



LUTON TOWN SUPPORTERS CLUB HATTERS NEWS

"VOICE OF THE FANS"

July 1990

Issue No. 6

CLOSE-SEASON EDITION

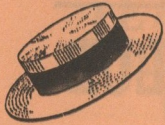
**THE
GREAT
ESCAPE!**



*** LUTON TOWN SUPPORTERS CLUB
FUN DAY**



**LUTON TOWN SUPPORTERS CLUB
PRESENTATION EVENING**



Players Player, John Dreyer



LTSC Player of the Year, Tim Breacker



Kurt Nogan
Young Player
of the Year.



MAKE CLOSER LINKS WITH THE CLUB

HATTERS NEWS *VOICE OF THE FANS*

Message from the Supporters Club Chairperson

Dear Supporter,

Since writing our last Hatters News there have been a number of changes at Kenilworth Road. Peter Nelkin has joined us as the new chairman and David Kohler as a director.

I did, on your behalf write and welcome them both to L.T.F.C. wishing them both help and support should it be required. They have responded by accepting our invitation to be guest speakers in August. (See below for further details on obtaining tickets etc.)

Both Peter and David are very keen to work alongside the supporters in securing a new home for the Hatters in LUTON.

I must also take this opportunity to wish David Evans all the very best for the future. Although David has stepped down from the board I'm sure we'll see him down at Kenilworth Road from time to time.

Henry Richardson is the director elected to liaise with the Supporters Club. As most of you will know Henry turns up to all our open evenings and has made himself available to answer any questions we might have. From your letters and feedback I know you appreciate his involvement with us. He is a very keen, busy man, but takes his responsibilities seriously.

For those of you who have just joined the Supporters Club these are the events we have held during the last three months: Jimmy Ryan, Henry Richardson and Mike Langley of the Sunday People have been guest speakers.

On request we held an open forum evening where members came along to the Joe Payne lounge for a drink and to chat to committee members. Those supporters who came found the evening very valuable.

The finale to our season was the presentation evening at the Coliseum Night Club, Luton for adults and our first Fun Day for the younger members, at Kenilworth Road Stadium.

Thankyou for all your votes for the players awards. As you probably know Tim Breacker was voted LTSC Player of the Year, John Dreyer Players Player, and Kurt Nogan Young Player of the Year.

For those who were unable to make the presentation evening, may I say it was a huge success, all the playing staff turned up to join in the evening celebrations. The success is due to the fact people are able to meet the players and have a chat.

Our Fun Day was very aptly named, but I did wonder who enjoyed it more, the players or the children. What a smashing bunch of lads we have at Kenilworth Road, giving up a day off to participate in team games with the younger supporters. Not many other 1st Division teams would do that!

Thankyou to all the parents who turned up and an extra thankyou to those who helped. These events wouldn't be at all possible without the co-operation and help of others, especially the LTSC committee members, who have done a fantastic job this season. Thankyou!

Finally don't forget to attend the LTSC A.G.M. in July.

Pam
UP THE HATTERS!
Pam Gray — LTSC Chairperson



...SUPPORTERS CLUB NEWSDESK...SUPPORTERS CLUB

Social Arrangements

Ticket for these events are obtainable in two ways while we are in the close season period.

- via the post — to LTSC, c/o Luton Town F.C., 1 Maple Road, Kenilworth Stadium, Luton, Beds. LU4 8AW.
or
- at other events subject to availability on the night.

Forthcoming Events ...

9th July 1990

(Ticket not needed open to all members)

Our second A.G.M. —

Venue Joe Payne Lounge 7.00 for 7.30 pm.

15th August 1990

Guest Speaker Evening —

New Chairman & Director meeting with the supporters.

Venue — Joe Payne Lounge 7.30 pm

Ticket Admission — £2.00

More events being organised at moment.
See local press for further details!

OTHER NEWS ...

Luton Town Supporters Club F.C.

