



## NEWCASTLE UNITED

ST JAMES' PARK  
NEWCASTLE UPON TYNE NE1 4ST  
Telephone Newcastle (0632) 28361  
Telegrams Football, Newcastle  
24 Hours Information Service 611571

### DIRECTORS

R.J. Rutherford (Chairman)  
Rt. Hon. Lord Westwood J.P. (Vice-Chairman)  
F. Braithwaite O.B.E.  
J. Rush A.F.C.  
W.G. McKeag  
Dr. D.V. Salkeld T.D.  
S. Seymour  
R. Mackenzie

### PRESIDENT

Rt. Hon. Lord Westwood J.P.

### VICE PRESIDENT

G.S. Seymour

### OFFICIALS

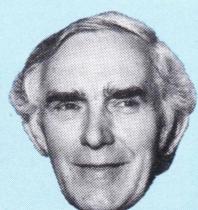
W.H. McGarry (Manager)  
R. Cushing (Secretary)  
A. Garvie (Asst. Secretary)  
B. Sullivan (Commercial Manager)

### CONTENTS

UP TO THE KICK OFF	2-3
PROFILE	4-5
ST JAMES' SCENE	7
OUR VISITORS	8-9
COMMERCIAL NEWS	10
SUPPORTERS CLUB	11
IVOR BROADIS	13
STATISTICS	14

Compiled and printed by  
Inkerman Publications Ltd., Sunderland

The views expressed in this publication are not necessarily  
those of The Newcastle United Football Co. Ltd.



## Arthur Appleton's UP TO THE KICK-OFF

Odd we should have here in succession the two teams which gave most joy to their supporters on the opening Saturday. Luton's six all came in the second half after being behind to Oldham. May such happiness not be denied us sometime.

Bob Hatton got two of the six. I've seen him a good few times and I can't remember a pedestrian performance from him. In contrast to his then colleagues of high repute, Mickey Walsh, who scarcely got a kick in, Hatton was in form on his last visit to the North East, with Blackpool at Roker Park at Christmas. He scored and was just thwarted of the equaliser near the end when he broke through yet again. After that I wasn't upset when Walsh chose to go to Gordon Lee.

Luton played strongly at Sunderland last November. They looked good enough for a crack at promotion, but that never happened. In fact after a good start they were slipping a little then, and feeling the absence of Paul Futcher who had just been injured in a car crash. His twin brother, Ron, scored at Roker.

There have been changes at Luton, out and in, including the high priced transferring of fit-again Paul Futcher to Maine Road, and an Atlantic trip for Jimmy Husband. But the main change has been that of manager: David Pleat in place of Harry Haslam, now with Sheffield United.

Luton were last here in their single season in the First Division, 1974-75, when United got the points with a second half goal by John Tudor. Luton won the return game also by a single goal. They had come up with Carlisle far in the wake of Jack Charlton's Middlesbrough, and with Carlisle they sank back. In their subsequent Second Division seasons they have finished twice with 48 points and with 38 last time.

The attendance last Saturday of 12,105 at the Den is what we can expect a few times now. There were a couple of lower away attendances last season: at Leicester when the two doomed clubs met on the last Saturday, and at Bastia where high admission charges, not disappointing displays, helped to keep people away.

How luckless to have to go into that testing opening match not only without Alan Kennedy but also without Irving Nattrass, John Blackley and Mark McGhee. The spectacle of Alan Kennedy's surges forward and shooting will be a miss, but defensive-wise United should not be weaker.

Indeed, the prospect now is that the new Newcastle United team will be an exciting one and that emotionally the season could be in great contrast to the last one. Almost suddenly a crest has been reached, and the effect of the succession of signings culminating in that of Peter Withe has been to stop most of the knocking of the club

which has gone on. Heads and hearts are being raised now. We all know it can take a little time for new men to settle, to be accepted, to blend, to be one with the others.

I'm glad to see Colin Suggett back in the North East. It can be stated and argued convincingly that his transfer from Sunderland in 1969 brought that club relegation in 1970, just as Pop Robson's transfer did the season before last. £100,000 was a lot of money to turn one's back on in 1969, but a club risks losing far more in letting such players go. Welcome back, Colin.

United's toughish opening programme was not softened by the League Cup draw. Watford, after dominating the Fourth Division and finishing champions by eleven points, began in the Third by winning at Walsall 4-2, and Walsall were not far off promotion to Division Two last season. Watford had their best spell at the beginning of the seventies when they managed three seasons in the Second Division and got to the semi-final of the F.A. Cup. They've never done much in the Football League Cup. Like everyone else up here I'm hoping that a revived and strong Newcastle will keep it that way on Tuesday evening.

A successful United, of course, would change one's estimation of matches and of teams such as Watford. Although there will always be respect for lower division clubs here. It is understandable apprehension after the experiences of last season which makes one write cautiously of a "toughish" opening programme against Millwall, West Ham, Luton, Cambridge, Blackburn and Wrexham.

The defeat at Millwall with a below-strength side was on the cards. We knew what Millwall could do on occasions, although their goalkeeper hero here in the League Cup, Nicky Johns had left them. We hope the result will soon look to be an exceptional one. A poor opener before we really got going.

Middlesbrough's home defeat could be more significant, and so could that of Hartlepool after being handsomely in the lead. With League football probably at stake there, a good start would have kept away worry. The day gave us nothing to enthuse over. Even at Roker Park where Sunderland got more points than goals there was sardonic clapping.

We're eager to thunder out applause again, such as some of the players have never heard.

After Watford, United have to go to the Abbey Stadium, Newmarket Road, Cambridge. Russell Cushing will be enquiring about a few new hotels this season. The record attendance at Abbey Stadium is 14,000. My, my. Cambridge came into the Football League in 1970 and they are, of course, new League opponents for Newcastle - the first of a little batch this term. We had played Millwall before in the Second Division, in 1938-39, 1946-47 and 1947-48 when before ecstatic post-war crowds Newcastle won promotion. We'll not have those vast crowds this season, that's for certain, but we'll settle for the rest.



