

# THE HATTER

FOOTBALL LEAGUE DIVISION ONE  
TUESDAY 31st AUGUST 1982

LUTON TOWN v WEST HAM UNITED



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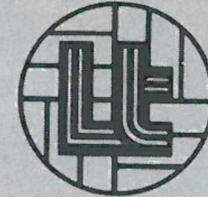
## WOLVES 3 LUTON TOWN 4

This was our last 'English' pre-season match which gave new signing Paul Walsh another platform to exhibit his scoring ability.

Above: Paul's second goal leaves keeper John Burrridge stranded.

# TEAM CHECK

**LUTON TOWN**



- 1 JAKE FINDLAY (0) 0
- 2 KIRK STEPHENS
- 3 RICHARD MONEY
- 4 BRIAN HORTON
- 5 CLIVE GOODYEAR
- 6 MAL DONAGHY
- 7 RICKY HILL
- 8 BRIAN STEIN
- 9 PAUL WALSH
- 10 RADDY ANTIC
- 11 DAVID MOSS
- 12 KELLOCK

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**WEST HAM UNITED**



- 1 PHIL PARKES (0) 2
- 2 RAY STEWART
- 3 FRANK LAMPARD
- 4 BILLY BONDS
- 5 ALVIN MARTIN
- 6 ALAN DEVONSHIRE
- 7 FRANCOIS VAN DER ELST
- 8 PAUL GODDARD
- 9 SANDY CLARK
- 10 PAUL ALLEN
- 11 GEOFF PIKE NEIGHBOUR
- 12 MORGAN

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Referee: A. SEVILLE (Birmingham) Linesmen: J. R. HARRIS and R. K. PAWLEY

*Chairman:* Denis Mortimer

*Directors:*

R. L. Banks, D. J. Evans, E. S. Pearson  
R. J. Smith, J. R. Smith (Executive)  
D. J. Pleat (Team Manager)

*President:* T. Hodgson

*Vice-Presidents:*

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A. J. Berry, J. B. Brent, B. Cole,  
B. England, N. S. Fookes,  
C. Holloway, I. E. Holmes,  
C. J. Hudson, R. Larkinson,  
L. Leppington, Eric Morecambe OBE,  
R. Safranek, E. Waller, R. Unwin

*Administration:*

*General Secretary:* Graham MacKrell  
*Club Secretary:* John Wilkinson  
*Business Development Executive:*  
Bill Tomlins

*Projects and Advertising Executive:*  
Mike Beevor

*Promotions Manager:* Mike Hardwicke

*Catering Manager:* Clive Hustwitt

*Assistant Promotions Manager:*  
John Gornall

*Youth Development Officer:* Colin Ball

*Travel Organiser:* Mrs C. Ball

*Auditors:*

Arthur, Young, McClelland,  
Moore & Co.

*Photographer:* Gareth Owen

*Playing:*

*Coaches:*  
David Coates, John Moore and  
Trevor Hartley

*Physiotherapist:* John Sheridan  
*Doctor:* W. A. C. Berry MBBS



**LUTON TOWN FC**

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Season 1982-83

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# MY VIEW

Tonight's game has special significance for those of us who can recall our last game in the First Division in season 1975-76. Since that day, much hard work has taken place behind the scenes. Now we must make sure that we have a long and healthy stay in the best League competition in the world.

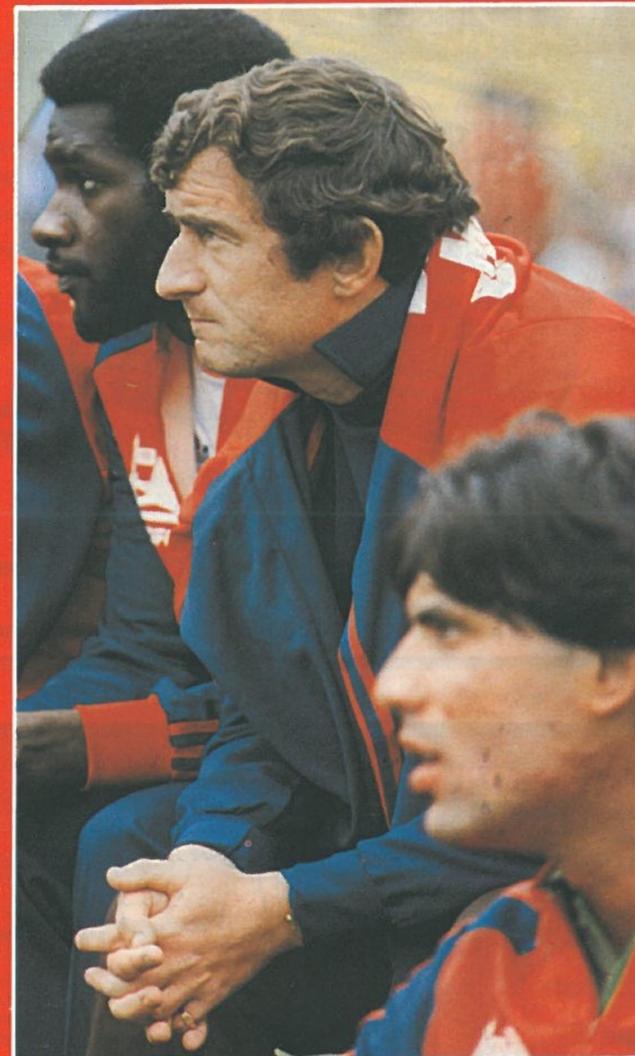
I am delighted that our first home game is against a club respected not only for the quality of their football, but also for their stability at board and management level. We have had some outstanding games against West Ham in recent seasons, and supporters of both sides will recall the brilliant football provided in our 3-2 win when West Ham won the Championship so impressively in 1980-81.

Since the end of our record-breaking season, we have been very busy. Neil Madden, Ray Brammer and Bill Jennings left us on free transfers as did apprentices Barry Poplewell, Alan Lane and David Owen. New apprentices are Mark North, a goalkeeper from Stevenage, Gary Parker a midfielder from Oxford and Cahil McConville, a forward from Luton. We wish them well. Only if they work extra hard will they progress through to successful careers.

On the transfer side, we have made two important signings. Paul Walsh joins us from Charlton in exchange for a big fee, by our standards, and our front player, Steve White. Paul looks to have an outstanding career ahead of him — he has good control, a big heart, and the ability to combine with colleagues.

Billy Kellock, from Peterborough, is an experienced player who has a belated chance to show that his control, passing ability and shooting are worthy of the First Division stage. Good luck to them both.

Steve White, I am sure, will continue to score goals at Second Division level. His performance last season was much improved, and his single-mindedness around goal gained its reward. We wish him well and hope he appreciates the help he received from the



coaching staff and his colleagues in the team at Luton.

We all hope that, next May, we will all have many more wonderful memories to recall. Football does not stand still, and every season we must aim for higher standards. Only with a combined effort of everyone will we be successful. We want good football, and healthy competition for places. We need increased support on the terraces, and improved lottery revenue. We have a sound staff and excellent board. Together, we can go places.

Enjoy tonight's game.

**DAVID PLEAT**

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# LUTON TRAVEL

By the time you read these notes, we shall already have commenced our 'Away Travel' and how nice to be back on the road again after our summer break. We hope you all enjoyed your holidays, and are now looking forward to an exciting season.

We now have seven services to home games, as follows:

AYLESBURY: Bus Station 13.30 or 18.15, ASTON CLINTON: Rising Sun 13.40 or 18.25, TRING: Rose & Crown 13.50 or 18.35, MARSWORTH: (Startop End) Bus Stop White Lion 14.00 or 18.45, IVINGHOE: Post Office 14.10 or 18.55, LUTON TOWN FC 14.30 or 19.15.

CRANFIELD: Co-op 13.00 or 17.45, NORTH CRAWLEY: The Church Hill 13.10 or 17.55, BROGBOROUGH: Post Office 13.25 or 18.10, MARSTON: Bean Croft Road Bus Stop 13.35 or 18.20, NEWPORT PAGNELL: Market Hill 13.45 or 18.30, LUTON TOWN FC 14.15 or 19.00.

STONY STRATFORD: Bus Station 13.30 or 18.15, WOLVERTON: Station 13.35 or 18.20, MILTON KEYNES: Midsummer Boulevard 13.45 or 18.30, BLETCHLEY: Bus Station 13.55 or 18.40, LEIGHTON BUZZARD: High Street 14.10 or 18.55, LUTON TOWN FC 14.30 or 19.25.

