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CELTIC

v CRUZEIRO of Brazil

Centenary Challenge Match



**CELTIC
PARK**

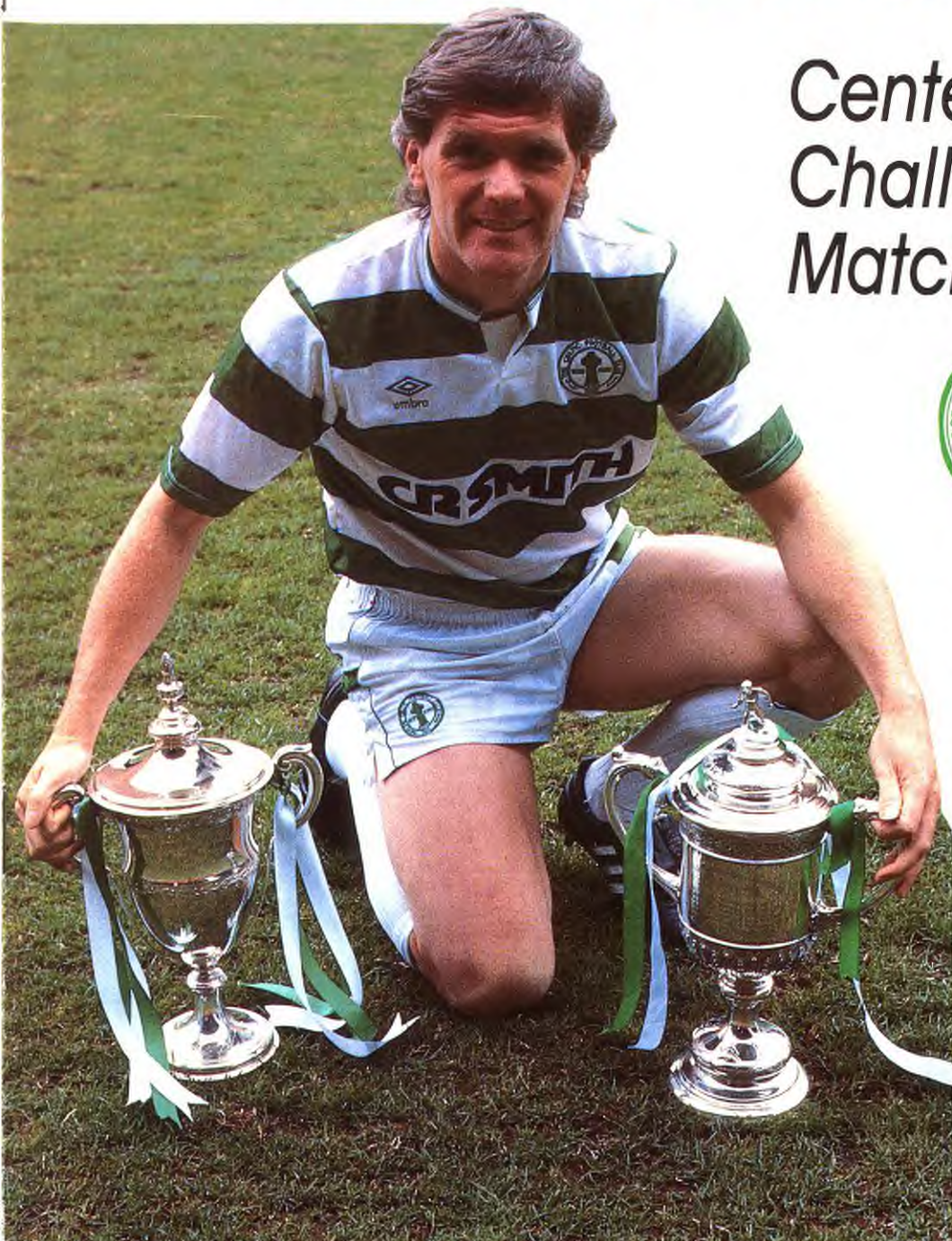
**Sunday,
7th August**

**Kick-off
3 p.m.**



CRUZEIROS

OFFICIAL
PROGRAMME:
Price **60p**





Ian Skelly

Congratulations

Ian Skelly, Britain's Biggest Volkswagen/Audi Dealer, is proud of his company's long association with the directors, management and players of Celtic Football Club, and wishes to extend warm congratulations to the Club in this, their centenary year.



