

LUTON TOWN

Official Programme

20p

SUNDERLAND

Football League
Division Two

Saturday 8 April 1978
Kick-off: 3.00pm



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DAVID PLEAT

WELCOME to this afternoon's game with Sunderland. I hope it will be as exciting and entertaining as previous matches between the two teams.

Moves, injuries and illness have resulted in several of the younger element of the Club receiving first team call-ups. I believe that last Saturday's side at Hull City was the youngest ever to represent Luton Town in a league game. One would be foolish to sacrifice ability and experience merely for the sake of youth. I am confident that our youngsters have the necessary ability; the experience they must acquire quickly. Knight, Jones, McNichol, Paul Futcher and Carr (average age 19) as a back unit came through well. Apart from Paul all these players have worked hard and patiently to await 1st team opportunities. They must seize their chance. I naturally hope and expect that all sensible supporters will encourage our younger element — you can play a large part in their development.



After today's game we have three away matches and an interesting clash here with Southampton. We shall be striving to finish the season on a high note so we can approach our reorganisation in good heart.

Congratulations to Paul Futcher on a further England Under 21 honour. I hope his selection rubs off on others at the Club. We have other potential internationals provided they can maintain progress with dedication, the right approach and attitude. The Luton Town Lottery Scheme is now in full swing and I hope you will all help the success of this venture by purchasing tickets. To be successful the Club needs all the financial backing it can get. So go ahead and buy a ticket, you may win a prize. I often tell our forwards that if they shoot they MAY score, if they don't shoot, they can't score. Let's hope we shoot well today.

Enjoy the game.

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WELCOME SUNDERLAND

KEVIN ARNOTT Born in Gateshead in September 1958. Signed professional in December 1976, making his league debut against Leicester City one month later. A skilful player, Kevin was selected for the England Under 18's team last season after only 20 first division appearances. Height 5' 10", weight 11st 7lbs.

JACKIE ASHURST A strong tackling speedy player who is equally at home in defence or midfield. Jack was born in Renton, Dumbartonshire in October 1954, and signed professional forms on his 17th birthday. His first team debut was against Millwall in 1972. Made 31 first team appearances last season.

JOE BOLTON A product of the Youth Team, Joe is a rugged strong-tackling defender who was voted 'Player of the Year' by the Roker fans last season. Born in Birtley in February 1955, 5' 11" and weighs 12st 12lb, he made 42 first team appearances last season.

ALAN BROWN A native of Easington, Alan signed professional forms in September 1976, making his league debut against Norwich City the same year. An eighteen year old with great potential as a striker, making 13 first team appearances, including 6 as substitute last season. Height 5' 10½", weight 12st 4½lb.

JEFF CLARKE Joined Sunderland from Manchester City in June 1975. Very popular with the Roker fans. Jeff, from Hemsworth in Yorkshire, sustained a first minute injury against Middlesbrough last season which kept him on the side-lines for the rest of the season, prior to which he made 27 first team appearances. A strong hard tackling defender, Jeff is 5' 11½" and weighs 13 stone. Born 18th January 1954.

DOUG COLLINS Skilful midfield player with considerable experience in league football, having played with Rotherham United, Grimsby Town, Burnley and Plymouth Argyle, prior to coming to Roker Park in

March 1977. Made his 'red and white' debut against Aston Villa. A native of Newton, Derbyshire, Doug is 5' 9" tall and weighs 11 stone.

MICK DOCHERTY Another very experienced player, Mick made well over 100 league appearances for Burnley in Division One, and was a member of their Youth Cup Winning Team in 1968. Joined Manchester City in April 1976 and then on to Roker Park on December 31st of the same year, making his first team debut against Coventry City on 3rd January 1977. A quick tackling full-back, he is 5' 7" and 11 stone. Whilst with Burnley Mick was out of the game with ligament damage for 2½ years.

KEN DODDS Born in Portsmouth in November 1958, Ken is a goal-keeper with tremendous potential. At the start of the season had not appeared in the first team but was, and still is, ambitious to do so. Height 6' 0", weight 11st 5lbs.

SHAUN ELLIOTT Plays midfield or 'at the back' equally well, but made tremendous progress under Manager Jimmy Adamson and his staff last season. A very strong player, Shaun has obviously the class to become an international player, having already impressed the authorities who selected him for the close season England Under 21's tour. Born Hayden Bridge in 1957, he signed professional in January 1975 making 19 league appearances last season. Height 5' 11", weight 10st 6lbs.

ROY GREENWOOD Signed from Hull City for a big fee. Roy is a fast raiding left winger with plenty of skill and pace. Made 17 first team appearances last season; born in Leeds he is 5' 10" and weighs 11 stone.

MICK HENDERSON Local born defender, Mick is the youngest of three footballing brothers from Gosforth, who joined us straight from school. He progressed through the Youth and Reserve Teams, making 11 first team appearances last season. Height 5' 9½" weight 10st 10lb.

MEL HOLDEN Tall striker who found his 'goal scoring touch' in the latter part of last season. Mel, 6' 2" and 13 stone, is a 'handful' for defenders, particularly in partnership with big Bob Lee. Born in Dundee, August 1954. Previous Club - Preston North End.

BOBBY KERR Probably the best known of the present Sunderland players. Although lacking in stature, Bobby lacks nothing in skill, determination and courage. A fine example of the professional footballer. Made 32 first team appearances last season, usually operating down the right touchline. Height 5' 4½", weight 9st 2lb. Born Alexandria, Dumbartonshire in November 1947.

BOB LEE Born Melton Mowbray, Leicestershire in February 1953. Tall, powerful striker who certainly impressed the Roker fans during the latter half of last season, during which he made 33 appearances. Bob was signed from his only previous Club - Leicester City in September 1976, but he did make 14 appearances whilst on loan to Doncaster Rovers. Height 6' 1¼", weight 13st 10lbs.

GARY ROWELL Favourite chant with Roker fans is 'Gary Rowell is Magic' - and Gary certainly turned it on last season. He joined the Club straight from school in 1972, and progressed to the first team to make his first team debut against Oldham in 1976. At the end of last season, after making 33 appearances, he was selected for the England Under 21 Tour abroad. Born Sunderland in June 1957, he is 5' 9" tall and weighs 11st 3lb. Voted 'Young player of the Year' by the supporters last season.

