

Hatters News

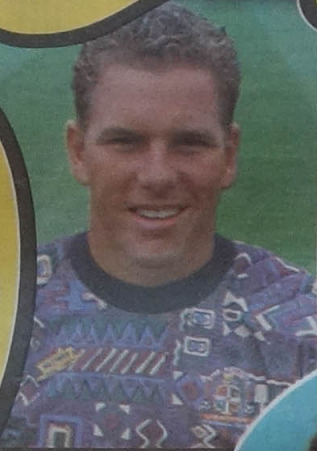


Issue No. 2

Autumn 1994

In this issue

*Juergen Sommer
Back from the
States*



*Building team spirit
with director
Chris Green*



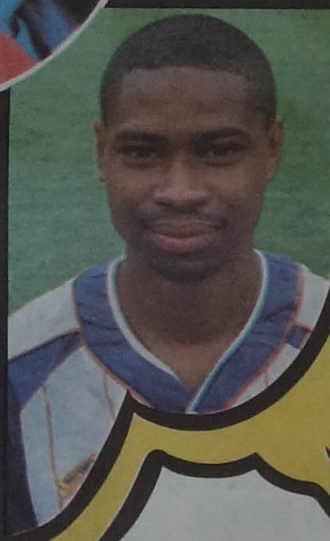
*TeamTalk
with the boss
- David Pleat*



*Looking back over
the last 10 years
with David Preece*



*Player Profile
of our new striker
Dwight Marshall*



*And your full
fixture list*

Presented with the compliments of
LUTON TOWN FOOTBALL CLUB



LUTON TOWN FOOTBALL CLUB
Kenilworth Stadium,
1 Maple Road, Luton, Beds
LU1 3AW Tel: 01582 411622 Fax: 01582 405070

President
E S Pearson

Chairman &
Managing Director
David Kohler
B Sc (Hons) ARICS

Directors
Messrs
C. Bassett,
P. Collins,
C. Green,
N. Terry

Vice Presidents
Messrs
R.L. Banks
C. Bygraves,
R. Safranek,
E. Waller,
J. Hudson,
D. Ludlow,
P. Iretton

Manager
David Pleat

Secretary
John Smylie

Medical Officer
Dr Bill Berry

Club Dentist
A Chris BDS (Syl)

Hatters News
Published on
behalf of Luton
Town FC

Produced and Edited by
Michael K Howard
Ltd, 433 Luton Road,
Harpden

Editorial Contributions
from **Simon Oxley**

Design and Layout by
Calibra Marketing, 84
High Street, Markyate

Printed by: **ECS Ltd,**
Chelmsford



Originally, 2,200 new seats were planned to fill the entire remaining area of terracing, but the club have decided to settle for half that number.

The ground capacity has thus been cut to just over 10,000, as opposed to last season's 13,500, but the club's decision was explained by chairman David Kohler.

"Last season, the FA Cup quarter-final replay against West Ham was our only sell-out crowd," said Mr Kohler. "We had 12,500 for the Cup replay against Newcastle, but in the league the only crowd over 10,000 was for the final game against West Brom. Our average home gate in the

league was, in fact, 7,800.

"So for two games a season we felt it was not worth spending the extra £100,000 for seats that would, more often than not, be unused."

The all-seater requirements will end the 'tradition' of paying on the turnstiles for admission to the ground. With no standing, and each seat numbered, tickets will have to be purchased first.

Season-ticket sales are up on last year, but Ticket Office manager Cherry Newberry urged sup-

Seating sorted!

Contractors were hard at work throughout the summer, installing more than 1,000 new seats in the Kenilworth Road stand as the club fulfils the all-seater requirements of the Taylor Report.



porters to take advantage of the discounted price by buying early.

"Because there is no cash admission, plus the fact that the capacity has been reduced, we would ask supporters to buy their tickets before the day of the match," she said.

"There will be additional selling points on matchdays to hopefully avoid too much queuing, but there is a special purchase price available to members who purchase their tickets 14 days in advance of a league match."

League tickets go on sale one month before the match and can be purchased either personally at the ticket office, by post or by credit card over the telephone. The ticket office number is (0582) 416976, while credit card bookings can be made on (0582) 30748.

• More ticket news on page 12.



LUTON TOWN FOOTBALL CLUB
CLUB OFFICE, 1ST FLOOR
KENILWORTH ROAD, LUTON, BEDS LU1 3AW
TOWN V FULHAM
WKS 1994 KICK OFF 07:45
NEW STAND BLOCK B
ROOM SEAT PRICE
1 20 £13.50

Pleat sharpens competitive edge

Luton manager David Pleat is preparing to start his fourth season back in charge at Kenilworth Road, his appetite for the game boosted further by a two-week spell in the United States fulfilling a lifetime ambition to watch the Brazilians live.

David was in America as one of BBC Radio Five's expert summarisers, and found the whole experience of World Cup '94 quite breathtaking.

On his return to the Luton Town training ground, the manager found the heat of Luton at least matched the surroundings of Florida, Boston and New York.

Just hours into the 1994-95 season he was able to take stock of the situation, reflect a little and look ahead to the forthcoming months.

"It's nice to have the players back in training, and I'm sure they enjoy it too, getting paid for something they love," said Pleat. "There's a very competitive edge at the moment because everyone is going to be seeking first team places. My first job was to select 18 players for the trip to Scotland for the three games there, and then, just 48 hours on, a home friendly with Southampton."

"By that time we will have resolved a playing format, although we must plan the start of our season without Mitchell Thomas and John Harrison who will both be suspended - that's something to think about straight away."

The time he spends with the players at training is rare time away from the phone for the master of the transfer market's wheeling and dealing. Back at his desk he was ringing round his many contacts, looking for recruits which, in Luton's financial position, means someone relatively untried, or one who has done the rounds and can offer the guiding hand.

"I feel we need a little more experience just to cover slightly for some of the younger element," explained Pleat. "They need to be shielded a little bit



and not exposed too soon or too regularly."

Thus the confirmation that Peake was to stay at Kenilworth Road was greeted enthusiastically. "I'm delighted Trevor has decided to re-sign," said Pleat. "He played in our private practice match against Northampton, and was very steady and showed, as ever, plenty of authority."

There have been new arrivals too, of course, with Dwight Marshall signing from Plymouth for £150,000 and Tony Adcock joining from Peterborough for a nominal fee.

"Dwight is a bright player and adds a bit of competition in the forward line," said Pleat. "We need some goal power up front and he will keep the other players on their toes."

"I am intrigued by him not coming into the pro game until he was 24, and having had three seasons plagued a little bit by injury. A striker needs a good run, and last year he came into his own, certainly after Christmas."

"As far as we are concerned, if you spend between nothing and £300,000 you are buying a certain type of player who has yet to prove himself. If you want to buy ready-made players then unfortunately you are quoted crazy prices in

millions of pounds.

"All we can do at a club like Luton is give players a stage and an opportunity, and with the right players around them they will prosper."

While Dwight Marshall has the chance to show what he can do, the likes of Tony Adcock are proven goalscorers in this and other divisions. The 31-year-old has bagged double figures for Peterborough in the last two seasons, and Pleat was pleased to add him to the list of experienced pros at the club.

Talking about the transfer market he said "We got through last year quite comfortably because of our cup exploits, but it's always tight. It's always tough here, but that's the name of the game. We are expected to be involved as traders."

More wheeling and dealing ahead then, but having signed a new contract there is no doubt that Pleat's heart lies with the Hatters. What then of the campaign to come?

"I'm looking forward to it. I think there are some real prospects here," he said. "It's just getting the right balance of the team, the mould, and of course the right desire among those players to do well. If they think they did well last season, then they obviously didn't do quite well enough, and each one must have their own personal high standards and put the team before themselves."

Highland Fling

LUTON returned from their pre-season tour of Scotland with a win, a draw and a defeat, but rounded off their highland fling in confident mood with a 3-1 triumph at Falkirk.

The tour had started with a 1-1 draw with Stirling Albion, where Kerry Dixon bagged an equaliser for the Hatters. The side was captained by Richard Harvey, playing his first game for over a year, and there were also starting places for youngsters Aaron Skelton and Andrew Jukes.

Paul Telfer gave the Hatters' party a scare when he limped off with an ankle injury, but was fit to take his place in the second match against St Johnstone.

Despite the return of skipper Trevor Peake to the centre of defence the Town lost 2-0, although David Pleat was not too disappointed.

Then, in the final match at Falkirk, came victory with the Hatters winning 3-1. Harvey opened the scoring just before half-time, with goals after the break from John Harrison and Martin Williams.

"Scottish sides are always very competitive in these games against the English," said Mr Pleat, "but there were plenty of positive points for us."

MOTOR INSURANCE

**YOUNG DRIVERS
REDUCED RATES
MATURE DRIVERS
SPECIAL RATES - AGES 35/55
TAXI DRIVERS
SPECIAL DISCOUNT RATES
LADY DRIVERS
UP TO 30% DISCOUNT
TEL: (0234) 341105**

The cost of a phone call could save you £££'s.

