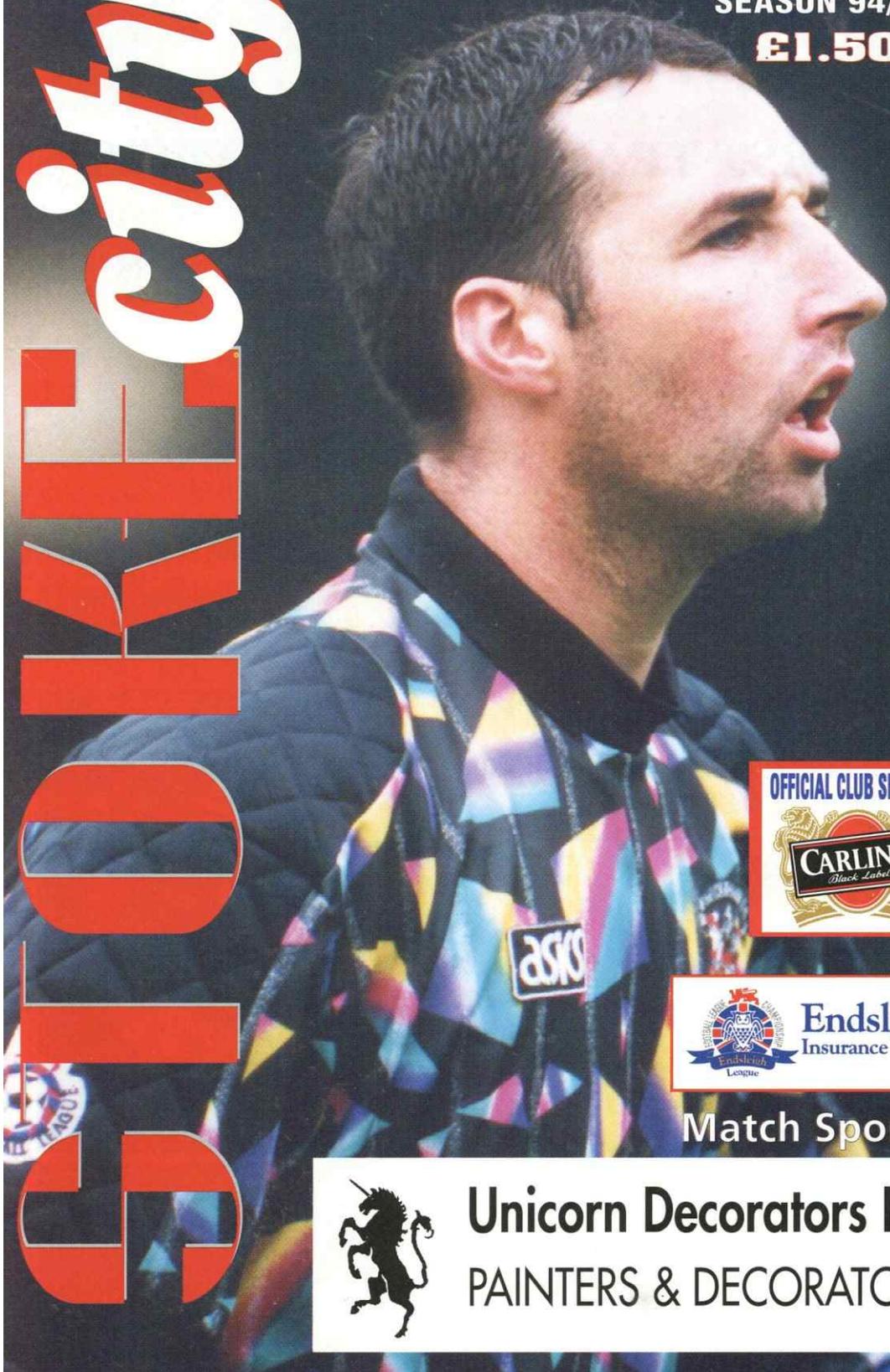


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FROM THE
BENCH

Victory over West Brom last Sunday was a great result and I could not have wished for a better start for my first game back in charge.

As you may have read in the press, I was a little apprehensive beforehand because things have a habit of going wrong on days when expectations are so high, but I needn't have worried.

The players responded to the occasion and produced the sort of busy, hard-working performance I had requested from them prior to kick-off.

It goes without saying, we need a repeat today against Luton as we make our third successive appearance in front of the Central TV cameras.

Sunday soccer has been the rule rather than the exception for Stoke recently, and it's dropped rather handily for us this weekend. The extra day's preparation after our excellent 3-1 midweek victory in Udinese in the Anglo-Italian Cup, has been a bonus, and should ensure the players are rested, refreshed and ready to go.

Luton Town have not made the brightest of starts to the season, but their away record in the League is good enough - just one defeat in five matches - to ensure we will treat them with the necessary respect this afternoon.

David Pleat has some talented young players in his side - and they revealed their liking for the bigger occasion last season by reaching the semi-finals of the F.A. Cup.

Going back to last Sunday, what pleased me most was the workrate of players. We were sharper than West Brom, first to most of the balls and kept going for the entire 90 minutes. I think we can play at a faster pace, and there were times when we laboured to keep up the tide of pressure, but these are things myself and coach Asa Hartford can work on in the weeks ahead.

Two big bonuses were the contributions of Martin Carruthers and Keith Downing. Martin has always been a willing worker, though not always the best of finishers, yet he took his two chances expertly. Hopefully, that will do his confidence a power of good and we will see plenty more goals from him this season.

As for Keith, I remarked afterwards that he looked like he could have run another 90 minutes for us if we had asked him to. He's a very unselfish player who does a lot of unseen work for those around him.

Looking at our squad as a whole, my early impression is that it needs strengthening and we worked to bring in one or two new faces this week. We are short of cover and competition for places - a fact highlighted against Albion where lack of options as much as anything else determined the shape of the team.

Enjoy the game today and please get behind the lads - again!

Lou Macari



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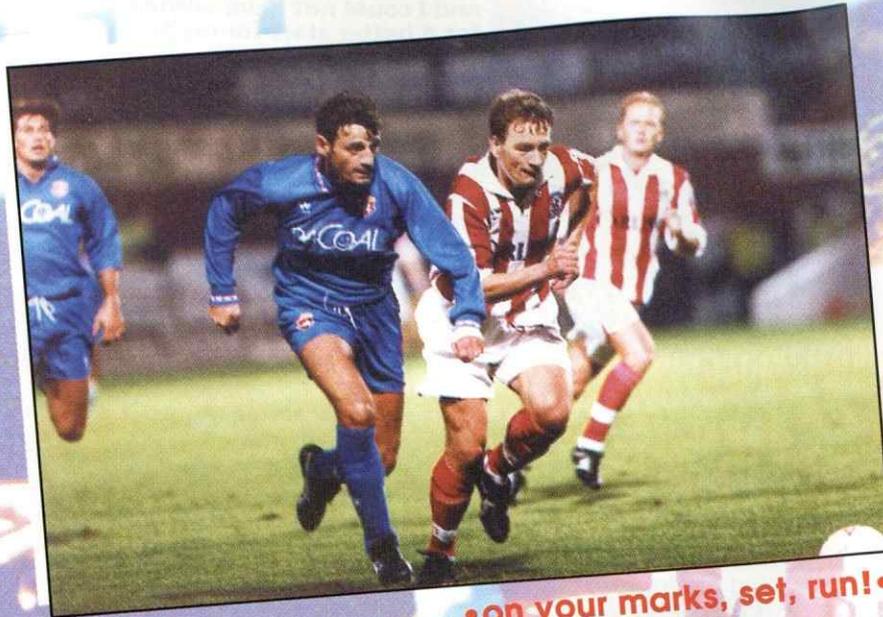
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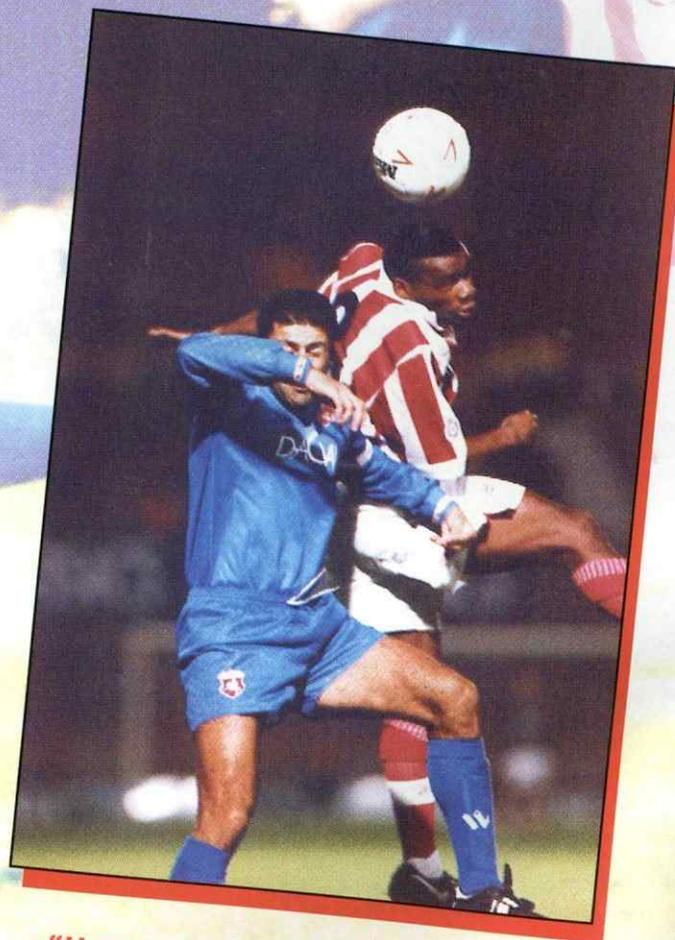
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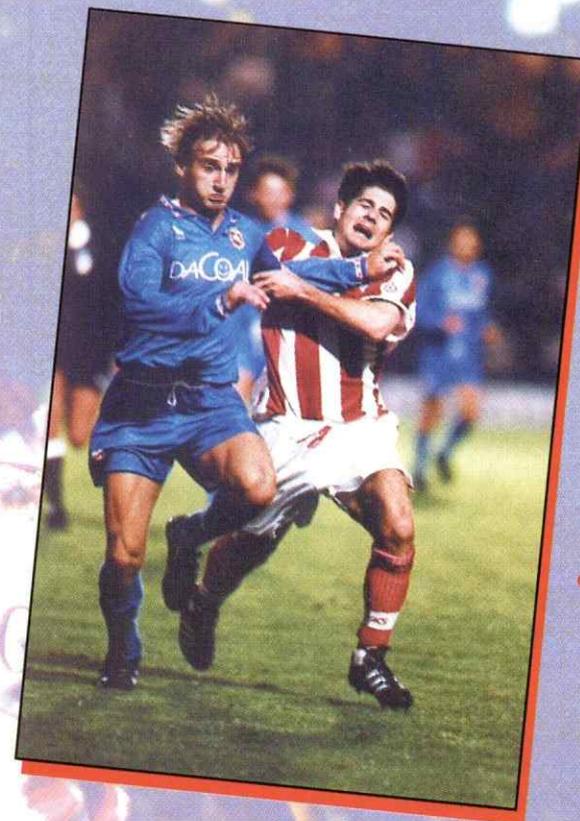


• on your marks, set, run!•

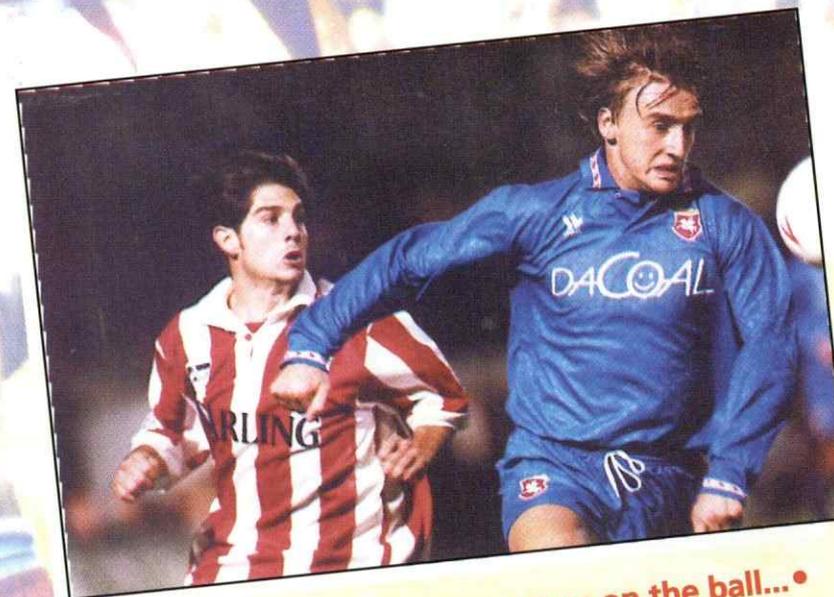


• "Heads I win" says Ray Wallace•

...in the Anglo-Italian Cup



• Hold back the "Pesch"•



• Eyes on the ball...•



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 FOR
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Welcome Return

Former Notts County manager Jimmy Sirrel now aged 72, has returned to Meadow Lane in the position of Chief Scout.

