

# THE HATTER

OFFICIAL MATCH DAY MAGAZINE  
PRICE 30p



FOOTBALL LEAGUE DIVISION TWO  
Saturday 1st November 1980 — K.O. 3.00 p.m.

**LUTON TOWN v  
SHEFFIELD WEDNESDAY**

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

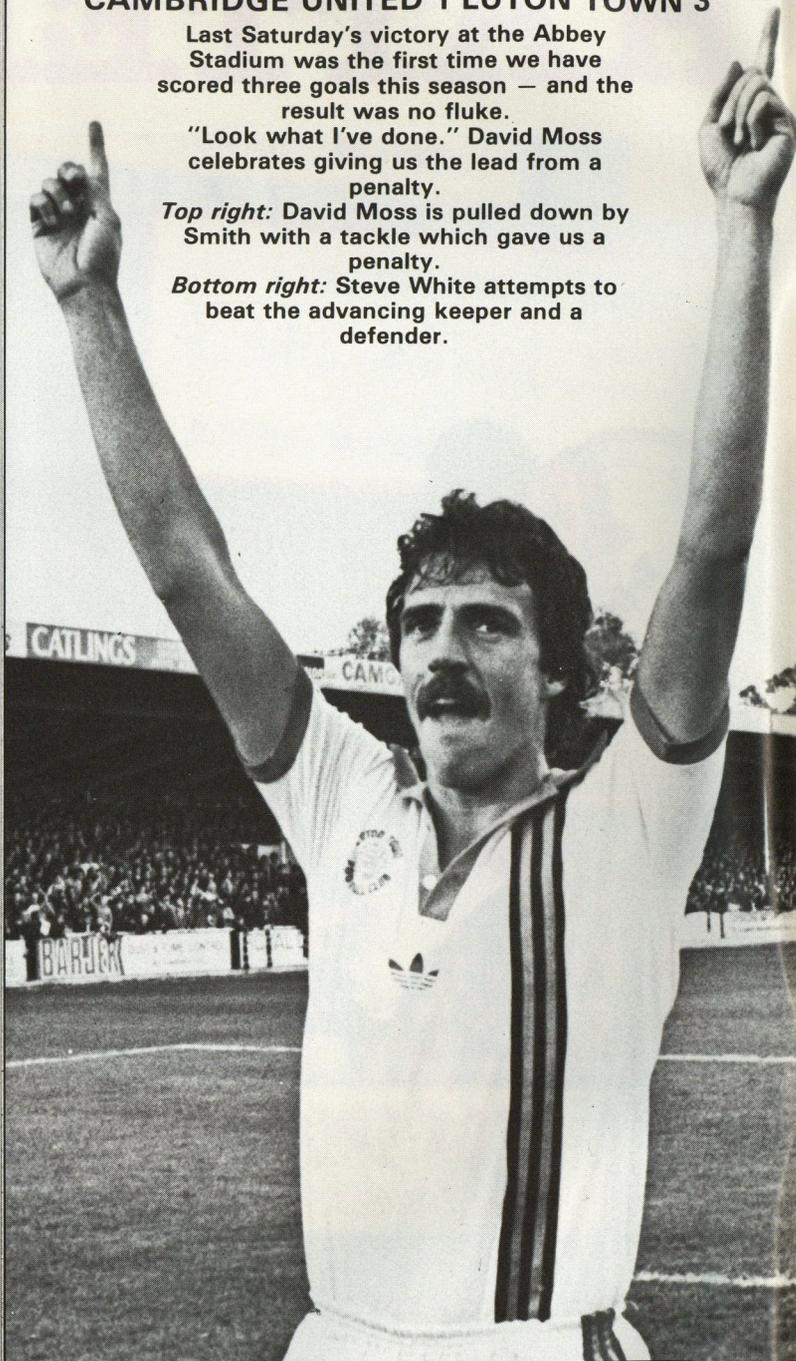
CAMBRIDGE UNITED 1 LUTON TOWN 3

Last Saturday's victory at the Abbey Stadium was the first time we have scored three goals this season — and the result was no fluke.

"Look what I've done." David Moss celebrates giving us the lead from a penalty.

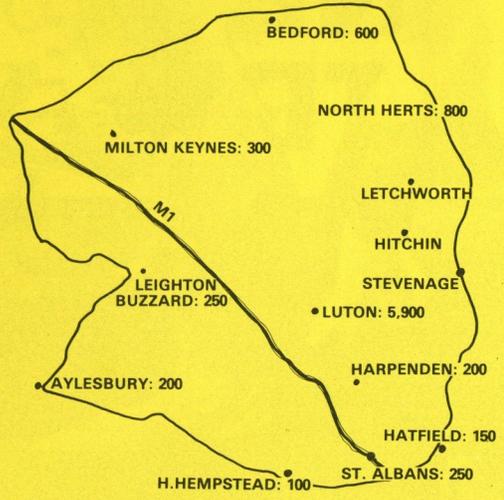
*Top right:* David Moss is pulled down by Smith with a tackle which gave us a penalty.

*Bottom right:* Steve White attempts to beat the advancing keeper and a defender.



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

# HATTERS' CHATTER



Exactly where does our support come from? Luton, Dunstable, North Hertfordshire, Milton Keynes? We're willing to bet you couldn't analyse the facts and figures.

But our chief executive John Smith, has been doing his homework, and his research reveals that 59 per cent of our support at home games comes, not surprisingly, from Luton and Dunstable with the visiting team responsible for the next best figure of 10 per cent.

It is perhaps surprising that the immediate catchment areas, with the exception of Luton and Dunstable, do not provide us with the same level of support as the visiting team and, for your benefit, the following details break down exactly where our support comes from.

The population of related area is:

BEDFORDSHIRE	464,000
HARPENDEN	24,000
HEMEL HEMPSTEAD	69,000
ST. ALBANS	123,000
WELWYN	40,000
STEVENAGE	72,000
NORTH HERTS	104,000
MILTON KEYNES	107,000
LEIGHTON BUZZARD	27,000
AYLESBURY VALE	123,000
<b>TOTAL:</b>	<b>1,153,000</b>

Luton and Dunstable have a population of 193,000. On an average attendance of 10,000, our audience is broken down as follows: Visitors 1,000 (10%), Luton,

Dunstable 5,900 (59%), Bedford 600 (6%), North Herts 800 (8%), Aylesbury Vale 200 (2%), Harpenden 200 (2%), Hemel Hempstead 100 (1%), Milton Keynes 300 (3%), Welwyn 150 (1.5%), St. Albans 250 (2.5%), Leighton Buzzard 250 (2.5%), Others 250 (2.5%).

