

HAMMER

OFFICIAL PROGRAMME OF
WEST HAM UNITED F.C



VERSUS

**LUTON
TOWN**

FOOTBALL LEAGUE

First Division

Monday

19 August 1974

at 7.30 p.m.

1974-75

Programme : SEVENPENCE

WEST HAM UNITED F.C.

BOLEYN GROUND, GREEN STREET, UPTON PARK, LONDON, E.13

Directors:

REG. H. PRATT (*Chairman*)
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(*Vice-Chairman*)
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Manager: RON GREENWOOD

Secretary: EDDIE CHAPMAN

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W. ALEXANDER LAW, Esq.,
O.B.E., M.D., F.R.C.S.

Medical Officer:

Dr. J. C. BELL, M.B., CH.B.

European Cup Winners Cup:

Winners 1964-5 Semi-Finalists 1965-6

Football Association Cup:

Winners 1963-4 Runners-up 1922-3
Semi-Finalists 1932-3

Football League (Div. II):

Winners 1957-8 Runners-up 1922-3

Football League Cup:

Runners-up 1965-6
Semi-Finalists 1963-4 1966-7 1971-2

F.A. Charity Shield:

Joint Holders 1964

Football Association Youth Cup:

Winners 1962-3
Runners-up 1956-7 1958-9
Semi-Finalists 1952-3

HAMMER

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West Ham United

- 1 Mervyn Day
- 2 Keith Coleman
- 3 Frank Lampard
- 4 Billy Bonds (capt.)
- 5 Tommy Taylor
- 6 John McDowell
- 7 Pat Holland
- 8 Graham Paddon
- 9 Bobby Gould
- 10 Trevor Brooking
- 11 Clyde Best
- 12

Luton Town

- 1 Graham Horn
- 2 Don Shanks
- 3 Bobby Thomson (capt)
- 4 Peter Anderson
- 5 Steve Litt
- 6 Alan Garner
- 7 Jimmy Ryan
- 8 Jimmy Husband
- 9 Barry Butlin
- 10 Alan West
- 11 Gordon Hindson
- 12

ANY CHANGES AND SUBSTITUTES WILL BE ANNOUNCED

SCORERS

.....
.....
.....

Referee: R. B. KIRKPATRICK (Leicester)

Linesman (Red Flag):

K. D. GUILDER (Crawley, Sussex)

Linesman (Orange Flag):

D. V. REEVES (Uxbridge, Middx.)

TONIGHT'S REFEREE

Mr. ROGER BRIAN KIRKPATRICK began refereeing in 1949 with schools soccer, progressing to the Leicestershire Senior League and the Southern League (in which he refereed for 10 years). He was appointed as a Football League linesman in 1964, and promoted to referee after two years.

He officiated as referee in the F.A. Youth Cup Final of 1973.

Married, with two sons, he is managing director of a hosiery company. He served with the Fleet Air Arm.

Mr. Kirkpatrick also plays squash, golf and five-a-side football. He is President of the Leicestershire Saturday Teens League.

Saturday 24 August 3 p.m.

EVERTON

Football League : Div. I

Tuesday 27 August 7.30 p.m.

LUTON TOWN Res.

Football Combination

Saturday 31 August 3 p.m.

SOUTHAMPTON Res.

Football Combination

HAMMER Editorial

It has been traditional that the programme for our first home League match of a new season should discuss our prospects.

However, the Texaco Cup and last Saturday's League engagement at Maine Road have already provided a four-match preview, so comments must now take these into perspective.

Nevertheless, as less than four calendar months have elapsed between our last League fixture of 1973-74 and the first of 1974-75, it is not difficult to recall the excellent results we obtained from New Year's Day onwards. These were comparable with teams which finished in the highest positions, but even so they only proved sufficient to retain Division I status by the closest-possible margin.

This underlined the very poor returns from the opening twenty-four matches, which produced but a dozen points—an average which, had it been maintained, would have made relegation a certainty even under the old system of "two down." In itself, this was a considerable disappointment, as by early January our hopes of winning major honours had disappeared. A speedy F.A. Cup dismissal confirmed that 1973-74 would not be the triumphant season freely forecast in some quarters.

Fortunately we succeeded in pulling out of the dive to disaster, and eventually made a safe landing. Nevertheless, it was a close thing, and as events turned out the point we gained at Southampton on Easter Monday made the vital difference in the final table. Had the Saints won that game it would have been us instead of them for the Second Division.

The full implications of "three-down" were made very clear in those concluding weeks, and we have no wish to experience a repetition of that anxiety.

However, if we can take up where we left off in First Division competition last April, there would be good reason for renewed confidence.

That our fans have this opinion was indicated by last season's attendances, which compared very favourably with the majority of those in a similar situation. The loyalty of our followers has been greatly admired by neutral observers, and their patience in adversity merits its reward. During recent years we have not been able to repeat successes such as those of 1964 and 1965, and a couple of League Cup Semi-Finals have been the nearest approach to getting our name inscribed on a major trophy.

The attainment of a high position in the First Division or a Cup Final victory would put us back into Europe after an interval of ten years. Our brief two-years' experience of European competition showed that our fans were prepared to follow the fortunes of their team across the Continent, and our stylish soccer earned universal approbation for the Hammers from opponents, onlookers and commentators alike.

A return to those more halcyon days would be extremely welcome, and we sincerely hope that it will be forthcoming. The opportunity is there, but it will have to be worked for and given the necessary encouragement. It now only remains to be seen whether the hopes and promises of the future can become a reality.



1973-74 FINALE

Ray Clemence of Liverpool foils Pat Holland in the concluding match of the season at Upton Park last April.

Photo: Arthur Wilson, "Southend Evening Echo"

League Cup

The First Round of the Football League Cup is being played during this week. The Second Round ties take place during the **week commencing** Monday 9 Sept.; the draw will be made on Thursday next.

