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v

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CANON LEAGUE DIVISION ONE

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KICK-OFF 3.00 p.m.



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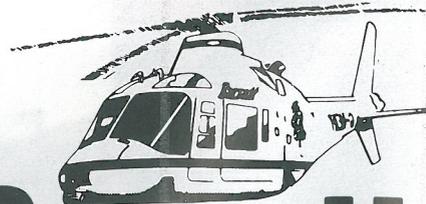
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All ticket enquiries please contact Luton 30748. All matchday information is obtainable from our 24-hour answering service — Telephone Luton 33010

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Team Check

LUTON TOWN



- 1 LES SEALEY (2) 3
- 2 KIRK STEPHENS
- 3 WAYNE TURNER
- 4 BRIAN HORTON
- 5 PAUL ELLIOTT
- 6 MAL DONAGHY
- 7 RICKY HILL
- 8 BRIAN STEIN
- 9 TREVOR AYLOTT
- 10 FRANK BUNN
- 11 DAVID MOSS
- 12 ANTC

SOUTHAMPTON



- 1 PETER SHILTON (5) 1
- 2 REUBEN AGBOOLA
- 3 DENNIS ROFE BAKER
- 4 STEVE WILLIAMS
- 5 KEN ARMSTRONG
- 6 MARK WRIGHT
- 7 NICK HOLMES
- 8 STEVE MORAN
- 9 IAN BAIRD
- 10 DAVID ARMSTRONG
- 11 DANNY WALLACE
- 12 FOYLE

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MY VIEW

It is nice to be able to welcome a side to Luton who have made such a good start to the season. Good management has turned the tide as they worked to put last season's disastrous start behind them.

Their dramatic improvement was the result of a clever tactical switch which involves both their full backs pushing into midfield, and in effect playing with three central defenders. Any club struggling for points at present can take heart from Southampton's remarkable upturn in fortunes.

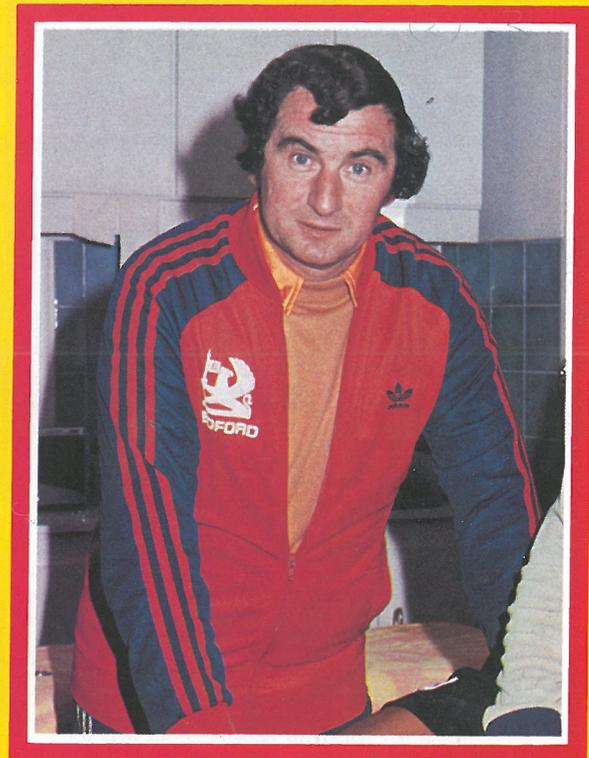
Our reserves, under Trevor Hartley, have been putting in some solid performances. Loans of Rob Johnson, Andy Beasley, Ray Daniel and Jake Findlay have given opportunities to others, whilst on their return, they have shown improved form. What pleases me most is the style in which we are playing. Solid teamwork, simple early passing and a good attitude. This is not always easy when senior players are left out of the first team and may be frustrated, or whilst they are returning from injury, and are playing amongst junior apprentices.

The manager of any reserve side has the difficult task of combining all the players into a positive frame of mind. In recent weeks I have seen some outstanding reserve games, Liverpool (everyone's example) at West Bromwich, Southampton at QPR and Norwich at Luton. If your reserve and youth sides are well organised, and progressing, then the future of the League 11 is sound.

Anyone who is a regular visitor to our reserve games will be impressed with the improvement made by Mick Saxby and Rob Johnson. Both players never kicked a ball last season for the club, and their progress to their present fitness is a tremendous tribute not only to their own hard work but to the skill of John Sheridan, our club doctor and the specialist at Cambridge who performed two difficult operations.

Last Saturday's good result has meant three successive victories and also an unchanged League side for nine consecutive games — a run which has helped the understanding and teamwork. Today, unfortunately, we shall miss the talents of Paul Walsh, a remarkably skilful player for one so young.

His punishment will hurt. He will learn in time, no matter how his skills are abused by opponents, he must turn the other cheek and treat referees with respect. As a consequence whilst we congratulate Paul and Brian Stein for a fine contribu-



tion in Budapest for our country, we welcome back Trevor Aylott whom I consider an outstanding big type centre forward. Trevors attitude and honesty are being tested as he has taken a temporary back seat. Trevor's quality is such that if I take another job tomorrow, the first enquiry Luton would receive would be for Trevor.

I hope today's game is a good one and you come again on Tuesday. It is a nice opportunity today to welcome Laurie McMenemy. He has given me much sound advice since I first met him whilst he was manager at Doncaster when I was a player at Exeter. Much has happened since.

Enjoy the game.

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Scene on One.. Scene on One.. Scene on One

JENNINGS' RETIREMENT CAUSES PROBLEMS By Tony Pullein

When Pat Jennings played his first Football League game for Watford, almost 20 years ago, he could scarcely have imagined that he would still be around in 1983 or that his decision to retire, at the ripe old age of 38, would catch so many people by surprise.

Jennings, who in September became the first Irishman to win 100 international caps, has said that he will retire from top-class football at the end of this season. Yet he is still performing so superbly that Arsenal's manager Terry Neill is hoping he will change his mind.

Mr Neill invested £75,000 in Leeds United's England Under-21 keeper John Lukic last summer, as the eventual replacement for Jennings, but it will take some while for him to establish the sort of authority that Jennings displays in the Gunners' penalty box.

Another man extremely worried about Jennings' impending departure is Irish manager Billy Bingham. It's an incredible fact that in only two matches over the past 15 years have Ireland fielded any goalkeeper apart from Jennings or Jimmy Platt.

The last occasion was 10 years ago when Ian McFaul played in the Irish goal.

And there is no ready-made replacement in the Football League with Irish qualifications.

ENGLAND CALL

● Critics who maintain that professional footballers are only in the game for the money should have listened to Liverpool's left-back Alan Kennedy when he was called to the England squad. Alan has enjoyed many big games for Liverpool and has achieved more than most footballers ever dream about. But he had never played for England.

'I've been very lucky to be part of the successful Liverpool side but it must be the greatest thing for any footballer to play for his country,' said Alan.

'I must admit I thought time had passed me by and that my chance of a cap had gone so it was wonderful to know that Bobby Robson still had me in mind. I'd willingly play for England for nothing.'

Kennedy was first called up to the squad for the Denmark match when there was a doubt about Kenny Sanson's fitness. But the Arsenal left-back recovered in time to play. Kennedy was then named in the original squad for the party to travel to Hungary.

● Leicester City invested £100,000 in the signing of QPR's former England Under-21 defender Bob Hazell in a bid to halt their slide towards what looks like, at the moment, inevitable relegation.

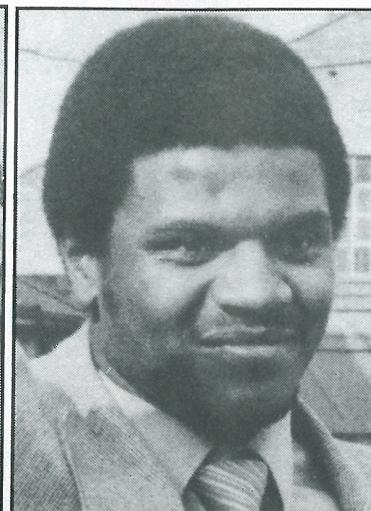
The Foxes collected only one point from their opening eight First Division matches and were beaten at home by Chelsea (0-2) in the first-leg of the Milk Cup.

CUP SHOCK

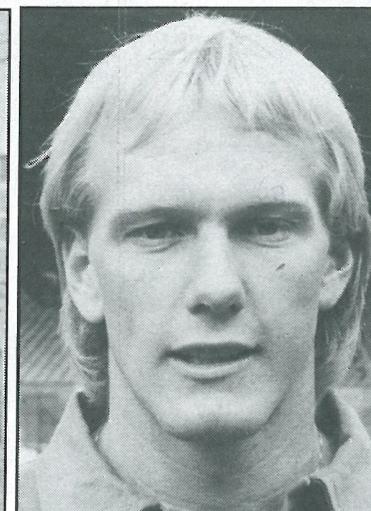
● Southampton, who come to Kenilworth Road today, also received a Milk Cup shock. They travelled to Second Division Carlisle United with a most impressive away



PAT JENNINGS



BOB HAZELL



GARY BAILEY

record behind them. In their 12 previous away games, going back into last season, they had only on one occasion conceded more than a single goal.

But Malcolm Poskett scored twice for the Cumbrians to give the Saints some problems to overcome in the return match. Poskett is the player who has played out most of his career trying to live down the fact that he was once transferred for the princely sum of £25!

