

**Official
Programme
15p**



Chelsea v Luton Town

FOOTBALL LEAGUE DIVISION TWO/SEASON '76/'77/SATURDAY APRIL 9th, 1977/KICK-OFF 3 p.m.



GET WELL SOON, DAVID
How long defender David Hay will be out of action is not yet known—he went into hospital last week for an eye operation on a detached retina. Here's wishing him a speedy return to fitness ... and football.

PETER J. KERSLAKE TOOK THE PICTURE

Chelsea View



Chelsea Football Club

Chelsea Football and Athletic Company Limited
 Founded 1905

Registered Address:
 Stamford Bridge Grounds
 Fulham Road, London SW6 1HS
 Telephone 01-385 5545
 Telex 919220 Telegrams Chelstam London SW6

President: Rt. Hon. The Earl Cadogan, M.C., D.L.
 Board of Directors: J. B. Mears (Chairman)
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Team Manager: Eddie McCreadie

Head Trainer: Norman Medhurst

Physiotherapist: Eddie Franklin, M.C.S.P.

Youth Manager: Ken Shellito

Hon. Medical Officers: Dr. W. C. Marshall, Dr. J. J. Vyse

Colours: Shirts: Royal Blue with White Collars and Cuffs
 Shorts: Royal Blue with White Seam. Stockings: White.
 (Second colours: Red Shirts, Red Shorts, Green Stockings)

Honours: Football League Champions 1955. F.A. Charity
 Shield Winners 1955. Football League Cup Winners 1965.
 F.A. Cup Winners 1970. European Cup-Winner's Cup
 Winners 1971. F.A. Youth Cup Winners 1960, 1961. Won
 promotion to Division 1 1907, 1912, 1930, 1963.



BACK AMONG THE GOALS—Steve Finnieston, whose two against Blackburn here last Saturday took his total for the season to 20.

Welcome to Stamford Bridge for the second match in the Easter soccer programme, as we receive promotion rivals Luton Town this afternoon, following yesterday's match at Fulham and preceding Monday night's visit to Charlton. For seven clubs disputing three prizes, the promotion countdown gains momentum, and a third successive victory, against Blackburn here last Saturday, not only put us back on top of the Second Division table (Wolves' match at Carlisle having been postponed because of gale damage overnight to a floodlight pylon), but it was a performance in which we looked much more like the Chelsea of earlier this season.

The only disappointment was an attendance of 20,769, posing the question whether the Grand National on TV does still have an effect on football gates. Nevertheless, ours was still the day's biggest crowd in this division, and it made us the first Second Division club to reach half a million spectators at home League matches this season. The total stands at 502,116 before today's game, at an average of 29,536.

This afternoon we stage the second of three successive Saturday home fixtures—next week-end we are again hosts to promotion aspirants in Nottingham Forest. At Luton on December 29 we suffered our heaviest defeat of the season, losing four-nil in frozen conditions to which Luton adapted and we did not. Situated in the lower half of the table before that game, our opponents then embarked on a remarkable sequence that produced 23 points in 12 matches, lifted them to third place and did not end until last Saturday's one-nil defeat at Southampton.

While "promotion matches" are never predictable, least of all over Easter, we confidently anticipate one outcome of today's game—that the attendance will considerably exceed the 19,878 who saw last Good Friday's 2-2 draw here with Luton when both clubs were moderately placed halfway in the table.

100-GOAL TARGET: Saturday was a good Chelsea day all round, for besides the Seniors' two points against Blackburn, our Reserves beat Orient 8-0 (an away fixture switched to Molesey) for their biggest win of the season and the Youth side won 2-1 at West Ham. In that Combination victory, Bill Garner and Tommy Langley scored three apiece, and the result took us to 50 points (a lead of nine) and 78 goals. With 11 games to go, this raises the distinct possibility of the Reserves reaching 100 goals for the season.

OLDHAM DATE: We have now re-arranged the away match with Oldham Athletic, which was postponed on March 26 because of skipper Ray Wilkins' inclusion in the England World Cup squad against Luxembourg. We shall be visiting them on Tuesday, April 19 (7.30 p.m.), and rail excursion details will be given in next Saturday's programme.

Story Of An Easter Hero

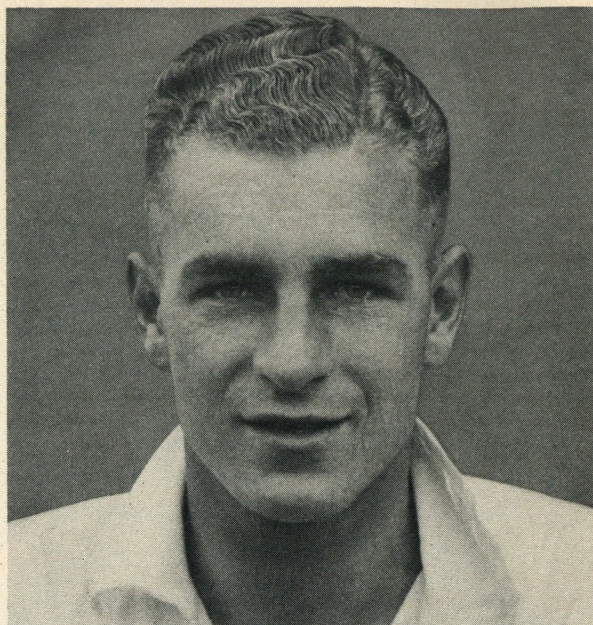
One name in football history links Chelsea, Luton Town and Easter football—Joe Payne. On Easter Monday, April 13, 1936, Luton faced injury problems before a Third Division (South) match against Bristol Rovers. Less than an hour before kick-off, manager Ned Liddell solved one of them by giving the centre-forward shirt to a 22-year-old reserve half-back who had turned up at the ground expecting only to watch the game.

By tea-time that afternoon, the unknown Joe Payne, a Derbyshire lad from Bolsover who came out of the pits in search of a career in soccer, had put himself in the record books for all time—by scoring TEN goals in Luton's 12-0 win.

Three of them came in the first half and seven in the second; seven were shots and three were headers. It all added up to an individual scoring haul reached neither before nor since in the Football League. Joe's financial reward for that afternoon of spectacular goalscoring was £6—four pounds representing his weekly wage, the other two pounds a win bonus.

Joe never went back in the reserves or into the Luton half-back line. The following season "Ten Goal Payne," as he was labelled for the rest of his career, set a new record for Division Three South with 55 goals in 39 League appearances, and in March 1938 the Chelsea-Luton link was forged with his transfer to Stamford Bridge. The fee: Two thousand pounds.

In the games that remained that season Joe scored four League goals for Chelsea. The following season he notched 17 and then came the war in which, while serving in the R.A.F., he helped us reach Wembley twice—in the League South Finals of 1944 (Chelsea 1, Charlton 3) and 1945 (Chelsea 2, Millwall 0). Payne's best years at



Stamford Bridge, in fact, were in unofficial wartime football—in season 1944-45 he scored 39 goals in 25 League South games.

In December 1946 Joe moved on to West Ham and continued his career with Millwall and Worcester before injury ended his playing days. And Chelsea's next signing from Luton was another centre-forward who gave us excellent service—Hugh Billington, scorer of some memorable First Division and F.A. Cup goals here in the years 1947-51.

