

Sunderland A.F.C.



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Canon League Division One

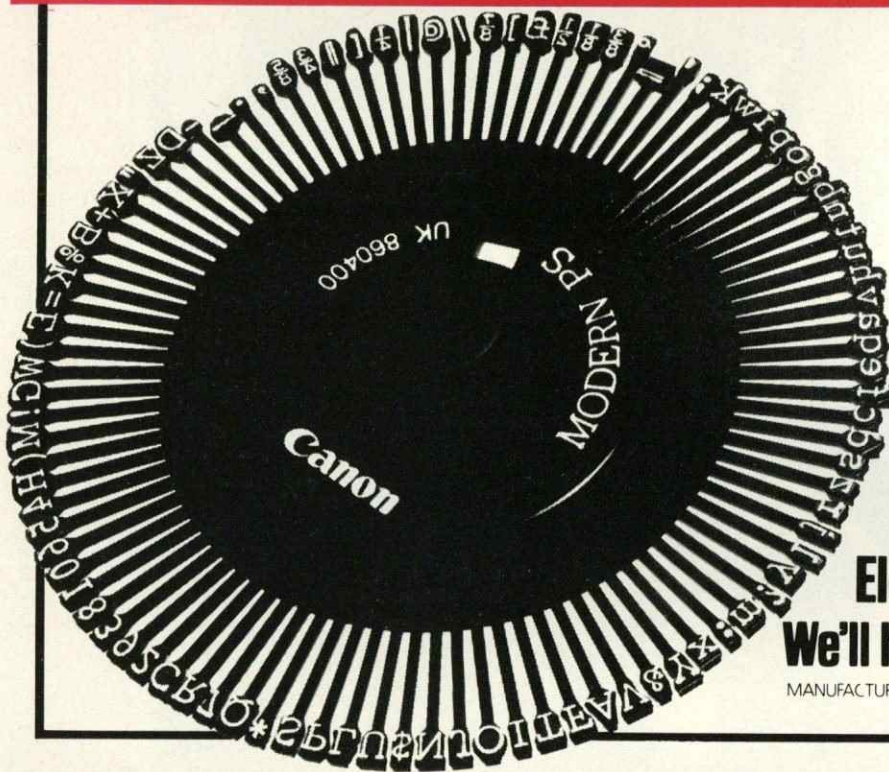
Canon

Sunderland v. Luton Town

Saturday, 27th October, 1984. Kick-off 3.00 p.m.-Programme 40p.



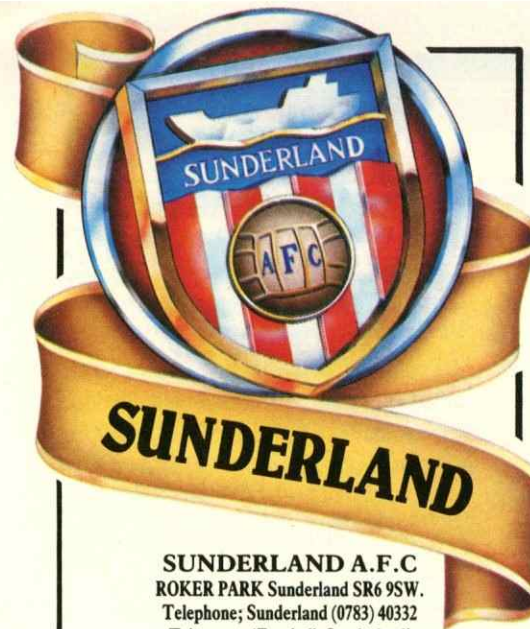
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Telegrams: 'Football, Sunderland'

Year formed: 1879 Turned professional: 1886

Limited Company: 1906

Previous Name:

Sunderland and District Teachers F.C. 1879/80

Previous Grounds; 1879, Blue House Fields Hendon;

1882 Groves Field Ashbrooke; 1883, Horatio Street, Roker;

1884, Abbs Field, Fulwell Road; 1886, Newcastle Road;

1898, Roker Park built and opened

Football League Record: Elected to division one 1890.

Division One 1890/91 to 1957/58 (57 seasons)

Division Two 1958/59 to 1963/64 (6 seasons)

Division One 1964/65 to 1969/70 (6 seasons)

Division Two 1970/71 to 1975/76 (6 seasons)

Division One 1976/77 (1 season)

Division Two 1977/78 to 1979/80 (3 seasons)

Division One 1980/81 -

Directors: Chairman T. Cowie O.B.E.

Vice Chairman: J.M. Ditchburn, E.M. Evans,

B. Batey, F.R.I.C.S., R.S. Murray F.C.C.A.

Executive Staff: Manager: Len Ashurst

Ass. Manager: Frank Burrows,

Youth Development Officer: George Herd,

Physiotherapist: Stephen Mason M.C.S.P. S.R.P.,

Hon. Club Doctor: J.M. Scott F.R.C.S.,

General Manager and Secretary: Geoff Davidson, F.C.A.

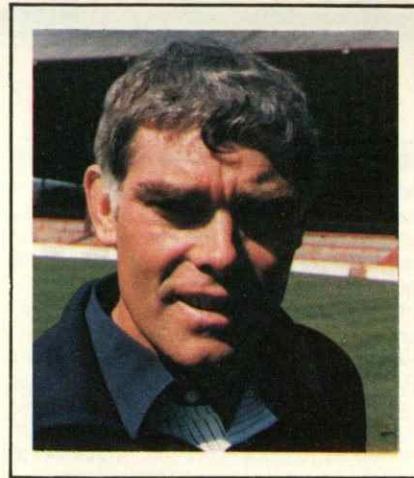
Promotions Manager: Corny O'Donnell,

Recreation Manager: Kevin Douglas

Stadium Manager: Fred Bailey.