WILF ROSTRON Signed from Arsenal during the close season, Wilf is a winger with great potential, from whom a lot is expected this season. Born in Sunderland in September 1956, he played for Sunderland Schoolboys before signing apprentice form for Arsenal in July 1973. Height 5' 7", weight 11st 7lbs.

BARRY SIDBALL An England Youth International who joined Bolton Wanderers straight from school and moved to Sunderland for a large fee in September 1976. Barry proved to be a 'keeper of outstanding class last season, for after making his debut against Aston Villa in October, he played the remaining 34 games. Barry is over six feet tall and weighs 14½ stone. Born Bromborough, Wirral, in September 1954.

COLIN WALDRON A central defender with vast league experience in the top two divisions, having played with Bury, Chelsea, Burnley and Manchester United prior to signing for Sunderland on a permanent basis during the close season. Colin did step into the breach after Jeff Clarke's unfortunate accident in February on a loan arrangement with Manchester United. Born June 1948 in Bristol, Colin's ambition sums up the Roker attitude for 1977/78 - 'to win a major trophy'.

Left to right:

Back Row: Dave Merrington (Deputy Team Manager), Joe Bolton, Kevin Arnott, Jackie Ashurst, Bob Lee, Barry Siddall, Mel Holden, Colin Waldron (Team Captain), Jeff Clarke, Stan Ternent (Chief Coach)

Front Row: Shaun Elliott, Gary Rowell, Wilf Rostron, Jimmy Adamson (Manager), Bobby Kerr, Mick Docherty, Doug Collins.



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LUTON LATEST

TODAY WE extend a warm welcome to Sunderland Football Club, one of the oldest and most respected clubs in the Football League. Although not amongst the twelve founders, Sunderland entered the League in its third Season (1890/91) and soon made an impact winning the Championship in successive years (1891/92 and 1892/93). They were runners-up the following season and obtained their third Championship in 1894/95. The contrast between their success in 1893 when they ended eleven points clear of runners-up Preston and the next triumph, 1901/02 when they achieved their fourth Championship by three points from Everton was most extraordinary. On the former occasion they recorded one hundred goals from thirty league matches whilst nine years later they needed only half that number from thirty four games. The next Championship for the Roker men was in 1913, the year they lost the Cup Final 1-0 to Villa, and their sixth and final First Division triumph came in 1936 when they ended the season with a resounding eight point lead over Derby and a goal tally of 109 for and 74 against. The following season their first F.A. Cup Final win was only achieved after a replay with Luton at the 4th Round stage following a 2-2 draw at Kenilworth Road.

For many years the Wearsiders were the only club who could boast that they had never played in any other division of the Football League than the First but this great record finally ended in 1958 after sixty-one years. Although Sunderland did regain Senior status for six seasons during the late 60's their recent history has been dominated by the remarkable Cup Final defeat of mighty Leeds in 1973, thereby disproving the widely held belief that the F.A. Cup Winners would only ever come from the First Division giants despite the shocks of earlier rounds. On their way to Wembley, Sunderland had to survive replays against Reading and Manchester City before being confronted by Luton in the 6th Round at Roker Park. As the Hatters had already been successful there in the league, 2-0 earlier in the season, Bedfordshire hopes

were high but the tables were turned and scores reversed as the Wearside Club went on to their second Wembley triumph. League matches between our two clubs did not commence until 1955 when the newly promoted Hatters shook Sunderland and the football world with an 8-2 win at Kenilworth Road. A hatrick from Bob Morton, two each from Turner and Cullen and one from Adam must have delighted the B.B.C. television team and commentator John Arlott who were present. The Sunderland team included Billy Bingham, later a Luton favourite and the legendary "Clown Prince of Soccer", Len Shackleton. This seemed to set a high scoring pattern for matches between the Clubs and in the next two seasons the lucky Kenilworth Road patrons witnessed sixteen more goals with the home side winning 6-2 in 1956/57 and 7-1 in 1957/58. In these two matches Gordon Turner scored no fewer than eight goals and one of his opponents in the second game was Don Revie.

In the Second Division encounters of the early 1960s things went almost entirely Sunderland's way with four wins and two draws out of six meetings. Brian Clough figured prominently on the score sheets including a brace of goals in our 3-1 defeat at Roker Park in 1962. Two years earlier a 7-1 scoreline at the same venue helped to redress the goalscoring balance although the complete Luton record is as follows against Sunderland including the current season. Played 23 Won 8, Drawn 5 Lost 10 Goals for 45 Against 43.

THE MATCH against Bolton was not only a marvellous spectacle and a triumph for effort and team work but also a fitting stage for John Faulkner to make his final appearance in Luton colours. A very popular figure throughout his six years at Kenilworth Road, John will be missed by us all and we wish him and his family every happiness and success in their new home.

WE HAVE been taken to task, and rightly so, by the Secretary of the Century Club on page 18, for the programme covers for the

Blackpool and Bolton matches. Our printers have been supplied with a number of cover pictures and we leave them to rotate them and we do not know which cover has been used until the programmes arrive. The problem arose out of the holiday weekend when, with normal staff away, an out of date picture was used and, despite our immediate protests, the error was repeated three days later. Our printers, who normally do an excellent job, have apologised to the Manager and Directors for the error and have asked us to pass on their apologies to our supporters.

TODAY at half time fifty youngsters between the ages of seven and fourteen will be receiving certificates from Councillor Ken Woodbridge, Chairman of the Recreation Services Committee. These certificates together with various special prizes are awarded to those taking part in the Football Association Junior Soccer Coaching Scheme which is organised jointly by the Luton Recreation Services Dept. and the F.A. One of the coaches taking part in the scheme is Millwall and former Luton player, Brian Chambers.

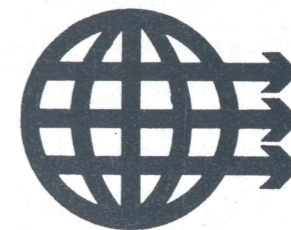
WE ARE very pleased to welcome Photravel Limited as our Match Sponsors and we hope that the Directors, Staff and Guests of the Company have an enjoyable afternoon.