#### RELATIONSHIP

Miles	Area	Pop	Atten	% of Pop
	Luton, Dunstable	193,000	5,900	3.0
6	Harpenden	24,000	200	.8
10	Hemel Hempstead	69,000	100	.15
10	St. Albans	123,000	250	.2
12	Welwyn	40,000	150	.4
	North Herts	104,000	800	.8
16	Milton Keynes	107,000	300	.3
12	Leighton Buzzard	27,000	250	1.0
18	Aylesbury Vale	123,000	200	.2

#### BOX OFFICE . . . BOX OFFICE . . . BOX OFFICE . . .

Our game at Watford a week on Tuesday is NOT all-ticket and details of the distribution of our allocation of stand tickets will be announced in the local Press.

When they are available, they will be issued on a first come, first served basis.

A week today, we travel to London to meet QPR. They have asked us to inform our supporters of seat prices which are: South Africa Road Stand £5, £4 and £3 (wings and paddock); Ellerslie Road Stand £5, £4 and £3 (wings); School End Stand £4 and £3 (unreserved seats. Available on the day of the match only). There is no reduction in seat prices for juniors or senior citizens.

Terrace admission is £2 with a £1 reduction for juniors under 15 and senior citizens.

#### FANCY A NIGHT OUT

We are in the process of arranging a night out for our supporters at Cesars Palace on Monday 1st December, when the cabaret features Peters and Lee who will be making their last appearance together as a double act.

Our management team and players will also be there to enjoy the pre-Christmas fun, and we stress that the evening is being organised for all levels of supporters.

You can enjoy a meal from the extensive menu or just go along to watch the show. Further details, with regard to prices, will be available shortly in the local Press and future editions of the match day magazine.

#### OUR NEXT HOME GAME

Two weeks today, we entertain West Ham and, if everything goes according to schedule, will officially use our new electronic scoreboard for the first time.

We feel sure our supporters will appreciate the advantages of the sophisticated equipment which has been sponsored by Wallspan. See you in two weeks time.

# DAVID'S DIARY



Today we meet a well supported club with a fine stadium. They have made excellent progress on and off the field during the last two seasons and their balance sheet looks healthy and, stimulated by the euphoria of promotion, they have continued to get good results.

We hope today's game will be as exciting and as full of good football as the Swansea game. Our general play has improved as the knockback to confidence of bad results has been halted. In no way can I fault the side for lack of application or commitment during what has been a difficult time for a side so young in terms of Football League experience.

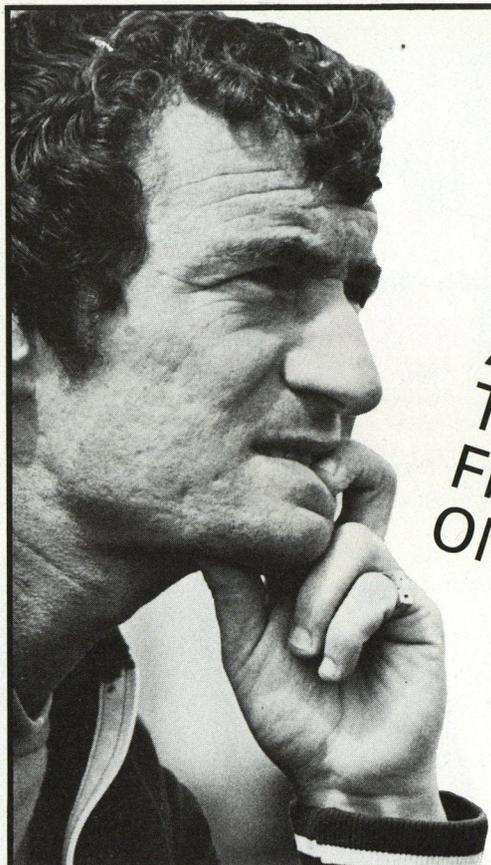
In retrospect, I am convinced that the disappointment of not winning promotion last season produced a negative feeling of failure amongst several players. But we are back to reality in no uncertain fashion now as we have seen points slip away — five odd goal defeats make one more aware that the difference between success and failure is marginal. Also narrow defeats may disguise deficiencies less than if we were beaten easily.

The recent managerial upheavals only serve to underline even more the need for more stability in the game. If managers or players have agreed contracts they should stand by them. On the other side of the fence, directors should stick with their appointments and support their men even more when results are not as good as everyone would like. The Norwich, Manchester City, Queens Park Rangers and Crystal Palace affairs emphasise that the game and its people are losing credibility and if managers and directors cannot be loyal, how can the players in today's money conscious environment be expected to remain loyal.

There are always players, even at our club, who may tend to think the grass is always greener on the other side. Players can easily become victims of their own ambition. I can name scores of high-priced individuals who now find little consolation in reserve football. Ambition can sometimes be confused with finance frustration or plain foolishness.

A word of praise from the players for the support we have received in the last two games. I sense that we can muster a strong revival now. I am sure it is difficult for supporters to sometimes understand the problems of management and players. However, I am sure you realise that cheering not jeering can help establish confidence.

We are as desperate for success as any club, but we will make sure we try to achieve it in the right manner.



# DAVID PLEAT

ASKS ALL TOWN FANS TO REMEMBER THE FIREWORK CODE ON NOVEMBER 5th

## THE FIREWORK CODE

- KEEP FIREWORKS IN CLOSED BOX
- FOLLOW INSTRUCTIONS ON EACH FIREWORK CAREFULLY
- LIGHT THE FIREWORK AT ARMS LENGTH
- STAND WELL BACK
- NEVER RETURN TO A FIREWORK WHEN ONCE LIT
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- KEEP PETS INDOORS
- NEVER FOOL WITH FIREWORKS

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# John's Journal

Our visitors today were formed in 1867 and are the fifth oldest club in the Football League. The honours the club have gained in that time are too numerous to mention, but they include FA Cup winners in 1896, 1907, 1935. They possess what is probably one of the best grounds in the country and it was used for the World Cup matches in 1966.

Previous grounds were Highfield in 1867, Myrtle Road in 1869, Sheaf House in 1877, Olive Grove in 1887, Owlerton in 1899, (which is where, I believe the club's nickname of "the Owls" originated), but since 1912 changed the name to Hillsborough.

Some of their earlier matches were at Endcliffe in the 1880s, and they used Bramall Lane until 1895. Their record defeat was 10-0 against Aston Villa in a Division One game on 5th October, 1921.

Their record victory dates back to 17th January, 1891. When playing in a FA Cup-tie first round match they beat

Halliwel 12-0. Former centre-forward Derek Dooley holds their record for the number of goals scored in a season, hitting 46 in the Second Division season 1951-52. Ron Springett is the most capped player, winning 33 caps, playing in goal for England. You have to go back a long way, in fact to season's 1900-20, to get the record of most League appearances.

