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Luton Town Football Club SEASON 1985/86

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FACTS AND FIGURES

Record Attendance

30,069 v Blackpool, F.A. Cup 6th Round Replay, 4th March 1959.

1985

Record Receipts

£55,906 v Manchester United, F.A. Cup 4th Round, 29th January 1983.

Record Victory

12-0 v Bristol Rovers Division 3(S), 13th April 1936.

Record Defeat

0-9 v Small Heath Division 2, 12th November 1898.

Most league goals in a season

103 Division 3, 1936-37.

Highest League scorer in a season

55, Joe Payne, Division 3(S), 1936-37.

Most League goals for the Club

243, Gordon Turner, 1949-64.

Most League appearances

494, Bob Morton, 1948-64.

Managers since 1946

George Martin, Dally Duncan, Syd Owen, Sam Bartram, Bill Harvey, Allan Brown, Alec Stock, Harry Haslam.

Honours

F.A. Cup Finalists: 1958-59

Champions: Division 3(S) 1936-37 Runners Up: Division 2 1954-55 Champions: Division 4 1967-68 Runners Up: Division 3 1969-70 Runners Up: Division 2 1973-74 Champions: Division 2 1981-82

1985 (j 1986





Chairman's Message

In our Centenary year the Club feels that it is right to introduce a handbook and hopefully to produce it annually. I understand the last handbook was published in 1962.

The last twelve months have been a traumatic year for the Club - We have been thwarted so far in our attempts to re-locate, which as you know, I believe is fundamental to our long term future, since the commencement of the building of the Relief Road draws ever closer: the sadness of the retirement of Denis Mortimer: the re-building of the Team which enabled us to finish thirteenth in the League: there was pride felt in reaching the semi-final only to have the ultimate prize snatched away from us in the final minutes of that epic game: we had a reconstruction of the Board with four new Directors being appointed, Mustafa Aleyan, Terry Bailey, David Pleat and John Smith: the Open Meetings are a new feature and have proved successful: all those interested know that the stadium is being refurbished, starting with a new synthetic grass surface.

I make no secret of my condemnation of the elected representatives, Members of Parliament, County Councillors and District Councillors, in their lack of determination, effort and resolve with regard to the football Club's re-location and compensation problems, in that they are prepared to allow the Club to move out of Luton. I say this forcibly at every opportunity because the simple facts are, that the politicians will not make any serious attempt to help us re-locate within the Town, nor will they make any effort whatsoever to bring to a successful conclusion the compensation issue which, if dealt with fairly, would enable us to replace all our facilities and amenities in full, thereby enabling us to stay at Kenilworth Road, which the County Council are taking away in the pursuit of building their road behind the rear of our main stand.

The issue at Milton Keynes has now been settled in that we will not be moving there in the foreseeable future. However, our commitment to re-location is undiminished in that the concept of our Club being in the finest stadium in the world, where the family enclosure would be the stadium itself, plus the 2,000 permanent jobs that it would bring to the community and the resultant prosperity, begs the question - if not Milton Keynes, why not Luton?

It was with sadness that the Board accepted Denis Mortimer's retirement. He had been Chairman for nine years and helped in the rescue operation needed for the Club to survive in 1975. He was Chairman when the Club was promoted from the Second Division to the First in 1973/74 and 1981/2 and he appointed the present Manager and Chief Executive and led the Club in a way which was conducive to the success achieved. We wish him well in his new appointment as a Director of Birmingham City Football Club.

On 24th November, 1984 I was elected Chairman of your Club and my first priority was to ensure the financial stability and then to encourage David Pleat to rebuild a team that was at the foot of the League, having won three out of the first seventeen games. He responded with the significant signings of Steve Foster, Mick Harford, David Preece and Peter Nicholas. These signings together with the existing squad enabled us to finish the season strongly and this strength encourages me to believe that there is a real possibility of winning a major honour next season for the first time in our history. Some players in the present squad by the time the season commences will have left the Club and there are four who I would like to thank for their service to us over the last few years. David Moss, Frank Bunn, Wayne Turner and Jake Findlay. They have given us considerable service and enjoyment and we wish them every success with their new Clubs. I am sure many of you would like to know why Hill and Stein did not sign new contracts offered to them on 28th February. The reason is simple. I am at this time the keeper of the Club's future, responsible for its stability. The players were made offers which were generous by any football Club's standards and far exceeded any offer hitherto made by Luton to any player in its 100 years. I repeat that whilst I am Chairman we will only spend what we can afford and we were not prepared to make a further offer, nor will we in the future, to any player who feels his services can be better elsewhere.

I think I have to say, as someone who has supported Luton for nine years, that the proudest, most exciting and most disappointing day so far was semi-final day at Villa Park. The excitement building up to the day with fans queuing for tickets from one end of Kenilworth Road to the other, the electric atmosphere, the tea-urns reminiscent of days gone by and the look in the eyes of the players, staff and fans are things which we have to make sure happen again. The day itself holds many memories and the two which will stick in my mind forever are the hundred coaches leaving Luton for Villa Park together with the boaters and scarves flung in the air in ecstasy when Ricky Hill scored our goal. We all took the defeat in a

way which was epitomised by the performance of the team for the rest of the season culminating, if you like, with the last minute goal against Manchester United to give us our first victory over them for many years.

The Board needed to be strengthened and we felt it right bearing in mind that decisions have to be made daily and weekly and sometimes it is impossible to call Board meetings within 24 hours, that the two Senior Managers in the Club, John Smith and David Pleat, be appointed to the position of Executive Directors. In addition the Club needed two or three entrepreneurs with a love of the game and a desire to see our Club become one of the premier Clubs in Europe. So far we are pleased that Terry Bailey and Mustafa Aleyan have accepted the responsibility of helping us all to build the future. I hope they all enjoy being Directors as much as I do.

In this Centenial year we are introducing a Members Club which is designed to generate income for the Club from supporters who may not necessarily come along on Match days but who at twenty to five every Saturday evening immediately look to see the Luton result. These supporters, and that is what they still are, may still be in the area or may have left the area but for the sum of £25.00 per year can be kept in touch with the Club by way of the Membership Package which carries the following benefits:

The status of being associated with a first class Football Club.

2 free seats as an option to introduce someone new to the Club (subject to availability).

All home game programmes.

Centenary Medal in a commemorative case (available only to members).

Quarterly newsletter.

Members children would be entitled to free membership of the Junior Hatters Club.

The targeted number of Members is 10,000 so if you can join yourself or introduce anybody it would be of great help to our future success.

Finally, thank you all for supporting us in the past and I look forward to you helping us make this particular year - our Centenary year - the most successful in the history of the Club.

David Evans Chairman

Non row

1985





J. R. Smith (Director)



M. A. Aleyan (Director)



R. J. Smith (Director)



R. L. Banks (Director)

E. S. Pearson (Director)



T. W. Bailey (Director)



D. Pleat

1985 (§ 198



COMMENT

by JOHN SMITH, Executive Director

Ever since Alf Common was transferred from Sunderland to Middlesborough in 1905 for the princely sum of £1,000, the transfer fees paid by one Club to another have served one main purpose; the subsidisation of the smaller clubs. The larger clubs who create profits will, rather than pay corporation tax on those profits, prefer to re-invest their money in players and, by so doing, help to subsidise the other clubs within the League. Since those humble beginnings, football finances have lurched from one crisis to another and yet, because of the fundamental changes that have taken place over the last twenty years in financing a football club, one can provide an argument that the diversification that has gone on within clubs has been a great success story for Football, rather than the disaster that many people seem to expect as being the fact. However, this up-coming season could again see headlines of financial crises football in that as I write this article, no television contract has yet been signed with the television authorities and we still as yet do not know what the financial implications of the various actions that are currently taking place by the government will be, or the FIFA and UEFA ban on Football League clubs playing in the World and in Europe.

