSIBLE SERIOUS CONSEQUENCES FOR THE CLUB SHOULD AN INCIDENT BE REPORTED TO THE FOOTBALL ASSOCIATION AT ANY TIME IN FUTURE.

COMMERCIAL CORNER

Every day is Christmas Day in the Pools Office

Among our thousands of weekly winners of the Magnificent Four Lotteries, the following 14 lucky £1,000 winners have won their thousand pounds since Christmas, in fact — in only two months:

Mrs. V. Lancaster, 1 Bunyan Road, Westoning
Miss T. Saunders, 103 Beechwood Close, Baldock
Mrs. M. Langley, 53 Bentley Road, Hertford
Mrs. M. Kakol, 5 Overfield Road, Luton
Mr. G. Haynes, 64 Home Court, Hockwell Ring, Luton
D. M. Carrick, 49 Heswall Court, Bailey Street, Luton
S. C. Fitzgerald, 212 Butley Road, Luton
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Brenda Hall, 9 Caponfield, Welwyn Garden City
Mr. W. Dimmock, 36 Cutenhoe Road, Luton
Mrs. V. Lancaster, 1 Bunyan Road, Westoning
Mrs. M. Konkiel, 13 Marston Road, Marston
Mrs. J. Callaghan 16 Parys Road, Luton
R. S. Farmer, 8 Lamers Road, Stopsley, Luton

There are no prizes for spotting that Mrs. Lancaster has won twice.

If you would like an "uncontrollable" way of winning regularly, buy any — or all — of the Magnificent Four each week. As we have four major weekly lotteries to choose from, there can't even be a monotonous way of winning either! At 25p each, and prize density of one in five, plus top prizes of £1,000 in each lottery, we know that the Hatters are champions of the entire Football League.

On the principle that you have got to have winners to have customers, the above list of major winners amply proves that point.

New agents are always required and commission and bonuses earned are AT LEAST £1.50 for every sealed pack of 50 sold. That is a nice steady earner to consider. In addition each agent qualifies for a season ticket to any part of the ground at 10 per cent off the new season's prices. For example, a centre stand seat costs you £36, provided your weekly sales exceed 200 lottery tickets — and that is a very easy target. For further details, call or telephone us on Luton 30748 (24 hour ansafone).

**ARE YOU ON
THE ITALIAN
SHORT LIST?
(see page 14)**

MEMBERS OF THE

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TOWN TOPICS

HATTERS COMMUNITY ARENA

One of the biggest talking points in junior sporting circles has been the tremendous success of the Luton Town five-a-side competition on the Hatters Community Arena.

There have been some close and highly competitive games and group one kicked off with 300 spectators watching attractive football. No-one knew until the last game who would join Wayne Turner's Vale Park United in the second round. Donaghy's Lewsey Centre needed just one point, and Grealish's W-11 Smiths needed to win.

The experience of Donaghy's Lewsey Centre told, as they ran out 3-1 winners. The surprise of the senior section was Findlay's 61 FC being knocked out. In the junior section, the result of the last game determined who would win the group. Judge's Dynamos had scored eight goals and West's team, 61 FC, had scored ten goals. In an exciting game, Judge's team went to town and won 6-2.

Spare a thought for Ingram's RAF Chicksands, who showed tremendous spirit. We look forward to seeing them next year in which they will surely improve on their one goal.

On a wet and miserable night, 150 spectators were not disappointed in the open football played in group two, although Mark Aizlewood's DYPC did not turn up. Stephens' Ashcroft proved to strong for the other senior teams and won all games and must be one of the favourites to win the

senior competition. Saxby's Park Rangers were runners up.

In the junior section the surprise of the evening was Stein's Icknield Youth, who lost their match against White's Barnstoneworth United.

The winners of the group were the impressive youngsters of Hill's Hillborough Hatters, who won all their matches and didn't concede a goal. Goodyear's Blenheim Scouts' keeper must have wondered what hit him as he picked the ball from the net 20 times.

Group three has so far been the most competitive. In the senior section it all hinged on the last game for the fight to join the top Bedford team, Hill's J.P. Plastics. Goodyear's Bobbers beat Stein's Luton Albion 3-2. Once again RAF Chicksands provided their usual colour to the game, but finished bottom of the group. The junior group was most exciting, Turner's Sundon Park Rangers, and Grealish's DYPC went through to the next round, beating Donaghy's Rovers by goal difference.

Group four provided the spectators with some flowing football with Judge's Red Stars finishing top by goal difference from Ingram's Thames. The junior section once again resulted in the last match on who would join Stephen's Dunstable Wanderers. Would it be Moss's Bletchley Rovers or Aizlewood's Royal Apex? In a tight match, Moss's team won 2-0.

FROM THE CENTURY CLUB

Today sees the second of our games with West Ham, and we look forward to a good afternoon's sport, especially after our tremendous game a fortnight ago, when we had plenty to shout about — let's hope we can encourage the team to repeat their success today.

Because these notes have to be written in advance, we are unable to give a report on our Race Night. This is a new venture in the Century Club's social activities and we are sure its success will call for a repeat.

We give advance notice of one of the panel members taking part in the Sports Forum, to be held in the club on Friday 21st March. We have been lucky this year in booking Dave Bedford, who we are sure will have many interesting comments with regard to sport generally, and athletics in particular.

Tickets are available today from Catherine Hall, and we would be pleased to receive questions on sport to put to the panel. Please hand them in to Mrs Ball in the club, or send by post to: Luton Town Century Club, c/o Kenilworth Road.

