

THE ALEX

OFFICIAL MATCHDAY PROGRAMME



£2.50

 **LEAGUE 1**

vs LUTON TOWN

Coca-Cola Football League 1

Saturday 20 October 2007

Kick-Off 3.00pm

Worflake
OATS

AIR
PRODUCTS

Kindertons
accident management

Official Club Website
www.crewealex.net

ONE GAME
ONE COMMUNITY

★ BEN WILLIAMS

A goalkeeper always gets the rough end of the criticism when goals are conceded but Ben Williams has been one of our better performers this season.

"AT THE END OF THE DAY, I JUST WANT TO WIN FOOTBALL MATCHES AND GO HOME."

RYAN LOWE

THE PLAYERS
NEED TO TAKE
GREATER
RESPONSIBILITY



STEVEN SCHUMACHER

COXY IS THE
KING OF THE
STEP OVER



BILLY JONES

THE SPIRIT IS
STILL VERY
GOOD

WE WANT TO GIVE YOU SOMETHING TO SHOUT ABOUT

NOT AN EASY TIME FOR ANY OF US AT THE MOMENT. TWO DEFEATS AT HOME TO BOURNEMOUTH AND AWAY AT SOUTHEND HAS BEEN DISAPPOINTING. THE SOUTHEND GAME WAS ALWAYS GOING TO BE DIFFICULT, THOUGH WE PROBABLY ALL THOUGHT BOURNEMOUTH WERE WITHIN OUR REACH. THEY PROBABLY WERE, AND HAD WE TAKEN AN EARLY CHANCE TO GO AHEAD THE GAME WOULD HAVE BEEN COMPLETELY DIFFERENT. HAD GERRARD TAKEN HIS CHANCE TO PUT ENGLAND TWO-UP AGAINST RUSSIA THAT GAME WOULD HAVE BEEN COMPLETELY DIFFERENT. THAT IS ANOTHER STORY!

BOURNEMOUTH'S goal just after half time definitely changed the game as we had to take chances going forward and Bournemouth took

advantage with two late goals. Although the game was lost I thought our boys showed the usual spirit and finished with a flourish that

might have produced more than the one goal engineered by Byron Moore and Shaun Miller. Southend looked a strong confident team. Whilst we



ONE GAME. ONE COMMUNITY.

The directors, players and staff of both Crewe Alexandra and Luton Town are fully supporting the One Game. One Community campaign. Both clubs are extremely active in their communities and encourage supporters to embrace sport regardless of colour or race. Football is the people's game.

HAPPY BIRTHDAY LUKE MURPHY

The McGarry family would like to wish our Academy youngster Luke Murphy a very happy 18th birthday. Graham has informed us that Murph enjoyed his first trip to Blackpool and enjoyed riding on the donkey's along the pleasure beach at the seaside resort! To celebrate reaching his landmark birthday, Luke will be mixing with the stars of Sky Sports! We hope he has a great time!



had our moments they looked more like scoring and did so with a clever curling shot. Their second goal was a rebound much like Russia's second goal and when the third went in, a mix-up between defenders and 'keeper, the game had gone beyond us.

A long way for our supporters to go and even longer going home. We do appreciate your support and enjoy it when we think you are going home happy. That was the first thing Steve said when I spoke to him after the Tranmere game. He thought you had gone home happy that evening.

Our scouting efforts have produced a loan signing who will be making his league debut this afternoon. Neil watched him play for Wales U21's during the week and was impressed. Our 'keeper Owain Williams played in goal for Wales in this match. I

spoke to Steve Coppel who spoke highly of him and was happy to let him come on loan. He is a first year professional making his league debut so he is not going to dramatically change our team overnight, think of Nicky Maynard making his way at the beginning of last season. Tom Pope and Shaun Miller have had opportunities and have shown good promise without doing quite well enough yet. They will have other opportunities I'm sure.

All our players are fit and available for selection except Nicky Maynard and Stuart Tomlinson. As usual they have trained well during the week and will be prepared for today's game. We will do our best to play well enough to get our supporters behind us. It will be a great help if you do.

Thank you for your support.



THE CREWE ARMS HOTEL

Saturday 8th September
MURDER MYSTERY ELLO ELLO
MURDER MAYHEM

Saturday 22nd September
MAMMA MIA PARTY NIGHT

NANTWICH ROAD, CREWE, CHESHIRE CW2 6DN
Tel: 01270 213204 Fax: 01270 588615 Email: reservations@crewearmshotel.com

CLUB DIRECTORY

Crewe Alexandra Football Club
Gresty Road, Crewe, CW2 6EB

Telephone: 01270 213014
Fax: 01270 216320
Email: info@crewealex.net
Ticket Hotline: 01270 252610
Sponsorship and Marketing:
01270 213014 Ext 113
Alexandra Soccer Centre:
01270 216682
Official Web-Site: www.crewealex.net

PERSONNEL

Chairman: John Bowler
Directors: N. Hassall, D. Rowlinson,
J. McMillan, R. Clayton, D. Gradi,
D. Potts, J. Rowlinson and
M. Hassall
Business Operations Manager:
Alison Bowler
Finance Operations Manager:
Andrew Blakemore
Stadium Operations Manager:
Cliff Simpson
Supporters Service Manager: Bev Dyer
Promotions Manager: Martin Robbins
Press Officer: Rob Wilson
Media Relations: Louise Irvine
Club Chaplain: Simon Lawton
Club Doctor: Mike Freeman
Club Historian: Harold Finch

COACHING STAFF

Technical Director: Dario Gradi
Assistant Manager: Neil Baker
First Team Coach: Steve Holland
Fitness Coach: Andy Franks
Senior Physiotherapists:
Matt Radcliffe and Steve Walker
Community Project Manager:
Ray Walker
Academy Director: Steve Holland
Assistant Academy Managers:
James Collins and Neil Critchley
Academy Recruitment Officer: Phil Swift
Academy Education and Welfare Officer:
Malcolm Hughes

HONOURS

Football League Division 2:
Runners Up 2002/2003
Play-Off Winners 1996-1997
Football League Division 3:
Third and Promoted 1993/94
Football League Division 4:
Third and promoted 1988/89
Fourth and promoted 1967/68
FA Cup: Semi Finalists 1888
League Cup 3rd Round: 1975, 1976,
1979, 1993, 1999, 2000, 2002
Welsh Cup Winners: 1936, 1937
FA Youth Cup Semi Finalists: 2003/04
Football League Most Admired Club: 2005

KICK IT OUT

Crewe Alexandra Football Club will not tolerate racial abuse of any kind. Such behaviour is illegal and will result in arrest, ejection from the Alexandra Stadium and a lifetime ban. Please contact the nearest steward or police officer if you come into contact with racism or violence of any kind.



Isn't it time you became a Piefectionist?



Pukka Pies are the nation's favourite brand of takeaway pies. Pukka Pies is an independent company with a passion for pies. They are made with the finest quality ingredients in stringently hygienic conditions by dedicated and caring people.

Pukka Pies are full filled in a light puff pastry. They taste great and have true flavours...don't compromise.

PUKKA-PIES®

...don't compromise

© Pukka Pies Ltd • The Halfcroft • Syston • Leicester LE7 1LD • Tel: 0116 264 4004 • Fax: 0116 264 0092 • pukkapies.co.uk

PLAYER INTERVIEW with BILLY JONES

THERE IS A GOOD SPIRIT IN THE ALEX CAMP

FIRST CHOICE LEFT BACK BILLY JONES IS DESPERATE TO HELP CREWE ALEXANDRA GET BACK TO WINNING WAYS AT HOME THIS AFTERNOON. THE FORMER EXETER CITY DEFENDER WAS LEFT SCRATCHING HIS HEAD IN DISBELIEF AS THE THEN BOTTOM CLUB BOURNEMOUTH ROMPED TO A 4-1 WIN AT THE ALEXANDRA STADIUM JUST A FORTNIGHT AGO. AFTER WATCHING A RE-RUN OF THAT PARTICULAR ENCOUNTER ON THE DVD, JONES (LIKE MANY OTHERS) FELT THAT THE BOURNEMOUTH CAMP WERE FLATTERED BY THE SCORE LINE. EVEN THE OPPOSITION MANAGER KEVIN BOND FELT IT WAS ONE OF THOSE DAYS WHERE IT COULD EASILY HAVE ENDED UP FOUR APIECE.

SAYING THAT Crewe's home results have been rather puzzling. We had to grind out a tough 2-1 win over Brighton on the opening day of the season and then arguably produced our best attacking performance of the season to inflict a 2-0 defeat over an in-form Huddersfield Town. Those highs have been somewhat overshadowed though with the defeats to Leyton Orient, Bournemouth, last weeks' disappointing defeat at Southend and the goalless draw with Millwall. It's been a real case of Doctor Jekyll and Mr. Hyde from the Railwaymen. Hopefully, Mr. Hyde will be in attendance for the visit of Luton Town this afternoon because we need to get some more points on the board.

"Of course, everyone was hugely disappointed to concede four goals at home and then three again last weekend, especially when we had looked pretty solid defensively," said Billy. "It has been disappointing to be a part of the back four in the last two games, but I still think the scoreline did flatter

Bournemouth. It was never a 4-1 game and I think they admitted as much afterwards.

"We created just as many chances as they did, decent chances as well, and if we had taken one or two of them then it could have been them on the receiving end of that score line. It was a strange game really and we came in and sorted things out on the DVD.

"People will look at the last two results and think we have a major problem but the lads here aren't thinking that. We know we have some very good players here and it is important for us to continue to believe in our own ability.

"We know we have to do better individually and collectively as a team, but I'm convinced that things will turn around for us."

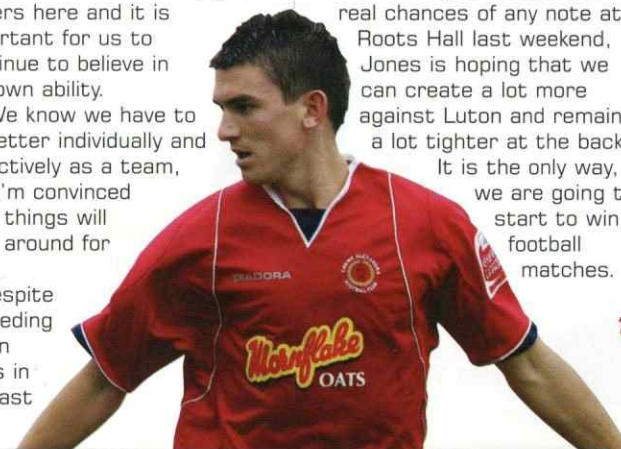
Despite conceding seven goals in our last two

outings, Billy says that the spirit in the camp and the hard work out on the training ground will result in a transformation in our season. It is always important never to dwell too much on a bad result.

Billy explained: "There is a good spirit in the camp and no one ever comes in with a bad face. We all want to work hard and become better. We just have to pick ourselves up, stick together and tackle each game as it comes."

After failing to create any real chances of any note at Roots Hall last weekend, Jones is hoping that we can create a lot more against Luton and remain a lot tighter at the back.

It is the only way, we are going to start to win football matches.



Programme Advertising 01270 213014 ext 114

'IT'S A REAL CHALLENGE, BUT ONE I'M RELISHING'

CREWE ALEXANDRA'S NEW FIRST-TEAM COACH IS EXPERIENCING A REAL BAPTISM OF FIRE WITH RESULTS NOT AS HEALTHY AS WE WOULD HAVE WANTED OR EXPECTED SO FAR THIS SEASON. CREWE HAVE SUFFERED TWO POOR RESULTS ON THE BOUNCE NOW AND HAVE RATHER SURPRISINGLY CONCEDED SEVEN GOALS IN THE PROCESS AGAINST BOURNEMOUTH AND SOUTHEND UNITED. AFTER BEING ABLE TO BRING LEE BARNARD IN ON LOAN FROM TOTTENHAM HOTSPUR, EVERYTHING LOOKED LIKE GOING IN THE RIGHT DIRECTION, ESPECIALLY WHEN DEFEATED AN IN-FORM HUDDERSFIELD TOWN HERE AT GREYSTY ROAD BACK IN EARLY SEPTEMBER.

WITH A SOLID looking defence and a more potent strikeforce, we really did look capable of breaking into that top six. Since that wonderful performance against 'The Terriers', our progress has dramatically

stalled and we have now not won in the last six. It has become a major challenge for Steve Holland and he is working in overdrive to try and rectify the situation.

Results have not been going our way of late, and what we may lack in quality, the coaching staff and playing staff are trying to solve through sheer hard work. No one can doubt their effort and take it from me; no-one has worked hard than Steve. It has been a tough introduction to management but to ultimately become a mentally strong football manager, you have to take the rough with the smooth.

"This is a real challenge, but I knew it would be at the start of the season because we lost two or three decent

players for one reason or another and then Nicky (Maynard) was injured after 20 minutes of the first game, so that meant we had to go out and get another striker in and that is never easy," admits Steve.

"I thought it would be a difficult job because we have invested in a number of new players and they will need some time to fit in and gel as a team. Now we are ten games into the season, I think it is more difficult a job than I had anticipated but that is the challenge we all face.

"I think we can all do better and it is a time for real character and for us to pick ourselves up, unite and attack the next game. We are looking at it at a game at a time and if we can get one or two breaks then I'm sure some of the confidence and self-belief will come back into the players and the results will come.

"At the moment we don't look like scoring many goals and we are conceding goals

again, so it doesn't take a genius to work out that we have a major problem there. I want the players to show that character and start to improve as individuals. If they can do that and start to perform better, then the team will improve because I believe the nucleus of the team is still good."

Steve remains confident that we can turn our season around and says that our unique spirit in the camp will only help us in the longer term. There is no finger pointing or blame mentality at Crewe Alexandra. We all stick together and as a club take collective responsibility when we are having a tough time on-and-off the pitch. All we can do is ask our loyal supporters to stick with us and assist us in trying to turn the corner. In times of adversity, your support is a telling factor.

Of course, there is always going to be moaning and groaning but in fairness, the majority of the Alex faithful have been terrific and as for those who travelled to Southend last weekend for the early kick-off, we can only applaud them for their efforts and loyal support. Although, we didn't give them too much to shout about on the day, their unbelievable support was greatly appreciated by everyone at the Football Club.

Steve revealed: "The spirit is not as good as it could be, because we are not picking up enough points at the moment and the confidence of the players is not as high as you would like, but the spirit is

still good and the players are still with it.

"They are desperate to do well this season and are working hard every day in training. They are bitterly disappointed to see where we are in the league and so I am. I am looking at myself and seeing what I could be doing better or seeing if there is something I'm not doing. It is a learning curve for me but I am enjoying the challenge.

"Hopefully, if we can get a break and pick up a result somewhere then the self-belief and confidence will improve. It is my job to give the players a fresh impetus, hope and to give them that extra belief in their ability. There is a lot of work to be done and we can all be doing better."

It is my job to give the players a fresh impetus, hope and to give them that extra belief in their ability.

When results are not arriving as expected, the criticism often follows. Rightly so too. No one is more disappointed than Holland and the coaching staff to see us closer to the bottom than the top. They have worked tirelessly trying to structure a winning formula and searching for those better-equipped players that could improve us. It isn't easy.

What is wrong is that some supporters genuinely believe that the new coaching structure with Dario Gradi as Technical Director is to blame. To be brutally honest, it is absolutely rubbish to even suggest that the new arrangement has contributed to our start to the new

season. Let's get one thing abundantly clear straight away. The vastly experienced Dario Gradi is helping Steve Holland find his feet in management. He certainly isn't interfering with anything and is letting Steve make up his own mind on tactics and team selection. Steve is making his own decisions and has the final say on a match day. He isn't daft and when you have someone who has worked more years in professional football than anyone around the training ground, you should ask him for his advice.

The coaching staff at Crewe have worked together for over 15 years now and have guided the club to numerous

promotions and remarkably kept us in the Championship for eight years out of a possible ten. Let me assure you, there are not many clubs on such limited

resources who will accomplish that in the future. It is an achievement that probably has not received the praise it should have done in football circles.

The old proverb that states that 'Too many cooks spoil the broth' doesn't apply at Greysty Road. It is still the three same coaches that brought unprecedented success to a small town club by working all the hours under the sun to bring success and pride to its supporters. Not much has changed, except that now Steve Holland has the final say, and he has embraced the extra responsibility with a real drive and determination.



NO ONE IS WORKING HARDER THAN OUR FIRST-TEAM COACH

'IT'S ABOUT TIME THE PLAYERS JUSTIFIED THEIR SELECTION'

RYAN LOWE IS GOING THROUGH A PHASE IN HIS CAREER THAT ALL STRIKERS TEND TO GO THROUGH AT SOME STAGE. LOWE'S ONLY GOAL THIS SEASON HAS COME AGAINST HIS FORMER CLUB CHESTER CITY IN THE JOHNSTONE'S PAINT TROPHY. AT THAT PARTICULAR MOMENT, IT WAS A GOAL HE WOULD HAVE RELISHED SCORING BECAUSE HE HAD RECEIVED SOME UNWARRANTED STICK ON HIS RETURN TO THE DEVA STADIUM - BUT THAT NIGHT ENDED IN DISAPPOINTMENT TOO WITH CREWE EVENTUALLY LOSING OUT ON PENALTIES.

LOWE would certainly trade his solitary goal so far for a break in a league game because the Liverpool-born forward has not registered a goal in League One this season. In fact, Ryan's last league goal was in April in a 3-1 win over Brentford. This time last season he had scored six goals, including a superb treble against Carlisle United here at Gresty Road.

In all fairness to Lowe, he has never been an out-an-out goalscorer and he has played the majority of his career as a winger. Unlike a hungry goal poacher, Lowe is willing to sacrifice his own goals ratio to benefit the team. He isn't stubborn and will play wherever the coaching staff request him to play. That attitude should be applauded.

"Of course, I would have liked to have scored more goals because that would have helped the team but I'm

not too worried about my own goal ratio," admits Ryan.

"I think my ratio is something like a goal every three or so games, so I have never considered myself to be a prolific goal scorer and I've played a lot of games as a winger both here and at my previous clubs.

"People keep asking me where I prefer to play, and I always give the same answer. I don't mind where I play, as

He added: "I get the same pleasure in helping create a goal or helping the team win when I score a goal myself. Everyone likes to be amongst the goals, and I will persevere with it and keep getting in there looking to take a chance. I have been practicing my shooting and my finishing in training and hopefully I will get one soon."

Having operated in the lower leagues with the likes of Chester, Shrewsbury and Burscough, and now at the tender age of 29, Lowe is one of our most experienced campaigners. He has

witnessed the highs and lows in football and he appreciates that Crewe Alexandra have found themselves underachieving thus far this season. Lowe is no shrinking violet and admits that it is up to the dressing room to come out fighting.

"The lads have been down and have been disappointed

with recent performances. The morale is still good at Crewe. The spirit is good and there is no pointing the blame or anything like that, but there is no laughing and dancing at the moment," says Lowe.

"We are closer to the bottom of the league than the top and that isn't what we planned. It isn't good enough and as a group of players, we need to have a look at ourselves. We all have to improve because I don't think there is anyone who can say that they are playing as well as they can.

"We are not kids anymore. We have to pick ourselves up, dust ourselves off and start to take on a greater responsibility for our own individual performances and the team collectively. We need to go out and get three points as soon as possible because we need them."

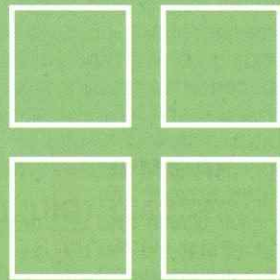
When things are not going right on the pitch, the 'buck' often stops with the management. Lowe is not hiding behind that old adage because he reveals that the coaching staff cannot do too much more in terms of preparing the players for a matchday.

"All Steve and the coaching staff can do for us, is produce sessions for us and prepare us for the opposition. The preparation is second to none. All the finer details are there and we know how hard Steve (Holland) is working. We cannot ask for any more from them.

An honest Lowe added: "It is up to us as players. It is down to us. It is about time we started repaying their faith in picking us. There has been a few harsh words said after the last two games and it is about time we started to justify our selection."



They think it's
all over...?
...it's only just
begun



Investing in our facilities

mmu cheshire thinking big for cheshire

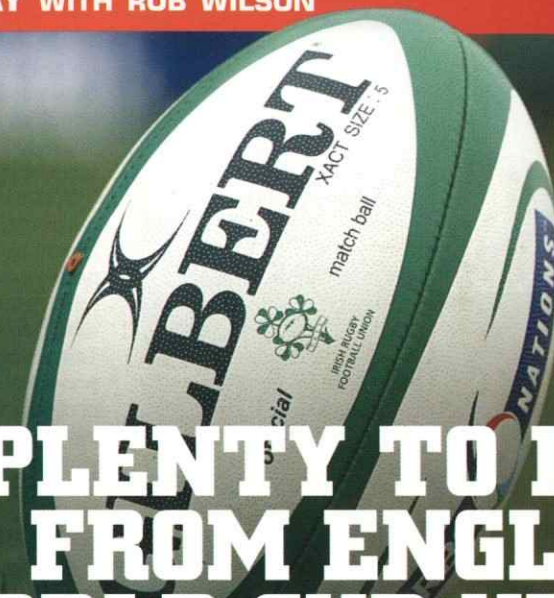


Manchester
Metropolitan
University

— Cheshire —

www.mmu.ac.uk/cheshire

EDITOR'S SAY WITH ROB WILSON



PLENTY TO LEARN FROM ENGLAND'S WORLD CUP HEROICS

LATER THIS EVENING, THE ENGLAND RUGBY UNION SIDE WILL WALK OUT AT THE STADE DE FRANCE IN PARIS AND WILL BE 80 MINUTES AWAY FROM BECOMING THE FIRST COUNTRY EVER TO RETAIN THE WORLD CUP TROPHY IN THAT SPORT. IF THEIR COACH BRIAN ASHTON CAN LEAD THE NATION TO A SECOND TRIUMPH IT REALLY WOULD BE A TREMENDOUS ACHIEVEMENT, ARGUABLY EVEN SURPASSING THEIR SUCCESS OF FOUR YEARS AGO WHEN JONNY WILKINSON'S GOLDEN BOOT SILENCED THE AUSSIES UNDER THE SYDNEY LIGHTS. HIS LATE DROP GOAL ON THAT NIGHT REMAINS ONE OF THE ENDURING IMAGES OF BRITISH SPORT. UNDER INTENSE PRESSURE, WILKINSON KEPT HIS COMPOSURE TO DELIVER AT THE CRUCIAL MOMENT. THAT IS WHAT MAKES WILKINSON A WORLD-CLASS PERFORMER IN HIS CHOSEN PROFESSION.