Hartlepool paid £25 to Whitby Town for him but later collected. £60,000 when he moved on to Brighton.

● Wolverhampton Wanderers, who returned to the First Division with such high hopes this year, are now coming to terms with the fact that they face a quick return to the lower section — unless a marked improvement is soon shown.

The men from Molineux collected only two points from their first eight League games and were beaten at home in the Milk Cup by Third Division Preston (2-3). 'There is a limited amount of money available for new players,' says manager Graham Hawkins. 'But I need to be sure that I shall be improving the situation before I buy.'

● Manchester United conceded three goals in successive away games and, after that, their Championship hopes did not look quite so good as they had done earlier. United lost 3-0 at Southampton, where they produced their poorest performance for a year or more.

HIT BACK

At Norwich they ran into a 3-0 lead but then allowed the home side to hit back and draw 3-3. 'It's not good enough,' shrugged manager Ron Atkinson as he left Carrow Road for home.

Goalkeeper Gary Bailey was particularly unhappy to see six goals go by him in successive games at a time when he is trying to establish his claims to become the next England goalkeeper.

With Peter Shilton still likely to command the position for the next couple of years, at least, Bailey is trying to

earn a place as the number two goalkeeper. When Ray Clemence was injured, and had to drop out of the trip to Hungary, manager Bobby Robson was tossing up between Bailey and Aston Villa's Nigel Spink to be the replacement.

Spink, who only won his First Division place during the latter part of last season, has made remarkable strides, partly due to the help given to him by the man he replaced in the Villa side . . . Jimmy Rimmer.

It was Spink who came on as substitute when Rimmer was injured during the opening minutes of the 1982 European Cup Final. Last summer he won his first full England cap during the tour of Australia. Bailey was unable to go with the party because of club commitments.

TV EXPERIMENT

● Soccer's live TV experiment seemed to pass with little ill-effects upon the game. The crowd of 30,596 that turned up at Tottenham was only 66 short of the attendance when Nottingham Forest visited White Hart Lane a year earlier almost to the day.

Spurs were out of pocket to the extent that they invested a considerable amount in promoting the match.

In fact, television had precisely the same lack of effect on the previous occasion that a League match was televised live. That was in September 1960 when Blackpool met Bolton in a First Division match.

The game was played in the evening and the attendance of 17,166 was above average for Blackpool. The match itself, sadly, was a poor spectacle. Bolton won 1-0 but bored most of the viewers in the process.

As a result the League clubs revolted the following week, forcing the management committee to withdraw from an agreement it had hammered out to provide regular live matches on the box.

It has taken 23 years to work out a solution to suit all parties. So let's hope the good impression made by the Spurs-Forest game will continue throughout the rest of the season.

Town Focus



When Brian Stein was fighting to overcome a bad foot injury towards the end of last season, manager David Pleat realised he would have to find an experienced striker in the continuous battle to avoid relegation. The manager recalled the experience of Trevor Aylott, then with Millwall, and paid the London club £40,000 to bring him to Kenilworth Road. Trevor made a total of 12 appearances in the run-in to the end of the season which undoubtedly helped us to retain our First Division status because he scored two valuable goals in those dozen matches. Trevor began his career with Chelsea and moved on to Barnsley before returning to London with Millwall. This season, the fine form of Brian Stein and Paul Walsh forced Trevor to wait until the first leg of our Milk Cup-tie at Rotherham before making his first full appearance.

	FOOTBALL LEAGUE						Total
	77-78	78-79	79-80	80-81	81-82	82-83	
Arsenal	1	2					3
Aston Villa	1	1+s				1(1)	3+1s(1)
Birmingham			1				1
Blackburn					1		1
Bolton					2(2)		2(2)
Blackpool			2(1)	1(1)			3(2)
Bournemouth					2		2
Bradford City					1		1
Brentford			1	s		1(1)	2+1s(1)
Bristol City	1(1)	1					2(1)
Bristol Rovers					1		1
Burnley				2			2
Cambridge					2		2
Cardiff			1	2(1)		2	3(1)
Carlisle				2	2(1)		4(1)
Charlton					2		2
Chelsea			1	2(1)			3(1)
Chester				2		1	3
Chesterfield			1	2			3
Colchester			1	2			3
Coventry		1					1
Crystal Palace					2		2
Derby						2	2
Doncaster						1	1
Everton						1	1
Exeter	1		1(1)	2		2(1)	5(2)
Fulham				2(2)			2(2)
Gillingham			1	1		2	4
Grimsby			1		2(1)		3(1)
Huddersfield				s			2+1(1)
Hull			1	1(3)		2(1)	2(3)
Ipswich		1					1
Leeds					2		2
Leicester					2		2
Lincoln					1		1
Luton					2		2
Man City	1				1		2
Man Utd		1				1	2
Middlesbrough		1					1
Millwall			1(1)	2(1)			3(2)
Newcastle	s		1	1	2(1)		3+1s(1)
Newport					1(1)		2(1)
Norwich	2	1			2		5
Nottingham F	1(1)	2					3(1)
Notts County					1		1
Oldham					2		2
Orient				2(2)			2(2)
Oxford			1(1)	2			3(2)
Plymouth			1	2(1)			3(2)
Portsmouth				2			2
Preston					2		2
QPR					2(1)		2(1)
Reading				1+s(1)	2		2+1(1)
Rotherham			1	1			2
Sheff Utd			1	1			2
Sheff Wed					2(2)		2(2)
Shrewsbury					2		2
Southampton		1+s			1		2+1s
Southend			1				1
Stoke					1		1
Sunderland					1		1
Swansea			1	1			2
Swindon					1		1
Walsall				2(1)			2(1)
Watford					2(1)		2(1)
Wigan					1(1)		1(1)
Wimbledon			1				1
Wolves	1	1					2
Wrexham			1		2		3
	10+1s	13+2s	21(4)	34+3s	41	44	163+6s
	(2)		(12)	(12)	(11)	(7)	(36)

TREVOR AYLOTT - CAREER RECORD



	FA CUP						Total
	77-78	78-79	79-80	80-81	81-82	82-83	
Blackpool					1		1
Chester			1	1			2
Enfield				2(3)			2(3)
Hartlepool			1(1)				1(1)
Middlesbrough				1			1
Orient							1
Rotherham	1						1
Slough						1	1
Torquay							1
	1		2(1)	6(3)	1	1	11(4)

	LEAGUE CUP				Total	
	79-80	80-81	81-82	82-83		83-84
Brighton				1(2)		1(2)
Liverpool				2		2
Man City				1(1)		1(1)
Northampton					2	2
Peterborough				2(1)		2(1)
Plymouth						1
Scunthorpe						2
Swansea			2			2
West Ham				1		1
Rotherham						1
	2	3	7(4)	2	1	14(4)

Statistics show season-by-season appearances against each opponent in every competition. 's' denotes he appeared as substitute. Goals are shown in brackets. Up to and including 8th October.

Town Focus

FORUM

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| 30 | Val Doonican | 27 | Russ Abbott's Madhouse Show |
| Nov 11 | Kelly Monteith | Dec 4 | Mary O'Hara |
| 18 | The Ted Heath Orchestra | 9 | Syd Lawrence Orchestra |
| 19 | Lindisfarne | 11 | Des O'Connor |
| 25 | Boys of the Lough | 16 | Blaster Bates |



RAY DANIEL

LUTON 1 CHELSEA 1

Team: North (M), Coyle, North (S), Breacker, Saxby, Goodyear, Parker, Stein (Watts), Aylott, Daniel, Antic.

This game produced an incident before a ball was kicked when the match officials asked us for the correct interpretation for the goalkeeper handling the ball in the penalty box got this season off to a good start!

On a warm afternoon, both sides worked strenuously to break the deadlock. Raddy Antic, from a typical free-kick effort, Ray Daniel from a clip and again from close range saw us have efforts well saved by Francis, the Chelsea keeper.

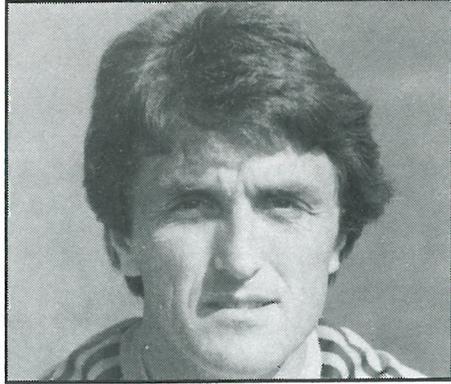
Chelsea, however, scored in a goalmouth melee, but soon afterwards, following a free-kick, Gary Parker scored our first Combination goal of the season with a tremendous drive that went into the top far corner of the net. Mark Watts hit the inside of the post, but the score remained at 1-1 at full time. One of the intriguing battles of the day was between our Goliath, Trevor Aylott, and Chelsea's Samson, Micky Droy. A draw was a fair result!

LUTON 3 WIMBLEDON 2

Team: Deamer, Doughty, Davies, Burke, Ellisdon, Hancock, Driscoll, Ager, Desmond, Oldfield, Covington. Subs: Wills, Turney.

This was a game influenced greatly by the strong wind blowing down the pitch.

We started off well and went into the lead inside the first ten minutes when we worked the ball through for Danny Driscoll to put in a good first time shot from the edge of the box to put us ahead.