Andy Wilson holds that record, with 502 outings. The same player also holds the most League goals in total aggregate, netting 200 over the same period. They have never been big spenders in the transfer market, at least by present day standards, and the most they have paid out is £100,000. In fact, they have done that twice. The first time to Aberdeen in May, 1969, for Tommy Craig, and again in March, 1979, for Terry Curran from Southampton. Ten managers have guided Wednesday since the war — the late Eric Taylor, Harry Catterick, Vic Buckingham, Alan Brown,

Jack Marshall, Danny Williams, Derek Dooley, Steve Burtinshaw, Len Ashurst and current boss, Jack Charlton.

One point worth mentioning is that when the Second World War started and football was suspended, our last match was against Sheffield Wednesday. When the war was over, and football started again, our first match was against Sheffield Wednesday. The only player on the Sheffield side to play in both matches was their famous inside forward, Jack Robinson. Older supporters, whose memories go back to the old days, will remember such names as Eddie Quigley, Eddie Kilshaw, Hugh Swift, Ernie Blenkinsop, Ted Catlin and Redfern Froggatt.



**JOHN WILKINSON** Secretary

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# JUNIOR HATTERS



As I hoped in my last notes, we had a good turn-out and a good time at our Junior Hatters meeting in the Hatters Club on Wednesday 15th October.

The Quiz proved to be very popular, with the players entering into the spirit of the evening. Alan West was one of the first to hand in an all correct quiz paper, but had his reward by disguising himself as our "mystery player" — great stuff by Alan, and our thanks to all five of the players for their super support.

Twenty-two members actually scored full marks in the "Mark Jensen Quiz". I put them into "the hat" and the first three out were: 1. Matthew Draper, 7 Palma Close, Luton; 2. Tony Kermath, 17 Easthill, Luton; 3. Kevin Folland, 12 The Crescent, Caddington. These three lucky members will each receive a prize today at the ground. Well done, lads! Mark Jensen has donated all the prizes, as well as his services, for our Junior Hatters and I must say thank you to him on your behalf. Thank you Mark.

Our December meeting, which will have a distinct Christmas flavour about it, has been fixed for Wednesday 10th December, at 6.30 p.m. in the Hatters Club, lasting until approximately 8.30 p.m.

Because this is likely to be a popular meeting, and the Hatters Club can take only a limited number, **admission will be by ticket only**. Tickets, which will be free, will be given out inside the Junior Hatters turnstile at our next two home games. Mums and Dads who attend our functions regularly can obtain tickets through their children. So, Junior Hatters, use your membership card to come and watch our matches from our own exclusive enclosure for only 75p and reserve yourself a place for yourselves at our special December meeting — better

still, remember our offer, introduce a new member and get a free ticket into our enclosure for yourself and a new Junior Hatter.

I hope we can fit another meeting in before 10th December, and I will make an announcement about this in the Luton v West Ham magazine.

Nearly 50 members, plus some keen Mums and Dads, enjoyed a "smashing" morning visit to Wembley Stadium on Wednesday 22nd October. What a thrill it was coming up the tunnel to the "roar of the crowd", not to mention going up the steps to collect "the Cup". It was good to see all the Luton favours up there — could be a good omen for us! I know some were disappointed because the coach was quickly filled — perhaps those of you who missed this trip would like to come on another occasion. Drop me a line to the club offices and, if the response is good enough, I will arrange a trip during the Christmas break.

Finally, I must mention the letters I have received in my office from some of the young people who have been able to visit the ground and watch our home games **free of charge** because of the *Evening Post-Echo* Hatters' Youth Scheme. They are superbly written as well as being beautifully illustrated. It speaks volumes for the success of the scheme and gives all of us at the Club a great feeling to be able to make so many youngsters happy. Tell your teacher and your Cub/Scout/Youth Leader about the scheme — help spread more happiness!

Birthday greetings to Junior Hatters in the past week go to:

Colin Robinson, 17 Nichols Close, Redbourn (8081413) 12 years on 26th Oct; Richard Potter, 84 Wenlock Street, Luton (8081164) 23rd Oct; Keran Witherspoon,

153 Turnpike Drive, Luton (8081565) 9 years on 27th Oct; Darren Batstone, 54 The Quadrant, St. Albans (808148) 13 years on 28th Oct; Dean Jackson, 27 Sampshill Road, Westoning, Beds. (8081151) 8 years on 18th Oct; Michael Boyes, 387 Dallow Road, Luton (8081218) 11 years on 29th Oct; Tavener Brown, Scrubby Oak, Aubrey Lane, Redbourn (8081376) 12 years on 29th Oct; Yvette Brown, 78 Kingshill Avenue, Kenton, Middlesex (80816) 12 years on 29th Oct; Paul Bailey, 18 Landrace Road, Luton (8081502) 11 years on 30th Oct; Jonathan Hefford, 121 High Street, Meppershall, Beds. (8081492) 15 years on 30th Oct; Declan Murphy, 57 Down Edge, Redbourn (8081406) 13 years on 30th Oct.

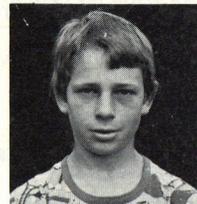
**Birthdays being celebrated today are:** Howard Bosworth, 22 Spring Close, Ampthill (8081228) 11 years; Guy Pell, 48 Crowland Road, Stopsley, Luton (8081302) 10 years.

Birthdays coming up soon are: Paul Netherton, 21 Handcross Road, Luton (8081594) 8 years on 2nd Nov; Steven Seagrave, 2 Orchard Close, Bletchley (8081332) 11 years on 2nd Nov; Amanda Ryder, 33 Highfield Road, Leighton Buzzard (8081313) 11 years on 3rd Nov; John Wainwright, "Shieling", Tatefield Avenue, Nazing, Essex (808163) 11 years on 3rd Nov; Paul Daly, 37 Sutton Gardens, Luton (8081599) 9 years on 4th Nov; Sarah Gilder, 60 Sutton Road, St. Albans (8081557) 10 years on 4th Nov; Ann Finch, 16 Felstead Way, Luton (8081308) 12 years on 5th Nov; John Brazier, 53 Crown Street, Redbourn (8081375) 11 years on 6th Nov; Simon Goble, 16 South Close, Chiswell Green, St. Albans (8081391) 14 years on 6th Nov; Stephen Hutton, 8 Brache Close, Redbourn (8081393) 11 years on 6th Nov; Daniel Purslow, 220 Telscombe Way, Luton (8081598) 8 years on 6th Nov; David Barford, 36 East Common, Redbourn (8081374) 13 years on 7th Nov; Alan Kennedy, 3 Foston Close, Limbury, Luton (8081581) 8 years on 7th Nov; Lawrence Taylor, Flat 16 Duncombe Close, Luton (8081566) 11 years on 7th Nov.

