

# THE HATTER

OFFICIAL MATCH DAY MAGAZINE  
PRICE 30p



FOOTBALL LEAGUE DIVISION TWO  
Saturday 23rd August 1980 — K.O. 3.00

**LUTON TOWN v DERBY COUNTY**

TODAY'S MATCH IS SPONSORED BY:  
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A C T I O N . . A C T I O N



WEST HAM 1 LUTON TOWN 2



Victory on the opening day of the season is always sweet and, after surviving heavy pressure in the first half at Upton Park, Luton hit back to win with two penalties from David Moss after West Ham had taken the lead — again with a penalty — from Stewart.

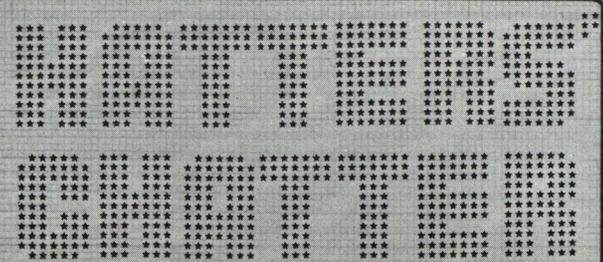
*Above:* Naddy Antic takes a tumble following a tackle by Billy Bonds.

*Below:* What, me ref? Mike Saxby raises his arms to prove he is innocent.

*Left:* David Moss looks delighted as Alan West congratulates him for his winning goal only two minutes from the end.

A C T I O N . . A C T I O N

Wallspan  
Bedrooms



Wallspan  
Bedrooms

### WELCOME TO TODAY'S SPONSOR

This afternoon's match sponsors, Shaw and Kilburn, trace their history back to 1917 when Drysdale Kilburn and H. O. N. Shaw decided to enter the retail motor business and found suitable premises in Wardour Street, London. The World War was at its height and Messrs Shaw and Kilburn decided to turn the building into a temporary factory making shells and aircraft parts.

Eventually, their staff of over 700 were turning out 5,000 shells a week — all within 400 yards of Picadilly Circus! When peace was eventually declared, the premises were converted to the sales and servicing of cars. Agencies were acquired for the American Hudson and, in 1920, Shaw and Kilburn also became Vauxhall dealers.

During 1925, Shaw and Kilburn also began to expand outside London. Their first acquisition was West End Motors in Dunstable Road, Luton, at the bottom of Beech Hill. It was owned by the late Bill Powers who remained with the company for 30 years and became assistant managing director.

Premises in Warwick Street, Luton, were developed in 1934 but, three years later, the company moved to their current site in Dunstable Road. By 1939, the premises were taken over by the army as a workshop. In the 1950s, Shaw and Kilburn was acquired by Sears Holdings, one of Britain's largest groups, which now includes Selfridges, the British Shoe Corporation, Garrards and Mappin and Webb.

Shaw and Kilburn are also responsible for sponsoring the 10th Luton Musical Pageant which will be staged at Kenilworth Road on 13th September. More details of this event will be published in future match day magazines.

### BEAR WITH US

Supporters may have read in the local Press that Bedfordshire County Council have given themselves planning permission to develop the Luton/Dunstable relief road which runs behind our main stand.

The effect of this may be the compulsory purchase of the majority of land now enjoyed by the club for coach and car parking. If the council's programme is on target, we should lose the use of this land within a short period of time. This has required us to make contingency plans which some supporters may find inconvenient. We hope you will bear with us during this difficult period.

### TICKET OFFICE NEWS

We have received many enquiries about our decision to abandon the 85p Bobbers Stand admittance for senior citizens. This move was taken simply because a better deal was offered under the senior citizens' members ticket which, at a cost of £15, represents a price of 71p for every home Second Division match in addition to free entry for Football Combination games with the benefit of being able to walk immediately to a seat without having to arrive early. The same deal was offered to Junior Hatters Club members.

The members ticket scheme has proved to be an outstanding success with sales up by almost 500 per cent on the corresponding period last season. Volume of sales has meant that, apart from a few seats, all accommodation in the stands has been allocated by unprecedented demand. However, we have extended the deadline date for application for standing members tickets to cater for supporters returning from holiday. They are priced at £25 with a £10 reduction for senior citizens, students and juveniles. The prices mean you can miss half the home games in a season and still show a profit, but even accommodation in the standing areas is becoming limited.

The ticket office is open from 9.30 a.m. until 4.30 p.m. on weekdays unless there is a first team game when we are open until kick-off time. On Saturday first team games, the office is open from 9.30 a.m. until kick-off and for 30 minutes at the end of the game although, on certain occasions, this may not be possible.

We apologise to our fans who were unable to obtain stand tickets for the game at West Ham last Saturday. After many requests, we managed to obtain 200 tickets when we could have sold 1,000.

### DERBY CALLING

We have been asked to make this afternoon's visiting fans aware of the existence of the London branch of the Derby County Supporters Club. The branch has been in existence for one year and anyone interested in joining should contact: T. Wighman, 8 Clifton Close, Loftin Way, Chelmsford, Essex CM2 9TU.

### HOW WE CATER FOR YOU

Do you know that our catering manager Clive Hustwitt operates a highly successful restaurant service in the Kenilworth Suite at lunchtime during the week? The service offers good food in comfortable surroundings which is also reflected in the prices we charge.

The Kenilworth Suite is also the ideal venue for large or small conferences — in conjunction with the Hatters Club, Vice Presidents' Lounge and Directors' Suite — Press receptions, exhibitions, personnel drives, banquets or dinner and cabaret.

Our service is personal which, coupled with good service, makes Luton's facilities the best in the area if you are looking for something extra. For further details, contact Clive Hustwitt on Luton 411526.

### TODAY'S REFEREE

LEWIS, RAY (Great Bookham, Surrey). Commenced refereeing in the Kingston and District League in 1962 and progressed through the Isthmian League to the Football League list. Was Senior Linesman at a UEFA Cup Quarter Final tie — Levski Spartak (Bulgaria) v Barcelona (Spain), and FA Cup Semi-Final 1977.