WE HAVE received a letter from the local branch of the Official Sunderland Supporters Association which already has over 450 members but is always on the look out to increase its strength. We are pleased to include an extract from the letter as follows: "Sunderland supporters living in the south might like to know of the existence of the London and Southern England Branch of the Official Sunderland A.F.C. Supporters Association. The Branch publishes a monthly newsletter, runs trips to all Sunderland games at special party rates, holds a monthly

Continued on Page 13

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PROFILE ~ KEN GUTTERIDGE

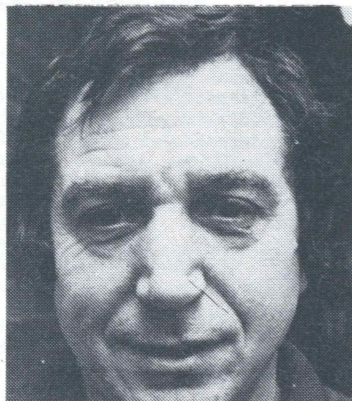
BORN IN Derby, Ken's first League Club was Birmingham City which he joined as a right winger in 1949. After a period with Sheffield Wednesday he spent four years as a player with York City before joining non-league Burton Albion in 1955.

Ken's coaching career began in 1966 when he joined the staff of Notts County under Manager Jack Burkitt. His next move was to join Alan Ball Snr. at Preston in 1970 where he helped the Club to win the Championship of the 3rd Division in 1971.

Taking over as Manager of Burton Albion in 1974, Ken achieved promotion to the Southern League's Premier Division in his first season. He also discovered a number of promising young players including Steve Buckley, Matt Pollock and Peter Ward. In November 1975 Peter Taylor offered Ken the position of Chief Coach at Brighton and he subsequently became Alan Mullery's Assistant Manager when, once again, promotion was achieved at the end of last season.

When David Pleat was appointed Manager of Luton Town he immediately thought of Ken Gutteridge whom he had known in their days in the Southern League and in the latter's own words 'David sold the Club to me'. Impressed by his enthusiasm and convinced of the outstanding potential at the Club in terms of young players Ken accepted the challenge and says that he has a

tremendous desire to do well in helping to reshape the Club with David. His personal dislikes are lack of professionalism and bad attitudes to players and his personal ambition is to be better than anyone else at his job.



BEHIND THE SCENES

THE POSTPONEMENT of last Saturday's reserve match against Norwich City gave me, what is a very rare occasion, a Saturday afternoon off. With my assistant, Wayne Morgan making the trip to Hull with the first team, I was able to catch up on some of the jobs that are piling up at home. It did however give me the chance to watch Lucius win the Grand National on the 'box'. I don't think I have ever seen the race 'live' before so it made a complete change for me.

I must apologise to the supporters of local football about the postponement of the Solar Cup last Monday but with the pitch being in such a state and a reserve match to fit in I really didn't have a lot of choice. However you will be pleased to know that it has been re-arranged for Wednesday April 12th. Kick-off 7.30. Let's hope it has stopped raining by then.

At the time of writing these notes I am still unable to give you any news on the prices of Season Tickets for next season, and I won't be able to until I get to know what seats are being removed, but I will publish the prices in the local newspapers as soon as possible.

This past two weeks I have had dozens of letters from all over the country requesting tickets for the Scotland v England match at Hampden Park in May. I try to help as many people as I can

but when I received the letter from the Football Association informing us of our allocation, I was lost for words. Fifty-three tickets doesn't go far when you have got over two hundred applications. I have shared them out as fairly as I can and I can only apologise to those who weren't lucky. For the lucky ones I will notify them by post shortly and let them know the prices.

This season has really flown by and our next home game against Southampton will be the last one for the first team until we start again. People often say to me 'It must be nice to put your feet up for three months, but that is a long way from the truth and in the next programme I will tell you just some of the things that we have to do during the 'close' season.

Congratulations to our near neighbours Watford on gaining promotion to division three. They have at least done it in style in being so many points clear at the top. I also am keeping my fingers crossed for Swansea City. Eight goals last week puts them in with a chance. I had to mention them as Swansea is my wife's homeland and you have to keep the peace, don't you. Best wishes also to Barton Rovers who, at the time of writing have to replay again. Whatever the outcome you have done local football proud!

Enjoy the match.

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LAST HOME MATCH ACTION...

Luton Town 1 Crystal Palace 0

MANAGER David Pleat had reservations about the entertainment provided, but not about the result, as a second-half penalty gave us a narrow victory over Crystal Palace.

He shared supporters' disappointment that on a very windy day, and with the pitch with a lot of give in it, neither side got its game together.

Both teams also showed some of the tiredness that creeps in during busy holiday spells, and it was interesting to hear Terry Venables talking after the game about the need for football to avoid cramming in too many games in quick succession.

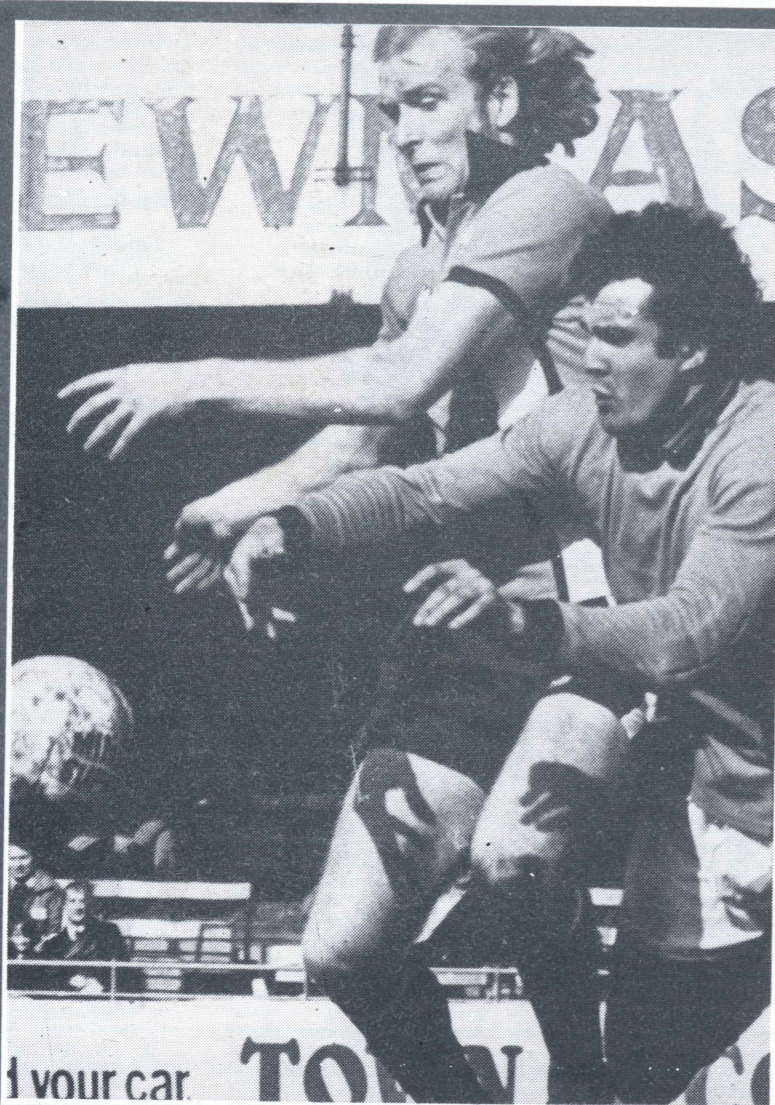
But even if it did take a penalty to divide the sides, Palace could hardly grumble at the result because their goal was under fire much more often than ours.

