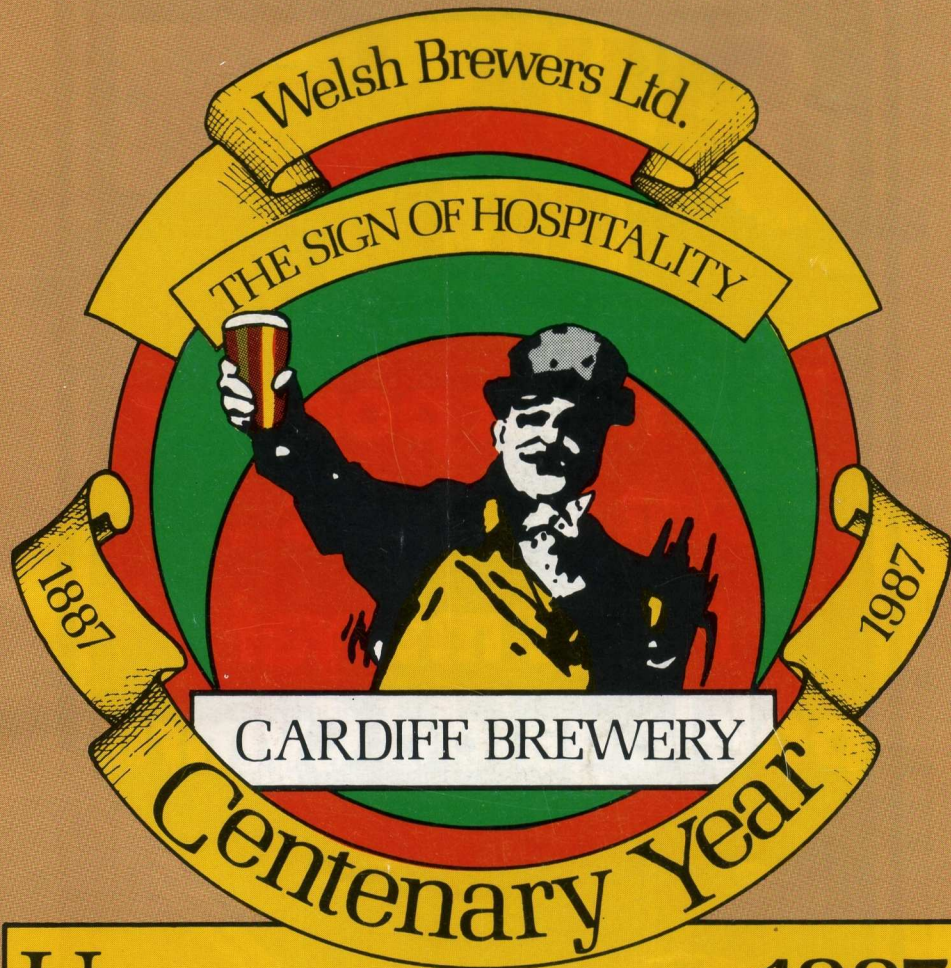


# "THE FRANK HANCOCK MATCH"

IN AID OF THE W.R.U. CHARITABLE FUND

CARDIFF ARMS PARK



Unsurpassed in brewing since 1887

## CARDIFF v. A WELSH INTERNATIONAL XV

MONDAY, 9th NOVEMBER, 1987 — KICK OFF 7.15 p.m.

Programme 30p



# Allbright Bitter

The most popular  
pint in Wales...

Peint mwyaf  
poblogaidd Cymru



Now  
available  
in cans.



## Welcome from the Chairman of Welsh Brewers Limited

"It is my pleasure to welcome you to Cardiff Arms Park this evening and to thank you for supporting this 'Frank Hancock Match' in aid of the Welsh Rugby Union Charitable Fund.

1987 is a rather special year for our Cardiff Brewery as it celebrates '100 years of Brewing'. Welsh Brewers Ltd. have held many events to mark this historic anniversary, but none has been more important than tonight's match.

We would like to express our special thanks to all those responsible for staging this event, particularly the Cardiff Rugby Club and the Welsh Rugby Union, whose ready agreement and practical assistance have been of immeasurable value.

