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WESTLEY**
on today's
big game
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HATTERS' NEW KIT DEAL
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SUNDAY, AUGUST 13, 1995, 3PM



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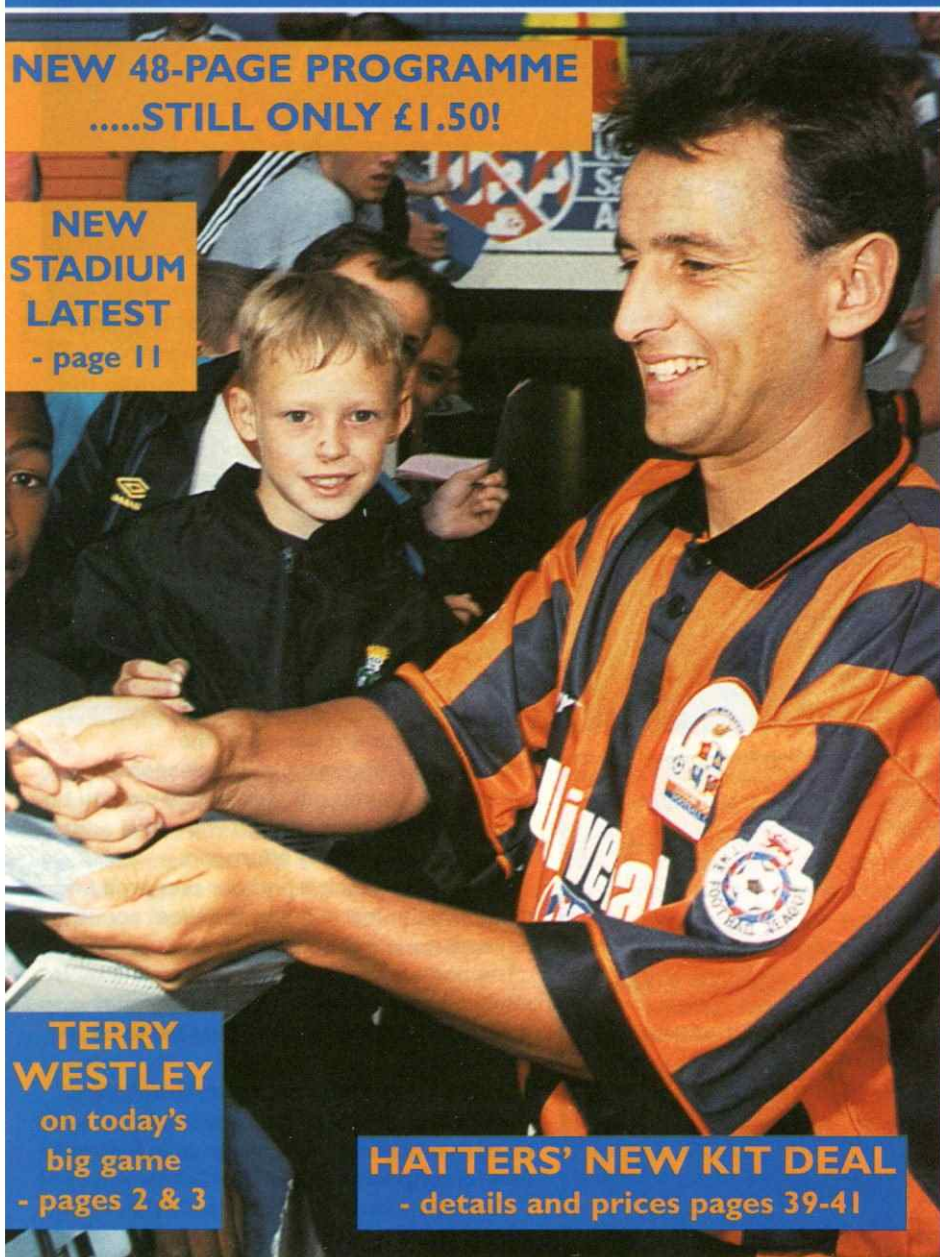
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**LUTON TOWN
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LUTON TOWN





IT'S A NEW ERA... AND WE ARE READY FOR THE CHALLENGE

I FEEL the first thing I must do in my first ever programme notes as a league manager is thank the Chairman and Directors of Luton Town Football Club for this magnificent opportunity they have presented me with.

The support, encouragement and good wishes from all connected with the club have been gratefully received, and I wish to put on record my sincere thanks.

It's a new era, it's a new season, and I welcome Norwich City, their players, directors and supporters, to today's opening Endsleigh League fixture. Two new managers; many new faces. Norwich are desperate to show everyone their ambition to bounce straight back into the Premiership, and our players desperately want to show you our supporters we can be a real force to be reckoned with. It all adds up to a most exciting afternoon.

Pre-season training and our preparations, including the trip away to the West country, have all gone extremely well.

The players' attitude and their efforts considering the change in management have been first-class, and they are to be commended.

There is a real feeling among the players, with now more strength-in-depth at the club, that we are on the verge of being more of a forceful team in Division One.

The inclusion of Steve Davis, David Oldfield, Graham Alexander, Bontcho Guentchev and Gavin Johnson strengthens my hand and there is more competition for places in the team. I wish all our new players a long and successful stay at Luton Town.

A major new part of the jigsaw at the club was the capture of Mick McGiven as assistant manager.

He is a man with vast experience, who has



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1, Maple Road,
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**Chairman and
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David Kohler Bsc (Hons)
ARICS

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C.T.F. Green,
N.S. Terry

Vice Presidents:
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C. Bygraves,
R. Safraneck,
D. Ludlow, P. Ireton,
J. Sapsworth.

Club Secretary:
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Manager:
Terry Westley

Assistant Manager:
Mick McGiven

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Wayne Turner,
John Moore

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YOU put your left
foot in..... Italian
Pasquale Bruno and
Gary Waddock in
pre-season training

worked with a team that achieved promotion from Division One, and has played at the highest level. Mick is an excellent tactician and has a real drive and ambition to make this club a success. I welcome him on board and thank him for his efforts during the summer pre-season.

Wayne Turner remains as reserve team coach, and continues to work tirelessly with both the reserve and the first-team squads.

The last change comes with John Moore returning to take charge of the youth players. As manager I need people around me who are honest, hard-working, trustworthy and have a vast knowledge of the game. John Moore fits that bill exactly and I am delighted that he is remaining at the club.

The last two members of the football staff, Paul Lowe (youth development officer) and Les Shannon (Chief Scout) both again have vast experience in their jobs and bring stability to our club.

The philosophy of attacking football and the passing game cannot and will not

change. We have shown during our pre-season matches that we have attacking players and systems to score goals.

We dominated, and did last year, large periods of games only to concede soft goals at any stage of the game. This I feel will be the biggest challenge to me as the manager to improve.

We must be prepared to defend with more strength, be braver and want to die for the cause, but also be strong mentally to cope when teams come for us. Let's hope we attack so much the defending can take care of itself.

To end I leave you with a message for a recipe to succeed.

Everybody from the cleaners, washing lady, Lita on reception, the secretaries, senior staff, directors and players need to work together all aiming for the same thing.

We need the help of the supporters to achieve this, so please back us through good and bad times, through wins and defeats, and who knows that achievement might be Premiership.

AROUND THE TOWN

ITALIAN defender Pasquale Bruno has been on trial at Luton Town during the pre-season campaign.

The 33-year-old is one of Italy's most highly regarded defenders, having played over 300 games in Serie A.

His clubs include Torino, Juventus and Fiorentina, and he now wants to finish his career with a spell in England.

Bruno came on as a second-half substitute in Monday's friendly with Tottenham, playing through the pain barrier after suffering cracked ribs in the pre-season match at Leighton Town last week.

A decision on his future at Luton Town is expected shortly.

Tribunal sets Davis transfer at £750,000

LUTON will have to pay Burnley £750,000 for central defender Steve Davis, a Football League transfer tribunal ruled on Wednesday.

The fee is the second highest ever paid by the Hatters, and is a record transfer for Burnley.

Davis, 26, was Burnley's skipper last season when the Lancashire side were relegated, and out-of-contract he wanted to stay in Division One.

Luton Town chairman David Kohler, who attended the tribunal along with manager Terry Westley and secretary Cherry Newbery, said: "We have got a very good player in Steve

Davis because £750,000, with the exception of Lars Elstrup, is far in excess of anything this club has ever paid.

"We are delighted that a player of this calibre has come to Luton Town, and a good player means a good fee."

The tribunal also ordered Coventry City to pay Luton £1.15 million for midfielder Paul Telfer.

The Scotland Under-21 international made his Hatters debut in 1991, and was a regular in the Town side for the past three seasons, playing in every game in the 1994/95 campaign, scoring nine goals.

USA sponsorship boost is good news for Hatters

LUTON Town Football Club are delighted to announce the continuation of a major sponsorship deal with Universal Salvage Auctions (USA) worth in the region of £175,000 over the next two seasons.

USA have sponsored the Hatters for the past four years, and this new agreement will take their investment in the club to close on £500,000.

Universal Salvage chairman Cliff Bassett said: "Universal Salvage Auctions is a nationwide organisation, which has many branches around the country. Our association with Luton Town has allowed our name to reach a far wider audience, and has raised our public profile considerably.

"This coming season will be our fifth year of association with Luton Town and we are delighted with the results so far. Luton are a friendly, family club, and our continued link with them will prove very advantageous in our

development.

"The deal does not just mean we have our name on the team's shirts, and by integrating our two organisations Luton Town and Universal Salvage will be helping many charitable causes and local promotions."

Luton Town director Chris Green said: "This announcement is another very important one for the club, following our new kit agreement with Pony.

"By securing these deals we are showing our commitment to the future of Luton Town, and I'm sure all supporters will join me in welcoming the renewal of our partnership with USA.

"Clubs like Luton cannot survive on gate receipts alone, we need to go out and secure these types of sponsorships."

Universal Salvage Auctions, a Bedfordshire company, based at Wootton, is the UK's largest motor and commercial vehicle salvage company, with branches across the country.

Luton Town FC Matchday Programme
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Dunstable

FRONT COVER: New signing Bontcho Guentchev meets the Luton Town fans for the first time, prior to Monday's friendly against Tottenham. The former Ipswich striker played for Bulgaria in the 1994 World Cup finals.



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LEADING THE LINE

by TREVOR PEAKE



LEFT: Trevor and Gary Waddock keep a watchful eye on Spurs' young striker Steven Slade during Monday night's friendly.

HERE we go again, another season getting underway and I must admit I'm looking forward to it as much as the first.

It certainly hasn't been a quiet pre-season, and when I returned from holiday there had been one or two changes to say the least!

David Pleat's departure came as quite a surprise to a lot of the players, but there was no surprise in Sheffield Wednesday wanting him to take charge at Hillsborough.

He is a manager of great experience and knowledge, and it will be interesting to see how his team fares in the Premiership.

I will always be grateful to him for the faith he showed in me, in bringing me here to Luton for what has been a very enjoyable four years so far.

Having said the players were surprised by his departure, it would also be fair to say that Terry's appointment as the new manager was welcomed in the dressing room.

It certainly is a change, but still a familiar face which I know means a lot to the younger players. The change has also been brought about by Mick McGiven's arrival as Terry's assistant, and Mick's experience will prove vital in the months ahead.

It is up to the experienced players to support Terry and Mick in their efforts to progress the club.

