

CANON LEAGUE DIVISION ONE  
LUTON TOWN

v  
SHEFFIELD WEDNESDAY

Saturday 13th October 1984

Kick-off 3.00 pm

TODAY'S MATCH IS SPONSORED BY:

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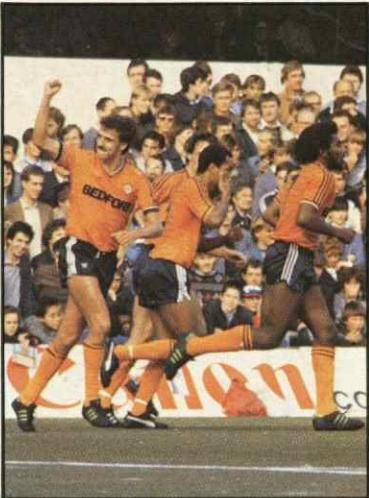


Official Matchday Magazine  
Price 50p

LUTON TOWN

# ACTION REPLAY

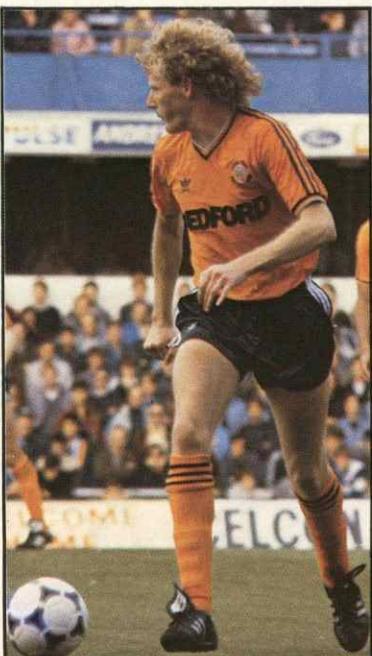
2



## QPR 2 LUTON TOWN 3

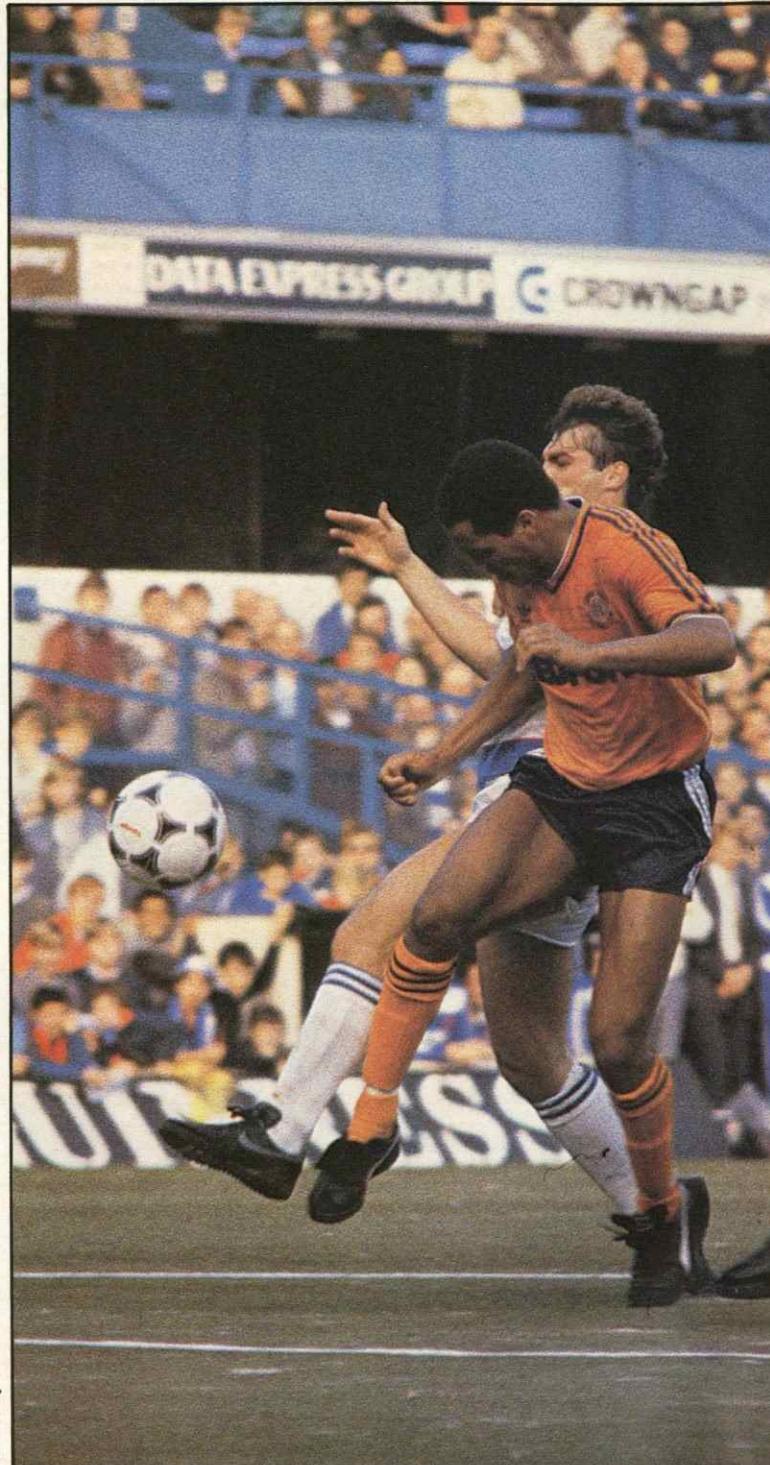
- 1 Brian Stein scoring his first League goal of the season at Loftus Road to give the Town three valuable away points.
- 2 David Moss salutes our supporters for our equalising goal, as excitement builds towards the end of this historic victory.
- 3 Ashley Grimes carries the ball forward into midfield to start yet another Luton attack.

