

THE HATTER

Official Matchday Magazine Price 50p

FOOTBALL LEAGUE DIVISION TWO

Saturday 17th October 1981

Kick-off 3.00 p.m.

**LUTON TOWN v
GRIMSBY TOWN**

TODAY'S MATCH
IS SPONSORED BY:

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Save Our Soccer page 19

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Today's opponents pages 28 and 29



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MATCH PREVIEW

Another Saturday afternoon, another home Second Division game and, most of all, another chance to take a shot at our ambitions to play in the First Division next season.

Having said that, we don't expect Grimsby to do us any favours today. Their manager, George Kerr, has his own sights on the top flight and the Mariners invariably provide us with tough opposition.

Whatever happens, it goes without saying that our players will go flat out

to secure the three points at stake and they would appreciate your vocal support.

It encourages them tremendously and they respond to support from the stands and terraces. Luton players have often said how much they appreciate your support at away games. Why don't you ensure you provide it this afternoon.

We hardly dare mention it, but if the weather is kind we hope today to have completed the final of the Luton Town FC Six-a-Side cricket tournament — at the second attempt.

Five Star are due to meet Luton United in a match which was postponed because of rain last month, and we're hoping for better luck this time.

In extending our thanks to all who have helped, a special word is due to the two clubs — the middle of October is hardly the ideal time of year to be trying to play cricket, but both teams agreed to give it a go.

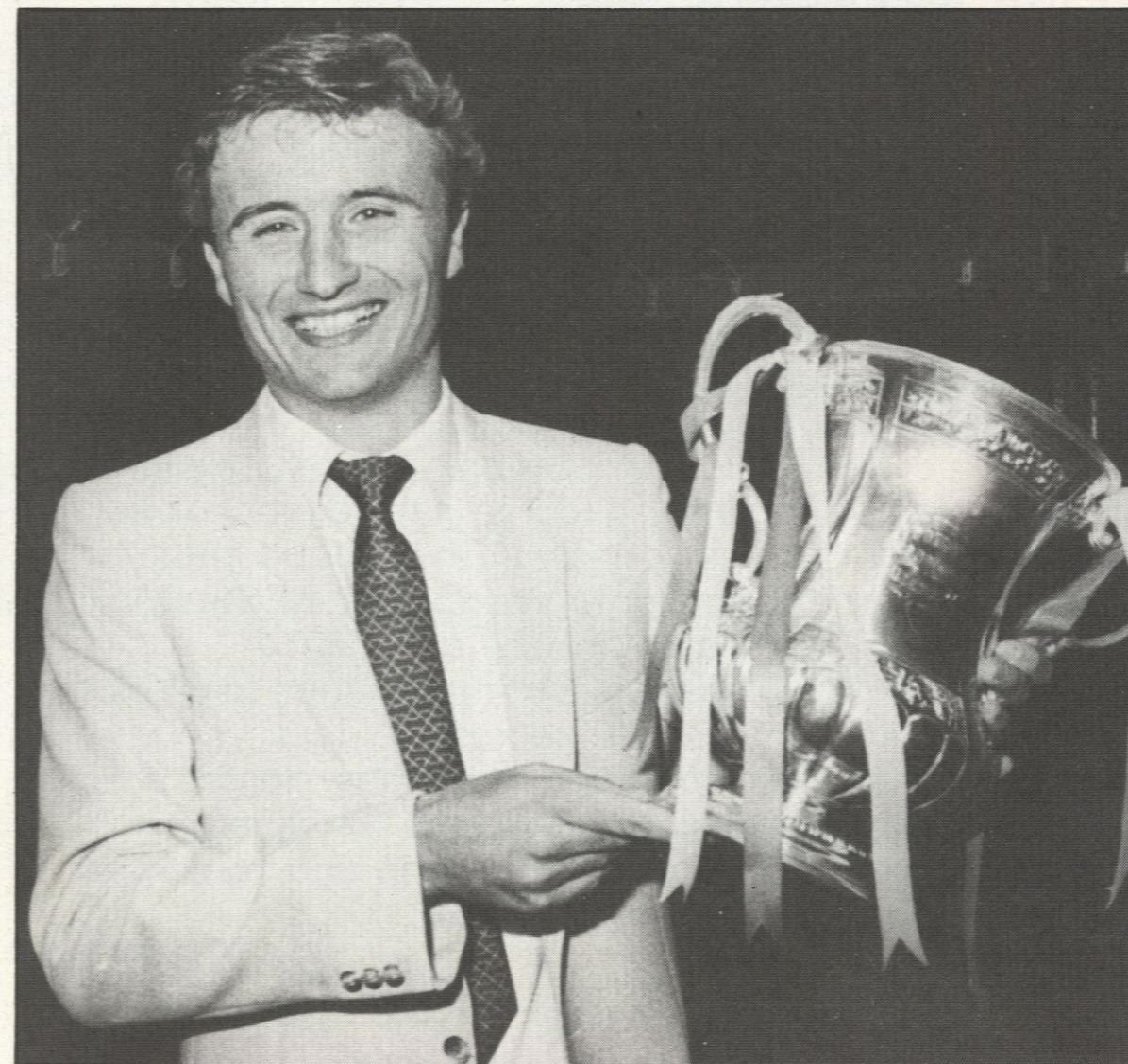
We hope they had an enjoyable evening last night, when the Luton and District Midweek Cricket League held its annual prize presentation function at the Hatters Club.

And most of all we hope that today's weather allows them to put on good pre-match entertainment.

Grimsby Manager George Kerr



FA CUP COMES TO LUTON



Former skipper Paul Price made his first appearance at Kenilworth Road since his transfer to Spurs to play in his testimonial match.

It was a lovely evening for the fans, and for Paul himself, who was working to get back after a knee injury.

His first game for six weeks was full of good football, and some nice goals, with the bonus of seeing the FA Cup on show.

Above: 'When will it be our turn?' might be the question as some of our players pose with the most famous trophy in British football. Lil Fuccillo is the one holding the Cup, and the others in the picture are Ricky Hill, Wayne Turner, Clive Goodyear, Mike Saxby, Godfrey Ingram, Steve White and Frank Bunn.

Left: Paul Price with the trophy on his celebration night.

Pictures: Luton News



DAVID'S DIARY

'Consistency is the key and if we cannot achieve it then we will be also rans.'

After a highly convincing result at Orient, we flattered to deceive against Wrexham and I felt disappointed for the hardy 6,000 who bared the heavy rain to see us let them down.

Consistency is the key and if we cannot achieve it then we will be also rans. It is pointless raising ourselves to superb levels of football one minute and then, one game later, showing that we can look semi-desperate and lose rhythm when we get goals behind at home.

It is not easy when you lose an early goal. The opposition defend determinedly and break out sharply. Wrexham did it really well and their away record is very good which illustrates this strength.

Today's visitors will also prove difficult opponents. They are well organised and have already beaten another Second Division front runner, Watford, in two games this season. George Kerr has done an outstanding job as manager, establishing

a well balanced side without dealing heftily in the transfer market.

Our youth team put up a splendidly gritty performance at West Ham in the Southern Junior Floodlit Cup before losing to a goal with five minutes remaining.

The upset of losing was galling for these junior players but the way they played in an exciting second-half was most encouraging.

Michael Small, in Australia with England, had the satisfaction of serving for his country in the second game of the tournament. We expect Michael will be the better for the experience.

The refusal of many clubs to allow their players to represent their country is ridiculous and illustrates clearly why we are losing face at the top level.

Enjoy today's game and remember to get behind the team.

DAVID PLEAT

Dick Wassell doesn't only work for Luton Town FC — he's one of our most ardent supporters.

His job is to keep the pitch in trim as the club's groundsman — and we think he does an excellent job.

In between, Dick — who has worked for the club for several years — manages to fit in several away games every season and has even been known to hitch-hike to Belgium when Luton played in a friendly match there.

If Dick is ever given a nickname, perhaps he should be known as Mr Dedication for his devotion to duty and the football club.



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Luton are proud to be the first Football League club to install this equipment which allows a player to float in a body temperature solution in the enclosed cabinet.

It has been used successfully in America to help ease tension among sportsmen and business people wound up in the stress of their occupations.

Lilly Fuccillo obviously looks delighted at being given the opportunity to try the new equipment.



