

Evening Post-Echo Supplement


**Luton Town**

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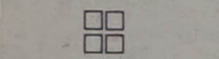
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Consolidation is our main aim next season, claims Mortimer

LUTON'S immediate aim next season will be to consolidate their place in the First Division.

That's the message from club chairman Denis Mortimer, whose cash support saved the Town from folding up seven years ago.



He says: "I would like to think that a small club like ours can get into the First Division and emu-

MESSAGE FROM THE CHAIRMAN

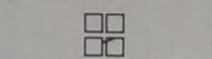
late Ipswich's achievements.

"But that is being romantic and our immediate aim must be to consolidate. I would be delighted if we could finish around the halfway mark next season.

"But our first duty must include our supporters and we plan to upgrade the facilities for them. The fans are important and demand and

deserve our support.

"We have budgeted for average attendances of 15,000 next season. And if we achieve that our homework will have been accurate.



"There will, of course, be the odd occasion when more people will watch our matches. That will be a bonus.

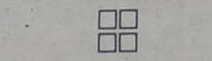
"Promotion to the First Division is a dream come true for me. I have been chairman since 1975 and it's been seven years of extremely hard work.

"Our breakthrough came when I took the sole responsibility for offering the manager's job to David Pleat. It was my decision and I didn't tell my co-directors until he had accepted the job.

"As chairman I think I have the right to bulldoze

my way through and I have a knack of appointing the right people to the right job in business and in football.

"I suppose it was a gamble giving the job to David. But it has paid off.



"When I told the board what I had done they said it was a gamble but gave me their full support.

"There is now a huge challenge to be faced. Together we will achieve further success."



CHEERS... Denis Mortimer toasts promotion

HATS OFF TO THE HATTERS...

PLEAT'S VICTORS—A MATURE BLEND

DAVID PLEAT has watched his team mature in the last four years to rightly claim their place in the First Division.

The challenge of the top flight is one the Luton manager accepts with enthusiasm and in fear of no one.

After rubbing shoulders with the First Division for two years, the courtship has finally developed into a marriage which should blossom in the season to come.

Pleat has brought the majority of his team to Kenilworth Road from the obscurity of non-League soccer and the lower divisions, although Mike Saxby cost the Town £200,000 when he was transferred from Mansfield.

The manager has enjoyed the satisfaction of seeing his "babes" develop into adults — and they will need all their maturity next season.

Before then, Pleat will look at the possibility of strengthening his squad for another season of pressure.

"The players have experienced that for three years, and there is no doubt they will next season," he said. "But they must enter next season in fear of no one. Some of them are already looking forward to it and one said to me recently: 'Let's get at the Liverpool and Manchester Uniteds.'"

"That is the spirit I am

looking for and if that is evident throughout the first team, we will have nothing to fear from anyone."

"The season has provided me with enormous satisfaction especially with the effect Brian Horton has had on the team as skipper."

Will some of Pleat's younger players wilt under the atmosphere of playing at the likes of Anfield and Old Trafford?

"There is nothing better than playing in a good stadium in front of a big crowd," he said.

"Some of the players at the beginning of the season were a little restless. They wanted success and I told them to wait until the end of the season."

"Now they have been rewarded and we have reached Division One. We like the look of it and want to stay. If we all pull together, we can do it."



A dream comes true for Pleat and his players

SOME managers try to get the best from their players by fear and some by kidology. But David Pleat offered his players a dream.

Now with Luton having clinched promotion to Division One both he and his team will be pinching themselves to make sure it really has come true.

It's an incredible success story. The Hatters have climbed back from the brink of liquidation. And while counting the pennies during a diet of stark economics have found new wealth — on the pitch.

They have also proved a salient point — you don't need big money to reach the "big time."

Much of the credit must go to chairman Denis Mortimer. It was he who steadied the boat seven years ago when the Hatters were heavily in the red and sliding down a slippery slope.

SPORTS EDITOR'S COMMENT

And it was the astute Mortimer who appointed David Pleat as a successor to Harry Haslam in 1978.

Until then Pleat had been one of an anonymous backroom team. But he fitted the bill as Mortimer looked for a track-suit manager.

And no one has regretted the appointment. Pleat faced up to the challenge of building a young side while at the same time balancing the books.

Now he faces his biggest test yet in the First Division, where he will have the opportunity to prove his potential as one of the top managers in the country.