3



Pictures by Gareth Owen

1



2

Welcome to Luton to all our supporters and the travelling fans from Sheffield. Today's game promises to be really exciting, as Wednesday have made the best start of the three promoted clubs. They also have great traditions and support which will ensure a healthy spirit of rivalry on our terraces and help boost the gate.

I was very disappointed to say the least with some irresponsible coverage in the press of our build up prior to the Chelsea game. One would imagine we were going to war. Local lad, Kerry Dixon, was pleading for restraint. Traders were telling the inexperienced reporter about the trouble they feared. The police were asked to comment, too. No doubt many of our supporters were so concerned about 'potential' trouble that they decided to have an afternoon by the fireside.

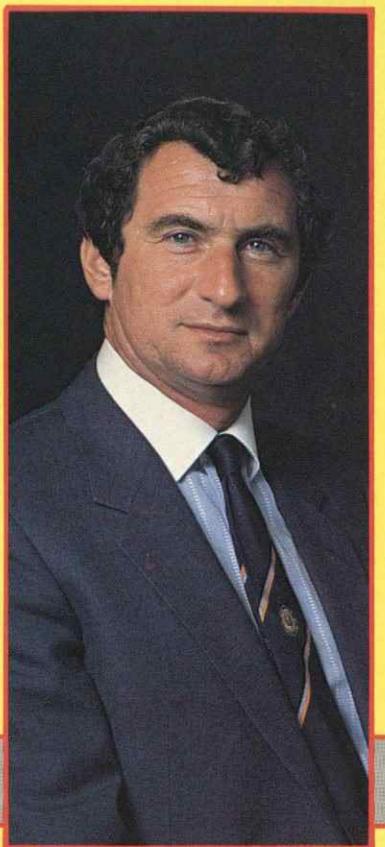
Our policy is to give the facts after the game. What actually happened, not what might happen. The facts were: the game with Chelsea was fast, and exciting, but lacked the necessary control and steadiness to be considered a good spectacle. The facts were: over 16,000 people attended, mostly from West London, or wherever Chelsea draw

thing, fortunately; since Chelsea, we have played quite effectively at Tottenham, but were not quite strong enough to carry our plans through.

Perhaps had we gone two goals in front we could have inflicted further damage counter attacking. David Moss and Frank Bunn both took their goals well. The overall performance proved we need not be overawed against class opposition.

In our other League game we acclimatised well to the synthetic surface at QPR, and I felt we secured a deserved result. It was an afternoon where everyone played an effective part. Steve Elliott returned to the side, and led the line exceptionally well. Brian Stein fully deserved his winning goal — he has been playing exceptionally well. If Bobby Robson can remember last year, he considered him and Paul Walsh good enough to play for England in France. After a disappointing 90 minutes, and a savage press, Brian Stein and Paul Walsh were not heard of again. Did they become bad players overnight?

I believe Brian has recovered from that evening, and has worked exceptionally hard to challenge for honours — sooner or later, I am sure, Bobby will



# WELCOME

their supporters from, and only four people were arrested for anti-social behaviour inside the ground. Hardly a column inch gave any credit for our crowd control, or the behaviour of the fans on a day when there were no goals, and some tough tackling — two factors which we are told, stimulate terrace trouble.

One paper even sent an individual on the terraces — one can only assume in the hope of being able to report some trouble. It didn't happen, so he wrote on Monday about the 'trouble brewing' when Chelsea meet Millwall.

The game is still the most important

be ringing me about his progress.

Next Saturday, we have an outstanding fixture when Watford are our visitors. Give them the reception their tremendous achievement in reaching last year's FA Cup Final deserves. Recently they, like ourselves, are finding results difficult to achieve, but I know they have management and administration of the highest quality. That will ensure they will rise up the League. At the moment, their players, according to Graham, are still basking in a little reflected glory from last season.

As we all know, in football you are on-

ly as good as your last game. Let's hope this week's game is a cracker, and if you enjoy it, please bring a friend next week. Good luck to both teams.