## NEWCASTLE THE DRIVING FORCE

YOUR MAIN LEYLAND DISTRIBUTOR

SUPERDEALS GALORE — and always  
100 of the best used cars to choose from

BRITISH  
LEYLAND  
CARS



DUTTON FORSHAW

Wingrove Depot, Newcastle 37901

Whatever the Occasion,

Whatever the Need,

for all

SPORTING EQUIPMENT shop at

**Stan  
Seymour's**

The North's Leading Sports Outfitters

1 MARKET STREET  
NEWCASTLE UPON TYNE

Tel: Newcastle 27732



## I wish I'd come to Newcastle long before I did

JOHN BLACKLEY

Even the cannier Scot can hardly be expected to be in a frame of mind for a personal interview immediately after a shattering home defeat.

Two hours beforehand, the stage had been set for the new Newcastle to make its home debut. There were over 27,000 fans in the ground. The mood was one of extreme optimism. On the terraces. And in the dressing room. What might have been elation, turned to bitter disappointment as the Hammers efficiently pocketed both points and showed everyone why they are the bookies favourites for the second division title.

It was an important game for John Blackley. He's had niggling injury problems since he came to Newcastle. Wednesday night was a return to the fold after another.

"I was very disappointed for the fans. They lifted us and we slipped up. Heart-breaking, really. But I'll tell you something soon enough, it's going to take one hell of a good side to beat us."

There's no more experienced player on United's books. John was the one bright spark to come out of last season - his intelligent reading of the situation in defence wasn't enough to stop the drop. It did win him the 'Player of the Season' award. But Blackley is a real winner and his aspirations go much higher than that.

"I do have one regret about coming to Newcastle...I'd like to have made the move here long before I did! No matter what anyone says, this is a great club. It's also a great area. All the family love it...it's takes all the persuasion in the world to drag my two boys back north of the border to see the folks!" says John.

John was born in Westquarter, near Falkirk, third son of a family of four. He went to nearby Graeme High School in Falkirk but he was 17, and working in a sawmill, before he signed for Hibs in preference to Burnley and Dunfermline. He played in the great Hibs side of the early 70s - the side that won a handful of pots in 1972 - and

included players like Pat Stanton, Alex Copley, Rooke, Gordon - and John Brownlie.

"I'm very pleased he's come to Tyneside. We are great friends and know how to play in the same side. He would add great experience to any defence...he's a good tackler, he's more than useful going forward. He likes to win, too!"

John has happy memories of his international appearances, all seven of them. "It was great to take part in a World Cup. I played against Zaire in Dortmund in 74. Normally I'm very placid before a game but I was really tense that day. We won by two goals to nil." The best side he played against was the Czechs - "They beat us in Bratislava in a World Cup qualifier by the odd goal. A really good side."

During his long stay at Hibs he had plenty of opportunities to play in European football. His list of favourite players hasn't a British name amongst them (and is the sternest test of spelling that anyone could undergo). The Juventus' keeper Dino Zoff is high on his list, whilst his team-mate at the time Altafini, certainly gave John some problems. "He must have been over 40 when I played against him! If I'd played against him when he was younger, he'd have killed me!"

He did play in a Scottish Cup Final at Hampden (in front of 105,000) against Celtic. "We were hammered. My Dad tried to console me by saying many people just dream about playing there. It didn't help, really," says John.

John, wife Margaret and sons Steve (seven) and Paul (five), live at Morpeth. They unashamedly love the place. Margaret comes to all the games at St James'. Apart from his football, 'JB' is a trier on the golf course and in the squash court. He likes to put time in with the family.

There are a lot of compliments one could pay to Blackley. In troubled times he was the one real back-bone. His injury jinx bugs him and he hopes for a trouble free run from now. In better times, he will assuredly be a tower of strength.



Home debut boy Colin Suggett appears to lose his head in this clash with Hammers 'keeper Bobby Ferguson (left) whilst Bird gets a header into the West Ham box.

BOOK YOUR WINTER  
SUNSHINE HOLIDAY  
NOW THROUGH  
**HUNTING LAMBERT LIMITED**

30 Neville Street 0632 - 26091  
Travel Bureau, 3rd Floor, Fenwick  
Ltd. Northumberland St. 0632 - 29566  
24 Ellison St., Gateshead 773355



**Rosehill  
Instruments**

NORTHERN

86 FRONT STREET, BEDLINGTON.  
ALL MUSICAL INSTRUMENTS BOUGHT, SOLD,  
EXCHANGED, REPAIRED, RENTED & HIRED  
TELEPHONE BEDLINGTON 822085



### It's down to Elton's Yellow Brick Road

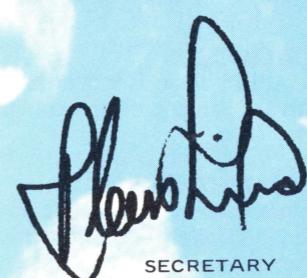
Its Football League Cup time again and United, drawn against newly promoted Watford in the second round. Travel to the Vicarage Road Ground on Tuesday. The kick-off time is 7.45 p.m. We have a few seat tickets for this game which will be on sale after today's match. If you are going to the game you are advised to purchase a seat as a rather large crowd is expected. Please note that as it is Bank Holiday the club offices and ticket office will be closed on Monday 28th August. If a replay is necessary, this will take place at St. James Park on Wednesday 6th September kick off 7.30p.m.

I was disappointed to see on Wednesday evening that the police had to pay special attention to the occupants of the Gallowgate End East corner of the terracing. If only those people involved would realise what trouble they cause. Apart from spoiling the enjoyment of the game for others it costs the club thousands of pounds each season in police charges - money that could be put to far better uses. I can see no pleasure in paying to get in to the game to get arrested or ejected - so let's cut it out lads and get on with watching and supporting the team - you do it so well.

