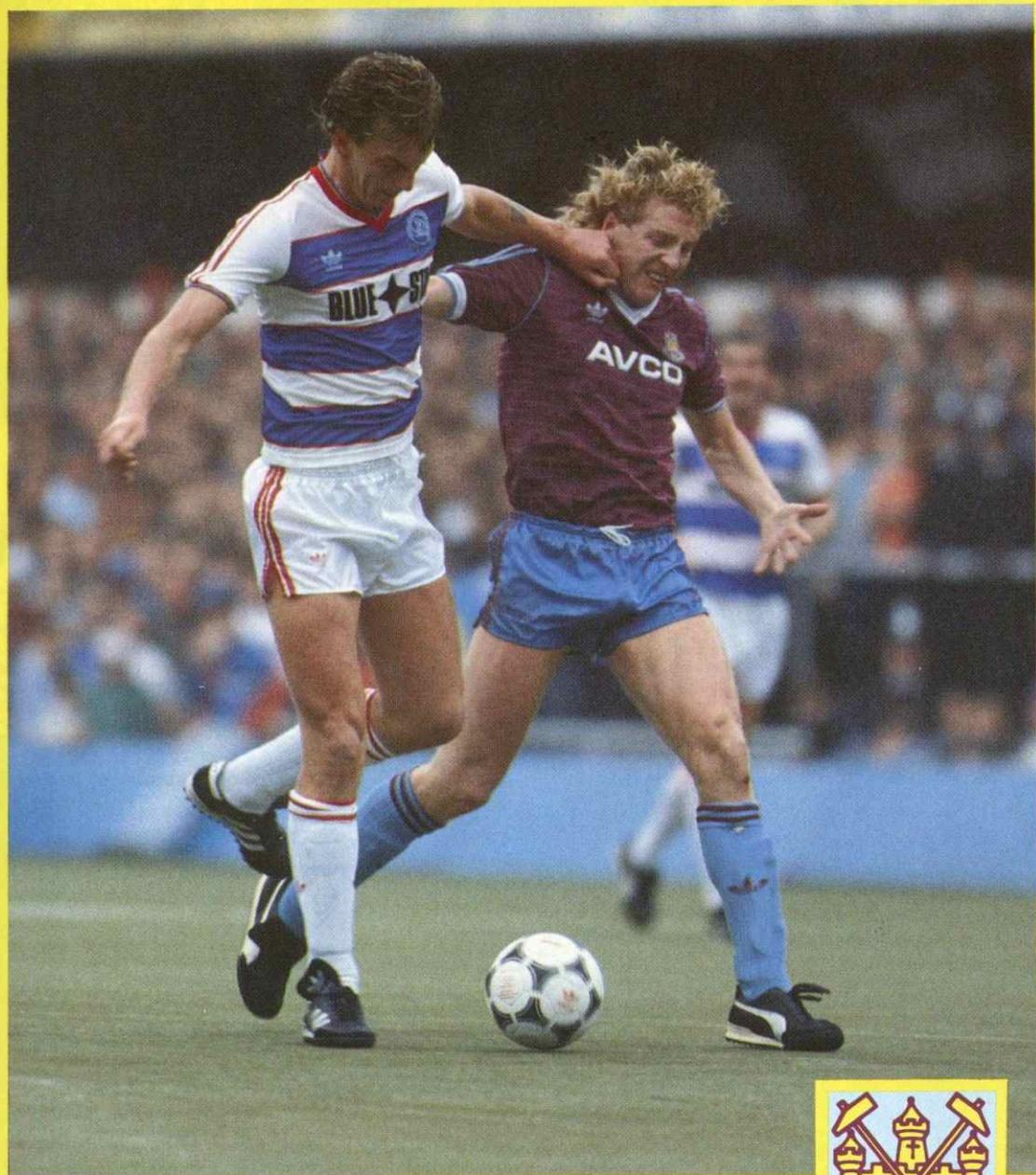


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Football League Division One
LUTON TOWN

Saturday 20th September 1986
Kick-Off 3.00 p.m.
Official Matchday Programme



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WEST HAM UNITED



"A MATTER OF PERSPECTIVE"

by JACK HELLIAR

The difference between watching a match as a spectator and as a manager is literally worlds apart. The fan goes along for entertainment, the manager goes to his work; it's a job for the manager, it's pleasure (mostly!) for the man on the terraces or in the stands.

So, it's a matter of perspective; when their team wins, both the manager and the fan can see it in much the same way; but when the team loses, how often the viewpoint differs.

In a hard world, it's often said that everybody loves a winner; the converse so often applies to a loser.

Fortunately, some managers are prepared to accept that the fan is often as perceptive as himself in seeing the reasons for a defeat. John Lyall accepted that, when commenting upon our 2-5 reversal against Liverpool a fortnight ago. He was quoted: "Two or three of their goals were the result of things we did rather than anything they did. If you give the ball away in your own box and in your own half against sides like Liverpool you will be punished." Short... and very much to the point!

A couple of days later, England manager Bobby Robson's book was released for publication. Entitled "So Near And Yet So Far", it was his World Cup diary from 1982 to 1986, and gives a pretty good insight into the responsibilities and opinions of a man who has undoubtedly come in for a lot of criticism.

Looking at the course of events through Bobby's eyes, one can appreciate that on several occasions the manager's thoughts on England's results (both good as well as bad) may well differ from those of the spectator. Most Hammers' fans were of the opinion that our Alvin Martin should have played on more than one occasion in Mundial 86; to quote Bobby Robson when he compares England central defenders: "Alvin Martin has the edge in the air. Alvin had his best England game of all time against Paraguay and would have stayed in the side but for his silly booking. I won't be satisfied with Alvin, though, until he plays as well for England as he plays for West Ham."

Controversial comment, yes, but an opinion freely given and to be accepted in the correct perspective. Whether Bobby was inclined to change his viewpoint following England's defeat in Sweden last week remains to be seen, but he can be pretty certain that his final decision won't meet with everyone's approval — it's simply not possible... unless the team does well in the next international, when presumably the majority may well agree with him!

It's a bit lonely out there on the manager's bench; but when his team wins he can be sure that there will be plenty of his former critics only too pleased to do the back-slapping act! Cynics abound.

Those of us who have been around in football for any reasonable length of time can easily recognise the types who suddenly become "ardent fans" of a winning team. It has happened to the Hammers during the past 20 years or so, when Cup successes brought the name of West Ham United more into the public eye; but many a truly loyal West Ham United fan well remembers the earlier days when it was more "fashionable" for celebrities from other areas to be a supporter of the teams that were always winning championships and FA Cup kudos... and where are they now?

"Perspective" is any angle between wide and narrow, according to which way you want to look at it!

A detailed look at all of last Sunday's newspapers in which Bobby's book was reviewed proved the point. There were not far short of a dozen or so comments by writers and officials; it was as interesting to read them as the book, which was a collection of on-the-spot memoranda not subsequently sub-edited... a brave decision in the light of subsequent events.

*"So Near And Yet So Far" (Bobby Robson's World Cup Diary, 1982-86). Price £9.95. Published by Collins Willow.

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Joint Holders 1964
Runners-up 1975, 1980
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AVCO SIGN ON FOR A FOURTH YEAR

AVCO TRUST have signed up to extend their sponsorship of the Hammers for this season, so extending the agreement to four years.

The contract, which is worth a six figure fee was signed on the pitch during the half-time interval at the First Division game between the Hammers and Liverpool, by Bill Weis, Avco's General Manager, and Brian Blower, our Administrative and Commercial Manager.

Mr Weis, who flew in from Canada for the ceremony, emphasised how pleased his company had been with their four year association with the Hammers. Despite our unfortunate 5-2 defeat at the hands of Liverpool he said: "West Ham are a great team, and have displayed excellence and quality in their performance, particularly last season."

He went on to add that AVCO, as one of the United Kingdom's leading finance companies share with West Ham the same goal — to provide the very highest standards in everything they did.

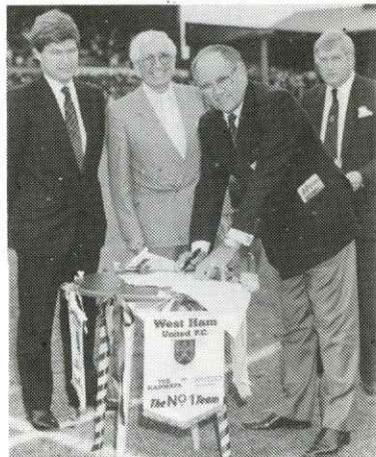
AVCO have sound commercial reasons for sponsoring the Hammers. According to Rob Plumb, the Vice President for Marketing: "West Ham's phenomenal success, particularly last season, has helped to take the AVCO name before millions of TV viewers and readers of the popular press."