# LUTON TOWN FC

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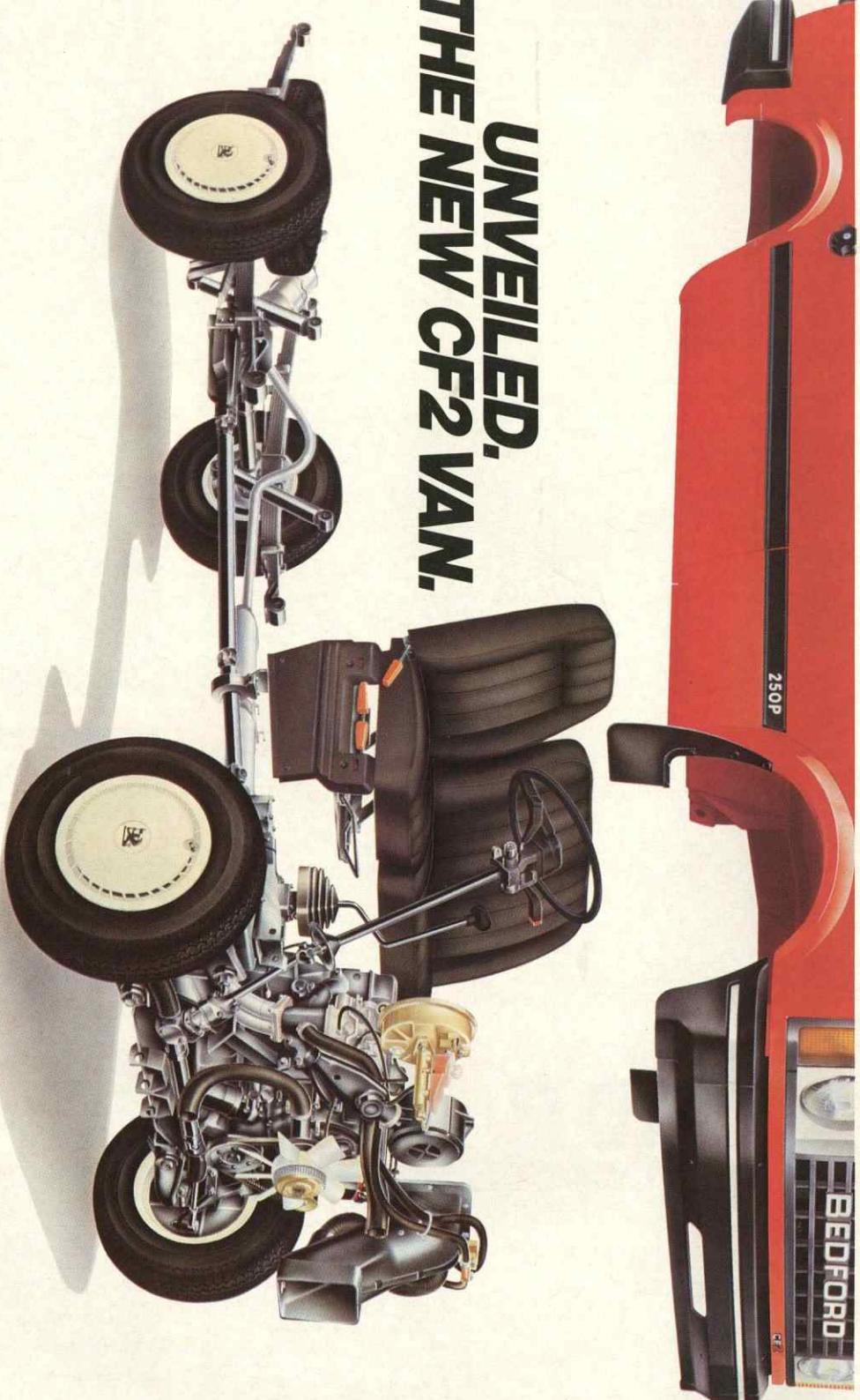
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## UNVEILED. THE NEW CF2 VAN.

**JACK CHARLTON****JOE CORRIGAN**

Newcastle United manager Jack Charlton has sold full-back John Ryan to Sheffield Wednesday for £40,000 who in turn have let midfield player Pat Heard join Newcastle. This is the second time Charlton has signed Heard. He bought him from Aston Villa when he was manager at Wednesday.

French international Didier Six has joined Aston Villa for the rest of the season from Mulhouse. He impressed manager Graham Turner in a private trial. He is a veteran of two World Cup final series.

Leicester City are to experiment with morning football. The match against Aston Villa on October 27th will kick off at 11 a.m. Club Secretary Alan Bennett said he has been disappointed with the attendances so far this season. 'We have spoken to the police and they are quite happy with the new time,' he said. 'Hopefully visiting fans will now go direct to the ground rather than hang around town and we also hope that it will cut out any drinking before the game.'

Ken Brown, Norwich City's manager has signed former England goalkeeper Joe Corrigan on a month's loan from Brighton. He replaces Chris Woods who was recently injured.

Birmingham City have failed in a bid to bring Arsenal goalkeeper John Lukic to St Andrews.

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Luton Town goalkeeper Les Sealey has joined Plymouth Argyle on loan for one month and made his debut against Hull City last week.

Everton winger Terry Curran has been banned for two matches after being sent off in his team's 5-4 win at Watford. He will miss games against Aston Villa and the local derby with Liverpool.

Neither Arsenal manager Don Howe or his Everton counterpart Howard Kendall saw the controversial penalty incident that took Arsenal to the top of Division One last week. Howe said: 'I couldn't see because there were three or four players in my way'. Kendall said: 'I couldn't tell you what the penalty was for. The linesman gave it and it is unfortunate to lose on such a decision. The lads seemed to think it was for pushing, but I did not see the incident'. Charlie Nicholas scored the important penalty kick.

Aston Villa manager Graham Turner was full of praise for his new French signing Didier Six after his side's 3-0 victory over Manchester United. Turner said of Six, who had not played a competitive match for several weeks, 'He did very well and we hope there is a lot more to come.' United's manager Ron Atkinson said 'We have no complaints, the better team won. I could not believe the way Six played, he got them fired up.'

West Ham came from behind to beat Leicester at Upton Park. Veteran Billy Bonds, Ray Stewart and Tony Cottee, who got the winner only minutes from time, were the Hammers scorers and Lynex got the goal for the visitors.

Chelsea kept up there good start to the season with a hard earned point at Norwich. Joe Corrigan, on loan from Brighton, saved the Canaries with a super save from David Speedie.

Watford are still anchored at the bottom of the table after Terry Gibson scored in the eighty-ninth minute to give Coventry City the points.

West Brom snatched a point at Anfield against an off colour Liverpool although Tony Godden in the Albion goal made some fine saves.

Newcastle got the quickest goal of the day by the courtesy of Ipswich defender George Burley who lobbed home a back pass after only 20 seconds. Allan Waddle and Pat Heard, his first for his new club, were United's other marksmen.