On the left, goalkeeper John Burridge tries to get his hands on the ball, but finds Ronnie Futchler a bit of a handful as well as he competes for possession.

Centre: A study in concentration as Lil Fuccillo makes sure he places his penalty accurately, low into the corner of the net, for the match-winning goal.

Right: Graham Jones, given the task of operating in midfield in the absence of Ricky Hill, becomes the filling in a Crystal Palace sandwich as he puts two opponents under pressure.

Pictures: LUTON NEWS.



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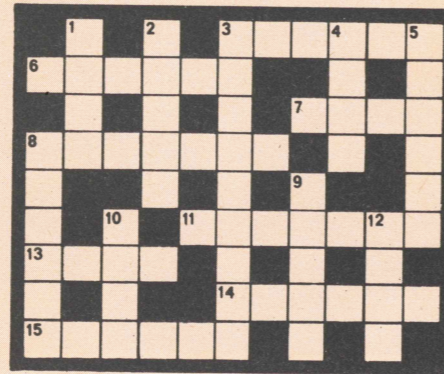
- 3 How a ref's arm must remain until an indirect free-kick has been taken (6)
- 6 & 1dn. Former Lincoln manager (6,4)
- 7 & 14ac. Carlisle midfielder (4,6)
- 8 Wolves' whereabouts are at Molineux ... (7)
- 11 See 12dn.
- 13 Famous Sunderland and Scotland keeper around the turn of the century (4)
- 14 See 7ac.
- 15 Scorer of the goal that won the F.A. Cup for Southampton in 1976 (6)

CLUES - DOWN

- 1 See 6ac.
- 2 Nicco ... (Metz & Luxembourg)(5)
- 3 Nickname of Manchester United (3,6)
- 4 ... Symon managed East Fife, PNE and Rangers (4)
- 5 Scottish League side with or without United (6)
- 8 Ipswich forward (6)
- 9 Spurs midfielder who made his League debut before any of his present team-mates (5)
- 10 Famous old Santos and Brazil midfielder (4)
- 12 & 11ac. Watford was the last club to win a division championship by this tie-breaking method (4,7)

SOLUTIONS TO CROSSWORD No. 21

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Down 1 Rotherham. 2 Beck. 3 Leeds. 4 kit. 5 Paul. 6 Les Cocker. 9 Ernst. 10 Imps. 11 Hand. 13 Den (Millwall).



ALL OUR YESTERDAYS

A look back at Luton Town a decade ago.
By BRIAN SWAIN, Sports Editor, Luton News.

WE WERE celebrating Easter ten years ago this weekend — and celebrating was the word for all Town supporters, because the three holiday games yielded four points, and made promotion a mathematical certainty.

The Town were seven points clear of the field, with 60 from 40 games, and the only question still to be decided was how long it would take them to wrap up the Fourth Division championship as well.

The team had hit a run of remarkable consistency just at the right time. The week before Easter 1968 they went to Workington and a goal by Graham French gave them victory. It wasn't much of a game, with only 2,195 paying customers watching Workington on their way to obscurity.

On Good Friday Notts County came to Kenilworth Road and 16,631 of us came to cheer as they were beaten 2-0, with Keith Allen and French scoring.

On the Saturday the gate was 13,266 for the visit of Chester, but the visitors concentrated everything on a blanket defence, and their attempted quick breaks foundered on the defensive might of Terry Branston and John Moore.

Unfortunately the Town's forwards were also unable to make anything of a Chester defensive system which seemed to use two sweepers as well as a back four.

On Monday a lot of us trooped up to Nottingham to see the return fixture against Notts County, and things looked good when the Town went two up by the 59th minute through Allen and Ian Buxton. But for once the defence showed the strain, and County came back to grab a point with Bates punishing an error by Read and Murphy scoring from a penalty after an over-anxious Max Dougan had brought him down.

Even so an away point was worth having, it made promotion certain, and we were all looking forward to great days ahead.

It was the Town's 17th consecutive game without defeat, and the Bobbers Club voted skipper Terry Branston their player of the year for his leadership and his rock-steady reliability at the centre of the defence.

One other defender was in the local headlines that week, in an item which made sad reading — Seamus Dunne had been sacked from his job as player-manager of Southern League Dunstable Town. Teams who do things like that don't deserve to prosper we said at Luton. How right we were!

LUTON LATEST

By George Rogers

Continued from Page 6

social and runs successful darts and football teams. Membership details may be obtained by sending a stamped addressed envelope to Mr. R. Clarke, 38, Valetta Road, Acton, London W.3."

WE OFFER our heartiest congratulations to near neighbours Barton Rovers on their magnificent achievement in forcing a replay of the F.A. Challenge Vase Semi-Final. Having lost the home leg of their Semi-final against Hungerford, not many would have given them much hope of further progress but they showed tremendous character in pulling back the deficit last Saturday. We paid tribute earlier to that great goalscorer Gordon Turner and it is fitting that we now congratulate his son Steve on the hat-trick that hopefully will take Barton Rovers to Wembley.