As well as coaching changes there have been plenty of arrivals and departures on the playing side.

Paul Telfer has decided to test his skills in the top flight and we wish him well, while the arrival of the likes of Bontcho Guentchev and Steve Davis can only strengthen our hand.

There is certainly going to be plenty of competition for places, and everyone has been well aware during the pre-season campaign of the need to keep performing at their best.

With Italian Pasquale Bruno also at the club, there have been a variety of accents in the dressing room to contend with.

Fortunately, Pasquale's surname meant his nickname was quickly sorted out..... Frank!

The start of a new season is always a time of much optimism and expectation.

We saw what could be achieved last season when our excellent away run carried us to fifth position in late November.

We have always been slow starters in my time here, but a good opening this time around will hold us in good stead for 1995/96.

This division will again be very competitive, and today's visitors will be one of the leading contenders.

We have a good record in televised fixtures in recent years so I hope the cameras will again prove a lucky omen.

**Keep up-to-date with all the news from Kenilworth Road on
LUTON TOWN CLUBCALL 0891 121 123**

Trevor Peake

FROM THE SECRETARY'S CHAIR with Cherry Newbery

FIRSTLY I would like to thank those supporters who have sent their good wishes to me on my appointment as Club Secretary. I am looking forward, like the rest of you, to the new season and the challenge ahead.

You will no doubt have read in the local press that we have changed our reserve fixtures to Wednesday evenings, with a 7.30pm kick-off both here at Kenilworth Road, and when we move to Hitchin Town for our winter matches, and we will of course advise everyone of that date.

Admission for the reserve matches at Kenilworth Road will be free for season ticket holders, under 16s and senior citizens, and will be £1.50 for all other supporters. I would also remind you that there is one game not being played on a Wednesday evening, and that is on Monday, September 11 when we entertain Watford.

I would also like to hear from anybody who can help us on matchdays for both first and reserve team games. We are looking for able-bodied people to assist the ground staff, and anyone who is interested can contact me at the club on (01582) 411622.

I am sure you will have noticed how much work has been carried out by the staff over the summer months in preparing all areas of the stadium for the new season. We have carried out extensive work in many areas, including executive boxes, executive lounge areas, seating and refreshment areas.

Finally, a note that if at any time of the season you have any observations or comments to make, please do not hesitate to contact me.

We are always pleased to hear from you.



LUTON have been drawn away to Stotfold in the first round of the Beds Premier Cup.

The first round matches have to be played by October 30, 1995, and we will advise you of the date and kick-off time as soon as possible.

The rest of the draw is: Kempston Rovers v Brache Sparta, Biggleswade Town v Langford, Potton United v Arlesey Town, Dunstable United v Shillington, Bedford Town v Wootton Blue Cross.

Barton Rovers and Leighton Town both have a bye to the second round.

BOBBERS TRAVEL CLUB - Coach Travel Price List 1995/96

Date	Destination	Adult	Child/OAP	Cranfield	Luton
Sat Aug 19	Southend United	£7.00	£5.50	10.30am	11.30am
Tue Aug 22	Bournemouth	£9.50	£7.50	2.15pm	3.15pm
Tue Aug 29	Grimsby Town	£9.50	£7.50	1.15pm	2.15pm
Sat Sep 9	Reading	£6.50	£5.00	10.30am	11.30am

Please note: Coaches from Cranfield also pick-up in Marston Moretaine, Stewartby, Ampthill, Flitwick, Westoning, and opposite the Luton Gateway Hotel, before departing from the junction of Hazelbury Crescent and Kenilworth Road.

You can book a place on the coaches in a number of ways:

- 1) From the ticket kiosk in the Kenilworth Road turnstiles. See Paul Deason or any other BTC committee member before any Saturday first-team home match between 2.15 and 2.45pm. (No bookings taken at midweek matches).
- 2) On the return journey from the previous away game.
- 3) Telephone Paul Deason on Bedford (01234) 750996



LUTON TOWN TICKET OFFICE NEWS

Luton Town v Bournemouth

COCA-COLA CUP FIRST ROUND, FIRST LEG

Tuesday, August 15, 1995, kick-off 7.45pm

Tickets for this match are now on sale. Season ticket holders and members can purchase up to four tickets each (subject to availability).

Main Stand blocks A-E, £10 adults and £5 concessions

Main Stand block F, £9 adults and £4.50 concessions

Main Stand block G, £6 adults and £4 concessions

Main Stand Enclosure blocks C-G, £9 adults and £4.50 concessions

Restricted View blocks A,B,H & J, £6 adults and £4 concessions

Kenilworth Upper Tier, £9 adults and £4.50 concessions

Kenilworth Lower Tier, £9 adults and £4.50 concessions

Southend United v Luton Town

ENDSLEIGH LEAGUE DIVISION ONE

Saturday, August 19, 1995, kick-off 3pm

Pay on the day only at Southend. Seats only, priced at £10 (no concessions).

(The Ticket Office will be open on Saturday, August 19, from 10am to 12 noon, for the sale of other match tickets).

Bournemouth v Luton Town

COCA-COLA CUP FIRST ROUND, SECOND LEG

Tuesday, August 22, 1995, kick-off 7.45pm

Pay on the night only at Bournemouth. Terracing only available for Luton fans, price £7.50 for adults and £4 for juniors/seniors.

Luton Town v Leicester City

ENDSLEIGH LEAGUE DIVISION ONE

Saturday, August 26, 1995, kick-off 3pm

Tickets for this match are now on sale.

Normal guesting facilities apply.

Ticket Office opening hours

Monday to Friday: 10am to 4pm

Saturday (matchdays): 9am to 3pm and 4.45 to 5.15pm

Saturdays (non matchdays): Subject to change. Please contact the ticket office

For bookings, membership and enquiries, ring the Ticket Office direct on (01582) 416976. Supporters wishing to order by credit card can do so by using the 24-hour credit card hotline on (01582) 30748

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Roots Hall, Victoria Avenue, Southend, SS2 6NQ.

Tel: (01702) 340707

Take M1 south and M25 east, and then A127 into Southend (exit from M25 is before Dartford Tunnel at junction 29).

Follow A127 into Southend, through new roundabouts by supermarket, and through several sets of traffic lights. At main roundabout take third exit into Victoria Avenue for ground, which is on the right at the bottom of the hill.

Bournemouth

Address:

Dean Court, Bournemouth, BH7 7AF.

Tel: (01202) 35381

Take M1 south and M25 west, exiting M25 at M3. Take M3, M27, A31 and A338 to Bournemouth, and then take 2nd exit at roundabout with A3060.

Take 1st exit at next roundabout into Littledown Avenue, then right into Thistlebarrow Road for ground.

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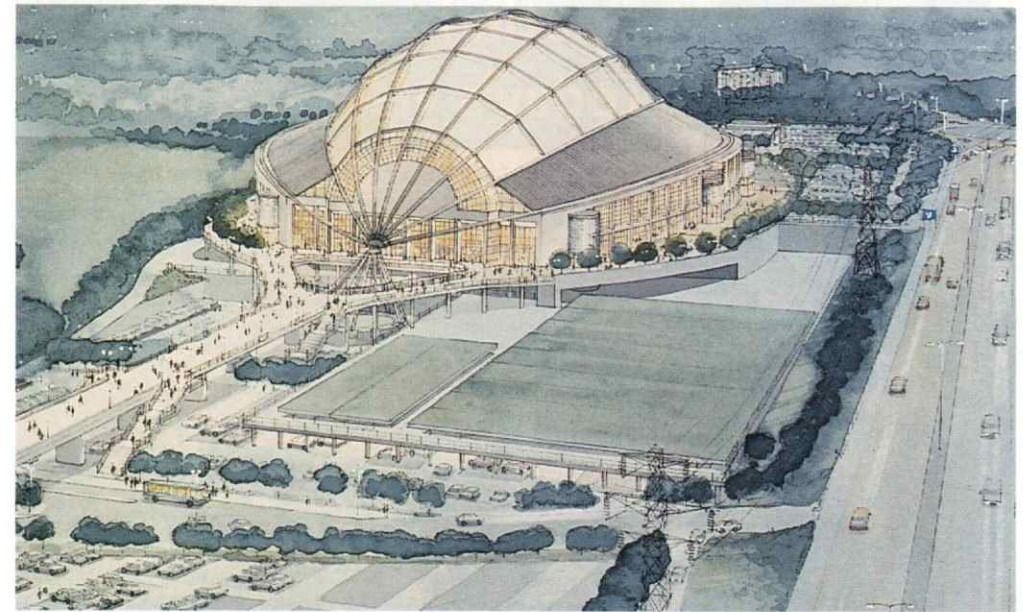


Endsleigh



LUTON TOWN FOOTBALL CLUB

COUNCIL APPROVE PLANS FOR 'KOHLERDOME'



THE plans to build the 'Kohlerdome' (above) moved a step closer with July's Luton Borough Council approval for the scheme.

LUTON Town's plans to relocate to a revolutionary new indoor stadium, with moveable grass pitch, have moved a step closer.

On Tuesday, July 18, Luton Borough Council voted unanimously to recommend the scheme to the Environment Secretary John Gummer.

Hatters' chairman David Kohler plans to build the 20,000 seat multi-purpose indoor stadium on land by junction 10 of the M1 motorway, and Mr Kohler pointed out: "This is great news not just for Luton Town, but for the town of Luton.

"The Kohlerdome is a unique facility which will serve the whole community and can stage a variety of sports, leisure and business events, as well as being a new home for the football club.

"We will hopefully look back on July 18, 1995, in years to come and say that was a significant date in the history of Luton Town.

"From a planning point of view the unanimous vote gave us much credibility, so that when the Secretary of State examines the case he can see that the elected representatives of the people of Luton are united on this issue.

"It shows the strength of feeling behind it, and I would like to thank all those supporters, who attended the meeting, and who signed our letters to both the Council, and to Sir Graham Bright, for their backing.

"If the Secretary of State decides in our favour we have to then deal with the detailed planning, land acquisition and funding, which could probably take another 12 to 18 months.

"Don't expect to see workmen digging on the site for quite some time," added Mr Kohler.

"There is still a lot of work to do.

"We have overcome a first but very important hurdle, and although I am delighted with our progress, in terms of a cup run we are just through the first round.

"We have council backing, the majority of support in the town, and my job is to make sure we get the land and get the funding, and I feel they will be easier tasks than getting the planning.

"In the meantime we continue to work with the various planning and traffic authorities to make sure all the council's conditions are met."

The Chairman, Directors and Staff of Luton Town Football Club would like to thank the thousands of fans who have supported the club's plans to relocate from Kenilworth Road.



NORWICH CITY 1995/96

Spotlight on today's visitors



Back row (l to r): Ade Akinbiyi, Daryl Sutch, Mike Sheron, Ashley Ward, Rob Newman, Lee Bray, Jon Newsome, Spencer Prior, Andy Johnson, Keith O'Neill, Danny Mills.

Middle row (l to r): Tim Sheppard (physio), Stacey Kreft, Johnny Wright, Shaun Carey, Jeremy Goss, Andrew Brownrigg, Steve Walford (reserve team manager), Paul Franklin (assistant manager), John Faulkner (coach), Carl Bradshaw, Mark Bowen, Robert Ullathorne, Ali Gibb, Justin Harrington, Keith Webb (youth team manager).