Tottenham were knocked off the top spot by a Steve Moran goal for Southampton. The Saints were good value for their win and showed no signs of the mid-week defeat by Hamburg.

A penalty scored by Davenport four minutes from the end robbed Stoke City of a deserved win at Nottingham Forest. City went ahead after 11 minutes through George Berry.

Sheffield Wednesday let slip a two goal lead against Sunderland. Lee Chapman and Brian Marwood putting the home side in front but Paul Atkinson and Clive Walker saved a point for the Weariders with second half goals. Super saves from former Wednesday goalkeeper Chris Turner denied the Owls of victory.

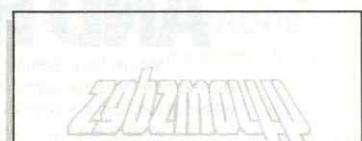
The Division's leading goalscorers up to and including Saturday 6th October are as follows:

Mark Falco (Tottenham)	11
Gary Bannister (QPR)	10
Eric Gates (Ipswich)	7
Peter Davenport (Forest)	7
Chris Waddle (Newcastle)	7

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# ACTION REPLAY



1



2

## THE HATTERS AT LOFTUS ROAD

- 1 Match winning header by Paul Elliott.
- 2 Steve Elliott climbs to meet a perfect cross from Ashley Grimes to score our first goal.
- 3 QPR goalkeeper Peter Hucker collects the ball safely to stop Gary Parker and Steve Elliott's scoring chance.
- 4 QPR supporters are not impressed as they watch Brian Stein's jubilation after scoring our winning goal.

4

## 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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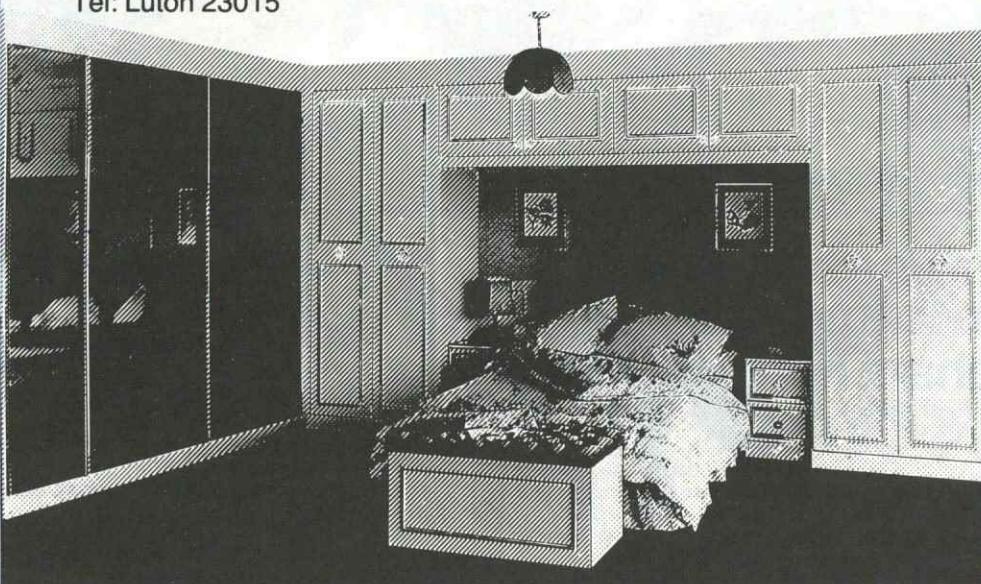
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## POINTS OF VIEW

This is the page YOU write . . . so let's hear from you. Keep it brief (not more than 100 words), enclose your name and full address and have patience — we have a massive postbag to get through! The club reserves the right to publish only suitable letters of interest to supporters and to cut letters where necessary.

Write to: Points of View, Luton Town FC, Kenilworth Road, Luton.

Dear Editor, I know you will never be able to turn Luton into an Arsenal or Tottenham, but as long as Luton stay in Division One, there is good news. I was a Luton fan at the 4-2 game at White Hart Lane, and feel the Spurs crowd half won the match. Luton put up such a brave fight and I was proud of my team, and will continue to support them home and away. If Luton had a backing like Tottenham, I'm sure we'd be amongst the top flight annually. If the League were full of Tottenham's and Luton Town's supporters I'm sure the football would be so attractive and that crowd violence would be non-existent.

Yours faithfully, **Stephen Witchard.**

Dear Sir, There are so many exciting, young players at Kenilworth Road nowadays it's baffling why they can't seem to score goals, when the chances being made are bountiful. I'm sure that the morale may soon be damaged if all the chances that are being created are not converted into goals at the top level soon.

Yours faithfully, **G. A. Evans, Accurate Measurements & Recordings, Notts.**

PS. Was the Bruce Rioch picture really taken at a recent home fixture?

EDITOR: Yes he was a guest of our secretary John Wilkinson who compiles our 'Where are they now' feature.

Dear Sir, We thought you might be interested to know that at a recent well-known show we as a flower club put in an entry, entitled 'Bring me Sunshine'. This was to be a tribute to Eric Morecombe and so we included in our display one of your Luton Town football scarves sent to us by one of your supporters, who went out and bought it for us. The trappy ending to this tale is that we for the first time in 15 years of entering this show won first prize which included a lovely Cup and £50 for our club. We will at a later date send you some photos of our prize-winning exhibit.

May I assure you that this has won Luton Town about 150 new supporters (the membership of our club Horts of Essex Boundary Flower Club) though I don't know that we will see many games (many of us are football supporters already we are changing sides now) we will follow your progress up the League table (we hope) with interest. If ever we use your name again we'll let you know that we are doing you a good promotions job. Wishing you as much success this season as we have had.

