

Happiness — that's my success secret says Bloomfield

A HAPPY club is a successful one! That is the simple formula manager Jimmy Bloomfield has used to elevate once-struggling Orient to the top of the Third Division for the first time this season.

Modest Bloomfield, 36 next month, prides himself on a matey set-up. He says:
"I've always treated the lads as I wanted to be treated as a player. I like them to be free and happy, but they must also be prepared to toe the line when necessary.
Everyone feels he is a vital part of the club with a specific role to fill.

It is all for one and one for all at Orient. Know-how plus hard work is essential in any business that wants success.

It is the same in football. Our youngsters improve with each game from the experience of the senior players. A blend of youth and age is necessary in any set-up, and we have the right combination.

Our lads believe in themselves. They play the right type of positive football, coupled with 100 per cent. effort.

When I joined Orient almost two years ago they were third from bottom and struggling against relegation. My main aim has been to try to lose our Cinderella tag.

Success will help us get on a firm financial footing again.

I always try to keep an open mind on everything. My viewpoint is similar to Ron Green-

Jimmy told me: "I know that I am putting my head on the chopping block, but I am willing to go so to have a go at management."
"Friends have told me that I am on a hiding to nothing. I'm ready to face the challenge and thrilled that Orient have given me the chance."

What Jimmy Bloomfield told Victor Railton when he was appointed Orient's boss on March 7, 1968.

wood of West Ham, whom I had the good luck to serve under.

He is tops as a manager and as a man and some of his influence has rubbed off on me.

Typical of the man, Bloomfield praises everyone except himself.

He does not tell you that he signed former England winger Peter Brabrook, Mark Lazarus, Barry Dyson, Mike Bullock, Dickie Plume and Terry Parmenter for less than £35,000.

To do that he sold marksman Vic Halom to Fulham for £35,000 15 months ago.

First Division giants Leeds and Everton have representatives at every Orient match. Their targets—17-year-old left back Denis Rofe and 17-year-old England Youth wing-half Tommy Taylor. But Bloomfield says: "We want to win promotion, so we shall not part with either of these lads."

Truly, Cinderella Orient are having a ball themselves right now.



Boss Bloomfield, left, with trainer Peter Angel.

ORIENT'S home match against Southport—scheduled for Saturday week—has been brought forward to the Friday evening to avoid a clash with London F.A. Cup fourth round ties.

The metropolis stages two attractive derby games — Spurs v Palace and Charlton v Q.P.R. and Orient would face a third encounter if Arsenal win their replay at Blackpool to earn a home tie against Mansfield.

The League gave permission for the switch. Southport agreed and Orient are hopeful of boosting their gate.

O's, situated between Tottenham and West Ham, planned to stage several Friday night matches this season — until the League stepped in with a firm instruction that all games had to be played on Saturdays.

Aston Villa striker Dave Simmons.

His name was linked with O's when he was still an Arsenal player but Bloomfield has not seen him since he moved to the Midlands.

"With a staff of only 14 fit senior professionals we cannot afford any more injuries and I have to be constantly on the look out for ways of strengthening the squad.

"But although we could do with an extra player I have not been in touch with Villa," concluded Jimmy.



SLATER—RESTING

Orient have rearranged their postponed fixtures against Bury and Barnsley and, following their visit to Torquay, will play six of the next eight matches at home.

The match against Bury takes place at Brisbane Road on Monday January 26 and Barnsley visit on Monday February 16.

Dave Harper resumed full training with the first team squad on Monday and although making satisfactory progress will not be in the side that travels to follow promotion candidates on Saturday.

Orient's other casualties — Malcolm Slater and Bobby Arber — are out of hospital and Arber is attending the ground for daily treatment following an operation for a ruptured muscle. Slater is resting at his Southend home and he will have to rely on crutches for another two or three weeks.

Manager Jimmy Bloomfield yesterday denied he plans a bid for

HURRY-UP ORIENT BOUNCE BACK TO TOP



FAIRBROTHER

Orient 3 Bury 0

★ ORIENT purred back to the top of the Third Division last night.