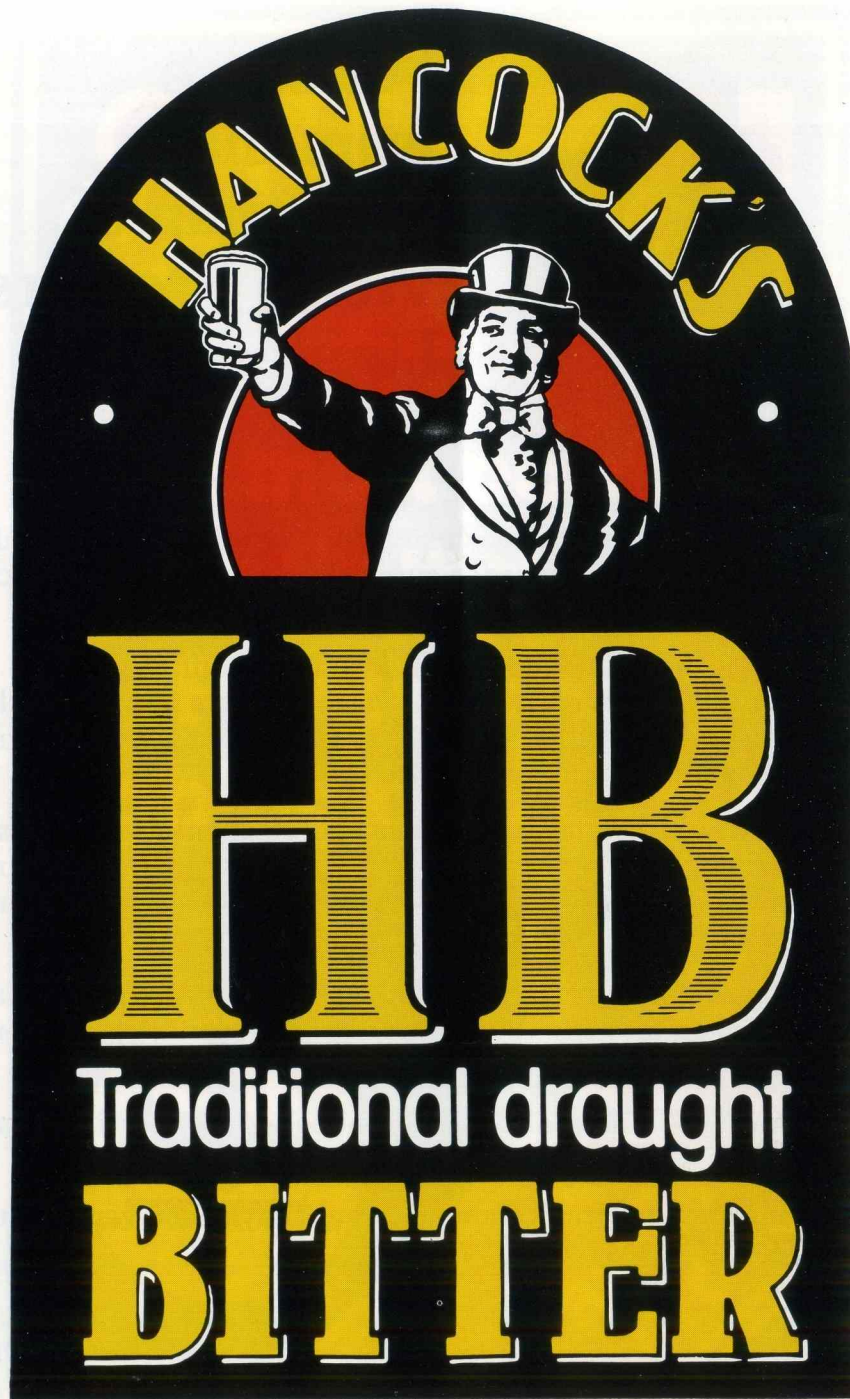
We are also extremely grateful, and indeed very proud that His Royal Highness The Prince Edward has so kindly consented to give this evening's game his support.

The W.R.U. Charitable Fund is indeed a most worthy cause and one which Welsh Brewers Ltd. is privileged to assist.

I am sure that Frank Hancock would have been very proud of this 'Royal' occasion."

**ARTHUR LESTER**  
Chairman, Welsh Brewers Ltd.





F. E. HANCOCK

higher class David Morgans or James Howells. Haircutting did not even escape as you were 'Arry Owen in Bridge Street (that's where that dreaded Lady Barber used to perform) or Pricey's at the top of Bute Road.

And so it was for the noble art of taking a swallow or two. Now this is where the great divide really began to hot up. Cardiff were well served in this respect by two local brewing giants – Hancocks and Brains. A defection from one political party to the other would be but a nine day wonder and eventually forgotten. The desertion of one brew for the sake of the other however was considered the most cardinal indiscretion and was unforgivable in a lifetime.

No matter to whom we paid our allegiance however, as young impressionable boys we were united on one particular point. That was to sit astride the railings at the top of Penarth Road in readiness to watch the Hancock Shires negotiating their fully laden drays up the steep hill. These magnificent animals would be put on the trot as soon as they turned out of Crawshay Street. By the time they reached the bottom of the hill they were going as fast as I had seen Errol Flynn charging his celluloid Light Brigade at Balaclava on a visit to The Olympia. This colossal concentration of real horse power with sparks virtually flying from their hoofs was something you wouldn't stand in the way of – even policemen. It was a fine sight and as true a demonstration of raw non-mechanical energy that you would wish to see. It certainly etched the name of Hancock in our young minds.

At the time I knew that Cardiff had something going for it in the rugby world. Little did I realize however in later years it was to be my great privilege to play for the Club. It was during this time but more so later as an administrator, that I began to learn of the magnificent contribution that the Hancock family made to Cardiff in general, but Frank to Cardiff R.F.C. in particular, during its fledgling years.

So, who was this Frank Hancock? To begin with he was born in Somerset in 1862, one of four brothers, three of whom were destined to play for Cardiff. At the very early age of seventeen he was captain of his local club Wiveliscombe. During his two years in tenure, no side managed to beat them at home. He also captained his county side and came out with a very creditable record against such redoubtable opponents as Blackheath, Oxford and Cambridge Universities, Gloucestershire, Middlesex and Devon.

