



Orient have the ideas— by Jim

The new SOCCER SCENE



HARRY
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reporting

Every week Orient dispatch about two dozen miniature club badges to fans in all parts of the world—and now this Cinderella outfit from East London are geared for a great revival to pull back local support and restore financial stability.

The spotlight is on one-time West Ham star Jimmy Bloomfield, who took over the toughest job as player-manager last March, when Orient were £100,000 in the red, and steered them clear of relegation.

Bloomfield nearly doubled Orient's average gates with his drive and tenacity during a life-or-death struggle and now he has provided another boost by signing former West Ham colleague Peter Brabrook for a substantial fee.

This move suits 30-year-old Brabrook, who owns two butchers' shops in London. He told me: "I hope to help Orient win promotion. Bloomfield has the right approach. He works with the players and I have been greatly impressed by his training methods."

LOOKING

But the athletic-looking Bloomfield, who will continue to skipper the side, is looking for another forward and still hoping that Arsenal can be persuaded to part with David Simmons, teenage centre-forward, who has yet to make his League debut for the Gunners. Orient will certainly start the campaign much stronger than they were this time last

season even though there is a grave doubt whether utility defender Brian Whitehouse will play again and winger Malcolm Slater is holding out for better terms before re-signing.

Whitehouse is attending hospital three times a week following an Achilles tendon operation which has ruled him out of the side since last September, and the dispute with Slater may go to the League for arbitration.

"Three former Spurs supporters have become new season-ticket holders with us and we had another ten applicants the night Brabrook signed," said Orient secretary George Hicks as I waited for 24-year-old Bloomfield to return from a hard training session with his players.

NEW POLICY

Hicks also showed me the day's post which included applications for badges from six Russians and fans from Czechoslovakia, Norway, Sweden, Holland and Germany. Orient can meet these requests from the 10,000 badges they ordered during their hey-day in the First Division in 1955-63.

But the most revealing news from Hicks was that Orient, by stringent economies and administration and pools promotion had cut their debts by a "considerable sum."

Hicks has seen 11 managers come and go since he joined Orient in 1937 but he firmly believes they have never had a better team boss than Bloomfield. Team spirit has never been higher.

Added Hicks: "We have had a better deal with our opening fixtures and much depends on what happens in the first month if we are to build up gates of about 9,000 necessary to put the club firmly on its feet."

Bloomfield's new policy is to concentrate about three hours intensive training every morning so that players can have the afternoon off but he looked fit enough for anything when he had cubed down after a shower to talk enthusiastically about Orient's future.

"We have received offers for Denis Rife, Terry Mancini, Peter Allen, Roy Massey and Dave Harper but I don't intend to sell anyone unless they can be replaced with better players," said Bloomfield.

AIM No. 1

"My first aim last March was to make sure Orient did not go down but now this is just a bad dream and our target is promotion with progressive and attractive soccer.

"I am not a gimmick man. We have kept faith—West Ham were very generous in agreeing terms for Brabrook—but we must have the support of the fans to buy better players.

"Orient have had some desperate times in recent years but, though it would be rash to promise promotion, we have several promising youngsters and I don't think the going will be as hard as last season."

The success of Bloomfield is due largely to his understanding the players' point of view and he is the last person to hold any grudge against Slater for seeking better terms. "He is one of my keenest men in training and a most enthusiastic player," said Bloomfield. Orient are still forced to work on a shoe-string but, with the enthusiastic backing of chairman Arthur Page, my impression is that Bloomfield can help put the club back in big business.



● Jimmy Bloomfield.



DICK GRAHAM

GRAHAM LANDS No. 1

DICK GRAHAM yesterday spent his first transfer money as new manager of relegated Colchester—£3,000 for Owen Simpson from Orient.

Graham, who succeeded Nell Franklin at Layer Road in June, went back to his former club to make the investment "because I knew Simpson would give me what I want." "Money is scarce in the Fourth Division and when you spend, it must be wisely. Owen can play almost anywhere. I bought him from Rotherham when I was at the Orient," said Graham.

But he has held back the majority of the available cash at Colchester in the hope of finding a new centre forward. He has bid unsuccessfully for several, including Brentford's Ian Lawther.



COLCHESTER SIGNING

Colchester yesterday signed 23-year-old Orient utility forward Owen Simpson for around £3,000.

Graham's search goes on

The signing of former Orient defender Owen Simpson is calculated to boost the Colchester United rearguard in the coming season—but manager Dick Graham is still searching for a goal-scorer.

Simpson agreed terms at the weekend and will be in Colchester with his wife during the week to look for suitable accommodation.