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FOOTBALL LEAGUE DIVISION TWO
SATURDAY 5th APRIL, 1980
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EVERARDS Top of the t



Look what I've
done . . . Hatton
can't conceal his
delight at scoring
from Brian Stein's
cross.

LUTON TOWN 1 BURNLEY 1

Bob Hatton's 68th minute equaliser maintain the Town's promotion hopes with a point against Burnley at Kenilworth Road last Saturday.



Mike Saxby joins the attack in a desperate search for a second goal.



Ricky Hill takes off in an attempt to connect with the ball.

Pictures by Tony Ward, Evening Post-Echo



The game marked a milestone for Alan West who played his 250th game for the Town. In this picture he attempts to steer the ball through.

AROUND THE STADIUM

MAJOR CHANGES FOR JUNIOR HATTERS

There is no doubt that, if Luton are to succeed in their attempts to secure more support through the turnstiles, the club will have to investigate all the avenues open to them. Chief executive John Smith is a firm believer in youth and, in that respect, we announce today major new changes in the format of the Junior Hatters Club.

Mr. Smith believes juvenile supporters will, over the years, provide the club with its main support, and strenuous efforts will be made next season to involve youngsters with Luton Town. We want them to belong to the club, and believe parents will encourage their children to watch the team when they appreciate what we can offer.

The first major step announced today is the appointment of Colin Ball as Youth Development Manager. As a staunch member of the Century Club, Colin is already vastly familiar with Luton Town and its organisation. His immediate aim will be to encourage 1,000 children to watch every home match next season, and to offer them facilities which we believe will be second to none in the Football League.

Mr. Smith explained the appointment, and Luton's future policy on young supporters, by saying: "Our long term plan must begin at the grass roots — and that must involve youngsters whom we hope will become regular supporters over the years.

"In our ten year plan, we hope to increase support by 50 per cent, and the involvement of youngsters with the club is a major part of our plans. The plan is highlighted by Colin's appointment and he will start work with us before the start of the season.

"His priority will be to attract youngsters to watch the team through liaison with youth organisations and schools by spelling out what we can offer.

"We aim to concentrate on a programme of events which will involve youngsters not only in watching the team, but also provide them with the opportunity of being involved in the club. We want to provide them with their own pre-match entertainment and hopefully offer a package deal to them with the help of local companies who may be prepared to sponsor their day out.

"But perhaps the most significant benefit is our intention to provide the youngsters with their own enclosure which will be ready for the start of next season. By taking that action, we can show parents that their children will be free to watch a game in safety. In addition to their own enclosure, we will also provide their own toilets, turnstiles and refreshment bars.

"We are currently talking to several local companies who are interested in participating in the scheme and who also want to become involved with the keen community spirit we want to foster.

"The importance of succeeding with the venture is paramount and we want to develop it as part of an increased function of the Junior Hatters Club, and it is likely current members will retain their membership. We also plan to give the Junior Hatters a bigger say of their own in next season's magazine.

"We are making big strides forward and the last thing we want is for children to watch the team and then go away to forget it. It is important they retain their link with the club."

Further details of this exciting new scheme will be made in the magazine as and when information becomes available. But, in the next edition of the magazine for our home game against Shrewsbury a week today, we will invite Mr. Ball to give his views on the Junior Hatters Club.

THIS WEEK'S NEWS

This week's Junior Hatters Club competition offers the winners a FREE season ticket to watch all our home matches next term. That's the prize we offer to someone who is prepared to sit down and spend a few minutes of their time with a pen.

The competition was formulated by assistant secretary Bill Butler who said: "When I travel to away matches with the youth team or reserves, there are always familiar faces waiting to greet the team coach when it arrives at the players' entrance.

"There must be many junior supporters who have experienced interesting trips and it gave me the idea for an exciting competition with a very worthwhile prize."

So there you are. We want you to relate your most interesting trip to watch the Town play away. Tell us anything unusual you may have seen or the most impressive ground you have visited — and why. In fact, tell us anything about away trips. But there is no rush to complete your entry.

You have until June 30 to send in your entry to: The Junior Hatters Club, Luton Town FC, 72 Kenilworth Road, Luton, giving your club membership number. The winning letter will appear in the first magazine next season, but the winner will also be notified by post to enable him or her to obtain their prize.

Before the end of the season, we plan to publish all the birthdays through to the end of July. We are going to start with an exciting clean sheet at the beginning of the next season.

There can be few more attractive fixtures this season at Luton than today's long awaited return with Watford. Our visitors have a far more settled look about them now Graham Taylor has succeeded in selling several players who helped provide them with two tremendous seasons. It will be a close game, and the importance of the result cannot be overlooked by either team. With five games remaining, we feel we can still edge our way to the top.

Graham and I will insist that our teams stick to their footballing principles. We have not achieved our results by strong arm tactics. We hope the terrace supporters will get behind the teams but not over-react. It is vitally important that both sets of supporters uphold the good names of our clubs. We must remain a fine example to some of those idiots who have

DAVID'S DIARY

visited our ground this winter supposedly supporting London clubs. Recently I accompanied Mick Saxby and Kirk Stephens to London to attend the Disciplinary Committee. I can accept the advice and judgement at such hearings. Of course they must back a referees' decision. However, I wonder if they should advise officials to show more discretion with the yellow card. For example, the role of a central defender is foremost to compete, challenge and break up attacks. Physical contact is inevitable. There are bound to be misjudgements and mistimings. Few players intentionally tackle the man and not the ball. Any guilty ones are known. It is never easy for referees to decide intent, but where there is doubt, I would prefer to see a quiet word rather than that horrible yellow card!

Today's game is sponsored by Tricentrol, who have shown an active, healthy interest in the efforts of this club. No club aiming for success in today's economic climate can achieve their goals without financial support. The proposed sponsorship shirt deal with Tricentrol has provided the club with valuable help to our pools and management staff. This in turn has greatly helped our cash flow position.

Our fans have made us feel very proud recently with the support they have been giving the team. Win, lose or draw, the present players are giving 100 per cent and their reactions to your vocal backing was evident against Preston, Cardiff and QPR. Keep the cheers going, and let us hope that we see an excellent game of football by two progressive clubs today.