OLD WELWYN: The Church 13.10 or 17.55, WELWYN GARDEN CITY: The Station 13.20 or 18.05, STEVENAGE: London Country Bus Stop 13.25 or 18.10, BALDOCK: Market Square 13.50 or 18.35, LETCHWORTH: Post Office Broadway 14.00 or 18.45, HITCHIN: St Mary's Square 14.10 or 18.55, LUTON TOWN FC 14.30 or 19.15.

BEDFORD: De Parys Avenue 13.00 or 17.95, AMPHILL: The Square 13.25 or 18.10, FLITWICK: Flitwick Village Hall 13.35 or 18.20, TODDINGTON: The Green 13.50 or 18.35, CHALTON: The Star 14.05 or 18.50, LUTON TOWN FC 14.30 or 19.15.

SANDY: Market Square 13.15 or 17.45, BIGGLESWADE: Market Square 13.25 or 17.55, LANGFORD: Plough/Boot PH 13.30 or 18.00, HENLOW: Crown PH 13.40 or 18.10, SHEFFORD: Ivel Road 13.45 or 18.15, LUTON TOWN FC 14.30 or 19.15.

HEMEL HEMPSTEAD: Bus Station 13.30 or 18.15, REDBOURN: High Street 13.45 or 18.30, HARPENDE: High Street 14.00 or 18.45, LUTON TOWN FC 14.30 or 19.15.

There is a change in the Bedford route, the Aylesbury

coach now uses a more direct route as a result of many requests, and the Hemel and Cranfield routes as new. All fares are ADULTS £1.50 return. JUVENILES, up to and including 15 years £1 return.

Coaches have been booked for ASTON VILLA, Wednesday 8th September and LIVERPOOL, Saturday 11th September, details are:

ASTON VILLA - HITCHIN: St Mary's Square 16.00, LUTON: Maple Road Car Park 16.30. FARE: Adults £3.75. Juveniles, up to and including 15 years £3.

HEMEL HEMPSTEAD: Bus Station 15.45, REDBOURN: High Street 16.00, HARPENDE: High Street 16.15, LUTON: Maple Road Car Park 16.30.

AYLESBURY: Bus Station 16.30, STONY STRATFORD: Bus Station 17.15, MILTON KEYNES: Midsummer Boulevard 17.30. FARE: Adults £3.75. Juveniles, up to and including 15 years £3.

LIVERPOOL - HITCHIN: St Mary's Square 08.15, LUTON: Maple Road Car Park 08.45. FARE: Adults £5.50. Juveniles up to and including 15 years £4.50.

AYLESBURY: Bus Station 08.45, STONY STRATFORD: Bus Station 09.30, MILTON KEYNES: Midsummer Boulevard 09.45. FARE: Adults £5.50. Juveniles up to and including 15 years £4.50.

HEMEL HEMPSTEAD: Bus Station 08.00, REDBOURN: High Street 08.15, HARPENDE: High Street 08.30, LUTON: Maple Road Car Park 08.45.

Local couriers are HOWARD STEVENS (Biggleswade 314422), PAUL SPARKS (Stevenage 66247 after 8 p.m.), IAN HEMMINGS (Stevenage 820737), DAVE PACKER (Stevenage 54144), GRAHAM SNOOKES (Aylesbury 748435), MALCOLM ANDERTON (Milton Keynes 661102). Travellers wishing to make use of the arrangements should either contact their courier or Catherine Ball, Travel Organiser, Luton Town 411622.

CATHERINE BALL Travel Organiser



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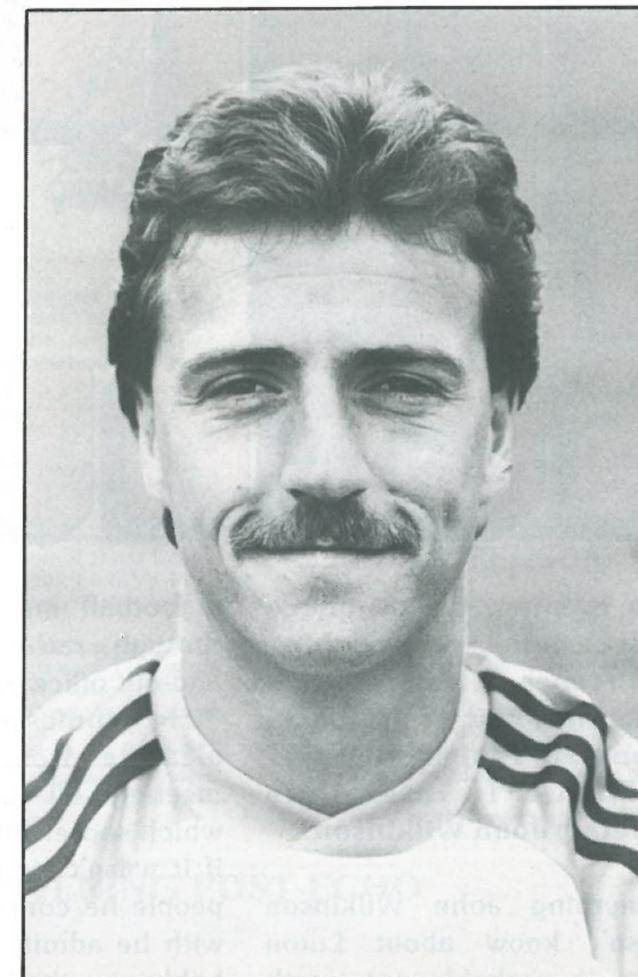
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# HATTER FOCUS



**Full name:** DAVID JOHN MOSS  
**Birthplace:** Witney  
**Birthdate:** 18.3.52  
**Height:** 5ft 10½in  
**Weight:** 11st 10lb  
**Married:** Yes to Yvonne  
**Children:** 2 girls — Nikki (10), Kelly (5)  
**Car:** Fiesta Supersport  
**Previous clubs:** Swindon Town  
**Favourite player:** Glenn Hoddle  
**Favourite other sport:** Golf, snooker  
**Biggest disappointment:** Not having played at Wembley  
**Nickname:** Mossy  
**Job or trade before turning professional:** Clerk for 3 months  
**Favourite newspaper:** Daily Telegraph, Financial Times  
**Favourite other team:** Tampa Bay Rowdies  
**Players for the future:** Paul Walsh, Rob Johnson  
**Your best ever all time XI:** Brazil 1970 World Cup winners  
**Best stadium played in:** Tampa Stadium, Florida  
**Football hero of childhood:** Don Rogers (Swindon)  
**Other sports person you most admire:** Lester Piggott  
**Most memorable match:** Luton v Shrewsbury (4-1, promotion clincher)  
**Favourite food and drink:** Shrimps, sausages, Italian food, tea  
**Friendliest away fans:** Watford  
**Favourite holiday resort:** Jersey  
**Best film seen recently:** Caddyshack  
**Favourite actor/actress:** George Cole, Susannah York  
**Favourite singers:** Barbara Streisand, Beatles, Eagles  
**Miscellaneous likes/dislikes:** Mixing with teammates — pushy people  
**Favourite TV shows:** Minder, Coronation Street, Rainbow  
**Favourite activity on day off:** Golf or taking Yvonne shopping and out to lunch  
**Superstitions:** Last on pitch, waving to kids before kick-off  
**International honours:** None, (Oxon County cap, Petrol cap)  
**Biggest influence on career:** My father; Maurice Owen, Frank Burrows (Swindon); David Pleat  
**Personal ambition:** To play at Wembley and to be rich  
**If not a player, what job would you do?:** Barman  
**Which person in the world would you most like to meet?:** Princess of Wales



## DAVID MOSS



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# BEHIND THE SCENES

This evening, we introduce an occasional series, Behind The Scenes, a feature which looks at some of our back-room staff. Tonight, ROBERT HADGRAFT interviews secretary John Wilkinson.

Anything John Wilkinson doesn't know about Luton Town is probably not worth knowing.

He has been associated with the club in various capacities for many years — and in that time has become well known for his in-depth knowledge and his carefully kept statistics and archives.

John became club secretary in the early seventies after spells as assistant secretary to Bob Readhead and Doug Lygo.

Before that, he managed the sports goods shop in Oak Road for two years, and carried out a huge variety of other tasks for the club.