It was towards the end of the nineteenth century that South Wales began to catch up with the industrial revolution that had gripped England. The black diamond – coal – had put Cardiff well and truly on the map and businesses were flocking in to take advantage of the boom. One such entrepreneur was brewer and private bank owner from Wiveliscombe, William Hancock, father of Frank. He purchased the Bute Dock Brewery in Cardiff and then acquired the Anchor Brewery in Newport in 1884. This eventually led to the foundation, in 1887 of William Hancock and Co. Ltd. And thus was born a Cardiff legend.

The Hancock families migration from the West County saw Frank cast his eyes towards the Cardiff club. He made his first appearance in the famous Blue and Black however for the reserve team against their Newport counterparts. Such was his impact in that game that the following week he was drafted into the First XV due to the absence of one of the regular threequarters. Cardiff played Cheltenham College on the day and at that time were a very strong outfit indeed. Cardiff won the game and both tries obtained were scored by F.E. Hancock who performed exceptionally well indeed.

## It was more than Hancock's Half Hour

As a young town boy growing up in Cardiff in the 1930's, I and all my friends of the time were very conditioned in thought and attitude. There always appeared to be just one of two camps in which to nail your colours to the mast on any facet of life. This mostly stemmed from home environment and parental influence. You were either Tory or Labour in those days – no middle of the road. Indeed I well remember the song we used to chant on local election days. It extolled the virtues of your parents' candidates, but stated in very down to earth terms, at which part of the anatomy the contents of a penny pop gun should be discharged at his opponents.

Then again, on Boat Race Day and The Varsity Match we were Light or Dark Blue (not that many of us aspired to those great seats of learning in later life). Even on the shopping front it was either Liptons or The Home and Colonial and for a little



The next match Cardiff were to play was a turning point in the history of the game. It was against the powerful Gloucester club on 23rd February 1884. Prior to this date the established format of a side was a full back, 3 threequarters, 2 half backs and nine forwards. The Cardiff selectors of the time however were pushed into a corner because Frank's excellent performance at Cheltenham meant his inclusion was inevitable. A stroke of genius produced the answer however as all three regulars were selected plus Frank Hancock to the exclusion of the ninth forward. And so it was the 4 threequarters system as we know it today came into being. Although the system was from then on adopted by Cardiff it had its critics in some other circles.

By this time the Welsh selectors had become aware of Hancock's exceptional ability and he won his first cap against Ireland in 1884 a game which Wales won. He went on to gain three more caps and was captain of Wales against Scotland in 1886. This was the first time that Wales went into a game with the four threequarters system in action and it didn't prove too successful. The arctic conditions on the day appeared responsible and the Scottish 9 forwards were playing havoc with Wales 8. Hancock as captain did some positional changes which meant moving Llanelli full back Harry Bowen (a hero at Stradey since his debut at the tender age of 15) was moved into the forwards and A.J. 'Mankey' Gould was moved to full back. Wales lost the game and both The Scarlets and The Black and Ambers were up in arms about "this Hancock business" which caused Wales to revert to the old 3 man system for the next few years. The merit of the new system was catching on all over the country however and Wales embraced it by 1888.

By Season 1885-86 Frank Hancock had earned tremendous respect for himself in Cardiff rugby circles and was by now a director of the family brewery. On the field he stood 5'10" tall and weighed 12½ stone and was a commanding figure. His powers of leadership were second to none and his sense of fair play was meticulous. His skill at his own game and his ability to read his opponents play put him light years ahead of most of his contemporaries. Although not endowed with great speed his clever corkscrew running baffled most opponents. On his tackling it was said that any man who evaded him deserved to do so.

It was a combination of all these wonderful qualities which saw him elected captain of Cardiff for season 1885-86. And what a season that turned out to be. From day one he encouraged his players to adopt an attractive, enjoyable and running style of rugby with scoring tries as the paramount aim. Indeed it was once reported that he chastised a player for attempting to drop for goal instead of going for a try. He made it perfectly clear that any other such transgression would result in an early bath for that particular player.

The side of that season went from strength to strength and, as can be seen from the fixture list printed elsewhere in this programme, won all but the last of the 27 games played. To score 70 goals and 61 tries whilst conceding only 3 goals and 1 try was quite phenomenal in those days. The captain must have had great faith in his place kicker too because all seventy converted to goals were kicked by H. 'Sawdust' Hughes.

Further perusal of that list however shows the utter disappointment that must have permeated The Arms Park on April 17th, 1886. There must have been great celebrations in hand prior to the game against Moseley. After all, hadn't we already beaten them on their own patch earlier in the season. To have the cup of invincibility dashed from the lips at the very last swallow must have been frustration personified.

The glories of 1885-86 season could not be denied however and as is written in the history of the club, "Hancock's team attained a greater degree of perfection in passing and skilled combination than any other team that had ever represented Cardiff up to that time." Indeed Frank Hancock set a pattern of back play for the following generations to emulate and wasn't that challenge readily accepted and brought to fruition by those later generations in a manner that the great Frank Hancock would have thoroughly approved of. The procession of classic back players who have punctuated the Cardiff scene since then is now legendary. I will refrain from quoting names because space is not available to include all those worthy of mention. Suffice to say Frank Hancock would have said "Well done lads".