Wednesday's performance - although we lost - hinted that you will have plenty to shout about - favourably - in the near future. In addition to the new signings we have yet to see latest additions Peter Withe and John Brownlie. Peter should make his debut today and John will be available for next Tuesday's Football League Cup Tie at Watford. It is obviously going to take time for all the new players to settle in.

All of the new Leazes Terracing should be open today, only the Centre and West Sections were open on Wednesday. It certainly brings back the atmosphere to the ground to have people back in that area of the ground which retains its famous name - welcome back the Leazes.

Several people have commented in the last few days on how good the pitch looked on Wednesday evening. Last year when extensive work was carried out on a drainage programme the top surface paid the cost. Now it has had time to recover it looks really impressive.

  
SECRETARY



**IRVING NATTRASS**

*Everyone was delighted to see this immensely talented player come to terms with United. Next week should see him back in League action.*

### COACHES OF ALL SIZES

"Over the Moors and down  
the Dales with Moor-Dale"

THE PRIVATE HIRE SPECIALISTS

**MOOR-DALE  
LUXURY COACHES**

7 Eldon Square, Newcastle  
Tel: NCLE. 20078 - 27701

Luton Town were formed by the amalgamation of the local Wanderers and a team named Excelsior in 1885. They played their first soccer at Dallow Lane, moving to Dunstable Road when they were elected to Division 2 in 1897. Eight years later they moved to their present stadium at Kenilworth Road.

Their first League match ended in a 1-1 draw, v Leicester on September 4th, 1897. A week later they played their first home match, beating Gainsborough Town 4-0. Luton finished in eighth position that season with 30 points from 30 games. However when they finished 17th out of 18 two seasons later they were not re-elected and they went back into the Southern League.

In 1920 they were elected back into the League as founder members of Division 3 (South) and gained promotion to Division 2 in 1937 after winning the Division 3(S) Championship. They gained further promotion eighteen years later, to Division 1, after finishing runners-up in Division 2. They spent five years in the top flight - finishing 11th, 16th, 8th, 17th and 22nd - before the club slipped dramatically from Division One to Division Four by 1965. However, under the management of Alec Stock and later Harry Haslam, the club climbed back up through the League and spent a season in Division One ('75-'75) before returning to Division 2.

'The Hatters' - so called because of the straw plating industry there - have never won a major honour though they did reach the FA Cup Final in 1959, losing 2-1 v Nottingham Forest. On the way to the final they knocked out Leeds, Leicester, Ipswich, Blackpool and Norwich with a goals ratio of 19-7 but they conceded two early goals in the Final and never recovered. Roy Dwight, who later went off injured with a broken leg, opened the scoring in the 10th minute and Tommy Wilson added a second before Pacey pulled a goal back.

#### Football League Record

1897	Elected to Division 2	1960-63	Division 2
1900	Not re-elected	1963-65	Division 3
1920-37	Elected to Division 3(S)	1965-68	Division 4
		1968-70	Division 3
1937-55	Division 2	1970-74	Division 2
1955-60	Division 1	1974-75	Division 1
		1975-	Division 2

#### FLASHBACK FIVE YEARS – AUGUST 25th, 1973

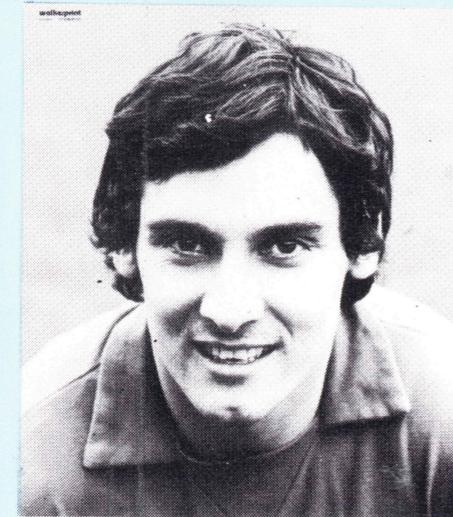
On the opening day of the 1973-74 campaign, August 25th, Newcastle travelled down to London to play West Ham. Former Newcastle forward Bryan Robson scored from close range in the 38th minute after Iam McFaul parried a Ted Macdougall header. Malcolm Macdonald headed the equaliser from a Terry Hibbitt cross ten minutes after the interval and in the 80th minute Super Mac struck again to give Newcastle a 2-1 win.

Four days later, without injured strikers Macdonald and Tudor, the Magpies went down 1-0 at home to Southampton. England international Mike Channon, now with Manchester City, scored the winning goal in the 31st minute with a penalty.

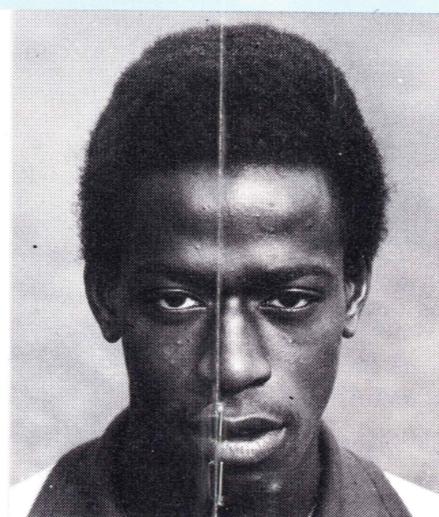
On the 2nd Saturday of the season Newcastle entertained Arsenal and got off to a great start with a goal after only three minutes play. Terry McDermott scored the goal, scoring with a low shot after Keith Robson touched a Nattrass cross into his path. The lead was short lived however for Charlie George equalised two minutes later and the Gunners, with keeper Bob Wilson in great form, held on for a point in a one all draw.

