

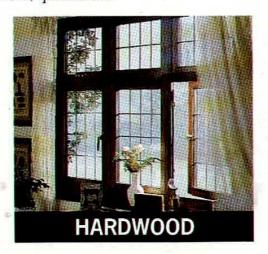
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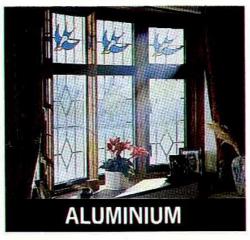
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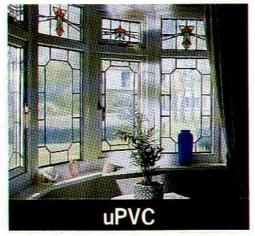
As a consequence of which you'll probably find that you want to spend considerably more time at home than away - except that is, when the Hammers are playing of course!

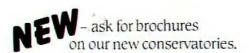
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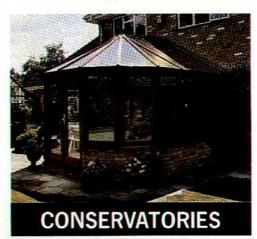
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WINDON TOWN . . . I can't get away from them can I. Seriously though I spent five happy years with them and I can't tell you how great it is to see the club I left playing at a venue like this. Rubbing shoulders with the likes of West Ham United in League competition.

You know, until recently such a fixture could only have come their way if they had

been lucky in a cup draw. So a day at Upton Park will be a memorable little occasion for their supporters who really enjoyed themselves here last season in the FA Cup.

One thing is for sure however, I'll be wanting to win this one. That's for certain.

We kept ticking over at Hull City last week with a draw which I suppose is a fair return from an away fixture. After the game some local press men emphasised that Hull had a couple of players missing from their team. I'm losing track of the players missing from mine!

We only had 13 fit bodies available for selection last Saturday, and I'm talking about players with experience for first team football. Just 13 and of these George Parris was troubled by an injury to his back. I had to name him as one of the substitutes but didn't want to have to put him on at all.

The other substitute was Alan Devonshire who we would sooner have played in the reserves. He needs the match practice to sharpen up his fitness and really by taking him to Hull he has missed another week. Alan is an important player and we want to try and get him back into the form of the old 'Dev' as quickly as possible.

David Kelly's sending off has added to these problems for it means that we will be without him for the duration of his suspension. And it doesn't stop with the first team. For every injury at the top is felt in the reserve and youth team ranks. This is not a good thing because we do not want to deplete these teams. I want to see the reserves and the kids winning. We want it to become a habit at Upton Park.

But at the moment we are very short of players. Frank McAvénnie, Stuart Robson, Ray Stewart and Paul Hilton, are all what you would call long-term injuries. It is a big problem and it highlights our need for one or two more players.

I wouldn't like anyone to draw conclusions from this that we are not satisfied with the people we have. We just haven't enough fit bodies.

Anyway it is on with the show against a Swindon team that I saw beat Wolves in style last Sunday. They won impressively and we can be sure that there will be no easy points here this afternoon. We will deserve everything we get.

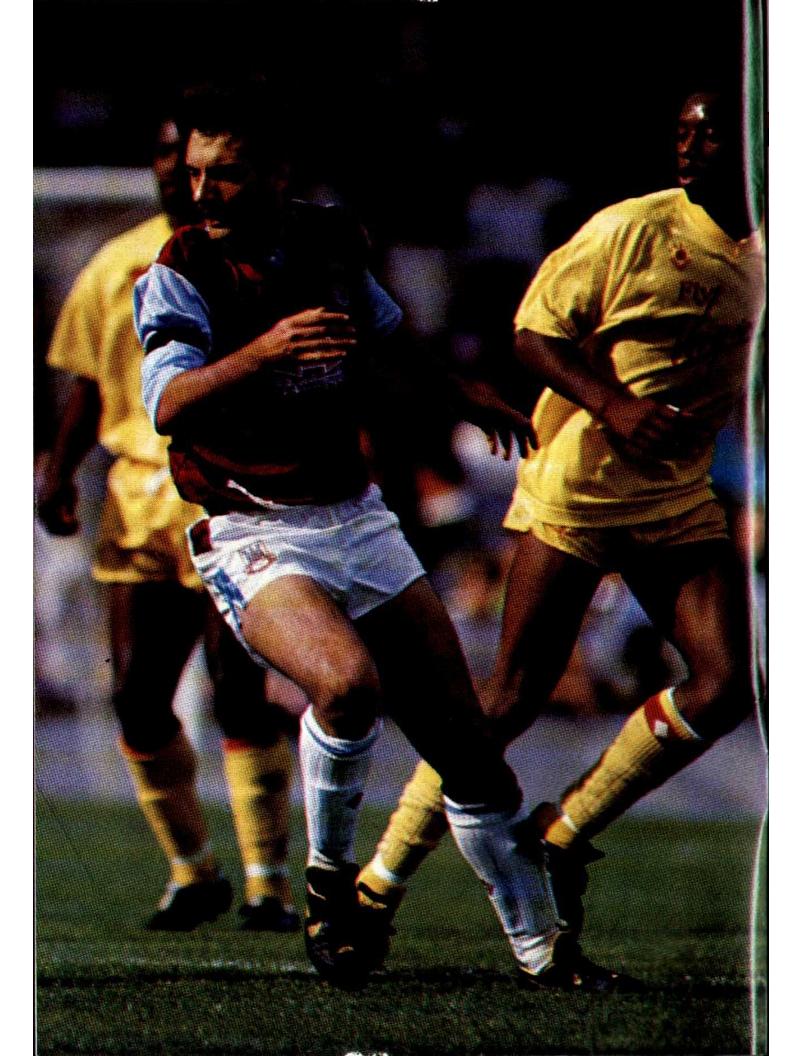




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Football League (Division Two): Winners 1957-58, 1980-81; Runners-up 1922-23
FA Charity Shield: Joint holders 1964; Runners-up 1975, 1980
Football Association Youth Cup: Winners 1962-63, 1980-81; Runners-up 1956-57, 1958-59, 1974-75; Semi-finalists 1952-53

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DEV'SDELIGHT

HE news that
Alan Devonshire
had signed a new
one-year contract
was greeted with
great enthusiasm
by all West Ham United fans. For

Dev, more than anyone else on our current playing staff, epitomises the delicate skills that are the hallmark of the Hammers' game.

Thus, it was even more encouraging when Lou Macari threw the former England international into the fray for the final fifteen minutes at Boothferry Park last Saturday. While all around was a turmoil of mis-placed passes and bruising contact, Dev injected a touch of class; a sense of meaning to the play; a quiet authority which put the Hammers in complete control.

During this spell Martin Allen thumped the Hull City crossbar and saw another couple of fine attempts saved as West ham swept forward in search of a winner.

It was Alan's 352nd appearance in the Football League and he was well pleased that he was back in the fold.

"It was tremendous to be out there again," smiled Alan after the game..."There seems to have been a bit of confusion concerning my free transfer though. It was really up to me it was not a case of the club trying to get rid of me.

"If you are 33 and you have been at a club for five years then you are entitled to a free transfer. That is the agreement with the PFA. As I qualified I had talks with several clubs just to see what was available. But I never really wanted to leave. This club has been my life.

"When Lou came in he had a chat with me and said he wanted me to stay. And when after the Bradford City game he offered me a contract I just signed it there and then.

"I've been here all my career and although I did, at one stage, feel that I was going somewhere else I'm glad it has turned out the way it has."

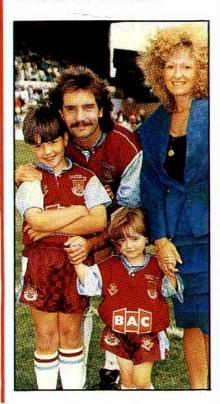
So too is Lou Macari. He was full of cheer when he announced that Dev was staying: "He resigned for us at a financial loss to himself," said the manager. "For that reason alone I would take him. Alan wanted to play here and that is all that mattered to me."

Dev, looking lean and sharp, said: "I think I am good for another two years yet."

He took a bit of stick out there against the Tigers. "I'm used to that," he laughed. "I have been training hard and feel very fit and I'm just waiting to see how things go."

It is almost 34 years since we last played at Boothferry Park and the older Hull fans recall their side whipping a West Ham team containing John Bond, Noel Cantwell, Dave Sexton, Malcolm Allison and Frank O'Farrell amongst others... Last Saturday's crowd will have memories of Alan Devonshire even though he was only able to delight them for fifteen minutes.

Dev with wife Christina and children Lee and Terri.



WHERE ARE THEY NOW? ALAN TAYLOR

FOURTEEN years ago Alan Taylor's goals won the FA Cup for West Ham United. Last Saturday Alan was on the Cup trail again as he pulled on a Bury Town shirt to take part in an FA Cup Preliminary Round tie.

Taylor, now 35, still has that old touch and in fact made four First Division appearances last seaon for Norwich City, scoring one goal, but in the summer he rejected the offer of a new contract with the Canaries to go into a building business and run a public house.

Alan, who hit the headlines when he scored two goals in each of the quarter-finals, semi-finals and final of the FA Cup competition in 1975, was not able to provide the knock-out punch that floored Fulham in that Wembley spectacle at Bury however.

Bury, who participate in the Southern Division of the Beazer Homes League were no match for their Vauxhall League opponents Clapton despite the fact that in addition to Alan they also had Tommy Parkin (exlpswich), and Lindsay Smith – who played for Plymouth in the semi-final two years ago – in their squad. At the end of 90 minutes it was Bury Town 0 Clapton 51

Still the former Hammers' star is not downhearted. He scored twice for Bury on his league debut last month against Sheppey and points out that their main ambition is to win promotion to the Premier Division.



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By Chris Raistrick

Football matches often bring old friends together, and while Saturday's game at Hull was the first League meeting between the two clubs for yonks, the visit of Plymouth the Wednesday before brought Ken Brown and Malcolm Musgrowe back; and no-one need be reminded about the associations of today's clash for one L Macari. Talking of managers, Ken Brown was responsible for the nickname that Harry Redknapp used to enjoy – 'bloodnut'. It was, I am assured, due to the colour of his hair and was in no way a comment upon his style of play... But nicknames aren't what they used to be, are they? Recently on Clubcall we've had Parkesy tell us that Incey was a bit of a Jack the Lad, Galey assess the state of play in Division Two, Hilts talk about Dev re-signing and tells us that he'd had a word with Banksy about the rather unfortunate 7-0 Youth team drubbing by Chelsea, in their first game of the season. Mr Hilton, as you will recall, was on the end of a 10-0 defeat at our hands when he played for Bury some years ago before we signed him, so he was well qualified to tell Stephen Banks (who, it must be added, was playing for a weakened side) that things can only get better.

