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Official Matchday Magazine

HAMMER



Barclays League Division One
v LUTON TOWN
Saturday, May 6, 1989
Kick-off 3.00 p.m.

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INTO THE NINETIES



By Colin Benson

WEST HAM UNITED supporters can look forward to more comfortable viewing as the club unwraps its proposals for a brighter better future at Upton Park.

The Boleyn Ground has been home for the Hammers for 84 years now and has provided the stage for many great games and occasions. It is part of our heritage. The most dominating feature of course is the West Stand which was built in 1913. It housed the dressing rooms and had terracing in front. Then in 1925 a new stand, financed by our FA Cup run in 1923 which saw us play the first ever FA Cup Final at Wembley, was opened. This stand was further extended in 1965 and the terracing in front was converted to seating in 1981.

Now the directors have decided to update many of the facilities in the stand. Additional and improved refreshment and hospitality areas are to be constructed during the summer and should be available for your patronage next year.

The Board are also giving some serious thought to upgrading the North and South banks and access to the ground is to be reviewed as are toilet and other facilities.

What this all means is that Upton Park will become a better brighter arena with more facilities for your comfort and pleasure. In other words we aim to make your visits here much more pleasurable.

As most of you know we handed out questionnaires to all entering the ground at our last home match. The object of this exercise is so that we can determine exactly what conditions and facilities you want at Upton Park.

We must say your response has been fantastic and secretary Tom Finn says: "Arrangements had been made several weeks prior to seek the opinions of our fans but the Hillsborough tragedy will inevitably sharpen our focus."

The questionnaires are still coming in and it will take a little while to collate the information and Mr Finn says: "We will not be making hasty decisions. It is imperative that any changes at Upton Park serve the Club, our supporters and football in general, well for a long time to come."

Upton Park has always tried to foster a family atmosphere and we know how you all like to celebrate at the end of the last home game. But PLEASE, PLEASE, PLEASE, KEEP OFF THE PITCH this afternoon. In the light of recent events football is very much under the microscope and we don't want any bad publicity.

We know you will help. Thank you for your co-operation.



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Winners 1962-63, 1980-81
Runners-up 1956-57, 1958-59,
1974-75
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HIT THE ROAD

By JOHN NOLAN

THAT 3-0 eclipse of Millwall in our last home game gave everyone at Upton Park a welcome lift. The three points were desperately needed and it helped us clinch our first 'double' of the season. But it was more our emphatic dominance over the Lions in every aspect of the game that was so impressive.

Without skipper Alvin Martin again, and with Leroy Rosenior and Liam Brady also sidelined through injury, the ever dependable Tony Gale returned to the side though obviously still not fully recovered from his own knee problem. Yet Tony's enthusiasm, guts, and determination, provided a lesson to us all. It is so easy to hide behind injuries and not want to play when things are not running kindly. Tony demonstrated quite positively just how good the spirit in the Upton Park dressing room still is despite the calamity that engulfs us all.

Fired by the wins over Millwall and Newcastle United the lads are still positive that they can conjure up the greatest escape since Ronnie Biggs!

If we do pull it off then we shall do it the hard way. For after Wednesday's hike up to Newcastle and this afternoon's battle with Luton Town we take on Everton, Nottingham Forest, Sheffield Wednesday and Liverpool; all in their own back yards.

Just what a mammoth task this entails can be seen from the records. We have visited Goodison Park 38 times in the League and have returned the victors on just eight occasions. And in the last 15 years we have won but once, in season 1983-84, when 'Wally' Walford scored the only goal of the match from a long raking cross.

Our performances across Stanley Park at Anfield have been even more depressing. In 36 League attempts we have won but three – the last being 25 seasons ago when Martin Peters and Geoff Hurst scored in a 2-1 win!

The City Ground Nottingham has not provided much more comfort. Five wins in 43 appearances is hardly the form to hang your shirt on. When Tony Cottee fired a dramatic goal in the 20th minute of the game there in March 1985 he became the first Hammer to score at the City Ground for 16 years! It paved the way for our first win since the season of 1968-69.

At Hillsborough too it is much the same picture. In 33 visits we have beaten Sheffield Wednesday in the League just seven times, the last win being by 1-0 in season 1980-81.

So history is very much against us as we launch into this final fling for First Division salvation. But then it is in our power to write another exciting chapter by pulling off the sensational and avoiding the drop.

Incredibly, as dismal as our current position seems, this has not been a barren season. Exciting runs in both the Littlewoods Cup and the F.A. Cup almost got us to Wembley and Hammers fans have

been able to thrill to some big nights here during the campaign.

Football is a game of fluctuating fortunes and it must be remembered that without the bad times the good times wouldn't seem so exciting. Whatever the outcome of our last ditch stand against relegation you can bet that John Lyall and his players will be doing everything humanly possible to get the Hammers back on the winning rails next season.

This is a great club with high ideals and the management and players deserve every credit for not losing sight of their principles through the adversity. Throughout the season the Hammers have kept the emphasis on skilful, attractive football and in many cases have not reaped the rewards their quality football deserved.

The hopes are still high, the belief in constructive attacking football still bright, and as Tony Gale so aptly demonstrated against Millwall the spirit is very much willing. It is going to be a hectic run in but the lads will do their best and no more can be asked of any man.



TONY GALE (right) – a brave and gutsy return. MARK WARD – scored the winner at Newcastle on Wednesday to keep our First Division hopes alive.



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The Football Grounds Improvement Trust is responsible for all these measures. Each year it receives £4.5 million from the Spotting-the-Ball competition run by Littlewoods, Vernons and Zettlers and spends it on schemes to improve standards at British football stadia.



SIR MATTS "STAMP OF APPROVAL"

A very special commemorative postal cover is being produced for the 80th Birthday of Sir Matt Busby. The Manchester Evening News in conjunction with Dawn Cover productions, (the producers of the Official Football League and Football Association Cover Series since 1971) are producing an embossed cover in colour to be hand stamped by the Post Office on Sir Matts Birthday 26th May 1989.

The cover will form part of the Official Series and is bound to be a best seller not only with Manchester United Supporters, but by all genuine football followers throughout the country. To make it even more special, the first 3000 covers ordered will each have a 34p Football stamp on. These stamps were issued for the Football League Centenary, and are now difficult to obtain. Any further orders will have a Scottish stamp on, but all covers will be franked with the special handstamp commissioned by The Manchester Evening News. This offer is not one to be missed! The covers are attractively priced at £2.30 which includes post, packing (under separate covers) and VAT.

Helen Willetts
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DAWGONE!



I thought I'd let you know about West Ham's biggest fan from Hornchurch. He's our 13-year-old Yorkshire Terrier called Pepe and he's mad about West Ham as you can see in the photo.

You would make his day if you printed his photo in the Matchday programme. My two brothers are also keen Hammers fans and go to all the matches. You would make them all very happy if you would print our photo.
Miss Carter
Hornchurch
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LUTON'S FORM GUIDE

Opponents	Res.	Scorers	Opponents	Res.	Scorers
Sheffield Wednesday	(A) 0-1		Millwall (FAC3)	(A) 2-3	Black, Wilson (pen)
Wimbledon	(H) 2-2	Own Goal, Black	Charlton Athletic	(A) 0-3	
Southampton	(A) 1-2	Foster	Southampton (LC5)	(A) 1-1	Hill
Manchester United	(H) 0-2		Everton	(H) 1-0	Wegerle
Everton	(A) 2-0	Oldfield, Black	Southampton (LC5R)	(A) 2-1	Harford, Hill
Burnley (LC21L)	(H) 1-1	Johnson	Nottingham Forest	(H) 2-3	Harford, Black
Nottingham Forest	(A) 0-0		West Ham Utd (LCSF1L)	(A) 3-0	Harford, Wegerle, Wilson (pen)
Liverpool	(H) 1-0	Harford	Middlesbrough	(H) 1-0	Foster
Burnley (LC22L)	(A) 1-0	Hill	Arsenal	(A) 0-2	
Middlesbrough	(A) 1-2	Wilson (pen)	West Ham Utd (LCSF2L)	(H) 2-0	Harford, Wegerle
Arsenal	(H) 1-1	Black	Millwall	(H) 1-2	Wilson (pen)
O.P.R.	(H) 0-0		Liverpool	(A) 0-5	
Leeds United (LC3)	(A) 2-0	Wilson, Oldfield	Sheffield Wednesday	(H) 0-1	
Millwall	(A) 1-3	Wilson	O.P.R.	(A) 1-1	Hill
Coventry	(A) 0-1		Manchester United	(A) 0-2	
West Ham United	(H) 4-1	Black (2), Wegerle, Wilson	Tottenham Hotspur	(H) 1-3	Foster
Norwich City	(A) 2-2	Wegerle (2)	Aston Villa	(A) 1-2	Hill
Manchester City (LC4)	(H) 3-1	Oldfield, Wegerle (2)	Nottingham Fst (LCF)	(A) 1-3	Harford
Newcastle United	(H) 0-0		Coventry City	(H) 2-2	Dreyer, Wilson
Derby County	(A) 1-0	Harford	Newcastle United	(A) 0-0	
Aston Villa	(H) 1-1	Wegerle	Derby County	(H) 3-0	Wilson (pen), Harford, Black
Tottenham Hotspur	(A) 0-0		Charlton Athletic	(H) 5-2	Wilson (2) own goal, Harford, Wegerle
Wimbledon	(A) 0-4				
Southampton	(H) 6-1	Harford (2), Black, Wegerle (2), Hill			

CROCKER'S CORNER

As I do reserve games at Upton Park I rarely get to follow the team away but on the few occasions I have this season, mainly in the Cup, our support has been tremendous. In a difficult and frustrating 9 months, it's good to see that the East End sense of humour is still around in large quantities! Personal thanks to all behind-the-scenes here for their help in 1988/89 and I'd better give a special mention to Gwen and the ladies in the tea bar otherwise I'll never get any more grub - I know when to crawl! Thanks also to everyone who sent in letters and I hope you will continue to do so next season because it sounds better when we have more dedications! I don't work at West Ham during the week as they can only put up with me on a matchday, but I hope the regular correspondents will keep in touch c/o my work address, that organisation you all know and love so much. Believe it or not, people do write regularly and who am I to question their sanity? Address till August: Ian Crocker, Ken Bruce Production Office, BBC Radio 2, Broadcasting House, London W1A 1AA.

LUTON TOWN visited Wembley Stadium on April 9 to play in their second successive Littlewoods Cup Final, producing a fighting display against the favourites, Nottingham Forest, before losing 3-1.

Hammers fans will need no reminding that it was Luton who ended West Ham's interest in the competition, winning 5-0 on aggregate in the semi-final.

Goals by Mick Harford, Roy Wegerle and a penalty from Danny Wilson in the first leg at Upton Park effectively settled the tie.

However, Luton's League form has been in marked contrast to their Cup exploits. They have struggled in the lower half of the First Division for most of the season, sinking into the relegation zone on April 1.

RAY HARFORD, the manager, is in his second season in charge of the side after being promoted from Chief Coach in June 1987. Luton finished ninth in the First Division last season and, as well as winning the Littlewoods Cup by beating Arsenal 3-2 in a thrilling final, they also reached the Simod Cup Final, surprisingly losing to Reading 4-1.

Before joining Luton, Harford, a Yorkshireman, spent two seasons as manager of Fulham following a distinguished playing career comprising 354 games for Charlton Athletic, Exeter City, Lincoln City, Mansfield Town, Port Vale and Colchester United, where he became coach.

LES SEALEY has been Luton's first choice goalkeeper for most of the season. Born in Bethnal Green 31 years ago, the former Coventry City player, who cost Luton £100,000 in June 1983, at last realised his ambition to play at Wembley in a major final when he pulled on the No. 1 jersey against Nottingham Forest in the Littlewoods Cup Final after missing the previous year's encounter with Arsenal because of a knee injury.

