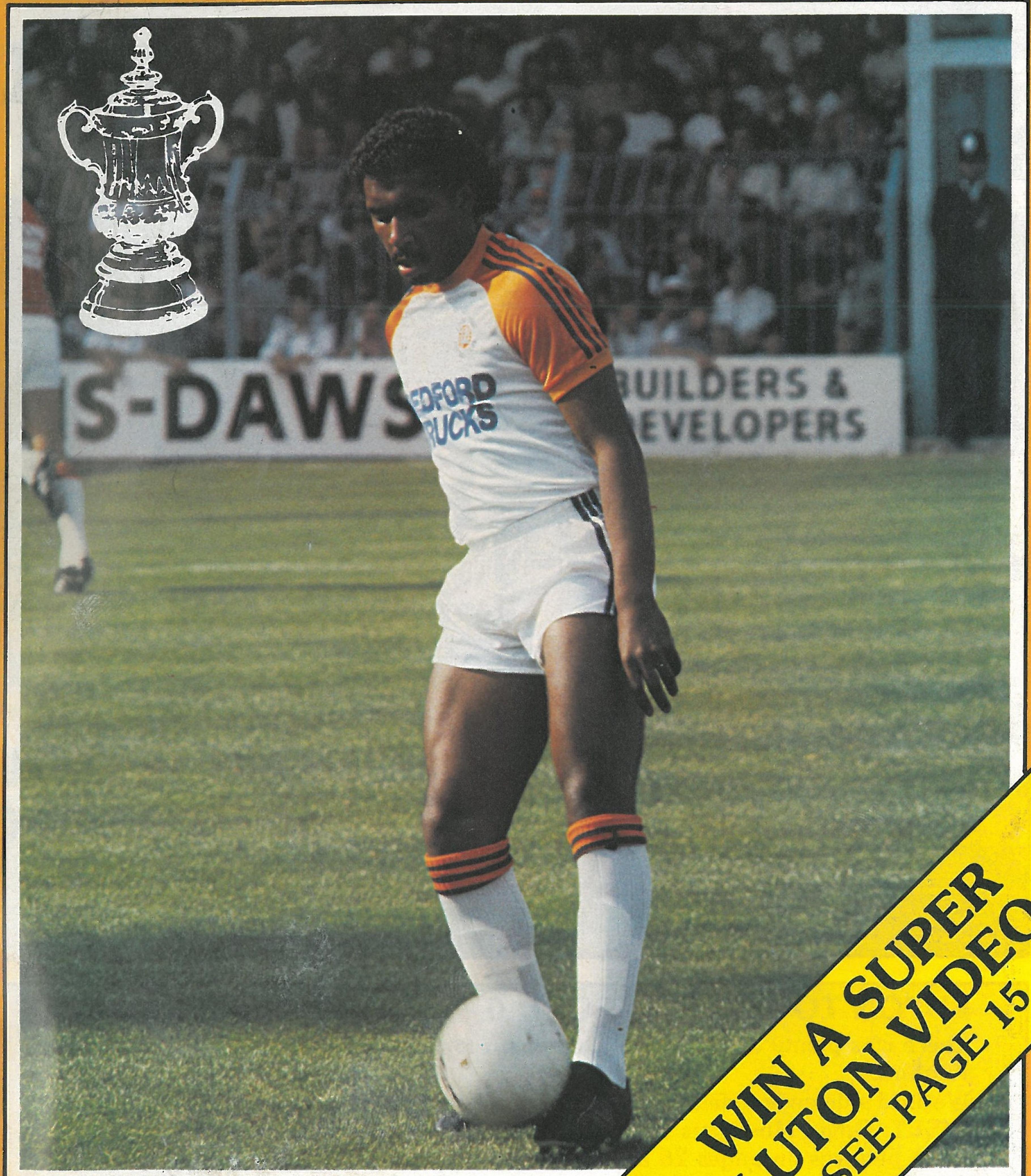


THE HATTER

FA CUP THIRD ROUND

SATURDAY 8th JANUARY 1983

LUTON TOWN v PETERBOROUGH UNITED



WIN A SUPER
LUTON VIDEO
SEE PAGE 15



ACTION
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BEDFORD

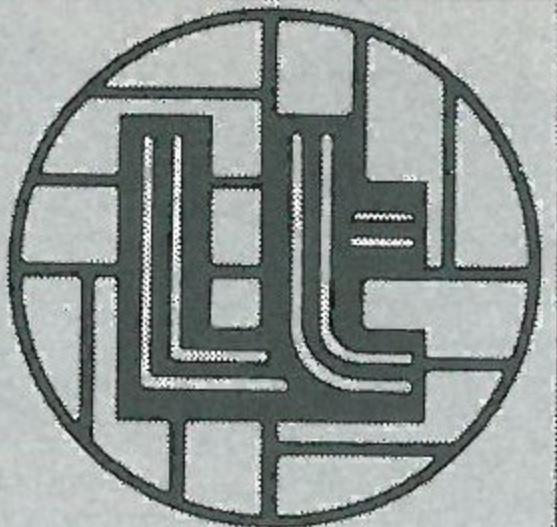


LUTON TOWN 1 WATFORD 0

There was plenty of derby day excitement for the fans in our 1-0 victory against Watford. Watford's defence defends in depth to repel another Luton attack. INSET: David Moss gets up on his toes in an attempt to win possession. More pictures on pages 26 and 27.

TEAM CHECK

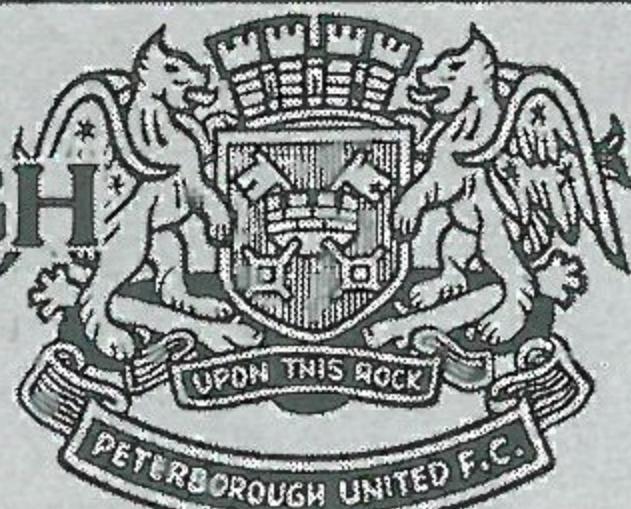
LUTON TOWN



1 JAKE FINDLAY 3 (2)
 2 KIRK STEPHENS
 3 RICHARD MONEY *THOMAS*
 4 BRIAN HORTON
 5 CLIVE GOODYEAR
 6 MAL DONAGHY
 7 RICKY HILL
 8 FRANK BUNN
 9 PAUL WALSH
 10 ~~LIL FUCCILLO~~ *TURNER*
 11 DAVID MOSS *WATTS*
 12 *KELLOCK*

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PETERBOROUGH UNITED



1 DAVID SEAMAN
 2 JOHN WINTERS
 3 STEVE COLLINS
 4 MICK GYNN
 5 NEIL FIRM
 6 TREVOR SLACK
 7 COLIN CLARKE
 8 BILLY RODAWAY
 9 ROBBIE COOKE
 10 IAN BENJAMIN
 11 TREVOR QUOW
 12 *CHARD*

Referee: J. E. MARTIN. Linesmen: G. W. PREECE (Red Flag), H. C. TOMSON (Yellow Flag)

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 R. J. Smith, J. R. Smith (Executive)
 D. J. Pleat (Team Manager)

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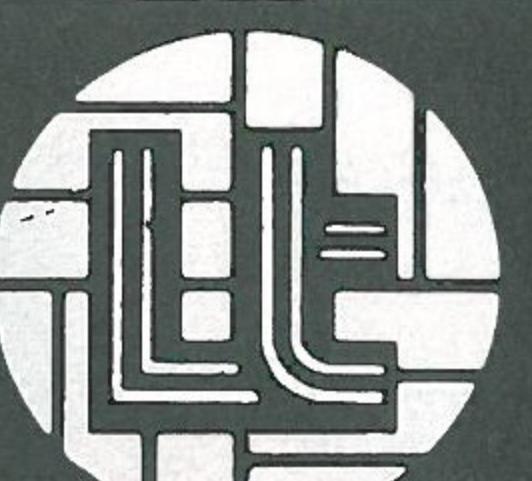
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Playing:
Coaches:
 David Coates, John Moore and
 Trevor Hartley

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



LUTON TOWN FC

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Luton

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MY VIEW

This afternoon, we welcome a Peterborough side whom we know as a club with Cup fighting traditions. They, in keeping with all other clubs who cannot command high attendances, will be determined to make progress here this afternoon.

Our own experiences against clubs from lower Divisions in FA Cup-ties has proved how difficult these games can be. I am thinking back to the matches against Crewe, Reading, Gillingham, Swindon and, more recently, Blackpool.

Earlier this season, we forged a link with Peterborough by signing their striker, Robbie Cooke, on a month's loan. Our own player, Mick Small, travelled in the opposite direction although a transfer deal didn't materialise.

There can be no doubt that the FA Cup is a great leveller and no-one is foolish enough to take anything for granted against opposition from the lower Divisions.

I am sure that this afternoon's encounter will be a most exciting Cup-tie and your vocal backing for our lads will be of vital importance.

As most of you will be well aware, we have lost the services of Brian Stein for a vital period of holiday games. We hope he is now well on the way to making a complete recovery and will return to link with Paul Walsh again to worry First Division defences.

David Geddiss is enjoying his second loan spell with Luton and proved he is a wholehearted player. While on the subject of loan transfers, keeper Alan Judge has sparked a successful run for Reading, and the first team experience will do him good.

Apart from Brian Stein, we have other injuries but have to accept that it is all part and parcel of the game. It would be rather



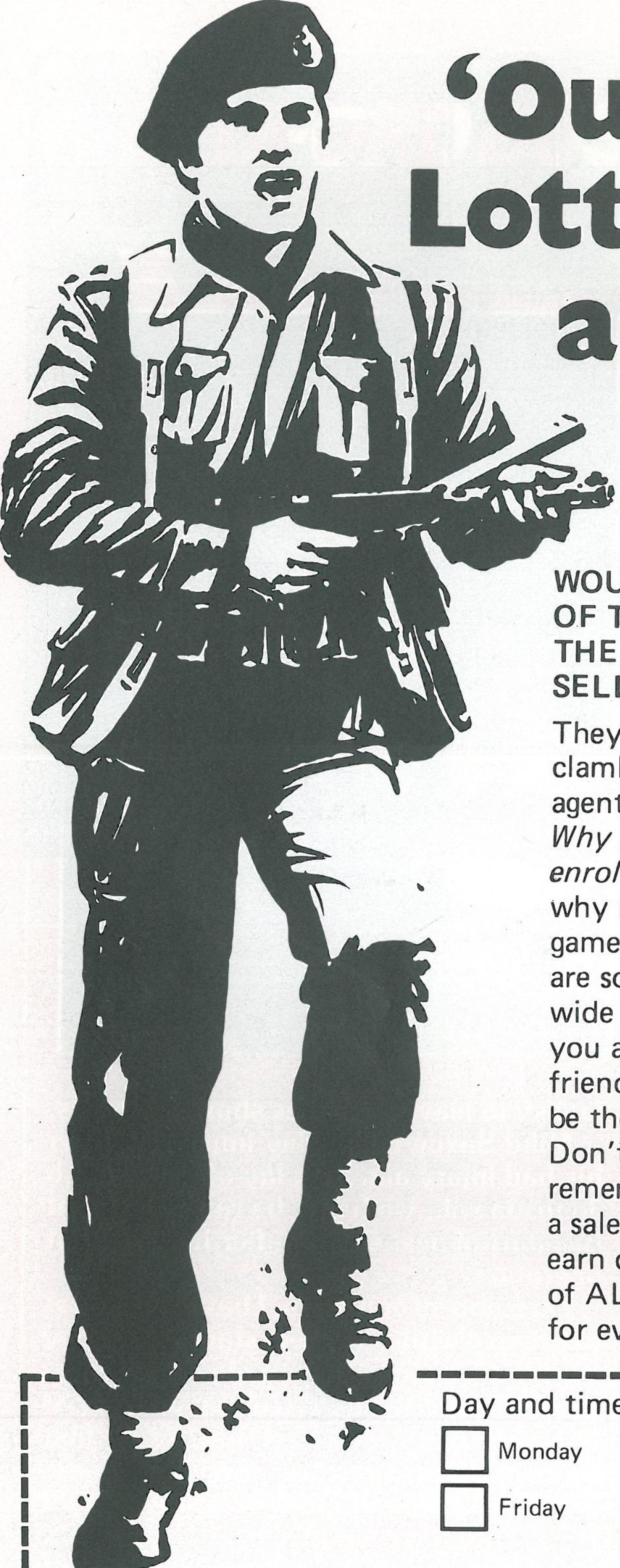
foolish to leave ourselves short of players.