AWAY TRAVEL

There's another early start for members of the Bobbers Travel Club a week today when they leave at 9am for the trip to Preston. The fare is £3.50 for adults and £3 for children. Coaches pick up at Cranfield, Marston and Bedford 60, 50 and 40 minutes earlier respectively.

The Bobbers Travel Club — who accept bookings every Wednesday evening in the Bobbers Club — are also running excursions to QPR, Charlton, Chelsea, Birmingham and Newcastle.

Available from:

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Target Electrical,
45 Katherine Drive.
Telephone: 67750
J.H. Abell (Dunstable) Ltd.,
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Telephone: 63200

LUTON

Coventry Radio Ltd.,
189/191 Dunstable Road.
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Telephone: 30919
Williams & Richardson Ltd.,
174 Biscot Road.
Telephone: 26263
D.P. Hobbs Ltd.,
11 King Street.
Telephone: 20907
B.J. Barrett,
162 Dallow Road.
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YOU'RE ON TO A GOOD THING WITH LUTON TOWN

Discounts on new cars, holidays, sports equipment and household goods. Savings for students and senior citizens and the chance to watch Luton Town the season after next ABSOLUTELY FREE. That's the fantastic package deal we are offering supporters who take advantage of the new members ticket scheme which comes into operation from 31st March.

Our good friends Tricentral will offer a ten per cent discount on new cars on production of your members' ticket — and provide you with a members' ticket for the following season FREE OF CHARGE.

Bernard's World of Sport (sports equipment), Blue Chip Direct Marketing

Limited (electrical, sports, household and photographic equipment) and Photravel (holidays) are the participating companies who offer discounts for supporters taking advantage of this unique scheme.

On match days, a members draw will be held on the new electronic scoreboard which will operate from the Kenilworth Road end of the ground next season — and there will be several prizes to be won.

We have introduced this scheme to help our regular supporters — who can help themselves to huge savings over the season by taking advantage of it. We want every one of our regular fans to feel part of the club as we climb into the

exciting eighties.

It is a challenge the club accepts with responsibility, and that begins with substantial savings for students and senior citizens — irrespective of whether Luton are playing in the First or Second Division next season.

How can you join? On page 1 you will find an application form. Fill it in NOW or contact the ticket office for further details. Applications are accepted from 31st MARCH, and existing season ticket holders have until 31st MAY to claim the same seats. For your guidance, we show below the huge savings available by taking part in the scheme.

Description	What you pay	What you save on next season's match day prices	What it costs per match when you buy a season ticket
CENTRE STAND (Seats)	£40.00	£44.00	£1.90
WING STAND (Seats)	£35.00	£49.00	£1.66
BOBBERS STAND (Seats)	£35.00	£49.00	£1.66
SENIOR CITIZENS, STUDENTS AND JUVENILES (Seats)	£15.00	£6.00	71p
ENCLOSURE (Standing)	£25.00	£27.50	£1.19
OAK ROAD (Standing)	£25.00	£27.50	£1.19
KENILWORTH ROAD (Standing)	£25.00	£27.50	£1.19
SENIOR CITIZENS, STUDENTS AND JUVENILES (Standing)	£15.00	£6.00	71p

ALWAYS ON TIME — THAT'S THE POST-ECHO

We've said it before, and we'll say it again — sponsorship is a vital part of Luton Town, both for the benefit of the club and the supporters who can enjoy some of our pre-match entertainment.

We were particularly pleased to renew our links with the *Evening Post-Echo*, who sponsored our last home game against Fulham and who reported in full the four goals in the popular all-action Sports Final on Saturday evening and in their Monday editions.

Luton is one of the few towns in Britain which still has the benefit of a Saturday sports edition which keeps you in touch with what is happening at Kenilworth Road in addition to bringing you all the national and local Saturday sports scene.

The *Evening Post-Echo* took the opportunity to entertain their guests in the Joe Payne Lounge before, during and after the game when our players and officials took the opportunity to join them in a celebration drink.

And the *Evening Post-Echo* provided some pre-match entertainment which involved their junior agents in relay races.



The club showed its gratitude by presenting the company with a clock as a memento of their sponsorship. Above, chief executive John Smith presents John

Rees, the *Evening Post-Echo's* deputy managing director, with the clock before the match.

Picture: Gareth Owen



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LEADERS
IN THEIR
FIELD**

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LUTON TOWN FOOTBALL & ATHLETIC CLUB LTD MEMBERS' TICKETS 1980-81 APPLICATION FORM

NAME

ADDRESS

.....

.....

TEL. No.

I have supported Luton Town since

At present I hold Season Tickets for:

BLOCK..... ROW..... SEATS.....

.....

I wish to apply for the following Members' Tickets for the season 1980-81 and I agree to abide by any rules and regulations which are in force from time to time and I will do my best to promote the interests of Luton Town Football Club.

Signature

AREA	QUANTITY			SENIOR CITIZENS
	£ . ADULTS	£ . STUD/JUV.	£ .	
CENTRE STAND				
WING STAND				
BOBBERS STAND				
MAIN STAND ENC.				
OAK ROAD				
KENILWORTH ROAD				

a: I require a total ofTickets and I enclose my full remittance of £.....
in settlement.

b: I require a total ofTickets and I enclose a remittance representing 10% of
the total purchase price of £.....

c: Financing can be arranged on the full purchase price. For further details, contact the
Ticket Office. Telephone 411622.