Len Ashurst Speaks

Generally speaking, football is about getting results on the field, and more important, adding points to your League points total, and often a lot of good things go by the wayside in our quest for this aim. Highbury last Saturday was probably one of those occasions. A magnificent stadium, two good sides graced the pitch and with a big crowd to witness what I thought was an enjoyable game for all concerned, but at the end of the day we had nothing to show for it and yet out of the match, from our point of view, compared with some other games we have played in, there was a lot to be admired. Often this is the case in football when you can play well and not get a result and other times pick points up from a poor performance. What pleased me last week also was the impeccable behaviour of the travelling spectators. You supported us magnificently with good clean humour which was complimented on in the Board Room and by the hard-bitten London reporters. I would like to ask you to keep up the good work with regard to your behaviour, especially in view of the troubles which are following round certain Clubs in the League at the present moment. Your good behaviour stands the Club in good stead in the eyes of the Football League and the Football Association, and we certainly appreciate your good conduct. Let us hope you have plenty to shout about in today's game against a Luton Town side who, generally, try to go forward and play their football with an attacking flair. David Pleat who has worked hard and long with his team has always managed to keep his priorities in perspective and no doubt his side today will try to carry out his football philosophy. Incidentally, on the injury



front, we seem to be clearing most of the long term injuries up and it could be only a matter of time before I will have a full squad to choose from. That time could quite well come when Venison and Walker have completed their suspensions. An interesting fact from last week's game was that Mariner has been the only injury casualty at Highbury this season, a stark contrast to our own situation. That sort of consistency in team selection has benefitted Arsenal, and when we get to that situation at Roker, I am sure that we will gain a lot of benefit from an injury-free run.

A note to Mr Alan Owers and his new-found wife Linda who were only married this morning yet are attending the game this afternoon before going off on their honeymoon - that is "commitment". It is not often I comment on loyal supporters who have passed away, but a well-known Sunderland fan, Billy Doig, who has been an institution in the town for many years passed away during the week. A loyal fan of sixty-odd years, his friends in the Clockstand will certainly miss him, as I do also.

Our thanks to Video Entertainments Ltd for their professional services for today's game.

LEN ASHURST
Manager

Welcome to this afternoon's visitors

DAVID PLEAT, Team Manager

Returned to Luton in 1984 after playing spells at Shrewsbury, Exeter and Peterborough and player/manager at Nuneaton. At present, the fifth longest serving Manager in English football. After narrowly failing to achieve promotion in season 79/80, 80/81 gained the Championship of the Second Division in season 81/82 only losing four games that season. Now managing Luton for their third successive season in the 1st Division. Was the first recipient of the Sunday Telegraph 'Canon' Sportsman of the Year Award for season 82/83. His greatest pleasure has been the achievement of current players Mal Donaghy, Ricky Hill and Brian Stein whilst at Kenilworth Road as did former players Paul Price and Paul Walsh.

TREVOR HARTLEY, First Team Coach

Four years capable and solid work persuaded David Pleat to promote Trevor to the main coaching position. Previously, he had worked successfully as National Coach in Singapore. Destined to be an outstanding coach, his direction of the younger players has already shown positive results. Trevor's ideas, discipline and imagination will give fresh motivation to the Club's coaching.

MAL DONAGHY

Left Larne for Luton in the summer of '78 and has been a credit to football. Fast and athletic, he has developed into a reliable member of the Northern Ireland side. Has over 20 caps. Scored eight goals in Luton's record promotion-winning season. Has played full back, alongside the centre half and in midfield in an outstanding injury-free career at Luton. Fine tackler, powerful in the air and deceptively quick.

STACEY NORTH

Young, powerful, central defender who made outstanding debut at West Bromwich at the end of season. Ex-Luton Boys' captain. Possesses a long throw and has England Youth Caps to his credit. Regular Reserve pivot for the last three seasons.

FRANK BUNN

Made rapid strides last season as a left sided midfield player. Strong and forceful, with an eye for a goal. A popular team player, he was spotted playing in Birmingham school football by Luton scout. Signed pro. in May, 1980. Recovered from bad facial injury sustained against Southampton last season, to play a valuable part in Luton's consolidation of their First Division place.

RICKY HILL

Joined Luton from school. Progressed with style and strength to gain respect as one of the finest midfielders in England. Powerful attacker, who can defend with great team responsibility. Played against West Germany and Denmark for England, but a hamstring injury curtailed his season last year. A delight to watch on his day, he possesses great skill for a big man. Now in his mid 20's, Hill has been a loyal clubman.

ANDREW DIBBLE

Luton moved quickly when they knew this 19 year old giant was seeking First Division football. He had kept goal admirably for Cardiff as they gained promotion from the Third to the Second Division. Cardiff received £125,000 after a tribunal had decided the fee - Luton rejected Cardiff's £300,000 asking price. Standing over 6 ft with a powerful frame, much is expected of him.

ASHLEY GRIMES

It was a case of 'second time lucky' for David Pleat when he persuaded Eire international Grimes to move down the motorway from Coventry. He had tried to sign him a year previously from Manchester United. A tough tackling left sided player from Dublin. His hard working attitude could be a valuable asset as he attempts to erase the memory of mixed fortunes in Bobby Gould's much changed Coventry.

BRIAN STEIN

Born in South Africa. Exciting, talented forward. Respected by colleagues and opposition defences. His brilliant form led Bobby Robson to select him for England against France. Was leading scorer in the 1st Division in Luton's first season in Division 1. His fast, accurate dribbling and shooting should regain his reputation as one of the best forward players in England.

DAVID MOSS

Had injury problems in season 83/84 after starting the season in outstanding fashion. Now fit at 32, one of the best wingers ever to play at Luton. Superb crosser and cool finisher, also a penalty taker. His belated success came after a £100,000 move from Swindon, when David Pleat began his team building back in the summer of 78.

MITCHELL THOMAS

Elegant full back who made a big impression when he joined Luton on the Government Youth Opportunities Scheme. Only 19, he has already played regular 1st Division football from the full back position. He has been capped at England Youth level, and made his debut against Manchester United.

TIM BREAKER

Powerful midfield or defender who comes from the St Neots' area. Made First Team debut against Ipswich season 83/84. Tackles well. Was an influential player in the successful Reserve side last season. Good attitude with a strong will to win. Aged 19, 5 ft 11 ins tall.