**STOP PRESS
OPEN EVERY
THURSDAY
TILL 8pm**

**THE MOTOR
INSURANCE
SPECIALISTS**

MAYAIR

**INSURANCE & MORTGAGE
CONSULTANTS LTD**
160 Castle Road, Bedford MK40 3SW

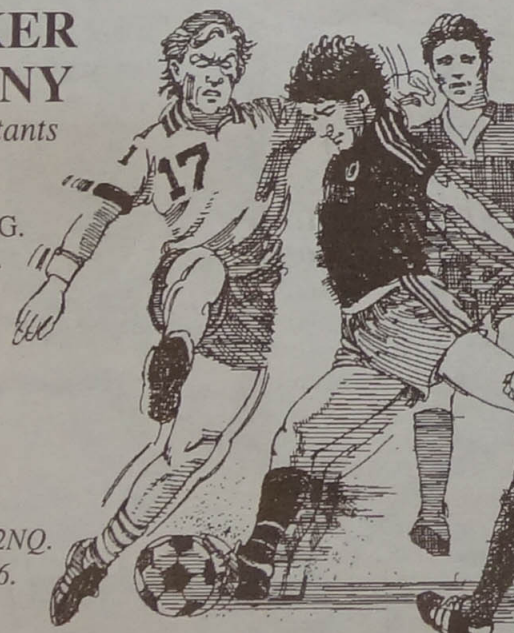


Join the Premier League

Let our team help you with
Business Consultancy,
Accounts and Taxation

WHITTAKER & COMPANY

Chartered Accountants
Clifton House,
61-65 Castle Street,
Luton, Beds LU1 3AG.
Phone: 0582 404303.
Fax: 0582 413032



and at
Burbage House
44 Mountfield Road,
Ealing, London W5 2NQ.
Phone: 081 998 3456.
Fax: 081 998 1612



THE PEUGEOT 106, 205 & 306 *Mardi Gras* RANGE STARTS FROM £6,295* WITH ONE YEAR'S FREE INSURANCE*

• The dazzling new Mardi Gras Summer special Editions from Peugeot are now available
• Eighteen stunning models to choose from - 3 and 5 door • From 1.0 litre petrol to 1.8 litre turbo diesel • 106 Mardi Gras from £6,295 • 205 Mardi Gras from £7,995 • 306 Mardi Gras from £8,995 • Unique Mardi Gras graphics, trim and theme throughout • Plus 0% APR* Finance available on all Mardi Gras models

£300 CASHBACK* DIRECT FROM PEUGEOT ON ALL 306 PETROL MODELS

Excludes Road Fund Licence. *Insurance and Cashback offers subject to customer satisfying terms and conditions. Insurance offer applies to all new 106 Mardi Gras, 205 Mardi Gras, 306 Mardi Gras and 306 Petrol models (excluding 306 XS, 516 and Cabriolet) purchased and registered between 9th July 1994 and 31st August 1994. **Cashback offer applies to all 306 petrol models (excluding 306 XS, 516 and Cabriolet) purchased and registered between 9th July 1994 and 31st August 1994. *Offer Subject to status (Over 18s only). A guarantee may be required. Written quotations available. Applies to models purchased and registered between 9th July 1994 and 31st August 1994. Model shown for illustration purposes only.

Warwick Wright
LUTON ROAD, DUNSTABLE (0582) 664171

PEUGEOT THE LION GOES FROM STRENGTH TO STRENGTH

DISTRICT CAR DISPOSALS

Collect car shells **FREE OF CHARGE**

Best prices paid for all scrap cars, also special prices for commercials, MoT failures, Insurance write-offs, motor bikes, caravans. Also 24 hour breakdown service with fully equipped special lift.

- Ask for Fred (0582) 582242 (0850) 460901 (Mobile)

THE OFFICE (The Cat's Whiskers)

All Traditional Beers, Wines & Spirits

Good Food Lunchtime & Evening

We wish Luton Town all the best for the future.

39 Alma Street, Luton. Tel 23989

CLAUDIUS



LARGE ASSORTED MENU AVAILABLE

For the personal touch NELLO & JENNIFER welcome you to

"CLAUDIUS" ITALIAN RESTAURANT

116 London Road St Albans

Telephone: 0727 850527 & 862428



Barry Bolton Windows, Doors & Conservatories
IN UPVC, ALUMINIUM OR TIMBER

• OVER 20 YEARS EXPERIENCE
• DISCOUNTS FOR PENSIONERS AND RETIRED
• FRIENDLY, NO PRESSURE
• ADVICE WITHOUT OBLIGATION
• NO DEPOSIT
• Payment only on Completion and Satisfaction
For Personal Attention Telephone: **BARRY BOLTON LUTON (0582) 595209 ANYTIME**

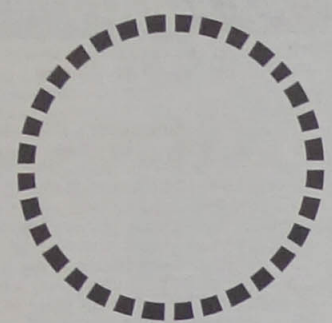
MANOR PARK MOTORS

M.O.T. TESTING STATION
NO APPOINTMENT REQUIRED

181 - 189 Park Street Luton

**0582 488474 - 5
0836 633100**

CARS BOUGHT AND SOLD
FULL WORKSHOP FACILITIES
LICENSED CREDIT BROKERS

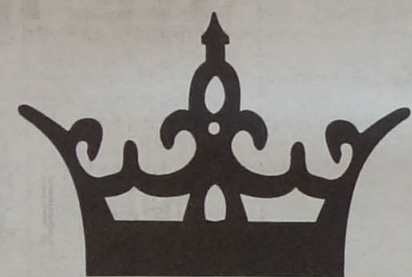


FISHER FROZEN FOODS

THE UK'S LEADING FROZEN VEGETABLE SUPPLIER IS PLEASED TO SUPPORT

LUTON TOWN FOOTBALL CLUB

TEL: 0442 61116 FAX: 0442 212302



REGAL LITHO

DIGITAL ARTWORK • DESIGN • REPRO & PRINT

22a Albion Street
Dunstable
Beds LU6 1SA
Telephone: 0582 661760

Meet

Dwight Marshall



Dwight Marshall - looking forward to the challenge of Division One soccer

INSPIRED by the skills of the great Pele, Luton Town's new signing Dwight Marshall says hunger is the key to being a good striker.

Dwight arrived at Kenilworth Road in July, for £150,000 from Plymouth Argyle, and is confident that his goalscoring habits can survive the step up from Division Two to Division One.

"You have to want to score goals; to be hungry for them" he said. "Instinct plays a big part and strikers always have to be alert in the box. Chances don't come along very often. I like to think I'm quick off the mark and can take defenders by surprise."

The 28-year-old scored 14 goals for Peter Shilton's Plymouth last season but, out of contract, he was keen to move up to the challenge of Division One football.

"It's an exciting challenge to come to Kenilworth Road. I am really looking forward to playing in a higher division, and I know I am going to learn a lot under David Pleat" he said. "With a young family in London the travelling to and from Plymouth was proving to be a big burden and playing closer to home is another reason I'm happy about the move."

Dwight has two daughters, six-year-old Corinne and two-month-old Robyn.

Argyle suffered the agony of defeat in the promotion play-offs in May, after a high-scoring season in which, despite Marshall's 14 goals, he was only their fourth highest scorer.

"After netting so many goals it was a big disappointment not to go up" reflected the Jamaican-born striker. "In the play-off semi-final first leg we got a good result with a no-score draw at Burnley, but after going one up at Home Park we let them score three goals."

It was Marshall's third season at Plymouth, who signed him from non-league Grays Athletic. He scored 15 goals in his first season in Devon but only six in an injury-hit second term. Now he is looking forward to forming an effective striking partnership for Luton alongside the likes of Kerry Dixon, Tony Adcock and John Hartson.

He missed both legs of the 1992/3 Coca-Cola Cup second round clash, when Argyle beat Luton 5-4 on aggregate, but he had played against the Hatters in a pre-season friendly.

His progress was monitored by David Pleat last season, resulting in the transfer, secured by the backing of club sponsors Universal Salvage Auctions and director Cliff Bassett.

Meet

Tony Adcock



Tony Adcock - happy to be a Hatter

THE Hatters are hoping that Tony Adcock will turn out to be the bargain of the season. And there is good reason for their optimism. He was snapped up for a nominal fee from Peterborough, where he was out of contract, and he brings with him a healthy habit of scoring goals.

In fact in a career that has seen him play at Colchester, Northampton (twice), Manchester City, Bradford and Peterborough he has put the ball into the back of the net 185 times. That is certainly not a record to be sniffed at.

Luton are hoping that he will continue where he left off at Posh where, for the last two seasons, he was their top scorer.

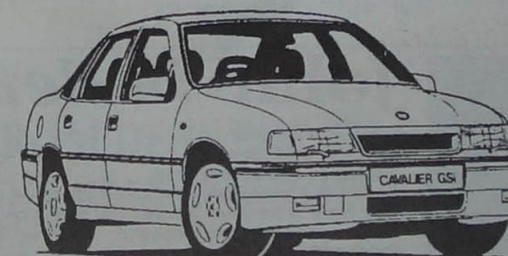
At 31 he is an experienced, canny striker who should help bring along the younger Luton players.



