

SAT. 15 APRIL 1978 LUTON TOWN



Right:
Viv Busby
looks to score
City's winner.
Far right:
Brendan O'Callaghan
and Suddaby in another
aerial battle.

STOKE CITY

LEAGUE DIVISION 2



Far left: High Flying.
Left: Garth Crooks in
action.

Official Programme 15p

ACTION

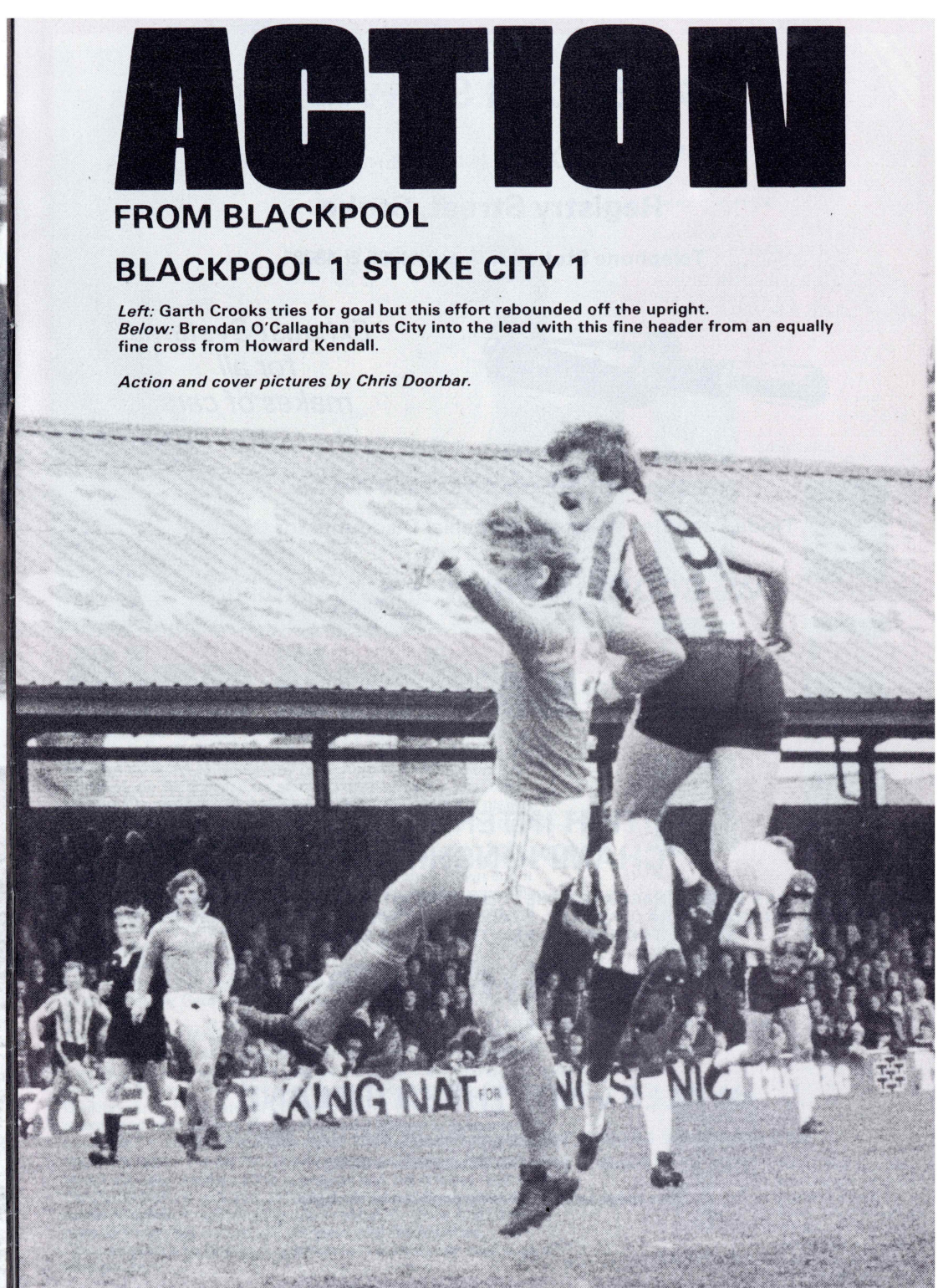
FROM BLACKPOOL

BLACKPOOL 1 STOKE CITY 1

Left: Garth Crooks tries for goal but this effort rebounded off the upright.

