

ASTON VILLA



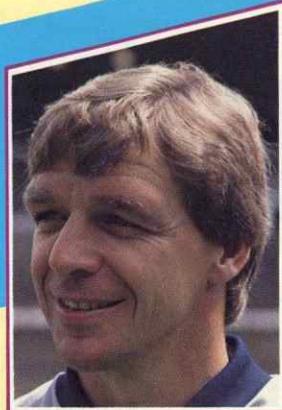
ASTON VILLA v
LUTON TOWN
League Division One
Wednesday, 3rd September 1986
TONIGHT'S VILLAMAN FEATURE
MARTIN KEOWN
ASTON VILLA
NEWS & RECORD
PRICE 60p



High kicker... Steve Hunt could qualify for the front line of the chorus as he goes full stretch to win this high ball tussle against Spurs.



GRAHAM TURNER



The first three results of the season look bad on paper and I'm not going to pretend it has been anything other than a very poor start.

But it would be pointless and damaging to surround ourselves with gloom. The pre-season optimism was not idle chat, and even in the defeats by Spurs, Wimbledon and Q.P.R., I saw enough to suggest we will not be in for a season of struggle.

One or two things have been very disappointing. The sending-off incident at Wimbledon left us with an uphill struggle and, obviously, it was frustrating not to have a full squad to choose from after bringing in new players during the summer.

From the entertainment point of view, there was not a lot wrong with the first game at Villa Park. There were chances for both sides and the main difference was that Spurs' shots went in and ours hit the wood-work and came out.

Clive Allen's performance was quite remarkable. I didn't think he had that many opportunities and yet he finished with a hat-trick. On that form, Spurs should be quite a force this season, though it was a bit galling for us to read reports that they had missed a string of chances in drawing their next game with Newcastle.

As I said in the first programme article, we knew the balance of fixtures would give us widely-varying tests in the first week. Sure enough, after meeting a very slick Spurs side, we went to Wimbledon and came up against totally different opposition.

A lot of sides are going to come unstuck at Plough Lane. Wimbledon get the ball forward very quickly for their big front men and they don't give the opposition time to settle.

The last thing you want against them is to be down to ten men, but that's what happened to us when Gary Williams was sent off early in the game. Unfortunately, it was one of those incidents where you find it hard to understand why one player got his marching orders and the other stayed on the field.

In the circumstances, we stuck in there and might have got something out of the game. Everyone battled hard and we were still in the match until Wimbledon's third goal a minute or two before the end. Even then, we went away and pulled one back in injury time.

Unfortunately, we were without Garry Thompson at QPR because of a hamstring strain, but there was slightly better news of our other casualties. Andy Gray and Gary Shaw played in a Reserve game last week, though they are probably not ready for the first-team consideration at the moment.

We had hoped that Neale Cooper would play in the same Reserve match, but as much as we are anxious to have him in the side, we decided he wasn't quite ready and left him to continue his treatment for a few more days.

Tonight, we welcome Luton Town, who, of course, are under new management, John Moore having taken over from David Pleat during the summer. They were here at around the same time last season and we gave one of our best attacking displays in scoring three goals in the first half.

THE DAY I WAS BORN

• A greyhound called "Golden Dawn" won at King's Heath on the day that Steve Hunt was born though, in truth, it was a slight misnomer.

Young Stevie actually checked in on an extremely wet and windy Bank Holiday Saturday, August 4 1956. Nothing changes!

It was the build-up to the season when Aston Villa won the FA Cup, beating the pre-Munich Busby Babes at Wembley. And, interestingly there was an unwitting hint of what lay ahead for the claret-and-blues in the "Evening Mail" that weekend.

It came in the form of a preview to the new season penned by Eric Woodward, then that newspaper's Chief Soccer Writer and later, Aston Villa's Commercial Manager.

"The atom-age of professional football is with us," wrote Eric not knowing that one of the future exponents of it had just been born a mile or two down the road.

Woodward wrote of the "revolution in training methods" being taken up by the trainer-coaches of the day, notably Villa's Bill Moore whose ability to get players to the peak of physical fitness contributed hugely to Villa's first trophy of modern times.

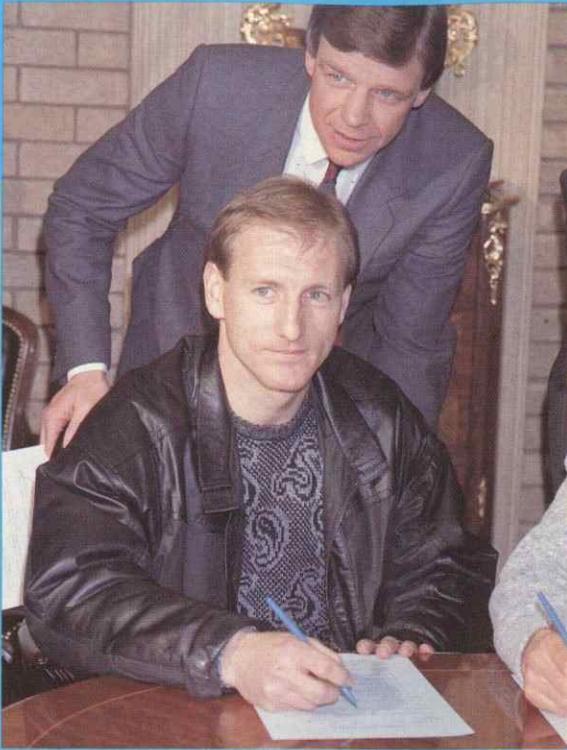
"The variety of training schedules brings about speed of thought and action", said the article. Moore had rigged up a gym containing, "weights for pressure training" while, wonder of wonders, Birmingham City now had a "rowing machine".

Prior to that, footballers trained only with a football plus a few laps of the pitch. Many would dispute the total value of the changes.

At a similar period, Midlands athletes Mike Rawson, Mike Farrell, John Young and Johnny Salisbury were bidding for a place in the Melbourne Olympics, Alan Hunt was the toast of local speedway, and there was a full house at White City for a Great Britain v Czechoslovakia athletics international from which Emil Zatopek, Chris Chataway and Gordon Pirie were all missing.

White City, too, was a damp and miserable affair as the weather forecasters, keeping open their options then as now, declared that the Bank Holiday weekend would be: "Not a scorcher."

One sporting occasion not particularly affected by the downpour was Birmingham City's trip to Edinburgh for a pre-season friendly against a Hearts-Hibs select team.



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European Cup Winners: 1981-82
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1898-99, 1899-1900, 1909-10, 1980-81. Runners-up:
1888-89, 1902-03, 1907-08, 1910-11, 1912-13,
1913-14, 1930-31, 1932-33
Division Two Champions: 1937-38, 1959-60.
Runners-up: 1974-75
Division Three Champions: 1971-72
FA Cup winners: 1887, 1895, 1897, 1905, 1913,
1920, 1957. Runners-up: 1892, 1924
League Cup winners: 1961, 1975, 1977.
Runners-up: 1963, 1971
FA Youth Cup winners: 1972, 1980

ASTON VILLA NEWS & RECORD

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Aston Villa FC plc

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SIDELINES



• Running away with the cup . . . exactly what Aston Villa would like to do when the action begins soon.

This is the LITTLEWOODS CHALLENGE CUP, which this season replaces the Milk Cup, a competition originally known as the Football League Cup before sponsorship arrived upon the scene to introduce a new dimension.

Comedian and "The Price is Right" compere **Leslie Crowther** leads the dash accompanied by **Keith Chegwin** of Saturday morning TV fame.

This was part of the Littlewoods Challenge Boys' Club run, staged in conjunction with the official launch of the competition.

The choice of Leslie Crowther to take part could hardly have been more appropriate. Certainly the price IS right for clubs in the competition, with an

enticing £75,000 for the winners, the largest team prize in British sport.

Apart from the money and the obvious prestige value of the Littlewoods Cup, the trophy itself is a magnificent piece of silverware which would look ideal in Villa's well-stocked trophy cupboard.

Desmond Pitcher, Group Chief Executive of Littlewoods explained: "Actually the trophy is a very historic one originally called the "Viscountess Furness Football Cup" and dating back to 1895, arguably one of the oldest football trophies in the world.

Sterling silver, it stands nearly three feet high. It has been completely refurbished and restored to its former glory."

That date "1895" will strike a chord in the memory of club historians. **Aston Villa** won the FA Cup that year!

SIDELINES



TEAMWORK FOR CANCER RESEARCH

"How many points do I get for potting this claret-and-blue ball . . . ?" asks snooker's mega-star Steve Davis during a summertime (?) visit to Villa Park.