The European ban on the six English clubs playing in their competitions this coming season will, of course, have an effect on the finances in that the implications of the contracts that those clubs have entered into will have taken into account the opportunity for those clubs to play in Europe and the budget appreciation will also include that factor. The fact that no income will be derived from that source will, in turn, effect the transfer market because those clubs' profits could well be substantially reduced. The effect of that will, of course, be felt right through to the smaller clubs. Those same smaller clubs will have the potential effect of the government's designation order under the Safety of Sports Grounds Act which now effects 3rd and 4th Division clubs. Those clubs will, themselves, not be able to afford the expense of the safety work required, despite the fact that there will be substantial grants forthcoming from the Football Grounds' Improvement Trust. The Football League does not carry substantial amounts of money as financially it only acts, in effect, as a clearing house for receipts for the rest of the League. Its total assets are something around £300,000. It could be that many of those clubs will, rather than bankrupt themselves trying to find the cash, opt to either keep areas of the ground closed, or to take a reduced capacity. This in turn could well effect their finances depending how successful they are in both League and Cup Competitions. Those same clubs would suffer in the event that there is no television contract as their income would immediately be reduced by the £25,000 they currently receive via the contract. Many other clubs' income would be reduced not only by the fee they receive, but also by the effect on their advertising and sponsorship contracts so that the television contract in itself presents the clubs with a great dilemna. Should we accept what we believe is less than the going rate for our product, or should we accept what's on offer because of the consequences of not accepting on our other incomes?

Therefore, the Season 1985/86 could be the financial crossroads for many clubs, with reduced income by way of no European matches and limited transfer fees, coupled with an increased expenditure caused by the additional requirements of the Safety of Sports Grounds Act, together with any other requirements that may be made on the clubs via the Football Association and other authorities and no television contract.

We are in a more fortunate position than many because of the tremendous support we get from Bedford Trucks and our other sponsors and advertisers who support the Club's many commercial fund raising activities. Knowing the value that their customers and employees can derive from their participation will also be assisted by the installation of the artificial grass surface installed by En-tout-cas. This should also provide an alternative source of income for the Club.

So, all in all, once again an up-coming Season will obviously be one of great interest to all concerned and we wonder what the future of Football will hold at the conclusion in May 1986 of our Centenary Year.

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MANAGER'S VIEW

by DAVID PLEAT

Season 84/85 was possibly one of the most exciting and traumatic in our history but the outcome gave me tremendous hope for the future and much personal satisfaction. During a season that started nervously and gained momentum after Christmas all the staff worked hard to achieve success. The players gained many admirers by sticking to disciplined habits whilst persevering with the style of football they enjoyed, particularly through a most difficult period. Many people have asked me what sparked our dramatic change in fortunes and rather than pick out any game or any significant event I would suggest it was the optimism that spread through the club when the Board was reconstituted.

Mr David Evans and his fellow Directors immediately set about coming to terms with the fact that we had suffered long term injuries to both Ashley Grimes and Paul Elliott and we needed strengthening. The opportunity to strengthen our squad enabled me to spend carefully on players whom I felt could benefit the

side by adding experience, balance, fight and determination.

Steve Foster joined the club at the end of November from Aston Villa releasing Mal Donaghy from the Captaincy and enabling me to dispose of the short term defensive measures of the genuine Mick Droy and Colin Todd. Andy Dibble our highly rated goalkeeper prospect from Cardiff had been injured at Man. Utd, he had suffered as a result of a continually changed defensive formation. Soon Les Sealey was to command the position with confidence behind Tim Breacker who had an excellent first season. Foster, Donaghy and Mitchell Thomas also played consistently.

David Preece from Walsall came to give our left side midfield balance and began with the winning goal on December 8th against Villa. The following week we welcomed Mick Harford from Birmingham and a valuable away point was secured by his last minute header at Leicester - the first of many vital goals.

Our next signing Peter Nicholas from Crystal Palace gave the midfield the vital competitive edge that helped release Ricky Hill to regain his confidence to attack defences. Nicholas' first game was in a fine team performance at home to Tottenham and Emeka Nwajiobi suggested in this game that he deserved an extended chance.

The team settled and worked hard for each other. Wayne Turner, Ray Daniel, Frank Bunn, Gary Parker and David Moss who had made valuable contributions were the back up we needed. In the Cup games Wayne Turner and Gary Parker did exceptionally well. Frank Bunn, Stacey North and Rob Johnson all became sidelined with long term injuries.

The Cup Semi Final defeat by Everton served as a further stimulant to the players to maintain their Division 1 status. The home wins against Manchester United, Arsenal and Leicester were outstanding. There is much work ahead and a whole new era beckons as we reach out to compete with the 'giants'.

We thank everyone for their excellent support and pledge to continue to provide entertaining soccer. Football is a great team game and we appreciate all the people from Chairman to lottery agents, from players to tea ladies, from myself and the coaching staff to programme sellers who are determined to help Luton Town succeed.

DAVID PLEAT **Team Manager**

David returned to Kenilworth Road in 1974 after a playing career at Shrewsbury, Exeter and Peterborough and a player-manager spell at the nonleague Nuneaton. After coaching the reserve side for three seasons, David stepped up to take over the managers job in January 1978 when Harry Haslam moved up to Sheffield United. After a couple of near misses for promotion from the Second Division in 79/80 and 80/81, David finally gained promotion by winning the Second Division the following season, when the team lost only 4 games. David can take great pride in his present squad and is particularly pleased with the achievement of the likes of Mal Donaghy, Brian Stein and Ricky Hill - all of whom reached international status whilst at Luton, as did past players Paul Price and Paul Walsh.

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1985- 1986



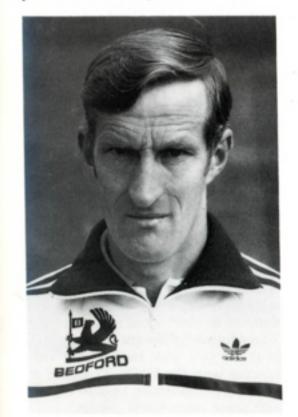
TREVOR HARTLEY First Team Coach

After four years on the coaching staff at Luton, manager David Pleat rewarded Trevor's hard work and dedication with promotion to the main coaching position. Prior to his arrival at Kenilworth Road, Trevor had been national coach in Singapore. He progressed through the "coaching school" at West Ham, where so many present day coaches begin their careers. A former London schoolboy player. Trevor spent a short period as manager at Bournemouth. His strict discipline and motivation has helped mould the team into an imaginative unit and his direction of the younger players has shown positive results.

JOHN MOORE Reserve Team Manager

John made a total of 263 appearances for Luton in a happy spell of nine years and also managed to get on the score sheet, a total of 13 times. He was at the Club in a playing capacity from 1965 until 1974. After a brief spell at Northampton, Milton Keynes and Dunstable, John found himself back at Kenilworth Road as Youth coach.

Born in Harthill, Scotland, John began his playing career at Motherwell before joining the Town in May 1965. Among his team mates in those days was David Pleat. Now Reserve Team Manager, John will be looking to back up the first team squad.





JOHN FAULKNER Youth Team Manager

John joined Luton from Leeds United in 1970 as a centre half who was to become a valued first team player. He joined Leeds after an impressive Cup performance for Sutton United against the Elland Road side. He began his career with the Kent side Craig Wanderers. John was a major influence in the 1974/75 promotion team to Division 1. David Pleat took over as Manager in January 1978 and sold John to Eddie McCreadie's N.A.S.L., side Memphis Rogues at the season's end. John prolonged his career in America and cultivated his interest in coaching. After four seasons he returned and resumed his early career as a surveyor. In recent seasons he has looked after the Bedfordshire Youth Under 16 and Under 18 sides as well as managing Barton Rovers.





JOHN SHERIDAN **Physiotherapist**

Although born in Scotland, John has lived most of his life in and around Luton, having left his homeland with his family as a small boy. The days of the trainer with the "magic sponge" have long since gone and now we lave a breed called "physios" - John is one of the best. Long hours nursing the side lined players back to fitness come natural to John, who since joining Luton Town in 1978, has devoted many a long day in the treatment room. His own footballing career came to an abrupt end after he somehow fell off a bus, he tried minor soccer but decided to concentrate on football injuries and their subsequent treatments - Luton Town are pleased that he did - he's a most popular figure, both on and off the field.





