

LUTON TOWN



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INSIDE TONIGHT:
David's Diary, Tonight's
Opponents, Town in Pictures,
The Italian Job.

FOOTBALL LEAGUE DIVISION TWO
Friday 14th March, 1980
LUTON TOWN v CARDIFF CITY
PRICE 30p



PRESTON 1 LUTON TOWN 1

A fine 65th minute goal from substitute Bob Hatton gave Luton a deserved point at Preston last Saturday after the home side had gone in front after 17 minutes of the first half.



Preston 'keeper Roy Tunks rushes out in a successful attempt to prevent Brian Stein outpacing two defenders to score.

Pictures by Evening Post-Echo



Brian Stein runs with the ball at his feet as he tries to lose Preston's John Blackley and Andy McAteer.

AROUND THE STADIUM

WELCOME TO TONIGHT'S SPONSORS

Tonight's match is sponsored by Sydney C. Banks Ltd., grain and seed specialists. The company has its head office in Sandy, and has depots at Cambridge, Bury St. Edmunds and King's Lynn.

Sydney C. Banks Ltd. are not only leading figures in the grain market in the U.K., but also export considerable quantities to Europe and the third world countries.

They also specialise in the production of high quality

seeds and are able to monitor the progress of growing techniques through trial grounds in Bedfordshire, Norfolk and Yorkshire.

Chemical and fertiliser sales play an ever increasing role in their business. They continue to serve the farming community well, as they have done for over 50 years. One of the company's directors, Richard Banks, is also on the Board of the football club.

LUTON v WATFORD TICKET NEWS

We are concentrating tonight's news on information regarding the Watford game at Kenilworth Road on Easter Saturday 5th April. Season ticket holders use season tickets as normal.

SEATING:

Tickets for seats in the **Bobbers Stand only** will be sold through the turnstiles in Beech Hill Path near the end of Ivy Road. Bobbers Stand tickets will *not* be sold in the ticket office.

Tickets for seats in the Main Centre Stand and the Main Wing Stand will be sold from the ticket office in Kenilworth Road.

STANDING TICKETS:

Tickets for each of the various standing sections will be sold at the appropriate turnstiles for each area. Once a ticket has been purchased for a particular area, this is the area which must be used. There *cannot* be any transferring from area to area. The selling points will be the appropriate turnstiles normally used on ordinary match days. That is, Kenilworth Enclosure; the turnstiles normally used in the small car park at the top of Kenilworth Road. The Maple Enclosure; the turnstiles normally used on Maple Road Bridge. The Oak Road covered terraces; the normal turnstiles in Oak Road. Because of crowd control and capacity regulations, we repeat ticket holders will be allowed to stand only in the area printed on the ticket. The day for selling is **Sunday 16th March from 10 a.m. until 12 noon.**

Ticket prices are £2 for all standing areas and 75p for children and senior citizens. Seat prices are A, B and C Blocks: £3.50. All other seats including the Bobbers Stand are £2.50. Purchases are unlimited within reason. We consider six a reasonable figure.

ONLY Bobbers Stand seats for OAP's will be sold as normal on the day only on presentation of the normal proof, at 85p each. Any tickets unsold on Sunday 16th March will be on sale at the MATCH DAY, except OAP Bobbers Stand tickets.

ARE YOU ON THE ITALIAN JOB?

See page 11

JUNIOR HATTERS CLUB NEWS

It does not seem many weeks ago that we were all impatiently awaiting the start of the season, yet here we are only five more home games to the end of another campaign. Very few of us, not even the most optimistic, could have visualised the Town being among the top contenders for promotion practically all through the season, especially after that terrible start against Gillingham in the League Cup. Now, in the run in towards the honours, is the time for all you Junior Hatters to really get behind the team and give them all the support you can in the last few matches.

On the subject of match day mascots, we are often asked why we cannot have mascots for away matches. This is something over which we have no control. Each club makes its own arrangements regarding mascots and have many different ways of choosing them and therefore we would not want to impose on other club's hospitality.

With so few matches now left to be played at Kenilworth Road, for this week's competition we are asking you all to write and tell us which game this season you have enjoyed most. Write your piece in approximately 100 words and send them to: Junior Hatters Competition Number 17, Luton Town Football Club, 72 Kenilworth Road, Luton, Beds. to reach us not later than 31st March. Please do not forget your Junior Hatters number. The best three letters we receive, as judged by the programme editor, will win not only two tickets each for the Wrexham game but also a special prize to be presented at half-time during the match, or final home fixture of the season.

TONIGHT'S MASCOT

Tonight's mascot is Simon Culver, of Fildyke Road, Meppershall. Simon attends Meppershall Lower School and plays football and cricket in addition to swimming. His hobbies are bird watching and football clubs, and his favourite Luton player is David Moss. He says he enjoys visiting Luton Town F.C. for the excitement of a big match and the atmosphere. The Town are his favourite team.



LUTON TOWN F.C.



72 Kenilworth Road
Luton
Tel: Luton 411622

President: T. Hodgson

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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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Official Club Photographer: Gareth Owen

Solicitors: Lathom and Co.,

King Street, Luton

Auditors: Hillier, Hills, Frary and Co.

Medical Officer: W. A. C. Berry MBBS

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Tonight's game against Cardiff gives the club an interesting indication of the popularity of Friday night football. Our previous Friday game this season against Charlton was successful, football wise, but disappointing at the gate, although the weather was very bad. I am sure that, this season, we have learned many lessons as we have attacked the opposition and never defended intentionally. Against West Ham, their skilful midfield men, Devonshire and Brooking, gambled in the second half by forsaking their defensive responsibilities. Consequently, when our attacks broke down, they were always ready to run from midfield at our defence. The penalty conceded was a terrible disappointment, but we have to accept the bad with the good.

