



"CUP FINAL ISSUE"

LUTON TOWN SUPPORTERS CLUB

HATTERS NEWS

"VOICE OF THE FANS"

March 1989

Issue No.2

THE LITTLEWOODS CHALLENGE CUP COMPETITION

FINAL TIE
LUTON TOWN

NOTTINGHAM FOREST

SUNDAY, APRIL 9th, 1989

KICK-OFF 3.30pm

30 Years on...



EMPIRE STADIUM

WEMBLEY

OFFICIAL PROGRAMME

TWO POUNDS



59

89

HATTERS NEWS *VOICE OF THE FANS*

Present LTSC Committee:

Chairperson – Mrs. P. Gray, *Vice-Chairman* – Mr. J. Chapman – *Secretary* – Mrs. J. Thompson
Club Treasurer – Mr. M. Chapman – *LTFC Representative* – Mr. B. Tomlins
Press Officer – Mr. T. Hunt – *Other Committee* – Mr. J.A. Pyper, Mr. N. Cooper
Mrs. B. Briggs, Mr. P. Thompson, Mrs. M. Fussell, Mr. V. Fussell, Mr. T. Clayden.

Message from the Supporters Club Chairperson

Dear Supporter,

Welcome to our second newsletter. Our first six months have been rather hectic but according to our mailbag and phone calls our founder members who have been attending our social gatherings have thoroughly enjoyed themselves.

We do thank you for patiently waiting the arrival of your membership pack, but Jackie our secretary has been working full out. Although we hoped, we never really expected such a quick and great response by those wanting to join our Supporters Club.

Do please continue to support our organised events and let me know if there is anything you'd like us to arrange or any guest speaker you would like us to invite along to talk.

"See you at Wembley on the 9th April"

Pam Gray LTSC Chairperson.

NICK OWEN'S REACTION TO BECOMING OUR NEW PRESIDENT

I would never have believed more than 30 years ago when I first walked onto the Oak Road terrace (as it was then) that one day I'd be given such a great honour as to become President of the Luton Town Supporters Club.

I am thrilled to be asked and delighted to accept. Let's hope the club can do us proud and bring home the Littlewoods Cup yet again.

NICK OWEN
The New LTSC President



A LETTER FROM OUR NEW VICE-PRESIDENT



March 1, 1989

Dear Pam,

Just a little note to say how chuffed I am to be vice president of the Luton Town Supporters Club. The kind invitation is accepted as a great honour, and I hope I can do justice to it. My love affair with Luton Town has withstood everything from Fourth Division to Milton Keynes, via a lot of rainy days and eight goals at the wrong end in such salubrious places as Scunthorpe and Lincoln.

Jean has complained for years that "You love Luton Town more than you love me...". She gave up that little moan when I finally admitted: "Good God, woman, I love Watford more than you..."

I hope I can be a credit to the Luton Town Supporters Club, and needless to say if there is anything I can do, just let me know.

Best wishes,

Brian



Press Officer Review Notes

The last few months have shown a growth in the Supporters Club beyond our wildest dreams. The "Full Houses" at our "Guest Speaker" evenings and the interesting points raised shows that the absence of a supporters club for all these years was a void that had to be filled.

The first speaker, Brian Swain, of the Luton News, now our vice-president gave an interesting and amusing insight into life of a Luton Town fan in the Press Box. Brian is in the very fortunate position of being paid for something we all pay good money for, watching "The Town" but the committee and all Town fans know that if it was not his chosen profession he would still be a regular at Town games, home and away.

The evening with Ray Harford showed him to be a deep thinker about football in general and the Hatters in particular. He answered all questions directly and honestly and bearing in mind his position as manager still related enlightening anecdotes of life behind the scenes.

Nick Owen of ITV was the third speaker and once again shows that the Hatters have friends and supporters in the media. His talk about his travels before he became a national figure evoked memories of Town following who also lived through the fall from grace in the 1960's and the glorious revival under Allan Brown in 1967. Nick was invited and accepted the post of Supporters Club President and his delight and pleasure was there for all to see.