Endsleigh Insurance League First Division Fixtures For Saturday 15th October

Luton v Middlesbrough
 Millwall v Stoke City
 Port Vale v Charlton Athletic
 Portsmouth v Swindon
 Reading v Bristol City
 Sunderland v Burnley
 Tranmere Rov v W.B.A.
 Watford v Notts County
 Wolves v Grimsby Town

And Sunday 16th October
 Bolton Wand v Oldham Ath
 Sheffield Un v Barnsley
 Southend Un v Derby Co

Live ITV Coverage

The following First Division games have been confirmed for 'Live ITV Coverage'.
 October: Bolton Wdrs v Oldham Athletic (GRA - Sun 16th Oct, 3.00), Sheffield United v Barnsley (YTV - Sun 16th Oct, 3.00), Southend Utd v Derby County (CEN/LWT - Sun 16th Oct, 2.55), Notts County v Derby County (CEN - Sun 23rd Oct, 3.00), Portsmouth v Middlesbrough (MER/LWT/TTT - Sun 23rd Oct, 2.55), Stoke City v Wolves (CEN/LWT - Sun 30th Oct, 3.00).

Hornets' Helping Hand From Elton

Arguably the Endsleigh Insurance League's most famous fan, Elton John, is still keeping up his ties at First Division Watford - despite being on tour in the U.S.A. with fellow rock star Billy Joel.
 Elton has just renewed his three-year lease on an executive box at Watford which he has told the Vicarage Road club to give to deserving Hornets' fans on matchdays.

Mr John's executive box has so far been used for handicapped supporters, underprivileged children, the unemployed and community orientated projects and initiatives.

Gabriela Lyons, Watford Public Relations Assistant, commented: "The box has been in operation since 1986 and Elton John has insisted that the facility should go to 'good causes'. We hope that this facility at Vicarage Road will put a smile back on the faces of people who deserve it."

Transfer News

Simon Coleman has joined Bolton from Sheffield United for £300,00....

Bristol City have paid £100,000 for striker David Seal from Aalst of Belgium....

Oldham Athletic have secured the service's of Southampton striker Nicky Banger on a month's loan....

Notts County have re-signed Gary Mill from Leicester for £50,000 and Peter Butler has also joined the "Magpies" from West Ham for £350,000.



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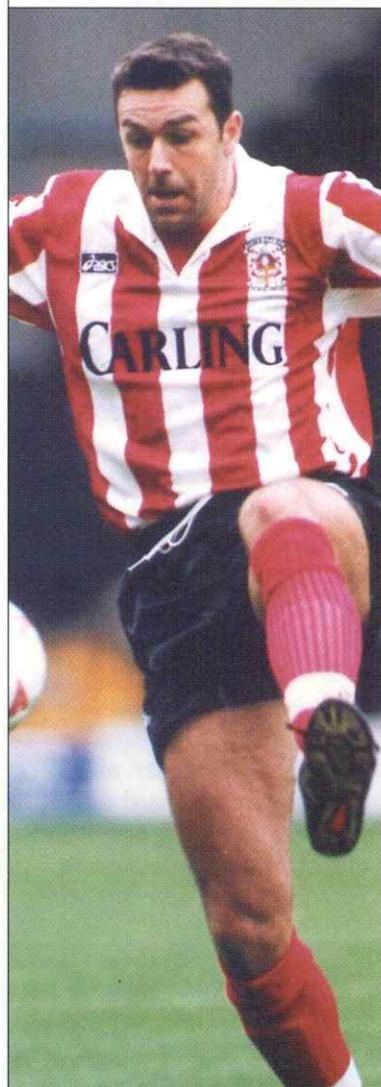
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Tony's

TALK



..... with Tony Matthews

THE HATTERS OF '59

Today we take a look back in time - thirty five years in fact - to the Luton Town side that reached the F.A. Cup Final for the first (and so far only) time in the club's history.

Unfortunately they lost out at Wembley to Nottingham Forest 2-1, but there is no doubt that the 'Hatters' of that era were a pretty useful team - certainly at knockout cup football...because at the end of that season (1958-59) they finished 17th in the First Division, missing relegation by just seven points. The following year they dropped out of the top flight and in the intervening period they've been back there twice (in the mid 1970s and early eighties). In 1959, Luton's line-up comprised goalkeeper Ron Baynham, full-backs Brendan McNally and Ken Hawkes; right-half John Groves, centre-half and skipper Syd Owen, left-half David Pacey, outside-right Billy Bingham, inside-forwards Allan Brown, George Cummins centre-forward Bob Morton and left-winger Tony Gregory. In reserve were forwards Gordon Turner and Jimmy Adam, who later joined Stoke via Aston Villa in the early '60s.

* Baynham, Birmingham-born, began his career with Worcester City and joined Luton in 1951. He went on to win full caps for England.

* McNally only gained a first-team place at Christmas 1958. A native of Dublin he moved to Luton from Shelbourne and

kept out Eire international Seamus Dunne.

* Hawkes, spotted playing for Shotton Colliery Welfare, established himself in the side in 1953, after National Service.

* The versatile Groves, once a centre-forward, joined the 'Hatters' straight from school.



* Owen (Above) started his career with Birmingham and transferred to Kenilworth Road in 1947. In the mid '50s he was capped for England and went on to amass more than 400 League and Cup appearances for the 'Hatters', later taking over as their manager.

* Pacey, ex-Hitchin Town, scored Luton's Cup Final goal v. Forest. He took over from Reg Pearce, having earlier played centre-half.

* Irish international Bingham

was fast and clever, who cost Luton £15,000 from Sunderland in 1958. He also played for Everton and Port Vale, and later became manager of Northern Ireland.

* Brown, a Scottish cap, twice missed playing at Wembley when with Blackpool.

Commenced with East Fife, he cost Luton £14,000.

* Cummins was a £12,000 buy from Everton in 1953. An Eire international he was a quality player, good on the ball.

* Morton, who could also occupy the right-half berth, made a record 550 senior appearances for Luton between 1948 and 1964. He too missed out on full England honours.

* Gregory played on both wings and got the nod over Adam at Wembley. The 'babe' of the team he started with Vauxhall Motors.

* Turner holds the record for most goals for Luton - totalling 265 between 1949 and 1964, including 243 in the League. He played for the Football League and was reserve for England 'B'.

* Adam came to Luton from Spennymoor Utd. in 1953. Scottish-born he went on to play over 200 senior games in his career.

NB - It's interesting to know that both Luton and Forest kept an unchanged team for the duration of their respective cup runs in 1959. Forest fielded Thomson, Whare, McDonald; Whitefoot, McKinlay, Burkitt; Dwight (who sadly broke his leg in the final), Quigley, Wilson, Gray and Imlach.

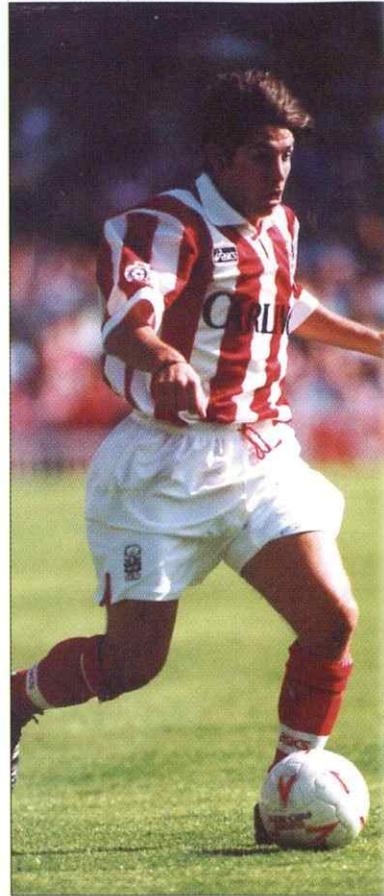
POTTERS STATS AND FACTS



Appearances and goals 1994-95

Player	League		Cup		Totals	
	App	G.	App	G	App	G
C. Muggleton	10	-	5	-	15	-
J. Clark	5	-	1	1	6	1
L. Sandford	10	-	5	1	15	1
J. Dreyer	10	2	5	-	15	2
V. Overson	5+1	-	2	-	7+1	-
T. Orlygsson	7	2	3	1	10	3
R. Wallace	9+1	1	4	-	13+1	1
N. Gleghorn	10	2	4	1	15	3
W. Biggins	6+2	2	5	2	10+2	4
M. Carruthers	6+3	2	3+2	1	9+5	3
P. Peschisolido	9	4	3+1	1	12+1	5
J. Beckford	2+1	-	1	-	3+1	-
S. Sturridge	2	-	1	-	3	-
G. Shaw	0+1	-	-	-	0+1	-
J. Butler	6+2	-	4+1	1	10+3	1
K. Downing	8	-	5	-	13	-
I. Cranson	5	-	4	-	9	-
I. Clarkson	-	-	0+1	-	0+1	-
S. Leslie	-	-	0+1	-	0+1	-

* Stoke's average home League gate so far this season (5 games played) is: 13,545 (aggregate 67,728). This is around 2,400 down on last season's final average.



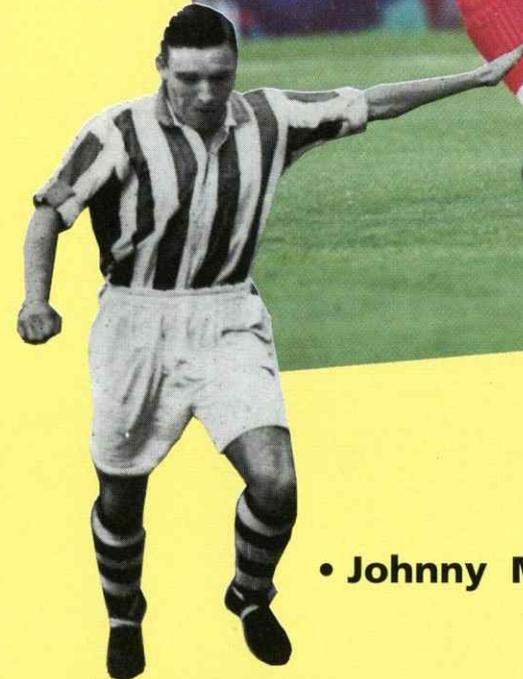
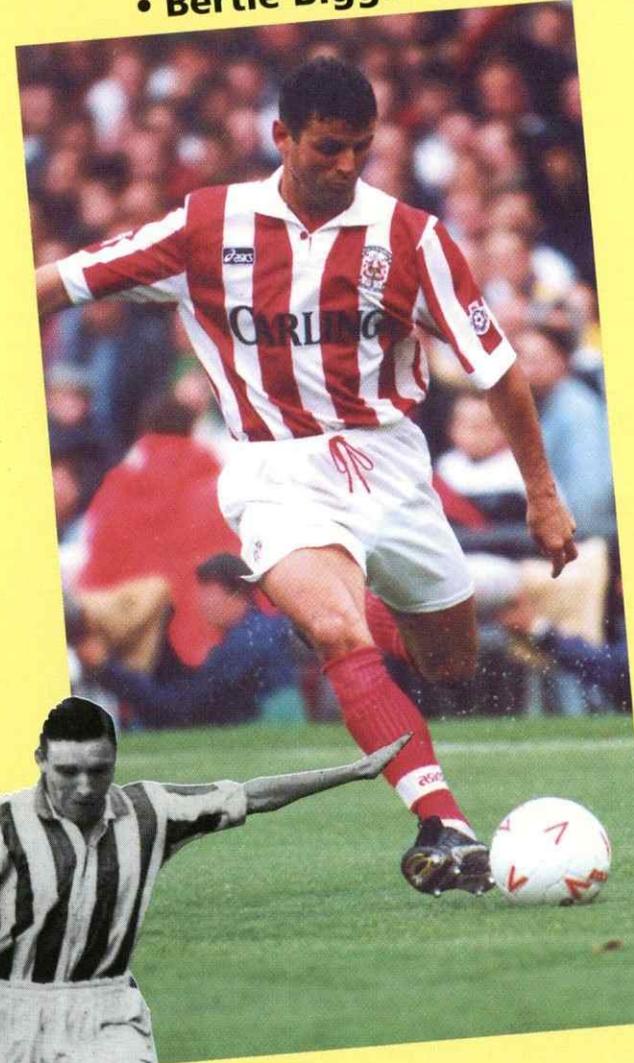
Paul Peschisolido

Stoke's Ten Year League Record

SEASON	DIV	P	F	A	PTS	POS	F.A.C.	L.C	AV ATT
84-85	1	42	24	91	17	22	3	2	10,646
85-86	2	42	48	50	57	10	3	3	8,288
86-87	2	42	63	53	58	8	5	2	9,987
87-88	2	44	50	57	62	11	3	4	9,606
88-89	2	46	57	72	59	13	4	2	9,817
89-90	2	46	35	63	37	24	3	2	12,449
90-91	3	46	55	59	60	14	2	2	11,585
91-92	3	46	69	49	77	4	1	2	13,007
92-93	2	46	73	34	93	1	1	2	16,579
93-94	1	46	57	59	67	10	4	2	15,964

We've met before.... LUTON

• Bertie Biggins •



• Johnny Malkin •

PREVIOUS MEETINGS

There haven't been many occasions whereby the same team has visited The Victoria Ground for a League game five months apart!