Motorbodies

MOTORBODIES EVERYBODY'S CHOICE FOR VAUXHALL IN LUTON

- New Car Sales
- Network Q Used Cars
- Service and Parts
- Body - Paint Repairs
- Masterhire Leasing
- Vauxhall Finance
- Motability Specialists
- New and Used Van Sales
- Self Drive Hire



Motorbodies
Marsh Road and Memorial Road
LUTON 572577

THE RIGHT CHOICE!

OFFICE INSTALLATION & REFURBISHMENT COMPLETE
BUILDING PACKAGES FOR COMMERCE & LEISURE



CP Contracts
Meeting your refurbishment needs

A MEMBER OF THE
BUILDING EMPLOYERS
CONFEDERATION

WE WILL GUIDE YOU THROUGH DESIGN
WE WILL MAXIMISE YOUR AVAILABLE SPACE
WE WILL PROVIDE PROFESSIONAL
SERVICE THROUGH TO COMPLETION

Over 17 years
experience

- PARTITIONING
- SUSPENDED CEILINGS
- HEATING & PLUMBING
- ELECTRICAL SERVICES
- PAINTING & DECORATING
- CARPENTRY & JOINERY
- ALL ASSOCIATED BUILDING WORK
- FLOORING SERVICES

WE GUARANTEE QUALITY WORKMANSHIP WITH QUALITY MATERIALS
WE GUARANTEE TO RESPOND QUICKLY & EFFECTIVELY TO YOUR NEEDS
WE GUARANTEE TO COMPLETE YOUR PROJECT TO YOUR SATISFACTION

PHONE NOW FOR FURTHER INFORMATION

You'll be glad
you did!

(0525) 840426
or 405430

CP CONTRACTS, THE OLD COACH HOUSE, 6 WOBURN STREET, AMPHILL, BEDS MK45 2HP



David Preece - "I'll be looking for more goals"

Ten years with Dynamo David

WHO needs a Rolls-Royce when a Mini can do the job just as well....if not better!

David Preece has been the driving force behind many Luton successes since his arrival at Kenilworth Road in 1984 and 10 years on the player affectionately known throughout the club as 'Mini' is preparing for another campaign.

The £150,000 David Pleat invested for Preece's signature from Walsall seems like a real bargain now, and many Luton fans will tell you that had he been with a more 'fashionable' club he would have collected far more than just three England 'B' caps in the way of representative honours.

In his long spell at Luton he has seen plenty of players come and go, so how does he rate the current crop of Town youngsters?

"Certainly two or three of them have a chance to go all the way, if not with Luton then certainly on their own ability, but they have some way to go to match the group who were here when I started.

"Ten years ago there were the likes of Garry Parker, Stacy North, and Ray Daniel, and Tim Breaker and Mitchell Thomas were only 18 and 19." Breaker and Thomas formed the full-back pairing in what Preece believes was the best Luton side he has played in.

The Best

"The 1986 side, just before the Wembley finals, was the best in my time here" he reflected. "Steve Foster and Mal Donaghy were alongside Mitchell and Tim in defence, with Les Sealey in goal, Peter Nicholas and Ricky Hill alongside myself in midfield, and Brian Stein, Mick Harford and Emeka Nwajobi up front.

"I don't think I would have played in a better team if I had moved anywhere during the 10 years I have been here. I have a very high regard for all those players."

Even in the hot weather that greeted the Town players when they resumed training, there was no doubting the enthusiasm with which Dynamo David set about the task.

Hoping

"Having watched the World Cup on television I think everyone just wants to get out there and play" he said. "As far as I am concerned the sooner the start came the better. I am hoping our League form will

the better during his Kenilworth Road decade, but Preece finds the pace of soccer increasing all the time.

"The game's much quicker now. It can't get much faster because people will want to see more skill" he said. "I am hoping that in the next 10 years the game will slow down and as a result you will see players with more ability."

So what can Town fans look forward to in 1994/95? "Everyone will hope that Scott Oakes will get among the goals again, while Paul Telfer has a good 'engine' and loads of ability. He shows more ability in training at present, but that's just a matter of gaining more confidence which will come with time. I'm sure he will be able to demonstrate his talent in competitive games.

Prospects

"Aaron Skelton missed most of last season, but in my book he is one to watch, and our young goalkeeper, Kelvin Davis, is the best prospect for his age I've seen in my 10 years here."

And what can we expect from David Preece in the coming months?

"I'd like to think I'll score a few goals! I got six or seven last season - I don't keep count - and I would obviously like to keep injury free.

"I feel I have the ability to score more goals - it's just getting there to score them! But I'm fitter, touch wood, than I have been for years so with any luck those chances will come."

We all hope so, too.

John - in demand!

EVERYONE'S heard a joke about an Englishman a Scotsman and an Irishman. Earlier this year there was a new twist to the joke. It concerns a Welshman and several red-faced Englishmen.

In fact what happened was that Luton striker John Hartson was notified that he had been selected for stand-by duty for the England under-21 squad playing in Toulon.

All very flattering for John - apart from the fact that he hap-

pens to be Welsh. So Welsh that he even speaks the language! The young man from Swansea thought someone was pulling his leg when he was first informed, but when he realised that it wasn't a joke he said: "There's no way I'm ever going to play FOR England, but I will be happy to play AGAINST them!"

John has already represented Wales at junior level. Next stop for him, he hopes, is full international recognition. For Wales, of course.



John Hartson - every inch a Welshman

THOSE WERE THE DAYS - 1946

THERE were 24,410 excited spectators who saw Luton rally from three goals down to win 4-3 against a powerful Newcastle in November 1946. Many of them have now passed on to the great football stadium in the sky, and of those who remain only a handful can recall with any accuracy the sequence of events that culminated in one of the most thrilling comebacks in the Town's long history.

The Hatters were in Division II in the first full season after the 1939/45 war. Managed by George Martin, a former Luton player who had starred alongside the great Joe Payne in that memorable 12-nil victory over Bristol Rovers, they had won only six of the first 16 matches of the season and drawn two, so they were hardly setting the soccer world on fire.

When Newcastle, a team of absolutely all the talents, with a superb forward line of Milburn, Bentley, Wayman, Shackleton and Pearson, arrived at Kenilworth Road even the most fervent Luton supporter could not have believed victory possible.

And after half an hour it looked even more unlikely. Bentley, Wayman and Shackleton - members of an attack good enough to represent England - had each put the ball past Luton 'keeper Les Bywater. A trouncing of humiliating proportions looked in prospect.

Manager Martin had different ideas. At half-time he gave the players a terrible roasting. He was so angry, it was reported afterwards, that he kicked a pail of water from one end of the dressing room to the other. "Now go out there and play" he shouted.

Which is exactly what the chastened team did. To everyone's astonishment, including their own, Luton were transformed from struggling no-hopers to a side good enough to meet, and beat,

the best. Scottish winger Dally Duncan, soon to replace Martin as manager, sent over a succession of brilliant crosses from the left and Billy Waugh, Mel Daniel and Hugh Billington equalised in a heady six-minute spell.

The Magpies were shaken. Duncan continued to mesmerise them and from another of his defence-splitting crosses Allenby Driver scored the winner.

It was a victory to be relished and talked about for years, but in fairness to Newcastle it must be added that they achieved a satisfactory revenge when the teams met again at St James' Park the following April. They won 7-2!

Teams for the game at Luton were:

Luton Town: Bywater, Cooke, Beach, Soo, Gager, Gardiner, Waugh, Daniel, Billington, Driver, Duncan.
Newcastle United: Swinburne, Craig, Graham, Harvey, Smith, Wright, Milburn, Bentley, Wayman, Shackleton, Pearson.

THOSE WERE THE DAYS - Old Timer

SIR: I was intrigued by the article in the last Hatters News in which three "best Luton teams since the war" were printed. These "teams" included players from different years, but I am sure all three of them would have held their own in any company had they been able to turn out together.

I have been watching football at Kenilworth Road for more than 50 years and the article set my mind turning over some of the players who have given me the greatest pleasure since the war.

I would start with Frank Soo, an England war-time international wing-half who joined the Town from Leicester. What a player! He really could make the ball 'talk' as brilliantly as any Brazilian! He was just past his peak when he joined Luton, but he brought genuine class to Kenilworth Road.

In the same super class was the

great Jesse Pye, again just past his peak when he joined the Town but still an absolute marvel at centre-forward. He was with the Hatters for a couple of seasons in the early Fifties and was responsible for bringing on Gordon Turner (another of my all-stars).

I'll always remember Bobby Brennan, a frail, pale-faced forward who was signed by Charles Jeyes, a chairman with a knack of buying 'unknowns' cheaply, seeing them develop and then selling at a big profit. Brennan was signed for about £2,000 from Belfast Distillery in 1948 and moved on to Birmingham a couple of years later for £20,000 - an unbelievably huge figure in those days but hardly enough to pay for a team's football boots today!

One of the most rugged defenders in my book was the vastly underrated Billy Cooke. Billy would never

claim to be top-class but he was a great club man who turned the sliding tackle into an art form. He played from 1947 until 1952.

