

# Wednesday



vs **Luton Town**

Saturday 4th September 2004

Kick-Off: 3.00pm

**Inside:**

Interviews

**Richard Wood**

**Adam Proudlock**

Latest Action

vs **Tranmere Rovers**

vs **Oldham Athletic**



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# TheContents

vs Luton Town   
 Saturday 4th September 2004 KO: 3.00pm



Sheffield Wednesday  
Football Club

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**Chris Turner** ▶ **04**  
 Bristol City's winning run was ended here last term - now the boss is hoping Wednesday can repeat that feat against the Hatters



**OurVisitors** ▶ **13**  
 It's six of the best for the Hatters so far this season...



**Richard Wood** ▶ **51**  
 The young defender will find himself up against the division's form marksman today



## IN THIS ISSUE

- 04** Chris Turner
- 07** Boardroom Comment
- 10** Adam Proudlock
- 13** Our Visitors
- 22** Action vs Oldham
- 47** Captain's Column
- 48** Action vs Tranmere
- 51** Richard Wood
- 61** Ticket News
- 62** Looking Forward
- 64** Final Score 2004/05
- 66** Memory Matches

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## clubhonours

**Division 1 Champions:** 1902-03, 1903-04, 1928-29, 1929-30, **Runners-up:** 1960-61.  
**Division 2 Champions:** 1899-1900, 1925-26, 1951-52, 1955-56, 1958-59,  
**Runners-up:** 1949-50, 1983-84. **Promoted:** 1990-91. **Division 3: Promoted:** 1979-80.  
**F.A. Cup Winners:** 1896, 1907, 1935. **Runners-up:** 1890, 1966, 1993.  
**League Cup Winners:** 1991, **Runners-up:** 1993.

**Matchday Programme:** Designed & Produced by Dunwoody Sports Marketing, Telephone: 01635 35599.  
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## emergencyprocedures

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As part of our safety management, we have employed professionally trained and experienced stewards who are located at various points throughout the stadium. In the event of a situation which requires a partial or full evacuation of the stands, announcements will be broadcast and stewards will undertake the responsibility of ushering you to a place of safety; it is essential that you follow their instructions. Please take your belongings with you and proceed quickly and quietly under the guidance of the stewards.

The evacuation procedures have been carefully planned to lead you to a safe area. It may give you some peace of mind if you pre-plan and agree a meeting place, just in case you become separated from your party. If we are unable to re-occupy the stands for any reason, you will be advised immediately, and, if it is considered safe to do so, you will be invited to return to your car or coach.

The departure from club parking areas will be under the direction of the Police. These details are purely precautionary and we trust the procedures will not be required.

# Chris Turner



★ **The Star** & **Green 'Un** are delighted to sponsor Chris Turner's programme notes

The boss is confident the younger members of his squad can plug the gaps as we host the league leaders this afternoon.

## Good afternoon and welcome back to Hillsborough.

Like you I was disappointed by the way Monday's game against Oldham turned out for us, especially after we managed to get the lead through Chris Brunt's goal with 20 minutes to go. At that stage I thought we could go on

well. Patrick Collins made a mistake for the goal but his general performance won him the man of the match award, which shows how good his overall display was. He's learning the game and will grow up very quickly.

We now have a good squad of younger players who are

**"I am confident that whoever plays up front, we have strikers who will score goals this season."**

to get a second goal and win the game but unfortunately that wasn't to be the case.

I had been forced to make a number of changes to the side but I thought the young lads who came into the team did extremely well, particularly in defence against two tremendously quick boys who would give problems to any back four. Richard Wood hasn't played many games in the pre-season period due to his hamstring injury and was put under a lot of pressure by the Oldham strikers, Jermaine Johnson and Rodney Jack. I felt he handled his first full game of the season extremely

showing they can handle League One football. That's important, particularly bearing in mind the unavailability of some of our more senior players this afternoon. With Guy Branston and Graeme Lee out for different reasons, we are a little bit threadbare at the back. Our goals-against column has been disappointing so far but that has been due to the fact that we haven't been able to put out a consistent back four so far. The players who have come in have done well and I'm sure they will continue to cope with the situation in the coming weeks. This afternoon those defenders will have a



different kind of striker to deal with from Monday, in the shape of Steve Howard. As you know, we tried to bring Steve to Hillsborough in the summer. I've known him for a long time and is a player I have tracked and tried to sign for the past four or five seasons. He is a good, honest professional who is a real handful for opposition defenders, and has started off this season how he ended the last one - by scoring goals.

We'll also be without Glenn Whelan for today's game due to his call-up for the Republic of Ireland's under-21 side which played last night and is in action again on Tuesday. While it's great for the players themselves, these international call-ups obviously disrupt our team at a time when we are trying to get a rhythm going. Hopefully Chris Brunt will still be with us, after being placed on stand-by for Northern Ireland's World Cup games. He showed on Monday what he can do for us, as he did at Torquay earlier in the month when he transformed the match. He's learning all the time and now needs to get into his game the consistency that only comes with learning and experience. Up front, Lee Peacock and Steven MacLean have started the season well and, with Adam Proudlock, Guylain Ndumbu, Jon Shaw and Kim Olsen also available, I am confident that whoever plays up front, we have strikers who will score goals this season.

This afternoon, Luton come here in a fine run of form.

Mike Newell and Mick Harford have done fantastically well there - it is dream stuff to win your first six games of the

have to come to an end somewhere and when we play to our standards we are well capable of beating any team

**"We now have a good squad of younger players who are showing they can handle League One football."**

season at any level of football. They have been defending well and scoring goals, which all adds up to a place on top of the league.

However, all unbeaten runs

in this division. Last season we ended Bristol City's run of 11 straight wins. Hopefully we can do the same to Luton this afternoon.

**Up The Owls!**



Learning...the manager wants to see Chris Brunt produce his best form more consistently.

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## BoardroomComment

This afternoon, Ken Cooke reviews the year that has passed since he joined the Hillsborough board.

**remember a famous saying that goes "a week in politics is a lifetime" and we have proved in can happen in football too!**

From the despair of the first match of the season to two away victories at Blackpool and Torquay, we experienced every conceivable emotion in just seven days.

No doubt all Wednesday supporters, like myself, were shell-shocked after the first Saturday, but after three victories on the bounce and a fighting display at Tranmere, I hope you can see that Chris Turner has started to blend a side of youth and experience. They do look a stronger and more skilful outfit.

It is now a full 12 months since I joined the Board at Hillsborough and it certainly has been a baptism of fire. No single day has been the same, with so many outside issues being addressed and, of course, we have been pushing ahead with the future development of Sheffield Wednesday to produce a stronger and more successful football club.

So many new projects have been introduced over the last year, including the Owls

Foundation, the new Kop facility, Friday Night Owl and Academy Patrons. There has also been the ongoing upgrading of the stadium to comply with the new health and safety requirements, the proposed training ground sale and the expansion of our Football in the Community programme which is designed to meet our responsibility to Sheffield people.

Not all the new developments have been greeted with open arms and we know and understand your concerns over the introduction of the Owls Away Card scheme. This concept is one which has been successfully operated by other clubs and their experiences show it will result in greater safety for both our own loyal away supporters and home fans alike. I believe in the not too distant future we will be applauded for its introduction.

For most of 2004 we have been plagued with interference from outside interests and have needed to be totally focused on what is the best long-term interest for the club, the shareholders and its supporters. We have only one agenda and this is to be a successful football club and we know this can only be achieved by everyone pulling in the same direction. Towards

the end of last season pressure groups were just making life difficult for everyone attending the matches and they were creating an atmosphere which certainly didn't help the players or staff at Hillsborough perform to their best ability.

In the boardroom we are 100 per cent behind our chairman and are committed to giving the players and football management the opportunity to give us what we all crave for – success on the football field. We are continually looking to reduce our costs and increase our income and are confident that, with the sale of the training ground, we can significantly reduce our debt and remove the financial constraints. Looking at the training ground issue, it must be said once again that the present facilities are not up to the standard required and a new larger, more modern ground would be our ideal irrespective of the financial benefits.

Finally, today we host the League One leaders Luton. I sincerely hope we can break their winning run by getting three points that will see us climbing back up the table.

**Have a good afternoon.**



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### Wednesday Superdraw

The draw winners in week 49 (September 1) were as follows:

£500 Winner  
**Number Name**  
 R0398 Rob Boddye from Dore

£50 Winners  
**Number Name**  
 R2395 Michael Thew from S9  
 R1193 Peter Ogilvie from Tickhill

### Owls Foundation

**Owls Foundation Directors Box Tickets Winner**  
 10325 Richard Bell from Newcastle-upon-Tyne

All winners are listed on the official Sheffield Wednesday website. Log on to [www.swfc.co.uk](http://www.swfc.co.uk) for more details.

### Owls 50/50

Our new match day prize draw has proven hugely popular so far, with a £500 prize at the recent game against Huddersfield Town and a £350 jackpot for the Oldham game.

Tickets are now available around the ground – they are also sold in the Ticket Office, Owls Superstore and Lottery Office.

Match day sellers are required – you can earn commission and get a FREE match ticket. Call the Lottery Office now on (0114) 221 2419.

### Spot On



The scorer of the first Hillsborough goal of the season before our game against Colchester United was SWFC Gala Dinner auction winner Thomas Bradshaw. He is pictured here (left) with his brother Billy and academy keeper Rob Poulter.

## Cup Dates



Not kept up-to-date with the Cup draws made over the past weeks? Then pay attention for the details about the Owls' Carling Cup second round trip to Highfield Road and the LDV Vans Trophy first round tie at home to Chester City.

Wednesday have been sent to Peter Reid's Coventry on Wednesday 22 September (7.45pm). Tickets are priced £10 for adults and £5 for concessions (OAC holders only) and are already available to season ticket holders. Following visits from Millwall, Stoke City and Cardiff City last season, the Sky Blues are

well-versed in operating the away membership card system and have told us they will have a "strict vetting system" in place on home and away turnstiles to ensure only Wednesdayites with an OAC are admitted to the game.

The same pricing structure is in operation for the LDV tie here at Hillsborough on Wednesday 29 September (7.45pm). Please note the Sheffield Assay Office North Stand will be closed for this game – cup-tie season ticket holders will be contacted by the ticket office regarding a relocation.

## A Big Con

An interesting story emerged over the summer with regards to former Wednesday loanee Con Blatsis. The towering Australian international centre-half, who made six league appearances for the Owls under Paul Jewell almost four years ago, joined Turkish outfit Kocealispor in 2002 and so began the most depressing episode of his career. Throughout the lion's share of a miserable 18-month stint, Blatsis failed to receive full contractual payment for his services, which prompted a controversial case set before FIFA's Dispute Resolution Chamber. With the significant help of the Australian PFA, Con emerged triumphant, winning not only free-agent status from Kocealispor but a sizeable damages package to boot.

"I never really thought a club could treat a player in such an inhuman



and unprofessional way," said an emotionally tired but relieved Blatsis after the verdict.

The 27-year-old has since undertaken trials with Coventry on these shores and more recently Dutch club FC Twente but, at the time of writing, is still to secure a contract. We hope that Con ties down a deal soon and wish him the best of luck for the future.

## Golden Globe



This particular Owls shirt has travelled far and wide in 2004, to tempting destinations as far apart as America and Greece. And the first location is where we catch up with its owner, Penistone Wednesdayite Ben Griffen, pictured here proudly displaying his allegiance on the Golden Gate Bridge, San Francisco. Ben, 14, enjoyed a skiing trip to California back in

February, before jetting off to Rhodes a matter of months later...alright for some, eh?!

Despite his globetrotting activities, Ben's heart belongs to Hillsborough, where he has held a Kop season ticket for the last four campaigns. The sports-mad youngster is equally keen in a playing capacity too, as he explains:

"I play for Oughtibridge Juniors Under 15s, on the right wing - the same position as my all-time Wednesday hero Niclas Alexandersson.

"I also ran the Barnsley Schools Cross-Country Championship last year and came first." Ben added that he is desperate to see the Owls flying high come May, and remains hopeful that the lads can build on their four-win run in August to end the season with the dream destination of the Championship intact.

## Probably The Best Beer Supplier



Cheers...SWFC Head of Catering David Smith (left) toasts the new deal with Carlsberg UK's Roger Johnson (middle) and Ben Shaw.

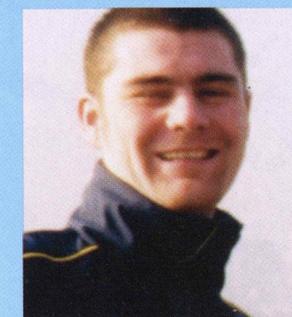
Sheffield Wednesday are pleased to announce a new three-year agreement with Carlsberg – probably the number one brewer in the UK. The deal represents significant investment in SWFC, incorporating sponsorship and other areas. As part of the deal Carlsberg are now the official beer suppliers to SWFC. North and South Stand regulars will be able to taste the delights of Carlsberg lager and Tetley's beer from the Bournemouth game onwards.

### Foster's Boro Loan



Academy third year scholar Luke Foster has joined Scarborough on a work experience loan. Academy manager Mike Rigg has fixed up the short-term deal to give Luke some valuable experience. The initial feedback from Scarborough coach Neil Redfearn is positive and he says Luke has settled in well. Yet to have his first team debut, Luke will have a run out in several reserve team games first.

### Birthday Greetings



Happy Birthday to Carl Radmall from Nottingham, who is 31 today. Have a fantastic day, love from your girlfriend Suzanne xxx



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The **Sheffield Co-op** are proud to be Executive Box holders at **Sheffield Wednesday Football Club**



# Trying Times

The start of the season hasn't gone to plan for Adam Proudlock – but he's determined to force his way onto the first team scoring charts.



**If at first you don't succeed, try, try, try again. It's a well-known motto, and a virtuous one at that. And it's an approach that Wednesday striker Adam Proudlock is hoping will finally work in his favour at the earliest possible convenience.**

The 23-year-old has experienced a stop-start opening year as a Sheffield Wednesday player – the first 'start' having come nine

**"My season hasn't gone to plan but I'm committed to staying, working hard and trying to get into the first team."**

months earlier in the form of a loan spell from his maiden club Wolves – and it's a phenomenon that is continuing to frustrate the poacher in his first full season at Hillsborough. But Adam remains convinced that the goals will flow for him in the not-too-distant future – just as long as he can secure for himself an extended run in the blue and white stripes.

That was the aim over the summer months, during which Proudlock acted on his determination to win a starting role for the new campaign. Having departed for the off-season in the knowledge that manager Chris Turner was committed to bringing two new strikers to S6 – and having been informed by his former youth

team boss that he had to report back leaner and meaner – the hitman embarked on a fitness regime that ensured he returned for the new campaign in tip-top shape for 2004-05.

Proudlock explains: "My expectations were high when I came back for pre-season. I did a bit extra over the summer – I think I needed to really – and I was in the right frame of mind.

I came back fit, scoring a few goals, and pre-season was good for me."

The Ibiza strikes against Preston and Watford provided the former Division One play-off winner with ample reward for his summer endeavours and gave him every encouragement for the nine months ahead. As Adam himself admits: "I definitely felt a lot fitter – sharper and more mobile."

He was on target again in the Owls' final friendly of the season, the Hillsborough defeat against Everton, but even though he had led the pre-season scoring charts, many outside observers made Proudlock third-favourite for one of the two striking roles when the league opener against

Colchester United came around. After all, much had been made of the summer arrivals of Lee Peacock and Steven MacLean, and they were widely expected to get the nod from Turner. While the pundits weren't to know that the former Bristol City man was facing his own race for fitness, the SWFC number 31 – quite justifiably – believes he deserved to be selected in his own right. He reasons: "Lee had been struggling with an ankle niggle and I thought I might start – but I think I deserved to anyway, based on my form in pre-season."

In retrospect, perhaps it turned out that Proudlock was unlucky to have been given the nod on one of the rare occasions this term when the Owls have struggled creatively. Starved of chances, he had few opportunities to impress – and was back out of the team as the new forward double-act was swiftly united in competitive action.

Well as the summer signings have done, former England youth international was perhaps entitled to feel a little hard done by. After all, the Colchester game apart, Wednesday strikers have largely had plenty to feed on this season – in marked contrast to the times when Adam toiled fruitlessly up front last term: "That does come into it," he admits, of his goalscoring success in pre-season. "No disrespect to the players who left but we've got different players this season and we seem to be doing well. I thrive on crosses and balls over the top – the more chances you get, the more you score."

Perhaps the knowledge that the chances are now there to be

taken has helped Adam to keep faith with the try and try again approach as he bides his time to get back into the starting line-up, reaffirming his intention to succeed as a Wednesday player, despite having been transfer-listed last month.

He admits: "It was a shock to me. But you've got to take it in your stride. Football's harsh and my season hasn't gone to plan but I'm committed to staying, working hard and trying to get into the first team."

Having staked his claim with another goal in the reserves' 3-1 win over Wigan on Wednesday, Proudlock's performances are keeping up the pressure for a senior starting role – and then he will be doing his utmost to retain the shirt by firing the Owls towards the top of the table:

"The last couple of games I've been coming on and trying to do well, although it's hard in only 10 minutes," he explains. "But if I can get a run going, there are goals for me here."