PETER HOUSEMAN FUND: In next Saturday's programme we will give details of the money that has been so generously donated to the Houseman/Gillham Children's Fund. This will be further boosted by the visit of our full first team to Oxford United on Monday, April 25 (7.30 p.m.), and meanwhile we are auctioning for the same cause three Chelsea programmes which were personally signed "Much joy, David Soul" when the American TV and singing star was here for the recent match against Bristol Rovers. One offer of ten pounds has already been received, and these programmes will go to the three David Soul fans who make the best offers by next Saturday, by post to Frank Milford, Commercial Manager, Chelsea F.C., Fulham Road, SW6 1HS.

JACK TAYLOR'S FAREWELL: Referee Jack Taylor, O.B.E., is on his farewell round of the Football League grounds this season, having reached the compulsory retirement age of 47, and this afternoon he makes his last appearance "in the middle" at Stamford Bridge. Football is always sorry when the time comes for a leading official to give up, and Mr. Taylor, who refereed the 1974 World Cup Final in West Germany among countless major appointments during his 22 seasons in first-class football, certainly belongs in that category. His own thoughts on retirement? "Being human, I would love to carry on. But then, if some referee hadn't reached retiring age 22 years ago I might never have got my chance, so it is only right that I make way for a new face."



Seat Reservations

New East Stand: £3.20 Middle tier, centre £1.85 Upper tier, rear centre West Stand: £1.50 Centre £1.30 Wings
 £2.50 Middle tier, wings £1.30 Upper tier, rear wings
 £2.50 Upper tier, front centre £1.50 Lower tier, centre
 £2.20 Upper tier, front wings £1.30 Lower tier, wings

Postal applications are accepted for the whole League programme in advance and should be made (enclosing correct remittance and stamped, addressed return envelope) to: Ticket Office, Chelsea Football Club, Fulham Road, London SW6.

Personal applications are accepted from one calendar month prior to match date. Ticket Office hours, Monday-Friday (9.30 am-4 pm).

West Stand—Open Enclosure These seats are not bookable in advance, but available on match days on payment of 15p transfer after Ground admission via the Britannia Entrance in Fulham Road. Ground Admission: £1.00 (juveniles 50p).

Tables.. Appearances.. Goalscorers..

Up to and including Saturday, April 2.

FOOTBALL LEAGUE DIVISION II

	HOME			AWAY			Pts
	P	W	D	L	F	A	
CHELSEA	33	11	6	0	39	21	6
Wolves	31	12	1	3	39	17	5
Nottingham F.	34	11	3	3	46	20	6
LUTON TOWN	34	12	3	2	33	12	7
Bolton	32	12	2	2	37	16	5
Notts County	34	10	3	4	25	17	4
Blackpool	34	9	5	3	24	14	4
Millwall	33	7	4	6	26	20	5
Charlton	33	10	4	2	37	21	1
Blackburn	33	10	3	3	26	13	3
Oldham	32	9	5	2	29	16	3
Hull City	32	8	7	1	28	12	0
Sheff. United	34	7	7	3	27	18	3
Southampton	30	7	6	3	26	21	3
Plymouth	34	4	8	5	23	20	3
Orient	31	4	4	6	14	15	5
Bristol R.	33	7	6	3	23	19	2
Fulham	34	6	6	5	28	23	2
Cardiff City	32	6	4	7	23	24	3
Burnley	33	5	8	4	20	18	2
Carlisle	33	5	6	6	23	27	3
Hereford	31	3	5	6	18	25	1

APPEARANCES

Lewington	33	Wicks	25
Locke	33	Bonetti	23
Swain	33	Phillips	10
Wilkins (R)	33	Droy	8
Hay	31	Bason	6
Finnieston	30	Harris	6 (4)
Stanley	30	Maybank	3
Britton	28	Sparrow	3 (2)
Wilkins (G)	26	Cooke	2

Goalscorers: Finnieston 18, Swain 13, Britton 8, Stanley 6, Wilkins (R) 5, Wicks 4, Droy 1, Hay 1, Lewington 1, Opponents 2. Total 59.

SOUTH-EAST COUNTIES LEAGUE—DIVISION I

	P	W	D	L	F	A	Pts
Ipswich Town	25	20	3	2	76	28	43
CHELSEA	25	17	5	3	54	25	39
Q.P.R.	20	11	4	5	38	26	26
Southend United	25	11	4	10	42	35	26
Gillingham	23	10	6	7	36	40	26
Tottenham Hotspur	26	9	7	10	48	43	25
Arsenal	22	8	8	6	24	28	24
Millwall	26	9	5	12	38	37	23
Norwich City	23	8	6	9	36	46	22
Crystal Palace	21	7	7	7	37	32	21
Portsmouth	19	8	4	7	42	32	20
West Ham Utd.	26	7	4	15	50	67	18
Charlton Athletic	21	5	6	10	31	45	16
Fulham	20	3	8	9	26	28	14
Orient	21	3	6	12	17	48	12
Watford	21	2	5	14	21	57	9

APPEARANCES

C. Sulley	22	M. Nutton	13
J. Clare	21	R. Kean	11 (2)
S. Wallington	21	D. White	10
I. Jenkins	20	P. Bradley	9
G. Johnson	20	G. Chivers	9 (1)
Souness	20	Bumstead	6
Wilkins (S)	20	C. Edgell	3 (1)
R. Wilson	19	K. Alford	1
C. Penny	17 (1)	M. Fillery	1
J. Sitton	16 (1)	K. Hales	1 (1)
Dodds	14	C. Pates	1
		R. Tappin	— (2)

Goalscorers: Johnson 15, White 9, Clare 6, Wilson 6, Sulley 5, Sitton 3, Edgell 2, Wallington 2, Bumstead 1, Kean 1, Nutton 1, Pates 1, Souness 1, Opponent 1. Total 54.

FOOTBALL COMBINATION

	P	W	D	L	F	A	Pts
CHELSEA	31	22	6	3	78	21	50
Plymouth Argyle	34	14	13	7	58	37	41
Arsenal	34	15	10	9	41	32	40
Tottenham Hotspur	33	15	7	11	44	37	37
Ipswich Town	31	15	6	10	55	39	36
Fulham	33	14	8	11	49	47	36
Bristol City	31	14	8	9	46	37	35
Norwich City	31	12	11	8	40	33	35
Southampton	32	14	7	11	46	49	35
Birmingham City	30	10	13	7	34	27	33
Q.P.R.	29	13	5	11	46	32	31
Reading	29	10	9	10	40	52	29
Leicester City	32	9	10	13	52	48	28
Hereford United	31	9	10	12	44	49	28
Oxford United	31	9	10	12	39	48	28
Swindon Town	28	8	11	9	28	31	27
West Ham United	28	9	6	13	53	57	24
Orient	25	7	7	11	31	43	21
Cardiff City	26	7	7	12	25	40	21
Crystal Palace	29	6	9	14	30	49	21
Luton Town	34	6	8	20	39	66	20
Bristol Rovers	31	8	1	22	32	73	17

APPEARANCES

Langley	31	Wilkins (G)	9
Dempsey	26	Bonetti	7
Walker	26 (1)	Bason	7
Maybank	21	Wicks	5
Perkins	21	Wilkins (S)	5
Stride	20 (4)	Dodds	4
Bumstead	19	Harris	4
Frost	18 (1)	Sherwood	3
Sparrow	18	D. White	3
Phillips	17	Britton	2
Cooke	16	Stanley	2
Droy	16	Finnieston	1
Garner	15	G. Johnson	1
Aylott	13 (2)	J. Sitton	1
Webberley	10 (2)		

Goalscorers: Langley 17, Walker 15, Maybank 14, Garner 11, Frost 7, Aylott 4, Bumstead 2, Dempsey 2, Johnson 2, Droy 1, Stride 1, Webberley 1, Wilkins (S) 1. Total 78.