One of the aspects that delighted our players was to sense the pre-match atmosphere. I hope the spectators who came for the first time continue to support the team. Our football,

DAVID'S DIARY

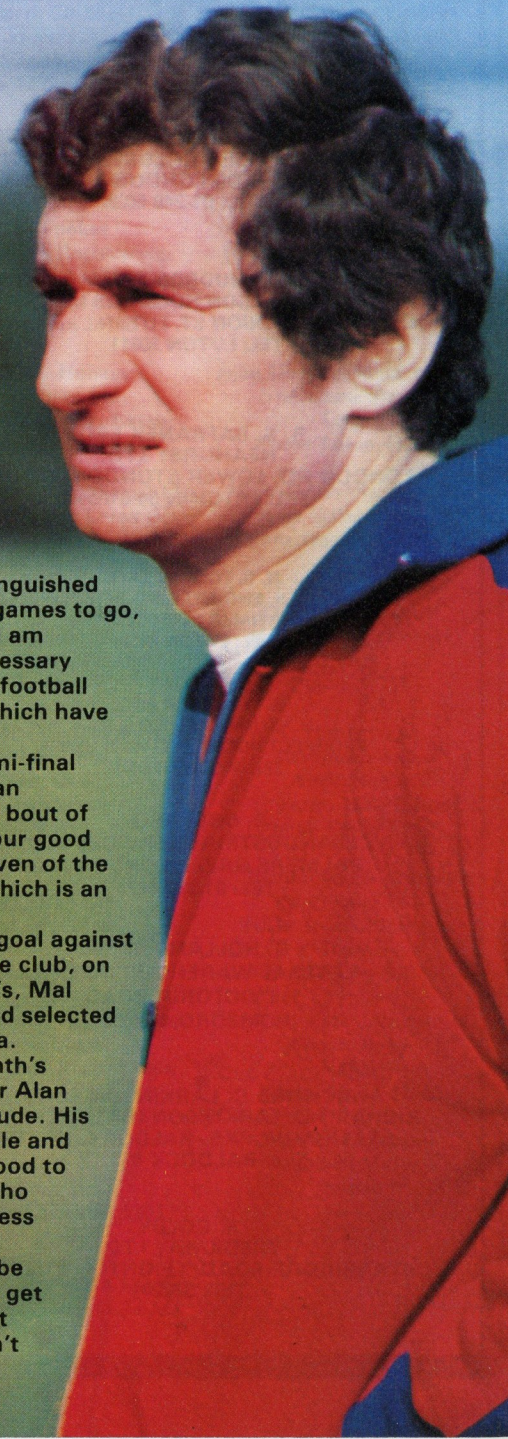
particularly in the first half, won deserved praise from the distinguished London Press at the game. We are determined that, with nine games to go, we can push into that elusive promotion spot. Along the way, I am concerned with performance, although results are vital. Unnecessary pressures exerted by the management here will only make the football more tense. We must retain the principles of good open play which have got us into this position.

Our youth team had a disappointment, losing heavily in the semi-final second leg at Wolverhampton. Clive Goodyear, who has been an emerging force in the reserves this season, was sent off after a bout of frustration. He must make certain it doesn't happen again, as our good behaviour record in all teams is one of which we are proud. Seven of the side defeated by Wolves can play in next year's competition, which is an encouraging sign.

Congratulations to Ricky Hill who was 21 last Wednesday. His goal against West Ham was magnificent finishing and his contribution to the club, on and off the field, is a credit to him. He joins this year's other 21's, Mal Donaghy and Steve White. Mal had to pull out of the Irish squad selected for training under Billy Bingham because of our trip to Swansea.

A welcome to Ian Turner, who joined us last Monday for a month's loan to give us valuable cover for the goalkeeping position after Alan Judge's unfortunate injury. I was impressed with Turner's attitude. His experience with Grimsby and Southampton will prove invaluable and at 27 he still has plenty of time to re-establish himself. It was good to deal with Alan Buckley, Walsall's successful player-manager who readily agreed to this transfer when other managers had been less helpful.

Get behind the team tonight! The last phase of the season will be nailbiting for supporters of all the teams involved in the race to get out. Let's remember to support the players in the right way. Lift them when it's going well, but lift them more when things aren't quite right.



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JOHN'S JOTTINGS



"Football is, after all, a sport. We all want our team to win, but let us be sportsmen enough to give credit to our opponents' good play. Use of bad language at matches is more widespread than it used to be. I would like to see moderation of this, for it causes concern to a large number of our supporters and its use is not in the best interests of the game."

That paragraph was written by Luton chairman, Charles Jeyes, in the football handbook of 1947-48 season. I wonder what he would have said had he witnessed some of the scenes at our last home match against West Ham? At the time of writing these notes, I haven't had a chance to talk to all the authorities involved, and will not go into this too deeply. But having talked to some senior citizens during the match who came to see me, their shoulders were soaked in urine where people had used beer bottles and crisp packets, then thrown them into the crowd. It seems that it is not people we are dealing with, but animals, although even that word is flattering them. But one thing is now a certainty — anyone now convicted by the police will be banned from Kenilworth Road by me.

I have yet to use the decision I made at the start of the season, but after witnessing some of the diabolical scenes last week, and listening to people involved, I believe it is time to take action. I do not want to stop anyone watching football on Saturday afternoons, but if people want to behave like animals, they must be treated like them. I have sent my thanks to Billy Bonds, of West Ham, for the way he marshalled some of his supporters — if that's the word — off the pitch to where the police wanted them. Well done, Billy.

Our visitors today have also had their ups and downs, not only in the three divisions they have played in, but also with the Safety of Sports Grounds Act. Fortunately, that episode is almost over, and they can revert to the job in hand. They were formed in 1899 and turned professional in 1910.

They have won many honours in the game since their formation, including twenty times winners of the Welsh Cup, and they also hold the distinction of being the only club to take the F.A. Cup out of England in 1926-27.

Amongst the famous names to wear the blue shirts are Alf Sherwood, John Charles, and, in more recent times, John Toshack.

Finally, I would like to know what our supporters think of Friday night football. We would be interested in your comments. Write to me at Luton Town F.C., Kenilworth Road, Luton.

John Wilkinson

**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

QUESTION: What's pleasing, happy and produces thousands of cash prizes every season?

ANSWER: The Luton Town pools organisation. And if you don't believe that — just ask the thousands of fans who have already sampled the enjoyment of winning on our lottery tickets.