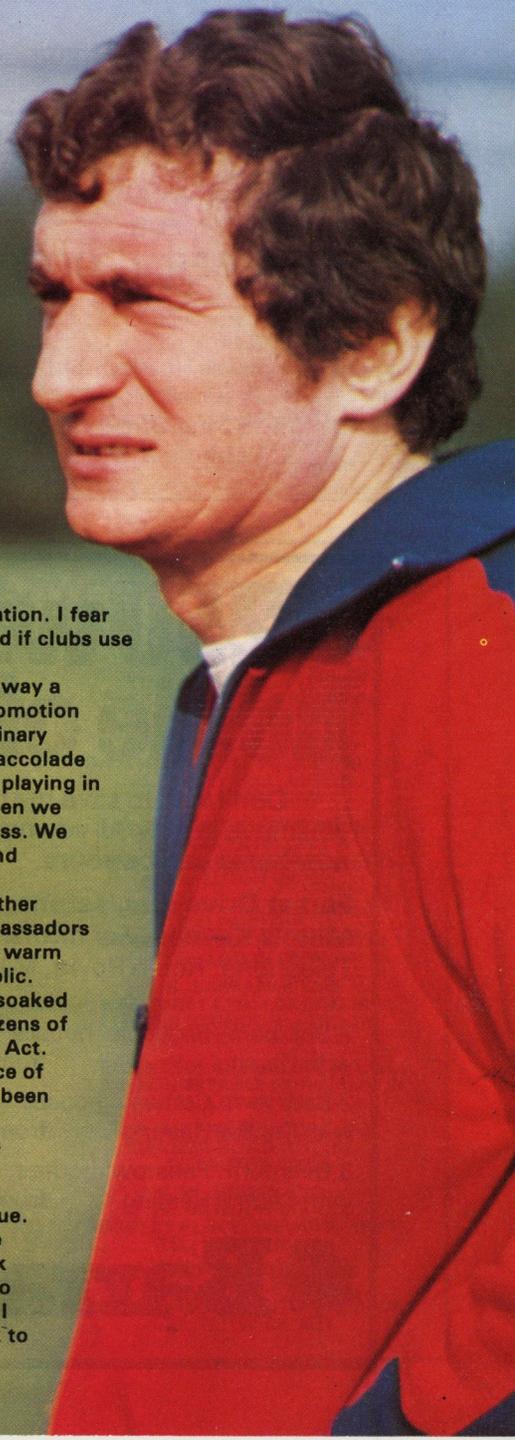
A married man, with one daughter, he is an Area Catering Executive who likes reading and playing bowls.

A warm welcome is extended today to Second Division newcomers Derby County who are tipped by many to make a quick return to the First. I am sure John Newman and Colin Addison will know only too well how difficult it will be to win a top three spot because the competition looks tough. They certainly have much talent within their ranks including former Luton players Alan Biley and Steve Buckley in addition to impressive signings Keith Osgood, Gerry Daley, Barry Powell and Dave Swindlehurst.

With the season underway we can reflect on our pre-season preparations as we worked hard to produce a successful unit. Last year, we travelled to Northern Ireland to play Larne and Crusaders. This time, we stayed on the Isle of Wight for a four-day training spell and won matches against Bournemouth, Poole and Reading before returning to beat Crystal Palace at Kenilworth Road. We have not gained any false confidence from those games but are quietly looking forward to another season of Second Division competition. We hope we can reproduce football of a quality good enough to attract spectators during the current recession.

Football has enough problems of its own creation without having the additional ones of bread and butter

# DAVID'S DIARY



supporters finding it increasingly difficult with unemployment and inflation. I fear that attendances throughout the country could suffer considerably. And if clubs use boring defensive tactics they will drive supporters away more quickly.

We shall continue to create rather than destroy and trust we can tuck away a few more goals than last season to put us into one of those coveted promotion places. One of the most pleasing aspects of last season was our disciplinary record — the best in the Football League. Our youth team also won an accolade when they won an award for the most sporting team on the pitch after playing in a tournament in Holland. Our image in this respect does matter and when we visited local schools last season the exercise proved to be a huge success. We trained at Streetfield School, Caddington, Halyard School, Leagrave, and Northfields, Dunstable. The response was excellent.

Our first team squad and most of the juniors have attended fetes and other functions throughout the close-season and have been outstanding ambassadors for themselves and the club. It is always a pleasure to receive letters of warm appreciation for our efforts to increase our image in the eyes of the public. During the summer, the stadium has resembled a battleground as rain-soaked workers grafted to replace crush barriers, install adequate exits and dozens of other things which were necessary under the Safety of Sports Grounds Act. The work has been expensive and I am sure we all realise the importance of watching the game without fear of accident. Our stadium capacity has been reduced and, in consequence, match day admission prices have been increased. The cost of the work — even with Government grants — has been considerable.

However, a scheme was introduced which makes our members' ticket prices very attractive and the best value for money in the Football League. Many people have taken advantage of the offer and I sincerely hope we can give you positive football during a season to remember. I would ask you to get behind the team, particularly when things are not running too smoothly. The players appreciate and respond to your backing. Finally, I ask our supporters who will make the long trip to Newcastle next week to remember your good record and maintain it.



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# John's Journal

A strange legend surrounds our visitors today. Whether true or false it makes one think and is supposed to have started in 1895 when it was decided to make the Baseball Ground their headquarters when gypsies were encamped on the site. As they were being removed one of them uttered a curse. It was to the effect that Derby County would never win anything and, until 1946, it worked. Jack Nicholas, then the captain of the club, visited another gypsy encampment and had the curse lifted. Derby immediately won the FA Cup. True or false, who knows?

I suppose older supporters will remember what I think was one of the best club forward lines just after the war — Sammy Crooks, Horatio Carter, Jack Stamps, Peter Doherty and Dally Duncan. I had pleasure of watching them play at Luton and they were something special. I also was fortunate enough to play one match in our 'A' team behind Dally Duncan who was Luton's manager at the time. What he couldn't do with his left foot was nobody's

business. I had a very hard job to concentrate on the game as I was amazed at the trickery he performed even in the twilight of his career. County also seem to have a liking for Luton player, Jesse Pye, Bruce Rioch, Steve Buckley and Alan Biley (via Cambridge United) have, or are, playing there but I can recall only Ian Buxton joining us.