CONGRATULATIONS also to our Youth Team who have won the Chiltern Premier League Championship for the third successive season. They will now attempt to emulate the 1975/76 side who achieved the Cup and League Double and there is also the prospect of a meeting with Ipswich or Norwich in the Eastern Junior Cup Final provided that we can surmount the semi-final hurdle.

PICTURE-QUIZ PRIZES

OUR SUPPORTERS certainly know their stuff when it comes to remembering our games and goals. The quiz contest in the Bolton programme produced a staggering pile of entries, and with 85 per cent getting all the answers right we are only sorry that we cannot offer more than three prizes.

All the correct entries were put into a box, and the first three drawn out each win a pair of match tickets.

Our thanks go to all who tried their luck, and our congratulations to the prize winners. They are:

1. Mr. Timothy Collings of Vicarage Farm, Potton, Beds. who receives 2 tickets for Luton v Southampton.
2. Mr. Stephen Allen of 19, Bushmead Road, Luton, who also receives 2 tickets for Luton v Southampton.
3. Mr. Nigel Money of 109, Wheatfield Road, Lewsey Farm Estate, Luton who has received 2 tickets for today's match.

The hardest question concerned a match at Cardiff when we won 4-1, but most of you spotted the clue — one of the other questions was also related to a game against Cardiff, this time the home fixture.

Almost everyone realised the significance of the picture of Paul Futchter and his smile—it was his first league game, at Charlton, after his terrible car crash.

And the photo of Brian Stein scoring was, as most of you realised, the occasion of his first goal in the Football League, against Sheffield United in December.

BALL DONOR

Today's Ball Sponsor is David Bates, a member of our Century Sporting Club. David who comes from Wyboston and rarely misses a home match, has been supporting the "Town" since he was a lad.

POOLS NEWS

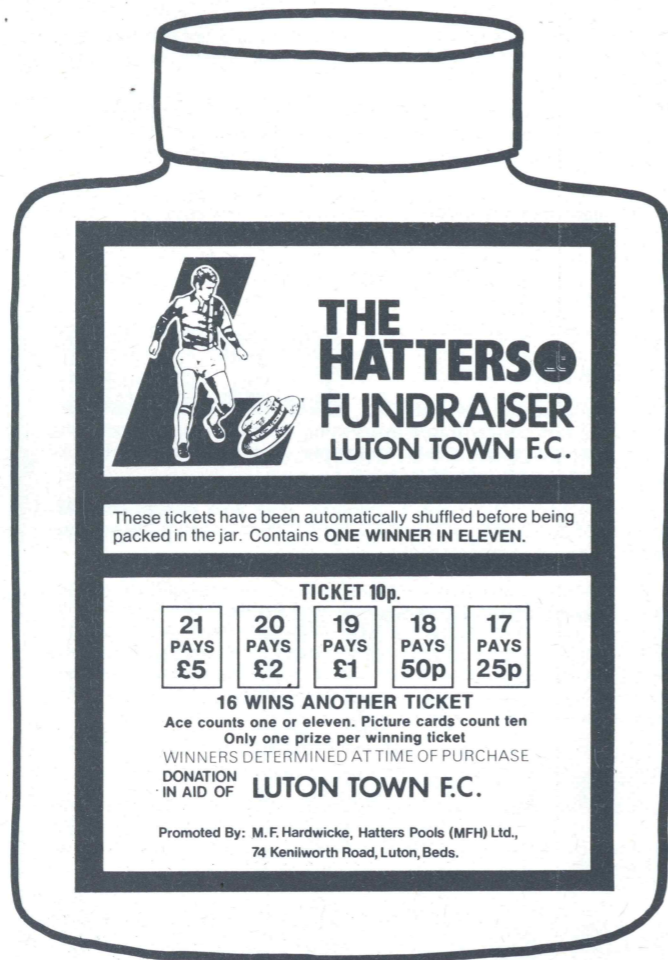
WHEREVER you go these days there is always "A Hatter" of some sort!

Our latest fund raiser is of the "instant" type. It can be found alongside the pickled eggs in almost 200 Pubs, Clubs and Shops throughout the whole area. Again, being "instant" it does have its "virtues", the winnings either help to pay for the "next round" or the "weekly newspaper bill" whichever the case may be!

Most important of all, by buying this fund raiser regularly you are helping "The Hatters" to reach that financial goal.

If you happen to be a person who can "shift" a whole jar full in pretty quick time, the commission for you is £12.00p (almost 1/3rd of your next season ticket paid for!) Just call into the Pools Office, as you are in Kenilworth Rd., and we'll fix you up".

Thank you so much
Mike Hardwicke



IT'S ONLY A GAME! OR IS IT?

(with apologies to Fife Robertson) An attempted analysis

THE FOLLOWING article has been written by the Club's Honorary School's Liaison Officer, Colin Ball. Colin and his wife Catherine who is a committee member of the Century Sporting Club are amongst the keenest of 'Town' supporters and travel to many away games including Hull last week. We thank Colin for his carefully researched offering and hope that it will provoke much discussion.

FOOTBALL receives a great deal of publicity, for that matter it always has, but how important is it really. Arthur Hopcraft, a famous football journalist and writer, wrote a book called "The Football Man, People and Passions in Soccer" which was published in 1966 and in it he said that football in Britain . . . is not just a sport which people take to . . . its something built in to the very soul, spirit and fabric of our country . . . the people own this art and cannot be fooled in it as they can in other things. It is an acknowledged fact by sociologists that people seek emotional gratification in and through football because football, as a sport, and especially as an inter-group game, contains and conventionalises nearly all the elemental human drives such as the hunt, possessing and protecting territory, a pecking-order and an hierarchy. Football's popularity as a source of excitement, particularly in heavily populated areas, is without comparison. Indeed, it is considered by some to be the finest game for providing almost total human gratification in a biological sense.

