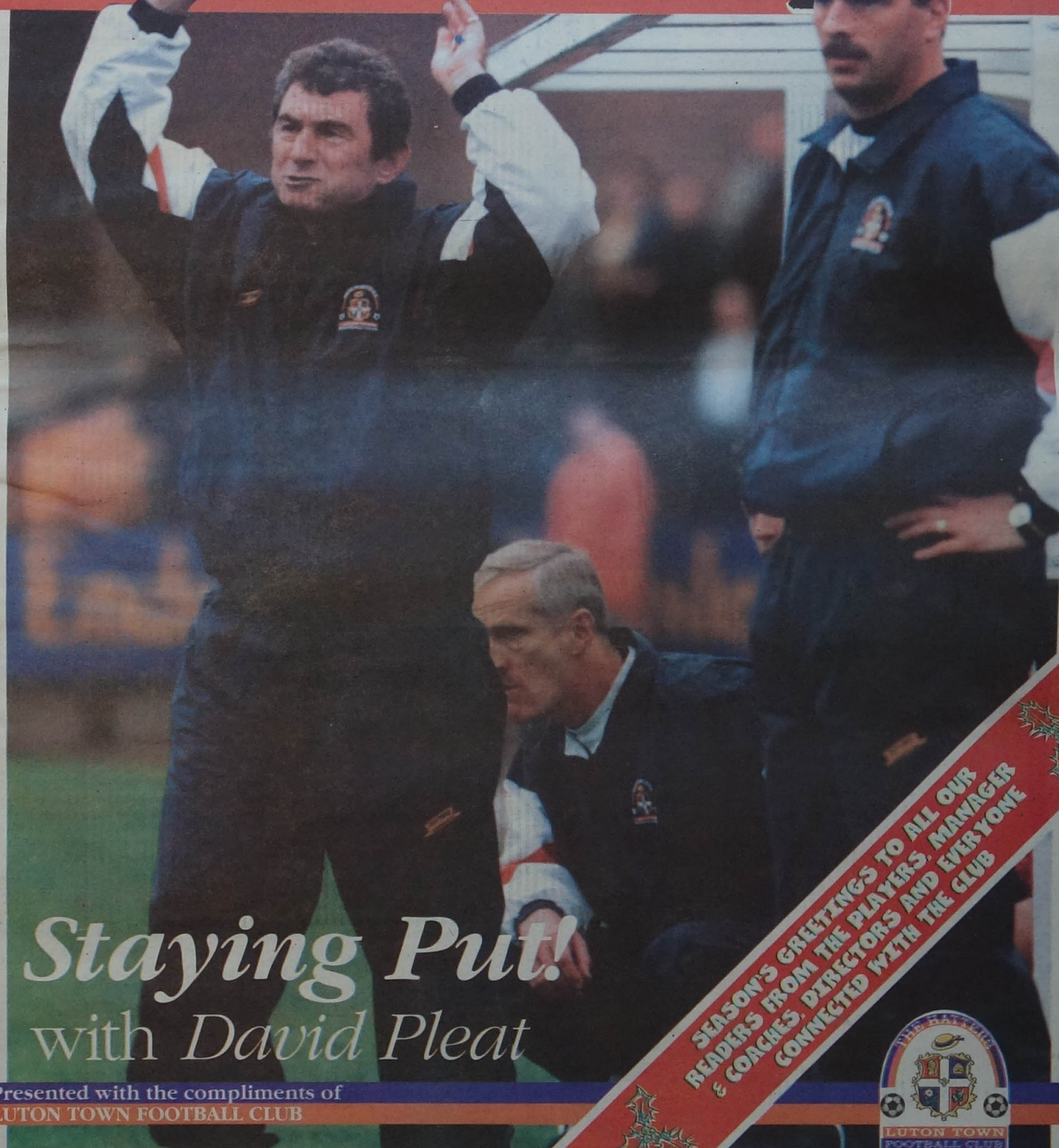


Hatters News



Issue No. 3

Winter 1994



Staying Put!
with *David Pleat*

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Town FC

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Making the Hatters part of the community

COLWYN Rowe is a new face at Kenilworth Road - the 38-year-old former Colchester and Gillingham player is the club's new Football in the Community officer.

Colwyn's job is to work to get schoolchildren from the area involved with the club, with a variety of coaching and other courses which combine the fun side of football with the serious nature of trying to unearth new stars.

"I'm already very busy going round all the schools, and making people aware that there is a new Community Officer at the club," said Colwyn. "We are trying to make everybody in the community aware of Luton Town Football Club and football in general.

"We are going to run coaching courses

throughout the county, and hopefully these venues will be schools. The courses are going to be run on a fun basis but there will be coaching as well, and every child on the courses will receive a free ticket.

"Of course if any good players come through they will be passed on to the coaching department and could progress to the school of excellence."

Married with three children, Colwyn is from Ipswich, where he was employed by the Suffolk FA in a similar capacity.

Colwyn Rowe would like to hear from any qualified FA coach wishing to work on Luton Town's 'Football in the Community' programme. You can phone Colwyn at the club, or write to him c/o LTFC, Kenilworth Road Stadium, 1 Maple Road, Luton, enclosing a CV.

If you haven't tried the Junior Hatters Saturday Club yet, then why not come along and join in the fun before every Saturday home match! The fun starts with football, followed by a hot lunch, and then on to the game to cheer on the Town.

It only costs £3 for season ticket holders and £6 for members, so why not get mum or dad to give the Kenilworth Road ticket office a call on (0582) 416976. And the popular Junior Hatters Travel Club is now taking bookings for forthcoming away matches. The Travel Club has proved very popular, so book early to avoid disappointment.