Dear Supporter,

Welcome to the start of the 2004/05 football season.

It is a pleasure to welcome *Coca-Cola* to their sponsorship of the Football League. To have one of the world's most recognised brands onboard is a genuine boost for League football.

By introducing the names 'Championship', 'League One' and 'League Two', The Football League has begun a concerted effort to refresh the public's perception of the competition. In doing so we are seeking to reclaim rather than dispense with our heritage. Our top clubs will be competing for the same trophy that has been used since the end of the nineteenth century - a Trophy that is engraved 'The Football League Championship Cup'.

The aim of this re-branding exercise is to make our matches more attractive to a wider audience, so that more people regularly choose to spend their Saturday afternoons at Football League matches and in addition to make our competition and clubs more attractive to commercial partners. By achieving these ambitions we will help to ensure the long-term viability of The Football League.

The supporters are central to these plans. Last season 16m supporters attended League games; the most for 40 years. We are looking to build on this to attract 21m supporters to League games by 2010. To achieve this goal we as a League must ensure that the next generation of football supporters follow their local club.

How are we proposing to do this? By focusing our attention on the integral role all the clubs play in their local communities.

Our 72 clubs are the embodiment of community; in many cases they are the biggest communal activity in their towns and cities. We want to further enhance the value of each club to its local community.

What does this mean in practice? During the next twelve months The League plans to develop a series of initiatives in conjunction with the clubs. These will enhance the relationship and links that clubs have with their supporters and communities, encourage more people to attend games at their local clubs, increase the number of children playing football and deliver vital new commercial revenue.

The Football League is developing a sense of renewed confidence and an enhanced appreciation of its values, and its value for money. Our competition is about 'real football for real fans'.

Thank you for the support you give your club and the Football League.

Sir Brian Mawhinney  
Chairman, The Football League

# LutonTown



A real test for the Owls today as we entertain the only Football League team in the country this term with a blemish free record to date.

**The Hatters faced six outfits through August and quite amazingly put each side to the sword.**

Oldham, Swindon, Barnsley, Torquay, Blackpool and Bournemouth all perished at the hands of Mike Newell's pacesetters, who arrive at Hillsborough suitably buoyed by that perfect start to the new campaign. Having finally picked off the Cherries on Bank Holiday Monday with a Kevin Nicholls strike nine

minutes before the end, Newell insisted post-match that his team played their best football of the term so far...not bad going from a side which had previously established a comfortable three-point cushion at the top of the table.

While Newell has taken great satisfaction from the fact that his charges have maintained the status quo as hosts this season with three straight wins (Luton stored an impressive 14 victories at Kenilworth Road last time out) it's on the road where that pride has been upgraded to delight. The Hatters' trio of triumphs away from home has already equalled their travelling win tally last term, indeed it was that dearth of success outside Bedfordshire that compromised our visitors' promotion aspirations.

Luton finished the 2003-04 campaign in mid-table, just seven points shy of a play-off berth and ruing the realisation that had their away pedigree even remotely matched its home counterpart, a shot at the end of season lottery would have been there for the taking. To put things into true perspective, only four outfits in the division last season shipped more goals out of base than Luton, so Newell was fully aware of the area in which drastic improvement was necessary ahead of the new season. And the hard work over the summer has clearly had an impact given the Hatters' three away wins out of three, but the six goals that have breached their defence along the way point towards an underlying problem still not fully rectified - and one that Wednesday will be out to exploit this afternoon.



## Dangerman: Steve Howard

A well-documented summer transfer target for the Owls, the deadly Luton striker is currently in the kind of form which fully justifies Chris Turner's persistent attempts to lure him to Hillsborough. Howard was on target for the Hatters in each of their first five encounters this term, with Bournemouth the only rearguard to thwart his lethal nature in

front of goal to date. Having finished the last three campaigns as Luton's leading goalscorer, with 24, 22 and 15 strikes respectively, Steve is right on course to achieve a similar feat this time around. A total goal return of 69 from 135 league starts for the Hatters also tells its own story, as well as underlining in bold exactly why Luton fought, and will continue to fight, tooth and nail in a bid to keep the Durham-born 28-year-old hitman at Kenilworth Road.

# About Luton Town



## Manager



### Mike Newell

The former Blackburn and Everton forward took charge at Kenilworth Road in June 2003 and steered the Hatters to a tenth place finish last term.

The Liverpoolian swiftly got back into the managerial saddle after his first role as a boss, at Hartlepool, turned out to be a brief affair. Newell succeeded our own Chris Turner in 2002-03 but his contract was not renewed despite Pools earning promotion as Division Three runners-up that season.

## Goalkeepers



### Marlon Beresford

The 35-year-old started as a professional at 56 in 1987 and had a loan spell here in 2000-01. A somewhat nomadic career has seen him represent 11 clubs to date.

**2004-05 stats** - 6 apps, 0 goals  
**Last appearance** - 30/8/04, H v Bournemouth, League One, W 1-0

### Dino Seremet

Slovenian stopper who signed from Maribor Pivovarna Laako in the summer, after impressing during a trial period. Aged 24.

## Former Players

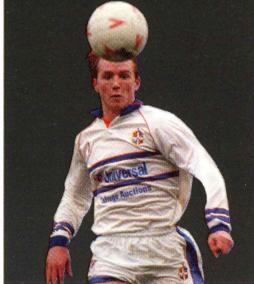
**Malcolm MacDonald**  
1969 → 1971

**Steve Foster**  
1984 → 1989

**Mick Harford**  
1984 → 1992

**Danny Wilson**  
1987 → 1990

**John Hartson**  
1993 → 1995



## Last Line-up vs Bournemouth, 30th August 2004

No one at Kenilworth Road could have dreamt of a better start than that which the Hatters have enjoyed so far. They travel north to Hillsborough today hoping to record a seventh back-to-back win after sweeping aside their first six opponents to establish themselves as early-season pacesetters.

A finish of tenth last term was a promising sign going into the campaign but Town have surely surpassed expectations of this opening period, which has seen them beat their previous best-ever start of four successive victories.

Hitman Steve Howard has taken

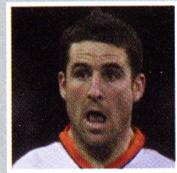
many of the headlines, showing why Chris Turner was keen to land him in the summer. His



scoring run came to an end against Bournemouth on Bank Holiday Monday after the ex-Northampton man had scored in nine consecutive matches.

Howard has been part of the spine of the Hatters' line-up so far, starting all six of their games. His fellow ever-resents are keeper Marlon Beresford, defenders Chris Coyne, Curtis Davies and Sol Davis, and midfielders Paul Underwood, Kevin Nicholls and Steve Robinson and Rowan Vine. Other regulars have included Ahmet Brkovic, Kevin Foley, Steven O'Leary and Enoch Showunmi.

## Defenders



### Chris Coyne

Australian defender who joined from Dundee in 2001 and has become a regular. The 25-year-old was previously with West Ham, Brentford and Southend.

**2004-05 stats** - 6 app, 0 gls  
**Last appearance** - 30/8/04, H v Bournemouth, League One, W 1-0



### Curtis Davies

The 19-year-old centre-back has burst into the Hatters' line-up after breaking through late last season. A product of the LTFC youth system.

**2004-05 stats** - 6 app, 0 gls  
**Last appearance** - 30/8/04, H v Bournemouth, League One, W 1-0



### Sol Davis

Former Swindon full-back who made the move to Luton in 2002. The Cheltenham product, who turns 25 today, is closing in on 100 Hatters games.

**2004-05 stats** - 6 app, 0 gls  
**Last appearance** - 30/8/04, H v Bournemouth, League One, W 1-0



### Paul Underwood

Signed from Rushden late last term after almost seven years at Nene Park. A defender by trade, the 31-year-old has been operating on the left of midfield.

**2004-05 stats** - 6 app, 1 gl  
**Last appearance** - 30/8/04, H v Bournemouth, League One, W 1-0

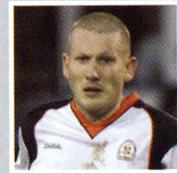
### Kevin Foley

Local lad who made his debut in 2002-03. The Republic of Ireland under-21 international notched up 33 outings last term. Aged 19.

### Alan Neilson

31-year-old defender who joined from Fulham in 2002. The Wales international started out at Newcastle and also had a spell at Southampton.

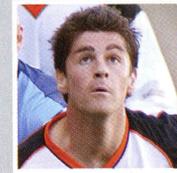
## Midfielders



### Kevin Nicholls

The 25-year-old is in his fourth season at Kenilworth Road after joining from Wigan in 2001. Started out at Charlton and has also represented Brighton.

**2004-05 stats** - 6 app, 2 gls  
**Last appearance** - 30/8/04, H v Bournemouth, League One, W 1-0



### Steve Robinson

The Ulsterman was a £50,000 capture from Preston in 2002. Netted the winner in their thrilling 4-3 win at Barnsley on Luton's last visit to South Yorkshire. Aged 29.

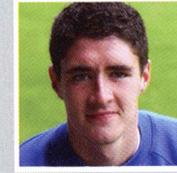
**2004-05 stats** - 6 app, 1 gl  
**Last appearance** - 30/8/04, H v Bournemouth, League One, W 1-0



### Ahmet Brkovic

29-year-old Croatian star who has racked up over a century of appearances since joining in 2001 from Leyton Orient, where he spent two years.

**2004-05 stats** - 6 app, 3 gls  
**Last appearance** - 30/8/04, H v Bournemouth, League One, W 1-0



### Steven O'Leary

This Londoner broke into the Hatters' side late last season and netted his only career goal against the Owls back in May. Aged 19.

**2004-05 stats** - 3 app, 0 gls  
**Last appearance** - 14/8/04, A v Barnsley, League One, W 4-3

### Keith Keane

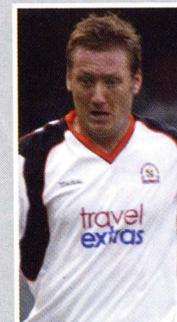
Locally born teenager who made his breakthrough last term, racking up 15 appearances. Has made two starts so far this season. Aged 17.

### Lee Mansell

Now in his fifth season at Town having come through the club's youth system. The 21-year-old is yet to make an appearance this season.

## Strikers

### Steve Howard



Recently scored in nine consecutive matches. Signed from Northampton in 2001 and was a transfer target for Wednesday in the summer. Aged 28.

**2004-05 stats** - 6 app, 5 gls  
**Last appearance** - 30/8/04, H v Bournemouth, League One, W 1-0

### Rowan Vine



21-year-old frontman signed on a three-month loan from Portsmouth. Enjoyed impressive season-long loans at Brentford in 2002-03 and Colchester last term.

**2004-05 stats** - 6 app, 1 gls  
**Last appearance** - 30/8/04, H v Bournemouth, League One, W 1-0

### Enoch Showunmi

Signed last summer after a trial from Willesden Constantine, this 22-year-old university graduate got his chance last season and netted seven goals.

### Matthew Blinkhorn

Currently on a three-month loan to the Hatters from hometown club Blackpool. The 19-year-old made his senior bow in 2001-02 and has gained further experience with the Seaside over the past two seasons.





Sheffield Wednesday  
Football Club

# Fireworks Musical Spectacular

5th November 2004



sponsored by Real Radio

Sheffield Wednesday have just received fantastic and exciting news from Real Radio. Real Radio have been in negotiations with a top UK record company and an artist management company. They have successfully secured two **SuperStar Guests** to come and perform on the evening of the 5th November for Fireworks Musical Spectacular. The club is extremely keen to release their names, but are awaiting final confirmation from Real Radio. It is anticipated that once the artistes name shave been released tickets will go quick; therefore to avoid disappointment the Club encourages early ticket purchases.

**Order your Tickets NOW from the Ticket Office 0114-2212400**

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## LutonTown - A Brief History



**Originally elected to Division Two in 1897, the Hatters lasted only three years before failing re-election at the turn of the century.**

Restored to the League in 1920, and promoted back to the second tier in 1937, Luton continued their steady progress by joining the top flight in 1955.

Their only FA Cup final appearance came four years later, losing 2-1 to Nottingham Forest. This was the prelude to a swift fall through to the League's basement by 1965 - followed by progress back to Division One by 1974, having taken the Fourth Division title in 1968. The 1980's saw a new era

begin for the now-Second Division Luton. In 1985 the infamous artificial pitch was installed at Kenilworth Road and two years later they achieved their highest ever league position of seventh in Division One. The 1987-88 season saw a trip to the FA Cup semi-final and the club's first major trophy success, a

3-2 victory over Arsenal in the League Cup final at Wembley, though they could not retain the cup in 1989 as Forest ran out 3-1 winners. After relegation from the top tier, the Hatters fell all the way to the new Division Three in 2001, with Joe Kinnear leading them back to this level a year later.

### Past Meeting

**Date:** 20 November 1984

**Venue:** Hillsborough



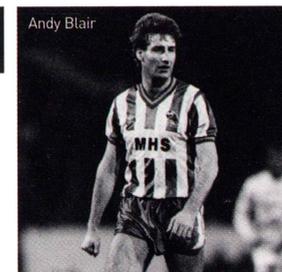
**Wednesday**

**4**



**Luton Town**

**2**



Andy Blair

Wednesday's Andy Blair famously bagged a hat-trick of penalties in this goal-filled League Cup fourth round tie. Referee Mr Fitzharris awarded the first spot-kick after 15 minutes, following a foul on Lee Chapman.

The Owls' second came after a Chapman shot was seized on by Brian Marwood, who fired home on 34.

Blair's second penalty came on 51 minutes, after Shelton was fouled in the box and a memorable hat-trick was completed 19 minutes later, as he sent the keeper the wrong way for the third time. Two Steve Elliott consolations on 81 and 86 came too late for the Hatters as Wednesday advanced to a memorable, but ultimately unsuccessful series of matches against Chelsea.

### Last Time

**Last SWFC win at Hillsborough:** 1/2/92, Div 1 (old), SWFC 3 - Luton Town 2

**Last DRAW at Hillsborough:** 22/11/03, Div 2, SWFC 0 - Luton Town 0

**Last LTFC win at Hillsborough:** 14/11/87, Div 1 (old), SWFC 0 - Luton Town 2

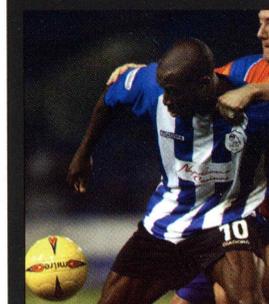
### Head to Head

at Hillsborough

	P	W	D	L	F	A
LEAGUE	25	14	9	2	53	25
LEAGUE CUP	1	1	0	0	4	2
TOTAL	26	15	9	2	57	27

### Overall

	P	W	D	L	F	A
LEAGUE	51	20	17	14	84	68
LEAGUE CUP	1	1	0	0	4	2
TOTAL	52	21	17	14	88	70



Last time...Luton defender Steve Howard gets to grips with Lloyd Owusu



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the boxing day  
massacre

# wall of fame



Is your name in  
the Wall of Fame?

Believe it or not, this December will see the 25th anniversary of the famous Boxing Day Massacre - the never-to-be forgotten afternoon when Wednesday took their city rivals Sheffield United apart at Hillsborough in a 4-0 thrashing.

To commemorate the silver anniversary, the Owls are creating a new Boxing Day 1979 Wall Of Fame underneath the Appleby South Stand. As with the club's previous walls of fame, for just £25, you can have your name permanently etched into the Hillsborough fabric - but this time it will be forever associated with this momentous day in the club's history. Or perhaps a place in this wall would make a perfect Christmas present.

The deadline for buying your brick to be mounted in time for Boxing Day is 1st November 2004 - but hurry, as bricks are being sold on a first come, first served basis.



Sheffield Wednesday  
Football Club

To apply now, call Karen Robertson on (0114) 221 2450.  
Or e-mail her at [karen@sheffieldwednesday.co.uk](mailto:karen@sheffieldwednesday.co.uk)

Its MORE than just a Game



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## Wednesdayites with Andy Wheeler

It's a real once-in-a-lifetime story this week, as Andy Wheeler recounts a never-to-be-forgotten evening at Hillsborough in 2000.

**S**hearer, Barnes, Wright... Wheeler. Who? Wheeler, first name, Andy. So how exactly was his name on the same team sheet as the aforementioned international trio?

And why is it a shock to learn that actually playing alongside those England greats was nothing compared to what later unfolded on the hallowed Hillsborough turf? Over to you, Andy. "It all came about four years ago when I bought my ticket for David Hirst's testimonial and was automatically entered into a draw for the chance to play in the star-studded event. Three days before the game, I received a phone call and was told I'd won! As soon as I put the phone down I was jumping around the room...I couldn't believe my luck!"

The countdown began and, as excited as Andy was about teaming up with some of England's finest, what really triggered an adrenaline rush was the prospect of sharing the same S6 pitch as his Wednesday heroes from the early 1990's.

"I was about to fulfil most fans' dreams!" he recalls. "I was introduced to the all-stars manager, Dave Jones, and then met Alan Shearer, John Barnes, Ian Wright, Prince Naseem...everyone made me feel really welcome and Dave even asked in which position I'd like to play when I came on from the bench! "The game started and it was played in a great spirit. Carlton Palmer was tackling his own players, Chris Waddle

and Nigel Worthington, so John Harkes tripped him up and started a play-fight while the match continued!" The moment Andy had waited for arrived 25 minutes into the second half, but not before the grand entrance of the man himself.

