

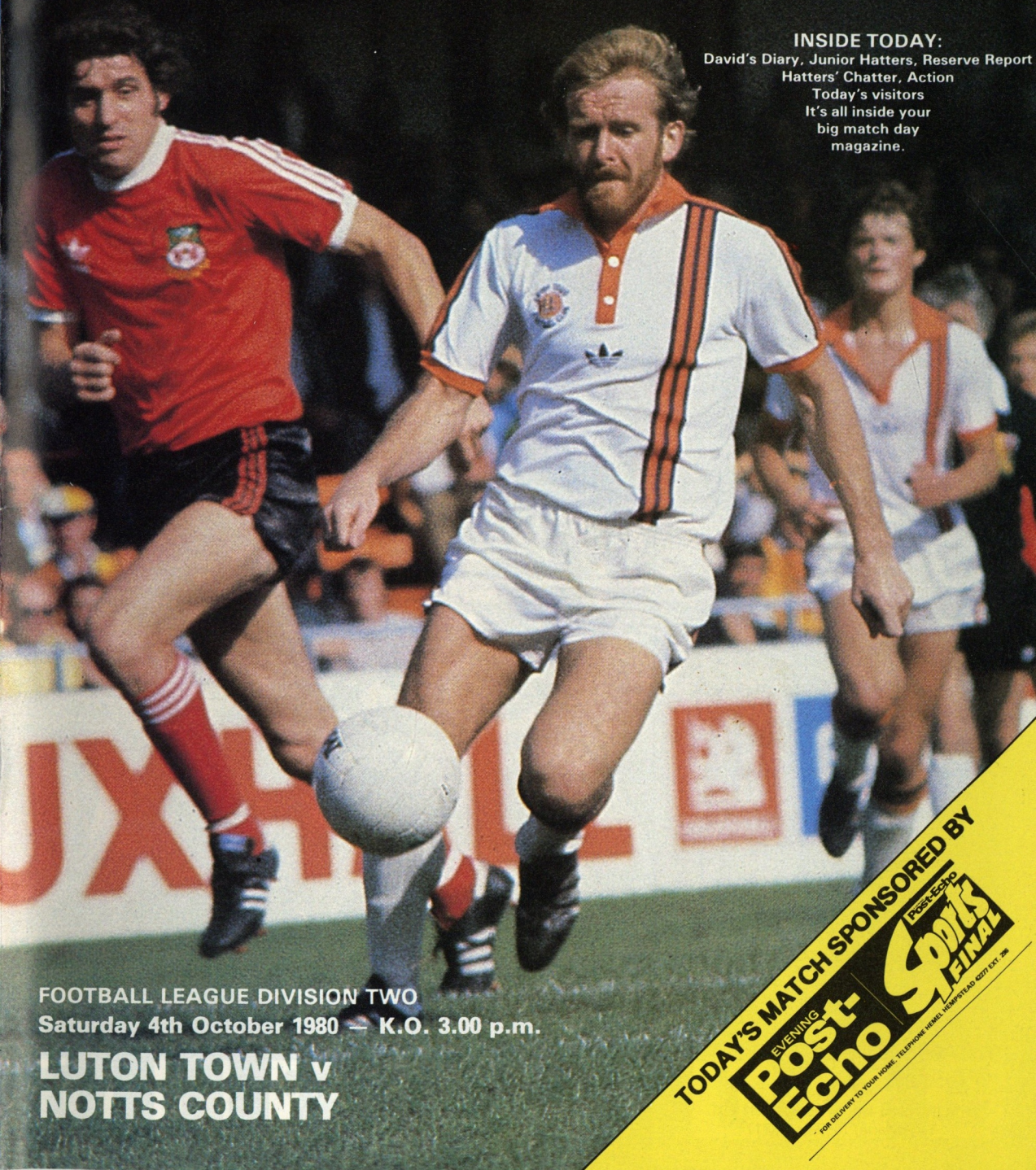
# THE HATTER

OFFICIAL MATCH DAY MAGAZINE  
PRICE 30p



## INSIDE TODAY:

David's Diary, Junior Hatters, Reserve Report  
Hatters' Chatter, Action  
Today's visitors  
It's all inside your  
big match day  
magazine.



FOOTBALL LEAGUE DIVISION TWO  
Saturday 4th October 1980 — K.O. 3.00 p.m.

**LUTON TOWN v  
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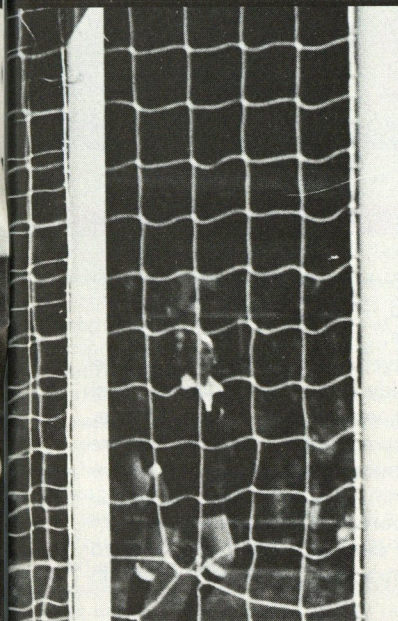
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Our last two home games in serious competitions brought mixed results. We beat Orient 2-1 when a goal in the last minute by Ricky Hill gave us two points. But, in our following game against Manchester City, we were eliminated from the Football League Cup when the First Division side won 2-1 in an extremely entertaining tussle.

*Left:* Orient 'keeper Mervyn Day snatches the ball off Raddy Antic's toe.

*Above:* Stranded . . . City 'keeper Joe Corrigan is left helpless after being beaten by Raddy Antic's superb free kick for our equaliser.

*Below:* On its way . . . Orient 'keeper Mervyn Day is beaten by Ricky Hill's effort which bounced down off the bar. Ricky followed up to knock the rebound into the net for our winner.