Commercial manager Mike Hardwicke reports that his organisation have just hit the magical jackpot of selling 100,000 lottery tickets within one week.

"It was a tremendous achievement," he said. "At the end of this financial year we will have donated £200,000 to the football club and that represents an increase of £125,000 on the previous year.

"The year before that, we donated only £45,000, and the two previous seasons yielded a total of only £46,000. We are naturally proud of the fact that our pools organisation is already in Division One and we are the envy of the majority of Football League clubs.

"Our promoters John Gornall, Mick Kitchener and Alan Spooner have worked wonders with our Midas Touch, Hatters Instant Bingo and Aztec tickets, and have found the additional time to help the North Herts District Council relaunch a most successful lottery, Celebrate.

"Luton Town's turnover on lotteries now exceeds one million pounds a year. Our secret of success is based purely on getting the ingredients right and providing cash prizes for thousands of satisfied customers.

"Fifty per cent of our lotteries' income is paid out in prizes from 25p to £1,000, and over 25 per cent is donated to the football club. The other 25 per cent covers expenses, including agents' commission, prize bonuses and printing costs.

"We have over 1,800 agencies in the club's catchment area with salesmen Aubrey Gornall and Trevore Shepherd kept busy servicing each outlet. In a way, it's like playing Father Christmas all the year round, although we can see our successful operation continuing for many years yet.

"We don't mind paying plenty of prizes because it means we are, in turn, helping to support the football club."

Luton's chief executive John Smith emphasised the importance of the lotteries at the recent celebrations to mark Tricentrol's £50,000 sponsorship with the Town.

"When I arrived at the club, the commercial aspect wasn't too good," he said. "Since then, it has come on in leaps and bounds and represents a very large part of our financial stability. The pools organisation have put in a magnificent effort and we are very grateful to them for that."

**ARE YOU ON
THE ITALIAN
SHORT LIST?
(see page 11)**

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TOWN TOPICS

ALL ACTION ON COMMUNITY ARENA

It's all happening next door on the Hatters Community Arena in the Maple Road car park where events range from netball to hockey and soccer to petanque.

The next tournament on the Arena is the Easter Netball Tournament on 9th April where all scratch, school and club teams aged under 11 and under 15 will compete for the Denis Mortimer Trophy and the Ken Woodbridge Trophy. Don't miss your chance to enter a team now!

The next hockey course is on 8th, 9th and 10th April (9 a.m.-1.30 p.m.) for boys and girls aged 9 to 16. The cost is only £2.20 for all three days. Martin Kavanagh, who has 20 cups for Wales, captain of the University of Wales, and Beds County player will be one of the coaches. Bajinder Daved who is regarded as the best player in the world — he has been capped 60 times for Kenya — will also be making appearances. Hurry there are only 60 places on the course.

The next football coaching course starts on the 9th April and finishes on the 11th April. Only the first 160 are accepted.

What is Petanque? You might know it as "boules", Luton's newest sport. It is an ideal game for the young, the old and the disabled. The game is similar to bowls, except that "boules" can be thrown instead of rolled. Come and try this great new family game to hit Luton at Lea Manor Recreation Centre on the 9th and 16th March and watch the experts play and then try to beat them.

Are you interested in fishing? Stay tuned to this column — there could be something to interest you.

For the ladies, there is a football coaching course and netball coaching to start in the early spring. There will be more details in future programmes.

If you wish to enter any of the courses or require further details, contact Mike Iacono, Assistant Youth Activities Officer c/o Marsh House Centre, Bramingham Road, Luton. Telephone 56879 and 504211.

DOWN MEMORY LANE — PART ONE

The editor is always pleased to receive suggestions from supporters who want to see certain items included in the magazine. This week, in response to many requests, we start an occasional series for those with a taste for nostalgia where we take a look at the day's corresponding game from years ago. This piece is taken from a Luton programme dated 29th October, 1932.

We can shake hands with Cardiff City and sympathise with them on their experience last week. We nearly had as bad a shock the week before, but the blow would have more sting for the City, since Newport are their near neighbours. We had nothing to crow about ourselves last week, for we were very disappointed with the play of our team at Watford, and they shall need to be in better mood today if the City are to return pointless.

As a result of last Saturday's games, both teams are considerably changed. We have Jim Imrie in goal again, his first turn-out for the League team since 3rd September, when he was injured at Bristol. In attack are the other changes. Nelson comes back to the inside-right position, and if he will remember

that he has colleagues with whom to work, we shall probably have no reason to regret the change, for Tom Tait should get a bit of help. The left wing is changed, Hutchison and Rowe being tried out as a combination, and we hope for the best from both.

The City have changes in all departments, except goal, where Farquharson still shines from week to week. Owing to injury Roberts stands down, Jenkins moving from the right to the left-back position, and a young amateur Eric Morris, is tried at right-back. Evans is restored to the middle line, so that Jones returns to inside-left, his best place, while from the right wing Keating disappears and Hill steps in.

May we invite our supporters to take part in the whistle drive at the Assembly Hall on Monday night. Very valuable prizes are offered, and we want to see a "full house". It is so that Andy Rennie may get something like the benefit he deserves.

NEWS FROM THE CENTURY CLUB

How quickly the six months since we played away against Cardiff City, the team we welcome tonight, have passed. It will seem strange not to have a game tomorrow afternoon, but we hope we have a good match this evening, and that we reverse the scoreline. Best wishes to our team for a good result.

It is sad to think that after this game, we have only four home matches left, but if they follow the pattern set this season, we are sure they will be four stimulating, exciting, and determined games.

We have a busy few weeks to the end of the season. Our sports forum takes place in the Club room on Friday 28th March — there are a few tickets still available from Catherine Ball. This will be followed by the Annual Ball the following week, and our last scheduled event is the Chairman's end of the season party.

PSSST . . . WANT TO SAVE SOME MONEY?

There are 17 shopping days left to 31st March — the day we start accepting applications for our new members tickets for next season.

And there are tremendous savings to be obtained if you take advantage of the offer Luton Town are making to you. Tricentrol are offering up to ten per cent discount on new cars; £100 off any used car of your choice and the chance to obtain a members ticket for the following season FREE OF CHARGE.