The Newcastle star in those early games was Irving Nattrass, who was superb in the West Ham game and who won the man of the match awards in the two other games.

# LUTON TOWN



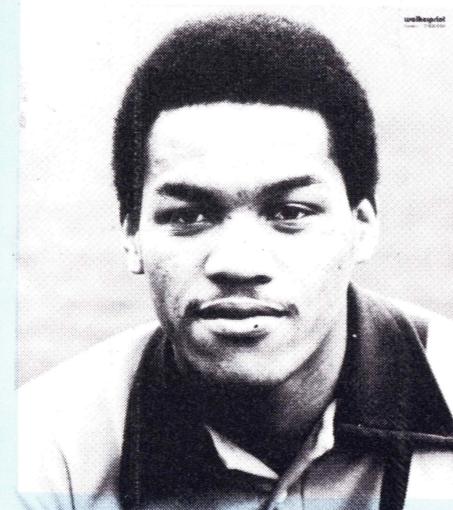
MILJIA ALEKIC



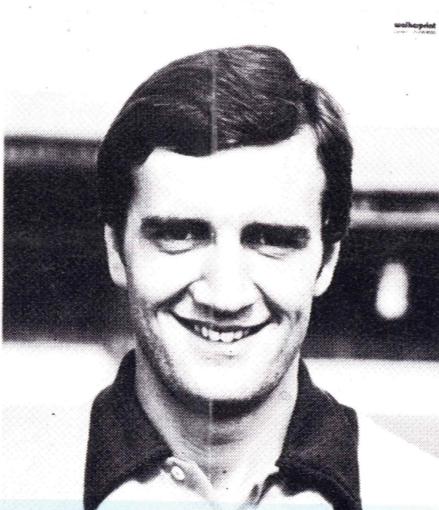
MARK HAZLEWOOD



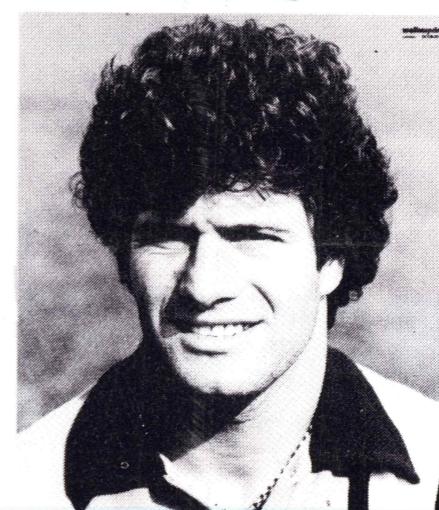
RICKY HILL



BRIAN STEIN



PASQUALE FUCCILLO



PHIL BOERSMA

#### MILJIA ALEKIC

Son of a Yugoslav, but born in Stafford. He had a spell as an apprentice with Port Vale before joining Stafford Rangers, with whom he won an FA Challenge Trophy winners' medal in 1972. He joined Plymouth in February 1973 for £6,000 and had spells on loan to Oxford and Ipswich before joining Luton in January 1977 for £20,000. Milija, a fully qualified motor mechanic, made his League debut in April 1974 against Charlton.

#### TONY KNIGHT

Romford born goalkeeper who joined the Hatters from school and made his League debut in November 1976 v Bristol Rovers. An England Youth international trialist.

#### PAUL PRICE

St. Albans born defender who turned professional with Luton in July 1971 and made his debut as a substitute v Oxford in April 1973.

#### GRAHAM JONES

Centre-half who is a native of Worsley near Manchester. He joined the Hatters as an apprentice and made his League debut on April 24th 1976 - two months before turning professional.

#### DAVID CARR

Aylesham born full-back who made his debut for Luton, his only club, in May 1977 at Oldham Athletic.

#### MARTIN SPERRIN

Signed from Edgware in November 1977.

#### BRIAN STEIN

Also signed from Edgware in November 1977. Made his League debut the following month.

#### CHRIS TURNER

Centre-half signed from Peterborough in July 1978 to replace Paul Futcher, who joined Manchester City. Born in St. Neots, he joined the Posh as an amateur and made the first of around 300 League appearances at Lincoln in October 1970.

#### MARK HAZELWOOD

A Welsh Youth and U-21 international mid-field player who joined his home town club Newport County as an apprentice in April 1976. Aizlewood, who had made his League debut at Darlington in March '76, joined Luton for £50,000 in April of this year.

#### PASQUALE FUCCILLO

Bedford born mid-field player, whose parents are Italian. He joined the Hatters as a professional in July 1974 and made his League debut five months later as a sub v Derby County. Nicknamed 'Lil'.

#### ALAN WEST

An England U-23 international mid-field player born at Hyde on December 18th, 1951. He joined Burnley from school and made his League debut against Stoke City on March 27th, 1970. Transferred to Luton in October 1973 for a fee of £100,000 and was a member of the Hatters team which won promotion to Division One in 1974.

#### PHIL BOERSMA

Born in Liverpool on September 24th, 1949. He turned professional in September 1968 with Liverpool and made his League debut twelve months later v W.B.A. Phil, who had a spell on loan to Wrexham in 1970, moved to Middlesbrough in December 1975 for £72,000 and then joined Luton for £36,000 in June 1977.

#### TERRY HAYES

18 year old mid-fielder from East Belfast. He won Ulster Cup, Antrim Shield and Irish FA Youth Cup medals and played a big part in Linfield's Championship success last season before crossing the Irish Sea to join Luton in March 1978 for £30,000. An Irish Youth & U-21 international.

#### RICKY HILL

As a schoolboy in Cricklewood he played for Willesden F.C. and was spotted by Luton. An England Youth international, he joined Luton as apprentice in November 1975 and turned pro in May 1976. Scored on his League debut as a sub v Bristol Rovers in April 1976 when only 17.