He has worked hard for the chance over the last three seasons. But he'll have to work even harder just to consolidate Luton's position in the top flight.

There's no doubt Pleat will keep faith with the players who have earned Luton their place at the top. But they will need at least a couple of new signings. A midfield man and another forward would seem to be the priorities.

But Luton have learned the lessons of the past — and the book balancing will go on.

Kenilworth Road may well be one of the smallest grounds in the First Division — but big things will be happening there next season.

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Be a winner in our memory game

LUTON TOWN are back in the First Division for the first time in seven years. Many of their fans will remember their last spell with the elite and, for those with a good memory, this quiz could win you two tickets for the first home match of the new season.

The first all-correct entry opened will win the tickets and your answers should be sent to: Luton Quiz, Sports Desk, Evening Post-Echo, Mark Road, Hemel Hempstead, Herts HP2 7BU. Your entry should reach us by Saturday, May 10.



ADRIAN ALSTON



BARRY BUTLIN

FACES FROM THE PAST



JOHN FAULKNER



JIMMY HUSBAND

1 Who was the only ever-present in the Hatters' Division One matches that season: Alan West, Peter Anderson, John Ryan or John Faulkner?

2 Two players shared the distinction of being joint leading scorers in First Division matches. Was it Jimmy Husband

and Barry Butlin; Peter Anderson and Jim Ryan or Adrian Alston and Ron Fletcher?

3 Luton lasted only one season back in the First Division. Who were the two teams relegated with them?

4 Before the start of the

season, Luton competed in a subsidiary competition. Was it the Anglo-Scottish Cup or the Texaco Cup?

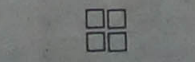
5 Name the two goalkeepers who shared the position throughout the season.

PRAISE FROM TAYLOR

WATFORD manager Graham Taylor is high on the list of experts who have every admiration for Luton's promotion force.

"Their success is very deserved — they missed out in the previous two years but have stuck by what they believe in," he said.

"They've been playing together for the best part of three years and this is one of the main reasons for their triumph.



"David Pleat did not break the team up after twice going so close to

promotion and Luton have benefited from continuity and understanding.

"Apart from one time when we took over top spot for a short while his team have been out in front. Anyone who has done that has every right to be in their present position."

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A TRIP DOWN MEMORY LANE...



A Luton picture for your scrapbooks

THERE'S a fresh faced young player in the team picture (left) who shouldn't be too difficult for Luton fans to identify.

He's on the extreme left of the back row and has since emerged as one of the brightest managers in the Football League.

Yes, it's Hatters boss David Pleat pictured during the 1965/66 season at Kenilworth Road.

Some of the other faces may be easy to recognise. Some won't and, for the benefit of the supporters who are stumped, the line-up is:

Back row (left to right): David Pleat, Alan Slough, Dick Edwards, Barry Fry, Colin Tinsley, Ray Whittaker, John O'Rourke, John Reid, Tom McKechnie (see Middle row: Bob Readhead (see



DAVID PLEAT

relaty, Charlie Watkins (physio), Billy Rivers, Graham Caley, Tony Read, Gordon Riddick, Ted Phillips, Alex Gibson, Fred Jardine, Bruce Riech, John Moore, George Martin (manager), Stan Bentham (physio). Front row: Jim Hyde, B. England (director), L. Hawkins (director), T. Hodgson (director), G. Harris (director), J. Richardson (director), Tony Long.

McKechnie is now Pleat's Scottish scout

PLEAT REWARDS MORTIMER WITH SUCCESS



Pleat — an artist's impression

SHREWD planning by Luton's directors has been largely responsible for securing the club's place in the First Division.

I remember sitting outside Kenilworth Road shortly after Harry Haslam had announced his resignation to join Sheffield United.

The 64 dollar question was: Who would replace him? I knew David Pleat, then reserve team coach, was behind the drawn curtains in the manager's office talking to chairman Denis Mortimer.

The next day, the official announcement that David Pleat was Luton Town's new manager was made — and neither he, the chairman, his directors nor everyone else at Kenilworth Road has had cause to regret the appointment.

It proves that successful businessmen can offer much to a football club. Mr Mortimer runs a haulage empire from Hemel Hempstead and his business knowledge has been injected into Luton.

After appointing Pleat as phase one in their priority list, the directors then went for a chief executive and persuaded John Smith, Leicester

By ERIC HARRIS

City's secretary, to move to Luton.