In addition, Bernards World Of

Sport, Blue Chip Direct Marketing and Photravel are offering substantial discounts on sports equipment, electrical, sports, household and photographic equipment and holidays. It's a superb deal you can't afford to ignore.

On match days, a members draw will also be held with several prizes to be won for members ticket holders, and we are also offering tickets at substantial savings to senior citizens and full time students.

There is only one way to take advantage of this scheme — by applying on the application form included on the next page on 31st March. Or, if you don't want to mutilate your magazine, an application form is available from the ticket office.

We expect these members tickets to sell like hot cakes — and we don't want you to miss out. Remember, the important date is 31st March — don't miss the boat. For your guidance, a table of savings and prices is reproduced below.

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

FAN MAIL . . . FAN MAIL . . . FAN MAIL

The programme editor's mail bag gets bigger . . . and bigger . . . and bigger — and we make no secret of the fact that we like to hear from our fans. We print a selection of the latest fan mail here.

Luton are not only known in this area — but in Australia too. W. Luscombe writes from Riverwood, Sydney, New South Wales, to say: "I have just noticed in one of our Australian newspapers that you beat Notts County 2-1 with goals from Mike Saxby and Bob Hatton. I also note your position in the Second Division — keep up the good work."

"As a regular supporter living in the Sundon Park area during the era of Dally Duncan, I spent many pleasant hours at Kenilworth Road and, although now living in Australia, I still follow your fortunes with great interest."

• Stephen Lee, a young fan living in Oundle, sent us a poem which reads: "Luton Town Football team, are the best team in the land, When they come upon the field, the players look real grand, They

always try to do their best, And hope that they will score, knowing that their loving fans, will all come back for more. Sometimes they hit the crossbar, and then the fans are sad, but then they score a lovely goal, then everyone goes mad. They wave and clap so loudly, and shout hip-hip-hoorah, Luton are super, a team so smart and gay."

• Richard Everitt, secretary of the Luton Schools' F.A., wrote to thank us for the set of kit Luton supplied to the Association. "The boys and the staff appreciated the fine gesture," he said.

• The Blenheim (Icknield) Scout Group dropped us a line after participating in the five-a-side tournament on the Hatters Community Arena. Scout leader John Woodham said: "I would like to express our thanks for being invited to take part."

"Although we went out with the dubious honour of having the most goals scored against us, and ourselves scoring the least, we were under no illusion when we started. We thank Clive Goodyear for helping us in our training sessions."

ARE YOU ON THE ITALIAN JOB?
See page 11

FOR THE LOVE OF FOOTBALL

For all those critics who believe League football today is motivated by underhand dealings and money grabbing, I suggest you meet the staff of Luton Town.

My name is Jeff Staines and I have been lucky enough to spend two weeks at the club on a business placement scheme from Barnfield College.

Although everyone was extremely busy, I was shown around the club, taken out by the pools department and all the questions I asked were answered. But what impressed me the most was the cheerful and humorous atmosphere at the club. Could this be Eric Morcambe's influence?

My guess is that it's Luton's priority of a love for the game that their willingness to spread this feeling which is reflected in a huge effort being made by the club to make the game a family day out for the people of Luton.

As I see it, they are succeeding better than any other club I know. This entertaining day out must surely be enhanced by the tight situation at the top of the Division.

If their modesty allows them to include this script I would like to congratulate the team and thank John Wilkinson and all the staff at a club which is professional and generous, both on and off the field.

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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.

NUMBER 19
**Programme
Plus**
DESIGNED & PRODUCED BY
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ITALY ARE NOT INVINCIBLE

The football historians amongst you will know that it is 19 years since England defeated Italy on their own soil, with a 3-2 win in Rome.

Since then we have suffered defeat, in that crucial World Cup qualifying match under Don Revie in Rome and in Turin on our previous visit in 1973. Both scorelines were 2-0.

Italy have played an important part in the destiny of English international football over the past few years and the draw for next June's European Championship finals has once more thrown the two countries together in a crucial fixture. On June 15, we meet in the fanatical atmosphere of Turin, a venue where England last gained a result with a Nat Lofthouse inspired performance that produced a 4-0 victory for the English, but that was back in 1948;

England team manager Ron Greenwood had expressed a hope that we would avoid West Germany in the group finals and he has his wish, for Belgium and Spain complete England's section, in which there isn't a weak country.

On the face of it, the picture indicates that the meeting of Greenwood's team and Italy will be the deciding factor in who tops group 2 and qualifies for the final. Yet I have a feeling that the best England can expect is a draw with the home nation, which would mean that the group could be decided on goal difference. Therefore the scorelines in the other games will be critical.

After the draw Mr. Greenwood commented: "I suppose really we couldn't have asked for anything better, although we have got to play Italy in their own back yard, and that's not easy, but somebody's got to do it so why not us?"

One has the feeling that the England boss is quietly confident about taking on Enzo Bearzot's Italy. The players certainly think they have a psychological advantage over their Latin opponents, following the way they took them to bits in the last encounter, at Wembley in 1977.

Italian football is also undergoing one of its defensively negative periods, and Juventus, the Turin club that provides the backbone of the national side are experiencing a particularly poor season in domestic competition.

"Italy could be under pressure, because they have got to succeed in front of their own fans," suggests Mr. Greenwood. "So it could be to our advantage to meet them rather than West Germany or Holland."

"We were seeded with Italy which was quite an honour really when you think that we have not been doing too well in recent years."

Yet it appears that the continentals do not share the England chief's modesty, for in a recent poll made by East German football correspondents, England were voted the most impressive side in Europe this year.

Bearzot himself admits to a certain trepidation about the prospect of meeting England.

"The way we play it must be a spectacular match, but I would have preferred to meet England in the final," he says.

The key to success hinges on the opening match, a good start is essential for any prospective winner. In this respect the draw has been favourable to England, pairing them with Belgium, a team that should not be underestimated, for remember they eliminated Scotland, but a side that has been reorganised with the emphasis on youth. And it is this lack of experience that could make them vulnerable.