GLASGOW:
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WISHAW:
Bogside Corner,
Newmains, Wishaw.

LIVERPOOL:
Edge Lane, Liverpool.
At the end of the M62.

A message from the Chairman ...



TODAY signals the highlight of our Centenary celebrations which have been taking place in one form or another since the start of the year.

However by far the most important aspect of our celebrations must concern football. And our game this afternoon sets the seal on our great club attaining its 100th birthday.

We said from the start of our celebrations that the Centenary match would be special and out of the normal category of this type of match which is normally against British or European opposition.

Everyone, I'm sure, will agree that in Cruzeiro Belo Horizonte we will be facing quality opposition of the highest order.

They recently proved that they are among the best on the South American continent. They thrilled vast crowds when reaching the final of the recent Havelange Cup. This tourney, in its initial season, is open to previous winners of the South American Club Championships. Cruzeiro acquitted themselves most favourably by reaching the final at the expense of a host of top Argentinian and Uruguayan club sides only to lose out narrowly to Racing Club in the final.

Football enthusiasts throughout the globe have marvelled at the exciting and entertaining soccer played by Brazil in World Cup finals over the last 30 years. Several members of Cruzeiro will figure prominently in the Brazil World Cup side hoping to win the 1990 trophy.

It gives me great pleasure to welcome the players and officials of Cruzeiro to Scotland. Significantly they are the first side from Brazil to play against Celtic in the history of the club.

I sincerely hope they enjoy their short visit to Scotland and I'm confident they'll find the huge Celtic support in carnival mood and as enthusiastic and vocal as in the best traditions of their own game.



Frank McAvennie — having to start the season the way he finished last season.

Before the start of today's game, the final of the Celtic Centenary Youth Cup will be played in a match lasting 30 minutes each way with a penalty kick decider in the event of a draw.

This tournament came about as part of our attempt to make the Centenary celebrations as widespread as possible. In conclusion I would like to thank the 10 senior clubs who took part in the competition, all the referees, officials and indeed everybody involved in making the tournament possible.

I congratulate both finalists in reaching today's decider.

Jack McGinn

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PRIDE OF SCOTLAND



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Welcome to the Brazilians

TODAY I'm glad to welcome Cruzeiro Belo Horizonte of Brazil to Celtic Park.

As manager of Celtic it gives me great pleasure to do so. Because they are an attractive and first rate side who are worthy opponents in this our centenary match.

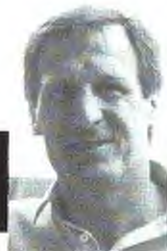
Of course its an honour for me to be writing in this programme as manager of Celtic's centenary team. Thus far this season of seasons has been a memorable one for us all. The league and cup were won in exciting fashion. But now we must set our sights on the challenges that lie ahead.

And with that in mind I

PADDY'S ON THE MEND

Celtic 'keeper Pat Bonner hopes to be back in action before very long.

by **BILLY McNEILL**



was given great optimism by our performances in Italy against Porto and Ajax. Despite losing both of these matches I have a lot to be happy about. I felt we were tremendously unfortunate to lose each match. And I would point out that we were the only club to play both matches within 24 hours of each other in 90°+ temperatures. Yet we still managed to overcome the physical strain to play some excellent football which often stretched our opponents.

It was also heartening to see Ian Andrews give such a good account of himself. He is a class keeper and knowing he has joined us eases my mind somewhat at being deprived of the services of such an inspirational 'keeper as Pat Bonner.

Pat has been progressing well since his back operation. But I won't be predicting a comeback date for him as I feel it would be putting unfair pressure.

In the meantime welcome to the new season and enjoy yourselves this afternoon.