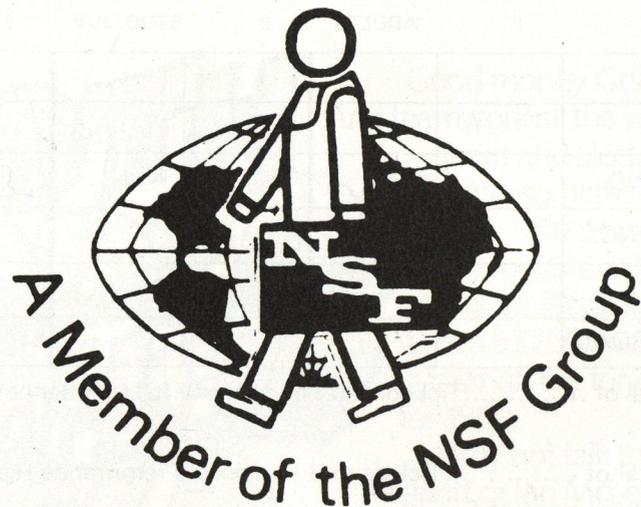
d: Students: Must be attending College full time. Documentary evidence required.

e: Juveniles: Age qualification is 15 and under.

f: Senior Citizens: Pension book to be produced.

Norman Fookes of
N. S. FOOKES
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LUTON

Supporters of LUTON TOWN FC
 would like to welcome the
 WEST HAM UNITED team, and
 extend a warm welcome to his
 guests today.



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45-49 Latimer Road Luton Beds
 Telephone: 26139-26783 Night 53631
 24 Hour Emergency Breakdown Service

Liverpool marched into the eighties as one of the most successful clubs in the Football League's history, having matched and surpassed the performances of Arsenal in the decade of the 1930's. So have the Merseyside giants taken over the mantle of Britain's most successful club? I believe they have.

THE SEVENTIES

During the seventies, only 9 clubs won at Anfield and by coincidence Arsenal were successful on four occasions. The other eight clubs to experience the rare scent of victory on Liverpool soil were Derby County, Everton, Leeds United, Burnley, Middlesbrough, Norwich City, Aston Villa and Birmingham City. That all adds up to 12 home defeats in 10 years.

If you trace back the histories of these two decades, you will find more than just a similarity of colours. Take the management for instance. Herbert Chapman took Arsenal from mediocrity to become one of the greatest club sides there has ever been. A team whose achievements were unparalleled in the games history, that is until now.

LEGENDS

Bill Shankly achieved comparable development, raising Liverpool from the depths of the Second Division, and both these great men were never slow to strengthen their teams, whether it was the record fee of £10,980 that Chapman spent on Bolton's David Jack, who replaced Charlie Buchan, or the £200,000 Shankly shelled out for Ray Kennedy of Arsenal in 1974.

Both Chapman and Shankly had become legends in their own time, characters larger than life, men who had not only produced winning teams, but cemented solid foundations for future success.

Just how good their work had been was amply proved when they left their clubs, for neither team wavered from the path of victory. George Allison took over the Highbury reigns in 1934 and coincidentally 40 years later Shankly stepped aside to let Bob Paisley carry on.

That Arsenal team of the 'thirties' was described by one journalist as being near to the precision of a machine as any football team had come. How many times in the past decade have you heard Liverpool's performances likened to that of a well oiled machine?



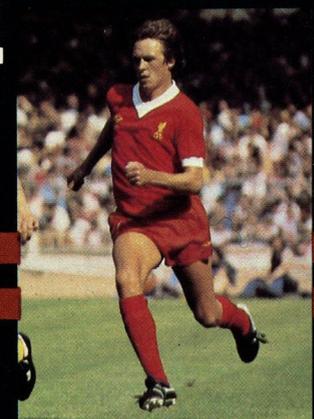
There is no doubt, Chapman's Arsenal and Paisley's Liverpool are the two outstanding teams to emerge from these Isles. There have been more flamboyant and expressive sides such as the Busby Babes' or the double winning team of Tottenham Hotspur, but none to match the sheer consistency and precision of the Arsenal of the 30's and the present Liverpool.

Of course it is a very difficult to compare two teams from different eras. Arsenal had developed, under Chapman, the 'stopper centre half', a tactic they played perfectly but which brought them a lot of criticism. Arsenal were even accused, quite unfairly, of being responsible for the demise of English football in the fifties. The fact that their imitators were not capable of playing to the same high standard was not their fault.

Likewise, Liverpool have had their fair share of the censure, although their style is based on simplicity and yet they have powered to 4 Championship victories, 1 FA Cup win and three finals, 2 UEFA Cup wins and 2 European Cup victories, and no team in the world can match that.

Not even the glamorous 'Gunners' of the 1930's, who won 5 League Championships and 2 FA Cup finals out of three. Confirmation of just how good a side the current Liverpool team is comes from the bookmakers who by the turn of the year had made them 8-1 on favourites for the Championship. Yes, Liverpool have become the greatest club side in English football history.