"Five minutes after half-time, Hirsty came on for Chris Bart-Williams and received the biggest cheer of the day, everyone was chanting his name and generally saluting the hero he is.

"Then I came on and received a similar reaction...minus the cheering and chanting! I think I looked like a startled rabbit caught in the headlights when I got on the pitch and for a few moments I didn't want the ball to come to me.

"But Alan Quinn passed to me and I laid off a half decent ball to Nigel Jemson and immediately felt OK." If Andy thought his incredible day had peaked, he was about to think again. "Five minutes from time came the moment I will never forget," he recalls. "Ritchie Humphries put me through and I managed to hold off Nigel Pearson to shoot low and hard past Chris Turner in the Wednesday goal! I couldn't believe it, the Roger Milla style celebration I'd been practicing with my mates went out of the window! John Beresford and Ritchie came up to me and said that I should just look around the stadium and take it all in. I did and it is something that will live with me forever."

\*Andy is desperate for a copy of any video footage from the day and would

gladly pay should anyone be able to oblige. If so, please contact Andy via the matchday programme.

**Have you got a great story to tell about one day in your life as a Wednesdayite?**

If so, e-mail a short summary to: [web@swfcpress2.f9.co.uk](mailto:web@swfcpress2.f9.co.uk) or post it to **Wednesdayites, SWFC Press Office, Hillsborough, Sheffield, S6 1SW.**

#### FAVOURITE AWAY GROUND

St James Park, Newcastle - great atmosphere and good size.

#### FAVOURITE AWAY GOAL

Andy Booth v Leeds in 1998. I was sat in the Leeds end with my Leeds-supporting family and Boothy scored to make it 2-1. Brilliant!

#### FAVOURITE AWAY KIT

Black and yellow stripes from 1993 - great kit, great season!

#### FAVOURITE CURRENT OPPOSITION PLAYER

Patrick Vieira, I admire his will to win, how he gives 100 per cent every match and isn't afraid of anyone.

#### FAVOURITE ALL-TIME OPPOSITION PLAYER

Ryan Giggs - pace, skill and ability. I think he is one of the greatest wingers of all time...NEARLY as good as Waddle!

#### FAVOURITE HOME FANS ON THE ROAD

Most, apart from Leeds!

#### MOST MEMORABLE INCIDENT ON THE ROAD

At Derby's Baseball Ground about eight years ago, it was a wet, miserable night but our fans were terrific as we drew 2-2.

#### AT HOW MANY GROUNDS HAVE YOU SEEN THE OWLS?

16

#### LONGEST TRIP TO SEE THE OWLS

St James Park

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# vs Oldham Athletic

## Hillsborough, 30/08/04

The Owls huffed and puffed but couldn't get their rhythm going against a hard-working Oldham side who had a constant striking threat in the pace of Johnson and Jack. Even so, Wednesday stepped up their goal threat after the half-time introduction of

Chris Brunt and it was the Northern Irishman who finally broke the deadlock with a low, curling shot that crept in at the far post. But the lead was short-lived as Johnson raced onto a long ball forward to hit the equaliser five minutes later.

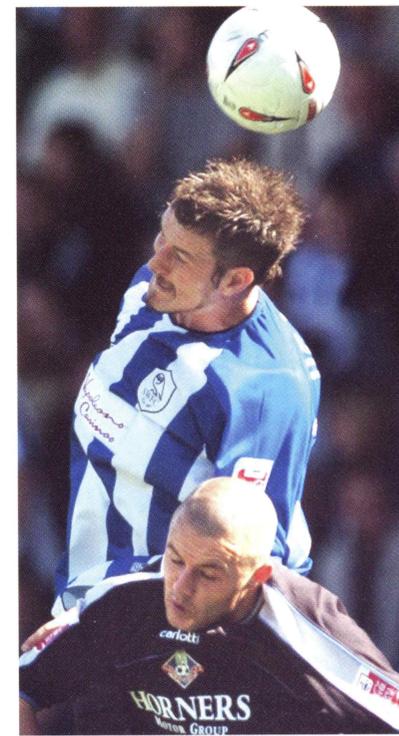


Pos	Player	G	Sub	Y/R	Pos	Player	G	Sub	Y/R
G	Lucas				G	Pogliacomi			
RB	Collins				RB	Holden			
CB	Bullen				CB	Haining			
CB	Wood				CB	Arber			
LB	Heckingbottom				LB	Griffin			
RM	McGovern				RM	Eyres			
CM	Whelan		73		CM	Bonner			
CM	McMahon				CM	Boshell			
LM	Ndumbu		HT		LM	Eyre			
CF	MacLean				CF	Johnson	1		87
CF	Peacock				CF	Jack			
S	Tidman				S	Mawson			
S	Carr				S	Appleby			
S	Brunt	1		HT	S	Hall			
S	Proudlock		73		S	Beharall			
S	Shaw				S	Barlow			87

### Men of the Match - The top performers

SWFC	Sheffield Star	Yorkshire Post	The Sun
Chris Brunt	7	8	7
Richard Wood	8	8	6
Patrick Collins	6	7	6

Oldham Athletic	Sheffield Star	Yorkshire Post	The Sun
Jermaine Johnson	8	9	7
Les Pogliacomi	7	8	6
Danny Boshell	6	7	6



### Clockwatch:



22mins  
McGovern's glancing diving header is blocked by the defender



23mins  
Lucas saves Jack's sliding shot on the line



29mins  
McMahon shoots just wide from 20 yards



40mins  
Boshell's shot is deflected against the post



48mins  
Holden shoots wildly over after a clever Oldham free-kick routine



56mins  
Brunt half-volleys just wide of the far post



70mins  
Brunt curls home a low shot at the far post



75mins  
Johnson races through to slide a shot across Lucas

# OWLS AGAINST RACISM

## OAR mission statement...

**"SWFC opposes racism in all its forms and will actively seek to involve all communities in the life of the Club"**

Owls Against Racism (OAR) is a steering group set up with the following agreed aims & objectives -

- To advise SWFC on anti racism and anti discrimination policy.
- To advise SWFC in the monitoring of its anti racism and anti discrimination policy, procedures and training.
- To encourage more people (especially children) of ethnic minority background to play football.
- To encourage more people (especially children) of ethnic minority background to watch football.
- To develop closer links between SWFC and ethnic minority communities.
- To encourage more people of ethnic minority background to become interested in and support SWFC
- To encourage more people of ethnic minority background to utilise the facilities at SWFC.
- To utilise the game of football as a vehicle for improvements, for people of ethnic background, in education, health and social inclusion.
- To promote inclusive football initiatives to all regardless of age, gender, ethnicity or ability.
- To ensure that issues of racism become an 'everybody' issue.

Contact Julian Winter (Community Manager) on 0114 221 2152 to find out more about the group and how you can make a difference.



Sheffield Wednesday Football Club



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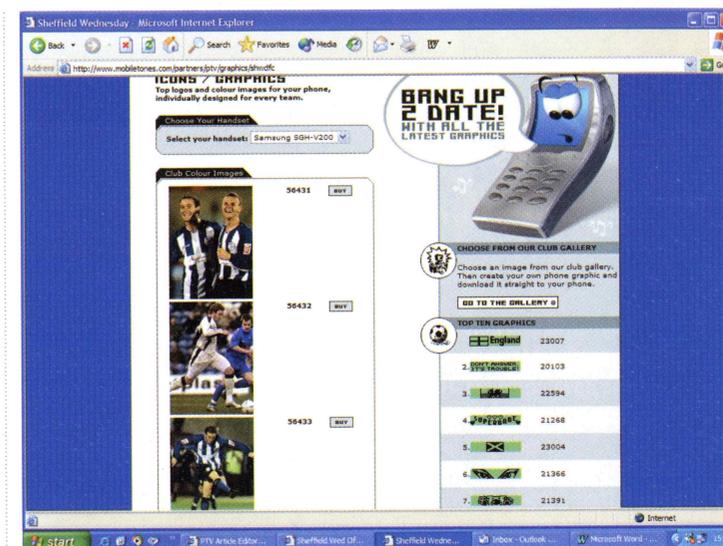
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**S**urely the best way for a diehard Wednesdayite to show their support is by giving everything the blue and white touch - and that includes their phone.

If you've been waiting to give your mobile a fresh display that mirrors the new look of the SWFC squad, you can now do just that. It makes sense when you think about it. Your phone goes everywhere with you so why not make it as dedicated to the Owls as you are - you'd be daft not to. [swfc.co.uk](http://swfc.co.uk) can help you to impress your friends by sporting a picture of your Owls favourites, with a wide range of screensavers to choose from.

The Mobile section of the official SWFC website allows you to have a scan through the available options, pick out the snap you want on your mobile - then you can have it on your photo within minutes. There are a number of action pictures to choose from and it is advisable to order these as soon as possible, as they are only available for a limited amount of time.

You can relive the victory at Blackpool by selecting from shots of Lewis McMahon firing the winner,



the midfielder celebrating with Jon-Paul McGovern and Lee Bullen getting the congratulations of his teammates after netting the opener at Bloomfield Road. You could remember the triumph at Torquay by choosing from a joyful Lee Peacock after his header made it 3-2, Graeme Lee winning an aerial battle or Patrick Collins taking on a Gulls defender. Or bask in victory at your home from home with action from the Hillsborough win over Huddersfield. We have pictures of Chris Marsden, Steven MacLean and Guy Branstorf grafting hard to earn victory over

the Terriers. You can also select a picture of Chris Turner or the famous Owl logo and it's all so easy to do. Simply visit the Mobile section of [swfc.co.uk](http://swfc.co.uk) and click on Icons/Graphics. Select the model of your handset and the images available will be displayed on your screen. Instructions detailing the six straightforward steps to order the pictures are available at the foot of that page.

**So make sure your phone is Wednesday through and through and get your screensaver today!**



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# AcademyLatest



Mark Smith was disappointed to be out-gunned despite an improved second-half showing.

## FA Academy Under-18's League Friday 27 August

### Arsenal 3 Wednesday 1

Mark Smith felt that a slow start cost the under-18's dearly as they went down at Arsenal. The Gunners effectively won the game in the first half-hour, racking up a 3-0 lead to create the platform for their victory. David Cockerill pulled the Owls back into the contest on 35 minutes but they were unable to close the gap further despite a much-improved second half display, leaving Smith to lament their early showing. "We were a shadow of what we were in pre-season and the first game," he said of the opening period. "I don't know if that was down to the early start but that's no excuse. We didn't

look happy and were negative, playing the ball sideways and backwards. As a result, we went 3-0 down. "Two of the goals were self-inflicted. Our keeper was unfortunate as he only touched the ball three times in that spell - that was to pick the ball out of the net. He didn't have a shot to save before or after that. So we had a chat at half-time, a few players were told home truths, were geed up and they came out a different team after half-time." Cockerill's goal gave Wednesday a boost and they subsequently upped their performance, creating chances and putting Arsenal on the back foot. Mark pointed out that the second half performance was much more typical of the displays the youngsters had been producing prior to the trip south. "It was vital to come in at 3-1 rather than 3-0. David scored from a set play. It was a good delivery from Liam Needham and Cockerill got around the back to head it in. "The second half was more of a reflection of what we can do. We closed them down, got in amongst them and made them look a bit average. We were more direct and got round them. We had a couple of chances, one coming two minutes after half-time which would have made it interesting. "As we kept pushing we had a couple more opportunities after that. They caught us on the break towards the last ten minutes when we were pushing so far forward but Richard O'Donnell made a couple of good saves. He's a 15-year-old kid who was

drafted in at the last minute and I was quite pleased with him."

**Wednesday:** O'Donnell, Greenwood, Cockerill, McAllister, McArdle (Appleyard 80), Spurr, Mazzola, Brackenridge, Reet (Drury 45), Mason (Fores-Chambers 70), Needham. Unused subs: White, Broadbent.

## FA Academy U-18 Fixtures/Results

DATE	OPPOSITION	SCORE
SAT 21 AUG	BRISTOL CITY	H 5-2
FRI 27 AUG	ARSENAL (NOON)	A 1-3
SAT 4 SEP	BLACKBURN ROVERS	A
SAT 18 SEP	WOLVES	A
SAT 25 SEP	STOKE CITY	H
SAT 2 OCT	LEEDS UNITED	H
SAT 9 OCT	SHEFFIELD UNITED	A
SAT 16 OCT	DERBY COUNTY	H
SAT 23 OCT	BARNLEY (10.30AM)	A
SAT 30 OCT	SUNDERLAND	H
SAT 6 NOV	NOTTINGHAM FOREST	A
SAT 13 NOV	MIDDLESBROUGH	H
SAT 20 NOV	HUDDERSFIELD TOWN	H
SAT 4 DEC	NEWCASTLE UNITED	A
SAT 11 DEC	BARNLEY	H
SAT 8 JAN	SUNDERLAND (NOON)	A
SAT 15 JAN	NOTTINGHAM FOREST	H
SAT 22 JAN	MIDDLESBROUGH	A
SAT 5 FEB	HUDDERSFIELD TOWN	A
SAT 12 FEB	NEWCASTLE UTD (NOON)	H
SAT 19 FEB	LEEDS UNITED	A
SAT 26 FEB	BARNLEY	H
SAT 5 MAR	SHEFFIELD UNITED	H
SAT 12 MAR	DERBY COUNTY	A
SAT 2 APR	MANCHESTER UNITED	H
SAT 9 APR	BOLTON WANDERERS	A
SAT 16 APR	MANCHESTER CITY	A
SAT 23 APR	LIVERPOOL	H

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David Cockerill

# SWFC Sportsman's Dinner with Mel Sterland and Top Comedian Al Conway

## Friday 29th October

Event sponsored by CISSP Ltd **CISSP Ltd.**

Mel Sterland was truly one of the greatest players ever to wear a Sheffield Wednesday shirt. The story of Mel Sterland's decade at S6 read like a Sheffield Wednesday version of a Roy of the Rovers strip, the Wednesday-mad youngster who not only swapped the terraces for the first team captaincy but became arguably the most popular player ever to don the blue and white stripes. His honest and hardworking approach allied with an outgoing and down-to-earth personality was something the Hillsborough faithful identified with - he was one of their own.

A dynamic and powerful performer who operated as a wingback ten years before the term became fashionable, Mel was excellent both when marshalling attackers and when embarking on a trademark surge down the wing. His superb crossing and ability to storm up and down the right flank made him a considerable attacking threat, while his prowess from dead ball situations earned him the nickname Zico, among supporters as he weighed in with almost 50 goals in Wednesday colours.

The free-scoring defender's best haul was 11 in 1985-86 as the Owls reached fifth place in the League and the FA Cup semi-final and he was a member of the side which also fell just a game from Wembley in 1982-83, the same season he collected the supporters' Player of the Year award. Mel made 347 appearances and scored 49 goals for the Owls.

Now we are proud to bring back one of our greatest heroes to Hillsborough for this special evening.

Also appearing on the night Top Comedian Al Conway, a professional comedian since 1974 appearing in the 1988 television series of "New Faces", followed by supporting work with The Drifters and the Three Degrees.

The event is priced at just £23 per person including an outstanding four-course meal.

For further information contact SWFC's Events Organiser

Chris Caress on Tel: **0114 221 2460**

or by email: **chrisca@sheffieldwednesday.co.uk**



Sheffield Wednesday  
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# SWFC Ladies



A second consecutive draw for Christine McCann's side, as they maintain their unbeaten start to the season.

**Sunday 29 August**  
**FA Women's Premier League,**  
**Northern Division**

**Stockport County 1**  
**Wednesday 1**

SWFC Ladies boss Christine McCann believes her summer rebuilding plans will serve her side well over the course of the season. Christine has introduced seven new signings to the camp and already, even in the early throes of the new term, the signs are extremely promising for the task ahead. Following the Ladies' 1-0 opening day win at Middlesbrough and a thrilling 3-3 draw with Aston Villa seven days later, this clash against a talented Stockport outfit that finished third in the table last term promised to be a stern test of character - and one that the Owls ultimately passed with flying colours.

The Hatters did the double over Wednesday during the 2003-04 campaign and, after going into an early lead on this occasion, another Stockport triumph seemed to be on the cards. But instead of allowing the hosts to build on their 10th minute advantage through - ironically enough - erstwhile Owl Mel Garside, McCann's troops merely regrouped to turn in arguably their most impressive display of the season so far. Wednesday could even afford the luxury of a first half penalty miss by Laura Humphries - they also had what looked to be

a perfectly good goal from Jane Simpson harshly ruled out for offside - before deservedly squaring the contest 15 minutes from time courtesy of Stacey Aisthorpe's second strike of the campaign.

SWFC were more than good value for a point and, indeed, McCann was disappointed not to return across the Pennines with all three tucked into the travel bag. The Owls dominated the key areas of the pitch - especially the engine room - and were pretty much camped in the Stockport half during much of all-round entertaining affair. Possession wise, Wednesday stole a march on County and McCann was delighted with both the spirit and craft shown by her players.