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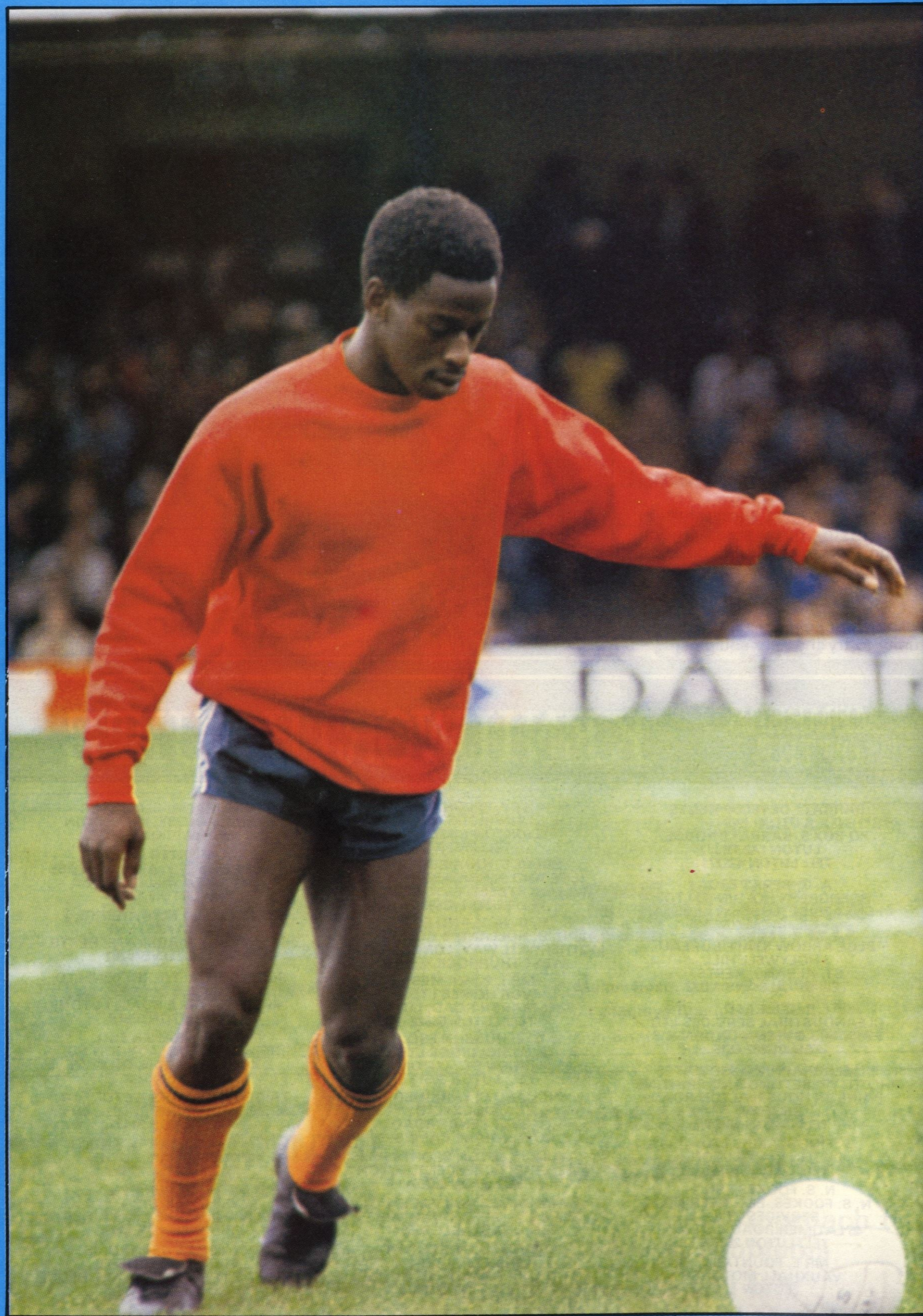
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SPOTLIGHT

It looked as though striker Godfrey Ingram was going to stake a claim for a regular first team place at the start of this season when he played in the first three games of the season.

But he lost his place to Wayne Turner in the home game against Sheffield Wednesday and is patiently waiting for another chance to prove his worth.

This afternoon, we ask Godfrey to answer the question under the Spotlight.

What do you remember about your Football League debut?

Strangely, all I can remember was coming on as substitute when Alan West broke his ankle. But I will never forget my first full League game when I scored against Burnley.

How did you like your time playing in America with the New York Cosmos?

I really enjoyed living in New York. Playing with such great and experienced players really helped my game.



Who was the best player you have played with or against?

No doubt about it — Carlos Alberto, the former Brazilian captain.

His reading of a game and technical brilliance was so good, even at 35 years of age, that I could run out of the ground and back in and the ball would still be delivered to my feet.

What are your ambitions in football?

To play for England at senior level is my first priority. My second is to receive a good write-up by Eric Harris!

What was your impression of playing for England schoolboys at Wembley?

In my first appearance at Wembley, we won 4-0 against Holland with 50,000 youngsters screaming their heads off. The atmosphere was certainly unique and, in

our second game against Scotland, we needed a draw for an unbeaten season. We lost 1-0.

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"BOBBIN" DINO, LEATOWN'S YOUNG FOREIGN PLAYER, IS BROUGHT ON AS SUBSTITUTE FOR HIS HOMETOWN OF GUATADOR IN A WORLD CUP QUALIFYING MATCH; WHEN THE REST OF THE PLAYERS WILT IN THE HEAT.

HEAD FOR HEIGHTS!

EPISODE SIX

by Ray Aspden



IN THIS HEAT I CAN ONLY KEEP UP THE PACE FOR ONE ASSAULT. IT'S GOT TO COUNT!



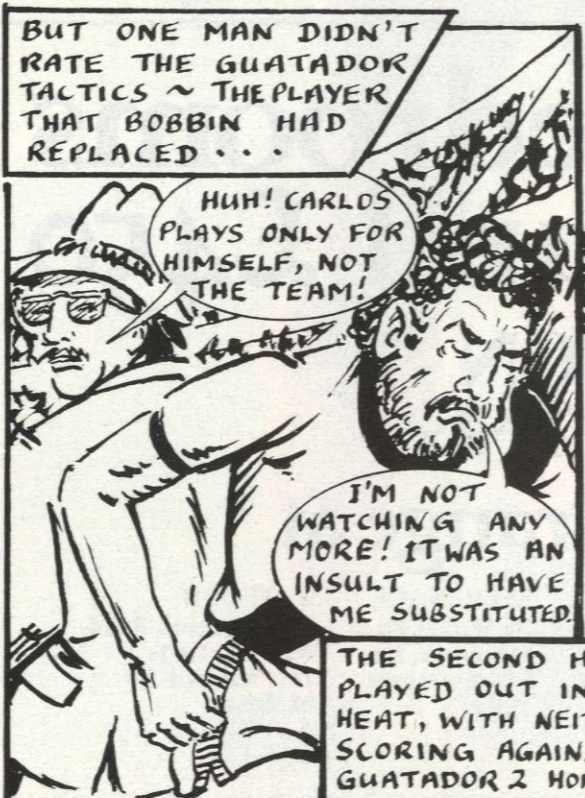
THEY'RE BEATEN BY MY SHEER SPEED. THE BOBBIN EXPRESS - THAT'LL DO NICELY!

GOAL!

THE GUATADOR BENCH GAVE THE PLAYERS THE SIGNAL TO CLOSE THE GAME DOWN.

THE BOY DINO, HE DO THE JOB HE WAS PICKED FOR - IT IS ENOUGH!

VIVA BOB-DINO!



BUT ONE MAN DIDN'T RATE THE GUATADOR TACTICS ~ THE PLAYER THAT BOBBIN HAD REPLACED...

HUH! CARLOS PLAYS ONLY FOR HIMSELF, NOT THE TEAM!

I'M NOT WATCHING ANY MORE! IT WAS AN INSULT TO HAVE ME SUBSTITUTED.

THE SECOND HALF WAS PLAYED OUT IN FURNACE HEAT, WITH NEITHER SIDE SCORING AGAIN. FULL TIME GUATADOR 2 HONDORICA 1.



AFTER THE GUATADOR VICTORY...

I GUESS THAT I WON'T BE TROUBLED BY HEAT, BACK IN LEATOWN NEXT WEEK.

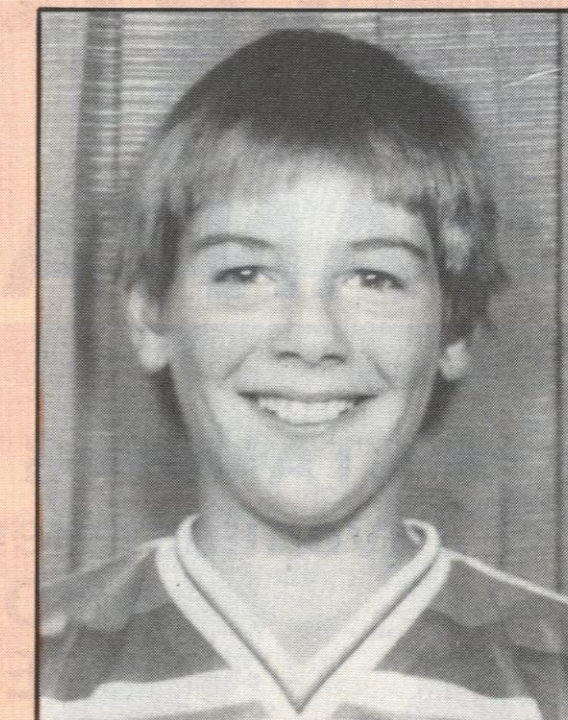
I'LL GET YOU BOBBIN FOR STEALING MY GLORY!