So, does anyone have a suggestion for a more creative nickname for any West Ham player? Send your names and reasons for them! to me at West Ham Clubcall, 1-9 Downham Road, London N1 5AA by next Saturday and I'll give a signed Billy Bonds biography to the winner.

give a signed Billy Bonds biography to the winner.
Incidentally, the more eagle-eyed amongst you who ring in on Monday will have spotted physio Rob Jenkins re-writing the history books – comparing this Second Division campaign to the last one, he said: 'We had a great time – we won the Cup in the first year, and in the second year we absolutely walked the League...

year we absolutely walked the League. ... Well, although we certainly don't want to hang around in the Second Division this time for two years, let alone the THREE we actually had to wait last time. But Lou Macari's knowledge of football at this level would never be more in evidence than today. Even as you read this, the players are no doubt analysing a dossier the size of an encyclopaedia.

THE CARING FACE OF FOOTBALL



Strenuous efforts are being made to provide modern facilities for the safety and comfort of all football spectators.

During 1989, more than £1.25 million will be spent on improvements projects at Football League grounds and areas for people with disabilities form a major part of ths programme. This season will see further initiatives including new and better toilet facilities, additional enclosures for family support and the provision of seating within existing accommodation.

The Football Grounds Improvement Trust is responsible for all these measures. Each year it receives half of the £9.5 million donated by Littlewoods, Vernons and Zetters from their Spotting-the-Ball competition and spends it on schemes to improve standards at British football stadia.

TABLE TOPPERS

THERE is no greater feeling than seeing your name at the top of the League table ladder. It certainly is a confidence booster to players and fans alike and is particularly rewarding when you realise that we have achieved this with a depleted squad.

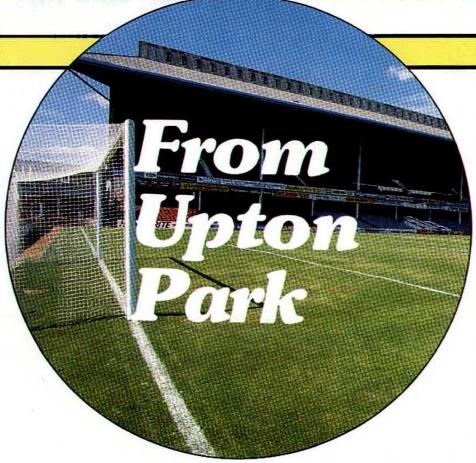
But what a contrast to last season. Eight points have been taken from our first four games. This time last year we had half that tally and did not collect our eighth point until November 5th, with a 1-1 draw at Coventry. It was our 11th League game!

It is very early days yet of course and no one is getting carried away. We only lead Watford and Blackburn Rovers on goal difference while Sheffield United and Newcastle United are only a point behind with a game in hand.

No room then at all for slip-ups in what promises to be one of the tightest races for Division One in a long time. A goal from Mark Ward last Saturday gave us a great start at Boothferry Park but that fifth minute lead was lost in the 64th minute and we had to settle for a point.

CONGRATULATIONS to Liam Brady and David Kelly who were on international duty with Eire for their friendly with West Germany on Wednesday. And to Allen McKnight (Northern Ireland) and Paul Ince (England Under-21), who were also involved on the international front this week.

AS we have mentioned in the Hammer already this season, football is becoming even more popular, with attendances rising. Confirmation of the game's pulling power came with the announcement last month that Barclays Bank had signed a new contract with the Football League for a three year extension starting next year. The new deal will pump another £7 million into the game.



Owen Rout, UK executive director of Barclays, disclosed details of the new contract which comprises a fee of £2.2m for the 1990/91 season, £2.3m for the 1991/92 season and £2.5m for the 1992/93 season.

Announcing the new agreement four days before the start of this, the third season of Barclays cur-



Mark Ward - His first goal of the

rent League contract (which was for £4.55m), Mr Rout said: "You will probably have gathered from this announcement that we are very pleased indeed with our involvement with football which provides us with over 2,000 games a season; massive national, regional and international exposure and the involvement of our managers and staff with the 92 individual members of The Football League."

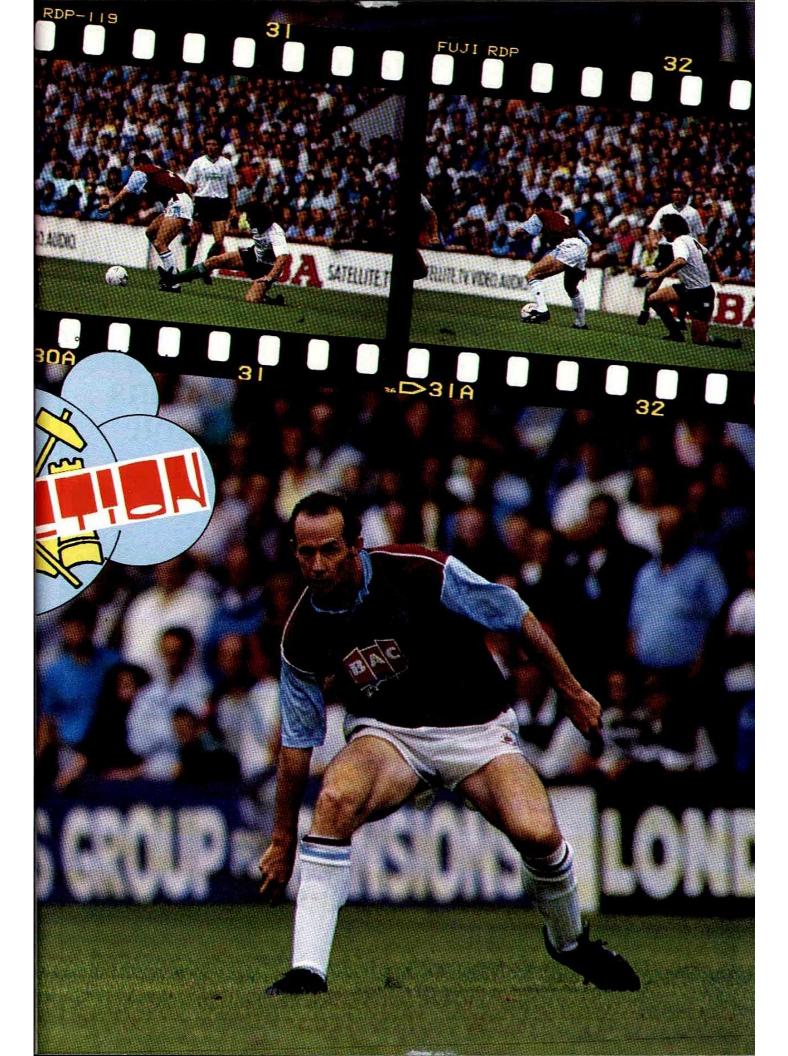
Mr Rout added: "You may ask why we have made the announcement of our sponsorship so early. The answer to that is that since we are about to begin the third season of our original three-season sponsorship deal we are aware of the likelihood of speculation, not only in the media, but amongst our own staff, as to whether or not we would renew.

"We have been delighted with our football involvement and we felt it right to continue. Football faces some difficult problems in the months ahead and we felt it sensible to let the League know that they can count on our continuing sponsorship."

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ALTHOUGH there was a certain amount of disappointment when we were eventually held to a draw in our opening League match at Stoke, after-thoughts came round to the opinion that all-in-all it had been a good performance by the Hammers

against no mean opposition.
Our fans evidently thought so, as we had gates each side of the 20,000-mark for subsequent home matches against Bradford City and Plymouth Argyle.
The broken ankle sustained by Frank McAvennie at the Victoria Ground necessitated a team-change against Bradford City, but Julian Dicks was then available, and we included him in the starting line up for the match against the Northerners. line-up for the match against the Northerners.

by JACK HELLIAR

The Yorkshire side held us at bay for half-an-hour, but a couple of goals in three minutes by Stuart Slater put the Hammers on the road to victory.
David Kelly was having a good game, and several of his colleagues gave Paul Tomlinson a busy time as City's last line of defence. At the end of the evening the margin of victory could have been greater, but we had to settle for 2-0.

There was another pre-match shock when Slater was ruled out of the starting line-up against Plymouth to be added to our casualty-list. However, we had an immediate ready-made deputy available due to the transfer of Martin Allen from Queens Park

Plymouth Argyle are a lively side, and their manager, ex-Hammer Ken Brown, has gathered together a useful squad that should finish much higher in the table than last season.

They went one down after 20 minutes as Kelly netted his first goal of this season, but newly-signed goalkeeper Rhys Wilmot kept them in the hunt with a stalwart performance. He did well to keep out a 30-yarder from Allen five minutes after the interval, but a minute later our newcomer headed in to become one of that select band who have scored on their League debut for the Hammers.

The 2-0 lead lasted about a couple of minutes, as Mark Stuart netted one for Argyle. It remained that way for another 20 minutes or so, but on 76 minutes Kevin Keen was on the mark for his second goal of the schedule to restore the two-goal advantage. Then Stuart immediately struck back, and at 3-2 with just over 10 minutes to go the

Devonians obviously rated their chances of salvaging a point. However, the advantage remained with the Hammers; a fair result for a game full of

So, last Saturday it was off to Humberside and to Hull for the first League visit there since the 1955-56 season

There were distinct resemblances between last Saturday's match and our opening game of the season at Stoke. The eventual 1-1 result underlined that we shall be meeting a lot of stubborn opposition in the Second Division; prior to the match a radio commentator opined that in his view there are a round dozen likely contenders for promotion this season, and the eventual prize could well be decided by missed chances which should have been converted.

We could not have had a better start at Hull, as Mark Ward turned Kelly's cross past Gavin Kelly in the City goal after only five minutes. We dominated the exchanges after that, and the Tigers' custodian saved in turn from his Hammers' namesake as well as pushing away Dicks' angled shot for a corner, Keen was inches wide from making it 2-0, and apart from Phil Parkes making one fine interception from Peter Swan the homesters rarely threatened at our end.

A second goal for the Hammers could have put the result beyond doubt, but the ball was mis-hit into the side netting from an easy chance. It put heart into the City side, and a short free-kick from Steve Doyle to Billy Askew was chipped on for Swan to equalise with a powerful header in the 63rd minute.

Hull were looking strong at this stage, and with about a quarter-hour to go Lou Macari sent on Alan Devonshire to try his fortune in a League match for the first time since last April.

The game became extremely competitive as the teams fought it out for the decider, and unfortunately with five minutes to go each side was reduced to 10 men. An eagle-eyed linesman drew referee Jim Ashworth's attention to an incident, resulting in a double sending-off. That caught the headlines rather more than Allen's 30-yard shot which rebounded from the City's cross-bar in the last minute.

So near ... but again a sense of frustration. Four games, eight points, a good average, but it's the dropped points that could be the keynote next

Stuart Slater crashes his shot in between the defenders to score against Plymouth.





News

BLUES IN THE CUP

YOU had to be a night owl to watch the draw for the second round of the Littlewoods Cup live on ITV. For some unfathomable reason it all happened at 1.10am in the morning.

This stage of the competition is seeded with last season's top 32 teams designated as the seeded clubs and the remainder, including the 28 winners from this season's first round, the

unseeded.