THE STARS WHO



Wladimir

Rodrigues dos Santos, left back, native of Sao Paulo, 34 years old, married. Back-ground: Sport Club Corinthians. Titles: He was Sao Paulo State champion several times.

WELLINGTON Tavares Fajardo, goalkeeper. Native of Leopoldina, 25 years old, married. Background: America Futebol Clube. Titles: Minas State champion in 1987.

Carlos **GOMES** da Cruz, goalkeeper. Native of Timoteo, 25 years old, married. Background: Cruzeiro junior team. Titles: Minas State champion in 1987, Brazilian national team player in 1987.

GILMAR FRANCISCO, back. Native of Araguari, 20 years old, Solteiro. Background: Uberlandia. Titles: Minas State champion in 1987.

HERALDO Goncalves da Silva, sweeper. Native of Dourados, 30 years old, married. Background: Sport Club do Recife.

VILMAR Rodrigues dos Santos, central defender. Native of Fronteira dos Vales, 22 years old, single. Background: Cruzeiro junior team. Titles: Minas State champion in 1987.

Edilson Marquest Virgilio **CATITA**, back. Native of Ipatinga, 20 years old, single. Background: Cruzeiro junior team, Brazilian junior national team. Titles: Minas State champion in 1987.

Luiz Carlos Carvalho dos Reis **BALU**, right back. Native of Castro Alves, 27 years old, married. Background: Feerviarria de Esportes. Titles: Minas State champion in 1987.

GENILSON da Silva Cruz, left wing. Native of Barbacena, 24 years old, married. Background: Valerio, Bango Futebol Clube. Titles: Minas State champion in 1987.

CRUZEIRO SHOCK SANTOS

ONE of the biggest shocks in Brazilian cup history was created by Cruzeiro in 1966.

In the final of the that year Cruzeiro faced the legendary Santos who at that time were on the crest of a wave at the pinnacle of Brazilian soccer. They were also captained by Pete.

But incredibly in the first leg Cruzeiro were 5-0 up after 35 minutes. The match eventually finished 6-2. They won the second leg 3-2 to record a 9-4 aggregate over Santos.

FACE CELTIC

THE names in black type are what each player is referred to in Brazil.

HERDIBERTO Longuinho da Cunha, midfield. Native of Sapucaí, 27 years old, married. Background: São Paulo Futebol Clube, Associação Portuguesa de Desportos, Juventus Futebol Clube. Titles: Minas State champion in 1987.

EDER Paixão Bastos, midfield. Native of João Monlevade, 22 years old, single. Background: Cruzeiro senior team. Titles: Senior champion several times, Minas State champion several times.

Hamilton de Souza **CARECA**, midfield. Native of Passos, 19 years old, single. Background: Cruzeiro junior team, Brazilian national team, 1987. Titles: Minas State champion in 1987.

ROBSON Cateano Duarte, right winger. Native of Belo Horizonte, 28 years old, single. Background: Galícia E.C., Esporte Clube Paissandu, Esporte Clube Bahia. Titles: Bahia State champion, Para State champion, Minas State champion in 1987.

HAMILTON Lima e Silva, striker. Native of São Lourenço Mata, 28 years old, married. Background: Associação Portuguesa de Desportos. Titles: Minas State champion in 1987.

RAMON Guimarães de Carvalho, right winger. Native of Braunas, 26 years old, married. Background: Clube Valero Doce, Internacional Sport Club, Londrina, Náutico Futebol Clube.

EDSON Souza, midfield. Native of Rio de Janeiro, 28 years old, married. Background: Fluminense.

AGNALDO da Silva Valentin, striker. Native of Aracaju, 30 years old, married. Background: Esporte Clube Santo André.

EDSON Gonzaga Alves Filho, left winger. Native of Rio de Janeiro, 28 years old, married. Background: Clube de Regatas Flamengo, Colorado Futebol Clube, Coritiba Football Club. Titles: Minas State champion in 1987.