Luton Town, our visitors today, played the final game of last season on Stoke soil (Sunday 8th May) and forced a 2-2 draw. That, in fact, was the 24th meeting between the two teams in League competition and at the moment our full record against the 'Hatters' reads:

Venue	P	W	D	L	F	A
Home	12	5	6	3	25	23
Away	12	3	6	5	10	19
Totals	24	8	12	8	35	42

So at present it's all square with eight wins apiece and 12 draws, although Luton are ahead in the goals race.

That clash here in May was witnessed by a crowd of almost 16,000 saw Dave Regis (now with Southend) and Wayne Biggins score for the 'Potters' with Scott Oakes and Paul Telfer (penalty) replying for the visitors who were 2-0 up at half-time.

Stoke's best win over Luton is 4-2 - achieved 20 years ago in season 1974-75. That day Alan Hudson, Jimmy Robertson and Jimmy Greenhoff (2) scored for the 'Potters' in front of a 20,646 crowd.

Luton's best win over Stoke came last season when they stormed back from 2-0 down to win 6-2 at Kenilworth Road, and so ruined goalkeeper Gordon Marshall's debut for the 'Potters'!

* The first two encounters took place in 1953-54 (Division 2). The scoreline finished 1-1 at The Victoria Ground (when over 24,000 fans saw Johnny King score for Stoke) and a Johnny Malkin goal gave the 'Potters' a 1-0 victory at Luton where the turnout was 15,000.

* Incidentally there have been eight goalless draws out of the previous 24 clashes.

LUTON TOWN



AN INTRODUCTION

Thanks to a late surge at the end of last season, Luton Town, our welcome visitors to The Victoria Ground for this afternoon's televised League game, managed to retain their First Division status by just three points (one win). At one stage - with eight games still to play - they

looked in desperate trouble, unable to score goals and suffering from a massive F.A. Cup hangover after losing in the semi-final to Chelsea at Wembley. But manager David Pleat got to work on his players and gradually the results picked up, Luton collecting six points from their last five matches, including a vital 2-1

home win over fellow strugglers West Brom, to edge to safety.

Indeed, Luton had a terrible time during the last quarter of 1993-94, with goalscoring a big problem.....they netted only 14 times in 16 starts and had a run of five games without a single goal, a run which saw them slip into the danger's zone.

All that is now behind them and the 'Hatters' are looking forward to a better season this time round. They haven't started off too badly and recently went to Watford and won 4-2 to register their best away win in the League for some considerable time. In fact it was the first time they had scored more than three goals in a game since they beat Portsmouth 4-1 at Kenilworth Road in February.

Luton are a footballing side. They have a good sprinkling of youth and experience spread throughout the ranks, and they will certainly prove a handful to any club they meet this season.

The Luton Town squad is as follows..... Goalkeeper JUERGAN SOMMER was born in New York 25 years ago. He joined the 'Hatters' in



•Scott Oakes•

August 1991 and was a member of America's World Cup party last summer. He made his international debut as 'sub' v. England at Wembley last month.

The two reserve 'keepers at Kenilworth Road are the veteran FRED BARBER, now 32, who in the past has served with Peterborough, Walsall, Chester, Blackpool, Everton, Darlington, Colchester and Chesterfield, and 18 year-old KELVIN DAVIS who made his senior debut on the final day of last season here at The Victoria Ground.

DAVID GREENE, JULIAN JAMES, MARVIN JOHNSON, DES LINTON, TREVOR PEAKE and MITCHELL THOMAS are the main Luton Town defenders.

GREENE, 21 later this month, has been with the club four years and has been capped by Eire at U/21 level.

JAMES, 24, comes from Tring and he too has been at Kenilworth Road since leaving school. An England U/21 player he can occupy both full-back berths.

JOHNSON made his League bow for Luton six years ago v. Wimbledon. Now 25 he is a versatile performer who prefers the left-back slot.

Right-back LINTON loves to overlap. He was secured from Leicester City three years ago (with Oakes) and was a regular in the side last season. Has suffered with injury this term.

PEAKE, aged 37, is the club captain, who started his career with Lincoln City in 1979 before joining Coventry in 1983. He enjoyed eight excellent seasons at Highfield Road, winning an F.A. Cup winners medal in 1987. He signed for Luton for £100,000 in August 1991. Thirty-year old THOMAS, an England U/21 cap, made over 100 appearances for Luton before moving to Tottenham in 1986. He played against his current captain (Peake) in the 1987 Cup Final and after a spell with West Ham, returned to Luton earlier this year, initially on loan. He can play at full-back or in the centre. CERI HUGHES, DAVID PREECE, PAUL TELFER, TONY THORPE and loanee GARY WADDOCK

are the men who'll man the midfield. HUGHES, 23 from the Rhonda Valley, a Welsh international at youth, U/21 and senior levels, made his debut for Luton in 1990.

PREECE, 31, has been playing in the League since 1981 and has now topped 300 appearances for Luton whom he joined from Walsall 10 years ago for £150,000. Capped three times by England 'B' he's played in two League Cup Finals with the 'Hatters'. TELFER occupies a wide position down the right. A Scotsman from Edinburgh, he'll be 23 later this month. A former trainee who made his bow for v. Everton in 1991, he's represented his country at U/21 and 'B' team levels, and scored eight goals last season.



• Trevor Peake •

THORPE, 20, made an immediate impact in the Luton side, scoring on his full debut at Newcastle in last season's F.A. Cup-tie. He joined the 'Hatters' in 1992 after a spell with Leicester City. WADDOCK, now 32, made his name with Q.P.R. in the 1980s, when won Eire honours at full, 'B', U/21 and U/23 levels and made over 200 appearances for the Loftus Road club. In 1988 he went to play for Chareroi in Belgium and returned to England to join Millwall a year later. Since then he's played for Swindon and last season served with Bristol Rovers before

teaming up with Luton on loan last month. He has also suffered his fair share of injuries down the years.

In attack Luton rely on KERRY DIXON (see next page), JOHN HARTSON, DWIGHT MARSHALL and SCOTT OAKES.

HARTSON, 19, from Swansera, was a prolific scorer at both youth and reserve team levels for Luton before gaining a first team place last season when he did well, especially in Cup-ties! He has played for the Welsh youth and U/21 sides but this season has been disrupted by injury.

MARSHALL, aged 29, was a close season signing from Plymouth Argyle for £150,000. He netted 14 goals last season for the 'Pilgrims' and



THE MANAGER

David Pleat, who will be 50 next January, was once a player with the 'Hatters.' He began his career with Nottingham Forest and joined Luton Town in 1964. He then served with Shrewsbury Town (1967) and later with Exeter City and Peterborough, retiring in 1971. He returned to Luton as coach in 1974 and became manager in 1978. Eight years later he was boss of Spurs and then took over at Leicester before returning to Luton in 1991. He is, of course, in his third spell at Kenilworth Road.



• David Peace •

has already hit the target for the 'hatters' this term. He spent three years at Home Park.

SCOTT OAKES is the son of the Showaddywaddy guitarist Trevor. He is 22 and joined Luton from Filbert Street three years ago this month, making his debut for the 'Hatters' almost immediately at Norwich. Since then he's been a vital member of the side and last season netted 13 goals, including some beauties in the F.A. Cup. An England U/21 international he has recently signed a new contract with for the 'Hatters' after being sought by several Premiership clubs.

* Other members of the first team pool include defender GREG RIOCH, son of the current Bolton manager, Bruce; midfielder MATT WOOLGAR and experienced forward TONY ADCOCK, now 31, who in the past has scored consistently for Colchester, Northampton (2 spells), Manchester City and Bradford City.

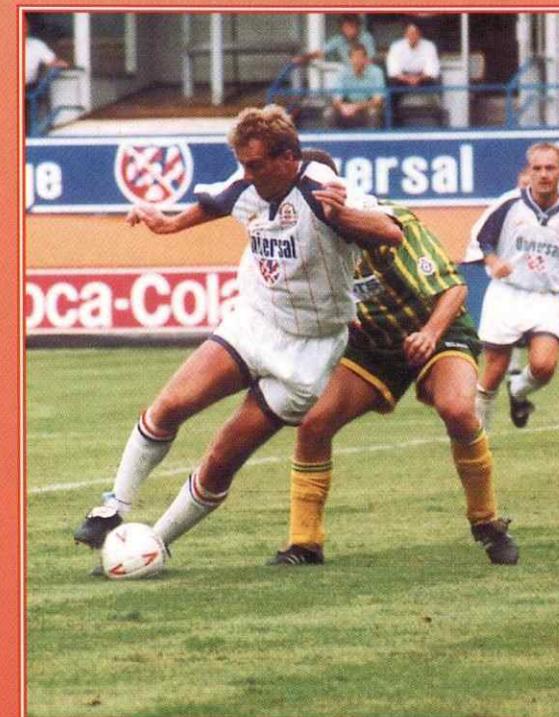
DID YOU KNOW?

- * Last season Luton Town had two 'foreign' goalkeepers in their first team squad - Juergan Sommer and Andy Pettersen - and both played in the same match v. West Bromwich Albion at Kenilworth Road on 3rd May 1994, the latter coming on as substitute.
- * The 'Hatters' remained unbeaten in their opening ten matches of their Third Division South campaign in 1928-29. Their final League position was seventh.
- * The former Charlton Athletic goalkeeper Sam Bartram was manager of Luton Town for two seasons: 1960-62.
- * Luton played their first-ever Football League game on 4th September 1897 (Division 2). That day they drew 1-1 away to Leicester Fosse, fielding this team: Williams; McCartney, McEwen; Davies, Stewart, Docherty; Gallacher, Coupar, Birch, McInnes and Ekins, who had the honour of scoring their goal.

LUTON FACT FILE

- * Club formed 1885, joined Football League 1897 (Div.2)
- * Best finishing position in Division 1 - 7th in 1986-87.
- * Football League Cup winners 1987; Simod Cup winners 1989.
- * F.A. Cup Finalists 1959 (beaten 2-1 by Nottingham Forest)
- * Most League appearances for club: Bob Morton 494 (1948-64)
- * Most League goals for club: 243 by Gordon Turner (1949-64)
- * Record attendance at Kenilworth Road: 30,069 (in 1959).
- * 1994-95 capacity of ground: 10,499
- * Record signing: Lars Elstrup for £850,000 from Odense in 1989
- * Record sale: Kingsley Black, £1.5 m. to Nottm. Forest, 1991
- * Record win: 12-0 v. Bristol Rov. (h) Div.2, 1936, when Joe Payne scored 10 after being converted from left-half to centre-forward.

KERRY DIXON



Now aged 33, Kerry Dixon is one of the more experienced campaigners currently playing in the Endleigh League First Division.

He started his professional career in 1980 with Reading having been an apprentice with Tottenham Hotspur prior to his transfer to Elm Park. He went on to score 51 goals in 116 League games for the 'Royals' before transferring to Chelsea in 1983.

At Stamford he became a huge hit with the supporters and his goalscoring exploits were second to none. In more than 350 appearances for the London club he struck well over 150 goals including 147 in 335 League matches, winning eight full England caps in the process (his first coming v. Mexico in 1985 and his last v. Sweden a year later). He netted 4 international goals (two each against West Germany and the U.S.A.).

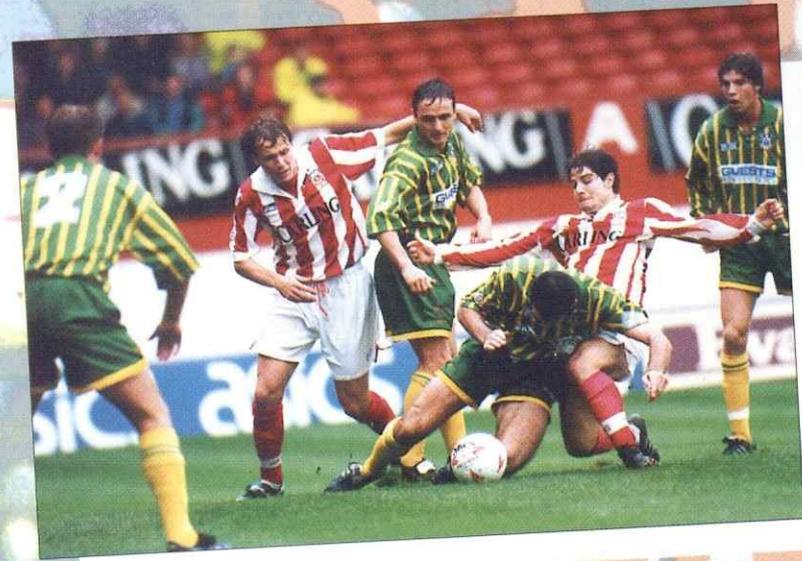
In July, 1992 he left Chelsea for Southampton in a deal said to be worth £575,000. However, he never really settled at The Dell and moved to Kenilworth Road, initially on a five-month loan spell before signing permanently in October 1993.