He has completely revamped the club's backroom image and transformed it into an efficient unit.

New ideas have been introduced and Smith was appointed to the board as executive director at the club's last annual meeting. If Football Association legislation permitted two paid directors, Pleat would be there too.

But Mr Mortimer does not run a one-man band. His colleagues are all experienced at running business successfully like Richard Banks' grain firm in East Bedfordshire.

Ed Pearson has a successful company at



Pleat says farewell to his predecessor Harry Haslam

Harpden while David Evans, a former professional player, is best known for his coups in securing several refuse collecting contracts by private enterprise while Roger Smith is a director of the Tricentrol group.

Luton have come a long way since they appointed David Pleat as manager. But the job isn't finished yet...

TOPS FOR SPORT

FOR the best coverage of Luton make sure you stay with the Evening Post-Echo.

We bring you the top stories from Kenilworth Road every night — don't miss them.

And on Saturdays you can read the first report on Luton's big match action — in Sports Final.

As well as all the football results and league tables Eric Harris' "Up Town" column takes you behind the scenes at Kenilworth Road.

Sports Final is a must for sports fans.

When the goals flowed for Luton

IT has taken a lot of unselfish graft to get Luton back into the First Division for the first time since 1974.

Now, the Hatters fans can sit back for a summer's rest before starting to get excited over what's in store for next season. If it's anything as good as 1957/58, everyone at Kenilworth Road will be highly delighted.

In that season, the Town finished in eighth position when Gordon Turner tormented defences to finish with 33 super goals. It was a record which was bettered only by Preston's Tommy Thompson (34) and Spurs and England centre forward Bobby Smith with 36.

Managed then by Dally Duncan, the Hatters continually thrilled their fans with a non-

sense shoot on sight policy which produced 46 goals at Kenilworth Road.

It was a season which always had the fans talking. They didn't like the decision to sell Reg Pearce to Sunderland for £20,000. Nothing has changed over the years because finance — or the lack of it — was given as the reason for Pearce leaving.

Average attendances at Kenilworth Road were down to 18,418, the lowest in the First Division and Pearce was in the running for an English international cap.

Adequate

But Pearce had to go. Duncan believed he had adequate replacements waiting in the wings and

brought in two youngsters, Dave Pacey and Alwyn McGuffie.

Later in the season, a crop of injuries prevented Luton from creeping up the table when Allan Brown — and long serving Bob Mortimer were forced to miss the run-in. The result was that the Town took only six points

from their last 12 matches.

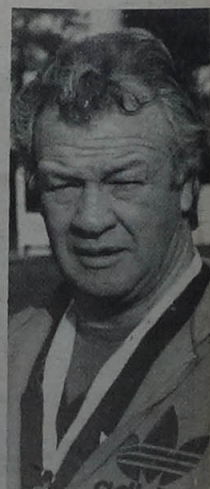
There was never a shortage of goals and Arsenal felt the back-lash by leaving Kenilworth Road smarting from a 4-0 defeat — thanks to a hat-trick from Brown, a Scottish international. Sunderland were also victims of the scoring machine and they lost 7-1.

The Liverpool team on duty that day makes interesting reading. It was: Clemence, Smith, Lindsay, Thompson, Cormack, Hughes, Keegan, Hall, Heighway, Boers-

ma, Callaghan. Sub: Toshack.

Phil Boersma was later to join Luton although not in the same season and he stayed until moving to Swansea where an injury prematurely ended his playing career. He is now assistant to manager John Toshack at the Vetch Field.

Luton didn't want to know much about the next season when they slipped out of the First Division when they finished bottom with only 30 points and nine victories from their 42 matches. Leeds United went down with them.



BILLY BINGHAM ex Luton

THE HATTERS' PATH TO DIVISION ONE GLORY...

'WE HAVE NOTHING TO FEAR'—HORTON

A SUMMER gamble has finally paid handsome dividends for Luton skipper Brian Horton, who arrived at Kenilworth Road on a £100,000 transfer from Brighton.

He was already a member of a First Division side after skipping Brighton out of the Third Division to join the elite at the top.

When he heard of David Pleat's interest in him "Nobby" wasn't sure whether to leave the First Division where he had established a reputation as a skipper who leads by example.

"I had always respected Luton and thought they had one hell of a chance of reaching Division One," said Horton.

