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INCLUDING LEAGUE FOOTBALL 5p OXFORD UNITED SWINDON TOWN

SATURDAY 17TH MARCH 1974

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I trust the first Sunday League Fixture at the Manor in the history of the club will coincide with an extension of the more favourable results for the team which began three games ago when we beat Portsmouth 3-0. Sunday soccer is something which we have kept foremost in our minds at Oxford and though the emergency situation has changed and perhaps a little novelty has worn off with attendances having dwindled, I still think we shall get a very interesting response for the visit of neighbouring Swindon Town. After three defeats, it was a good tonic to beat Portsmouth in our last home match, a lighter all round performance that was carried over into our successive away games against Bristol City and Orient. City were on top of the world after beating Leeds and it was great credit to the Oxford team to pull a point out of Ashton Gate. Our next assignment had all the trappings of being a real formidable test of football against George Petchey's promotion challenging side. But it was only an injury time equalizer from Orient, which prevented us taking both points - nothing more than we deserved



MANAGER GERRY SUMMERS

I feel sure that a measure of the improved form and results over the last month can be geared to the acquisition of Max Briggs. A manager can never be sure that a player will hit off with his new team straight away - sometimes it's never a happy marriage - but I am convinced Briggs' inclusion has had a great influence. Many of his attributes have a first division ring about them and his presence in midfield has given us new steadiness.

We have been a more compact according to the local press afterwards, side in the three games he has

played, something particularly evident in our last away matches. We worked tremendously hard against Bristol and dominated most of the game against Orient, a solid team effort on both occasions. Briggs has had a lot to do with this, his confidence enabling us to operate more smoothly. When ever Oxford played against Briggs in the past, I was always impressed by him, and I bought him after seeing him help Norwich beat QPR.

We were able to sign him, for a very reasonable fee, because as a new manager comes to a club he brings fresh ideas which necessitates the unloading of some players and, lucky for us, John Bond was agreeable to let Max move.

We welcome Swindon this afternoon, an opposition which we shall treat with as much respect as though they were Middlesbrough. The Second division is such a tight challenge, positions relate false gaps in abilities - and as this game is a local derby, League form and merit is not applicable in my estimation. I had the team together at a local hotel last night to try and build the right atmosphere for what is going to be a very vital game for both clubs.

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SWINDON TOWN, 1973-74 . . . Back (from left): Stroud, Hubbard, Allan, Spratley, Porter, Legg. Centre: Collins, Potter, Trollope, Burrows, Clarke, Jenkins, Thomas (now Derby), K. Morris (physiotherapist). Front: M. Owen (reserve trainer), Moss, McGovern, Bunkell, L. Allen (manager), Tuson, Treacy (now Preston), Butler, G. Edleston (coach).

After being pushed to the bottom of the table during a disastrous February, which produced only one point from five games, Swindon Town appeared to be coming to the end of an era . . . a six-year span that began with an astonishing triumph at Wembley and continued with the club's longest run in the Second Division.

The promotion and League Cup double of 1969 was the forerunner of exciting times for the

ambitious Wiltshire club whose banner was carried into Europe when they captured the Anglo-Italian trophy and an inter-league prize contested by the winners of the Italian and English League Cup competitions.

By 1970, their first season back in Division II, there was every prospect that Swindon's progress would not stop until they reached the First Division. Three points alone bridged the

gap between the Robins and promoted Blackpool in 1969-70 and when the club invested a big sum in a new grandstand, the whole set-up was geared for the final step up the ladder.

Sadly, however, things have splintered in the last couple of seasons, during which manager Fred Ford was replaced by Dave Mackay, who gave way to Les Allen, who, in turn, left the club on Election Day. This

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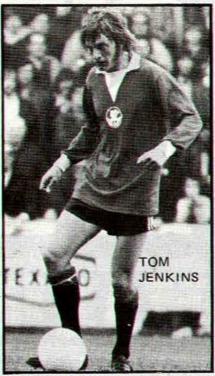
steady change in personnel is also reflected on the playing side, where only John Trollope, now the holder of Town's appearance record, Joe Butler and Frank Burrows remain from the Wemblev side.