S.E. COUNTIES LEAGUE—DIVISION II

	P	W	D	L	F	A	Pts
Tottenham Hotspur	8	4	1	3	15	14	9
Peterborough Utd.	5	4	0	1	24	3	8
CHELSEA	3	2	0	1	7	6	4
Southend Utd.	4	1	1	2	5	7	3
Watford	6	0	2	4	6	27	2

F.A. CUP APPEARANCES

Britton	2	Locke	2
Droy	2	Phillips	2
Finnieston	2	Stanley	2
Harris	2	Swain	2
Hay	2	Wilkins (R)	2
Lewington	2		

Goalscorer: Locke 1.

FOOTBALL LEAGUE CUP APPEARANCES

Finnieston	3	Wilkins (R)	3
Hay	3	Bason	2
Lewington	3	Bonetti	2
Locke	3	Wicks	2
Stanley	3	Britton	1
Swain	3	Droy	1
Wilkins (G)	3	Phillips	1
		Harris	— (1)

Goalscorers: Finnieston 2, Wilkins (R) 2, Hay 1, Swain 1. Total 6.

CHARLTON 'SPECIALS': British Rail inform us that they will be running special trains from Charing Cross for Monday night's match at Charlton. They depart at 17.56, 18.15, 18.33 and 18.52, and return trains leave Charlton at 21.19, 21.31 and 21.38.

Matatters



If Luton win promotion this season, they will have performed two football miracles in 18 months; if they do not, they will still have achieved one, because in November 1975 they were threatened with extinction by debts of more than £700,000.

The first measure taken, when the crisis became public, was to transfer forward Peter Anderson to the Belgian club, Royal Antwerp, for a reported £80,000. The second was a distribution of "keep smiling" tablets throughout the club by manager Harry Haslam.

Economies were introduced which trimmed Luton's break-even gate to 8,000, and during their recent phenomenal run of 23 points out of a possible 24 (goals 25-4) the average attendance at Kenilworth Road climbed to 13,000.

In addition to mutual financial problems, there are other modern parallels between Chelsea and Luton. Two years ago, we both went down from the First Division. Now we are challenging, side by side, to return together.

If Luton make it, they will go up to the First Division for the second time in four seasons.

AT LUTON ON DECEMBER 29

Luton 4 (Fuccillo, Chambers, Husband, Buckley—penalty), Chelsea 0. Half-time: 2-0. Attendance: 17,102.

Luton: Aleksic; Price, Buckley, Chambers, Faulkner, Futcher (P), Husband, West, Futcher (R), Fuccillo, Ryan.
Chelsea: Phillips; Locke, Wilkins (G), Stanley, Droy, Hay, Britton, Wilkins (R), Finnieston, Lewington, Swain.



LUTON TOWN 1976-77

Back row: Brian Gregory, Steve Buckley, Tim Smith, Kim Wassel, John (Dixie) Deans, Ricky Hill, Sandor Simon.

Middle row: Graham Jones, Paul Futcher, John Faulkner, Tony Knight, Keith Barber, John Ryan (now Norwich), Paul Price, Jim McNichol, Reg Game (Physiotherapist).
Front row: Pasquale Fuccillo, Brian Chambers, David Carr, Roy McCrohan (Coach), Harry Haslam (Manager), Jimmy Husband, John Aston, Peter Mead.

LUTON IN PERSON

MILIJA ALEKSIC: "Elastic" to Luton fans, this 25-year-old goalkeeper was signed permanently for £20,000 in January after three weeks on loan from Plymouth. Was also on loan with Oxford and Ipswich, so Luton are his fourth club this season. Born Stafford.

PAUL PRICE: Determined 22-year-old right-back who made his Second Division debut last season, after twice breaking a leg in 1974-75. Born St. Albans.

STEVE BUCKLEY: Now left-back, he was a goalscoring left-winger when Luton signed him from Southern League Burton Albion for a bargain £2,000 in April 1974. Penalty-taker. Born Brinsley.

BRIAN CHAMBERS: Midfield player who began with Sunderland, joined Arsenal for £25,000 in May 1973 and moved to Luton at a similar fee in July 1974, when 25. Born Newcastle.

JOHN FAULKNER: 6ft. 12st. 3lb. centre-half who began with amateurs Sutton and joined Leeds in March 1970 after playing well against them in the F.A. Cup. After breaking a leg at Leeds, he joined Luton in £5,000 transfer in March 1972 and has starred ever since. Born Orpington.

PAUL FUTCHER: Tall, stylish 20-year-old centre-half (twin of striker Ron Futcher) transferred at £100,000 from Chester in May 1974—at 17 then football's youngest six-figure signing. Now on fringe of England honours. Born Chester.

JIMMY HUSBAND: Luton's leading scorer last season (14 goals) is again out in front with 13. Cost £70,000 from Everton in November 1973 after ten years at Goodison Park. Was England Schoolboy, Youth and Under-23 cap. Born Newcastle.

ALAN WEST: Cost Luton's then record fee of £80,000 when signed from Burnley in October 1973 and has starred consistently in midfield. Captain since 1975. Former England Under-23 cap. Born Hyde, Cheshire.

RON FUTCHER: Goalscoring half of the identical Futcher twins, with 11 in the Second Division this season. Cost £25,000 from Chester in June 1974, a month after Paul's arrival. Born Chester.

'LIL' FUCCILLO: First name Pasquale, but this son of Italian parents who settled at Bedford is "Lil" to everyone at Kenilworth Road. Signed as a 16-year-old apprentice in the 1973 summer, he worked his way from youth team via reserves to a goalscoring League debut in Feb. 1976. Born Bedford.

JOHN ASTON: Conventional 30-year-old winger among the best at his art, he has proved a bargain £30,000 buy from Man. United in July 1972, four years after he starred in United's European Cup triumph against Benfica at Wembley. Son of former Man. United and England full-back John Aston. Born Manchester.

DAVID GEDDIS: 18-year-old striker who, on loan from Ipswich, scored on his Luton debut against Blackburn in February. The loan was subsequently extended to the end of this season. Born Carlisle.

CHELSEA v LUTON TOWN PAST LEAGUE RESULTS

SEASON	HOME	AWAY	SEASON	HOME	AWAY		
1955-56	0-0	2-2	1962-63	3-1	2-0		
1956-57	4-1	4-0	1974-75	2-0	1-1		
1957-58	1-3	2-0	1975-76	2-2	0-3		
1958-59	3-3	1-2	1976-77	Today	0-4		
1959-60	3-0	2-1	(Chelsea's score given first in each case)				
SUMMARY	P	W	D	L	F	A	Pts
HOME	8	4	3	1	18	10	11
AWAY	9	4	2	3	14	13	10
TOTAL	17	8	5	4	32	23	21



Ray Lewington



Take a bow, Ray Lewington! Nobody at Stamford Bridge is in any doubt about the enormous progress you have made since you came into League football last March, graduating via Chelsea's Youth and Reserve teams. But it's always nice to be recognised outside your own camp—and this is what David Shine, President—retired, of Orient Supporters' Club, says in a letter we have just received: "As a 'friend of football' and especially of Chelsea, may I say some kind words about one of this season's unsung heroes, Ray Lewington—a consistent and ever-present force in the first team this season. A lad who, at the beginning of the present campaign, vowed that he would do all he could to see Chelsea back in the First Division, where they belong. He has given his all in every match and has been a trier from first to last. My personal congratulations to him, and looking forward to seeing him and Chelsea playing the 'elite' next season." So are we, so is Ray . . . and so are this whole team of Chelsea triers as we reach the run-in stage in what is proving a great promotion race.