Sealey's understudy this term has been **ALEC CHAMBERLAIN** who Luton snapped up for £150,000 from Everton in July 1988. A 24-year-old, who stands 6ft. 2in. tall, he could never break into the Everton first team, mainly because of the brilliance of Neville Southall, but played 219 games for Colchester United, the club which gave him his League debut.

The inspiration of the Luton Town side is big-hearted **STEVE FOSTER**, the skipper.

Foster joined his home-town team Portsmouth as an apprentice and played 127 times for the club before moving on to Brighton and Hove Albion. He led the south coast side to their first ever F.A. Cup Final at Wembley against Manchester United in 1983, which they lost after a replay.

He played for Brighton for five seasons, during which he won three England caps and, after a stay of eight months at Aston Villa, Foster joined Luton for a bargain price of £70,000 in November 1984.

DAVE BEAUMONT became Foster's partner in the centre of defence when he joined Luton from Dundee United for £150,000 in January. He made his debut in the Littlewoods Cup semi-final first leg against West Ham. He played with distinction and has been a fixture in the Luton line-up ever since.

The other men to have partnered Foster this season are **MARVIN JOHNSON**, aged 20, a product of Luton's youth team and **JOHN DREYER**, who joined the club from Oxford United in June 1988 for £140,000.

TIM BREACKER made his League debut for Luton against Ipswich Town in March 1984 and has made more than 200 appearances for The Hatters since then. An England Under-21 international, he has impressed many observers with his overlapping runs from right full-back.

ASHLEY GRIMES broke into League football three weeks after his 20th birthday when he played

in a Manchester United team featuring players such as Steve Coppell, Lou Macari and David McCreery.

He spent six seasons at Old Trafford before moving on to Coventry City for a year and then arrived at Luton in August 1984 as part of a player deal involving defender Kirk Stephens. A versatile player, at home in midfield as well as left-back, he has won 17 caps for Eire.

RICHARD HARVEY, who has played for England at Youth and Under-19 level, **ROB JOHNSON**, who has overcome two serious knee injuries and **DARRON McDONOUGH**, who joined Luton from Oldham Athletic in September 1986, have also featured in the Hatters' defence this season.

Luton's midfield is full of experienced campaigners. **RICKY HILL** passed a personal milestone in March when he played his 500th game for Luton, his only club. In 13 seasons of faithful service at Kenilworth Road, the skilful playmaker has shared in all of Luton's recent triumphs, including the Littlewoods Cup Final victory in 1988 and the Division Two Championship in 1982.

Combined with Hill's elegance are the battling qualities of **DAVID PREECE**, who joined in a £150,000 transfer from Walsall in December 1984. He has rewarded Luton with more than 130 games, despite missing most of last season because of injury.

Luton can boast two Northern Ireland internationals in their ranks. **DANNY WILSON** has pulled on the green shirt 12 times since making his debut in 1987 versus Turkey. He began his career with Wigan Athletic before moving on to Bury, then Chesterfield and Nottingham Forest. Brian Clough let him go to Brighton and Hove Albion in January 1984, a loss Clough has since publicly regretted, and in July 1987 Wilson was transferred to Luton for £150,000.

On the wing is **KINGSLEY BLACK**, who joined the club from school. He impressed Northern Ireland manager Billy Bingham so much that he won his first

international cap while still only 19 and in his first season in the Luton side. He has earned five more caps since then.

Another Luton player who has featured in the Northern Ireland squad, but has yet to break into the national side is **IAIN DOWIE**, a forward purchased from non-League Hendon Town for £30,000 earlier this season. But Dowie has found it difficult to break into the Luton side because of its strength up front.

MICK HARFORD has been high on the wanted list of many First Division managers since he joined the club from Birmingham City in December 1984 for a fee of £275,000, then a Luton record. Before that he had spells at Lincoln City, Newcastle United and Bristol City.

A powerful striker who is superb in the air, Harford has already won two England caps and can trouble any defence.

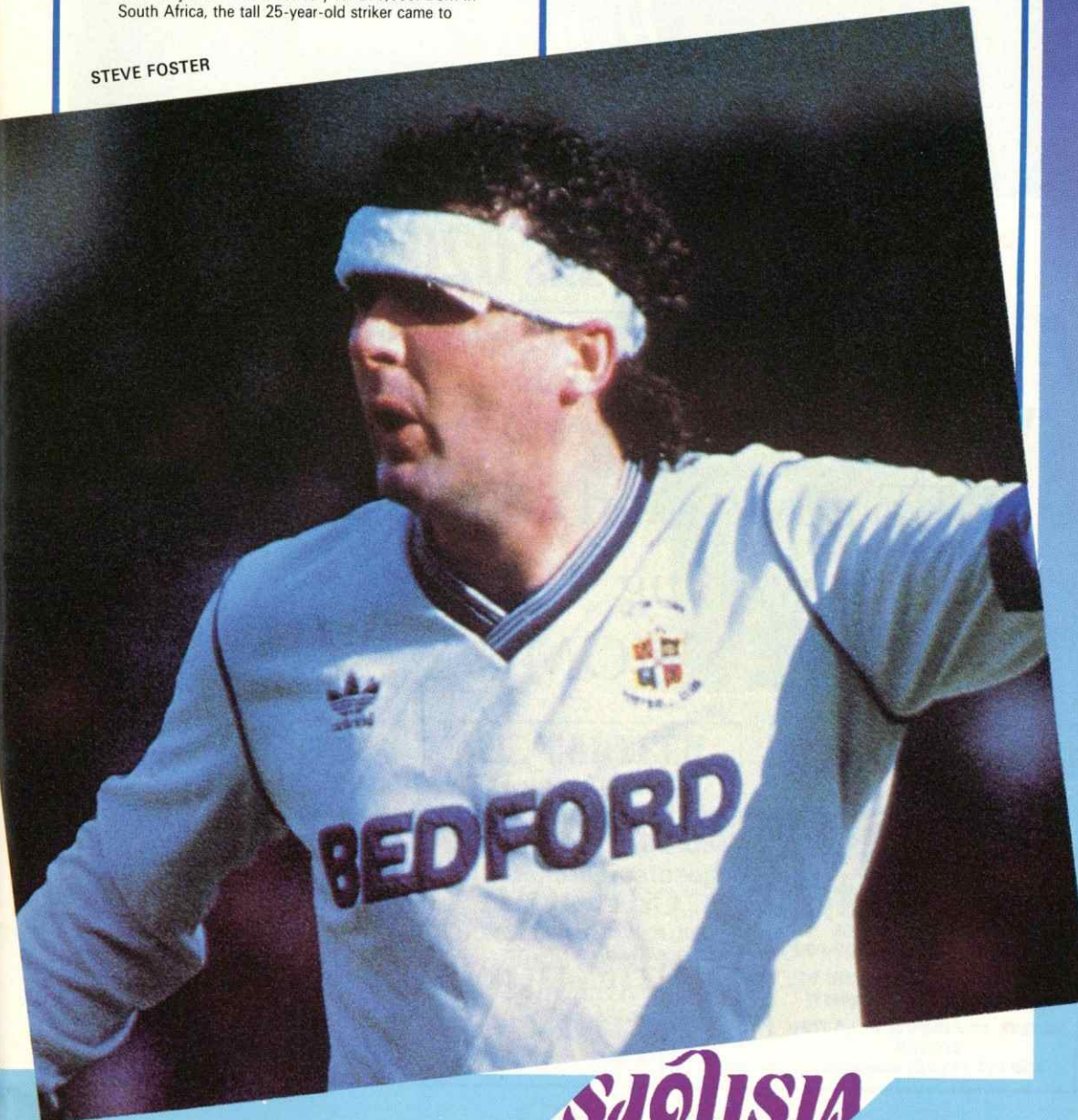
The career of **ROY WEGERLE** has been revived since he joined Luton last July for £75,000. Born in South Africa, the tall 25-year-old striker came to

England from America, where he played for Tampa Bay Rowdies. He made just 28 appearances at Chelsea, but since arriving at Kenilworth Road, has found the net regularly, including three times against West Ham this season in the League and Littlewoods Cup.

Ray Harford bought **RAPHAEL MEADE** three days before the transfer deadline for £250,000 from Dundee United. The 26-year-old forward joined Arsenal as an apprentice and spent four seasons at Highbury before being transferred to Sporting Lisbon, from where he went to Scotland.

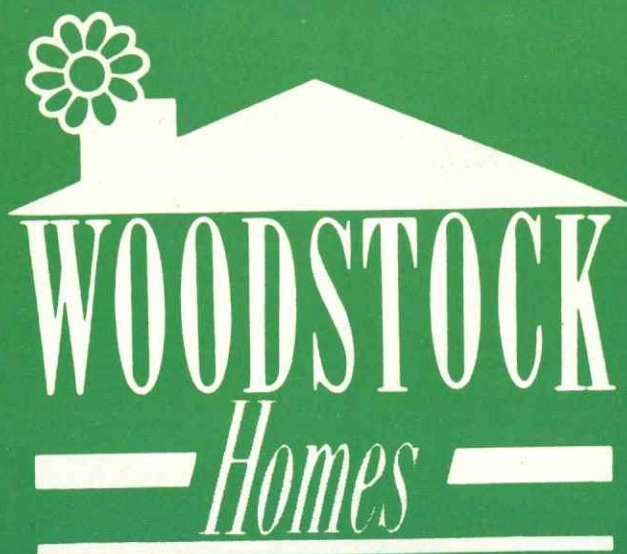
Another recent Ray Harford capture is winger **RICHARD COOKE**, who began his career with Tottenham Hotspur before moving to Bournemouth in January 1987. His dazzling skills were shown at their best in the two epic battles Bournemouth had in the F.A. Cup fifth round against Manchester United in February. He cost Luton £140,000.

STEVE FOSTER



OUR LEAGUE RECORD WITH LUTON TOWN

1945-46	FOOTBALL LEAGUE SOUTH					
	H	A				
	3-4	4-1				
FOOTBALL LEAGUE						
Division Two						
1937-38	0-0	2-2				
1938-39	0-1	2-1				
1946-47	2-1	1-2				
1947-48	0-0	0-0				
1948-49	0-1	1-0				
1949-50	0-0	2-2				
1950-51	2-1	1-1				
1951-52	3-0	1-6				
1952-53	0-1	0-0				
1953-54	1-0	1-3				
1954-55	2-1	0-2				
1978-79	1-0	4-1				
1979-80	1-2	1-1				
1980-81	1-2	2-3				
Division One						
1958-59	0-0	1-4				
1959-60	3-1	1-3				
1974-75	2-0	0-0				
1982-83	2-3	2-0				
1983-84	3-1	1-0				
1984-85	0-0	2-2				
1985-86	0-1	0-0				
1986-87	2-0	1-2				
1987-88	1-1	2-2				
1988-89		1-4				
SUMMARY						
	P	W	D	L	F	A
HOME	23	10	6	7	26	17
AWAY	24	5	10	9	29	41
TOTALS	47	15	16	16	55	58



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1st Division

by JACK HELLIAR

Double over the Lions

Our team achieved its first League "double" of the season a fortnight ago by defeating Millwall 3-0 at Upton Park. Our visit to The Den last December ended one-nil in our favour, so the Lions' First Division statistics show a "double blank" against us in their initial season at top level.

A check on the respective line-ups revealed that only five of our players participated in both games; they were Alan Dickens, Julian Dicks, Tony Gale, Paul Ince and Steve Potts.

Missing from the XI that won the first contest were Liam Brady, Alan Devonshire, David Kelly, Alvin Martin, Allen McKnight and Leroy Rosenior - four of whom were unavailable due to injury this time.

On this occasion we dominated the proceedings in a more decisive manner than during the earlier victory; all the goals were netted during the first half, but although Millwall held us scoreless after the interval we could well have added to the trio that settled the issue in our favour. Defensively our team held their own, although Phil Parkes did well to record his fifth "shut out" in 13 appearances this season.

Visiting goalkeeper Brian Horne "blotted his copybook" at an early stage of the game, when he allowed Julian Dicks' drive to cross the line and put the Hammers one up.

