

# carlisle united

**SEASON 1979/80**

Official Programme for  
**SATURDAY, 12th APRIL, 1980**

**SWINDON T.**

THIRD DIVISION  
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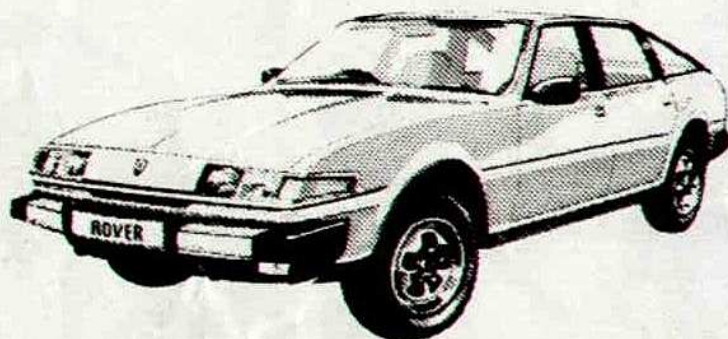
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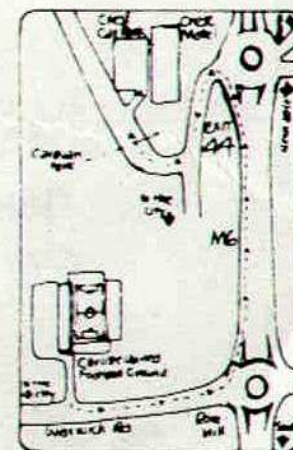
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# In the manager's office with MARTIN HARVEY

**The Easter fixtures have done one thing for the game if nothing else — set up a cracking finale to the season.**

In all four divisions, things have become so tight that promotion and relegation issues might well be settled only when the final whistle on the last game of the season has been blown.

Take our Third Division for instance. For the past few weeks, the promotion stakes have involved four real contenders — and over Easter none showed any signs of letting up.

During the holiday we met both Grimsby and Chesterfield and it has to be said that while they are not perhaps playing the flowing football they might produce in less anxious days, they are parading the kind of determination and good fortune that are essential ingredients in any promotion recipe, as I'm sure today's visitors, Swindon, will agree.

Down at the bottom end of the table, it's still anybody's guess as to who drops

down. Wimbledon, I must admit, have a doomed look about them and Mansfield did not enjoy the best of Easters. But Blackpool, Hull, Southend, Brentford and Bury all picked up useful points to prove that they intend to fight to the death.

It might be tight at the top in Division Three, but it compares nothing with the Second Division scene in which any one of eight teams still retain a realistic chance of making a promotion slot.

My old club, Sunderland, had a magnificent Easter and victories at Wrexham and Shrewsbury lifted them to the very top of the table on goal difference, above both Chelsea and Birmingham. The great Roker rivals, Newcastle, have an outside chance despite their recent poor form, and Leicester, Luton, QPR and even West Ham still have lots left to fight for.

The other end of the Second is more cut and dried and, discounting any miraculous turnabout in fortunes, it looks as if Fulham, Charlton and Burnley will all be visiting Brunton Park again next term.



One new face at Brunton Park in the new campaign will be Walsall, runaway leaders of the Fourth Division who have already clinched promotion. But who comes up with them is anybody's guess, for Newport County have made a strong challenge to threaten the once secure-looking places of Huddersfield, Portsmouth and Bradford City.

Swindon, today's visitors, at one point looked strong challengers for promotion but you could almost say they became victims of their own success as their fixture pile up, that followed those magnificent FA and League Cup runs, finally took its toll.

However, they are an attacking team like ourselves and play good open football which should ensure plenty of entertainment for the customers at Brunton Park today.

**ON OTHER PAGES.** Club Chat — Page 5. Third Division Round-up — Page 7. Big Match Picture Action Pages 8-9. Sports Centre — Page 18. Supporters' — Page 19. Half-time topics — Pages 22-23.





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# **CLUB CHAT — news and views from Brunton Park**

The injury that Ian MacDonald sustained at Grimsby on Good Friday dented a proud record.

For it put Ian on the sidelines for the remainder of the Easter programme, thus ending his ever present record in the first team.

Ian's absence left just two with 100 per cent attendance in the first team this term, 'keeper Trevor Swinburne and vice-captain Steve Hoolickin, who was an ever-present last term.

The school Easter holidays have been a pretty hectic time for our chief scout Brian Watson.

For Brian has been responsible for the team of schoolboy footballers invited to spend the break at Brunton Park as guests of Carlisle United.