The 2nd of March saw the Supporters Club play host to Bedfordshire's only Football League Listed referee – Ian Hemley who gave an entertaining and forthright insight into the life of the man we all love to hate. Ian won us all over and we hope to have the pleasure of his company again at some stage in the future.

His major achievement of the night was to convince those attending of John Martin (Alton, Hants) dedication to duty. The major failure was to convince us as to the competence of Mr Martin's eyesight.

Other speakers, Dick Rattray and Patrick Barclay (31st March) have been arranged at the time of writing this review and we are confident these will also prove entertaining.

The leaflet hand out at the Everton Home match, our signing up of members after the entertaining Notts Forest match and also the planned trip for Junior members to Wembley in the week prior to the Littlewoods Cup Final shows that the show is truly on the road.

Finally, don't forget that your help and support is, and *still will be* required so why not get a friend to join the Supporters Club and double if not treble our number by the time the next newsletter goes to press?

THE SUCCESS OF THE VENTURE IS DOWN TO YOU – YOU WON'T FAIL – WILL YOU?

...SUPPORTERS CLUB NEWSDESK...

In the two weeks leading up to the Littlewoods Cup Final we are organising the following events:

- 31st March (Friday) — Presenting ... **Patrick Barclay** (Football & Sports Journalist)
Venue — LTFC Joe Payne Lounge at 7.30pm. * Tickets — **£2.00**
- 3rd April (Monday) — **Junior Members Trip to Wembley** (Rehearsal for the Big day on the 9th.)
For further details contact Mrs P. Gray via the Football Club.
- 8th April (Saturday) — **'PRE-WEMBLEY DISCO PARTY'** to be held at the Ascot Banqueting Suite, Stockingstone Road, Luton.
8.00 'til late. * Tickets **£4.00** inc. Buffet.

NOTE — As tickets are limited it will be first come first served basis.

THE SUPPORTERS CLUB EVENT OF THE YEAR.
Presentation Evening — Player of the Season Awards (Whom will be present)
Sunday May 7th 1989 — Venue — The Coliseum, Gordon Street Luton.
7.00 TIL 11.00 pm. * Tickets £6.00 inc Buffet.
See LTFC Programme and the Luton News & local media.

* These three events are Ticket Only which are available by post to LTSC members:
LTSC, c/o LUTON TOWN FOOTBALL CLUB, 1 Maple Road,
Kenilworth Road Stadium, Luton, Beds.

DON'T FORGET WE WILL BE HOLDING OUR A.G.M. IN JUNE. DATE T.B.A.

LETTER SECTION

ENJOY THE 9TH OF APRIL!!

Can it really be 20 years ago that we used to get excited by the prospect of a visit from teams like Gillingham? Yes, I am afraid it is 20 years but why Gillingham I hear you ask.

A few weeks ago on one of the Town's "Blank Saturdays" I set off for the Medway towns and along with my young son Gregg suffered with the 3,000 or so "Gills" fans. It was a poor game played in a shabby stadium on a miserable day, the only people who got any real pleasure from the match were the 200-300 brave souls from Huddersfield who saw their team record a deserved victory. Gregg however, did enjoy the half-time peanut butter sandwiches!

It was sad to feel the air of doom and gloom at Priestfield, how the fortunes of Gillingham and the Town have changed. For us the prospect of Wembley again, for Gills fans the Fourth Division beckons along with trips to Carlisle and Hartlepool. Our matches with Gillingham were almost like derbies with a crowd of 15,000 plus quite possible, which leads me to the point of my brief article.

Enjoy the day at Wembley, win or lose, enjoy the First Division matches even the boring 0-0 draws at home with Q.P.R. Luton Town is going through the greatest period in its history. With the present set-up we have at Kenilworth Road, hopefully we won't go the way of Gillingham, but I urge you once again make the most of this purple period.