One change of date supporters might like to make a note of is Friday 19th December. That is the night we have agreed to play at Shrewsbury Town. As it is the weekend before Christmas when attendances are usually low, Shrewsbury seem to think that they will get a better attendance by playing in the evening.

The Secretaries, Managers and Coaches Association have circulated a booklet to all Football League clubs, the Football Association and PFA. Entitled the *Fight For Survival*, I feel some of the points they raise should be implemented immediately. They argue clubs should be allowed to play on either Friday, Saturday or Sunday — whichever

would be beneficial to supporters. They also recommend referees' red and yellow cards should be abolished with referees being given freedom to speak freely to players and officials before and after matches.

Other points raise the question of awarding three points for a victory, none for a scoreless draw, with FA Cup Final tickets being distributed according to the club's average attendance. The document also raises the point of Third and Fourth Division clubs being regionalised to save travelling costs. Many other points were raised and clubs will be given the opportunity to air their views at a special seminar in October.

Suicidal transfer fees and plummeting attendances are only two of the problems within the game and unless something is done to halt it, I believe football as we know it will gradually fade away. It may sound morbid, but something has to be done — and quickly.

John Wilkinson Secretary

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Available soon, the revolutionary 1 bedroom 'Mayfair Mews' house — price release imminent.



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# JUNIOR HATTERS



The Junior Hatters Club has taken off — with the help of the Evening Post-Echo. As you may have read in last night's edition, the Evening Post-Echo has given the Junior Hatters Club a tremendous boost with a unique sponsorship deal which will enable us to attract more youngsters to our home games.

Luton Town and the Evening Post-Echo strongly believe that anything which can help youngsters watch football in safety should be applauded and that is why we welcome their support and assistance with the Junior Hatters Club.

With the Evening Post-Echo's help, we offer local children in the area the opportunity of watching our home matches free of charge. Colin Ball, our youth development officer, is responsible for the liaison between the club and local schools and youth organisations. A special enclosure at the Oak Road end of the stadium has been reserved exclusively for Junior Hatters Club

members who can watch home games for only 75p.

Parents now realise that their children can watch Football League soccer in complete safety under the Junior Hatters Scheme and we are extremely grateful to the Evening Post-Echo for their involvement with us.

Transport for our weekly guests will be provided free of charge to and from games, and we plan to provide refreshment kiosks and souvenir shops in your special enclosure.

Trevor Wade, editor of the Evening Post-Echo, said: "We welcome the opportunity of helping Luton Town in their ambitious plans to attract youngsters to their games. The scheme has great potential and we are pleased to be strongly connected with any move which enables youngsters to watch games in safety. As the leading newspaper in the area, we will watch the results of Luton's ambitious experiment with much interest."

John Smith, Luton's chief executive

and general manager, was the architect behind the Evening Post-Echo's involvement. He said: "We are deeply grateful for the assistance they have given us. We are strongly involved with sponsorship in many ways and feel this specific scheme not only protects the club's future but enables us to develop a much higher level of support and loyalty not previously evident."

The first meeting of the re-vamped Junior Hatters Club will be held on Monday in the Hatters Club when we hope most members will be able to attend. We are fortunate because we have the assistance of several adults to help the smooth running of your club, and some of them will be in attendance on Monday to assist in the distribution of autographed photographs and lapel badges.

We take this opportunity of reminding potential members that they can watch first team games for only 75p on production of their membership card at the turnstile. A letter to Colin Ball will provide you with all the details and benefits of joining.

We welcomed guests from various youth organisations for the match against Watford on Tuesday. Young people from the Putteridge Recreation Centre and the Bedford Holiday coaching course.

Finally, we congratulate the following members whose birthdays are as follows: Niles Tailor, 2 Brantwood Road, Luton. 20th Aug (808165); Carl O'Keefe, 8 Medway Road, Grove Hill, Hemel Hempstead, 21st Aug (8081178); Andrew Durn, 23 Warden Hill Road, Luton. 25th Aug (808187); Stuart Kelly, 25 Ringwood Road, Luton. 26th Aug (808113); Andrew Mascoll, 30 Farley Hill, Luton. 26th Aug (8081103); Nigel Pattison, 17 Cranfield Road, Woburn Sands, Milton Keynes. 26th Aug (808179); Christopher Fernley, 17 Flamsteadbury Lane, Redbourne. 28th Aug (8081195); Ian Milligan, 1 Easingwold Gardens, Luton. 21st Aug (8081214).



Left to right: Luton chief executive John Smith, Evening Post-Echo editor Trevor Wade, Evening Post-Echo assistant managing director John Rees, Luton advertising manager Mike Beevor and youth development officer Colin Ball are all smiles after finalising the sponsorship deal.

## WHICH SIDE WAS HE ON

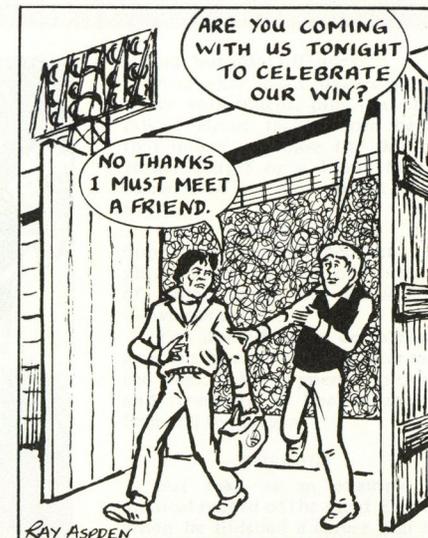
EPISODE 2



THE STORY SO FAR ...  
YOUNG "BOBBIN" DINO, THE NEW MYSTERIOUS FOREIGN SIGNING FOR LEATOWN, HAD BEEN HANDED A SECRET MESSAGE ...!



TERRORISTS FROM HOME ARE HERE IN ENGLAND!



ARE YOU COMING WITH US TONIGHT TO CELEBRATE OUR WIN?