LUTON TOWN F.C.



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JOHN'S JOTTINGS



Today's game is the one many people have waited for all season — the local derby with our friends from Watford.

I believe this is the 46th League meeting between our clubs but it is not the case of who has won the most which counts today. The onus is on you, the fans. Not only the Press, but people involved in the running of football will be watching your actions this afternoon. Let's out-shout the opposition, by all means, but let's have no other ugly incidents which we have seen here lately. I have said before — you hurt only the club, and we can't afford to pay the heavy fines which could be incurred should trouble develop. The more noise you make, the better the atmosphere. Let us hope that we can repeat our victory of Boxing Day when Kirk Stephens scored the only goal in the last seconds of the game.

Watford turned professional in 1897, and played at Cassio Road before arriving at Vicarage Road in 1919. Their highest victory is 10-1 against Lowestoft in the FA Cup in 1926, and their record defeat was by Wolves, again in the FA Cup, when they were beaten 10-0. Cliff Holton still holds the highest scorer in a season with 42 goals in season 1959-60. The men who have sat in the driving seat since the war reads like a football "Who's Who". Names such as Jack Bray, Eddie Hapgood, Hayden Green, Ron Gray, Len Goulden, Neil McBain, Ron Burgess, Bill McGarry, Ken Furphy, George Kirby and Mike Keen have all done their share in a bid to take the club into the higher reaches of the League. Players moving between our two clubs have not been very numerous — Peter Turner did the journey in the early 1900's, followed in later years by Tony Gregory and Alan Garner. I can't recall any players coming from Watford to Luton. I have no doubt that someone will tell me differently.

I have had many letters from people voicing their opinion on Friday night football, and they all have one thing in common as far as Luton fans are concerned — Friday night is definitely not football night. Out of town fans usually have to leave work early to make a 7.30 kick-off, whilst shift work is the main problem for factory workers living locally. I personally do not like night matches, as I always have staff problems for the same reasons.

Finally, a little humour. I saw a story in a magazine recently concerning Eric Morcambe and Ernie Wise, and I'm sure they won't mind me using it. The story goes:

Eric: Did you read in the 'paper about the two explorers in Alaska who were attacked by a pack of hungry wolves?

Ernie: No, what was the result?

Eric: Wolves 2 Wanderers 0

Ouch!

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

The pools office staff plan a touch of the summer sunshine this year by taking the highly successful Midas Touch on a coastal tour. It's all aboard for the Costa-Yarmouth, Clacton and Southend in an attempt to stabilise sales during a period when Luton is almost deserted — a situation which affects sales, and the ultimate profit to the football club.

Luton and the surrounding areas resemble Dundee On A Flag Day, according to commercial manager Mike Hardwicke, when shops and factories close en-bloc for the summer holidays. So, if you can't take the horse to the water, he's adopted an attitude of "take the water to the horse" and plans to saturate the coastal towns with his lottery tickets.

Our immediate catchment area is immense and covers five counties. It provides a stronghold without any significant opposition to sales. But the holiday period does provide problems, and sales executive and promoter John Gornall suggested a mini-holiday for the Midas Touch.

We think John will enjoy 12 weeks in the "Costas", two weeks on holiday in Hemsby and ten weeks belting along the beaches with his lottery tickets. If anyone has a spare roof rack or pantechnicon, he would be pleased from a generous supporter!

After passing the magical sales figure mark of 100,000 — that produces an outright profit to the club of £300,000 — the pools staff aim to double that mark. We have a team of staff, promoters, sales executives, couriers, agents and customers second to none and, with your support, we should eventually achieve our goal. The strength of the club is all down to youth, enthusiasm and the determination to succeed.

Anyone who has patiently read Commercial Corner throughout the season and is still not involved with us, now is the time to contact us. Agents are offered incentives to help the club. Call Mike Hardwicke on Luton 30748.

TODAY'S REFEREE

MARTIN, JOHN E. (Alton, Hants.). Started with the Bromley and District League in 1958. Moved to Surrey in 1964 and progressed through Surrey Senior and Isthmian Leagues to the Football League in 1973. Refereed Isthmian League Final in 1977, and lined a UEFA Cup match in 1978.

A married man with one son, he is manager of a purchase ledger department. Enjoys all sports, particularly badminton and athletics, and is a past member of the Polytechnic Harriers. Is vice-chairman of the Basingstoke Referees' Association.

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TOWN-TOPICS AT GREAT EXPENSE . . .

We've had some unusual pre-match entertainment at Kenilworth Road but we doubt if there's previously been anything to beat this afternoon's efforts.

At great expense, we present the Tricentrol Welly Throwing Championships which, we are told, is on the same format as the World Championships. Four teams, Watford VPs, Watford Supporters' Club, the Century Club and the Bobbers Club, will participate for prizes kindly donated by our friends from Dunlop and Watney's (London) Ltd. and which include footwear and holdalls — plus beer.

Another prize, donated by Cesars Palace, is a champagne dinner for two at the fabulous Luton night club. Cesars are also involved in the Welly Throwing Championships by supplying Big Daddy himself, Gerry Brooke, the club's resident compere.

This afternoon's teams are competing for the Tricentrol Trophy which will be calculated on the following basis: The lowest aggregate score counting all six competitors will be judged team winner. Any team not entering the full compliment of members will be disqualified from team competition, and all teams must be declared 45 minutes before the throw off.

Each competitor will have two throws



GERRY BROOKE

each, and the top six will have another two throws. A wellington boot will be supplied to each competitor by courtesy of Dunlop Footwear Ltd.

Finally, the thrown welly — under championship rules — must be a size eight and must weigh not less than 34 ounces. We offer one simple message to all participants: "Have a successful throw."

PROGRAMME AWARDS

If David Pleat's team finishes in the same position at the end of the season as our match-day magazine did in a national competition, everyone's going to be very happy.

Luton finished third in the competition organised by a Midlands newspaper and were a creditable 15th overall throughout the First and Second Divisions.

Birmingham won the Second Division section with Fulham second just ahead of Luton, while Norwich carried the First Division's hopes by winning the competition outright.