"But it was a gamble if I moved because nothing is guaranteed in football. I took the plunge — and look where it's got me. I'm delighted for myself, all my mates in the team, the management team and everyone associated with the club.

"But the hard work is only just starting and I suppose consolidation must be our priority next season. But I am pleased for the younger players who, if they can believe in



Luton skipper Brian Horton looks forward to the challenge of Division One.

their own undoubted ability, can look forward to an exciting season."

Horton finds it difficult to explain his jubilation at leading the Town into the First Division. "There is tremendous satisfaction to be derived from winning promotion," he added.

"I did it with Brighton and it's everyone's dream to play in Division One with its superb atmosphere."

"But I firmly believe Luton are better equipped to make their challenge than Brighton were when they won promotion."

Challenge

"This season, I have often reflected on the talent within the team and thought how good we have been. The team has improved in the short time I have been here and it's going to get better."

But Horton made a plea for the Town's fans to be patient at the start of next season.

"We cannot expect to make the start we did this season," he added. "Supporters must be as patient

as us because it will be so much harder for us."

"But we like to play a patient, waiting game and that could suit us next season as we attempt to find our feet. But I still have a lot to learn from the game and I am looking forward to the challenge of playing in the First Division again."

And the Luton skipper stressed: "The First Division is not to be feared by anyone at Luton. There will, of course, be teams who pose problems for us but we have the ability to do well generally."

Horton's impressive talking on the pitch has been of immense importance to David Pleat's younger players this season.

"People tend to tag me as a leader who talks," he added. "I don't think that is strictly true because I would talk even if I wasn't skipper."

APPEARANCES (League, League Cup, FA Cup): 42 — Stephens 38-2-2, Donaghy 38-2-2, Stein 38-2-2, White 38-2-2, 41 — Horton 37-2-2, 36 — Moss 32-2-2, 34 — Findlay 30-2-2, 31 — Goodyear 28-1-2, 29 — Fucillo 25-2-2, 28 — Aizlewood 25-0-2, 16 — Antic 15-1-0, 14 — Saxby 12-2-0, 9 — Money 9-0-0-0, 7 — Turner 7-0-0-4 — Aleksic 4-0-0, Judge 4-0-0-3 — Ingram 3-0-0.

GOALS: 18 — White 17-1-0, Stein 18-0-0, 15 — Moss 15-0-0, 9 — Donaghy 9-0-0, 4 — Antic 4-0-0, 3 — Aizlewood 3-0-0, Hill 3-0-0-2, Horton 1-0-1, (og) 2-0-0, Fucillo 2-0-0-1 — Jennings 1-0-0, Saxby 1-0-0.

SUBSTITUTES: 20 — Antic 18-0-2, 4 — Ingram 4-0-0, Jennings 4-0-0, Bunn 4-0-0, 3 — Small 3-0-0, Johnson 3-0-0, 2 — Fucillo 2-0-0, 1 — Turner 1-0-0, Aizlewood 1-0-0.