His current position involves carrying out all secretarial duties on the 'footballing' side — whereas his colleague Graham Mackrell, as general secretary, looks after the financial side of things.

This suits John well, for he is

a football man through and through, rather than an out-and-out office worker.

He confesses his main pleasure from the job is meeting all the characters which soccer throws up — and if it wasn't for the interesting people he comes into contact with he admits he would probably give the job up.

John is Luton-born, and attended Beech Hill School before embarking on a playing career which was brought to a premature halt by a knee injury.

In recalling the days when he was first associated with the club, he points to how teams used to have about 50 professionals on their books. Also how the job of a football club administrator now involves about four times as much paperwork as it used to.

John is usually able to watch the team in action despite his office duties. This, he says, is down to his team of workers who are usually able to carry out their matchday tasks in an efficient, competent way.

Nearly 200 personnel — gatemen, stewards and others — come under John's jurisdiction, and, just like his beloved



JOHN WILKINSON

statistics, it all moves smoothly 'if you keep on top of things'.

The multifarious tasks of a club secretary keep John on his toes for seven days a week and all hours of the day and night.

Far from being a regular nine-to-five stint, his routine is unpredictable, and can include dashes up the motorway to sign a player, for instance.

John's wife Mary has learned what to expect, but his son Neil, who attends Icknield High School, thinks it's a great life being attached to a football club.

'He's very keen on the Hatters, and follows me about everywhere,' said John.

Who said a secretary's lot is a dull one? Not everybody gets amazing characters like Alan Birchenall breezing into their office for a chat.

'Yes, I've met a lot of people and made a lot of friends in the game. It's what keeps me here,' added John.

## JUNIOR HATTERS



We offer a very warm welcome to all our young supporters, and especially to Junior Hatters' Club members. I hope you have all enjoyed your summer break and, like me, are looking forward to the new season with keen anticipation. I am sure everyone joins with me in wishing good luck and success to Luton Town in Division One once more.

Memories of the last match of the 1981-82 season are still vivid for our army of Junior Hatters who ran a proud lap of honour around the pitch to greet the Champions when they received the Division Two Trophy. Let's hope this augurs well for 1982-83.

The ranks of the Junior Hatters Club continues to swell and with the welcome addition of young families from Bedford Trucks and Vauxhall Motors, we are fast approaching 1,500 members which means we are very near to our top limit.

Organised parties of youngsters with adult supervision will continue to be a feature of our matches this season plus the ever-growing band of Junior Hatters supporters

and for that, we must express our thanks and gratitude to our Juniors' sponsors, the Evening Post/Echo, who are giving excellent backing and financial support for all our efforts in encouraging young people to watch real live football in safety.

I know our Juniors are very grateful for this opportunity and will make their presence felt tonight, as ever, in their enthusiasm for L.U.T.O.N. T.O.W.N.

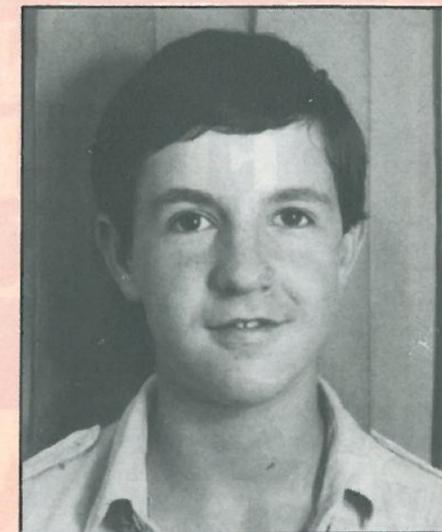
Mascots and Escorts this evening are:

**MASCOT:** Paul Steemson of Deep Denes, Luton. Paul is 14, attends Stopsley High School, and apart from football, is interested in birdwatching.

**ESCORTS:** Scott Canupp of RAF Chicksands, Beds. Scott is aged 11, and attends the RAF Chicksands School. His interests are soccer and fishing, and he plays for school and base teams.

Karen Northcott of Harfield Road, St Albans. Aged 9, Karen attends Windemere J.M.I. School, and is interested in gymnastics, reading and sport.

### THE MASCOT . . .



PAUL STEEMSON

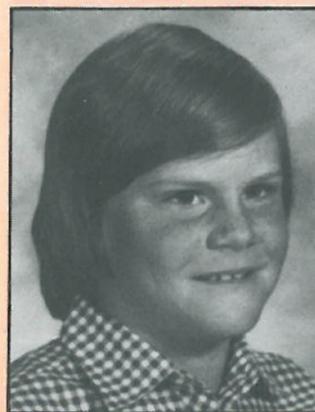
Kevin Lennon of Ravenbank Road, Luton. Attends Putteridge High School, and is aged 13. Interested in snooker, cricket and collecting football programmes, he plays for Stopsley BC.

Karen Reynard of Dallow Road, Luton, is 13, and attends Challney Girls School. Her interests are football, cricket and athletics, and she plays for Foxdell Community Group.

Colin Ball  
Youth Development Officer

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#### . . . AND THE ESCORTS



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KAREN NORTHCOTT



KEVIN LENNON



KAREN REYNARD

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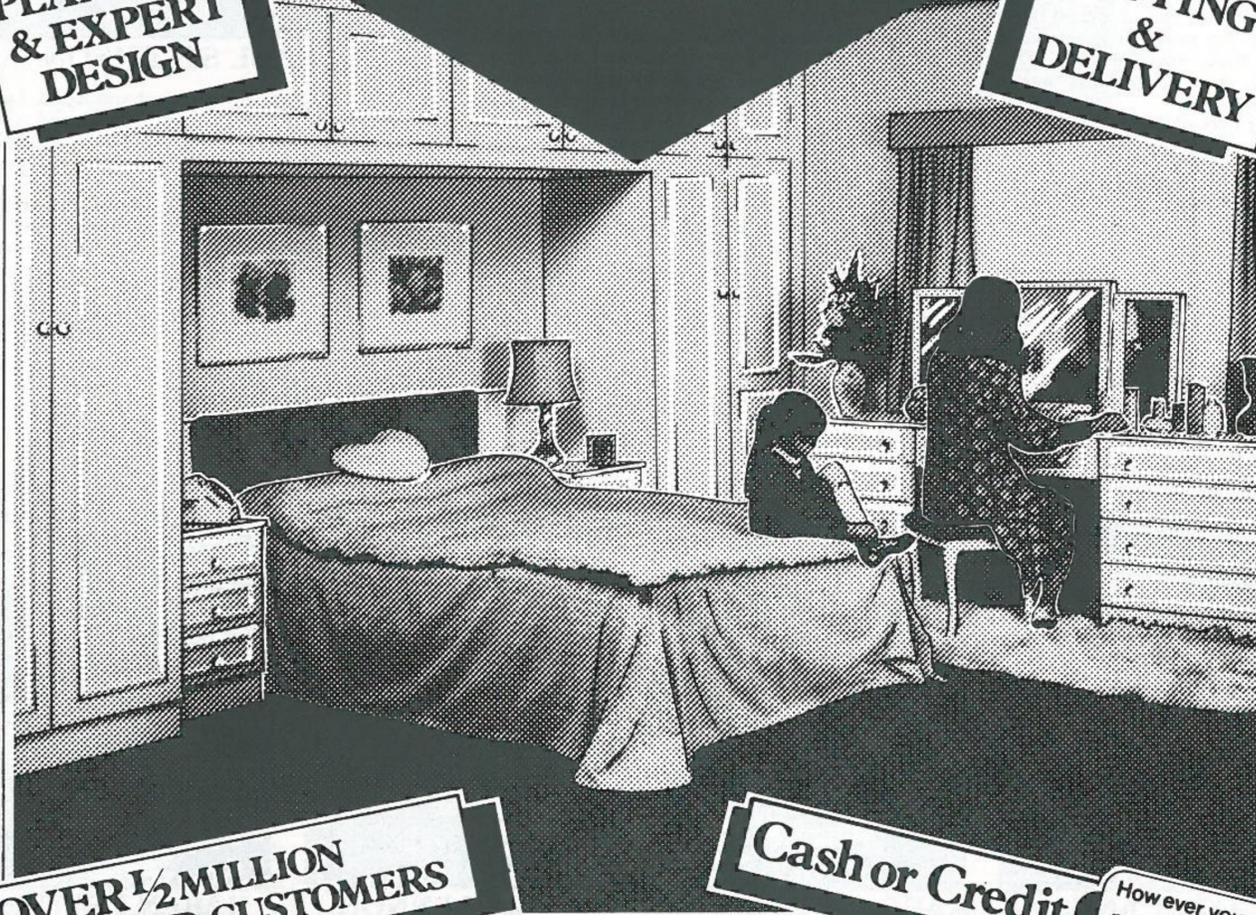
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AND THROUGHOUT  
THE HOME COUNTIES

# TOWN

This season, we want our fans to play an even bigger part in the club and have introduced a page where you can air your views. If you have anything to say, simply write to the Matchday Magazine Editor, Luton Town FC, Kenilworth Road, Luton. We'll do our best to publish your letter.