Yours faithfully, **Jean Shipp, 63 Manston Drive, Bishops Stortford.**

EDITOR: Like Eric you have brought us a little sunshine thank you.

### Sheffield Wednesday (London) Supporters Club

Dear Sir, I am enquiring as to whether it would be possible to mention, in the Sheffield Wednesday match programme, our club's existence and that we organise travel to all matches, as well as social and sporting events throughout the year. (Followed by my name, address, etc.)

We would very much appreciate if you could, as this is Wednesday's first match in this area since Chelsea last January. During this time a number of prospective members will have moved south (or more realistically been influenced by recent results!)

Thanking you in anticipation, **I. B. Colley, Secretary, 22a Shawbury Road, East Dulwich, London.**

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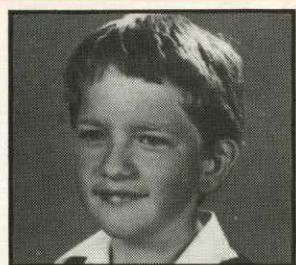
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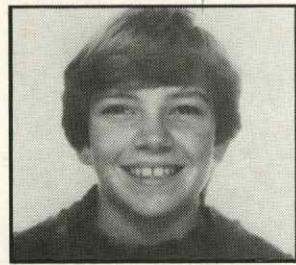
THE FULL ADDRESSES AND SERVICES OF OUR EXECUTIVE MEMBERS CAN BE OBTAINED THROUGH OUR COMMERCIAL OFFICES — LUTON TOWN FOOTBALL CLUB

# junior hatters

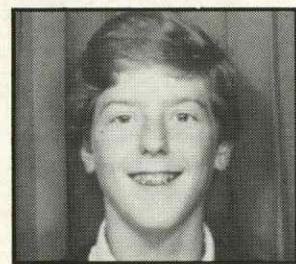
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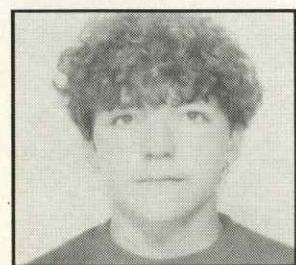
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## NEWSDESK

### HATTERS AWAY

Follow the Hatters with the official Travel Club. Our next away game takes us to Sunderland on 27th October. Coaches leave Maple Road car park at 8 am. Prices £7.50 per ticket. New members are always welcome to our Travel Club by making a personal application to our commercial office in Kenilworth Road — £1 per season.

Travel with us and Travel in Style.'

### FORTHCOMING MATCHES Canon League Division One Saturday 20th October 1984

**WATFORD**

Kick-off 3.00 p.m.

Please note that this is not an all ticket game.  
Turnstiles open 1.00 p.m.  
Please come early.

**TODAY'S REFEREE**  
John Moules — Accounts Manager for a computer company. Married with one son. Commenced refereeing in 1968 on the Harlow League, progressing through Essex Senior League and Football Combination. Interested in all sports, particularly golf and athletics. Coaches youth footballers. FA Area Adviser on Referees' Training and Education and Chairman of Harlow Referees' Society. Senior linesman European Cup match in 1982, referee 1980 Essex Senior Cup Final and Midweek Cup Final in 1981.

### CLUB INFORMATION:

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Ricky  
McEvoy

## RESERVES + YOUTHS

Coach David Coates went through the full range of emotions — from delight to nail biting when he reported on our recent run of Youth matches in the South East Counties and Junior Cup competitions.

### South East Counties

Since our draw at home to Swindon on the opening day of the season we have played a further three League games and remain unbeaten. We had no fixture on the 1st September so we entertained Tottenham in a friendly. On 8th September we travelled to West Ham and because the Reserves had no fixture we played virtually our strongest team, and won very convincingly 3-1. David Oldfield, who was a constant threat throughout, scored twice after Paul Prince had given us an early lead. Every player contributed to the win and Ricky McEvoy who controlled midfield made one 40-yard through pass which already has 'pass of the season' stamped on it.



JOHN MOORE



DAVID COATES

Ellisdon cannot play. Our schoolboys, in particular, were bemused by the pace of Tottenham's approach play, and Lethae's finishing put them three goals up. However, David Oldfield restored our belief with two goals before half-time.

Tottenham finished us with two further goals before Alex Ellisdon scored again, a goal he richly deserved for his all action display.

The Spurs' sixth goal came near the end and completed a bonanza night for goals.

★ ★ ★

22nd September saw us return to Talbots Training Ground and gain rather a fortunate 0-0 draw against Brighton. Stephen Mokler distinguished himself in goal by making three brilliant first-half saves within the space of five minutes.

### Eastern Junior Cup

Monday 24th September

**LUTON TOWN 3 NORWICH CITY 2**

TEAM: S. Mokler, R. McEvoy, D. Driscoll, I. Scott, R. Harvey, G. Cobb, A. Ellisdon (Captain), A. Tighe, P. Prince, D. Oldfield, K. Black. Subs: M. Johnson, S. Gyalog, K. Williamson.

### Eastern Junior Cup

Tuesday 18th September

**LUTON TOWN 3 TOTTENHAM 6**

TEAM: S. Mokler, M. Doughty, I. Scott, M. Johnson, R. Harvey, G. Cobb, R. McEvoy, E. Ellisdon (Captain), P. Lewis, D. Oldfield, K. Black. Subs: A. Tighe and P. Prince.