NEXT EPISODE: CARLOS ISN'T TAKING ANY PRISONERS WHEN HE PLAYS AGAINST LEATOWN.

JUNIOR HATTERS



THE MASCOT ...



JULIAN THORPE

As promised in the last column, I am pleased to open today with some good news for Junior Hatters who entered the Camera Day Competition which took place at Kenilworth Road at the end of August. There were some excellent entries, and with the expert help of the *Evening-Post Echo* photographic department, the following Junior Hatters have won prizes:

Class 1 (Over 12) - PAUL STILLWELL of Five Oaks, Caddington, Luton, for his entry 'Safest Hands in Soccer'. (Jake Findlay, of course!)

Class 2 (9 to 11) - PETER NEWCOMBE of Browing Road, Luton. Peter's entry was entitled 'On the Ball'

Class 3 (Under 9) - DAVID EVERITT of Cainhoe Road, Clophill, Bedford. His entry was called 'Boyhood Heroes'.

One other entry in this Class came from JAMES SAUNDERS of Horsham Close, Luton. His entry called: 'Luton Town and I feel safe in Jake's hands!' was also prizeworthy and he will receive a reward.

It is hoped the winning and other entries will be on view in our junior clubroom soon. Well done, Junior Hatters!

ALL the prizes in this competition have been generously donated by Messrs Kodak Ltd, of Hemel Hempstead. The winners will be presented with their prizes on the pitch before today's kick-off. A very big thank you to Kodak, to the *Evening-Post Echo* (our Junior Hatters sponsors) and to all the competitors for their great efforts. I hope you aren't too disappointed because you didn't win!

Talking about being disappointed, don't leave it too long to get your seat booked for the exciting trip to Windsor to watch a television recording of Billy

Smarts Circus. It's a great chance to see yourself on the box on Boxing Day, so book now for Friday 30th October. The cost is only £2 for a seat on the coach (juniors and adults). The coach will leave at 5.15 p.m. from the Maple Road car park. Money and seats required should be sent to me, at the club offices, and don't forget your name, address, phone number, if possible, and all important your Junior Hatters membership number.

I hope you were able to solve the quiz which appeared in the last column. Full results will be printed in the next notes and also in the Junior Hatters column which appears every Tuesday in the *Evening Post*.

Now some news for Mums and Dads. A buffet dance to help to raise more funds for our Junior Hatters Club will be held in the Leicester Arms Hotel, Dunstable Road, Luton, on Saturday 5th November. Tickets costing £2.50 each are available from me, at the club offices, (37079/411622) or from Pam Gray, 19 Kingsdown Avenue, Luton, (Luton 391574). Music by Mark Jansen from eight till late! Tell your folks to come along and enjoy themselves, meet some of the players and help to swell the Junior Hatters funds.

Our match sponsors for today's game, Messrs W. H. Alsopp & Sons (Builders) Ltd, of 153 Newtown Road, Luton, have kindly donated several footballs to be given away by our escorts before the game starts. Let's hope some come your way.

MASCOTS AND ESCORTS

Mascot: Julian Thorpe, of 19 Sutherland Place, Luton. Julian is 10 and a pupil at Hillborough Junior School, Luton. He enjoys football and

swimming and his favourite Luton Town player is David Moss.

Escorts: Louise Sams, of Barclay Crescent, Stevenage. Louise is a pupil at Fairlands Junior School. She is 10 and her favourite Luton Town player is Kirk Stephens.

Steven Barrett, of Coopers Meadow, Redbourn, Herts. Stephen is a member of Redbourn Youth Club and is 11. David Moss is his favourite player.

Stuart Caspall of Pennine Way, Sundon Park, Luton. Stuart is a pupil at Sundon Park Junior School. He is 10 and David Moss is his favourite.

David Beard of Culverhouse Road, Luton. David attends the William Austin Junior School in Luton. He is 10 and his favourite is Jake Findlay.

Finally, a very warm welcome to all the organised parties in our *Evening-Post Echo* enclosure today and a special welcome to a party from Holtsmere Junior School, Hemel Hempstead.

There has been a tremendous response to our Junior Hatters Club from this school following a recent visit to a match and to look behind the scene and they are now going to be attending some of our matches as fully-fledged Junior Hatters supporters. Enjoy the game.

Colin Ball
Youth Development Officer

... AND THE ESCORTS



LOUISE SAMS



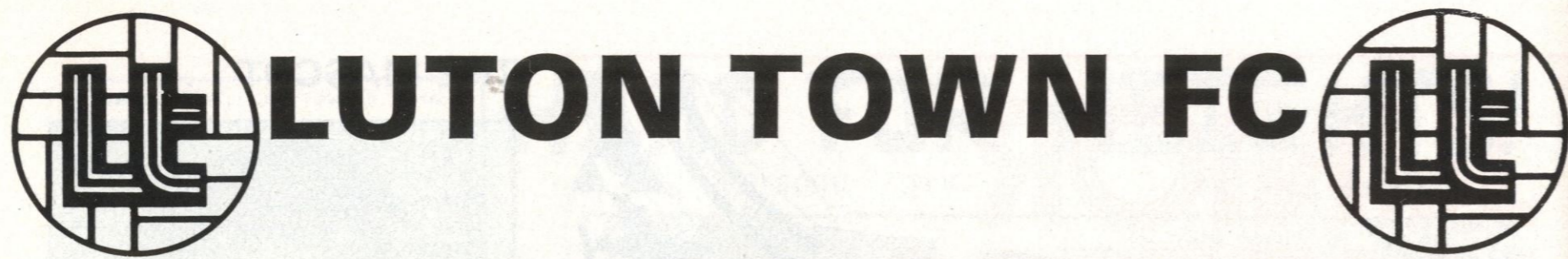
STEVEN BARRETT



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TRAVEL TIME

Bookings are already coming in for seats for the coaches to Wrexham on Saturday 24th October. A reminder that we depart from Maple Road Car Park at 10 a.m. Adult fare £3.75. (juveniles up to and including 15 years £2.50.) Hurry with your bookings so we can make sure of sufficient coaches.

We gave advance notice in the Wrexham magazine on 6th October that, if there was sufficient demand, coaches would run to Wrexham on Tuesday 27th October for the second leg of the League Cup-tie.

Departure time will be 2.30 p.m. from Maple Road car park. It's early but motorway hold ups mean we must allow plenty of time. Cost will be as for the League game in North Wales.

In order to book coaches, we need to know your requirements early, so contact me as soon as possible, please.

This week, we feature three of our travel couriers, Joe Laherty, his son Carl, and his brother John. Joe and John have supported Luton Town for over 20 years, and Joe's sons are following the family tradition. Carl is a courier, Paul, who is younger follows the team at home, Mark has just joined the Junior Hatters, and baby Jon is already booked for the Juniors!

John has two daughters, Donna and



Dawn, who have managed to resist the lures of football, but both wives support their husbands in supporting the Town. We are grateful for their assistance.

Travel membership forms are coming in gradually — don't forget your photograph when sending your forms. As more of you join, we shall be able to build an index of areas of support — with a view to organising coaches for away games as well as home games from areas other than those currently serviced.

We have no book of rules because we expect those who join do so with a view to upholding the good name of Luton

Town Football Club. A cautionary note however — **we must stress that if anyone boards a coach and is found to be in possession of drink, that person will not be permitted on the coach to travel with Luton Town Travel Club members and other authorised passengers. Anyone found in possession of drink en route also runs the risk of being put off the coach.** Our travel couriers are asked to report any instances of behaviour likely to damage the reputation of Luton Town Football Club.

Catherine Ball *Travel Organiser*

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FLASHBACK

A look at the Luton Town scene a decade ago
By **BRIAN SWAIN**
Sports Editor, Luton News

Two away defeats in four days left Luton Town supporters feeling decidedly disheartened ten years ago this week. Realisation was dawning that, while we might be good enough to be safe in the Second Division, the cherished dreams of promotion showed little signs of coming true.

Failure to score goals was the big problem, although it was not confined to Kenilworth Road.

On October 16th, 1971, the Town travelled to Carrow Road to meet a Norwich team which had gone 11

GEORGE BEST



games without defeat, but they had scored only 14 goals in that run.

Ron Saunders was generally reckoned to have built one of the better sides in the Second Division, and in fact Norwich were on their way to promotion. His newest recruit was an untried 20 year old striker from Fourth Division Rochdale.

Norwich paid a club record fee of £40,000, and their manager's judgement looks pretty good ten years on — the player was David Cross, now with West Ham after a career which took him from Norwich to Coventry and West Brom. He scored goals for all his clubs, and the fact that he didn't get one ten years ago this weekend was little consolation to

the Town.

Gordon Hindson made his debut for us, and helped to create the opening from which Alan Slough put the Town ahead in the 28th minute.