Among those in training with the United men were our associated schoolboy pair Gary

Nation and Neil MacDonald, as well as teenage striker Cliff Thompson who joins United as an apprentice professional in June.

The club's new business and publicity manager, Colin Hutchinson, arrives at Brunton Park on Monday to take charge of the promotions department.

Colin arrives with a fabulous record in the fund-raising game, having made a big impression both as a fund-raiser in local government and with Keighley Rugby League Club, whom he is leaving to move to Brunton Park.

There's little question that our reserve team is becoming something of a breeding ground for young football talent.

This week, we have been starting to play off some of our outstanding Lancashire League fixtures.

And the team has featured a number of young players, including four 15-year-olds, among them Cliff Thompson who becomes an apprentice at Brunton Park in June.

There are high hopes that both the club shop, on Warwick Road, and the club's own squash courts will be in operation in the early weeks of the season.

The plans for both projects are at an advanced stage and it shouldn't be too long before the building and refurbishing work begins.

The shop is by the entrance to the ground and the squash courts will be erected under A Stand in what used to be the club gym before the Neil Sports Centre was opened.



# information desk...

Carlisle United League, League Cup and FA Cup scorers to date.

	LEAGUE	LEAGUE CUP	FA CUP	TOTAL
Paul BANNON	14	1	1	16
Phil BONNYMAN	10	—	4	14
Steve LUDLAM	8	—	3	11
Peter BEARDSLEY	8	—	1	9
Gordon STANIFORTH	5	—	1	6
Jim HAMILTON	4	—	—	4
George McVITIE	3	—	—	3
Steve HOOLICKIN	1	—	1	2
Ian MacDONALD	1	—	—	1
Mike McCARTNEY	1	—	—	1
Graham WINSTANLEY	—	—	1	1
David KEMP	—	1	—	1
Own Goal	1	—	—	1
<b>Totals</b>	<b>56</b>	<b>2</b>	<b>12</b>	<b>70</b>

## DIVISION THREE TABLE

	P	W	D	L	F	A	W	D	L	F	A	Pts.
Grimsby	42	16	2	3	40	16	8	6	7	26	25	56
Sheffld Wed.	41	11	5	5	41	20	8	10	2	35	24	53
Blackburn	40	12	5	3	28	11	10	4	6	21	16	53
Chesterfld.	41	14	5	2	41	16	6	6	8	23	27	51
Colchester	41	9	9	3	36	20	9	2	9	21	30	47
Reading	41	14	5	2	42	17	2	8	10	17	38	45
Sheffld Utd.	42	12	5	4	33	18	5	5	11	24	47	44
Exeter	42	12	5	4	35	22	5	5	11	22	41	44
Millwall	40	13	5	3	47	23	2	5	12	14	32	40
<b>Carlisle</b>	<b>41</b>	<b>11</b>	<b>5</b>	<b>4</b>	<b>38</b>	<b>22</b>	<b>4</b>	<b>5</b>	<b>12</b>	<b>18</b>	<b>30</b>	<b>40</b>
Gillingham	41	8	9	3	26	15	5	5	11	21	30	40
Rotherham	40	12	3	5	35	21	4	5	11	17	36	40
Chester	40	11	6	2	24	14	3	6	12	20	36	40
Swindon	39	12	4	2	38	14	4	3	14	20	41	39
Oxford	41	10	4	7	34	21	3	9	8	20	32	39
Plymouth	41	12	6	3	35	16	2	4	14	19	37	38
Brentford	42	9	6	6	32	23	4	5	12	24	35	37
Barnsley	40	8	6	6	22	19	4	7	9	18	33	37
Southend	41	10	6	6	31	22	3	3	13	12	29	35
Hull	40	8	7	4	25	19	1	9	11	19	32	34
Blackpool	41	10	5	6	38	33	2	4	14	18	40	33
Mansfield	41	8	8	4	27	19	1	6	14	13	30	32
Bury	40	9	3	8	28	21	4	3	13	12	33	32
Wimbledon	40	4	7	8	25	29	4	6	11	17	27	39



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# THIRD DIVISION SCENE

**Easter did little to clarify the pictures at either end of what has become an intriguing Third Division.**

The leading four clubs — Grimsby, Sheffield Wednesday, Blackburn and Chesterfield — contrived to drop collectively a miserly two points over the holiday programme. And with no-one prepared to concede an inch, it's beginning to look as if the promotion issue will not be decided until the final day of the season.

Leaders Grimsby — who conceded a home point in a draw with lowly neighbours Hull — are almost home and dry. But they cannot afford to let up any because of the intensity of the battle below them.