Multi-titled Steve was there to welcome Tony Russell the on-foot fan who walked around the 92 Football League clubs to raise funds for cancer research.

Chelsea supporter Tony courageously displayed the other side of soccer supporters as he hoofed it for 2,500 miles around England and Wales in his one-man crusade.

Tony left Wembley after the FA Cup Final and was back for the Charity Shield. He is a founder member of "Supporters United" an organisation also dedicated to the cause of improving soccer's image.

While Davis was at Villa Park to provide the right kind of celebrity welcome for the marching hero, he



also joined in a Villa Lottery promotion.

Davis met Birmingham's young amateur snooker find Anthony Harris of Streetly, holder of the English title and on the verge of becoming a pro in long-term pursuit of some of Steve's wealth and fame.

Anthony (extreme left) is seen with his father Gerald (former club promotions manager), his successor, Tom Cardall and another Villa promotions man, John Greenfield (extreme right).

They are making the draw for the popular "Continental Weekend" prize which has seen numerous winners enjoy trips to Belgium and Holland.

THUNDERBALL ERIC

Club steward Alf Bowles has produced an interesting front page of the "Sports Argus" dating back to March 25, 1933, which recalls the enormous shooting power of Eric Houghton.

The banner headline, in reporting a 2-1 home win over Everton, proclaims: "Aston Villa beat Cup Finalists".

One passage from the report reads: "A most amazing free kick by Houghton was the next incident. With a right foot drive from halfway between the penalty line and the halfway line, the ball struck the

crossbar with terrific force and Sagar knew little about it."

Houghton was also involved in another episode when he almost scored, and the reaction prompted what appears to be the 1930s version of a 'pitch invasion'.

It reads: "Brown passed to Houghton on the edge of the penalty area. The winger's shot cannoned against the upright and appeared to cross the line. Sagar seemed to think it had, for he made no attempt to clear the ball but Cresswell did".

Then it adds: "The referee was not in good favour with the crowd, following the alleged goal incident and a spectator jumped over the rails to address him, but Gibson spoke to the man who was escorted back by two policemen".

If only such crowd reactions had remained one-man affairs.

The "Argus" also published an interesting advertisement by Mitchells and Butlers who describe four city centre pubs — The Exchange, Stephenson's Place, The White Horse, Congreve Street, The Old Royal, Temple Row and the Crown, Corporation Street, as being "Footballers' Grill Rooms".

It says "Special terms to Clubs apply the manager".

VILLA SHIELD WINNERS

• The Aston Villa Shield is seen being presented to Banbury FC of the open age section of the Jubilee League, by Commercial Manager Tony Stephens.

Banbury, who play at Fazeley, near Tamworth, won the coveted award by beating Castle Bromwich Boys FC by 5-4 in an exciting Final at Bodymoor Heath.

Banbury scored through Dave White in the opening 20 seconds, then came a hat-trick by Rob Smith to put them 4-0 up at half time.

However, Castle Bromwich came back in magnificent style to level the scores at 4-4 and threaten extra time.

Then, in the last few minutes, Banbury came back to score the winner and capture an important trophy in their first season in the Jubilee League. All of the players are from the Chelmsley Wood area.



YANKEE-DOODLE WELSHPOOL

It was 20 years ago that Aston Villa's Welsh international mid-fielder Phil Woosnam led the pioneering moves to introduce soccer on a large scale in the United States.

Since then the game took an encouraging upsurge but, at the NASL level, has faded out of the picture again.

However, soccer is NOT dead in the States, not by a long way as an under-16 team from Welshpool, wearing Aston Villa strips discovered during the summer.

Welshpool, with strong Villa affinities due to the Mid-Wales Development sponsorships at Villa Park, played in the Dallas Cup, which is the largest junior and youth tournament Stateside.

The young Welsh team were one of 72 clubs from North and Central America, Britain and Europe and Africa . . . and the competition was HOT.

"We returned with the firm impression that soccer is flourishing as an activity sport with a huge commitment of time and money", said Dr. Iain Skewis of Mid-Wales Development.

Welshpool drew 3-3 with a side from Louisiana but lost 4-3 to Dallas Titans after pulling back a three-goal deficit.

The Welsh lads found the extreme heat and hard, bumpy ground conditions extremely foreign to them but they were deeply impressed with the physical fitness and stamina of the American lads and also their emerging ball skills.

All eight finalists in the various competitions were Americans, an indication that the game is now establishing itself at the grass roots with home grown players . . . the very objective Woosnam had in mind all those years ago.



VILLA HEARTBEAT

• The pretty blonde looks as though she is about to take a throw-in. In fact she is displaying an autographed Aston Villa football on behalf of the auctioneer behind her.

The event was a fund-raiser for Birmingham Heartbeat '86, which is raising money for the Children's Hospital.

The claret-and-blue football was among a collection of pop and sport items of interest put up on offer at the NEC and it fetched a sum of £40 for this most worthwhile cause.

VILLA POST

Sir,

It was very interesting to read the programme item about cigarette card collecting and the series about FA Cup Winning teams.

I am pleased to say that I have the complete set. The series started with the Blackburn Olympic team of 1883 and went on to Bolton Wanderers of 1929.

The first three cards show the 'old cup' which was won by Aston Villa in 1895 but was stolen whilst on display.

It was valued at about £25. What would it be worth today?

The second card shows the present FA Cup and the third card shows the medals, both winners and losers.

This set of cards is prized by my family and one day, no doubt, will go

to my grandson who is a Villa Cub and attends most matches with his mum and myself in the Family Section.

Yours,
Ted Freeman, Shipston-on-Stour.

BOX SUCCESS

• Today's superb front page colour picture of Andy Gray and Tony Godden displaying contrasting emotions after a goalmouth skirmish is also the front of the club's "Executive Box" brochure.

Commercial manager Tony Stephens circularised the glossy, highly professional leaflet to companies regarded as potential executive box holders, when a number of these excellent entertaining units came up for re-hire.

The result? Well, Andy didn't get his goal this time, hence his obvious displeasure and Godden's rather smug smile.

However, there is a smile on Stephens' face, too. The brochure was a bullseye!

At the time of writing, all but one of the boxes were placed out to companies on contract, a perfect example of marketing in a bright, breezy and positive fashion.

The remaining box? "A 'snip' at £17,500 for a three-year term", says Stephens, whose brochure points out the enormous range of rewards that a Villa executive box can bring to companies who use them to their full.

"Some sixty blue chip companies are 'in residence' in Villa Park's luxurious boxes and the venue has become their meeting place", he points out.

"In these boxes there are guests from scores of other companies. These guests can visit each other if they wish, and don't forget they include folks from other areas associated with the visiting teams."

He also points out: "...boxholders have used their valued facility for the signing of major contracts they would not otherwise have won".

ARE YOU
SITTING COMFORTABLY
AT VILLA PARK?



VILLA PROMOTIONS

AGENTS DINNER DANCE

to be held on Monday 29 September, 1986, in the Albany Suite at the Albany Hotel, Birmingham.

If there are any Lottery Agents who have not received their free invitation for the Agents Night Out will they please contact Carol Smith or Brenda Dean in the Promotions Office as soon as possible.

A four course dinner and entertainment will be provided on what should be a very special night for all Aston Villa Agents.

ASTON VILLA PROMOTIONS CONTINENTAL WEEKEND

As all Aston Villa Lottery Agents are aware we have been making our Continental weekend draws throughout the summer and where ever possible have enlisted the assistance of sporting personalities, and were very pleased on the 12 June, 1986, to welcome former World Snooker Champion Steve Davis who pulled out the lucky winners.

A party of Aston Villa Lucky Star winners will be setting out on the 19 September for a stay in the Bero Hotel in Ostend.

Breakfast and evening dinner have been included for all our winners who will also be visiting Holland during the weekend.

Forthcoming
Matches
at Villa Park:

Saturday
6th September
ASTON VILLA
v
OXFORD
UNITED
Kick-off 3pm

Saturday
13th September
(Central League)
ASTON RES.

v
MANCHESTER
UNITED
Kick-off 2pm

ASTON VILLA
NEWS & RECORD

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TRAVELLERS' CLUB

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v

ASTON VILLA

Saturday, 13th September, 1986

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A60 and turn left and continue to
Trent Bridge.
Football Ground is on the left.



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That interesting newcomer to the national newspaper scene "Today" with its ability to cram its pages with colour pictures has had its hard times. But it must have found favour with Villa fans who read it!

This was one forecast they made in the lead up to the season:

They supported the view with a prophecy that Villa would beat Tottenham Hotspur at Wembley to win the FA Cup.