Greenwood is of the same opinion. He says: "We could not have chosen a better start, and that is in no way belittling Belgium, because I saw them play very well against Scotland. But of the teams in our group, I am quite happy to meet them first."

"As you know, Belgium came very late in their qualifying section to beat Austria and Portugal the favourites, so in consequence, I would not have thought that we could ask for a better game. Nor an easier game, because there are no easy matches if you are playing the best teams in Europe. But I think we have got what we wanted, and now it is up to us to try and make sure."

So England prepare in confident mood for their first European finals for 12 years. Ironically that too was staged in Italy where England finished 3rd behind the home team and Yugoslavia. To better that this time we will have to eliminate Italy.

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ARE YOU ON THE ITALIAN JOB?

All aboard for England's European Championship assault in Italy this summer. That's the call we make to Luton fans who can watch the national team play ABSOLUTELY FREE in an exciting competition organised by Luton Town Football Club in conjunction with Photravel and Fine Stamps, who have been kind enough to donate the prize.

We are sorry we cannot offer more than one prize because our programme has been besieged with entries from budding journalists. The competition is quite simple. All you have to do is to write a match report of approximately 400 words — preferably typed but not essential — on tonight's match.

The competition is open to all Luton fans, but don't worry if your entry isn't selected as one of the heat winners. You can enter as many times as you like following all home games until the end of the season.

Your entry, which should be forwarded to: The Programme Editor, Luton Town F.C., Kenilworth Road, Luton, marked "Rome Competition", should reach us by next Wednesday morning.

All heat winners will be judged by a special panel at the end of the season when the winner will be announced. Will it be you who climbs onto that Italian-bound aircraft? It could be.

LUTON DROP A HOME POINT

The programme editor has selected three heat winners this week, but due to space restrictions, we can print only one entry. Other winners were A. Robinson, 9 Carter Street, Kempton, Bedford, and J. Crumley, 10 Olma Road, Dunstable. They go through to the finals with D. Norman, 77 Meyrick Avenue, Luton, who wrote:

Luton's eighth home draw this season and, like many of the others, they must regard this as a point lost rather than a point gained. Once again their finishing failed to match their excellent approach work.

The game started at a furious pace which was dictated by Luton. They seemed determined not to let West Ham settle early on, and got just the start they wanted with a goal in the third minute. Moss collected Saxby's long pass just outside the penalty area and was fouled by Lampard who earned a booking from referee Bates. From Moss's free-kick Hill, coming in unnoticed, volleyed home superbly from twelve yards giving Parkes no chance.

Luton remained on top throughout the first half but couldn't improve on their slender lead. Their best chance fell to Stein who was put through by West only to place his low shot past the far post. Grealish also went close with a drive which just cleared the bar. West Ham's

chances were restricted, thanks largely to the dominance of Stephens and Saxby in Luton's defence. The only serious threat to Luton came from a good effort by Pike in the first minute.

Luton continued to push forward after the interval and Moss, having made a good run into the box, appeared to be brought down by Martin. The referee was unmoved by Luton's penalty appeals. Hatton did well to get in a shot from an acute angle but Parkes, who had a sound game, pushed the ball around the post. Hill shot over the bar on two occasions after long surging runs from midfield and generally he was involved in everything Luton did, both in attack and defence. West Ham came close to scoring when a good drive by Devonshire was well pushed over by Findlay.

After 70 minutes West Ham substituted Holland with Pearson in an effort to salvage a point. Five minutes later Brooking was felled in the area by Grealish after a good run. Stewart's spot-kick was pushed out by Findlay but he made no mistake with the rebound.

Soon after, more good work by Brooking gave Pike a great chance, but he was unable to keep possession. The ball was cleared to deny West Ham a second point that they would scarcely have deserved, despite their improved second half performance.

PULLING TOGETHER FOR SUCCESS



If you want success, you've got to pull together. That seems the message being delivered by seven extremely pretty young ladies at our last home game against West Ham United.

They were part of the Tricentrol team — the match day sponsors — and are pictured by Gareth Owen, our official photographer, before the kick-off helping to erect the equipment used by the young lady who provided the pre-match entertainment.



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RESERVE REPORT

By
GEORGE ROGERS

Bristol City 3 Luton Town 1

In this Combination fixture, the Town reserves found themselves a goal down when Mann put City in front from a penalty. Within minutes Herbie Smith equalised, but City went ahead again just before the interval through Mabbutt. City increased their lead just two minutes into the second half again through Mabbutt. From this point the town fought back in all departments except finishing, Godfrey Ingram being outstanding for Luton.

Team: Walker, Woodward, Aizlewood, Johnson, Goodyear, Harriott, Madden, Ollis, Smith, White, Ingram, Heath.

Luton Town 1 Wolverhampton 1

In this first leg of the Midland League Cup semi-final, Luton entertained a strong Wolves side at Vauxhall. From the start Wolves got on top quickly and Rob Walker in the Luton goal kept the Town in the game with two fine saves. Gradually Luton came more into the game with Michael Small hitting the post but the interval arrived with the score sheet blank. Luton stepped up the pace in the second half and Percy Pearson put us ahead and Michael Small, after a fine dribble, again hit the woodwork. Just as Luton looked to be taking control, a defensive error presented Wolves with the equaliser.

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

Wolverhampton 6 Luton Town 0

The Town travelled to Wolverhampton for the second leg of the Midland League Cup and, from the start, the Town lads put together some fine moves and had most of the play, but disastrous defensive errors left them 3-0 down at the interval. Early in the second half, Clive Goodyear was sent off for dissent and the Town were left with an impossible task against this strong Wolves side. The Town's ten players

battled on gamely but two goals in the last three minutes only rubbed salt into the wound.

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

Luton Town 4 Barton Rovers 4

In this Wallspace fixture, played at Kenilworth Road, the Town youngsters soon found themselves 4-0 down at the interval, Barton's goals being scored by Lawson (2), Mapp and Harris. In the second half, it was a personal triumph for Godfrey Ingram who was playing after a three week lay-off through injury. He scored all the Town's goals to give them a welcome point.

Team: Knock, Bradshaw, Greene, Foote, Piotrowski, Cole, Heath, Ingram, Baker, Cosby, Brammer, Murphy, Corrie.