IF ENGLAND can overcome South Africa this evening then it would represent a quite remarkable turnaround in their fortunes, because during the group stages of the competition they were embarrassingly beaten 36-0 by the same opposition. For any rugby team not to register a single score on the scoreboard is the ultimate humiliation. It doesn't happen very often and it really shouldn't happen when an England team takes to the field. After that humbling experience, there were many pundits who felt an aging and out-of-sorts England side would struggle to emerge from a group containing Samoa and Tonga. They didn't play particularly well but scraped through the group stage behind the superb South Africans.

England's hopes had been written off by virtually everyone. Old professionals came out to knock them when

Matchday Sponsorship 01270 213014 ext 113

they were down. The bookies didn't give them a chance and set long odds for a repeat of four years ago. Even their most loyal supporters felt that their stay in France would be a short one, especially as finishing runners-up in the group meant another showdown with the hotly-fancied Australia in the quarter-final.

What the England squad did was use all the criticism, the adversity, the challenge to turn things around and channel it all to their advantage. When things were not going right on the field of play, they united as a squad, worked hard out on the training ground and slowly started to prove people wrong.

Their transformation has been extraordinary. Thanks to the boot of Wilkinson and the toughness of our 'supposedly finished' forwards, England shocked the world by beating Australia 12-10 in a gripping encounter. Next up was France in their own back yard last weekend and again despite being the underdogs, they held their nerve to silence the hoards of French supporters, who genuinely thought that it was their destiny to win their first World Cup on home turf. Against all odds they came through the test again.

Ashton's squad of players are an example to us all because over the course of this enthralling rugby World Cup they have shown that things can turnaround very quickly indeed. From being beaten 36-0 and pundits asking for the 'embarrassing squad to be flown home early' they are now on the verge of sporting greatness once again. The humble Ashton, who didn't panic when England were hammered by South Africa, is now close to a Knighthood.

That shows how things can dramatically change and what can happen if a squad or club is united and sticks together. It is only when things are going wrong, do you actually realise who has the strength to cope and who is quick to change their tune and look to blame someone. It is all about mental strength and keeping a level head when the pressure is on.

In that semi-final in France, our fly-half Wilkinson missed a number of kicks for points. On one occasion, an ambitious drop goal from distance struck the post and bounced back into safety of the French territory. At that point of the game, England were trailing and Wilkinson must have thought that it wasn't going to be his or the country's night. Someone not as mentally as strong would have been worrying that he would have been blamed for England's exit from a major tournament. That doesn't apply to Wilkinson though. He kicked over a penalty before delivering his speciality from a drop goal to secure a 14-9 win. You can never criticise Wilkinson for shying away from responsibility and in a sport like rugby, you could argue that that responsibility is even more intense on a dead ball kicker. A pack works tremendously hard to push a team further up the pitch and it must be hugely disappointing

Th loan signing of Lee Barnard eased the loss of Nicky Maynard.

for a kicker if he fails to put it between the post and register some points on the board to show for the efforts of his team-mates.

Wilkinson can win you matches, because he is always there to be counted. He doesn't worry too much if he misses one. He just makes sure he nails the next one. That is a wonderful gift to have and what makes any professional sportsmen the best. Tiger Woods has got it when it comes to putting on the green. You can even say Phil Taylor has it when it comes to darts. It's that mental strength to overcome mistakes or disappointments very quickly.

Recently, Crewe Alexandra have had a tough time of it on the pitch. After hitting some real form to overcome Huddersfield Town at Gresty Road, we have struggled to build on that success. It is difficult to really put a finger on it because the team has not changed too much from the one that Huddersfield couldn't live with. The partnership between the loan signing Lee Barnard and Ryan Lowe seemed to have clicked almost



immediately and it appeared that our season was now up and running.

Defensively we had looked stronger and with those two upfront, it looked as though the absence of Nicky Maynard would not affect us as much as we thought. Following that convincing win over Huddersfield, if we had won at Doncaster Rovers we would have moved to third in the table. We ended up losing 2-0 at the Keepmoat Stadium and have plunged down the division since. Again, that is how things can rapidly change. That is football.

We are facing a difficult time. When results are not going your way and you are struggling to get one or two breaks in matches, then it can feel as though the whole world is against you. Obviously, no-one connected with Crewe Alexandra is too pleased with the start we have made to the new season. The supporters quite rightly made their feelings known after the home defeat to Bournemouth and our first-team coach Steve Holland was quick to add that the result wasn't acceptable against the bottom club, if we want to be making progress this season.

It isn't all doom and gloom though because we have been in these type of situations before and the challenge is to turn things around. There is no need to overreact and panic. The players are sticking together in the dressing room and are desperate to have a successful season. They are working hard out on the training ground and Steve Holland is working doubly



Wilkinson seems to have ice running through his veins.

hard to discover a better formula for success on a match day.

No one is feeling sorry for themselves here or is finger pointing looking for a scapegoat. The players know they have underachieved so far, but they also know there is plenty of time left to turn things around. Things are so tight in this division and a couple of victories some way

have had some tremendous highs such as playing in the Championship and beating teams such as Leeds to go eighth in the table, and now we are an inconsistent team in League One and looking more like a side battling against relegation than play-off hopefuls - but that is the beauty of this game.

Successes and failures come in cycles and you can usually tell more about a person when the chips are down than when are going along nice and dandy.

It will be a challenge for Steve Holland but one he will emerge from. In

the longer-term it will make him even stronger as a manager and it should make some of his promising players stronger too. It takes someone with this mentality to stick to his beliefs and remain strong when the flak is flying and Holland will certainly be doing that. He won't be panicking and neither should we.

Wilkinson can win you matches, because he is always there to be counted. He doesn't worry too much if he misses one. He just makes sure he nails the next one.

can have things looking a lot rosier. It is a time to stick together as a club, really show loyal support and ride the storm.

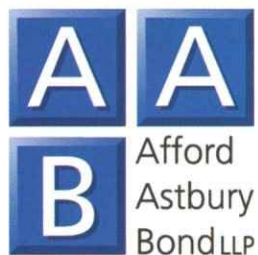
I have always felt being a football supporter is like an unpredictable roller coaster ride. There are highs and depressing lows, but it isn't until you have experienced the bad times, that you can really appreciate the high points. We



Sponsored by
Mornflake
OATS

The ORIGINAL
Wholegrain cereal

www.mornflake.com



CHARTERED ACCOUNTANTS

For all your accounting and business advisory needs.

We offer a professional, proactive service and work with our clients to help them achieve their personal and business goals.

- | | |
|------------------------|-----------------------------|
| ■ Audit & Accountancy | ■ Tax Planning & Mitigation |
| ■ Business Development | ■ Outsourcing |
| ■ Corporate Finance | ■ Financial Services |

Afford Astbury Bond LLP
31 Wellington Road, Nantwich, Cheshire CW5 7ED

Tel: 01270 623731 Fax: 01270 625841

Email: enquiries@aabond.com

Web: www.aabond.com



Tea the way it should be

Everyone at the Lancashire Tea Company are delighted to be sponsoring Crewe Alexandra during the 2006/07 season.

*Good luck to
the 'Railwaymen'*

Lancashire Tea, Unit 20 Beacon Trading Estate
Newton-Le-Willows, WA1 2 9XD



Telephone: 01925 220333



FOOTBALL NEWS

WHY A ROTATION POLICY CAN WORK

THERE HAS BEEN A LOT OF FUSS CONCERNING RAFA BENITEZ'S SQUAD ROTATION AT ANFIELD BUT SURELY SELECTING DIFFERENT PLAYERS TO COUNTER DIFFERENT OPPONENTS IS ONLY BENEFICIAL? THAT IS WHAT HAVING A SQUAD AND A VARIATION ON TACTICS IS ALL ABOUT. BENITEZ HAS RECEIVED A LOT OF FLAK FOR ROTATING HIS PLAYERS AND NOT ACTUALLY PICKING UP MAXIMUM POINTS IN RECENT PREMIER LEAGUE MATCHES AGAINST PORTSMOUTH, BIRMINGHAM CITY AND TOTTENHAM.

LIVERPOOL remain unbeaten in the league but dropping six points out of nine has increased the pressure on the club's Spanish manager. That hardly seems fair as Portsmouth are arguably the most improved side in the top-flight and are tough to defeat at Fratton Park. Many pundits felt Spurs were ready to break into the top four this season. Steve Bruce's Birmingham City were relegated on their last appearance in the Premier League, so they are now better equipped to go away from home and keep things tight. They would have been delighted with a goalless draw at Anfield. It is difficult to break down teams when they play nine or even ten men behind the ball.

Benitez has three decent strikers to choose from in Dutchman Dirk Kuyt, England's lanky International Peter Crouch and the promising Ukraine Andriy Voronin and one world-class centre-forward in his costly acquisition the Spaniard Fernando

Torres. Many club managers would certainly love to have that selection headache every matchday.

Why not select Crouch for certain games where the opposition defence may not be as strong in the air or struggle at set-pieces? Crouch is also ideal to bring on late in games. His extraordinary height often means defenders take a step backwards and often let Crouch win the first header. He instantly becomes a different proposition to contend with and creates space for his other team-mates to exploit. He is also tidy on the ground and can take a goal.

Torres is more of a sprinter, who works best when operating on the shoulder of the last defender. He makes intelligent runs and it is usually his movement that kills defenders. Kuyt and Voronin work tirelessly for the team and hold the ball up well to allow others to join them. It is a good mixture, so why not use them all at different times and up against different defences?

Liverpool and other big clubs have large squads, so why not create fierce competition for places between them all? Because a player doesn't actually know what the manager's best eleven is, he has to keep himself ready and

available, because in theory he could be told he is playing just hours before kick-off. It keeps everyone on their toes and someone like Benitez has installed a squad mentality, where they never know when they might be selected to play. When their chance comes, they have to be mentally and physically ready to go in.

That is a healthy thing to have at any club, because you don't get a number of players moaning and groaning around the training ground because they haven't been picked for a while and see no light at the end of the tunnel.

Of course, Benitez only changes a few positions for each game and his tinkering has been blown all out of proportion by a media, desperate for an angle or for a way to increase the pressure on the Liverpool manager, who has to run the others close in the title race. No one said anything when Liverpool made their best ever start to a Premiership season did they? He usually selects the same goalkeeper Pepe Reina, his first choice right-back Steve Finnan, Jamie Carragher, Steven Gerrard, Xabi Alonso (when he is fit) and Torres for the majority of the games anyway.

I would argue that a rotation policy could be good for any team. With the top players asked to play well over 50 matches per season, it is surely beneficial to rest them whenever you can, especially in the early part of the season. If Liverpool are anyway near the top of the division come Easter, you will see that Benitez will select his best eleven every week and the rest they are getting now could pay dividends later on in a gruelling campaign.

Liverpool remain unbeaten in the league but Benitez has still been criticized for his rotation policy.

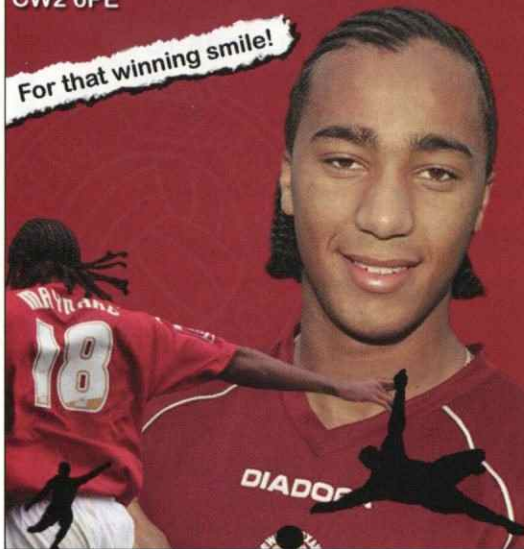


Programme Advertising 01270 213014 ext 114

Dane Bank House Dental Practice

305 Nantwich road
Crewe
Cheshire
CW2 6PE

For that winning smile!



WWW.DANEBANKHOUSE.CO.UK
PROUD KIT SPONSOR OF NICKY MAYNARD

*Once upon a time
people thought we just
did copying...*

Prontaprint Crewe
1 Mallard Court Mallard Way
Crewe Cheshire
CW1 6ZQ

Tel: 01270 250260
Fax: 01270 250160

sales@crewe.prontaprint.com
www.crewe.prontaprint.com

Design Print Display Direct Mail Finish

prontaprint...trusted to deliver, every time.

Quality Tyres & Exhausts

COMPETITIVE PRICES · RAPID FIT SERVICE



All makes of new tyres
available on request

BFGoodrich



MICHELIN

- GOODYEAR • UNIROYAL
- DUNLOP • PIRELLI
- BRIDGESTONE
- CONTINENTAL
- REMOULDS

- Fleet Work Undertaken
- Member of Fleet Tyre Management
- Competitive Rates
- Fitting & Balancing
- Wheel Alignment
- Punctures Repaired

For free honest advice contact Eric or John

Crewe Tyre & Exhaust Established 35 Years
Derby Street (Off West Street) **01270 255966**
OPEN: Monday-Friday 8.45am-5.30pm; Saturday 8.45am-4pm



**HANDSON SAFETY
SERVICES LIMITED**



Health, Safety & Environmental Consultancy Service
Accredited Training Providers

"Safe Operators are Smooth Operators"

Complying with health & safety legislation is a continuous requirement for all employers; we can provide a professional service at minimal expenditure to you.

We are a national organization and run regular NEBOSH, IOSH & CITB (Site Safety Plus) courses at our Crewe Training Centre and have an extensive range of public and dedicated courses which may also be delivered on your own business premises including Fire Safety Awareness & Fire Marshall Training.

Why not join our client retainer scheme for regular safety support and discount on courses?

Phone us for all your safety needs:

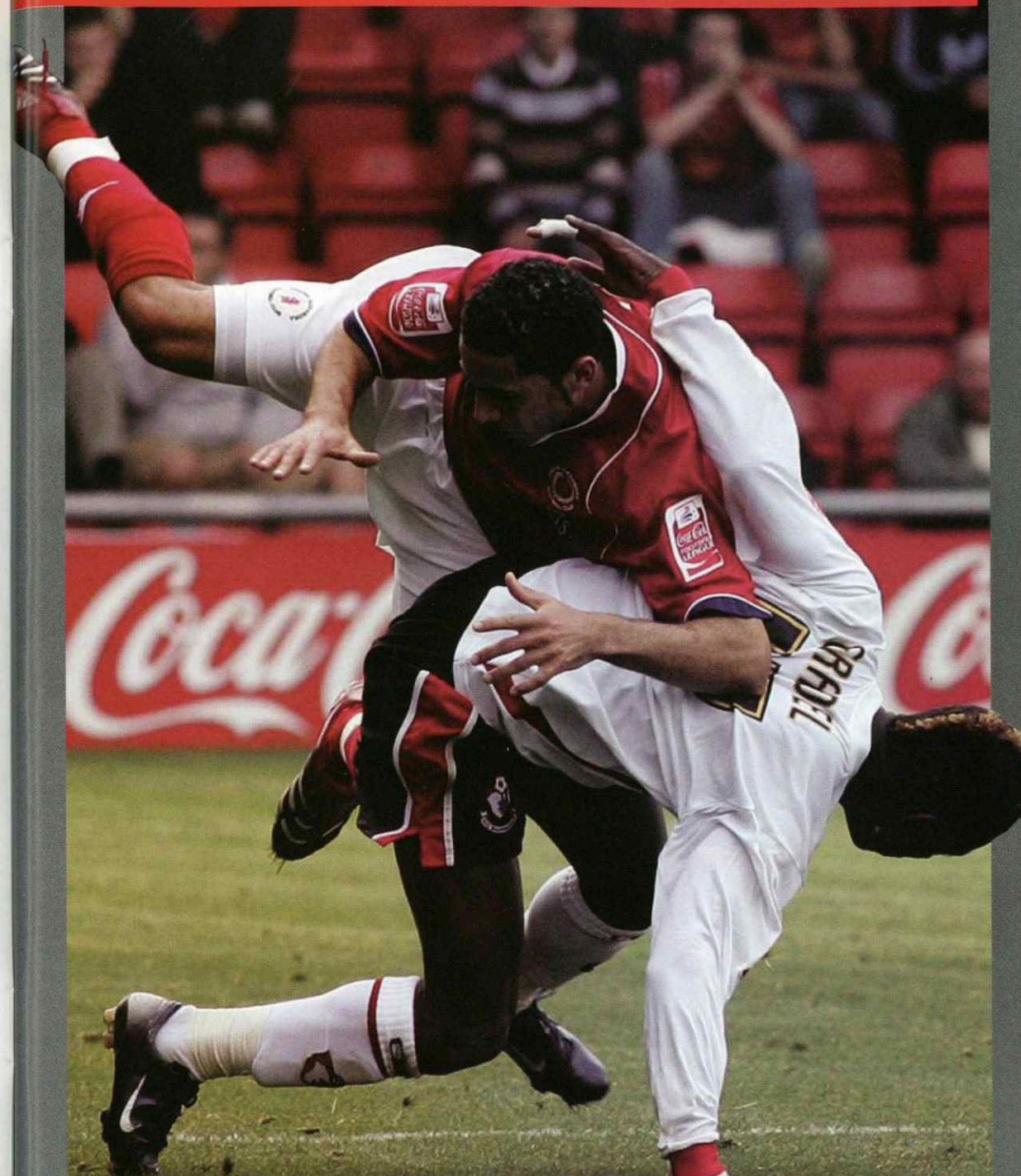
Tel/Fax: (01270) 252009

E-mail: enquiries@handson-safety-services.co.uk

Visit our website: www.handson-safety-services.co.uk



CAUGHT ON CAMERA

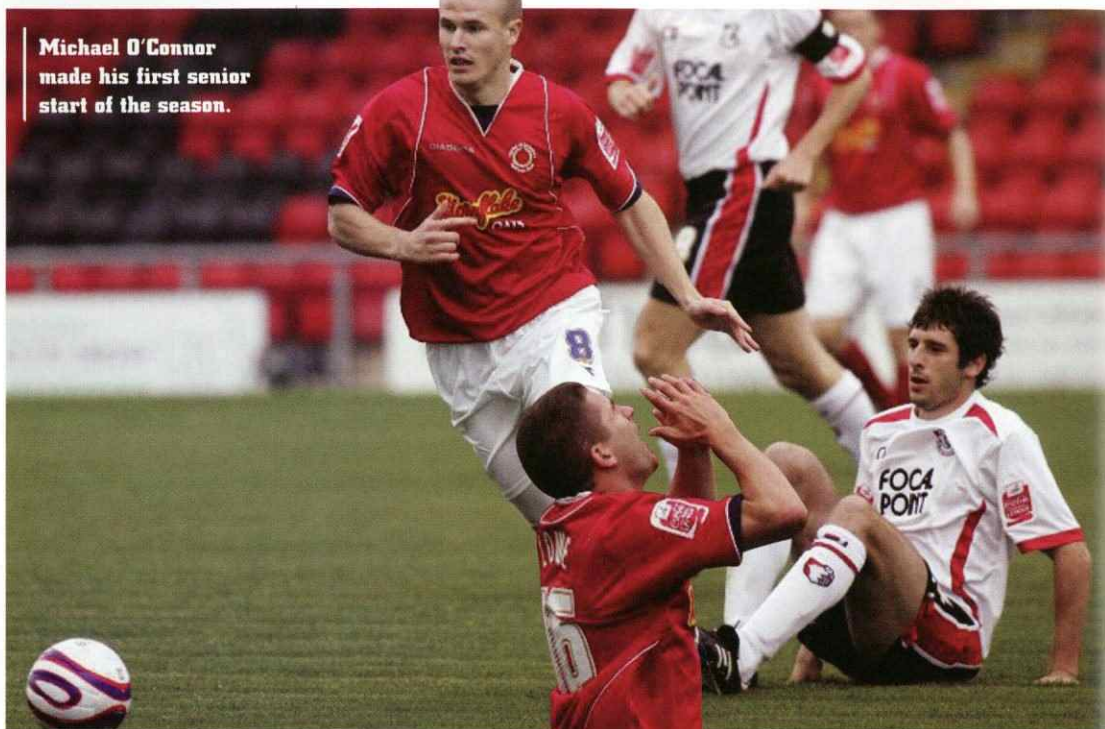


In a right tangle. Danny Woodards goes flying over the top of Bournemouth's danger man Maxi Gradel.