**The
 Greatest
 of them
 all**



NUMBER 18

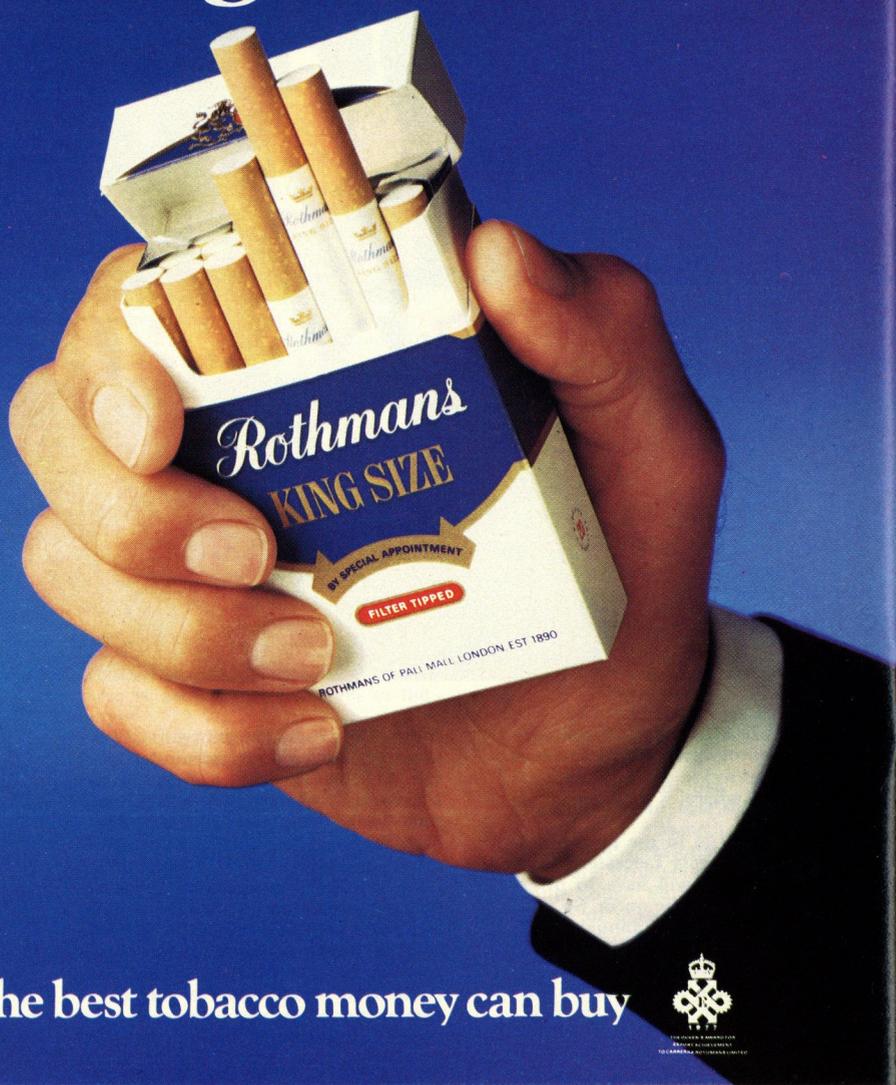
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ARE YOU ON THE ITALIAN JOB?

The only person to complain about the latest number of entries we received in response to our Rome competition was the postman who almost did himself an injury carrying his sack into Kenilworth Road. Our programme editor received literally dozens of replies from supporters — and the most difficult job was the time spent sifting through the entries and trying to make up his mind who was the heat winner.

The standard this week was magnificent, and we apologise for not being able to acknowledge all those who took the time and trouble to submit their entries. The competition is open to all Luton fans

— and the prize is a fabulous free trip to Italy to watch England play in the European Championships in the summer. Photravel and Fine Stamps Ltd have been kind enough to donate the prize. It's simple enough to enter. All you have to do is to write a 400 word match report — preferably typed, but not essential — on this afternoon's game. Send your entry to the Programme Editor, Luton Town FC, Kenilworth Road, Luton, to reach us by first post on Wednesday. If you're entry isn't selected as a heat winner, don't worry — you can enter as many times as you like until the end of the season when the heat winners will be judged by a specially invited

panel.

The standard of entries this week was so good, we selected three heat winners, but space allows us to print only the winner's work. Other heat winners this week were Andrew Eames, 97 High Street, Hemel Hempstead, and J. Griffin, 24 Meadow Road, Berkhamsted, although our programme editor was tremendously impressed by the entries of 15 year old Kevin Snoxell, 24 Russell Street, Woburn Sands, and 13 year old Judith Orchard, 43 Lucas Way, Shefford. Well done!

If you fancy a free trip to Rome — including accommodation, get your entry to us by Wednesday.

A TABLE TOPPING PERFORMANCE

This week's main heat winner is Gordon Shawcross, of 3 Masefield Grove, Bletchley. This is his entry.

This was definitely the stuff of which champions are made. The game will no doubt be remembered for David Moss's hat-trick but the more pleasing underlying feature was the excellent team performance that contributed to this convincing victory. They were solid at the back where Saxby and Price stood out, creative in midfield where West and Hill in particular showed inspiring vision, and sharp up front where Moss, with his clinical finishing was helped by Stein and Hatton with their running off the ball and close control under pressure from defenders.

Luton were always in control of this match from as early as the fourth minute when a sweet passing movement between West, Hatton and Aizlewood left Aizlewood with time and space inside the box to measure his left foot shot. The ball appeared to hit the underside of the bar and bounced over the line, but Moss followed up to make sure and was later to be credited with the goal although many people in the ground must have thought Aizlewood was the scorer.