#### DAVE MOSS

Witney born striker who made over 200 League appearances for Swindon before joining Luton Town in May 1978 for £80,000. He had joined Swindon from non-League Witney and made his League debut in January 1972 as a sub against Hull City.

#### BOB HATTON

A £50,000 buy from Blackpool in July. This Hull born striker had spells with Wolves, Bolton and Northampton before joining Carlisle in July 1969. He moved to Birmingham City in October 1971 for a fee of £80,000 and then to Blackpool in July '76 for £50,000 before joining the Hatters. Has made over 400 League appearances.

#### GODFREY INGHAM

Teenage winger who was the star of the England Schoolboy side in 1975 when they were European Schoolboy champions - scoring twice in the 4-2 win v West Germany in the final. He won England Youth caps last season, too.

#### DAVID PLEAT (MANAGER)

A former England Schoolboy and Youth international who made his League debut for his home town club Nottingham Forest in 1962 when only 17 years 33 days old. In all he scored 27 goals in 185 League appearances for Forest, Luton, Shrewsbury, Exeter and Peterborough before becoming manager of Nuneaton Borough in 1972. Three years later he became a coach at Luton and he took over as manager earlier this year when Harry Haslam left for Sheffield United.



Brother and sister share their £1,000 triumph. Mr. V. Walker of Gateshead sold his sister the lucky number - she wins £1,000 and he picks up the £100 agents win bonus. Pauline and Maureen hand over.

THIS SUMMER,  
STEPHEN HOLLAND  
WENT TO  
THE COSTA BRAVA  
FOR TWO WEEKS.  
BY CHRISTMAS,  
HE COULD  
GO BACK FOR ONE.  
COURTESY OF  
NEWCASTLE UNITED.

Stephen Holland has been a Newcastle United agent for seven years now. He joined us when we were running the 'pools', since replaced by the £3500 Weekly Lottery. And he does very nicely, thank you.

Stephen is a typical United Agent. He sells 80 lottery tickets each week - "mostly to friends at work, and at the club". On each 20p ticket, he receives 2p commission. That's £1.60p per week. He also dabbles in our weekly £1000 Bingo competition, selling 100 tickets at 10p each. "it's the womenfolk who really go for them" he says. Bingo commission is 15%, so that's another £1.50p a week.

A few weeks ago, Stephen had his first 'big' bonus when one of his customers won one of the £100 consolation prizes in the Lottery. With his 10% win bonus, that netted him another £10.

So far this year, Stephen has collected enough commission to spend a fortnight in Spain. And by Christmas, he'll have enough to go back again. "It only takes me two to three hours a week. I'm usually enjoying myself at the same time with a pint. It's not often you can do that these days, and get something out of it!"

We've room for a few more Stephen Hollands'. Maybe they won't be as lucky in that they may

have to knock on a few friends' doors to sell tickets. But when you're going to the Sun for a fortnight each year, who minds a little leg-work? You might even be lucky enough to do it in your first week, by selling the £1000 winner and collecting the £100 win bonus. It's worth thinking about. Then acting upon. We're at Newcastle 22285.

Newcastle United  
Promotions,  
St James' Park,  
Newcastle upon Tyne  
Telephone: 22285

# HERON

YOUR LOCAL LEYLAND DISTRIBUTOR  
FOR SALES, SERVICE, PARTS, AND  
BE SURE OF V.I.P. TREATMENT

FORTH STREET, NEWCASTLE 0632 28981

PARTS DEPT 612411



# UNIPART

JAGUAR • DAIMLER • ROVER • TRIUMPH  
AUSTIN • MORRIS • MG • MINI • PRINCESS  
VANDEN PLAS • LANDROVER  
RANGE ROVER

## SUPPORTERS CLUB

7, Prudhoe Place, Haymarket, Newcastle upon Tyne, NE1 7PE. Telephone 22473.  
Opening hours Monday to Friday 9.30 am to 5pm.  
Closed lunchtime 1pm to 2pm.  
Closed all day Wednesday.  
Saturday 9.30am to 5.30pm

### MINI WEEKEND TO CAMBRIDGE

Arrangements have been made for a mini weekend to Cambridge next Saturday for United's first ever visit to a club that not so long ago was a non league club.

You will depart next Friday 1 September at 1pm, stay two nights with full English breakfast at the Cambridgeshire Hotel returning on Sunday morning. The total cost is £29.00 and firm bookings must be made today.

There will also be the normal coach service leaving Saturday morning at 8am and returning straight after the match. The fare is £4.50 and Tuesday evening at the Bridge Hotel is the last opportunity of booking.

### LEAGUE CUP AT WATFORD

United's match at Watford is this coming Tuesday 30 August. Bookings must be made today and departure time is 1pm with the fare £4.50.

### NEW UNITED SOUVENIRS

We have introduced several new items to our already extensive range this season. Of particular interest are the new soft toys in United colours including a magpie, giant harvey rabbit, honey monster and floppy dog. A new stainless steel badge, three piece pen set, season ticket holder, cushion, training towel, pillow case, flask, circular tray and black leisure shirt are just a few more of the new souvenirs now available and on display at our Haymarket shop. If you want a detailed price list you will find one in the new membership book or we have an upto date list available upon request.