The players have also helped AVCO with their successful Community Relations Programme, whereby 20 of their branches undertake activities to help their local communities.

AVCO have 88 branches nationwide and four in the immediate West Ham locality; Ilford, Southend, Basildon and Chelmsford.

There is no doubt that the sponsorship has benefited both parties and we are proud to wear the name of AVCO on our shirts as we travel the length and breadth of England in search of league and cup glory.

West Ham United established themselves last season, not only as one of the most successful teams in the country but as the most attractive in terms of the quality of our football. . . It is standards like these which attract a bigger following nationwide and help make West Ham United a good investment for a major international company such as AVCO.



BILL WEIS — General Manager of Avco — signs the sponsorship agreement accompanied by, from left to right: Rob Plumb (Vice President Avco U.K.), Jack Petchey (Director W.H.U.), and Brian Blower.



REDUCED PRICE SEASON TICKETS

We have a number of seating and terrace season tickets available, the validity commencing from our match versus Everton on the 2nd November 1986 and these are priced as follows:-

- West Stand Upper Tier: £112, £98
- West Stand Lower Tier: £98
- Family Seating Area: £91 (Adults) £49 (Children under 16)
- East Terrace: £63

Applications can be made in person at the Ticket Office between 9.30 a.m. and 4.30 p.m. Monday to Friday or by post.

Telephone enquiries: (01 472 2740).

WHO WILL HAVE AN ESCORT?

YES. Today is the big one for all West Ham United season ticket holders for on the pitch prior to this afternoon's kick-off against Luton Town former British and European Heavyweight Champion Frank Bruno will draw the lucky winner of our free draw star prize. A brand new Ford Escort car.

So hold on to your seats if you have a Hammers season ticket for every holders name is in the drum and yours could just be the name that is pulled out this afternoon.

If it is then you can drive away after the game in your new car, courtesy of West Ham United. . . It pays to watch the Hammers.



WHEN referee John Martin asked for the Liverpool net to be adjusted during our game with Liverpool young groundsman Kevin Auger found himself at a distinct disadvantage. He wasn't tall enough to fix the net onto the crossbar hooks. So Liverpool goalkeeper Mike Hooper lent a hand.

TICKET INFO

Football League Division One
v **CHELSEA**
Saturday 11 October
Kick off 3 p.m.

Advance seat tickets for the above match are on sale at the Ticket Office Monday to Friday between 9.30 a.m. and 4.30 p.m., and also on First Team Saturdays, OR via our Dial-a-Seat service (01) 472 3322 quoting Access or Visa.

Postal applications are also accepted. Seat Prices: £5.00, £6.50, £7.00 and £8.00.

Family Seating Area: Adults — £6.50
Children under 16 — £3.50

There will be a limit of six tickets per applicant for this match.

Football League Division One
v **WATFORD AWAY**
Saturday 4 October
Kick off 3 p.m.

THIS MATCH IS "ALL TICKET"
No seat tickets available
Terrace tickets £3.50

SEASON TICKET HOLDERS TO USE VOUCHER "G" and to apply at the following times:

Monday 22 Sept to Friday 26 Sept — between 9.30 a.m. and 4.30 p.m.
Postal applications will be accepted.
There will be a limit of two tickets per voucher.

If any tickets are unsold after sales to season ticket holders they will be on GENERAL SALE as follows:

Monday 29 Sept to Wednesday 1 October — between 9.30 a.m. and 4.30 p.m.
There will be a limit of two tickets per applicant.

AGENCIES

Seat tickets for all our home League matches are also available from all Keith Prowse branches or by telephone on (01) 741 8989, subject to an agency booking fee.

PRESTON NEXT

ON Monday we travel to Preston to meet North End on their new plastic pitch the following evening in the first-leg of the Second Round tie in the new Littlewoods Cup competition.

The Lancashire side are currently unbeaten in the Fourth Division and no doubt will prove very competitive opponents in this two-leg tie.

The return game is here on Tuesday 7th October — full details on page six of this programme — it being the first time we have met in this competition which was formerly the Football League Cup then the Milk Cup.

Indeed, the last time we faced Preston was at Wembley in the 1964 FA Cup Final when we won a thrilling game 3-2, current coach Ronnie Boyce scoring one of the goals and John Sissons and Geoff Hurst the others. So this draw has rekindled some happy memories.

Make sure you are here to see the Hammers v Preston North End on Tuesday 7th October, kick-off 7.30 p.m.

FRONT COVER ACTION — Frank McAvennie is not to be pushed off the ball here as he takes on Q.P.R. last week.

HAMMERS SPECIAL

IT'S on sale today, the West Ham United Official Handbook for 1986-87, packed with statistics, information and pictures of the East End's favourite stars.

There are 86 pages providing not only a detailed account of our record breaking season but the history, the facts, spanning 91 years of football.

The West Ham United Handbook is a must for all West Ham United fans with line-ups, results and reviews of the best of last season's action in the League and cup competitions. . . Get YOUR copy today price £1.50.

TONY HAS A BALL

New England striker Tony Cottee celebrated in fine form last Saturday with all three of West Ham's goals in the 3-2 win at Queens Park Rangers.

It was Tony's first ever hat-trick in the Football League and Rangers presented him with the match ball after the game.

NEXT AT UPTON PARK

Saturday 27th September 1986

Football Combination

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Kick-Off 2.00 p.m.

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Hammers History

by JACK HELLIAR

"THE FIRST TIME WE WON PROMOTION"

It is inevitable that when the year 1923 is mentioned in connection with the history of West Ham United, it immediately conjures up memories of the first FA Cup Final played at Wembley Stadium.

However, there was another very important occasion that took place shortly afterwards, and it complemented the achievement of the Hammers during the 1922-23 season.

The date was 5th May 1923, the venue Upton Park, and the occasion was our concluding Division Two match of the campaign. We repeat verbatim from our four-page programme (price Two Pence) of the day:

"No more interesting match could have taken place on this ground on the last day of the season than this with Notts County. Its importance is overwhelming and Notts County and ourselves will be keenly interested in another match at Bury today.

"Should we win today we shall be champions on goal average. Should we draw we still have a chance of being champions (if Leicester lose at Bury). Should we lose, we still have a chance of promotion, should Bury be victorious."

A lot of "shoulds!" . . . but made easier to understand by a glance at the top-of-the-table positions that afternoon:

	P	W	D	L	F	A	Pts
West Ham Utd	41	20	11	10	63	37	51
Leicester City	41	21	9	11	65	42	51
Notts County	41	22	7	12	45	34	51
Manchester Utd	42	17	14	11	51	36	48

The listed teams for this important occasion were:

West Ham Utd: Hampson, Henderson, Young, Bishop, Kay, Tresadern, Richards, Brown, Watson, Moore, Ruffell.

Notts County: Iremonger, Ashurst, Cope, Flint, Dinsdale, Kemp, Platts, Cooper, Cock, Hill, Price.

The referee was the renowned Jack Harper of Stourbridge.

The respective goalkeepers provided an interesting contrast.

Hammers' Tommy Hampson was standing in for the FA Cup Final 'keeper - Ted Hufton (Tommy totalled 70 League games for us). At the other end stood 6ft 4in Albert Iremonger, a County star from time immemorial.

At the final whistle Albert's worries were over. The Magpies had won by the only goal of the match and were champions with 53 points. Tommy's anxieties were prolonged until the result came through from Gigg Lane.

Up there in Lancashire, Bury v Leicester City were in contrast. The home club was on the standard "£2 for a win, £1 for a draw" and nothing else to play for. Leicester had everything as their reward, and would have settled for the quid for a draw - they would have been runners-up with 52 points.

Surprisingly the Shakers beat the Filberts by two clear goals. City had scored two more goals than us, but had conceded more, so we made promotion as runners-up on goal average.

The sequel (as recorded) is that the Hammers' players and their families were treated to a holiday at the seaside. Manager Syd King - ever dapper - is stated to have worn his spats to see them off to Southend-on-Sea!

As a side-line to this reminiscence, the match programme referred to above will bring memories to the 'olduns and perhaps a few laughs for the youngsters.

(It was probably hand-set in type by my uncle Harry, printed on the press by my father Fred and packed by my grandfather Sam!)