TICKETS are still available for the JUNIOR HATTERS CHRISTMAS DISCO, to be held at Rumours (courtesy of Mick Harford) on Tuesday, December 13, from 7 to 9.30pm. Luton Town players will be there, and tickets cost just £2, available from the Kenilworth Road ticket office.

ALL Junior Hatters can claim a £1 discount when they play Lazer Quest at Park Square, Luton, on production of their Junior Hatters membership card.



A happy group of youngsters at the Hatters' Saturday Club where its guaranteed fun for all.

COURSES

The Hatters organise many interesting courses. Every Thursday afternoon there is a Luton Town F.C. club tour - aimed at boys and girls aged from five to sixteen. Starting at 4pm it includes a visit to the changing rooms, to the ticket office, down the tunnel onto the pitch and the chance to meet a Town player. It finishes with a burger and chips and a soft drink. In all the tour takes about an hour and costs £5.

There are several excellent coaching clinics, too, and these are for boys and girls, regardless of their footballing ability. Luton Rugby Club is the venue for a beginners' course (for boys and girls 5-11 years old) starting on Sunday January 1 and during the Christmas holiday period there are coaching courses for 5-14 year olds at Ashton Middle School Dunstable, Robert Bloomfield Middle School Shefford, Woodland Middle School Flitwick and Brooklands Middle School Leighton Buzzard. All the Christmas courses include a free match ticket. The Dunstable, Flitwick and Leighton Buzzard courses cost £15 and the Shefford course is £10, Ring Colwyn Rowe for full details.

DAVID PLEAT: Why I said 'No' to Tottenham

OVER the years Luton fans have become resigned to seeing their favourite players snapped up by the country's top clubs, because the Hatters have been unable to turn down the sort of offers that guarantee financial survival.

From Malcolm Macdonald to Mark Pembroke star players leaving has become almost a fact of life at Kenilworth Road, which made Friday November 11 all the more satisfactory for Luton followers well versed in how to say goodbye. This time, though, it wasn't a player who was given the chance to move up the ladder. It was the manager,

Following the departure of Ossie Ardiles, Tottenham Hotspur had offered the role of General Manager to David Pleat, a chance for the Luton boss to return to White Hart Lane, where he had led Spurs to the 1987 FA Cup Final, a League Cup semi-final and third place in the championship.

But after much speculation and "will he, won't he" questions Mr Pleat said he was going to stay. It was a clear choice between business suit and tracksuit and he was not ready to relinquish his close involvement with team affairs.

"It was a fascinating couple of weeks" he recalled, "The staff at Luton were superb, and obviously I had a very big postbag. I can honestly say that didn't sway me, though. For me it was a very simple decision.

"I simply didn't feel that this was the time to give up the tracksuit and my handling of team affairs. The post that was offered by Tottenham isn't one that suits me at this moment in time. It was important that the situation was handled properly and I think in cases like this the media induce the speculation and you have to answer the questions they are asking, but I was given time to think

Tracksuit before business suit

about the role. "It was more as an overseer, not necessarily trouble-shooter, and then that relationship between the man on the field and the man in the office has to be absolutely spot-on. Indeed, the man who makes the decisions regarding the staff has to be the overseer."

No sooner had the Tottenham talk settled down than Aston Villa and Ron Atkinson parted company. David's name was in the news again but this time the Town board refused an approach by Villa and minds could concentrate on Luton's prospects in Division One. A strong position has largely been built on an excellent away record, but the 2-0 victory over Portsmouth indicated that more home points will be collected.



"We've had some wonderful support away from home" said Mr Pleat, and there is no question now of me 'having to count hearts' before we set off on the bus for away games.

"We have a resilience and determination as well as improved team play. I have said all season that some of our home results didn't do us justice. Barnsley beat us with a better all-round performance but apart from that game we've had enough chances and enough of the play to have got better results. Now we must learn to relax and be more precise when those elusive chances crop up at home.

"Middlesbro' and Wolves are currently favourites to win the league, but our experiences against them make us feel the race is wide open."

Ceri Hughes apart, the Hatters haven't suffered too badly with injuries and with Des Linton and Tony Adcock returning to fitness there will be more competition for places. Gary Waddock has impressed on loan and may become a permanent fixture but the manager must still make do with what is essentially a very young squad as he looks forward to 1995.

"The club has a unique feel about it" he says. "We have arguably the lowest wage bill in the division and only seven of our players - Preece, Linton, Oakes, Marshall, Adcock and Barber - cost any transfer fees. It is the spirit generated by players who have come through the system that gives the club the warmth and the energy to enjoy the challenge of proving that clubs can be built and run properly, provided they are supported from time to time by the custodians of the club.

"I'm sure the club, as it stands at the moment in all departments, is moving forward to better things and I hope there are people out there who would like to help the club in a material way. If they come in and help the board match the ambitions of the staff together we could get Luton Town FC back in the spotlight."