Outsiders probably regarded the big-money transfers of Don Rogers, to Crystal Palace, and Rod Thomas, to Derby County, as inevitable moves, but Swindon kept faith with their supporters by holding on to these assets for as long as possible. Two other League Cup heroes were also up-graded on leaving the County Ground, Stan Harland switching to Birmingham City's 1971-72 promotion team and Peter Noble leaving to assist Burnley on their return to Division I.

Even Swindon's most optimistic loyalists then conceded that the Third Division seemed just around the corner. No one was more dismayed than Les Allen, who had scoured the country for the kind of players that might have arrested the slide. He managed to capture England Youth international full back John McLaughlin from Colchester United, and paid £20,000 for Portsmouth defender David Munks.

Amidst the few bright spots was the discovery of 17-year old David Syrett, who was promoted from last season's junior side and has since won England Youth honours. Additionally, Swindon received fine service from Wolves striker Peter Eastoe, who scored seven goals in 11 games on loan but was recalled to Molineux when the Midlanders realised they had a top asset on their books.





Joe Butler, one of Swindon Town's three "survivors" from their 1969 League Cup-winning team, and Tommy Jenkins, the club's record fee signing when replacing Don Rogers last season, both suffered disappointment of being released without a real first-team chance at their original clubs. But, whereas Butler has fond memories of winning honours with Swindon, the unlucky Jenkins has missed out on the medals despite two big-money moves.

Butler, a stockily-built Geordie who can play in the back four or in midfield, didn't have long to achieve success when leaving behind a three-game League career with Newcastle United to join Swindon in August, 1965. He was part of the club's re-building programme following relegation to the Third Division and now, with just over 300 League games behind him, he can look back on an appearance at Wembley, membership of a promotion team, and success when Swindon won the Anglo-Italian tournament.

Jenkins, a nippy left winger with above-average skills, suffered more than one blow while trying to establish in League soccer. After one appearance for Orient, he dropped into the Southern League with Margate before making a dramatic skip into the First Division. He was given just 21 League games by Reading - and then joined Southampton for £60,000. That was in 1969 and he soon became a regular choice for the No 11 spot. However, his opportunities grew fewer and he switched to Swindon for £50,000 in October, 1972.