Last season he top-scored for the 'Hatters' in the League with a total of nine goals....and there are plenty more to come from this well established and seasoned campaigner.

Stoke 4 W.B.A 1.....



• 'Pesch' scores against the Baggies •



It's tough going in centre -field

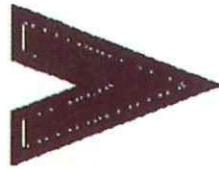


•so does "M.C" •



Craig Herbert heads clear - this time

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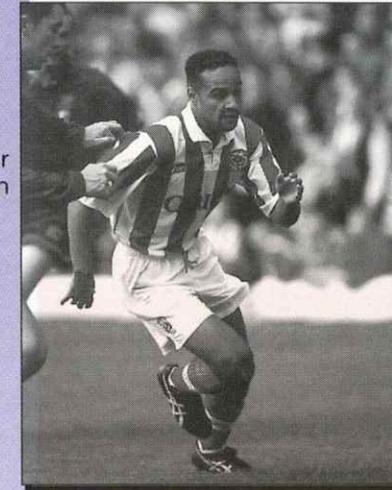
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Football also receives £8 million a year for the use of fixtures on coupons and Littlewoods, the game's biggest benefactor, is the first sponsor of the FA Cup.

Up and down the country, clubs are building new grounds, stands, seating and roofing. All depend on the support of the Football Trust and on the success of the football pools.

POTTERS' DIARY



Sept 29:

Lou Macari is back as manager 11 months after he left to join Glasgow Celtic.

Lou's appointment is confirmed at a press conference called by chairman Peter Coates, and it's also revealed that Asa Hartford, caretaker boss for six games after the departure of Joe Jordan, will stay on as coach.

The chairman discloses Lou has signed a three-year contract, adding: "This is a great day for Stoke City. When Lou left us last year I never thought he would be back, especially within 12 months."

Midfielder Carl Beeston, who last played a first-team game in April 1992, continues his rehabilitation by turning out for the reserves at Notts County. Sidelined by recurring ankle problems, he manages an encouraging 80 minutes before being withdrawn by coach Dennis Rofe.

Sept 30:

Lou Macari looks forward to his first game back in charge, a televised local derby against West Brom at the Victoria

M.C. two goal hero

Ground, with the message: "I believe we can be what we were when I was here before. This is no place for fancy dances, the supporters love to see players giving 100 per cent, so I will be looking for the team to go out and work hard week after week, just like they used to. I want our opponents to know they are in for a tough time."

Oct 1:

Wayne Biggins has a second two-match ban confirmed after his sending-off at Reading in August. Suspended against Charlton and Notts County last month for comments made to a lines-

man at Elm Park, Bertie is in trouble again after the Football Association received a report from match referee Graham Pooley. He gets another two-game ban for misconduct, missing Luton at home this afternoon and Millwall next Saturday.

Carl Beeston is surprisingly named in the squad for the West Brom game, while goalkeeper Mark Prudhoe joins Peterborough on a month's loan and young 'keeper Paul Straney is given a free transfer after his contract is cancelled.

Oct 2:

West Brom are beaten 4-1 at the Victoria Ground and Lou Macari gets a big reception from the fans.

Martin Carruthers (pictured) scores twice and is denied a hat-trick when Paul Peschisolido prods another of his efforts over the line in a goalmouth scramble. A dead leg meant Carl Beeston was a late withdrawal, and he will have to wait a little longer for his much-anticipated comeback.

T.T.

Follow Ian Bayley on STOKE CITY every night in the

Evening Sentinel

and read his ball-by-ball match report in Saturday's

SPORTS FINAL



In The Executive Suite
We welcome Mr Steve Taylor and the guests of Unicorn Painters and Decorators who are sponsoring today's game.

In The Matthews Suite....
today are a group of loyal Stoke City supporters from the Barrel, Smallthorne, who are sponsoring today's Matchball.

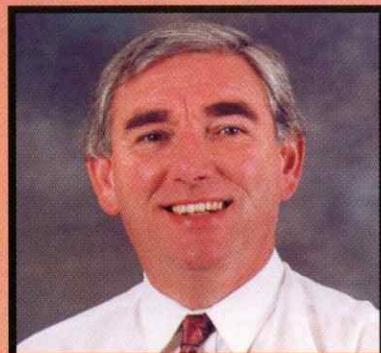
Spot The Face....
winner in the West Brom programme was Daniel Barlow from Burslem who chose an autographed foot-

Cash Collector Matchday Draw

Game	Pay-out	Ticket No	Winner
v Fulham	£336	6647	Mr Washington-Newcastle
v W.B.A.	£691	5971	Mr Broadhurst-Scholar Green.

ball for his prize.

Draw number 7 will take place at half-time today. Tickets are available inside the stadium up until five minutes before kick-off.



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MARKETING
with Mick Cullerton**

TODAY'S
MATCH BALL
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Stoke City
Supporters
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(Right)
"M.C." receives his match sponsors' "Man of the Match" award v. W.B.A. from Bob Leatherland (Carling)



Keith Downing Ansell's Player of the Month for September receives his award from Mark Regan, Bass Sales Territory Manager.

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2	Stone Bearings	14	Beech's
3	ASICS	15	D. W. Roberts
4	Apollo Flooring/Executive Windows	16	Fine Decor
5	Bricesco	17	F. Bailey
6	Carlsberg Tetley	18	Carling
7	Vulcan	19	Stanley Leisure
8	Ferro	20	Kingford
9	Barry D Trentham (Midlands) Ltd	21	Trade Frames
10	Bry-col	22	Sentinel
11	Norton Ceramics	23	M.E.B.
	Tudor Building & Property	24	Richard Winterton
12	J. T. Blakeman	25	Phillwood

MATCH-TO-MATCH SPONSORS

DATE	FIXTURE	MATCH	BALL	PROGRAMME
13.8.94	Tranmere R.	-	Hamper Packing	-
10.9.94	Southend U.	-	Cordial Invitations	-
14.9.94	Charlton A.	-	Lion Press/Windmill	-
28.9.94	Fulham c/c	-	Wavernorth	-
2.10.94	W.B.A.	Carling	Victoria Pine	Crawford Doors
9.10.94	Luton T.	Unicorn Decorators	Mr W.Clee	Fans/Barrel Inn
30.10.94	Wolves	Austin & Co.	Today Newspaper	Clean Force
2.11.94	Sheff.Utd.	-	Minstrels	Morris H.C.
19.11.94	Grimsby T.	-	Richmond Accountancy	-
3.12.94	Oldham A.	Carling	Davies	Lion Press/Windmill
10.12.94	Burnley	Midland Vision	Dog & Partridge Sandyford	G & S Plumbing
26.12.94	Swindon T.	Unicorn Decorators	Barneys Barbecue	-
31.12.94	Middlesbrough	-	Don Cornes Ltd.	-
21.1.95	Barnsley	-	A.F.S. (Ray Spiller)	C & H Storage & Handering
4.2.95	Portsmouth	-	Roger Follwell & Partners	-
18.2.95	Watford	-	Knypersley & Biddulph Supporters Club	-
4.3.95	Derby Co.	Creda	Cheshire Bakeries	R & A Malkin
8.3.95	Bolton Wds.	Carling	Crawford Doors	-
25.3.95	Notts Co.	-	C.L.E.	-
22.4.95	Port Vale	-	Ash Hall N.S.	Wavernorth
29.4.95	Millwall	-	B & K Wheelton	-

THAT WAS A YEAR THAT WAS!

...by Tony Matthews

Today football statistician Tony Matthews goes back a quarter of a century and takes a look at the year 1969 when freedom was its theme, liberation its slogan; there was destruction and immorality; Colonel Gaddafi (right) came to power; the Arch Bishop of Canterbury, Dr. Ramsay, welcomed the abolition of hanging; Leeds United took the League championship, Manchester City won the F.A. Cup and defender Denis Smith established himself in the Stoke City first team.



Some people would happily erase 1969 from the history books, for it was a year which saw so much nastiness all over the world, not alone on the football pitches up and down the country! In Ulster the Provisional IRA began another liberation when gunmen ambushed British troops who had been sent over to Ireland to protect the Catholics from Protestant secretarian violence. A major rock festival at Woodstock in America attracted a crowd of around 500,000 and so introduced a new era in the lifestyles of the young and brought with a new sound in music. Two scientists at Cambridge University - R. G. Edwards and B. D. Bavister, working in unison with the obstetrician-gynaecologist Patrick Steptoe - produced the first fertilisation of a human egg in a test tube. There were the Stonewall riots in New York which started after police raided a so-called homosexual bar...thereafter AIDS began to spread more rapidly.

The House of Lords, following the Commons, narrowly voted to make the suspension of the death penalty permanent in Britain; crime, especially violent crime, rose dramatically throughout the U.K.; in the Arab world, Colonel Gaddafi took over Libya, General Assad assumed control in Syria and General Nemery in the Sudan. It is on record that Gaddafi used his oil wealth; Assad ordered 30,000 political opponents to be murdered in the town of Homs, and Nemery's behaviour started a major civil war in one of the world's largest and poorest countries.

On the football scene, Stoke City's defender Denis Smith, (right) who had made his senior debut for the club in 1968, firmly established himself in the first XI. He went on to become a great servant amass close on 500 appearances for the 'Potters' and as we all know he's now in charge of Oxford. In the 12 months of 1969 Stoke played 48 com-

petitive matches (43 in the First Division). They went out of the League Cup to Burnley in the second round and were eliminated from the F.A. Cup in round 5 by Chelsea after earlier defeating York City and Halifax Town. Among Stoke's better wins were those of 4-1 v. Wolves, 4-2 and 3-0 v. Sunderland and 3-1 against West Brom, while among their heavy defeats were those v. Newcastle 5-0, Leeds 5-1 (at home), and Everton 6-2. At the end of the 1968-69 season Stoke finished 19th in the First division, escaping the drop by just three points. Halfway through the following campaign (as 1969 gave way to 1970) they were in mid-table, well of the pace which was being set by Everton (the eventual champions) and Leeds United. Elsewhere on the football scene in 1969.....Leeds, as stated, took the League crown, having a six-point margin over Liverpool at the death. Leicester and Q.P.R. were relegated from the top flight, to be replaced by Derby County and Crystal Palace. Watford won the Third Division title and Doncaster Rovers the Fourth. Neil Young's timely goal decided the F.A. Cup Final with Leicester City whose goalkeeper was a rather young Peter Shilton. The League Cup Final (also staged at Wembley) went to underdogs Swindon Town who beat Arsenal 3-1 after extra time with a Don Rogers scoring twice. North of the Border, Celtic were invincible and they achieved the treble (much to the annoyance of the Rangers fans) while in Europe, the respective trophies went to the Italians of AC Milan (Champions Cup), the Czech side, Slovan Bratislavia (Cup Winners Cup) and, like they are today, high-flying Newcastle United (Fairs Cup). Dave Mackay (Derby County) and Tony Book (Manchester City) were jointly named 'Footballer of the Year' and Gianni Rivera of AC Milan was named European 'Footballer of the Year'.



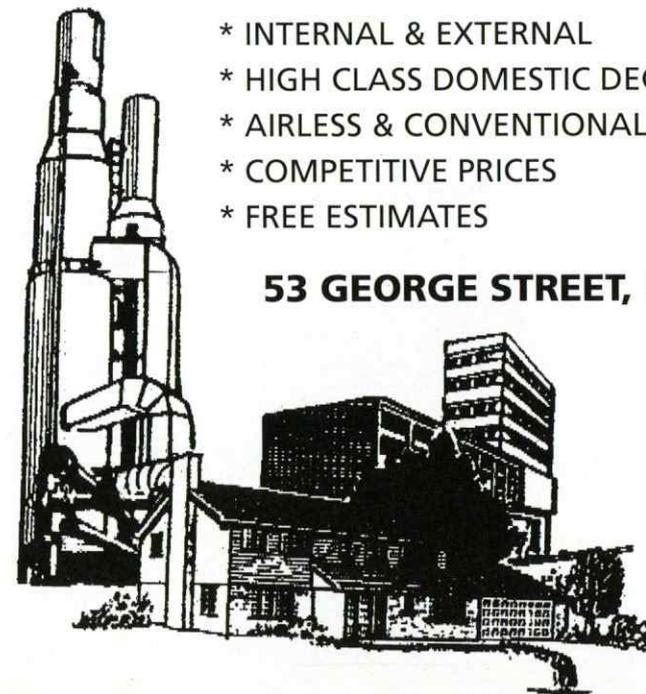
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junior potters

.....with Phil Meeson

MILLWALL AWAY - 15th.October

In reply to numerous enquiries about the Millwall away game on Saturday 15th October I can inform you now that the Junior Potters will NOT be running a coach for this game.