Most of my other favourites were mentioned in the last issue - Syd Owen, Bob Morton, Bruce Rioch, Malcolm Macdonald, Bernard Stretton and Graham French.

I'll finish by naming three more. They are Ricky Hill, of more recent times, Bert Mitchell, a left-winger who was the coolest penalty taker I've ever seen and Alan Slough, a versatile 'local lad' who I remember best as a wing-half. He played from the mid-Sixties through to the early Seventies and always gave 101 per cent.

Thank you for letting an old man reminisce. I wonder if any other 'old uns' have memories as vivid as mine. If so I'd love to read them. Yours sincerely, "Old Timer"

* We'll welcome any memories - your best players, the best match you've seen involving Luton etc. All letters will be considered for the next edition of Hatters News. Send them to Simon Oxley at the club, 1 Maple Road, Luton, Beds LU4 8AW.

TechnoSign

ESTABLISHED 1976

SIGNS FROM DESKTOP TO ROOFTOP
VEHICLE FLEETS FROM 1 TO 1000

TECHNOSIGN LTD

UNIT 3 35A STANBRIDGE RD, LEIGHTON BUZZARD, BEDS

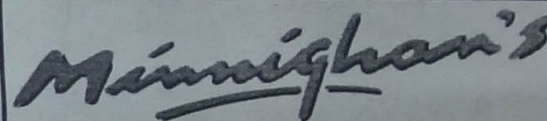
TEL: 0525 382111 FAX: 0525 382382

THE WHEELWRIGHT ARMS

FREE HOUSE
34 CULDFORD STREET
LUTON

BEST PUB FOR REAL ALE IN LUTON
FEATURED IN GOOD BEER GUIDE 1994
BAR FOOD AVAILABLE

OPEN ALL DAY
ALWAYS A WARM WELCOME
TO CUSTOMERS OLD & NEW



A traditional public house serving quick business lunches Monday to Saturday.

Beers include: Fullers Chiswick, Flowers IPA, Tetleys and Boddingtons together with premium lagers.

1 FRONT STREET, SLIP END, LUTON, BEDS LU1 4BP. TELEPHONE & FAX: (0582) 27766

WAT...SIGNS...WAT

OUR 1 STOP SIGN SERVICE IS INCORPORATING
ALL YOUR BUSINESS NEEDS 4 HOUR
PROFESSIONAL & EFFICIENT 2 HOUR
DISPLAY SIGNS STANDS & PANELS

THE COMPLETE SIGN SERVICE
ANY SHAPE, SIZE, STYLE... CALL NOW FOR BROCHURE
NEON ENGRAVING SCREEN PRINTING VINYL TEXT LOGOS SIGN WRITING GILDING PERSPEX

BEDS, BUCKS, HERTS & NATIONWIDE SERVICE
Commercial Vehicle Specialists for Fleet & Trades

Your name is our business
LUTON 0582 840011

1 STOP FROM WAT SIGNS
FAX 0582 840022 MOBILE 0850 968162
UNIT 1 FOURWAYS, MANCROFT RD., ALEY GREEN, NR LUTON LU1 4DG

L J MOORING & SON

353 TURNPIKE DRIVE, LUTON

Family Business Established 1970

Plumbing Installations & Repairs

● Washing ● Dish Machines ● Bathroom Suites ● Sink Units & Basins ● Hot/Cold Water Tanks ● Immersion Heaters ● WC Pans Cisterns ● Ball Valves & Taps ● Rads & Pumps ● Burst Pipes ● New Mains Supply ● Soil & Vent Systems ● Gutters & Pipes ● Toilet, Sink & Drains Cleared

MOBILE ① 0860 713264

MOBILE ② 0860 318889

HOME 0582 576357

GET IN THE SWING!

THE CORSA SWING SPECIAL EDITION 1.2i

A Very Sporting Offer

Car shown is the Corsa Swing 1.2i 3 door. On the road price is £7486.50. Price correct at time of going to press and includes VAT, On The Road package at £420.00 and six months' Road Fund Licence at £71.50



FROM JUST
£7487
ON THE ROAD

Plowmans of Luton

15 Hitchin Road, Luton
0582 454666

*Wishing them
all they wish
themselves*



They know it won't be easy, but they are prepared to give of their best. This is the official Luton Town FC squad taken a few days before the big kick-off. The players will be aiming to start this season in the same determined mood as they finished the last campaign. We all wish them the very best of good fortune, loads of goals and a hatful of points.

Back Row left to right:
Mitchell Thomas,
Jamie Campbell,
Des Linton,
Juergen Sommer,
David Greene,
Julian James,
Marvin Johnson
Centre Row
left to right:
Clive Goodyear
(physio),
Richard Harvey,
Ceri Hughes,
John Hartson,
Kelvin Davis,
Kerry Dixon,
Scott Oakes,
Aaron Skelton,
John Moore (coach)
Front Row
left to right:
Scott Houghton,
David Preece,
Martin Williams,
David Pleat
(manager),
Dwight Marshall,
Tony Thorpe,
Paul Telfer

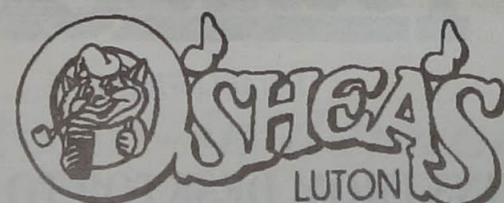


Carol Sherry
HIBBERT ARMS
35 Hibbert Street
Luton LU1 3UU
Tel: 0582 20387

Pub Grub, Pool, Darts

Carol and her all-female
staff wish the Hatters
the Best of Luck

**"Luton
Town
Suits us to
the Ground"
Antony's
Tailor**
**For Made to
Measure Suits and
Alterations:**
**12 Dunstable
Road, Luton**
Tel: 0582 424687



115 Castle Street, Luton, Bedfordshire Tel: 0582 414061
LIVE MUSIC · GOOD FOOD
☆☆ GOOD BEER ☆☆
IRISH FOLK & COUNTRY MUSIC
☆☆ EVERY NIGHT ☆☆
VARIED MENU AVAILABLE LUNCHTIMES AND EVENINGS



SHOREY'S
Transport & Travel
Executive Travel
Double Deckers for
Contract Hire

Ivy Farm, 119 Claphill Road, Maulden, Bedford MK45 2AE
Silsoe (0525) 860694 Flitwick (0525) 713289 Fax (0525) 861850



A Director with real team spirit

Football club directors tend, in general, to be shadowy, unappreciated figures. While most fans are familiar with the name of the chairman, few can name the other members of the board. These men are usually anonymous. They are ignored by supporters when things are going well but are exposed to verbal flak when fortunes slump. Luton is no exception to the general rule. Hatters News aims to correct that gap by introducing the Hatters' directorial team to the public through these columns. We start with **CHRIS GREEN**, who was recruited to the board last November.

MOTOR & HOUSEHOLD INSURANCE

FOR LOCAL EFFICIENT COMPETITIVE INSURANCE CALL ...

WHITES INSURANCE SERVICES

LUTON 0582 480303

51 NEW BEDFORD RD LUTON

CALVERS CARAVAN STORAGE

UNDERCOVER & OUTSIDE STORAGE FOR CARAVANS, MOTORHOMES, CARS & BOATS ON TRAILERS

Caravans Sold on Commission
Used Caravans & Awnings For Sale
Caravans For Hire
Open 7 Days (Closed 1-2)
Telephone Bedford (0234) 359584
Woodland's Pk, Bedford Road
(A6 North), Clapham, Bedford MK41 6EJ

ALAN'S
HAIR STYLES
LADIES & GENT'S HAIRDRESSERS
165 Biscot Road, Luton, Beds LU1 1AW
Telephone 0582 425854

DEREK COOPER COACHWORKS

THE ACCIDENT REPAIR SPECIALISTS

CALL US FIRST FOR SERVICE AND QUALITY

LUTON **414823**

28 BILTON WAY, DALLOW ROAD, LUTON



"I understood the logic but wasn't very happy about seeing so much talent move on. My friend Cliff Bassett, chairman of club sponsors Universal Salvage Auctions, felt the same so we decided to put our money where our mouths are and offered to join a band of men who were becoming more and more isolated.

"It so happens that our arrival more or less coincided with the Cup run and that, too, helped ease the need to sell our best players. I hope that situation will be maintained. I'm sure it will if we can do well on the field this season and attract bigger crowds."

Chris has taken on much of the marketing responsibility. He recommended the appointment of Kathy Leather from Chiltern Radio as commercial manager, and he is currently working on such schemes as the new scoreboard and a supporters' bar. He is also helping with organising sponsorship of matches and seeing that the executive boxes are all used every home game.

"There's so much to do, but we are making real progress. I regard it as a marathon rather than a sprint but we'll get there. We are definitely in much better nick now than we were twelve months ago."

Conduct any footballing conversation with Chris and it will always return to the same theme: "We've got to ensure real entertainment, fun, camaraderie, team spirit between club and town, support that goes well beyond a mere couple of hours on a Saturday afternoon, and facilities that will attract people."

He, like everyone else associated with the club, is looking forward to an eventual move to a new super stadium. That will happen - but not tomorrow. In the interim he wants to make the present facilities as attractive as possible.