Any member (18 or over) who would like to put their skills to good use after watching the world cup on T.V. please contact our Football Team Manager, Phil Francis, via the LTSC and he will give you more details on forthcoming training sessions in time for the 1990/91 season.

One of our members, Robin Parsons, has just passed a milestone in his local football playing career by celebrating his 21st year with Lilley Rangers, of the North Home Counties League.

To mark this occasion and the League's 21st Birthday, a special match was held at the Luton Town Ground back in early April.

Proceedings from the 200 or so that attended went to local charities. On behalf of the LTSC committee and its members, would like to congratulate Robin on his fine achievement.
Well Done!

The football club have just informed us that there will be a new sponsor's name to imblazer the team shirts next season, this is to be 'Vauxhall' with their new logotype.

Luton Town Pre-season Friendly matches already confirmed to date

The First Team are to visit Scotland on their annual pre-season tour in which they will play two games, which have been arranged as follows:

Stirling Albion —
8th August 1990 (Wednesday)

Airdrieonians —
11th August 1990 (Saturday)

then return south to play:

A.F.C. Bournemouth —
15th August (Wednesday)

Birmingham City —
18th August 1990 (Saturday)

Reserves to date are to play Stotfold on Tuesday 14th August and Brighton on the 18th August (Saturday).

...SUPPORTERS CLUB NEWSDESK...SUPPORTERS CLUB

★ ★ CRYSTAL BALL COMPETITION ★ ★

The competition we ran from January was our best supported yet. It was the person with the largest number of points calculated by the end of the season from them guessing what the scores would be for all the Hatters games. Results were very close throughout the season, but the final positions were:

1st Sue Pratt —

2nd Kevin Pickstock and joint 3rd Alan Adair & Gregg Cooper

Congratulations to all, with the prize for the winner being presented to you in due course.

LOOK OUT — for next seasons competition in the August edition of your newsletter, so hurry and renew your membership or you may miss out!



NATIONAL FEDERATION OF FOOTBALL SUPPORTERS CLUBS SOUTHERN DIVISION

On Sunday, 22 April 1990, Luton Town Supporters Club was represented at the first meeting of the Federation held at Gillingham Football Club. this meeting was the Federation's AGM at which officers for the year were elected.

After the elections Mr Barry Bright, Chief Executive of Gillingham FC, gave a talk on the problems of the Taylor Report on small clubs such as his own.

The next Federation meeting will be held in August at Reading FC.

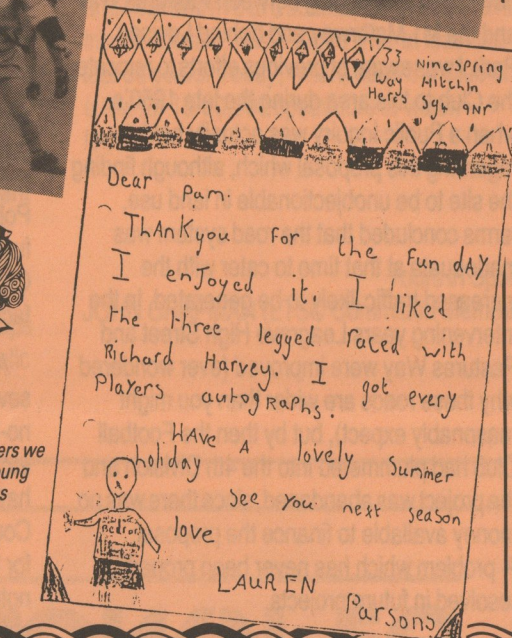
PROGRAMMES WANTED ...

One of our members requires Luton Town F.C. football programmes from the 1950's to add to his large collection of over 1300 to date.

If you can help contact:

Mr. M. Smith, 37 Drummond Ride,
Tring, Herts. HP23 5DF.

* FUN DAY * - EXTRA!!



One of the many letters we received from our young members thanking us for a great day!

We intend to hold another in the near future!