STEVE ELLIOTT

Regular top scorer during four difficult seasons at Preston, Luton secured his services in July, 84 for £50,000. An intelligent front player who began his career with Forest. When Elliott was 19, Forest could not refuse a £100,000 offer from Preston, then managed by Nobby Stiles. Born in the North East, he is married to a Lancashire girl.

Luton Town



This afternoon we welcome to Roker Park a Luton Town side in their third successive season back in the First Division. Since David Pleat took over the managerial reins from Harry Haslam in January 1978 Luton have won themselves a reputation for playing positive attacking football. Despite poor gates at Kenilworth Road Mr Pleat has worked wonders with many of his youngsters who have gone on to win themselves international status. This season Luton find themselves struggling at the wrong end of the table and they are

obviously missing Paul Walsh and Brian Houghton who have gone to pastures new. However, a Luton side, under manager David Pleat, which includes England internationals like Ricky Hill and Brian Stein should never be underestimated. There can be no doubt that they will give a good account of themselves this afternoon and we can expect an attractive and exciting 90 minutes football.

BACK ROW (L to R): Mark Stein, Rob Johnson, Tim Breacker, Stacey North, Mark North, Gary Parker, Wayne Turner, Ray Daniel.
CENTRE ROW (L to R): John Moore (Coach), Emeka Nwajobi, Frank Bunn, Jake Findlay, Paul Elliott, Andy Dibble, Clive Goodyear, Mitchell Thomas, David Coates (Coach).
FRONT ROW (L to R): Trevor Hartley (Coach), Steve Elliott, David Moss, Ricky Hill, Mal Donaghy, David Pleat (Manager), Brian Stein, Ashley Grimes, Vince Hilaire, John Sheridan (physiotherapist).



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CLIVE WALKER: Striker



Clive Walker was signed by manager Len Ashurst from Chelsea for £75,000 in the close-season. He is an exciting winger who has both pace and penetration and likes taking on defenders and scoring goals.

Born at Oxford on June 25th 1957 Clive served his apprenticeship at Stamford Bridge and made his league debut for Chelsea against Newcastle United in October 1977. In nearly 200 league and cup appearances for Chelsea Clive scored 69 goals for an average of one goal every three games. He was also the Club's top goal scorer on two occasions before his transfer.

During his career Clive was an England Youth International and also had a spell playing for Fort Lauderdale Strikers in the North American Soccer League in 1979 before returning to Stamford Bridge.

Last season Clive was a member of Chelsea's Second Division championship winning squad. He made eight appearances at the start of the season scoring four goals before he unfortunately broke his jaw. This season Clive has shown that he has lost none of his appetite for the game and is proving a valuable member of Len Ashurst's team.

...data file...

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ALL TIME GREATS

A SOCCER LEGEND LEN SHACKLETON

One of the most skilful as well as arguably the most colourful players ever to wear our colours, Len was the boy who came back after being rejected by Arsenal just before the war. Born in Bradford in 1922 he had played for Enfield, then the Arsenal nursery side, before being told that he was too frail for the rigours of professional football. Back in his home town of Bradford he came to the fore during the war years and played for England in the 1945 'Victory' international against Scotland at Hampden Park.

Early in 1946/7 he moved to Newcastle for £13,000 and in an amazing debut game against Newport County scored six goals in his side's 13-0 win in a Division Two game. His new club won promotion at the end of the season and reached the F.A. Cup semi-final for good measure, but after showing his capabilities in Division One he sought a move and came to us in February 1948, the fee this time being £20,500. By the end of that season he had scored four goals in fourteen games and a year later he won back his place in the England team though he never actually held on to a regular place at that level. Meanwhile in our team of famous players that included Billy Bingham, Trevor Ford, Billy Elliott and Roy

Daniel he was the crowd pleaser. His best season was probably 1951/2 when he got 22 goals in 41 games and laid on many more. Three seasons later in December 1954 he scored what was generally reckoned his finest-ever goal when he chipped a remarkable angled shot over the West German goalkeeper's head as he came out of goal. Yet ironically he was never selected for England again. He stayed with us until 1957/8, scoring 97 goals in 320 league games and it seemed somehow appropriate that in the season that he retired with an ankle injury that was giving increasing trouble we lost our First Division place for the first time ever. Fans here today who are old enough to have seen 'Shack' in action may differ as to what exactly made him one of the outstanding players of his own or any other generation. For one thing it was supreme balance allied to elusive footwork of the highest order. He was a genius at the measured pass but was also a tremendous finisher. Above all

perhaps he had a sense of occasion - the field was his stage and he entertained the fans. In addition 'Shack' was a man of wide interests. He ran a barbershop during his time with us, he became a boxing referee and has of course worked for many years as a respected and incisive journalist.



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FOOTBALL ROUND UP

Of News from at Home and Abroad.



Liverpool's £450,000 striker John Wark has now scored 22 goals in 27 European games following his hat-trick at Anfield in the second-leg tie against the Polish champions Lech Poznan.

Paul Sugrue Middlesbrough's 23 year old unsettled striker can leave Ayresome Park but his boss Willie Maddren will want a fee.

Since former Stoke City players Denis Smith and Viv Busby took over the managerial reins of York City 29 months ago they just can't put a foot wrong. With a side that cost only £20,000 they have won the Fourth Division Title last season with a record 101 points. In fact their recent 1-0 victory over Bristol Rovers was their 100th game in charge and their record reads thus;

					GOALS	
P	W	D	L		FOR	POINTS
100	54	28	18		200	200

Congratulations to Spurs 24 year old striker Mark Falco who continues to knock in the goals - to date eleven in eleven games.

Best wishes to Sunderland skipper Ian Atkins who is recovering from a knee operation.

Glenn Hoddle, Spurs brilliant but enigmatic midfield star is on the verge of a comeback after 7 months out of the game with achilles tendon trouble. The even better news for Spurs manager Peter Schreeves so is his team mate Ossie Ardiles.