What about that showbiz in his blood? His father built and owned the California Ballroom, an entertainments centre that, for many years, nestled at the bottom of Dunstable Downs. "In its time it was the venue for dancing, roller-skating, swimming and shows by top names from the pop and stage world. We lived 'over the shop' so to speak so a lot of the atmosphere rubbed off on to me" he explains.

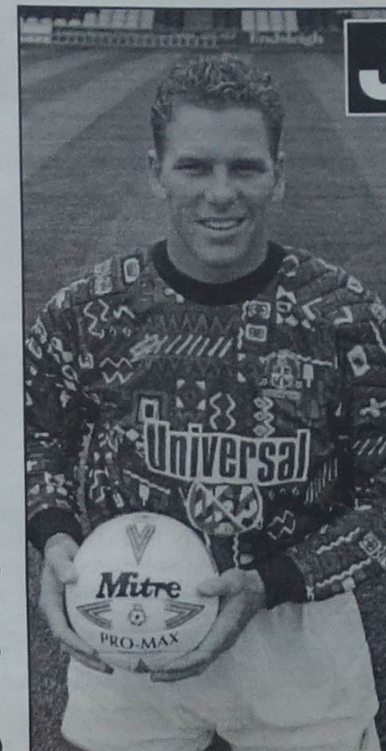
Chris is, by his own admission, no blushing violet. He is a confident optimist who believes in looking forward rather than back. He is now Director of Sales at Ford dealers Jewell of Watford and before that he spent 25 years at Trimoco (formerly Luton Motor Company and Tricentrol and now Hartwell Ford). It was there that he was first introduced to any form of football sponsorship, arranging loan cars for Town stars Kirk Stephens, Jake Finlay, Brian Stein, Brian Horton and Ricky Hill. This year he has arranged sponsored cars for members of the Town's backroom team.

A family man, Chris lives at Edlesborough with wife Sue (she joined the ranks of Hatters supporters as a result of last season's FA Cup run), son James (15) and daughter Charlotte (12) and a mad keen football fan - even to the extent of playing it!

Last word from Chris: "I thoroughly enjoy my role on the board, but obviously it has to be fitted in with my day-to-day work. That means most of the football business is done in the evenings. It would be so easy to become totally consumed by football but then my day work would suffer. That would be stupid."

"You have to be dedicated to be a good director. There's certainly no financial reward, but it is worth a lot when you see your ideas beginning to bear fruit, and that's already happening to me."

Our defence is in safe hands with goalkeepers like these



Juergen Sommer

Juergen Sommer AN AMERICAN'S DREAM

Goalkeeper Juergen Sommer was an absentee when the Hatters resumed their pre-season training... but with good reason - he was enjoying a well-deserved break after an extra month's football as part of the USA World Cup squad.

With Tony Meola skipping the host nation from between the sticks, Sommer's chances of a starting place were always slim, but even from the bench he was able to savour the atmosphere which American sporting success generates.

"It was an amazing spectacle and the enthusiasm and atmosphere at the games was an experience of a lifetime," he said. "The experience gained from that gives me a great deal of confidence for the current season."

"The U.S. team wasn't as lightweight as many people predicted. We have a lot of men who are playing at high levels throughout the world, and they gelled into a very strong side."

"Americans always bond well together with a tremendous feeling of national pride when their teams do well. It was a chance for a lot of people who have supported soccer for a long time to

come out and enjoy it as much as the players did.

"We weren't as threatening up front as we might have been, but there was some excellent individual skill and our play improved against Columbia and Romania. Our dream ended when Brazil beat us."

Juergen is confident soccer will succeed in the States and hopes one day he may play a part in the professional league currently taking shape across the Atlantic.

"There's an election in the autumn for key posts in the Soccer Federation," he said, "and we know now that there is a lot of support for the game."

"We need a well-structured league, with a lot of resources to carry it through the first few years, and if they can overcome that they have a great opportunity to sustain a professional league as Japan has done."

"One day I would like to play in the United States and take back with me what I have learned in England. But there's still a lot to accomplish here and I am looking forward to this season with Luton and hope to carry on the form that gave me that World Cup place."

Kelvin Davis



Kelvin Davis...will be following in the footsteps of Peter Shilton?

WHEN the likes of Joe Jordan are singing your praises as a goalkeeper then you know you've made a good impression!

The no-nonsense Scot who led the forward line for Leeds United and Manchester United amongst others wasn't renowned for giving goalkeepers a second thought - or a second chance!

But Jordan had nothing but praise for 17-year-old Kelvin Davis, who kept Jordan's Stoke City at bay on the final day of last season.

The Luton youngster was making his League debut, and was subjected to life in the shoot-

ing gallery for much of the first 45 minutes as The Hatters trailed 2-0. Davis was powerless to prevent those goals, which came inside the first 20 minutes, but it was down to him that Stoke hadn't registered at least double that score before the break.

Immediately after half-time Scott Oakes cracked in a spectacular volley and Luton were on their way to a valuable 2-2 draw, with Davis again defying the home forwards, much to the disappointment of the Victoria Ground faithful who, no doubt, anticipated an end of season goal feast.

With Juergen Sommer looking for a break from a busy season and a place in the USA World Cup squad, Andy Petterson had played in the penultimate game at Bolton and manager David Pleat gave young Kelvin his big chance against Stoke.

"I played for the reserves on the Friday and both myself and the team did well. After that game I was told I would be travelling with the first team on Sunday" recalled Davis. "It was brilliant news."

Now this season, with the departure of Petterson to Charlton, Davis is number two to Sommer. It may mean spending most Saturday afternoons on the

bench, but he readily admits that there is still a lot to learn.

"We will just have to see how things turn out" he said. "I would expect to be number two, although the manager could still bring in another keeper. Who knows? I realise that at my age I still have a lot to prove."

"Andy Petterson decided he wanted to move on, and I can understand that he wants first-team football. Sure, it would be tremendous to be in the first team but I can learn a lot from just watching."

He was on the bench for one match last season - ironically the home game against Stoke - but wasn't needed as the Town romped to a convincing 6-2 win. Perhaps he would have fancied his chances outfield on that occasion for he started his football life as a centre-forward in junior football before the coaches at Leighton Corinthians and Stony Stratford realised it would be in everyone's interest to have him stopping shots instead of scoring goals.

He arrived at Luton straight from Vandyke School in Leighton Buzzard, and it must have been beyond his wildest dreams to have been playing football in the First Division less than a year later.

Davis has had trials for the

England youth side and maybe one day he will emulate his hero, Peter Shilton, and make it to the England squad. He has the whole of his career in front of him and, so far, he has won glowing

tributes from all who have seen him play. If he can build on his present form who knows what success he might achieve. He will not be short of advice and assistance at Kenilworth Road.

PHILLIPS MOBILE PHONE

FREE CONNECTION

WITH NO CREDIT CHECKS £37

PRODUCTS 2000
Tel: 0582 472659
Mobile: 0850 437484

TANK & CO ACCOUNTANTS
FULL ACCOUNTANCY & TAXATION SERVICES

Specialists in the construction industry and in property developments

Think TANK For A Friendly Service

22 Cardiff Road, Luton, Beds
(0582) 22934 Daytime
(0582) 585828 Evenings

RISTORANTE ITALIANO

Graziano has now acquired the premises of Sorrento's Restaurant and extends an invitation to everyone to visit his new premises and sample fine Italian food.

RISTORANTE ITALIANO

Fully Licensed
204 High Street North, Dunstable, Beds LU6 1AU, Tel: 0582 600369
Open Mon-Sat 5 Lunches (12.00-2.00pm)
6 Evenings (7.00-11.00pm)

NOVAHIRE VAUXHALL CARS

Corsa's from £25 per day inc. Free Collection and Delivery in and around Luton

- Midi 14 Seat Diesel bus available
- New Corsa and automatic Cavalier
- Open 7 days by appointment

Telephone or Fax: (0582) 666354

ROBIN HOOD

81 New Town Street
Live Music Every Saturday

Resident Band Every Thursday 'The Bootles'

Giant Screen For All Sporting Events

Kitt's inn IT'S simply the best traditional good English food

Party times are great at KITT'S WEDDINGS, ANNIVERSARIES, BIRTHDAYS YOU NAME IT - WE DO IT! Plus Good Service With a smile TRADITIONAL SUNDAY LUNCHES 20% OFF Full A La Carte Menu Monday, Tuesday, Wednesday throughout July Large wine list SET 4 COURSE MENU (with choices) £11.95 (available 7 days)

Go On Spoil Yourself, have a night out at **Kitt's inn** Restaurant & Motel 306 High Street North Dunstable, Beds
Tel: (0582) 662341 • Fax (0582) 603221

SIMON'S ON THE BALL

Luton Town's Clubcall service is now being operated from Kenilworth Road, with regular updates from new Press Officer/PRO Simon Oxley.

The service still comes under the umbrella of the Clubcall company so the match day service will remain virtually unchanged, but the aim is to carry more updates through the week.

The Luton Clubcall number is 0891 121 123 and money from your calls helps support Luton Town (calls are charged at 36p per minute cheap rate and 48p per minute at all other times).