Sheffield Wednesday, who thanked Terry Curran for a point in their "derby" draw with neighbours United, retained their second spot through a Mark Smith penalty in their scrambled home win over one-time promotion favourites Gillingham.

But Jack Charlton's men must be conscious of the fact that they now retain second spot on goal difference alone for Blackburn, whose Easter Monday victory over Sheffield United brought their tally

to 29 points out of the last 30, have joined them on the 53 point mark and have a game in hand.

Everyone is looking for Blackburn to crack now, following their magnificent surge that has lifted them from the bowels of the division to a promotion slot. And no one waits more patiently than Arthur Cox, the manager who has moulded Chesterfield into a workmanlike unit that is always ready to pounce on the unwary.

The Saltergate people followed up their edgy win up here at Carlisle with a comfortable home victory over Chester, the goals coming from Colin Tarrt and Alan Birch.

The promotion — and indeed championship — issue concerns solely these four teams for Colchester, in fifth place, have too big a points gap to bridge now to retain any realistic chance.

At the other end of the table while Wimbledon now look doomed, just who goes down with them is still very much in the air.

Bury, for instance, kept up their fight with a spirited goal-less draw at Brentford — a point which also eases the pressure

on the Londoners who, having parted company with manager Bill Dodgin, have picked up a few safety points over the holiday with a draw at Chester and a home victory over Mansfield.

Mansfield stay rooted in danger country. Easter defeats by Blackburn and Brentford leave them in deep trouble.

Southend's victory over Millwall eased the pressure at Roots Hall a little on Easter Monday, and it was a welcome relief following their 1-0 reversal at Oxford 48 hours earlier.

Hull continue to pick up points but seem to be no nearer safety. A 3-1 home victory over Blackpool — with Keith Edwards grabbing another two goals — was followed by a fine draw at Grimsby, Nick Deacy hitting the goal that earned the Tigers a point.

Blackpool, sadly, remain in dire straits, despite their Easter Monday win over Carlisle. With five games remaining, they still need a good number of points to provide Alan Ball with a Third Division team to manage when he takes over at Bloomfield Road when next season starts.



# Big Match Action . . .







*Opposite: MIKE McCARTNEY, in good form since his return from injury, breaks up a raid with this headed clearance against Chesterfield. Looking on are ex-United man Phil Ronnvman, Jim Hamilton and Alan Birch (Chesterfield).*

*Above: The game against Chesterfield meant we were able to welcome back BOBBY PARKER after being out with a pelvic strain. Here Bobby beats the visitors' Phil Walker with a clearance into touch.*



# Today's visitors . . SWINDON TOWN

**JIMMY ALLAN, Goalkeeper:** Jimmy comes from Inverness and was signed from Scottish Non-League football in October 1970. Although he made his debut in September 1971, he had to wait for a first team place and had made 183 League appearances to the end of the last season.

**KENNY STROUD, Defender:** Originally from London Ken is one of the longest serving players at the Club having joined from school. He signed professional in 1970 and made his League debut in 1971/72 season. He had played 200 League games to the end of last season, many of them in midfield, although more recently he has settled into his favourite position playing beside the centre half in the middle of the defence.

**ANDY FORD, Defender:** From Minehead he did not make the League side at his first Club, Bournemouth, but after a move to Southend in 1972, he made 135 League appearances for that Club. He signed for Swindon during the 1977 close season and had made 74 League appearances to the end of last season, mostly at left full back although he has also played in central defence and midfield.

**RAY McHALE, Midfield:** A native of Sheffield he made his League debut for Chesterfield in Season 1971/72. After 123 League games he signed for Halifax Town and did not miss a single first team game whilst there making 86 League ap-

pearances. He signed for Swindon in September, 1976 and had made another 130 appearances in the League to the end of last season. He usually plays in the centre of midfield linking the play, but has a hard shot when in sight of goal.

**BILLY TUCKER, Defender:** From Hereford he played at centre half for Hereford United in their Southern League days. He stayed with that club after election to the League and played in the side that eventually reached the Second Division making 135 League appearances. He moved to Bury in December 1976 and made his name with that Club before moving to Swindon in June, 1979.

**ROY CARTER, Midfield:** The 1979 'Player of the Year' at Swindon. He was born at Torpoint, Cornwall and played part-time football for Falmouth in the Western League before joining Hereford United in the summer of 1975. He played in the side which won promotion to Division II and made 64 League appearances before leaving for Swindon in December, 1977. He had made 66 appearances for Swindon to the end of last season mainly in a midfield role, but he is a versatile player and has filled in at centre half when required.