NO THANKS I MUST MEET A FRIEND.

RAY ASPDEN

THAT NIGHT BOBBIN WAITED ALONE AT THE MEETING PLACE.



I FEEL DANGER HERE.

SUDDENLY, MEN LEAPT OUT FROM THE SHADOWS!



HEY WAIT I'M ON YOUR SIDE!

MEANWHILE AT LEATOWN POLICE H.Q., "SQUID" OF M16 WATCHED A VIDEO OF THAT AFTERNOONS MATCH.



YES, I SEE CONTACT WAS MADE. SO WHERE IS THE LAD NOW?



BOBBIN WAS A CAPTIVE.

I THINK YOU KNOW WHAT WE WANT!

I CAN GUESS.

MORE THRILLS NEXT MATCH PROGRAMME!



# The 10th Luton Musical Pageant

In aid of the Army Benevolent Fund and the Luton Royal British Legion

**On Saturday 13th September at 7.30 p.m.  
at the Luton Town F.C. ground, Kenilworth Road**

- ★ Top military bands in a magnificent display of colour and pageantry.
- ★ Superb entertainment for the whole family.
- ★ Tickets 50p (standing), £2.00, £2.25, £2.50, £5.00
- ★ Order yours now at the Shaw & Kilburn showrooms Dunstable Road.  
Or ring or write to: Mrs Gail Cronshaw, Shaw & Kilburn, Dunstable Road,  
Luton Telephone 55944.

**SPONSORED BY SHAW & KILBURN OF LUTON**

Ask around the game whether our referees should turn professional and nine times out of ten you'll be told: Calling them professionals and paying them more money won't make them any better.

If that's not a negative answer, what is?

Sure, such a scheme would throw up many problems to be ironed out. For instance would some of our established referees, as well as those still climbing the ladder, be frightened off by their belief that they would have to join the dole queue if the League struck them off their list.

Add to that 46 as the current age of retirement.

Then there is a feeling that some referees might lose their honesty and fair judgment because their bread and butter was at stake.

True, right now it doesn't matter how bad a report a referee gets. On the Monday morning he is back to normal work and able to provide for his family.

But suggesting that paying them more isn't going to improve things is the daftest attitude.

That is not the object of the exercise that has been repeatedly proposed.

## TIME

Buying their time is the vital factor. Time to study the game. Time to learn how the less obvious 'professional fouls' are worked on. Time to learn much more about methods of obstruction and other dodges that are easily got away with. Time to learn how coaches are drilling their players in the art of turning the 10-yard law for free-kicks into a comedy. Time to listen and learn from players, coaches and managers. Most important of all, time to earn respect instead of having to demand it. And wiping away that question we have all asked: 'I wonder if that ref' knows the difference between a kick-off and a bully-off?'

All referees are human beings. The very best can have a very bad day. But how many can stand up to be counted when it comes to managers and coaches saying this about them: 'Well, whatever I first believed had happened, I thought to myself that guy's a good ref! so I'm inclined to believe him.'

That has happened to people like Clive Thomas and Pat Partridge. How many others?

Not that they haven't tried their damndest to do a good job. But have they had the time to study and learn?

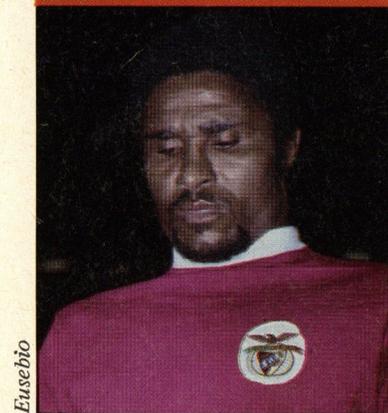
How many times have we seen yellow cards waved around for

Clive Thomas



# PRO REFS

by Eric Nicholls



Eusebio

stupid, but mini offences?

And what about players going in above shin height, plus that much talked about tackle from behind that unless you have the skill of a Johan Cruyff or a Franz Beckenbauer is 90 per cent certain to be a foul?

Aren't these things more important to be stamped out than a player using a couple of words out of order when the tension has blown his cool?

You don't have to be told what happens as soon as a real star takes the field. It has happened to Cruyff and Neeskens, to Beckenbauer, to Pele and to Keegan.

## EUSEBIO

But take as an example the medical record of the great Eusebio. When he finished a career that had entertained billions, his legs were left looking like something plastic from Madame Tussaud's. Because injury after injury, mostly caused by the boots of lesser mortals, had led to seven operations.

Torn tendons removed. Scars running across his legs like a noughts and crosses blackboard. Pieces of muscle absent without leave and knees that in shape and form would have been enough for him to fail a medical had he wanted to join the army.

So referees didn't try to chop him out of the game. So how can they be blamed? No, blame is the wrong word, but now we are back to *time*, that more important word, time to learn what is really going on out there.

We play our football hard. To us it is a game for men and boys, not for little girls. Happily, we still have the reputation on the Continent, helped and confirmed by our behaviour in Italy, of being hard but open.

The Professional Footballers' Association, and the coaches, are only too willing to take part in talking and practical sessions to help to bring about a situation where more is understood by each about the other.

But what do the referees do about this? Even Clive Thomas has publicly criticised his fellow whistlers for prattling on about unimportant matters at their own meetings.

Buying their time wouldn't produce five-star ratings overnight. But it must be worth a try, even if it was for an experimental period with a small selected experimental group.

The whistle is in your hands Referees! Maybe you should start blowing it in the right places.

WORLD LEADER



# Rothmans King Size

THE GREATEST NAME IN CIGARETTES

the best tobacco money can buy



MIDDLE TAR As defined in H.M. Government Tables.

H.M. Government Health Departments' WARNING:  
CIGARETTES CAN SERIOUSLY DAMAGE YOUR HEALTH

# IN FOCUS

There won't be many Luton fans who haven't heard of Bob Readhead. He has been connected with the club for 50 years in various capacities and is now responsible for running the Bobbers Club. Bobbers Travel Club official Steve Russell presents Bob with a trophy for his unique record.

Picture: Gareth Owen



# HAVE YOU EVER TASTED TIGER?

Tiger Bitter is now at Luton Town Football Club.