Front row (l to r): Darren Eadie, Neil Adams, Karl Simpson, John Polston, Bryan Gunn, Martin O'Neill (manager), Andy Marshall, Ian Crook, Mike Milligan, Jamie Cureton, Jamie Mitchell.



The Canaries' League Form from August (A) to May (M)

Left: Norwich City's league form last season

Graphics by FOOTBALL INFORMATION SERVICES (Norwich City stats from season 1994/95)

BRYAN GUNN - Goalkeeper who had the misfortune to break his ankle in December 1994, causing him to miss the second half of the season. Gunn has been City's first choice keeper since November 1986, clocking up nearly 400 first team appearances for the club. Has won five caps for Scotland, and is ninth in the Canaries all-time appearance listings.

ANDY MARSHALL - Young goalkeeper who clocked up 25 senior appearances after Gunn's injury last season. Was a colleague of Luton's Kelvin Davis in the England Under-21 squad for this summer's Toulon Tournament.

MARK BOWEN - Experienced left back with 32 caps for Wales. Joined Norwich in July 1987 from Tottenham for £90,000, and has since scored 25 goals in 361 appearances.

CARL BRADSHAW - Full back signed from Sheffield United for £450,000 in July 1994, who bagged the winning goal in last September's 'derby' win at Ipswich. Former England youth international who has also played for Sheffield Wednesday, Barnsley and Manchester City.

ROB NEWMAN - Central defender who was also pressed into service up front and in midfield last season. Has made 159 appearances for Norwich since arriving from Bristol City for £600,000 in July 1991.

JON NEWSOME - Became Norwich's first million pound signing in June 1994 when he arrived from Leeds, and was immediately appointed club captain. Central defender who began his career at Sheffield Wednesday, and was voted Norwich's Player of the Year last season.

JOHN POLSTON - Joined Norwich from Tottenham in July 1990 for £300,000, and captained the Canaries in their first ever UEFA Cup match, against Vitesse Arnhem, in September 1993.

SPENCER PRIOR - Joined the Canaries in a complicated instalment transfer, and to date Southend have received £300,000 for his services.

NEIL ADAMS - Midfielder formerly with Stoke, Everton and Oldham. Won a championship medal at Goodison Park, and won promotion to the top flight with the Latics. Also represented England U21s.

IAN CROOK - Now in his tenth season at Carrow Road, and a well-deserved testimonial. Former Tottenham trainee who found himself battling for a midfield berth with the likes of Hoddle, Ardiles, Hazard and Villa. Has now played 346 games for Norwich, scoring 19 goals.

(continued on page 14).

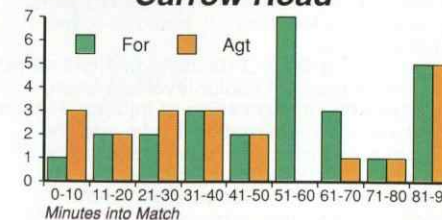


NEIL Adams

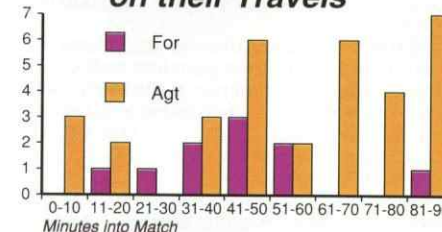


BRYAN Gunn

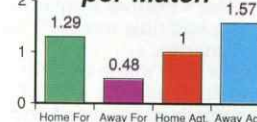
When Goals went in at Carrow Road



.. and when the Net Bulged on their Travels



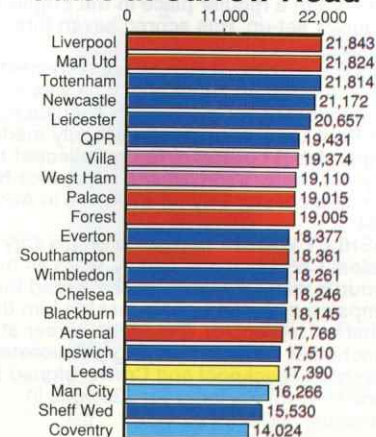
Average Goals per Match



Average Shots and Corners per Match



Gates at Carrow Road



JEREMY GOSS - Welsh international, born in Cyprus, who starred in Norwich's UEFA Cup run in 1993/94, when his goals in each leg helped defeat Bayern Munich. Has made 221 senior appearances for Norwich, plus 200 reserve appearances.

ANDY JOHNSON - Promising midfield player whose progress at senior level has been hampered by a succession of injuries. Former England youth international, who was the unfortunate victim of a 'mistaken identity' sending off at West Ham last season.

MIKE MILLIGAN - Competitive central midfielder who began his career as an associate schoolboy with Manchester City, before moving to Oldham. Moved to Everton for £1 million, but stayed for just 11 months before rejoining the Latics. Signed for Norwich for £850,000 in June 1994.

KEITH O'NEILL - Midfielder who made his first team debut at Southampton last season. But hopes of an extended run in the senior side were dashed by a broken ankle in a reserve match soon after. Republic of Ireland youth international, and product of Dublin's famous Home Farm club.

DARYL SUTCH - Played in 30 of City's 42 Premiership matches last season, having won England Under 21 caps at the end of the 92/93 campaign. Has played up front, but slotted in at right back last term during Carl Bradshaw's absence.

ROBERT ULLATHORNE - Former England youth international who has now made 79 senior appearances for the Canaries.

ADE AKINBIYI - Striker who made his Norwich debut against Bayern Munich in the UEFA Cup in 1993. Enjoyed loan spells at Hereford and Brighton scoring six goals in 11 games in the lower divisions, but has yet to score for Norwich in a senior match despite 32 goals in 80 reserve appearances.

JAMIE CURETON - Former England youth international who has scored 82 goals in 90 youth games, 40 in 71 reserve games, and 4 in 20 senior matches for the club. Scored his first senior goal, against Chelsea, just 13 seconds after coming on as a substitute.

DARREN EADIE - Since graduating into the Canaries first team at the outset of the 1993/94 UEFA Cup campaign, Darren Eadie's pace has earned him a regular place in the England Under-21 set-up. Has scored seven times in 56 senior appearances.

MIKE SHERON - A product of Manchester City's successful youth policy he was a contemporary of David White, Michael Hughes and Paul Lake, although he actually made his league debut on loan at Bury. Collected 11 England Under 21 caps, and signed for Norwich from Manchester City for £800,000 in August 1994.

ASHLEY WARD - Two goals on his City debut against Chelsea made Ashley Ward an instant favourite with City fans, and he ended the campaign with eight goals making him the Canaries' top scorer. Began his career at Manchester City, also playing at Leicester, Wrexham, Blackpool and Crewe, signed for Norwich from the latter for £350,000 in December 1994.

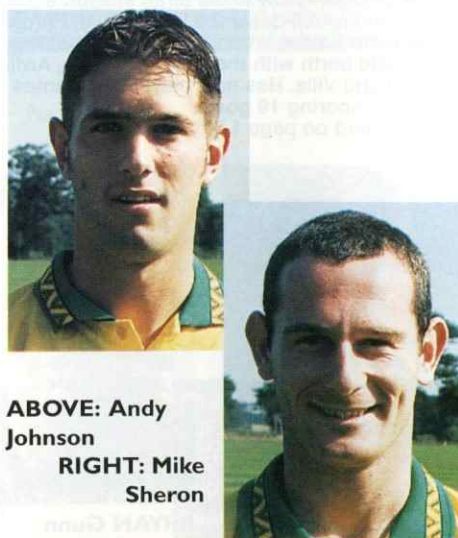
Meet the Manager



Former Northern Ireland international **MARTIN O'NEILL** became Norwich City's manager in the summer, taking over from John Deehan.

A former Norwich player, O'Neill was also a major influence in Brian Clough's championship and European Cup winning sides at Nottingham Forest, before moving into management with Wycombe Wanderers.

Now has the task of guiding Norwich back into the Premiership.



ABOVE: Andy Johnson

RIGHT: Mike Sheron

A Hatter and ...a Canary

Born in Kent, **JOHN RYAN** started his career with Tonbridge before future Luton manager Harry Haslam arranged for him to have trials at Arsenal where he eventually reached the reserve side.

After receiving a free transfer, Haslam stepped in again and sorted out a move to Fulham where this time Ryan made the Division One side before becoming surplus to requirements once again.

Just as he was about to join Bobby Robson at Ipswich, Haslam turned up for the third time and brought him to Luton where he settled down to become one of the most popular players in recent years, enjoying 286 league games, mostly at fullback, although he could do a job in the forward line if required.

He won two promotions with the Town, in 1970 and 1974, before being transferred to Norwich in 1976 for a much needed fee of £60,000.

Operating mainly in midfield at Carrow Road he scored his share of goals and became a crowd favourite for a second time before linking up with Haslam once again in

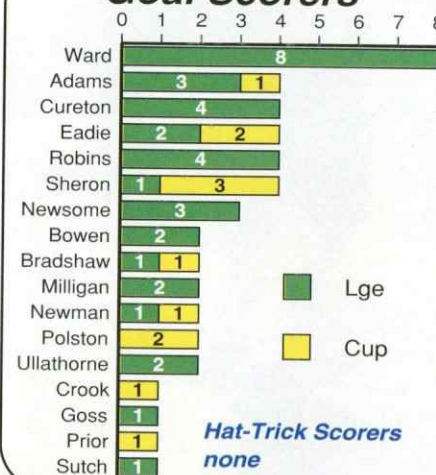


1980 at the age of 33.

In the twilight of his career he turned out for Seattle Sounders in the NASL, enjoyed 19 games in Division One for Manchester City as 'cover', had spells at Stockport and Chester, before finishing up at Cambridge where he had a short, unsuccessful period as manager.

John was tempted out of football retirement recently to take charge at Sittingbourne, where he has discovered a few highly regarded youngsters, including Neil Emblen, now at Wolves. - Roger Wash.