We therefore hope to make an announcement regarding ticket distribution to Season Ticket holders through the p.a. system at next Saturday's League match v Everton.

Receipts Note

Although the Texaco organisation provides cash awards for the clubs competing in their Cup competition, we consider that the attention of the public should be drawn to the method of distribution of gate receipts at the Group matches.

These are subject to the F.A. regulations affecting all pre-season fixtures, insofar that **after the deduction of V.A.T. and match expenses**, 25% of the remaining money must be passed on to the relevant County Associations of the competing clubs, and 10% must be allocated to the Football Association for the furtherance of Youth football. The balance after these four deductions is then shared equally between the two clubs concerned in each fixture.

What therefore at first sight may appear to be an extremely lucrative source of income to the clubs is appreciably reduced, although it necessarily follows that as the subsequent rounds are played during the normal season the deductions in respect of County F.A.'s and the Football Association are not applicable. It is then that the survivors of the preliminaries begin to obtain fuller benefit from the Texaco Cup.

Staff Changes

There has been a re-arrangement of coaching duties among our "back-room staff." **Bill Lansdowne** has taken over as Reserve Team coach from **Ernie Gregory**, who now has other duties including watching future opposition, etc. The resultant vacancy with the Youth Section is filled by **Ron Boyce**, who will be available to play for the Reserve Team when required.

Internationals

Three Hammers added to their list of international appearances during the summer, and a fourth made his debut in an England jersey.

At senior level **Trevor Brooking** gained four further caps to place beside the one he earned against Portugal on April 3. Although not selected during the Home International Tournament he made his first Wembley appearance v Argentina, and followed this with three games during the European tour under the management of Joe Mercer. These were against East Germany, Bulgaria and Yugoslavia.

John McDowell and **Tommy Taylor** each made three further appearances during the Under-23 European tour, playing against Turkey, Yugoslavia and France. They were joined in the last two games by **Mervyn Day**, who made a notable contribution to the success of the England squad.

Departures

There have been four "transfers out" during the summer, although only two were of players with First Team experience.

The most notable was the departure of **Bryan Robson**, who joined us on 22 Feb. 1971 from Newcastle United. His most successful season at Upton Park was 1972-73, when he led the

First Division scorers with 28 goals from an ever-present record in 42 games. Bryan missed several games through injury last season, and a change of rôle also affected his scoring opportunities. However, his seven goals in 22 League matches made his total for us up to 47 in 120 appearances, whilst he also netted six times in 19 Cup games with the Hammers. The transfer-fee was a record for his new club—Sunderland.

Clive Charles had a spell "on loan" to Cardiff City towards the end of last season, and the Bluebirds' manager—ex-Hammer **Jimmy Andrews**—was so pleased with Clive's performances that he put through a permanent transfer. Clive had been at Upton Park for six years since signing as an apprentice, gaining three England Youth caps before making his League debut in March 1972. He made a total of one Cup and 14 League appearances in our First XI.

Two other players were granted free transfers. **Gary Oates** (who signed apprentice pro on 5 April 1971) made 14 Reserve Team appearances last season; and **Steven Pope** (an addition to our staff from Torquay last September) also played 28 times in the Football Combination.

We extend good wishes to all with their new clubs.

Minutemen

Ade Coker and **Alan Wooler** have spent the summer in the U.S.A. playing for Boston Minutemen in the North American Soccer League. The Minutemen are at present leading the four-team Northern Section of the competition (New York, Rochester and Toronto are their rivals), and hope to reach the play-offs against the three winners of the remaining Sections. In consequence, we have granted them permission to remain with Boston until the situation is resolved, so they have missed our opening fixtures.

Anti-Hooliganism

During the close-season various structural changes have taken place on the Boleyn Ground, among these being erection of additional barriers.

Some of these are safety precautions, installed in conjunction with recommendations by the national committee which investigated the methods of crowd-management, etc., which have demanded increasing attention during recent years.

It is also hoped that these barriers will make the task of the police easier in preventing irresponsible persons from encroaching upon the pitch during and after matches. This presented several clubs with problems during last season, and we are hopeful that with the co-operation of all concerned the football-hooligans will be kept in check as far as possible on our ground.

Programme Kiosks

We are pleased to say that our new programme kiosks are providing an improved service to patrons.

There are two each in the main forecourt and the upper terrace of the West Stand. We had some initial difficulties, but these are being overcome, and it is now possible for patrons who use these entrances to obtain their copy of *Hammer* with increased facility.

● It will be appreciated if patrons could have the EXACT money ready when purchasing. This will speed up the service.

Hammers Shops OVER 100 ITEMS

The Sales Service Shop is near the West Stand turnstiles. Open daily (except Tuesday) from 11 a.m. to 1 p.m. and all match-days.

News of Ex-Hammers

The close-season has brought with it several changes in the administrative side of soccer, and a number of ex-Hammers have been involved in these. For the benefit of our fans, here are a few which have come to our notice.

CHANGES AT CHARLTON

Andy Nelson has taken over as manager of Charlton Athletic, after occupying a similar position with Gillingham F.C. His assistant-coach at The Valley will be another ex-Hammer, former goalkeeper **Peter Shearing**.

BOURNEMOUTH BOSS

The departure of several personnel from Dean Court has left the way open for the appointment of **Trevor Hartley** as manager of A.F.C. Bournemouth, and he will be endeavouring to lead the Cherries into the Second Division after near-misses by the Southerners during recent seasons.