RADDY ANTIC

Ten minutes later Desmond our centre forward was injured and had to go off, which upset our pattern. The rest of the first half was spent defending our goal from the strong wind as much as the Wimbledon team.

In the second half, we caught Wimbledon on the hop, trying to play offside, and took advantage to go 2-0 up through David Oldfield.

Then things started to go wrong and we allowed them back into it by making a couple of simple mistakes.

We were now under a lot of pressure and tended to panic instead of trying to play our way out of trouble.

From a corner we conceded while one of our lads was injured, we got too anxious and four of our players went for the ball and missed it and Wimbledon scored with a good header.

This setback proved only temporary and we came straight back to snatch what proved to be the winning goal from a tremendous shot from outside the box from Michael Doughty.

LUTON 0 IPSWICH 0

Team: Findlay, North (S), Thomas, Breacker, Saxby, Goodyear, Parker, Stein (M), Aylott, Driscoll, Watts.

Both sides provided any fluent moves in a very fast first half, but unfortunately we fired blanks when we got to the penalty area. This continued in the second period despite headers by Trevor Aylott and although we have looked solid in defence our attack has not been firing on all cylinders. The senior players Saxby, Goodyear and Aylott have been performing well, and producing the necessary pressure behind the current first team should anyone slip in form.

WAS YOURS AN INSIDE JOB?

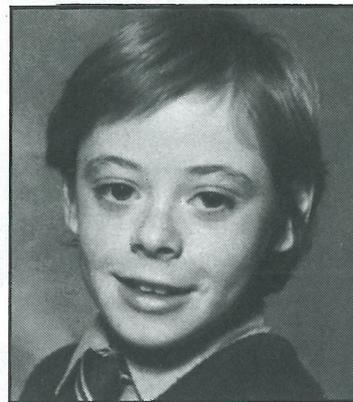
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THE MASCOT



CHRISTOPHER RICE

Members arriving for today's game will no doubt be delighted to see the new refreshment bar for Junior Hatters.

We have been conscious for some time of the need for a refreshment facility for our junior supporters and are extremely grateful to Unigate Dairies for their support. Unigate will be providing all refreshments and staffing of the new bar which is to be aptly called the UNIGATE MILKY BAR.

MASCOT

CHRISTOPHER RICE lives in Lincoln Road, Luton. Christopher is aged 13 and attends Challyne Boys High School. His interests are football, swimming and cross country.

ESCORTS

KAREN HARRINGTON of Macaulay Road, Luton. Karen is 13 and attends Cardinal Newman School and plays for the school hockey team. Her interests include watching Luton Town play and playing football, and hockey.

ROBERT DIMMOCK of Fallowfield, Luton. Robert is 12 and attends Cardinal Newman School and is very interested in football programme collecting.

SANJAY TAILOR of Poynters Road, Luton. Sanjay is nine and attends Chantry Junior School. His interests are football and all sports and computers.

JULIE HOWARD of Letchworth. Julie is seven and attends Grange Junior School, Letchworth. Her interests are swimming, playing the recorder and collecting Smurfs.

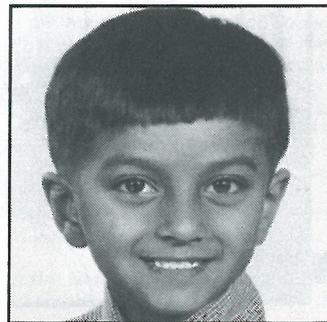
THE ESCORTS



KAREN HARRINGTON



ROBERT DIMMOCK



SANJAY TAILOR



JULIE HOWARD

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SHOWROOMS THROUGHOUT THE UK

Recently Luton Borough Council invited the club to submit an outline planning application for a sports stadium on the Brache Estate and said this would be dealt with 'sympathetically and speedily'. At the same time the Council made it clear that they would not decide the application themselves but would instead leave it to Central Government following a Public enquiry.

We have been criticised about our Public Relations and here it would be easy for the club to submit an application purely for Public Relations purposes. That is not our style: we have tried to be responsive, responsible and realistic.

In all our meetings with Luton Council, and there have been many starting in 1980, we have demonstrated the need for a mixed sporting and commercial development. This principle was originally accepted by the Council. However, the Council's latest invitation is for a sports stadium only which would effectively deny us the very substantial funding that commercial development would otherwise provide.

We have therefore asked the Council to tell us exactly what they are prepared to do as regards these matters.

There are other fundamental questions which have to be put to the Council and which we think need to be answered satisfactorily before we would be justified in incurring yet further time and expense in submitting an application for a site that the Council itself rejected as recently as March 1983.

The time has come to resolve the clubs future and so bring to an end the present continuing uncertainty and speculation. It is now clear that the choices really lie between Vauxhall Sports Ground at Park Street (The Brache Estate) and Milton Keynes. The Board would naturally prefer to remain in Luton but must also be realistic. The door is still open and we hope that the Council will provide the answers and so clear the way for a planning application to be submitted.

Meanwhile, the following is a further reminder of the background to our problems.

In 1979, Bedfordshire County Council advised us that it would be acquiring a large parcel of our land for a new relief road to the A505 between Luton and Dunstable. This new road will follow the line of the existing railway line which in turn will be relaid between the new road and the main stand along the club's land currently used for parking and access. It is therefore technically British Rail who will be acquiring the club's land, but at the expense of the County Council.

The acquisition of this land will involve the loss of the Boardroom and Kenilworth Suite, all of the private parking underneath, approximately half of our car parking, and virtually the whole of our coach parking. In other words, the road scheme will take away access from one entire side of the ground, which includes the protected access vital to our commercial facilities, and which is the only space which at present offers any scope for expansion or improvement.

The removal of this land will make it impossible for the club to complete its overall programme of safety improvements under the Safety of Sports Grounds legislation, particularly as regards segregation of rival supporters which is so important in matters of crowd behaviour and control.

The facilities which we are able to offer in the Kenilworth Suite and elsewhere in the main stand coupled with the ability

to offer private car parking with a protected environment make a considerable contribution to our income. Indeed, we believe car parking is a vital ingredient for any club's future if it is going to provide for its current and also the latent audience. In 1951 there were 2.38 million cars licenced. By 1981 this had increased enormously to over 15 million. A great social change has taken place. This must be catered for.

The resultant substantial drop in our income caused by the loss of this vital land, access, and car parking, downgrades the club to such an extent that it threatens the club's future survival.

This land loss is scheduled to occur in 1985, and recent changes in the line of the road do not alter this effect on the club.

Luton Town is no different in most respects from other Football League clubs — our stadium is out of date and under-utilised; our attendances have declined; we are losing money, and this despite the reputation of being one of the most attractive and entertaining teams in the Football League, despite being a most respected club with a proud disciplinary record, and despite the fact that we have enjoyed an excellent relationship with the community and local businessmen.

One area where we may have been in advance of many clubs is our commercial expertise. Our ability to sustain ourselves relies heavily on our commercial income which, including lotteries, is approximately 50 per cent of our total income.

One of the responsibilities of the directors is to try and take a perspective of the future of the club and the role that the club will play in football.

In analysing that perspective we, of course, take into account the part the ground at Kenilworth Road will play in say 20 years time. The other key to that perspective is finance. The relationship between the stadium and the club's potential income is fundamental.

For the past decade the club has consistently lost money on its trading. In 1975 the club almost went out of existence because of the financial pressure on it. Whilst the public appeal for cash raised some money it was insufficient to keep the club solvent. The directors at that time were required to provide a substantial amount of cash to keep the club in business. It should be noted that despite approaching Luton Council for financial help there was none forthcoming.

In an attempt to assist the balance of trading, the club embarked some four years ago on very active commercial enterprises. In the financial year just ended the contribution from this source was in the order of £½m. This commercial contribution has assisted the club in its ambition in trying to provide a first class team in the First Division. Imagine if we had not had this income the position the club would have found itself in. We would have had to revert to the method used in the past of selling the best players to cover the loss being incurred.

We have tried to avoid doing this in the interest of retaining the confidence and goodwill of our supporters, additionally retaining the quality of the team. Had we been forced to sell players then one wonders what position the club would be in today, plus the effect that this lack of ambition would have

Continued on page 26.



UNRIVALLED FOOTBALL COVERAGE

**EXCLUSIVE
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**DAVID
 PLEAT**

**HATTERS
 REPORTS**
 by
**BRIAN
 SWAIN**

**LOCAL
 LEAGUES**
 by
**ERIC
 NORRIS**

LUTON TOWN PICTURES BY MARK RICHARDS

IN THE **LUTON NEWS** THURSDAY 12p

READERS LETTERS

Dear Sir, I am writing to you on behalf of my sister and I to thank you and Mr Ron Unwin for such an enjoyable day recently. We both had a fantastic time and shall remember it forever.

It was a very well organised day, providing us with the chance to meet other young people with the same interests as us — LUTON TOWN FC.

We sat in a great position enabling us to have a great view of the whole match. The refreshments were also very enjoyable and it was very considerate of you to provide them.

We would also like to thank the players very, very much for co-operating and giving up their free time to sign autographs and talk to us all.

Once again, we thank you, and shall continue to support you for a long time, wherever you may be.

Anne and Julie Devane

Dear Sir, I am enclosing my entry for the Awaygame competition. I would like to congratulate you for thinking of this quiz and will follow it with interest.