But if the Town were in control of the first half, Norwich had the better of the second, and ran out 3-1 winners in front of 22,558 spectators.

The next match, on Tuesday October 19th, was at Loftus Road, where Terry Venables was one of a number of players who thought it quite natural to play football on grass. Rangers had Phil Parkes in goal, and the emerging talents of Rodney Marsh in midfield alongside Venables. But they too were looking for more attacking punch, and had just bought John O'Rourke, the former Town favourite, from Coventry for £70,000.

His debut for Rangers was not too impressive, and he limped off with a shoulder injury in the second half. Marsh created the opening for Leach to score the only goal of the game in injury time at the end of the first half, and the Town returned home pointless because in a late effort Don Givens beat Parkes but saw his shot cleared off the line by Frank Saul.

Elsewhere in football the match of the day tens years ago this week was between Manchester United and Derby County. George Best, then at the height of his career, scored the only goal to make Frank O'Farrell happy, but the United manager was not allowed to enjoy himself for long even if the Old Trafford club had reached the top of the First Division. Brian Clough and Peter Taylor picked themselves up from that defeat, and were to lead Derby to the championship that season.

Today's visitors will enjoy recalling their soccer fortunes of a decade ago. Their manager was Lawrie McMenemy, and he was leading them towards the Fourth Division championship. Ten years ago this weekend they beat Scunthorpe away 2-1, and the man who got both goals was another striker with Luton Town connections — Matt Tees.



Following our article in the Watford magazine asking for your observations on our pre-match games, it was interesting to receive your comments. We reproduce a letter from Michael McConkey of Tottenham:

'I wish to point one or two things out which I have noticed so far this season.

'Firstly, I think the bingo and "take your pick" are very good ideas but I have some criticism if you don't mind. Some of the questions have been repeated twice and one of them concerning Joe Payne scoring 10 goals in 1936 which we all know. But the compere had, on his answer sheet, 1956. I can't understand how anyone to do with Luton Town cannot know that, but for all that, it's still a very good idea.

'Secondly, you asked for some comment on the magazine. Well at 50p it's got to be one of the dearest in the Football League but the quality of the programme justifies the price. One thing I would like to see is more of those old team line-ups which appeared in the Charlton programme, I find them interesting.'

We thank Mr McConkey for his comments. Of course Joe Payne did score his 10 goals in 1936, we do apologise for our error and a special apology to Mr Grant, the unlucky contestant, who we have invited back today to have another go.

Finally, congratulations to recent winners, Mr Erridge, who is featured in the picture receiving a clock radio at the Wrexham game. Mr Kirk, won a £5 voucher for our souvenir shop and Mr Turner won a meal for four at McDonalds.



Prizes today include £50 voucher to spend at builder's merchants Lockhart-Bennett for Take Your Pick. The winning prize for a line across on the top house bingo will receive a 12in portable TV set.

CROSSWORD

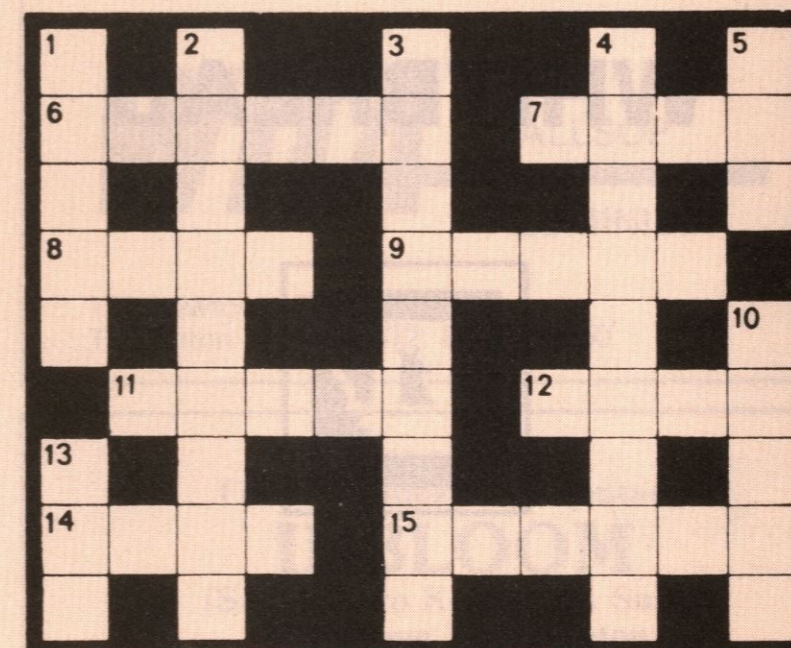
CLUES — Across

6 & 1dn. There were a dozen originally and a net eighty have been added since (6,5); 7. Where West Germany beat Belgium to win the European Championship in 1980 (4); 8. Defender (4); 9. The number of goals Newcastle notched up in League matches away from home last season (5); 11. Chelsea's nickname (5); 12. Goal (4); 14. Goal (4); 15. Famous old left-winger who played 467 League games for Bolton, was regularly capped by Wales, and later managed Swindon, QPR and Wolves.

CLUES — Down

1. See 6 across; 2. Big-spending club whose many costly signings include Cruyff, Krankl, Simonsen and Schuster (9); 3. Having a particularly good record at home helped...(9); 4. ...this club to win a divisional title last season (9); 5 & 10. They made their last appearance in a League match on 17th January 1981 (3,5); 13. Arrowsmith, former Liverpool, Bury and Rochdale forward (3).

• Check your answers with the solutions on Statistics page.



AROUND THE TOWN

NOSTALGIC MEMORIES

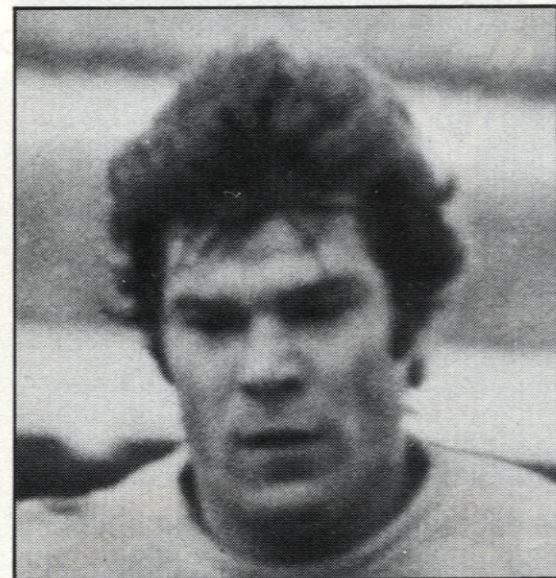
Luton supporters will be able to relive some nostalgic moments tomorrow when an ex-Town team meets the radio and television commentators side at Clarence Park, St Albans.

Town manager David Pleat has been responsible for organising the Luton team and perhaps the biggest scoop is the return to playing action of Malcolm Macdonald.

Supermac's scoring exploits have never been forgotten at Kenilworth Road and he was easily the fans' striking favourite since the days of Gordon Turner.

Macdonald has now turned his hand to management with Fulham and will be assisted in the Luton team by another former Town player, Peter Anderson, now boss of Millwall.

Mr Pleat has attempted to make his team as attractive as possible and has found room in his side for some old Hatters players who still live and work locally.



Keith Barber, who now runs a Harpenden pub, will play in goal. John Moore, now a Luton coach, has also accepted an offer to play along with Brendan McNally, the Dunstable manager.

Barry Fry, now in charge of Premier Alliance club Barnet, will turn out in addition to Fred Jardine, Alan Slough, Ken Hawkes, Derek Hales and Jack Bannister.

The game is in aid of charity and Luton supporters are welcome to watch the match.

BOX OFFICE . . . BOX OFFICE . . .

After the events leading up to the Wrexham Football League Cup-tie at home on the 6th October, we ought to emphasise that season tickets are only for Football League Division Two games and, as an added incentive, for admittance to Football Combination matches.

All Cup games and friendlies must be paid for separately. The vouchers in the season ticket books entitle seat holders to claim their usual seat only for a Cup match, but this is paid for separately.

The vouchers in the season ticket books for the standing areas are only applicable if it is an all-ticket match. Then you are guaranteed admission for an all ticket match, but you will still pay for admission.

Regarding season ticket holders seats for Cup-ties, these are usually kept for season ticket holders to claim up to 24 hours, approximately, before the kick-off when all remaining seats go on general sale.

Why not hold season ticket holders seats up to kick-off time? For the Wrexham game, for instance, we sold the majority of the seats normally on general sale, as we do for most home games. We could then have been left with 2,000 unclaimed season ticket holders seats at kick-off time, while turning away other potential purchasers.

Only approximately one third of season

ticket holders seats were taken up for the Wrexham Cup-tie. Therefore we must have a chance to sell these unclaimed seats.