Below: Brendan O'Callaghan puts City into the lead with this fine header from an equally fine cross from Howard Kendall.

Action and cover pictures by Chris Doorbar.

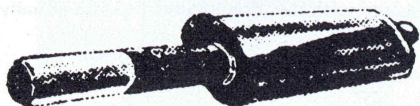


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WALES v ENGLAND

AT NINIAN PARK, CARDIFF, SATURDAY, 13TH MAY, 1978 (3.00 P.M.)

Stands — £5 and £3. Enclosure — £2. Ground — £1.50.

WALES v NORTHERN IRELAND

AT RACECOURSE GROUND, WREXHAM, FRIDAY, 19TH MAY, 1978 (7.30 P.M.)

Stands — £4 and £3. Paddocks — £1.50

(Admission to Ground £1 by payment at turnstile)



Alan Durban

We passed our first test on Wednesday evening after conceding an early goal versus Millwall. In nearly all our other recent home games we have taken an early lead and gone from strength to strength. However, on Wednesday we started slowly and soon paid the penalty. I immediately looked around and checked on the players reactions and if anything, conceding that goal did bring the players back to earth and we did lift the pace of our game.

Millwall played with a 'sweeper', a system used by the majority of the continental clubs. This proved very difficult to break down and it results too often in playing too many long balls into the opposition penalty area. We did get the breaks however, before the end and were worthy winners at the finish.

Garth Crooks' winner was his 17th goal of the season and when I looked at the England Under-21 side selected for Yugoslavia, it did cross my mind that had he been playing with a London Club, perhaps he and possibly Geoff Scott could have gained honours with their current form.

One of the most pleasing events of the past couple of weeks has gone unnoticed to all except our youth staff. On Monday we completed the signing of a 14 year old schoolboy from Liverpool. This was in competition with both Merseyside clubs and other First Division clubs. He is rated that highly that an Under-15 England Cap is expected next season. My most grateful thanks to everyone who has helped in capturing this youngster. The hospitality of the homely 'digs' offered by the parents of one of our apprentices. The attitude of our younger players to this youngster and the obvious feeling for the club which he acquired during his visits here. Remember the name 'Mitchell', it will be a big one in about six years time! It just goes to show that we can still compete with the big clubs. Congratulations to Liverpool. Tremendous consistency over such a long period.

Thank you for your attendance. I hope we can 'produce the goods'

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the city

around



by Peter Hewitt

EXAM TIME

It was coaching exam time for eight Stoke players this week with Garth Crooks, Paul Richardson, Denis Smith, Dennis Thorley, Peter Phillips, Paul Johnson, Kevin Sheldon and John Lumsdon completing their 12 week course for their F.A. preliminary badge under new youth coach Tony Lacey. Crooks could be one of the first coloured coaches in the game although at the moment he feels the course will broaden his outlook on the playing side.



GARTH CROOKS

AWARDS

Garth could find himself amongst the contenders for the annual Midland Soccer Writers' awards to

be televised on ATV shortly after establishing himself as a striker of the future in his first full season of League soccer. But he will be strongly pressed for the Young Player of the Year award by the West Bromwich pair of John Trewick and Cyrille Regis, who has shot to fame in a short time. Nottingham Forest look like scooping the main awards although the problem will be which of their team emerges as the top winner.