However, their Chief Sports Writer **Roy Collins** was seemingly slightly apologetic that, as a London-based scribe, he was committing such an act of verbal soccer treason:

"At the risk of being certified, I also see Aston Villa as surprise candidates for honours. Manager Graham Turner swept so vigorously with his new broom that it was bound to take time for a new pattern to emerge."

"But there were signs of it last season . . ." he wrote. Does Collins "condemn with faint praise" we ask ourselves. Or is his crystal ball in good form. Time will tell.

A slightly more in-depth look at Villa's activities came on the eve of the new season in the "Guardian".

"Since a certain traumatic 24 hours last March, Villa's performance in striving to satisfy the hunger of a demanding public . . . might well have flown under the motto of the SAS.

"Who dares wins" has exactly portrayed the spirit of Ellis and his young manager Graham Turner in putting together what they jointly regard as: "one heck of a squad."

The article enthuses: "No administration could have made more genuine efforts to deliver the goods . . ."

As so often happens in major productions the script went slightly awry when the action

PAPER TALK

Headlines from
Today

they have a few tricks up their sleeve.
At the risk of being certified, I also see
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honours. Manager Graham Turner
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broom that it was bound to take time
for a new pattern to emerge. But there
were signs of it last season and with
luck, they might have made it to the
Milk Cup final.

**Villa could be
surprise candidates
for honours**

contrary old game of football. As "The Times" pointed out after Liverpool had been held to a goalless draw by Manchester City at Anfield: ". . . they proudly displayed the latest additions to their unique collection of trophies but were unable to reproduce the match-winning qualities which captured them."

On the sending off of Ian Rush in a dispute as players and officials left the field, player manager **Kenny Dalglish** is quoted on an interesting topic.

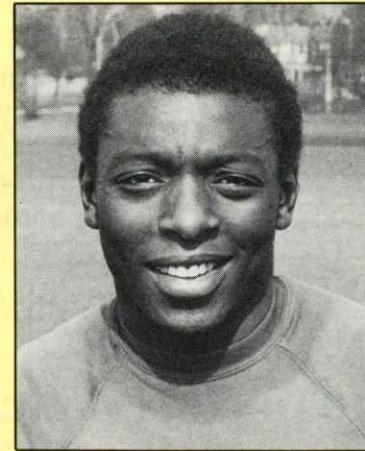
"There is one law for the players and one for the officials," he said. *"An official swore at one of my players but the lad could not send him off."* Rush, meanwhile, was 'sent off' for 'foul and abusive language.

A fair point, Kenny.

However, there could be no doubt on the most amusing comment of recent weeks. Albion's **Garth Crooks**, fined by manager **Ron Saunders** for missing the annual picture call observed glumly: "Boy George gets fined £250 for taking heroin."

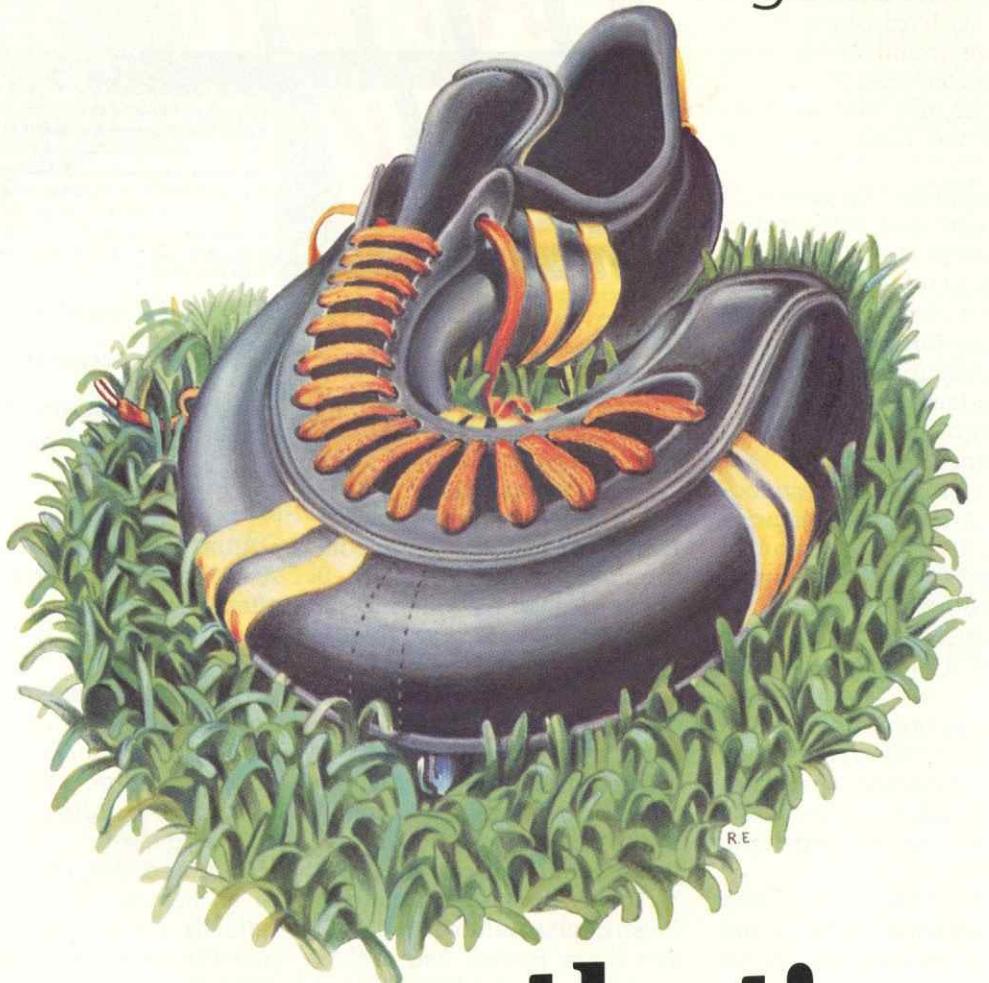
"It cost me £1,000 for not having my picture taken."

Smile please . . .



GARTH CROOKS — Quote of the week.

What's the fastest own goal?



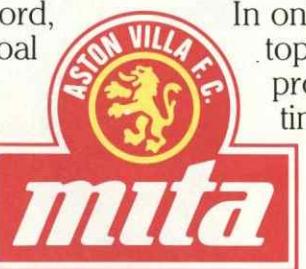
copy that!

Six seconds after kick-off, on 3rd January 1977, Torquay United created this inglorious record, which equals the fastest goal in an opponents' net.

It wasn't, in fact, the

result of a 'boomerang boot' but an unfortunate header.

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Martin Keown was already familiar with the Villa Park scene even before he travelled up from London for transfer talks early in the summer.

In fact, the introductory tour of the stadium and the facilities at the Bodmoor Heath training camp was more a case of re-treading footsteps from the past.

To be exact, it was five years ago that he first came to the club as a prospective apprentice. Villa were on the way to winning the League Championship at the time and the Oxford-born defender was being courted by two of the biggest clubs in the country.

The starting point for his professional career came down to a straight choice — Arsenal or Villa. He opted for the world-famous Gunners and could hardly have imagined that the choice would repeat itself before he reached his 20th birthday this summer.

"I came here a lot and stayed at the club's Hostel," he recalls. Even now, he can virtually pinpoint the seat in the Trinity Road Stand from which he watched Villa picking up vital championship points in a game against Sunderland.

But Arsenal won the race for his signature — "mainly for the fact that I had been going there more often. They got hold of me earlier and I was involved in evening training with them, but even though I chose Arsenal, I was very impressed by the set-up at Villa."

The decision became a confirmed success by the time Martin established himself in the Gunners' first team in the second half of last season, but Villa's interest was re-awakened when manager Graham Turner noted his contract was up at Highbury and requested permission to speak to the player.

The outcome was a surprise transfer, less than a month after his last appearance for Arsenal in the final fixture of last season. He signed for Villa at the end of May and a League Tribunal subsequently valued him at £200,000 — a down payment of £125,000 plus three instalments of £20,000 each spread over his first games for his new club.

IRISH FAMILY BACKGROUND

• Though Martin was born in the South Midlands, at Oxford, his family background is Irish. His mother, Angela, comes from the north and his father, Raymond, from the south.

As a schoolboy, Martin often played at centre forward — he can remember scoring as many as six or seven goals in a match — but his preferred position is centre half. This was his role when he joined Arsenal as an apprentice after representing Oxford Boys.

On arriving at Highbury in June 1982, he soon graduated to representative honours with the England Under-17

team, but his first League opportunity was not with Arsenal. He went on loan to Brighton when they were on the fringe of the Second Division promotion race late in the 1984-85 season.

"I was there for six months in all," he says. "This covered the end of one season, when they just missed promotion, and the beginning of the next."