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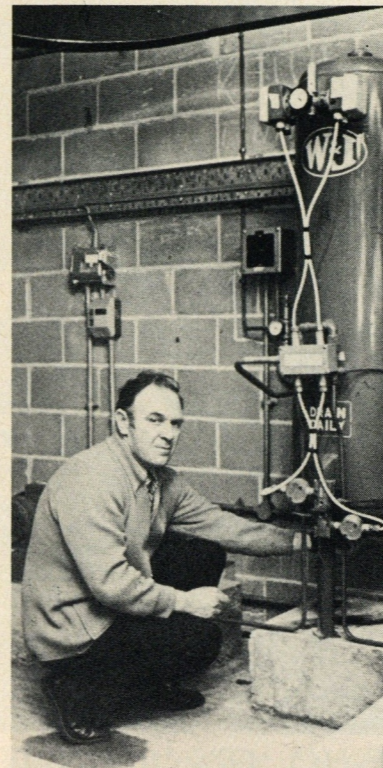
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BILL EDWARDS, born at Durham but for 30 years a Londoner by adoption, has been Chelsea's chief electrician for ten seasons—but he's been at Stamford Bridge since 1946, working previously for the G.R.A. and Chelsea when the greyhounds were here.



ELECTRIC BILL

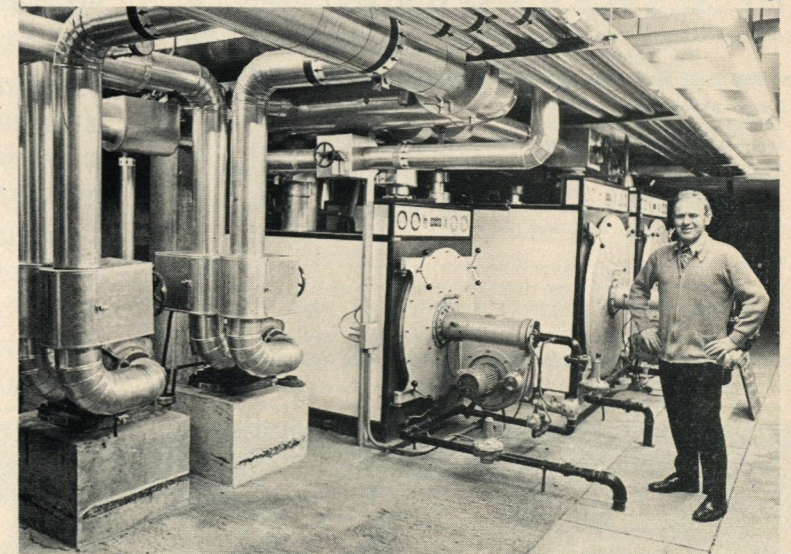
Our photographer visited Bill in his world of modern heating, lighting and general engineering apparatus beneath the new stand.

Top right: Bill at the main switch panel which controls the stadium's heating, lighting and floodlighting.

This column: The compressor that governs everything.

Right: Expensive equipment needs expert handling. Bill is our expert!

PICTURES ROY EW BANK





ANOTHER £50 BONUS WINNER

Chelsea Pools Association thanks the Irish Tourist Board for their donation of another £50 holiday voucher, which we are offering as an additional prize in today's Golden Goals competition. The voucher will be won by the holder of the *No Goals* ticket (regardless of whether any goals are scored in the match) and the winner should present it at our Pools Office over the main Chelsea F.C. Offices after today's match.

JOIN THE 'POOL'

Why not join Chelsea Pools as an Agent, and give yourself the chance to win a holiday—and other bonus prizes—in competitions that are exclusive to our Agents?

These are the benefits to be gained by helping Chelsea as a Pools Agent:—

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- Free admission to all home League matches if you have more than 100 members.
- Free entry in an Agents' weekly draw.
- Special competitions open exclusively to Chelsea Pools Agents.

For full details, please fill in the form below and send to our Pools Organiser, Tony Green.

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GOLDEN GOALS—Latest Winners:

Chelsea v Blackburn (April 2)

£50 . . . 15 min. 06 sec. £10 59 min. 22 sec.

CHELSEA POOLS ASSOCIATION

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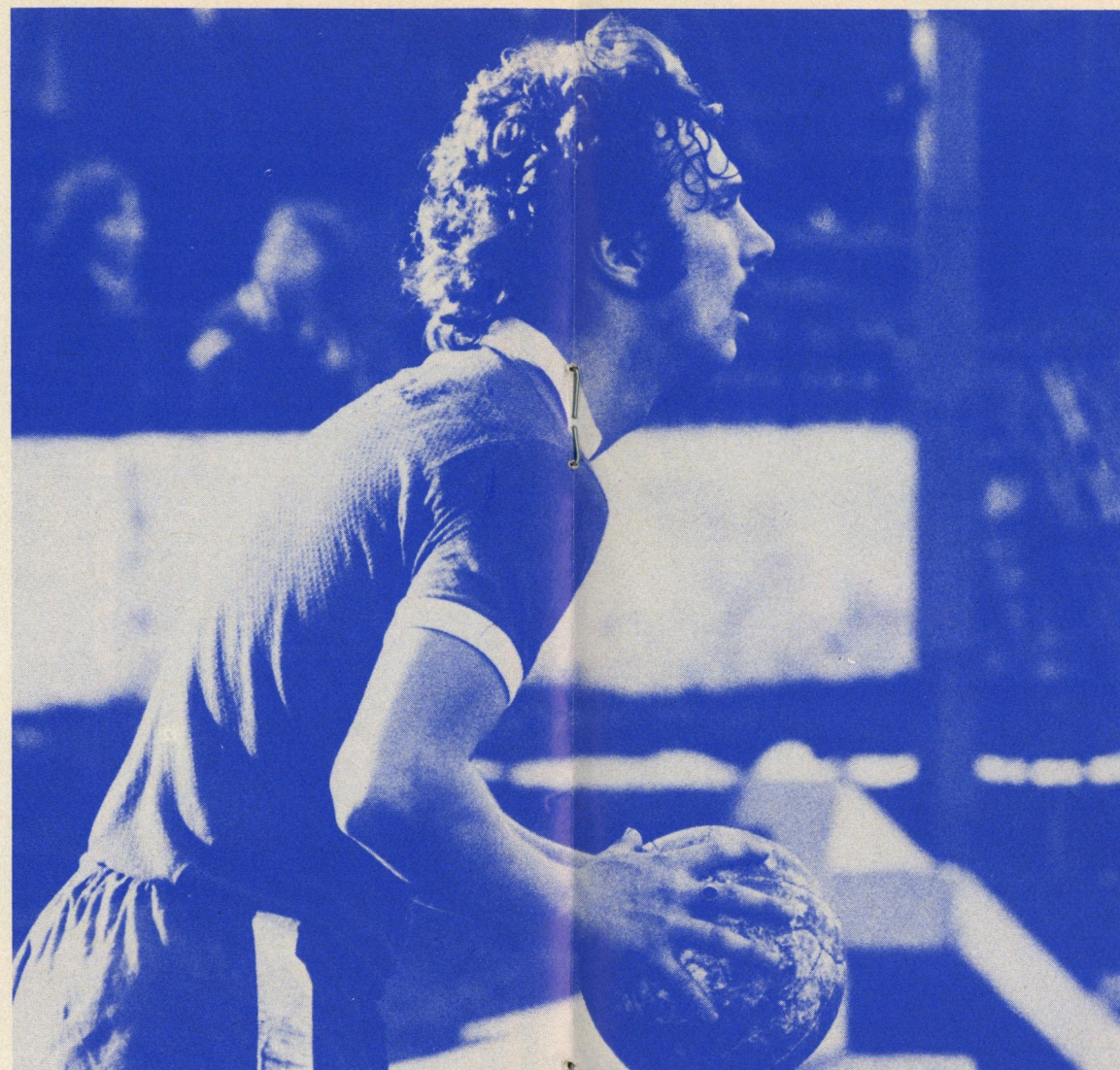
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HEAVE-HO, IT'S 'JOHN THE THROW!' The recent promotion of 19-year-old left-back John Sparrow to first-team duty has added an extra dimension to our attack. For he takes the sort of long throw-in we have not seen by a Chelsea player since Ian Hutchinson was hurling them from touchline to goalmouth. What's the secret of this particular art? Says John: "It's all to do with the back muscles and timing. I've been taking long throws since I was in England's Schoolboy team. At first I was aiming them too high, but 'Hutch' showed me how to throw them flatter and faster. That way, you've more control. I try to reach the middle of the goal, but also like to vary them."