The Hancock season also proved the old adage that "Nothing succeeds like success." During the campaign the gate receipts soared and the ground accommodation was extended and improved. In 1880-81 gate takings were £69-11s-0d, but in Hancock's year they had risen to £720-3s-9d (not 8d or 10d but 9d). Thus the financial foundation had also been well and truly laid. By 1890-91 the receipts were a massive £1,223-16s-10d with additional income from 299 season tickets and 968 workman's tickets.

Ironically enough that season 1890-91, saw the departure of Frank Hancock from the Cardiff Club as player and administrator at the early age of 29. His contribution though was just incredible and was instrumental in creating the launch pad that sent Cardiff to the upper stratosphere of World rugby. It is perhaps very fitting that the proceeds of tonight's game will be donated to the W.R.U. Charitable Fund. Why appropriate? Well in Hancock's year, gate receipts were so bountiful for the time, that £260 was donated to local charities. Is there anything new in this game of ours? Yes, it seems we won't ever see the likes of Frank Hancock again.

PN.

**Worthington**  
**Dark**

**Dark,  
distinctive,  
different.**



1885=1886.



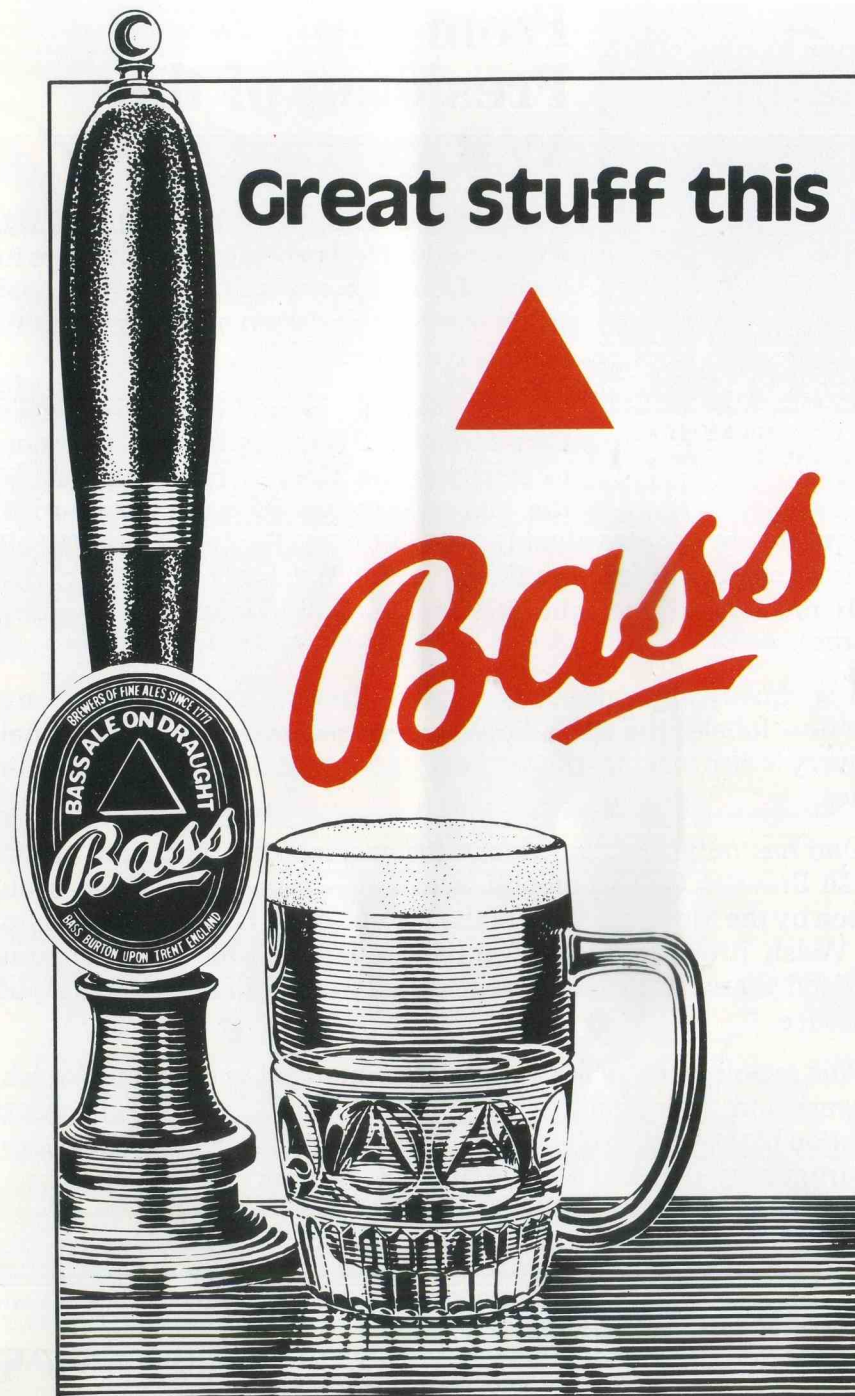
### CARDIFF 1st XV.:

*Top Row*—A. DUNCAN, A. F. BLAND, A. J. HYBART, J. A. SANT, A. EMERY, G. YOUNG  
A. F. HILL, H. J. SIMPSON, W. H. TREATT.