He played in 28 games for the Seagulls and revealed his versatility by playing at centre half, right back and even centre forward when they had injury problems. "I managed to score four goals at the start of last season and the experience I had there worked out well for me," he says.

"It was only a month after I went back to Highbury that I got in the side at Arsenal. I partnered David O'Leary in the middle of the defence for six months and began to feel that I was going to make the position my own."

DEBUT AT ALBION

• Martin made his First Division debut in a 0-0 draw at Albion last November, and three weeks later, he was in the team on a regular basis, along with a number of other young players.

The changes brought about a tremendous run in which Arsenal lost only once in 11 League games — a spell which began with victory over Liverpool on Martin's home debut in December.

At the time, Arsenal were also involved in the Milk Cup, but Martin was ineligible for that competition, having played in an earlier round for Brighton. So he was only a spectator when Villa won a quarter-final replay at Highbury, but he did appear at Villa Park in what

Number 2
MARTIN KEOWN
Defender

VILLA MAN



was a very good day for Arsenal in a League match in March.

In all, he made 27 League and FA Cup appearances for the Gunners and probably the last thing he expected was an immediate move. But football is full of surprises and Martin is now geared up to make an impact at Villa Park.

He celebrated his 20th birthday during pre-season training, but a slight hamstring injury ruled him out of contention for the opening match against Spurs.

From his seat on the sidelines, he saw his new team-mates beaten by a classy display of finishing by Clive Allen, but Martin was looking forward to getting an early chance to help prove that the side can do a lot better.

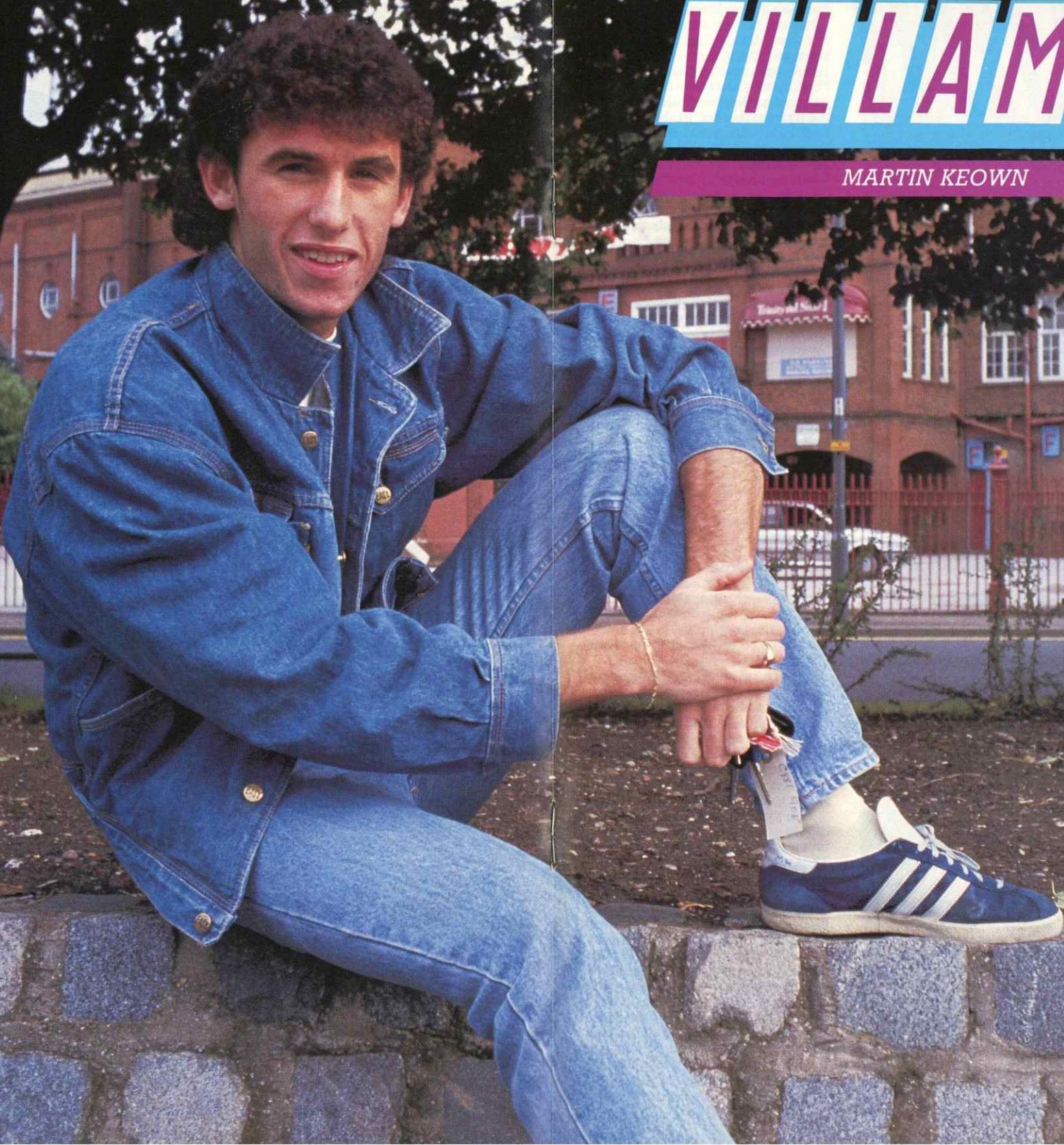
"Perhaps it wasn't a very good performance, but it was really a case of Spurs taking their chances very well," says the young defender who has claims at both right back and centre half.

"I hope that people will see me in what I consider to be my best position at centre half, but whatever happens, I intend to work hard to hold on to a place once I get into the team."

At the moment, Martin may not be very well-known in the Midlands, but the disappointment expressed by many Arsenal supporters at his departure from Highbury is sure evidence that Villa's quick-thinking secured one of the most promising young players in the First Division.

VILLAMAN

MARTIN KEOWN



LUTON

Luton Town's appearance in the First Division for a fifth consecutive season, is a landmark in the development of the progressive Kenilworth Road Club.

This is their third spell at the top level, and now equals the five-year period in which they achieved their highest placing (8th in 1957-58) and reached the FA Cup Final (runners-up to Nottingham Forest in 1959).

Luton had their problems in establishing their latest foothold in the First Division — not least, when a last-match win in 1983 kept them up and put Manchester City down — but after three skirmishes with relegation, they settled into a comfortable ninth position last season.

The club has deservedly won a reputation for its management style,

both on and off the field.

Chairman David Evans — who played for Villa — and Executive Director John Smith — a former Leicester City secretary — give a positive lead from the top. Indeed, Luton are now bracketed among the game's trendsetters.

They became only the second First Division club to have an artificial pitch and, this season, they have taken the bold step to exclude visiting supporters from matches at Kenilworth Road.

"We have a major problem in football, which needs a solution. If our philosophy works, we will have shown the way forward", said Mr Smith on announcing the "home only" policy.

Luton calculate that they earned £75,000 each season from away fans.

But they expect to recoup this money by considerably reducing policing costs and from new income from executive boxes.

Management of finances is crucial to Luton's future. Last season their average attendance was around 11,000, and since returning to the First Division, they have successfully pursued a wheeler-dealer policy in the transfer market. Paul Walsh and Paul Elliott are good examples of their success in this area. They doubled their money on fees paid to Charlton for both players.

Luton have also produced a number of excellent young players, though they could not hide their bitter disappointment when England Under-21 left back Mitchell Thomas went to Tottenham during the summer at a Tribunal-assessed fee of £250,000 — half of their valuation.

Thomas's departure only added to The Hatters' frustration at losing the services of manager David Pleat, as well as assistant Trevor Hartley and physiotherapist John Sheridan, in an end-of-season coup by Spurs.

In just over eight years in charge, Mr Pleat was a major influence in Luton's climb from the lower reaches of the Second Division, but that is all in the past as new manager John Moore embarks his first season as No. 1.

The 42-year old Scotsman, who was born in the Lanarkshire town of Harthill, has lived for Luton since he joined them from Motherwell as a wing half, 21 years ago. He went into a team newly relegated to Division Four and saw them back to Division Two before leaving in 1972 to finish his playing days with Brighton and Northampton.

But he returned to Kenilworth Road in 1978 as a member of the coaching staff and was looking after the reserve team when the chairman invited him to succeed Mr Pleat on a caretaker basis. What was described as "a trial period" lasted for only a couple of weeks before he was appointed officially.

The framework of last season's highly-entertaining team is virtually untouched. Apart from the loss of Thomas, Luton have kept all their senior players, though they did sell young midfield man Garry Parker to Hull for £70,000 in February. Another back-up player, Ray Daniel, was given a free transfer and he, too, went to Hull.