RON HOWARD Chief Scout

Ron joined Luton in July of last year and has quickly become a very popular member of the staff. His playing career was cut short by a very serious knee injury soon after his de-mob and it was then that Ron turned to coaching in the London schools. Some ten years of refereeing, six at Class I, were followed by a full time post at Queens Park Rangers as chief scout serving under a total of seven different managers. On page 58 you can read about Ron's success with the Under-17 squad and their very impressive season together with some remarkable results.

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TIM BREAKER

A hard tackling six-footer who had a very good season last year. His teaming up with Mitchell Thomas at full back certainly helped consolidate the defence. Still only 20, Tim must have a very fine future ahead of him. Signed as an apprentice in July 1981 for the Town. Played only two First Division games in the 1983-84 season, but enjoyed a very influencial role in the reserves during a successful year. From November last year, Tim became the regular No. 2 and after Kirk Stephens, it is nice to see another blond head in the position. Tim was born in Bicester, Oxfordshire.



RAY DANIEL

Ray was born and bred in Luton and can be proud of his progress from the local schoolboys' side through the Youth side to the First Division. Although he has only played a dozen or so first team games, much is expected of Ray as he gains strength to go with his obvious skills. A very quick left sided player who signed as an apprentice in June 1982 and professional terms 15 months later. Ray played his first game at Manchester United in May 1983 and after a short period at Gillingham, he should be a threat to the first team squad again this season.



ANDY DIBBLE

Andy enters his second season at Kenilworth Road hoping to re-establish himself in the goal-keepers position. A bad knee injury at Old Trafford last November forced him out of the first team, but now he is back to full fitness and will be in contention for the No. 1 jersey. Signed from Cardiff City for £125,000 a year ago, Andy has won honours at Under 21 level for Wales. In his Cardiff days he helped them from the third division to the second and then in an outstanding season, kept the Welsh side's interests alive in Division Two. Standing well over 6ft and at only 20 years of age, Andy must have a most promising career ahead of him.



MAL DONAGHY

One of David Pleat's first signings back in the summer of 1978. Mal has proved to be an excellent servant to the Club over the past seven seasons. He has missed only a handful of games since signing and has also collected over 30 caps for Northern Ireland, including the 1982 World Cup Finals. He must be a firm favourite to make next year's Finals in Mexico. Mal started his career at home in Northern Ireland since his move over to Luton has been a model club man and an inspiration to younger members at the Club. Recorded some fine performances last season and hopes to continue as a defender of top quality.





PAUL ELLIOTT

Paul will probably want to forget most of last season, having broken a leg in the Milk Cup tie at home to Leicester last October. That came just after his first Under-21 cap and ruined what could have been a fine season. Signed from Charlton Athletic in March 1983 for £145,000, Paul had settled down nicely into the heart of the defence. Still only 21 years of age, powerful and quick, it will be a pleasure to see him back in the first team after his forced lay off. In his early days at Charlton he picked up eight Youth caps and aroused a lot of interest from the big clubs. Luckily it was Luton who managed to get him from the Valley.



STEVE FOSTER

After a fairly unhappy and short spell at Aston Villa, Steve was brought down to Kenilworth Road in November last year and immediately made captain. He has brought a very welcome stability to the defence and his famous head band has become quite a "trade mark". Steve started his playing days at Portsmouth and followed that with a spell at Brighton where he played for them in the 1983 Cup Final at Wembley. Three years ago he played for England in the World Cup Finals and has been playing recently to that old form. He seems to be enjoying his football so much more now, and with his total commitment to the game, we can expect another fine run of performances from Steve.



ASHLEY GRIMES

Ashley has had an unlucky first season at Luton following his move from Coventry in exchange for Kirk Stephens and £50,000. A problematic sciatic nerve put him out last October and after a spell in hospital is striving to get back into the First Division. Born in Dublin, Ashley has been capped by Eire and is capable of filling most positions on the field. He joined Manchester United from Bohemians during the 1976-77 season and it was from here that David Pleat first tried to acquire his services, but Ashley moved to Coventry instead. So it was second time lucky when the manager finally persuaded him to move to Kenilworth Road. Let's hope he manages an injuryfree season and is pressing for a return to the first team.



MICK HARFORD

A very important signing during last season, Mick led the forward line in his own style to great effect and managed to get his name on the score sheet 16 times. Luton are Mick's fifth league club having started at Lincoln, followed by trips to Newcastle, Bristol City and Birmingham City. It was from Birmingham that David Pleat was able to get hold of Mick for about £250,000 in December of last year. Oddly enough when Mick was at Lincoln, David Pleat had shown a lot of interest in the youngster, but Newcastle snapped him up. He is now a firm favourite at Kenilworth Road and hoping to bag a netful of goals in the centenary season. Mick was born in Sunderland.





RICKY HILL

A big favourite at Kenilworth Road for nearly ten years. Ricky is now entering his testimonial season having signed for the club in November 1975. Many believe he is back to the outstanding form of two seasons ago, when he gained two England caps. Has had some hamstring trouble over the last couple of seasons, but hopefully that all seems in the past. A real delight to watch on his day, Ricky possesses great skills for a big man. Ricky must still rate as one of the outstanding mid-fielders in England and it will be nice to see his talents on the new playing surface. Born in West London, Ricky joined Luton straight from school and has been a most loyal club man since.



ROB JOHNSON

An outstanding future was predicted for Rob when he joined Luton Town and after consistent displays at reserve level he unfortunately sustained a nasty injury on a pre-season match in Finland. After a prolonged operation for badly torn knee ligaments, he fought his way back and made his first team debut against Birmingham City two seasons back. Bad luck struck again at Sunderland and Rob suffered a similar knee injury. Now he is busy reviving his career for a second time and with his outstanding willpower and determination, Rob will be after a place in the mid field. A Bedford boy, Rob is hoping for better luck and an injury free season.



MARK NORTH

Mark must rate as the original utility player having commenced his career at Kenilworth Road as a goal keeper and then moving out to the central defence or central striking position. Joined Luton as an apprentice in June 1982 but he has yet to make his first team debut. Mark spent a loan period at Lincoln City in the Third Division towards the end of last season and naturally is hoping to break into the first team during out centenary year. Not related to Stacey, Mark was born in Ware, Hertfordshire.



STACEY NORTH

A nasty hip injury side-lined Stacey for much of the back end of last season. Now he is back to full fitness and again will be challenging for a first team spot. A young, powerful central defender. Stacey made his first team debut at the end of the 1983-84 season at West Bromwich after a three year stint as reserve pivot. A former Luton bou's captain and a Youth international, Stacey has one of the longest throw-ins in the game today. A local boy, we can expect him to be keen to add to the eight first team outings of last season.



PETER NICHOLAS

David Pleat thought that Peter was much too good a player to be in the Second Division and so persuaded Crystal Palace to let him come to Luton. That was Peter's second spell at Palace, having been at the Arsenal for a season or two. An established Welsh International mid-fielder, Peter has proved to be an excellent compliment to Ricky Hill and David Preece in central mid-field. Like Mal Donaghy. Peter has got his sights on next years' World Cup Finals in Mexico. Signed in January this year, Peter must be looking forward to his first full season, to prove what a useful signing he is.



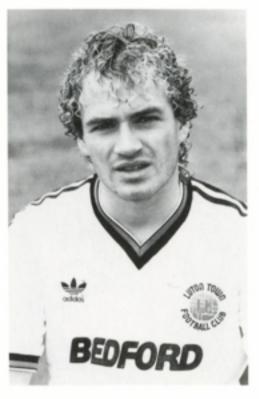
EMEKA NWAJIOBI

Scored on his first division debut against Nottingham Forest back in January 1984. Emeka had only been a professional for four weeks, having joined Luton from Dulwich Hamlet for £5,000. A very exciting and tricky player, who should readily adapt to the new surface. Born in Nigeria, he came to England in 1970 with his family and has now qualified as a pharmacist. An England schoolboy international, he has just returned from his homeland after gaining international caps against other African teams. He is expected to be among the goal scorers again this year after ten senior goals and twice as many in the reserves.