Tickets are now on sale for the Crystal Palace match and we are still willing to take postal applications in advance for future home matches and we will forward these tickets as soon as they are printed. Tickets for the matches away to Wrexham on the 24th and 27th October will be on sale at Wrexham on arrival. Their box office tell us there will be plenty of seats available.

AWAYDAY MILESTONE

Two Luton fans watched their 100th consecutive Luton away match at Oldham last week. Paul Deason, of Millards Close, Cranfield, and his friend Les Miller, who lives in Dunstable Street, Amptill, tell us that the sequence started at Orient on 27th December 1976. The last match they missed away was at Bolton a week earlier.

Both are committee members of the Bobbers Travel Club.

EDITOR'S POSTBAG

This letter was received from Richard Keen of East Leys Court, Moulton, Northampton, and was addressed to manager David Pleat.

'Having been a true supporter for over 20 years and having seen many fine clubmen come and go, I feel I must write and tell you what a fine ambassador for the club you have in John Sheridan.

'John is always ready to give the fans a few minutes of his time and really makes us feel part of things. Apart from being a good physiotherapist — the short time players are out with injuries proves that — John is always pleased to chat with us, particularly at away games.

'I have travelled many miles over the years to support the Town, sharing the triumphs

and the heartbreaks (Sheffield Wednesday last season) and I consider every penny spent more than repaid by the fine football I have seen and by the players I have been lucky enough to meet — they are a credit to the club and the game.

'Finally, I must emphasise how much I appreciate the lads acknowledging the loyal supporters at away games. It is really important to the Luton fanatics.'

PELE STARS IN LUTON

This is your chance to see Pele, Bobby Moore, Ossie Ardiles, and a host of other football stars who will be appearing in Luton at the Odeon, Dunstable Road, from Sunday 18th October in the film *Escape to Victory*.

It's a really exciting film with allied prisoners of war playing a life or death match against the Germans. International stars of film and football ensure a great spectacular for the



family so we suggest you pay the Odeon a visit sometime during the period 18th-31st October.

PEN PALS WANTED

It's surprising how far Luton's name goes. We are known all over the continent and are continuously being asked to find our foreign friends some pen pals.

This week we have two requests. The first comes from Jeff Wuyts, Klissenhoek 45, 2290 Vorselaar, Belgium, who is looking for a young lady to write to. Jeff says he is a great fan of the Hatters and travelled from Belgium to watch us play at QPR earlier in the season. Jeff is 21 and, apart from football, likes pop music and travelling. He promises to answer all replies.

The second request comes from Ruud Wollrabe, Fynjekade 5a, Den-Haag 2521CP, Holland. Ruud is 18 and wants to exchange football souvenirs with a Luton fan.

Got the message? Put pen to paper now and let us know if you hear from either of these two youngsters.

QUIZ WINNER

Mr C. Fountain, of 35 Southwood Road, Dunstable, was the lucky fan whose postcard was pulled out of the hat first when he gave the correct answer to the question asking Luton supporters to name six ex-Town players who are now managers of a Football League or national club.

The answers were: David Pleat — Luton Town; Dave Sexton — Coventry City; Billy Bingham — Northern Ireland; Alan Brown — Blackpool; Malcolm Macdonald — Fulham and; Peter Anderson — Millwall.

YOUNGSTERS IN ACTION

We have given permission for the England Schools Association to hold an England trial match at Kenilworth Road. The game will be representative between Bedfordshire, Buckinghamshire and Hertfordshire versus Leicestershire, Northamptonshire and Cambridgeshire. The date is next Monday and the kick-off is scheduled for 7.45 p.m.

FOLLOW THE ACTION

Our first team has the Welsh connection for their next two games.

A week today we travel to Wrexham for a Second Division fixture — and three days later we are back at the Racecourse Ground for the second leg of the Football League Cup-tie.

Our senior side's next home game is two weeks today when we entertain Crystal Palace.

The reserves entertain Ipswich in a Football Combination game at Kenilworth Road a week today.

NEW BAR FACILITIES

We announce new facilities for season ticket holders which will take effect from our next home game against Crystal Palace two weeks today.

The Red Bar, situated under the main stand will be made available for their exclusive use — on production of their season ticket book. Under the terms of our licence, we are no longer allowed to sell alcohol to ordinary fans following the problems we have had with a certain element of supporters who occupy the triangle in the Enclosure.

The bar has been renovated and we feel sure it will provide a valuable service for season ticket holders.

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SAVE OUR SOCCER

We are continuously being reminded that football — our national game — is heading for the scrapheap. A decline in attendances and problems on the terraces are all headlines we are familiar with. This afternoon, we start a series where Luton's chief executive JOHN SMITH, provides a talking point with an in-depth examination. It will be continued in the magazine for our game against Crystal Palace on October 31st.

It is disappointing that, having appointed a new President with a fresh outlook and approach, and with a new young progressive and co-operative secretary, the Football League should regurgitate the late Alan Hardaker's proposal for restructuring the League.

For those who did not know better it would appear that, having looked around for something else, a new thought, a new concept, a change in direction, the Management Committee was unable to come up with anything new to improve the face of the game. However, to their credit, they have produced a talking point. Having considered this, one must ask oneself: Is there anything new? This recent presentation has previously

been rejected. The Third and Fourth Division still do not want regionalisation. In their view, gates would still continue to fall.

We know there is little hope of the First Division being reduced in numbers, and therefore in games. Indeed can we afford to reduce the number of games and gamble on a subsequent reduction in gate money at a time of recession and continuing increasing expenditure.

Does the League plan excite the potential spectator into thinking that he must come and see League Football? Like three up and three down, the effect could be cosmetic and consequently glosses over the true problems of today's game.

We are always being told that the Football League is the greatest

League competition in the world. Then why change it? Firstly let us identify the problems:

Everyone can play their part — but there are big problems which will be discussed in future matchday magazines. But briefly, as part of the introduction, they include fear, amenities, transfer fees, newspaper reporting sterile football and other factors.

Fear is a problem which produces sterile football; hooliganism has forced clubs to spend millions of pounds on improvements when the money could have been allocated on positive improvements which, in turn, would produce badly needed income.

Transfer fees are regulated by supply and demand and it is difficult to explain why some clubs cannot spend £100,000 on decent amenities when they spend more on a new player. I think the media should have a bigger responsibility, and the problems we are facing are not helped by television coverage, the recession and other factors. There is no doubt in my mind that the interest shown in football by young children is greater than ever.

What can we do to stimulate interest in the game? There are no easy answers. But they can be found by an in-depth examination and each and every one of us has our part to play.

I have attempted to deal with each problem deeply. No-one is more concerned than I with the decline in the game and I feel the trouble can be resolved eventually with everyone's assistance.

There is also the possibility of a new competition which, if formed, would add stimulation to spectator interest. They are only possibilities, but I believe their introduction could lead to added interest in the game from the terraces.

That is what the game is all about — support. Without it, there wouldn't be football as we know it today. I hope you find the study interesting.





CAMBRIDGE UTD 1 LUTON TOWN 3

There wasn't much good football evident in this Junior League Cup game and Cambridge wanted to get at us and upset us with a physical approach. We were not mentally sharp enough to move the ball and avoid the tackles. But the Town went one up in the first-half although, just before half-time, we came under much pressure and conceded the equaliser.

However, we battled on and, after making a substitution, Ian Brown knocked in his second goal to give us the lead again. Later on, Owen knocked in our third to give us victory although it wasn't a good team performance.

Team: North, John, Petts, Lane, North, Owen, Smith, Brown, McConville, Daniel, Popplewell. **Subs:** Beaumont, Thomas.

LUTON TOWN 3 PETERBOROUGH 3

Luton were away to a bad start and con-

ceded a goal after only five minutes after we missed an easy chance. But our lads knuckled down and hit an equaliser from a good move put together on the left. Peterborough, however, caused us more problems from long throws and corners and we conceded another goal before half-time.

In the second-half, we went further behind before making a substitution when we brought on Frank Bunn to give us more weight and power up front. After that, Peterborough seemed to tire and two goals from Mark Thomas gave us a draw in this Midlands Youth League Cup-tie.

Team: Beasley, Beaumont, Thomas, Lane, North, Owen, Brammer, Popplewell, Thomas, Daniel, Keys. **Sub:** Bunn.

WIMBLEDON 5 LUTON TOWN 4

We took the opportunity to include some schoolboys in our team — and it

was reflected in the scoreline. It was a disappointing result offset by the fact that we scored four goals away from home.

Team: North, John, Chapman, Ashton, Milton, Abrahams, Breaker, Brown, Judge, Nervois. **Subs:** Piper, Thomas.

WEST HAM 1 LUTON TOWN 0

In a close contest, we were bitterly disappointed to lose this Southern Junior Floodlit Cup game to a goal in the last five minutes. We were struck a cruel blow when David Owen had to go off after only 10 minutes when he was taken to hospital with suspected fractured ribs.