Ademir

Roque Fasser, mid-field. Native of Toledo, 25 years old, married. Background: Cruzeiro Esporte Clube, Toledo, Matsubara Esporte Clube, Internacional Futebol Club, Brazilian national team, 1987. Titles: Minas State champion in 1987.



Tostão — one of the most illustrious players ever to turn out for Cruzeiro Belo Horizonte and a member of the Brazilian World Cup winning side of 1970.

THE BOYS FROM BRAZIL

CRUZEIRO BELO HORIZONTE have the honour of being the first-ever Brazilian club side to visit Celtic Park ... and they come to Scotland with impeccable credentials.

As well as establishing themselves as one of Brazil's foremost clubs, they also originate from Belo Horizonte, capital city of the state of Minas Gerais and birthplace of the legendary Pele.

Cruzeiro are currently locked in a fierce battle with major rivals Atletico Mineiro for the state championship. If they win this they will go forward to the national championships along with 31 other clubs from the various states in Brazil.

It's little wonder that the Brazilian championship is sometimes described as being more difficult to win than the European Cup. There is no championship as such. Instead there are several state leagues. And when the winners of these meet each other in a long and drawn-out series of games they have to cover distances longer than those encountered by clubs in European competitions.

The history of Brazilian club football has been dominated by sides such as Flamengo, Fluminense and Botafogo and, for a while, Santos, who lifted the World Club Cup on a couple of occasions in the early '60s and who also boasted the talents of one Edson Arantes Di Nascimento.

But Cruzeiro have been steadily carving a niche for themselves among the elite of Brazilian soccer.

They were founded in 1921 amid much the same circumstances that surrounded the founding of Celtic.

Compete

Belo Horizonte has traditionally had a large Italian community and in 1921 they decided to form a football side to compete with the Portuguese speaking outfits. Just as Celtic were to become a focal point for Irish immigrants to Scotland so Cruzeiro or "Palestra Italia", as they were then called, fulfilled the same function for the Italians.

The directors of the new club tended to overdo it a little though. Not only did the side clothe themselves in the national colours of their beloved homeland, green, white and red, they fielded an Italians-only side. Not surprisingly, this caused no little resentment among their Brazilian neighbours who took a dim view of these upstart

Cruzeiro have been steadily carving a niche for themselves among the elite of Brazilian soccer

Italians whom they rather unkindly called "gringos". So in 1926 the club's proprietors decided to do away with this rule.

Still, the club was closely identified with Italian nationals; "an Italian island on Brazilian territory", as Cruzeiro's founder Agostino Raneiri wanted them to be.

Cruzeiro were soon to find themselves in a rather compromising situation. With Italy's involvement in World War II on the opposing side the directors felt it was high time they lowered their high Italian profile somewhat. Accordingly they settled for the name Cruzeiro after first having tried Palestra Nineiro and then Ypiranga. They also changed their colours to white and sky blue.

Cruzeiro have won their state championships 23 times; 20 of those triumphs coming after the war.

Triumph

In 1976 Cruzeiro took part in the formidable Copa Libertadores, the South American equivalent of the European Cup. Remarkably, they won it, an amazing achievement for such an unfashionable club whose resources could not compare with most of South America's soccer aristocrats.



In the final they defeated Argentians River Plate in Santiago 3-2 after a play-off.

This earned them the right to take on Bayern Munich in the World Club Cup but they were defeated 2-0 in Germany and could only draw 0-0 at home before 114,000 fans.

Cruzeiro have just recently emerged from a rather barren domestic spell. They failed to win their state title between 1977 and 1984. That year they at last triumphed and did so again in 1987 under the tutelage of current Brazilian national boss Carlos Alberto da Silva.

He has made them one of the most attractive sides in South America playing with two wingers. It was no surprise when they almost repeated their 1976 glory last season when they reached the semi-finals of the Brazilian national championship.

Earlier this summer they reached the final of the first-ever Havelange Cup. This is a sort of South American Super-Cup with entry limited only to previous winners of the South American Championships. On the way to the final they defeated Independiente, Argentinos Juniors and Nacional before losing out narrowly, 3-2 to Racing Club in the final over two legs.