"Newcastle" name scarf	2.40	Gilt ball pen	1.10
B & W bar scarf	1.70	Ballpoint pen	0.29
Thin bar scarf	2.20	B & W panda	£2.00 and £3.30
University scarf	2.00	Maggie bird, soft toy	3.20
Team scarf	3.70	Giant Harvey, soft toy	6.20
B & W crest scarf	2.40	Floppy dog, soft toy	6.20
Away crest scarf	2.40	Gnu, soft toy	5.70
Away bar scarf	2.20	Honey monster, soft toy	4.20
Away university scarf	2.20	Tortoise, soft toy	3.70
Tartan scarf	1.05	Snake, soft toy	2.20
Silk scarf, crest or magpie	1.05	Donkey, soft toy	3.20
Bob hat B & W	1.25	Presentation pennant	1.65
Bob hat away colours	1.35	History pennant	0.70
Team hat	2.40	Satin pennant	0.55
Crimplene hat	1.25	Programme binder, new size	1.70
Tartan cap	1.65	Autograph book	0.80
Tartan cap with crest	1.85	Team Record book	2.00
Crimplene cap with crest	1.65	Apron	2.75
Beany hat	1.45	Key fob	0.55
Beany hat reversible	2.00	Tea towel	1.55
PVC rain hat	0.65	Training towel	3.20
Bowler hat	1.70	Pillow case	2.10
Coffee mug	1.20	Dart flights	0.55
Travel clock	12.00	Belt 1" x 1 1/2"	1.60
United mirror	8.50	Clipper lighter	1.65
Rosettes	40p, 50p, 60p & 75p	Comet lighter	5.70
Patch badge with crest	0.60	Table lighter	12.50
Patch badge various designs	0.55	Hessian bag	2.15
Supporters' club tie	3.40	Comb in case	0.40
Lapel badge Supporters club	0.50	Season ticket holder	0.27
Lapel badge with crest	0.55	Flask	2.40
Lapel badge various N/C	0.55	10" circular tray, crest	1.00
Stainless steel lapel badge	0.90	Cushion	2.70
Finger ring	0.65	Wood framed plaque	2.50
Necklet	0.75	Coats from £3.75 to £6.35	
I.D. bracelet	0.75	Black leisure, crest 22" to 44" from	
Bracelet	0.75	£4.70 to £6.70	
Parker T Ball pens	2.50	T Shirts from £2.60 to £3.70	
3 piece pen set	2.70	Football tops from £4.20 to £6.20	

All the above souvenirs include VAT and postage and if sending by post please make cheques/postal orders payable to Newcastle United Supporters' Club.

Please pay our Haymarket shop a visit when next in town and ask to see any of the items on display there. Someone will always be ready to assist you with your requirements.



**Fultons**  
FOR  
**CHRYSLER**



FULL CHRYSLER RANGE AVAILABLE • COMPREHENSIVE RANGE OF SPARES & ACCESSORIES • MOPAR FRANCHISE • PETROL FORECOURT OPEN 6 DAYS PER WEEK • PARTS DEPT. OPEN 8.30 — 5.40 MON-FRIDAY 8.30 — 12.30 SATURDAY

**KIP HILL GARAGE  
STANLEY**

TEL 32680/32873

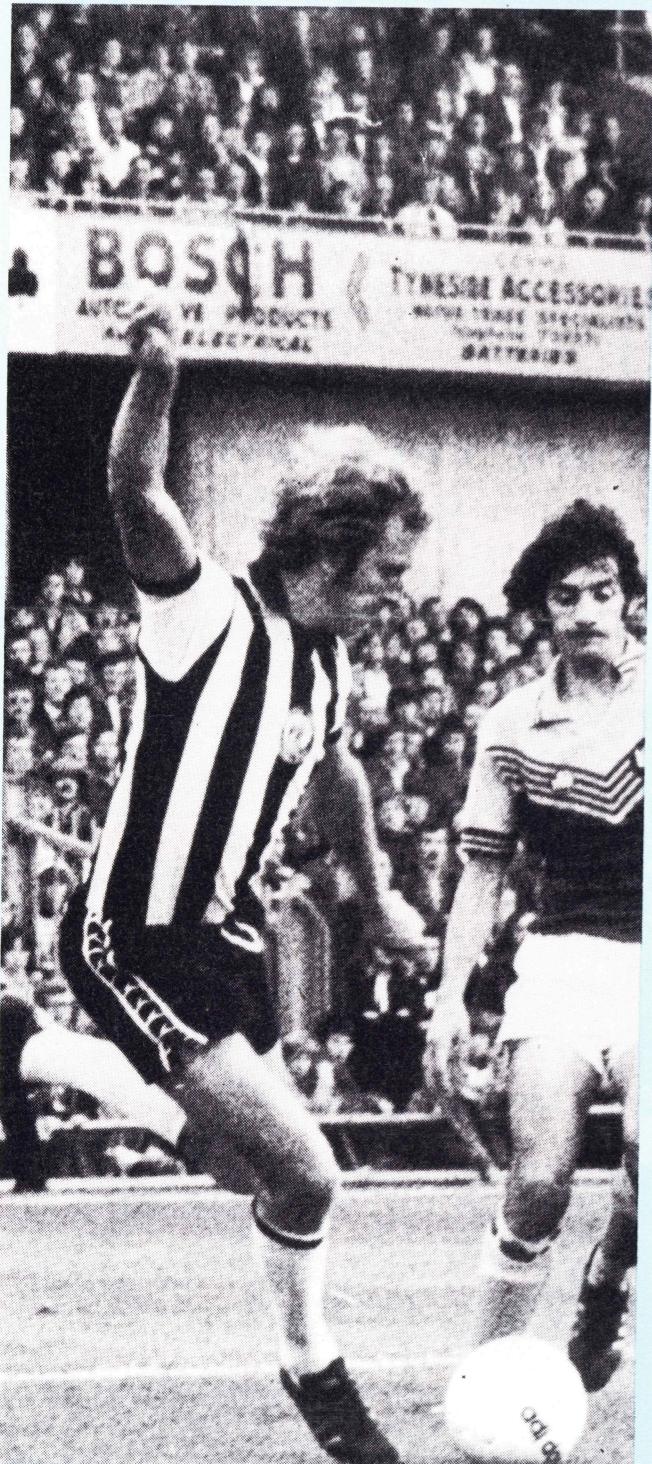


FOR CHOICE, PART EXCHANGE,  
VALUE AND SERVICE.