Thus the Hammers were amongst the seeds. Trevor Phillips, the commercial director of the League drew out, 'number 34, 'Birmingham City.' Harry Thomas, a Littlewoods official dug deep into his bag before announcing: 'Number 31,' confirmed by David Dent, the League Secretary as; 'West Ham United. Birmingham City will play West Ham United.'

As you know the second round is played over two legs and we will meet the Blues in the first leg at St Andrews on Tuesday September 19, kick-off 7.45pm.

The second tie here at Upton Park is to be played on Wednesday, October 4, with the match starting again at 7.45pm.

Well, this is the first time we have ever met Birmingham City in this competition which was formerly known as the League Cup then the Milk Cup, so it is another pairing for the record books.

We have faced the Blues three times in the FA Cup, beating them at Upton Park in a sixth round tie in 1933 when goals from Arthur Wilson, John Morton and Walter Pollard, together with an own-goal, earned us a 4-0 win through to a semi-final tilt at Everton. Then in January, 1965, in a second round tie, the Hammers again hit four against the Blues to win 4-2; Geoff Hurst scoring two, Johnny Byrne and John Sissons one each.

In our only previous tie at St Andrews it was Birmingham City who ran out the winners by



Phil Parkes, the only available survivor from that 1984 defeat.

3-0. This was in a fifth round tie in 1984 and the Hammers found themselves two down in the opening 14 minutes. The agony was further extended when Ray Stewart brought down Rees in the box and Birmingham went 3-0 ahead from the penalty spot.

Phil Parkes was in goal that afternoon but only he and Ray Stewart, who is still recovering from a knee operation, are still on our playing staff from that team which was: Parkes; Stewart, Lampard, Walford, Orr, Brush (Bonds 45), Barnes, Cottee, Swindlehurst, Brooking, Pike.

We shall be looking for a better result this time round against a Birmingham City side who removed Chesterfield in the first round 3-2 on aggregate.

Please note that both games with Birmingham will be ALL TICKET.

Next at Upton Park
Ovenden Papers Football Combination

Saturday, September 16 Kick-off 2pm





Tony Campbell, of AFG Leytonstone, East London's leading Nissan dealers, hands over the keys of the new four car fleet for our Commercial Department.

WATFORD BUZZING

WATFORD jumped into second place in the League table on Saturday after a convincing 3-1 victory over Leicester City. It was nothing more than they deserved.

The Hertfordshire side were hot tips to shoot straight back to Division One last season but at the final count they just missed out finishing in fourth place.

This season, strengthened by the summer signings of Wayne Allison and Glenn Roeder, who was given a free transfer by Newcastle, they are resolved to make promotion and after beating Portsmouth 1-0 and drawing at Oldham and Oxford they remain undefeated.

At the moment just goal difference separates us so it should be quite a game here in a fortnight's time. It will be the 24th meeting between us at Upton Park and we have 14 wins here to their four.

Make sure you are here for this crucial Second Division clash. It is WEST HAM UNITED v WATFORD on Saturday, September 23 at three o'clock.

QUIZ FIVE

Question 1

When did we last play Swindon in the League?

Question 2

Who were our first opponents in the Second Division in 1919?

Question 3

Who scored the first ever League hat-trick for the Hammers?

Question 4

England play Sweden in the World Cup on Wednesday. What is their next fixture in this competition?

Question 5

Where are the next World Cup Finals to be staged?

Answers can be found on page 26.

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FRONT COVER ACTION -

Features Republic of Ireland International David Kelly attacking the Plymouth Argyle Goal – Picture Steve Bacon.

TODAY'S REFEREE

ALAN SEVILLE made quite an impact on the game when he first broke into the big time, in the late seventies, displaying the kind of understanding and authority that separates the good referees from the rest. Small in stature, yet big in personality, he has continued to maintain his standards and has officiated in two UEFA Cup ties between Ajax and Athletico Bilbao in 1978 and Espanol Barcelona v Borussia Monchengladbach in 1987.

A toolmaker from Birmingham it all started for Alan in local works football 26 years ago. He graduated from that to the West Midland Regional League and then onto the Football League panel of linesmen before becoming a supplementary referee in 1976, then on the full list in 1978.

Married, with three children, he is a keen Crown Greens bowler but it is with the whistle that he has had most success refereeing the FA Challenge Vase Final in 1988 and a host of local finals including the Alliance Premier League Cup Final between Enfield and Weymouth. Was also a linesman at Wembley for the Charity Shield game between Everton and Liverpool in 1986 and the way his career is shaping it will not be too long before he takes the middle in one of our domestic show pieces.

MISSING PERSON

Lee Darren Boxell, aged 15, was last seen on Saturday, September 10, 1988, at 1pm in Sutton High Street. He was on his way to Selhurst Park to watch the Charlton v Millwall game. His distraught parents have had no contact with him since then.



A reward of £1,000 has been offered, by a private individual, for information concerning Lee's disappearance and present whereabouts. Do you recognise him? Have you seen him? Can you help? If so please contact the Incident Room, tel:

01-680 6212 or ring:

PRIMESTOPPERS 0800 555 111

PROGRAMME FAIR

The Brentford Autumn Football Programme Fair takes place tomorrow in the Bumbles Bar at Griffin Park. It starts at 11.00am and closes at 2.30pm.

TRAVELLING TO BRIGHTON?

HOW TO GET THERE

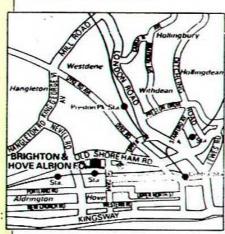
From the North: From A23 turn right sign posted to Hove. Left into Neville Road (A2023) after 1 mile. Take A27 left into Old Shoreham Road after 1 mile.

From the East: A27 to Brighton. Head for Worthing along Old Shoreham Road

From the West: Follow A27 along Old Shoreham Road.

Parking information: Greyhound Stadium, Neville Road. Parking adjacent to ground.

Nearest railway station: Hove (Tel: 0273 206755)



HAMMER

ALTHOUGH this is the first visit of Swindon Town to Upton Park for a Football League fixture, our clubs have a record of mutual meetings dating back to the turn of the century . . . plus several clashes in various cup-ties.

There was always a traditional rivalry between Swindon Town and West Ham United when we were both in the Southern League.

Local industry tagged Swindon with the nickname of Railwaymen' in the 1890s. They were foundermembers of the Southern League in 1894, and as bottom club of nine were called upon to take part in a Test Match (similar modern-day play-offs). They lost. but maintained membership as the League was enlarged. That was four followed by more somewhat undistinguished seasons, but in 1899-90 they ended in fifth place of the 15 competitors.

That was the first time they actually played at the old Memorial Grounds, although it was officially against our predecessors. Thames Iron Works FC. TIW won by 1-0 on November 25, 1899, 2,000 fans watching Adams scoring the winner. Three thousand saw the return on March 31, 1900, Town winning 3-1 (and scoring all the goals!). The East Enders finished in 14th place.

Test Match results saved Swindon's place in 1900-01 and 1901-02, and it continued to be difficult for the next five seasons.

The 'golden era' for Swindon in the Southern League began in 1907-08 when they held fifth place. Two Championships, three times

runners-up and a fourth place followed; but in the season following their 1913-14 championship, the Wiltshire club dropped to ninth, at which time World War I brough a closure to competitive soccer.

Swindon resumed Southern League activity in 1919-20, but we did not meet them, as the Hammers had been elected to the Football League. Then in 1921, together with other Southern League clubs, the Town formed the Third Division (South) of the Football League.

Here are our Southern League results against Swindon (Hammers' scores first):

	H	Α		
1899-1900	1-0	1-3		
1900-01	1-0	3-1		
1901-02	2-1	1-0		
1902-03	1-1	1-1		
1903-04	0-1	0-1		
1904-05	2-0	3-3		
1905-06	1-0	3-2		
1906-07	2-0	0-2		
1907-08	1-2	1-1		
1908-09	4-2	0-3		
1909-10	2-2	0-5		
1910-11	1-0	1-4		
1911-12	0-2	1-3		
1912-13	4-1	1-1		
1913-14	2-3	1-4		
1914-15	1-1	1-1		

Hammers' aggregate – Home: won 9, drew 3, lost 4, goals 25-16; Away: won 3, drew 5, lost 8, goals 18-35; Totals: won 12, drew 8, lost 12, goals 43-51.

Our home gates against Swindon in those days generally varied between 2,000 and 12,000. However, it is recorded that 25,000 turned up at Upton Park during the 1913-14 season, the boost being mostly due to the fact that the Town were *en route* to the championship. The corresponding fixture at their enclosure drew 8,000.

We met here in an FA Cup tie during 1911-12 when the Railwaymen were Southern League champions. The gate: 20,000; the receipts: £1,200; and that was big money in those days!

Our results v Swindon in the Southern League produced an average of nearly three goals a game. We recorded one 'hattrick', Danny Shea netting three in our 4-2 home win in 1908-09. Also worth a mention is the opening match of the 1905-06 campaign; the scorer of the only goal was George Kitchen, which would indicate that it was successfully-taken penalty; historical hearsay has it that our goalkeeper waited for a team-mate to put the ball on the spot, and then ran the length of the pitch to toe-end it past his opposite number. You don't see that very often these days!

Another 'off-beat' statistic concerns three of Hammers' six managers; the first, Syd King, claimed that when he was a full-back with Northfleet he had an 'own goal' hat-trick against Swindon Town in a Southern League game; the second, Charles Paynter, was born at Swindon of Welsh parents, later moving to London; and now, to complete the trioconnection, Lou Macari is Hammers' manager after five years as the Town's man-incharge.





Ovenden Papers Football Combination

The accentuating problems of injuries has been reflected in team-selection for our Reserves and Youth team.

For our visit to the County Ground at Swindon on Tuesday, August 29, the first problem to be overcome was at goalkeeper. Allen McKnight was carrying a groin injury and would normally have stood down; but third-string 'keeper Stephen Banks was also ruled out with 'flu, so Allen agreed to play.

The Swindon side started with two goals in the first 10 minutes, and the outlook was rather grim; but the Hammers settled down, and after Andy Pearson had made progress on the right flank his centre was converted by Paul Kelly to make the half-time score 1-2.

Unfortunately we sustained another blow when Gary Strodder was unable to resume for the second-half; a pulled Achilles tendon was the cause this time, and John Paddington came on as substitute. A third goal by the homesters settled the issue, but with 20 minutes to go we were



Allen McKnight – played although unfit.



Paul Kelly - a goal at Swindon.

able to give Michael Macari the opportunity to make his Combination debut.

There was a home game last Saturday against Brighton and Hove Albion Reserves.

Several of our youth group were called-up for the squad, both subs having played for the South East Counties League side that morning. We also 'borrowed' Orient's Raphael Meade for this one game.

The Hammers had the better of the first-half and were two-up at half-time. Adam King got the opener, with a long looping shot over the 'keeper. The second was somewhat unusual; Allen McKnight made a long-distance clearance from his penalty-area, and after one bounce it went over the Albion defence; our 'guest player' collected the ball in the open space behind the opposition, and hit it first time into the net.