FACTS AND FIGURES

AUGUST	29 CHARLTON ATHLETIC	3-0 Donaghy, McAllister (og), White	8,776
SEPTEMBER	1 QPR	2-1 Aizlewood, Hill	18,000
5 Bolton	2-1 Stein, Aizlewood	6,911	
12 SHEFFIELD WEDNESDAY	0-3	12,131	
19 Leicester City	2-1 White (2)	14,159	
22 CARDIFF CITY	2-3 Saxby, Antic	9,015	
26 WATFORD	4-1 Moss (2 pens), Stein (2)	12,839	
OCTOBER	3 Orient	3-0 Hill, White, Aizlewood	5,084
6 WREXHAM (FLC 2 (1))	0-2	6,194	
10 Oldham Athletic	1-1 White	8,403	
17 GRIMSBY TOWN	6-0 Fucillo, Moss (pen), White (4)	9,090	
24 Wrexham	2-0 Donaghy, White	4,060	
31 CRYSTAL PALACE	1-0 White	3,453	
NOVEMBER	1-0 Moss (pen)	11,712	
7 DERBY COUNTY	3-2 Moss, Goodyear, Donaghy	10,784	
14 Blackburn Rovers	1-0 Moss (pen)	9,862	
21 Newcastle United	2-3 Moss (pen), Donaghy	21,037	
28 BOLTON WANDERERS	2-0 Stein, Moss	8,899	
ROTHAM	3-1 White, Donaghy, Stein	11,061	
DECEMBER	3 Shrewsbury	2-2 White, Donaghy	5,250
28 Norwich City	3-1 Antic, White, Stein	19,348	
JANUARY	2 SWINDON (FAC 3)	2-1 Moss (pen), Horton	9,488
19 Charlton Athletic	0-0	7,013	
23 Ipswich Town (FAC 4)	0-3	20,188	
30 LEICESTER CITY	2-1 White, Donaghy	11,810	
FEBRUARY	6 Sheffield Wednesday	3-3 White, Moss (pen), Donaghy	18,012
20 Watford	1-1 Stein	22,580	
27 OLDHAM ATHLETIC	2-0 Moss (2) pen	11,506	
MARCH	2 CAMBRIDGE	1-0 Horton	10,507
6 Grimsby Town	0-0	7,778	
12 WREXHAM	0-0	10,880	
16 Barnsley	3-4 Stein (2), Law (og)	14,044	
21 Crystal Palace	3-3 Antic, Moss (pen), Stein	12,001	
28 Derby County	0-0	15,636	
30 ORIENT	2-0 Moss (pen), Stein	9,716	
APRIL	3 BLACKBURN ROVERS	2-0 Stein, White	10,721
11 Cambridge United	1-1 Stein	8,815	
12 NORWICH CITY	2-0 Stein, Jennings	15,061	
17 NEWCASTLE UNITED	3-2 Stein, (3-2 pens)	13,041	
20 CHELSEA	2-2 Antic, Donaghy	16,183	
24 Rotherham	2-2 Fucillo, Money	11,290	
30 SHREWSBURY	4-1 Stein, Hill, White, Moss	14,563	

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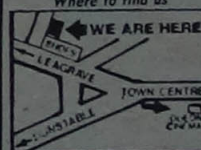
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■ **GOAL STRIKE:** Brian Stein beats Watford keeper Steve Sherwood



DAVID MOSS

■ Moss achieved Second Division status when Luton signed him from Swindon Town for £110,000. He makes goals and takes them too. Moss is well on the way to the 150 mark at Football League level.

STEVE WHITE

■ White is rated as a fine prospect by Luton's management team and his £175,000 transfer fee from Bristol Rovers has already been largely repaid. His ability to turn defenders is one of Luton's biggest assets.

BRIAN STEIN

■ Stein must surely be rated as one of Luton's biggest success stories. They paid Edgware Town a paltry £5,000 for him five years ago — and have never had cause to regret it. One of Division Two's most highly-rated strikers.

■ **GOAL STRIKE:** David Moss tucks away his penalty in the 2-0 victory against Orient



Luton's super bounty hunters

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THE best strike force in the Football League was assembled at a cost of under £200,000.

David Moss, Steve White and Brian Stein have struck fear into every Second Division defence this season with goals, goals — and more goals.

Yet Stein looks more like a diminutive winger than an orthodox striker. Born in South Africa, he was playing in the backwaters with Edgware Town when he was spotted by Luton.

He was only 20 and a part-time player. But his great form this season has been largely significant in Luton's promotion campaign.

Centre backs cannot match him for speed, and his ability to wriggle through small spaces has been responsible for most of the Hatters' penalties this season.

ERIC HARRIS looks at the men who spearheaded the Hatters promotion campaign.



Off the pitch, he is always ready to talk football — his first love. After arriving at Luton in October 1977 he made his debut a month later and hasn't looked back.

At Luton, he has scored over 50 goals and the cogs in his machinery show no signs of needing any oil. His first hat-trick for the club was probably responsible for making pro-

motion almost certain on April 17 when Newcastle were beaten 3-2 at Kenilworth Road.

Alongside him there's White, who has also found goal-scoring easy this season.

But there must have been times when White wondered if there was a future for him at Luton after his transfer from

Bristol Rovers in December 1979.

He failed to settle, couldn't win a place in the first team and was so frustrated that he asked the manager for a transfer.

But no-one made an inquiry and he eventually came off the list.

This summer, White suddenly found his appe-

lite for the game. Even the manager was surprised by his transformation in pre-season training and friendly games.

He hasn't missed a game. But the highlight for him must have been his four goals against Grimsby on October 17 when the Mariners were thrashed 6-0.

Moss completes a trio of players who have risen to new heights.

He had been playing for his local team, Swindon, when Fleet signed him as part of his rebuilding plans shortly after taking over as manager.