Alan Dickens made it two when he ended an excellent move that spreadeagled the visiting defence; it was his third League goal of the current season, and its execution was literally simplicity itself.

Half-time was fast approaching when our side set the seal on a most convincing opening 45 minutes; once again the Lions' defence was in complete disarray as George Parris put the finishing touches, and the yellow-clad opposition were obviously blushing with shame at the turnabout in "football form."

It made a happy ending for the Hammers on a day that had echoes of tragedy, and the 4,000 or so Millwall fans on the South Bank were effectively silenced as the goals poured in at that end "before their very eyes." For some present it was poetic justice, although at the end of the day the players and officials of both clubs parted on good terms.

HILLSBOROUGH CANCELLATION

The decision to postpone last Saturday's match at Hillsborough was made known on the preceding Tuesday, so there was ample time to ensure that the information was available to all concerned.

However, it obviously added a further complication to a fixture-list which now bears little resemblance to our original end-of-season schedule.

The decision to postpone was made on police requests, as various entrances and exits to the Hillsborough stadium could not be made available prior to the enquiries being concluded.



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INCEY 'PLAYER OF THE YEAR'



POPULAR Paul Ince has been winning accolades all round this season from Bobby Robson to the fans on the terraces and it was no surprise when the talented midfielder player was named as the supporters 'Player of the Year'.

The 21-year-old England Under-21 star, who had to withdraw from the European Championship match with Albania at Portman Road through injury, becomes the 19th recipient of the award which was launched in 1958.

Andy Malcolm was the very first winner and the names of Bobby Moore, Martin Peters, Geoff Hurst, Trevor Brooking, Billy Bonds, Alvin Martin and Alan Devonshire have all been similarly honoured. So young Paul is in illustrious company.

Naturally delighted Paul hopes to repay the fans who voted for him with some sparkling performances.

Paul is seen in our picture receiving his trophy from Charlie Rogers of the Supporters Club. Julian Dicks proudly holds his runner-up cup with Tom Jenkinson by his side.

UPTON PARK TELEPHONE NUMBERS

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 Clubcall 0698-12-11-65
 Boleyn Lounge Restaurant. 01-471 8426

WEDNESDAY THIS TUESDAY

Our much postponed League fixture at Sheffield Wednesday will take place at Hillsborough on Tuesday at 7.30 pm. This is an ALL-TICKET match (see page 28). Details of the route to Hillsborough were published in our Southampton programme.

OLD STARS TURN OUT FOR THE OLD SPOTTED DOG

The Old Spotted Dog Ground, the home of Clapton Football Club, is threatened. The owners, Grand Metropolitan, wish to develop the site and demolish one of football's most romantic venues.

Clapton have a cherished position in the history of this great game of ours. They became the very first English club to visit the Continent when in the Easter of 1890 they beat a Belgian XI 7-0 on their own soil. They won the F.A. Amateur Cup on no less than five occasions and this season have reached the final of the London Senior Cup, a trophy they first lifted in triumph 100 years ago.

In order to fight the property developers Clapton F.C. are forming a Trust to protect their future. To get this off the ground they have arranged a special game between a Television Entertainers XI and a Clapton All Stars team.

The Clapton team will be managed by former Hammers favourite Frank Lampard and what a problem he is going to have selecting a team. Just look at the names he has to choose from: Bobby Moore; Martin Peters; Trevor Brooking; Bobby Barnes; Colin Mackleworth; Patsy Holland; John Radford; David Webb; John Pratt; Paul Brush; David 'Psycho' Cross; Mick McGiven; Ronnie Boyce; Harry Redknapp and Nicky Morgan!



What a team! It has got to be worth the £2 admission (by programme) to see these great old stars (and some not so old Ronnie Boyce points out).

The game will be at the Old Spotted Dog Ground, Upton Lane, on Sunday, 21st May at 4pm. It promises to be a real treat for all the family and CHILDREN under 12 will be admitted FREE if accompanied by an adult... We hope to see you there for what amounts to almost a reunion of former West Ham United stars.

EAST END RESPONDS



The Hillsborough tragedy touched everyone's hearts and when it came to putting ones hand in the pocket West Ham United fans were quick to respond.

As you can see from the picture our supporters rushed to make donations to our special collection at our last home game which raised an impressive £5,765 for the Hillsborough Disaster Appeal. The Club has also made a private contribution as well.

Well done, your generosity epitomises the true bond that exists between football supporters across the land, a fact that the media are not always so keen to exploit across their pages.

The Hillsborough Disaster Appeal, which is a joint venture between Sheffield, Liverpool and Nottingham, hopes to raise over £3 million.

You can pay directly into the following accounts: Co-Operative Bank, 84-86 West Street, Sheffield S1 3SX... Sort Code - 08-90-75. Account No: 50000005. OR: Barclays Bank, City Office, Water Street, Liverpool L69 2EX. Sort Code - 20-51-01. Account No: 20565555. Or simply send direct by post to the Lord Mayor, Townhall, Sheffield S12 HH.

TRAVELLING TO EVERTON?

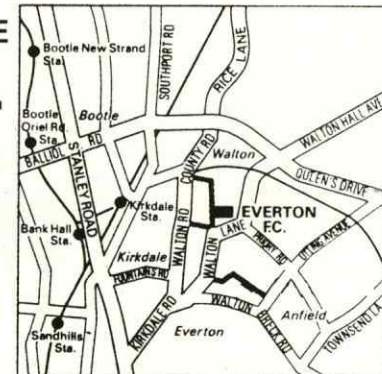
HOW TO GET THERE

From the North: Use M6 to J28 then follow signs to Liverpool on A58. Take A580 to Walton Hall Avenue for Everton FC.

From the East and South: Take M6 and the M62 to A5058 into Queen's Drive. After 3 miles turn left on A580 into Walton Hall Avenue for Everton FC.

From the West: Use the Old Mersey Tunnel into Liverpool city centre and follow signs for Preston A580 into Walton Hall Avenue for Everton FC.

Parking information: Corner of Prior and Utting Avenue.
Nearest railway station: Liverpool Lime Street. Tel: 051 709 9696.
 Courtesy Football League and A.A.



BARCLAYS LEAGUE DIVISION ONE

(Up to and including Wednesday, 3rd May)

	HOME					AWAY					Top Goalscorers (League only)	Average Gates
	P	W	D	L	F A W	P	W	D	L	F A Pts		
Arsenal	34	10	5	2	32 15 10	4	3	35	17	69	Smith 19, Merson 9, Marwood 8	35,040
Liverpool	33	8	5	2	25 8 10	5	3	30	16	64	Aldridge 16	38,244
Nottingham Forest	34	7	7	3	26 14 9	5	3	31	24	60	Clough 8, Hodge 6, Gaynor 3, Foster 2	20,933
Norwich City	35	7	7	4	22 20 9	3	5	23	22	58	Fleck 8, Rosario 4	21,911
Tottenham Hotspur	37	8	6	5	31 24 7	6	5	29	21	57	Waddle 14, Stewart 9, Fenwick 8	25,779
Coventry City	36	9	3	6	26 21 5	8	5	18	18	53	Speedie 13	17,960
Derby County	34	8	3	7	21 17 7	4	5	15	15	52	Saunders 14 (4 for Oxford)	16,250
Millwall	36	10	2	6	26 20 4	4	7	19	30	51	Cascarino 13, Sheringham 7	14,413
Wimbledon	35	10	3	5	29 17 4	4	5	18	24	50	Fashanu 10, Gibson 5	6,294
Manchester United	34	9	5	3	24 11 3	7	7	15	17	48	Hughes 12	40,045
Queens Park R.	35	7	5	5	19 14 5	6	7	20	19	47	Francis 7, Stein 4	15,483
Everton	34	8	7	2	29 17 3	5	9	15	25	45	Cottee 11	24,184
Southampton	36	5	7	6	23 25 4	7	7	26	39	41	Le Tissier 9, Cockerill 4, Rideout 4	16,026
Aston Villa	36	7	5	6	24 21 2	7	9	19	32	39	McInally 13	17,492
Middlesbrough	36	6	7	5	28 29 3	5	10	16	30	38	Slaven 12	22,363
Luton Town	36	7	6	5	31 21 2	5	11	10	30	38	Black 7	8,393
Sheffield W.	35	5	6	18	21 4	4	6	9	13	26	Sterland 6, Hirst 2	19,111
Charlton Athletic	35	4	7	6	21 24 4	5	9	19	30	36	Williams 11	6,971
Newcastle United	36	3	5	10	18 27 4	4	10	13	33	30	Mirandinha 8	23,878
West Ham U.	33	2	6	10	18 30 5	2	8	12	23	29	Kelly 6, Roserio 3, Dickens 2, Stewart 2	21,497

CHEQUE MATE!



Darren Owens, from Romford, was more than happy when he left Upton Park a fortnight ago. Not only had the Hammers taken three points from an emphatic win over Millwall but he had an extra £1,000 in his pocket as well.

Darren had been the lucky winner in the Hammers' popular 'Thousandaire' competition and picked up his giant cheque from 'Hammer of the Year' Paul Ince (right), and runner-up Julian Dicks prior to the kick-off.

TODAY'S REFEREE

LESTER SHAPTER, from Torquay, is one of six referees given an extended run after passing the 48 year age limit.

It was way back in 1956 that he first took up the whistle in local football only to give it up after two years. Then in 1964 he became enthusiastic again and within two years was officiating in the Western League. By 1971 he was on the Football League line and was promoted to the middle in 1973.

A former policeman, Lester's first major honour was to run the line in an England v Italy amateur international in May, 1972. Later he was a linesman in the European Cup Winners Cup tie between Sachscenring and Panathinakos (October 1975) and for the F.A. Charity Shield game between Tottenham and Aston Villa (August 1981).

As a referee Lester controlled the League Cup semi-final involving Liverpool and Ipswich (February 1982) and the Manchester United v Arsenal Milk Cup semi-final a year later. He finally made the Wembley showpiece himself in April 1987 when he took charge of the Arsenal v Liverpool Littlewoods Cup Final.

One of the most experienced officials on the League list he has also refereed the Kuwait national Cup Final (1986) and the semi-finals and final of the League play-offs and run the line in the U.E.F.A. Cup quarter-final tie between Sporting Lisbon and F.C. Koln in March 1986.

An enthusiastic runner he is also into brass bands and retires in July as President of the Association of Football League Referees and Linesmen.

This is Lester's second appearance at Upton Park this season. He refereed our League game with Sheffield Wednesday in December.

A WINNING TEAM.



Steve Potts and Paul Ince receive their Barclays Young Eagle awards from Dick Purkiss, Manager of Barclays Business Centre at Plaistow.

Your local Barclays Business Centre at 737 Barking Road, Plaistow (just around the corner from the Ground) is specifically equipped to meet all the needs of personal or business customers and Dick Purkiss and his team will be pleased to discuss your banking requirements with you.

Please call in or telephone 01-470 9560 to make an appointment.

●●● YOU'RE
BETTER OFF
TALKING TO
BARCLAYS

HAMMER

OF THE WEEK
JULIAN DICKS

T

HERE was no one more surprised than Julian Dicks when manager John Lyall called him into the office and told him that he had been voted runner up in the 'Hammer of the Year' awards. "I didn't even give it any thought," says Julian. "Paul has been playing so well it was obvious that he would get the Player of the Year award and I didn't know there was a second prize."

But second prize there is and the stylish young left back was a clear cut winner for the accolade.

It proved to be some week for the 21 year-old from Bristol. For after the prize giving came the action and a new experience playing alongside Tony Gale in the centre of the Hammers defence.

"That was another surprise," laughs Julian. "I missed a game through suspension and so played in a reserve match against Crystal Palace at Tooting & Mitcham to sharpen up for my return against Southampton. I played at centre-half in that game for the first time in my life.

"I didn't think anymore about it. Thought it was just a one-off because of our injury problems in that position which of course affect the reserve side even more than the first team. But at about 1.30 p.m. on the day of the Millwall League game John Lyall saw me and asked if I would play there for the first team that afternoon."