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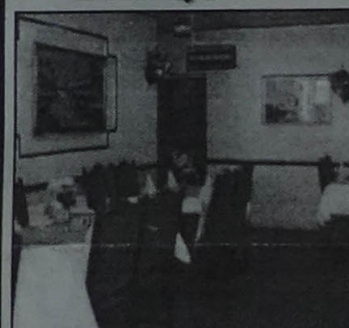
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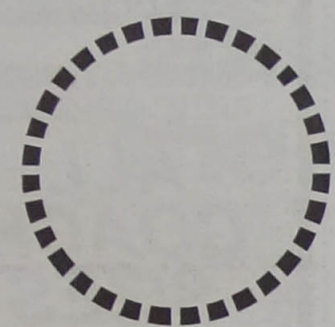
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Merry Christmas and Happy New Year from everyone at Luton Town Football Club

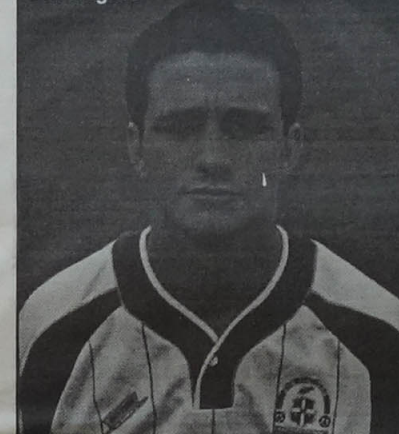
How Unlucky Can You Get? 'Same Again' Injury keeps Ceri out, but Tony's Rarin' to Go!

It's a very lucky footballer who manages to complete his career without at least some time on the injured list. It's all part of the game but two Luton players have had more than their fair share of bad luck this season. They are Ceri Hughes, who will be out of action until February, and Tony Adcock who spent much of his first three months with the Town in the medical room.

Welsh international mid-fielder Ceri will have to be patient until he is allowed to train again, but Tony is now hoping his unlucky spell is well and truly behind him. He made his first competitive appearance in a Luton shirt when he turned out for the reserves against Wimbledon reserves last month.

Although it was only a second team match Wimbledon fielded a side bristling with players who have Premiership experience including ex-Luton favourite Mick Harford. The Dons won 4-2 but Tony didn't mind too much about

Ceri Hughes



finishing on the losing side. What delighted him was the fact that he stayed the pace for the full ninety minutes.

There was a slight recurrence of the back problem and as a precaution he was left out of the next reserve game, but his rehabilitation programme goes on.

Tony, of course, joined the Town from Peterborough just before the start of the season. He was Posh's leading scorer in each of the last two seasons and was expected to challenge strongly for a first team place at Kenilworth Road. Then came that run of injuries, picked up in training.

"Of course you pick up the odd injury, but to get two consecutively that put you out for more than two months is really bad luck. Injuries do come 'back-to-back' as you put pressure on another area of your body, compensating for the first injury but it's never happened like that before and it was quite depressing watching the rest of the lads train. I'm so happy to be involved again.

"Obviously it made it worse as I had just arrived at the club. Some of the lads pulled my leg a bit, kidding me that that was why Peterborough let me go. You always want to impress at a new club so now I have to roll up my sleeves and really show what I can do.

"I've watched a few of the games and have been very impressed. Personally I don't think there is anyone in the division we should fear. I'm confident we'll get the home form going. There isn't one outstanding team, and the

mood in the dressing room is good. The lads are saying that they always tend to be slow starters and that come Christmas they'll really hit top gear.

"If we can be up there after the Christmas games then you never know..."

For Ceri Hughes Christmas will be spent off the field, and his thoughts will probably take him back to Boxing Day 1990 when he limped off the field after 20 minutes of the game against Grimsby. He was side-lined for a lengthy period and was replaced in the first team by Mark Pembroke.

"The latest injury happened in exactly the same place on the field as the last one - on the halfway line in front of the dug-out" said Ceri. "Hopefully it won't take as long to heal this time. It was exactly the same feeling and I knew something was wrong.

"The specialist tells me there will be no need for an operation. It's just a partial tear of the ligament, but I am wearing a knee brace most of the time to keep the leg straight. It's uncomfortable but better than having it in plaster.

"I'm trying to keep as fit as possible in the gym but it's been a big blow because I had just got my place back in the first team in my favourite mid-field role."

Ceri was virtually an ever-present last term but this season, even before his injury, he missed three games after being sent off in the Coca-Cola Cup at Fulham. "For the next few weeks I've got to try

Tony Adcock



and get a full bend of the knee. Once I can do that I'll be able to start building the muscle up again. I can't wait for February for that should see me back in action again, ready to make my come-back."

Let's hope he makes it in time for the promotion push!

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Safety First

Before the dreadful Hillsborough tragedy policemen were hired to look after all aspects of crowd safety, ground regulations and public order. Club stewards' responsibilities were to cover all exits, stairwells and to generally assist the public. But after Hillsborough Lord Justice Taylor made many recommendations about policing and stewarding, causing considerable changes in the role of stewards, what they do, how they do it and how they are trained.

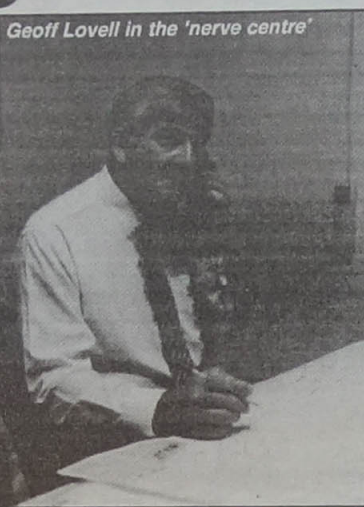
At Luton, during the last two years, following consultations with Bedfordshire Police, stewards have taken over several of the duties previously carried out by police, resulting in a reduction in police presence at Kenilworth Road and an increase in the number of stewards.

Stewards at Luton are now responsible for all aspects of safety, searching and enforcement of ground regulations. There are always policemen present to assist if necessary but in general the police are responsible only for public order.

On a match day we employ between 97 and 110 stewards, depending on the fixture. These are divided into three groups:

Safety Stewards (in orange coats) whose role is to monitor all aspects of safety. They report directly to the Safety Officer.