Mike Saxby is steadily improving after his bad injury and long lay-off, while Rob Johnson will, we hope, be raring to go at the start of next season after his ligament operation.

On a note of optimism, I have been most impressed with the recent standards set by our Youth team. They made further progress in the FA Youth Cup by winning at Newport County and I feel that, for the first time in three seasons, there are some players capable of emulating the likes of Ricky Hill, Clive Goodyear, Wayne Turner and Lilly Fuccillo by eventually breaking into the first team.

I hope you all enjoy this afternoon's tie.

DAVID PLEAT



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I hope the new Aylesbury route is proving
more satisfactory than the previous one
operating up to Christmas. Full details of
the changes were in the Watford
magazine, so don't forget to let your
friends know the new pick-up points.

Couriers always pass on any comments
made by our travelling supporters with
regard to services and you can, of course,
always contact me on Luton 411622, every
morning 9 a.m. to 1 p.m.

Our next away trip is on Saturday 22nd
January, to Brighton. Departure times
are: Luton 10 a.m., Hitchin 9.30 a.m.,
Stevenage 9.15 a.m., Hemel Hempstead
9.15 a.m., Redbourn 9.30 a.m.,
Harpden 9.45 a.m., Aylesbury 8.45
a.m., Leighton Buzzard 9.00 a.m., Milton

Keynes 9.15 a.m. Fares will be, adults £4,
juveniles £3.50.

Bookings may be made direct through
me at Luton 411622, or through your local
couriers. It would help couriers if as many
as possible sent their cheque with book-
ing. Receipts will be sent by return, with
details of coaches, etc.

Our next trip will then be Manchester
United, on 12th February, and details of
departure times and fares will be given in
the Tottenham magazine.

I understand from the organisers of the
Travel five-a-side that the tournament will
start soon, and we were pleased to receive
an entry of a team from the Bobbers Travel
last week.

CATHERINE BALL Travel Organiser

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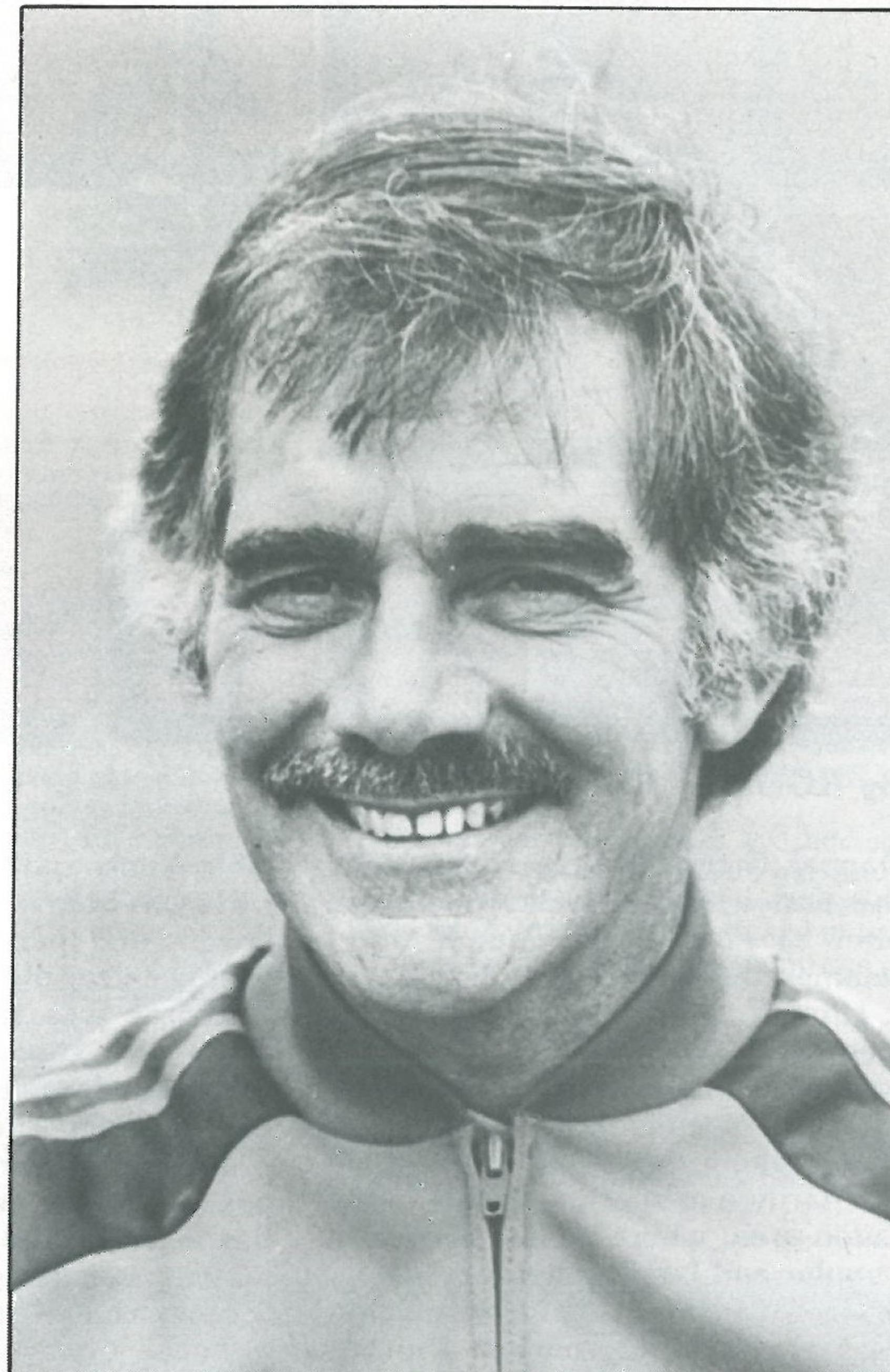
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HATTER FOCUS



Full name: DAVID COATES
Birthplace: Newcastle upon Tyne
Birthdate: 11.4.35
Height: 5ft 10½in
Weight: 12st 7lb
Married: Yes, to Sheila
Children: Susan (18), Lynn (14), Steven (5)
Car: Cavalier GXL
Previous clubs: Hull City, Mansfield, Notts County, Aston Villa, Leicester City
Favourite players: Platini (France), Zico (Brazil)
Favourite other sport: Cricket
Best stadium played in: Liverpool
Favourite other teams: Sunderland, Mansfield
Favourite newspaper: Telegraph
Players for the future: Brian Stein, Paul Walsh
Friendliest away fans: Liverpool
Other sports persons you most admire: Denis Compton, Gary Sobers, Jack Nicklaus, Viv Richards
Favourite holiday resort: Torremolinos
Favourite food/drink: Chinese/Bitter
Most memorable match: Mansfield v Bristol City, Easter 1964
Biggest disappointment: Not being appointed coach at Sunderland in 1978
Favourite actor/actress: William Holden, Charles Laughton/Rita Hayworth
Favourite singers: Dorothy Squires, Vic Damone, Matt Monro
Favourite activity on day off: Reading newspapers
Miscellaneous likes/dislikes: Reading politics/Communism
Biggest influence on career: Tommy Cummings
Personal ambition: Immediate — to be part of the Luton Town Football Club that qualifies for Europe



DAVID COATES

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Forum Theatre

BEHIND THE SCENES

By ROBERT HADGRAFT

Dapper George Pearce really looks the part when he walks on to the pitch to host the pre-match entertainment at Luton Town.

Hardly surprising really, for George has been doing 'MC' work at various events for around 15 years.

George spends much of his spare time making things go with a swing at charity and sporting events in the Luton area, where he has become a popular and familiar figure.

George, who is a planning and process engineer at Vauxhall Motors, was never one to sit at home and put his feet up.

During his 25 years at Vauxhall, he has been heavily involved with the social side of things. He played and then helped run Vauxhall Motors FC, was chairman of Vauxhall's netball section for about 17 years, and has been involved in running the popular roller skating sessions and the boxing club for many years.

In fact, George's sterling service to the boxing club won him an attractive long-service medal as part of the club's silver jubilee celebrations.

As a younger man George ran for Bedfordshire and was a winger in local amateur football. While in the Army he played for Yeovil FC and has also always enjoyed a game of

table tennis and badminton.

He was born nearly 48 years ago in London and then evacuated to Luton as a five-year-old during the war.

George was the seventh of nine sons, who soon gained a musical reputation for themselves by forming the stage act 'The Pearce Brothers'.

This gave George his taste for appearing before an audience, and he has never looked back.

After attending Tennyson Road Junior School and Surrey Street School, George married Doreen. They set up home in the town and later along came daughters Nicola, Dawn and Julie.

George has followed the Town's fortunes ever since he was in short trousers, and working for the club on matchdays gives him an awful lot of pleasure.

He has been pre-match compere for three years now, and in that capacity has introduced a host of celebrities to the Luton supporters — for example: Frankie Vaughan, Chas and Dave, Eddie Large and our own Eric Morecambe, of course.

Last season he conducted the popular 'Take Your Pick' game on the pitch — 'that was me doing my Michael Miles bit,' he recalls with a smile.



GEORGE PEARCE

He also compered the golf and cricket which was staged on the pitch, as well as conducting bingo sessions at half-time.

George believes that keeping the fans occupied before a game can help reduce hooliganism. He feels it is vital to keep the customer happy and entertained when they would otherwise be standing and shivering with nothing to occupy them.

Any presentations to be made, perhaps involving the players, will be done by George, and he also gets involved in entertaining the match sponsors before and after a game.

As often as possible he follows the Town to away matches and says he is disappointed to see that very few clubs are following Luton's example and laying on proper entertainment for the customers before kick-off.

George is a cheerful, bubbly character whose enthusiasm never seems to wane. His happy chat is often punctuated by the word 'super!' . . . which is fast becoming a catchphrase on the terraces these days.