Among the advertisements were the following: Sunripe Cigarettes (20 for One Shilling); Brewster's Stores, E.16 (cigarettes, stationery, novels, sporting journals); Illustrated Sunday Herald; Bennett's Cycle Stores (footballs, boxing gloves, etc); B & W Hammett (sports page specialists); and the Greengate Theatre, where the films that week were "Girls Beware", "Rich Men's Wives" and "Where Men Are Men"!

Turning back to the programme notes we again quote verbatim regarding the FA Cup Final in which the Hammers lost 0-2 to Bolton at the end of a fiasco afternoon:

"Although inundated with requests to lodge a protest against the result of the Final tie, the Directors of the West Ham Club are satisfied that they were beaten by the better team on the day (under the conditions in which the match was played); but they do consider that the responsible officials of both clubs should have been informed at half-time as to whether the match was to be a Cup-tie or not; as, in their opinion, the match was not played strictly under the rules of the FA (particularly with regard to Law 5)."

So we ended the 1922-23 with (in Olympic parlance) two silver medals - runners-up in League and Cup. That promotion to the First Division lasted just nine seasons . . . but, then, that's another story!

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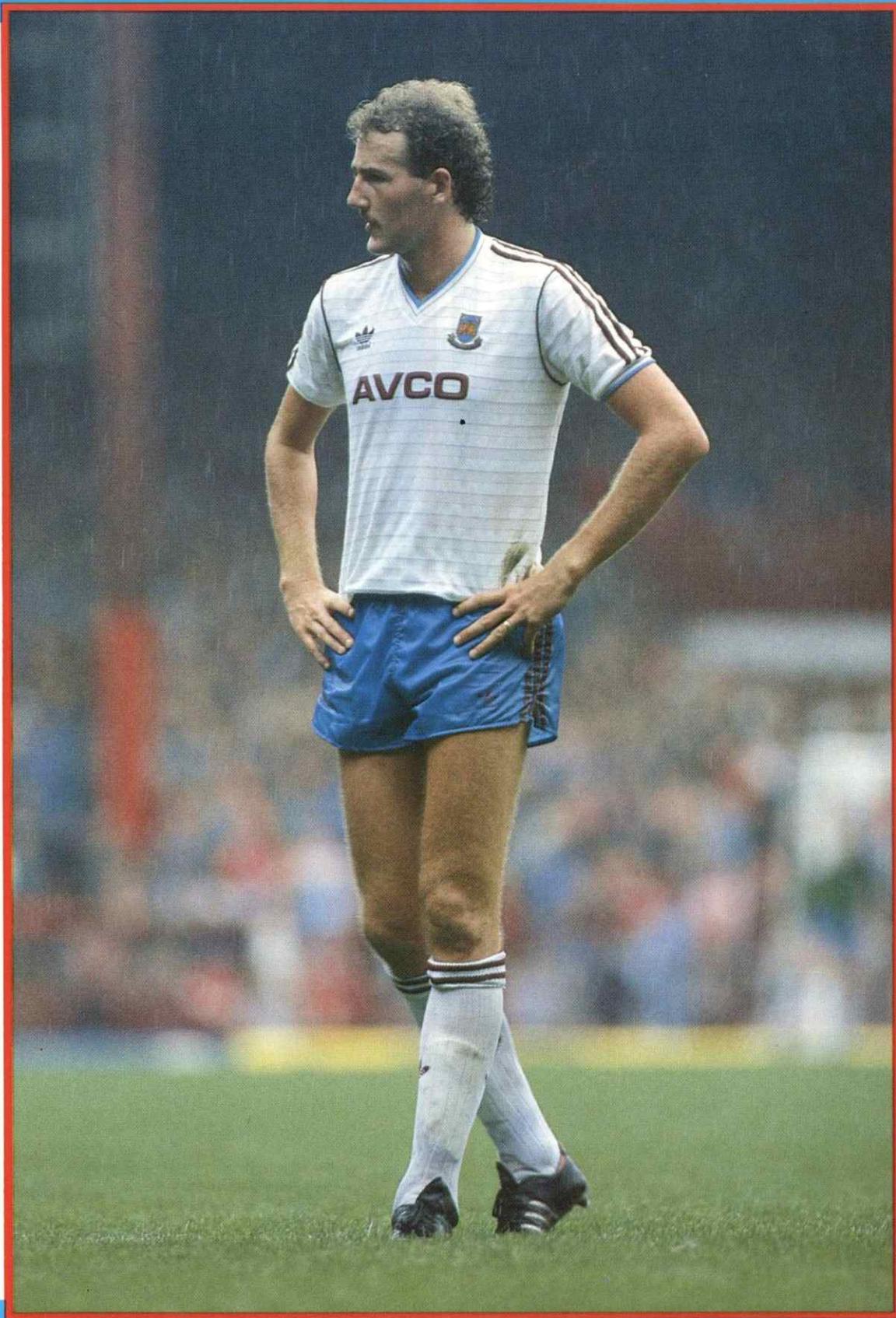
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PAUL'S NOW A FATHER FIGURE

By COLIN BENSON

IT has been quite an exciting month for West Ham United defender Paul Hilton who is now a proud father for the first time. The lanky Lancastrian was glowing from ear to ear when wife Judy provided him with his "little sunbeam boy" who is to be called Kevin.

On the football front too, Paul has enjoyed the start to the season with a game against Kuwait then a "fantastic" appearance at Old Trafford in the First Division.

The former Bury star came in for the injured Tony Gale and says: "It was great going up there again and winning as well. It was good and probably one of the best experiences of my football life."

On a high before 43,306 fans at Manchester United then back to reality with a bump and a reserve team outing in front of 43 odd people at Millwall. It's got to be hard. So how does Paul deal with it, how does he motivate himself at Football Combination level?

"I look alongside me and there's this fellow called Billy Bonds playing next to me and he is one of the great motivators. It is just great to play with someone like Billy. And if he can motivate himself, as he has done for so long, then I don't see any reason why I can't.

"There is also Tom McAlister as well. Fellows who have played a few more years than I have yet are still putting all their effort into the game even in the reserves. You just have to follow their example and hopefully do well."

TOUGH COMPETITION

How does Paul see his future then at Upton Park?

"I think I've just got to keep battling away in the reserves and hopefully when a good opportunity comes along I shall be playing well enough to take it.

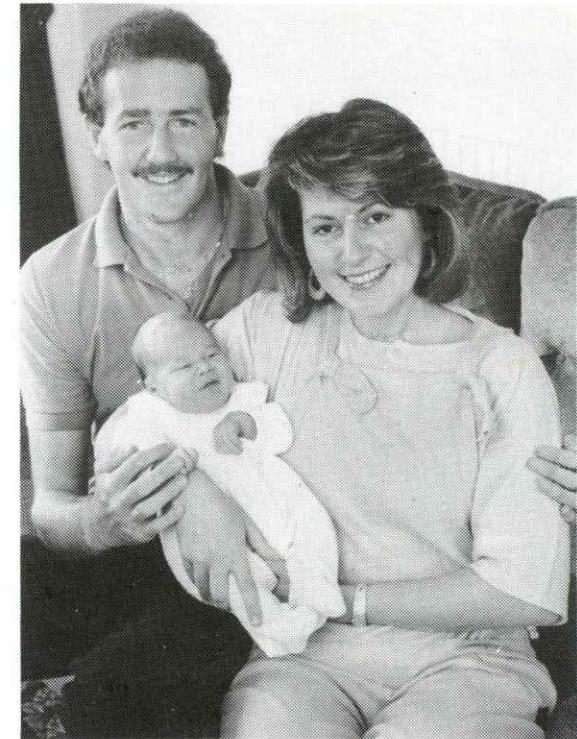
"Obviously Alvin and Tony Gale are a good partnership in the centre of the defence and if anything does crop up then I hope I can go in and do a good job."

It is naturally a frustrating position for Paul. A player of some ability he could probably command a regular position in most First Division sides, and indeed, has more than held his own when he has been drafted into the Hammers first team.

CONFIDENT

"It is nice to think that you can do a good job, but I have no grumbles. I'm very happy here and have been since I came. The manager has been very good to me.

"Since my arrival I think I have improved my own game. Having played for the first team in the tournament games in Holland in pre-season and then getting the game against Manchester United I have felt more confident. Having had a bit of a run I settled down a bit more and I think it helped. The biggest thing is



Happy family — Paul, Judy and Kevin Paul who weighed in at 7lbs 14oz.

confidence when you do get into the first team because in the reserves you play against a lot of younger players and they don't stretch you as much.