SKIPPER TONY

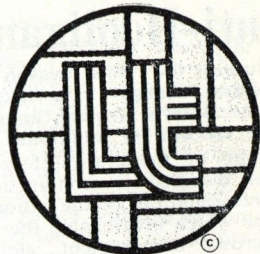
Former Hammers' youth amateur **Tony Martin** has spent several weeks in the Far East, skipping the Middlesex Wanderers team which had a successful tour in Japan and South Korea. Tony is on the books of Luton Town, but played for Hitchin in the Isthmian League last season after skipping Loughborough College and British Universities teams; he has played in several representative games, and has been on the verge of amateur international recognition.

CANARIES' MOVES

Ex-Hammer **John Bond**, now manager of Norwich City, has been involved in moves of two of his former Upton Park colleagues. **John Sissons** has left the Canaries to become a Chelsea player, and **Harry Redknapp** is the subject of an "on trial" period from Bournemouth.

LUTON TOWN

Although this is the second occasion during the past fortnight that we have played against Luton Town at Upton Park, it is our first opportunity of welcoming them in the official programme of West Ham United, the brochure for the Texaco Cup competition being rather more impersonal.



A glance at the records of our previous First Team competitive meetings shows that it is about 15 years since the Hatters visited us for a First Division fixture, although we did have the pleasure of their company here for an F.A. Cup tie in 1972.

For those who recall the immediate post-World War II seasons the name of Luton Town is a familiar one, as they were regular Second Division opponents from 1937-8 until 1954-55 (including the war-time meetings in regional competitions). Subsequently they had two seasons with us in the First Division.

Several names of that era come to mind, among them Dally Duncan who was succeeded as manager by Syd Owen (centre-half in the 1959 FA Cup Final team).

In addition to those, there have been several links between Hatters and Hammers in the transfer-market, with a number of players wearing our respective colours at various times. Furthermore it is an ex-West Ham United player who is now President of Luton Town FC, and we shall have especial pleasure in greeting Tommy Hodgson this evening. Tommy was with us as a player from 1922 to 1930, after which he transferred to the Hatters and became their skipper.

About 40 years before that whilst the Hammers were still in the embryo stage as Thames Ironworks F.C., Luton Town were among the clubs that our predecessors met in matches at various levels.

The official history of Luton Town contains, like those of most clubs, a

record of ups-and-downs of soccer. To many it comes as a surprise to read that they were members of the Second Division of the Football League from 1897 until 1900, when they reverted to the Southern League until regaining Football League status in 1920.

The Town club was formed in 1885, and became the first Southern organisation to pay wages to its players. In 1890, three players each received five shillings per week, but in the following season every player got half-a-crown plus sixpence for away games and an allowance for loss of working-time!

For long-serving Club secretary Bob Redhead, the re-entry of Luton Town to the First Division means a lot of additional work. However, this will cause no heart-burnings for one of a most enthusiastic band of workers who have contributed much to the success of the Bedfordshire club.

This is reflected in the ancillary services available to its fans, among which a sports shop, Sports Centre and the Hatters Club demand especial mention.

Luton Town's reaction to the regaining of First Division status has been confident but modest, and the words of director Eric Morecambe

during a recent TV interview are worth noting. When asked his views on the prospects for this season, he replied: "We shall be happy if we can stay there at the end, after which we can think further about the future." A nice approach to what can be a chastening experience if over-confidence is allowed to run rife!

Team colours

Included in Luton Town's history is mention of the colours used since the club's inception. These were in turn: (i) navy blue and pink halves with caps to match; (ii) cochineal (when they entered the Football League); (iii) sky blue shirts with white shorts (in 1900); (iv) white shirts, black shorts (1920); (v) orange shirts, navy and white vertical stripes down the left-hand side, navy shorts, orange stockings (last season).

This latest strip is a most attractive one in the modern style.

LAST SEASON'S RECORD

League position: Div. II runners-up

	W	D	L	F	A	Pts
Home ...	12	5	4	42	25	29
Away ...	7	7	7	22	26	21
	19	12	11	64	51	50

OUR PREVIOUS MEETINGS

(Hammers' scores first)

DIV. II	H	A	DIV. I	H	A
1937-38 ...	0-0	2-2	1958-59 ...	0-0	1-4
1938-39 ...	0-1	2-1	1959-60 ...	3-1	1-3
1946-47 ...	2-1	1-2			
1947-48 ...	0-0	0-0	F.A. CUP		
1948-49 ...	0-1	1-0	1935-36 ...	2-2	0-4
1949-50 ...	0-0	2-2	(Third Round)		
1950-51 ...	2-1	1-1	1948-49 ...	—	1-3
1951-52 ...	3-0	1-6	(Third Round)		
1952-53 ...	0-1	0-0	1971-72 ...	2-1	—
1953-54 ...	1-0	1-3	(Third Round)		
1954-55 ...	2-1	0-2			

SUMMARY

	W	D	L	Goals
League: Home ...	6	4	3	13 - 7
Away ...	2	5	6	13 - 26
F.A. Cup: Home ...	1	1	0	4 - 3
Away ...	0	0	2	1 - 7
	9	10	11	31 - 43

Luton Town manager **Harry Haslam** chats to three of his players during a pre-season work-out for their return to the First Division

Photo: Arthur Wilson. "Southend Evening Echo"



Hatters' Squad

ADRIAN ALSTON. A star of the Australian World Cup team, who created a fine impression upon TV viewers in the series in West Germany this summer. Luton signed him for £12,000 in face of competition from several clubs at home and on the Continent. He was with Preston North End before emigrating to Australia about six years ago.

PETER ANDERSON. Born at Hendon, and played for the local Isthmian League club. Signed pro for Luton, making his League debut for them in Feb. 1970. Hatters' second-highest scorer with 14 League goals last season.

JOHN ASTON. Born in Manchester, he is the son of a famous father who played for Manchester United and England. "Young John" also became a star at Old Trafford, playing in the European Cup-winning side of 1968 v Benfica. A broken leg limited his appearances after that, but he joined the Hatters two seasons ago for £30,000 and had a big hand in the promotion run.