We don't think finishing third is a bad achievement, but we can promise you one thing — next season's magazine is already in the planning stage and it's going to take a good competitor to stop us coming first.

P.S. There's an extra four pages in today's magazine — at no extra cost to you. How's that for value?

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YOU'RE ON TO A GOOD THING WITH LUTON

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

On match days, members will participate in a draw, held on the electronic scoreboard shortly to be erected on the Kenilworth Road terraces — and there are several prizes to be won.

Our good friends Tricentrol (Cars) Luton Ltd., will offer up to ten per cent discount on new cars and up to £100 off a quality used vehicle on production of your members' ticket — and provide you with a members' ticket for the following season FREE OF CHARGE.

Bernards World Of Sport (sports equipment), Blue Chip 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, members will participate in a draw, held on the electronic scoreboard shortly to be erected on the Kenilworth Road terraces — and there are several prizes to be won.

We have introduced this scheme to help our own supporters — who can help themselves to huge savings 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 the following page, you will find an application form. Fill it in NOW or contact the ticket office for further details. Applications are being accepted NOW, and existing season ticket holders have until 31st May to claim their same seat. For your guidance, we reproduce below the savings you can make.

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

COMING TO ITALY

England's 2-0 victory over Spain in Barcelona last week has set the scene for a titanic European Championship struggle in Italy this summer — and you can watch the game ABSOLUTELY FREE if you win first prize in the competition we are currently running in conjunction with Photravel.

You can fly to Italy and watch the match in style just for writing a match report on any one of our remaining home matches this season, starting this afternoon against Watford.

All you have to do is write 400 words — preferably typed but not essential — on the match and send it to: The Programme Editor, Luton Town FC, Kenilworth Road, Luton, to arrive by first post next Wednesday. Envelopes should be marked "Rome Competition".

The heat winner from this afternoon's game will go through to the final when all heat winners' entries will be judged by a special panel. The prize for the winner is that fabulous trip to Italy, by courtesy of Photravel and Luton Town.

Will we see you at the airport?

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

Our programme editor's postbag continues to show a healthy response from our supporters — and they don't all live in the Luton area. We received a letter this week from Mr. K. Squire, who took the trouble to write from Dyfed, South Wales.

He said: "I have been a Luton fan for several years since I lived in the town, but because I am now so far away, I have difficulty in watching the team on a regular basis. But I have still managed to watch them seven times this season including the games at Swanside and Cardiff. I still plan to watch the home matches against Watford and Wrexham. I hope you will be in the First Division when I travel next season."

We also received a letter from the Vikings football team, based in Wellingborough. The morale of the youngsters was boosted by manager David Pleat's gesture of sending them one of Jake

Findlay's shirts to raffle to augment their club funds. Their manager wrote: "It was a tremendous gesture and one we appreciated very much."

Another letter came from the mother of Simon Culver, our mascot for the Cardiff game. She wrote: "I would like to thank you for making that evening such a memorable one for Simon."

"He was ill some months ago and didn't think he would be able to play football or any other sport. His fears were unfounded, but the thrill he received from running onto the pitch with the players will never be forgotten."

Calling all Luton fans — your help is requested by a Notts County supporter who is looking for a copy of the Luton v Notts County programme from season 1973-74, our promotion season. Richard Williams, of 155 Gardendale Avenue, Clifton Estate, Nottingham, would love to hear from you if you can help him. Any offers?

ARE YOU ON THE ITALIAN JOB?
(See page 9)

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

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I have supported Luton Town since

At present I hold Season Tickets for:

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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

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OAK ROAD					
KENILWORTH ROAD					

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- b: I require a total of Tickets 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.

LUTON FIVES A HUGE SUCCESS

Luton's involvement with the community spirit has paid handsome dividends in the shape of a five-a-side competition which involved the club's players and officials with 600 youngsters in the town and surrounding areas.

The tournament culminated with the finals on the Hatters Community Arena when Luton manager David Pleat presented the youngsters with their plaques and medals.

The league was organised by Luton Council's Leisure Services department in conjunction with the club and their players. Each team was named after a Luton player and Kirk Stephens' Dunstable Wanderers won the junior section with another of his teams, Ashcroft Co-op, winning the senior section.

The final emphasised the good football which had been evident throughout the tournament with Dunstable Wanderers beating Tony Greash's Dunstable Young People's Club 3-2 after extra time.

The manager has been an ardent supporter of the tournament — the first event of its kind which has involved a Football League club. It was so successful that there are plans to run it again next year.

The players showed their encouragement by taking their teams training and have opened various functions and presented prizes. "It has proved we are prepared to become involved with the community," said the manager. "It was a very worthwhile exercise."

The draw was held at a meet the players evening where Ken Gutteridge, Luton's assistant manager, and physiotherapist John Sheridan were rewarded to see 300 young players, coaches and managers, crowd into the room to meet their player.

They were divided into four leagues of four in each group. The first two in each league went through to the next round and carried on in the same way until the top two played each other in the final.

The draw for the juniors was: Paul Price



Kirk Stephens with his winning team.



Tony Greash pictured with the beaten juniors.

Rangers), Godfrey Ingram (Thames Utd.), Alan Judge (Redstar FC).

There was involvement of the local community and organisations and a management committee was made up of members of the local community. Local leagues helped with liaison and the Beds FA helped by keeping the cost of the competition to the minimum. The South Beds Referee's Association appointed the officials.