It was an impressive achievement to keep a place in the top half of the table in a year in which all three strikers had operations. Nigerian international Emeka Nwajiobi was out for five months after breaking a bone in a foot, while the top scorers, Mick Harford and Brian Stein, had knee surgery.

Harford, an outstanding centre for

ward since his £250,000 transfer from Birmingham City in December 1984, was one of the stand-by players for England's World Cup squad, but his knee continued to cause problems. He had a second operation in May and a third in August when he returned home from a pre-season tour of Sweden.

When the attack was weakened in the middle of last season, Luton made a shrewd £85,000 investment in striker Mike Newell — the first of many Wigan Athletic players to step up into the First Division this year.

Luton are definitely not short of options in this area, for two of their younger discoveries, Mark North, and Brian Stein's brother, Mark, did well when pushed into the first team last term.

Former Coventry player Les Sealey again conquered the challenge of Welshman Andrew Dibble — who went on loan to Sunderland — to become the first-choice goalkeeper, and the defence in front of him was well settled.

Now, even after Thomas's transfer, Luton still have two young full backs in Rob Johnson (who established himself after a succession of knee operations) and Tim Breacker, who got into the England Under-21 team. Meanwhile, the middle of the back four is policed by former Villa and England centre half Steve Foster and the Northern Ireland World Cup man, Mal Donaghy.

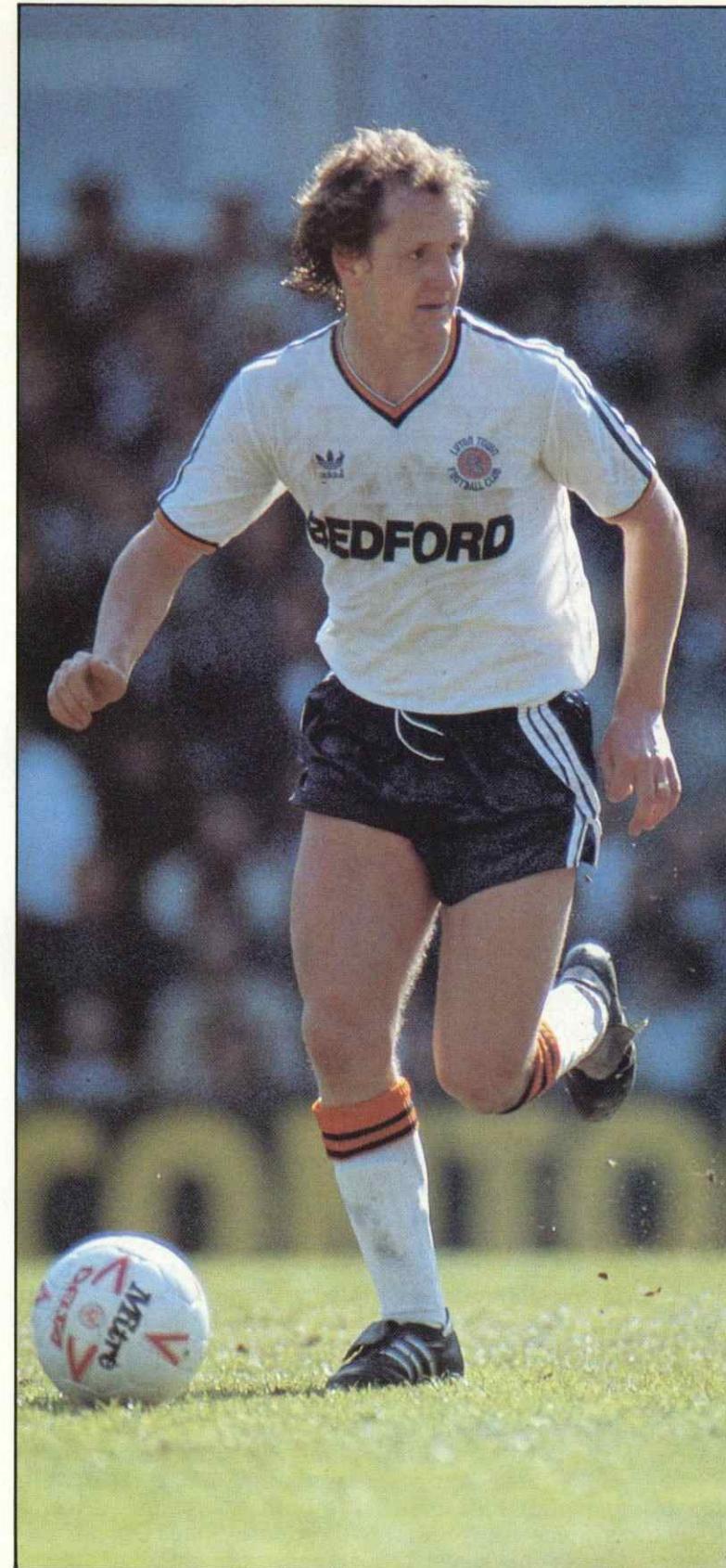
There was a fear that Donaghy would be joining Chelsea at the end of his contract but he eventually agreed on new terms for a further three years with the promise of a Testimonial in 1988.

Welsh international Peter Nicholas — a key signing when Luton were struggling a couple of years ago — is the driving force in a well-balanced midfield. There are few better attacking players than England international Ricky Hill, while David Preece, the former Walsall man, has given a new dimension on the left-side.

Unfortunately, Ashley Grimes, the Republic of Ireland international who was once with Manchester United, has not had the best of luck with injuries since moving from Coventry, but Luton added to their options last season by signing their former player, Andy King, from Wolves, and last month they added Millwall's Robert Wilson for £40,000.

With more promising youngsters in the pipeline — Luton had five lads playing in Under-17 international teams last Spring — the future of the club looks as good as at any time in its history.

Certainly, the new manager would be disappointed not to at least equal last season's form.



LUTON TOWN RECORD 1985-86

Player	Birthplace	Previous Clubs	Full Internationals	*League/Cup Apps	Goals
Tim Breacker	Bicester	—	—	39(2)	—
Ray Daniel	Luton	—	—	3(4)	1
Andrew Dibble	Cwmbran	Cardiff	—	7	—
Mal Donaghy	Belfast	Larne	N. Ireland	52	—
Steve Foster	Portsmouth	Portsmouth, Brighton, Aston Villa	England	45	4
Ashley Grimes	Dublin	Bohemians, Man Utd, Coventry	Eire	3(2)	—
Mick Harford	Sunderland	Lincoln, Newcastle, Bristol City, B'ham City	—	46	25
Ricky Hill	Paddington	—	England	48	6
Rob Johnson	Bedford	—	—	21	—
Andy King	Luton	Luton, Everton, QPR, WBA, Everton, Wolves	—	6	—
Mike Newell	Liverpool	Crewe, Wigan	—	16	6
Peter Nicholas	Newport	C. Palace, Arsenal, C. Palace	Wales	50	—
Mark North	Ware	—	—	14(5)	5
Stacey North	Luton	—	—	2	—
Emeka Nwajiobi	Nigeria	Dulwich Hamlet	Nigeria	23(1)	6
David Preece	Bridgnorth	Walsall	—	49(1)	4
Les Sealey	Bethnal Green	Coventry	—	45	—
Brian Stein	Capetown	Edgware	England	39	16
Mark Stein	Capetown	—	—	6(3)	2
Mitchell Thomas	Luton	—	—	50	1
Transferred during the season: Paul Elliott (Aston Villa) 3(3) apps; Garry Parker (Hull) 5(6) apps.					
New Signing: (1985-86 record with previous club) Robert Wilson Kensington Fulham, Millwall — 36 12					

*Includes League, Milk Cup, FA Cup

IN RESERVE

• Aston Villa's new official Year Book for 1986-87 (priced £1) gives a broad hint about the value of the Club's development scheme in bringing young players through.

There, listed among the expensive new signings, are numerous young players who have come through the youth and reserve teams to make an important contribution.

Out of a full professional staff of 25 players listed, 14 of them joined the club straight from school.

Of those 14 as many as TEN have actually made the breakthrough into the first team and indication of the opportunity that exists for young lads of the right calibre trusting their future to the staff at Villa Park.

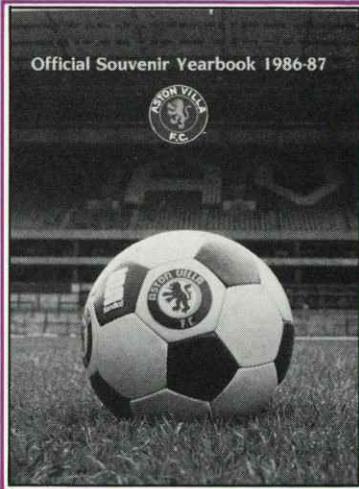
Just about everything one could wish to know about affairs past and present is in the Year Book plus a little bit more.