BARRY BUTLIN. Born at Roslington. Formerly with Notts County for whom he scored 13 goals in 31 League games, he then joined Derby County. Had four senior appearances for the Rams, before transferring at a club record fee of £50,000 to Luton in Nov. 1972. Despite missing several games through injury, he was Hatters' top scorer last season with 17 goals.

JOHN FAULKNER. Born at Orpington. Played pivot in the Sutton United side, moving from the Isthmian Leaguers to sign pro for Leeds United. Injuries limited him to a couple of appearances with the Yorkshire club, but since transferring to the Hatters in 1971 he has become a regular in the side.

ALAN GARNER. Born at Lambeth. Became a pro with Millwall, but after only two League games for the Lions he joined Luton on a free transfer three seasons ago. Ever-present in the promotion XI last season.

GORDON HINDSON. Born at Durham. Signed for Newcastle United, but had only seven games in their League side before transferring to Luton a couple of seasons ago.

GRAHAM HORN. A Londoner. Signed pro for Arsenal, winning an F.A. Youth Cup winners medal and England Youth caps. Did not play in Gunners' League side, but had 22 senior appearances for Portsmouth on loan. Transferred to Luton Town for £20,000, making his League debut for them v Millwall on 26 Feb. 1973.

JIMMY HUSBAND. Born at Newcastle-upon-Tyne. Hammers' fans know him as a former Everton player, who made nearly 200 appearances for the Goodison Park club before transferring to the Hatters midway through last season at £80,000. An England Under-23 international on five occasions.

STEVE LITT. Born at Keswick, Cumberland. Although a pro with Blackpool, he did not make any League appearances whilst with the Seaside. This is his second season with the Hatters, for whom he played twice in the First XI last season.

JIM RYAN. Born at Stirling. Came south of the border to join Manchester United, making 21 appearances in their League side before transferring to Luton at a £20,000 fee four seasons ago. Has over a century of appearances for the Hatters, and netted eleven goals last season.

JOHN RYAN. A Londoner. Previously with Arsenal, he did not make his League debut until after transferring to Fulham. Had 45 senior games for the Cottagers in a three-year spell before moving to his present club, for whom he has made over 200 appearances. Kent Amateur golf champion in 1972.

DON SHANKS. A Londoner. Formerly with Fulham, he was a Youth international. Spent the summer playing and coaching in Australia; helps with a boys' team in London during his off-duty time.

BOBBY THOMSON. Born at Smethwick. During his 277 League appearances for Wolves he was capped 15 times for England Under-23 and eight times for the full international side. Moved to Birmingham City and played 63 times in their League side plus nine on loan to Walsall. Joined Luton Town on a free transfer and was ever-present in 1972-73. Club captain.

ALAN WEST. Born at Hyde. A former Burnley player, he had some 50 or more games for the Turf Moor club until moving to Luton for £80,000 last October. An England Under-23 international, capped whilst with Burnley.

Visiting Manager

HARRY HASLAM has a refreshing attitude to soccer, and does not regard it with the cut-throat and over-competitive attitude of some of his contemporaries. Nevertheless, he is a serious student of the game, and successfully steered Luton Town to the First Division after a strenuous promotion season.

He began his managerial career with Tonbridge in the Southern League, but transferred to the scouting side of administration when he joined Fulham. From Craven Cottage his next step was to Luton Town in a similar capacity; but when Alec Stock parted company with the Hatters, Harry took over the managerial chair with conspicuous success.

Luton Town Statistics

F.A. Cup: Finalists 1958-59

Football League:

Div. III (South): champions 1936-37

Div. II: runners-up 1954-55, 1969-70

Div. IV: champions 1967-68

Div. II: runners-up 1954-55, 1969-70, 1973-74

Match Review

Tour in Norway

As part of the pre-season preparations, our First Team squad visited Norway to play three matches and continue the training-schedule which commenced on July 15.

They left London on Monday 22 July, returning on Friday 2 August—the day before the opening fixture in the Texaco Cup.

The travelling party was Clyde Best, Billy Bonds, Trevor Brooking, Keith Coleman, Mervyn Day, Bobby Ferguson, Bobby Gould, Pat Holland, Frank Lampard, Kevin Lock, John McDowell, Mick McGiven, Graham Paddon, Geoff Pike and Tommy Taylor, together with Mr. W. F. Cearn (Director), Ron Greenwood, John Lyall and Rob Jenkins.

Headquarters were at the Royal Atlantic Hotel, Stavanger, the matches being played in three coastal towns.

The opening game on the Thursday after our arrival, was against Norway's First Division champions—Viking of Stavanger. The Scandinavians scored a goal in each half to gain a deserved victory, although we

Departing for Norway

Left to right: Keith Coleman, John McDowell, Kevin Lock, Mervyn Day, Tommy Taylor, Bobby Ferguson, Mick McGiven, Geoff Pike, Pat Holland, Bobby Gould, Graham Paddon, Frank Lampard, Clyde Best

Photo: Essex and East London Newspapers



were pressing for the equaliser when the opposition netted their second counter.

Monday's fixture was against Start, a Second Division club which appears likely to be promoted next season. This was a much easier task, and we should have been more than one ahead at the interval. However, the Hammers had a most convincing second-half to end 5-0 in front. This took place at Kristiansund, some fifty miles north of Stavanger.

On the following Thursday we again met First Division opposition in the concluding fixture, the hosts being Vard F.C. at Haugesund (about 100 miles south-east of Stavanger). A single goal decided the issue in our favour.

The party returned to London on the Friday.