George gives up a lot of his spare time for very good causes, so next time you see him in front of the main stand — waiting for the microphone to swing within reach from the roof — give him a big cheer.

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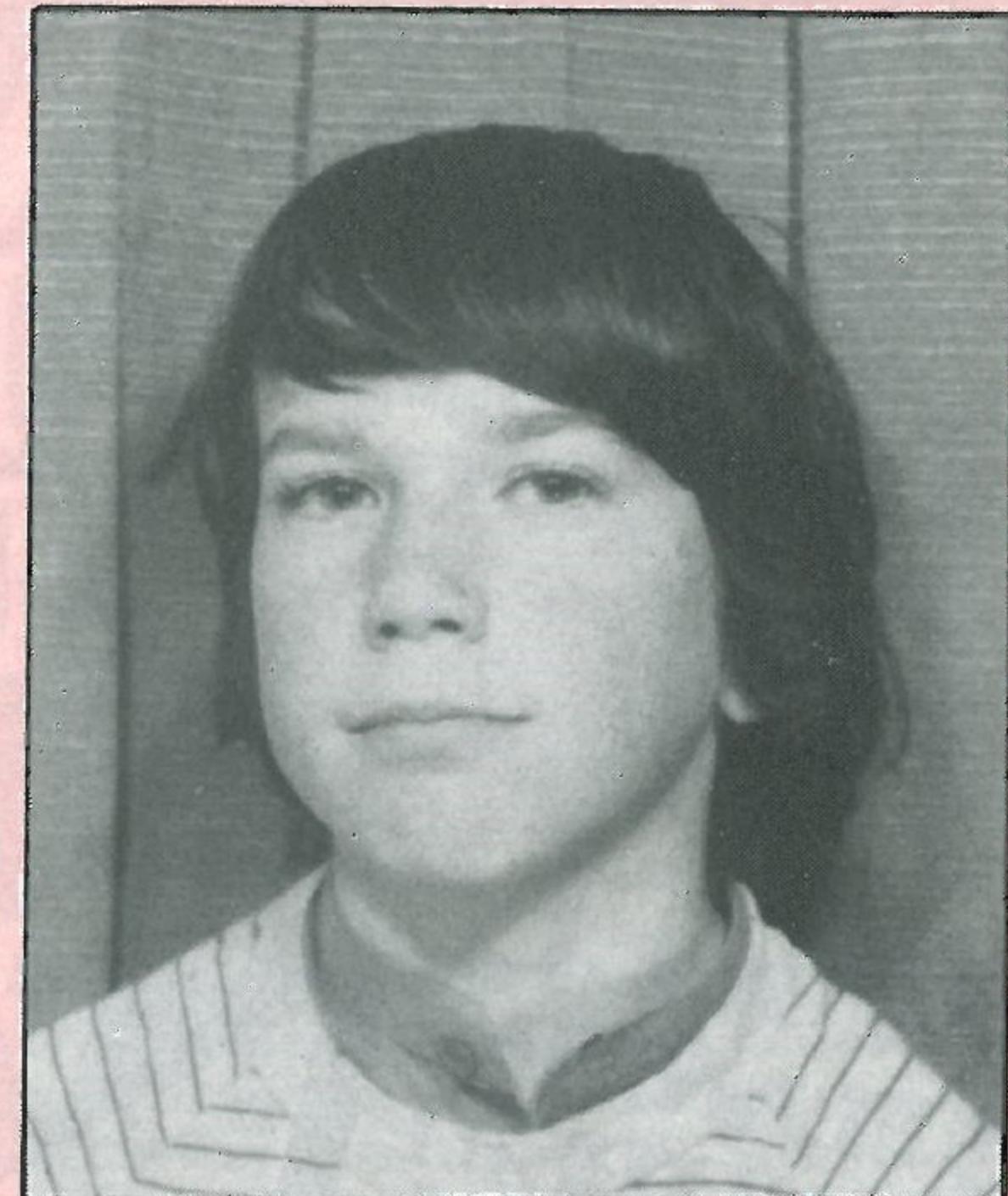


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JUNIOR HATTERS



THE MASCOT . . .



WAYNE CRUICKSHANK

Today, I am pleased to welcome Stephen James, the 1,950th member of the Junior Hatters Club as a guest of the club. Stephen, aged 11, who is accompanied by his parents, comes from Moorlands, Wing, in Buckinghamshire, and is a pupil at Overstone County Secondary School.

The membership is now very close to the magic 2,000 and the youngster lucky enough to be Junior Hatter 82832000 will be in for a super surprise, so don't delay, join a friend today, and do him or her a favour!

With such a huge membership, getting information to all our youngsters is a big problem, but now, as a result of Chiltern Radio joining the Evening Post-Echo in a joint sponsorship of the Junior Hatters, I now have three outlets for news.

(a) Junior Hatters' Column, every Tuesday in the Evening Post.

(b) Junior Hatters page in our matchday magazine, and

(c) A weekly spot on 'Kids Stuff' with Phil Holden, which goes out every Saturday on Chiltern Radio at 1 p.m. Today, Ricky Hill

and I were able to launch this new feature with a mystery voice competition with super prizes for five lucky Junior Hatters. I hope you listened — if not, don't forget to next week.

In this way, I hope to solve the problem of letting everyone know what is happening in and around the Junior Hatters Club.

MASCOT AND ESCORTS

Mascot: Wayne Cruickshank, of Sundon Park, Luton, who is 11 years old. Wayne attends Lealand High School, is interested in football and swimming, and plays for Hillborough Hatters.

Escorts: Neil Hilton, lives in Luton. He is nine, and attends Wauluds Junior School, where he plays for his school team, and Marsh Farm Cubs. Neils other interests include swimming and drawing.

Jeffrey Durn, of Luton is 12 years old. He attends Icknield High School, and among his many interests includes swimming, football, stamp collecting, camping and canoeing.

. . . AND THE ESCORTS



NEIL HILTON



JEFFREY DURN



CHRISTOPHER HARPER



STEVEN GOLD

Christopher Harper lives in Caddington, near Luton. He is eight years old, and is a pupil at Willowfield School, Caddington. He plays for Markyate West End, and as well as football, is interested in swimming and gymnastics.

Steve Gold of Luton, is aged 11 years. He attends Icknield High School also, lists swimming, reading and football as his interests, and plays for Cubs and Warden Hill Juniors.

COLIN BALL Youth Development Officer

JUNIOR HATTERS SPONSORED BY THE EVENING POST- AND CHILTERN RADIO

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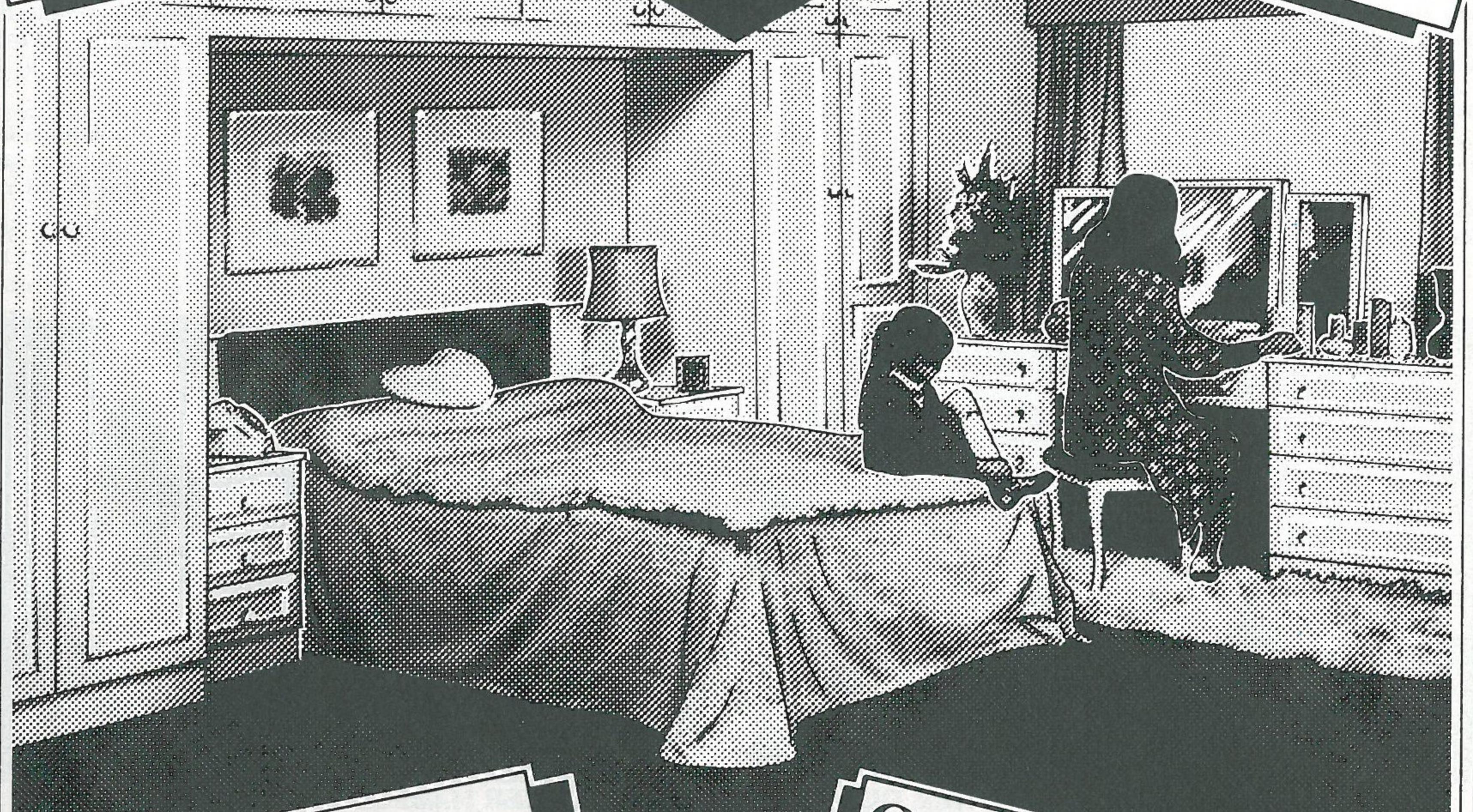
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TOWN

THE PAGE
WHERE OUR
FANS WRITE
TO US

Dear Mr Pleat, I hope you don't mind me writing to you like this but I feel I must congratulate you on your superb football team.

I am a Swansea City supporter and I have followed them for many seasons. I was at the Vetch Field for the Swansea game and witnessed what I thought was a good game considering the weather. It was a pity somebody had to lose.

Anyway, after every home match a friend and I waited outside our players' entrance no matter what the weather is like, hoping to get away teams autographs. Many players just rush out shouting 'I just haven't got time' or 'I'm in a hurry.'

But your players were really great and they signed nearly every autograph book pushed into their hands, and some, especially Kirk Stephens, even had time to stop and have a chat. They posed for pictures on and off the coach and if anybody had got on and some of the children had missed them they made no fuss at all about coming back to the front of the coach to sign some more.

I really can't praise them enough and I wasn't the only person who

noticed. Somebody even said to me: 'If they are like this when they lose, what are they like when they win?' I couldn't answer that.

We have some players here who won't sign autographs for us even when we win but I just cannot get over your team. I have never come across a team like them, they have the right attitude towards supporters and that, in my opinion, is what a lot of the big teams have not got.

Even your supporters did you proud, they were well behaved and some even offered to buy us a drink before the match between our two clubs next April.