"Stockport defended very well and they kept us out for a vast portion of the game," she reflected. "But it said a lot about our approach when they played so much of the game with ten players packed behind the ball.

"If I really had to be picky, I would say that we have to learn to be a little bit more patient with our build-up play in these situations. But overall I was really pleased with our performance and, of course, it extends our unbeaten start to the season, which will increase the girls' confidence.

"They're all disappointed to have only come away with only a point from this game, so that in itself shows the

hard work we put in over the summer is paying off. Hopefully, Coventry City will feel the full backlash of the Stockport result."

**WEDNESDAY:** Wallhead, Cobham, Sandys, Severns, Gingell, Aisthorpe, Simpson, Humphries, Woolley (Young), Abrahams (Booker), Bratton (Mills)

*\*The SWFC Ladies take on the Sky Blues tomorrow at Staveley Miners Welfare FC, kick off 2pm. All supporters welcome!*

## Ladies Fixtures/Results

DATE	OPPOSITION	SCORE
SUN AUG 15	MIDDLESBROUGH	A 1-0
SUN AUG 22	ASTON VILLA	H 3-3
SUN AUG 29	STOCKPORT COUNTY	A 1-1
SUN SEP 5	COVENTRY CITY	H
SUN SEP 12	IPSWICH TOWN	A
LEAGUE CUP 1ST ROUND		
WED SEP 15	LINCOLN CITY	A
SUN SEP 19	OLDHAM CURZON	A
SUN SEP 26	TRANMERE ROVERS	H
SUN OCT 3	COVENTRY CITY	A
WED OCT 13	LINCOLN CITY	H
SUN OCT 17	BLACKBURN ROVERS	A
SUN OCT 24	SUNDERLAND	H
SUN OCT 31	MANCHESTER CITY	H
SUN NOV 14	WOLVES	H
SUN NOV 21	OLDHAM CURZON	H
SUN NOV 28	TRANMERE ROVERS	A
SUN DEC 12	BLACKBURN ROVERS	H
SUN DEC 19	SUNDERLAND	A
SUN JAN 16	MANCHESTER CITY	H
SUN JAN 23	WOLVES	A
SUN JAN 30	MIDDLESBROUGH	H
SUN FEB 6	ASTON VILLA	A
SUN FEB 13	STOCKPORT COUNTY	H

HOME MATCHES ARE PLAYED AT STAVELEY MINERS WELFARE FC, INKERSALL ROAD, STAVELEY, NEAR CHESTERFIELD. IT IS IMMEDIATELY OFF THE A619 BETWEEN WORKSOP AND CHESTERFIELD.  
 KICK-OFF FOR HOME GAMES ARE AT 2.00PM ON SUNDAYS AND 7.45PM IN MIDWEEK.

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**THE MEMORY OF**  
**KILLING THE OTHER**  
**DRIVER NEVER WILL**

**SPEEDING CAUSES SERIOUS INJURY AND DEATH**  
**PLEASE DON'T SPEED**



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# Today's the Day

Keith Howard continues his new series looking back at Owls-related events on this day in history.



**T**oday's date marks the most significant anniversary in our great club's long history. One hundred and thirty-seven years ago, on the evening of September 4, 1867, a group from the membership of 'The Wednesday Cricket Club' (so named because they played on Wednesday afternoons) met to discuss how to keep the cricketers together for the out-of-season period between September and April.

The meeting had before it a proposal - which was duly carried - "that a football club be formed in connection with the cricket club, and that no body of persons shall be empowered to sever the two clubs without the unanimous consent of a general meeting, six days notice to be

given to every member of the two clubs". Blue and white colours were adopted and plans were laid for the new club's first season - and the rest, as they say, is history - a history that has filled thousands of pages and created just a few arguments. Following Wednesday's admission into the Football League in 1892, they went on a remarkable run over a 64-year period (1893-1957) of playing 14 matches on their birth date of September 4 before they won one (a 1-0 triumph over Newcastle United). On this date in 1981, midfielder Jeff King, who had made three transfer requests in the second half of the previous season, went on a week's trial to Hibernian. A £30,000 move was agreed between the clubs but King returned to Hillsborough injured, with Chesterfield poised to sign him when he recovered. He eventually went to Sheffield United! Eleven years later on this date, Nottingham Forest and the Owls agreed to the transfer of Kingsley Black from Forest, a deal in which Wednesday would pay £500,000 plus a move for Nigel Jemson back to Forest, valued at £700,000, making the outlay worth £1.2m. Eleven days later Trevor Francis called the deal off. On September 4, 1993 the Board announced an operating profit of £3.5m, with

wages up by one-third to £4.7m. Over a four-year period the Owls turnover had increased from £2.7m to £12.8m. Those were the days. On today's date in 1996, Wednesday signed full-back David Hercock from Cambridge City. No fee was involved for the player, who gave up a university place studying Law. Sadly, he failed to make the first team at Hillsborough and reverted to academic life. The only game Wednesday have played on today's date in the last 20 years took place on the lush, new turf of Stocksbridge's Bracken Moor ground in 1997. Included in the Owls side was Italian Antonio Manconi, on trial from Perugia. He had a hand in several of the Owls goals as they romped home 7-0. The club, however, did not follow up their interest in the player, who had the likes of Patrick Blondeau, Lee Briscoe, Adem Poric, Dejan Stefanovic, David Billington, O'Neill Donaldson, Mark McKeever and Mark Platts alongside him. The Owls' last league match on September 4 was back in 1984, at home to Southampton, which Wednesday won 2-1. Two years earlier the Owls beat Charlton 3-0 at The Valley. A further three years back it was League Cup fare with a second round replay. Manchester City clinched the tie, 2-1, despite Mark Smith's penalty kick giving the Owls the lead. This game

at Maine Road attracted 24,074 spectators, an almost identical number to the 24,095 who had watched the original game at Hillsborough a week earlier. Moving further back in time on September 4 and the two next earlier games were both 1-1 draws at home to Portsmouth. Another League Cup tie, against Exeter City, took place on September 4, 1968, and was the first ever meeting between the two clubs. The match turned out to be something of a disaster for first division Wednesday, since their hosts were in the lower reaches of the fourth division but comfortably won 3-1 - this just four days after Wednesday had beaten European champions Manchester United at Hillsborough in a 5-4 thriller.

A Jeff Astle hat-trick clinched a 4-2 win for West Brom over the Owls at The Hawthorns on this date in 1965, while two years

earlier John Fantham (2) and 'Bronco' Layne goals secured a 3-0 home win over Fulham, who had (Sir) Bobby Robson in their colours. Wednesday's win over Newcastle on the aforementioned date in 1957 came courtesy of an Albert Broadbent goal - a game in which ex-Spurs full back Peter Baker made his debut for the Owls. Another north-east club Sunderland, were hosts to Wednesday in 1954 - a match in which Owls centre forward Jack Shaw became only the second Wednesday player to be sent off in the first nine post-war seasons. The Owls lost 2-0. Just two other post-war September 4 encounters to catch up on. In 1950, a late Charlie Tomlinson strike earned Wednesday a home draw against Stoke City, and yet another draw, this time 2-2, was played out in 1948 at Leicester City, after Quigley and Jordan had twice given Wednesday the lead.



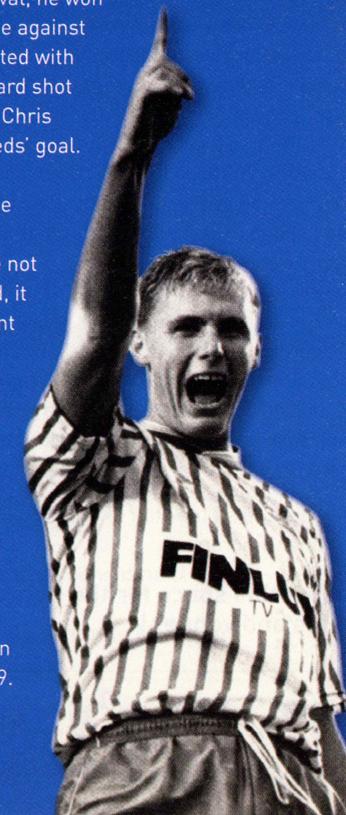
O'Neill Donaldson...was in action at Stocksbridge on this date in 1997

## GOING WEST

Exactly 17 years ago today a tall, blond, broad-shouldered striker with a soft Geordie accent left Glasgow and walked through the players entrance at Hillsborough, though not for the first time. On at least two other occasions, with Sunderland in October 1984 and with Watford in August 1985, he had strode through that same door. But, this time his stay was to last for longer than just 90 minutes.

He was to sign on the dotted line for the Owls and play for almost 18 months, and during that relatively short period, he was to provide Wednesday fans with a couple of very diverse memories. Just a few weeks after his arrival, in fact on November 14, 1987, again Luton Town, he missed a penalty that would go down in Hillsborough folklore. But he also scored for Wednesday at Wembley. In April 1988, on the occasion of the Football League Mercantile Credit Centenary Festival, he won the semi-final tie against Manchester United with a stunning 25-yard shot which flew past Chris Turner in the Reds' goal.

Did I mention the player's name? Well, if you have not already guessed, it was our assistant manager Colin West, who subsequently left Hillsborough as part of Big Ron's first deal, which brought Carlton Palmer here from West Bromwich Albion in February 1989.





# SWFC Community

with Julian Winter



**Welcome to today's game.**

The last Saturday before the kids go back to school welcomes participants from the FITC Summer Soccer courses to Hillsborough. All the children taking part in the soccer courses received 2 match tickets to today's game – a chance to see their heroes in action.

## Summer Soccer Course

The summer has been tremendously successful for the FITC team. All the courses have been very well attended and well received by participants, parents and partner organisations. The summer has seen a full six-week activity programme at Middlewood Road, sports hall girls-only courses, sports hall courses for children from Southey and Owlerton in partnership with SPELL (a local adult education provider), courses in Worksop (leisure centre and rugby club) and a course at Beighton Miners Welfare Sports and Leisure Club in partnership with the Coalfields Regeneration Trust.

Holiday courses are a popular activity for boys and girls providing positive activities for children enabling them to meet new friends and develop new skills. We hope to further develop holiday course outreach centres in the coming years to reach out to more and more children.

Well done to all the staff in ensuring an excellent summer programme.

**Watch this space for the October course dates and venues!**

## McDonalds Matchday Club

Once again the McDonald's Match Day Club is in operation for the coming season.



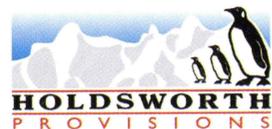
Join us in the **SWFC SPORTS HALL** for

# SPORTS & GAMES

followed by...  
**the FULL HOME MATCH.**

the match day club is fully supervised at **ALL** times!

**Ages:** 6 - 12  
**Times:** 11.00am to 5.30pm  
**Cost:** £20.00  
(£12.50 for Season Ticket Holders)



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## AfterSchools Club

FITC will be hosting a range of after school activities for boys and girls once the summer holiday period is finished. The after clubs noted below will be in operation from Monday 6th September 2004.

Please ring **0114 221 2377** for an application form

DAY	AGE RANGE	BOYS/GIRLS	TIMES	PRICE	VENUE
MONDAY	6 TO 8	MIXED	4-5.30PM	£2.50	SPORTS HALL
TUESDAY	4 TO 6	MIXED	4-5PM	£2.00	SPORTS HALL
TUESDAY	6 TO 14	GIRLS ONLY	4-5PM	£2.00	MIDDLEWOOD ROAD TG
WEDNESDAY	9 TO 12	MIXED	4-5PM	£2.00	MIDDLEWOOD ROAD TG
FRIDAY	4 TO 6	MIXED	4-5PM	£2.00	SPORTS HALL

## Birthday Treats

FITC have redesigned the birthday party packages over the summer. The new offers include a match day birthday treat with the opportunity to meet the players prior to the game, receive a signed football and see the match.

Please ring Steve Adams (Projects Officer) on **0114 221 2377** to book a party or receive the information regarding all the birthday offers.



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## Representative Teams

### Sheffield Wednesday Ability Counts Club

The Sheffield Wednesday Ability Counts Club has recently formulated a new support committee to provide support to the work of Wayne Perry (Team Manager). The team continues to go from strength to strength and is actively looking for new players – anyone interested should contact the Community Office – **0114 221 2377**

## Young Owls

### Young Owls Sponsors:

Young Owls wish to thank the following sponsors: -

- Greens Health & Fitness**
- The Castle**
- Crystal Peaks**

## SODA

SWFC has recently established a disabled supporters club, SODA (Sheffield Owls Disabled Association). The group has been created with its own constitution and clear aims and objectives.

Anyone interested in being part of SODA should contact Pauline Bronks at SWFC on **0114 221 2121**

## Wise Old Owls

Sheffield Wednesday's Wise Old Owls Luncheon Club for the over 50's meets at SWFC on a monthly basis. A three course meal and guest speaker provide an excellent afternoon's entertainment. New members are most welcome. For further details please contact Eric or Marjorie on **0114 243 5564**.

**Enjoy the game and see you next time.**

**Julian Winter – Community Manager**



# adam proudlock

# 31



# JuniorOwls

This afternoon, Adrian Wright is rewarded for his 100% attendance and hard work at our Study Support Centre by being profiled below. We also have two particularly tricky quizzes for you to pit yourself against.

## Adrian Wright

Age 13

**Favourite Subject**  
PE And Geography

### Hobbies

Ice hockey, ice skating and playing football with mates

**Favourite Football Team**

Wednesday

**Favourite Football Player**

Guylain Ndumbu-Nsungu

**What activities did you do at the Study Centre?**

I did lots of activities like the ground tour and ICT work; it was really good and I enjoyed it all.

**Which was your favourite?**

My favourite thing was the ground tour. We went round the stadium - it was really good.

**What was the best thing about being at the Study Centre?**

Nothing really, it was all good. You just have fun while you learn, it is a great experience.

**Would you do anything to make the Centre better for other children?**

No, it was brilliant.



## League One Word Search

Can you find the 15 team names listed below?

N M G X T M E W R L A D H N F D H B L V  
 T W J T B G A Z O D J Q F N B E T R F T  
 M U O M R L A O D R Q L T M J T U A V X  
 J D W T S A P M A H X E R W Y I O D C Z  
 T V D A D K N L C W D M Y T K N M F F G  
 B E L Z C L C M K X Q R N W V U E O E P  
 A L B A R S E E E M E U C G S L N R P O  
 V U L A U A Y I T R O H H S J O R D B B  
 T B H D P Z O V F C E K E G H O U C A T  
 I P Y T I C L O T S I R B U O P O I R A  
 J J S G T G E R T S R Z O W N E B T N G  
 X V S N U I O E D Z O E P V U L D Y S F  
 U X U J E P R R B D H F D C E T L P L W  
 H E J V K F Y A Q R R H Q D O R Q Z E I  
 L L I C I L U T O N T O W N U A S F Y P  
 Z F O E L I S I D B Z E A Q Z H J D Q I  
 L T L Y K R Q W U D F X O H E U T M T B  
 S D J T Q J W G R Z D I T A G J V N W P  
 Y A D S E N D E W D L E I F F E H S H E  
 D O N C A S T E R R O V E R S I G K T X

BARNLEY BLACKPOOL BOURNEMOUTH BRADFORD CITY  
 BRISTOLCITY CHESTERFIELD DONCASTER ROVERS HARTLEPOOL UNITED  
 HUDDERSFIELD TOWN LUTON TOWN SHEFFIELD WEDNESDAY  
 STOCKPORT COUNTY TRANMERE ROVERS WALSALL WREXHAM

## SWFC Anagrams

Can you work out who these current Wednesday players might be?

- Darn smirches
- Empaling bucktooth
- Coward or hid
- Select mean van
- Nasty or bung
- Blue Ellen
- Ole Ace peck
- Crackpot in hills
- Valid us cad
- Jump graven colon

### Last Time's Answers -

**World Records:** Thorpe - Edwards - Triple Jump; El Guerrouj - 1500m; Bubka - Pole Vault; Kostadinova - High Jump; Radcliffe - Marathon; Zelezny - Javelin; Dreschler - Long Jump; Johnson - 400m. **Olympics:** Pinsent - Rowing; Funnell - Equestrianism; Parry - Swimming; Godfrey - Archery; Idowu - Triple Jump; Walsh - Canoeing; Ainslie - Sailing; Emms/Robertson - Badminton; Faulds - Shooting; Holmes - Athletics; Hoy - Cycling.

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Owls 50/50, our great new, no nonsense matchday draw. The more tickets we sell, the bigger the prizes, the greater the benefit to your club. Make sure you're in the drum come kick off. You've got to be in it to win!

\*Jackpot prize is 50% of total proceeds after expenses. Other 50% donated to Sheffield Wednesday FC Community Development Fund, raising funds for SWFC.

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Sheffield Wednesday Football Club

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Beardsell Properties



## Football Fitness for all

Continuing his series offering you professional tips for your football team – or even yourself – SWFC fitness coach Nick Ward outlines some basic agility exercises.