OLDHAM ATH. AWAY TRIP -22nd.OCTOBER

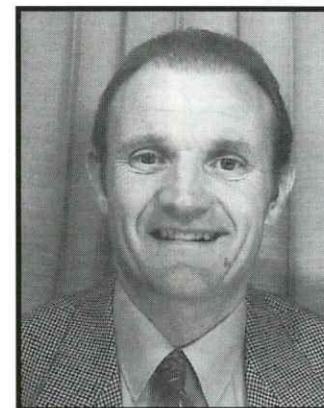
We shall be taking a party of Junior Potters and families to Boundary Park, Oldham on Saturday 22nd October. Once again I can foresee this being another very popular trip and would envisage a full coach, bookings will be taken on Monday 17th October from 9p.m (Tel.413511). Our Juniors are playing football with the Junior Latics, please bring your trainers as well as your kit if you want to play. The Junior Potters coach will be leaving the Stoke End car park at 9-15am. with the cost of this trip being £4-50 for Junior Potters and £6-50 for adults (includes coach travel and match tickets). Prior to the game I understand we will be entertained as usual in the well laid out Junior Latics Lounge before taking your seats in the family stand. Don't forget your packed lunch.

KNUTTON 94-95

We are still awaiting our first visitors of the season to our Saturday morning venue of Knutton Recreation Centre, as yet we've had no definite bookings but are hopeful that there should be some Junior groups coming in the near future, look out in the programme for the possibility of Oldham on the 3rd. December and Burnley a week later on the 10th December. We shall try and keep you informed as much as possible during the next few weeks

FAMILY CLUB/JUNIOR POTTERS INFORMATION DESK

We do try as much as is humanly possible to keep you informed on what's happening with our Junior Potters group, there are times however when it's impossible to



get the correct information out in time due to programme deadlines and events that crop up on the spur of the moment, please be patient the Notice Board will get updated very soon.

JUNIOR POTTERS/FAMILY CLUB INFORMATION DESK STOKE END STAND

On match days there is an information desk for Family Club and Junior Potters members situated in Block A of the Stoke End Stand. Jean and Denise will help you with all your queries at the desk you can also obtain your matchday programme, lottery tickets match day draw tickets also the next home game match ticket at a reduced rate of £9-00 adult and £5-00 Junior. (£11-00 non members) There is an information board for which you will find all you need to know of what's happening with trips to away matches, days out, coaching sessions, and anything else you can take part in with the Junior Potters You will also find the match day team sheet posted up 30 minutes before kick off, so if you need anything or have any problems why not pay Jean and Denise a visit and have a chat, they are always there to help you.

WALSALL ILLUMINATIONS

On Friday October 21st The Junior Potters will be running a trip to Walsall Illuminations. Our coach will leave the Stoke End

carpark at 6p.m. and the cost of the outing which will include entrance fee and travel is £3 for Junior Potters members and £4 for adults, bookings will be taken from anytime between 9a.m.-5p.m. at the Stoke City main reception. The illuminations are set in beautiful Walsall Arboretum, around 35 acres of lakes trees, and gardens and is one of the Midlands top attractions where there's always lots to see in a safe and scenic location, the dazzling lights and laser show is really spectacular. It's the first time we've undertaken such a trip and we envisage that it's going to be very popular so I would advise you to book early to avoid disappointment. There are places to obtain food and drink within the park and souvenir shops as well, so why not get all the family to come along and enjoy a really fantastic night out.

QUIZTIME

Try these eight teasers for this afternoon's game

1. Which Scottish club are nicknamed the Bhoys?
2. What team play at Ashton Gate?
3. The Aston Villa player who missed the penalty in the recent European shoot out with Inter Milan?
4. Who is the manager of Hartlepool Utd?
5. Which Port Vale player was responsible for hand ball in the game against Wolves last week which resulted in a penalty being awarded?
6. Dean Windass is a striker with which 2nd. Division club?
7. Which team defeated Blackburn Rovers in this season's U.E.F.A. cup?
8. Who has just been appointed as the new manager of Walsall?

ANSWERS.

1. Celtic; 2. Bristol City; 3. Guy Whittingham; 4. David McCreery; 5. Robin Van Der Laan; 6. Hull City
7. Trelleborgs; 8. Chris Nichol.

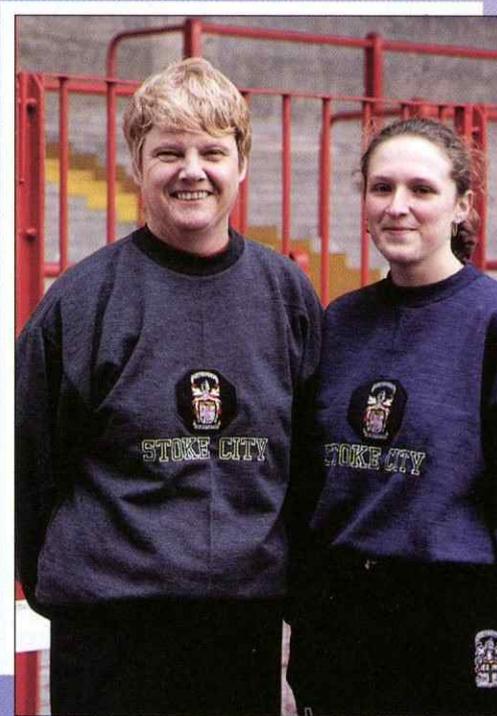
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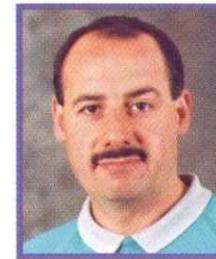


STOKE CITY F.C. COMMUNITY PROGRAMME

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Venue: S.C.F.C

Age: 7-14

Dates: Oct 27th, 28th

Price: £10

For More Information Telephone
Paul Johnson on 744347

CHILDREN IN NEED

Already ourselves and Austin & Co. have received a number of challenges, ranging from getting bean bags for schools, paint plaster, and carpets for the Lads and Dads and paint, chairs, carpets and curtains for a volunteer centre for the elderly. A donation has already been received to the amount of £500. Anybody wishing to issue a challenge there will be a fee of £50 (minimum) per challenge

BIRTHDAY PARTY

Right:-Richard Hall celebrating his birthday at Stoke City F.C. Richard second from the right is a pupil at Blackfriars Special School.



Emergency Procedure

- Important announcements regarding public safety will be notified to spectators by means of The Public Address System. •
- The announcement will be preceded by a loud warning signal to catch the attention of the crowd. •
- Listen carefully to the announcement and be ready to respond in a calm and controlled manner. •
- Stewards and/or Police will assist and direct spectators to the nearest safe exit where necessary. •
- It is imperative in an emergency situation that spectators conform to instructions of Stewards/Police. •

LOOKING Back

With George Andrews



Eddie 'Chopper' Clamp left his native Coalville Leicestershire in 1949 to join Wolves nursery club Wath Wanderers, and went on to sign professional forms for the 'Midland Giants' in 1952.

After two successive years with the reserves and the Youth team during which time the Molineux club won the F.A. Youth Cup of which Clamp was a member, he then progressed into the first team and made his debut for Wolves on March 5th 1954 at the age of 20 against Manchester United at Old Trafford in front of a crowd of 55,000.

From that moment on Clamp established himself as a first debut regular and served the Wolves for the next ten years playing over 250 league and cup games and scoring 25 goals before moving on to Arsenal who at that time were managed by his former skipper at Molineux, Billy Wright.

Clamp moved to Highbury in November 1961 but after just one season with the Gunners Eddie returned to his native Midlands to join Stoke City in September 1961 for a fee of £12,000.

Clamp's arrival at the Victoria Ground proved to be one of Tony Waddington's shrewdest signings with the former England and Wolves star fitting comfortably into the pattern of play that Waddington had established at the Victoria Ground. Clamp who was a hard tackling midfield player spent two happy years at the Victoria Ground helping Stoke to the 2nd division title in the 1962/3 season to add to his impressive tally of medals which included 2 Championship medals with Wolves and F.A. Cup Winners medal, England Caps, Football

League honours as well as an F.A. Youth Cup Winners medal along with schoolboy International caps.

Eddie was spotted by Wolves' most famous scout George Noakes and was signed by Noakes outside a public house in Coalville where he was selling newspapers.

'Chopper' as he was commonly known in the game started to emerge at school level as a skilful wing half and he was tall for his age and was put into long trousers at the age of 9 and by the age of 10 one year later his school teacher told him to start shaving.

Eddie was a star schoolboy footballer and went on to play for England Schoolboys and he holds a unique record which will never be broken becoming the first England Schoolboy to score at Wembley against Scotland in a Schools International match.

Eddie's family has had a long connection with football and in particular his mother who was in charge of the laundry at Molineux. The family's other interests were in the building trade and during the close season Eddie could often be seen around the area on building sites or odd jobbing at various other businesses.

After two years at the Victoria Ground 'Chopper' moved to Peterborough in 1964 where he stayed for a year before moving into non-league football with Worcester City and then going to play for Lower Gornal where he retired in 1969, but Eddie still continued to enjoy the game and played of a weekend in charity games for the Wolves Old Stars regularly in the 1970's.

These days Eddie's health is not



EDDIE CLAMP

what it should be and he recently spent a short spell in hospital after collapsing at the funeral of Billy Wright, but thankfully he has since recovered and is still a regular visitor to the Victoria Ground with his great friend Sir Stanley Matthews.

Eddie still maintains an interest in the building industry but his recent spell of bad health has curbed his enthusiasm for the work although he still enjoys doing the odd jobs with his mates.

Eddie still lives in Wolverhampton in the area of Wednesfield which is on the main run to the club he once starred for and like Stoke he will always have a big affection for the Old Gold and Black of Wolverhampton.

Eddie's advice to youngsters coming into the game today.... pick your club carefully and try to get with the right outfit particularly with the best players because you can learn so much from playing with them.

SUPPORTERS CLUB

With Nick Mansfield

Welcome Lou Macari!

A belated 'welcome' to our new manager Lou Macari, following the formal appointment of him a little over a week ago. Lou's return has undoubtedly pleased the majority of City Supporters who long to return to the winning formula which brought the club success during his previous two years spell with the 'Potters'. Last Sunday's victory over West Brom was, hopefully, a sign of things to come and with the new 'boss' planning a few team changes, the scene is set for a further push to glory for Stoke City.

Nigeria Next

A coach has been organised to next week's England clash with Romania (12th October). England's next match is with Nigeria, on Wembely, on Wednesday 16th November - coach fare to this game will be £9 (members) or £10 (non-members) and bookings can be made either at the Supporters Club

Programme Shop or the Stoke City ticket office. Match tickets are also available at various prices. Anyone requiring further information should contact Ken Marek on 0831-722244.

Forthcoming Functions

Forthcoming functions will include a 'pub games night', with Stoke Police Force, and a 'Ladies fashion night'. For details of these and all other future club events refer to our article in the forthcoming home programmes or telephone the Club Secretary.

Blowing Our Own Trumpet

At a recent Committee meeting one of our newly elected members suggested that we are, perhaps, guilty of not 'blowing our own trumpet' enough. We therefore intend to list a series of achievements and things with which the club has been involved.

(1)The National Federation Of Football Supporters Clubs

The Supporters Club are members of the 'NFFSC', which is a body looking to the needs of all supporters organisations on a national basis. We have adopted their motto of 'Strength through Membership' and 'to Help not to Hinder', and apply this to all the activities of the Supporters Club. Through this National Body Stoke City Supporters Club members are represented at the highest levels to the Police Authorities, the Football League, the Football Association and the Government. Only by being a member of your Supporters Club can you be guaranteed the backing of this respectable, Nationally recognised organisation.