*Middle Row*—W. JONES, H. HUGHES, C. S. ARTHUR, F. E. HANCOCK (*capt.*), W. M. DOUGLAS,  
Q. D. KEDZLIE, A. J. STEWART.

*Bottom Row*—D. LEWIS, J. MAHONEY, W. E. JARMAN, W. STADDEN.

Here they are, Frank Hancock's boys who blazed those early trails in such glorious fashion. Twenty of these players received an all Cambridge Blue cap at the end of the season for the first time. This tradition exists to the present day with a similar award for 20 games within a season for the First XV.







**W. GEORGE MORGAN**  
President, W.R.U. 1987-88

## From the President of the W.R.U.

"As President of the Welsh Rugby Union, it is an undoubted privilege and pleasure to accord a most sincere welcome to His Royal Highness Prince Edward on his first visit to Cardiff Arms Park.

This fixture in aid of the W.R.U. Charitable Fund is an appropriate occasion to celebrate the 'Centenary of Brewing' of the old Hancock's Brewery in Cardiff, bearing in mind, the invaluable contribution to Rugby Union Football made by one of its Directors, the late Frank Hancock of Cardiff Rugby Club and Wales fame, who first introduced the four three-quarters system.

It is equally appropriate that Welsh Brewers Ltd., the Company who now inhabit the splendidly modernised and extended original Brewery is also making a most effective contribution to 'The Game' in Wales.

One has only to acknowledge for example the existence of the Welsh Brewers Cup Competition which is eagerly contested each season by the Members Club of the Welsh Districts Rugby Union and the Welsh Brewers Rugby Annual for Wales which for the past nineteen years has proved a most valuable and interesting source of reference.

This evening, the much appreciated financial injection by Welsh Brewers Ltd. has under-written and ensured a most generous donation to the W.R.U. Charitable Fund. Equally Cardiff Rugby Club is particularly thanked for the absolute support and co-operation necessary to stage such a commendable and worthwhile event.

I sincerely thank the players, the referee and his touch judges and all those other good folk associated with this evening's most prestigious and 'Royal' event."

**W. GEORGE MORGAN**  
President, W.R.U., 1987-88



Prince Edward playing for Jesus College, Cambridge University in October 1983.





BOB NORSTER (Captain)



Worthington  
**Best  
Bitter**  
GO FOR IT!

# "THE FRANK HANCOCK MATCH"

IN AID OF THE W.R.U. CHARITABLE FUND

## Cardiff

From:

M. RAYER  
G. CORDLE  
D. EVANS  
R. CARDUS  
C. WEBBER  
S. CRANDON  
C. CONWAY  
A. HADLEY  
G. JOHN  
C. HUTCHINGS  
N. O'BRIEN  
J. WHITEFOOT  
I. GREENSLADE  
S. BLACKMORE  
H. STONE  
R. NORSTER (Capt.)  
M. PARRY  
O. GOLDING  
T. CROTHERS  
M. EDWARDS  
G. ROBERTS

Full Back  
Right Wing  
Right Centre  
Left Centre  
Left Wing  
Outside Half  
Inside Half  
Forwards



Referee:

W. D. BEVAN (W.R.U.)

Touch Judges:

CLIVE NORLING (W.R.U.)  
WINSTON JONES (W.R.U.)

Worthington Dark



Dark, distinctive,  
different.

## Welsh International XV

N. HUMPHREYS (London Welsh) 15.

I. EVANS (Llanelli) 14.

M. HALL (Bridgend) 13.

N. DAVIES (Llanelli) 12.

P. LEWIS (Llanelli) 11.

J. DAVIES (Capt.) (Llanelli) 10.

C. JONATHAN (Ebbw Vale) 9.

M. PUGH (S. W. Police) 1.

I. WATKINS (Ebbw Vale) 2.

P. EDWARDS (Bridgend) 3.

P. DAVIES (Llanelli) 4.

L. JAMES (Glam. Wanderers) 5.

J. MORGAN (Bridgend) 6.

O. WILLIAMS (Glam. Wanderers) 8.

D. BRYANT (S. Glam. Inst. & Bridgend) 7.

Replacements:

N. CALLARD (Newport)

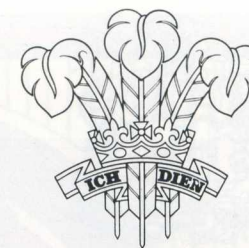
A. CLEMENT (Swansea)

A. WILLIAMS (Swansea)

M. GRIFFITHS (Bridgend)

D. FOX (Llanelli)

T. FAUVEL (Aberavon)



JONATHAN DAVIES (Captain)

HANCOCK'S

**HB**

Traditional draught

**BITTER**

**Allbright**

The most popular  
pint in Wales...





**MERVYN JOHN**  
Chairman, Cardiff R.F.C.

## From the Chairman of Cardiff R.F.C.

It was with great delight and pride that we received the news that Prince Edward had accepted the invitation to attend this Frank Hancock Charity game.