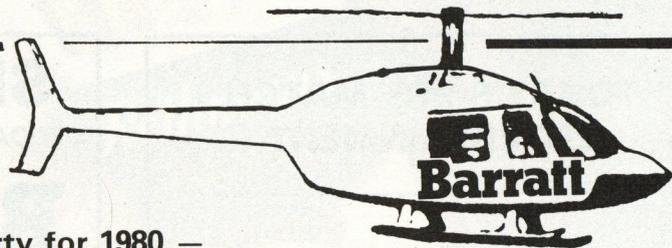
This early goal gave Luton confidence and, from then on, the

first half was almost one way traffic as they threatened to run riot. As it was, two more goals were added before half time both scored by David Moss. The second after 29 minutes was a well rehearsed free kick between West and Hill which gave Moss the room to fire in a low shot. Four minutes later came Luton's third and the best goal of the game when Hill played a superb diagonal cross field ball into the path of the advancing Moss, who took it on a few yards before driving it past the stranded Peyton. That goal also gave David Moss his first hat-trick for Luton, but due to the uncertainty about the scorer of the first goal, he did not get quite the ovation he might have expected.

Fulham, at this point, looked very demoralised and seemed incapable of stemming a rampant Luton as further chances came and went, including spectacular efforts just wide from Grealish and, on the stroke of half time, a thunderous volley from Moss.

Perhaps not surprisingly, the second half was something of an anti-climax as Fulham saw more of the ball and tried to regain a little bit of self respect. Luton kept going forward but never with quite the same fluency as in the first half, and it was left to Stein to complete the scoring with an overhead kick in the 71st minute.

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LUTON SIGN £50,000 DEAL

Luton signed a £50,000 sponsorship deal with Tricentrol this week — and the occasion brought an hilarious concert performance from comedian supreme, Eric Morecambe.

The sponsorship scheme includes the provision of seven Ford cars by Tricentrol whose name will be featured on the first team's shirts.

Bob Jackson, Tricentrol Cars regional director, explained the deal by saying: "Advertising on the shirts of a Football League team is a new and progressive form of publicity. It is new to Luton Town and Tricentrol, and is unique in the south of England.

"When John Smith, Luton's chief executive, approached us to consider the proposition, our first reaction was one of surprise.

However, after deliberations, assisted by the professional approach of the club and general team spirit — two important aspects to both our businesses — we decided to go."

The club is situated only about a mile from Tricentrol's Luton premises, and this close proximity and their involvement with the local community has brought us together over the years in a number of joint promotions.

Only nine Football League clubs have taken advantage of shirt advertising and Luton are the first club to use a car distributor in the United Kingdom.

Mr. Smith, in announcing the scheme at a Press conference, said: "The deal confirms the continuing part local businesses have to play in the community, and we are grateful to Tricentrol Cars for the care and consideration they have shown to us and our supporters in wholeheartedly supporting a project which could save Luton Town £50,000 over the next two years.

"We are faced with replacing four aged vehicles, and three others which had reached the normal two-year period for replacement. To have purchased seven new vehicles would not only have been difficult, but would have seriously affected our cash flow."



"What's that?" asks model Jackie Jones as Eric tucks the ball up his shirt.



Eyes left, as Eric takes a familiar television pose.



"Don't let it go to your head sunshine."



On a more serious note, Ricky Hill models the Town's smart new shirt.

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Ring Luton 21122 Ext 8040

DUNSTABLE: Boscombe Road, Dunstable.

Ring Dunstable 64122



Vauxhall Motors Limited

Details of all vacancies are also available from the local Jobcentre

RESERVE REPORT

By
GEORGE ROGERS

Coventry City 1 Luton Town 2

After drawing 2-2 at Luton the Town's Under-19 team travelled to Coventry for the second leg of the Midland League Cup and recorded a good victory to put them into the semi-final. Coventry scored first after only ten minutes but, just before the interval, Les Harriott equalised. In the second half, with Alan Ollis prominent, Coventry were reduced to ten men when one of their players was sent off for a crunching tackle on Frankie Bunn. Luton continued to press hard and, following a free kick just outside the area, Alan Ollis put Luton in front. The first leg of this semi-final against Wolves was scheduled to be played at Vauxhall, Luton on Thursday February 21, and the second leg at Wolverhampton on February 28.

Team: Walker, Woodward, Murphy, Johnson, Goodyear, Harriott, Madden, Ollis, Small, Bunn, Pearson, Cosby.

Congratulations to Neil Madden who, last week, was invited by the Football Association to visit Lilleshall with the England youth squad for further training. He arrived at 4 p.m. on the Monday and went straight into a training session until dinner at 7 p.m. The next day was spent in various forms of coaching and, in the evening, they attended the Under-21 International between England and Scotland at Coventry, Wednesday was again spent on coaching techniques. Leaving for home after dinner at 4.30. Thursday morning saw him reporting to Kenilworth Road, to catch the team coach for Coventry for the Town's Midland League fixture.

Luton Town 2 Plymouth Argyle 1

In this Combination fixture, Luton started well and had the better of the early play. Godfrey Ingram opened the Town's account, with a solo effort. Plymouth replied, but a second half goal by Alan Ollis, gave the Town two deserved points.

Team: Judge, Woodward, Murphy, Johnson, Goodyear, Harriott, Ollis, White, Pearson, Ingram, Heath.

West Ham 3 Luton Town 0

After 20 minutes of this Combination fixture, played at Chadwell Heath, a good move by the West Ham forwards put them one up and, a minute later they went further ahead. In the second half Luton came more into the game, but a cross from the right found a West Ham player unmarked at the far post to give them a 3-0 victory.

Team: Judge, Woodward, Murphy, Johnson, Goodyear, Harriott, Madden, Ollis, Pearson, Small, Heath, Smith.

Luton Town 1 Birmingham City 1

Facing a strong Birmingham side the Town, with Kirk Stephens in midfield and Steve White up front, found themselves one goal down after only two minutes. The Town found it difficult to mount many attacks but, from a set piece, Clive Goodyear had his header pushed over the bar for a corner. In the second half, Pearson came on in midfield and Stephens went in his usual position at right back. Luton came more into the game but many moves were spoiled by the forwards getting themselves into off-side positions. With eight minutes left Herbie Smith went past two defenders to give the Town a welcome point.