There's a magnificent colour picture of "Villa's Matchday Team", one which brings home the full-scope of a club attempting to satisfy all varied demands in a resourceful and thorough manner.

It shows a waitress with the champagne, the chef and the restaurant manager, photographers, club guide, players, commercial manager and chairman.

There is also an anonymous cut-out of a ghost-like shape. "This could be you!" it says in an original type of appeal to companies to take part.

One of the many interesting features that comes to light in reading the book with its mass of facts and figures is that, although the club has been busily buying players in recent months, the playing staff has



probably never had a higher ratio of Birmingham-born and West Midland individuals.

Actually born in Birmingham are: Tony Daley, Steve Hunt, Gary Shaw, Garry Thompson, Mark Walters, Dean Glover and Peter Howell — A rare parade of Villa Brummies.

Also from the immediate facility emerge: Paul Birch (West Bromwich), David Norton (Cannock) and Kevin Poole (Bromsgrove).

Supporters throughout the game often express the wish to see their club represented by home-grown players born locally and possessing local pride.

Aston Villa could almost do that now. There are, of course, also younger players from the area coming through chief scout Don Dorman's youth policy.

Oddly, however, there are also on the books players from farther afield than one normally sees. Tony Dorigo was born in Melbourne, Australia while Aberdonian Neale Cooper was actually born in India.

RESERVE FIXTURES 1986-87

Date	V	Opposition	F A
Aug 27	H	Nottingham Forest	1 - 2
Sep 2	A	Sunderland	
Sep 13	H	Manchester United	
Sep 16	A	Leeds United	
Sep 24	H	Liverpool	
Oct 1	H	Hull City	
Oct 8	A	Blackburn Rovers	
Oct 15	H	Newcastle United	
Oct 22	A	Sheffield United	
Oct 27	A	Leicester City	
Nov 5	H	Manchester City	
Nov 11	A	Coventry City	
Nov 19	H	Oldham Athletic	
Nov 25	A	Sheffield Wednesday	
Dec 3	H	Derby County	
Dec 9	A	Everton	
Dec 17	H	Coventry City	
Jan 7	H	Middlesbrough	
Jan 14	A	Nottingham Forest	
Jan 21	H	Sunderland	
Jan 31	A	Manchester United	
Feb 3	A	Liverpool	
Feb 11	H	Leeds United	
Feb 17	A	Oldham Athletic	
Feb 25	H	Sheffield Wednesday	
Mar 4	H	Sheffield United	
Mar 11	A	Newcastle United	
Mar 18	H	Blackburn Rovers	
Mar 25	A	Hull City	
Mar 31	A	Manchester City	
Apr 8	H	Leicester City	
Apr 14	A	Derby County	
Apr 28	A	Middlesbrough	
May 6	H	Everton	

Midweek Home games kick-off 7 pm

Saturday Home games kick-off at 2 pm

B'HAM SENIOR CUP APPEARANCES 1985-86

	App	G/s		App	G/s
Birch	1	—	Ormsby	1	—
Bradley	1	—	Palin	1	—
Burke	1	—	Poole	2	—
Forman	1	—	Ritchie	1	—
Gallacher	1	—	Robinson	2	—
Glover	1	—	Shaw	2.	—
Hellin	1	—	Spark	(1)	—
Howell	2	1	Own Goal	—	1
Kerr	2	1			
Norton	2	—			



BEST IN THE GAME

• Members tasted the new North Stand facilities for the first time at the Spurs game and were unanimous in their verdict:

"These must be the best Family Club facilities in football."

Among the many comforts is a Tuck Shop for the kids, one which is proving an instant success.

Here are the membership details.

FULL MEMBERSHIP

(Subscription £10.00)
Full Members will be issued with a personalised Membership card allowing them to purchase tickets for the Full Members Section of the Family Enclosure and also to obtain discount on certain "Special Offers" at the Club Shop. All under-16s will be offered membership of the Villa Cubs. New this season is a Bi-monthly Newsletter.

A Full Membership card will allow entry to the new Family Room in the North Stand where teas, coffee and soft drinks will be available and members can meet Players.

ASSOCIATE MEMBERSHIP

(Subscription £2.00)
Associate Members will receive a personalised membership card that will allow them to purchase tickets for the Associate Members section of the Family Enclosure and also to obtain discount on certain "Special Offers" at the Club Shop. Membership of the Villa Cubs will be offered to all members under 16 years. The Bi-Monthly Newsletter will be sent to all Associate Members.

Application Forms available now from the Ticket Office.

THANKS, VILLA-BUTLINS

Supporter Mr R P Wilson of Great Barr has written to the club to thank the organisers and sponsors of last seasons "Butlins Family Holiday for Four" competition last season.

Run throughout the season, the winner was the member who completed a full set of player autographs comprising those officially on duty match by match and whose entry was drawn out first of the many who took part.

Mr Wilson writes: "My son Christian and I have recently returned from Butlins at Minehead and would like to say thank you "Aston Villa" on behalf of my family for a great week."

Christian in particular enjoyed the football coaching, of which Danny Hegan was in charge. Danny is an ex-Wolverhampton and Irish International. Christian received two gold medals one for winning a penalty shoot out and the other for being in the winning 5-a-side team at the end of the weeks coaching.

My family would like to wish Aston Villa all the best for the coming season."

• Now members can watch out, in the next issue or two, for news of a similar scheme to be run this season though with a totally different prize.

That prize will be an equally acceptable one and will once again be awarded in a 'sign please' series whereby a space is left on this page, each issue, for the 'on duty' player to append his autograph.

At the end of the season those members with a full set of autographs can go into the hat and the one drawn out will receive his prize . . . just as Mr Wilson did last May.

The space is on this page. The appropriate player will be around before the game. Now is the time to get the new competition underway.

RACHEL 'SCOOPS' WARD TURNS REPORTER

• Rachel Ward, regular helper in the Club's Family

Enclosure Section, was on hand when Neale Cooper was signed from Aberdeen.

Here is her report:

Neale Cooper became the third addition to Villa's squad, as the Club bid to break the Merseyside stranglehold on trophies next season.

After winning the Scottish Premier Division (twice) the Scottish Cup (four times) the Scottish League Cup, European Cup Winners' Cup and European Super Cup, he felt he had achieved all he could in Scotland.

Sheffield Wednesday and Chelsea were also keen to sign the Scottish U-21 international, whom many believe was unfortunate not to go to Mexico with the Scottish team. Neale believes having club manager Alex Ferguson as international boss could have worked against a few Aberdeen players.

There were already four "Dons" in the Scotland squad. Any more might have seemed favouritism.

However, he can claim to have played in the Aztec Stadium, in the Youth World Cup of 1983 when Scotland beat the host nation. He found the conditions very difficult, and believes people do not appreciate the problems experienced by Northern Europeans.

Moving to Birmingham is a big change for Neale, who lived only five minutes from his mother's house in Aberdeen. He could visit his Mum and sister Shirley whenever he liked. His most faithful companion however, is his dog, Jackson a golden retriever.

Neale enjoys most sports, especially American football, tennis, and golf, and has a wide range of musical taste, listing the Police, Simple Minds, George Benson and Alexander O'Neal among his favourites.