Our lads battled hard and had chances to take the lead, but it must be said that keeper Andy Beasley had an excellent game while we never really tested the Hammers' keeper. West Ham were just that too strong for us and it proved vital in the last 10 minutes.



We recently received a letter from Blue Boar (Motorways) Ltd and thought it would be a good idea to use it in my notes this week.

'The majority of coach travelling football supporters are well behaved, a credit to the teams they follow and of benefit to the game in general. Blue Boar Motorways Ltd proved that when the company launched their Supporters' Trophy at the start of the 1980-81 season.

'To demonstrate our faith in the coach supporters, we will continue to welcome them at our Watford Gap and Rothersthorpe Service Areas on the M1 throughout the forthcoming season.

'Our philosophy last year was that, by offering a break in the journey and, if necessary, refreshment we could help reduce tension and remove frustration caused by the refusal of other areas to accept football supporters. Our

philosophy has not altered and it is hoped that terrace hooliganism can be seen to be diminishing. To further encourage good behaviour and for fans to ally themselves to their club we offer a trophy for the second year.

'The method of assessing the various supporters clubs is comparatively simple, points will be awarded to individual supporters teams based on their behaviour during their stay at either service area. Those supporters who do not conform to our standards will in turn have points deducted from an ongoing total.

'Supporters Clubs using a number of coaches on any one occasion will not score any more points than a club represented by one coach, since by this method of scoring, each club — large or small — will have the same opportunity to win the trophy.

'Last year's competition was closely

competed for with Crystal Palace running out the winners. Their relegation from Division One indicates that the winner need not necessarily be one of the elite clubs.

'Again we say that our efforts are, whilst minimal, of benefit to all supporters clubs and to the football industry in general. We look forward to your company at Watford Gap or Rothersthorpe.'

I feel there are enough supporters travelling away cheering the players on, so why not make an effort and try to win that Trophy. I am sure it would help to wipe out some of the bad publicity we have had lately from a certain section who call themselves supporters.

John Wilkinson
Secretary



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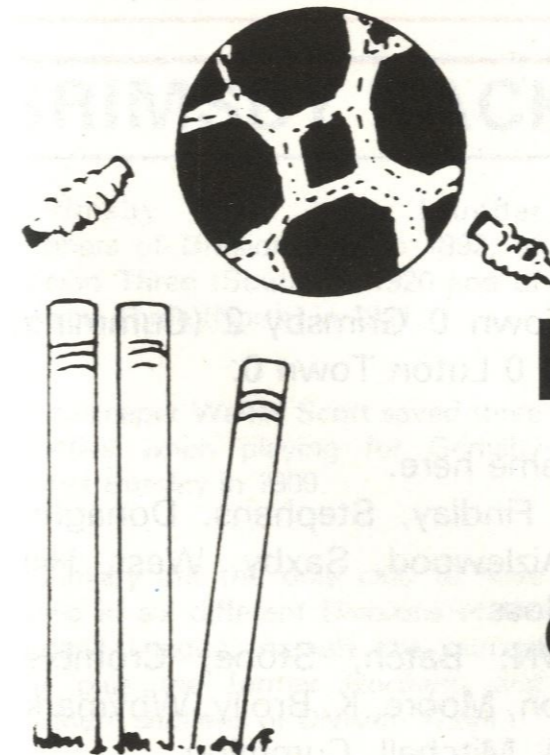
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TODAY'S PRE-MATCH ENTERTAINMENT

BERNARDS WORLD OF SPORT AND EVENING POST-ECHO LUTON UNITED v FIVE STAR SIX-A-SIDE CRICKET TOURNAMENT FINAL



CENTURY CLUB

It seems a long time since we played a League game at home, 26th September in fact, when we had a memorable game against Watford.

Today, we welcome our visitors from Grimsby, who have had a long trip here. When we went there last season, at about the same time of year, it was a very damp, cold day, but we enjoyed the point we won. We look forward to a good game today.

Grimsby supporters have a fine reputation for looking after the needs of the physically disabled and are to be

congratulated for their excellent record in this field, especially in this, the International Year of the Disabled.

Once more, Century Club members are sponsoring the match — W. H. Allsop & Sons (Builders) Ltd — all of whom are now members or associated members of our club. We do congratulate them, and hope they have a good day with their friends and guests.

Including Mr Tom McAuliffe's sponsorship of the Queens Park Rangers game, it makes four Century Sponsorships already this season, and is evidence of the degree of support among members for our football club. It is appropriate also to thank those members who have donated prizes for our raffle. We are most grateful, and the results will be our increasing financial support to the football club.

Don't forget, 26th October, when we hold our Annual General Meeting in the club room at 8 p.m. We look forward to a big attendance again this year.

MATCH SPONSOR

After last year's successful matchday sponsorship **W. H. Allsop & Sons (Builders) Ltd.**, had no hesitation in agreeing to sponsor a match this season.

Wally Allsop, his sons Stuart, John, Robert and son in law Dick Downs, have a very close relationship with Luton Town Football Club and

all, apart from Dick, are members of the Century Club.

Their building company, which has been established for over 30 years, carries out all types of building work in and around Luton for customers such as the Church Commission, Crown Estate, Housing Associations, numerous private individuals plus many local architects and surveyors.

In previous years, they have established a successful aluminium window department which supplies patio doors and windows to many local builders and to many householders in the areas.

Their offices and showrooms are situated at: 153 Newtown Street, Luton (20011/23472).

IN RETROSPECT

LUTON TOWN v GRIMSBY TOWN

Division Two: 1897-98 6-0 (h), 3-1 (a); 1898-99 3-1 (h), 0-5 (a); 1899-1900 0-4 (h), 3-3 (a).

Division Three: 1920-21 3-1 (h), 1-0 (a).

Division Two: 1948-49 1-1 (h), 1-2 (a); 1949-50 0-0 (h), 1-6 (a); 1950-51 4-0 (h), 2-0 (a); 1962-63 2-2 (h), 1-3 (a).

Division Three: 1964-65 1-1 (h), 2-2 (a).

1980-81 Luton Town 0 Grimsby 2 (Cumming, Waters). Grimsby 0 Luton Town 0.

Teams for last game here.

LUTON TOWN: Findlay, Stephens, Donaghy, Price (White), Aizlewood, Saxby, West, Hill, Ingram, Stein, Moss.

GRIMSBY TOWN: Batch, Stone, Crombie, Waters, Wigginton, Moore, K. Brolly, Whymark, Drinkell (Kilmore), Mitchell, Cumming.

Attendance: 9,217.

LUTON LEISURE

Once again, Luton Town FC and Luton Recreation Services are organising the Chiltern Radio Five-a-Side Tournament — formerly the Luton Town Five-a-Side Competition.

The tournament commences on Wednesday 25th November and continues every Wednesday until 31st March 1982. The venue is Lewsey Park All Weather Pitch.

There are four age groups 9-12s, 12-14s, 14-16s and adults. The competition is open to all street, factory, sport centres, youth clubs, established clubs, youth, district and area teams. In the junior tournament only the first 16 teams on a first come first served basis will be accepted — but, in the adult competition, 64 teams will be accepted.

Losers can be winners, because if you are knocked out in the preliminary round you will automatically be entered for the Plate Competition.

The trophies on offer are:

- 1 Antony Evans Cup, for the overall adult winners.
- 2 Luton Recreation Services Shield, for the 14-16 age group winners.
- 3 Luton Sports Council Shield, for the 12-14 age group winners.
- 4 Borough of Luton Shield, for the 9-12 group winners.
- 5 Marsh House trophies, for plate winners of each age group.
- 6 Hot Shot Trophies, awarded for the top junior and adult team scorers.
- 7 Top goal scorers trophies, awarded to the top junior and adult scorer.

8 Best defending team trophies, awarded to the top junior and adult scorer.

9 Members trophies, awarded to top team officials.

10 Chiltern Radio's Cup, for the most sporting team.

The winner of the 9-12s and 12-14s competitions will be invited to represent Luton at Peterborough for the 'Champions all Competition' in the spring of 1982. If your team reaches the latter rounds, visits by members of Luton Town will be around to watch you play and perhaps give your team some advice.

If the maximum number of teams allowed enters, each adult team will have a minimum of 18 matches and junior teams will play the minimum of 24 matches.

You might ask how much will it cost to enter, well you will be surprised because the entry fees are:

14-16 years (7 players per team): One team £8 (approx £1.15 per player); two teams £7.25 per team; three teams or more £6.50 per team.

12-14 years (7 players per team): One team £6 (approx, 86p per player); two teams £5.25 per team; three teams or more £4.75 per team.

10-12 years (7 players per team): One team £4.50 (approx 65p per player); two teams £3.75 per team; three teams or more £3.25 per team.

There is a special rate of: 10 per cent discount off total cost if club enters a

team in two age groups; 15 per cent discount off total cost if club enters a team in three age groups; 20 per cent discount off total cost if club enters a team in all four age groups.

The price includes: Affiliation fees if necessary; referee fees; and all other cost except kit.