A lot of birthdays — have a good time — BUT PLEASE BE CAREFUL ON 5th NOVEMBER. We want to see you at our next game, fit and well.

**COLIN BALL**  
Youth Development Officer

## THIS AFTERNOON'S MASCOT



This afternoon's mascot is 12-year-old Nigel Pattison of 17 Cranfield Road, Woburn Sands, Milton Keynes. Nigel enjoys fishing and plays football for Woburn Lions. There are no prizes for guessing his favourite player — David Moss!

## WHICH SIDE WAS HE ON?

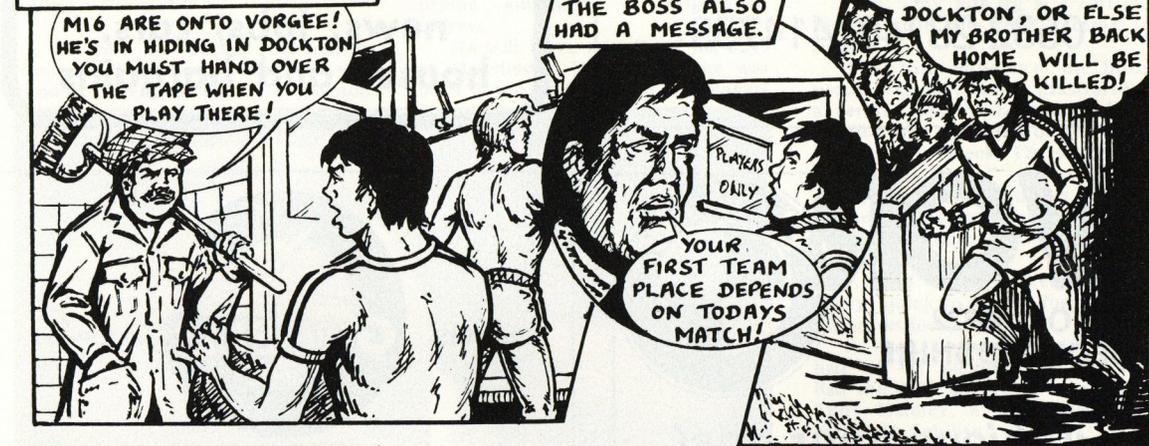
by Ray Aspden

EPISODE TEN OF THE HATTER'S OWN STRIP SERIAL.

THE STORY SO FAR --- "BOBBIN" DING, LEATOWN'S NEW FOREIGN SIGNING, IS INVOLVED WITH A TERRORIST GANG FROM HIS HOME LAND. AFTER A FRIENDLY MATCH AT LEADOWN WEAPONS, HE IS STOPPED FOR A SECURITY CHECK; BUT ---



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# Humour

**SOCCER** is a serious business. Any manager will tell you that. Managers learn to live on a knife edge called results and defeat after an important match often results in some pretty pithy Press conferences.

As the great Bill Shankly, Liverpool's legendary boss once said: "A bad result is not the end of the world - probably just the end of a manager's career".

Shankly was one of Soccer's supreme court jesters and believed in psychology to build his men up. "Look at Ron Yeats", he would claim. "The man's a colossus. Can you imagine a centre-forward coming out of a tackle with him and still have the ball?".

But Shankly was a great humourist always ready with the quick quip.

#### PRIDE

He lived for football and had an intense pride in his job and his team. And an intense dislike of any would

be rivals.

When asked how he relaxed he quipped: "By sitting down on a Sunday afternoon and looking to find where Everton were in the First Division". On football he once said: "Soccer is not a matter of life and death. It's much more serious".

Tommy Docherty, another wise cracking Scot, also has a quip ready for every reporter.

When asked if he felt any pressure due to rumours that he would get the sack, the Doc retorted: "The only time you are under pressure is when you are in an oxygen tent. You have to keep your eye on the guy who is trying to put his foot on the oxygen pipe".

Docherty is a master of the scathing line that has dismissed prying journalists or disgruntled players.

He still loves to talk of his days at Manchester United were he was both loved and disliked by players

and fans.

A famous Scottish international who had been dropped from the first team once asked if he could spare a minute.

"Of course" said the Doc. "What's the problem?". The player stammered: "Well boss I have just seen the team sheet and I see I am in the reserves again".

"That's right", replied the Doc. "The third team haven't got a game!".

Not many managers see the funny side of life and the more serious ones often, unwittingly, come out with the funniest comments.

Like the First Division manager who asked a reporter if he had heard who his team had been drawn against in a European competition.

"Dukla, Prague", replied the reporter. "Just the draw we wanted", said the manager, "we love playing those Dutch teams".

#### FOOTBALLERS

Footballers too can be unerringly humorous, frequently without realising it.

A certain star buy was limping on his first day at the training ground. "Injured", asked one of his new team mates.

"No. My left leg is a half inch shorter than the right", came the reply.

The Irish influence on British soccer was once firmly illustrated by a certain coach who once told his puzzled players' "If I don't see you through the week I'll see you at training tomorrow".

Or the young Irish boy who told his new manager' "I was training to be a mechanic, until I had a nervous breakdown".

Arsenal manager Terry Neill is always quick to see the funny side of his profession.

A hard, uncompromising centre-half in his playing days he once had the difficult job of marking big Tony Hateley, a striker famed for his heading ability.

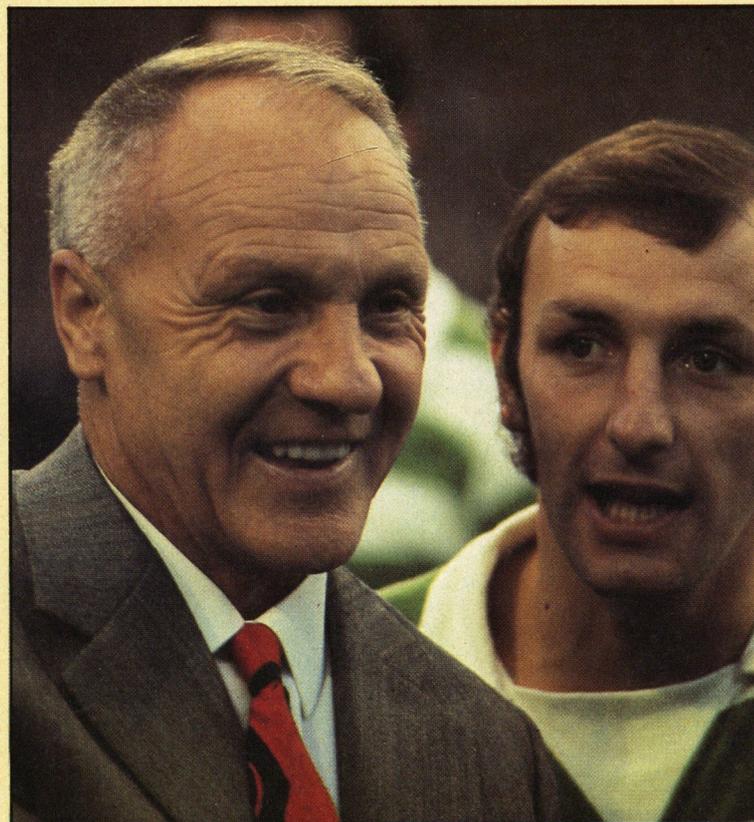
In the Press lounge after the game one reporter kept repeating: "Hateley is still great in the air. He beat Neill nearly every time".