*Pictures:* David Satchell and Keith Dobney, Evening Post-Echo.



# ACTION . ACTION

## WELCOME TODAY'S SPONSORS

Our match sponsors this afternoon, the *Evening Post-Echo*, not only publish the local newspaper with the biggest circulation — they also take an active interest in our ambitious youth policy.

In addition to providing an unrivalled local news and sports service every day, the *Evening Post-Echo* have also backed our youth scheme with their sponsorship.

Through their generosity, hundreds of youngsters from local youth organisations have watched our home games free of charge from the special *Evening Post-Echo* enclosure at the Oak Road end of the stadium.

And that policy will continue until the end of the season as our youth development officer, Colin Ball, continues to promote the *Evening Post-Echo*'s valuable interest and support with local youth groups and schools.

But our youth scheme isn't the only important local theme developed by the *Evening Post-Echo*. As the major newspaper in the area, they pay particular attention to what's happening on the local scene.

Whether it's news or sport concerning Luton Town or the local junior teams and leagues, the *Evening Post-Echo* leads with a shining example.

There's also a bonus for local fans every Saturday evening with Sports Final, the big sports paper acclaimed by those with their pulse on the local scene.

Sports Final also contains all the day's racing results with a full SP in addition to a comprehensive pools check every Saturday.

If you want to track the local — and national scene — stay with the *Evening Post-Echo* and Sports Final. Telephone Hemel Hempstead 42277, extension 296, to place your regular order for a copy.

## PRE-MATCH ENTERTAINMENT

This afternoon's pre-match entertainment involves the final of our attractive six-a-side cricket tournament, generously sponsored by the *Evening Post-Echo* and *Bernards World of Sport*.

Six-a-side cricket has proved to be tremen-

dously popular at Kenilworth Road and, this afternoon Luton United — last season's winners — meet Luton Indians.

The game is played under normal MCC rules except that each side has only six players. Each fielder, with the exception of the wicketkeeper, must bowl two overs, and the innings is completed when 10 overs have been bowled — always assuming the opponents last that long.

We take this opportunity of thanking the *Evening Post-Echo* and *Bernards World of Sport* for sponsoring this attractive pre-match entertainment.

## SUPPORT THIS WORTHY CAUSE

The Tewin and Welwyn Friends of the Imperial Cancer Research Fund are organising a collection around the ground during this afternoon's match.

Thousands of people suffer from this terrible disease and we would appeal to you to give the collection your generous support.

## A BONUS FOR SEASON TICKET HOLDERS

There will shortly be a bonus for holders of our members' tickets at Kenilworth Road.

We intend to circulate everyone with a newsletter giving details of special offers from some of our commercial supporters which could drop just in time for Christmas. Interested? Stay tuned to your GPO deliveries for further details of how you can benefit from being a members' ticket holder.

We also take this opportunity of advising season ticket holders of the facilities offered to you in the Hatters Club BEFORE every home first team game.

For only £3, you can become a member of the Season Ticket Holders Club and enjoy a pre-match drink with your friends. It's an ideal way to meet your colleagues before games, and further details are available from our Kenilworth Road offices.

# DAVID'S DIARY

We welcome today's visitors who have started the season impressively but not without an untroubled record. In progressing to meet Manchester City in the last 16 of the League Cup accumulating useful League points, they had — before last Saturday — collected 22 bookings and two sendings off. It appears a remarkable record but there can be no doubt they must be playing with tremendous enthusiasm.

People looking at problems of the game have connected discipline on the pitch as a catalyst affecting crowd behaviour and causing trouble on the terraces. I tend to disagree. Indeed, I believe it is goals — and the lack of them — which causes restlessness and sometimes violence on the terraces. Recent ideas have suggested identity cards and a ban on alcohol as solutions.

Sometimes, the only way to deter is to punish so severely that the humiliation will ensure that troublemakers think twice. We at Luton hope we can continue our good record and make strenuous efforts to weed out the troublemakers. The thought of the punishment issued to Sheffield Wednesday and West Ham should be an incentive for honest supporters to help keep our record clean.

The Manchester City result was most disappointing. I can take small consolation from our contribution in general play against Orient and City although our defensive work was sloppy. Against Orient, we lost a goal when we should have realised we were not unbeatable within seconds of scoring ourselves. Against City, the first goal we conceded came from irresponsible defensive work and the second was an example of how not to mark attackers in scoring positions. They are lessons we have to learn from if we are to move up the table. To assist our scoring problem, we have signed Andy Harrow from Raith Rovers. We are sure he can make the transition from part-time to full-time soccer successfully. He is 23, just a year older than Kirk Stephens was when he was persuaded to join us from Nuneaton.

Being Scottish, Andy should get on well with Jake Findlay, who also plays golf. I am told there is also healthy competition in that respect from Kirk Stephens, David Moss, Paul Price and Mike Saxby. If they all work hard at their football they will, in later years, have more time to enjoy their hobby.

We will shortly have our training schedule disrupted slightly with Mal Donaghy, Paul Price and Tony Grealish away on World Cup duty. We are, of course, pleased with their emergence on the international scene because honours at that level are harder to obtain outside the First Division. But they are aware that only their best form at club level will be enough to maintain their international status.

John Sheridan, our physiotherapist, has recently been the busiest man at Kenilworth Road. After winning his battle to get Tony Grealish, Paul Price and Raddy Antic fit to play against City, he was immediately back in action with injuries received by Kirk Stephens and David Moss. Considering we employ 28 athletes, John's work is absolutely vital to get them into peak condition.



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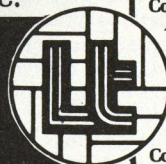
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# John's Journal

Today, we again welcome our visitors from Notts County, the oldest club in the Football League.