Nottingham Forest's Gary Mills who broke his leg in three places 16 month's ago has made a successful comeback after fearing that his career was over.

Former Sunderland boss Alan Durban has signed a three year contract as the new manager of Cardiff City the club where he started his playing career.

Howard Wilkinson's reborn Sheffield Wednesday continue to confound the pundits with some sparkling performances this season. Despite losing key players Gary Bannister, Gary Megson and Tony Cunningham the Owls look a good bet to finish higher than their newly-promoted partners Chelsea and Newcastle, at the end of the season.

Hull City who had record gate receipts of £38,000 for their home tie in the Milk Cup second round are expected to announce a healthy profit for the Second year running - proving that you don't have to be a big club to survive and make a profit.

Malcolm Allison has finally sorted out his fine with the F.A. and is coaching Wilington in the Second Division of the Northern League. I for one wish him every success because the game will be sadder without colourful characters like Malcolm.

Preston have signed David Johnson the ex-England, Everton and Liverpool striker. The 32 year old agreed terms after a spell playing for Tulsa Roughnecks in America.

The Sunday People are to sponsor Robert Maxwell's Oxford United. The newspaper is published by Maxwell's Mirror Group.

Gordon Bank's England's World Cup winning goalkeeper is joining Aston Villa's coaching staff.

As predicted in this column Manchester United turned in a £1 million profit for last season. £1,731,200 to be exact - a British club record! Yet only two years ago they lost £2.3 million. Their average attendance last season was 42,532.

Portsmouth's wonder boy Neil Webb, with 7 goals so far this season, is attracting the attention of Liverpool, Everton, Arsenal and Spurs.

FREEZE FRAME



Sheffield Wed. 2
V.
Sunderland 2.
Saturday
6th October
1984

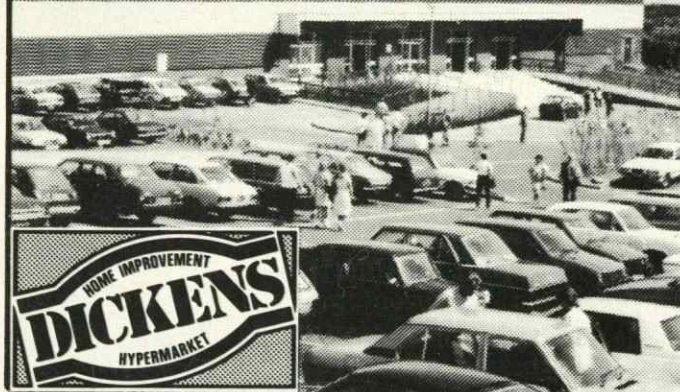
This match at Hillsborough was a game of two halves with Sheffield Wednesday winning the honours in the first 45 minutes and Sunderland coming back in the second half. Sheffield newly promoted to the First Division this season have already surprised many teams with their strong and positive attacking play and Sunderland were no exception and after 50 minutes found themselves two-nil down. But Sunderland found another gear and showed their newly found battling form to equalise with goals from Paul Atkinson and Clive Walker. It extended Sunderland's unbeaten run to seven games and also brought them their third successive away draw.



Photographs by Seamus Conlan

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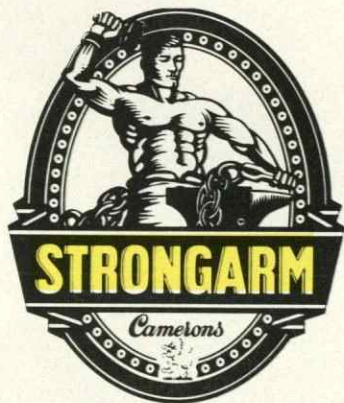
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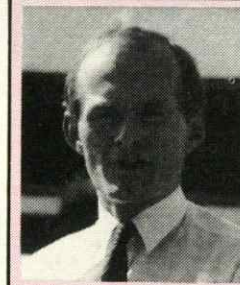
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Geoff Triggs
your
Programme
Editor

The contribution made to clubs' stability by the League's two central sponsors - Canon and the National Dairy Council, cannot be over-emphasised. Last season, the 92 League Clubs received an aggregate of £1,182,000 from central sponsorship sources with Liverpool topping the table with £124,000. Nor did a disproportionate amount go to the big clubs. For example, Third Division Oxford and Walsall collected over £30,000 each. Below is the Top 20 list of where the money went in 1983/84.

TOTAL		CANON LEAGUE					
		MILK CUP	FACILITY FEE	PRIZE FUND	GOALS ANNUAL	GOALS MONTHLY	FAMILY AWARDS
£124,000	Liverpool	£64,000	£10,000	£50,000			
£58,000	Everton	£48,000	£10,000				
£42,000	Aston Villa	£32,000	£10,000				
£41,500	Chelsea	£4,000	£6,000	£25,000	£5,000	£1,500	
£41,000	Soton	£4,000	£10,000	£25,000		£1,000	£1,000
£37,750	Sheff Wed	£16,000	£6,000	£15,000		£750	
£36,000	Walsall	£32,000	£4,000				
£35,500	Oxford	£16,000	£4,000	£15,000		£500	
£33,500	Nottm For	£2,000	£10,000	£15,000	£6,500		
£26,000	Norwich	£16,000	£10,000				
£24,000	Wimbledon	£8,000	£4,000	£8,000	£3,500	£500	
£20,500	Rotherham	£16,000	£4,000			£500	
£20,500	Stoke	£8,000	£10,000				£2,500
£20,000	Arsenal	£8,000	£10,000			£2,000	
£19,000	Ipswich	£8,000	£10,000			£1,000	
£19,000	Watford	£2,000	£10,000			£2,000	£5,000
£18,000	Birham	£8,000	£10,000				
	Man Utd	£8,000	£10,000				
	West Brom	£8,000	£10,000				
	West Ham	£8,000	£10,000				
£16,000	Tottenham	£4,000	£10,000			£1,000	£1,000
£15,000	Q.P.R.	£4,000	£10,000			£1,000	
£14,000	Coventry	£4,000	£10,000				
	Notts Co	£4,000	£10,000				
	Sunderland	£4,000	£10,000				

TRAVEL AWAY

Route to our next Away Match

WATFORD

Follow signs Teesside A1018 for A19 to later join A1 South. **Junction for Wetherby.** Continue with A1 TO A1 (M). Join A1 (M) to M18 and continue with signs The South to join M18 for M1 (signs London). Join M1 to junction 6. Leave motorway and follow signs Watford A405. In 2.4 miles at roundabout take 2nd exit A41. 0.9 mile farther at roundabout take 1st exit A411. In 2.2 miles at roundabout take 3rd exit A412 then keep left into Cassio Road. In 0.4 mile turn right A4145 (one way) then bear left into Vicarage Road for **Watford FC** (on left). Total mileage: 261.7 miles.