■ **GOAL STRIKE:** Beat that! Brian Stein scores against Newcastle



■ **NEAR MISS:** Steve White's effort is cleared off the line in the FA Cup match against Ipswich



■ **GOAL STRIKE:** David Moss scores the first goal in a 3-2 win over Derby.



■ **GOAL STRIKE:** Mark Wallington is beaten by Steve White in the return against Leicester.

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CONGRATULATIONS! HERE'S TO SUCCESS IN DIVISION ONE



Bubbling over with that promotion feeling... the Hatters celebrate in the stands after beating Shrewsbury

A NIGHT TO REMEMBER . . .



The goals that beat Shrewsbury... Brian Stein lobbs in the first



Ricky Hill blasts the second through a startled Shrewsbury defence



Steve White drills in the third

LUTON had to beat Shrewsbury last Friday to clinch promotion with four Second Division games left.

And how their fans celebrated after a 4-1 triumph — the Town's 22nd win in 38 League matches — as Brian Stein, Ricky Hill, Steve White and David Moss came up trumps with the goals.



The champagne flowed as manager David Pleat and his players toasted a new life in Division One after narrowly missing the promotion boat in the previous two seasons.

Chairman Denis Mortimer had his first alcoholic drink since the defeat by Wrexham in the League Cup last October as Kenilworth Road lapped up the congratulations that came flooding in via phone calls and telegrams.

All agreed that this time promotion will be for good after a seven-year absence from the top flight.



The fourth is squeezed home by David Moss



Manager David Pleat and his players in happy mood

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Next season is full of promise

AS a player, David Coates never won a cup or a medal. But as chief coach at Kenilworth Road, he can look back on a momentous season with the satisfaction that he has contributed much to Luton's promotion.

A player of perhaps only average ability, his coaching career spanned 14 years in the wilderness of reserve team football.

He came to Luton from Leicester shortly after manager David Pleat took over from Harry Haslam. And after two years with the Town's reserves, he was made chief coach.

Now he looks forward with relish and excitement to the First Division.

Yet strangely, he has no burning ambitions to become a manager in his own right.

"No-one has ever offered me a manager's job and I don't know if I'd take one if it was," he said.

"I don't know if I would be a good manager and I have been tremendously happy to assist David Pleat in a glorious season. I like to advise and coach and I would like to think that the first team have appreciated my efforts this season."

He has had the chance to join Torquay and Southend in coaching capacities but, for domestic reasons, rejected both offers.

"I am happy at Luton where David Pleat has always had his own belief that attacking soccer is what the fans want," he added.

"He is particularly gifted in that respect as can be seen this season. As a player and a coach, I have been associated with 17 managers — and that's some record."

Coates was taken off reserve team duties at Luton two years ago, but looks back with tremendous

Special report of one of Luton's backroom team

satisfaction at some of the players he has brought through into the first team.

"Clive Goodyear is a typical example," he said. "He played two full years in my reserve team and I always knew he had the ability to make it into the first team."

"It gives me a lot of pleasure to see him playing in the first team and there is going to be a terrific struggle for supremacy next season when Mike Saxby is fully fit and the two players compete for one place."

Coates also brought Mick Small through and has been pleased with his progress in the handful of first team games he has played.

"The pleasure with Mick



CLIVE GOODYEAR (left)... a product of good coaching

is only half fulfilled," said Coates. "He still has a lot to do but he will do it and eventually win his way into the first team."

Without boasting, Coates added: "I firmly believe I am at my best with the younger players. At Leicester, ten of my youth team graduated to the Football League side and I had immense pleasure of working with Jimmy Bloomfield on that project."

"But there are no individuals at Luton. It is very much a closely knit team and we can look forward to a fine future."

"I look forward to next season with enormous excitement because I agree with the manager that our young players can get only better as they mature."

Much of Luton's success this season has come from tactics devised by Pleat and Coates.

"Some clubs don't place enough importance on throw-ins. It may seem a minor matter to some people but the art of winning is not to give the ball away," said Coates.

"I have worked hard on throws this season. If we are awarded say, 20, and gave them away, it could lose us the game. But used properly, they mean we stay in possession and increase our chances of victory."

Hatters need that community spirit

COMMUNITY relations and solid off-field planning will provide the perfect backdrop for David Pleat's First Division campaign next season.

Last week, only seven days after appointing Bill Tomlins to an executive position at Kenilworth Road, Luton announced another project designed to get the club involved with local companies and people.