Like any game, football becomes a game by the establishment of rules in which "real fight" is replaced by a rule-ordered contest and it is for this reason that total gratification is restricted. Nevertheless, the rules of football are relatively unobtrusive and this contributes to an almost continual flow of action, even 'off-the-ball'. It effectively limits, but does not eliminate the excitement and the emotional release of the bodily contact aggression of the real fight, although there are occasions, hopefully, infrequent, when these rules are broken. In many other games extremes of height and weight are of overriding importance, not so

in football; there is a near perfect balance between individual virtuosity and team domination. Individual players add their own subtlety and blend with a variety of playing roles, heightening the game for both player and spectator alike; there is a variation in pattern and style which adds to the general richness of the game; attack is turned into defence, defence into attack; the margins of victory or defeat are usually low and there is always an uncertainty about the final result which adds to the excitement of the game. No wonder football is described as "Britain's greatest export of all time". If football is as important as this, then why don't more people watch the sport? They do, on T.V. Statistics show that nearly half the adult male population watch at least one televised game each week, quite apart from the many hundreds of thousands who actually get out of their comfortable chairs and go to football grounds each week. What is the attraction? A football team is a means whereby literally millions of people hope to find an identity, and this applies especially to the young — the biological pattern of football bears a close resemblance to the patterns in our every day life. Each new season is a rebirth in which all teams are equally divided (into divisions) and equally ranked according to the success they obtained in the previous season — each game holds the promise of something better, better than before. For the hardcore working people, their football team is an extension of their group and their status and the need to identify with a successful team is very strong. The contributions which supporters make are twofold — psychological and financial — 'we need your support and your money in order to survive' is the cry. I believe that the money aspect of our great

game is the least understood, perhaps even the most misunderstood. I do not see football as a branch of the entertainment business — although most football clubs are limited companies, few ever declare dividends! I believe it is more a substitute religion or a theatre for the enactment of some powerful drama. I recall very vividly the 1966 World Cup Final at Wembley. I was privileged to be present with the Ball-boys on that occasion and was able to imbibe the atmosphere of the famous stadium on that day. It was something akin to a great religious festival — I don't think I have ever felt so integrated as on that great day, there was a sense of "uplift" and "inspiration" the like of which I believe can only be reproduced by religious fervour. There was ritual and ceremony, chanting and responses — how powerful we supporters of England felt that day! How united! There are instances where football has been used to unify and control deeply divided societies such as Brazil and Mexico and the involvement of industrial companies in the ownership of football clubs in these two countries is no accident. This is, perhaps, an argument for the involvement of some of our larger industrial companies in the control of football in the form of sponsorship, so that local working people would be able to identify more closely, not only with their own team, but also with their place of work. Maybe the image of "the Hatters" has become dated because it is an accepted fact that Luton is more well-known for its cars and trucks now than for its hats . . . food for thought? . . .

Those of us who are "hooked" on football should be aware of the effect it has on us — be aware, for example, of the "labelling" and "ranking" it elaborates. We support a 2nd division team which we really want to become a 1st division team because if it does it enhances the status of our team and, subsequently, enhances our status as well — further, it heightens our loyalties, brings honour to our town in which we all can share. These are all very laudable reasons for supporting our team, so why don't we? What if anything has football hooliganism and violence to do with this?

FACTS & FIGURES ~ 1977-78

	Attendance	FA	ALEKSIC	JONES	BUCKLEY	CARR	FAULKNER	FUTCHER P.	HUSBAND	SMITH	BOERSMA	FUCILLO	INGRAM	HILL	McNICHOL	PRICE	FUTCHER R.	WEST	HEALE	STEIN B.	KNIGHT
Bold figures indicate scorers																					
(Aston played first 2 games at No. 11)																					
Aug 20 Orient	8,061	1-0	1	2	3	4	6	6	7	8	9	10	12	12	6	2	11	9			
Aug 27 Oldham Athletic	7,579	0-1	1	12	3	12	6	6	7	7	9	10	8	8							
Aug 30 Wolves (LC2)	14,682	3-1	1		3	12	5	6	7	7	9	10	8	8							
Sept 3 Charlton Athletic	9,061	7-1	1		3	12	5	6	7	7	9	10	8	8							
Sept 10 Bristol Rovers	5,940	2-1	1		3	12	5	6	7	7	9	10	8	8							
Sept 17 Blackburn Rovers	9,149	0-0	1		3	12	5	6	7	7	9	10	8	8							
Sept 24 Tottenham	32,700	0-2	1		3	12	5	6	7	7	9	10	8	8							
Sept 27 Brighton	25,132	2-3	1		3	12	5	6	7	7	9	10	8	8							
Oct 1 Notts County	7,593	2-0	1		3	12	5	6	7	7	9	10	8	8							
Oct 4 Millwall	9,119	1-0	1		3	12	5	6	7	7	9	10	8	8							
Oct 8 Cardiff City	8,360	4-1	1		3	12	5	6	7	7	9	10	8	8							
Oct 15 Fulham	12,736	1-0	1		3	12	5	6	7	7	9	10	8	8							
Oct 22 Blackpool	12,167	1-1	1		3	12	5	6	7	7	9	10	8	8							
Oct 25 Man. City (LC3)	16,443	1-1	1		3	12	5	6	7	7	9	10	8	8							
Oct 29 Bolton Wanderers	20,113	1-2	1		3	12	5	6	7	7	9	10	8	8							
Nov 1 Man. City (LC3R)	28,254	0-0	1		3	12	5	6	7	7	9	10	8	8							
Nov 5 Hull City	8,936	1-1	1		3	12	5	6	7	7	9	10	8	8							
Nov 8 Man. City (LC3R2)	13,024	2-3	1		3	12	5	6	7	7	9	10	8	8							
Nov 12 Mansfield Town	7,522	1-3	1		3	12	5	6	7	7	9	10	8	8							
Nov 16 Stoke City	9,384	1-2	1		3	12	5	6	7	7	9	10	8	8							
Nov 26 Sunderland (1)	26,915	1-1	1		3	12	5	6	7	7	9	10	8	8							
Dec 3 Burnley	6,921	1-2	1		3	12	5	6	7	7	9	10	8	8							
Dec 10 Southampton	19,909	1-0	1		3	12	5	6	7	7	9	10	8	8							
Dec 17 Mansfield Town (2)	6,401	1-1	1		3	12	5	6	7	7	9	10	8	8							
Dec 26 Crystal Palace	22,027	3-3	1		3	12	5	6	7	7	9	10	8	8							
Dec 27 Sheffield United	10,885	4-0	1		3	12	5	6	7	7	9	10	8	8							
Dec 31 Brighton	13,200	1-0	1		3	12	5	6	7	7	9	10	8	8							
Jan 2 Orient	9,270	0-0	1		3	12	5	6	7	7	9	10	8	8							
Jan 9 Oldham (FAC 3)	9,851	1-1	1		3	12	5	6	7	7	9	10	8	8							
Jan 10 Oldham (FAC3R)	13,802	2-1	1		3	12	5	6	7	7	9	10	8	8							
Jan 14 Oldham Athletic	7,792	0-0	1		3	12	5	6	7	7	9	10	8	8							
Jan 21 Charlton Athletic	8,267	0-1	1		3	12	5	6	7	7	9	10	8	8							
Jan 31 Millwall (FAC4)	8,763	0-4	1		3	12	5	6	7	7	9	10	8	8							
Feb 8 Bristol Rovers	5,913	1-1	1		3	12	5	6	7	7	9	10	8	8							
Feb 11 Blackburn Rovers	11,511	0-2	1		3	12	5	6	7	7	9	10	8	8							
Feb 18 Tottenham	17,024	1-4	1		3	12	5	6	7	7	9	10	8	8							
Feb 25 Notts County	8,558	0-2	1		3	12	5	6	7	7	9	10	8	8							
Mar 4 Cardiff City	6,029	3-1	1		3	12	5	6	7	7	9	10	8	8							
Mar 10 Fulham	7,996	0-1	1		3	12	5	6	7	7	9	10	8	8							
Mar 18 Blackpool (LCF)	6,041	4-0	1		3	12	5	6	7	7	9	10	8	8							
Mar 21 Bolton Wanderers	8,306	2-1	1		3	12	5	6	7	7	9	10	8	8							
Mar 25 Sheffield United	12,587	1-4	1		3	12	5	6	7	7	9	10	8	8							
Mar 27 Crystal Palace	9,816	1-0	1		3	12	5	6	7	7	9	10	8	8							
Apr 1 Hull City	4,054	1-1	1		3	12	5	6	7	7	9	10	8	8							
Apr 8 Sunderland (SF)																					
Apr 15 Stoke City																					
Apr 22 Southampton																					
Apr 26 Millwall																					
Apr 29 Burnley																					
May 6 F.A. Cup Final																					

