



WHEN Queen's Park Rangers clinched the Third Division (South) title in 1948, a 14-year-old youngster ran on to the Loftus Road pitch to add his own congratulations to skipper George Smith and his championship side.

Today George Smith is manager of Portsmouth . . . and that Rangers fan has developed into one of the brightest young managers in the business.

Recalls Orient manager Jimmy Bloomfield: "I was a fervent Rangers' fan in my younger days and I will remember the match that clinched promotion, and how I joined in the celebrations on the pitch. *Even now I have a soft spot for Loftus Road, even though I played for four London clubs and Rangers were not one.*"

Jimmy Bloomfield thought he knew all there was to know about the game after a long playing career when he took on the player-manager's role at Brisbane Road two years ago. "How wrong I was," he admits.

"It is only when you have to sit down to face the day-to-day problems that you realise just how complex football life is. As a player I often used to think in terms of a manager . . . how I would tackle this or that problem . . . which player I would have chosen for a certain role. **But you never get the real picture until the decisions really have to be made by you.**"

Jimmy's wife is probably the other person who has noticed the change most. "As a manager I have to take my thoughts home with me and sort them out while I'm watching television. That is when I do most of my planning. There's too much to get through when I'm at the ground."

When the Orient boss talks about the future he talks in terms of the club as a whole: "We like to think that we can carry on the good work which we have started here. We must aim as high as possible, even to the extent of the First Division again, and then Europe.

"If that sounds ridiculously ambitious, then that is the way Bloomfield thinks. "The moment you stop being ambitious in this game then you might as well pack in."

The Rangers' fan has come a long way since those Loftus Road days. **FOR JIMMY BLOOMFIELD, AND ORIENT, THE FUTURE LOOKS ROSY.**

AWARDS FOR 3 MANAGERS

THIS MONTH, for the first time, the Bells Scotch Whisky Divisional Awards for managers are announced and we take great pleasure in naming three hard-working managers who fully deserve this recognition for their services to the game.

February winners are:

DIVISION TWO: John Harris (Sheffield United).

DIVISION THREE: Jimmy Bloomfield (Orient).

DIVISION FOUR: Gordon Lee (Port Vale).

The Awards are made by *Football League Review* in conjunction with Bells main competition, The Manager of the Month Award.

The Manager of the Month is nominated by a panel of sportswriters, and wins a gallon of Bells Scotch Whisky and a £100 cheque, plus points for the Manager of the Year competition which carries a £1,000 prize and a handsome trophy.

Last year's winner was Don Revie of Leeds United who is well in the running again, along with all the top names in the game.

Our divisional awards will spread the opportunities around into the lower divisions.

ABOVE: Orient manager Jimmy Bloomfield, winner of one of the new Bells Scotch Whisky awards and firmly in the driving seat at Brisbane Road.

nowhere is catering regarded as the part-time "baby" it used to be many years ago.

Who ever thinks of catering . . . until he cannot get a cob, cuppa or beer quickly enough? Every second saved at the counters means there is no interference with your enjoyment of football. That's the way League clubs are now thinking, and **that's important.**

FOOTNOTE: Late postponements usually mean tea and coffee go down the drain, but one club told us that they now put unsold rolls into a Deep Freeze. **YOU CAN'T GET MORE MODERN THAN THAT**

ORIENT have joined the Tea-set. If Jimmy Bloomfield's boys continue their push for promotion part of their success can be marked down to the special cups of tea they brew at Brisbane Road.

Orient have their own brand, which is also on sale to their fans. Orient tea can be bought at 2/6 per half pound from the Orient Club Shop where manageress Mrs. Ruth Gimson says it has become one of her hottest-selling lines.

How did Orient discover this piece of one-upmanship in Club Shop stock? Says Mrs. Gimson: "One of our supporters is in the trade, and he came up with the idea of packaging our own brand. Orient Tea (that's the name) is very popular with the fans." With the players too . . . after a tough training session



they reckon there's nothing to match a good cup of their own tea. (See picture above.)

If you want to join the Orient tea-set drop a line to Mrs. Gimson at The Oriental Shop, Leyton Stadium, Brisbane Road, Leyton, London E.10. You'll find the tea is worth it.