Quite a daunting task when you realise that the Millwall front-line is led by the powerful Tony Cascarino. Young Julian stands at around five-foot-ten. Cascarino is six-two and nearly 12 stone of muscle.

"The height difference was obviously going to be a problem," says Julian, "but the manager told me how to play him. I was to drop off him and let him get the flick on the first ball. Then all I did was intercept the flick. That's what I did and it worked a treat."

It certainly did for not only did Julian and Tony have Cascarino in their pockets but Julian also found time and the space to join in the Hammers attack. And not only that but he scored a goal as well - only his second ever for the Hammers.

"Yes. I was pleased with that," he smiles. "It came out of the box and I just hit it. I was a little lucky I suppose because the ball went though the goalkeepers legs but they all count.

"I enjoyed playing in the centre as it happens. You see more of the game there because everything is coming towards you."

Julian is quite happy with the way his career is unfolding. Last summer he was given a big boost when Dave Sexton included him in the England Under-21 squad for a tournament in France and this year, after his first full season with the Hammers, he has been recognised by the fans with this latest award.

"It has gone well for me," he says. "I really like it at West Ham. We have nice coaches (I'm sure he is crawling); a good manager and the players are a great bunch of lads.

"At Birmingham we had good players and average players but nobody seemed to mix. Here we all join in together and have a good laugh.

"We train just as hard as we did at Birmingham but it doesn't seem so tough because it is made more enjoyable... You need to have a sense of humour when Gale is around because he is always taking the Mick. I can take it although I'm not one to play jokes on others myself."

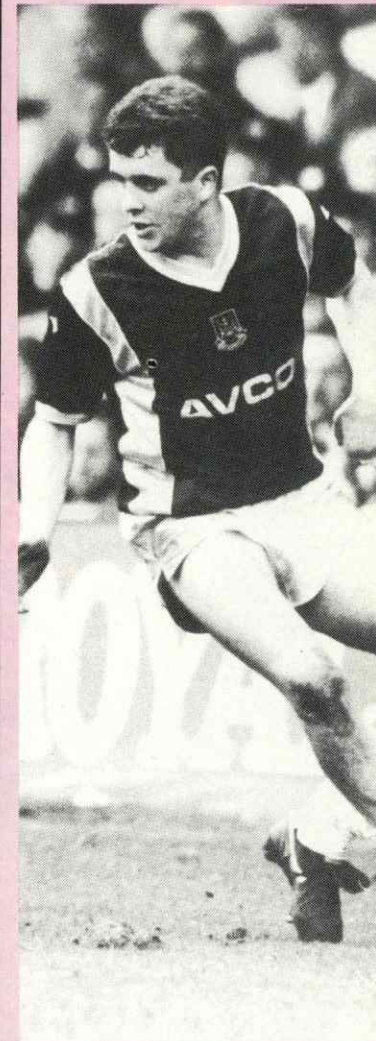
You might be surprised to hear that Julian's schoolboy hero was George Best. "I was a midfield player when I joined Birmingham City," he explains. "It was Ron Saunders who first played me at fullback. I had four games there under him. Then when John Bond took over he played me there permanently.

"Ron Saunders was not liked by many of the lads but I got on well with him. He was a very hard man but fair... John Bond was forever playing jokes on people. He encouraged me to get down the line more and support the attack. He would want you to do it as often as possible."

"My tackling wasn't too good but I learned a lot from Mark Dennis and

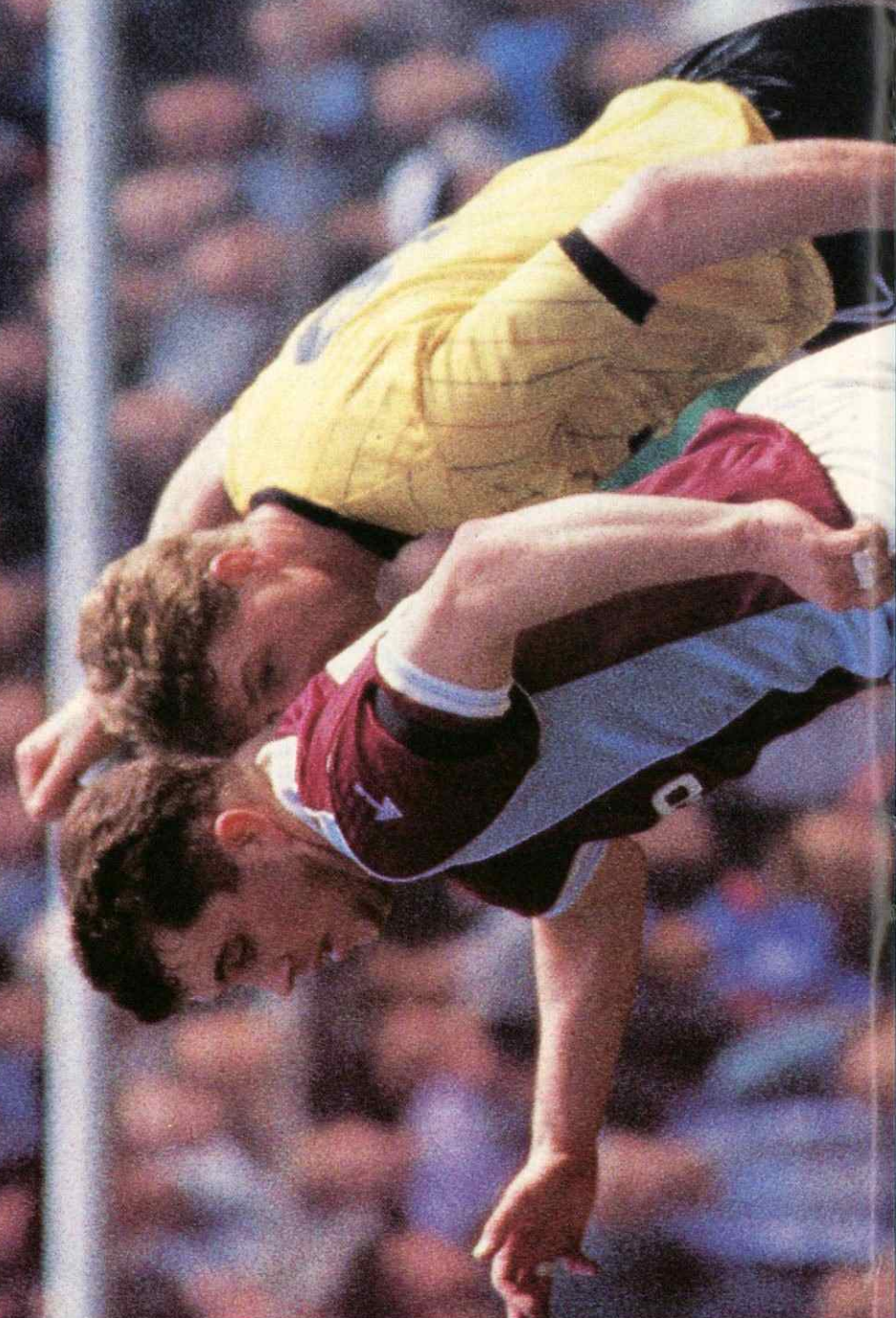
Pat Van Den Hauwe who were very helpful. Ron Saunders likes hard men. He believes that if you go into the tackle you have got to win the ball. That is what was required of us."

Julian is managing to combine such skills with his natural instincts to get forward. He is still very young and has a long way to go but with Paul and Julian scooping the awards West Ham's future would seem to be in good hands.



COLIN BENSON

HAMMER
JULIAN DICKS



FAREWELL TO OUR SPONSORS

It was on 22nd October 1983 that West Ham United signed its first Official Club Sponsor – Avco Trust. At that time many West Ham United supporters asked the question, "who are Avco Trust"? Now, close on six years later, you ask a West Ham supporter what's the name on the shirt and they will say Avco. In fact, ask any football supporter and they spring back with Avco. Such is the power of football sponsorship.

It was Alex Hampshire, Paul Alexander and Alan Williams, along with our Commercial Manager Brian Blower, who put the sponsorship together. So successful has it been that Avco recently became the longest running sponsorship in the Football League.

Their marketing aims have been achieved. The awareness from sponsorship has been satisfied.

During these six years a number of Avco personnel have been involved. Bill Weis a man with great presence, arrived from Canada, and was set at the head of Avco. His early input to the Sponsorship continued its success.

A string of personnel were appointed to deal with the West Ham venture and take charge of promoting the Sponsorship. This proved successful. In recent years David Taylor has been the main contact with West Ham. David, a football man, has ensured that the name of Avco has been kept to the front at all times.

The present Management Team at Avco of Dennis Hughes and Mick Woodall, along with Rob Plumb, have always been aware of what is needed to make the sponsorship achieve its aims.

A special thank you must also go to Miss Jo Grout. Jo was in the sponsorship at the very beginning and has been the person in charge of the Match Tickets, the entertainment and organisation, ensuring the liaison with the Club is first class. Jo, from everyone at West Ham United thank you for your input to a fabulous sponsorship.

It must also be said that this has been a partnership of two teams. The team of Avco and the team of West Ham United. Like a marriage we were united on 22nd October 1983 and this has been a successful and profitable association for both parties.

This is not the end of our association with Avco for they will maintain a presence here next season although in a lower key. Avco will be seen advertising around the ground, in the Matchday Programme and will also be promoting a few Matchday Sponsorships.

We would like to place on record our sincere thanks to Avco Trust for their continued sponsorship and thank them for putting their name to that of West Ham United F.C. The sponsorship was appreciated and I believe successfully executed.

Good luck in the future Avco and we hope that our new sponsors will follow in the same footsteps and be as successful as Avco Trust have been with West Ham United F.C.

THE ACADEMY

West Ham United are pleased to announce that next season, as you have read elsewhere in today's programme, new development will make it possible to introduce to West Ham United an Academy Suite. A V.I.P. Club giving the ultimate facility for entertainment, wining and dining in the most luxurious surroundings.

Membership to this exclusive Academy Club will be announced during the close season.

If you would like to receive detailed information on the Academy, please indicate to us on our Academy Hotline which can be found below. The Academy will be the place to entertain, and watch football in luxury.

The Academy will be the place to be. Why not find out more, contact us on our Hotline.

Academy Hotline 01-471 9362

JOIN OUR EXECUTIVE CLUB NEXT SEASON 1989/90

For a number of years now we have operated two very successful Executive Lounges – namely the Boleyn and Thames Lounge, which are situated on the Lower West Tier. These Executive Clubs give Members the ideal opportunity to arrive at Upton Park early, relax in excellent surroundings of their own Private Lounge. Wine and dine at the highest possible standards. Catering provided by Lindley Catering.

Each Member has his own personalised seat in the Lower West Stand, also each Lounge has its own Hostess who ensures that Members ticket requirements and requirements on a Matchday are carried out. There is also the opportunity for car parking facilities adjoining. In fact, there are a wealth of benefits to enjoy as an executive Club Member at Upton Park.

If you would like to know more about Executive Club Memberships contact **Kim Montague** or **Sue Page** on the

Executive Club Hotline –
0 1 - 4 7 2 7 3 5 2

THERE IS MORE TO BEING A POSTAL CADET THAN DELIVERING LETTERS

Are you 16 or approaching 16 and looking for employment?

Even if you have not passed GCEs but can pass our selection test and interview. We will offer you £93.56 per week, which includes London Weighting.

We are situated near St. Paul's Cathedral in the City of London.

The job involves more than simply delivering letters, and can develop into a worthwhile career, that's why we provide first class training which includes first aid, computer and information technology courses, outward bound courses. Other benefits include active sports and social club.