**IAN MILLER, Forward:** Ian comes from Perth, but his first League Club was Bury for whom he made 9 League appearances. He moved to Nottingham Forest, but he did not make the first team

there. A move to Doncaster in August, 1975 brought a regular first team place and he played 124 League games before his transfer to Swindon in the summer of 1978. A traditional right winger he played 44 League games for Swindon last season.

**CHRIS KAMARA, Midfield:** Chris comes from Middlesborough, but made his League debut for Portsmouth in 1975, as one of a number of young players given a chance due to financial problems at the time. Transferred to Swindon in the summer of 1977 after 56 League appearances for Pompey he has since made 74 more for the Wiltshire Club. He usually plays on the right hand side of midfield, but can also operate on the wing and has occasionally filled in as a centre forward.

**ANDY ROWLAND, Forward:** From Derby he joined his home town club, but was unable to break into the first team. A move to Bury in Season 1973/74 gave him first team football and he made 166 League appearances before his move to Swindon in September, 1978. A strong traditional centre forward, he made 28 League appearances for Swindon last season.

**ALAN MAYES, Forward:** Alan comes from London and his first professional club was Queens Park Rangers, although he did not make the first team there. In 1975 he moved to Watford and played in their Fourth Division championship side of 1977/78.





## SWINDON TOWN

**BACK ROW, Left to Right:** Wilf Tranter, (Coach), Brian Williams, Kenny Stroud, Russell Lewis, John Templeman, Jimmy Allan, Kevin Roberts, Chris Ogden, (now Rotherham), Andy Ford, Billy Tucker, Chris Kamara, Roy Carter, Bob Smith (Team Manager).

**FRONT ROW, Left to Right:** Bryan Hamilton, Paul Gilchrist, (now Hereford Utd.), Chic Bates, (now Bristol Rovers), Ray McHale (Captain), Ian Miller, Alan Mayes, Andy Rowland.



# TODAYS TEAMS

## CARLISLE UNITED

1. Trevor Swinburne
2. Steve Hoolickin
3. Mike McCartney
4. Ian MacDonald
5. Steve Ludlam
6. Graham Winstanley
7. George McVitie
8. Keith Houghton
9. Paul Bannon
10. Jim Hamilton
11. Peter Beardsley
- 12.



## SWINDON TOWN

1. Jimmy Allan
2. Kenny Stroud
3. Andy Ford
4. Ray McHale
5. Billy Tucker
6. Roy Carter
7. Ian Miller
8. Chris Kamara
9. Andy Rowland
10. Alan Mayes
11. Brian Williams
- 12.



### JOSEPH B. WORRALL, (Warrington):

Commenced refereeing at 19 and graduated via the Warrington and District and then Cheshire Leagues to the Football League list. Was linesman in an F.A. Cup Quarter-Final, and in the second leg of a European Champions Club Cup Semi-Final in 1976. In 1977 he refereed the F.A. Challenge Vase Final.

A married man with two sons, he is a Works Accountant, is interested in all sports and keeping fit.

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### Underbody Preparation

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### Treatment: ML 700

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### Treatment: ML 600

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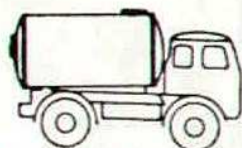


*This week, a number of schoolboy players have been training at Brunton Park with the senior United men. And here we see some of the lads in a training work-out with Ian MacDonald, Gordon Staniforth and Peter Beardsley.*



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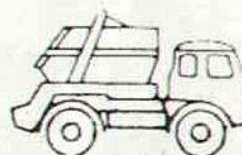
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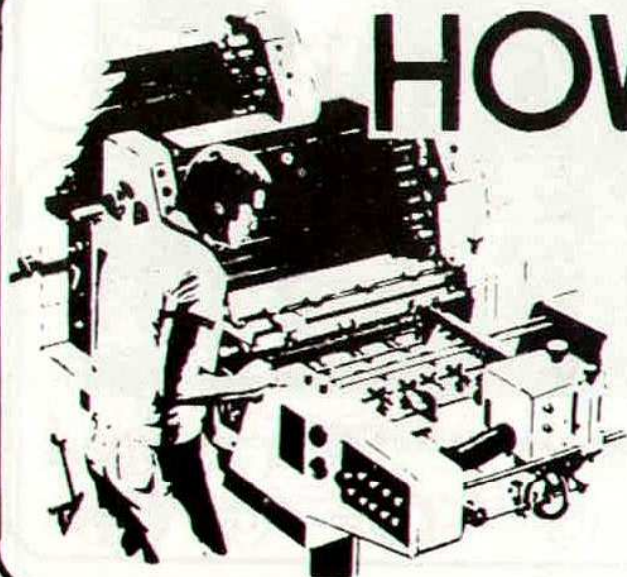
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# THIS SEASON AT A GLANCE