Darryl Wall
Hart Lane
Luton

Dear Sir, I am writing in the hope you can find a small space for this plea in one of the forthcoming issues

of your matchday magazine.

I am a keen collector of Coventry City home and away programmes and my 1957-58 to date collection is nearing completion. However, I have tried for over 15 years to obtain a copy of the programme issued for the second round League Cup-tie between Luton and Coventry played at Kenilworth Road 25th September 1963. I would be extremely grateful if any of your readers who have a spare copy would contact me. I would be very grateful and prepared to pay a good price or exchange a good number of other programmes for a copy.

Paul R. Howard
109 Nuffield Road
Courthouse Green
Coventry CV6 7HU

Dear Mr Mackrell, I am writing to thank you sincerely for the wonderful hospitality offered by Luton Town FC, to us during our brief visit recently. I was impressed. I have started to save in planning for another visit, perhaps early next year. At a later date I will write and if at all possible we could maintain similar arrangements.

Thank you again for a most memorable weekend which I will never forget.

Christopher McCullough
Downshire Road
Newry
Co Down
Northern Ireland

Dear David Pleat, I am a loyal Luton supporter. I used to support Arsenal, but when I was eight-years-old, my dad took me to watch Luton play. I used to watch only half a game because it was so boring, but I saw Luton play.

I was in the Bobbers Stand where my dad says my grandfather used to watch every game in the 1950s. It was such an exciting game that I watched the whole game and I have been supporting Luton ever since.

I am now 10½-years-old. Last season, even my dad wanted Luton to win even though he is an Arsenal supporter. I am still waiting for my new Luton kit but I do have the old one.

I am writing this letter mainly to ask you if I can join the Junior Hatters Club.

James Fox
451 Ripon Road
Stevenage
Herts

Dear Sir, I am hoping to sell my large collection of football programmes and am writing to you to see if you could mention it in the matchday magazine.

I have about 400 programmes, many Luton home and away including Cup Finals and internationals, etc. The whole collection must be brought and I ask a good price.

Michael Hodd
49 Swasedale Road
Luton

Dear Sir, Thank you very much for giving our son David such a lovely time when he was escort at the Luton v Villa match. We were so proud when he ran out on the pitch with the players, and he was very thrilled with the football kit you gave him.

Mr and Mrs Pinney
Spinney Road
Sundon Park
Luton
Beds

Competitions

AWAYAGAME — AWAYAGAME

Our narrow 1-0 defeat at Nottingham Forest could have been thought of as a fairly predictable result yet only William McNair, correctly forecast the scoreline, with Philip Marsh, Mark Seller, G. Brookes, Martin Dear, Vic Fuzzell, G. Curzon, J. Ogden, R. Wakelin, D. Packer, R. Lovelock and F.L.A.S. all expecting the Town to obtain a result at Forest.

William joins the aforementioned as early leaders, all with three points. For last Saturday's match at Everton, 40% predicted a home win with 32% favouring a draw and the other 28% tipping the Town to revenge last season's defeats.

NAME THE FACES

Our photo caption shows three players' heads mixed up. Again, all you have to do is name the three players and their current club.

Write your answers on a postcard with your name and address and send your entry to Luton Town Phototeasers, Luton Town Football Club Matchday Magazine, 70-72 Kenilworth Road, Luton.



NAME THE STAR

The 'Name The Star' competition continues from our Wolverhampton and Aston Villa Matchday Magazine. This 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 details increase so the prize will diminish. Send your entries to: 'Name The Star' Competition, Luton Town Football Club Matchday Magazine, 70-72 Kenilworth Road, Luton.



NAME THE FACES WINNER

The winner of the 'Name The Faces' competition from the Aston Villa programme is Ian Saunders, of Harpenden, Herts. who correctly spotted Arthur Graham (Manchester United), Gary Lineker (Leicester City) and Colin Gibson (Aston Villa). Ian will be receiving his prize very shortly.

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CALLING SAINTS FANS

We have heard from the London branch of the Southampton Supporters Club who are anxious to recruit more members.

Prospective members of the branch who are watching today's game can contact Martyn Brockwell, 15e Foxglove Row, Vicarage Road, Halling, Rochester, Kent ME2 1BE for further details.

ALL ABOARD THE SKYLARK

Anyone for a trip aboard the Skylark? This was no ordinary excursion as our supporters will see from this picture which shows Brian Stein, Paul Walsh and Paul Elliott climbing the steps to their aircraft at Luton Airport.

The Luton trio were on their way to Hungary — for the recent Under-21 match. England Under-21 manager Dave Sexton did not eventually find a place in the side for Paul Elliott, but Town fans will not need reminding that Brian and Paul Walsh scored the two goals which gave the young national team a 2-0 victory.



In fact, they have a fine history recently in front of goal because they both scored twice in the 4-1 victory against Denmark at Norwich.

CENTURY CLUB

How nice to be back at Kenilworth Road once more after almost a month without a home game. A warm welcome to Southampton who provide today's opposition. We look forward to an exciting game.

Although we have had no League games, we have not been inactive. Once more, the Century Club were privileged to be hosts to the officials and teams who took part in the English Schools' Football Association Divisional trials match staged on the Town ground last week.

We enjoy the fine rapport we have with local and English Schools' officials, and feel this is an important contribution to the future of our great game.

The executive coach to Liverpool was fully booked as soon as it was announced. We are all looking forward

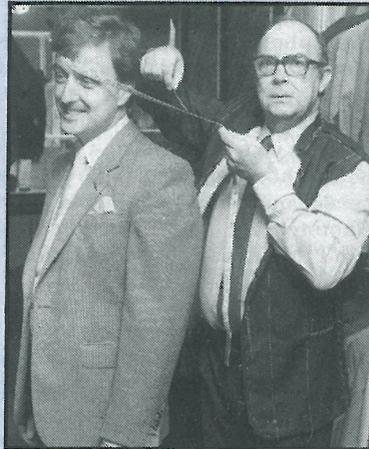
with keen anticipation to our visit to Anfield next Saturday.

TAILOR MADE FOR LAUGHS

Luton Town vice president Eric Morcambe seems to be doing things the wrong way after visiting Dunstable tailor Geoff Souster to have his new suits made.

Eric, wearing his incomplete jacket, seems to be measuring his way to another session of jokes and hilarity.

And dare we mention it, he didn't make one reference to Little Ern!



PROGRAMME FAIR

The increasing popularity of collecting programmes provides many people with a fascinating hobby. The latest programme fair to come to our attention is organised by Chelmsford City FC in their New Writtle Street clubhouse at 11 a.m. tomorrow.



HAPPY SPONSORS

Blue Arrow, our match sponsors for the last home game against Aston Villa, were delighted with the opportunity they had to entertain their guests before, during and after the match.

Pictured here enjoying a glass of wine after the game are (left to right) Luton executive director John Smith, Roy Oyles — a former Football League official and now an executive of Blue Arrow — Mrs Oyles and Fred Capron who played for Luton between 1944-46.

DRESSED TO KILL

The first impression of this picture may force you to take the view that it is a scene from a West End musical. Closer examination, however, proves it is not all it seems.

This was the occasion of Paul Walsh's 21st birthday party after the Aston Villa game when he invited his Luton colleagues to attend in fancy dress.



Our lads responded magnificently as this picture shows (left to right) Jake Findlay, Brian Horton, David Moss, Brian Stein and Les Sealey taking a break in the proceedings in the Hatters Club.

HERE ON TUESDAY

On Tuesday evening (7.45 p.m.) we entertain Rotherham United in the second leg of our Milk Cup second round tie.

We go into the tie with a one goal lead from the first leg at Millmoor three weeks ago when a goal from Trevor Aylott in the final seconds gave us a 3-2 victory.

Tickets for Tuesday's match are now on sale in the Kenilworth Road commercial offices.

REFEREE

Victor Callow commenced refereeing in 1966 through various Leagues to the West Midlands (Regional) League and then to the Football League in 1975. Officiated as Linesman in England v Wales Under-21 international 1976-77, FA Cup semi-final

replay 1979, refereed the West Midlands League Cup Final 1979, England v Switzerland and Scotland v West Germany Schoolboy internationals and an FA Cup semi-final in the proceedings in the Hatters Club. In 1981 refereed the National Police Cup Final. Married with two sons, he is a Principal Work Study Assistant. Plays badminton and squash and is interested in all sports. Past Chairman of the Solihull Referees' Association (1979-80).

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.



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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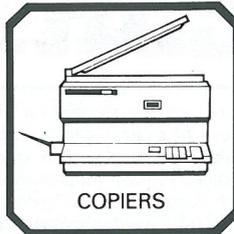
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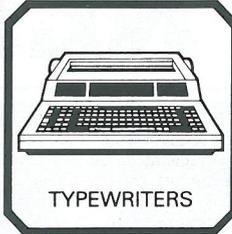
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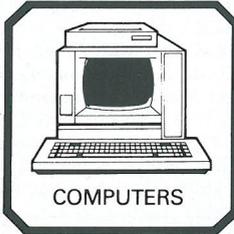
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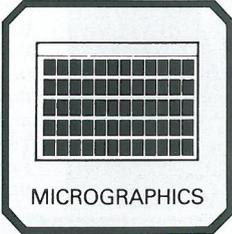
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HATTERS WHO'S WHO

'Though I was only at Kenilworth Road for two years, they were two glorious years and they did much to shape my career,' reflects Malcolm Macdonald. 'Until I signed for Luton I was beginning to consider myself a failure.'