BRENDAN O'CALLAGHAN



CITY SCENE AND COUNTRY SCENE

Ever fancied being a country gent? Surrounded by acres of rolling countryside? Hearing the gentle sounds of horses, cows and sheep etc.? Not forgetting the sweet smell of freshly deposited fertilizer! Well here's a chance for us 'city' folk to visit such a place and see how the 'country' folk earn a living. On Sunday 23rd April at Church Farm, Coppenhall, near Stafford a 'Farm Open Day' has been arranged. Sponsored by the Countryside Commission there will be Tractor Trailer Tours, Demonstrations, Exhibitions and Refreshments. It starts at 11 a.m. and goes on till 3.30 p.m. Go along and have a nice day out in the country.

TRAGEDY

Former Stoke reserve defender or winger Keith Brookes, only 22, died tragically last week along with his footballing elder brother Stan after a car crash near Macclesfield. Keith left Stoke at the end of last season to join Stafford and then moved to Nantwich. He made 23 Central League appearances for Stoke last season operating at left-back and on the left-wing.

INJURIES IMPROVING

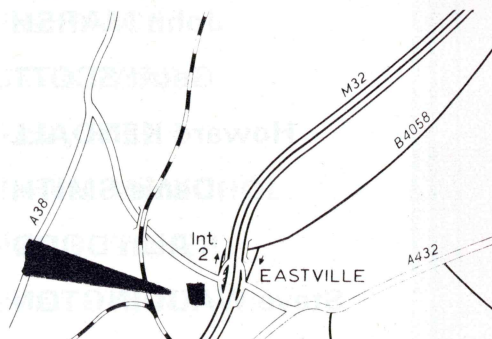
Mike Allen is having one of his smallest injury logs for some years. His chief problem this week was to

clear up Dennis Thorley's ankle injury in time for him to go to America next week with California Lagers. He explained: "Apart from Kevin Lewis and Alan Ryder I have no long-term injuries now that Kevin Sheldon has more or less gone out of my hands and can do most things in training. "Normally I get a few knocks and minor injuries during the mid-week programme but even these have been comparatively few recently. Big Brendan had treatment for a knock in his back before the Millwall game but that was all." Thorley and Paul Johnson are both expecting to be travelling together to America next week once the minor details of their contracts are settled.

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Bristol Rovers, Sat., 22nd April, 1978 (3.00 p.m.)
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M6 south then M5 (follow 'South West' signs) to Intersection 15, junction M4—121 miles.
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M32 to Eastville, Bristol—127 miles.
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BALL BOYS

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flashback

by Peter Hewitt.

Stoke City, just two points away from First Division leaders Ipswich, were at full strength for their last League meeting with Luton Town at the Victoria Ground in November, 1974.

It was to be goalkeeper John Farmer's last League game for Peter Shilton was signed the following week for a record £325,000 from Leicester.

It was also the day that big Ian Moores came on to impress England number two Les Cocker and pave the way for his rather premature Under-23 call-up. Alan Hudson scored one of his rare goals from an inswinging corner from Salmons after only three minutes as he slotted home just inside the post. Luton levelled after 30 minutes when Anderson picked the ball up around the centre circle and found the Stoke defence retreating. He finally shot from 15 yards with the ball being deflected off Smith's foot.

Moores replaced Hurst at the break but Luton went close when Farmer missed an intended punch from Ryan's free-kick and Anderson raced in to head against the underside of the bar.

Smith then went near with a shot that seemed to be heading for the net until it struck Greenhoff on the head.

After 60 minutes a left wing move between Pejic and Hudson led to Salmons getting in a high cross and Robertson was on hand to head over Barber into the net to place Stoke ahead.

Two minutes later just after Barber had saved superbly from Moores' running header another cross from Salmons, this time on the right, saw Greenhoff scoring with a glancing header leaving Luton bewildered by the pace of their move.

It was 4-1 after 68 minutes when a short corner on the right between Salmons and Hudson led to Robertson pushing the ball into the middle for Greenhoff to hammer home first time.