GARY PARKER

Still only 19, Gary has turned in some fine performances for the club since his debut in May 1983. Another of the clubs' youth internationals, Gary was spotted playing for Oxfordshire Boys and signed as an apprentice in June 1982. Gary played an important part in our cup run last season, when Nicholas and Preece were cup tied. Apart from being a very fine, clean striker of the ball, he has an exceptional passing ability, hitting long balls to split defences. Before actually signing for Luton, Gary spent some time training at Loftus Road with Queens Park Rangers, but it is at Kenilworth Road that his future seems set. Should be another of the youngsters threatening the first team squad on a regular basis.



DAVID PREECE

Signed from Walsall at the end of last vear. David soon became a Kenilworth Road favourite with his fine runs from mid-field. David was beginning to attract a lot of interest at Walsall before David Pleat persuaded him to come to Luton, in an exchange deal with Steve Elliott, which puts a value of around £1150,000 on the "blond pocket dynamo". His foraging runs from left side mid-field soon became popular with the crowd and he managed the winning goal against Aston Villa on his debut in December 1984. His strong tackling and firm strike of the ball will mean so much to the mid-field during the centenary season.



LES SEALEY

Signed from Coventry City in August 1983 after an ever present season in their first Division side. An East London boy. Les joined City from school and completed nine seasons at Highfield Road, before moving down to Luton. Injuries to Andy Dibble and Jake Findlay gave Les the goal keepers spot in December last year, and there he remained, clocking up thirtyfour consecutive appearances until the end of the season. An outstanding worker at his game.



BRIAN STEIN

Brian was just a part time player with Edgware Town in the Athenian League when he was persuaded to join Luton in the professional ranks. That was back in October 1977 and since then Brian has become guite a goal scorer in both the Second and First Divisions. Born in South Africa, Brian elected to be considered for England recognition and has since made one appearance for the international side against France in 1984. Another player who should adapt to the new playing surface with obvious skills and talents. He was our leading scorer in the championship season of 1981-82 with 21 goals. Another 21 goals or more this season would be acceptable in most quarters.



MARK STEIN

The younger brother of Brian, Mark is also a central striker with guite a turn of speed. He made his first team debut against Everton in April 1984, but was unable to force his way into the first team during the 1984-1985 season, although he did get a run out at Chelsea towards the end of the season, as substitute. He came to Luton under the Y.T.S. scheme and signed professional forms in January 1984. Small for a central striker but his determination and skills present quite a problem for the opposition.



MITCHELL THOMAS

Rapidly becoming one of the finest full backs in the First Division. Mitchell joined Luton from the Youth Opportunities, signing as an apprentice in September 1981. Made his debut at 18 against Manchester United and has now progressed to be a regular in the No. 3 spot. Tall and elegant, Mitchell has played for the England Youth side and should be continue to put in a series of displays during the Centenary Season, then further honours must surely come. Luton born, Mitchell and Tim Breaker must rate as the youngest pair of full backs and also the quickest and effective.







RICKY McEVOY

Ricky is our newest professional and has been on our staff at Kenilworth Road, since joining as an apprentice in October 1983 at the tender age of 16. Born in Dublin, Ricky has successfully made the transition from one side of the Irish Sea to the other and has settled down very nicely with the club. Although yet to make his first team debut he made over 30 appearances with the Football Combination side last season and has established himself as a very skilful mid-fielder.



MARCUS TUITE

Joined Luton Town as an apprentice from Stella Maris, a local Dublin side, last August. It was in May of this year on his 17th birthday - that he joined the professional ranks, after having been capped by Eire at both Youth and U-19 levels. A very talented mid-fielder, he makes up for his slight build with great control and electric pace. He has become a regular in the reserve team and his probing runs from right side mid-field promises him a very bright future.

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FROM THE COMPANY SECRETARY'S DESK

The new season is once again upon us but this time the usual tingle of excitement is mixed with slight trepidation of the effects on professional football of the Bradford City and Heysel Stadium disasters. Many people feel that football will never be quite the same.

The Government are exerting severe pressure on the football authorities to introduce a mandatory identity card system. A blanket ban on alcohol has been imposed and all league clubs have now been designated under the Safety of Sports Grounds Act.

Whilst I fully appreciate that public opinion insists that football is seen to be taking action I personally feel that many of the suggestions made are merely cosmetic.

Those of us within the game must look seriously at all aspects of professional football and be prepared to make radical changes. Nearly all problems at matches are of a confrontation nature and therefore I think we must now seriously question the wisdom of allowing visiting supporters within our grounds. I know that this affects the innocent along with the guilty but radical steps need to be taken if we are to halt the steady decline in attendances. We all have a responsibility with regard to misbehaviour at matches. I would ask that if you see someone causing annoyance or damaging property, please draw the matter to the attention of our stewards or the police.

Finally, like all our management team I really believe that Luton Town are on the threshold of exciting times. Let us work together to make all our dreams a reality.





APPRENTICES



Paul Lewis



John Kennedy



Sean Farrell

APPRENTICES



Matthew Bowden



Duncan Berry



Marvin Johnson



Ian Scott



Aaron Tighe



Gary Cobb





WHAT HAPPENED LAST SEASON

F.A. Cup Winners : Manchester United F.A. Cup Runners Up : Everton

DIVISION ONE

Champions : Everton Runners Up : Liverpool Relegated : Stoke City, Sunderland, Norwich City

Division Two

Champions : Oxford United Promoted : Birmingham City, Manchester City Relegated : Notts County, Cardiff City, Wolverhampton Wanderers

Division Three

Champions : Bradford City Promoted : Millwall, Hull Relegated : Burnley, Orient, Preston N.E., Cambridge United

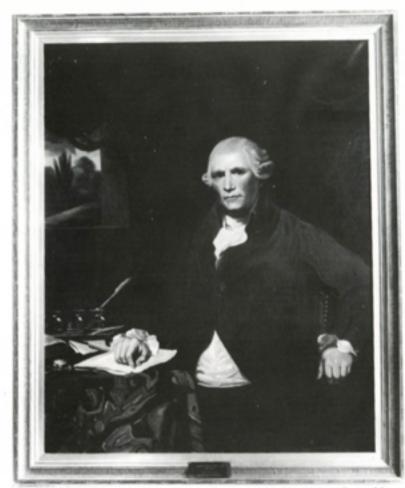
Division Four

Champions : Chesterfield
Promoted : Blackpool, Darlington, Bury
Re-elected : Halifax Town, Stockport County, Northampton Town, Torquay United.

Milk Cup Winners Norwich City

Runners Up Sunderland





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Whitbread would like to congratulate Luton Town Football Club on their Centenary Year and wish them every success for the coming and future seasons.