The Seagulls got back into contention with a reply soon after the interval, but the Hammers looked set to record their first win of the season; inexperience conceded the equaliser when an underhit back-pass was intercepted, so we had to be satisfied with 'half a loaf' instead of full rations.

There is no Combination fixture for our Reserves today, but we are at home again next Saturday (2pm) against Southampton Reserves. That will be followed by four successive away fixtures!

MATCH FACTS

Ovenden Papers Football Combination

29.8.89 SWINDON TOWN (2) 3 WEST HAM UNITED (1) 1

HAMMERS: McKnight; Pearson, McQueen, Purdie, Strodder (Padington 46), Devonshire, Rush (Macari 70), Kelly P, Dolan, King, Livett.

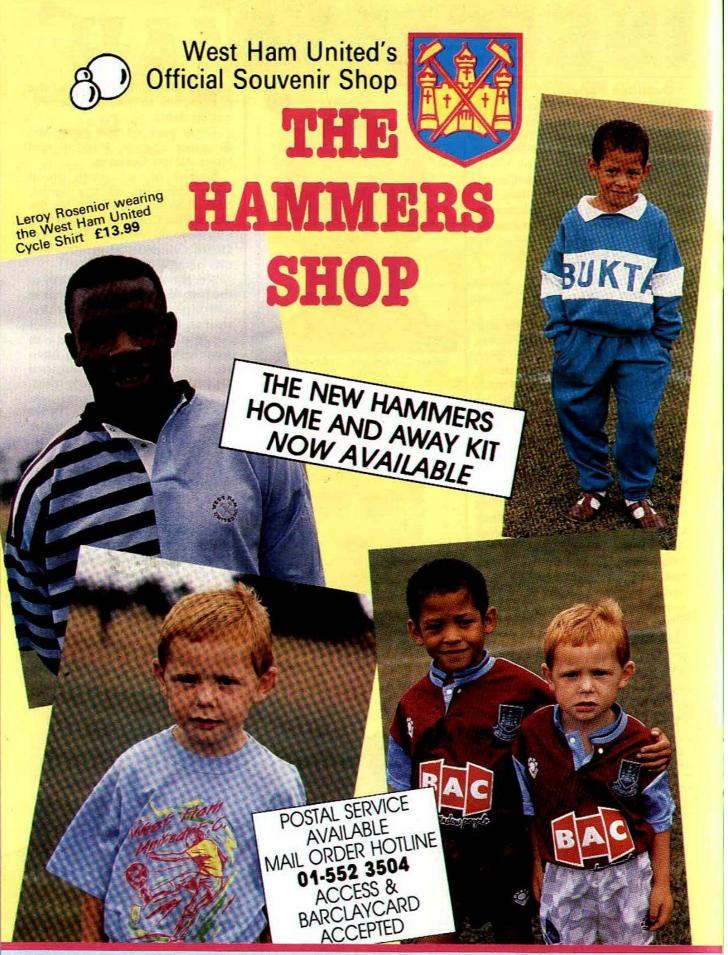
Scorer: Kelly P.

Ovenden Papers Football Combination

2.9.89 WEST HAM UNITED (2) 2 BRIGHTON AND HOVE ALBION (0) 2

HAMMERS: McKnight; Pearson, McQueen, Purdie, Reed, Livett, King, Kelly P, Dolan, Meade, Rush.

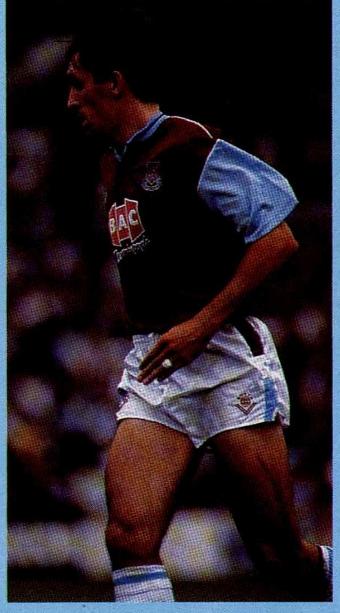
Subs: Padington, Hancock. Scorers: King, Meade.



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MARTIN ALLEN



A MOMENT of sheer ecstacy filled Martin Allen as he wheeled away from the Plymouth Argyle goal to accept the plaudits of the North Bank. Just 53 minutes into his debut Martin had stooped to conquer when he stole in on the blind-side to nudge the Hammers into a 2-0 lead. The great moieties of triumph, were cloven in two by a passionate embrace with the admiring throng. Martin Allen had won the respect of the West Ham faithful.

'I couldn't have wished for a better day,' grinned Martin afterwards. 'It was truly fantastic... I didn't find it a problem at all slipping into the side. I was very confident about my own ability and highly motivated for the match.

Martin is a member of that phenomenal footballing family, the Allens, which of course include Paul Allen, now with Spurs, who started his career with us; Clive Allen who is now with Manchester City and Martin's Uncle Les Allen.

Martin's father, Denis, was also a professional with Charlton, Reading and Bournemouth and Phil Parkes recalls playing in a Testimonial match for him. Being raised in such an environment, and a good athlete himself, it was perhaps inevitable that Martin would follow in the family footsteps?

'Not inevitable,' queries Martin. 'To play at this level is not an easy thing to do. Professional football is very competitive, very hard, and there is a very low success rate. So I never really took it for granted that I would be a footballer. It all just developed over the years.

'My dad has obviously been the greatest influence on me. He watched encouraged and helped me with my game. He has always been my biggest critic but my biggest fan as well.

'I have played the game for as long as I can remember and always in midfield. I'm a good athlete, have a lot of determination and see myself as having a bit more to offer than just ball winning skills. There is nothing I love more than scoring goals.'

by COLIN BENSON

The game against Plymouth was not Martin's first in a West Ham shirt however. As a schoolboy he played three or four games for the Hammers schoolboy team alongside Alan Dickens and George Parris. Indeed, his association with George goes back even further for Martin played for Reading against Redbridge in the quarter-final of the English Schools Shield and George was his opposite number. But it was for QPR that Martin decided to sign as a Schoolboy and this decision was made purely on logistics. It was simply easier to attend their West London complex than trek across to the East End from Reading.

It was Terry Venables who eventually signed Martin on as a profession at 18 but it was Alan Mullery who gave him his chance in the big time with a debut in a UEFA Cup tie against KR Reykjavik in September 1984. The game was staged at Highbury as QPR's plastic pitch was outlawed by UEFA and the Rangers beat the Icelanders 4-0. That was a great night, a great night, recalls Martin nostalgically.

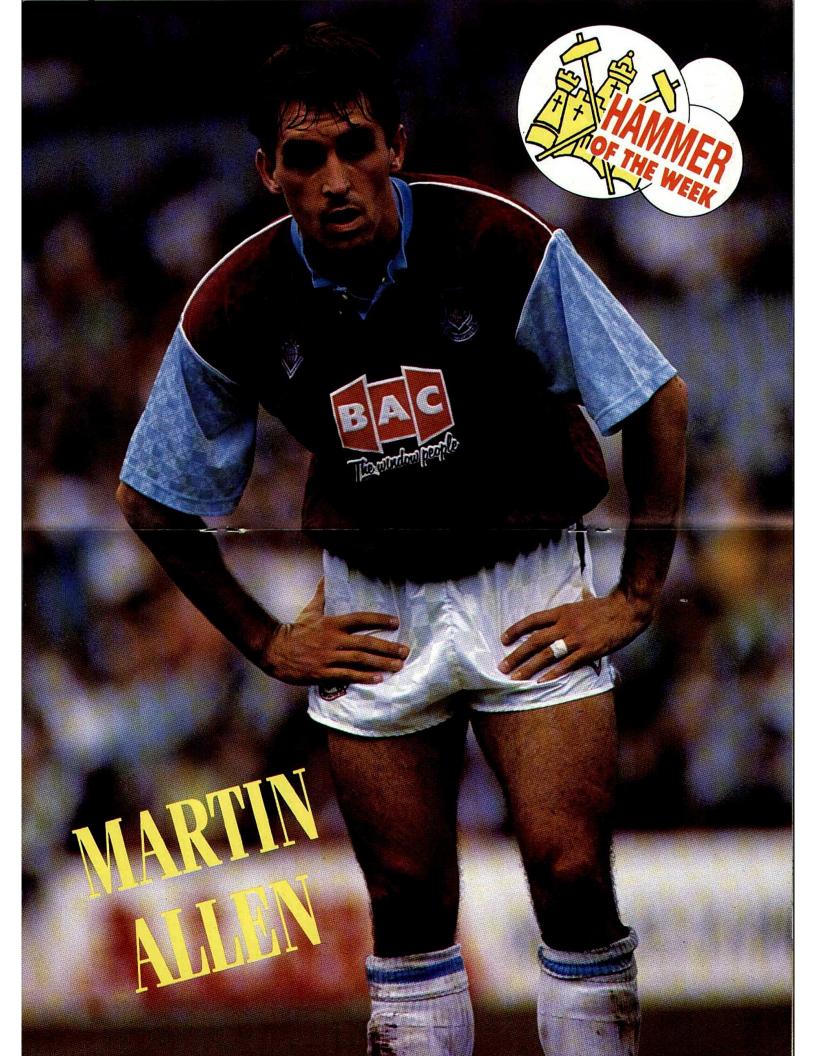
'My League debut wasn't until March 1985 when I came on as a substitute at Luton. I was put on as a centreforward and that was good fun up against Steve

The highlight of my QPR career was definitely when we beat Liverpool over two legs in the semi-final of the Milk Cup in 1986. A 2-2 draw at Anfield saw us through and that has to be one of the most exciting nights of my life. It was a good team effort and there was a great feeling within the club.

'The Final unfortunately was my biggest disappointment. We didn't perform against Oxford who played very well, I don't want to take anything away from them. But we all knew in our hearts that we had missed out on a great opportunity.

"I'd love to get back to Wembley and perhaps do well there and that is one of my ambitions. But my immediate target is to help West Ham back in Division One and established as a top six club."

continued on page 20



continued from page 17

Martin's development at Loftus Road was highlighted when he followed in the footsteps of his cousins Paul and Clive by gaining England Under-21 recognition in 1986. But progress at QPR did not keep step with young Allen's ambitions and after the Rangers finished fifth in the First Division, in season 1987-88, he began to become frustrated.

We had the basis of a very good team,' he reflects, a note of regret in his tone. 'I felt then that we were just two or three players short of real success but instead of strengthening the squad they allowed good players to drift away. It was then that I realised that the club lacked real ambition. It angered supporters and disappointed me.

Last season Martin made the national headlines when he ruled himself unavailable for a League fixture to rush home and lend moral support to wife Gabriella at the birth of baby George. Rangers' manager Trevor Francis enforced a hefty fine and suspension but Martin showed no regret explaining that the birth of his son was the greatest happening of his life and that he would not hesitate to do the same again.

In hindsight he still believes he was right and says: 'I can see the club's point of view but I think they were wrong to

punish me as they did.

This flashpoint in Martin's career only strengthened his resolve to leave Loftus Road. He had tendered his transfer request two months earlier to the then manager, Jim Smith, disillusioned by what he felt was a lack of ambition. He was also unhappy with his role in the team being forced to play wide to make room for Peter Reid in the middle.