In the last League match-day magazine, I talked about various ways of beating the hooligan element. They were my views and not the views of the club. I would like to hear from supporters putting their views to me. I feel most clubs have solved the problem inside the ground, and can quell any trouble very quickly. It is *OUTSIDE* the ground where the trouble begins. I could say it is not our problem, but I won't. We are anxious to help the police with all the problems which arise from our crowds, especially outside the ground.

At the Derby County match, we complied with the safety regulations and had every exit gate open. Consequently, there were problems in Kenilworth Road. Against Manchester City, we kept the

gates closed at the end for five minutes to allow visiting supporters to get away first. The exit gates were forced open by the crowd who were then met by a cordon of police. If the police hadn't put the cordon there, we could have had problems again. So you see what we are up against. I would like to hear from people with their views — provided they are constructive. Even in the smallest way, any ideas are worth looking at.

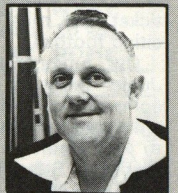
Looking forward to the West Ham fixture on 15th November, we are not going to make it an "all ticket" match, but I shall issue a pass for the Oak Road end and enclosure to ensure that our regular fans gain admission to these areas. Anyone with out one of these passes will *NOT* be admitted to these areas.

The passes will be issued to peo-

ple — not season ticket holders — at one of our games prior to the West Ham match. I do not want a repetition of what happened last season. If our season ticket holders in the Kenilworth Road end would like to stand in either Oak Road or the enclosure for this game they can.

I am not a believer in all ticket matches, unless for something special. I do not think people will come to the ground twice, once to get a ticket for the game and once for the match itself.

I want to try this system as I think it will ensure visiting fans do not get into the wrong areas.



**JOHN WILKINSON** Secretary

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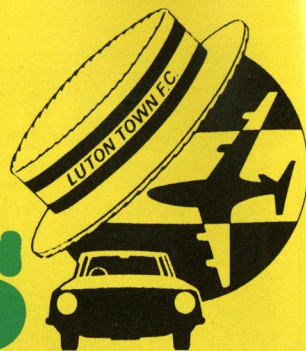
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# JUNIOR HATTERS



Midweek games are not easy for Junior Hatters to attend because of the time factor, especially for our younger members or for those with homework. But those who were able to watch the Manchester City match, either on their own or under our family ticket offer, must have enjoyed the exciting football.

Our Junior Hatters also lost to the Junior Blues in a penalty shoot-out competition, but our team gave a plucky performance and our thanks go to Paul Bedford, Mark Bignell, Mark Richards, Steve Bull, Justine Brooke and Dave Merritt who represented us. We were also grateful to David Ward and Ian Evans who turned up "just in case". Thanks lads, I'm sure it was a night to remember.

I mentioned our family ticket offer and I would like to know from any families who watched the City game what they thought of the idea. It may be worth repeating, and anyone with any comments should contact me at the club's offices.

Our Junior Hatters Club continues to expand daily, due in no small measure to the large number of youngsters we are able to invite to our home games and our scheme for free match day visits sponsored by the *Evening Post-Echo*. If this is your first visit to the special *Evening Post-Echo* enclosure, why not ask one of our two stewards, Peter Brown or Mike Ogden, for an enrolment form for the Junior Hatters. Become a regular member in our enclosure for only 75p.

We expect 1,000 youngsters to

watch this afternoon's game and I am sure they will make their presence felt by cheering the team to victory — you did it when we played Orient. I shall be listening for our junior Oak Road choir with their cries of "Come on you Hatters".

Our membership has now passed the 500 mark and our target is 1,000 by the end of this year. Details of a scheme to help us reach that goal will be published in *The Hatter* when we play Shrewsbury Town on 18th October.

Lots of birthdays to remember this time, so greetings and best wishes to the following members:

Andrew Morris (8081319) 33 Porlock Drive, Luton. 29th Sept. 8 years.  
Andrew Swendell (8081431) 8 Monks Close, Redbourn. 29th Sept. 12 years.  
Graham Winchester (8081454) 45 Cowridge Crescent, Luton. 29th Sept. 12 years.  
Paul Yates (8081248) 1a Barnfield Avenue, Luton. 29th Sept. 10 years.  
Spencer Coomes (8081480) 153 London Road, Dunstable. 30th Sept. 9 years.  
Scott McIntyre (8081256) New Lodge, 10 Ringwood Road, Venwood, Dorset. 30th Sept. 10 years.  
Tony Copperwheat (8081196) 4 St. Peters Close, Flitwick. 1st Oct. 9 years.  
Anthony Green (8081483) 1 Vernon Cottages, Neville Road, Luton. 1st Oct. 12 years.  
Shaun Masters (8081476) 36 Hurlock Way, Luton. 1st Oct. 12 years.



Colin Quarman (808135) 40 Fairgreen Road, Caddington. 1st Oct. 13 years.  
Peter Barford (8081372) 36 West Common, Redbourn. 2nd Oct. 12 years.  
John Wright (8081460) 67 Manor Road, Toddington. 2nd Oct. 7 years.  
Gary McGovern (8081473) 174 Telford Avenue, Stevenage. 3rd Oct. 14 years.  
Richard Sams (8081140) 48 Barclay Crescent, Stevenage. 5th Oct. 12 years.  
Andrew Hunt (8081456) 15 Caslon Way, Letchworth. 6th Oct. 12 years.  
Mark Roberts (8081437) 1 Stephens Way, Redbourn. 6th Oct. 11 years.  
David Rae (8081130) 10 The Avenue, Dunstable. 6th Oct. 14 years.  
Christopher Baxter (8081418) 58 St. Michaels Crescent, Luton. 7th Oct. 8 years.  
Neil Garrett (8081392) 25 Long Cutt, Redbourn. 7th Oct. 11 years.  
David Kean (8081349) 7 Nene Drive, Bletchley. 7th Oct. 14 years.

I am trying to organise a trip to Wembley Stadium for Junior Hatters members during half term. It is an exciting visit and takes in what happens behind the scenes. The cost is about £2, and anyone interested should contact me as soon as possible.