Malcolm started his career with Tonbridge in the Southern League. He was full-back at the time and none-to-successful one at that. Harry Haslam was the manager then and he suggested that Malcolm would be more likely to succeed as a striker.

'Harry Haslam was like a father figure to me during the early days of my career,' says Malcolm. 'He kept telling me I was to be a great player and it built my confidence.'

'When Mr Haslam moved on to Fulham, he recommended the club to sign me. I made a few appearances in their Second Division side but then Bobby Robson was sacked. Johnny Haynes took over as manager and one of the first acts was to drop me.'

Fulham were then sliding towards the Third Division and Malcolm decided that, if Fulham wouldn't give him the chance, he would make a go of it with some other club. Mr Haslam had now joined Luton and he suggested to manager Alec Stock that he should take a look at the reserve team in the final match of the season. It was against Fulham reserves at Kenilworth Road.

'I suppose I must have played well because Mr Stock signed me at the end of the game,' said Malcolm.

Malcolm Macdonald's first game for Luton was at home to Barrow on the opening day of 1969-70. He didn't score. But he found the net in each of his next five League games and he really was on the way.

He hit hat-tricks against Bradford City and Reading and ended top scorer with 28 goals as the Hatters clinched promotion to the Second Division.

'That was a wonderful team,' smiled Malcolm. 'We all played for each other and spirit was great. Personally, I developed my confidence and I shall always be grateful for the help given to me by manager Alec Stock and coach Jimmy Andrews – they were two great tutors.'

Malcolm continued to excel the following season. He averaged a goal a game over his first 11 League outings and by now the scouts were hurrying to Kenilworth Road to assess his value. Newcastle made a firm bid for his transfer in the January but, because the club was lined up for further promotion, Mr Stock refused to part with him.

But, as promotion hopes started to fade, it became inevitable that Malcolm would move on to a bigger club.

His last game for the Hatters was at home to Cardiff in May 1970. We won 3-0 – and Malcolm scored all the goals!

He was once again top scorer, this time netting on 30 occasions. So, in two seasons with Luton, he scored a grand total of 58 goals.

'In my opinion we were the best team in the country that season,' he said. 'They told me that Manchester United were among the clubs interested in me but I wasn't worried about them. I believe we would be playing against them the following season.'

'I think if we had gone up we would have surprised a lot of people in the First Division. But we slipped a bit towards the end and missed out.'

During the close season Newcastle renewed their interest and a £130,000 transfer deal was completed in a London hotel.

'It is only with great reluctance that I left Luton', he said at the time. 'It's a great club and I've had two wonderful seasons with them. But it has always been my ambition to go right to the top and the prospect at last of playing in the First Division was too good to turn down.'

'The strange thing is that I've never been to St James Park but they told me it was a great place.'

It was then only a matter of time before he became an England player. After topping the Geordies' scoring list with 25 goals in his first season, Malcolm made his England debut against Wales at Cardiff in May 1972.

That was the first of 14 caps and, in a European Championship tie against Cyprus at Wembley in April 1973 he equalled the England scoring record by scoring five times – all of them from headers.

He was Newcastle's top marksman for four of his five seasons at St James' Park and it was during the 1976 close season on that he signed for Arsenal in a £333,333 deal.

Arsenal's top scorer in each of his first two seasons, Malcolm was set for another high scoring campaign when he was struck by a knee injury. Though specialists warned that he might have to give up playing, he battled on alone in a bid to fight the setback.

He missed almost the whole season but he won his first team recall on the final day of the season at Chelsea. He scored Arsenal's equaliser in a 1-1 draw but it was clear all was not well. Finally, during the summer of 1979, he accepted medical advice.

In 372 Football League games he had scored 191 goals – just about one for every two games played. It was a fine record. But there was no way he would add to it now.

Before he had time to mope about the injury that had killed a still promising career, he linked with Fulham. He became their chief marketing executive and, in November 1980, took over as manager.

In 1982 he led the Cottagers' to promotion from the Third Division. Last season they missed further promotion on the last day.

'I certainly can't grumble about my life in football,' he muses. 'I have been lucky and of course those two years with Luton were particularly memorable because we all enjoyed our football so much.'

LEAGUE CAREER

		Apps	Goals
Fulham	1968-69	10(3)	5
	1969-70	46	25
	1970-71	42	24
	1971-72	42	23
	1972-73	35	17
Newcastle United	1973-74	29	15
	1974-75	42	21
	1975-76	39	19
	1976-77	41	25
	1977-78	39	15
Arsenal	1978-79	4	2
	TOTAL	369(3)	191

By TONY PULLEIN



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John's



Journal

JOHN WILKINSON - CLUB SECRETARY

A new name was engraved on the FA Cup in 1976 when Southampton, twice losing finalists at the beginning of the century, became the third Second Division club to win the trophy at Wembley. West Brom in 1931 and Sunderland in 1973 were the others.

A 3-1 victory over Manchester United brought one of the biggest shocks in the Cup Final history. Their previous highest peak was reaching the First Division in 1966. Saints retained top status until 1974 when they were partners in relegation with Manchester United. In 1978 Lawrie McMenemy took the Saints back to the top class as Second Division runners-up and in 1979, they were Football League Cup finalists.

On 11th February 1980 with the club third in the Championship race, came what the manager described as the greatest moment in the history of Southampton Football Club.

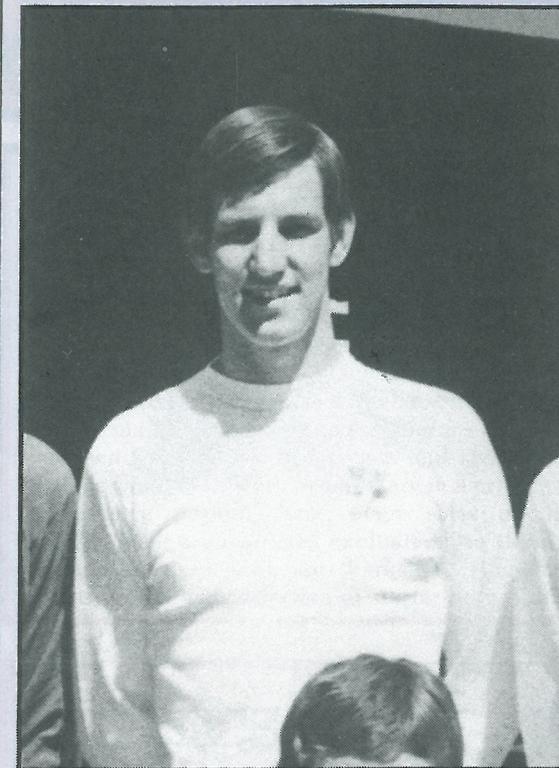
He announced that Kevin Keegan would be returning to English football at the end of his contract with SV Hamburg to display his talents at the Dell for a transfer fee of £400,000. That fee was the same as that paid to Derby County for the services of Charlie George.

As we know, neither of the two players are still with the club but, while they were playing for the Saints, the club really reached boiling point.

Many big name players have worn the red and white shirt. Mick Channon, Terry Paine, Alf Ramsey, Ron Davies, Charlie Wayman, Stuart Williams and David Peach are just a few.

In goal today they have Peter Shilton, who must be one of the best keepers to play for the club and country for many years.

**MEMORY
LANE**



Chris Nicholl started his playing career as a junior with Burnley before joining Witton Albion in the Cheshire League. Halifax Town recognised his talents and signed him in June 1968 and he spent one season at the Shay.

A fine performance against Luton at Kenilworth Road made Alex Stock, then the Town manager, sign him for the 1969-70 season. He made 98 appearances for the Town before joining Aston Villa in March 1972.

It was at Villa where he won the first of his many caps for Northern Ireland, qualifying to play through parental qualification. In June 1977 he joined Southampton where he made over 156 appearances.

This season he has gone into management at Grimsby Town where he is now player/assistant manager.

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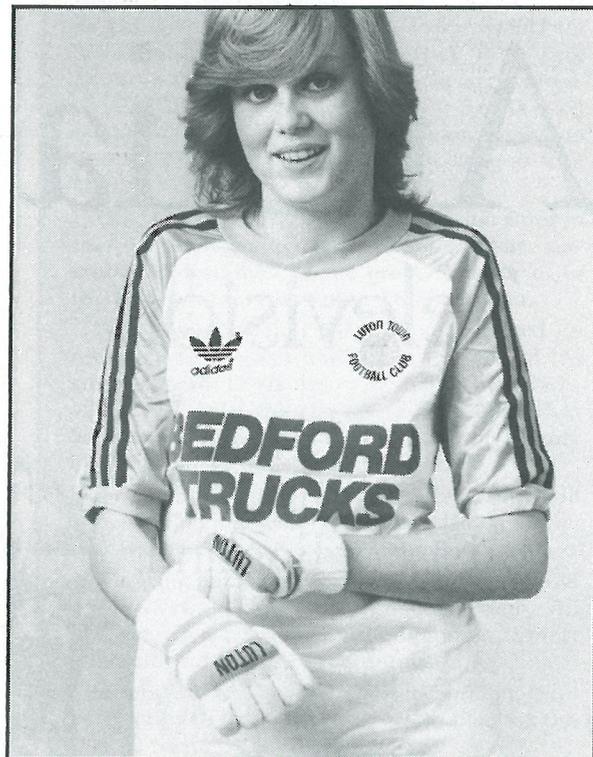
Souvenirs

To enable us to offer our souvenirs at realistic prices we have to buy in bulk, which sometimes means we have high levels of stocks.