Texaco Cup

Our first venture into the Texaco Cup competition ended disastrously, and we finished a poor third in the four-team group. It was a disappointing finale, as we had ground-advantage in two of the three fixtures and were meeting two Second Division clubs and one newly-promoted to the First Division.

The opening game against Orient seldom reached the heights, and there was a sense of disappointment in the somewhat desultory exchanges which eventually ended in our favour. Some ineffective finishing rarely troubled either keeper, although there was the occasional shot that provided a gleam of excitement. The O's made a late but unavailing effort to equalise, but the 90 minutes were devoid of the spirit which one usually associates with a competitive local derby.

We naturally hoped that a victory in our second home fixture would put us in a strong position before the visit to Southampton, but an unwelcome reverse radically altered the situation. After an early goal-line clear-

ance had prevented us opening the scoring, Luton Town put themselves ahead at the interval with a well-taken goal. They added another in the second half when they caught us flat-footed from a set-piece free-kick, and although conceding one goal through an unexpected hand-ball the Hatters held on to gain a deserved success.

Despite the reverse against Luton Town we could still have qualified as leaders of our Section by defeating Southampton at The Dell last Saturday. As events turned out a one-goal victory could probably have put us through on goal-average, although Luton and ourselves would have had the same goal-difference.

However, any hopes we had were set-back in the tenth minute, when Paul Gilchrist slammed home the ball from 15 yards to put the Saints ahead. The mortal blow came midway through the second-half, Brian O'Neil taking advantage of a faulty clearance to register the counter that ensured his side entering the quarter-finals.

FRIENDLIES

In addition to the pre-season matches played by our First Team squad, we arranged some friendly engagements for our other sides. Some of these were against Southern League and Isthmian League clubs, and the Youth Section also participated in trial games with various teams.

LONDON CHALLENGE CUP

The London Football Association has terminated its Challenge Cup competition to which entry was compulsory for the professional clubs affiliated to the County Association. It was customary for London member-clubs of the Football League to field reserve-strength teams in the tournament, although in the early years it was a recognised First Team competition. In recent seasons, a number of amateur clubs were also invited to enter, and this was a keenly sought-after honour.

The tournament is being replaced by a new one which will still include non-Football League clubs, plus others who are now eligible under the amended rulings in which the "amateur" tag will disappear from such competitions as the Isthmian League and similar organisations.

The Football League members will continue to make a contribution to London F.A. funds; this plays a large part in the financing of the County Association, and benefits every affiliated club—including the local teams which play on public parks, etc.

RE-ARRANGED DATE

We have re-arranged our home match v Luton Town Res. in the Football Combination. This was due to take place on Autumn Bank Holiday (Aug. 26), but will now be played on the following day, **Tuesday 27 August** at 7.30 p.m.

Press Comments

VICTORY OVER ORIENT

The Hammers played as though they always knew they could win. There was sparkle, but not enough fire for them to fulfil their true potential.

JAMES CONNOLLY, *Sunday Express*

In the end Orient had to be thankful for some abysmal West Ham finishing.

STEVE STAMMERS, *Sunday People*

Orient deserved a draw.

REG DRURY, *News of the World*

The tame Texaco encounter that provided a quiet start to the season, suggested that if Orient did not really deserve the promotion they narrowly missed last season then West Ham did not really deserve relegation that they too almost earned.

LEN WHALEY, *Hornchurch Echo*

We created chances, which is the main thing. We hoped our full-backs would be free to attack, but unfortunately this did not happen.

GEORGE PETCHEY, *Orient manager*

TOTAL SOCCER LUTON

Newly-promoted Luton brought some total football to the Texaco Cup. Their practical, commonsense style ought to go down well in the First Division; they deserved this unexpected win; they put more effort into a rousing game. West Ham, too, played some entertaining football.

BRIAN SCOVELL, *Daily Mail*

Calmly, cleverly Luton engineered a goal in each half—and that was just enough to humble the Hammers.

ALASDAIR ROSS, *Daily Telegraph*

Hammers created more scoring opportunities, but their only reward came from the penalty-spot.

ALEX MONTGOMERY, *The Sun*

Basically it was the West Ham mixture as before—a rousing start and finish, but in between too many mistakes around the edge of both penalty areas.

PAT GIBSON, *Daily Express*

Against one of the most skilful teams in the country we showed we can play open attacking soccer and win.

HARRY HASLAM, *Luton Town manager*

LIVELY SAINTS

Against a West Ham side who were shaky in defence, delicate in midfield and sadly lacking in attack, Southampton looked the more lively team.

Sunday Telegraph

West Ham had a shade more possession than the Saints, but while they fussed and fumbled in front of goal, Southampton's strike power had an air of reality.

FRANK LEYLAND, *News of the World*

After the first goal, none of West Ham's sweet moves in the middle of the park could hide their problems where it matters most—in both penalty areas.

ALAN HUGHES, *Sunday People*

West Ham looked weak up front and jittery at the back.

STEVE WHITING, *The Sun*

West Ham's confidence is again in need of a quick repair job.

JAMES HASTINGS, *Sunday Express*

Match Statistics

NORWEGIAN TOUR

July 25 v Viking at Stavanger

Day, Coleman, Lampard (capt.), Holland, Taylor, McGiven, McDowell (Lock), Paddon, Gould (Ayris), Brooking, Best.
0-2 (H.T. 0-1).

July 29 v Start at Kristiansund

Day (Ferguson), Coleman, Lampard, Bonds (capt.), Taylor, McGiven, McDowell (Pike), Paddon, Gould, Brooking, Best.
5-0 (H.T. 1-0). *Scorers:* Best 3, Gould, McDowell.

August 1 v Vard at Haugesund

Day, Coleman, Lampard, Bonds (capt.), Taylor, McGiven, McDowell, Paddon, Gould, Brooking, Best (Ayris).
1-0 (H.T. 1-0). *Scorer:* McDowell.