### Part Four: The Agility Training Alphabet

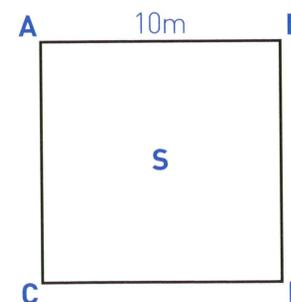
Football is a sport full of multi-directional movement such as sprinting forward to a stop (acceleration and deceleration), running sideways (lateral), backwards (reverse), and turning. All of these movements are grouped together under the word 'agility'. While all these movements are a part of any small-sided games you may play, players will not develop their fundamental movement ability, as they will always do what they are good at. ('If you want to stay the same, keep doing what you've always done 'till it's worse!'). The 'Agility Training Alphabet' is something we developed over the last few years to help develop agility in football players. This week we will start with **X-drill**.

#### PURPOSE

- Develop turning (90° and 180°),
- Develop deceleration and acceleration over short distances (approx 5m)
- Progress to develop quickness and reactions
- Develop backwards movement
- Progress to develop agility conditioning

#### ORGANISATION

Work in a square of 10m on each side.



#### LEVEL ONE

Start at S. Always face the line AB.

- Set 1:** Move from S to A to S to B - rest 20s - then SBSA
- Set 2:** Move from S to C to S to D - rest 20s - then from S to D to S to C
- Set 3:** Move SASCSDBS - rest 20s - then SBSDBCSAS

Remember always to face the line AB throughout this exercise.

#### LEVEL TWO

Start at S. Face outside the square on approach, face to the middle on return

- Set 1:** Move SASB - rest 20s - then SBSA
- Set 2:** Move SASC - rest 20s - then SBSD
- Set 3:** Move SASCSDBS - rest 20s - then SBSDBCSAS

Remember to turn to face the middle at the corners

#### TRAINING ROUTINES

You should be aiming to do each workout twice per week over an eight-week programme. Weeks 1 –7 work on quickness and agility, while week 8 focuses on agility endurance:

**Weeks 1-3:** Level one set 1 x 4 reps, set 2 x 4 reps, set 3 x 1 rep

**Week 4:** Level two set 1 x 4 reps, then level one set 1 x 4 reps, set 2 x 4 reps, set 3 x 2 reps

**Week 5-7:** Level two set 1 x 4 reps, set 2 x 4 reps, set 3 x 1 rep, then level one set 3 x 1 rep

**Week 8:** Level one set 3 x 5 then level two set 3 x 5

Your players will now be familiar with this drill so you can pit it into training whenever you want to work on a phase of agility or agility endurance. Work on a phase for about 3 weeks or 6 to 8 sessions. Once the routine is well programmed, footballs may be introduced either by dribbling between markers, give and go at markers, or finish with a shot at goal.

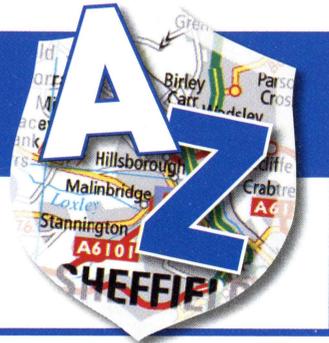
Look out for future sessions to add to the agility-training alphabet



**PJO Industrial** are proud to be Executive Box holders at **Sheffield Wednesday Football Club**



# Wednesday Alphabet



Jason Dickinson moves onto the letter 'D' in the fourth instalment of his new feature for this season.

## DEFEATS

Unfortunately a word that has been often used by Owls fans in recent years! However in purely seasonal terms the disastrous relegation seasons of 1919-20 and 1974-75 must have had the loyal fans reaching for the Valium as their beloved team suffered 26 defeats in finishing adrift at the foot of the table. The season immediately after the Great War is the club's worst in top-flight football as in the 42-game programme the Owls netted only 28 goals, used a club record 41 players and at the end of the season had a mass clearout, releasing or selling an astonishing 21 players! The 1974-75 campaign was in the old Second Division and, although the 1970's team scored one more goal than their predecessors, they will always be remembered

for the incredible Hillsborough drought than ran from December 1974 until the final kick of the penultimate home game in April 1975 – a run of 14 hours and 25 minutes without a goal!

## DENMARK

The Scandinavian country has proven to be a popular destination for Wednesday since they played one of their first matches on foreign soil in Copenhagen in May 1911. That match was won 3-2 against the Danish national side while over the years the Owls have faced a multitude of club and select sides, mainly in the capital City. On that ground breaking 1911 tour Wednesday won two other games by a 3-2 scoreline against Danish opposition but it would not be until the close season of 1934 that Wednesday returned to Copenhagen, playing twice during a Scandinavian tour. The club subsequently toured in the Mays of 1935 and 1936 before suffering their first defeat on Danish soil in the opening game of the May 1946 tour. In fact Wednesday failed to win at all during the three-game stay in Copenhagen but redressed this somewhat with two wins during a 1950 visit. Apart from an embarrassing 4-1 September 1964 defeat to minnows Aarhus, the Owls did not return until as recently as 2002 when, during a three-game pre season tour of Sweden and Denmark, they drew

1-1 with FC Copenhagen in the small Danish village of Helsingor

## DIPLOMACY

It is said sport and politics should not mix but this was not the case in October 1992 when Wednesday had arranged a short tour of South Africa during a break for international games. They looked set to become the first English team ever to play in Cape Town but just days before their scheduled departure the tour fell through with Wednesday not happy about the arrangements. However the Government wanted Wednesday to act as ambassadors for Britain and, after gentle pressure was applied from upon high, the trip was suddenly back on 48 hours later – Wednesday subsequently beat Hellenic 2-1 and then drew 2-2 with Sundowns of Pretoria.

## DICKINSON, Arthur

One of the greatest administrators in the club's history, joining the committee back in 1876 and serving as honorary secretary from 1891 until resigning in May 1920. It was said that without Dickinson's tireless work the club would not have survived into the 20th Century - his boundless enthusiasm was a key as Wednesday moved to Olive Grove, turned professional, became a limited company and then bought Hillsborough. He also served the Football League

and FA with distinction and was a constant at Wednesday throughout the club's early successes. He passed away in London in November 1930.

## DIVOT

A piece of turf that has entered Rotherham United folklore after helping them to a 1-0 victory at Hillsborough in December 1982! The Second Division game was tied at 0-0 when a harmless kick up field by Gerry Gow looked set to be comfortably caught by Bob Bolder in the Owls net. However the divot had other ideas and managed somehow to deflect the ball away from Bolder and straight to the surprised Joe McBride who scored into an empty net.

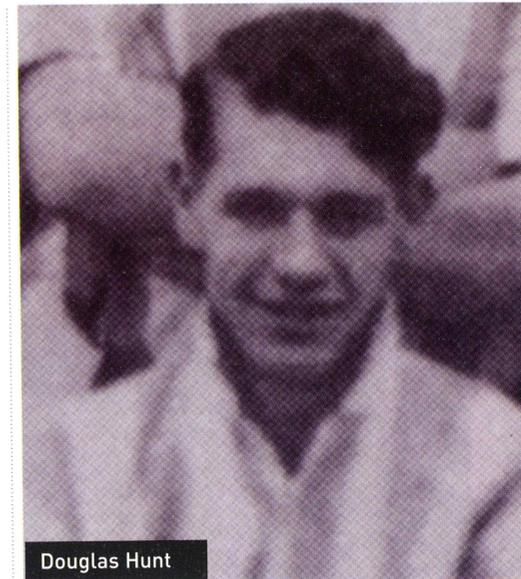
## DINNER MENUS

Until recently it was club tradition that after a successful season a gala dinner was held in a local hotel to celebrate the achievements. This started back in October 1896 when, following their FA Cup win, the players and officials dined at the Masonic Hall on Surrey Street, in the centre of Sheffield. Among the many

culinary delights on offer were Mock Turtle soup, Jugged Hare, Grouse, Italian creams and Gorgonzola cheese, while the throng were no doubt royally entertained by a 'Mr Douglas' on the piano! It was the same venue for the dinners to celebrate the back-to-back league titles in 1903 and 1904 although the former celebration now included a tenor, baritone and humorist. The wonderfully ornate dinner menus produced for these occasions also set out the various toasts to be made throughout the evening, including those to The King, The Royal Family, The Defensive Forces of the Crown and, last but not least, The Champions! After winning the Cup in 1907, the celebration moved to Cutlers Hall (still an occasional venue for AGMs) while the 1926 Division Two title was toasted at the Royal Victoria Station Hotel (now known as The Holiday Inn). The party moved to the Grand Hotel for the 1950 promotion bash, where it was totally French cuisine, with a selection of wines, cocktails, liqueurs and spirits! Dinners following the 1966, 1991 and 1993 Cup Finals were all held in London and for the most recent celebration – marking 100 years at Hillsborough – Wednesday took advantage of their own banqueting facilities.

## DOUBLE HAT TRICKS

A category that includes only one man, Douglas Hunt. The former Spurs and Barnsley player achieved the feat in November 1938 when he netted after 17, 25, 39, 44, 65 and 87 minutes of the 7-0 trouncing over Norwich City at Hillsborough. He netted 25 times in his only full season at Hillsborough,

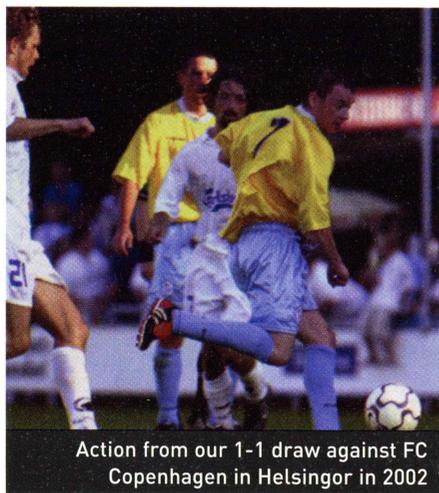


Douglas Hunt

as the Owls just missed out on promotion to Division One. After the war he left for Clapton Orient before spending 28 years as Yeovil Town trainer-coach until his retirement in 1986.

## DRAWS

Since three points for a win was introduced in 1981, a multitude of draws in now generally regarded in a negative sense. It is perhaps ironic that in the first season under the new system Wednesday managed to record ten draws, which under the old system would have won them promotion instead of Norwich City! The highest number of draws recorded in a season came in 1978-79 when Jack Charlton's side finished level on 19 occasions, vital points as he stabilised the club prior to promotion a year later. You have to go back into the 19th Century to find the lowest number of draws, when Wednesday only recorded three in both 1892-93 and 1897-98. The club's highest scoring draw came in November 1904 when the Owls fought back from 5-1 down to share ten goals with Everton.



Action from our 1-1 draw against FC Copenhagen in Helsingor in 2002



Fine dining...the menu from the dinner to celebrate our 1904 title triumph



## LADIES NIGHT - The X-Men

Saturday 11th September, 2004

Come to Hillsborough and watch The X-Men strip off their various costumes, revealing their firm defined muscular physiques! Our resident DJ will provide music throughout the night!

**This price includes an 3-course quality buffet.**

**All this for just £19.99 per person Strictly adults only.**



## An Evening with CLOSE UP Magician "Marc Oberon"

Sponsored by Sheffield Assay Office 

Thursday 30th September, 2004

Sheffield Wednesday is proud to present an evening with Magician Marc Oberon. Marc Oberon's show is an entertaining blend of magic and illusion. Having produced handfuls of gold coins from mid-air followed by bank notes from nowhere, be prepared for sensory overload when the Wizard takes the stage.

Hosted in the SWFC exclusive Boardroom you will have the chance to closely witness a spectacular performance. There will be an exquisite four-course meal.

**Priced at just £45 per person.**



## The Ultimate Quiz Night @ Hillsborough

Sponsored by Sheffield Assay Office 

Sheffield Wednesday FC are excited to announce the **Annual Ultimate Quiz Night** taking place on **Friday, 1st October.**

The evening commences at 7.30pm in our Chatsworth Suite, there will be a pie & pea supper and a top comedian Zak Stevens. The winners will receive a unique trophy, a table for six in Dooleys Restaurant, including a three course meal and seating in the Executive South Stand seating area.

**Price for a table of six is just £45.**



## Curry & Comedians

Event sponsored by NetSurity

Saturday 9th October 

Enjoy a mouth-watering choice of authentic Asian cuisine and be treated to an evening of adult humour provided by the best comedians on the circuit. There will also be a DJ on the night

**Comedian Gary Marshall Plus comedian Jo King.**

**All this for only £20.00 per person or a table of 10 @ £180**

For further information please contact SWFC's Events Organiser Chris Caress on **(0114) 221 2460** or email [chrisc@sheffieldwednesday.co.uk](mailto:chrisc@sheffieldwednesday.co.uk).



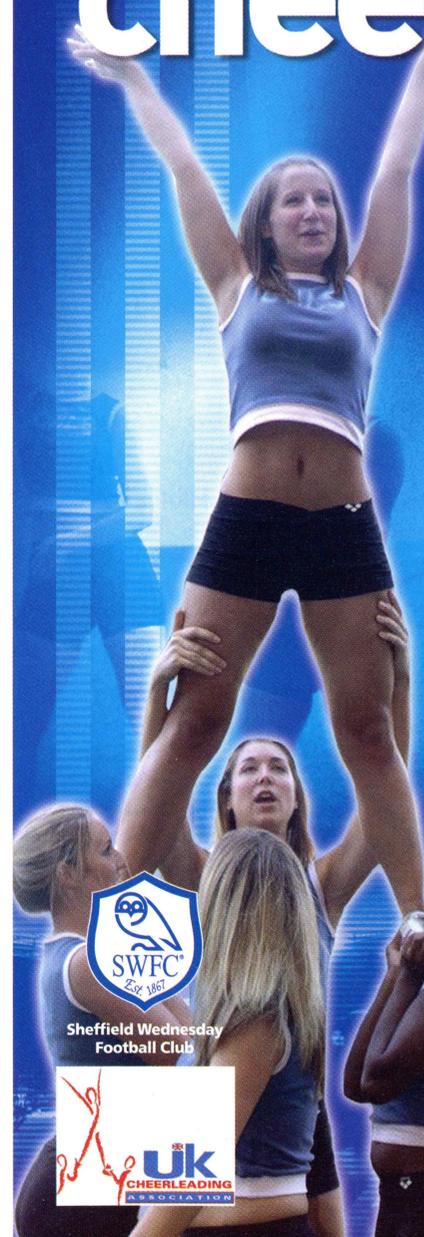
Sheffield Wednesday Football Club

*Its MORE than just a Game*



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# owls cheerleading academy



Commencing from Friday 10th September Sheffield Wednesday FC will be hosting the first South Yorkshire Cheerleaders Academy. The Owls Cheerleaders will represent the Owls nationwide in professional competitions along with live performances pitch-side on match days at Hillsborough.

The Owls have teamed up with Adele McCarthy M.A.S.D. U.K.C.A. who is a professional Cheerleading Coach and together we will create and build a successful, fun and colourful environment for youngsters aged 3 and above to come along and join us in cheering the Owls both on and off the pitch.

**Coaching classes will be held Friday Evenings in the SWFC Sportshall:**

- 5.30-6.30pm 3-7 years old
- 6.30-7.30pm 7-11 years old
- 7.30-8.30pm 11 years old +

Classes are £3 per child per class – spaces are limited and will be allocated on a first come first served basis.

**To book your place call 0114-2212460**



Sheffield Wednesday Football Club



*Its MORE than just a Game*

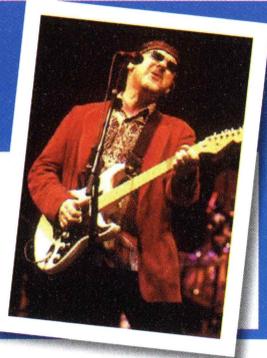


**Regional Magazine Company** are proud to be Executive Box holders at **Sheffield Wednesday Football Club**

You've picked Kevin Pressman to be the keeper for your 'Greatest' Wednesday post-war team – Pressie winning 532 of the 1269 votes cast, just 32 ahead of Ron Springett. The fans' right-back vote closed yesterday, while the left-back shortlist will appear in these pages for the Bournemouth game.

# The Greatest

This afternoon's 'Greatest' team is picked by singer/songwriter Paul Carrack. Still enjoying success as a solo artist, Paul is formerly a member of Squeeze and Mike And The Mechanics.



**A lifelong Wednesday fan, Paul first travelled down to Hillsborough with a van-load of mates from Crookes for a match against Cardiff City in the 1950's.**

**GOALKEEPER**  
**1. Ron Springett**

Ron was simply the best goalkeeper I've ever seen at Hillsborough. He wasn't a really big guy but he was incredibly agile and a fantastic keeper.

**RIGHT-BACK**  
**2. Roland Nilsson**

Roland was just a consummate professional – pure class. He was a great defender, very intelligent and a fantastic reader of the game.

**LEFT-BACK**  
**3. Don Megson**

Don was a very different kettle of fish to Roland – a very intimidating presence. I remember him most for his bone-crunching sliding tackles!

**CENTRE-BACK**  
**4. Des Walker**

I think the chant: "You'll never beat Des Walker" summed him up. He had great pace and served the club for a long time.

**CENTRE-BACK**  
**5. Peter Swan**

Peter was a very elegant player and was a pivotal figure in our defence during the early 1960's. It's a shame that he missed such a large part of his career.