PETER J. KERSLAKE TOOK THE PICTURE

Teams & Officials

TODAY'S CHELSEA LINE-UP

Colours—Shirts: Royal Blue with White Collars and Cuffs. Shorts: Royal Blue with White Seam. Stockings: White.

- 1 Peter BONETTI
- 2 Gary LOCKE
- 3 John SPARROW
- 4 Garry STANLEY
- 5 Steve WICKS
- 6 Ron HARRIS
- 7 Ian BRITTON
- 8 Ray WILKINS
- 9 Steve FINNIESTON
- 10 Ray LEWINGTON
- 11 Ken SWAIN

Sub



TODAY'S LUTON LINE-UP

Colours—Shirts: Orange with White & Navy Blue Stripe, left side. Shorts: Navy Blue. Stockings: Orange.

- 1 Milija ALEKSIC
- 2 Paul PRICE
- 3 Steve BUCKLEY
- 4 Brian CHAMBERS
- 5 John FAULKNER
- 6 Paul FUTCHER
- 7 Jimmy HUSBAND
- 8 Alan WEST
- 9 Ron FUTCHER
- 10 'Lil' FUCCILLO
- 11 John ASTON

Sub



Referee: Mr. Jack Taylor, O.B.E. (Wolverhampton)
Linesmen: Mr. A. Gunn (Southwick, Sussex)—Red Flag
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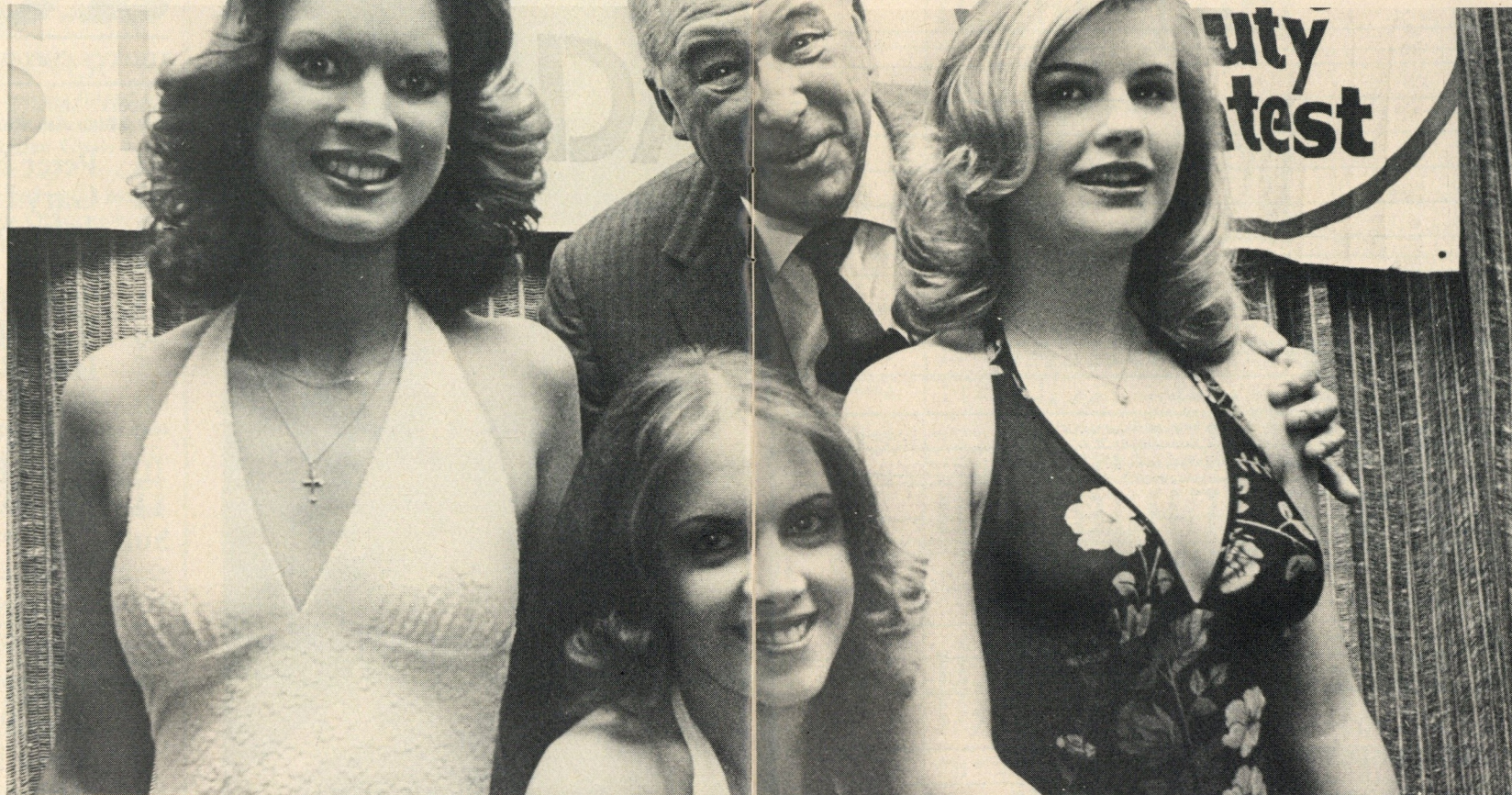
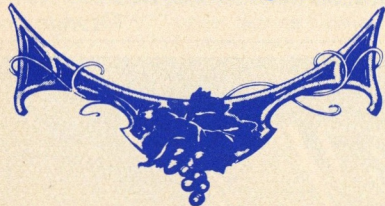
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OUR MISS G.B. WINNER Linda Hart (centre), 23, from Walthamstow, won the West London heat of the Miss Great Britain contest here last month and now goes into the regional finals of Pontin's competition. Sir Fred Pontin is seen with the first three, with third-place Karen Davies (22), from Luton, left and on the right runner-up Denise Perry (19), from Pinner.