Club Contact
Please write to **Nicholas J. Mansfield the Secretary, 11 Westland Street, Penkhull, Stoke-on-Trent, ST4 7HE, or telephone 0782-744674**

COLLECTORS Corner



Stoke and Luton have been involved in some high scoring matches since they first met in 1954-55. However, the most important fixture came at the end of 1962-63 when the season was extended to 18th May owing to atrocious weather conditions (Stoke in fact, didn't play a competitive match between 26th December to 2nd March). The programme for that game with the 'Hatters' (which was the one printed for the initial game on 19th January 1963 with a single sheet insert) offered very reading matter. The front cover (reproduced here) didn't even contain the match details. Instead there was a photo of the team which was set to win the 2nd Division title. The 12 page publication (red print on white paper) contained six pages of adverts; Park Drive were attempting to reduce the population with 20 cigarettes for 3/5d (18p); local firm Michelin were offering to save fuel with their Michelin 'X' tyres; £39 bought you a new Creda cooker and the National Coal Board were suggesting 'Work in modern mining - it pays!' There were two pages on Luton and another two on 'Rough Play' (in football)...this before Wimbledon were a League club! Stoke lay 5th in Division 2 at the time with Luton

next to bottom, and the re-arranged match between the two resulted in a 2-0 win for the 'Potters', Jackie Mudie scoring the first and Stanley Matthews the second. Victory gave Stoke the 2nd Division championship and the final whistle prompted a pitch invasion. Today the programme (with insert) sells for £2.50-£3.00. * The latest Potters Monthly (issue No. 250) is now out. If you want a copy please send 4 first-class stamps to me, Julian Boodell, 13 Glenhurst, 52 Foxgrove Road,, Beckenham, Kent, BR3 2DB. Back issues of the monthly are also available (5 for £1). Cheques to be made payable to 'Stoke City Southern Supporters Club.'





'PESCH' receiving "M'C's " Box Holders' award as "Player of the Match" v. W.B.A. from Steve Fox of Vulcan (Box 7)

The Fulham Support

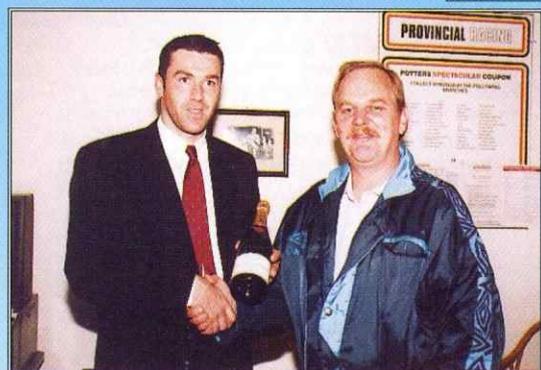
For our midweek Coca Cola Cup game was a creditable 335.

The Boothen End held 3,851 for that fixture out of a total attendance of 7,440.

Auto Windscreens Shield Gets Underway

Although more than half of the Endsleigh Insurance League clubs who

The 20th Annual Bolton Football Programme Fair
Sunday 23rd October 1994
In The Executive Club
Bolton Wanderers F.C.
Burnden Park, Bolton.
From 11am To 3.30pm
Thousands Of Programmes
Old And New Available
Buy, Sell, Exchange.



John Dreyer Box Holders "Man of the Match" v. Fulham receiving his award from Armond Vickers of Bricesco (Box 5)

comprise the Second and Third Divisions fell at the first hurdle in the Coca Cola Cup, they had an early opportunity to get back on the road to Wembley when the Auto Windscreens Shield got under way this week.

That road to Wembley's 'Family Finals' begins with clubs playing two matches in the First Round mini-league stage of the competition. Thereafter the Auto Windscreens Shield reverts to the customary knock-out principle. Unlike the F.A. Cup and the Coca Cola Cup, this competition has for the last decade offered a realistic chance of reaching a Wembley showpiece final to all lower division clubs.

No fewer than sixteen different clubs have appeared in the ten finals played beneath the twin towers of the National Stadium including three from the bottom division. Last season's final, contested by Swansea City and Huddersfield Town, was watched by a crowd of nearly 48,000 and generated £814,000 in the gate receipts - with both clubs taking home over £250,000 including prize-money.

Dear Friends!

My name is Robert Debecki and I am a 23 year bank clerk from Warsaw.

I have been interested in English football for many years. My favourite club in England is Stoke City F.C. which is a big club with wonderful fans. That's why I would like to correspond with Stoke City fans to obtain latest news about the club. I would like you to publish my letter or just my address in your club programme if it is possible. I don't have to say how I would be grateful to you for doing that. I do hope there will be someone at the Victoria Ground who would like to correspond with me.

Finally I am sending my best wishes to everybody connected with the Stoke City Football Club " We're by far the greatest team the world has ever seen..." (!!!)

Your loyal Warsaw Fan,
Robert Debecki
UL. Dzielna 11 M. 54
01-023 Warsiawa
Poland.

P O T T E R S N E W S

NEWS FROM IN AND AROUND THE VICTORIA GROUND



The small sum of £6,000 was spent on the pitch in the in the summer for Gravel Banding.

Our Groundsman Derek Hartley, his assistant Rob Dunn drilled 4,000 drainage holes 2 metres down in the soil which seem to have solved our problem of water lying on the surface.

AWAY GAME INFORMATION

Oldham Athletic Saturday 22nd October,
3.00pm kick-off.
Our allocation is 3,000 seats price £12 Adults £8 Juniors

Season Ticket holders and Executive Society members will be able to purchase a ticket on Friday 14th October 10am-5pm Saturday 15th October 9.30am-12noon

Executive Society members sales point will be the Promotions Office.

Season Ticket holders sales point is Exit Gate 19, at the rear of the Soke End Stand, which is adjacent to Turnstiles 40.

General sales will be on Monday 17th October from the Box Office at 10am

Stoke City v Wolverhampton Wanderers
Sunday 30th October 3pm kick-off.

Tickets for this all ticket clash will be available from Friday 14th October.

Seat tickets will be sold from the Box Office.

Boothen End, Butler Street Paddock and Boothen Paddock will be sold from Exit Gate 19 at the rear of the Stoke End Stand which is adjacent to Turnstile 40.

Please note, this arrangement will apply only for:-
Friday 14th October 10am -5pm
Saturday 15th October 9.30am - 12noon

The West Brom following here last Sunday was 1,176, made up of 948 standing and 228 seated.

The Boothen End held 7176 for that fixture out of a total attendance of 14,203.

Well Done The Groundsman

Despite the heavy rain (37 hours non-stop before Charlton game) on the day of the Charlton and West Brom fixtures there was never any danger of the games being called off.

(From L to R)

Derek Hartley, Eddie Hartley and Bob Dunn



Mick Cullerton presenting John Dreyer with his 'Coca Cola Cup' prize as Man of the Match v. Fulham



Mr Lewis and his daughter of Crawford Doors, Programe Sponsors v. W.B.A, receive their award from Stoke City director, Keith Humphreys.

AWAY POTTERS

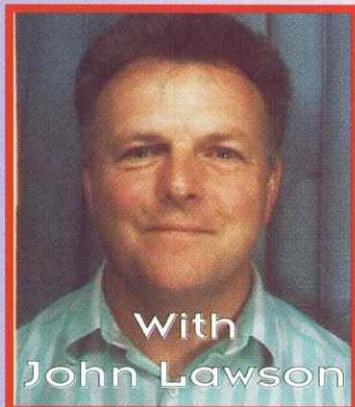
Following next Saturday's fixture at Millwall, the Potters make the short journey north to Boundary Park, home of Oldham Athletic. This fixture has now reverted to the original Saturday date 22nd October.

The Latics were relegated from the Premiership last season after hanging on to their place in the top flight under the astute managership of Joe Royle on limited resources for several years. Oldham, of course, recorded an F.A. Cup 4th reply win at the Victoria Ground last season.

Founded in 1897 as Pine Villa, the club occupied the Athletic Grounds previously utilised by Oldham County, the town's first professional team, when they went into liquidation in 1899. The ground in Sheepfoot Lane was on the site of the existing ground, although a dispute with the landlord at the turn of the century led to a temporary move away that lasted six years. On their return, Athletic played the inaugural game on 1st September 1906 v Colne. In those early years, Boundary Park had two stands. On the site of the present Main Stand stood a pitch-roofed stand with covered seats and open paddock.

Opposite was the Flat or Broadway Stand, hastily constructed in 1907 when Oldham were elected to the Football League. The current main stand was commenced in 1913 and only completed in 1920. The Chadderton Road End (now the Seton Stand) was completed in 1927. Boundary Park recorded its highest attendance of 47,671 in January 1930 for an F.A. cup 3rd round tie against Sheffield Wednesday.

Athletic have spent most of their league existence in the Second and Third Divisions and until recent years and the introduction of the Safety of Sports Ground Act, had not further developed Boundary Park,



With
John Lawson

being the last club in Lancashire to install floodlighting. Today the ground, one of the highest in England is prone to windy conditions and frost, has been improved considerably. The Chadderton Road End is now the Seton Stand (all seater for home fans).

Since our last visit the Main Stand has been re-built with a seated capacity of 3,100. The Paddock on the Lookers Stand side (adjacent to the large coach and car park) has been seated to complete the all-seated requirements of the Taylor Report. Total capacity is now 13,700. Away fans are again accommodated in the Rochdale Road Stand (capacity 4,300). Admission is £112 with concessions available for Juniors/O.A.P.s at £8. This season's programme price is £1.30.

On Saturday 15th October we journey down to London once more to the New Den, home of Millwall F.C. Many of you visited the South London ground last season to experience the transformation from the old Cold Blow Lane stadium. Once again, visitors are accommodated in the Upper Tier of the North Stand (Turnstiles 31-36). Admission is £12 or £6 for Juniors and OAPs. Programme price this season - £1.60.

Away Travel Details
Millwall Saturday 15th October, 3pm kick-off.
The New Den Zampa Road,

London SE15 3LH
Coaches depart 9.30am, fare
£8.00 Adults
£6.00 Juniors

Executive Travel Club depart
10am, fare
£9.50 Adults
£7.50

Executive Society members can get a 10% discount on the above fares, if producing their membership card when booking.

Going By Car
M6 South to join M1 follow signs for London A1 then city. Then follow signs for Shoreditch and Whitechapel. Then follow signs for Ring Road/Dover to cross Tower Bridge. In 1.8 miles at round-about turn left into Old Kent Road. Turn Left before railway Bridge (Liderton Road). Take 7th right for new stadium and Millwall F.C.

Car Park
Street parking, car park in Juro Way.
Stadium car park - officials and members only.

Nearest Railway Station
New Cross Gate British Rail and Tube Station;
South Bermondsey British Rail, Surrey Quay's.

Going By Car
To Oldham
M6 North to join M62 East Leave M62 at Junction 20 Then take A627 (M.) Exit signposted Oldham At the Round-About take 1st exit Broadway then first right into ground.

Car Parking
Parking for 1200 cars on the car park at side of ground at the back of the Lookers Stand.

Enjoy your travelling.

SOCCER ROUND UP

All Change At Deepdale

Preston North End Majority Shareholder Malcom Woodhouse has sold his shares to local heating firm Baxi who are prepared to invest between 8-£10 million into the club. Bryan Gray Chief Executive of Baxi is the new club chairman with Keith Lemming moving to vice-chairman. Two new stands are to be built with money also available to improve the team.

Matchday Gets Recognition

Matchday Magazine, the only publication on the market dedicated entirely to cover Divisions One, Two and Three of the Endsleigh Insurance League, has been relunched for the new 1994/95 season. The monthly magazine includes interviews with all the big name players and managers in the Football League together with up to the minute features, competitions and stunning photographic shots. Matchday, which has expanded to 64 pages this season, has also gained the official approval of the Endsleigh Insurance League.

Savings At Spotland

Third Division high flyers Rochdale have introduced a special price admission initiative for children which is already proving to be a bid hit with junior supporters at Spotland. All Dale fans under the age of sixteen can gain admission to the Family Enclosure in the new main stand for just 50 pence when accompanied by an adult. The Spotland club also put on free entertainment and activities for their junior fans which includes jugglers, clowns and face painters. Les Duckworth, Rochdale's Marketing Manager, commented:

"On top of this initiative, we invite all children and parents into our newly established family lounge where the club provides pre match entertainment and refreshments. You never know, there could be a young Jack Walker amongst the new wave of kids we have encouraged to our matches as a result of this offer, who may look after us in years to come."

Endsleigh Insurance League Manager Of The Month Awards

Wolverhampton Wanderers boss Graham Taylor is the Endsleigh Insurance League First Division Manager of the Month for September. The former England manager has guided the Molinieux side to the top of the Division One table during the month following four wins and a draw in their five Endsleigh League matches. Taylor's last managerial award came in January 1990 whilst he was still with Aston Villa. In Division Two, Brighton & Hove Albion Manager and former Republic of Ireland international Liam Brady secures the nomination on the back of his side's recent fine form. The Seagull's have captured eleven points from a possible fifteen and remained unbeaten during September. Bury manager Mike Walsh takes his first ever managerial award, winning the Division Three Manager of the Month title. The Shakers are the only club in the entire Endsleigh Insurance League to have maintained a 100% record in the month of September. With five wins out of five in the month, conceding only one goal in the process, the Gigg Lane side have climbed to the top of the Third Division table.