**CENTRE-MIDFIELD**  
**6. Tony Kay**

He was another very intimidating player for any opposing team to come up against. If Tony tackled you, you stayed tackled! An old-fashioned left-half.

**RIGHT-MIDFIELD**  
**7. Paolo Di Canio**

I had to think long and hard before putting Paolo in because he left under a cloud. But there is no denying his skill. He was a special player and it's a pity we

couldn't have had a few more alongside him.

**CENTRE-MIDFIELD**  
**8. John Sheridan**

John is a player you've just got to have in your team. He was such a good playmaker with a brilliant left foot.

**CENTRE-FORWARD**  
**9. David Hirst**

I would describe David as a proper centre-forward. He was strong, fast and – importantly – when he had a chance I was always confident he would score.

**CENTRE-FORWARD**  
**10. John Fantham**

John was an old-fashioned type player – an attacking inside-forward who scored a lot of goals for the Owls in the 1960's.

**LEFT-MIDFIELD**  
**11. Chris Waddle**

You've simply got to have Chris in your team. He was a great

outlet whenever the rest of the team needed some respite. He could hold the ball, beat a man, swing in a cross and take great free-kicks.

**SUBSTITUTES**

**12. David Layne** - Another great centre-forward from our past. David Hirst reminded me a lot of 'Bronco' when he came through.

**13. Trevor Francis** - He came to Wednesday at the end of his career but his class still shone through.

**14. Tommy Craig** - Tommy was a fantastic midfield playmaker – added to that, I can never remember seeing him miss a penalty.

**15. Alan Finney** - A genuine outside left – a real nippy winger.

**16. Mick Lyons** - Mick was absolutely lion-hearted – a great captain and a great leader.

**MANAGER**  
**Ron Atkinson**

Ron's time as manager was the most fun I can remember at Hillsborough. The place was buzzing and we played football with a smile. We really held our heads high in that era.



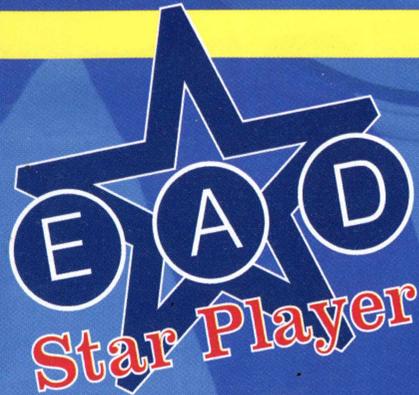
**\*Paul begins a 30-date tour in October. He'll be playing at the Winding Wheel, Chesterfield on Thursday 18 December and will be at the Doncaster Dome the following night.**  
Find out more details at [www.carrack-uk.com](http://www.carrack-uk.com) where you can also buy the new DVD of his performance live at the Buxton Opera House.



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**DIADORA**

Guylain Ndumbu-Nsungu marked his first campaign at Hillsborough by scooping the "Player of the Year" award but with no fewer than 10 new signings during the summer, the exciting front man has plenty of competition for your vote this time around!

EAD Solicitors have been a loyal supporter of the Sheffield community for the past six years and are proud to be associated with Sheffield Wednesday and The Star.

That's why EAD Solicitors are delighted to sponsor the Owls' "Player of the Month" Competition for 2004-05, and even more delighted to announce that this season, the introduction of text voting will make it even easier for you to cast your vote and win fantastic prizes such as tickets to the big games at Hillsborough, signed SWFC shirts courtesy of Diadora, and the opportunity to meet your favourite player.

If you travel on the Inter City Owl, you can nominate your chosen player each month by filling in a voting slip and handing it to your coach steward. In addition, at the end of each month in **The Star** and **Green 'Un** we'll be printing details of how to cast your vote and enter yourself into our fabulous prize draw.

**Make YOUR vote count - and get the chance to win a prize that any Wednesdayite would wish for!**



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Gail Simmonds, and Garry Dickinson of EAD present Guylain Ndumbu-Nsungu with The Player of the Season award for 2003/04

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LeeBullen



# Captain's Column

With Chris Marsden away from the club this week for family reasons, Lee Bullen pens today's captain's column.

**W**elcome to Hillsborough as we take on league leaders Luton here this afternoon.

It is a very important game today, the sort of occasion you look forward to as a player. Luton arrive here having started the season with six successive wins - a fantastic achievement. There are at least nine or ten clubs who could challenge at the top and they are the team in pole position at the moment. From our point of view, we have to see today's game as a chance to close in on Luton. A victory would put us within five points of them and that's what we have to aim for. We don't

want gaps opening up at this stage of the season so it sets the stage for the sort of game that players shouldn't need motivating for. Looking back at the Tranmere and Oldham games, I feel we should have had more from both of them. At Tranmere we made a very poor start - you can't afford to give teams a 2-0 lead at that stage. However we retained our belief, fought our way back into it and you have to say decisions going against us stopped us from getting a point. We made hard work of things against Oldham last Monday. At 1-0 up we should really be seeing the

game out. With 15 or 20 minutes to go we had tired a bit after three games in six days, but that is where we have to maintain our concentration. We have to be mentally strong enough to keep focused and hold on to what we have. If you look at what Luton and Hull have done, they have been picking up the narrow, sometimes scrappy, wins and really digging deep to get three points. We have to do that and make sure we are ruthless, not only in finishing chances but also in restricting the other side's opportunities. I'm writing these notes having led the side against Oldham as Chris Marsden was unfortunately absent due to a family illness. All the players send their best wishes to Chris and his family and are thinking of them at this time. It isn't the way I wanted to be the captain but it was a massive honour. I've been captain at other clubs a couple of times but leading a club of this size really is something else. There were two or three other players who could have been chosen to lead the team so for the manager to pick me was very nice. We will all be glad to see Chris back in the side when he is ready to return. I felt we missed

his experience in central midfield against Oldham. That's no disrespect to Glenn Whelan and Lewis McMahon, but we needed someone to put their foot on the ball at times. Chris does that, he is prepared to play a short ball and be patient rather than look for a 'winning' pass. I think that the expectation of the crowd here is very similar to that which I have noticed when playing at Celtic and Rangers for Dunfermline. The fans want to see the team attacking when sometimes the situation requires us to take a calmer approach and bide our time a bit. That's something we have to think about at times. Wednesdayites have turned out in superb numbers in our games so far and that support will be vital for us today. So get behind the lads in your usual way and hopefully we'll have a win to celebrate come five o'clock this evening.

**Over the course of this season you can e-mail your questions in for Chris Marsden to answer in his captain's column. E-mail them to [web@swfcpress2.f9.co.uk](mailto:web@swfcpress2.f9.co.uk) for the Bournemouth programme after next Saturday's game at Walsall.**



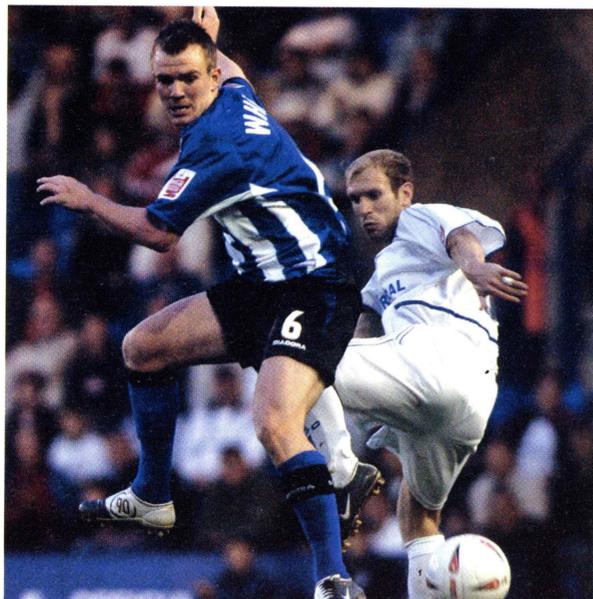
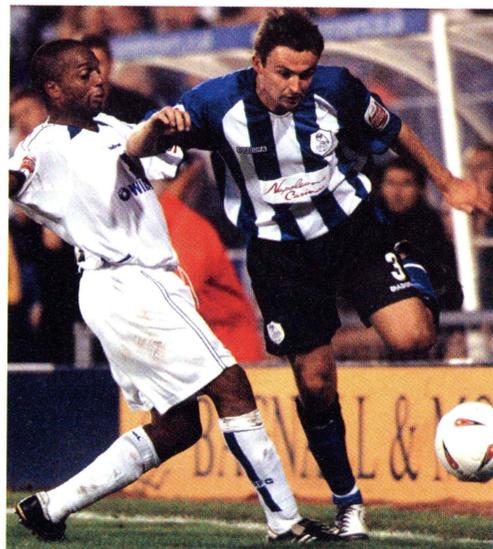
Keep your eye on the ball!...Lee in action at Tranmere

# vs Tranmere Rovers

## Prenton Park, 27/08/04

A slow start to the game – not to mention some erratic officiating – condemned the Owls to defeat after four successive wins. Wednesday have not won at Prenton Park since 1939 and early goals by Calvin Zola and Michael Jackson meant that long run was rarely threatened. When Steven MacLean

did reduce the arrears, a linesman's flag harshly penalised Guy Branston for a penalty box tackle. Guylain Ndumbu got another one back but Iain Hume's fourth – after what seemed to be a shove on Lee Bullen – put the hosts out of reach before Branston's late sending-off.



Pos	Player	G	Sub	Y/R	Pos	Player	G	Sub	Y/R
G	Achterberg				G	Lucas			
RB	Taylor	1			RB	Collins			
CB	Jackson	1			CB	Bullen			
CB	Sharps				CB	Branston			
LB	Goodison		77		LB	Heckingbottom			
RM	Hall				RM	McGovern		78	
CM	Rankine				CM	Whelan			
CM	Harrison		9		CM	Marsden			
LM	Roberts				LM	Ndumbu	1	78	
CF	Hume	1			CF	MacLean	1		
CF	Zola	1	60		CF	Peacock			
S	Howarth				S	Poulter			
S	Loran				S	Wood		78	
S	Beresford		77		S	Brunt			
S	Whitmore		9		S	McMahon			
S	Dadi		60		S	Proudlock		78	

### Men of the Match - The top performers

SWFC	Paul Thompson Sheffield Star	Yorkshire Post	Tranmere Rovers official website
Steven MacLean	8	8	8
Lee Peacock	7	8	7
David Lucas	7	8	7

### Tranmere Rovers

Calvin Zola	7	8	8
Iain Hume	7	8	8
John Achterberg	7	8	7



### Clockwatch:



12mins  
Zola heads Taylor's cross low past Lucas' right hand



18mins  
Jackson arrives at the far post to convert from Roberts' corner



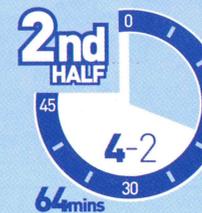
27mins  
MacLean sweeps home from Peacock's knock-down



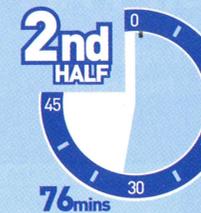
30mins  
Taylor sends Lucas the wrong way from the spot



45mins  
Ndumbu sidefoots MacLean's pass inside the far post



64mins  
Hume fires home a shot that is deflected off Heckingbottom

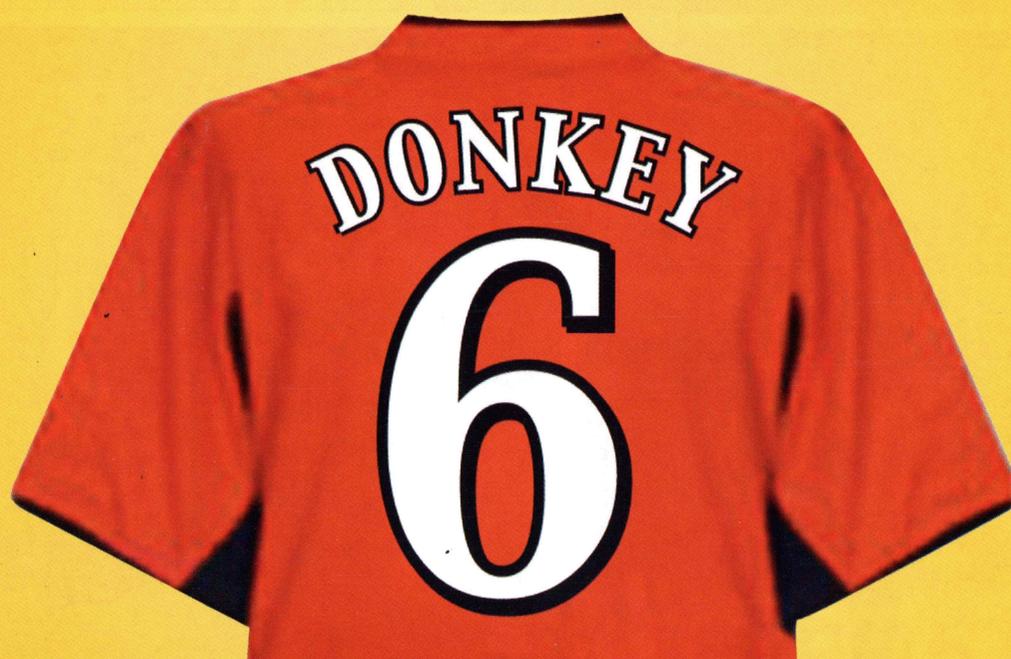


76mins  
Branston is sent off after an incident involving Dadi



83mins  
MacLean fires into an empty net but Peacock had been penalised

# Player not performing?



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## Wood You Believe It?

The Yorkshire-born defender has gone from academy side to first team – and then to a status as one of the club's longest-serving players – in just 18 months. Here, he tells us about his learning curve.

**A**round a year and a half ago, Richard Wood was plying his trade for the Wednesday academy under-19's, combined with regular appearances in Colin West's second-string eleven.

The teenager was elevated to the next level at the back end of the 2002-03 campaign and, it's fair to say, has not looked back

regular duty.

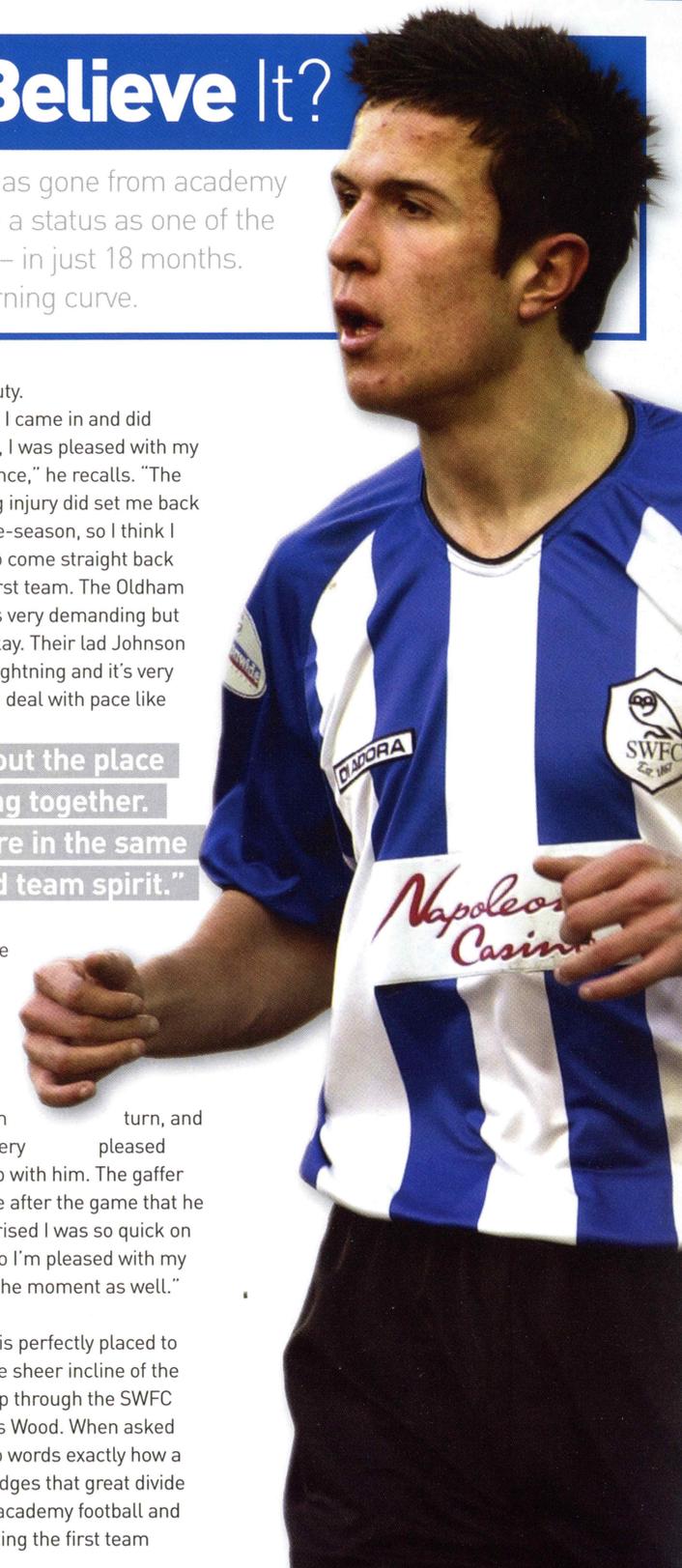
"I thought I came in and did quite well, I was pleased with my performance," he recalls. "The hamstring injury did set me back a bit in pre-season, so I think I did well to come straight back into the first team. The Oldham game was very demanding but I coped okay. Their lad Johnson was like lightning and it's very difficult to deal with pace like

"There is a different feel about the place with all the new lads coming together. Because a lot of the players are in the same situation, there's a really good team spirit."

since. On Bank Holiday Monday this week facing Oldham, the extremely promising centre-half produced a mature and assured performance at the heart of the Owls defence, an eye-catching display made all the more impressive by the fact that Wood missed a good chunk of his crucial pre-season programme. Every professional footballer will tell of the importance of a good pre-season, which invariably serves as the solid foundation for the months ahead. A slight hamstring tear disrupted that preparation period, but Richard proved against the Latics – via a 12-minute substitute appearance at Tranmere three days previously – that he is now fully recovered and ready for

that. I gave him a few yards every time, tried not to let him turn, and I was very pleased to keep up with him. The gaffer said to me after the game that he was surprised I was so quick on the day, so I'm pleased with my speed at the moment as well."