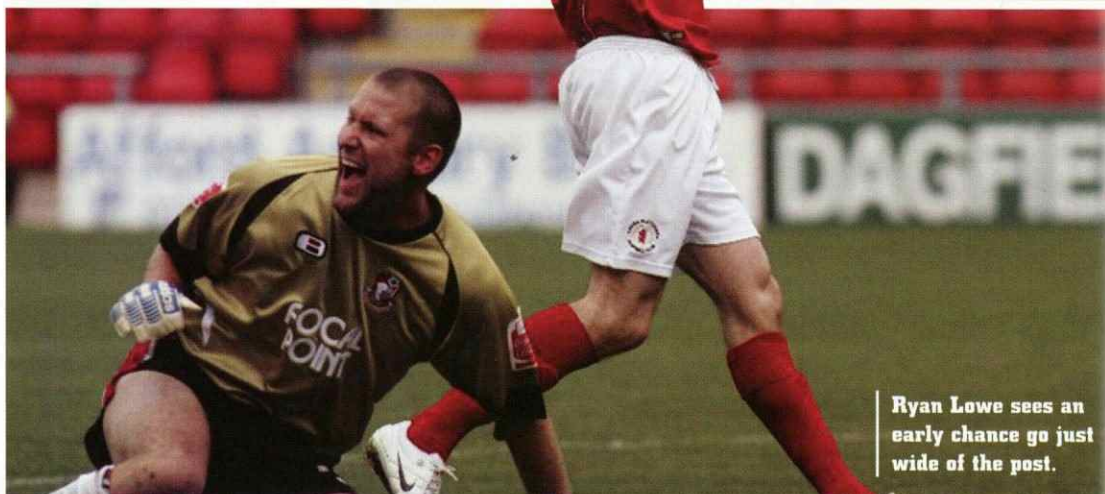
Matchday Sponsorship 01270 213014 ext 113

CREWE ALEXANDRA 1 BOURNEMOUTH 4

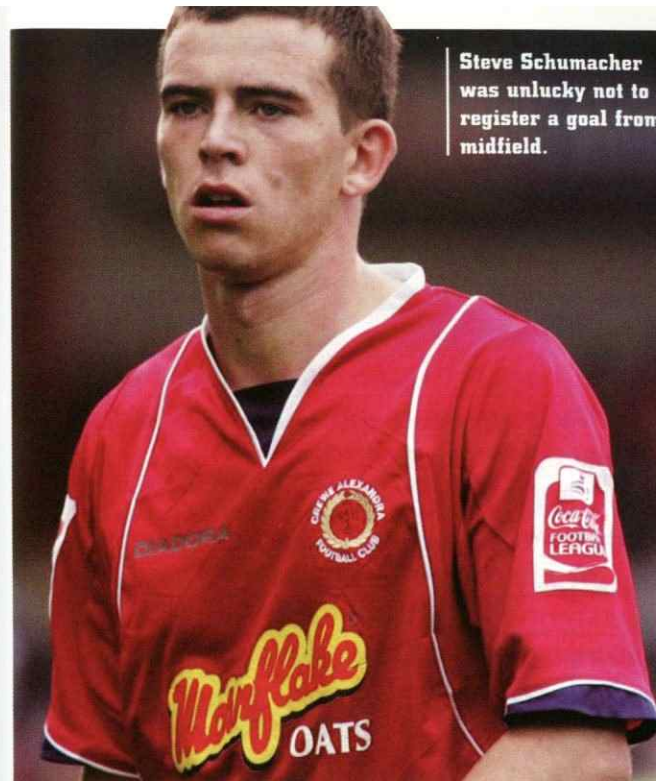
DATE: 6TH OCTOBER 2007 ATTENDANCE: 4, 799 REFEREE: C WEBSTER



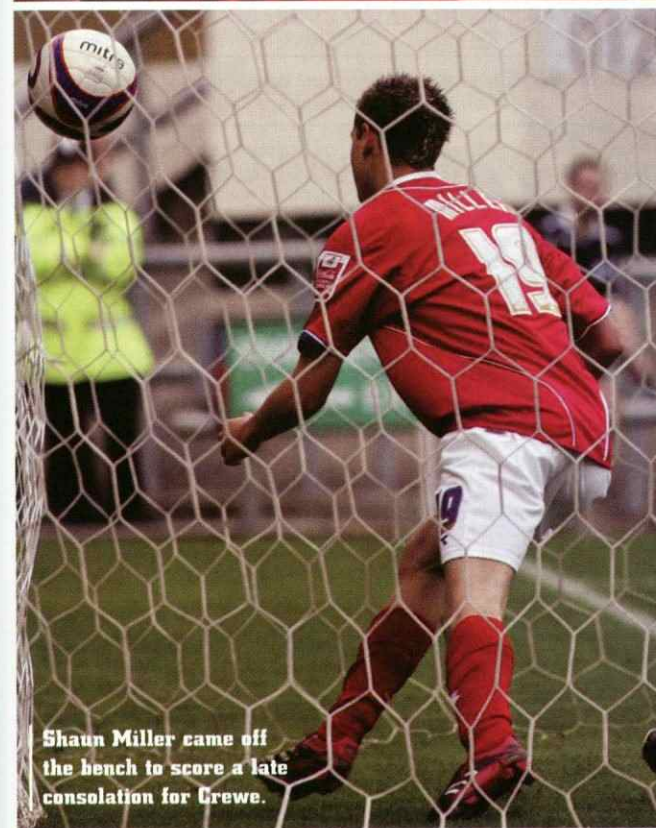
Michael O'Connor made his first senior start of the season.



Ryan Lowe sees an early chance go just wide of the post.



Steve Schumacher was unlucky not to register a goal from midfield.



Shaun Miller came off the bench to score a late consolation for Crewe.

TEAMS

CREWE ALEXANDRA



- 1 Ben Williams
- 2 Danny Woodards
- 3 Billy Jones
- 4 Gary Roberts
- 7 Steven Schumacher
- 8 Michael O'Connor
- 12 Ben Rix
- 14 Chris McCreedy
- 16 Ryan Lowe
- 18 Byron Moore
- 23 Danny O'Donnell

From The Bench...

- 19 Shaun Miller (4) 89mins
- 9 Eugen Bopp (8)
- 15 Tom Pope (12)

BOURNEMOUTH



- 1 Neil Moss
- 4 Paul Telfer
- 15 Jason Pearce
- 5 Josh Gowling
- 14 Danny Hollands
- 15 Maxi Gradel 61 & 79mins
- 25 Mark Wilson
- 8 Darren Anderton 85mins
- 9 Sam Vokes
- 10 Jo Kuffour
- 23 Lee Bradbury 37mins

From The Bench...

- 7 Shaun Cooper (15)
- 26 Brett Pitman (9)

AFFORDABLE MENSWEAR



fairway
Famous for quality menswear at affordable prices.

Our factory shop in Nantwich gives you the chance to buy good quality, long lasting suits, jackets, trousers and coats at prices you won't find anywhere else.

SUITS
In stock, sizes up to 54" chest
Starting from **£49**

JACKETS
In stock, sizes up to 54" chest
Starting from **£19**

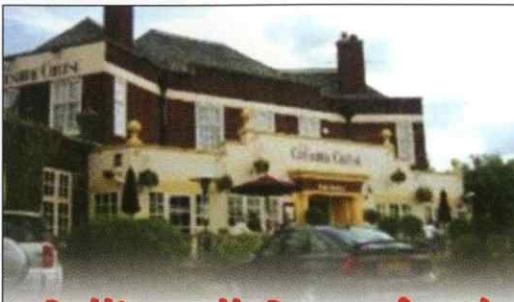
Evening wear
Starting from **£89**

Trousers
Starting from **£12**

Made to order service available

fairway
CORPORATION LTD
suthouse

01270 625900
Open Mon-Sat 9.30am-5pm Closed Sunday
Beam Heath Way, (Off Middlewich Road), Nantwich. Find us near Sainsbury's. Easy Parking



Calling all Crewe fans!

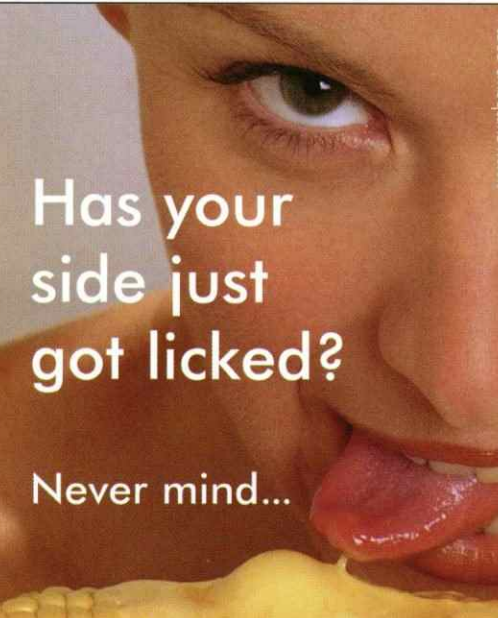
Match days are the place to be for the new season at the new look Cheshire Cheese!

Sky Sports News and a drink and food deal for all fans in our new look bar, including match day parking and the use of a mini bus to the ground.

The re-launch of the Cheshire Cheese, Thursday July 19th Crewe Supporters invited, free food, free drink on arrival.

To be on the guest list call
01270 500 304

Crewe Alex official bar/ restaurant supporter for the 2007/08 season



Has your side just got licked?

Never mind...

come to **Curshaw's**
CAFÉ • BAR • EATERIE

Welsh Row • Nantwich • 01270 623020
High Street • Sandbach • 01270 753009



SOUTH CHESHIRE CHAMBER
FOCUSING ON BUSINESS

South Cheshire Chamber
Wistaston Road Business Centre
Wistaston Road, Crewe
Cheshire, CW2 7RP

T: 01270 504700
F: 01270 504701
E: info@sccci.co.uk
www.southcheshirechamber.org.uk

Join a Winning Team and help your business get to the Top
Contact us for details on Membership & Services

MEET THE OPPOSITION...LUTON TOWN

HATTERS WELL EQUIPPED FOR CHAMPIONSHIP RETURN



ANYONE WHO MANAGED TO CATCH LUTON TOWN'S MARVELLOUS 4-1 WIN OVER NORTHAMPTON TOWN LAST MONDAY COULD NOT FAIL TO HAVE BEEN IMPRESSED WITH THE MANNER IN WHICH KEVIN BLACKWELL'S SIDE TOOK TO THEIR TASK. IT WASN'T AS THOUGH THEIR OPPONENTS WERE A MERE PUSHOVER EITHER, BECAUSE NORTHAMPTON EQUIPPED THEMSELVES VERY WELL AT KENILWORTH ROAD AND WERE EQUALLY AS IMPRESSIVE, ESPECIALLY IN THE FIRST-HALF.

LUTON'S superior class began to tell in the second period though and they ran out convincing winners thanks to a wonderful strike from Darren Currie, two penalties from Matthew Spring and a dubious claim of a goal from the vastly experienced Paul Furlong! To be fair, the former Chelsea striker may have just got the slightest of touches to Currie's wicked free-kick! Whoever got the final touch to that goal; they certainly didn't look like a side that had gone four games without a win.

After losing a 3-1 lead against Gillingham in the Johnstone's Paint Trophy, Blackwell had even threatened to transfer list a host of players. He was understandably disappointed to see his side surrender such a lead in a crazy 14-minute spell. The former Crewe Alexandra loanee Chris Dickson hit a hat-trick that evening. If Blackwell was seeking a response from his players, he certainly got it against Northampton.

They had made an indifferent start to the season, defeating Hartlepool on the opening day and following that up with a hard-fought away win at Dagenham and Redbridge in the League Cup. Their first defeat came at Swindon Town, but they instantly bounced back to

defeat Gillingham 3-1. Things looked increasingly rosy when they hammered Premiership side Sunderland 3-0 in the second round of the League Cup, but strangely they followed up that noteworthy victory with successive league defeats to Leeds, Bristol Rovers and Tranmere.

Since then their form has become fairly consistent though. They got back on track with a 2-1 win over Port Vale, dumped Charlton Athletic out of the League Cup and have collated a point apiece against Yeovil and Doncaster.

Blackwell has one of the most experienced squads in Coca-Cola League One and

they will always be a tough proposition to break down, especially at Kenilworth Road. The ageing Paul Furlong is still leading the forward line superbly well. He has scored a superb 9 goals already in all competitions and his season has already been interrupted following a red card away at Huddersfield. He has been a shrewd summer signing from QPR and seems to only get better with age. The likes of Sam Parkin and Paul Peschisolidi are also more than capable of scoring goals at this level.

The pre-season also saw the former Tottenham defender Chris Perry join from West Brom and the former Scotland International Don Hutchinson drop a division from his time at Coventry City. The skilful midfielder Darren Currie has come in from Championship side Ipswich Town and Richard Jackson has signed from Derby. That extra bit of experience may just pay dividends come the end of the season. They are well equipped to mount a serious charge towards the promotion places and I'm sure they will be disappointed not to at least secure a play-off place.

Their squad is packed with talented players and Crewe face a difficult task this afternoon. It is shame that the former QPR midfielder Richard Langley is out with a long-term injury, but if the likes of Paul McVeigh, Ahmet Brkovic and Keith Keane are struggling to hold down a regular place in the starting eleven then you can just see the strength they have in depth.

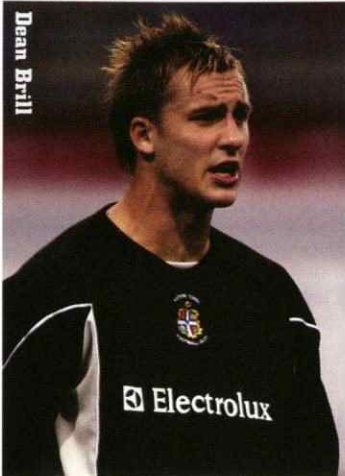
Crewe need to halt a poor run of six games without a win, but with Luton trying to push themselves back into the top ten with another three points this afternoon, then it should be another stringent test for the Railwaymen.



Kevin Blackwell has added experience to his Luton squad.

Matchday Sponsorship 01270 213014 ext 113

KEY PERSONNEL

**DEAN BRILL**

Date of Birth: 02/12/1985
Previous Clubs: Gillingham (loan)

Luton-born goalkeeper Dean Brill is another young player of whom big things are expected. Dean won the goalkeeper's jersey when boss Hatters boss Kevin Blackwell took over the managerial reins at Kenilworth Road and despite the Club being relegated from the Championship, he was named Young Player of the Season. Brill joined his hometown club at the age of nine and has progressed through the Centre of Excellence, representing Luton Schools and Bedfordshire County Schools at a variety of age groups. He kept a clean sheet in his Under-19 debut as a 15-year-old in April 2001 and his impressive displays alerted the attention of several bigger clubs.

ALAN GOODALL

Date of Birth: 02/12/1981
Previous Clubs: Bangor City, Rochdale

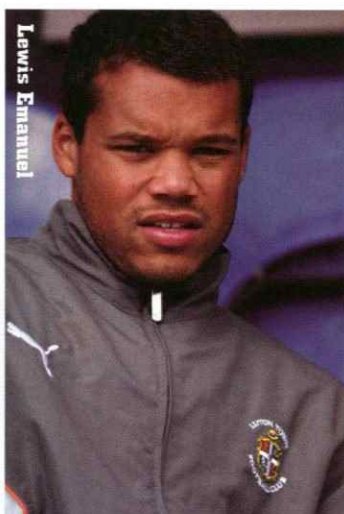
Alan Goodall arrived at Luton Town just 24 hours after Dave Edwards joined from Shrewsbury Town. Alan, who signed a two-year contract at Kenilworth Road, started his career at Welsh club Bangor City in 2001, spending four years at Farrar Road, where he scored ten goals in 91 games. During his first season at Bangor, he played in the Welsh Cup Final, picking up a runners-up medal in a defeat against Barry Town. Goodall has also tasted European football as he was part of the Bangor side that lost to Serbia side FK Smederevo in their 2002-03 UEFA Cup campaign. The

defender moved to Rochdale in 2004 and went on to become a fans favourite at Spotland, making 131 appearances and scoring eight goals.

CHRIS COYNE

Date of Birth: 20/12/1978
Previous Clubs: Brentford (loan), Southend (loan), Dundee, West Ham

The centre-half was playing for Perth Soccer Club when he was selected for the Australian Under-17 squad for the 1994 youth World Cup, and came to the notice of Harry Redknapp, then manager of West Ham. Coyne signed for the Hammers as a teenager, but Premiership chances were few and far between, and after loan spells at Brentford and Southend, Coyne went to Dundee. £50,000 persuaded the Scottish Premier League club to let the defender move to Kenilworth Road in September 2001 and Coyne rapidly became a crowd favourite in the promotion run that followed and since then he has firmly established himself as a formidable rock at the heart of the Hatters defence. Coyne had a formidable season during the Club's League One success, collecting the Powerade Player of the Month for April and winning a place in the PFA League One Team of the Year. During the 2005/06 season, Coyne established a strong partnership with Markus Heikkinen in the centre of defence but he was unable to establish a long run in the side during the 2006/07 season because of injury. Chris is the Club's captain.

**LEWIS EMANUEL**

Date of Birth: 14/10/1983
Previous Clubs: Bradford City

Lewis Emanuel arrived at Kenilworth Road in the summer of 2006 after deciding to leave his home town club Bradford City, the place where the defender started his career. Lewis is a pacy full-back but can also play on the left side of midfield, a position where he started on his league debut for the club. Lewis made over 150 appearances for Bradford in six-years at the club, scoring four goals. In his first season at Kenilworth Road he made 40 appearances, scoring twice.

CHRIS PERRY

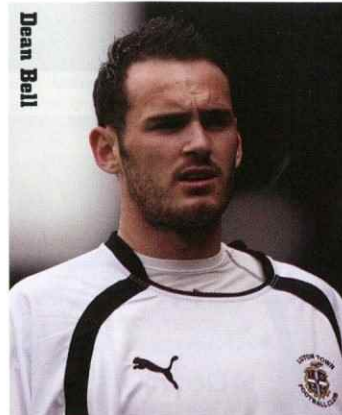
Date of Birth: 26/04/1973
Previous Clubs: West Bromwich Albion, Charlton, MK Dons, Tottenham

Chris Perry brought plenty of experience with him when he signed a two-year contract at Kenilworth Road. In 1991 Perry started his career at Wimbledon and went on to make more than 200 appearances for the club before moving to Tottenham Hotspur in 1999. Before his move to Tottenham, Perry was touted for international honours with England. When Tottenham's Sol Campbell moved to Arsenal, Perry became a first choice defender at White Hart Lane before he lost his place in the team in January 2003 due to injury. When he was fit again, he found himself up against rising stars such as Ledley King and Anthony Gardner, and joined Charlton Athletic in September 2003. During his time at White Hart Lane, Perry made 146 appearances, scoring four times. After initially joining Charlton on-loan, a £100,000 fee was agreed and he became a popular figure at the Valley, making 76 appearances during his three-year stay. Perry was released by incoming Charlton manager Iain Dowie in May 2006, and a month later he joined West Bromwich Albion on a two-year deal. He played in the Albion side which lost the 2007 Championship Play-Off final to Derby County and during his stay at the Hawthorns he formed a solid partnership with former Luton defender Curtis Davies.

RICHARD JACKSON

Date of Birth: 18/04/1980
Previous Clubs: Scarborough, Derby County

Richard Jackson, one of nine summer signings made by Kevin Blackwell prior to the start of the season, had a



distinguished career at Derby County. The full-back was the longest serving player at Pride Park prior to completing a signing a two year deal at Kenilworth Road. Jackson joined Derby in March 1999 from Scarborough after playing only 24 senior games for the Seaside club. He made a few Premiership appearances for Derby before he made more of a breakthrough in 2002/03. He became a more permanent player in the side the following year. Jackson was hampered by injuries in the 2004/05 season, but still remained a popular figure at Pride Park. He started five games last season before being released from his contract this summer.

DAVID BELL

Date of Birth: 21/01/1984
Previous Clubs: Rushden & Diamonds

Talented young midfielder David Bell signed a three and a half year contract with the Hatters in mid-January 2006 after joining from Rushden & Diamonds. The Northamptonshire-born player rose through the ranks at Diamonds to quickly establish himself as a firm favourite at Nene Park. Bell, who has been capped by Republic of Ireland at U19 and U21 level, made 121 starting appearances for Rushden, scoring ten goals, since making his breakthrough at first-team level in 2000, under the guidance of former boss Brian Talbot. Bell can play in the centre, left and right side of midfield and his performances for Rushden led to two trial spells with Middlesbrough. After missing the start of the 2006/07 season through injury, Bell went on to enjoy a successful season and picked up two awards at the end of season's presentations.

AHMET BRKOVIC

Date of Birth: 23/9/1974
Previous Clubs: Leyton Orient

Ahmet is a tidy and hardworking member of the squad who had an inspirational season during our Championship success in League One, scoring 16 goals from midfield. Believing a move would be good for his career, he refused new terms at Leyton Orient in the summer of 2001, to join Luton on a



Bosman free transfer Brkovic is more suited to a right midfield role but is equally comfortable playing on the left, a position he filled on many occasions last season.

DARREN CURRIE

Date of Birth: 29/11/1974
Previous Clubs: Derby County (loan), Wycombe, Brighton, Ipswich, Coventry City (loan), West Ham, Leyton Orient, Shrewsbury, Plymouth, Barnet

Darren Currie became Kevin Blackwell's third signing of the summer when he signed a two-year deal at Kenilworth Road in July 2007. The experienced midfielder started his career at West Ham United as a trainee, but did not break into the first-team during his three year stay at Upton Park. His first senior appearance was with Shrewsbury Town, where he made 66 appearances at Gay Meadow, scoring eight goals during two years at the Shropshire club. An unsuccessful spell at Plymouth followed before he became a distinguished player at Barnet and then at Wycombe, where he made over 100 appearances for each club. During four years at Barnet, Currie scored 21 goals in 141 appearances before being transferred to Wycombe in a £200,000 deal, where he scored 20 goals in 143 appearances. After four years at Wycombe, Currie moved to Brighton and under Seagulls boss Mark McGhee where he soon became a key

figure in the Albion side. His impressive form at the Withdean, where he made 23 appearances, alerted the attentions of Ipswich boss Joe Royle, who signed the midfielder in a £250,000 deal. During his time at Portman Road, Currie made 88 appearances and scored nine goals before he was released by Ipswich prior to the end of the season. In February, Currie had flown to Los Angeles Galaxy for a two week trial, but having taken part in three friendly games, he returned to sign on loan with Derby County.