**COLIN BALL**  
Youth Development Officer

## THIS AFTERNOON'S MASCOT



Our mascot this afternoon is Paul Yates, of Barnfield Avenue, Luton. Paul is 10 and attends Moorlands School. He likes football, swimming and cricket and his favourite players are Jake Findlay and Mal Donaghy.

## WHICH SIDE WAS HE ON?

by RAY ASPDEN

EPISODE SEVEN OF THE STORY THAT'S ONLY IN THE HATTER MAGAZINE.



THE STORY SO FAR... "BOBBIN" DINO, LEATOWN'S FOREIGN SIGNING, WAS BEING FORCED TO WORK FOR A GANG OF TERRORISTS. THE STRAIN RUINED HIS PLAY DURING A VITAL MATCH.

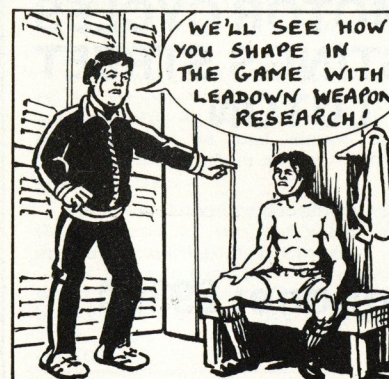
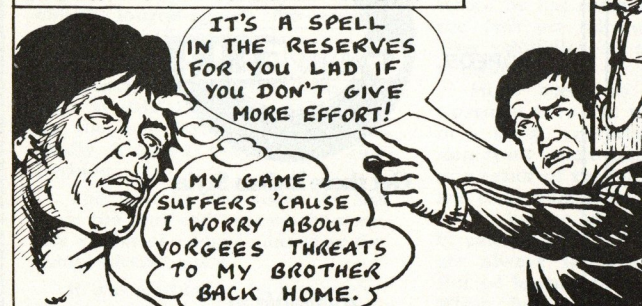
THE OPPONENT TURNED HIS MAN AND THEN PICKED HIS SPOT..



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▼ Bill McGarry

THE SEASON was barely five weeks old and five managers were out of work in the toughest profession in Britain... being a football boss.

The knives were out for Bill McGarry (Newcastle) and Jimmy Adamson (Leeds) long before they got the chop. They were the victims of fan power—a new peril for managers in a most precarious profession.

But Bristol City's Alan Dicks was a shock victim after a 13-year reign at Ashton Gate which made him the longest-serving club manager in the Football League.

Dicks had survived his fair share of traumatic experiences in his long reign at Bristol, but the writing was on the wall last April when City finally dropped out of the First Division.

This term he was under the lash from the start and became the senseless victim of carping fans after five games without a win.

It was a situation he was powerless to prevent as City were over £300,000 in the red and money was not available to go out and make a major signing.

Dicks was offered the opportunity to become the club's general manager. But he declined with the same dignity he had shown in tackling a tough job in a long tenure at Ashton Gate.

He never shirked responsibility in the past and he was not going to opt out when the going got tough.

As he once confided: "Managers worth their salt cannot afford to hide in foxholes when the flak is flying. They must stand up and be counted ....."

### DOWN FALL

It was a philosophy which made him one of the most respected bosses in the League, yet ironically it finally caused his downfall.

Managers like Dicks know that the difference between success and failure is razor-thin and you have to try and survive the cuts and bruises in a punishing profession.

Coventry manager Gordon Milne has waged a long, unyielding battle for recognition at Highfield Road where he has come under fire from the fans yet miraculously survived after rebuilding his side three times in eight years.

Milne needs no reminding that Coventry have had to sell to survive in a harsh, competitive First Division front where gates are dwindling as a result of the industrial recession and costs rising at an alarming rate.

He has bought and sold shrewdly and accepts the fact that the fans are always impatient for success. But he learned to do his sums with Wigan before going into the big league.

Southampton's Lawrie McMenemy and John Bond at Norwich have been faced with similar problems.

McMenemy has been forced to sell his top stars in the past. Now he has a star-studded side which is one of the main attractions on the First Division circuit, but admits he still cannot afford to compete with wealthy clubs like Arsenal, Manchester United and Liverpool who have only to wave a cheque book to restore confidence when the crunch comes.

Bond has been in charge of Norwich for over five years and that

makes him the fourth longest-serving boss in the First Division.

Top grade players like striker Kevin Reeves have had to be sold to bring in urgently needed cash.

Others have had to be bartered to strengthen a team that lacks genuine First Division support.

### MOTIVATION

Bond recently publicly admitted that maybe he was losing his powers of motivation at Carrow Road. He was becoming disenchanted with the endless struggle to try and make his team a formidable force when he knew the power of the cheque book is still the strongest weapon in a manager's armoury.

Villa's battle-hardened manager Ron Saunders needs no reminding that a sunny future has only come after surviving a personal crisis at a club beset by boardroom squabbles.

That these managers and many others have survived in such a punishing job is pure testimony to their character.

But as one Third Division manager under intense boardroom pressure put it: "We have no divine right to be right. You can train and pressurise players for a month, but once that kick-off whistle blows you are absolutely at the mercy of your team."

That seems to sum up the bitter irony of bosses whose fate must ultimately rest on the shoulders of the people they employ. But they all know there is no room for errors of judgement.

Managers at all levels feel pressure. Some thrive on it—like Tommy Docherty who says simply: "I love the day to day involvement. The only real pressure in life is when you are in an oxygen tent fighting for breath."

Some just grin and bear it like Peter Madden—currently holder of the hottest seat in soccer at Rochdale where they have had seven managers in seven years.

"People say I have the toughest job in football," says Madden, "and they are right. The list of managers at this club is long because many have surrendered."

"I will not do that because I have been a fighter all my life. I have spent my whole career with clubs like Rochdale. I survived at Darlington so Rochdale has no fears for me."