This was in many respects a case of men versus boys because out of Tottenham's XI only one can play next year. Of our team only Alex

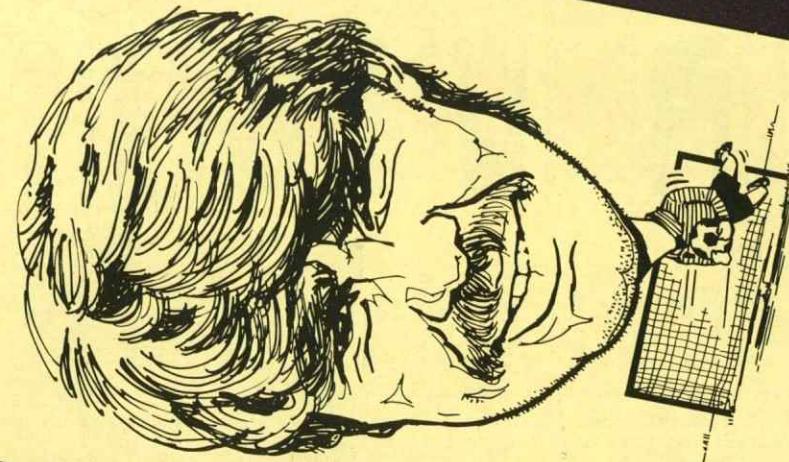
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# OUR VISITORS

## SHEFFIELD WEDNESDAY

Last season's Second Division champions Chelsea were our last League visitors to Kenilworth Road and today sees a visit from the side they pipped for the title on goal difference.

Yes, Sheffield Wednesday are back in the First Division after an absence of 14 years and back where they belong when you consider the Owls' magnificent Hillsborough ground and support.

After several seasons in the League's backwaters, Wednesday can now proudly claim the title of Yorkshire's number one club and a highly effective start they have made too on their return to the top flight.

There was not much doubt that Wednesday were heading back to the First Division last season when they were unbeaten in their first 15 games and throughout the season they were never out of the top two places in Division Two.

It was a great start to manager Howard Wilkinson's return to the club where he played in the 1960s. Wilkinson had been recruited as manager from Notts County to replace Jack Charlton for last season and he carried on the progress the club had made during Charlton's time when he took them from the depths of Division Three to the threshold of promotion and the semi-finals of the FA Cup two seasons ago.

Wilkinson built on the squad he inherited from Charlton and made three major signings during the summer when two players who were

very much part of the promotion effort moved on from Hillsborough at the end of their contracts.

Gary Bannister switched to QPR, Gary Megson to Nottingham Forest with Lee Chapman joining the club from Sunderland, Brian Marwood being recruited from Hull City and Andy Blair switching from Aston Villa.

Chapman, a powerfully built striker first caught the eye with Stoke and cost Arsenal a £500,000 fee when they signed him in 1982. After only 25 games and four goals, Chapman moved on to Sunderland (15 games — three goals) before joining Wednesday.

Marwood was an important part of the Hull side narrowly pipped for promotion by Sheffield United from Division Three last season, scoring 16 goals in 39 games while Blair, a Scottish Under-21 cap, originally cost Villa £300,000 from Coventry City in 1981.

Three newcomers joined a squad that has plenty of experience and there's an Everton connection at goalkeeper and centre half with Martin Hodge and Mick Lyons both former Goodison Park players.

Hodge was an ever-present in the Owls side last season while Lyons played almost 400 League games for Everton before moving to Yorkshire a couple of seasons ago.

Full backs Mel Sterland and Peter Shirtliff on the other hand are former apprentices who have come up through the Hillsborough ranks. Sterland missed only three matches last season and has done



Back row (left to right): L. Madden, G. Oliver, I. Hesford, M. Hodge, M. Lyons, M. Smith.

Middle row: P. Eustace (Assistant Manager), I. Varadi, P. Shirtliff, J. Pearson, L. Chapman, N. Worthington, G. Shelton, A. Smith (Physio).

Front row: B. Marwood, J. Ryan, M. Sterland, H. Wilkinson (Manager), A. Blair, C. Morris, T. Simmons.



HOWARD WILKINSON

so well in recent England Under-21 games that Bobby Robson named him in the squad for last month's full international against East Germany only for injury to keep the man Wednesday fans nicknamed 'Zico' on the sidelines.

Former Millwall and Charlton defender Lawrie Madden was a regular in the side last season, his first at Hillsborough, and the signing of Irish international defender Nigel Worthington from Notts County midway through last season, has increased the competition for places in the back four with England Under-21 man Mark Smith also in contention.

Sharing Wednesday's midfield duties alongside Blair is another former Aston Villa man, Gary Shelton, originally with Walsall and new man Marwood.

For the majority of their goals, Wednesday look to Imre Varadi, who settled at Hillsborough last season after stints with Sheffield United, Everton and Newcastle where he scored 42 times in 90 League and Cup games, a high scoring ratio that made him a big favourite at St James' Park.

Varadi lost none of his touch in his first season back in the steel city and his 17 goals in 38 games last season were a big factor in the team's success.

Although he has played for four northern clubs, Varadi is a Londoner by birth who began his career in the non-League game with Letchworth.

Chapman is his regular partner but Wednesday rate young striker John Pearson highly. He joined the club straight from school and has now topped 100 appearances for the club.

Wednesday's most recent newcomer is defender John Ryan who moved to Hillsborough a fortnight ago from Newcastle with Pat Heard going to Tyneside.

Ryan, an expensive signing by the North East club from Oldham, never settled at St James' Park and now links up again with Howard Wilkinson who was in charge of the England Under-21 squad when Ryan won one cap eighteen months ago.