■ **THESE** are some of the men who will face Celtic today ...

Back row (l to r): Ronaldinho, Meraldo, Ademir, Carela, Gilmar and Wellington.

Front row (l to r): Amauri, Heriberto, Aguinaldo, Eder, Wladimir.

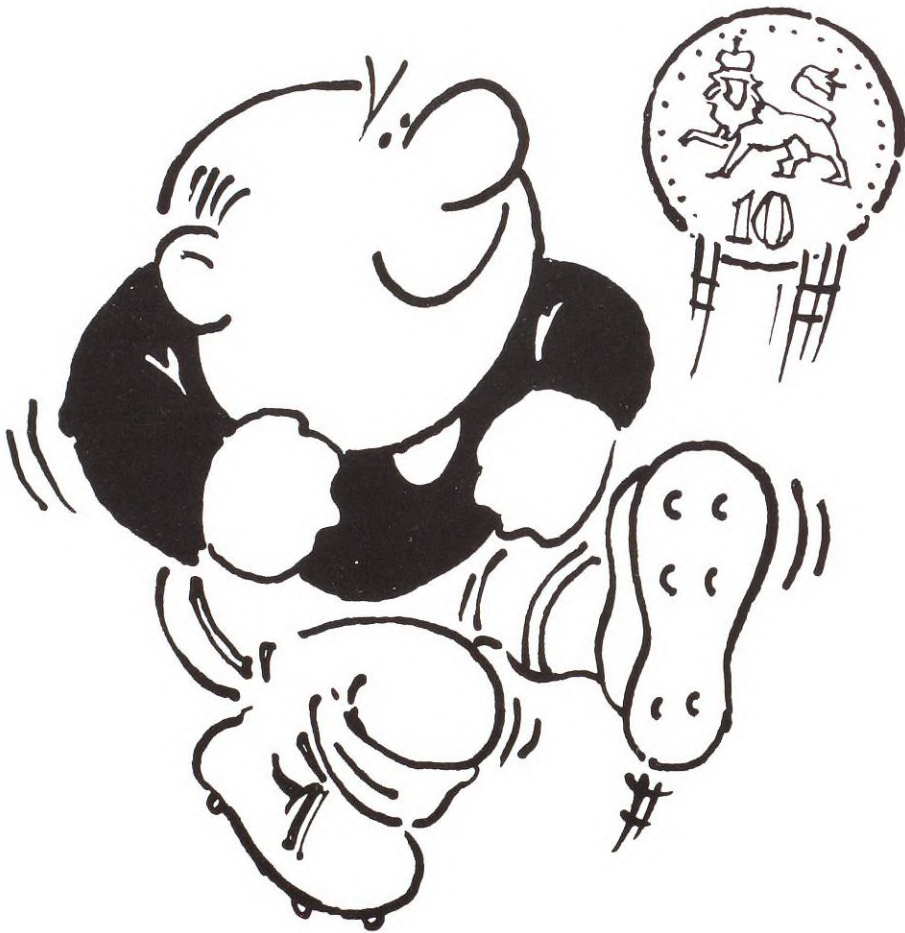
Among their most famous players have been Piazza, Dirceu, Tostao and Jairzinho, who all took part in Brazil's glorious World Cup campaigns of the '60s and '70s.

Of the present crop watch out for Hamilton, Careca and Gilmar.

Incidentally, for those who thought the city of Belo Horizonte sounds familiar, then it will interest you to know that it was the scene of the biggest upset in World Cup history.

There, on 29th June, 1950, England were defeated 1-0 by USA in the World Cup finals.

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The South American Connection

LAST SEASON Celtic created a number of firsts in their triumphant double season and in celebrating their Centenary with tonight's match against Cruzeiro, the club again break new ground. Although other South American teams have played at Celtic Park this will be the first occasion in which a Brazilian club has graced the stadium with its presence.