17

DATE	OPPONENTS	VENUE	K.O.	F.A.	POINTS	LEAGUE POSITION	PAID ATT.
<b>1979</b>							
August 14	WREXHAM (L.C.1)	H	7.30	1-2	—		5,261
18	Southend Utd.	A		0-1	—		4,408
21	BLACKBURN ROV.	H	7.30	1-1	1		5,081
25	BURY	H	3.00	1-0	3		4,603
Sept. 1	Millwall	A		0-1	3	17	5,101
8	GILLINGHAM	H	3.00	1-2	3	22	3,412
15	Reading	A		0-2	3	22	
18	ROTHERHAM UTD.	H	7.30	3-1	5	21	3,916
22	Exeter City	A		2-1	7	16	3,408
29	CHESTER	H	3.00	2-2	8	16	4,324
October 2	Rotherham Utd.	A		1-4	8	18	6,008
6	WIMBLEDON	H	3.00	1-1	9		
10	Blackburn Rov.	A		2-1	11		
13	Hull City	A		0-2	11	19	
20	BARNLEY	H	3.00	3-1	13	13	5,107
23	MANSFIELD T.	H	7.30	1-1	14	12	4,868
27	Oxford Utd.	A		0-1	14	18	4,007
Nov. 3	SOUTHEND UTD.	H	3.00	4-0	16	15	3,744
5	Mansfield T.	A		1-2	16	19	4,195
10	Plymouth A.	A		2-4	16	19	5,216
17	SHEFFIELD UTD.	H	3.00	1-0	18	16	6,297
Dec. 1	BRENTFORD	H	3.00	3-1	20	14	4,272
7	Colchester Utd.	A		1-1	21	14	4,006
21	GRIMSBY T.	H	7.30	0-2	21	16	4,633
26	Chesterfield	A		2-3	21	17	5,006

DATE	OPPONENTS	VENUE	K.O.	F.A.	POINTS	LEAGUE POSITION	PAID ATT.
<b>1980</b>							
Jan 12	MILLWALL	H	3.00	4-0	23	17	4,860
19	Gillingham	A		1-1	24	17	5,106
Feb. 9	EXETER CITY	H	3.00	4-1	26	17	4,082
16	Chester (5)	A		0-1	26	17	
23	HULL CITY	H	3.00	3-2	28	16	4,263
26	SHEFFIELD WED.	H	7.30	0-2	28	16	
March 1	Barnsley	A		1-1	29	16	
4	Bury	A		2-0	31	12	
8	OXFORD UTD. (6)	H	3.00	2-2	32	13	3,844
11	Swindon T.	A		0-0	33	12	9,752
14	Wimbledon	A		0-0	34	12	2,093
18	BLACKPOOL	H	7.30	2-0	36	10	3,793
22	PLYMOUTH A.	H	3.00	2-1	38	11	
29	Sheffield United	A		2-0	40	9	
April 4	Grimsby T.	A		0-2	40	10	15,121
5	CHESTERFIELD	H	3.00	0-2	40	10	5,146
7	Blackpool	A		1-2	40	10	6,054
12	SWINDON T.	H	3.00				
15	READING	H					
19	Brentford	A					
26	COLCHESTER UTD.	H	3.00				
May 3	Sheffield Wed.	A					
10	F.A. Cup Final						

## OTHER MATCHES

Nov. 24	HULL CITY (F.A.1)	H	3.00	3-3			4,869
28	Hull City (F.A. replay)	A		2-0			6,657
Dec. 15	SHEFF W. (F.A.2)	H		3-0			7,823
1980 Jan. 5	BRADFORD (F.A.3)	H	3.00	3-2			
26	WREXHAM (F.A.4)	H	3.00	0-0			13,136
29	Wrexham (replay)	A		1-3			



# SPORTS CENTRE PAGE

## NEIL SPORTS CENTRE

Manager D. T. Butler  
Phone Carlisle 23311

The Sports Centre balcony is up for sale for each of the home fixtures.  
For details contact: **D. T. BUTLER** on 23311

The season is reaching its final stages as far as the five-a-side competitors are concerned in our various league competitions here at the Neil Sports Centre.