Having never been to Kenilworth Road, I am going to try and get the tickets and come up and visit the home ground of your wonderful team and supporters. I am looking forward to it very much but somehow I think the result may go more in your favour.

Please thank your team on my behalf for being so nice. It was a pleasure to meet them. May I just wish yourself, your board of directors and last, but not least, your team, all the best for the rest of the season.

Maybe both our teams will be in better positions the next time we meet, so please wish them a very Merry Christmas and a Happy New Year as well as all the luck in the world, you really deserve it.

You are a credit to the First Division, you gained a few extra supporters when you played down here.

Anne Cottle, Wallace Road,
St Thomas, Swansea



KIRK STEPHENS

Liverpool as well as Arsenal and Nottingham. However, I have to say that I wasn't bitter at all when you went to Anfield and took a point away from my favourites. That was a nice surprise.

I am also very glad to see a team who can score more goals. Not like, for example, Arsenal. I was not able to go to see you in Finland last summer when you visited our country and I was really sad about that. However, next summer when I will come to England I will definitely visit your town, and more, your stadium if that is possible.

I am asking a small favour from all of your fans, would someone be so kind and let me know more about things going on in Luton and if possible exchange some programmes with me. I like Luton programmes and I would like to get as many of them as possible. I cannot offer you programmes from Luton's games in Finland, but if you are interested I have many programmes from the friendly international between Finland and England World Cup squad.

I have seen that British dealers are asking for £2 for that programme and I think it is expensive. I will swap them without anything like that. All I ask is Luton Town programmes and souvenirs, and I will give you more than just one programme.

Olli-Matti Mathihti,
Kp 13, 62200 Kauhava,
FINLAND

Dear Mr Pleat, On behalf of the Daily Express we would like to thank you and your players for competing in our five-a-side event.

We think it was the most successful night in five-a-side football, which was only made possible by the support of the teams and players competing.

Thank you once again for showing the public all that is good in football. Best wishes

Len Tipper, Manager,
Special Events

LETTERS

HATTERS A-Z

PART 14 — By TONY PULLEIN

SAXBY, Mike. Mike developed in Mansfield's junior teams, making his League debut in 1975-76. He gained a regular place a couple of years later and when we signed him in 1979 we invested a club record £200,000 fee. Mike lost his place through injury last season.

League record:

	Apps	Gls
Mansfield	1975-76	1(1) 1
	1976-77	10 0
	1977-78	19(2) 0
	1978-79	46 4
Luton	1979-80	39 4
	1980-81	31 1
	1981-82	12 1
	1982-83*	0 0
		158(3) 11

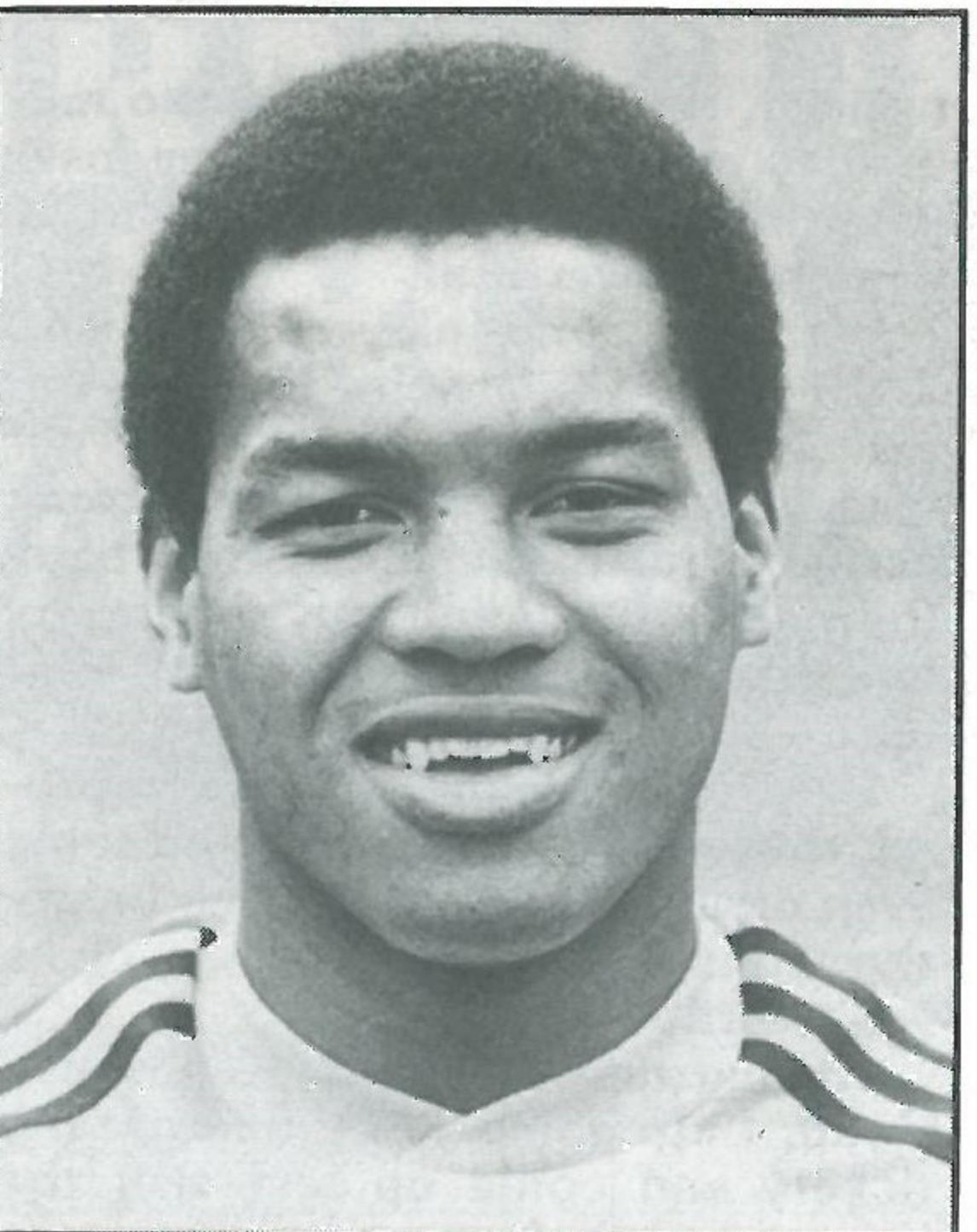
SECOND DIVISION. We have spent five separate periods in the Second Division — 1897-1900; 1937-1955; 1960-1963; 1970-1974; and 1975-1982. Over these periods we completed 28 seasons at that level.

STEIN, Brian. Brian is currently leading our scoring list for the third season in succession and had already proved he has the ability to score against even the best defences in the business. He made his League debut as substitute at Mansfield in November 1977 and it didn't take him very long to earn a regular place. He scored 14 League and Cup goals in 1978-79 and 19 in 1980-81 when he led our list for the first time. Last season he fired home 21 goals.

League record:

	Apps	Gls
Luton	1977-78	18(6) 3
	1978-79	31(3) 10
	1979-80	42 8
	1980-81	42 18
	1981-82	42 21
	1982-83*	17 11
		192(9) 71

STOCK, Alec. Alec Stock took over as Luton's manager in 1968, soon after we had won promotion to the Third Division. He remained in



BRIAN STEIN

charge for about four years during which time he led the club back into the Second Division.

Mr Stock was one of the most successful managers in the business. Alec Stock, the player-manager, first hit the headlines in 1948 when he steered Southern League Yeovil Town to astonishing Cup victories over Bury and Sunderland. They eventually went down 8-0 at Manchester United but Stock and Yeovil had made their mark and those great feats are still remembered vividly by many thousands of people all over the world.

In August 1949 he was appointed manager of Leyton Orient and he built the side which won promotion to Division Two in 1956. He moved to Arsenal as assistant manager in 1956 but he was greatly disillusioned by conditions on the coaching side at Highbury so he returned to Orient within a couple of months. The

challenge of Italian soccer was laid before him and he took control of Roma FC but he once again returned to Leyton Orient when they were in trouble.

Alec Stock finally severed his connections with Orient in March 1959 and three months later became manager of Queens Park Rangers, whose success under his able command was phenomenal.

In 1967 Rangers became the first Third Division club ever to reach a Wembley Final when they met WBA in the League Cup Final, crowning a glorious day by winning 3-2. They also won promotion to the Second Division.

A year later they equalled Charlton's then unique feat of the thirties by rising from the Third to the First Division in successive seasons. Yet, having achieved all that his reward was — the sack!

It was then that he came to Kenilworth Road. When he left he joined Fulham, leading them to their first FA Cup Final. He later became manager of Bournemouth and he still maintains a connection with the game as a director of the Dean Court club.

STEPHENS, Kirk. Kirk was signed from Nuneaton for £5,000 in June 1978 and made his League debut against Oldham on the opening day of the following season. He has now been our regular right-back for about four years.

League record:	Apps	Gls
Luton	1978-79	24(1) 0
	1979-80	40 1
	1980-81	40 1
	1981-82	42 0
	1982-83*	15 0
		165(1) 2

* Statistics for 1982-83 up to and including 28th December.

Two old favourites — **BERNARD STRETN** and **GORDON TURNER** — are among the features in Part 15 of the A-Z. Be sure to get your copy!

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COMPETITIONS

LUTON



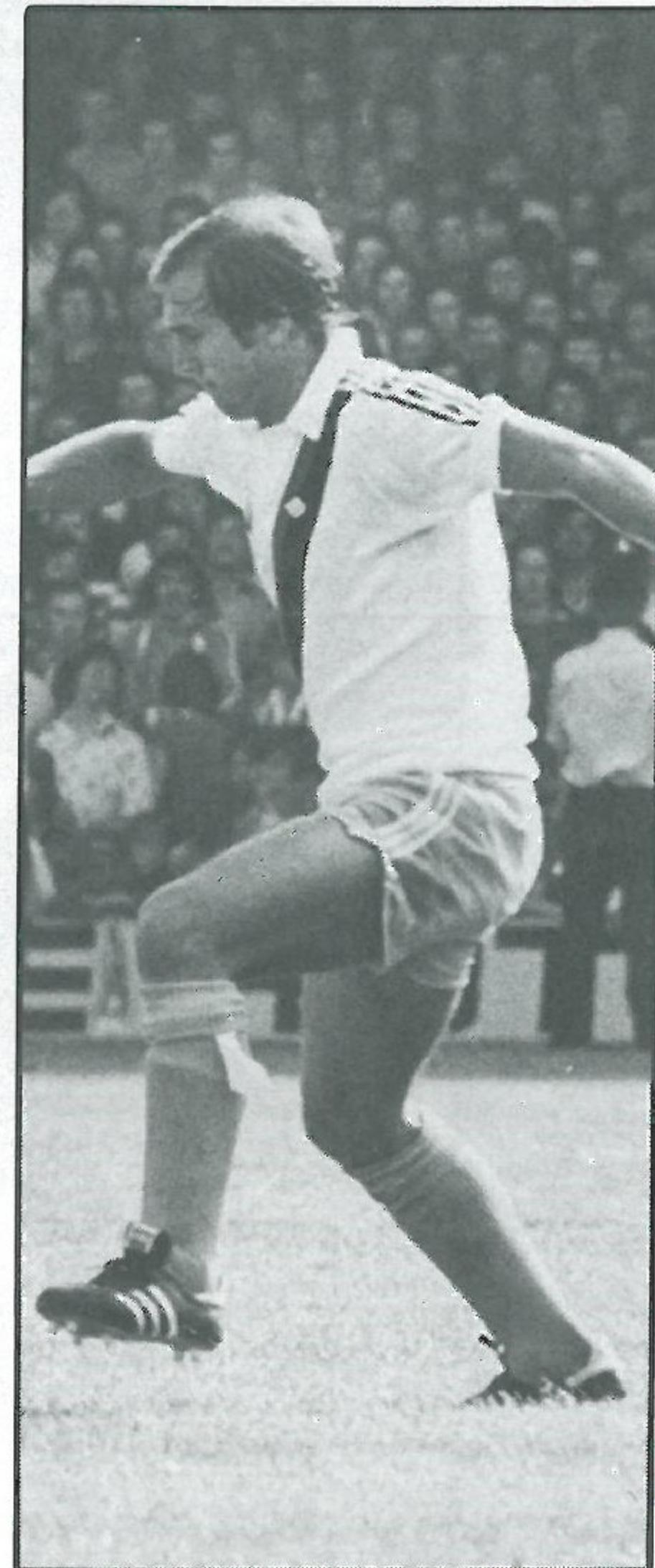
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COMPETITIONS



NAME THE FACES

Here's a new phototeaser with again a prize of a super commemorative video. The photo caption shows three players' heads mixed up. All you have to do is name the three players and their current clubs. Send your entries to: Luton Town Football Club, Matchday Magazine, 70-72 Kenilworth Road, Luton.