Wednesday opened the season in style with a 3-1 win against Nottingham Forest and their first seven games back in the First Division produced eleven points with further wins at home against Southampton and Tottenham and a draw at West Bromwich.

Manager Wilkinson has expressed his satisfaction with the start the side has made back in the big time and although it's still early days, the side looks well equipped to challenge for a place in Europe next season.

Considering they were in the Third Division only four years ago Wednesday's climb back to the top in the last few seasons makes impressive reading.

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# BACKTRACK

Saturday 29th September 1984

TOTTENHAM HOTSPUR  
v  
LUTON TOWN

Score: 4-2

Attendance: 30,204

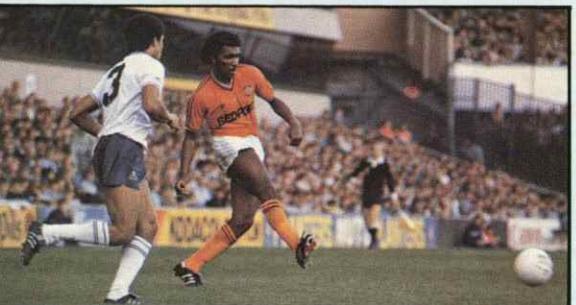
TEAM: Dibble, Thomas, Grimes, Turner, Elliott, Donaghy, Hill, Stein, Bunn, Hilaire, Moss.  
Sub: Parker.



Frank Bunn beating the Spurs' defence to score his individual goal in the opening minutes.



Vince Hilaire winning the ball from Spurs' captain Steve Perryman.



Ricky Hill strikes an excellent square ball to put Tottenham under pressure.



Brian Stein attempting to beat QPR's offside trap.



Wayne Turner challenging for midfield possession.

Saturday 6th October 1984

QUEENS PARK RANGERS  
v  
LUTON TOWN

Score: 2-3

Attendance: 12,051

TEAM: Dibble, Thomas, Grimes, Turner, P. Elliott, Donaghy, Hill, Stein, S. Elliott, Parker, Moss.  
Sub: Hilaire.

Luton became the first side to win three times on QPR's artificial surface with a thrilling 3-2 victory. Steve Elliott, who was brought back in the Town side in place of Frankie Bunn, put the Hatters in front with a goal after 17 minutes. Two minutes later David Moss nearly made it number two but he hit a post before Mike Fillery equalised for the Rangers who later went in front through Gary Bannister. The Rangers seemed to have ended the Luton jinx but with Wayne Turner and Gary Parker controlling the midfield the Town scored two goals in five minutes. Paul Elliott got his first of the season and that was followed by a Brian Stein goal which also opened his League account for the season. This was the Town's first League away win of the season but on this form it certainly will not be their last.

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## 'Why Blame Football'

What kind of society have we created? We now read daily of violence which 20 years ago was not only unheard of but totally unacceptable in the discipline of our lives. Criminals had a certain ethic which took elderly people, disabled persons and children outside their accepted potential.

Today, the elderly are beaten up and mugged causing them horrific injuries, disabled persons are attacked for a few pence, and babies are threatened and slashed in their prams by thugs wanting money from the mother.

Respect for authorities, whether it is for parents, teachers or the Police, is diminishing fast.

Who would have thought we would have had scenes that we have had on the picket lines this summer? Who would have thought that, in Britain of all places, the elderly would not be safe in their homes? Who would have thought that in some areas you could not go out safely at night? What has happened to us all over the past 20 years or so to allow this to happen?

Football is a manifestation of society's problems reflecting both good and bad. Misconduct by a minority of persons attending our matches has caused us enormous problems, many of which we have tackled without complaint and at substantial costs, knowing that whatever steps we take these can only suppress the misconduct inside the grounds but do little to alleviate the problem outside our grounds.

It is acknowledged that incidents inside grounds are diminishing rapidly, but this does little good to our image when the minority spread havoc in the shopping centres, along the streets or overseas. But what can we do about this except not play our matches, and even if we did this, this would not affect violence in our society one jot.

The Police state that football compared with the extent of the problem as a whole, is minute. Nevertheless, it causes and attracts publicity out of all proportion to the incidents.

For instance, in the season 1982-83, 18,766,000 spectators attended League matches. Arrests inside grounds totalled 1,994, outside grounds they totalled 1,907. There were 4,641 ejections, or half of one per cent of those attending.

From September 1982 to May 1983 a comparison of indictable crimes in the Leeds Holbeck Division of West Yorkshire where Leeds United play, shows the following:

	Assault	Damage	Theft	Total
Football crimes	5	2	2	9
Other crimes	191	701	3,124	4,816
Per cent	2.6	0.28	0.06	0.18

(Source report of the Association of Metropolitan Authorities Joint Working Group on Football Violence, February 1984.)

The public rightly are concerned at violence at football. They should, however, be doubly concerned at the other types of crime and violence which are now a daily occurrence in our lives.

In the AMA Report it also states that violence at football is society's problem, and yet the Government in their Report issued in August 1984, totally ignores the broader social issues which are inherent in the problem. Without tackling those, and we have been asking successive governments for a number of years to do so, the problem in some form will continue.

In the Government Report it is full of words explaining what we and others might or should do. It proposes that central Government need not do anything. We have been active for 20 years — it is about time central Government stopped putting the responsibility and action elsewhere. The problem is society's: it is for central Government to tackle society's problems. Stop passing the buck, the figures speak for themselves. Talking must end — action must begin, before it is too late, and we lose what Britain has always stood for — self-respect, self-discipline, toleration and goodwill.