Courtesy of the Automobile Association



Sunderland Schools' Football Association

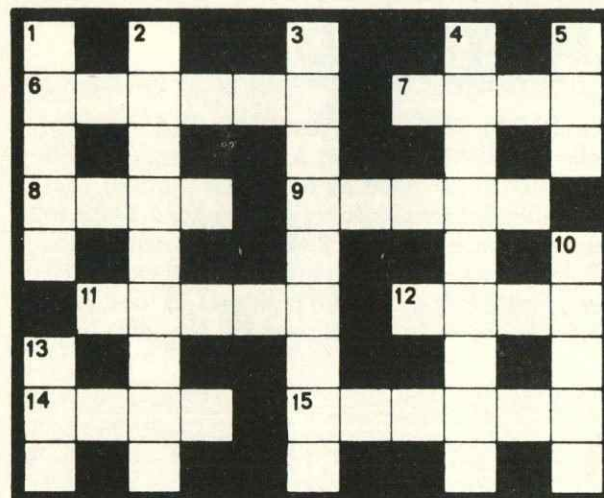
Today's guests of Sunderland A.F.C. are the U14 team of The Avenue Comprehensive School in Newton Aycliffe, one of seventy teams playing schools football within the Bishop Auckland association.

Avenue is one of the smallest of the fifteen comprehensives in the Bishops association, there being only 65 boys in the year from which this team is selected. Last season they only lost two of their nineteen fixtures when they were joint champions of their league and cup winners in a 5-0 victory over Ferryhill.

Good luck in your 1984-85 season boys - it is nice to have representatives from the south-west of the County here today.

Team: Chris Hughes (captain), Darren Ablewhite, Andrew Fulbrook, John Hardy, Araan Hughes, Neil Morgan, Peter Roberts, Shaheed Tabassam, Brian Atkinson, Stephen Corner, Darren Grindlay, Anthony Hobbs, Tony Malcolm, Dale Nelson, John Scanlon, Andrew Smith.

SOCCER QUIZWORD



ACROSS

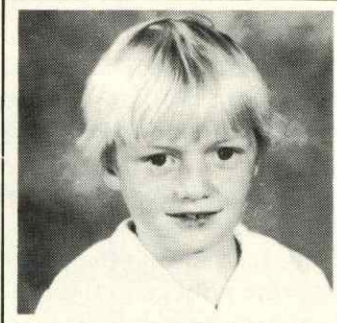
6. Midfielder Wyn --- was with Newport for several seasons but rounded off his career at the end of the seventies with Swindon and Aldershot (6)
7. Hubbick, perhaps (4)
8. Matt ---, a river-named Scot, netted regularly for Grimsby (two spells), Charlton and Luton (4)
9. Number normally adopted by Dalglish (5)
11. Is it a climb to --- Park, Stranraer? (5)
- 14 (& 12) An England man with 72 caps and 8 goals to his credit between 1965 and 1975 (4,4)
15. Gillingham's best seasonal tally of League goals (6)

DOWN

1. One of Huddersfield Town's colours (5)
2. Could he be called "Lucky Jim", this television presenter often abroad on interviewing assignments? (9)
3. One of two men with the same surname at The Dell, he made a close season switch to Birmingham (9)
4. Interim managerial role (9)
5. Mower, maybe
10. Participates in a match (5)
13. A well-travelled Train? (3)

Today's Lucky Mascot

Kevin Cahart



This afternoon we welcome 7 year old Kevin Cahart from Burnopfield in County Durham as our mascot to lead out the team. Kevin who will be 8 in November has been coming to Roker Park since the beginning of last season with his Grandfather, father and uncle.

During that time he has "Learned his trade" in the Fulwell End and this afternoon will step out onto that "hallowed turf".

(ACROSS) 6. Hooper 7. Dave 8. Tees 9. seven 11. Stair 14 (& 12) Alan Ball 15. ninety (1973/74)
(DOWN) 1. white 2. Rosenthal 3. Armstrong 4. caretaker 5. Ken 10. plays 13. Ray



Pet Sounds

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Chris Turner



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Mitchell Thomas

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Ashley Grimes

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Tim Breaker

Gordon Chisholm



Stacey North

Shaun Elliott



Mal Donaghy

Howard Gayle



Ricky Hill

Rodger Wylde



Brian Stein

Colin West



Steve Elliott

Mark Proctor



Vince Hilaire

David Hodgson



David Moss



Introducing Today's Match Referee...JOHN HOUGH

A self-employed plumbing and heating engineer, John progressed in his refereeing career via the Macclesfield and District, Mid-Cheshire and Cheshire Leagues. He enjoys snooker and is President of the Macclesfield and District R.A. He has refereed several local finals and lined in the European Cup.

Welcome to Today's Match Officials
REFEREE: D. J. HOUGH - (CHESHIRE)
LINESMEN
S. W. MASON - (NELSON, LANCs) RED FLAG
R. R. TURNER - (SKIPTON, N.YORKS) YELLOW FLAG

The next games at Roker Park....

Canon League Division One
Sunderland
V.

Queens Park Rangers
Saturday 3rd November 1984
Kick off 3.00 p.m.

Central League Division Two
Sunderland Res.
V.

Wolverhampton Wanderers
Tuesday 13th November 1984
Kick-off 7.30 p.m.