FRANK MILFORD, COMMERCIAL MANAGER CHELSEA PROMOTIONS, WRITES . . .

WELCOME, 'WEEK-END': Once again, we welcome the cameras of London Week-end Television this afternoon. Nice to see you back at Stamford Bridge, director Bob Gardam and Brian Moore . . . we hope our result and the performance (that's the order of priorities in the promotion stakes) have us all glued to The Big Match tomorrow.

LATEST FROM THE SHOP: New in stock at the Club Shop, situated in the Main Entrance—Cuddly teddy bears, in Chelsea colours, price £6.50 . . . and the Chelsea lion, selling at £5.

OUR BRIGHT IDEAS WINNER this week is Danny O'Neill, of Northumbria Road, Maidenhead, who has some interesting thoughts on a possible "promotion raffle" as the end of the season. He receives a car cassette-player, value £65—the Bright Ideas prize donated at every Chelsea home match by Autocar Electrical Equipment Co. The chance to be our next winner is *YOURS*, if you will send your Chelsea brain-wave to: Bright Ideas, Commercial Manager, Chelsea F.C., Stamford Bridge, Fulham Road, London SW6 1HS.

PRIZE FOR YOU? Weather permitting, a Formula Ford racing car will circuit the track here at next Saturday's match against Nottingham Forest. The car is sponsored by SODASTREAM LTD. . . . and two of their soft drink-making machines (each valued at £22.50) are on offer as prizes today. They will go to the senders of the first two correct post-cards answering the following three questions:— (a) Who captained Chelsea's promotion-winning team in 1963? (b) What has been Chelsea's highest final League position in Div. 1 since they were League Champions in 1955? (c) Who was the last player for whom Chelsea paid a transfer fee? Answers to: Sodastream Quiz, Commercial Manager, Chelsea F.C., Stamford Bridge, Fulham Road, London SW6 1HS. Postcards only—closing date first post Thursday next.

OUR THANKS TO SLAZENGRS LTD. for providing, free of charge, leisure suits, jumpers and shirts for the Chelsea F.C. team and officials to wear on the summer tour of Canada and USA.

TODAY'S MATCH BALL DONORS are once again David Menzies Associates, Estate Agents, to whom our grateful thanks.



Some fellas get all the best jobs! Eddie McCreddie and Garry Stanley with the girls they helped to judge in the Miss Great Britain beauty parade held in the Chelsea Restaurant.

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Date	Opponents		Venue	Result	Attendance	Points Total	League Position	Bonetti	Locke	Wilkins, G.	Stanley	Wicks	Hay	Britton	Wilkins, R.	Finniston	Lewington	Swain	Harris	Bason	Droy	Cooke	Sparrow	Phillips	Maybank	Dempsey	Opponent o.g.	
	*—Player replaced	P—Penalty																										
Aug. 21	Orient	away	W 1-0	11,456	2	—	1	2	3	4	4	5	6	7	8	91	10	11	•									
25	Notts County	home	D 1-1	17,426	3	4	1	2	3	3	4	5	6	7	8	9	10	11	•		4							
28	Carlisle United	home	W 2-1	18,681	5	1	1	2	3	4	5	6	7	8	9	10	11	•										
Sept 1	Sheff. Utd. (L.Cup 2)	home	W 3-1	16,883	1	1	1	2	3	4	5	6	7	8	9	10	11	•										
4	Millwall	away	L 0-3	21,002	5	9	1	2	3	4	5	6	7	8	9	10	11	•										
11	Plymouth Argyle	away	W 3-2	18,356	7	5	1	2	3	4	5	6	7	8	9	10	11	•										
18	Blackburn Rovers	home	W 2-1	24,835	9	2	1	2	3	4	5	6	7	8	9	10	11	•										
20	Huddersfield (L.Cup 3)	home	W 2-0	19,860	9	2	1	2	3	4	5	6	7	8	9	10	11	•										
25	Blackpool	away	W 1-0	19,041	11	1	1	2	3	4	5	6	7	8	9	10	11	•										
2	Cardiff City	home	W 2-1	28,409	13	1	1	2	3	4	5	6	7	8	9	10	11	•										
5	Bristol Rovers	away	L 1-2	13,199	13	1	1	2	3	4	5	6	7	8	9	10	11	•										
13	Oldham Athletic	home	W 4-3	25,825	15	1	1	2	3	4	5	6	7	8	9	10	11	•										
16	Blackburn Rovers	away	W 2-0	15,039	17	1	1	2	3	4	5	6	7	8	9	10	11	•										
23	Arsenal (L.Cup 4)	away	L 1-2	52,305	19	1	1	2	3	4	5	6	7	8	9	10	11	•										
26	Southampton	home	W 3-1	42,654	19	1	1	2	3	4	5	6	7	8	9	10	11	•										
30	Hereford United	away	D 2-2	12,858	20	1	1	2	3	4	5	6	7	8	9	10	11	•										
Nov 10	Charlton Athletic	home	W 2-1	38,879	22	1	1	2	3	4	5	6	7	8	9	10	11	•										
20	Nottingham Forest	away	D 1-1	27,089	23	1	1	2	3	4	5	6	7	8	9	10	11	•										
27	Burnley	home	W 2-1	28,595	25	1	1	2	3	4	5	6	7	8	9	10	11	•										
Dec 3	Sheffield United	away	L 0-1	23,393	25	1	1	2	3	4	5	6	7	8	9	10	11	•										
7	Southampton	away	D 1-1	19,909	26	1	1	2	3	4	5	6	7	8	9	10	11	•										
11	Wolverhampton W.	home	D 3-3	36,137	27	1	1	2	3	4	5	6	7	8	9	10	11	•										
18	Hull City	away	D 1-1	11,774	28	1	1	2	3	4	5	6	7	8	9	10	11	•										
27	Fulham	home	W 2-0	55,003	30	1	1	2	3	4	5	6	7	8	9	10	11	•										
29	Luton Town	away	L 0-4	17,102	30	1	1	2	3	4	5	6	7	8	9	10	11	•										
Jan 1	Hereford United	home	W 5-1	27,720	32	1	2	3	4	5	6	7	8	9	10	11	•											
8	Southampton (F.A. Cup-3)	away	D 1-1	26,041	—	—	2	2	3	4	5	6	7	8	9	10	11	•										
12	Southampton (Replay)	home	L 0-3	42,868	—	—	2	2	3	4	5	6	7	8	9	10	11	•										
22	Orient	home	D 1-1	25,744	33	1	2	3	4	5	6	7	8	9	10	11	•											
Feb 5	Carlisle United	away	W 1-0	11,356	35	1	2	3	4	5	6	7	8	9	10	11	•											
12	Millwall	home	D 1-1	34,857	36	1	2	3	4	5	6	7	8	9	10	11	•											
15	Notts County	away	L 1-2	11,902	36	1	2	3	4	5	6	7	8	9	10	11	•											
19	Plymouth Argyle	home	D 2-2	22,154	37	1	2	3	4	5	6	7	8	9	10	11	•											
26	Blackburn Rovers	away	D 2-2	31,600	38	1	2	3	4	5	6	7	8	9	10	11	•											
Mar 5	Blackpool	home	D 2-2	27,412	39	1	2	3	4	5	6	7	8	9	10	11	•											
12	Cardiff City	away	W 3-1	20,194	41	1	2	3	4	5	6	7	8	9	10	11	•											
19	Bristol Rovers	home	W 2-0	26,916	43	1	2	3	4	5	6	7	8	9	10	11	•											
Apr 2	Blackburn Rovers	home	W 3-1	20,769	45	1	2	3	4	5	6	7	8	9	10	11	•											
8	Fulham	away	W 1-0				1	2	3	4	5	6	7	8	9	10	11	•										
9	Luton Town	home	W 1-0				1	2	3	4	5	6	7	8	9	10	11	•										
11	Charlton Athletic	away	W 1-0				1	2	3	4	5	6	7	8	9	10	11	•										
16	Nottingham Forest	home	D 2-2				1	2	3	4	5	6	7	8	9	10	11	•										
19	Oldham Athletic	away	D 2-2				1	2	3	4	5	6	7	8	9	10	11	•										
23	Burnley	away	D 2-2				1	2	3	4	5	6	7	8	9	10	11	•										
30	Sheff. United	home	W 3-0				1	2	3	4	5	6	7	8	9	10	11	•										
May 7	Wolverhampton W	away	W 2-0				1	2	3	4	5	6	7	8	9	10	11	•										
14	Hull City	home	W 3-1				1	2	3	4	5	6	7	8	9	10	11	•										