TEXACO CUP: Southern Group

August 3 v Orient at Upton Park

West Ham United: Day, Coleman, Lampard, Bonds (capt.), Taylor, Holland, McDowell, Paddon, Best, Brooking, Gould (Ayris 80).
Orient: Jackson, Boyle (Bennett 61), Roffey, Fisher, Hoadley, Walley, Cunningham, Brisley, Fairbrother, Heppolette (capt.), Queen.
1-0 (H.T. 1-0). *Scorer:* Bonds (25).
16,338. *Referee:* R. Toseland (Kettering).

August 7 v Luton Town at Upton Park

West Ham Utd.: Day, Coleman, Lampard, Bonds (capt.), Taylor, McGiven, McDowell (Holland 46), Paddon, Gould, Brooking, Best.
Luton Town: Horn (Bamber 46), Shanks, Thomson (capt.), Anderson, Litt, Garner, Ryan (Jim), Husband, Butlin, West, Hindson.
1-2 (H.T. 0-1). *Scorers:* Husband (9), Anderson (49), Bonds (73 pen.).
14,508. *Referee:* J. Yates (Redditch).

August 10 v Southampton at The Dell

Southampton: Turner, McCarthy, Peach, Fisher, Bennett, Beaney, Gilchrist, Channon, Osgood, O'Neil, Chatterley. *Sub.:* O'Brien.
West Ham Utd.: Day, Coleman, Lampard, Bonds (capt.), Taylor, McDowell, Holland, Paddon, Gould, Brooking, Best. *Sub.:* Ayris.
0-2 (H.T. 0-1). *Scorers:* Gilchrist (10), O'Neil (65).
11,364. *Referee:* T. D. Spencer (Swindon).

FRIENDLIES

August 3 v Maidstone at Maidstone

Grotier, Smith, Domfe, Pike, White, Lock, Hill, Curbishley, Orhan, Proudlove, Brown.
1-1 (H.T. 0-0).

August 6 v Leytonstone at Granleigh Road

Ferguson, Smith, Domfe, Pike, White, Lock, Ayris, Curbishley, Orhan, Brown, Proudlove.
-2 (H.T. 1-1). *Scorer:* Orhan.

August 9 v Ilford at Newbury Park

Grotier, Smith, Domfe, Pike, White, Lock (Tuddenham), Ayris (Hill), Curbishley, Brown, Orhan, Brush (Egbuniwe).
0-0.

Aug. 12 v Harlow at Harlow Sports Centre

Ferguson, Fraser, Domfe, D. Pook, White, I. Stott, Brown, L. Lynch (Hill), Orhan, Curbishley, Pike.
0-1 (H.T. 0-0).

Programme Sets 1973-74 issues

ONLY A FEW LEFT!

These are for all home League matches, one F.A. Cup-tie, one League Cup-tie, Reserve and Youth matches.

Summary of season included.

Price: £2.00 (post free).

BACK NUMBERS OF SETS

Sets for 1970-71: 75p (post free).

● These are the only SETS available

● SOME individual programmes from 1968-69 season onwards are available (there are none before that date). Apply to either of addresses below for list (stamped addressed envelope, please).

CLUB HANDBOOKS

1969-70: 3p 1970-71: 5p

1971-72: 10p

(inc. coloured team group 18" x 12")

1972-73: No Handbook

1973-74: Sold out

1974-75: 25p (see page 2)

Postage in each case 5p; two or more postage is 10p.

APPLY TO EITHER:

Sales Service, West Ham United

Boleyn Ground, London, E.13

Helliar & Sons

235-237 Barking Road, London, E.13

Applications to either address.

Fixtures 1974-5

FOOTBALL LEAGUE: Div. I

Aug. 17	Manchester City	A
19	Luton Town	H
24	Everton	H
28	Luton Town	A
31	Newcastle United	A
Sept. 7	Sheffield United	H
14	Tottenham Hotspur	A
21	Leicester City	H
25	Birmingham City	H
28	Burnley	A
Oct. 5	Derby County	H
12	Coventry City	A
15	Everton	A
19	Ipswich Town	H
26	Arsenal	A
Nov. 2	Middlesbrough	H
9	Carlisle United	A
16	Wolverhampton Wand.	H
23	Liverpool	A
30	Queens Park Rangers	A
Dec. 7	Leeds United	H
14	Manchester City	H
21	Chelsea	A
26	Tottenham Hotspur	H
28	Stoke City	A
Jan. 11	Leeds United	A
18	Queens Park Rangers	H
Feb. 1	Carlisle United	H
8	Middlesbrough	A
15	Liverpool	H
22	Wolverhampton Wand.	A
28	Newcastle United	H
Mar. 8	Birmingham City	A
15	Burnley	H
22	Sheffield United	A
28	Stoke City	H
29	Chelsea	H
Apr. 1	Leicester City	A
5	Arsenal	H
12	Derby County	A
18	Coventry City	H
26	Ipswich Town	A

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F.A. CUP

Jan. 4	Third Round
25	Fourth Round
Feb. 15	Fifth Round
Mar. 8	Sixth Round
Apr. 5	Semi-Final
May 3	Final

FOOTBALL LEAGUE CUP

Sept. 11	Second Round
Oct. 9	Third Round
Nov. 13	Fourth Round
Dec. 4	Fifth Round
Jan. 15	Semi-Final (First leg)
22	Semi-Final (Second leg)
Mar. 1	Final

TEXACO CUP

Southern Group

Aug. 3	Orient	H	1-0					
7	Luton Town	H	1-2					
10	Southampton	A	0-2					
		P	W	D	L	F	A	Pts
Southampton	3	2	1	0	5	-2	5
Luton Town	3	1	2	0	5	-4	4
West Ham Utd.	..	3	1	0	2	2	-4	2
Orient	3	0	1	2	3	-5	1