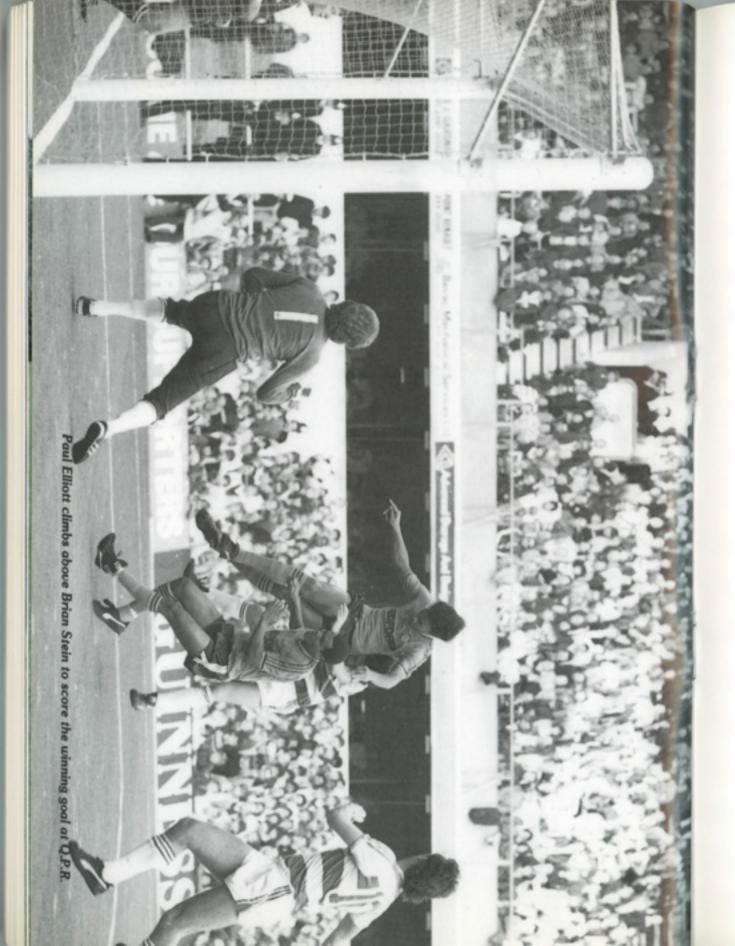
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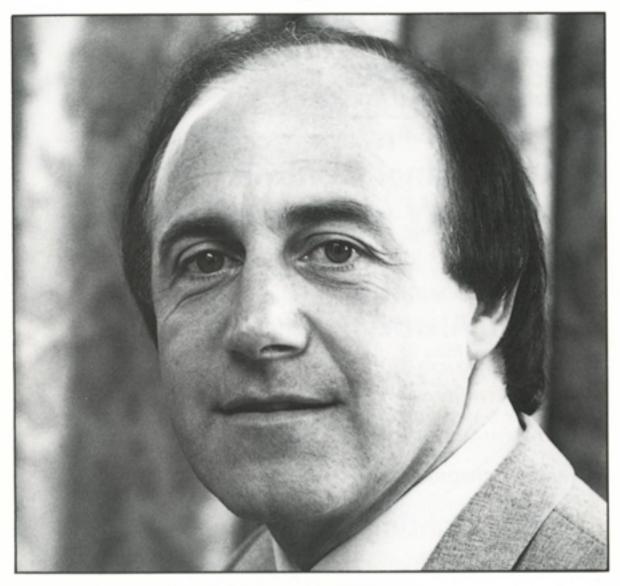
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1985





OUR NEW PITCH

By BILL TOMLINS Commercial Director

Recent developments on our ground at Kenilworth Road - the installation of a synthetic pitch, plans for a roof on the open terrace and the proposals for executive boxes and an expansion of the family enclosure all go some way to show just how much development the club has undertaken in the last few months.

But this is not the full story of the commercial activities of Luton Town by any means although it does reflect how rapid progress has to be to keep pace with the changes taking place in our national game today. When I first joined the club as a Commercial Executive in the 1980-81 season, the football world was

really only starting to realise the enormous possibilities that lay in store if individual clubs made the effort to exploit them. The clubs were also learning that the commercial fulfilment of their assets was going to become a necessity from then on and no longer just a luxury.

I had previously worked as a Sales Director for Tricentrol and indeed helped to pioneer the first shirt sponsorship deal between that company and the club \cdots so I had a very good idea of what sort of possibilities

existed at Luton Town.

In the last five years, we have done our best to work towards exploiting them, aiming always to treat our fans as customers, good clients and respected members of the football club itself. It is our ambition to develop to the point where the club can operate a membership scheme like those run in Europe by Real Madrid, Barcelona or the giants of Milan and Turin.

However, here at Luton, the primary duty of my department is to ensure a solid commercial performance and a good return in support of the playing side of the club. The facts spell that out - with salaries compatible to the average First Division club but our gates only about half the average. Commercial activity has to ensure the shortfall is met.

This is not, of course restricted to just the major match-day sponsors or the major sponsors of the club. My department, for example, takes reponsibility for a range of activities that include television, ground advertising, the match day programme, souvenirs, catering facilities, the new synthetic pitch and lottery and ticket sales.

Television may not cover our league games in the new season, as I write, and this would be a considerable blow to the marketing possibilities of this club. Last season we appeared on television several times including broadcasts to Scandinavia. On such days, we are able to sell more ground advertising for that specific television audience.

In the 1982-83 season, we were televised a total of 22 times - more than Liverpool. Television ensures the club stays in the public eye and projects a high profile for our sponsors whose products and brand

names are features in the ground and across our team's shirts.

Many supporters may think the club's commercial activity is centred around a match on Saturday, but this is not entirely true -- although Saturdays do involve a particularly heavy schedule for myself and my staff as we keep busy servicing our matchday sales offices, greeting arriving sponsors and their guests for a tour of the ground, organising your pre-match entertainment and catering for our club members in our reception suites.

The rest of the week is also full with great effort being made to find ways of improving the smooth running and viability of the club. Our commercial team have, for example been very busy during the close season promoting all the activities mentioned above. I have personally been seeking a sponsor (a word I do not particularly like because it suggests charitable generosity and not a two way deal) for our new synthetic

pitch and renewal in 1986 of our shirt sponsor.

We have to make the best use of the ground and this was a logical development in the club's progress. If we were to build a new stadium for £17 million for example - equivalent to the cost of a supermarket or DIY store - would you expect us to open it once a fortnight for seven months of the year for just five or six hours? The new surface, chosen because it provides the players with the best possible stage for their skills will give us a chance to maximise on our major asset, the ground itself.

One notable spin-off of the rapid development of the commercial side of football has been the involvement of players who, through, their activities as ambassadors of the club, meet a wide spectrum of people and

often go out and speak to an audience or visit factories or retail developments.

This can only be good for both the club and the players, as well as for the business involved. The company can project itself through identity with the towns major international asset, apart from the airport, the club receives favourable publicity and the players learn about the commercial side of business within their own sport.

The days when football was played to packed terraces in old-fashioned grounds and the players themselves were removed from the workings of the club's general activity have gone. Today the players and the supporters are all part of the same club. That is why we have planned improvements for the ground, refurbishing the facilities at both ends during the close season, replacing the pitch, and planning ambitiously for the future.

As the Commercial Director, I want to see Luton Town expanding its activities and working towards a bright future of safety and comfort in the ground and a viable and full commercial life off it.



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HOW IT ALL BEGAN

Firstly, and by way of an introduction, a few words about the history of football in England and Wales. In 1314 Kind Edward II made a royal proclaimation which stopped the playing of the game. He said "For as much as there is a great noise in the City caused by lusting over large balls from which many evils might arise which God forbid, we command and forbid on behalf of the King on pain of imprisonment such a game to be used in the street in future ..."

Association football, as played today, began to take shape at Public Schools and Universities during the last century.

Some interesting dates:-

- 1857 Sheffield (Amateurs) longest serving club was formed.
- 1862 Notts County formed Oldest Football League Club.
- 1863 Football Association (F.A.) established at Freemasons' Tavern, London.
- 1866 First match between London and Sheffield.
- 1871 F.A. Challenge Cup started
 - First Cup Final at Kennington Oval 16th March 1872
 - Civil Service v Manchester United
- 1872 First International Match (Glasgow) Scotland v England. Result 0-0
- 1876 Welsh F.A. established.
- 1878 Referee's whistle used for the first time.
- 1882 Two-handed throw-in introduced.
- 1883 Rigid cross-bar used instead of rope.
- 885 Professional football legalised in England.
- 885 Luton Town Football Club formed
- 887 Record score in F.A. Cup competition Preston North End 26 Hyde 0.
- 1888 Football League formed with 12 clubs.
- 1891 Penalty kick introduced.
- 1895 F.A. Cup stolen from shop window in Birmingham.
- 905 First transfer fee paid £1,000.
- 927 F.A. Cup leaves England for the first time. It goes to Cardiff City.
- 936 Joe Payne scores record 10 goals for Luton against Bristol Rovers.
- 1958 Munich Air disaster. Players and officials from Manchester United killed and seriously injured.
- 1961 First 'double' F.A. Cup and League Championship in the 20th century by Tottenham Hotspur.
- 1962 Accrington Stanley, one of the original members of the Football League disbanded.
- 1965 Substitutes used for the first time in League Football.
- e66 England win the World Cup at Wembley.
- 968 Manchester United first English club to win European Cup.
- 1971 Arsenal do 'double'
- 1972 Leeds United win the Centenary Cup Final.
- 1973 Sunderland win the F.A. Cup (first 2nd division side for 42 years)
- 1974 Football League agree to three up and three down system for divisions I, II and III.
- 977 Liverpool win European Cup and division I championship but fail to do the treble
- 1978 Nottingham Forest (first year back in division I) win the League Cup and division I Championship.
- 980 Northern Ireland win the home international championships outright (first time since 1913/14.)
- 1981 3 points for a win introduced.