Team: Judge, Murphy, Aizlewood, Stephens, Goodyear, Harriott, Madden, Ollis, White, Smith, Heath, Pearson.

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HERE THIS AFTERNOON

WEST HAM UNITED



At the end of last season, West Ham missed promotion by six points and two places. This season, the Hammers are handily tucked in behind the leaders as manager John Lyall attempts to plot another promotion course.

At the start of the season, Lyall said: "We have one clear ambition within the club — a return to the First Division, and we want to establish ourselves as successful candidates for honours at the top level."

"We fully realise that it is simple to make statements in theory, but practically, we have to have a planned future. We believe our ambitions can be achieved in two ways. The first is the signing of quality players like Phil Parkes and Stuart Pearson, and the second — and equally important — a youth policy which rears players with the ability to become established with us."

"It is important that I should stress that, whichever of these two facets we are involved in, patience is the key factor. I highlight two shining examples — the signing of Parkes was a product of a year's work by our staff until he became available, and the fact that this year we have produced George Cowie, captain of Scotland's youth team, and Paul Allen (England youth) to which has been greatly added the training facilities we can offer schoolboys and youth players at Chadwell Heath which have taken two years to complete."

"I am certain that, in the next few seasons, we can produce a number of players from schoolboy levels in the true West Ham tradition."

Lyall's colleagues throughout the Football League will willingly echo his sentiments on an ambitious youth policy,

although the Hammers' boss has initially relied on a mixture of youth and experience to mount his promotion challenge.

There was a massive clear-out at Upton Park during the close season when ten players left the club. Alan Curbishley went to Birmingham, Brian Thomson moved to Mansfield and Tommy Taylor moved across London to Orient. Also on the way out at West Ham were Billy Jennings (Orient), Mervyn Day (Orient), John McDowell (Norwich), Anton Otulakowski (Southend) and Bryan Robson (Sunderland).

Lyall's first major signing saw former England forward Stuart Pearson lend his vast experience to the Hammers. He left Manchester United following a season of disappointment when an injury threatened his career, but 15 appearances for England obviously persuaded Lyall that the player had much to offer if West Ham's First Division aspirations were realised at the end of this season.

Lyall then turned his attention to Scotland and persuaded Ray Stewart to move south from Dundee United. Stewart skippered the Scottish schoolboys team 12 times and signed for Dundee United from school. His form, when he eventually broke into the first team, was noticed by the Scottish selectors who presented him with three Under-21 caps.

Jimmy Neighbour was the third newcomer when he joined the Hammers halfway through September. A member of the Spurs team which won the Football League Cup in 1971, he made 119 League appearances for the North London club before joining Norwich City for a modest £75,000 three years ago.

The West Ham manager has the benefit

of skipper Billy Bonds' experience. Bonds has been at Upton Park for 12 years since his £50,000 move from Charlton 12 years ago and has been voted Hammer of the Year three times by the fans.

Goalkeeper Parkes moved across London from QPR a year ago and his £500,000 transfer tag made him Britain's most expensive player in that department. It was only the continued brilliance of Ray Clemence and Peter Shilton which denied Parkes more than the single England cap he won.

But one player on the Hammers' staff who had a host of international appearances to his credit is midfielder player Trevor Brooking. He won 30 caps — and that could have possibly been increased but for a niggling injury.

Pat Holland, a local product, is another reliable member of Lyall's squad. But Lyall looks to David Cross for goals, and his track record proves he is an expert at scoring them. He started his scoring exploits with unfashionable Rochdale and went on to do even better in spells with Norwich, Coventry and West Brom before a fee of £180,000 — then a club record — brought him to London.

Alan Devonshire, Paul Brush, Alvin Martin, and Geoff Pike are all members of Lyall's senior squad where competition for places is fierce. Big things are also expected from young Nick Morgan, who made his debut against Luton last season.

Luton fans will easily recall our fine performance at Upton Park in the middle of October when goals from Brian Stein (16 minutes) and Mike Saxby (35 minutes) gave us a 2-1 victory. Allen (64 minutes) scored for the Hammers.

Picture: Copyright — West Ham United.



Back row (left to right): Trevor Brooking, Nicky Morgan, Billy Lansdowne, Phil Brignull, Phil Parkes, Bobby Ferguson, Paul Brush, Alvin Martin, Billy Bonds, David Cross.
Front row: Geoff Pike, Frank Lampard, Jimmy Neighbour, Pat Holland, Paul Allen, Alan Devonshire, Ray Stewart.

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HOLMES

TOWN IN PICTURES

Club photographer Gareth Owen has been out and about around the stadium again. We reproduce some of his pictures below.



We wouldn't be surprised if you looked twice at these four lovely young ladies. They're our latest signings and hope they bring the club as much success off the pitch as David Pleat's boys do on it. Valerie Wheeler, Dawn Robertson, Laureen Cornell and Helen Pazik will be engaged on promotional work at Kenilworth Road and at several venues throughout the surrounding area.



The winners of the Evening Post-Echo relay races look happy enough with life after being presented with their prizes by Kirk Stephens before the Fulham game.