And in all but one of the competitions, it is wide open with quite a few teams still retaining a pretty good chance of lifting one of the titles.

In the Thursday League, for instance, the competition couldn't be tighter with anyone of three teams — Spartans, Card School Five and Dynamo — having a good chance of lifting the title.

The leagues will reach their climax in the third week in May when all the titles will have been decided.

Before then there will be the presentation of League awards at a special dance in the Supporters' Club Sheffield Room here at Brunton Park on 19th April.

When the Winter Leagues finish, we will immediately be launching into a series of knock-out competitions that will run during the summer months.

In addition, there will be an under-15 competition for schools, Scouts, Youth Club teams and the like so that footballers, of all levels and age groups can continue to enjoy the facilities here at the Sports Centre during the summer.

The Neil Sports Centre is about to start an under 13's League, to be run on Saturday mornings at 10.30 a.m. — 11.30 a.m. Each team that enters will have to pay a £5.00 membership fee and each game will cost each team 50p. If you would like your team to enter then fill in the form below or come to the centre for a membership application form.

Name of Team ..... Colours .....

Name of Secretary .....

Address .....

.....

..... Tel. No. ....

**We wish to apply for membership of the Neil Sports Centre and enclose the £5.00 registration fee.**

Signed.....



# Supporters' Club

6 Old Post Office, Devonshire Street, Carlisle. Telephone Carlisle (0228) 21261.  
 Mr. Colin M. Barton, General Secretary.  
 60 Castlegate, Penrith. Tel. Penrith 63900.  
 Manageress: Mrs. June Sewell.  
 Club Premises. Manager/Manageress: Mr. & Mrs. S. Grubb, Carlisle 21250.  
 London Branch Secretary: — Mr. Chris Wilkinson, 36 Stonards Hill, Loughton, Essex

**Supporters' April Lottery Results** — The draw was made in the Lounge Bar, Brunton Park at 8.00 p.m. on Tuesday April 1st by Mrs. A. Stacey, 21 Briar Bank, Carlisle. The results were as follows: —

1st £1000	19563	M. Hogg, c/o Laings, Lowry Hill, Carlisle.
2nd 300	18257	J. Baker, East Crescent, Aspatria.
3rd £100	7725	Mrs. C. Heary, 34 Birchdale Road, Carlisle.
4th £ 50	4158	G. Prokas, Glynmas, Howard Street, Penrith.
5th £ 50	13305	A. Jones, 6 Oswald Street, Carlisle.
6th £ 50	1645	J. Delap, c/o Knights Club, Carlisle.
7th £ 50	21579	Mr. A. Graham, Ward Street, Carlisle.
8th £ 25	11180	R. Watson, Woodford House, Bothel, Aspatria.
9th £ 25	2065	K. Hall, Sybil Street, Carlisle.
10th £ 25	4358	B. Coombes, 451 Manchester Road, Weshoughton, Bolton.
11th £ 25	15309	T. Wearl, c/o Redfern, Carlisle.
12th £ 25	1909	No name on counterfoil, claim at Penrith, Book 2A.
13th £ 25	2300	R. Davidson, 1 Ashgrove Cres., Ecclefechan.
14th £ 25	7071	J. Lansberry, 31 Eden Close, Wigton.
15th £ 25	17370	P. Notman, WN11, Po Telephones.
16th £ 25	4745	Garlands Darts, c/o Book 162.
17th £ 25	13170	S. Bowe, Mechi Farm, Blennerhasset.
18th £ 25	20809	A. Armstrong, 47 Milbourne Road, Carlisle.
19th £ 25	14216	Edith Richards, Melrose Terrace, Carlisle.
20th £ 25	8173	Harry, 40 Bowman Street, Carlisle.
21st £ 25	17286	C. Connelly, 38 Westmorland Street, Carlisle.

Tickets for our next Lottery on May 28th can be obtained from our Agents or from the offices in Penrith and Carlisle. Agents please note that their books are ready for collection in the office.

**Bonanza Bingo Tickets** — We received one claim only, for the Full House last month and the lucky winner; Mrs. C. Allan, "Carallan", Loanwath Road, Gretna, receives £1000. At the time of going to press

we had received 386 claims on the fruit symbols, ten claims on the Dominoes, 152 claims on the Pontoon and 78 claims on the Lucky Number Game. These claims ranged from 20p to £25. As we received a full house claim there obviously will not be a lucky number draw this month so all tickets for March can now be destroyed!! Tickets for this month are now ready for Agents to collect and are on sale individually from the office.