The reason for my writing to you is that you may be interested in a photograph I took of Paul Walsh in action against Luton Town at Kenilworth Road last August. I enclose a copy of my photograph as you may wish to use it in your first home programme. In the picture, Paul is featured firing in a shot which struck the post and bounced away. I send my good wishes for your club's success in the First Division during the coming football season.

**Steven Bridge,  
Dorchester Avenue,  
Bexley, Kent.**

### ANY SPARE BADGES?

I take this opportunity for wishing you and your supporters much success in the new season.

I am 30 years old and my hobby is collecting sports badges and programmes and it would be the big honour for me to obtain a Luton badge.

It was with great regret that I learned that Paul Walsh had left my club, Charlton Athletic, to join Luton Town. I have supported Charlton Athletic for 17 years and was obviously sorry to see one of our best players for a decade leave the club.

However, that being said I could not think of many more attractive sides to join than Luton Town, having seen three of your matches last season.

Please be so kind and give my address into your club programme, if it's possible. I want to exchange the Czech badges for your badges.

**Jaroslav Bubenik,  
Husova 766, 273 09 Svermov 1,  
Czechoslovakia**

### EXCHANGES WANTED

I would be most happy if you would print my name in one of your programmes next season.

I am a big supporter of your club and team. I am 17 years old and I would like to swap programmes and souvenirs with all fans that may write to me, the age does not matter. I hope that I will get a lot of replies from the fans of your club.

**Bent Kaus,  
Byporten 2, 2700 Bronshoj,  
Copenhagen, Denmark**

### FANCY A PEN PAL?

I am an avid supporter of Luton Town and am looking for a pen pal. Unfortunately, I have been to Luton's ground only once but I would like to hear from any of your fans.

I am 16, and will continue to support Luton from Liverpool.

**John Fox,  
17 Stanhope Drive,  
Huyton, Liverpool**



Paul Walsh in action at Kenilworth Road last season.

# LETTERS

# HATTERS A-Z

## PART 1 - By TONY PULLEIN

Tonight we introduce an exciting new series guaranteed to whet the appetite of all Luton fans. Our A-Z will include references to all the famous players and managers who have served the club, with full statistics on playing careers in many cases. It will also include items on our Football League career and details of all Cup results. We shall include items on promotion seasons and the FA Cup.

By the time the series ends we think we shall have produced one of the most comprehensive records ever published on Luton Town. It will contain just about everything you want to know about the club in easy-to-refer-to style. So make sure you collect every copy of our matchday magazine and complete your set!

**AHERNE, Tom.** 'Bud' made his name as a left-half with Belfast Celtic and was originally capped in that position by both Northern Ireland and the Republic of Ireland. He later switched to left-back and he came to Kenilworth Road in 1949. He continued his international career, taking his cap total to 16 for the Republic and four for Northern Ireland. He served this club splendidly for eight years and his League record for the Hatters was:

	Apps	Gls
Luton	1948-49	3
	1949-50	37
	1950-51	33
	1951-52	41
	1952-53	28
	1953-54	35
	1954-55	42
	1955-56	29
	1956-57	18
	<b>266</b>	<b>-</b>

**AIZLEWOOD, Mark.** Mark grew up with his local club Newport County but it was soon evident that he was capable of better things. Luton signed him for £30,000 in 1978, he went straight into our first team and won two Welsh Under-21 caps before the end of his first season here. Mark won a Second Division Championship medal last season and now, playing First Division football for the first time, he hopes to achieve his ambition to play for the full Wales team. League record:

	Apps	Gls
Newport	1975-76	5(1)
	1976-77	4(1)
	1977-78	26(1)
Luton	1977-78	-
	1978-79	39
	1979-80	5(5)
	1980-81	20(3)
	1981-82	26
	<b>125(11)</b>	<b>4</b>

**ATTENDANCES.** Kenilworth Road's record attendance of 30,069 is unlikely to be broken since extensive ground improvements have now reduced the capacity. Here we show how the record was continually broken starting with our return to League football in 1920: 17,719 v Preston (FA Cup, Feb 1921); 18,626 v Arsenal (FA Cup, Jan 1934); 23,041 v Chelsea (FA Cup, Jan 1935); 23,349 v Coventry (Div 3 South, April 1936); 25,349 v Aston Villa (Div 2, Sept 1937); 25,746 v Swindon (FA Cup, Jan 1938); 26,362 v Tottenham (Div 2, Nov 1946); 26,496 v Tottenham (Div 2, Oct 1947); 27,319 v Tottenham (Div 2, Oct 1949); 28,433 v Arsenal (FA Cup, March 1952); 30,069 v Blackpool (FA Cup, March 1959).

**ANTIC, Raddy.** Raddy is a Yugoslav international midfielder player who obtained permission to pursue his career abroad in the seventies. He joined Spanish club Zaragoza and it was from them that he joined us during the 1980 close season. He made his first appearance for the Hatters at West Ham on the opening day of the following season. League record:

	Aps	Gls
Luton	1980-81	18(6)
	1981-82	18(19)
	<b>36(25)</b>	<b>6</b>



RADDY ANTIC

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**Derek Ludlow,** Ludlows of Luton (Industrial Factors) Ltd, Thistle Road, Windmill Trading Estate, Luton, Bedfordshire LU1 3XJ  
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**Frank Ludlow,** Frank Ludlow Ltd, Car Body Repairers, 71 Windmill Road, Luton, Bedfordshire LU1 3XL  
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We are sure you will all be pleased that we are continuing our pattern of offering super prizes and plenty of fun and entertainment in competitions organised pre-match on the pitch and through our Matchday Magazine.

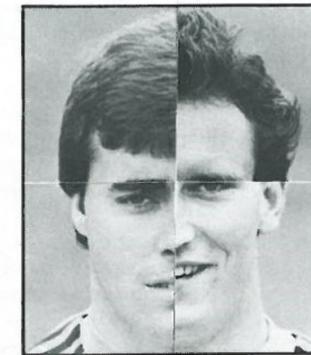
We kick the new season off with our phototeasers for which we are proud to offer Luton Town videos as the major prize for each competition.

The first teaser 'Name The Star' is a continuing competition when we will add a small proportion of the body of a famous player inviting you to guess the player's identity. As the detail increases the prize will diminish.

Secondly we introduce 'Photo Captions'. This competition shows three players' heads mixed. All you have to do is name the three players and their current club. To make the first game easier we are showing three current Town stars.

Write your answers on a postcard, add your name and address and send your entry to Luton Town, Phototeaser, Luton Town FC Programme, Kenilworth Road, Luton.

# NAME THE STAR

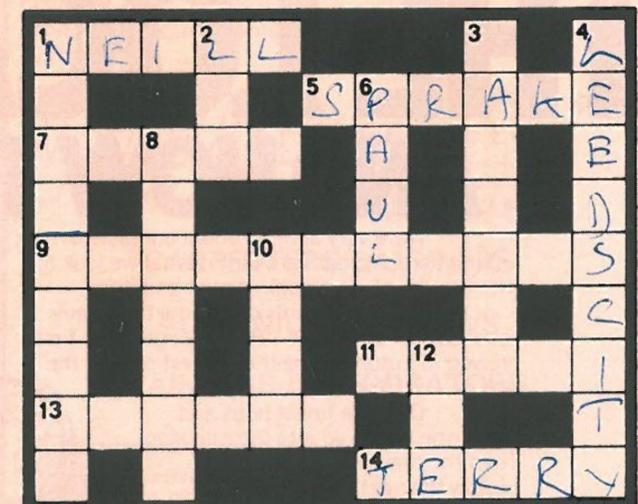


## CROSSWORD

**Clues Across:** 1. He played for and later managed Arsenal, Hull and Northern Ireland (5); 5. Leeds United's keeper through the 1960's (6); 7. Northern Ireland defender active in the 1950's with Leeds, Bournemouth, Newcastle, Portsmouth and Bristol City (5); 9. Midfielder who served Grimsby, Burnley, Plymouth, Sunderland and, as player-manager, Rochdale (4,7); 11. Striker for Spain in the last two World Cup finals, he was the victim of a kidnapping during March 1981 (5); 13. Striker who netted exactly 100 League goals in 300-odd appearances split between Rotherham and Burnley (6); 14. The first name of 1 across and 3 down (5).