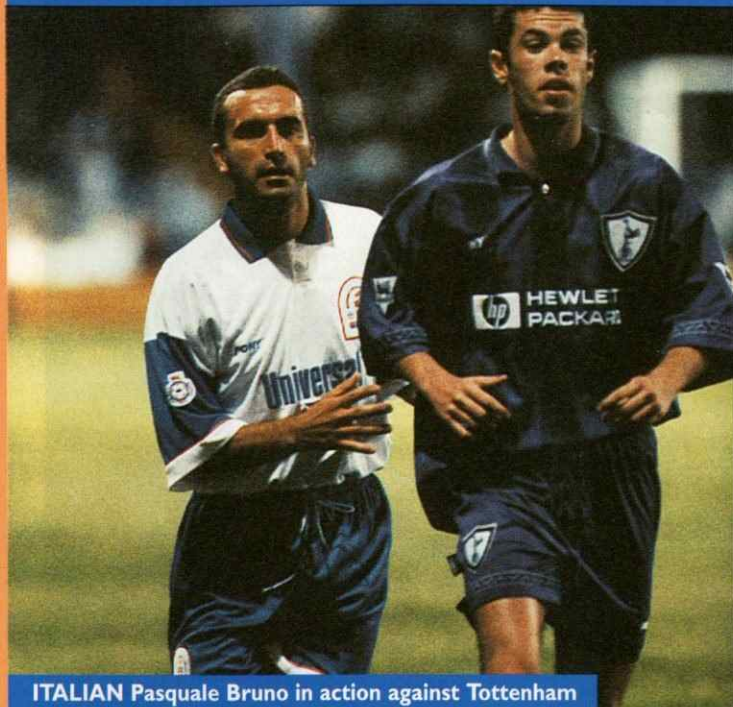
Goal Scorers



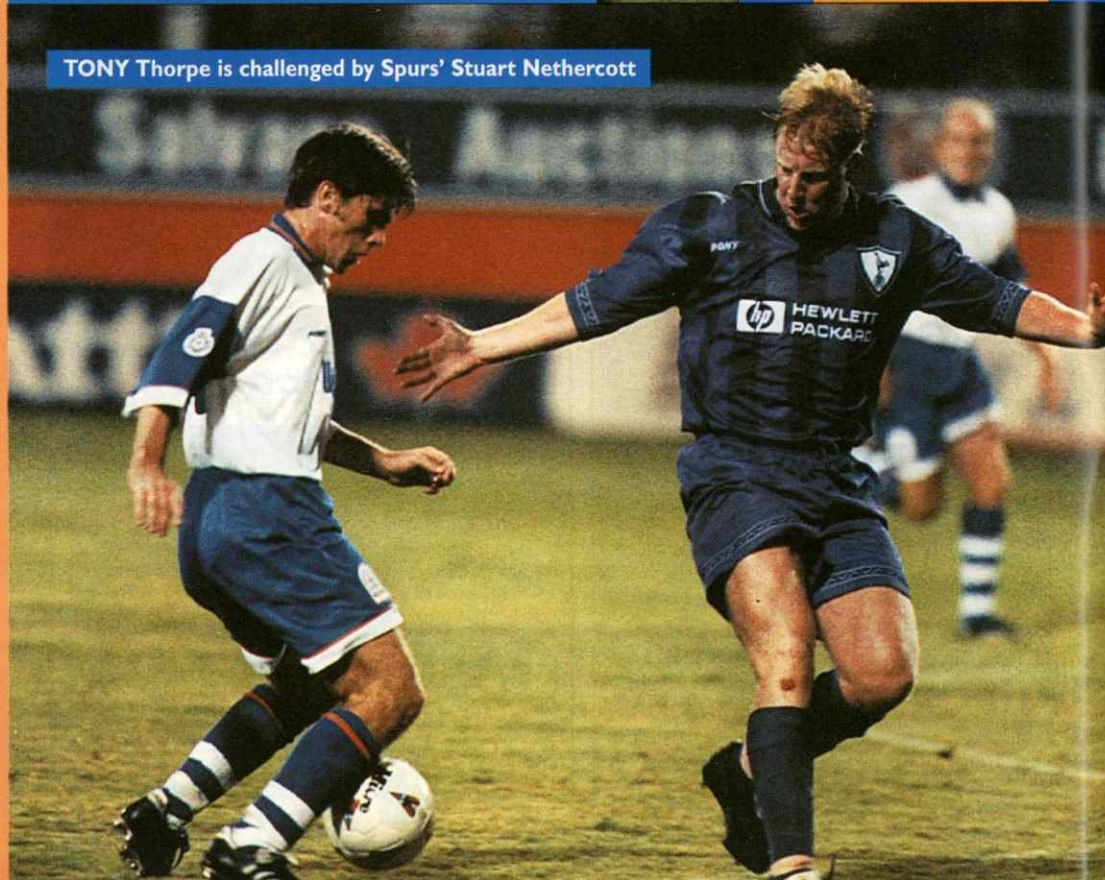
How 37 Goals were Scored



LUTON TOWN v TOTTENHAM H



ITALIAN Pasquale Bruno in action against Tottenham



TONY Thorpe is challenged by Spurs' Stuart Nethercott



TONY Thorpe in an aerial duel with Stuart Nethercott, watched by Gavin Johnson (left)



TOTTENHAM'S Jason Cundy (left) attempts to block Gavin Johnson's shot

From
Kenilworth Road
Date
August 7, 1995
Result
Luton Town 0
Tottenham H 2 (Turner, Thomas og)
Attendance 5,712
Pictures by ANDY HANDLEY

S U P P L I E D B Y



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**LOOK out for
Happy Harry at
this afternoon's
game.....**

LUTON Town has announced a new look to the popular Junior Hatters club, with lots of fun events, and opportunities to enjoy football at Kenilworth Road.

The Football In The Community department have been busy organising coaching courses across the region, and have now taken on a new member of staff to organise all events for the Junior Hatters.

But there will be much more than just coaching to take part in. As you can see from the items listed we have a wide range of activities planned, ranging from day trips to the chance to be a mascot and leading the team out at Kenilworth Road.

The existing £2 fee will cover junior membership of Luton Town, with a further £8 securing a place in the new-look Junior Hatters.

HARRY OF THE HATTERS

NEW LOOK FOR THE JUNIOR HATTERS

When joining the Junior Hatters, youngsters can collect special free gifts from the Luton Town club shop at the start of the new season. The benefits for Junior Hatters include:

- Free LTFC gifts
- Xmas party with LTFC players
- Chance to be a LTFC ballboy
- Midweek coaching sessions
- Chance to be a mascot
- Monthly newsletter
- Travel to Saturday away games
- Saturday Club at all home matches
- Day trips and quiz nights

Football In The Community Officer Colwyn Rowe said: "Our young supporters are our future and we must make every effort to ensure that a trip to Luton Town is a day out to remember.

"There are plenty of matchday and non-matchday events to look forward to, including our very own 'Happy Harry of the Hatters' mascot, who will be pitchside at all home matches."

WELCOME TO TODAY'S MATCH DAY MASCOT

Name:

Tanya Bradley

School attended:

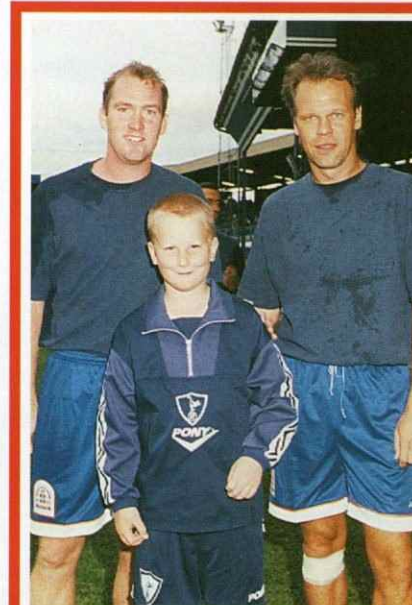
Beechwood Junior School

Favourite Town player:

Scott Oakes

Other hobbies:

Gymnastics



THIS Luton-based Spurs fan had the honour of leading his team out as Tottenham's mascot at Monday's friendly, but he still had time to meet the players from his home town team..... and is pictured with Rob Matthews and Trevor Peake

**FOR ALL DETAILS ABOUT OUR NEW-LOOK JUNIOR HATTERS
PLEASE CONTACT SAM WALSH ON (01582) 411622**



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First Aid Course

- **Keep someone alive with mouth-to-mouth breathing**
- **Recognise and treat someone suffering a heart attack**
- **Deal with someone who is unconscious**

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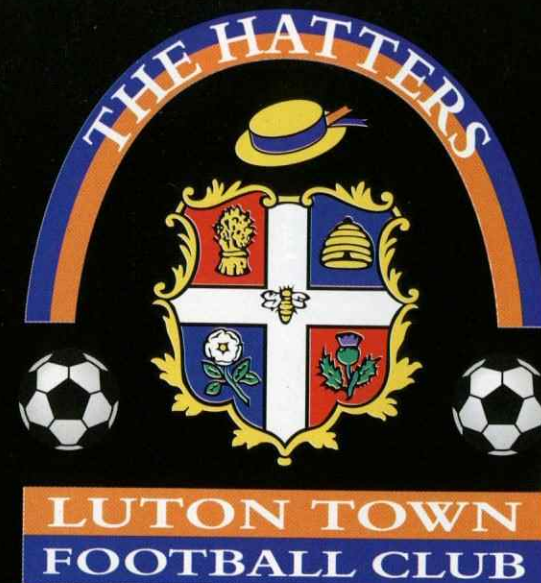
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**Official Supplier to
Luton FC**



DWIGHT
Marshall was
Luton's
leading scorer
in 1994/95,
and has
already been
finding the net
in this term's
pre-season
campaign

HATTERS' TARGET PRACTICE!



SOLDIER, Soldier..... The squad at The Great Adventure Game. (Pic: Charlie Wooding).



THE Town players took a break from pre-season training to try a different form of shooting practice at The Great Adventure Game, in Rushmere Park, Heath and Reach, near Leighton Buzzard.

The paintball game proved very popular with the whole squad.

If you would like to try The Great Adventure Game, contact Andrew Kirby on (01234) 266266.

Town trio sign new contracts

THREE Town players signed new contracts over the summer months.

England Under-21 goalkeeper **KELVIN DAVIS** has signed a new four-year contract, after making a big impression at the end of last season when he played in the final nine games of the Division One campaign.

He earned a call-up to the England Under-21 squad for the Toulon Tournament and played in the 1-0 win over Angola, to round off a memorable season for the Leighton Buzzard 19-year-old.

Defender **MARVIN JOHNSON** has been at Luton throughout his career, and played in every game last season. He has signed a new three-year deal.

Midfielder **GARY WADDOCK** missed just one match after joining the Hatters last September, and scored his first goal for the club on the final day of the season. He has signed a new one-year contract.



SCOTT Oakes, Steve Davis and Marvin Johnson. (Pic: Herald & Post).

Luton Town 1995/96



LTFC 1995/96 - Back row: l to r: Ben Chenery, Danny Power, Gary Simpson, Fred Barber, Paul McLaren, Rob Matthews, Gavin Johnson, David Greene, Steve Davis, Kelvin Davis, John Taylor, Trevor Peake, Julian James.
Middle row: l to r: Chris Green (director), Cliff Bassett (director), Clive Goodyear (physio), Paul Lowe (youth development officer), Richard Harvey, Aaron Skelton, David Oldfield, Mitchell Thomas, Des Linton, Marvin Johnson, Bontcho Guentchev, Matthew Woolgar, Wayne Turner (reserve team coach), John Moore (youth team coach), Les Shannon (scouting co-ordinator), Nigel Terry (director).
Front row: l to r: Jamie Woodsford, Gary Waddock, Tony Thorpe, Ceri Hughes, Mick McGiven (assistant manager), David Kohler (chairman), Terry Westley (manager), Scott Oakes, Nathan Jones, Graham Alexander, Dwight Marshall.

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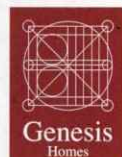
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Nordic Supplies
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SAFETY MATTERS

with LTFC Safety Manager Geoff Lovell



WITH the new season about to get underway, it is an appropriate time to look at the measures that have been taken in the close season, and will be continued on through the coming season, to ensure we maintain our commitment to the safety of everyone in the stadium.

The maintenance staff have worked extremely hard in tidying up the stadium, as well as carrying out essential safety work as required by the Safety Committee.

We are required as one of the conditions of the Safety Certificate to produce a set of emergency plans to deal with various types of incidents that could occur when the stadium is in use.

These plans are for your safety, and have been prepared with the help of the three emergency services and other agencies.

Having produced the plans it is essential that throughout the season we test parts of them.

These tests will be designed to test steward responses and will not involve spectators as a general rule.

There will however be a number of games where at the end we shall close an exit from the ground.