Explains Martin: 'I was out of the side following a groin operation and upon my return Peter Reid was playing in my position. I didn't like it on the wing, I found myself out of the game for too long and that does not suit my game. So I was unsettled but having said that I learned a lot from Peter. who is a great professional, and so I gained something from

the experience

Martin admits that when he learned that West Ham were interested in his transfer he was filled with excitement. Whenever the family get together the topic of conversation is always West Ham,' he says. They all come from this area and it is still very much a part of them.' Even so he remained somewhat sceptical about stepping out of the First Division and hence the trip to the Baseball Ground to talk with

Arthur Cox of Derby County.

So why did he eventually plump for the Hammers? His reply was instant and delivered with businesslike authority: What I liked about West Ham was their directness. There were no rumours. No dallying around with the fee or financial details. The money was there on the table. And the potential of the club is so great. To be a big club you have to be in Division One and that is where this club should be with

20,000 home supporters every week.

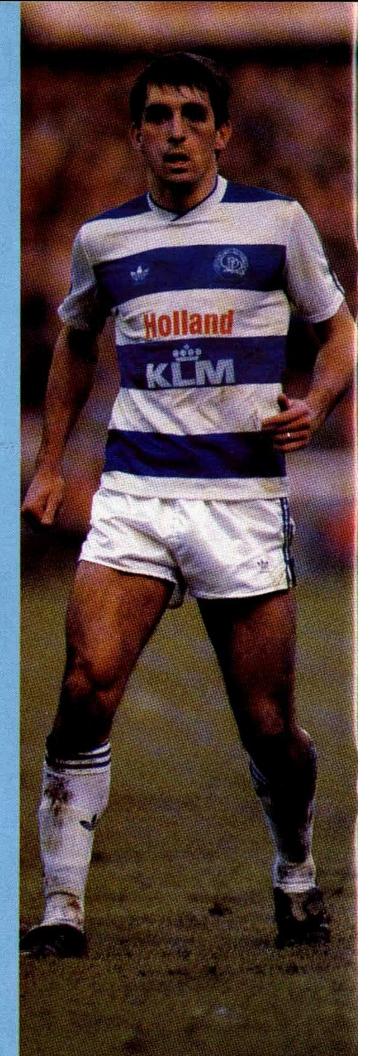
The passion from the people on my debut was something I had never felt before. You can't help but want to play in front of them. They frighten the opposition as well. I know when we played West Ham at Loftus Road we were always very envious of the support the Hammers brought with

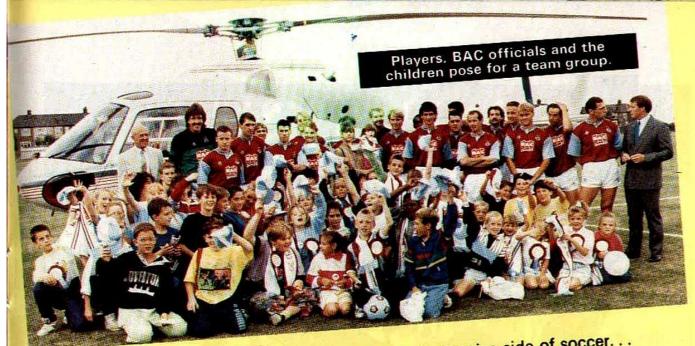
With this sort of following we could make Upton Park the kind of fortress that Anfield is. A place which every other team fears to visit. We shall need to be a little harder on the field to achieve this and I think I can provide a touch of steel. If all eleven players adopt this attitude and get their tackles in then the superior passing ability that the lads possess will be even more effective.

'But I have always liked playing here. I have always felt a kind of affinity with the people. It is a solid working class area where mums, aunts and children, attend with dad. I

Martin knew he had made the right career move before he even stepped out against Plymouth Argyle. His face lit up as he said: I was stuck in traffic coming to the match. That was never the case at QPR. I sat there watching the fans drifting towards the ground. Some wearing team shirts, others scarfs or other favours. There was a feeling of being part of one great family. I thought this is for me. This is what football should be about."

Martin in his QPR strip





HAMMERS' SEASIDE SPECIAL

IT was as easy as ABC, or to be more precise, BAC, for the children from the Newham Council playgroups as the Hammers' new sponsors teamed up with the club to give them a day at the seaside.

Manager Lou Macari, supported by the players and BAC, masterminded a wonderful day trip to Southend for an excited party of six to 12 year-olds.

The first stop for their specially chartered open-topped bus, which came complete with entertainers aboard, was Chadwell Heath the Hammers' training complex. Here they met the stars who issined in the fun

'This is the nice side of soccer...

Putting smiles on faces,' said Lou

Macari proudly. 'We had a whip-round
amongst the lads to ensure the kids had
a smashing day.'

The faces of the children confirmed their pleasure and after collecting the players autographs they all set off for Southend, claret and blue scarves blowing in the wind, and strains of 'Bubbles' filling the air. It must be admitted that the chorus was somewhat fragmented as eager jaws munched on free sweets kindly supplied by Treborl

But what a day! On arrival at
Southend there was a traditional fish 'n'
chips lunch to be had and then, thanks
to the generosity of the Southend
Council, free rides on the funfair and a
train trip on the famous pier.

Then it was home to the East End to tell their friends about the day they will never forget.



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AMOUNT	180 MONTHS	240 MONTHS	300 MONTHS	APR (variable)		
£20,000	£302.44	£287.60	£281.55	17 00/		
£15,500	£234.39	£222.89	£218.20	17.9%		
AMOUNT	60 MONTHS	120 MONTHS	180 MONTHS	APR (variable)		
£8,500	£217.52	£155.14	£139.10	19.9%		
£5,500	£140.75	£100.38	£90.01	19.9%		

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LEIGH BARNARD - Midfield. Swindon's longest

serving player, he has been with the club since July 1982. Served his apprenticeship with Portsmouth and made his League debut for them at

Exeter (24-9-77). Had made 79 League appearances plus four on loan to Peterborough United

(26-8-89). Also played six times for Exeter in season 1984-85. Born Worsley. Age: 30. COLIN CALDERWOOD – Defender. The club captain,

he is a player who leads by example. Started his career

with Mansfield and made his League debut for them at

Crewe (13-3-82). Made a further 99 League appear-

ances for them before transferring to Swindon in June

1985 - the fee of £27,500 being set by a Tribunal. Made 131 consecutive appearances as he led the

Robins to successive promotions in 1986 and '87. Born Glasgow. Age: 24. FRASER DIGBY - Goalkeeper. Made an out-

standing impression in his two games against the Hammers last season in the FA Cup. Served

his apprenticeship with Manchester United and was loaned to Oldham Athletic, but he did not make a breakthrough into League football until

joining Swindon on loan and facing Rotherham

United (27-9-86). Swindon were impressed and

signed him for £12,500 in December of that

year, although United will realise fifty-per-cent

of the profit should he be subsequently sold.

Capped by England at Youth and Under-21 (3) levels. Born Sheffield. Age: 22.

efore his free transfer to Swindon. Made his 213th League appearance for Town v Oldham

SWINDON TOWN

IN THE BEGINNING

IT WAS a clergyman, the Rev. W. Pitt, who founded Swindon Town as an amateur club in 1881, and it soon established itself as the premier club in Witshire. Indeed, so dominant was it that in one season the Wilts Cup was contested between the first and second

teams of the club.

It was the decision to take on professionals in 1894 that really set them on the way. They became founder members of the Southern League Division One and had, with Millwall and Southampton, continuous membership from the inception, in 1894, to 1920 when, with its fellow-clubs it became a foundermember of Division Three (S) of the Football League.

The early years in the League proved difficult and after finishing bottom in that first season, Swindon became a wholly professional side with a wage bill of

It wasn't until 1963, however, that Swindon achieved their first League success, Bert Head taking them up as runners-up in the Third Division. It was a short lived stay, just two seasons, but they were back again in 1969, this time under Danny Williams, and stayed in Division Two until 1974.

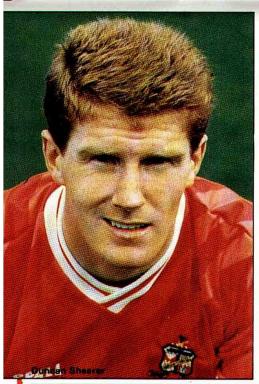
Undoubtedly the club's finest hour came at Wembley on Saturday, 15th March, 1969, when they beat Arsenal 3-1 after extra-time in the League Cup Final. What with that, finishing second in the Third Division and beating AS Roma in a two-leg League Cup Winners' Cup it was the most eventful period in the club's history.

Fortunes then fluctuated and by 1982 Swindon found themselves in Division Four. Even so their plight was never as drastic as it had been in 1933, 1956 and was never as drastic as it had been in 1933, 1900 and 1957 when they were obliged to seek re-election and the arrival of Lou Macari as manager in 1984 heralded an exciting revival. The Fourth Division Championship was clinched with a record 102 points in 1986 and a year later the champagne corks were popping to celebrate promotion to Division Two. into a midfielder by Lou Macari and last season established himself in the team. Born Manchester. Age: 22.

TIM PARKIN - Defender. An apprentice with Blackburn Rovers, Tim made his debut at Bristol Rovers (8-3-77) at the age of 19, but played only a further 15 senior games before signing for Malmo (Sweden). On his return he played for non-League Almondsbury Greenway before Bristol Rovers signed him in September '81 for £15,000. After 206 appearances he joined Swindon for £27,500. Born Penrith.

DUNCAN SHEARER - Striker. Set a club record when Swindon paid Huddersfield Town £250,000 for him in June 1988. Netted 14 goals in 36 League games last season. A junior with Inverness Clachnacuddin he was spotted by Chelsea and made his debut at Stamford Bridge v Leicester City (1-2-86). Although he scored in the 27th minute of that game he was to play only once more for the Blues - in the next game at Oxford – as Kerry Dixon's replacement and in March 1986 joined Huddersfield Town where he netted 38 goals in 83 League games. Born Fort William. Age: 27.

STEVE WHITE - Striker. A most experienced player with 120 goals to his credit in 362 League games prior to the start of this season. This record has been compiled over a career which started with Bristol Rovers at Southampton (27-3-78). They had picked him up from Mangotsfield United and in December, 79 they received £200,000 from Luton Town for his services. Contributed 25 goals and helped the Hatters to the 2nd Div Championship in his three years there and after his £150,000 move to Charlton he was back again, on loan, after a similar spell with Lincoln. In August 1983 Bristol Rovers paid £35,000 to take him back to Eastville and when they gave him a free transfer in the summer of '86 Swindon quickly offered him terms. Born Chipping Sodbury. Age: 30.



SWINDON'S LEAGUE FORM-GUIDE

Opponents SUNDERLAND Oldham Athletic A Scorers

0 2 2 McLoughlin.

WOLVERHAMPTON 3 WDRS

Shearer Jones, Shearer, McLoughlin

Sunday's 3-1 win over Wolves lifted Swindon from the foot of the table to 13th place.