If anyone is perfectly placed to assess the sheer incline of the full rise up through the SWFC ranks, it is Wood. When asked to put into words exactly how a player bridges that great divide between academy football and representing the first team



here at Hillsborough, he thinks long and hard before delivering his answer.

"You can't really put it into words, really; the feeling," he smiles. "It's difficult to know where to start. The adrenalin rush, for one, takes a bit out of you, and the tempo is so much higher. And there's the pressure as well. Obviously, it's important in the reserves and the academy not to make any mistakes, but they don't cost the

appearances last season and hopes to at least emulate that figure this time around. When Chris Turner's full rearguard complement is available, however, Wood will face stiff competition from more experienced pros such as Graeme Lee and Guy Branston for a starting shirt. It's all part of the learning curve for the Ossett product, who can only gain experience himself, of course, by racking up the games.

He scored five goals in five games at the start of the season, so he'll be a real handful. If I can get a good game against the likes of Howard under my belt, though, I'll be very pleased. He's a different kind of striker to the Oldham pair Johnson and Jack, who were really quick and constantly looking to get in behind our defence. Howard is different, I don't think he'll be looking to turn me, he won't beat me for pace, but he is a

**"Luton are on a roll, they'll be playing with confidence, but if we keep it tight and play like we know we can, we can get the points."**

club anywhere near as much as those that are made in the first team. So, overall, the step up is very, very demanding...but very rewarding at the same time.

"I have been playing in the reserves as well as the academy since my first year full-time at the club and that has really helped me along. But the gulf between academy football and first team football, it's just massive, you can't really describe it. There is no real pressure on you playing for the academy, even though at that age you think that there is. There's no crowd, the lads that you are playing with and against are not experienced, they are all the same age...the list is endless." Richard made 12 league

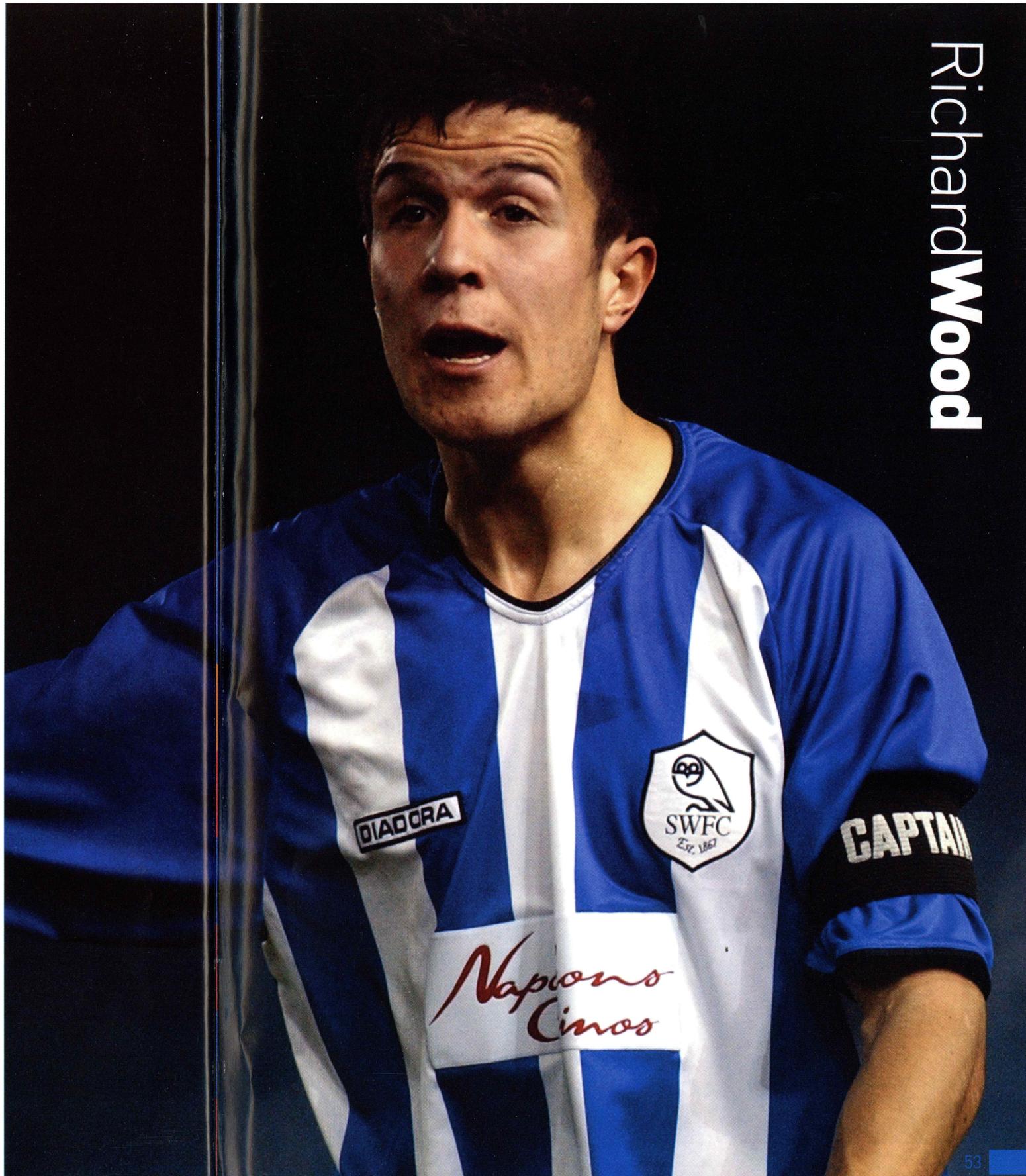
Following his able showing versus Oldham, he is now looking to the immediate future and beyond...beginning with table-toppers Luton this afternoon.

"Obviously, with Guy's suspension and Spike's (Graeme's) injury, there's a chance for me to get a run in the team. Hopefully, I can bed myself in and keep my place. I'm really looking forward to today's game and if I'm selected, I feel sure I can do a good job for the team. Luton are on a roll, they'll be playing with confidence, but if we keep it tight and play like we know we can, we can get the points.

"If I am playing, I will really have to be on my guard against Steve Howard.

real threat in the air and I'd expect a more physical battle than the Oldham strikers gave. If I can do well against Howard, that will give me confidence to do well against anybody in this division."

Without question, the Hatters test is set to be the toughest faced by Wednesday so far this term, and boss Turner will be hoping that skipper Chris Marsden is available for selection after family commitments dictated his absence from the Latics stalemate. Turner emphasized post-match just how much the Owls missed the captain's presence in the engine room, and Wood further endorses that train of thought. "It's his experience,"



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Richard explains. "You can't put a price on it. He helps out so much, all over the pitch really. He's the calming influence in midfield...I'm not saying Glenn and Lewis did a bad job against Oldham because they didn't, but they don't have the experience of Chris Marsden. He's always talking to you, always helping you out, he's always there as an option and we missed that in the Oldham game. But then I think any side in the division would miss a player like the skipper. It's the experience and the talking, it helps everybody and gives the whole team a lift."

Wood goes on to speak about the togetherness of the squad, and underlined the widely-held view that, because of the plethora of summer recruits at the club, the players have adapted something akin to an 'all for one and one for all' mentality. Richard reveals that the spirit at the training ground is at its highest point since he arrived in S6 - and he also confesses to taking on an unofficial role in a helping capacity towards the new signings. He signs off by laughing at the notion that he could be tagged as a veteran of the current Owls set-up, a strange scenario for a 19-year-old but true nonetheless.

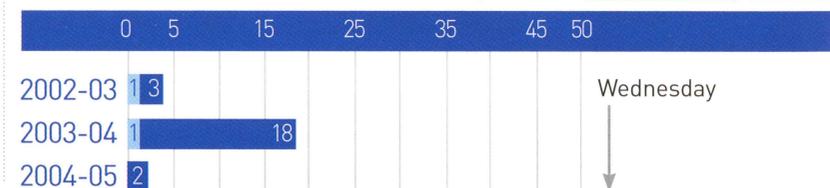
"Well, I wouldn't call myself a veteran, but yes, I

know the area and the surroundings, so I'm used to all that and helping all I can. I have got on really well with all the new lads who have come in and I've tried to make them feel really welcome. I know I am only young, but they see me as a person that has been here quite a while, which I have, so we are getting along fine. There is a different feel about the place with all the new lads coming together. Because a lot of the players are in the same situation, there's a really good team spirit, with no disruptions in the dressing room. We're a friendly bunch, a good bunch, we know we can get promotion and hopefully that's exactly what we will do at the end of the season."



## RichardWood - CareerHistory

APPEARANCES GOALS



# Wednesday **Business** vs Luton Town



**Richard Pillinger**

### Matchday Sponsor

Richard Pillinger is here today celebrating his 40th birthday with family and friends. A very happy birthday Richard, from the management, players and staff here at Hillsborough.



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A warm welcome to Keith Temple from Europa Engineering who are our Associate Sponsors today. We sincerely hope you have a memorable afternoon.



### Matchball Sponsor

We are delighted to welcome Garry Dickinson from EAD Solicitors who are this afternoon's Match Ball Sponsors. We hope you and your invited guests have a thoroughly enjoyable day.



### Chairman's Guests

Rothera & Brereton are the Chairman's Guests for the 2004-05 season. A very warm welcome to Stuart Dooley and his invited guests to this afternoon's game against Luton Town.



### Programme Sponsor

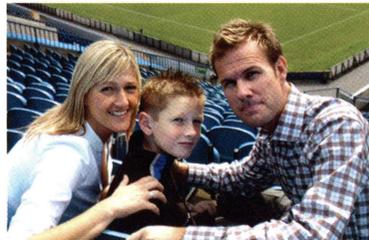
We are delighted to announce that the Sheffield Assay Office is once again going to sponsor both the Programme and the North Stand for the 2004-05 season.

Our thanks to Assay Master Ashley Carson for his outstanding support of Sheffield Wednesday Football Club.

Pictured at Monday's game against **Oldham** are:



**Graeme Lee** with kit sponsors **Thomas and Helena Leech**



**VIP mascot - Jake Bower and family**

### Sponsors Pictures

Pictured at our Carling Cup tie against **Walsall** are:



**Match Day Sponsor - City Church Sheffield**



**Adam Proudlock and Paul Heckingbottom** with their kit sponsors **Phil and Lewis Cracknell**

**SEAMS**  
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**Seams** are proud to be Executive Box holders at **Sheffield Wednesday Football Club**

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[www.nch.org.uk/fostercare](http://www.nch.org.uk/fostercare)

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the children's charity

# Xmas, New Year & Ultimate Party Nights @ SWFC 2004

Celebrate Christmas 2004 at Hillsborough and enjoy all the festive fun we have on offer. At Sheffield Wednesday FC, we are in a league of our own when it comes to that special, magical, blend of quality food, drink and entertainment. Offering a variety of party nights to suit all tastes.

## Christmas Party Lunch -

3 courses : £14.00 per person - Festive celebrations including a Disco

## Christmas Party Nights -

3 courses : £26.00 per person - Festive celebrations including a Disco

## New Years Eve Gala Buffet -

£35.00 per person - Champagne toast at midnight

## ULTIMATE PARTY NIGHTS

All Priced at £26.00 per person including a spectacular festive meal & a disco!

**TOM TASTIC** - Thursday December 9th

**THE BOOTLEG BEE GEES** - Thursday December 9th

**LADIES NIGHT- FLESH FOR FANTASY** - Friday December 10th

**MEATLOAF & CHER TRIBUTE - HELL RINGERS** - Thursday December 16th

**ULTIMATE MADNESS** - Thursday December 16th

**THE MERSEY BEATLES** - Monday December 20th

**THE UK'S No1 TRIBUTE TO QUEEN - MONARCHY** - Monday December 20th

**THE SOUNDS OF MOTOWN GOLD** - Tuesday December 21st

**NOW 80'S** - Tuesday December 21st

**LADIES NIGHT- STALLIONS** - Thursday December 23rd

For bookings please call our Christmas Co-Ordinator

on **0114-2212310**

[www.swfc.co.uk](http://www.swfc.co.uk)

Sheffield Wednesday Football Club | Hillsborough | Sheffield | S6 1SW  
Telephone: (0114) 221 2121 | Fax: (0114) 221 2122

*Its MORE than just a Game*



**Terrus** are proud to be Executive Box holders at **Sheffield Wednesday Football Club**



# Wednesday **Ex's**

Francis Hall's look around the league sees a former Owls manager sitting atop the Football League Championship.

**If you were to track back to the final day of last season you'd be hard pressed to find a side who suffered a harsher fate than Wigan.**

Leading through a Neil Roberts strike going into the last minute, it seemed that the dream of Premiership football was alive and kicking. Ex-Owls boss Paul Jewell's side had one foot in the play-offs and were preparing to plant the other one firmly on the ground when the floor suddenly caved in.

Up popped veteran striker Brian Deane to notch a last-gasp equaliser for West Ham and deny Wigan the three points they

needed to set up a semi-final meeting with Sunderland. Instead it was Crystal Palace who scraped in through the back door, despite losing at Coventry, and the Latics' misery at missing out was compounded by the fact that Palace went on to reach the top-flight.

Such a blow could easily have had a sledgehammer effect on the Red Rose outfit, but anyone expecting them to spend the summer licking their wounds would have been way off the mark.

Far from wallowing over their near miss, Jewell spent the close season modifying his squad in his bid to mould and sculpt them in readiness for another promotion bid. The Liverpoolian called for another ex-Owl, former Hillsborough favourite Emerson Thome, to beef up his back four. The Brazilian made the switch from Bolton after a season at the Reebok, having also represented Chelsea and Sunderland since leaving S6 in 1999.

Jewell recruited Crew defender David Wright, a player with 240 games already under his belt at the still relatively tender age of 24. Also following in Thome's footsteps by making the short journey from Bolton to the JJB was experienced Danish

midfielder Per Frandsen, while their attacking options were bolstered by the capture of Torquay's highly-rated forward David Graham.

Yet even Jewell couldn't have dreamed that the 2004 model of his team would enjoy as fruitful an opening period as they have done.

The first day of the season saw a domineering display against Nottingham Forest end in frustration, as the visitors snatched a 1-1 draw against the balance of play. There were no such problems in a double-header of games in the capital as they triumphed 2-0 at Millwall before a 3-1 victory at West Ham put them top of the table.

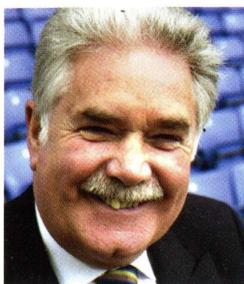
Athletic have maintained their position recently with a convincing 3-0 triumph over Brighton, a 2-1 success against Cardiff and a 1-1 draw at Sunderland, although they suffered a blip with a first round Carling Cup exit at Grimsby.

One of the major factors in Wigan's rise to the Championship summit is that their strikeforce are currently in great shape. Nathan Ellington tops the early scoring charts with five goals while fellow hitmen Jason Roberts and Lee McCulloch have notched three and two respectively.



Premiership-bound? Paul Jewell's Wigan are the early Championship pacesetters.

# CrowdSafety- Our Policies Explained



**This afternoon, SWFC Operations Manager Alan Roberts explains the club's policy on following up fans' complaints against other supporters.** "From time to time we receive correspondence from supporters who criticise us for not taking action against individuals

who they believe have committed offences at our matches. They feel that, because people aren't always arrested immediately, their behaviour is swept under the carpet. I can assure all our fans that this isn't the case and, in many instances, we co-operate with the Police to gather the evidence necessary to make subsequent arrests.

"On the same subject, I would assure you that every piece of correspondence we receive is taken seriously and followed up by the club. In addition to our usual CCTV strategy, we are

now placing stewards and police officers undercover to monitor people about whom we have received complaints, investigate their behaviour and deal with them accordingly.