"Reporting from Kenilworth Road itself will give Clubcall much more access to the manager and the players, and will mean fast and regular updates on all types of news concerning the club" said Mr Oxley.

"As well as reporting for Clubcall, my role also includes editing the matchday programme, and liaising with local and national media" he added.

Mr Oxley, 28, has worked for newspapers in Bedfordshire and Buckinghamshire for eight years, and was previously Sports Editor of the Bedfordshire Times. He has also reported for BBC Three Counties Radio for the past four seasons, and will continue his coverage of Luton Town for the station.

Our aim is to help you
where you're going - *not*
tell you where you've been

JON HOWARD ACCOUNTANCY SERVICES LTD

433 Luton Road, Harpenden, Herts AL5 3QE
Tel: (0582) 769075 Fax: (0582) 766653



Ticket Office News

LUTON Town start their Coca-Cola League Cup campaign with a first-round tie against Third Division Fulham.

- The first leg will be played at Kenilworth Road on Tuesday August 16, kick-off 7.45 pm. Normal guesting facilities apply.
- The second leg will be at Craven Cottage on Tuesday August 23, kick-off 7.45 pm. Seats are priced at £10.50 for adults and £5 for juniors. Terracing is £7 for adults and £3.50 for juniors. Supporters should pay at the turnstile on the night of the match.
- The Hatters' first away League game is at Derby County on Saturday August 20, kick-off 3 pm. There is only terracing available for Town supporters who are asked to pay on the day at turnstiles 48 to 51. Prices are £7 for adults and £4 for juniors.

Supporters are reminded that there will be no cash admission at the turnstiles this season following the change to all-seater accommodation.

In view of the reduced capacity and to avoid queuing, supporters are advised to purchase their tickets BEFORE the day of the match.

League game tickets go on sale one month before the match and can be purchased either personally at the ticket office, by post or by credit card over the telephone.



Mitchell Thomas, left, wearing the "home" strip while Jamie Campbell models the "away" kit.

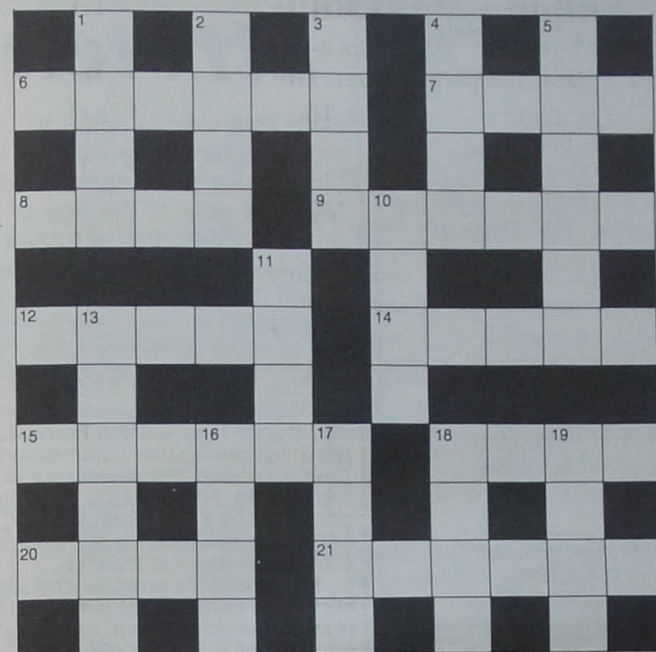
LUTON TOWN's kit for a new club badge, the 1994-95 season is designed by chairman David Kohler, which incorporates the family crest.

The home kit is predominantly white, while the away strip is blue and orange. The change is the first for two seasons and replicas are available in the restocked club shop. The shirts, which will retail at £28.99 as opposed to £29.99 last season, also carry the name and logo of Luton Town's main sponsor, Universal Salvage Auctions. Mr Kohler said "We have taken the radical step of producing our own kit, an idea pioneered by Leicester City who have enjoyed great success. The replicas are available in the club shop. We have a new shop manager, Angie Riley, and we will have a wider selection of goods at cheaper prices. We have never really maximised our potential in this department."

With regard to the badge and logo, Kohler said: "We wanted to design something associated with hats because we are the Hatters. We also wanted to include the town shield, the name of the club, and football. Hopefully, we have achieved that. "I feel we have under-utilised the name "Hatters" and we will now have badges, stickers, hats, shirts and many other souvenirs with the new logo on."

New kit's a hit

Junior Hatters X-Word



ACROSS

- Best team game in the world! (6)
- Way out (4)
- A court order (4)
- League players have one on their back (6)
- Even the best players have to do this (5)
- Rub out (5)
- People who cause trouble at football matches (6)
- More than one (4)
- Sticky stuff (4)
- Win, and you are this (4)

DOWN

- Players often go on this out of season (4)
- He comes from over the Border (4)
- Small British bird (4)
- Eleven players on the same side (4)
- A car needs these in the rain (6)
- If something isn't new it has probably been this (4)
- Reef, clovehitch, bowline, granny? (4)
- A puzzle in words (6)
- The game is this when the final whistle blows (4)
- Goalkeepers are cheered for a good one (4)
- Get it and you are out of a job! (4)
- Some footballers are over this when they score (4)

GOOD SPORTS TOGETHER



Luton Town players Ceri Hughes, David Preece, Mitchell Thomas, Kerry Dixon and Scott Oakes were a big hit at Swanbourne School in July. The popular players were on hand to sign autographs at the club's stand at a Sport and Leisure exhibition organised by the Buckinghamshire school. Other famous sporting guests included former Olympic champion Seb Coe - now a Member of Parliament - and winning racehorse Desert Orchid.

CROSSWORD SOLUTION

Across: 1 Tour, 2 Scott, 3 Wren, 4 Team, 5 Wipers, 10 Used, 11 Knot, 13 Hiddle, 16 Over, 17 Victor, 18 Erase, 15 Idiots, 18 Some, 20 Giver, 21 Train.

Down: 1 Save, 18 Sack, 19 Moon, 2 Used, 3 Knot, 4 Team, 5 Wipers, 10 Used, 11 Knot, 13 Hiddle, 16 Over, 17 Victor, 18 Erase, 15 Idiots, 18 Some, 20 Giver, 21 Train.

Classified

CLIVE R WOOD
BURGLAR ALARMS & SECURITY SYSTEMS
LIGHTING DOOR ENTRY SYSTEMS
PROMPT 24 HR SERVICE
TELEPHONE 0525 873350
3 Silvers Way • Harlington • Dunstable

APJ AUTO ELECTRICS
Car Alarms, Stereos & all Vehicle Electricals
For Professional Service & Advice Tel: 0296 88868
50 Dormer Av. Wing Leighton Buzzard

UDD CONSTRUCTIONS
• Extensions
• Renovations
• Roofing
• All Domestic & Commercial Work
Mobile No: 0860 680254
Tel: 0525 379572
33 Regent Street Leighton Buzzard

TAYLOR ELECTRICS
Domestic Rewiring
Extra Sockets Security Lights
NO JOB TOO SMALL!
Free Quotation Call now
LUTON 455449

COLIN SMITH CARPENTRY & JOINERY
Emergency Service/Locks
Doors/Storm Damage
Partitioning/Kitchens
Private/Commercial
0582 868576
29 Fenwick Road, Houghton Regis, Dunstable

S.J. GARDEN SERVICES
Garden Maintenance, Turfing, Lawns, Driveways, Paving, Fencing, Tree Cutting, Hedge Trimming.
• COMPETITIVE PRICES
• OAP'S SPECIAL OFFERS
Contact Steve
18 Leighton Road, Luton
Tel: 0582 453266
(24 hour answerphone)

H M S HEAT MAINTENANCE SERVICES LTD
ELECTRICAL/MECH/BUILDING SERVICES/BOILER/PROPERTY MAINTENANCE/PAVING/INSTALLATION/CONCRETE/PAVING
0582 400138
Princess Ho. 600
Princess St, Luton

SCAN
Property Protection
Engineers • Domestic and Commercial
Burglar Alarms
26 Lynwood Ave, Biggleswade, Luton, Beds LU2 7TY
For Quality Workmanship Ring D. Spence
(0582) 33271

NEWFREIGHT
Courier & Delivery - Personal Service - No extra charge for London same day before 10am
0582 576842
72 Barton Road, Luton

MAGNITO

TOOL HIRE

• SPARES • REPAIRS • SALES

- CARPET CLEANERS
- TOWERS/LADDERS
- GARDEN EQUIPMENT
- CHAINSAWS
- GRINDERS/SANDERS
- BUILDERS EQUIPMENT
- GENERATORS
- WALLPAPER STRIPPERS
- CEMENT MIXERS
- VEHICLE TOOLS
- CIRCULAR SAWS
- BREAKERS
- PLUMBERS TOOLS
- HEATERS