Just as this evening's match takes place in the autumn of the club's Centenary year, Celtic's first match against South American opposition at Celtic Park took place in the autumn of the club's most successful season. It was a contest with a purpose as it brought the World Club champions Penarol to Glasgow to aid Celtic the European Cup holders in their preparations for their forthcoming World Club championship matches with Racing Club of Buenos Aires.

Such was the interest in the match that 56,000 people were attracted along to Celtic Park and despite the friendly tag, live commentary was transmitted to Montevideo.

The result augered well for what was to come as Celtic played exceptionally well against talented opposition in a very sporting match; the omens were to be unfortunately inaccurate. The 2-1 scoreline did not really reflect Celtic's superiority as although two opportunist Willie Wallace goals were enough to guarantee victory, the post was struck twice and numerous other chances were scorned. Penarol, who fielded seven internationals, got a late consolation goal by Alberto Spencer which gave the South American side some respectability.

Four years later Uruguayan opposition in the shape of Penarol's great rivals Nacional faced Celtic in Glasgow, the occasion being the official opening of the club's new stand by Jimmy McGrory. Although not as significant as the previous friendly between the clubs of the two countries it was a stiff test for the team Jock Stein had referred to as the "fresh Celtic". Nacional were South American champions and seven of their players had represented Uruguay in the Mexico World Cup, only losing to Brazil in the semi-final.

Another impressive performance in front of over 40,000 spectators saw Celtic earn victory and on this occasion the 3-0 scoreline certainly reflected the club's control of the match. The goals, all headers,

were scored by Tommy Callaghan and Bobby Lennox with two. Any praise from Jock Stein always had to be earned and his pleasure at the team's performance was obvious in his after-match comments: "I couldn't have been happier with the team than I was in this game. Boys like George Connelly, Kenny Dalglish and Lou Macari learned more in one-and-a-half hours than some players learn in one-and-a-half seasons."

Less than two seasons later Penarol again visited Celtic Park during a spell which would see the club play four matches in a week. Having faced Dunfermline on Saturday and Dundee on Tuesday in the Drybrough Cup and with Hibs awaiting in the final of the same competition on Saturday, the match with Penarol was played on a Thursday. Despite the heavy schedule of matches in such a short spell of time 35,000 fans watched the game and enjoyed a quality Kenny Dalglish performance.

The young Celt starting only his third full season with the club dominated the match and scored the exceptional type of goal that would become his trademark when he curled the ball over the keeper from 20 yards. An opening penalty from Bobby Lennox and a third goal

by Dixie Deans sealed the match with Morena's late goal being irrelevant. Although the South Americans played attractive possession football the consensus of opinion was that their display had been a shade disappointing.

In August, 1976, Penarol visited Celtic Park for the third time to face Celtic in a match which Stein would refer to as "the team's toughest pre-season test for 12 years". There was indecision about the match actually taking place and only after transAtlantic negotiations between the SFA, FIFA and the Uruguayan FA did the South Americans find themselves heading for Scotland.

Although Celtic found some of the form that had recently eluded them winning 3-0, this match was different as the Uruguayans seemed to place greater emphasis on physical challenge than footballing skill. In the 42nd minute Celtic were awarded a penalty after Doyle had been brought down in the box. Morena the Penarol star forward was then booked for petulantly kicking the ball away after George McCluskey had placed it on the spot.

All the histrionics did not affect the number-9's accuracy and further goals by Dalglish and substitute Lennox, the only player to have featured in all four matches, helped Celtic pass the examination. Although the players gained valuable experience they also gained a few bruises, a fact which made the after-match comments of the Penarol coach that Celtic were "too tough" rather surprising, if not amusing. Four matches, four victories. Hopefully today Celtic will keep their record intact.