CHelsea FIXTURES/FOOTBALL COMBINATION

Date	Opponents	Venue	Result	Points Total	Date	Opponents	Venue	Result	Points Total
Aug 21	Norwich City	home	W 1-0	2	Aug 21	Portsmouth	home	L 1-2	0
25	Hereford United	away	W 3-0	4	28	Tottenham H.	away	D 2-2	1
Sept 1	Reading	home	W 1-0	6	4	Fulham	home	L 0-5	1
4	Crystal Palace	home	W 1-0	8	11	Queen's Park R.	away	W 3-1	12
11	Birmingham City	home	D 1-1	9	18	Southend United	home	W 2-1	13
18	Plymouth Argyle	away	W 1-0	11	25	Ipswich (L. Cup)	away	L 1-2	5
25	Cardiff City	home	D 0-0	13	Oct 2	Watford (L. Cup)	home	W 5-1	7
Oct 2	Tottenham Hotspur	away	W 4-0	14	9	Norwich City	home	W 6-1	4
9	Swindon Town	home	W 1-0	16	16	Charlton Ath.	home	W 4-1	11
16	Bristol Rovers	away	W 1-0	18	23	West Ham United	home	W 2-0	13
23	Orient	home	W 1-0	20	30	Ipswich Town	home	D 1-1	2
Nov 3	Luton Town	home	W 4-0	22	Nov 6	Gillingham	home	W 2-0	14
6	Fulham	home	W 3-0	24	20	Orient	home	W 3-2	18
10	Bristol City	away	W 3-0	26	27	Southend United	away	W 1-0	20
Dec 4	Leicester City	home	L 0-2	26	18	Queen's Park R.	home	W 2-0	22
1977					25	Ipswich Town	home	W 2-0	24
Jan 1	Arsenal	away	L 0-1	26	1977				
8	Southampton	home	D 2-2	26	8	Fulham	away	W 2-0	26
22	Queens Park Rangers	away	D 2-2	27	15	Millwall	home	W 2-1	28
28	Luton Town	away	D 4-4	28	22	Watford	away	W 3-1	30
Feb 3	Arsenal	home	W 6-0	30	29	Arsenal	away	D 0-0	31
5	Reading	away	D 2-2	31	19	Gillingham	away	L 0-1	31
12	Crystal Palace	away	W 6-0	33	26	Charlton Ath.	home	D 0-0	32
22	Oxford United	home	W 3-1	35	5	Norwich City	away	W 5-2	34
25	Plymouth Argyle	away	W 3-1	37	19	Arsenal	home	W 4-0	36
Mar 2	West Ham United	away	W 1-0	39	26	Orient	away	D 0-0	37
4	Cardiff City	home	W 3-1	41	Apr 2	West Ham United	away	W 2-1	39



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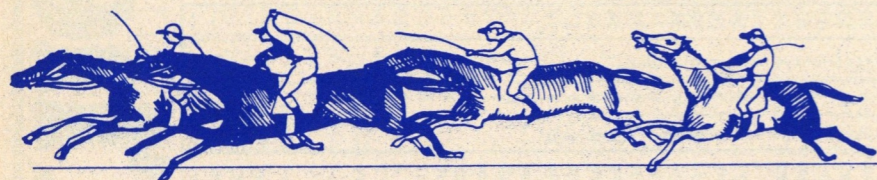
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PICTURES ROY EWBANK



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Between Ourselves



ALBERT SEWELL

Hard grounds, light ball bouncing on mainly grassless pitches, with big crowds to see crucial championship, promotion and relegation matches. That's the picture of Easter football for as long as I can remember. With three matches in four days for most clubs, this is not only pressure-cooker time for players, but pocket-pressure time for the fans, taking into account, for instance, the current financial burden on Chelsea followers drawn yesterday to Craven Cottage, today to Stamford Bridge and on Monday night to Charlton.

In a League season that stretches over ten months from mid-August deep into May, it seems absurd that such critical issues as who wins championships, who goes up and who goes down will, in a number of cases, be decided in three matches packed into four days at Easter.

Agreed, football has faced this sort of situation every year at this time since about the start of the century, but that still does not make it good for the game or sense that it should go on for ever like this.

Some years ago the fixture-makers took the pressure off a little at the season's halfway stage, when they did away with football on Christmas Day. Unfortunately, there seems no prospect of the Easter load being lightened as long as there are 22 clubs in each of the top two divisions and 24 in the others.

Not that there will be any complaints from Chelsea followers if, come Monday night's final whistle at The Valley, four, five or even six points have hatched out of the Easter egg.

Chelsea's average League gate this season is 29,536 and most of them will want to be here this afternoon. Though Luton average only 11,500, half of them are likely to have made the journey as a sequel to their team's tremendous promotion surge over the past couple of months. In addition, a top-of-the-table match like this should pull a good number of "floating" spectators who, for a variety of reasons, watch football only at holiday times. So, given fair weather (by no means a certainty at Easter), the turnstiles should click towards 40,000 this afternoon.

Over the years, two big-crowd occasions at Stamford Bridge at Easter stand out in the memory, relating to two of the biggest League achievements in Chelsea history. First, Easter 1955, which kicked off with Chelsea on top of the First Division table in pursuit of their first League Championship and visitors Wolves lying second, four points behind with two games in hand. That Easter Saturday clash was billed as the Championship decider, and 45 minutes before kick-off mounted police stood firm in Fulham Road against a human tide, in front of gates that had been closed with 75,000 inside.

Thousands locked out; inside, stands choc-a-bloc, not a space on the terraces and every hoarding a grandstand of sorts, with hundreds jumping the rails and claiming squatters' rights as the teams ran into the sun-drenched arena for one of the most electric matches ever played at Stamford Bridge.

The result hinged on a dramatic incident 15 minutes from time. From twelve yards Chelsea amateur Seamus O'Connell shot hard and true for the top right-hand corner at the end distant from The Shed. Wolves' goalkeeper Bert Williams was well beaten, but behind him on the line rose Billy Wright, arms extended above his blond head, to fist the ball behind.