Canon League Division One
Sunderland
V.

Manchester United
Saturday 24th November 1984
Kick off 3.00 p.m.

SUNDERLAND A.F.C.
TOKEN No.

1984-85 **7** Season

Bradley's

**The
longest
established**

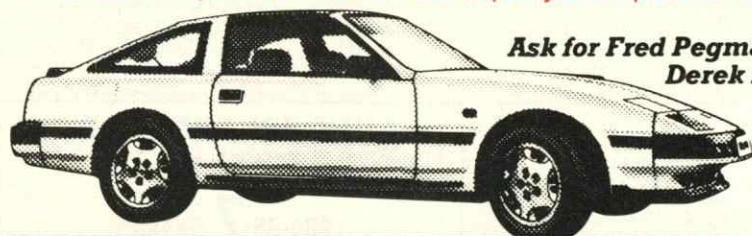
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Two strikers currently in form are Everton's **GRAEME SHARP**, whose goal against Aston Villa was his fifth in five home games; and Ipswich's **ERIC GATES**, whose goal to earn his side a point against QPR was his third in successive home games while **MICK CHANNON**'s goal here for Norwich was his third of the season and the 217th of his career in the Football League.

Maurice 'Mo' Johnston Watford's 21 year old Scottish Striker who never really settled at Vicarage Road has settled in nicely since his £400,000 move to Celtic.

Former Manchester City and Scottish Striker Asa Hartford has signed for Ken Brown's Norwich City.

Sunderland's VIP guest for this afternoon's game against Luton is former Roker Favourite Nick Sharkey. Nick was a member of Sunderland's promotion winning side of 1963-64 and was the club's top scorer in 1964-65 with 21 goals, the same tally he scored when we won promotion. Here's hoping that you have a great afternoon Nick!

Don't forget Roker Park on Sunday 11th November when a Variety Club XI takes on England's 1966 World Cup winning team. It will be a great occasion and should be fun for all the family.

Why Not Travel Away
with Sunderland A.F.C.'s Travel Club
10th November 1984 Watford Price £7.00
17th November 1984 West Ham Utd Price £7.00
Full details from the
Sunderland AFC Promotions Shop,
Roker Park, Sunderland.

Roker Bingo are still looking for agents to sell Sunderland A.F.C.'s highly-popular tickets. Agents get 10% Commission, a 10% Bonus on winning tickets, qualify for complimentary tickets, free membership to the club's Travel Club and get a 10% discount on all away trips. Contact Sunderland AFC Promotions, Roker Park, Sunderland.

Manager Len Ashurst has released two of the club's junior players, defender Rob Burgess and forward Tommy Garside. Burgess has since been snapped up by Malcolm Allison to play for Willington in the Droybroughs Northern League second division.

Talk from the Terraces



'Horses for courses' is still a sound maxim for pools' investors if recent results are any criterion. Watford were without a win in league games this season when they visited Chelsea a fortnight ago, but the fact that the home side were unbeaten in six games counted for nothing as Graham Taylor's lads won 3-2 to chalk up their third win on as many visits to Stamford Bridge. Midfielders **KENNY JACKETT** and **DAVE JOHNSON** both got their first goals of the season to underline that the return of Mo Johnston to Scotland will not necessarily be a serious blow to the 'Hornets'. One consolation for Chelsea was that ace striker **KERRY DIXON** netted twice for the third time in successive home games.

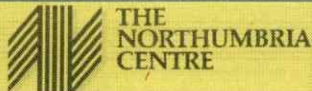
Tradition was also maintained at Stoke where Southampton took their record to four wins and two draws in their last six visits with new England cap **STEVE WILLIAMS** on the mark for the first time for a year. This was the eighth successive game that Stoke have failed to win.

West Bromwich Albion, however, did not let last season's 5-0 home defeat by Nottingham Forest put them off as they won this year's game 4-1 with **GARY THOMPSON**, the former Coventry striker, not only maintaining his record of scoring in every home game this season but also getting a hat-trick. Veteran midfielder Ian Bowyer got the Forest goal, his 94th in league football.

Talking of Coventry their new midfielder **KENNY HIBBITT** got his first goal for two seasons to earn his new side a point against Newcastle and so made amends for conceding a penalty earlier in the game. This was the sixth game without defeat for **JACK CHARLTON**'s men.

Four games without a goal is an unusual experience for Liverpool who went down 1-0 at Tottenham before millions of viewers, this being the fourth time in seven visits that they have failed to score at White Hart Lane.

It was also an unusual experience for Arsenal's **VIV ANDERSON** as he netted for both sides in the Gunners' 4-1 win at Leicester. This was the Gunners' fifth win in six games as they seek their first League Championship for 14 seasons.



Sunderland A.F.C.'s Indoor Training Facility at Washington, formerly known as the Sporting Club of Washington, is now open to the public under its new name of "The Northumbria Centre".

Recreation Manager, Kevin Douglas, and his staff have organised activities over the past 3 months, and these include the Club's highly successful Summer Coaching Camps, Junior 5-a-side competitions, Roller Skating days, plus several 5-a-side leagues.

The aim of the centre is to provide recreation facilities for all the local area and, in particular, Sunderland fans - although all are welcome.

Over the next few weeks there are lots of activities taking place, so if you require any information either call in at the Centre on Stephenson Road, District 12, Washington, or ring Washington 4163380.

The following activities are currently running:-

Junior Soccer Coaching

Monday and Wednesday 4.30pm - 6.00pm
50p per session. Coaching for all age groups with Tim Gilbert, ex Sunderland player and now Recreation Officer at the Centre.

5-a-side Leagues

Teams are required for a league which is starting on Tuesday evenings. For further information and details ring the Centre and speak to Tim Gilbert.

Half Term Holiday -

22nd October -26th October

The Centre is Organising a whole series of activities including football coaching, basketball, roller skating, badminton, table tennis, and athletics.

Full details will be available soon.

SUNDERLAND A.F.C. PROMOTIONS, ROKER PARK, SUNDERLAND.