LETTERS FROM ACROSS THE WORLD



LETTER WRITTEN BEFORE DERBY CO. GAME

Dear LTSC,

I'm keen Luton Town supporter writing to you from Australia. I've been a Hatter all my life and always will be.

I'm looking forward to the boys getting out of relegation this year and becoming a title threat for seasons to come. I have a weekly subscription of Shoot, Match, and British Soccer weekly, but I feel these all lack greatly information concerning your club.

I was wondering then if it could be possible for you to send me some information on your club, and on the

players like Kingsley Black, and Danny Wilson etc. I would be unbelievably grateful.

I look forward to a Luton Town's result every week and to hear of a Hatters triumph brings great joy.

Of course I'll be looking forward even more to hearing from any Hatter fan who wishes to become a pen pal or just send me some information on Luton, which I don't receive at present.

Yours in Sport,
Gene Lashchuk

1 Boothly Street,
Clapham, Adelaide, 5062, Australia.

P.S. — is a keyring or stickers out of the question as souvenirs for any club are impossible to obtain in Australia.

Dear Football supporters,

My name is Pavel, I'm 23 year of age and a student of the Kiev motor car and highway engineering institute.

I like watching games of your team very much. I would like to correspond with any football fan from your club and exchange souvenirs like: metallic badges, programmes, and football stickers.

I will be very happy if I receive any letter from english football supporter from your club.

I will reply to your letter very much.

Good bye

Pavel Allovchan,
y1. Leuina 121,
Rakino, Kievckay, obl,
256710, USSR.

CLUB'S RELOCATION SEARCH CONTINUES! (OR FINALLY ENDS?)

This is an updating article to inform Luton supporters of the current situation regarding the Football Club's protracted efforts to relocate their ground and provide recreation, sports and entertainment facilities for the benefit of the Club and just importantly the town in general.

For my part I first became involved in this saga during 1982 when I became aware of plans to relocate the Club to land now developed for housing between Pastures Way and the M1 Motorway and behind Lewsey Park. I was aware of previous efforts to relocate the Club to this area during the late 1950's, when a Public Inquiry was actually held regarding this proposal which, although finding the site to be unobjectionable in land use, terms concluded that the road system was inadequate at that time to cater with the increased traffic likely to be generated. In the intervening years Leagrave High Street and Pastures Way were improved (ever wondered why these roads are wider than you might reasonably expect), but by then the Football Club had plummeted into the 4th Division and the project was abandoned, since there was no money available to finance the proposal. A problem which has never been properly resolved in future projects.

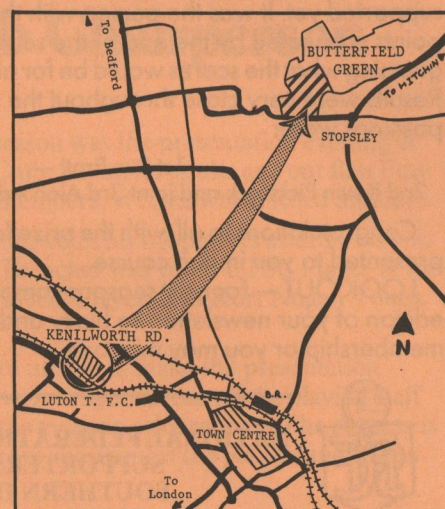
However, come 1982 the Football Club had decided with their rise back to First Division status that they could again look forward to relocating their ground to a more suitable site if land could be identified by the Council and Lewsey was again resurrected. Information related to me whilst I worked at the Luton Planning Department indicated that leading members of the Council's Ruling Party at that time gave individual undertakings to support the scheme and felt they could persuade their colleagues likewise. History shows this view to be somewhat optimistic! However, on the basis of this undertaking the Club's Chief Executive of the time felt there was no point or benefit in utilising the support of fans for this scheme, since in his naivety he believed "all was well". However, it was no surprise to me to find that the political support did not materialise, especially given the effective campaign orchestrated by Lewsey Park and Leagrave residents, which the Club did nothing to counteract or dispute. Instead the Club relied solely upon the private undertakings of a few

leading politicians on the Council. When this scheme was eventually turned down the Club indicated it was to move to Milton Keynes. This is when I became actively involved in the problem.