This has given us the opportunity of offering you huge savings which represent excellent value for money for anyone thinking of buying presents — and dare we mention that Christmas is only just over eight weeks away. With this in mind, we are holding our Christmas and January sales NOW and take the opportunity of showing you some of the excellent lines we have in stock.

Our model displays our exclusive sweat-shirt and T-shirt which are made from quality fabrics. We are offering this double deal — in sizes ranging from 24"-32" for only £9 and £11 for larger sizes.

For those who want something a little more luxurious, how about a T-shirt featuring the name of our official sponsors, Bedford Trucks. With winter weather approaching, we will include a pair of Luton Town FC gloves at the bargain price of £13.50 for both items. Call in and see our range of souvenirs after today's match.



Sponsor

Our match sponsors today are Barratt Luton Limited, the builder well known for helping more people afford their own homes.

Barratt currently have quality new properties in the Luton area to suit every buyer.

For the first-time buyers 'Little Acorns' is an excellent place to start with its tremendous choice of one bed flats and two bed houses and bungalows. People who live or work in Luton are in a privileged purchasing position here, since sales at this development are restricted **exclusively to them**.

Also worth a visit are 'Parkside', Houghton Regis, for its wide selection of starter homes, and

'Astra Court', Luton where you'll find one bed flats and the very popular 'Studio Two' apartments.

Every Barratt property comes with a guaranteed 95% mortgage (subject to income) and a whole range of cost-saving schemes. Like the remarkable 'Open Door', that provides fitted carpets, cooker, fridge and washing machine; legal expenses, stamp duty and mortgage valuation fee; and removal costs up to £200. For existing home owners, the 'House Exchange' scheme can be a real boon.

There are all kinds of other schemes too, so it's worth having a word with the sales representative on any of these sites when you visit. Alternatively, call the Barratt Property Shop on Luton (0582) 422771.

Lotteries

We have moved into the computer age with a new lottery ticket, Electron, which will shortly be available.

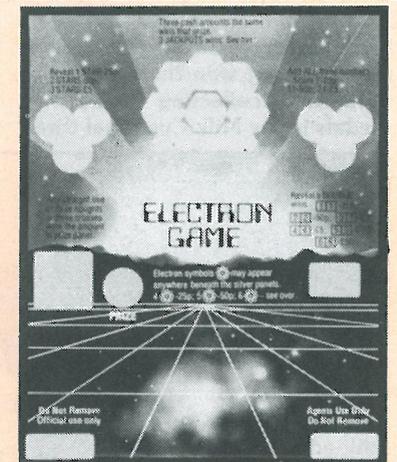
It has been designed exclusively for our fund-raising associations and takes the form of computer games which have become increasingly popular.

Throughout the year, about 80 lucky winners will each win £1,000 in addition to another half million smaller cash prize winners.

Our associations are proud of the fact that this year's donation to the parent club will exceed £191,000 which was last year's fine effort.

That, however, is all history as we strive to improve our record. We can do that only with your help whether you are an agent or a valued customer.

Our agents enjoy a range of benefits. Why not call in and see us in the Kenilworth Road commercial offices after today's game and find out more about what we have to offer.



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SAINTS MAKE DREAM START

Southampton made one of their best starts on record, moving into runners-up spot in the First Division after remaining unbeaten in their opening six League games. During that stunning opening spell the Saints conceded only one goal — in a 1-1 draw at Liverpool — and recorded away wins at Nottingham Forest (1-0) and Sunderland (2-0).

Their unbeaten run came to an end at Aston Villa, where they lost 1-0, but they recovered to win at home to Wolves (1-0) a week later and now the Saints are among the chief Championship contenders.

In recent times Southampton have become more of a 'Cup' team, having won the FA Cup in 1976 and collecting runners-up medals in the Milk Cup Final three

years later. Although manager Lawrie McMenemy feels 'there is no reason why we shouldn't win the Championship this season,' many critics feel that their best chances of success could lie in one of the Cups.

Amazingly, their Milk Cup hopes took a battering when they lost 2-0 away to Second Division Carlisle United and the Saints will have to be at their very best to pull round from that deficit in the second leg at the Dell.

The Saints used a rather unusual style of play that has confused many opponents.

They use the young and very nippy Agboola as a sweeper behind a back four of Mick Mills, Mark Wright, Ken Armstrong and Nick Holmes. But, immediately

the Saints move into attack, Mills and Holmes become midfield players and we are just as likely to find them having a pop shot at goal.

APPRENTICESHIP

Agboola served his apprenticeship at the Dell and made his League debut against Manchester United three seasons ago. He earned himself a regular place last season.

Mills skippered England in the 1982 World Cup Finals and has 42 England caps to his name. As a youngster, he was discarded by Portsmouth but was snapped up by Ipswich and went on to smash the club record by appearing in 591 League matches for them. He was transferred to Southampton for £50,000 last season.

Wright made rapid strides after joining the Saints from Oxford at the tail end of the 1981-82 season. Though he made only 10 Third Division appearances in the Oxford side, he quickly settled to



FIRST TEAM SQUAD SEASON 1983-84

Back row (left to right): Danny Wallace, Reuben Agboola, Martin Foyle, Dennis Rofe, Steve Baker.
Middle Row: Lew Chatterley (Coach), Mick Mills, Malcolm Waldron, Alistair Sperring, Peter Shilton, Kenneth Armstrong, Ian Baird, John Mortimer (Assistant Manager).
Front row: Steve Moran, Frank Worthington, Nick Holmes, Lawrie McMenemy (Manager), Steve Williams, Mark Wright, David Armstrong.

SOUTHAMPTON

First Division football last season and he picked up his fourth England Under-21 cap in the recent match against Hungary.

Ken Armstrong was signed from Kilmarnock this summer for £50,000. Born in England, Ken moved to Scotland at a very early age and he became a part-timer with the Killies where he has been holding a regular place over the past three seasons. He is now filling the void left by the departure of Irish international Chris Nicholl to Grimsby.

The versatile Holmes is now the last survivor of Southampton's 1976 FA Cup winning side and he also played at Wembley three years later when they lost the Milk Cup Final to Nottingham Forest. Another player to develop in the Junior teams, Nick made his League debut in 1974 and now looks back on more than 350 first-team games for the club.

LEAGUE DEBUT

England goalkeeper Peter Shilton is performing at his very best and he collected his 55th cap against Hungary in Budapest last week. Peter was only 16 when he made his League debut for Leicester in 1966.

He played more than 300 games for the Foxes before moving on to Stoke for £340,000 in 1974. Nottingham Forest invested £270,000 in his transfer three years later and, in addition to other honours, he collected two European Cup-Winners' medals with them. Southampton signed him for £325,000 in 1982.

Steve Williams, David Armstrong and Danny Wallace form the midfield. Williams, who recently completed his 300th competitive match for the Saints since making his debut in 1976, is another Saints' discovery and he has collected 14 England

Under-21 caps.

David Armstrong began his career with Middlesbrough and, in one spell, he made 356 consecutive first-team appearances for them. Southampton signed him for £600,000 in 1981 and he won his second full England cap last season.

Wallace, joint top scorer with 12 goals last season, has been in scintillating form on the left flank. Danny was selected for his fourth England Under-21 cap against Hungary last week. He came through from the Juniors to make his first League appearance in 1980-81 and he won a regular place last season.

Frank Worthington and Steve Moran normally form the attack. The veteran Worthington, a former England striker, joined the Saints from Sunderland for £25,000 this summer. He opened his League career with Huddersfield in 1967 and was twice top scorer.

But it was after joining Leicester for £80,000 in 1972 that he won his eight England caps. He was Leicester's top marksman on three occasions before moving on to Bolton for £90,000 in 1977. Frank became a prolific scorer with the Trotters and then signed for Birmingham for £140,000 in 1979.

TOP SCORER

He was the Blues' top scorer in 1980-81 and moved on to Leeds in an exchange deal the following season. Sunderland signed him for £50,000 last season and he is now only a few goals short of his 200 in League soccer.

Moran is another Southampton find. He scored on his League debut in 1980 and in 1980-81, his first full season, he was top scorer with 21 goals. He became an England Under-21 international but then an injury interrupted his

career. Steve returned to full effectiveness last season when he netted 12 times.

Martin Foyle and Ian Baird have both played in attack as deputies. Both are products of the Youth team who first tasted League football last season. Steve Baker, who sometimes plays in midfield, was given his first opportunity two seasons ago.

That Southampton's current League position is certainly not false can be appreciated when it is remembered that they have already played most of the best teams. A win at Forest and a draw at Anfield were noteworthy performances whilst, at the Dell, they have beaten the likes of Arsenal (2-0) and Manchester United (3-0).

A subtle change in the modern Saints, compared with the model of three to four seasons ago is that, though they still do as much attacking, they are so much more efficient in defence these days.

Southampton's Achilles' heel is that they would be more vulnerable than most of their immediate challengers if they should be hit by injuries.

'Of course, I envy clubs like Liverpool and Manchester United who have Reserve teams packed with internationals,' admits Mr McMenemy. 'They can lose two or three key players at the same time and hardly notice the difference. We would have to rely on our youngsters and, though I have several very good players, they lack in experience.'