DAVE EDWARDS

Date of Birth: 03/02/1986
Previous Clubs: Shrewsbury

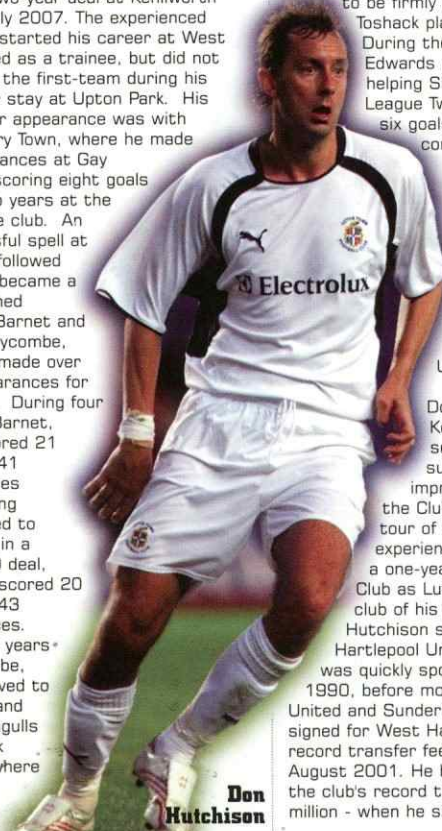
Dave Edwards became Kevin Blackwell's first ever signing at Luton Town joining in July 2007 from Shrewsbury Town. The energetic midfielder is a product of Shrewsbury's youth system and has gone on to make 101 starting appearances for the Shropshire outfit, scoring 15 goals. Edwards has also been capped by Wales at Under-19 level and has made 11 appearances for the Welsh Under-21 squad, scoring five goals. Edwards was also named in the 26-man Wales squad to face the Republic of Ireland and San Marino in Euro 2008 qualifying matches in March 2007, and although he has yet to make a senior debut for his country, he is widely tipped to be firmly in manager John Toshack plans.

During the 2006/07 season, Edwards played a pivotal role in helping Shrewsbury reach the League Two play-offs, scoring six goals in mammoth 51 competitive games.

DON HUTCHISON

Date of Birth: 09/05/1971
Previous Clubs: Liverpool, Sunderland, Hartlepool, Millwall, Coventry City, Everton, Sheffield United, West Ham

Don Hutchison became Kevin Blackwell's seventh signing of the summer after he impressed on a trial at the Club during a pre-season tour of Norway. The experienced midfielder signed a one-year contract at the Club as Luton became his ninth club of his illustrious career. Hutchison started his career at Hartlepool United as a trainee, but was quickly spotted by Liverpool in 1990, before moving to Sheffield United and Sunderland. The midfielder signed for West Ham United for a club record transfer fee of £5 million in August 2001. He had previously broken the club's record transfer fee - £1.5 million - when he signed for his spell at

**Don Hutchison**

MEET THE OPPOSITION...LUTON TOWN

the club in August 1994. He joined Millwall in August 2005 after being released at the start of the 2005-06 season by West Ham. He spent barely three months at the New Den, during which time he struggled to hold down a regular place in the starting line-up. He left Millwall in November 2005 and signed for Coventry. During his career, Hutchison played 26 times for Scotland, scoring six goals, including one strike against England in a Euro 2000 play-off game.

DEAN MORGAN
Date of Birth: 03/10/1983
Previous Clubs: Reading, Colchester

Dean Morgan became an instant favourite with Luton fans after his 90th minute winner in the 3-2 victory over Southampton in August 2005. Morgan moved to Kenilworth Stadium from Reading in July 2005 after seeing his opportunities limited at the Madjeski Stadium. The former Colchester striker scored three league goals in 13 starting appearances for the Royals. Morgan, who once had a trial with the Hatters earlier in his career, came through the ranks at Colchester where he scored six goals in 25 appearances, including a 35-yard screamer against Cardiff City at Ninian Park. Dean is a skilful midfielder who likes to get forward at every opportunity.

STEPHEN O'LEARY
Date of Birth: 12/02/1985
Previous Clubs: Tranmere (loan)

Stephen O'Leary is a skilful midfielder, who has spent time on-loan with Tranmere Rovers. Brian Little, the boss of the League One club at the time of O'Leary's arrival, became an instant fan of the central midfielder and went on to become a regular in the side, scoring three goals in 22 appearances. O'Leary joined Luton as a 13-year-old, when he was spotted playing for Barnet Schools and he was awarded a Scholarship in the summer of 2001 along with Kevin Foley. Luton had fought off competition from top London clubs for his signature and during his time with the Hatters he has also been a regular at schoolboy level for the Republic of Ireland. His game is a mixture of skill and determination, and he is equally at home going forward or in a midfield holding role.

He was rewarded for his displays at the end of the 2006/07 season when boss Kevin Blackwell handed him a one-year contract.

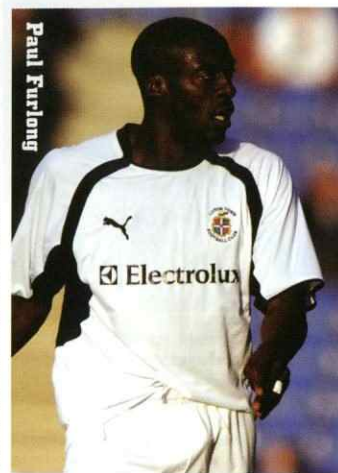
MATTHEW SPRING
Date of Birth: 7/11/1979
Previous Clubs: Watford, Leeds United

Matthew Spring returned to Kenilworth Road in January 2007 after leaving the club in 2004 to join Leeds United. Matthew had been at Luton since he was a schoolboy, and was a driving force in the side which reached the FA Youth Cup semi-final in 1997. After a league debut when still only seventeen, he soon became a regular in Luton's Second Division team, and his first 100 appearances were clocked up while he was only twenty. Unfortunately, Matthew endured a difficult time at Leeds where a succession of injuries meant he made only 15 appearances at Elland Road during his 12 month stay. Matthew joined Watford in August 2005 where he rediscovered his form from the early stages of his career, helping the Hornets into the Premiership in 2006. Matthew joined Luton on a two-and-a-half year contract in deal worth £200,000.

PAUL FURLONG
Date of Birth: 01/10/1968
Previous Clubs: Coventry City, Watford, QPR, Birmingham, Sheffield United (loan), Chelsea

Paul Furlong became the fourth signing by Hatters boss Kevin Blackwell, following the arrival of Darren Currie, Alan Goodall and David Edwards. The striker started his career with non-league Enfield before moving to Coventry City in a £130,000 deal.

During his year spent at Coventry, Furlong made 44 appearances, scoring four goals as the Club managed to stave off relegation from Division One during the 1991-92 season. A move to Watford followed and during his time at Vicarage Road he made 92 appearances, hitting the target 41 times before a money spinning move to Chelsea followed. The London club splashed out £2.3 million on the striker and during two years of playing in the Premiership he made 85 appearances and scored 17 times. Birmingham City broke their record



transfer fee in July 1996 and took Furlong to St Andrews when they splashed out £1.5 million for his services. Furlong made a real impact at Birmingham and became a popular player scoring 56 goals during 153 appearances. Furlong has already worked with Blackwell during a loan spell at Sheffield United, which was sandwiched between two loan spells at QPR, where he eventually made a permanent move in September 2002. At Loftus Road, Furlong became a real fans' favourite. After a frustrating start to his career at the London club due to injury, he made just short of 200 appearances, scoring 55 goals.

PAUL McVEIGH
Date of Birth: 06/12/1977
Previous Clubs: Norwich, Burnley (loan), Tottenham

The capture of Paul McVeigh, the ninth and final signing of Kevin Blackwell during pre-season, came somewhat of a surprise to many Luton Town. At the time of his signature, Luton were in desperate need of a centre-half and talk in the local media was linking defenders with a move to Kenilworth Road. However, Blackwell managed to sign this free scoring striker to add further competition to his forward line. McVeigh, who signed a two-year contract at Kenilworth Road, started his career at Tottenham Hotspur where he made three appearances, before he enjoyed a successful career with Norwich. He joined Norwich in March 2000 on a free transfer and although he took a few years to really establish himself, in the 2002-03 season he was the club's top scorer with 15 goals. McVeigh helped Norwich win promotion to the Premiership the following season and although he played few games for the Canaries at the top flight, he did get on

the score sheet at Old Trafford. In the 2005/06 campaign, he was voted Player of the Month for December & January, in a season where he scored eight goals in total. McVeigh began the 2006-07 season on the substitute's bench, though an injury to Darren Huckerby briefly gave him an opportunity to play in the starting line-up although he eventually fell out of favor with boss Norwich manager Peter Grant. During his spells at Tottenham and Norwich, he was capped by Northern Ireland 20 times in total.

DREW TALBOT
Date of Birth: 19/07/1986
Previous Clubs: Scunthorpe, Sheffield Wednesday

Drew Talbot signed for Luton Town in a £250,000 deal in January 2007 from Sheffield Wednesday as former Hatters boss Mike Newell looked to strengthen his options in attack. He made an immediate impact, making one and then scoring the winner against his old club at Kenilworth Road on his home league debut. Originally on the books of Barnsley, Talbot drifted out of football after injury but came back with Sheffield Wednesday's academy in the 2003/04 season. Often coming off the substitutes bench he scored goals in Wednesday's 2004/05 promotion season including one at Cardiff in the League One play off final against Huddersfield. The following season proved a disappointment for Drew as a back injury ruled him out. After his impressive first full season at Hillsborough, he was not to play again until September 2006, where he made a substitute appearance against Derby County in a 2-1 home defeat. During the January 2007 transfer window, Talbot signed a loan-contract with League One promotion-chasers Scunthorpe United before signing at Kenilworth Road.

CALVIN ANDREW
Date of Birth: 19/12/1986
Previous Clubs: Bristol City (loan), Grimsby Loan

After scoring an incredible eight goals in three games for the Under-18 side, including hat-tricks against Northampton and Rushden, Calvin Andrew made his Luton debut in September 2004, making 11 appearances. A tall, powerful and direct front-man, Calvin possesses a lightning turn of speed and the ability to score goals with his head and on the ground. In a bid to gain more first team experience, Andrew was sent out on loan to Grimsby and Bristol City during the 2005-06 season. He scored his first Luton goal in April 2006 but injury at the start of the 2006-07 season hampered his progress under former boss Mike Newell, before he enjoyed an extended run-out during the back end of the season, as the team where stretched to the limits through injury.

LAST TIME OUT

LUTON TOWN 4 CREWE ALEXANDRA 1

Date: 22nd November 2005 Attendance: 7,474

Referee: P. Crossley Man-of-the-Match: Rowan Vine

THE LAST TIME THE TWO CLUBS MET WAS BACK IN NOVEMBER 2005 WHEN WE WERE BOTH IN THE COCA-COLA CHAMPIONSHIP. LUTON TOWN'S 4-1 DEMOLITION OF CREWE ALEXANDRA DOES NOT TELL THE ENTIRE STORY THOUGH BECAUSE THE WEATHER WAS THAT BAD, I DON'T THINK THERE ARE TOO MANY SUPPORTERS OR REPORTERS WHO CAN REMEMBER TOO MUCH ABOUT THE GAME! IT IS NO EXAGGERATION TO SUGGEST THAT AS THE THICK FOG DESCENDED ON BEDFORDSHIRE THAT NIGHT, THE GAME SHOULD HAVE BEEN POSTPONED BY REFEREE CROSSLEY.

VISIBILITY was awful and it was difficult to witness occurrences happening in either penalty area. To this day, I still don't know who actually got the final touch to Kenny Lunt's free-kick in the final few minutes! Centre half Richard Walker was credited with the goal, but in all honesty we could have snuck all 16 players onto the pitch that night and the officials would have been none the wiser!

We could have done with some extra bodies too, because we lost our other centre-half Stephen Foster to a red card with 20 minutes remaining. Foz was ordered off after getting himself in a tangle with Luton Town's best performer on the night Rowan Vine. The referee deemed his awkward challenge as a professional foul and Foster made his way through the dense fog and down the tunnel. It about summed up our night.

When the action was fairly viewable in the first period, not a lot happened! Warren Feeney wasted an early chance for Luton and Walker nearly headed home a drilled cross from Gary Roberts as the Alex tried to grab the initiative. Steve Jones shot straight at our former goalkeeper Marlon Beresford before Steve Robinson tested Ben Williams with a long-range effort. He was probably hoping that

the Crewe number one would lose sight of the ball in the gradually getting worse conditions!

As the second period wore on, Crewe looked solid at the back and looked more than capable of snatching a result via a set-play or moment of inspiration. It was an evenly matched affair until Vine side-footed home an Enoch Showunmi

cross on 69 minutes. Just two minutes later, Foster got himself in the muddle when conceding a soft penalty and Vine smashed home his second from the spot. From looking good for a point, Crewe were 2-0 down and reduced to ten men!

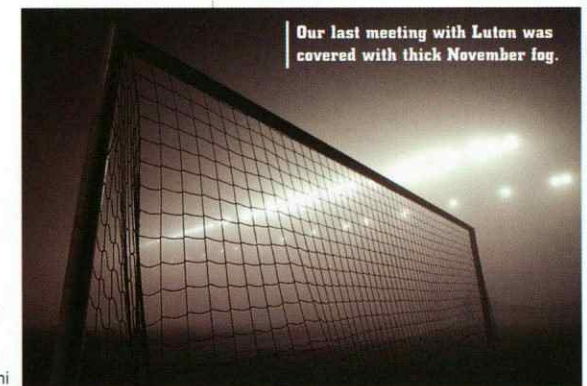
Dean Morgan reduced any lingering doubts for the home side with a well-taken third on 80 minutes, before Walker or perhaps the Luton defender Leon Barnett glanced a Kenny Lunt free-kick past the helpless Beresford. There was no threat of a late comeback though from the Alex, because in the final minute the powerful Showunmi completed the mad period of scoring with a fine individualistic goal. All Crewe could hope for was a late abandonment of the match, but having come this far that was never going to happen!

HOW THEY LINED UP

Luton: Beresford, Foley, Heikkinen, Barnett, Underwood, Holmes, Showunmi, Robinson, Edwards, Vine, Feeney (Morgan, 60)

Crewe: Williams, Moss, Foster, Walker, Tonkin (Moses 45), Jones, Lunt, Rivers (Varney, 70) Roberts, Jones (Rodgers, 83), Higdon

Our last meeting with Luton was covered with thick November fog.



HUGE THANKS FROM US!

THE RESULT AGAINST BOURNEMOUTH MAY NOT HAVE BEEN WHAT WE HAD HOPED FOR ON THE DAY, BUT THAT SHOULDN'T DISGUISE THE FACT THAT OUR YOUNGER SUPPORTERS (AND A FEW OLDER ONES TOO!) HAD A VERY ENJOYABLE DAY AT THE ALEXANDRA STADIUM. BEFORE THE FOOTBALL KICKED OFF THERE WERE PLENTY OF SMILING FACES AROUND AS OUR YOUNGER FANS GOT FULLY IMMERSSED IN THE ACTIVITIES HAPPENING OFF THE PITCH.

CHEKO the clown, the immensely talented fire juggler, the face painters, the balloonists, our guests from Urban Rock and the highly skilled free stylist John Farnworth all entertained the crowd with their unique talents.

We would like to thank all our younger supporters for attending the family fun day

and for really getting involved with the events. We would also like to extend our thanks to the Crewe Chronicle for sponsoring the day and for the local Fire Brigade for coming along to the event also.

It was a fantastic day and we would just like to say a huge Thank You to everyone involved for making the day a success.



Programme Advertising 01270 213014 ext 114



Matchday Sponsorship 01270 213014 ext 113

Recruiting now for Christmas.

Christmas Casuals required at Royal Mail Crewe

At Royal Mail, we expect to handle over two billion cards, packets and letters in the peak weeks leading up to Christmas. It's our busiest time of year and, to help us with this, we are now recruiting extra people from the local community.

We have a variety of shifts available, and offer a competitive rate of pay.

So, if you're interested in temporary work this December and would like to find out more, or to apply online, please visit

www.royalmail.com/xmasjobs

or call 0870 243 1908.



At Royal Mail we take equality and inclusion seriously and are proud to employ a rich and diverse mix of people. This is why we encourage and welcome applications from all parts of the community, particularly women who are currently under-represented. We are positive about disability.

Royal Mail is a trading name of Royal Mail Group.



Royal Mail

OFFICIAL CLUB WEBSITE

A BRAND NEW WORLD...

Voting has now opened for the Kinderton's October Player of The Month award and you have your chance to win a signed shirt for just 50p.

Last month's winner Lee Barnard will be collecting his trophy before the game this afternoon off a Kinderton's representative.

The usual rules apply with this month's competition only now the price of your entry has halved – just 50p could win you a signed shirt, so think about who you want to vote for this month. Will Lee Barnard pick it up again? Or will Danny Woodards get your vote? Whoever you choose just follow these simple steps and cast your vote from our list of eligible players.

Step 1: Choose your winner

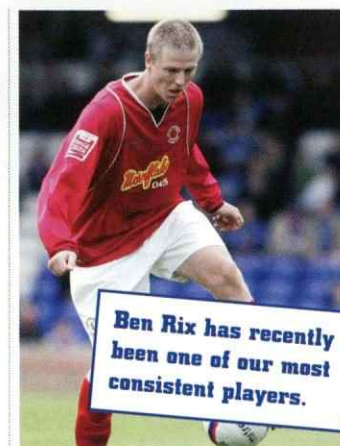
Step 2: Text their **CREWE** then the **PLAYERS SURNAME** to **88442**

Step 3: Wait and see if you receive a text to let you know you are a winner once the closing date has passed.

For example, if you think that Billy Jones deserves the trophy for October text **CREWE JONES** to **88442** or maybe you think Gary Roberts should get the vote – text **CREWE ROBERTS** to **88442**. It's that easy!

If you are the lucky winner the signed home shirt, signed by the whole first team including Dario Gradi will be yours. We will arrange for the winning player to present you with your prize ahead of a home fixture next month.

We have no limit on entries so you can increase your chances of



Ben Rix has recently been one of our most consistent players.

winning and send more than one text.

The eligible players are:

Player	Text	To
Ben Williams	Crewe WILLIAMS	88442
Billy Jones	Crewe JONES	88442
Gary Roberts	Crewe ROBERTS	88442
Steven Schumacher	Crewe SCHUMACHER	88442
Neil Cox	Crewe COX	88442
Ben Rix	Crewe RIX	88442
Chris McCready	Crewe MCCREADY	88442
Danny O'Donnell	Crewe O'DONNELL	88442
Danny Woodards	Crewe WOODARDS	88442
Byron Moore	Crewe MOORE	88442
Lee Barnard	Crewe BARNARD	88442
Ryan Lowe	Crewe LOWE	88442

A winner will be selected at random when the lines close on Wednesday 31st October, if you are the lucky winner you will receive a text message confirming how to arrange collection of your prize.

WORLD JUST KEEPS GROWING SO GET INVOLVED

Crewe Alex World has expanded to become bigger better and closer to all the action on and off the field. With our new and improved video player we can bring you near DVD quality interviews with Dario, Steve, Neil and the back room staff at Reaseheath, bring you closer to the first team with interviews, highlights and special features, introduce you to the future of Crewe Alexandra with action and updates, skills lessons and Q & A's from the under 18's as well as much more. Search our video archive, relive some historic moments in the run up to fixtures and put your probing questions to the squad in our regular 'Hot Seat' feature.

It could not be easier to sign up for all of this for as little as just £3.99 a month. All you need to do is log on to the club's Official website www.crewealex.net, click on World and register your details – there are three ways of making payment and they start from as little as £3.99. Things are only going to get better as the season progresses we even have some prizes up for grabs soon and some special features planned that will be exclusive to Crewe Alex World, so get involved now.

There is no better place to be for all your news and exclusives if you support the Alex.

SMS TEXT MESSAGING SERVICE

Supporters really in the know this season have subscribed to the club's exclusive SMS text messaging service. Make no mistake about it they were the first to know about new signings, potential loan deals, injury updates and quotes from the management. Why? The information comes straight from the club. More and more of you are joining our news service because not only do you find out all the breaking news before anyone else, but it is also the only SMS service that benefits the club financially. Why would you want to sign up with anyone else? It is the perfect time to sign up.

Simply text Club Crewe news to 88442. We only work with the facts.



SURF'S UP



www.crewealex.net

Matchday Sponsorship 01270 213014 ext 113

A PERSONAL VIEW THEATRICALS LAND MILAN KEEPER DIDA IN TROUBLE

EXACTLY JUST HOW LONG CAN CRYSTAL PALACE KEEP THEIR LATEST MANAGER, NEIL WARNOCK IS A MATTER OF CONJECTURE, FOR IN RECENT TIMES, THE LENGTH OF TENURE OF MANAGERS HAS NOT BEEN OF ANY GREAT LENGTH. THERE WILL BE NO DOUBT THAT AFTER A BREAK OF JUST OVER FOUR MONTHS FROM THE DAY-TO-DAY ROUTINE OF BEING A CLUB MANAGER, HE WILL BACK WITH PLENTY OF ENDEAVOUR.

MATCH OFFICIALS will also have noted that Neil is back in business, and, assuming that there will be decisions on the field that could in any way be controversial then he will challenge them. I realise that it is sometimes said that people will mellow with age but there is no guarantee that this will apply in this case.

At the time of writing, Norwich City are another club who are still looking to appoint a new Manager, naturally as quickly as possible in order to pull things around at Carrow Road. Less of their place in the Championship is definitely something that the Carrow Road side would find hard to accept.

Another club who have also found it hard to keep a manager for any reasonable length of time are Millwall. Just think, back in 2004, they really hit the headlines by reaching the F.A. Cup Final only to lose to Manchester United. A proud club who's fans really do give them excellent support. I know in recent seasons our own record at The New Den has been reasonably good but it has not always been so. As we do not play the return game there until the end of December things could alter considerably.

After hoping that we might have been seeing Dean Ashton gaining his first England cap, then, in his final League game

before the one-week break he sustains a knee injury. It seems that he will be out of action for around six weeks before being fit enough to get back into action. His comeback will have to start all over again, but I am sure that in the end he will succeed.