100 GREAT YEARS

- 1888:** Played first game, a friendly v Rangers, winning 5-2.
- 1889:** Reached Scottish Cup final, losing 2-1 to Third Lanark.
- 1890:** Reached Glasgow Cup final, losing 3-2 to Queens Park. Willie Maley appointed Match Secretary.
- 1891:** Won the Glasgow Cup for the first time, beating Third Lanark 4-0.
- 1892:** Won the Scottish Cup for the first time beating Queen's Park 5-1. Won the Glasgow Charity Cup and retained the Glasgow Cup.
- 1893:** League Champions for the first time, retained the Charity Cup.
- 1894:** League Champions, retained the Charity Cup for the third season.
- 1895:** Won the Glasgow Cup and the Charity Cup beating Rangers in both finals 2-0 and 4-0 respectively.
- 1896:** League Champions, retained the Glasgow Cup and the Charity Cup.
- 1897:** Club became a Limited Liability Company.
- 1898:** League Champions, Willie Maley appointed Manager/Secretary.
- 1899:** Scottish Cup winners, beating Rangers 2-0.
- 1900:** Scottish Cup winners, beating Queen's Park 4-3.
- 1901:** Defeated 4-3 in Scottish Cup Final by Hearts.
- 1902:** Glasgow Exhibition Cup winners, beating Rangers 3-2.
- 1903:** Glasgow Charity Cup winners beating St Mirren 5-2.
- 1904:** Scottish Cup winners, beating Rangers 3-2.
- 1905:** League Champions, Glasgow Cup winners beating Rangers 2-1.
- 1906:** League Champions, Glasgow Cup winners beating Third Lanark 3-0.
- 1907:** League Champions, Scottish Cup winners beating Hearts 3-0; club's first-ever double, also retained the Glasgow Cup.
- 1908:** League Champions, Scottish Cup winners beating St Mirren 5-1; club's second double, again retained the Glasgow Cup.
- 1909:** League Champions, Scottish Cup withdrawn after Hampden Riot.
- 1910:** League Champions, Glasgow Cup winners beating Rangers 1-0.
- 1911:** Scottish Cup winners beating Hamilton Accies 2-0. Patsy Gallagher made debut v St Mirren.
- 1912:** Scottish Cup winners beating Clyde 2-0.
- 1913:** Glasgow Charity Cup winners beating Rangers 3-2.
- 1914:** League Champions, Scottish Cup winners beating Hibernian 4-1 after a replay; club's third double.
- 1915:** League Champions, Charity Cup winners beating Rangers 3-2.
- 1916:** League Champions, Glasgow Cup winners beating Rangers 2-1.
- 1917:** League Champions, Glasgow Cup winners beating Clyde 3-1.
- 1918:** Glasgow Charity Cup winners beating Partick Thistle 2-1.
- 1919:** League Champions, the club's 15th win.
- 1920:** Glasgow Cup and Charity Cup winners, beating Partick Thistle and Queen's Park respectively.
- 1921:** Glasgow Cup and Charity Cup winners beating Clyde and Rangers respectively.
- 1922:** League Champions.
- 1923:** Scottish Cup winners beating Hibernian 1-0, the club's 10th win. Jimmy McGrory signed for the club.
- 1924:** Charity Cup winners beating Rangers 2-1.
- 1925:** Scottish Cup winners beating Dundee 2-1.
- 1926:** League Champions.
- 1927:** Scottish Cup winners beating East Fife 3-1, Glasgow Cup winners.
- 1928:** Glasgow Cup winners beating Rangers 2-1. Jimmy McGrory scored EIGHT goals against Dunfermline.
- 1929:** Glasgow Cup winners beating Queen's Park 2-0, fire at Celtic Park.
- 1930:** Fourth in league, first time since 1901 that no trophies were won.
- 1931:** Scottish Cup winners beating Motherwell 4-2, John Thomson died as the result of an accident during match v Rangers.
- 1932:** Third in league.
- 1933:** Scottish Cup winners beating Motherwell 1-0.
- 1934:** Third in league, Jimmy McMenemy appointed coach.
- 1935:** Runners-up in league, Willie Lyons signs.
- 1936:** League Champions, Glasgow Charity Cup winners beating Rangers.
- 1937:** Scottish Cup winners beating Aberdeen 2-1, Charity Cup winners beating Queen's Park 4-3, Jimmy McGrory's last season.