"That is why you have to keep your standards high in the reserve team if you are going to do well when you move up. If you don't apply yourself properly to reserve football then you can get caught out. Even in the Football Combination if you haven't got your mind on your job then even youngsters can catch you out."

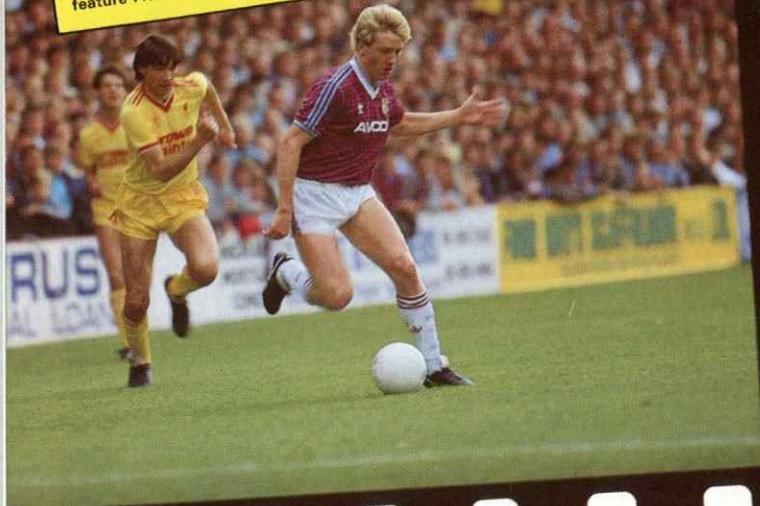
Paul arrived at Upton Park as a player of many parts. Striker, midfielder and defender but now he seems to be firmly in one role, that of a central defender.

"Yes. I think that is my best position. Having said that if the manager wanted me to play elsewhere I'd be delighted to oblige. But I have had a good run of games at the back now and it is easy for me to settle into that position even though it probably makes it harder for me to get into the first team with Alvin and Tony in the team. But I enjoy playing there and hopefully I'm doing a good job and maybe helping one or two of the young lads in the reserves."

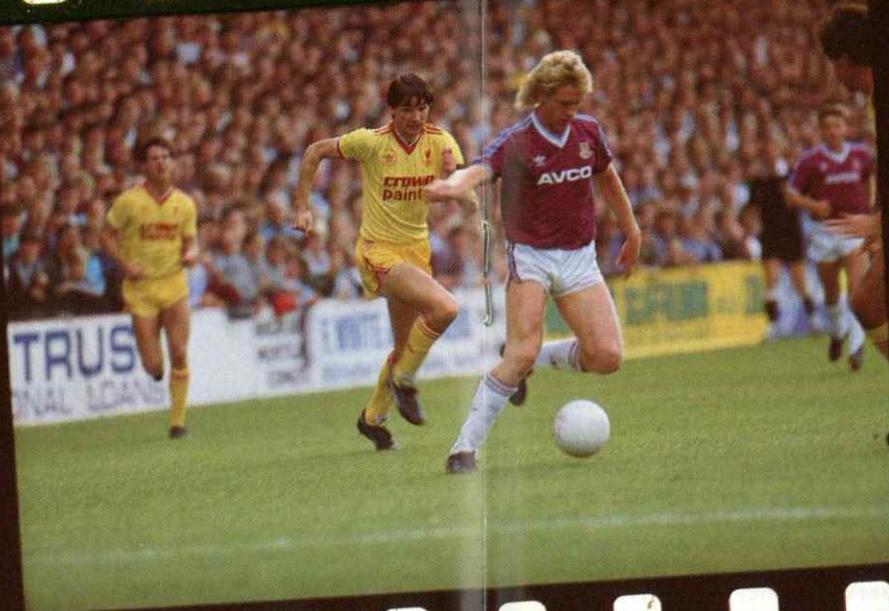
Paul Hilton is the ideal professional. A great club man in every sense of the word.

THE HAMMERS in action

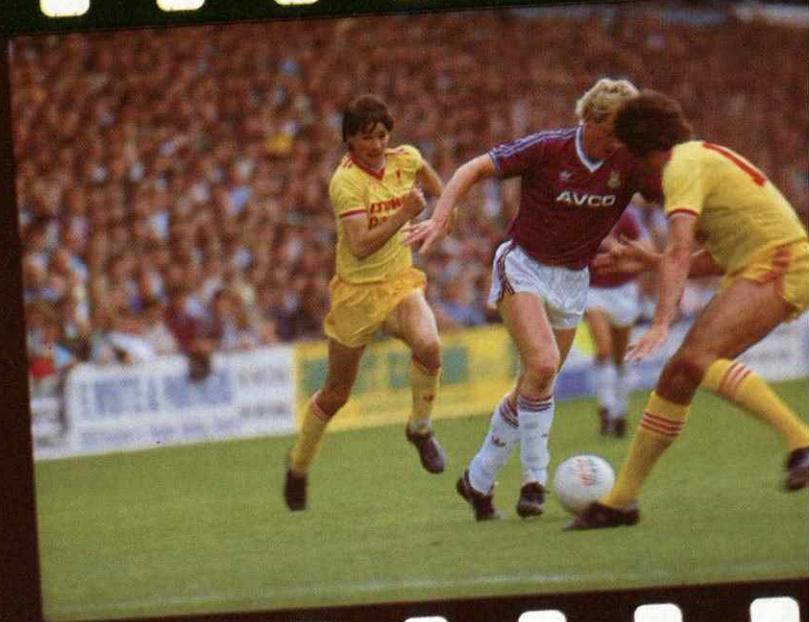
Our action strips today come from the First Division game with Liverpool and feature Frank McAvennie (top) and Alan Dickens.



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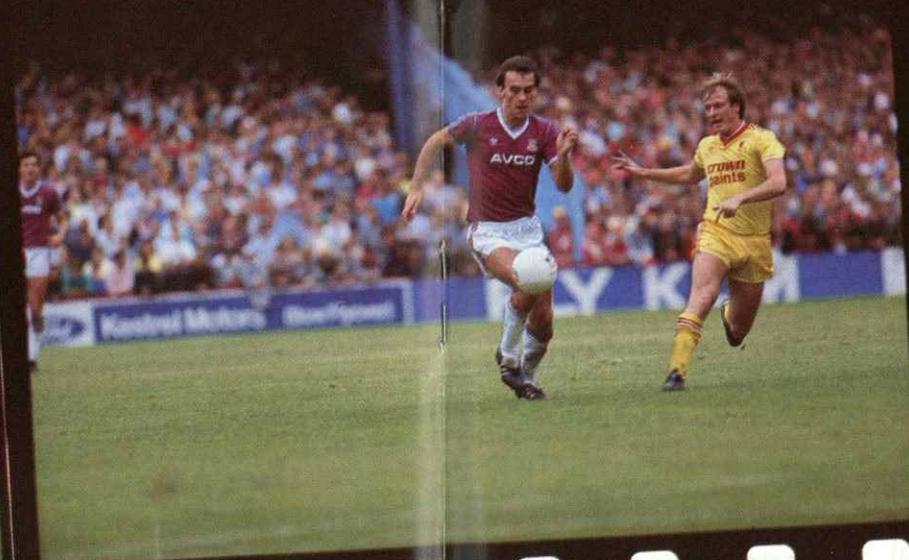
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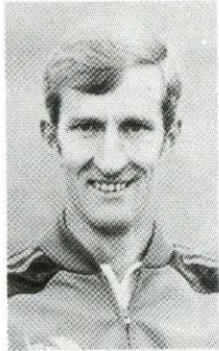
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LUTON TOWN

THE MAN IN CHARGE



John Moore

Close-season promotion saw John Moore succeed David Pleat — 21 years after first joining the Club as a left-half.

He is determined to further strengthen Luton's reputation for skilful, positive play with many of the players he helped to bring through the junior ranks.

As a player signed from Motherwell, this robust Scot made 263 First Team appearances for Luton between 1965 and 1974, scoring 13 goals. He was a leading figure in the 1968 and 70 promotion sides. Later he completed his playing days with brief spells at Brighton and Northampton before launching his managerial career at Dunstable Town. He returned to Kenilworth Road as youth coach in 1978, later becoming manager of the Reserves.

LUTON TOWN were one of only two sides to win at Upton Park last season and after 42 meetings with them in the Football League our record stands almost square, with 14 wins each and 14 draws.