Incredibly, referee J. W. Malcolm, of Leicester, signalled a corner, but after a massed appeal by the Chelsea players which was backed by screaming stands

and terraces, he went to the touchline and consulted a linesman.

After seconds that seemed like hours, he pointed to the spot and, with the roaring masses suddenly silent, full-back Peter Sillett smashed the penalty, low and right-footed, past Williams. It was the only goal, and virtually won Chelsea the Championship.

We move on to Easter 1963 and find Chelsea, as now, striving to climb out of the Second Division. From being runaway leaders at Christmas, they had slipped badly in that Big Freeze winter and, with only two promotion prizes to be won in those days, they arrived at Easter two points behind Stoke, with Sunderland, Newcastle and Bury all close challengers.

With nine games to go, Chelsea simply had to beat Bury here that Good Friday afternoon. After crowds, becoming rapidly disillusioned, of only 19,958 (v Derby), 19,625 (v Walsall) and 21,211 (v Luton) at the three previous home games, the fans got the message in time for Easter.

They rolled up 45,069 strong for the Bury match—the biggest home gate so far that season by more than 10,000. They were not disappointed. Barry Bridges shot an early goal from a move that built up from Chelsea's own half, and a few minutes before half-time Bobby Tambling settled the match at two-nil from the penalty spot just on half-time.

That result put Chelsea back on course for promotion success. Fourteen years on, two members of that line-up find themselves caught up in another promotion situation here—Peter Bonetti, in goal, and Eddie McCreadie, then left-back and now manager. Here's hoping Chelsea's 1977 Easter home game is as rewarding as those crowd-pullers of 1955 and 1963...



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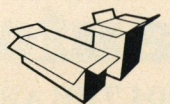
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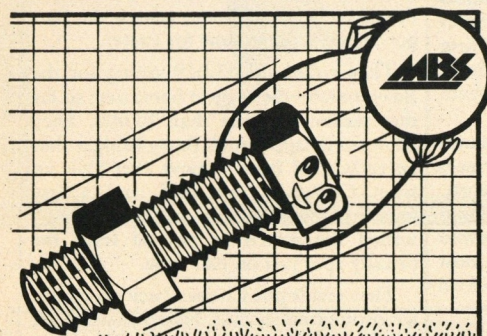
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HOPE WE MAKE YOU SMILE TODAY, DANIEL!



The first fan-picture we received in 1977 came on January 1 from supporter W. H. Hill, of 30 Charter Road, Cippenham, Slough, who wrote: "This photograph of my 1-year-old grandson, Daniel, in his Chelsea tracksuit, was taken on December 30, the morning after the match at Luton. I had just told him we lost 4-0, and you can tell from his face what he thought of it. Although he can only just get around on two feet, I have already got him kicking a ball and he watches the games on TV, so you can see he is on the right lines. So are this present Chelsea side, and with the experience they are now gaining, I feel they could become the best ever." Thank you for the photograph, Mr. Hill, also your kind remarks. We shall be trying extra hard to make Daniel happy about today's result against Luton.



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Second Division promotion race THESE GAMES WILL DECIDE

Remaining fixtures (after last Saturday) of the seven clubs challenging for promotion to the First Division:—

CHELSEA (9)

Home (4)	Away (5)
Apr. 9 Luton	8 Fulham
16 Nott'm. F.	11 Charlton
30 Sheff. U.	19 Oldham
May 23 Burnley	7 Wolves
14 Hull	

LUTON (8)

Home (4)	Away (4)
Apr. 11 Orient	9 Chelsea
12 Millwall	16 Cardiff
23 Notts Co.	30 Blackpool
May 7 Bolton	14 Oldham

NOTT'M FOREST (8)

Home (4)	Away (4)
Apr. 6 Bolton	9 Notts Co.
23 Cardiff	16 Chelsea
27 Oldham	30 Bristol R.
May 7 Millwall	2 Plymouth

BLACKPOOL (8)

Home (4)	Away (4)
Apr. 9 Burnley	12 Sheff. U.
16 Charlton	23 Fulham
30 Luton	May 7 Hereford
May 14 So'ton	10 Orient

WOLVES (11)

Home (5)	Away (6)
Apr. 5 Bristol R.	9 Cardiff
11 Notts Co.	16 Blackburn
23 Orient	30 Plymouth
26 Cardiff	May 3 So'ton
May 7 Chelsea	14 Bolton

Undated:
Carlisle

BOLTON (10)

Home (5)	Away (5)
Apr. 9 Sheff. U.	6 Nott'm F.
16 So'ton	12 Burnley
30 Hereford	22 Charlton
May 14 Wolves	May 7 Luton
Undated: Cardiff	Undated: Bristol R.

NOTTS COUNTY (8)

Home (4)	Away (4)
Apr. 9 Nott'm F.	8 Hull
16 Fulham	11 Wolves
30 So'ton	23 Luton
May 14 Charlton	May 7 Burnley



Cash For Chelsea,
Chelsea Football
Club,
Stamford Bridge,
LONDON, SW6.

ARE YOU A MEMBER?

The Cash for Chelsea campaign is, of course, still open to new members. We'll welcome your sponsorship from as little as 5p to as much as you and your family/friends group would like to give for each point Chelsea's players earn on the field from now to the end of the season. To become a Campaigner, all you have to do is fill in and post the coupon below.

And to those of you who are already members, can we just say: Thanks for your sponsorship . . . and KEEP THE CASH FLOWING.

Application form

I would like to support the Cash for Chelsea campaign and agree to pay for every League point.

Name
Address

Please put the completed form in the blue and white bins on your way out of the ground or send to: Cash for Chelsea, Chelsea F.C., Stamford Bridge Grounds, Fulham Road, London SW6 1HS.

Half-Times

- A Blackpool v Burnley
- B Bolton v Sheff. Utd.
- C Cardiff v Wolves
- D Millwall v Fulham
- E Notts Co. v Nott'm. F.
- F Orient v Charlton
- G Coventry v West Ham
- H Derby v Aston Villa
- J Leeds v Sunderland
- K Liverpool v Man. City
- L Man. United v Stoke
- M Newcastle v Leicester
- N Norwich v Ipswich
- O Tottenham v Q.P.R.
- P W.B.A. v Arsenal
- R Gillingham v Brighton
- S Portsmouth v Crystal P.
- T Watford v Brentford

NEXT HOME MATCHES

Wednesday, 13th April (2.30 p.m.)

WEST HAM UNITED

Football Combination

Saturday, 16th April (3 p.m.)

NOTTINGHAM FOREST

Football League

Blues Shop

Support your Club shop — the only souvenir shop where the profit goes to Chelsea F.C. Situated just inside the main club entrance by the Ticket Office.

Pre-Match SPIN

Chelsea DJ Pete Owen says: Drop me a line letting me know your favourite record of the moment (or the past). If you would like it played for someone special, so much the better. Dedications for a particular match should be posted two weeks in advance, earlier if possible, to Pete Owen, Pre-Match Spin, Chelsea Football Club, Stamford Bridge, Fulham Road, SW6 1HS. All current releases played on Pre-Match Spin can be obtained from Cloud Seven Shops at (I) 66 Broadway, Ealing W5; (II) 174 Portobello Road, W11; (III) 38 Broadway, SW19; (IV) 222 High Street, Hounslow; (V) 198 Earls Court Road, SW5.



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