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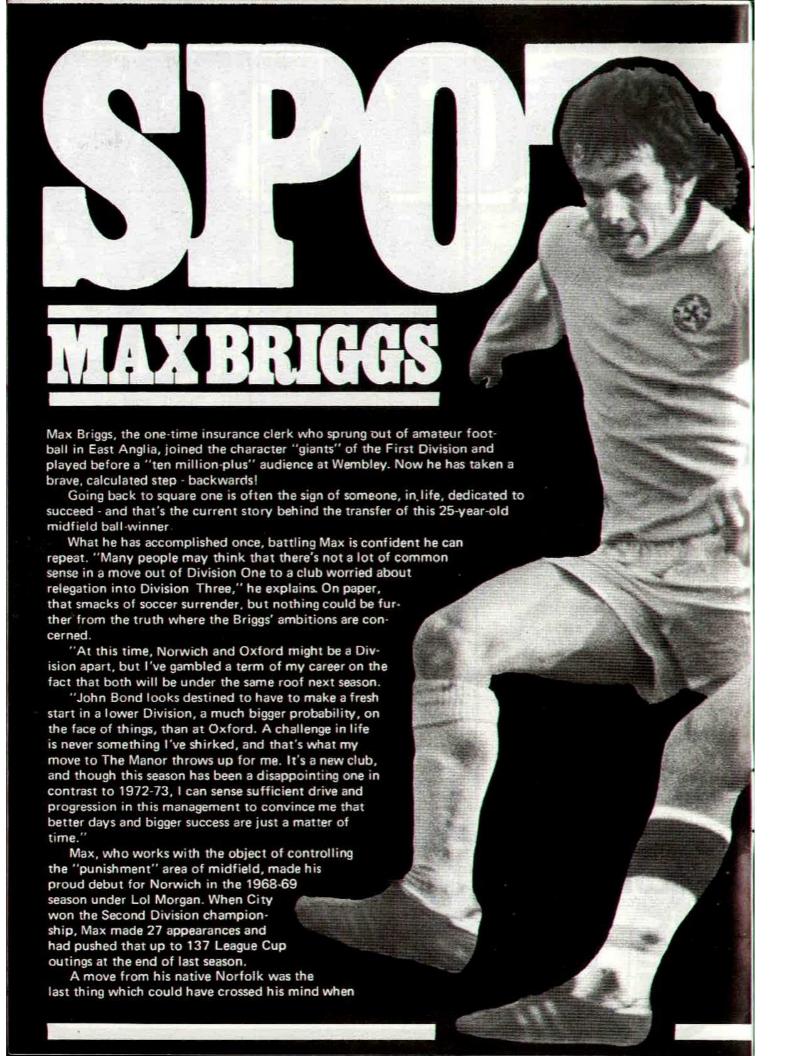
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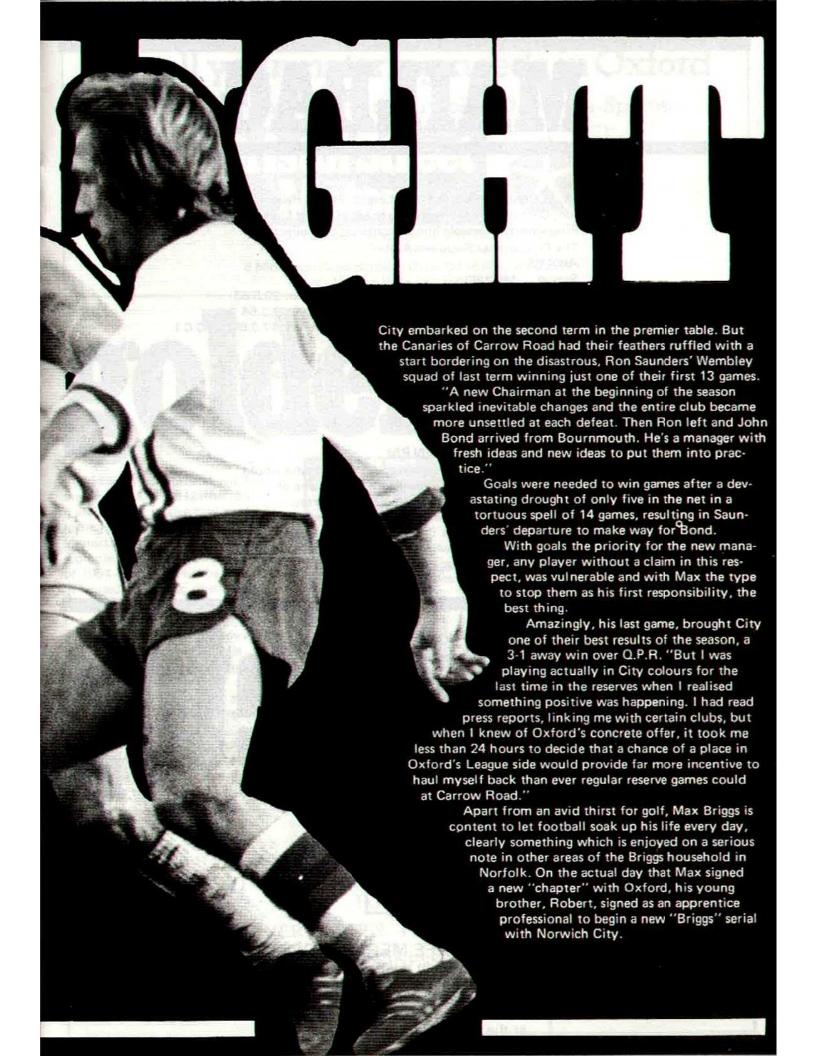
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Season		Torquay 28.11.63 Newport 2.3.64
Season		Newport 26.12.64 Hereford 17.3.65. (H.S.C.).
Season		Colchester 21.1.67
Season	1969/70	Huddersfield 24.2.70 Cardiff 28.3.70
Season		Carlisle (FLC3) 6.10.70 Cardiff 6.2.71
Season		Sheffield Wed. 24.11.73
HOME		
Season	1969/70	Preston 27.12.69. (Post).