DIVISION TWO

Table of results - As at 2.4.78

	P	W	D	L	F	A	W	D	L	F	A	Pts
Tottenham	37	11	7	0	46	16	7	8	4	32	27	51
Bolton	36	14	3	1	34	14	7	6	5	23	17	51
Southampton	36	15	2	2	42	14	5	7	5	19	20	49
Brighton	35	12	5	1	37	19	5	6	6	14	14	45
Blackburn	36	12	3	3	32	13	4	7	2	21	37	42
Oldham	36	8	9	1	27	17	4	5	9	20	31	38
Luton	37	11	4	4	43	15	3	5	10	18	29	37
Blackpool	36	7	7	4	32	20	5	4	9	21	29	35
Stoke	35	11	3	3	32	14	3	4	11	13	27	35
Crystal Palace	36	7	6	5	23	18	4	7	7	17	21	35
Sunderland	36	8	6	4	29	16	1	10	7	24	36	34
Fulham	35	9	7	3	31	17	3	3	10	13	26	34
Charlton	35	10	5	5	35	24	2	5	10	17	36	34
Burnley	37	8	6	4	27	17	4	4	11	19	38	34
Notts Co.	35	9	7	1	31	18	1	6	11	15	34	33
Sheff Utd.	36	11	4	4	35	21	2	3	13	20	45	33
Bristol R.	35	8	7	3	32	20	2	5	10	19	41	32
Cardiff	35	10	5	2	27	19	0	5	13	16	44	30
Orient	34	6	8	6	24	18	1	6	11	11	27	28
Hull	36	6	6	6	23	20	1	6	11	9	24	26
Millwall	34	3	8	5	14	19	3	5	10	23	34	25
Mansfield	36	5	4	9	24	31	2	5	11	16	33	23

COMBINATION

Table of Results - As at 3.4.78

	P	W	D	L	F	A	Pts
Norwich C.	35	18	11	6	51	32	47
Tottenham	34	17	12	5	68	40	46
Ipswich Town	34	20	5	9	65	30	45
Chelsea	36	17	10	9	62	30	44
West Ham	33	17	10	6	59	32	44
Southampton	33	20	3	10	62	30	43
Leicester C.	35	18	5	12	55	44	41
O.P.R.	34	14	12	8	59	36	40
Plymouth	32	15	6	11	44	36	36
Arsenal	35	12	10	13	43	36	34
Bristol Rovers	32	14	6	12	45	47	34
Hereford Utd.	32	15	4	13	51	55	34
Crystal Palace	33	12	8	13	42	43	32
Oxford Utd.	35	10	9	16	40	50	29
Fulham	31	9	10	12	34	40	28
Bristol City	32	8	11	13	44	58	27
Luton Town	34	9	17	48	72	26	
Birmingham C.	31	6	12	13	28	37	24
Swindon Town	32	7	18	38	72	21	20
Cardiff City	31	6	8	17	29	57	20
Orient	33	4	10	19	22	58	18
Reading	33	6	5	22	26	79	17

GOALSCORERS - League/Cup

Futcher R. 11 Heale 3
Husband 8 Price 2
Buckley 4 Stein B. 2
Boersma 11 Carr 1
Hill 4 Faulkner 2
Fucillo 6 West 4

Football Combination
Ingram 14 Carr 2
Stein B. 4 Sperrin 7
Heale 4 Turner 3
Bowen 2 Johnson 3
Smith 2 Hill 1
Boersma 2 West 1
Stewart 1 Hayes 1

Chiltern Youth League/Cups

CENTURY CLUB CORNER

BY DEREK LUDLOW

HAVING persuaded the editor to give us some space in match programmes, I don't know if I dare have a little moan after recent issues. But perhaps I am not the only one who felt it was unacceptable to see an out-of-date team picture on the front cover for the games against Blackpool and Bolton. It showed Harry Haslam as manager and Roy McCrohan as coach — no sign of David Pleat, Ken Gutteridge, John Moore, or Brian Stein. I'm sure it was a mistake when it appeared in the Blackpool programme, but I should have thought it could have been put right for the Bolton game.