Now under new management, following David Pleat's move to Tottenham, which saw the Hatters lose not only a manager but their coach, physiotherapist and England Under-21 fullback Mitchell Thomas as well, they are under the direction of 42-year-old John Moore.

Having overcome the traumas of the off the field activities Luton have started well with a 1-1 draw at Leicester City supplemented by a 2-1 home win over Southampton and an emphatic 3-1 victory at Stamford Bridge.

That has been achieved without the services of striker Mick Harford, now set to make his comeback after a knee operation, but with England international Brian Stein finding the net regularly there has been no pressure to rush their most expensive player back too quickly.

LES SEALEY — Goalkeeper. Another signing from Coventry, East Londoner Les is cousin of Alan Sealey who scored twice when West Ham won the European Cup Winners Cup in 1965. One of the most improved players in the squad he has collected an impressive number of clean sheets in the past two seasons. His hobbies are fishing and renovating old cars.

TIM BREACKER — Defender. Established himself in the Luton side in 1984-85 although he made his League debut, against Ipswich, in the previous campaign. Born in Bicester he was living in the St Neots area when Luton spotted him. A six-footer he is solid in the tackle and extremely competitive. Started as a midfielder but has impressed at right back.

ROB JOHNSON — Defender. Twice recovered from serious knee injuries, this Bedford boy regained his place at right back at the end of last season. Can also play in midfield. Made his debut v Birmingham City.

STEVE FOSTER — Central Defender. Has been an influential figure at Kenilworth Road since his arrival from Aston Villa in November 1984. David Pleat plucked the former

England pivot from Villa's reserve team for just £70,000 and rated the deal the best he'd ever done. Born at Portsmouth Steve joined his local club as an apprentice and made 109 League appearances for them in four seasons. Brighton invested £150,000 for him in the summer of 1979 and he came to prominence as Albion gained First Division status and reached the 1983 FA Cup Final. In March 1984 Villa paid £200,000 for Steve but he did not figure in Graham Turner's plans when he took control. Won three caps with England and played for the Under-21 side.

MAL DONAGHY — Central Defender. Cost only £20,000 when signed from Larne in June 1978. Made his League debut on the opening day of the 1978-79 season against Oldham Athletic. Can play in defence or midfield and is an established member of the Northern Ireland side with over 20 caps. Had ambitions as a goalkeeper when he was young and is a great all-round athlete.

PETER NICHOLAS — Midfield. Experienced Welsh international from Newport, Gwent. Joined Crystal Palace as an apprentice in 1976, making his League debut, at right back, at Millwall (20.8.77). A key figure in their 1979 Second Division Championship-winning side he had made 127 League appearances when Arsenal swooped to sign him for £500,000 in March 1981. Sixty games later he was back at Selhurst Park, (October 1983), for £150,000 but was not happy playing Second Division football and moved to Luton for £100,000 in January 1985.

RICKY HILL — Midfield. Made his League debut at 17, as a sub v Bristol Rovers (19.4.76), scoring in a 3-1 win. Emerged as an exciting and creative player and was capped twice by England in 1983, as a sub v Denmark and against West Germany. A hamstring operation kept him out for the last few months of the 1983-84 season and he made his comeback that summer in Sweden, playing for Vasteraas.

DAVID PREECE — Midfield. Busy little left-sided player who made his mark with Walsall after graduating from the apprentice ranks. Made his League debut as a sub against Chester (17.1.81) and made over 100



League appearances for the Saddlers before joining Luton in an exchange deal involving striker Steve Elliott. Preece was valued at £150,000 and made a scoring debut for the Hatters against Aston Villa.

ROBERT WILSON — Midfield. An industrious player signed from Millwall in the close-season, for £40,000, scored on his home debut v Southampton (26.8.86), having made his First Division bow three days earlier at Leicester. Started his career with Fulham in 1979 and has now rebuilt his career after coming close to death in a domestic gas accident.

EMEKA NWAJIOBI — Forward. Fast, powerful, unpredictable, this Nigerian international is the perfect foil for Harford. A pharmacy graduate from Cardiff University, he played for British Universities and later Dulwich.

BRIAN STEIN — Forward. Scored a "gem" of a goal to open his account on the opening day of the season at Leicester and the England striker was on target again when he beat Peter Shilton with a crisp shot to win the match against Southampton.

Stein, a strong muscular sharp-shooter, who was kicking about in the backwaters of non-League football with Edgware until Luton invested £5,000 for his services in October 1977, is back to the form which earned him international recognition.

Born in South Africa, Brian made his debut for the Hatters in a League Cup game v Manchester City in November 1977 and then came on as sub at Mansfield in a Second Division game.

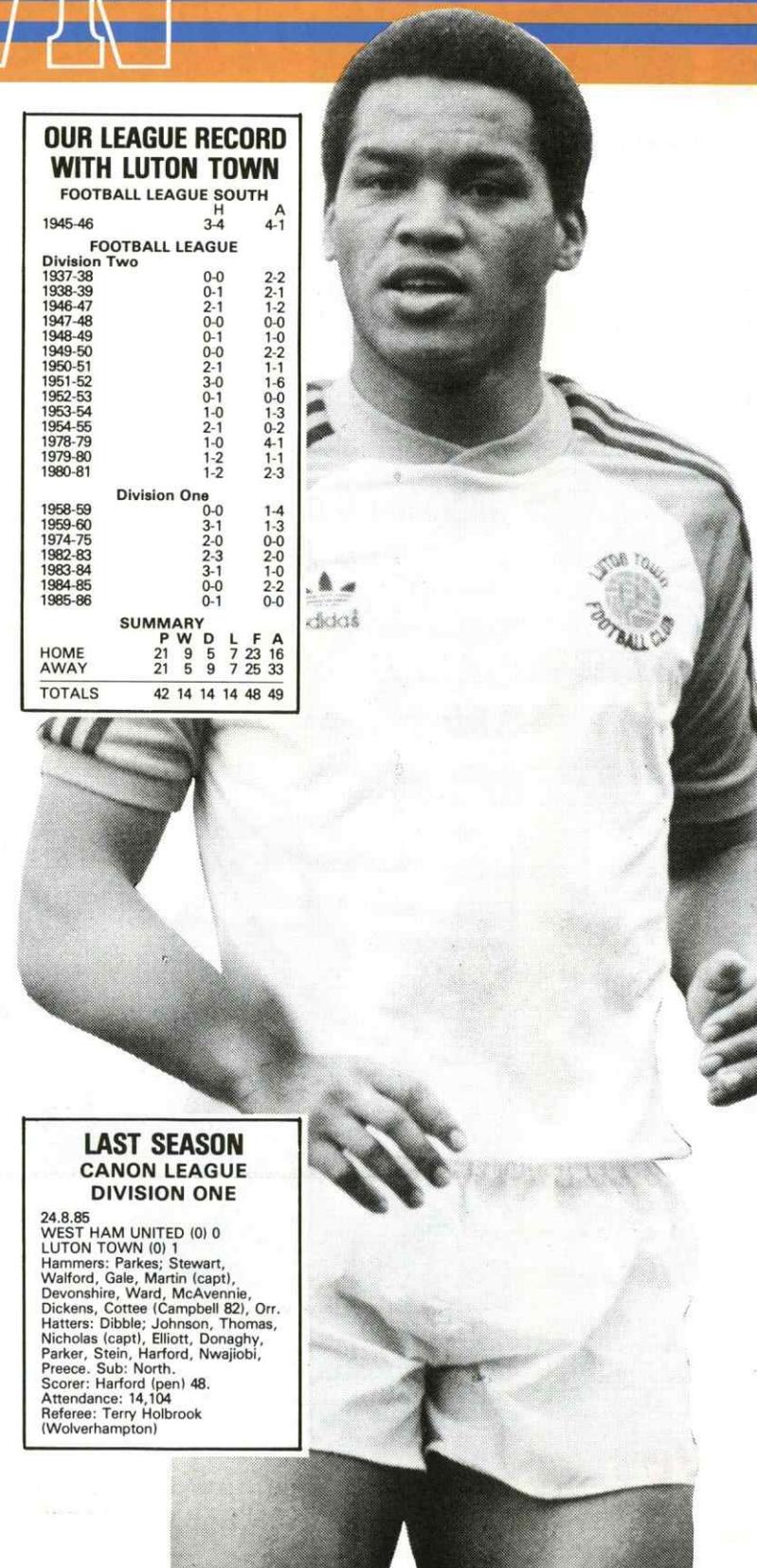
Was the Hatters' top shot in their first season back in Division One and in February 1984 he played for England against France in Paris. A broken foot interrupted his career in season 1982-83.