PEN PAL

I am sure there are many female supporters who would like to form a Pen Friendship with Roger Lane of 88 Greenvale Drive, Timsbury, Bath, Somerset.

Roger who is 22 years travels around the Country watching the Wolves & Bristol City. So come on girls get the pens out and who knows you may convert him to a United Supporter.

manatthetop



MERIT TABLE	
D. ROBERTS	42
R. BURTON	35
G. ATKINSON	24
H. CURRAN	21
C. CLARKE	21

ABBEY LIFE MERIT TROPHY

Well Dave's still there now holding a seven point lead at the top of the Merit Table, but he can't be too over confident because Roy Burton is still pushing for the No. 1 spot. Remember there's a £ 100 First Prize plus a Trophy to be presented by Abbey Life at the end of the season.

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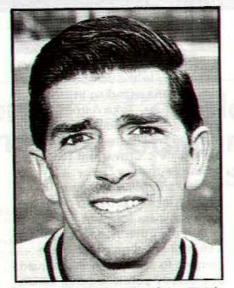
goldenoldie

Colin Booth only played one full season with Oxford United, but it was enough to give him a secure resting place among the club's immortals. He was leading goal-scorer in the promotion season of 1964-5, and one of the key men in United's rise from obscurity.

Then his career was tragically cut short. He had a cartilage operation in 1966 after a serious injury in a Combination game and a specialist declared his League career ended in April 1967.

Now Colin works as an insurance agent, but he still retains a keen interest in football.

He also watches Manchester City when ever he can, because they have always been his team. But though he was born in Manchester



it was with Wolves that he started his career back in 1952 and came on the fringe of international honours. In fact he was selected as substitute for England under 23 against France at Bristol in October 1957. It was the match in which Alick Jeffrey so tragically broke his leg, and Colin came on in his place.

In 1959 he was transferred to Nottingham Forest for £20,000 and began a remarkable run of goal-getting. In the next two seasons he topped the Forest scoring list and when transferred to Doncaster Rovers in 1962 for £11,000 he did the same for them over the next two seasons in which he scored 62 goals.

Finally transferred to United for £8,000 he became a club's leading goalscorer for the fifth successive season with 23 goals that took United out of the Fourth Division.

A.A. RAC.

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Former England striker Jeff Astle ended a nine-month nightmare when he returned to the West Bromwich Albion team with a point-saving goal against Bristol City. "It was my magic moment," smiled the delighted Astle - and the crowd thought so, too. Hundreds of spectators invaded the pitch to salute the return of the striker they call "The King".

Astle, who underwent a fourth and final cartilage operation during the summer, confessed that he had not been 100 per cent. fit at the end of last season. But the needs of Albion's First Division relegation fight encouraged him to come back for the final 15 games. "I scored five goals," he recalls. "But I believe I'll do much better now."

Like every professional, and particularly those who have sampled the heady atmosphere of meeting Brazil in Mexico four years ago, Astle felt that reserve team football was becoming too much of a drag. Although he admitted that he was not ready before Christmas, he said: "I did my level best for the reserves, but needed the inspiration of a big crowd to bring out the best in me. And I would love to repay the fans by helping Albion back to the First Division."



The Second Division is always interesting in the comparison between the spending attitudes of various clubs. Take Aston Villa, for example. Although armed with £65,000 from a new Share issue, manager Vic Crowe still felt it necessary to take Derby County's £200,000 cheque for Bruce Rioch in order to negotiate for a top-class forward.

On the other hand, Sunderland, a club of equal potential, were content to strengthen their squad in a quietly-publicised deal which saw them take Mansfield man Dennis Longhorn in exchange for a modest cheque and the Roker

team's reserve striker, John Lathan.