In an emergency it may be that one or more exits may not be available for use and we need to know what effect this will have on the other exits. You will be advised beforehand, and inconvenience will be kept to a minimum.

Those of you who were at the friendly against Southampton at the start of last season may recall that we had to close the main exit stairs from the main stand due to a problem with those stairs.

This meant people who normally used that route out had to go another way.

Everyone co-operated and there were no problems.

At regular intervals

throughout the season there will be an article in the programme outlining the procedure for evacuating the stadium.

All these measures are for your safety and I ask for your co-operation. If you have any comments on safety issues I would welcome a letter or a telephone call from you.

I must also remind everyone of the ban on smoking in or under the main stand, issued by the County Council.

Last season a policy of ejecting anyone who broke this ban resulted in a number of ejections from the ground. This policy will continue this season but I hope we don't have to use it.

Have an enjoyable and safe season.

Hatters to challenge Preece ruling

LUTON Town chairman David Kohler says the club will almost certainly challenge the tribunal decision which allows experienced midfielder David Preece a free transfer.

The former England B player won his appeal against the decision to deny him a free transfer, taking his case to a tribunal after claiming the new terms Luton offered were not as good as his previous deal.

Mr Kohler said: "We are making representations to the league and will almost certainly challenge that decision.

"We don't believe David Preece is entitled to a free transfer and we have informed the player that we intend to appeal. I can assure fans that we will not let the matter rest.

"David Preece has been one of our highest paid players, certainly a good servant to the club, but

that has been rewarded with loyalty payments and also with a testimonial.

"He is entitled to seek pastures new but the club should be recompensed for our investment in him. Luton Town survives on transfer fees, and if every player who had been at a club for a length of time could just walk away we would be bankrupt very quickly.

"Technically David Preece can now sign for anybody he likes, but I can assure our supporters that any club approaching Luton Town for his registration will be told in no uncertain terms that we intend to appeal this matter and that the matter is far from dead.

"They can sign him and discuss a transfer fee, or sign him on a supposed free transfer but run the risk that if we are successful in our appeal they will end up having to pay a transfer fee for him."

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MICK McGIVEN

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GRAHAM ALEXANDER Mad As A Hatter - Luton Town fanzine	DES LINTON Simkins Solicitors of Baldock and Sandy	AARON SKELTON Club Skyway of London Travel Agents	WAYNE TURNER
DAVID GREENE O'Shea's Public House, Castle Street, Luton	MICK McGIVEN Sergeant Yorke Casino	JAMIE WOODSFORD Worldwide Hatters on the Super Highway (WHOSH)	ROB MATTHEWS The Unimec Group of Companies
	DAVID OLDFIELD Luton Town Supporters Club	BONTCHO GUENTCHEV The Bobbers Travel Club Committee and Members	STEVE DAVIS Loyal Luton Supporters Club

LTFC in the Community

with the club's 'Football in the Community' officer
COLWYN ROWE - (01582) 411622



COACHING COURSES - SUMMER 1995

FIVE DAY COACHING CLINICS

- Coaching Clinics are a Luton Town Football Club 'Football in the Community' activity
- They offer children a well organised coaching programme supervised by experienced, qualified Football Association coaches
- The programme includes:
 - Technique coaching, designed to help boys and girls enjoy and improve their football whilst encouraging good attitudes and behaviour
 - Small-sided game medals
 - Best attitude awards
 - Certificate for every participant
 - Free match ticket (if accompanied by an adult)
 - Meet a Luton Town player

WHO CAN TAKE PART? - All boys and girls between 5 and 14 years old, regardless of their footballing ability

WEEK 4

N LETCHWORTH - Fearnhill Secondary School, Icknield Way
Dates - Mon Aug 14 to Fri Aug 18 inclusive, from 10am to 2pm.....£40.00

P STEVENAGE - The Giles JM, Durham Road
Dates - Mon Aug 14 to Fri Aug 18 inclusive, from 10am to 2pm.....£40.00

Q ST ALBANS - Beaumont Secondary School, Oakwood Drive
Dates - Mon Aug 14 to Fri Aug 18 inclusive, from 10am to 2pm.....£40.00

WEEK 5

R LEIGHTON BUZZARD - Brooklands Middle School, Brooklands Drive
Dates - Mon Aug 21 to Fri Aug 25 inclusive, from 10am to 2pm.....£40.00

Club Tours

GROUPS ONLY - Tour of ground to include changing rooms, through the tunnel to the pitch etc, plus burger and chips + drink.
School holidays only, with group sizes of approximately 20.....£5 per person

For application details, contact Colwyn Rowe at: Football in the Community, LTFC, Kenilworth Road Stadium, 1 Maple Road, Luton, Beds, LU4 8AW, or telephone on (01582) 411622.



Reserves & Youth

WITH WAYNE TURNER AND JOHN MOORE



Mon Aug 14	Swindon Town (A)	7pm
Wed Aug 23	Tottenham H (H)	7.30
Tue Aug 29	Portsmouth (A)	7pm
Wed Sep 6	QPR (H)	7.30
Mon Sep 11	Watford (H)	7.30
Wed Sep 20	Crystal Palace (H)	7.30
Tue Sep 26	West Ham Utd (A)	7pm
Wed Oct 4	Bristol City (H)	7.30
Wed Oct 11	Brighton (A)	2pm
Wed Oct 18	Charlton Ath (H)	7.30
Wed Oct 25	Ipswich Town (A)	7.30
Wed Nov 1	Wimbledon (A)	2pm
Wed Nov 8	Norwich City (H)	7.30
Wed Nov 15	Oxford Utd (A)	7.30
Wed Nov 22	Southampton (H)	7.30
Tue Nov 28	Arsenal (A)	3pm
Wed Dec 6	Bristol Rovers (H)	7.30
Mon Dec 11	Chelsea (A)	7pm
Wed Dec 20	Millwall (H)	7.30
Wed Dec 27	Tottenham H (A)	7.30
Wed Jan 3	Portsmouth (H)	7.30
Tue Jan 9	QPR (A)	7pm
Tue Jan 16	Watford (A)	2pm
Tue Jan 23	Crystal Palace (A)	2pm
Wed Jan 31	West Ham Utd (H)	7.30
Wed Feb 7	Bristol City (A)	7.30
Wed Feb 14	Brighton (H)	7.30
Wed Feb 21	Charlton Ath (A)	7pm
Sat Feb 24	Ipswich Town (H)	2pm
Wed Mar 6	Wimbledon (H)	7.30
Wed Mar 13	Norwich City (A)	7.30
Wed Mar 20	Oxford Utd (H)	7.30
Wed Mar 27	Southampton (A)	7.30
Wed Apr 3	Arsenal (H)	7.30
Wed Apr 10	Bristol Rovers (A)	7.30
Wed Apr 17	Chelsea (H)	7.30
Mon Apr 22	Millwall (A)	7pm
Wed May 1	Swindon Town (H)	7.30

All home matches to be played at Kenilworth Road until further notice.

LUTON Town's Reserve team will this season benefit from a series of award schemes provided by Avon Insurance who are commencing the second season of their sponsorship of the Avon Insurance Combination.

Cherry Newbery, Secretary of Luton Town, said: "We are delighted that a leading insurer, Avon Insurance, is sponsoring the league because they have introduced several initiatives open to all 29 teams in the Combination.

"The first is an Enterprise Award which will be given to the Avon Insurance Combination member club that makes the greatest efforts in opening its doors to local spectators. The winning club will receive £1,000 to be spent on a community project of its choice.

"Another award of £1,000 will be made to the club which provides the best coverage of the Avon Insurance Combination in its first team programmes throughout the season.

"Many football fans are unaware that Combination matches provide high quality football as well as the opportunity for families to enjoy watching competitive games involving a number of top international, FA Premier and Football League players who are returning from injury, or are working to regain their first team place after loss of form.

"People can also see the stars of tomorrow, who are using the Combination as a springboard for promotion to the first team.

"The Combination helps ensure the future of football, so we are delighted that a leading British insurer is providing its support. The company is helping our club produce or own top class players from within, something that is vital to our survival, rather than having to spend millions of pounds in transfer fees to buy established stars."

As well as encouraging increased attendance levels, a Fair Play Trophy will be awarded to the Avon



TONY Thorpe



NATHAN Jones

South East Counties League, FA Youth Cup and Southern Junior Floodlit Cup

Sat Aug 12	Crystal Palace	(H)	Sat Oct 28	Brighton & Hove Albion	(A)	Sat Jan 27	Oxford United	(A)
Sat Aug 19	Swindon Town	(A)	Sat Nov 4	Barnet	(H)	Sat Feb 3	AFC Bournemouth	(H)
Sat Aug 26	Colchester United	(H)	Sat Nov 11	Reading	(A)	Sat Feb 10	Bristol City	(A)
Fri Sep 1	Coventry City (S.F.C)	(A)	Sat Nov 18	Southampton	(A)	Sat Feb 17	Wimbledon	(H)
Sat Sep 2	Wycombe Wanderers	(A)	Sat Nov 25	LC3		Sat Feb 24	Brentford	(A)
Sat Sep 9	Oxford United	(H)	Sat Dec 2	Tottenham Hotspur	(H)	Sat Mar 2	Brighton & Hove Albion	(H)
Sat Sep 16	Cambridge United (LC1)	(H)	Sat Dec 9	Bristol Rovers	(A)	Sat Mar 9	Barnet	(A)
Sat Sep 23	AFC Bournemouth	(A)	Sat Dec 16	Bristol Rovers	(H)	Sat Mar 16	Reading	(H)
Sat Sep 30	Bristol City	(H)	Sat Dec 30	Crystal Palace	(A)	Sat Mar 23	Southampton	(H)
Sat Oct 7	Wimbledon	(A)	Sat Jan 6	Swindon Town	(H)	Sat Mar 30	Tottenham Hotspur	(A)
Sat Oct 14	Brentford	(H)	Sat Jan 13	Colchester United	(A)			
Sat Oct 21	LC2		Sat Jan 20	Wycombe Wanderers	(H)			

All home matches to be played at Luton Rugby Club.

Insurance Combination team whose players receive the lowest number of disciplinary points over the course of the season.

Avon Insurance have also introduced an award for the top scorer in both divisions of the Combination, and are publishing an Avon Insurance Combination Yearbook for the first time, which provides full details of last season's action.

Peter Aldersey, General manager for Avon Insurance added: "The first year of our sponsorship was marked by the most exciting finish possible, with the Championship not being decided until the very last fixture of the entire season, and we have already extended our association with the Combination for a further three years. We are proud to be supporting the grass roots of our national game in this way, and helping to ensure the future well-being of 29 leading football clubs.

"I believe that the Avon Insurance sponsorship offers a winning combination of

team strength and enthusiastic support for our favourite national sport."

The Town have been preparing for the start of the Combination season with a number of friendlies.

They won 4-3 at Leighton Town with Jamie Woodsford netting a hat-trick.

Dwight Marshall was the other Luton scorer, in a game which marked the first appearance of Italian triallist Pasquale Bruno.

Goals from Tony Thorpe, Gary Issott and Nathan Jones secured a 3-0 win at Raunds, but a weakened side lost 1-0 at Buckingham with the majority of the senior squad away on the pre-season tour in Devon.

Fred Barber played his first match since dislocating a shoulder playing on loan for Peterborough at Christmas, in last Sunday's 2-1 win at Potton.