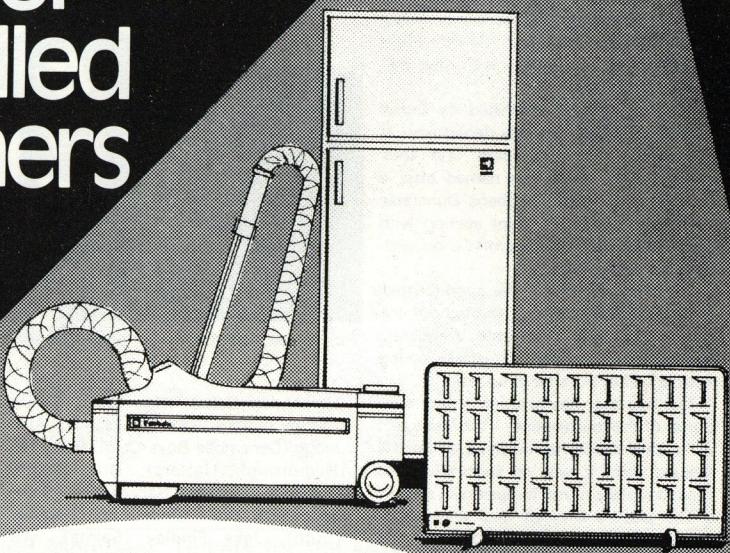
One of the tournament organisers was Luton's Lil Fucillo and trophies were donated by Anthony Evans, the contractor for the Hatters Community Sports Arena. Councillor Flint, Chairman of Recreation Services Committee, donated the trophy for the winning connected professional player. Luton Sports Council also donated two trophies, one for the junior team and one for the professional player connected to that team.

The tournament was highly competitive and produced some moments to remember. None more than RAF Chicksands, who brought with them their usual colour and razamataz. Unfortunately their football was not of the same quality; but they were always competitive. Teams trained hard for the competition and none more than Wasps, of Leighton Buzzard, who started training five weeks before the competition started. Unfortunately they never won a game.

Spare a thought for Blenheim Scouts' goalkeeper, whose back must be aching after conceding 20 goals. The prize for the most original longest named team must be Barnstoworth United and the hard luck story of the competition was Rovers, who did not reach the semi-finals due to one goal in their goal difference.

The youngest team were Hillborough Hatters who, perhaps, produced the most exciting football, but were knocked out of the semi-finals due to their age. Their reward is to represent Luton at Ipswich in April.

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If this interests you why not contact Ian McLernon, Personnel Officer at the address & telephone No. below.

 **Electrolux**

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Luton 53255**

Football has its area where justice does not always seem to be done and one such grey area concerns free kicks, particularly those awarded to attacking players just outside the penalty area. What I am concerned about is the ease by which a positive creative movement can be killed stone dead by one simple act of foul play, that nullifies the advantage at the expense of a comparatively harmless free kick.

Should we then, not make more of our free kicks and try to place the advantage towards the victims rather than the offenders. A free kick is usually awarded — except in technical breaches such as offside — when an opponent has tried to gain an advantage by foul or illegal means. At the moment, the offenders more often than not achieve their aims, by stopping the flow of play and buying time for their colleagues to regroup in a defensive formation.

Thus a team that had created a quick breakthrough, with maybe only one or two opponents between them and the goal, will suddenly find themselves awarded a free kick, but with eleven members of the defending side between them and the goal. Some reward that for being the innocent party.

One of the ploys commonly exercised by an offending team, is to line up their defensive wall less than the stipulated ten yards from the ball. There then follows a series of gesticulations from the referee, ordering them back.

By this time the offending side have fully organised their defensive strategy and are prepared to repel the attack, which the statistics will confirm is more often than not achieved successfully.

One way of tipping the scales back towards the attacking team would surely be to introduce a rule similar to that adopted in rugby, whereby if the perpetrators of the offence do not retire the statutory distance, the free kick would be moved forward to where they are standing.

As most of these pantomime scenes are enacted near the penalty area the consequences are obvious. Any team employing such spoiling tactics could suddenly find themselves facing a penalty instead of a direct free kick 4 yards outside the box.

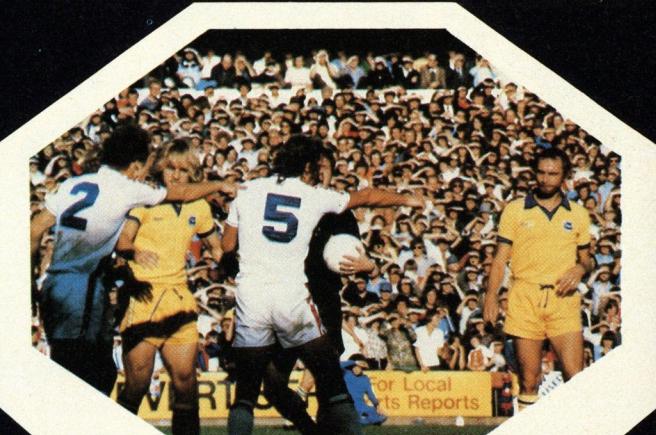
A sobering thought for any defence to contemplate, or is it?

Yes! If the offence is punishable by a direct free kick. But if an indirect free kick is awarded the matter becomes very much more involved and open to violation, as the Referees Association found out when they gave the matter serious consideration recently.

Concern was shown that a clever coach might instruct his players to infringe the 10 yard rule against indirect free kicks, in order to bring the ball nearer to the goal line. This would make the angle very acute and also enable the defence to smother the danger with bodies.

For example. An infringement on an indirect kick 12 yards out would bring the ball to within a few yards of the goal. The defending side would then pack everybody onto the goal-line and it would be practically impossible to make a strike on goal.

Should we make more out of Free Kicks



So is there an answer? One leading referee suggested that there should be a secondary penalty. In other words; if as a result of defenders not standing back far enough from the original spot where the kick is to be taken from, the kick is brought forward into the area, a penalty would be awarded irrespective of whether the original offence warranted an indirect or direct kick.

Certainly such a penalty should make it possible for attackers to take their free kicks unhindered and quickly, which is the object of the exercise, but it places a lot of pressure on the referee who has to make a split second decision on whether the defence are 10 yards from the ball.

NUMBER 20
**Programme
Plus**

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TAKING OFF WITH TRICENTROL

Tricentrol Chassis Development Ltd have been responsible for providing what should be a breathtaking sight before this afternoon's match. We've already seen a hotair balloon take off from the Kenilworth Road pitch this season. Today we are going one better when a helicopter will land and take off again approximately 20 minutes before the kick-off.

As part of the Tricentrol Truck and Bus Group, Tricentrol Chassis Developments is intimately involved in Britain's commercial vehicle industry, working closely with every British chassis manufacturer in tailoring truck and PSV chassis to the end-user's specialist requirements.