Manager Bob Stokoe has never spent more than £65,000 on a player and considers that the 24-year-old Longhorn is the kind of dedicated professional who can do a good job for his side. Mr Stokoe commented: "When a player is desperately keen to join a club like Sunderland that must be a good start. Now it is up to him to justify our confidence."

Longhorn began his career with hometown Bournemouth, playing, incidentally, against Sunderland in an FA Youth Cup semi-final, and had only a handful of first-team outings before joining Mansfield on loan and then transferring permanently for £5,000.

It was around the time of Longhorn's latest move that we were involved in selling John Evanson to Blackpool and buying Max Briggs from Norwich as a replacement. We congratulate both men on bringing good fortune to their new clubs - and, funnily enough, by the same 3-0 scoreline. Evanson helped Blackpool in an impressive away win at Notts County and his new skipper, Glyn James, promises him a good chance of First Division football next season.

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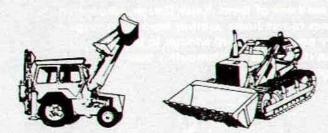
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SUPPORTERS CLUB

When we visited Swindon Town on 20th October this season the headline above the Oxford United team photograph in the Swindon Town programme read "Oxford now desperate for points".

Well, the position hasn't changed much since then because we are of course still desperate for points. What can be said though is that Swindon, having suffered even more than we have, are now entrenched at the bottom of the league.

On 20th October we were nineteenth of twenty two and that is exactly where we are at the time of these notes going to press. Today's game therefore makes this - the sixteenth league meeting between the two Clubs - the most important to date.

Now, this is where we can all play our part. Let us get well and truly behind our lads and see if we can cheer them to a resounding victory. If anyone can, it is you lads in the London Road stand whose cheers can be music to the ears of our players.

WELCOME TO MAX BRIGGS

Although this is his second home match, and in fact his fourth game in Oxford United colours, this is the first opportunity we at the Supporters' Club have had of welcoming Max Briggs. So we wish you a long and successful stay with the "U's" Max.

Which reminds me that the old slogan "Win or Lose Up the U's" is hardly heard these days, I wonder why? Could it be that the younger generation regard this type of slogan as kids stuff or is it that the earlier enthusiasm when we first pushed into Football League limelight is not quite so visable?

Of course there has been talk of the Commercial Managers introducing the "Don" as an Oxford mascot. I don't know whether this is a definite proposition but if it is then for obvious reasons we could not use the samslogan!

I personally would not like to see the "U's" disappear, to me it is a pleasant reminder of our continous march forward and I'm sure there is still plenty of scope for "Up the U's". STOP PRESS

Just before these notes went to press, a week ago last Thursday, I read of the appointment of Mr. Danny Williams as Swindon's Manager once again. He has quite a job on his hands this time but his past achievements have proved he will be well up to the task.

JIM HUNT (Secretary/Treasurer)

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STATISTICS

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	P	W	D	L	F	Α	W	D	L	F	Α	P	Best	Average
Middlesbro	31	12	3	1	25	7	7	7	1	21	15	48	37038	21451
Luton	31	9	5	1	29	16	6	4	6	15	20	39	15259	10363
Orient	31	8	4	3	22	11	5	8	3	24	20	38	20611	10893
Blackpool	32	8	4	4	23	12	-5	7	4	20	18	37	18575	10087
W.B.A.	31	7	6	2	21	13	6	5	5	19	17	37	43080	16568
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Carlisle	30	8	5	3	29	15	5	3	6	15	20	34	11152	7488
Notts County	33	6	4	6	25	28	6	5	6	22	20	33	30036	12839
Hull.	32	8	7	1	20	9	1	8	7	13	25	33	17409	8779
Sunderland	31	7	6	3	25	11	5	2	8	16	19	32	41658	24151
Fulham	30	9	3	3	19	10	3	5	7	10	17	32	14971	9293
Bolton	31	10	2	3	25	12	2	5	9	11	20	31	23315	14816
Millwall	32	7	4	5	22	13	3	6	7	17	27	30	15143	9543
Bristol C.	32	7	5	4	22	16	4	3	9	15	25	30	25438	17802
Portsmouth	31	7	6	3	20	13	3	3	9	13	37	29	20062	14549
Aston Villa	30	5	8	2	22	14	3	4	8	7	16	28	37323	26351
Cardiff	32	6	5	5	19	13	2	6	8	17	31	27	14799	10150
Preston	32	7	6	3	22	16	1	6	9	12	29	27	21747	12741
Oxford U.	31	6	6	3	23	16	1	5	10	6	23	25	10161	7596
Sheff, Wed.	32	6	5	5	22	18	1	4	11	12	29	23	17816	13544
Crystal P.	31	4	6	6	18	19	2	4	9	10	25	22	30054	21036
Swindon	33	5	7	5	20	22	0	2	14	9	34	19	13991	7118