OUR LEAGUE RECORD WITH LUTON TOWN

FOOTBALL LEAGUE SOUTH						
	H	A				
1945-46	3-4	4-1				
FOOTBALL LEAGUE						
Division Two						
1937-38	0-0	2-2				
1938-39	0-1	2-1				
1946-47	2-1	1-2				
1947-48	0-0	0-0				
1948-49	0-1	1-0				
1949-50	0-0	2-2				
1950-51	2-1	1-1				
1951-52	3-0	1-6				
1952-53	0-1	0-0				
1953-54	1-0	1-3				
1954-55	2-1	0-2				
1978-79	1-0	4-1				
1979-80	1-2	1-1				
1980-81	1-2	2-3				
Division One						
1958-59	0-0	1-4				
1959-60	3-1	1-3				
1974-75	2-0	0-0				
1982-83	2-3	2-0				
1983-84	3-1	1-0				
1984-85	0-0	2-2				
1985-86	0-1	0-0				
SUMMARY						
	P	W	D	L	F	A
HOME	21	9	5	7	23	16
AWAY	21	5	9	7	25	33
TOTALS	42	14	14	14	48	49

LAST SEASON CANON LEAGUE DIVISION ONE

24.8.85
 WEST HAM UNITED (0) 0
 LUTON TOWN (0) 1
 Hatters: Parkes; Stewart, Walford, Gale, Martin (capt), Devonshire, Ward, McAvennie, Dickens, Cottee (Campbell 82), Orr.
 Hatters: Dibble; Johnson, Thomas, Nicholas (capt), Elliott, Donaghy, Parker, Stein, Harford, Nwajio, Preece. Sub: North.
 Scorer: Harford (pen) 48.
 Attendance: 14,104
 Referee: Terry Holbrook (Wolverhampton)





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BEHIND THE SCENES

ENGLAND'S NEW BOY

TONY COTTEE did his reputation and his ego a power of good when he stepped onto the cabbage patch pitch of the Raasunda Stadium in Stockholm to earn his first full cap. There were 30 minutes to go in England's friendly with Sweden and Bobby Robson's team were trailing 1-0.

The West Ham striker had been called up as a late replacement to the squad, which was a pleasant surprise, although Tony reveals that he had been a little disappointed at not being included in the original squad selection.

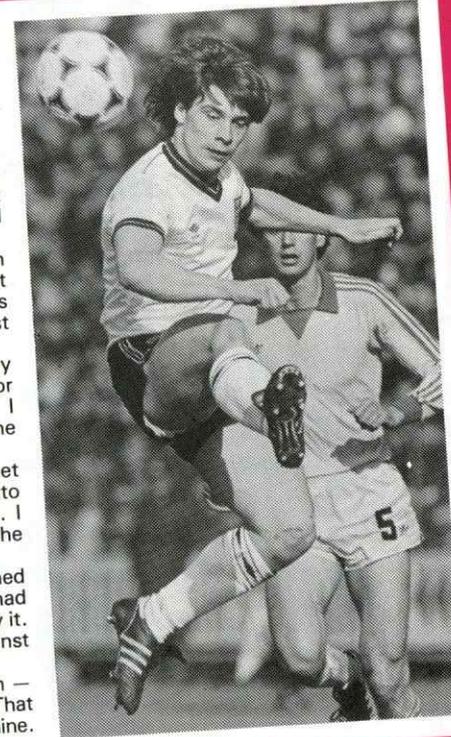
"I didn't know anything about my call up until I heard Mr Robson reveal it on the Saint and Greavessey show," says Tony. "It was just what I wanted. I had been struggling for four matches, not playing as well as I should, and I really needed a boost. That and the goal against Liverpool was just right."

A regular traveller with the Under-21 squad in recent years Tony observes: "The set-up is practically the same but with the senior squad you stay in better class hotels and enjoy better food... I roomed with Alvin which was helpful and thoroughly enjoyed the trip."

The high spot of course was when Bobby Robson told him to get stripped. Tony suggests: "It wasn't the easiest game to come into because the side was struggling, but you can't pick and choose. I thought I handled it well and brought a lot of movement into the game."

"I wasn't nervous really, I'm not that type of bloke. It all happened so quickly anyway you haven't got time for things like that. I had worked 15 years for this opportunity and I was determined to enjoy it. "Now I'm hopeful that I shall be called up for the game against Northern Ireland next month."

If he continues the form he showed on his return from Stockholm — scoring a hat-trick at Loftus Road — then there will be no doubt. "That was great for me my first in the League," smiles the little goal machine.



JUNIOR HAMMERS

Sponsors: TATE & LYLE SUGARS



Joint Presidents: Trevor Brooking M.B.E., Eddie Chapman • Organisers: BILL ELLIOTT, J.P.

Our membership is 1,625 at the time of writing these notes, and I suppose by the time we welcome the Junior Hatters it will have reached a higher figure. I received a good response to my quiz in the Liverpool programme and the winners are (all correct answers): Philip REITH, William REITH, Richard WARDLEY, Stephanie EAST and Trevor EAST; (one answer wrong) Nicola HOPKINS. Everyone will receive a prize!

You will all be receiving your News Letters in a few days time — don't forget to make a note of the dates of our meetings, and in particular your age group 11 to 16 years — on Thursday 23rd October in the Long Room in the Lower West Stand at 7.00 p.m. sharp. YOU MUST BRING YOUR UP-TO-DATE Membership Card — you will not be admitted without it. Make first year of membership; up to your 16th birthday.

The money collected for our sponsored walk/run in aid of The Ray Hospital, Romford is now over £1,200, and recently I have received donations from the LONDON NEWHAM LIONS CLUB and Martin CEARNS. Ray Stewart said the TARGET of £12,000 has nearly been reached, but if you, or any of your friends, or parents, would like to make a donation, just send me a cheque made payable to "The Ray Stewart Appeal". DON'T PUT OFF UNTIL TOMORROW WHAT YOU CAN DO TODAY!

The Junior Hammers parading the pitch today in our exclusive Club Track Suits are — Stuart HENDERSON, Robert HAMILTON, Teresa HOWELL, Paula BURGESS, Joanne HULKES, and Barry HAYNES.

If you would like to purchase one of our Track Suits — just telephone me on 01-472 1973 on Sunday mornings (10.00 a.m.-12 noon) or your friends would like to join our Club. Application forms may also be obtained from the Hammers Shop or the Ticket Office during week-days.

Don't forget, the book "WHO'S WHO AT WEST HAM F.C. — 1906-1986" may be purchased by Junior Hammers at the SPECIAL REDUCED PRICE OF £6.00 from my office — ideal for presents on

birthdays and at Christmas — this book really has a wealth of information about the Hammers — the best of its kind!

Our sponsors, Tate & Lyle Sugars have told me they will sponsor our Club for the next three years — this really is marvellous news, for I know they have had to make serious cutbacks in other forms of sponsorship. My grateful thanks to Tate & Lyle Sugars on behalf of all the Junior Hammers and their parents, and the Board of Directors of West Ham F.C.

Don't forget, if you have any items of news about yourself — at sport or work at school — just drop me a line and who knows, it might be worth while putting something in my column!

ENJOY THE GAME TODAY,
BILL ELLIOTT.

PS If you have changed your address, please let me know, don't forget your CODE.



Some of the Junior Hammers who took part in the Sponsored Walk/Run at Chadwell Heath.

MATCH REVIEW

by JACK HELLJAR

THE EMPIRE STRIKES BACK!



There are days in football when a team doesn't play too well, but still emerges from the game with some reward.

Alternatively, there are occasions when things go very wrong after a good start; the match here a fortnight ago was one of them. We stormed at Liverpool in the opening exchanges and were a goal up in the 10th minute — albeit that it was through another Ray Stewart conversion of a spot-kick.

Only a few minutes later misfortune again frowned upon the Merseysiders as Alan Hansen was injured; they reshuffled their team, manager Kenny Dalglish came on as sub and a change of formation led to a success that might never have happened but for the loss of the defender.

Midway through the half the visitors gained parity, and then took the lead as we wilted somewhat under pressure. A palpable error by the opposing 'keeper gave Tony Cottee the opportunity to show his worth by converting a half-chance and make it two apiece.