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ONE TOO MANY?

Supporters watching our Boxing Day game against Watford could have been forgiven for thinking they may have drunk too much festive spirit.

They were confronted by a pink elephant and several other animals on the touchline and in the centre circle as the Salvation Army Band provided the Christmas music.

But it was all in fun really because the animals had been let loose from the Pink Elephant Fun House in Skim-pot Lane, Luton, the site of the former Cesars Palace nightclub.

We're told the Fun Huse is a new unique trend in British entertainment. Why don't you try it?

HERE NEXT SATURDAY

Keith Burkinshaw brings his Tot-

tenham team to Kenilworth Road a week today for what promises to be a fine game.

The match is NOT all-ticket and they are still available from our main offices in Kenilworth Road.

WAYNE TAKES A COACHING BREAK

The players seem a blur as they are put through a tough training session by Wayne Turner at Putteridge Recreation Centre.

Wayne has been actively engaged in persuading youngsters to attempt to produce more soccer skills on the coarses in Stopsley. He is pictured here keeping a watching and critical eye on some of the boys.



ANOTHER SUCCESSFUL PRIZEWINNER

We always place much emphasis on pre-match and half time entertainment at Kenilworth Road in what we believe is a successful attempt to keep fans occupied.

There can be no doubt that our weekly prize sessions are also extremely popular with young and old supporters.

This young Luton fan has just received his Subbuteo game prize from Rod Fountain, a reporter with the Evening Post-Echo. Luton's Youth Development Officer, Colin Ball, is on the left.

CENTURY CLUB

What a change to be starting our New Year with three successive Saturday



games at Kenilworth Road.

Let's hope it proves a bumper start for all of us, particularly 'the lads'.

We have done exceptionally well in the Century Club during the Christmas spell, and on behalf of the committee, we should like to say thank you to the members and friends who provided so many prizes for us.

Whilst heavily involved in the company's business, Stephen still finds time to help the club by assisting John Pyper in programming and operating the Wallspan scoreboard. We are very grateful to Stephen and Leighton Homes for their generous support today.

We have recently received information regarding a darts tournament — should any Century Club members require details, perhaps they will see Catherine Ball today.

TODAY'S BALL SPONSOR

A big thank you to Leighton Homes Ltd and their director Stephen Gudgeon for their sponsorship of today's match ball. Stephen is an avid Town supporter having followed us home and away since our Fourth Division days.

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HURRY BACK SOON BRIAN

Brian Stein's unfortunate foot injury has cost him the chance of forging

ahead in the Adidas Golden Shoe Award.

It is one of the most coveted awards in the game, and Brian was a leading contender for the First Division award, presented to the player who scores the most League goals in each Division.

Before his foot injury put him out of action, Brian was leading the First Division's charts by one goal from Watford's Luther Blissett.

David Moss also figured in the charts with seven, although Brian must obviously hope he is back soon to renew his challenge.

TODAY'S REFEREE

John Martin of Alton, Hants. Started with the Bromley and District League in 1958. Moved to Surrey in 1964 and progressed through Surrey Senior and Isthmian Leagues to the Football League in 1973. Refereed Isthmian League Final in 1977, and lined a UEFA Cup match in 1978. Also refereed an FA Trophy semi-final, and Anglo-Italian Inter-League Tournament in 1980, the Athenian League Cup Final in 1981, and the Upton Park Cup Final in 1982.

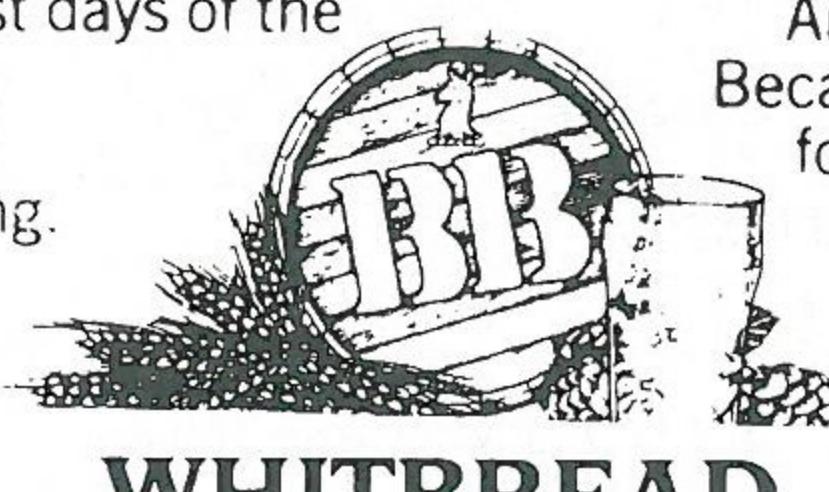
A married man, with one son, he is Accounts Manager of a purchase ledger department. Enjoys all sports, particularly badminton and athletics, and is a past member of the Polytechnic Harriers. Is also Chairman of Alton Referees' Association, and their five-a-side league, and President of the Alton United Boys Club.

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.

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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.

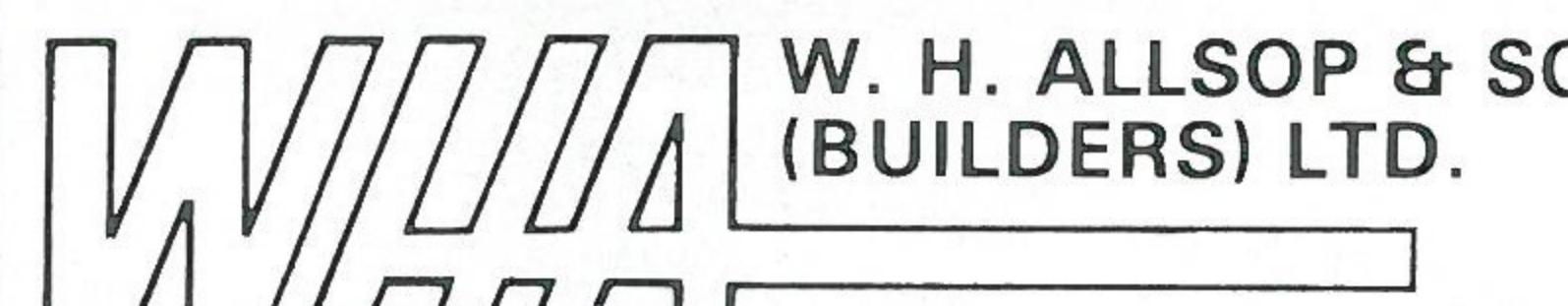
And it's been going down well ever since. Because BB is brewed with a proper respect for quality. To keep up the traditions we value round here.



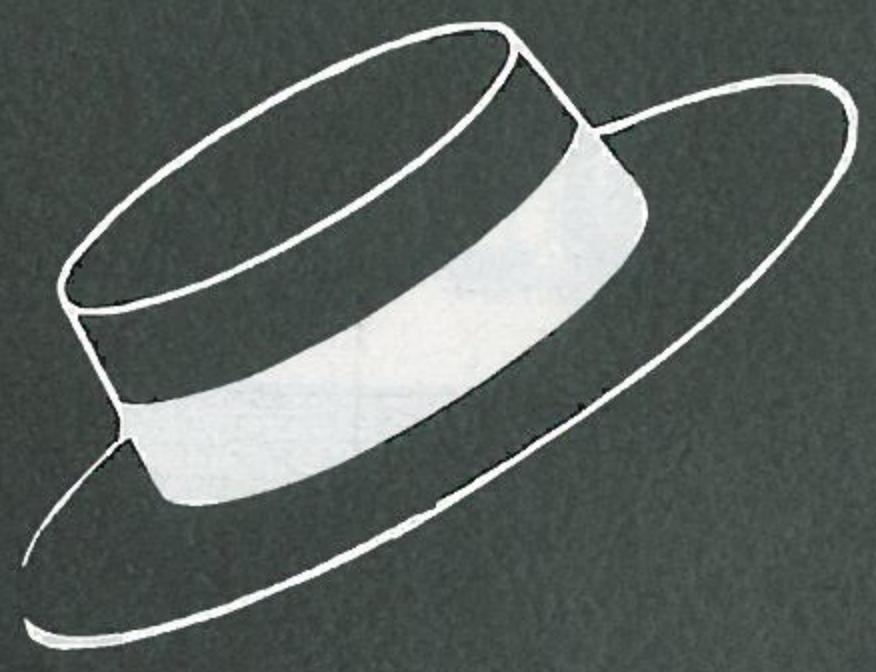
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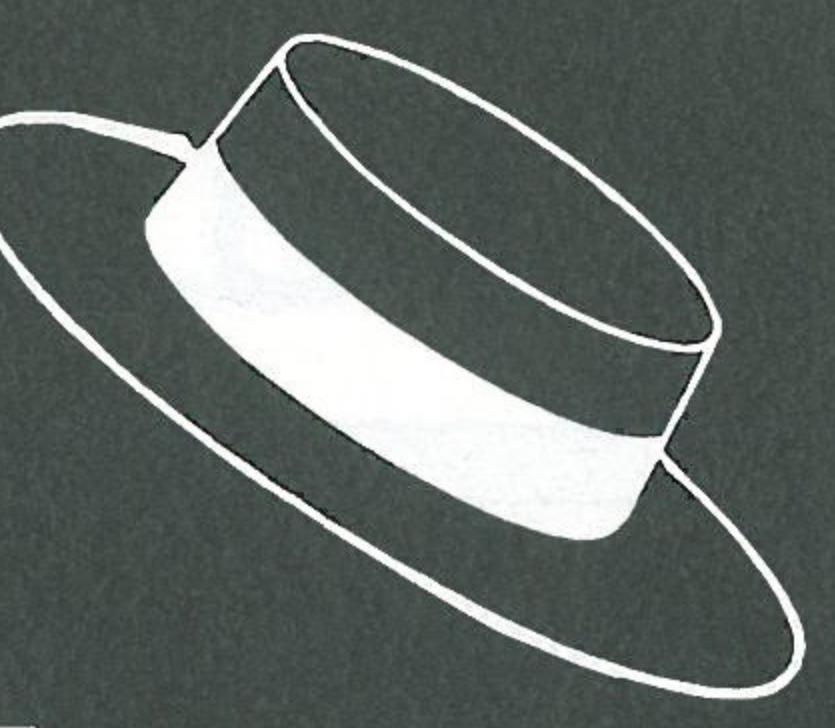
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IN FOCUS IN FOCUS



Soldier Julian Barrett, wounded in the Falklands, met a set of different heroes when he came to watch his favourite team — Luton — play Watford on Boxing Day. One of our vice presidents, Eric Morecambe, arranged Julian's visit when the pair met at a charity event in London. 'Eric is a smashing bloke. I had a great day at the match and was treated to some VIP treatment,' said Julian who is pictured (centre) with his brother Mark and David Geddis, Paul Walsh and Kirk Stephens after the game.