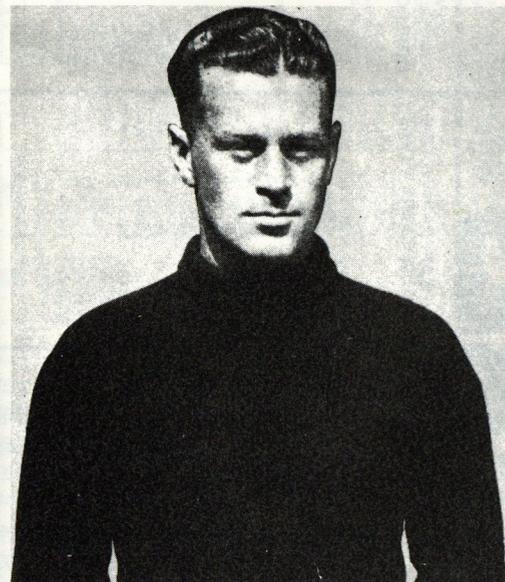
Another happy group pictured in the dressing rooms, also before the Fulham match. They were guests of the Evening Post-Echo and were snapped during their guided tour of the stadium.

DOWN MEMORY LANE

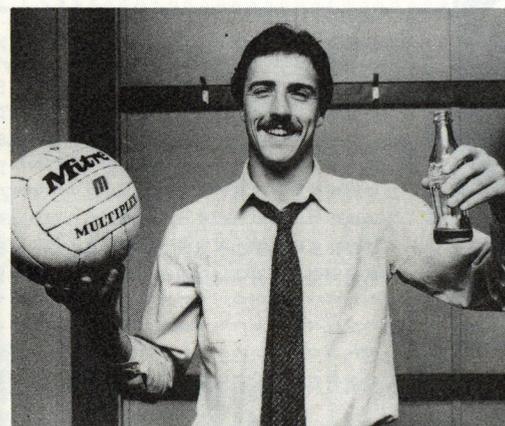
JOSEPH COHEN

This week, we present another piece of nostalgia for our older fans by featuring Joseph Cohen. Older supporters still argue about previous keepers and none more than Joe. He was born in Glasgow and joined Luton from Bournemouth and enjoyed six seasons at Kenilworth Road before war broke out.

He was in his early twenties when he joined the Royal Air Force before being unfortunately killed in action.



HAT-TRICK HERO



There are no prizes for guessing why David Moss is wearing a broad smile. He's celebrating his hat-trick against Fulham with a Coke . . . and the match ball.

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You can get your message in Town Classifieds for only 10p per word, £1 minimum payment.
Send details with payment to Mike Beavor, Luton Town FC, Kenilworth Road, Luton.

FACTS AND FIGURES

DIVISION 2 HOT SHOTS (including League/FA Cups)

21 DUNGWORTH, Shrewsbury	14
24 GODDARD, Q.P.R.	14
18 REILLY, Cambridge	14
16 ROBSON, Sunderland	14
15 DAVIES, Fulham	12
16 HATTON, Luton Town	12

DIVISION TWO AVERAGE ATTENDANCES

Newcastle	38,322	25,187(14)
Sunderland	29,967	24,033(15)
Chelsea	32,281	22,588(14)
Birmingham	31,627	21,793(15)
Leicester City	24,594	17,862(15)
Watford	24,716	16,435(15)
Swansea	22,000	15,238(14)
Q.P.R.	26,598	13,958(15)
Luton Town	19,717	11,655(15)
Wrexham	15,641	10,978(14)
Preston	12,707	9,904(16)
Notts County	14,869	9,516(15)
Cardiff	16,328	9,088(15)
Fulham	16,746	8,652(15)
Shrewsbury	11,007	8,390(15)
Oldham	11,486	8,160(14)
Burnley	16,433	8,191(15)
Derby	23,885	7,603(14)
Orient	14,176	7,351(14)
Charlton	19,021	7,219(14)
Cambridge	8,792	6,037(15)

COMBINATION APPEARANCES & GOALSCORERS 1979-80

Player	App	Goals
Aizlewood	15	3
Birchenthal	5(3)	1
Burn	1	0
Cosby	1	0
Fearon	23	1
Goodyear	2	0
Harratt	24(2)	1
Heath	1	0
Ingram	18	2
Johnson	25	2
Jones	26	2
Judge	21(1)	1
Murphy	4	0
Ollis	18	1
Pearson	23	1
Sisman	10	0
Small	15	1
Smith	11	1
Stephens	22	1
Turner	3	0
Walker	3	0
White	3(1)	1
Woodward	3(1)	1

DIV. 2 APPEARANCES & GOALSCORERS 1979-80

Player	App	Goals
Aizlewood	2(2)	2
Birchenthal	1(1)	1
Donaghy	29	3
Greathill	28	3
Hatton	28	3
Hill	29	3
Ingram	1	0
Moss	29	3
Price	29	3
Saxby	28	3
Stein	28	3
Stephens	28	3
Turner	27	1
White	27	1

FOOTBALL COMBINATION

Player	P	W	D	L	F	A	Pts
Tottenham	30	20	4	6	75	37	44
Chelsea	29	18	6	5	55	32	44
Arsenal	29	18	6	5	67	34	42
Norwich City	32	13	10	9	54	21	42
Southampton	29	15	5	9	43	35	36
Fulham	31	12	10	9	59	38	34
Ipswich Town	31	14	6	11	67	59	34
Q.P.R.	30	11	8	11	42	45	30
Birmingham	28	12	5	9	58	42	29
Bristol City	26	11	7	10	49	43	29
Crystal Palace	31	10	7	12	49	46	29
Bristol Rovers	29	11	7	11	47	57	29
Leicester City	30	12	3	15	45	46	27
Luton Town	28	8	11	9	31	39	27
Oxford United	29	8	7	14	41	41	23
Swindon Town	28	9	5	16	39	53	23
Cardiff City	30	6	6	18	40	40	18
Plymouth	30	5	7	18	20	40	17
Orient	29	5	6	18	39	66	16
Hereford Utd	29	5	5	17	37	87	15
Reading	27	5	5	17	37	87	15