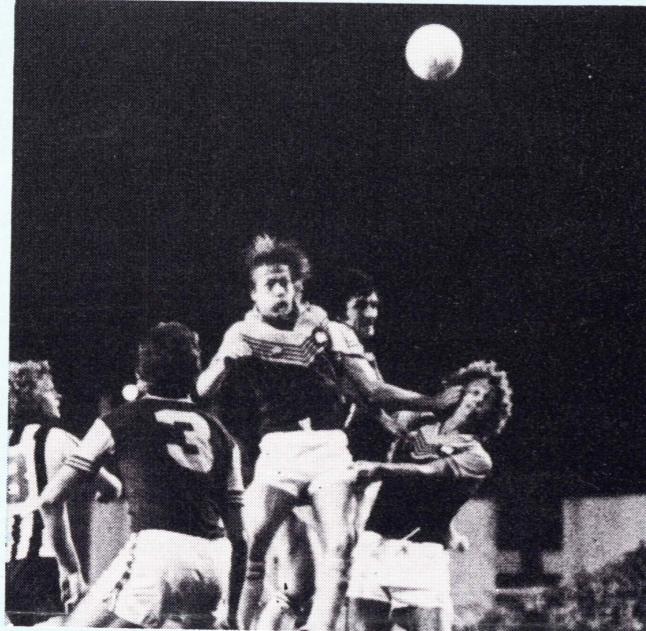
THE FACTS • THE NEWS  
THE ACTION • ALL IN YOUR  
**Evening Chronicle**

# NEWCASTLE 0 WEST HAM 3



Man of Wednesday nights match - JOHN CONNOLY.

A game where the result hardly reflected the proceedings. Poor defence cost United dearly, but there was much to relish in the midfield and up-front play. A sign of better times ahead - with Nattrass, Brownlie and Withe still to play.



## COME & SEE WHATS AT S.M.C.

15, NEWGATE ST.  
TEL: 21917

OR

3/5 HIGH FRIARS  
ELDON SQUARE  
TEL: 22336

NEWCASTLE  
ON  
TYNE

**SMC** FASHION  
MENSWEAR



## The Broadis Column

### A tale of contrasting fortunes

Eleven years ago, Celtic shocked the pride of Italy and made new friends in Britain....not to mention Portugal, when they won the European Cup. A year later, West Bromwich beat Everton and won our F.A. Cup at Wembley.

Achievements both, but since one is international and the other domestic, there's no comparing the best side in Europe with the best side in the Cup.

However two appointments this week set me comparing the fortunes of the men in charge of the two sides over the years since then. Big Jock Stein moved in at Leeds, in their words "still the best manager in the British Isles" while Alan Ashman joined third division Walsall after nearly two years out of the managerial side of the game.

Apart from last season when we had the rarity of his team struggling, Stein and Celtic have virtually dominated Scottish football....and remember a road accident kept him away from the club for a long time.

Former Newcastle keeper Ronnie Simpson...twice on the winning side at Wembley for United in the fifties, wrote about the Stein of eleven years ago in his book "Sure it's a grand old team to play for", and I haven't read a better tribute to a manager.

Simmy wrote "My respect for him grows week by week. He has everything that the great manager must have with the greatest quality perhaps, dedication. He can size up a player quicker than any man I know.

"He encourages us to think for ourselves and to talk over tactics and although he lays down the tactics for each game he doesn't want robots. He wants players who can adjust the tactics to suit the pattern of the game.

"At no time has he ever belittled the opposition and does not like it one bit if the boys attempt to take the mickey out of opponents, believing that players are there to entertain the public, not themselves. He is a man of detail, a man of vision who is not abreast of the times but ahead of them. He is always thinking up new ideas and new ways of playing the game. He has the respect of every

player at Celtic Park".

Clearly Leeds have got themselves some man. But I recall that when asked what makes a good manager, Stein somewhat self-effacingly said "Good players". But what player wouldn't want to play for him...he's the sort of manager who has me regretting that he wasn't around when I was playing.

In comparison perhaps Alan Ashman is a 'nearly man' and I don't mean this disrespectfully. So many managers would be 'nearly men' alongside Stein.

Undoubtedly there was some sort of reciprocal affinity between him and Carlisle United. It was straight out of "Boy's Own" when they raced from the fourth division to the second under his handling. There was a cynical soccer shrug when Albion fired him...a puzzling happening in a game that's noted for them and after a spell in Greece it was back to Carlisle again.

Again it was a chapter from "Roy of the Rovers" with Carlisle in the first division...albeit for only a season... before he resigned the following season after a poor start, with a hint of despair before he left.

Some managers can't delegate responsibility...Ashman could and had the sort of staff who knew every studmark about the place...and although I hate the word on the basis that it shouldn't be needed in the game, he was a motivator.

In his eagerness not to be out of the game too long, Ashman went to Workington, over whom I suspect, the powers that be were already preparing to speak the last rites. That wasn't the greatest decision he's made.

The inevitable question is, do Stein and Ashman retain the same enthusiasm after ten years. Thinking of Brian Clough, Bob Paisley, Gordon Lee, Tony Book...Stein has a few more to worry about than he had in Scotland, and for Ashman there's men like Jack Charlton, Mal Allison, Bob Stokoe and Bob Moncur to confirm that all the thinking isn't confined to the top divisions.

We'll have the answer in a couple of seasons.