Please note that if more than one team is entered, in the same age group, teams will not be divided into groups, but drawn out of the hat in order the teams are drawn.

● There are still a few places for the *Evening-Post Echo* Christmas special indoor three day football coaching course. If you fancy yourself as an Ian Botham, then you must read this column, because in the next magazine, there will be details of a fantastic cricket coaching course. This will be held during the Christmas holidays, in addition to other activities due to take place.

● A special note for girls or boys: there is an 11 week hockey coaching course commencing Tuesday 5th October and then every Tuesday until 15th December, at Stopsley Regional Sports Centre. If you are interested in joining, please come to the venue stated and join there.

● If you wish to enter or want further information on any course or tournament, please ring Luton 56879 or write to: M. Iacono, Marsh House Centre, Bramingham Road, Leagrave, Luton.

GRIMSBY BACKTRACK

A look at our visitors' history through the years

● Grimsby Town were founder members of Division Two in 1892, of Division Three (South) in 1920 and of Division Three (North) in 1921.

● Goalkeeper Walter Scott saved three penalties when playing for Grimsby against Burnley in 1909.

● Grimsby are the only club to have played in six different Divisions of the Football League, namely the current four plus the former Northern and Southern sections of Division Three.

● Grimsby have met all the current Football League clubs except Wigan

Athletic though they did meet their predecessors Wigan Borough.

● Jackie Bestall, the former Grimsby forward, not only had a street named after him but was also the oldest, smallest and lightest forward to make his England debut when stepping out against Ireland in 1935. He was 35, 5ft 3in, and 9 stone.

● Father and son Jack and William Butler both played for Grimsby during the 1916-17 season.

● Allenby Chilton is the only player-manager to have led his side to top

place in any Division of the Football League. He led Grimsby to the Fourth Division title in 1959-60.

● Pat Glover holds the Grimsby record for the most goals in a season (42 in 1933-34) the most in a career (182) and the most international caps (7 for Wales).

● The late Ralph Hunt scored in each of the first 10 games of the 1959-60 season.

● Former Grimsby managers include Bill Shankly, Lawrie McMenemy and John Newman.

PROGRAMME CORNER

By JOHN FARMER

Sheffield United may be in the Fourth Division for the first time in their history, but there is no evidence of declining status in their match programme which remains a 32-page issue in full colour on good quality paper.

Like many other teams, most of them in the top two Divisions, they make use of a 12-page inset of general interest and integrated in colour and style with the 'home-made' part. Whether

see in it a determination to climb back towards Division One as soon as possible.

Although figures are not usually published, some clubs are known to have lost heavily on programmes through preparing too elaborate and costly an issue. But what is the other alternative? If, when gates drop, the programme is reduced in size and quality, even fewer will be sold and even if no financial loss is made there is the intangible loss in morale for fans and perhaps even players.

One recalls the way Southport issued just a one-sheet programme a decade ago to cut losses. But these issues were soon proving to be valuable collectors' pieces. The reason? They lost their Football League place.

Barrow, on the other hand, kept their programme up to its established quality (and at one time it was one of the best in the lower Divisions) right to the end of their Football League life.

Maybe neither fact was relevant to the team's problems on the field, but one has the feeling

that if a team maintains a bright lively programme it has done all it can in that direction.

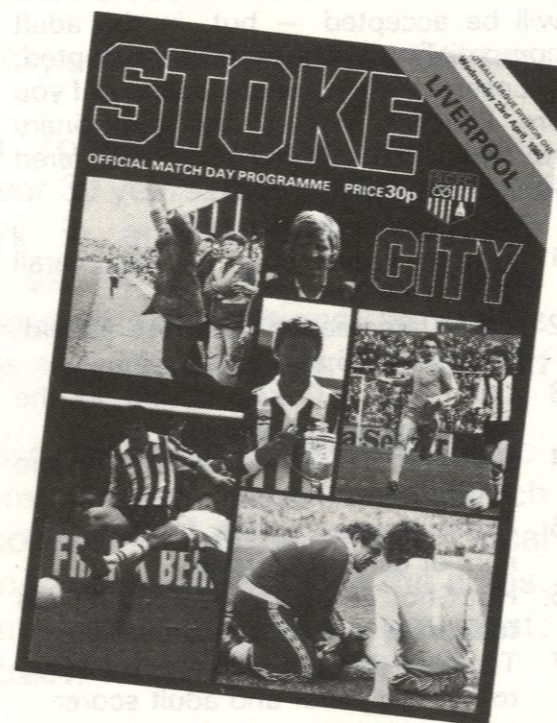
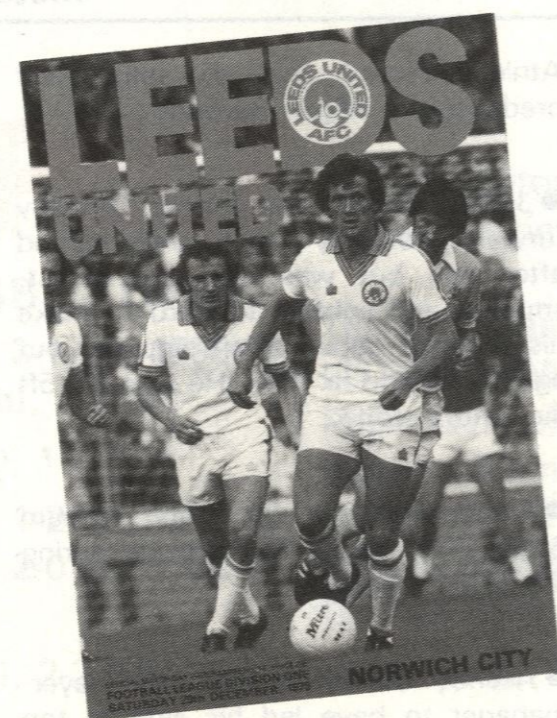
Some fans, of course, never buy programmes or, apparently, care about the sort of issue their club produces. Those who do buy them, however, are quick to add their complaints if the quality drops and this is something no club wants when results are starting to go against them.



or not fans agree with the use of an insert, there is still plenty of material produced by the club itself and this raises the question of how desirable it is to keep up its programme image when it slides to a lower Division.

United's gates are just a quarter of what they were ten years ago when they were topping Division One, but they are paying just the same amount of attention to their programme.

They may well be struggling to break even on sales of the current glossy issue, but at least they are showing fans that they haven't accepted they are now a 'little' club and this is bound to help the morale of fans who may



Huddersfield's programme has, in general, been less expensively produced than the Sheffield United one referred to above, but at least standards did not fall when they slipped into Division Four. Now they have celebrated their return to a place in Division Three (and last season they came near to Division Two) by increasing the size and improving the appearance of their programme.

Programmes are not all-important of course, but, they do matter in the battle to keep fans devoted to a club in these days of economic stringencies.



In our efforts to further promote the sale of excellent lottery tickets throughout the Home Counties to serve the general public wherever they live on a mutually economic basis, we have recently taken over administration of the East Herts District Council lottery which has previously been assisted by 'The Spurs' commercial department.

At Luton, we are noted for our successful fund raising organisations, having vast experience of local authority lotteries, particularly with North Herts District Councils 'Celebrate' lottery.

This not only sells out monthly, but benefits the social, sporting and cultural purposes which provides grants regularly to organisations in those categories within the area who require financial assistance.

Since we have been associated with this operation, the North Herts

District Council have provided their local organisations with nearly £50,000 in grants. It is nice to help those in need of funds, and at the same time provide the life blood to the Hatters.

Local authorities currently appear to be queuing up for our assistance and long may it reign that we can provide it and, at the same time, help our club.

LATEST BIG WINNERS

£2,000 Winner: Mrs Mary Tullett, 39 Jackmans Place, Letchworth.

£1,000 Winners: Mr Bates, 45 Milestone Road, Hitchin; Mr J. French, 17 St Kilda Road, Luton; Mr M. Smith, 25 Akerman Street, Tring; Mrs Walker, 115 Sish Lane, Stevenage; Mr R. T. Godfrey, 55 Ditmas Avenue, Kempston; Mrs P. Wale, 63 Elm Park Close, Houghton Regis; Mrs L. Scott, 117 Leabank

Marsh Farm, Luton; Mrs V. Harris, 42 Miswell Lane, Tring; Mr E. McDade, 29 Ave Grimaldi, Luton; Mary Gadsden, 19 Hornbeam Close, Leighton Buzzard.

£500 Winners: Susan Thompson, 103 York Road, Stevenage; Mr A. Norfolk, 32 Elstow Road, Bedford

MIKE HARDWICK
Commercial Manager



ACTION

LUTON TOWN 0 WREXHAM 2

Pictures: Mark Richards/Luton News.