**Clues Down:** 1. He began with Hereford but was capped whilst with PSV and Beringen; in 1980 he returned to our League with Hull (4,5); 2. Defender Jeff shared 400 turn-outs between Halifax and Peterborough (3); 3. An Eire defender, he served Watford, Orient (two spells), QPR and Arsenal (7); 4. Club which was expelled from the League in 1919 (though it was successfully returned under a slightly different name) (5,4); 6. One of soccer's Goddards (4); 8. Scorer of Scotland's last World Cup goal (7); 10. Scorer of Liverpool's last FA Cup final goal (4); 12. \_\_\_\_\_ Reinders (West Germany) (3).

Solutions to Crossword on Statistics page 30



Our sponsorship over the next four seasons has excited everyone at Kenilworth Road and we are delighted that Bedford Trucks, a major local company, has decided to forge another strong link on a sound commercial basis.



John Smith, our executive director, discusses the exciting new deal, its huge benefits to Luton as a club and a town and looks ahead to another challenging season.

'No-one at Luton will under-estimate the value of Bedford Trucks' decision to sponsor a club which has great ambition for the future,' he said. 'There can be no doubt in anyone's mind that, although we have been successful in winning promotion back to the First Division, there is still much hard work in front of us.'

'The contract between the club and the company can help to put Luton, as a town, on the map — as many people throughout England will recognise when we use our new luxury coach for away matches.'

'The deal contains a strong element of community relations in addition to powerful commercial value and we have recorded a major breakthrough

in sponsorship because Bedford will sponsor five of Luton's away matches this season in addition to five at home.

The company's manufacturing plants for Bedford Trucks at Luton and Dunstable employ a workforce of 15,000 people — and that will help us to increase our attendances.

'We are delighted to foster our community relations because the club will become actively involved with the company and that can be only of immense benefit for the two organisations.'

'We will promote the company's interests on tours abroad and will become involved with their dealers and customers.'

'But it is not only the considerable financial boost from the company which will be of benefit to the club. We now have access to the expertise and experience of a multi-national company and I find this personally stimulating and exciting.'

'The excellent coach Bedford Trucks have provided gives us, in effect, a mobile hotel room and the facilities on board will greatly help the players and save us a considerable amount of money.'

'I would like to offer my own congratulations to everyone who helped us achieve promotion last season. It was a superb year and we now find ourselves in the world's premier soccer league.'

'There can be no question of that but we must all work hard to find the stimulation to achieve even bigger and better status.'

'When we signed Paul Walsh from Charlton, David Pleat emphasised his

continued determination to provide entertaining soccer. That is the only key for success left in the game and the clubs who cannot find it will pay the eventual penalty.'

'This season, we are naturally looking for increased support and, in that respect, we have been busy during the summer making improvements inside our stadium.'

'But there is no doubt that we are grateful to Tricentrol, our sponsors last season. Another Luton company, Tricentrol pioneered sponsorship at Kenilworth Road and, again, helped to foster the community spirit.'

'We are grateful for the continued financial support from other major local employers, the Evening Post-Echo and Wallspan Bedrooms. This season, premier Vauxhall dealers, Shaw and Kilburn, have provided further sponsorship by supplying us with 12 new vehicles.'

'On the management side, the summer was full of rumours that David Pleat would leave us for another club. He showed his loyalty and is still at Kenilworth Road playing a major role as we strive for further success.'

'Only attacking football will encourage people to come and watch Luton Town on the pitch. Together with Bedford Trucks, and our other valued sponsors, we at Kenilworth Road really mean big business.'

'I see this season as a year of decision on the club's future. We are all determined not to fall — like so many other clubs — by the wayside.'

**WHAT A PERFECT FINALE!**  
There were many serious sessions of



'Take a snap of us,' said Ricky Hill and his girlfriend Sharon. Our photographer Gareth Owen attempted in vain to overcome the antics of Eric Morecambe and his wife Joan.

back slapping at the end of last season when the promotion and Championship celebrations seemed to go on for ever.

Our own private party to celebrate the occasion was held in a huge marquee on the Kenilworth Road pitch when catering manager Clive Hustwitt showed all his experience by providing an excellent table.

We took the opportunity of inviting local personalities and civic leaders to join us, but the summer has finally overtaken us and it's time to raise the curtain on another season.

**HERE ON SATURDAY**  
Our new First Division season continues on Saturday with a visit by Jimmy Sirrel and his Notts County team. County, living under the shadows of their Forest neighbours, did



Here's to the First Division — the midfield stars toast their achievement.

remarkably well last season to consolidate in Division One after winning promotion the previous season. We look forward to an entertaining game and, just to remind you, tickets are on sale now at the box office.

### CENTURY CLUB

Welcome to all our members as we start a new exciting season. We congratulate our manager and his team on their wonderful season last year, and are ready to give them our full support as they venture once more into the realms of Division One. We offer our welcome to new players, Paul Walsh and Billy Kellock, and look forward to meeting them in the club room. As usual, we extend a welcome to all players and friends on this the first home game of the season.

We hope you all enjoy the new look club, and hope that, this season, we shall be making more use of facilities for social functions. Details will appear in due course.

### REFEREE

Alan Seville, started refereeing in 1962 and progressed via the Birmingham



Brian Cole of Cleandustrial holds THAT trophy with Kirk Stephens.

and District Works AFA and West Midland League to the Football League List.

Refereed the Birmingham County Senior Cup Final in 1976, FA Vase semi-final in 1978, FA Trophy and FA Youth Cup semi-finals in 1979, Alliance Premier League Cup Final in 1982, and lined a UEFA Cup match 1978 and an FA Cup semi-final 1979.

He is a married man, with three children, and works as a toolmaker. His main interest apart from football — is Crown Green bowling.

### COVER PICTURE

Bedford means business' says the slogan. And that is also what we mean after signing our £350,000 four-year sponsorship with Bedford Trucks. Vauxhall managing director John Fleming is pointing to the players' tracksuit tops when our new luxury coach was presented to the club at the company's Dunstable plant.

# THE LOCAL TASTE AND HOW TO SATISFY IT

We're very definite about our taste in beer around here. A clear light pint is what we look for; with a good, clean smack of malt and hops.

And there's only one name that really satisfies the local taste — BB. The light beer first brewed in Luton during the darkest days of the War by J. W. Green.

Only the finest hops and good, ripe barley go into the making. Then the brew is matured to exactly the right degree to give you a bright refreshing pint with a sound, full flavour.



**WHITBREAD**

American servicemen in local wartime bases declared that BB, chilled, was the nearest taste to Stateside draught.

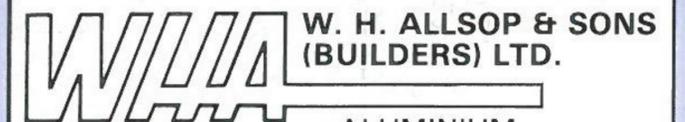
It went down well when Syd Owen ruled the Hatters.

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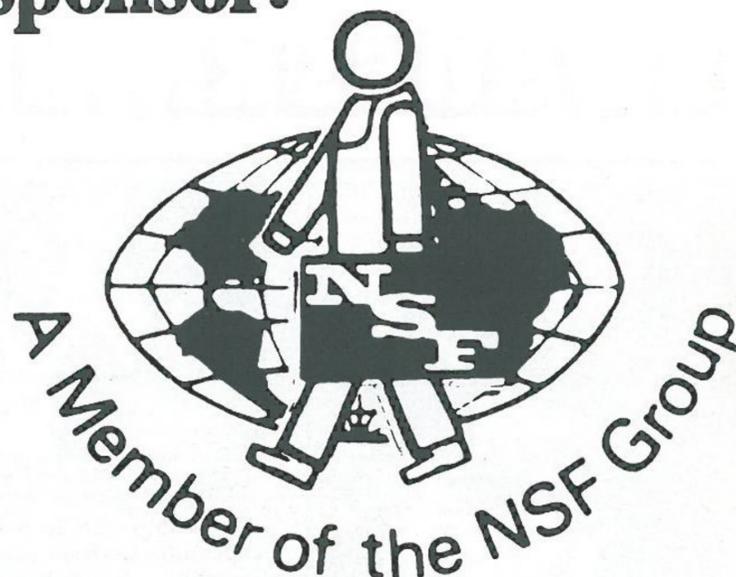
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**PICTURE  
FOCUS**



On page 23, you can find details of our new record, cut to celebrate winning the Second Division Championship by a massive eight points in what eventually developed into a one-horse race for the top spot.