**Player of the Year Award** — Ballot papers are now circulated around our club premises and in the office. Please make your vote and place in the Ballot Boxes around the premises. All nominations should be in by April 19th and are not valid unless signed and the address completed on the form. Details about the actual presentation will be announced later. Watch this space . . .

**Excursions** — As you will no doubt know Carlisle United have only two AWAY games left this season. Members wishing to travel to either of these games PLEASE GIVE YOUR NAME TO THE OFFICE NOW!!!! The first of these games is on April 19th at Brentford followed by the last game of the season on May 3rd at Sheffield Wednesday. PLEASE, give your name in early to help the staff in the office arrange the necessary transport.

**Entertainment in the Club** — Tonight in the Sheffield Room, G.J.R. Entertainments present "SHEILA KELLY" an excellent vocalist for your entertainment. Tomorrow evening again the Sheffield Room, the same Agency provides us with "JONATHAN JAMES" a jack of all trades in that he can sing, crack a few jokes and also plays the guitar. Don't forget our next Country and Western is on Wednesday evening, April 16th and the guest artistes for that night will be the "Country Gentlemen" from Lancaster. These gentlemen are very good so get your tickets early. They are available from the usual sources, Sallie Batey, Tony Harbach or from behind the bar at the club.

**Carlisle United Supporters' Club Football XI** — Further to our comment in a previous programme the date has now been fixed for the final of the Lonsdale Cup. It will be an evening kick off, 6.30 p.m. at Gifford Park on April 29th 1980. This is an area final of the Under 18's and they could do with all the support we can muster, so please try to go along.



# BOB McLEAN'S football view

**Football has finally bowed to the inevitable and agreed to the universal use of shirt space for advertising. It is something the football purists may frown upon, but these same purists have to accept that it is something that must be accepted in the light of soccer's growing financial crisis.**

A lot of people have done well out of football — and I'm not referring purely to the players and staffs of clubs. The media for instance, profit from their associations with the game.

None more so, in fact, than the television companies who use prime air time for the screening of matches.

For that reason, I cannot fathom the television stand on latest move by football. The broadcasters are simply refusing to cover matches if players' shirts are splashed with the names or motifs of advertisers.

Television has been blamed, in no small way I might add, for the decline in attendances in recent years. In fact, the great soccer commentators — Jimmy Hill, Brian Moore and the like — often find themselves moved to comment on poor turn-outs at games they themselves are covering.

These television football people owe their living to the game they love. And that is why I cannot understand their refusal to accept a sensible move which will bring in much needed cash to support the game.

Far be it from me to start accusing the television people of having double stan-

dards. But their attitude over soccer shirts advertising is a little inconsistent.

Hoardings and billboards around the football grounds of the country catch the television eye far more readily than any "Eat At Joe's" emblem, in three-inch letters, on the front of the shirt of a footballer who is — or should be — moving around for 90 minutes.

And at other sports covered by television, sponsors and advertisers often find their names to the fore. Motor racing, for instance, sees both the cars, the tracks and even the drivers' tunics festooned with various advertisers' names.

Cricket — and look at the TV coverage it gets — has never been threatened with a black-out because people like Gillette, Benson and Hedges, John Player, Cornhill and Prudential want their names linked with sport. And horse racing receives massive sponsorship — and these sponsors have their names mentioned freely on the box.

The most amazing of all is the BBC's pet, show jumping. Not only is each event sponsored by a company, professional riders also receive massive backing. And those sponsors have their names regularly brought to the attention of the watching

public. Not just that, the great Harvey Smith receives such an amount of sponsorship that all his horses' names are prefixed with Sanyo, even to the extent of one animal being labelled Sanyo Music Centre.

Television tended to forget all these when they decided to make their stand against football. In the case of the sport that has the great public appeal, the TV boys simply want to have their cake and eat it.

It is true that the TV people pay for the right to cover matches, and that that money is shared out equally among the 92 member clubs of the Football League.

Football needs that money — and it also needs the money sponsorship can bring in.

Perhaps sponsorship will be a case of more for the rich — I can hardly see firms falling over themselves to sponsor the Rochdales and Halifaxes as they will over the likes of Liverpool and Arsenal — but at least it is more money going in. And, at present, football needs all the financial assistance that's going.



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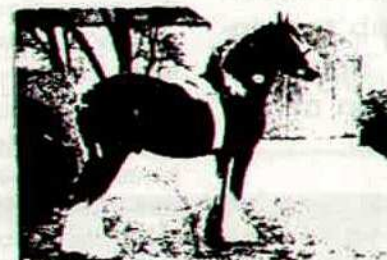
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# LATE NEWS

## Scott loan extended

Jamie Scott, who joined United on transfer deadline day on a month's loan from Second Division neighbours Newcastle, will be staying at Brunton Park until the end of the season.