TONY GALVIN - Striker. Signed from Sheffield Wednesday on a free transfer in the summer Tony made his Swindon debut on the opening day of the season v Sunderland. Joined Spurs from Goole Town in January 1978 and was 10 seasons at White Hart Lane making his debut v Man City in February 1979. Transferred to Hillsborough in August '87 for £140,000. Has a B.A. Degree in Russian Studies. Born Huddersfield, Age: 32.

DAVE HOCKADAY - Defender. Solid dependable performer who has clocked up 225 League games for Town. Started his career with games for Town. Started his career with Blackpool and made his debut at Notts County (18-9-76), scoring 24 goals for them in 147 League games. Arrived at Swindon on a free transfer in August 1983 as a winger but was converted into a fullback and has operated there during the club's rise from Division Four. Born Billingham. Age: 31.
TOM JONES – Midfield. Was on Chelsea's books as a

youngster but they allowed him to drift into non-League football with Farnborough Town then Weymouth. It was Aberdeen who gave him his break after shelling out £35,000 in 1987. Made his debut for them v Dundee (10-10-87) but last year he moved

south to Swindon. Born Aldershot. Age: 24. PHIL KING – Defender. Exeter City and Torquay United are his former clubs. Made his debut for Exeter v Halifax Town (23-3-85) and after 27 games was sold to Torquay for £3,000. Made a further 24 appearances for them before joining Swindon for £12,500 in March 1987. Born Bristol.

ROSS MACLAREN - Defender. Started his career nine years ago when he played for Shrewsbury Town against Swansea City (11-11-80), after being released on a free transfer by Glasgow Rangers. Five years later Derby paid £67,500 for him and he was an ever-present during their 2nd Div Championship win in 1987. In July 1988 he moved to Swindon for £150,000 and last season was successfully used as a sweeper by Lou Macari. Born Edinburgh. Age: 27.

ALAN McLOUGHLIN - Midfield. Another who served his apprenticeship at Old Trafford, he arrived at the County Ground on a free transfer in August '86. Made his League debut v Newport County (6-6-86) and during his first two seasons had a couple of spells on loan with Torquay, Initially a fullback he was converted



IT is 11 years now since the little star from Cordoba first mesmerised us. Osvaldo Ardiles, a frail looking genius, who harnessed the rugged attributes of Passarella and Tarantini. Kempes and Bertoni to produce a winning formula for Argentina in the frenetic World Cup Finals of 1978 in Buenos Aires. He impressed Keith Burkinshaw who, in a dramatic swoop, brought Ossie and Ricky Villa back to England; Tottenham Hotspur exchanging £325,000 with Huracan for Ardiles. He made his debut at Nottingham Forest (198-8-78) in a 1-1 draw, the Spurs goal netted by Ricky Villa, and it did not take long for the pocket size orchestrator to pick up the strings and win the hearts of the White Hart Lane fans.

A modest man, a gifted professional, he served Tottenham well and realised a dream when he helped them to beat Manchester City in the twice played FA Cup Final of 1981.

Spurs were back at Wembley again the following year but Ossie missed the occasion as he was away with the Argentinian national side preparing for the defence of their world crown in Spain. The Falklands war added further complications and his sojourn was extended as Spurs loaned the little meestro to Peris St. Germain for the following season to avoid any unpleasantness.

That was a cloud over me, be recalls although be did.

avoid any unpleasantness.

avoid any unpleasantness.

'That was a cloud over me', he recalls, although he did return to the UK to help his French team beat Swansea City in the European Cup Winners' Cup. But it wasn't until January 15th. 1983, that he again pulled on the white shirt of Spurs at Luton. Less than a month later his career was in shatters again after fracturing a fibula in his left leg at Manchester City. Injuries plagued his progress after that 10 month lay-off but Ossie was back at Wembley again in the 1987 FA Cup Final when Spurs lost to Coventry.

In his final year at White Hart Lane he had a loan spell with Blackburn Rovers and played for them in the play-offs v Chelsea. But it was QPR who opened the door last season when he made his final 8 First Division appearances. A broken leg then a return with Fort Lauderdale preceeded his appointment as player-menager with Swansea in July.



IT'S GETTING BETTER

As a Season Ticket holder in the Upper Tier of the West Stand I must congratulate the club on the improvements to the services made in this area of the ground.

In recent months we have heard a lot about the poor facilities offered to the public by English football. So I thought it only right that when steps are taken to improve our conditions we should acknowledge the fact.

We now have better toilet and refreshment areas and I understand that even more refurbishment is in the pipeline.

George Moody Derby Road London E18

Thanks Mr Moody. You are quite right, we do have a development programme and details of this will appear in a forthcoming programme. We do apologise though to our patrons in the West Stand as the new facilities were not available for the very first game and hope you were not too inconvenienced.

CALLING ALL SWINDON TOWN SUPPORTERS IN LONDON

SSILA (Swindon Supporters In London Association) have been in existence for over two years. This season members will receive regular information on travel to home and away games, and on our social and sporting activities, much of which is undertaken in conjunction with other member clubs of APFSCIL (the Association of Provincial Football Supporters Clubs in London).

Our membership is made up of people from London and the Home Counties and we are always on the lockout for new members living in the area who would like to share news and views on Swindon Town.

For further information ring David on 01-347 9845.

THE FIRST GAME

Tresena was there her brother too, dad was excited they all were at West Ham United.

The whistle then sounded they looked at each other the fight had started to reain 1st Division status,

Macari was new the season was too could he retain the skill and fight,

Mark Ward was retained,

Paul Ince stayed true, both said we can make it again.

As the game went on, it became very clear,

Slaters class could win the game,

Stewart Robson with his touch and drive,

Surely only one season of second class,

The pitch an emerald green, the

players tense,

The whistle sounded the crowd erupted,
West Ham kicked off at Upton Park, to

begin a new season to regain their right spot,

Mark Ward sprinted down the right, a beautiful cross Leroy was there,

1 nil to United.

By Tresena and George Hastings



Mark Ward scores in the 5th minute at Hull last Saturday

CROCKER'S CORNER

The winners of the Batman LPs will be announced today and perhaps then we can all have a rest from the most hyped film of the 20th century. Final words on it come from the star, and a piece of graffiti scrawled on a toilet door at Pinewood Studios where Batman was filmed. It reads: 'This proves I'm as human as the next star signed Jack Nicholson'. I have more LPs to give away in the shape of Gloria Estefan's Cuts Both Ways. which shot straight to the top of the LP charts when it was released. Two copies are on offer - just write to me and ask to be entered in the draw (by September 30) and you shall be. Our matchday mascot against Bradford, Barrie Cox, achieved London-wide fame when Capital Gold's commentator named him as the referee! The men in black may be getting younger these days, but surely not that young? Please send your letters and dedications to lan Crocker, Hammers' DJ, West Ham United FC, Green Street, Upton Park, London E13 9AZ.

OUIZ ANSWERS

Answers from the quiz on page 13

- 1: We haven't. This is our very first meeting in the League.
- 2: Lincoln City. The score was 1-1 at Upton Park.
- 3: Syd Puddefoot, v Port Vale (2-2-89).
- 4: Poland away next month.

Did you get all five answers correct?

Focus on

THE lads played very well against Watford, who were one of the top four sides last season, and we were unfortunate not to win.

A goal down at the interval, after we lost the ball and Watford hit us on the break, we turned round with plenty of spirit and were soon leading 2-1.

During this period the lads played some of the best football I have seen from them since I took over and this was very satisfying.

We equalised in the 50th minute when Macari set Clarke up and a defender rushing in to try and save the situation could only help the ball into his own net.

Our second goal was a classic. It would be considered a good goal in any class. The build-up was sharp and accurate and it finished again with a Macari Clarke combination, this time Clarke firing in from just outside the box.

We looked good for victory at this stage but then two bad defensive errors in the closing 20 minutes floored us. Watford capitalised on their luck by sticking both away and we trailed by two goals to three.



Simon Clarke - A classic goal

I felt sorry for the lads but it was another lesson for them to learn. Until we cut out our own errors we will not win matches. Still our overall performance was a hundred-per-cent better than the week before so that is something to work on.

At Leyton Orient last week we included Michael Basham and Marvin Harriett in our side. Both are still schoolboys and are pupils at the FA GM Soccer School at Lilleshall. It was nice to be able to give them a run as we only see them during the school holidays.



Michael Macari - A goal fit to grace any game

In an even game we took the lead six minutes before half time with a good goal. Simon Clarke split the defence with a through ball which Michael Macari took in his stride before beating the goalkeeper.

Unfortunately after the break Orient came more into the game and they took charge with two goals which earned them the win..

This morning we were away to Gillingham in the first round of the South East Counties League Cup and next Saturday we have a tough one against Spurs – last season's Division One champions. This game is also away.

For those of you who do follow the team there is a home game against Millwall at Chadwell Heath on Saturday, September 23. Kick off 11.00am. See you then.

MATCH FACTS

South East Counties League Division One 26.8.89

WEST HAM UNITED (0) 2 LUTON TOWN (1) 3

HAMMERS: Banks; Padington, Marquis, Purdie, Reed, Rush, Heffer, Horlock, Macari, Clarke, Beard. Subs: Taylor, Lowe; Scorers: O/G 47, Clarke 53.

South East Counties League Division One 2.9.89

WEST HAM UNITED (1) 1

HAMMERS: Banks; Horlock, Marquis, (Taylor 70), Heffer, Basham, Padington, Hancock, Macari, Clarke, Harriott, Beard, (Gibbons 80).

Scorer: Macari

ACTION REPLAY

YOU can relive the thrills, the spills, the excitement and the pleasure of today's clash with Swindon Town in the comfort of your own home. Yes, by buying the West Ham video of this game you will have all the action at your fingertips.

The West Ham United video will be available from the Club Shop together with those covering all our matches at Upton Park.

In full colour with action replays and commentary, they are a bargain at just £12.95 each. Add £1 postage and packaging if ordering through the mail.

TODAY'S MATCH SPONSOR

THE NEWHAM AND DOCKLANDS EMPLOYMENT TRAINING TEAM

THE FACTS

FACT 1 Employers are short of trained people. That's why you are important to them.

FACT 2 Your programme will be designed around your interests. You'll train for the type of jobs local employers are offering — and you can work towards a vocational qualification.

FACT 3 You may be able to join ET even if you have not been unemployed for six months.

FACT 4 You'll get a training allowance and help with other costs. And your benefit rights will be fully protected (including housing benefit and other benefits).

FACT 5 Employment Training is voluntary. The choice is yours.

THE TRAINING

OFFICE SKILLS

TYPING: Pitmans 1 & 2 as a single subject or combined with: Bookkeeping & Accounts: Speedwriting & Audio: Word Processing. All leading to nationally recognised qualifications. Also available vocational qualifications levels 1 & 2 Business Administration.