After 18 months of effort waging a campaign against the Club and its stance, energy which could have been spent supporting them, the move to Milton Keynes was finally abandoned. Politicians from all parties then gave their further undertaking during this period to find the Club a new ground and agreed that the present facilities were inadequate and badly located.

A working party was therefore set up and several sites identified, although many were no-hopers such as Wardown Park, Dallow Hills etc. However, eventually last November having combed the maps of the Borough the Council asked that a Master Plan be prepared for the Butterfield Green Area. It should be noted however, that since 1982 the Club's criteria had changed such that it wasn't just a case of identifying a site for a sports, leisure and entertainment complex. It was now necessary for major commercial and residential areas to be incorporated in the scheme so as to finance the proposal by means of a "planning gain", i.e. enough profit would have to be made from other land uses to subsidise the cost of the rest of the development. The Club therefore liaised with the Crown Estates to prepare the Master Plan since they were the other major land owner, apart from the Council in the Butterfield Green area.

Not surprisingly local opposition was mobilised against this proposal, led by politicians who had previously given their support to the Club's relocation. At this time the Supporters Club felt this opposition was premature given that no details of what, when and where was being proposed had been published, and given the size of the site under investigation it was felt that the controversial part of the scheme could be located as far away from large scale existing housing, so as to



Kenilworth Road to Butterfield Green?

minimise its impact on worried local residents. Thus, we were happy to believe that many of the points of objection, although valid planning matters, could be overcome by discussion and negotiation.

Nearly six months after the Council's resolution was passed the Crown Estates put forward their proposals to the Club and a meeting of the Council's Joint Working Party was arranged. It was at this point that I realised things had not progressed as I had anticipated they would. Whilst I had believed that the Club had formed a "partnership" with the Crown Estates in order to provide a 20,000 capacity sports, leisure and entertainment complex it soon became apparent that this pre-requisite of the Club had been given "lip-service" to, such that work had only be carried out to provide a "tin pot" ground of 10,000, not even as big as Scunthorpe United's ground who play in the Fourth Division.* Indeed, the attitude of the Crown Estates put over at that meeting made me very sceptical of achieving a half decent ground even if they were persuaded to rethink their ideas. Not surprisingly, perhaps, their basic motivation seemed to be to achieve the greatest profit for themselves whilst providing the Club and the town with the least in the way of facilities, which they could get away with so as to reduce this profit.

Leading on from this other spurious planning arguments were made to justify the Crown's proposals whilst proposing a development which gave the objectors everything they could have prayed for in fighting the development on planning grounds. Thus to avoid embarrass-

ment for all concerned and in the knowledge that by passing the plans as they stood the Crown Estates would have absolutely no incentive to provide a greater capacity complex the resolution of the General Purposes Committee, if passed by the Council (which seems highly likely) will effectively push the proposals into the sidings for several years. It seems that the Crown Estates can't be trusted to provide what the Club wants or respect the legitimate concerns of local residents, both of which could have been taken into account and still provided them with a "nice little earner". Thus, the Club has been left with no viable options regarding its relocation. Although land near junction 10 has been mentioned this land is not large enough to provide the commercial back-up necessary to finance the sports, leisure and entertainment complex which together with the fact that the land is not in the Council's ownership seems to realistically rule this proposal out. Furthermore, in my opinion, based on my knowledge as a Town Planner, no other alternative sites are available for relocation, given that Luton has all but expanded to its Borough boundary at present. By the time the Thame-Stevenage link route is agreed the Butterfield Green land will, I believe, have been identified for other uses such that there would be no benefit for any interested

party to think about providing land here for a less commercially attractive return, i.e. a leisure and entertainment complex.