FOOTBALL COMBINATION

Aug. 17	Bristol Rovers	H
21	Luton Town	A
24	Norwich City	A
27	Luton Town	H
31	Southampton	H
Sept. 4	Chelsea	A
11	Reading	A
14	Swindon Town	H
16	Norwich City	H
21	Leicester City	A
28	Birmingham City	H
Oct. 5	A.F.C. Bournemouth	A
12	Ipswich Town	H
22	Fulham	A
26	Arsenal	H
30	Oxford United	A
Nov. 9	Plymouth Argyle	H
16	Bristol City	A
25	Swansea City	H
30	Crystal Palace	H
Dec. 7	Queens Park Rangers	A
14	Bristol Rovers	A
18	Cardiff City	H
28	Chelsea	H
Jan. 1	Tottenham Hotspur	A
11	Queens Park Rangers	H
15	Crystal Palace	A
25	Swindon Town	A
Feb. 1	Plymouth Argyle	A
8	Bristol City	H
18	Swansea City	A
22	Oxford United	H
Mar. 1	Southampton	A
8	Reading	H
12	Cardiff City	A
22	Leicester City	H
29	Birmingham City	A
31	Tottenham Hotspur	H
Apr. 5	Ipswich Town	A
12	A.F.C. Bournemouth	H
19	Arsenal	A
26	Fulham	H

Goalscorers

Texaco Cup: Bonds 2 (1 pen.).

Norwegian Tour:

Best 3, McDowell 2, Gould 1.

Friendlies: Orhan 1.

Youth Section News

UNDEFEATED—BUT FOURTH

Our Youth squad participated in an Under-19 International Tournament at Rheinfelden, West Germany, during the first week of June, but although retaining an undefeated record they did not win the competition.

We played five matches, each of them ending in a draw at full time. The first three were against West German clubs; Bayern Munich had several escapes before the game ended 0—0; Armenia Bielefeld scored first but Chester Brown equalised to make the final score 1—1; and then there

was a further goalless match v Eintracht Frankfurt. Ujpest Dosza of Hungary were our fourth opponents, and again it ended goalless.

We drew 0—0 again with the Hungarians for the third-place play-off, but the Central Europeans gained the day by netting all their five penalty-kicks in the decider, whilst we missed two of ours. Bayern Munich were winners of the Tournament.

Individual Hammers to win tournament prizes were Chester Brown for sportsmanship and Chris Smith (our outstanding player).

Some of our Youth Squad

Back row: TONY TUDDENHAM, DEREK FRASER, GARY SPROUL, DAVID DANSON, MATTHEW O'LACK, PAT CREASEY, CHESTER BROWN

Front row: MALCOLM HILL, ALAN CURBISHLEY, EMANUEL EGBUNIWI, PAUL BRUSH, CHRIS SMITH, JOHN DOMFE, TERRY SHARPE

Also available this season are apprentices LOU MURPHY and GEOFF PIKE

Photo: Peter Hampshire, London, E.12



For a concluding engagement we met Hausen and District in the opening game played at a new stadium, beating the selected side 4—1 through goals by Chester Brown (two), Kim Russell and David Danson (our 'keeper netting from the penalty-spot).

The XI which represented us in most of the games lined-up; David Danson, Chris Smith, John Domfe, Steven Pope, Kim Russell, Tony Tuddenham, Malcolm Hill, Geoff Pike, Derek Fraser, Gary Oates, Chester Brown.

The accompanying officials were Wally St. Pier, Bill Lansdowne and Dave Gladstone (team attendant).

NEW ADDITIONS

We have signed five new young players this season.

Three of these—Paul Brush, Lou Murphy and Gary Sproul—were members of the Cumberland School team which reached the Final of the National Individual Schools Cup competition; Paul skippered the Newham side, who shared the trophy after a drawn game.

Another Newham schoolboy—Alan Curbishley—was formerly on associate schoolboy forms. He also represented Newham, Essex and London before gaining an England cap.

The fifth youngster is Derek Fraser. He is nearly 17 years of age, and played last season for Scottish junior club Forres Mechanics.

S.E. COUNTIES LEAGUE

There are 16 teams in the First Division of this season's South East Counties League tournament; Brentford and Brighton & Hove have dropped out, but there is one new entry—Portsmouth.

The Division II competition has increased to six entries, the newcomers this season being Orient and Tottenham Hotspur. The teams open the schedule with a Cup competition, the preliminaries of which are on a league basis.

Away Matches

Wednesday 28 August 7.30 p.m.
at LUTON TOWN

GROUND ADMISSION

Terraces: 50p
Enclosure and Oak Road: 70p
Children half-price

TICKET RESERVATIONS

Centre and Bobbers Stands: £1.50
Wing Stand: £1.00

Apply to: Luton Town F.C.,
Kenilworth Road, Luton, Beds.

OFFICIAL PROGRAMME: 10p

Saturday 31 August 3 p.m.
at NEWCASTLE UNITED

GROUND ADMISSION:

Gallowgate Terrace 50p; Juveniles 25p
Leazes Covered Terrace 60p; Juv./OAP 30p
West Paddock: centre 55p, wing 50p
East Paddock (covered): centre 60p, wing 55p

TICKET RESERVATIONS

East Stand £1.00
Apply to: Newcastle United F.C.,
St. James's Park, Newcastle-upon-Tyne,
NE1 4ST; seven days prior to match.

ANNUAL PROGRAMME SUBSCRIPTION 1974-75

Annual Subscription covers despatch of programmes for home matches:

Football League; F.A. Cup; League Cup; Football Combination; Youth Team matches; End-of-Season Summary (complete results, tables, appearances, scorers, etc.), which is despatched in June.