Neill turned round and replied: "So was Douglas Bader. But he didn't get any goals either".

Fans can be critical and often cruel as one injury prone player found when he was in his local pub. "That guy had made more come-backs than Frank Sinatra", said the supporter. Replied the publican: "Yes, but at least Sinatra doesn't sing about it".

But managers, who are either "over the moon" or "under a cloud", still come out with the best quips. Said one recently at a Press conference after signing an unpronounceable Yugoslav international: "...ovic completes the last piece of my jigsaw".

There was no answer to that.



Bill Shankly with Billy McNeill, manager at Celtic.

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# IN FOCUS



Rock on, Tommy. Or should it be Rock on, Eric. Whichever way it is, Cannon and Ball and Eric Morecambe got together for the first time in their showbusiness careers after our recent home game against Shrewsbury. Cannon and Ball were appearing in cabaret at Cesars Palace and, when they heard Eric was coming to the match, couldn't wait to meet him. After the game, the three hilarious funny men met children from the special *Evening Post-Echo* enclosure in the Hatters Club to sign autographs for the youngsters.

# HAVE YOU EVER TASTED TIGER?

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WELCOME TO

# SHEFFIELD WED.

Sheffield Wednesday arrive at Kenilworth Road this afternoon with an excellent chance of playing in the First Division next season — and their hopes of playing with the elite rest solely on the shoulders of manager Jack Charlton.

When Wednesday appointed Charlton as boss in October 1977, their directors must have known what a shrewd choice they had made. He guided them to promotion from the Third Division last season after a spell as manager with Middlesbrough.

Sheffield has long been a disaster area as far as soccer is concerned with United still in Division Three. But Charlton now has his sights firmly on the top rung.

A distinguished player with Leeds United from 1952 until 1973, he won every honour in the book and his experience is undoubtedly beginning to pay dividends for Wednesday. His list of honours reads like a Who's Who directory and include a World Cup winners medal in 1966, 35 international caps, Division Two Championship, FA Cup runners-up, Fairs Cup runners-up, League Cup winners, Division One Championship, FA Cup winners. He was also voted Footballer of the Year in 1967 and Manager of the Year in 1974.

So it's hardly surprising that Charlton's success as a player is beginning to reap rewards for Wednesday. With a superb stadium fit for the 1966 World Cup series, Charlton firmly believes there is a fine future for the club.

He has the benefit of Maurice Setters as

his chief coach. Setters had a spell of management with Doncaster Rovers from 1971 until 1974 and played for England's Under-23 team in a fine playing career with West Brom., Stoke City, Coventry City and Manchester United.

Much of Wednesday's success last season was due in no small part to Terry Curran, signed for £100,000 from Southampton. He spent last summer playing in Sweden but his goal output of 23 last season made him Wednesday's leading scorer.

Bob Bolder made the jump from the Southern to the Football League when he joined Wednesday from Dover over three years ago. He has since gone on to make over 70 League appearances for Wednesday and his consistency in goal last season was a major factor in winning promotion.

Andy McCulloch is another player with a reputation for scoring goals. He joined Wednesday from Brentford just over a year ago and, in 30 appearances last season, hit the target 12 times. Ian Mellor is another forward not shy of scoring. Formerly with Chester, he hit 11 last season in 37 appearances.

Success revolves around scoring goals and Charlton seems to have introduced that flair successfully at Hillsborough. But he has also built a solid defence where Mark Smith, a local lad, has progressed from the club's junior ranks. Players on your own doorstep are always a bonus in times of inflation — and Smith had proved his worth with almost 80 League appearances in addition to win-

ning a place in the England Under-21 squad last season.

Right back Ray Blackhall arrived at Wednesday from Newcastle United in 1978 and has since gone on to make 56 appearances. Midfielder Jeff Johnson decided to accept the opportunity of joining Wednesday when he was transferred from Crystal Palace in 1976 after signing for Manchester City when he left school.

He won schoolboy international honours in addition to playing twice for the England Under-23 team. Brian Hornsby is another player with a wealth of experience. He spent six years at Highbury with Arsenal before joining Shrewsbury in 1975. He has gone through almost 100 games for Wednesday after winning England caps at schoolboy and youth level.

Defender Mike Pickering also boasts the ex-Southampton connection after leaving the Saints in October 1978. He returned to his native Yorkshire with Wednesday after starting his career with Barnsley. Midfield player Denis Leman has made almost 100 appearances since his transfer from Manchester City in 1977, with his colleague Kevin Taylor enjoying the full professional ranks for only two years after completing his apprenticeship.

*Back row (left to right):* A. McCulloch, D. Grant, M. Smith, R. Bolder, I. Mellor, R. Blackhall, J. Johnson.

*Front row:* J. King, B. Hornsby, T. Curran, J. Charlton (*manager*), M. Pickering, D. Leman, K. Taylor.



# Our Visitors

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ENTERTAINMENT  
WHITBREAD**



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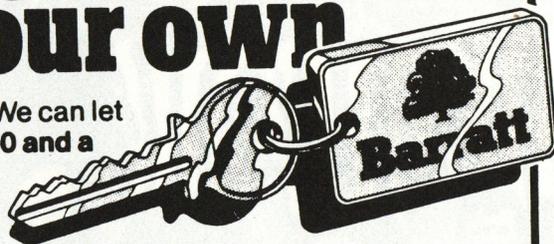
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# Reserve Report

**West Ham 1 Luton Town 1**

The reserves continued their excellent run in the Football Combination by returning from Upton Park with a well deserved point. And, if we could have shown better finishing, the Town could have gone in at half-time with a deserved lead.

The second-half proved just as entertaining with good flowing football from both sides and we were frustrated when two efforts from Godfrey Ingram and a blockbuster from Andy Pearson were saved by the Hammers' keeper.

It came as a shock to Luton when Paul Allen scored from close range to give West Ham the lead six minutes from the end. But the Town refused to drop their heads and stormed back for Frank Bunn to equalise following a fine build-up with a ferocious shot into the top corner of the net.