At the moment Mr McMenemy is taking each game as it comes. With confidence so high these days, the Saints approach every match with the belief that they have the talent to collect the full three points at stake.

By TONY PULLEIN

LUTON'S FUTURE

Continued from page 13.

had on the club generally and its supporters. For us to be able to attract top management and top players we must provide ambition.

To attract substantial commercial income we must have convenient car parking adjacent to protected access. We can currently provide this. However, we shall lose this land for the new road. While this could be replaced at high level over the new road the capital cost would be enormous. The question of where the money would come from to pay for it would have to be answered. Additionally, and within the next 20 years, money would also have to be found to replace the main stand which will not last too much longer and will in any event be adversely affected by the re-alignment of the railway line which could disturb the foundations without further compensation having to be paid. We feel that we would be in a capital cost programme in the next few years of something in the order of £10m for us simply to maintain ourselves at Kenilworth Road, without making any real progress.

We ask ourselves is it sensible and right that this amount should be spent on a site which independent experts have found to be wholly unsuitable even before the loss of the car parking land? That position is compounded once we lose this land.

Again we ask ourselves, even if the expenditure were justified, just where the millions of pounds is to be found?

Returning to the commercial income, it is the view of independent experts, and it is certainly the club's view, that a substantial loss in income will occur as soon as our southern access and car parking land is compulsorily acquired by the

Bedfordshire County Council for the new road in 1985. This immediately puts the club in a 'Catch 22' situation.

Currently we are losing money, our losses last season, excluding transfer fees, being of the order of £150,000. A severe drop in our commercial income will add to this loss. How long can the club sustain losses of that size before going out of business? Inevitably the club would have to make substantial economies. Normally 75 per cent of our expenditure is on the playing side. It would follow therefore that the bulk of the economies would affect the team. This in turn would necessitate reducing losses with the inevitable effect of players leaving. While reduction of wages and other expenses would help, this would be insufficient to make up the additional deficit. We would then have to return to selling our best players. Once we start on that road attitudes change and this would affect the support of the club.

Supporters do not want to see their idols playing for other clubs. Good players want to play for good teams. Any such change in policy and attitude will be perceived as the club losing its ambition to be a top club. By selling its best players this, in turn, will lead eventually to relegation. Relegation in turn will lead to more economies, more selling of players, further disenchantment of the fans. So you are into a vicious circle of the club losing substantial amounts of money, selling players, losing its ambition, getting relegated, and fans becoming restless. Because of the well publicised financial plight of many of the League clubs, a view of the future suggests that there will be fewer clubs in the League. We want to be one of them.

Those clubs who have equipped themselves for the future

LUTON'S FUTURE

with modern stadia and facilities, will ensure the continuance of League football.

We do not want to be in that vicious financial spiral. What we are trying to do is to provide a lasting future for the club not just for today's supporters but for supporters in the years to come.

We want to go into the next decade as a strong plant with substantial roots looking to blossom within the League rather than as a withering and rotting shoot waiting to be pruned.

Since 1980, the club has been actively engaged in discussions with the Borough and County Councils in an effort to find a suitable alternative site in the Luton area. Borough Council officers and the club considered no less than 14 sites of which the club examined the most likely in detail.

These included the sports ground at Park Street, Luton, belonging to Vauxhall, and a site of approximately 40 acres of land at Lewsey belonging to the Borough Council which we were encouraged to examine by representatives of that council, and in the light of which we bought additional land to provide essential means of access.

The Borough Council, although resolving support for the principle of re-location, including some element of commercial and other development, then withdrew support for the Lewsey site, and made it clear that because of residents objections it would not support any of the other sites. This is hardly the balanced view to be expected from a council committed to a policy of supporting its local football club.

THE FUTURE

Re-location offers the exciting opportunity of providing a real and lasting future for the club, and to provide for the dramatic social changes which have undermined football attendances, and the increasing part leisure will play in the future.

The finance of football has always been tenuous. However, one of the most striking changes which has accentuated the financial problems of the industry has been the fall in attendances at matches. A recent study conducted by Peter Bird of Stirling University suggested that this decline during the period since the war was explained almost entirely by the rise in living standards. The severe financial problems are currently highlighted by the well-publicised plight of a number of Football League clubs. Sir Norman Chester's recent Report to The Football League found that clubs in the Football League are going through their most difficult period ever. The further dramatic fall in attendances since 1979-80 has led to a worsening financial situation for most clubs. The unexpected sharp fall in receipts in the past three years has increased clubs' overdrafts substantially and has threatened the viability of many.

In general, therefore, the financial situation at present is far worse than the first Chester Report found in 1967-68. There is no evidence to suggest that the current trend will be reversed. Sir Norman Chester additionally found that the real need is to look ahead 10 years or so. It is more important to get the long-term pattern of change and the underlying principles right.

Coincidentally, football as a sport, as a game, is flourishing. There are now more playing the game than ever before. More clubs register with the Football Association. There is a latent audience waiting to be attracted and entertained.

Re-location provides us with the opportunity to develop a concept of a multi-purpose multi-use events, sports, leisure and recreation complex which would provide a new home for Luton Town Football Club, but which could be used for many other purposes besides football. It would create a family entertainment centre, attract national and international recogni-

tion, create jobs, add wealth to the community, and provide income. It would also provide a conducive environment for crowd behaviour which we firmly believe will enable us to reduce significantly the problems of crowd behaviour and control which currently beset football.

The club is willing to consider any site offered by Luton Borough Council that fulfils the club's needs and for which planning permission and funding would be available.

The Board recognises that this is an expensive and ambitious project, but it is one which the Board supports wholeheartedly and will strive to fulfil.

Having tried unsuccessfully to stay in Luton, the club has been forced to examine other options and unless the Borough Council offers a satisfactory solution we cannot and will not lightly pass up the very real opportunity which now exists for us at Milton Keynes.

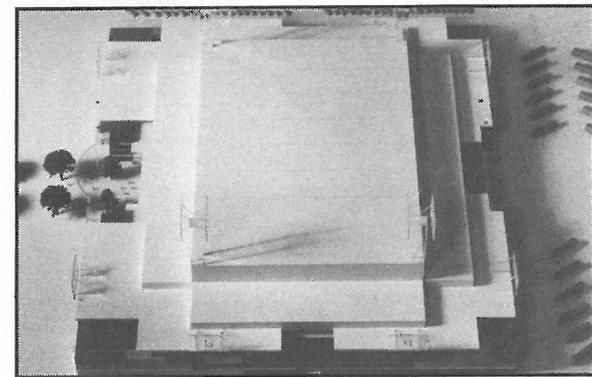
What is called for now, if the relief road goes through as planned, and if the club is to stay in Luton or elsewhere in Bedfordshire is positive information from the Borough and/or County Councils as to the amounts which they are willing to pay for the club's land and premises, whether by way of compensation for compulsory purchase or purchase price by private treaty, and what other support either Council is willing to provide in order to help the club.

Re-location would have benefits to all concerned. The benefit to the club is that it would be enabled to be re-located and thus secure its long term future. The benefit to the County Council is the certainty of being able to construct the relief road when desired and at a known level of compensation in respect of the club, (coupled with a site available for development or re-sale), which would be less than would be incurred pursuant to the compensation code.

The benefit to the Borough Council is the new relief road, the opportunity, if it so desires, of a site for re-development or re-sale, the continued existence of a top Football League club in the Borough, at the same time as the removal from the Town Centre and the vicinity of Kenilworth Road of a potential source of aggravation for traders and residents, and a sports/leisure/entertainment/community complex unique in the United Kingdom and the envy of any other authority.

As we see it our concept will put Luton firmly on the map of forward thinking towns, provide a substantial amount of new income, and more importantly create more jobs for the local unemployed and also indirect employment because of the new business attracted by this development.

Another view of the proposed complex.



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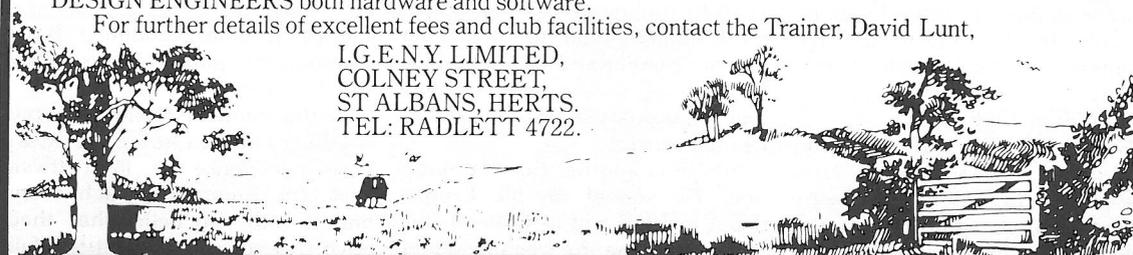
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**EVERTON 0
LUTON TOWN 1**



A goal from Paul Walsh 14 minutes from the end was enough to give us a slender, but deserved victory, at Everton last weekend. Paul is seen here with Ricky Hill as Everton players move in.