Tiger from Everards. A cool and satisfying way to quench a thirst.

Next time you go to the bar, ask for a Tiger.

You won't know what you've been missing until you try it.



**EVERARDS FINE BEERS.**  
**Top of the thirst division.**



## You can't lose whichever side you choose

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WELCOME TO

# DERBY COUNTY

Alan Biley and Steve Buckley return to Kenilworth Road this afternoon after a summer of disappointment for their manager, Derby boss Colin Addison.

After winning the First Division Championship in 1971 under Brian Clough and in 1975 under Dave Mackay, Derby suffered the embarrassment of being relegated to Division Two at the end of last season after a break of over 10 years.

Addison was bitterly disappointed — and annoyed — when he failed to sign 25-year-old Bolton defender Sam Allardyce in a determined bid to bounce back to the First Division at the first attempt.

Allardyce rejected a move to Norwich City in favour of Derby — but then signed for Sunderland just as Addison believed he had got his man.

Addison believed that Derby's close-season takings of £400,000 in season tickets was the reason which prompted Allardyce to decide to join Derby for £150,000. It was an impressive figure, but the Derby manager was rocked when Allardyce suddenly announced he had decided to join Sunderland.

Addison went on record as saying: "We talk of ethics, principles and morals, but Allardyce has sacrificed those after giving me his word. When Sunderland manager Ken Knighton rang me to say he was signing Allardyce, I thought he was joking."

Allardyce explained his decision by saying: "I feel terrible for Colin, but it's my future at stake and Sunderland are one of the clubs I have always dreamed of joining."

But, having shrugged off that disappointment, Addison did manage to complete one deal when he persuaded keeper Roger Jones, formerly with Stoke, Bournemouth, Blackburn Rovers and Newcastle, to move to the Baseball Ground. Jones and Steve Cherry, who made his debut last February after appearing for England at youth international level, will compete for the keeper's position.

Luton fans will need no introduction to full back Buckley, a £180,000 purchase from the Town in 1978. An aggressive overlapping player, Buckley was named Derby's Player of the Year last season.

Central defenders Aiden McAffrey (bought for £45,000 from Newcastle in 1978), Keith Osgood — a £150,000 arrival from Coventry City last October — and £150,000 signing from Middlesbrough Alan Ramage, help to complete the last line of defence with Roy McFarland.

With 27 full England caps under his belt, McFarland would surely have won more but for injury. An immaculate player when fully fit, McFarland has won two Championship medals with Derby after joining them from Tranmere Rovers in 1968. He was badly missed for most of last season with injury.

Addison has the benefit of a strong looking midfield department led by England Under-23 international Steve Powell, who is equally at home in the back four. Signed straight from school in 1971, he was the youngest player to appear in Derby's senior side when, on 23rd October 1971, he was only 16

years and 33 days old and also missed a major part of last season through injury.

Dublin-born Gerry Daly is one of the most flamboyant figures at the Baseball Ground after being signed for a big fee from Manchester United in March 1977. Another midfielder, Barry Powell, was a then record £350,000 signing from Coventry last October. He was previously with Wolves.

Biley is another player who is no stranger to Luton. He was given a free transfer several seasons ago and joined Cambridge United where he scored consistently. Addison had to exchange a cheque for £350,000 to secure his transfer last season.

Derby's biggest fee was reserved for Dave Swindlehurst, who arrived for £400,000 and has since formed a good understanding with Biley. Kevin Wilson made his debut against Liverpool at Anfield. The other big name striker is Colin Duncan, the former Scottish international who was also hit by injury last season.

*Back row (left to right):* Colin Addison (Manager), Richie Norman (Reserve Team coach), Barry Powell, Steve Buckley, Roger Jones, Steve Cherry, Aiden McAffrey, Steve Emery, John Newman (Assistant Manager), Gordon Guthrie (Physio).

*Middle row:* Paul Emson, Steve Powell, Roy McFarland, Keith Osgood, Dave Swindlehurst, Alan Biley.

*Front row:* Jonathon Clark, Steve Carter, Kevin Wilson, Gerry Daly.



# Our Visitors

# Luton News



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# HOLMES

# Reserve Report

### Bromsgrove 3 Luton Town 1

Michael Small was made skipper for the day against his former club whose goal bore a charmed life throughout the 90 minutes. Our team also included Lilly Fuccillo, who played his first full 90 minutes since breaking his leg for a second time last October, Andy Beasley, a 16-year-old signed as an apprentice professional from Wolverhampton and Robert Atkins, a trialist from Leicester.

Smith put Bromsgrove two up inside the first 20 minutes, but Luton should have been in front at half-time considering the number of chances made and missed. The second period followed a similar pattern until Wayne Turner pulled one back, but Bromsgrove increased their lead with a goal from a blatantly offside position. Although the Bromsgrove keeper played well, the Town had only themselves to blame for squandering chances throughout the game. *Team:* Beesley, Woodward, Harriott, Aizlewood, Atkins, Turner, Madden, Fuccillo, Small, Smith, Pearson. *Sub:* Heath.

### Kettering 4 Luton Town 2

A much taller and physically stronger Kettering side wore down the Town's reserves after a bright opening 20 minutes in which Ingram, Bunn and Goodyear all went close. Flanagan and Phipps — with a crashing 25 yard shot — put Kettering

two up at half-time before they added two more after the break. Luton, however, never gave up and substitute Brammer gave Small the chance to pull two back. *Team:* Walker, Woodward, Goodyear, Harriott, Atkins, Pearson, Madden, Turner, Ingram, Bunn. *Subs:* Small, Brammer.

### Trowbridge 0 Luton Town 1

The reserves' long journey to Trowbridge was the result of a request from our former player, Alan Birchenall, now player/manager of the Southern League side.

Ray Brammer put Luton in front before half-time with a well taken goal following good work from Rob Johnson and Wayne Turner. Trowbridge fought hard on a very warm day but the Town's back four, with Seamus Heath playing as an emergency left back gave very little away. *Team:* Walker, Woodward, Goodyear, Harriott, Heath, Turner, Johnson, Madden, Small, Pearson, Brammer. *Sub:* Bunn.