# AROUND THE TOWN

## MATCH SPONSOR

Today's match sponsors can truly offer the club and its supporters a warm reception since they derive a major part of their business from the supply of bottle gas and heating appliances. Since selling their first bottle of gas in 1979, Beds Bottled Gases have ridden on the crest of the national bottled gas boom to achieve dramatic success. Today they serve upwards of 30,000 customers throughout the Beds/Herts area in which their main dealer status for Unigas gives them the opportunity for direct sales and franchising through shops and other high street trade outlets. More than half the company's business is with domestic users for portable gas heaters, cookers, camping equipment etc, but an increasing amount of sales are now being made in Industry, Construction and Commercial fields for everything from welding equipment, fork lift trucks, space heaters and on-site burners to office heaters.

The secret behind the success of Beds Bottled Gas, apart from competitive pricing, is undoubtedly their ability to respond quickly. From their Dunstable base they offer virtually instant delivery from stock of both gas and appliances.

The company operate an installation service extending to total domestic hot water systems and offer a free advisory service. Recent developments have taken the company into new markets including roofing materials and fitting services for flat, bitumen type roofs and through total diversification into the catering business. The company will be pleased to accept new orders. For details ring (0582) 600858/600719.



Managing Director Steve Line and other members of the BBG team wish the Luton team every success for today's game.

## SPONSORSHIP: A GROWTH AREA IN FOOTBALL

The sharp brains who set the questions for soccer quizzes

have caught on quickly. This season's classic was, 'Which team goes into its Canon League and Milk Cup matches wearing a watering can on its shirts?

The answer is Rochdale, and the reason is that they are sponsored by The All-in-One Garden Centre.

The question and answers have fun overtones in which Rochdale — and their sponsor — are more than happy to share. Because at the end of the day Rochdale, who would never claim to be among the greatest crowd pulling Football League clubs, are smiling as they take another cheque to the bank.

Everything in Football League financial terms is relative. Rochdale's sponsorship fee may not equal Manchester United's income from match programmes. But the fact that the Fourth Division club can even in these times of recession attract sponsorship delights not only Rochdale but all the other clubs in the lower echelons of the League.

'It will no doubt surprise many people'. No fewer than 70 of the 92 League clubs have attracted shirt sponsorship this season. So there are other substantial sources of income in addition to the major central sponsors, Canon (UK) Ltd and the National Dairy Council.

'Club sponsorship spans almost every facet of the business world. At one end of the scale are the multi-national and national companies such as Sharp (Manchester United), JVC (Arsenal), Holsten (Spurs), Hafnia (Everton), Crown Paints (Liverpool), Bedford Trucks (Luton) and Guinness (QPR). At the opposite end, are the local businesses who regard club sponsorship as an extremely worthwhile investment.'

'All these many and varied sponsorships make a vital contribution to the finances of Football League clubs. But the benefits are certainly not all one way. Sponsors would soon cease to support Football League clubs unless they gave value for money.'



The obvious conclusion is that sponsorship is working and that football is all the healthier for it.

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also leasing and contract hire of all makes and models of all commercial vehicles.

## TOWN WARM UP

A lot of supporters have enquired about the new town T-Shirts our players wear when warming up before each game. Our picture shows David Moss, Frank Bunn and Brian Stein wearing these exclusive T-Shirts seen here demonstrating some of their skills in ball control prior to our away match against West Bromwich. You will be pleased to know that the identical shirts can now be obtained from our Souvenir department inside the ground or at the shop in Kenilworth Road. Priced at £3.50 for a small and medium and £4.50 for large.



## SNAPPY CANON

On the 27th June, David Pleat and Jimmy Greaves, accompanied by Ricky Hill opened Canon's new offices at Hemel Hempstead. Our photograph shows David and Ricky with 12-year-old supporter Claire Thompson, who is seen here receiving a Canon Camera which she won in a competition held by Chiltern Radio. Claire could not believe her luck, meeting Hatters boss David Pleat and town star Ricky Hill just made her day complete.



However, the above picture of David Moss and goalkeeper Eddy Niedzwiecki of Chelsea has to be ideal for a new competition. Therefore if you can do better than us — send us your captions and win a replica shirt of our new style jerseys. Let's here from you.

## BALL SPONSOR

A warm thanks to today's match ball sponsor County Motors. Their Managing Director Eddie Edwards and his wife Phyllis are avid Town supporters and many of you will recall they sponsored our recent match with Chelsea.

County Motors offers full sales and service facilities for the Motor Trade catering for sales of car and commercial vehicles, Body Builders, Body Repairs and Paintwork and

## IN THE

# LUTON NEWS

THURSDAY 14p



## UNRIVALLED FOOTBALL COVERAGE

EXCLUSIVE COLUMN  
by  
DAVID PLEAT

HATTERS REPORTS  
by  
BRIAN SWAIN

LOCAL LEAGUES  
by  
ERIC NORRIS

LUTON TOWN PICTURES BY MARK RICHARDS





## TEAMCHECK

### LUTON TOWN

1	Andrew Dibble
2	Mitchell Thomas
3	Ashley Grimes
4	Wayne Turner
5	Paul Elliott
6	Mal Donaghy
7	Ricky Hill
8	Brian Stein
9	Steve Elliott
10	Frank Bunn
11	David Moss
12	

### SHEFFIELD WED

1	Martin Hodge
2	Melvyn Sterland
3	Peter Shirtliff
4	Mark Smith
5	Mick Lyons
6	John Ryan
7	Brian Marwood
8	Andy Blair
9	Imre Varadi
10	Lee Chapman
11	Gary Shelton
12	

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Linesmen:  
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