I am privileged to have this opportunity on behalf of the Committee, Players, Members and Supporters of Cardiff Rugby Football Club to cordially welcome His Royal Highness to Cardiff Arms Park.

I am proud that in over 100 years existence we have been able to contribute so much that has been appreciated by Rugby followers and players in many lands throughout the world.

Tonight we add yet another memorable chapter to that history while also recognising the requirements of the Welsh Charitable Trust.

I wish you all a most enjoyable evening's entertainment.

**MERVYN JOHN**  
Chairman



***"I bet he drinks  
Carling Black Label."***





# Welsh Rugby Union

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## CHARITABLE FUND

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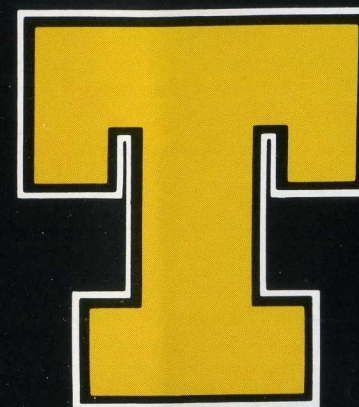
### Objects

The Welsh Rugby Union Charitable Fund was established by a Trust Deed dated 1st December, 1972, its objects being:

- (a) relief of the need, sickness or distress of:
  - (i) players who have been injured whilst playing the game or who may be disabled as a result of other accidents,
  - (ii) children or other dependents of those players who have been so injured or may have died,
- (b) relief of others connected with the game who have suffered misfortune through no fault of their own.
- (c) fostering the development of the game amongst young people particularly through the Welsh Schools and Welsh Youth Rugby Unions, who do indispensable work in providing facilities and training for the young player.

It is a Registered Charity No. 502079.

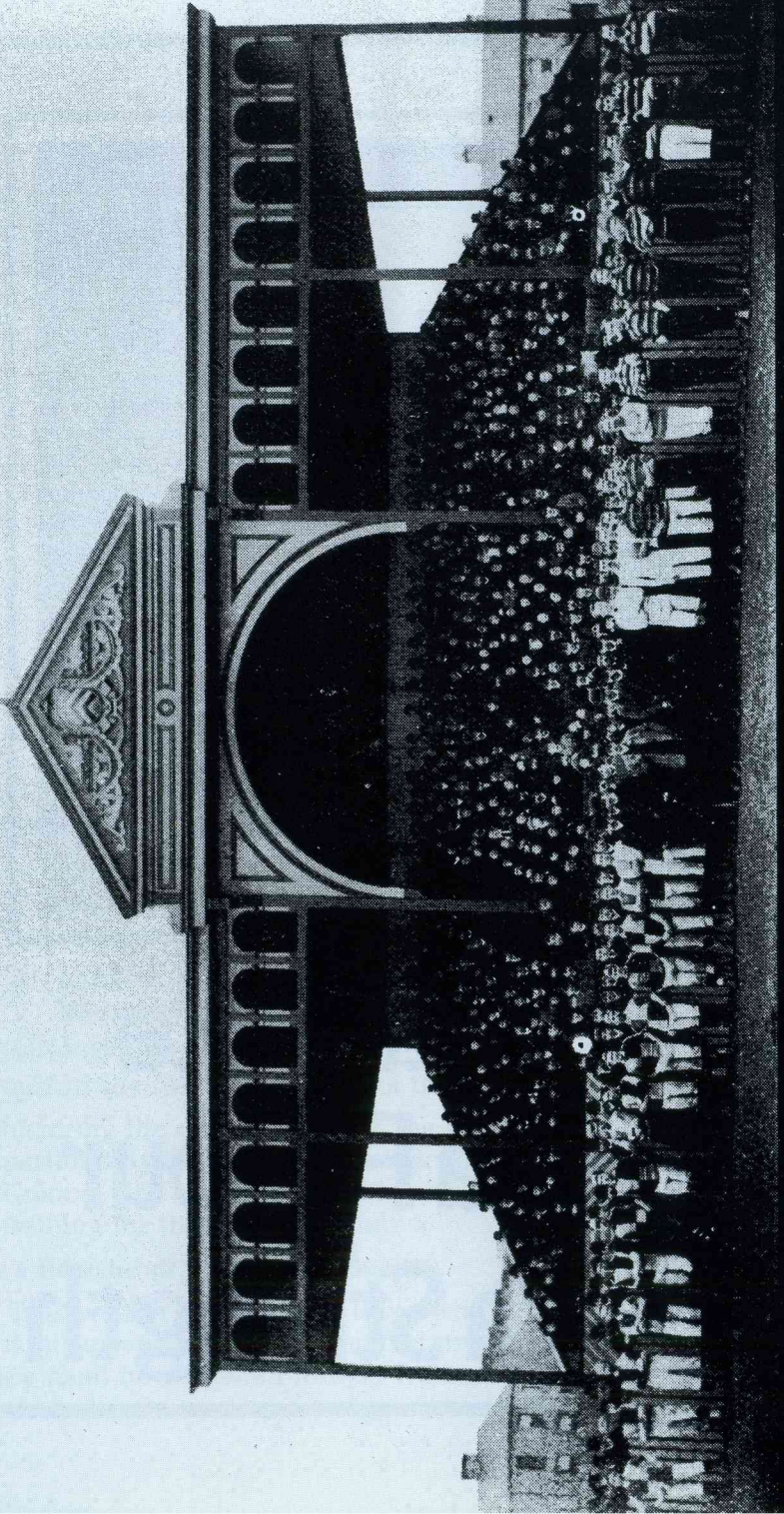
The Trustees are grateful to all those who have supported the Fund. There is still a need for further financial strengthening of our resources and they shall be delighted to hear from any person or organisation able to help.