Coach Trevor Hartley said: "This was one of the most pleasing performances I have seen from the reserves this season. Credit should go to each Luton player."

Team: Judge, Johnson, Turner, Madden, Saxby, Pearson, Fuccillo, West, Bunn, Ingram, Heath. Sub: Cole.



MARK AIZLEWOOD



ANDY PEARSON

**Luton Town 1 Fulham 0**

Another Combination victory was recorded thanks to a goal from Mark Aizlewood. Our reserves dictated the first-half but managed only one goal - and what a fine effort it was. Aizlewood saw his chance and beat the keeper with a 20-yard shot for his first goal of the season.

We created several chances with efforts from Raddy Antic, Mike Saxby and Andy Pearson not far off target, but Fulham mounted a spirited fight-back in the second-half although we created more chances.

Additional efforts from Mike Saxby, Brian Stein, Godfrey Ingram and Andy Pearson were just off target or well saved by Fulham's keeper and there was no doubt we fully deserved the points.

Team: Walker, Woodward, Aizlewood, Turner, Saxby, Harriott, Hill, Antic, Smith, Stein (Ingram), Pearson.

**Luton Town 2 Leicester City 1**

Leicester started like a whirlwind in this Combination match and it was against the run of play when Luton opened their account. David Moss crossed from the left and, in desperation, Leicester centre-half Leet knocked the ball into his own net.

Leicester equalised before half-time but that was due more from our slack play rather than City effectiveness in front of goal.

The second-half produced a better performance from Luton when we didn't allow the visitors to dictate the game. After two near misses, Herbie Smith finally ended Leicester's hopes of a point by scoring with a good header at the far post.

Team: Judge, Johnson, Harriott, Turner, Goodyear, Antic, Madden, Fuccillo, Smith, Ingram, Moss.

## TOWN CLASSIFIEDS

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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.

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\* \* \*

**PERSONAL**

MARY JO  
The jinx is over see you in Division One love Nipper.

PAUL BURNETT  
Birthday wishes to a star defender.

LIN  
Many congratulations on your 21st - Joan, Ivan, Andy and Gordon.

Many thanks to the Town and the *Evening Post* for supporting Junior Hatters - Best of luck - Warden Hill Junior School.

Many thanks for giving the 100 members of GREAT LINFORD SPORTS CLUB of Milton Keynes tickets to the game.

\* \* \*

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 Att. Res.Pts.Pos. 1 2 3 4 5 6 7 8 9 10 11 12 \* Own Goal + Denotes substitute player

Date	Fixture	Att.	Res.	Pts.	Pos.	1	2	3	4	5	6	7	8	9	10	11	12
Aug. 16	West Ham United	2-1	Findlay	Stephens	Donaghy	Grealish	Saxby	Price	Hill	Stein	White +	Antic	Moss <sup>2</sup>	West			
Aug. 19	Watford	13,887	Findlay	Stephens	Donaghy	Grealish	Saxby	Price	Hill	Stein	White	Antic	Moss	West			
Aug. 23	Derby County	11,025	Findlay	Stephens	Donaghy	Grealish	Saxby	Price	Hill	Stein	Bunn +	Antic	Moss	Aislewood			
Aug. 27	Reading (LC 2-1st Leg)	5,778	Findlay	Stephens	Donaghy	Grealish	Saxby	Price	Hill	Stein	Bunn	Antic	Moss	White			
Aug. 30	Newcastle United	13,164	Findlay	Stephens	Donaghy	Grealish	Saxby +	Price	Hill	Stein	Bunn	Antic	Moss	Aislewood			
Sept. 2	Reading (LC 2-2nd Leg)	5,707	Findlay	Stephens	Donaghy	Grealish	Saxby <sup>1</sup>	Aislewood	Hill	Stein	White	Antic	Heath +	Ingram			
Sept. 6	Wrexham	8,244	Findlay	Stephens	Donaghy	Grealish	Saxby	Price	Hill	Stein	Bunn <sup>1</sup>	Antic	Moss +	West			
Sept. 13	Blackburn Rovers	9,076	Findlay	Stephens	Donaghy	Grealish	Saxby	Price	Hill	Stein	Ingram	Antic	Moss +	West			
Sept. 20	Oxford	10,265	Findlay	Stephens	Donaghy	Grealish	Saxby	Price	Hill	Stein	Hill <sup>1</sup>	Antic	Moss	West			
Sept. 23	Manchester City (LC 3)	8,506	Findlay	Stephens	Donaghy	Grealish	Saxby	Price	Hill	Stein	Hill	Antic	Moss	West			
Sept. 27	Grimmsby Town	9,044	Findlay	Stephens	Donaghy	Grealish	Saxby	Price	Hill	Stein	Hill	Antic	Moss	West			
Oct. 4	Notts County	8,736	Findlay	Stephens	Donaghy	Grealish	Saxby	Price	Hill	Stein	Hill	Antic	Moss	West			
Oct. 11	Preston North End	7,014	Findlay	Stephens	Donaghy	Grealish	Saxby <sup>1</sup>	Price	Hill	Stein	Harrow	Antic	Moss	West			
Oct. 18	Shrewsbury Town	5,620	Findlay	Stephens	Donaghy	Grealish	Saxby	Price	Hill	Stein	Harrow +	Antic	Moss	West			
Oct. 21	Swansea City	8,014	Findlay	Stephens	Donaghy	Grealish	Goodyear	Price	Hill	Stein	White	Antic	Moss	Aislewood			
Oct. 25	Cambridge United	8,402	Findlay	Stephens	Donaghy	Grealish	Goodyear	Price	Hill	Stein	White	Antic	Moss	Aislewood			
Nov. 8	Sheffield Wednesday	7,219	Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Nov. 15	Queens Park Rangers		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Nov. 19	Watford		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Nov. 22	West Ham United		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Nov. 29	Cardiff City (1)		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Nov. 29	Bolton Wanderers		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Dec. 6	Oldham Athletic		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Dec. 13	Preston North End (2)		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Dec. 20	Shrewsbury Town		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Dec. 26	Chelsea		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Dec. 27	Bristol Rovers		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Jan. 3	F.A. Cup 3		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Jan. 10	Cardiff City		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Jan. 24	Newcastle United		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Jan. 24	F.A. Cup 4		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Jan. 31	Derby County		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Feb. 7	Blackburn Rovers		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Feb. 14	Wrexham (5)		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Feb. 21	Wrexham (5)		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Feb. 21	Grimmsby Town		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Feb. 28	Oxford		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Mar. 7	Notts County (6)		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Mar. 14	Bristol City (LCF)		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Mar. 21	Swansea City		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Mar. 28	Cambridge United		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Apr. 4	Sheffield Wednesday		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Apr. 11	Queens Park Rangers (SF)		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Apr. 17	Bristol Rovers		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Apr. 18	Bristol Rovers		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Apr. 20	Chelsea		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Apr. 21	Oldham Athletic		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
Apr. 25	Bolton Wanderers		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
May 2	F.A. Cup Final		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			
May 9	F.A. Cup Final		Findlay	Stephens	Donaghy	Grealish	Goodyear <sup>1</sup>	Price	Hill	Stein	White	Antic	Moss <sup>1</sup> +	West			

## PICTURE EXTRA... PICTURE EXTRA... PICTURE EXTRA...



You simply can't mistake the face — we mean the one on the left! Eric Morecambe, as well as being hilariously funny on the box, can always produce laughter every time he attends our home matches. And he's always willing to help out for charity work. He is pictured presenting an official of the Sue Ryder Heart Foundation with £45.