We have made enormous strides with the success of our Junior Hatters Club where youngsters can watch games from the special Evening Post-Echo section of the ground in the enclosure with members of their families. On Boxing Day, we were joined by a party of young guests from Watford. Judging by the looks on these youngsters' faces, they had a great time.

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LOTTERY TOPICS

Thanks to the efforts of our season ticket holders and lottery agents, our latest Christmas annual draw was a huge success.

It carried a top prize of £1,000 — the winner's name is published below — and we appreciated all the help everyone gave us.

For the benefit of all those people who bought tickets, the full list of winners is given below.

£1,000 (123021) L. Ford, 78 Oakley Road, Luton, Beds.

£250 (184781) D. Itzinger, 59 Bradford Road, Toddington.

£250 (13834) K. J. Blake, Fox & Duck, Wootton, Beds.

£100 (167626) D. Elmes, 466 Broadwater Crescent, Stevenage, Herts.

£100 (60427) A. Cooke, 41 Cornbrook Road, Aylesbury, Bucks.

£50 (44921) J. Quinn, 229 Runley Road, Luton, Beds.

£50 (103033) Mrs E. Thomas, 610 Hatfield Road, St Albans.

£25 (178392) K. Andrews, 111 Oaks Cross, Stevenage, Herts.

£25 (133132) M. Hill, 10 Radcliffe Road, Hitchin, Herts.

£25 (129288) R. Giles, Carpenters Arms, Harlington, Beds.

£25 (099973) Ian Brookes, 34 Knightwick Crescent, Erdington.

£25 (184154) B. Walker, Digital, Churst Street, Welwyn.

£25 (179752) Mr C. Vokes, 39 Towcester Road, Far Cotton, Northants.

£25 (182631) Mr C. Dowman, 1 Blair Cottage, Standon, near Ware, Herts.

£25 (107064) B. Marshall, 7 Clarion Close, Offley, near Hitchin.

JOHN GORNALL
Assistant Promotions Manager

JOHN'S JOURNAL

Today we start out on what we hope will be a long run in this season's FA Cup. No other competition in football holds the magic that the Football Association Challenge Cup does and today is no exception.

We welcome today the players, staff and supporters of Peterborough United. Formed in 1923, they played under the name of Peterborough and Hetton United until 1934 when they turned professional and became a limited company. In 1960 they were elected to the Fourth Division of the Football League and, in their first season, gained promotion to Division Three.

In 1968 the management committee of the Football League demoted the club back to the Fourth Division because of irregularities in their financial affairs and it wasn't until 1974-75 that they managed to pull themselves back to the Third but, in 1979, they were back in the lower depths of the Football League where they still are today.

Their record victory was against Oldham Athletic

in a Division Four match in 1969 when they scored eight times with Oldham pulling only one back in reply.

The FA Cup result in 1946 did not do much for their reputation as Northampton Town defeated them 8-1. Their highest goal scorer in any season was Terry Bly who knocked in 52 goals in season 1960-61. The honour for the most goals in total aggregate goes to Jim Hall who scored 120 goals between 1967-75. Possibly the name which comes readily to mind is that of Tommy Robson, who joined them from Chelsea in 1968 and, when he called it a day in season 1981, he had made 482 appearances, mostly on the wing.

Present manager is Martin Wilkinson and he is the tenth man in the hot seat since the 'Posh' were elected to the League.

The other managers who have held the job reads: Jimmy Hagan, Jack Fairbrother, Gordon Clark, Norman Rigby, Jim Iley, Noel Cantwell, John Barnwell, Billy Harris and Peter Morris.

Incidentally Martin's assistant is former Luton manager Bill Harvey who, I am sure, will be out to prove a point to us.

JOHN WILKINSON
Secretary



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ODD HAPPENINGS

Although they are not normally involved in any direct physical contact on the field, few referees go through a whole career without at some time requiring the attention of a trainer.

In fact, spectators have been known to cheer ironically when a referee who has perhaps been reluctant to allow a trainer onto the field to treat players' injuries has been more zealous to summon help when he himself has been struck by the ball or has felt some strain or twinge.

In general, however, a referee will endeavour to soldier on after treatment and only rarely will one fail to complete a game. When this does happen, however, the senior linesman takes the whistle and a substitute official with at least some refereeing qualifications is found to run the line.

The readiness of such substitutes to emerge from the crowd, sometimes even dressed in the proper referees' kit has caused one to wonder, at times, whether some of them attend matches mainly for the purpose of being available should such a substitute be needed.

In such cases just one change of officials in the course of a match is made and unless a controversial decision is made fans are likely

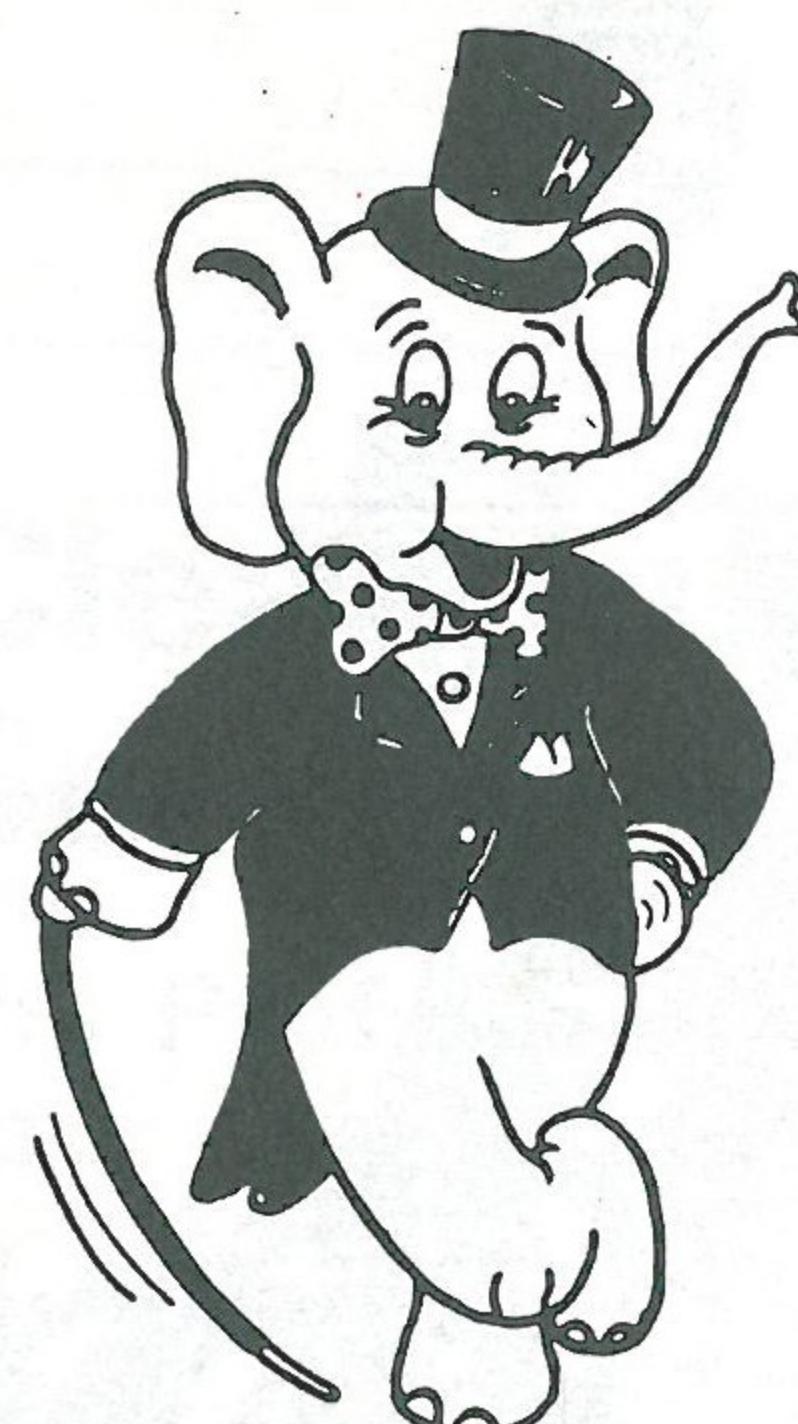
almost to forget that it has taken place. Anyone present at the Aston Villa v Bolton Wanderers First Division game on 24th September 1955 is not likely to have forgotten that the officials were changed during the game for there were no fewer than five changes made in the officials between the third and the forty-sixth minute.

The game was just three minutes old when referee R. H. Windle of Chesterfield went down with ligament trouble. After attention from the home trainer he attempted to continue, but then decided to hand over to senior linesman S. G. Finning while a Bolton reserve, Eric Oldham, who had travelled with the team, temporarily took over as linesman.

Meanwhile an appeal was made over the public address system for a qualified official and a few minutes later a local referee appeared in borrowed kit to take over the flag.

Then with the game still only half an hour old Mr Windle, the original official, appeared, hobbling slightly, and took over the flag. At the start of the second half he felt sufficiently recovered to resume possession of the whistle with Mr Finning returning to his original role as linesman. There were no further changes and the game ended with the same three officials as the ones with which it had begun.

By contrast with the changes of officials the game itself was relatively uneventful, Bolton winning 2-0 with England striker Nat Lofthouse getting one of the goals.



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COMMERCIAL SCENE



THE WEEKLY LOOK AT THE HATTERS COMMERCIAL SCENE



When you pick up your daily paper and, like us, read of the gloom and despondency some sports writers delight in highlighting, you would not believe it possible that 700,000 people watched live football on Boxing Day, and that the violence that is supposed to be associated with our great game is just not so.

You, our fans, know this first hand. There is certainly the occasional isolated incident, but nothing in the proportions we are led to believe.

If the facts are as portrayed, what chance do we have in football to attract new spectators and sponsors back to our great game. Football knows the media has got it wrong. The fastest growing area of sponsorship in British sport is the Football League.

This season, there is an increase of no less than one third in the number of clubs who have attracted sponsorship. It certainly doesn't surprise us at all.

It confirms that League football, even in these difficult days, has a unique following and reputation that is unrivalled by any other professional sport.

Living in the 1980s is about getting value for money. League football is giving value, both to spectators and, obviously to more and more sponsors who cannot afford to spend money lightly.

More than half the League clubs are now sponsored, despite the recession biting deeply into business finance. Bedford Trucks are now in their first season of sponsorship with Luton Town.

Bob McCulloch, their sales promotion manager says: 'We are getting a tremendous amount of it and I think we must be the only national company to sponsor away matches. We

have done this when the Hatters have been at Aston Villa, Liverpool, Sunderland and Everton, and we are doing it again when Luton are at Manchester United.