Search stewards: These are responsible for searching spectators to ensure no prohibited articles are brought in. It is a random search, at the steward's



discretion. By no means is everyone searched,

Ground stewards: General duties within the stadium

A steward's basic duties are: to control or direct spectators entering or leaving the ground; to recognise crowd densities, signs of crowd distress and crowd 'dynamics' to ensure safe dispersal of spectators; to patrol the ground and deal with any emergencies (raising alarms, tackling early stages of fire); to staff all entrances and exits, especially exit gates which are not continuously open while the ground is in use; to assist police as appropriate and to undertake specific duties in the event of an emergency.

All supervisors and safety stewards carry radios and are in constant touch with the control room. Luton Town FC employ Special Events Security Services to supply stewards, the majority of

By Luton Town FC Safety Officer Geoff Lovell

whom are drawn from the local area. We place great emphasis on training. All stewards MUST attend a one-day course at the club. These are run three times a year, plus a special course for safety stewards.

A training day covers emergency procedures, evacuation plan, ground regulations, fire procedures and use of extinguishers, medical facilities, the Football Spectators Act and Public Order Act, searching procedures and ejection (when necessary) of unruly spectators.

Stewards should be between the ages of 18 and 55 and physically fit. They must be smartly dressed (no jeans or trainers) and they must be polite, but firm.

If you are interested in becoming a steward contact **Geoff Lovell** at the club on **01582 411622** or speak direct to **Special Events Security Services** on **01494 515050**



Ensuring safety and security

A TYPICAL MATCH-DAY IN THE LIFE OF A LUTON TOWN FC STEWARD

12-12.45pm	Arrive at ground, sign in and get a cup of tea!
1.00pm	Briefing by Safety Officer and chief steward, including any comments from incidents at the last fixture. This is followed by deployment to respective areas. Safety stewards receive separate briefing, covering relevant safety aspects.
1.30pm	Gates open - first spectators arrive. Stewards check all safety aspects and monitor them throughout the game. Ground stewards will assist supporters, guiding them to their seats, keeping walkways clear and generally monitoring the crowd.
3.00pm	Kick-off. Crowd monitoring continues,
3.45pm	Half-time interval. Stewards patrol beneath the main stand to deal with people smoking. Unfortunately there are still some fans who insist on smoking.
4.00pm	Back to crowd monitoring.
4.45pm	Final whistle - assist people to leave quietly and deter any threat of pitch invasion etc.
5.00pm	De-briefing and stand-down.

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A DREAM can BECOME REALITY!

Luton Town have unveiled plans to build a new indoor stadium, with a moveable grass pitch, similar to the Pontiac Silverdome in Michigan, USA, a venue for this summer's World Cup Finals.

The Hatters have made no secret of their desire to leave Kenilworth Road where the council lease runs out in May 1996, with the council highlighting a site near junction 10 of the M1 for their relocation.

Town chairman David Kohler has released details of a £30 million project, which will involve a new multi-purpose indoor stadium that will seat 20,000 people, with a moveable grass pitch.

The plan is to divide the pitch into nine sections, taking between three and five hours to move in and out, with the 350-tonne trays being moved on hovercrafts.

Favourable response

Mr Kohler has presented his plans to both the Football League and Football Association, and says he has met with a favourable response to the project, which would take around three years to complete.

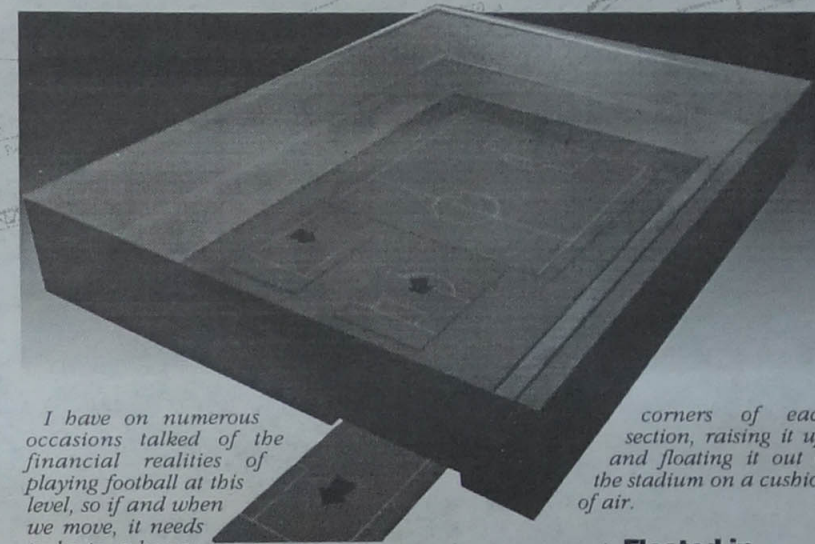
News of the stadium plans hit the headlines in October, and discussions have been continuing since then over a possible site, with a great deal of interest being shown in the moveable pitch plans.

Mr Kohler has made the following statement to fans:

"As many of you know, we at Luton Town have a dream that one day we can move from Kenilworth Road, our home for the past 90 years, into a new stadium. The reasons for the move, apart from our lease running out in 1996 are obvious to all who have visited our ground.

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I have on numerous occasions talked of the financial realities of playing football at this level, so if and when we move, it needs to be to a home

that can be used far more frequently than the 25 or so home football league and cup matches every season.

We could not afford to build a standard four stands and grass pitch football stadium, like say Millwall, and I would not be party to any scheme that would place a heavy debt burden on this football club which already struggles financially.

The 'Koblerdome' dream has evolved because of the necessity to utilise the facility for more than just football, provide better facilities, both for the team and you as a supporter, and as a consequence provide the much needed leisure facilities that the town of Luton currently does not possess.