There's another thing I have noticed recently — the old sign of the straw hat is becoming less and less prominent, and that's something I regret. It's a shame — bring back our straw hats. Luton Town was always known as The Hatters, and I wouldn't want to see the symbol disappearing. At least the new lottery is plugging away with the straw hat trade-mark, and we in the Century Club wish the pools office every success with that venture.

We all know Luton Town needs the money, and if it gives the supporters a worthwhile gamble as well, so much the better. Our Club raised a few bob off their own bats with the annual ball, and we achieved our double target — to make money and to give everyone a good night out. It turned out to be the last social function John Faulkner attended before leaving for America, so it could hardly have been more fitting that he should have won our player of the year award — and the votes were in and counted before we knew he was being transferred. The others in the running for the prize were Paul Futcher, Milija Aleksic and Lil Fuccillo, but I think all our players deserve credit for the way they have got through this season despite all the upsets. And David Pleat too deserves the thanks of all supporters for the way he has got the team playing again after being thrust into a difficult job at short notice.

Finally, with the last home game of the season coming up in a fortnight, I want to extend an invitation on behalf of the Century Club — we would like to entertain a genuine Luton Town supporter who is also a pensioner to the game against Southampton. We'll look after him before and after the match, and give him a good seat. Anyone who would like to be our guest can contact me on the phone out of office hours at Luton 37477.

TEAM MASCOT

Our Team Mascot this afternoon is Ian Gibbons the son of David Gibbons, a member of our scouting staff. We are greatly indebted to David and his colleagues for all the hours which they put in looking for players and in particular youngsters to join the ranks of our apprentices. It is not often, therefore, that the family gets the opportunity to see us play and we hope that Pam and David enjoy watching the match and also Ian as Mascot.

Ian is eight years old and his favourite player is Paul Futcher.

KENILWORTH CLUB

Chiltern Insulations Ltd., 70A Reginald Street, Luton.
N. S. Fookes, Engineering Services Ltd., 45 Latimer Road, Luton.
Hacfield Ltd., 71 Bedford Road, Barton.
S. McCabe Esq.

JUNIOR HATTERS CLUB

BIRTHDAYS

Birthday greetings to the following members:—

Mark Stringer (9th), Leigh Smith (10th), Steven Gorbett (14th), David Hanley (14th), Terry Robinson (15th), David Fielder (15th), Thomas Mullen (16th), David Samal (16th), Phillip Parker (17th), Stuart Pilgrim (18th), Martin Hall (17th), Tim Croft (18th), Ivan Kirby (21st), and Jason Bennett (21st).

Above members will be receiving a photograph of their favourite player.

If any members have not received a membership card and an enrolment number then contact us at the souvenir shop in Kenilworth Road on a match day.

If any *New Members* would like to join, then write to Wayne Morgan, Luton Town F.C., Kenilworth Road, Luton, giving your name, address, date of birth and the name of your favourite Luton player with a 40p postal order.

COMPETITION

The answers to our last competition were as follows:—

(a) River Plate Stadium is where the 1978 World Cup Final will take place.

(b) Argentina, as hosts, and West Germany as the holders are the two countries which are automatic qualifiers.

The first all correct entry picked out on Friday 31st March was member 165, Simon Thomson from 23 Sanderson Road, Westoning, who receives two tickets for today's game.

THIS WEEK'S COMPETITION

Can you give the Clubs for which these players now play. Martin Peters, Ray Wilkins, Tom Finney, John Toshack, Jim Hall, Alan Slough.

Send your entries to: Competition, 70-72 Kenilworth Road, Luton. The first all correct entry picked out on Friday 14th April will receive two tickets for our home match against Southampton.

TOWN TRAVEL

STOKE CITY v LUTON TOWN
SATURDAY, APRIL 15TH 1978

Leave Luton via Dunstable Road to M1 Motorway. Follow signs Birmingham M1. At intersection 19 follow signs M6 — the North West. Continue along M6 until intersection 15, A5006 Stoke and Newcastle. Proceed along A5006 to the Hanchurch intersection. At roundabout follow signs Stoke-on-Trent (B5041). Football ground is situated on the right hand side of the B5041 one and a half miles past the Hanchurch roundabout. Total mileage: 114 miles.

TRICENTROL COACHES

DEPART THE SQUARE, DUNSTABLE 10.30 a.m.
MAPLE ROAD, LUTON 11.00 a.m.
FARE £2.50.

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- 6 PAUL FUTCHER
- 7 BRIAN STEIN
- 8 ALAN WEST
- 9 RON FUTCHER
- 10 PASQUALE FUCCILLO
- 11 PHIL BOERSMA
- 12 GODFREY INGRAM



SUNDERLAND

- BARRY SIDDALL 1
- MICK HENDERSON 2
- JOE BOLTON 3
- BOBBY KERR 4
- JEFF CLARKE 5
- JACKIE ASHURST 6
- KEITH ARMSTRONG 7
- GARY ROWELL 8
- BOB LEE 9
- MICK DOCHERTY 10
- TIM GILBERT 11
- SHAUN ELLIOTT 12

SCORE BOARD

- Arsenal
- Orient
- West Brom.
- Ipswich
- Birmingham
- Norwich
- Coventry
- Everton
- Derby
- Wolves
- Leeds
- West Ham
- Liverpool
- Leicester
- Man. Utd.
- Q.P.R.
- Middlesbro.
- Bristol C.
- Blackburn
- Brighton
- Blackpool
- Stoke
- Bristol R.
- Sheff. Utd.
- Cardiff
- C. Palace
- Charlton
- Hull
- Notts C.
- Millwall.
- Oldham.
- Mansfield.
- Tottenham.
- Bolton

OFFICIALS

Referee: Mr. E. O. Hughes (Weston-super-Mare). Started refereeing in 1960 whilst in the R.A.F. in Nottingham. Continued in local leagues then in North Africa — Libyan League — for two years. From 1965 graduated via local and Somerset Senior Leagues to the Football Combination and then Football League list. Has refereed various County Cup Finals and lined in the F.A. Cup semi-final tie — last season. A married man, with one daughter, he is a School Teacher with interests in all sports — particularly squash, golf, cricket and basket-ball — sketching, caricature drawing and calligraphy.

Linesmen: Mr. A. R. Girdlestone (Red Flag); Mr G. J. Napthine (Yellow Flag).