'Luton Town are providing us with the means of promoting our Bedford Trucks on a national basis. We are delighted with the feed-back from our customers.'

The response in the lower Divisions of the Football League is just as enthusiastic.

Swindon Town are sponsored by Isis, an industrial services company whose managing director, Lamont Park says: 'We operate only a couple of hundred yards from Swindon's ground, so I suppose ours was a natural involvement.'

'Our customers and clients are well looked after by the football club, the players are always more than ready to help us and as a result of all the spin-offs the name of Isis is spreading further and further into the West Country. Every time there is an action picture of a Swindon match in the local Press, we score.'

These and many more comments show that football is not only a great spectators sport but a superb platform for any business and we at Luton Town are doing our best to confirm it.



BILL TOMLINS
Business Development
Executive

FA CUP SCENE

A LOOK AT THE FA CUP WITH TONY PULLEIN By Tony Pullein

Tottenham today set out on what many critics feel is a mission impossible. They are aiming to become the first club in the 20th century to win the FA Cup three seasons in succession.

Today they hope to have the psychological advantage of the return of Ossie Ardiles as they face the much-improved Southampton at White Hart Lane. Ardiles starred in the Spurs' side that defeated Manchester City in a replay of the 1981 final but he was missing last season when Tottenham beat QPR, again in a replay.

Now, with the Falklands' war hopefully forgotten, Ardiles will be welcomed back by English fans and he is one player determined to make another visit to Wembley.

The last club to score three successive FA Cup final victories was Blackburn Rovers, back in 1886. Since then only two clubs have even managed to win it in two successive years — Newcastle (in 1951 and 1952) and Spurs themselves (1961-62 and 1981-82). The last time Spurs attempted to complete the hat-trick, they were beaten at home 3-0 by Burnley in the third round of 1962-63.

Tottenham's biggest obstacle as they seek this elusive hat-trick could well be Liverpool who have never won the FA Cup under Bob Paisley. Being his last season, Mr Paisley would naturally like to complete a full 'set' of trophies and they don't seem to be in too much danger today as they make the short journey to Blackburn Rovers.

The Liverpool boss still remembers last season's FA Cup exit, though. Second Division Chelsea beat them fairly and squarely 2-0 at Stamford Bridge and the Anfield boss would not take kindly to another humiliation by Second Division opposition.

Much of the limelight this afternoon will, of course, focus upon the three surviving non-League clubs, all of whom had the misfortune to be drawn away.

Weymouth, of the Alliance Premier League, have recovered from a 0-2 interval deficit in each of the previous two rounds. They were trailing at home to Maidstone in the first round but eventually won 4-3.

The Terras then travelled to Third Division promotion chasers Cardiff City and really gave up hope at half time. 'I just told the lads to go out and enjoy themselves and to try and contain the score' admitted manager

Trevor Morgan. 'I couldn't believe it when we came back to win 3-2.' Weymouth now travel to Second Division Cambridge United.

The draw has certainly not blessed Bishop's Stortford who scored a splendid 2-1 away win at Reading and then travelled to non-League Slough to win 4-1. Now they make the long trip up to Middlesbrough to face Malcolm Allison's team.

Worcester City, who knocked Liverpool out of the FA Cup in 1959, came back from behind to defeat Wrexham in the last round. In the first round they ran up a 5-1 victory at Macclesfield. Now they travel to First Division Coventry City.

The draw has been kinder to some of the Third Division survivors. Northampton Town entertain the European champions Aston Villa and expect their biggest attendance for a decade. Villa have their own FA Cup ambitions for last season Spurs equalled their record of winning the trophy on seven occasions. Until then, Villa had won both the FA and League Cups more often than any other club.

Everton visit Newport County for the second time this season. Back in October the Toffees won the first leg of a Milk Cup tie by 2-0 at Somerton Park and expect to repeat that performance today.

Tranmere Rovers, the club which nearly died in December, have just what they need — a home tie against Wolves, another club that reached the brink of disaster in the summer. With both Merseyside rivals, Liverpool and Everton away from home, Rovers hope they might persuade some of the big-time fans to cross the Mersey and have a look at them at Prenton Park.

Sheffield United are not exactly struggling but they have fallen on comparatively hard times and are now an average Third Division side. So it will seem like old times when they entertain Stoke City — regular rivals of their First Division days — at Bramall Lane.

Walsall, one Third Division club that can do with every penny, were delighted when they were drawn at home to local rivals Birmingham City. Walsall's player-manager Alan Buckley is a former Birmingham player and, with the Blues currently struggling in the First Division, he hopes the Saddlers can beat them

and then line up another money-spinner in the next round.

Bradford City were also pleased when they were drawn at home to Yorkshire rivals Barnsley in a tie that brings two old Leeds and England heavyweights into opposition. Allan Hunter is in charge of Second Division Barnsley whilst Trevor Cherry is just settling into his new responsibilities as Bradford's player-manager.

Mr Cherry was, until recently, one of the last survivors of the Don Revie era in the Leeds' team but had been keeping his eye open for an opportunity on coaching or management. When Derby 'poached' former Bradford manager Roy McFarland, Mr Cherry was very keen to accept the post.

One of the most publicised ties brings another two old colleagues into conflict. Peter Taylor, for so long Brian Clough's righthand man, is now in charge at Derby in his own right. The Clough-Taylor partnership once won the League Championship at both Derby and Nottingham Forest. This afternoon Derby play host to Forest at The Baseball Ground.

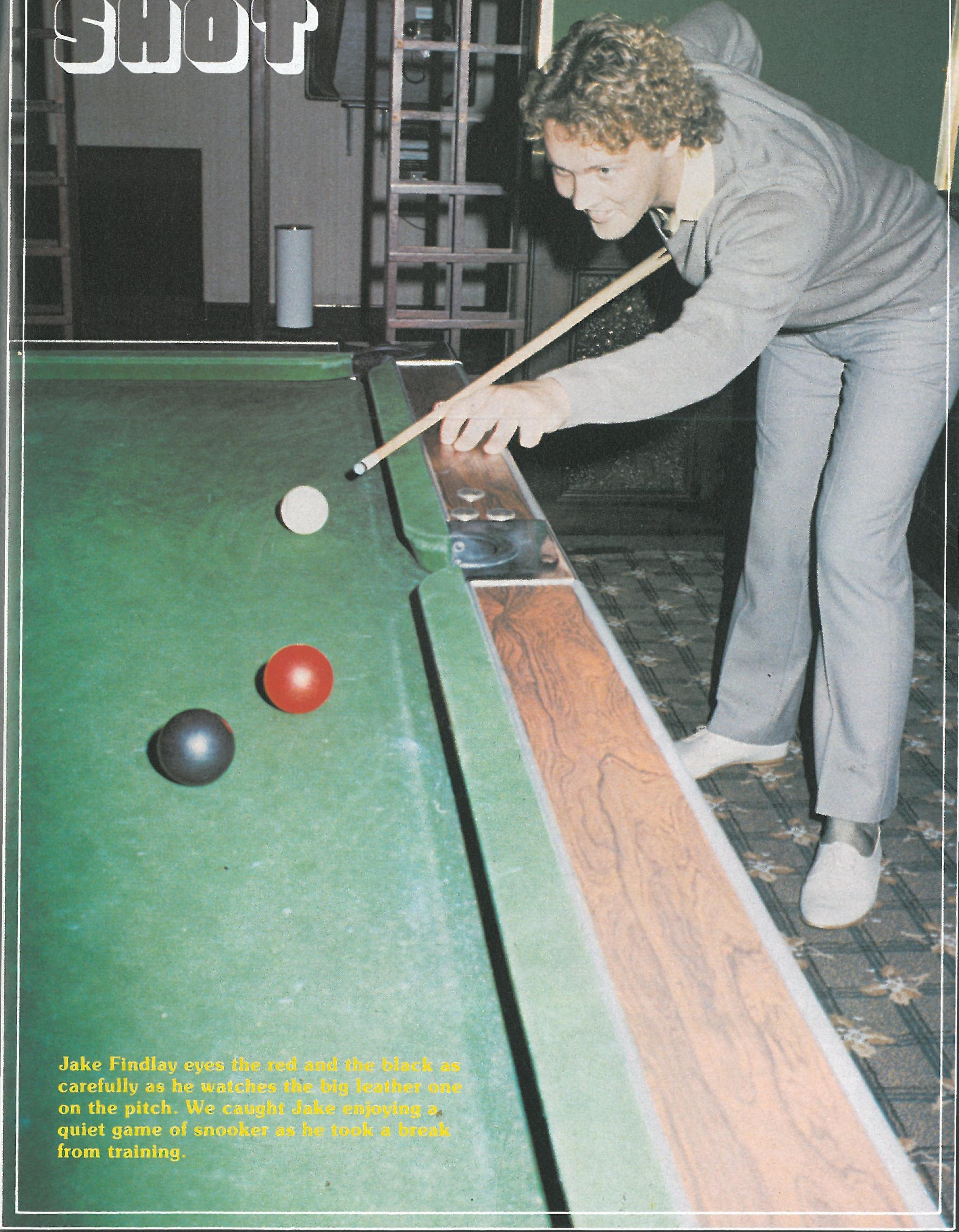
Brian Clough has insisted all along: 'I can't help it if the newspapers bill this as a confrontation between Peter Taylor and Brian Clough. I don't write the papers. But it will not be that at all. It will be another very tough cup-tie.'

Mr Clough is still sorry that Mr Taylor did not return to Forest. 'He felt he had had enough football last season, and needed a rest,' explained Mr Clough. 'After a few months he got the appetite back again. But I would still prefer to have him at Nottingham Forest.'

Watford must be rated a good outside bet for the FA Cup following the exciting first half of their debut season in Division One. They face a Plymouth Argyle side managed by former Newcastle and Scotland star Bobby Moncur.