Luton Town 1 Milton Keynes 3

The game started with play fairly even, but Milton Keynes took the lead through K. Francis. In the second half, Luton equalised through Alan Cosby but Milton Keynes pressed hard and it was no surprise when they scored through M. Barrington and D. Brady, to give them a well deserved Wallspace League victory.

Team: Marshall, Evershed, McFall, McElaine, Piotrowski, Foote, Cole, Brammer, Cosby, Hill, Walle, Green, Baker.

Potton United 0 Luton Town 4

Fielding a very young side, the Town played attractive football with goals from John Cole (2), Alan Cosby and Nicky Evershed giving them a comfortable victory against a luckless Potton side, currently in bottom spot in the Wallspace League.

Team: Marshall, Greene, McFall, Coutting, Piotrowski, Evershed, Brammer, Harding, Cosby, Cole, Heath, Baker, McElaine.

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HERE TONIGHT CARDIFF CITY

A dramatic rise in Cardiff's fortunes can be put down to a new manager — Richie Morgan, who took over 18 months ago when the Welsh club decided to part company with the former Luton coach Jimmy Andrews.

Morgan took over in a caretaker capacity until Cardiff's board decided he was the man to occupy the position on a full time basis after he steered the club to safety when relegation to the Third Division looked a formality.

Two signings swung the tide for Morgan — Colin Sullivan and Ronnie Moore. Sullivan was the first to arrive at Ninian Park when a cheque for £70,000 persuaded Norwich City to release this talented full back who had two England Under-23 caps to his credit when he was playing for Plymouth.

Liverpool born Moore started his professional career with Tranmere Rovers where 72 goals in 246 games persuaded Morgan he was the man to overcome Cardiff's scoring deficiency.

Those two newcomers helped Cardiff — and Morgan — to avoid the fear of relegation. In fact, the team finished that season in their highest placing since 1970-71. But Morgan, himself a former Cardiff player, had not finished his rebuilding.

During the close season, he paid a club record fee of £135,000 for Blackpool midfielder Billy Ronson, a player whose determination and grit forced the

manager to double his original bid to secure his eventual transfer.

Although basically a midfielder player, Luton will not be able to ignore the threat supplied by John Buchanan, Cardiff's Player of the Year and top scorer for the last two seasons.

He possesses a devastating shot from either foot on the edge of the area, and scores most of his goals from this range or the penalty spot. He distributes the ball well and has brilliant creative ability, he arrived at Cardiff from Northampton Town and responded with over 50 goals.

Gary Stevens developed into one of the most remarkable newcomers last season when, at 24, he had given up hope of making the grade in the Football League and joined a West Midlands League club. Then, while working in a Hereford factory, he was spotted by Cardiff who offered him a fresh chance. He responded with such fire and enthusiasm that, within a month he was established in the first team and finished the season with 14 goals from 36 appearances.

Local discovery Linden Jones has developed into one of Cardiff's best prospects. A teenage right back, he came through the apprentice and reserves team ranks to make 14 League appearances in the final months of last season and began this season with a bang by scoring his first goal for the club in their opening day defeat of Notts County. Rod Thomas, a Welsh international of vast experience,

competes for one of the full back berths. He has 50 caps to his credit and was a member of the Swindon team which won the League Cup in 1969 before joining Derby County for £100,000.

Another Welsh international, Phil Dwyer was the subject of much transfer speculation last season when Stoke City were reputed to be interested in him. But it all came to nothing, and Morgan was probably pleased to retain this solid defender at Ninian Park where he seems to have settled in with Dave Roberts. He joined Cardiff from Hull City at the start of last season and, after an indifferent start with injuries and continuous travelling, finished the season in brilliant form. He showed the form which won his 18 Welsh caps and also proved his ability to win the ball on the ground and in the air.

Eire international Ron Healey, who came on as substitute for Gerry Peyton in England's game against Eire at Wembley recently, has produced consistent form in goal. He started his career with Manchester City at the age of only 18 and joined the Welsh club after loan spells with Coventry and Leicester.

Scot Alan Campbell competes for another midfield place. He has over 150 games to his credit with Cardiff and served Charlton and Birmingham before arriving in South Wales. Ray Bishop plays alongside Campbell and joined Cardiff from the Southern League with Cheltenham. Another contender for a midfield place is ex-Norwich player Steve Grapes.



Back row (left to right): John Lewis, Dave Roberts, Keith Pontin, Ronnie Moore, John Davies, Ron Healey, Gary Stevens, Rod Thomas, Alan Campbell, John Buchanan.
Front row: Brian Harris (assistant manager), Steve Grapes, Billy Ronson, Phil Dwyer, Richie Morgan (manager), Colin Sullivan, Ray Bishop, Linden Jones, Doug Livermore (reserve team coach).

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TOWN IN PICTURES



Tricentral, the match day sponsors for the West Ham game, used the occasion to unveil three of the seven cars they presented to the club in a £50,000 deal announced a few days earlier. The cars, Tricentral officials and their guests, are pictured on the pitch before the game.



Our chief executive John Smith, had a few kind words to say about the company at the pre-match lunch. He is pictured making a presentation to Tricentral.



The company's guests were also treated to a guided tour of the stadium before both teams reported before the kick-off. This happy group is pictured in the dressing room before the match.

DOWN MEMORY LANE



ALAN DRIVER

Until the arrival of Billy Hughes from Birmingham City, Alan was Luton's most costly player after the club paid a huge fee, for those days, for his transfer from Sheffield Wednesday. He had the distinction of scoring the winning goal in the game that is always remembered at Kenilworth Road — the 4-3 victory over Newcastle United. Alan was at home in all the forward positions, but it was at inside forward that he is best remembered. He was born at Mansfield, and went to Hillsborough as a youth, and was always amongst the goals.