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FIRST TEAM APPEARANCES AND GOALS 1984-5

	LEAG	UE		C	UPS	
	Appearances	(Sub)	Goals	Apperance	s (S	Sub) Goals
Breaker	33	(1)		10		
Bunn	17	(3)	5	4		1
Daniel	4	(2)	1	5		
Dibble	13			3		-
Donaghy	42		1	12		4
Droy	2			1		
Elliot P	9		1	3		
Elliot S	12		3	3		3
Findlay	3			1		
Foster	25		1	8		1
Grimes	9			2		
Harford	22		15	8		1
Hilaire	5	(1)		1	(1)	
Hill	39		2	12		3
Moss	17	(3)	7	3	(1)	1
North S	7			1		
Nicholas	19			-		
Nwajiobi	22	(8)	9	6	(2)	1
Parker	13	(7)	1	5	(4)	1
Preece	21		2			
Sealey	26			8		
Stein B	42		9	12		5
Stein M		(1)				
Thomas	35	(1)		10		
Todd	2			1		
Turner	22	(2)		12		1
Own Goal						1



FOOTBALL COMBINATION FINAL TABLE

					Go	als	
	Pla	Won	Dwn	Lost	For	Agst	Points
Chelsea	42	30	5	7	97	38	65
Arsenal	42	27	8	7	117	46	62
Queens Park Rangers	42	25	10	7	104	51	60
Watford	42	23	12	7	99	61	58
Ipswich Town	42	24	6	12	74	42	54
Tottenham Hotspur	42	22	9	11	108	73	53
Luton Town	42	19	11	12	97	68	49
Norwich City	42	15	16	11	75	63	46
Southampton	42	18	10	14	80	86	46
Millwall	42	18	9	15	70	57	45
West Ham United	42	17	10	15	71	56	44
Brighton & Hove Albion	42	15	12	15	71	69	42
Portsmouth	42	13	11	18	45	59	37
Swansea City	42	13	10	19	50	70	36
Oxford United	42	12	10	20	60	86	34
Fulham	42	13	6	23	54	80	32
Crystal Palace	42	12	6	24	57	86	30
Charlton Atheletic	42	12	6	24	55	95	30
Swindon Town	42	11	5	26	43	100	27
Birmingham City	42	9	8	25	40	76	26
Bristol Rovers	42	9	7	26	56	103	25
Reading	42	9	5	28	53	111	23

RESERVE TEAM APPEARANCES AND GOALS 1984-85

	App	Gls		App	Gls		App	Gls		App	Gls
Berry	2		Elliott	1		McEvoy	29(3)	2	Payne	5	
Black	5(1)	1	Elliott S.	4	2	Mokler	1		Preece	4(1)	1
Bone	1	1	Ellisdon	39(1)		Moore	1(1)		Scott	8	-
Bunn	15	2	Farrell	2	2	Moss	18	7	Sealey	5	
Breacker	8	-	Findlay	9		Nicholas	2		Stein M.	40	22
Brerton	2		Grimes	19	2	North M	31	2	Thomas	5	-
Cobb	30(4)	5	Harvey	5(5)	1	North S.	15	-	Tighe	(1)	
Daniel	26	5	Hilaire	7	1	Nwajiobi	13	19	Todd	2	-
Dibble	22	-	Johnson	15		Oldfield	31(7)	11	Tuite	4(5)	
Doughty	3	-	McAlister	4		Parker	16	7	Turner	6	1
Droy	1								Wheeler	1	

Figures in brackets denotes substitute



OUR UNDER 17's WIN THE SOUTH EAST COUNTIES LEAGUE



Youth Team

The 1984/85 season was from a results point of view certainly the best in the Club's history, with only two odd goal defeats in twenty two league fixtures.

This ensured that the South East Counties Junior League title made its first ever journey to Kenilworth Road and as the league has now decided to disband the under 17 section, ours will be the last name engraved on it.

Overall it must said that our defenders made it very difficult for our opponents to break us down, as a result only 23 goals were conceded, and 7 of these came in our two defeats, so a great deal of credit must go to them.

However we also produced some brilliant all round performances along the way, scoring an average of four goals a game, and the highlight was obviously the 13 nil defeat of Oxford United on their own ground early in March.

As they were the only other side to lead the division and in fact only lost runners up spot on the last day of the season, this and the 7-1 home win against them looked even more impressive.

Other highlights were the 7-1 and 4-1 defeats of Spurs and the 7-1 drubbing of Bristol Rovers.

Although this was an under 17 competition almost all our regular side was a year under age and can now play for another two seasons as the age limit is now raised a year.

However this did mean giving a tremendous age advantage to our opponents when we competed in the Cup competitions which have always been at under 18 level.

With only one player in that age bracket to come in, it was no surprise that, we did not win any honours but it was pleasing to see our young schoolboys doing so well.

Although being pleased with the overall results, the most important factor is that this season the Club will be recruiting nine apprentice professionals, the highest number ever and with some already having made several appearances in the Reserve XI the future looks in good hands.

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HOW THEY

FINISHED LAST SEASON

DIV	ISION 1			/	
	P	w	D	L	Pts
EVERTON	42	28	6	8	90
LIVERPOOL	42	22	11	9	77
TOTTENHAM	42	23	8	11	77
MANCHESTER UTD	42	22	10	10	76
SOUTHAMPTON	42	19	11	12	68
CHELSEA	42	18	12	12	66
ARSENAL	42	19	9	14	66
SHEFFIELD WED	42	17	14	11	65
NOTTINGHAM FOREST	42	19	7	16	64
ASTON VILLA	42	15	11	16	56
WATFORD	42	14	13	15	55
WEST BROMWICH	42	16	7	19	55
LUTON TOWN	42	15	9	18	54
NEWCASTLE UNITED	42	13	13	16	52
LEICESTER CITY	42	15	6	21	51
WEST HAM UNITED	42	13	12	17	51
IPSWICH TOWN	42	13	11	18	50
COVENTRY CITY	42	15	5	22	50
QPR	42	13	11	18	50
NORWICH CITY	42	13	10	19	49
SUNDERLAND	42	10	10	22	40
STOKE CITY	42	3	8	31	17

DI DI	VISION	2		7	
	P	w	D	L	Pts
OXFORD UNITED	42	25	9	8	
BIRMINGHAM CITY	42	25	7	10	84
MANCHESTER CITY	42	21	11	10	82
PORTSMOUTH	42	20	14	8	74
BLACKBURN ROVERS	42	21	10		
BRIGHTON	42	20		11	73
LEEDS UNITED	42	19	12	10	72
SHREWSBURY TOWN	42	18	12	11	69
FULHAM	42		11	13	65
GRIMSBY TOWN	_	19	8	15	65
BARNSLEY	42	18	8	16	62
WIMBLEDON	42	14	16	12	58
HUDDERSFIELD TOWN	42	16	10	16	58
	42	15	10	17	55
OLDHAM ATHLETIC	42	15	8	19	53
CRYSTAL PALACE	42	12	12	18	48
CARLISLE UNITED	42	13	8	21	47
CHARLTON	42	11	12	19	45
SHEFFIELD UNITED	42	10	14	18	44
MIDDLESBROUGH	42	10	10	22	40
NOTTS COUNTY	42	10	7	25	37
CARDIFF CITY	42	9	8	25	35
WOLVERHAMPTON	42	8	9	25	33