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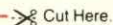
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Address

Please return to Sunderland A.F.C. Promotions, Roker Park, Sunderland.



the editors ANGRY column

STAR LETTER SPOT

Dear Sirs,

Can we through the pages of your programme pass on our thanks for the friendliness of the members of your Supporters Association when they spent a most pleasant evening with us at the 'Park Avenue Hotel' when we once again (the third season running) had an 'over-nighter' on hospitable Wearside after the Sunderland v Albion match.

The match on Saturday is one most people that were present will want to forget but the match between our two Association teams at your Cleadon Training Ground on the Sunday morning was one enjoyed by all the players and spectators there.

Played with the aid of one of your famous Westerly gales an admirable 3 all draw was the final result.

Thank you lads for a good clean battle and we look forward to seeing you in the Midlands in February.

Yours faithfully

John R Jones

Association of Albion Supporters Clubs

● Thanks John you and your supporters win our Star Letter Spot!

Dear Sir,

I believe that manager Len Ashurst has made very sound signings for Sunderland during the close-season. But I'm very annoyed that the club continue to keep one of the new

signings Stephen Berry on a monthly contract. Surely by now the lad has proved his worth, and deserves a longer contract.

In the games I have attended at Roker this season he has always impressed. So please will the club give him what he deserves.

Yours faithfully,

Andrew Short.

● You'll be pleased to know Andrew that Steve Berry has now been offered an extended contract.

Dear Editor,

After being a Sunderland Supporter and a season ticket holder at Roker Park, for 12 seasons, you wouldn't believe how amazed and how astonished I was at the Crystal Palace home game.

It had never happened before! Could it happen again? I just couldn't believe my eyes! Was it:

Rodger Wylde scoring two goals? Or perhaps Stan Cummins scoring for Palace? No.

The answer: Toilet Paper in the ladies loos!!

They may even get around to re-decorating them one of these days, or is that too much to ask?

A relieved Sunderland Supporter.

Barbara Blakeburn,

Billingham.

● Barbara you have me intrigued to know what you did before this astounding event but I'm too much of a gentleman to ask.



If you would like to win our Star Letter Spot, or just let us steam please write to
The Editor,
Sunderland A.F.C.,
Roker Park,
Sunderland. SR6 9SW.
All letters will be published but a full name and address must be supplied.

Dear Sir,

The lads did it again against West Brom, scored and then let the opposition equalise in a matter of minutes.

What is it that causes them to do this time and again.

I think it's inexperience at the back, maybe Len should sign a real old-timer to settle the lads down.

L. Simpson, (Washington)

● My Grandfather Clock is an old timer!

Dear Sir,

In reply to Mr David Birdsall's letter in the programme dated 22.9.84 concerning T.V. coverage of Sunderland AFC.

My company currently produces match analysis video's for Len Ashurst, and have had numerous discussions and meeting with the Football League during the close season regarding other uses of this material. At present the only uses allowed by the league for these video's are:-

1. Coaching purposes.

2. Replaying after the game in the players lounge's.

3. A blind eye is turned to showing in the supporters club.

I suggest that Mr Birdsall contact the local supporters club with a view to arranging showings.

Yours faithfully,

D. Cave,

Production Manager.

Video Entertainments Ltd.

● Interesting Mr Cave no doubt David Birdsall and the Supporters Club will take this further.

1984-85 Sunderland Statistics

OPPONENTS		F-A	GATE	1	2	3	4	5	6	7	8	9	10	11	12
August															
25 - Southampton	3-1	18,152	Turner	Venison,1	Pickering	Bennett,1	Chisholm	Elliott	Berry	Gayle	West	Proctor,1	Walker	Wylde	
27 - Chelsea	0-1	25,554	Turner	Venison	Pickering	Bennett	Chisholm	Elliott	Berry	Gayle	West	Proctor,S	Walker	Hodgson,1	
September															
1 - Nottingham Forest	1-3	15,760	Turner	Venison	Pickering	Hodgson	Corner,S	Elliott	Wylde	Gayle	West,1	Proctor	Walker	Berry,S	
4 - Tottenham Hotspur (7.30pm)	1-0	18,260	Turner	Venison	Pickering	Bennett	Daniel	Elliott	Berry	Wylde	West,1	Atkinson	Walker	Lemon	
8 - West Bromwich Albion	1-1	18,206	Turner	Venison	Pickering	Bennett	Chisholm	Elliott	Berry,1	Gayle	West	Daniel	Walker	Proctor	
15 - Liverpool	1-1	34,044	Turner	Venison	Pickering	Bennett	Chisholm	Elliott	Daniel,S	Gayle	West	Proctor	Walker	Wylde,S	
22 - Coventry City	0-0	16,308	Turner	Venison	Pickering,S	Bennett	Chisholm	Elliott	Daniel	Gayle	West	Proctor	Walker	Wylde,S	
29 - Milk Cup 2 (1L) Crystal Palace	2-1	11,696	Turner	Venison	Daniel	Bennett	Chisholm	Elliott	Berry	Gayle	Wylde,2	Proctor	Walker	West	
26 - Stoke City	2-2	8,882	Turner	Venison	Daniel	Bennett	Chisholm	Elliott	Berry	Gayle,1	Wylde	Proctor	Walker,1	West	
October															
6 - Sheffield Wednesday	2-2	27,766	Turner	Venison	Daniel	Bennett	Chisholm	Elliott,S	Berry	Wylde	West	Pickering	Walker,1	Atkinson,1	
10 - Milk Cup 2 (2L) Crystal Palace	0-0	6,871	Turner	Venison	Daniel	Bennett	Chisholm	Elliott	Berry	Wylde	West	Pickering	Walker	West,S	
13 - Norwich City	2-1	15,155	Turner	Venison	Pickering	Bennett	Chisholm	Elliott	Daniel	Gayle,1	Wylde,S	Berry,1	Walker	West,S	
20 - Arsenal	3-2	36,987	Turner	Venison	Pickering	Bennett,S	Chisholm	Elliott	Berry	Daniel	Proctor	Gayle	Walker,2	Wylde,S	
27 - Luton Town															
31 - Milk Cup 3															