"While we do make some arrests and ejections on matchdays, not all of these are clearly visible to the majority of supporters inside the stadium. The last thing we want to do is create a conflict inside the ground that spoils the enjoyment of genuine supporters who want to concentrate on the football. Sometimes people are targeted in the concourse; others may be

arrested on their way home or in the week after the game.

"The important thing for us is that you continue to provide us with information - in as much detail as possible - about people who are committing offences, whether at home or away, so we can act accordingly."

If you wish to report any incident at Hillsborough, you can contact Alan in the strictest of confidence. Text him NOW on 07963 138580. Or, next week, phone him on (0114) 221 2361, fax on (0114) 221 2122 or e-mail: [enquiries@swfc.co.uk](mailto:enquiries@swfc.co.uk)

**Watching Sheffield Wednesday is good for you ...**

Westfield plans cover you for the cost of Glasses and Contact Lenses, Dental Treatment, Physiotherapy and a great deal more besides.

To find out more call our sales enquiry line **0845 602 1629** (available 8am 6pm. Monday-Friday)

**... when you're with Westfield**

Westfield wishes the Owls every success for the season ...

**Westfield HEALTH SCHEME**



**Sheffield Wednesday FC** would like to thank our associate partners for their continued support of the Club.



# TicketOffice

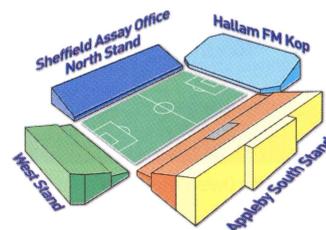
## League Matches Only

**Appleby South Stand** - Matchday £22 adults, £12 concessions. Pre-matchday £21 adults, £11 concessions

**Sheffield Assay Office North Stand** - Matchday £19 adults, £11 concessions. Pre-matchday £18 adults, £10 concessions

**Hallam FM Kop** - Matchday £16 adults, £10 concessions. Pre-matchday £15 adults, £9 concessions

**Family Members Enclosure** - Matchday £16 adults, £9 concessions. Pre-matchday £15 adults, £8 concessions. Non members incur a £3 day membership charge



## Today's Mascots

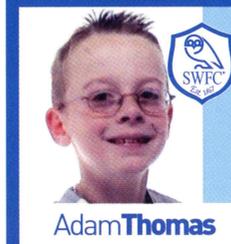


Age: 10 years old  
School: Methley Primary School, Leeds  
Favorite Players: Adam Proudlock and David Lucas  
Hobbies: Football, PlayStation2, Big Country



Age: 7 years old  
School: Methley Primary School, Leeds  
Favorite Players: Lee Peacock and Patrick Collins  
Hobbies: Majorettes, Cycling and Gareth Gates

## Our Mascot vs Tranmere was:



Age: 9 years old  
School: Loxley Primary School  
Favorite Current Players: Adam Proudlock  
Hobbies: Cycling and playing football for Hillsborough Pumas

## Family Away Trips

These trips are for family season ticket holders and members. A maximum of two adults per family booking is allowed. These trips include coach and match tickets and are advertised in this space when available. Wrexham - call the number below on Monday 6 September. OAC required by all. For further details contact (0114) 221 2407.



**Thornbridge** are proud to be Executive Box holders at **Sheffield Wednesday Football Club**

## Opening Hours

Main Ticket Office, Hillsborough  
**Mon-Fri** 9.00-5.00,  
**Sat** 9.00-12.00  
**Tel:** 0114 221 2400  
**Fax:** 0114 221 2401

Note - All matchdays - open until kick-off and for 30 minutes after the game.

\*Please note that the Ticket Office opens at 10am the morning after a night game.

City Owls Ticket Office, Castle House Co-op **Mon, Tue, Wed, Fri** 10.30-2.30 (closed Thurs), **Home match Saturdays** - 9.00-12 noon. Closed non matchday Saturdays.

## Payment Details

Cheques should be made payable to SWFC Ltd and sent to : Sheffield Wednesday FC Ltd, Hillsborough, Sheffield S6 1SW.

## Keep Your Ticket Stubs

Due to the limited number of tickets available for some away games, all supporters should be aware that they should keep all their ticket stubs, especially from away games. Where tickets for away matches are in short supply, we may prioritise fans who have regularly travelled to away games and may ask fans to produce ticket stubs from designated matches.

## Credit Card Bookings

When paying by credit card, please make the ticket office staff aware if you are paying with a Sheffield Wednesday MBNA card.

## Owls Away Card

Please note that tickets for away matches will ONLY be sold to supporters in possession of a valid Owls Away Card. Contact the ticket office for more details.

# NextGames

Saturday 11th Sept 2004  
Bescot Stadium kick-off 3.00pm



**Walsall** ALL TICKET - OAC REQUIRED

## The Preview

It is likely to be an altogether different Walsall side faced by the Owls next weekend to that which was defeated here in the recent Carling Cup first round tie. Saddlers boss Paul Merson changed his entire outfield ten for the trip to Hillsborough but the Midlands were back to normal for their Bank Holiday weekend draw at Torquay, followed by a home win over Swindon Town.

That 3-2 victory took both their goals for and against tallies to 13 in just six games - figures that would be even higher but for the goalless showdown at Plainmoor. To date, WFC remain unbeaten at their Bescot base as they begin their quest to make an immediate return to second tier football.

Ticket Prices	Adult	£15
	Over-60	£10
	Under-16	£10

Ticket Availability	General Sale (OAC only) -
	Now

Inter-City Owl **Departs: 11.45am**

ICO Prices	Adult Member	£10.00
	Junior Member	£9.50
	Non Member	£10.75

## The Directions

Leave the M6 at junction 9. At roundabout take the A461 towards Walsall. As road divides turn right into Wallows Lane, then in right-hand lane across set of traffic lights and right at the next set. Bescot Stadium is on the left behind retail park. There is plenty of parking at the ground. Street parking is also available, but parking at the nearby retail park and Morrisons is NOT allowed.

Saturday 18th Sept 2004  
Hillsborough kick-off 3.00pm



**AFC Bournemouth**

The first two league meetings between the Owls and the Cherries took place last season - and Wednesday are still awaiting their first league goal against AFCB after 0-1 and 0-2 defeats in September and March.

Sean O'Driscoll's side adapted impressively after promotion from the old Division Three, figuring in the upper reaches of mid-table for the majority of the season, despite one of the smallest squads in the division.

Before last term, the Owls had met the south coast side on eight occasions in cup competitions, knocking ten goals past them in two pre-War FA Cup ties, with three draws from the remaining six matches.

Now on **General Sale**

Wednesday 22nd Sept 2004  
Highfield Road kick-off 7.45pm



**Coventry City** CARLING CUP Round 2

ALL TICKET - OAC REQUIRED

## The Preview

The Carling Cup draw has handed the Owls a trip to face Peter Reid's Championship outfit.

Ticket Prices	Adult	£10
	Over-60	£5
	Under-16	£5

Ticket Availability	Season Ticket Holders with ID number & OAC -
	Now

# Also on Sale

▶▶▶ **Coventry City - cont ...**

Ticket Availability cont...	Members with ID cards & OAC - Wed 8 Sept
	General Sale (OAC only) - Monday 13 September

Inter-City Owl **Departs: 4.00pm**

ICO Prices	Adult Member	£10.00
	Junior Member	£9.50
	Non Member	£10.75

## The Directions

Take the M1 and M69, leaving to follow the A4600 to Coventry City Centre. Continue along this road for about 3 miles until you pass under a bypass flyover. A few metres after the bridge turn right at the traffic lights into Swan Lane. The ground is on your left, half a mile along the road.

Saturday 25th Sept 2004  
Racecourse Ground kick-off 3pm



**Wrexham** ALL TICKET - OAC REQUIRED

## The Preview

The Dragons have made another decent start to League One football, despite financial worries that threaten their future.

Ticket Prices	Adult	£15
	Over-60	£11
	Under-16	£11

Ticket Availability	Season Ticket Holders with ID number & OAC - Now
	Members with ID cards & OAC - Wed 8 Sept
	General Sale (OAC only) - Monday 13 September

▶▶▶ **Wrexham - cont ...**

Inter-City Owl **Departs: 10.45am**

ICO Prices	Adult Member	£10.50
	Junior Member	£9.50
	Non Member	£10.75

## The Directions

Woodhead Pass and M60 (South), then the M56 to Chester and M53 (Wrexham) onto the A55 and A483 to Wrexham. Leave the A483 Wrexham bypass at the A541 Mold exit and follow 'Town Centre' signs - the ground is clearly visible to your left. No parking at the ground and street parking is limited. Cars can use the NEWI College next door, but wheel clamps are in use on the Plas Coch Retail Park. Town centre car parks are a 10-minute walk.

Wednesday 29th Sept 2004  
Hillsborough kick-off 7.45pm



**Chester City** LEV VANS TROPHY Round 1

With Ian Rush newly appointed as manager, Chester make their first visit to Hillsborough for 17 years.

Ticket Prices	Adult	£10
	Over-60	£5
	Under-16	£5

Season ticket holders have until Wednesday 22 September to claim their own seat. PLEASE NOTE - the Sheffield Assay Office North Stand is closed for this game. Cup-tie season ticket holders in the North Stand will be contacted by the ticket office regarding a relocation for this game.

Now on **General Sale**

Saturday 2nd October 2004  
Hillsborough kick-off 3.00pm



**MKDons**

The artists formerly known as Wimbledon make their first visit to Hillsborough in their new guise.

Ticket Availability	Members with ID cards - Now
	General Sale - Mon 6 Sept



**David Ford & Whitehouse Construction** are proud to be Executive Box holders at **Sheffield Wednesday Football Club**



**Premier Mortgage Centre** are proud to be Executive Box holders at **Sheffield Wednesday Football Club**





# MemoryMatches

with Kim Olsen

The big Dane picks his most memorable games – with an inevitable choice to finish.

### Played In

FC Midtjylland 3-3 Akademisk Boldklub  
SAS Ligaen, 22 June 2003

This is a game I will never forget – it was my first start for my old team in Denmark. It was the final match of the season and it had absolutely everything you could want to see in a great game. It was also brilliant for me personally, as I scored two of the goals on my full debut, in front of the club's home fans. It was a very good way for me to start with a new club, and a good opening to my short

career in Danish football.

### Seen Live

FC Nordsjælland 1-7 FC Midtjylland  
SAS Ligaen, 22 October 2003

I was injured for this match, away to a team that is based in Copenhagen, so I had to watch the game from the stands. It was a tremendous display by our side to win 7-1 but there were so many chances it could have ended up 10-4. It was a great game for the fans to watch, with lots of good football, loads of entertainment and some

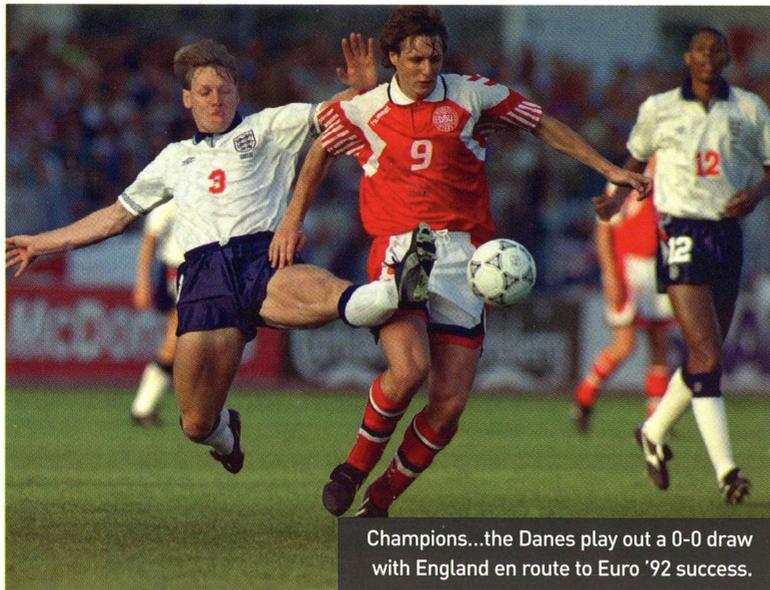
great goals.

### Watched On TV

Denmark 2-0 Germany  
Euro 1992, 26 June 1992

This is a tournament that no Dane will ever forget. For those of you who don't remember the story, we had come second in our qualifying group to Yugoslavia and hadn't made it through to the finals in Sweden. But, ten days before the competition started, the Yugoslavs were suspended and Denmark were awarded their place to compete for the trophy.

Nobody believed we would do anything in the competition – some of the players had to cut short their holidays! – and we were up against great footballing countries like England, Germany, France and Holland. But we surprised everyone and beat the Germans in the final in a match I will never forget. It was a great team effort. Peter Schmeichel was unbeatable in goal and we scored two brilliant goals from the former Arsenal player John Jensen and Kim Vilfort. It was great to bring some silverware to Denmark for the only time in our history.



Champions...the Danes play out a 0-0 draw with England en route to Euro '92 success.



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C Boyeson



Assistant Ref

S Drew



Assistant Ref

J Waring



Fourth Official

A Greaves



Today's League One Fixtures

Bradford City v. Port Vale  
 Brentford v. A.F.C. Bournemouth  
 Chesterfield v. Milton Keynes Dons  
 Colchester United v. Swindon Town  
 Doncaster Rovers v. Walsall  
 Hartlepool United v. Barnsley  
 Peterborough United v. Bristol City  
**SWFC v. Luton Town**  
 Stockport County v. Torquay United

	P	W	D	L	GF	GA	Pts
Luton	6	6	0	0	14	7	18
Chesterfield	6	4	1	1	9	5	13
Colchester	6	4	0	2	14	8	12
Hull City	6	4	0	2	10	5	12
Tranmere	6	3	2	1	8	5	11
Port Vale	6	3	1	2	12	9	10
Bradford	6	3	1	2	9	7	10
Wrexham	6	3	1	2	8	7	10
Hartlepool	6	3	1	2	8	10	10
<b>SWFC</b>	<b>6</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>10</b>	<b>11</b>	<b>10</b>
Swindon	6	3	0	3	12	10	9
Walsall	6	2	3	1	13	13	9
Brentford	6	3	0	3	10	13	9
Peterborough	6	2	2	2	8	6	8
Bournemouth	6	2	2	2	8	7	8
Oldham	6	2	1	3	12	11	7
Huddersfield	6	2	1	3	6	8	7
Doncaster	6	2	1	3	8	11	7
Barnsley	6	1	2	3	10	12	5
Bristol C	6	1	2	3	9	11	5
Stockport	6	1	1	4	9	11	4
Milton Keynes	6	1	1	4	6	12	4
Torquay	6	0	2	4	3	10	2
Blackpool	6	0	2	4	3	12	2



Sheffield Wednesday

SCORE



Luton Town

SCORE

Manager	Chris Turner	PLAYED	SCORED
1	David Lucas	○	○
2	Lee Bullen	○	○
3	Paul Heckingbottom	○	○
4	Graeme Lee	○	○
5	Guy Branston	○	○
6	Glenn Whelan	○	○
7	Jon-Paul McGovern	○	○
8	Matthew Hamshaw	○	○
9	Steven MacLean	○	○
10	Lee Peacock	○	○
11	Chris Brunt	○	○
12	Patrick Collins	○	○
14	Kim Olsen	○	○
16	Richard Wood	○	○
17	Richard Evans	○	○
18	Jon Shaw	○	○
19	Paul Smith	○	○
20	Lewis McMahon	○	○
21	Ola Tidman	○	○
22	Chris Carr	○	○
24	GuyLain Ndumbu-Nsungu	○	○
26	Chris Marsden	○	○
31	Adam Proudlock	○	○
37	John Scotting	○	○

(SWFC Auction Winner)

Manager	Mike Newell	PLAYED	SCORED
1	Marlon Beresford	○	○
2	Kevin Foley	○	○
3	Alan Neilson	○	○
5	Russell Perrett	○	○
6	Paul Underwood	○	○
7	Paul Hughes	○	○
8	Kevin Nicholls	○	○
9	Rowan Vine	○	○
11	Steve Robinson	○	○
12	Chris Coyne	○	○
14	Michael Leary	○	○
15	Stephen O'Leary	○	○
16	Enoch Showumni	○	○
17	Lee Mansell	○	○
18	Ahmet Brkovic	○	○
19	Steve Howard	○	○
20	Curtis Davies	○	○
21	Keith Keane	○	○
22	David Bayliss	○	○
23	Ian Hillier	○	○
24	Sol Davis	○	○
25	Dino Seremet	○	○
26	Matthew Blinkhorn	○	○
45	Leon Barnett	○	○

Last Home **WIN**:

25 Aug 2004, 1-0 v Walsall (Carling Cup)

Last Home **DRAW**:

30 Aug 2004, 1-1 v Oldham Athletic

Last Home **DEFEAT**:

7 Aug 2004, 0-3 v Colchester United

Last Away **WIN**:

28 August 2004, 3-1 v Blackpool

Last Away **DRAW**:

27 March 2004, 1-1 v QPR

Last Away **DEFEAT**:

8 May 2004, 0-1 v Chesterfield



Quote of the Week (MW News, Aug 31):

"That's what we want from him from the word go, for 90 minutes."

Chris Turner after Chris Brunt's goal against Oldham.