Twenty-year-old Scott, who plays in midfield and attack, was watched by manager Martin Harvey during our reserve team's 1-1 draw at Wigan on Wednesday. It was only the second chance Harvey had to watch Scott in action and he immediately asked Newcastle for a little more time to assess the young player.

Incidentally, our scorer at Wigan was Clive Heaney, a teenage trialist from Cockermouth.

## Programme honours

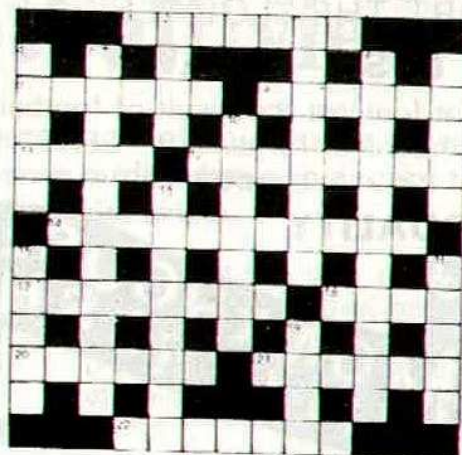
**Carlisle United may have missed out on promotion this season but the Club's programme is right up there at the top of the Third Division.**

The independent Wirral Programme Club, recognised nationally as experts on football programmes, have voted the United match day magazine as joint third best in Division Three and 13th top nationally in a survey that took in every senior club in Scotland and England.

The Wirral Programme Club members themselves conducted the survey and judged the programmes on value for money, presentation and content.

Said United Secretary Ray Helm: "While we are very pleased for that sort of recognition it goes without saying that with the programme, as in every other aspect of this football club, we won't be satisfied until we're at the very top of the table."

Already we're working on ideas to improve the programme for next season."



## Half-time spot

### CLUES ACROSS

1. The boxer who used to be known as 'Gentleman Jim' (7)
8. A South African venue for test cricket in happier days (6).
11. Just in time to be in good form (4).
12. Losses on the swing could be regained on this (8).
14. World Heavy Weight Boxing Champ (5,6).
17. A nine-a-side game with bat and ball, but it sure ain't cricket (8).
18. The General Secretary of the British Amateur Athletics Board (4).
20. Just the job for wet wickets, producing spin? (6).
21. Their 'lot' is not a happy one nowadays, in or out of the grounds (6).
22. ITV sports reporter who is quite a wit — repeat, wit! (1,6).

### CLUES DOWN:

2. Test cricket ground renowned for the gasometer (4).
3. The ultimate title for boxers (3,5).
4. A northern trainer of many years (1,4).
5. American girl who is now probably superior to Mrs. Lloyd (5,6).
6. British Ryder Cup golfer who spends most of his time in U.S.A. (1,10).
7. They ring out good cheer for the football manager of the month (5).
10. A familiar and popular trainer. Probably as well known as Albert (3,4).
13. American champion motor cyclist, keen rival to Sheene (1,7).
15. Cricketer distinguished by his turban (1,4).
16. It's a grand slam when this is clean (5).
19. A warning shout on the links (4).



## DIARY DATE

TUESDAY, 15th APRIL

Kick-off 7.30 p.m.

### READING

Third Division

Sponsored by: YOUNGER'S SCOTCH BITTER

THURSDAY, 17th APRIL

Kick-off 7.00 p.m.

### Wigan

Lancashire League

SATURDAY, 19th APRIL

Kick-off 2.30 p.m.

### Southport

Lancashire League

SATURDAY, 26th APRIL

Kick-off 3.00 p.m.

### COLCHESTER UNITED

Third Division

Sponsored by: YOUNGER'S SCOTCH BITTER

## SCOREBOARD

**A** CHESTER  
COLCHESTER U.

**B** EXETER C.  
BLACKBURN R.

**C** GILLINGHAM  
BRENTFORD

**D** HULL CITY  
PLYMOUTH A.

**E** MANSFIELD T.  
SOUTHEND U.

**F** MILLWALL  
ROTHERHAM U.

**G** OXFORD UTD.  
BLACKPOOL

**H** READING  
GRIMSBY T.

**J** SHEFF. UTD.  
CHESTERFIELD

**K** SUNDERLAND  
ORIENT

**L** MAN. UTD.  
SPURS

**M** FULHAM  
NEWCASTLE



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scotch 'em all."***