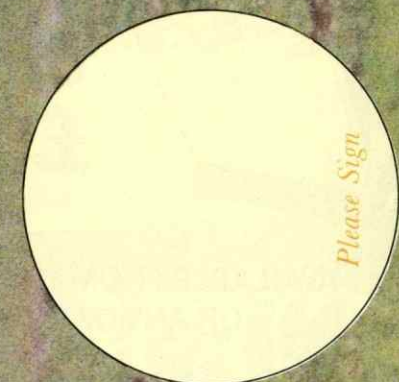
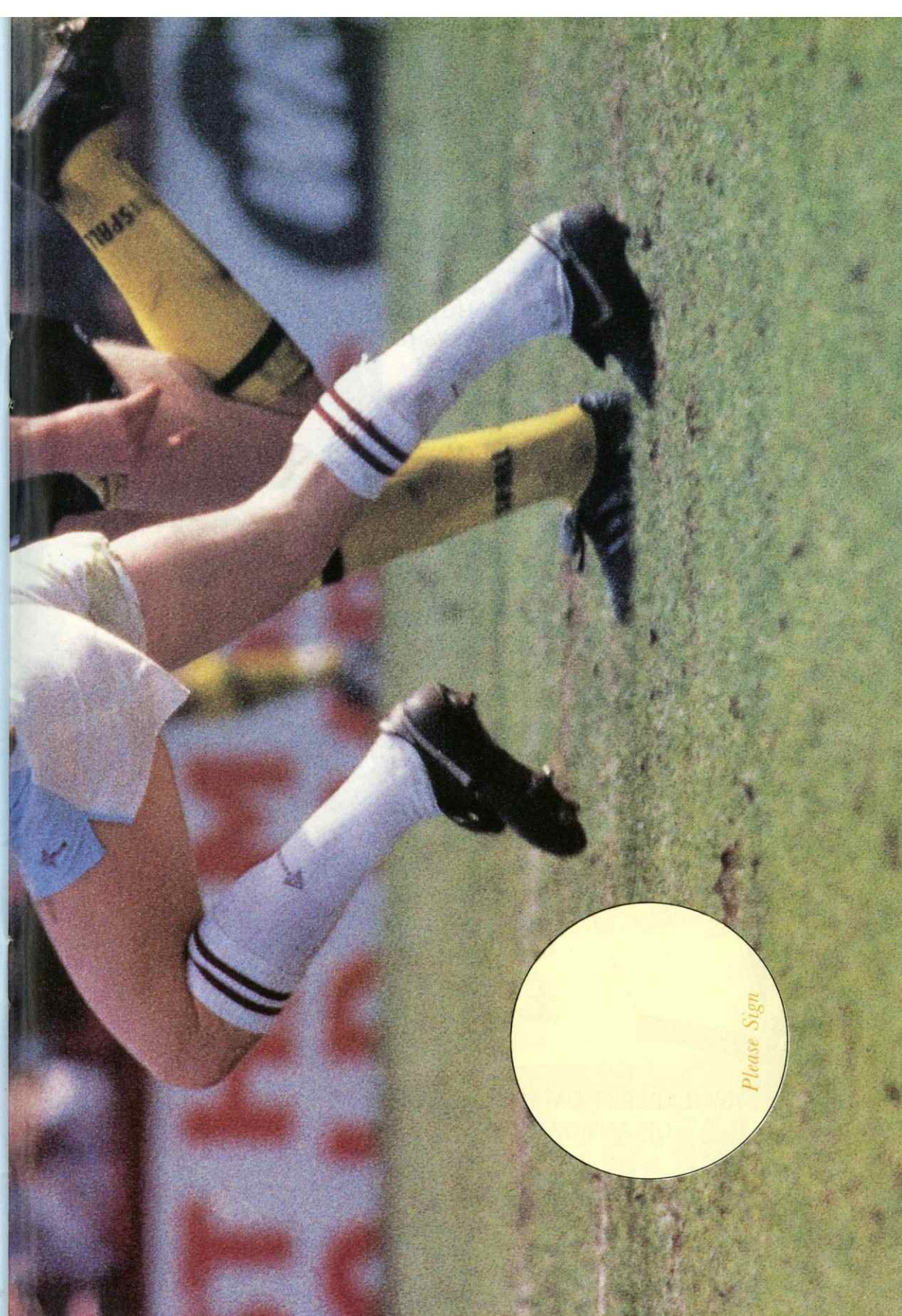
I.N.T.E.R.E.S.T.E.D. ?

Contact in writing

**Room 254 G, Second Floor, S.O.B.
King Edward Building, King
Edward Street,
London EC1A 1AA**

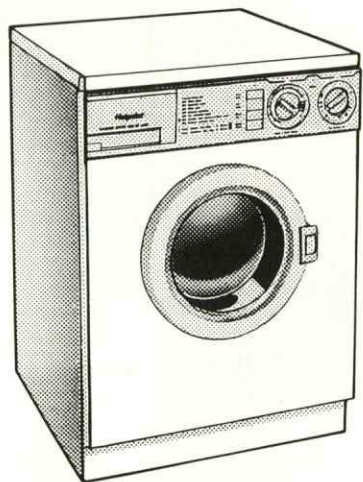
**or telephone
01-239 5357**

THE POST OFFICE IS AN EQUAL OPPORTUNITY EMPLOYER



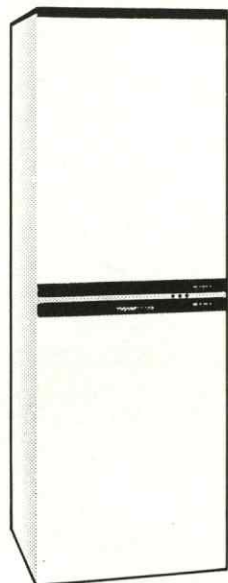
TODAY'S MATCH SPONSOR

LEB & Hotpoint A WINNING TEAM



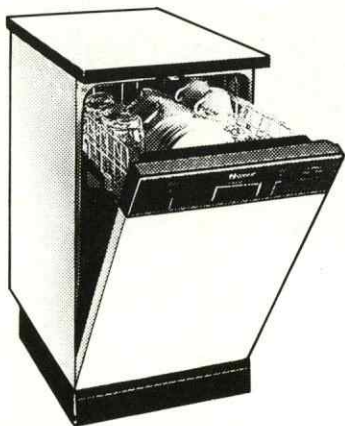
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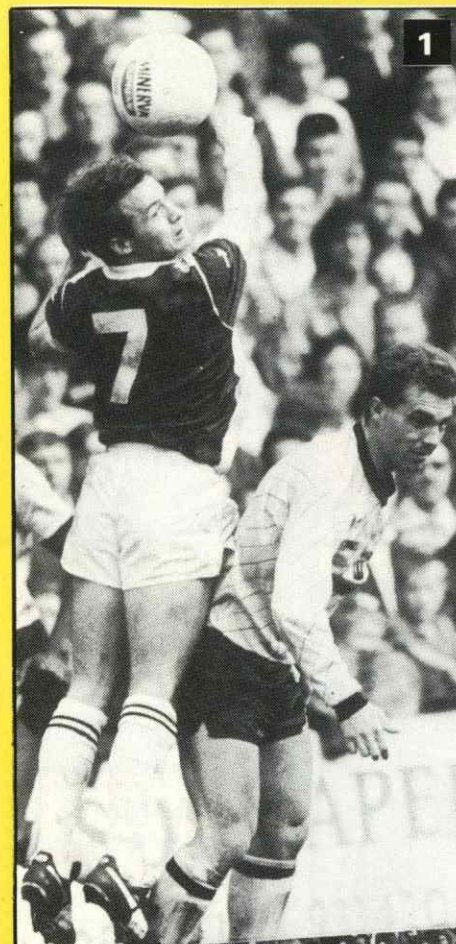
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Hotpoint

Limited period offer
ends 30th June 1989



1



2

LIONS TAMED

IT is no contest as little Mark Ward heads for glory against Millwall (pic. 1) . . . Phil Parkes showed his class too to disappoint Cascarino (pic. 2) . . . At the other end Alan Dickens is desperately unlucky with this flying header (pic. 3). But at the final whistle it is smiles and congratulations all round. The Hammers have won 3-0!

Pictures - Steve Bacon "Newham Recorder"



3



4

West Ham United's
Official Souvenir Shop



THE HAMMERS SHOP

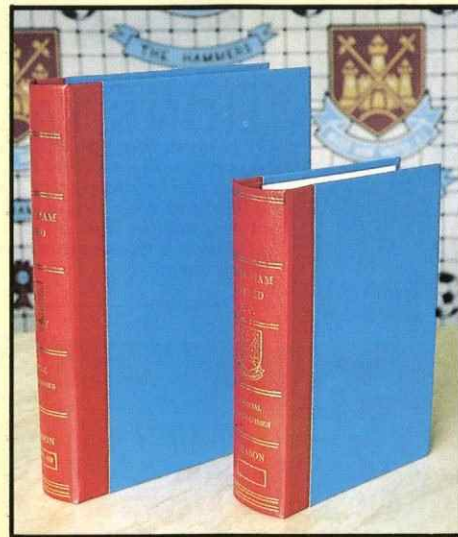
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Sportswear, Leisurewear, Souvenirs for Everyone

**We are open
all summer
Come and see us!**

OPEN EVERY WEEKDAY 9.30-5pm
OPEN EVERY SATURDAY 9.30-1pm

The Hammers Shop is the official souvenir shop for West Ham United F.C. Ltd. It is designed for all Hammers supporters whatever your age, sex or dimensions! And we are open six days a week all year round. We have a very large and colourful range of leisurewear as well as traditional claret and blue items. There are prices to suit ever pocket, from as little as 20p with more than 250 different items in stock at any one time.

With new gear coming in all the time, regular visits to the Hammers Shop are a must for supporters.

NEWS



COMMERCIAL

THANK YOU FOR YOUR SUPPORT

In this the last home Matchday Programme of the season I would like to take this opportunity to thank everybody for their support of our Commercial Department. Our grateful thanks then to: Our Official Club Sponsors, **Avco Trust**, who, as you will have read, are departing as Club Sponsors at the end of the Season. However, I know Avco will be around next season supporting us in other forms of sponsorship.

Our various Matchday Sponsors who have been here each and every home game supporting us and entertaining their guests.

Today, we extend our greetings to **LEB** and **Hotpoint** as our Matchday Sponsors.

Our matchball Sponsors who have been present at each game. Today it's the turn of **Travel Care**.

The Matchday Mascots, the girls and boys who have led the team out throughout the season. I am sure they join a band of happy youngsters who have fulfilled their dreams.

Our Executive Club Members who have supported our Executive Lounges throughout the season.

Also, the staff of the Commercial Department. They have given me 100% support at all times and last but not least, the greatest band of all. The West Ham United supporters - thank you.

FRIENDS OF WEST HAM UNITED F.C.

Last Thursday saw the launching of the Friends of West Ham United F.C. A band of business people who will be invited on a regular basis to dine here at Upton Park on non-matchdays. Also we will strengthen social ties with the local community for more detailed involvement with charities and local people.

If you would like to know more about the Friends of West Ham United F.C., then send us your name and address and where possible a Business Card. We will contact you on receipt. Join the band of West Ham United F.C. Friends.

OPEN IN THE SUMMER

Because the football season closes down it does not mean that West Ham United closes down. The offices here are open daily and our Commercial Department is open for your queries and questions from 9.30 a.m. to 5.30 p.m. daily.

The Sales Service Department, that's our shop, is open on the forecourt from 9.30 a.m. to 5.30 p.m. Monday to Friday. Don't lose contact with us - **Hammerline** is in operation each and every day - that's **01-475 0555** and of course there's **Club Call**, the supporters way of keeping in touch with us - **0898 12 11 65**.

Have a good summer but keep in touch.

SEE YOU NEXT SEASON

It may be the last home game here at Upton Park for this Season but by no means is it the end of the football season. We still have a very hectic away programme. Keep in touch with Hammerline for we may be organising some away trips, subject to demand. But I can assure you that the services here at Upton Park will be back in force next season.

We will be here to provide services to supporters, business people, Executive Club Members, in fact, everybody associated with the Club.

A vast new programme for Business Entertainment, Sponsorship, Company involvement and supporters involvement is planned for season 1989/90. If you would like to be kept up to date with all of our plans then drop us a line. Address your correspondence to the Commercial Department here at Upton Park.