First Team programmes are usually despatched one or two days prior to match. Other programmes are included with the next First XI issue.

SUBSCRIPTION RATES

Great Britain (first class post): £4.00.
Europe (normally Air Mail): £5.00.
British Commonwealth (surface mail): £4.50.

Other Places: Prices on application.

Apply to addresses on page 2

Supporters Club News

We commence the season with the new Club House eight months old and every bit a success.

The teething troubles we had when we opened seem to have been cured (except for one); members who use the Social Club at weekends will know what we are talking about. This should be rectified shortly and we would like to thank members for putting up with this inconvenience.

TRANSPORT:

Supporters Away Travel.

It will be to the advantage of supporters who travel to away matches to use the official club coaches.

Our fares throughout the coming season will be cheaper; best coaches laid on for your comfort and to suit your travelling needs.

Each member will be covered by insurance whilst travelling, from the time of departure until they arrive back at the Club.

Refreshments will be laid on for members who travel on **Club Coaches only**; these will be served in the Club House (one hour before departure) and also on return to the Club.

Seating tickets for away matches will be ordered well in advance, and will be available to members at the time of booking seats on the coaches (up till the Wednesday before the match day on Saturday). This also applies to Cup matches.

Facilities for members during the forthcoming season will be the best possible, so please make full use of them.

SOCIAL CLUB ENTERTAINMENT

During the close season we had a German wine tasting night, an Italian cabaret (with Roberto Cardinelli) and on Tuesday 30 July "The Zodiacs" (a mind-reading act).

Live music at weekends has been provided by the Bob Venthams Band, the Pete Turner Band, Jim Doherty Trio and other groups. These have been very well received and will continue to provide our music on different weekends.

FORTHCOMING EVENTS

September. The Supporters Club Annual Dinner. As we can only seat about 60 comfortably for a dinner, we are going to have three nights on successive Thursdays.

Members who do not want to have dinner will also be catered for.

A cabaret has been arranged for each night.

December 5. Club's First Anniversary. **February.** Comedian Ted Rogers.

Future Cabaret (if dates coincide):

The Baron Knights.

Prices of tickets for these Cabarets will be announced in the Club and through the programme, as and when available.

ASSOCIATE MEMBERSHIP

Monday: Junior Night for the under-16's.

Tuesday: General Club night.

Wednesday and **Friday:** Bingo Nights. These are still very popular; members are very welcome at these sessions.

Thursday: Looks like becoming a Darts Night, with several members very keen on forming a team.

Saturday and **Sunday:** Disco Nights; these have really proved popular with our younger members; Live Groups are being introduced. With the help of members (some of whom participate on the Committee downstairs) these evenings are well worthwhile.

Hammers' History 'Hammers 1974-75'

10 years ago . . .

15 Aug. 1964. Our First Team squad returned from its Continental tour in Austria and Germany on the previous Thursday, and then visited Anfield on the Saturday for the F.A. Challenge Shield match v Liverpool. This encounter between the F.A. Cup winners and the League champions attracted a 38,858 attendance, who saw a tremendous game which ended in a 2-2 draw. We were twice in arrears, the goals being scored by Gordon Wallace (28 mins.) and Gerry Byrne (49) for the homesters; Johnny Byrne (41) and Geoff Hurst (84) netted our replies.

20 years ago . . .

7-14 Aug. 1954. The traditional Reds v Blues Practice Matches were the prelude to our season in Division II, and it is worthy of mention that 5,000 saw the first and 7,000 the second. There were eleven goals in each game, the scores being 10-1 and 9-2. The team which won the second fixture was: Chiswick, Bond, Cantwell, Parker, Allison, Bing, Hooper, Sexton, Stroud, Dick, Andrews.

30 years ago . . .

Aug. 1944. The flying-bomb which fell on the south-west corner of the Boleyn Ground caused a tremendous amount of damage, and a picture taken shortly afterwards shows the South Bank completely roofless. It necessitated the Hammers playing all their Football League (South) fixtures away from home until 9 Dec. 1944, and even then resumption was only made possible by the personal efforts of a band of stalwart voluntary helpers because of the unavailability of regular man-power.

The Club owed much to the work of its Chairman (Mr. W. J. Cearns) and manager-secretary Charlie Paynter, who organised this help to bring soccer back to Upton Park.

We are again publishing a Club Book this season, and give details on page 2.

This is the **only OFFICIAL** book, and patrons are advised to ensure that they are buying the right one. *Be-ware of imitations!*

There are a number of new features in this season's issue.

The book is on sale **only** INSIDE the Boleyn Ground and from the Club's printers. It will not be available elsewhere.

Those fans who require the club's statistics and those undertaking "projects" on the Hammers or soccer in general will find it especially useful.

Off the Record

by BILL REMFRY, Hammers' "DJ"

Pre-kick-off entertainment has been an integral part of match-days for many years. At Upton Park we entertain spectators before every First Team game with recorded music, comments, announcements of interest, general chat and a live band show.

This pre-match "show" can last as long as two hours or more. However, many Season Ticket Holders do not arrive until around 20 minutes before kick-off, so cannot be aware of much that has gone on earlier.

Request time of recorded music is in action until about half-an-hour before kick-off; then the band of the Royal British Legion plays until the match commences.

"Record-time" is supporters' time; time for *your* requests and dedications for *your* favourite tunes and artistes. It's *your* chance to participate.

All correspondence to:
Bill Remfry, c/o West Ham United F.C.
Boleyn Ground, Green Street, London, E13



WATCHING POINTS

Manager-coach **RON GREENWOOD** and his assistant **JOHN LYALL**, on the touchline during an away match last season. *Photo: Arthur Wilson, "Southend Evening Echo"*