The rotation system, which is a subject referred to with more regularity than used to be the case has come in for criticism. With the squads at the clubs vying for either the League Championship or even European glory being large ones, then it is natural that it will never be easy to fit them all in the squads with regularity. It can also be argued that in some instances precise teams are selected for certain games. If that style of team selection became the norm, then there could be even more difficulties or could it be said, unrest.

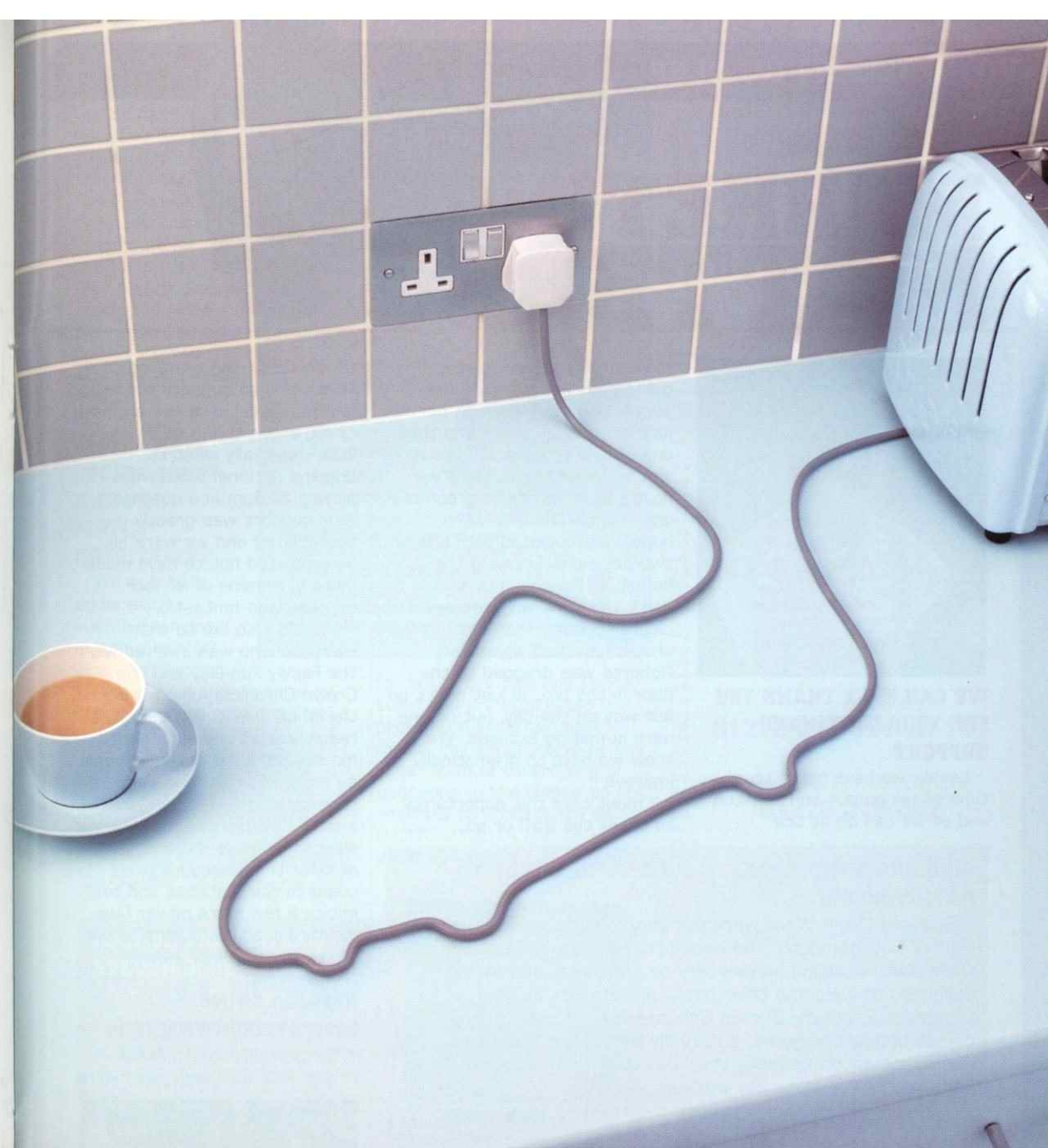
Listening to Radio 5 on the day that Sunderland were away to Arsenal, it was mentioned that their fans had set out at 3am. By the time they eventually got back home it would have been a very long day out. Such problems are now part of the life of fans with clubs in the Premier League

with so many variable kick off times having to be taken into account during the season.

UEFA wasted no time in holding their enquiry into the incident at Celtic Park when the home side scored a dramatic winner in the game against AC Milan. The Celtic fan who managed to get past the match stewards and 'tapped' Milan keeper Dida has been handed a lifetime ban and the club fined £25,000 with half suspended for two years. Dida who theatrically collapsed on the pitch after minimal contact and then left the pitch on a stretcher has been given a two-match ban. That decision could be a warning to other players if they use theatrical acting in future games in these prestigious competitions.

Despite the long distance involved and the early start for supporters for our game last weekend at Southend, the official attendance at Roots Hall included 242 away supporters. Despite that result, their support was greatly appreciated.

Dida, the goalkeeper of AC Milan did himself no favours against Celtic.



The Official Energy Partner of The Football League.

E.ON, the energy behind Powergen, is proud to partner the world's oldest league football competition.



e-on

MARKETING MATTERS



WE CAN ONLY THANK YOU FOR YOUR CONTINUED SUPPORT

Lately, we have had a tough time of things out on the pitch and all we can do at the

moment is ask you to keep getting behind the lads and supporting us. Hopefully, our luck will change soon, and that one or two breaks will go our way because I don't think we have had a rub of the green of late. I know the lads were hugely disappointed with one or two decisions following the defeat at Southend United. I don't think you will ever see a clearer penalty than the one we should have had when Gary Roberts was dragged to the floor in the box. It just didn't go our way on the day, but no one here is making excuses. We know we have to dramatically improve.

I must take this opportunity to thank the 250 or so

supporters, who travelled to Roots Hall to support the lads. It was fantastic to see so many of you there trying to lift the lads, especially when the England national team were playing at 3pm in a qualifier. Your support was greatly appreciated and we were all disappointed not to have made more of a game of it. Your support was fantastic.

I would also like to thank everyone who was involved with the Family Fun Day and the Crewe Chronicle for covering the whole event. Although the result wasn't what we hoped for, it was still a delight to see so many younger fans enjoying themselves on the day. That was the purpose of the day. We wanted to make more of a day of it for those families, who come to the matches and to entice a few more newer fans. To attract as many fans as we did on the day was a bonus.

REPLICA SHIRT COMPETITION WINNERS

Congratulations to Alison Fowler and her family, who were



WEDDING ANNIVERSARY - CONGRATULATIONS TO DAVID AND SUE

Sue and David Weall were our very special guests for the visit of Bournemouth. The happy couple were celebrating their silver wedding anniversary on matchday and we were delighted to welcome their family and friends to the Alexandra Stadium. Steven Schumacher met the happy couple before the game, and kindly presented them with some mementos to make their day even more special. We hope you had a great day with us.



the latest winners of the Crewe Chronicle replica shirt winners. The Fowler family attended the Family Fun Day and her sons collected their prize for their dad from Alex players Ryan Lynch and Mark Carrington. I hope you all enjoyed your day at Gresty Road.

MATCH BALL SPONSORSHIP AND PRE-MATCH HOSPITALITY

We still have some places available for pre-match meals for when Nottingham Forest will be the visitors' in March. We are sold out now



MAN-OF-THE-MATCH - STEVEN SCHUMACHER

When you have been on the receiving end of a 4-1 home defeat it becomes difficult to select a Man-of-the-Match! Saying that there were a few contenders for the John Pass Man-of-the-Match award for the visit of Bournemouth, because in those times of trouble, it is always intriguing to see who stands up to be counted. Young Byron Moore did himself proud and was unlucky not to claim the award, but to be fair Steven Schumacher produced one of his finest performances in a Crewe shirt. He kept himself going well, was eager to get on the ball and comfortably had more shots than he had done in previous games. It is a big well done to Schuy.



Care in your own home



a realistic alternative to a residential home

> Benefit from being in the comfort and safety of your own home

> All staff are trained, police checked and fully supervised

- o Care visits from 15 minutes upwards
- o Assistance with personal care
- o Help with house keeping
- o Full live-in care service



Please contact us for further information:
Scope House, Weston Road, Crewe CW1 6DD
Tel: 01270 617081
Fax: 01270 580660
Email: scheshire@bluebirdcare.co.uk
Website: www.bluebirdcare.co.uk
Registered with the Commission for Social Care Inspection



for both Port Vale and Leeds, but if you are interested in pre-match entertainment, match ball sponsorship or any other form of advertising or sponsorship the please do not hesitate to contact me on 01270 213014 ext 113 or email abowler@crewealex.net

CLUB CONTACTS

Official Website
www.crewealex.net

Email
info@crewealex.net

Main Switchboard
01270 213 014

Fax Number
01270 216 320

Ticket Sales
01270 252 610

Club Shop
01270 213 014 ext 101

Hospitality
01270 213 014 ext 113

Press Enquires
01270 213 014 ext 114

Alexandra Soccer Centre
01270 216 682

Crewe Alex World
01270 213 014 Ext 117

Official SMS Text Service
Text Crewe On to 88442

Crewe Alexandra Finance Department
01270 213 014 ext 115

Cheshire Academy Account
01270 214 418

Crewe Alexandra Holiday Club
Quote 'Lion' to 08707 519 954



RYAN LOWE



THEY SAID WHAT?

"It was a difficult game. Southend were in the league above last season and they looked like a team high on confidence. They played some good football and were hitting their front men well. I thought we lacked a bit of confidence, especially at the back but gradually we got back into it and were passing it okay through midfield.

"At 1-0 down we should have a penalty and we need that bit of luck to go with us when we are not playing as well as we should be."

Technical Director Dario Gradi is determined to lift the confidence amongst the players.

"It is a bit flat at the moment and we were disappointed we didn't make more of a game of it for our supporters. They got up early and made a long journey down to come and support us and we didn't create many chances for them. We know we have a bit of work to do in all areas. "If we could just get a break somewhere that could inject some confidence and self belief and then things will not look as bad as it looks

because there is a good nucleus of players."

First team coach Steve Holland was grateful for the fans support at Southend

"The balance isn't quite right, especially in midfield. We are not getting enough from the wingers, I think that is obvious. They haven't come up with the right answers so far.

"There are players who played on Saturday who don't deserve to start next week."

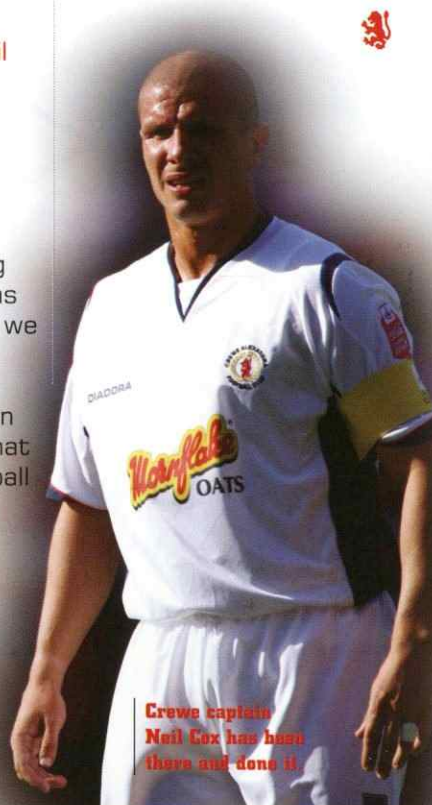
Assistant Manager Neil Baker wants better service into the front players

"We need to stick together and keep working hard in training and in the games. It has been tough for us, but we are determined to get back on track. Getting three points is our main priority, if we can do that playing some nice football then that would be a bonus, but at the moment grinding out a 1-0 win somewhere would do us."

Lee Barnard is back in business and is hoping for a change in fortune

"We have tried to attack teams a bit more recently because we haven't scored or created enough and that has left us a bit more open at the back. If we want to win football matches then we have got to do better at both ends of the pitch. We could do with a break, but we have also got to help ourselves."

Club Captain Neil Cox has been there and done it and his experience will be vital in the dressing room



Crewe captain Neil Cox has been there and done it.

ITALIAN VOGUE NEW SEASON NEW ITALIAN CHIC

PRICES

Adult Shirt - £38.99

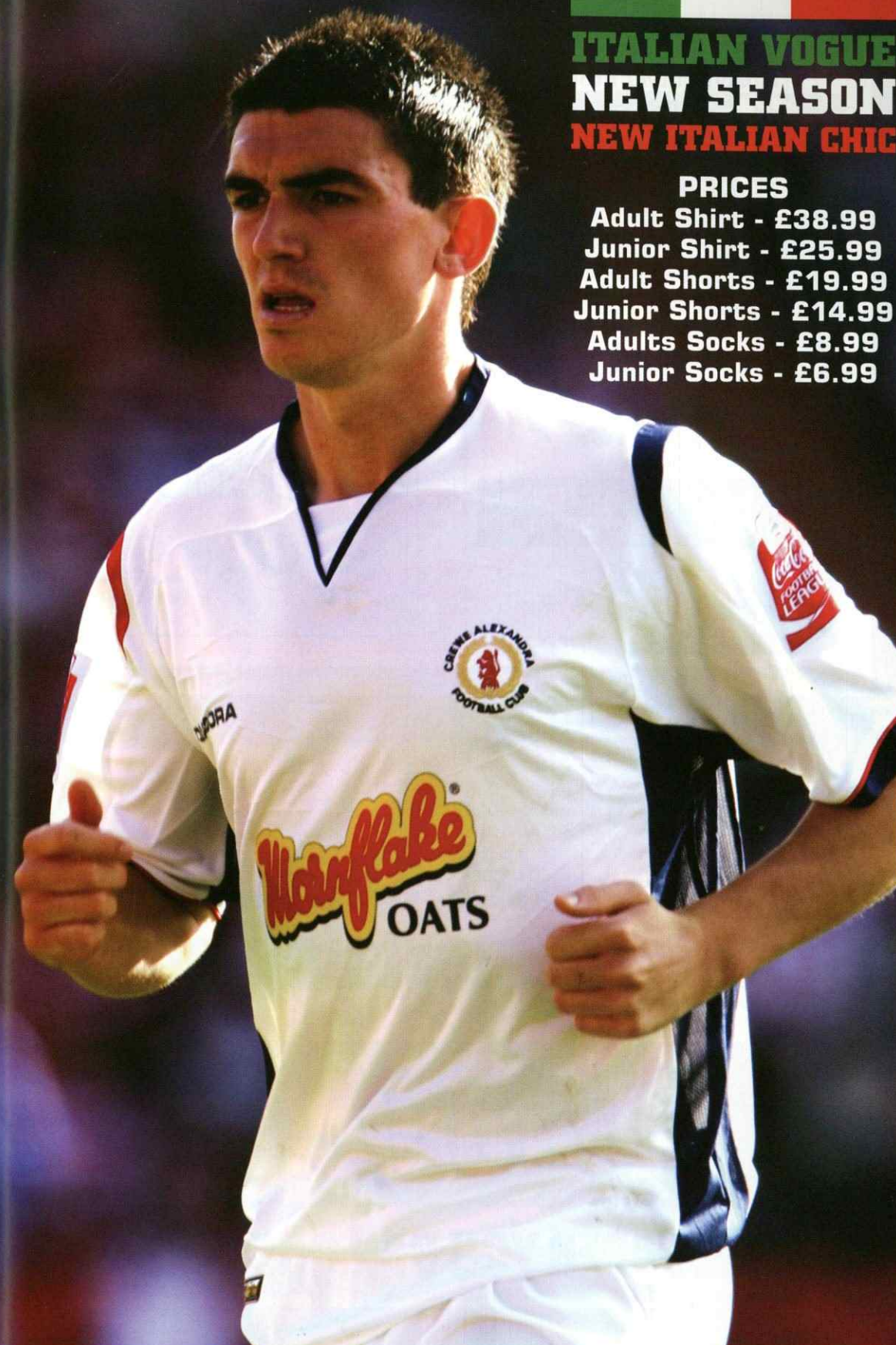
Junior Shirt - £25.99

Adult Shorts - £19.99

Junior Shorts - £14.99

Adults Socks - £8.99

Junior Socks - £6.99



QUALITY Coach Travel From

Quality Assured
Risk Assessed
Friendly Drivers
Independently
Audited

BAKERS

COACHES



COACH TRAVEL FOR

- Day Trips & Outings • Group Travel & Holidays •
- Tour Planning Department • School Trips •
- Contracts & Private Hire • Touring UK & Europe •
- Solutions for Conferences & Corporate Events •
- 6-57 Seaters •
- Standard and Executive Coaches •
- with Air Conditioning

Coach Hire 01782 522101
Holiday Hotline 0800 298 0498

www.bakerbus.co.uk
e-mail: sales@bakerbus.co.uk
Head Office: Spring Grove, Congleton Road, Biddulph,
Stoke-On-Trent ST8 7RQ

Quality of Experience

Steven Burgin
HAIRDRESSING

60 Hospital Street, Nantwich
Cheshire, CW5 5RP
Website: www.stevenburginhair.co.uk
Tel: 01270 624333

TICKET NEWS

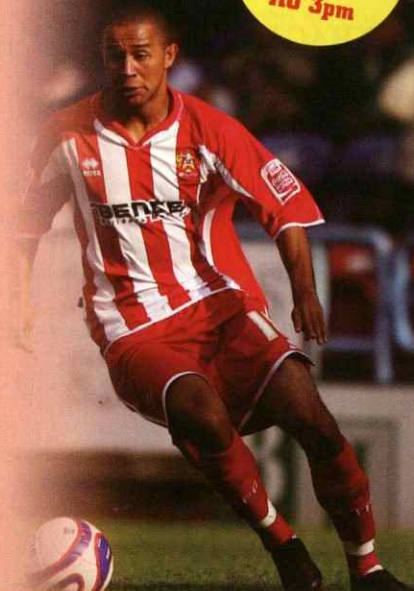
v CHELTENHAM TOWN

**Saturday
27th October
2007
KO 3pm**

Pay at turnstiles

Adults	£18.00
Senior Citizens	£12.00
Juniors U16	£7.00
Students	£12.00
NUS Card is required	
Disabled & Ambulant	£12.00 Carer Free

Coaches depart at **11am** and are priced at
Season ticket holders and members **£10.00**
Non season ticket holders **£11.00**



v YEOVIL TOWN

**Saturday
3rd November
2007
KO 3.00pm**

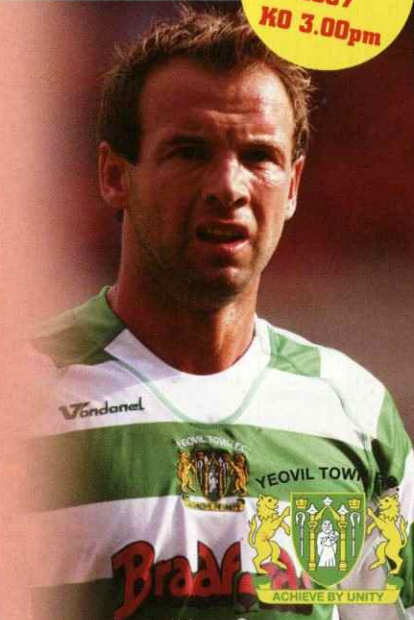
Match Day Prices

Adults	£19.00
12-16yrs	£8.50
Under 11's	£4.50
Senior Citizens	£15.00
Disabled	£15.00

Associate Members

Adults	£16.00
12-16yrs	£6.50
Under 11's	£3.50
Senior Citizens	£12.50
Disabled	£12.50
Students	£8.50

Student tickets are only available upon
purchase of a £10 student membership.
This can be acquired through production
of a valid student ID and recent passport
sized photograph.



First for...
**local news, sports
& entertainment**

CREWE
Chronicle

THE PAPER YOU CAN COUNT ON

Programme Advertising 01270 213014 ext 114



CONTRACTS OF EMPLOYMENT STAFF HANDBOOKS HEALTH & SAFETY

- Documentation and ongoing support
- A low-cost local and on-site service tailored specifically for your business
- No lengthy contractual agreements or costly extras
- From as little as £350 for up to 9 staff
 - Optional ongoing support
 - Hundreds of local clients

Call **01270 849 197**

Visit www.magentamoon.co.uk

Email alex@magentamoon.co.uk

NANTWICH VENEERS



Buy Veneer Online

- Laser Cutting
- Bespoke Cut to Size
- Veneer Stitching
- Pressing Service



01270 625361

Unit 3, Barony Employment Park, Nantwich

www.nantwichveneers.com

BBC RADIO STOKE

Call us after the game on **01782 208008**

or Text **07786 202946**

E-mail sport.stoke@bbc.co.uk

website www.bbc.co.uk/stoke

104.1 FM in Stafford

94.6 FM 1503 MW

BBC RADIO STOKE

WITH **STEVEN SCHUMACHER**

A QUICK 5 MINUTES

Where do you live and how long does it take to get into training?

I've moved back to Liverpool, so it is about an hour now

What car are you currently driving?

I have a couple of Astra's at the moment

Who at the club has the best tricks in training?

Neil Cox! His step-over's are amazing

Who is the best at shifting the weights?

Stuart Tomlinson - He shows off big time on the beach in Ayia Napa

Who has the dodgiest clobber at the club?

It's a close call between Popey and Ryan Lynch

Who is your best mate in football?

Michael Symes, who is at Shrewsbury now

Who is your tip to win the Premiership?

Manchester United, followed by Arsenal

What about the Champions League?

Barcelona

What has been the most memorable goal you have scored?

The one at Swindon was good

and one against Bournemouth on my 21st birthday

Who is the best player you have ever played with?

Wayne Rooney or Thomas Gravesen

If you could play for any club in the world, who it will be?

Barcelona

Do you sleep easy after night games?

No. It always takes me ages!

If you could be in a band, which would it be - and why?