At T.C.D.'s Dunstable works, the output of chassis has increased nearly tenfold in three years — from just on 400 in 1975 to 3,800 in 1979. To meet the growing capacity,

T.C.D. has recently extended its workshop by 11,500 sq. ft. — a 30 per cent increase.

The additional floorspace will enable flowline production techniques to be adopted for high volume conversions, notably, chassis length alterations and Telma installations.

In April 1978, Tricentrol Chassis Development were appointed UK National Distributors for Telma electric retarders and 1979 saw the development of a national dealer network to support the 7,000 retarders which have already been sold in the UK, with the annual volume of new installation in the current period approaching 800. Plans are in hand to exceed 1,000 units in 1980.

Tricentrol Chassis and Luton Town have already been involved in a number of joint promotions including the sponsorship of last

season's match against Brighton and this season's at Swansea.

We are extremely grateful to them for their support, not only for the sponsorship of today's match, but also for their support of our youth team trip to Amsterdam for the Blau-Witt tournament in May.

The company's managing director, Harold Barber, financial director, Ronald Lee and general manager, Graham White, are well-known around the stadium as Century Club members, as are Mr. White's wife, Marion and daughter, Wendy.

Mr. White is well aware of the benefits sponsorship offers, and besides the company's support of Luton Town, T.C.D. are involved in the sponsorship of youth and schoolboys' football, amateur boxing, motor cycling, showjumping and local community charity events.

SPONSORKIDS SHOW FLARE

We take special interest in our Sponsorkids. It's a fine system which enables youngsters to watch selected home matches free of charge thanks to the participation in the scheme by local companies.

A party of youngsters from the Warden Hill Junior School recently visited Kenilworth Road and, as part of their day out, they were asked to write an account of their experiences. We reproduce the best two efforts here, and we think you will agree that the youngsters show flare in their work.

Julian Ord wrote: "On Saturday we went to see Luton play football. We were met by Mr. Beevor, the advertising manager. We all felt very excited because we were going into the changing rooms. We went into the home changing room. The fourth year football team were asked to put out the shirts. I put out shirt number three which was worn by Northern Ireland star Mal Donaghy. That is said to be good luck if people put out the shirts.

"Next we were told what the players have for lunch. This consisted of cornflakes and peaches, boiled chicken with no vegetables, and toast. Next we went into the bootroom. We were told about the boots. Then we all had a picture taken with Mike Saxby and Steve White. After that we were taken down the tunnel and onto the pitch. We felt the turf and went back up the tunnel. Then we went round to the Bobbers. Some of our friends went on to the pitch to receive cer-

POP IN FOR A BITE WITH US

Catering manager Clive Hustwitt has launched new dining facilities in the Kenilworth Suite every lunchtime during the week.

The scheme is aimed at local businessmen who can enjoy the intimate facilities of the Kenilworth Suite with an extremely keen priced menu.

"We have employed a new chef to concentrate on businessmen's lunches," he said. "The menu and the wine list are reasonably priced and we plan to change the menu on a five-week cycle."

The quality of the menu was emphasised when the facilities were launched last week. The chef prepared no less than 15 dishes on the opening day.

A four course meal can cost as little as £3.50, with the maximum price set at £5. Bookings can be made by telephoning Luton 411526.

The Hatters Club, also under the management of Mr. Hustwitt, is also available for private functions. Catering and bar facilities are available for parties who should contact the catering manager by telephone.

tificates from a Luton player. Then when the match started, about 5 minutes had gone when Notts County scored. It was an own goal by Mal Donaghy.

"The match was not very good until the second half. Luton were much more aggressive. In the last 29 minutes Luton struck back — with two goals by Bob Hatton and Mike Saxby. Mike Saxby scored first with a header and Bob Hatton's was a long shot from outside the area."

Stephen Gray's effort was: "I am a Junior Hatter and when Mr. Hearn offered me a ticket for the match against Notts County with the chance to look around the dressing rooms and meet the players, I couldn't believe it, especially as it was my birthday on the Wednesday. I had also won two tickets for the same match through the Junior Hatters. My Mum changed them for another match.

"We had to meet in the players' car park at the top of Oak Road at 1.40 p.m. Mike Beevor came out to meet us and took us into the Luton

Town Football Club. We went straight to the changing rooms. The players came in after a short while. As I play right back I was able to give Kirk Stephens his kit because he plays right back for Luton.

"After a chat with the players, we went to look round the boot room. Each new player is given a boot number and on the numbered peg he hangs his boots. The apprentices' job is to keep the boots clean. After the match they leave the boots to dry then a few days later they clean them. They showed us the different types of studs the player might use.

"We had our photo taken with Jake Findlay and Steve White. I hope I can get one. We then went out of the players tunnel and to our seats. The match started at 3 p.m. and the teams were:

"Luton: Findlay, Stephens, Donaghy, Greasham, Saxby, Price, Hill, West, Stein, Hatton, Moss.

"Notts County: Aoramovic, Benjamin, O'Brian, Hunt, Stubbs, Blockley, McCulloch, Masson, Christie, Hooks, Mair.

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1979 Escort 1100 POP	£2599
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1979 Escort 1300 L Estate	£3199
White with black cloth trim HRW	
1978 T reg Capri 3000 Ghia Auto	£4399
Oyster gold with tan interior	
1977 Capri 1600 L	£2599
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1980 Capri 2 litre GL auto	£4999
Strato silver with blue interior fitted stereo radio cassette, sun roof	
1977 Granada 3000 Ghia	£2999
Diamond white with tan vinyl roof, radio, all the usual Ghia refinements	
1979 Fiesta 1100 L	£3199
Riviera blue with contrasting houndstooth interior, door mirror, rear wash wiper	