"Keeping Rochdale out of the bottom four of the League would satisfy most managers. But it won't satisfy me. I want much more. I'm still ambitious."

Rochdale at present are thriving. Madden is more than surviving. He acts as manager, coach, scout and part-time physio. It's men like Madden who keep football going. They must never give up. Football owes them more than a living because they are the lifeblood of the game.

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# IN FOCUS



We proved that Darts and soccer can mix when we played Orient at home. Three members of the pop group Darts were brought in by the management of Cesars Palace where the group played a four-night cabaret engagement. And some of our lucky fans went home with Darts' albums. They are pictured on the pitch before the game.

Picture: Gareth Owen

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EVENING  
**Post-Echo** **Sports**  
FINAL

WELCOME TO

# NOTTS COUNTY

It's 54 years since Notts County — the oldest club in the Football League — last appeared in the First Division.

And, according to manager Jimmy Sirrel who first took charge at Meadow Lane when County were slumbering in the basement before guiding them to respectability, it's about time they returned.

Sirrel said: "It's seven years since we last won promotion and that means we've been standing still for a long time.

"Our regular supporters have been very tolerant during that period and we owe it to them to do everything within our power to make further progress.

Sirrel guided County to promotion twice in three seasons after moving from Brentford in 1969 and then saw them safely established in the Second Division before switching to Sheffield United. But, 18 months later, he was back at Meadow Lane in an attempt to lift County into a position to emulate their Forest neighbours across the River Trent. He was also the architect behind their 4-1 League Cup victory over QPR last week.

Sirrel heavily relied on the QPR connection at the start of the season when he persuaded Eddie Kelly and Rachid Harkouk to throw in their lot at Meadow Lane.

Kelly was skipper of the Leicester side which won the Second Division Championship last season. He rejected Jock Wallace's offer of a new contract and agreed to join County after starting his career at Arsenal where he figured in the double winning side in 1971. He later moved to

QPR and almost won a Championship medal with them four years ago.

Don Masson is another of Sirrel's former QPR brigade and signed a new two-year contract with County during the close season. He is currently spending his second spell at Meadow Lane and was a member of Scotland's World Cup squad in Argentina.

Harkouk is the third County player with the QPR link. He moved to Palace from Rangers for £100,000 but Sirrel secured his transfer for half that amount after he failed to establish a regular place.

Sirrel obviously hopes his new signing can improve on last season's record when County finished sixth from bottom after relegation seemed more than a distinct possibility. Only four League victories at home put them in trouble, but several away wins to their credit pulled them clear.

One face who will be welcomed by Raddy Antic to Kenilworth Road today is his Yugoslavian colleague, Raddi Avramovic. Sirrel paid a club record £200,000 to secure the big keeper's transfer. That fee appeared to be fully justified when, in his first seven games, Avramovic conceded only two goals until a knee injury kept him out of action for six weeks.

Whether County can make a serious push for the First Division depends on consistency and, in that department, full-back Pedro Richards certainly knows the ropes. He made his debut when only 18 and has since gone on to make almost 200 first team appearances.

Central defender Brian Stubbs is the club's longest serving player after join-

ing County in 1968. He had the distinction of appearing in two promotion seasons and has now clocked almost 450 League appearances.

Striker Trevor Christie cost County £80,000 at the start of last season after topping the Leicester scoring charts the previous year. He took time to settle at Meadow Lane but Sirrel feels he will mature to score valuable goals.

Eire international Ray O'Brien cost £45,000 when he moved to County from Old Trafford six years ago — reasonable money for a Second Division club in those days. He equalled the club record of 10 goals in a season from the full-back's position when he finished last season as leading scorer. Regularly takes County's penalty kicks.

In last season's corresponding game, we won 2-1 after County took a shock third minute lead through Mal Donaghy's own goal. Luton battled back to win with two goals in as many minutes with efforts from Mike Saxby and Bob Hatton.

*Back row (left to right):* Trevor Christie, Eddie Kelly, Mike Leonard, Raddy Avramovic, Pedro Richards, Rachid Harkouk.

*Middle row:* Jack Wheeler (Trainer), David Hunt, Gary Wood, Brian Kilcline, Brian Stubbs, Ray O'Brien, Tristan Benjamin, Michael Walker (2nd Team Coach).

*Front row:* Don Masson, Paul Hooks, Gordon Mair, Jimmy Sirrel (Manager), Howard Wilkinson (Coach), Paul Manns, Iain McCulloch, Jimmy Doherty.



# Our Visitors

# Luton News



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TODAY'S PRE-MATCH ENTERTAINMENT

**LUTON UNITED**

**V**

**LUTON INDIANS**

IN THE  
BERNARDS WORLD OF SPORT/  
POST-ECHO

**SIX-A-SIDE  
CRICKET  
TOURNAMENT  
FINAL**

SATURDAY 4th OCTOBER AT 1.45 a.m.



**SOCCER  
AND  
CRICKET**

# Reserve Report

## Charlton Athletic 2 Luton Town 1

For the first half hour in the windswept South East Counties League game, Charlton's policy of short, interchanging passing and keeping the ball on the ground paid dividends.

After 22 minutes, a long cross culminated in the ball rebounding off the post and Charlton took advantage to follow up to score as the ball came out.

But that goal served only to wake up the Town's youngsters and, just before half time after continuous Luton pressure, Brammer and Daniel combined to give Foote the opportunity to equalise — with a deft header.

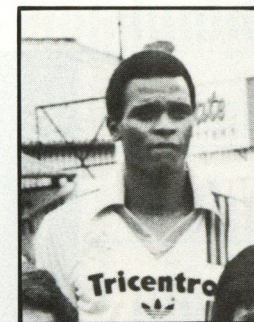
In the second half, it was one-way traffic towards Charlton's goal as Luton missed several easy chances. That proved costly for the Town as Charlton broke from defence and grabbed the winning goal only eight minutes from time. The Town learned the hard lesson that territorial advantage means nothing unless you put the ball into the net.