Moores was causing trouble in the Luton defence with his extra height but the visitors came back after 73 minutes from a close range header by Alston.

There seemed to be rather too much indecision in the Stoke defence and this may have influenced the move for Shilton.

Stoke City: Farmer, Marsh, Pejic, Mahoney, Smith, Dodd, Robertson, Greenhoff, Hurst, Hudson, Salmons. Substitute: Moores.

Luton Town: Barber, John Ryan, Thomson, Anderson, Faulkner, Garner, Jim Ryan, Husband, Alston, West, Spiring. Substitute: Aston.

Attendance: 20,646.

PETER SHILTON



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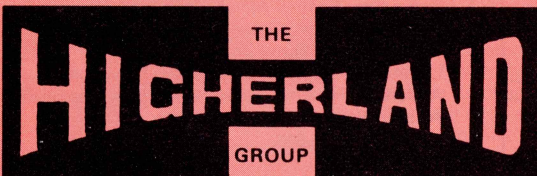
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Howard KENDALL

Denis SMITH

Alan DODD

Steve WADDINGTON

Paul RICHARDSON

Brendan O'CALLAGHAN

Garth CROOKS

Terry CONROY

LUTON TOWN

Orange shirts, navy blue shorts.

1 Melija ALEKSIC

2 Paul PRICE

3 David CARR

4 Ricky HILL

5 Jimmy McNICHOL

6 Paul FUTCHER

7 Brian STEIN

8 Alan WEST

9 Ron FUTCHER

10 Pasquale FUCCILLO

11 Phil BOERSMA

12

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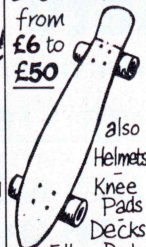
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TOWN**



This has been a season of transition for Luton Town with numerous ups and downs. There have been the departures of Manager HARRY HASLAM to Sheffield United and of striker JIMMY HUSBAND to Memphis after a great start to the season when he netted four times in the 7-1 win over Charlton. There has been the serious injury to defender PAUL FUTCHER followed happily by his remarkable recovery, so much so that only a matter of three months after the road accident that put his life in jeopardy, he was back in the team. Promise of promotion this season has, however faded. New Manager DAVID PLEAT, however, would seem to have the makings of a side that could be well in the running next season if away form can be improved. The fluctuations of this season and triumph over adversity have been typical of Luton Town's history for their first three seasons in League football ended with their failure to gain re-election to Division Two in 1900. They came back in 1920 to the newly instituted Division Three (South) and by a steady progression over the years they reached Division One in 1955, climbing as high as eighth in 1958 and reaching the F.A. Cup final in 1960.

In the sixties, however, there came a decline and by 1965 they had slipped to Division Four. Then came a new impetus and a steady rise until by 1974 they had climbed back to Division One. This time they stayed for only one season in the top Division, but despite serious financial problems they came near to winning promotion last season after one remarkable run of nine wins in a row just after the turn of the year.

This season three wins in their first four League games and a League Cup success at Wolverhampton set Luton off on the right foot, but despite a few outstanding performances such as a 1-0 win at Southampton and a 3-3 draw at Crystal Palace they did not maintain the consistent form needed for a promotion challenge. In the last few weeks they have won four successive home games but have lost five games in a row away from home.

We share with Burnley and Spurs the distinction of being the only teams to win League games at Kenilworth Road this season.