BOTTLED GAS STOCKISTS

Collection & Delivery Available

OPEN MON-FRI 7.30-6/SAT 7.30-4/SUN 9/12

LUTON (0582)
417070/36875

306 BISCOT RD., LUTON



Free Independent Advice On All Aspects of Pensions & Life Assurance Planning



Anchor



WITAN COURT
310 WITAN GATE WEST
CENTRAL MILTON
KEYNES
MK9 1ND

Milton Keynes
(0908) 606611

NEW TARGET GOLF RANGE AT REDBOURN GOLF CLUB

- Group/individual/ junior lessons
- Floodlit covered bays
- 5 Target greens
- Mown fairways
- Bunker practice
- Lake to carry



OPEN TILL 10pm...
only £1.70 a basket
ALL WELCOME
"A WHOLE NEW GOLFING EXPERIENCE"
0582 793493

Fully Stocked Shop

THE SPECIALIST LEGAL SERVICE

Matrimonial & Family Problems
• DIVORCE
• CHILD CARE WARDSHIP
• MAINTENANCE

FOR UNDERSTANDING & SYMPATHETIC ADVICE CONTACT
ALISON BURGESS on (0767) 692244
or **ELIZABETH SAUNDERS** on (0462) 892221

PERSONAL INJURY/MEDICAL NEGLIGENCE
• ROAD TRAFFIC & WORK-PLACE INJURIES
• COURT PROCEEDINGS
CLAIMS & COMPENSATION

FOR EXPERT ADVICE & THOROUGH SERVICE CONTACT
GARY BARKER on (0462) 892221

Criminal Law

- COURT PROCEEDINGS
- CLAIMS

FOR A PROFESSIONAL & EFFICIENT SERVICE CONTACT
DAVID NOBLE on (0767) 692244
or **ELIZABETH SAUNDERS** on (0462) 892221

RESIDENTIAL SALES & PURCHASE WILLS & PROBATE
FOR SPEEDY & HELPFUL ADVICE CONTACT
TIM SIMKINS or **TRACY MACKENZIE** on (0462) 892221

COMPANY/COMMERCIAL LAW
• DIRECTOR & PARTNER DISPUTES
COMPANY FORMATION/ADMIN/SALES & PURCHASE
FOR A PROFESSIONAL & PERSONAL SERVICE CONTACT
TIM SIMKINS on (0462) 892221

LEGAL AID • EUROPEAN LAW GROUP • UNION LAW • ALAS
WE ARE AN ESTABLISHED PROFESSIONAL FIRM OFFERING
EXPERT ADVICE IN THESE LEGAL MATTERS

SIMKINS (0462) 892221 (0767) 692244
SOLICITORS
21 HIGH STREET, BALDOCK, HERTS
21 HIGH STREET, SANDY, BEDS

Well, what do you know?

OUR soccer quiz in the last Hatters News proved what we already know - that the Town's fans come from all over the country!

We had entries from Bury St Edmunds, in Suffolk, from Spixworth, near Norwich, from Nottingham, Great Yarmouth, Milton Keynes and all over Hertfordshire, apart from many readers much nearer home.

But in fact only five entrants were 100 per cent correct and the first of those five out of the straw hat was Mrs S D Hobbs, of Meyrick Avenue, Luton, who says she is a keen Hatters supporter "following in the footsteps of my father and grandfather who were both proud of the town and the town team."

She receives tickets for the League game of her choice. The question that stumped most entrants was "Which Luton Town manager had the shortest reign?" The answer was Jack Crompton, a former Manchester United goalkeeper who had been coach and trainer at Luton in the 1950's. In June 1962 he was appointed manager but resigned just one week later "for health reasons."

The correct answers were: 1, David Pleat; 2, Peter Anderson; 3, Paul and Ron Futcher; 4, Blackpool in an FA Cup replay in March, 1954; 5, Dave Pacey; 6, Jack Crompton; 7, Steve Foster; 8, Bernard Streten and Ron Baynham; 9, In a Cup-tie against Luton at Kenilworth Road Denis Law scored six times for Manchester City before the game was abandoned. He scored again in the replay but Luton won 3-1; 10, 1885.

Now try your luck in this second quiz. Send your answers to **Soccer Quiz (AEM), 433 Luton Rd, Harpenden, Herts AL5 3QE** to reach us before September 30, 1994. First all-correct entry drawn out of the hat wins two tickets to a League match of his or her choice at Kenilworth Road.

- | | | |
|---|--|---|
| 1: Which former Luton manager became a regular soccer writer for a Sunday newspaper? | 4: Name the Hatters' groundsman | 8: Winger John Aston was a firm Luton favourite in the 1970's. He moved on in 1977. To which club? |
| 2: In which year was Luton's pitch dug up and replaced with an artificial surface? | 5: Who was Luton's goalkeeper in the 1959 Cup Final? | 9: In 1983 a late goal against Manchester City by a Luton sub kept the Town in Division 1. Who scored it? |
| 3: For which club did Luton close-season signing Dwight Marshall play before he joined Plymouth Argyle? | 6: Which Luton player scored a hat-trick against West Ham last season? | 10: And finally, where was the World Cup Final played this year? |
| | 7: Name the London club Luton forward Ian Benjamin joined last season. | |

Bernard Streten

ONE of the most colourful - and popular - players ever to turn out for the Hatters died in May this year at the age of 73, and it is fitting that a tribute is paid to him in this newspaper, which is read by Town fans of all ages.

The player: Goalkeeper Bernard Streten, who achieved the highest honours, playing for England both as an amateur and a professional. In many older fans' opinion Bernard was the finest goalkeeper Luton have had (and they have had several out of the top drawer). He was agile as a circus acrobat, had a highly-developed sense of showmanship and enjoyed a warm personality to match it.

He earned his amateur cap while serving in the RAF but joined Luton from Shrewsbury Town, on the recommendation of Frank Soo, another 'all-time great' who played for Luton just after the last war.

Streten, short for a goalkeeper at 5ft 9inches, won his full England cap against Ireland in 1949 - a match England won 9-2. Subsequently he had to fight for a first team place at Luton with another star who went on to play for England, Ron Baynham.

In all, Bernard made 276 appearances for the Town. He joined them in 1947 and retired 10 years later to take over a business in Mundesley-on-Sea in his native Norfolk. His retirement did not last long for he was soon lured out of retirement and joined Kings Lynn in the Midland League. Later he became a publican.

FOUR HORSESHOES AND HARVEYS

80 PARK ST.
2 Beautiful Function
Suites for Hire
from £45

Tel: 0582 30650
Call Sean or Steve

STORAGE

5 Chapel Street, Luton, Beds
Tel: (0582) 450412

Giorgio Armani • Hugo Boss • Polo Ralph Lauren
• Stone Island • Armani Jeans • Rockport Shoes

Lilley Arms

WEST ST., LILLEY TEL: 0462 768371

Fancy getting out of the office for a breath of fresh air?
COME AND JOIN US FOR LUNCH!
-Sunday Roast £4.25-

-Weddings & Parties catered for, Food served every day

OPEN
11am-3pm & 6pm-11pm Mon-Fri
All Day Saturday, 12pm-3pm
& 7pm-10.30pm Sunday
Families welcome
Come and see the animals

DIXONS
DISPATCH RIDERS

MESSENGERS
COURIERS

LUTON 0582 410014

R. J. Blow & COMPANY

THE FRIENDLY ACCOUNTANTS

Book-Keeping,
Taxation and Wages etc.

STIRLING HOUSE,
30 GUILDFORD STREET,
LUTON, BEDS LU1 2NR

Tel: (0582) 38792
Fax: (0582) 423347

LUTON TOWN FC Season 1994/95

SAT 13 Aug	West Bromwich Albion	H	EIL	3.00pm
Tues 16 Aug	Fulham	H	CCC 1 (1)	7.45pm
Sat 20 Aug	Derby County	A	EIL	3.00pm
Tues 23 Aug	Fulham	A	CCC 1 (2)	7.45pm
Sat 27 Aug	Southend	H	EIL	3.00pm
Tues 30 Aug	Tranmere	A	EIL	7.30pm

Sat 3 Sep	Port Vale	A	EIL	3.00pm
Sat 10 Sep	Burnley	H	EIL	3.00pm
Tues 13 Sep	Bolton Wanderers	H	EIL	7.45pm
Sat 17 Sep	Watford	A	EIL	12 Noon
Wed 21 Sep	CCC 2 (1)			
Sat 24 Sep	Millwall	A	EIL	3.00pm

Sat 1 Oct	Bristol City	H	EIL	3.00pm
Wed 5 Oct	CCC 2 (2)			
Sat 8 Oct	Stoke City	A	EIL	3.00pm
Sat 15 Oct	Middlesbrough	H	EIL	3.00pm
Sat 22 Oct	Sheffield United	A	EIL	3.00pm
Wed 26 Oct	CCC 3			
Sat 29 Oct	Barnsley	H	EIL	3.00pm

Tues 1 Nov	Grimsby Town	H	EIL	7.45pm
Sat 5 Nov	Wolverhampton	A	EIL	3.00pm
Sat 12 Nov	Oldham Athletic	A	EIL	3.00pm
Sat 19 Nov	Portsmouth	H	EIL	3.00pm
Sat 26 Nov	Swindon Town	A	EIL	3.00pm
Wed 30 Nov	CCC 4			