In closing, next time you come away from a match, even if its the final at Wembley and you find it hard to smile, spare a thought for Gillingham and the like, I know I will be trying to! *Nick Cooper.*

"HATTERS MASTERMIND" No.2



* Your chance to win a Littlewoods Supporters Kit * and a LTFC Autographed Matchball

- No.1** Which Luton Town player scored a Hat-trick after coming on as a substitute in a FA Cup tie?
- No. 2** Which English International Goalkeeper played centre-forward for Luton in a football league game?
- No. 3** Which member of the 1959 Cup Final side had a brother who also played league football for the Town?
- No. 4** Before Mal Donaghy who was Luton's most capped player?
- No. 5** Who was the sixteen-year-old goalkeeper who played for Luton in their first home League Cup tie?
- No. 6** Two players joined Luton from Everton as exchange for Billy Bingham. Who were they?
- No. 7** From which clubs did the following join the town: (a) David Pleat; (b) Joe McBride; (c) Keith Allen
- No. 8** On which grounds did Luton play Birmingham City and Man City in the League Cup Second Replay's and what were the scores?
- No. 9** On which ground did Luton gain promotion from Div. 4 (Season 1967/68)?
- No. 10** Who scored Luton's first ever League Cup goal?

Send your entries on a postcard or paper to:
LTFC Supporters Club, "Hatters Mastermind" No. 2, c/o LTFC, 1 Maple Road, Luton, Beds. LU4 8AW. MUST be handed in to any LTSC committee member or to be received by first post on April 6th 1989.
Rules of entry — All entries to be limited to LTFCSC members ONLY and in the event of any close result the committee's decision will be final. Also no present committee member can participate.
In the event of a tie all correct entries will be put into a hat and one drawn out at our 'Pre-Wembley Disco Party'.

* COMPETITION WINNER OF OUR FIRST * HATTERS MASTERMIND

With many correct entries to all 10 questions a winner was drawn out from the hat at the Nick Owen Evening and that lucky person being: Mr. R. Dimmock of Luton — 'WELL DONE'. An autographed LTFC Cup History book was his prize.

The answers were as follows: **No. 1** Manchester United, (Twice), Liverpool, Oxford Utd, and of course Arsenal. **No. 2** Jim Standen & Ian Buxton. **No. 3** Martin Sperrin. **No. 4** Charlton Athletic, Liverpool & Spurs. **No. 5** A. Ashworth (4) & J. Fleming (1). **No. 6** Leeds Utd, Leicester City, Ipswich Town, Blackpool & Norwich. **No. 7** Gibraltar (4 Aug 1969) Friendly Match. **No. 8** Peter Anderson. **No. 9** Allan Brown. **No. 10** Jake Findlay, Kirk Stephens (2nd) and Mal Donaghy (Lastly).

...L.T.S.C. CENSUS ANALYSIS

Compiled by John Chapman.

Since the launch of the Supporters Club membership has grown to over 300 in less than 4 months. It was therefore felt it would be interesting to analyse the first 297 application forms to see what "X" section of supporter the Supporters Club represented on the basis of sex, home address, age and from which part of the ground they viewed matches.

These are the findings so far:

SEX	Male	242 (81%)
	Female	55 (19%)
HOME ADDRESS	Luton	137 (46%)
	Hertfordshire	47 (17%)
	Bedfordshire	41 (14%)
	Dunstable	30 (10%)
	Bucks (incl. MK)	16 (5%)
	Elsewhere	25 (8%)

AGE	26-40	112 (38%)
	0-16	23 (8%)
	41-65	78 (26%)
	17-25	74 (25%)
	65+	10 (3%)

FROM WHICH PART OF THE GROUND THE MATCH IS VIEWED

Kenilworth Road	126 (42.5%)
Main Stand	64 (21.5%)
Oak Road Stand	55 (18.5%)
Main Stand Enclosure	52 (17.5%)



PICTURE: LUTON NEWS.
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L.T.S.C. CENSUS ANALYSIS cont.