1979 Fiesta 1100 L	Peppermint green with contrasting houndstooth interior, door mirror, rear wash wiper	£2999
1977 Fiesta 1100 Ghia	Strato silver with matching interior, low mileage	£2899
1977 Fiesta 1100 S	Arizona gold with matching lemon interior and side coach-lines	£2699
1978 T reg Morris Marina 1.3 Super DL	Royal blue with matching interior, one owner	£2299
1979 Morris Marina 1300 L	Tuscan blue with tan cloth interior	£2899
1977 Austin Allegro 1300 Super	Sunset with tan interior	£2099
1977 Triumph TR7 Sports Coupe	Polar white with black interior, mag wheels	£2799
1978 Chevette GLS 4-door	Primrose with tan interior	£2799
1978 Chevette L 4-door	Beige with tan trim coachlines HRW	£2499
1978 S reg Cortina 1600 L	Bermuda blue with matching interior, 10,000 miles from new	£3299
1979 Cortina 1600 L Estate	Venetian red with black interior, door mirror, rear wash wipe	£3999
1979 Cortina 1600 L 4-door	Nevada beige with chocolate trim, radio	£3599
1978 Cortina 1600 L 4-door	Diamond white with black cloth trim, one owner from new	£2999
1978 Cortina 2 litre GL	Nevada beige with chocolate interior, vinyl roof, radio	£3499
1979 Cortina GL Auto 2 litre	Venetian red with tan trim, sun roof, vinyl roof, tinted glass, door mirror, radio, stereo, our own demo car from new	£4999
1977 Model Cortina 2000 GL Estate	Bermuda blue with black cloth trim, SRW, radio	£3499
1978 Cortina 1600 GL Auto	Venetian red with black cloth trim, SRW and HRW, radio	£3669

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TAKE A BREAK FOR A SMILE...

Our cartoonist Pat Flood was inspired by the picture in the *Evening Post-Echo* recently of Luton's new cheer leaders. It prompted him to put pen to paper to produce this result — and we're sure you'll agree his work is outstanding.

Pat told us: "It's nice to see pre-match entertainment at Kenilworth Road and I envisaged the girls wearing the letters to make up the name "Luton" on their shirts.

"The problem was that I could imagine only four girls and thought one of the lads would volunteer to make up the numbers.



"Would it possibly be Bob Hatton? It would be only a temporary position, of course."

Our editor didn't hesitate to include Pat's work in this after-

noon's edition of the Luton magazine. We want you to enjoy your reading before, during and after the match and feel Pat's contribution is excellent.

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ALL READY FOR HOLLAND

Our youth team players are looking forward to May when they will be off on their travels to compete in a youth tournament in Amsterdam.

Luton took part in the same tournament last season when they gained valuable experience playing against Continental teams.

Most of our youngsters are pictured here, augmented by Graham Jones, Andy Pearson and Wayne Turner who have figured in our first team this season.



A FIRM 'NO' TO FRIDAY SOCCER

Your views on Friday soccer at Kenilworth Road all took the same trend — please stick to Saturday. We asked for your opinions after playing Cardiff on a Friday evening and while attendance — 9,000 — was only slightly below average, all the fans who wrote to us favour the traditional Saturday.

One supporter wrote saying that, although he watched our game against Cardiff, it gave him the opportunity of seeing Leicester City play Shrewsbury the following day. He obviously likes his football — but added that the quality of the entertainment at Filbert Street didn't match ours.

Other fans mentioned the difficulties Friday soccer provides for the local shiftworkers. They argue that working on Friday evening denied them the opportunity of watching the Town if games weren't played on Saturday. Others said they had to leave work early to get to the ground in time for the kick-off. Those are all views we will consider when planning our programme for next season.

A COLLECTOR'S ITEM

In addition to the vast range of souvenirs stocked in our own kiosks inside the stadium, we often hear from other clubs who have various items to offer the keen collector. Chester have informed us they have a supply of lapel badges after a break of several years. If any fan of ours would like to add to their collections, the badges can be obtained from Chester FC, the Stadium, Sealand Road, Chester CH1 4LW.

RESERVE REPORT

By
GEORGE ROGERS

hard but with ten minutes left, a back pass went straight to a Stevenage forward who made no mistake to give them the points. Team: Phelps, Greene, McCreary, Foote, Piotrowski, Evershed, Cosby, Harding, Cole, Small, Brammer, Couttie, Walker.

REACHING FOR THE TOP

During the Easter holidays, many boys will travel to various Football League clubs for final trials, hoping they will be invited to join the staff as apprentices when they leave school in the summer. For those who do not quite make it, it is not the end as many lads return the following season and prove, by their efforts and ability, that they have the qualities to make the grade. We at Luton are no exception and boys will be arriving for training and coaching under John Moore and David Coates. Some younger boys who have shown promise and worked hard at Luton's coaching sessions at Stopsley Sports Centre will also be invited during the break.

KNOW YOUR YOUTH PLAYER

Today we focus Ray Brammer, one of the youngest of the apprentices who left Icknield School, Luton, last summer. He was a prominent member of the Limbury Boys Club, winning many trophies at every age group. Has represented the county at schoolboy and youth level and, while playing in these teams, was noticed by several members of the Town's scouts. Very good ball player and if he works hard should have a bright future.



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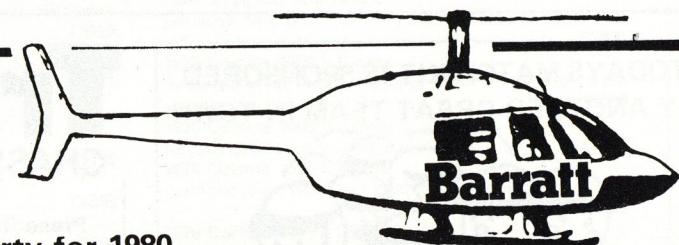
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HERE TODAY WATFORD

A season of struggle to maintain their previous excellent performances of winning promotion from the Fourth and Third Divisions in successive seasons has been overshadowed by Watford's superb FA Cup run.

Like Luton, Watford were eliminated from the Football League Cup by Third Division opposition when they were knocked out by Colchester United.

But not even their own fans could have anticipated the results their team were going to record in the FA Cup. Watford's eye-raising run began in January when, at Loftus Road, the Hornets recovered from conceding an early goal to win 2-1. The fourth round brought a tie against giant killers Harlow Town when, in a nailbiting finale, Watford just beat their non-league opposition 4-3.

That was nothing, however, compared to their next result. Not even the most ardent Watford fan could have expected much change when the draw paired them with Wolves at Molineux. But Graham Taylor's warriors rose magnificently to the challenge by crushing the First Division side 3-0.