But making a record isn't an easy process and we had to find someone to provide some of the singing voices for Tony Wells' composition.

The problem was soon solved when we invited members of the Junior Hatters club to the recording studios in Cambridge where the record was made.

By all accounts, they thoroughly enjoyed themselves and are pictured with Tony during a break in recording.

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# LOTTERY TOPICS

This evening we extend a warm welcome to our lottery agents and customers.

An ever increasing number of agents help us to 'fund' off the park activities, most of which have qualified through their increasing weekly sales to stand as guests in our new enclosure in the company of standing season ticket holders.

This special facility accommodates nearly 4,000 people, and our army of lottery agents is well represented.

If you would like to use this special enclosure, why not become a Hatters agent? Sell 200 tickets or over per week, and qualify. Other benefits are 10 per cent commission on sales, plus 10 per cent bonus on all prizes. The average weekly earnings on a sale of 200 tickets is at least £6, as well as watching all our home games free.

It is no wonder that we now have over 2,500 agencies! Did you know that in lottery sales alone, our turnover is well in excess of one million pounds every year, and going up!

It is little wonder that the Magnificent Seven lotteries at 25p each are so popular, because the ratio of winners' tickets is better than one in five, and the prizes being instant are not shared.

As we say: 'You've got to be in it, to win it.' Twenty-five pence isn't a fortune, but it could WIN you a fortune!

Keep up the good work. You help to provide financial support for your club, and in passing, enjoy the football too! Feel proud of the fact that your personal assistance is helping in no small way to achieve the overall success of the Hatters, every season!

**MIKE HARDWICKE**  
Commercial Manager

# JOHN'S JOURNAL

Welcome back to all our old and new supporters to a new season and to an era which I believe will be unique in the history of the club. To me there seems to be an air of excitement in the town itself, more so than there was during our last two visits to the First Division.

We have achieved a sponsorship with Bedford Trucks which I believe is one of the biggest a Football League club has made. The name of Luton Town is being talked about wherever you go and even on my own holidays — once people got to know we came from Luton — said how pleased they were that the football club had made it back to the First Division.

It doesn't seem three months ago since we played our last home match and I suppose the time went quickly because the World Cup was on television every night. We did see some enthralling matches didn't we?

I was very disappointed when the Brazilians were knocked out as the skill of their players is something you don't see too often. People have asked me if we gained anything from the series. I think the onus on clubs now

will be to entertain the public. Attacking play, skill, shots on goal, especially from outside the penalty area, is something I believe supporters will want to see.

The word 'dribble' seems to have gone from our game and the sooner it comes back the better. Players who can go past opponents by sheer skill and not speed are very rare in our game today but we have some at Luton who can do it and that is why I am looking forward to this season.

Our opponents tonight are recognised as a club who will let teams play football so we should see a very interesting match. The last time our two clubs met in the First Division was on 28th August 1974 when we played out a goalless draw in front of a 16,931 crowd. The two teams that day were:

LUTON TOWN: Barber, Shanks, Thomson, Anderson, Faulkner, John Ryan, Hindson, Husband, Butlin, West, Aston. Sub: Alston.

WEST HAM UNITED: Day, Coleman, Lampard, Bonds, Taylor, Locke, Holland, Paddon, Gould, McDowell, Best. The referee was Mr Clive Thomas.

Finally, we are still looking for good behaviour from supporters. We are having to carry a warning notice from last season because of the antics of some people. Not a good start is it?

**JOHN WILKINSON**  
Secretary



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# HATTERS IN RESERVE

## AMERSHAM 0 LUTON TOWN 0

A youthful side played out a goalless draw in the first of our pre-season friendlies, but nevertheless, we were very pleased with our physical condition and heartened by a number of individual performances by relatively new players. Team: Beasley, Jones, Breacker, Oldfield, North, Fuccillo, Parker, Watts, McConville, Ashby, Daniel.

## BALDOCK v LUTON TOWN

Sir Stanley Rous, the former President of FIFA added flavour to the proceedings by opening Baldock's new clubhouse before the start of the match.

The Town, however, dented Baldock's day on the field by scoring twice in either half. Micky Small, Ray Daniel and trailists Campbell, Chapman and young Tony Hamilton scored the goals to give the visitors a decisive win.

We were impressed by the Baldock committee who made us very welcome on what was a very pleasant afternoon.

Team: Beasley, Breacker, Thomas, Parker, North, Fuccillo, Watts, Small, Chapman, Daniel, McConville.

## HITCHIN 1 LUTON TOWN 2

A good competitive match with both sides playing some good football kept the crowd's attention, particularly with former Luton players Andy Pearson, Gary Sisman and Rob Walker adding spice to the proceedings by playing for our opponents. Luton came close through efforts by Ray Daniel and Frank Bunn but Michael Small slammed in the opening goal in the first half, while in the second period Frank Bunn turned on the edge of the penalty box to rifle in our second. Hitchin pulled one back just before time but Town proved to be comfortable 2-1 victors.

Team: Judge, Breacker, Turner, North, Slack, Parker, Daniel, Fuccillo, Small, Bunn, Watts.

## ARSENAL 2 LUTON TOWN 3

The youth side showed great co-ordination but, after having the better of the exchanges in the first half, fell behind to a soft goal.

The second half saw goals from Rob Taylor, Ray Daniel and Cahil McConville following some incisive play by Mark Watts and Michael Shearer. Arsenal did score again but Town ran out worthy winners, a result which hopefully, the first team will achieve when visiting Highbury this season.

Team: North, Jones, Breacker, Shearer, North, Sindall, Daniel, Taylor, Watts, Harvey, McConville.



# MATCH SPONSOR

A special thank you and warm welcome to this evening's sponsors, the N. S. Fookes Group of Companies. The company name is well known around the stadium through its extensive advertising above our Oak Road goal and also the company's popular chairman, Norman S. Fookes, is well known as a Vice President and an avid supporter of Luton Town.

The group's main activities involve factory removal and installations for which they have a first class reputation and their service is in much

demand. The group's customers include such well known companies as the Ford Motor Company, ICL Computers, General Motors, Hertfordshire Polymere, H. Williams & Sons, Hitchin.

The N. S. Fookes company is something of a rags to riches story as Norman started from humble beginnings with nothing more than a hired van to carry the tools. The company now possesses some of the most modern and specialist ranges of equipment.

It includes heavy haulage vehicles and crane hire fleets and the most comprehensive range of fork lift trucks especially adapted for plant removals.

Over the last few years, the Fookes Group have emerged as the most comprehensive company in this specialised field. Other companies included in the group are: Health & Fitness Centres, Blisworth Hotels, Pride Facilities and Latimer Autos (Luton) Ltd.

# COMMERCIAL SCENE



This new article will, in the course of the coming weeks, endeavour to keep you, our supporters, informed of the roll of the club's commercial side. Its involvement and actions covering every aspect of the town's day-to-day activities.

To finish last season on such a high note, as Champions, certainly endorsed Bedford Trucks decision to join the club's future as our major shirt sponsors over the next four seasons. The background behind that story will be spelt out thoroughly throughout this magazine. However, the theme 'Luton Town and Bedford Trucks Together Means Business' is a theme that we, David Pleat and players have adopted.

If you have been in Kenilworth Road recently you will have noticed another major change at the club, a new reception area. This splendid new facility offers all your matchday requirements under one roof. Whether you require match tickets, our fantastic lottery, away travel, Junior Hatters or just souvenirs our staff under the supervision of our lottery manager, Mike Hardwicke, will do their best to meet your requirements. It certainly must be worth a visit!

All video fans will be pleased to know, and they are selling well. Our commemorative video of David and his team's Championship success is now on sale in our official souvenir shop in the new reception at Kenilworth Road at £29.95.