TENNENT'S  
EXTRA  
EXPORT LAGER

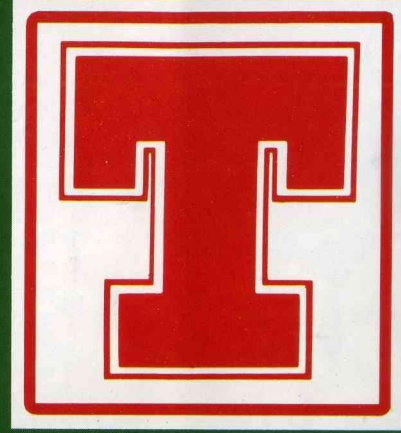
Extra Taste  
Extra Flavour  
Extra Strength





This stand was built during Hancock's year on the sixpenny side of the ground. It cost the majestic sum of £362 and was first used on Boxing Day 1885 when Liverpool were our opponents. It was the Rolls Royce of stands at the time and what a grand occasion it must have been on that opening day. Some of the players had adopted real laid back poses.

# TENNENT'S PILSNER



*"It's Good"*



# Record, Season 1885-1886.

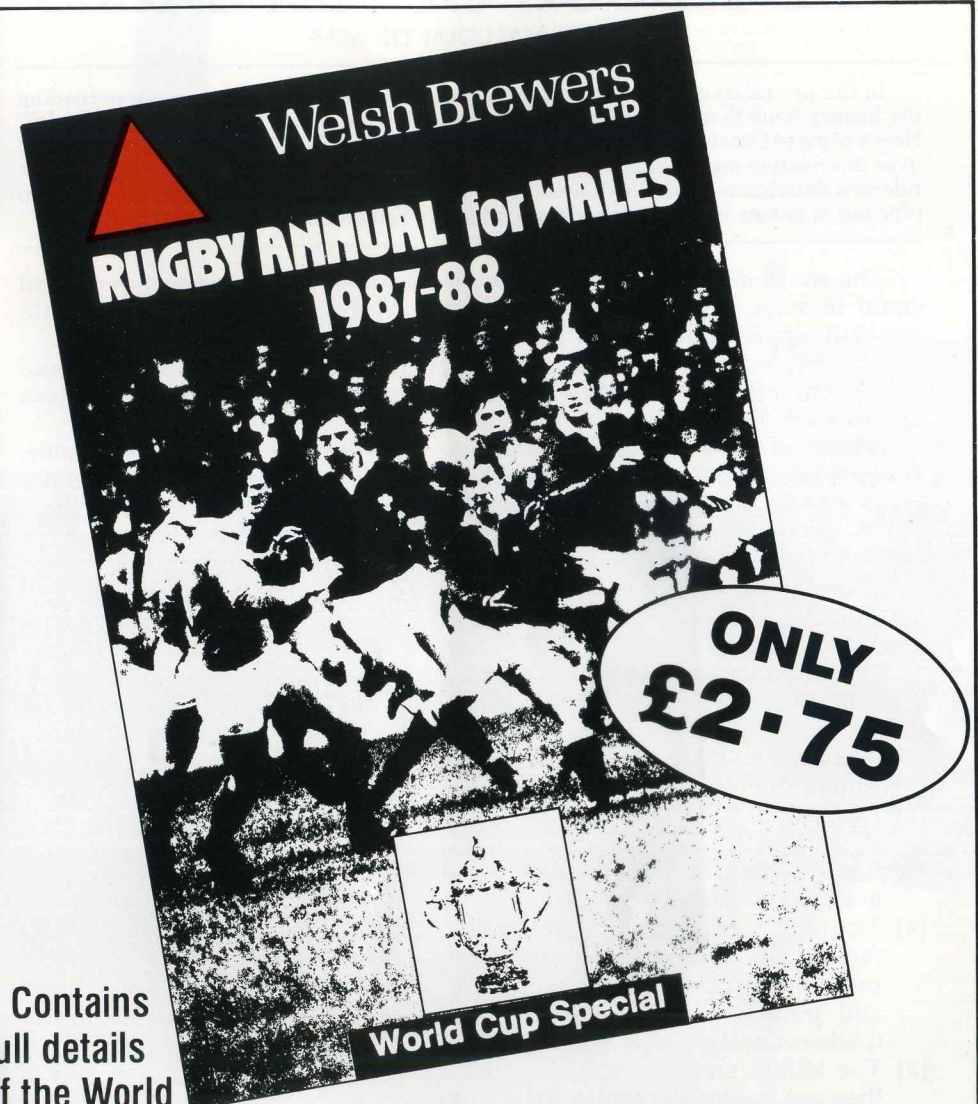
DATE	OPPONENTS	RESULT	WHERE PLAYED	FOR		AGAINST	
				Goals	Tries	Goals	Tries
1885.							
Oct. 3	XVII. of District	won	H	6	3	-	-
„ 5	Runcorn	won	H	5	2	-	-
„ 10	Clifton ..	won	A	1	3	-	-
„ 24	Swansea	won	A	2	3	-	-
„ 31	Cirencester	won	A	4	1	-	-
Nov. 7	Newport	won	H	6	2	-	-
„ 14	Llanelly	won	A	6	4	-	-
„ 21	Gloucester	won	H	4	4	-	-
Dec. 5	Moseley	won	A	1	2	1	-
„ 26	Liverpool	won	H	3	0	-	-
„ 30	London Welsh..	won	H	0	2	-	-
1886.							
Jan. 2	Gloucester	won	A	0	2	-	1
„ 16	Newport	won	A	4	1	-	-
„ 23	London Harlequins	won	H	3	3	-	-
„ 30	Llanelly	won	H	0	1	-	-
Feb. 9	Dewsbury	won	H	3	-	-	-
„ 13	London Harlequins	won	A	0	1	-	-
„ 20	Cirencester	won	H	2	5	-	-
„ 27	Cardiff Harlequins	won	H	2	6	-	-
Mar. 6	Swansea	won	H	2	3	-	-
„ 13	Cheltenham	won	A	7	5	-	-
„ 20	Clifton	won	H	2	3	-	-
„ 27	Swansea	won	H	-	1	-	-
„ 29	Castleford	won	H	-	1	-	-
April 3	Swansea	won	H	-	1	-	-
„ 10	Neath ..	won	H	7	1	-	-
„ 17	Moseley	lost	H	-	1	2	-
				70	61	3	1