Alas, that was the conclusion of our happiness for the afternoon. From thence onwards it was more-or-less Liverpool all the way; the enduring championship contenders proved that the Anfield Empire still remains a very viable threat to the other 21 First Division clubs, and can strike back like the proverbial viper. However, they had more than their share of luck, and a couple of their goals were aided by deflections off a defender. Nevertheless, the 'Pool were ever-ready to take their chances, and as such deserved commendation.

For our part we could not unduly complain, as at the end of the afternoon our match analysis came to the conclusion that it was the chances with which we presented the opposition that brought about our eventual downfall.

The final goal of Liverpool's five only served to rub salt into the wounds; but Dalglish was patently happy that his second counter of the match provided proof that his side will again be strong contenders for honours this season.

London Derbies Galore

With seven sides from the metropolis in this season's First Division, nearly one-third of our fixtures will be "local derbies".

It has been claimed that this will affect the championship chances of the London septet, and it will certainly be interesting to add up the statistics at the end of the season.

We had our first venture into the London scene at Loftus Road last Saturday against Queens Park Rangers, and proved an exception to the forecast that inter-mural meetings of London clubs will often end on level terms.

In weather that was more appalling than expected, we went into a two-nil lead at the end of 10 minutes' play. QPR never recovered, for although they netted twice in the second half to our once, their goal five minutes from time merely served to make the score-line read better for Rangers' fans.

Strangely, the first goal for the homesters again came from a deflection. Ours were somewhat of a mixture, but all were credited to Tony Cottee for his first League hat-trick.

Tony revelled in the conditions, and Rangers never found the answer to his first-time methods. A sixth-minute free-kick fooled the defensive wall; the second owed much to the skill

of Frank McAvennie's spade-work on the right flank; and the third (10 minutes before the final whistle) settled the issue as McAvennie helped to provide another opening for his partner. It rounded off a happy week for Tony, who gained his first full cap on the previous Wednesday against Sweden.

With Alan Devonshire injured and Mark Ward under suspension we had some enforced changes in the line-up. Steve Walford and Kevin Keen were the replacements; this was Steve's first League appearance of the season.

It was an extra-special occasion for Kevin, although he had made his League debut on the previous Saturday as a substitute; his father — ex-QPR player Mike Keen — made certain that he could see his son play in the arena where Mike had appeared so often (though not on the present-day plastic surface!). Kevin emerged with flying colours and a match bonus (Tony Cottee also got the match-ball!).

After two home defeats it was a pleasing thought that our team could recover so well; but as the two clubs who have so far beaten us (Forest and Liverpool) now head the table, our other performances bear favourable comparison.

TONY'S FIRST LEAGUE HAT-TRICK

1. The opener at QPR from a free-kick.
2. Goal no. 2 squeezed in from a tight angle.
3. Rangers are down and out as Tony shoots no. 3

Pictures by Steve Bacon "Newham Recorder"

MATCH FACTS

Football League Division One

6-9-86
WEST HAM UNITED (1) 2 LIVERPOOL (1) 5
 Hammers: Parkes; Stewart, Parris, Gale, Martin (capt.), Pike (Keen 75), Ward, McAvennie, Dickens, Cottee, Orr.
 Scorers: Stewart (pen 8), Cottee 60.
 Liverpool: Hooper; Venison, Beglin, Gillespie, Whelan, Hansen (capt. — Dalglish 16), Macdonald, Johnston, Rush, Lawrenson, McMahon.
 Scorers: Whelan, Johnston, Dalglish 2, Rush.
 Att: 29,807. Ref: John Martin.

13-9-86
QUEENS PARK RANGERS (0) 2 WEST HAM UNITED (2) 3
 Rangers: Seaman; Neill, Dawes, Allen M., McDonald, Chivers, Lee, James, Rosenior, Byrne, Fereday (Robinson 75).
 Scorers: James, Byrne.
 Hammers: Parkes; Stewart, Parris, Gale, Martin (capt.), Walford, Keen, McAvennie, Dickens, Cottee, Orr. Sub: Pike.
 Scorer: Cottee 6, 11, 80.
 Att: 19,257. Ref: B. T. Stevens.

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IN RESERVE

Football Combination

There are four Reserve team games upon which we can comment, but that against Oxford United at the Manor Ground last Wednesday is held over until our next issue.

So far we remain unbeaten, with eight points from three games, and therefore are in a handy situation to progress with the objective of repeating last season's championship success.

The second match of the current campaign was against Millwall at The Den on Wednesday 3 September. It was a blustery afternoon and ball-control was not easy, but overall the exchanges were interesting despite the scarcity of goals. Paul Goddard got the only one of the match about 15 minutes before the interval; so we collected both points — and just about deserved them in a contest where the Lions put up a good show.

Our original opening game of the season was against Queens Park Rangers at Shepherds Bush; but it had to be deferred until September 6, as the West Londoners had injury problems which necessitated them asking for a postponement. As events turned out it made little difference, despite the fact that they had subsequently won two games and scored eight goals without conceding any.

We put a big dent in that record by winning six-nil on the plastic surface at Loftus Road. Our goals came in a trio of successive pairs from Paul McMenemy, Paul Ince and Greg Campbell; the final count of six-nil pretty well summed up the 90 minutes. It was only two-nil at half-time, but QPR really collapsed in the second half. Andrew Pearson played his first full game in the Reserves and Tshakedi Rose made his Combination debut by substituting for the concluding eight minutes.

The visit of Spurs on Upton Park on the following Wednesday promised to be a cracker, as both teams had won their three opening fixtures. On this occasion promises were fulfilled, and there was an excellent afternoon's entertainment.

Goalless draws are so often dull and uninteresting, but this one was an exception to the rule. Each XI was pretty strong on

FOCUS ON YOUTH

paper, with the programme-listed Spurs line-up including Danny Thomas, Ossie Ardiles, Paul Miller and Paul Allen to provide a base of League experience; against that we included seven who had appeared in the top bracket, and in the end they cancelled each other out. Both sides had a penalty-kick saved. Ours came after the interval, when we had more of an edge than in the opening 45 minutes.

So each club retained its unbeaten record after winning their opening three matches.

Middle-of-the-table Fulham were last Saturday's visitors to Upton Park and surprised us by securing a point. An own-goal after 10 minutes put them one down at the interval, but the Cottagers equalised soon after the resumption. The youthful visiting XI covered well, got a lot of people quickly behind the ball and defied our efforts to crack them; they merited their point with an energetic performance.

Young Andrew Pearson made his second Combination appearance.

MATCH FACTS

3.9.86
MILLWALL (0) 0
WEST HAM UNITED (1) 1
Hammers: McAlister; Potts, Strain, Bonds, Hilton, Ince, Mayes, Goddard, Campbell, McMenemy, Pike. Sub: Livett.
Scorer: Goddard 30

6.9.86
QPR (0) 0
WEST HAM UNITED (2) 6
Hammers: McAlister; Potts, Strain, Bonds, Hilton, Ince, Livett (Rose 82), Campbell, McMenemy, Mayes, Pearson.
Scorers: Campbell 2, Ince 2, McMenemy 2.

10.9.86
WEST HAM UNITED 0
TOTTENHAM HOTSPUR 0
Hammers: McAlister; Potts, Walford, Bonds, Hilton, Ince, McMenemy, Goddard, Campbell, Mayes, Pike. Sub: Livett.

13.9.88
WEST HAM UNITED (1) 1
FULHAM (0) 1
Hammers: McAlister; Pearson, Strain, Bonds, Potts, Livett, Ince, Goddard, Campbell (Harwood 75), McMenemy, Mayes.
Scorer: Own goal.

South East Counties League

Since the South East Counties League was formed we cannot recall a series of results such as recorded at the start of this season.

No less than 38 goals were netted in the opening five fixtures — 20 to us and 18 to the opposition. It would indicate that although the Hammers can score freely, defensively we had an apparent need for strengthening; the indications certainly have a foundation in fact.

Our previous reports covered the three opening games. Here is a review of the next three.

A mid-week fixture v Southend United at Chadwell Heath on Sept 3 added five names to our scorers' list: Paul Kelly (with two goals), Chris Harwood, Tshakedi Rose, Stuart Slater and Simon Livett (from a free-kick) with one apiece. We took an early lead and went two up, but the Shrimpers levelled the count by half-time. It was very different after the interval, and we ran the count to 6-2 before the finish.