PREPARING FOR 1992

We Also Offer
Adult Literacy & Numeracy Classes and English as a Second Language
Together With
Full Job Facilities at our Job Club in West Ham United Football Ground

The Challenge of ET

The Newham and Docklands employment training clerical unit is geared to the individual and as such trainees can join at any time and work at their own pace to attain qualifications and work experience. This means there is no pressure to keep up with others or to be restricted to set exam times. We are an accredited RSA and Pitmans centre and exams are held every month. Because the training is flexible we can cater for all needs. E.G. A trainee with no previous experience or a woman returning to work wishing to brush up speeds or update knowledge. We offer typing, audio, speed-writing and the National Vocational Qualification in Business Administration which covers all aspects of office routine including computers, Wordprocessing, reception etc and allows the trainee to specialise in one of three areas, secretarial, finance or administration. Our results speak for themselves, as our last exam results showed an 83% pass rate 40% of these were distinction passes and although trainees can stay on the scheme for up to one year, many find confidence and experience gained allows them to secure a permanent job position before their year is up which is on average within three months. This is coupled in with our own job club which means we can offer advice and support in job hunting once the trainee has reached the level of training they require.

For Further Information contact Bev or Linda: CALL 01-511 2581/2/3/4 FOR DETAILS

WELCOME AND HAVE A NICE DAY

It gives me great pleasure this afternoon to welcome the Directors, Management and guests of BAC Limited our Official Club Sponsors. I also take this opportunity of welcoming Mr Keith Brotzel, Managing Director of NADET who are the Matchday Sponsors today.

I would like to take this opportunity also to wish both companies, and their guests, a very special afternoon with us here at Upton Park. We thank them for their involvement with the Club.

We also welcome supporters of West Ham United Football Club and of Swindon Town. Have a nice day. Enjoy the amenities and surroundings here at Upton Park, and remember. If you would like to use the facilities at Upton Park, to enteratin business associates, friends, relatives, etc. then give us a ring on our Hotline Number.



PUT YOUR SHIRT ON

Over the next seven days representatives of West Ham United Football Club will be looking out for people wearing the new Club Shirt. Whether you are aged five or 99 put your shirt on. You could be a very special guest here with us at the Watford game as a result. . . No messing now KEEP YOUR SHIRT ON!

JOIN US AT THE TOP!

Top line entertainment facilities have now been introduced at Upton Park to give companies the ideal opportunity to wine and dine. Not forgetting the supporters – additional bar areas have been created in the West Stand for their use.

THE ACADEMY – an extremely up-market facility – has been introduced in the West Stand; the new Academy Suite. Membership is available at £1,800 for a period of two years. If you would like to see the facilities then contact me personally on our Hotline Number. Remember, Academy Membership is the ultimate in Membership at Upton Park.

THE EXECUTIVE CLUBS – a number of years ago we introduced very prestigious Executive Clubs on the Lower West Stand. These are now in full operation and there are a few Memberships available. If you would like to join one of our Executive Clubs – Boleyn or Thames (membership fee £550 per year) then contact myself or Kim Montague on our Hotline Number.

HAMMERS NEWS

We are pleased to announce that the Hammers News August/September edition is now on sale around the Ground. It is also available from your local newsagent. The Hammers News contains all the up-to-date information, details and profiles on everything and everyone here at Upton Park. Make sure you are kept in touch with the news, views and comments from Upton Park. Hammers News priced 50p per copy. It can also be ordered on a mail order service from our Sales Service Dept. It pays to read the Hammers News.

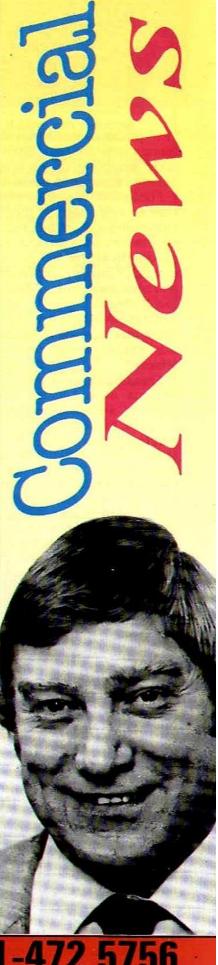
SEASON TICKET HOLDERS

Please note that Season Ticket Holders are entitled to a free copy of the Hammers News. This can be posted to you on publication date each and every month. All you pay for is the postage and packing. For more information contact our Sales Service Department.

WEST HAM UNITED

V WATFORD September 23, 1989 Kick-off 3pm

Are you looking for something different? Would you like to wine and dine on a Matchday? Entertain friends or business associates? Get the most out of this attractive fixture. If you would like to know more about the facilities that are available here at Upton Park, contact Kim Montague on 01-472 5756. Please note: Limited number available.



COMMERCIAL HOTLINE 01-472 5756

THE AST WORD

By JACK HELLIAR

IT IS probably true to say that the majority of the human race are born optimists, and as life goes fairly smoothly on its way we are inclined to believe 'that could never happen to me'.

Football fans are supreme optimists, and at the start of every season they look forward to their club doing well in the League and staking a share of the honours in cup-ties. The prospect of relegation at the end of the season simply does not enter into the reckoning, and it comes as a real shock when fate decrees the tumble into a lower division.

It happened to West Ham United last May, and all connected with the club were well aware that the consequences could have far-reaching effects.

There has been a lot of soul-searching for the reasons of our latest demise from the First Division, and some senior players have been very frank in expressing their opinions as to what went wrong during the crucial mid-season stage. The determination to put things right was made evident, and our new manager has made it clear that there are certain standards which he expects to be achieved and maintained.

Lou Macari admitted in our previous match programme that his new job is a little more difficult than he at first imagined; without pressing the point it is only too obvious that individual personal ambitions have sometimes superseded loyalty to the club; we have seen it all before, and sadly accept that the future careers of young footballers can only too often be influenced by advice that is not to their personal benefit. Fortunately some survive and eventually achieve their full potential.

The 'injury bogy' still hangs around Upton Park, and in addition to those already on the list, we now have another lengthy absentee in Frank McAvennie. The unforeseen mishap which kept Stuart Slater out of the home game against Plymouth Argyle could have been most disconcerting, but there was a refreshing teamspirit to carry the day.

The 'it couldn't happen to us' belief of last May is already a disappearing cloud on the horizon, although to regain First Division status is never going to be easy; it is a job we do not under-rate.

There is, of course, a certain lessening of 'political pressure' in the Second Division. The continuing wrangling among the so-called 'Super Leaguers' is a problem of their own making and greed, although it has an effect on all outside that 'exclusive circle'. For this season at least we can watch it more from the sidelines.



Stuart Slater - missed the home win over Plymouth.

and consider with some complacency that our average gates so far are among the top dozen in the country.

The 'three ring circus' and 'razzamatazz' of the high-livers are not everyone's ideas of how football should be run, and we must never forget that damage to the image of the game will inevitably have the effect of undermining its credibility.

On a personal note, I have to report that the belief that 'it could never happen to me' was disproved when I was suddenly rushed into hospital on the night of August 6. Thanks to wonderful care and attention I am hopefully on the road to recovery, but for the first time since December 26, 1963 had to miss a First Team game at Upton Park. I remember that date only too well; it was my 21st Wedding Anniversary, and the First Division match result was: West Ham United 2, Blackburn Rovers 8. We played the return two days later and won 3-1 at Ewood Park – after which we went on to win the FA Cup for the first time!

Life's not all despair during the dark days!



JUNIOR HAMMERS' CLUB JOINT PRESIDENTS: Trevor Brooking, M.B.E.; Eddie Chapman ORGANISER: Bill Elliott, J.P.

Good Afternoon Junior Hammers, On your behalf I send greetings to all the young supporters of our visitors today, and trust the game will be an enjoyable one played in the true spirit of football.

Our membership continues to increase – at the time of writing these notes it stood at 3112, which means we have gained 22 new members since the Plymouth match; and judging by the number of applications for membership forms we will be well on the way to 3200 soon! So if your friends are interested in becoming a Junior Hammer, just get them to 'phone me on 472 2846, or better still, complete the slip below and post it to me.

By the way. If you want a Fixture List just write to me with a stamped addressed envelope, and I will post one off to you.

Some members have asked me about the Panini Stickers Swop Shop in the Junior Hammers Room (East Stand) - well, I must tell you that Panini no longer sponsor us it seems their interests are now no longer in football. Don't forget, you should bring your membership card with you, if you want to get into our Club Room in the Family Enclosure (South Bank End) - this Club Room, I repeat again, is for Junior Hammers only - NO ADULTS. The Club Room is open at 1.45pm on 1st XI Home Matches and at Half-Times. You can purchase your

Refreshments at reduced prices,

you can play Snooker or Miniature Football and even watch TV, and then, believe it or not, you can watch your favourite team!!

SEE IF YOU CAN ANSWER THE FOLLOWING QUESTIONS:

- (1) Which Club did the Hammers beat in the 1980 FA Cup Final?
- (2) Who did the Hammers play in their last League game in Season 1987/88?
- (3) Name the player who has scored most League Goals for the Hammers. Is it Geoff Hurst, Tony Cottee or Vic Watson?
- (4) Who was the first man to run a mile in under 4 minutes?

(5) Which is Britain's second largest city?

THE FIRST SET OF CORRECT ANSWERS TO REACH ME BY NO LATER THAN TUESDAY, SEPTEMBER 19 NEXT, WILL RECEIVE A PRIZE – Write your answers on a sheet of paper, with your name, address and Membership No.

If you want your Birthday announced on Match Days - write to IAN CROCKER, Hammers' DJ., West Ham United FC., Green Street, Upton Park, E13 9AZ - please do not write to me.

Apart from supporting the Hammers, quite a number of members and parents have helped my wife and I with Community and Charity Work in Newham – here is a 'photo taken by a Teacher from Paris, of a few members and myself at a recent Family Fun Day held at the Macmillan Stadium in aid of the Newham Heart Fund.

I suppose you are all back at school now, – it's been a marvellous summer, so let's see you get down to some hard work at school – this of course includes sport.

Enjoy the match. See you soon!

BILL ELLIOTT



Detach and send to Bill Elliott

PLEASE SEND ME DETAILS AND AN APPLICATION FORM TO JOIN THE JUNIOR HAMMERS' CLUB

Name	* *
Address and Post Code	
Signature of Parent/Guardian	

DIAL-A-SEAT 01-472 3322

FROM THE TICKET OFFICE

BRIGHTON (AWAY)

Barclays League – Division Two Saturday, September 16, 1989. Kick-off 3pm.

THIS MATCH IS 'ALL TICKET'.

Seats: £10 (limited); Terrace: £5

Seat tickets will only be sold to season ticket holders using Voucher "A" (one ticket per voucher).

Seat and terrace tickets will be on sale in the Portakabin on the main forecourt before and after today's match, and then from the Ticket Office this Monday to Thursday between 9.30am and 5pm.

There is a limit of four terrace tickets per applicant.

Ticket Information Line 0898 121865

V BIRMINGHAM CITY (AWAY)

Littlewoods Cup – 2nd Round – 1st Leg Tuesday, September 19, 1989. Kick-off 7.30pm.