FREE PONTINS HOLIDAY MAY BE WON!

Would you like to go away totally free of charge this summer? This is possible if you are one of our Lottery Agents. For more information, contact **Darron Wilson** in our Pools Office. You may be taking your family away free of charge!

COMMERCIAL HOTLINE 01-472 5756

IN RESERVE

Ovenden Papers Football Combination

Our concluding away match of this season was played against Oxford United at their Manor Ground on Monday 17 April. We fielded a very young side, including a number of triallists who have participated in recent games; to these were added a couple of newcomers from Marlow FC - Mike Putnam and Richard Hall.

The home side went ahead early on, and were two-nil up from the penalty-spot just before the interval. The Hammers' XI tried hard to register an impact during the second half, but Oxford made it three half-way through the second session and ran their total up to five with a couple more late in the game.

Southampton's reserves were at Upton Park on Tuesday the 25th, and they made half-a-dozen changes to the programmed line-up. their XI was leavened by a considerable amount of experience, but one of their outstanding



GARY STRODDER

players on the afternoon was YTS signee Nicky Banger who played most of the game up front.

The Saints generally had the better of the exchanges, and eventually won by two-nil. The first goal came at the end of half-an-hour's play, when they made an interception near the corner-flag and created the opening for a scor-

ing chance from ten yards. The second was on the hour, with another good passing movement along the left flank and a well-placed shot that gave Steven Banks no chance of saving.

Our side again included Michael Putnam, and also Steve McGavin from Sudbury; both did well against the strong-Saints' team. Gary Strodder returned after his recent injury, but will benefit from a further spell of training prior to resuming competitive action.

OVENDEN COMBINATION

(up to and including April 26)

	P	W	D	L	F	A	Pts
Tottenham Hotspur	37	22	10	5	88	37	54
Wimbledon	35	20	7	8	69	35	47
Arsenal	33	18	10	5	73	39	46
Watford	34	18	9	7	80	48	46
Luton Town	37	17	10	10	85	54	44
Chelsea	32	17	8	7	64	43	42
Swindon Town	34	18	5	11	64	51	41
Millwall	33	15	9	9	66	41	39
Oxford United	34	16	7	11	75	62	39
Norwich City	35	15	7	13	60	61	37
Crystal Palace	33	13	8	12	45	42	34
Southampton	36	14	6	16	63	66	34
Ipswich Town	33	14	5	14	52	56	33
West Ham United	37	9	10	18	52	68	28
Brighton & Hove Alb	35	7	13	15	41	69	27
Fulham	35	10	7	18	45	84	27
Charlton Athletic	34	7	8	19	52	74	22
Portsmouth	31	7	6	18	30	69	20
Queens Park Rangers	33	5	5	23	31	69	15
Reading	35	4	4	27	31	98	12

OVENDEN PAPERS FOOTBALL COMBINATION FIXTURES 1988-89

Kick-off times for home games: Saturday matches 2.00pm. Midweek matches 2.30pm.

Aug. 27	Charlton Athletic	3-2	Nov. 15	Reading	0-0	11	Arsenal	1-1
30	Norwich City	3-2	19	Southampton	1-3	Feb. 14	Fulham	1-2
Sept. 3	Wimbledon	2-2	22	Norwich City	2-0	25	Luton Town	1-3
10	Fulham	1-3	Dec. 3	Swindon Town	1-2	Mar. 4	Millwall	1-4
13	Swindon	1-2	7	Brighton & H.A.	0-0	21	Watford	3-3
20	Ipswich Town	0-0	13	Watford	3-4	25	Luton Town	0-3
24	Tottenham Hotspur	0-1	20	Chelsea	2-2	Apr. 1	Queens Park Rangers	4-1
Oct. 4	Millwall	2-2	Jan. 7	Arsenal	0-1	12	Crystal Palace	0-1
8	Oxford United	6-1	14	Brighton & H.A.	2-2	15	Reading	3-1
15	Portsmouth	3-1	24	Portsmouth	0-0	17	Oxford United	0-5
22	Tottenham Hotspur	0-3	28	Chelsea	2-5	25	Southampton	0-2
Nov. 2	Queens Park Rangers	1-0	31	Charlton Athletic	1-3	May 6	Ipswich Town	H
5	Crystal Palace	2-0	Feb. 4	Wimbledon	0-1			

HATTERS AND HAMMERS

HAMMERS HISTORY

The 23 Football League matches between West Ham United and Luton Town which have previously taken place at Upton Park have not been notable for high scoring, never exceeding an aggregate of four goals except for those in 1945-46 and 1982-83.

The former was in the after-World War II Football League South (Luton won 4-3) and the latter in the First Division (Luton again by 3-2).

However, there was one very notable exception which does not appear in the general statistics. Hardly surprising, really, as it was a "war-time football" meeting in the League South of 1944-45. It was the last-but-one game of the season at the Boleyn Ground, taking place on 12th May at an enclosure battered by a "doodle-bug" that had landed on the South Bank; that event had precluded the Hammers playing at home until the preceding December, as was evinced by the notice in the match-programme: "Spectators are warned not to climb on any of the steelwork or encroach on the prohibited portions of the ground."

Everyone combined and complied with those sort of requests in those days, and the solitary "bobby" patrolling the perimeter had no trouble with the 5,000 fans.

Match-programmes were single-sheet, 10 x 7½ ins. affairs then, with about 500-600 words of "notes" plus the fixtures and a league table, printed both sides of the sheet. There are probably only a few "originals" of that day's issue still tucked away in collectors' files.

The difficulty of finding sufficient players to fill the competing XI's often led to late changes and substitutions, and sometimes it was a case of "bring your boots and you might get a game." It possibly happened to several players that day, as the Hammers' line-up had one amendment but the Hatters' showed four - and a positional move.

The Hammers' centre-forward was due to be Sammy Small, but in his absence we fielded Tom Cheetham of Queens Park Rangers - his only appearance in our claret-and-blue. Luton were obviously hard-pressed to raise a full-team, because they eventually had ex-Hammer Alf Chalkley playing at right-back; and as Alf had officially retired from the Upton Park retained list some seven years previously, he must have been at least 41 years of age.

The teams (with Hammers' Service ranks given) were: West Ham: Gunner George Taylor, Police Constable Charles Bicknell, Billy Lewis (amateur), Sgt. Norman Corbett, Company Sergt. Major Ted Fenton, Ron Wilson, Gunner Terry Woodgate, Sgt. Almer Hall, Tom Cheetham, Len Goulden, Charlie Whitchurch.

Luton: Duke, Chalkley, Cooke, Burke, Blair, Gordall,

Ball, Thomas, Woolhead, Daniel, Bilbao. Their listed players who were not available were Brown, Archer, Goodyear and Jones. Several of that squad were probably "guests," as only Cooke and Daniel played against us here in the following season.

The late Charlie Paynter's subsequent programme comments summed up the afternoon: "Our chaps thoroughly enjoyed themselves last Saturday, and although the game was more-or-less one-sided our fellows are to be congratulated on keeping the interest in the game. Not for one moment, after Luton had scored first, did Chas. Bicknell and Co. let up, and no one could accuse them of staging a "back ender.""

In fact, it was more like a "back-bender" for the Town 'keeper, who picked the ball out of his net nine times! Following his team-mate Woolhead's opening goal, the Hammers clocked up two hat-tricks (by Hall and Whitchurch) with additions from Corbett and Cheetham. The QPR man scored twice, which gave him a two-goals-a-match average in our colours!

We ended as runners-up to Spurs that season.

It would be churlish of us not to record today's visitors' best-ever League victory over the Hammers. The date was Boxing Day 1951, and on the preceding Christmas Day morning 20,000 fans had seen goals by Gerry Gazzard, John Gregory and Bert Hawkins register a three-nil victory for us.

The attendance at Kenilworth Road for the return was given as just 346 less than the five-figures above, but any similarity in the score-lines was completely lacking.

We fielded the same XI; Luton made three changes; and the line-ups were:

Luton: Streten, Dunne (Cooke was injured the day before), Aherne, Morton, Owen, Watkins, Stobbart (for Havage), Turner, Moore (for Stobbart), Taylor, Mitchell.

West Ham: Gregory (E), Wright, Forde, Parker, Walker (R), O'Farrell, Woodgate, Gregory (J), Hawkins, Gazzard, Andrews.

The Hatters were three-one up at half-time, John Gregory scoring ours from a rebound; they added three more in the second half to win 6-1. It was not a happy day in Ernie Gregory's memoirs!

by JACK HELLIAR

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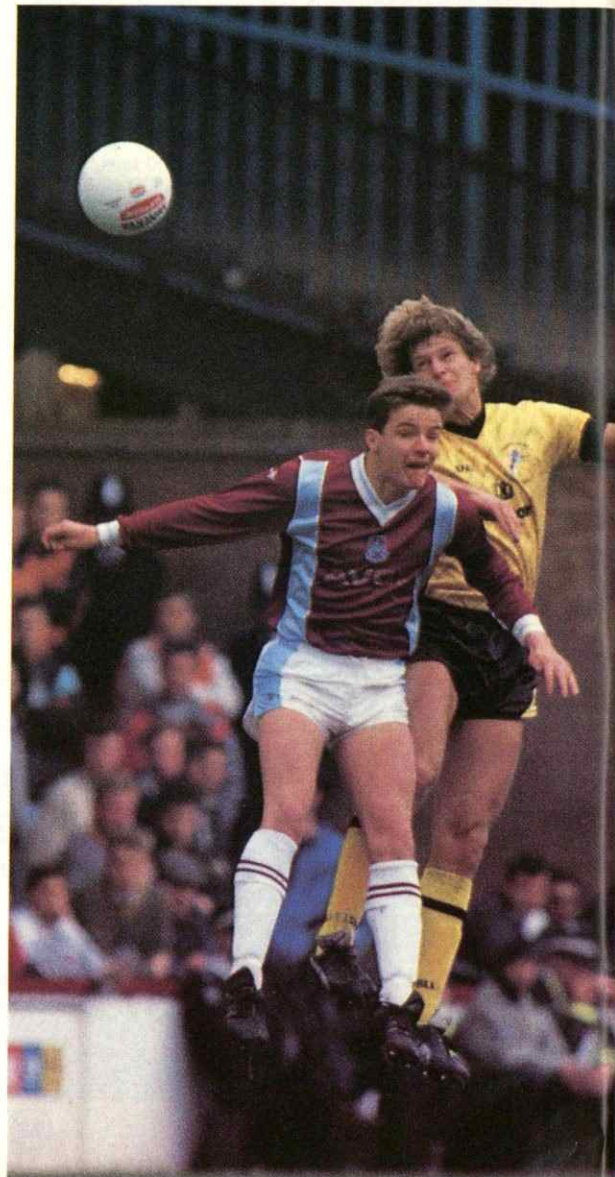
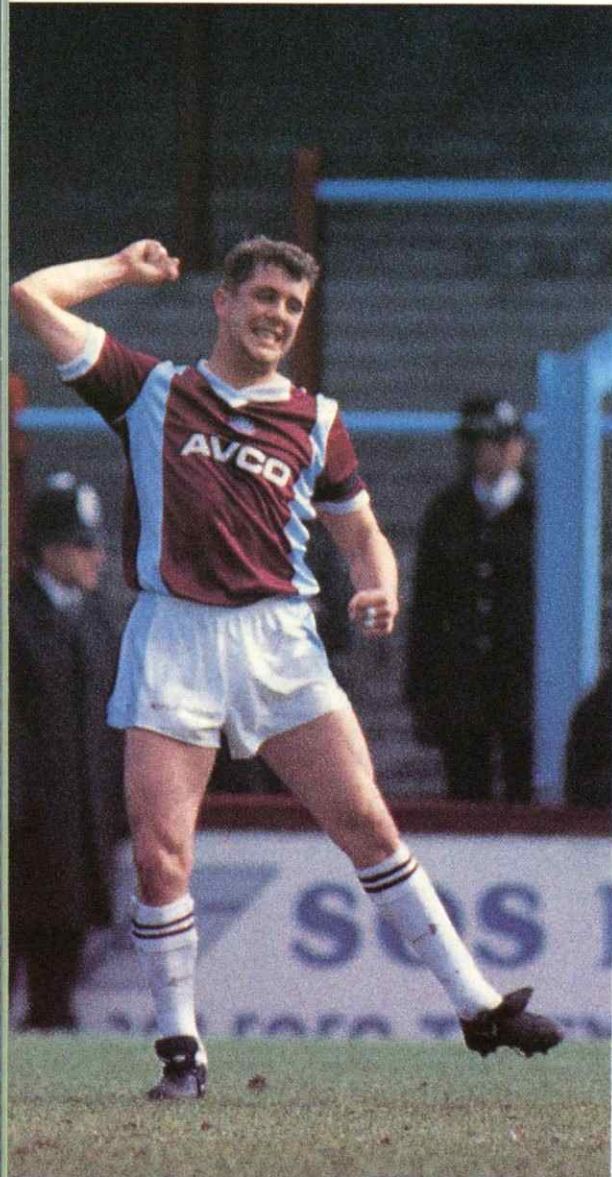
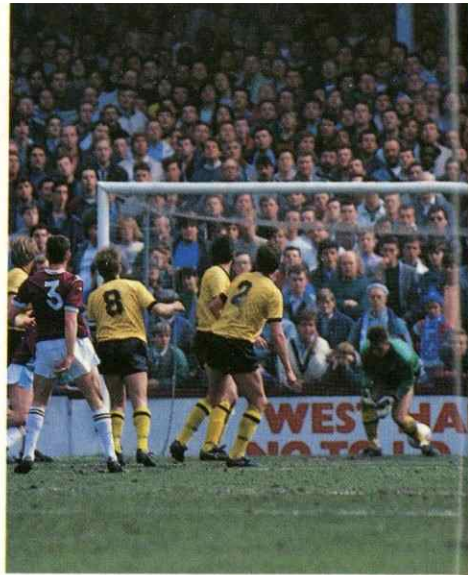