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### PRINTING

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### PERSONAL

Good luck to David Pleat and the team for the 1980-81 season — Jock Wallace

*You can get your message in Town Classifieds for only 15p per word, £1 minimum payment. Send details with payments to Mike Beevor, Luton Town FC, Kenilworth Road, Luton.*

# LEAGUE TABLES POINTS ATTENDANCES



Home fixtures in **Bold** Luton score first Name in **Bold** = Scorer 'Figure = Number of Goals + Denotes substitute player \* Own Goal

Date	Fixture	Att.	Res.	Pts.	Pos.	1	2	3	4	5	6	7	8	9	10	11	12
Aug. 16	West Ham United	27,933	2-1														
Aug. 19	Watford	13,887	1-0														
Aug. 23	Derby County																
Aug. 27	Reading (LC 2-1st Leg)																
Aug. 30	Newcastle United																
Sept. 2	Reading (LC 2-2nd Leg)																
Sept. 6	Wrexham																
Sept. 13	Blackburn Rovers																
Sept. 20	Orient																
Sept. 24	League Cup 3																
Sept. 27	Grimsey Town																
Oct. 4	Notts County																
Oct. 7	Bristol City																
Oct. 11	Preston North End																
Oct. 18	Shrewsbury Town																
Oct. 21	Swansea City																
Oct. 25	Cambridge United																
Oct. 29	League Cup 4																
Nov. 1	Sheffield Wednesday																
Nov. 8	Queens Park Rangers																
Nov. 11	Watford																
Nov. 15	West Ham United																
Nov. 22	Cardiff City (1)																
Nov. 29	Bolton Wanderers																
Dec. 3	Oldham Athletic																
Dec. 6	Preston North End (2)																
Dec. 13	Shrewsbury Town																
Dec. 20	Chelsea																
Dec. 27	Bristol Rovers																
Jan. 3	F.A. Cup 3																
Jan. 10	Cardiff City																
Jan. 17	League Cup SF																
Jan. 24	Newcastle United																
Jan. 31	Derby County																
Feb. 7	Blackburn Rovers																
Feb. 14	Wrexham (5)																
Feb. 21	Grimsey Town																
Feb. 28	Orient																
Mar. 7	Notts County (6)																
Mar. 14	Bristol City (LCF)																
Mar. 21	Swansea City																
Mar. 28	Cambridge United																
Apr. 4	Sheffield Wednesday																
Apr. 11	Queens Park Rangers (SF)																
Apr. 17	Bristol Rovers																
Apr. 18	Chelsea																
Apr. 20	Oldham Athletic																
Apr. 21	Bolton Wanderers																
Apr. 25	F.A. Cup Final																
May 2																	
May 9																	



No penalty as Brian Stein goes down in the area at West Ham last Saturday.

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## FOOTBALL COMBINATION FIXTURES 1980-81

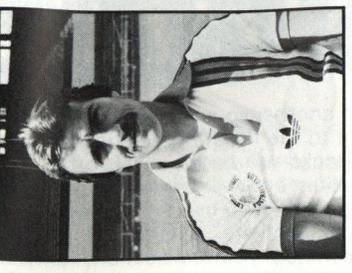
Aug. 16	Chelsea	19	Southampton
23	Ipswich Town	30	Arsenal
Sept. 20	Hereford United	42	Crystal Palace
27	Fulham	23	Orient
Oct. 4	Queens Park Rangers	9	Norwich City
11	Leicester United	18	Plymouth Argyle
27	Tottenham Hotspur	11	Oxford United
Nov. 8	Bristol City	10	Southampton
15	Chelsea	22	Cardiff City
22	Bristol Rovers	19	Birmingham City
29	Norwich City	23	Plymouth Argyle
Dec. 6	Reading	20	Swindon Town
13	Swindon Town	19	Cardiff City
Jan. 17	Arsenal	17	Arsenal
Feb. 2	Ipswich Town	14	Fulham
9	Hereford United	10	Hereford United
16	Orient	7	Crystal Palace
Mar. 7	Crystal Palace	7	Arsenal
14	West Ham United	21	West Ham United
21	West Ham United	26	Tottenham Hotspur
Apr. 4	Oxford United	11	Bristol City
11	Bristol City	18	Swindon Town
18	Swindon Town	21	Reading
25	Birmingham City	2	Birmingham City
May 2	Bristol Rovers		

## FINAL DIVISION TWO LEAGUE TABLE 1979-80

Home	Away	P	W	D	L	F	A	W	D	L	F	A	Pts
Leicester City	Aizlewood	42	12	5	4	32	19	9	8	4	26	19	55
Sunderland	Beasley	42	16	5	0	47	13	5	7	6	22	29	54
Birmingham City	Birchall	42	16	5	2	37	16	7	6	8	21	22	53
Chelsea	Brown	42	14	3	4	34	16	9	4	8	32	36	53
O.P.R.	Brammer	42	10	9	2	46	25	8	4	9	29	28	49
Luton Town	Bunn	42	9	10	2	36	17	7	7	7	30	28	49
West Ham Utd.	Coyle	42	13	2	6	40	23	3	10	8	21	30	44
Cambridge United	Cox	42	11	6	4	40	19	2	8	11	18	30	44
Newcastle United	Feenon	42	13	6	3	35	19	2	8	8	26	29	43
Preston N.E.	Harriott	42	10	3	30	23	4	4	9	8	26	29	43
Oldham Athletic	Heale	42	12	5	4	30	21	4	8	11	19	32	43
Swansea City	Hedge	42	13	1	7	31	20	4	6	13	19	30	41
Shrewsbury Town	Heath	42	12	3	6	41	23	6	2	13	19	30	41
Orient	Higgin	42	11	4	6	21	16	5	4	12	20	32	40
Cardiff City	Ingram	42	13	2	6	26	15	3	4	14	14	34	38
Wrexham	Jones	42	4	11	6	24	22	7	4	10	27	30	37
Notts County	Keane	42	9	6	6	27	18	3	7	11	12	28	37
Watford	Leah	42	8	4	8	4	33	23	2	5	14	17	41
Bristol Rovers	Madden	42	6	4	11	19	28	5	3	13	23	46	29
Fulham	Murphy	42	5	9	7	19	23	1	6	14	20	50	27
Burnley	Ollis	42	6	6	9	25	31	0	4	17	14	47	22
Charlton Athletic	Pearson	42	6	6	9	25	31	0	4	17	14	47	22