On the application form for enrolment, supporters were asked which of six aims were considered most important for the new Supporters Club. Of the initial 297 forms analysed 229 supporters had filled in this section. The first priorities for supporters were as follows:

The full survey gave the following results:-

	Boosting Attendances	Communication with the Club	Supporters Club Premises	Contact with Players	Travel Facilities	Social Events
Order of Priority for the Supporters Club						
1.	86 (38%)	82 (35.5%)	21 (9%)	18 (8%)	13 (5.5%)	9 (4%)
2.	42 (18%)	69 (30%)	27 (12%)	42 (18%)	24 (11%)	25 (11%)
3.	32 (14%)	45 (19.5%)	33 (14.5%)	50 (22%)	35 (15%)	34 (15%)
4.	39 (17%)	18 (8%)	48 (21%)	47 (20.5%)	33 (14.5%)	44 (19%)
5.	11 (5%)	13 (6%)	52 (22.5%)	47 (20.5%)	43 (19%)	63 (27%)
6.	19 (8%)	2 (1%)	48 (21%)	25 (11%)	81 (35%)	54 (24%)

The other three major suggestions put forward were:-

- 1) Discount on season tickets for families (minimum two adults & one child under 16) for Kenilworth Road as well as Oak Road to encourage families who can't afford cost of seating.
- 2) Allow limited number of standing away supporters to improve atmosphere and attendances. However, these supporters would have to purchase tickets from their club to attend, should be members and must come on the club organised coaches. Thus, this will avoid away supporters needing to walk around the town as they can be dropped off directly outside the ground and also collected outside following a short wait to allow home fans to clear, without any likely disturbance to home fans, the people of the town and nearby residents in Bury Park. However, since the larger clubs i.e. Liverpool, Man Utd, and Everton plus London clubs (with the exception of Wimbledon & Charlton) might then bring large numbers of supporters without tickets and not on club coaches these clubs supporters would continue to be excluded.

- 1st Boosting Attendances 86 (38%)
- 2nd Communication with Club 82 (35.5%)
- 3rd Supporters Club Premises 21 (9%)
- 4th Contact with Players 18 (8%)
- 5th Travel Facilities 13 (5.5%)
- 6th Social Events 9 (4%)

- 3) Better programme including more editorials about matters similar to Bill Tomlins page and less pictorials, improved coverage of reserve and youth team games so as to include players appearances, goals scored, fixtures & tables etc., average 1st Division attendances including lowest and highest gate as included in previous programmes, Supporters Club page and better informed coverage on opponents.

Other views raised by one or two members were:

- 1) Reintroduction of train specials for away games in particular for cup games.
- 2) Open Day for supporters to meet players and see "Behind the scenes".
- 3) Provision of away videos for sale at club shop.
- 4) More food and drink facilities in ground.
- 5) Contact with other supporters clubs through various social events.
- 6) New artificial surface should be laid as the existing one is too worn or grass pitch reintroduced.

younger than me) and my pal Brian Rice at Hartlepool FC goes round and greets the crowd (probably by their own names!) before each home game. The Chaplain's role in a Football Club is basically like that of any Chaplain (hospital, ship, army base etc.), namely to share people's good times and bad times, to offer support and encouragement where needed and **when asked for**.

At Luton I am particularly involved with the Handicapped spectators — a very large and lively bunch who sit at the end of the enclosure beyond the Players Tunnel. The Club have worked hard to make special facilities, ramps, toilets, loope system, available to these very keen supporters.

As far as qualifications for the Chaplains job, I've got them BOTH! First I am a life-long fan of the Club and my father before me; second I am a good listener who can keep his mind open and his mouth shut. So I am available to help any member of the staff, playing, office or ground staff if they need me.

I hope to get along to the next meeting of the Supporters Club and hope I might get to meet you then.

Good luck Luton Town and good luck to all of you.

Mervyn Terrett

P.S. I can be contacted via the Club office if needed at any time.

LETTER SECTION

"Luton hit
six of the Best."

"SIX OF THE BEST!"

"High and Mighty Hatters."

Behind the Headlines

Stuart Goode

A personal reflection of a day in the Press Box.

Kenilworth Road, Luton, 1.30 p.m. January 3rd 1989.

A football ground some 90 minutes before kick off is an almost eerie place. Empty stands, empty terraces, just the first faint traces of hamburgers wafting on the breeze. Behind the scenes, however, there is much activity. The nation awaits news.