Dwight Marshall and Nathan Jones were the Luton scorers.



JAMIE Woodsford

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WELSH international Ceri Hughes has been sidelined with a serious knee injury since November 1994, when he limped off during the home defeat by Grimsby.

His first competitive match since then came in the July trip to Diss Town.....

Q: Forty-five minutes at Diss Town, with all due respect to the non-league side, may not sound a lot to many people, but to you it was probably quite a landmark.

A: It seemed like a whole season to me, and was my first competitive game of football since November 1 last year.

Q: How important was it just to be a part of a game situation once again?

A: It's definitely a psychological thing to actually gain confidence from just kicking the ball with whichever leg has been damaged.

Then once you have overcome that you can start to work on getting your touch back and getting a feel for the game.

Q: It was obviously a very serious injury. Do you still feel the occasional twinge from it?

A: There are good days and bad days at the moment. The scar tissue has built up around the knee and I can sometimes feel that breaking up and it can get a bit sore, so I have to take a break and rest.

Q: It has been a long haul of operation and then physiotherapy, and I know you aren't the greatest watcher of football.



A: No, I certainly wouldn't recommend nine months of the sidelines to any footballer, but the club have been very supportive, and Clive Goodyear has helped me a lot. I managed to keep reasonably fit on the weights at first, but you are limited until you can start running again and striking the ball.

Q: You are ambitious, so has it been all the more frustrating to see your fellow Welshmen Mark Pembridge and John Hartson move onto the Premiership, thinking 'that could have been me'?

A: No, I can't think like that. Any player I have played with who goes on to bigger things I wish good luck to, and especially the lads from Wales because it's great to see the Welsh boys in the Premiership.

I have three years left with Luton, and I would like to see that time out here.

We have had a lot of changes over the summer months, both on the playing and coaching side, and there is a great spirit among the lads looking forward to the start of the season.

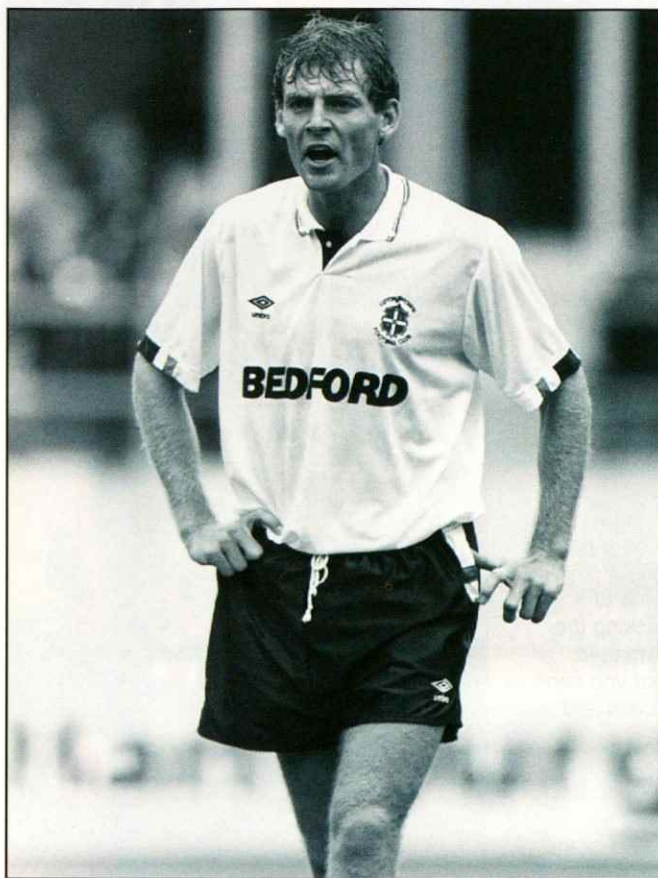
SAFETY NOTE

The Chairman and Directors of Luton Town Football Club undertake to ensure as far as humanly possible that all activities that take place at the Kenilworth Stadium are conducted in such a way that, as far as is reasonably practicable, the safety of everyone working at or attending that stadium is assured.

The club's primary responsibility through the Safety Officer, Officials, Staff and Stewards will be to ensure the reasonable safety of those attending the stadium.

In the interests of public safety, the safety authority (Beds County Council) have imposed a NO SMOKING restriction in and beneath our main stand. Your co-operation is appreciated.

Great Dane sees off Canaries



LEFT: Lars Elstrup, Luton's record signing, scored a hat-trick against Norwich City when the Hatters won 3-1 at Carrow Road in September 1990.

BY winning at Derby in an amazing last game of 1989/90 the Town players had won for themselves the right to play at the top level for the ninth season in succession, albeit with a 'Houdini' tag.

In view of the club's financial position it was, perhaps, not surprising that no new players were taken on in the 1990 close season and with youngsters coming through the ranks we could afford to be sellers and Danny Wilson was allowed to go to relegated Sheffield Wednesday, while Mick Kennedy departed to Stoke.

The first few games of the new campaign could not reliably be regarded as a pointer to the months ahead apart from the fact that the players were consistently inconsistent!

Crystal Palace came away from Kenilworth Road with a point following a dull 1-1 draw in the first game, and when we went down to glorious defeat at Arsenal another season of struggle was

envisaged.

Just as we were resigning ourselves to another year of torment the players bounced back, earning a 2-1 win at Southampton with Lars Elstrup, the Town's record signing the previous season, getting both Luton goals and proving that his injury problems were firmly in the past.

The topsy-turvy season continued with an unfortunate home defeat at the hands of Manchester United followed by a lucky win over Leeds at Kenilworth Road. We were then thrashed 6-1 at QPR, before an Iain Dowie goal sealed a well deserved home victory over Coventry to send us up to the heady heights of eighth position in the table.

Despite all this only a few Luton supporters made their way to Carrow Road, Norwich, to see the Town take on a team who had won two and lost four of their games at that point.

The Luton following was surprised to see the

return of Steve Williams to the side for the first time since the previous Boxing Day, and he struggled the same as the rest of the team as the players were on the receiving end of a pasting in the first half. The Canaries by-passed midfield and were extremely unfortunate to go in at half-time only one goal ahead, scored by Dale Gordon after four minutes.

It was expected that the Town forwards would attack on the break but, with the defence under so much pressure, only one shot on target was recorded, a tame effort from Elstrup, in the first period.

It is not recorded what was said at the interval but the Luton players certainly started the second half with much more purpose and immediately laid siege on the Norwich goal. Even so it came as a surprise, after what had gone on before, when Elstrup fired home an equaliser after 48 minutes.

Dowie, anonymous in the first half, swept a superb pass out to the right wing to the feet of the onrushing Elstrup who cut inside and fired past Bryan Gunn.

It was now time for the Norwich defence to come under pressure and the game was as good as over just after the hour following two identical headers from Elstrup which earned him a well deserved hat-trick. Kingsley Black was fouled by Paul Blades and Williams sent over a perfect free-kick from the left wing to the grateful Elstrup who headed home past a static Canaries defence.

When Elstrup was fouled in the same place by Ian Crook shortly afterwards, a similar free kick from Williams produced a similar end result to complete an amazing transformation to a game that Norwich appeared to have sewn up.

Norwich boss Dave Stringer was not impressed with his defence, while Luton manager Jim Ryan saw his side move up to sixth position in Division One - which has not been bettered since!

Norwich: Gunn, Culverhouse, Butterworth, Blades (Goss), Bowen, Gordon (Power), Sherwood, Crook, Phillips, Fleck, Fox.

Luton: Chamberlain, Breacker, Beaumont, Dreyer, Harvey, Hughes, Williams, Preece, Black, Dowie, Elstrup.



by **ROGER WASH**

5 YEARS AGO

25/8/90: No new signings for the Town as they fought out a 1-1 home draw with Crystal Palace in front of a shirt-sleeved crowd of 9,583. Iain Dowie was the Luton goalscorer.

10 YEARS AGO

17/8/85: Nottingham Forest were the visitors to Kenilworth Road for the first game on the Town's artificial surface. An interested crowd of 11,318 turned up to see Brian Stein open the scoring only for Forest to equalise.

15 YEARS AGO

16/8/80: The Town were away to FA Cup winners West Ham on the opening day of the season, and a near capacity crowd of 27,933 were present to greet their heroes. We spoilt the party however, when David Moss scored two late penalties to secure all the points in a 2-1 win.

20 YEARS AGO

16/8/75: The Town got off to a winning start to the season, seeing off Hull City 2-0 at Kenilworth Road. Ron Futcher and Andy King, with his first for the club, were the Luton scorers in front of another sunbaked crowd of 10,389.

HATTERS WELCOME WESTLEY'S NEW SIGNINGS



FROM left to right Luton Town's summer signings..... Bontcho Guentchev, Gavin Johnson, Graham Alexander, Steve Davis and David Oldfield on parade before Monday's friendly against Spurs.

AFTER succeeding David Pleat as manager of Luton Town, Terry Westley was soon busy in the transfer market with five additions to the Hatters' squad.....

David Oldfield signed from Leicester City for £150,000, six years after he left Kenilworth Road.

The 27-year-old midfielder/striker started his career at Luton, progressing through the junior ranks to a two-goal senior debut in a 2-1 Simod Cup win at Everton in February 1988.

He also scored on his full league debut in a 2-1 home win over Watford in May 1988, and went to make 29 league appearances for the Hatters, scoring four goals.

Australian-born Oldfield, who played for England Under-21s, joined Manchester City for £600,000 in March 1989, and made 26 league appearances for the Maine Road side scoring six goals. These included two in a 5-1 win for City over neighbours United.

Oldfield then joined Leicester City, and made nearly 200 league appearances for them. He was on loan at Millwall last season, playing in the 1-1 draw against Luton at Kenilworth Road in March.

Luton Town manager Terry Westley said: "We know he can play in this league, and he also has experience at the highest level.

"David has had an up and down last few seasons with various changes of manager at his respective clubs, but his career can be given a real boost by coming back to us.

"We were delighted that he was made available

by Mark McGhee, and we believe this is a quality signing for Luton Town."

As far as Oldfield himself was concerned it was a case of 'welcome home' rather than 'welcome to Kenilworth Road'.

"But a lot has changed since then both for myself and for the club," he admitted. "The return has geographical benefits as it's closer to home, but that was not a major factor.

"I have travelled before, and in fact I quite enjoyed it."

He made quite an impact when he first broke into the Luton team, prompting a bid from Norwich City which was rejected, before the offer from Manchester City proved to good to refuse.

He has returned here a number of times since with both City teams, and also last season while on loan at Millwall.

"There are new faces and ambitious players coming to Luton to join the good players already here who are Luton through and through," said Oldfield.

"I have experienced this division before, getting to three play-off finals with Leicester, and it's hard. We have to get a good start and maintain good home form, but there's no reason why we can't achieve good things."

Bulgarian international **Bontcho Guentchev** signed for the Hatters after being released by Ipswich Town.

The 31-year-old striker, who played in the 1994 World Cup Finals in the USA when Bulgaria reached the semi-finals, has been at Ipswich for

the past two seasons playing 58 games in the Premier League.

He arrives on a free transfer, after being released by the Portman Road club, but his wife's employment at the Bulgarian embassy now means he is free to continue playing in the UK.

"Bontcho is a top quality player, and an international with one of the leading teams in world football," said Luton manager Terry Westley. "It's a real feather in Luton Town's cap to attract that sort of player to Kenilworth Road.