November															
3 - Queens Park Rangers															
10 - Watford															
17 - West Ham United, FA Cup Round 1															
21 - Milk Cup 4															
24 - Manchester United															

December															
1 - Aston Villa															
8 - Leicester City, FA Cup Round 2															
15 - Ipswich Town															
23 - Nottingham Forest															
26 - Everton															
29 - Tottenham Hotspur															

January 1985															
1 - Newcastle United															
5 - FA Cup Round 3															
12 - Liverpool															
16 - Milk Cup 5															
19 - Southampton															
26 - FA Cup Round 4															

February															
2 - Stoke City															
6 - Milk Cup Semi-Final (1L)															
9 - West Bromwich Albion															
13 - Milk Cup Semi-Final (2L)															
16 - Watford															
23 - Queens Park Rangers															

March															
2 - Luton Town															
9 - Arsenal, FA Cup Round 6															
16 - Norwich City															
23 - Sheffield Wednesday															
24 - Milk Cup Final															
30 - Chelsea															

April															
6 - Everton															
8 - Newcastle United (7.30pm)															
13 - Coventry City, FA Cup Semi-Final															
20 - West Ham United															
27 - Manchester United															

May															
4 - Aston Villa															
6 - Leicester City															
11 - Ipswich Town															
18 - FA Cup Final															

S Indicates Substituted Player

so Indicates Sent Off Player

Scorer in bold type

FIRST-TEAM LEAGUE AND CUP APPEARANCES

TURNER	APP. (SUB)	BENNETT	APP. (SUB)	DANIEL	APP. (SUB)
13		12		10	
VENISON	13	BERRY	10	HODGSON	1
PICKERING	13	GAYLE	11	CORNER	1
WEST	8	PROCTOR	8	ATKINSON	2
WALKER	13	CHISHOLM	11	LEMON	-
ELLIOTT	12	WYLDE	7		4

FIRST-TEAM AND CUP GOALSCORERS

VENISON	1	GAYLE	2
BENNETT	1	ATKINSON	1
PROCTOR	1		
WEST	2(2pens.)		
BERRY	2		
WYLDE	3		
WALKER	4(1pen.)		

Central League Division II Fixtures 1984-85

OPPONENTS	RESULT
August	
28 - Hull City	1-1
September	
5 - Scunthorpe United	4-2
11 - Blackpool	10-1
19 - Middlesbrough	1-2
25 - Leeds United	0-4
October	
2 - Wigan Athletic	0-1
9 - York City	3-1
17 - Doncaster Rovers	3-3
23 - Port Vale	
29 - Leicester City	
November	
8 - Burnley	
13 - Wolverhampton Wanderers	
20 - Oldham Athletic	
27 - Preston North End	
December	
4 - Rotherham United	
11 - Grimsby Town	
19 - Bolton Wanderers	
January 1985	
9 - Hull City	
15 - Scunthorpe United	
22 - Blackpool	
29 - Middlesbrough	
February	
5 - Wigan Athletic	
12 - Leeds United	
18 - Wolverhampton Wanderers	
26 - Burnley	
March	
5 - Leicester City	
13 - Port Vale	
19 - Doncaster Rovers	
27 - York City	
April	
2 - Oldham Athletic	
9 - Preston North End	
16 - Rotherham United	
23 - Bolton Wanderers	
30 - Grimsby Town	

APPEARANCES:

PRUDHOE	APP	SUB	DUNCAN	APP	SUB
FERRY	4		CHILTON	3	
HOWELL	3		O'HAGAN	4	
ATKINS	1		HENRY	1	1
CORNER	2				
BURGESS	7				
ATKINSON	6				
LEMON	6				
WYLDE	2				
HODGSON	2				
HALPIN	1				
GARSDIE	2	3			
ARMSTRONG	7				
WOODCOCK	6	1			
CORNORTH	3				
WHITE	2	2			
MOORE	5				
BREEN	4	1			
BERRY	1				
PROCTOR	2				
OUTTERSIDE	6				
LIDDLE	2				
SCOTT	1				
WEST	1				

GOALS:

GOALS
2
2
5
3
2
2
2
2
1
1

Northern Intermediate League Fixtures 1984-85

OPPONENTS	RESULT
August	
28 - Grimsby Town	3-1
September	
1 - Lincoln City	5-2
8 - York City	4-0
15 - Doncaster Rovers	0-4
22 - Barnsley	4-2
29 - League Chall. Cup Round 1	2-3
October	
6 -	
13 - Leeds United	1-3
20 -	
27 - League Chall. Cup Round 2	
November	
3 - Bradford City	
10 - Leeds United	
17 - Huddersfield Town	
24 - Lincoln City	
December	
1 - Barnsley	
8 - Doncaster Rovers	
15 - York City	
22 - Newcastle United	
29 - Middlesbrough	
January 1985	
5 - Bradford City	
12 - Hartlepool United	
19 - Sheffield United	
26 -	
February	
2 - Huddersfield Town	
9 - Newcastle United	
16 - Middlesbrough	
23 - Hartlepool United	
March	
2 - Sheffield United	
9 -	
16 -	
23 - Rotherham United	
30 - Grimsby Town	
April	
6 - Sheffield Wednesday	
13 -	
20 - Rotherham United	
27 - Sheffield Wednesday	
May	
4 -	
11 -	

APPEARANCES:

DUNCAN	APP	SUB	SCOTT	APP	SUB
FERRY	3		CHILTON	1	
HOWELL	1		HENRY	1	1
O'HAGAN	2				
CORNER	2				
BURGESS	3				
OUTTERSIDE	3				
LEMON	2				
GARSDIE	2				
ARMSTRONG	4				
ATKINSON	2				
WOODCOCK	3				
WHITE	3				
LEWIS	1				
LIDDLE	1				
MOORE	3				
BREEN	3				
CORNORTH	1	2			
MCGONICAL	-	2			

GOALS:

GOALS
1
1
3
2
2
1
3

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