*Team:* Phelps, Evershed, Patterson, North, Foote, Harding, Daniel, Miller (Green), Judge (Baker), McElroy, Brammer.

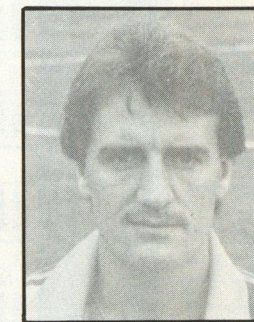
## Crystal Palace 1 Luton Town 3

After three weeks without a game, the Town's Football Combination side showed a little match rust in the first 20 minutes and conceded an early goal — when Tony Sealy gave Palace the lead.

It came after our central defenders both went for the same high ball, missing and presenting Sealy with a free



HERBIE SMITH



LILLY FUCCILLO

effort to open the afternoon's scoring.

Luton responded well with Seamus Heath, on a fine left wing run, crossed with his right foot for Herbie Smith to head in at the far post. Luton went in at half time all square and, after the break, we began to dominate the game.

Herbie Smith scored his second, again from a header, after Andy Pearson had engineered the goal. Lilly Fuccillo concluded a fine afternoon's performance by slotting in a twice taken penalty to give Luton a well deserved victory.

*Team:* Judge, Johnson, Aizlewood, Turner, Goodyear, Harriott, Madden, Pearson, Smith, Fuccillo, Heath. *Sub:* Small.

## TOWN CLASSIFIEDS

### AWAY TRAVEL

Why not join the Bobbers Travel Club and see the first team away games? To join contact Pat l'Ons in the Bobbers Club on a match day or Wednesday evening. Saturdays between 12.30 and 2.30 p.m. and 5.00 to 5.30 p.m., also after an evening game. Wednesdays between 7.00 and 9.30 p.m. Bring a passport size photograph with you. You must join 7 days prior to travelling.

### ALUMINIUM WINDOWS

We make and install our own finest quality aluminium replacement windows, doors and patio doors. Competitive prices. Personal attention from your local firm: W. H. ALLSOP & SONS, 153 NEWTOWN STREET, LUTON. Tel: Luton 20011 or evenings 424650/23472.

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and marking equipment, also general printers. For a prompt personal service contact: **Mount Tape Limited, Heathfield Works, Leyton Road, Harpenden, Herts. Tel: 64431/2/3 (24 hour service on 64431).**

### PRINTING

HEMMINGS & CAPEY (LEICESTER) LTD. Your match day magazine printers.

### FINANCIAL SERVICES

Chairmen and managing directors with growth prospects wishing to raise equity capital or aspiring to achieve public quoted status write to: **Cameron Bain Investments Ltd., Bainsong House, Alton Road, Luton, Beds. LU1 3NS.**

### WANTED:

Football programmes older the better. Phone P. R. Stocken, Luton 598108.

### PERSONAL

Lorri — Welcome to England — Rainbows Shines forth with many colours — love from all your friends in Luton.

### TONY GREALISH

Best wishes for todays game and for the Republic of Oirland for the World Cup — Paul and Jim Meade.

### JAKE FINDLAY

Good luck today for the best uncapped goalie in the country. Hoping this will be remedied soon — Rex, Mark and Trudy, Century Club.

### ANDY HARROW

Welcome to the Town and best wishes for a long happy and successful stay — from Anthony, Judy, Yvette and Matthew.

Many thanks to Alan West for his time and help with our In Form school newspaper. Every best wish for the future — Stopsley High School.