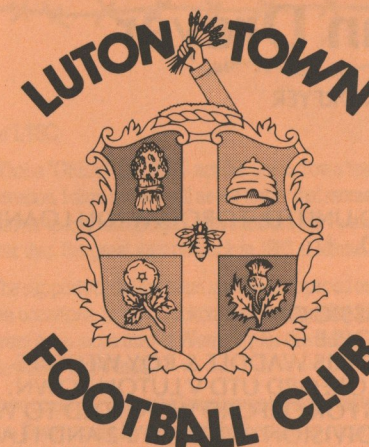
Finally, whilst the County Structure Plan may identify the shortfall in industrial and housing land in the county and Luton it does not identify the shortfall in leisure and entertainment facilities for the town and its population as part of its requirements. Thus, in future years yet more people will be housed and jobs provided, probably for people now living in London and Hertfordshire, whilst the people who reside in Luton will continue to complain that the town does not provide any facilities such as theatre, concert venue, skating rink, conference hall for the cultural benefit of the population and there is little to do, when in fact this could have been provided within, or alongside, the sports complex itself.

Where does the Club go from here? Who knows? It obviously doesn't help that any "partner" is aware that the Club has insufficient capital of its own to finance buying land or building the complex, as this enables them to run roughshod over what the Club really needs and have a "take it or leave it" attitude. Perhaps the Club might do better to be more pragmatic and realistic towards its future strategy by negotiating with the Council to stay at

Kenilworth Road, with all its faults, and redeveloping the main stand with a full length cantilever building incorporating commercial facilities within its structure. This could increase the existing ground capacity and by providing more modern facilities attract new supporters, thereby increasing revenue for the Club. Moreover, this development could be subsidised by money available following the Taylor Report. I believe that this route might find cross party support from the Council, given the problems that seem to exist in finding a site for relocation.

If anyone has any other constructive ideas please write to the Supporters Club and let us know. The Football Club needs all our support and help to arrive at a solution which, as I have tried to explain, has dogged it for at least the last 30 years. Today, where does the Club find a site for 15-20,000 spectators to watch football?

Yours in Sport,
JOHN CHAPMAN (LTSC Committee Member)



LUTON TOWN FC

0839 66 44 66

Note our NEW Number!



All the Latest News & Views on Luton Town F.C.

All calls are charged at 25p off peak and 38p other times, plus VAT

PLAYER PROFILE Kingsley Black

A series of questions were asked to the players, which we now relay to the Supporters Club

Full Name KINGSLEY BLACK

Age 22

Date of Birth 22-6-68

Height 5' 9"

Weight 11st 2lbs

Previous Clubs NONE

Married NO

Children NO

Likes MUSIC, GOOD FOOD

Dislikes SMOKING

Favourite other player DETARI (HUNGARY)

Most memorable match LITTLEWOODS CUP FINAL 1987/1988

If you were not a Footballer, what other job would you do?
JOURNALISM

Favourite Television Show CHEERS

Hobbies outside Football SNOOKER, GOLF

Favourite Food PASTA DISHES

Favourite Drink PERRIER and LIME

Favourite other Sportsmen DALEY THOMPSON



PLAYER PROFILE John Dreyer

Full Name JOHN BRIAN DREYER

Age 27

Date of Birth 11-6-63

Height 6' 0"

Weight 12st 7lbs

Previous Clubs OXFORD UNITED, TORQUAY (ON LOAN), FULHAM (ON LOAN)

Married NO

Children NO

Likes HOLIDAYS & CLASSIC CARS

Dislikes IGNORANT PEOPLE

Favourite other player CHRIS WADDLE & ROY WERGERLE

Most memorable match OXFORD UTD V LUTON TOWN, APRIL 1987. PLAYING FOR OXFORD WE NEEDED TO WIN TO STAY IN THE 1st DIVISION. WE WON 3-2 AND I LAID ON THE WINNER IN THE LAST MINUTE.

If you were not a Footballer, what other job would you do?
SOMETHING INVOLVING CARS

Favourite Television Show MOST COMEDIES (ie BLACKADDER FAWLTY TOWERS, YOUNG ONES). ALSO MOST SPORTS PROGRAMMES.