Football stadia in this country are in the main only used for professional football. This is because of the unpredictability of the weather. Even if the occasional pop concert is held, it normally results in damage to the playing surface.

We are now able to pioneer the future. To solve the weather problem is easy, put the stadium indoors. This has worked effectively for many years in America and other far-thinking countries.

This problem solved, we are only left with how do we provide a top quality playing surface for the football team.

I am delighted to advise you that we at Luton Town Football Club have patented the first commercially viable moveable sectioned natural grass playing surface.

The essence of the system is that the pitch is divided into nine large trays (each measuring 34m x 24m, and weighing approximately 375 tonnes), and each capable of being moved by four small hovercraft manoeuvring under the

corners of each section, raising it up, and floating it out of the stadium on a cushion of air.

Floated in

It is intended that the pitch will actually live outside of the stadium and will be floated in, taking approximately five hours to set up for football matches, or indeed any other activity requiring natural grass.

This system of course has many uses and I have already had considerable interest from other professional bodies, including Premier League clubs who would seriously consider using our technology.

At the moment I am not able to confirm exactly where the 'Koblerdome' will be sited, however the N.I.M.B.Y.'s are already mobilising themselves.

It is up to you, the fans, to help the club to move. I have seen the 'Kobler Out' campaign in the past, now is the time for the 'Koblerdome In' campaign.

On my office wall, I have a picture of the proposed 'Koblerdome' with the words: "If you will it, it is no dream". Together we can make it a reality".

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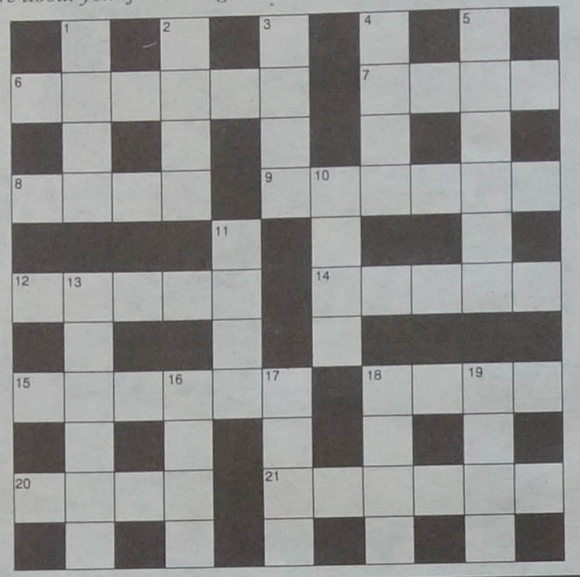
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Junior Hatters X-Word

Here's another crossword puzzle for junior football fans to solve. See how long it takes you to complete it. It has a very strong football flavour but not all the answers are about your favourite game.



ACROSS

6 Sumname of Luton Town FC chairman (6)
 7 After a tough tackle a player may be this (4)
 8 Unpleasant creature you find in the garden (4)
 9 Luton forward signed from Peterborough (6)
 12 Sweet sounding boss at Tottenham (5)
 14 Luton Town FC coach (5)
 15 What you'd live in at a holiday camp (6)
 18 A player does this when he scores (4)
 20 The best teams always have one (4)
 21 Famous Luton manager in the Forties and Fifties (6)

DOWN

1 Good when it's one of ours; not so good when it's one of theirs! (4)
 2 A linesman has to have one (4)
 3 Fouls can be expensive in the penalty ---- (4)
 4 Another word for being fashionable (4)
 5 A bullet that shows up in the dark (6)
 10 An American coin (4)
 11 This sort of kick doesn't cost anything (4)
 13 A team faces this sort of battle when its losing (6)
 16 The ball's out of play when its over this (4)
 17 It goes out and comes in at the seaside (4)
 18 Nil (4)
 19 The offside ---- often foils forwards (4)

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Your View

Letters from the fans

In the last edition of Hatters News we asked supporters to send us their views so that we could publish a lively letters page. There was a good response, including one from a fan in France. Letters do not have to be about Luton Town FC but they must be about sport (football preferably) and must bear the writer's name and address. These will not be published if the writer asks for anonymity.

Teaching the French a lesson in good watching manners!

SIR: I have just read the second edition of Hatters News which my dad sent me and I would like to say that it is a great idea and I wonder if you could send me a copy every time a new one comes out.

As you can see from my address I don't live close to the Kenilworth stadium (when I was young we called it Kenilworth Road!). Anyway, to continue my letter, last Spring I came to England for my holidays - the same time that Luton were playing their FA Cup semi-final match against Chelsea. I didn't get to the game but I did manage to see it on television.

I also got to see Luton play a league game against Crystal Palace and also against Wolves. Luton lost both those games but it was great to go back to Kenilworth Stadium after so many years of absence. The last time I had seen a game I was standing at the Oak Road end.

Singing

What really amazed me (and you can see how things have changed in England) was the crowd behaviour. I just couldn't get over it. At both games I estimate there were between two and three thousand away supporters, but there were no fences, no aggro and no fights. Just a lot of singing and a few policemen.

It's great to see things back as they should be. Here in France there are still lots of fences etc at top clubs' grounds. Perhaps one day things, and people, will change here. People I know over here in France often make comments about English "stades" (Stadiums) not having any fences or barriers to keep fans apart. Let's hope it stays that way. I'll close by wishing all the best to the Hatters for the 1994/95 season.

"Allez Les Hatters"

Simon Coggins
 Sannois, France

Simon is a printer who has lived in France for the last 7 1/2 years

David Kohler: no longer a 'villain'



Flavour of the month

SIR: I don't want you to print my name or address because I don't want to be accused of creeping. I want to pat Mr Kohler on the back.