Picture: Luton News

AWAY TRAVEL

With five away games still to play, activity is still hectic for the Bobbers Travel Club who will operate coaches until the end of the season. Coaches pick up at Cranfield, Marston and Bedford 60, 50 and 40 minutes earlier respectively than the Luton leaving time. Bobbers Travel Club members can also take advantage of coaches operating to the England games against Argentina on 13th May and Northern Ireland on 20th May — both at Wembley. Bookings for these, and League trips, can be made in the Bobbers Club every Wednesday evening. The remaining League trips are:

		Adults	Children	Depart
22 March	Q.P.R.	£1.50	£1	12 p.m.
4 April	Charlton	£1.50	£1	12 p.m.
7 April	Chelsea	£1.50	£1	12 p.m.
19 April	Birmingham	£2.50	£2	11.30 a.m.
3 May	Newcastle	£5.00	£4	8 a.m.

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UP THE TOWN. Tony, Trev, Faggot, Dill, Steve, Ian. We're
on the bevy in Dunstable tonight.

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Kenilworth Road, Luton.

FACTS AND FIGURES

DIVISION TWO (including League/FA Cups)									
ALLEN, Q.P.R.	24	DUNGWORTH, Shrewsbury	14						
MOSS, Luton Town	21	GODDARD, Q.P.R.	14						
CROSS, West Ham	16	SHOULDER, Cambridge	14						
McNEIL, Wrexham	16	REILLY, Sunderland	14						
VINTER, Wrexham	15	DAVIES, Fulham	12						
HATTON, Luton Town	12								

DIV. 2 APPEARANCES & GOALSCORERS 1979-80									
App	FLC	Gls	App	FLC	Gls	App	FLC	Gls	App
Aizlewood	16	4	1	16	4	1	16	4	1
Birchall	4	5(4)	3	4	5(4)	3	4	5(4)	3
Burn	1	2	1	1	2	1	1	2	1
Cochy	2	1(2)	1	2	1(2)	1	2	1(2)	1
Featon	26	27(2)	1	26	27(2)	1	26	27(2)	1
Goodyear	10(4)	1	10(4)	1	10(4)	1	10(4)	1	1
Heath	20	28	2	20	28	2	20	28	2
Ingram	25	25	2	25	25	2	25	25	2
Jones	24	24	1	24	24	1	24	24	1
Moss	23	23	1	23	23	1	23	23	1
Murphy	4	4	1	4	4	1	4	4	1
Ollis	21	21	1	21	21	1	21	21	1
Pearson	25	25	1	25	25	1	25	25	1
Sisman	10	10	1	10	10	1	10	10	1
Small	15(2)	1	15(2)	1	15(2)	1	15(2)	1	1
Smith	14	14	1	14	14	1	14	14	1
Stephens	2	2	1	2	2	1	2	2	1
Turner I.	24	24	1	24	24	1	24	24	1
Turner W.	2	2	1	2	2	1	2	2	1
Walker	4	4	1	4	4	1	4	4	1
Woodward	6(1)	6(1)	1	6(1)	6(1)	1	6(1)	6(1)	1

LEAGUE DIVISION TWO TABLE 1979-80									
Home					Away				
P	W	D	L	Pts	P	W	D	L	Pts
Chelsea	31	10	2	3	26	12	8	2	4
Luton Town	32	7	8	1	31	14	6	4	6
Leicester City	32	8	5	3	24	10	6	2	17
Birmingham	30	10	2	2	22	15	7	4	16
Q.P.R.	32	9	5	2	38	18	6	4	16
Newcastle Utd.	32	12	2	2	26	18	6	4	16
West Ham Utd.	28	11	2	2	26	10	2	7	13
Sunderland	31	13	3	0	37	11	5	9	16
Orient	32	7	4	4	24	25	5	6	12
Oldham Athletic	32	10	3	3	23	13	2	5	8
Wrexham	31	11	1	3	32	9	3	0	17
Shrewsbury	32	10	3	3	31	15	4	0	12
Cardiff City	32	10	2	4	18	12	3	0	15
Cambridge Utd.	32	7	6	3	28	16	1	8	12
Swansea City	32	10	0	6	23	14	2	6	8
Preston	31	6	8	3	25	22	2	5	7
Notts County	31	4	8	4	22	18	5	2	8
Bristol Rovers	31	7	5	3	25	15	2	8	17
Watford	31	5	5	5	15	16	2	6	9
Burnley	32	5	6	17	20	1	4	10	16
Charlton	31	6	5	4	20	16	0	3	13
Fulham	31	3	4	9	14	24	3	2	10

MIDLAND YOUTH TABLE									
P	W	D	L	F	A	Pts	Gls	Flt	Opp
Wolves	15	8	5	2	34	22	21	19	19
W.B.A.	12	9	1	2	24	7	19	19	19
Birmingham	13	6	5	2	24	16	17	17	17
Swindon	13	6	5	2	20	13	17	17	17
Coventry City	12	5	6	1	35	20	16	16	16
Luton Town	13	4	5	4	14	13	13	13	13
Derby County	13	5	1	7	19	11	11	11	11
Bristol City	16	3	5	8	19	27	11	11	11
Leicester City	16	2	4	10	22	36	8	8	8
Northampton	15	1	3	11					

COMBINATION APPEARANCES & GOALSCORERS 1979-80									
App	FLC	Gls	App	FLC	Gls	App	FLC	Gls	App
Aizlewood	16	4	1	16	4	1	16	4	1
Birchall	4	5(4)	3	4	5(4)	3	4	5(4)	3
Burn	1	2	1	1	2	1	1	2	1
Cochy	2	1(2)	1	2	1(2)	1	2	1(2)	1
Featon	26	27(2)	1	26	27(2)	1	26	27(2)	1
Goodyear	10(4)	1	10(4)	1	10(4)	1	10(4)	1	1
Heath	20	28	2	20	28	2	20	28	2
Ingram	25	25	2	25	25	2	25	25	2
Jones	24	24	1	24	24	1	24	24	1
Moss	23	23	1	23	23	1	23	23	1
Murphy	4	4	1	4	4	1	4	4	1
Ollis	21	21	1	21	21	1	21	21	1
Pearson	25	25	1	25	25	1	25	25	1
Sisman	10	10	1	10	10	1	10	10	1
Small	15(2)	1	15(2)	1	15(2)	1	15(2)	1	1
Smith	14	14	1	14	14	1	14	14	1
Stephens	2	2	1	2	2	1	2	2	1
Turner I.	24	24	1	24	24	1	24	24	1
Turner W.	2	2	1	2	2	1	2	2	1
Walker	4	4	1	4	4	1	4	4	1
Woodward	6(1)	6(1)	1	6(1)	6(1)	1	6(1)	6(1)	1