## FINAL FOOTBALL COMBINATION TABLE 1979-80

Home	Away	P	W	D	L	F	A	Pts
Tottenham	Aizlewood	42	27	9	7	88	53	53
Arsenal	Beasley	42	26	7	9	80	48	59
Norwich City	Birchall	42	24	11	7	80	40	59
Chelsea	Brown	42	23	9	10	66	53	53
Fulham	Brammer	42	19	13	10	69	48	51
Ipswich	Bunn	42	19	10	13	77	57	47
Bristol City	Coyle	42	20	7	15	67	70	47
O.P.R.	Cox	42	16	14	12	68	57	46
Southampton	Feenon	42	18	8	16	71	64	44
West Ham	Harriott	42	15	12	15	62	59	42
Birmingham	Heale	42	17	7	18	66	65	41
Leicester City	Hedge	42	12	13	16	53	41	41
Luton Town	Heath	42	13	17	13	55	69	39
Bristol Rov.	Higgin	42	12	13	17	63	71	37
C. Palace	Keane	42	11	12	19	53	67	34
Oxford	Leah	42	13	7	22	65	114	33
Reading	Madden	42	11	9	24	52	48	68
Cardiff City	Murphy	42	9	9	24	52	96	27
Swindon	Ollis	42	7	9	24	52	96	27
Plymouth	Pearson	42	7	9	24	52	96	27
Hereford	Phelps	42	7	8	27	48	88	23
Orient	Powell	42	7	8	27	48	88	23



David Moss — two goals at Upton Park last Saturday.

## TODAYS MASCOT

This afternoon's mascot is a late substitute for Junior Hatter Lee McCumiskey who is on holiday. David Harvey, of Sheringham Close, Luton, is 11 and a pupil at Warden Hill Junior School. He enjoys football and plays for his school, Warden Hill Cubs and St. Josephs. He likes chess and his favourite player is David Moss. Enjoy your afternoon, David.



## COMBINATION APPEARANCES & GOALSCORERS 1979-80

Player	App	Goals
Madden	31(1)	1
Murphy	9(2)	1
Ollis	21(1)	9
Pearson	33(2)	1
Phelps	1	1
Powell	1	1
Saxby	10	

# COMMERCIAL COMMENT

The National Association of Self Employed are now being assisted by us to operate a successful lottery, "Cheers". It is similar to the highly successful "Celebrate" and is another in the large range produced by Luton Sports Press.

Sales of Cheers will be sold in the Bedford area and will gradually expand throughout Suffolk, Norfolk and parts of Essex. Luton FC has a financial interest in the successful operation of Cheers and recommend our supporters to buy it on a regular basis.

We have opened another souvenir shop in Kenilworth Road. It is adjacent to the ticket office and will be open on match days. Stocks will be identical to the outlets sited inside the stadium and will primarily supply the requirements of supporters who use the Kenilworth Road and Bobbers Stand sections. During the week, the pools office staff can help you to select any items from our vast range of souvenirs but we regret this facility is not available on match days.

We welcome Bev Tyler to our staff. Bev is not unknown to us because he has helped for several years and has been involved in running the Junior Hatters Club and one of our souvenir kiosks.

Bev is our latest sales executive and completes our team of full time pools office staff. He replaces Mike Kit-chener who has been appointed commercial manager with Southern League club Aylesbury United. We wish Mike well in his new appointment and he leaves us with the knowledge that his vast experience gained with us should be a great asset to Aylesbury United.

Another youngster who has joined us on a full time basis since the end of last season is Roger Spicer who has been appointed as a collector salesman. He will be responsible for the North Herts territory.

We are certain he will greatly enhance our operations in the field where lottery tickets play an extremely important part in the financial security of Luton Town.

**MIKE HARDWICKE**  
Commercial Manager



Mike Hardwicke (second right) pictured with his team during a summer sales drive.

## WHITBREAD



## TROPHY BITTER

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# FLASHBACK

This week's feature is taken from a Luton v Derby County programme dated 17th April 1954.

We welcome Derby County on their first visit to Kenilworth Road in a Football League fixture. They have played here before today, however, in War time football, when in March 1946 they visited us in a League (South) fixture when the score was one goal each, also on 5th January in the same year when we received them in the F.A. Cup Third Round, in the first two legs, when they humbled us to the tune of six clear goals. In the return match at Derby the following Wednesday we lost by three clear goals, so without a doubt the County had every right to think they were fully entitled to go forward that year to the Fourth Round. As a matter of fact there was no stopping them that season for they went right through to Wembley where they beat Charlton Athletic by four goals to one, although the match went to extra time. In the League (South) they also did well, finishing fourth place, scoring no less than 111 goals in the 42 matches played.

Some of you here today might like to be reminded of the players taking part in that F.A. Cup match here when we lost so heavily, and here they are:

LUTON TOWN — Duke; Beach, Dunsmore; Goodyear, Vinal, Campbell; Daniel, Brice, D. Needham, Gardiner and Waugh.  
DERBY COUNTY — Boulton; Nicholas, Parr; Bullions, Leuty, Ward; Crooks, Carter, Stamps, Doherty and Morrison.  
Stamps (4), Crooks and Carter were the scorers.

"Dally" Duncan was not able to play that day due to an injury, but he was present at the match. We remember vividly, those of us who saw that match, the brilliant play of the Derby forward line, for Carter and Doherty were then at the height of their careers and their football was football "par excellence." We had a very difficult job to field a team just then for most of our lads were in the Forces, but we had no excuses for going down to a team which could play that brand of football. It was beautiful to watch, and our lads did well to keep the score against them as low as they did.

# Century Club

Some of us were fortunate enough to have been able to see several of our pre-season friendlies, and reflecting on what we saw, feel convinced we have an exciting season ahead. Determination and skills are there in plenty, so let us support with equal fervour.