They still have PHIL BOERSMA, the strong former Everton forward, currently enjoying a good season up front while RON FUTCHER has not really looked back since netting a hat-trick against Wolves in his second League game in December 1974. BRIAN STEIN, a teenager who made his debut in October last, is currently giving breadth to the attack, while from midfield LIL FUCCILLO though still only 20 has played nearly 100 League games and is a powerful finisher. Another young player who made a dramatic debut with a goal in his first game two years ago is also likely to be in midfield today, together with GRAHAM JONES a versatile young player equally happy in the back four. Completing an excellent midfield set-up is club captain ALAN WEST, a £100,000 signing from Burnley in 1973 and probably worth twice that amount today. In the back four PAUL FUTCHER, twin brother of Ron, came from Chester with him and like Alan West must be in the running for full England caps. Paul's central defensive partner is JOHN FAULKNER, a one-time Sutton player, who was snapped up by Leeds after an outstanding F.A. Cup display against them. On the flanks PAUL PRICE shares with John Faulkner the heroic distinction of having come back from a broken leg. Completing the back four DAVID CARR has made his mark since the transfer of Steve Buckley while in goal MILIJA ALEKSIC, a former Stafford Rangers and Plymouth man has proved a rare bargain for the £20,000 he cost early last year.

Though they have been here as recently as 1974-75 when we beat them 4-2 with JIMMY GREENHOFF netting twice, Luton will be even more clearly remembered by many of our fans for their visit here in May 1963, when we beat them 2-0 to clinch our promotion to Division One with STANLEY MATTHEWS getting the unforgettable second goal that also sealed Luton's relegation to Division Three.

Back row (left to right): Ken Gutteridge (Assistant Manager), P. Fuccillo, D. Carr, P. Price, G. Heale, J. McNichol, A. Knight, M. Aleksic, A. Judge, T. Smith, P. Driver, N. Johnson, M. Sperrin, J. Faulkner, A. West. Middle row: G. Jones, R. Hill, J. Husband, P. Futch, David Pleat (Manager), R. Futch, P. Boersma, B. Stein, G. Ingram, Reg Game (Physio). Front row: G. Sisman, T. Stewart, R. Eaton, T. Wilkinson, M. Pacey, A. Currie, A. Pearson, W. Turner, L. Harriott.

STAR VISITOR

PHIL BOERSMA

Phil is one of those players who shows early promise, then seems to loose something of his edge and then get a 'second wind' so to speak. All of which is to say that this is the most successful season so far for this native of Liverpool, who linked up with his home town club as a teenager and made his debut in the Liverpool side of 1969-70 that contained such names as RON YEATS and PETER THOMPSON, who were still in their prime then. He also had a spell on loan to Wrexham in that first season. It was in 1970-71 that his name became more widely known as he scored for the Reds in UEFA Cup-ties against Dynamo Bucharest and Hibernian. With the wealth of talent at Anfield he was still only on the edge of the first team though he usually did well when included and in 1972-73 he scored seven goals in a handful of games.

The pattern was a similar one in 1973-74 and 1974-75, his biggest moment during the latter part of his time at Anfield coming in an 8-day spell early in 1974-75 when he cracked home two goals against Chelsea and a hat-trick against Spurs.

Then in December 1975 came his transfer to Middlesbrough for a reputed £70,000 fee. He played mainly a midfield role at Ayresome Park, but his talent never really seemed fulfilled there and last summer HARRY HASLAM, who had tried to sign him in his Liverpool days, stepped in to take him to Kenilworth Road. He made a great start to the season with a goal in the shock 3-1 League Cup win at Wolverhampton and he has already reached double figures this season, playing as a front runner with the speedy RON FUTCHER and BRIAN STEIN since the departure of JIMMY HUSBAND to America.

Commercial Comment



DUDLEY KERNICK,
Commercial Manager

YET ANOTHER £1,000 WINNER!!



Mrs C. E. Hassall and Sid Stevenson (winning agent) are both presented with their cheques by Terry Conroy at 'STATION STORES' Whitmore last week.



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As probably you can imagine the Promotions Office receive many many letters, notes and messages every week. They range from beautiful picturesque postcards of Mauritius to brief notes from supporters telling us who should play in the team! We get poems and songs, praise and criticism, but one of the most amusing letters we have read is this one about our Lottery.

TICKET FEVER

I HAVE got hooked on the new lottery tickets. If it goes on like this I can see myself finishing up with Gamblers Anonymously.