**Picture: Gareth Owen**

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### FOOTBALL COMBINATION FIXTURES 1980-81

Date	Fixture
Aug. 16	Chelsea
19	Southampton
20	Blackburn Rovers
20	Reading
20	Derby County
20	Crystal Palace
27	Oxford
27	Oxford
Oct. 4	Queens Park Rangers
4	Blackburn Rovers
4	Sheffield Wed.
11	Leicester City
13	Fulham
13	Fulham
13	West Ham United
22	Plymouth Argyle
27	Tottenham Hotspur
8	Birmingham City
15	Sheff. Wed.
15	Sheff. Wed.
22	Cardiff City
29	Birmingham City
29	Birmingham City
13	Norwich City
23	Plymouth Argyle
23	Reading
29	Swindon Town
17	Cardiff City
17	Cardiff City
10	Fulham
10	Fulham
21	Oxford
21	Oxford
7	Queens Pk Rangers
14	Leicester City
21	West Ham United
28	Tottenham Hotspur
14	Birmingham City
21	Reading
18	Swindon Town
25	Birmingham City
2	Bristol Rovers

### LEAGUE DIVISION TWO TABLE 1980-81

Club	P	W	D	L	F	A	Pts
Notts County	14	6	1	0	15	5	23
West Ham United	13	6	0	1	16	4	20
Chelsea	14	3	3	1	15	4	13
Swansea City	14	4	2	1	13	7	19
Blackburn Rovers	14	6	1	0	13	2	23
Sheffield Wed.	14	4	1	0	14	4	13
Derby County	14	4	1	2	11	4	13
Newcastle United	13	3	2	1	12	9	14
Wrexham	14	3	3	1	7	5	17
Bolton	14	4	0	3	12	8	12
Cardiff	14	3	2	2	12	9	11
Luton Town	13	5	1	1	11	7	14
Preston	14	2	3	2	8	2	10
Oldham	14	2	4	1	16	4	12
Cardiff	14	3	2	1	6	2	11
Grimmsby Town	14	4	1	2	11	9	11
O.P.R.	14	2	4	1	3	2	11
Bristol City	14	3	2	2	12	4	10
Bristol Rovers	13	0	5	1	6	7	9

### FOOTBALL COMBINATION 1980-81

Club	P	W	D	L	F	A	Pts
Southampton	15	9	4	3	33	18	21
Arsenal	14	9	3	2	38	15	22
Tottenham	12	8	4	0	29	10	20
Chelsea	13	8	3	2	39	12	19
Luton Town	11	6	4	1	20	9	16
Birmingham City	13	5	6	2	20	14	16
Plymouth Argyle	14	5	6	3	19	16	16
West Ham	13	5	5	3	32	17	15
Norwich City	13	6	3	4	23	15	15
Ipswich Town	13	4	6	3	16	12	14
Leicester City	15	6	1	8	24	25	13
Bristol City	15	5	3	7	20	23	13
Crystal Palace	13	4	3	6	14	28	10
Oxford United	15	3	3	9	16	31	9
Orient	15	2	4	8	7	22	8
Swindon Town	15	3	2	10	15	34	8
Cardiff City	13	2	3	8	14	22	7
Reading	13	3	1	9	15	37	7
Hereford United	9	0	3	6	6	22	3

### DIVISION TWO APPEARANCES & GOALSCORERS 1980-81

Club	App	Gls
Aislewood	4(3)	1
Antic	7(1)	1
Bunn	3	1
Donaghy	14	1
Findlay	14	1
Goodyear	3	1
Grealish	14	1
Harrow	13	1
Heath	14	1
Hill	14	1
Ingram	3	1
Moss	13	5
Price	14	2
Saxby	11	3
Stein	14	3
Stephens	13	3
West	6(3)	1
White	6(1)	1

### COMBINATION APPEARANCES & GOALSCORERS 1980-81

Club	App	Gls
Aislewood	5	1
Antic	3	2
Bunn	10	2
Fucillo	9	1
Goodyear	10	1
Harriott	4(4)	1
Heath	7(1)	4
Hill	10	1
Ingram	10	1
Johnson	10	2
Judge	10	1
Madden	10	1

### TICKET INFORMATION

The tickets you have been issued with this afternoon are our home game against West Ham two weeks today. Anyone without one of these tickets will have to use the Kenilworth Road open terrace. The selling point you received your ticket from today is the entrance you must use for the West Ham game. If Kenilworth Road season ticket holders wish to use the Enclosure or Oak Road terrace for this game only, they may do so.

### DIVISION TWO HOT SHOTS

# COMMERCIAL COMMENT

Lotteries are currently our prime source of income in these troubled times of inflation. Sponsorships, social functions and advertising inside the Stadium and in the match day magazine are all vitally necessary to keep the wolf from the door — and Luton Town are not an exception to that rule.

We accept that the ultimate object of our exercise is to provide a winning team and good entertainment on match days, but commercial activities are vital off the park and our lottery team are working extremely hard to ensure we meet our target from sales.

We know that money is tight. Short-time working, overtime and higher prices are bound to have an effect on our sales. Our customers are prudent in their purchases of lottery tickets and, with a cash restriction, we have difficulty in maintaining previous levels of sales.

Although this is a current handicap, which was not foreseen at the end of our last financial year when our fund-raising efforts brought in £200,000, we can increase our contribution to the club if industry can rid itself of the almighty headache called depression.

We have some confidence in continued sales increases because we have very little competition in a 40 mile radius of Luton. What little competition we did have has been killed simply because our lotteries offer unrivalled value for money.

The Magnificent Four, Midas Touch, Aztec, Celebrate and Instant Miami Gold provide, in our opinion, superb value. But it is also important to realise that YOU can win up to £1,000 — for only 25p. While it is a fact that our sales are not currently doing as well as we hoped, neither is any fund-raising organisation in the area.