SIGN PLEASE

STATISTICS

DIVISION ONE TABLE 1986-87

	Home					Away					Pts
	P	W	D	L	F	A	W	D	L	F	
Tottenham	3	1	1	0	2	1	1	0	0	3	7
Liverpool	3	1	1	0	2	1	1	0	2	0	7
West Ham	3	1	0	0	1	0	1	1	0	3	7
Wimbledon	3	2	0	0	4	2	0	0	1	1	6
QPR	3	2	0	0	4	2	0	0	1	1	6
Everton	3	1	0	0	2	0	0	2	0	3	5
Sheffield Wednesday	3	1	1	0	4	2	0	1	0	1	5
Luton Town	3	1	1	0	2	1	0	1	0	1	5
Watford	3	1	0	0	3	0	0	1	1	3	4
Nottingham Forest	3	1	1	0	5	1	0	0	1	0	4
Norwich City	2	1	0	0	4	3	0	1	0	0	4
Manchester City	3	1	0	0	3	1	0	1	1	0	4
Coventry City	3	1	1	0	3	2	0	0	1	0	4
Charlton Athletic	3	0	1	0	1	1	0	0	1	1	4
Southampton	3	1	0	0	5	1	0	0	2	4	6
Arsenal	3	1	0	0	1	0	0	0	2	2	4
Chelsea	3	0	1	0	0	0	0	1	1	3	2
Newcastle United	3	0	0	1	0	2	0	2	0	1	2
Oxford United	3	0	2	0	1	1	0	0	1	0	3
Leicester City	2	0	1	0	1	1	0	0	1	0	1
Manchester United	3	0	0	2	2	4	0	0	1	0	1
Aston Villa	3	0	0	1	0	3	0	0	2	2	0

(Up to and including Saturday 30th August)

CUP APPEARANCES 1985-86

App	Gls	App	Gls		
Bates	8(2)	2	Greene	7	2
Belford	2	—	Hellin	5	—
Bennett	—(1)	—	Howell	3	1
Bowen	6	1	Kerr	1	—
Burke	9	2	Mahoney	5(1)	—
Byrne P.	4	1	McCallum	2	—
Callaghan	5	—	Meade	1	—
Clarke	9(1)	—	Morris	1	—
Clipston	11	1	Ormsby	1	1
Daley	4	1	Purkiss	9	—
Dudley	1	—	Ritchie	10	3
Forman	10	—	Robinson	2	—
Gallacher	3	—	Shaw	1	1
Grainger	4	2	Spark	8(1)	1

Includes Midland Intermediate League Cup,
Midland Youth Cup, Southern Junior Floodlit
Cup and FA Youth Cup.

FIRST DIVISION STATISTICS 1986-87

Highest Attendance:
43,306 Manchester United v West Ham—25.8.86

Lowest Attendance:
5,987 Wimbledon v Leicester—30.8.86

Highest Home Win:
Southampton 5 QPR 1—23.8.86

Highest Away Win:
Aston Villa 0 Tottenham 3—23.8.86

Most Goals in a League Match:
3 Clive Allen (Tottenham) v Aston Villa 23.8.86
3 Colin Clarke (Southampton) v QPR—23.8.86

Leading Scorers

4 Clive Allen (Tottenham)
4 Colin Clarke (Southampton)
3 Ian Rush (Liverpool)
2 Martin Allen (QPR)
2 Graham Baker (Manchester City)
2 Gary Bannister (QPR)
2 John Barnes (Watford)
2 Luther Blissett (Watford)
2 Frank McAvennie (West Ham)
2 Nick Pickering (Coventry)
2 Kevin Sheedy (Everton)
2 Brian Stein (Luton Town)
2 Danny Wallace (Southampton)
2 Neil Webb (Nottingham Forest)

1ST TEAM APPEARANCES 86-87

League			
App	Gls	App	Gls
Blair	3	—	—
Daley	3	—	—
Dorigo	3	—	—
Elliott	3	—	—
Evans	3	1	—
Hodge	3	—	—
Hunt	3	—	—
Keown	1	—	—
Kerr	1	—	—
Poole	3	—	—
Stainrod	3	—	—
Thompson	2	1	—
Williams	2	—	—

FIRST TEAM RECORD

Date	V	Opposition	F	A	Pos.
Aug 23	H	Tottenham Hotspur	0-3	24,712	—
Aug 26	A	Wimbledon	2-3	6,366	—
Aug 30	A	Queens Park Rangers	0-1	13,003	22

FIXTURES 1986-87 RESULTS · ATTENDANCES · APPEARANCES · GOALSCORERS

1	2	3	4	5	6	7	8	9	10	11	12
Poole	Williams	Dorigo	Evans	Elliott	Blair	Hunt	Stainrod	Thompson	Hodge	Daley	Kerr
Poole	Williams	Dorigo	Evans ¹	Elliott	Blair	Hunt	Stainrod	Thompson ¹	Hodge	Daley	Keown
Poole	Keown	Dorigo	Evans	Elliott	Blair	Hunt	Stainrod	Kerr	Hodge	Daley	Birch



Near miss for Villa against Spurs — Tony Daly shoots for goal and Paul Elliott is hampered with this header.
Pictures by Terry Weir.



QUIZ ??

Can you name the current manager of the Aston Villa Old Stars?

Answers on a postcard please to 'Villa Quiz', Aston Villa FC, Villa Park, Birmingham B6 6HE. Two complimentary tickets await the writer of the postcard first scrutinised with a correct answer.

Season Ticket Prices - Season 1986-87

Prices include VAT @ 15% and relate to all Football League and Central League Matches played at Villa Park by Aston Villa FC for the 1986/87 Season.

	Current Match Day	Adult Season Ticket	Saving over Season	Shareholder Season Ticket	Juvenile Season Ticket	Senior Citizen Season Ticket
Trinity Road Stand						
Door D	£6.50	£104.00	£32.50	£98.80	£52.00	N/A
B, E & G	£5.50	£88.00	£27.50	£83.60	£44.00	N/A
A & H	£5.00	£80.00	£25.00	£76.00	£40.00	£40.00
Witton Lane Stand						
Door N	£5.50	£88.00	£27.50	£83.60	£44.00	N/A
M	£5.00	£80.00	£25.00	£76.00	£40.00	£40.00
North Stand						
Family Areas*	£5.00	£80.00	£35.00	£76.00	£40.00	£40.00
Doors T.V.W. & X	£5.50	£88.00	£27.50	£83.60	£44.00	£44.00
Trinity Road Enclosure						
Door F	£5.00	£80.00	£25.00	£76.00	£40.00	£40.00
Holte End Terrace						
Doors K & L	£3.00	£48.00	£15.00	£45.60	£24.00	£24.00

* Available to Family Enclosure Members only (details from the Ticket Office).

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levels of specification and trim that are really quite superb.

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All this puts the Austin Rover range in a league of its own.

So if you're about to give your current car the red card, make sure you visit your local Austin Rover dealer.



AUSTIN ROVER




• Steve Hodge, Aston Villa's "Man in Mexico" looks ahead to his soccer ambitions and back to the World Cup in the second article of his two-part series:

"When I set out on a First Division career I had five ambitions I wanted to fulfill".

That was Steve Hodge talking, on the eve of a new season when the past looked rosy and the future maybe rosier.

He lists his five aims like this:

- ★ To play at Wembley
- ★ To play for England
- ★ To play in the World Cup
- ★ To play in an FA Cup Final
- ★ To win the League Championship.

Needless to say, in all cases where he says: 'to play' he means 'to win' because that is the only way he knows. As such it is taken for granted.

Scanning down that list it can be seen why his first year at Villa Park, just concluding, was to say the least, more than satisfactory.

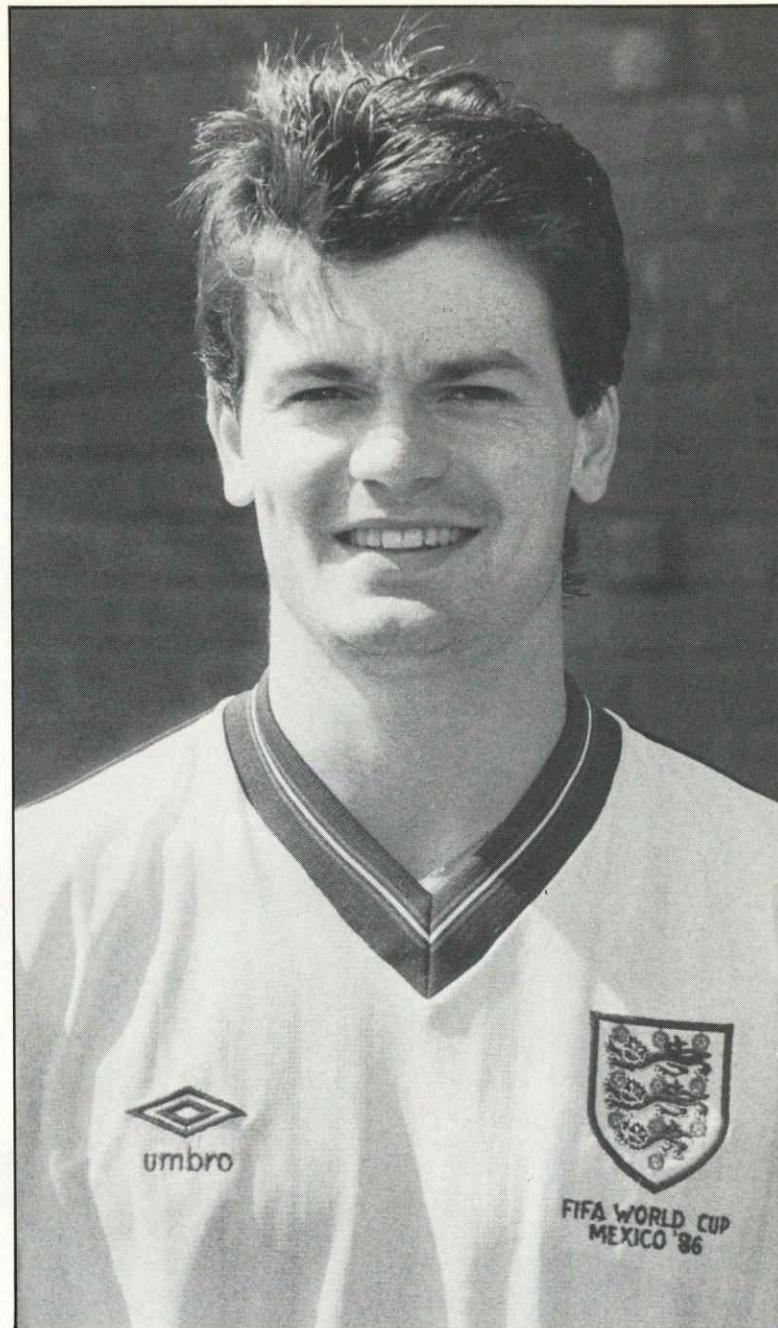
In the 102-day turnaround in fortunes outlined in the previous issue, Hodge ticked off the first three aims. Not a bad start.