LEAGUE DIVISION TWO TABLE 1979-80

Home	Away	Gis	Diff
Luton Town	30	7	1
Leicester City	29	7	1
Chelsea	29	9	2
Birmingham	28	9	2
Newcastle Utd.	30	12	2
West Ham Utd.	27	11	2
Sunderland	29	13	2
Wrexham	30	11	2
Orient	30	6	4
Cardiff City	30	7	5
Swansea City	29	9	5
Notts County	30	4	7
Shrewsbury	29	6	3
Preston	29	6	3
Oldham Athletic	28	8	3
Bristol Rovers	29	7	5
Watford	30	5	5
Charlton	29	5	5
Fulham	29	3	4

FOOTBALL COMBINATION

Player	P	W	D	L	F	A	Pts
Tottenham	30	20	4	6	75	37	44
Chelsea	29	18	6	5	55	32	44
Arsenal	29	18	6	5	67	34	42
Norwich City	32	13	10	9	54	21	42
Southampton	29	15	5	9	43	35	36
Fulham	31	12	10	9	59	38	34
Ipswich Town	31	14	6	11	67	59	34
Q.P.R.	30	11	8	11	42	45	30
Birmingham	28	12	5	9	58	42	29
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Orient	29	5	6	18	39	66	16
Hereford Utd	29	5	5	17	37	87	15
Reading	27	5	5	17	37	87	15

DIV. 2 APPEARANCES & GOALSCORERS 1979-80

Player	App	Goals
Aizlewood	2(2)	2
Birchenthal	1(1)	1
Donaghy	29	3
Greathill	28	3
Hatton	28	3
Hill	29	3
Ingram	1	0
Moss	29	3
Price	29	3
Saxby	28	3
Stein	28	3
Stephens	28	3
Turner	27	1
White	27	1

COMBINATION APPEARANCES & GOALSCORERS 1979-80

Player	App	Goals
Aizlewood	15	3
Birchenthal	5(3)	1
Burn	1	0
Cosby	1	0
Fearon	23	1
Goodyear	2	0
Harratt	24(2)	1
Heath	1	0
Ingram	18	2
Johnson	25	2
Jones	26	2
Judge	21(1)	1
Murphy	4	0
Ollis	18	1
Pearson	23	1
Sisman	10	0
Small	15	1
Smith	11	1
Stephens	22	1
Turner	3	0
Walker	3	0
White	3(1)	1
Woodward	3(1)	1

DIVISION TWO AVERAGE ATTENDANCES

Newcastle	38,322	25,187(14)
Sunderland	29,967	24,033(15)
Chelsea	32,281	22,588(14)
Birmingham	31,627	21,793(15)
Leicester City	24,594	17,862(15)
Watford	24,716	16,435(15)
Swansea	22,000	15,238(14)
Q.P.R.	26,598	13,958(15)
Luton Town	19,717	11,655(15)
Wrexham	15,641	10,978(14)
Preston	12,707	9,904(16)
Notts County	14,869	9,516(15)
Cardiff	16,328	9,088(15)
Fulham	16,746	8,652(15)
Shrewsbury	11,007	8,390(15)
Oldham	11,486	8,160(14)
Burnley	16,433	8,191(15)
Derby	23,885	7,603(14)
Orient	14,176	7,351(14)
Charlton	19,021	7,219(14)
Cambridge	8,792	6,037(15)

FOOTBALL COMBINATION

Player	P	W	D	L	F	A	Pts
Tottenham	30	20	4	6	75	37	44
Chelsea	29	18	6	5	55	32	44
Arsenal	29	18	6	5	67	34	42
Norwich City	32	13	10	9	54	21	42
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DIV. 2 APPEARANCES & GOALSCORERS 1979-80

Player	App	Goals
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Birchenthal	1(1)	1
Donaghy	29	3
Greathill	28	3
Hatton	28	3
Hill	29	3
Ingram	1	0
Moss	29	3
Price	29	3
Saxby	28	3
Stein	28	3
Stephens	28	3
Turner	27	1
White	27	1

COMBINATION APPEARANCES & GOALSCORERS 1979-80

Player	App	Goals
Aizlewood	15	3
Birchenthal	5(3)	1
Burn	1	0
Cosby	1	0
Fearon		



THE TEAMS



LUTON TOWN		WEST HAM UNITED
JOHN FINDLAY	1	PHIL PARKES
KIRK STEPHENS	2	FRANK LAMPARD
MAL DONAGHY	3	PAUL BRUSH
TONY GREALISH	4	RAY STEWART
MIKE SAXBY	5	ALVIN MARTIN
PAUL PRICE	6	ALAN DEVONSHIRE
RICKY HILL	7	PAUL ALLEN
ALAN WEST	8	PAT HOLLAND
BRIAN STEIN	9	DAVID CROSS
BOB HATTON	10	TREVOR BROOKING
DAVID MOSS	11	GEOFF PIKE
	12	

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R. LOGAN, Uxbridge (Yellow Flag)

OUR NEXT HOME GAME . . .

LEAGUE DIVISION TWO

Friday 14th March, 1980

CARDIFF CITY

Kick-off 7.30 p.m.

Tickets available from the Ticket Office