- 1938:** League Champions, Charity Cup winners beating Rangers 2-0, Empire Exhibition Trophy winners beating Everton 1-0, the club's Golden Jubilee Year.
- 1939:** Glasgow Cup winners beating Clyde 3-0.
- 1940:** Jimmy McStay succeeds Willie Maley as manager.
- 1941:** Glasgow Cup winners beating Rangers 1-0.
- 1942:** Third in war-time Southern League.
- 1943:** Charity Cup winners beating Intra Lanark 3-0.
- 1944:** Supporters Association formed in September.
- 1945:** Jimmy McGrory becomes manager, victory in Europe Cup Winners.
- 1946:** Jimmy Delaney transferred to Manchester United.
- 1947:** Seventh in League.
- 1948:** Glasgow Cup winners beating Third Lanark 3-1.
- 1949:** Sixth in League.
- 1950:** Charity Cup winners beating Rangers 3-2.
- 1951:** Scottish Cup winners beating Motherwell 1-0, St Mungo Cup winners.
- 1952:** Celtic clash with the SFA over the flying of the Ere flag.
- 1953:** Coronation Cup winners beating Arsenal, Manchester United and Hibernian.
- 1954:** League Champions, Scottish Cup winners beating Aberdeen 2-1; the club's fourth double.
- 1955:** Scottish Cup final v Clyde, the first final televised live.
- 1956:** League Cup winners beating Partick Thistle 5-3 after a replay, Glasgow Cup winners beating Rangers 5-3.
- 1957:** League Cup winners beating Rangers 7-1.
- 1958:** Bobby Collins and Willie Fernie leave the Club.
- 1959:** Charity Cup winners beating Clyde 5-0.
- 1960:** Numbers worn for the first time (on the shorts) v Sparta Rotterdam.
- 1961:** Scottish Cup final, beaten by Dunfermline after a replay.
- 1962:** Glasgow Cup winners beating Third Lanark 3-2.
- 1963:** Scottish Cup final, beaten by Rangers after a replay.
- 1964:** European Cup-Winners Cup semi-final, beaten 4-3 by M.T.K. Budapest.
- 1965:** Scottish Cup winners beating Dunfermline 3-2. Jock Stein appointed manager.
- 1966:** League Champions, League Cup winners beating Rangers 2-1.
- 1967:** European Champions, League Champions, Scottish Cup winners, League Cup winners and Glasgow Cup winners; fifth double, first-ever treble in club's history.
- 1968:** League Champions, League Cup winners beating Dundee 5-3.
- 1969:** League Champions, Scottish Cup winners and League Cup winners; club's sixth double and second treble.
- 1970:** European Cup finalists, beaten by Feyenoord in extra-time, League Champions, League Cup winners beating St Johnstone 1-0.
- 1971:** League Champions, Scottish Cup winners beating Rangers 2-1; club's seventh double.
- 1972:** League Champions, Scottish Cup winners beating Hibernian 6-1; club's eighth double.
- 1973:** League champions, 28th time.
- 1974:** League Champions, Scottish Cup winners beating Dundee United 3-0; club's ninth double.
- 1975:** Scottish Cup and League Cup winners beating Airdrie and Hibernian.
- 1976:** Premier League formed, runners-up in League.
- 1977:** League Champions, Scottish Cup winners beating Rangers 1-0; club's tenth double and 25th Cup win.
- 1978:** Billy McNeill succeeds Jock Stein as manager.
- 1979:** League Champions, 31st time.
- 1980:** Scottish Cup winners beating Rangers 1-0.
- 1981:** League Champions.
- 1982:** League Champions, League Cup winners beating Rangers 2-1.
- 1983:** David Hay succeeds Billy McNeill as manager.
- 1984:** European Cup-Winners Cup tie against Rapid Vienna ends in bitterness.
- 1985:** Scottish Cup winners for the 27th time, beating Dundee United in the 100th final.
- 1986:** League Champions for the 34th time.
- 1987:** Billy McNeill returns as manager.
- 1988:** The Club's 100th birthday ... and the Double.



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