The Killers or U2. I would want to be the drummer in U2

Which city do you think provides the best night out?

Dublin. The Guinness is unbelievable

What do you try not to miss on TV?

Prison Break

What tunes are always playing on your ipod?

Oasis, always gets me going before a game

If money was no objective what would be the first thing you would buy?

An island in the Caribbean or somewhere warm where I could sit on the beach all day

What do you prefer take-away wise?

Domino's Pizza



Matchday Sponsorship 01270 213014 ext 113

THE SITUATION WE FIND OURSELVES IN CAN CHANGE VERY QUICKLY

ANY MISTAKES A GOALKEEPER MAKES ARE INTENSIFIED TEN-FOLD. THE ENGLAND GOALKEEPER PAUL ROBINSON HAS BEEN INTENSELY CRITICISED FOR HIS RECENT FORM FOR BOTH HIS CLUB TOTTENHAM HOTSPUR AND HIS COUNTRY. THE ENGLAND COACH STEVE McCLAREN HAS KEPT FAITH WITH HIM AND HE IS SURE TO START THE EUROPEAN CHAMPIONSHIPS NEXT SUMMER AS OUR NUMBER ONE GOALKEEPER.

ROBINSON'S only real competition for his place currently comes from the Portsmouth keeper David James, a man who has inherited the unfortunate nickname 'Calamity James' due to the amount of high profile mistakes he has made during his career. James is a very athletic and agile goalkeeper and despite his past catalogue of errors, he remains one of the finest stoppers in the Premier League. Many England fans would prefer James between the posts rather than Robinson. With an evident shortage of quality goalkeepers in this country, it is understandable that James and Robinson are the only real options at the moment.

There are some promising young goalkeepers coming through, such as Ben Foster, Scott Carson, Chris Kirkland and Robert Green, but they only have three senior caps between them. It always amazes me that the England manager does use these untimely 'friendly' Internationals to give his understudy goalkeepers some necessary experience.

Of course, goalkeepers and the defenders in front of them are

under scrutiny much more by an information and controversial seeking mass media. A footballer nowadays has to cope much more from criticism coming from all angles. With cameras at every game and pundits and journalists only too willing to quickly criticise, it often seems that players make more mistakes now than they ever did in the past. Of course, that is utter rubbish.

Take Peter Shilton for instance. He was a fantastic shot-stopper and was capped by England more times than anyone

makes fewer mistakes when the pressure is really on. It is that real consistency which separates those in the top flight and those plying their trade in the lower leagues. That is why Arsenal were hugely successful with David Seaman guarding their goal or why Manchester United were able to accomplish the treble in 1999 with Peter Schmeichel protecting their goal. People tend to forget that United were on the back foot for much of their historic European

Cup win over Bayern Munich. Only the heroics of their 'Great Dane' kept them in the match as it entered those dramatic last few minutes.

As well as losing you points with an error of

judgement, a goalkeeper can also win you points and trophies. I would still argue that Chelsea may well have won a third consecutive Premier League title last season, if Petr Cech had not suffered that appalling head injury at Reading this time last year. Maybe Cech would have helped Chelsea to a further six or seven points with some of the saves he is capable of?

It was abundantly clear Crewe Alexandra have conceded far too many goals over the last three

seasons. That has something to do with the cavalier approach we used to adopt on a regular basis under Dario Gradi. He thrived on producing attacking football and although he never particularly liked us to concede goals, he wouldn't mind too much if we out scored the opposition and showed glimpses of attacking football. Perhaps at times we were a little gung-ho in our approach and quite understandably at times we were caught out on the counter attack. That is the risk you always take. Steve Holland has been promoted to first-team coach and has quite rightly too, tried to make it more difficult for our opponents to threaten our goal. Therefore, Crewe have perhaps sacrificed some of our attacking flair, in order to improve defensively. The trick is to get that balance right. I recently saw even Arsenal get caught out defensively by Sunderland, because the superb Gunners were enjoying themselves too much going forward.

Our number one goalkeeper Ben Williams has certainly welcomed the change from a defensive perspective. When a team is shipping goals, it is the goalkeeper who often receives the flak. Supporters will read the goals against column and come to the assumption that the goalkeeper is under-performing, but that is usually not the case. Then if a goalkeeper keeps a clean-sheet, it is reversed and the praise is often given to the back four or the holding midfield player.

Goalkeepers also get the rough end of the stick and you can understand their frustration. Here at Crewe, we rightly take a collective responsibility for conceding goals or suffering defeats. We defend as a unit and we attack as a unit. Obtaining a clean-sheet is a credit to everyone. Conceding a sloppy goal is everyone's fault. That is what being a united team is all about. Supporters and the media often search for a scapegoat or look to point the finger of blame at someone, professional sportsmen and coaches



Things do happen that make it harder, such as Nicky being injured or Luke being sold, but as a footballer you just have to get on with it...

else. With a record 125 caps for his country, Shilton is rightly regarded as a legend of the game, but how many times was his former clubs Southampton or Derby County shown live on television? It wasn't very often and I would imagine Shilton, like many other goalkeepers, made a number of glaring mistakes during his career. It is only natural. Everyone makes mistakes.

A player at the top of his profession is usually one who



shouldn't and often don't. They prefer to look at the overall picture. If a midfielder doesn't track his man back and he scores, it isn't the goalkeepers' fault is it?

"We all held our hands up in the summer and admitted that last season wasn't good enough defensively. We knew it was an area of our game that we all had to improve upon and I think we have done that," says Ben.

"We have had one or two blips recently against Oldham and then against Bournemouth and last week at Southend, but we need to use that and learn from it. It may do us good in the longer term because it has given us a timely jolt to remind us how difficult it can be to get results in this league. The only really outstanding team so far has been Leeds United. It seems the rest of us can beat each other and that is why there are some freakish results every weekend.

"I think we have looked a lot better defensively this season. Before those recent blips I think we were conceding an average of about one goal per game and that would put us in a much healthier position in the league. I think if we managed that all season we would

concede around 50 goals and that would be a vast improvement on the 70-odd we conceded last season."

Williams is as honest as they come and his own worst critic. He detests conceding goals and hates losing matches even more so. He was hugely disappointed to have finished mid-table and being a major part of a team that conceded 72 league goals. Although, we have made some defensive errors already this season, Williams is pleased that we have generally looked more consistent at the back.

"We have made some defensive mistakes. That is going to happen over the course of the season, but I think we have looked fairly consistent at the back. The new players have made a massive difference to us," admits Ben.

"Billy has slotted in at left back and looks as though he has been there for years and I think everyone can see what a quality player Danny Woodards has been. Julien has been injured but has started the season very well and Danny (O'Donnell) and Macca (Chris McCready) have both played well, especially at Tranmere.

"Then we have the likes of

George (Abbey) in the squad, who never let anyone down when they get a chance to play. I think the squad looks a lot better defensively now and the work we have done has paid dividends."

Williams, who worked under the guidance of Tony Coton during his trainee scholarship at Manchester United, is determined to improve even more. People tend to forget that the Manchester-born goalkeeper is still only 25. They say that goalkeepers do not hit their peak until at least 30. Take David James as the prime example. He is a much better goalkeeper now at 37 than he ever was during a traumatic spell as Liverpool's number one in the mid-90s.

"We knew as a club that we had to improve defensively and I think we undertook massive strides to rectify that in the summer. Things do happen that make it harder, such as Nicky being injured or Luke being sold, but as a footballer you just have to get on with it," says Ben.

"I wouldn't care too much if we won every game 1-0 rather than taking part in seven-goal thrillers. At the end of the day, I just want to win football matches and go home.

"I know the supporters will look at the league table and be disappointed but it is still very tight and if we can string some positive results together then it can change around very quickly. Then everyone will be talking about the play-offs again.

Ben added: "It is a hard league to get out of because the better players are filtering down from the Premiership and the Championship, but it is still very much in our hands. We aren't worrying too much about what others clubs are doing. It is up to us and we know we have to be doing better if we want to be, where we think we should be, come the end of the season."



Enjoy Responsibly

Carlsberg

Probably the best supporter in the world

Probably the best lager in the world...

UNDER-18'S OVERCOME THE MIGHT OF UNITED!

IT WAS A FANTASTIC DAY FOR THE UNDER 18'S A COUPLE OF WEEKS AGO, WHILST THE FIRST TEAM AND ALL STAFF AND SUPPORTERS ENJOYED THE FAMILY FUN DAY HERE AT THE ALEXANDRA STADIUM, THE CREWE ALEXANDRA ACADEMY ENJOYED AN AFTERNOON AT MANCHESTER UNITED'S CARRINGTON TRAINING GROUND COMPEX AND CONTINUED THEIR FINE FORM THIS SEASON OVER OUR NORTH WEST COUNTERPARTS!

TEAMS

CREWE ALEXANDRA U18's

- 1 Jack Baker
- 2 Charlie Ager
- 3 Matt Tootle
- 4 Ashley Westwood
- 5 Nathan Bancroft
- 6 Tom Lappin
- 7 Ben Marshall
- 8 Luke Murphy
- 9 Josh Thompson
- 10 Chris Clements
- 11 AJ Leitch-Smith

From The Bench...

12. Matt Lund (11)
14. Theo Stair (7)

MANCHESTER UTD U18's

- 1 Gary Woods
- 2 Scott Moffatt
- 3 James Derbyshire
- 4 Corry Evans
- 5 Kenny Strickland
- 6 Matthew James
- 7 Chris Curran
- 8 Oliver Norwood
- 9 Cameron Stewart
- 10 Evandro Brandao
- 11 Federico Machedo

From The Bench...

- 12 Magnus Wolff Eikrem (7)
- 14 Antonio Bryan (10)

THE BOYS have lost just two games in nine so far this season but during their trip to Manchester, they became the first team to score at Carrington since the opening day of the season with our promising striker Josh Thompson grabbing the only goal of the game early on.

Although United started the game well, almost taking the lead within the first few minutes when they hit Jack Baker's post, it was Crewe who quite derservedly opened the scoring. The In-form

midfielder Chris Clements, who has scored seven goals himself this season, sent the ball into the line of Josh Thompson's run and he collected it perfectly to score his fourth goal of the season.

United came close to bringing the scores level once more just before the break but Crewe stepped up their own game in the



Thompson slotted home the decisive winner against United.

Team	P	GD	PTS
1 Manchester City	9	24	25
2 Everton	9	12	22
3 Crewe Alexandra	9	-1	17
4 Liverpool	7	4	15
5 Manchester United	9	-3	15
6 Bolton Wanderers	9	4	11
7 West Bromwich Albion	9	-7	11
8 Blackburn Rovers	9	-5	7
9 Wolverhampton Wanderers	9	-6	7
10 Stoke City	9	-6	6



Westwood struck the bar with a fierce shot.

second half and could have had the cushion of that second goal. The excellent Ashley Westwood came closest to doubling our advantage, hitting the crossbar with a stunning 25 yard shot which had United's goalkeeper Gary Woods beaten by the power of the shot.

In their efforts to steal a point Manchester United threw on their substitutions, which very nearly paid off for them as Antonio Bryan hit the post in stoppage time. The entire match was also screened live on MUTV on Sky Sports and the hard fought victory pushed Crewe Alexandra up to third in the Under-18 League table.

Manchester United remain fifth, with their City rivals topping the league at this stage of the season.

Congratulations to all our lads for a terrific win and long may their successes continue this season. The Under-18's travelled to Melwood to face Liverpool this morning. We will bring you a full report on that game in the next issue of the match day programme.

CRITCHLEY'S VIEW

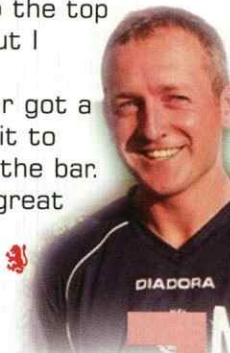
IT WAS A great win for us, and a great game as well. We played really well during the first half and defended well. I thought we were well-organised and created some good chances. We scored a fantastic goal, Josh Thompson finished off the move but it was a great goal. It was a good performance, and we had to play well because Manchester United are always a good side at all age groups.

The boys have a lot of belief at the moment as we have been winning a lot of games, winning games does breed confidence, so they went into the game with some confidence.

Although United had a lot of possession we never looked vulnerable, our goalkeeper wasn't flying around making save after save because we were organised and played well.

It was a good goal, we worked the ball out to Charlie Ager at right back and Chris Clements has made a run in through the centre halves, he brought the ball out of the air brilliantly well with his first touch. From the edge of the box, he sent the ball across the box to Josh (Thompson) who smashed it in to the goal first time. It was one of quite a few chances we created throughout the game.

Ashley Westwood made a great effort to almost make it 2-0, we worked it well from a corner AJ Leitch-Smith set up Ashley who struck it first time. I thought it was flying into the top corner, but I think the goalkeeper got a touch to it to put it on the bar. It was a great effort on goal.



The boys have a lot of belief at the moment as we have been winning a lot of games, winning games does breed confidence...

WHAT HAPPENED NEXT?

CREWE ALEXANDRA CLINCHED PROMOTION AS KEVIN MCHALE AND GARY TALBOT SCORED IN THE 2-1 FOURTH DIVISION VICTORY OVER CHAMPIONS LUTON TOWN WATCHED BY 8,634 AT GREYSTY ROAD ON 4TH MAY 1968. FOOTBALL HISTORIAN LEIGH EDWARDS TRACES WHAT HAPPENED TO BOTH TEAMS:

WHATEVER HAPPENED TO CREWE'S TEAM?

WILLIE MAILEY: Ex-Scotland Schoolboy goalkeeper who was ever-present in Crewe's 1967-68 promotion success. He made 216 League appearances prior to joining Altrincham in July 1970, then played for Macclesfield and Winsford before managing Crewe's reserve team. He died in Crewe in June 1992.

TOMMY LOWRY: Long-serving right-back who was an influential figure in Crewe's 1967-68 promotion success. He scored twice in a club record 436

League games while at Greysty Road before illness ended his playing career in August 1977, then was a machinist at Rolls Royce and still lives locally in retirement.

PETER LEIGH: Long-serving left-back who helped Crewe win promotion in 1962-63 and 1967-68, netting three goals in 432 League outings before injury ended his career in March 1970. He then ran the family window cleaning business in Altrincham until his retirement and now plays crown green bowls.

KEITH STOTT:

Central defender who scored 11 times in 188 League outings before reuniting with Jimmy McGuigan at Chesterfield in July 1970. Ever-present in 1971-72, he later played for Matlock Town, then sold fruit and veg on Chesterfield market and has since been caretaker at St Mary's School in Newbold.

ERIC BARNES:

Long-serving central defender who featured in Crewe's 1962-63 and 1967-68 promotion campaigns. He scored once in 354 League outings for the Alex before

moving to Witton Albion in July 1970, then played for Altrincham and ran Eric Barnes Menswear shop in Crewe for 30 years until retiring.

MICK GANNON: Versatile left-half who helped Crewe take Coventry City to an FA Cup fourth round replay in 1965-66 and was twice ever-present, including Crewe's 1967-68 promotion success. He scored twice in 208 League outings before moving to Altrincham in July 1970. He settled back on Merseyside.

KEVIN MCHALE: Former England Youth winger who was an experienced figure in Crewe's 1967-68 promotion success. Netting 22 goals in 116 League outings prior to joining Chester in October 1970, he featured in their 1971-72 promotion near-miss and has since worked for David Browns in Huddersfield.

ALAN BRADSHAW: Versatile favourite who scored 51 times in 294 League games before moving to Macclesfield Town in July 1973. Appointed Great Harwood's player-boss in April 1976, he later coached Chorley, Padiham, Clitheroe and Blackburn's youth team, helping his wife run a nursing home in Clitheroe.

GARY TALBOT: Centre-forward who was top scorer in Crewe's 1967-68 promotion success. He netted 20 times in 37 League outings while at Greysty Road before rejoining Chester in June 1968. After setting their

goalscoring record, he retired a year later to concentrate on his photography business in Chester.

GORDON WALLACE: Scottish striker who appeared for Liverpool in the top-flight and helped Crewe clinch promotion in 1967-68, overcoming a second broken leg to score 21 goals in 93 League games for the Alex before quitting football in October 1971. He became a partner in a garage business in Liverpool.

DON RATCLIFFE: Versatile winger who was an experienced figure as Crewe clinched promotion in 1967-68. Contesting a first-team slot with Alan Tarbuck, he scored twice in 47 League outings for the Alex before moving to Northwich Victoria in July 1969. He now lives in his native Newcastle-under-Lyme.

WHATEVER HAPPENED TO LUTON'S TEAM?

TONY READ: Goalkeeper who was a key figure in Luton's 1967-68 Fourth Division title triumph and also appeared as a centre-forward while at Kenilworth Road. He netted 12 goals in 199 League games for the Hatters before quitting football in May 1972 to concentrate on his second-hand car sales business in Luton.

MAX DOUGAN: Ex-Scotland Amateur international right-back who starred in Luton's 1967-68 Fourth Division title campaign and made 118 League appearances prior to joining Dunstable in July 1970, then played for Bedford Town and Ampthill. He now lives in retirement back in Bathgate, West Lothian.

FRED JARDINE: Versatile Scottish left-back who featured in Luton's 1967-68 and 1969-70 promotion campaigns, scoring nine goals in 220 League outings before reuniting with manager Allan Brown at Torquay United in February 1971. He later played for Ampthill and still resides in Luton in retirement.

ALAN SLOUGH:

Midfielder who missed just one match in four seasons, netting 28 goals in 275 League outings for Luton before following Alec Stock to Fulham in August 1973. An FA Cup finalist in 1975, he played for Peterborough, Millwall, Torquay and Yeovil prior to running a cleaning business in Torquay.

TERRY BRANSTON:

Central defender who was ever-present in Luton's 1967-68 Fourth Division title triumph and scored nine goals in 101 League games prior to joining Lincoln City in September 1970. He later played for King's Lynn, Nuneaton, Enderby and is now a retired driving instructor back in Rugby.

JOHN MOORE: Long-serving central defender who featured in Luton's 1967-68 and 1969-70 promotion campaigns, netting 13 goals in 273 League games prior to joining Northampton Town in August 1974. He later played for Dunstable, then rejoined Luton as a coach and also had a spell as the Hatters' manager.

GRAHAM FRENCH: Ex-England Youth winger who starred in Luton's 1967-68 and 1969-70 promotion successes. He netted 21 goals in 182 League outings for the Hatters prior to joining Reading in November 1973, then appeared for Southport under the surname Lafite. Now living in his native Wolverhampton.

KEITH ALLEN: Striker who missed just one match in Luton's 1967-68 Fourth Division title triumph and also helped win promotion in 1969-70. He netted 36 goals in 137 League outings prior to joining Plymouth Argyle in July 1970, then was a car salesman in Plymouth and now lives back on his native Isle of Wight.

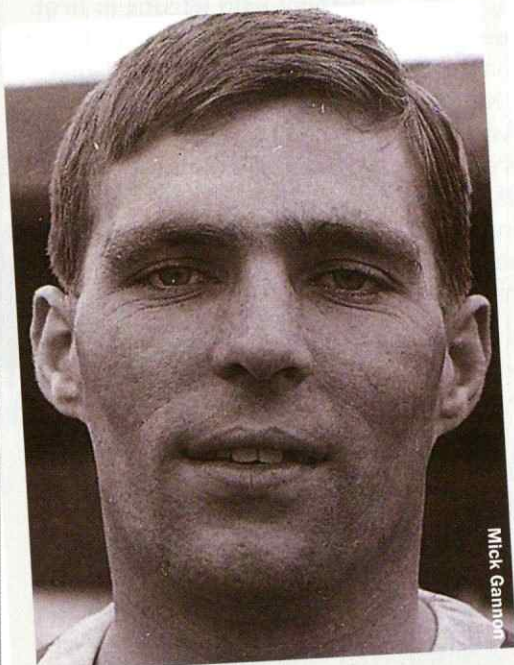


Bruce Rioch

RODNEY GREEN: Much-travelled striker who helped Luton clinch the Fourth Division title in 1967-68 and scored three times in 11 League games prior to joining Watford in August 1968. He then played for South African side Durban Spurs, since running a reproduction furniture business in his native Halifax.

BRUCE RIOCH: Scotland international midfielder who moved to Aston Villa in July 1969, then played for Derby County, Everton, Derby again, Seattle Sounders and became Torquay United's player-boss. He also managed Middlesbrough, Millwall, Bolton Wanderers, Arsenal, Norwich City and Wigan Athletic.

RAY WHITTAKER: Ex-England Youth winger who featured prominently in Luton's 1967-68 Fourth Division title triumph, netting 40 goals in 170 League games before moving to Colchester United in July 1969. He then played for Dartford, Wealdstone and Dunstable, running a sweet shop in Forest Gate.



Mick Gannon

ONE GAME. ONE COMMUNITY. WEEK OF ACTION

CREWE ALEXANDRA FOOTBALL CLUB FULLY SUPPORTS THE ANTI-RACISM STANCE AND HAS BEEN A FIRM STaunch SUPPORTER OF THE 'LET'S KICK OUT' AND 'THE ONE GAME. ONE COMMUNITY' CAMPAIGNS. THIS YEAR, THE CAMPAIGN HAS SELECTED THE 18TH - 30TH OCTOBER AS THE NATIONAL WEEK OF ACTION AND BOTH THE PLAYERS OF CREWE ALEXANDRA AND LUTON TOWN WILL BE WEARING WARM-UP T-SHIRTS BEFORE THE MATCH TO RAISE AWARENESS.



ALL 92 CLUBS are again involved in the nationwide campaign and through the dedicated work of campaigners; racism within football has greatly improved. But the fight is not over yet and we as a club and as community will not tolerate it.

The week of action is now rightly a prominent fixture in the football calendar and all clubs within their community schemes have hosted events to educate future generations to make a stand

against racism within the beautiful game. Last season more than 700 events took place during the week of action, which included an anti-racism match day for all 92 professional clubs in England and Wales.