The official Endsleigh

Insurance League Manager of the Month Awards are made throughout the campaign to recognise the top managers in Divisions One, Two and Three. All Manager of the

Month winners will receive a specially crafted silver trophy prior to a forthcoming home game. Football League sponsors Endsleigh Insurance have confirmed their continued backing of the long running managers' awards portfolio which has the full backing of the Managers' Association and the Institute of Football Management and Administration.

League Publish Family Facilities Guide

The Football League have this week published a Directory of Family Facilities - the latest development in the League's recently launched 1994/95 'Season of the Family' initiative. The 46-page guide details all the amenities available to families and junior supporters visiting the League's seventy clubs. The publication contains information on both family and junior enclosures, pre-match activities, reciprocal visits and details of the special ticket rates which are available. Some of the most interesting findings from the survey which preceded publication show that 61 clubs operate reciprocal visits with junior supporters of other clubs; 26 have family lounge and 78,087 places are dedicated solely to family enclosures at Endsleigh Insurance League grounds - an average of over 1,000 per club. The League's Community Affairs Officer Chris Whalley commented: "The Directory of Family Facilities outlines the positive and often unheralded work that Endsleigh Insurance League clubs are doing to attract families to their grounds. The publication illustrates the wide range of discounts, special offers and pre-match activities taking place at our seventy clubs to maintain their position as the leaders in family football."

KASARVES



WITH
DENNIS ROFE

Carl Beeston started his comeback in our fixture with Notts County at Meadow Lane. He came through it with no problems and set up Mark Holden to score our only goal in a game which we went down 3-1.

We were leading 1-0 but after they equalised another two goals followed quickly and we never recovered, although Beeston did have a shot from the edge of the box parried round the post by Paul Reece who had a spell

at the Victoria Ground when coming through the Y.T.S. Ranks.

MATCH FACTS

Pontins League Division 1
Thursday 29 September 1994

Notts Co. 3 Stoke City 1

Scorer: Holden
Team: Prudhoe; Wallace, Potter; Clarkson, Overson, Beeston; Holden, Leslie, Macari, Beckford, King. Subs: Bailey (for Beeston), Blair and Sinclair (not used).

Pontins League Division One

Team	P	W	D	L	F	A	Pts.
Everton	7	5	2	0	19	7	17
Bolton	6	4	1	1	18	10	13
Sheff. U.	5	4	0	1	14	8	12
Notts Co.	6	4	0	2	11	10	12
Aston V.	7	4	0	3	9	10	12
Liverpool	7	3	2	2	8	6	11
W.B.A.	6	3	1	2	12	9	10
Rotherham	6	3	1	2	10	5	10
Derby Co.	8	3	0	5	13	11	9
Leeds U.	6	3	0	3	11	12	9
Manch. U.	5	3	0	2	8	5	9
Tranmere	7	2	2	3	13	16	8
Blackburn	6	2	2	2	5	8	8
Coventry	6	2	1	3	10	9	7
Sunderland	7	1	2	4	4	14	5
Stoke C.	7	1	1	5	7	12	4
Nottm. F.	5	1	1	3	7	11	4
Wolves	7	1	0	6	6	19	3

PONTINS LEAGUE DIVISION ONE FIXTURES 1994-95

Aug	18	Coventry City	H	2-0
	23	Everton	A	0-1
Sep.	7	Bolton Wds.	A	3-3
	15	W.B.A.	H	1-4
	22	Derby Co.	H	0-2
	29	Notts Co.	A	1-3
Oct.	5	Sunderland	A	0-1
	13	Tranmere Rov.	H	
	20	Aston Villa	H	
	26	Blackburn R.	A	
Nov.	10	Sheffield Utd.	H	
	15	Liverpool	A	
	24	Rotherham Utd.	H	
	30	Aston Villa	A	
Dec.	6	Coventry City	A	
	15	Everton	H	
	19	Wolves	A	
Jan.	4	Nottm. Forest	H	
	12	Leeds United	H	
	18	Manch. United	A	
	25	Blackburn R.	H	
	31	Sheffield Utd.	A	
Feb.	9	Liverpool	H	
	14	Rotherham Utd.	A	
	28	Derby County	A	
Mar.	15	Notts Co.	H	
	23	W.B.A.	A	
	30	Bolton Wds.	H	
Apr.	6	Wolves	H	
	12	Nottm. Forest	A	
	20	Manch. Utd.	H	
	26	Leeds Utd.	A	
May	4	Sunderland	H	
	10	Tranmere R.	A	

YOUTH



WITH
BRIAN CASWELL

In our third of five successive away League fixtures, the best performance since I came to the club saw the lads winning 2-0 at Peterborough United.

We took the lead midway through the first-half when Mark Hawtin hit a shot into the far corner.

Two excellent saves by the home keeper who played for the first team at Birmingham City in the televised game, stopped us taking a commanding lead.

We continued to play some good football and dominated the game before our second goal came from Paul Macari.

Just before the end the home side had their one clear chance to score, but our keeper Drury pulled off a magnificent save.

It was a very satisfying performance and very pleasing that we kept a clean sheet.

Midland Youth Cup v Northampton Town, Tuesday 25th October 7.00pm kick-off.

PURITY YOUTH LEAGUE FIXTURES 1994-95

Aug	12	Grimsby Town	H	3-0
	20	Leicester City	A	0-8
	27	Lincoln City	H	5-1
Sep.	10	Northampton T.	H	2-3
	17	Notts Co.	A	3-2
	24	Mansfield Town	A	1-1
Oct.	1	Peterborough U.	A	2-0
	8	Port Vale	A	
	15	Shrewsbury T.	A	
	22	Coventry C. (LC)	H	
	29	Walsall	H	
Nov.	5	Northampton T.	A	
	12	West Brom. A.	A	
	19	Aston Villa	H	
	26	League Cup		
Dec.	3	Coventry City	H	
	10	Wolves	A	
	17	Derby County	A	
Jan.	7	Derby County	H	
	14	Grimsby Town	A	
	21	Leicester City	H	
	28	League Cup SF		
Feb	4	Lincoln City	A	
	11	Mansfield Town	H	
	18	Notts Co.	H	

MATCH FACTS

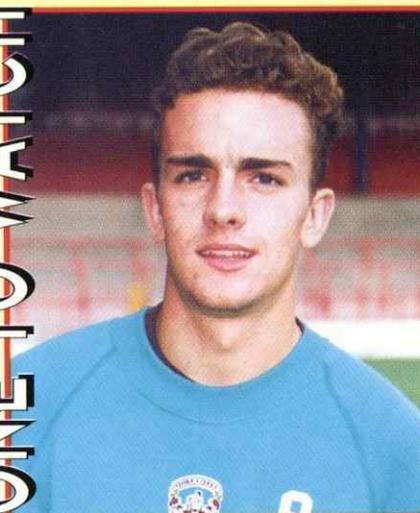
Midland Purity Youth League
Saturday 1st October 1994

Peterborough 0 Stoke City 2

Scorers: Hawtin, Macari

Team: Drury; Birch, Woods; Talbot, Miles, Callan; Hawtin, Ruscoe, Hawkes, Bailey, Macari. Subs: Williams & Watson (not used).

ONE TO WATCH



Player's name - Aidan Callan

Date of birth - 8th October 1976

Place of birth - Stoke-on-Trent

Position - left midfield/centre midfield

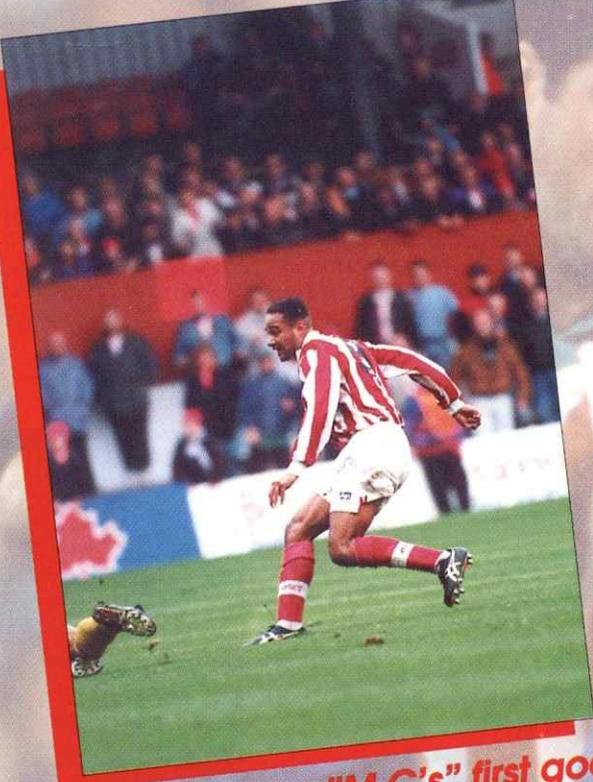
When spotted by City - playing in the Lads-n-dads League, aged 9

Clubs/schools played for - Staffs Schools & Stoke-on-Trent Boys

Highlights of career - Winning the Midland Youth Cup with Stoke last season

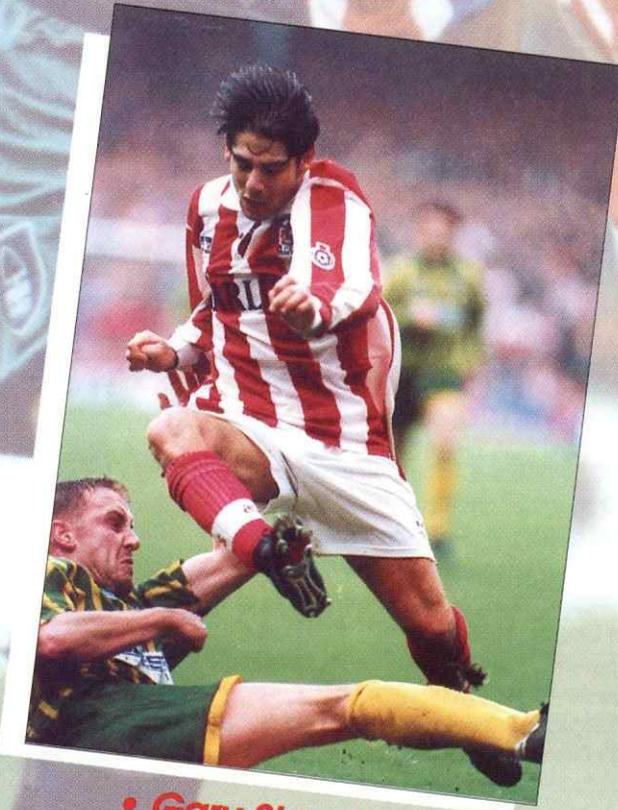
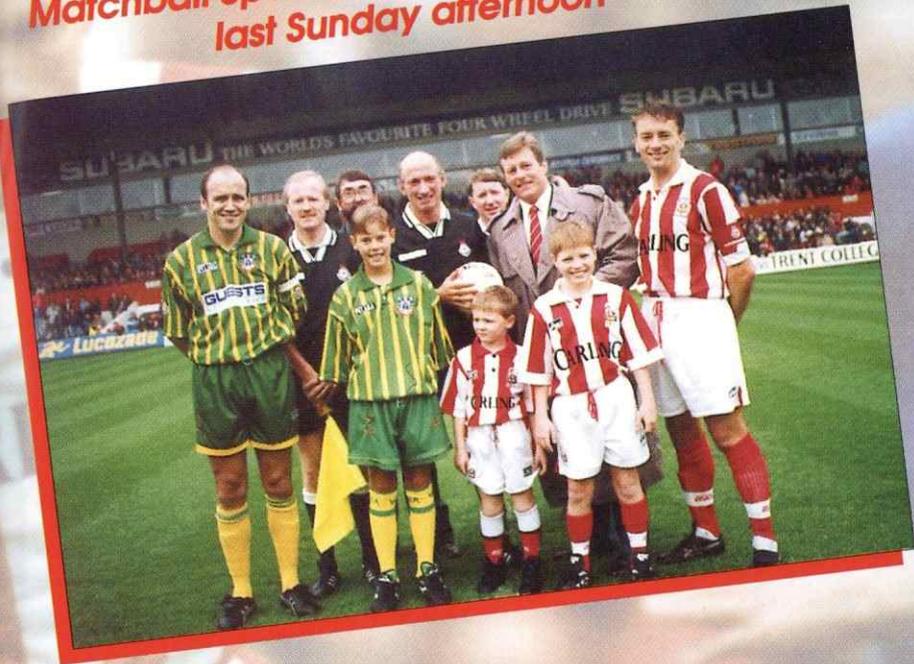
Hobbies - playing pool

Favourite player - Paul Gascoigne and Roberto Baggio



• "M.C.'s" first goal - 1-0 to Stoke! •

• The respective captains, match officials and mascots along with Mr Vic Shotton - Matchball Sponsor v. W.B.A. before kick-off last Sunday afternoon •



• Gary Strodder sliding in on "Pesch" •

• 'M.C'....Endsleigh's "Man of the Match" v. Albion •





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TERRACE TALK



With Dave Coxon

Can I first of all apologise to the chap who I fell asleep on during our Coca Cola Cup game against Fulham although judging by how much noise was coming out of the Booths I don't think I was the only one who had nodded off. While the main objective, a place in the third round, was achieved, the manner in which we did it was not what we had expected when we paired against the third division outfit. The vital goal which gave us a 1-0 win and overall victory on the away goal rule arrived after only two minutes precisely twenty seconds before I got into the ground. Anyone who thought that this early goal would be the springboard to a comfortable win soon had other ideas as the game deteriorated fast. The game lacked the passion that you associate with a Cup tie and to be honest was very hard to watch. The crowd was a poor 7,440 with little if any atmosphere but this should be no excuse for such a miserable performance. Still we are in the next round, but will need to improve if we are to progress much further. The match can best be summed up by the remarks of a supporter on his way home who said "Thank goodness it didn't go to penalties I swear if it had it would have been 0-0 at 11 o'clock.