The Press Box is empty except for one man. It is his responsibility to ensure that football fans everywhere are kept updated of every important happening over the next four and a half hours. Telephone links are made and re-checked, broadcast equipment levels are checked seating arrangements within the Press Box are finalised. Reference material that may be needed is on hand.

The Press Lounge, which appears surprisingly small, is beginning to fill with journalists. They are mostly from the media local to the two clubs involved in today's match, with only a small contingent from the national press. The local reporters, be they for radio or a newspaper, appear to be fans of their respective teams with all the inbuilt hopes and prejudices that go with being a fan. It is a great compliment to their professionalism, therefore, that it is some of these same journalists who have been engaged by National Newspapers to provide a 'balanced' report for tomorrow's papers. The pre-match hospitality is not quite what I had expected, if only for the fact that with every conceivable beverage available most people were drinking coffee! Yet another example of professionalism. I had also expected some kind of pre-match Press conference, but none of it; our local man on behalf of all his colleagues has to leave the room to ferret out an item as basic as today's team news. This information is passed around at about the same time that the P.A. announcement is given to those who have arrived early and have begun to take up their place in the stadium.

The Press Box itself has fairly basic facilities with, I am pleased to report, no more leg room than the rest of the main stand. Pre-match reports are despatched to all interested parties with a practiced ability to ignore all the other reports being transmitted simultaneously to say nothing of the P.A. system belting out some distorted piece of plastic from Record City. The players take the field to a welcoming cheer from the crowd, who all seem to have arrived in their seats in the last five minutes, but there is no time for any salutation from the Press Corps. Notebooks and clipboards are prepared with 'aide memoirs' and the team lists are annotated with likely playing positions as the teams line up to kick off. A shirt number is no longer an indication of where a player will play!

The match kicks off to a heightened sense of anticipation from all around. Both clubs had conceded four goals 48 hours before, but at least ours had been away from home. Surely this would be no dull 0-0 draw! The stopwatches show less than ninety seconds when Kingsley Black crosses from the left wing for Mick Harford to power a header past the unprotected Burridge in the Southampton goal. I feel somewhat embarrassed as I realise that in the time it has taken me to begin to rise to my feet to acclaim the goal in the normal manner, and then to hurriedly reverse direction, the telephones all around me have been taken from their receivers and details are being despatched to the various Press Agencies and Local Radio Stations. "Luton goal, Harford 90 seconds", says one voice. "A great start for Luton at Kenilworth Road", says another, whilst a third with more than a trace of a South Coast burr says, "Here we go again, not a defender within 5 yards of Harford." Whilst verbal descriptions are sent through the telephone network firm notes are taken to assist the memory for the written reports to come. Another South Coast accent asks, "Did anyone see the build up? Who put the cross in?" The important details of the build up to the goal have all been recorded by our man however, with no need for any reference to colleagues.

I will not attempt to do any form of match report, having seen the professionals at work, suffice it to say that after an entertaining first half, the whistle blows and there is time to transmit a more considered report of events. This done and the written notes elaborated upon, I expect it is time to return to the hospitality suite. But no — the players are coming back out; it's reset the stopwatch and away we go again! The second half is even more entertaining from a Luton point of view, but the reporters from Southampton are struggling to find sufficient allowable adjectives to describe the scene unfolding before them. "The fans who have not travelled up from the South Coast are the fortunate ones", say one reporter to the airwaves of Southampton. "I bet Chris Nicholl won't come to the press room", says another to no one in particular.

cont . . .

LETTER SECTION

FROM THE LUTON TOWN F.C. CHAPLAIN

Just before Christmas the Daily Telegraph Magazine sported a feature about Football Club Chaplains.

The theory behind the article — I couldn't tell whether it was meant tongue in cheek or not — was that clubs with Chaplains scored more goals and therefore won more games than those without Chaplains. I was a bit peeved to have been left out of this article, especially since in the 1987-88 season, my first full year as Chaplain to Luton Town F.C. we won the Littlewoods Cup, were losing finalists in the Simod Cup, losing semi-finalists in the F.A. Cup and supremely were 7th in the First Division of the finest League in the world. So I wrote to the Daily Telegraph bemoaning the fact that the writer of the original article had actually omitted the one Chaplain who could have "proved his theory"!!! I also pointed out that I was **absolutely sure** that it was not my presence as Chaplain which had won Luton such success but the performances on the pitch by Mick and Ricky and all the other players, plus the management of Ray and his team, plus the support given by Chairman David Evans with Bill Tomlin and his staff, it was all this which had achieved our best season ever.