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ATKINSON	23	4	FLEMING	14	123
AYLOTT	14	7 01 17	GOUGH	9	2
BRAY	3	15500	JEFFREY	10	1
BURTON	34	1042/11	LIGHT	14	-
CASSIDY	25	6	LOWE	10	-
CLARKE C	26	1	LUCAS	20	N-
CLARKE D	33	5	ROBERTS	34	1
CURRAN	28	11	SHUKER	32	1
EVANSON	24	-	SKEEN	17	-
FLAY	2		BRIGGS	2	-

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MATCH DETAILS

FIRST TEAM

Sun. Feb. 17th, Lost 2-0 Crystal Palace (away) Burton, Light, Shuker, Roborts, Clarke C. Evenson, Gough, Atkinson, Clarke D., Curran, Aylott, Sub. Skenn rep. Evanson 70 min.

Sat. Feb 23rd, Won 3-0 v Portsmouth (home) Burton, Light, Shuker, Roberts, Clarke C., Briggs, Gough, Arkinson, Curran, Clarke D., Avlott, Sub. Bray d.n.p. Scorers Gough Curran Aylott

Set. March 2nd, Drew 0-0 v Bristol City (away) Burlon, Light Shuker, Roberty, Clarke C., Briggs, Gough, Atkinson, Curran, Clarke D., Aylott, Sub. Skeen d.n.p.

RESERVES

Sat. Feb. 16th, Lost 2-1 v Ipswich (Home) Thomas, Lucan, Flay, McFarlane, Smithson, Lowe, Campbell, Fieming, Cassidy, Foley, Jeffrey, Sub. Taylording, Scorer Smithson (pen)

Sat. Feb. 23rd, Won 2-1 v Swensea City (away) Thomas Lucas, Flay, Taylor, Smithison, Lowe, Campbell, Fleming, Cassidy, Foley, Jeffrey, Suo Bodell d.n.p. Scorers Cassidy, Foley.

Tues. Feb. 26th, Won 2.1 v Bristol City (home) Baker, Lucas, Flay, McFarlane, Smithson, Lowe Campbell, Fleming, Cassidy, Bray, Jeffrey, Sub, Taylor d.s.p. Scoter Bray (2)

YOUTH

Thurs. Feb. 21st, Drew 1-1 v Birmingham Baker, Pill. Locke, Taylor, Bodell, Tait, McGrogan, McFarlane, Foley, Styles, Jones, Sub-Duncan response Styles 60 min. Scorer Tait

Thus Feb. 28th, Drew 1-1 v Leicester Baker, Pill, Locke, Taylor, Bodell, Teit, McGrogan, Duncan, Foley, McFarlane, Jones, Sub. Hes d.n.p. Scoter Foley