We have thousands of smaller prize winners who have been delighted to put extra money into their pockets. We also boast of those who have cashed our cheques for £1,000 in a total of a quarter of a million pounds which has been shared as a result of our lotteries.

When the fact is digested, it cannot be ignored that you have to speculate to accumulate and it is worth remembering that, for the cost of half a pint of beer, you could be £1,000 better off.

We are proud of our commercial enterprise and believe that we are unrivalled in the Football League on the subject of fund-raising. It is certainly true that, without lotteries, there wouldn't be a professional club in the Town — and many others in the Football League will willingly testify the truth of that statement.

If you want to help yourself and the football club, why not invest 25p. It's not a fortune — but it could win you £1,000. And with Christmas looming nearer and nearer, we don't mind giving you a cheque for that amount.

We can succeed only with your help. You can win £1,000 on our lotteries only with our help. Let's get to know each other.



MIKE HARDWICKE *Commercial Manager*

## WHITBREAD



## TROPHY BITTER

# LUTON SPORTS PRESS LTD



THE LOTTERY TICKET SPECIALISTS

welcome

**SHEFFIELD WEDNESDAY**

another prospective customer



LUTON 28757

## Today's Sponsor

Today, we welcome our match sponsors Neahurst Ltd, and its associated companies. They have their headquarters at Henlow and are engaged in the sales and processing of raw materials for the thermoplastics industry.

The products involved are high and low density polyethylene, polypropylene, polystyrene and PVC. These are sold in home and export markets and, in connection with this, Neahurst have European subsidiaries in addition to warehousing and transport interests.

Richard Safranek has been actively engaged in the plastics industry for more than 25 years at home and on the overseas scene and formed the Neahurst group seven years ago.

We are extremely grateful to Neahurst, who are sponsoring their fifth game at Kenilworth Road. Mr. Safranek, the company's chairman, is well known around the stadium as a vice president and an avid Luton supporter. It is probably appropriate that he, and his guests were the first to have exclusive use of the Joe Payne Lounge on a match day last season.

Everyone at Luton is aware of the importance of sponsorship and we hope Mr. Safranek and his guests will enjoy this afternoon's game. He is an ardent supporter, especially in sponsorship and was responsible for paying for 200 children to watch our game against Oldham Athletic from the Bobbers Stand free of charge last season.

## Century Club

It is some time since we had a team from Sheffield Wednesday here at Kenilworth Road, (statistics we leave in the capable hands of Mr. Wilkinson) but we welcome them here today. Our relative positions in the League should make for an interesting game.

Our last clash against Swansea gave us a feast of goals, and was a great game to watch. Good luck to our lads again this afternoon.

Our club room was full that evening, with everyone enjoying themselves. It is a sign of the regard our visiting Vice Presidents have for our Century Club when our Shrewsbury friends presented us with a bottle of whisky, which was duly raffled to raise money for the football club.

The first Social function of our year takes place on Thursday 20th November, in the club room. This will be a wine tasting, arranged in conjunction with Fen Vintners Ltd., and presented by Mrs. Pat Bernard, and Mr. Simon Smith. Tickets are available today, from Catherine Ball in the club, and we know you are in for a very enjoyable evening. Come along and support us.

We shall also be issuing tickets for our Christmas raffle (first prize is a portable TV) and any gifts of prizes will be welcomed. Tickets are also available from Mrs. Ball or other committee members in the club room today.

## BEHIND THE SCENES

There's an army of people behind the scenes at Kenilworth Road the fans never see. This afternoon, we feature four lads who keep the stadium looking spick and span.

**Jim Scowlen** is now 71 years young and celebrated his golden wedding anniversary in 1979 and spent a month in Texas — a present from his five children — to visit his daughter who has settled there. He had an audience with the Pope in 1944 while in the Army.

**Fred Andrews** has been a supporter of the club for over 60 years, and now feels he is a part of the place. His biggest disappointment was not being able to watch the Town at Wembley. During the war, he served with the Royal Artillery in the Far East.

**Aubrey Clay** is another Lutonian and saw his first Luton match when he was 12, when we beat Southend 2-0. He has reached national level with the chrysanthemums he shows.

**Alf Mayhew** has been connected with the club in one capacity or another for over seven years. In his younger days, he was with Luton United Harriers and was Bedfordshire champion at one time. His sporting activities are now limited to skittles and dominoes.

Keep up the good work lads — with over 280 years between you, we could not do without your valuable contribution.



L to r: Fred Andrews, Aubrey Clay, Alf Mayhew, Jim Scowlen.

# WHO'S PLAYING



LUTON TOWN	TEAM CHANGES	SHEFFIELD WED.	TEAM CHANGES
1 JAKE FINDLAY		1 BOB BOLDER	
2 KIRK STEPHENS		2 RAY BLACKHALL	
3 MAL DONAGHY		3 DAVE GRANT	
4 TONY GREALISH		4 MALCOLM SMITH	
5 CLIVE GOODYEAR		5 MIKE PICKERING	
6 PAUL PRICE		6 JEFF KING	
7 RICKY HILL		7 KEVIN TAYLOR	
8 BRIAN STEIN		8 JEFF JOHNSON	
9 STEVE WHITE		9 ANDY McCULLOCH	
10 MARK AIZLEWOOD		10 ANTE MIROCEVIC	
11 DAVID MOSS		11 TERRY CURRAN	
12		12	

# HALF-TIME SCORECHECK

Arsenal v Brighton		Bristol Rovers v West Ham	
Aston Villa v Leicester City		Derby v Shrewsbury	
Coventry v Leeds United		Grimsby v Q.P.R.	
Crystal Palace v Man. United		Newcastle v Watford	
Everton v Tottenham		Oldham v Preston	
Ipswich v W.B.A.		Orient v Bristol City	
Man. City v Norwich City		Wrexham v Notts County	
Middlesbrough v Birmingham		Barnsley v Chester	
Nott'm Forest v Southampton		Blackpool v Newport	
Stoke v Liverpool		Brentford v Oxford	
Wolves v Sunderland		Fulham v Chesterfield	
Blackburn v Swansea		Huddersfield v Charlton	
Bolton v Cambridge		Hull City v Plymouth	



**OFFICIAL**  
**10**  
**TOKEN**  
Saturday 1st November 1980

OUR NEXT HOME MATCH . . .  
LEAGUE DIVISION TWO  
**Saturday 15th November 1980**  
**WEST HAM UNITED**  
Kick-off 3.00 p.m.  
*Tickets available from the Ticket Office*

**WHISTLE AND FLAGS**  
REFEREE:  
T. G. BUNE, Cranleigh,  
Surrey  
LINESMEN:  
D. H. BRAZIER, (Red Flag)  
V. C. ROPER, (Orange Flag)