Not so many months ago the cry was "Kohler OUT" and on occasions I have to admit that I joined in.

Now that the Hatters are doing so much better (thank goodness) I don't hear that cry any more. In fact, with Mr Kohler's plans for an all-purpose "Kohlerdome" the 'villain' is turning into a 'hero'.

I for one am looking forward to watching matches at the new stadium when it is built. Hopefully they will be Premiership games.

Name and address withheld

Too many over-paid 'foreigners'

SIR: I know we are in the Common Market but I think there are too many 'foreign' players in England. Some of them are good but some are no better than the 'home-grown' variety.

For managers to bring so many players from foreign countries is unfair to our own players, although I appreciate that some English players (Gazza, Platt, Lineker, etc) go abroad to make their fortunes - but they are extra-skilled performers.

I read somewhere that one non-British player with a Premiership club is being paid more than £20,000 a week - and his club isn't doing very well. That is a ridiculous wage for playing football. I'd be more than happy to play football for £20,000 a YEAR. That would still be a good bit more than I'm getting now!

Name and address received

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Meet the Directors No.2: Cliff Bassett

Cliff flies high but avoids the spotlight

Every Luton supporter knows that Universal Salvage Auctions are - and have been for the last three seasons - the Hatters' shirt sponsors. Not so many know that the chairman of Universal Salvage is also a Town F.C. director.

There is a good reason for that for Cliff Bassett, the man in question, is one of football's quieter people. He prefers a place in the background rather than in the limelight but that doesn't mean he takes his responsibilities anything but seriously.

His decision to join the board a year ago was not taken lightly and it was certainly not made for 'prestige' purposes. "Until my company became sponsors I wasn't a regular Luton supporter. I watched them occasionally with my friend Chris Green but I wasn't heavily involved. "Chris and I were invited to become directors at

Ham United. In fact he was such a keen footballer as a youngster that he turned down the chance to attend a local Grammar School because they played rugby and not soccer!



the same time. When we were approached the club was having some financial problems. We were able to help in that direction but even then I didn't join the board until I had given it a great deal of thought. There's no point in doing anything half-heartedly. "Now I think we have helped bring some stability to the club and, equally important, have eased the burden of responsibilities from David Kohler."

The vast majority of football directors are successful, comfortably-off businessmen. Cliff Bassett falls smoothly into that category. Not so many can claim to have actually played the game at anything but the very lowest level. That is a familiar criticism. Mr Bassett is an exception to that rule for he can look back on a satisfying few years as an amateur centre-forward, playing for Walthamstow Avenue, Woodford Town and East

Meet the Directors

Today Cliff heads the largest vehicle salvage company in the country. His empire has grown from a small garage opened in Luton 30 years ago to an organisation with depots all over the UK and headquarters in purpose-built premises in Wootton, near Bedford.

Originally a printer (he served a comprehensive seven year apprenticeship) his love of cars "especially VW Beetles" tempted him away from a promising career in print. It was a gamble, but once the decision was made he never looked back and Luton Panelcraft, as it was then known, flourished and finally matured into Universal Salvage Auctions.

A Londoner by birth, Cliff's family were Arsenal fans. "I watched them, too, when I could, but considering that some weekends I was playing two, sometimes three, times I didn't see them that often!"

Now, of course, Saturday afternoons are spent cheering on the Hatters. "Things at Kenilworth road are more stable now" he says "but we really do need to attract more people. A reasonable break-even gate would be 9,500. We're a couple of thousand below that at the moment."

What are his thoughts about a new stadium? "David Kohler is working hard on that but I believe that with better facilities and a brand new ground we would be able to attract crowds between fifteen and twenty thousand. We could also stage other profitable events. That, in turn, would mean we could enhance our playing strength."

Theatrical view

Currently one reason Luton's gates hover between seven and eight thousand is the lack of convenient car parking facilities.

It would be helpful, says Cliff, if businesses with car parks in the locality of the ground would offer parking facilities on match days. "With proper security arrangements this would help considerably" he says.

Cliff likens football to the theatre - after all, it is a branch of show business. The theatre has audiences watching what goes on on the stage. Football has crowds watching events on the pitch. The theatre has an important backroom staff - scene shifters and stage managers - and football has an equally vital 'supplementary' staff. Actors and actresses can be emotional and temperamental. Footballers, especially the younger ones, can also have traumatic problems and need to be listened to sympathetically.

He makes another relevant point when he says that when a businessman or workman has an offday

Remember - we all have off days

he isn't exposed to the abuse a footballer endures when his performance isn't up to scratch. "Spectators expect players to perform at their peak all of the time and they can be cruel with their criticism. How would they react if seven thousand people saw them make a mistake while they were working? Probably not very well!"

He also shudders when he sees the results of some of the knocks players take as a matter of course. "Chunks kicked out of their legs, heads and faces cut and scarred. It's tough out there, but fortunately not as rough now that referees are stamping out a lot of the more dangerous tactics."

We all know what attributes we look for in a player, but what makes a good director? In Cliff Bassett's words "an awareness of the supporters' passion for the game, a readiness to give up a good deal of leisure time, the ability to instil business thinking into everyone concerned with administration and a preparedness to treat footballers as people and not robots."

He views the Premiership and talk of a Super League with some apprehension. "These things stack the odds against clubs in the lower divisions, both in the matter of keeping their best players and attracting bigger crowds. It doesn't make for an easy life for the smaller fry."

Cliff Bassett is one of those lucky men who have never seen working as a necessary evil. "I've enjoyed every moment of my career so far and if you enjoy what you're doing you stand a good chance of being successful."

