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BRITISH SOCCER LIGERS UP.

Throughout the length and breadth of Britain, the men who make football headlines during the winter months have been hard at work, getting ready for kick-off day. A new season is beginning, one that could see the revival of British soccer. At the Football Association H.Q., in London Sir Stanley House faces the problem - how to find that shot-in-the-arm that's vital to the future of our football. England's team manager, Walter Winterbottom helps him seek the formula. Let's see what answers the clubs are giving. In Coventry, rebuilding doesn't only refer to their housing programs. They've been brightening up their football ground and, advised by trainer Vic Brown and manager Jack Fairbrother, have been buying top-line players like Colin Collinridge and Tommy Copel. Financially, things are looking up. Season-tickets sales have gone with a swing - yes, they're confident in Coventry.

Swansea too look at a brighter future now that coach Ron Burgess has come back to Wales again after a long spell with Spurs. Two of Swansea's big hopes are the Allchurch brothers, Ken, on the left, and Iver. Last year Iver scored the most goals for them, and helped save them from relegation. Kilmarneck (who owe plenty of thanks to manager McDonald in the blazer) hope to carry on their good work this year. Ralph Collins is a steel-worker during the week, and their captain and right-back on Saturdays.

Willie Harvey the inside right is another part-timer. He packs sweets for a living. A safety engineer and Kilmarneck's right half is Johnnie Russel.

Jimmy Brown, on the left, and Bob Thyme both have jobs in the motor trade. "Angus", Kilmarneck's mascot, lamb, is one of the few non-part-timers in this vigorous, go-ahead club.

Now to Weston-Super-Mare where Bristol Rovers have been trying an experiment. They've been living under canvas for a few weeks and really roughing it.

Intensive ball practice goes on through the morning, and afternoon, and when its time for grub, well they have to deal with that too. The day begins at seven a.m. and from then on its hard, muscle-building work.

Manager Bert Tann thought the idea up. His main purposes was to get the players in absolutely tip-top condition from the start of the season, and to instil in them a team-spirit born of friendship.

Yes, a tough course all right, but one that Bert Tann
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believes will pay off. He, (like all the managers we've visited) is full of confidence. That quality, as we saw in the World Cup, plus forceful, attacking football could set British footballers back on the road to the top.