D	IVISION 3	1			
	P	w	D	L	Pts
BRADFORD	46	28	10	8	94
MILLWALL	46	26	12	8	90
HULL	46	25	12	9	87
GILLINGHAM	46	25	8	13	83
BRISTOL CITY	46	24	9	13	81
BRISTOL ROVERS	46	21	12	13	75
DERBY	46	19	13	14	70
YORK	46	20	9	17	69
READING	46	19	12	15	69
BOURNEMOUTH	46	19	11	16	68
WALSALL	46	18	13	15	67
ROTHERHAM	46	18	11	17	65
BRENTFORD	46	16	14	16	62
DONCASTER	46	17	8	21	59
PLYMOUTH	46	15	14	17	59
WIGAN	46	15	14	17	59
BOLTON	46	16	6	24	54
NEWPORT	46	13	18	20	52
LINCOLN	46	11	18	17	51
SWANSEA	46	12	11	23	47
BURNLEY	46	11	13	22	46
ORIENT	46	11	13	22	46
PRESTON	46	13	7	26	46
CAMBRIDGE	46	4	9	33	21

DIVISI	ON 4			7	
	P	w	D	L	Pts
CHESTERFIELD	46	26	13	7	91
BLACKPOOL	46	24	14	8	86
DARLINGTON	46	24	13	9	85
BURY	46	24	12	10	84
HEREFORD UNITED	46	22	11	13	77
TRANMERE ROVERS	46	24	3	19	75
COLCHESTER UNITED	46	20	14	12	74
SWINDON TOWN	46	21	9	16	72
SCUNTHORPE UNITED	46	19	14	13	71
CREWE ALEXANDRA	46	18	12	16	66
PETERBOROUGH	46	16	14	16	62
PORT VALE	46	14	18	14	60
ALDERSHOT	46	17	8	21	59
MANSFIELD TOWN	46	13	18	15	57
WREXHAM	46	15	9	22	54
CHESTER	46	15	9	22	54
ROCHDALE	46	13	14	19	53
EXETER CITY	46	13	14	19	53
HARTLEPOOL UNITED	46	14	10	22	52
SOUTHEND UNITED	46	13	11	22	50
HALIFAX TOWN	46	15	5	26	50
STOCKPORT COUNTY	46	13	8	25	47
NORTHAMPTON	46	14	5	27	47
TORQUAY UNITED	46	9	14	23	41

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Lotteries - Ring John Gornall, Development Executive.

Topscore - Ring John Dollimore, Pools Promoter Luton (0582) 411622

POT POURRI FIRST DIVISION STATISTICS 1984-85

Highest Attendance: 56,638 Manchester United v Liverpool - 22.9.84 Lowest Attendance 4,597 Stoke v Norwich City - 24.4.85.

Highest Home Win: Chelsea 6 Coventry City 2 -3.11.84

Highest Away Win:

Aston Villa 0 Nottingham Forest 5 - 5.9.84

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Division One		Division Three	
1st Everton 2nd Liverpool 3rd Tottenham	£50,000 £25,000 £15,000	1st Bradford City 2nd Millwall 3rd Hull City	£15,000 £ 8,000 £ 4,000
D		Division Four	
Division Two		1st Chesterfield	£ 8,000
1st Oxford United	£25,000	2nd Blackpool	£ 4,000
2nd Birmingham	£15,000	3rd Darlington	£ 2,000
3rd Manchester City	£ 5,000	4th Bury	£ 1,000



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on
their Centenary Year.





IN THE VERY BEGINNNING

We are very fortunate to have a well chronicled early history of the Club by Mr. Charles Green, one time Secretary of the Club.

He picks up the story in the latter part of the 19th Century.

Although Luton Town Football Club was not formed until May 1885, its history would not be complete if it did not start a year or so earlier; for the club came into existence through the amalgamation of two senior clubs in the town. It was a union of the Wanderers and Excelsiors. Possibly the Wanderers had made greater strides as a senior club prior to the amalgamation, for they had entered the Football Association Cup competition and had already played a tie against the famous Old Etonians. The Wanderers were really a combination of working lads and the best players of a local college.

The meeting of both clubs held at the Town Hall on April 11th 1885, resulted in a resolution being passed that "The Luton Town Football Club be founded", the proposer and seconder being Mr. G. H. Small (Excelsior) and Mr E. H. Lomax (Wanderers) respectively. Mr F. Pitkin was appointed as the Club's first Secretary. The committee was: Messrs. G. Furlong, J. Long, G.H. Small, S. Pakes, T. Brookes, C Abbot, T.C. Brown, H.G. Spratley and G. Deacon. The colours first adopted were navy blue and pink halves for both shirts and caps, the resolution reading that both caps and shirts should be worn by every player on the field.

At the first committee meeting the Secretary was instructed to challenge such clubs as Old Etonians, Old Foresters, Old Wykehamists, Old Westminsters, Grove House, Wellingborough Grammar School, Prairie Rangers, Hotspur and Berks and Bucks; all well known clubs of the day, and really representative of the best clubs in the South.

The first ground used by the Town club proper was the Excelsior's pitch and they continued to use this until compelled to move twelve years later.

At the general meeting the following year Mr. F. Pitkin retired as Secretary, although he continued on the Committee for several years after, and Mr. I. Smith and W.G. Wheeler were elected as Secretary and Assistant; and they continued to work together in these offices until 1896, completing ten years service.

During the season 1889/90 the club's colours were changed to cochineal and they were known as the "Reds" for several years.

On December 13th 1890, a minute sets out that the sum of 5s. per week was offered to F. and H. Whitby and Read. At least one of these (H. Whitby) accepted this offer and was certainly paid this amount for the rest of the season. He was probably the first professional in the South, for it was not until the following season that Woolwich Arsenal went over to the professional ranks.

On February 9th 1891, there was an application from F. Whitby, who at this time was working out of the Town, for a further sum to meet his travelling expenses and lost time. But the Committee thought they had paid out enough, for a resolution was passed that the Club should not see its way to spend any more money on professionalism as finances stood at present. It being also recorded in the minutes of that date that an increase in this direction would undoubtedly prove disastrous to the Club.

It is assumed that Luton were actually the first Club to go over to the professional ranks in the South, although Woolwich Arsenal have usually been given the credit. Luton's income that season was £203.9s.5d and the expenses were £164.10s.9d., leaving a balance of £38.18.8d.

Still at the general meeting during the ensuing close season, the question of paying the whole of the team was decided upon. It was left to the new committee to settle terms was decided upon. It was left to the new committee to settle terms, and a joint meeting of the Committee and players was held on August 10th 1891. The ultimate resolution proposed, makes curious reading

nowadays. It was resolved that players be allowed 2s 6d per week with an extra 6d for away matches. Also they should be paid for time lost previous to 12.00 a.m. Here then is the first completely professional team in the South, Burley, Sanders, Hoy, Taylor, Paul, Wright F., Wright H., Whitby, Deacon, Chesher and Oclee.

By September, when the season started, Woolwich Arsenal had also turned professional; but I think Luton can justly claim to having been the first, although admittedly on a small scale. The first Captain was Taylor and he continued to hold that position the whole of the season 1891/2.

In May 1893, Luton rose to fame by beating the Old Westminsters at Wembley Park in the Football Association Cup. As the Old Westminsters had no fewer than half a dozen International players in their ranks, the performance was one of real merit. Luton were beaten 2-1 in the next round by Middlesborough.

The next season saw the formation of the Southern League and Luton was one of its leading clubs; the next two seasons they finished runners-up to Millwall.

After two season with the Southern League, Luton decided to make a change and an application was made to the second division of the English League during the summer of 1896. They were unsuccessful in this but still they left the Southern League, and were content to figure in a new League known as the United League, which was a more powerful combination, but as it numbered only nine clubs, it did not provide sufficient matches and the season resulted in a loss.