Matches played, 27; Won, 26; Lost, 1.

Try getters : W. M. Douglas, 23; C. S. Arthur, 22; F. E. Hancock, 18; A. J. Stuart, 14; W. Jarman, 10; D. L. Lewis, 10; W. Stadden, 9; J. Mahoney, 5; H. J. Simpson, 4; A. F. Bland, 3; W. B. Norton, 3; G. Young, 3; Q. D. Kedzlie, 2; A. F. Hill, 2; A. B. Thomas, 2; Tom Williams, 1.

What a blot on the landscape that final last match defeat turned out to be. Still it was quite some record. Only Moseley and Gloucester managed to cross the Cardiff line, which is more than any of the Welsh sides could manage.

Contains full details of the World Cup Competition and comprehensive coverage of the game in Wales, with 39 photographs



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# THE ABUSE OF REFEREES

By J. E. MALCOLM THOMAS

In the pre-referee days when umpires were in being, it was apparent from reading the history book that many disputes took place. Indeed it was reported in the Cardiff/Neath game of October 1883 about a quarter of the scheduled time was taken up arguing over the relative merits of the scores. These days this doesn't happen of course as the referees decision is final. The following article does highlight how difficult it can be to officiate at games and perhaps it's something to reflect on.

The abuse of referees has become progressively worse over the years and could become a major threat to our game. Verbal abuse and threats could certainly drive referees away from the game.

Referees societies are desperately trying to recruit new members and abuse certainly does not help the recruitment drive. Very few former players are taking to the whistle and this is a big loss to the game.

Nearly all the abuse arises out of total ignorance of the laws of the game. When a game does not live up to expectations, or a supporter's team is not playing well, the referee becomes the scapegoat. A player can have a bad game but he has other players around him. If a referee has an off day he is all on his own and is an open target.

This abuse also is symptomatic of the general malaise in society where all authority — including that of the referee is questioned, undermined and abused.

The tendency these days is to blame the referee if the game fails to please. The referee cannot be held responsible for the low level of skills shown by the player.

## **What can be done constructively to tackle and solve the problem?**

- (1) The laws are far too complicated and need rewriting and simplifying.
- (2) All rugby clubs have a duty to recruit referees and to educate their supporters.
- (3) Points of law could be explained to supporters in match programmes, or on club notice boards.
- (4) The press and media also have a duty and responsibility to the game. Very rarely do the press reporters in Wales compliment a referee's performance, but are ever so quick to criticise. The press is in a privileged and powerful position and adverse criticism has a wide audience. Criticism and praise should be part of fair and balanced reporting.
- (5) The W.R.U. should nominate or allocate referees to rugby clubs so that they can train with them and work more closely with players and coaches.
- (6) Clubs or their supporters should organise a forum, quiz or open evening and invite referees and coaches to take part.
- (7) Coaches should be invited to attend referees society meetings periodically. The press media would, I am sure, be most welcomed too.
- (8) The Welsh Society of Referees should continue to aim for consistency in applying the laws — control and flow should be the main criteria.

These are merely personal suggestions, but, if applied, I am convinced they would lead to a better and closer understanding and appreciation of that much abused official — the referee.



Welsh Brewers Ltd., Cardiff Brewery Centenary Celebration Open Day for Employees, Retired Employees and their families.





Worthington

**Best  
Bitter**

**GO FOR IT!**