Of course, Crewe Alexandra supporters have an impeccable record both at home and away matches but we would encourage any supporter who is subjected to any racist comment or chants to report it immediately to the nearest steward or police officer. Racist abuse does not belong

in football and if you hear it please report it. Alternatively you can report any instances by calling freephone **0800 169 9414**.

For full details of what you can do as a school, youth or community group or

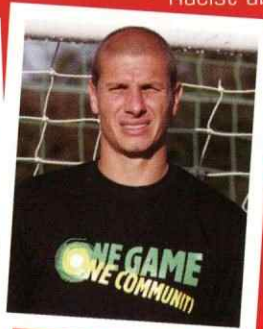
local club are on-line now at www.kickitout.org or by contacting **020 7684 4884**.

JULES HELPS LAUNCH LANGUAGE WING AT LOCAL SCHOOL

Crewe Alexandra's affable Frenchman Julien Baudet recently attended Ruskin School in Crewe to help celebrate their newly found status as a Language College.

To commemorate their most recent honour the sports-based college held a special open day to give Julien and other local representatives the chance to see why they have received their new title.

Julien was given a tour of the school and the chance to join in on some of their language classes including trying his hand at Polish and Japanese! He was then given the task of taking part in their assembly having a conversation with a pupil entirely in French, and being



Football Foundation web-site
footballfoundation.org.uk



for him, and he acted with total courtesy as well as responding well to the children.

"It was so refreshing to see a sportsman act with dignity and enthusiasm. I would like to wish both the young man and yourselves every success for the future, you as a club clearly have a strong community ethos."

We would like to thank Peter and the school's bursar Jean Golding and their staff and pupils for welcoming Julien and providing an afternoon he thoroughly enjoyed. We would also like to congratulate them on becoming a Language College as well as a coveted Sports College.

The club's Technical Director Dario Gradi and the mayor of Crewe and Nantwich attended its open day this morning. The new facilities have been constructed to improve the quality of coaching and enjoyment in sport for the local community, both young and old and hope that more and more of you will take an active role in exercise and promoting a healthy lifestyle. The Crewe Alexandra Football in The Community staff would like to take this opportunity to thank those from the Football Foundation for their generosity and support during the project.

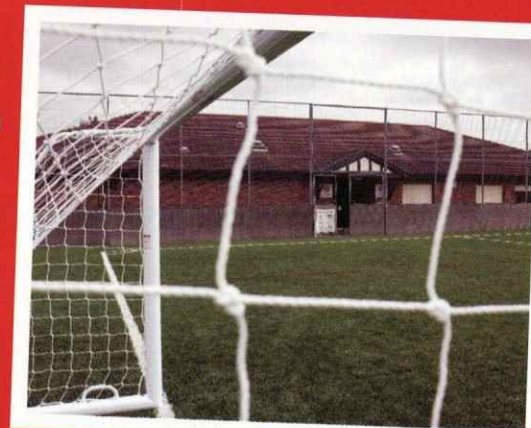
For more information on events and courses at the Alexandra Soccer, please call **01270 216682**.

treated to a display full of song and dance from all over the world. Julien was the perfect club representative and all the staff and pupils were extremely grateful for his appearance.

School Governor Peter Cameron said: "Julien came to the school to help us celebrate becoming a language specialist school. The young man was nothing but a complete credit and goodwill ambassador for Crewe Alexandra football club. Nothing was too much trouble

SOCCER CENTRE REFURBISH OPENED THIS MORNING

The Alexandra Soccer Centre complex based at Shavington has recently been refurbished thanks to a £317,000 grant from the Football Foundation.





Darrelle brightens up everyone's day. That's why she's our receptionist.



Darrelle Williams - Receptionist

What's the difference between one BMW dealership and another? The product? No. The prices? Sometimes. The showrooms? Possibly. It's the people. We recognise how important it is to build relationships with our customers, our suppliers and our own staff. Our people are the finest around. That's why our customers keep coming back to Blue Bell time after time. So next time you're looking for a BMW, you want to arrange a service, or just want a part, call into Blue Bell and get to know us.

Blue Bell get to know us

Blue Bell Crewe Fourth Avenue, Weston Road, Crewe CW1 6XH Tel **01270 212525** www.bluebellbmw.co.uk
Blue Bell Wilmslow Manchester Road, Wilmslow, Cheshire SK9 2LE Tel **01625 529955** www.bluebellbmw.co.uk

ALVASTON HALL HOTEL LEISURE CLUB



GOLF CLUB

The Golf club can offer a 9 hole EGU standard golf course, flood-lit driving range open from 9am - 9pm. Golfing lessons can also be booked with our onsite golf professionals.

LEISURE CLUB

The Leisure club can offer you the use of our heated indoor swimming pool, Spa pool, Tropicarium, Sauna, steam room, gym & fitness studio.

Ideal for weddings, celebrations and meetings

Alvaston Hall Hotel are proud to offer you the use of our meeting room for small business or group meetings, we are also licensed for weddings and naming ceremonies. We have the perfect room for parties of any description, from big to small Alvaston Hall Hotel can accommodate your needs.

For more information please contact the hotel

01270 624341

**ALVASTON HALL HOTEL
LEISURE CLUB
1 DAY FREE
TRIAL VOUCHER**

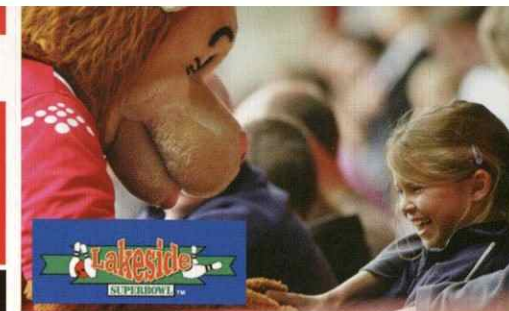
Valid until 31st July 2008
Terms and conditions apply.

Please bring your vouchers with you on the day.

CLUB MASCOT

GRESTY

IN ASSOCIATION WITH LAKESIDE SUPERBOWL, PHOENIX
LEISURE PARK, CREWE. TELEPHONE 01270 251111



WARM WELCOME BACK TO GRESTY ROAD

Although we were beaten by Bournemouth during our last outing at Gresty Road, I still had a fantastic day at the Family Fun Day. I hope our younger supporters enjoyed the pre-match and half-time entertainment and that you all got involved with the music, face painters and balloonists. I would like to thank you all for making it a memorable day.

CREWE AND LUTON IN FULL SUPPORT OF ANTI-RACIST CAMPAIGN

Today, is our club's recognised anti-racism day and as like last year the theme is 'One Game, One Community' and everyone associated with Crewe Alexandra and Luton is committed to

ensuring that we are doing everything in our power to bring communities together by reaching out to all races, cultures and religions.

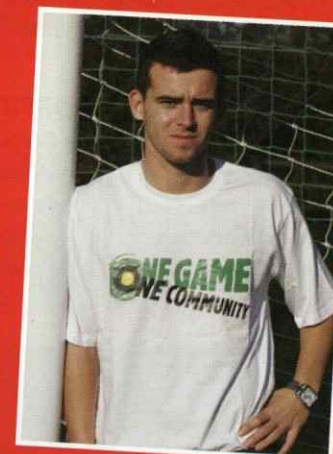
Lord Herman Ouseley, the Chairman of Kick It Out commented: "More than a million people will join hands during the week of action under the banner 'One game, One community'."

"The period will highlight football's popularity amongst communities stretching from the length and breadth of the country and celebrate the power of the game has in bringing different people together."

"We hope this show of unity will illustrate how football can lead the way in promoting inclusion and celebrating diversity."

Over the years both football clubs have been in full support of the campaign and we have continued to raise awareness of the racism and social acceptance through the work we have done with our Schools

project at the Alex Zone and the work we continuously involve ourselves with as part of our active work with the community scheme at our Shavington complex.



CREWE ALEXANDRA

MASCOTS

Name: JOE
MacDONALD

Age: 10.
Birthday on 22nd
October

School: Pebble
Brook

Favourite player:
Byron Moore



Name: CALLUM
WINSTONE

Age: 8
School:

Whitchurch
Junior School

Favourite player:
Danny Woodards



Name: JAKE
WINSTONE

Age: 10
School:

Whitchurch
Junior School

Favourite player:
Nicky Maynard



Matchday Sponsorship 01270 213014 ext 113

Travel further for free

If you're aged 60+ or are disabled you can apply to travel anywhere in England by bus for free.

For more details contact Crewe and Nantwich Borough Council on 01270 537222 or visit www.crewe-nantwich.gov.uk

PLAYER SPONSORSHIP 2007/08



Home Kit: **I - AGENTS**
Away Kit: **WILL WARD**
Boots: **DE CARTLIDGE**
Socks: **HAYDEN WHALLEY**



Home Kit & Away Kit: **Auxiliary Tank Storage Services**
Bulk Liquid Containers & Construction
Boots: **IN MEMORY OF MAUREEN BARLOW, 'MO'**
Socks: **NATHANIEL HOLLAND**



Home Kit: **GAIL TOMLIN MANUAL & AUTOMATIC DRIVING TUITION**
Away Kit: **MIKE & STEVE BADDELEY**
Socks: **ABIGAIL WATSON**
Boots: **GARY PEARSON & ANNE VERRALL**



Home Kit: **CHESHIRE ELECTRICAL SUPPLIES LTD**
Established 1983 Wholesale Electricals to Trade and Industry TEL: 01270 280101 FAX: 01270 280102
Away Kit: **ANDREW McINTYRE**



Home Kit: **'FRAN HALL, I LOVE YOU - KEV X'**
Boots: **TOM BURT**



Home Kit: **GAIL TOMLIN MANUAL & AUTOMATIC DRIVING TUITION**
Away Kit: **A LAWRENCE**
Boots: **KARAN PROUDLOVE**
Socks: **EVE ALLEN**



Home Kit: **JEAN PARRY**
Away Kit: **QUALITY TYRE SERVICE SANDBACH**
Boots: **SCOTT KYNNESSLEY**



Boots: **LEN, KRISTA, MATTHEW & DANIEL WEBSTER**



Home Kit: **DANE BANK HOUSE DENTAL PRACTICE**
Soul Searching Records
Away Kit: **JOHN CLIFFORD & KAY FIELDS**
Boots: **TERRY EDWARDS "BESTMATE"**
Socks: **CONNOR DAVIDSON**



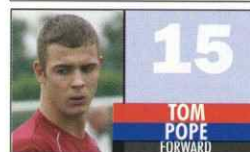
Home Kit: **OAKFELD**
Away Kit: **TOM WARD**
Boots: **LES LEWIS**



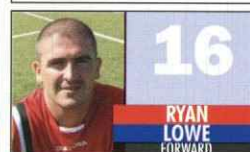
Home Kit: **JOHN CLIFFORD & KAY FIELDS**
Away Kit: **JOHN CLIFFORD & KAY FIELDS**



Home Kit: **THE IMPERIAL HOTEL**
Away Kit: **THE IMPERIAL HOTEL**
Boots: **KITTY TURNER**



Home Kit: **OAKFELD**
Away Kit: **JOHN CLIFFORD & KAY FIELDS**
Boots:



Home Kit, Away Kit & Boots: **Synsol**
www.synsol.co.uk
Socks: **JAKE UZZELL**



Home Kit & Away Kit:



Home Kit: **R & M WELDING SUPPLIES**
Away Kit: **R & M WELDING SUPPLIES**
Boots: **TERJE JONASSEN**
Socks: **GAVIN & CERYN FINCH**



Home Kit: **CREWE ASI**
Boots: **THE BADER FAMILY**



Home Kit: **NANTWICH VENEERS**



Sponsor A Crewe Player 01270 213014 ext 101

Doveys

OFFICE SUPPLIES Ltd



Take the initiative this year with the NEW and exciting range of initiative Office Products. Launched this year, the initiative brand offers your company the opportunity to revitalise the working environment with an innovative and eye catching range of quality office products

Will you be taking
the initiative
this year?



OFFICE FURNITURE

- Large Showroom
- Massive Range
- Great Deals
- Free Design Service
- After Sales Support

OFFICE SUPPLIES

- Same Day Service
- Unbeatable Prices
- Friendly, Professional Advice
- Free Parking

• CHOICE • VALUE • SERVICE

CREWE
TEL: 01270 256891
FAX: 01270 505029

STOKE-ON-TRENT
TEL: 01782 280250
FAX: 01782 280271

Head Office: First Avenue, Weston Road, Crewe, Cheshire, CW1 6BG
www.doveys.co.uk



Your Stoke On Trent DAF Truck & LDV Van Dealer
All Makes Contract Maintenance
0800 0237730
www.imperialcommercials.co.uk



fancy the latest gadget?

Make sure you can still pay your rent –
don't risk losing your home.

Every week people lose their homes by failing to pay their rent. We don't want you to be one of them, that's why Wulvern Housing offers a variety of methods which can help. From maximising your benefits to reviewing your budgeting – all free and confidential.

If you are having difficulties paying your rent, please talk to us – we're here to help.

01270 503651/503653

wulvern housing

Wulvern Housing, Electra Way, Crewe, Cheshire, CW1 6GW

LEAGUE ONE ROUND-UP

Coca-Cola LEAGUE 1

DONACHIE DEPARTURE SURPRISES MANY

IT SEEMS THAT A WEEK IN FOOTBALL CANNOT PASS AT THE MOMENT WITHOUT A FOOTBALL MANAGER LOSING HIS JOB. RECENTLY PETER TAYLOR AND PETER GRANT LOST THEIR RESPECTIVE POSITIONS AT CRYSTAL PALACE AND NORWICH CITY. THEY HAVE STRUGGLED TO TURN AROUND THE FORTUNES OF THOSE TWO FORMER PREMIER LEAGUE CLUBS IN THE HUGELY COMPETITIVE COCA-COLA CHAMPIONSHIP AND PAID THE ULTIMATE PRICE.

OF COURSE Taylor's departure from Selhurst Park has meant a return to the game for Neil Warnock. After failing to guide his beloved Sheffield United to safety in the top-flight last season Warnock was replaced by the former England captain Bryan Robson at Bramall Lane. It didn't take the controversial gaffer too long to get back into the game though.

Warnock has forged a friendship with Palace's owner Simon Jordan over the last few years after the two actually fell-out over a newspaper article concerning Sheffield United's apparent

interest in striker Clinton Morrison. After sharing a row over the phone, they became bosom buddies and it was no great surprise when Jordan turned to the out-of-work Warnock to fill the void. At the press conference, Jordan jokingly announced his new manager as his 127th appointment.

Ironically, Taylor was allegedly applied for the vacant job at Carrow Road. The former England coach Glenn Hoddle has also submitted his application after turning his hand to media work with SKY Sports.

One of the most surprising departures has been the well-respect Willie Donachie at Millwall. The Scottish coach, who made his name as Joe Royle's former assistant at various clubs, had saved Millwall from relegation last season and certainly deserved the benefit of the doubt after they made a slow start this season. On limited resources, Donachie had transformed the club around and they were not too far off the play-offs last season. Our former Captain Dave Brammer cited Donachie's reputation and ambition as one of the major reasons why he elected to move south after spending the majority of his playing career in Staffordshire and Cheshire.

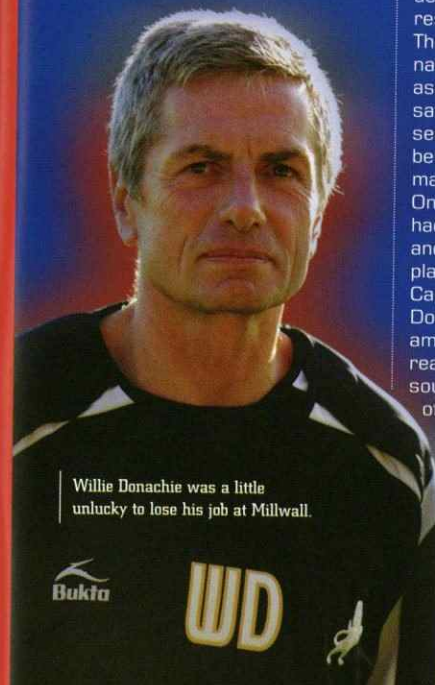
Although not entirely satisfied with the club's start to the new season, even the demanding Millwall faithful were shocked and genuinely surprised that Donachie didn't get sufficient time to construct his own squad. It will certainly be interesting to watch developments at

the New Den and who they elect to appoint because the club have Portuguese financial backers with American owners. It will also be interesting to see what happens with Brammer, who will take Donachie's departure worse than most.

If reports are to be true, Donachie apparently lost the dressing room at Millwall and had a stand-up row in the dressing room with his defender Danny Senda following a 4-0 defeat at Carlisle. Old School Donachie was perplexed that Senda found it hard to keep his feet in the match because he had a pair of flashy white boots on. Senda was then critical of the tactics and that was the cue for a blazing row between the pair in the dressing room. He left the club soon after with the aging defender Richard Shaw taking over in a caretaker capacity for last weekend's useful draw at Gillingham.

Shaw, the former Coventry and Crystal Palace centre-half reportedly doesn't fancy the job and neither does it seem the former Swansea City manager Kenny Jackett. The current reserve team manager at Manchester City apparently turned the job down due to the limitations of their budget.

The names that have been mentioned for the vacant position are Tranmere Rovers' boss Ronnie Moore and Phil Parkinson, who is currently working with Alan Pardew at Charlton Athletic. Yeovil Town also rejected Millwall's request to be able to speak to their highly promising manager Russell Slade. He looks set to remain at Huish Park.



Willie Donachie was a little unlucky to lose his job at Millwall.

Matchday Sponsorship 01270 213014 ext 113

HORSEBOXHIRE UK LIMITED
ann-marie@horseboxhireuk.co.uk
www.horseboxhireuk.co.uk

We buy the best so you can hire the best!



Don't lay out large sums of cash when you can contract hire from our brand new, fully-equipped fleet - call Ann-Marie NOW, on 01270 588140 to book!

Quality food,
honestly priced
isn't just a slogan.



Waitrose is different from other supermarkets. Our customers know that real value is all about enjoying good service and paying a fair price for better quality food. And that's exactly what you get at Waitrose - along with hundreds of money-saving offers every month throughout the shop, especially on everyday items.

Waitrose

Flat Lane, Sandbach

Telephone 01270 766777 waitrose.com/sandbach

Opening hours: Mon - Thurs 8.30am-8pm, Fri 8.30am-9pm, Sat 8am-8pm, Sun 10am-4pm

Are you getting your share?

The Football Foundation provides grants for kit, goalposts, pitches, floodlights, clubhouses, coaching and innovative projects that use football to deliver a wide range of community benefits. Since 2000, over £500 million worth of projects have been supported. If you are a football club, youth group, local authority, charity or a school, or have an idea for using football to tackle a local issue, contact the Football Foundation to get your share.

For more information visit
www.footballfoundation.org.uk
or call us on 0845 345 4555



improving facilities • creating opportunities • building communities



CREWE ALEXANDRA SUPPORTERS' INITIATIVE

CREWE ASi



I'D 'ECHO' THAT...

The Bournemouth Daily Echo paid tribute to the sportsmanship of Crewe fans following our last home game, "Max Gradel, who hails from the Ivory Coast, had followers in both camps purring as his stunning second half double enriched an absorbing contest. Packed with home fans, the Main Stand applauded - and some even rose to salute him - as the teenager hobbled around the pitch after his virtuoso display had been brought to a premature end by injury. Gracious in defeat it was a magnificent gesture from supporters who have seen the likes of Dave Platt, Geoff Thomas, Dean Ashton and Danny Murphy graduate from the Crewe academy in recent years" wrote Neil Perrett.

Of course Max wasn't the first and he won't be the last opposing player to be saluted by our fans. Dion Dublin expressed his delight and genuine surprise at receiving a similar reception when he played for Leicester - it really is the norm at Gresty Road and only adds to the club's esteem and standing in the game.

WITH A LITTLE HELP FROM OUR FRIENDS...

We're delighted to announce that we've been able to add £1,000 to MacMillan Cancer Unit Appeal at Leighton Hospital. Although our summer events were somewhat constrained by the weather, corporate sponsors and friends helped us to raise a meaningful sum for the appeal, which now stands at £770,000.

Although the charity still has some way to go to meet its One Million Pound target, work has started on the building which will provide a vast range of services including chemotherapy

treatment, saving patients a round trip of 70 miles to Manchester's Christie Hospital.

KICK IT OUT CAMPAIGN

This week sees the 'Kick it Out' week of action. Over 1,000 events will take place across the country this week to promote anti-racism with the help of football. The slogan for the campaign is "One game. One Community" and the Crewe ASI is fully behind the national campaign.

The 'Kick It Out' Week Of Action is one of the most prominent anti-racism and community engagement initiatives in the country. The week has a strong community focus and celebrates the contribution made to football by black, Asian and other ethnic minorities, whilst continuing the call to challenge racism.

For further information on the sterling work carried out by the Kick it Out Campaign you can visit their website at www.kickitout.org

GOOD TIME HAD BY ALL....

Despite the disappointing result at Southend last

weekend, a good time was had by all on a Weekend trip to the seaside. Thanks must go to John Ford who organised a great weekend which was enjoyed by all who went on the trip.

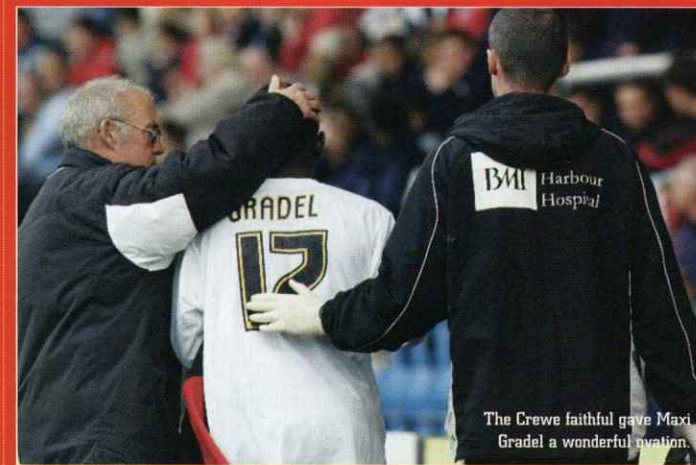
Another weekend trip is planned for the last away match of the season at Bournemouth. If you are interested in going please get in touch as we are now taking bookings.