The Chaplains "job" is an unusual one, and one which varies very much from club to club, for example — my pal John Boyers at Watford FC trains with the players once a week (but then he's

Behind the Headlines — continued

LETTER SECTION

As the final whistle blows to great acclaom from the Luton public, I feel sorry for all the other 10,000 or so membership card holders who were not there to see it, the Press Box telephones are again in full use. The final result together with a concise report of ninety minutes action are sent to all who are interested within minutes of the players leaving the field. Now, I think to myself, this should be interesting! The after match Press Conference!

The Press Lounge is once again fairly full as the door opens and the Southampton Manager, Chris Nicholl, is ushered in by a Luton Town Steward rather, you imagine, in the same way that Marie Antoinette must have been brought to the guillotine. He attempts to emphasise the positive things in his teams performance, "Danny and Rod Wallace were superb" he says, "make sure you print that", but under gentle but persistant questioning admits, "the rest was garbage. We got precisely what we deserved." He explains that he has been let down by his experienced players. As the room fell silent for a moment he took the opportunity to excuse himself from the questioning, and returned to his dejected team. In my opinion he conducted himself with great dignity in a difficult interview. I did comment to one reporter that I had expected to hear far more cutting criticism particularly from the Southampton corps but he replied, "You don't kick a man when he's down do you?" He's obviously never worked for the Sun!

Ray Harford had remained silent at the back of the room whilst his opposite number had spoken, but as the two parted with a handshake his turn came. His interview, as you might imagine, was much easier: "No it wasn't our best performance of the season", he said, "but it was certainly our best finishing. We've been threatening to do something like that for our last two home games." He appeared to me to be far more objective about the performance than I had expected, but again I suppose I was expecting more of a fans reaction, as opposed to a professional soccer reaction. When Mr. Harford left the Press Lounge, the majority of his questioners also left to return to the telephones to send in their final reports. These were the reports that we would read over breakfast the following morning, composed at 5.30 p.m. on the matchday with not a typewriter in sight.

The Press Box day ended as it had begun, with a solitary figure tidying away telephone handsets and other equipment in an otherwise deserted stadium. Where was the rubbing shoulders with the players and directors? Where were the hard-drinking Fleet Street hacks that I had expected to see in the Press Lounge?

suppose I had not realised the sheer hard work that goes into Sports reporting, and the fact that despite reputations about endless gin and tonics, and what I had witnessed were a team of Professionals at work.

Mind you the days work was now over, but that, as they say, is another story!

With grateful thanks to Brian Swain, Luton Town
Football Club and the Committee of the Supporters Club.

Stuart Goode

STOP PRESS . . . STOP PRESS . . . STOP PRESS

The Supporters Club have received requests from members living in Biggleswade, Leighton Buzzard and Battenhall (Worcestershire) areas asking whether there are other supporters who would be willing to give lifts or share car journeys to matches.

A member from Coventry is also interested in forming or being part of a Midlands Branch of the Supporters Club and wishes to know if other supporters are interested especially regarding travel arrangements.

If you are interested in any of these matters please write direct to the L.T. Supporters Club, c/o Luton Town FC., 1 Maple Road, Kenilworth Stadium, Luton, Beds. and we will try to provide the necessary contacts.

We have recently received a donation from Mr. D. Hardy, of Chartsign Ltd, a loyal supporter of the Hatters and a successful local businessman.
On behalf of the LTSC Committee and Members we thank you for your support.

JOIN US NOW — and make closer links with the Club

Just fill in the enclosed form and send to the stated address then you will receive via the POST your LTSC Supporters Pack

Also don't forget to enclose the LTSC Census form and your choice for LTSC Player of the Season.
(See Supporters Club Newsdesk for further details.)