TOWN RECORD '83/84

Opponents	Result	Attendance	Points	Position	Sealey	Stephens	Turner	Horton	Elliott	Donaghy	Hill	Stein	Walsh	Bunn	Moss	Antic	Aylott	Own Goal
Goals Scored								1	1	2	3	5	2	3				1
1983																		
August																		
27 Arsenal	1-2	39,348			1	2	3	4	5	6	7	8	9	10	11			
31 Leicester City	3-0	11,929	3		1	2	3	4	5	6	7	8	9	10	11			
September																		
3 Sunderland	*4-0	10,346	6	5	1	2	3	4	5	6	7	8	9	10	11			
6 Norwich City	2-2	11,905	7	5	1	2	3	4	5	6	7	8	9	10	11	12		
10 Manchester United	0-2	41,013	7	8	1	2	3	4	5	6	7	8	9	10	11	12		
17 Wolverhampton W.	4-0	10,975	10	7	1	2	3	4	5	6	7	8	9	10	11			
24 Nottingham Forest	0-1	16,296	10	13	1	2	3	4	5	6	7	8	9	10	11	12		
October																		
1 Aston Villa	1-0	12,747	13	9	1	2	3	4	5	6	7	8	9	10	11	12		
4 Rotherham (MC2-1L)	3-2	4,035			1	2	3	4	5	6	7	8	9	10			11	
15 Everton	1-0	14,325	16	7	1	2	3	4	5	6	7	8	9	10	11			
22 Southampton																		
25 Rotherham (MC2-2L)																		
29 Liverpool																		
November																		
5 Queens Park Rangers																		
12 Birmingham City																		
19 Tottenham H. (FAC 1)																		
26 Watford																		
December																		
3 Coventry City																		
10 Stoke City (FAC 2)																		
18 West Bromwich Albion																		
26 Notts County																		
27 West Ham United																		
31 Sunderland																		
1984																		
January																		
2 Nottingham Forest																		
7 FA Cup 3																		
14 Arsenal																		
21 Wolverhampton W																		
28 Ipswich Town (FAC 4)																		
February																		
4 Aston Villa																		
11 Manchester United																		
15 Liverpool (FAC 5)																		
25 Southampton																		
March																		
3 Queens Park Rangers																		
7 Birmingham City																		
10 Norwich City																		
24 Leicester City (MC Final)																		
31 Ipswich Town																		
April																		
7 Everton																		
14 Tottenham H. (FAC SF)																		
17 West Ham United																		
21 Notts County																		
28 Watford																		
May																		
5 Coventry City																		
7 Stoke City																		
12 West Bromwich Albion																		
19 FA Cup Final																		

TEAM CHECK

SAINTS

Red & White Shirts	Black Shorts	CHANGES
Peter Wells		
Peter Rodrigues		
David Peach		
Nick Holmes		
Mel Blyth		
Jim Steele		
Alan Ball		
Mike Channon		
Peter Osgood		
Steve Williams		
Ted MacDougall		

LUTON

White Shirts	White Shorts	CHANGES
Milija Aleksic		
Paul Price		
Steve Buckley		
Brian Chambers		
John Faulkner		
Paul Futcher		
Jim Husband		
Alan West		
Ron Futcher		
Pasquale Fuccillo		
John Aston		

ANY CHANGES TO THE ABOVE LISTED TEAMS WILL BE ANNOUNCED OVER THE PUBLIC ADDRESS SYSTEM

Our game against Southampton this afternoon recalls memories of the meeting between the two clubs on April 2nd 1977 at the Dell. The names in the Luton team make interesting reading, as do those players on duty for the Saints. Unfortunately, we left Hampshire pointless because an Alan Ball goal in the 14th minute gave Southampton a 1-0 victory.

Today's Mitre Match Ball is sponsored by:



FOOTBALL COMBINATION FIXTURES 1983-84

Date	Opposition	F	A
Aug. 27	Chelsea	1	1
Sept. 7	Leicester City	1	0
Sept. 10	Ipswich Town	0	0
Sept. 14	Reading	4	1
Sept. 17	Arsenal	1	2
Sept. 20	Millwall	4	0
Sept. 24	Swansea City	3	1
Oct. 3	Charlton Athletic (7.30)	1	1
Oct. 8	Bristol Rovers	2	1
Oct. 11	Norwich City	0	0
Oct. 18	Crystal Palace		
Oct. 25	Southampton		
Nov. 1	Fulham		
Nov. 5	Brighton and Hove A.		
Nov. 9	Millwall		
Nov. 15	Birmingham City		
Nov. 23	Oxford United		
Nov. 26	Swindon Town		
Nov. 29	Swindon Town		
Dec. 3	Tottenham Hotspur		
Dec. 6	Bristol Rovers		
Dec. 10	Watford		
Dec. 17	West Ham United		
Jan. 3	Queens Park Rangers		
Jan. 17	Chelsea		
Jan. 21	Reading		
Jan. 28	Swansea City		
Feb. 4	Arsenal		
Feb. 14	Charlton Athletic		
Feb. 25	Queens Park Rangers		
Feb. 28	Southampton		
Mar. 6	Brighton & Hove A.		
Mar. 10	Fulham		
Mar. 13	Watford		
Mar. 17	West Ham United		
Mar. 24	Norwich City		
Mar. 27	Crystal Palace		
Mar. 31	Leicester City		
April 7	Ipswich Town		
April 10	Birmingham City		
April 14	Oxford United		
May 12	Tottenham Hotspur		

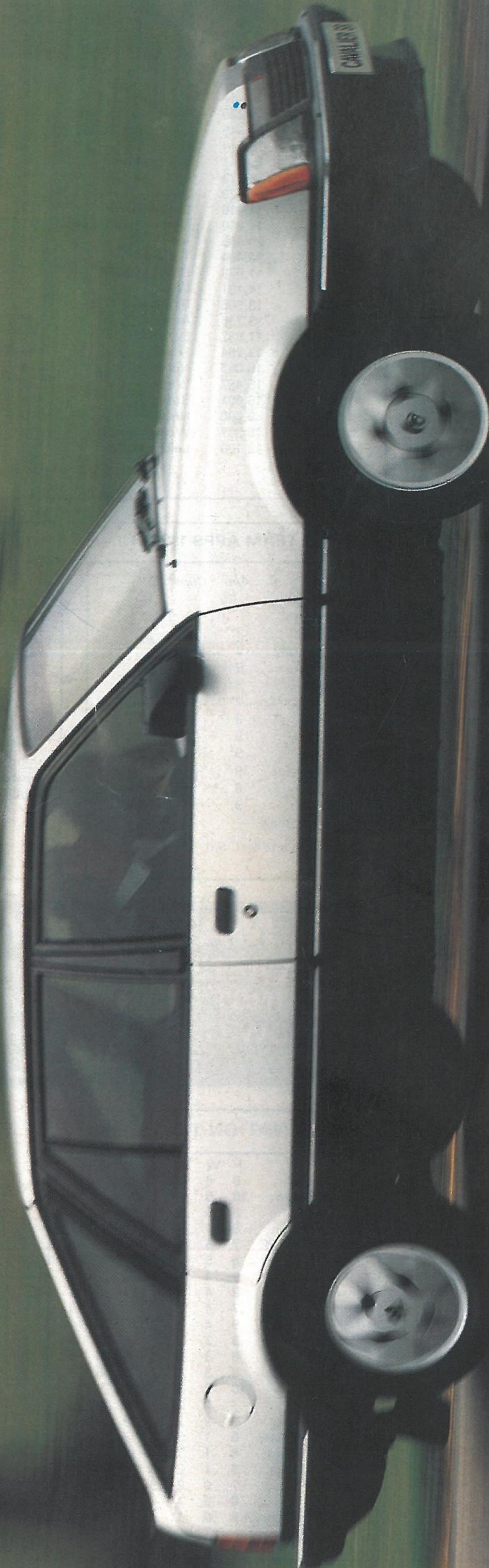
SOUTH EAST COUNTIES LEAGUE FIXTURES 1983-84

Date	Opposition	F	A
Sept. 3	Wimbledon	3	2
Sept. 9	Southend	4	2
Sept. 17	Brighton	4	1
Sept. 24	Bristol Rovers	1	4
Oct. 1	Swindon Town (Cup)	1	5
Oct. 15	Oxford United	0	0
Oct. 22	Reading		
Oct. 29	Oxford United		
Nov. 5	Swindon Town		
Nov. 19	Tottenham		
Dec. 3	Brentford		
Dec. 17	Bristol Rovers		
Feb. 4	Southend		
Feb. 11	West Ham United		
Feb. 18	Tottenham		
Feb. 25	Brighton		
Mar. 10	Wimbledon		
Mar. 24	Swindon Town		
Mar. 31	West Ham United		
April 28	Brentford		

ATTENDANCES AND DIVISION ONE TABLE 1983-84

Highest	Average	Manchester United	Home					Away					
			P	W	D	L	F	A	W	D	L	F	A
56,121	46,220	9	4	0	1	10	3	2	1	1	7	8	19
32,555	23,445	9	4	0	1	16	6	2	0	2	4	4	18
26,293	18,314	9	3	1	0	8	2	2	1	2	9	6	17
20,674	19,041	8	3	1	0	5	0	2	1	1	4	2	17
34,246	30,372	9	2	1	1	4	3	3	1	1	7	3	17
26,185	18,723	9	3	0	2	14	7	2	1	1	6	4	16
12,747	11,416	9	3	1	0	11	3	2	0	3	5	5	16
26,658	17,710	9	3	1	1	9	6	2	0	2	6	6	16
39,318	25,865	9	5	0	0	8	3	0	1	3	4	7	16

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