Owing to an enforced change of ground during this season, a new pitch was prepared on the Dunstable Road and this was formally opened by the Duke of Bedford on April 3rd, 1897, when Loughborough played their United fixture.

LUTON TOWN E.C. SEASON 1891-2.



And the PERSONAL EMPIRES. J. DRIEFY, A. BY, DOT PITTER Company
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And the T. WHITTY G. GRACON HOGH. NORSHER EVENTEY

By this time, Luton had got together one of the most powerful sides in the country, among them being Silliams (Everton), McCartney (Newton Heath), Stewart (Newton Heath), Coupar (Newton Heath), Docherty (Derby County) and Ekins (Burton Swifts). For two seasons they held the goal record having scored over 200 goals.

A further advance was made on June 11th 1897 when the annual meeting decided to turn the club into a Limited Liability Company. This became an accomplished feat on October 27th 1897.

At the Annual meeting of that body, Luton were admitted as members of the English League in place of Bolton. This naturally meant stronger opposition, but still the club secured a respectable position, totalling 30 points out of a possible 60.

It was found impossible to retain the same players for the following season and a side of youngsters was tried, with not too good a result, for although through the increase of clubs, 68 points were obtainable, only 23 were secured.

A still more disastrous season followed, for Luton dropped to the last position but one on the table, only totally 18 points and did not put up for re-election.

In February 1900, Mr. I. Smith resigned as Secretary. Mr. H. Smart held the position until October 1901 when Charles Green took up the position.

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This superb room is large enough to accommodate 150 covers for dinner or 200 covers for a buffet dance. It can be divided in in half for special functions, that is business conferences, exhibitions etc. Two large bars are well situated along one side of the room.



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Marquees are available for outside functions. All the modern facilities for outside catering are at your disposal. We can provide a full service as well as buffet, salads, carveries etc. to your "wedding on the lawn" or outside function a complete success. Also provided are well-stocked bars complete with glasses.



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Miss Wendy Greaves - Marketing Executive and Mike Beevor - Stadium Sales Executive



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The Junior Hatters Club, under the guidance of the Luton Town Football Club, is sponsored by the Herald newspaper and Chiltern Radio and offers a great chance for boys and girls under sixteen years of age to participate in the active support of the team and the Club.

The aims of the Club are to promote young support for the team and the club, and to foster a strong link between junior club members and Luton Town. Members have a unique opportunity to meet many of the club staff, including the players. But most importantly, the club members are able to watch every home match in the comfort and safety of their own enclosure.

Members enjoy a chance to be the team's mascot for home matches or to be one of four escorts for the mascot on the day.

A full replica kit in the Town's colours is provided, courtesy of Brengreen Holdings, for each lucky member whose name is drawn from the "mascots and escorts" draw each week during the season.

The young fans also have a chance to attend regular meetings and parties, including a special fancy dress event at Christmas every year, a fun packed day when directors, players, management and youngsters can mix together.

Each year the club is looked after by a leading Town player, who acts as the club's president. Ricky Hill did a tremendous job last season and is warmly thanked for his efforts. This year's new president is Welsh International mid-fielder Peter Nicholas.

Members of the club all receive certificates, membership cards and a Junior Hatters Club lapel badge. They also are offered special reduced price admission in the exclusive Herald Juniors Enclosure for all first team matches - a season ticket costs only £35.00.

Each week members can catch up with all the news in their own column in the Herald, in the match day programme and with a regular broadcast on Chiltern Radio every Saturday morning.









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FIRST TEAM FIXTURES 1985-1986

Date		0		n
1985	C-+	Opponent	Ground	Results
Aug.17	Sat	Nottingham Forest	H	
Aug.21	Wed	Newcastle United	A	
Aug.24	Sat	West Ham United	A	
Aug.27	Tue	Arsenal	H	
Aug.31	Sat	Aston Villa	A	
Sept. 7	Sat	Chelsea	н	
Sept.14	Sat	Everton	A	
Sept.21	Sat	Queens Park Rangers	Н	
Sept.28	Sat	Sheffield Wednesday	A	
Oct. 1	Tue	Ispwich Town	Н	
Oct. 5	Sat	Manchester United	Н	
Oct.12	Sat	Oxford United	A	
Oct.19	Sat	Southampton	Н	
Oct.26	Sat	Liverpool	A	
Nov. 2	Sat	Birmingham City	Н	
Nov. 9	Sat	Tottenham Hotspur	Α	
Nov.16	Sat	Coventry City (F.A.Cup-1)	Н	
Nov.23	Sat	Watford	A	
Nov.30	Sat	Manchester City	H	
Dec. 7	Sat	Newcastle United (F.A. Cup-2)	H	
Dec.14	Sat	Nottingham Forest	A	
Dec.21	Sat	West Ham United	H	
Dec.26	Thur	West Bromwich Albion	A	
Dec.28	Sat	Ipswich Town	Α	
1986				
Jan. 1	Wed	Leicester City	H	
Jan. 4	Sat	F.A.Cup-3rd Round		
Jan.11	Sat	Chelsea	A	
Jan.18	Sat	Aston Villa	Н	
Jan.25	Sat	F.A.Cup-4th Round		
Feb. 1	Sat	Arsenal	A	
Feb. 8	Sat	Southampton	A	
Feb.15	Sat	Liverpool	Н	
Feb.22	Sat	Queens Park Rangers	A	
Mar. 1	Sat	Sheffield Wednesday	H	
Mar. 8	Sat	Manchester United (F.A.Cup-6)	A	
Mar.15	Sat	Oxford United	H	
Mar.22	Sat	Everton	Н	
Mar.29	Sat	Leicester City	Α	
April 1	Tue	West Bromwich Albion	Н	
April 5	Sat	Birmingham City	A	
April 12	Sat	Tottenham Hotspur	Н	
April 19	Sat	Coventry City	A	
	-			
April 26	Sat	Watford	H	



FOOTBALL COMBINATION FIXTURES - 1985-86

-		e combination in the	OILLO .	200-00
Date				
1985	C-4	Opponent Portsmouth	Ground	Results
Aug.17	Sat		A	
Aug.24	Sat	Chelsea	Н	
Aug.31	Sat	Reading	н	
Sept 4	Wed	Charlton Athletic	A	
Sept 7	Sat	West Ham United	A	
Sept 25	Wed	Brighton & H. A.	A	
Sept 28	Sat	Millwall	H	
Oct 2	Wed	Oxford United	A	
Oct 12	Sat	Queens Park Rangers	H	
Oct 15	Tues	Ipswich Town	H	
Oct 19	Sat	Southampton	A	
Oct 26	Sat	Swansea City	H	
Oct 29	Tue	Swindon Town	A	
Nov 6	Wed	Norwich City	H	
Nov 9	Sat	Crystal Palace	H	
Nov 16	Sat	Watford	A	
Nov 23	Sat	Fulham	H	
Nov 26	Tue	Chelsea	A	
Nov 30	Sat	Tottenham Hotspur	A	
Dec 10	Tue	Birmingham City	H	
Dec 14	Sat	Arsenal	H	
Dec 12	Sat	Bristol Rovers	A	
Jan 4	Sat	Reading	Α	
Jan 11	Sat	Charlton Athletic	Н	
Jan 21	Tue	Ipswich Town	A	
Jan 25	Sat	West Ham United	Н	
Feb 1	Sat	Bristol Rovers	Н	
Feb 5	Wed	Arsenal	A	
Feb 8	Sat	Southampton	H	
Feb 15	Sat	Swansea City	A	
Feb 18	Tue	Brighton & H.A	H	
Feb 26	Wed	Millwall	A	
Mar 8	Sat	Oxford United	H	
Mar 11	Tues	Queens Park Rangers	A	
Mar 19	Wed	Norwich City	Α	
Mar 29	Sat	Portsmouth	H	
April 5	Sat	Swindon Town	H	
April 8	Tue	Crystal Palace	Α	
April 15	Tue	Fulham	Α	
April 19	Sat	Watford	Н	
April 26	Sat	Birmingham City	Α	
May 3	Sat	Tottenham Hotspur	Н	

79

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