It really is fantastic, covering not only the great matches of the 1981-82 Championship year, but interviews with David and players, scenes behind the scenes — great value. Available on VHS and Betamax it is a limited edition only so don't miss out.

One exhilarating journey in the closed season took us to Stretham in Cambs when we invited players and 24 Junior Hatters to a recording studio where we cut our new record 'We're Luton Town'. We hope you will adopt it as the club's new song.

It was specially written and arranged by song-writer, Tony Wells, and like our commemorative video, it was made possible by our good friend Terry Bailey of Wallspan Bedrooms, and we will be playing it tonight.

It is now available at our official souvenir shop plus local record shops at 99p, with the B side covering the instrumental version. We have been promised plenty of air time by Chiltern Radio, and Anglia Television are interested to cover the recording — let's show that the Hatters are top of the pops as well as top of the shots — reminder 86 goals!

We have many new projects in the pipeline including synthetic ice skating in the Hatters club. The Pakistan touring side were invited to play at our first floodlit cricket match but unfortunately the weather was the only winner. Still, we have plans for many more different and exciting ideas to use the ground and facilities to the full, so long as this does not encroach on to our soccer.

Our souvenir side is an area we are constantly trying to up-date and improve, and we hope to bring you many new lines in the coming months available through our official souvenir shop in our new reception area. And like any new commercial project we will be letting you know through this column.

We mean business for a great season.

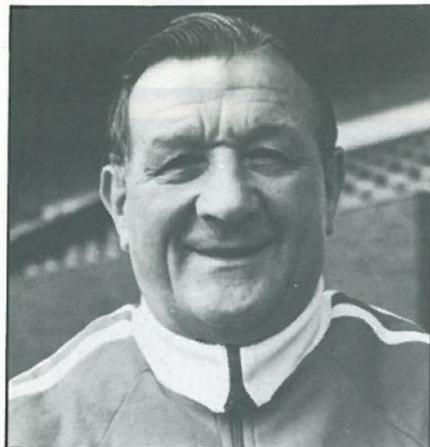
**BILL TOMLINS**  
Business Development Director



# SCENE ON ONE

A new weekly feature which puts the spotlight on the First Division scene.

## FAREWELL TO BOB PAISLEY?



Liverpool players have set themselves a killing target this season — the European Cup, the League Championship, the FA Cup and the Milk Cup. Several of them feel this could be Bob Paisley's last season as manager and they see this quadruple grand slam as the perfect farewell present!

Mr Paisley is non-committal about his future. 'I shall go when the time is right for the club and myself,' he says. But he has dropped one or two hints which have prompted the players to dedicate themselves even more than usual this season — if that's possible.

Since Mr Paisley took over from the late Bill Shankly in 1974, Liverpool have been close to sweeping the board on more than one occasion. Their best performance was in 1977 when they won the European Cup and the League Championship but lost the FA Cup final to Manchester United.

They were beaten in the second round of the League Cup that season and it was in this tournament that the Reds continually disappointed — until 1981. Now they have two successive League Cup final victories behind them and nothing is impossible.

Most critics shrug off the chance of any one club winning four trophies as 'impossible'. One man who believes it can be achieved is Bob Paisley himself. After Liverpool's treble bid had failed in 1977 he claimed: 'I certainly don't think it's impossible for us to win three or four trophies in a season.'

As Liverpool go for glory, there are 21 rival First Division managers equally as determined to ensure they fail! As far as the League Championship goes, clubs like Manchester United, Ipswich,

Southampton, Spurs and Arsenal all have a great chance of pipping the Anfield men.

Manchester United had most of the qualities of prospective Champions last season — except for their ability to score goals. Though Frank Stapleton proved a most worthy successor to Joe Jordan, scoring 13 goals, he was too often a loner in opponent's penalty boxes.

Garry Birtles gave plenty of effort, yet continued to disappoint. But, although manager Ron Atkinson had not made a new forward signing as the new season approached, his United team is keyed up to do well.

Ray Wilkins finally signed a new contract and his combination with Bryan Robson — these two were, possibly, England's best players in the World Cup — with the addition of Dutch international Arnold Muhren, playing wide, must give United one of the best midfields in the business.

United have looked exceptionally good in defence and even if there should be any problems with Gordon McQueen or Martin Buchan in the critical middle positions, he has in Kevan Moran a now experienced replacement.

And one new name that could well hit the headlines this season is Paul McGrath, a young centre-back signed from Dublin club St Patricks for £30,000 in March.

Ipswich have lost two key figures in manager Bobby Robson and Muhren, yet new manager Bobby Ferguson has a very large squad of experienced men at his disposal. One man who has no doubts that Mr Ferguson will be a success is the new England manager Bobby Robson.

'It was an excellent choice,' he enthused. 'Bobby has seen both ends of the managerial ladder. He had a terrible time when he was manager of Newport County but he won admiration for the manner in which he faced up to his problems.'

'At Ipswich he has done a fine job as assistant manager and has the respect of the players. His past experiences will now be of great value to him.'

The new Ipswich boss didn't make any summer additions to his staff, feeling that Muhren's successor would emerge from his current squad.

The departure of Bobby Robson to take up his England duties — plus the dismissal of Oldham manager Jimmy Frizzell — left Southampton's Lawrie

McMenemy as the longest serving manager in the Football League.

The Saints' big Geordie might conceivably have added the last piece to a potential Championship side with the summer signing of England goalkeeper Peter Shilton, a player currently at the peak of a wonderful career.

The odd thing about Shilton's move to Southampton is that he goes to the ground where he won some fame as a goal scorer. Back in October 1967 he scored a First Division goal there for Leicester City with a prodigious clearance that bounced over the home keeper's head and into the net.

Spurs, who reached both Cup finals last season, play the sort of football worthy of a Championship trophy. They are without the inspiration of Ossie Ardiles, and looked likely to have lost their other Argentinian Ricky Villa over a visa problem, but there is sufficient talent at White Hart Lane to compensate for those losses.

Arsenal were not far from the title last season, even though they were castigated for their boring, defensive play. The Gunners' finished a creditable fifth yet the sobering fact was that they scored only 48 goals. Had they won the title they would have set a new record for the lowest goals achieved by a Champion club for a 42-match programme.

Happily, they didn't do it last season and Huddersfield's record of 60 goals in 1923-24 remains the lowest ever to win the First Division during its present constitution.

Manager Terry Neill seemed to have been frustrated in his attempt to sign Michel Platini, the French World Cup midfield star, but he did land two new strikers in England's Tony Woodcock and Stoke's Lee Chapman. If these two hit it off as a partnership then Arsenal look well capable of taking top place.

As usual, the managerial comings and goings during the close-season generally took place in the lower divisions. Apart from Ipswich, the only First Division club to appoint a new manager this summer was West Bromwich. With Ronnie Allen becoming general manager, the Throstles have entrusted team affairs to Ron Wylie, the one-time Notts County, Aston Villa and Birmingham midfield player.

Mr Wylie, a former assistant manager with Coventry, had spent the last year in Hong Kong as coach to Bulova.

## FRED BUNYAN

## COLOUR SHOT

It doesn't matter what you ask Fred Bunyan to do — he achieves it with the minimum of fuss and effort and always on time. Fred is our general maintenance man at Kenilworth Road and is featured in the first Colour Shot of the season working on alterations inside the stadium.



# ACTION



## WOLVES 3 LUTON TOWN 4

More action shots from our pre-season friendly win over Wolves.

Above: A welcome sight — Paul's volley brings the Town back to life after going two down in the opening minutes.

Top right: Brian Stein controls the ball with his chest prior to scoring our second goal.

Right: Raddy's powerful 'free-kick' breaks the wall and curves into the net.



# WEST HAM

Having happily re-established themselves in the First Division last season — following a three-year stint in Division Two — West Ham go into this new campaign convinced they can win a trophy.

Manager John Lyall had only one major close-season worry — how to replace top scorer David Cross? He believes he could have solved it by the acquisition of Airdrie's star striker Sandy Clark.

Cross, who scored 18 times last season and who has been the Hammers' leading scorer for the past three seasons, had struck a fine understanding with fellow striker Paul Goddard. But he moved on to Manchester City for £135,000, leaving Mr Lyall the considerable task of blending a new man into the side.