Norwich City A.F.C. Bournemouth Leicester City Ipswich Town Arsenal Luton Town Plymouth Argyle Swindon Town Cheisea Tottenham Hotspur	Pid 28 29 28 30 28 27 25 26 28 28	Won 17 18 16 95 12 12 11 11 11	Dwn 6 4 6 6 9 6 7 7 6	Lost 5 7 6 9 7 9 7 8 11 9	For 55 41 60 37 59 43 59 44 70	Agst 26 32 18 43 29 42 34 33 34 32	Pt 40 40 38 35 30 29 28 28 28
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Birmingham City	28	10	6	12	28	29	26 26
West Ham United Crystal Palace Bristol Rovers Cardiff City	25 25 28 29	10 10 8 8	5595	10 10 11 16	31 31 37 31	31 36 48 52	25 25 25 21
Bristol City Southampton	21 28	8 5	4 7	16	31	52	20
Swansea City Reading	23 25	6	3	14 21	29	48 50	15

Date			Opponents	Att	FA
Aug	25	A	Hull City	7721	0-0
Sept	1	H	Nottingham Forest	7638	1-0
	8	A		28078	0.2
	12			8572	0-5
	15	1000	Sunderland	9022	0-1
	19	H		6739	2-1
	22	A		5093	1-2
	29			8046	0-0
Oct	2	A		9279	0-0
	6	A		11669	1.2
	10			7131	1-1
	13	н		10161	1-1
	16		AND DOOR OF SHIP IN THE PARTY OF THE PARTY O	6435	0-3
	20	A			0.55
	24	H		7537	0-1
	27	Н		6127	4-2
Nov	3			8830	1-1
INOV			Bolton Wanderers	12709	1-2
	10		Middlesbrough	8733	0-2
	17		Preston North End	6750	1-1
	24		Sheffield Wednesday	7998	1-0
Dec	1	182 (6)	Millwall	Postp	
	8	A	Albion	12098	0-1
	15	Н		5001	2-2
	22	Α		4973	1-3
	26		Bristol City	7493	5-0
	29	Н	Aston Villa	10149	2-1
Jan	1	Α	Nottingham Forest	18079	1-1
	5	Н	Man City F.A. Cup 3	13435	2-5
	12	Α	Sunderland	16509	0-0
	19	Н	Hull City	6094	1-1
250	26	H	Millwall	5397	0-3
Feb	2	Α	Blackpool	508	0-2
	9	Н	Carlisle United	Postpi	oned
	17	Α		23169	0-2
	23	Н	Portsmouth	7765	3-0
Mar	2	A		25438	0-0
	9	A			
	17	Н			1287
	23	A			
	30	H	Bolton Wanderers (SF)		
Apr	6	Н	Sheffield Wednesday		
	12	Н	Luton Town	FEE TOUR	To the
	13	A	Preston North End	AN ANAL	A-14-
	16	A	Luton Town		-
	20		Albion		
	23	H	Carlisle United		
May	4		F.A. Cup Final		
		10		ATOM RET	

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NAME OF THE GAME RESULTS









ANSWERS TO THE "NAME THE GAME COMPETITION" ARE:-

1	OXFORD'S OPPONENTS	THE GOALSCORER	FINAL RESULT
1st Photograph	MANCHESTER CITY	HUGH CURRAN	LOST 5-2
2nd Photograph	NOTTS COUNTY	DAVE ROBERTS	WON 2-1
3rd Photograph	ASTON VILLA	GRAHAM ATKINSON	WON 2-1
4th Photograph	BLACKPOOL	HUGH CURRAN	DREW 2-2

Your response to our recent Picture Quiz resulted in us netting a hefty postbag of entries and, judging by the surprise number, fans near and far enjoyed the competition and the chance of seeing todays game from the Stand.

The three prizes, double seats, were won by the first three correct entries out of the bag drawn in the

Commericial Manager's office by John Moore and Tom Edmunds. The lucky trio turned out to be: J. Cook, Orchard House, Longborough, Moreton-in-the-Marsh; J. Paintin, 1 Common Close North Leigh, Nr. Witney; C. King, 23 Vicarage Close, Chalgrove, Oxford. Well done all three, and we hope that you and your friends enjoy another correct result this afternoon.

behind the scenes

The talking point at the moment is whether the club will ultimately move from the Manor or not. Outline planning permission has been received for what is known as the Horspath Driftway, but strong opposition from residents to the move will now involve us in an enquiry. When this is to he held, or what will be the outcome, is anyone's guess. Alongside this has now emerged a plan for the development of the Manor, and this has very much interested the Directors. When several points at issue have been settled, no doubt the Board will press forward with the new plan.