## FIXTURES

Date	Opponents	Ground	F.A.	Att.	1 MAHONEY	2 KELLY	3 BARKER	4 CASSIDY	5 BIRD	6 BLACKLEY	7 WALKER	8 SUGGETT	9 PEARSON	10 HIBBITT	11 CONNOLY	12
August	19—Millwall	A	1-2	12105	■	■	■	■	■	Barton 1	■	Pearson	Mitchell	■	■	
	23—West Ham United	H	0-3	27315	■	■	■	■	■	■	■	■	■	■	■	
	26—Luton Town	H														
	30—League Cup 2															
September	2—Cambridge United	A														
	9—Blackburn Rovers	H														
	16—Wrexham	A														
	23—Orient	H														
	30—Notts. County	A														
October	4—League Cup 3															
	7—Leicester City	H														
	14—Sunderland	A														
	21—Charlton Athletic	A														
	28—Cardiff City	H														
November	4—Bristol Rovers	A														
	8—League Cup 4															
	11—Millwall	H														
	18—Luton Town	A														
	22—Cambridge United	H														
	25—Oldham Athletic (1)H															
December	2—Crystal Palace	A														
	9—Stoke City	H														
	13—League Cup 5															
	16—Fulham (2)	A														
	23—Burnley	H														
	26—Sheffield United	A														
	30—Brighton & Hove A.	A														
1979																
January	1—Preston North End	H														
	6—F.A. Cup 3															
	13—Blackburn Rovers	A														
	17—League Cup SF															
	20—Wrexham	H														
	24—League Cup SF															
	27—F.A. Cup 4															
February	3—Orient	A														
	10—Notts. County	H														
	17—Leicester City (5)	A														
	24—Sunderland	H														
March	3—Charlton Athletic	H														
	10—Cardiff City (6)	A														
	17—Bristol Rovers (LCF)H															
	24—West Ham United	A														
	31—Oldham Athletic (SF)	A														
April	7—Crystal Palace	H														
	10—Burnley	A														
	13—															
	14—Sheffield United	H														
	16—Preston North End	A														
	17—															
	21—Fulham	H														
	28—Stoke City	A														
May	5—Brighton & Hove A.	H														
	12—F.A. Cup Final															

Tokens should be saved  
and fixed on to the  
Official Token Sheet



Defender John Bird gets in a challenge against West Ham at St James' Park on Wednesday evening.



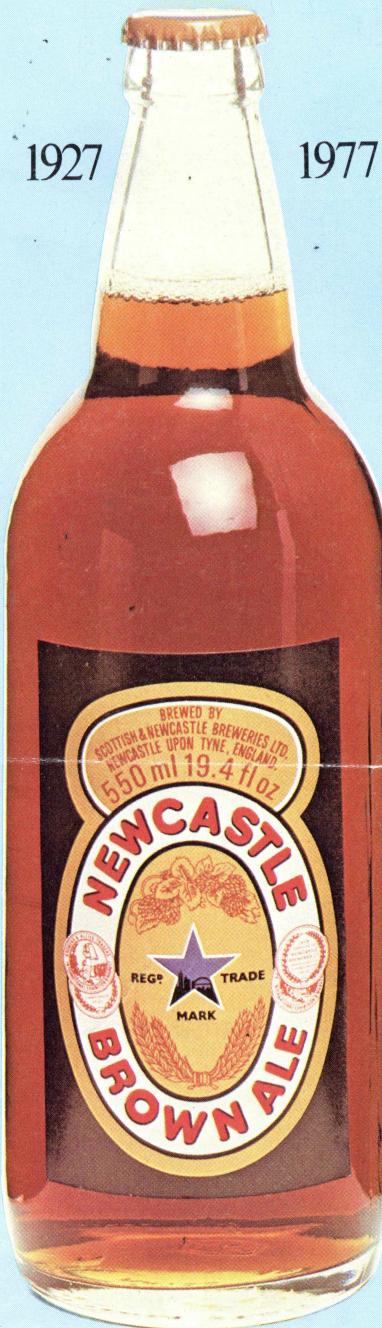
# Wor lads choose **Bukta**

**sportwear**

# Home and Away

1927

1977



## NEWCASTLE

- 1 MIKE MAHONEY
- 2 PETER KELLY
- 3 MICKY BARKER
- 4 TOMMY CASSIDY
- 5 JOHN BIRD
- 6 JOHN BLACKLEY
- 7 COLIN SUGGETT
- 8 JIM PEARSON
- 9 PETER WITHE
- 10 TERRY HIBBITT
- 11 JOHN CONNOLLY
- 12

## THE REFEREE TODAY IS

### MICHAEL LOWE (Sheffield)

Commenced refereeing in Sheffield local leagues in 1958, then through the Central League to the Football League full list in 1972. Was linesman at the 1974 F.A. Amateur Cup Final also a European Cup match in Sweden in 1972.

## LUTON TOWN

- 1 MILIGA ALEKFIĆ
- 2 KIRK STEVENS
- 3 STEVE SHERLOCK
- 4 MAL DONAGHY
- 5 CHRIS TURNER
- 6 MARK HAZELWOOD
- 7 RICKY HILL
- 8 PAFQUALE FUCCILLO
- 9 BRIAN STEIN
- 10 ROBERT HATTON
- 11 DAVID MOFF
- 12

## LINESMEN

Red Flag: R.A. HART

Orange Flag: J.M. SMITH

## HALF TIME SCORES BOARD A

Birmingham v Derby	
Bristol City v Aston Villa	
Everton v Arsenal	
Leeds v Wolverhampton	
Manchester City v Liverpool	
Q.P. Rangers v Nottm. Forest	
Southampton v Middlesbrough	
West Bromwich A. v Bolton	

## BOARD B

Brighton v Sunderland	
Cardiff v Oldham	
Crystal Palace v West Ham Utd.	
Fulham v Burnley	
Leicester v Cambridge Utd.	
Notts. County v Blackburn	
Preston N.E. v Sheffield Utd.	
Stoke v Millwall	

## BOARD C

Bury v Gillingham	
Carlisle v Walsall	
Chester v Exeter	
Mansfield v Southend	
Plymouth v Lincoln	
Rotherham v Blackpool	
Tranmere v Hull City	
Watford v Peterborough	