But the quarter finals provided a cruel finale for Watford when, after pounding away at Arsenal for 45 minutes, the Gunners' experience finally told when they won — but only by 2-1.

That defeat left Watford clear to concentrate on their bid for Second Division

survival after making tremendous strides since the club appointed Taylor to succeed Mike Keen — a former Luton player — as manager.

They won the Fourth Division Championship in 1978 and sampled Second Division soccer again this season after finishing runners up in Division Three.

Perhaps Watford fans expected too much in such a short time. Taylor had always emphasised that there was no such thing as automatic promotion despite their previous success and, for most of this season, the Hornets have struggled in the lower reaches of the Second Division.

But the yo-yo form throughout the Second Division this season was emphasised when Watford recently travelled to the fancied Newcastle to win 2-0 — the Geordies' first home defeat — and then won a valuable point at Queens Park Rangers to add fuel to the argument that Watford have always been too good to go down.

Taylor certainly hasn't been frightened to spend money in his bid to keep Watford in Division Two. He first looked to Brighton for a striker and paid them £120,000 for Malcolm Poskett, and then bought 'keeper Eric Steele from the same club in exchange for a £100,000 cheque.

Midfield was also strengthened when Taylor signed Sunderland's Wilf Rostron for £150,000, and Martin Patching from Wolves for £125,000. His spree was completed by another £150,000 transfer when

Mike Henderson arrived from Sunderland.

But it was obvious that Taylor would have to trim his staff to cater for the newcomers and departures included Keith Mercer (Southend), Andy Rankin (Huddersfield), Brian Pollard (Mansfield), Roger Joslyn (Reading) and former Luton defender, Alan Garner, who moved on to Portsmouth to try for more promotion luck.

Taylor's rebuilding plans have been so complete that only four players, Ian Bolton, Luther Blissett, Dennis Booth and Ross Jenkins, remain at Vicarage Road from the club's Fourth Division Championship side.

Perhaps even Taylor and his chairman, entertainer Elton John, were surprised with their rapid progress during the last two seasons. But, despite this term's struggle as far as their League programme is concerned, there is still a feeling that Watford are on the right path in the long term.

One of their biggest assets is the support they can command and, even in the Fourth Division, their attendances were the envy of so many other clubs — including some in the Second Division.

Our first meeting this season, on Boxing Day, proved to be a nailbiting affair because, after both sides had failed to provide many clear-cut chances, Kirk Stevens knocked in the Luton winner with almost the last kick of the game.



Back row (left to right): Ross Jenkins, Ian Bolton, Steve Sherwood, Eric Steele, Steve Sims, Luther Blissett, Mick Henderson. Middle row: Billy Hails (physio/trainer), Sam Ellis (trainer/coach), Malcolm Poskett, Steve Terry, Trevor How, Martin Patching, Kenny Jackett, Keith Pritchett, Tom Whalley (trainer/coach), Pat Molley (assistant physio).

Front row: John Ward, Ray Train, Dennis Booth (captain), Graham Taylor (general manager), Steve Harrison, John Stirk, Wilf Rostron.

SPONSOR KIDS

200 children have been able to watch today's game free of charge thanks to the support and generosity of:



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FACE IN THE CROWD



There's a free ticket for our next home game against Shrewsbury a week today waiting for the lucky fan ringed in this picture — and it couldn't be more easier to claim it.

All you have to do is pop around to the ticket office after today's game and present yourself to assistant secretary Bill Bulter. If he can identify you, the ticket is yours. Easy isn't it?

AWAY TRAVEL

We are almost at the end of another long season and there are only three more away matches — at Chelsea (on Monday), Birmingham and Newcastle.

The faithful band of Bobbers Travel Club members will again be out in force at those matches. And you can join them on their travels by booking your coach seat in the Bobbers Club every Wednesday evening.

The remaining trips are:

		Adults	Children	Depart
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.

Coaches leave Luton and pick up at Cranfield, Marston and Bedford 60, 50 and 40 minutes earlier respectively.

ARE YOU ON
THE ITALIAN JOB?

DOWN MEMORY LANE

TONY GREGORY

Today, we feature one of the players to play for Luton and Watford. Tony was a member of the Bedfordshire youth side, and went on to play for England at that level. He later played for the county at senior level, before joining us on a part-time basis.

He became a full time player upon completion of his apprenticeship at Vauxhall Motors. He could play either centre forward or left wing, and was in our Cup Final side at Wembley in 1959. He had five seasons with us before joining Watford. He was also handy with the cricket bat, and was a regular player with Vauxhall Motors.



Picture : Luton News

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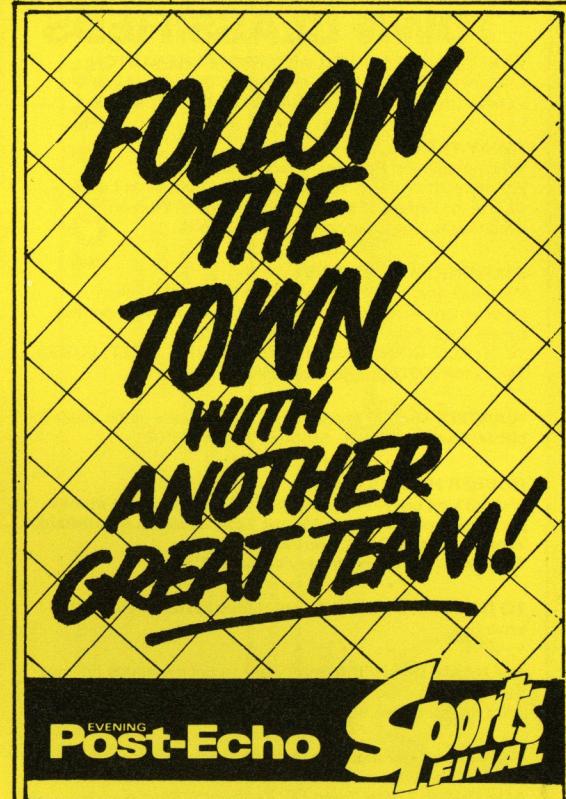
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TO DAVE AND ANDY A very Happy Easter to you both.
Love Sue.