We are sorry to see our friends from Swindon suffering so much this season, and although we ourselves are far from being safe from relegation, we do have a

hope.

Such is fame. When we went to Sunderalnd last season, it was prior to them entering the 6th round of the F.A. Cup, and we played before a crowd of 40,000 anxious to get tickets. This year we went to Bristol City when they were in the same situation, and had a crowd of over 25,000.

By comparison, Swindon who like ourselves have enjoyed fame in the past, must be suffering their lowest ever "gates", while we have taken a drop in out attendances this season of 20,918 to-date.

A disturbing factor to all concerned, but thankfully our Commercial Managers, Messrs John Moore and Tom Edmunds, appointed at the commencement of the season have replenished our revenue substantially through the medium of the weekly Lottery, but where this was hoped would help in the acquisition of new players, it has only contributed to our efforts to balance our budget and keep our heads above water.

The club has acquired a property which it intends to use as a hostel for our young apprentice players. This commends itself in many ways, the

expense being offset in part by the saving in other directions, plus the Manager and his staff keeping a closer contact with the lads. This also gives a measure of assurance to parents when their sons come to us.

Although the crowds have not been so good this season, one very satisfying feature has been the support accorded to the collections on the ground, sanctioned by the Board. All have increased from previous collections, the Old Folks Party with a sum of £74, and the Horspath Scout Band over £100. Those concerned express their thanks to you all. We have many friends and supporters with the Oxford Operatic Society, and this year, on 25th - 30th March, they are presenting at the Playhouse "The Sorcerer" by Gilbert and Sullivan.

This is the first opportunity I have had this season of communicating with you since the programme was re-devised, and wish to point out that I am not now Editor of it. The column will be shared with Mr. Derek Wright, who from time to time will have Club accouncements to make.

VIC COULING. Director.

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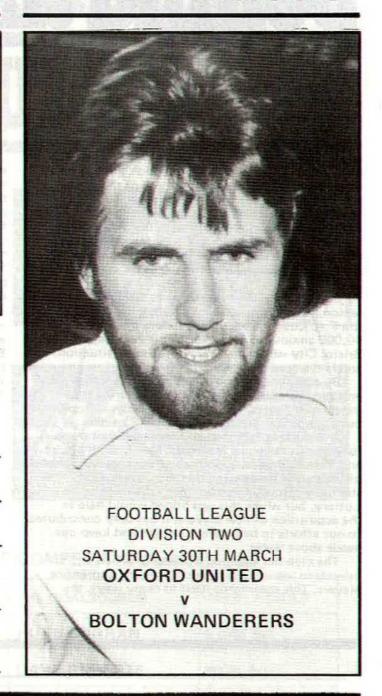
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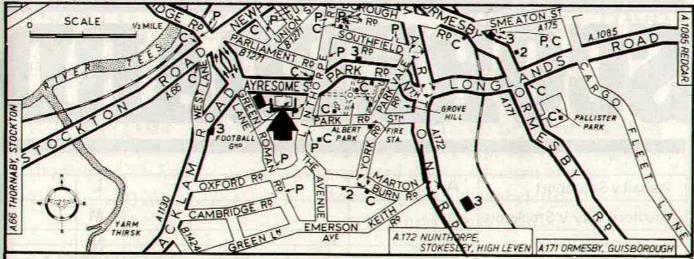
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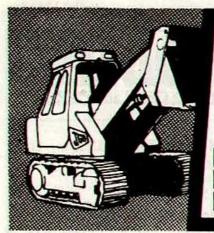
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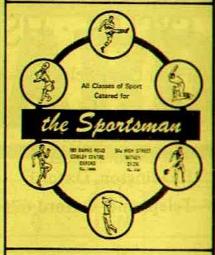
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