DIV. 2 APPEARANCES & GOALSCORERS 1979-80									
App	FLC	Gls	App	FLC	Gls	App	FLC	Gls	App
Aizlewood	3(2)	2	1	3(2)	2	1	3(2)	2	1
Birchall	1(1)	1	1	1(1)	1	1	1(1)	1	1
Donagh	32	3	1	32	3	1	32	3	1
Findlay	32	3	1	32	3	1	32	3	1
Grealish	31	3	1	31	3	1	31	3	1
Hatton	30(1)	3	13	30(1)	3	13	30(1)	3	13
Hill	31	3	5	31	3	5	31	3	5
Ingram	1	3	21	1	3	21	1	3	21
Moss	32	3	3	32	3	3	32	3	3
Price	32	3	3	32	3	3	32	3	3
Saxby	31	3	4	31	3	4	31	3	4
Stein	32	3	6	32	3	6	32	3	6
Stephens	31	3	1	31	3	1	31	3	1
Turner W.	2	3	1	2	3	1	2	3	1
White	1(4)	1	1	1(4)	1	1	1(4)	1	1

FOOTBALL COMBINATION									
P	W	D	L	F	A	Pts	Gls	Flt	Opp
Chelsea	33	20	8	6	57	34	47	3	1
Tottenham	31	19	8	4	76	37	46	3	1
Arsenal	30	19	6	5	70	34	44	3	1
Norwich City	30	16	6	9	60	43	38	3	1
Fulham	31	16	6	9	60	40	38	3	1
Ipswich Town	33	14	10	9	55	40	38	3	1
Southampton	34	13	11	10	54	48	37	3	13
Q.P.R.	31	14	6	11	67	59	34	3	5
Bristol City	29	14	5	10	64	44	33	3	21
West Ham	32	13	7	12	53	49	33	3	3
Birmingham	32	12	9	11	44	46	32	3	3
Bristol Rovers	32	12	8	12	49	58	32	3	3
Crystal Palace	33	10	10	13	52	51	30	3	4
Leicester City	33	12	5	16	50	52	29	3	6
Luton Town	31	8	12	11	34	46	28	3	1
Swindon Town	31	10	5	16	41	53	25	3	1
Oxford United	31	8	5	18	45	53	24	3	1
Cardiff City	32	9	6	17	41	56	24	3	1
Plymouth	32	8	6	19	44	82	22	3	1
Orient	32	5	7	20	21	66	17	3	1
Hereford	30	5	7	18	39	66	17	3	1
Reading	28	6	5	17	40	89	17	3	1

COMBINATION APPEARANCES & GOALSCORERS 1979-80									
App	FLC	Gls	App	FLC	Gls	App	FLC	Gls	App
Aizlewood	16	4	1	16	4	1	16	4	1
Birchall	4	5(4)	3	4	5(4)	3	4	5(4)	3
Burn	1	2	1	1	2	1	1	2	1
Cochy	2	1(2)	1	2	1(2)	1	2	1(2)	1
Featon	26	27(2)	1	26	27(2)	1	26	27(2)	1
Goodyear	10(4)	1	10(4)	1	10(4)	1	10(4)	1	1
Heath	20	28	2	20	28	2	20	28	2
Ingram	25	25	2	25	25	2	25	25	2
Jones	24	24	1	24	24	1	24	24	1
Moss	23	23	1	23	23	1	23	23	1
Murphy	4	4	1	4	4	1	4	4	1
Ollis	21	21	1	21	21	1	21	21	1
Pearson	25	25	1	25	25	1	25	25	1
Sisman	10	10	1	10	10	1	10	10	1
Small	15(2)	1	15(2)	1	15(2)	1	15(2)	1	1
Smith	14	14	1	14	14	1	14	14	1
Stephens	2	2	1	2	2	1	2	2	1
Turner I.	24	24	1	24	24	1	24	24	1
Turner W.	2	2	1	2	2	1	2	2	1
Walker	4	4	1	4	4	1	4	4	1
Woodward	6(1)	6(1)	1	6(1)	6(1)	1	6(1)	6(1)	1

DIVISION TWO AVERAGE ATTENDANCES									
Best	Average	Best	Average	Best	Average	Best	Average	Best	Average
Newcastle	38,322	25,048(15)	Dunfermline	14,000	10,000	14,000	10,000	14,000	10,000
Swindon	29,567	24,033(15)	Gillingham	14,000	10,000	14,000	10,000	14,000	10,000
Chelsea	32,281	22,312(15)	Reading	14,000	10,000	14,000	10,000	14,000	10,000
West Ham	31,627	21,793(15)	Leeds	14,000	10,000	14,000	10,000	14,000	10,000
Birmingham	25,963	18,734(14)	Sheff Wed	14,000	10,000	14,000	10,000	14,000	10,000
Leicester City	24,594	17,808(16)	Sheff Utd	14,000	10,000	14,000	10,000	14,000	10,000
Watford	22,7								



THE TEAMS

LUTON TOWN		CARDIFF CITY
JOHN FINDLAY	1	RON HEALEY
KIRK STEPHENS	2	PHIL DWYER
MAL DONAGHY	3	JOHN LEWIS
TONY GREALISH	4	ALAN CAMPBELL
MIKE SAXBY	5	KEITH PONTIN
PAUL PRICE	6	ROD THOMAS
RICKY HILL	7	RAY BISHOP
ALAN WEST	8	GARY STEVENS
BRIAN STEIN	9	RONNIE MOORE
BOB HATTON	10	BILLY RONSON
DAVID MOSS	11	STEVE GRAPES
	12	

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OUR NEXT HOME GAME . . .

LEAGUE DIVISION TWO

Saturday 29th March, 1980

BURNLEY

Kick-off 3.00 p.m.

Tickets available from the Ticket Office