I didn't take much notice of the Small Lotteries Act when it was passing through Parliament. I suppose I had the vague idea that little booths would appear at street corners and on church steps, with old women in black shawls selling elaborately-printed bits of paper looking like bank-notes. That's how they do it in Italy and similar down-at-heel nations, where the lottery adds a little colour to the passing show.

What we have finished up with here, of course, is a very slick operation indeed with those "instant win" tickets that look like flattened-out shampoo

sachets. Whoever thought them up was a merchandising genius. For of course, when you buy a 25p ticket and rub away at the magic numbers to discover that you've won 50p, you immediately re-invest in two more tickets.

And then, when you see how easily you might have won a big prize, you say, "Oh, what the hell, let's have a quidsworth."

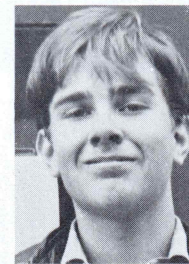
That, anyway, is how it has afflicted me. It has got to the point where I can hardly go near a newsagent's shop without popping in for a fistful of tickets.

I did pull myself together a few days ago and make a firm resolution to stop while I was losing. Then someone rang to say: "You know those new lottery tickets you were telling me about? Thanks for the tip—I've just won a thousand pounds."

I fear there's no hope for me now.

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by
Mike Calvert

May I once again welcome you all to the Victoria Ground especially the "Hatters" from Luton and their supporters, and add that if we are to see today what we saw at Kenilworth Road earlier in the season we're in for a treat and let's hope of course the Potters are able to pull off what would be our second double of the season. I'm delighted that Paul Fletcher is back in top form after his unfortunate car crash and I'm sure that with neither side having anything to lose we should see a very entertaining game of football.

We all know what super form Garth Crooks has been in recently, well, one of our young followers has compiled a rhyme about him for us and of course the wizard himself to see.

GARTH CROOKS

Not the tallest, not the strongest
But a mighty striker he
Down the middle, left or right wing
A Black streak all defences see

Crooks is the name of our hot striker
He takes some stick and some rough knocks
But Garth gets up and his Black magic
Shows them the secret of the penalty box.

My thanks go to Robert Ryles of Shetland Rise, Top Road, Ashley near Market Drayton for that piece of literature. Tony Broderick of 60 Halfway Street, Sidcup, Kent, tells me he is a Stoke City fanatic and has been for the last 12 years, he tells me that he can't describe how much Stoke means to him. 17 year old Tony works on Saturdays so he doesn't see as much of the club's Southern fixtures as he would like to, he has however visited us a couple of times and one of these was our recent 4-2 hammering of Blackburn and he's seen the lads in action at Orient, Charlton and Tottenham, Tony thinks Alan Durban is a great manager and believes that by the end of next season we'll have already won a First Division place. He looks forward to seeing the Super Reds in the First Division. Don't we all? Thanks for your letter, Tony.

Nigel Carruthers of Chenies Avenue, Buckinghamshire, informs me that after the Charlton game in London the other week, he met five Stoke supporters on the train, three from London and two girls, one of whom was from Stoke, the other from Sheffield. Nigel says they were obviously very loyal supporters and he says also that by the looks of things they were a bit lost, and he hopes sincerely that they managed to get their right trains back, as of course I do. It's no joke getting lost in London, perhaps those two girls might like to drop Nigel a line to put his mind at rest. The 15 year old Stokie also tells me that he would very much like to form a pen friendship with some Stoke supporters, preferably his own age and female living in the Stoke area. If you fit that bill and you're interested, send him a letter, you'll reach him at 22 Chenies Avenue, Little Chalfont, Buckinghamshire. He's waiting to hear from you. Bye, Mike!

Up the Potters.

JUNIOR VIEW

RED STRIPE THE TOP OF THE LEAGUE.



**STRONG RED STRIPE LAGER
ONE OF THE WORLDS FINEST LAGERS.**