Apart from football how else does he spend his spare time? "Flying, I just love it. I'm lucky enough to have my own plane and I'm a qualified pilot."

But while he spends as much time as he can up in the air his business philosophies are very much down to earth. His experience, his attitude and his business acumen are assets the Hatters have quickly learned to appreciate.

Awayday Achievements



John Hartson beats the unfortunate John Dreyer in the recently televised victory at Stoke City.

The 'ever-ready' Dwight Marshall is ready to pounce for his goal at Wolves in front of the jubilant Town following.



Kerry Dixon heads the Town's third goal in the good away win at Sheffield United.

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Town testers...

Our soccer quiz in the last edition of Hatters News again attracted entries from a very wide area - another indication of the fact that Luton Town FC fans aren't all concentrated in Bedfordshire

By chance, the first all-correct entry to be drawn out of the straw boater was, as was the case last time, sent in by a lady. She is **Julie Nichols**, of Kempston, and she will receive tickets for the **League game of her choice** to be played at Kenilworth Road stadium.

The correct answers were: 1, Sam Bartram; 2, 1985; 3, Grays Athletic; 4, Richard Bird; 5, Ron Baynham; 6, Scott Oakes; 7, Brentford; 8, Mansfield Town; 9, Raddy Antic; 10, Rose Bowl Stadium, Pasadena, Los Angeles.

This time several of the quiz questions are designed to test your knowledge of the Hatters' recent history. See how you get on, and send your answers, with your name and address, to **Soccer Quiz (AEM)**, 433, Luton Road, Harpenden, Herts AL5 3QE. First all-correct entry out of the hat will win two tickets for a League match at Kenilworth Road.

Now, put on your thinking caps and answer these:

- 1: One of Luton's most versatile players in the 40's and 50's was born in Malta of Scottish parents. Name him.
- 2: In 1959 a Luton Town player was voted Footballer of the Year by the Football Writers' Association. Who was he?
- 3: A chairman of Luton Town FC in the 80's is now one of England's most outspoken Members of Parliament. What is his name?
- 4: The late Harry Haslam was Hatters' manager from 1972 until 1978. He left to take charge of a Northern Club. Which was it?
- 5: The Hatters are currently planning a new stadium. There were also serious plans to move in the 1980's. This would have involved relocation to another city. Which one?
- 6: Malcolm Macdonald was one of Luton's most illustrious goalscorers. He was signed from Fulham for less than £20,000 and transferred a couple of years later for £185,000. To which club?
- 7: Brian Stein, a popular Luton star in recent years, was a regular goalscorer. From which non-league club did he join the Town?
- 8: Andy Pettersen, Australian goalkeeper, moved on from Luton during the summer. Which club did he join?
- 9: Talking of goalkeepers, Kelvin Davis, a young 'keeper who has gained experience 'on loan' this season, made his Luton debut in the first team at the end of last season. Against which club?
- 10: Luton forward Tony Adcock has had two separate spells with the same club. Which one?

THOSE WERE THE DAYS Sir Stanley Matthews

England has produced a host of world-class footballers, many of them thrilling crowds long before the present era, in which even lesser stars can, and do, command salaries of thousands of pounds a week.

Were those men who were more than content to play for wages just a few pounds over the national average better than those who perform in today's 'millionaire' environment?

That's a hypothetical question, obviously. Would Manchester United's Busby Babes have beaten the current Old Trafford crop? Would Joe Louis, an immensely popular American heavyweight boxing champion beaten Mohammad Ali in his prime? Is Brian Lara a better batsman than Jack Hobbs? Would Pete Sampras have been given the runaround on the tennis court had he come up against Britain's best - Fred Perry? And who would have come out on top in a golf match between Nick Faldo and Henry Cotton?

Interesting topics for debate, but impossible to resolve.

Familiar names

To many younger readers the names of Louis, Hobbs, Perry and Cotton will mean very little. They are probably more familiar with the names of soccer stars of yesterday (and the day before yesterday) than with the names of pre-war sports giants.

There are so many famous soccer names: Tommy Lawton, Raich Carter, Stan Mortensen, Tom Finney, Nat Lofthouse, Len Shackleton...the list is endless. But one man who shines brightest even in that starry firmament is the one and only Stanley Matthews, a winger who made his League debut as a teenager and was still playing at the remarkable age of 55!

Apart from his brilliant international and League record some older Luton fans will remember Matthews for the brilliant goal he scored for Stoke City against the Hatters in the last match of the 1962/63 season. In typical Matthews style he dribbled the ball half the length of the Victoria Ground pitch before tapping it into the back of the Luton net. He was 47 years old!

Stanley was born in 1916, the son of a professional boxer, and he joined the Stoke groundstaff straight from school in 1930. Four years later he was picked for England, the first of 54 international caps, the last coming when he was 42.

Imagine a 40-year-old playing for his country today!

After the second World War he moved to Blackpool and in 1953, at the age of 37, he won a Cup-winner's medal in a



sensational final against Bolton Wanderers. The game has been tagged 'The Matthews Final' for Stanley inspired his team to stage a thrilling comeback. They won 4-3 after being 3-1 down. Despite his near magical efforts on that brilliant day at Wembley he still insists that he did no more than his colleagues.

Many players would have considered that an appropriate moment to hang up their boots, especially after such a distinguished career, but Matthews was far from finished. He was transferred to his old club, Stoke City, for a nominal £2,500 and quickly repaid that by putting thousands on the gate every time he played.

He was still appearing in League football, though in quieter mode, as he approached his 50th birthday.

Later he was to become manager of Port Vale before taking up the managerial reins with Hibernian of Malta. He pulled on his boots again for the Mediterranean-based club when he was 55.