Our first excursion into this season's Football League Cup competition brought us down to earth with a huge bump when we lost at home to Wrexham in heavy drizzle. *Above:* Ricky Hill shoots but brought a fine save from the Wrexham keeper. *Below:* Brian Stein jumps for possession with two defenders. *Top right:* Steve White (left) shoots for goal. *Bottom left:* David Moss takes aim for goal with another unsuccessful attempt.



VISITORS

Grimsby arrive at Kenilworth Road this afternoon hoping to make their mark just behind the pack chasing promotion to the First Division.

Managed by George Kerr, Grimsby surprised many of their critics last season by finishing in seventh place in the Second Division table. This season, they hope to achieve better things and, under Kerr, there is a faint suspicion they can.

Kerr took the Mariners out of Division Three after a playing

career with Barnsley, Oxford and Scunthorpe United. He became coach at Lincoln under Graham Taylor — now manager of Watford — and succeeded him when Taylor joined the Hornets.

However, Kerr left Lincoln at Christmas 1977 and was appointed trainer-coach at Grimsby in July 1978 and took over as manager when John Newman left for Derby County almost 12 months later.

Now, after 88 years in the Football League —

including a spell in the First Division — Grimsby now find themselves fully established in the Second.

If Luton have ambitions of victory this afternoon, they will have to find a way past keeper Nigel Batch, voted the club's Player of the Year last season. He hasn't missed a game in the last three seasons and joined Grimsby from Huddersfield Town.

Right-back Dave Moore is the son of a former Grimsby centre-

LINE-UP

half and arrived at Grimsby in 1977 as an apprentice. Before the start of this season, he had played 64 first team games. Kevin Moore, another right-back, is Dave's elder brother and played for Grimsby reserves as a school-boy. He has missed only 12 matches in four seasons.

Midfielder Joe Waters is the club's skipper and was signed for only £10,000 from Leicester in 1976 and has been capped by Eire. Central defender Clive Wigginton is in his second spell with Grimsby after rejoining them from Lincoln after a spell with Scunthorpe.

Striker Kevin Drinkell has attracted attention from a host of clubs. A local lad, he top-scored two seasons ago with 16 goals and knocked in seven in Second Division games last season.

Midfield player Bob Mitchell hasn't missed a game in the last two seasons — a record which speaks for his ability.

Striker Kevin Kilmore cost Grimsby £60,000 when they signed him

from Scunthorpe in 1979 and, before the start of this season, had scored 17 goals in 36 games for the Mariners.

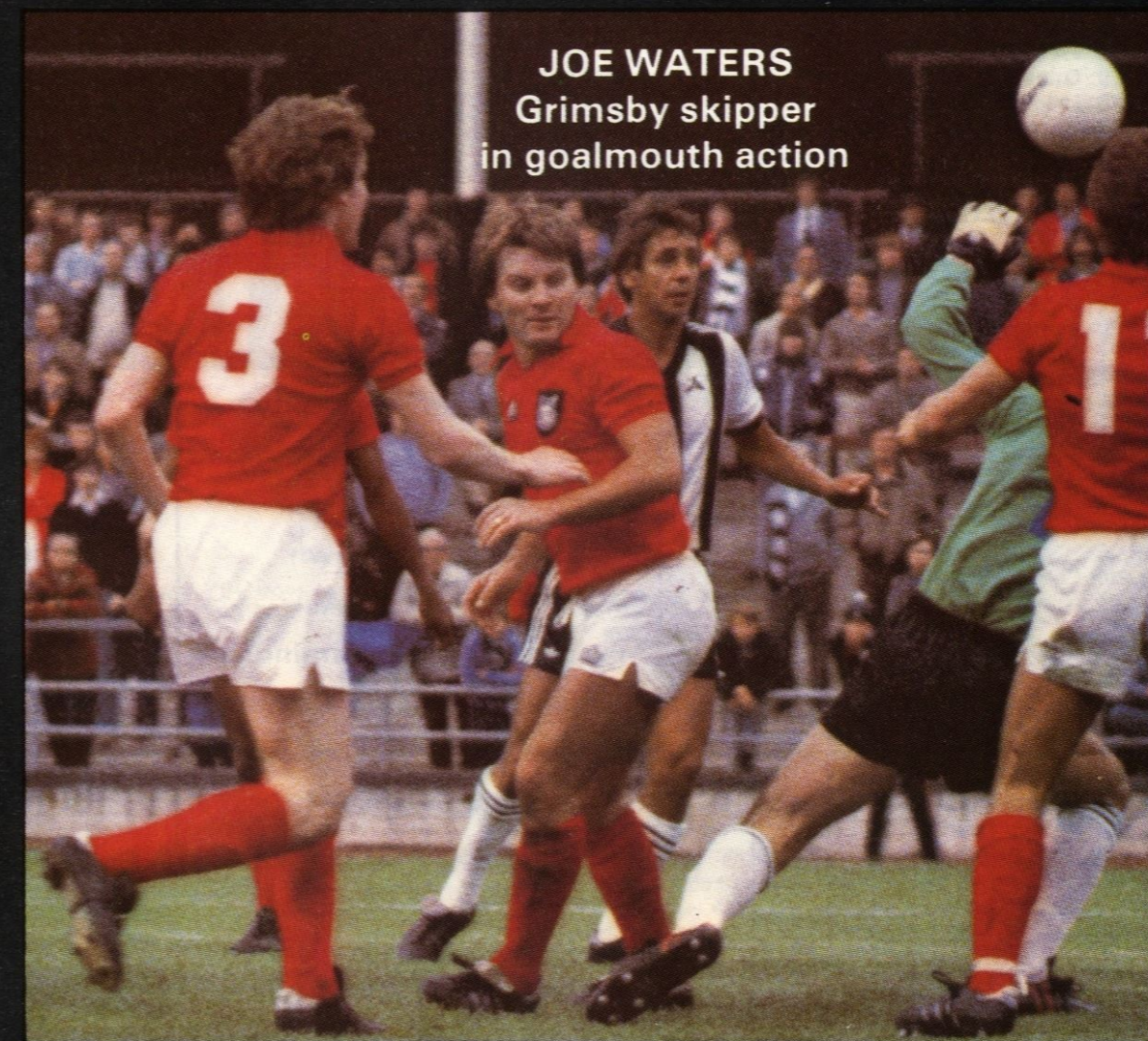
Winger Mike Brolly was one of six players signed by Tom Casey, a former manager who cost only £5,000 when recruited from Bristol City in 1976. Defender Mike Czuczman started his second spell with Grimsby when he was signed from San Jose Earthquakes in September 1980. Another player who

joined the Mariners from an American club was the experienced Trevor Whymark who arrived from Vancouver Whitecaps in exchange for an £80,000 fee. Whymark was a former favourite at Ipswich where he played over 250 games and won an England cap.

Kerr's only close season signing was John Ward from Watford. He has scored over 100 Football League goals.



Back row (left to right): Jim Fell, Kevin Moore, Nigel Batch, Grahame Cawthorne, Len Robinson, Mike Czuczman, Dave Moore. Middle row: George Kerr (Manager), John Fraser, John Steeples, Phil Crosby, Tony Ford, Gary Beacock, John Ward, John Stone, Dean Crombie, Clive Wigginton, Kevin Kilmore, David Booth (Trainer-Coach), Harry Wainman (Youth Team Coach). Front row: Paul Wilkinson, Andy O'dell, Bob Mitchell, Kevin Drinkell, Joe Waters (Captain), Bob Cumming, Mike Brolly, Trevor Whymark, Tony Thorpe.



JOE WATERS
Grimsby skipper
in goalmouth action

TODAYS TEAM CHECK

LUTON TOWN		GRIMSBY TOWN	
JAKE FINDLAY	1	NIGEL BATCH	
KIRK STEPHENS	2	DAVID MOORE	
MARK AIZLEWOOD	3	DEAN CROMBIE	
BRIAN HORTON	4	JOE WATERS	
MIKE SAXBY	5	MIKE CZUCZMAN	
MAL DONAGHY	6	KEVIN MOORE	
RICKY HILL	7	MIKE BROLLY	
STEVE WHITE	8	TREVOR WHYMARK	
BRIAN STEIN	9	KEVIN DRINKELL	
LIL FUCCILLO	10	BOBBY MITCHELL	
DAVID MOSS	11	BOBBY CUMMING	
RADDY ANTIC	12	TONY FORD	


Referee: B. H. DANIELS, Brentwood, Essex Linesmen: D. H. BRAZIER (Red Flag) E. H. SCALES (Yellow Flag)




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Saturday
17th October 1981
Grimsby Town



IN CHARGE TODAY
DANIELS, BRIAN H. (Brentwood, Essex). Passed the Referees' Examination of Essex County FA in 1951 and has progressed through local and the Isthmian League, Football League line and the full list in 1967. Was a linesman at the UEFA Cup quarter-final played in Las Palmas in 1972-73. Linesman for the European Champions Cup in 1977-78, and reserve referee for the Football League Cup Final in 1980. Married with three children, he is an ex-Military Policeman now engaged as Positive Vetting Officer in Industrial Security.