MY NAME IS SHEILA and I want to get my hands on your hair, so bring it along to: Sheila Jane's Hairstylist, 266 Crawley Green Road. Phone 20877 for appointments.

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

FACTS AND FIGURES

DIVISION 2 HOT SHOTS (including League/FA Cups)

ALLEN, Q.P.R.

REILLY, Cambridge

VINTER, Wrexham

DUNGWORTH, Shrewsbury

HATTON, Luton Town

DAVIES, Fulham

16

16

16

15

14

13

FOOTBALL COMBINATION

LEAGUE DIVISION TWO TABLE 1979-80

Home										Away										Gis																		
P	W	D	L	F	A	Pts	App	F.A.	Gis	P	W	D	L	F	A	Pts	App	F.A.	Gis	P	W	D	L	F	A	Pts												
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Birmingham	34	12	3	23	13	6	4	27	17	6	7	5	82	42	49	Aizlewood	Birchenhall	1(1)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—				
Leicester City	34	13	4	27	17	6	5	16	25	41	+ 17	7	5	82	42	49	Birchenhall	Donahey	36	3	1	—	—	—	—	—	—	—	—	—	—	—	—	—	—			
Sunderland	34	13	4	28	11	2	8	17	26	41	+ 9	12	9	57	42	40	Donahey	Findlay	35	3	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—			
Newcastle Utd	35	13	3	29	11	2	8	23	23	40	+ 16	13	13	11	56	46	39	Findlay	Greatish	34	14	3	14	13	14	34	15	14	9	55	48	37	36	35	14	13		
Luton Town	35	7	9	23	17	6	5	21	21	6	5	9	21	21	39	+ 17	Southampton	35	13	13	11	69	37	30	15	14	9	55	48	37	36	35	14	13				
O.P.R.	35	9	7	2	41	21	5	3	14	18	37	+ 10	15	14	18	37	30	Aizlewood	Birchenhall	35	14	9	12	55	48	37	36	35	14	9	12	55	48	37	36	35		
West Ham Utd.	32	11	2	4	29	15	5	3	14	18	37	+ 10	15	14	18	37	30	West Ham	Bricknell	35	14	9	12	55	48	37	36	35	14	9	12	55	48	37	36	35		
Oldham Athletic	34	11	3	27	16	3	6	17	26	37	+ 3	13	14	7	10	62	59	36	West Ham	Bricknell	35	14	9	12	55	48	37	36	35	14	9	12	55	48	37	36	35	
Orient	35	7	6	4	26	20	5	6	17	19	36	+ 3	13	14	7	10	67	55	35	West Ham	Bricknell	35	14	9	12	55	48	37	36	35	14	9	12	55	48	37	36	35
Shrewsbury	35	11	3	34	15	5	0	13	16	29	35	+ 6	12	13	7	17	23	59	34	Leicester City	Bricknell	35	14	9	12	55	48	37	36	35	14	9	12	55	48	37	36	35
Wrexham	35	7	8	2	37	22	3	7	19	23	35	+ 1	12	13	7	17	23	59	34	Bristol Rovers	Bricknell	35	14	9	12	55	48	37	36	35	14	9	12	55	48	37	36	35
Cardiff City	35	10	3	4	19	13	4	4	10	16	28	35	+ 6	12	13	7	17	23	59	Bristol Rovers	Bricknell	35	14	9	12	55	48	37	36	35	14	9	12	55	48	37	36	35
Cambridge Utd.	35	8	6	3	27	16	3	7	16	26	34	+ 3	12	13	7	17	23	59	34	Cardiff City	Bricknell	35	14	9	12	55	48	37	36	35	14	9	12	55	48	37	36	35
Swansea City	35	11	0	7	27	19	2	7	18	30	33	+ 10	12	13	7	17	23	59	34	Swindon Town	Bricknell	35	14	9	12	55	48	37	36	35	14	9	12	55	48	37	36	35
Notts County	35	4	9	5	22	19	6	2	19	29	38	+ 12	12	13	7	17	23	59	34	Oxford United	Bricknell	35	14	9	12	55	48	37	36	35	14	9	12	55	48	37	36	35
Bristol Rovers	35	8	6	3	29	18	2	4	12	18	30	+ 10	12	13	7	17	23	59	34	Plymouth	Bricknell	35	14	9	12	55	48	37	36	35	14	9	12	55	48	37	36	35
Watford	35	5	6	5	18	22	1	5	11	18	41	+ 27	12	13	7	17	23	59	34	Orient	Bricknell	35	14	9	12	55	48	37	36	35	14	9	12	55	48	37	36	35
Fulham	34	3	4	10	14	25	4	3	10	20	36	+ 21	12	13	7	17	23	59	34	Hereford	Bricknell	35	14	9	12	55	48	37	36	35	14	9	12	55	48	37	36	35
Charlton	34	6	5	6	21	22	0	3	14	12	40	+ 20	12	13	7	17	23	59	34	Reading	Bricknell	35	14	9	12	55	48	37	36	35	14	9	12	55	48	37	36	35

LEAGUE DIVISION TWO FIXTURES 1979-80

Up to and incl. 24th March 1980

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Up to and incl. 24th March 1980

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Up to and incl. 24th March 1980

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THE TEAMS

LUTON TOWN

JOHN FINDLAY
KIRK STEPHENS
MAL DONAGHY
TONY GREALISH
MIKE SAXBY
PAUL PRICE
RICKY HILL
ALAN WEST
BRIAN STEIN
BOB HATTON
DAVID MOSS

WATFORD

1 ERIC STEELE
2 MICK HENDERSON
3 STEVE HARRISON
4 DENNIS BOOTH
5 STEVE SIMS
6 IAN BOLTON
7 LUTHER BLISSETT
8 MALCOLM POSKETT
9 ROSS JENKINS
10 RAY TRAIN
11 WILF ROSTRON
12

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LEAGUE DIVISION TWO
Saturday 12th April, 1980

**SHREWSBURY
TOWN**

Kick-off 3.00 p.m.

Tickets available from the Ticket Office