Sat 3 Dec	Sheffield United	H	EIL	3.00pm
Sat 10 Dec	Derby County	H	EIL	3.00pm
Sun 18 Dec	West Bromwich Albion	A	EIL	3.00pm
Mon 26 Dec	Reading	A	EIL	3.00pm
Tues 27 Dec	Sunderland	H	EIL	3.00pm
Sat 31 Dec	Notts County	A	EIL	3.00pm

Mon 2 Jan	Charlton Athletic	H	EIL	7.45pm
Sat 7 Jan	F.A.Cup 3			
Wed 11 Jan	CCC 5			
Sat 14 Jan	Barnsley	A	EIL	3.00pm
Sat 21 Jan	Wolverhampton	H	EIL	3.00pm
Sat 28 Jan	F.A.Cup 4			

Sat 4 Feb	Oldham Athletic	H	EIL	3.00pm
Sat 11 Feb	Grimsby Town	A	EIL	3.00pm
Wed 15 Feb	CCC S/F 1			
Sat 18 Feb	Swindon Town	H	F.A.Cup 5	3.00pm
Wed 22 Feb	Portsmouth	A	EIL	7.45pm
Wed 22 Feb	CCC S/F 2			
Sat 25 Feb	Bristol City	A	EIL	3.00pm

Sat 4 Mar	Millwall	H	EIL	3.00pm
Tues 7 Mar	Port Vale	H	EIL	7.45pm
Sat 11 Mar	Southend United	A	F.A.Cup 6	3.00pm
Sat 18 Mar	Tranmere Rovers	H	EIL	3.00pm
Tues 21 Mar	Burnley	A	EIL	7.30pm
Sat 25 Mar	Watford	H	EIL	3.00pm

Sat 1 Apr	Bolton Wanderers	A	EIL	3.00pm
Sun 2 Apr	CCC Final			
Sat 8 Apr	Notts County	H	F.A.Cup S/F	3.00pm
Sat 15 Apr	Sunderland	A	EIL	3.00pm
Mon 17 Apr	Reading	H	EIL	3.00pm
Sat 22 Apr	Charlton Athletic	A	EIL	3.00pm
Sat 29 Apr	Middlesbrough	A	EIL	3.00pm

Sat 6 May	Stoke City	H	EIL	3.00pm
Sat 20 May	F.A.Cup Final			

Fixtures are the copyright of the Football League

5 WINDOWS
ANY SIZE
£1,050 INC. FITTING & VAT



223-225 Selbourne Rd, Luton LU4 8NP
Telephone: 0582 - 494920 Fax: 0582 505454

MOBILE CRYPTON TUNING

Have your car tuned at your home and work.

Prompt service.
Competitive rates.

WHIPNADE
872034
0836 717962

D.J.B. SPORTSWEAR

262A Ashcroft Road, Luton

ALL FOOTBALL
T-SHIRTS IN STOCK

Phone
Luton
23614

ALSO CHILDRENS
WEAR AVAILABLE

BRISTOWS

FOR ALL YOUR
WELDING, SERVICING,
MOT AND MECHANICAL
REPAIRS
HYDRO PUMP-UPS

Free collection and delivery

0582 562133 (days)
0582 601622/602550 (eves/weekends)
Unit 3A, Heron Trading Estate
Whitefield Avenue, Luton, LU3 3DB



Razor

THE BARBERS SHOP
Student Discount Monday - Thursday
55 HIGH TOWN ROAD,
LUTON, BEDS.
Tel: (0582) 20761

Silver Shield

AUTOMOTIVE GLAZING

24 HOUR REPLACEMENT SERVICE
DIRECT INSURANCE BILLING
LAMINATED GLASS REPAIRS

0800 88 0800 LUTON 414235

Another winning team . . . Handscombes

Telford House, 102 Collingdon St, Luton, LU1 1RX
Tel: 0582 400202

Independent Financial Planners since 1977
Well done Luton Town FC on your FA cup triumphs

Money matters are our business -
Visit our offices and see how we
can help you

Call Lyn Navin on
(0582) 400202 to arrange
an appointment

Planning for Profit
Business Succession
Personal Investments
Planning Your Exit Route
Business Protection
Planning Your Financial Future



Machins

SOLICITORS

HAVE A TEAM
OF LAWYERS ABLE
TO ADVISE
ON BUSINESS AND
PRIVATE CLIENT LAW

0582 21181

VICTORIA STREET, LUTON

The Soccer Shop

(Luton)
For The Very Best In Kits
And Sports Equipment

Able to provide:

Football kits • Footballs • Shinguards
Football Boots • Goalkeeping Equipment
Trainers • Tracksuits • Football Hosiery
Kitbags • Holdalls etc.

All at Competitive Prices
FOOTBALL CLUBS, SENIOR AND YOUTH ALL SUPPLIED
★ CALL IN OR PHONE FOR A QUOTE TODAY ★

Do not delay as the football season is here.
Come and Visit our shop and see all the various
types of Equipment etc. There is no obligation
46 HIGH TOWN ROAD, LUTON, BEDS, LU2 0DE
TEL: (0582) 481739

VACUUM CLEANER SALES AND SERVICING



• HOTPOINT CENTRE
• INDUSTRIAL & DOMESTIC
VACUUM CLEANER REPAIRS
• STOCKISTS OF ALL SPARES
FOR MOST MODELS
• EXCELLENT VARIETY OF
APPLIANCES AND ACCESSORIES
• WASHING MACHINE SALES
AND SERVICE

THE VAC SHOP

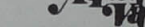
EST 21 YRS
OPEN: MON-SAT 9 - 5.30

LUTON (0582) 571502/490924

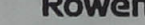
178 MARSH ROAD LUTON BEDS LU3 2QL



Rowenta



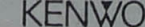
Moulinex



Kenwood



Hotpoint



Hitachi



VISA

So much more than just football at Kenilworth Road

There are many ways one can support Luton Town Football Club and one of the easiest, and most interesting, is to sponsor a game, or a match ball.

Match sponsors are treated right royally. The day starts as a rule with a tour of the facilities, followed by a three-course meal and complimentary bar for sponsors and guests.

Photographs are taken on the pitch, and before the kick-off the manager will drop in and discuss the game ahead. There are also various competitions to enter during the day and a meeting with the players is also arranged.

It really is an action-packed day, culminating in "ringside" seats for the game itself.

There are plenty of alternatives, too. You may wish to celebrate a birthday, anniversary or promotion in a special way – and the football club really can make that sort of occasion one to remember.

Everyone benefits, not least the club, who depend on this sort of financial support to augment gate takings. At Kenilworth Road the staff pride themselves on being able to tailor packages for individual requirements and they also provide an excellent platform for good publicity for a company through adver-



Kathy Leather...happy to help

tising, sponsorship or hospitality.

One of the beauties of football is that it attracts varied types of supporters – from children to men and women who have long been retired; from business executives and company directors to youngsters just starting out on their business careers. When they are cheering on the Hatters they are all equal!

Throughout the season a variety of

companies lease the 28 executive boxes that line one side of the pitch. These give an excellent view of the game, with a touch of luxury thrown in. Businesses can 'convert' an executive box into a showroom for their products – a marvellous way to enhance the company name.

But it is not only on match days that the club can be used. There are facilities for breakfast business meetings, business luncheons and dinners, celebration parties, seminars... even wedding receptions

within the unique environment of a football club.

Commercial manager Kathy Leather will be happy to provide full details of what is available and she and her team are always ready to discuss ideas from people interested in using the facilities. Contact her on Luton 411622.

Hatters News

is read by
LUTON TOWN FC
SUPPORTERS

In future editions we would like to include a lively correspondence column. If you have any views on the current football scene why not share them with other football fans?

Write to: LETTERS, HATTERS NEWS,
433 LUTON ROAD, HARPENDEN,
HERTS AL5 3QE

All letters will be considered for publication in the next edition

TO ADVERTISE
TEL: 0582 769075

Makan & Makan

CHARTERED ACCOUNTANTS

- AUDIT & ACCOUNTING SERVICES
- TAX PLANNING & ADVICE
- PROFIT & CASH FLOW
- FORECAST
- LOANS & MORTGAGES ARRANGED
- LIFE INSURANCE & PENSIONS ARRANGED

(YOUR HOME IS AT RISK IF YOU DO NOT KEEP UP REPAYMENTS ON A MORTGAGE OR OTHER LOAN SECURED ON IT)

(WRITTEN DETAILS ON REQUEST)

PHONE (0582) 420204

FAX (0582) 420204

126/128 BURY PARK ROAD, LUTON LU1 1HE

Universal Salvage Auctions

**WEEKLY AUCTIONS
AT REDBOURN
WEDNESDAYS**

DUNSTABLE ROAD, J9 (M1), REDBOURN, HERTS. AL3 7PX
TELEPHONE: (0582) 792690

MAIN **Ford** DEALER

**BUY ANY
NEW or USED
CAR or COMMERCIAL
VEHICLE
IN AUGUST**

**AND WE WILL GIVE YOU
A FREE FORD MOBILE
PHONE plus FREE
CONNECTION TO THE
CELLNET NETWORK**

SUBJECT TO STATUS

Jewell

For the best Ford deals around.

201 HIGH ST
WATFORD

TELEPHONE
(0923) 237211