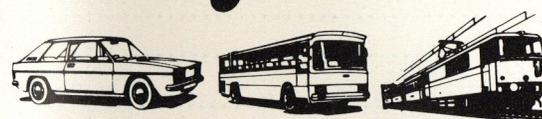
Still in a reflective mood, the memory of players staff and Century Club members who spent a busy two days at the Vauxhall Spectacular in June comes to mind. The sun, an infrequent visitor this year, shone obligingly, but within the football club marque, it was cool. Plenty of posters advertised the club, souvenirs and season tickets sold well. Throughout the day, films of the home internationals, and Luton Town games were shown on a giant screen — by courtesy of Mr R. Fitzpatrick, Pre Hotel, and Mr R. Ede, two very keen Luton Town Supporters.

The new Junior Hatters Club was launched, and a steady stream of youngsters completed their application forms and paid their subscriptions. On both days, the players gave demonstrations of football skills and training routines to large and appreciative audiences. Altogether, it was an excellent public relations exercise for the club.

We are pleased to report we once again have a full membership, and have been able to accommodate a few from our waiting list. We hope those unlucky this season will continue to maintain their interest, and perhaps visit us on guest tickets occasionally.

Today, we welcome Derby County, newcomers to Division Two this season. It is some time since we had contact with them, but we look forward to renewing our acquaintance, and to a good game.

# Away Travel



Follow the Town for their away games this season with the Bobbers Travel Club. This popular form of coach travel will operate again this season with extended ticket selling times. Tickets will be on sale in the Bobbers Club between 12.30 and 2.30 p.m. before Saturday home games and from 5 p.m. after matches. Tickets will also be on sale in the club every Wednesday evening. The full list of way trips is:

		Adult	Child**	Time
Aug 30	Newcastle	£7.25	£5.80	7.30 a.m.
Sept 13	Blackburn	£5.90	£4.70	9.00 a.m.
Sept 27	Grimsby	£4.30	£3.40	9.30 a.m.
Oct 7	Bristol City	£3.50	£2.80	2.30 p.m.
Oct 11*	Preston	£5.90	£4.70	9.00 a.m.
Oct 25	Cambridge	£2.50	£2.00	12.00 p.m.
Nov 8	QPR	£2.30	£1.80	12.00 p.m.
Nov 11	Watford	£2.00	£1.60	5.30 p.m.
Nov 22	Cardiff	£5.50	£4.40	9.30 a.m.
Dec 6	Oldham	£5.75	£4.60	9.30 a.m.
Dec 20	Shrewsbury	£4.50	£3.60	10.00 a.m.
Dec 27	Bristol Rovers	£3.50	£2.80	10.00 a.m.
Jan 31	Derby	£4.00	£3.20	11.00 a.m.
Feb 14	Wrexham	£5.30	£4.20	9.00 a.m.
Feb 28	Orient	£2.30	£1.80	12.00 p.m.
Mar 7	Notts County	£4.00	£3.20	11.00 a.m.
Mar 21	Swansea	£5.90	£4.70	9.00 a.m.
Apr 4	Sheffield Wed.	£4.75	£3.80	10.00 a.m.
Apr 20	Chelsea	£2.30	£1.80	11.30 a.m.
May 2	Bolton	£5.75	£4.60	9.30 a.m.

\*Oct. 11: After the game we travel to Blackpool for the lights. Adult fare is £6.90 — Child £5.50. Price includes Preston match.  
\*\*Child fare is for a person under 15 years, accompanied by a parent. Senior Citizens fare is the same as child fare. Time and prices may be subject to change.

# QUIZ SPOT

There are no prizes for recognising this week's former Luton player, Keith Barber. He gave us tremendous service for several seasons before moving on to Swansea City. He now runs a public house in Harpenden and has also been appointed manager of the local South Midlands League Club.

However, we want to know what you think Keith is saying to the opposing Wolves player. The first and most appropriate humorous answer to reach John Wilkinson, Luton Town FC, Kenilworth Road, Luton, by first post on Thursday 28th August, will win a club scarf.



# WHO'S PLAYING



## LUTON TOWN

- 1 JAKE FINDLAY
- 2 KIRK STEPHENS
- 3 MAL DONAGHY
- 4 TONY GREALISH
- 5 MIKE SAXBY
- 6 PAUL PRICE
- 7 RICKY HILL
- 8 BRIAN STEIN
- 9 STEVE WHITE
- 10 RADDY ANTIC
- 11 DAVID MOSS
- 12

## TEAM CHANGES

## DERBY COUNTY

- 1 ROGER JONES
- 2 STEVE EMERY
- 3 STEVE BUCKLEY
- 4 STEVE POWELL
- 5 ROY McFARLAND
- 6 ALAN RAMAGE
- 7 BARRY POWELL
- 8 JONATHON CLARK
- 9 ALAN BILEY
- 10 DAVE SWINDLEHURST
- 11 PAUL EMSON
- 12 KEITH WILSON

## TEAM CHANGES

## LUTON TOWN FOOTBALL CLUB MEMBERS' TICKETS 1980-81 — APPLICATION FORM

NAME .....

ADDRESS .....

TEL. No .....

BOBBERS STAND WING	£35.00		£15.00		£15.00	
MAIN STAND ENC.	£25.00		£15.00		£15.00	
OAK ROAD	£25.00		£15.00		£15.00	
KENILWORTH ROAD	£25.00		£15.00		£15.00	

- a: I require a total of ..... Tickets and I enclose my full remittance of £..... in settlement.
- b: Students: Must be attending College full time. Documentary evidence required.
- c: Juveniles: Age qualification is 15 and under.
- d: Senior Citizens: Pension book to be produced.



OFFICIAL  
**02**  
TOKEN

Saturday 23rd August 1980

**NEXT HOME MATCH**  
LEAGUE CUP ROUND TWO  
Second Leg  
Tuesday 2nd September 1980  
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Great Bookham  
LINESMEN:  
L. E. ARCHER  
High Wycombe  
(Red Flag)  
N. S. BUTLER London  
(Orange Flag)