Executive director John Smith makes no secret of the club's deliberate policy to draw itself closer to the town in commercial and community terms.

At the launch of last week's We Love You Luton project, he said: "The council are trying to ensure that the club continues and, when decisions were taken locally, the effort was evident."

"Major decisions are now being taken at Bedford which are remote from that local feeling because 65 per cent of our support comes from Luton and Dunstable with only six per cent from Bedford."



JOHN SMITH

Those comments were directed at the problems facing the club with the introduction of the A505 relief road — and Luton intend to fight all the way to ensure their future.

Commercial

Luton have made their facilities off the pitch readily available to the local community and, although the We Love You Luton scheme is not unique it is new to football and Luton make no apologies for the fact that it is commercial.

"I am told that on regular occasions when Luton win, local productivity increases and Monday absenteeism falls," Smith added.

"I am given to understand that it is a major selling point for the town

to have a Football League franchise and it will be given even greater emphasis in the First Division."

"Luton, because of its football club, airport, Vauxhall Motors and Eric Morecambe is a well known town today. The traders of Accrington still rue the day when they lost their Football League franchise."

"No-one hears about Accrington these days and people are trying desperately to resuscitate it."

Luton will have to plan their First Division progress on an attendance of only 15,000 and need to compete with other Division One clubs and, in that respect, they have been market leaders.

But the club needs money to survive and would have been in serious trouble but for the efforts of the commercial department who, by lotteries and match-day sponsorships, have raised thousands of pounds.

Perhaps the day when that will not be enough is not far off and that's why Luton are exploring every avenue in their attempts to rake in additional revenue.

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- 10.06 Morning to Midday with Phil Fothergill
- 12.06 Lunchbreak with Bill Young
- 12.45 Chiltern Reports
- 13.03 Lunchbreak (continued)
- 14.06 Afternoon Talkabout with Tara Jefferies
- 16.06 Kids Stuff with Peter Wagstaff
- 17.06 Home Again
- 19.06 Inside out with Phil Holden
- 20.30 See below
- 21.03 See below
- 22.03 Herts Bedtime (21.03 on Friday)

Special Features

- MONDAY 20.30 Decision Makers — Weekly documentary
- 21.03 Home County Folk
- TUESDAY 20.30 On the land
- 21.03 Caribbean Quarter
- WEDNESDAY 20.30 Topic (fortnightly) alternating with Discussion programme on local news
- 21.03 Sub Saath (together) news + information for the Asian Community
- THURSDAY 20.30 Country Care
- 21.03 Chiltern Jazz
- FRIDAY 20.30 Home Grown — The Gardening Programme
- 21.03 Herts and Bedtime
- SATURDAY 06.06 On the Land
- 06.30 Tackle Box
- 06.55 Weekend Noticeboard
- 07.06 Pete Wagstaff's Saturday Show
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- 18.03 Chiltern Country
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- 12.06 Sunday Lunch
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- 19.03 I Remember
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PHIL FOTHERGILL MORNING TO MIDDAY

Morning to Midday 10.06am to 12.06pm

Phil's guests range from doctors to vets, cookery experts to showbusiness celebrities. Every topic you could imagine. Plus today's recipe, home hints and Jobsearch!



LUNCHBREAK WITH BILL YOUNG

Weekdays 12.06pm-2.06pm

Whether you want a quick snack or the full five-course menu, Bill Young seasons all his fare with generous relish. Often eating out finds him at offices, factories and shops throughout Chiltern Country. The main course is Chiltern Reports — a speciality of the house!



TARA JEFFERIES AFTERNOON TALKABOUT

Weekdays 2.06pm-4.06pm

Good conversation and good music. Tara's guests, either in the studio or on the telephone, cover all the topics that are close to Chiltern Country — and many more beside! Why not join in?



KIDS STUFF THEN HOME AGAIN WITH PETE WAGSTAFF

Weekdays 4.06pm-7.06pm

The first hour is strictly for the youngsters. From 5pm the more serious part of Peter's programme gives the travel news to the homeward bound with the lowdown on holdups, plus local, national and international news reports and good music.



PHIL HOLDEN INSIDE OUT

Weekdays 7.06pm-8.30pm.

Listen to the best in contemporary music, new releases and guest interviews. Plus advice and information on careers, job hunting, educational opportunities and problem solving.

**Chiltern
Radio**

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