Hobbies outside Football GOLF, SNOOKER

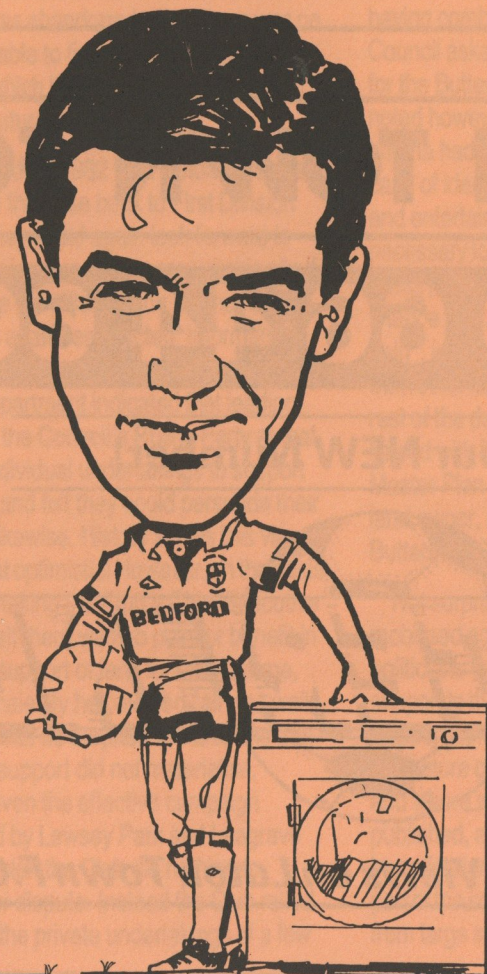
Favourite Food ITALIAN & TRADITIONAL ENGLISH ROAST

Favourite Drink LAGER & FRUIT JUICES

Favourite other Sportsmen SEB COE, IAN BOTHAM

Next issue we feature Iain Dowie and Jason Rees. If any supporters would like any feature on any players past and present please write to:

Philip Francis, c/o LTSC, 1 Maple Road, Luton, Beds.



"HATTERS MASTERMIND" No. 6



★ Your chance to win a GREAT LUTON TOWN PRIZE! ★

All Football Supporters enjoyed the recent F.A. Cup Semi-Finals and this "Mastermind" is based on Luton's involvement with the clubs who took part in these epic struggles. Clues are as follows:

- No. 1** Apart from Kingsley Black's goal in a 4-1 Defeat against Man Utd, who was the last Luton player to score at Old Trafford.
- No. 2** Which player played for Man Utd in an F.A. Cup Final in the 1950's and later moved to Luton.
- No. 3** Which players played for C. Palace during their 2nd Division Championship season 1978/79 and later played for the Hatters.
- No. 4** Which Luton goalkeeper's father was employed by C. Palace during the 1980's.
- No. 5** Which Luton player made his league debut for the Town against Oldham on 19/8/78.
- No. 6** The same season the Town lost 2-0 at Boundary Park. What was unusual about the Oldham Goalkeeper.
- No. 7** Which ex-Bristol City player moved to Luton from Anfield during the 1974/75 season.
- No. 8** Which sixteen year old goalkeeper played in the Luton first league Cup tie 2nd Leg against Liverpool at Kenilworth Road.

Send your list of all eight answers on a postcard or paper to:-

LTFC Supporters Club, "Hatters Mastermind" No. 6, c/o LTFC, 1 Maple Road, Luton, Beds. LU4 8AW. MUST be handed to any committee member or to be received by first post on 25th August 1990.

Rules of entry — All entries to be limited to LTSC members ONLY and in the event of any close result the committee's decision will be final. Also no present committee can participate.

In the event of a tie all the correct entries will be put into a hat and the winners drawn out at the nearest social event after the closing date.