"We have brought him to the club as a goalscorer, and we believe he is capable of scoring heavily in Division One."

The Bulgarian's arrival has increased Luton's profile in Eastern Europe, with the Bulgarian media set to follow the Hatters fortunes throughout the season, and interviews with club staff being featured on BBC World Service for Bulgaria.

Guentchev figured prominently in Luton's pre-season campaign, with a hat-trick in the 4-1 win at Torquay.

Burnley skipper **Steve Davis** has arrived at Kenilworth Road, with the fee due to be decided this week at a Football League tribunal.

Terry Westley said the 26-year-old was "one of the best and most competitive centre-halves in the division".

Davis made seven league appearances for Southampton, plus nine on loan to Burnley, and two on loan to Notts County, before signing for Burnley for £60,000 in August 1991.

He has since made 162 league appearances for the Turf Moor side, scoring 22 goals, but was out of contract and wanted to remain in Division One.

"We are absolutely delighted to have secured his services," said Mr Westley. "We have been watching him for some time, and negotiations went on for several weeks.

"He is a good footballer, and he has a tremendous desire to succeed. This is a marvellous opportunity for him."

Midfielder **Gavin Johnson**, like Guentchev, joins on a free transfer from Ipswich.

The 24-year-old, who had been at Portman Road since leaving school, played in 20 Premier League games in 1994/95, taking his total appearances for the club to 160.

He scored 16 goals for Ipswich, including the one which sealed the Division Two championship in May 1992, and then the club's first goal in the new Premier League in



DAVID Oldfield and Steve Davis sign autographs for the Town fans before Monday's match against Tottenham.

August of that year.

Speaking on Luton Town ClubCall, Johnson said he was looking forward to the new challenge.

"I enjoyed my football at Ipswich in the Premier League, and I want to play there again," he said.

"Luton like to play good football, and this is a great opportunity for me to show what I can do."

Graham Alexander was Terry Westley's first signing after being confirmed as Luton's new manager.

The Town coaching staff had been watching him for two seasons before deciding to make their move, with the fee in the region of £100,000.

The 23-year-old said the move had come as a complete shock, but with the prospect of moving up two divisions he "couldn't get here fast enough".

At the end of last season, Luton Town gave free transfers to four players - Tony Adcock, Jamie Campbell, Martin Williams and Greg Rioch.

Striker Tony Adcock joined the Hatters last summer from Peterborough, but his season was disrupted by a series of injuries which restricted him to just three substitute appearances for the first team. He has since joined Colchester - his first club.

Jamie Campbell spent much of last season on loan at Mansfield and Cambridge, and has now joined third division Barnet, while winger Martin Williams has joined our first division rivals Reading.

Defender Greg Rioch, son of ex-Hatter and new Arsenal boss Bruce Rioch, didn't make a first-team appearance for Luton, and was linked with a move to Leyton Orient after being released from Kenilworth Road. He has since joined Peterborough.

Best wishes to all these players as they continue their careers elsewhere.

AROUND THE TOWN



Terry bowls 'em over!

NEW manager Terry Westley's first victory in charge came on the cricket field, as the Hatters beat Stopsley CC in a cricket challenge at Dunstable CC last month.

Luton batted first in the 20 overs-a-side match, with Marvin Johnson and Gavin Johnson posting 31 for the first wicket.

Gavin top-scored with 31, with able support from youth team keeper Nick Webb (21) and reserve team coach Wayne Turner (23), as the Town were bowled out for 118; Simon Warrington claiming 6-10.

In reply, Stopsley's openers were kept in check by a lively opening spell from John Taylor and Ben Chenery (2-26), before Paul Bennett (27) and Steve Bexfield (25) stepped up the scoring.

But Richard Harvey bagged 2-9; Gavin Johnson's direct hit from the boundary secured a vital run out; and five overs of occasional spin from LTFC Press Officer Simon Oxley yielded just 26 runs as Stopsley reached 113-6.

Hatters take on the Italian job

LUTON will start their Anglo-Italian Cup campaign with a home match against Perugia on Tuesday, September 5.

The other group matches are away to Genoa and Cesena, on October 11 and November 8 respectively, with the final qualifying match at home to Ancona on Wednesday, December 13.

The other English sides in Group A are Oldham, Birmingham and Port Vale, with the top two sides in the group (based on their results against the Italians) going into the domestic semi-finals.

Ticket details for home and away matches will be announced shortly.

Life-saving course launched with footballers' support

USING money generously donated by the Hillsborough Charitable Trust, the charity St John Ambulance has developed a new first aid course called Lifesaver First Aid.

Alan Hansen, Pat Nevin (representing the Professional Footballers' Association), and the Football Supporters Association have also given their full support to this course.

The launch of St John Ambulance's Lifesaver First Aid is timed to coincide with the start of the football season to link in with the course's strong connections with football. The course gives trainees the skills and the ability to handle a crisis situation but has been specifically developed to give trainees the confidence to cope in an emergency. The course concentrates on practise and uses realistically staged accidents on video to bring trainees face-to-face with emergency situations.

Mike Reddington, the Trust Fund Manager of the Hillsborough Disaster Appeal is very enthusiastic about the project, and is encouraging all 48,000 registered football teams to have at least one First Aider. So far the scheme has helped train 15,000 footballers.

St John Ambulance provide first aid cover at over 90 per cent of the Premier Division and Endsleigh League matches, and games could not take place without the support of their volunteer members.

See page 20 for Lifesaver Course details.

LUTON TOWN TEAM UP WITH PONY IN NEW KIT DEAL

LUTON Town will kick-off the new season in a new kit after securing a deal in the region of £250,000 - the biggest in the club's history - with one of the world's leading suppliers.

The Hatters are delighted to join forces with kit manufacturers Pony, who will be supplying new playing strips for the start of the 1995/96 Endsleigh Division One campaign.

The four-year deal means that Luton join forces with Premiership sides Tottenham Hotspur, West Ham United, Coventry City and Southampton, under the Pony banner. But the Hatters are the first Division One side to team up with the sportswear giants.

Luton Town director Chris Green said: "This four-year agreement is a major boost for Luton Town, and is a further vote of confidence in our ambitious plans for the future.

"To team up with a company of Pony's stature in the world of sport, can only benefit us, and we are the first Division One side to be supplied by them.

"They have designed both a home and an away kit for us, and we have been very impressed by their professional approach and enthusiasm."

Football clubs are often criticised for changing their kits too often, at the expense of supporters, but Mr Green pointed out that this agreement was in the best interests of the club and the supporters.

"Yes we are changing our kit again, but I hope supporters realise the continuity benefits to them and to the club that a four year deal brings far outweigh any disadvantages," he said.

"We reverted from a brand-name supplier at the start of last season, and produced kit which was sold under our own Hatters logo. That has been a success in terms of giving us an exclusive product, but the opportunities from this agreement with Pony will give us the benefit of high street sales, as well as from our own club shop.

"We have not always been able to cope with demand from our one outlet, and I know that many people were disappointed at Christmas, but supporters will now find our shirts much



easier to buy. We have listened to their comments and taken them on board.

"In addition to this," said Mr Green, "Pony will be supplying a wide range of items for the shop, which we hope will become a 'One-stop football shop' for the community where we will be able to kit out school and club teams, and Pony are also sponsoring one of the stands at Kenilworth Road."

A number of leading companies approached the Hatters, and Pony managing director David Barrington said: "We are very pleased to have secured this deal to supply kit for Luton Town.

"They are an ambitious club, with a lot of promising ideas, whose style of football is always greatly appreciated.

"We are rapidly expanding our business in football in the UK, and the addition of Luton to the Pony stable is a very welcome one."

Luton will be wearing the new kit when the Division One season kicks off on August 13. The home kit is a traditional white shirt with blue sleeves, with blue shorts, and blue and white hooped socks. The away strip is black and orange vertically striped shirts, with black shorts, and black socks.

There will be no change of kit for the next two seasons.

Action pictures featured in the Luton Town matchday programme are available at the special price of just £2 per print!

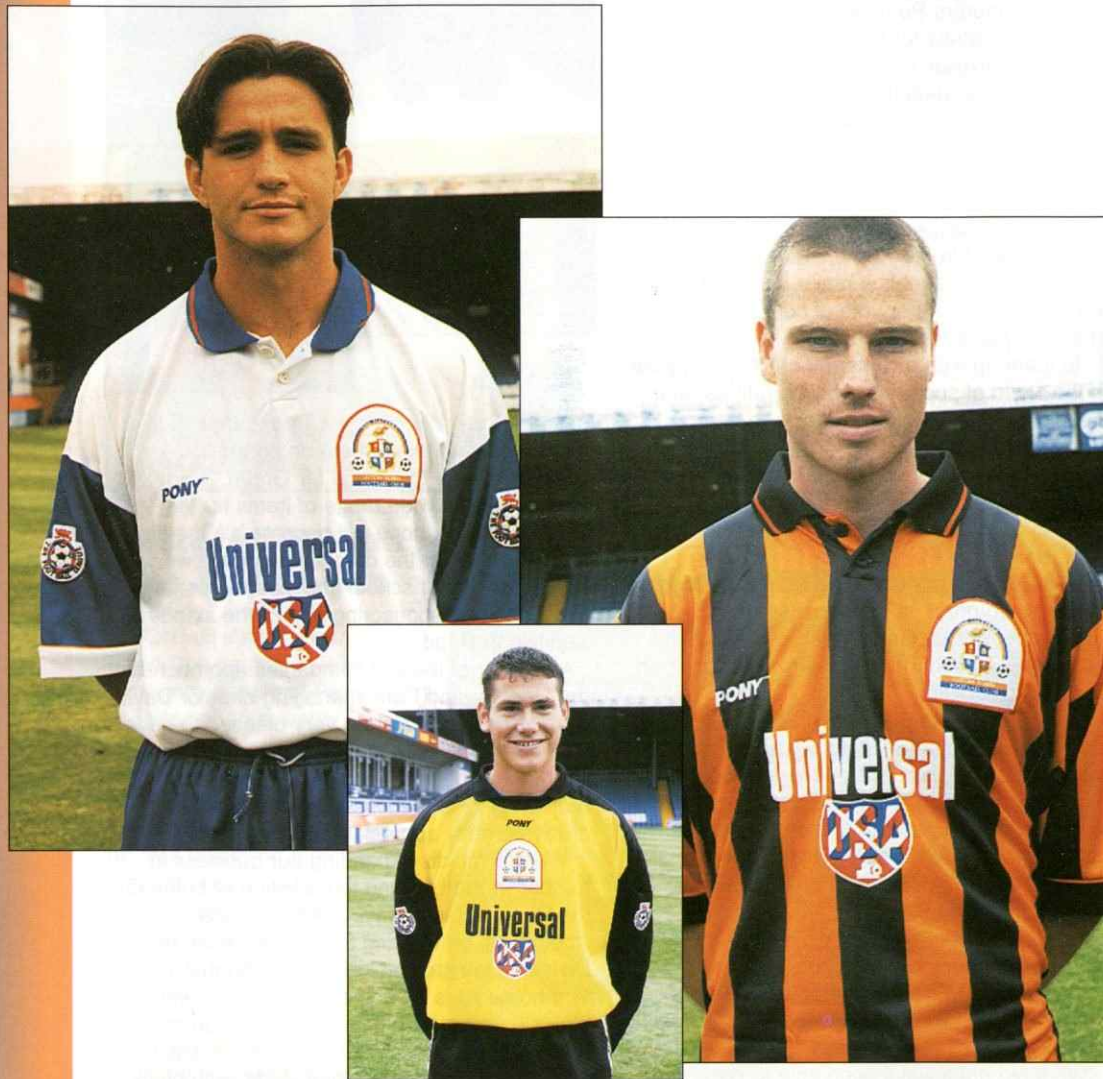
Write to Simon Oxley, at the club, giving a brief description of the picture (programme and page number etc), and enclosing a cheque/ postal order made payable to Luton Town Football Club.