THIS MATCH IS 'ALL TICKET' FOR WEST HAM UNITED SUPPORTERS

Seats: £6; Terrace: £4

Seat and terrace tickets for the above match will be on sale at the Ticket Office to all applicants this Tuesday, September 12 to Friday, September 15 9.30am to 5pm; Saturday, September 16 10am to 12 noon; Monday, September 18 9.30am to 5pm.

v WATFORD

Barclays League - Division Two Saturday, September 23, 1989. Kick-off 3pm.

v WEST BROMWICH ALBION

Barclays League - Division Two Saturday, September 30, 1989. Kick-off 3pm.

Advance seat tickets for the above matches are on sale at the Portakabin on the main forecourt before and after today's match, and then from the Ticket Office Monday to Friday 9.30am – 5pm and Saturday 10am – 12.30pm

V BIRMINGHAM CITY

Littlewoods Cup - 2nd Round - 2nd Leg Wednesday, October 4, 1989. Kick-off 7.45pm.

v LEEDS UNITED

Barclays League - Division Two Saturday, October 7, 1989. Kick-off 3pm.

BOTH THE ABOVE MATCHES ARE 'ALL TICKET'

Season ticket holders to gain admission to the Cup match via numbered voucher as per League games.

Seat and terrace tickets for these matches will be on sale at the Ticket Office from Wednesday, September 20 onwards between 9.30am and 5pm, and Saturdays 10am – 12 noon.

Seat tickets may also be purchased through our Dial-a-Seat service on (01) 472-3322 Monday to Friday (from Wednesday, September 20) quoting Access or Visa. Ticket prices for both above matches: Seats: £6.50, £8 (not for Leeds), £8.50, £9.50 Family Seating Area: £8 Adults, £4 Children; Terrace: £5

TICKET INFORMATION LINE 0898 12 18 65

West Ham United FC 1989-90 VOUCHER No. 3 DIAL-A-SEAT 01-472 3322

CRUCIAL CAMPAIGN FOR DAVID

AST season was one of the most disappointing for David Kelly, the striker who arrived last summer from Walsall in a blaze of publicity and finished the season not even on the substitutes bench.

The step from Third to First Division was simply too big. He says: 'It was really tough. My form was so inconsistent it was untrue. I'd play one decent game then have three or four bad games and I took a lot of stick from the crowd which didn't help my confidence and that began to go.'

It was perhaps unfortunate that the striker wooed by Bayern Munich and a host of top-name English clubs as well should arrive at a time when the Hammers were struggling for results.

'That's right,' agrees David. 'It was quite difficult for Allen McKnight and myself to settle in. We came into the team and things didn't go too well for us but we have both had a good pre-season. We have worked very hard, and we just hope that things turn out better for us this season.

Training this summer has been a lot tougher, the new manager has worked more at the fitness side of the game. But it remains to be seen whether I make the team or not. It is up to the manager. I can only do my best in training, which is what I've been trying to do, and we shall just have to see how it goes from there.'

This, of course, is a very important season for David with the Republic of Ireland's dreams of participating in their first World Cup Finals in Italy next summer becoming more realistic with every international. His determination to be part of that Irish success acts as a spur to do well for the Hammers for as he says, 'it will be no good to me sitting on the bench'.

There are signs that David is recapturing the sharpness which made him such a feared striker in a Walsall shirt and despite the traumas he still maintains a

positive attitude towards his career.

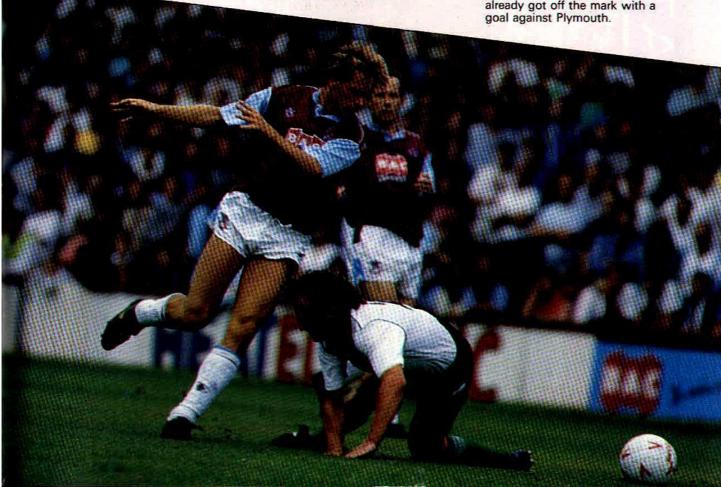
'It's been disappointing as I say, but I just have to keep plugging away. I have had bad times before and no doubt I will have bad times again but on a personal level I can only work as hard as I can. 'Hopefully the Republic can qualify for the World Cup and I will be part of it. Jack Charlton has showed a lot of faith in me despite my bad times here. He has kept me in his squad right the way through. I didn't play, I was on the bench, but I appreciate his support.

'Obviously another League season for me like last time will not do my international hopes any good so I definitely don't intend being on the bench all season.

'I'm a goalscorer and need to be finding the net. If I'm not doing that then I'm not going to stay in West Ham's team and definitely not going to get into the World Cup squad.

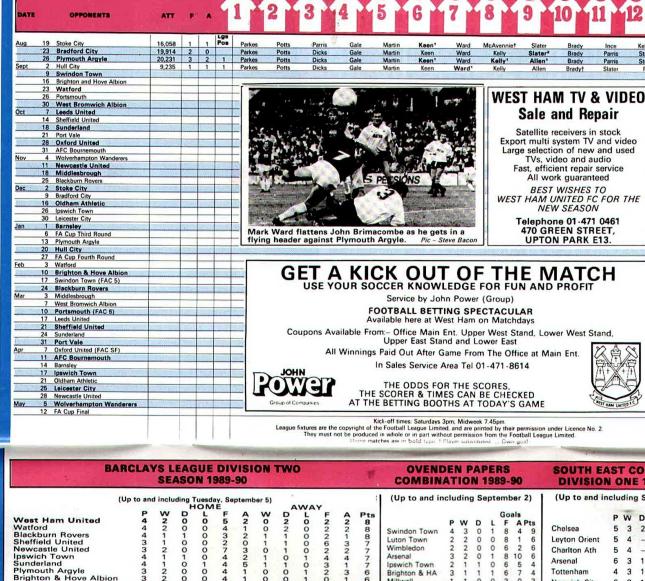
'So first I need success with West Ham and I think we can achieve this. All the lads are very confident that we can get straight back up. The pre-season games went very well with a successful tour of Norway. But we have worked very hard to get good results at Stoke City and Hull.

Perhaps the Second Division will prove to be the stage upon which David's goalscoring form will blossom. There can be no greater incentive than a World Cup place to set the Birmingham lad firing with both barrels, and he has already got off the mark with a goal against Plymouth.



STATISTICS

Kelly(57)



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COMBINATION 1989-90			DIVISION ONE 1989-90			AND GOALSCORERS				
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WEST HAM UNITED

Was in outstanding form again at Hull City on Saturday where he made some vital saves. This will be his 327th League game for the

2 STEVE POTTS

Scored his only hat-trick at Swindon in a reserve team fixture. Makes his 54th League appearance today.

3 JULIAN DICKS

Former Birmingham City defender he has been with the Hammers since March 1988. Made his 45th League appearance for us at Hull last Saturday.

4 TONY GALE

This will be Tony's 165th League game in a Hammers shirt. Played 277 League games for Fulham.

5 ALVIN MARTIN (Captain)
Hails from Liverpool and had a trial with Queens Park Rangers before joining the Hammers as a youngster. This is his 346th League

6 KEVIN KEEN

With two goals already notched this season young Kevin has got off to a good start. This will be his 65th League game.

7 MARK WARD

Slipped in to score his first goal of the season at Hull last week. It was his 150th League game for the Hammers.

8 DAVID KELLY

Started his career with Walsall and cost the Hammers £600,000 in the summer of 1988. Has scored seven goals in 28 League games for

9 MARTIN ALLEN

Made a scoring debut here against Plymouth Argyle. Demonstrated his shooting power again at Hull when he hit the bar. Formerly with Queens Park Rangers.

10 LIAM BRADY

Back from international duty with Eire in Oublin where they met West Germany in a friendly. This will be his 61st League game for us.

STUART SLATER

Back in the side at Hull after missing the Plymouth game with a knee injury. This is his 24th League appearance.

12

14

WINDON TO

1 FRASER DIGBY

Former Manchester United apprentice. An ever-present last season this will be his 120th League game for Swindon.

2 LEIGH BARNARD

Has been with Swindon since July 1982 and has played in 214 League games for them. Has played for Portsmouth, Peterborough and Exeter

3 PHIL KING

Exeter City and Torquay United are his previous clubs. This will be his 106th League game for Swindon.

4 ALAN McLOUGHLIN

Has featured in all three games this season and has now made 70 League appearances for Swindon and Torquay (loan) ... 46 for

5 JON GITTENS

lade his first League appearance of the season last Sunday against Wolves. That was his 59th for Swindon. Played 18 League games for Southampton.

COLIN CALDERWOOD (Captain)
Made 100 League appearances for Mansfield before his £27,500
transfer to Swindon. This will be his 172nd League game for the

7 TOM JONES

Was on Chelsea's books as a youngster but made his pro debut with Aberdeen. Made his first League appearance of the season last week his 41st for Swindon

8 DUNCAN SHEARER

Pulled his hamstring against Wolves last Sunday. Scored his 16th League goal – his second of the season – in that game. Has made 39 League appearances

9 STEVE WHITE

Has yet to score this season but has netted 39 goals in 106 League games for Swindon.

10 ROSS MACLAREN

Shrewsbury Town (161 League games) and Derby County (122 League appearances) are his previous clubs. This is his 41st League game for Swindon.

11 TONY GALVIN

A former team-mate of Ardiles at Tottenham he scored one goal in 18 First Division appearances for Sheffield Wednesday last season.

12

14

MATCHDAY MASCOT

Today we welcome Paul Davies, of Sandford Road, East Ham. Paul is aged 10 years and attends Brampton Junior School: His favourite hobby is golf. His favourite football team is West Ham United and his star player is Stuart Slater, Paul attends Upton Park with his sister and his family have been supporters for the past 50 years. We take this opportunity of wishing Paul and his family a very enjoyable and memorable day here with us at Upton Park.





MITRE MATCHBALL SPONSOR

THE TRAILER KING: CATERERS CONCESSIONAIRES CATERING EQUIPMENT SUPPLIERS TRAILER MANUFACTURERS

North Weald Airfield, near Epping, Essex. Telephone 037 8823676 (24-hour line) 0836 376490 (24-hour line service) Fax 037 8824333



Referee: ALAN SEVILLE

(Birmingham)

Linesmen: J. F. Hill (Red Trim) R. L. Saunders (Yellow Trim)

> The Reserve Official is J.JERDEN from Little Thurrock.

NEXT LEAGUE MATCH AT UPTON PARK **Barclays League Division Two**

WATFORD

Saturday September 23, 1989 Kick-off 3pm

WEST HAM UNITED PLAY IN BUKTA CONNECTION