★ COMPETITION WINNER OF THE OUR FIFTH ★ HATTERS MASTERMIND

With many more entries to this competition than our last one, we had to find a larger hat to put all the correct names into. That lucky person being:

Mr. David Fleckney of 26 Atterbury Way, Great Houghton, Northants.

WELL DONE DAVID!!

He receives a Luton Town Souvenir Shop Voucher

Answers to No. 5 Hatters Mastermind were as follows:

No. 1 Mark Stein. **No. 2** Raddy Antic. **No. 3** Mick Harford. **No. 4** Ian Allinson. **No. 5** Ashley Grimes. **No. 6** Steve White. **No. 7** Andy King. **No. 8** Mark Aizlewood. **No. 9** Micky Weir. **No. 10** Rob Johnson. **No. 11** David Oldfield. **No. 12** Alan West and finally ... **No. 13** Billy Kellock.

The main clue to which player it was using certain letters from the answers was: EMEKA NWAJOBI

THE GREAT ESCAPE

Dear LTSC,

What a "GREAT ESCAPE" act the Luton Town team did this season. I dare say we will never forget that moment at a quarter to five on Saturday May the 5th 1990 — even better than the great escape back in 1983 at Maine Road.

The supporters did the team and the club proud on both those occasions, in fact I reckon they managed to lift the players even more than at Wembley for the two Littlewoods Cup Finals.

If we could get that sort of away support for all matches, Luton Town would have one of the best away records instead of one of the worst.

Now is the time we should all get behind the team, especially if Kingsley Black, Tim Breaker, John Dreyer and David Preece stay. They look as if they are pledging their loyalty to Luton Town F.C. — we should too.

I'm not getting at the regular couple of "coach loads" of Hatters fans who follow the Town home and away, through thick and thin, I'm talking about those who say "I'm not going to that away game, we never win there". If we all take a positive view and say "right this season we'll win at Old Trafford and win at Highbury and who knows even Anfield", then the team know they can rely on us to back them — and give it their best shot.

The colour on the M1 for that last match at Derby was brilliant (I'm glad to see plenty of orange still in "the

trimmings"). The sight of motorists honking their horns at "Good Luck" banners on the Bridges amazed me personally.

I wonder if the Luton fans knew that there were also two banners written in red north of Nottingham. One read "You owe us one FOREST (1989-1989) the other said "WIN IT FOREST". It looks as if they heeded the message with their "just-as-brilliant" win at Hillsborough.

Back in the middle of April when Forest hammered us 3-0 at the City Ground, there was a small banner at the back of the Luton enclosure which read "HOUDINI DID IT — WHY NOT LUTON". It amazed me that poster was still up at the end of the game as we really looked 'dead and buried' following that game.

Yes, following Luton always seems to bring drama and controversy, never a dull moment you might say. When I think back to 1974 when the late Harry Haslam took his Luton team up to the first division, only to be relegated the same season, it struck me that "The Town" were the first team to be caught in the "3-down" system. Despite Luton's gallant attempt towards the end of the season including a brilliant away win at Birmingham City, when Aussie Adrian Alston "stole-the-show", the Town were duly relegated and it was left to David Pleat to resurrect the club and it's fortunes.

Mind you, all the managers since have done a brilliant job. John Moore took us to our final highest division one place ever, and (who can forget "pasting" Liverpool twice in one season). Ray Harford took us to the Littlewoods and Simod Cup Finals as well as bringing through Kingsley Black and Julian James. He also brought us Roy Wergerle, John Dreyer, Iain Dowie, Mick Kennedy and Alec Chamberlain — all excellent players on their day. We've also seen flashes of brilliance from Lars Elstrup and Steve Williams, so Ray Harford did a marvellous job for Luton Town F.C.

I doubt though whether anything touches Jim Ryan's achievements. Without any money to spend, being forced to sell Mick Harford and Roy Wergerle and with all the odd's stacked against him, he not only rescued Luton Town from "the Drop", but also bought through exciting youngsters like Jason Rees and Kurt Nogan and to cap it all encourages "The Hatters" to play positive, attractive and skillful football.