Now he has launched himself into season 1986-87 looking to consolidate on the groundwork and to strain every tissue in an attempt to achieve either one or both of items four and five.

But first, a few reflections on his memorable Mexico World Cup trip. "There are not really any highlights in my mind at the moment", he says.

"The whole thing was just fabulous. Even though I would like to think that I will make it again I can now say that I have played for England in the advanced stages of the World Cup and nothing can change that."

No need to re-trace his steps throughout his memorable few weeks. The exploits are down for posterity in a thousand and one publications... his emergence as sub for Bryan Robson in the 0-1 opening



defeat by Portugal... same again in the trouble-torn 0-0 draw with Morocco... and then his superb contributions to 3-0 wins over Poland and Paraguay.

Finally, came his part in the desperately controversial 2-1 quarter final defeat by Argentina and Diego Maradona's hand in the quarter final in the magnificent Aztec Stadium.

For Hodge the most important aspect of all, career-wise is that he has fitted into the Bobby Robson set-up so smoothly. "Everyone was so welcoming in the England set-up right from the start", he points out.

"You could always get a situation where the odd one or two think they are the star men, but there is no one like that at all.

"The one I teamed up with most was Peter Reid, simply because we became established team mates. He's a great pal to have, but they all are. Peter is a cheerful, bubbly sort of character who keeps you going."

Hodge returned full of admiration for the intensely professional way in which the whole trip was conducted. "I personally didn't drink alcohol for two months ahead, in the hope that I would be included, but no one else drank on the trip either.

"No detail was spared. We had blood tests every week, urine tests, you name it, we had it tested. As a result there was no illness at all among the players. That's quite a tribute to the planning that went on."

Hodge had no special problems with the heat and altitude, but stresses that playing such important games in 105 degrees creates problems that no one on the outside looking in, could possibly appreciate.

"The hotels used by England were superb, so was the food, but it was no joy ride in terms of being a tourist trip.

"We were professionals doing a job of work. There was no celebrating when we played well, no lying for lengthy spells in the sunshine, not much swimming, no sight-seeing trips.

"The one important thing about it, apart from the preparations, the training, the playing of the games was that the squad, being away from home together for so long, became very tightly-knit.

"The whole thing was a dream..."

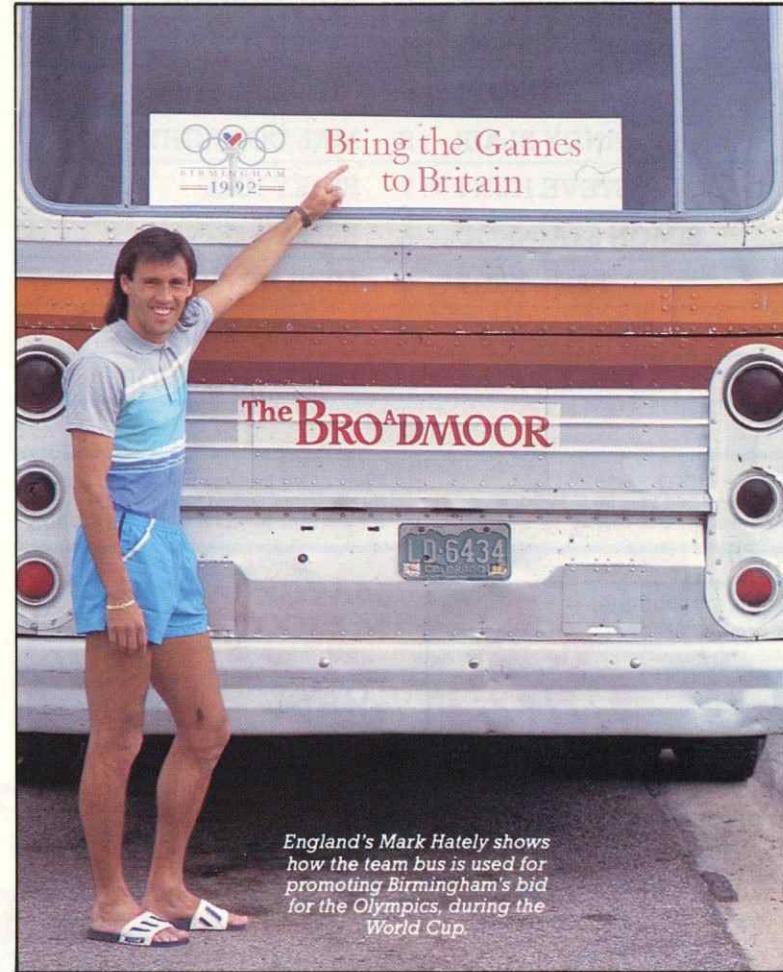
Now, Steve Hodge pushes Mexico to the back of his mind in order to concentrate, with matching dedication, on the success of Aston Villa.

"The squad is far, far stronger than

a year ago. You can't expect the new signings to slot in automatically in the first game or two, but the potential is there", he emphasised.

"We had one full-scale practice match recently when two teams were fielded that looked strong enough to be the first team. That, to me, reflected the strength-in-depth of the squad."

In saying that, he was no doubt thinking very seriously about items four and five on his list of ambitions.



England's Mark Hately shows how the team bus is used for promoting Birmingham's bid for the Olympics, during the World Cup.

OUR MAN IN MEXICO

MATCH FACTS

ASTON VILLA v LUTON TOWN

KEVIN POOLE	1	LES SEALEY
MARTIN KEOWN	2	TIM BREACKER
TONY DORIGO	3	ROB JOHNSON
ALLAN EVANS	4	PETER NICHOLAS
PAUL ELLIOTT	5	STEVE FOSTER
ANDY BLAIR	6	MAL DONAGHY
STEVE HUNT	7	RICKY HILL
SIMON STAINROD	8	BRIAN STEIN
PAUL KERR	9	MIKE NEWELL
STEVE HODGE	10	ROBERT WILSON
TONY DALEY	11	EMEKA NWAJIOBI
	S	

Referee: Mr K. J. Breen

Linesmen: (red trim) Mr S. Millidge;
(yellow trim) Mr E. Touhey

Forthcoming matches at Villa Park:
Sat 6th Sept: v Oxford United (1st Div)
Sat 13th Sept: Reserves v Man Utd (CL 2.00)

VILLA VOUCHER
Number 02



MATCH MASCOT



Today's mascot is Marc Dean Avery of Cheslyn Hay. Like so many of his predecessors, this pupil of Cheslyn Hay first team lists 'football and all sports' as his hobbies. However, he also likes making models. Marc is 10 years of age.

PART TIME VACANCIES

Due to expansion, the Aston Villa Lottery Office requires part time collectors in all areas of the West Midlands. For further information please contact John Greenfield at the Lottery Office — telephone 021 328 2246.



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TONIGHT'S SCORECHECK

Division One

Leicester v Liverpool (7.45)

Manchester City v Norwich

Newcastle United v QPR

Division Two

Bradford City v Crystal Palace

Brighton v Birmingham (7.45)

Littlewoods Cup 1st Round

Chester City v Derby County

Fulham v Aldershot

Northampton v Gillingham

Peterborough v Colchester

Port Vale v Notts County

Reading v Bristol Rovers

The new Aston Villa Fixture Lists are now available. If you would like to receive one, send a stamped addressed envelope to:

**Aston Villa FC,
Villa Park,
Trinity Road,
Birmingham B6 6HE.**

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