HAMMER

GOAL! Julian Dicks (No. 3), watches as his well-struck shot goes through goalkeeper Brian Horne's legs during our demolition of Millwall. No wonder Julian celebrates (pic. 2), it is only his second goal for the Hammers! Stuart Slater is beaten in the air by Steve Wood (pic. 3) . . . "I never touched him," claims Alan Dickens (pic. 4); but someone certainly sent Paul Ince sprawling at the other end (pic. 5).

Pictures - Steve Bacon

ACTION



them what kind of products they want. The public does not know what they want, but we do. So instead of doing market research, we refine our design on a product and its use and create a market for it by educating the public. Communicating with the public is a product idea strikes me as a natural.

As an example I can cite a product everybody knows of, the Walkman. It took shape when Ibuka came to my office one day with one of the stereo tape recorders and our standard-size headphones.

I had been mulling an idea over in my mind for a while, and now it came into focus as Ibuka talked to me from my own experience at home. Young people cannot seem to live without music. Almost everybody has a stereo at home and in the car. In New York, I had seen people with their tape players and radios perched on their shoulders blaring out music. I remembered that one time when my wife, Naoko, came home from a trip to Japan and brought me a cassette player. I had to change the name to something else.

Of our new stereo experiment, we sold no more than thirty-thousand units. The accountants protested but I told them I was confident we could be making our new product in large numbers and our cost would come down as volume climbed. That is why we should start from a cheaper configuration of the Pressman than the Pressman, but I chose the configuration of the Pressman because many parts for the Pressman are available worldwide at our service centers, and we knew the unit would be easy to repair. Therefore we could start without worrying that the thing would

In a short time the most successful portable unit with new, miniature headphones was delivered to me, and I was delighted with the small size of it. It produced high-quality sound the headphones produced. In conventional stereo headphones, most of the energy goes to produce the sound is wasted because only a fraction of it goes to the listener's ears. The rest of the sound is reflected off the walls and the window. My unit needed only a small triode battery power to the amplifier. The tiny lightweight headphones produced the fidelity that came through the

It didn't sell, and it embarrassed me. I was so excited about a product that others thought would be a dud. I was so confident the product was viable that I said I would take personal responsibility for the project. I never regretted it. The idea took off from the very beginning. The Walkman was a runaway success. I never liked the name Walkman, but it seems to have caught on everywhere. I was away on a trip when the name was first used by some young people in Japan, and when I got back I ordered to change the name to something else.

I predicted they had only seen the beginning. Since the first Walkman sale, we have sold more than ten million in more than seventy different models - we've even made waterproof and sandproof models - and there are more versions to come.

It is interesting that what happened with Walkman is that something that began by taking away features from a full-scale recording and playback device has now come almost full circle - put back - or made available on devices like tiny speakers - features we removed in the

us that the Sony Walkman was successful, not to say a sensation that would spawn many imitators. This small item has literally changed music-listening habits of millions of people all around the world. My friends in the music world, including conductors Herbert von Karajan, Claudio Abbado, and Lorin Maazel, and virtuoso Isaac Stern, have contacted me and more Walkmans, a very strong confirmation of the excellence of the idea and the product itself. The result of developing small, lightweight headphones for the Walkman series, was a

I started paying attention to the piano set and watched his expression. He was surprised and delighted to see his wife, Hiroko Nakamura, a pianist, playing the Grieg piano concerto. He smiled broadly and was very something, but he couldn't be sure. We were both hooked up to headphones. I recognized this as a potential portable solution to have my stereo button-activated microphone person to be listening to his music. In a short time, buyers began to see the portable stereo sets as very popular while I expected people to buy Walkmans, we found that



THE RIP-OFFS.

THE ORIGINAL.

CRYSTAL CLEAR

PAUL INCE is very much the man of the moment as he picks up another award prior to our last home game against Millwall. *Daily Star* football writer Matt Driscoll presents Paul with a drinks tray, decanter and glasses, his prize for topping the *Daily Star* 'Starfacts Player of the Month' table for March.



BONZO PLAYS

Billy Bonds together with a host of Hammers' stars such as Phil Parkes, Pat Holland and Frank Lampard will play in Trevor Brooking's XI against the BBC Eastenders. The Charity game is at the Terence McMillan Stadium, Maybury Road E13, on Sunday 14th May. The Fun Day starts at 1 p.m. and the big match is 3.00 p.m.



Members of the Junior Hammers penalty kicking team line up with their counterparts from Millwall after the thrilling competition between the two teams prior to our First Division game with the Lions... The young Hammers won.



IN HOT WATER

YOUNG Hammer Simon Livett was really in hot water recently when his car overheated. Having pulled into the side he waited for what he judged to be enough time before removing the cap from the radiator to check the water. But as soon as he released the pressure he was engulfed by a jet of scalding water.

The unfortunate victim received third-degree burns to his chest and upper arms which landed him in hospital. He is now recovering well from his ordeal.

PANINI STICKERS



JUNIOR HAMMERS

Hallo Junior Hammers.

Our membership is now 3,038, and it looks as though we could reach 3,100 by the end of the season, judging by the number of enquiries we are receiving. Our

club is now six years old, and it seems fitting that today the Hammers are playing the Hatters, because I received a lot of good advice from the Junior Hatters when I first decided to form the Junior Hammers. I do therefore send good wishes to all those members of the Junior Hatters.

Although it's the last home match of the season we will be open on most Sundays (10am-12 noon) and Thursdays (4.30-6pm) throughout the close season except for Bank Holidays, and we will endeavour to show members round the ground when possible providing you telephone 01-472 1973 beforehand.

I have managed to collect quite a number of old programmes so if you would like to add to your collection, just call in at my office on a Sunday morning and I will do my best to oblige - special reduction for Junior Hammers!

Don't forget to pay your RENEWAL SUBSCRIPTION - it's

£1 for every year after the first year of joining and you can pay in advance up to 16 years. The RENEWAL SUBSCRIPTION WILL BE INCREASED TO £2 PER YEAR with effect from 1st SEPTEMBER, 1989, so you could save money if you pay before this date.

I still have a good supply of tracksuits, so why not call in at my office, and have a look at them - real bargain prices!

The following Junior Hammers sent me excellent projects on the History of West Ham F.C. and they have each received two tickets for today's match - David WARRINGTON, Andrew BAKER, Paul BETTINSON, and James BARTRAM - Well done lads!

Coaching Course - 30th May-2nd June, 1989 at Chadwell Heath - if you are interested, I will still accept applications, but NOT LATER than 20th May next.

Write to me if you have any really interesting news for the Club's newsletter.

See you soon!

BILL ELLIOTT

N.B. I still think the Hammers will be in Division One next season.

DIAL-A-SEAT 01-472 3322

FROM THE TICKET OFFICE

v SHEFFIELD WEDNESDAY (AWAY)

Barclays League – Division One
Tuesday, 9th May 1989. Kick-off 7.30pm.

Seats at £7 each

v EVERTON (AWAY)

Barclays League – Division One
Saturday, 13th May 1989. Kick-off 3pm.

Seats at £6 each.

We have an allocation of seat tickets for the above match and these will be on sale in the portakabin before and after today's match, and then from the Ticket Office this Monday to Thursday 9.30am to 5pm.

Details regarding ticket sales for our away League matches versus Liverpool, Nottingham Forest and Sheffield Wednesday will be available on 472 3322 when the new dates are known.

J.U.S.T.T.H.E.T.I.C.K.E.T



Hammers fans have supported the club in their thousands this season with home attendances up by 13 per cent. It is a marvellous response and consequently the Board of Directors have decided to reward you with this attractive offer for next season.

Buy your Season Ticket by May 27th, 1989, and you will be able to watch the Hammers next season at last year's "special offer" price. The ticket this season will cost you just a fraction more because this year we are including an extra cup tie. But in real terms you are getting next season's football at 1988 prices.

The decision to include another cup tie follows numerous requests from our supporters. It will of course make it easier for you and our policy will be to phase in an extra cup game in each of the next three seasons so that eventually you will not have to apply separately to watch the Hammers in the cup competitions.

In addition next term our Season Ticket holders will also be in line for a fabulous holiday voucher which you will be able to use for the holiday of your choice. From September to April we will run an exclusive draw for Season Ticket holders with each month open to a separate section so as to make YOUR chances of winning a trip for two that much more likely.

When it comes to football there are none who can match the Hammers for value... And just to make life a little easier for you to book your place here next season we are operating a DIAL A SEASON TICKET service. Ring (01) 472-3322 and renew your ticket...

So your passport to trouble free viewing at Upton Park is now at the end of your telephone. Book NOW and enjoy the advantages of this special bargain!... The offer closes on the 27th May.

PRICES FOR RENEWAL BY SATURDAY, 27TH MAY 1989

SEASON TICKETS WILL INCLUDE ALL LEAGUE GAMES PLUS FIRST TWO HOME CUP TIES IN LITTLEWOODS CUP OR F.A. CUP.

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WEST STAND – LOWER TIER		– Children U-16	£66.00
Category One	£153.00	EAST TERRACE	£85.00
Category Two	£140.00		

BEHIND THE SCENES

GETTING THE MESSAGE OVER



FRANK McAVENNIE – Quote of the year.

IN the last couple of years football clubs have become more aware of the necessity to communicate with their public. Keep them advised and in touch with all that is going on both on and off the pitch. It is simply a matter of keeping abreast of the times and in this modern world of technology the assimilation and distribution of news has become a fine art.

British Telecom of course are one of the world leaders in modern communications and it is their Clubcall system which is now widely used to keep fans up to date with the latest news and background information concerning West Ham United.

Chris Raistrick, the Editor of the West Ham Clubcall explains:

"We have different interviews every day, and on match days full coverage of games followed by a post match interview with a player just as soon as the lads are out of the shower. That stays on line all through the next day. Regular visitors to Upton Park will hardly need reminding that emotions run high sometimes but we always receive co-operation from the players, even after the worst disappointments.