*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.*



## Home fixtures in Bold

Luton score first

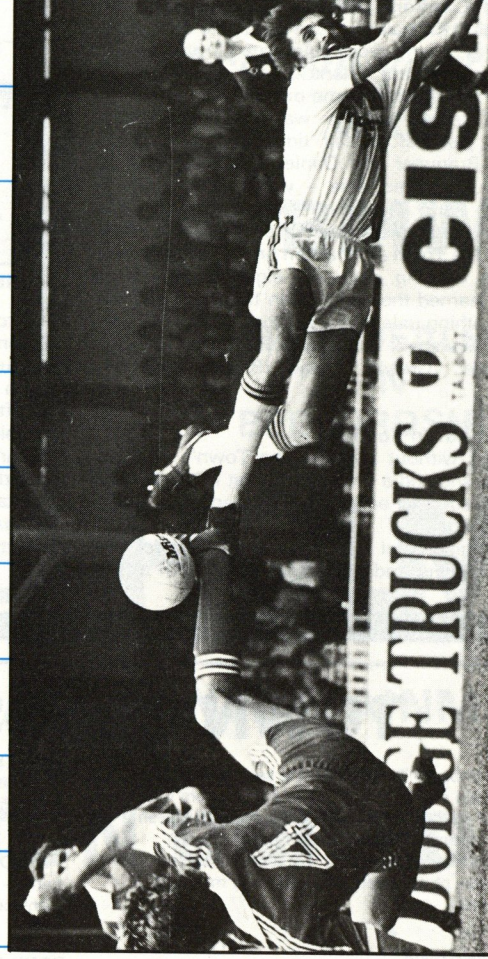
Name in Bold = Scorer

1Figure = 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			Findlay	Stephens	Donaghy	Greallish	Saxby	Price	Hill	Stein	White +	Antic	Moss <sup>2</sup>	West
Aug. 23	Derby County	11,025	1-2	4	4	Findlay	Stephens	Donaghy	Greallish	Saxby	Price	Hill	Stein	White +	Antic	Moss	West
Aug. 27	Reading (LC 2-1st Leg)	5,778	1-2			Findlay	Stephens	Donaghy	Greallish	Saxby	Price	Hill	Stein	Bunn +	Antic	Moss	Aizlewood
Aug. 30	Newcastle United	13,164	1-2	4	4	Findlay	Stephens	Donaghy	Greallish	Saxby	Price	Hill	Stein	Bunn	Antic	Moss	White
Sept. 2	Reading (LC 2-2nd Leg)	5,707	1-1			Findlay	Stephens	Donaghy	Greallish	Saxby +	Price	Hill	Stein	Bunn	Antic	Moss	Ingram
Sept. 6	Wrexham	8,244	1-1	5	11	Findlay	Stephens	Donaghy	Greallish	Saxby	Price	Hill	Stein	White	Antic	Moss	White
Sept. 13	Blackburn Rovers	9,076	0-3	5	18	Findlay	Stephens	Donaghy	Greallish	Saxby	Price	Hill	Stein	Ingram	Antic	Moss	White
Sept. 20	Orient	8,506	2-1	7	10	Findlay	Stephens	Donaghy	Greallish	Saxby	Price	Hill	Stein	West	Antic	Moss	White
Sept. 23	Manchester City (LC 3)	10,265	1-2	7	10	Findlay	Stephens	Donaghy	Greallish	Saxby	Price	Hill	Stein	West	Antic	Moss	White
Sept. 27	Grimsby Town	9,044	0-0	8		Findlay	Aizlewood	Donaghy	Greallish	Saxby	Price	Hill	Stein	West	Antic	Moss	White
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	League Cup 5																
Dec. 6	Preston North End (2)																
Dec. 13	Oldham Athletic																
Dec. 20	Shrewsbury Town																
Dec. 26	Chelsea																
Dec. 27	Bristol Rovers																
Jan. 3	F.A. Cup 3																
Jan. 10	Cardiff City																
Jan. 14	League Cup SF																
Jan. 17	Newcastle United																
Jan. 24	F.A. Cup 4																
Jan. 31	Derby County																
Feb. 7	Blackburn Rovers																
Feb. 14	League Cup SF																
Feb. 21	Wrexham (5)																
Feb. 28	Grimsby Town																
Mar. 7	Orient																
Mar. 14	Notts County (6)																
Mar. 21	Bristol City (LCF)																
Mar. 28	Swansea City																
Apr. 4	Sheffield Wednesday																
Apr. 11	Queens Park Rangers (SF)																
Apr. 17	Cardiff City																
Apr. 18	Bristol Rovers																
Apr. 21	Chelsea																
Apr. 25	Oldham Athletic																
May 2	Bolton Wanderers																
May 9	F.A. Cup Final																



"Let's play tootsie," could be what Raddy Antic is saying to Orient's Tommy Taylor as they battle for the ball.

Picture: David Satchell Evening Post-Echo.

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FOOTBALL COMBINATION  
FIXTURES 1980-81

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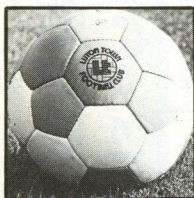
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# COMMERCIAL COMMENT

In the near future, we plan to launch news of an exciting breakthrough in souvenirs which are available from the kiosks inside the stadium.

But, before that, we bring you news of two souvenirs which may assist you in planning your Christmas shopping — and, although the autumn sunshine still manages to get through, Christmas isn't all that far away.

How about a match ball? We have a brand new line priced at £5.50 which, at today's market prices, represents excellent value for money. The ball is size five and is hand sewn with 32 panels and made of semi chrome leather and comes in the club's colours, complete with badge.



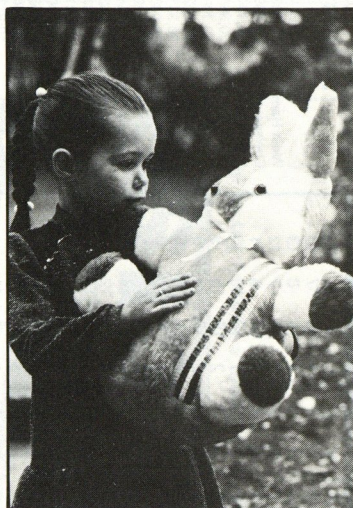
This is the latest addition to our vast stock and the quality is such that, if used for a match, will still retain its shape. There are, of course, imitations available — they should be avoided.

If you're shopping for small children, our cuddly bunny will appeal to the tots and youngsters. Priced at £5 each, this gift again represents excellent value for money.

Hand made, it is filled with foam and conforms in all ways to the British Safety standards. In addition, they are made in the club's colours and will not fade. We think they make excellent gifts.

Our official souvenirs are available on match days through the kiosks inside the ground. If you can't make it to a game, pop in to our pools office in Kenilworth Road any day throughout the week where our staff will be only too pleased to serve you.

We have also opened a new shop, next to the ticket office. We'll be pleased to see you if you're shopping for Christmas.



May we also remind you of the rising popularity of our various lottery tickets which provide you with the opportunity of winning anything up to £1,000. Wouldn't that be nice for Christmas?

## Century Club

Today, we welcome our very good friends from Notts County Centenary Club. We are always sure of a warm welcome when we visit Meadow Lane, and look forward to returning their hospitality, as well as a good game.

We were all very disappointed with the result of the Cup game against Manchester City, although we enjoyed the match. What a pity there was such a small attendance for such a splendid game. We were pleased to act as hosts to friends from Manchester City Junior Blues in our club before their Penalty Shoot-out with our Junior Hatters, and we feel we have made some more "friends in football", which we are always seeking.

On that evening, we organised an event for charity. The football club receives many requests to help many genuine causes. Obviously, it is not possible to respond to them all, but the "Steven Duffy Cancer Research Fund" was felt to be a special case.

The Century Club committee were pleased to respond to a request for help from the football club, and raffled a football autographed by Luton Town and Manchester City players — donated by the football club — a bottle of Antiquary Whisky — donated by a Century Club member — and the number 11 strip worn by David Moss last season, which the Century Club sponsored. The winners of the whisky and the strip generously gave them back for auction, which was conducted by the chairman of the Century Club.