WELL DONE 'JIM' — Next season we'll qualify for Europe.

Many thanks for a great season.

GEOFF EVANS,
10 Portland Street,
Whitwell, Worksop, Notts. S80 4RH.

LETTERS PAGE



SWINDON RELEGATION — FAIR OR FARCE.

*A personal view of Mark Chapman—
LTSC Treasurer.*

I wrote this article the day after the leagues' enquiry results were announced into the irregular payments made by Swindon to several of their players.

I do not condone any of these payments and I agree that the league must take action against the officials involved. But surely the route taken punishes in the main the fans, who after having the elation of seeing their team gaining promotion to the 1st Division for the first time. They now suffer the indignation of relegation not down one division but two.

Surely, it would have been fairer to penalise the club by a large fine and ban all officials involved.

Interestingly there are precedents, the dates and punishments:-

1968 — Port Vale — Fined £4,000
Expelled from the league

1967 — Peterborough — Fined £500
Relegated one division
1957 — Sunderland — Fined £5,000
1969 — Manchester Utd — Fined £7,000
1970 — Derby County — Fined £10,000
1978 — Fulham — Fined £15,000
1983 — Tottenham H. — Fined £10,000
and later reduced to £8,000

I wonder what would have been the result of this enquiry if it involved Liverpool, Arsenal or Aston Villa. Looking down the list of clubs above you can probably draw your own conclusion. I believe it's another case of one rule for one, one rule for another, which category would Luton Town come into!

I have expressed my views to the league. If anyone else has views on the subject, please write to the LTSC Editor at the usual address.

Yours Mark Chapman

THE BIG '5', THE MEDIA AND THE GAME TODAY — A SUPPORTERS VIEW

The BIG '5' together with the media are killing our beloved game slowly but surely. One of the main reasons being the decision of the clubs themselves to keep their own gate money and not allocate 25% to their visiting clubs, as was the norm some years ago when soccer was governed by its entertainment value and not the greed of some member clubs.

I offer the following solution:-

Allowing the visiting teams a percentage of the gate receipts would provide the smaller less glamorous clubs with vital added revenue, which would enable them to improve facilities, safety and possibly their squad, therefore improving the attraction of the club which could lead to greater gate receipts, earning the visiting team extra revenue and so on ... ad infinitum. The larger clubs would lose out financially, at first glance, but would regain lost revenue from live televised matches (approx. £275,000 per game) and may also benefit from larger attendances, due to the fact that they would be playing stronger teams which should, I feel, contribute to more skillful and exciting games. They would also, of course, receive income from their away games.

The media also seem to be intent on tarnishing our national game and deterring people from spectating by scaremongering. No report in the gutter press would report that there was no trouble at a match, but if (as is a rarity these days) a few yobs are arrested this will get the full headline treatment. This approach surely deters would-be spectators from attending. It would be nice for the papers to promote the idea that soccer is an innocent enjoyable game, not something sinister and dangerous and that most spectators are really quite human not monsters.

Football and its image can be improved but, alas, do the clubs, F.A. and press really want this??

B.R. MUGRIDGE

If you have any items or suggestions that may improve this publication please contact me through the stated address as printed.

"Next edition out End of August"

BROWNE & LEWIS • LTD •

• CURTAINS •

LARGE RANGE OF MADE TO MEASURE AND READY MADES

WIDE RANGE OF FABRICS • EXTREMELY COMPETITIVE PRICES

TRACKS & CURTAINS POLES SUPPLIED AND FITTED
ABSOLUTELY FREE AND NO OBLIGATION MEASURING SERVICE

ON PRESENTATION OF THIS ADVERTISEMENT
5% DISCOUNT OFF ANY PURCHASE OVER £10.00

59, Hightown Road, Luton, Beds. Telephone (0582) 412714
MON-FRI 10 am - 5 pm. SAT 10 am - 4 pm. SUN 10 am - 1.00 pm