Clark, whose transfer cost £200,000, certainly has the right sort of pedigree. He made his Scottish League bow for Airdrie in 1974-75 and for the past four seasons had been their most consistent goalscorer. It remains to be seen how long it takes Sandy to acclimatise himself to the very different demands of English football.

Paul Goddard looks destined for another fine season. He took to the First Division like a duck to water and finished last season with 17 goals. He also retained his place in the England Under-21 side and now has five caps at this level. Paul made his League debut for QPR in 1977-78 and it was after he had scored 16 goals for Rangers in 1979-80 that the Hammers signed him for £800,000.

It seems likely that the Hammers will continue with a 4-4-2 formation for they have internationals of the calibre of Trevor Brooking and Francois Van der Elst who are both so adept at moving forward to score spectacular goals.

Brooking, who has 48 England caps, was unfortunate to miss most of the World Cup games through injury. His only game was as a late substitute against Spain and there is no doubt that his earlier absence was one of the prime reasons why England failed to make it to the semi-finals.

Trevor has scored some vital goals in recent years. He hit the one which won the FA Cup for West Ham in 1980 and scored twice in England's World Cup victory in Hungary. A former England Youth and Under-23 interna-

tional, he has been a member of West Ham's senior team since his debut in 1967.

Van der Elst got only two games as substitute in the Belgian team in Spain but at one time he never believed he would be in the squad at all. Francois, who won many honours with Anderlecht, was transferred to New York Cosmos shortly after playing for Belgium in the 1980 Final of the European Football Championship.

Belgium lost 2-1 to West Germany and, because he was not always available for release, he lost his place in the national team and didn't play in any of their World Cup qualifying matches. His return to Europe last December, when West Ham signed him for £400,000, put him back into the international reckoning.

Francois, who scored five goals during the latter part of last season, now has 36 Belgian caps.

Alan Devonshire, Geoff Pike and Paul Allen appear to be the most likely contenders for the other midfield places, though the veteran Jimmy Neighbour and the young Bobby Barnes both reckon they deserve a place.



Devonshire was recalled to the England side last season, winning his third cap against Holland at Wembley. Alan was picked up from Southall for a mere £5,000 fee in 1976 but he won an immediate place in the Hammers' side and completed 200 League appearances last season.

Pike served his apprenticeship at Upton Park and it was in 1975-76 when he was first eased into the club's first team. He celebrated his 150th League appearance for the club last season.

Allen developed in the Hammers' Youth team and really hit the headlines in his League debut season of 1979-80. He had a particularly fine game at Wembley in 1980 when the Hammers beat Arsenal in the FA Cup Final. Tragically, an injury cost him his place most of the following season and he spent last term playing himself back to full effectiveness.

Neighbour spent his early years with Tottenham, making well over 100 League appearances. Norwich signed him for £75,000 in 1976 and he returned to London three seasons ago when the Hammers paid £140,000 for him.

The effervescent Barnes, another product of the Youth team, made his League debut two seasons ago and is now hoping he can earn a run in the side.

Many West Ham fans are wondering if Billy Bonds' first team days are drawing to a close. Their versatile skipper has now played well over 500 League games for the club — either in midfield or at centre-back — and they've certainly had magnificent value for the £50,000 they invested in his transfer from Charlton back in 1967. Billy won two England Under-23 caps during his early days at Upton Park.

There was a time when West Ham were notorious for their laxity in defence. Not any more!

Alvin Martin and Neil Orr now form a very impressive partnership in the middle of the back four and Ray Stewart has made the right-back spot his own. But Mr Lyall did have some problems with the left-back position.

## More Trophies for West Ham?

Martin has been capped four times by England but was not unfortunate to suffer a broken collar bone at about the time Ron Greenwood was picking his World Cup squad. Alvin made his League debut during the 1977-78 campaign and has been a regular member of the Hammers back four for the past four years.

West Ham signed Scottish Under-21 international Orr from Morton for £400,000 last season. Neil made his senior bow for Morton in 1976 and played more than 200 first team games for the Greenock club.

Stewart was signed from Dundee United for £400,000 and is equally effective as a midfield player. Now the Hammers' penalty king, Ray converted 13 spot kicks last season. Ray also scored the equaliser from the spot in the last minute of extra-time against Liverpool in the 1980 League Cup Final. But West Ham lost the replay. Ray has six Scottish caps but lost his chance to go to Spain because he was sent off in an Under-21 international.

Frank Lampard and Paul Brush both filled the left-back position last season and, at the end of the campaign, Mr Lyall gave Everal La Ronde a taste of First Division football.

Lampard earned England Youth honours during his early days at Upton Park and made his first appearance in their League team in 1967-68. Frank has two full England caps. Brush developed in the Junior teams and came through for his first League appearance in 1977-78.

Goalkeeper Phil Parkes won full and Under-23 caps for England when he was a QPR player. He joined Rangers from Walsall in 1970 and hardly missed a match in nine years at the Bush. When he joined West Ham for £565,000 in 1979 he became the world's costliest goalkeeper.

In spite of the fact that they were relegated to the Second Division in 1978, West Ham have been one of the country's most successful teams in recent years. They defeated Arsenal 1-0 in 1980 to win the FA Cup for the third time and they lost the 1981 League Cup Final to Liverpool in a replay. They also reached the quarter-final of the European Cup-Winners' Cup in 1981. The Hammers won the Second Division Championship in 1981.

West Ham have never won the League Championship, their best position being sixth. Last season they finished ninth.



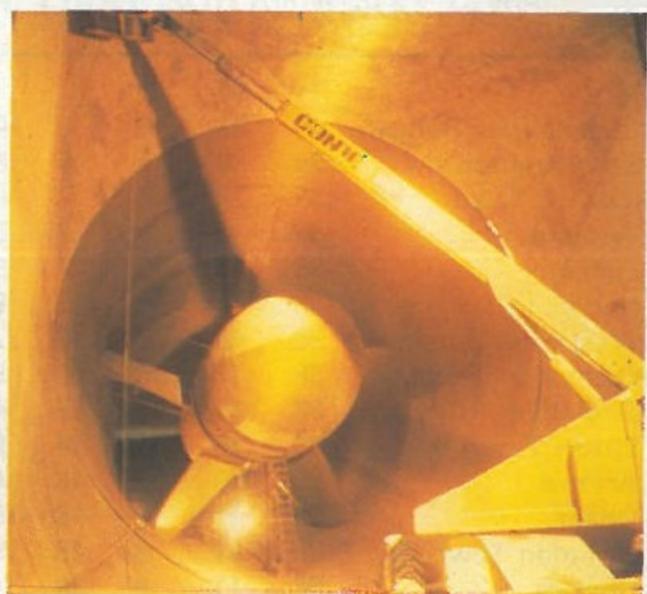
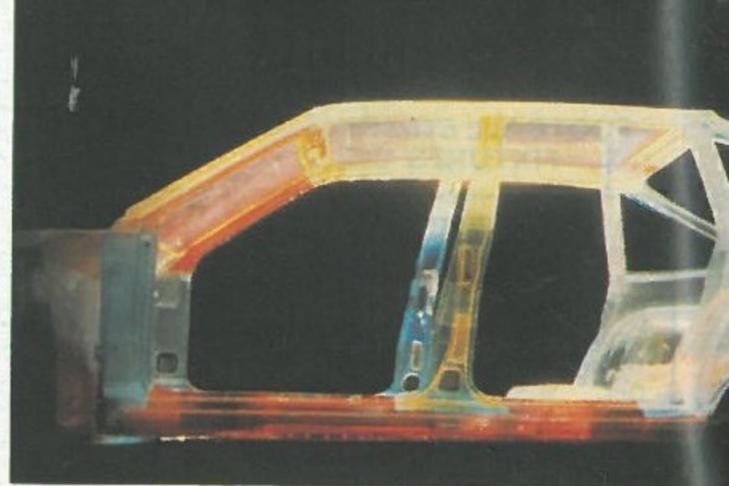
Back row (left to right): Paul Brush, Trevor Brooking, Tom McAlister, Billy Bonds (Captain), Phil Parkes, Alvin Martin, Sandy Clark  
Centre row: George Cowie, Frank Lampard, Nicky Morgan, Ray Stewart, Alan Devonshire, Pat Holland, Neil Orr  
Front row: Paul Goddard, Everal La Ronde, Jimmy Neighbour, Paul Allen, Geoff Pike, Francois van der Elst, Bobby Barnes

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MANAGER JOHN LYALL





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