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Luton Town Home/Away Shorts

SB, B, LB - £14.99
S, M, L - £19.99

Luton Town Home/Away Socks

B, LB - £5.99
Mens - £6.99

Luton Town Home/Away GK Jersey

SB, B, LB - £29.99
S, M, L, XL, XXL - £39.99

GK Shorts Home/Away

SB, B, LB - £18.99
S, M, L - £21.99

GK Socks Home/Away

B, LB - £5.99
Mens - £6.99

PLEASE NOTE: THE NEW REPLICA KITS WILL NOT BE AVAILABLE TO BUY UNTIL SEPTEMBER. KITS CAN BE ORDERED AT THE CLUB SHOP (NB ORDERS MUST BE ACCOMPANIED BY PAYMENT)

OPENING TIMES

Monday to Friday
10am to 4pm

Evening matchdays
10am to 10pm

Saturdays – non matchdays 9am until coaches leave for away game

Saturdays – matchdays
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Enquiries

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COMMERCIAL CORNER with Kathy Leather

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FISHER FROZEN FOODS, the UK's leading supplier of frozen vegetables, and part of the multi-national Albert Fisher group, is pleased to support today's fixture as it is the first of the new season, and because of the company's strong geographical association with both Luton and Norwich.

From its head office in Hemel Hempstead the company co-ordinates the supply of frozen

vegetables to major UK retail, catering, manufacturing and export clients.

The company depends in large part on vegetables grown in Britain's fertile east coast, and in particular East Anglia, supplied by dedicated growers, representatives of whom they welcome to this afternoon's fixture as their guests.

FISHER FROZEN FOODS extend a warm welcome to supporters of both clubs, look forward to an exciting match, and to a rewarding season for both Luton Town and Norwich City.

The Commercial Department are busy taking bookings for the new season and will be pleased to answer any queries you may have regarding sponsorship, and any executive and hospitality requirements.

For full details please contact Kathy Leather on (01582) 411622.



ABOVE: The National Westminster Bank were our matchball sponsors against Tottenham. Representatives from the bank are pictured with Town players Rob Matthews, Trevor Peake, Des Linton, Scott Oakes and David Greene.

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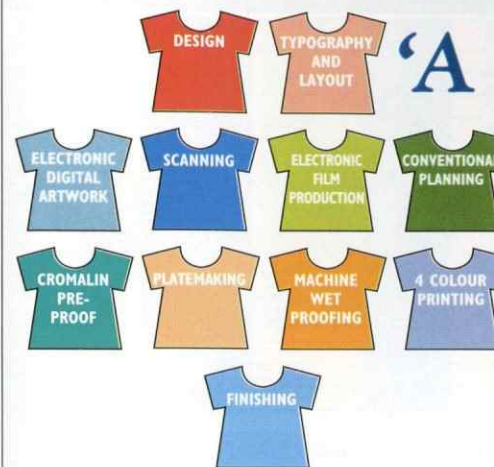
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TEAM STATISTICS 1995-96

Date	Opponents	F-A	Att	Pos	1	2	3	4	5	6	7	8	9	10	11	12	14	GK
Sun Aug 13	NORWICH CITY																	
Tue Aug 15	BOURNEMOUTH CCC 1 (1)																	
Sat Aug 19	Southend United																	
Tue Aug 22	Bournemouth CCC1 (2)																	
Sat Aug 26	LEICESTER CITY																	
Tue Aug 29	Grimsby Town																	
Sat Sep 2	DERBY COUNTY																	
Tue Sep 5	PERUGIA AIC																	
Sat Sep 9	Reading																	
Wed Sep 13	Millwall																	
Sat Sep 16	SUNDERLAND																	
Sat Sep 23	Wolverhampton Wanderers																	
Sat Sep 30	PORTSMOUTH																	
Sat Oct 7	Tranmere Rovers																	
Wed Oct 11	Genoa AIC																	
Sat Oct 14	WEST BROMWICH ALBION																	
Sat Oct 21	Ipswich Town																	
Sat Oct 28	CHARLTON ATHLETIC																	
Sat Nov 4	Stoke City																	
Wed Nov 8	Cesena AIC																	
Sat Nov 11	OLDHAM ATHLETIC																	
Sat Nov 18	BIRMINGHAM CITY																	
Tue Nov 21	Watford																	
Sat Nov 25	Barnsley																	
Sat Dec 2	TRANMERE ROVERS																	
Sat Dec 9	WOLVERHAMPTON W																	
Wed Dec 13	ANCONA AIC																	
Sat Dec 16	Portsmouth																	
Sat Dec 23	HUDDERSFIELD TOWN																	
Tue Dec 26	Crystal Palace																	
Sat Dec 30	Port Vale																	
Mon Jan 1	SHEFFIELD UNITED																	
Sat Jan 6	FA Cup 3																	
Sat Jan 13	SOUTHEND UNITED																	
Sat Jan 20	Norwich City																	
Sat Jan 27	FA Cup 4																	
Sat Feb 3	Leicester City																	
Sat Feb 10	GRIMSBY TOWN																	
Sat Feb 17	MILLWALL																	
Wed Feb 21	Derby County																	
Sat Feb 24	Sunderland																	
Tue Feb 27	READING																	
Sat Mar 2	CRYSTAL PALACE																	
Sat Mar 9	Huddersfield Town																	
Sat Mar 16	PORT VALE																	
Sat Mar 23	Sheffield United																	
Sat Mar 30	IPSWICH TOWN																	
Tue Apr 2	West Bromwich Albion																	
Sat Apr 6	Charlton Athletic																	
Tue Apr 9	STOKE CITY																	
Sat Apr 13	Birmingham City																	
Sat Apr 20	WATFORD																	
Sat Apr 27	BARNSELY																	
Sat May 4	Oldham Athletic																	

Luton Town Pre-Season Friendly Matches

July 22 v Diss Town (A)
won 5-1 (Taylor 2, Thorpe 2, Oldfield)

July 27 v Kettering (A)
lost 2-1 (Marshall)

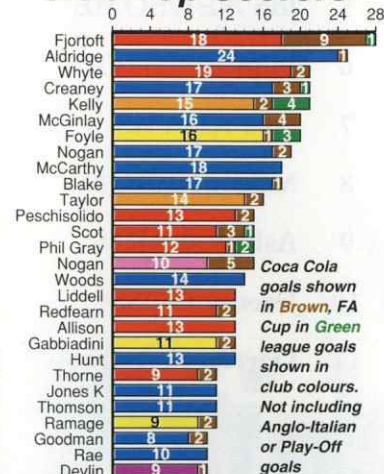
July 31 v Tiverton (A)
won 5-1 (Marshall 3, Guentchev, Oldfield)

August 3 v Torquay (A)
won 4-1 (Guentchev 3, Thorpe)

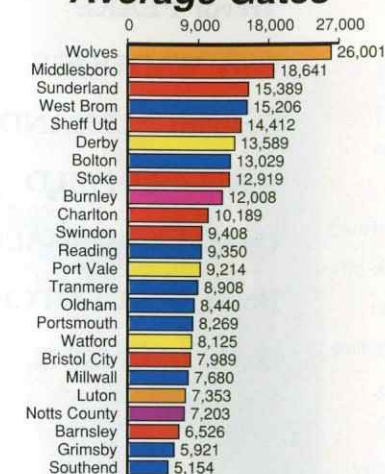
August 4 v Exeter (A)
won 2-0 (Thorpe pen, Matthews)

August 7 v Tottenham (H)
lost 2-0

Club Top Scorers



Average Gates



Graphics for 1994/95 Division One season by FOOTBALL INFORMATION SERVICES

LUTON TOWN FC League and Cup Appearances 1994/95

PLAYER (figure in bracket = sub app.)	LEAGUE APPS	LEAGUE GOALS	CUP APPS	CUP GOALS	PLAYER (figure in bracket = sub app.)	LEAGUE APPS	LEAGUE GOALS	CUP APPS	CUP GOALS
Juergen SOMMER	37	-	6	-	John HARTSON	11 (9)	5	1	1
Julian JAMES	42	3	4	-	Gary WADDOK	40	1	4	-
Marvin JOHNSON	46	1	6	-	Jamie WOODSFORD	1 (6)	-	-	-
Aaron SKELTON	3 (2)	-	(1)	-	Tony THORPE	(4)	-	(1)	-
David GREENE	7 (1)	-	2	-	Paul ALLEN	4	-	-	-
Trevor PEAKE	46	-	6	-	Martin WILLIAMS	(2)	-	(1)	-
Paul TELFER	45 (1)	9	6	-	Tony ADCOCK	(2)	-	(1)	-
Scott OAKES	37 (6)	9	5 (1)	1	Richard HARVEY	9 (3)	1	-	-
Kerry DIXON	23 (5)	7	4 (1)	-	Ben CHENERY	-	-	1	-
David PREECE	42	4	6	-	Wayne BIGGINS	6 (1)	1	2	1
Scott HOUGHTON	1	-	1	-	Rob MATTHEWS	6 (5)	-	-	-
Dwight MARSHALL	36 (9)	11	5 (1)	2	Kelvin DAVIS	9	-	-	-
Des LINTON	5 (5)	-	1 (1)	-	John TAYLOR	9	3	-	-
Ceri HUGHES	8 (1)	2	2	-					
Mitchell THOMAS	33 (2)	-	4	-	Own goal		4		



Matchday music is supplied by
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TODAY'S OFFICIALS

Today's referee is
MICK PIERCE, from
Portsmouth.

Mr Pierce, a Telecom technician, is married with two teenage children. He joined the Football League list in 1990/91, and was the linesman in the 1988 FA Cup Final.



M.J. Perry



P. Walton

TODAY'S OTHER DIV ONE MATCH

Derby County v Port Vale

The next game at Kenilworth Road is on Tuesday, August 15, kick-off 7.45pm, when we entertain Bournemouth in the first round, first leg, of the Coca-Cola Cup.

The next league game at Kenilworth Road is on Saturday, August 26, at home to Leicester City, kick-off 3pm.

TEAM CHECK

LUTON TOWN

Manager: Terry Westley

Kelvin DAVIS

Des LINTON

Richard HARVEY

Mitchell THOMAS

Trevor PEAKE

Gary WADDOCK

Graham ALEXANDER

David OLDFIELD

Dwight MARSHALL

Bontcho GUENTCHEV

Gavin JOHNSON

NORWICH CITY

Manager: Martin O'Neill

1 Bryan GUNN

2 Daryl SUTCH

3 Mark BOWEN

4 Mike MILLIGAN

5 Jon NEWSOME

6 John POLSTON

7 Neil ADAMS

8 Mike SHERON

9 Ashley WARD

10 Jeremy GOSS

11 Darren EADIE

12

14

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