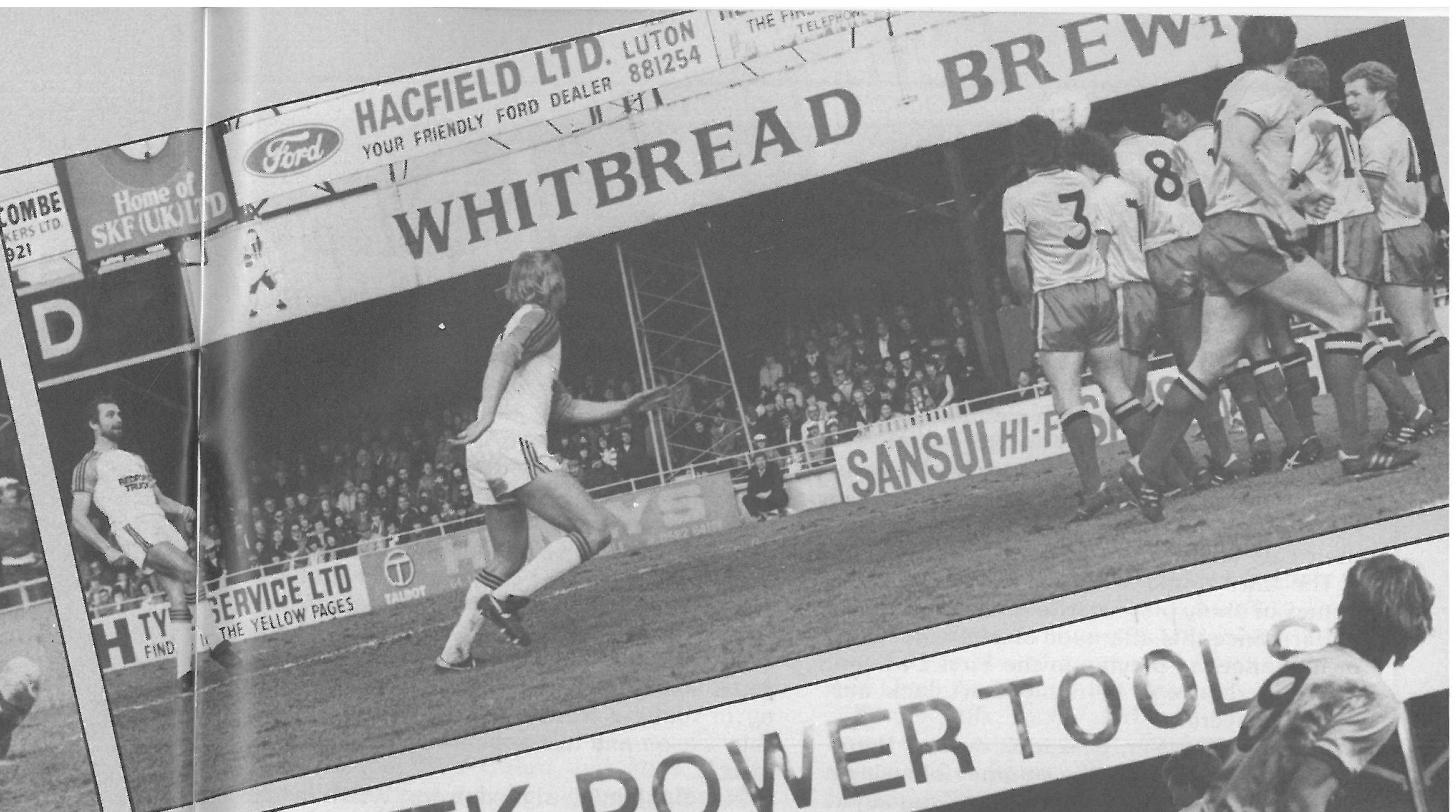
The two Manchester clubs fancy their chances but both have awkward-looking third round ties, United at home to West Ham, City away to Sunderland. Arsenal, who have such a good recent Cup record, should have no difficulty in disposing of Second Division strugglers Bolton at Highbury.

COLOUR SHOT



Jake Findlay eyes the red and the black as carefully as he watches the big leather one on the pitch. We caught Jake enjoying a quiet game of snooker as he took a break from training.

ACTION



We tucked another three welcome points under our belts from a 1-0 Boxing Day victory against Watford played in front of a bumper crowd. Watford players as Clive Goodyear is mobbed by his colleagues after scoring the only goal of the game. Top right: Hectic action in the Hornets defence as we attempt to increase our lead from a free-kick. Bottom left: That's my ball. Steve Sherwood dives to relieve the tension on Watford's defence as Ricky Hill runs in. Bottom right: Gently does it. Sherwood waits for the ball to bounce into his arms.

LUTON TOWN 1 WATFORD 0

PETERBOROUGH

PETERBOROUGH AFTER MORE CUP GLORY

A visit from Peterborough United for an FA Cup-tie is not an event relished by many big clubs. The Posh have such a magnificent catalogue of giant-killing exploits to their name that no First Division club can ever afford to feel complacent in their presence.

We shall, of course, ignore their present League position in the lower half of the Fourth Division and treat them with the high respect their Cup record warrants.

The third round of the FA Cup can lift the games of many players who know that a good performance this afternoon can enhance their own chances of playing in the First Division. And Peterborough certainly don't lack ambitious players.

Martin Wilkinson, who took over as Peterborough's manager in the summer following a spell as Leeds United's assistant manager, quickly signed several players eager for a chance to show their skills more widely in League football. Three of them followed him from Leeds.

Goalkeeper David Seaman didn't get a chance in Leeds' senior team but he made his bow for Peterborough at Stockport on the

opening day of this season and has since been holding his place.

Centre-back Neil Firm made his First Division debut for Leeds in 1979-80 and made a dozen appearances at that level for the Peacocks. He was loaned to Second Division Oldham for a spell last season.

A third former Leeds player is Mike Imlach who was a reserve player at Elland Road. So far he has made only a handful of first team appearances for the Posh, mostly at left-back.

Ivor Linton got his chance in Aston Villa's League XI in 1976-77 and went on to make 27 First Division appearances without quite establishing himself as a regular. He was happy to make a fresh start with Peterborough this season and has appeared in midfield and attack.

Ian Benjamin, signed from WBA in the summer, is a former England Youth international who started his career with Sheffield United. Though he made only five League appearances for the Blades, WBA invested £125,000 in his transfer in August 1979.

Unhappily, he had only a couple of outings in the Throstles' League team.



If Peterborough play 4-4-3, Benjamin could play in attack with Robbie Cooke and Colin Clarke. Cooke has been the Posh's top scorer in both his seasons with the club. In 1980-81 he hit 29 goals and last season he added 28. Robbie was once a Mansfield player but he went non-League with Grantham until Peterborough signed him for £12,000 in 1980.

Clarke saw little future for himself at Ipswich so he moved on to Peterborough during the 1981 close season and played himself into the first team last season. Colin appears to have a particular appetite for Cup-ties for he netted three times in Peterborough's Milk Cup run and has scored in both previous rounds of the FA Cup.

Midfield players include Trevor Quow, Trevor Slack, Phil Chard and Mick Gynn. Quow developed in the junior teams and made his League debut in 1978-79. He lost his place last term but has now re-established himself. Trevor scored one of the goals when Peterborough defeated Doncaster 5-2 in the last round.

Slack, who also plays in defence, is another Peterborough discovery who came into the League team two seasons ago. Chard and Gynn both played their way up from the Youth team to enter League football in 1978-79.

Billy Rodaway partnered Firm in the middle of the back four for much of the first-half of the season. Billy arrived from Burnley during the 1981 close season. He developed in the Youth team at Turf Moor and made his first League appearance for the club in 1971-72. He played a number of games in their First Division side and topped the 200-mark in all

Back row (left to right): Stephen Mercer, Phillip Chard, Patrick Rayment, Ivor Linton, Stephen Collins, Robbie Cooke.

Middle row: Colin Clarke, Richard Sutton (Apprentice), Neil Firm, David Seaman, Ian Benjamin, Trevor Slack, Tony Cliss.

Front row: Derek Ward (Non-Contract), Mike Imlach, John Winters, Bill Harvey (Physio/Coach), Martin Wilkinson (Manager), Billy Rodaway, Michael Gynn, Trevor Quow.

games for Burnley before his departure.

John Winters and Pat Rayment have both filled the right-back position with Steve Collins usually filling the left-back spot. All are products of the club's junior teams.

Peterborough were held to a 2-2 draw at Chesterfield in the first round of the FA Cup, Clarke and Gynn being their scorers. Posh won the replay 2-1 with Gynn and Cooke both on target.

Though they found themselves trailing to an early goal when playing at home to Doncaster in the next round, they recovered to win 5-2. Cooke scored twice with Clarke, Quow and Gynn making up the total.

In the Milk Cup Peterborough won both first round legs against Darlington — 2-0 away, 4-2 at home. They then faced Crystal Palace, falling behind 0-2 at home in the first leg. They also lost the return 1-2.

Peterborough's new manager is determined to do a 'Lawrie McMenemy' and make his mark in League soccer. Like Mr McMenemy, Mr Wilkinson never played League football though he was once a junior with Rotherham. He went into part-time coaching while earning his living as a representative for a pharmaceutical firm.

When Allan Clarke took over as Barnsley's manager, he invited Mr Wilkinson to look after his Youth team on a part-time basis and he was so impressed that, when he moved on to Leeds, he took Mr Wilkinson as his full-time deputy.

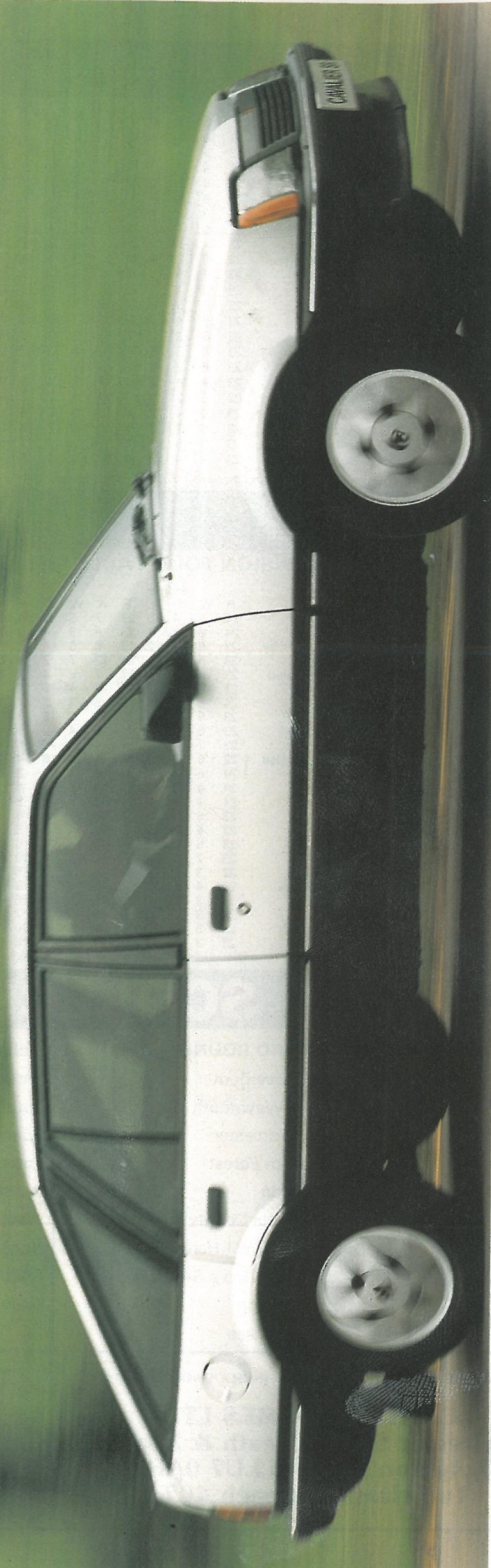
Things blossomed from there and it was during the last close season that he got his chance to become a manager in his own right.

Peterborough United earned fame as great Cup fighters, long before they gained entry to the Football League in 1960.

In their last 10 years as a non-League side they knocked out Torquay (2-1), Aldershot (2-1), Ipswich (3-1 and 3-2), Bradford (3-0), Lincoln (5-4), Shrewsbury (4-3), and Walsall (3-2). A remarkable achievement and one that, coupled with outstanding success in the Midland League, rightly earned them their place in Division Four in 1960.

By TONY PULLEIN

Luton's Star



Two teams from Luton are currently making a name for themselves. 'The Hatters' are in the first division. And Vauxhall-Opel are enjoying fantastic sales success. Achievements in different fields, but

for the same reasons. A consistently high all-round performance and magnificent team effort. Facts confirmed by checking out today's line-up, and by a visit to your local Vauxhall-Opel dealer.

With stars like the Cavalier, the coming season promises to be even better for us. We're sure that's also true of Luton Town.



VAUXHALL-OPEL