Our visit to Portsmouth three days later began with a shock goal against us after 10 seconds, but we recovered and retaliated to equalise through Adam King following a corner-kick. Pompey then took control, and built up a 3-1 margin before Chris Harwood collected a through pass and rounded the 'keeper to put us back in the game with a cleverly-worked goal. There was every prospect of the Hammers equalising, but it was the Blues who found the net with less than a minute left on the clock to win 4-2. We tried out some new youngsters, including Wayne Roff; goalkeeper Lee Bracey was one of our subs due to a shortage of outfield players, and he came very close to getting among the goalscorers.

We had a home match v Fulham last Saturday and kept a clean sheet for the first time this season. Tony Macklin (a schoolboy signing from Tilbury) celebrated his debut with a 25-yard shot and Stuart Slater made it two for us before half-time. Slater had a hand in the third and deciding goal, as after good work down the left flank he headed on for Wayne Roff to score. Paul Charles (from the Upton Park area) came on as a second-half sub.

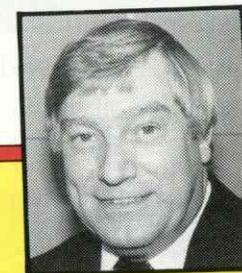
MATCH FACTS

South East Counties League Division One
3.9.86
WEST HAM UNITED (2) 6
SOUTHEND UNITED (2) 2
Hammers: Bracey; Corr (Knibbs), Pearson, Rose, O'Brien, Humphries, Livett, Kelly, King, Slater, Harwood.
Scorers: Kelly 2, Harwood, Livett, Rose, Slater.

6.9.86
PORTSMOUTH (2) 4
WEST HAM UNITED (1) 2
Hammers: Reeves; Humphries, O'Brien, Roff (Bracey), Corr (Pask), Knibbs, Kelly, Harwood, Slater, King, Powell.
Scorers: Harwood, King.

13.9.86
WEST HAM UNITED (2) 3
FULHAM (0) 0
Hammers: Bracey; Pask, O'Brien, Humphries, Knibbs, Rose, Kelly, Macklin, Slater, King (Roff 46), Powell (Charles 46).
Scorers: Macklin, Roff, Slater.

Commercial News



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Over the past seven years a number of large and small companies have scored at Upton Park. More business is done on a Saturday afternoon or a match evening in the excellent surroundings of our executive lounge or one of the private function rooms.

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If you would like more information on how to score at Upton Park with your business, then contact me, Brian Blower, on 01-472 5756.

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Making business a pleasure is a boast that West Ham United can confidently make. Avco Trust, H.W. Stone, Weetabix and many leading national and local companies have used our facilities to combine business with pleasure.

We have now put together exclusive packages which will be introduced at the West Ham United v Chelsea game. You will be able to entertain a group of people and gain programme advertising; gifts for all your guests; PA announcement, plus a tour of the ground, food and drink, at an extremely reasonable price.

Why not use the facilities that we have to offer to make business a pleasure and also an afternoon of entertainment. For further information contact 01-472 5756.

SHEFFIELD WEDNESDAY v WEST HAM UNITED 27.9.86

For this game, British Rail have organised the following rail travel: departing St Pancras 10.44 a.m. arrive Wadsley Bridge 13.57 p.m. — depart 17.05 p.m. arrive back St Pancras 20.21 p.m. — return fare £11.50 bookable from Upton Park.

HAMMERS AND BRITISH RAIL

Last season we discontinued our Travel Club but after requests from supporters and British Rail we have made available a facility for supporters to buy British Rail tickets at concessionary rates from the Portakabins situated on the forecourt of this ground.

I do emphasise that this is not travel operated by West Ham United F.C., but a service offered for and on behalf of British Rail. We are selling rail tickets as an agent for your convenience. For further information on rail tickets, contact 01-472 7352.

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Off The Record

Thanks to those of you who have sent in ideas with regard to pre-match entertainment on the PA system. A player's five favourite records; suggested by Richard Enever of Ingatestone, is something I hope to introduce, but I doubt whether the players themselves could come on the PA — they're rather busy prior to kick-off! I refute the suggestion from A. Clark of Dagenham that I am biased towards my employees (the broadcasting institution you all know and love) by playing the theme from Big Deal and Anita Dobson's Anyone Can Fall In Love. The latter was a chart hit, and I have also played themes from ITV's World Cup coverage and Auf Wiederseh'n Pet — so there! I admit a liking for TV themes but try to keep a balance. However, I can see the theme from the brilliant Howard's Way creeping onto the turntable very soon!

I have had a request for more Glenn Miller type music — I will gladly vary the type of music played if you let me know what you want to hear. Chart records seem to me to be more suitable at a football match!

All correspondence to: Ian Crocker, c/o Commercial Department, West Ham United Football Club, Green Street, London E13 9AZ.

IAN CROCKER

ALL RECORDS PLAYED AT UPTON PARK BY COURTESY OF OUR PRICE — HIGH STREET NORTH, EAST HAM.

Referee: John Deakin

Linesmen: J. H. Parker "Red Trim"
R. L. Tye "Yellow Trim"

Match Mascots

TODAY'S MASCOT

Today, we welcome, Roy Terrance Clarke, of Folkestone Road, East Ham, London, E.6. as our Matchday Mascot. Roy is aged 14 years and attends Langdon School. His hobbies are football and snooker. His favourite player is Alvin Martin and his favourite team is West Ham United. Roy regularly attends Upton Park with his aunt, Joyce Evans. We take this opportunity of wishing Roy and family a memorable afternoon with us.



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VOUCHER No.4

WEST HAM UNITED

1 PHIL PARKES

An ever-present last season Phil made his 800th senior appearance at Loftus Road on Saturday.

2 RAY STEWART

Steps out for his 285th League game this afternoon. Started his career with Dundee United.

3 GEORGE PARRIS

Last Saturday was only George's 30th full League game, although he has made three additional appearances as a sub. Moved into midfield to cover for the injured Alan Devonshire.

4 TONY GALE

Former Fulham defender will be making his 85th appearance in a West Ham shirt this afternoon.

5 ALVIN MARTIN (Capt.)

Made his 290th League appearance against Liverpool on September 6th. Scored four goals last season.

6 STEVE WALFORD

Made his first appearance of the season at Queens Park Rangers when he came in for the injured Alan Devonshire, playing at full back.

7 KEVIN KEEN

Made his League debut against Liverpool when he came on as a sub. Had his first full game at Loftus Road where his father used to star. Still only 18.

8 FRANK McAVENNIE

Leading scorer last season and has three goals to his name this season.

9 ALAN DICKENS

Makes his 97th League appearance this afternoon. Was 18 when he made his debut at Notts County in December 1983.

10 TONY COTTEE

Won his first full England cap against Sweden when he came on as a substitute. Then fired his first hat-trick in the League against QPR last Saturday.

11 NEIL ORR

Makes his 130th Football League appearance this afternoon. Joined the Hammers from Morton in January 1982.

12

LUTON TOWN

1 LES SEALEY

Comes from Bethnal Green and is the cousin of Alan Sealey, who scored 22 goals in 107 League games for the Hammers between 1961 and 1967.

2 TIM BREACKER

Powerful defender with an England Under-21 pedigree. Missed Luton's games v Chelsea and Arsenal through injury.

3 ROB JOHNSON

Can play in either full back position or in midfield. Has been at Luton since 1979 as an apprentice and played on loan for Lincoln in 1983-84.

4 PETER NICHOLAS

Was on duty for Wales in the European Championship game in Finland last week. Former Crystal Palace and Arsenal midfielder. Strong tackler.

5 STEVE FOSTER (Capt.)

Former England and Brighton strong man. Commanding defender in the air, is also dangerous at set pieces in attack.

6 MAL DONAGHY

Was Northern Ireland's outstanding player in the World Cup Finals in Mexico. Chelsea made a bid to secure his services on his return but he has stayed loyal to the Hatters.

7 RICKY HILL

Celebrated his Testimonial last year having been 10 years at Luton. England international.

8 BRIAN STEIN

Has been given a more withdrawn role in the Luton system and has exploited the space with four League goals already this season.

9 MIKE NEWELL

Scouse-born striker who is proving an adequate replacement for the injured Mick Harford. Scored twice in the 3-1 win at Chelsea.

10 ROBERT WILSON

Has adapted to First Division football well following his close-season transfer from Millwall. Previously with Fulham. Age: 25.

11 EMEKA NWAJIABI

An unpredictable player who can be devastating on his day. Has skill, pace and balance and a thunderous shot.

12