Last week say Lou making a winning start in his second spell at the Vic with a fine 4-1 victory over our favourite opponents West Brom. A victory that not only moved us up to sixth spot but also enabled me to type over that nasty Derby County game. Torrential rain and the lure of a cosy chair in front of the T.V kept

the crowd down to just 14,203 but with the help of a few renditions of Delilah and the odd We've got Macari back the players responded and we ran out easy winners. M.C may have failed to get a concussed Peschy to sign to say he didn't score our third goal but he did win the much sort after Endsleigh Silver Owl for his match winning performance. Goal of the day as to be our second which saw Ray Wallace, who doesn't score many correction any, start and finish the move in style. This victory was our twelfth consecutive game without defeat against the Baggies, what a pity we can't play them every week.

Heard the one about the player who told the supporter to get lost after taking quite a lot of stick off him only to receive a yellow card. Well, I can tell you it happened and it took the player six weeks to pay his six pound fine. You have probably gathered by now that we are not talking about Cantona who gets away with far more due to his garlic temperament but in fact a nine year old boy playing lads and dads football. This is just one example and I know there are many more of how football at grass roots level will soon be a thing of the past because of the introduction of these stricter laws. Quite simply given the choice on a Sunday morning of playing football and picking up a fine for some petty incident or playing golf or some other pastime the youngster will choose the latter. I'm not saying players should not be punished for misconduct but I feel that when boys need encouraging common sense should be the order of the day

and not a six pound fine. The end result though could well be the loss of the lifeblood of the game because the enjoyment is being drained out of the game for the sake of pound notes. Already I have seen players and managers quitting the game because such petty incidents I fear though that by the time the F.A realises this, it may be too late.

Competition time
Congratulations go out to Steve Huxley who correctly answered the questions I set in the Charlton programme the answers being

- (1) Lincoln City.
- (2) Arsenal and Coventry.
- (3) Adams Park.
- (4) Paul Barnes.

Well done to Steve who will pick up the new top from the player of his choice after the game. The same prize is up for grabs to the person who can correctly answer today's questions;
(1) Name the only Premier Ground where you are still able to stand.
(2) Who scored our first and last goals in the 1978-79 season.
(3) Which two clubs have today's opponents defeated on their travels.
(4) Which club knocked West Brom out of this season's Coca Cola Cup.
(5) Name the club that Arsenal old boy Martin Hayes is playing for. All entries should reach the Promotions Department by October 19th. The lucky winner will collect his or her shirt after the Wolves game from the player of their choice.

Enjoy the game.

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1994/95

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STATS AND FACTS

DATE	H	A	ATT.	RES	PTS	POS	GOALS
13	H	A	15,915	1-0	3	7	MUGGLETON
20	A	A	15,331	1-1	4	6	MUGGLETON
24	A	A	1,139	2-0	4	4	MUGGLETON
27	H	A	15,159	0-1	4	14	MUGGLETON
30	A	A	7,103	0-4	4	18	MUGGLETON
3	H	A	11,515	0-4	4	22	MUGGLETON
6	A	A	3,330	1-1	7	16	MUGGLETON
10	H	A	11,808	4-1	10	10	MUGGLETON
14	H	A	10,643	3-2	6	6	MUGGLETON
17	A	A	8,281	2-0	13	8	MUGGLETON
20	A	A	3,721	2-3	13	8	MUGGLETON
25	A	A	1,782	0-3	13	8	MUGGLETON
28	H	A	7,440	1-0	16	8	MUGGLETON
2	H	A	14,203	4-1	16	8	MUGGLETON
5	A	A	1,200	3-1	16	8	MUGGLETON
9	H	A					
15	H	A					
22	A	A					
30	H	A					
2	H	A					
4	H	A					
11	H	A					
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IN THE SPOTLIGHT

LEE SANDFORD

Lee Sandford is poised to pass the notable landmark of 250 appearances for Stoke this season - and should go on to make many more after signing a new three-year contract last month.

The 26 year old defender, currently on 236 and another member of the small but select City long-servers club along with John Butler and Carl Beeston, is now in his sixth season at the Victoria Ground after his £140,000 move from Portsmouth in December 1989.

There were doubts during the summer whether Lee would be staying, he rejected the offer of a fresh contract and had talks with Premiership Leicester, but in the end he signed his new deal and says: "I am very happy to still be a Stoke player.

"The problem during the close season was chiefly one of the terms. At 26, I considered it to be the most important decision of my career, and I had to be certain I was doing the right thing by committing myself for another three years. But we sorted things out and that delighted me. All along, what I really wanted to do was stay at this club."

It was former boss Joe Jordan who steered the negotiations to a successful conclusion, and though he's now departed Lee is no stranger to the new manager.

He was an integral part of the Lou Macari teams which reached the old Third Division promotion play-offs, won the Autoglass Trophy at Wembley and then clinched the Second Division title in two exciting seasons.

"What Lou looks for is consistency", says Lee. "And I like to think I have achieved that in recent seasons. I've always managed to play 40-odd games and strived to maintain a steady level of form."

He's also made the left-back spot virtually his own lately after several seasons flitting in-between the full-back and central defensive roles, where his versatility has stood him in good stead.

Today he renews his acquaintances with a Luton side who gave City more than their fair share of problems last season - inflicting a 6-2 thrashing at Kenilworth Road, and then coming from two goals down to draw 2-2 at the Victoria Ground on the final day of the campaign.

"That game at Luton was a nightmare for us", recalls Lee. "I'm sure we frightened Joe Jordan with our defending that day. It was terrible. "We wanted to put the record straight in the return match, and though we were going to do so when we went 2-0 ahead before half-time. But they pegged us back in a sense we have still got something to prove to them this afternoon."



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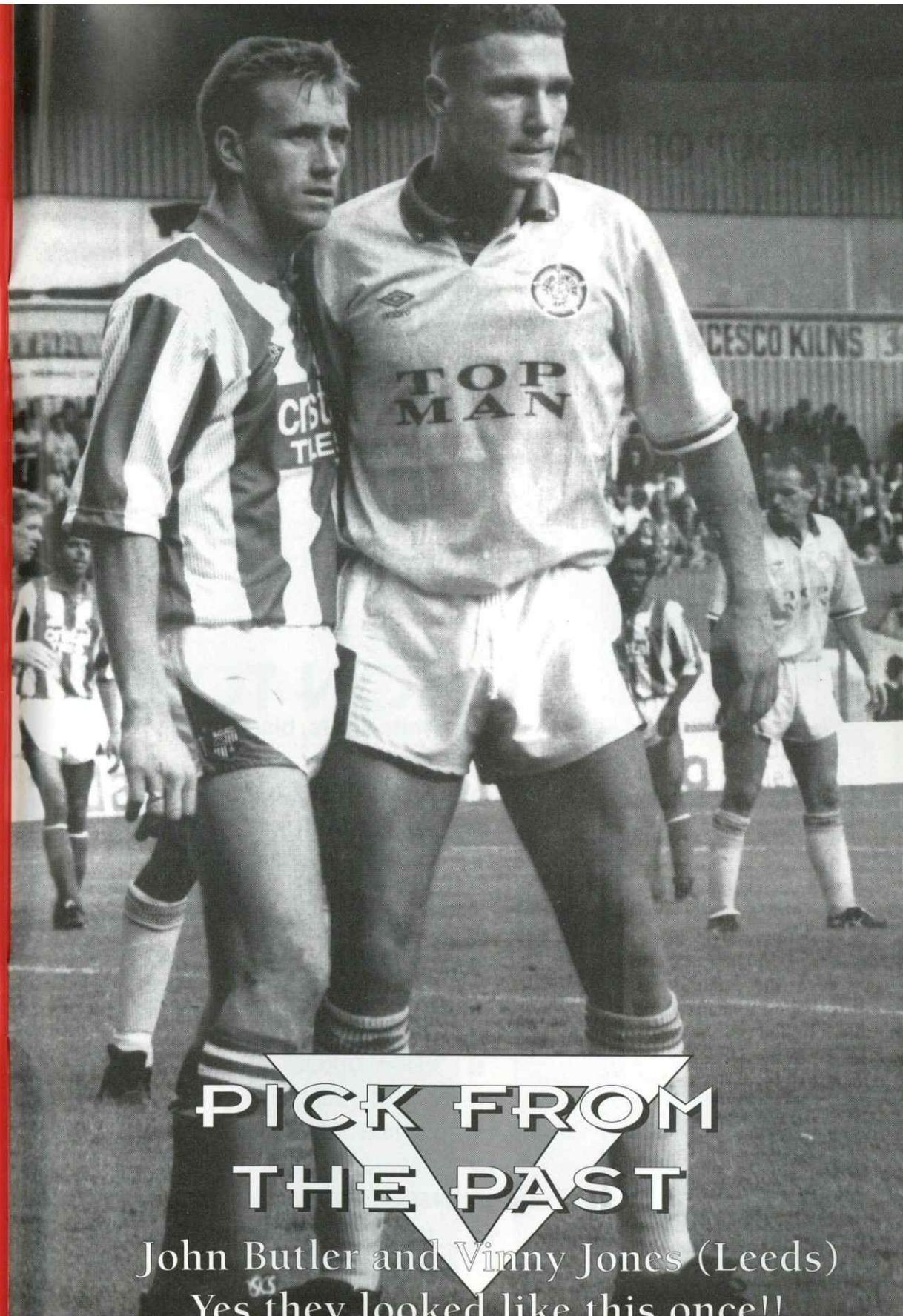
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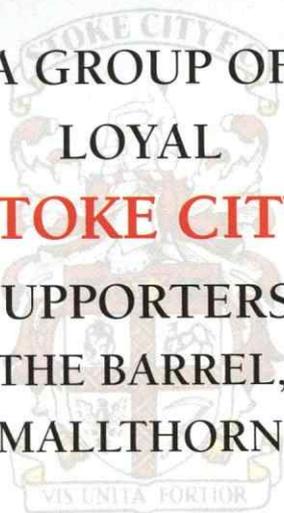
**PICK FROM
THE PAST**

John Butler and Vinny Jones (Leeds)

Yes they looked like this once!!

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A GROUP OF
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SUPPORTERS,
THE BARREL,
SMALLTHORNE



MATCHDAY MASCOTS



This afternoon's mascots are Danny Everill (left) and Daniel Machin, both aged seven.

Danny comes from Biddulph; he likes football, riding his bike, fishing and computers, while Daniel, from Brindley End, also likes soccer and computers as well as quazar, swimming and collecting football stickers.

Vince 'O', Bertie and Lee S. are among their favourite Stokies.

MATCH OFFICIALS

REFEREE: **Mr. T.Heilbron**

LINESMEN: **Mr.D.Charlton**

LINESMEN 2: **Mr.J.P.Smith**

RES. OFFICIAL: **Mr.G.A.Aston**

STOKE CITY

Red and White Striped Shirts and White Shorts

- 1 CARL MUGGLETON
- 2 RAY WALLACE
- 3 LEE SANDFORD
- 4 IAN CRANSON
- 5 JOHN DREYER
- 6 TODDY ORLYGSSON
- 7 JOHN BUTLER
- 8 KEITH DOWNING
- 9 MARTIN CARRUTHERS
- 10 PAUL PESCHISOLIDO
- 11 NIGEL GLEGHORN
- 12 VINCE OVERSON
- 13 RONNIE SINCLAIR (GK)
- 14 JASON BECKFORD

LUTON TOWN

white shirts, black shorts

- 1 JUERGEN SOMMER
- 2 JULIAN JAMES
- 3 MARVIN JOHNSON
- 4 GARY WADDOCK
- 5 MITCHELL THOMAS
- 6 TREVOR PEAKE
- 7 PAUL TELFER
- 8 SCOTT OAKES
- 9 KERRY DIXON
- 10 DAVID PREECE
- 11 DWIGHT MARSHALL
- 12 CERI HUGHES
- 13 FRED BARBER (GK)
- 14 JOHN HARTSON