We're especially proud of our post match service because by the time you've gone home and had a bite to eat, you can give us a call to see if the players saw things in the same light as you did!

"John Lyall is regularly on line, providing the chance to hear one of football's most respected and intelligent managers. We often go behind the scenes and talk to secretary Tom Finn; we keep in touch with ex-players such as Trevor Brooking and Jimmy Greaves; stay in touch with the reserve teamers; and keep a regular check on the injury situation with physio Rob Jenkins. We've heard rather too much from him this season, I'm afraid...

"Despite difficult times, we always like a good laugh. What did Frank McAvennie say when we jokingly informed him that we'd be bringing Tony Cottee back to play alongside him? What words of wit and wisdom did Gary Strodger have to issue forth when Eamonn Dolan interviewed him – and what did we put out on April Fools Day? If you didn't ring us on those days you've missed out, so keep in touch with us as we approach a rather nerve-racking end of season.

"Over the summer we'll be keeping in touch with the players, with a different interview each day. There will be playing tips from the 'Academy'; Tom Finn will be answering any questions you may have for him (we'll be giving you details of that shortly on Clubcall), and we will be monitoring all the transfer activity.

"Quote of the year so far on Clubcall? Frank McAvennie perhaps; 'Nothing's changed here. The training's awful and Alan Devonshire still hasn't got his hair cut.' We have to admit, though, that John Lyall telling us earlier in the season, 'We are looking for a striker to add to our staff' was hardly a world exclusive!"

West Ham United F.C.
1988-89
VOUCHER
No. 28

DIAL A SEASON TICKET
(01)-472 3322

STATISTICS



Date	Opponents	Att.	F	A
August 27	Southampton	18,407	0	4
September 3	Charlton Athletic	19,566	1	3
10	Wimbledon	7,730	1	0
17	Aston Villa	19,186	2	2
24	Manchester United	39,941	0	2
27	Sunderland (LC2 1L)	13,691	3	0
October 1	Arsenal	27,658	1	4
8	Middlesbrough	19,608	0	1
12	Sunderland (LC2 2L)	10,558	2	1
15	Queens Park Rangers	14,566	1	2
22	Newcastle United	17,765	2	0
29	Liverpool	30,188	0	2
November 1	Derby County (LC3)	14,226	5	0
8	West Bromwich A. (Simod 1)	14,651	1	1
9	Nottingham Forest	5,960	5	2
12	Luton Town	21,583	3	3
19	Worthing (Simod 2)	9,308	1	4
22	Worthing (Simod 2)	5,468	1	1*
26	Everton	22,176	0	1
30	Liverpool (LC4)	26,971	4, 1	4, 1
December 3	Millwall	20,105	1	0
10	Sheffield Wednesday	16,676	0	0
17	Tottenham Hotspur	28,365	0	2
27	Norwich City	17,491	1	2
31	Charlton Athletic	11,084	0	0
January 8	Wimbledon	18,346	1	2
11	Arsenal (FAC3)	22,017	2, 1	2, 1
14	Derby County	16,796	2	1
18	Aston Villa (LC5)	30,110	2	1
21	Manchester United	29,822	1	3
28	Swindon Town (FAC4)	16,677	0	0
February 4	Swindon Town (FAC4R)	24,756	1	0
12	Luton Town (LC6 1L)	40,139	1	2
18	Charlton Athletic (FAC5)	24,602	0	3
25	Queens Park Rangers	17,371	0	0
March 11	Coventry City	12,020	1	2
18	Norwich City (FAC6)	29,119	0	0
22	Norwich City (FAC6R)	26,785	1	3
25	Aston Villa	22,471	1	0
27	Norwich City	22,265	0	2
April 1	Tottenham Hotspur	28,376	0	3
8	Derby County	16,560	1	2
11	Middlesbrough	16,217	1	2
15	Southampton	14,766	1	2
22	Millwall	16,603	3	0
May 3	Newcastle United	14,202	2	1
6	Luton Town			
9	Sheffield Wednesday			
13	Everton			
15	Nottingham Forest			

These fixtures are the copyright of The Football League Ltd. and are not to be reproduced without permission. * Player substituted. Home matches in bold type. Kick-off - Saturday 3.00 p.m. Δ Own goal. * Watford won 4-1 on penalties.

THE LAST WORD

from JACK HELLIAR

This final comment in the concluding issue of 'Hammer' for the 1988-89 season was written in advance of last Wednesday's match at Newcastle; at that time the First Team still had six of its 38 League fixtures to fulfil.

In that sense it is a unique season, as I cannot recall us facing a quartet of away games after the final home game at Upton Park.

Circumstances have forced us to visit Liverpool, Nottingham Forest and Sheffield Wednesday on re-arranged dates in addition to the one originally fixed against Everton at Goodison Park next Saturday. Traditionally it is more difficult to win away than at home, and the aforementioned quartet are hardly among the easiest opposition; but we have already won away more times than at the Boleyn Ground in our preceding League fixtures this season, so it might be said that we travel rather more in expectation than merely in hope.

Naturally, our hope is that we shall again feature in the First Division next season; if fate decides otherwise then our thoughts will focus upon a speedy return to the top grade. That is no easy prospect, and we must appreciate that on the last

occasion we were relegated it took three seasons to complete the transitional stage and regain the place which most people in football feel the Hammers should occupy.

If we go down we can expect a shoal of sympathy from 'football men' and the sports media, plus the condolences of our many fans who have seen at close hand the problems the Club has faced during the past couple of seasons. Primarily there has been a constantly lengthy list of players absent through injury, making week-by-week team selection often a case of "who have we fit to play?". We have endeavoured not to bemoan our fortune, and have maintained the ideals of playing an attractive type of football. It has been 'crowd-pleasing' - but at the same time heart-breaking - to find the dice loaded against us; but it is inevitable that the tide of fortune must sometimes go on the ebb.

We sincerely thank 'the faithful' that have stood by us, and regret that some may have been disappointed - we hope that they, in turn, will be understanding at this difficult period in the Hammers' history.

Football in general has had a traumatic season - by no means confined to recent events. Soccer is having to take a long, hard look at its future, and it is obvious that there will be changes of outlook at several levels.

With hindsight, we can consider ourselves fortunate in achieving the objective of 'keeping the fences away from Upton Park'. We persevered at considerable length in our task, and thanks to an understanding following and a good standard of discipline were one of only

four clubs who did not have to erect those unsightly and dangerous barriers.

We did not have to take down the fences in haste, and now trust that there will never be any future necessity to even consider erecting them.

We cannot (and would not wish to) make any comment on the enquiries now taking place into one of soccer's major disasters. But it is surely pertinent to point out that fences were erected around ground perimeters to originally counter pitch invasions and other misdemeanours, which ensured the 'penning' and segregation of rival fans due to the hooliganism which has crept into society.

Unfortunately, history underlines the fact that we are always likely to have among us the human elements who are arrogant, uncaring, discourteous, loud-mouthed and generally unkind of the feelings and rights of their fellow men and women. Some suffer from bad family backgrounds, some consider themselves 'unwanted' (they don't have to be!) and some are just plain nuisances.

Modern-day conditions are so much better than those of half-a-century ago that it seems incredible to older folk that the normal courtesies of life are fast disappearing.

It is (to quote from a splendidly-compiled press comment): "... a problem not just for our Government, not just for our football, but for our increasingly disorderly society."

A sombre conclusion; but there, it's been a sombre season.

By JACK HELLIAR

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WEST HAM UNITED

1 PHIL PARKES

Makes his 320th League appearance for the Hammers today. Made 52 League appearances for Walsall and 344 for Queens Park Rangers.

2 GEORGE PARRIS

Chalks up his 116th League game this afternoon. Made his debut four years ago against Liverpool.

3 JULIAN DICKS

Former Birmingham City defender he was runner-up in the 'Hammer of the Year' awards. Makes his 38th League appearance for the Hammers today.

4 TONY GALE

Returned to the side against Millwall after a knee injury. Formerly with Fulham he made his 155th League appearance for the Hammers at Newcastle.

5 ALVIN MARTIN (Captain)

Returned to the side at Newcastle on Wednesday for his first game since March 11th. This will be Alvin's 338th League appearance.

6 ALAN DICKENS

Joined us as an apprentice in the summer of 1981. Plays his 187th League game this afternoon.

7 MARK WARD

Made his 140th League appearance for us against Millwall. Formerly with Northwich Victoria and Oldham Athletic.

8 FRANK McAVENNIE

Makes his 94th League appearance for the Hammers - his 9th this season. Has also played for St Mirren and Glasgow Celtic.

9 STUART SLATER

Recalled to the side against Millwall he made an impressive contribution. Has yet to score in 16 League appearances.

10 KEVIN KEEN

Gifted midfielder who has been with us since leaving school. This is his 55th League game. Age: 22.

11 PAUL INCE

The 'Hammer of the Year' he is set to make his 68th League appearance this afternoon.

12

14

LUTON TOWN

1 ALEC CHAMBERLAIN

Played for Ramsey Town and Ipswich before making League debut with Colchester. Signed for Everton but didn't play in the senior side.

2 TIM BREACKER

Developed through the Kenilworth Road apprentice ranks he made his debut at Ipswich (31st March, 1984).

3 JOHN DREYER

Had loan spells with Torquay United and Fulham before his £140,000 transfer from Oxford United. Age: 25.

4 DAVID PREECE

Former Walsall midfielder. Was out of action for long spell last season but came back for the Littlewoods Cup Final after just one League game.

5 STEVE FOSTER (Captain)

Signed from Aston Villa for £70,000 in November 1984. Started with Portsmouth and won three England caps with Brighton. Age: 31.

6 DAVID BEAUMONT

Signed from Dundee United in January for £150,000. Made his debut at Upton Park in the first-leg of our Littlewoods Cup semi-final. Age: 25.

7 DANNY WILSON

Wigan-born Northern Ireland international. Bury, Chesterfield, Nottingham Forest and Brighton are his former clubs. Age: 29.

8 ROY WEGERLE

South African who started his career with Tampa Bay Rowdies. Chelsea brought him to the United Kingdom and he joined Luton for £75,000 in the summer.

9 MICK HARFORD

Has a habit of scoring against the Hammers. Celebrated his 30th birthday with the first goal in the League Cup semi-final. Cost a club record £275,000 from Birmingham.

10 RICKY HILL

Made a scoring debut against Bristol Rovers in 1976. After breaking a leg he made his comeback in last year's League Cup Final. Age: 30.

11 KINGSLEY BLACK

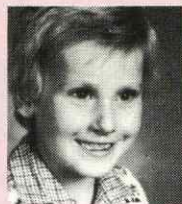
Talented left-sided midfielder. Was wanted by Bobby Robson but elected to play for Northern Ireland instead. Age: 20.

12

14

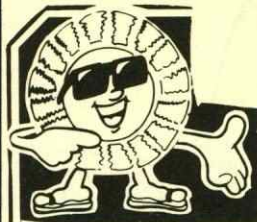
Today's Matchday Mascot

Today we welcome **Nicholas Steven Rev-eley** of Strangers Close, Canterbury in Kent. Nicholas attends Wincheap Primary School and his favourite hobbies are football, horse riding and cricket. Nicholas plays football for Thannington



Boys F.C. and his favourite team is West Ham United and his star player is Frank McAvennie. Nicholas attends Upton Park regularly with his father who has been a supporter for the past 22 years. May we take this opportunity of wishing Nicholas and his family a very memorable and enjoyable afternoon with us at Upton Park for our last home game of the season.

Today's Matchball Sponsor



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Today's Officials

Referee: **LESTER SHAPTER**
(Torquay)

Linesmen: **C. N. CREW** (Red Trim)
J. H. PARKER (Yellow Trim)

The Reserve Official has been appointed by the Ilford Referees' Society.

WEST HAM UNITED PLAY

SCORELINE



THANK YOU FOR YOUR
SUPPORT. HAVE A NICE
SUMMER. WE WILL SEE
YOU AGAIN IN AUGUST.