And that made Bury the unfortunate victims of the promotion scramble for the second time in two days.

Don't talk about the warm-hearted South to Bury! They lost to promotion-minded Luton on Saturday—a defeat that put Luton back in the League lead they have held for so long this season.

Last night the Lancashire club felt the full force of Orient's determined push towards the

Second Division — and Luton dropped back to second place. Orient, who now have the enviable prospect of four home games in their next five, sunk Bury with a two-goal blast in the opening 19 minutes in front of a crowd of 10,616.

Striker Barry Fairbrother, their 18-year-old discovery of the season, gave them a 10th-minute lead on the mud-churned pitch. He netted from close range after Mickey Bullock and Mark Lazarus had helped on Tommy Taylor's free kick.

With the now customary gathering of First Division managers assessing the potential of Orient's youngsters, Bury fell further behind after 19 minutes. Great work by Barry Dyson, aided by the quick thinking of Peter Brabrook, opened the way for the impressive Bullock to drive home.

Bury, the Third Division's top goal-scorers, never accepted defeat and, to their credit, only surrendered one more goal.

It came three minutes from the end when Fairbrother fired home after a Lazarus effort had been blocked on the line.

ORIENT — Goddard 8, Jones 8, Rofe 9, Taylor 9, Mancini 9, ALLEN 9, Lazarus 7, Bullock 8, Fairbrother 7, Dyson 8, Brabrook 7.

BURY — Forrest 1, Timney 8, Sale 8, Dermot 7, Turner 7, Holt 7, Huggs 7, Atkinson 7.

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O's ON TOP—NOW BATTLE STARTS

TORQUAY 0, ORIENT 1

WITHIN MINUTES of finding room at the top, overjoyed Orient made it clear there was no room for complacency in their future plans.

"We are up there and intend to stay there. Anyone aiming to knock us off the top off the table will really have to go some" was the general mood of all concerned.

O's were quick to point out that, far from being over, the promotion battle is only just beginning.

They have 20 matches still to play and with any one of ten teams still in with a chance of making the top two promotion places there is little room for any slips.

When the teams met at Orient back in September, Torquay struck me as a cut above most other sides in the division.

This time they looked out of their class against an O's outfit that turned in a performance to match their newly acquired status.

Orient were solid throughout the team, so solid that keeper Ray Goddard had the quietest first 45 minutes he has had all season.

JACK STEGGLES
reports from
Plainmoor

In an effort to salvage some pride Torquay played with more aggression after the break. Forcing Orient back in one hectic spell it seemed they might force an equaliser through weight of numbers on a pitch rapidly cutting up to resemble a ploughed field.

This time Goddard did see some action — and he did all that was asked of him to help O's to their fourth away win of the season.

The goal that settled it caused considerable controversy afterwards, with Torquay boss Allan Brown claiming the free-kick that led to it should not have been allowed. Torquay's players blaming keeper Andy Donnelly for poor positioning and Donnelly insisting the ball was deflected. In the ninth minute Barry Dyson was brought down five yards outside the area and Mick JONES went on the outside of Peter Brabrook as the winger prepared to take the kick.

Sizing up the situation he move to Brabrook's left and took a short pass to smash a great shot low inside the far post.

Donnelly completely atoned for his earlier blunder by again coming out bravely to kick clear from Fairbrother and O's had the last attacking word when a shot from Brabrook appeared to be snaking home, until it hit a divot and bounced inches wide.

Torquay: Donnelly, Smyth, Kitchener, Potter, Young, Duane, Welsh E., Welsh A., Binney, Mitchinson, Scott (sub. Benson, for Scott 28 min.).

Orient: Goddard 8, Jones 8, Rofe 9, Taylor 9, Mancini 9, ALLEN 9, Lazarus 7, Bullock 8, Fairbrother 7, Dyson 8, Brabrook 7.