As ever, in conjunction with the Sandbach Travelling Reds, we run travel to all of our away fixtures. If you want further details visit our website or call us on **07948 531652**.

WE NEED YOU!!

The ASI continues to go from strength to strength but we are always on the look out for new members and for people looking to play a part in our growing supporters group. If you are interested in finding out more then why not come to one of our meetings? Please contact us for further information. Contact us by phone/text on **07948 531652**.

Enjoy the game!!



The Crewe faithful gave Maxi Gradel a wonderful ovation.

Matchday Sponsorship 01270 213014 ext 113

GRANITE WORKTOPS & Fitted Kitchens



- High Quality, Affordable Granite Worktops
- Beautiful and Durable
- Add Value to your Home

Visit our show room to see our full range of quality fitted kitchens and granite worktops

CREWE (01270) 214079

Cumberland Works, Badger Avenue,
Crewe, Cheshire. CW1 3JG.

ABNutrition

The Alternative Feed Specialists

Suppliers to Feed Compounders & Blenders
Both locally and throughout the
United Kingdom of High Energy Products

Biscuit Meal • Maize Sugar • Sweet Maize
Cooked Cereals • Confectionery Blends • Maize Meal
Wheatfeed Pellets & Wheatfeed Meal

& ALL YOUR STRAIGHT FEED REQUIREMENTS

*Wishing Crewe Alexandra Football Club
every success during the 2007-08 season*



UKASTA Feed Assurance Registered

Tel: 01270-618360

Fax: 01270-618361

E-mail: info@abnutrition.com



CREWE & NANTWICH PHYSIOTHERAPY CLINIC

Registered Members of the Health Professions Council

- BACK & NECK PAIN
- MUSCLE/TENDON INJURY
- WORK RELATED INJURY (R.S.I)
- LIGAMENT SPRAINS
- STRESS MANAGEMENT
- JOINT PAIN
- SPORTS INJURY



We offer a wide range of alternative therapies including:
Acupuncture | Aromatherapy | Reflexology | Indian Head Massage
Bowen Technique | Sports massage | Massage | Nutritional advice

CREWE 01270 588244

7 Mallard Court, Mallard Way, Crewe Business Park, Crewe

NANTWICH 01270 619430

1 George House, Princes Court, (Behind FOCUS) Nantwich

Recognised by all major Insurance Companies | www.ctcphysio.co.uk

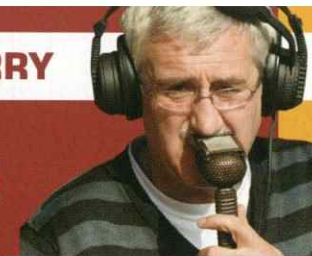
G A NEWSOME HAULAGE CONTRACTOR



**PROUD TO
SUPPORT
THE ALEX**

01829 260 660

BBC RADIO STOKE WITH GRAHAM McGARRY



SOME HONEST WORDS FROM SOME HONEST PLAYERS

**WHEN FOOTBALL RESULTS ARE GOING WELL ITS
VERY EASY TO BE IN THE SPOTLIGHT AND YOU
CAN'T GET NOTICED ENOUGH, BUT WHEN YOU
CAN'T BUY A WIN LIKE CREWE AT THE MOMENT ITS
NEVER QUITE THE SAME WHEN YOU ARE ASKED TO
FACE THE LOCAL MEDIA, BUT FOLLOWING THE
TEAMS LAST HOME RESULT WHICH OF COURSE
WAS A DREADFUL 4-1 DEFEAT TO BOURNEMOUTH,
BUT FULL CREDIT TO RYAN LOWE CAME OUT AND
TOLD IT EXACTLY HOW HE SAW IT.**

"IT'S TIME for the players to stand up and be counted, everyone of us are down and the lads are hugely disappointed because no disrespect to Bournemouth but they are the sort of games we need to be winning at home.

"Everyone was saying what a great performance and point it was at Tranmere but that counts for nothing now because we didn't follow it up with three points from the game we should have been getting something from.

"As players we need to have a good long look at ourselves. We aren't kids anymore. We need to be men and need to pick ourselves up and quickly.

Lowe added: "All the coaches can do is lay on sessions for us and tell us about the opposition and how they play, and they do that for every game we play. They keep on picking us and it is about time we started repaying their faith in us. It is not about the coaches, it is about us as a group of players and the responsibility we must

take out on the pitch."

The one thing I do find here in my role as BBC RADIO STOKE'S Crewe correspondent is that the staff, and players do give their honest opinions and for any football fan you can't want for much more.

It's a time for everyone to dig in and pull together as the team tries to gain a first win in seven today against Luton.

Club captain Neil Cox has been another senior player expressing his views this week on BBC RADIO STOKE.

Following on from Bournemouth the side were bitterly disappointing at Roots Hall going down 3-0 to Southend United.

Cox was one of just a couple of players who would have been satisfied with their own

individual performance and he admits that too many of the players are playing below par at the moment:

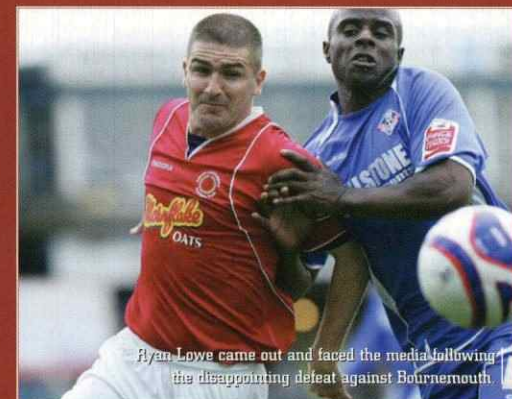
"We have had a real dip in form and some of that has to do with confidence. We were confident at the start of the season after picking up a few decent results, and we need to get back doing that.

"It is about having character and standing up to the challenge. We need to get our heads up because football is filled with ups and downs. What I've learnt is that once another game has kicked off, the past results don't matter. There is no point dwelling on them.

"At the moment there are too many players playing below their best. You cannot afford to have five or six players doing that at once and we all need to improve. We cannot afford people to go into their shells. We need them to become men".

Lets hope it all starts at 3 o'clock today.

Graham



Ryan Lowe came out and faced the media following the disappointing defeat against Bournemouth.

Cheddleton **BBC** RADIO STOKE Alsage
94.6 & 104.1 FM

WHEN REPETITION BECOMES A BORE

AS OUR OWN CLUB HISTORIAN, I HAVE THE GREATEST RESPECT FOR OTHERS WHO SERVE IN THE SAME CAPACITY AT OTHER CLUBS IN THE COUNTRY. I KNOW A NUMBER OF THEM PERSONALLY, AND, WITHOUT DOUBT, IT CAN BE SAID THAT THEY RELY ON ACCURACY IN WHAT THEY PRODUCE, WHETHER IT BE CONFINED TO JUST A FEW PARAGRAPHS, A FULL ARTICLE OR IN MANY INSTANCES CLUB HISTORIES.

RESEARCH can be done by several means, the use of micro film records, full copies of newspapers or just cuttings, books, conversations with individuals, and last but not least by attending actual games. Without doubt it is your presence at games that gives you the edge over other areas of research when having witnessed something that is often referred to in written work.

In recent years, within football programme production we have seen the proliferation of a series of articles by one specific writer described as a football historian. From the occasional use of his material, it is now, in my opinion reaching saturation point. There is a limit to what can be written on a given subject and happenings writing a specific time span. Once seen, then when it is used over and over again, word for word and year after year, it becomes boring in the extreme.

One issue for a recent away game is a prime example of this repetition syndrome. Within it's pages you will find no fewer than three two page articles under the following headings - 'Crewe's Dream Team', 'Classic Campaigns' and 'Managing To Succeed'. At first I thought the idea might have been just a one off and used specifically to highlight Crewe Alexandra and a very small part of our history, which goes back for over 100 years. However, it would seem that the same pattern has also been used in other issues in

this current season. That being so, then, like myself, other visiting supporters will have read the same repetitive material about their club, over and over again.

We all make the odd mistakes, research can and does often produce conflicting statements but there is no excuse when it comes to players appearances and the goals they have scored. In this context, there are accurate records available, but when one sees the same errors regularly repeated many times, then there is no excuse whatsoever.

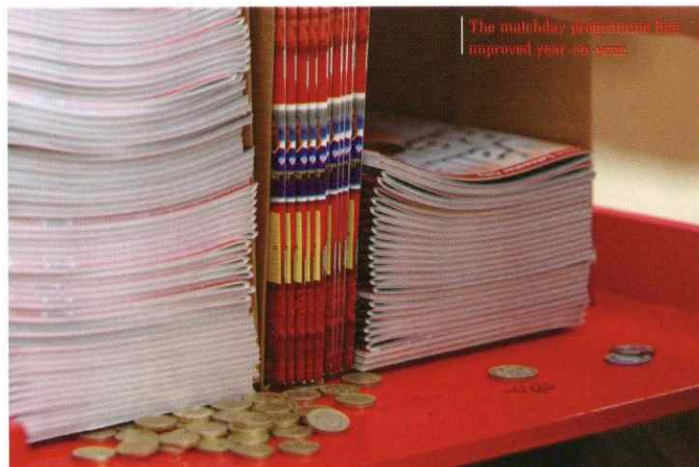
So far as Crewe Alexandra players are concerned, the most common mistake constantly made is the number of goals that Terry Harkin scored in the season when

he broke the club scoring record in season 1964/65. It is regularly shown as 34, but the correct figure is 35. It may only be one goal but when it creates a club record, it is vital to be accurate.

Turning to the latest article doing the rounds, 'Managing To Succeed'. Anyone who knows even a little about those persons who have served the club in a managerial capacity will know that Tom Bailey never served the club as a Manager. As our club secretary for a long time he was honoured for that length of service in that position. The piece on him seems to be a figment of the writer's imagination.

Programme Editors within the Football League are under constant pressure to produce their clubs issues in the most professional way possible. Every page, irrespective of size needs to be filled, often with material, well written, thought provoking and in addition providing information about the past or present, but above all accurate.

This season in our League, programme prices vary from £2.50 to £3.00 and should issues fall from the high standards demanded then sales would reduce, a trend that no club wishes to happen. In conclusion, there does seem to be a ray of hope - already I have seen some issues within our Division that do not carry this trend of constantly repeated material, what a joy this is for the reader! By the end of the season I hope to find many more following this example.



Matchday Sponsorship 01270 213014 ext 113

3WAY Gates & Railings



Tel: 01606 841 333
www.3-way.co.uk

Gorgeous Gates & Ravishing Railings

Wychwood Park ~ the best kept golfing secret in the Northwest...



Become an Exclusive De Vere Member at Wychwood Park for just £750.00 (12 months). Reciprocal playing rights & guest green fees across 18 superior De Vere Golf Courses. Try before you buy - Pay and Play Golf. 18-holes at Wychwood Park for just £20.00. Join before 30th November 2007 & we will waive the joining fee. Variety of Membership available, call today for more information. Festive Society Packages from just £29.95 per person. Coffee, Bacon Rolls, 18-holes, 3 courses festive menu. Valid 1/12/07 - 30/11/08. Minimum 12 players. Mon-Fri. Transport can be arranged by the golf club if required.

Wychwood Park's European PGA tour-standard course, at 7191 yards off the championship tees it provides the ultimate challenge for golfers. Conveniently located on the borders of Cheshire, Staffordshire and Shropshire.

DE VERE venues

For all Golf enquiries please call Nicola Smith 01270 820336 nsmith@deverevenues.co.uk De Vere Wychwood Park, Weston, Crewe, Cheshire, CW2 5GP

*Supplement applies at The Carrick, Carron House, Loch Lomond. De Vere offer a selection of 18 & 9 hole courses. Visit www.deverevenues.co.uk for further information.

Competitive prices and service you can trust



Major Service & MOT from only £99



Front Brake Pads from only £39



Exhaust Tailpipe & Silencer from only £35



Tyres excluding fitting from only £14

- Genuine Vauxhall-approved parts
- Full manufacturer's warranty*
- Vauxhall trained technicians
- Latest tools and diagnostic equipment
- Locally checked prices*

Next time your car needs a service or repair, remember you're miles better off at Vauxhall MasterFit.



Vauxhall MasterFit

Grasmere Macdon Way, Crewe 01270 500200 Unit 2A, Beaumont Way, Nantwich 01270 610405 Road Hill, Congleton 01260 279666

*Prices checked locally within 5 mile radius of the above Vauxhall MasterFit retailer. Prices checked within 30 days of date of going to press. Prices shown for exhaust tailpipe and silencer applies to Corsa 8 13 DV 75-06. Price shown for front brake pads applies to Astra G 1.4 98-05. Major service offers are only valid for Vauxhall vehicles registered before 01/01/2004. Major service price shown applies to Astra F 1.4 90-96. Retail sales only. Offers valid for Vauxhall vehicles at participating retailers only and subject to availability. Prices shown are for petrol engines and exclude diesel and LPG variants. All Service and Parts prices include parts, labour and VAT but exclude pollen filters. Offers valid until 31/12/07. Prices correct at time of going to press. © Vauxhall Motors Limited. This does not affect your statutory rights. Certain conditions apply - please ask us for a booklet or see website for details. Retail sales only. Tyre prices shown excludes value and balancing. Tyre prices shown applies to Astra F 1.4 90-96. Typical charge for balancing, value and environmentally friendly old tyre disposal is £6.50 + VAT per tyre. (Vaux24686)

Programme Advertising 01270 213014 ext 114



72 Clubs. The 'Coca-Cola' Football League.

NEXT UP

SATURDAY 27TH OCTOBER • KICK-OFF 3PM

CHELTENHAM TOWN



IT WAS A DISAPPOINTING VISIT TO SOUTHEND LAST WEEKEND AND WE THANK OUR SUPPORTERS FOR MAKING THE LONG TRIP FOR SUCH AN EARLY KICK OFF. YOUR SUPPORT WAS GREATLY APPRECIATED. THE 3-0 DEFEAT AT SOUTHEND WAS A SECOND CONSECUTIVE DEFEAT AND NOW BACK ON HOME TURF THIS WEEKEND, WE DESPERATELY NEED SOMETHING FROM TODAY'S GAME.

NEXT WEEKEND it is another trip south to Cheltenham. They are facing Northampton this afternoon but last week they also slipped to a 3-0 defeat, only they were at home to an improving Nottingham Forest. With only a point between us before this afternoon's game the result will be a crucial one at the bottom of League One.

HEAD TO HEAD

Our history with The Robins is a brief one having only met the side four times in the past five years, the last time being last season, and all results bar one being in our favour. We drew the other meeting in the corresponding fixture last season.

Our two meetings during the last campaign gained us a total of four points, the trip to Cheltenham ending in a 1-1 draw as our first game of 2007, Luke Varney was on target that evening. Just fifteen minutes after we had netted though, John Finnigan brought them back into the game to even the playing field once more at Whaddon Road.

Not to jinx ourselves but our other three meetings have all ended in victory for the Alex. When Cheltenham came here in September the score was 3-1, Nicky Maynard, Neil Cox and Luke Varney getting on the score sheet.

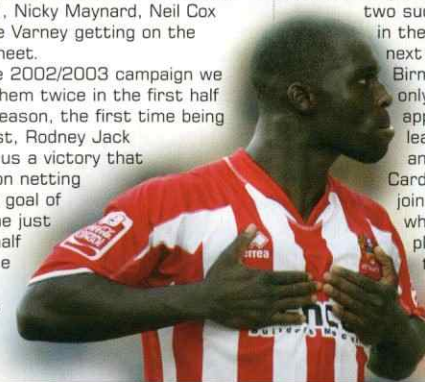
In the 2002/2003 campaign we played them twice in the first half of the season, the first time being in August, Rodney Jack claimed us a victory that afternoon netting the only goal of the game just before half time. The second meeting gave us

something of a Christmas present being our Boxing Day fixture, Cheltenham having two players sent off that day and a 4-0 score line made for an exciting day for the travelling Alex. Dean Ashton opened the scoring on just six minutes, but it was another half an hour before the second came from winger David Vaughan. Rodney Jack made it 3-0 just before half time and mid-way through the second half Dave Brammer slotted in a penalty.

THE BOSS

Keith Downing is the current caretaker manager of Cheltenham stepping up to his first managerial position when John Ward left for Carlisle earlier this month. He has been with Cheltenham since 2004 when he joined as Ward's assistant manager having known him since his time with Wolverhampton Wanderers.

A former midfielder player who was nicknamed 'psycho' began his playing career with Notts County after a short stay with non-league side Mile Oak Rovers. He remained with County for three years before he joined Wolves. During his six-year stint with them he made 200 appearances, scored 11 goals and helped them to two successive promotions in the late 1980's. His next move was to Birmingham City but he only made one League appearance there before leaving for Stoke City and then following that Cardiff City. In 1995 he joined Hereford United where he ended his playing career, moving to become player-coach in 1998 and



Spencer - one to look out for next week.

then returned to Wolves as youth team coach.

ONE TO WATCH DAMIAN SPENCER

Known as 'Big D' amongst the Cheltenham fans, Damian Spencer stands at 6'1" and has been with the Robins for five years. The forward has been one of their top scorers for the past few seasons and is currently one of them so far this season having netted twice, both coming in Cheltenham's 3-2 win over Huddersfield.

His career began with Bristol City and it is from here that he joined Cheltenham via a loan spell at Exeter. A versatile player he can play either up front or on left midfield and cause a threat on goal.

FOOT IN BOTH CAMPS STEVE GUINAN

A large history behind 31-year old Steve having began his career in 1993 with Nottingham Forest. Loan spells with Darlington and Burnley, Steve is a striker with height that joined Crewe on a loan spell in 1998 and made three appearances but, failing to hit the back of the net left us for another loan spell this time at Halifax Town, also making stops at Plymouth and Scunthorpe before signing on a permanent deal with Cambridge United.

Moves to Plymouth and Shrewsbury then led him to Cheltenham in 2004, where he signed and remained for three years. Leaving the club at the end of last season when he was released, although he had spent the majority of the second half of the season on loan with Hereford, whom he later signed for following his release.

TICKET INFORMATION

Pay at turnstiles	
Adults	£18.00
Senior Citizens.....	£12.00
Juniors U16.....	£7.00
Students	£12.00
NUS Card is required	
Disabled & Ambulant	£12.00
Carer Free	

Coaches depart at 11am and are priced at...
Season ticket holders and members **£10.00**
Non season ticket holders **£11.00**

Matchday Sponsorship 01270 213014 ext 113

$$FAC = FA \text{ Cup}$$

1000

ON THE PITCH



CREWE ALEXANDRA

First Team Coach: Steve Holland

No.	Player	Pld	Gl	Y	R
1	Ben Williams	○	○	○	○
2	Danny Woodards	○	○	○	○
3	Billy Jones	○	○	○	○
4	Gary Roberts	○	○	○	○
5	Neil Cox	○	○	○	○
6	Julien Baudet	○	○	○	○
7	Steven Schumacher	○	○	○	○
8	Michael O'Connor	○	○	○	○
9	Nicky Maynard	○	○	○	○
10	Eugen Bopp	○	○	○	○
12	Ben Rix	○	○	○	○
13	Stuart Tomlinson	○	○	○	○
14	Chris McCready	○	○	○	○
15	Tom Pope	○	○	○	○
16	Ryan Lowe	○	○	○	○
17	Mark Carrington	○	○	○	○
18	Bryon Moore	○	○	○	○
19	Shaun Miller	○	○	○	○
20	Mat Bailey	○	○	○	○
21	Owain Iwan Williams	○	○	○	○
22	Colin Daniel	○	○	○	○
23	Daniel O'Donnell	○	○	○	○
24	Nick Farquharson	○	○	○	○
25	James Bailey	○	○	○	○
26	Junior Brown	○	○	○	○
28	George Abbey	○	○	○	○
29	Ryan Lynch	○	○	○	○
30	Lee Barnard	○	○	○	○



LUTON TOWN

Manager: Kevin Blackwell

No.	Player	Pld	Gl	Y	R
1	Dean Brill	○	○	○	○
3	Alan Goodall	○	○	○	○
4	Don Hutchison	○	○	○	○
5	Chris Perry	○	○	○	○
6	Chris Coyne	○	○	○	○
7	Dean Morgan	○	○	○	○
8	David Bell	○	○	○	○
9	Sam Parkin	○	○	○	○
10	Darren Currie	○	○	○	○
11	Paul Peschisolidi	○	○	○	○
12	Richard Jackson	○	○	○	○
14	Steve Robinson	○	○	○	○
15	Steven O'Leary	○	○	○	○
16	Dave Edwards	○	○	○	○
17	Lewis Emanuel	○	○	○	○
18	Ahmet Brkovic	○	○	○	○
19	Drew Talbot	○	○	○	○
20	Calvin Andrew	○	○	○	○
21	Keith Keane	○	○	○	○
22	Richard Langley	○	○	○	○
24	Paul Underwood	○	○	○	○
25	Matthew Spring	○	○	○	○
27	Ben Alnwick	○	○	○	○
28	Paul McVeigh	○	○	○	○
29	Paul Furlong	○	○	○	○
31	Jaroslav Fojut	○	○	○	○
32	Ryan Charles	○	○	○	○

TODAY'S MATCH OFFICIALS

Referee: **E L IDERTON** Assistant Referees: **G HILTON** and **M E WEAVER** Fourth Official: **G MELLOR**

THE ALEX

THE HATTERS

CREWE SCORERS

LUTON SCORERS

ATTENDANCE

HALF-TIME

FULL-TIME

MAN-OF-THE-MATCH

NEXT HOME FIXTURE

CREWE ALEXANDRA vs YEOVIL TOWN

Coca-Cola League Division One

Saturday 3rd November 2007 • Kick off 3pm