We should like to thank most sincerely those who contributed by buying tickets, and particularly the members who worked hard selling tickets. The Cancer Research fund will benefit as a result of the money raised.

We would like to remind members of the annual general meeting on Thursday 23rd October 1980, in the Century Club. We ask for nominations for committee to be forwarded to Catherine Ball as soon as possible.

## QUIZ SPOT

I have removed the head of one of our current players, so "Guess Who". The first correct answer opened after first post Wednesday 8th October 1980, will receive two free tickets for the Swansea City game, on Tuesday 21st October 1980. Your answers should be sent to John Wilkinson, Luton Town FC, Kenilworth Road, Luton.



## Sponsorship—it's a good deal

Match sponsorship at Luton Town has again proved to be highly successful and, with many of last season's sponsors supporting us again, we have only the Shrewsbury, Blackburn Rovers, Grimsby, and Bristol Rovers games still available for sponsorship.

In addition to helping the football club in a vital way in respect of winning new friends, sponsorship also acts as a boost for local companies who want to introduce a novel way of employing a public relations exercise.

Companies sponsoring the matches have the use of the Joe Payne Lounge to entertain their guests, and a typical sponsor's day is explained by Bob Jackson, Tricentrol Cars' Regional Director (South), whose company sponsored the Luton Town v Watford match.

"We entertained 60 of our top customers", he said. "We met them at our showrooms and took them to the ground by coach.

At Kenilworth Road, we had a champagne reception, a tour of the ground, went on to the pitch to have photographs taken, followed by a buffet meal in the Joe Payne Lounge. We watched the game from specially reserved seats and, after the match, met players from both sides."

Other comments received from satisfied clients include the following letter to Mick

Pattinson, Sales Director of Barretts Developments (Luton) Ltd. from Amos. Horsburgh and Partners after their sponsorship of last season's Birmingham match.

"Dear Mick, Just a line to thank you and your colleagues for the superb entertainment and hospitality at your sponsored match at Luton.

"Without question, this was the most enjoyable function I have attended for a long time, not just because I am a football fanatic but because of the complete informality of the occasion. Thanks again for a superb afternoon."

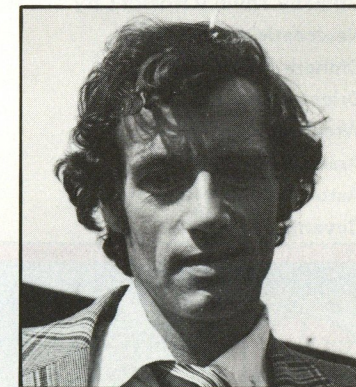
Another happy client was local builder Jim Meade whose company sponsored the Reading League Cup-tie. Jim had a really enjoyable evening. He and his son, Paul, were introduced to Geoff Hurst and Bill Nicholson and his night was rounded off when several of our players joined him and his guests in a champagne celebration. Jim tells us this was a good sales promotion.

The following is an up-to-date list of sponsored matches:

Watford: Tricentrol Cars; Derby County: Shaw and Kilburn; Reading: J. F. Meade; Manchester City: J. R. Yates; Notts County: Evening Post-Echo; Shrewsbury: Still available; Swansea City: Banks' Seeds; Sheffield Wednesday: Neahurst Ltd.; West Ham United: N. S. Fookes Eng.; Bolton Wanderers: Brengreen Holdings; Chelsea:

Blue Arrow; Cardiff City: Multiple Press; Newcastle United: R. W. Unwin; Blackburn Rovers: Still available; Grimsby Town: Still available; Bristol City: Barratts Developments; Cambridge United: Richard Larkinson (Baldock) Ltd.; Queens Park Rangers: Argos; Bristol Rovers: Still available; Oldham Athletic: Cleandustrial.

Anyone interested in sponsoring any of the games still available should contact Mike Beevor Projects and Advertising Executive.



MIKE BEEVOR

# 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.**

# WHO'S PLAYING



## LUTON TOWN

TEAM CHANGES

- 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 RADDY ANTIC
- 10 ALAN WEST
- 11 DAVID MOSS
- 12

## NOTTS COUNTY

TEAM CHANGES

- 1 RADDY AVRAMOVIC
- 2 TRISTAN BENJAMIN
- 3 RAY O'BRIEN
- 4 EDDIE KELLY
- 5 BRIAN KILCLINE
- 6 PEDRO RICHARDS
- 7 IAN McCULLOUGH
- 8 DON MASSON
- 9 TREVOR CHRISTIE
- 10 DAVID HUNT
- 11 PAUL HOOKS
- 12

# HALF-TIME SCORECHECK

Blackburn v Q.P.R.

Bolton v Chelsea

Bristol Rovers v Cambridge

Cardiff v Watford

Derby County v Sheffield Wednesday

Grimsby Town v Bristol City

Newcastle v West Ham

Oldham v Shrewsbury

Orient v Preston

Wrexham v Swansea

Arsenal v Leicester

Aston Villa v Sunderland

Coventry v Brighton

Crystal Palace v W.B.A.

Everton v Southampton

Ipswich v Leeds United

Manchester City v Liverpool

Middlesbrough v Norwich

Nott'm Forest v Manchester United

Stoke City v Tottenham

Wolves v Birmingham

Barnsley v Charlton

Blackpool v Gillingham

Brentford v Newport

Fulham v Burnley

Huddersfield v Colchester



OFFICIAL

7

TOKEN

Saturday 4th October 1980

OUR NEXT HOME MATCH . . .  
LEAGUE DIVISION TWO

Saturday 18th October 1980  
**SHREWSBURY TOWN**  
Kick-off 3.00 p.m.

*Tickets available from the Ticket Office*

## WHISTLE AND FLAGS

REFEREE:  
D. LETTS, Basingstoke  
LINESMEN:  
A. BUKSH, Dollis Hill  
(Red Flag)  
E. DAY, Walthamstow  
(Orange Flag)