Earlier this year he told local radio listeners in a sporting interview that he is still very fit for his age and that he goes through a quite rigorous exercise routine every day.

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LUTON TOWN FC Season 1994/95

SAT 13 Aug	West Bromwich Albion	H	EIL	1-1
Tues 16 Aug	Fulham	H	CCC 1 (1)	1-1
Sat 20 Aug	Derby County	A	EIL	1-1
Tues 23 Aug	Fulham	A	CCC 1 (2)	1-1
Sat 27 Aug	Southend	H	EIL	2-2
Tues 30 Aug	Tranmere	A	EIL	2-4
Sat 3 Sep	Port Vale	A	EIL	1-0
Sat 10 Sep	Burnley	H	EIL	0-1
Tues 13 Sep	Bolton Wanderers	H	EIL	0-3
Sat 17 Sep	Watford	A	EIL	4-2
Sat 24 Sep	Millwall	A	EIL	0-0
Sat 1 Oct	Bristol City	H	EIL	0-1
Sun 9 Oct	Stoke City	A	EIL	2-1
Sat 15 Oct	Middlesbrough	H	EIL	5-1
Sat 22 Oct	Sheffield United	A	EIL	3-1
Sat 29 Oct	Barnsley	H	EIL	0-1
Tues 1 Nov	Grimsby Town	H	EIL	1-2
Sat 5 Nov	Wolverhampton	A	EIL	3-2
Sat 12 Nov	Oldham Athletic	A	EIL	0-0
Sat 19 Nov	Portsmouth	H	EIL	2-0
Sat 26 Nov	Swindon Town	A	EIL	3.00pm
Sat 3 Dec	Sheffield United	H	EIL	3.00pm
Sun 11 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			
Sat 14 Jan	Barnsley	A	EIL	3.00pm
Sat 21 Jan	Wolverhampton	H	EIL	3.00pm
Sat 28 Jan	F.A.Cup 4		FAC	
Sat 4 Feb	Oldham Athletic	H	EIL	3.00pm
Sat 11 Feb	Grimsby Town	A	EIL	3.00pm
Sat 18 Feb	Swindon/F.A.Cup 5	H	EIL	3.00pm
Wed 22 Feb	Portsmouth	A	EIL	7.45pm
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 Utd/F.A.Cup 6	A	EIL	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
Sat 8 Apr	Notts Co/F.A.Cup S/F	H	EIL	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		FAC	3.00pm

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Please note the home game with Derby County is now to be played on Sunday 11th December due to it being broadcast live on ITV.

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TALKING POINT

A fact that money can't hide

With one short sentence earlier this season an on-the-ball football commentator put the crazy transfer market into perspective.

"If every manager in the Premiership had £100million to spend on players every year" he said "there would still be, at the end of each season, one team at the top of the table and one at the bottom."

And that's a fact!

Not many English League managers have anything like that sort of money to 'invest', and those who have quickly discover that unlimited amounts of money don't necessarily buy equivalent success. Blackburn Rovers, fortunate in having a chairman with a seemingly bottomless purse, and a manager with considerable experience of life at the top, have a hugely expensive team.

It has cost enough to build and furnish a couple of hospitals and has taken them to the higher reaches of the Premier table. Even so, sides as expensive as Rovers can occasionally misfire - look no further than their inglorious exit from the UEFA Cup at the hands of Swedish part-timers.

Tottenham Hotspur, also lavish spenders, haven't exactly set the world on fire this season, either, and the top divisions are littered with players who cost an awful lot, who continue to cost their clubs an awful lot in wages, yet have either not slotted in smoothly or at best

are unable to command a regular first-team place.

Smaller, poorer clubs can't be blamed if they succumb to the temptation of huge, often unrealistic, offers from the big fish. They need the money, sometimes desperately, and the players, naturally, are keen to play in a higher class for fatter salaries.

Little wonder, though, that long-suffering supporters of these clubs become frustrated when they see carefully nurtured young players moving on before they have properly matured.

Chairman's money

Personally, I have more respect for the manager with limited cash resources who produces a workmanlike team through wheeling, dealing and cultivating local youngsters than for those whose answer to any problem on the field is to rush out and spend another couple of million pounds of the club's, or chairman's money. In my book that doesn't require a great deal of skill.

For a couple of years at least I would like to see a ceiling placed on the amount of money any club can spend in a given 12-month period. If that ceiling was, say, £3million it would put an end to all the sky-high fees currently being paid.

It would stop the half dozen richest clubs monopolising too big

a share of the available talent; supporters of the less affluent clubs wouldn't see their best players moving on quite so quickly and managers and coaches would have to spend more time bringing along their home-grown material. Surely that would be good for the game?

Out-gunned

Additional bonuses are that teams promoted to the Premier League wouldn't necessarily find themselves so massively out-gunned by the millionaire clubs, and the scheme would put an end to the obscenely high fees that have been paid in the last few seasons - sometimes for players of no more than average ability.

Fees at the lower end of the game would be affected, too, so the minnows could at least buy a player without the fear of going bankrupt.

After all, the price of houses has dropped considerably in the past few years, so why shouldn't there be a similar drop in the price of footballers?

I confess I write this as a man who can remember when a £20,000 transfer made headline news. I know everyone (who is working) earns a great deal more money now than in those not-so-very-far-off days, and that times and lifestyles have changed.

So has football. And I'm not so sure that in the matter of transfer fees it has changed for the better.

Old Timer

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In the last edition 'Old Timer' wrote about his favourite stars of the past. This time he hits on a subject many will agree with - but many may not. What do you think? Send your views to Simon Oxley at the club, 1 Maple Road, Luton, Beds LU4 8AW.



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